

Positioning & Scope

- Approval of quick-fixes + access to Wordpress
- Review road map + discuss course of action
- Discuss specifics of desires for the future website
- Define marketing strategy + social media content



Tier One Graphics

Vinyl adhesives for vehicles. Fabrication & installation
tieronegraphics.com
@tieronegraphics

Quick-Fixes

General Cuts + Additions

- Dead Links
- Edit Language
- Missing Photos
- Optimize Photos for Web
- Add Rough Pricing Models
- Organize Pages in Nav Bar
- Update + Remove Wordpress Plugins
- Improve Site Health / Performance [Site is Optimal / Good]

SEO

- Run SEO Audit
- Research Search Words for Industry
- Cross Reference Words + Data Points with AI
- Update Slugs + Meta Tags
- Rewrite Copy on all pages+ blogs for SEO
- Create blogs for the next month for SEO + Company Initiatives
- Re-Run SEO Audit [Increased score by 67% - 92% total]

Marketing Strategy

Pay Per Click — Google Ad Campaign, Meta Ads

Third Party Websites — Yelp, Google Business, Local Directories

Social Media — Instagram, Facebook, LinkedIn, Twitter

Discovery — Benchmark Tier One Graphics + Local Direct Competitors sites + media (vinyl wrap, copy, sign, graphic, shops/studios)

Services

We help you build a strong marketing presence for your business by creating eye catching, effective, and lead generating vehicle wraps, lighted and non lighted signage, banners, wall graphics, logo design, business cards, posters, and other marketing / promotional products.

Desirables

Future Site Social Media ETC.

- Create Brand Video highlighting team, process, & unique selling position. This is for splash.
- Update branding without losing sight of original brand. Present three options to take the Brand in.
- Create multi pronged marketing strategy & weekly schedule including Blogs, social media posts, Paid Ads.
- Improve site search placement on google & restructure home, about, contact, & services page.
- Make mockup of home page & social media that instills trust & drive sales

Road Map

Overview

QUICK-FIXES>BENCHMARK, POSITIONING, STRATEGY, DISCOVERY>DESIGN STANDARD APPLICATION TO WEBSITE, STYLE DIRECTION>WEB DESIGN, WIREFRAME, DIGITAL MOCK-UPS>FINAL APPROVAL, BUILD, LAUNCH, SOCIAL MEDIA UPDATE

Week 1

Discovery

Week 1

Quick-Fixes

Week 1-2

Brand Application + Mock up Approval

Week 2-3

Web Design + Social Media

Week 4

Launch & Announcement

Scope June 2023

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Notable Brands

Home Depot, State Farm, Nissan, Staples, Aldi, Bud Light, REMAX, Sweet Dreams Mattresses, Firehouse Subs, Jimmy John's, Planet Fitness, Boost Mobile, Sprint Mobile, Red Bull, Blumenthal Performing Arts, CLT Metro Credit Union, Make-a-Wish, PDQ, ARC, Sycamore Brewing, Noda, Brewing, Hardee's, BJ'S

Discovery

Tier One Graphics - Specializes in high-quality vehicle wraps, signs, graphics, and banners for businesses.

Tier One Graphics is a leading provider of high-quality vehicle wraps, signage, and custom graphics. With nearly two decades of experience in the industry, they have built a strong reputation for delivering exceptional products and services to businesses of all sizes. Some key aspects to know about the company:

Comprehensive Services: Tier One Graphics offers a wide range of services to meet various branding and advertising needs. Their services include vehicle wraps, fleet graphics, interior and exterior signage, wall murals, trade show displays, banners, decals, and more. They have the expertise to handle projects of any scale, from individual vehicles to large-scale corporate branding initiatives.

Custom Design and Printing: The company has a dedicated team of graphic designers who work closely with clients to create custom designs that align with their brand identity and messaging. They utilize advanced design software and printing technology to ensure precise and vibrant graphics that make a lasting impression.

Quality Materials and Installation: Tier One Graphics is committed to using high-quality materials for all their projects. They source top-notch vinyl films, inks, and substrates to ensure durability, longevity, and visual appeal. Their experienced installation team ensures that every wrap or signage is installed with meticulous attention to detail for a flawless finish.

Client Satisfaction: Tier One Graphics places a strong emphasis on customer satisfaction. They strive to understand their clients' unique needs and goals, providing personalized solutions that meet their expectations. Their team maintains open communication throughout the project, ensuring transparency and delivering results that exceed client's expectations.

