

Service Guide

SPRING/SUMMER 2025



CONTENTS

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- Our CEO
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- What We Deliver
- Our Track Record
- What's Included
- Your Pathway to Success
- Next Steps

THE SWANK METHOD

Our commitment lies in delivering impactful client experiences. We collaborate closely with our clients, providing comprehensive and reliable solutions tailored to the needs of the organizations we serve.



OUR VALUES:

Innovation

Creativity

Curiosity

Effectiveness

Unity

OUR CEO

Fueled by curiosity, Kathryn is a creative marketing professional with nearly 20 years of experience in marketing real estate, luxury retail, and not-for-profits.

Her extensive experience includes working on projects going through major change including TELUS Spark, the New Science Centre, Holt Renfrew, and Westhills Land Corp., where she was responsible for implementing and creating campaigns to support their offerings including traditional and digital advertising, signage and print collateral production, and presentation centre design.

Our experience designing marketing campaigns that sell-out developments will provide you with the professional experience and brand that will instill a sense of trust and reliability to support the successful sell-out of this project and give you the tools you need to recreate this success time and time again.



WHAT WE BRING

A BUSINESS LENS

We're seasoned creatives with a track record of building businesses both online and offline, supporting over 100 enterprises with strategy and communications.

LOCAL CONNECTION, DIVERSITY, AND WOMAN- OWNED & OPERATED BUSINESS

- Deep ties to the Real Estate Industry on a national scale
- A network of local supporters and corporate partners
- Strong connections within the innovator community and access to tech resources

INNOVATION & INTEGRATION

- Revitalizing and streamlining the Marketing and Sales Systems
- Integrating Branding with a consistent look-and-feel
- Enhancing Client Experience and Pathway to Purchase
- Infusing Branding with Authenticity that Differentiates you from the competition

UNDERSTANDING YOUR PRIORITIES

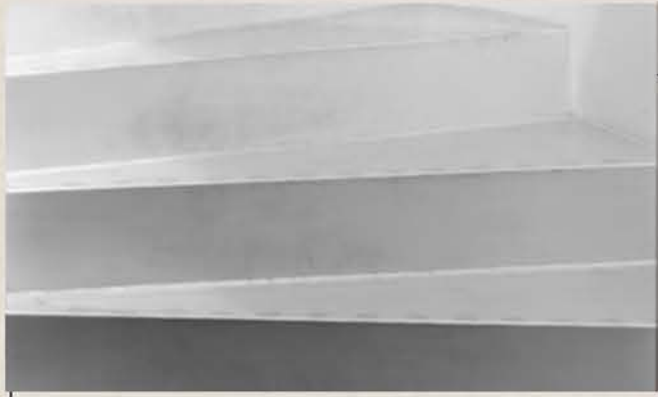
- Welcoming and onboarding your new Sales Team with a Brand they're proud to represent
- Demonstrating excellence with a Marketing Kit that impresses clients and instills a sense of trust
- Reaching Revenue Goals

EXTENSIVE EXPERIENCE WITHIN REAL ESATE, NOT- FOR-PROFIT AND LUXURY RETAIL

- Extensive history collaborating with innovators in the real estate industry
- Proven track record of supporting BC's fastest-growing communities
- Experienced in growing audiences not-for-profits including TELUS Spark Science Centre, Royal BC Museum, Early Music Society of the Islands, Victoria Design Week, and JdF Performing Arts Centre
- Well-versed in luxury branding and retail sales working for brands including Holt Renfrew Department Store

A Comprehensive and Nimble Boutique Approach.

WHAT WE DELIVER



A Cohesive Marketing Kit

Delivering Consistency

Enhance your brand identity with a holistic branding package that unifies visual elements, including logos and colour schemes, guaranteeing uniformity across brochures and presentations to captivate audiences and drive sales, boosting brand visibility and recognition.

A Sales Team that You Trust

Serving Excellence

Instill confidence in your sales team by nurturing a group known for their expertise, integrity, and commitment to surpassing client expectations, ensuring they represent the brand with prepared key messages, fostering enduring trust and loyalty.

An Exceptional Client Base

Finding Who Fits

Cultivate a clientele characterized by their loyalty, satisfaction, and repeat business, reflecting the outstanding quality of your products or services and serving as ambassadors for your brand.

A Referral System that Sells Itself

Supporting Sustainability

Establish a referral program so compelling and effective that satisfied clients naturally become advocates, eagerly recommending your business to others, thereby generating a steady stream of new leads and sales.

OUR TRACK RECORD



Early Music Society
OF THE ISLANDS



CORNERSTON
IMMIGRATION



Level Up ADHD



REVIVE
PHYSICIANS



be:free | FINANCIAL
SERVICES



MUNRO | KING
REAL ESTATE TEAM





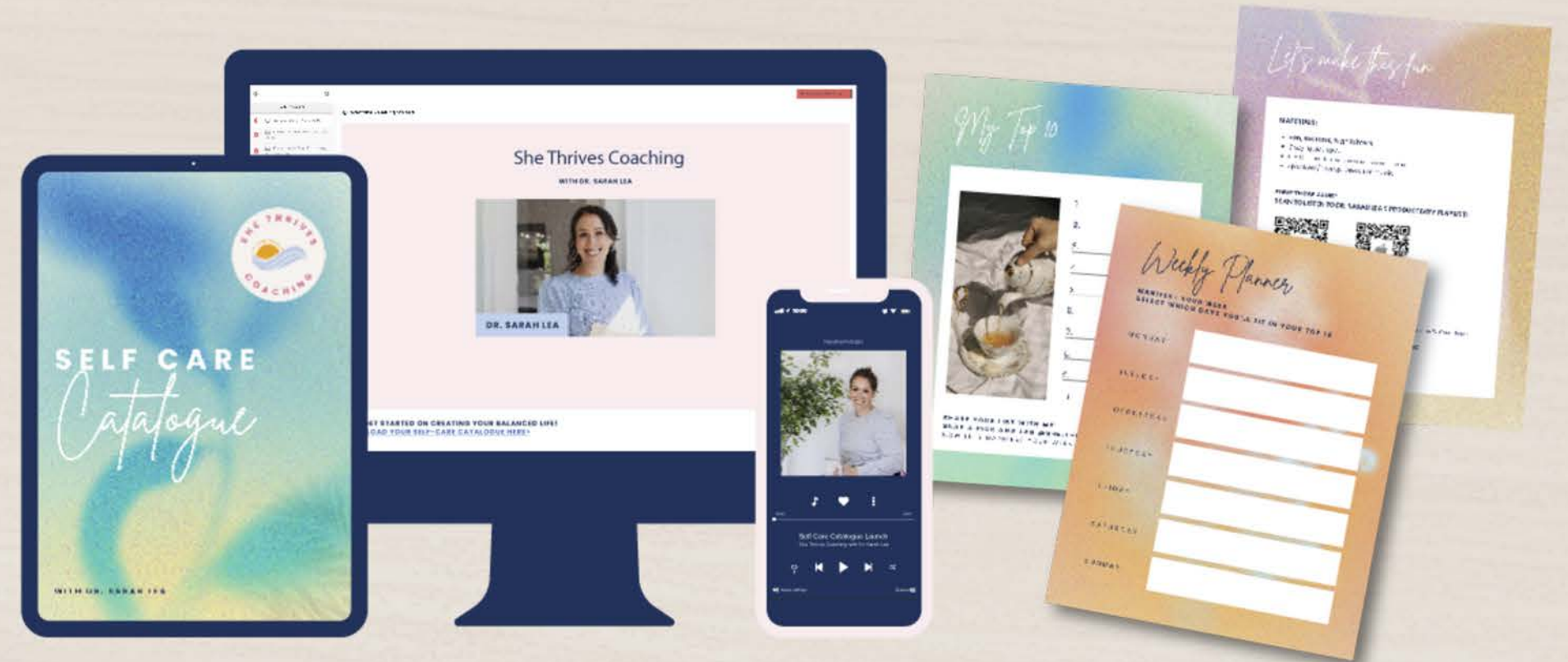
PROUDLY SUPPORTING WOMEN ENTREPRENEURS

OUR TRACK RECORD

"Kathryn and her team came into my life at EXACTLY the right time! I was overwhelmed with a branding contract gone wrong and wasn't sure where to turn next. Kathryn and her team quickly helped not only pick up the pieces but they went above and beyond to deliver on the branding, social media content and website design and continued to work with me until I was 110% satisfied! Kathryn and her team are professional, responsive and highly creative. I can't recommend them enough!"



