

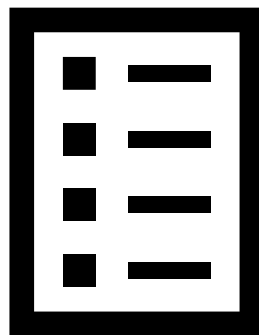


Previous Documents Presented By:

CHONA FE CANLAS

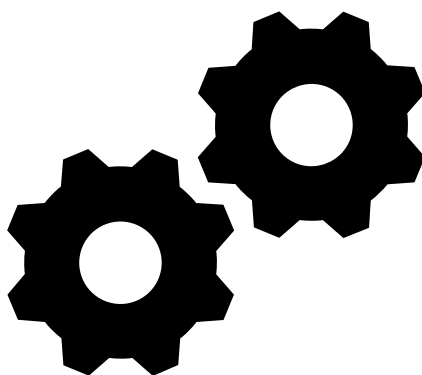
GOAL

**To increase brand awareness
through art direction and
communication strategy**



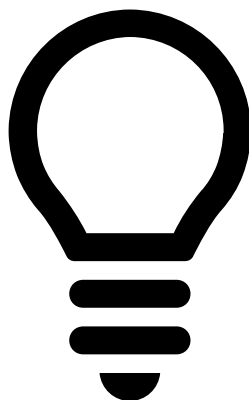
FOCUS

**Storytelling, Sales Tactics, Sales
Strategies, Solution Selling, Insight
Selling & Project Scope**



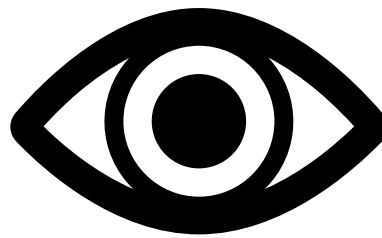
OUTCOME

Collateral demonstrates the importance of distribution and service promotion in building brand awareness under an advertising/branding/PR category*



RESULT

**Buyers' brand usage experiences
contribute to brand awareness
implying that experience precedes
awareness in some contexts***



*Context established in research by Rong Huang and Emine Sarigöllü - How brand awareness relates to market outcome, brand equity, and the marketing mix. Publication: Journal of Business Research Publisher: Elsevier Date: January 2012



Core Concepts & Marketing Approach 2019

VANWHISTLE MEDIA

Customized Digital Marketing Solutions

CORE CONCEPTS

Integrity is the quality of being honest and having strong moral uprightness. We understand that the route to success may be cumbersome, but we will push forward to ensure your objectives and needs are met within budget and scope. We will produce work that impacts a greater picture.



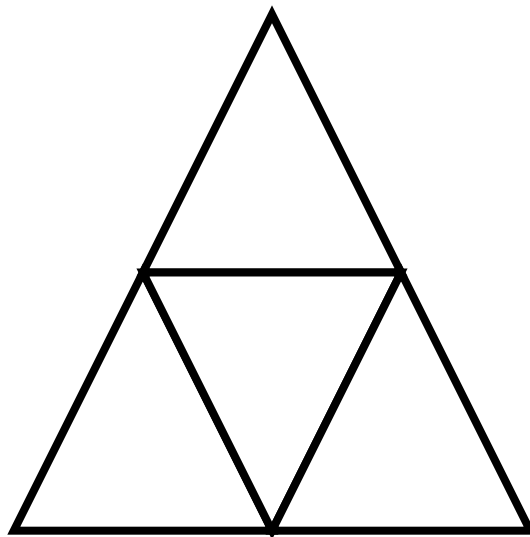
Simpler & Larger is a straightforward way to streamline a problem based on effort and value. Work is done in a thoughtful and thorough manner, so little to no follow-up is required. The process and outcome are easily understood, so that your business can consider a greater capacity in terms of tackling other tasks and objectives.



Synergy is the cooperation of two or more elements where the combined effect is greater than the sum of their separate interests. Our work style is formed around this notion. We use synergy to promote collaboration, simplify team work, increase positive outcome during brainstorming, broaden individual capacity and accelerate project timelines.



Digital Presence is to actively participate within a digital mind frame. Our triangular business model explains our core services, their necessity and relationship to one another and how they can be applied alongside key concepts to maximize your marketing plan results.



ELEVATE YOUR MARKETING APPROACH

Inspire Others to Support Your Vision

Share your ideas with clarity and expressiveness. People will listen to you more willingly. This is a valuable skill when meeting new customers, designing social media campaigns or building a passionate company culture.

Think and Negotiate Like a Shark

Learn how to research, reason and analyze information from your audience's standpoint. These analytical skills can improve sales, boost marketing campaign results or uncover unspoken obstacles during negotiations.

Handle PR Like a Pro

Build confidence when promoting your business. In time, you will find yourself comfortably speaking in a way that positively reflects your brand, even when fielding unexpected questions or jumping on spur-of-the-moment events.

Create Growth Opportunities

Rally behind leaders who express confidence and excitement. Learn from them and speak with conviction. This will improve networking success as people become drawn to learning more about your message and helping you spread it.

Elevate Your Leadership Finesse

Be fully focused during a conversation, while remaining sensitive to the other people involved. The insights gained may inspire ways to serve your customers better through product or service refinement.

CONCLUSION

For a free consultation to discuss your approach and what will work best for you, contact us today!



Services One Pager 2019

VANWHISTLE MEDIA
Customized Digital Marketing Solutions

SERVICES ONE PAGER

We are VANWHISTLE MEDIA! Wondering what we do? This is just some of it, we do more and we'll work with *your* budget & needs!

Social Media is a brand building, digital marketing tool used to increase visibility & reputation. Over time and with regular use, it will benefit your business by defining your target audience. Our Social Media Manager will show you where your efforts have worked and where they are falling short. By applying a customized strategy, you can show your viewers that your brand is active, focused and promoting positive interaction through reach and influence.

Search Engine Optimization (SEO) or Google Ranking is a technical process that aims to maximize the number of visitors to your website. The goal is to bump your website up to the top of search engine results. On-page methods are used to ensure content (keywords) supplies demand. Off-page methods focus on content being linkable. Used together, you are making a permanent and valuable investment. The first 5 results on Google get 67% of all clicks. We'll get your website to the top of the list within 2 months, we guarantee it.

Web Development is the organizational process of planning & building electronic files that will determine a layout and other elements to deliver pages to your website visitors. Our goal is to deliver content & structure that speaks to your business. Did you know, 83% of people will not buy from you if you don't have a website? We can build an efficient website that will increase your customer base and overall customer experience. Our talented specialists will manage this process for you, from beginning to end without any hidden charges or maintenance fees.

Branding is doing more; it is the heart of your marketing strategy. We define or refine your core attributes and throughout the process will ensure an end result that is ubiquitous & clean. Share your ideas – we are open & can assist with blogging, content creation/strategy, graphic design, graphic art, illustration, signage, business cards, logos, idea development, copywriting, creative/art direction, technical/creative writing and more.

Visit our website – www.vanwhistlemedia.com

Contact us for promo info or to arrange a complimentary consultation.

The background of the central text area is decorated with eight horizontal, wavy yellow lines that create a rhythmic, water-like pattern.

1st Meeting Form 2019

VANWHISTLE MEDIA
Customized Digital Marketing Solutions

1st MEETING FORM

Please answer these questions in relation to your digital marketing objectives:

1. What is your monthly budget?
2. What are your primary goals?
3. What are your ambitions and challenges?
4. What is your timeline?

INTRODUCTORY TASK LIST

1. Look at current website
2. Look at Instagram feed
3. Look at current logo
4. Check ranking on Ahrefs (keyword position/volume, check 2 competitors rankings for comparison)

VALUE

To make your digital marketing plan **SIMPLER & LARGER**. How can we make things **SIMPLER** for you? How can we make things **LARGER** for you?

PROJECT EXAMPLES

1. Websites tend to look the same these days. We can help you find ways to keep things innovative and mainstream.
2. We can define or refine your logo by establishing or developing your concept. For other attributes that impact your core representation and how it speaks to your audience, we provide a VWM Brand Concept Kit (\$500 OTC).
3. With SEO, we can identify your competitors, then run a comparison using advanced analytical software. We can obtain insight data based on any previous or current SEO work they have done, including keyword list. Our presentation will show you every detail.

