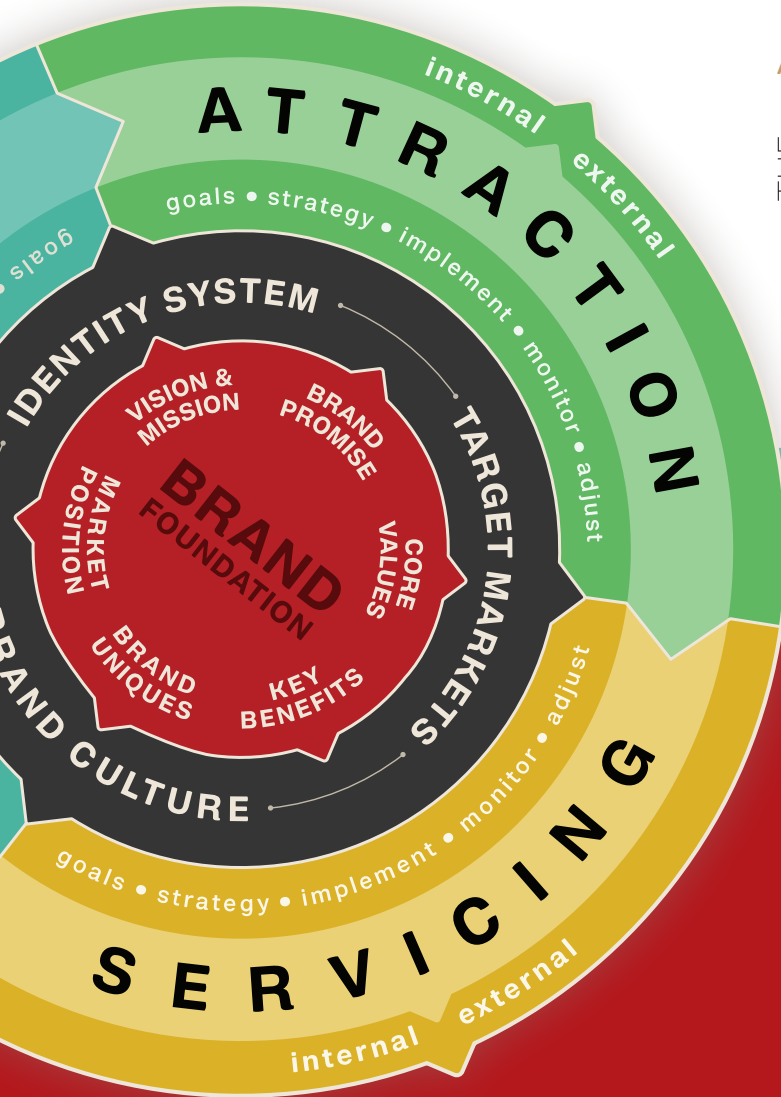




BUILD BETTER BRANDS

AND

THE DESIGN WORKS.COM
DEFINE | DESIGN | DIRECT | DELIVER



BRAND MARKETING MATTERS

Red Chalk Studios and The Design Works are a collaborative team dedicated to developing, implementing and managing smart, measurable and game-changing brand, marketing and business solutions.



The Power of Building Your Marketing Program From the Inside-Out

Every successful brand is built on having a strong core foundation and marketing tactics that radiate brand-centric strategies. This we know. We also know that incredible things happen when we partner with businesses that embrace brand-thinking.

You deserve to have a team who has in-depth knowledge about and experience in your industry, and is passionate about helping your business succeed.

You deserve professional strategists and creatives who are highly-skilled, go the extra mile or five, and deliver above expectations.

You deserve a team who knows how to leverage your investment into stronger returns.

Let's get started!

OUR SERVICES



As your brand and marketing partner, our expertise and capabilities help bring visions and strategies to fruition. Red Chalk Studios and The Design Works have decades of experience developing tailored, smart, beautiful solutions and experiences that better attract, engage and convert audiences into customers, and customers into advocates.

