

Happy Ants Interior Architecture & Design Apprenticeship Proposal

Needed tasks (How can we market Happy Ants?): Internally (within website) and/or externally (using resources as an extension of the website for exposure, such as social media)

Content Marketing — video editing/production (promotional videos with or without narration; providing montage of interior/exterior design styles, previous work and step-by-step consultation via website and/or from YouTube/Dailymotion/Vimeo channels); creating a blog/article (maybe monthly), copywriting (advertising strategy)

Graphic Design — infographics, visual ad creation including banners to be placed on website or via social media, see below; revamping the services page by illustrating a flowchart with arrows and symbols; “translate” text on the website to video and graphics

Social Media Promoting — Facebook, LinkedIn, Instagram/Pinterest (pages promoting business with active posts and links to blogs (“here are the architectural reasons why businesses succeed in bringing customers based on atmosphere/ambience/decor/design choices...)); unified branding on each platform to cater to different readership sources)

Tactics (suggestions):

> **Email Marketing** - customized design under a unified brand alongside website via mailchimp; updates for subscribers on new content (blogs, vlogs, podcasts on design and energy tips) [partially accomplished], **lead magnet placement (digital leaflet)**

> **SEO** - search engine optimization (Google My Business/responsive website [both already accomplished], **YouTube channel setup, blog setup, podcast setup**)

> **SEM & SMM** - search engine & social media marketing - **paid advertising on various platforms (i.e. Google Adwords, Facebook Ads, LinkedIn + ad placement); amass a following: readership/listenership, posts relating to business on Facebook and LinkedIn: sharing article excerpts, links to podcast or videos, etc.**

Promo video: HappyAnts Ad — voice over transcript:

George: “A physical environment has such an important impact on life. A beautiful environment adds to our well-being, providing us feelings of happiness and positivity.

At Happy Ants, we strive to design your living or commercial space creatively and energetically, with emphasis on ergonomic quality.

We understand how the comfort of a space can make you feel both relaxed and proud to show, even share a welcoming atmosphere.”

[below, insert video of Stavriana talking to the audience]

Stavriana: “When you assign us the design of your physical space, you will love what we can do for you.” **Here are the areas we help in (not used):**

[below, insert montage of Stavriana’s previous projects — they can be photos or videos (not used); stock sources may be used? (not considered)]

George:

Increasing your life quality — with only positive emotions while interacting within your space which has all the features and objects you like.

Being energetic and motivated — to work in your environment that is designed with the correct ergonomic and comfort specifications.

Increasing your clientele — because your working environment reflects your company’s identity and visions. A well balanced and harmonious space makes for a powerful first impression and return visits to come.

Saving money — by helping you make the most suitable choices for the use of your space, which guarantees long term use and easy maintenance.

Saving you energy and headaches — by allowing us to deal with all the burdens which come with building or renovating your space.

And finally, **Saving you valuable time** — because everything is well organized in your space and easy to find and maintain.

“At Happy Ants, our work is the mixture of design, culture & technology made unique, through your personal desires and needs. Our goal is to make you happy with your living or working spaces alike.”

[end montage of Stavriana’s previous projects — transition to photos of Happy Ants business (not considered; logo and project background are used)]

If you would like to consider us to work for you... [this section can be voiced and/or video-recorded by Stavriana]

[show business contact information alongside voice over]

> add call to action and website link annotations on Youtube

Proposed Projects

project 1 — voice over promo video #1

Week 1: promo video script (drafting phase)

Week 2: promo video script recording and video editing draft

Week 3: promo video final version (including revisions)

project 2 — physical leaflet

Week 4: rough draft: adapting website service information, font, color and structural ideation; placing dummy text and photos

Week 5: second draft, high-res photo placement & design revisions

Week 6: final draft, any new additions if needed

mini-project: advertisements

project 3 — digital leaflet, integrate with social media marketing (SMM)

Week 7: rough draft: adapting physical leaflet structure and add content

Week 8: second draft, photo selection & textual revisions

Week 9: final draft, instagram setup, photo album uploads

project 4 — voice over promo video #2

Week 10: promo video script (drafting phase)

Week 11: promo video script recording and video editing draft

Week 12: promo video final version (including revisions)

blog or podcasting setup? (project 5)

search engine marketing in Facebook and LinkedIn + Google (SEM) (project 6)