

AGENDA

Topics Covered

LOGOS

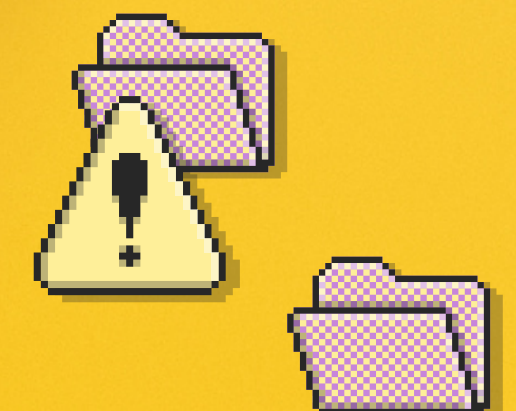
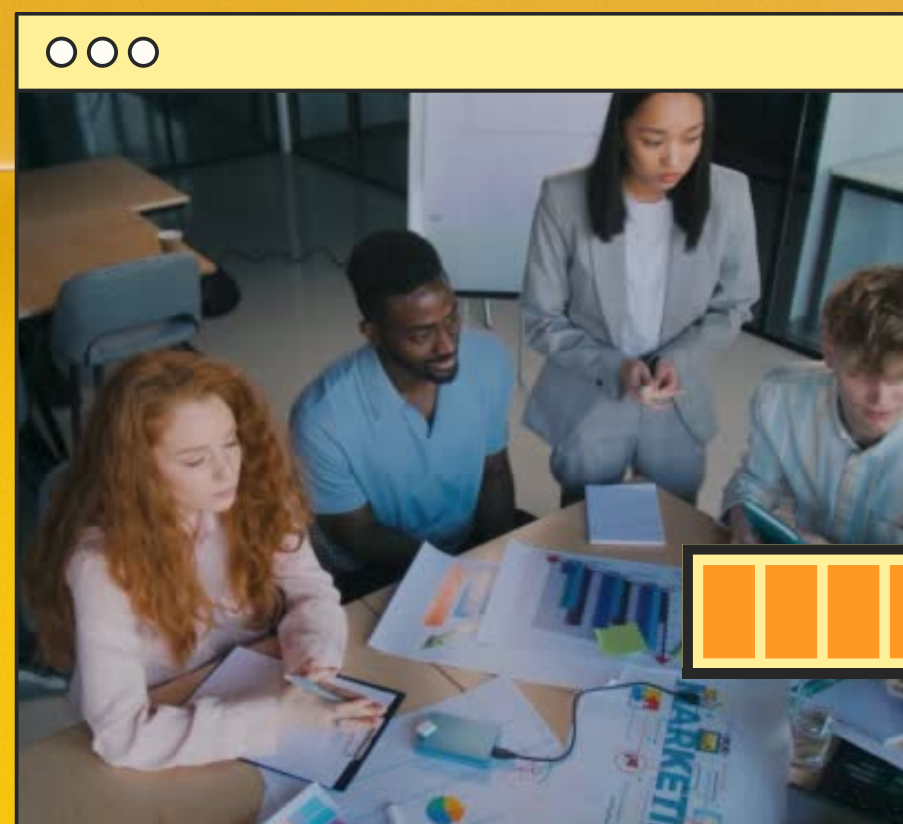
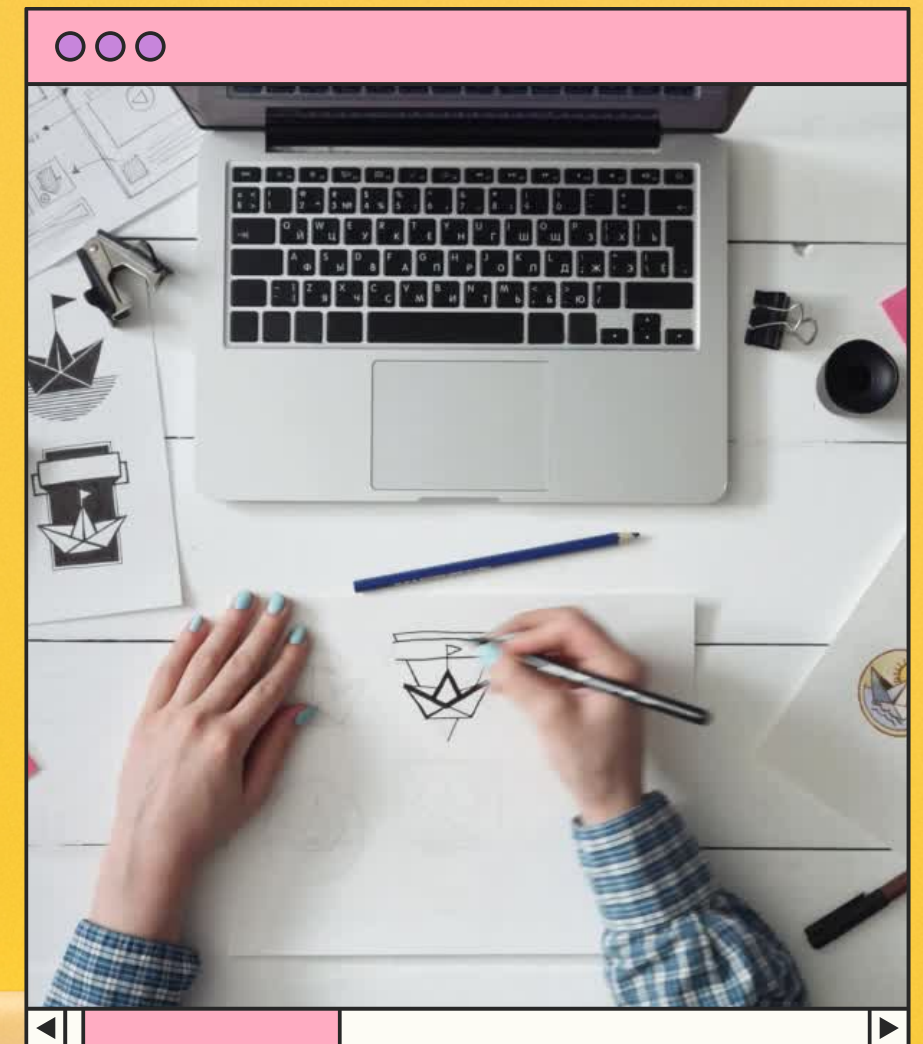
WEBSITES

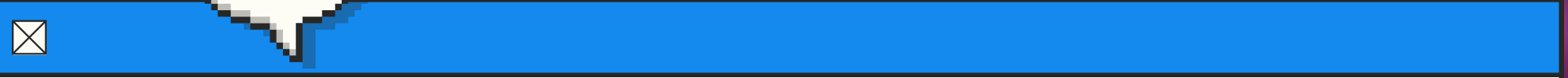
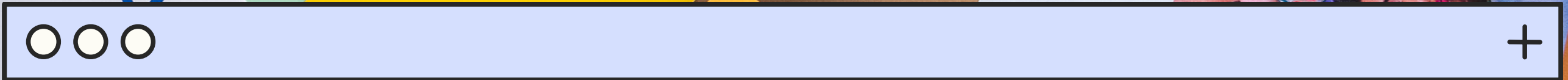
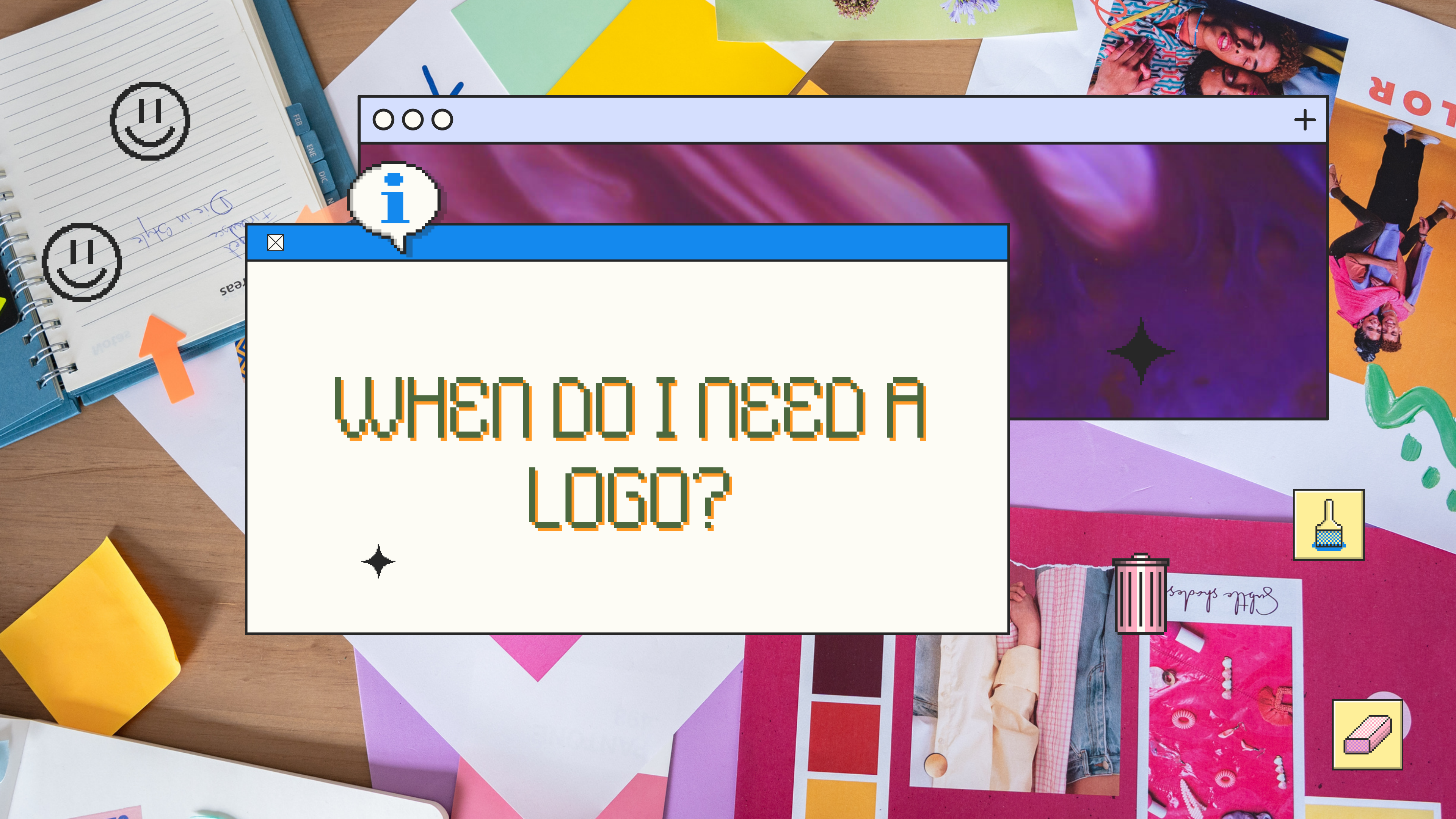
SOCIALS



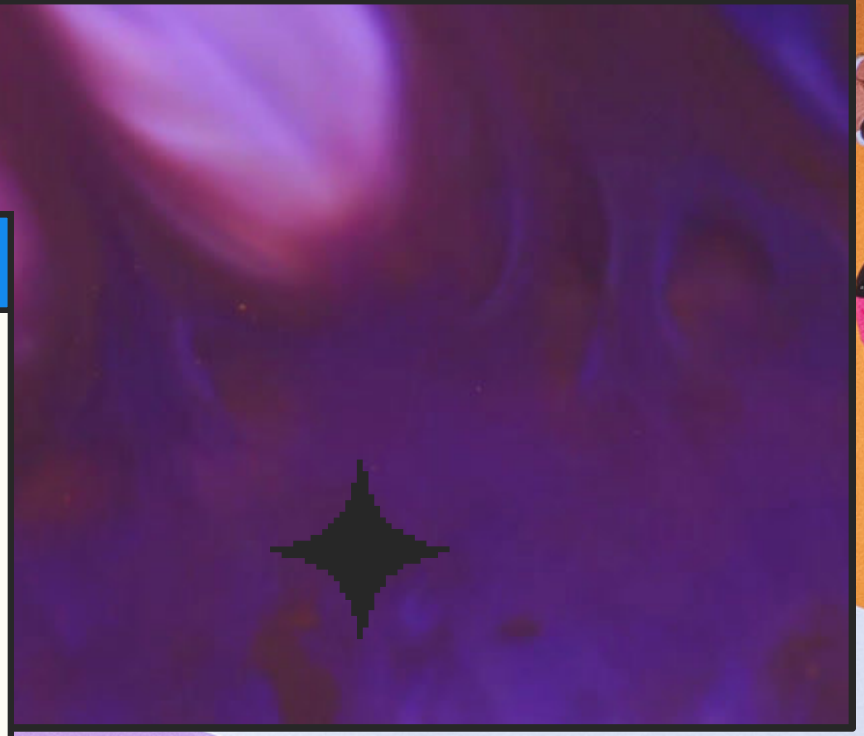
WHERE TO BEGIN?

