

MARKETING MADE SIMPLE

# LOUIS by *design*

BRAND

SOCIAL

DIGITAL

DESIGN

**LOUIS** by  
*Design*

# HELPING YOU SERVE UP A PROFESSIONAL BRAND

*brand*

*social*

*marketing (the star of the show)*

*digital*

*design*



## WHO AM I

**Hey, I'm James** (Louis is my middle name) and I have over 12 years professional marketing experience, covering brand, social, digital & design.

## WHAT I DO

**Marketing can be hard - but I'm here to help.** With a wide range of marketing skills, knowledge & experience, together with a complete marketing toolkit (Photoshop, Premiere Pro, Design packages etc), I can add real value to you & your business ensuring that you can both cut above the noise, and stand out from the competition.

## WHO I'M HERE TO HELP

**Small businesses;** I understand your challenges. Alongside the day-to-day challenges of running a business, you're on the look out for ways to win new customers, increase repeat business and grow your social media channels. A lack of knowledge and available time means that marketing can easily be seen as an after thought.

## SERVICES

**Brand | Social | Digital | Design** The four pillars of Louis by Design, each one as important as the next. Together, they are fundamental to the success of any business. Whether that's developing a memorable brand identity, creating scroll-stopping content for your social media pages or having well designed marketing material on hand to share. Marketing is no longer optional, it's essential.

## 100% FLEXIBLE, ON YOUR TERMS

**With Louis by Design, there are no contracts.** You can pick me up and put me down whenever you want. Use me for what you need, see the results and then let's take it from there.





## HOW I ADD VALUE

*Armed with significant marketing experience I can help to;*

**Professionalise your brand and marketing outputs**

*Enabling you to;*

**Unlock your brands potential, enabling you to win new customers, increase repeat business and to grow your social media channels.**

*Your customers are online, make sure you serve up eye-catching branded content across your social media pages to entice them to buy*

**You want professional-looking branded *Graphics, Templates, Animated Stories, & Video* for you to share across your socials? No problem. I can create stunning designs specifically designed to your business that no-one in your space is doing**

*Maybe you don't know how to create branded visuals, or your content lacks that professional touch;*

**Don't worry. With an all-inclusive marketing toolkit and a keen eye for brand and design, I can help**

*Looking for a design partner for branded marketing materials?*

**Alongside designing scroll-stopping social media graphics, I can create bespoke brand materials including logos, flyers, business cards, brochures, posters, price lists & much more!**

*Brand & message consistency is key to success. Posting regularly is essential for your brand to be seen and remembered;*

**I can manage your social feeds, creating and posting regular, on-brand, content (mornings, afternoons, evenings and weekends) ensuring that you can cut above the noise, so your brand is seen by the people that matter**

PURPOSE

CREATE

STRATEGY

## DESIGN SERVICES

Your brand is so much more than just your logo. Louis by Design can help build your brand image that will take your business to the next level.



### BRAND

- **Logo development / rebrand**
  - Brand kit including; Colour palettes | Styles & themes | Fonts & typography | Imagery & icons | Strapline | Tone



### SOCIAL

- **Social Media Graphics / Video & Animation**
  - Posts, Banners, Highlights, Stories, Fleets
- **Social Media Management**
  - Design, Account Management & Coordination



