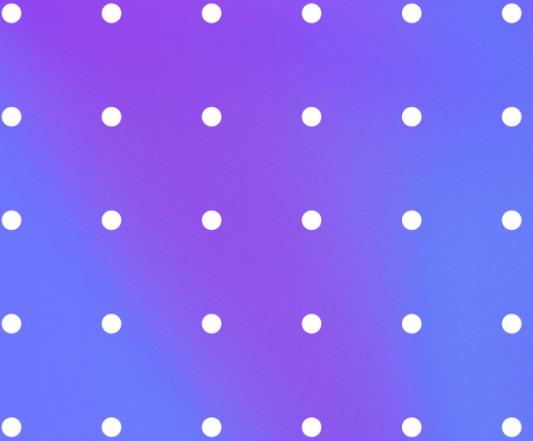




VIGILANTE  
MARKETING

# Marketing Strategy

OVERVIEW





# Market Research

Market research involves creating buyer personas to understand the target audience, conducting competitor analysis to assess the competitive landscape, and delving into the client's products and services. Buyer personas provide insights into customer needs and preferences, enabling tailored marketing strategies. Competitor analysis helps identify strengths, weaknesses, and market opportunities. A deep dive into the client's offerings helps understand unique selling points and develop effective messaging. By combining these research components, businesses gain valuable insights for informed decision-making and successful market positioning.

## Who

ARE YOU MARKETING TO?

- Digital Marketing
- Traditional Marketing
- Direct Marketing
- Marketing agency
- Search Engine Optimization
- Paid Advertising

## What

ARE THEIR PAIN POINTS?

- Digital Marketing
- Traditional Marketing
- Direct Marketing
- Marketing agency
- Search Engine Optimization
- Paid Advertising

## Where

DO THEY SPEND TIME ONLINE?

- Digital Marketing
- Traditional Marketing
- Direct Marketing
- Marketing agency
- Search Engine Optimization
- Paid Advertising

## Other

DEMOGRAPHIC TRAITS

- Digital Marketing
- Traditional Marketing
- Direct Marketing
- Marketing agency
- Search Engine Optimization
- Paid Advertising



TARGET AUDIENCE  
**[Industry]**  
**Businesses**



# 02

## Competitor Analysis

Discover your competitive advantage through our in-depth competitor analysis. We explore target audiences, content frequency, expert authors, and trending topics. Position your brand uniquely and outshine the competition. Elevate your marketing game with our comprehensive analysis, unlocking your brand's true potential.

### Vigilante Marketing

#### Offerings:

- Website Design and Development
- Branding Services
- Marketing Services (SEO, PPC, Social Media Management)

#### Target Audience:

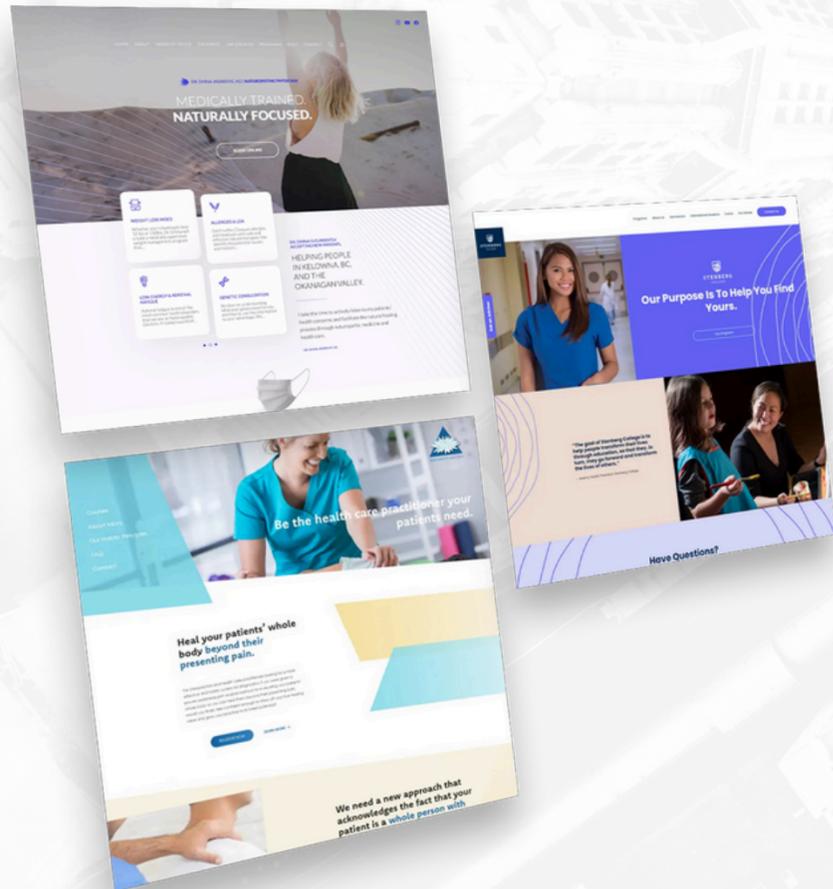
- Industry-Leading Companies
- Growing Business, Expanding
- Knowledgeable
- Passionate

