

THE KARMA CREATIVE

Our Services



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Introduction

We work with entrepreneurs, small businesses and charities to create generous ideas across branding, print, web and social design that transform brands to their full potential. We pride ourselves in offering a full and varied range of impactful creative services at affordable prices.



Branding

Many businesses that come to us are new start-ups with a great idea and a business name but nothing more. They require effective thinking and creativity to communicate their vision to their potential clients, this gives us the opportunity to work with them to create a strong brand with logos, graphic language and supporting branding guidelines to enable the business to stand out and communicate consistently across all media. Our Branding services help new businesses build their brand or existing businesses optimise their brand for greater success.

One Day Brand Accelerator £2000

In just one day we are going to work together, 1-2-1, to co-create your brand.

We'll do all of the thinking, strategy and positioning work that will help define what your business does, what it stands for, what makes it unique and ultimately what's going to help you stand out against your competitors.

In addition to the deep thinking work covered in the morning, the afternoon will be spent putting what we have learnt and defined into a clear visual language. In other words, the afternoon is when we'll design, again together, creating your logo and other elements that make up your brand including colour, typeface and photographic direction. By the end of a packed day we'll have built your brand, be really clear on what makes you stand out and how best to communicate that.

As well as your full brand day you will also receive;

- Business Logo, in various formats for use across platforms.
- Social media icon design.
- Brand guidelines.
- Double sided business card.
- Brand assets, e.g patterns, icons or illustrations (where relevant).
- And lots of extra tips, inspiration, motivation and expert help from lead designer Sara, who has over 15 years experience building successful brands, graphics and websites.

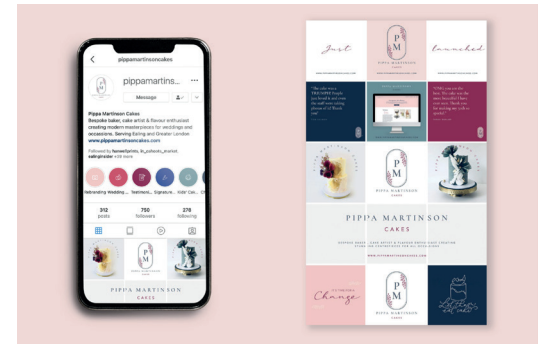


Print & Digital Graphic Design

Creating the right first impression is so important in business, not to mention essential online, where more and more people are using social media and Google to decide where to go, what to buy and who to do business with.

Our graphic design services are for established businesses that already have a brand and supporting assets. We will help you carry your existing brand across a wide range of media; whether it be with business stationery, via social media, through Google search, print or digital marketing. Prices start from £150, get in touch to discuss a specific project and we'll create the best value solution for your requirements.

HEX #2E3192	HEX #4DB6AC	HEX #E57373	HEX #F06292	HEX #FFCC80
CMYK 7 58 99 1	CMYK 4 26 27 0	CMYK 5 18 17 0	CMYK 37 24 54 2	CMYK 0 10 0 100
RGB 27 51 150	RGB 79 187 179	RGB 242 115 112	RGB 244 102 145	RGB 255 204 64



NEED A WEBSITE FAST? INTRODUCING...

The One Day Wix Website Accelerator

We'll build you a branded custom website (no templates) and get you online tomorrow

As of 2021, **71% of small businesses have websites** and **81% of customers research things online before they buy them**. In other words, if your competitors are online and you're not, you may be missing out on new business. Creating a website gives you a space to share what your business is about, establish your role in the industry, sell your services or products and connect with the customers who need you.

As an official Wix Partner, we specialise in building custom Wix websites that not only look beautiful but more importantly perform well for our clients. From gym and yoga booking websites to restaurants, shops and professional service providers, we've been building successful Wix websites for over four years.

One Day Wix Website Accelerator £2500

The one day Wix website accelerator service will get your business online, indexed through Google search and showcasing your services or products worldwide in just one day.