Briefly discuss what you already have in place



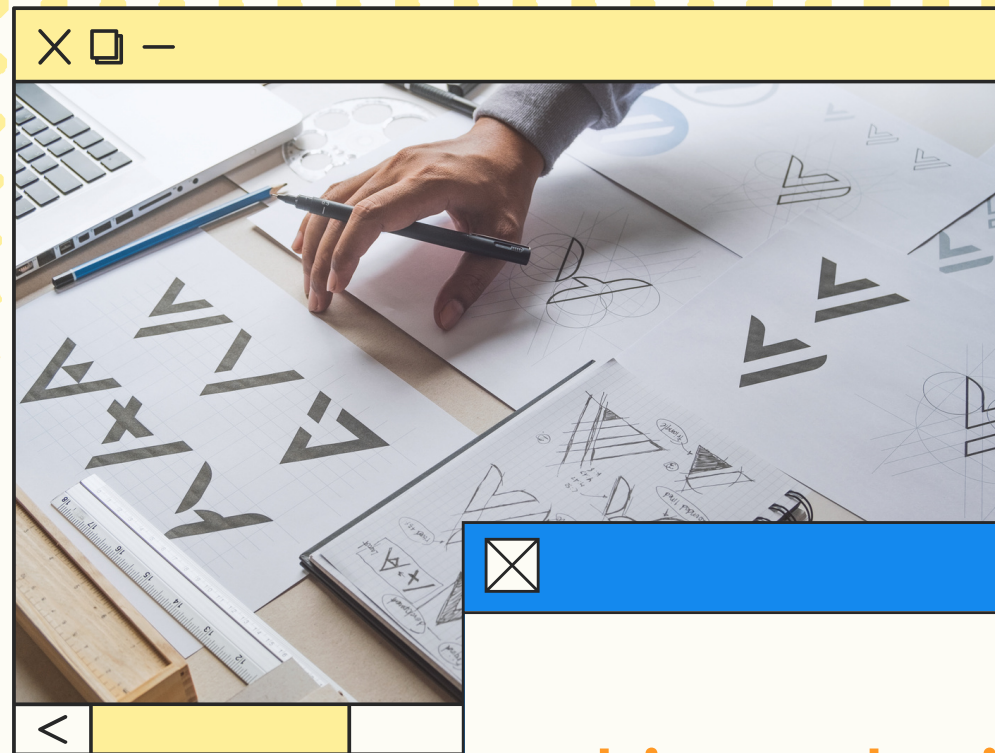
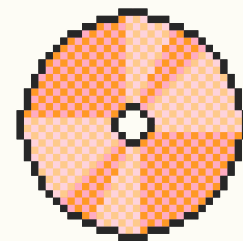


WHEN DO I NEED A
LOGO?



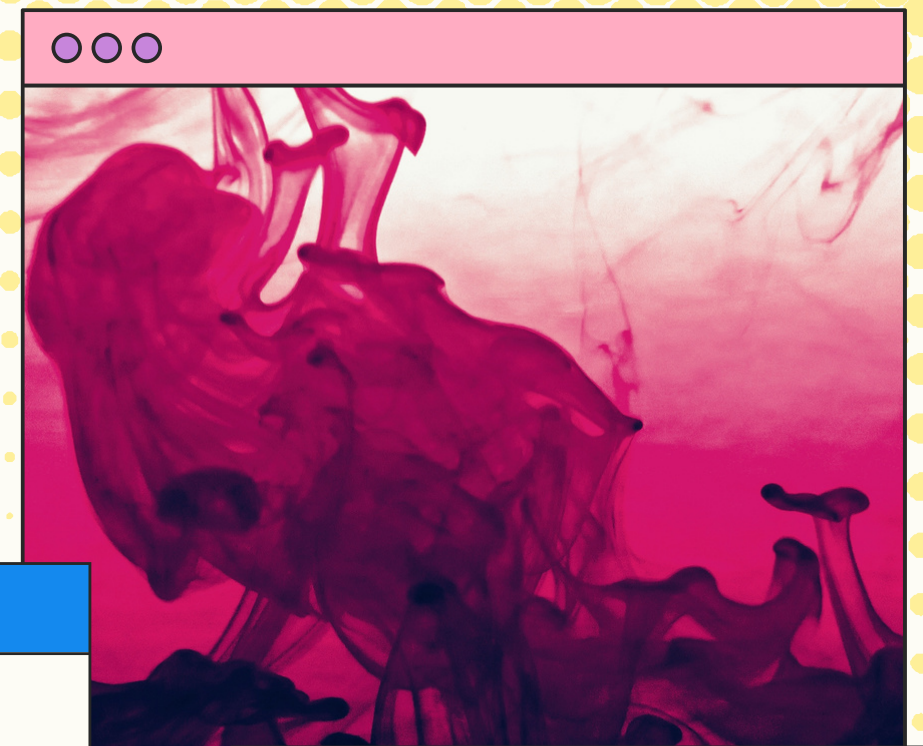


IT'S QUICKER
AND
CHEAPER
THAN YOU
THINK



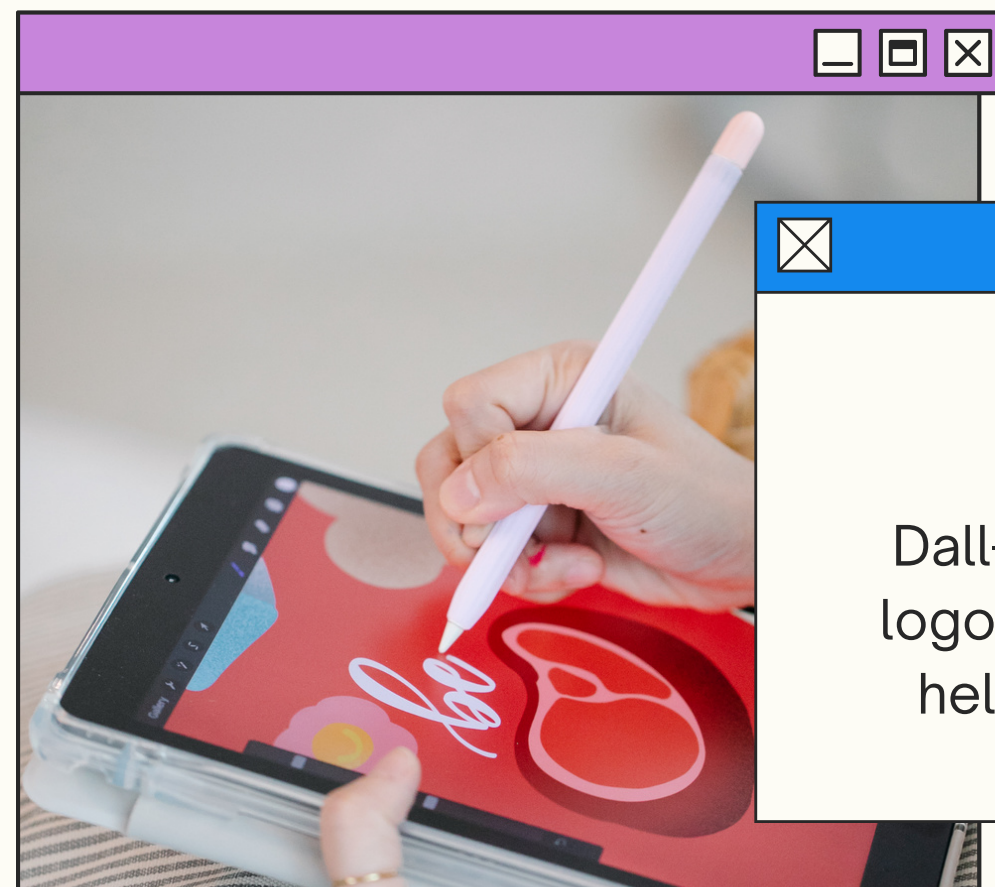
hire a designer

set a brief on sites like
fiver, pph, 99designs



do it yourself

free programmes like
canva and adobe have
tools and templates



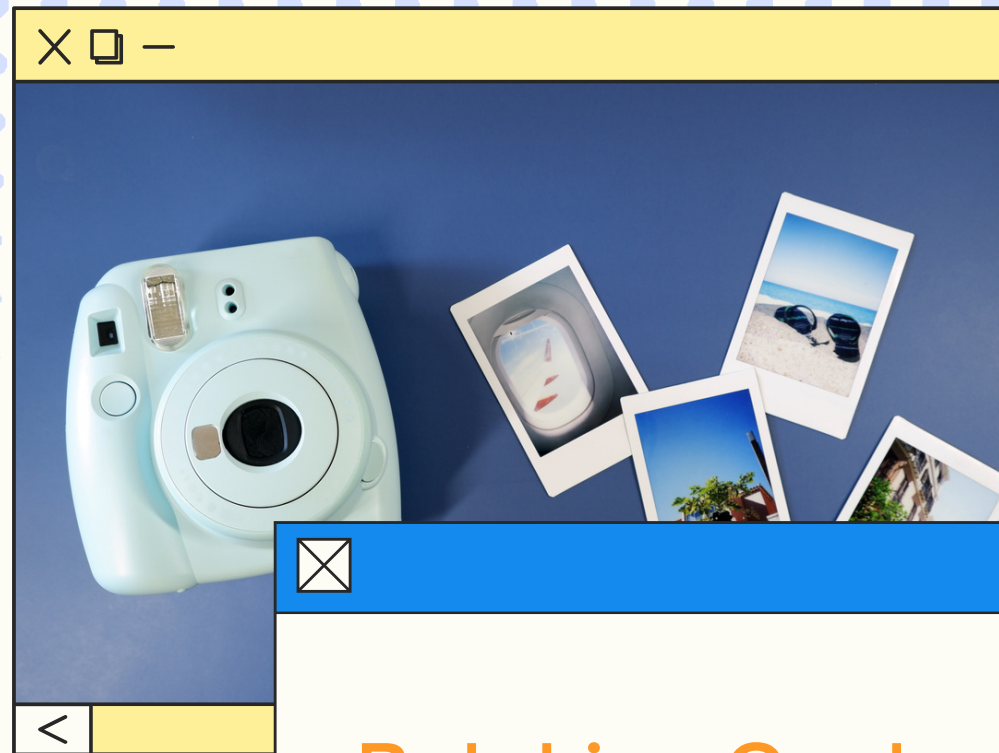
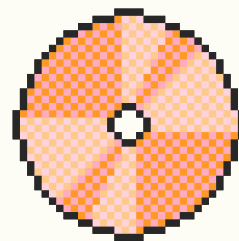
utilise AI

