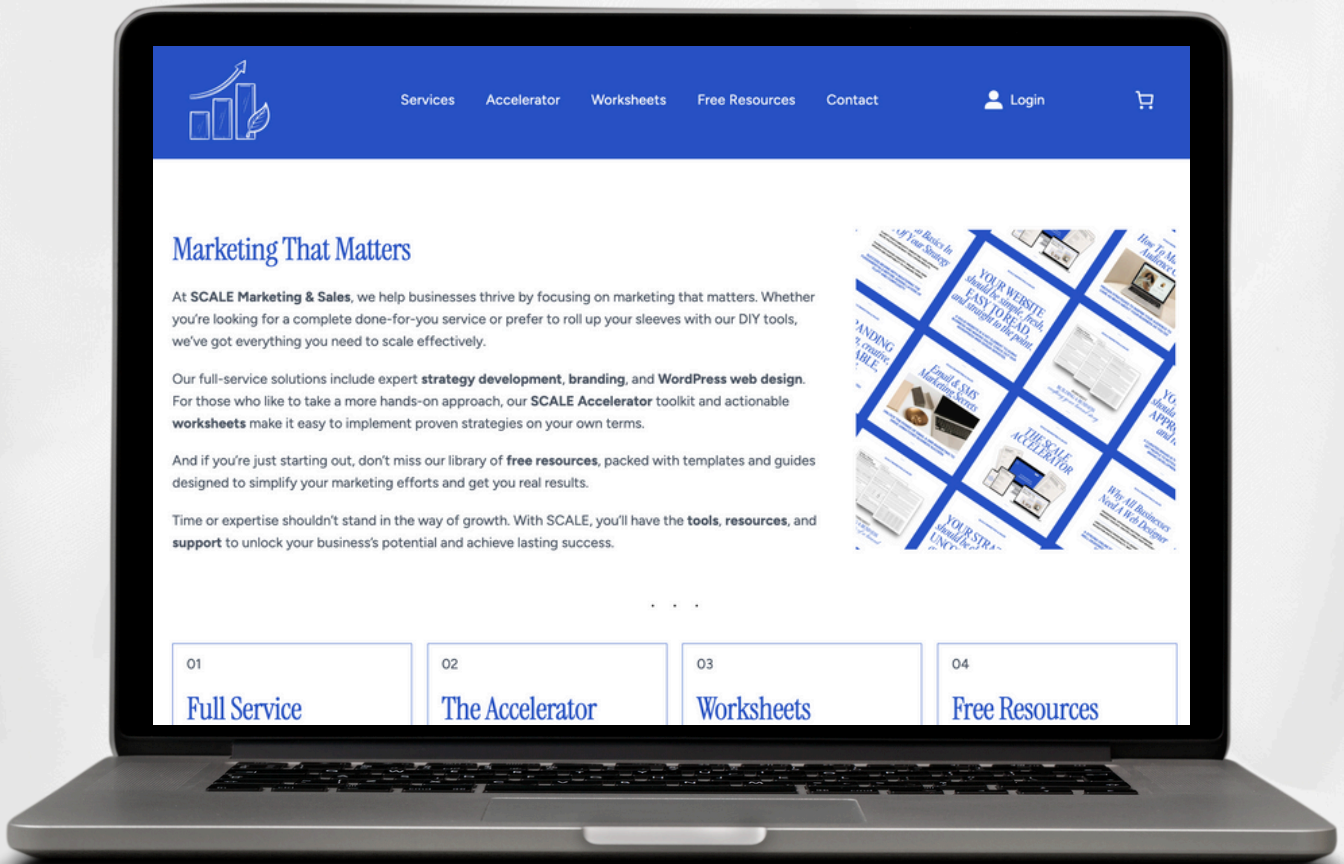


ASHLEY WIXON
MARKETING & DESIGN

Professional PORTFOLIO



WWW.SCALEMARKETINGANDSALES.COM



Work Example

Client: Hue Haus Photography Studio
 These assets were thoughtfully crafted as part of a comprehensive marketing package, uniquely tailored for a new business seeking support in branding, web design, strategy, graphic design, and beyond.