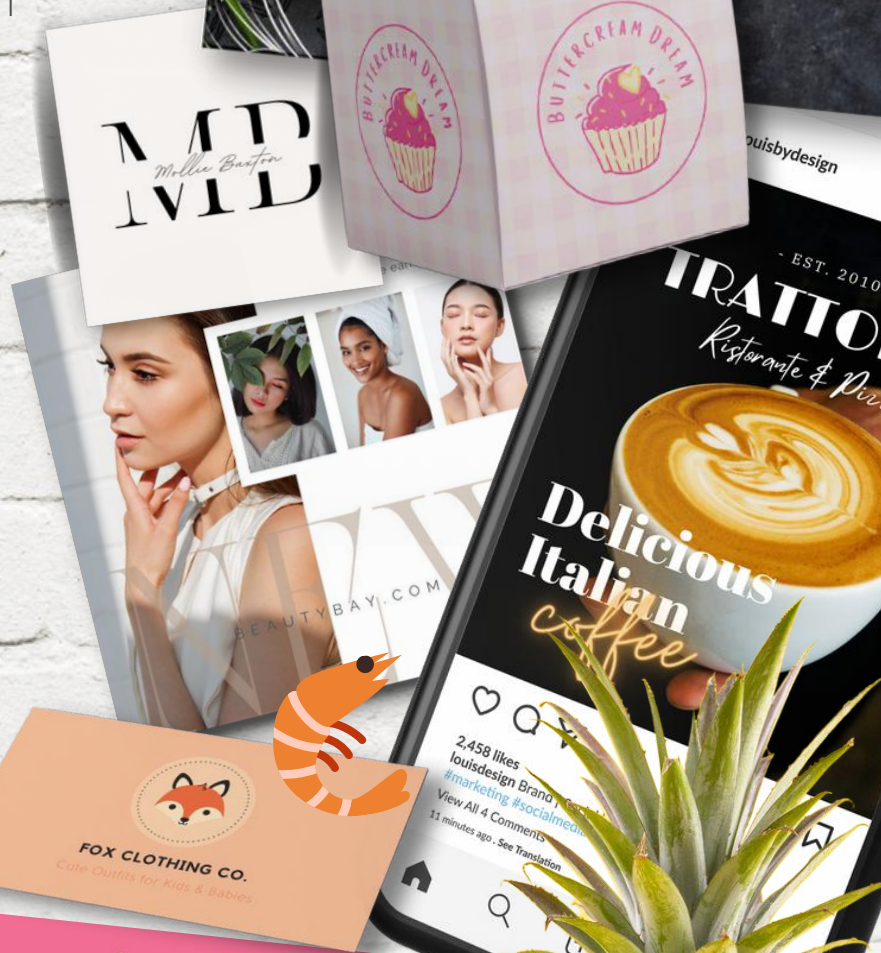
### DIGITAL

- **Signage & Digital screens**
- **Email**
- **Photo editing / touch up**
- **Websites (on special request)**



### DESIGN

- **Business Cards**
- **Stationery / Invoices**
- **Menus**
- **Adverts**
- **Banners**
- **Flyers**
- **Posters**
- **Vouchers**
- **Invitations / Tickets**
- **Labels / Stickers**
- **ID cards**
- **QR codes**



# DON'T MISJUDGE THE *POWER* OF THE 'GRAM



Let's create scroll-stopping designs.

