

Synergy



of Social Media & Web Design



“People don't buy what you do; they buy why you do it. And what you do simply proves what you believe”

- Simon Sinek

**WHAT DO OUR CUSTOMERS
REALLY CARE ABOUT?**



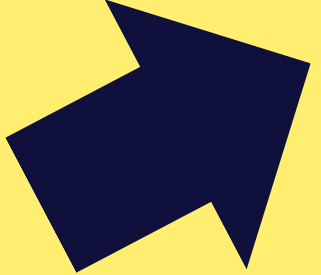
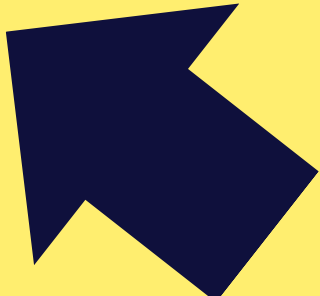
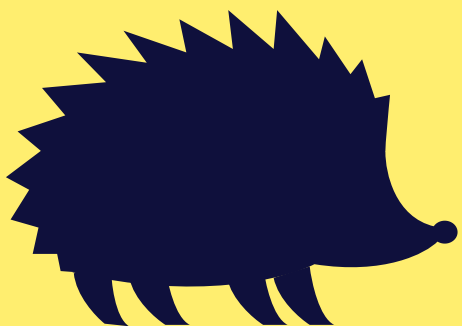
1. CULTURE

2. VISION



3. BRAND

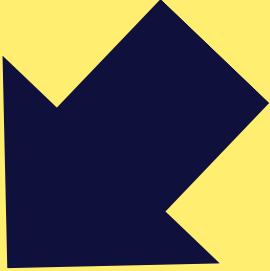
PASSIONATE



ECONOMIC ENGINE

HEDGEHOG

**BEST
IN
THE
WORLD**



YOU DESIGN A

LOGO

YOU BUILD A

BRAND



dfs 





BRAND **vs** LOGO **vs** WEBSITE

DIGITAL

SOLAR

SYSTEM



DIGITAL

SOLAR SYSTEM

Website





“Content precedes design. Design in the absence of content is not design, it's decoration.”

- Jeffrey Zeldman

Your...

Classroom ✓

Diary ✓

Sales Machine ✓

Support System ✓

Team Meeting Room ✓

Showcase ✓

A website can be many things

The Website Blueprint



6 Wireframe
Construct your website's blueprint using wireframing. Select appropriate software tools for development. The wireframe lays out the website's skeletal structure, guiding the overall design and development process.

5 Respect the Grid
Use the 12 or 24-column grid as your design framework. This grid system is the basis of almost all modern responsive websites, including website builders. This grid system ensures balanced, harmonious layouts.

4 Sitemap
Develop a clear sitemap outlining your website's page structure. Try to limit navigation to two levels for better user experience on smaller websites. A well-planned sitemap guides users smoothly through your website.

3 Content Prioritization
Establish a content hierarchy with the Pixelhaze Three Tier System. Focus on effective call-to-actions like buttons and landing pages. Strip away non-essential information, ensuring content relevance and focus.

2 Bullet-Point Brief
Create a comprehensive brief with AI assistance in 15 minutes. Include your company background, audience analysis, USPs, key deliverables, and KPIs to measure success. This foundation is essential for your website's development.

1 Cover Your Bases
Understand market trends, including industry growth and external impacts. Assess overheads including development costs, marketing, and shipping. Conduct competitor analysis to identify your market position and unique selling points (USPs).



Rapid Wireframe Sketch: Outline a basic layout, focusing on our 3 Tiers.
Select Simple Software: Or make it quick and creative with a chalkboard.
Speedy Feedback: Work with the client for quick, on the spot input.

Basic Grid Layout: Apply a standard 12-column grid.
Focus on Flexibility: Ensure compatibility with mobiles and tablets.
Align for Clean Look: Use grid for quick element alignment.

Simple Structure Draft: Prepare a basic, 2 or 3-level navigation plan.
User-First Approach: Ensure logical, easy user navigation.
Quick Feedback Iteration: Rapidly adjust sitemap based on feedback.