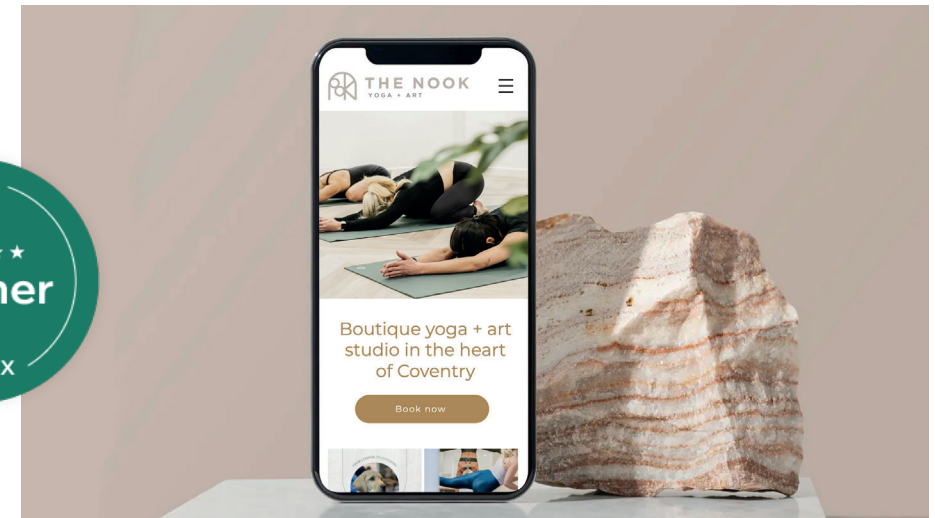
We'll work together, 1-2-1, to co-create your custom four page website, we'll start the day off covering the basics such as domain acquisition and business email setup. We'll then move onto the thinking and planning work, defining the goals of your website and what will attract your customers. We'll define the website structure to create a user flow map, agree on functionality and customer journeys and then sketch page wireframes. The final part of the morning will be dedicated to creating your website user interface design which will be based on your pre-existing brand guidelines.

The afternoon will be spent putting what we have prepared in the morning onto the web and into a fully functioning website. In other words, the afternoon is when we'll design and build, again together, creating your four website custom pages and completing your full website setup including mobile optimisation, SEO and Google indexing. Finally we will set you up as a website contributor and provide expert Wix training so that you can get familiar with your website content management system and understand how to make basic edits to your site in the future should you wish to.

By the end of a packed day we'll have built your website, published it so that you are live on the world wide web and on-boarded you so that you have full autonomy of your new site.

As well as your full website day you will also receive;

- A Domain name*
- A Business email address**
- A four page custom Wix website (no templates), pages normally include a homepage, about page, contact page and services page.
- Mobile website setup.
- Wix SEO setup and Google Indexing.
- Wix Unlimited Hosting Plan, worth £134 and full setup***.
- A supporting training guide to help you get familiar with your new site.
- Additionally, one round of free text edits are included in the first week after launch (additional edits are charged at £75/hour).
- And, lots of extra tips, inspiration, motivation and expert help from lead designer Sara, who has over 15 years experience building successful brands, graphics and websites.



* .COM or .CO.UK Domain name included valid for one year after which it is the clients responsibility to maintain the payment of the domain. Please note, domains are subject to availability.

** One business .COM or .CO.UK email address is valid for one year after which it is the clients responsibility to maintain the payment of the business email address.

*** The price of Wix Hosting Plan is subject to the functionality requirements of the website. Included in the price is one years Wix Unlimited hosting after which it is the clients responsibility to maintain the payment of the hosting plan. If an upgraded hosting plan is required due to the functionality of the website then it is the clients responsibility to pay the additional increase in fee of the first year's hosting.



Wix Web Services

As an official Wix Partner, we offer Wix website design, redesign, editing and site management services. Do you want an aesthetically beautiful, highly functional, user friendly website that can be built with a realistic budget and is easy for you to self-manage post launch?