Industry Recognition: Over the years, Tier One Graphics has garnered recognition and accolades for their exceptional work. They have received awards and certifications that reflect their commitment to quality, innovation, and customer service.

Community Involvement: Tier One Graphics actively engages with the local community and supports various charitable initiatives. They believe in giving back and making a positive impact in the areas they serve.

Overall, Tier One Graphics stands out as a reliable and reputable company in the signage and graphics industry. With their expertise, dedication to quality, and focus on customer satisfaction, they continue to help businesses elevate their brand visibility and make a memorable impact



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Selling Points

Unlock the Power of Print with Tier One Graphics: Elevate Your Brand and Engage Customers.

At Tier One Graphics, we turn your dreams into reality. As a leader in the vehicle wrap and signage/print industry, we bring your vision to life. From stunning vehicle wraps to eye-catching signage and high-quality printed materials, we help you put your best brand forward and create memorable connections with your customers.

Make an Impactful Customer Experience with Print. Print materials play a crucial role in making a lasting impression. Our custom printing services at Tier One Graphics are designed to set you up for success and make your business stand out. Our high-quality printed materials reflect the exceptional service and standards your organization upholds, establishing the credibility needed to build a loyal customer base.

Captivate Your Audience with Eye-Catching Prints. In today's competitive market, your marketing materials need to grab attention and leave a lasting impact. At Tier One Graphics, we produce crisp, vibrant, and eye-catching materials that demand attention. Whether it's vinyl wraps, business cards, banners, or any other printed collateral, our experts ensure every detail is perfected to make your brand shine.

Your One-Stop Shop for Printing Excellence Choose Tier One Graphics as your trusted partner for all your printing needs. We offer a comprehensive range of services, including vehicle wraps, signage, and various print solutions. With state-of-the-art technology and skilled professionals, we deliver exceptional results that exceed your expectations. From concept to completion, we provide the highest level of craftsmanship and customer service.

Elevate Your Brand's Visibility with Tier One Graphics Don't settle for ordinary when you can achieve extraordinary. Trust Tier One Graphics to elevate your brand's visibility and make a lasting impact in the minds of your customers. Our expertise in the vehicle wrap and signage/print industry, combined with our commitment to quality and customer satisfaction, sets us apart as the premier choice for all your printing needs.

Convenience and Customization at Your Fingertips Experience the convenience and customization of Tier One Graphics. Our seamless and user-friendly platform puts you in control of the entire printing process.

Trust Tier One Graphics for exceptional convenience, customization, and outstanding results. Contact us today to unlock the power of print and bring your brand vision to life through our cutting-edge printing solutions.

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Competitor Benchmark

<https://lknsigns.com/>

Classification: Auto & Vehicle

Distance: 12 miles away

Description: LKN Signs offers custom signs, vehicle wraps, graphics, banners, and trade show displays. Socials, project work, un-scheduled.

www.alphagraphics.com

Classification: Copy Shop

Distance: 2.1 miles away

Description: Alpha Graphics is a copy shop providing a range of printing and copying services. Socials, corporate stock photos & promos.

<https://kwikkopy.com/>

Classification: Copy Shop

Distance: 2.8 miles away

Description: Kwik Kopy is a copy shop, they offer printing and copying services. Socials, N/A

www.idpwraps.com

Classification: Graphic Design Studio

Distance: 2 miles away

Description: IDP Wraps is a graphic design studio. They specialize in vehicle wraps and graphics. Socials, N/A

www.sirspeedy.com

Classification: Sign Shop

Distance: 8 miles away

Description: Sir Speedy is a sign shop offering a range of sign and printing services. Socials, N/A

www.fastsigns.com

Classification: Graphic Design Studio

Distance: 9.7 miles away

Description: Fast Signs is a graphic design studio. They specialize in signage and graphic design services. Socials, N/A

<https://www.artisansignsandgraphics.com>

Classification: Graphic Design Studio

Distance: 2.8 miles away

Description: Artisan Signs & Graphics provides custom signs, banners, vehicle wraps, and graphics for businesses. Socials, project work, un-scheduled.

www.speedpro.com

Classification: Sign Shop

Distance: 1.5 miles away

Description: Speedpro is a sign shop. They offer a range of sign and printing services. Socials, good, but hasn't posted since 2021.

