

THE CARRIAGE HOUSE



- 01** The Ask
- 02** Objectives
- 03** Industry Landscape
- 04** Strategy/Comms Plan
- 05** Branding

THE ASK:

Position Dax Patton LLC for lift off!
(or a successful, full-scale agency launch)

OBJECTIVES

- 01** Create a uniformed brand identity that accurately represents the feel of Dax Patton LLC.
- 02** Develop a communications plan and marketing strategy that increases the agency's brand awareness and creates a seamless client acquisition process.

HARD TIMES

**Are a catalyst for groundbreaking
ideas and change**



slack

Source: Entrepreneur Magazine

EVEN IN A PANDEMIC



Lululemon set to acquire home fitness startup Mirror for \$500M



Uber Buys Postmates for \$2.65 Billion



Conversa Health raises \$12M Series B for its digital health platform



Amazon to buy self-driving technology company Zoox

Source: Entrepreneur Magazine

PROBLEM

The current economic downturn has placed startup entrepreneurs in a compromising position. Funding for start-ups has been drastically cut, reducing chance of survival and preventing them from getting off of the ground.

With startups clutching their pocketbooks, the cost of digital marketing services are seen as a “luxury” service when in fact the opposite is true. Now more than ever, startups need a plan.

TIMING IS ESSENTIAL

- Ideal timeframe for startups to begin their operation is 12-24 months
- Failure is an expected risk; however, early stage failure is preferred
- 42% of innovations fail due to prolonged development times

Source: Inc.com, Forbes

SOLUTION

Dax Patton LLC

We push your ideas to reach their potential. We free people of the constant strains of grind culture, while helping them find more fulfillment in life. In a sense, we're the helping hand for mid-sized startups to transition into their next phase of operation (& funding)

FIRST HAND

First Hand Account-Heather from the Integrity Project

“Dax stays composed in difficult and confusing situations...his calmness is a huge asset, especially for someone working in an intense environment”

“His flexibility was crucial in us choosing him and his team to develop our website. He was readily available when we needed him. In my experience working with larger agencies, they were less accessible and provided completion timelines that were longer than we preferred.”

“He’s a master of storytelling, he knows to relate to anyone or anything”

“Working with Dax was like adding another member to our team. He was wildly knowledgeable”

QUALITIES OF SUCCESSFUL STARTUPS

Mentored startups grow 3.5x faster and raise 7x more funding

They realize that the idea is not the most important piece of the business

Founders of failed startups have a 20% higher chance in succeeding on their next venture

Startups that pre sell their goods/services close and retain more business

Source: Small Business Trends, Forbes

HUMAN ELEMENT OF STARTUP LIFE

“I was tired of feeling stagnant working a 9-5. Then, the stars aligned. I saw a good idea, a good team, and I just had to do it - take the leap.” - Mike McCabe, SVT Robotics

Enjoys trailblazing with new services and shaking up the industry

Sees failure as a learning opportunity

Believes in the company, team, and culture. “Nobody gets the same excitement from a desk job.”

“It’s something we all have in us, the desire to be in control of our own paths and to eliminate the “what-ifs” from our thoughts”

STARTUP PITFALLS

90% of all startups end up failing

Upwards of 80% of startups make it through year one; most fail between years 2 and 5

Startup founders can spend 40% of their working hours on activities that don't generate income: hiring, HR, payroll, etc.

Leading causes of failure:

- Weak team

- Lack of capital

- Lack of a defined market

Source: Small Business Trends

STARTUPS SEIZE THE MOMENT

- Represent 20% of job force, but accounted for 45% of new job creation
- As of 2018, over 500,000 startups were being formed monthly
- Recognize demand and flock to markets where there is opportunity

Source: VOXECU

HEALTHCARE STARTUPS

16.5 million Americans have started using telehealth services since the Covid outbreak began

88% said they would use again

DTC telehealth platform sales have skyrocketed

Ro, Hims see huge uptick in revenues

Studies suggest 80% of primary care services can be delivered virtually

DIGITAL COMMUNICATIONS STARTUPS

“Our best estimate is that 25-30% of the workforce will be working-from-home multiple days a week by the end of 2021.” - Kate Lister, Global Workplace Analytics

Before the crisis, 80% of workers reported that they *want* to work from home in some capacity, with 33% willing to take a paycut to do so.