#### Unique Selling Points:

- We provide a human-first approach
- Strong collaborative partnerships
- Passionate team members
- Run by creative engineers whose technical creative abilities can solve any problem
- Client-minded focus to help teach clients how to succeed in their marketplace

# 03

## What Sets You (and us) Apart



### **Cost:**

Our pricing (marketing, web, and branding services) is lower than any other agency

### **Transparent:**

No contracts so you know exactly what you're getting when you sign up with us

### **Knowledgeable:**

We provide technical creative solutions to any problem from our diverse staff of creative engineers

### **Creative:**

From our graphic designers, to our web developers, to our marketing team, all team members work to think differently to make you stand out

### **Passionate:**

We are continuously learning to ensure you're staying up with industry trends - It's just what we love to do!

### **Caring:**

We want our clients to succeed, we're invested in all of them the same way they are invested in all of us

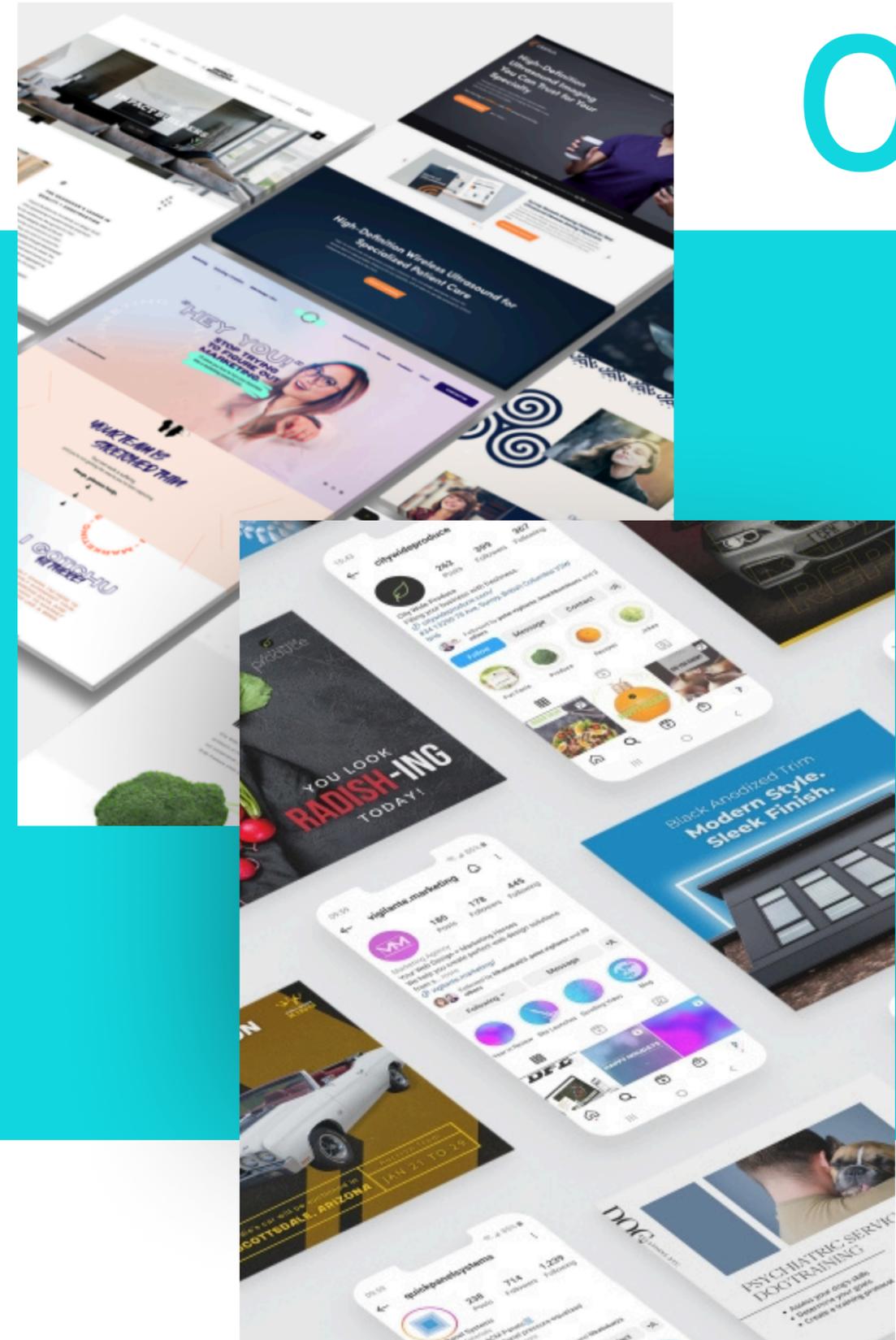
### **Fun:**

The only thing brighter than our colors are our personalities

# Services

What are the core services of your business?

We're able to analyze these services and how they differentiate you amongst your competitors.



05

# Keywords & Hashtags Research

Keyword Research involves identifying and analyzing specific words and phrases that users are searching on search engines. Optimizing your keywords will improve your SEO, and help you to align better with your users' searches. Our keyword research involves:

- Identifying Relevant Keywords
- Analyzing Search Volume
- Assessing Keyword Difficulty
- Understanding Search Intent
- Providing Recommendations based on our findings

Once we have completed keyword research we will be able to optimize your website to perform better through updating website content, blogs, and other online materials to improve search ranking.

Hashtag research involves identifying and analyzing specific hashtags on social media platforms (Meta, Twitter/X, LinkedIn) that would increase your posts visibility to increase your overall levels of brand awareness and further enhance overall recognition to engage new users.

- Identifying Relevant Hashtags
- Reviewing Hashtag Popularity Providing Niche Hashtags relevant to your brand
- Monitoring Hashtag Performance
- Providing Recommendations based on our findings

Once we have completed hashtag research we will be able to improve your social media's performance by creating engaging content that resonates with your target audience.





# Content Creation

Content creation involves utilizing the brand's colors, fonts, logos, and overall vibe to create compelling and visually appealing content and imagery. By aligning with the brand's visual identity, the content maintains consistency and reinforces brand recognition. The aim is to entice engagement on social media platforms by crafting content that resonates with the target audience. This includes developing themes that align with the brand's values, target market, and marketing goals. These themes provide a framework for creating relevant and engaging content that appeals to the intended audience. Through effective content creation, businesses can establish a strong brand presence on social media, attract attention, and encourage meaningful interactions with their audience.



