



From data collection to the final creative work in only 4 weeks.

The only way to give any worthwhile consulting advice is to have a deep understanding of the problem, situation, or opportunity beforehand... This is what the RDLB Workshops are all about!

It is common for a client to ask for a social media campaign when they first walk through the door. But as soon as we ask specific questions about what they need, we get silence!



WEEK #1

Data Collection:

We need to have a profound understanding of your business, your goals, challenges, needs, and values. So be prepared to answer a ton of questions ranging from:

- What are your marketing goals?
- What tactics provided you your highest ROI?
- How do prospects find your products?
- What marketing done by a competitor made you jealous?
- What misperceptions do people have about your brand?
- What is keeping you up at night?

The answers will help us provide you with better results and help nourish our client-agency relationship.

WEEK #2

Learning Curve:

After gathering all your data, we will start the discovery process by analyzing the market, learning from your competitors - what has worked and what has not - and understanding people's behavior towards the product category. If it is needed, we will buy specific studies to go deeper. With all of this information, we will understand:

1. *The problem*
2. *The opportunity*
3. *The competitive advantage*

WEEK #3

Creative Work:

Our copywriters, graphic designers, and art directors will work on turning everything that we've learned about your brand and your business into relevant and likeable communication pieces that may include: logo/brand design, website look & feel, social media posts templates, packaging design, print ads, and any other materials if needed.

WEEK #4

Submit and Adjust:

At this stage, we will present you the brand strategy and the creative communication pieces. After your initial feedback, we will make the necessary adjustments, addressing any comments or demands you may have.

At the end of this process, you are going to have a precise definition of your brand tone and character and how it should look and work in almost any media. From there on, we can define next steps to envision the future and how we should approach it.

RDLB.Agency services include corporate and product revamping, marketing strategy, competitive analysis, brand positioning, graphic design, creative content, and more importantly, brand storytelling.

RDL*B

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