



LANDMARK
SOLUTIONS
BEST CHOICE EQUIPMENT

METAL FABRICATION INDUSTRY MARKETING SERVICES



HERE TO HELP YOU MAKE YOUR MARK.

We know the metal fab industry because we live it, day in and day out.

We're combining our 100+ years of industry experience with proven modern processes to make meaningful brand storytelling more accessible to fabricators across the country.

Your success is our mission. Let us develop a customized marketing strategy to showcase your identity, expand your outreach, and earn more business.

CUSTOMIZED MARKETING PACKAGES:

- ✓ Logos, Brand Identity, & Guidelines
- ✓ Social Media Management
- ✓ Website Design / Redesign
- ✓ Digital Content Creation
- ✓ Web & Social Ad Campaigns
- ✓ Email and SMS Marketing
- ✓ Email Automation
- ✓ Print Design
- ✓ ... and More.



CONTACT US FOR A FREE CONSULTATION:

(714) 393-3783
info@landmarksolutionscorp.com

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ALL THINGS BRANDING

STRONG BRAND IDENTITY + CONSISTENT DESIGN = BRAND FAMILIARITY

LOGO DESIGN

Refresh the look of your business with a bold new logo. We'll discuss your goals and preferences prior to designing, and you'll walk away with ready-to-use logo files as well as documents containing your brand colors and font information. Includes two Revisions.

WEB ICON

We'll set you up with a ready-to-use web icon version of your logo. Web icons are displayed to the left of a site's URL in an internet browser.

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BRAND DESIGN ASSETS

Additional design elements (patterns, icons, photography, etc.) that complement your brand's logo and personality. These assets are intended to create consistency and brand recognition in your digital and print media.

PATTERNS

TEXTURES

ICONS

PHOTOGRAPHY

CUSTOM BRAND COLOR PALETTE

Achieve a cohesive, professional look with this curated collection of colors for use in your digital and print communications/design. These colors are meant to compliment your logo colors.

CUSTOM FONT PAIRINGS & TYPOGRAPHY

Refresh the look of your communications with header/sub/body font pairings and typography settings.



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ALL THINGS BRANDING

CONT'D



DESIGN STYLE GUIDE

The basics you need to get started with creating your own beautiful, brand-aligned designs for all your print and digital communications.

BRAND VOICING GUIDE

Grab your site visitors' attention with a sleek pop up banner on your website.

BASIC BRAND GUIDE

A tangible collection of guidelines to follow to ensure your outreach is consistently "you" across the visual, written, and verbal elements of your brand.

Includes Logo Files, Design Assets, Colors, Fonts & Typography, and Design Style Guide.

BRAND GUIDE PLUS

An expansion of Basic Brand Guide, above.

Includes Logo files, Design Assets, Custom Color Palette, Custom Font Pairings and Typography, Design Style Guide, and Brand Voicing Guide.

*Requires participation in Brand Personality Profile

BRAND PERSONALITY PROFILE

Collaborate 1:1 with our in-house brand consultant to take a deeper look into what makes you, you. This meeting helps us define your business' personality and make informed design decisions on how to best showcase that personality in your brand.

Results are used in the creation of your Brand Voicing Guide and Design Style Guide.

BRANDING PACKAGES

We've grouped popularly combined services to give you the most bang for your buck.

LOGO DESIGN | BRAND ASSETS | BRAND PERSONALITY PROFILE | BRAND GUIDELINES

THE BASICS

CONTACT FOR QUOTE

- ✓ Discovery call with our In-House Branding Consultant
- ✓ Logo Design with up to 2 Revisions (additional revisions billed separately)
- ✓ Brand Colors Document
- ✓ Brand Fonts Document
- ✓ Ready-to-Use Logo file package (.png and .jpg) in color and black and white.

BRANDING PACKAGES

Cont'd

CHOICE

**CONTACT FOR
QUOTE**

- ✓ Discovery call with our In-House Branding Consultant
- ✓ Logo Design with up to 2 revisions (additional revisions billed separately.)
- ✓ Custom Color Palette
- ✓ Custom Font Pairings and Typography
- ✓ Basic Brand Guide (PDF)
 - Logos
 - Design Assets
 - Color Palette
 - Fonts & Typography
 - Design Style Guide
- ✓ Ready-to-Use Logo file package (.png and .jpg) in color and black and white.
- ✓ Web Icon File

BRANDING PACKAGES

Cont'd

PREMIUM

**CONTACT FOR
QUOTE**

- ✓ Discovery call with our In-House Branding Consultant
- ✓ Brand Personality Profile Meeting (Zoom)
- ✓ Logo Design with up to 2 Revisions (additional revisions billed separately).
- ✓ Custom Color Palette
- ✓ Custom Font & Typography Pairings
- ✓ Two Design Assets
- ✓ Brand Guide+ (PDF & Spiral Bound Hard Copy)
 - Logos
 - Design Assets
 - Custom Color Palette
 - Custom Fonts Pairings & Typography
 - Design Style Guide
 - Brand Voicing Guide
- ✓ Logo file package (ready-to-use .png and .jpg files). Includes Color and B&W logos.
- ✓ Web Icon File
- ✓ Logo Design Files (.eps)

ALL THINGS SOCIAL MEDIA



THE MOST EFFECTIVE FORM OF MODERN MARKETING.