DR. SARAH LEA
PHYSICIAN | RESILIENCE COACH



OUR TRACK RECORD

Wholesyum Baby

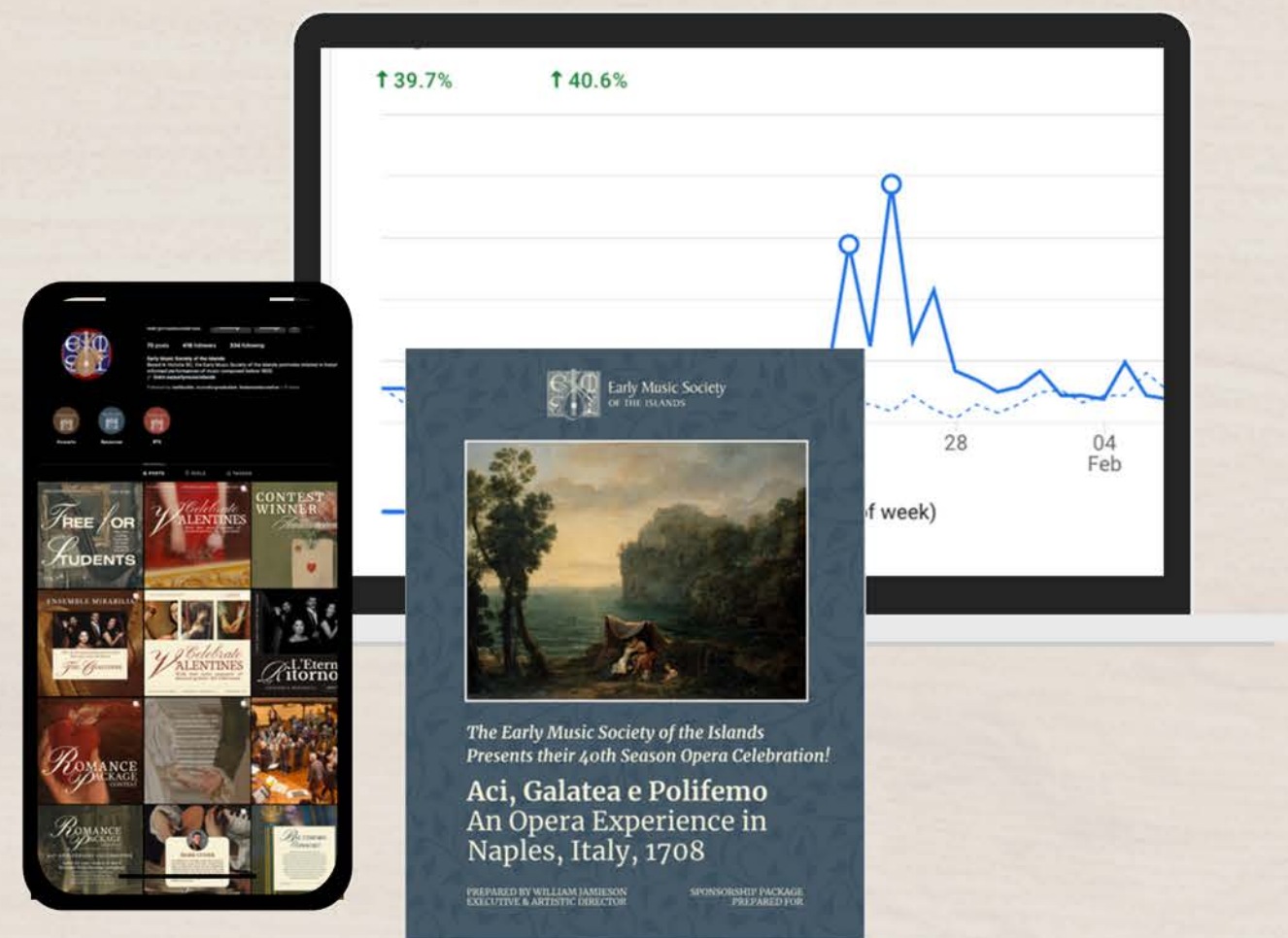


“Kathryn and her team at Swank Creative have been an absolute pleasure to work with. Being in a position of just launching my business I felt extremely overwhelmed, insecure and unsure of how to tackle my marketing strategy and truly bring my vision to life. Kathryn has a way of grasping one’s idea and developing and creating it into something even better than I could imagine. As a client, it is so important to feel heard and have your marketing strategy align with your brand’s values, and the team at Swank Creative does that and more. The dedication, attention to detail and passion they have to see their clients succeed is truly inspiring. If you are looking for a way to elevate your marketing strategy, promote your business and feel completely supported through the process, Swank creative is your answer.”

Meghan Andrade
Owner & Founder of Wholesyum Baby

OUR TRACK RECORD

We've achieved remarkable results for this local Arts and Culture Organization. As we embark on our second year, we're thrilled to continue supporting them as they commemorate their 40th Anniversary and unveil an opera and dinner experience as part of their premiere season launch.



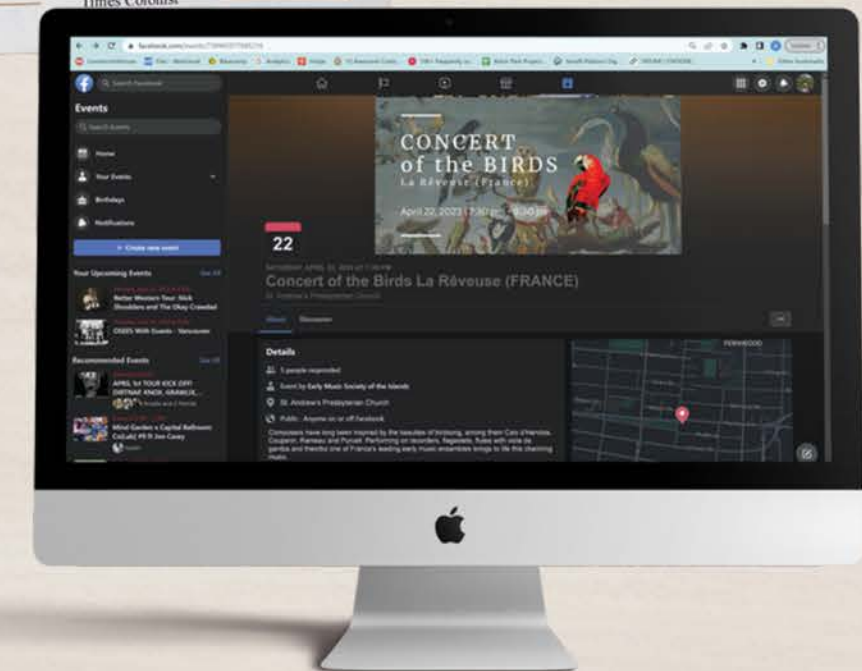
OUR TRACK RECORD

"We were referred to Kathryn and her team after working with a larger agency in Victoria. Swank Creative Inc. provided us with a holistic approach to our marketing that we needed, rather than just focusing on a particular campaign. This involved providing us with a strategic marketing plan, refining our website and social media channels, and providing immediate insights and optimizations that had a substantial impact.

They also furnished us with a detailed analysis of results, editable templates, and checklists for membership renewals and event promotion, allowing us to replicate successful campaigns. Our goal was to evolve to be more savvy and proactive about our marketing and promotional activities. Kathryn and her team have moved us forward in achieving that goal not only by designing and managing our campaigns but by helping us develop insights and skills that allow us to leverage the advice and technical work we receive from her.

We have experienced concrete results since starting to work with Swank Creative Inc. as we claw our way back from the pandemic's impacts. In the past year, we have seen a direct relationship between our marketing efforts and our 50% year-on-year revenue growth with a 54% increase in subscriptions and 39% increase in annual cash donations. Most importantly, we are seeing not only the recapture of our pre-pandemic market, but the building of a new audience, with virtually all of the growth represented by new audience members, and a 76% increase in our mailing list. Kathryn's responsiveness, transparency, and willingness to share her knowledge and expertise truly set her apart."

William Jamieson, Artistic and Executive Director | Early Music Society of the Islands



OUR TRACK RECORD

In a recent collaboration with the Munro | King Real Estate Team, we embarked on a transformative journey to refresh their brand identity as Bruce Hatter retired, ensuring a seamless transition while honoring his esteemed legacy. Our approach involved not only revitalizing their visual identity but also empowering their administrative team with customized templates and a cohesive brand framework.

By understanding their unique needs and aspirations, we crafted a brand refresh strategy that resonated with their values and vision for the future. Through meticulous planning and collaboration, we successfully executed a seamless transition that celebrated the past while paving the way for a vibrant future. The Munro | King Real Estate Team now stands poised with a renewed sense of identity and purpose, ready to embark on the next chapter of their journey with confidence and clarity.



OUR TRACK RECORD

Munro King Real Estate Team - RE/MAX Camosun
November 30, 2023 · 🌐

The new and expanded team at Munro | King is here! Led by Alli Munro and Shane King, this evolution of Hatter | King and Munro Real Estate brings together 100+ years of local real estate experience and a talented team focused on putting their customers' needs first.