Three-Tier Sorting: 1. Must-have, 2. Should-have, 3. Could-have.
Direct CTAs: Create straightforward call-to-actions and signposting.
Trim Excess Content: Remove non-critical info. Be ruthless.

Clear Goals: Summarize website aims succinctly and agree with client.
Snapshot Audience Profile: Identify primary audience characteristics.
Deliverables and KPIs: List simple metrics for success.

Quick Market Overview: Scan industry summaries for key trends.
Budget Basics: List major costs; focus on main expenditures.
Swift Competitor Scan: Identify top competitors and your unique angle.



Planting the seed?

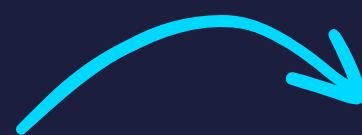


Answering the call?

The Bullet-Point Brief



Interview



Tidy Up



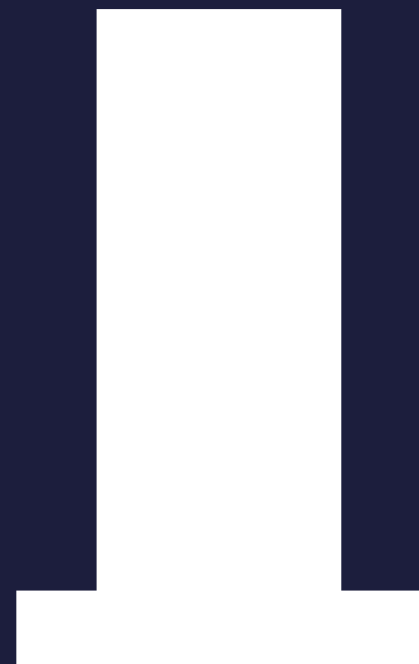
Review



Formal Brief



Hero



Sign posts



Call
To
Action



DIGITAL

Social Media

SOLAR SYSTEM





“Volume solves all problems. If you want to win in business, you need to play the volume game.”

- Alex Hormozi

The Four C's

Marketing your brand



Clarity



Creativity



Connectivity



Consistency

If at first
you don't succeed...

CRANK UP
THE VOLUME



Find the best in
your marketplace...

HOW FREQUENTLY
DO THEY POST?

QUICK EXERCISE

Content ideas in under 2 minutes

UK Coffee Shop

- Behind-the-Scenes Videos
- Barista Tips and Tricks
- Specials Announcements
- Seasonal Beverage Countdown
- Latte Art Competitions
- Sustainability Practices
- Customer Reviews and Testimonials
- "Meet Your Barista" Q&A Sessions





🎉 This Week's Special: Pumpkin Spice Latte Returns! 🍂☕

Autumn is in the air, and so is the aroma of our beloved Pumpkin Spice Latte! Come cosy up with us and enjoy this seasonal favourite, back by popular demand. Plus, the first 50 customers get a complimentary pumpkin muffin! Don't miss out—the offer is valid until the 31st of October.

#PumpkinSpiceSeason #WeeklySpecial



📺 Take a Sneak Peek Behind the Cup! ☕️✨

Ever wondered what goes into making your favourite coffee? Dive into our behind-the-scenes journey and see how we bring your morning brew to life—from bean to cup. Like, share, and let us know your favourite part of the coffee-making process!