Dall-e, Midjourney and
logo generators can all
help you get started

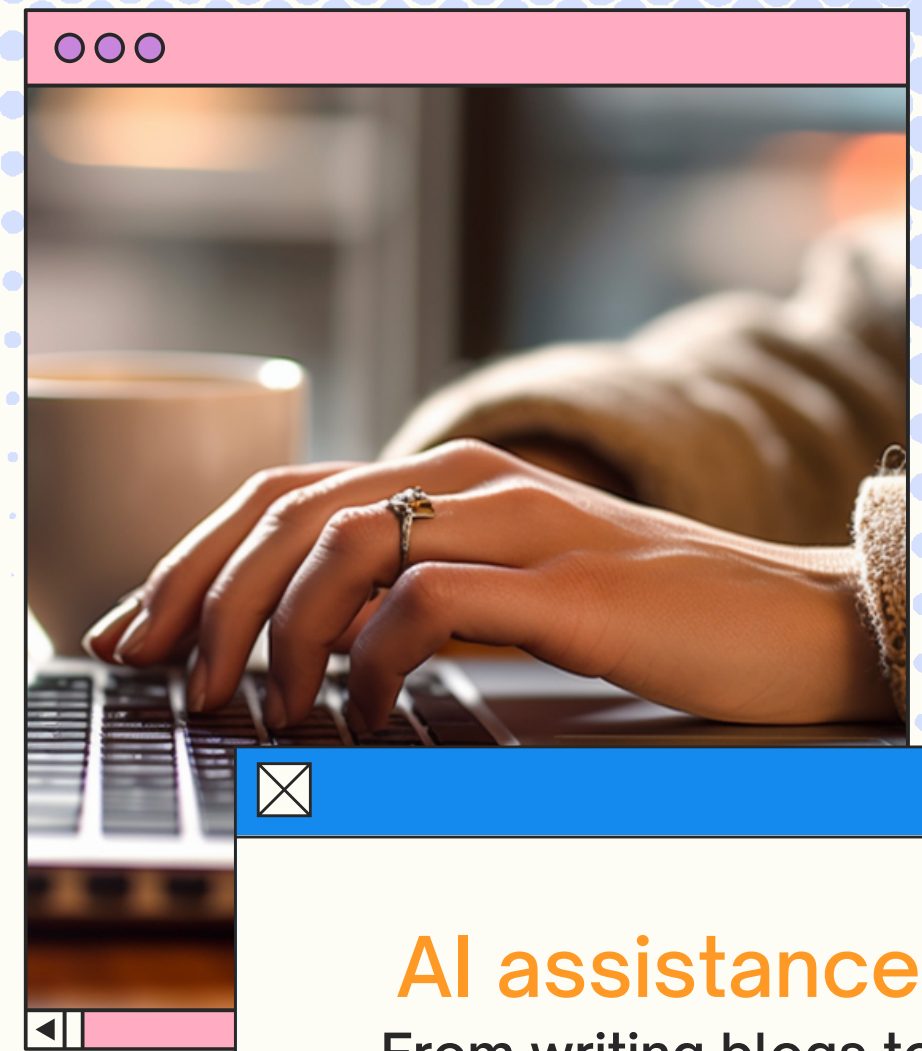




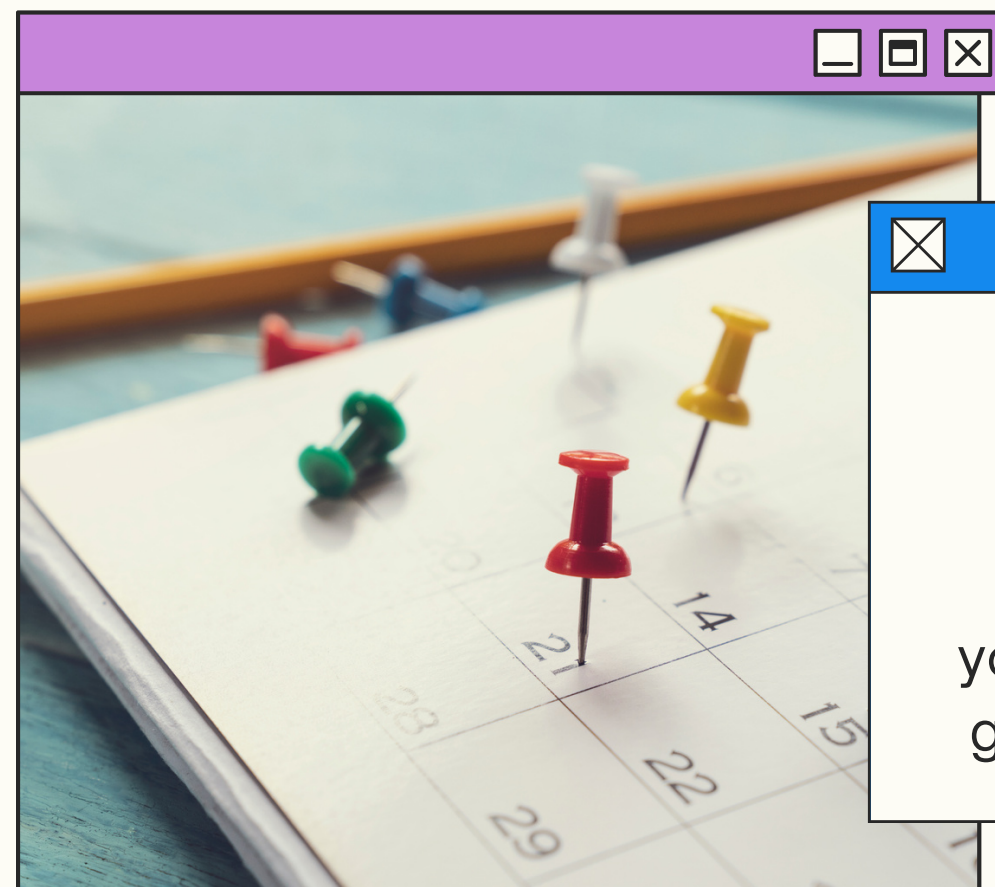
TOOLS AND TIPS TO HELP YOU MAX YOUR OUTPUT



Batching Content
Creating lots of content in
one go and slowly
releasing it



AI assistance
From writing blogs to
editing images, AI can
help speed things up and
close the skills gap.



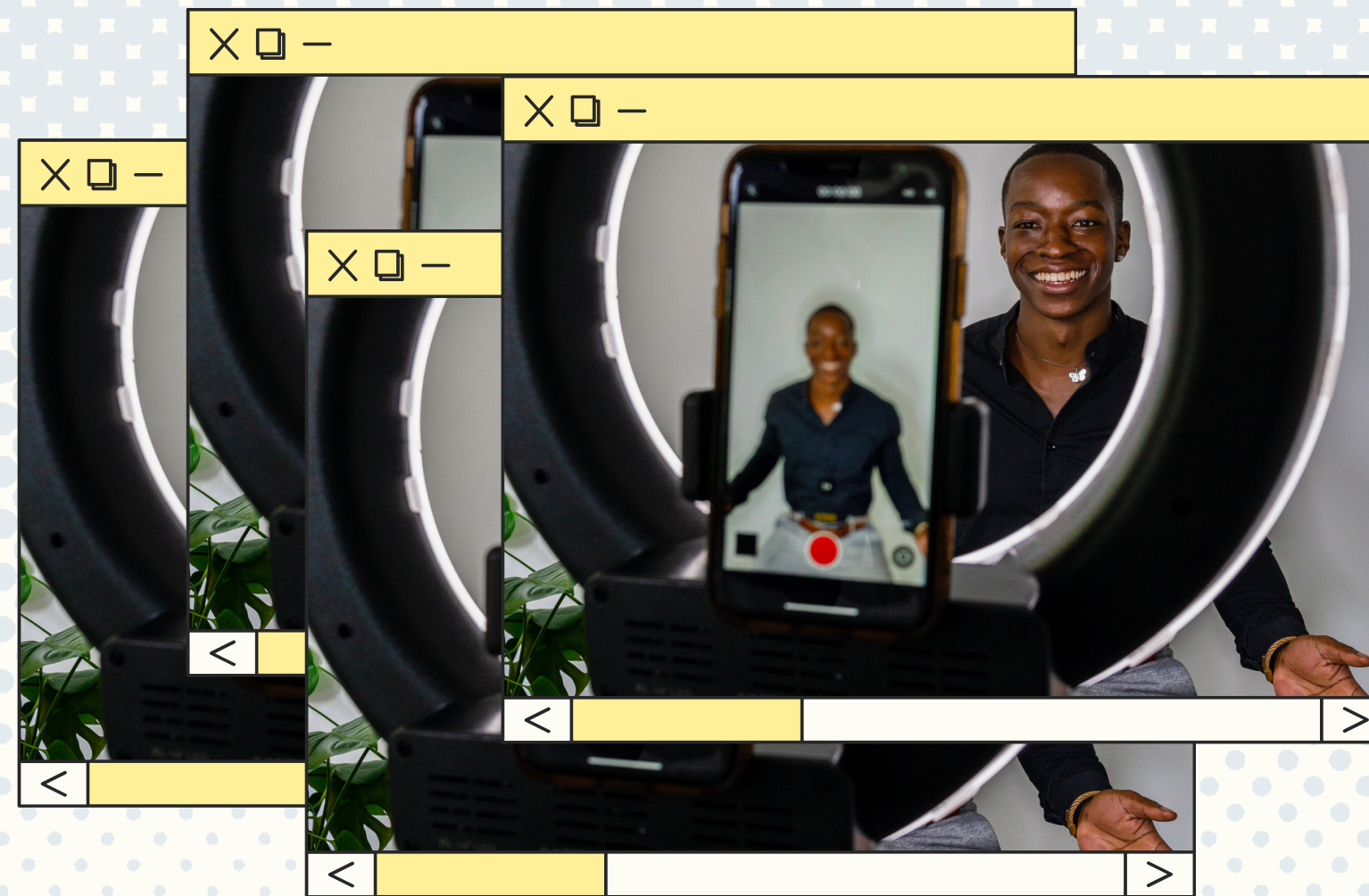
Scheduling
Creating a content
calendar and linking to
your social sites so things
get posted automatically





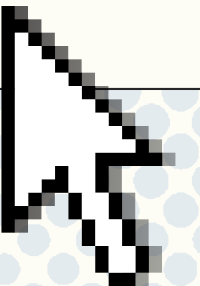
TOOLS AND TIPS TO HELP YOU MAX YOUR OUTPUT

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Batching Content

create once use
multiple times! (like
meal prep)



Set a day in the month or once a week if you can to plan, create and edit your content for the next month or more.

This could be a day dedicated to writing blogs and captions, researching new ideas see what's trending. Plan a photoshoot / video and recreating for various audience, platforms and time frames.

Planner

Content

Social accounts ▾

Post status ▾



Today



Jul 11 - 17, 2022 ▾



Scheduling

GMT
-04:00

Mon

0

Tue

2

Wed

3

Thu

3

Fri

4

Sat

3

Sun

11

12

13

14

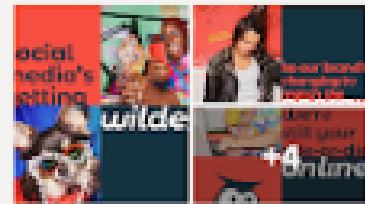
15

16

17

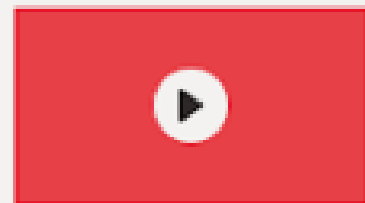
hootsuite

1:00PM · Whoops, I j



Hootsuite

2:58PM · Social is th



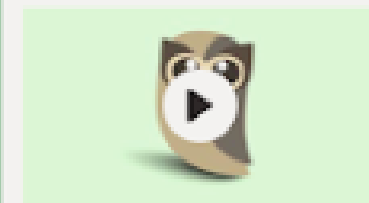
Hootsuite (Defa...