Over the years, our teams have built incredible trust based on our aligned values, business practices and commitment to making positive impacts in our industry and the community. We know how important it is to h... [See more](#)



95 26 comments 4 shares

Munro King Real Estate Team - RE/MAX Camosun
January 17 · 🌐

Exciting News! 🎉 Introducing the Munro | King Real Estate Team's referral program! Know someone who is thinking of buying or selling? Refer them to us and receive \$500 for every referral that completes a purchase or sale as a show of our appreciation! 🎁 #AlliMunro #ShaneKing #ScottMunro #MunroKingRealEstateTeam #VictoriaRealEstate #ReferralProgram #HomeSweetHome



13 Like Comment

Kayla Hatter
Bruce's legacy continues ❤️

Munro King Real Estate Team - RE/MAX
January 18 · 🌐

Thank you so much to our amazing clients for #AlliMunro #ScottMunro #MunroKingRealEstateTeam #testimonialthursday

CLIENT APPRECIATION

"I just completed my second home purchase with Shane. Each time I was treated as if I was his own family member. He had tremendous patience in answering all my questions, and was very accessible and accommodating, always going above and beyond. I confidently and enthusiastically recommend Shane and his team to anyone!"
~Angela



Munro King Real Estate Team - RE/MAX Camosun
November 30, 2023 · 🌐

We couldn't be happier to share with you that Alli and Scott Munro, formerly of Munro Real Estate, are joining Remax! This expansion of our team will be led by Shane and Alli under our new name, Munro | King Real Estate Team.

Bruce will continue to be an important part of our team and work with us as an unlicensed consultant. We're grateful to have the opportunity to continue working together, while allowing Bruce to step back a little after an incredible career that's been ... [See more](#)



44 Like Comment

Vicki Woodward
Congratulations Bruce!

Munro King Real Estate Team - RE/MAX Camosun
February 6 · 🌐


The Munro | King Team would like to thank our clients, colleagues and community for their continued support throughout 2023 🙏
#MLSGold #AlliMunro #ShaneKing #MunroKingRealEstateTeam #RemaxCamosun



Munro King Real Estate Team - RE/MAX Camosun
March 5 at 4:21 PM · 🌐

🙏🙏🙏 Thanks again to our clients and colleagues for your continued support. 2024 is off to a positive start 🌟🌟🌟
#allimunro #shaneKing #scottmunro #top10teamproducers #victoriarealestate #munrokingrealestate #remaxcamosun

TOP 10 TEAM PRODUCERS FOR FEBRUARY 2024



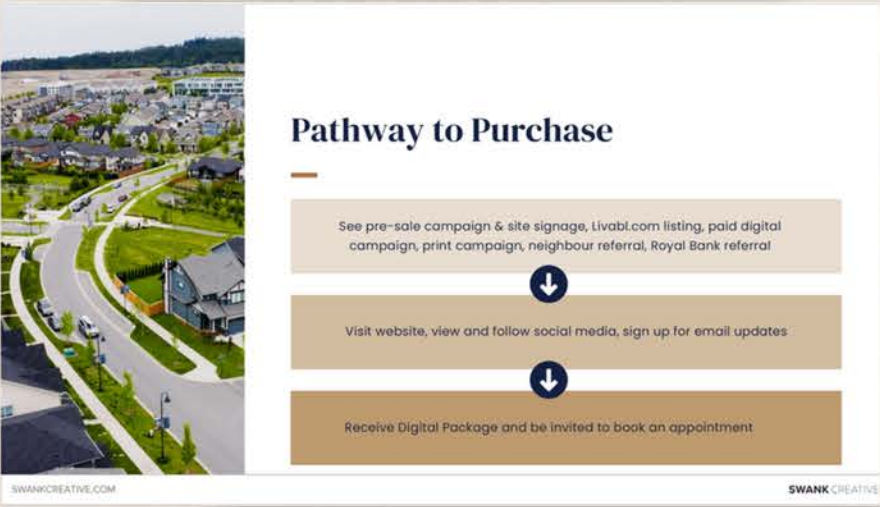
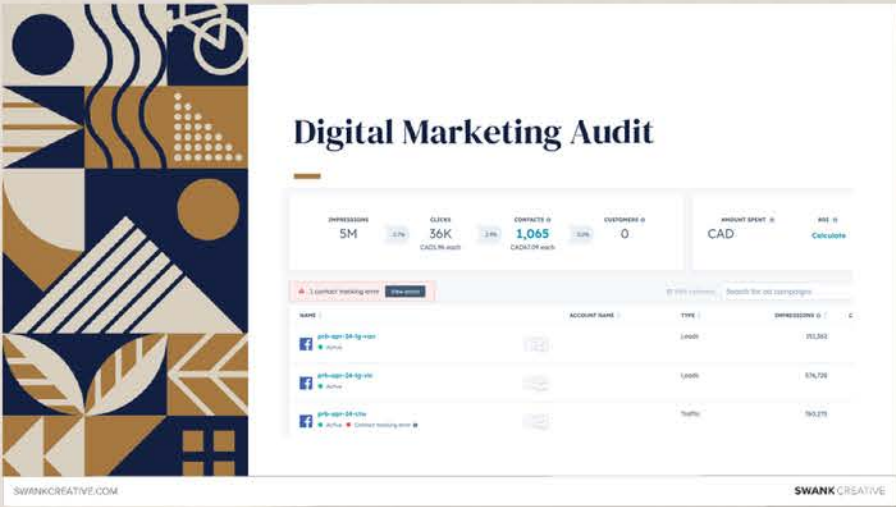
Our marketing and branding program resulted in continued success for the new Real Estate Team. with the modernization of the brand's image, the implementation of trust-building marketing campaign systems, the creation of captivating imagery, and the honoring of Bruce Hatter's legacy.

OUR TRACK RECORD

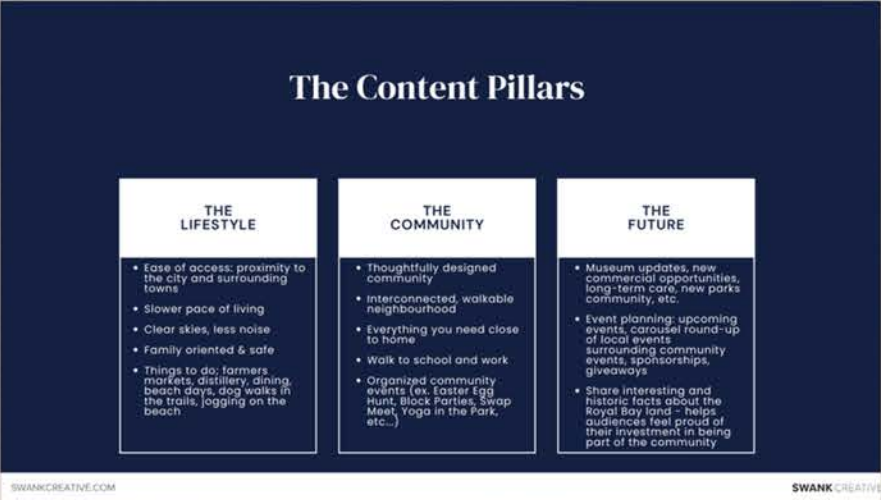
With our expertise in real estate development marketing, we craft dynamic strategies that captivate and convert potential buyers. Through innovative pre-sale programs, we generate irresistible momentum, often resulting in developments selling out well before completion. Our proven track record working with some of BC's fastest-growing communities, speaks to our ability to not just market, but to orchestrate success from inception to fruition, delivering exceptional results for our clients in the ever-evolving real estate landscape.



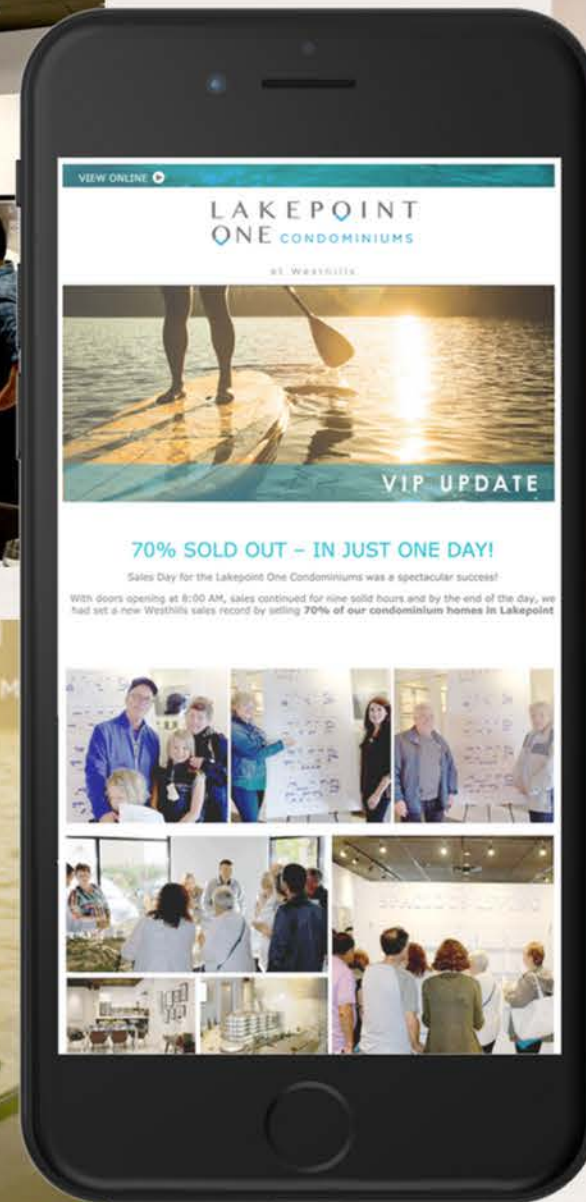
OUR TRACK RECORD



WITH A CONSISTENT TRACK RECORD OF INCREASING ORGANIC TRAFFIC AND LEAD GEN BY 40% THROUGH STRATEGY...WE'RE YOUR BUDGET'S BFF AND YOUR AD MEDIA BUYER'S WORST NIGHTMARE.



