ALEBERRY

PERCEIVED LEGITIMACY

How to prepare your business visually to attract the right prospects and efficiently communicate with your customers.



YOU SHOULD ALREADY HAVE:



A BUSINESS PLAN



PRODUCT MARKET FIT (PMF) RESEARCH



IP PROTECTION
(Having consulted with a patent attorney)



WHAT'S IN MINIMUM VIABLE BRANDING



AN ACCEPTABLE LOGO



A DECENT WEBSITE (ANY SIZE)



SOME FINE-LOOKING BUSINESS CARDS



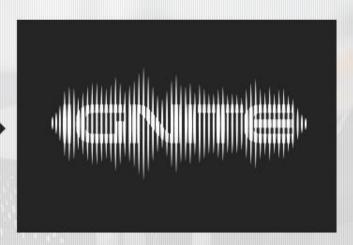
AN EMAIL ADDRESS @YOURWEBSITE.COM





AN ACCEPTABLE LOGO





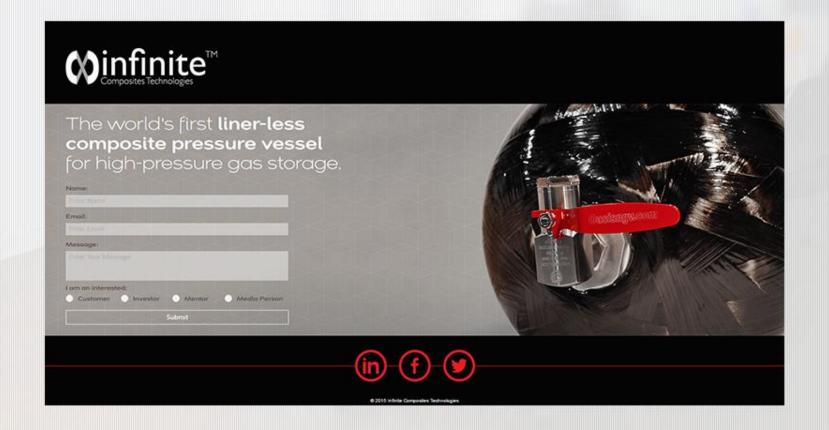








A DECENT WEBSITE (ANY SIZE)

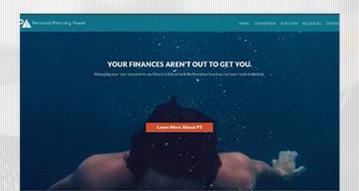


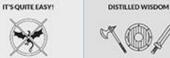




A DECENT WEBSITE (ANY SIZE)

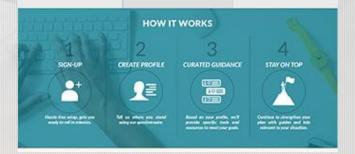








WORRY-FREE SECURITY





CONTRACT A MENTIL AT RIGH RESERVE

LOOK BEFORE YOU LEAP

VALUE PROPOSITION

COMPETITIVE ANALYSIS & ADVANTAGE

INDUSTRY PROBLEM & YOUR SOLUTION

TARGET AUDIENCE

BUDGET & DEADLINE



LOOK BEFORE YOU LEAP LOGO & BRANDING

HOW ESTABLISHED? POTENTIAL PIVOTS?

COMPETITIVE ANALYSIS: BE UNIQUE

STYLE: COLORS, FIND EXAMPLES YOU LIKE & DISLIKE

LOGO TYPES: ICONIC, TYPE BASED, COMBINATION

MEDIA USAGE: EASY TO PRINT, FOLLOW STYLE GUIDE



WEBSITE TYPES

WHAT PURPOSE WILL YOUR SITE SERVE?

LANDING PAGE: CONTACT INFO, FORM, HOLDING PAGE

BROCHURE SITE: 3-5 PAGES W/ BASIC COMPANY INFO

YOUR PRODUCT: YOUR ENTERPRISE SOFTWARE

E-COMMERCE: SELLING PRODUCTS



LOOK BEFORE YOU LEAP WEBSITE CONTENT & FUNCTIONALITY

DESIGN: COLORS, EXAMPLES YOU LIKE/DISLIKE

CONTENT: SITE HIERARCHY (PAGES), COPY & IMAGES

CMS: FREQUENCY OF UPDATES? WHO WILL UPDATE?

ADD. FEATURES: BLOG, FORMS, SELL PRODUCTS

HOSTING & DOMAIN PURCHASE & OWNERSHIP



PRINT & SOCIAL MEDIA

PRINT: DIMENSIONS, PAPER QUALITY, USAGE

SOCIAL MEDIA: KNOW YOUR AUDIENCE, BE RELEVANT

E-NEWSLETTERS: FREQUENCY? CONTENT?

BLOG: RELEVANT COMPANY NEWS, VIRAL POSTS

CROSS-PLATFORM? MAINTENANCE? CONSISTENT?



RESOURCES TO KICKSTART MOSTLY FREE

TYPOGRAPHY & WEB FONTS: FONTSQUIRREL.COM

COLOR SCHEMES: COLOURLOVERS.COM

INSPIRATION: LOGOPOND.COM, PINTEREST

WEBSITES: WORDPRESS, WEBFLOW, SQUARESPACE, TUMBLR, CODEACADEMY, ADOBE MUSE

E-NEWS: MAILCHIMP, CONSTANT CONTACT,
CAMPAIGN MONITOR