Part 1: Marketing Strategy



Hue Haus
Marketing Strategy
2025

MARKETING STRATEGY

CAPTURING LIGHT, CRAFTING STORIES.

MARKETING GOALS

Hue Haus Photo Studio aims to position itself as the premier destination for couples and families seeking professional photography and videography services. The primary goal is to increase brand awareness and drive bookings through targeted digital marketing, strategic partnerships, and exceptional customer service. Key objectives include:

- Establish a strong online presence through a professional website and active social media channels.
- Generate a steady stream of qualified leads through targeted advertising and content marketing.
- Build a loyal customer base through personalized experiences and exceptional service.
- Expand the studio's reach into new markets and demographics through strategic partnerships and collaborations.

CAMPAIGN GOALS

Campaign Goal 1: Secure bookings for studio rentals and portrait sessions.

Campaign Goal 2: Secure new and returning students for photography classes.

Campaign Goal 3: Secure interest and reservations for local photography events.

BRAND AWARENESS

Objective: Increase visibility and engagement by showcasing the Hue Haus unique and vibrant offerings through a mix of captivating visual content, storytelling, and strategic outreach.

- Visually Stunning Ads:**
 - Platform Focus: Social media platforms like Instagram, Pinterest, and TikTok, where visually appealing content thrives.
 - Creative Elements: High-resolution images, bold color palettes, and creative video ads that emphasize Hue Haus' mission.
- Engaging Blog Posts:**
 - Content Strategy: Write educational and inspirational blog posts that establish Hue Haus as a thought leader in the photography space.
 - SEO Optimization: Incorporate trending keywords to improve search visibility and drive organic traffic.
- Email Series:**
 - Platform Focus: Use email as a direct line of communication to build a loyal community through a personalized email journey.
 - Call to Action: Incorporate exclusive offers, early access to bookings and events, and prompts to follow on social media.

AUDIENCE ENGAGEMENT

Objective: Foster meaningful connections with our audience by creating interactive and immersive experiences that highlight Hue Haus' creativity and expertise.

- Virtual Studio Tours:**
 - Host live virtual tours with 360-degree views to showcase the studio and behind-the-scenes.
 - Include interactive Q&A sessions to engage participants in real-time.
- Social Media Contests:**
 - Feature user-generated content and offer branded prizes to boost participation.
 - Partner with local photographers and influencers for stunning visual campaigns.
- Local Collaborations:**
 - Host on-brand pop-ups or workshops to expand reach and drive foot traffic.


CONVERSIONS

Objective: Turn audience engagement into measurable actions with clear, compelling calls to action and seamless purchasing experiences.



Optimized Landing Pages

Streamlined navigation, clear messaging, and easy-to-use booking forms.



Exclusive Offers

Special discounts and early access to bookings, creating a sense of urgency and exclusivity.



Streamlined Checkout

Simple, intuitive booking process with secure payment options and clear confirmation emails.

MARKETING TEAM

Our marketing team is a multidisciplinary group of professionals, each bringing unique skills that contribute to the overall success of our campaigns. Working together, we ensure that every aspect of our strategy is executed with precision and creativity. Key roles include:

- Creative Director:** Oversees the vision and direction of campaigns, ensuring all elements align with the brand identity.
- Copywriter:** Crafts compelling messages and content that resonate with the target audience and drive engagement.
- Social Media Manager:** Manages platforms, engages with followers, and implements strategies to grow and connect with the community.
- Website Manager:** Maintains and optimizes the website to ensure seamless user experiences and strong performance.
- Graphic Designer:** Creates stunning visuals that captivate audiences and bring the brand identity to life.

RETENTION

By focusing on the phases of our customer retention strategy, we'll build more than just a repeat customer base—we'll cultivate a community of loyal advocates who champion Hue Haus as a top choice for their photography and videography needs. Our retention strategy includes:

- Phase 1: Onboarding:** Welcome new customers with personalized emails and a guided tour of our services.
- Phase 2: Check-in:** Send reminders and offers to encourage repeat bookings.
- Phase 3: Exclusive:** Offer special perks and early access to new services.
- Phase 4: Loyalty:** Implement a rewards program to incentivize repeat business.
- Phase 5: Feedback:** Solicit customer feedback to improve services and build loyalty.
- Phase 6: Re-engage:** Reach out to inactive customers with targeted offers.


