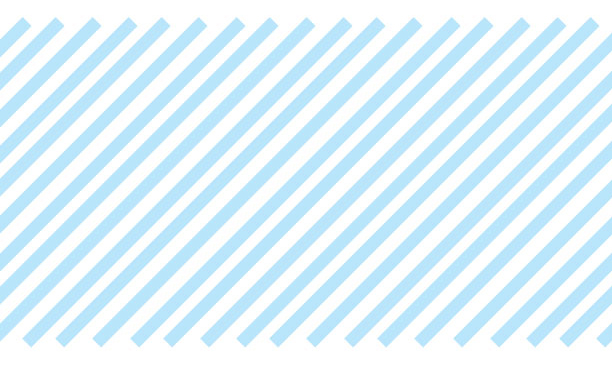


|  |  |
| --- | --- |
| **Prepared for :**  Brian Kaplowitz  September 2022 |  |
|  |  |



First, a Thank You

Thank you for allowing us the opportunity to present a little bit about our company as well as our thoughts on how we would approach working with you. We understand that there are a lot of moving parts in projects like this and that there are a lot of different opinions on best practices. We hope that we can clearly outline how we would approach serving you and set the stage for an open dialog for future questions. I would love to speak with you further about any initiative you have in the pipeline so please feel free to reach out.

We have enjoyed serving our clients for over 23 years now and hope that you find our process laid out below helpful. We look forward to the possibility of working with you and thank you again for your time and for considering us as a partner.

- The Envoy Design Team

Firm’s History:

Envoy was founded in 1999 by three dot-com refugees who were fed up with being cycled through yet another startup only to have it wind down immediately after joining. After some time of that, the newly formed company spent a great deal of time doing work for the companies that had previously laid them off. This led to an agency support model that has persisted to this day. While no longer the primary objective of the company, agency support still plays a large role in our day-to-day.

Our company has always lived on a “say yes and make it work” philosophy, which has served us well. It makes us nimble, fast-thinkers, and willing to shift direction as the solution mandates. We believe in quality over quantity and think that a job done right is truly an asset for our clients. We provide the best possible solutions and don’t rest until it is done.

Our core competencies are critical thinking, branding, identifying best-fit technology solutions, front and backend development, and support for brands and agencies alike. We operate more as partners and extensions of your team than simply vendors. We feel as passionate about your brand as you do and work tirelessly to demonstrate that in all that we do.

Branding:

Consumers want to engage with brands they relate to since no one relates to your products, services, and features. They seek to connect to your values and your purpose. The First step in your brand clarity journey is to clarify and define your authentic core values and contextualize them in practical and actionable ways. Your leaders and teams will become empowered and break down silos. Your result will consist of a clearer understanding of what matters most to your company and leverage that in strategic messaging and positioning to improve your marketing and lay the first part of a solid brand foundation.

Since you are committed to communicating, competing, and connecting through your values, next, we next focus on composing core messaging that will become the foundation for all unique communications coming from the brand. The core messaging is composed of:

WHY – Why you are passionate about what you do and what fulfills you and your teams as a company.  
  
WHO – Who your target audiences are and what they care about, from the decision-maker to champion, and our products and services user.  
  
WHAT – What you do, how you are different, and ultimately what makes you better.

Without clear parameters, the potential solutions and options for word and image for your brand are infinitesimal. This is common where ego and opinion direct your design and content, which isn’t ideal.  
  
Together we will define your brand personality and tone of voice to unlock innovation in marketing to ensure a consistent harmony of word and image across all touchpoints and campaigns.

Marketing is an infinite game played with finite resources. Let’s commit to making the most significant impact with your available resources. Together we will map out your target audiences and customers to better understand trends, signals, influences, thoughts, feelings, pains, and gains to identify market opportunities and the best channels, vehicles, and messages to make better connections and inspire actions.

Design & Production:

Strategy and design drive us as individuals. We thrive on a challenge and excel in collaborating with our clients on bringing their ideas to life. We can walk you from zero to a full brand rollout, cocktail napkin to a robust mobile app, or discovery meeting notes to wireframes to page layouts for your next web project. We are a “leave no stone unturned” kind of operation where we will relentlessly work a problem to the best outcome we know how to accomplish.

