

# Ark & Brook

BRANDING & MARKETING  
PROPOSAL



Thought leadership redefined

# YOUR OBJECTIVES.

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Be Seen  
Be Heard  
Be Loved  
Be Known  
Be Trusted  
Be Unforgettable

This is the message you give to your clients, now it's time to believe this for your own brand.

Ark & Brook has become a well known name in the industry and is putting a spotlight on some fantastic female thought leaders in the business world.

But it is evolving and growing up, as GIVA launches and female thought leaders become even more important in our society, Ark & Brook needs a freshen up and a new marketing direction.

## THE GOALS

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- To increase brand awareness and exposure throughout the market of GIVA and Ark & Brook services
- To raise the profile of GIVA as an industry award
- To ensure Ark & Brook is heard alongside competitors
- To increase the profile of Ark & Brook and the females who engage with it
- To create, strategise and execute a marketing plan and provide content that can be used across all channels
- To provide sales assist content and a foundation for supporting lead generation objectives

# THE PROPOSAL

# A BRAND REFRESH.

Let's refresh your voice...

Ark & Brook needs to refresh their brand personality so it's more reflective of Jennifer, GIVA and the brand as a whole.

We can work with you to inject some new life into your brand personality which can then not only be reflected across all the marketing and PR channels, but also through any external suppliers you work with.

We propose a 3 hour workshop with you to help us flesh out and brainstorm what Ark & Brook really wants to look like as a brand. The goal of this workshop is to clearly articulate your brand, its design aesthetic, market position and target audience before focussing on how to implement these concepts into real-life applications.

We will help you to:

Refresh your brand voice

Agree your brand keywords

Construct a messaging framework that can help to gain clarity for your marketing roadmap

Refresh your brand look and feel (this may include logos, colours, fonts etc)

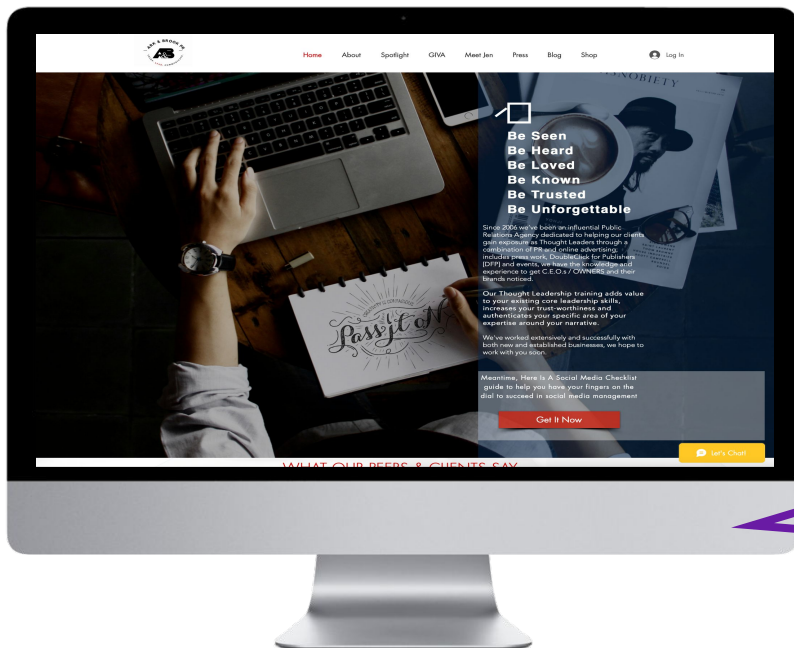
At the end of the project Spinks Creative will deliver a bespoke brand guidelines document that you can also share with any other external suppliers to help them understand the brand

**REFRESH TOTAL: £500** (+ VAT)

# THE WEBSITE

# EXISTING SITUATION.

- Existing website has served you well but it's time for a face-lift
- Much of the content on the current site is less relevant to your new direction and will need updating to better reflect where the business is headed
- Need for the website to better represent the brand and tie in with upcoming marketing and social media work to better utilise the online platform
- Desire to use your website as a both a representation of the business but also, as a fully functioning sales tool, to drive lead generation



43%

Good SEO scores are between 64% and 82%

Your SEO score – you have the basic elements covered, but you need to step it up!