REAL ESTATE DEVELOPMENT MARKETING



REAL ESTATE DEVELOPMENT MARKETING



Open concept living keeps the family together in communal spaces. Kitchens with island and eating bar so conversation is easy during meal prep. The kitchen is the hub of the home with room for everyone.

SAND

Within the heart of Vancouver island, nature is a large part of this coastal community lifestyle. This interior package was created with the intent of bringing the elements of nature into the traditional design of our single-family homes. Our Sand interior designs are inspired by the combination of traditional and modern to give you a more contemporary look and feel. The elements of the west coast seaside offer a color palette that is your haven at the end of a busy day. A place for you and your family to nestle in.

1
Chantilly Oak wide plank laminate flooring.

4
Cream and white quartz countertops deliver a luxurious and clean look with minimal maintenance.

7
White subway tile kitchen backsplash.

2
Chrome slope end traditional pull for kitchen cabinets. Vertically positioned on doors and horizontally on drawers.

5
Stainless steel double bowl undermount sink.

8
Smooth finish ceiling.

10
Walls painted with a warm subtle color palette.

3
White painted pre-finished birch boxes for cabinets with white painted shaker style cabinet doors.

6
Single handle, chrome kitchen faucet with convenient pulldown sprayer.

9
Pot lights in kitchen and living room.

APPLIANCES

- 30" Stainless front control all-gas range
- Stainless steel dishwasher
- French door refrigerator with bottom freezer
- Microwave hood combination
- Whirlpool washer/dryer, white

REAL ESTATE DEVELOPMENT MARKETING



PRINT HANDOUTS,
2-PAGE BROCHURE
WEB | MOBILE

REAL ESTATE DEVELOPMENT MARKETING

PROPOSAL

Project Name

FOR BUSINESS NAME

MIKE GERIC

CONSTRUCTION

Presented by Firstname Lastname, Job Title
MM/DD/YYYY

The Geric Way

As a family-owned, local developer, we use a hands-on approach to develop projects that contribute to our communities. We're invested here and have nurtured relationships for more than 50 years with our neighbours, customers and the people who work with us to build high quality, high-profile and successful developments that are welcomed by communities. Thoughtful and responsible planning, design, and construction go into everything we do so every home we build is one that we would want to call home ourselves.



DEVELOPMENT PROPOSALS WRITING
AND PRESENTATION DESIGN



Thoughtful, inventive and sustainable design

IS AT THE HEART OF EVERYTHING WE DO.

MIKE GERIC

CONSTRUCTION

We build community

This marketing campaign will help The Winslow Cafe generate sales online by increasing online interaction and building an online presence, which will then increase foot traffic.