RETARGETING

Re-engage past visitors by targeting targeted ads, personalized emails, and exclusive special offers designed to rekindle their interest and bring them back to Hue Haus. This strategic approach not only drives repeat business but also helps recover lost opportunities by re-engaging customers who view and engage experience your brand offers. By staying on top of email and providing tailored content, you create a seamless path for customers to re-engage and make meaningful purchases, turning fleeting interest into valuable sales.

- Step 1: Audience Segmentation:**
 - Identify key segments based on user behavior, demographics, and engagement levels.
- Step 2: Personalized Content:**
 - Develop targeted messaging and offers that resonate with each segment.
- Step 3: Retargeting Campaigns:**
 - Deploy ads and emails to re-engage users who have previously interacted with your brand.

AUDIENCE

From social media design professionals to wedding photographers, our target audience is diverse and multifaceted. By tailoring our messaging and offerings to align with the unique interests and needs of each audience, we ensure every customer feels seen, valued, and inspired by what we have to offer.



ELEMENTS OF CAMPAIGN SUCCESS

Ensuring the success of any campaign requires a strategic approach that focuses on the elements proven to drive results. At Hue Haus, we provide four pillars of campaign success: eye-catching visuals, personalized messaging, streamlined booking, and community partnerships. By leveraging social media, personalized email campaigns, and local collaborations, we ensure every aspect of our strategy is executed with precision and creativity. Key elements include:

- Eye-Catching Visuals:** Utilize vibrant designs and high-quality photography to grab attention and drive engagement.
- Personalized Messaging:** Tailor content to speak directly to each audience, addressing their unique needs and motivations.
- Streamlined Booking:** Use frictionless processes and clear calls to action, making it easy for customers to take the next step.
- Community Partnerships:** Collaborate with local businesses and influencers to build trust and expand reach within targeted communities.

BUDGET

Creating a well-structured advertising and marketing budget is essential for maximizing the effectiveness of your campaigns. At Hue Haus, we provide a comprehensive budgeting framework that includes:

- Clear Objectives:** Define specific goals and KPIs to measure campaign success.
- Targeted Allocation:** Distribute funds across various channels and campaigns based on their expected ROI.
- Regular Monitoring:** Track performance in real-time to adjust spending and optimize results.
- Transparency:** Provide detailed reports and insights into budget usage and campaign performance.

AD EXAMPLES

A diverse range of creative ads, each designed to capture attention and drive engagement. From vibrant social media posts to targeted email newsletters, our ads showcase the beauty of Hue Haus' offerings and the unique experiences we provide. Key examples include:

- Social Media Ads:** Eye-catching images and videos that highlight our studio's atmosphere and services.
- Email Newsletters:** Personalized content that offers exclusive deals and behind-the-scenes insights.
- Targeted Display Ads:** Relevant offers and promotions that reach users who are most likely to convert.

KPIs

Measuring the success of our marketing campaigns is essential to understanding what works, optimizing performance, and achieving our goals. At Hue Haus, we utilize a variety of key performance indicators (KPIs) and metrics to track the impact of our efforts. From engagement rates and website traffic to conversion rates and customer retention, these metrics provide valuable insights into the effectiveness of our strategies. By consistently monitoring and analyzing these data points, we ensure our campaigns meet our goals and align with our business objectives.

- KPI 01:** 77% Lead Engagement Rate
- KPI 02:** 54% Click Booking Increase
- KPI 03:** 24% Social Media Growth

DO'S

- Prioritize Brand Consistency:** Ensure all visual elements, messaging, and tone align with the Hue Haus' identity and values across all platforms.
- Define Clear Objectives:** Set measurable goals for every campaign, such as increasing social media engagement, or sales.
- Use Data to Inform Decisions:** Leverage analytics and customer feedback to refine strategies and improve outcomes.
- Engage with the Audience:** Respond to comments, encourage user-generated content, and foster a sense of community.

