



*websites*

THAT MEAN

• BUSINESS •



# OUR SCALE? 1:1.

## *We're just your fit.*

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### WE'RE BIG

From humble origins in 2007 we have now grown to a 19-strong team of talented and enthusiastic design, brand and web professionals. We offer advertising, marketing and web production services to everyone from small local business right through to large multinationals and government departments. To ensure quality and consistency none of this work is outsourced – it's all undertaken in our busy, bustling Christchurch design studio.

### WE'RE LITTLE

We don't forget where we came from, and the type of service that led to the success we enjoy now. Like then, we still place the greatest value in the development of long-term relationships with our clients. We focus on their outcomes and do everything within our power to add value to their businesses. Our project manager is an extension of your business, our studio your company's own creative team.

### THE BRASS TACKS

- John and Lisa started Plato back in 2007. They hired someone, then someone else. Now there are 19 of us.
- We are a full service agency and have a dedicated in-house web team.
- We aren't your traditional advertising or web company. For one thing, we've done away with all confusing industry jargon.
- For another, we concentrate on building long-term relationships.
- And we approach all projects wearing our business hat. Our work is about bringing real value and sustainable growth to your company.

# LET'S TALK ABOUT WEBSITES AND

## *how we make everything easy*

We offer a fresh approach to web design and internet marketing – one that's focused on delivering enduring and measurable business results.

So there's no condescending techno-babble and overbearing and obscure references to systems you don't need or want to hear about.

We are here to talk business. Which means talking about how a professionally designed and managed website can grow your brand and increase your online sales opportunity.

### WE DESIGN AND BUILD BASED ON 3 KEY PRINCIPLES

1

That your website can be easily found by the masses.

2

Once it's found, that its design is customised, engaging and enthralling.

3

There's clear navigation to encourage further web enquiries.

# PLANNING, POSITIONING *and processing*

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We start each web project with an in-depth look at the environment you're working in. We then follow this with a series of key developments, the progression of which allows us to deliver a final result that is strikingly unique and consistently effective.

This is generally just the start of our relationship. With ongoing support and statistical guidance we can ensure you get the most from your investment.

## AND HERE'S HOW WE DO WHAT WE DO...

- 1 **Information gathering.** Research into your industry, your competitors and the keyword search terms with which your customers will find you.
- 2 **Concepting.** Customised design delivery with functionality descriptions and website map.
- 3 **Revision.** Honing the design, further research and analysis.
- 4 **Production.** Content developed, website built and test site launched.
- 5 **Population.** Content placed and search data added and analysed.
- 6 **Launch.** Final testing before the big event.

# WEB PROVIDERS AREN'T CREATED EQUAL.

*Some get even less equal as they go along*

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With a little research you'll probably find that measuring the worth of individual web design businesses is a lot like comparing apples and orangutans. Some companies aren't even in the same idiom.

There is no consistent level of service in our industry. Which is a shame. After all, only with a high standard of support do clients get the right return from their investment.

## SOME WEB PROVIDERS WORK

### A LITTLE LIKE THIS

- They don't provide reports and statistics.
- They use cheap, shoddy design templates.
- They insist they know their client's business better than them.
- They don't listen and don't maintain a working relationship.
- And then they disappear once the invoice is paid.

## WE WOULD RATHER

### DO IT LIKE THIS

- We spend the time finding out what you actually need.
- We assign you a dedicated project manager.
- We give you all the information to make the right choices.
- We customise web designs appropriate for your business.
- We stand behind our quotes and timeframes.
- We ensure you get started with the best content.
- We offer full training and ongoing support.
- And we schedule regular meetings post-launch to ensure everything's performing to it's peak potential.



# WE ARE YOUR COMPETITOR'S *worst nightmare*

**WHY? IT'S SIMPLE - WE WANT YOU TO WIN.**

That's why we never produce any website in isolation. We carefully research and analyse your competitors as part of the design and build process. We find out the appeal of your competition. We then position your business to deliver greater appeal. That's fairly simple too.

A little more complicated are the systems we use to make certain your website can be scrutinised, evaluated and positioned correctly. We constantly monitor your site in comparison to

selected competitors, and provide detailed monthly reports on your search engine ranking. We use in-depth analytical tools and monitoring software to give you a competitive advantage, now and in the future.

Without knowing exactly where you stand in the pack, there's no way you can establish the right direction with which to step in front of them. And if your competitors think otherwise, they're dreaming.

