

GUIDE TO OUR SERVICES

WeMakeit

Hello!

We have prepared a presentation for you that comprehensively describes each of the services we offer.

Find out:

- What types of problems do we solve?
- What exactly is the ordered service – the activities it includes.
- What are the benefits your brand will gain?

Enjoy your reading!

The We Make It Team



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MARKETING STRATEGY



THE PROBLEMS WE SOLVE:

- You do not have clearly defined company goals and a clear understanding of how to achieve them.
 - You rely on incomplete information through a lack of proper market analytics.
 - You make the wrong organizational decisions and waste your budget by taking imprecise actions.
 - You rely on your own knowledge or the knowledge of people who aren't experts in your field.
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MARKETING STRATEGY





SERVICE DESCRIPTION:

A marketing strategy is a foundation for all marketing activities. We will prepare for you a document containing elements such as:

MARKETING ANALYSIS:

- BUSINESS CONTEXT OVERVIEW – this section is a prelude to further analysis.
- PESTEL – analysis of the key factors affecting the business.
- COMPETITION ANALYSIS – a list of entities in the brand's competitive environment and an analysis of their social media activities.

PROJECT ANALYSIS:



- SWOT ANALYSIS – presents the company's strengths and weaknesses, as well as opportunities and threats, along with a matrix of relationships and recommendations for a specific strategy.
 - TONE OF VOICE – is the brand identity describing the tone and characteristics of communication.
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MARKETING STRATEGY



- CUSTOMER SEGMENTATION - this is an analysis that focuses on dividing the market into smaller groups called segments. It outlines their specific needs, preferences, demographic criteria, etc., and enables companies to tailor their activities to the needs of different audiences.
- BUSINESS MODEL CANVAS - is a business model developed together with the client.
- RECOMMENDATIONS - advice on what to do to make operations more effective and meet goals consistently.



TACTICS:

- SALES LEAD - is the established path for effective customer acquisition.
 - STRATEGIC ASSUMPTIONS - is a determination of the long-term results to be achieved by the implementation of activities.
 - OBJECTIVES - defines measurable results determined by the SMART method
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MARKETING STRATEGY



BENEFITS FOR YOUR BRAND:

- Through the analysis, you will get to know the market and make employees aware of the project.
 - You will receive an action manual, which you can use yourself or pass on to other entities performing specific tasks for you.
 - You will receive a description of the quickest way to increase sales of your products or services.
 - The most effective solutions will be achieved through the collective knowledge of experts from many marketing fields.
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MARKETING PLAN

THE PROBLEMS WE SOLVE:

- You do not have a strategy for managing social media.
- You have a limited understanding of the characteristics of each media channel.
- Although you consistently run social media, you do not see results in the form of increased reach.
- The advertising costs you are incurring are not translating into sales (low conversion).

MARKETING PLAN

SERVICE DESCRIPTION:

The marketing plan includes detailed activities that contribute to achieving the goals of the marketing strategy. It consists of such elements as:

SOCIAL MEDIA PLAN – we define channels, formats (e.g., short video, post, animated post, poll, etc.), and communication methods, along with the frequency of adding content. Communication is prepared in the context of promoting the brand, as well as what we will communicate to the audience.

ADVERTISING PLAN – we plan an advertising campaign, such as a Google Trends analysis, a campaign schedule, a budget, a definition of personas (campaign audience), and a Facebook audience.

BENEFITS FOR YOUR BRAND:

- You will know what, where, and when to post on social media to increase reach.
- To achieve your conversion goals, you will learn what conditions an effective ad campaign should meet.

BRANDING



PROBLEMS WE SOLVE:

- You have a poorly executed or missing visual identity for your brand. This leads to the product not being memorable for potential customers.
- You lack graphic components for use in both digital and physical brand communication media.
- You lack standardization or consistency of visual identity components.



BRANDING



SERVICE DESCRIPTION:

Project branding consists of such elements as:

LOGO DESIGN - after an interview with the client, we make three proposals, and one of them is chosen for further development. We submit it in color, achromatic version, in the form of a raster file (a grid of colored pixels) and a vector file (a grid of points that can be freely scaled). We also include colors and fonts.

KEY VISUAL -we make a graphic theme that will appear in all advertising materials and brand communication media. We prepare templates for social media graphics and three preliminary concepts, including a representation of the color scheme, fonts, and graphic elements. After the client selects the right concept, we prepare nine graphic templates. The files are editable in Figma (.fig) and Illustrator (.ai) and in .pdf and .png formats.



