

# Services - Client-Facing

## Services Catalog - Client-Facing

*Professional service descriptions for proposals and client presentations*

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**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

#### **BRAND - Build Your Foundation**

*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

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## 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)

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## 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)

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## **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
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## **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
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## **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
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## **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
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## **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.*