

BLINDSPOT-ADVISORS.COM

STRATEGY • COLLABORATION • INSIGHT

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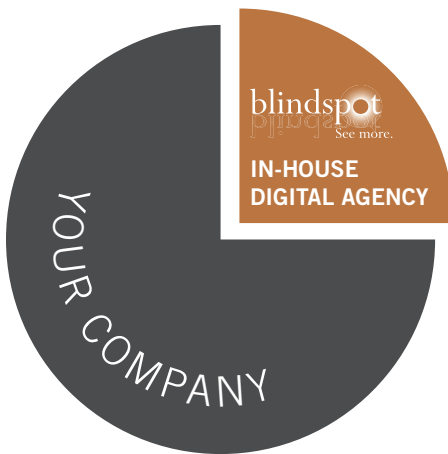
STRATEGY • WEBSITE • SEO • SOCIAL MEDIA • CONTENT MARKETING • PRINT DESIGN

Strategy and Insight for the Digital Space

BLINDSPOT ADVISORS

At Blindspot we specialize in helping growing organizations develop their digital strategy, web presence and vision within the digital space.

We're not simply a creative firm; and we're more than merely marketing strategists. We're collaborative thinkers who can help you position your organization more effectively through effective strategy, compelling design, innovative site development, intuitive functionality and effective storytelling. Then we help you integrate and optimize within social media channels with quality content and outreach.



WEB SITE DESIGN AND DEVELOPMENT

There was a time when websites were an afterthought. For many businesses it was the last piece of marketing collateral created. Today, in most industries, the company website has become the centerpiece of marketing strategy . . . the touchstone.

It sets the standard for your brand, and for all of the other materials you create.

THE WAY WE WORK

At Blindspot Advisors, we collaborate with our clients to discover the messages that resonate with their audience and inspire them to action. Then we translate these messages into words and images and express them through effective web and digital media, supporting and refining existing marketing strategies or co-develop new ones during the process.

DYNAMIC CONTENT MANAGEMENT SYSTEM

A good web site is a crucial component for any business trying to build their brand and reach their customers. Web sites range from the basic brochure style to the highly interactive. For those sites needing flexible design capability without the traditional template look and robust functionality, a WordPress (CMS) platform may be the best solution for you. WordPress is an open source software development platform specializing in companies seeking a custom look.

CONTENT MARKETING

Content marketing is a way of using written content and media to attract and maintain customers. By giving customers relevant and often helpful information, brands are able to build interest in their product, as well as a sense of familiarity.

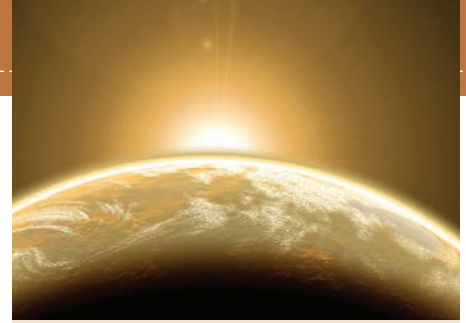
At Blindspot Advisors, our focus in content management is much larger than company websites. While we use tools such as Google Analytics and social media to drive more visitors to our clients, we also help companies become a part of the online conversation. In doing so, our clients gain insight into how to better market their company and build a stronger following.

CAPABILITIES

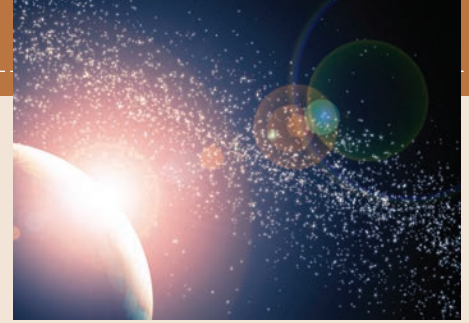
- Website Design, Development and Maintenance for startups or existing businesses in need of a makeover
- Built on the robust WordPress Content Management System (CMS)
- Strategy – understand the space and form a plan
- Search Engine Optimization (SEO) . . . get found!
- Copywriting – editing of current copy and the creation of new copy
- Social Media – create a look that is consistent with your website and branding then manage the message
- Printed Materials – logo design, business cards, corporate identity, Word and PowerPoint templates and product marketing collateral

