# Sparkle Vision

*Building a brighter future through vision*

## Project 3 Appendix

# About SparkleVision

SparkleVision specializes on providing its clients with strategic business consulting, Internet marketing strategies, and website design and development. The primary clients this company are business professionals who run small to medium-sized businesses, government entities such as municipalities and police stations, and non-profit organizations.

Some of the services that the company provides include, but are not limited to:
- Strategic business consulting
- Leadership development, coaching, and mentoring
- Training and development: soft skills and technical skills
- Website design and development
- Brand management
- Search engine optimization (SEO) & search engine marketing (SEM)
- Social media management

# About the Brand & Logo

The SparkleVision brand and logo was built and designed with our customers (and potential customers) in mind. The majority of our customers are small businesses owners and municipality employees so they are very busy, business-oriented, and have often commented that they prefer clean, simple, and easy-to-navigate websites and designs.

With this in mind, the logo that was designed to be clean and simple. The gold star to the left of the company name was designed to depict movement. Using the tones of gold was purposeful and meant to evoke emotions of wisdom, prosperity, and happiness. This logo will be ideal to use when we add a design credit at the bottom of each site we create (i.e. "Website designed by Sparkle Vision". Since it is simple, it will not interfer with most site designs.

The font selection was difficult and I used a sans-serif font (Adobe ATC Maple) for the headers and a handwritten decorative font for the tag line. The tagline and company name comes from the philosophy that we can prepare for the future when vision is combined with outstanding performance. This idea is conveyed on the homepage's feature image. The tagline also helps reinforce the company name: "Building a brighter future through vision". We are still working on honing our design and tagline but as of today, it makes the most sense to me as well as members within my small company.

# Website & Social Media Efforts

SparkleVision's used the WordPress platform to create the web presence. The theme that was used is called Shell Lite by ThemeID. In order to customize and tweak the theme, a Child theme was created. In addition several plug-ins were used to enable the site to use contact forms ( a way to interact with our users), a SEO plug-in to help with our ranking on search engines, Google Analytics to track our visitors, and Poll Daddy - another way to interact with our current and prospective clients. I also signed up for Google Voice allowing us to receive calls at any time providing a convenience for our customers.

A Twitter account was established and will start to be used. Since Twitter allows designers to customize the interface, the Sparkle Vision brand was used as much as possible. In order to benefit from this social media tool we will begin to follow clients as a way to understand their business and needs better as well as experts in the design area which will showcase that we are keeping up with current trends and shifts in technology. A Facebook page was also created for SparkleVision. I do not plan on using this as quickly as I am with Twitter simply because I do not have the experience or in-depth knowledge of Facebook. I plan on using Lynda.com to explore the business benefits that Facebook can provide and once I feel comfortable with this platform and feel that it could benefit my company, I will start to employ its use within my marketing strategy.

I also contemplated the use of short YouTube videos as a marketing tool. Perhaps a short three to five minute video explaining our services, another with actual client testimonials, and others with short tutorials that can help our client base.