



WELLKNOWN

DESIGN | MARKETING | MEDIA | WEB

SERVICES + PRODUCTS CATALOGUE

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The **WELLKNOWN** company is a full-service marketing agency that overcomes the mediocre and the boring.

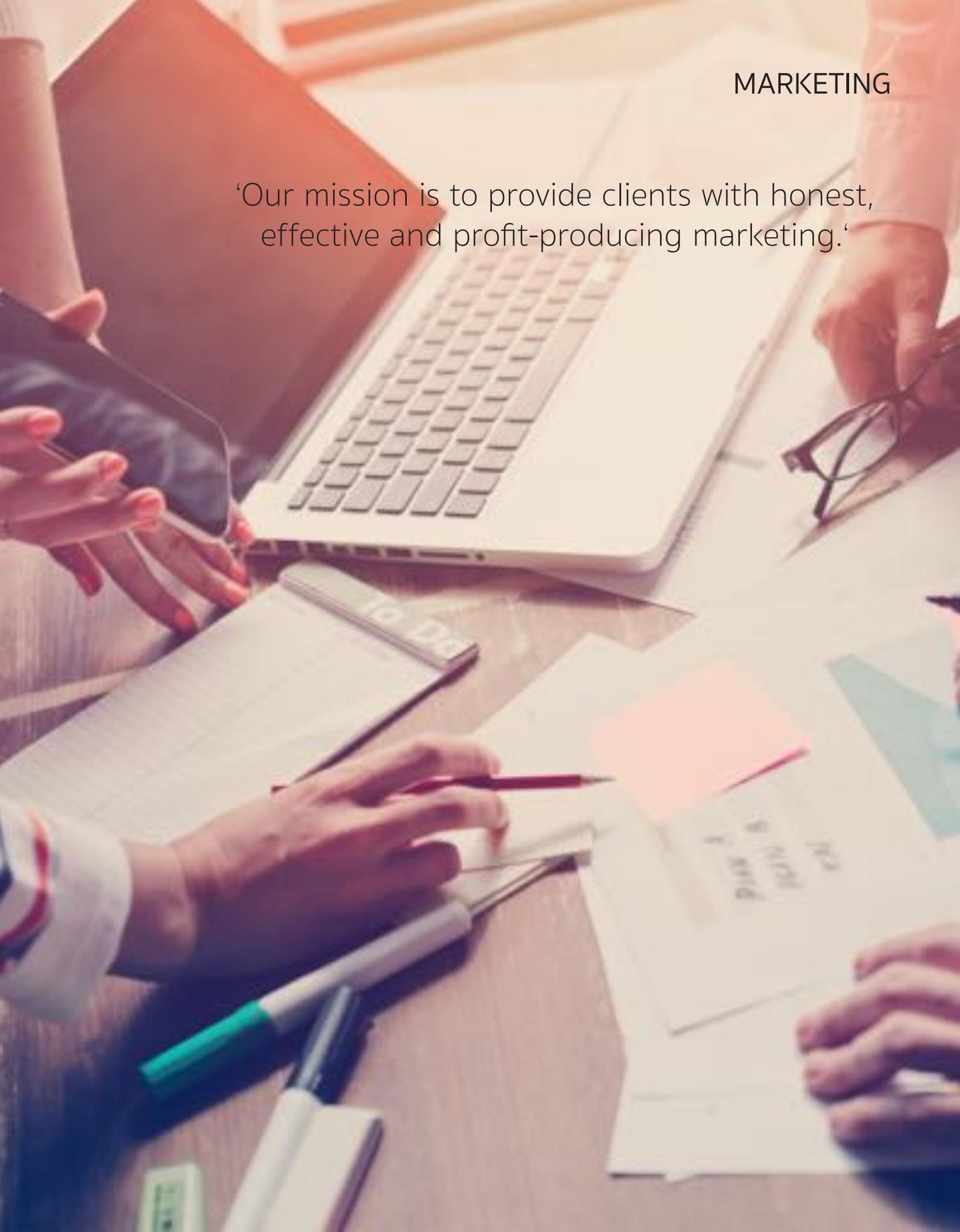
Our team excels at conceptual thinking, strategic planning, crafting brands, designing advertisements and developing websites.