PROJECT SCOPE

Use your answers to the questions below as an objective:

1. **Project Objective** (Measurable goals that contain key performance indicators used to assess a project's success. Examples of indicators are budget, quality, and time to completion.)
2. **Deliverables** (Quantifiable goods or services that must be provided upon completion of a project. Deliverables can be tangible or intangible in nature.)
3. **Milestones** (A task of zero duration that shows an important achievement in a project. Milestones have zero duration because they symbolize an achievement or point of time in a project.)
4. **Technical Requirements** (Technical issues that must be considered to successfully complete a project. Examples of requirements are performance, reliability and availability that your project must achieve in order to proceed with a project.)
5. **Limits and Exclusions** (Limits form the basis for risk identification, while exclusions define what is not addressed in a project, often termed out-of-scope.)

CONCLUSION & CUSTOMER REVIEW

Did this first meeting meet your needs? Please let us know when we can arrange a second meeting. Are you ready to get started on your project?



VWM Digital Marketing Plan 2019

VANWHISTLE MEDIA
Customized Digital Marketing Solutions

VWM DIGITAL MARKETING PLAN

We can help you achieve your marketing goals through careful thinking & planning. Setting goals will keep you motivated and will establish a long-term vision. It adds structure to your ideas so that you can organize your time and resources better, and this will maximize your organization's true potential. Take a seat, time yourself for an hour and answer the questions below:

1. TARGET

- What is your goal?
- Who is your target audience?

2. PLAN

- What are you going to do?
- Pick 1-4 services to work with; establish a budget and time frame.

3. STRATEGIZE

- Once you've selected your service(s), what 1 thing can we do to make it the best for your business (core value identification)?
- What are the 2 best versions of your business (mission and vision)?

4. AIM

- Ensure the visual & non-visual aspects of your selected service(s) are aligned with your topic answers (see VWM Brand Concept Kit); consistency is key, so be sure to track the project's progress.

5. PLAY

- Have fun and be creative! Think of ways to outshine your competitors.
- Brainstorm and be innovative! Think of ways to distinguish your brand.

6. WIN

- Measure your project's success by reviewing if all goals were met.
- Ask yourself, am I happy with the final result? What turned out the best?

Now, see if you can define the parameters below based on your answers above & your company's topic answers (see VWM Brand Concept Kit):

- Identify Target Customers/Build Buyer Personas
- Understand Customer Pain Points
- Set Clear Objectives
- Social Media & Web Development Strategy
- Solid Content Strategy
- Promotion Strategy
- Engagement Strategy
- Conversion Strategy
- Measure & Analyze to Establish ROI



VWM Brand Concept Kit 2019

VANWHISTLE MEDIA
Customized Digital Marketing Solutions

VWM BRAND CONCEPT KIT

Branding should be simple. However, the details behind your strategy matter. Consistency and flawless execution are critical. Brand strength, built over years of investment, can be weakened with any misstep. Even basic mistakes, like spelling and grammar can affect how your brand is received. As consumers increasingly expect seamless experiences across every platform, it will become mandatory to evaluate a Simpler & Larger strategy for your company.

The equation is:

Your Brand → Simpler (easily understood + done) + Larger (considering a greater capacity)

Use this kit to define your core attributes and brand identity. We put together the topics below. Take some time to analyze the terms, then our team will create a document for you in an easy-to-read and thorough format, explaining the significance of your brand in polished detail.

You will be able to use the finalized content in dozens of applications. The goal is to unify your omnichannel presence and help you save time, so that you can focus on other aspects of your business that require more immediate attention.

Now, carve out some time to review the topics below. Take notes (a lot), point form works & leave the transformation to us!

- Research
- History
- Vision/Mission
- Values/Work Approach
- Passion & Efficiency
- Innovative + Mainstream
- Competitors
- Knowledge
- Slogan
- Quote

If you would like to purchase this kit, the cost is \$500 and project turnaround is 1-2 months. Contact us today to reserve your spot!



DIGITAL PRESENCE

A Business Model

2019

VANWHISTLE MEDIA

Customized Digital Marketing Solutions

DIGITAL PRESENCE – A BUSINESS MODEL

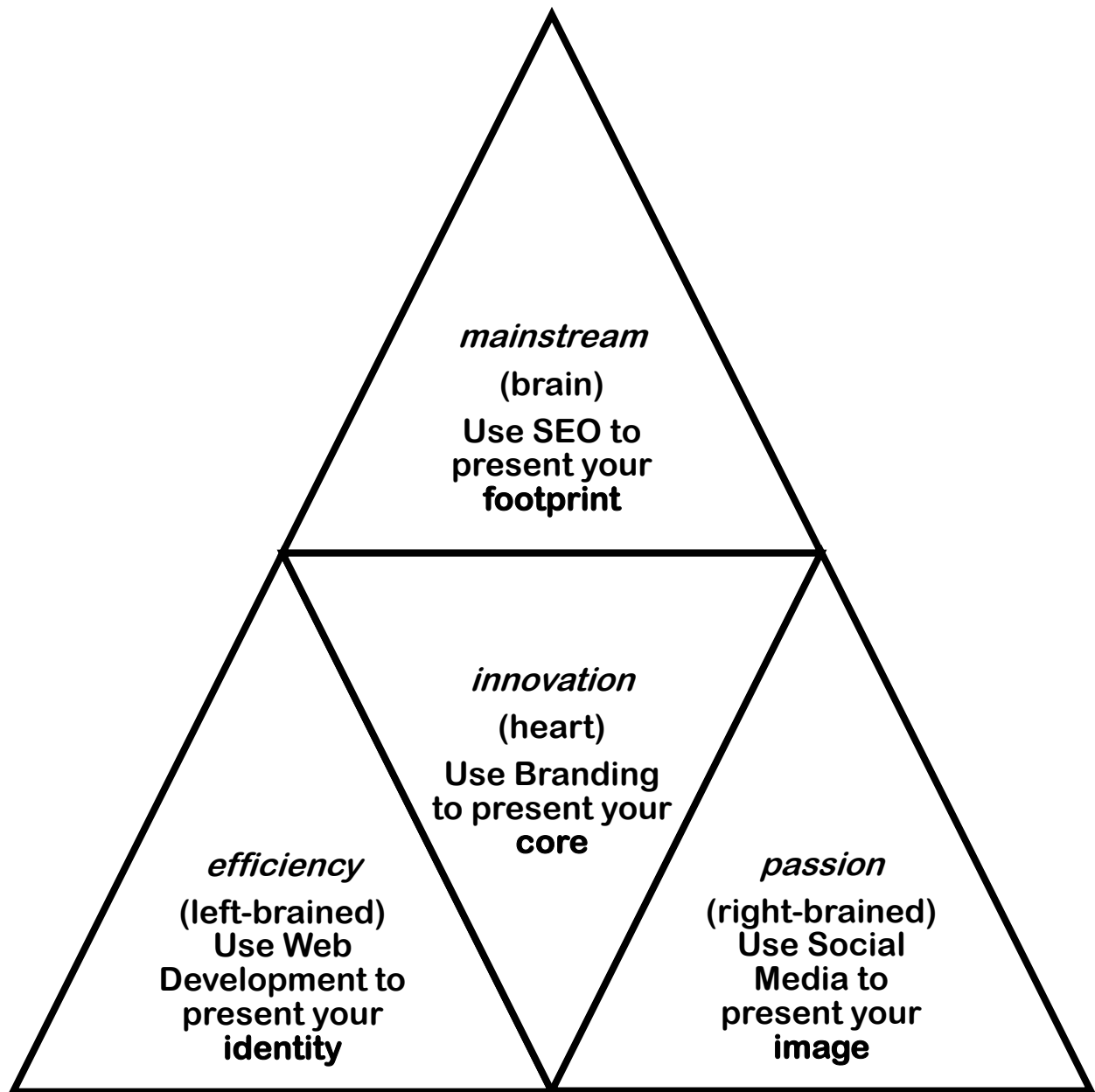
Digital presence. As marketers, we want to talk about it. We want our clients to be aware, so that they can be responsible for their own success. We want to give them structure, so that they can apply their ideas, optimize process and make streamlined business decisions more effectively. One way to understand how this works, is to follow a simple model that outlines four core digital marketing services and their concepts, arranged to work alongside the VWM Digital Marketing Plan + VWM Brand Concept Kit.