# FONTS + COLOURS

# Style Guide

**Headings**

**Subheadings**

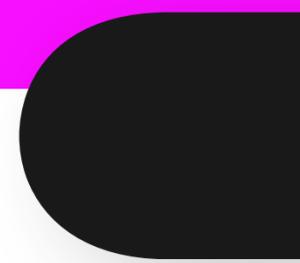
Body

ACCENT

Text Style 1

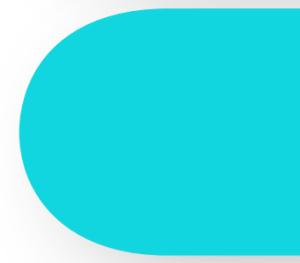
**Text Style 2**

Text Style 2



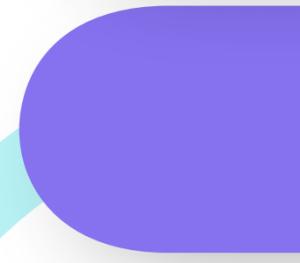
**Off-Black**

Hex #191919



**Electric Blue**

Hex #12D6DF



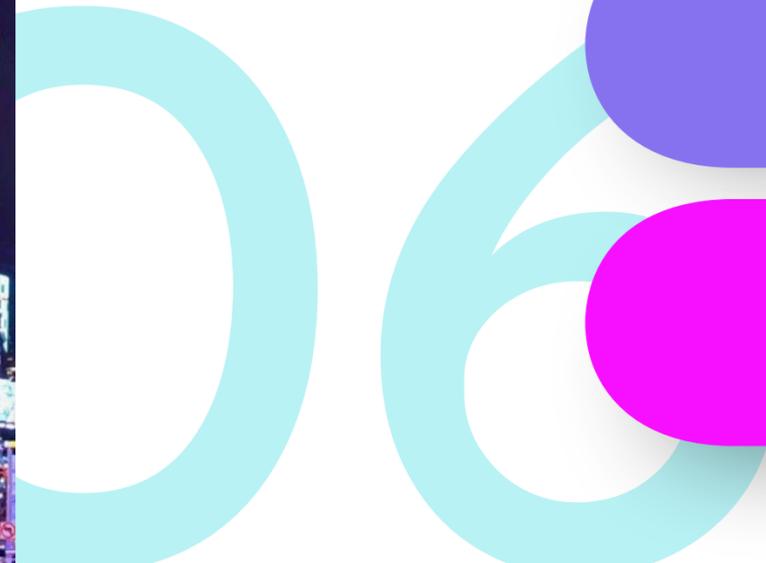
**Blurple**

Hex #8671EF



**Hot Pink**

Hex #F70FFF



# LOGOS Style Guide

Logos won't be used on every piece of social media graphics, but may occasionally be used as a design accent, such as a watermark or small symbol.

