



SIXTEEN AGENCY

PRESS KIT

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[FULL PRESS RELEASE IN DOC FORMAT HERE](#)

FOR IMMEDIATE RELEASE

July 2023

Austin-based Advertising Expert Launches AI-Powered Model Designed to Close the Gap Between Big Brands and Small Businesses in Need

Austin, TX - Sixteen Agency, a leading marketing company, is pleased to announce a new initiative designed to empower small businesses and start-ups across the globe with affordable, ai-powered brand services.

Austin, TX - July 2023 - Sixteen Agency, a full-service marketing agency based in Austin that offers 15 years of advertising expertise at prices designed to make marketing services accessible to small businesses and start-ups in Texas and beyond.

Austin-born marketing expert launches new initiative made to empower small businesses and start-ups in Texas and beyond with ai-powered service offering that makes critical advertising services more accessible than ever.

"The AI revolution has made marketing and creative services one of the fastest changing industries in the world. That scares some people, but it's inspired us. This new technology has elevated our process and 10x'd our efficiency. So we thought that should be reflected in our prices. Start-up companies and small businesses need and deserve access to the same quality marketing services that big brands benefit from. And I was determined to make that possible." - Hallie Holloway, Founder, Sixteen Agency

Sixteen Agency aims to transform sad, uninspired brands into highly effective works of art that do their founders' big dreams justice, fueled by the belief that quality advertising and marketing services shouldn't only be accessible to large-scale corporations.

To date, their services have led to powerful results including an average increase of 1,900% of organic website traffic in the first 30 days from launch for the small businesses they've served.

"The service my company provides is a first-to-market solution, and it was so complex that even I had trouble articulating it in a few brief sentences. But what Sixteen Agency created for us does this expertly." - Kendall Johnson, Founder, Phoenix Intel.

"The answer to a prayer! Like a creative superhero." - Lynda Kirk, Founder, Austin Biofeedback.

"Whether it's been for my real estate company or beauty line, or food & beverage - the results are always the same; powerful, persuasive, and professional. I trust Hallie implicitly and recommend her to any business owner who is looking to elevate their business or brand." - Ezra Hamway, Founder, Industrie Capital.

The agency has just launched several new flat-fee marketing packages in an effort to make their services more accessible to start-up brands and small businesses with limited budgets, including "Brand & Web in a Week," where they craft an entire brand strategy, visual identity and website for their clients in just seven days.

Sixteen Agency is a full-service advertising agency based in Austin, Texas with service across the globe. It was founded in 2016 by award-winning creative director Hallie Holloway, who saw a gap in the market during her 15+ year career at the world's most renowned agencies. With small businesses and start-ups unable to afford the quality services that she was providing for the top global brands across fashion, beauty, wellness & tech.

Our mission is to empower underserved communities and individuals by creating unparalleled accessibility to the most essential start-up services; ending industry gate-keeping and closing the gap between big name brands and small businesses in need.

The agency launched their new business model designed to serve small businesses and start-ups in January of 2023, and continues to evolve their service offering to make marketing services accessible to all. And they work across every industry - from fashion and beauty to luxury real estate, wellness, new tech and beyond.

Sixteen Agency's website is www.agencysixteen.com and their email is hello@agencysixteen.com. On Instagram, they are @agency.sixteen.

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About Sixteen Agency:

Sixteen Agency was founded by Hallie Holloway, a Creative Director, writer and brand strategist who has spearheaded 360* global campaigns for some of the most recognized names in luxury fashion, beauty, and wellness.

Holloway crafted the brand identity for Calatrava's Oculus in Westfield's new World Trade Center, built the brand foundation of Oura Ring, and has won various awards for her work, including a Clio and Effy for her "I'm No Angel" campaign, which redefined the fashion industry and earned 19 billion media impressions by speaking the right way to the right consumer.

For more information visit www.agencysixteen.com

Media Contact:

Hallie Holloway

Founder

Sixteen Agency

512-429-1496

hello@agencysixteen.com

COMPANY OVERVIEW

ABOUT SIXTEEN AGENCY

Sixteen Agency is a full service advertising agency that was founded in 2016 by an award-winning creative director who saw a gap in the market, with small businesses unable to afford the quality services that she was providing for big brands while working at the world's top agencies.

OUR MISSION

To empower underserved communities and individuals by creating unparalleled accessibility to the most essential startup services; ending industry gate-keeping and closing the gap between big name brands and small businesses in need.