BRANDING

BASIC BRAND BOOK – is a standardization, description of elements, and examples of how to use a logo. Fonts, colors, safe areas, and minimum sizes of elements are included in it, as well as allowed and not allowed uses of the logo.

EXTENDED BRAND BOOK – (created on the basis of key visual and logo design) contains all the basic elements of the basic brand book, plus the use of fonts, colors, and graphic elements in brand identification, concept, recommendations, as well as examples of use.

BUSINESS / VISITING CARDS – we prepare business card designs in two layout proposals. They are double-sided.

BRANDING



BENEFITS FOR YOUR BRAND:

- A prepared visual identity allows you to work within its framework for an indefinite period.
- We will create the most professional and precise graphic representation of your brand.
- Brand recognition will be significantly increased.
- Thanks to our actions, the brand will appear in the consciousness of the audience through associations.
- You will learn how to use your logo to fully exercise the right to your intellectual property.

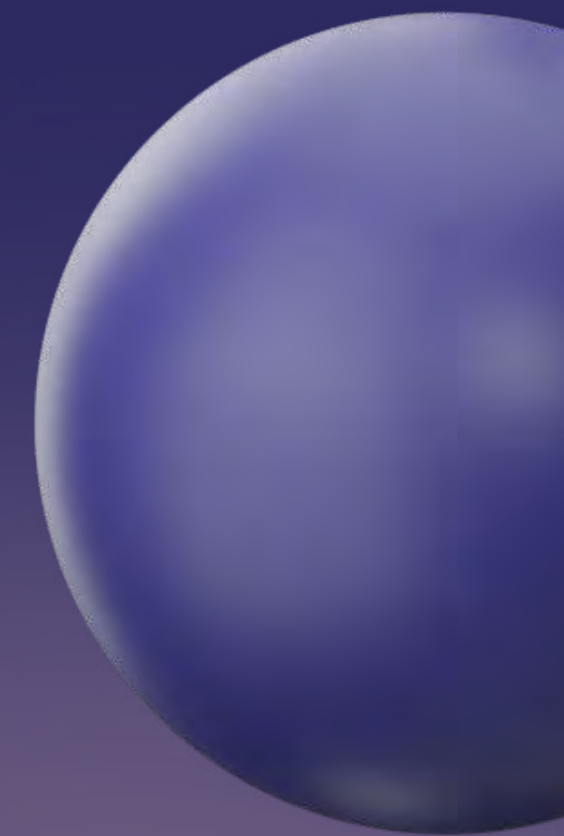


PAID ADS



THE PROBLEMS WE SOLVE:

- The budget is being wasted on ineffective ads.
- Your ads contain text that is not adequately written.
- You have difficulty setting up ads on Google or social media.
- Your product or service sales are declining.
- The graphics you display to your customers are not properly designed.
- You don't understand the characteristics of social media and its audience.



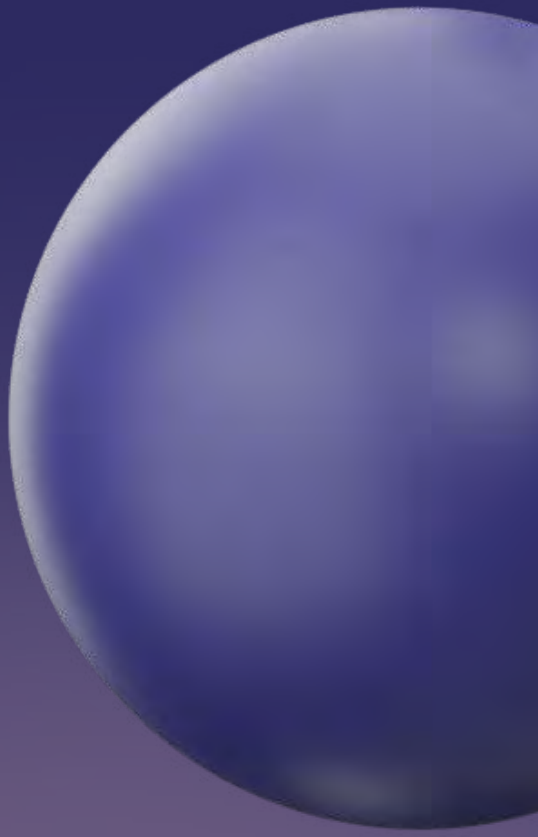
PAID ADS



SERVICE DESCRIPTION:

PAID ADS – our specialists prepare ads for selected platforms such as Google, Twitter, Facebook + Instagram, LinkedIn, TikTok, YouTube, and Programmatic from the visual, content, and analytical side. The creation of an advertisement is a joint effort of a graphic designer, copywriter, and paid ads specialist. They work together to create a high-quality, targeted campaign aimed at a specific goal, such as product sales or website visits. The service may also include the setup of advertising accounts on selected platforms.


