

# Arthur Elliott

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## **GALLERIES AT EIGHT ELEVEN**

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BRANDING & DIGITAL PROPOSAL

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# OVERVIEW

*Coffey Thompson, Design 360, and Lady B Good are coming together to craft a unique space for designers, architects, art lovers, and homeowners across the South East. Galleries at 811 is an inviting creative environment that will focus on interior design using the 5 senses. This ecosystem of creativity will install and restore art, create and design, source, and show the immense possibilities of an upscale, transitional, or contemporary designed house.*

Arthur Elliott believes that the marketing of any business begins with a strong foundation- the brand. Since all elements flow from this identity; the name, the logo, the brand guidelines...it is imperative we begin by clearly and concisely defining the brand, it's story and it's purpose.

Once the brand has been established, we can move forward to the core elements of your internet presence: the website, social media pages, business directory listings, and more. These deliverables will enable your company to show up to your customers if and when they are looking for you.

The next phase, an on-going evolving strategy, entails the actual outbound advertising tactics that drive customers to your location and website.

It's important to note, that we must begin in the proper order with a strong clear brand that resonates internally and externally. Failure to do this will only result in wasted advertising dollars due to confusion, weak messaging, and mixed perceptions around your business.

The following is a high-level overview, with estimated budgets for each phase. We certainly expect to take one phase at a time and work with you along the way. Lets discuss after you've had time to review!

Thank you for considering us in helping you build your business!

Andy Pfeiffer  
President, Arthur Elliott

**The following deliverables are necessary to create a strong foundation around your business. All further elements of advertising will flow from this work.**

## **BRAND IDENTITY**

This is expression of a brand. The visual and spiritual elements that make up your business as seen by the customer. This includes the logo, tagline, color palette and typography. Brand identity reinforces the brand's position relative to the competition and articulates the "feel" a customer should take away from your business. (We assume you will use "Galleries at 811" as the name but are happy to discuss including a rename in our proposal).

## **BRAND ARCHITECTURE**

Your business is the combination of three entities each with their own equity. We do not need to merge these, but rather celebrate them under one umbrella. A cohesive architecture creates an organizational system that defines how each brand relates to and interacts with one another. It shows hierarchy and defines their function and place. This will provide clarity to customers and reinforce the umbrella brand.

## **BRAND GUIDE**

The comprehensive document or "rulebook" providing guidance for understanding the vision, mission, personality and brand attributes. This book will hold the brand standards which will inform staff and vendors of the appropriate usage and application of each of the brand assets. In addition, this will contain the position statement.

## **POSITIONING STATEMENT**

A written description of the position that a company, its value proposition to its customers and the points of difference or how it fits amongst the competition. This is a defining statement, a foot in the ground, and should be constantly referenced.

Arthur Elliott approaches every opportunity to create a brand with the same mindset. Each phase of our process involves its own amount of labor, time, thought, and skill: discovery and research, brainstorming and concepting, and final execution.

INSIGHT

IDEATE

*create*

BRANDING

## DELIVERABLES AND PRICING

Branding Phase: \$10,000

The deliverables of this initial project will include:

- Master Brand Logo
- Brand Architecture/Sub Brand Logos
- Color palette
- Brand Guide (inclusive of a position statement)

*\*Note, price does not consider a rename, or using something other than Galleries at 811, however we are happy to assist, and this should be attended to at this phase of the process.*

**To be seen, to be understood, to provide customers the quickest and easiest directions to find your location, products and services is paramount- especially when they are looking for you! This all begins with an effective internet presence including the elements below:**

## **WEBSITE**

A website is the “home base” of your business. It should not only reflect the brand, but bolster it with tone of voice, imagery, and photos. Galleries at 811 will need to combine three different businesses into one website allowing each to attract and delight their own relative customer, but still allow the over-arching brand to thrive throughout. It should be easy to navigate so the customer never gets confused. It should contain relevant and updated copy for SEO purposes. And it should be well designed, reflective of the business you are in! This will require some well thought out development.