1:00PM · Spicy take:



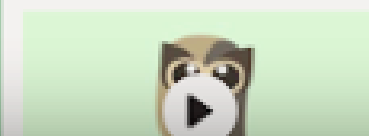
Hootsuite

2:00PM · It's called :



Hootsuite (Defa...

2:00PM · It's called :



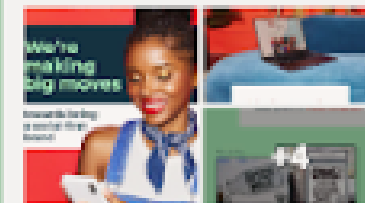
Hootsuite

9:15AM · Instagram



hootsuite

12:00PM · Spicy tak



Hootsuite

2:00PM · The good \



Hootsuite (Defa...

9:15AM · You're wel



Hootsuite

9:15AM · Pop quiz!
What is your
favourite social
media platform to
create content for



Hootsuite

11:00AM · Don't ove



Hootsuite (Defa...

9:15AM · Secret tip:



Hootsuite

12:00PM · Not all ha



Hootsuite (Defa...

3:15PM · Turn your "



Hootsuite

9:00AM · With the p



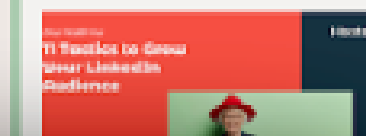
Hootsuite (Defa...

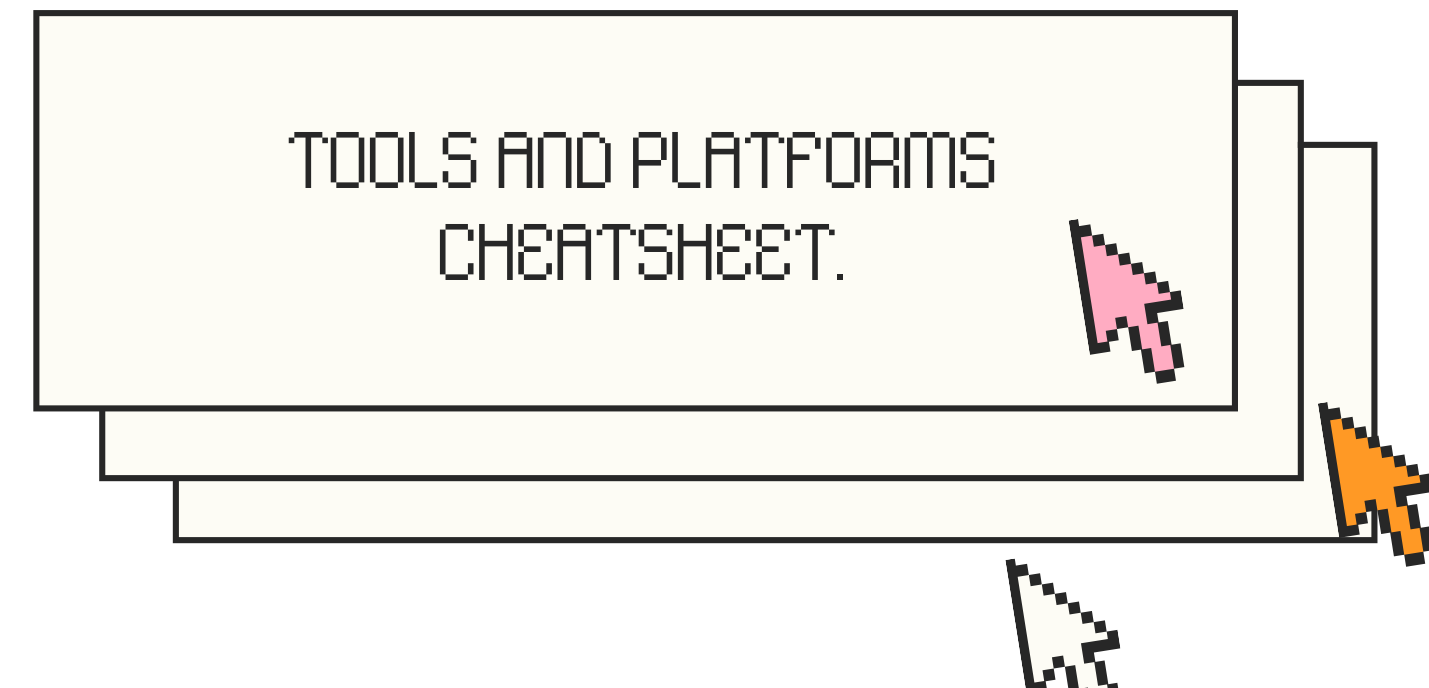
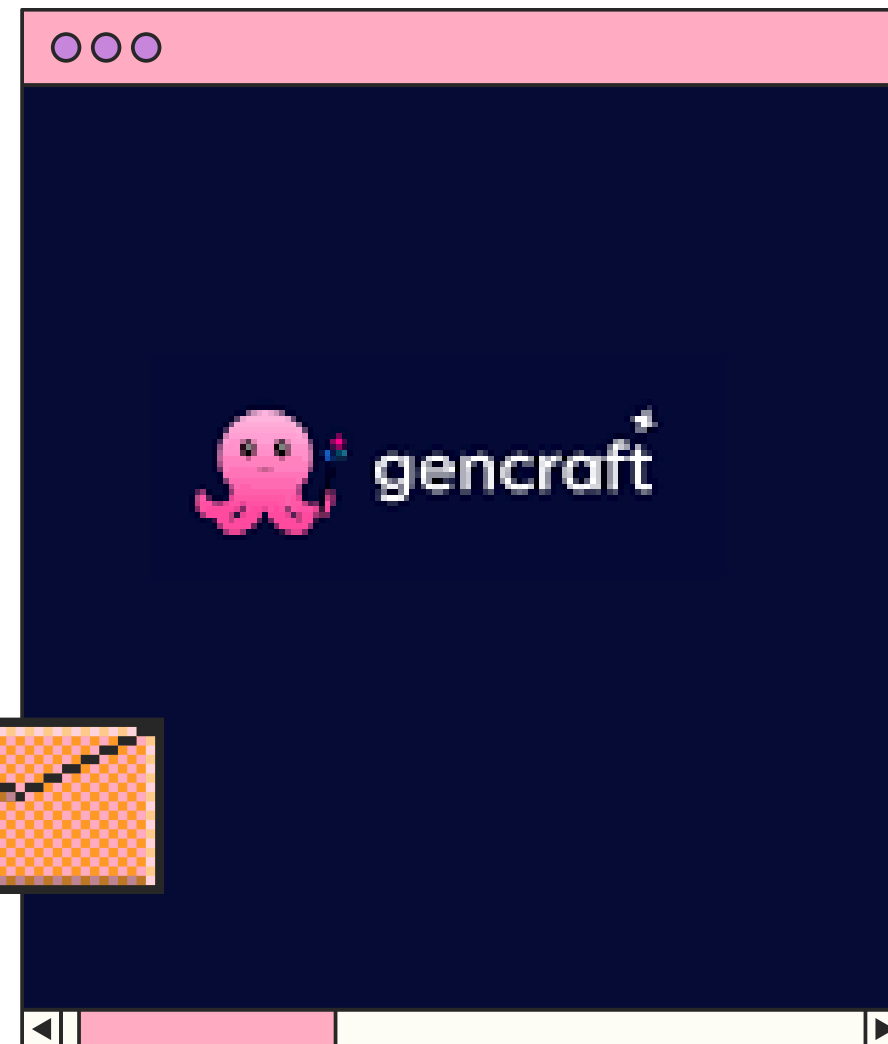
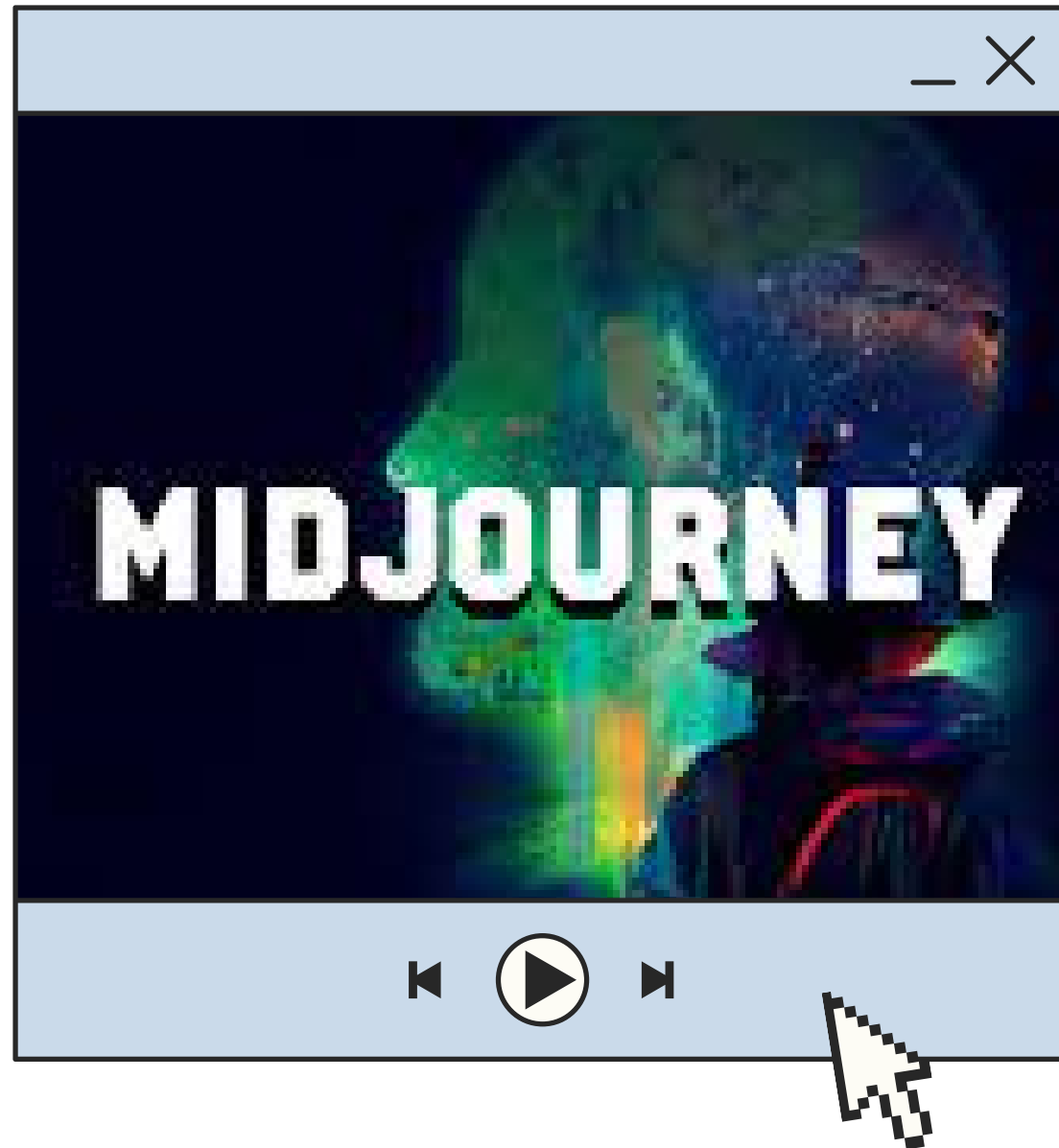
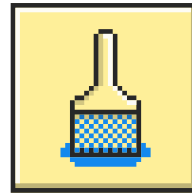
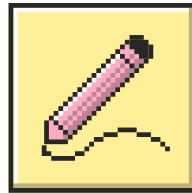
9:15AM · Ok, let's se




Hootsuite

12:45PM · It's not al











SOCIAL PLATFORMS

create to the correct size for each site.



