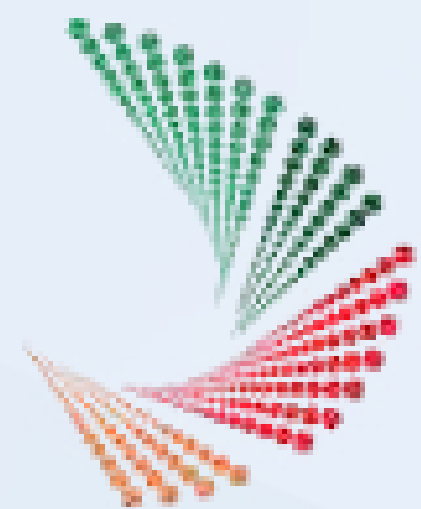


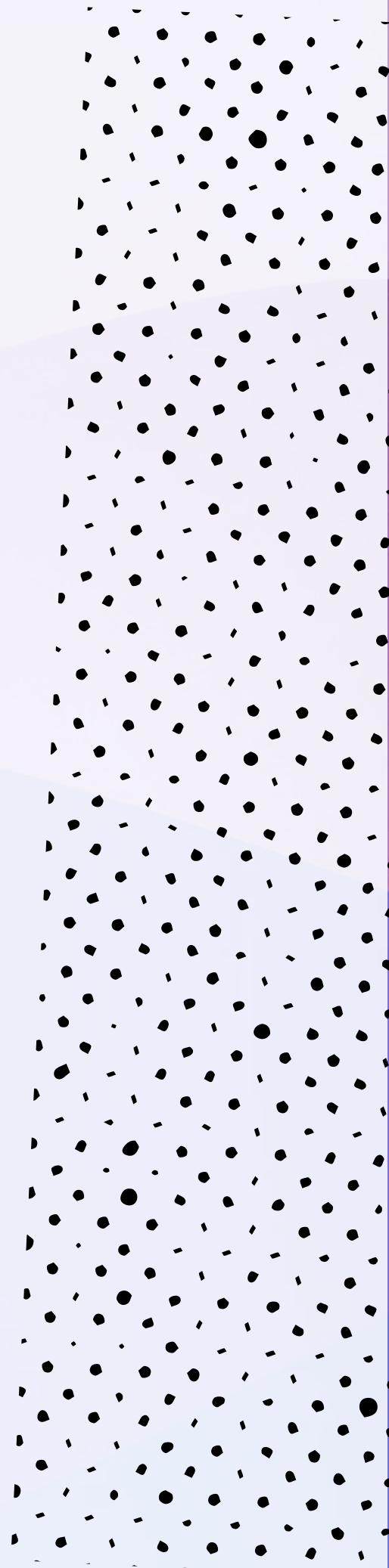
Branding that converts sales

Does your branding bring value to your business?

14th October 2021



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2011

Graduated in Advertising

2013

Worked in an ad agency

2015

Branded a cocktail bar

2016

Worked events graphic designer

2018

Worked corporate graphic designer

accenture

FULFIL
VITAMIN & PROTEIN BAR

GameStop
power to the players

2021

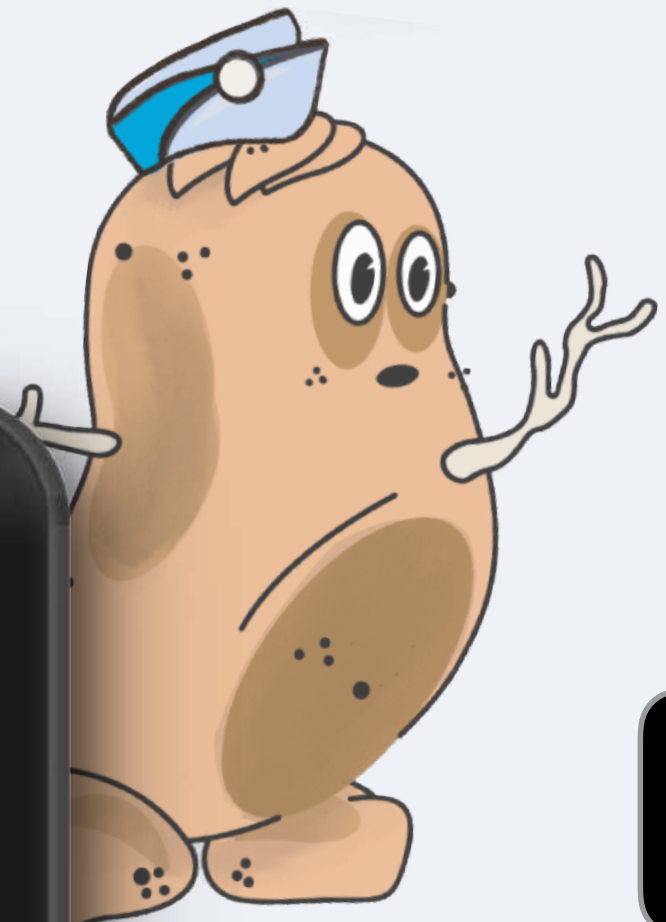
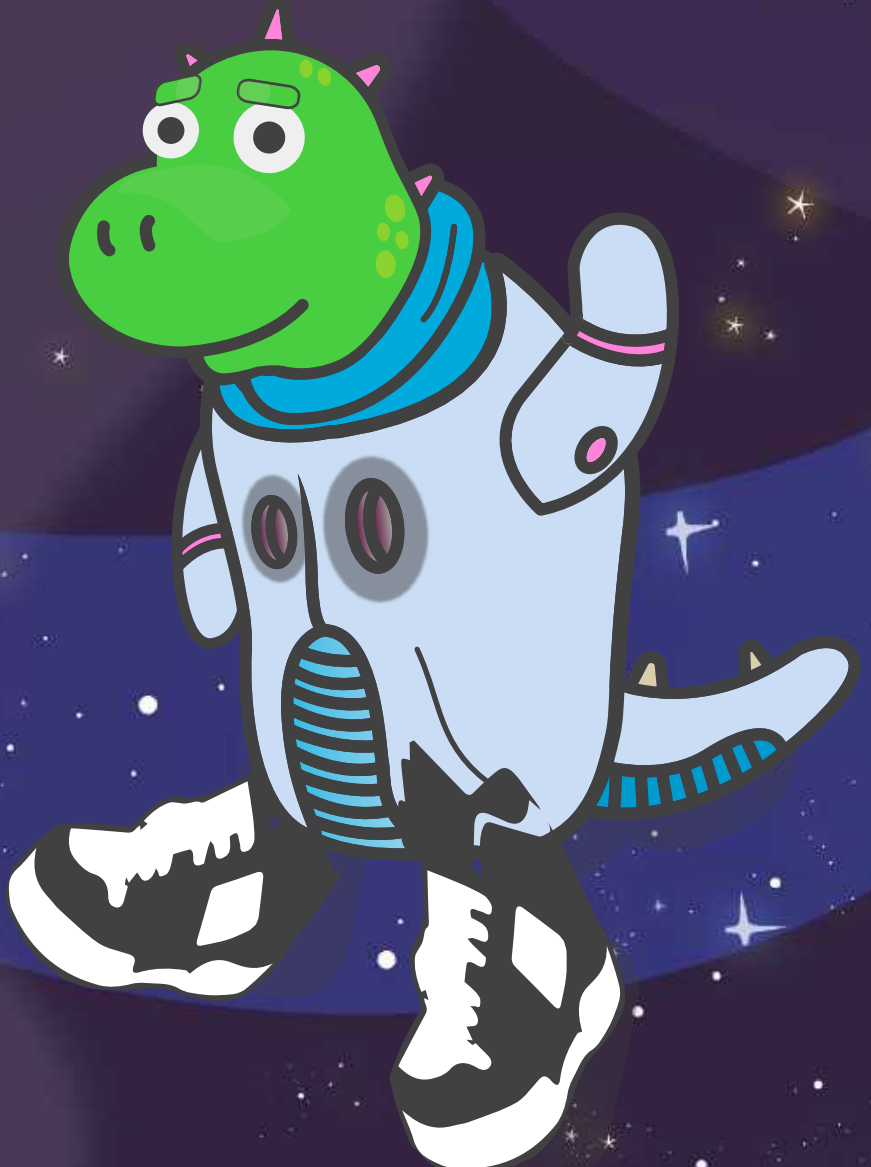
Today

