

BLINDSPOT-ADVISORS.COM

STRATEGY • COLLABORATION • INSIGHT

blindspot

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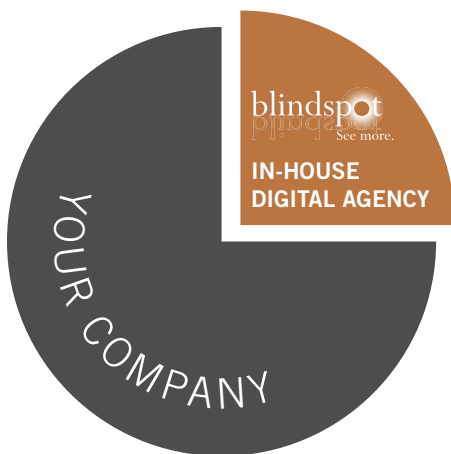
STRATEGY • WEBSITE • SEO • SOCIAL MEDIA • CONTENT MARKETING • PRINT DESIGN

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.



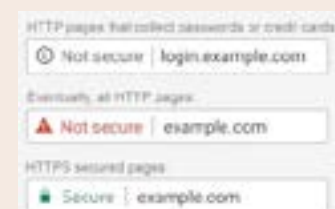
SSL FTW (FOR THE WIN)

What you're going to need to secure this status is an SSL certificate from your hosting provider. SSL stands for Secure Sockets Layer which is just a fancy way to say that your data is better protected (robust encryption) as it flies all over the web (is transferred over a server). This is vitally important when you're dealing with customers' sensitive information. Think credit cards, social security numbers, even addresses, email addresses, and phone numbers. People are trusting you with that data. Earn that trust by securing your website; at least this is what Google is now making an imperative move (and we agree with them; it's just a smart business and ethics decision).

Thumbs Down

So what happens if you decide to forgo security, ignore the Google gods, and leave your website without an SSL certificate? Google will begin to mark your website as insecure. Blatantly so. Whenever a user drops in to check out your wares or services, they'll be alerted in their URL bar that they're visiting an insecure site. People are skittish with their personal info. They'll likely bounce and find somewhere else to spend their money if you refuse to spend yours to protect their information.

Here's what they'll see based on your level of security:



Photography and Video Production



High-quality photography allows you to portray your business in the best possible light.

Professional photographers are able to take beautiful, consistent shots of your employees as well as provide fantastic images of the inside and outside of your building or office space. If you want to showcase your products and services in a way that will be visually impactful and attract new customers, look to a professional photographer to make each image count.

Photographers have the ability to present your products in a complementary way, and with your website being the first thing most of your potential customers see, you want to ensure you make a great first impression. You can rest assured that any images captured by a professional photographer will be unique, and these quality one-of-a-kind images can greatly elevate your online presence.

USING VIDEOS TO PROMOTE YOUR BUSINESS

Consumers are constantly bombarded with information these days, so how do you make your company stand out from the competition? Video production. According to recent statistics, 1/3 of all online activity is spent watching videos.

Here are 5 ways video content can increase your businesses visibility and convert potential customers into loyal clients.

1. Videos allow your customers to learn about your company in a few short minutes.

Adding a short video to your homepage allows viewers to learn about your company without having to read blocks of text or navigate through multiple website pages. Statistics show that including video on a landing page can increase conversion by 80%. When viewers are met with a well-produced video, they are more likely to stick around and see what you have to offer.

2. Videos let your viewers know humans with personalities work at your company.

Sharing video content allows your customers to see that you are real people with faces and personalities. Your audience can only learn so much about your business from reading pages of text and looking at images. People want to know who they are working with, and video makes it possible for customers to feel a human connection similar to the one you might have during a face-to-face meeting.

3. Videos are a great way to share customer testimonials and promote products.

More than 88% of consumers incorporate reviews into their purchase decisions, and video testimonials allow customers to see real live people raving about your products or services. Video testimonials appear authentic and further legitimize your company which creates more trust with your audience. In addition, 64% of users are more likely to buy a product online after watching a video.

