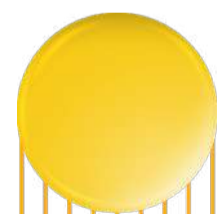
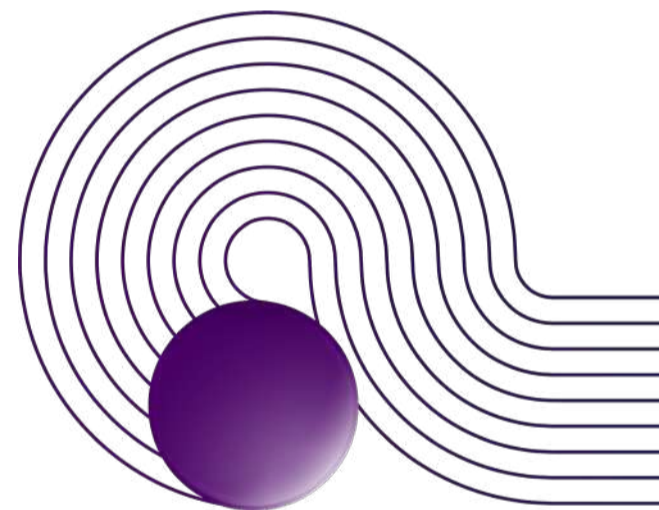
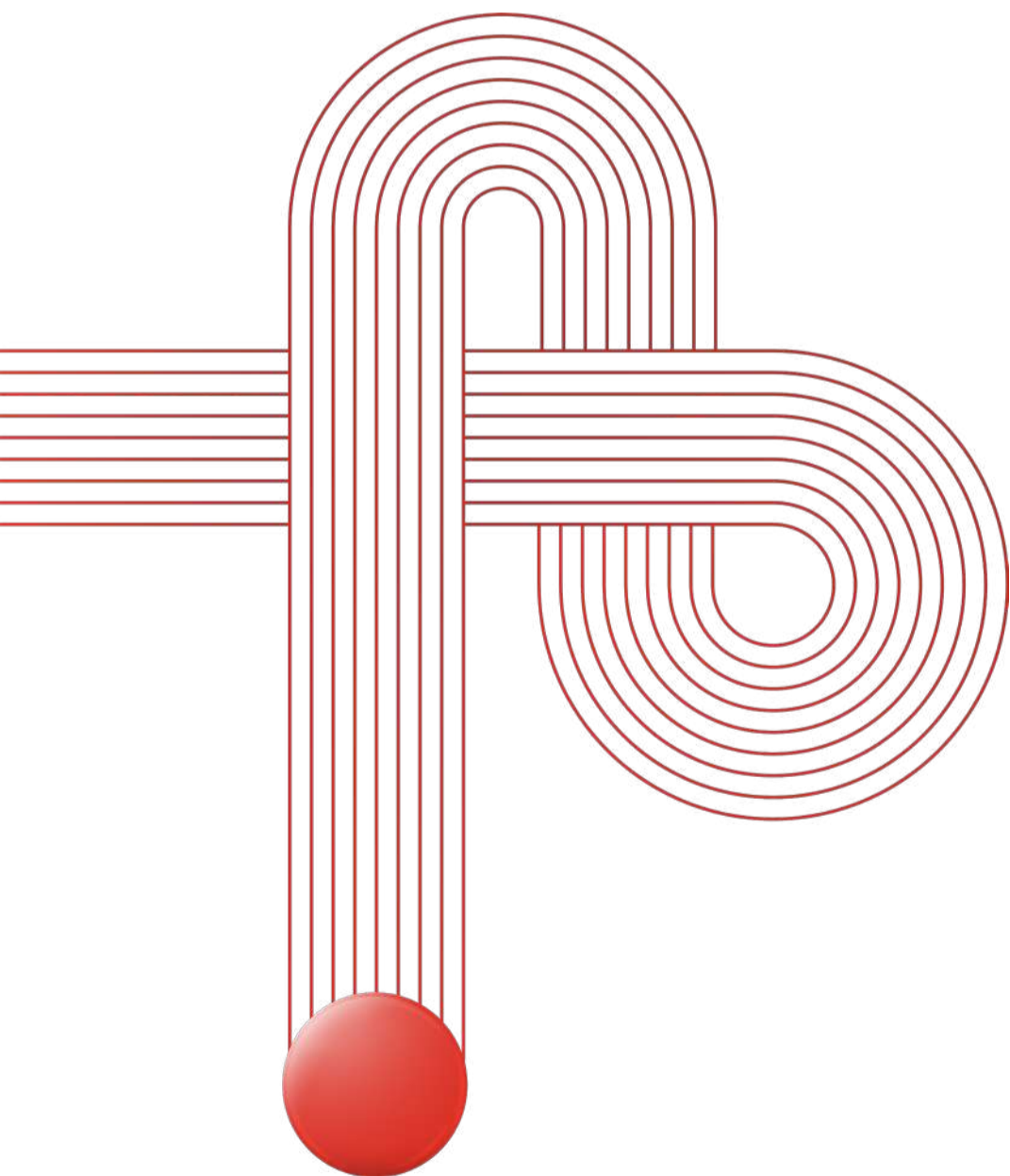




