

SERVICES MENU

2023



**FINGERPRINT
MARKETING**

- Digital Marketing Strategy
- Website Design & Development
- Brand Development & Design
- Website Care & Maintenance
- Search Engine Optimization

When I started out in this business 15 years ago, I faced the same issues business owners face today and I was managing all my business vendors all over the place.

My website held me prisoner.

Every platform I found required me to rent space on someone else's platform. So if I stopped paying, my site went away. I couldn't find a solution that put me in the driver's seat to control the most important tool in my toolbox, my website.

If I wanted to change anything or make updates, I'd have to pay through the nose for easy and quick updates.

Once they had my money, it still took days and weeks to get the company to make my updates and do them correctly! My business moves fast and I don't have time to wait or be tasked with following up on website updates daily. I bet you can relate.

I also felt overwhelmed. No one was in my court, keeping me ahead of the trends or online best practices. They didn't look out for my website to make sure it loaded fast, converted, drove traffic to my bank account, or reached my ideal clients.

And I wasn't the only business owner facing these hassles...

It killed me when colleagues called me in tears because their site was down and they'd lost everything or when their site was taken hostage by their webmaster. Sometimes they couldn't even track down their webmaster (poof, they disappeared overnight)!

I grew to hate what it took to keep my online presence going, but as you know, your online presence is VITAL if you want to succeed.

As a result, I hired several different people from different companies to help me run my online presence. It was a huge pain and turned me into my own project manager—NOT the best use of my time.

Fed up with the entire process, I created my own system. It's hard to describe the weight that slid off my shoulders for good when I knew that my website was truly mine and would be optimized and maintained with love and respect for the powerful tool it is.

It's a feeling I think every business owner should know the joy of experiencing.



Fast forward to today:

Fingerprint Marketing is everything I looked for when I started.

My clients MUST be in control over their most important marketing tool, their website.

They know that I've got their back, am staying current at all times with best practices, and am keeping them 'top of mind' daily (and nightly!). They love that we answer the phone and their emails so they can move on to their next task without having to micromanage their website.

Our favorite expression at Fingerprint Marketing is: "We've got this!"

My 'why' gets stronger every day as I see new opportunities for my clients to succeed and excel online. I get excited for them and their possibilities! And I love that I don't have to overwhelm them with the 'how' and can keep them accountable in their business.

It makes me smile to know that my clients don't have to go through the nightmare I did. They get freedom, an unforgettable online presence, and the help they need so they can focus on doing what they love.



Fingerprint Marketing helps unconventional brands become **unforgettable**.



"I had a SUPER tight deadline to prepare for an in-person launch at an upcoming convention, and working alongside the Fingerprint Marketing team, we made it happen. It was a tough task that we took on as a team, but they were extremely responsive throughout the entire process. The design is incredible, creative and intelligent. While launching REX at the convention, the branding truly stood out and garnered a lot of attention and compliments. That day, REX emerged as the clear industry leader."

- DENNIS HOPKINS, FOUNDER, [REX MOBILE VET HOSPICE SOFTWARE](#)

Here's how we help clients like you **meet your business and brand goals** quickly and efficiently.

DESIGN & MARKETING SERVICES

IDEAL FOR UNCONVENTIONAL BRANDS THAT WANT TO BECOME UNFORGETTABLE

Keeping up with what your competitors are doing isn't good enough anymore. It's time you to stand out in a way that converts.

Fingerprint Marketing is an award-winning, full service Seattle Design Studio. We take a comprehensive approach to marketing and offer a full range of services, including search engine optimization (SEO), branding, website creation, graphic design, copywriting, print and email marketing, and more.

While we offer specialty services, our approach ensures that the work we do for you ties into a complete marketing strategy customized for YOUR business— whether you just need one item or full service support,.

Depending on your needs, we can call on the talents of a seasoned photographer, copywriter, video producer, back-end developer, and SEO strategist. And the effervescent personality of the company's founder, Pia Larson, wraps around every service you receive.

Our clients are small business owners who are ready to ditch the DIY and take on a more magnetic approach to web design and marketing.

Marketing areas we cover: marketing strategy, podcast development and management, social media management and content creation, website design, website maintenance, branding, graphic design, and email marketing.

"In just a brief half hour phone call, Pia has already blown my mind. I am excited to work with her and grateful for all her help."