“*Vision is the art of seeing what is invisible to others.*”

— JONATHAN SWIFT



Strategy . . . Where It Starts



Strategy is not just focusing on what to do; it is also focusing on what not to do.

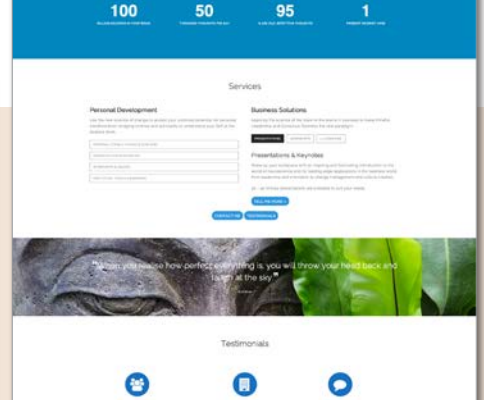
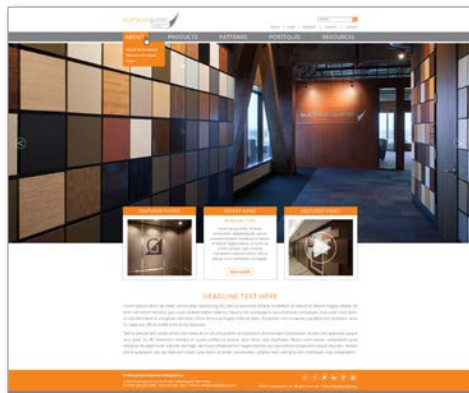
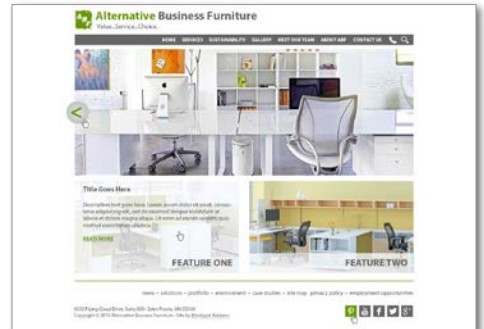
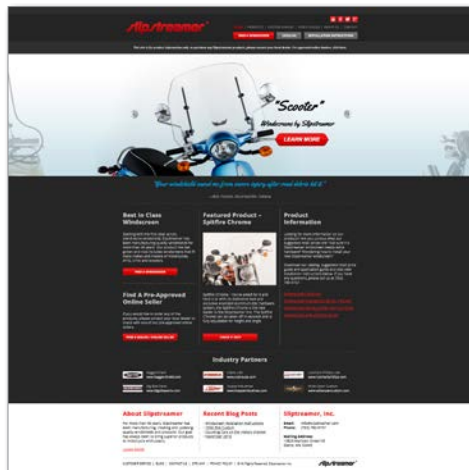
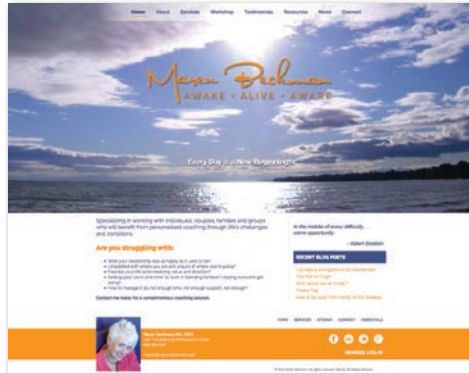
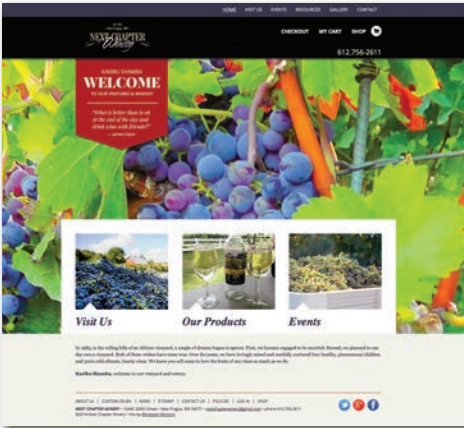
Whether we're building a website, creating a new set of sales materials or developing an integrated digital strategy, we always begin with a strategy — first. It is the critical lynchpin of the digital ecosystem. Sound counsel only comes from understanding, and understanding is based on listening, learning, planning and then implementing.