These are the different logo marks that may be used in social media graphics.



VIGILANTE  
MARKETING

Horizontal



VIGILANTE  
MARKETING

Vertical



Lettermark

VIGILANTE MARKETING

Horizontal Wordmark

VIGILANTE  
MARKETING

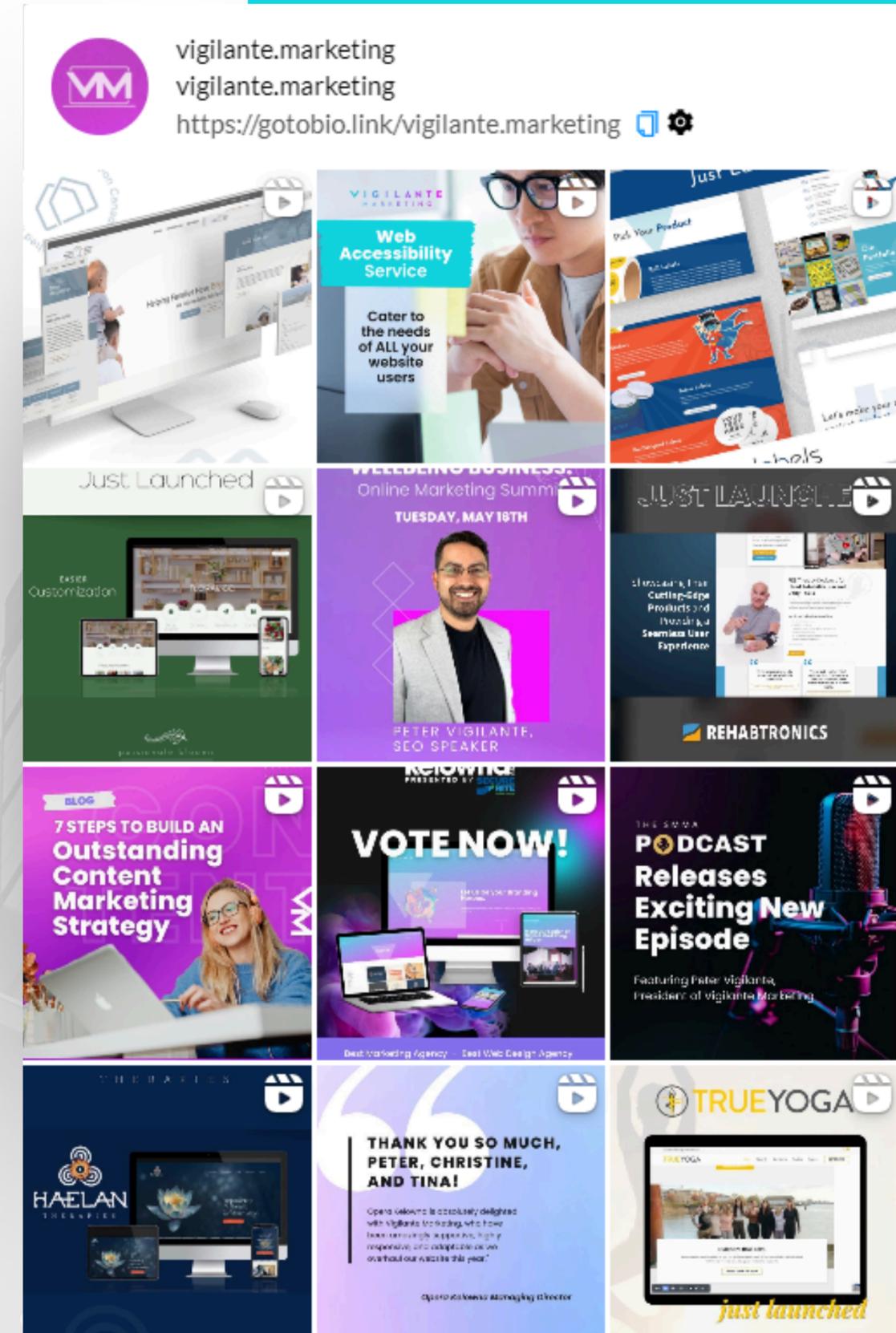
Vertical Wordmark

# Social Media Themes

Let us develop social media themes and posts that align with your brand, to ensuring your brand image is carefully curated.

