

# Sydney Snipes Co. | Website Edits

## The Business Bar

Sarra Herring | Macey Charboneau

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### Overall:

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  - FB ▶

### Homepage: (/)

- **Sydney:** In the xyz spot “Sydney&Co. Is an all-inclusive marketing agency with services ranging from content creation to paid advertising handling all of your creative needs.”
- Can the “work with us” be a little bigger on the button banners?
- Make the picture go a tad higher so you can see the laptop more in the header
- **Sarra:** upload photos
- **Sarra:** Where can I find testimonials?? Below! -syd
  - “We trust her to run freely with our socials, which is the most forward-facing public part of our business. She is phenomenal at what she does, a great team player and a valued contributor to our organization.” — **Brent Weidemann, CEO of Bible Belles**

- I knew we needed to level up our socials, but I needed to figure out how. Sydnie came confidently with great ideas, plans, and marketing strategies to do just that! — **Joanna Saleeby, Owner & Operator of Monkee's of Raleigh**
- We have tried to have employees handle socials in the past, and the difference is beyond marginal. Sydnie&Co. is hands down one of the best business decisions you could make for the quality of life, business, and your marketing experience. — **Stacie Patrone, Hairstylist & Owner of The Parlor**
- **Sydnie:** can you update the order of services on homepage too please.
- And in the polaroid text boxes, have the client name in the serif and solution in sans serif underneath.
- Make the big "sydnie&Co. Logo closer to sentence under it

#### About: (/about)

- **Sydnie:** in "the team" section, the pictures are really big. Do you think we should do one row across? Also literally all of these people will be changing in the next month:/
  - So fine, photos and names are easy to change :) - **sarra**
- Do you think I should add more about just me or keep it how it is?
  - I think you should add more about you! - **sarra**
  - Ok you create how you think that would look best and I'll be thinking of text to fill in! Just a bio on me for right now, not the other girls -**Syd**
    - I love the idea of you doing a section, but it seems you have this on the Social Solution page yeah? What if you did another section just above or below the "Team" section that look similar to what you have on the social solution page and removed it from the social solution page? - **sarra**
    - It may be easier to hop on phone about this one? -**Syd**
- In the part where I am taking a picture, can we decrease the height a little
- Shirey's name is spelled like shirley on the page
- **Sarra:** insert first edit here

**Services:** (/services)

- Sydney: list in this order on the services page and on the homepage:

1. Social media management

Reach your target audience with content that actually converts. From goal-setting and creative ideation through execution and delivery, our team handles every step of the content creation process explicitly built for social media platforms.

2. Content creation

From email blasts and captivating videos to stunning graphics and immersive storytelling, we craft content that resonates with your audience, drives traffic to your platforms and ultimately converts leads into loyal customers.

3. Email marketing

Our email marketing campaigns channel personalized communication between brands and consumers. We craft engaging newsletter designs and use automated workflows to help you build meaningful relationships with your audience and drive conversions at every customer journey stage.

4. Analytics & reporting

Each month, you'll receive a detailed report covering post and strategy performance on top of how to maximize your growing brand. Yes, brand awareness and brand trust are hard to measure, but we believe when you invest in an agency, the results will reflect the strategic effort and positioning.

5. Paid advertising

Your paid ads should always have a strategy behind them. Our team will create, execute, and manage all ads throughout your campaign and present a comprehensive report of key results.

6. Public relations

Media relations and engagement to influencer gifting collaborations, we leverage our extensive network and expertise to position your brand positively in the eyes of your target audience and stakeholders.

7. Brand consulting

Whether you're a budding startup or an established enterprise, we offer strategic guidance and actionable insights to align your brand message with your target market, ultimately cultivating brand loyalty and differentiation in a crowded marketplace.

#### 8. Press events

We plan and coordinate press events from beginning to end. We cover everything from concept and guest lists / RSVP management to photography and marketing, ensuring maximum exposure and positive media coverage.

**Sarra:** insert first edit here

#### Services 2: (/services-2)

- **Sydney:** type first edit here
- **Sarra:** insert first edit here

#### Select Work: (/work)

- **Sydney:** Take out the gallery and replace it with their website
  - Is there a place you've listed the websites out? - sarra
  - No I will list them here! -Syd
    - biblebelles.com
    - theparloratnr.com
    - monkeesofraleigh.com
    - bradknottforcongress.com
    - yobastudio.com

- Can social solution be closer to the brand name in left corner
- Sarra: insert first edit here

#### **Work With Us:** (/workwithus)

- Sydney: Add the services listed in the text at the top of page and include “other” in case we missed something. Make Social media handles a smaller box. Add “Notes we should know” in a text box. And keep website in case they have one!
- Sarra: insert first edit here

#### **Contact:** (/contact)

- Sydney: love the join the team addition! Maybe add that as the bottom banner for that page as well
  - Can you clarify my gal? Sorry.. Adding what banner where?
  - Yes, sorry!! On contact page, I love how you added “Want to join the team?” under the IG and email. Instead of the “work with us” banner at the bottom, can we change it to “want to join the team?”. Didn't make sense in my mind to have a banner leading to the page they were already on. Does that make sense??
- For the footer can it be changed to Sydney&Co.
- Sarra: insert first edit here

**Social Solution:** (/social-solution)

- Sydney: type first edit here
- Sarra: insert first edit here