# WHY WEB DESIGN *actually matters*

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## DESIGN IS ONE OF THE BIGGEST FACTORS IN HOW PEOPLE PERCEIVE YOUR SITE AND YOUR BUSINESS.

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Great website design provides legitimacy and trust in your company. If your site is well designed your customers are more likely to share, buy, call, email and return again and again to it.

There is a marked difference between website design and other design disciplines – and the skills needed for effective site creation go beyond that of the everyday print designer. Just as you shouldn't accept a company name that sounds bland and forgettable, nor should you settle for uninspiring, template design.

We are a design agency with comprehensive web ability. We will help you create a site that reflects your brand and gives the necessary authority to your online presence and what it can offer.

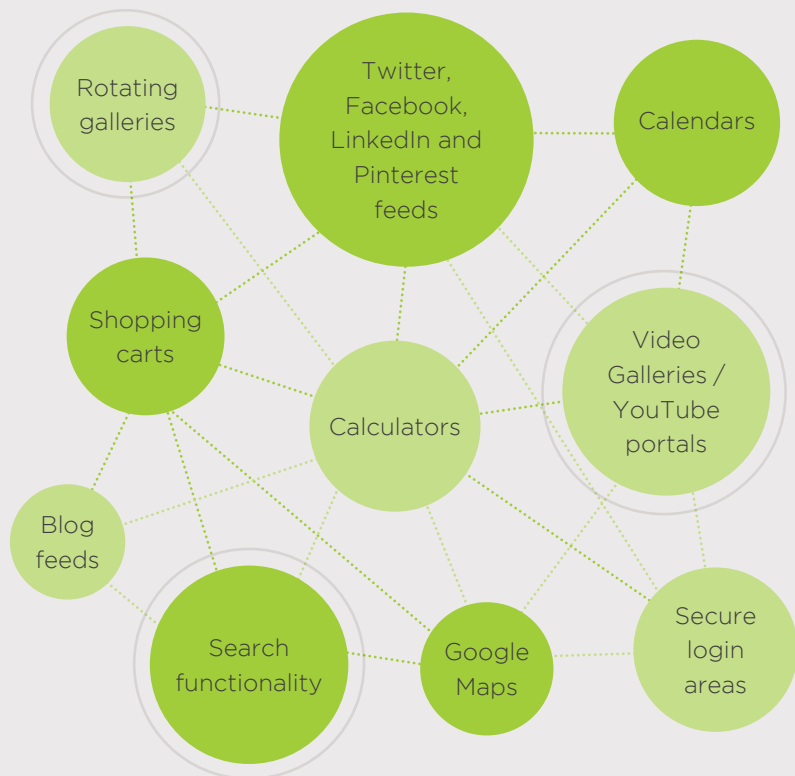


# WEBSITE CUSTOMISATION:

## *The magic of modules*

WE CAN ADD A HUGE RANGE OF DIFFERENT FEATURES TO YOUR WEBSITE VIA MODULE INTEGRATION.

Modules provide additional functionality, links to different services and deliver greater information and content to your customers. They allow your website to naturally evolve and grow with your business. Placing the right modules heightens user experience, encourages greater engagement with your site and, in the process, provides far greater bang for your web development buck.





# E-COMMERCE:

## *One cart to rule them all!*

As retail purchasing behaviour changes so to does how companies position themselves to make sales on the internet.

In recent years this change has seen a massive increase in the prevalence and popularity of ecommerce websites, and current trend analysis point to this being just the tip of the credit card.

There is a huge range of factors to consider when building an ecommerce site. Shipping costs, navigation methods, return policies, list management and search functionality are merely the beginning of the questions requiring well-considered answers. Our expertise in this area will help ensure your business makes the most of this vital new resource.

# CONTENT MANAGEMENT SYSTEMS:

## *Take control*

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Some of our more ethically challenged competitors will lock their client into website platforms that ensure these clients must return with more money every time they want even the smallest change to their site.

Content Management Systems allow clients to access the editing functionality of their site. Which means you can hop on a computer any time and, with an easy-to-use control panel add or delete content. It's quick, easy and, most importantly for you, very cost-effective.

We believe that our customers should be put in the driving seat. So we offer thorough training programmes on how they can utilise content management systems to alter and update their websites.