BRAND MARKETING STRATEGY DEVELOPMENT & MANAGEMENT

- Brand Foundation Principles
- Brand Culture
- Customer Profiles
- Customer Journeys
- Brand Archetypes
- Marketing Planning
- Media Buying
- Customer Experience
- Customer Data Management
- Content Development
- Marketing Channel Management
- Activity Monitoring, Assessing, Optimizing, Reporting
- Marketing Strategy and Tactic Coaching

BRAND IDENTITY DEVELOPMENT & MANAGEMENT

- Naming
- Identities
- Taglines
- Iconography
- Brand Visuals
- Brand Books/Guidelines

VMX POS STRATEGY & MANAGEMENT

- VMX Transition Management
- VMX Inventory Management

CONTENT & COMMUNICATION MARKETING

- Social Media Marketing
- Email & Text Marketing
- Video Production & Editing
- Blog Content
- Public Relations
- And More

ADVERTISING

- Media Strategy & Buying Management
- Digital (search, display, retargeting, etc.)
- Social Media
- Broadcast
- Print
- Direct Mail
- Outdoor
- And More

RETAIL / EXPERIENCE

- Retail Systems Design
- Signage & Wayfinding Systems
- POP Systems
- Event Experience
- Packaging
- And More

WEBSITE, E-COMMERCE

- Strategic Planning
- Back-end Development
- User Experience
- Content Development & Implementation
- eCommerce Strategy & Management
- Online Catalog Management
- Search Everywhere Optimization (SEO) Strategy + Management
- Asset Management
- Ongoing Management
- Managed Hosting & Maintenance

SOCIAL MEDIA

- Strategic Planning
- Coaching/Directing
- Full Channel Management
- Content Development
- Monitoring & Assessing
- Reputation Management

MARKETING ASSET DEVELOPMENT

- Publications
- Sales
- Promotional Items
- Wearables
- Manuals
- Team-building Collateral
- And More

DEVELOPING YOUR MARKETING PLAYBOOK



Your Marketing Playbook provides the foundation for your Marketing Plan. Smart marketing is knowing the people you're trying to reach, where to find them, how to motivate them into action, and how to keep them coming back. Before deciding what marketing tactics *you think you need*, it's important to identify the opportunities for *the right tactics* needed to *reach your goals*.

INFORMED OUTCOME

You will be better positioned to make informed brand management and marketing decisions with both your internal and external teams.

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Your marketing team will be positioned to develop messaging and creative that reaches your customers in the right place, at the right time, for the right reasons.

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You and your marketing team will be positioned to build marketing and sales initiatives that work with the informed purpose and direction.

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You and your marketing team will be positioned to create and manage tactics that strengthen and grow customer loyalty and advocacy.

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You and your marketing team will be positioned to help your internal team succeed in their efforts.

OUR PROCESS

- **On-site Visit** to meet with the stakeholder team to gather information on your facility, location, market area, product mix, operation systems, merchandising, signage, traffic flow, staff, vibe, access, internal resources, etc. needed to...
- **Identify Key Business & Marketing Objectives**, including business goals, marketing goals, historic customer data, etc.
- **Research Competitive Landscape and Market Demographics** based on your geographic market.
- **Develop Ideal Customer Segment Profiles**, identifying primary and secondary groups, demographics, goals and motivators, pain points, behaviors and preferences, influences and decision-making factors.
- **Map Your Customer Buying Journey** based on your primary audiences (max five) through the Awareness, Consideration, Purchase, Service and Loyalty phases.
- **Audit & Assess Current Marketing & Advertising** to assess current strategies, goals, tactics, strengths and opportunities (based on the above). Assets to audit include (at a minimum) your **Brand Foundation Principles, Website, Local SEO, Social Media Marketing, Advertising Programs and Campaigns, Sales and Marketing Collateral, In-store Marketing, and Loyalty Programs**.
- **Develop Prioritized Recommendations & Initial Plan to Achieve Brand, Business and Marketing Goals** based on the results of all the above. Your Marketing Playbook identifies brand and marketing opportunities, recommended priorities, advertising opportunities, and brand marketing management options. With this information, you'll be in the best position to implement your strategic marketing plan.

