



WHAT IT IS
WHY IT WORKS
WHY IT IS COST EFFECTIVE
IN PRACTICE



MOBILE
Design Studio



WHAT IT IS

The service can include:

website

- Improve design and layout
- Review images, make sure good quality
- Assess, add or improve features and functionality
- Research to make comparisons with competitor's sites and update as required and make necessary improvements.
- Improve and develop any technical /coding issues
- Install SEO tool and populate/set up
- Update and improve existing content
- Add pages and extra content
- Make social media prompts and links more prominent and eg. add live Twitter feed.

brand

- Improve overall corporate identity
- Coordinate and design icons/graphics
- Ensure signage and promotional items fall in line with brand styling
- Create a brand identity toolkit/guide
- Raise brand awareness with team
- Improve marketing message/headlines
- Ensure images and photography are good quality, chosen well and in line with brand identity
- Ensure in-house materials and stationery are branded correctly

email

- Design/improve email signature graphic
- Design and layout e-news letters
- Ideas for e-news articles and campaigns

promotional materials

Design and organise print for:

- PROMOTIONAL PRINT such as brochures, flyers, leaflets, posters, product guide
- PRESENTATION MATERIALS such as banners, exhibition stand, PowerPoint presentation, advertising, folder packs
- STATIONERY AND ADMIN MATERIALS such as business cards, letterheads, invoices, compliment slips, reports.

marketing

Develop ideas, strategy and plans to improve engagement with target customer base, such as:

- WORKSHOPS
- SPEECHES/PRESENTATIONS
- EVENTS
- EXHIBITIONS
- NETWORKING
- BUSINESS SHOWCASES
- TOURS OF OFFICES / SITES
- GIFTS, LOYALTY & REWARDS SCHEMES
- CHARITY FUNDRAISING ACTIVITY

social media

- AIM: turn social media campaigning into revenue/paying customers
- OBJECTIVE: improve how the business is perceived by potential and existing clients
- Campaign ideas
- Improve profile page design
- Increase number of connections
- Instructions for elected member of staff to continue SM campaigning during week
- Content ideas and planning for 5/1 messaging strategy = 5 top-tip/1 sales
- Source or take images, photographs and graphic to accompany messages



WHY IT WORKS

- Better and more consistent improvement and results due to committed and regular planning
 - Able to keep focus and on track as working at customer's premises
 - Able to remain objective as not an employee
 - One person to overview, coordinate, manage and streamline
 - Fresh ideas, each week - time limited yet focused and productive effort
 - Team member, as working alongside staff at customer's premises
 - Able to fulfil short, medium or longer term plans
- Able to adapt service to be broader as demand grows and business develops
 - Regular review meetings scheduled as part of the service, to ensure results are reviewed and targets met
 - Reliable and regular assistance from someone who knows the business well; it's objectives, product and team
 - Number of hours of assistance can be reduced or increased easily
 - Cohesive and streamlined way of working, with one person managing rather than outsourcing to several usually more expensive providers
 - Wide service skill set and knowledge base to take advantage of.

WHY IT IS COST EFFECTIVE

- Potentially avoids having to employ an extra member of staff to take on these various tasks, avoiding the accompanying employee overheads too
 - Avoids staff spending time on tasks they are not qualified or interested in, making their time more productive
 - No need to commission or outsource to various external services such as printers and website management, which will save money and time
- No need to invest in expensive creative programs, as Mint Mobile bring and use their own equipment
 - One person coordinating a range of tasks is more cost and time efficient
 - No commission to pay on eg. printed materials, as ordered directly on site, as part of the service
 - Increased turnover and sales due to results and target driven objectives
 - Improved perception of and engagement with customers through better marketing should ultimately and potentially lead to an increase in sales and turnover.



IN PRACTICE

A working example might be:

It is decided that, in order to engage with local professionals, businesses and a wider audience, and raise awareness of the company's product and service, a series of free advice workshops will be run, at the offices, with refreshments and 'get to know you' networking/social afterwards.

The Mint Mobile service would:

- Work with management to think through the exact details of the idea
 - Consider how and where the workshops will be promoted and firm up an action plan to attract delegates eg. which magazines to advertise in, which networking groups to attend, leaflet drops, shortlist of direct sales calls and email contacts
 - Design a branded theme/style for the workshops with a headline, icons, images, description etc
 - Write the content for promotional materials
 - Design and organise print of eg. flyers, postcard, press advertising
- Design a website advert
 - Update website, to feature a promotional advert on home page, with link to booking form and contact details
 - Design and plan a social media campaign
 - Design and prepare materials for the Workshops such as delegate packs, PowerPoint slideshow
 - After workshops have run, review results and it's success, and plan a follow up campaign
 - Consider whether to repeat or modify the idea in the future, based on costs v results.