

The logo features the words "DOG EAR" in a large, bold, sans-serif font. A dark grey triangle is positioned over the "D" and "E", pointing towards the top-left corner. Below "DOG EAR" are the words "BRANDING" and "DIGITAL MARKETING" in a smaller, bold, sans-serif font.

**DOG
EAR
BRANDING
DIGITAL MARKETING**

Marketing Packages

| v. 1.0 2018

| Dog Ear Marketing

MARK YOUR PLACE

Whether you're working for an established company or starting out as a small business owner, we offer full-circle design and digital marketing services for all growing businesses. We create brands, get businesses noticed, and keep corporate messages and materials consistent, recognizable, and most important: engaging.

Every business has a story and Dog Ear is here to help tell it. Through discovery meetings, questionnaires and focused conversations, we are able to create a brand people respond to. Businesses that invest in the creation of aesthetic designs and focused marketing strategy have a greater impact on consumers. Mark your place with Dog Ear.

PACKAGE OPTIONS

PICK YOUR PACKAGE



CORNER FOLD

Ideal for businesses interested in a new or refreshed logo to get noticed.

- Brand Audit and Consult
- Logo Design
- Brand Colors
- Logo Mock-ups



BI-FOLD

For small to large sized businesses looking to create or jump start a fresh, engaging brand.

- Brand Audit and Consult
- Logo Design
- Brand Colors and Use
- Logo Mock-ups
- Brand Identity
- Collateral (4 items)
- Brand Style Guide



TRI-FOLD

Focused on small to large sized businesses wanting a complete brand, website and collateral.

- Brand Audit and Consult
- Logo Design
- Brand Colors and Use
- Logo Mock-ups
- Brand Identity
- Collateral (4 items)
- Brand Style Guide
- Web Design
- Website Development
- eCommerce



ORAGAMI

Ideal for small to large businesses looking for branding, website, SEO, print and digital marketing.

- Brand Audit and Consult
- Logo Design
- Brand Colors and Use
- Logo Mock-ups
- Brand Identity
- Collateral (4 items)
- Brand Style Guide
- Web Design
- Website Development
- Complete SEO
- Marketing Strategy
- Messaging/Content
- Digital Marketing

Looking for services that fall outside or between these packages? Each business is at a unique point in their marketing journey and we can customize a package that includes any of these offerings and more.

What is a Logo?

Simply put, a logo is a unique design or symbol that represents an organization. Savvy businesses use the same design across all of their communications, from email signatures to letterheads, advertising and everything in between. Logos enable companies to be easily identified, and the best ones become universally recognized shorthand for their brand - the “golden arches” spring to mind. Logos incorporate an easily recognizable design element, often including a name, symbol and specific colors. They are an important part of your brand, because not only are they required to make the right first impression, they also provide a shortcut to the emotions that connect people with your business.

All you need is a logo, right?

A logo is not a brand. It's part of your branding, sure, but a brand is so much more. A brand incorporates every interaction with consumers and every marketing practice that differentiates your business, product or service from another. These include the visual design, marketing, communications and messaging which make up every experience that people have with your business.

A great brand perfectly captures the emotions that people experience when they interact with your company, whilst also representing what your business believes in, what makes them unique and what they are striving to accomplish. A logo without a brand is a glorified name-tag; ineffective without an accompanying strategy to communicate your passion and expertise.