DEVELOPING YOUR BRAND FOUNDATION PRINCIPLES



Having a strategically-developed Brand Foundation allows your internal and external teams to work from a brand blueprint with clearly defined intentions, personality, voice, tone, values, and more. Working from this blueprint is the difference between just running a business and growing a valuable, focused, and relationship-building brand. It's the difference between competing smarter and being indistinguishable from everyone else.

BRAND FOUNDATION PRINCIPLES:

KNOW WHERE YOU STAND IN THE MARKETPLACE

Business & Brand Objectives, Strengths, Challenges, Threats, Opportunities

DEFINE WHO YOU ARE AS A BRAND

Vision, Mission, Brand Archetypes, Voice & Tone, Core Values

HOW YOU DELIVER THAT DIFFERENTIATES YOUR BRAND

Value Proposition, Brand Position, Brand Idea *as they relate to your ideal audience(s)*

THIS INFLUENCES YOUR

IDENTITY SYSTEM: Names (business, programs, products and services), Taglines, Logos, Domain Names, Visual Systems

BUSINESS DEVELOPMENT & MANAGEMENT: Programs, Services, All Communications

BUSINESS CULTURE: Values, Mindset, Team-building, Environment

MARKETING STRATEGIES & TACTICS: Attraction, Conversion, Servicing & Retention Strategies, and Tactics

INFORMED OUTCOME

- You'll understand your key differentiators and how to leverage them
- You'll understand the people you need to attract and the needs you fulfill
- You'll know the value you're providing, who you're providing it for, and why they should care
- You'll have defined your distinct brand personality, voice and story, and understand how they impact your culture and marketing
- You'll have tools you need to provide a strategic, calibrated, cohesive and comprehensive brand direction for your company to include key messaging direction and strategies

Developing Your Customer Personas...

A customer or buyer persona is a fictional representation of an ideal or typical customer. It is created based on research, data, and insights gathered about real customers. Knowing your customer personas helps your business better understand and empathize with your desired audience by defining their characteristics, behaviors, needs, and preferences.

Developing your customer personas involves collecting and analyzing data from various sources such as market research, customer surveys, interviews, and marketing property analytics. This information is used to identify common patterns and traits among your customers.

By defining your customer groups this way, your business can develop targeted marketing campaigns, design products or services that resonate with YOUR audience, and provide personalized experiences.

Identifying personas helps ensure that your business decisions and strategies are customer-centric, leading to better customer engagement, satisfaction, and ultimately, business success.

KEY ELEMENTS NEEDED FOR CUSTOMER PERSONAS:

DEMOGRAPHICS: This includes age, gender, location, occupation, and other relevant demographic information that helps categorize the customer.

BACKGROUND: This covers personal and professional background details such as education, career, and family status.

GOALS & MOTIVATIONS: Understanding what drives the customer and what they aim to achieve helps businesses align their products or services to meet those needs.

PAIN POINTS & CHALLENGES: Identifying the problems or challenges faced by your customer enables you to develop solutions that address those pain points.

BEHAVIOR & PREFERENCES: This encompasses the customer's shopping habits, preferred channels of communication, online behavior, and preferred interactions with businesses.

INFLUENCES & DECISION-MAKING FACTORS: Knowing what influences the customer's decision-making process, such as recommendations, reviews, or price, helps businesses tailor their marketing strategies accordingly.



Identifying Your Customer's Journey...

A customer journey is the story of a person's experience with a business or brand, from when they first hear about it to when they make a purchase and beyond.

Your goal for them along this journey is to get them to KNOW you, LIKE you, and TRUST you.

