

**The Webcraft Company**

# **Experience Guide**

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# About Us

Welcome to the Webcraft Company's Experience Guide! We are thrilled to show you how our comprehensive range of services can help you elevate your brand and online presence.

We are dedicated to providing high-quality solutions that prioritize your business goals, whether it's website design, development, digital marketing, or branding. We're passionate about delivering top-notch work that aligns with your unique needs and goals and ensures success in the ever-evolving world of digital business. Let us guide you through the Webcraft Company experience, where intentionality is at the core of everything we do.

# About Jessika

Jessika has a bachelor's degree in early childhood education, a bachelor's degree in accounting and finance, a master's degree in organizational leadership, an MBA in project management, and is a PhD doctoral candidate in organizational psychology.

She has been a ghostwriter/editor and an expert copywriter for over 15 years and has been a full-stack developer for over 10 years. She is also certified in Google Analytics IQ, Google AdSearch, and Inbound Marketing from HubSpot.

Her wide range of expertise puts her in a great position for running and managing a creative agency - she is creatively data-driven, keeps up with industry standards and secrets, and leads through education.



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# Our Brand

At the Webcraft Company, we believe that behind every successful business is a powerful brand story. That's why we're committed to helping you tell yours. Our story began with a passion for digital design and a drive to help businesses like yours succeed in the online space. We founded Webcraft Company to provide top-quality digital creative services that prioritize your business goals and help you stand out in a crowded digital marketplace.

From our humble beginnings, we've grown into a full-service digital creative agency with a team of experts dedicated to helping you elevate your brand and online presence. We've worked with clients across industries and around the world, providing industry-specific creative concepts that drive results.

At the heart of our success is a commitment to intentionality. We believe that everything we do should be purposeful and tailored to your unique needs and goals. That's why we take the time to get to know your business, your target audience, and your objectives before we start any project. We work closely with you every step of the way to ensure that we're delivering top-quality work that aligns with your vision and helps you achieve your business goals.

Whether you're looking to launch a new website, create a compelling brand identity, or drive more traffic to your online store, we have the expertise and experience you need to succeed. Let us help you tell your brand story and take your business to the next level.



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# The Webcraft Company

# Our Logo

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At Webcraft Company, we take pride in our unique branding that centers around the moon. The moon symbolizes growth, transformation, and new beginnings, which perfectly aligns with our mission to help businesses elevate their brand and online presence. Our signature moon logo is always shining bright in everything we do, representing our commitment to guiding businesses through their digital journey with creativity and innovation. We believe that our moon branding is not just a logo, but a symbol of the trust and confidence that our clients have in us to help them reach their goals.



# The Client Experience

From the moment you contact us, we'll work with you every step of the way to ensure a seamless process tailored to your unique needs and goals.

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## THE APPROACH

Our process begins with a thorough understanding of your brand through initial brainstorming sessions and questionnaires, ensuring that we align with your goals and values. Visual preferences are gathered through a Pinterest board, and this approach is consistent across all our services. Our design process involves cross-referencing with industry reports and presenting our strategies to you, with regular updates and reports provided for website maintenance and digital marketing. We train you on using your new brand or website effectively and remain available to answer any questions or concerns you may have.

## PROJECT MANAGEMENT

We've developed a creative process that's tailored to meet your individual needs. Through emails, video chats, and live links, we make it easy for us to collaborate with you, so that we can bring your vision to life. And if you need any edits along the way, we're happy to make them - within reason, of course. Our goal is to create a seamless experience for you, so that you can focus on what you do best - running your business.

## COMMUNICATION

The process of creating a website or developing a brand can feel overwhelming at times. That's why we've developed a communication process to ensure that everything is as seamless as possible for you. We'll guide you through each step of the process and provide thorough explanations at the right time, so you're always in the loop and have a clear understanding of what's happening. Our goal is to make sure that you feel confident and comfortable throughout the entire process.

# Our Core Offerings



**WEBSITE DESIGN + DEVELOPMENT**

**WEBSITE MAINTENANCE**

**COPYWRITING**

**DIGITAL MARKETING**

**BRAND+ BUSINESS COLLATERAL**

**CREATIVE DIRECTOR**

# Website Design



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Every project is one-of-a-kind, tailored to meet your specific needs and industry. Our mission is to design modern and user-friendly websites that accurately represent your brand and provide your target audience with an exceptional experience. We place great importance on your business goals and work to create websites that are easily discoverable online, easily maintained, and optimized for converting visitors into paying customers. Our expertise spans across a range of platforms including Wix, Wordpress, Shopify, Squarespace, and Weebly.

