



conversation creates collaboration creates art.TM

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æra hope services – marketing strategy

- ∞ artist commission / collaboration contribution
 - link artists or thinkers to collaborate and create art through the Aera Hope platform for promotion or product sales.
- ∞ brand consolidation/revamp
 - a set of 10 targeted and tailored questions that consolidates your business idea to discover the overall purpose and differentiation to help revamp brand presence and marketing strategy.
- ∞ marketing strategy/ad campaign
 - innovate strategic marketing plan for target audience based on cultural, category and consumer insight discovered through brand ideation to solve an identified problem.
- ∞ social media preparation
 - strategically render social media platforms in line with brand consolidation/revamp to create an aesthetically appealing and engaging experience with the target audience.
- ∞ social media content creation
 - content innovated in line with brand consolidation/revamp to create an aesthetically appealing and engaging experience with the target audience. materials will be consistent with digital and print materials.
- ∞ digital materials
 - materials catered to the digital experience and innovated with brand differentiation, psychological emphasis on target audience insight and aesthetic appeal.
- ∞ print materials
 - materials catered to the physical experience and innovated with brand differentiation, psychological emphasis on target audience insight and aesthetic appeal.
- ∞ website design
 - design innovated with brand differentiation, consumer experience detailing and consistent aesthetic theming. should be done after brand consolidation/revamp.
- ∞ product design
 - design innovated with positive psychological engagement, brand differentiation, consumer experience detailing and aesthetic appeal.
- ∞ aesthetic detailing
 - enhance already existing brand presence through aesthetic detailing and modernization.

thank you for your business!



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