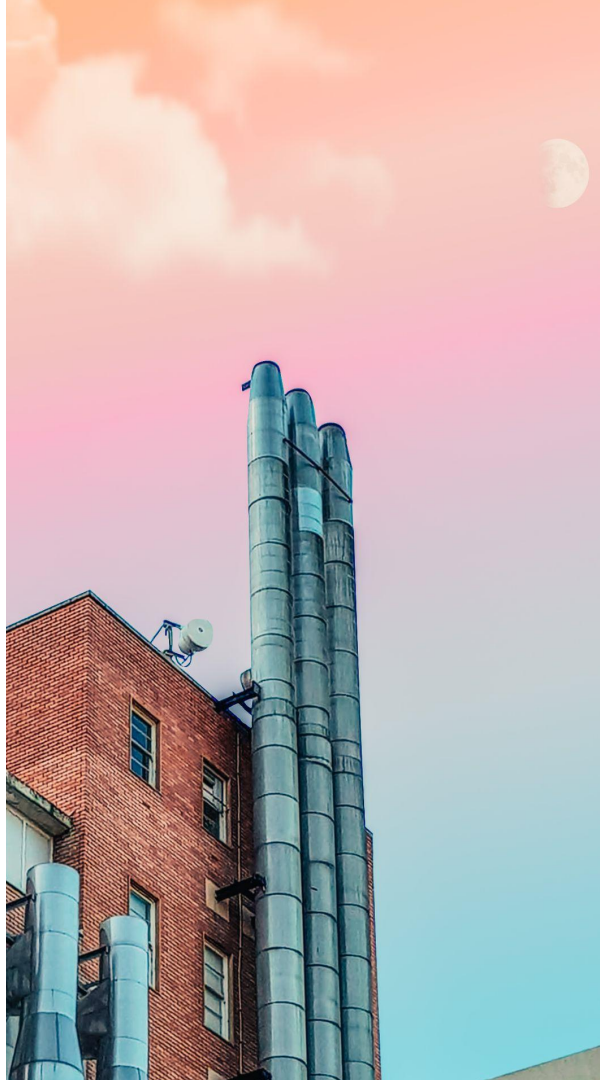
RECENT ACHIEVEMENTS

JANUARY 2023: Sixteen Agency launched the brand identity for start-up law firm Blue Peak Law Group LLP, which offers a futurist business model for today's top intellectual property litigation cases.

FEBRUARY 2023: Sixteen Agency launched the re-brand for longstanding Austin therapy, Granoff Therapy Associates, originally established in 1999.

MARCH 2023: Sixteen Agency launched the brand identity for start-up tech company Phoenix Intel, a groundbreaking solution in the weather derivatives space that seeks to solve a technical challenge in the \$25B+ per year snow removal industry.

APRIL 2023: Sixteen Agency launched the re-brand for longstanding Austin entity, Austin Biofeedback, a neurotherapy center in Austin since 1981.



NUMBER OF EMPLOYEES

Sixteen Agency is an efficiency model built for the future. It is spearheaded by Holloway alone, and has no full-time employees. We custom-create lean teams of industry elite on a project-by-project basis, saving our clients money by eliminating overhead.

LOCATIONS

Sixteen Agency's headquarters are in Austin, Texas with service across the globe. Current clients are based in NY, CA, TX, FL, and CT.

TARGET AUDIENCE

Small business owners & start-up founders across the US in a broad range of industries - from wellness to new tech, beauty & fashion, luxury real estate and beyond.

- Male & female, aged 35-55 years old
- Earnings of \$50,000-\$150,000 per year
- Primarily on LinkedIn, Facebook & Twitter

BRAND POSITIONING

We transform sad, uninspired brands into highly effective works of art that do their founders' big dreams justice. Because quality advertising and marketing services shouldn't only be accessible to huge corporations.

KEY DIFFERENTIATORS

BIG AGENCY BORN

- 15+ years of big agency experience
- A history of building top global brands
- Small business & start-up specialization

EFFICIENCY MINDED

- Rapid pace
- Affordable pricing structure
- Ai integration
- Templated process
- Low overhead, remote model

RESULTS DRIVEN

- Work begins with in-depth research & insights
- Our expert SEO services mean clients see an average increase of 1,900% of organic website traffic in the first 30 days from launch.



SINGULARITY

We are early adopters of the AI revolution, mastering critical skills like prompt engineering & data accessibility to cut our timelines – and your price – in half.



STRATEGY

We've developed proprietary processes in place over the course of 15 years to create repeatable, perfected strategies for success.



SOUL

We are human led creators with a deep passion for what we do and the businesses we work with. We approach every project with our whole heart and effort.



How We Accomplish the Impossible

Creative Futurism

The ai revolution has made marketing and creative services one of the fastest changing industries in the world. So we changed too. Now, technology shapes our process – and makes it more affordable than ever.

VALUE PROPOSITION

Our marketing agency specializes in branding and web development, catering specifically to small businesses and start-up companies. We understand the unique challenges faced by these enterprises and offer comprehensive solutions to help them establish a strong brand presence and achieve sustainable growth. Here's what sets us apart:

Tailored Branding Strategies:

We craft customized branding strategies that align with your business goals, target audience, and industry landscape. Our team conducts in-depth research to understand your brand essence, values, and competitive advantages, ensuring that your brand stands out in the market.

Compelling Visual Identity:

We design visually stunning logos, websites, and marketing collateral that capture the essence of your brand. Our creative experts leverage their artistic skills and industry insights to create a visual identity that resonates with your target audience and leaves a lasting impression.

User-Centric Web Development:

We create user-centric websites that not only look great but also provide an intuitive and seamless browsing experience. Our team focuses on optimizing your website for speed, responsiveness, and ease of navigation, ensuring that visitors stay engaged and convert into customers.