DON'TS

- Overlook Mobile Optimization:** Ensure all ads, emails, and landing pages are mobile-friendly for a seamless user experience.
- Ignore User Feedback:** Actively seek and respond to customer feedback to improve services and build loyalty.
- Overcomplicate CTAs:** Keep calls to action clear, concise, and easy to follow to maximize conversion rates.

6 STEPS TO ANY CAMPAIGN

Creating an effective marketing campaign requires a structured approach to ensure every detail aligns with the overall goals. Here are the 6 essential steps to building a campaign from start to finish, along with why having a solid campaign manager or agency is key to success.

- 01 Define Objectives:** Set measurable goals for your campaign, such as increasing website traffic or generating leads.
- 02 Identify Target Audience:** Understand who your ideal customers are and tailor your messaging to their needs.
- 03 Develop Creative Assets:** Design compelling visuals and copy that align with your brand and resonate with your audience.
- 04 Launch and Implement:** Deploy the campaign across chosen channels with ongoing monitoring and adjustments.
- 05 Monitor Performance:** Track real-time metrics to assess the effectiveness and make immediate adjustments.
- 06 Analyze and Optimize:** Review results to identify successful tactics and areas for improvement for future campaigns.

HUE HAUS PHOTO STUDIO

At Hue Haus, our brand is built on four core pillars that define who we are and guide everything we do. These pillars ensure that every product, campaign, and customer interaction reflects the essence of our brand. Together, they create a foundation that resonates with our audience and sets us apart in the photography and design world.

OUR 4 PILLARS

<h3>Creativity</h3> <p>Bold, innovative designs that inspire self-expression and bring unique visions to life.</p>	<h3>Quality</h3> <p>Meticulous craftsmanship and premium materials ensure long-lasting, functional pieces.</p>
<h3>Community</h3> <p>A commitment to fostering connections through partnerships, collaborations, and shared experiences.</p>	<h3>Inclusivity</h3> <p>Designs and messaging that embrace diverse styles, needs, and perspectives, making everyone feel welcome.</p>

Hue Haus Photo Studio's marketing strategy focuses on increasing studio rentals, photography class enrollment, and community engagement through visually captivating content, tailored messaging, and streamlined booking experiences. By leveraging social media, personalized email campaigns, and local collaborations, the strategy fosters brand visibility and meaningful connections with its audience. A comprehensive retention plan ensures lasting loyalty, turning customers into advocates through personalized engagement and exclusive rewards.

Work Example

Client: Hue Haus Photography Studio

These assets were thoughtfully crafted as part of a comprehensive marketing package, uniquely tailored for a new business seeking support in branding, web design, strategy, graphic design, and beyond.

Part 2: Brand Guidelines

HUE HAUS PHOTO STUDIO
Hue Haus Brand Guidelines 2025

BRAND GUIDELINES

CAPTURING LIGHT, CRAFTING STORIES.

BRAND INTRODUCTION

VISION
To be the ideal creative space for photographers and creators where light, space and imagination come together to craft unforgettable visual stories.

MISSION
At Hue Haus, we provide a thoughtfully curated, versatile photo studio designed to inspire and empower creatives. By offering professional space, tools, and expertise, we enable photographers, brands, and artists to bring their visions to life.

BRAND INTRODUCTION
Hue Haus is more than a photo studio; it's a creative sanctuary. Designed for professionals and creators alike, we provide an inviting, well-lit, and modular space to help bring photography, art, and storytelling to life. With a focus on thoughtful aesthetics and versatile settings, Hue Haus serves as the canvas where visual masterpieces are created.

OUR LOGO

A clean, modern logo that reflects both the minimalism of a creative studio and the subtle sophistication of professional photography. The warm-toned highlights lend an off-camera, golden-hour glow. All imagery should highlight light, texture, and the joy of creation and life.

