

bonsai digital
COLLECTIVE

Service Guide

Introduction

The Bonsai Digital Collective is a dynamic group of experienced freelance creatives specialising in delivering exceptional website and marketing projects.

The team is composed of talented professionals who have honed their skills through years of industry experience.

With an impressive track record of successful projects, we have a diverse range of skills and expertise for many types of projects including:

- web design
- web development
- brand creation
- HTML email marketing
- Microsoft template production
- graphic design (flyers, posters, banners etc)
- digital marketing
- copywriting
- data analytics
- website hosting

Collaboration lies at the heart of our work philosophy. Our team has worked alongside each other for 10+ years and thrive on collaboration, sharing ideas, and working in synergy to deliver outstanding results.

By combining our individual talents, we create solutions that help drive business growth.

Web Design & Build

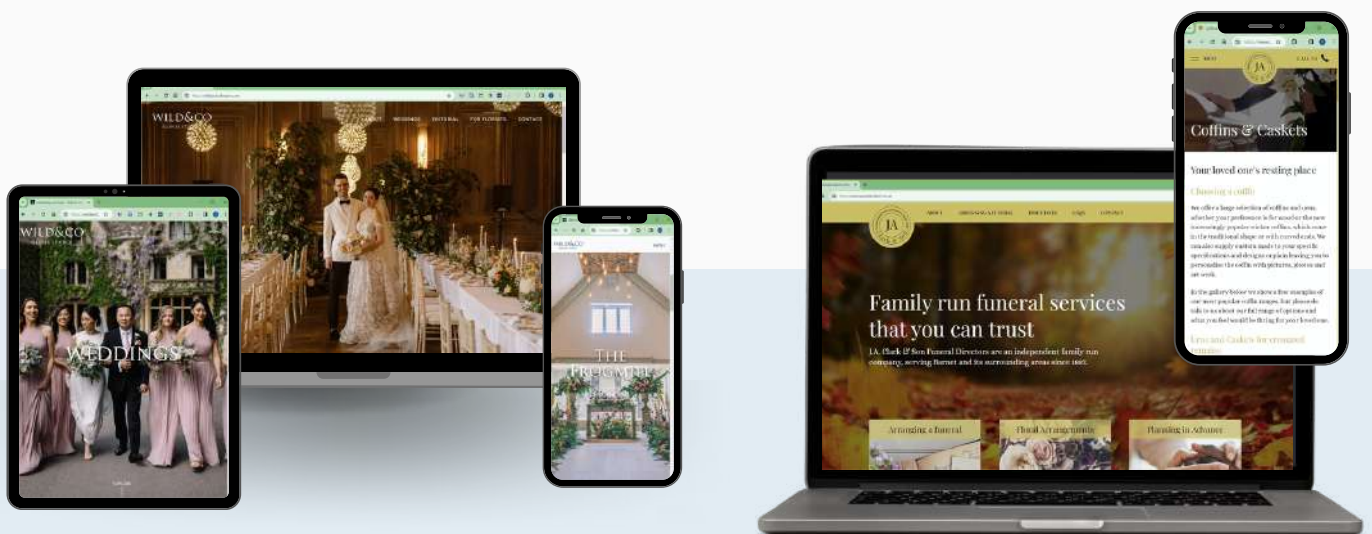
Your website should leave a lasting impression. We offer comprehensive web design and development services that blend creativity, functionality and user experience seamlessly.

Our team of skilled designers and developers are committed to turning your vision into reality. Whether you're a startup looking to establish your online presence or an established business seeking to enhance your digital footprint, we're here to help you achieve your goals.

Our team combine creativity with strategic thinking to craft visually captivating designs that reflect your brand identity and drive meaningful engagement from the moment your visitors land on your site.

Using the WordPress platform, we build websites that are not only visually engaging but also highly functional and easy to manage. With WordPress as our foundation, we ensure that your website is equipped with a user-friendly content management system (CMS) that allows you to update and maintain your content effortlessly. What's more, our expertise extends beyond simple websites – should your business require e-commerce capabilities, we can integrate e-commerce solutions into your WordPress site.

With a focus on clean code, intuitive navigation, and a positive user experience, we create digital experiences that leave a lasting impression.