GROWING IDEAS INTO BRANDS

Our Comprehensive Branding & Digital Marketing Services

Your Partner for Complete Branding and Digital Marketing Success



www.semiya.agency



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Index

Your compass in digital marketing.

Branding 3

- Brand Strategy
- Brand Naming
- Per Hour
- Entry Marketing Strategy
- Branding Assets
- Brand Development

Content Marketing..... 8

- Strategy
- Content Writing
- Content Hubs
- Bulk Writing
- Per Hour

Design 9

- Brand Identity Design Services
- Individual Design Services

Website 10

- Web Development Services

SEO 12

- Strategy
- Web On-Site SEO
- Campaigns
- Individual Services
- Per Hour

Contact..... 13



Branding

Build a powerful brand identity that resonates. Our branding services encompass everything from visual identity to brand strategy, naming to craft a strong messaging tailored to your target market. Make a lasting impression.

Brand Strategy

Grow your brand from the ground up with our comprehensive brand-building service, guiding you from the creation of a compelling brand name through a robust development strategy and impactful brand messaging.

• Brand Strategy I: Messaging

- Pillars
- Key Insight
- Value Proposition
- Brand Story
- Brand Mission and Vision
- Brand Voice and Tone Guidelines

• Brand Strategy II: Advance

- Pillars
- Key Insight
- Value Proposition
- Brand Story
- Brand Mission and Vision
- Brand Promise
- Brand Voice and Tone Guidelines
- Set of Slogans

• Brand Strategy III: Full Strategy

- Key Insight
- Value Proposition
- Positioning Analysis
- Brand Mapping
- Positioning Statement
- Brand Mission and Vision
- Brand Promise
- Brand Pillars
- Brand Personality
- Brand Voice and Tone
- SWOT Analysis
- Brand Story
- Tagline
- Elevator Pitch
- Set of Slogans

🔪 Brand Naming

Grow your brand from the ground up with our comprehensive brand-building service, guiding you from the creation of a compelling brand name through a robust development strategy and impactful brand messaging.

- **Naming 1:**

- Name with Tagline
- Trademark Research (one country)

- **Naming 2:**

- Name with Tagline
- Logo Design
- Trademark Research (three countries)

- **Naming 3:**

- Name with Tagline and Set of Slogans
- Trademark Research (three countries)
- Logo with Visual Guidelines
- Brand Messaging Strategy

🔪 Per Hour

Need focused brand guidance or strategic input without a full project commitment? Semiya offers flexible, hourly consultation and brand strategy sessions tailored for startups and growing businesses.

- Consultation
- Brand Strategy

🔑 **Entry Marketing Strategy**

We deliver a data-driven target audience profile (powered by Statista), strategic customer personas, and a comprehensive competitive review. Uncover key opportunities and initial growth potential with our foundational marketing insights. This will help us have a base on which to develop a marketing strategy and campaigns. Below, you will find a list of what the package includes.

- Data-Driven Target Audience Analysis (Leveraging Statista and SEO Data)
 - Strategic Customer Persona Development
 - Comprehensive Competitive Landscape Review of up to four competitors
 - Identification of Key Marketing Opportunities
 - Foundational Marketing Analysis
 - Exploration of Initial Growth Potential
 - With up to two changes
-

🔑 **Branding Assets**

Establish a powerful, unified brand. Our brand assets service takes you from compelling brand storytelling to persuasive pitch decks, clear voice and tone documents to communication guidelines.