We strive to take business owners to new heights, assist community members, and grow the local economy.



MARKETING

‘Our mission is to provide clients with honest, effective and profit-producing marketing.’



STRATEGIC PLANNING

We love numbers, and we love boardrooms.

Population, digital traffic, and economic reports fuel our brainstorming sessions with business owners.

Every week we tackle our client's advertising accounts. Marketing plans are reviewed, messages are fine tuned, and analytic reports are generated.

Your success remains at the forefront of our minds.



COLLABORATION

We have extensive working relationships with a variety of professionals. Our collaborative efforts with photographers, videographers, drone pilots, radio producers, and art departments allow us to find the best suitable match, curate quotes and manage the creative process.



MARKETING

Comprehensive experience has given us great insight into the Muskoka business owner's advertising and marketing needs. Our detailed and forward-thinking concepts have helped a variety of local owners achieve new heights of profitability, through marketing and advertising. We help you save money by quickly determining if a business idea is viable, and the return on investment feasible. It's like having your own in-house marketing department - the entire kit and caboodle. We come in and act as your full-time creative marketing department. We balance our time between planning, creating, executing and managing all of your advertising needs.

The process starts as we build your company a strategic marketing plan that includes goal setting, reviewing your brand, conducting market research, and determining budgets and timelines. We ascertain your company's viability and profit feasibility by, researching target populations and demographics using municipal, district and province-wide analytic reports. By investigating and determining economic growth potential, we are ready to project advertising content and marketing mediums. Subsequently, we procure quotes from printing houses, media publications and other advertising mediums. Action plans with objectives and deadlines are established. Marketing meetings are created and led, as per your company's request.

We design a 12-month marketing spreadsheet to project advertising budget, as well as manage and update monthly expense reports. By collecting and interpreting reports generated by digital platforms and/or company employee feedback, we are ready to conduct monthly meetings that address advertising outcomes. Only when all the planning and budgeting is in writing, do we start rolling out the creative. That's when the fun begins!



MARKETING

We are passionate about design! From custom ads for newspapers, magazines and tourism publications, to business cards, letterhead, rack card, display materials, trade show booths and swag, print ad design and advertising account management are key. We collect quotes from various printing houses and product companies, and then transmit files and oversee ordering and delivery to and from them. We provide camera-ready ads to publication print departments, create script for radio advertising, and write story boards for commercials.

From international magazines to hyper-local print media, we have valuable working relationships with a variety of publications. Our seamless work with magazine writers, newspaper journalists, radio stations, online news, photographers, videographers, sales reps and art departments, allows us to better manage your accounts and ensure the greatest return on your investment. In addition to our broad reach, we have honed our ability to market to the local seasonal resident and/or visitor. We have a firm grasp of the nuances when advertising to a part-time demographic, and have crafted excellent strategies to reach the cottager.

Our social media ad design and account management provide custom digital ads using video, stock and/or professional photography, and create and manage digital ad campaigns on social media platforms. Analytic reports are created to manage and report on social media campaigns. In addition, we offer MailChimp, Constant Contact and Emma software platforms to build email and/or manage newsletter contact lists. We create content with stock or custom images, and copy and report on email and/or newsletter analytics.

We are accomplished in creating and marketing sale events, product campaigns or business promotions. We create your company's trade show exhibits, including the design of banners, table displays, swag and handouts. We manage press releases to media. We research and bring marketing opportunities to your company on an ongoing basis. We connect with business groups for cross-promotion opportunities, and we investigate industry related events and trade shows.

With your new marketing strategy comes the need to train your sales staff. We conduct workshops addressing sales, customer service and your staff's role in the company's marketing goals. From the back of the house to the front-line and right out the door, your brand and message remain concise and strong.