4. Videos are a must-have on social media platforms.

Social media continues to grow and evolve, and video content is more popular than ever. According to statistics, Facebook has nearly 8 billion video views every day and 92% of mobile video consumers share videos with others. If you aren't utilizing video content on your social platforms, it's time to start.

5. Videos are the future of brand awareness and promotion.

Videos will only continue to grow in popularity in the future. Because videos can make virtually any topic entertaining, they are being used across the marketing spectrum to increase brand awareness and create interest. With sites like Youtube and the introduction of GoPros and drones, videos are becoming easier and easier to produce, however, easy doesn't mean better.

The key to a great video is high-quality production. Few people have the ability to produce excellent videos, and it's important to use a professional so you can rest assured your final product will be a great visual representation of your company. Every video you share on the web becomes the face of your company so make sure each video accurately portrays your standards and values.

Grow your business and increase your visibility with video promotion.

If you're ready to grow your brand and increase conversions, it's time to consider including video in your marketing strategy. When you work with Blindspot Advisors, you can trust we will provide high-quality video production that will tell the visual story of your company and deliver noticeable results. Contact us today to learn more about our video services and discover how Blindspot can help you grow your digital presence.

Case Study: Branding & Identity

HOME PAGE



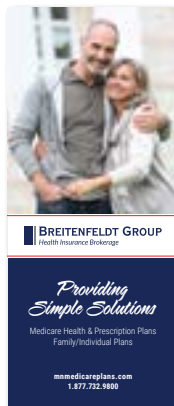
INSIDE PAGE



SOCIAL MEDIA • BANNER AND PROFILE IMAGES



TRI-FOLD BROCHURE



LETTERHEAD



BUSINESS CARD



MARKETING COLLATERAL



NEWSPAPER & WEB ADS



BREITENFELDT GROUP Health Insurance Brokerage

CREATIVE DELIVERABLES

- New Logo Design
- Website Design
- Social Media - banner images and profile logos for Facebook, Google+, Twitter, Youtube and LinkedIn; designed to promote web, site brand consistency
- Print Design – letterhead, business cards, envelopes, marketing collateral, brochures, direct mail, billboards, signage, newspaper ads, infographics and more

DIRECT MAIL



Blindspot Example Themes



By now, you understand your need for a reputable web presence. You're also aware that a great website is a key player in your digital engagement game. At Blindspot Advisors, we've developed and honed our expertise of site building into two primary categories of Semi-Custom and Custom website builds. These options give us the opportunity to serve you right where you're at and allow your digital marketing strategies to have a platform from which to launch and shine.

SEMI-CUSTOM CONCEPTS

We developed these concept sites so that you can get an idea of what your website has the potential to look like. By presenting some heavy hitting industries, we've allowed you to imagine your company coming to life through our concept semi-custom sites. Pick and choose elements of each website as it pertains and gives value to your business and let us do the rest.

Three concepts to view:

- Sam Grant Whiskey
- E-Commerce Site – Ottertail Coffee Roasters
- Advisory Firm Site – Smith & Jones



SEMI-CUSTOM SITES

Here are a few examples of live semi-custom websites we've developed for clients. By selecting a semi-custom build, these clients were given the opportunity to put their best foot forward on the web while remaining budget friendly through the process. With carefully pruned and properly branded elements of a concept site, Blindspot was able to efficiently build a website perfectly suited to their needs.

Three sites to view:

- Department Q
- American Protech
- Brolsma Design



CUSTOM SITES

Sometimes a company has a bit more specific and complex demands than a semi-custom build can offer. These are the clients we partner with on our custom builds. Everything with these websites is entirely customized to the distinct needs and functionality of the client and their business model. Below are a few live examples of custom sites we've built out for clients. Complex, yes, but never confusing and always beautifully functional.

Three sites to view:

- Reliable Plus
- Beard Group
- Rubicon



VIEW THESE EXAMPLE SITES BY VISITING WWW.BLINDSPOTDEVELOPMENT.COM.

STRATEGY • COLLABORATION • INSIGHT

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See more.

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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.*