Production is a skill we understand at a DNA level. From a technology perspective, this includes PHP-based content management systems, website design and development, native iOS and Android apps, and rapid-prototype mobile solutions such as Titanium, PhoneGap and Xamarin. We also have a .Net team to expand our reach into the Windows side of things. We work in a variety of frameworks which include some industry-standard ones such as Node, React, and Angular for more modernized front-end requirements. Most recently we have begun to work with clients in the emerging fields of Artificial Intelligence and blockchain applications. We could name technologies all day that we have worked with but, in the end, we will find the right solution for your problem with no bias towards a singular technology.

We are, above all else, solution-oriented. Visuals & Technology are the output but making sure the thought has been put in and the proper solution has been identified is our strength. A deep understanding of marketing, strategy, psychology, and the tools makes us able to come up with creative solutions to challenging problems by drawing on our long, diverse past.

Paid Media & Social Advertising:

We also value long-term relationships with our clients. After all of the branding and tech is done, we love to help with the monthly maintenance and support items so often needed post-launch. After years of watching clients struggle after we pushed a project live, we evolved a system to manage pay-per-click and social advertising campaigns after we have the project built and launched. Given our business empathy acquired during onboarding, design, development, and launch, we can continue to help our clients by testing and deploying campaigns that build upon the success of the website, mobile application, or software. We are committed to our client’s success during development as well as years in the future.

As to paid media we primarily focus in the following areas:

Facebook Ads offer a cost-effective opportunity to target individual users. Because of the large volume of users on both Facebook and Instagram, CPCs are generally on the lower side for this platform (though this can vary greatly by vertical). The general trade-off for lower CPCs is a lower conversion rate than some other options, but this can often still lead to lower costs per lead due to volume and cost-effectiveness.

LinkedIn Ads offer the opportunity to target users and accounts associated with your targeted ideal customer profiles. Because of its unique targeting capabilities, LinkedIn Ads typically fall on the higher side for CPCs when compared to Facebook, and other display advertising platforms, but perform well for many business-centric and B2B offerings. However, since they still can’t target intent, the platform often offers lower CPCs than paid search marketing efforts for the same services. The theoretical trade-off here is lower conversion rates on average, but this isn’t always the case. Therefore, we’ll start with the same budget allocation as Facebook and Google and see how everything performs in tandem.

Google Ads offer several targeting options, either by specific search query targeting (SEM), behavior/interest, or remarketing. much like Facebook Ads. Because of the large volume of users across the Google Display network, CPCs are generally on the low side when compared to Search-based campaigns. As for both Facebook and LinkedIn, the usual trade-off is a lower average conversion rate, but this can often still lead to lower costs per lead. SEM, while often bringing in a higher CPC, gains the best leads, the fastest.

Twitter Ads offer the opportunity to target users and accounts associated with your targeted ideal customer profiles, online social behaviors/interests, and via remarketing. Similar to FB/IG Ads, Twitter Ads typically fall on the lower side for CPCs when compared to LinkedIn and Google Search but perform well for many consumer-centric offerings. Like Facebook and LinkedIn, these ads still can’t clearly target intent. As a result, the platform often offers lower CPCs than paid search marketing efforts for the same services.

Dedicated Team Composition:

Envoy will provide a dedicated account manager for the life of the project. Past that, a project manager and tech lead are common inclusions in projects. They collectively serve as the primary points of contact to minimize any miscommunications. Your project manager and/or your account manager will coordinate meetings with key personnel as needed. All contact information is distributed at the start of any engagement and remains open through the lifecycle of the project.

Key Team Bios:

While the distribution of team members varies by project, key members of our team remain consistent across all open projects. For Envoy, that includes an account manager, a project manager, a design lead, and a tech lead.

Creative: Our creative lead has 18 years of solid creative experience. She has worked on numerous top-tier client engagements ranging from the financial market to the entertainment space. Classically trained as a graphic designer she is also an illustrator and a painter which adds a very nice balance to her design sensibilities. She is well-informed and needs very little to go on to be extremely successful. Her designs are custom-tailored to each client and reflect not only direct feedback from the client but also draw on her vast past to inform best solutions to the problem.