Strategic Online Marketing:




We develop targeted online marketing campaigns that effectively reach your ideal customers. From search engine optimization (SEO) to social media marketing, we leverage the latest tools and techniques to increase your brand visibility, drive website traffic, and generate leads.

Collaborative Approach:

We believe in building strong partnerships with our clients. Our agency fosters a collaborative working relationship, ensuring that your insights and ideas are valued throughout the entire process. We strive to be your trusted marketing advisor, offering transparent communication, timely updates, and measurable results.

Cost-Effective Solutions:

We understand the budget constraints of small businesses and start-ups. Our agency offers cost-effective solutions that deliver exceptional value for your investment. We provide flexible pricing options and tailored packages to meet your specific needs without compromising on quality.

	Contractors	Sixteen	Big Agencies
Visual Identity	\$15,000 2 months		\$40,000 2 months
Brand Strategy	\$10,000 2 months		\$30,000 3 months
Web Development	\$25,000 4 months		\$100,000 7 months
Total Cost & Time	\$40,000 8 months	\$6,000 1 week	\$170,000 1 year

COMPETITIVE ANALYSIS How We Measure Up

Sixteen provides faster, more affordable service with no sacrifice in quality.

But beyond our heavily reduced cost and unfathomably fast turnaround, is unparalleled peace of mind.

Because only Sixteen provides white glove service with your very own director-level expert, who is solely dedicated to your project from start to finish.

Here's how our premier marketing package, "Brand and Web in a Week" compares to the competition.

HALLIE HOLLOWAY, FOUNDER

Hallie Holloway is a Creative Director, writer and brand strategist who has spearheaded 360* global campaigns for some of the most recognized names in luxury fashion, beauty, and wellness. She solely crafted the brand identity for Calatrava's Oculus in Westfield's new World Trade Center, built the brand foundation of Oura Ring, and has won various awards for her work.

PROFESSIONAL AWARDS & ACHIEVEMENTS

Hallie Holloway has won a [Clio](#) and Effy for her "I'm No Angel" campaign, which redefined the fashion industry and earned 19 billion media impressions by speaking the right way to the right consumer.

PERSONAL STORY

Hallie Holloway is an [adoptee](#) who was born in Austin and raised by adoptive parents who both succumbed to terminal illness. While living in New York during her 20s she found three half siblings from her birth mother's side, a brother and two sisters (4 different fathers). Later, while living in Barcelona, she would find the biological father who never knew she existed, with four children of his own (four more half siblings), a wife (Hallie's step mother) and a step daughter. Hallie moved back to her birthplace in order to build a relationship with this family, and she is eternally grateful for the connection they share today. She has openly shared her adoption journey via podcasts and viral social content. She is also a single mother to 2 year old Victory Wildflower, and has spoken on podcasts about the dangers of domestic violence and emotional abuse.



FOUNDER'S EXPERIENCE

BRAND EXPERIENCE PRIOR TO SIXTEEN

ŌURA



LANE BRYANT

malo

RIMMEL
LONDON

bkr

LA MER.

PNC BANK



Sally Hansen

WOODFORD
RESERVE.

KATY PERRY'S
MAD
potion

bareMinerals[®]
By BARE ESSENTIALS

KARL
LAGERFELD

THIRTY
FIVE
HUDSON
YARDS

BEYONCÉ
HEAT KISSED

TEQUILA
HERRADURA

TADASHI
SHOJI

MERCK

got milk?

CACIQUE

DF

Clase Azul
SPIRITS

Calvin Klein

Lucky Brand
BORN IN AMERICA

NAUTICA

CARRERA
SUNGLASSES

for all mankind

GUCCI

Kodak

PK
NY

JUSTEAB™

Sam Edelman

COACH

DANIER

BANANA
REPUBLIC

ANN TAYLOR
LOFT

DAVID
YURMAN

Playtex

TOMMY
HILFIGER

Panadol

MEDIA ASSETS

Please use [this link](#) to find the following high-resolution images, logos, infographics, and videos that you may use for your coverage.

- Founder photos
- Founder video
- Various logo formats
- Services & packages
- Brand images
- Social share



PRODUCTS & SERVICES

Please see the appendix of this presentation or visit the [service page](#) of our website for detailed information on our marketing packages.

FLAT-FEE PACKAGES

[Personal Branding](#)

[Marketing Essentials](#)

[365 Social Content Kit](#)

[Brand & Web in a Week](#)

BRAND STRATEGY

DRIVES INCREASED
BRAND AWARENESS

- consumer profiles
- competitive & swot analysis
- brand positioning
- values, personality & voice
- mission & vision
- full brand guidelines
- investor pitch decks
- press kits & press releases

DIGITAL MARKETING

BOOSTS CONVERSION &
BRAND AWARENESS

- paid media + advertising
- research + insights
- SMS / email marketing
- audio advertising
- paid search
- google my business
- marketing funnels
- yearly marketing calendars

CREATIVE DIRECTION

DRIVES INCREASED
BRAND AWARENESS

- art direction
- graphic design
- copywriting + editing
- brand naming
- visual identity
(logos, palettes)
- printed materials
(brochures, cards, merch)

SOCIAL CONTENT

COMMUNITY BUILDING &
BRAND AWARENESS

- organic social
- paid social
- content strategy
- content creation
- community activations
- social seo strategy
- canva brand kits

WEBSITE DESIGN

DRIVES CUSTOMER
CONVERSION

- full web copy & design
- information architecture
- landing pages
- SEO copy & metadata
- data analytics
- UI / UX design

TESTIMONIALS

Hallie Holloway was the answer to a prayer! Austin Biofeedback needed an updated website and rebranding. We are beyond grateful that Hallie accepted us as clients! Like a creative superhero, within a week she took us from an in-depth and collaborative needs assessment to creating the best website and branding products we could have possibly envisioned.