We're serious when we say the Blindspot process is collaborative...it demands meaningful engagement. Whether we're operating in an advisory or creative capacity, our first meeting is focused on you. What we can do for you comes second.

This digital space wheel is the framework and ecosystem where it starts and where we live: Strategy, Site, Social and SEO.



Website Design Examples



Content and Social Media Plan



FACEBOOK • POSTS DAILY

- Concentrate on positive focus of content that highlights current services or items that focus on SEO Campaign keywords if applicable or brand objectives.
- Engage in other businesses / colleagues via Facebook pages (and fans)
- Create and utilize positive branding content



GOOGLE+ • POSTS DAILY

- Create branding page – content posted occasionally as well as video distribution.
- Create Google+ local verification process for brick and mortar locations
- Moderate effort – more for distribution purposes of site content until platform becomes more utilized (varies within each topic/industry)



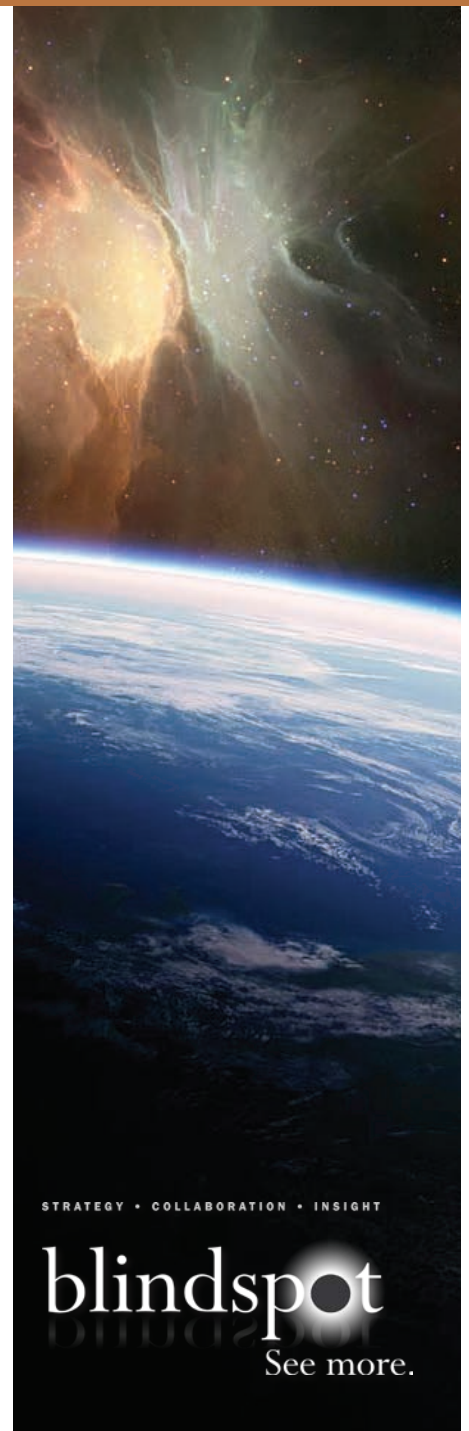
TWITTER • POSTS DAILY

- Content shared – current videos, content and fresh content that will be created
- Provide a list of approved industry magazines, resources and groups for content sharing
- Outreach to possible groups/industry peers, to engage with brand message