Demand and growth for startups that bring normalcy back to communicating in the new work environment (your living room)
Flip, Jamm, Testfire Labs

Source: Med City News

FITNESS STARTUPS

Online fitness equipment sales spiked 535% from February to March

Peloton shares up 30% since March

20% of Americans have some form of gym or exercise membership
Estimated that only 25-30% will return to in-person classes

Increase in corporate demand for fitness class packages as an employee benefit

Source: Med City News

EDUCATION STARTUPS

Education apps download worldwide increased by 90% in March

Edtech startups have earned 2x as much to date in 2020 than they did in 2019

With record unemployment, demand for niche learning online booming, a la Skillshare

Vast majority of public schools offering hybrid online/in person schooling options for the upcoming year

Source: Bloomberg Quint

COMMUNICATIONS PLAN

Cost effective, yet efficient communication channels designed to navigate agency launch



GOALS

- Obtain 3-5 development/design clients**
- Obtain 2-3 consulting clients**

PHASE 1

mo.1 – mo.4

Launch-Build Awareness-Generate Leads

SOCIAL CHANNELS

Facebook

- Preferred media consumption channel for average start-up age (40-45 yrs old)
- Informative Messaging
- Video Content

Instagram

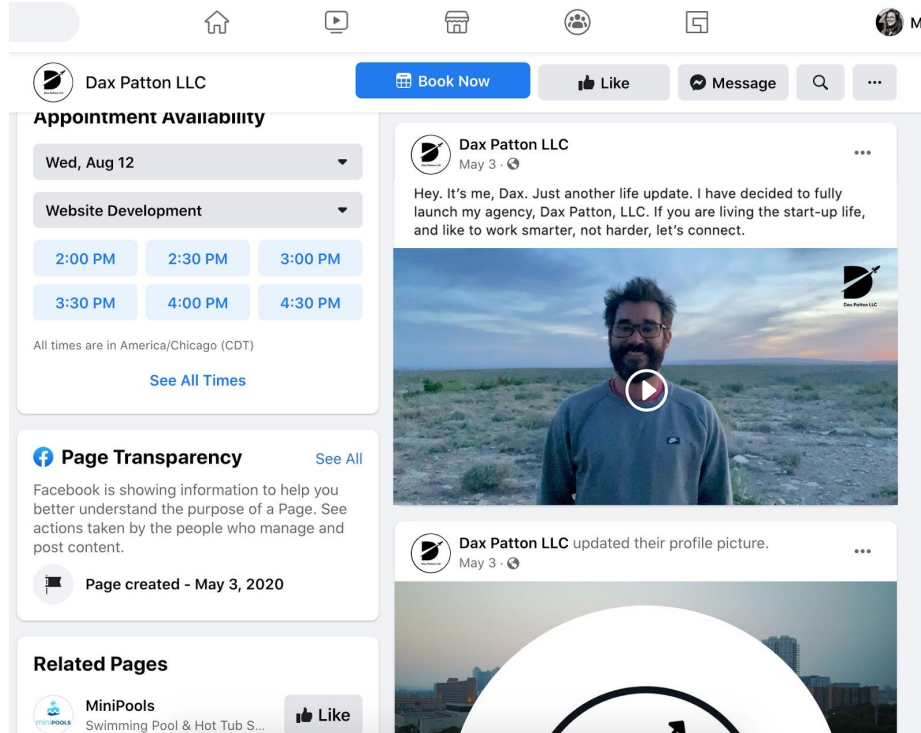
- Engagement focused posting
- Blend of Lifestyle presence and professionalism

LinkedIn

- Reachable medium for targeted B2B leads.

KPI's

Follower Count, Post Views/Shares/Likes, Web Traffic, Form Conversions



The image shows a Facebook profile page for Dax Patton LLC. At the top, there's a navigation bar with icons for home, video, marketplace, groups, and a profile picture. Below this, the page header includes the company name 'Dax Patton LLC', a 'Book Now' button, and 'Like' and 'Message' buttons. The main content area features a post from May 3rd with a video of Dax Patton. To the left, there are sidebars for 'Appointment Availability' (showing times from 2:00 PM to 4:30 PM), 'Page Transparency' (showing the page was created on May 3, 2020), and 'Related Pages' (listing MiniPools).