# SEO AUDIT.

We've split your SEO score into 3 sections: technical, mobile and marketing. These are the three key areas that Google use to mark your score and where you will find the most opportunity to improve this score and in doing so, increase the amount of qualified traffic to your website.

41%

Technical Score

42%

Mobile Score

44%

Marketing Score

## WHAT HAVE YOU DONE WELL?

- You have 0 broken links
- You have 30 incoming links from 3 different websites
- There are no duplicate META descriptions
- Your site looks good on mobile
- Your site is not blacklisted by Google
- There are 0 missing page titles

## OPPORTUNITIES TO IMPROVE:

- Your site has blocked multiple search engines
- 100% of your page titles are too short
- Your site does not have an active SSL security certificate
- 95% of your page descriptions are missing
- Incoming social media activity is too low
- 79% of your headlines are too short
- 45% of your headlines are missing

# SCOPE OF SERVICES.

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## RESEARCH.

The first step is we need to thoroughly understand your business, your business goals, your customers and their expectations and behavior, and how your website factors into all of it. This stage will give us the foundation for moving forward with just the right recommendations for the design and development of your new responsive website.

## DESIGN.

We'll be focusing on an image-heavy design that combines attractive and engaging layouts with smooth and sophisticated content. Design concepts and templates will be used throughout the process, so that you are fully involved in the project.

Bold, engaging imagery that promotes your services and client relationships? You got it.

## DEVELOPMENT.

The techy bit that you don't really get too excited about...

We will build your site using the WordPress platform. We shy away from using custom coding, so that you will be able to edit necessary content whenever you need to with relative ease.

## CONTENT BUILDING

This is where you'll see your site come to life. Images, video, text are brought together to create the identity of your site; how it looks, what functions it needs and how you want each area of it to operate and interact with your audience.

## TESTING & OPTIMISATION.

Beauty meets brains. Once your site is designed and looking beautiful, we'll make sure that it is operational and functioning exactly as it should be. Gone are the days when we knew for certain that everyone was viewing the web on a desktop computer, so your website will be designed and developed for users across multiple devices and platforms.

## FUNCTIONALITY WORKSHOP.

Let's spend time together so that you know the complete workings of your site. From navigating through the dashboard to uploading events and blogs – you will feel comfortable using your new website.

