Woolard Marketing Website Design

Initial Website Design Notes & Content

**Design:**

* Bright website with light or white background. Avoid the dark theme.
* Fluid resizing but not 100% width
* Needs depth, avoid tetris blocking content
  + Use shadows and a uniform source of light
* Definitely needs a fixed header with a drop shadow below once user scrolls down
* Parallax backgrounds can add more depth
* Introduce brand colors
  + Red: #AD1F24
  + Orange: #E75A26
  + Grey: #A7A9AB
  + Black: #231F20
  + White: #FFFFFF
* Sans-Serif Fonts
  + Oswald Book
  + Oswald Light
  + Open Sans Regular
* Subtle but attractive animations
* Avoid being too tall, some websites have a lot of blank space and make you scroll a lot for only a little bit of content
* Should definitely implement a CMS to make it easy to update content
  + Current candidate: Subrion?
* Line Icons

**Bonnie’s Requests:**

* Unique but not over the top
* Loads Quickly
* Avoid looking like every other website
* My logo isn’t horizontal so we’d need to have a way to showcase it properly
  + Maybe have a dropdown square where the logo extends past the nav bar
* Incorporate animations on the image/text
* (Buzz words) Branding, digital marketing and analysis, public relation
* Don’t overstate or make it seem like we’re a huge company
* We’re not just a consultant though, we produce a lot
* Add the keyword “Touchpoints” somewhere

**Content:**

* Home
* Who We Are
* What We Do
* Our Work
* Blog
* Contact

# Homepage

### Tagline

**Meet Your Marketing Team**

Building strong business relationships and providing powerful marketing strategies to launch your business.

* Launch Your Business
* Strategies To Launch Your Business
* Marketing Strategies to Launch Your Business
* Building strong business relationships to
* Strong business practices leading to powerful marketing strategies
* Strong business creating powerful marketing strategies
* Powerful Marketing Strategies For Your Business
* Meet Your Marketing Team
* Building strong business relationships and providing powerful marketing strategies to launch your business.

### Client Testimonials

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# Services (What We Do)

**Woolard Marketing offers many essential services, including:**

1. **Branding**

Create a brand that resonates with your customers.

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

1. **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

1. **Multichannel Advertising (Promoting Your Brand)**

Whether you’re expanding locally or around the globe,

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

1. **Digital Marketing (Promoting Your Brand Online)**

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

1. **Website Development**

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

1. **Public Relations**

* Media Relationships
* Special Events
* Partnerships & Collaborations

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# Portfolio (Case Studies)

Some of our clients include Landscape Recycling Center, Professional Outdoor Solutions, BankChampaign, SURS, Unity Music Boosters, City of Urbana, and City of Champaign.

## Bank Champaign

Website

Newsletter

TV Ad

Postcards

Golden Apple

Brochures

## CU Woodshop

Website

Postcards

Mailer

E-News

Logo

Branding

## First Bank

Savoy Grand Opening

Billboard

Postcards

Signs

SURS

Annual reports

Employee enrolment packets

## City of Urbana

Tree guide

Recycle mailers

Sustain brochure

Recycle signs

LRC Logo

LRC Mailing

LRC Flyer

Compost brochure

Arbor specs

## ISOTECH

Website

Trade show

SEO

Inserts (English+Spanish)

## Cristophers

Signs

Brochures

Promotions

Postcard

## ECS

Logo

Website

# About (Who We Are)

Bonnie Woolard founded Woolard Marketing Consultants, Inc. in 1992.

### Biographies & Contact Info

#### Bonnie Woolard

A veteran of the marketing-communications field, Bonnie has worked as an independent marketing consulting with Woolard Marketing since 1992. Her background includes developing marketing plans and campaigns for financial, agricultural, healthcare, engineering/construction, education, retail, and government agencies. An experienced creative director and account manager, Bonnie has been involved in the creation of numerous award-winning campaigns for local, regional, and national clients.

Marketing Consulting

* Analyze markets to identify niches and strategies that are marketable and profitable for the client
* Plan, develop, and execute integrated sales and marketing programs
* Generate and oversee budgets and timelines
* Introduce methods to re-channel marketing dollars for greater effectiveness
* Manage projects to ensure consistency and measure results

Branding and Advertising

* Develop and execute multi-faceted branding initiatives
* Create compelling marketing that works across all media
* Write and design eye-catching advertising, collateral, and trade show materials
* Produce broadcast-quality materials for radio, television, corporate, and multimedia
* Develop website content, navigation, and search engine text

Bonnie received her bachelor’s degree in Advertising from the University of Illinois in 1978.