Here's a brief synopsis:

The Digital Presence Business Model simplifies the functionality of four core digital marketing services. The four core services we use are - web development, social media strategy, SEO and branding. Following another model called Simpler & Larger, we connect the services to a few simple ideas as a way to keep a primary focus. Simpler & Larger is a basic notion that work should be easily understood and done, so that a business can consider a greater capacity. The harmony between concept and functionality makes it easier to apply the services each step of the way. And used together, the services become intact, stable and strong. Your brand's core attributes will become more refined and you will begin to see fluidity and consistency throughout your total business approach.

The 4 core services and their core concepts are:

1. Web Development - IDENTITY (analytical, logical, objective); left-brained; efficiency
2. Social Media Strategy - IMAGE (intuitive, thoughtful, subjective); right-brained; passion
3. Branding - CORE (central, definite, overall); heart/insight; innovation
4. Search Engine Optimization - FOOTPRINT (forward thinking, capacity, evolution); brain; mainstream

DIGITAL PRESENCE TRIANGLE***Analytical, logical, objective******Intuitive, thoughtful, subjective***

ADDITIONAL NOTES

IMAGE

Definition: Your image is WHO you are or the general impression that you, your organization and product/service present to the outside world.

Concept: Your image on Social Media contributes to greater causes of community engagement, social wellness and societal mentality.

Social Media development can help -

- Apply relevant content to attract & impress a target audience
- Monitor viewer interactions to cultivate opportunities for growth
- Build online campaigns to establish your company's values/work approach

IDENTITY

Definition: Your identity is WHAT you do in basic + whole terms.

Concept: Web design is advertising for your company. What you present to your audience should be clear, concise and a fair reflection of what you do. It is important to give viewers something to remember and to leave room for interpretation.

Web development can help -

- Decrease the need to maintain or pay someone else to look after your website
- Develop a layout/navigation pattern with greater visual strength/hierarchy
- Fully utilize form + function to help your audience understand what you do. For example: proper positioning of search bar and contact us button, a blog/vlog feature, an image gallery, links to online databases, etc.

FOOTPRINT

Definition: Your footprint tells us WHERE your company has been, is and will be in the near year or greater future.

Concept: SEO impacts the science and analytics of algorithms, integral systems that affect new forms of learning and strategic developments for business entities in today's digital landscape.

SEO development can help -

- Increase your company's digital ranking by fostering an online infrastructure

- Create demand, thus linking you to groups with relatable expertise
- Use keywords to identify significant activities and where viewers are trying to go

CORE

Definition: Your company's brand is the representational heart & soul of a vision, mission, values and work approach. It explains **WHY** you do what you do.

Concept: In ancient civilizations, symbols were used as language and currency. Imagine if your company's branding had that kind of impact! The best brands in the world consider every demographic and reach out to all groups (psychographics) without fear or judgement.

Branding development can help -

- Explore the potential of your company leading to dynamic progress and success
- Evolve your brand with a specific and targeted strategy & identity
- Integrate foundational elements that your audience will look for and identify with. For example: graphics, logos, art & illustration or promotional materials like signage, brochures and business cards

CONCLUSION

Once we are able to fully integrate the services to their concepts, we end up with an outcome or an answer to **WHEN** will the business come into fruition. Then the question becomes **HOW** – how will we execute? For this next step, please refer to the VWM Digital Marketing Plan + VWM Brand Concept Kit.



Step by Step SEO Guide 2019

VANWHISTLE MEDIA

Customized Digital Marketing Solutions

STEP BY STEP SEO GUIDE 2019

Google is improving their ability to discern user intent behind search queries. So, it is mandatory for brands to focus on optimizing their user experience by providing quantitative and qualitative value to people's objectives and needs. Qualitatively, this value focuses on content marketing where the goal is to cover entire topics and to provide rich and relevant insight (The Hub Concept). Quantitatively, this value aims to understand search engine algorithms and builds backlinks to improve a site's popularity, relevance, trustworthiness, and authority (Simpler & Larger). As you can see, there is a lot to consider and this makes Search Engine Optimization is a valuable sales tool that can be used to reveal identifiable value to your customers. Many agencies keep their techniques a secret. We would like to share our SEO methodology in a simple, step-by-step format, so you can begin to understand the process of how SEO works.

Step 1 SEO Audit

We audit your current website and its ranking for selected keywords. This provides an overall impression of what can be improved. The SEO Audit is a crucial step in the SEO process, because it can help to determine your project's budget and time frame. It also determines your overall keyword proficiency.

Step 2 Keyword Research

We check your current Organic Keywords to determine if any are relevant and on or close to the first page of Google. This is the verification of your keywords' Search Volume and Position. We will place the keywords we want to work with in our 'shopping cart', then move on to performing a Competitor Analysis.

Step 3 Competitor Analysis / Learn Competitor's Mistakes

We identify your competitors, then check their SEO Status and Organic Keywords. We can obtain insight data based on any previous or current SEO work they have done. We have visibility of their entire keyword list, so we can see their keywords' Search Volume and Position. Overall, we have the ability to examine their mistakes. Here's an example -

A keyword with a Search Volume of 2000 may appear on the first page of Google. However, if it only generates 1 customer (1 unit of Organic Traffic), it may not be the best keyword to rank. Keywords with higher Search Volumes tend to have higher Keyword Difficulty levels, making it harder and longer to rank those words. We look for keywords that have moderate Search Volumes and a moderate to high Organic Traffic range, so we can rank more keywords, faster.

Step 4 On-page SEO Optimization

We identify content requirements and analyze your current website's infrastructure. Google wants to easily recognize each page of your website. We review content to ensure it supplies demand and is readable. Then we target the keywords we want Google to read so Google can more efficiently direct the page to the appropriate search result.

For example, we would emphasize the content of a specific page with the topic 'pancake recipe', then select the appropriate keywords to target 'pancake recipe' related content. As a result, when users search 'pancake recipe', they will be taken directly to the specific page, and not to the home page of the website. This will make it EASIER for users to find what they're looking for.

Step 5 Off-page SEO Optimization

We build backlinks. A backlink is an incoming hyperlink from one web page to another website. For the backlink, we write articles (blog posts) that contain relevant topics, as well as, the keywords we want to rank. The more articles and keywords, the more Google improves your website's popularity, relevance, trustworthiness, and authority.

Off-page SEO Optimization is our way of establishing your website's reputation. Google wants to recognize people mentioning your business and will establish higher demand for your website and content, if they see that that is being done.

Step 6 Measuring Results: Traffic and Ranking

We take before and after screenshots of your company's SEO Status throughout your project timeline, so we can compare what has been done and what has improved. We will review this data with you upon project completion.

TIMELINE

Steps 1 to 3: 4 days

Step 4: 3 days

Steps 5 – 6: ongoing, based on project duration

SEO STATUS PER AHREFS INDEX

AR - If you sort all of the websites in the world by the strength of their backlink profiles, you get the Ahrefs Rank.

UR - URL Rating shows the strength of a target PAGE'S backlink profile on a logarithmic scale from 0-100, with the latter being the strongest. Both internal and external links are taken into account when calculating this metric. URL Rating has a clear positive correlation with Google rankings, meaning that high UR pages tend to rank higher in organic search results.

DR - Domain Rating shows the strength of a target WEBSITE'S backlink profile on a logarithmic scale from 0-100, with the latter being the strongest. The purpose of Domain Rating is very straightforward. It is used to assess the relative link popularity of a given website, where link popularity is a website's ability to get search traffic from Google.

For more information, visit - <https://ahrefs.com/blog/seo-metrics/#section10>

SEO EXERCISE

Step 1 SEO Audit –

- What is your website about?
- What is the most important topic on your website?

What are 6 keywords vital to your business?

- Using Keyword Explorer, let's have a look at how your company's ranking for those keywords.

Step 2 Keyword Research –

- Based on our list of Organic Keywords, we have selected the words we want to work with based on Volume and Position.

Step 3 Competition Analysis / Learn Competitor's Mistakes –

- Who are your top 6 competitors? Let's have a look at their SEO Status and Organic Keywords they are ranking for.
- What are some things they've done wrong? For example, picked a keyword with a high search volume, but low Organic Traffic. High number of backlinks, but poor quality.