LYNDA KIRK, FOUNDER, AUSTIN BIOFEEDBACK, TX

Hallie took a complex task and helped guide us through each step of the project in a way that was both informative and fun. We now have a brand that reflects the culture of our practice (art meets science) and a beautiful website that fits who we are. I highly recommend Sixteen Agency!

JENNIFER SCHRIEVER, DIRECTOR, AUSTIN BIOFEEDBACK, TX

Hallie executes impeccable work and delivers quickly. We are a new company, and aside from updating our website and marketing materials, Hallie spent hours on phone calls with us explaining the importance of each marketing element and how it could help grow our business. Hallie provides a very holistic understanding of overall marketing approach.

ANNA DWYER, PARTNER, BLUE PEAK LAW GROUP, NY

I've worked with Hallie on a variety of projects over the past 10+ years. During this time she has completed a variety of tasks for several of my brands - including several website development projects, graphic design, pitch decks, copywriting, marketing materials, and beyond. Whether it's been for my real estate company or beauty line, or food & beverage - the results are always the same; powerful, persuasive, and professional. I trust Hallie implicitly and recommend her to any business owner who is looking to elevate their business or brand."

EZRA HAMWAY, CEO, INDUSTRIE CAPITAL, NY

We loved working with Hallie on our website and printed materials. She is very skilled in her ability to get to know us and the brand well, and to convey our message in words that we could never come up with on our own. She is lovely to work with and definitely a team player. Her writing skills are a plus and we love the work she did for us. We will continue to use her services for everything going forward!

TANAZ ASSIL, FOUNDER, ROUMA SCRUBS, CA

I've hired Hallie to tackle a variety of different projects over the course of the past six years. From web development to client pitch decks, campaign concepting, brand strategy and beyond. She always overdelivers, works extremely quickly to provide the most beautiful articulation of any brand. She is very meticulous and driven, and won't stop until the work is perfect. I recommend her highly to anyone who wants to elevate their brand, business, or website in a big way.

MELATAN RYDEN, FOUNDER, NOT AN OFFICE, NY

TESTIMONIALS

Sixteen Agency and Hallie, specifically were incredibly professional and efficient, making the very daunting process of rebranding and the creation of my new website, stress-free. I was amazed at how quickly it all came together and required very little editing. Hallie took me through every step of the project offering wisdom and insights from her extensive experience and listened to everything that was important to me. She has an eye for beautiful aesthetics, wrote content that reflected exactly what I wanted to convey, and very intentionally optimized the entire site to give me a greater presence on the web. Even more importantly, Hallie has a way of remaining in control of the process, setting expectations for each day of work together, all the while providing a gentleness, encouragement all with incredible compassion.

VALERIE GRANOFF, FOUNDER, GRANOFF THERAPY ASSOC.

I am thrilled to share my experience with Hallie and her branding agency. When we approached her team, we were in a time crunch and needed a website and marketing language that reflected our brand quickly. Hallie and her team stepped up and delivered above and beyond what we expected. Hallie was an absolute pleasure to work with. She listened to our needs and vision, and was able to create a website that captured the essence of our brand. Not only did she deliver on time, but she was also able to complete tasks on demand, even in a high pressure environment. This was a testament to her complete dedication and professionalism. Furthermore, her expertise in marketing language was invaluable. She was able to create copy that spoke directly to our target audience and helped us stand out in a crowded market. Overall, I can't recommend Hallie and her team enough. They are talented, efficient, and a pleasure to work with. Thanks to Hallie, we now have a website and marketing language that truly reflects our brand and has helped us take our business to the next level.

PATRICK HULL, ASSOCIATE, PHOENIX INTEL

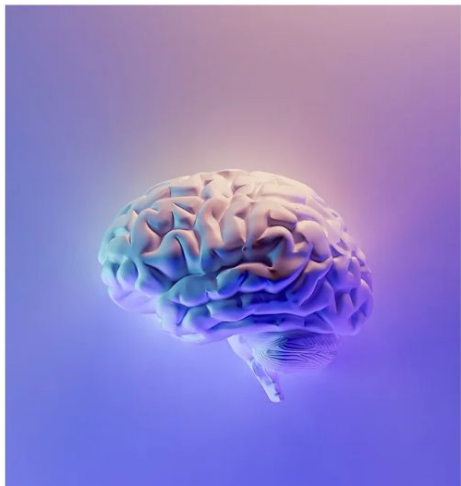
The service my company provides is a first-to-market solution, and it was so complex that even I had trouble articulating it in a few brief sentences. But what Sixteen Agency created for us does this expertly. Hallie is a master at writing and design. She listened to us for hours as we walked through every tedious detail of what we were building, and I'll admit we wondered if she could truly grasp it - because it seems difficult for even those in our industry to wrap their minds around what it is. But she not only understood our extremely complicated business model - she was able to encapsulate exactly what it was in the most persuasive, simple and aesthetically pleasing way. Beyond that, we were in such a time crunch to get something live before a major pitch / presentation - and she accommodated our rapid fire schedule with what I truly believe was no sacrifice in quality. I couldn't be happier with the way it all turned out, and I couldn't recommend her highly enough to any business owner who needs the best digital representation of their brand for a price so affordable, it almost seems unfair.