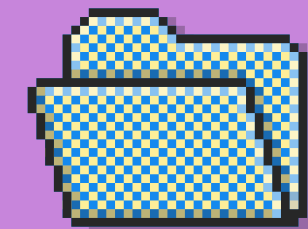
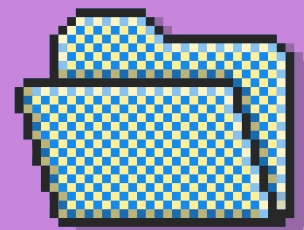
ON AND OFFLINE

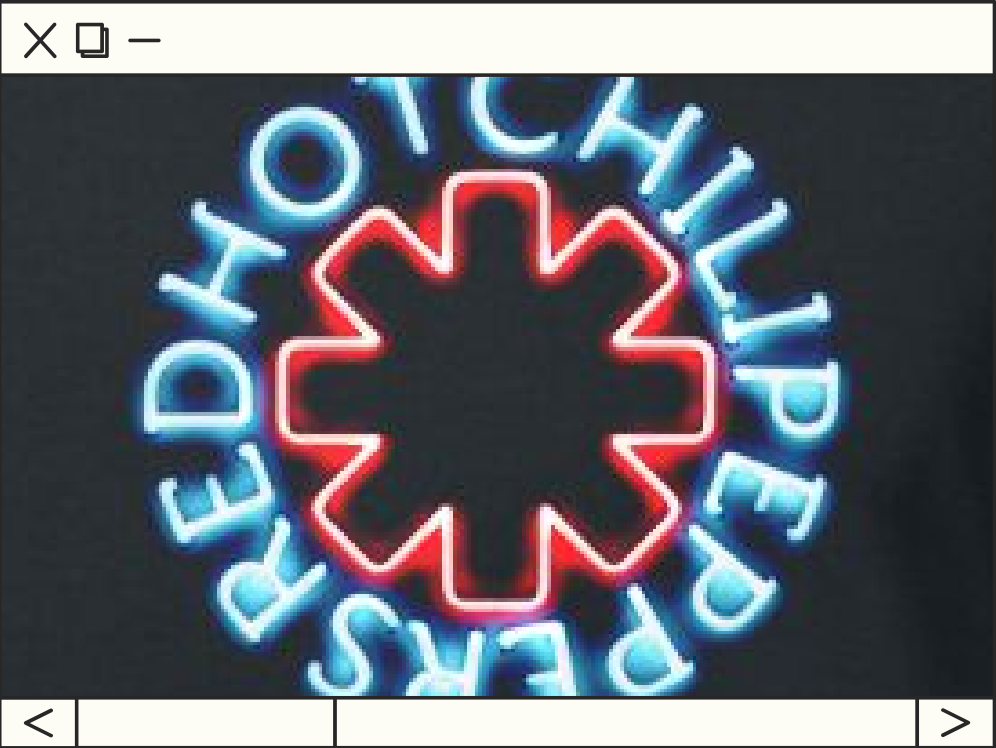
can this logo be printed, embroidered,
cut out, made 3d, animated?



COLOUR AND MONOCHROME

you need clean vector version of your
logo in one colour







VERTICAL LOGO



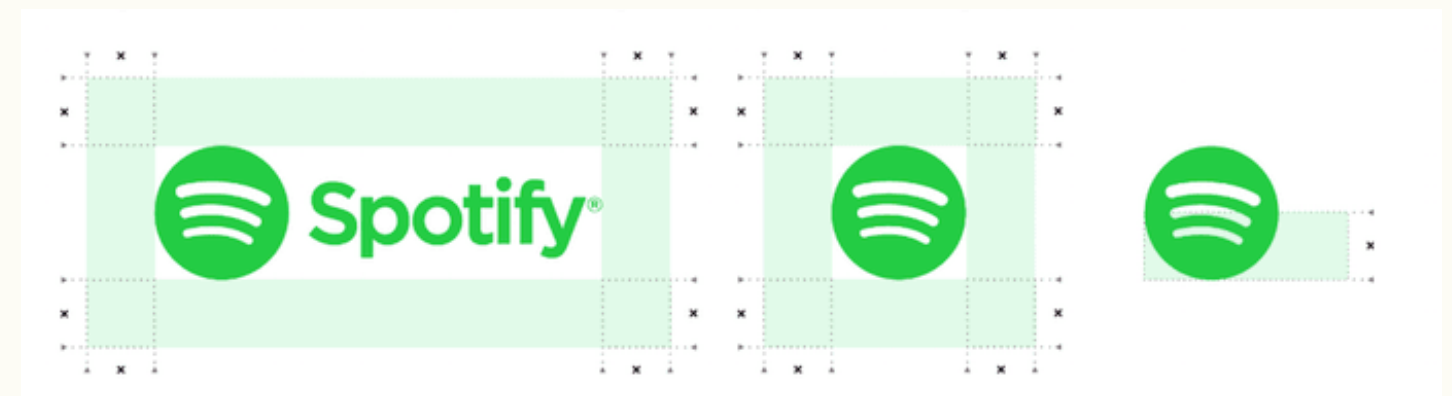
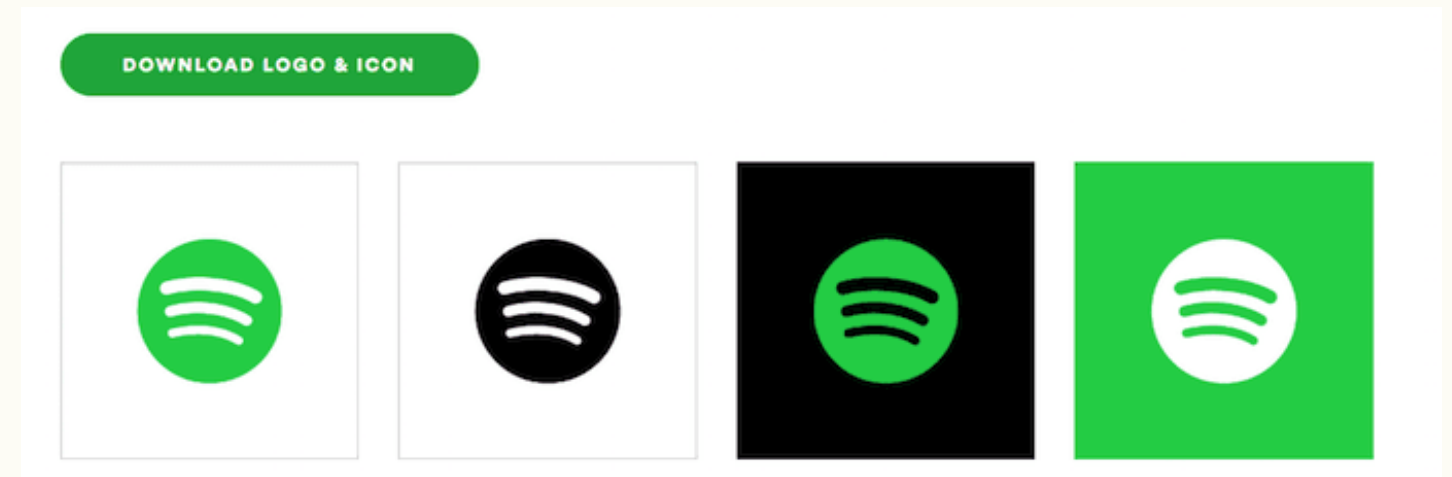
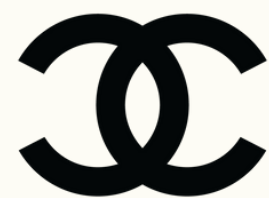
HORIZONTAL LOGO



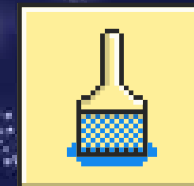
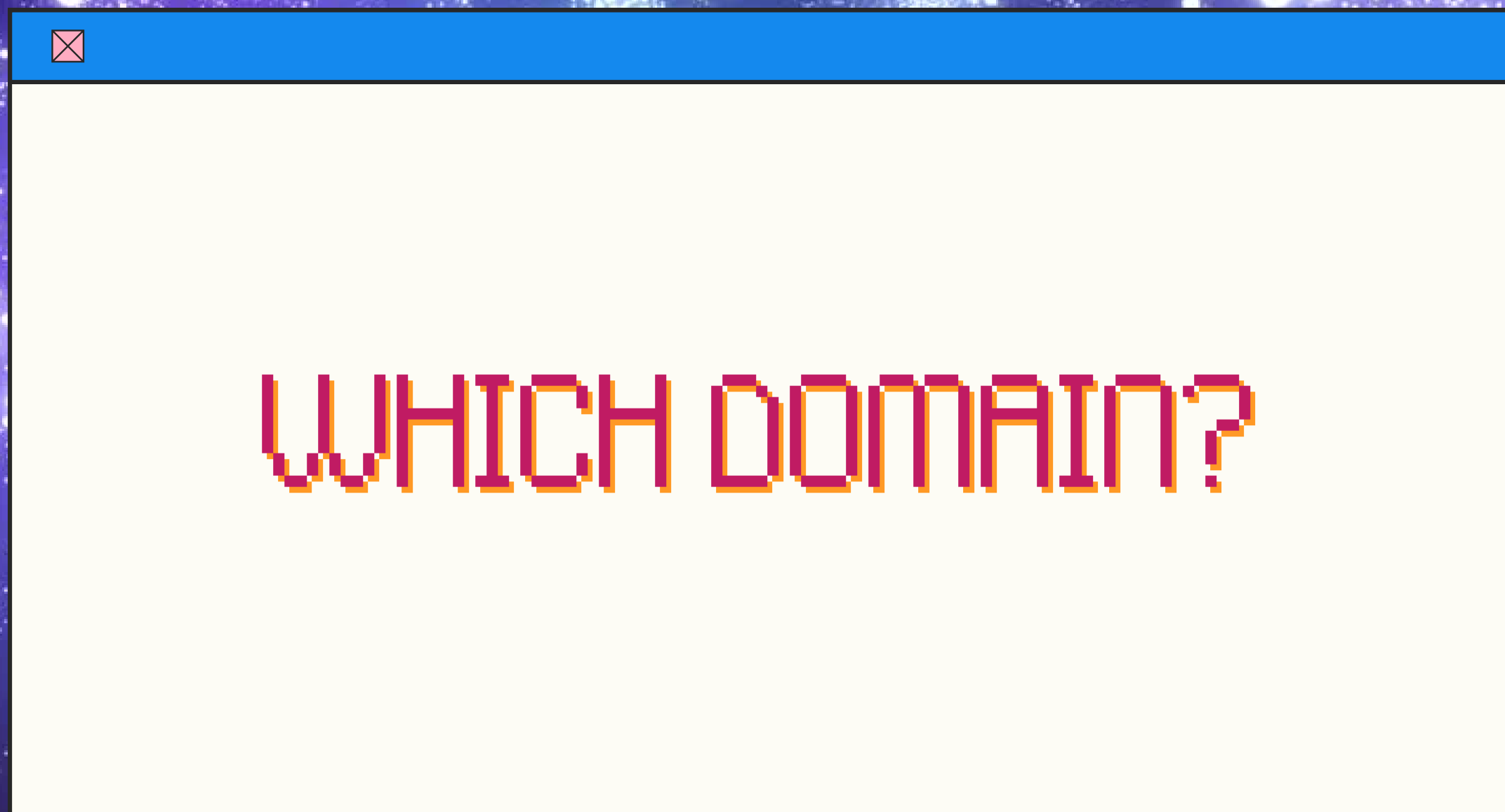
LOGOMARK