BRANDING



BRANDING

What makes branding successful? It starts with helping your marketing team understand your company or organization's objectives. In doing so, we determine the company practices that influence your customer's perceptions, assumptions and brand loyalty. We design branding that showcases and communicates the essence of your company or product.

Our designers will develop the perfect name, create an authentic logo, write the ultimate tag line, design jaw-dropping print materials and construct a robust advertising strategy. Our targeted creativity has relevance and purpose. It is built on real insight from you and your customers. We inject originality and 'cool factors', but never at the expense of effectiveness.

After conducting R&D, we create a Brand and/or a Re-branding strategic plan that determines brand focus, attributes, personality and values. This clarification assists in the creation of a company mission, vision and/or philosophy statement. By pinpointing customer benefits, assumptions and perceptions, we are then ready to develop company and/or product name(s), logos, taglines and slogans. The next step, after identifying mediums for brand communication advertising, is to create a brand protection strategy and management plan by assisting with trademarking protocol.

We design stationary, branded swag, promotional materials, labels and packaging - all part of the development plan to take a product to market. A digital online presence using social media platforms is crucial, along with the design of POP displays, interior and exterior signage, and an e-commerce based website – all part of our genius!!



PRODUCT PHOTOGRAPHY



PRODUCT + RETAIL MARKETING

A product may introduce you to the brand, or the brand may introduce you to the product. Either way, the two are connected. The stronger the connection, the more likely your brand will grow in the minds of your consumers. It is this umbilical cord of perception and recognition, from product to brand and back again, to which the **WeillKnown** team is committed.

Beginning with consumer research, followed by package and label design and promotional materials, all the steps in taking your product to market are expertly covered. Once your product hits the shelves, we create experiential interactive marketing that has customers fully engaged in your company.

Marketing includes a portfolio of carefully curated photography and/or videography in addition to captivating copy - all of which communicate your message intelligently. Whether your product is an alcoholic beverage, scented candles or home-crafted artisanal goods, we recognize that brands must deliver attractive, intriguing and contagious connections that will leave a memorable experience in the consumer's mind.

When it's time to take your product[s] to market, we create digital and print product catalogues, product spec sheets, and presentation kits for vendors, distributors and retailers.

It's all about creating buzz, and brand loyalty.



FOOD PHOTOGRAPHY



FOOD + BEVERAGE MARKETING

From restaurants to food trucks, coffee bars to breweries, industries are investing vigorously in food styling and food photography. Food establishments have come to realize that a growing number of today's consumers love to *check-in* to every eatery, take a picture of every plate, and one-up their foodie friends. This digital food frenzy is happening because social media platforms allow people to experience food in an entirely new way. Meals are now posted, tweeted, tagged and shared before taking a bite. Friends and followers get to share in the dining experience from anywhere in the world. More important now than ever, is the need to have an extraordinary portfolio of photographs, and a strong social media platform to project them.

We begin the food marketing process in the boardroom, and we start from scratch. In creating a strategy that will focus on making you rich and your food famous, every opportunity for promotion is scrutinized. Print to web, social media to menus - we research it all, and determine the best course of action and the ROI. It's only after this big picture is in writing that we step into the kitchen and start to capture your works of art. We work with story lines, vision boards and mind maps to produce the most productive photoshoot. We can take your customers on a journey to the source of your ingredients, into the kitchen and then back to the plate.

The food stylist and photographer will set the optimal stage that will exemplify your dish or food product, while taking into consideration your brand and target audience. Some scenes may consist of a blank canvas, while others a busy kitchen counter. Either way, nothing gets sent out to the floor until it's chef-approved.

Once we have a built a portfolio, we hit the ground running. Whether it's a new menu, print ads or a social media campaign, your newly acquired photos are introduced into a plethora of advertising mediums. In addition, we take the creative and apply it to other necessary platforms: building signs, tableware, staff attire, business stationary and customer swag. It's a recipe for success.



MEDIA + COMMUNICATION

'Posting, liking, tagging, sharing,
tweeting - we manage it all.'



MEDIA + COMMUNICATION

'Reach your customers while they're chilling at home, hanging with friends, at their desk or on vacation.'