Step 4 On-page SEO Optimization –

- Based on the list of Organic Keywords and the keywords we will be working with (based on Volume and Position), let us revise your website content to reflect this.
- We see that your website has these words, but none of these.
- Is the user experience seamless, enjoyable and productive?
- Are your pages and total website providing real value to your target audience's objectives and needs?
- Does it cover entire topics and focus on providing rich and relevant insight (The Hub Concept)?
- Does it contain elements that focus on developing popularity, relevance, trustworthiness, and authority (Simpler & Larger)?
- Does your content supply demand to your target audience and is it readable? Is it EASY for your customers to find what they are looking for?

Step 5 Off-page SEO Optimization –

- This is all done on our end, so we don't need anything from you!

Step 6 Measuring Results: Changes in Traffic and Ranking –

- Monthly reviews (dependent on Ahrefs timing)

CONCLUSION

If you have any questions or concerns about SEO and/or the content of this guide/exercise, please let us know!

Letter of Engagement



VANWHISTLE MEDIA

Customized Digital Marketing Solutions

LETTER OF ENGAGEMENT TEMPLATE

Hi Owner,

Thanks for taking my call today. It was a pleasure speaking with you!

Based on our discussion, here are the budget and service details -

1. Web Development - Multiple Rich Pages \$7000 *our offer is \$5000

Includes:

- New Website / Customized Pages / On-page SEO

2. SEO - Kick Starter \$6000

Includes:

- 3-month SEO Marketing / 2 Keywords per Batch

3. Branding - Complete Branding Package \$3500 *our offer is FREE as a complimentary promotion

Includes:

- Brief Visual Strategy / Logo design and presentation – main, alternate, favicon & submark / Typeface Set (3 fonts) / Colour Scheme
 - For brochure, letterhead template and business cards *add \$500
 - For Brand Concept Kit *add \$500

Total budget: \$11,000 + tax

Total discounts received: \$5500 *YOU SAVE 50%!

Project duration: 3 months

ADDITIONAL NOTES

Website:

- Focus on delivering product info
- Landing page with clear call-to-action
- Company updates

Specifications:

- About page expressing the company's origin and intent to break into the Canadian market
- Target all content to target niche (oil and gas chemical industry)
- Develop separate pages for Technical Specifications PDFs

We are happy to provide you with a brief SEO presentation. Please let me know when we can schedule that meeting. And, we are ready to get started on your project right away.

With 2 spots remaining in May, let's make it happen!

Best regards,

Chona Fe Canlas

Sales Strategist

VanWhistle Media

Proposal Template



VANWHISTLE MEDIA
Customized Digital Marketing Solutions

March 14, 2019

Dear Owner,

Thank you for meeting with us last week to discuss this opportunity.

The proposal below is an outline of our meeting including details of our proposed services and what can be expected as part of your commitment to an ongoing project with VanWhistle Media.

Based on our discussion on March 7th, 2019, we propose ABC could benefit from the combination of services mentioned below. Kindly review the details and if you have any questions or concerns, please advise. If approved, payment will be due at the commencement of the project in the total amount disclosed with taxes included on the first day of every month. Proration will apply if applicable.

“Opportunity comes infrequently. When it rains gold, put out the bucket, not the thimble.” – Warren Buffett

Happy to assist ABC!

We would like to offer you a Package Deal that includes:

\$3000 OTC for Website Build with E-commerce + \$4500 per month for On-page and Off-page SEO Strategy + \$250 OTC for Logo Design

Total project investment is \$16,750.00 (plus tax)

Project Duration/Adjustments

Our estimated project duration will be 3 months. We are happy to make 3 adjustments during this period. Services are billed as a one-time charge and/or monthly recurring fee. Any services exceeding the proposed time frame are subject to additional fees. Any additional modifications or project requests are also subject to additional fees. We aim to meet your needs in terms of quality, speed and budget. Please let us know if any of the above does not work for you, we can review the terms together.

Buyer's Need

ABC is an XYZ located in the heart of City. ABC would like to find effective ways to recoup costs. In other words, sell their products/services at a sufficient price/rate to recover the original outlay. They would like to showcase existing stock and develop their relationship with current and prospective buyers who are purchasing their products/services for a specified reason.

Seller's Solution

Growing your digital presence does not have to be a pipe dream. Our SEO methodology will develop a group of keywords per month to increase your global ranking for all search engine results. Your e-commerce website will take XYZ's best attributes, bringing focus to your specialty. We will ensure pricing is a determinant factor. Executed together, our services will attract and drive customers to your business.

Details of Service 1

What is it?

Website Build with E-commerce. Using WordPress and your selected template, we will build a brand-new website for ABC. The website will include:

- 1-month minimum turnaround time or schedule based on project needs
- Navigation structure with clear categorization
- Development of page layout for simplicity, visual strength & hierarchy
- Application of company branding – logo, colour scheme etc.
- E-commerce setup (if needed)
- Building of contact us link, referral forms/landing page, registration function, online databases, multi-media & security options
- Integration of favicons, blog/vlog feature, customer feedback, client list, case studies & industry news
- Information displayed correctly across different-sized screens (i.e.: mobile)

What is the process?

See Figure 1 on page 40.

What is the benefit?

***A new website will build your business' credibility.** It is simple to set up and we are here anytime should maintenance or updates be required. It can improve customer interactions as you are monitoring everything, so you can ensure your customers are receiving speedy and helpful service. A website is available to you and your customers 24/7, 365 days a year. Having an online presence provides

buyers with the convenience of reviewing your products/services even when your business is closed.

***You will gain the ability to target larger markets.** A website can promote your products/services 100x faster than a storefront window display. No matter what type of industry you're in, a website is a great way to showcase your work. You can do this through an online portfolio, image gallery and customer reviews. You can tell your audience what your business is about and they can share feedback about your work. Studies show that once a consumer has an idea of what they need or want, they start researching, and 72% of consumers go online to find educational material, reviews, and testimonials.

***A well-marketed site can help you can gain market share.** A 2015 study performed by Verisign reported that, "84% of consumers believe small businesses with websites are more credible than ones without websites." Furthermore, the use of interactive media, quick tips, questions + answers, plus engagement platforms can promote respect and rapport, thus can help in securing customer loyalty.

***VanWhistle Media terms the above strategies within The Hub Concept.**

What is the cost?

\$3000 one-time charge for Website Build with E-commerce. Service period 1-3 months.

Details of Service 2

What is it?

On-page and Off-page SEO Strategy. Using our proven methodology, we will rank your chosen keywords and create backlinks to increase traffic and awareness to your website. Your SEO Strategy will include:

- Strategic intake evaluation (provide 6 keywords / 3 top competitors)
- Audit to establish current ranking in comparison to competitors
- 1 month (or more) of custom on-page and/or off-page SEO strategies
- Increased search engine ranking through website traffic generation
- Content review to ensure it supplies demand and is readable
- Backlink generation to improve website credibility, authority & relevance
- Creation of useful, information-rich blog posts & pages that clearly and accurately describe content (The Hub Concept)
- Use of attributes (keywords/meta descriptions) to create descriptive, human-friendly URLs

What is the process?

See Figure 2 on page 41.

What is the benefit?

***There are over 2 billion people online.** 93% of online activities start on a search engine. There are 40,000 searches every second, and 3.5 billion searches per day. There are millions of opportunities for your business to become found on search engines. One of the most important benefits of SEO is that your customers are using search engines daily. Traffic on search engines is the best traffic. Why? Because people are actually searching for the 'answer' your website provides. You can also 'pull' traffic to your business by creating backlinks and blogs. You don't necessarily have to 'push' out advertisements to persuade people to buy. Search traffic is already interested in your products/services. This is where we see the utility of SEO - an industry worth \$65 billion dollars.

***SEO is not a myth.** You will increase your leads and sales if you offer a viable product/service. One small business generated over \$103,510.98 worth of SEO results in just 5 months. However, you must invest in the best SEO strategy. With a winning SEO campaign, your business will be on its way to higher conversions. Another benefit of SEO is that it is 'free'. It is far less expensive than advertising to acquire customers. The only costs in SEO are the costs to hire the best SEO company. Unless you have experience in website coding and Google algorithms, you will need an agency with an effective methodology to grow your rankings.