<https://heritageprintingcharlotte.com>

Classification: Copy Shop

Distance: 20 miles

Description: Heritage Printing specializes in a variety of printing products and services, catering to corporate and religious sectors. Socials, professional, good, religious, consistent.

<https://charlottevehiclewraps.com/>

Classification: Vehicle Wrap Shop

Distance: 29 miles

Description: Charlotte Vehicle Wraps specializes in vehicle wraps, graphics, and decals for personal and commercial vehicles. Socials, on point, uses trending music, but posts inconsistently.

Tier One Graphics

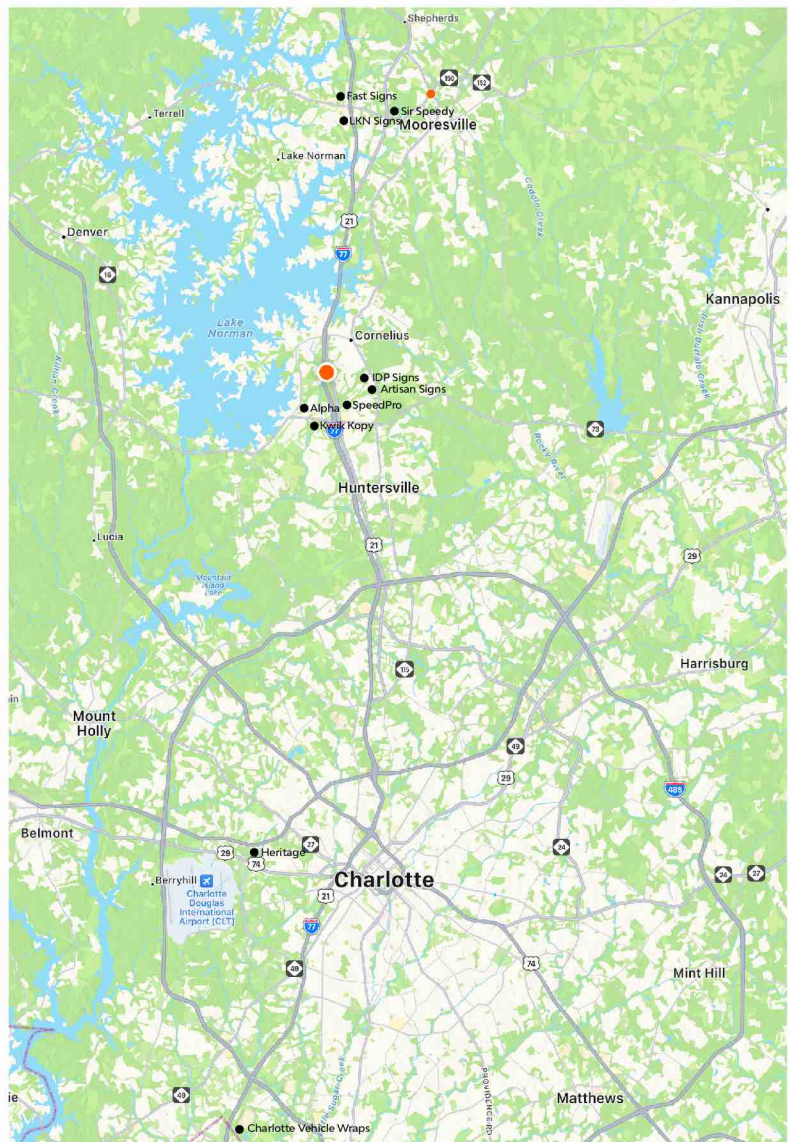
Selling point / Differentiator:

High-Quality Printing and Graphics: Tier One Graphics is known for delivering top-notch printing and graphics solutions. Their commitment to quality ensures that their clients receive exceptional results that make their brand stand out.

Extensive Experience: With over 20 years of experience in the industry, Tier One Graphics has accumulated a wealth of knowledge and expertise. Their team of professionals understands the intricacies of printing and graphics, allowing them to provide tailored solutions that meet the unique needs of each client.

Innovative and Customized Approach: Tier One Graphics takes a creative and personalized approach to every project. They work closely with their clients to understand their objectives, brand identity, and target audience, enabling them to create custom designs and materials that effectively communicate their clients' messages.

Attention to Detail and Customer Satisfaction: Tier One Graphics prides itself on its attention to detail and dedication to customer satisfaction. They go the extra mile to ensure that every project is executed with precision, and they prioritize open communication and collaboration with their clients to ensure their vision is brought to life.