KENDALL JOHNSON, FOUNDER, PHOENIX INTEL

I've been working with Sixteen Agency through their Mastermind Sessions to map out the growth plan for my new wellness brand and develop marketing materials for my latest line of supplements. These meetings have been incredibly strategic, thorough, thoughtful and professional. Every session feels invaluable to the trajectory of my business. It's clear that Hallie cares deeply about her clients and the work she is doing for them, and puts her heart into every part of the process. I really cannot say enough positive things about the services I've experienced.

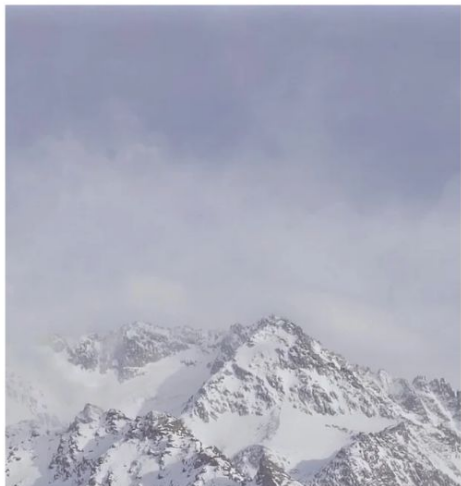
DR. KAYTE SUSSE, FOUNDER, SILICONE SUPPORT FORMULA

CASE STUDIES



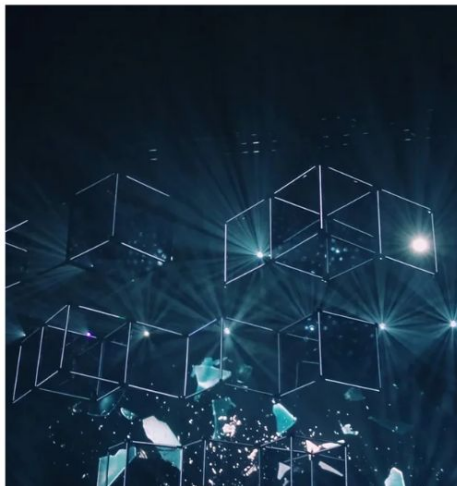
AUSTIN BIOFEEDBACK

[See how](#) we brought a 50 year legacy to life for the future.



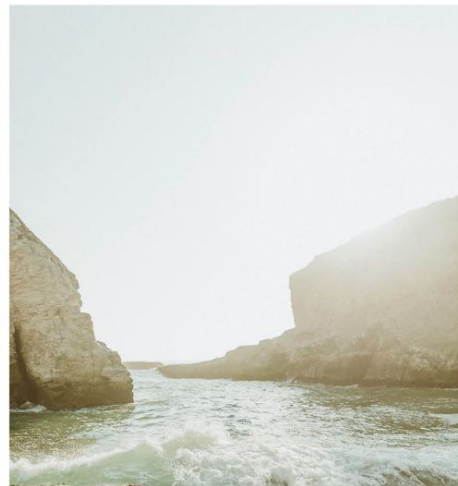
BLUE PEAK LAW GROUP

[See how](#) we created credibility for a progressive start-up law firm



PHOENIX INTEL

[See how](#) we sold a complex SAAS with persuasive simplicity.



GRANOFF & ASSOC.

[See how](#) we created supportive tranquillity in the digital realm.

Contact

Please use the contact details below to be provided with further information, arrange interviews, or answer queries. We look forward to hearing from you.



hello@agencysixteen.com



www.agencysixteen.com



or text us 512.429.1496



FOUNDER'S STORY

WORDS OF WOMEN | Podcast interview coming soon, in editing

A SPIRITUAL PEACE | Podcast interview coming soon, in editing

A SHOT OF INSPIRATION | [Unveiling Hidden Roots: A Journey of Discovery and Unbreakable Bonds](#)

HUFFPOST | [An Adoptee Shares How She Found a Family She Never Knew She Had](#)

FOUNDER'S PRIOR WORK

HOLLYWOOD REPORTER | [Katy Perry drops a new fragrance, Mad Potion, and dishes on what makes her team so slick.](#)

AD WEEK | [Lane Bryant Bashes Victoria's Secret With 'I'm No Angel' Campaign](#)

HUFFPOST | [Lane Bryant's #ImNoAngel Campaign Shows What 'Sexy' Really Looks Like](#)

ADAGE | [Lane Bryant Gets Sassy with Victoria's Secret in 'I'm No Angel' Lingerie Ad](#)

