



the brand buzz

menu of services

Why Rachel?

Big Thinker Meets Detailed Doer

Listening to my client's needs and dreams is the beginning. Then we craft the vision and objectives. Your brand achieves peak vitality through the attention to detail, infusing your marketing and operations.

The Basics

These are the tools that make things happen.

Ideation | Research | Strategy | Copywriting | Graphic Design | Website Development | Social Media

The Brand Manifest

Your go-to, Holy Grail, one-stop resource.

Keeps your employees, clients, and bottom line happy.

- Research Brief
- Competitive Analysis
- Comparative Analysis
- SWOT Analysis
- Brand DNA
- Target Customer Profiles
- Employee Profiles
- Job Titles/Descriptions
- Strategy: Social Media, Product, Experience, Culture
- Company Elevator Pitch
- Branded Graphic Mechanicals
- Visual Usage Guidelines
- Voice Style Guidelines
- Mood Boards
- Taglines
- Email Signatures
- Digital Stationary
- Business Cards
- Signage (internal/external)
- Brand Training
- Company Way of Life
- Go to Market Playbook
- BOH Motivational
- Merch Strategy
- Go to Market Playbook
- Community Relations Map
- Uniform Program/Dress Code
- Relationships/Partnerships
- PR Kit

All services are customizable based upon your needs and budget.





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Processes & Features

Go deep to grow BIG.
Start steady to win the race.

Discovery

Immersion

- Execs/Ownership
- Operations
- Client Experience
- Contextual Community
- Contextual Geography
- Digital Community

Research

- History
- Community Leverage Points
- Industry Analogues
- Industry Best Practices
- Cross Industry Inspirations
- Market Analysis
- Demo/Psychographics
- Industry/Social Trends
- Focus Groups
- Employee Round Tables
- Surveys

Brand DNA

Identity Statements

- Ethos
- Values
- Mission

Visuals

- Logo(s)
- Fonts
- Colors

Voice

- Tone
- Grammar
- POV

Personality

- Character
- Manifestations

Enhancements

Identity Infusion

- Culture, Culture, Culture
- Energy & Expectations
- Rites, Rituals, Milestones
- Operations Strategy
- Social Media Strategy
- Website Direction/Development

Visual Infusion

- Email Signatures
- Digital Stationary
- Business Cards
- Signage (internal/external)
- BOH Employee Motivational

Sensory Programs

- Scent
- Sounds
- Sight
- Taste
- Touch





Processes & Features

Can't stop. Won't stop.

Enhancements (cont.)

Experiences

- **Core**
 - employees, owners, investors
 - Culture, Development, Events
- **Clients**
 - Current and prospects
 - Sales Process, Product & Online Experience
- **Community**
 - Local, Industry, Digital
 - Internal, External

Communications

- 360° Evaluations
- Internal Strategy
 - Employee Newsletters
 - Messaging Platforms, etc.
- External Strategy
 - Customer Newsletters, Email Campaigns, Blog, etc.
- Public Relations
 - Boiler Plates, Press Releases, Press Kits
- Social Media
 - Content Strategy
 - Key Messaging
 - DM campaigns
 - Advertising
- Physical Space
 - Instagrammable Spots
 - Mood Matching

Optimization

Go to Market

- Turnkey Program for replicable or franchise model
- Based on:
 - CORE (employees, investors, owners)
 - CLIENTS (or customers)
 - COMMUNITY (internal/external)

Relationships

- Brand Council
- Community Advisory Board
- Company Way of Life
- Employee Think Tanks
- Ambassador Program
- Charities/Giving Back

Recognition Campaigns

- Internal
 - Employee Recognition
 - Member/Client Recognition
- External
 - Industry & Civic Awards

Merchandise

- Selection
- Messaging
- Promotion
- Cobranding & Cross Promos
- Design & Implementation of POD merch for website

HR Integration

- Internships
- Recruiting
- Interview Process
- Onboarding
- Uniform Program
- Continuing Ed
- Mentor Program
- Leadership Training
- Review Process
- Feedback Program
- Advancement Program
- Employee Incentives
- Exit Strategy
- Systems & SOP alignment