— CHÉ STEVENSON

LOGO DESIGN CORNER FOLD

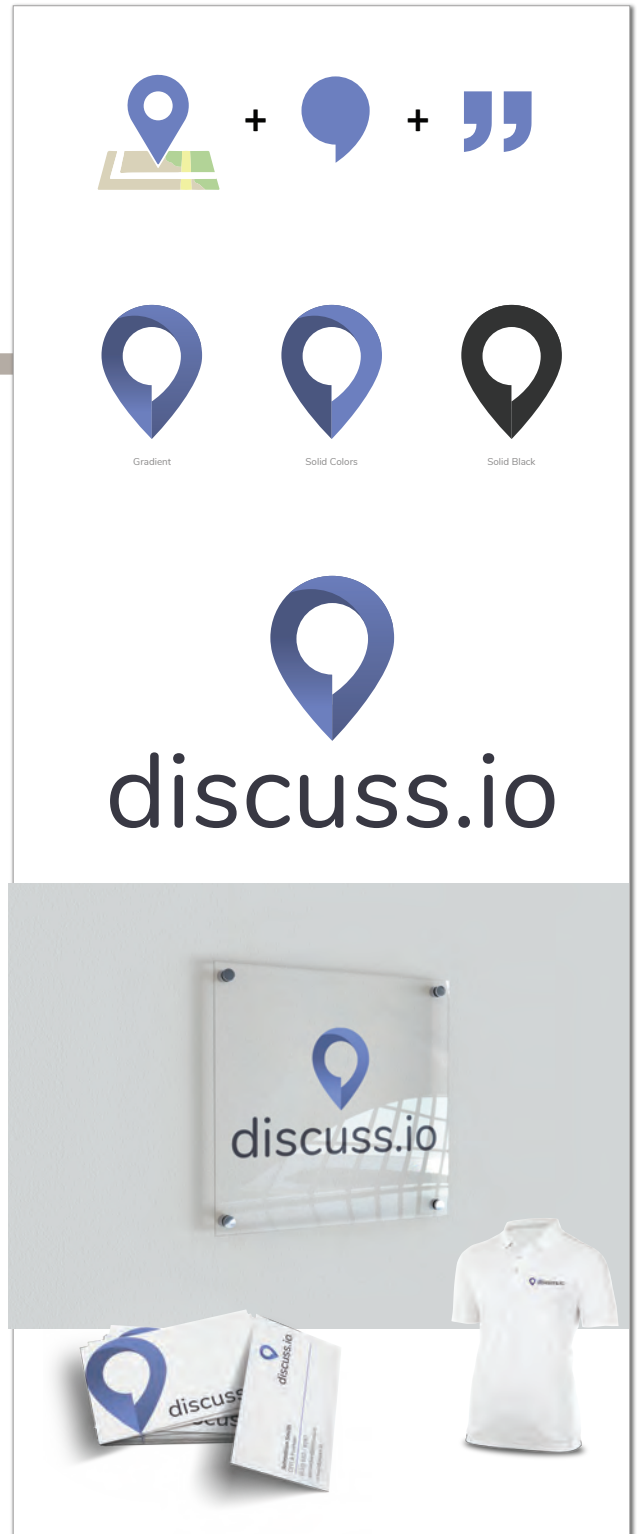
■ Brand Audit / Consultation

■ Logo Design and Brand Colors

- Three (3) preliminary concepts
- Up to two (2) rounds of refinement if required
 - Color refinement
 - Small design changes
- Three (3) brand color selections proposed
- All vector and raster files of logo provided including:
 - .eps
 - .png
 - .jpeg
- All color versions of logo will be provided including:
 - Solid white
 - Solid black
 - Grayscale
 - Full-color
 - Others needed for gradient or complex logos
- All font files for typography used in the logo will be provided in one of the following formats:
 - .ttf
 - .otf

■ Logo Mock-ups

- Three (3) logo mock-ups. These examples of logos in application vary by type of business but may include:
 - Outdoor signage mock-up (mock-up only)
 - Print materials (mock-up only)
 - Car-wrap (mock-up only)



Logo design and mock-ups

BRAND IDENTITY BI-FOLD



DESIGNS THAT WON'T GET LOST IN THE CROWD

Our designs go beyond visual impact: they move customers to action

- Everything Included in Corner Fold Package
 - Complete Brand Identity
 - Logo use
 - Typography and fonts
 - Brand colors with examples
 - Corporate materials mock-ups
 - Icons and use
 - Landing page design and mock-up
 - Brand strategy including: brand architecture, brand positioning, brand personality, brand promise
 - Stationary
 - Four stationary items of your choice (see Collateral on p. 12)
 - Brand Style Guide Handout
 - Logo use and rules
 - Colors palette
 - Visual style guidelines
 - Design examples
 - Typography and font use guide
 - Icons and icon use guide if applicable

Set your business apart with consistent, modern branding elements

Brand Consultation

We provide branding questionnaires with challenging questions that dive in to your business. Then our team asks questions to create a brand that matches your vision, values, and offerings.