A customer journey typically consists of multiple stages, which may vary depending on the industry and the specific business.

However, a typical customer journey can be divided into the following stages: Awareness, Consideration, Decision, Purchase, Service, and Loyalty.

Understanding your customer's journey is crucial for your business! It helps to identify pain points, opportunities for improvement, and areas where you can enhance the overall customer experience.

By mapping out each unique customer journey, you can design targeted marketing campaigns, optimize your touchpoints, and provide personalized experiences to better meet customer expectations and build long-term relationships.



AWARENESS

This is where the customer becomes aware of the existence of a product, service, or brand. It can occur through various channels such as advertising, social media, word-of-mouth, or online searches.



CONSIDERATION

Once the customer is aware of the product or service, they move into the consideration stage. Here, they gather information, compare alternatives, read reviews, and evaluate whether the offering meets their needs or preferences.



DECISION & PURCHASE

In this stage, the customer decides to make a purchase or engage with your business. They may choose a specific product or service. The customer makes the actual purchase, whether offline or online, and completes the transaction.



SERVICE

After the purchase, your customer's journey continues. This stage focuses on their experience with the product or service they bought. It includes factors such as customer support, product performance, satisfaction, and potential loyalty.



LOYALTY & ADVOCACY

If your customer has a positive experience, they may become advocates for your brand and share their positive opinions with others through reviews, social media, or personal recommendations. This can lead to additional awareness and acquiring new customers.



Kim Nelson • Owner

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Red Chalk Studios builds and strengthens businesses through powerful brand communication strategies, marketing, design, development, and implementation.

We serve a wide range of industries—from retail to corporate to nonprofit—and leverage our extensive experience to enhance branding and marketing programs for Independent Garden Centers.

Kim, owner of Red Chalk Studios, has worked in the creative and marketing industry for over thirty years, serving both regional and national clients. Her specialties include evaluating, strategy, conceptualizing, designing, implementing, and managing comprehensive brand engagement and marketing programs and teams across both consumer and corporate sectors.

Kim's strengths lie in her ability to build brands and marketing programs from the ground up—strategy through execution—while remaining focused on clear communication and cohesive brand experience. She serves as creative director, as well as brand and marketing strategist, for all of Red Chalk's clients.

She has been a guest lecturer on brand thinking at the College of William & Mary, taught brand development strategy at Old Dominion University, and received several ADDY Awards. She graduated *magna cum laude* with a degree in graphic design from the University of Maryland, Baltimore County.

See the full Red Chalk team, project examples and success stories at RedChalkStudios.com

Steve Kendall • Owner

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As a service provider for The Garden Center Group, Steve serves as its "Marketing Maestro." A seasoned marketing professional, he brings strategic vision and leadership to help both our team and our clients thrive in the competitive garden center industry.

For over forty years, Steve has been defining, designing, developing, and delivering marketing solutions to independent garden centers. His extensive skill set includes marketing consulting, brand development, advertising campaigns, print and web design, video production, digital marketing, POS information management, and data analysis—with specialization in VMX. This diverse expertise enables him to help businesses build strong brands and achieve sustainable growth.

Steve's experience spans the entire garden center industry. He has worked successfully with a wide range of clients, including retail garden centers, growers, manufacturers, distributors, buying groups, and national trade associations. This breadth of experience gives him unique insight into the industry's dynamics and challenges, making him a valuable resource for targeted marketing solutions.

Steve offers critical perspective on how every element of a business—property, place, products, price, people, and process—contributes to marketing success.

Steve and Kim's holistic approach ensures that a business's brand delivers a complete and compelling customer experience.

We're your full-service team! The combined team offers a comprehensive range of expertise, fulfilling roles that include marketing strategist, brand strategist, public relations director, media buyer, data analyst, digital marketing manager, creative director, web developer, graphic designer, copywriter, videographer, video editor, animator, and photographer.