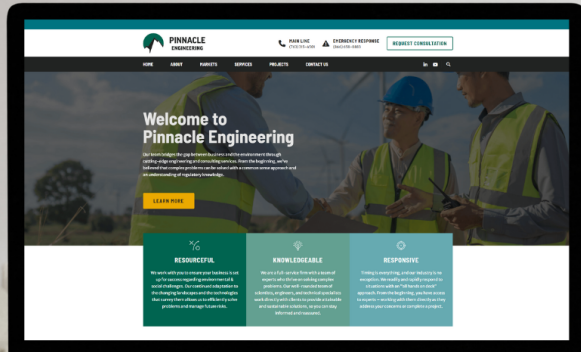


EVOLVE SYSTEMS

# Our Programs & Products



# Our Programs



## Websites That Build Your Business

Your website can be your most powerful growth tool when it's built strategically, with scalability in mind. A successful site is structured to connect your audience to your business in a measurable and meaningful way, following a guided user journey that always ends in action. A great site is never finished and should continue growing with your business and goals.

## An Evolved Website Process



### UX STRATEGY

Leaning into the User Experience allows us to align your business goals with those of your site visitors to generate qualified leads.



### ADAPTIVE DESIGN

Your website should provide a quality experience on any device, reinforcing your brand and business to build a relationship.



### ADVANCED SEO

With Technical and On-Page SEO, your website works with search engines to guide the right people to the right places on your website.



### COPY & CONTENT

Successful copy gives a clear, guided flow to your website. Supporting content creates a complete, cohesive experience.



### DEVELOPMENT

Bring your website to life with functionality that supports your business (i.e. CRM, ERP) and user satisfaction (i.e. portals, forms).



### TRAINING & SUPPORT

Own your website with confidence with a recorded custom training session walking through the ins and outs of managing your site.



### SECURE MANAGED HOSTING

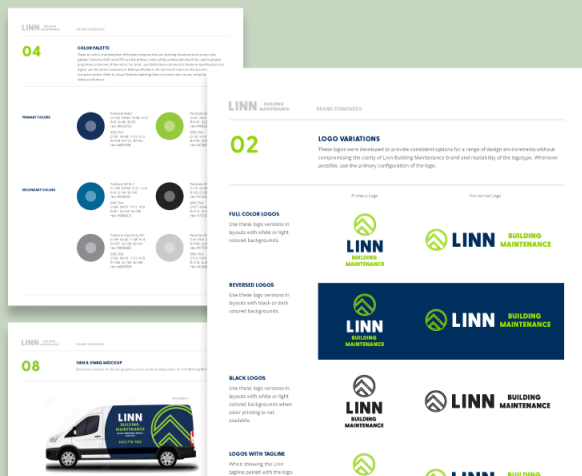
Rely on Evolve Systems' secure hosting platform. WP Engine uses a proprietary firewall to direct good, bad, and malicious traffic automatically. There are a number of checks in place that allow our systems to determine which traffic should be allowed, such as real human traffic or search engine crawlers, and which traffic should not, such as malicious activity or scraping bots.



### TECHNICAL WEBMASTER SERVICES

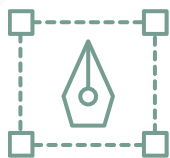
The TWS plan is a monthly service complete with reporting to inform you of updates made to the backend of your site and any technical issues requiring attention. Avoid minor inconsistencies or misbehaving plugins that can affect user experience and site performance. Evolve's TWS ensures you're aware of site speed issues, broken forms and links, and more.

# Our Programs



## Branding That Brings Your Business to Life

At Evolve, we take a unique tried-and-true approach to branding. In order to ensure your brand fits your vision and is poised to meet your business goals, we go through a Brand Discovery and Audit, provide you with a team of experienced brand advisors, and develop your brand with your business growth goals in mind.



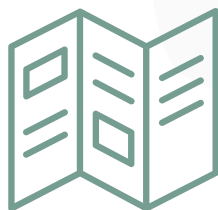
### LOGO DEVELOPMENT

A logo is the first visual element people see relating to your business. It's a symbol that defines who you are, what you do, or the general tone of your business. When done well, it grabs the audience's attention, makes an impactful first impression, and separates you from competition. When a logo reflects your brand accurately and professionally, you have a strong base for the rest of your brand identity and establishing brand loyalty.