Logo Concepts

Our design team can create as many as 100 logo concepts for a single client. Out of these designs, three solid concepts are presented with an opportunity for two rounds of tweaks and refinement.

Refinement

Once the logo concepts are presented, the logo goes through two rounds of feedback and refinement if needed. Additional concepts or refining will be charged at an hourly rate.

Brand Style Guide

The brand style guide is a one page sheet showcasing proper logo use, brand colors and use, and the corporate typefaces. This quick cheat-sheet makes future design projects a breeze.

Stationary

Packages 002 - 004 include four items of stationery. Choose from business cards, letterheads, signage and more. We can print for you or provide print ready files. See page 12 for a full range of options.

Brand Perception

How are you perceived by your customers, and how would you like to be perceived? Branding design can bridge the gap if external perceptions of your business don't align with how you wish to be perceived.

Brand Strategy

A brand strategy includes the design and messaging elements that are delivered to customers. They define who you are, what you stand for, and what your customers can expect.

Brand Identity Presentation

A brand presentation provides an overview of your branding elements in use. Everything from typeface to colors will be laid out in a consistent presentation for a complete picture of the brand.

Vector and Support Files

With the brand style guide comes all necessary files in a variety of formats. This includes your logo, brand style guide, and brand assets such as images, fonts and other media and collateral.

Custom Packages Available

Have unique branding requirements? Need more concepts, additional brand collateral, or even market research? We're more than happy to work out a custom package to meet your needs.

WEB DEVELOPMENT TRI-FOLD



CREATE A RESPONSIVE AND EFFECTIVE WEBSITE

We keep both design and function in mind for a conversion-driven site

■ Everything Included in Corner and Bi-fold Package

■ Website Design Mock-up

- Site map
- Brand consistent design (design only)
- Navigation
- UI/UX
- Calls to action and engaging elements
- Media, image, and graphics support
- Interactive, clickable mock-up

■ Website Development

- WordPress or custom built with HTML5, CSS3, Bootstrap, and more
- Up to 3 landing pages and 7 content pages
- Responsive design
- Blog feature
- Title tag and meta description optimization
- Keyword focus

■ eCommerce

- Up to 5 products

Not included: 3rd party licenses, hosting, domain purchase

Web design that calls consumers to action

Keyword Targeting

Even without an SEO package, our marketing team researches the keywords potential customers are using to help find your business online and implements them in titles, subheadings, and more.

Custom Page Design

Attract audiences with a customized web page that matches your brand. Both design and function come in to play for a great user experience that delivers results.

Content Writing

It's time consuming writing content for your site, so we provide professional copywriting and messaging services. Information is based on the information a provided and keyword focused.

Included Pages

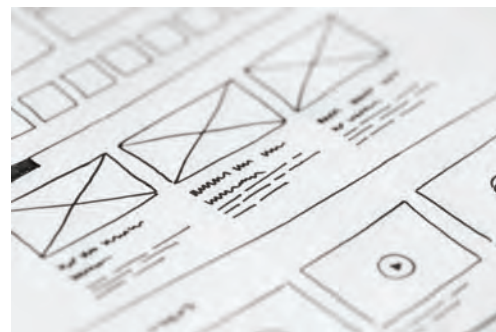
Each web package can be customized. A typical website has a homepage, contact, about, and 7 product/ service pages, for a total of 10 pages. More can always be added for a higher rate.

Custom Packages Available

Have unique requirements? Need more pages, custom integrations, e-commerce? We can customize any web development project to meet your needs.

Blog Feature

Add a blog to your website to help with search results and keep customers coming back for the latest news. We provide article and content writing as well as blog support with graphics and media.



User Experience Map

Our web design team maps out the sites navigation, page features, and more to be sure the site's purpose is clear. With a marketing strategy behind the structure, you're sure to see results.