2020

Went freelance again!

2019

Went freelance



**PARA
NOID
PLANKTON**
GAMES STUDIO



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Brand



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Brand

“You may have the most brilliant idea for a brand, but if you cannot compel the consumer to make a purchase, you have nothing.”

Fabian Geyrhalter



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Communication



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Communication

“Effecting change is the inherent function of all communication”

Faris Yakob



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Design



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Design

“Design is a formal response to a strategic question”

Mariona López Bosch



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**That's all
very nice**
but what do you do with it?



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Design + Brand

Communication



Brand Strategy



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Brand guidelines are clearly defined rules and standards that show how your brand should be represented to the world.

Brand guidelines help businesses ensure consistency and demonstrate what the company is, what it does and what it stands for.





- Positioning
- Brand Message
- Personality
- Brand Identity
- Brand Presence
- Core Offer



Case Studies

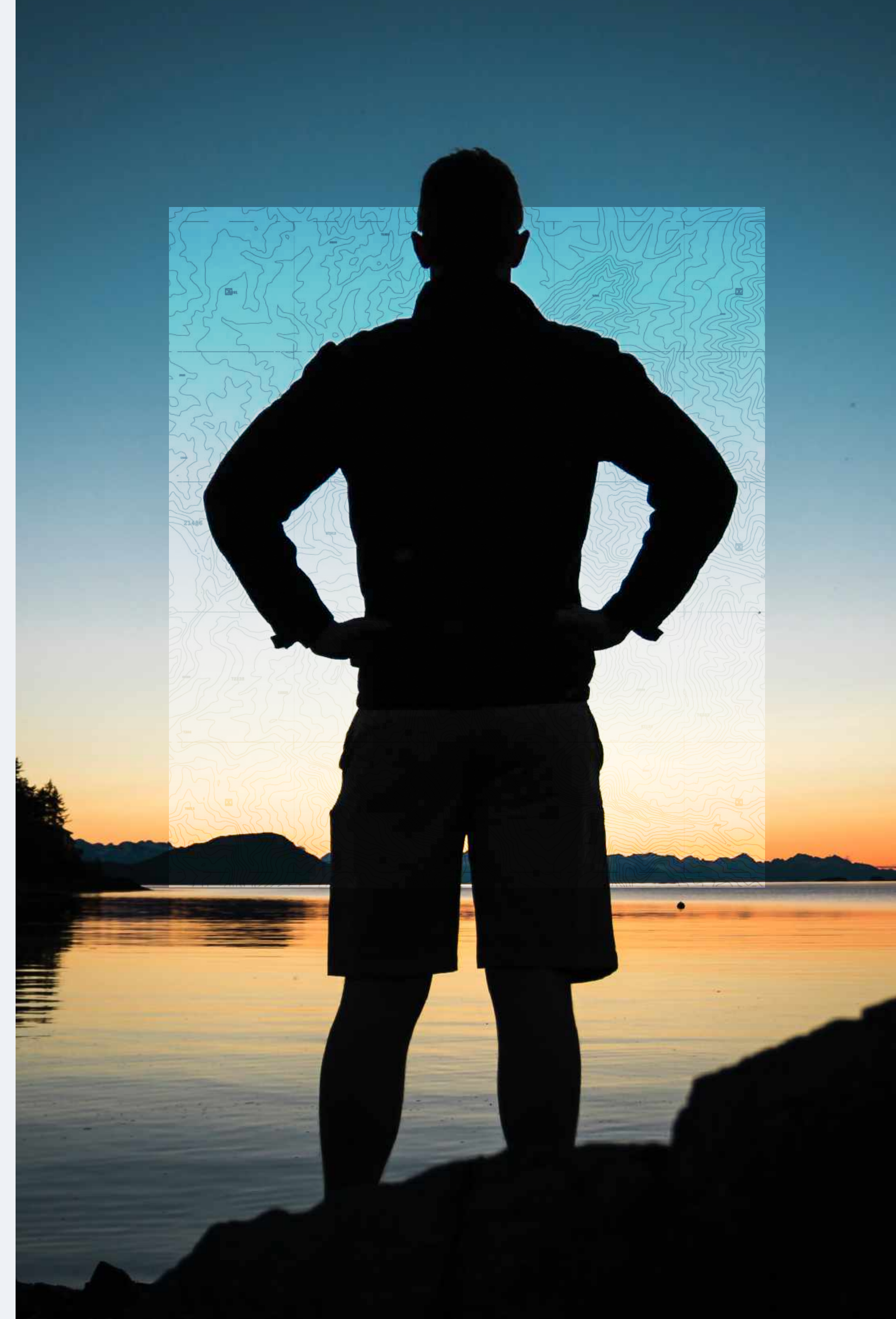
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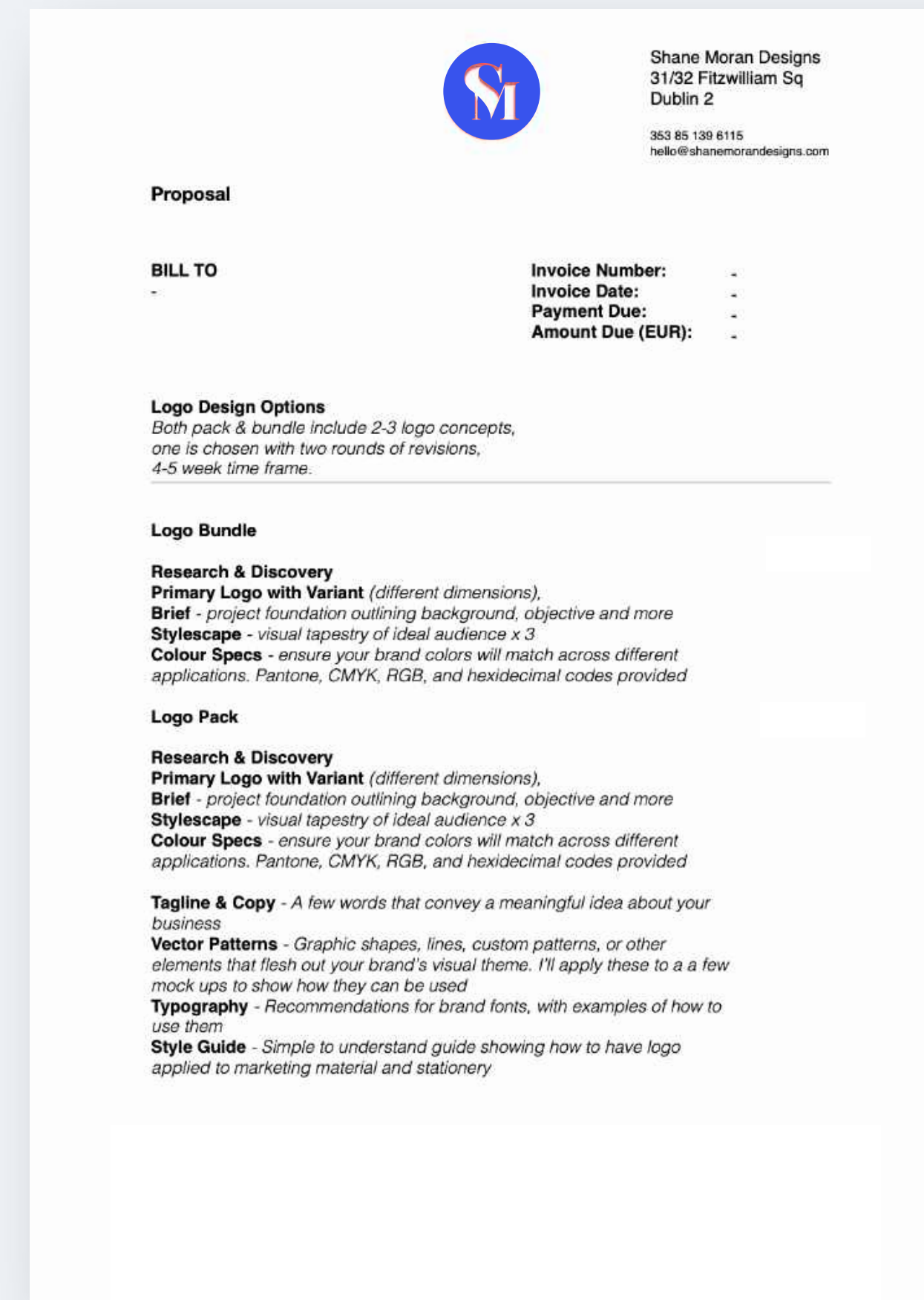
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Helping Clients navigate change