SOCIAL MEDIA MANAGEMENT

Let's work together to develop the ideal social media strategy for your business. We can create, integrate, optimize, and/or maintain social media accounts on any platform to keep you relevant and on the forefront of industry connectivity.

ACCOUNT CREATION

ACCOUNT CLEAN-UP

ACCOUNT MAINTENANCE

- Engagement with relevant industry posts for brand visibility
- Responding to comments and messages & filtering spam
- Sharing relevant industry content

BRANDED CONTENT CREATION (GRAPHIC DESIGN)

We will create stunning brand-aligned graphics for posting across all major social platforms. Pricing dependent on caption requirements and level of design. Please consult our team for more information!

PAID SOCIAL MEDIA ADS

Paid ads on social media are a great way to acutely target your desired audience and make connections where they matter most. We will steward your ad investment as our own. Ad design includes 2 revisions, posting, and reporting.

SOCIAL MEDIA PACKAGES

Here are some popular starter services, bundled to help you make your mark while saving money. For more robust social outreach, see our “Advertising Packages.”

CONTENT CREATION | POSTING | PAID ADS | ACCOUNT CREATION AND OPTIMIZATION | ENGAGEMENT

THE DEBUT

For businesses just getting started on social media

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QUOTE**



Initial Account Setup on chosen platform(s)



Introductory “About Us” Post Design formatted for all applicable platforms. Includes caption writing and contact button.

THE SOCIAL-LITE

Light bi-weekly content creation on major platforms.

**CONTACT FOR
QUOTE**



Two branded social media feed posts (non-video) per month formatted for all platforms.



Two branded stories per month across all platforms



20 Account Engagements (likes, comments, shares) on relevant content for brand visibility.

ALL THINGS WEB

DID YOU KNOW IT TAKES .05 SECONDS FOR CUSTOMERS TO MAKE A JUDGEMENT ABOUT YOUR BUSINESS BASED ON YOUR WEBSITE?

DIGITAL

SEARCH

WEB

DESIGN

WEBSITE DESIGN

Capitalize on the .05 it takes for customers to make a snap judgment about your company with beautiful user-friendly desktop and mobile responsive websites.

- BASIC DESIGN REFRESH (UPDATE THEME)
- WEBSITE OVERHAUL (UPDATE CONTENT, PHOTOS, THEME/COLORS)
- NEW WEB BUILD

SIGN UP FORMS

Build your subscriber list by incorporating a custom sign up sheet on your site. Whether users are visiting on desktop or mobile, pop-up forms have been shown to increase list growth rates by 50% on average.

LANDING PAGES

We'll create a visually appealing, brand aligned landing page for whatever you need.

WEB BANNERS

Grab your site visitors' attention with a sleek pop up banner on your website. Includes one revision (additional revisions to be billed at \$25).



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DIGITAL

SEARCH

WEB

ALL THINGS WEB^{CONT'D}

BLOG POSTS

Build brand awareness and consumer trust with regular, relevant blog posts. These make great content for sharing across platforms, and encourage connection with your brand.

MONTHLY POSTS

BI-WEEKLY POSTS

WEEKLY POSTS

SEARCH ENGINE MARKETING

Improve search result placement and drive more traffic to your website by placing search engine ads. On average, business make \$2 for every \$1 spent on AdWords.

REPUTATION CONTROL

Positive interactions with customers are key in maintaining your hard-earned reputation. Let us take the load off your plate. We will reply to reviews and handle fraudulent feedback on your business' social media and Google My Business page.

WEBSITE MAINTENANCE

We'll update plugins, renew hosting, field contact form submissions, and more.

WEB RETAINER

Need a quick update to a single page on your site? Got it. Need a contact form built? You bet. One-off bad review that needs addressing? We're on it.

You get the picture. This retainer provides the peace of mind that we're here for whatever, whenever.

WEBSITE PACKAGES

We've grouped popularly combined services to give you the most bang for your buck, but we're ready to build your custom package tailored to your needs.