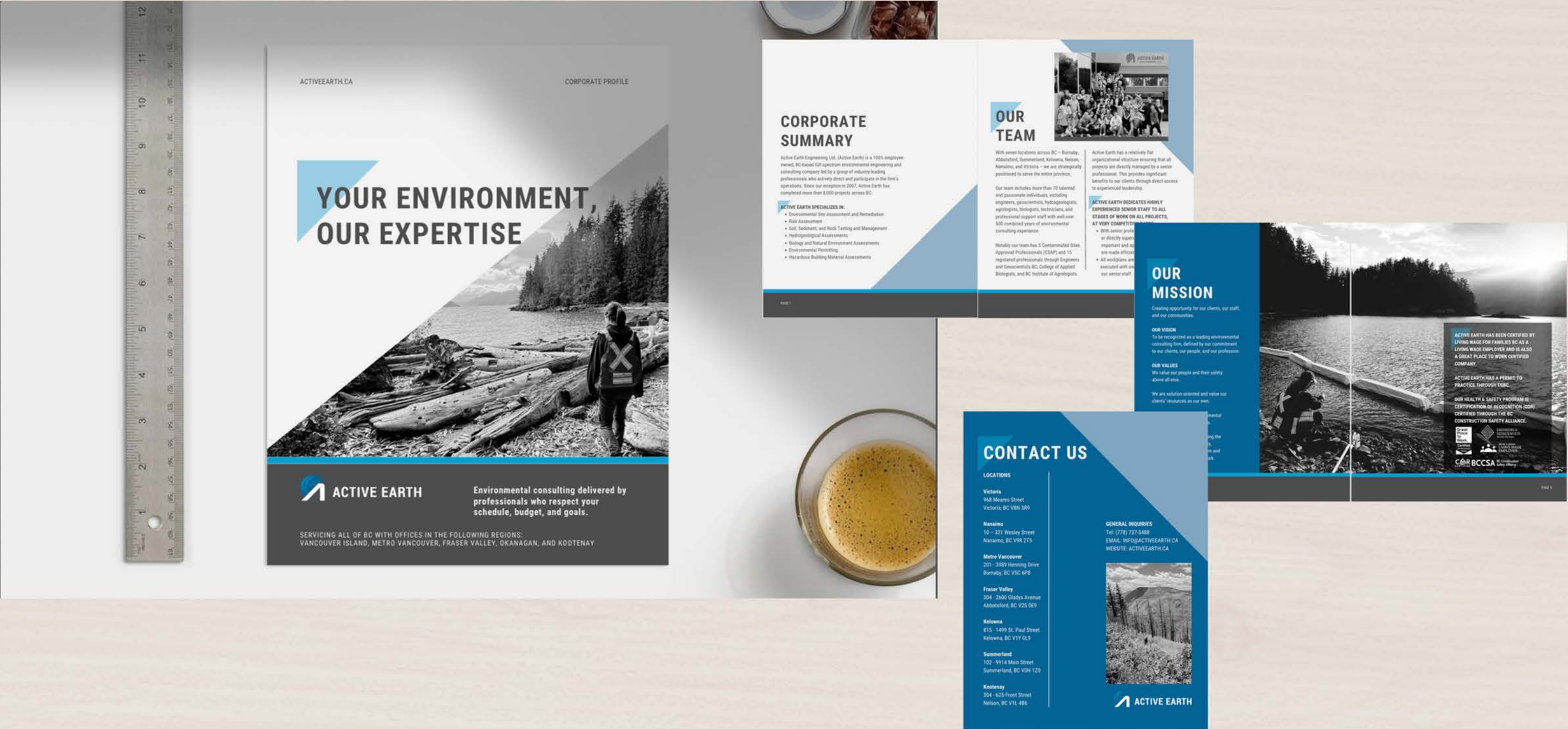


MIKE GERIC

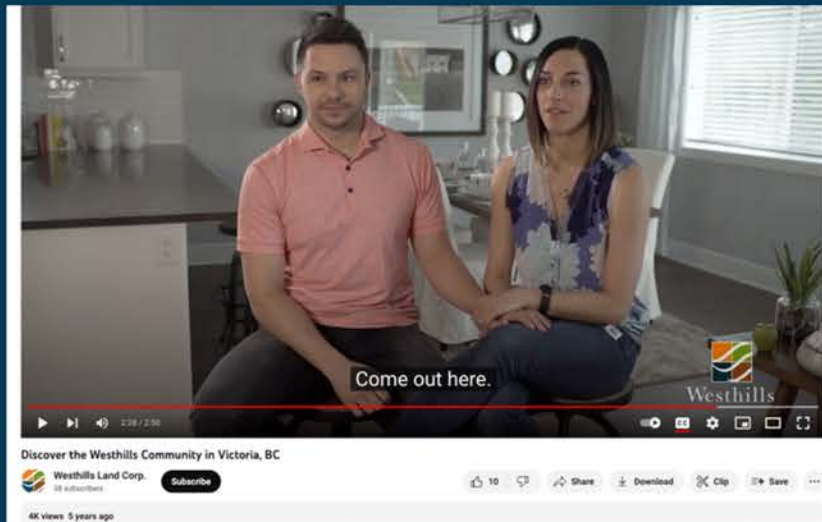
CONSTRUCTION

GRAPHIC DESIGN SUPPORT

SERVICE GUIDE BROCHURE
USING EXISTING BRANDING ELEMENTS TO
CREATE REFRESHED BRAND HIERARCHY



REAL ESTATE DEVELOPMENT MARKETING



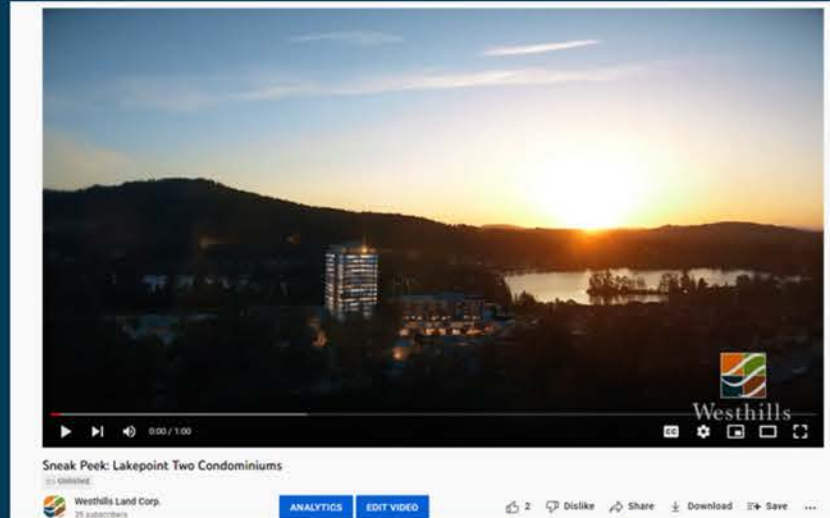
CLIENT TESTIMONIAL

https://youtu.be/SK9oWMtXx_g



STRATEGIC PARTNERSHIP

https://www.youtube.com/watch?v=wIRQ9xIm_SI

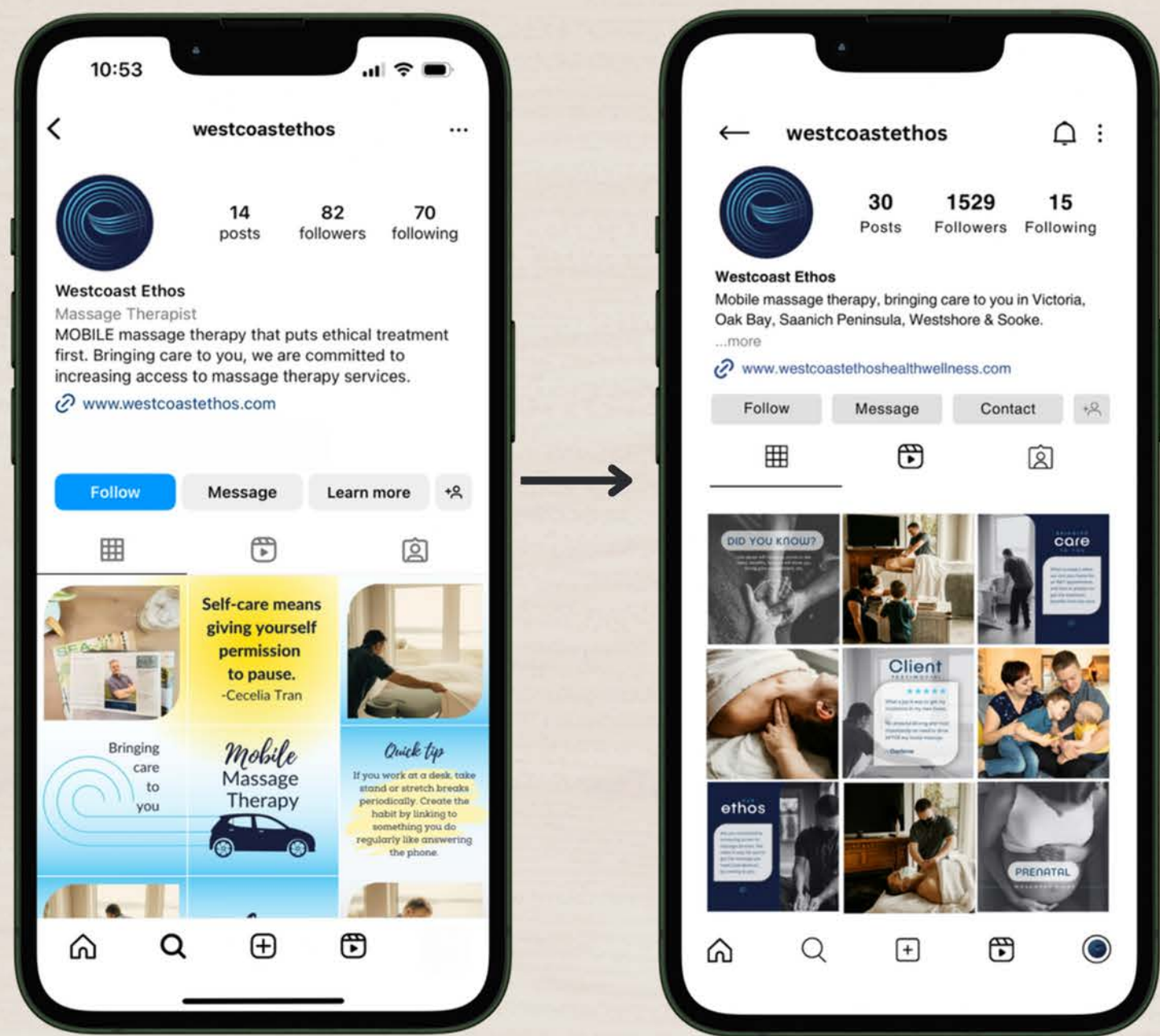


RENDERINGS AND DRONE

<https://youtu.be/bzv4dlsts64>

OUR TRACK RECORD

Westcoast Ethos Health & Wellness



Before

After

Post Examples: The Process

CONTENT PILLAR

- What to expect when WCE visits your home

IDEAS FOR MORE POSTS LIKE THIS

- Video content showing an appointment
- What the kids do exactly during the appointment
- Show inside Sean's house (relatable for parents, not always pristine)
- Timing (when WCE arrives vs appointment starts, how to prepare (what to wear, etc.))

Facebook Content

CONTENT PILLARS

- Client love testimonials
- The process (what to expect when WCE visits your home)
- Meeting you where you're at support for seniors and hospice patients (chair massage, senior support, how to book with phone number to call)
- Muscle and body fun facts
- Quick relief massage and movement tips

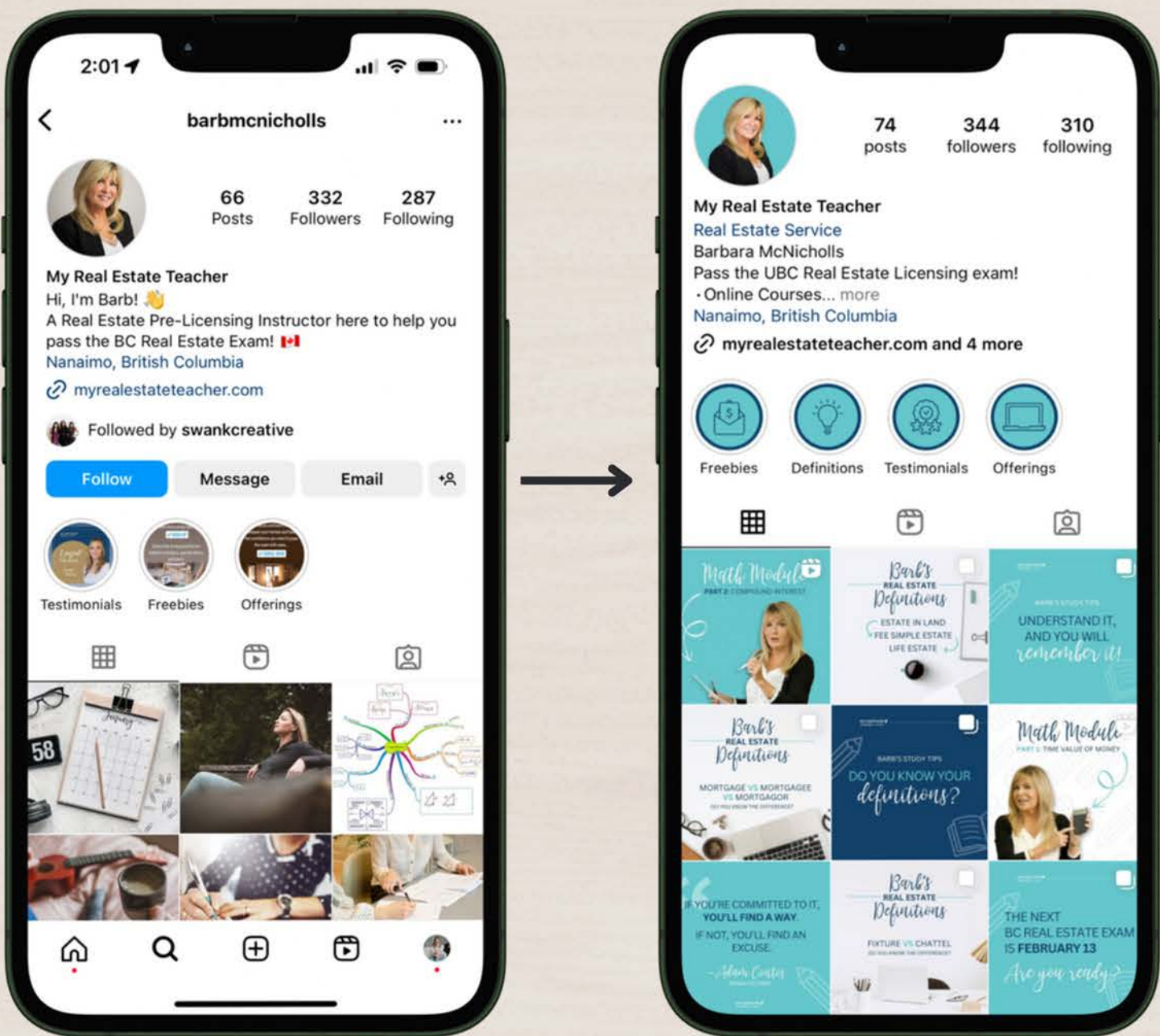
POST FORMATS

- Static Posts
- Video Posts
- Stories (re-shared from Instagram)

[CANVA TEMPLATES >](#)
[SOCIAL MEDIA CONTENT PLANNER >](#)

OUR TRACK RECORD

My Real Estate Teacher



Before

After



OUR TRACK RECORD

"A HUGE thank you to Kathryn and Alex for putting together an amazing marketing plan for the launch of the Munro King Real Estate Team. Swank Creative went above and beyond to build and implement a brand that we are extremely proud of. From start to finish we knew that we were in great hands. Well done!"