## **SEO**

Search Engine Optimization increases the amount and quality of traffic to your site, and thereby visibility for your business, by ensuring your site appears as high as possible in the organic results of the Search Engine Results Page (SERP). Tactics used in SEO include keyword rich content, internal and external linking, citation listings, and reviews. In addition, we would set and update online directory listings making sure your business name, address, phone, hours are consistent across the internet.

## **SOCIAL MEDIA PAGES**

Both organic and paid social media techniques are essential to delivering content to your target audience. We recommend, at a minimum, Facebook and Instagram pages be set up for this business. These tools not only help with SEO, but reinforce the brand, and create a second “home base” supplementing your website.

These core elements are recommended and necessary in order to have any effective outbound advertising. There can be no digital advertising without a place to drive traffic to. What we have recommended are the minimum elements we would need to continue any digital advertising efforts.

Please note, these deliverables are a one-time fee, and one time deliverable. We would recommend someone internal to Galleries at 811 manage your social media, Google Business Directory and Google reviews (and more). We have priced out only the “build out” and original listing of your business, not the on-going management. Example: Customer comments, questions, feedback, hours of operation change, new products/sales should be managed internally and reflected throughout all the elements we recommend.

## DELIVERABLES AND PRICING

To establish an internet presence, inclusive of the following deliverables, we will require \$15,000

The deliverables of this phase will include:

- \*Website Design and Development
  - Mobile Responsive
  - Search Engine Friendly
  - Recommend a WordPress template with back end access to make content changes
- \*\*Website hosting, SSL certificate, Virus and Malware protection, managed backups, DDOS attack monitoring.
- SEO/Business Directory Listings
  - Includes 70 different listings
  - Listing and overview reports provided monthly
- Social Media page creation

\*Assumes website does not require ecommerce or special coding.

\*\* Hosting and Security: Recurring annual cost of \$365

\*\*\*Directory listings: Recurring annual cost of \$50

Once we have established the brand, and created calling cards throughout the internet, we can begin to advertise! At this point, there are numerous ideas, tactics, and strategies which can always be amended and changed based on business objectives and learnings/optimizations.

## **PAID SEARCH**

Reach people exactly when they're interested and searching for the products and services that you offer. We will develop ads that attract visitors to your site with keywords they most often use to search for your products, services, or your competitors.

## **SITE RETARGETING**

Site retargeting is simply re-targeting visitors on your website with display ads after they leave your site. You can re-target from your entire website or specific pages from your site.

## **GEO-FENCING AND CONVERSION ZONES**

Geo-Fencing technology allows you to target and "capture" mobile devices such as smart- phones and tablets discovered inside a defined geographical area. Once captured, ads can be served to that person for up to thirty days. A Conversion Zone is a separate fence drawn around the area you wish to drive consumers to (your store). We can then measure how many devices who were served an ad enter your store.

## **FACEBOOK TARGETED ADS**

Utilize the high impact visual nature and massive database of information that makes up Facebook and Instagram. This tactic helps increase local visibility, while limiting impressions to highly qualified targeted audiences, reducing waste and has proven to be one of the most cost-effective forms of advertising.

## IN MARKET DISPLAY

Deliver online display banner ads to users while they are making purchase decisions, as their online behavior determines they are actively in-market for art, design, (etc) products & services.

## REPORTING

We will provide reports that include campaign metrics and results that you can view through your own custom dashboard any time you choose. We also make it a point to let you know what is performing best and what needs to have some more attention so we can maximize every dollar spent.

## DELIVERABLES AND PRICING

**We recommend these tactics to start because they are intended to:**

- 1. Increase awareness of your business and drive traffic to your website.**
- 2. Show up when people are searching within Google for: you, your competitors, or products/services you sell**
- 3. Build your social media following, target specific customer types: designers, house-hold income, zip codes, etc.**
- 4. Retarget anyone who has expressed interest in you or your competitors by coming across your website, in your store, or in your competitors stores.**

We also recommend a mixture of these products, testing and optimizing to see which perform best based on your business objectives.

We recommend a monthly minimum spend of \$5,000 across all these tactics.