WEB DESIGN & BUILD | SEO | SIGN UP FORMS | LANDING PAGES | REPUTATION CONTROL | SITE MAINTENANCE

GIMME THE WORKS

CONTACT FOR QUOTE

- ✓ Desktop Website [Re]Design & Build
 - Wix, WordPress, or SquareSpace
 - Includes 1 Revision per page. Additional revisions billed at \$50 per page. Hosting not included.
- ✓ Mobile Responsive Website Design
- ✓ Copy Writing
- ✓ In-Depth SEO Review
- ✓ Google Ad Words

MAINTAIN ME

CONTACT FOR QUOTE

- ✓ Update Plugins as Needed
- ✓ Fix Broken Links
- ✓ Field Contact Form Submissions
- ✓ Renew Hosting
- ✓ Monthly SEO Refresh

SPRUCE ME UP

CONTACT FOR QUOTE

- ✓ Site Theme Refresh (Wix, WordPress, or SquareSpace)
- ✓ Update Images if applicable
- ✓ Renew Hosting if applicable
- ✓ SEO Evaluation



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ALL THINGS EMAIL

MAKE THIS TRIED-AND-TRUE FORM OF MARKETING OUTREACH WORK FOR YOU

EMAIL MARKETING

Drive leads and sales by sharing valuable content that keeps subscribers connected, informed, and engaged with your brand.

- ONE CAMPAIGN PER MONTH
- TWO CAMPAIGNS PER MONTH
- WEEKLY CAMPAIGNS

EMAIL AUTOMATION

Facilitate a consistent brand experience for all users by automating email campaigns that make a big impact without the extra legwork. Send automatic welcome emails to new subscribers, reach people on birthdays and anniversaries, and recognize customer loyalty.

EMAIL CONTACT LIST MAINTENANCE

Let us take care of removing invalid emails from your address book (following an email campaign)

EMAIL SIGNATURES

We'll create attractive, brand-aligned email signature graphics to help your team members present consistently and cohesively to customers.

EMAIL MARKETING PACKAGES

We've grouped popularly combined services to give you the most bang for your buck. Need something else? We're happy to build a custom package tailored to your needs.

EMAIL MARKETING CAMPAIGN DESIGN | EMAIL AUTOMATION | CONTACT MAINTENANCE

STARTER

**CONTACT FOR
QUOTE**

- ✓ One Email Campaign Design per Quarter (includes 2 revisions per design. Additional revisions billed at \$75)
- ✓ Campaign Reporting

INBOX HERO

**CONTACT FOR
QUOTE**

- ✓ Monthly Email Campaign Designs (includes 2 revisions per design. Additional revisions billed at \$75.)
- ✓ Campaign Reporting
- ✓ Contact List Maintenance



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THE MARKETING EXTRAS THAT CAN TAKE YOU THE EXTRA MILE.

SMS MARKETING

Reach current and potential customers right on their mobile devices with branded text marketing. Great for running promotions and sharing company updates.

POSTCARD MAILERS

While often overlooked, mailers are still a great way to connect with potential customers and get leads. We can design single or double sided assets and even arrange mailing to your address database. Contact for a custom quote.

PRINT DESIGN

Flyers, Brochures, Magazine Ads, Business Cards, Wall Graphics, Banners, Shop Signage, and More. Contact us to discuss your project.

JINGLES

Yep, we're serious. Looking for a catchy tune to keep your business stuck in people's heads? Great for radio and TV commercials, or just boosting morale in the break room.

PROOFREADING

Put your best foot forward by publishing polished, professional communications. We'll fix any typos, grammar issues, formatting issues, or run-on sentences so that you can be confident in your final product.



ADVERTISING PACKAGES

A blend of services meant to expand your outreach, connection, and brand visibility across digital and print platforms.

FOUNDATIONS

Great for shops looking to dabble in digital marketing basics.

**CONTACT FOR
QUOTE**

- ✓ Email Marketing Campaigns (1 per quarter)
- ✓ Social Media Posts (2 per month)
- ✓ Website Sign Up Form
- ✓ Search Engine Marketing
- ✓ Blog Posts (1 per quarter)

Need to add something to this package? Let us know.

ADVERTISING PACKAGES

A blend of services meant to expand your outreach, connection, and brand visibility across digital and print platforms.

GROWTH

Perfect for businesses looking for mid-level outreach.

CONTACT FOR QUOTE

- ✓ Email Marketing Campaigns (1 per month)
- ✓ Email Automation
- ✓ Social Media Posts (2 per month)
- ✓ Social Media Ads
- ✓ Website Sign Up Form
- ✓ Postcards (2 per year)
- ✓ Search Engine Marketing
- ✓ Blog Posts (6 per year)

Need to add something to this package? Let us know.

ADVERTISING PACKAGES

A blend of services meant to expand your outreach, connection, and brand visibility across digital and print platforms.

PERFORMANCE

The all-inclusive package for maximum brand recognition, industry connection, and lead generation.

CONTACT FOR QUOTE

- ✓ Email Marketing Campaigns (1 per month)
- ✓ Email Automation
- ✓ Social Media Posts (4 per month)
- ✓ Social Media Ads
- ✓ Social Media Engagement (20 per month)
- ✓ Google Remarketing Ads
- ✓ Website Sign Up Form
- ✓ Postcards (1 per quarter)
- ✓ Search Engine Marketing
- ✓ Blog Posts (1 per month)
- ✓ Reputation Control

Need to add something to this package? Let us know.