Submark **Main Logo** **Secondary Logos**

BRAND IDENTITY

Hue Haus embodies modern creativity, elegance, and functionality. Our identity reflects a balance between artistic expression and professional simplicity, catering to visionaries seeking inspiration, beauty, and practical tools in their creative process.

HUE HAUS PHOTO STUDIO

COLOR PALETTE

Our color palette is inspired by nature. It features warm neutrals paired with light-to-dark tones that create a cohesive, calm, and professional aesthetic.

Color	HEX
WARM NEUTRAL	#E6C9A8
CREAM	#F5E6D3
SUNSET	#F0A87E
SOFT	#D9EAD3
GREEN	#A8D9C9

PRIMARY TYPEFACE

We used a custom font selected for readability and elegance. This typography helps reinforce our brand identity and should be used in all communications.

HUE HAUS

Aa Bb Cc

LIGHT REGULAR BOLD ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890&@#%

IMAGERY STYLE

Hue Haus imagery is light-filled, natural, and moody. It's focused on clean compositions, warm tones, and intentional styling. All imagery should highlight light, texture, and the joy of creation and life.

ELEMENTS & ILLUSTRATIONS

Our brand incorporates simple, geometric line art elements that celebrate light, beauty, and essential photography tools, creating a visual connection to the art of photography. Light-themed icons are exclusively integrated to evoke a sense of soft, airy, light-filled, and warm spaces, with clean, subtle textures, such as soft, light waves, and floral patterns, with depth and texture, enhancing the brand experience with an artistic, tactile feel.

ICON COLLECTION

This set of icons celebrates the art of photography and the creative process. Each icon is thoughtfully designed to represent essential photography tools, techniques, and concepts. The icons are simple, geometric, and easy to recognize, ensuring they work well in both digital and print applications.

LEGAL GUIDELINES

01 Copyrights
All materials produced related to our brand are protected by copyright. Always ensure to obtain permission before using third-party content materials.

02 Trademark
Hue Haus, its logo, and other brand elements have been registered as trademarks. The use of the "TM" symbol must always follow established laws.

03 Licensing
Some assets may be used under specific licenses. Ensure to follow all terms of these licenses, including usage, attribution, and restrictions.

04 Intellectual Property
All intellectual property is the property of the brand. Unauthorized use or potential brand damage may occur if brand assets are used without permission.

05 Objections and Violations
Immediately report any objections or violations against our brand to our legal department.

06 Marketing Material Approval
All marketing materials must be approved by the legal department before distribution to ensure compliance with applicable guidelines and legal requirements.

DO'S

- Use Official Color Palette
- Typography Consistency
- Follow Imagery Style
- Consistent Messaging

DON'TS

- Modify the Logo
- Misuse Design Elements
- Inappropriate Color Usage
- Conflicting Messages

CONTACT INFORMATION

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Santa Monica, CA 90404

Hue Haus Photo Studio's brand guidelines position it as a creative sanctuary for photographers and creators, combining innovation, elegance, and functionality. The brand identity features a modern logo, a warm and neutral color palette, and minimalist design elements that reflect the artistry of photography. With a professional yet inviting tone, the guidelines emphasize consistency in visuals, messaging, and applications to inspire creativity and foster community.

Work Example

Client: Hue Haus Photography Studio

These assets were thoughtfully crafted as part of a comprehensive marketing package, uniquely tailored for a new business seeking support in branding, web design, strategy, graphic design, and beyond.

Part 3: Website & Graphic Design



The graphic and web design elements for Hue Haus reflect its modern, creative identity with a clean logo, warm earth-tone palette, and elegant typography. Light-filled imagery and minimalist icons emphasize storytelling and professionalism, while user-friendly web design streamlines booking and enhances engagement. Consistent application across all materials ensures alignment with the brand's strategy and vision.

Works Example

Client: Cultivating Comfy Lifestyle Brand

These assets were designed as part of a bespoke marketing package, crafted exclusively for Cultivating Comfy—a home, garden, and lifestyle brand that celebrates the art of cozy living. From branding and web design to strategy and graphic artistry, every element is intentionally aligned with the brand's essence: inspiring a slower, more intentional lifestyle steeped in the beauty of nature and the comforts of home.