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- Consistent Branding
- On-Target Messaging
- Engaging Content
- Easy to Use Navigation
- Proper Site Structure / Site Map
- Website Speed
- Proper Title Tag Optimizations
- Optimizing Images Correctly
- DA Compliance
- Mobile Usability & Responsive Design

**WE INCLUDE  
INDUSTRY SPECIFIC  
INTEGRATIONS  
AT NO ADDITIONAL COST**

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All projects include:

## **UX (USER EXPERIENCE)**

- Competitor + Industry Analysis
- Customer Analysis and User Research
- Product Structure and Strategy
- Content Development
- Prototyping and Wireframing
- Testing and Iteration

## **UI (USER INTERFACE)**

- Customer Analysis
- Design Research
- Branding and Graphing Development
- User Guides and Storylines
- Interactivity and Animation
- Adaptation to all screen sizes

Coming Soon Page, Brand Guide, 2 months Support, Back-end and front-end SEO+SMO best practices, Training, Google Analytics + Google Business, HTTPS Security, Hosting Set-Up

**PROJECTS START AT \$1500**

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# Branding



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Your brand is the very essence of your business - it encompasses your vision, mission, values, and both your long-term and short-term goals. A well-crafted brand not only enables you to charge a premium, but it also helps you earn a larger market share, build customer loyalty, and differentiate yourself from competitors. Our branding process revolves around three pillars - purpose, profit, and positioning. We strive to keep things clear, precise, and simple, with a strong focus on the customer experience. We put in a lot of effort to ensure that the visuals align with your brand identity, and we perform a thorough analysis to determine your brand's personality. The end result is a brand that stands out from the competition and resonates with your target audience.

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**All projects include:**

- Logo (and all applicable logo variations)
- Comprehensive Brand Guidelines
- Brand Vision Board
- In-depth Brand Strategy
- Branded Collateral
- Branded Pitch Deck
- Website Recommendations

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Each brand is created with the idea that every brand has the opportunity to become a legacy. We use a strong storytelling component, a strong consideration for the target audience, and by using a creatively data-driven approach to the content. Becoming a legacy brand is crucial in today's fast-paced business world. It means creating a brand that stands the test of time, one that becomes a household name and holds a place in people's hearts and minds. Legacy brands command customer loyalty, trust, and respect, making them more likely to succeed in the long run.

**PROJECTS START AT \$500**

# Digital Marketing



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Digital marketing is the overall effort of your online marketing. This includes Google search, social media and email marketing. The Webcraft Company helps your business set up a successful digital marketing campaign. No matter what combination of marketing services you choose. SEO + SMO + SEM best practices are always implemented.

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## SOCIAL MEDIA

- Facebook
- Instagram
- LinkedIn
- Twitter
- Blog / News Articles
- YouTube
- Develop Brand Awareness
- Build Relationship Engagement
- Increasing Exposure
- Page Monitoring + Responding
- Boost Ad Management
- Original Content Creation
- PPC
- B2B / B2C
- Ad Creation
- Ad Partner
- Conversion Tracking
- Intentional Posting

Our full-service digital marketing agency offers flexible and custom social media management pricing. Please contact us for details.

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## EMAIL MARKETING

- Email Design + Copy
- List Management
- Analyze Reports
- Content Development
- Promotion + Retention
- Acquisition

Packages are fully customizable, are dependent on your business's needs and are always full-scale and KPI driven.

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**PROJECTS START AT \$500**

# Copywriting

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We specialize in creating content of outstanding value that speaks to the people you can help the most. We rely on the pulling-power of advertising copy; writing result-oriented ad copy must appeal, entice, and convince consumers to take action through harnessing their most deepest feelings. At each level, the ad copywriting style needs to change. This is because the way a potential buyer looks at your product, and the information they need as a result, always changes as they learn more. When the sales target starts along the customer journey, they need only basic product information, but as they progress through the sales funnel until a purchase is made, they will need to learn about other things.