Bonnie Woolard started WM in 1992 with the inspiration of helping business promote themselves through smarter. More effective marketing. She has successfully created a marketing-communication solution that goes far beyond a cool logo with matching t-shirts.

In her 25+ years building the WM brand, Bonnie has built numerous long-lasting relationships with the companies she supports. Once of her goals from the beginning was to provide transparency to clients. “Everyone has busy lives, and I don’t believe in smoke and mirrors.” Her beginning goals have stayed true in her work today. Many of her clients have been working with her over 10 years. Some even 20.

Bonnie thoroughly gets to know your company and values and produces a creative plan for marketing your brand. She puts a great deal of effort into her work in order to ensure the support your company needs. Bonnie also provides connections for your brand and will build a team of resources and professionals to help her in supporting your goals.

#### Jovanie De La Cruz

#### Brittany Bancroft

# Why Woolard Marketing

At Woolard Marketing we support our clients. Most of our clients come to us with amazing ideas, but no strategy for execution. We listen to their ideas and create an achievable plan of action. From our proposal, clients get a clear understanding of what they can expect from us and what we can expect from them throughout the process of their project. There are no surprises with us!

# In The News

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# Contact

Names, titles, and contact info for each employee.

Bonnie Woolard

Phone: 217-359-2459

Address: 17 E Taylor St, Champaign, IL 61820

# Inspiration

* <http://www.claninmarketing.com/>
* <http://www.guthandassociates.com/>
* <https://jbchicago.com/>
  + Parallax Background
* <https://mekanism.com/>
  + Awesome animations
* <https://envisionitagency.com/>
  + Very quick and tasteful animations
* <https://www.6smarketing.com/>
  + Their site is very interesting in terms of content. How do you think it would play in C-U? Not sure we can deliver all of these things, but some of them certainly.
* <https://rockcandymedia.com/services/>
  + See if you can figure out what they’re doing with SEM and SEO
* <https://rabbitcollective.com/>

# Articles

### Top 10 Reasons to Work with a Marketing Agency (No source)

1. Familiarity with resources and local marketing climate.
2. No unexpected surprises and costs.
3. Marketing dollars go further with more impact
4. A person on call to answer your questions.
5. Someone to handle inquiries, phone calls, sales reps, vendors, etc … so you don’t have to.
6. Unified branding through consistent, coordinated marketing messages.
7. Trusted professionals work for you instead of a media/vendor outlet.
8. An outside perspective to evaluate the big marketing picture.
9. One-stop shopping for all marketing resources.
10. Time-saver. Agencies know the ins and outs, allowing you to tend to other business needs. What’s your time worth?

### Top 10 Reasons to Work with Woolard Marketing (No source)

1. Not your traditional agency or design firm. We bring a unique, collaborative perspective to the marketing process.
2. Straightforward, fresh, hands-on approach.
3. A good name. Woolard Marketing has an established, trusted reputation for having satisfied, long-term customers.
4. Focused on client service and *results*, not awards.
5. Solid relationships with vendors and media. We find the best possible provider for every aspect of your project.
6. Affordable consulting and production rates. Our goal is to *make* you money, not *cost* you money.
7. Experienced individuals who have been in the business for over 25 years. Your account with not be handed off to a junior associate.
8. “Big picture” thinking for your business. We offer creative thinking with a dose of common sense.
9. One point of contact for marketing – from strategy to production, from traditional media to websites.
10. Enthusiastic, fun people who value your business.

### What defines your business?

Helping customers recognize and choose your business in a cluttered marketplace is the essence of branding.

With smarter and more effective marketing and communications, you can launch your business to another level and prove to others what you already know.

That’s where we come in.

Woolard Marketing has provided a complete range of marketing-communications services since 1992.

As your strategic partner, we lead you through the complex process of branding, marketing, and communications, which goes far beyond having the right logo and matching shirts.

We work closely with your business or organization to help you define your unique brand and to create your value proposition. Then we take it a step further: developing communications materials that support the brand and monitoring results for effectiveness.

#### Four Questions Worth Answering (Seth Godin)

Who is your next customer? (Conceptually, not specifically. Describe his outlook, his tribe, his hopes and dreams and needs and wants…)

What is the story he told himself (about the world, about his situation, about his perceptions) before he met you?

How do you encounter him in a way that he trusts the story you tell him about what you have to offer?

What change are you trying to make in him, his life, or his story?

Start with this before you spend time on tactics, technology or scalability.