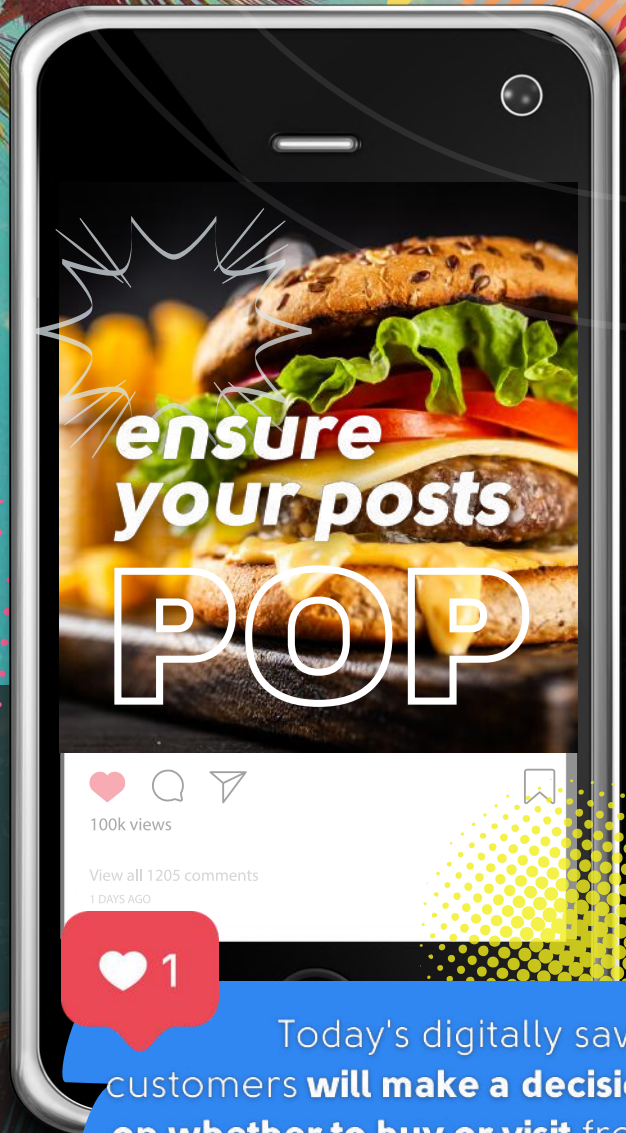


81%



Use **Instagram** to **research your brand, products and services**, with most checking your Instagram page **before** even visiting your website

Don't let a poorly branded Instagram profile put off your potential customers



Today's digitally savvy customers **will make a decision on whether to buy or visit** from the quality of your posts on your socials

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# AM FACEBOOK WITTER INSTAGRAM SOCIAL LI

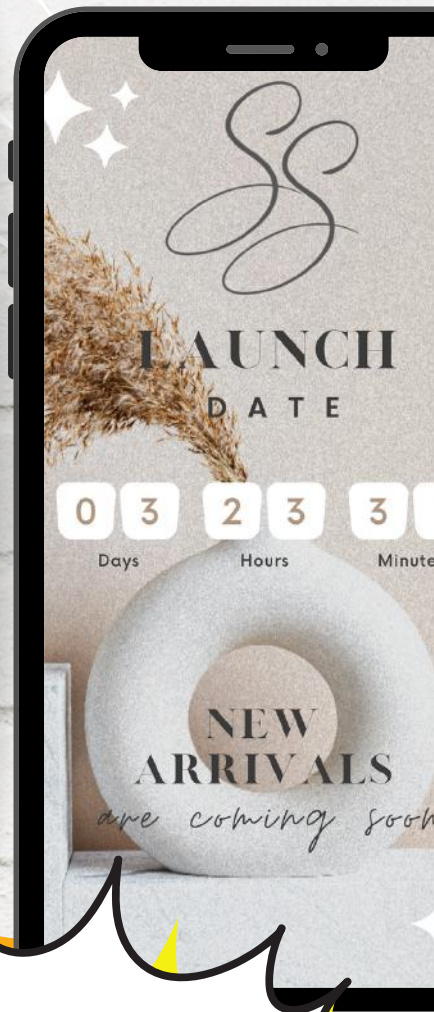


## SOCIAL MEDIA GRAPHICS

Scroll-stopping social media graphics, tailored to your business, fit for any occasion