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- Sales Funnel Copywriting
- Direct Response Copywriting
- SEO + SMO Copywriting
- Thought Response Copywriting
- Content + Creative Copywriting
- E-Commerce Copywriting

When you have noticeably invested in your own materials, your customers will feel more confident investing you -- that is where we come in! We are design, data, and damn-passionate driven to get you a strong, consistent online presence that translates clicks into revenue.

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Content is about informing and educating your audience.  
Copywriting is about persuading your audience to buy/take action.

Content is about building trust.  
Copywriting is about selling that trust by telling a story.

Content is business communications with concise, consumer-friendly language.  
Copywriting is your brand story told with strategically targeted content.

Content is writing.  
Copywriting combines writing, sales, and psychology to increase conversions.

**PROJECTS START AT \$500**

# Website Maintenance

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Who cares if your website is maintained? Search engines, hackers, customers, and you should too. A healthy website will continue to drive attention and customers to your business. We offer a variety of packages, integrations, and cater the package to your businesses specific needs.

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## ONE

Direct Email/Phone Support, Daily Content Management , Updated Monthly Copywriting, Blog Management, Web + Graphic Design, Subscription Management

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## TWO

Weekly Email Support, Weekly Content Management, Monthly Updated Copywriting

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## THREE

Monthly Email Support, Monthly Content Management

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All maintenance packages include:  
Monthly reports, SEO + SMO updates including back-end and front-end keyword updates with keyword research, updated google search console, sitemap updates search intent + schema markups with data reports, performance optimization, security monitoring

**RETAINER STARTS AT \$200/mnth**

# Brand Collateral

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Brand collateral ranges from packaging and print to business cards and brochures - and is about getting your brand noticed and strengthening the bond between your company and your customers. Marketing collateral design is a very important element in the overall branding process and is essential to your company's marketing communication plan.

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|-----------------------|------------------------------------|
| Newsletter Design     | Email Signatures                   |
| Menu Design           | Email Marketing Templates          |
| Resume Set            | Invitations                        |
| Social Media Graphics | Wedding Kits                       |
| Social Media Icons    | Special Event Kits                 |
| Custom Presets        | Business Cards (including virtual) |
| Infographics          | Letterheads                        |
| Employee Handbook     | Invoices                           |
| Brochures             | Presentations                      |
| Posters               | Labels                             |
| Ticket Design         | Media Kits                         |
| Workbooks             | Company Fact Sheets                |
| Pitch Deck            | Presentations                      |

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Don't see what you need? Contact us.

**PROJECTS START AT \$200**

# Creative Director

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This means you can have access to a skilled and experienced creative director on an ongoing basis to oversee and guide your branding efforts.

Our Creative Director will work closely with you to ensure that your branding is consistent, effective, and aligned with your business goals. This includes providing guidance on everything from design and messaging to marketing and advertising strategies.

With a monthly retainer of Creative Director services, you can have the peace of mind of knowing that you have an expert on your team who is focused on your success. This service is ideal for businesses that are looking to build a strong and lasting brand identity, and who want ongoing support and guidance to achieve their branding goals.

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- Unlimited In-house collateral
  - Client services
  - Graphics and Pitch Decks
  - Social Media Marketing Design
  - Email Marketing
  - Copywriting
  - Brand voice and tone

Hiring a freelance creative director provides the benefit of expertise, creative guidance, and cost-effectiveness through a flexible, project-based approach. Ask us if there is something you want included.

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**RETAINER STARTS AT \$2000/mnth**

# Terms and Conditions

## AND EXPECTATIONS

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### **PROJECT SERVICE**

We offer the services listed, but we can always help with whatever else you need. Just ask.

### **PRIVACY**

Your privacy is of the utmost concern and we always maintain designer/client privileges.

### **PAYMENT**

Payment is vital to our work. We require payment up front but contact us for payment plan options.

### **DEADLINES**

We will always do our best to stay within the designated deadlines and we expect the same from our clients. We also are empathetic to how life happens and maintain amenable to change.

### **CONTRACT**

Our contracts are for both client and designer protection but are amendable under certain circumstances. Nonetheless, our contracts are required for service.

### **CODE OF HONOR**

Honor is at the forefront of how we do business. We will always be honest, transparent and upfront about everything.

**Thank you so much.**

