

BRANDING  
MARKETING  
STORE DESIGN



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## YOUR MARKETING STRATEGY

When it comes to developing your image, it's important that all of the pieces of your communication puzzle fit together, to create a clear, consistent and deliverable customer message.

*A horse is a horse, of course.  
Of course?*

Not. Just like businesses, they aren't all the same. And, if it's a dog (no slight intended), you don't want people to think it's a horse!

Brand is a key factor in setting the identity for your business success.

*So, you think you can pull  
a rabbit out of a hat?*

Unfortunately, marketing is NOT a cheap trick. Good marketing doesn't magically materialize. From print, to media and more, it takes consistent market presence to make your customers appear!



*All that glitters is not gold.*  
The bling of a business is in its values. It's the things that make you precious to your customers, and what keeps them coming back. Regardless if it's service, price, selection, or other, know and stay true to the values that make you shine.

*It's all about the service,  
stupid! A bit harsh? Maybe.*  
But, if your values offer a promise, you'd best deliver.

Delivery is the complete experience your customer gets from their interaction. If you don't deliver on the expectation, you just might end up delivering them ... to the *competition!*

Whether you're a small cottage industry, retail environment, non-profit organization, or a large corporate business, how you present your image to your target market creates a huge impact on your bottom line. Successful companies develop strong visual identities and consistent communication strategies that their customers can identify with.

A good business strategy will include many facets of design, from the usage of it's visual imagery, to the type and structure of all communications, as well as the often overlooked decor and use of its office/retail space.

Regardless of the size of your business or organization, a well-developed strategy can help you attract new business and ensure customer loyalty.

# TECHNICAL & CREATIVE EXPERTISE

- 20+ years computer software experience, with in-depth knowledge of:
  - Adobe Illustrator, Photoshop, InDesign, CARRARA (3 Dimensional Program)**
  - plus Powerpoint, Microsoft Office, Dreamweaver, Flash and Web Design**
- BRANDING • logo design • corporate standards • business cards • stationery/forms
- MARKETING • promo materials • presentations • sell sheets • websites/social media
- ENVIRONMENTAL DESIGN • decor • spacial planning • retail design
- OTHER SERVICES • newsletters • catalogs/manuals • reports • strategy assessment
  - copywriting • photo editing • document scanning



## About Look

**Look** is an acronym for Lise Kitzman.

I have been a graphic designer for 30 years and have done design work for all facets of visual communications, including branding, marketing and store design. Combined with ingenuity and in-depth experience in retail strategy, my design background allows me to provide solutions for all of your image and promotional needs.

Whether you require a complete branding of your business, to tweak your existing identity, or need assistance with marketing strategies, I'm confident that together we can develop a plan to enhance your market presence!



For your convenience, we accept



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