

Brand Discovery



Shopping Cart Elite



We are a company based in New York
with more than 200 employees specialized in
Managed Marketing Services for eCommerce.

shoppingcartelite.com

Marketing Discoveries

Brand Identity..... 4

Growth Hacking Consulting 7

Brand Identity

As competition creates infinite choices, companies look for ways to connect emotionally with customers, become irreplaceable, and create lifelong relationships. A strong brand stands out in a densely crowded marketplace. People fall in love with brands, trust them, and believe in their superiority. How a brand is perceived affects its success, regardless of whether it's a start-up or product.

A brand is a person's gut feeling about a product, service, or company - Marty Neumeier
The Brand Gap

Each touchpoint is an opportunity to increase awareness and build customer loyalty



Brand identity is tangible and appeals to the senses. You can see it, touch it, hold it, hear it, watch it move. Brand identity fuels recognition, amplifies differentiation, and

REQUIRED POSITION

LEAD DESIGNER
SENIOR DESIGNER
SENIOR MARKETING

SCOPE OF WORK

5 HOURS @ \$175/hr
BRAND IDENTITY DISCOVERY

10 HOURS @ \$175/hr
RESEARCHING COMPETITORS

50 HOURS @ \$95/hr
CLONE COMPETITOR
LOOKBOOK

40 HOURS @ \$175/hr
BRAND IDENTITY CREATION

100 HOURS @ \$95/hr
CREATE UNIQUE BRAND
IDENTITY & LOOK BOOK



makes big ideas and meaning accessible. Brand identity takes disparate elements and unifies them into whole systems.

Branding is a disciplined process used to build awareness and extend customer loyalty. It requires a mandate from the top and readiness to invest in the future. Branding is about seizing every opportunity to express why people should choose one brand over another. A desire to lead, outpace the competition and give employees the

best tools to reach customers are the reasons why companies leverage branding.

Seizing every opportunity to build brand champions requires identifying the constituencies that affect success. Reputation and goodwill extend far beyond a brand's target customers. Employees are now called "internal customers" because their power is far reaching. Gaining insight into stakeholder characteristics, behavior, needs, and perceptions yield a high return.

Brands now appear regularly on balance sheets in many companies. The intangible value of the brand is often much greater than the corporation's tangible assets. - Wally Olins

The Brand Book

The best identity programs embody and advance the company's brand by supporting desired perceptions. Identity expresses itself in every touchpoint of the brand and becomes intrinsic to a company's culture—a constant symbol of its core values and its heritage.

An effective brand strategy provides a central unifying idea around which all behavior, actions, and communications are aligned. It works across products and services and is effective over time. The best brand strategies are so differentiated and powerful that they deflect the competition. They are easy to talk about, whether you are the CEO or an employee.

The process to achieve remarkable results is the same whether you are an entrepreneur with an audacious big idea or a global company with hundreds of brands and thousands of employees. Books, like brands, are built over time.

A company's brand identity is how that particular business wants to be perceived by consumers. The components of the brand (name, logo, tone, tagline, typeface) are created by the business to reflect the value the company is trying to bring to the market while, at the same time, appeal to its customers.

Most miscommunication in daily life can be attributed to a mismatch between intent and perception: You think you said one thing while the person you talked to thought, you said something else. Needless to say, companies are no exception.

We follow Alina's Wheeler process to design your identity You may [review a copy of her process here.](#) and eMyth [Brand Discovery Course](#). You may hire us to be part of your brainstorming and creative sessions.

Growth Hacking Consulting



Growth hacking is a process of rapid experimentation across marketing channels and product development to identify the most effective and efficient ways to grow a business. Growth hacking refers to a set of both conventional and unconventional marketing experiments that lead to business growth.

- ▶ B2B (any industry)
- ▶ B2C (general merchandise, fashion (clothing, shoes, jewelry), health (supplements, medical), sports, and auto parts)
- ▶ C2C (Marketing seller on Amazon (FBA/FBM) or eBay)

REQUIRED POSITIONS

LEAD MARKETING
SENIOR MARKETING

BUDGET

\$350/hr
\$3,000/retainer