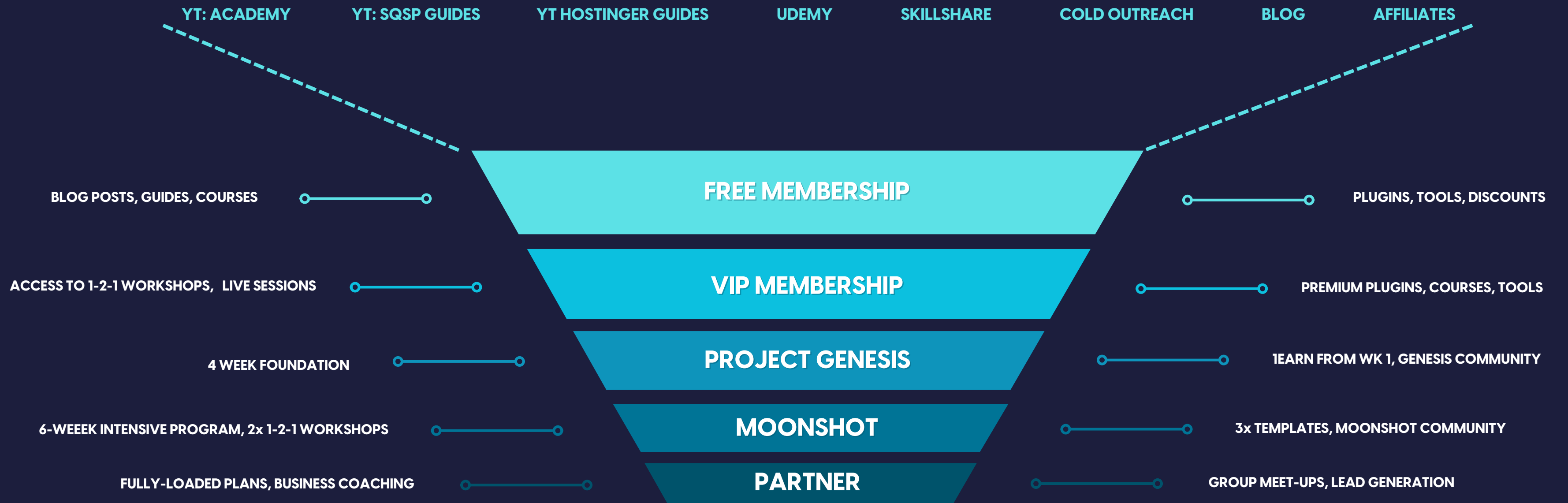
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#CoffeeJourney #BehindTheScenes