Example Social Media Themes:

- Inspirational
- Personal
- Connecting
- Encouraging
- Educational





## Educational Marketing Tips – 4 Google Ads Alternatives

With Google Ads becoming more saturated, did you know that there are other platforms that could prove better for the market you are trying to reach?

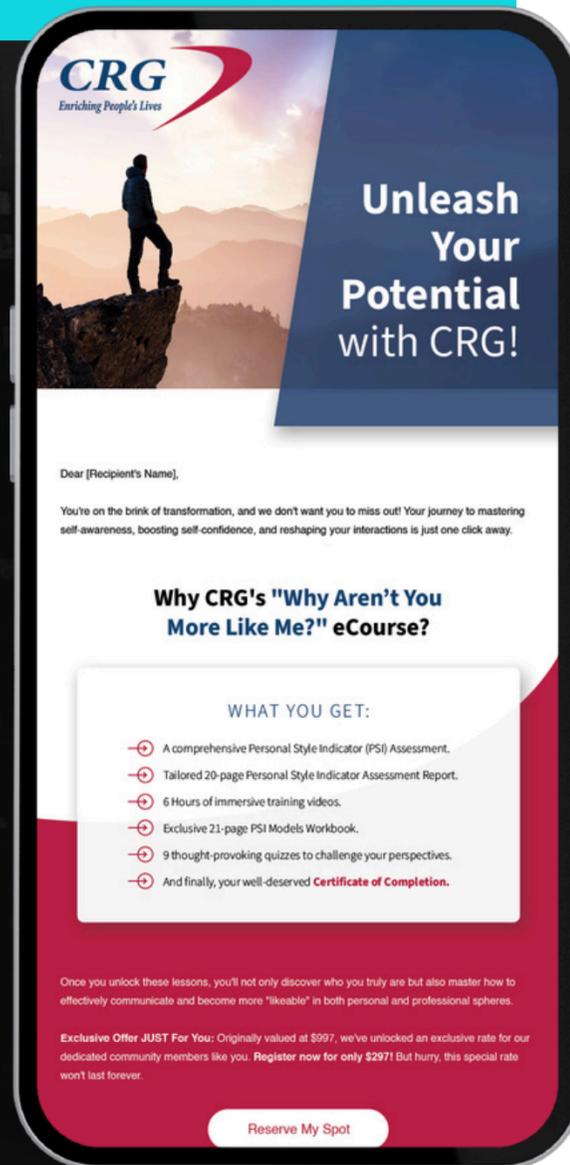
You can find a larger B2B audience on LinkedIn, less competition through Microsoft, create more brand authority on Quora, and capture top-to-bottom funnel users through Apple.

Start diversifying your ad platforms to get the most out of your advertising and marketing.

SEE ENTIRE CALENDAR [↗](#)

# Example Email

TARGET:  
Prospective Leads



**Subject:** Website Development and Marketing Services Designed to Stand Out From the Competition

**Hey [Recipient's Name],**

Are you looking to boost your online presence and stand out from the competition without paying the typical high costs charged by agencies?

## Introducing Vigilante Marketing

We are able to make your business stand out from the competition and display a brand image of trust and expertise through our comprehensive branding, website development, and marketing services at two thirds the cost of other marketing agencies.

{LEARN MORE - CALL TO ACTION}

## Packages for All Companies

We allow our clients to build services to ensure all your needs are met by your budget.

{MARKETING SERVICES - CTA}

## Increase Agency Value

Don't overpay bloated agencies and instead the results you would expect for the costs you're paying.

{WEB DEVELOPMENT SERVICES - CTA}

## Stay Connected

Book a consultation today to enhance your digital presence at a reasonable cost. Let's work together to create an online presence that embodies your professionalism and expertise, turning visitors into loyal customers. Our team is ready to support your vision, through website design and development, branding, and marketing strategies to turn your goals into reality.