***SEO is 24/7.** It does not sleep. Your rankings do not disappear overnight. You can increase your website traffic all day, every day. Once you rank high in search engines, your business will be promoted - while you are asleep. SEO is a long-term strategy. It can take 6-12 months to see optimal rankings. However, just as it takes time to move up the rankings, it takes time to move down the rankings. It's difficult to move down once you are placed in a top position. The only reason this would change would be greater SEO competition or changes in Google's algorithms.

SEO can (and will) build your brand equity. In other words, SEO will help people become proponents of your brand. This is trustworthiness. Awareness is important as well, because your website visitors may not always be ready to purchase. However, by being aware of your offerings AND liking what they see, customers may purchase in the near future. This is authority.

What is the cost?

\$4500 per month for On-page and Off-page SEO Strategy. Suggested service period is 3 months.

Details of Service 3

What is it?

Logo Design. We will provide you with the design and presentation. The design will consist of a main logo, alternate logo, favicon & submark logo design.

What is the cost?

\$250 one-time charge.

The Future of ABC

This information has been revised from neilpatel.com. If you would like to learn more about digital marketing, his website is a readable and thorough source on today's latest marketing trends & practices.

Marketing solutions are designed to establish your brand identity by increasing the perceived value and overall awareness of your products and services. This in turn can increase revenue and drive profit. So, it is paramount to consider your brand as Google researchers believe - **if you have a strong brand, you *will* rank faster**. In other words, if you want your business to succeed in the long run, you must build a *valuable* brand. As your brand grows, your search traffic will as well. There isn't a quick and easy way to skyrocket your name to popularity, but there is a formula that works for both personal and corporate businesses. What is the formula? You have to do something **bold**.

We can establish the core of your business by bringing **direct visibility** to XYZ with a new logo design \$250 (plus tax) and possibly signage in the future. We can also explore additional strategies through email marketing campaigns and setting up social media accounts that would be designed to compliment your website and fulfill your objectives of buying for need, displaying products/services with high visibility and promoting reticent pricing and sale purchases.

Your commitment to **developing your website, SEO strategy and brand**, will help ABC in many ways. We are committed to assisting you with this ongoing project. Thank you for providing us with this opportunity!

To the future,

VanWhistle Media

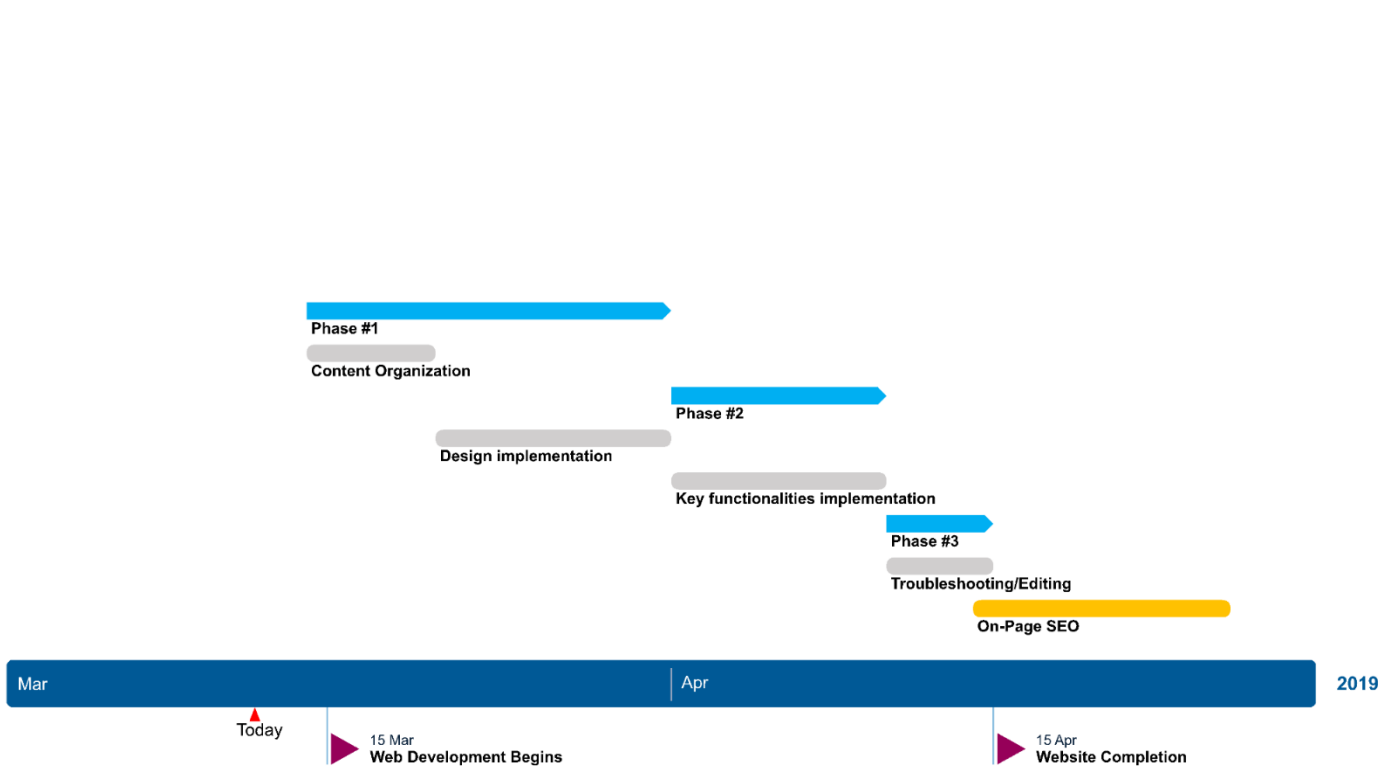
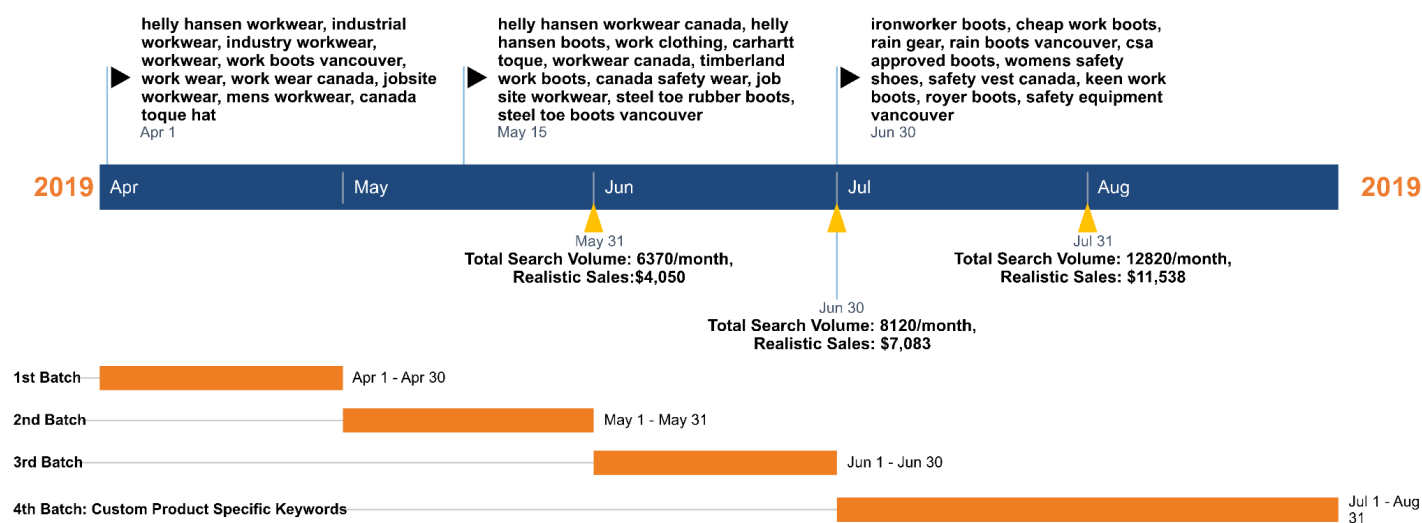
Figure 1 – Website Build Process

Figure 2 – SEO Strategy Process



MISSION SAMPLES

CHARM WEDDING DESIGN

Irina Tchikicheva, owner and designer, started Charm Wedding Design 20 years ago. Prior to immigrating to Canada from Russia with her family, she earned a master's degree in Fashion Design and spent many years developing her skills working behind the scenes and with other commercial retailers. Charm Wedding Design follows a unique concept as dresses are designed in-house using traditional techniques. Each pattern, stencil and cut-out are meticulously made by hand. Their custom designed wedding gowns are individually tailored and styles range from unconventional to modern and free-spirited. As a family-owned and operated business, Irina's goal is to offer a personalized touch. The team assists the bride in finding exactly what she desires and overall, brides can expect a relaxing and inviting experience. The storefront is located on the popular Bridal Alley in New Westminster, BC.