### WITH OUR GUIDANCE YOU CAN...

**Create** new pages and drag and drop items anywhere in the menu

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**Edit** and style content with Microsoft word processing software

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**Easily** insert links, images and video into the content

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**Copy** and paste content directly from Microsoft Word

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**View** a draft of changes before publishing them live

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**Publish** multiple changes to the site with one click

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**Assign** different user roles and permissions for each page

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# COPYWRITING:

## *The worlds within your words*

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Now more than ever good copy makes the difference between people skimming your site and moving on... or sticking around and buying in.

Your website needs to provoke this initial reaction. It needs to engage with a distinctive tone and deliver all the pertinent information in clear, easily accessible sections. In a time-scarce, information-rich modern environment it needs to provide a unique turn of phrase or memorable sentence to reward the reader.

Initial engagement is built around emotion. People don't normally first consider buying Nikes because of the bullet pointed technical details. They

instead buy into the 'just do it' ethos – a lifestyle of discipline, achievement and freedom that goes far beyond a certain type of impact cushioning rubber.

After this engagement there needs to be a healthy dose of logical rationale. Here, well-honed information hierarchies will lead your potential customer to all the relevant points.

We have a number of procedures for analysing content to ensure it can deliver a high level of search engine optimisation. So people will first of all find your company. Then, when they do, they'll be entertained, informed and rewarded for reading.

### WE FOLLOW FIVE KEY STEPS TO WRITE EFFECTIVE COPY FOR YOUR WEBSITE:

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- 1 Research of your business, your industry and your competition.
- 2 Analysis of keywords and search phrases commonly used.
- 3 Positioning of tone and drafting of content.
- 4 Review and testing of content.
- 5 Final changes and proofing.

# REPORTING:

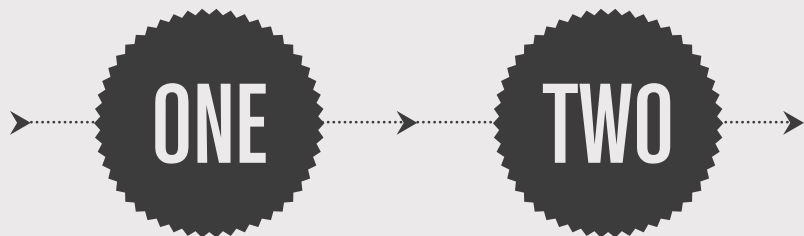
## *The facts on stats*

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Some web companies disappear into the woodwork at about this point. After the glamour and excitement of launching a site they don't want anything to do with what follows.

We have a skilled team ready to help drive customers to your new site. There are many ways we can accomplish this, but it all starts with monthly reporting.

### IT'S A TWO STEP PROCESS & IT GOES A LITTLE LIKE THIS



We can set you up with regular reports on site activity, providing important information such as:

- How many people visited
- Where they came from
- How they got there
- How long they stayed
- What they bought

We can then use this information to plan activity that's sensibly matched to the needs of your business and the site's visitors. For example, we can use this information to direct:

- Search Engine Optimisation
- Social media activity and campaigns
- Adwords
- Advertising
- Email campaigns
- Direct mail

# HOSTING:

## *Reliable, supportive and effective*

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### HOSTING YOUR SITE

Hosting your site with Plato Design Agency provides access to a New Zealand owned and operated shared server managed by our staff. This gives you affordable access to the server many of New Zealand's government agencies, departments and leading online retailers rely on – and a team that's fast, reliable and effective in its support.

### CHEAP AS CHIPS?

The cheap and nasty hosting regularly pop up on the internet. Overseas hosting companies set themselves up quickly – often only with a single server and inadequate back-ups. If this fails you can lose all access to your site and emails. Then there's additional cost for IT support when setting up the site (when we host your site you won't pay these extra fees). For these reasons we would recommend being wary of the cheap as chips deals. They could leave you feeling sick to your stomach.

### CAREFUL ANALYSIS

After careful analysis we've established several different payment options to ensure our clients can choose the most cost-effective approach for their website. We also provide simple packages including domain name annual registration, site visitor reporting and search engine optimisation.

- No ties or contracts
- Annual payment discount
- Monthly payment options
- Multiple website discount

# SEARCH ENGINE OPTIMISATION:

## *Turn up in all the right places*

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There's no point building an incredible website if people aren't going to find it in the first place. When 'Google' is a noun, verb and adjective in modern society the importance of Search Engine Optimisation (SEO) cannot be denied,

We help make sure your online presence is easy to find for those searching through a range of associated words and phrases.