MSNBC | [Lane Bryant Ad Jabs at Victoria's Secret](#)

MASHABLE | [Lane Bryant's #ImNoAngel campaign celebrates sexy women of all sizes](#)

ET | [Is Lane Bryant's Latest Plus-Size Ad a Dig at Victoria's Secret?](#)

ABC NEWS | [Lane Bryant Takes Aim at Victoria's Secret in #ImNoAngel Campaign](#)

WASHINGTON POST | [How Lane Bryant might be 'bullying' skinny women](#)

REFINERY 29 | [Lane Bryant's CEO On The Shade In #I'mNoAngel](#)

REFINERY 29 | [Sally Hansen To Launch At-Home Gel Polish, World May Be Forever Changed](#)

WWD | [Critical Mass: Sally Hansen to Launch Miracle Gel](#)

FOUNDER'S AWARDS

CLIO | [2016 Bronze Clio, Changing Perspectives](#)

EFFY | [2016 Bronze Winner](#)



Products & Services

a la Carte Services

Charged at \$200.00 Per Hour

BRAND STRATEGY

consumer profiles
competitive & swot
analysis
brand positioning
brand values & pillars
personality & voice
mission & vision
full brand guidelines
investor pitch decks
press kits & press releases

DIGITAL MARKETING

paid media + advertising
research + insights
SMS / email marketing
audio advertising
paid search
google my business
marketing funnels
yearly marketing calcs

CREATIVE DIRECTION

art direction
graphic design
copywriting + editing
brand naming
visual identity
(logos, palettes)
printed materials
(brochures, cards, merch)

SOCIAL MEDIA

organic social
paid social
content strategy
content creation
community activations
social starter packs
social seo strategy

WEB DEVELOPMENT

full web copy & design
information architecture
landing pages
SEO copy & metadata
data analytics
UI / UX design

Monthly Marketing Retainer

Made for Every Budget

LEVEL ONE

\$1,500

\$1,500/mo. for 3 months
9.5 hours per month

Savings Over 3 Months:
6 hours free (\$1,200 value)

LEVEL TWO

\$4,000

\$4,000/mo. for 3 months
25 hours each month

Savings Over 3 Months:
15 hours free (\$3,000 value)

LEVEL THREE

\$6,500

\$6,500/mo. for 3 months
40.5 hours each month

Savings Over 3 Months:
24 hours free (\$4,800 value)

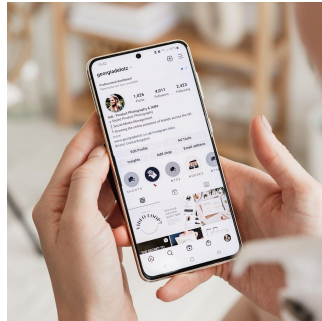
Our Marketing Packages

Work Smarter with Affordable Bundles



\$6,000 Flat Fee **Brand & Web Week**

Overhaul your business with a new brand strategy, visual identity and SEO optimized website designed to convert visitors into paying clients.



\$4,000 Flat Fee **365 Social Content Kit**

Conquer your content on the most valuable platforms with an insight driven social strategy, brand kit, full year of content ideas and so much more.



\$2,500 Flat Fee **Marketing Essentials**

A roundup of the most requested marketing materials, custom-made for your brand. From letterheads to business cards and more.



\$1,800 Flat Fee **The Elevated Expert**

Polish your professional presence with the ultimate bundle designed to create a cohesive personal brand.

Brand & Web Week

Our proprietary process has been carefully designed over the course of 15+ years to provide the highest efficacy – and enjoyment. With 100% of our clients saying they found it to be fun, informative, stress-free, and even therapeutic.

A branding bootcamp, designed to guide clients through every stage of transforming their current brand - or building a completely new one - over the course of just seven days.

We find that a dedicated week of focused work is best for our clients who have busy lives and businesses to run. And it's what leads to the best creative work, too.

This can be as collaborative or hands-off as clients prefer. We meet people where they are most comfortable.



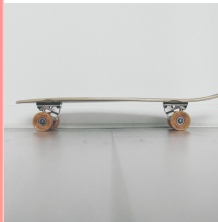
With You Every Step of the Way

An Overview of Our Brand & Web Week Process

Day Zero

New Client Onboarding

Ensuring we have everything we need to start the branding process.



Day One

Market Analysis

Research, analyze market, & define your competitive advantage.



Day Two

Brand Strategy

Defining key strategic elements & articulation of what it is you sell.



Day Three

Visual Identity

Creating your brand palette, logo, and ownable visual style.



Day Four

Website Design

Taking all we've created so far and translating it into a site that works.



Day Five

Make Final Revisions

Reviewing our work with you and implementing your changes.



Day Six

Optimize Mobile Site

Designing the way your site looks and behaves on mobile devices.



Day Seven

Your Brand is Reborn

Launching your revived brand and putting your new site live. YAY!