*A Consulting firm specialising in helping
business leaders scale, by challenging how it is
for future growth.*



Services:
Brand Strategy, Logo Design, Brand Guidelines
Ideal Customer, Messaging, Identity Design,
Copywriting, Market Research
and Competitor Analysis



Ideal audience for my client



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Every good plan starts with pen and paper

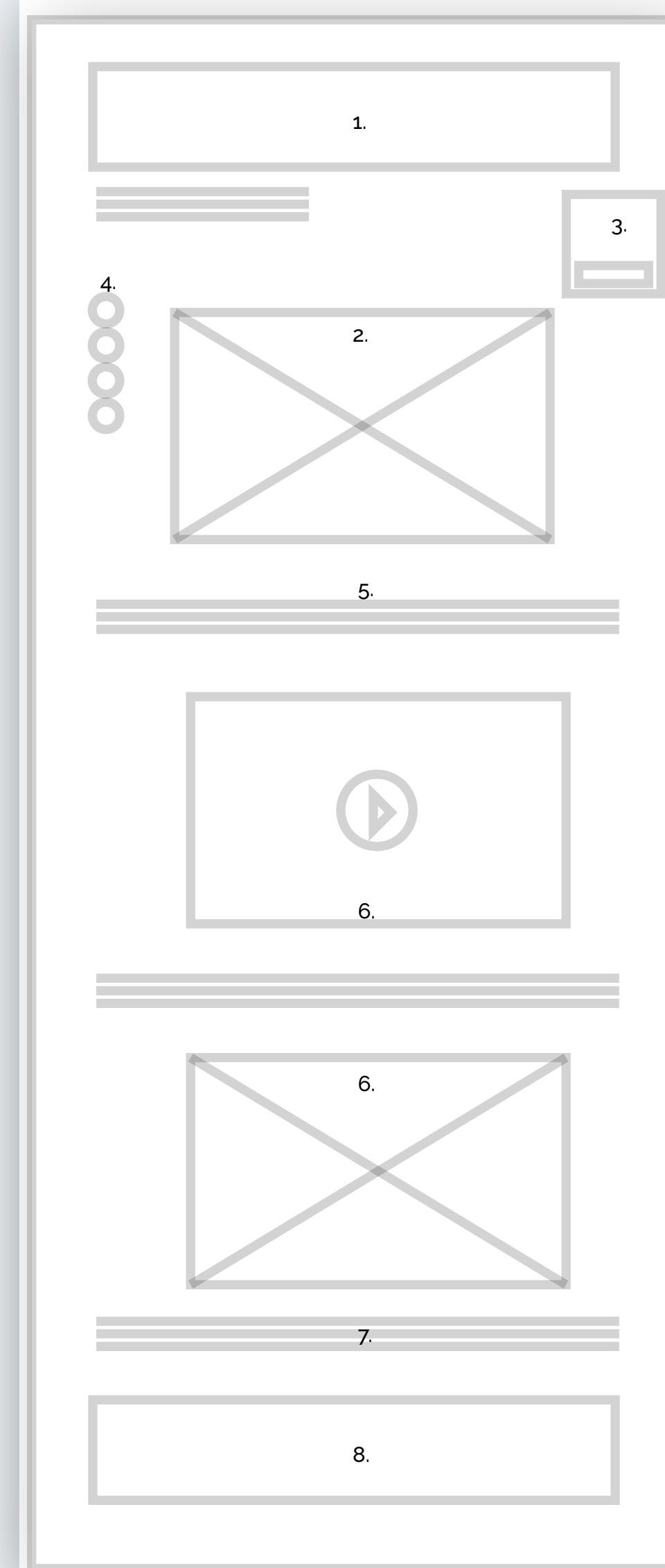


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CONSULTING

Wireframes, a plan for online marketing



1. Keyword-focused header
2. Featured Image
3. Prominent email signup box with descriptive call to action
4. Social sharing buttons
5. Helpful, article focuses on keywords
6. Multiple compelling images or charts
7. Internal links to other posts and service pages
8. Call to action for comments, related articles or more information

1. Keyword-focused header

Use the target keyphrase once in the <h1> header. Along with the <title>, this is one of the most important places that indicate relevance and use the phrase. Pages focused on specific topics are more likely to attract qualified visitors.