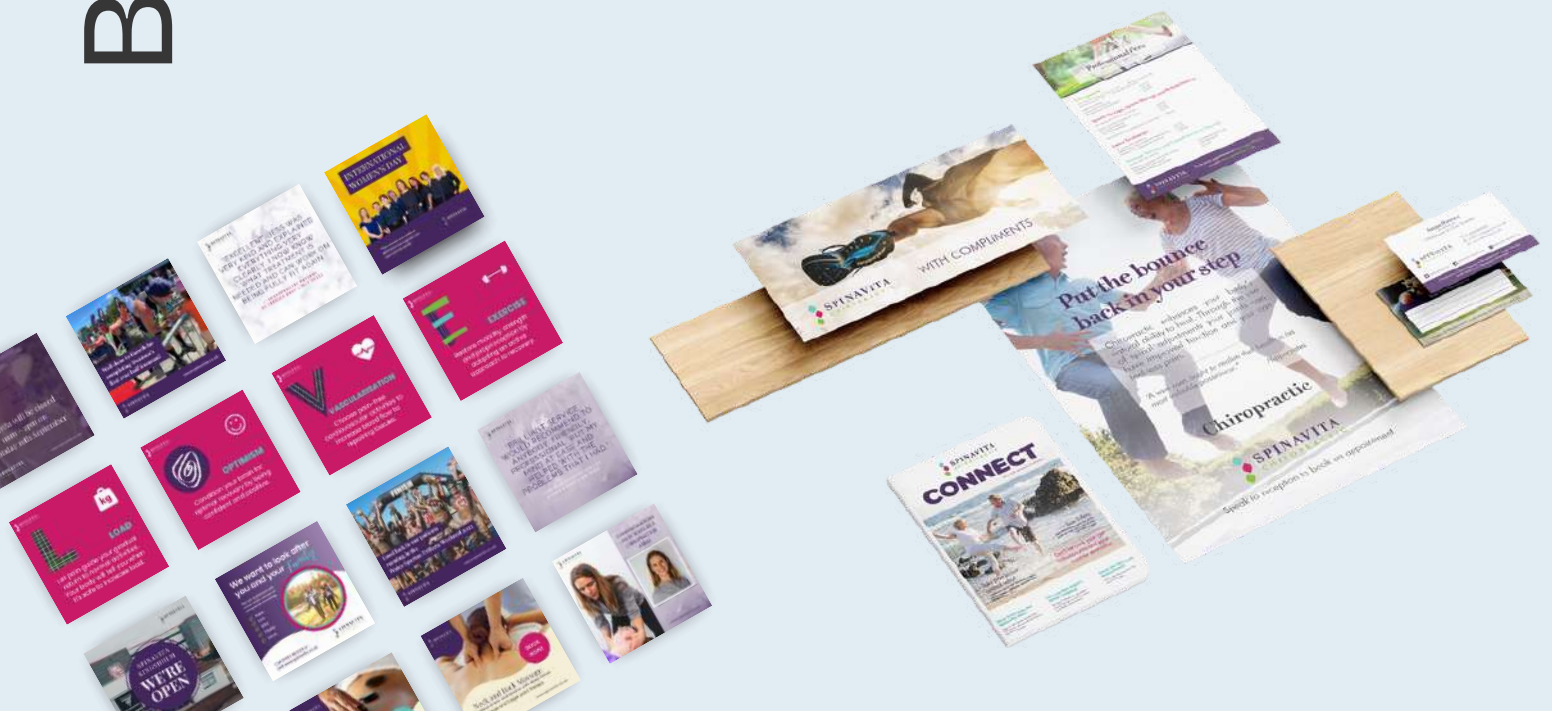
Brand & Graphic Design

A strong brand identity is the cornerstone of any successful business. Our team includes talented graphic designers who can create memorable visuals, logos, and branding materials to enhance your brand identity.

Whether you're looking to produce marketing materials based on your current brand, refresh your existing brand or create a brand from scratch, our team of experts is here to help.

If you're not seeking a full rebrand but would like to breathe new life into your brand, we have successfully helped businesses revitalise their image. From updating your logo and visual identity to refining your messaging, we can work with you to ensure that every aspect of your brand reflects your values. Or perhaps you are satisfied with your current brand but need assistance with marketing collateral - we are happy to offer our expertise.

For those starting from square one, we can help bring your vision to life. By gaining an understanding of your business, audience, and objectives, we can then craft a brand identity that captures the essence of your business and sets you apart from the competition. Whether you're a startup looking to make a bold statement or an established business seeking a fresh start, we're committed to delivering branding solutions that elevate your brand.