Through digital communications, we locate and calculate the number of potential customers on social media, and we plan how to target them. Your brand arrives in their living rooms, at their kitchen tables, on their tablets and phones. We develop a strategy, determine a budget, design fabulous ads and manage your accounts to make your life easy.

Our social media management services are designed to develop and/or grow your brand's online presence. The benefits of using our social media management services consist of constant brand awareness, increased website traffic and genuine lead generation.

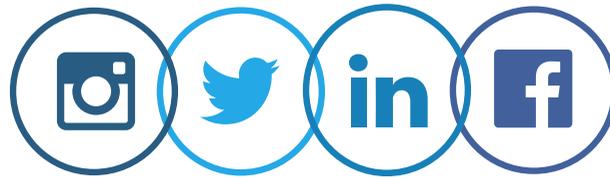
By researching target audiences, determining population of users and providing statistics, we know the hows and whys of designing your custom digital ads using video, stock and/or professional photography. We create and manage digital ad campaigns on social media platforms, building your followers and interacting with them daily. Using analytic reports, we manage and report on social media campaigns.

The benefits of email and newsletter management cannot be understated. We create or build on existing email and/or newsletter contact lists, creating content with stock or custom images and edited copy, and reporting on email and/or newsletter analytics. Business owners can choose from Constant Contact, Mail Chimp, and Emma software platforms.

#socialmediamanagement



SEO + DIGITAL ADVERTISING



SEO

Increasing your company's rankings on search engines like Google is a must for businesses of all sizes. From site optimization to social to producing content that ranks high, and all the fine-tuning in between, **WELLKNOWN** will help improve your organic search ranking performance.

PAY-PER-CLICK (PPC) ADVERTISING

PPC (Pay-Per-Click) Advertising, such as Google AdWords, enables your company to show up on page one of search results by bidding on relevant and popular keywords. PPC advertising can drive high-quality traffic to your site and keep your URL front and center. We help companies create the campaigns, assign a budget, manage the bidding process, and report back with analytics.

SOCIAL MEDIA ADS

Social Media Marketing (SMM) remains one of the most effective, flexible and affordable channels for reaching potential customers. Our team designs the ad, writes the copy, assigns parameters, develops hashtags, and manages the entire campaign from start to finish.



WEB DEVELOPMENT



‘We build custom websites using strategic insight to generate brand engagement, high conversion rates and measurable results.’

WEB DEVELOPMENT

The redesign or creation of a website brings about the first of many discussions and decisions about marketing. Regardless of where you are in the process, our objective is to get you to see beyond the website, and to take into consideration your company's image as a whole. In essence, a website is a mirror, and it goes without saying that you want your mirror to do a great job of reflecting your business. We can create for you a state-of-the-art looking mirror that ranks number one in search engines, but the question still remains: What is it reflecting?