2. Featured image

Every great post has a great image. This makes the post more attractive, both on your site and in the social streams when it gets shared. This is your chance to explain concepts visually with informative charts or diagrams.

3. Prominent email signup box with promise and proof

A great signup form tells people what they're going to get and gives some evidence that it's good. Use the three P's of high-converting email signup forms.

4. Social sharing buttons

Make it easy to spread the word. Share buttons can appear at both the top and bottom of the post, or even as a "sticky" or "floating" element that follows the visitor as they scroll down the page. If your content gets shared a lot, use share widgets with counters that show the number of shares. If shares are low, don't show a counter. Those zeros are negative social proof!

5. Helpful, detailed article

It's the deep, how-to content that positions you as the expert. These posts are also more likely to rank in search engines and get shared by readers. So go big. The more useful, the better.

6. Multiple compelling images or charts

Your readers are scanning. You can slow them down and keep them engaged by adding visuals. Don't stop at just one image. Try to add visual interest at every scroll depth, to keep the reader flowing through the article.

7. Internal links to other blog posts and service pages

Guide the visitor down the funnel through internal links. Each blog post should have at least two links within the body text:

- Link to a relevant service page
- Link to another blog post

8. Call to action for comments, more information

Most visitors come to get answers and information and then leave. Great blog posts often have extremely high bounce rates.

You can improve the chances that they'll stick around by ending each post with an invitation to get more information: Download the complete guide or talk to an expert. You can also end with a question that triggers comments.

A great blog post is the first step in the lead generation process.

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Images for blogs and social media

Title

to grow revenue by 30% year on year

Metric Target Value Value

Timeframe

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how to turn any goal into a KPI



Data points provide metrics for your business



Order Fulfillment Time

Blog Articles Published This Month

Blog Articles Published Month

Why a business needs multiple KPIs

GROWTH LEVELS

KPIs bring balance to business growth



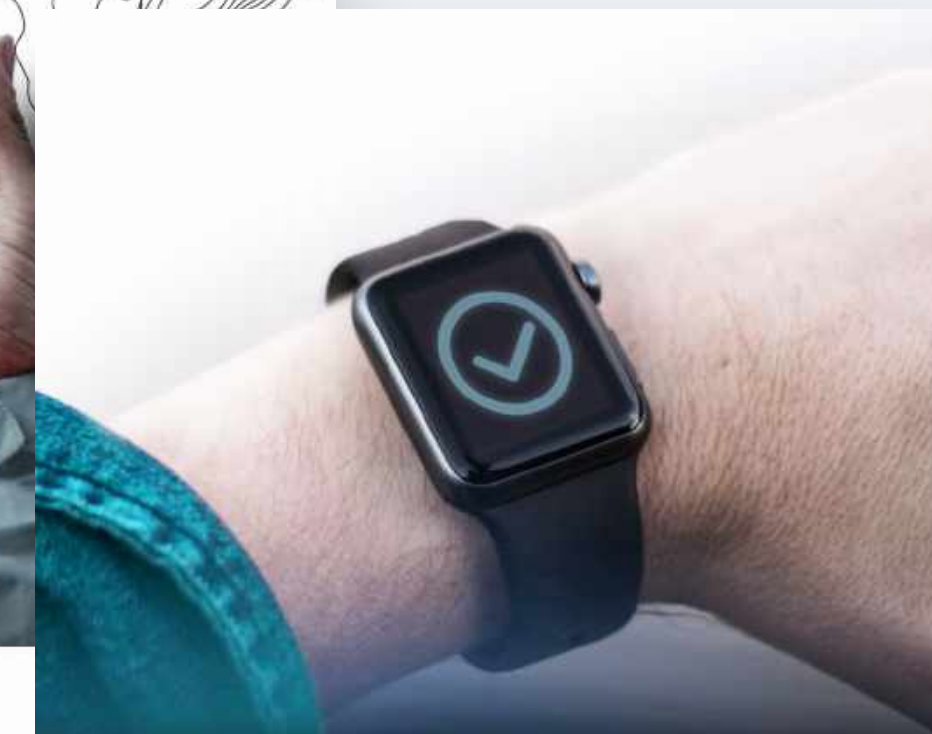
Let's order a pizza!



Identify the root cause of a problem.



Helping Clients Navigate Change



Track your habits.



**Video for blogs
and social media**



Infographics

The infographic is composed of several overlapping white panels. At the top, three panels show dot patterns for 'Assembly', 'Council', and 'Committee'. The 'Assembly' pattern is a large, dense ring of blue dots with a single yellow dot in the center. The 'Council' pattern is a smaller, dense ring of blue dots with a small cluster of yellow dots in the center. The 'Committee' pattern is a very small, sparse ring of blue dots with a single yellow dot in the center. Below these are three panels with text descriptions. The left panel describes 'Assembly' as '100 or more people who do little more than listen to a speaker or speakers.' The middle panel describes 'Council' as 'are based on a main speaker with questions who may...'. The right panel describes 'Committee' as '10 people, speak on the guidance of a person.' A central panel features a photograph of hands clapping and contains the main title 'Meetings can be graded by size into three broad categories: Assembly | Council | Committee'. The bottom panels include the title 'The 3 type of meetings by size' and the 'saltwater CONSULTING' logo. A decorative border of small grey dots runs vertically along the left and right edges of the infographic.

Assembly

100 or more people who do little more than listen to a speaker or speakers.

Council

are based on a main speaker with questions who may...

Committee

10 people, speak on the guidance of a person.

Meetings
can be graded by size into three broad categories:
Assembly | Council | Committee

The 3 type of meetings by size

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All of this was possible

Branding that converts sales

Brand Guidelines

makes it easier

Results:

Confidence in how the business looks *to prospects, new clients and new hires.*

Business growth signals *to be front of mind to the right audience.*

Specific customer clarity *and a library of content to communicate expertise.*

Brand awareness, *so the right customer makes the right choice - easier.*

“Shane was brilliant throughout the process, **clearly explaining each step of the way, and facilitating regular in-depth project video calls** at every milestone.”