STRYVE

WORDMARK





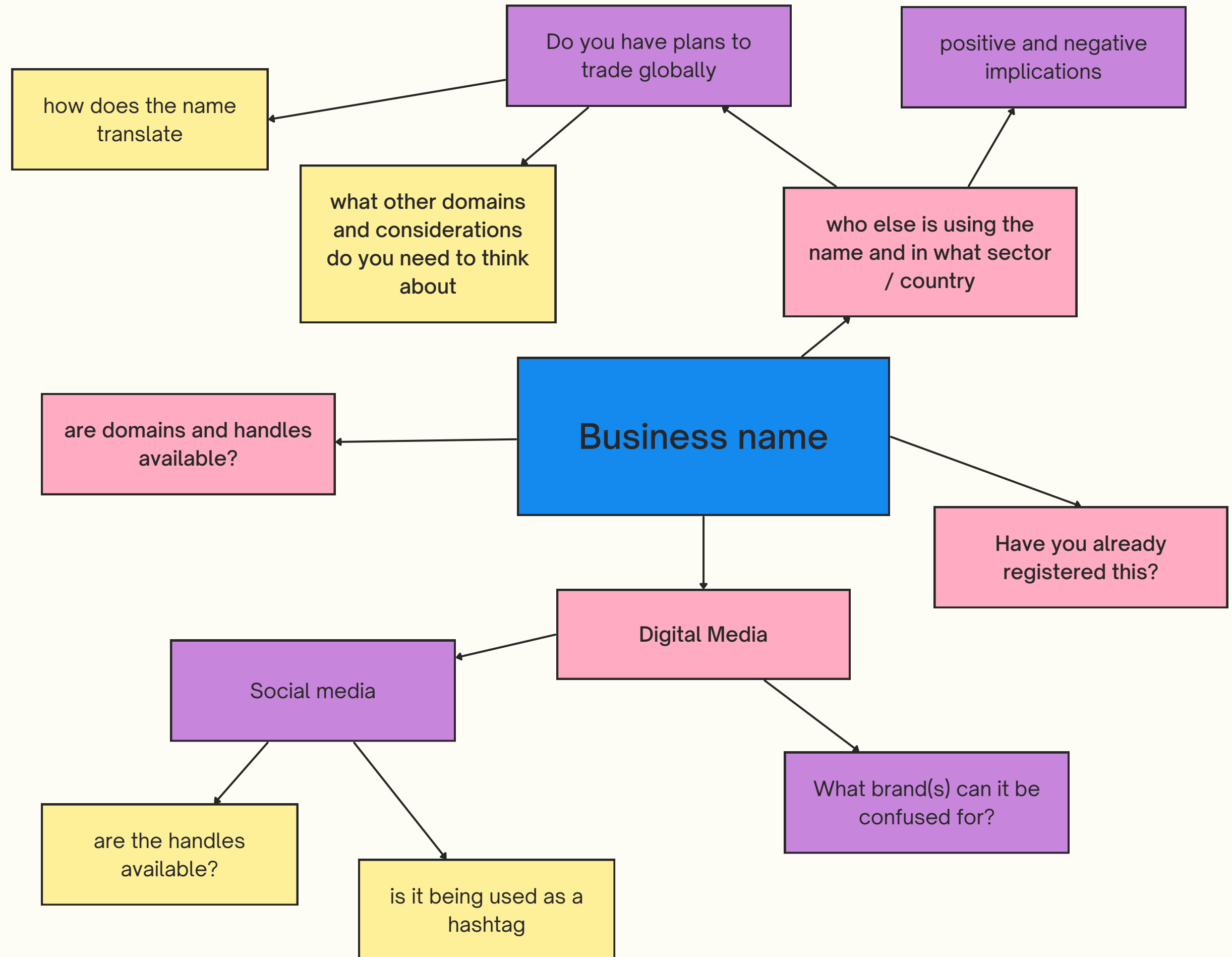


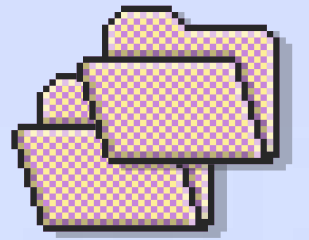
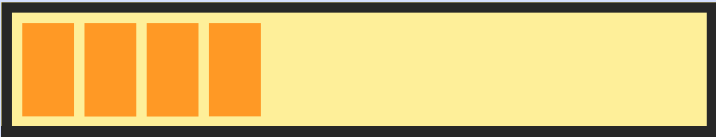
IS YOUR NAME AVAILABLE?

.co.uk	.com	.club
.shop	.pro	.studio
.org	.cloud	.design
.health	.me	.travel
.io	.online	.es
.london	.art	.ky
.icu	.tech	.de
.xyz	.ninja	.ca

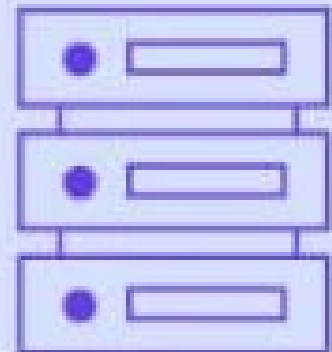
Tip: Sites like namecheckr are great to see domain and handle availability

Tip: For logos you can upload on google image search and sites like ---- to see how it compares with other existing brand logos.

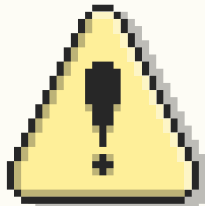
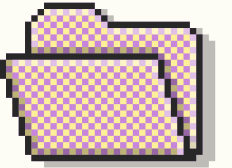
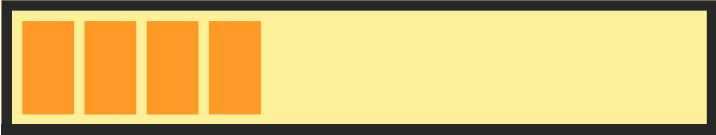




How Does Web Hosting Work?



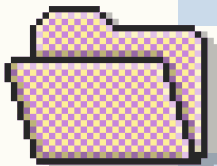
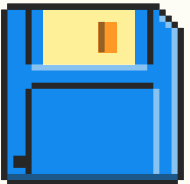
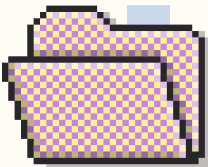
Web hosting is a service that makes the website accessible to the public. When you sign up for it, your website uses rented space on a physical server to store all its files and data.

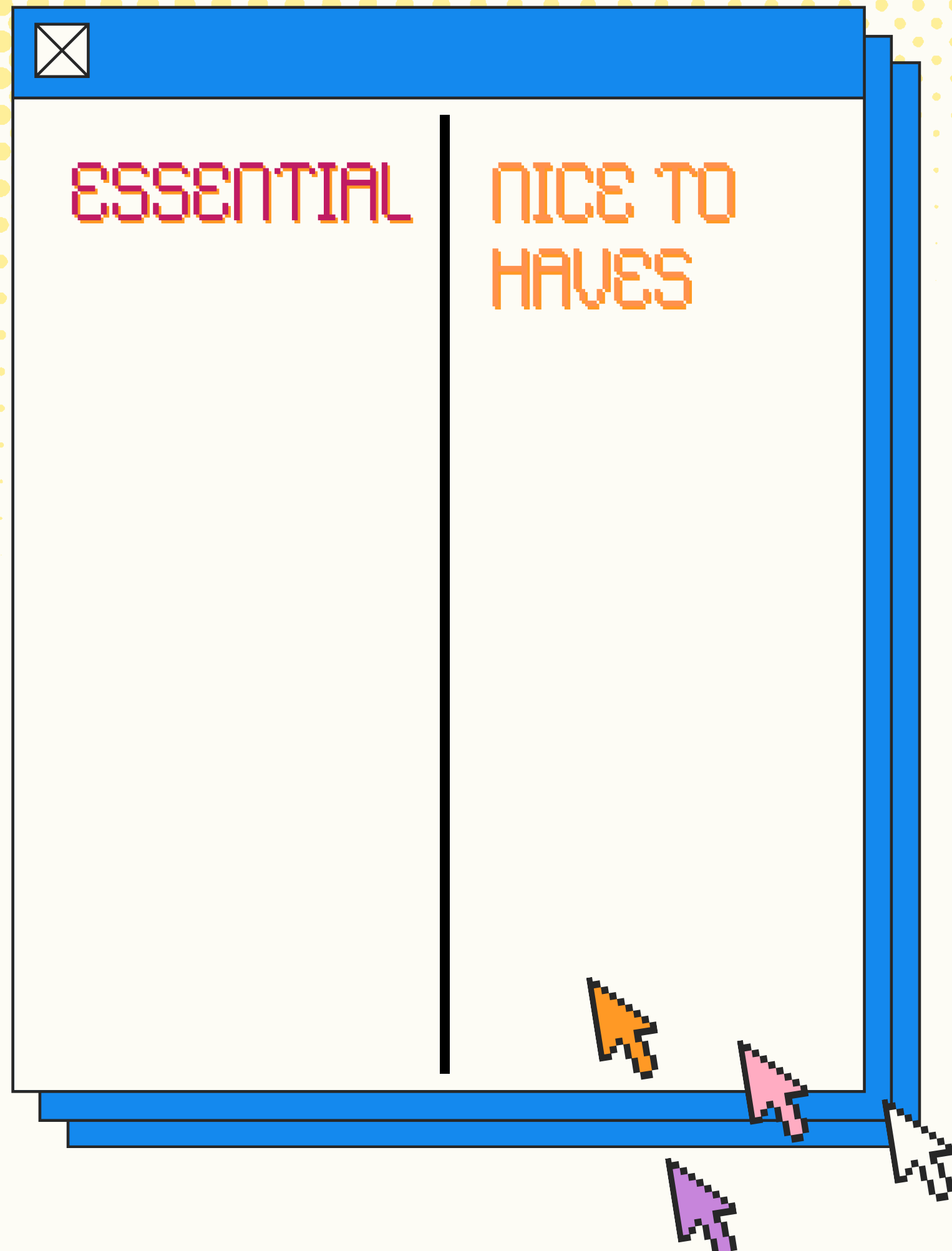


LANDING PAGE VS WEBSITE

Which do you need and why?

	Landing Page	Website
Audience	Users most interested in the offer	Users with a general interest in your business type
Navigation	Limited navigation	All pages accessible
Purpose	To sell or capture leads	To explain and present the business
Cost	£-££	££-££££



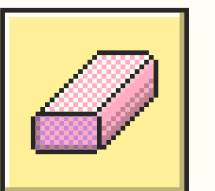



WEBSITE PLANNING

Look at your favourite websites, what do you like and dislike about them?

How are they on mobile devices?

What elements would you like to have in your own site?





WEBSITE WIREFRAME

PAGE NAME	CONTENT	MEDIA	CONNECTING PAGES	PRIORITY
Home page				
About				
Shop / main function				
Blog / FAQ / Terms				
Contact				



Tip: There are plenty of ready to buy templates you can begin with and customise

How: These will already have linked pages and flows that the most common in webdesign.