### BRAND STANDARDS

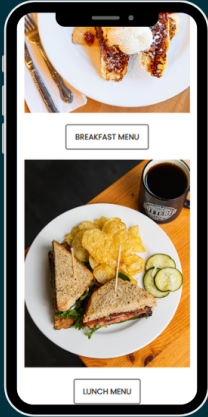
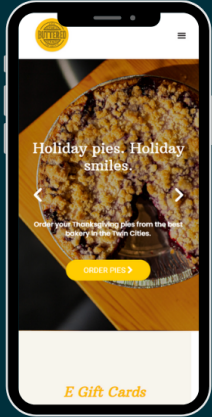
Brand standards — including brand pillars and brand guidelines — are a set of rules that define how a brand should be viewed and represented across different mediums and platforms. They provide consistency between visual elements of a brand — such as logo usage, typography, and color palettes — as well as outline how others view and refer to your brand. This ensures the brand remains cohesive, recognizable, and memorable. With strong brand standards, your business can create a cohesive and memorable experience for your audience.



### ASSETS AND COLLATERAL

Assets and collateral are the visual materials that your brand uses to communicate your identity both internally and externally — such as business cards, stationary, packaging, digital assets, and marketing materials. These materials help build brand awareness across different channels and ensure each aspect of your business is portraying a cohesive identity.

# Our Programs



## Marketing to Keep Your Business Top of Mind

Our team doesn't just want to see your business survive in this digital world, we want to help you thrive! When you celebrate your wins, so do we. At Evolve, our different types of marketing services focus on delivering data-informed ROI (return on investment) and trustworthy ROT (return on time).

## Digital Marketing Programs

When you partner with Evolve Systems for your digital marketing strategy plan, you're partnering with a team of experts. As an extension of your marketing team, we develop your marketing strategy specific to your business's goals so that it can be measured and reported. Our plans are holistic, meaning they are designed to achieve specific objectives while showing you tangible results on a regular basis. We create the plan and continue to provide progress updates and next steps so you understand and trust the process.



### SEO

Ensure your website is both functional for the user and optimized to reach business goals. Discover areas for improvement such as usability, search engine rankings, and organic traffic.



### EMAIL MARKETING

From building audience lists to creating custom automations, email platforms are a classic yet effective marketing tool. Facilitate user engagement and provide useful campaign data.



### SOCIAL MEDIA

Creating a content strategy helps you prioritize, plan for the short- and long-term, and provide goal checkpoints. This strategy aims to ensure that business-specific goals are met through your content plan.



### CONSULTING

Providing current and future customers with real-word evidence of the value of your business helps you build trust, gain credibility, and demonstrates your expertise.



### PAID SEARCH

Increase website traffic and generate conversions to help drive business goals. Target your audience with this short-term marketing solution that can greatly impact your goals.



### REPORTING

By prioritizing data-driven results, we can provide actionable steps to implement improvements in your marketing strategies, including pivots if strategies aren't working.

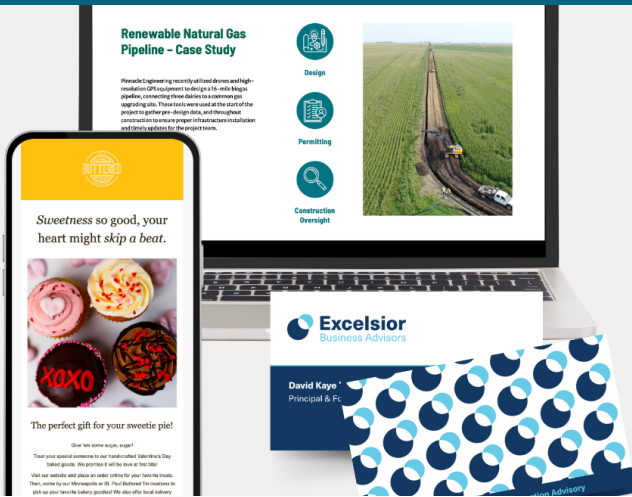


Learn how your brand can Evolve.