Website Strategy

Web development packages can include a website strategy that encompasses the business goals, target audience, and keyword targeting. It's important for the site to inspire the appropriate action.

Hosting and Support

For unhosted sites, FreedomDev does offer hosting and site support for a monthly fee. We can also help with the process of setting up hosting or support through a third party.



DIGITAL MARKETING ORIGAMI

MARK YOUR PLACE

A consistent messaging and marketing strategy sets the foundation of a business's SEO, organic posts, marketing materials, and how they inspire action from an audience.

- Everything Included in Corner, Bi-fold, and Tri-fold Package
- Creation or Review of Marketing Strategy
 - Keyword research
 - Target audience(s)
 - Customer education focus
- Creation of Marketing Strategy
- Creation of Consistent, Engaging Content
- Different Messaging at Varying Lengths for Various Mediums

Includes:

- Slogan(s)
- One-liner
- Elevator pitch
- 25 Word description
- Paragraph description
- Content/Copywriting for website
- Social Media content (will be able to copy and paste as needed)
- Copywriting for:
 - Services, process, approach, etc.
- Messaging Document Created for Reference
- Content Implemented on Website and Online Profiles
- CRM Management
- MailChimp Account Creation / Management
 - Email campaigns

Continued ►

WHY SEO?

Almost 90% of consumers turn to search engines to find the products and services they are looking for. Of these consumers, 75% never scroll past the first page. If you are not ranking on the first page for your target keywords then you are missing a valuable opportunity to be found online. The only way to rank on the first page for your target keywords is by employing a strategically executed SEO strategy.

- Complete SEO Strategy
 - Keyword and key topic research and selection
 - Competitor Research
 - Website structure optimization
 - Content optimization
 - Image optimization
 - Title tag and meta description optimization
 - Google and Bing Webmaster Tools
 - URL structure optimization
 - Meta Tags Creation & Optimization
 - Alt-image tags
- Google Analytics and Search Console Account
 - Monthly reporting on web traffic results
 - Site changes indexed
- Optimize Web Pages
 - Headers, sub-headers optimized
 - WordPress sites using Yoast Plug-in
- Google My Business Account Setup
- Link Building
 - Add outbound links
 - Inbound link strategy
- Website Content Aligned with SEO Strategy
- SEO Document Shared for Future Use
 - Includes keywords and complete strategy
- All major Social Media profiles created
 - LinkedIn (B2B)
 - Facebook
 - Instagram
 - Twitter
 - Google +
- Getting Profiles up to Speed with Graphic Support
 - Consistent branding
 - Media and images
- Social Media Campaign Strategy
 - Sponsored ads and campaigns
 - Recommended budget
- Weekly Post Planning
 - 2-5 posts /wk on all Social Profiles
 - Aligned with existing marketing strategy
 - Post focus based on business goals (web traffic, page likes, engagement, etc.)
- Engagement Reports
 - Monthly reports on campaign results
- Banner Ads
 - Weekly or monthly brand consistent banner ads
- Google Business Posting
 - Media and information up to date and aligned with strategy
 - Weekly posts (shown on Google Profile)
- Creating Blog Posts, Case Studies, White Papers and More
 - Matches messaging strategy and keywords
 - Research top industry topics
- Google AdWords
 - Creating display campaigns
 - Create remarketing campaigns
 - Keyword and ad testing, research and implementation (ongoing process to see what works best- A/B testing, etc.)
- Monthly Reporting and Auditing to Review ROI

Invest in getting your business out there

Social Media Strategy

We develop a marketing strategy behind your campaigns and social media posts. Capture your business voice and advertise your top products or services to the right audience.

Ad Campaigns

We generally advise a beginning budget of \$200/mo for “boosted” posts and ad campaigns. Campaigns produce traffic, page likes, consumer interaction, and get the word out about your business.

SEO Keyword Research

During campaign setup we research the keywords that your target audience uses to find your products and services. We establish how often these keywords are used and how competitive they are.



Content Creation

We specialize in all things content and messaging. Everything from your slogan to the “about us” section of your site. We make sure the content and SEO strategy is working together for the best results.