Here, there are a few simple things that ensure potential customers will not only find your website, but find the most relevant information they require. We can provide the following important SEO capabilities for our clients in a simple, effective package.

### WHAT WE CAN OFFER YOU

On-site and off-site SEO to get you started (we'll explain this)

Google Adwords setup and management

Tracked conversion reporting for Google Adword accounts

Google Places optimised accounts

Finder and Wises optimised (free) listings setups

Keyword focused news article with links for launch

Link building via social media via posts on Plato Design's Facebook, Twitter and Pinterest accounts

Recommendations for off-site activity planning (social media)

Social media advertising



# SOCIAL MEDIA:

## *Spread the 'like' and spread the love*

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Social media is vast, intricate playing field. The rules constantly change, the goalposts move and the crowd continues to applaud for more.

Despite these challenges there are a few clear methodologies to employ, both when considering an initial commitment and sustaining long-term engagement. Every

potential channel to your market must be carefully evaluated, and there is no magic bullet. But, with careful development and expert guidance there are considerable rewards to be found.

It's about finding communities, developing audiences and establishing honest, engaging communication. This can't be

a flash in the pan approach - there needs to be dedication and consistency in the tone and execution of any social media development.

We have the requisite social media know-how, so you'll be able to get a good grasp on Facebook, Twitter, Pinterest, LinkedIn and every character in between.

### CONSIDER SOCIAL MEDIA FOR:

1

Increasing  
brand  
awareness

2

Enhancing  
customer  
engagement

3

Establishing  
genuine  
communication

4

Leveraging  
crowds for  
message  
delivery

5

Generating  
new leads and  
networking

6

Increasing  
website  
traffic

# TRAINING:

*Get the skills to control your site*

GIVE A MAN A FISH AND HE'LL EAT FOR A DAY.

*Teach him how to fish and, well... you know.*

We can provide training across a range of disciplines to ensure you can take control of our digital destiny.

With the most user-friendly, intuitive systems we'll also provide the right tools for the job.

We won't just teach you how to fish – we'll deliver the best boat and rod too.

- Content management systems
- Email marketing writing
- Blog development and writing
- Social media content development

# EMAIL MARKETING:

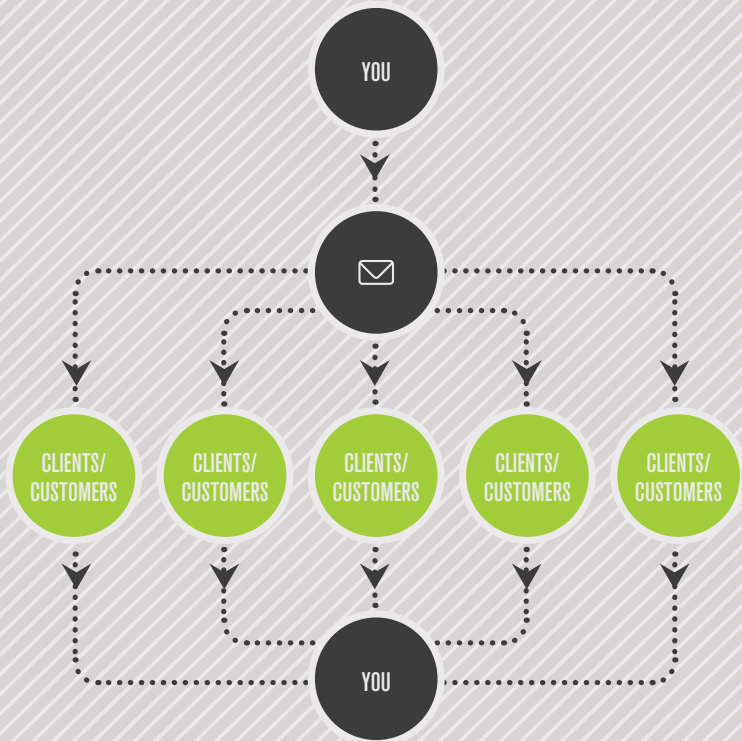
## *Thinking outside the in-box*

### HOW IT ALL WORKS...

In modern society the average consumer is faced with thousands of brand messages each day. Every logo and every ad they see can diminish the impact of the following message.

Effective email campaigns increase consumer education, highlight key offers and, importantly, keep your brand front of mind with your target market. They also can be highly valuable in channelling both established clients and new leads to your website.