idea  
Build up a library of branded graphics for use whenever you like



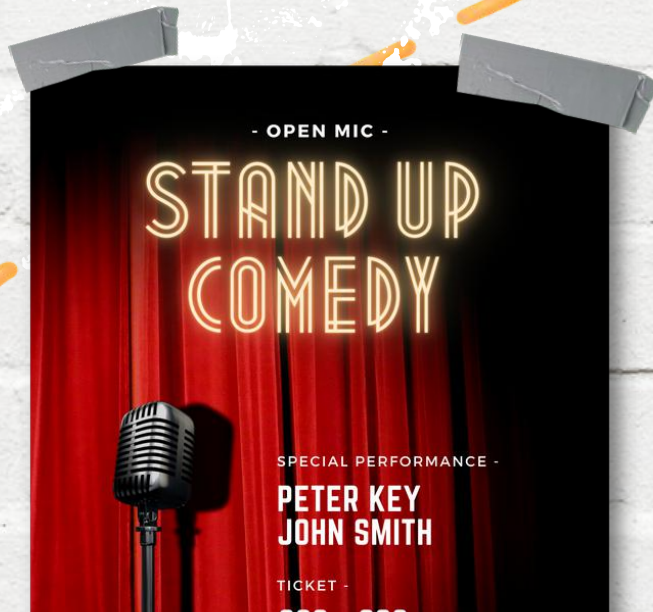
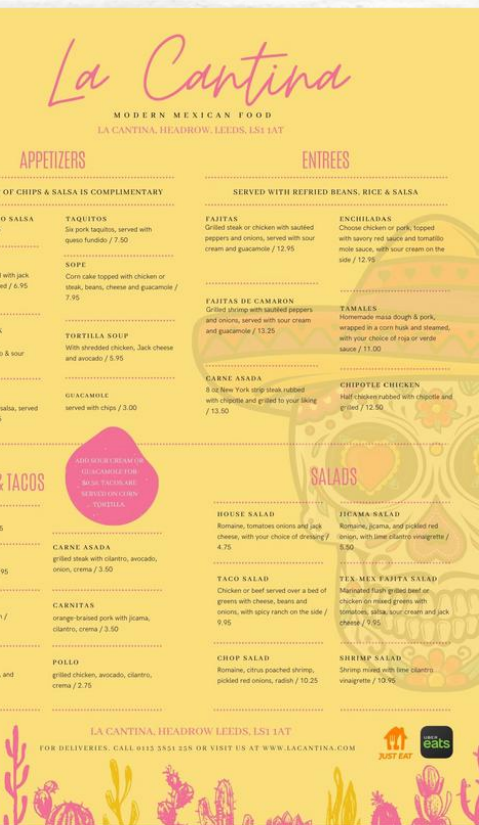
**Drive engagement & increase reach** via interactive and animated stories.. including video!



Your brand is so much more than just your logo.

I can help to deliver a full suite of creative materials for your business;

**Business Cards | Adverts | Banners | Flyers | Posters | Menus |  
Vouchers | Invitations | Tickets | Labels | Stickers | Stationery**



## DO ANY OF THESE SOUND FAMILIAR?

*I haven't got enough ideas for posts, I often don't know what to post?!*



*My posts look rubbish, I don't know how to make them look professional*



*I'm too busy, I just don't have the time. I wish I had some help.*



*Maybe you're unsure how to grow your followers?  
..or do you just have a feed filled with graphics that  
don't feel 'on brand'?*