Post Planning & Scheduling

Posts are planned and scheduled on a weekly basis, with a focus on everything from site traffic, to engagement, to page likes. A constant conversation with your audience boosts traffic and conversions.

Monthly Report

At the end of each month, you will receive a campaign performance report detailing how your social media profiles are performing in terms of followers, engagement, and conversions.

Page Optimization

Search engine optimization involves updating the content and structure of pages on your site to improve search engine results. It’s also about telling a good story and engaging your audience.

Marketing Materials

We design and create digital and print materials like sell sheets, flyers, brochures, signage, presentations, trade show handouts, banners, and much more.

Quarterly Report

Everyone wants a good return on their investment, and each quarter we report on web traffic, campaign results, and engagement to make sure you’re getting the most out of our services.

FINDING YOUR VOICE

OUR PROCESS

Whether we're designing a logo or creating the brand voice of a client's business, we hold discovery meetings and ask the right questions to learn everything we need to know. Target audience, top services, what sets the business apart—everything is brought out through questionnaires and a deep dive into a client's business offerings and goals.

STEP 1

Discovery

We begin design projects by discussing the project in full and the desired timeline. From there, we have clients complete a questionnaire and answer questions. Our team will pull our clients in throughout the process to keep the vision on track.

STEP 2

Brand Identity

The first brand project usually begins with a logo. Our team will present 3 logo concepts to decide on. Once a client has chosen a concept, we will make any necessary edits (2 revisions) so that it represents the created brand perfectly.

STEP 3

Website Design

After all the branding elements are complete, it's time to move on to a website! We create WordPress or custom built sites to highlight the branding of your business and function just the way you need it to.

STEP 4

Digital Marketing

Now it's time to start putting that brand to use! In our digital world, a recognizable brand makes the most impact. We provide SEO to show up in SEs, content and messaging to engage audiences, and digital marketing to drive traffic!

QUESTIONNAIRE EXAMPLES:

Logo Questions

- Do you prefer a logomark (Apple), typographic logo (FedEx, Amazon), or badge logo (Harley-Davidson, Starbucks)?
- Do you have a slogan you'd like to incorporate in the logo?
- Any must-have text?
- What words in the company name would you like to emphasize?
- What do you like and dislike about your current logo?
- Are there any logos you can think of that you particularly dislike? Any you love? Why?
- We perform our own industry research, but are there elements of logo design common in your industry you would like to incorporate?

Brand Questions

- What emotions or sensations do you want to convey as being associated with your services and brand (try to be as specific as possible, avoiding too many one or two word answers).
- At this point in time, does your brand communicate the selling points and emotions you listed above? Is it well understood and clearly executed at all levels inside the organization?
- Describe your target audience(s). This can be one broad segment of the population (e.g. people who want to lose weight), or several specific segments (e.g. people who want to lose weight and women wanting to lose weight after pregnancy).

PICK AND CHOOSE

COLLATERAL À LA CARTE

Every business needs graphic design assistance at some time or another. FreedomDev makes it easy, offering everything a young or established business might need. Collateral includes corporate materials like letterheads and business cards, marketing materials like flyers or handouts, and social media branding like ad banners and services icons. Four (4) stationary items are included in Pantone Packages 2-4, so be sure to choose a total of four items from any category. Print ready files will be provided if printing is done through a third party.

Stationary Materials*

Business card design **\$100**
Branded letterhead **\$50**
Branded stationary **\$150**
Branded envelope **\$50**
Case study design **\$50**
Branded invoice / quote design **\$100**
Corporate presentation **\$300**
Brand guidelines handout **\$200**
Brand guidelines booklet **\$500**

Marketing Materials*

Sell sheet **\$250**
Flyer **\$250**
Brochure **\$250**
Company signage **\$300**
Trade show handout **\$250**
Banners **\$300**
Event cards **\$150**
Poster design **\$100**
Media and press kits **\$500**

Digital Media*

Social media graphic **\$25**
Social media banner ad **\$50**
Social media branding **\$300**
Icon **\$25**
Profile logo images **\$25**

* Does not include printing expenses.

Custom quotes provided for multi-page projects

Additional services available upon request





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