ZIV Website Content Strategy v1

September 18, 2014

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| 0.0 Homepage | Homepage (Template) |
| User experience, UX, Creative agency, Digital agency, Experience mapping, Service design, Marketing communications, Mobile, Innovation, Woman Owned, KC marketing, User testing, Branding, Graphic Design, Usability, Usability testing | Imagery |
| What do your customers experience using your online services?  We offer experience innovation, inter-disciplinary strategic, creative and technical skills that meet today’s marketing demands.  Whether it’s creating a brand or implementing a digital solution to disrupt your industry, transforming your customer’s experience to gain loyalty, or executing a marketing strategy for needed growth - we’ve got you covered.  Disrupt  Strategy grounded in insight and research is the key to innovation and launching successful products and services. We gather in-depth feedback, analyze, test, retest, and use 30+ years of first-hand user research experience to push into new market territory.    Transform  Your customer’s experience and perception determines if they buy from you. We are experts in UX, design, branding, and marketing; ensuring you reach your business goals by building a brand that is relational and meaningful. You’ll gain maximum advantage and measurable results.  Grow  Your business should always be evolving. Powerful brand story-telling, impactful design and valuable content conveyed in engaging new ways means growth with maximum reach and profitable growth.  Because every business could use a polish/boost.  Being said... (twitter feed)  The lowdown on emotional branding ow.ly/zvozU  What we’re up to  Our startup client hit their 3 month projection out of the gate. | Widgets/Ads  Twitter  How can we help you?  We’re happy to have a conversation. Connect with us.  About  We’re innovative thinkers ready to help  grow your business by creating valuable  customer experiences.  Our work  We translate your business goals into solutions that faciliate positive customer perceptions and relationships.  Connect  We’d love to hear from (and about) you! Let’s meet and tweet.  + 913 485-2352 |

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| 1.0 How can we help? | About page (Template) |
| Keywords/Meta Data | Imagery: |
| Let’s invent the future together. (research/explore/build) (plan/scope/solutions)  We shine a light in a discovery phase and study your business landscape. This research sparks innovation that we synthesize into digital, branding or marketing solutions that are sustainable and profitable.  CORE SERVICES  **Innovation and Branding**  Facilitating the entire process to ensuring truly breakthrough and disruptive outcomes.  Ideation & Product management  Naming and branding  Product Licensing  Manufacturing  Brand and collateral design  **Experience Design**  Experiences for your customers that grow your business and a loyal consumer base.  Information architecture  Content Strategy  UX (Customer experience design)  User Research  Interface & Visual Design  Front-end development  **Strategic Consulting**  The right growth in the right direction with the ability to pivot in an evolving market.  Consumer & Business Insights (VOC)  Brand Strategy  Business Strategy  **Relational Marketing**  Making sure every touchpoint works to retain the customer.  Social Media Strategy  SEO  Advertising  Content Marketing  eCRM  INDUSTRIES WE SPECIALIZE IN  Agriculture and animal sciences  Well funded startups and tech companies  Non-profit and Humanitarian causes  City government and CVBs  Financial services  Relational e-retailers  HOW WE PARTNER WITH OUR CLIENTS  Support internal teams or agency staff  Operate as an outsourced UX team  Guide new product initiatives or major re-designs  Provide innovation research, strategy and ideation  Provide a roadmap and set the vision for the future  Strategize opportunities for company and market growth  Collaborate to refresh branding, marketing and bring to market strategies  See how we have partnered with past clients | Widgets/Ads  Newsletter Signup |
| Downloads |
| Quick Links  Need help with your next initiative?  Let’s talk. Connect with us. |