Shane King | REALTOR
MUNRO | KING REAL ESTATE TEAM

"Loved working with Kathryn and her team! It was fun, exciting, and rewarding to see them bring our brand ideas to life and to have the pieces of the puzzle all fit together. The photos from Julia were also top notch beautiful. Highly recommend partnering with Swank to bring your business to the next level."

Aimee Burton | Financial Advisor
BE FREE FINANCIAL

"Swank Creative offered to support Design Victoria in developing our marketing strategy for 2024. Kathryn's deep knowledge of the Victoria media landscape was incredibly helpful in making decisions about where to market, how much to spend and what audiences to target. During our meetings, she and her team offer ongoing accountability, strategic thought partnership and lots of encouragement and support. Although I have marketing experience myself, Swank Creative has helped me to formalize my strategy, get the support I need, and commit to schedules that we co-created."

**Carla Sorrell | Founding Director and
Former Editor of Douglas Magazine**
DESIGN VICTORIA

OUR TRACK RECORD

"Kathryn and her team came into my life at EXACTLY the right time! I was overwhelmed with a branding contract gone wrong and wasn't sure where to turn next. Kathryn and her team quickly helped not only pick up the pieces but they went above and beyond to deliver on the branding, social media content and website design and continued to work with me until I was 110% satisfied! Kathryn and her team are professional, responsive and highly creative. I can't recommend them enough!"

Dr. Sarah Lea | Physician
SHE THRIVES COACHING
REVIVE PHYSICIANS

"Kathryn is creative, strategic and an absolute pleasure to work with. She quickly figures out what's needed for a project and starts collaborating to ensure a beautiful end product. I'm very happy with the results of the design projects we've worked on with Swank and highly recommend their services."

Christine Gleed | Communications Pro
GET CIRCLE COMMUNICATIONS

"We thought we knew what we wanted and Kathryn surprised us with a unique design that exceeded our expectations and was just what we needed. Kathryn made it fun and we felt heard. It was a pleasure to work with Swank Creative and will be booking her again when it's time to work on our Business Plan."

Sean Graves | Owner & Operator
WEST COAST ETHOS HEALTH AND WELLNESS

WHAT'S INCLUDED: BRANDING PACKAGES

30-DAYS TO BRANDED

- 2-Hour Strategic Marketing Session
- Strategic Marketing Plan Template:
 - Goal Setting
 - Objectives
 - Strategies and Tactics
 - Key Timing
 - Key Messaging
- Refreshed Brand and Style Guide complete with High-Res Logos optimized for all applications, colour guide, typography hierarchy, and photography mood board.
- Suite of 5 Marketing Template Mock-Ups. Options include: Business Cards, Website Homepage Styling, Pitch Deck, Brochure, eBook, Direct Mail, 4-Page Flyer, Promotional Items, Digital Ads, and/or Print Ads etc.

DELIVERY:

30-Days to completion from date of Kick-Off Call

SET-UP FOR DIGITAL SUCCESS

- 30-DAYS TO BRANDED, PLUS
- Digital Landscape Set-Up
 - Google Business Profile, Analytics, Search Console, and Ad Manager
 - YouTube Channel Set Up and Video Templates Created for Webinars
 - LinkedIn Profiles and Business Page
 - 2-Hour Sales Team Training on Digital Programs
- 5-Page Website (All-Content Provided)
- Sales Landing Page and Webinar Set Up
- Resource Blog and Report Links Set Up
- CRM Registration Form Integration
- Mass eMail Templates Created (ex. eNewsletter, Investor Update, Invite)
- Social Content Strategy and Suite of Social Media Templates

DELIVERY:

Minimum 3-Month Timeline upon delivery of Final Written Content and Image Assets

ALL-IN

- SET-UP FOR DIGITAL SUCCESS, PLUS
- Annual Strategic Marketing Plan
- Key Messages and Content Writing for All Marketing Assets
- Branding Photoshoot
(Photographer Travel and Accommodation not included)
(Up to 30 Edited Images)

DELIVERY:

Minimum 6-Month Timeline

Need it pronto?

Inquire about our quick turn-around options.

WHAT'S INCLUDED: DIGITAL MARKETING

DIGITAL LANDSCAPE AUDIT

- Digital Landscape Review & Set-Up
 - Google Business Profile, Analytics, Search Console, and Ad Manager
 - YouTube Channel Set Up
 - LinkedIn Profiles and Business Page
 - 2-Hour Sales Team Training on Digital Programs
- 10-Page Website Review
- Recommendations Report including templates for:
 - Sales Landing Page and Webinar Set Up
 - Resource Blog and Report Links Set Up
 - CRM Registration Form Integration
 - Mass eMail Templates Created (ex. eNewsletter, Investor Update, Invite)
 - Social Content Strategy and Suite of Social Media Templates

DELIVERY:

Minimum 3-Month Timeline upon delivery of complete online access

ALL-IN DIGITAL

- DIGITAL LANDSCAPE AUDIT, PLUS
- Annual Strategic Marketing Plan
- Key Messages and Content Writing for All Marketing Assets
- Branding Photoshoot
(Photographer Travel and Accommodation not included)
(Up to 30 Edited Images)
- 3-Month Digital Campaign Creation

DELIVERY:

Minimum 6-Month Timeline

WHAT'S INCLUDED: STRATEGIC SUPPORT

2-HOUR STRATEGIC PLANNING SESSION

- Tried-and-True Strategic Marketing Plan Template
- Mini-SWOT Analysis
- Focused support on your Business Priorities including:
 - Audience Analysis
 - Tactic Reporting
 - Brand Strategy
 - Creative Development
 - Marketing Tools Training
 - Campaign Ideation
 - Recommended Next Steps
- Checklist and Timeline Follow-Up Email

DELIVERY:
Within 2-Weeks of Discovery Call

ANNUAL STRATEGIC MARKETING PLANNING

- Tried-and-True Strategic Marketing Plan Template
- 2-Hour Strategy Session
- Audience Profiles Defined
- Competitive Analysis
- Marketing Channel Audit
- Strategies and Tactics Created
- Key Timing and Workback Schedule
- Budget Creation and Preferred Vendor List
- Annual Objective Setting
- Access to Fractional CMO Support

DELIVERY:
Within 30-Days of Strategy Session

FRACTIONAL CMO AND DESIGN SUPPORT

- Up to 20 hours each month focused on your Marketing Priorities:
 - Advertising Campaign Creation and Implementation
 - Mass email creation
 - Graphic Design Edits and Updates
 - Website and Resource Blog Updates
 - Event Campaign Creation and Registration Management
 - Special Event Coordination
 - Partnership and Community Investment
- Bi-Weekly Check-ins
- Monthly Reporting
- Quarterly 2-Hour Strategic Planning Sessions

DELIVERY:
Minimum 3-Month Commitment

WHAT'S INCLUDED: SOCIAL MARKETING

ESSENTIAL

- Social Media Content Strategy
 - Audit
 - Content Pillars
 - Audience Analysis
 - 5 Content Mock-Ups
 - 30 Social Media Canva Templates Created
- Social Media Channel Optimizations
- 2 Posts Weekly across two platforms
- 1 Reel Weekly
- Quarterly Check-In
- Quarterly Report and Optimizations Checklist

DELIVERY:

Minimum 3-Month Commitment

PROACTIVE

- Social Media Content Strategy
- Social Media Channel Optimizations
- Social Media Monitoring
- 30 Social Media Templates Created
- 3 Posts Weekly across three platforms
- 2 Reels Weekly
- Reel Content Capturing and Editing
- Monthly Check-In
- Quarterly Report and Optimizations Checklist

DELIVERY:

Minimum 3-Month Commitment

COMPREHENSIVE

- Social Media Content Strategy
- Social Media Channel Optimizations
- Mass Email System Integration and Lead Funnel Creation
- Monthly eNewsletter Creation
- Social Media Monitoring
- 30 Social Media Templates Created
- 20 Posts Monthly across three platforms
- 10 Reels Monthly
- Reel Content Capturing and Editing
- Monthly Insights and Optimizations Report