* Excluded comps. that were not focused on B2B, broken/outdated websites, only specialized in a singular service, corporatized chains a B2B would likely not go with. Included other comps outside of our direct customers to serve as examples when rebuilding website, socials, branding. Orange markers are Tier One Graphic markers.

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TIER ONE GRAPHICS

EST. 2013
TIER ONE GRAPHICS
NC 28031

#1
GRAPHICS

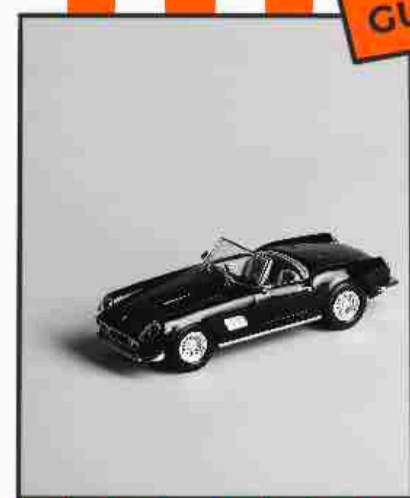
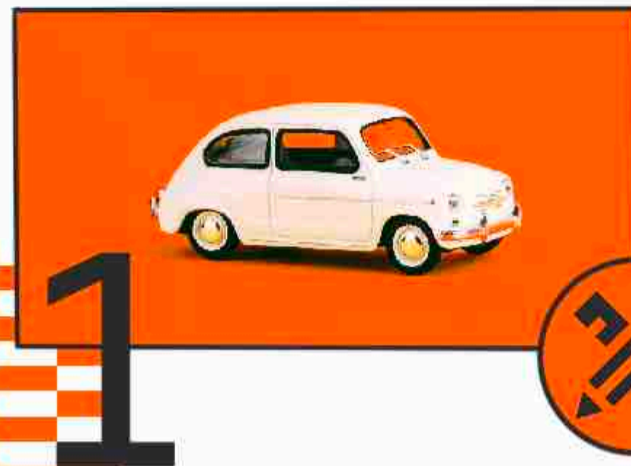
CORNELIUS
704.997.8230
18625 STATESVILLE RD, SUITE D10
CORNELIUS, NC 28031

From Design - Print - Install

In house quality VEHICLE WRAPS

We help you build a strong marketing presence for your business by creating eye-catching, compelling, and lead-generating signs, wraps, and other large format printing applications that leave a lasting impact.

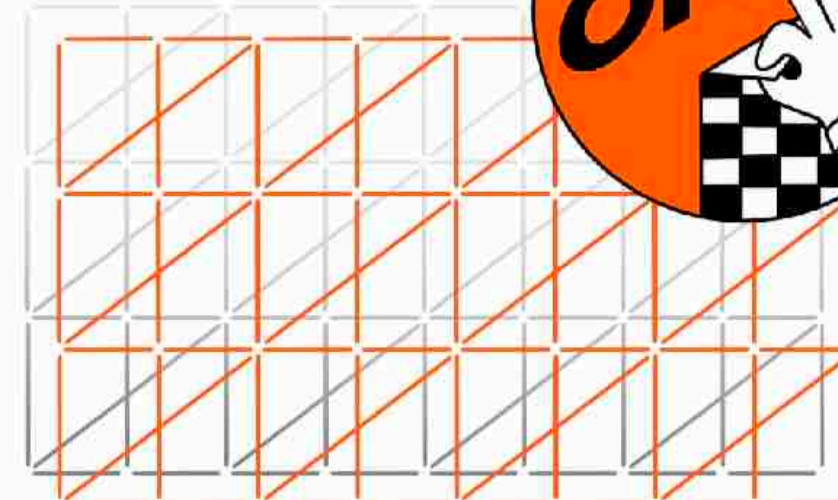
At Tier 1 Graphics, we are dedicated to helping businesses enhance their printed marketing efforts for amplified brand awareness and increase sales potential. With a passion for delivering results, our team provides innovative solutions that elevate your company's visibility and drive success.



3M
WARRENTY
GUARANTEE

THE BOOST YOUR
BUSINESS
NEEDS
WWW.
TIERONEGRAPHICS
.COM

QUALITY
SIGNS
WRAPPS
BANNERS
POSTERS
BRANDING



GRAPHICS

As an authentic in-house design, print, and installation facility, Tier One Graphics sets itself apart. Unlike other companies that offer only one or two of these services, we provide the complete package. This comprehensive approach is essential to ensure every step of the process is handled efficiently, on time, and exactly how you want.

