

CLIENT GUIDE

To the brands that leave
a lasting impression



WELCOME TO BRANDCONVERT

We are delighted that you'd like to learn more about what we do and how we do it.

This Guide will give you lots of information about what goes on behind the scenes here at Brandconvert and how we create brand identities, construct websites, and develop successful marketing strategies whilst exceeding our client's expectations and within the agreed budget.

The more you read of this Guide, the more you'll understand our approach and get the best out of our time together if we are working with you. If you have any questions or comments about this Guide, then feel free to send an email to your project manager or hello@brandconvert.co.uk

ETHOS



OUR ETHOS

We aim to create superb results that thrill and delight our clients and the world. Customer service is an integral part of our process. We believe it's possible to have fun, create real, meaningful long-term relationships with our clients and produce exceptional work that exceeds expectations. We value transparency, honesty and respect for each other, the community and our clients. We are ambitious, and we embrace innovation and creativity in all its forms.

HOW WE WORK

We work in three major teams. These are Design & Brand, Strategy & Advertising and Technical Development. These areas often overlap throughout ongoing projects. Our working structure is deliberately loose, with the primary aim being to apply and achieve an excellent result without unnecessary hierarchy getting in the way.

We actively encourage innovation and contribution, and we always welcome and act on feedback as it helps us become a better company. By encouraging creative personal development across our business, we have built a team of high-performing, very talented and creative individuals driven by passion and a desire to create industry-leading digital outcomes for our clients.



TIME

We'll produce all our work on time, within budget and to an exceptional standard while maintaining a healthy work-life balance.

We also have the freedom to move around and set our hours—provided we are hitting our targets, achieving our objectives and are available for our clients when they need us. This flexible approach to work allows us to work at a time that suits us best, and we do better because of it.

We will tell you how much time your project will take once we have all the details. Our design, developer and strategy rates are the same. The work required each week of the project depends on what skills are needed.

Instructing Brandconvert on a project is the same as hiring an employee, except there is much less risk because we are very experienced in what we do.

Getting the best results is achieved by being flexible on feature sets by examining user testing, reviewing as the project progresses, proto-typing, and getting feedback from actual users.

TIME



COMMUNICATION

A man and a woman are smiling and interacting with a robotic arm in a laboratory setting. The man is on the right, wearing a dark t-shirt and pants, pointing towards the robot. The woman is in the center, wearing a yellow top and jeans, also smiling. The robotic arm is on the left, holding a yellow object. The background is a plain wall with some equipment visible on the left.

We aim for a superior client experience, and an integral part of that process is ongoing communication. You can be involved in a project process as much or as little as you prefer.

When we first start on your project, we'll spend time getting to know you or your business and what you want to achieve from the project. We'll be spending significant amounts of time understanding your vision, target audience and competition. You'll get the opportunity to give feedback on the project, and we'll either adapt this based on your input or move on if you are happy with it.

COMMUNICATION

Here are some of the ways we get superb results for our clients:

BY RESPONDING QUICKLY

We will always be responsive to your feedback and act quickly to move things along once we hear from you. The sooner you give your feedback, the sooner we'll be able to keep to our deadlines and complete the project.

It will make it easiest for us if your feedback is:

COMMUNICATION

1.

Given by one designated person.

2.

Has been thought through, and is agreed by all those qualified to give feedback on the project.

3.

Is in a numbered list so we can quickly reply to you.

4.

Is exactly what you think: if there is anything you don't like, tell us, and we'll see how we can resolve it so that you are delighted with the work.

5.

Is consistent: an easy way to achieve this is by considering what will best achieve your goals.

As we are a full-service agency, we undertake many different types of projects.

Our main areas of work are full brand identity, websites, graphic design and advertising.

Every interaction that others have with you or your business across every platform and contact point influences this. Your conversion-optimised brand will convey distinctive verbal and visual elements in your brand identity, which work together to position you as influential, credible, and irresistible. Defining what your brand stands for, telling a solid story and powerfully communicating your values will leave a lasting positive impression on your target audience. It will drastically improve your customer experience and sales.

BRAND IDENTITY



Our extensive research into your aspirations, competitors, industry, and audience will give us unique insights.

We love transforming brands into 24/7 smooth running sales machines. We've perfected the art and created a scientific brand identity system that can skyrocket your conversions. And this is not just a one-time thing. We can optimise, analyse, and continually tweak your brand to constantly improve your results. That means more sales, a better relationship with your customers and money for you.

Our clients are regularly featured on the most prominent media channels in the world.

BRAND DESIGN CONSULTANCY

BRAND IDENTITY GUIDELINES

COPYWRITING

DIGITAL PUBLIC RELATIONS

LOGO AND BRAND MARK DESIGNS

NAMING

PHOTOGRAPHY & VIDEOGRAPHY

TONE OF VOICE AND MESSAGING

VISUAL AND VERBAL IDENTITY

WEBSITES

Your mobile responsive website will be clean, delightful to use, impactful and in any language or even multi-lingual for different countries. Great things start to happen when you have the perfect blend between great technical setup, search engine optimization, and beautiful strategic design and user journey.

You now engage your viewers and convey your offering and brand messages to them from their perspective. Your supercharged conversion-optimized website gives you an unfair advantage and performs better than 99% of the competition.



You'll get many more visitors to your website, and they'll have a tremendously positive experience.

So, what do we specialise in? Conversions. The lifeblood of your brand. It's the process of improving the experience of your brand, so a higher percentage of website visitors convert (buy).

If you need results fast, building a conversion-optimised website is one of the fastest ways to turn your existing traffic into paying customers. It's a fact - having more customers from the same amount of online traffic can significantly grow your business.