PACIFIC HEALTH AND SPORTS THERAPY CLINIC

Dr. Paul Dhaliwal, clinic owner and chiropractor, started Pacific Health and Sports Therapy Clinic 3 years ago. After working with other clinics, Paul wanted to offer clients more dedicated time, as opposed to the quick in-and-out experience most patients were accustomed to. His practice incorporates a rounded approach that considers the entire body. He aims to help his clients understand how the body moves and how things are related and can work together in harmony. Paul's goal is to increase business and generate more leads using a consistent and effective targeted approach. Through our social media and email marketing initiatives, Pacific Health and Sports Therapy Clinic will gain the required exposure to grow, thrive & succeed as a chiropractic and massage therapy clinic in Burnaby, BC.

HISTORY SAMPLES

CLOVER LANES BOWLING CENTER

Clover Lanes is a premier, family-oriented 5-pin bowling center located in the heart of Cloverdale, BC. Nestled within the city of Surrey, Clover Lanes has been the top bowling center in the area for over 60 years. Their focus is to deliver a fun and friendly atmosphere to visitors across BC. Cloverdale has a rich history and a strong connection to its community. The name is inspired by the clover that grows there in abundance. Cloverdale is identified by beaches, walkable parks, Kwantlen Polytechnic University, Cloverdale Fairgrounds and a bowling center.

Overall, there's a sense that Cloverdale is a place where you know your neighbours. Here, people take care of each other and stay in touch.

SAPPERTON DISTRICT TAPHOUSE

The Sapperton District Taphouse is a local restaurant & pub located in the heart of the Sapperton neighbourhood. Their focus is to deliver high-quality cuisine and craft beverages to guests across BC. Sapperton has a rich history and a strong connection to its community. With all the hallmarks of a village, and a distinct identity, Sapperton is a town within The City of New Westminster. It is identified by block parties, walkable tree-lined streets, the Brewery District and the Royal Columbian Hospital. Furthermore, the Sapperton District Energy System is being designed to significantly reduce GHG emissions, a part of New Westminster's Envision 2032. Overall, there's a sense that Sapperton is a place where you know your neighbours. Here, people take care of each other and stay in touch.

MARKET RESEARCH SAMPLES

CLOVER LANES BOWLING CENTER

Market research is used to gather, analyze and interpret information about a market, product or service being offered for sale. Research involves analyzing attributes like market characteristics, target audience spending habits, locations and needs. I sent an SMS to 50 respondents who could possibly relate to the bowling center experience. Here are their ideas verbatim –

- Big areas of fun
- Music
- Snacks
- Working on your skill set
- Horrible shoes
- Dark and dingy
- Old balls
- Fountain pop
- Basic snacks (fries, hot dogs, hamburgers, chicken fingers etc.)
- Funny smell
- Birthday parties
- Striking sounds
- Noise of the equipment running
- Balls rolling and pins being knocked down
- Uncomfortable shoes made of wood with little to no support
- 5-pin bowling alleys
- Bad design

- Bad food
- For old people
- Smelled like smoke and smelly shoes
- Hipster version with craft beers
- Bachelorette parties
- Fluorescent disco lights at night
- Late night
- Lamé décor
- Black light, glow-in-the-dark nights
- Having to write your score down
- Not being allowed to chuck the ball
- Fun, slippy shoes
- Ugly shoes
- Groovy tunes
- The best parts were the worst parts
- Good fries & gravy
- Paper & pencil scorekeeping
- Smell of leather shoes
- Line up for shoes
- Not being allowed to eat in the bowling area
- Uncomfortable seating
- Difficult to socialize because of separate areas, then game is over, so the night was over
- Laser bowling
- Clean colours like whites and faded pastels
- Filled area with plants
- Not a club environment
- The feel of lawn bowling surroundings
- Outdoors
- Organic food
- An elevated café
- Indoor/outdoor areas
- Windows

As you can see, selling a bowling center is like flipping a coin – you still want the space to a hub for entertainment, however for today's preferences, the brand should also reflect a vital & current community. Not obsolete, but mainstream. Can your space be all of these things while maintaining a classy and inviting atmosphere? Our work will get you to where you want to be!

SAPPERTON DISTRICT TAPHOUSE

Market research is used to gather, analyze and interpret information about a market, product or service being offered for sale. Research involves analyzing attributes like market characteristics, target audience spending habits, locations and needs. I sent an SMS to 50 respondents who could possibly relate to the craft beer drinking experience. Here are their ideas verbatim --

- Variety
- Food that pairs well with beer
- Highly original and outside the box
- Good selection of local and not so local breweries
- Different styles of beer
- Relaxed vibe
- Prompt service
- Current to what's happening in the beer world today
- Trying to do something different, but not too different
- Supporting local farmers for grains, hops etc.
- The presence of beer barrels
- Real food
- Heartier tasting snacks
- Option to buy beers at a lower cost than anywhere else
- Ability to bring in growlers to fill up
- Full kitchen service
- More stouts and porters, less IPAs
- Family-friendly atmosphere
- Breakfast/brunch options
- Unique flavours
- Dry cider
- Pale ale, stout, IPA, pilsner, lager and farmhouse ale are necessary
- Mix of large tables and a smaller, quieter section
- Friendly service
- Good parking
- Reflective art rather than mass marketing
- Supporting the local community or region
- Fresh off the tap
- Dark colour, woody taste
- An opportunity to let your guard down and have fun
- A community gathering environment
- New variations on classics, good standards
- Games
- Unique recipes made with love

- Good music
- Area/activities for kids
- Not trying too hard to be hip
- Inviting environment for an introvert
- Knowledgeable wait & staff
- Menu – clean, descriptive, not intimidating
- Non-alcoholic drinks

As you can see, selling craft beer does not have to be #beergeek. However, your brand must represent a relevant & active role within the niche. Think variety: is this advertised in a visible and unique way (unique fonts and graphics)? Think accessibility: is there a floating window that appears showing beer flavour profile details? A description of how it was made? Videos? An ambassador? Does your website and social media activity reflect true, craft beer knowledge?

CONCLUSION

HOW we put together information creates value. With proper guidance and expertise, this value can grow exponentially and become intrinsic. It will have your audience asking for more. I always try to paint a vivid picture using colour, form, words and ideas that my reader will relate to. How would you capture your audience's attention span in the blink of an eye? Or in a glance? Remember, both slow and quick absorption rates matter.

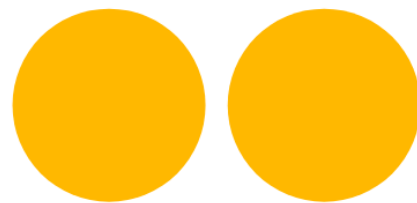


VanWhistle Media

CUSTOMIZED DIGITAL
MARKETING SOLUTIONS
MEDIA KIT 2019

**“The incredible brand awareness
and bottom-line profits
achievable through digital
marketing require hustle, heart,
sincerity, constant engagement,
long-term commitment, and most
of all, artful and strategic
storytelling.”**


— Gary Vaynerchuk





Introduction

PASSION & EFFICIENCY



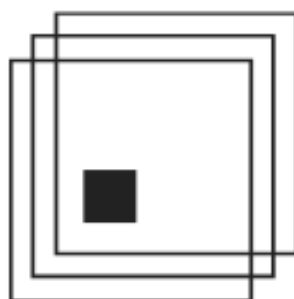
VanWhistle Media is passionate about digital marketing. We provide solutions that will maximize your business' efficiency. A strong website that encourages visitors to stay and buy. Unified social media posts that show viewers you are fully engaged with your business and industry. The implementation of search engine optimization strategies to get your business to the top of your search engine results page, guaranteed.