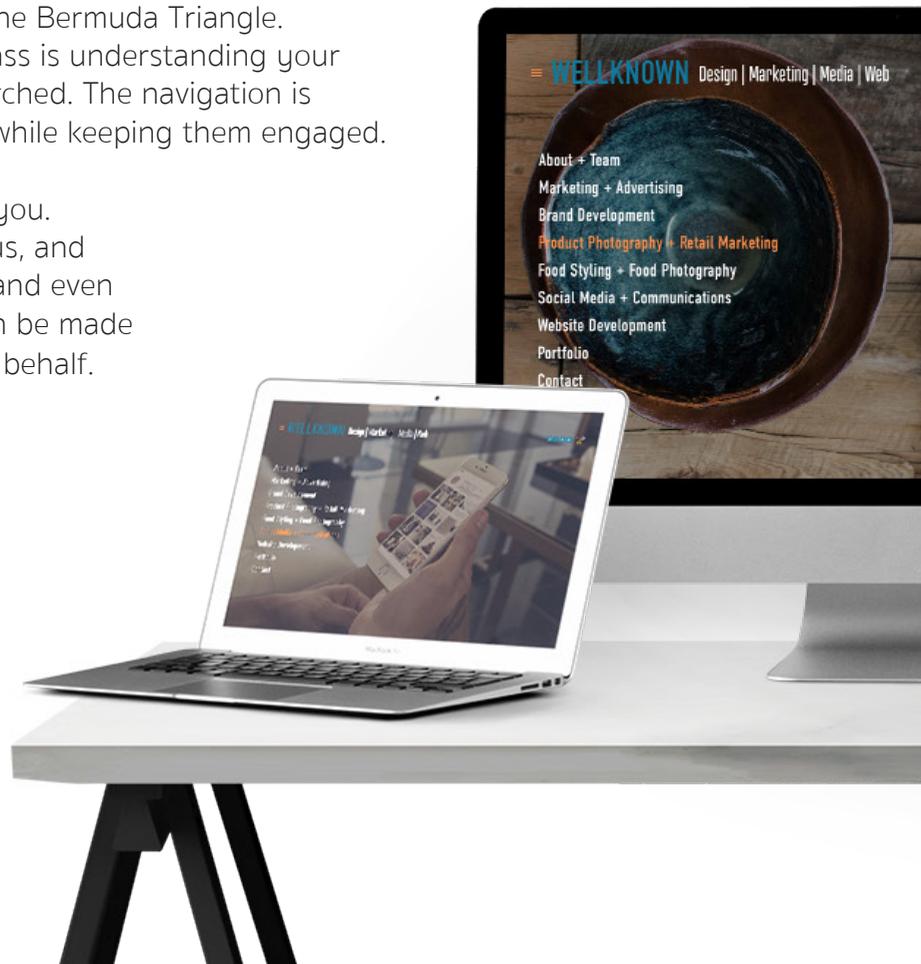
[Enter the graphic designers]

We create custom elements for websites that are not found in mainstream web design. Our unique creativity inevitably spills over into additional marketing mediums - print ads, social media posts, radio scripts and promotional materials. Your website becomes both a jumping-off point and a point of return. It's this attractive full-circle packaging, flawless continuity and unforgettable branding that will grab and keep a customer's attention - the whole shebang!

Our definition of SEO is sexy, exciting and optimal. Creating meta tags, page titles, and carefully calculated copy will help with search engine optimization. The site will be supported on all browsers and optimized for mobile devices. The site's traffic will be tracked with a variety of analytic programs. These accounts will be set up for you, and owned by you. We will walk you through the process of monitoring and interpreting your site's traffic reports so that you can manage your company's SEO needs.

Drop down menus, sidebars and links can either make for an awesome experience for the user, or an encounter with the Bermuda Triangle. The key to creating the ultimate website compass is understanding your market explicitly, and how your site will be searched. The navigation is designed to create a user-friendly experience, while keeping them engaged.

You may provide copy or it can be created for you. If left up to us, we prefer not stating the obvious, and enjoy writing copy that has an edge, humour, and even borders on sassy. Commercial photography can be made available, and stock images purchased on your behalf.



WEB DEVELOPMENT

Your site will be optimized for all mobile devices and operating systems. Websites are designed to be aesthetically pleasing, and function with ease on phones, tablets and laptops. The site will uphold Accessibility for Ontarians with Disabilities Act guidelines, as well as comply with the Web Content and Accessibility Guidelines.

The new site can house its own blog, allowing for interaction and dialogue with its visitors. Your company's social media accounts will be active on the site. It will support Video, Sound Bites, Photo Galleries, Calendars, Google Maps and Custom Forms. Forms such as registrations, surveys or newsletter sign-ups can be generated by the site, and all data collected can be sent to your storage account. Constant Contact, Mail Chimp, Emma and Survey Monkey can be integrated seamlessly.

An online store can be built that includes inventory tracking, shipping, and payment using PayPal, Credit Cards and/or Stripe.