Allan Boyle
Managing Director
Saltwater Consulting

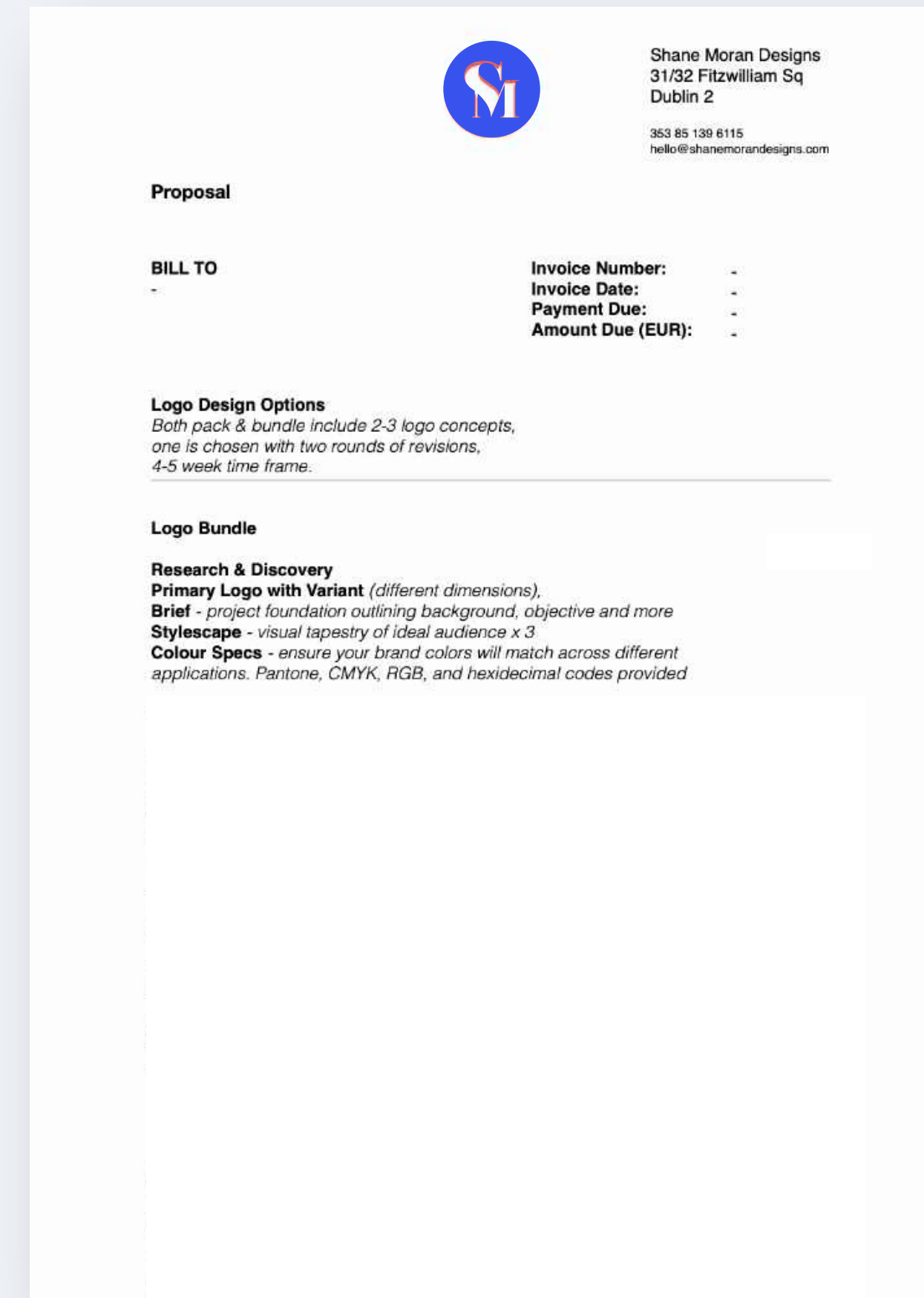


Notice a better way

Using design to simplify a complex message, a software that strengthens the relationship between universities, entrepreneurs and communities.



Services:
*Logo Design, Ideal Customer, Messaging,
Identity Design and Market Research*



Ideal audience for my client

X is a platform that combines a powerful suite of time-saving tools in an intelligent activity management system; with a carefully curated, hyperlocal marketplace of support providers and opportunities.