Maybe you have a Wix website already, but parts aren't working, it needs new functionality or is in need of a little (or a lot) of TLC. Maybe you dream of a complete redesign or have spotted another site that's caught your eye? Or perhaps you've already heard about how great Wix is and you're thinking about moving your old website onto the platform? We can help, we have something for each business and budget, there's no job too big or small so let's get started today!

Wix Website Planning, Design & Build

Included in all packages is a comprehensive planning, user experience and user interface design service that provides you with a detailed proposal including site map, functionality breakdown and design look & feel. Additionally, one round of free edits are included (additional edits are charged at £75/hour) together with Wix SEO setup and Google indexing, Mobile site setup, help with your website launch including Domain acquisition* (if required) and Wix Plan setup* and a supporting training guide to help you get familiar with your new site and learn how to make basic edits to it.

Standard Bronze Website: £650

- One-page custom design web page (no templates).

Perfect for businesses that require a landing page designed with a single goal in mind, perhaps that's lead generation, list building or sales - tell us and we'll help you get the results you need.

Standard Silver Website: £1240

- Four page custom design website (no templates), pages typically include a homepage, contact page, about page and services page.

Great for businesses that require a branded, user-friendly website that showcases their products and services and gives them the professional edge to stand out to their potential customers and win new business..



Standard Gold Website: £2300

- Up to six page custom design website (no templates).
- Integration of one non-commerce Wix Application.

Great for businesses needing to incorporate extra functionality into their website such as adding an existing Etsy or Amazon shop, streaming a podcast series or on-demand video classes, exhibiting a gallery or creating a blog. Choose from 100's of options that help you showcase your business and services to their fullest potential.

E-Commerce Platinum Website: £2900

- Up to six page custom design website (no templates).
- Wix Shop E-Commerce app functionality with checkout feature.
- Integration of one additional Wix Application (e.g blog).
- Choose from; EITHER loading of up to 10 physical or digital products with images and product description into your online shop, OR loading of up to 5 bookable services into your online booking app, OR loading of up to 5 ticketed events into your online event app.
- Wix Payouts setup.

Essential for selling your business services, physical or digital products online with integration of a fully functioning e-commerce shop. Your website will advertise your products or services and convert your website visitors into paying customers.

E-Commerce Diamond Website: £3550

- Up to six page custom design website (no templates).
- Wix Shop E-Commerce app functionality with checkout feature.
- Integration of two additional Wix Applications (e.g blog).
- Choose from; EITHER loading of up to 20 physical or digital products with images and product description into your online shop, OR loading of up to 10 bookable services into your online booking app, OR loading of up to 10 ticketed events into your online event app.
- Wix Payouts setup.

Perfect for established businesses who need a comprehensive e-commerce shop and website that wows their customers, converts easily and drives growth through new revenue and marketing opportunities. We'll help you succeed with tailored recommendations and strategies to improve with intelligent tools that help you convert clients in your sleep!

* Please note the following are not included in these packages: Domain name or email mailbox, Wix hosting, and/or ongoing maintenance of site, although we do have maintenance packages available from £150/month. 75% deposits are required to book these services and these deposits are non-refundable. Full payment terms are available.

Wix Website Redesign, Fixes or Editing

We provide a heuristic evaluation and review to give you tips and suggestions on how to improve your existing Wix website.

Our Wix-pert help service will help you fix any problems you may be having with your site or our editing service covers one-off small or large edits including complete redesigns. Prices start from £75, call us to get started.

Regular Wix Website Maintenance

Need help maintaining your Wix site? We have three maintenance plans priced at a monthly rate starting from £150.

Maintenance plans can be used for everything from blog updates, content and image updates, technical troubleshooting to SEO and UX optimisation. For plan details and booking please get in touch.

Wix Expert Training & Consultancy

Our Wix-pert designer Sara can help answer any technical questions or problems you have with your Wix site and account.

Get to grips with editing your own Wix site, build confidence or become an expert yourself. Book a Wix training or consultancy session with Sara today.