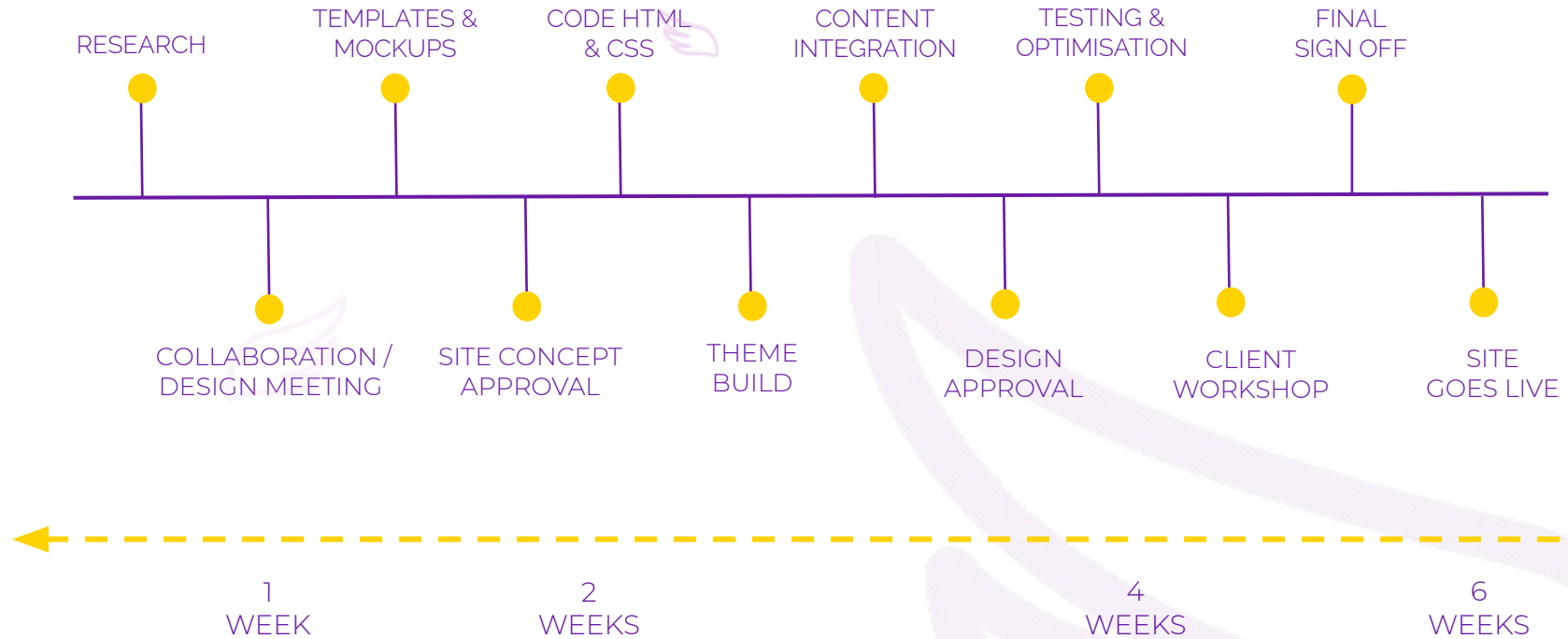
## SUPPORT RETAINER.

(INCLUDED IN WIDER MARKETING PROPOSAL)

For your peace of mind, we're happy to offer support services whereby all areas of your site are kept updated and in full working order, as well as troubleshooting any user-based errors that may arise.



# TIMEFRAME & BUILD PROCESS.



(rough timings based on straightforward build)

To complete the work outlined in the project scope, we'll need approximately 5-6 weeks from beginning to end, depending on when we receive feedback at each milestone and the type and amount of website content provided to us.

# YOUR WEBSITE INVESTMENT:



## DEVELOPMENT.

Research  
Design & Templates  
Site Architecture & Required Functions  
for Ecommerce

## BUILD.

WordPress Dashboard  
Site Build & Framework  
Theme Building & Content Integration

## DELIVER.

Testing & Optimisation  
Client Workshop & Handovers  
Migration from existing Site  
Launch of Site

**PROJECT TOTAL: £5995** (+ VAT)

The background features several faint, white wing icons scattered across the purple gradient. The wings are stylized with three main feathers and a curved shape, appearing to fly in various directions.

# YOUR MARKETING CAMPAIGN

# YOUR INVESTMENT.

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## YOUR MARKETING STRATEGY

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- Kick off meeting
- Comprehensive marketing strategy outlined quarter by quarter
- Marketing management
- 3 x Testimonials per quarter
- 3 x Blogs per quarter
- 30 x social media posts per quarter focusing on non GIVA related content (alongside content that your social media management agency will be focusing on for GIVA)
- Monthly update calls and quarterly face to face meetings
- Minor website edits and maintenance updates
- SEO management and guidance
- Email marketing campaign  
Management of your email marketing campaign to existing and new prospects (data not included)
- Management and strategy for paid advertising and paid social media campaign (external advertising costs not included)

**RETAINER TOTAL: £2500** MONTHLY COST, +VAT

(based on a one month rolling contract)