DELIVERY:

Minimum 3-Month Commitment

WHAT'S INCLUDED: REAL ESTATE MARKETING

BLUEPRINT

- Branding Style Guide
- Landing Page & Digital Presence Set Up
- Onsite Signage Design and Production Support
- Award-Winning Marketing Checklist and Budget
- Rendering: Building Exterior Concept

DELIVERY:

30-Days to completion from date of Kick-Off Call

FOUNDATION

- BLUEPRINT, PLUS
- Strategic Marketing Plan
- Branded Marketing Materials Kit:
 - Advertisement Suite
 - Business Cards
 - Brochures
 - Floor Plans
 - Promotional Item
 - Mailer
 - Renderings: Exterior, Birdseye, and three Interiors | 2 Colour Schemes
 - Interior Animation Walk-Through
- Customized Wordpress Website
- CRM and Sales System Integration
- Monthly eNews Template Creation
- Presentation Centre Display Design
- Launch Event Planning and Coordination
- Optimizations and Insights Report

DELIVERY:

Minimum 3-Month Timeline upon delivery of Final Written Content and Image Assets

SKYLINE

- FOUNDATION, PLUS
- Branding Photography/Videography Session
- 360 Unit Interactive Tour
- Content Writing for Planned Marketing Materials
- Production Management with Preferred Vendors
- Audience Survey
- Monthly Social Media Content and Scheduling
- Search Engine Optimization and Monthly Blog Writing
- Advertising Campaign Creation
- Media Buying and Ad Trafficking
- Bi-Weekly Consultation
- Monthly Metrics and Progress Report
- Quarterly Optimizations and Insights Report

DELIVERY:

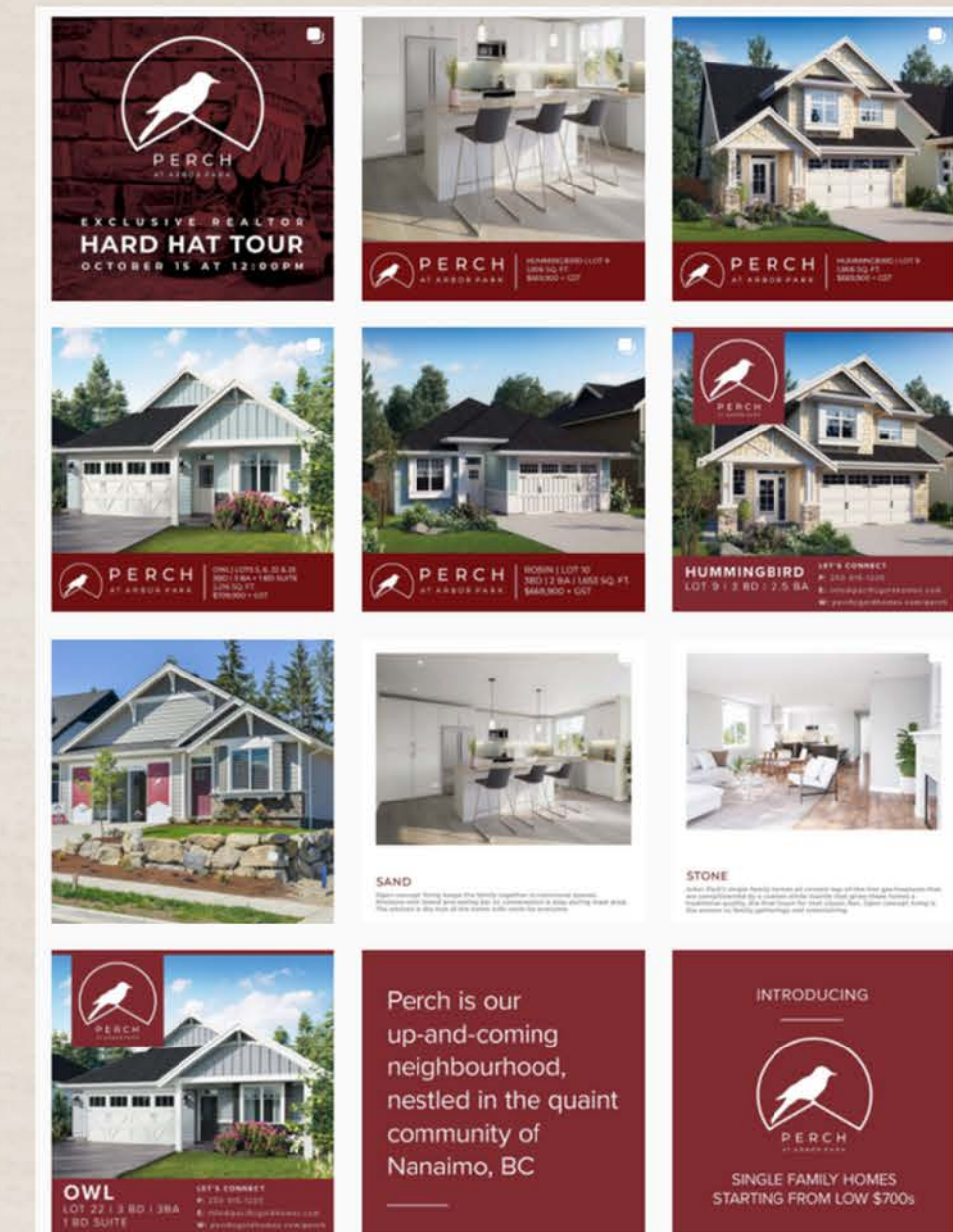
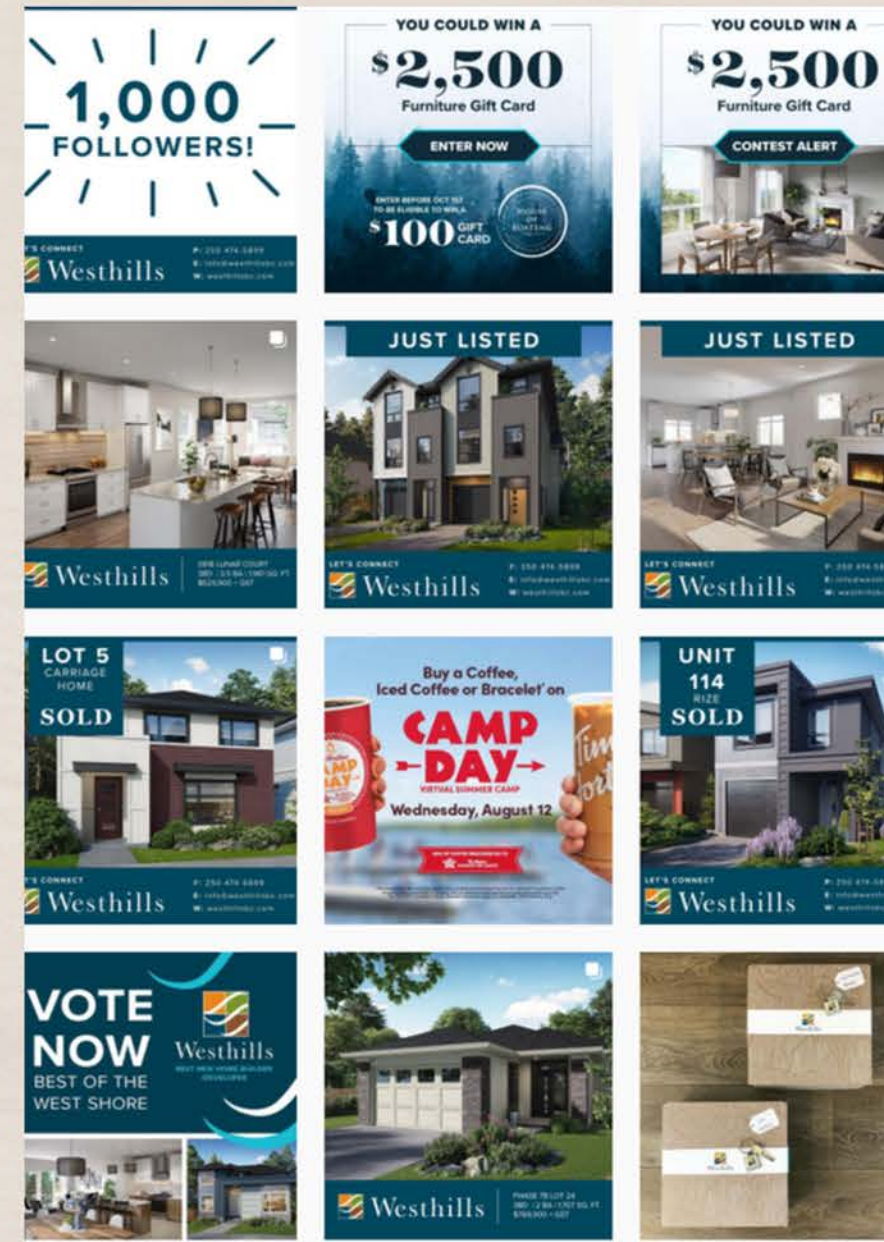
Minimum 6-Month Timeline

WHAT'S INCLUDED: SOCIAL MARKETING

ADD-ON CONTENT CREATION

- Content Creation Planning Meeting
- Up to 20 Hours Coordination Booking Filming Venues and Talent
- 2-Hour Filming Session
- Styling Moodboard and Content Plan
- Storyboard created
- Up to 30 Reels Edited and Delivered for use over the 3-months Ahead

DELIVERY:
Content Delivered within 4 Weeks of
Content Filming Session



AESTHETIC SOCIAL MEDIA FEEDS THAT
INFORM, DRIVE ENGAGEMENT,
CONVERT TO SALES, AND INSTILL
A SENSE OF COMMUNITY.