Our ability to offer all three services instills confidence in our customers, as they know they are receiving the best price coupled with exceptional service. At Tier One Graphics, we let our work speak for itself. The quality we deliver is what distinguishes us as the leading large format printing company in the industry. Our quality is why we believe Tier One Graphics is the Best Large Format printing company around!

CONTACT TODAY



TIER ONE GRAPHICS



3M
QUALITY
IS OUR MISSION

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CONTACT US

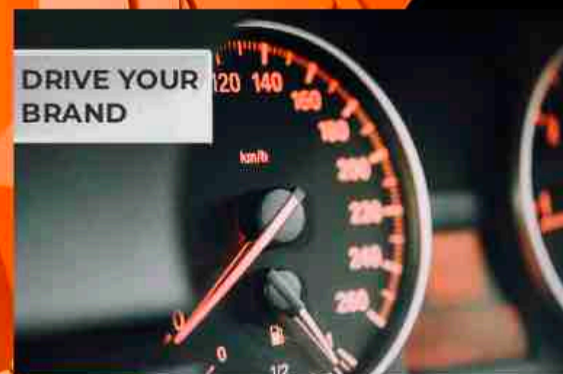
QUALITY ONE

SIGNS - BANNERS - VIN

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DRIVE YOUR
BRAND



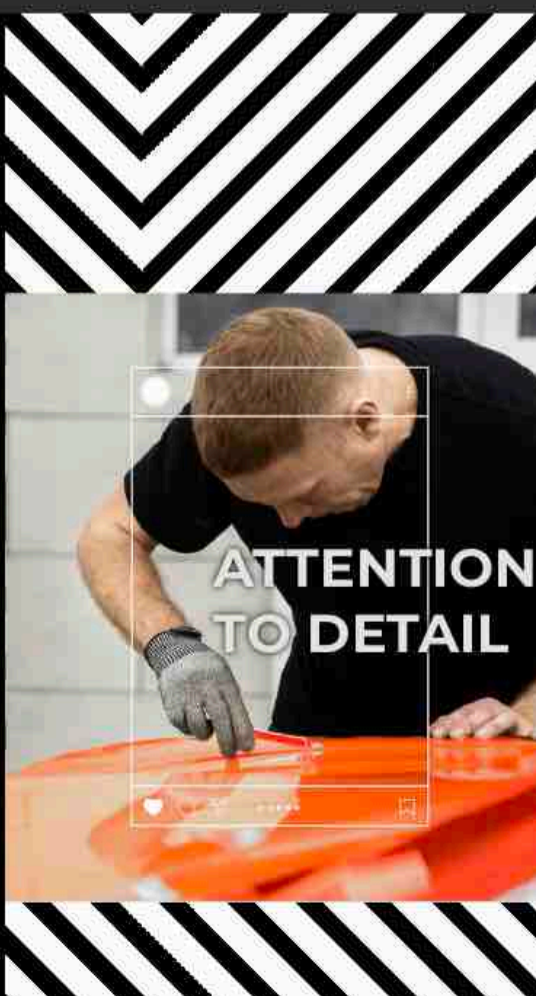
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TIER ONE GRAPHICS

CONTACT US



DESIGN
PRINT
INSTALL

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QUALITY ABOVE ALL ELSE ONE

Social Media Standard

Design

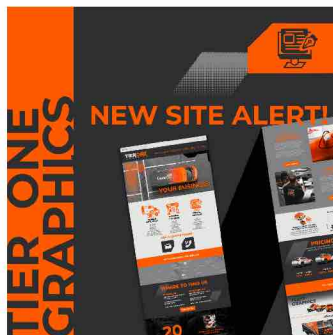
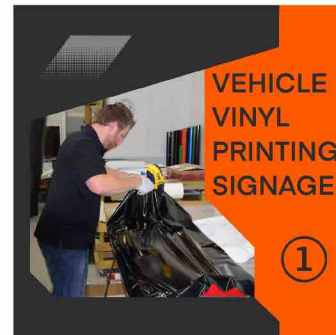
I wanted our social media to be a pseudo portfolio of the completed services by Tier One. While still engaging to users through design and photography. On twitter and Facebook, posts will be seen individually, Instagram will show them all together creating a mosaic.