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| 2.0 Results | Content Page |
| Keywords/Meta Data |  |
| Your goals + our expertise = results  We work with innovative companies who understand that well crafted human experiences are good for business.  5 GOALS WE SEEK TO ACCOMPLISH WITH EVERY PROJECT  **Communicate well**  Speak your customer’s language so they can understand you, relate to you, share you and successfully accomplish any digital task.  **Stand out with excellence**  Be relevant to your customers. We connect the marketing and branding dots.  **Leap frog the competition**  Innovate against your competitors and find your competitive advantage.  **Set direction for the next stage of growth**  Your business can know how it should grow next, with a brilliant strategy.  Expect exceptional results  Your bottom-line matters. We create for sustainable results. | Widgets/Ads |
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| Quote  Looking for results?  Explore our capabilities and see what we do |
| Zoomin  **Challenge**  The client had an idea to revolutionize the grocery industry by creating a drive-thru and pickup grocery store. They came to us for a name and a brand, but we delivered all their marketing collateral and orchestrated their launch with three events and a comprehensive marketing plan.  **Approach**  We knew they needed to attract people to give this new model of grocery shopping a try and clearly distinguish themselves from the competition. A catchy name, and vibrant brand and a carefully orchestrated launch and marketing strategy did the trick.  **Results**  Additional investors came calling within a few weeks of opening. We increased their social media reach by 1000% over 6 months, allowing them to hit their 3 month projections out of the gate.  **Capabilities**   * Consumer & Business Insights (VOC) * Branding, Naming & Identity * Social Media Strategy * Advertising * Content Marketing * eCRM |  |
| **Texada**  **Challenge**  Texada, a software development company that builds a variety of software products, was finding that their competitors were moving impinging on their market with newer more user-friendly systems. As a stop gap they wanted to upgrade their system without investing in a new backend.  **Approach**  Taking their existing the screens and user flows, we created three distinct looks to provide a fresh vision for the system. Once an approach was selected we applied that to their interface, along with fresh iconography and restructured pages.  **Results**  Best summed up by the solution owner…  **Capabilities**   * Interface design * Visual design * UX strategy |  |
| **Woodley**  **Challenge**  A local minority owned business needed a new web presence that represented who they had become. With an existing site that hadn’t been updated for 10 years, and a growing employee base and increasingly larger clients they needed a brand refresh.  **Approach**  With a slight modernization to their brand identity, special care was taken to communicate specific services, and giving them a very modern and clean looking website. Content was rewritten to incorporate SEO.  **Results**  With increased credibility and the communication of their history, Woodley distinctly set themselves apart from the competition, setting the bar high as they do with their services.  **Capabilities**  Consumer & Business Insights (VOC)  Content Strategy  Information architecture  SEO  Web Design |  |
| **OP Golf**  **Challenge**  With 2 courses and a city division, and no distinct identity, the courses had taken on the city logo as a brand but it was a poor representation and didn’t communicate the caliber and distinction they offered as course.  **Approach**  Creating a family of identities that worked both individually and as a system, we capitalized on existing brand aspects, for St. Andrew’s Golf Course it was the lion which was modernized, and for the Sykes Lady Golf Course it was taking the word Sykes (meaning by the water) and then to fashion an oak leaf that was created using the shape of the in course bodies of water.  **Results**  The brand identities were easily approved by Overland Park’s city government, and have proven to increase club membership and professionalism.  **Capabilities**  Consumer & Business Insights (VOC)  Brand strategy  Identity design  Strategic consulting |  |
| **NRCCUA**  Challenge  With new players entering the market, myCollegeOptions needed to up their game. Not only with a visual refresh, but also reworking touchpoints and interactions with their users.  Approach  We divided our recommendations into quick wins and a long term plan. This allowed us to quickly improve their existing platform, while setting a vision for a functional overhaul that worked within the framework of their technical backend and platform.  Results  The site (see from Brent?)  Capabilities  Consumer & Business Insights (VOC)  Branding, Naming & Identity Relational marketing |  |

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| 3.0 About | Content Page |
| Keywords/Meta Data |  |
| We bring ideas to life so they click with customers. (concepts/initiatives) (click/resonate/thrive)  Hello, we’re ZIV, a group of multi-national, multi-cultural, multi-talented individuals, anchored by our commitment to live exceptional lives, create extraordinary work and have an impact all over the world. We’re so glad you’re here!  **Meet your team**  Cara Miller  Principal/Founder  Lyssa Surface  Account Manager/Engagement Strategist  DeAnn Garret  Office Administrator and  Project coordinator  Lindsay Lovejoy  Junior Designer  OUR HISTORY  2004 Boxspring Design is founded by Cara Miller and Ryan Miller to put a name to their part-time freelance business.  2007 The business moves from Canada to the USA.  2011 The business becomes a full-time venture with Cara Miller taking the lead. Ryan focuses his full-time attention on an outside position.  2013 First intern comes on board.  2014 Our first employee joins and with second intern makes three.  2014 We rebrand to ZIV Inc.  WHY WE DO WHAT WE DO  70% of the 1.6 billion people living in extreme poverty are women. We give back by investing in disadvantaged women so they are empowered to change the world.  Did you know?  Studies have shown that with every dollar a woman in a developing nation earns, she invests 80 cents into her family, versus men who invest only 30 cents.  (Half the Sky)  When women earn more, they spend it on food, healthcare, and education for their children.  Greater income equality could decrease poverty generationally, so as a woman owned business we support organizations that build up women.  Strong Women Strong World Fund | Widgets/Ads |
| Need to grow your reach?  Great! We’d like to talk with you. Reach out to join our team. |
| Quick Links |

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| 4.0 Contact | Content Page |
| Keywords/Meta Data |  |
| We’d love to hear from you. (work with/talk with)  We create products and build ideas that redefine markets, delight users and drive innovation. Looks like you are ready to talk about your next project.  Locations  KANSAS CITY  BOULDER  Call us  913-393-2053  Email  Keep informed on all things ZIV | Widgets/Ads |
| Downloads |
| Quick Links |
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| 0.6 Sitemap | Content Page |
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| Downloads |
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| 0.4 Terms and Privacy | Content Page |
| Keywords/Meta Data |  |
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| Downloads |
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