Using a template saves you time and money

SITE BUILDERS

free - £££££



SHOPIFY



SQUARESPACE



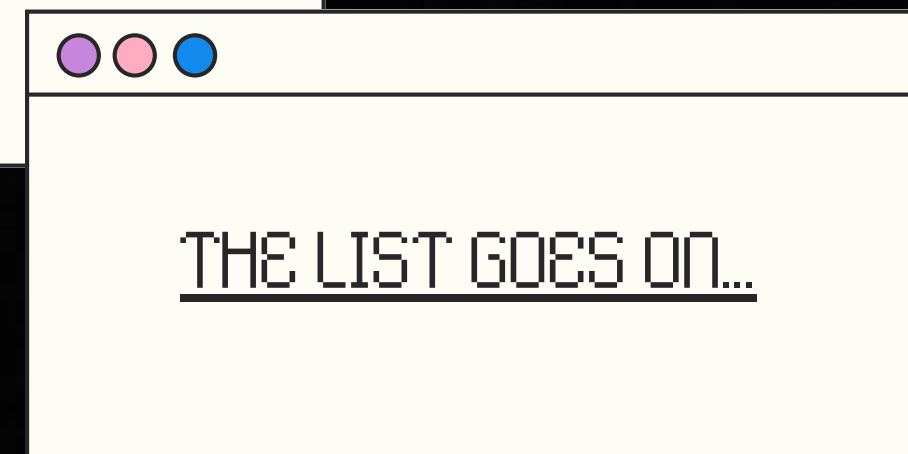
WORDPRESS



WEEBLY



HUBSPOT

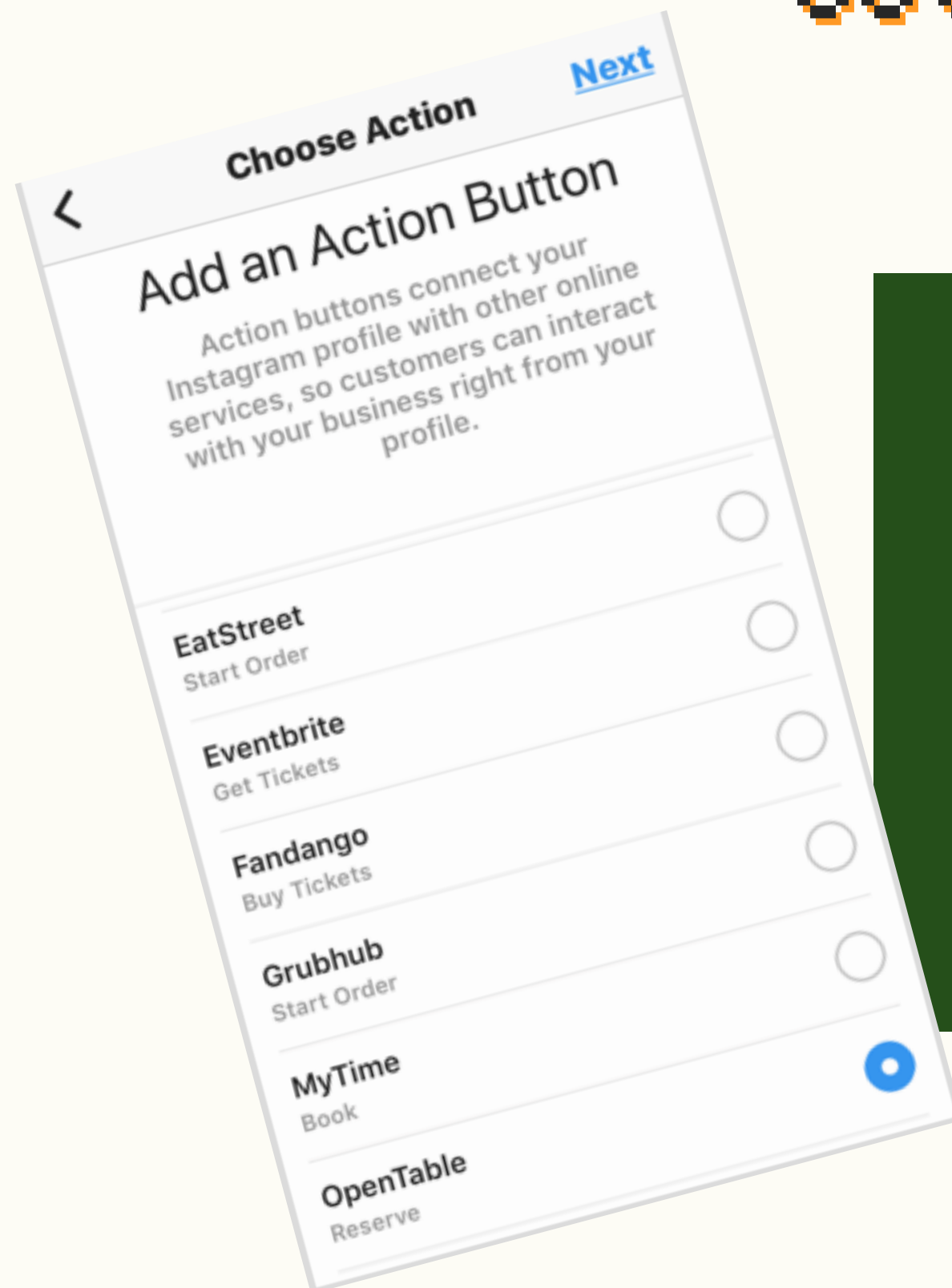


THE LIST GOES ON...