In addition to the support and services of **WELLKNOWN**, platforms such as GoDaddy, WordPress, and Squarespace give you support and security 24/7, 365 days a year. Their software systems are tighter than Fort Knox, and their customer service rocks. Security consists of Legal Adherence to Canadian Privacy Law, Server and Hosting Hardening, SSL Encryption, TRUSTe's Privacy Seal, TRUSTe's Safe Harbor Privacy Principles, Disk-based Encryption and Firewalls.

We will assist you in finding the optimal company to host your domain, site platform and email accounts. Your hosting fees are between you and the website domain host and/or the platform host. You own your web domain, site platform and all that is attached to it. **WELLKNOWN** does not bill for website hosting.

If you prefer to manage your own site, we can teach you all that is required. The website will be registered to you and your company, giving you complete control. Once the site has been created, you may keep **WELLKNOWN** on as administrator and/or add others to the site's management team.



SQUARESPACE

PRINT WELL



Print Well is our green marketing initiative. It's our small way of trying to do right by Mother Nature.

As business owners in an industry that relies heavily on print and products, we feel responsible for educating clients about the environmental impact when choosing promotional materials.

We take the time to source and procure quotes on green alternatives for marketing materials. We dissect the life cycle of end products, and discover ways of recycling or reusing.

We help you make the best choice possible for your company and the planet.



THINK + DESIGN + PRINT

Contact us for a quote on print materials.

MARKETING MATERIALS

- Mailer Cards
- Door Hangers
- Brochures
- Booklets / Magazines
- Flyers
- Greeting Cards
- Bookmarks
- Tent Cards
- Menus
- Coasters
- Cup Sleeves
- Shopping Bags
- Window Graphics
- Branded Swag
- Clothing

BUSINESS STATIONARY

- Business Cards
- Letterhead
- Envelopes
- Address Labels
- Stickers
- Presentation Folders
- Notepads
- Pens
- USB Sticks / Cards

LARGE SIGNAGE

- Coroplast
- Foam Board
- Pull Up Banners
- Vinyl Banners
- Lawn Signs
- A and X Frames
- Car Magnets
- POP Display Boards
- Vehicle Wraps / Lettering
- Tradeshow Booth Displays



CLIENTS + PLATFORMS

We bring businesses to the forefront and under the spotlight, using effective and popular mediums. Whether it's writing script for radio airwaves, creating the storyboard for a commercial, or designing an ad for a national print publication, we create the opportunity and bridge the relationship between your company and advertising mediums.

The frames below showcase the numerous local and international outlets where our creative work and clients' brands appear.

We are forever grateful when asked to take part in promoting a business and help an owner achieve their dreams. To view samples of our projects, creations, websites and advertisements, head to our website and scroll through our design portfolios.



680 NEWS
Life 100.3 FM
MOOSE FM 105.5
Hunters Bay Radio
Doppler Online
MUSKOKA 411
Billboards on Hwy 60, Hwy 11

TORONTO LIFE
FOOD & DRINK
COTTAGE LIFE
POST
LUXURY REAL ESTATE
OUR HOME

MUSKOKA LIFE
Lakeside
Dockside
Hideaways
Cayman Marshall
Metroland Media

THE TEAM



KYRA WATTERS OWNER + DESIGNER

Kyra has resided in Huntsville for ten years, and grown quite fond of this Muskoka town. Home to many creative individuals, Huntsville exudes a dynamic energy that feeds her creative mind and entrepreneurial spirit.

Her enormous passion for the marketing biz has fuelled ten years of learning strategic planning, market research, graphic design and web development programs. She enjoys empowering Muskoka business owners with profit-producing marketing and advertising tools.



EMILY BLACKMAN DESIGNER + PHOTOGRAPHER

Over the last five years, Emily has been honing her skills while working with exceptional local companies such as Muskoka Life, the Spring Farmer, Sustain, Totem Juice Co. and Tapial Homes. The breadth of her creative talent is evident in her work.

Emily's passion is to create compelling visual stories with a clear and systematic approach. Using web design, product photography and social media campaigns, her goal is to provide brand-enhancing elements and products to compliment each of the **WELLKNOWN** company's forward-thinking clients.



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