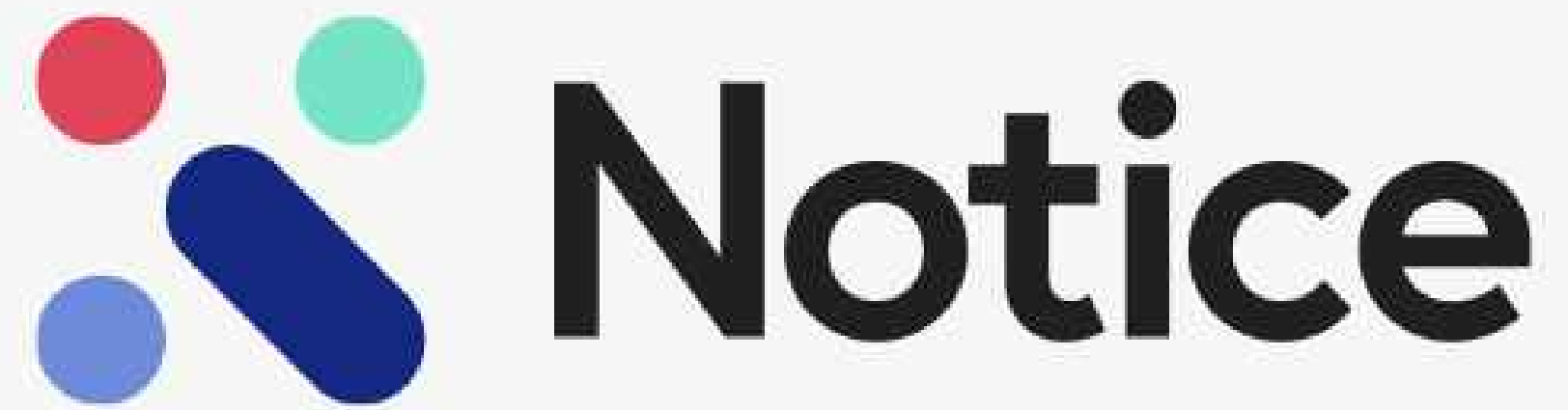
Connected Confident Proactive

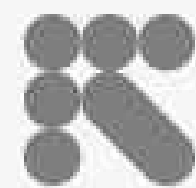
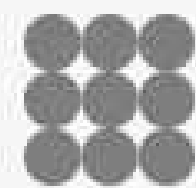
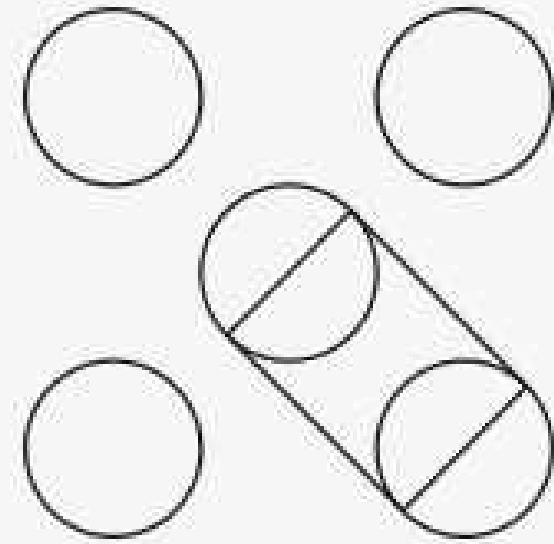
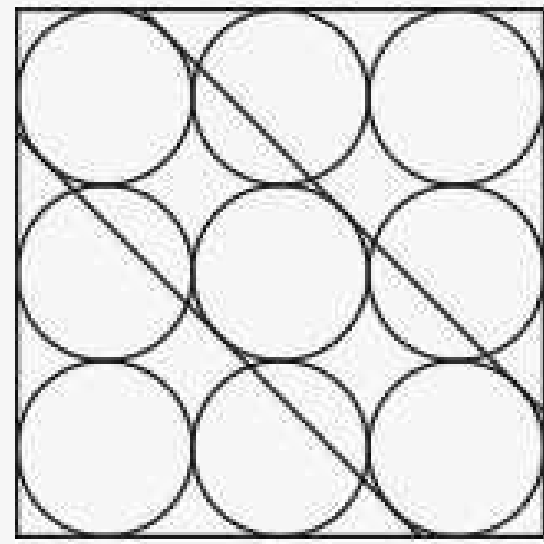
Cy abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

Europa abcdefghijklmnopqrstuvwxyz
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X empowers your team to proactively scout

Scale your business support services.



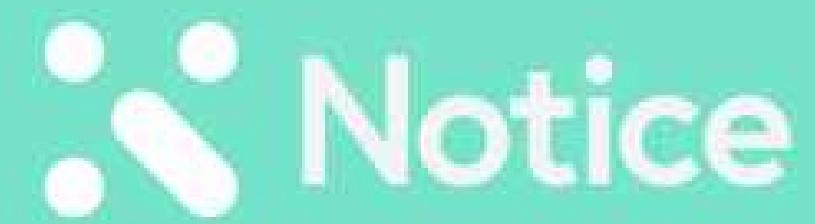


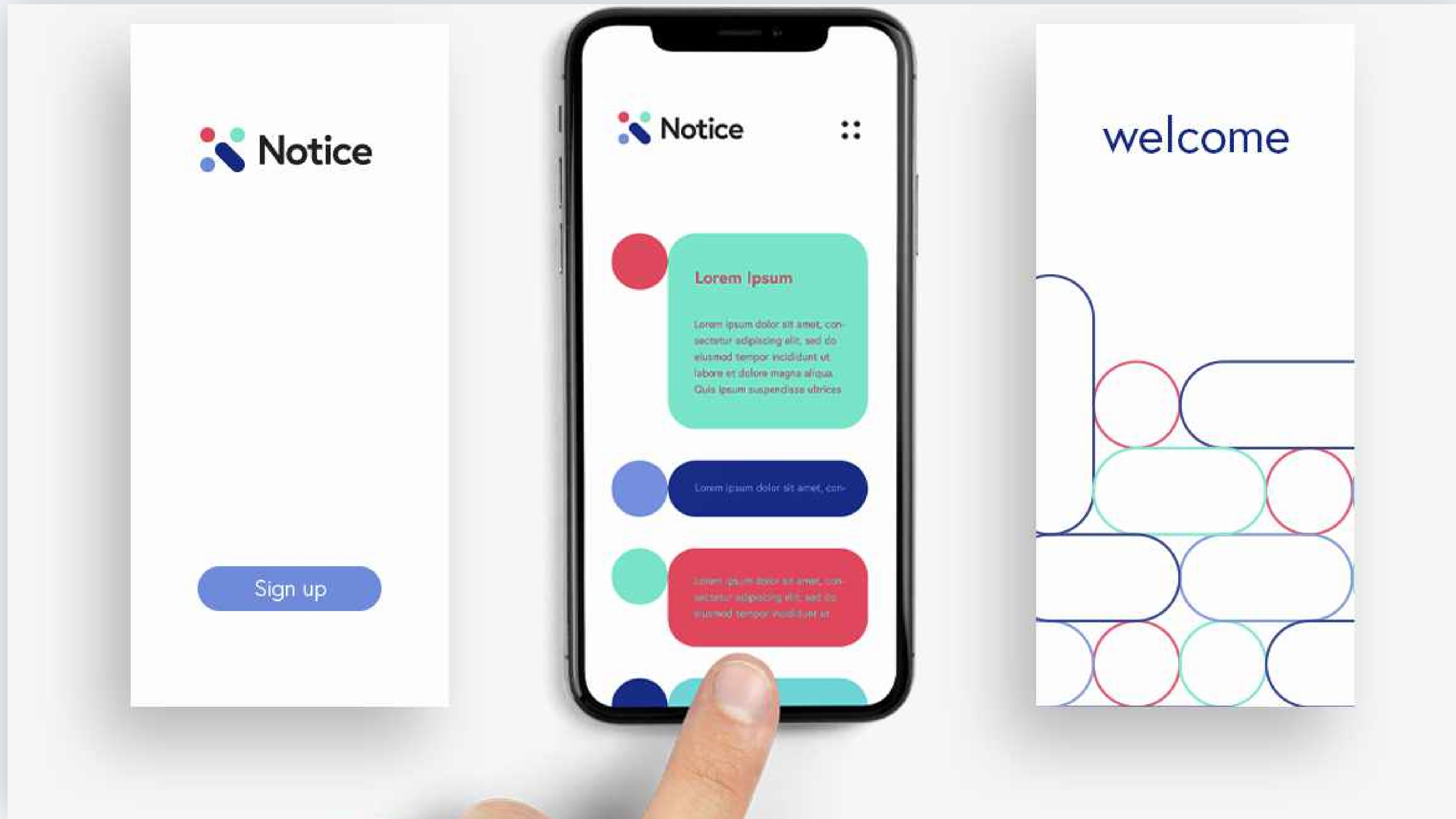
Community

Guidance

Connecting

Initial





Branding that converts sales



Results:

£10,000 grant raised after pitching for investors.