BENEFITS FOR YOUR BRAND:

- You will increase sales of your products and services.
 - You will improve the level of awareness of your brand.
 - You will achieve your conversion goals, such as gaining a mailing base.
 - You will acquire brand prosumers, i.e., people who will organically recommend your brand.
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MANAGING SOCIAL MEDIA



THE PROBLEMS WE SOLVE:

- Your brand's recognition is poor.
 - Your business doesn't have a sales funnel, or it's not built properly.
 - There is a low number of followers.
 - Your profile does not have comments or reactions under posts.
 - You are not fully aware of the characteristics of a particular medium.
 - You have a low reach on the post because you do not add the correct hashtags.
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MANAGING SOCIAL MEDIA



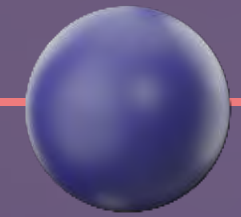
SERVICE DESCRIPTION:

Running social media consists of elements such as:

POSTS – creation and posting on platforms like Twitter, Facebook, Instagram, LinkedIn, TikTok, YouTube, and Pinterest. An experienced social media specialist works closely with a graphic designer and copywriter to prepare posts that will allow you to improve the reach of your page and reach a larger audience. The service may include setting up a profile on the chosen medium and managing it, i.e., responding to comments, handling inquiries, etc.

MODERATION – can take place on platforms such as Facebook, Instagram, Twitter, TikTok, LinkedIn, YouTube, Discord, Telegram, and Reddit. An experienced moderator takes care of answering messages regularly and acts as support.

MANAGING SOCIAL MEDIA



BENEFITS TO YOUR BRAND:

- Social media is your business card; if properly conducted, it will directly influence sales of products or services.
- You will improve recognition.
- We will achieve organic reach through interesting posts and gain loyal followers.
- You will take advantage of online trends and increase brand popularity.

BUZZ MARKETING



PROBLEMS WE SOLVE:

- Negative feedback in forums or comments.
- Your brand may have an inconsistent image.
- The discussion in comments is lacking in naturalness due to improper actions from other buzz marketers



BUZZ MARKETING



SERVICE DESCRIPTION:

BUZZ MARKETING - is a service that involves posting, commenting, and interacting with users of a particular platform. An experienced buzz marketer can positively influence a brand's PR, resolve an image conflict, or educate other users about a product or service. He or she can work on any platform, most often on Facebook, Twitter, and thematic forums. Engaging accounts other than your own is important in building what is known as "social proof," the phenomenon of building positive collective beliefs about your project through natural discussion in the comments.

BRAND BENEFITS:

- A natural conversation in the comments will generate interest in your brand.
- Enjoy a lack of heckling and negativity by breaking down possible objections in comments or forums.
- You can quickly resolve image issues as soon as they arise.

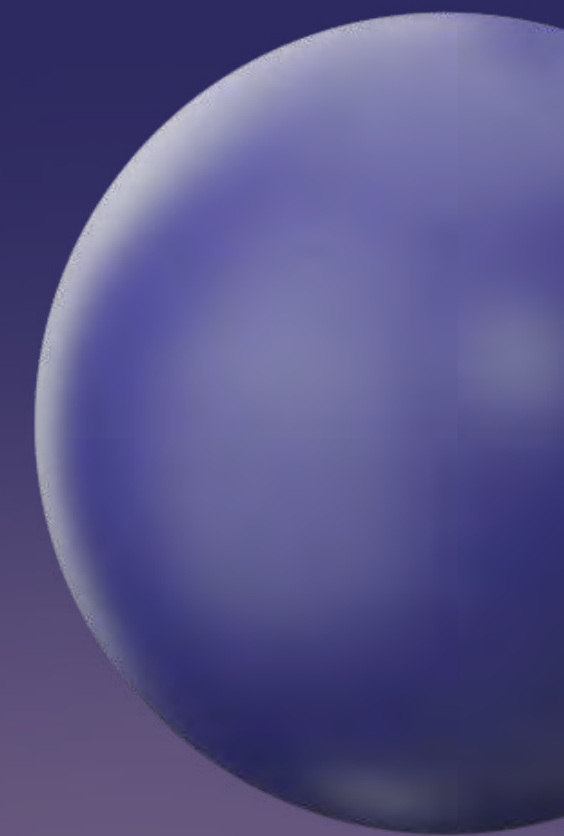


COPYWRITING



THE PROBLEMS WE SOLVE:

- The recipient has difficulty understanding the product or service due to a lack of a blog that educates on the topic.
- There is a lack of technical documentation that may discourage customers.
- Articles may be written in the wrong way, with too little detail or too complex.
- The SEO incompatibility of articles may make it difficult to find them on the Internet.