Email Marketing

Email remains one of the most effective channels for engaging with your audience, driving conversions, and nurturing long-term customer loyalty. We understand the significance of email marketing and have experts on hand to help you harness its full potential.

We can assist you in creating impactful HTML email marketing campaigns, from designing visually appealing templates to managing subscriber lists and analysing campaign performance. In addition, our team can design and implement sophisticated automated email workflows that can benefit your business.

We have extensive experience with various email marketing software. From industry giants like Mailchimp and Campaign Monitor to sophisticated platforms such as ActiveCampaign and HubSpot, we've worked with a wide array of tools to deliver successful email marketing campaigns for our clients. Due to our extensive experience, we are adept at working with any software, ensuring seamless integration and optimal performance for your email marketing campaigns.

Whether you're looking to promote new products, announce special offers, or nurture leads through automated workflows, we have the expertise to help you achieve your goals.



Copywriting

Words have the power to shape perceptions, inspire action, and drive meaningful connections. We have expert writers ready to assist with all your content creation needs.

Whether you need engaging website copy, informative blog posts, attention-grabbing social media content, or polished marketing materials, our team has the expertise to deliver. We take the time to understand your brand, audience, and objectives, ensuring that every word we write resonates with your target market and reinforces your brand message. With our meticulous attention to detail and unwavering commitment to quality, you can trust us to bring your ideas to life and help you achieve your business goals through the power of effective storytelling.