Brand & Web Week

What to Expect in Each Stage of Our Process



CLIENT ONBOARDING

Client delivers all assets
\$3,000 deposit due
Project commences

MARKET & BRAND ANALYSIS

Founders kickoff meeting
Audit of your current brand
Competitive analysis
SEO & keyword research

BRAND STRATEGY

Tone of Voice Pillars
Elevator pitch
Brand pillars / differentiation
Mission statement
Brand/founder story
Brand promise
Feedback & revisions

VISUAL IDENTITY

Palette options delivered
Logo options delivered
Consolidated feedback
Implementing revisions
Visual /photographic style

Brand & Web Week

What to Expect in Each Stage of Our Process



WEBSITE DESIGN

- Information architecture
- Web design & layout
- Consumer journey
- Palette throughout
- Logo included
- SEO copy throughout
- Strategic elements throughout
- Feedback & revisions

MAKE FINAL REVISIONS

- Founders review meeting
- Copy, layout & visual feedback
- Revisions implemented
- Desktop design finalized

OPTIMIZE MOBILE SITE

- Mobile design of site begins
- Mobile review
- Minor revisions

YOUR BRAND IS REBORN

- Final \$3,000 payment due
- Complete brand book delivered
- Your website goes live

Brand & Web Week

The Brand Essentials You Walk Away With



Unique & Cohesive Visual Identity

Builds equity (business value) by ensuring your brand is immediately recognizable and distinct from the competitors in your industry.



Powerful & Differentiated Strategic Brand Book

Ensures you are leveraging the best opportunity in the market and communicating to your consumers in the most effective way possible. Delivered as a complete book to create consistency in all future brand comms.



Beautiful & Effective Branded Website

Leverages SEO & UX strategy to drive site traffic while creating a compelling customer journey with messaging that converts visitors into paying clients.

Brand & Web Week

Why Each Piece is So Powerful



What's Inside Visual Identity

- Brand Palette
- Custom Brand Logo
- Ownable Visual Style
- Differentiated look & feel



What's Inside Strategic Brand Book

- Elevator Pitch
- Brand Differentiation Pillars
- Mission Statement
- Brand / Founder Story
- Unique Brand Promise
- Tone of Voice Pillars



What's Inside Branded Website

- Created on a platform YOU control
- Designed with your unique branding
- High res imagery included
- UX built for maximum experience
- SEO driven (keywords & meta-data)
- Mobile optimized & socially shareable
- Five multi-module pages

Our Powerful Results

100%

We've received glowing five star reviews from every single client we have worked with. All have said our process was fun and informative.

1,900%

Expert SEO means clients see an average increase of 1,900% in organic website traffic in the first 30 days from launch.

60%

Our cost is 60% lower than our clients say it's worth, on average. And we're keeping it that way to help even more business owners.

Brand & Web Week
**the easiest
choice you'll
ever make.**

**Sixteen provides faster,
more affordable service
with no sacrifice in quality.**

But beyond our heavily
reduced cost and
unfathomably fast turnaround,
is unparalleled peace of mind.

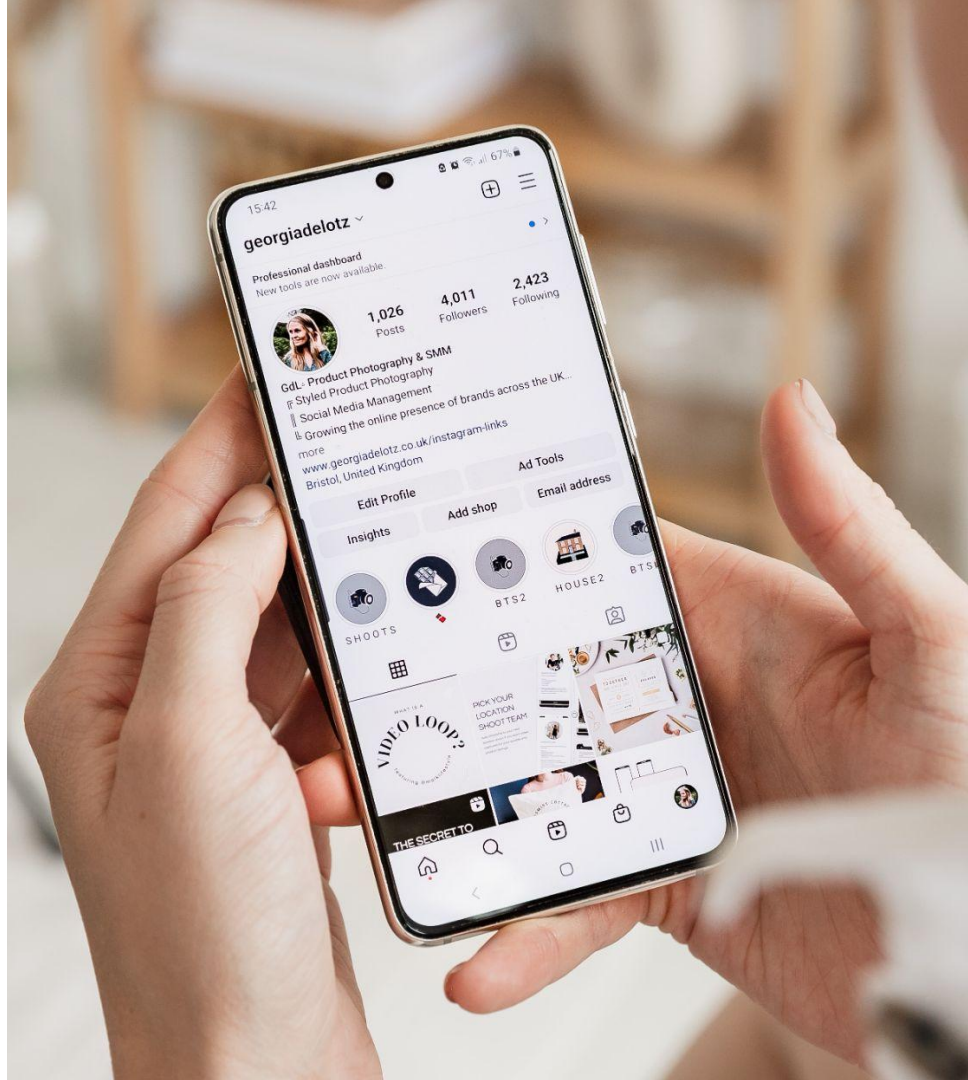
Because only Sixteen provides
white glove service with your
very own director-level expert,
who is solely dedicated to your
project from start to finish.