Technology: Our tech lead has over 20 years’ experience and has worked on an equally impressive array of projects. Having spent time in a variety of capacities over the years, he is a strong horizontal thinker pulling solutions from disparate situations he has dealt with in the past. While he is focused on PHP-based development, he is well versed in .Net, C#, server-side scripting & networking, and cross-platform tools such as Phone Gap for mobile. His deep experience affords him client insight even before they ask. He is an invaluable tool to Envoy and our clients as he is very good at brainstorming with creative and account management to devise the best-possible solution for a client given a set of circumstances.

Finally, our account lead has over 20 years’ experience in both design and programming. Throughout his career he has worked as a designer, a coder, a liaison between the two, and, for the last 18 years, has been the conduit between clients and the internal team to assist in propelling projects towards their set goals. He is fluent in all stages of the project lifecycle and can assist both team and clients alike in creative, immediate problem-solving.

Our Process:

While every project has its own personality, our process is designed to be flexible yet steady; constantly keeping our clients and our team on a path known for favorable outcomes. Our process starts with a meeting to intake the project and layout the plan. Our steps are:

##### Define

##### Document

##### Design

##### Produce

##### Test

##### Launch

##### Evaluate Iterate

We are able to come in and out of the above process depending on the exact need, but we will always look to ensure steps not included in a particular project are at least reviewed. It is our belief that making sure everyone is well-informed ensures longer-term success on all projects.

Past Work Samples:

The following are some sites we have worked on which we feel demonstrate the breadth of our skillset from both a technical and aesthetic perspective.

[**https://rocketdocs.com**](https://rocketdocs.com)

RocketDocs was on a growth trajectory and rwas eally pressing hard on both online advertising as well as a full website redesign. The site is heavily integrated with HubSpot and uses a modern tool suite to make the back end of the site extremely authorable and easy to manage.

[**https://www.modernfoldstyles.com**](https://www.modernfoldstyles.com)

A great example of a more complex WordPress installation, ModernfoldStyles is an industry leader in room partitions and doors. Each product line was effectively treated as an individual landing section. As well, the fully customized CMS allowed for different thumbnails for product lines for different categories. This allowed for a diverse library of thumbnails that could be highly tailored for each specific use case. This allowed the target audience to more readily identify with the products depending on what their focus was.

[**https://www.ascensiadiabetes.com/eversense/**](https://www.ascensiadiabetes.com/eversense/)

Asecnsia Diabetes and Eversense Diabetes are global diabetes medical equipment. We have been involved in the strategy, design, development, and incremental updates to their websites. We work with multiple teams on this project and is a great example of document tracking, regulatory concerns, and overall attention to detail.

[**http://hesstoytruck.com/**](http://hesstoytruck.com/)

This is one of the more complex BigCommerce projects we have worked on. Due to extreme transaction volume (approximately 15k per minute at peak times), the challenge here was to manage server resources, the passing of orders to various warehouses, and orchestrating a complex landscape of tracking mechanisms. This property has a long history of passionate fans accessing the site so a top-notch experience was of critical importance to them. This property is an excellent example of what can be done with otherwise out-of-the-box software when a talented team is allowed to craft truly unique solutions.

[**https://www.dippindots.com/**](https://www.dippindots.com/)

Dipp N’ Dots came to us with an antiquated CMS platform that was hard to use and extremely limited. Also on BigCommerce, this property was able to grow from a brochure-only paradigm to a fully functional store. This well-recognized brand now enjoys a very modernized experience and a fluid administrative workflow which has significantly improved all aspects of the site.

[**https://carey.jhu.edu/**](https://carey.jhu.edu/)

The Carey School of Business at John Hopkins. This is a long-standing client where we have performed all manner of site strategy, design, and build as well as perform regular monthly maintenance. The operating requirements of this site are large and require quite a bit of involvement. Envoy is there every step of the way to ensure a smooth journey.

[**http://business.rutgers.edu/**](http://business.rutgers.edu/)

Rutgers Business School. This site is set up on Drupal and is fairly massive in depth. The site manages quite a bit of the core catalog responsibilities for the school and had multiple informational modules in play simultaneously.

[**https://cccu.com/**](https://cccu.com/)

This long-time client is a credit union. As such, their need for heightened security and methodical backup and malware solutions were front-and-center. Envoy owns their health-and-wellness requirements as well as continued support on the platform now.

