



START UP PACKAGES
FOR NEW BUSINESSES & REBRANDS



About Us

WALKER & WOOD CREATIVE AGENCY EXISTS TO PROVIDE AN ADVENTUROUS APPROACH TO MARKETING, DESIGN & CREATIVE PROJECTS

We thrive on forward-thinking, imaginative solutions. Our services are always delivered passionately, making sure that our thinking and creations are authentic to your business's who, why and how, and that it works across the board seamlessly to bring you to your goal.

START UP PACKAGES

We currently offer 3 Start Up Package options to help bring your new business or rebrand to life.

GET READY	GET SET	GO ALL OUT
\$700	\$1300	\$1950
Logo Design ✓	Logo Design ✓	Logo Design ✓
Business Card Design ✓	Business Card Design ✓	Business Card Design ✓
Letterhead Design ✓	Letterhead Design ✓	Letterhead Design ✓
Email Signature Design ✓	Email Signature Design ✓	Email Signature Design ✓
Social Media Set Up ✗	Social Media Set Up ✓	Social Media Set Up ✓
Social Media Plan ✗	Social Media Plan ✓	Social Media Plan ✓
Mailchimp Template Design ✗	Mailchimp Template Design ✗	Mailchimp Template Design ✓
Launch Blog Post Creation ✗	Launch Blog Post Creation ✗	Launch Blog Post Creation ✓
Brand Style Guide ✗	Brand Style Guide ✗	Brand Style Guide ✓
Marketing Strategy ✗	Marketing Strategy ✗	Marketing Strategy ✓

We can also adjust any of these packages to suit your needs and budget, or create a totally bespoke package personalised for you. Read more about the inclusion options on the following pages.



Inclusion Details

LOGO DESIGN

To begin, we will discuss with you what your business is and how you want it to be represented through branding. We will also ask you to provide some examples of logos and branding that you like, and from there we will create 3 unique logo concepts for you to choose from. You will be able to provide feedback on your selected concept, and we will complete up to 3 rounds of revisions to ensure the final logo design encapsulates everything you envisioned for your brand. We will then provide you with the design files, and exported JPG and PNG image files of your logo, ready for use.

BUSINESS CARD DESIGN

Leading on from your brand-spanking-new logo, we will gather all the important info you want to be able to hand out to potential new clients, and depending on what your branding calls for - create either a traditional or modern eye catching business card. The cost of printing is not included in our package pricing, as there are a lot of variations including quantity, card stock and printing finishes that you can choose from which will impact the total cost. Once these are all decided upon, we can provide you with a quote from our choice of trusted printing companies, as well as a draft of the business card design. You have 2 rounds of edits included, and then we will submit the artwork and organise printing for you, and have the cards delivered to you.

LETTERHEAD DESIGN

The letterhead we design for you is a digital letterhead setup in Microsoft Word, ready to use. You can use it for invoicing, quotes, press releases, notices, internal communication - you name it! The design will encompass your logo and brand style, so that any digital documents you create can be official, professional and recognisable as belonging to you.

If you would like to have paper stock with professionally printed letterheads ready to use, please let us know and we can organise this for you at a small additional cost.



Inclusion Details

EMAIL SIGNATURE DESIGN

Make your emails look the business with a neat design to sign off. We will design the signature to match all of your other branding, and provide you with the content for you to set up in your email settings.

SOCIAL MEDIA SET UP

We will create and set up both a business Facebook Page and Instagram profile for you, ensuring they are correctly linked, have all of your contact information, intriguing bio copy and optimised profile pictures and banner photos. Additionally, we will create 3 initial posts to begin populating the profiles, ready for people to start following them. We will also design Instagram story cover images for you, and finally set up a Google business to help people start finding you online.

Please note that Facebook business manager, ad accounts and Facebook pixel set up is not included in this price. If you want to know more about these and get help with this, or setting up other social media accounts, please let us know and we can help you for a small additional cost.

SOCIAL MEDIA PLAN

To help you get started on your business social media journey, we will create a mood board to get your brand aesthetic on point, and a document full of recommendations on what types of content you should and could post. We will help you develop a brand personality, how to portray your desired image through visual communication and tone of voice, and give you ideas of how to reach and engage your target audience. Most importantly, we will show you how to do all of this while keeping your overall objective in mind: sending people to your bricks and mortar location or online store.

Please note we also offer a range of social media management packages if you would like us to help look after your social media channels on a regular basis, and Facebook & Instagram advertising services.



Inclusion Details

MAILCHIMP TEMPLATE DESIGN

Email marketing is often an extremely underutilised tool, so to ensure you are sending kick-ass campaigns once you build a database of subscribers, we will design an email template in Mailchimp for you. This template can be easy to edit if you are keen to do your email marketing yourself, or if you are interested in signing up to one of our on-going email newsletter marketing packages, we can create more intricate, unique designs. Either way, we will draft the design and you will have 2 rounds of edits.

Please note, we also offer services to help you grow your subscriber database including website pop up installation, website lead magnets and lead advertising campaigns on Facebook.

LAUNCH BLOG POST

If you're going to have a website, it's likely you'll have a blog to help your SEO and offer your visitors and loyal customers some helpful tips, entertaining reads and more insight into your brand. We'll help prepare your very first blog post for you, so there is something for your viewers to read on your launch date. After we provide you with the draft, you have opportunity for 1 round of edits, and then we can upload the post to your website.

We also build killer websites, both big and small, so get in touch to see what we can do for you.

BRAND STYLE GUIDE

We'll package up everything we've done for you in a neat little document as a set of guidelines or as we like to call it, a brand bible, so that you have all of your branding info bound together in a user friendly manual. Including things like your official colour palette, typography, logo usage, mood board, tone of voice and word usage, it is the best way to ensure everything you do is always on brand, especially when outsourcing work or training a new team member.



Inclusion Details

MARKETING STRATEGY

Finally, we can create a customised marketing strategy for you presented in a 10 page handbook. This strategy will outlined ideas and tips for marketing your start up, ranging from digital media, to print marketing to public relations tactics. Whatever we think would work for your brand, we'll write it all down and give you ideas of how to execute it.

TERMS & CONDITIONS

To begin your Start Up Package with us, please get in touch so that we can book in your project.

We require a deposit, totalling 50% of your package cost, to be paid prior to work commencing with proof of payment emailed to us.

The remaining 50% of the package cost must be paid and proof of payment supplied for us to release all final work and publishing.

Each payment must be made via bank transfer.

The package pricing listed in this document is subject to change at any time without notice.

We will confirm pricing with you before beginning any project.

As a client, you must make yourself available for at least one initial consultation if required, fill out any online questionnaires we need to better understand your business, and be willing to communicate throughout.

By engaging our services, you also give us permission to share the work we create for you on our website portfolio and social media platforms.