- ERIN COLLINS, [COLLINS CHIROPRACTIC](#)



How we work with you



We understand your business or organization is unique – like your fingerprint – so we take care to look at it from different angles and give you a fresh perspective to identify the most unique mark you can leave. We listen, research, strategize, recommend, create, refine, and consult. You'll always know where your design or website development project is in the process. And it will be on time, on budget, and leave the right mark.

Here's the super easy website design process you can look forward to:

Meet, greet, and listen: Every client has their own story to tell, their own language to tell it in, and usually several words to describe their business or service. Our first mission is to listen to you, take good notes, and digest your storyline.

Next, we have you look at your competition and think about your customers: Note what pages your competition has and doesn't have. Also notice what features their websites contain (e.g., e-commerce, forum, blog, client login area, etc.). Think about your customers and what the purpose of your website is – what are you trying to get humans to do once they arrive at your home page?

Develop an outline of your website: The outline makes sure your story reaches potential clients with the content they're looking for, and it helps smoothly and effectively guide them toward the info they need to convert from a random user to a paying customer. Here's an example of an outline for a 6-page website:

1. Home
2. About Us
3. Services
4. Service 1
5. Service 2
6. Contact Us

We'll have you collect examples of websites whose appearance you like: These can be inside or outside your industry. You're looking for an idea of what kind of color scheme you prefer, what kind of navigation you like (across the top or down the left hand side), and what kind of general layout you prefer.

Send us information gathered from the previous steps: This includes a website outline, list of websites you like and why, and your hosting company information.

Design brief, scope, and timeline: During this step of the process, we'll take all those notes and ideas you've given us during our Meet & Greet and draft them into a concise design brief (report), define the scope of the work we'll do, and establish a reasonable timeline and fee structure.

Development and design: You've said, "Let's get started!" In this phase, we use our talents to craft visuals for your ideas and story.

Review: Tell us what you do and don't like about our concepts. Criticism is okay. It's necessary to the health of the project! We want to make sure you're as happy with it as we are.

Polish, Polish, Polish: We go over and over the website, making small adjustments to structure or content, until you say we're done.

Launch: Once you say we're done, we do final pre-launch work and then officially announce your website's debut to the search engines.

Maintenance: Once your website is completed, it enters the maintenance phase. Simply email us with details of your desired changes and we take care of them ASAP.



How We Help You Leave Your Mark

In today's digital world, not having a website for your business is like hanging up a "closed" sign. But having a cookie-cutter marketing or web presence can be just as damaging as no presence.

Whether you want to build a new website or refresh the brand and functionality of an existing one, our web team will create a solution to fit your unique business needs.

Here's a breakdown of the services we provide:

WEBSITE DESIGN & DEVELOPMENT

NEED AN E-COMMERCE SOLUTION, CUSTOM BUSINESS WEBSITE, OR A SIMPLE PORTFOLIO SITE? WE'VE GOT YOU COVERED!

We're experienced at creating unique, functional, and socially integrated websites for businesses of all types.

Here are some of the key development and design areas we focus on:

- **Appearance:** Your website is your calling card in the digital marketplace. We incorporate excellent imagery and an immaculate color palette that underscore your branding goals.
- **Ease of use:** We primarily use WordPress for creating websites. It's a simple content management system, and our clients love it because it gives them the freedom to manage their own content or easily outsource it to us or anyone else to manage for them
- **Mobile-friendliness:** Your website will retain its functionality and brand presentation no matter what device your customers use to view it.
- **Simplicity and speediness:** We make navigation and load time a priority. Customers want to find what they're looking for quickly. We use simple navigation and design techniques to ensure your site loads rapidly on every screen.
- **Engagement:** Getting customers to transact with you is all about having the right content. Knowing which content to offer depends on your niche, ideal customer, and more. We'll help you create the best content for your specific purpose.
- **Optimization:** The best website in the world is no good if your target customers can't find it. We optimize your website for search engine results to make sure your customers find you.



"Great people to work with and great translation from the client goals to execution of the product. Well organized and timely responses."

– DR. WISANU CHAROENKUL, OWNER, [LAKE HILLS ORTHODONTICS](#)

"I was looking for a way to stand out from other real estate agents in the Seattle area. Working with Pia and the Fingerprint Marketing team, we developed a consistent brand presence and put together a website using photos I took to attract my ideal clientele. And with IDX Integration (real estate software), I don't have to worry about managing my website. I get peace of mind in knowing it will automatically stay up-to-date."



– TONY BUTZ, [TONY BUTZ REAL ESTATE](#)

WEBSITE CARE & MAINTENANCE

LET US DO IT ALL – FROM DEVELOPMENT TO SECURITY TO SITE UPDATES AND MORE!