- Brand Storytelling
- Pitch Deck Development
- Mission and Vision
- Tagline with Slogans
- Voice and Tone
- Communication Guidelines

🔪 Brand Development

We specialise in comprehensive brand development for startups and growing businesses, starting with a robust brand strategy and culminating in a detailed brand book and brand identity book.

• Brand Development I: Messaging with Visual Identity

- BRAND MESSAGING: Entry

- Pillars
- Key Insight
- Value Proposition
- Brand Story
- Brand Mission and Vision
- Brand Voice and Tone Guidelines

- VISUAL IDENTITY

- Logo Design
- Visual Guidelines

• Brand Development II: Entry Brand Book

- BRAND STRATEGY I: Advance

- Pillars
- Key Insight
- Value Proposition
- Brand Story
- Brand Mission and Vision
- Brand Promise
- Brand Voice and Tone Guidelines
- Set of Slogans

- VISUAL IDENTITY

- Logo Design
- Visual Guidelines
- Brand Book

— Brand Development

We specialise in comprehensive brand development for startups and growing businesses, starting with a robust brand strategy and culminating in detailed brand book and brand identity book creation.

• Brand Development III: Full Brand Book

- BRAND STRATEGY II: Full Strategy

- Key Insight
- Value Proposition
- Positioning Analysis
- Brand Mapping
- Positioning Statement
- Brand Mission and Vision
- Brand Promise
- Brand Pillars
- Brand Personality
- Brand Voice and Tone
- SWOT Analysis
- Brand Story
- Tagline
- Elevator Pitch
- Set of Slogans

- VISUAL IDENTITY

- Logo Design
- Visual Guidelines
- Brand Book
- Iconography
- Stationery

• Brand Development IV: Full Brand Book - Entry Marketing Research

- BRAND STRATEGY II: Full Strategy

- Key Insight
- Value Proposition
- Positioning Analysis
- Brand Mapping
- Positioning Statement
- Brand Mission and Vision
- Brand Promise
- Brand Pillars
- Brand Personality
- Brand Voice and Tone
- SWOT Analysis
- Brand Story
- Tagline
- Elevator Pitch
- Set of Slogans

- VISUAL IDENTITY

- Logo Design
- Visual Guidelines
- Brand Book
- Iconography
- Stationery

- ENTRY MARKETING STRATEGY



Content Marketing

Drive results with content marketing: strategy, writing, hubs, and bulk creation. Flexible hourly options for impactful content solutions.

Strategy

We craft cohesive content strategies that ensure every blog, email and piece of website copy reinforces your brand identity and supports your business goals.

- Blog Strategy
- Email Marketing
- Web Content Strategy
- Social Media Strategy

Content Writing

At Semiya, we craft content for your essential channels to inform and authentically communicate your brand's voice, values, and personality.

- Blog Post
- Landing Page
- Emails
- Social
- Website
- Product Description

Content Hubs

With interconnected blog pages and landing page hubs, we organise your expertise and reinforce your core brand themes to create a cohesive brand experience.

- Blog Hubs
- Landing Page Hubs

Bulk Writing

Our efficient high-volume content writing service ensures quality output that adheres strictly to your established brand voice and messaging.

- Blog Post and Web Writing

Per Hour

Semiya offers on-demand hourly services encompassing content strategy, writing, content hub consultation, and even bulk content project oversight.

- Content Consultation Service
- Editing Services
- Writing Service
- Strategy Service



Design

Amplify your brand influence through compelling design. Our services include branding, web design, and digital marketing visuals. Custom designs developed for lasting impact and to cultivate brand familiarity.

Brand Identity Design Services

Stand out and make an impact with compelling brand identity design, from logos and colour palettes to typography and visual guidelines.

- Brand Logo Design
 - Stationery Pack
 - Iconography Development
 - Pitch Deck Design
 - Brand Visual Guidelines
 - Product Packaging
-

Individual Design Services

Need impactful visuals for specific marketing needs? We offer targeted design services for individual assets, from posters and flyers to PPC ads.

- Poster Development
- Brochure Design
- Pitch Deck Design
- Flyer Design
- PPC Ads Design
- UI Website Design

Website

At Semiya, our comprehensive website development services combine strategic content, impactful design, and robust functionality to create a powerful online presence.