ECOMMERCE

MOBILE AND APPS

MULTILINGUAL WEBSITES

SEARCH ENGINE OPTIMISATION

WEBSITE ANALYTICS

WEBSITE DESIGN

WEBSITE DEVELOPMENT

DESIGN DESIGN DESIGN

Our print and marketing design is featured in the most well-known publications in the world. You'll see compelling, competent, and professional techniques consistent with your current branding (whether we created it or not) and convey a strong, focused message to your audience. They will seamlessly fit your marketing strategy and achieve exactly what you want them to. You'll benefit from years of premium design experience as we work with you to understand and incorporate your branding across a wide range of printed materials, from stationery and business cards to marketing materials such as leaflets, brochures, and magazine adverts. When your audience sees your designs, they'll recognise and remember you positively and powerfully.



For digital design, we can create your graphics for any digital use, from email campaigns, online presentations, video showreels, social media imagery and animation, art and more. You'll become what people are interested in and talking about as you create long-lasting connections with your audience.

ART
ANIMATION
BROCHURES
BUILDING SIGNAGE
EMAIL DESIGN
GRAPHICS FOR VIDEOGRAPHY
LEAFLETS AND FLYERS
LOGO AND BRAND MARK
MAGAZINE ADVERTS
PRINT & PACKAGING
SOCIAL MEDIA ADVERTS
SOCIAL CONTENT
STATIONERY AND BUSINESS CARDS



MARKETING

To reach and appeal to your target audience these days, you must be creative. You must be different. What you say in your marketing and how you say it is important. You must have technical expertise and experience. You can be proud of your advertising when it is approached in an ethical, and cost-effective way. You'll save money, save time, and grow your audience using strategies we use for clients around the world.

We manage, optimise and scale Facebook, Google, Microsoft, Instagram, LinkedIn, Pinterest and Twitter ads campaigns and many other paid advertising methods.

You'll get clients, gain market share and provide value to your audience. Your service or product will be powerfully positioned as you communicate in ways that resonate and spread. Great advertising makes you the only choice versus your competitors. It helps you see opportunities to create value in the marketplace and develop products and services your audience will talk about and tell everyone they know about.

ADVERTISING & CAMPAIGN MANAGEMENT

COMMERCIALS

CONTENT DEVELOPMENT

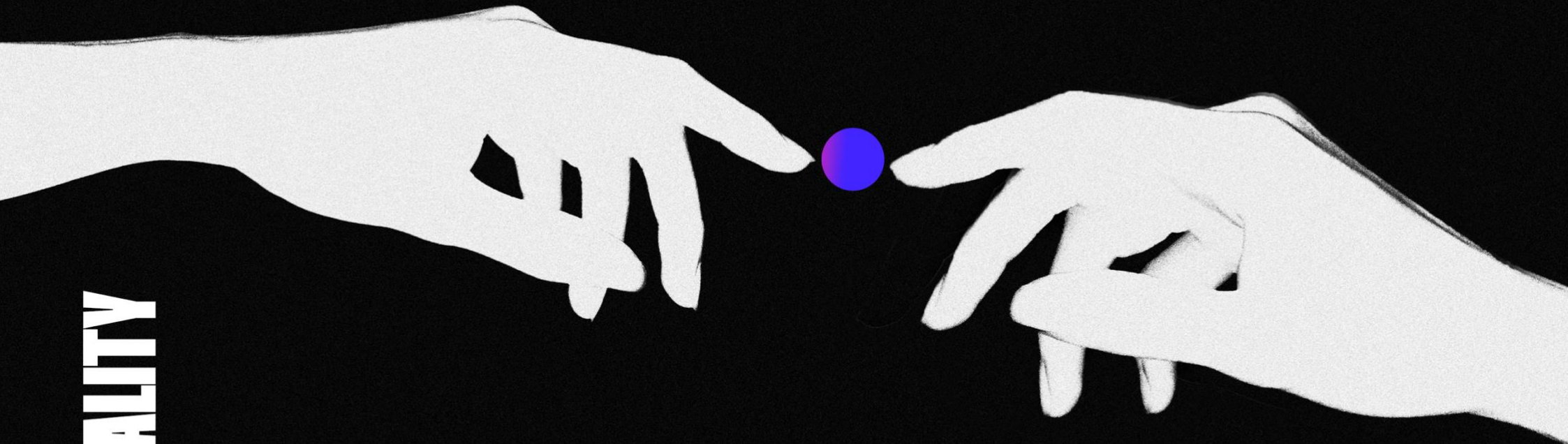
DIGITAL STRATEGY

EMAIL CAMPAIGNS

MOBILE MARKETING

SOCIAL MEDIA STRATEGY

CLIENT CARE & QUALITY



We take client care and quality seriously at Brandconvert. We are constantly testing and monitoring the quality of our work. We'll always conduct regular performance reviews whenever we work on any projects to ensure you get the very best service. For websites, we test across all devices and multiple browsers and use different pathways and scenarios before launch. Our aim is for you to be delighted with the experience. We can also continue to work with you on an ongoing basis. Our objective is to create long term partnerships with all our clients. Your success is our success.

FEEDBACK

After your project, we'll ask for your assessment of our performance, and we'll also ask you to rate us. We'll use that feedback to review our processes. We would also love to hear from you as your project progresses and after you have received results and user feedback.

THANK YOU



Thank you for reading this guide. If you have any further questions, please contact your project manager through our private online workroom. If you are not a client and would like to work with us, please get in touch today and quote BC777 for a special new client discount:

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