Services - Client-Facing

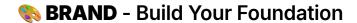
Services Catalog - Client-Facing

Professional service descriptions for proposals and client presentations

Created by: Sheri M | Last Updated: August 15, 2025

Transform your business with our comprehensive digital solutions. We guide you through every stage of your brand journey - from foundation to growth to optimization.

Your Brand Journey with MW Design Studio



Available Now

Start with a strong brand identity that builds trust, recognition, and sets you apart from competitors.

Logo Design

What You Get:

A complete logo package including your primary logo plus horizontal, stacked, and icon versions in all necessary file formats (perfect for everything from business cards to billboards).

Why You Need It:

- Build instant credibility and professionalism
- Create memorable first impressions
- Establish visual consistency across all platforms
- Stand out from competitors with unique design

Timeline: 2-3 weeks

Brand Identity System

What You Get:

Your complete visual brand foundation including custom color palette, typography selection, visual elements, photography direction, and brand voice guidelines.

Why You Need It:

- Ensure consistent brand experience everywhere
- Save time on future design decisions
- Create professional, cohesive marketing materials
- Build strong brand recognition over time

Timeline: 4-5 weeks (after logo completion)

Brand Guidelines

What You Get:

A comprehensive brand book (PDF or web guide) with clear rules for logo usage, color codes, typography, and application examples for digital and print materials.

Why You Need It:

- Maintain brand consistency across all materials
- Easily brief team members or external vendors
- Protect your brand's professional appearance
- Reference guide for all future marketing

Timeline: 3-4 weeks (after brand system completion)



MARKETING - Drive Growth

Available Now

Strategic content and optimization that attracts your ideal customers and grows your business.

Blog & Content Services

Blog Setup & Management

What You Get:

Complete blog strategy, technical WordPress setup with SEO foundation, and ongoing management including editorial calendar and analytics.

Why You Need It:

- Establish thought leadership in your industry
- Improve search engine rankings organically
- Generate qualified leads through valuable content
- Build trust with potential customers

Content Creation

What You Get:

SEO-optimized blog articles (500-2000+ words), long-form guides and case studies, plus website copy for key pages.

Why You Need It:

- Drive more organic traffic to your website
- Convert visitors into customers with compelling copy
- Save time while maintaining consistent quality
- Position your business as the expert choice

Content Calendars

What You Get:

3-6 month content plans with management tools, competitive analysis, and strategic topic mapping.

Why You Need It:

- Stay consistent with content publishing
- Plan ahead and reduce last-minute stress
- Ensure content aligns with business goals
- Identify opportunities competitors are missing

Newsletter Services

What You Get:

Newsletter strategy with segmentation, mobile-responsive design, and high-converting content including subject lines and CTAs.

Why You Need It:

- Nurture leads into paying customers
- Keep your business top-of-mind
- Drive repeat business and referrals
- Build a valuable owned marketing channel

SEO Services

Technical SEO

What You Get:

Complete site audit, speed optimization, mobile-friendliness improvements, and schema markup implementation.

Why You Need It:

- Get found by customers searching for your services
- Improve website performance and user experience
- Stay competitive in search rankings
- Maximize your marketing ROI

On-Page SEO

What You Get:

Keyword mapping, optimized meta titles and descriptions, improved heading structure, and local SEO setup.

Why You Need It:

- Rank higher for searches that matter to your business
- Attract more qualified website traffic

- Dominate local search results
- Convert more visitors into customers

SEO Strategy & Reporting

What You Get:

Competitive analysis, content roadmap, link building management, and custom performance dashboards.

Why You Need It:

- Outrank competitors consistently
- Track ROI of your SEO investment
- Make data-driven marketing decisions
- Build long-term organic growth

Social Media Services

Platform Setup & Optimization

What You Get:

Professional profile development with optimized bios, branded imagery, strategic linking, and advanced features setup.

Why You Need It:

- Make strong first impressions on social media
- Optimize profiles for maximum discoverability
- Streamline customer interactions
- Professional appearance across all platforms

Content Creation

What You Get:

Educational posts, promotional content, behind-the-scenes materials, custom graphics, and strategic captions with hashtag research.

Why You Need It:

- Engage your audience consistently
- Build trust through valuable content
- Generate leads and sales through social media
- Save hours on content creation

Content Templates

What You Get:

Platform-specific templates for posts, stories, and covers, plus category templates for quotes, tips, showcases, and testimonials.

Why You Need It:

- Maintain consistent, professional appearance
- Create content quickly and efficiently
- Ensure brand consistency across platforms
- Scale your content creation efforts

Social Media Management

What You Get:

Content calendar management, post scheduling, stories and reels creation, community engagement, and analytics reporting.

Why You Need It:

- Stay active without spending hours daily
- Build genuine relationships with followers
- Track what content drives real results
- Focus on running your business

WEBSITE - Establish Your Presence

Coming Soon

Professional templates and digital assets that convert visitors into customers.

• Squarespace Templates: Industry-specific designs with 30 days support

- Shopify Templates: Conversion-optimized themes with setup guidance
- Email Templates: Professional newsletter and promotional designs

AUTOMATION - Scale Efficiently

Coming Soon

Smart systems that save time and improve customer experience.

- Business Process Automation: Workflow optimization and tool integration
- Client Experience Automation: Streamlined onboarding and communication
- Marketing Automation: Lead nurturing and campaign management

Ready to Get Started?

Next Steps:

- 1. **Discovery Call:** Let's discuss your specific needs and goals
- 2. **Custom Proposal:** Receive a tailored service recommendation
- 3. Project Kickoff: Begin transforming your brand and business

Contact us today to schedule your consultation and take the first step toward elevated digital presence.