When we came up with the idea to share our knowledge & passion with our customers, we wanted to create a media kit that would reflect our identity and make you ask – What is my business capable of? What can VanWhistle Media do for me?

The information in this package will tell you what your business is looking towards. In other words, ways to integrate any one or group of our services into a digital marketing plan that will impact your business' overall success and revenue stream. You will find information here about Search Engine Optimization, Web Development, Social Media Management, Branding, Email Marketing and more.

Be inspired to make positive changes that will improve your digital presence and the way you work. VanWhistle Media truly believes that, "Quality is a strategy in and of itself; the highest parameter which can be used to measure success." It's our promise to deliver you quality through passion and efficiency.

If you have any questions about this document, please do not hesitate to ask, we are more than happy to help.



LEAD EDUCATE REVEAL

INSPIRATION. MAKE CHANGE HAPPEN!

VISION

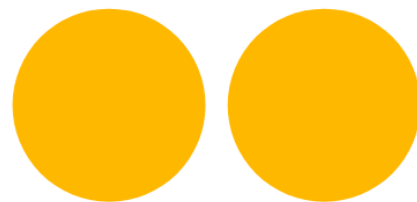
We will LEAD to bring forth opportunity & success. We will EDUCATE with new ideas and REVEAL customized solutions designed for growth & profit. We will provide state of the art concepts & strategies to help your business grow & thrive.

VanWhistle Media is invested in --

- a. Finding solutions that will meet the buyer's needs.**
- b. Demonstrating clearly and convincingly that the proposed solutions meet their needs specifically.**
- c. Establishing a reputation that puts the buyer at ease so they know, they will get what they bought and will support us for further needs.**

“We select such investments on a long-term basis, weighing the same factors as would be involved in the purchase of 100% of an operating business:

- 1. Favorable long-term economic characteristics;**
- 2. Competent and honest management;**
- 3. Purchase price attractive when measured against the yardstick of value to a private owner; and**
- 4. An industry with which we are familiar and whose long-term business characteristics we feel competent to judge.” - WARREN BUFFETT**





MISSION STATEMENT

Our aim is to make digital marketing **SIMPLER & LARGER**. We take pride in the quality, speed & budget of our work. We are flexible, autonomous & most importantly, we care about and relate to our customers' needs. Together we have 20+ years' experience in client relations & communications (working with some of the largest corporations across Canada), 10 years in blogging with brands like Disney and Procter & Gamble, 5 years in content strategy with Tourism Victoria, Destination BC and more.



SEARCH ENGINE OPTIMIZATION

Google is improving their ability to discern user intent behind search queries. So, it is mandatory for brands to focus on optimizing their user experience by providing quantitative and qualitative value to people's objectives and needs. Qualitatively, this value focuses on content marketing where the goal is to cover entire topics (The Hub Concept) and to provide rich and relevant insight (Simpler & Larger). Quantitatively, this value aims to understand search engine algorithms and builds backlinks to improve a site's popularity, relevance, trustworthiness, and authority. As you can see, there is a lot to consider and this makes Search Engine Optimization is a valuable sales tool that can be used to reveal identifiable value to your customers. For our Step by Step SEO Guide and complimentary SEO presentation, contact us today.



SEARCH ENGINE OPTIMIZATION OR #1 GOOGLE RANKING

Search Engine Optimization is a marketing discipline that demands research and time. Our founder has systematically increased rankings in search engine results for every client he has worked with. Done right, SEO drives traffic, improves website visibility and increases awareness for your business. In comparison, AdWords has a shorter shelf life, when your budget is spent, your ads turn off. SEO is a valuable long-term investment, because what we build is permanent.

Our service provides:

- Strategic intake evaluation (provide 6 keywords / 3 top competitors)
- Audit to establish current ranking in comparison to competitors
- 1 month (or more) of custom on-page and/or off-page SEO strategies
- Increased search engine ranking through website traffic generation
- Content review to ensure it supplies demand and is readable
- Backlink generation to improve website credibility, authority & relevance
- Creation of useful, information-rich blog posts & pages that clearly and accurately describe content (The Hub Concept)
- Use of attributes (keywords/meta descriptions) to create descriptive, human-friendly URLs

SEO process – We will pull a report to show keywords currently coming up for your business, then compare keyword position & visitor volume, so it is clear which keywords need attention. This activity will immediately impact your Google ranking and over a longer period of time can expand market segments and sales opportunities.

QUICK TIP! Don't be led by false promises. You should always understand the SEO strategy that is going to be implemented, no hidden tricks or investments.

Probing questions for client:

- Who is your target customer?
- What has been your main challenge with getting your brand(s) known?
- What are the top 6 keywords important to your brand?
- Are the keywords relevant to your website's content and vice versa?

WEB DEVELOPMENT

Amazing content has a lasting effect on viewers, so your digital identity **MUST** be consistent. Whether it's logo placement, page layout or navigation structure, what the audience feels is what they'll remember. Create a hub (The Hub Concept) for storytelling, information and **GUIDE** your clients & prospective customers to **LEARN** more about your products and/or services. Don't send them away, because they could not find what they were looking for!

Our service provides:

- 1-month minimum turnaround time or schedule based on project needs
- Navigation structure with clear categorization
- Development of page layout for simplicity, visual strength & hierarchy
- Application of company branding – logo, colour scheme etc.
- E-commerce setup (if needed)
- Building of contact us link, referral forms/landing page, registration function, online databases, multi-media & security options
- Integration of favicons, blog/vlog feature, customer feedback, client list, case studies & industry news
- Information displayed correctly across different-sized screens (i.e.: mobile)

Remember – People make quick judgments. It only takes 1/10th of a second to form a first impression about a person and websites are no different. What elements do you have in place to facilitate this?

QUICK TIP! Don't make mistakes – general visual errors, too many typefaces, too many promotions or ads, background music, horizontal scrolling, beauty interfering with usability, poor choice of stock images, irrelevant content, typos, poor grammar, unprofessional tone, too simplistic & too generic.

Probing questions for client:

- Who is your target customer?
- Do clients talk about your website? What is their feedback?
- What is an example of an area of expertise you want to address/display?
- What is your favorite website and why?

SOCIAL MEDIA STRATEGY

Being involved in digital conversations about your brand, areas of expertise, competitors and industry is important. Keep a pulse on what people are saying — good and bad. By representing your company in a positive way, you can build popularity, generate interest and increase your reach and influence. We will establish/refine an image for your company and this will immediately impact your customer centricity.

Our service provides:

- Creating original branded content relevant to your business
- Developing topics to reach a defined target audience
- Managing published content through chosen brand personality
- Expanding community and welcoming influencer outreach efforts
- Ensuring fluidity of customer-facing elements like Facebook Timeline cover, profile picture, thumbnails, ads, Twitter profile, graphics etc.
- Managing promotional content and social campaigns
- Building online reviews and reputation via audience interaction
- Analyzing key metrics and tweaking strategy as needed
- Compiling weekly/monthly reports to show results

Growth in a social environment is diverse – patterns occur and can work alongside your business' strategy creating more views, followers and customers. We will monitor this cycle for best performance, then determine areas of greater interest which can be further tracked for business development.

QUICK TIP! Schedule your posts often, so that your target audience is used to CONSISTENCY.

Probing questions for client:

- How many groups of target customers do you have?
- What is your visual style (i.e.: graphic, corporate, classic etc.)? Do these styles align with your brand? Your groups of target customers?
- What is an example of a topic you want to address/display for each target group?

BRANDING

Your brand forms the core identity of your business. It's more than simply the name of your company, it's a fusion of all the values, standards, ideals and characteristics that your business embodies. We will work with your existing brand to make improvements or we can create something entirely new. Grow, thrive & succeed by developing the visual representation of your organization. Ask us about the VWM Digital Marketing Plan + VWM Brand Concept Kit today.