{BOOK CONSULTATION - CTA}

# Example Print Ad

TARGET:  
Prospective Leads



VIGILANTE  
MARKETING

YOUR  
BREWING  
BUSINESS'S  
**GATEWAY  
TO SUCCESS**

WHY CHOOSE US FOR **BRANDING,  
WEBSITE BUILD, AND MARKETING?**

Are you a brewery owner looking to elevate your brand, boost your online presence, and reach a wider audience? At Vigilante Marketing we specialize in providing comprehensive branding, website design and development, and marketing services tailored to your needs.

**PARTNER WITH US TODAY!**

Contact us today to schedule a consultation and discover how we can transform your brewery's brand, website, and marketing strategies. Together, we'll raise a glass to your success!

📞 250-864-4626  
✉️ [studio@vigilante.marketing](mailto:studio@vigilante.marketing)



YOUR  
BRAND'S  
SECRET  
WEAPON

UNLEASH THE  
TRUE POTENTIAL  
OF YOUR **BRAND**

Our **brand strategy** services include immersive discovery sessions, defining user profiles, aligning business goals, establishing brand voice and tone, designing the look and feel, and developing a comprehensive brand strategy document.

CRAFTING AN IMPRESSIVE  
**ONLINE PRESENCE**

Our design team crafts a cohesive website design that:

- ▶ Reflects your brand personality and differentiators
- ▶ Strategizes user experience and site functionality to align with your business and user goals
- ▶ Establishes an effective website page structure and layout
- ▶ Enhance the overall look and feel of your website

Our seamlessly customizable websites include:

- ▶ Custom post types and fields based on your data needs
- ▶ Editable and dynamic content templates and page blocks
- ▶ The powerful Gravity Forms premium form builder
- ▶ Thorough quality assurance, leaving no room for errors or glitches

**SOCIAL MEDIA + CONTENT MARKETING**  
Designed to captivate your audience, drive engagement, and increase brand visibility

**PHYSICAL MEDIA MARKETING**  
Everything from brochures and flyers to posters and business cards, all with visually captivating designs

**EMAIL CAMPAIGNS**  
Customized email marketing strategies, visually appealing campaigns, and managed email lists for targeted messaging

**PPC + SEO**  
Leverage trending and accurate keywords to get your ads noticed, and highlight areas for SEO improvement and recommendations to increase search engine rankings

MARKETING

**We are able to complete all types of high impact print advertising for your business including:**

- Brochures & Flyers – promote services, live events, sales, and create brand awareness and recognition
- Magazine/Newspaper Advertisements – highlight your brand to a targeted audience
- Billboard Advertisements – increase brand awareness
- Posters – advertise your live events Direct Mailouts – directly reach your markets with high quality mail campaigns
- Business Cards – make a memorable lasting impression
- Product Catalogs – showcase your products or services
- Trade Show Booth and Marketing Materials

# PPC Campaign

## LinkedIn Ad Campaign



### **Headline Copy 1:**

90 Day Marketing Strategy

### **Headline Copy 2:**

Stand Out In The Right Way

### **Headline Copy 3:**

Vigilante Marketing - Let us be your heroes

### **Headline Copy 4:**

Get Started Today - Book A Consultation

### **Description Copy 1:**

Let Vigilante create a personalized strategic 90-day marketing plan for your company.

### **Description Copy 2:**

Marketing strategy including themes with example social media posts, hashtag and keyword research, print marketing examples, and more!

### **Description Copy 3:**

Let our team of designers and marketing experts come up with a tailored marketing strategy