Internal Clarity on who the business serves and how to articulate it easier.

Specific **customer clarity** and a library of content to communicate expertise.

Brand awareness, so the right customer makes the right choice - easier.

“The **workshops** at the beginning of the process really encourage you think about your company, your offering and your vision, in a way that can **spark new ideas and realisations.**”

Christopher Shannon
Managing Director
Notice

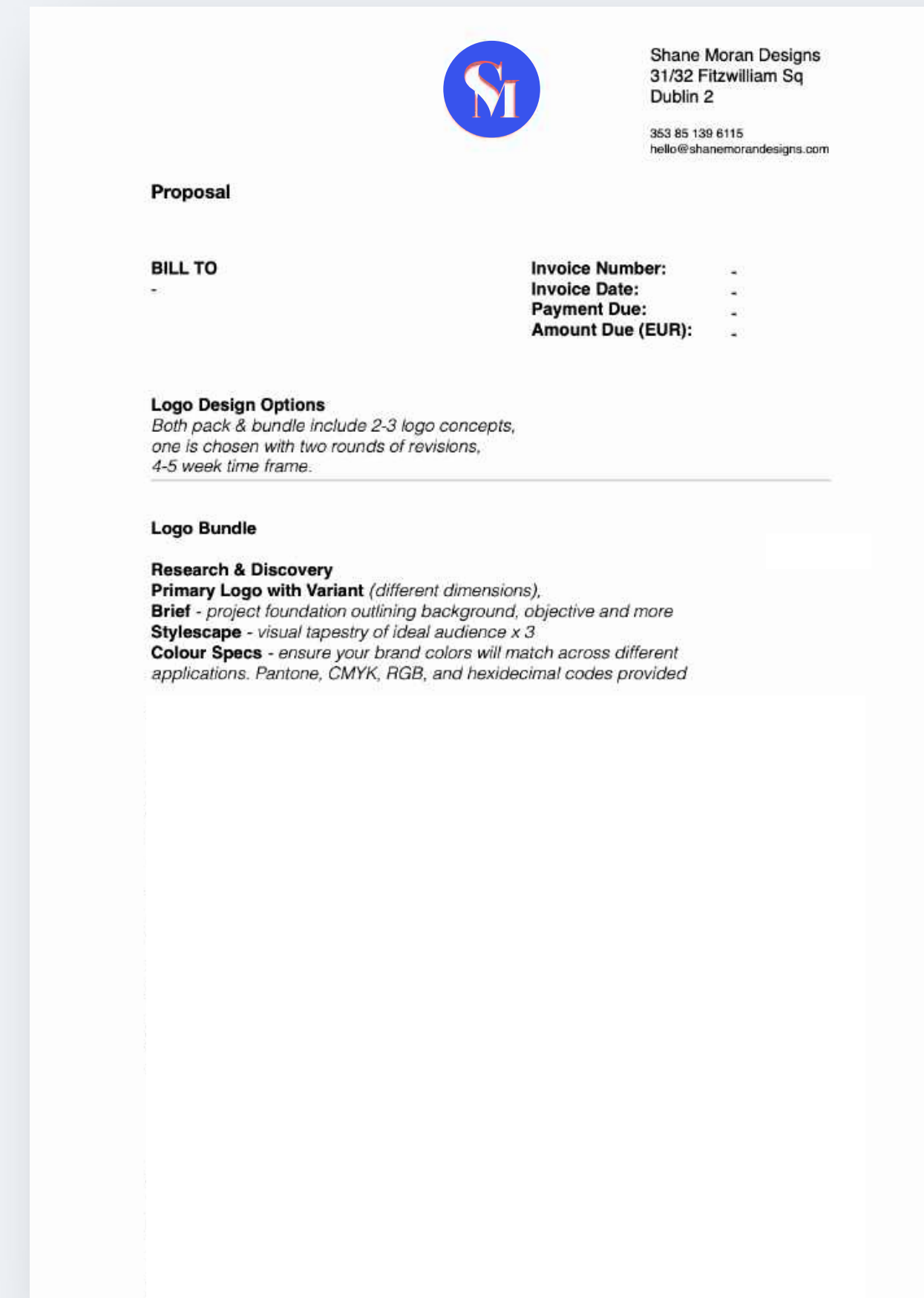


Renewed Approach

*An ethical jewellery company that wants to
redfine what luxury means in the 21st century.*



Services:
*Logo Design, Ideal Customer, Messaging,
Identity Design and Market Research*



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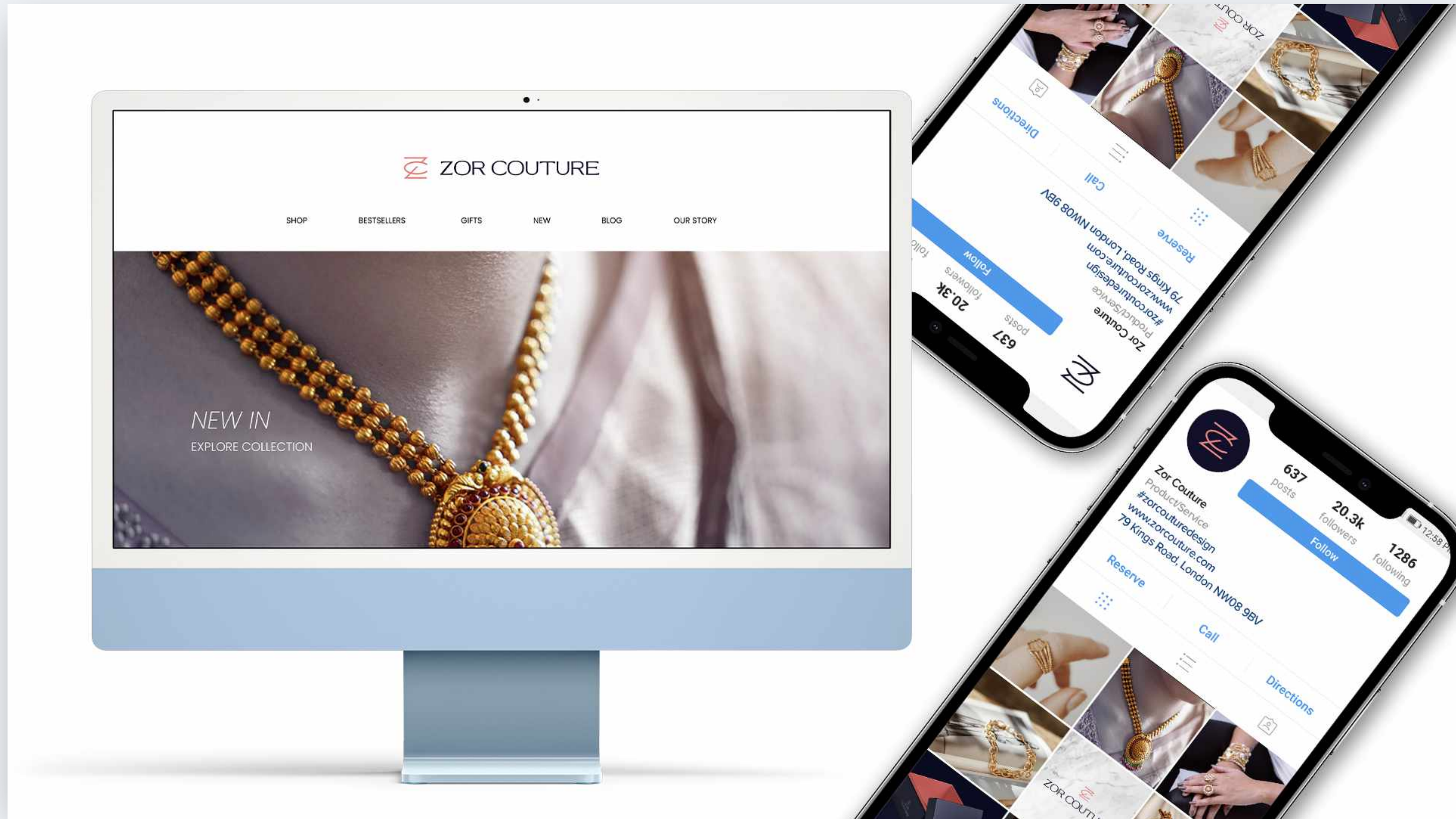


