

Branding

- **Brand Definition & Refresh**
 - Some brands are old, some are new, some are from fourteen hundred ninety-two. Starting from nothing and tending to an existing brand can be equally as challenging, but they share common approaches. This goes far beyond a logo; it's a definition and sculpting of your firm's character and personality.
- **Brand Voice Definition**
 - Exercises to help you define your organization's personality and voice, which will carry through all of your other content and copywriting. This elevates *how* you communicate to *how well* you communicate.
- **Branded Templates & Graphics**
 - Customized to reflect your unique identity and optimized for all your needs – print and digital. As a design firm, your needs go beyond letterhead and business cards. Graphic templates will make it easy to take your projects from Revit to publish-ready standards for websites, magazines, and more.
- **Brand Guidelines**
 - Keep your brand packaged concisely and holistically for future reference, onboarding of new staff, and to share with outside parties.

Digital Presence

- **Website Design & Organization**
 - Before anyone sees your letterhead or portfolio book, they will look up your website, and there's a lot that goes into it. A homepage that grabs viewers and keeps them on your site, a clear message about you and what you stand for, a portfolio that properly represents your work and ideas, fluid site navigation, brand expression, Search Engine Optimized copywriting and image organization and more.
- **SEO**
 - This. Is. Vital. There is no point in having a beautiful website if no one can find it. When someone hears of your firm, Googling it is the first

thing they do (isn't it the first thing you do?). Search Engine Optimization is a strategic and ongoing practice and an investment with long-term, fruitful returns.

- **Social Media Strategy**
 - This is also important, but only needs to be as intensive as you want. We start with an analysis of your current social presence and strategy and define your goals. It can be a lot of fun! It can also be semi-automated and there are plenty of digital tools and organization methods to help streamline the process.

Quick Burn Pursuits

- Proposal-Making Process
 - I've been assembling RFQ/P responses for several years. The process is nearly always a hectic scramble but there ways to ease the process starting with communication, organization, and brand clarity.
- Quals & Portfolio Making Process
 - You want your portfolio library to look and function consistently. Streamlining how you assemble these quals packages will save you time and effort and ensure that every portfolio you share reliably reflects your brand and message.
- Articles & Awards
 - What are publishers and jurors looking for these days? Hint: it's not enough to have a beautiful building anymore. Understanding the trending topics in the industry will not only make for more awards-won, but will make for more award-worthy projects – projects with significant positive impacts on the built environment.

Infrastructure

- Server Organization
 - While this part of your marketing department is not exactly fun and is something no one outside of the department will ever see and

appreciate, setting up your folder organization properly helps facilitate all of the efforts that the world *does* see and will make your work much more enjoyable.

- File & Meta Data Management
 - Getting down to the file level in your server or other asset management platform, proper meta data organization can help you find the information you need faster so you can complete your quick-burn pursuits submissions faster.
- Training
 - I don't just come into your organization, set up successful systems and practices and leave. Setting up your team with the proper knowledge and skills in all of these areas is vital to the longevity of your in-house team so they can effectively work together like a lean, mean marketing machine.
- Text Templates
 - These are starting points of various topics that repeatedly come up in marketing efforts. Establishing standardized verbiage that your team can curate for individual pursuits will save a lot of time and ensure brand consistency. It's not enough to write these templates though; they also have to be organized for quick reference by future users.