### **Description Copy 4:**

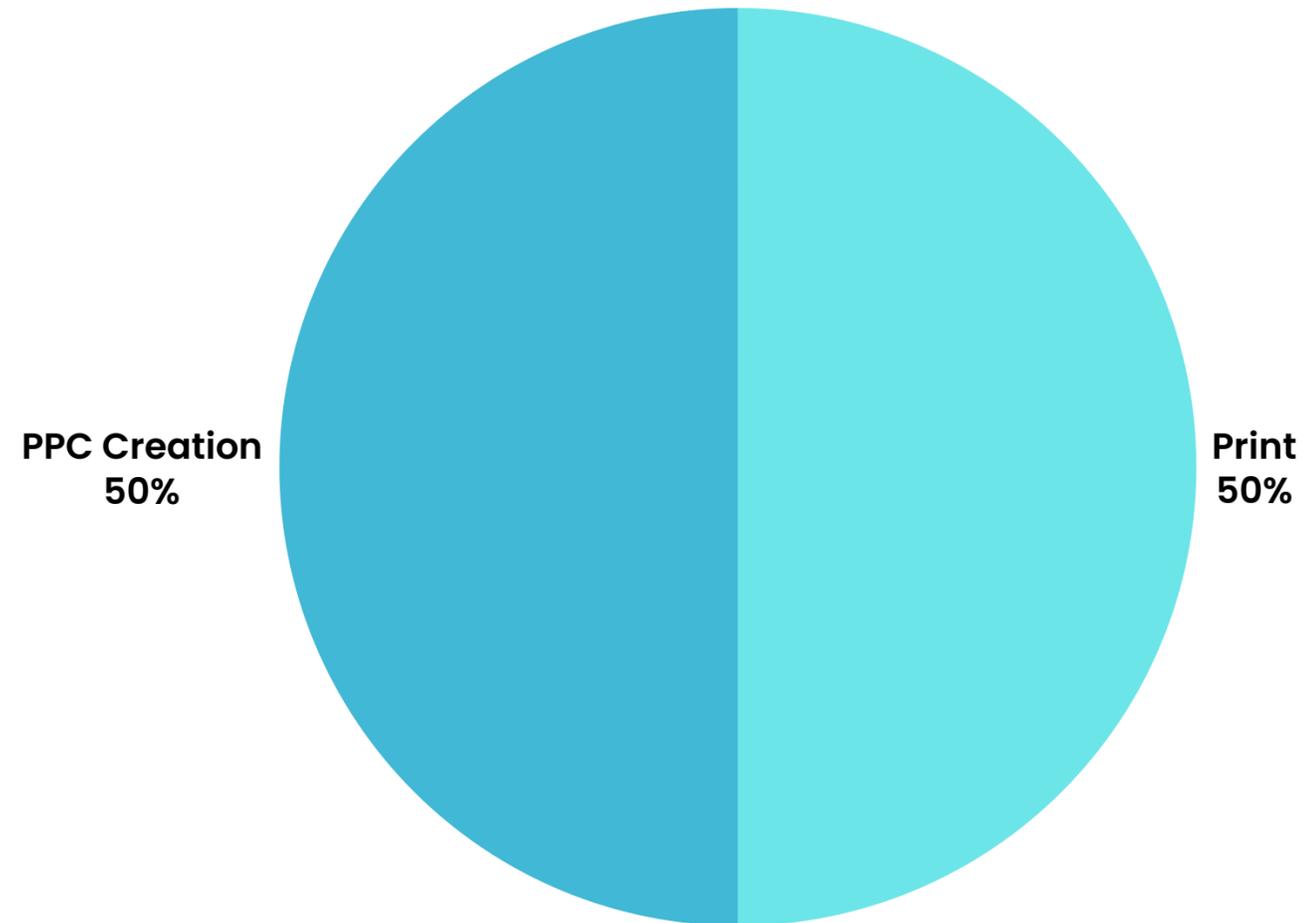
Ensure your brand is able to capture the attention of a new audience & increase engagement