ZOR COUTURE

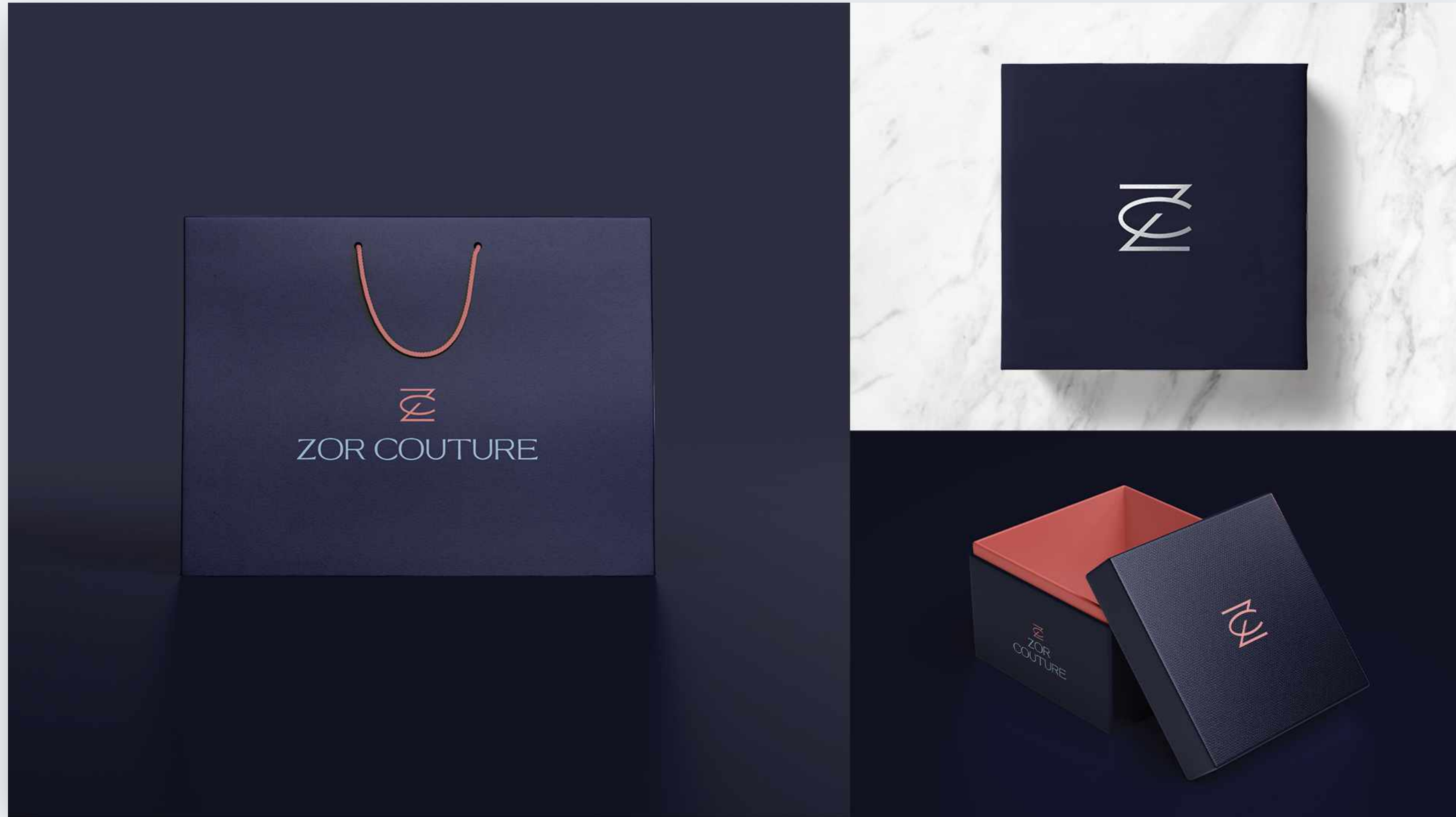
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Branding that converts sales



Branding that converts sales



Results:

Ideal customer *focus to be front of mind to the right audience.*

Specific **Brand Statements.**

Brand clarity, *so the right customer makes the right choice - easier.*

“Shane understood our brand and vision and he worked on it like it was his own brand.

Shane has elevated our brand and created a clearer path for us to pursue into the market with confidence.”

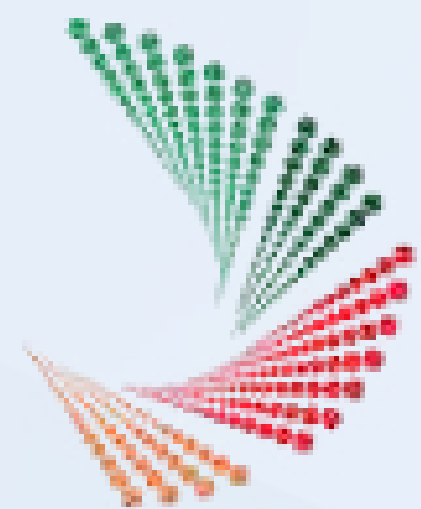
*Catherine Wall
Co-Managing Director
GMD*



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Does your branding bring value to your business?

14th October 2021



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