YOUR PATHWAY TO SUCCESS

Phase 1: **PLANNING**

DELIVERABLES

- Strategic Digital Marketing Plan complete with key timing, objectives, strategies, tactics, key messaging, workback schedule, and budget.
- Interviews conducted with internal stakeholders, new client and long-standing member
- All branding assets provided to Swank Team
- Schedule of booked events, including video and photography needs
- Writing content needs defined and all essential information provided

Phase 2: **DESIGN**

DELIVERABLES

- Branding Photoshoot Completed
- User Journey Map defined
- Branding Style Guide Optimized Application
- Branding and Visual Assets gathered and filing system created
- Brochure Theme Selected and Mock-Ups Created
- Written Content Refined and Ready for Insertion
- Email Campaign Creative Designed

Phase 3: **IMPLEMENT**

DELIVERABLES

- Deployment Plan and Launch Schedule Defined
- Brochure, Pitch-Deck and Folder Design Complete
- Digital Landscape Set Up and Integrations Complete

DEADLINE
30-DAY MINIMUM

Phase 4: **LAUNCH**

DELIVERABLES

- Printed Brochure and Folders Delivered
- Advertising Campaign Created, Quarterly Metrics and Objectives Set
- Landing Page, Social Media Posts, Program ready to go live
- Program Launch Announcement Creative ready to go live
- 10+ Hours Training for Staff delivered
- Training Documents and How-To Recordings Shared

Phase 5: **DEPLOYMENT**

DELIVERABLES

- Lead Generation System Active
- System Monitoring and Iteration
- Sales Team Actively Meeting and Booking with Clients

DEADLINE
90-DAY MINIMUM

Phase 6: **REPORTING**

DELIVERABLES

- Final Report Provided on new Marketing Creative and Program Launch
- Option to continue for monthly Fractional CMO Services

NEXT STEPS

Confirm Deliverables & Timeline

Collect list of Key Project Stakeholders and Contact Information.

Define best times to connect for weekly project updates.

Review and Sign Contract

Let's make it official. Review our proposal, select your package, and sign our agreement.

Once completed you'll receive a signed agreement returned back to you along with an invoice for you to provide your first payment.

SAMPLE PAYMENT SCHEDULE:

\$765 Strategy Session Booking Deposit
(Applied to Program Upon Purchase)

\$3,695 for Strategic Marketing Plan

\$2,765-\$5,765 Monthly for 20-40 Hours
Dedicated to your Business. Payments with
final payment due for receipt of final assets.

\$125/hourly rate

Pay Deposit and Book Kick-Off Call

After your deposit payment is received, we get straight to work. We'll be in touch to book your first 2-Hour Strategic Planning Session. At this next meeting, we'll work together in refining the vision and create a workback schedule, we'll also have your branding mood board and inspiration prepped for your review.

THE SWANK EFFECT

Inspired Idea Generation

**Implementable programs
designed for solopreneurs**

Local Experts at your Service

**Impressive results and
measurable success**

**Meaningful connections and
networking**

**Celebrations and a sense of
community**

**Insights and education from
industry professionals**

Thank you!



Let's Get Started

Book your complimentary
15-Minute Discovery call today!

+1 778 676-7354
hello@swankcreative.com
[@swankcreative](https://www.instagram.com/swankcreative)



Meet Our Preferred Partners

SPRING/SUMMER 2025



PREFERRED PARTNERS-COMMUNICATIONS



Owner Nikki Sequeira Communications **Nikki Sequeira**

I help companies uncover their brand stories, communicate their value, and connect with the people who need them.

It's not easy to find someone who really gets what you do. That doesn't mean you should settle for content that doesn't tell your unique story, connect with your audience or feel authentic to you.

Many of my clients come to me seeking support with their brand messaging, content strategy or web copy, and most end up working with me long-term. My goal is always to give you the tools you need to drive your business forward with whatever resources you have. It's an even bigger win when I get to be your marketing partner for the long haul.

NIKKI SEQUEIRA



PREFERRED PARTNERS-DIGITAL ADVERTISING



Owner Victoria Digital Marketing **Jessy Savage**

At Victoria Digital Marketing, we specialize in precision-targeted Pay-Per-Click (PPC) advertising that drives real results for businesses across Vancouver Island and beyond. Our expert team designs data-driven campaigns tailored to maximize your return on investment, ensuring your brand reaches the right audience at the right time. Whether you're looking to boost website traffic, increase leads, or grow sales, our customized approach helps you achieve your goals efficiently and effectively.

With a focus on Google Ads, social media advertising, and display networks, we craft high-performing campaigns backed by in-depth analytics and continuous optimization. We don't just set up ads—we actively monitor and refine them to ensure peak performance. Our transparent reporting keeps you informed every step of the way, so you always know where your marketing dollars are going.

As a trusted partner, we align with your business objectives to create strategic, scalable, and measurable ad solutions. Whether you're a local startup or an established brand, Victoria Digital Marketing is dedicated to helping you cut through the noise and capture the attention of your ideal customers. Let's build a campaign that delivers real impact—every click counts!



PREFERRED PARTNERS-BRAND PHOTOGRAPHY



Owner Good Juju Studios **Julia Loglisci**

Lifestyle portraits can be a great way to build your business online. From Instagram influencers to small business owners, lifestyle portraits are a fun way of expressing yourself for personal or business use.

Nestled in the heart of Downtown Victoria's Market Square, Good Juju Studios is a sought-after content creation destination. Housed in a beautifully restored 1879 heritage building, our space is filled with natural light and charm, making it an ideal backdrop for lifestyle shoots for clients and creatives.

A Vancouver Island-based portrait photographer, Julia has fallen in love with the art of storytelling. Owning and operating two small businesses, this powerhouse, female photographer is driven by passion.

"My goal is to find real emotion in every photograph. Telling a story is one thing, but truly connecting with your client and making them laugh, dance and be their authentic self, now that is something worth photographing." - Julia Loglisci



PREFERRED PARTNERS-NETWORKING EVENTS



Co-Founders Babes Build Community **Jess and Alana**

HEART-CENTERED BUSINESS GROWTH HAPPENS OUTSIDE THE OFFICE

Where every month brings you an exciting opportunity to break away from the office routine and immerse yourself in sheer joy! Set in the familiar embrace of our community space, these consistent monthly events offer a refreshing escape from the urban networking events and connects you to your audience and peers who like to do business the westcoast way.

**babes
build**
COMMUNITY



PREFERRED PARTNERS-DIGITAL ADVERTISING



CO-Founder SWITCH HOUSE **Robyn Kelly**

SUPER CHARGING YOUR BRAND'S AWARENESS, REACH & EFFICIENCY

Achieve Unparalleled Growth with Innovative Campaign Strategies, UGC and Paid Social Advertising.

We are a family-run agency that truly cares about your results. Our dedication to excellence is apparent in every aspect of our work. We pride ourselves on pushing boundaries, embracing innovation, and achieving outstanding results. By harnessing the power of a well-planned campaign strategy, user-generated content, and paid social strategies – we help brands survive and thrive in a competitive digital landscape.

**SWTCH
HOUSE**



PREFERRED PARTNERS-GRAPHIC DESIGN



PROFESSIONAL BRANDING AND WAYFINDING DESIGN FIRM BECOMING DESIGN

WHO ARE WE?

Our team is comprised of agile and intentional designers that are caring crafts people at heart. We care deeply about the work we produce and the people and brands we work with.

Brand Identity Design

The brand identities and systems we create are informed by strategy and experience. They become the foundation upon which we build your website, product packaging, spatial environments, print collateral, digital media, and anything else required to communicate your brand to the world.

Packaging Design

The face of your product requires a strategic & creative solution. We consider the complete product cycle from sourcing suppliers, unit costs, competitive & functional design systems, to planet friendly materials. We work with you from concept through to final production.

Editorial & Publishing Design

We weave compelling narratives through graphic design, words, illustration and photography to bring your editorial vision to light. Our roster of writers, editors, photographers & printers specialize in a range of industries, tailoring the entire editorial experience to your brand.

Environmental Design

Spacial environments are an extension of your brand. They are also an opportunity to enhance accessibility or to be artistic. From branded interiors, exteriors and vehicles, to accessible wayfinding signs, to architectural public works of art, our team loves bringing design solutions to environments.

becoming/