Website Design, Brand Board, Graphic Elements

LOGO

Cultivating COMFY

BRAND ELEMENTS

COLOR PALETTE

- #2853C4
- #3961A0
- #B1D4E0
- #E8F5F8
- #FFDC32
- #FCED70
- #FFFFFF

FONTS

The Symphony
Literaturaya
Noto Sans

MOODBOARD

Cultivating COMFY

Home Shop Blog Contact

MONOGRAPH **HERBAL MEDICINE**

Calendula officinalis

By Cultivating Comfy

CAUTIONS & PRECAUTIONS

Calendula is generally safe but should be used cautiously in those with high iron or heavy metal concentrations. Internal use during pregnancy is contraindicated due to its emmenagogue action. Breast-feeding women should use topical use is typically safe.

TRADITIONAL BENEFITS & USES

- Skin Health: Calendula is high in zinc, which is ideal for acne, burns, sunburn, insect bites, and skin conditions. Its soothing and anti-inflammatory properties reduce scars, while its mild antimicrobial properties help prevent infection.
- Lymphatic Support: Calendula is a gentle lymphagogue, promoting lymph movement and easing fluid stagnation. This supports detoxification, making it beneficial for swollen lymph nodes and lingering infections.
- Digestive Health: Calendula helps stimulate liver function and bile production, soothing inflammation and aiding in issues like gas sensitivity and food intolerance.
- Women's Health: As a gentle emmenagogue, calendula helps stimulate menstrual flow and relieve pain, especially in cases of cramps or irregularities.

PREPARATION & DOSAGE:

- Infusion: Steep 2 tablespoons in 1 cup of the water for 20-30 minutes. Drink up to twice daily or as general tea.
- Tincture: 1:5 ratio or 30% alcohol tincture 1-2 mL up to three times daily.
- Infused Oil: Infuse dried Calendula flowers in olive or jojoba oil for 2-4 weeks in a dark, cool place. Strain and use for topical applications in cream, soap, salve, and more.
- Culinary Use: Dried flowers can be added to breads, steams, and soups as a gentle digestive aid.

Cultivating COMFY

Living the sweet life. Vive la dolce vita.

RECIPES **BAKED GOODS**

Cultivating COMFY

Delicious Recipes Per La Dolce Vita

ARTISAN BREAD:

I have made this recipe over 50 times. It never fails. Perfect for bread bowls, or a side to your favorite pasta dish, or with some delicious honey and sea salt.

INGREDIENTS:

- 3 cups of warm water
- 1 1/2 Tbsp of Coarse Salt
- 1 1/2 Tbsp of Yeast (2 packets)
- 2 Tbs. honey
- 8-7 cups of all purpose flour

INSTRUCTIONS:

1. Run the top until the water is warm (about body temperature). Measure 3 cups of the warm water and add to a large bowl.
2. Add yeast and salt, then start mixing. Use your hands or an old wood spoon or all of the yeast is dissolved.
3. Add flour and mix, then start mixing. Use your hands or the dough hook of a stand mixer.
4. Sprinkle flour on a clean counter. Dump the dough onto the flour surface and knead for about 10 minutes until it is smooth. If the dough is sticky, add a little flour.
5. Place the dough in a clean bowl, cover with a towel, and let it sit in a warm place for about 2 hours. Alternatively, let it rise slowly in the fridge overnight or for up to 2 days.
6. Once the dough has doubled in size, divide it into 8 rolls. Shape each piece into a smooth ball by pulling the dough down and tucking the ends underneath.
7. Sprinkle cornmeal on a baking sheet and place the dough balls on top. Let them rise for about 40 minutes. Preheat the oven to 450°F.
8. Before baking, dust the tops with flour and make light slices on the dough for a decorative touch.
9. For a crisper loaf fill a pan with water and place it on a lower oven rack. This will create steam for a crisper loaf.
10. Bake the loaves for about 30 minutes. They should be dark brown and sound hollow when tapped.
11. Let the bread cool before slicing. Serve plain or with your favorite toppings like second olive oil, honey, or butter.