# WHY SPINKS CREATIVE?

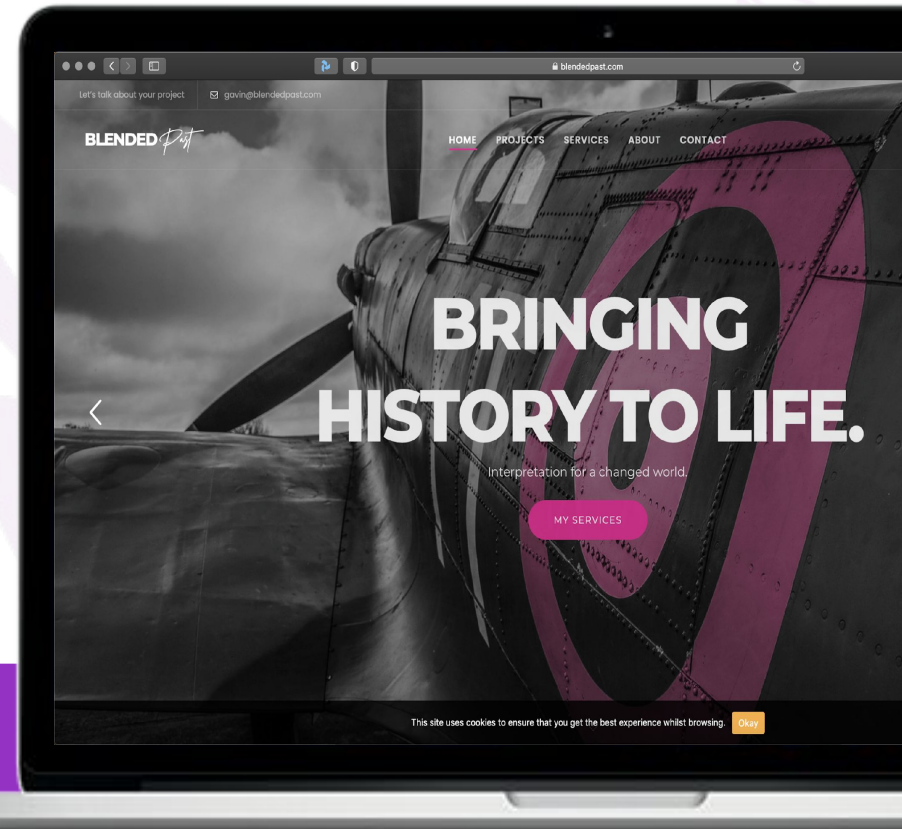
Spinks Creative isn't your typical agency.

What we do is about more than what services we can offer, it's about relationships and it's about results. We want to build a rapport, not just a client base and work together to bring your marketing dreams to life.

For us, it's about delivering more than just what you've asked for, it's about truly understanding you as a brand, your goals and being bold enough to push the boundaries. At Spinks Creative we want you to believe us when we say that marketing has no limits, so let's work together to create a strategy that is as unique and impressive as your brand is.

But don't just take our word for it...

LEAD GENERATION | WEB DESIGN | SOCIAL MEDIA | GRAPHIC  
DESIGN | SEO | PR | BRANDING | CONSULTANCY



# CLIENT SPOTLIGHT: AVVIO

**AVVIO:** Pioneering innovation in hotel booking engine design.



Avvio are masters of the hotel industry and the first to employ an AI booking system designed to help hotels maximise their booking revenues.

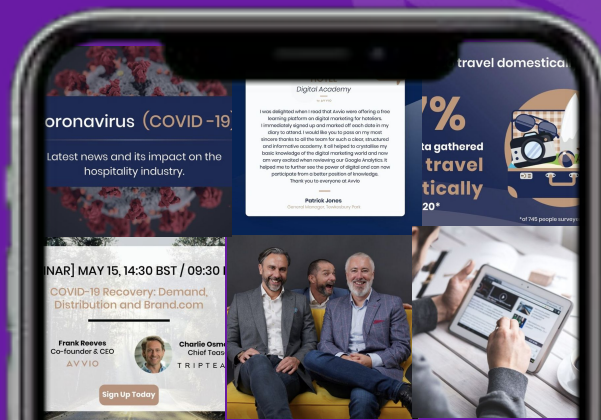
We're running successful email, social media and CRM database lead nurture campaigns that have produced some impressive figures...