PlatoMail provides a simple, economical solution for sending professional emails. We've kept this service extremely cost effective by utilising pay-as-you-go functionality.



## ...AND WHAT YOU'LL GET (OR COULD HAVE) WITH PLATOMAIL

### INCLUDES:

- 1 custom designed template.
- Loading of existing data lists.
- Hosting of all images used in your campaigns.
- Unlimited bandwidth.
- Scheduled or immediate delivery of campaigns.
- Subscriber management and reporting.
- Full delivery with click-thru and open reports.

**ALL FROM AS LITTLE AS  
\$500+GST**

### EXTRAS:

- Additional templates from only \$250+GST.
- Online RSVP forms for invitation templates (\$190+GST).
- Subscribe form added to your website that will automatically link to PlatoMail (\$150+GST - depending on your existing web provider).
- Campaign management - where we can create and send your emails for you.

### PAYMENT

Simply pay-as-you-go for each campaign (with no monthly fees), you've got full control over the cost and the quantity.

If you plan on sending more than 10,000 emails per month we can also offer discounted credits or monthly subscription options.

# WEBSITE MAINTENANCE:

## *Protecting your investment*

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### ON THE WEB, BEAUTY IS ONLY SKIN DEEP.

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You'll generally avoid shopping somewhere that has cobwebs and old, antiquated products in the window (unless you're in the market for second hand cobwebs). The appearance of a website is no different – time needs to be invested to ensure it is fresh and enticing.

This is a very important process but, unfortunately, it is one that many companies still struggle with.

### HOW CAN

#### WE HELP?

The sites we build come equipped with a content management system (CMS). This allows you to make basic updates to the wording and images. We offer training sessions with one of our team to ensure you can start on the right foot with this system. As a result many of our clients update the content on their own sites, providing their businesses with greater SEO capabilities in the process.

### WE GIVE YOU

#### ALL OF THE CONTROL

We choose to build our sites like this because it offers the best balance of function and usability. We can set you up with the tools to maintain your investment, which then lets you make decisions about your budget and plan for updates and additions in the future.

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Hosting.

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Reporting.

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Search Engine Optimisation.

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Social Media integration and activity.

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Online advertising.

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# THE BIG PICTURE:

## *What your website should do*

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There's a lot of variables to consider and choices to make with website development. However, some fundamental rules apply. Regardless of size, scope or subject, your site needs to reach these important standards.

Whether your budget is \$3,000 or \$60,000 these fundamentals are the same. We make sure the sites we build are grounded in this capability while providing unique strengths to go above and beyond.

### **IT SHOULD BE EASY TO FIND.**

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Placing key information in prominent places on your website helps your site to show up in Google searches. Quality code, pages that load well and content that can be regularly updated can all make a big difference to how the site will appear in a search.

### **IT SHOULD BE EASY TO USE AND UNDERSTAND.**

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This is a really important – it can make or break the success of your investment, and the

bigger the site the bigger the challenge. We make navigation simple to ensure there is a clear conversion path. This means potential clients, web savvy or not, can find what they want quickly and efficiently.

### **IT SHOULD CONTAIN RELEVANT, INTERESTING MESSAGES, IN A TONE THAT IS UNIQUE, APPROPRIATE AND PROFESSIONAL.**

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When the page is simply full of text it becomes hard to follow. Quality images and copy make this task easy and enjoyable.

# WHAT NEXT?

## *From here to there*

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### THERE ARE A HUNDRED POTENTIAL PATHS TO TAKE WHEN IT COMES TO DEVELOPING A WEBSITE.

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Don't worry though - with our careful systems, first rate design and emphasis on client service there will be no great leap into the unknown. Instead you'll find an ask-questions-first, shoot-for-the-stars-later approach, one that delivers peace of mind along the journey, incredible results at the destination and a brilliant ongoing business outlook.

### SO, WHAT NOW?

The first step always comes with the first chat. We're ready and waiting to talk things through and welcome your call, email or passenger pigeon message. You'll find we're very easy to get on with - there's none of that geek speak carry-on and confusing advice. We always enjoy meeting up for a cuppa and a simple chat about what you'd like from your website and, as importantly, how we can get you there.

#### So, get in touch today.

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Call us on 03 365 2599

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Email [info@platodesign.co.nz](mailto:info@platodesign.co.nz)

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Drop in to 122 Victoria Street, Christchurch

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thanks  
FOR YOUR  
TIME!

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T

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