



BRAND DEVELOPMENT

SERVICES

CREATED BY
COLLECTIVE WAYS

CONNECTING BRANDS WITH THEIR AUDIENCES

ELEVATE YOUR BRAND AND SOCIAL IDENTITY

ASK ABOUT OUR FREE BRANDING ASSESSMENT

ABOUT US

Collective Ways takes pride in your vision, understanding both your drive and passion for growth. **Our mission**, should you choose to accept it? To ensure your brand gets the attention it deserves. We are a full service **business start up and image branding practice** that offers a wide variety of customized **digital marketing** solutions, relevant and engaging **social media options** and **business start up services**.

London born and raised, we know business is constantly changing. We notice it in the way we shop or make a purchase, how we ask a question, when we advise and especially, in the way we engage new business opportunities. So, how do you adapt to the learning curve? By pairing with us. Our understanding of **digital marketing, business tools, niche markets, social media trends and steadfast competition goes unmatched**.

In this vast business pool, we continue to deliver an **out of the box outlook on creativity, innovative solutions and a much needed personal connection to every client** while we hold your vision in our hands, showing you endless possibilities.

SPOTLIGHT SERVICES

We offer a range of customized marketing solutions and startup services, including:

BUSINESS PLANS

Communicate your purpose and growth plan with a 20-40 page business plan, built with our world class template, generate cash flow projections and assistance while searching through funding options.

WEB DESIGN

Keep your brand engaging and relevant online with award-nominated website design, graphic design and brand-centric social media profiles.

CONTENT CREATION

Content is KING! Both visual and engaging written word, bringing a brand to life can speak volumes to your target audience, through photography, infographics, published articles, blogging and more.

DIY WORKSHOPS

For idea driven individuals, not all processes or best practices are well polished, We're willing to "hold your hand" and teach you about industry trends, standards and strategies to give your business an edge.

SOCIAL MEDIA

Being one of the most powerful tools in modern marketing practices, by integration of social linking, URLs, SEO implementation and relevant content creation can help you standout in a crowd

BRAND DEVELOPMENT

BUSINESS PLANS

\$999.95

WEBSITE DEVELOPMENT

\$2499.95

IMAGE BRANDING

\$3999.95

MARKET RESEARCH

\$999.95

MENTOR-SHIP & ADVISING

\$1749.95

SOCIAL MEDIA COACHING

\$249.95

BUSINESS **PLANS**

EXECUTIVE SUMMARY

BUSINESS PROFILE

SWOT ANALYSIS

MARKET RESEARCH

MARKETING STRATEGY

OPERATIONS

WEBSITE DEVELOPMENT

STRATEGIC PLANNING

WEBSITE DESIGN

GRAPHIC DESIGN

HTML/JAVA SCRIPT

MULTIMEDIA INTEGRATION

ONLINE MARKETING & SEO

E-COMMERCE

IMAGE BRANDING

WEBSITE DESIGN

GRAPHIC DESIGN X 2

LOGOS X 3

(LOGO, HEADER, FOOTER)

BANNER ADS X 2

BUSINESS CARD DESIGN X 1

(ADD-ON OPTIONS)

IMAGE BRANDING

SOCIAL MEDIA COACHING
(ONE ON ONE) OR (GROUP RATES)

BONUS VALUE

SOCIAL MEDIA SETUP X 5

LANDING PAGE OR SUBSCRIPTION
PAGE

ADDITIONAL ADD-ONS AVAILABLE

MARKET RESEARCH

SWOT ANALYSIS

TARGET AUDIENCE

DEMOGRAPHIC

GEOGRAPHICAL LOCATION

SURVEY CONSTRUCTING

COMPETITOR RESEARCH

BUYER PERSONAS

MENTORSHIP & ADVISING

3 MONTH DURATION

IN OFFICE/ON CALL SUPPORT
(4 HOURS WEEKLY)

STRATEGIC PLANNING

MARKETING STRATEGY

OUTREACH CAMPAIGN
(CHOOSE ONE)

B2B/B2C/NETWORKING OR SOCIAL MEDIA

FINANCIAL OBJECTIVES & FUNDING

SOCIAL MEDIA **COACHING**

SOCIAL MEDIA TOOLS

SOCIAL LINKING AND URLS

SEO INTEGRATION

AUTOMATED SCHEDULED
PUBLISHING

INSIGHTS & ANALYTICS

VOLUME ADJUSTMENTS

RELEVANT & ENGAGING CONTENT

CASE STUDY 1



ABOUT

The Fox & Fiddle London is an authentic English pub crafted for your taste buds and built with an atmosphere here for non stop entertainment. Choose between tasty eats, frothy treats or stay out and enjoy live entertainment at the fox hole.

ISSUE

Starting back in November 2017, our relationship with The Fox & Fiddle London had gone SEVERAL years back. So, when they asked us to come on board to improve their social presence and help them with their local advertising, we said YES!

THE FOX & FIDDLE

TISSUE

From content writing to graphic design, social media setup and social media management, we've helped them increase their guest attendance by 32% and put them on the map within the heart of downtown and the tourism district.

CASE STUDY 2



ABOUT

Ticketwindow is one of Canada's fastest growing ticket agents, providing the option for online web-sales, mobile compatibility, remote ticket sellers through retail outlet locations for instant tickets printed on the spot, and a call center for a wide variety of clients no matter how small or large the event.

ISSUE

Ticketwindow came to us with an idea to integrate social media marketing with their advanced mobile friendly ticketing system, so that their clients and event planners could engage with fans, patrons and venues at the tip of their fingers.

TICKETWINDOW INC

TISSUE

Collective Ways also jumped on board to assist them with content writing, website/graphic design and social media management to help them expand within the social realm at a staggering 36% in VIS organic weekly growth rate.

We look forward to
partnering with you.

Don't forget to follow us on
social media for updates on
services and trends.



www.collectiveways.ca

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