LINKEDIN • POSTS DAILY

- Create a LinkedIn Company page if one is not created
- Show how current employees can “Link” to the Company page from their profiles



CONTENT MARKETING

According to a study by the Content Marketing Institute, the most effective tools for marketing to date are articles, social media, blog postings, and eNewsletters. With social media's growing popularity it seems that defining where social media marketing begins and content media marketing ends has become a gray area.

At Blindspot, we use a mixture of content and social media marketing to promote our clients. With social media's tremendous ability to drive site traffic, it would be foolish not to. By generating well-written, consistent material utilizing keywords and backlinks, we promote highly effective SEO. Through social media we're able to make the scope of your content's audience even wider—both within the social networks and outside of them.

SEO: Search Engine Optimization

Search engine optimization (or SEO) is the method behind promoting online visibility. By using keyword tools and developing content marketing strategies, it's possible to directly influence your site's search engine rankings. This is crucial in online marketing, since it targets your potential client base and drives traffic to your site. Generally speaking, there are two pieces to focus on within this front – on-site (or internal) SEO and off-site. While on-site SEO is primary in promoting your site, off-site can be a very powerful tool as well.

GETTING STARTED WITH ON-SITE SEO

Because efforts within your site speak more directly to search engines, it's important to define how your site is presenting itself first (kind of like combing your hair before going to work). By utilizing internal meta descriptors and keywords, it's now possible control what potential visitors see when looking up your site.

FINDING YOUR KEYWORDS

There are a few powerful resources for defining your site's keywords. At BlindSpot, we like to use Google AdWords to generate keyword lists, and supplemental software like YOASt to put them to use. Learning the keywords of competitors (information viewable within the source code of a site) and doing general searches are other ways of potentially defining your keywords.

BLOG POSTS

One of the most powerful tools in driving traffic to a site is having a steady source of updating content. By creating blog posts with information relevant to your business, not only are you starting a digital conversation with your clients (drawing them into the world of your company), you're also creating new material that can be indexed on search engines. Additionally, by posting backlinks to other articles within your site, your content's visibility increases.

LEVERAGING THE SOCIAL MEDIA THROUGH OFF-SITE SEO

Over 50% of Americans own at least one social media account, making it a very powerful tool in online advertising. Through the continuous stream of tweets, Facebook posts, and Google+ updates, promoting your content through links to blog posts and other relevant articles is a must. This is not only because others with social media accounts will be able to view your content, but also because it creates more content for the search engines– increasing the traffic to your site.



HOW BLINDSPOT CAN HELP

By working closely with your company, Blindspot can help develop your online presence to its fullest potential. In this age of social media, it's no longer enough to simply create a website. By leveraging both on-site and off-site SEO, it's now possible to not only raise the level of familiarity between you and your customers, but also your site rankings on search engines.

Case Study: Branding & Identity



HOME PAGE



INSIDE PAGE



CREATIVE DELIVERABLES

- Logo Design
- Website Design
- Social Media – custom buttons for website
- Social Media - banner images and profile logos for Facebook, Google+, Twitter; designed to promote website brand consistency
- Print Design – letterhead and business cards

FACEBOOK • TIMELINE COVER IMAGE AND PROFILE IMAGE



LETTERHEAD DESIGN



BUSINESS CARD DESIGN



GOOGLE+ • COVER IMAGE AND PROFILE IMAGE



TWITTER • COVER IMAGE AND PROFILE IMAGE



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*“It goes back to the saying
a good plan aggressively executed is better
than the attempt of a perfect plan
that creates procrastination and frustration.*