COPYWRITING

SERVICE DESCRIPTION:

COPYWRITING - is the preparation of substantive content, texts for the website, and the creation of the story of your project through daily communication with the audience. Thanks to the results of the work of an experienced writer, your brand will enjoy continuous interest.

TECHNICAL WRITING - includes the preparation of technical documentation of the product. An experienced technical writer can draft a whitepaper and pitch deck, as well as blog posts and articles related to IT/blockchain/Web3. This is ideal for tech companies that want to educate their audiences about the functionality the product offers.

COPYWRITING

BRAND BENEFITS:

- Blog articles can make it easier for your audience to understand your product or service.
- Consistent technical documentation is the foundation of your company's success.
- By creating marketing-oriented articles, you will increase sales of your product or service.
- By writing according to SEO practices, you will make your articles easier to find on the Internet.
- We will ensure that your articles are memorable thanks to the appropriate texts and graphics we prepare.

INFLUENCER MARKETING

THE PROBLEMS WE SOLVE:

- Your brand has a limited social media reach.
- Your product or service has a low sales performance.
- You have trouble breaking through in highly competitive businesses.
- You lack the proper knowledge to analyze a social media influencer properly.

INFLUENCER MARKETING

SERVICE DESCRIPTION:

INFLUENCER MARKETING – is a service that aims to select an influencer (based on a detailed audit) and establish a partnership. Influencers will use their large number of followers to promote your product or service. By delegating influencer marketing, you can ensure that the person promoting your brand will have an authentic profile with a broad community.


BRAND BENEFITS:

- You will achieve a greater reach on social media.
- You will build a loyal community.
- You will increase sales of your product or service.
- Sustained promotion – YouTube videos are played at different times, and new people are joining the channel's audience constantly.

MARKETING CONSULTING



PROBLEMS WE SOLVE:

- You've watched a webinar on a particular area of marketing and implemented solutions, but the solution still isn't working.
 - You need help understanding your chosen area of marketing.
 - You are losing the budget by not meeting all the conditions for a given solution to be effective.
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MARKETING CONSULTING



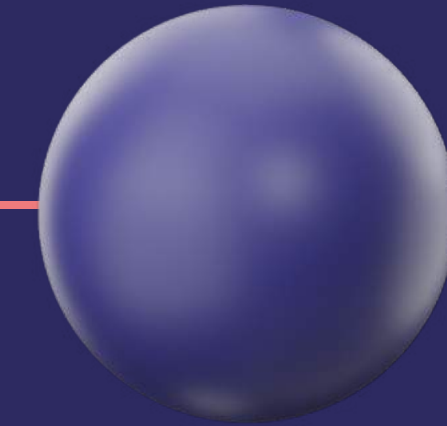
SERVICE DESCRIPTION:

MARKETING CONSULTATION – allows you to have a personalized approach to your brand. Webinars and YouTube videos can be helpful, but the most effective time- and cost-saving solution to a problem is a private consultation. Delegate your problem to experienced professionals who will work together to find a solution for you

BRAND BENEFITS:

- From a specialist in your business area, you receive a personalized approach.
 - Solutions that you can implement yourself, or we can do it for you.
 - No need to spend time looking for solutions on your own that may not be suitable for your problem.
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WEBSITES



PROBLEMS WE SOLVE:

- The website has an unattractive design, which is not appealing to audiences.
- Your website does not show up on the first pages of search engines.
- Inadequate UX/UI is making navigation difficult.
- You have improper descriptions or graphics on the website.
- The lack of automation makes you spend more time on things like responding to emails




WEBSITES



SERVICE DESCRIPTION:

Website development at We Make It is a collaborative effort of multiple professionals who will take care of the website from the code, graphics, text, and SEO/SEM side. Quality creation is a complex process that requires knowledge and experience. Once a website is created, it is a great tool for communicating and selling products and services.

BRAND BENEFITS:

- You will stand out from the competition.
 - You'll save time by making the website work in an automated way.
 - Effective UX/UI, which results in a better user experience on the website.
 - Refinement from the development side, allowing for more efficient performance.
 - You will enrich the website with professional graphics and text that inspires trust in the viewer.
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