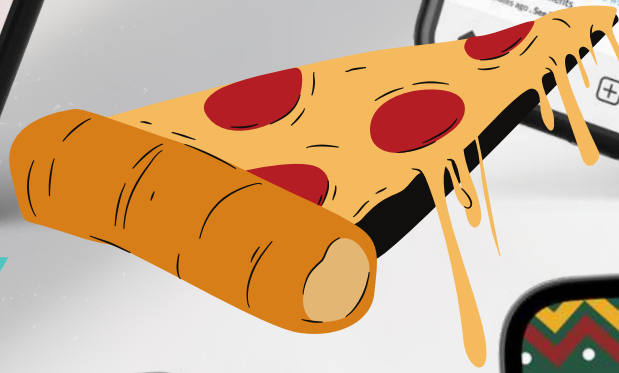
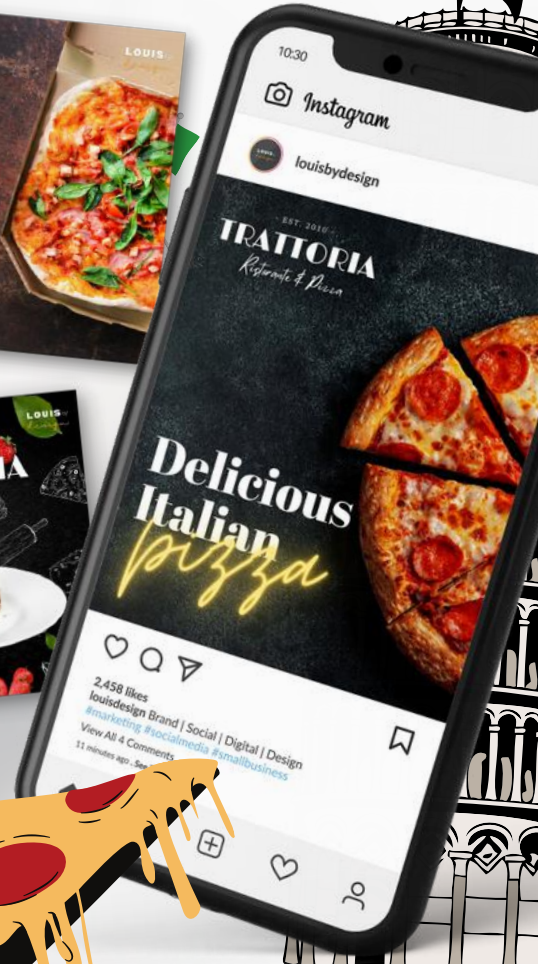
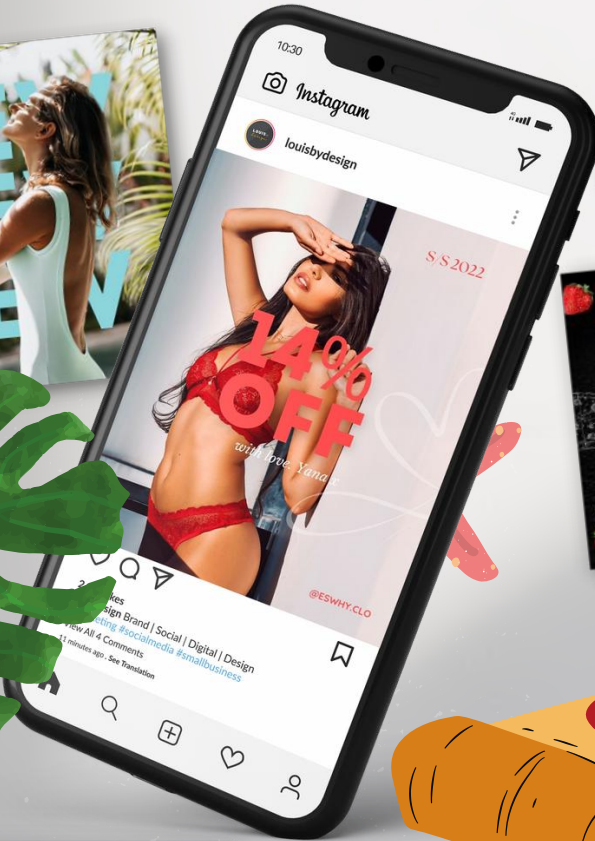


Creating great branded content for your social feed is important, however posting consistently is key to winning at Social Media marketing

The good news is, by posting regularly, you are likely see an increase to your engagement level which will help boost your posts for future engagement. It's a cycle you can work in your favour, especially when engagement = brand awareness.

**As an expert in Social Media management, I can manage your social media feeds helping to unlock your brands potential - so you can concentrate on doing what you do best... pleasing your customers!**

- ✓ **Winning Content** | Create engaging posts to share regularly with your customers - both on brand and aligned to you and your business
- ✓ **Cross Platform** | Share updates for all networks (including Facebook, Instagram, Twitter etc), resized accordingly for impact
- ✓ **Extended Reach** | Schedule posts to engage your customers around the clock - including weekends!
- ✓ **Aligned to your Strategy** | Ensure the content and messaging is closely aligned to your strategy - Promotion coming up? New opening hours? New menu/product/pricelist?
- ✓ **Reporting** | Compile a monthly report to help measure the effectiveness





# MARKETING MADE SIMPLE

*experience a digital transformation*

BRAND


SOCIAL

DIGITAL

DESIGN

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