Vintage Printables

By Cultivating Comfy

Work Example

Client: Autopilot CRM

We collaborated with Autopilot CRM to craft a compelling e-book and lead magnet, seamlessly blending copywriting, editing, design, and marketing expertise. This tailored project highlights their subscription-based services, designed to attract and engage their ideal audience while driving conversions.

E-Book Design & Lead Magnet Advertising



autopilot CRM

AUTOMATION HACKS EBOOK

✓ How to automate 95% of your business without being overwhelmed by using multiple systems.

✓ How to harness the power of intelligent automation to streamline your operations, drive growth, and enhance customer experiences.

DOWNLOAD THE EBOOK

FREE

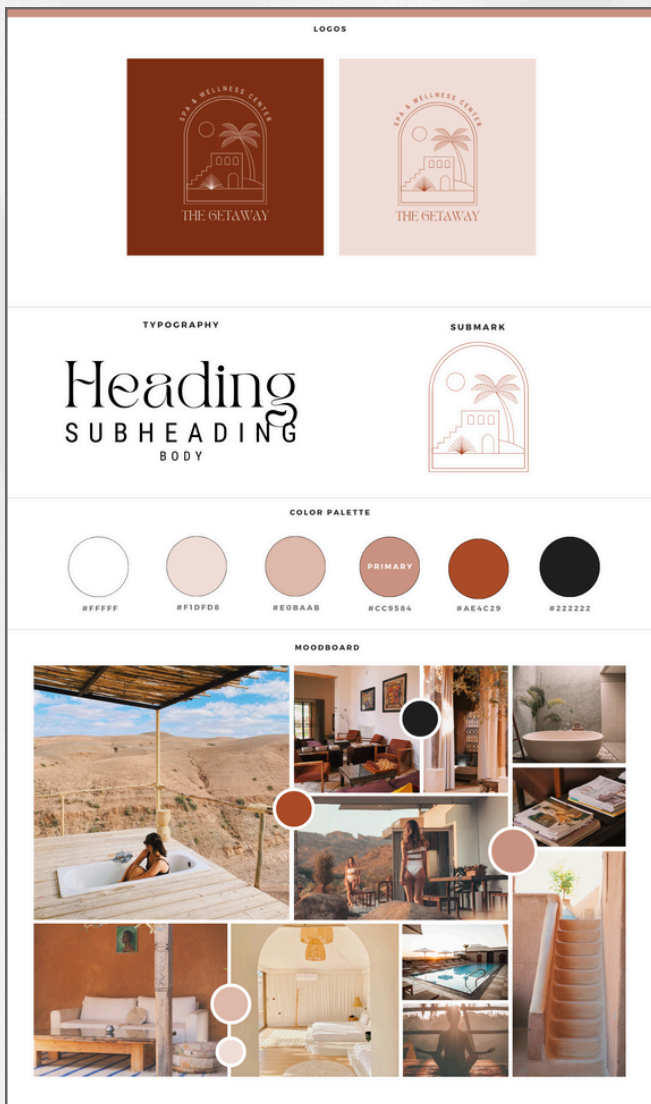
Includes: Automating Key Processes, Understanding Intelligent Automation, and Ultimate Command Center Business Success.

Work Example

Client: The Getaway Resort & Spa

We curated a sophisticated brand board, clean logo, and custom graphic assets for The Getaway Resort & Spa, capturing its essence as a serene escape for relaxation and rejuvenation. Every design element reflects its luxurious, tranquil ambiance, ensuring a cohesive and memorable brand identity.

Brand Board, Logo, Color Palette, Mood Board, Graphic Assets



Work Example

Client: Lifelong Landscapes

For Lifelong Landscapes, we developed a dynamic brand board and tailored graphic assets that celebrate their passion for sustainable outdoor spaces. The designs highlight their commitment to crafting timeless, eco-friendly landscapes that harmonize beauty with nature.