Dax Patton LLC

Appointment Availability

Wed, Aug 12

Website Development

2:00 PM 2:30 PM 3:00 PM

3:30 PM 4:00 PM 4:30 PM

All times are in America/Chicago (CDT)

[See All Times](#)

Page Transparency [See All](#)

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - May 3, 2020

Related Pages

MiniPools [Like](#)

Swimming Pool & Hot Tub S...

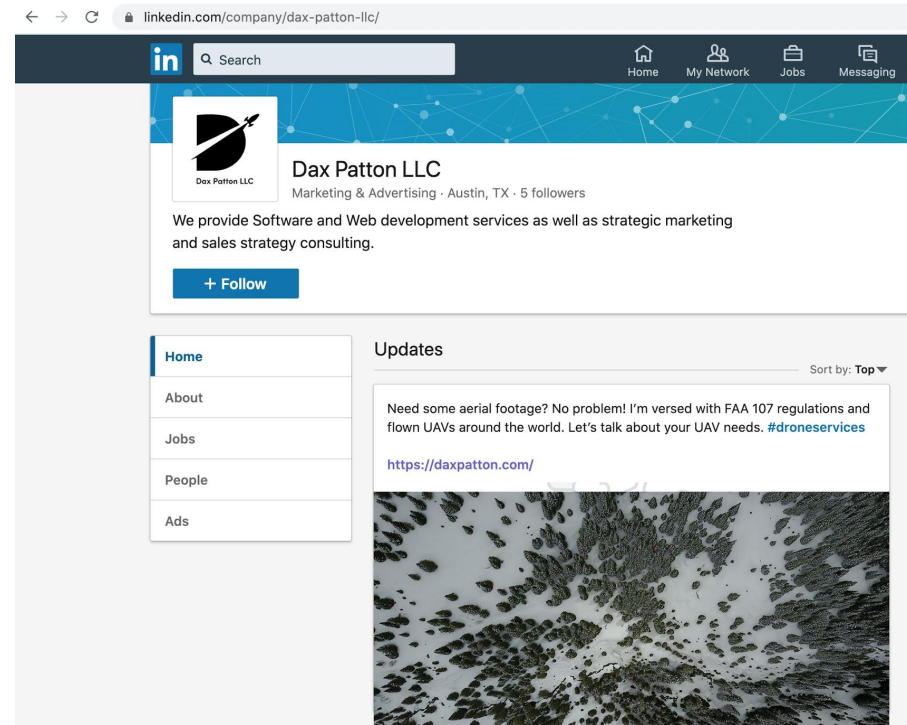
Dax Patton LLC

May 3 · 🌐

Hey, It's me, Dax. Just another life update. I have decided to fully launch my agency, Dax Patton, LLC. If you are living the start-up life, and like to work smarter, not harder, let's connect.

Dax Patton LLC updated their profile picture.

May 3 · 🌐



The image shows a LinkedIn company page for Dax Patton LLC. The header includes the LinkedIn logo, a search bar, and navigation links for Home, My Network, Jobs, and Messaging. The company profile section shows the company name 'Dax Patton LLC', its industry 'Marketing & Advertising · Austin, TX', and '5 followers'. A description states: 'We provide Software and Web development services as well as strategic marketing and sales strategy consulting.' Below this is a '+ Follow' button. The 'Updates' section shows a post from May 3rd with the text: 'Need some aerial footage? No problem! I'm versed with FAA 107 regulations and flown UAVs around the world. Let's talk about your UAV needs. #droneservices' and a link to 'https://daxpatton.com/'. The post includes an aerial video thumbnail.

Dax Patton LLC

Marketing & Advertising · Austin, TX · 5 followers

We provide Software and Web development services as well as strategic marketing and sales strategy consulting.

