



#3
FILTER & MATCHING
↓
CLIENT DESIGNER

- services
- skill matrix

BRANDING (C/D/P/D)
How would it make my life easier?
Influence or outsource

CROSS INDUSTRY SKILL

IN FIRSTLY
WEB A GOOD
PRACTICE

SELECTION BASED
ON PORTFOLIO
& CHEMISTRY
(IS NOT
SUFFICIENT)

CAD-CALL
EFFECTIVENESS
(LOW)

- discerning need
opportunities
to pursue
- deciding to
pitch or not

BAD CLIENT
- LIST OF RED FLAGS
- LACK OF
INTEREST IN
REQUIREMENTS

#4
SHORTLIST

REFERENCES
TIPS → YOUR
HIGHER CHANCE
OF SHORTLIST

VALIDATION

→
- site
- understand your
- client - team/
- personality
- credible peer
reference

LEGAL

2-PART
CONTRACT
(Some countries
mandatory)
(if applicable)

#6

#1
BRAND CHANNEL

#1
BRAND

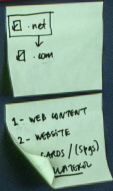
BRAND RECOGNITION
GET YOUR
NAME OUT
THERE.

Brand marketing
- unique
- creates fun
- social media

HIRING LEADS

- living locally
- ability
- the right
- habits

Definition of
"digital"
platform
→ it is right
definition/
description 2



1- WEB CONTENT
2- WEBSITE
WORDS / (SP)S
MARKETING

INTERMEDIATE
BRAND
RECOGNIZE

Popospace is
the
"People"
Not the digital
platforms

MANAGEMENT
- PERSONA
- PERSONA
- PERSONA

SOCIAL
MEDIA
→ FEATURES
IN THE
RIGHT
CHANNELS

- Control
over marketing
material
- Control
over marketing
strategy

- marketing
challenges
to know
what value
to get clients
to ask to you

WINNING
(SECRET
SAUCE)

BRAND
CHANNEL
#1 #3 #2

BRAND CHANNEL
#1 #3 #2