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SOCIAL POSTS



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Marketing Master

Channels

Pay Per Click — Google Ad Campaign, Meta Ads

Third Party Sites — Yelp, Google Business, Local Directories

Social Media — Instagram, Facebook, LinkedIn, Twitter

Strategy

Posting regularly on different platforms, we maintain a consistent online presence that keeps Tier One Graphics top-of-mind for our target audience. Consistency builds brand recognition and fosters trust and credibility. Visual content is key in the vehicle wrap and signage/print industry. By utilizing graphics, photos, and videos, we captivate our audience and showcase the quality and creativity of our work. Visual content is highly shareable, increasing our potential reach and virality. Informative and Educational Content: Through our blog posts, we provide valuable insights, industry tips, and educational resources. This positions Tier One Graphics as a thought leader in the industry, building trust and credibility with our audience. Each social media platform has its own unique user base and purpose. By tailoring our content and using relevant hashtags, we can target specific audiences interested in vehicle wraps, signage solutions, printing services, graphic design, and business branding. Engaging Social media platforms allow us to engage directly with our audience, respond to inquiries, and foster conversations. This builds relationships and customer loyalty, encouraging repeat business and positive word-of-mouth. By incorporating relevant keywords and sharing blog posts on social media, we improve our search engine optimization (SEO). This helps potential customers find us more easily when searching for vehicle wraps, signage solutions, or printing services.

Through our consistent social media presence and engaging content, we increase brand awareness and reach a broader audience. Social media platforms provide the opportunity for content to be shared and go viral, amplifying our brand message and expanding our reach beyond our immediate network. By consistently providing valuable content, showcasing our expertise, and engaging with our audience, we build trust and credibility in the industry. This positions Tier One Graphics as a reliable and reputable choice for vehicle wraps, signage solutions, and printing services. The value of this comprehensive social media and marketing strategy, Tier One Graphics can effectively elevate brand awareness, engage with the target audience, and drive business growth. The combination of visually engaging content, informative blog posts, strategic use of hashtags, and active community engagement will position us as industry leaders and trusted partners for all vehicle wrap and signage/print needs.



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Schedule

MON — graphic post featuring a job or informational on all social platforms.

TUE — Send standard or seasonal email campaign monthly.

WED — Blog Post, feature blog on all other social platforms.

THU — Post feature reel on Facebook/Instagram bi weekly.

FRI — Graphic post featuring a job or informational on all social platforms.

Hashtags

Instagram:

#VehicleWraps: Showcasing our expertise in vehicle wraps and reaching individuals interested in vehicle customization.

#SignageSolutions: Highlighting our wide range of signage solutions and targeting businesses in need of professional signage.

#PrintServices: Emphasizing our printing capabilities and attracting individuals and businesses seeking high-quality printed materials.

#GraphicDesign: Engaging with the graphic design community and demonstrating our creative prowess.

#BusinessBranding: Focusing on brand identity and attracting businesses looking to enhance their brand image.

Facebook:

#CustomSigns: Showcasing our expertise in creating unique and customized signage solutions.

#WrapYourRide: Highlighting the transformative power of vehicle wraps and targeting car enthusiasts.

#PrintMarketing: Demonstrating the effectiveness of print marketing materials and attracting businesses seeking printed collateral.

#GraphicSolutions: Emphasizing our graphic design capabilities and appealing to businesses in need of creative solutions.

LinkedIn:

#BusinessPrinting: Targeting professionals and businesses seeking high-quality printing services.

#CorporateSignage: Showcasing our expertise in creating impactful signage solutions for corporate environments.

#IndustryInsights: Sharing valuable insights and industry trends to engage professionals in the signage and printing industry.

Twitter:

#VehicleWrapExperts: Positioning ourselves as experts in the vehicle wrap industry and attracting individuals interested in vehicle customization.

#SignageDesign: Showcasing our design expertise in creating impactful signage solutions.

#PrintQuality: Highlighting our commitment to delivering high-quality print materials.