[+ Follow](#)

Updates [Sort by: Top](#)

Need some aerial footage? No problem! I'm versed with FAA 107 regulations and flown UAVs around the world. Let's talk about your UAV needs. [#droneservices](#)

<https://daxpatton.com/>

WEBSITE BLOG

Create pillar topics to boost SEO and drive webpage traffic

Focus topics on projects and service offerings : Development, Business Consulting, and Innovation

Utilization of video blogs

Plan out topics in advance, using the provided [blog concept source](#)

KPI's

Page Traffic, Form Sign-Ups

EMAIL MARKETING

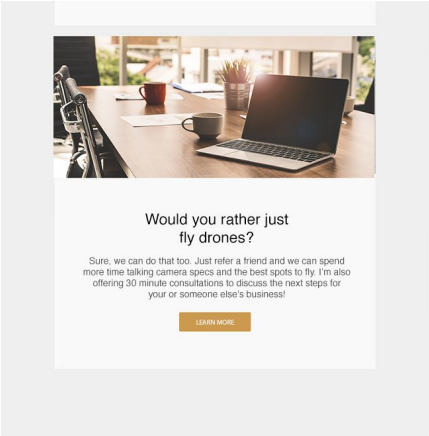
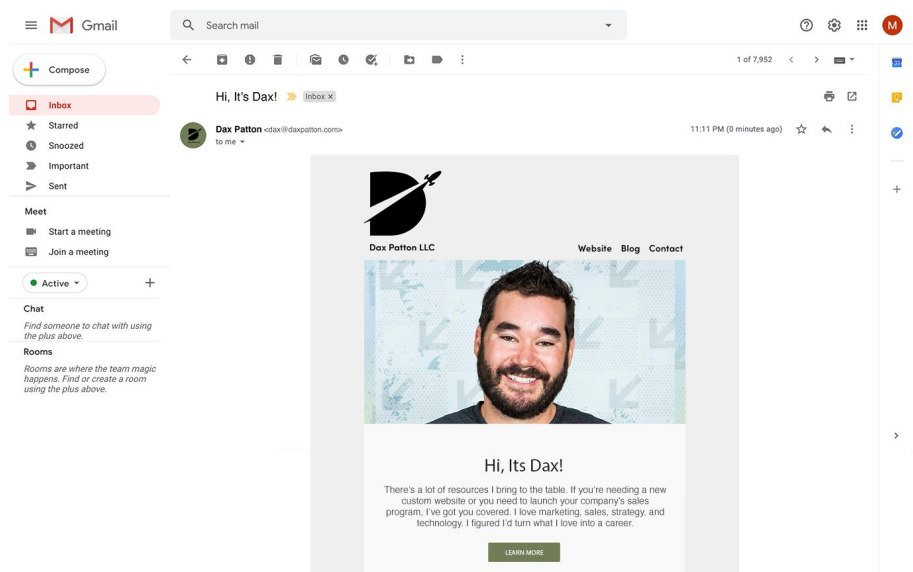
Highest ROI of any marketing channel

Audit current contact list to ensure email communication is productive and intentional

Emphasize unique value proposition & referral incentive (free 15-30 minute consultation call)

KPI's

Email Clicks, Conversion Rate (Form Completions/Consultation Calls) Bounce Rate,



PHASE 2

mo.4–mo.8

Channel Expansion & Initial Thought Leadership

NEWSLETTER

Highlight significant agency happenings (funding updates, major partnerships/projects, insights, etc..)

Quarterly distribution that aligns with Fiscal year

Open submission section to further engage with readers

KPI's

Follower Count, Post Views/Shares/Likes, Web Traffic, Form Conversions

PODCAST

Leverages agency conversation on Dax's social platforms

Potential Names: Discussions With Dax or The Patton Playbook

Relatively short episode length (15-30 minute intervals)

Interviews with industry professionals

Sponsorships as an additional revenue source

KPI's

Listeners, Post Views/Shares/Likes, Web Traffic, Form Conversions

PHASE 3

mo.9–mo.12

Established Position & Solidified Thought Leader

E-BOOK

Comprehensive resource that shows agency expertise
Add Lead Capture form to track potential leads