Through a long-term, comprehensive approach combining web design, content creation, social media, email and CRM integration, we have helped Avvio to dominate the digital hotel bookings market in the UK and Europe.

Spinks Creative are strategic, provide great ideas and suggestions with every step met with the utmost professionalism and willingness to go above and beyond the initial remit. The team's creativity and skills are exemplary and we have requested his services many times resulting in deliverables that exceed our expectations.

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- ✓ Website & CRM Management
- ✓ Social Media Campaigning
- ✓ Email Campaigns
- ✓ Copywriting & Content



509%

Increase in social media engagement in first 3 months

89%

Increase of prospect database in first 6 months

101

Marketing qualified leads in first 9 months through automated email alone

# CLIENT TESTIMONIALS.

From conception through to completion, Spinks Creative are innovative, professional and prompt with delivery every step of the way. Their marketing implementation and assistance has really pushed us on to the next level in that regard, I couldn't recommend their services more.

**ANDREW FLOWERS, VIZION WEALTH LLP**

Spinks Creative has become a trusted business partner for Neo PR bringing a refreshingly different approach to creative design, support and all things marcoms related. With a practical no-nonsense perspective, Spinks Creative has managed to take the 'pink and fluffy' out of marketing creative and instead brings real-world delivery that meets the brief on time, every time. They're also fun to work with and very responsive.

**Ashley Carr, MD, Neo PR**

Spinks Creative is strategic, forward-thinking and provides great ideas and suggestions with every step met with the utmost professionalism and willingness to go above and beyond the initial remit. The firm's creativity and skills are exemplary and we have requested their services many times resulting in deliverables that exceed our expectations. Without hesitation, I would recommend Spinks Creative as you will not only receive great results but a partner who is there to ensure your success!

**Ann Chesbrough, Global Marketing Director,  
Certes Networks**

Luton International Carnival is an annual event that we thrive to keep fresh, accessible to all and vibrant. To achieve this it is essential that we work with flexible multi-skilled creatives such as Spinks Creative. Spinks Creative completely understand our audience and how to speak to them. They've helped us to reach new audiences through social media and produced marketing material that reflects our brand of excellence and cultural unity.

**Jo Hudson-Lett, Creative Director, LIC**

HubSpot

AVVIO

attheon

CERTES  
NETWORKS

ARROW

THE  
CINEMA  
SOCIETY.

onform  
FITNESS

NeoPR

# CLIENT SPOTLIGHT: CERTES

**CERTES NETWORKS:** Security without compromise, everywhere.



In their quest to continue to offer their clients the best in simple, scalable and uncomplicated technology solutions, Certes needed a website, online presence and lead generation machine that helped develop a strong position and one that could reach out across the UK, Europe, the USA and Asia.

We continue to deliver that, working closely with Certes as their 'go-to' marketing agency to help them stay on top of their game in an industry that's highly competitive.

Our work with Certes encompasses a variety of services; from bespoke website builds, graphic design and PR to secure customer web-portals, advertising and video creation.

**Without hesitation, I would recommend Spinks Creative as you will not only receive great results but a partner who is there to ensure your success!**

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- ✓ Website Build & Management
- ✓ Social Media Campaigning
- ✓ Graphic Design & Content Creation
- ✓ Filming & Video Editing
- ✓ SEO Strategy & Deployment



↑  
**100%**  
average client satisfaction report over past 3 months

↑  
**481%**  
increase in website page views in the past 6 months

↑  
**72%**  
average SEO score over the past 12 months



**LET'S** GET GOING...

[WWW.SPINKSCREATIVE.CO.UK](http://WWW.SPINKSCREATIVE.CO.UK)