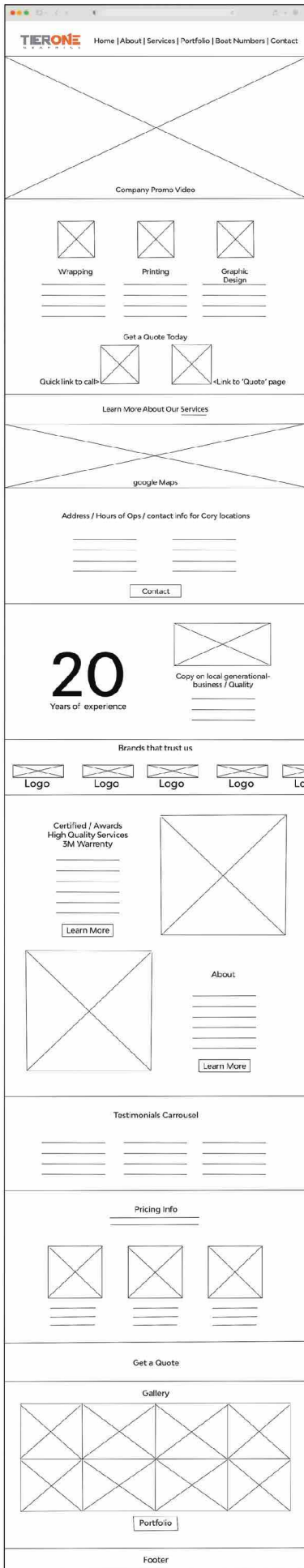
#GraphicArts: Engaging with the graphic arts community and sharing industry-related content.

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Home Wireframe

Strategy + Why



Navigation

Splash

Services

Location/ Contact

Years of experience/ Brand Story

Brands worked with

Certification/ Quality/ About

Testimonials

Pricing

Portfolio

Content Overview + Structure for Home Page

Header Section (including video splash): The header section is placed at the top to immediately capture the attention of visitors. The inclusion of a video splash can engage and create an impactful first impression. This section serves to introduce Tier One Graphics and convey a sense of professionalism and creativity.

Core Services Section: The core services section follows the header to highlight the main offerings of Tier One Graphics: Printing, Wrapping, and Designing. This section is strategically placed to emphasize the primary services provided by the company, ensuring that visitors quickly understand the key areas of expertise.

Get a Quote Today: The "Get a Quote Today" button is prominently displayed, allowing visitors to easily access a quote request form. This encourages potential clients to take action and engage with Tier One Graphics. Additionally, it provides a convenient way for visitors to inquire about services, generating leads for the business.

Location and Hours of Operation: Providing location and hours of operation information is crucial for local businesses. Placing this section on the home page allows potential clients to quickly identify if Tier One Graphics is within their vicinity and to know when the business is open. Including a two-column layout with a map further enhances user experience and provides convenience.

Contact Information: The contact information, including the phone number and email, is placed prominently on the home page for easy access. This ensures that visitors can quickly reach out to Tier One Graphics for inquiries or further information, improving customer communication.

Years of Experience: Highlighting the 20 years of experience in a prominent position establishes trust and expertise. This information assures potential clients that Tier One Graphics has extensive industry knowledge and a track record of delivering high-quality services. It also emphasizes the local aspect and generational history, which can resonate with local customers.

Brands Worked With: The slim bar carousel displaying logos of brands worked with demonstrates credibility and expertise in serving well-known and reputable clients. This section helps build trust with potential clients who may be looking for a reliable and experienced provider for their printing and wrapping needs.

3M Promise: The inclusion of a section dedicated to quality, partnerships with Avery and 3M, and a link to the 3M warranty showcases Tier One Graphics' commitment to delivering top-notch products. This section emphasizes the company's dedication to using high-quality materials and can boost SEO by associating the brand with reputable partners.

About Section: The brief about section allows potential clients to get a glimpse of the team and learn more about Tier One Graphics. It serves as an introduction to the company's values, expertise, and services. Including key service information from the business card in this section provides a concise overview for visitors.

Testimonials Carousel: The testimonials carousel featuring reviews from Google and Yelp is strategically placed to build trust and credibility. Positive reviews from satisfied customers can influence potential clients' decisions and enhance the reputation of Tier One Graphics. This section also contributes to SEO by showcasing the company's positive online presence.

Pricing Information: Including pricing information or a button to request a quote allows potential clients to have an idea of the cost involved. Collaborating with Brandon to determine rough pricing ensures transparency and assists visitors in assessing the feasibility of working with Tier One Graphics. The "Get a Quote" button in this section encourages lead generation.

Gallery Photos: The gallery photos section showcases visuals of completed projects, utilizing social media images. This allows potential clients to see the quality and variety of work Tier One Graphics has done. It also enhances the visual appeal of the home page and engages visitors with captivating imagery.

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