KPI's

Book Downloads, Form Completions

TRADE SHOWS

Direct Marketing and Networking opportunity

Show prototyping of applications/developed sites, and other innovative tech

Leverage position w/SXSW to showcase brand at festival trade show

Digital shows as an alternative

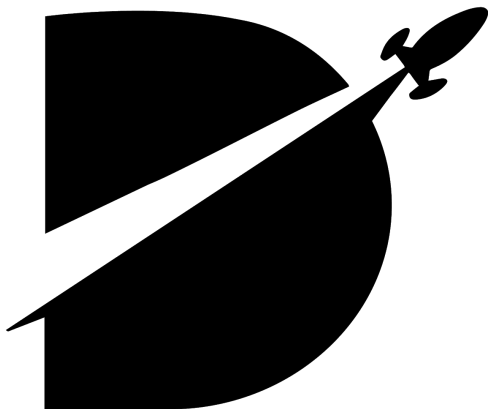
KPI's

Form Conversions

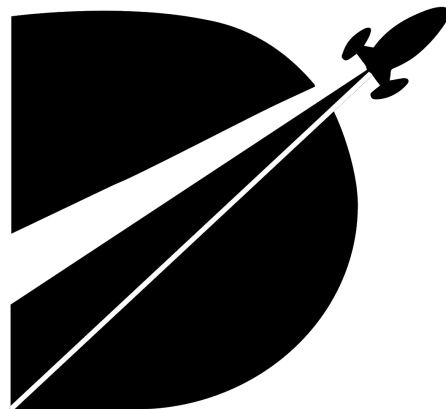
Branding

We want to use iconography and symbolism to represent what Dax Patton LLC hopes to offer others.

Here you can see the letter **D** and a spaceship launching upward, full of momentum. This represents how far and wide Dax Patton LLC is willing to go to make a difference and to empower their clients.



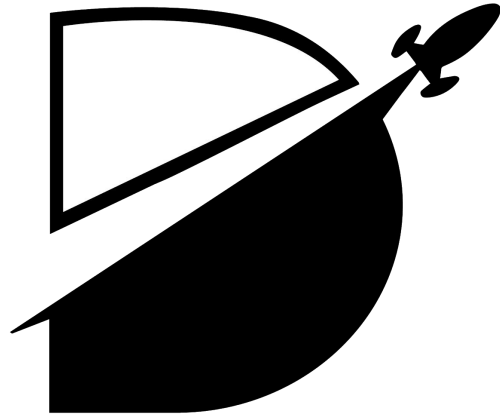
Dax Patton LLC



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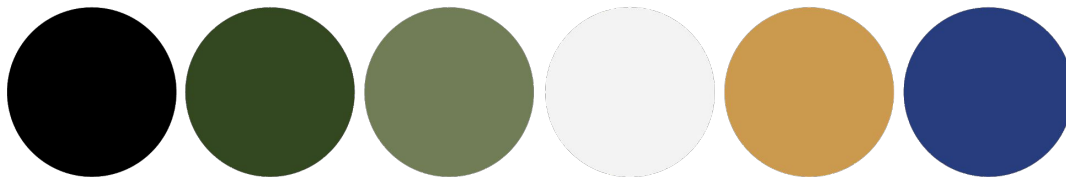


Dax Patton LLC



Dax Patton LLC

Inspired by Dax's love of nature, we choose the two shades of **green** to represent **growth**, **harmony**, and **dependability**. Add a pop of **yellow** to symbolize the **positivity** and **energy** that Dax Patton brings to his client as a brand as well as a person. We include the black and off white as a secondary color to contrast with the greens, blue and yellow.



We want to use something bold and san serif with a little unique characteristic.

The typeface we choose are what we think would work best with the logo as well as the heading for website and any other deliverables.

Sofia Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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Tone and Voice

Dax Patton's voice is:

Conversational – talk to the client like you would your coworkers or friends.

Defiant – defy convention, but not your client. Your client is your partner in crime.

Transparent – let your client know how the sausage is made. It's Dax Patton's job to show the client “there is a better way” even if it runs the risk that the client becomes overconfident in their own abilities

Passionate – Dax Patton loves what is does– the client show see that in the communications.

Dax Patton's voice should:

Inspire – Being an entrepreneur is daunting and sometimes overwhelming. DP should encourage entrepreneurs with its language and writing style

Teach – “Teach a man to fish... DP is a partner, and we want to our partners to being able to understand what we are providing and be able to replicate if needed.

Be humble – DP is the expert, but are not infallible. Our language should put the consumer at ease, allowing them to know that they question decisions and offer input. This is a collaborative relationship.

Dax patton's writing should be:

Intentional – Give each sentence if not each word purpose. If our clients can't understand our messaging, they can't understand our work

Procedural – One foot in front of the other. Our messaging should match a teaching style that allows the client to easily follow.