# Working Together

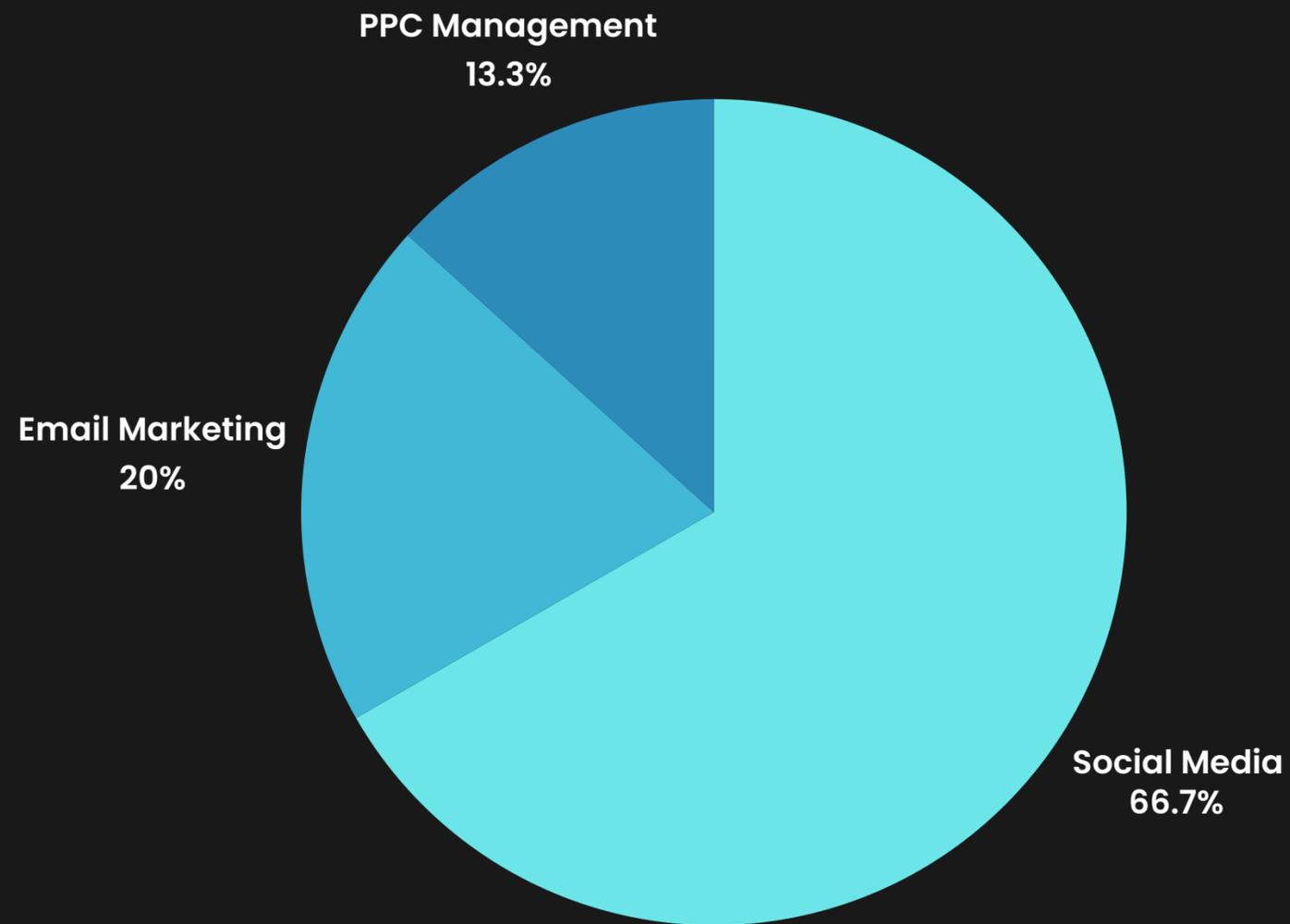
At Vigilante Marketing, we prioritize a partnership approach with our social media clients. Producing quality content requires collaboration, information, imagery, feedback, and client approval. We work closely with clients, incorporating their brand guidelines, messaging, and objectives into our creative process. By leveraging their input and providing relevant imagery, we ensure the content aligns with their brand identity. We value client feedback throughout the process and involve them in the review and approval stages. Together, we create impactful social media campaigns that engage their audience and drive results.

FIRST MONTH



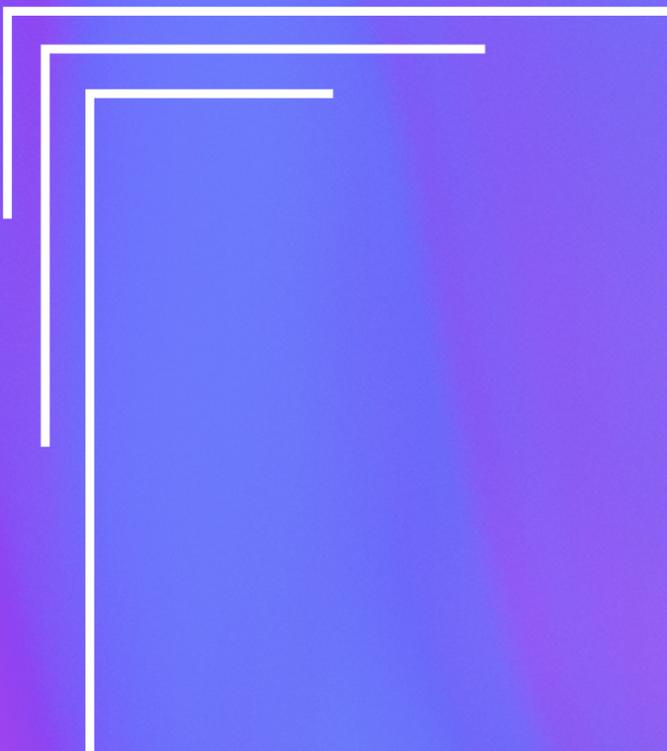
## Budget Breakdown

A budget provides a clear picture of your financial situation and allows you to make informed decisions about your spending and saving. By sticking to a budget, you can avoid overspending, reduce debt, and work towards achieving your financial objectives.



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# Thank You!

HAVE QUESTIONS?

Feel free to email [studio@vigilante.marketing](mailto:studio@vigilante.marketing)