Brand Board, Logo, Color Palette, Mood Board, Graphic Assets

LOGOS

Lifelong Landscapes

Lifelong Landscapes

Lifelong Landscapes

TYPOGRAPHY

Heading

SUBHEADING

Body

SUBMARK

COLOR PALETTE

- #FFFFFF
- #FAC6DD
- #FBC259
- #CE77FB
- #5EB7C6
- #104940

MOODBOARD

A collage of images including various plants like cacti, succulents, and tropical foliage, along with garden design elements like a wooden bench and a stone wall.

Lifelong Landscapes

From Seedling to Sanctuary

Transforming ordinary spaces into botanical marvels that last.

Garden Design

Our skilled designers weave together elements of plant selection, captivating hardscape features, and meticulous layout planning. Your garden will transcend the ordinary, becoming a personalized masterpiece that reflects your style and invites admiration.

Plant Instillation

Our experts handpick the perfect flora tailored to your climate, soil conditions, and aesthetic preferences. We will masterfully execute soil preparation, watering, and post-installation care, ensuring your plants thrive and blossom into a symphony of colors.

Landscape Care

We specialize in maintaining the beauty of your surroundings, from precise lawn mowing to expert pruning. Our team's attention to detail extends to soil health and pest control, ensuring your landscape radiates vibrancy and charm all year round.

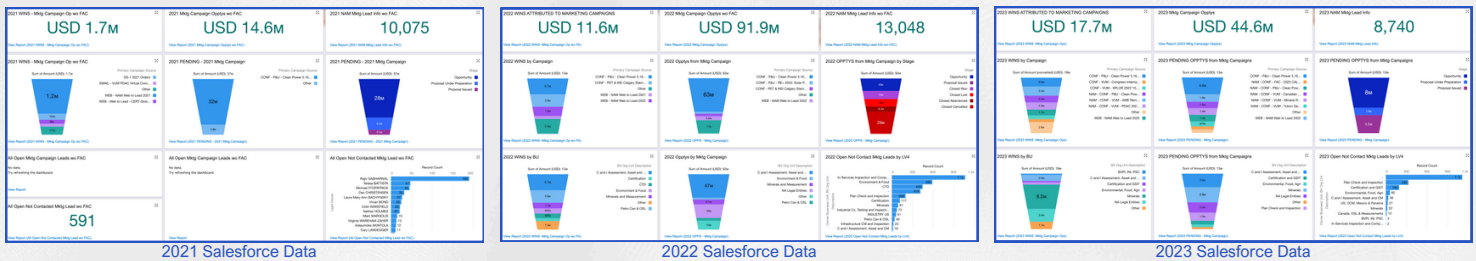
Free Consultations

310-516-2903 | hello@lifelonglandscapes.com | www.lifelonglandscapes.com

Case Study

Client: Bureau Veritas

We led a transformative strategy that boosted revenue from \$1.7M in 2021 to \$11.6M in 2022 and \$17.7M in 2023, while generating 13,048 and 8,740 leads, respectively. These results highlight our ability to drive growth through innovative marketing initiatives.



Key Initiatives & Strategies Implemented

- **Website Redesign:** Enhanced user experience, streamlined navigation, and aligned the site with updated brand messaging, laying a strong foundation for lead generation and revenue growth.
- **Content Update:** Developed an SEO-focused content strategy to boost visibility and credibility, significantly increasing lead generation.
- **Collateral Creation:** Produced high-quality brochures, case studies, and white papers that supported sales in converting leads into long-term clients.
- **Tradeshaw Support:** Expanded trade show presence, generating high-quality leads and boosting brand awareness through engaging booth experiences and targeted materials.
- **Graphic Design and Video Creation:** Leveraged visual storytelling to drive engagement across digital platforms, enhancing overall campaign effectiveness.
- **Email and Social Media Marketing:** Deployed targeted email campaigns and a strategic social media presence to nurture leads, boost conversions, and deepen customer loyalty.
- **Google & LinkedIn Ads:** Used data-driven ad strategies to drive qualified traffic, directly contributing to increased leads and revenue growth.

Collateral & Infographic Design Examples

LET'S WORK TOGETHER!

CONTACT



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