Our service provides:

- Concept exploration, selection of colour scheme & typography set
- Logo design and presentation – main, alternate, favicon & submark
- Basic print marketing materials (brochure, letterhead and business cards)
- Integration of elements like photography, graphic design, art & illustration
- Brief visual strategy based on chosen brand personality
- Discussion on brand transparency
- Printing discount for basic print marketing materials (local only)
- 3 adjustments for project duration; additional rates apply thereafter

Rebranding is a common business move. From a consumer's perspective, rebranding may appear to be just a subtle transformation. However, the act itself represents intent and commitment to evolution and growth. Go bold or go home!

QUICK TIP! Your brand personality will help you decide how to approach your customers. What you choose will elicit an emotional response, producing a level of sensitivity and respect that goes beyond traditional thinking.

Probing questions for client:

- What is your target customer's demographic/psychographic?
- What is your company's visual style? What does it represent and why is it used?
- What is an example of a vision/mission OR mandate/aim/view you want to address/display in your branding?
- What colours are important to your business and why?
- What is your main goal with branding/rebranding? What is your dream outcome?

EMAIL MARKETING

Email is consistently cited as the marketing channel that delivers the highest ROI – research says it is 40 times more effective at acquiring new customers than Facebook or Twitter. (VentureBeat) By crafting well-written emails that end with a clear call-to-action, your brand can encourage readers to take the next step in the buyer's journey, moving them closer to conversion. Our email marketing service will help your business reach a wider audience at a fraction of the cost of traditional media.

Our service provides:

- Segmentation lists based on geographic, demographic & psychographic
- Timeline development to maximize business and brand exposure
- Creation of unique voice, style and image to ensure your chosen market segments receive content specifically suited to their needs
- Drawing valuable metrics like delivery rates, open rates and subscriber retention rates to assist with possible future campaigns
- Use of appropriate offers, headlines and brand/design elements

Top 3 benefits of email marketing (based on standard market research):

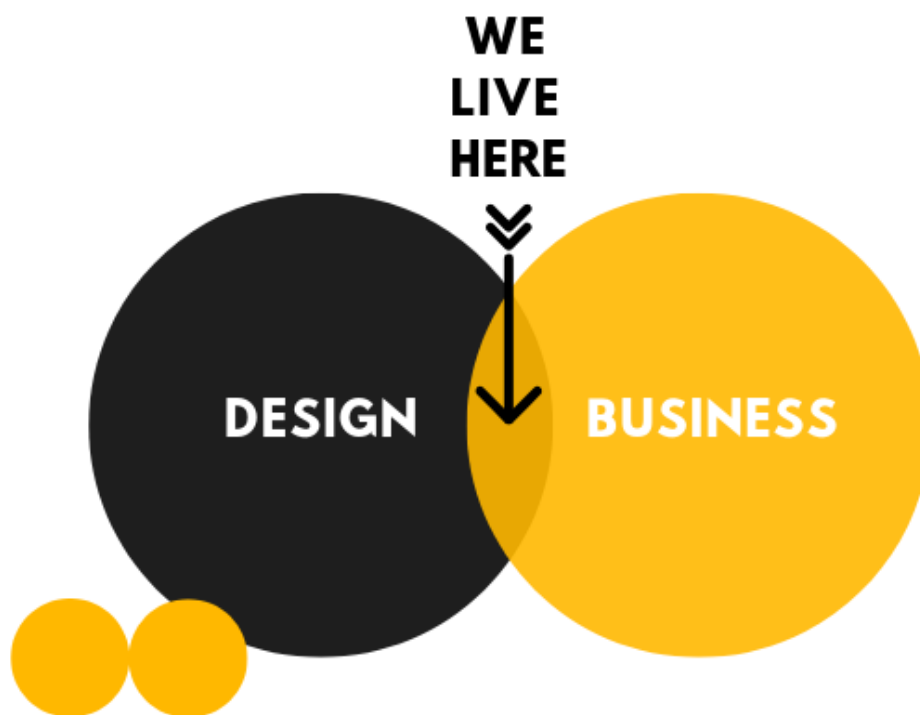
1. *Generating more leads*
2. *Improving sales*
3. *Improving conversion rates*

QUICK TIP! A market segment is a group of people who share one or more common characteristics, lumped together for marketing purposes. Each segment is approached differently, based on an understanding of your target audience and their interests, lifestyle and personalities.

Probing questions for client:

- What are the different segments you would like to target?
- What is your company's style and tone when it comes to dealing with people?
- What specific goal do you want to achieve with email marketing? What would be your dream outcome?

Innovative and Mainstream



INNOVATIVE & MAINSTREAM

How can you be innovative, yet remain mainstream?

Focus on your brand. *Innovate* – Use your brand to differentiate yourself from other businesses. Do what no one else is doing. Grow your brand originally, become established and stay significant. *Be mainstream* – Keep up with the ideas, attitudes and activities that are regarded as dominant or conventional in your industry. Use Neil Patel's Ubersuggest to research keywords and content ideas.

Focus on user experience. *Innovate* – In this industry, it's not about your experience, it's about the user's experience. What matters is their time on your watch – dwell time, bounce rate, page views per visitor, frequency. *Be mainstream* – They expect a good product and service, something they're familiar with made by someone they trust.

Focus on the future. *Innovate* – Creative entrants have an intuitive ability to analyze consumer behavior and feed into a more engaged and personalized purchasing experience. *Be Mainstream* – Product and service infrastructure requires current design and integration, if everyone is going to use it often.

DEFINITIONS

What are we working with?

Digital Marketing is the promotion of products and/or services using digital technologies to reach customers. The main objective is to increase business revenue and visibility through the application of marketing methods. Digital marketing extends beyond online marketing to include platforms that do not require use of the internet.

A **Media Kit** is a package of information assembled by a company to provide tailored information about itself to potential customers. It is used to attract new customers, educate existing clientele and to form new partnerships and/or collaborations with suppliers and/or media prospects.

Value is what you expect from a product and/or service. Value holds importance, worth and usefulness to your business as it can be used as a metric determining monetary worth. In other words, it is something that deserves your investment (time/energy + money).

The user experience is steeped in education, culture and opinion. Design should provide a flexible channel for greater absorption and interpretation. So how do we produce a customer that responds the way we want them to? We provide them with tools and outlets to increase participation propensity. For example, we apply The Hub Concept in web design or we post systematic, stylized and graphical content on social media. We tell the user they have everything they're looking for. We influence the customer to buy what feels right.



**MAKE
CHANGE
HAPPEN**

Q&A WITH OWNER CHARLES YUN

Why did you start VanWhistle Media?

I started VanWhistle Media to help other businesses find success with their own business and identity. Many agencies focus on a few targeted industries, but we *reach out*, helping those with a need to define or refine small and/or large objectives. Think of us as your real-time marketing team – focus on your work, we will put your projects in motion!

Why are you passionate about digital marketing?

Showing my clients results, then knowing they are satisfied is my passion. I understand industry needs and the steps required to effectively meet standards and requirements. Our team focuses on sharing & brainstorming original ideas to fuel movement in the creative process.

What makes your company different from others?

I'm simple. We work as your team, not as a third-party provider. We always try to work with our clients in person. We also promote the discovery process. For more creative projects, we offer art direction and vision building. Our goal is to help you find true value in your digital marketing investment.

ABOUT THE AUTHOR

Chona has a Fine Arts degree (with distinction) in Printmaking & Painting. As a practicing artist, her focus is conceptual and theoretical art. She trained in Foundational Graphic Design, then worked for Bell Mobility as a Corporate Account Specialist managing accounts for corporations like Enbridge Inc., TransCanada Corporation & Husky Energy. She is currently working on brand development for VanWhistle Media and on their sales-focused core concepts and strategies. She owns a writing company, Blox. Communications, that provides content solutions for small/medium-sized and non-profit businesses across the globe. Through multiple platforms, Chona explores the idea of 'global comprehension' or ways to understand the digital condition of our human experience.

Thank you for reading our Media Kit! For questions or to request our Best Value or High Value Price Sheet, please email chona.c@vanwhistlemedia.com.

A FINAL WORD

How we portray our identity can make or break our brand. I am dedicated toward maximizing the potential of visuality and communication strategy - appropriating and adopting techniques that have been proven to be successful in the past. In sales, we are propositioning our audience. In marketing, we are singing to the tune of our digital specialty. I acknowledge having the chance to present today. The power is in us to incite wonder & change!