Your website is like an online salesperson that never sleeps. And with proper support, your website can draw in the right customers 24/7.

We offer you options, because as your business grows, so will your need for support. Unlike other web maintenance plans, there are no long-term contracts and no hassles. You get the level of service you need for as long as you need it.

Our support packages include activities like:

- Secure off-site backups for your website and database
- Regular updates for your custom theme, plugins, and WordPress version
- Marketing with done-for-you blogs, newsletters, and social media promos
- Monthly site customizations based on Google Analytics reports
- Site speed optimization for page one ranking.

With everything handled for you, it frees you up to work on the things you love and do best while saving you money and helping you stay ahead of your competition.

BRANDING & GRAPHIC DESIGN

IF YOU NEED A COMPLETE BRAND OVERHAUL OR JUST A LITTLE TWEAK, LET US HELP YOU CREATE A STRONG PRESENCE.

Having a nice-looking website is no longer enough. Making occasional updates on your Facebook and Twitter feeds won't allow you to effectively compete in a noisy digital space.

Fingerprint Marketing will refine your messaging, logos, web design, and social media presence and mesh them to produce highly effective branding that will connect emotionally with customers and keep them coming back again and again.

We help you become unforgettable by:

- Taking stock of where you are now, where you want to be, and what's most important
- Refining or rebuilding a cohesive brand that helps you connect with new customers
- Clarifying your messaging so that it drives engagement and transactions
- Creating a set of communications that revitalize your marketing and social media
- Preparing you and your team for next steps



"They have been patient with me, explaining things that are foreign to me and helping me through the process – sometimes pushing just enough to get me going in the right direction. They have already done the research on things like scheduling programs and apps so I don't have to. I like working with a bunch of knowledgeable creative women too. Overall it was a good experience!"

– CARRIE BIXEL, [BIXEL LAW](#)

ONGOING MARKETING STRATEGY

LET'S FACE IT: YOU'RE TOO BUSY RUNNING YOUR BUSINESS TO CONTINUE HACKING YOUR MARKETING STRATEGY.

And right about now, having an entire marketing team in your back pocket so you can focus on what you love to do most sounds amazing.

That's where our ongoing marketing comes in. It's like having your own personal marketing entourage to help you be seen and heard by all the right people. From handling all the fine details to achieving explosive results, **we've got you covered.**

Our full-service marketing package includes everything from strategy calls to website design to social media and everything in between.

The best part? You get to customize the package that's right for your business - you only pay for the game-changing services you need.

Ongoing Marketing is perfect for you if:

- You know exactly who your best customer is and you're ready to work with more of them
- You're busy growing your business and you're comfortable delegating to a team that will focus on your brand while you spend time and energy on what you love to do
- You want one point of contact who keeps their finger on the pulse of your marketing strategy instead of spending tons of time communicating with a copywriter, graphic designer, developer, social media strategist, and project manager
- You're looking for marketing strategy that's as unique as your fingerprint



"I have been using Fingerprint Marketing for our ongoing marketing for over three years now. Our business volume and revenue has increased by 187% since we began trusting Fingerprint Marketing with our business. They are always marketing our business even when I don't have time to think about it."

– NATE BEAN, FOUNDER & OWNER, [INTEGRITY AUTO REPAIR & MAINTENANCE](#)

"Running my own company takes more time than I ever imagined. It was a relief to start working with Pia's team, especially when I realized I could hand everything over to them with full confidence. My company has grown 80% since I started working with Fingerprint Marketing. I used to spend hours agonizing over marketing. Now I let the experts handle it!"



– KIRSTEN O'MALLEY, FOUNDER AND OWNER, [PACIFIC LEARNING ACADEMY](#)



"I had the opportunity to work with Pia and highly recommend her online marketing method sessions! During our session, we looked through my company's website, blog, and social media pages and she provided valuable feedback, creative ideas, and changes. Many of these changes were small but made a huge impact on our growth/outreach. Her knowledge and expertise is second to none, and you can tell she truly loves what she does! If you want to get the most out of your business' online marketing, look no further. Pia and Fingerprint Marketing will not disappoint!"

– BRITLYN GARRETT, [SPEEDPRO IMAGING](#)

Are you ready for an
unforgettable online presence
that's as unique as your fingerprint
and as easy to manage?

Get started with Pia at
[FINGERPRINTMARKETING.COM](https://www.fingerprintmarketing.com)