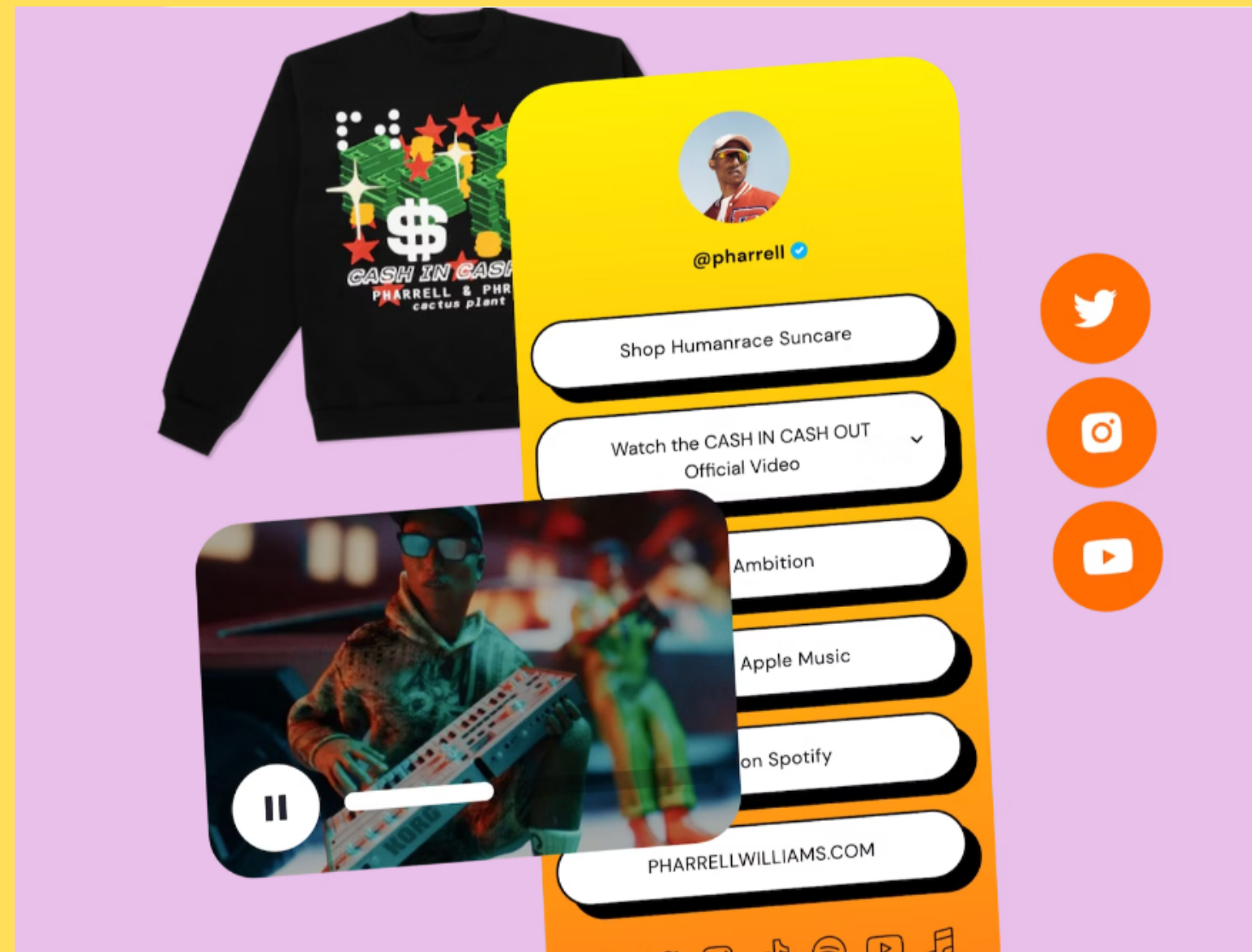




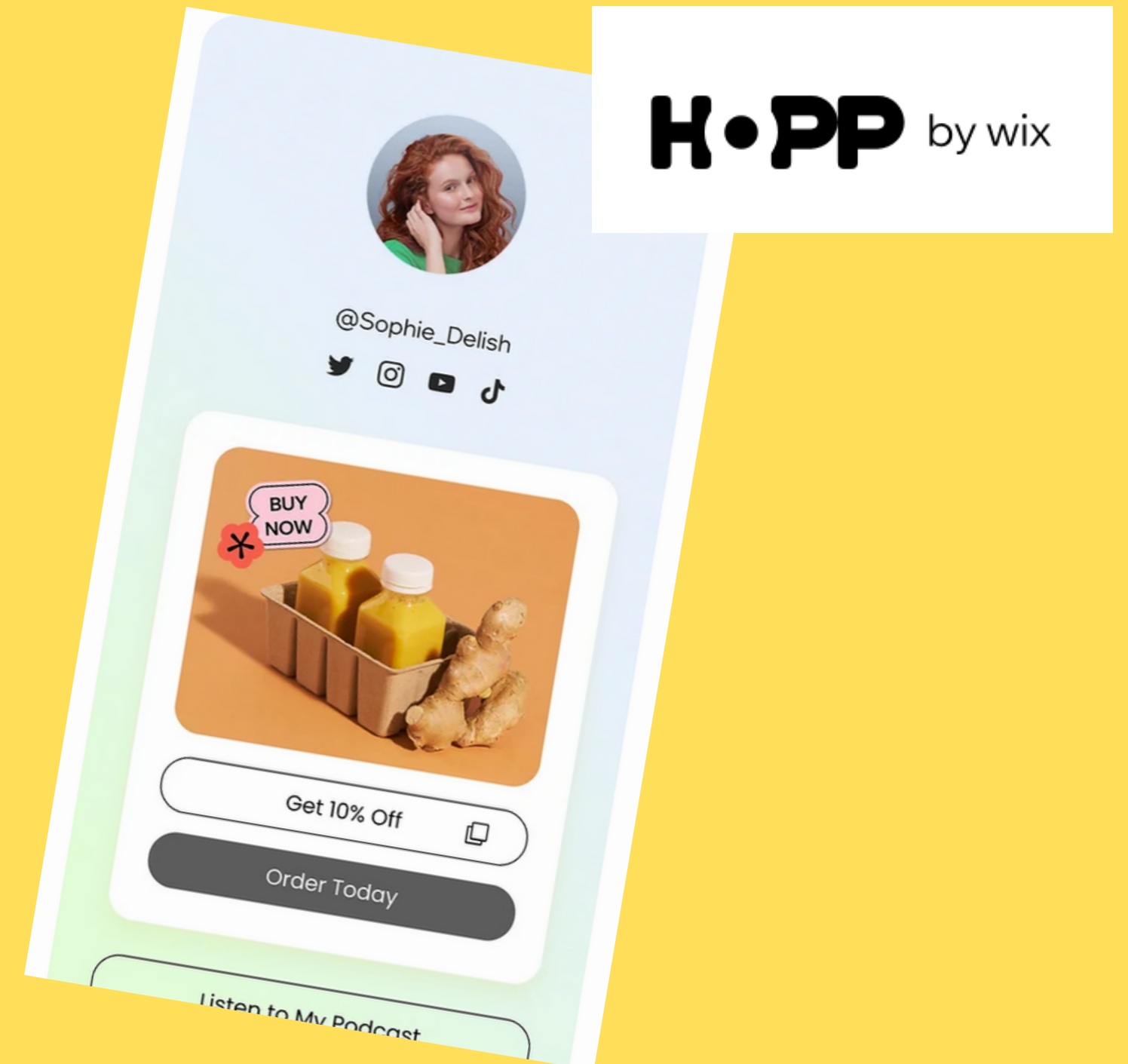
WEBSITE HACKING



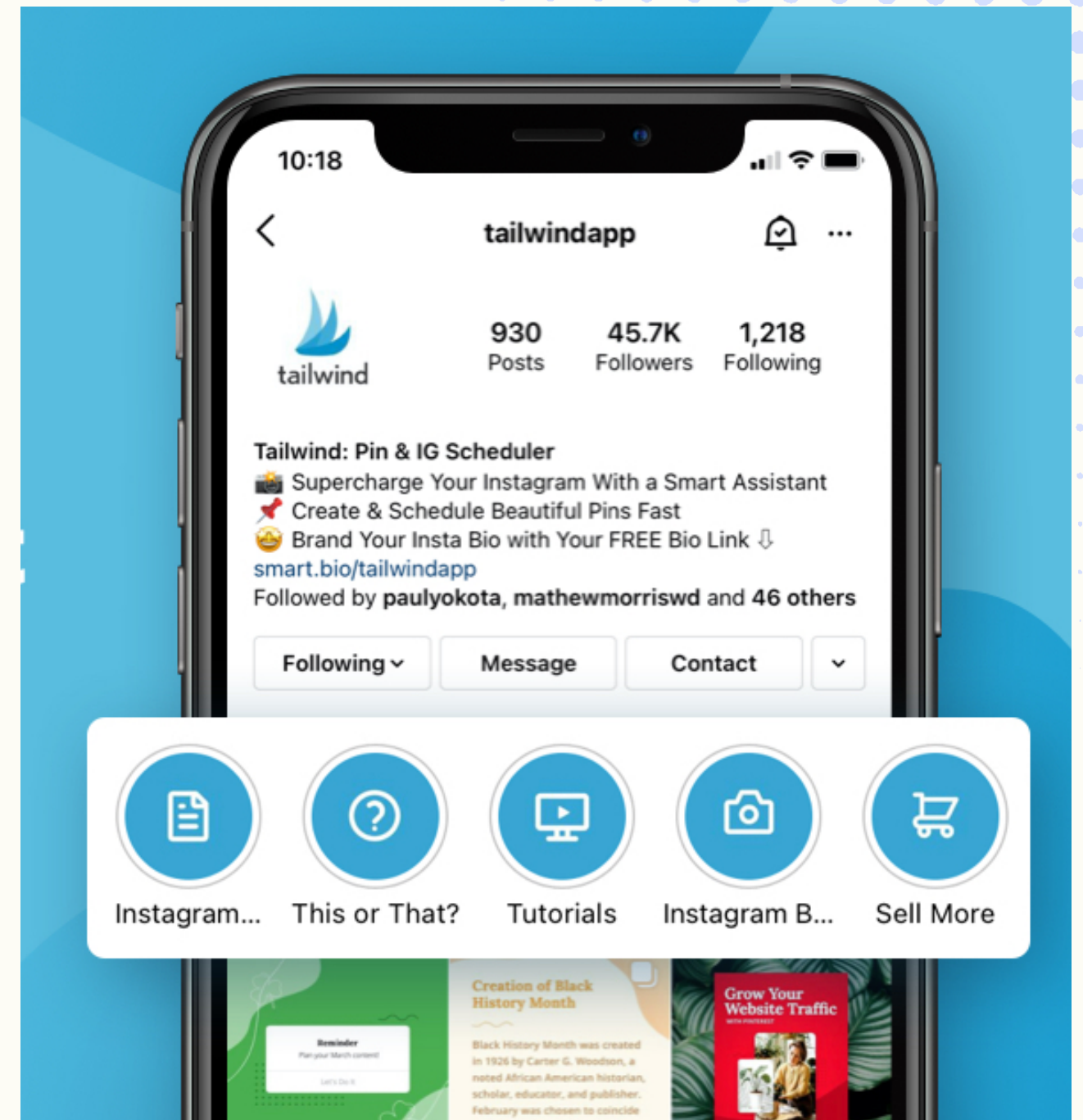
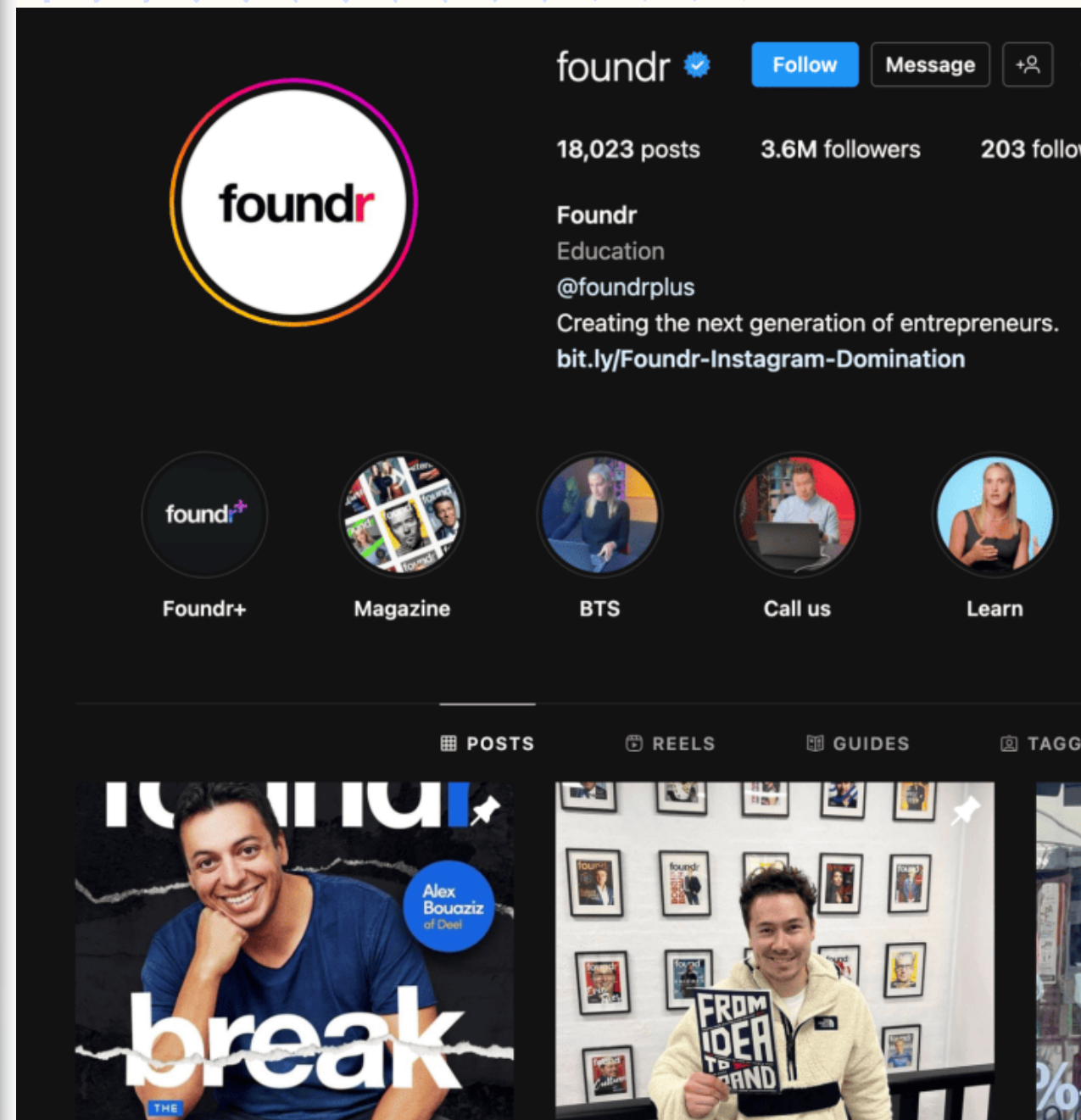
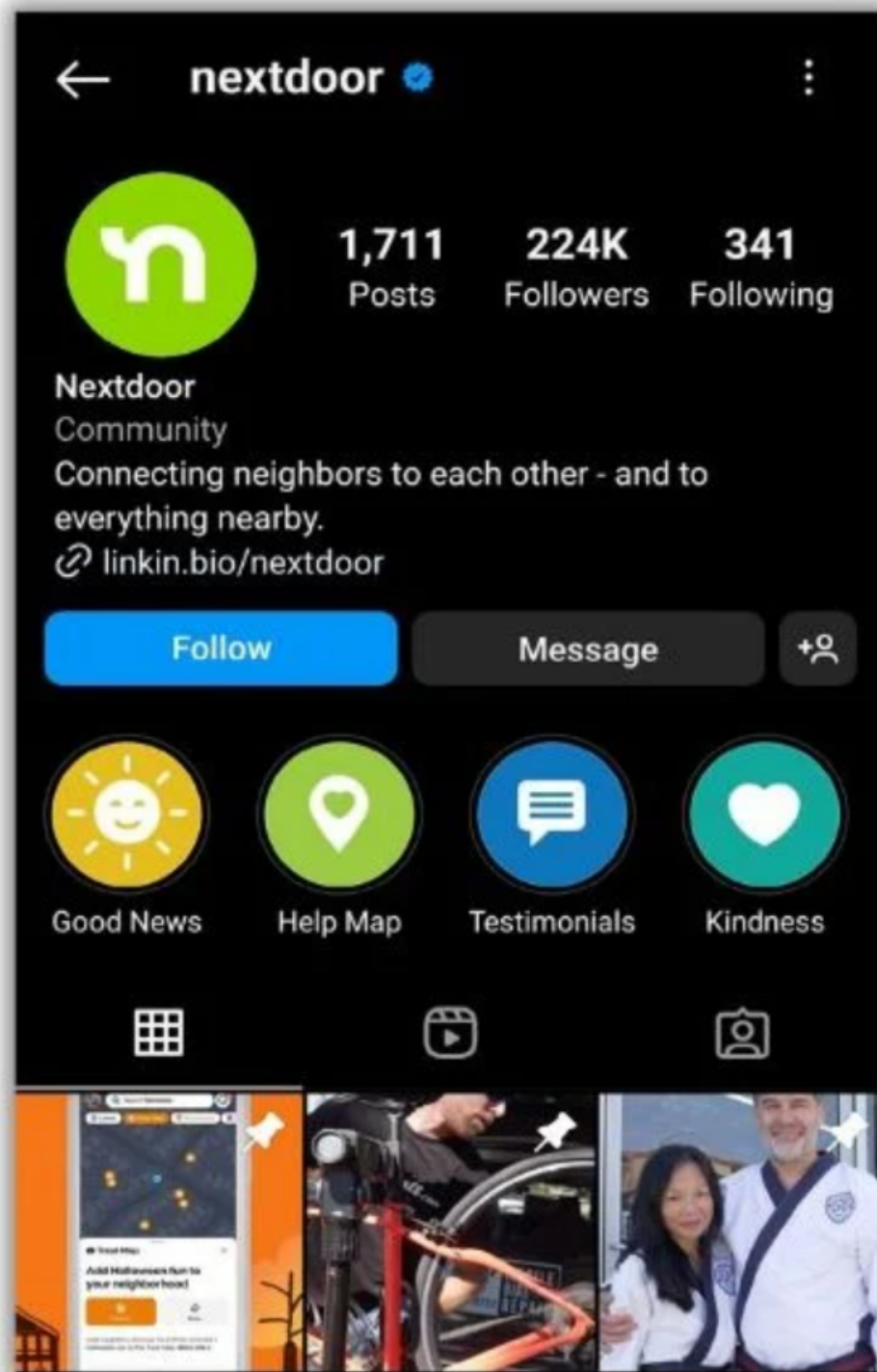
WEBSITE HACKING



Linktree*



SOCIAL SITES AS A TEST





A problem has been detected and Windows has been shut down to prevent damage to your computer.

UNMC

If t
rest
thes

Check
If t
for

If p
or s
If y
your
select Safe Mode.

Technical Information:

*** STOP: 0x000000ED (0x000000D0, 0x0000009c, 0x00000000, 0x00000000)





THANK YOU!

Get started!