Contact us at [sales@evolve-systems.com](mailto:sales@evolve-systems.com) or [651.628.4000](tel:651.628.4000)



# Our Products



## Award-Winning Marketing, Served À La Carte

There is no limit to how far you can go with ongoing marketing at your fingertips. Evolve is proud to support your growth with the digital marketing and print assets you need most, customized by strategic experts who understand your goals. Whether you are rolling out a new service, switching up your messaging, or showcasing at an event, Evolve's à la carte marketing products bring your vision to life. Get started with a conversation.

## Development Products



### CAREER MODULE

Attract top talent, drive growth for your company, and simplify your hiring process for both your team and the user by adding a career module to your website.



### TWS

Ensure smooth operation, maintenance, and performance of your website by having our dedicated webmaster services team monitor and maintain your website.



### STICKY HEADERS

For content heavy websites, make the user's life a little easier by incorporating sticky headers. This eliminates excess scrolling and makes navigating your site quicker.



### MOBILE HEADERS

Deliver a seamless user-friendly and responsive website for all screen sizes. Mobile-specific headers, such as navigation and menus, are necessary to ensure users can find everything they need.



### FORMS

Forms are your website's cornerstone of engagement, feedback, and leads. With well-built forms, you can collect valuable user information, enhance engagement, and drive conversions.



### SITE PERFORMANCE AUDIT

It's critical that you evaluate the speed, responsiveness, security, and overall efficiency of your website to identify potential issues and areas of improvement.

## Design Products



### BRAND STANDARDS

Maintaining a cohesive brand identity across all platforms would be quite difficult without your Brand Standards. We outline your brand's identity, visual elements, messaging, tone, and voice to shape a consistent brand image.



### LOGOS

A logo is the foundation of your brand and shapes the first impression of your business. Build a strong identity and communicate your professionalism with a creative, memorable and impactful logo.



### BUSINESS CARDS

If you're a major networker, often engaging with prospects and clients, business cards are just as relevant as ever. Let's empower your branding and ensure your card is never overlooked.

## Design Products Continued



### PRESENTATIONS

Make your slide decks and professional pitches engaging with reinforced branding, consistent design, and eye-catching layouts that make information memorable and digestible.



### CARDS & STATIONARY

Even in the digital age, a personal touch goes a long way. Show your clients and employees extra appreciation with custom cards for handwritten messages and branded stationery sets for everything else.



### BROCHURES & SALES SHEETS

Support the quality of your website with print marketing that reflects the same look, feel, and messaging. Craft strategic leave-behinds to help close the deal long after you've left the room.



### EMAIL TEMPLATES

Become a master of the inbox with custom email marketing templates. From newsletters and product updates to relationship building with clients and staff, your new templates will make every message stand out.



### BRANDED SOCIAL MEDIA TEMPLATES

Build your brand authority with a set of social media templates that create recognition through consistency and cohesion. With a range of powerful designs, your message will be hard to ignore.



### STYLE GUIDES

Set your staff up for success by providing a framework for visual and written communication. A Style Guide ensures that everyone who touches your brand has the necessary guidelines to create cohesive messaging and visual elements across platforms.

## Marketing Products



### GA4 SETUP

Analyzing your website's user behavior and data provides insights needed to optimize your website and build your success. Setting up GA4 streamlines this process and ensures easy access to this data.



### EMAIL PLATFORM SETUP

From building audience lists to creating custom automations, email platforms are a classic yet effective marketing tool. They are cost effective, facilitate user engagement, and provide useful data of a campaign's success.



### CUSTOM MONTHLY REPORTING

Track your website's ranking and performance, while monitoring any potential issues that arise with custom reporting. Receiving regular analytics reports will help you monitor KPIs and reach goals.



### CASE STUDIES

Providing current and future customers with real-world evidence of the value of your business helps you build trust, gain credibility, and demonstrates your expertise.



### UX & SEO AUDIT

Ensure your website is both functional for the user and optimized to reach goals with a UX and SEO audit. Discover areas for improvement such as usability, search engine rankings, and organic traffic.



### ACCESSIBILITY AUDIT

Utilize UX accessibility standards to ensure content is inclusive and useable for all people including individuals with disabilities, changing abilities, and assistive technologies.



Learn how your brand can Evolve.

Contact us at [sales@evolve-systems.com](mailto:sales@evolve-systems.com) or 651-628-4000