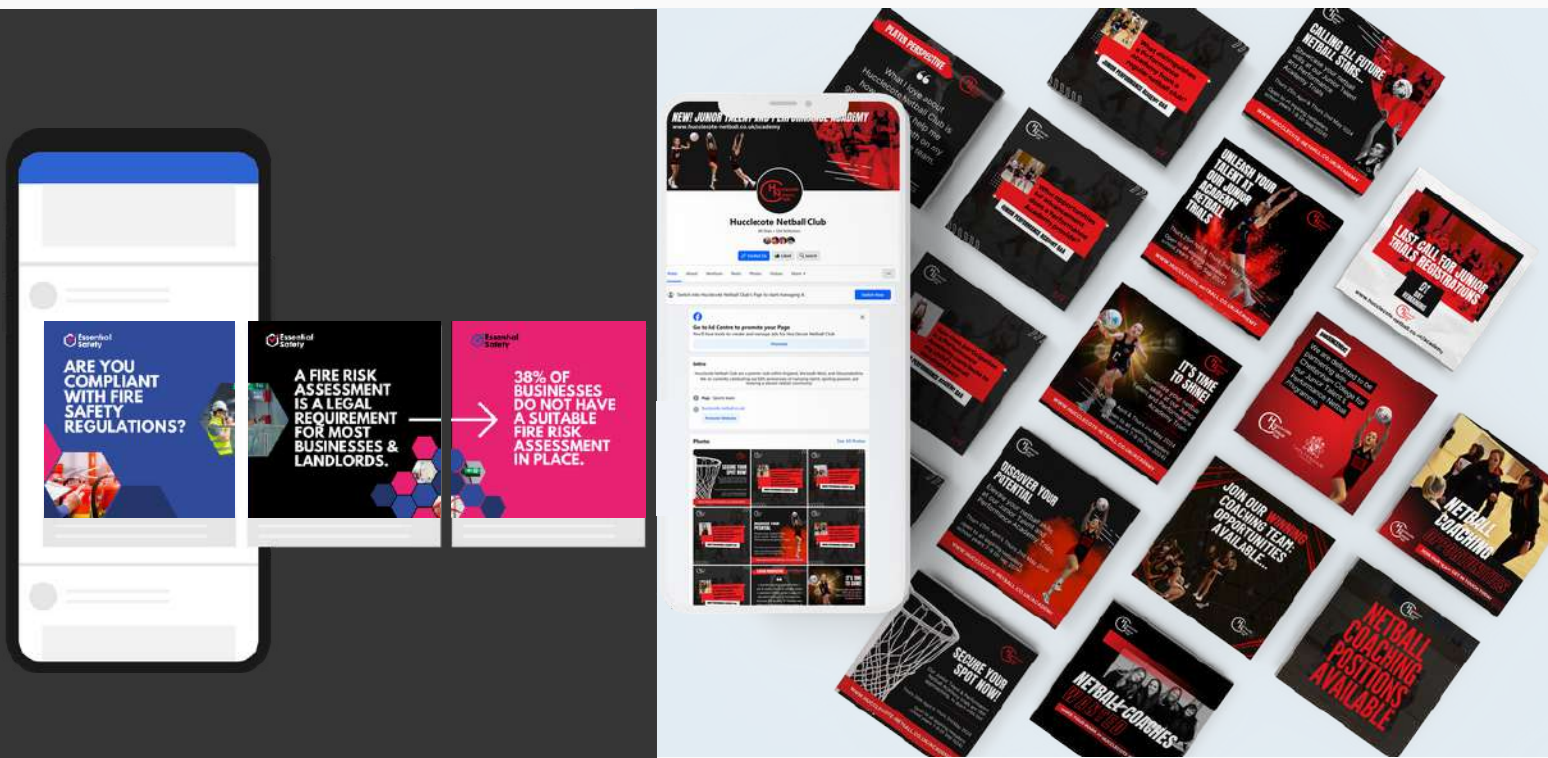


Digital Marketing

Establishing a strong online presence is crucial for businesses aiming to stand out and succeed. We offer a range of digital marketing services designed to elevate your online presence and drive results.

Our team can support your digital marketing efforts including the management of Google My Business profiles, managing social media business pages and creating social media cards to effectively convey your brand message, attract attention and drive engagement to your chosen social media platforms.

Whether you're aiming to increase brand awareness, drive website traffic, or boost conversions, we can partner with you to help you achieve your business goals efficiently and effectively.



Microsoft Documents

We offer comprehensive document design services tailored to elevate your brand's professional image and streamline your workflow. We can transform your business documents into powerful tools for communication and success.

Our team has the expertise to craft visually engaging and well structured PowerPoint slide decks ensuring your presentations captivate audiences and convey your message with clarity and impact.

Additionally, we specialise in designing Word templates that align seamlessly with your brand identity, maintaining consistency across all your business documents, be it reports, tenders, or flyers. We use advanced features such as Quick Parts in Word, enabling the creation of modular content blocks that streamline the process of building custom documents. This approach empowers you to efficiently assemble materials while ensuring brand consistency and saving valuable time.

Data Analytics

We recognise the importance of data-driven decision-making, which is why we offer custom analytics dashboard solutions tailored to your unique business needs.

Google Analytics, while powerful, may not always be the easiest to interpret or find the specific data you need. Our custom Looker Studio dashboards act as a solution to this challenge. These dashboards provide a visually appealing and interactive way to monitor and analyse key metrics and data relevant to your business. With our expertise in data visualisation and analysis, we can create tailored dashboards that consolidate data from various sources, such as Google Analytics and Search Console. This allows you to gain comprehensive insights into your website's performance, audience engagement, SEO and more.

Hosting

Secure your website's performance and reliability with our tailored hosting solutions.

We are pleased to offer hosting services tailored to your needs. Our hosting solutions are designed to provide reliable and sustainable server options for your website. With our commitment to environmental responsibility, we ensure that your online presence leaves a minimal carbon footprint. Your website will undergo thorough review and testing before going live, ensuring a seamless transition to our servers.

Maintenance

Ensure the smooth and uninterrupted operation of your website. You can rest easy knowing that your website will receive regular updates, security scans, and necessary maintenance to keep it running optimally.

We will handle all the technical aspects, including software updates, plugin installations, and server maintenance. Additionally, our maintenance package includes regular backups of your website's data, providing an extra layer of protection against potential data loss. With our proactive approach, we actively monitor your website's performance and security, promptly addressing any issues that may arise.

By signing up for one of our maintenance packages, you can focus on your core business while we take care of your website's ongoing maintenance needs, ensuring its reliability, security, and optimal performance.

Brand refresh with new website and marketing material

JA Clark & Son

A brand identity refresh for a funeral director, infusing it with a modern aesthetic while maintaining the solemnity and respect inherent to their profession. We created a new logo and colour palette that exuded professionalism and conveyed a sense of compassion and trust. This refreshed brand identity was seamlessly integrated into a new website, stationery, and marketing collateral, ensuring a cohesive and impactful brand presence across all touchpoints.