	Contractors	Sixteen	Big Agencies
Visual Identity	\$15,000 2 months	✓	\$40,000 2 months
Brand Strategy	\$10,000 2 months	✓	\$30,000 3 months
Web Development	\$25,000 4 months	✓	\$100,000 7 months
Total Cost & Time	\$40,000 8 months	\$6,000 1 week	\$170,000 1 year

365 Social Kit

Conquer Your Content with an Effortless Marketing Machine that Boosts Sales & Credibility

If you're not using organic social content, you are missing out on a powerful marketing tool with big returns. By utilizing organic content effectively, businesses can enhance brand awareness, engage their target audience, establish trust, and drive customer loyalty, all while keeping marketing costs relatively low. But managing today's growing list of platforms can leave your head spinning. That's where we come in.



365 Social Content Kit

\$4,000 Flat Fee

SOCIAL STRATEGY

Consumer insights
Audience platforms to use
Algorithm tips & tricks
SEO keywords & hashtags

CHANNEL SETUP

Multichannel page building
Bios for each platform
Cross-platform linking
LinkedIn, Facebook,
Instagram, Tiktok

BRANDED POSTS

10 unique instagram posts
branded in your palette
completely designed
full copy, captions & #s

FUTURE CONTENT

Yearly content calendar
Daily content themes
Example captions & formats
Canva Pro setup
Branded templates
28 page Tiktok E-book
1 page Tiktok cheat sheet

Marketing Essentials

One perfect package of marketing tools made to elevate your brand at every single touchpoint.

We've taken the guesswork out of your marketing plan with one major small business hack to provide your brand with the top seven most requested marketing materials. Designed to build brand recognition and increase positive customer perception, information retention, lead generation, conversion rates & loyalty.



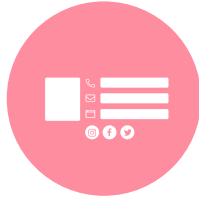
Marketing Essentials

\$2,500 Flat Fee | Printing Fees Not Included



BUSINESS CARDS

Front & back business card design with 5 naming/contact variations for your team.



EMAIL SIGNATURE

Designed with your brand name, image and contact information for up to 5 people.



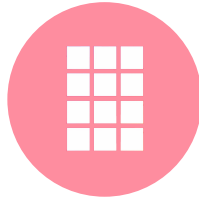
BRANDED LETTERHEAD

Designed in Word format to use for invoices, client & business communications.



PRESENTATION TEMPLATE

20 pages designed in your brand palette and delivered in Google Slides format.



SOCIAL TEMPLATES

12 unique social post templates designed in your brand colors to use with your Canva Pro account.



PROMO/MERCH DESIGN

One design for item of your choosing to use for company tees, mugs, other.



FLYER / ONE SHEET

Front & back design for a flyer or one sheet, with your brand palette & logo incorporated.

The Elevated Expert

Polish your professional presence with the ultimate bundle designed to create a cohesive personal brand.

Advance your career, level up your reputation, and let your expertise shine brighter than ever. A strong personal brand is an asset that goes beyond your current job. Serving as a foundation for future endeavors, consulting and thought leadership opportunities into the future.



The Elevated Expert

\$1,800 Flat Fee



LINKEDIN BIO

Get your LinkedIn bio updated to showcase the most persuasive elements of your career.



RESUME REVISIONS

Update the language and design of your resume to reflect your biggest achievements and measures of success.



EMAIL SIGNATURE

Designed email signature with your name, title, professional image, links and contact information.



COVER LETTER

We'll create a template for your cover letter with specified sections to update for each different opportunity.



PHOTO DESIGN

Update your image to use across all social platforms with photo editing, background changes and design elements.



LETTERHEAD DESIGN

Professional letterhead design in Word format to use for all of your most important professional communications.



LOGO & PALETTE

A logo of your full name and cohesive palette that allows you to maintain a consistent personal brand everywhere.



EMAIL TEMPLATE

We'll create the perfect email template with your personal goals in mind - whether for recruiters, clients, or other.