

# Service packages

OFFERS YOU CAN BUY RIGHT NOW



www.wingmatestudio.com

## 01 Problem diagnosis

Experiencing a business problem without knowing its true source, and feeling uneasy as a result?

It's like trying to find the way in a new town without a map. Even if you get there, it will only be after losing precious time, resources, and revenue.

Save your efforts and resources by requesting a diagnosis from our experts and get:

1. The exact causes pinpointed.
2. A step by step resolution plan

### OUTCOMES

Precise understanding of the root causes of business problems

Step by step framework for resolution

### WHO IS THIS FOR?

Decision makers looking to identify underlying causes

### DELIVERED IN

48 hours

### WHAT'S INCLUDED

Diagnosis report + Resolution steps + Complimentary consultation session

### Underperforming website

Find out exactly why your website is not performing, what exactly you should change to solve it, and KPIs to measure success.

\$249

DIAGNOSE NOW

### Branding and credibility diagnosis

Is your branding holding your business back? We will analyze all your business assets (logo, messaging, website, visual identity, marketing & sales material etc.) against your business targets and our 5 pillars of successful branding.

\$349

DIAGNOSE NOW

At the end, we will deliver a report with the exact problems, and the steps to solve them.

### Complete creative diagnosis

If your marketing, sales, or digital presence is not producing the expected results and you are not sure where exactly the problem stems from, this diagnosis package is for you.

\$499

DIAGNOSE NOW

We will analyze your complete brand, website, marketing & sales assets, messaging, funnels, positioning, and team alignment to identify the exact places where your performance drops.

The final report will include information about the problems, where they occur, steps for their resolution, and KPIs to track future success.

## 02 Strategic brand foundation

Be sure and confident of how you represent, market, and sell your business offer.

Operating without a brand strategy is like searching for a needle in the dark while your teams head in different directions.

In this package we build a brand strategy for you that forms the foundation of everything your business represents and the way you present it to the world, optimized for best results.

Your new brand strategy

1. Gives you and your team a targeted path to concentrate your business growth efforts, resulting in better growth.
2. Gives your customers clarity about your business and offer, making it easier for them to choose you.

### OUTCOMES

Business clarity Clear path for business growth Team alignment

Focused efforts

### WHO IS THIS FOR?

Businesses lacking clarity in their strategic direction

### DELIVERED IN

5 days

### WHAT'S INCLUDED

Market & audience research + Vision & positioning identification + Strategy workshop + Brand strategy book

### Market and audience research

We research your industry, competition and audience to identify gaps, industry norms, and audience preferences to inform all decisions in the process.

### Vision & positioning

We work with you to identify your vision and pinpoint your position in the market, helping align your team around a single idea.

### Brand voice definition

How should your brand sound to appeal to your customers? We define word choices, expressions, and the level of complexity your content should use.

### Brand story

Your 7 step brand story that tells your customers why they should care about you.

### Core brand message

The primary brand message that your customers associate with your business that tells them what exactly sets you apart and makes you better for them in a single sentence.

### Brand personality

Using brand archetypes, your brand is given a personality that helps your customers relate to it & feel comfortable with it, and helps them build an emotional connection, giving them an additional reason to trust you and engage with you.

### Elevator pitch

A short pitch that you can repeat again and again to all your potential customers, optimized to get their attention and pique their interest.

### Complimentary strategy workshop

We go over everything with you to optimize, finalize, and train your staff.

### Brand strategy book

A document that contains details of all of the items listed above that all your team members can reference as the source of truth, helping with consistency and alignment.

\$1,499

BUILD NOW

## 03 Website refresh

Turn your website into your biggest customer acquisition agent and get inquiries while you are busy doing important work.

A website without the right strategy is like a water bottle full of holes - no matter how much you pour in, it keeps leaking precious visitors.

Get a refreshed website optimized to

- Generate and convert leads
- Make it discoverable on search engines & AI platforms
- Make it easy to use, understand, and navigate for customers.

We work with you to identify your goals and targets, strategize lead generation methods, and build in funnels for seamless integration with all your marketing efforts.

### OUTCOMES

Increased lead generation Increased user retention & engagement

Up to date digital presence Seamless integration with marketing efforts

Ease of maintenance

### WHO IS THIS FOR?

Businesses with outdated or underperforming websites

### DELIVERED IN

4-6 weeks

### WHAT'S INCLUDED

Design + Development + Responsiveness + SEO/AEO + Ease of maintenance

### Research & direction

We gather information from you to set goals and targets, define KPIs for performance tracking, and research your competition and design to inform decisions.

### Marketing integration

We strategize to make your website seamlessly receive visitors from your marketing and convert them.

### Lead gen strategy & mechanisms

We strategize and integrate mechanisms to engage customers and convert them into leads - separate for customers on every stage of their buyer journey, funnel, and the place where they visit from (e.g. Google, ChatGPT, social media, ads etc)

### Design

Based on the direction you selected during the research step, your website is designed and an interactive prototype is prepared for testing.

### Development

The tested and approved website design is developed on the chosen platform. Development includes micro interactions and responsiveness for all screen sizes.

