



# Woolard Marketing Website

## Home

### Tagline

#### **Welcome to Woolard Marketing**

Launch your business further - Start here. Expand anywhere.

\*Start here: hyperlinked to "services" or "let's chat"\*

### Who We Are

Since 1992, we have focused on developing and executing strategies that are authentic and enduring. Whether you're just starting your business, adapting to a new market, or need switch up your strategy, we will work with you to get the job done.

### What We Do

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Who - Bonnie and her team of selected individuals - also who do we help (small businesses, government agencies)

What - services

When - when you start your business, when you need a refresher ....

Where - Champaign, IL where we have talent, but this can be done for companies anywhere

Why - Foster collaboration and relationships

## Client Testimonials

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### About - “Who We Are” (Dedicated Page)

Imagine you are building a house - you hire an architect. That architect is there to collaborate with YOU so that they can create a strategy and plan of execution that will achieve what YOU want. That’s exactly what we here at Woolard Marketing do. We are your architect.

Since 1992, we have focused on developing and executing strategies that are authentic and enduring. Whether you’re just starting your business, adapting to a new market, or need switch up your strategy in order to stand out in a cluttered marketplace, we will work with you to get the job done.

Laying out the blueprints: Most of our clients come to us with amazing ideas, but no strategy for execution. We work with you to design your idea and outline the logistics to create a working strategy.

We have the tools! Based in Champaign, IL, we are located in a quickly growing urban community where we have access to great people and talent from both the city and the University of Illinois.

The final project: After working with us, you now have *something* that will last forever.

- House remodeling - we are here for those changes down the road
- Investing in something that matters
- Represents and reflects you

What are you waiting for? Let’s start building! → [Contact link](#)

\*Would Bonnie be okay with including collaborators like Troy on the site? I would be careful not to make it sound like Bonnie sells out client work to others.

### Bonnie --

The foundation of our brand. As the president and founder of Woolard Marketing, Bonnie has built a company from the ground up - a true reflection of her own personal values. “Everyone has busy lives, and I don’t believe in smoke and mirrors.” Her work is built around authenticity, connection, and inspiration. 30+ years of experience + 100+ clients = *a unique client experience shaped by knowledge only time can bring*. Whatever Bonnie builds, it is built to last.

# Services - “What We Do”

## 1. Branding

Create a brand that resonates with your customers. We can help you start from scratch or work with your current designs to create a unified set of branding materials.

- Logo and Name Creation
- Visual Guidelines
- Tone and Voice

## 2. Strategic Marketing

Learn what your customers enjoy most about your product and find the connection between you and their peers.

- User Experience Studies
- Communications Audits
- Focus Groups

## 3. Multichannel Advertising (Promoting Your Brand)

Whether you're expanding locally or around the globe, use the right tools to reach your customers.

- Print & Brochures
- Billboards
- Direct Mail
- Broadcast
- Transit

## 4. Digital Marketing (Promoting Your Brand Online)

Utilize modern tools to promote your brand or product where your customer spend the most time. Social media and entertainment sites are great venues to showcase your product or service.

- Online Advertising
- E-Newsletters
- Social Media
- Blogs

## 5. Website Development

Your website is often the first place customers visit. Make their online experience effective with our clean, modern, and mobile ready website design.

- Custom Design
- Custom Content
- Mobile Optimization
- Tracking & Analytics

## **6. Public Relations**

Business doesn't end at your store front. Be part of a bigger picture and create something greater.

- Media Relationships
- Special Events
- Partnerships & Collaborations

## **Portfolio - “Our Work”**

They say a picture is worth 1,000 words, so we'll let our work speak for itself!

## **Contact - “Let's Chat”**