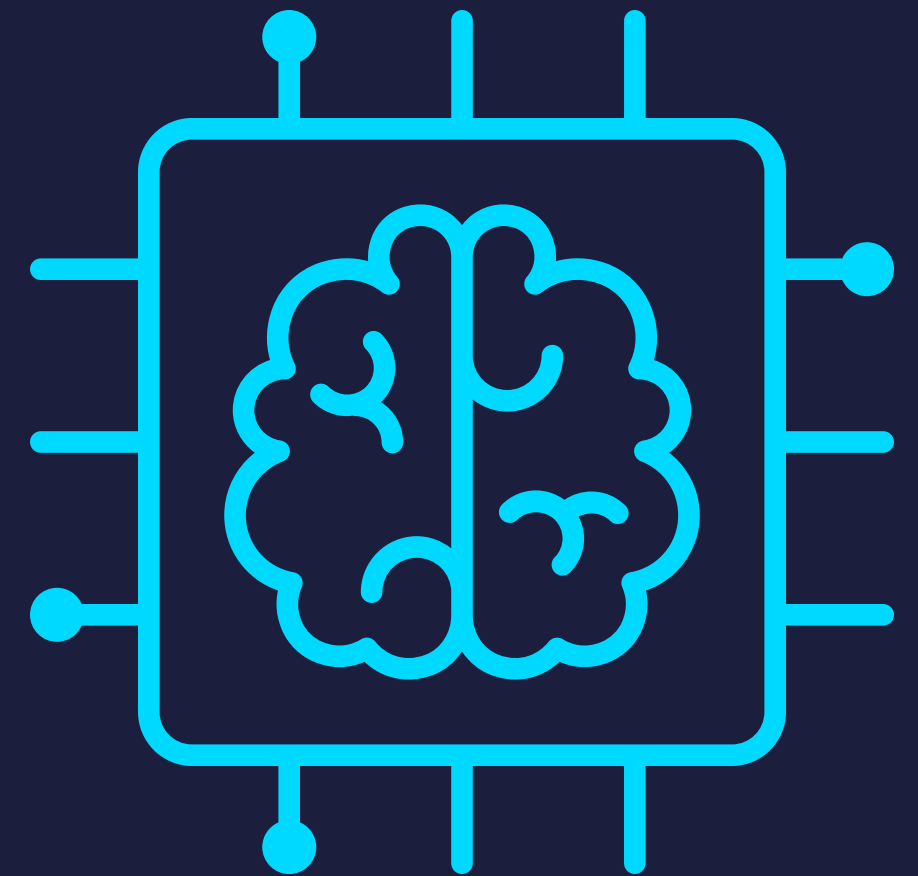
Build a Funnel

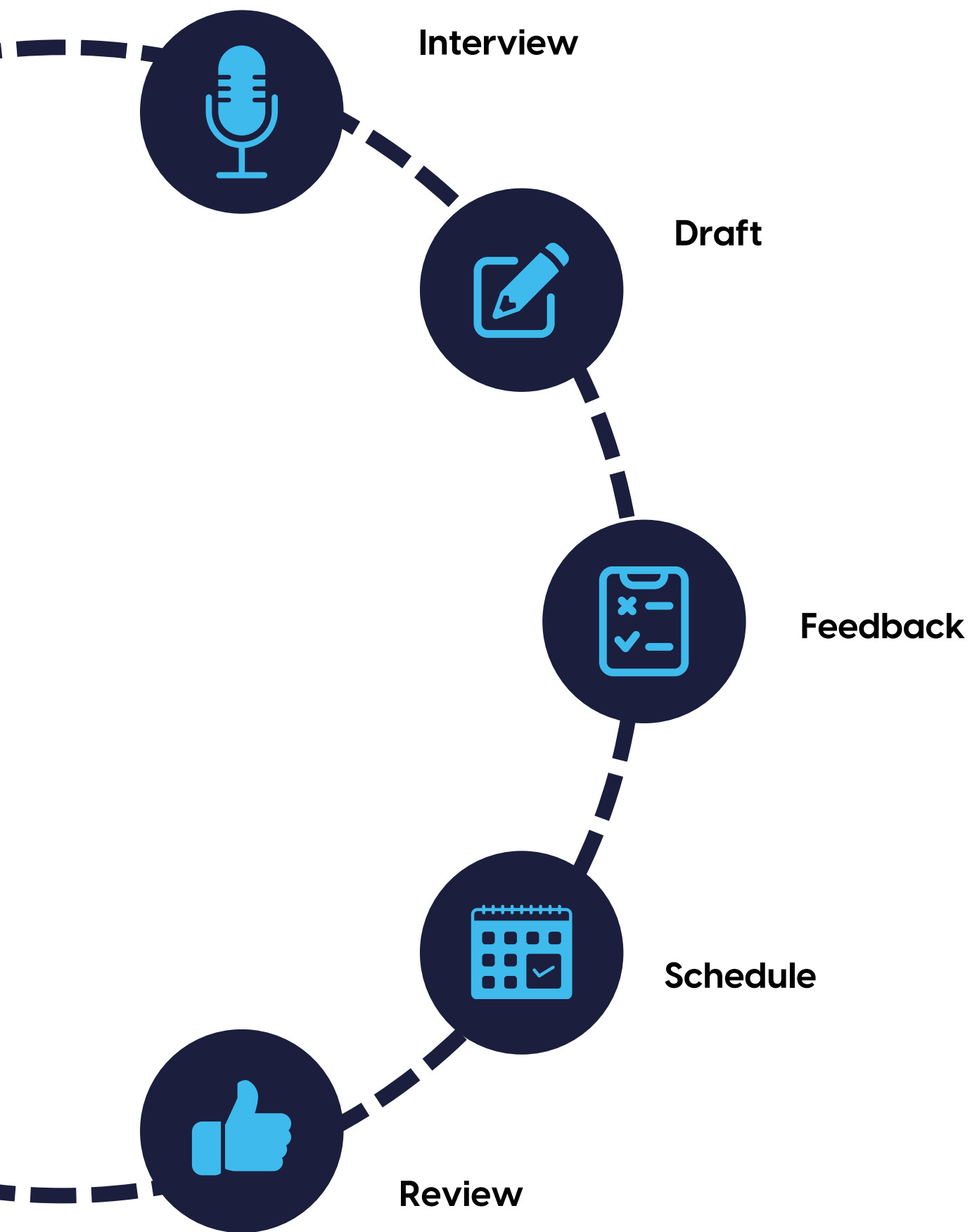


PIXELHAZE ACADEMY FUNNEL



**We can't talk
about digital media
in 2024 without
discussing AI...**





The Content Plan