### Free premium assets

Complimentary images, and videos included from our resource library subscriptions.

### SEO and AEO configuration

The website is configured for optimal visibility on search engines like Google and AI platforms like ChatGPT, Perplexity, and Claude.

### Performance optimization

We track the KPIs that we defined during the research phase to optimize performance and improve results over time. 30 day complementary period is included with every project.

Starting from \$3,999

REFRESH NOW

## 04 Complete credibility & trust builder

Make a strong first impression and be confident during customer interactions that matter.

A strong appearance instantly levels up your perception, getting you instant trust with your customers. Without it, new customers may assume you're not good enough because of an unprofessional appearance.

Get a refreshed brand strategy, brand identity (logo, colors, fonts, icons and more), and website that together form the complete business profile optimized for customer interest and sales.

### OUTCOMES

All outcomes from Strategic brand foundation package

All outcomes from Website refresh package Up to date representation

Increased market share Elevated brand perception

Elevated customer trust Stronger credibility Increased brand recognition

Increased results from marketing & sales efforts

### WHO IS THIS FOR?

Businesses looking to upgrade their complete presence and build trust

### DELIVERED IN

8-10 weeks

### WHAT'S INCLUDED

Everything in Strategic brand foundation + Everything in Website refresh + Logo + Brand identity

### Everything from Strategic brand foundation package

A brand strategy that forms the foundation of everything your business represents and the way you present it to the world.

### Everything from Website refresh package

A refreshed website optimized to generate and convert leads, make it discoverable on search engines and AI platforms, and is easy to use & navigate, focused on increasing visitor engagement and retention

### Logo

A new logo that helps your customers recognize & remember you and elevates your brand's perceived value.

### Brand identity

Includes colors, fonts, brand patterns, image usage guidelines and more. The new brand identity is built to help your customers recognize & trust you, and build an emotional connection.

### Asset library

A complementary asset library includes an icon library and brand imagery.

### Brand guidelines book

Includes guidelines for usage of brand elements (like logo, colors, fonts, and layouts) that your team and vendors can use to ensure consistency, which is crucial to building brand recognition.

Starting from \$7,999

BUILD NOW

## 05 Ongoing design support

Let us take the burden of designing and design strategy off your shoulders so you can focus on what matters the most.

Our team takes the responsibility of:

- Designing of all your design assets as soon as they are needed (website updates, pitch decks, event assets and more).
- Ensuring high performance of crucial design assets by consistently keeping track of your goals & KPIs. We optimize everything over time, increasing results.

We offer design support subscriptions (retainers) where we dedicate a creative director and a design team for you for a fixed number of hours every month.

### OUTCOMES

Increased team bandwidth No HR overheads

Always available design support Always available creative strategy

Consistent brand identity All assets optimized for results over time

### WHO IS THIS FOR?

Businesses without design departments or in need of added bandwidth

### WHAT'S INCLUDED

Creative direction + design + design strategy

### Flexible plans

Opt in for only the number of hours you need every month. Change plans any time your workload changes.

### Dedicated creative director

A creative director is dedicated to you for the selected number of hours. Embedded in to your team, invite them to your meetings, and strategize with them as needed.

### Dedicated design team

A design team is dedicated to you for the selected number of hours. They'll work closely with your creative director to execute on the design strategy.

### All services included

Our complete suite of services included - strategy, branding, website, ebooks, pitch decks, event branding, performance optimization and more.

### Optimization for best results

Creative director tracks and optimizes your design assets like website, marketing, funnels over time

### Weekly check-ins

Our creative director is available to join meetings at the frequency you prefer.

### Cancel anytime

You can cancel your plan anytime.

### No long term commitment required

We do not require long-term contracts. Pay monthly as you go for as long as you need.

### Flexible scope

Prioritize what you need the most at any given time. Change project scopes as you go.

Starting from \$1,599/month

GET DESIGN SUPPORT

## 06 Event branding

Feel confident and be the star of the show everytime you exhibit at events.

It's easy for good customers to overlook you when the competitor's booth next to you appears more professional.

In this package we design and optimize your booth & event materials to help you stand out, highlight your strengths, and sign new customers.

### OUTCOMES

Enhanced brand recognition Elevated customer attention & interest

Elevated customer trust Stand out against competition

### WHO IS THIS FOR?

Businesses exhibiting at events

### DELIVERED IN

7 days

### WHAT'S INCLUDED

Booth design + Brochure + Flyer + Pitch deck + Business cards

### Booth design

Your booth designed to help you stand out, attract customers' attention, and send a clear message.

### Brochure

Brochure design for print and/or digital formats optimized for reader's interest, conversions, integration with your marketing & website funnels, and performance tracking mechanisms for post-event insights and decision clarity.

### Flyer

Flyer design for print and/or digital formats optimized for capturing attention, sending clear a message, integration with your marketing & website funnels, and performance tracking mechanisms for post-event insights and decision clarity..

### Pitch deck

Pitch deck designed to keep your customers' attention and engage them while keeping it very simple and easy to understand.

### Business cards

Digital and/or print business cards.

Starting from \$2,149

BRAND NOW

Have questions?  
Book a call with our team

CLICK TO BOOK A CALL