Original website



New website



New brand and website

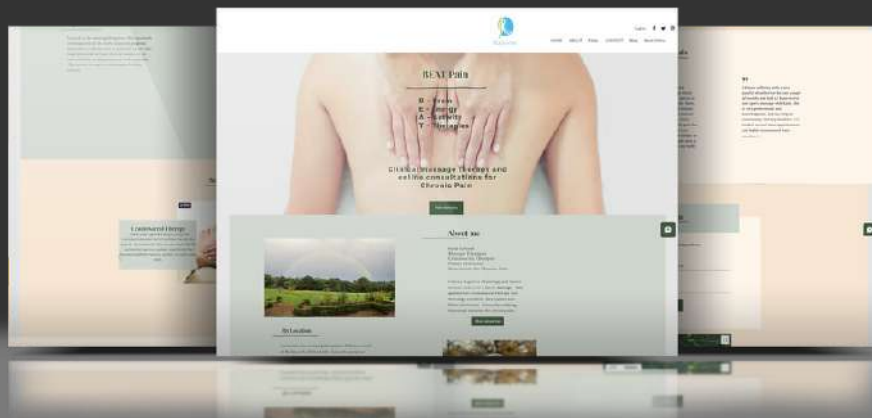
Katie Rothwell

We rebranded Katie, a therapist, to better align her identity with her warm and empathetic approach. By integrating rich blue and green as core colors, we struck a balance between traditional healthcare colours and innovation. This combination ensures that Katie's brand remains rooted in trust and credibility, while also embracing the bold and dynamic spirit of empowerment and strength she embodies.

Having a range of colour combinations for the lettermark allows Katie's logo to adapt to diverse environments and design requirements, ensuring consistent representation across all channels.



Original website



New website

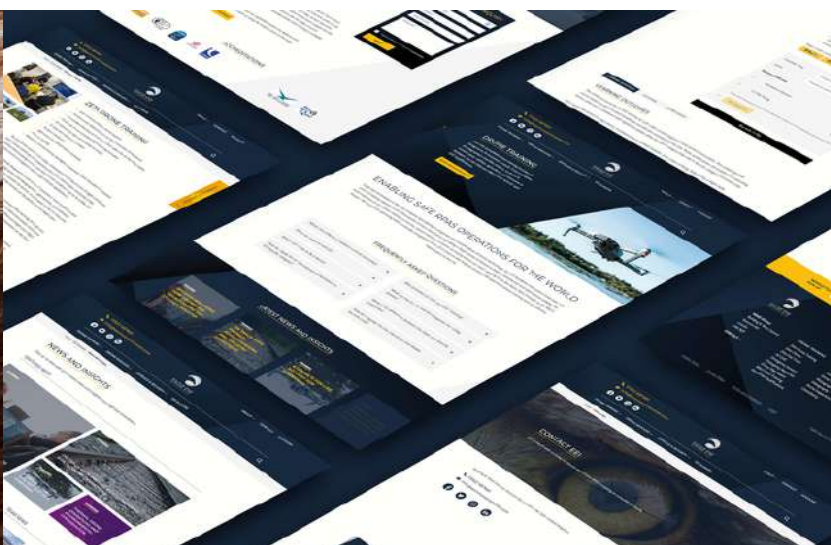


Case Study

Brand refresh with new website and marketing material

Eagle Eye Innovations

We refreshed the brand identity of a drone company by updating their logo; breathing new life into their brand, aligning it with their forward-thinking approach. We also developed core images that captured the essence of the brand's cutting-edge technology and industry leadership. We created a new website that showcased the company's capabilities in a compelling and user-friendly manner. To complement the online presence, we designed marketing collateral such as brochures, badges, and exhibition materials, ensuring a cohesive brand experience across all points of contact.



Original Logo



New Logo



Your Contact

The Bonsai Digital Collective operate as a group of freelancers, each running our own independent businesses. However, we've come together as the Bonsai Digital Collective to offer our clients the benefits of collaborative freelancers, providing seamless access to a diverse range of skills and expertise to carry out a comprehensive range of services.

While you may interact with multiple freelancers of the Bonsai Digital Collective throughout the project (depending on what services we carry out for you), your primary point of contact will be:

Ben Ervine

07980 843120

hello@gakdesign.co.uk

gakdesign.co.uk

It's important to note that communications and invoicing will be handled through our individual businesses. This setup ensures transparency and accountability, allowing us to deliver high-quality work while maintaining the flexibility and agility of independent freelancers.

Get in touch if you have any questions or are ready to move forwards with our services.