Casual – Contractions and sentence structure that matches natural speech are a positive. Avoid slang however since that tends to be regional

Simple – Dax Patton solves digital marketing needs– they do not police vocabulary. If there is a more simple word, a more simple sentence; use it.

MODERN ENTREPRENEURISM ISN'T MODERN

Your day starts at 5am. You shower, brush your teeth, grab a grapefruit to eat, and head out (or stay in) to work. The sun rises. Your neighbor invites you to go fishing. Your kid has some school thing later today. Date night is at that new restaurant where they serve your food in coconut shells. The sun sets.

Your neighbor tells you they caught a bull shark. Your kid shows you their play from a friends Youtube page. You read the opening night reviews of the chef the next morning. You missed all of it because “work comes first.”

Modern day means of running a business are not modern. Not having time to do anything but get a few hours of sleep and shove a few bites of food in your mouth is not modern. Sacrificing your quality of life for your business is not modern. It's not efficient. And it's not Dax Patton.

Dax Patton LLC. Getting you back to life



Q Search Facebook



Jenny



LIFT OFF YOUR BUSINESS WITH DAX PATTON



Dax Patton LLC

@DaxPattonLLC · Consulting Agency

 **Book Now**[Home](#)

Services

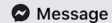
Reviews

Photos

More ▾



 Like

 Message

About

[See All](#)

Dax Patton LLC provides web and software development, consulting, and strategic business initiative services.



Create Post

 Photo/Video

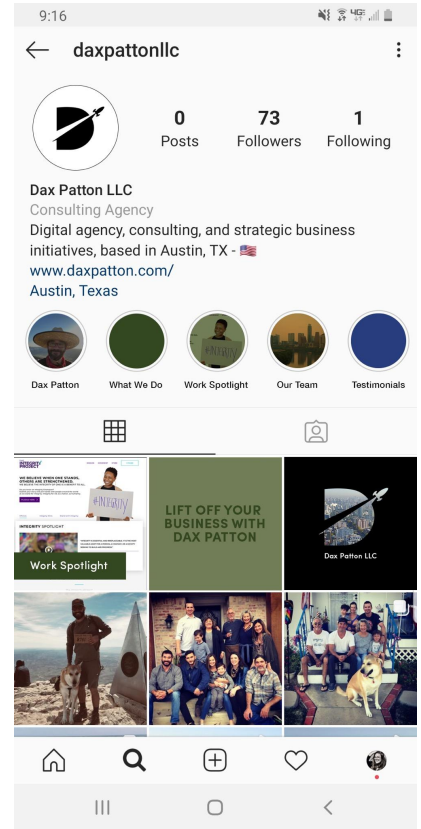
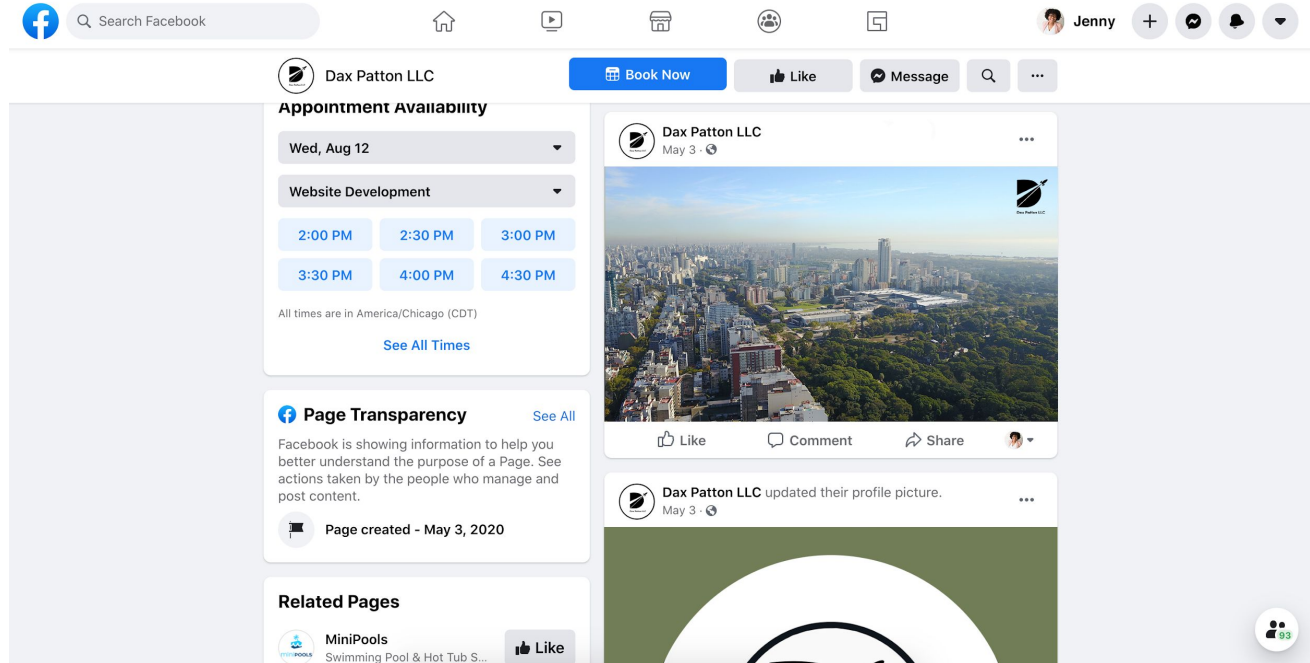
Check in