Web Development Services

We design custom Wix Studio websites with unique, conversion-focused content and professionally crafted layouts that reflect your brand identity. Our service includes full on-site SEO optimization, setup of basic features, mobile responsiveness, and connection to your existing domain. Establish your online presence with a personalized, user-friendly, and search-ready site built for growth.

• Core Website Development Services (Wix Studio)

Every project integrates **strategic content, unique design, and ON-PAGE SEO optimization** to ensure maximum impact.

- E-commerce Site Development

Purpose: Designing conversion-optimized storefronts focused on local or global product sales.

- Blog Site Development

Purpose: Building a dynamic content hub optimized for SEO, audience engagement, and traffic growth.

- Hotel Website Development

Purpose: Creating an elegant online property destination to maximize direct booking conversions.

- Landing Page Development

Purpose: Single-page design focused exclusively on maximizing conversions for specific campaigns or launches.

- Website Development (Standard Company Site)

Purpose: Establishing a comprehensive business presence for B2B or lead generation with clear calls-to-action.

• **Creative & Technical Deliverables Included in All Sites**

- **Creative Copy & Content**

- **Unique Content:** Every word is custom-written, conversion-focused, and aligned with your brand identity.
- **Custom Design:** Bespoke layouts reflecting your unique brand identity—no generic templates.
- **Call-to-Action (CTA) Optimization:** Strategic placement and design of CTAs to maximize conversions.
- **User Experience (UX) Focus:** Layouts are crafted with clear user pathways and intuitive navigation.

- **Visual Excellence**

- **Stock & Custom Photos:** Incorporation of high-quality stock images or custom illustrations/AI-generated visuals to enhance appeal.
- **Product Mockups:** We include digital product mockups for e-commerce and marketing display needs.
- **Image Optimization:** Editing and optimizing all visuals for optimal fit, appearance, and fast load times.
- **UI/UX Design Focus:** Professional, high-end presentation for specialized services and portfolios.

- **SEO and Technical Foundation**

- **Mobile-First Responsiveness:** All sites are fully responsive and optimized for seamless viewing on all devices (desktop, tablet, mobile).
- **ON-PAGE SEO Ready:** All sites are built with a strong foundation for SEO.
- **Keyword Strategy:** Basic keyword recommendations integrated into headings and copy.
- **Meta & URL Optimization:** Strategically optimized meta titles, descriptions, and user-friendly URLs for all main pages.
- **Domain & Google Setup:** Initial domain connection and setup of Google Search Console and Analytics.

SEO

Maximize your online visibility. Our SEO services include strategy, optimization, and reporting. Flexible hourly rates and tailored campaigns for measurable growth.

Strategy

Semiya offers a full suite of SEO services, from on-site optimisation to targeted keyword strategies and SEO marketing campaigns rooted in your brand messaging.

- On-Site SEO
- SEO Marketing Campaign
- Keyword Strategy SEM
- Keyword Strategy SEO
- Link Building Strategy

Web On-Site SEO

Our on-site SEO services include optimising your website's architecture, content, and user experience to improve search engine rankings and convey your message.

- On-Site SEO Meta Content Creation with Alt Text and Link Building

Campaigns

Our SEO campaigns strategically combine on-site optimisation and data-driven analysis to achieve sustainable growth and amplify your brand's reach.

- | | |
|--|---------------|
| ● Initial SEO Marketing Campaign | One Time |
| ● Annual SEO Marketing Campaign | 6 or 12 Month |
| ● Annual Google SEM Marketing Campaign Text and Visual Ads | 6 or 12 Month |
| ● SEO PR Campaign | 6 or 12 Month |

Individual Services

We craft impactful Google visual SEM ads and compelling PPC text ads that strategically reflect your brand identity and drive qualified clicks.

- Google Visual SEM Ads
- Google PPC Text and Writing Service

Per Hour

Need specific SEO guidance or hands-on help? Semiya offers flexible, hourly consultation and implementation services across all aspects of SEO.

- On-site Website SEO Consultation Service
- SEO Services by the Hour

Ready to launch your startup or elevate your entrepreneurial venture?

At Semiya Agency, they're passionate about fueling your growth, from establishing a powerful brand identity and expanding market reach to nurturing lasting customer connections. Let's build something remarkable together.

You've seen the potential. Now, let's explore how Semiya Agency's tailored brand development, marketing strategies, and digital solutions can deliver significant results for your startup or entrepreneurial endeavor.



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