[**www.bancroft.org**](http://www.bancroft.org)

This is a WordPress install that was highly customized to meet the needs of this organization that deals with special needs people of all ages. They heavily depend on donations and drive donations through events, news, and information found primarily on their site. There is a very wide breadth of information on this site and each type was carefully crafted and customized for the client.

[**https://www.blacksky.com/**](https://www.blacksky.com/)

BlackSky is a satellite photography company that recently went public. We were involved in strategy, design, and development of the property and continue to make incremental updates along the way.

[**http://keyah.com/**](http://keyah.com/)

Real estate website that manages full portfolio of buildings for sale and rent. As well, the back-end system manages communications and services between tenants, building managers, and the management company as a whole. This system also manages a network of in-lobby displays that showcase special services, planned maintenance, and other building-specific notices and events.

# Mobile-Specific:

<https://apps.apple.com/hu/app/audio-hopper/id1572322656>

Audio Hopper features real humans narrating real stories. YOU choose the topics and the publications, Audio Hopper gives you a commercial-free, straight narration of the story. Read by real voice actors, not annoying computer-voice simulators. Just professional, human narrations of the most compelling news culture and entertainment stories from a variety of professional publications with a variety of points of view. Strategy, Design, development, ongoing feature additions.

[**http://www.motoroilmatters.org/**](http://www.motoroilmatters.org/)

Mobile app for iOS and Android. This is an accreditation program for establishments using certified quality motor oil. This is set up in a Yelp-like fashion where locations are tracked according to where you are. As well, so are non-certified locations with the ability to “nominate” a location for inclusion in the program. Feedback,

[**https://www.mastercard.us/en-us/consumers/get-support/mastercard-nearby.html**](https://www.mastercard.us/en-us/consumers/get-support/mastercard-nearby.html)

MasterCard Nearby app. This app is a global tracker for all locations that accept Mastercard and all of its various component parts. Initially this was an excellent way to scout out places that accepted Apple Pay. It was the first app on the market to do that. This is a very robust back end system that draws on many facets of app design to accomplish.

# Branding-Specific

[**https://www.myupspring.com/**](https://www.myupspring.com/)

Conducted extensive market and brand research that informed repositioning, messaging, brand redesign, website redesign, and the redesign of marketing assets for print and social media. Market Research, Brand Strategy, Brand Redesign, Content Strategy, Messaging, Copywriting, Digital & Print Design, Web Design, Social Media

[**https://crofmaryland.com/**](https://crofmaryland.com/)

Created a comprehensive, proactive rebrand featuring an all-new website and robust marketing strategy. Brand Strategy, Identity, Web Design & Development, Environmental Design, Digital & Print Design.

[**https://greenspringadvisors.com/**](https://greenspringadvisors.com/)

Devised brand strategies and an editorial style guide to optimize the online presence of our financial advisory firm. Brand Strategy, Brand Development, Content Strategy, Website Design & Development, Copywriting, Marketing.

[**https://www.schgroup.com/**](https://www.schgroup.com/)

A full brand evolution for SC&H Group, a financial consultancy, to tell the accurate story and position the form for sustainable growth. Brand Strategy, Brand Refresh, Web Design & Development, Digital & Print Design

References:

Below are a few people who would be more than happy to provide references based on work we have done with them and their organizations in the past:

Eric MacKenzie - ejmack@gmail.com

Liz Young - [liz@whoisstudio.com](mailto:liz@whoisstudio.com)

Mike Griswold - [mgriswold@celadon.com](mailto:mgriswold@celadon.com)

Jason Isla - [jason@studiolabs.com](mailto:jason@studiolabs.com)

Dave Taub - [davetaub1970@gmail.com](mailto:davetaub1970@gmail.com)

More available upon request

Thank You

Thank you again for the opportunity to present our thoughts and process to you. We would love to provide anything at all that you may need to help in making this decision to work with us. We typically find a follow-up call to field questions and comments to be the most efficient way of doing this, but we are open to whatever process works best for you. Please let me know if there is a time soon, we can connect and continue the conversation. Again, thank you very much and we look forward to continuing the conversation.

* The Envoy Design Team

A picture containing background pattern

Description automatically generated