 Tag Friends



93





Dax Patton LLC
Getting you back to life

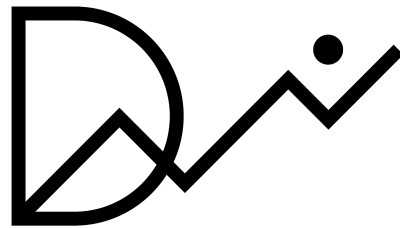


THANK YOU!

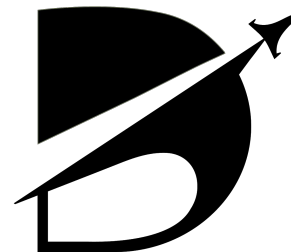
APPENDIX



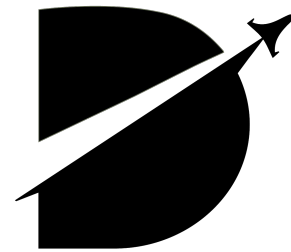
Dax Patton LLC



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Interstate Mono Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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PERSONAS

Devyn, 44

Fitness Startup Founder

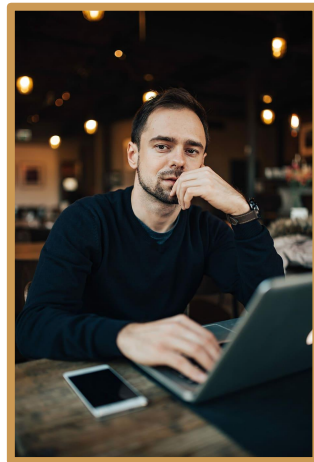
- Startup is currently looking to launch home workout application that generates personalized routines based on body type and health conditions
- Second start up attempt; her first venture failed in the Series A round
- Experience from prior startup has given her insight as to how to navigate funding efforts and assemble a reliable team
- Knowledgeable in what it takes to effectively market, but she realizes she's not an expert and her efforts are better utilized elsewhere



Milo, 35

Health Tech Startup Founder

- Startup provides software that serves as a information database for medical researchers worldwide
- Startup has successfully reached its Series B funding target
- Is in the phase of developing further product applications and widening target reach
- Has been handling marketing efforts in-house, but knows to be successful on a larger scale he must look externally of his operation



Social media

Facebook should be your first channel of social communication. This platform will give you the widest range of reach in your messaging. Additionally, this channel aligns with the average age of start-up owners, which ranges from ages 40-45. While you can display the the unique content that you create, video would be your best form of content in this space, as videos are 1.5 times more likely to be engaged with versus other forms of posting on this channel. From amessaging standpoint, Facebook is great for informative updates.

Second, Instagram gives you a chance to thrive with image based content, as the platform is driven by engagement. This could be a great opportunity to showcase some still shots of your UAV imagery or some of your captivating photography. here, you can leverage the adventure lifestyle on your personal brand to draw attention to the professional side (in this case being Dax Patton LLC).

Third, LinkedIn is your secret weapon of sorts in the social media arsenal. While its reach is not a broad as Facebook or instagram, its puts your face and name into a space driven by business networking and connection. LinkedIn is a great channel to establish working B2B relationships. Presenting your service offerings will immediately show people in this space how Dax Patton LLC will benefit them.

WEBSITE BLOG

Blogging will be a viable option for strengthening your agencies SEO and driving website traffic. Here, there's a strong opportunity for you to introduce your vast knowledge of all this development, business consulting, and innovation. And as such, you should strive to make those the main topics of conversation on this channel. To streamline your content, you should also explore with the option of video blogging. Video blogging still generates that traffic while being a friendly alternative to those viewers who prefer dialogue over words. Knowing that you are extremely busy and will be wearing many hats, it would be beneficial to plan out your topics ahead of time. We have attached a list of potential blogging topics that can be adjusted to fall in the categories of your service offerings.

Content Pillars

Head Terms		
App/Web Development	Business Consulting	Innovation
Core Topics		
Application Development	Types of Business Consultants	Business innovation models
Mobile App Development Tools	Proper business entity	Innovation management
Tracking Application Engagement	Developing a sales team	Innovation in education

Content Pillars

This is an example of a potential Pillar topic framework. The idea here is to identify head terms (or broader conversational topics) that people regularly search. You want these topics to have a monthly search volume of at least 2500, to show that there is genuine interest from the consumer side. After doing so, you want to identify Core Topics that are contextually relevant to the to the head terms. While the head terms cast more of a wider net, the core topics are your strategic sweet spot. For that reason, you want your terms here to have a monthly search volume of 400-2500. A volume of this range shows that their is interest in these topics, but the competition to rank in the search results for them is much lower. Ultimately, planning your keyword list will expedite the process of getting people to view your blogs.

Email Marketing

To round out phase one, we wanted to provide you with a replicable process for connecting with viable potential leads. Email marketing is the approach you need to make this happen. This aligns with your philosophy of being efficiently resourceful, as email has the highest ROI of any content marketing channel. With your large list of contacts and connections, the sky's the limit. With this channel, you want to be sure to thoroughly audit your email list to ensure your sent communication is going to people who would be genuinely interested in your services. In terms of your messaging, your main points of emphasis should be your unique Value proposition (work smarter not hard, give me three months or less), and an incentive to referral your services to others who maybe interested. We proposed a free 15-30 minute consultation call as in initial incentive, but there is room you to explore other options as well.

Newsletter

In the second phase of your communications plan, your newsletter will come into play. While your agency blog is more focused on general discussions relevant to your service offerings and knowledge base, your agency newsletter will serve as a touch point for more significant happenings (such as funding updates, major projects/partnerships and insights). Given that these milestones and updates have that greater significance, positioning this newsletter as a quarterly publication would be beneficial, as there's an opportunity to align its release with the fiscal calendar, as a way to further resonate in the minds of the business oriented. In an effort to further engage the minds of our readers, we want to provide a sense of involvement through an open ended Q&A section called "Ask Dax". Initially, you will more than likely be creating these questions with the help of your internal team, but as your readers grow, you can open the floor for them to pick your brains and experience your wealth of knowledge. Ultimately, this showing of knowledge will push you further as an expert in the start-up business world.

Podcast

A podcast gives you a way to stay connected with your target audience and industry professionals on a daily basis without being invasive. Also, this media channel will contribute to his position as a thought leader in the industry, and further generate awareness for your website and other social media channels, and optimize the content from those channels. Mentioning your website and social at the beginning of each episode will place in the top of the audience's mind. Shorter length episodes may be of benefit here; one of the key causes of podcast failure is a lack of consistency, and with so many items on your plate, setting a certain day/time to record your episodes for the week would ease the strain of creating new content daily. To generate some revenue for your podcast, you could aim to solidify some sponsorship opportunities with some start-ups/digital marketing industry tools as a way to create revenue from this channel.

Trade Shows

So now that you've laid a strong foundation, and have gradually placed yourself in the heart and minds of your target, now is the time to meet them face to face. Attending a trade show would provide you with a great opportunity to directly market yourself and your services. For example, you could display prototypes of applications/websites that you've developed or other innovative tech that you have experienced. Also, with this being a public facing event, you can leverage your experiential side. Potentially, if the world regains some sense of normality, you maybe able to set up shop at SXSW. As you know the festival has of the most highly demanded trade shows in America. If things are still in freefall, a digital trade show would be a healthy alternative.