



CLARK
COLLABORATIONS

Partnership Expectations

1.

Clark Collaborations specializes in marketing consulting specific to project management, branding and staff organization

2.

With over 18 years of experience in the creative and technology space, I have built teams, created brands and redrafted brands

3.

My passion is understanding my clients goals, building relationship to do great work and supporting their ultimate success

4.

As a people first consultant, you can expect full transparency and a very honest working relationship



What's Next

1.

Scheduled discovery meeting so I can immerse myself in your brand and business goals

2.

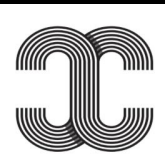
Align on a statement of work to identify scope of the project and hourly rates

3.

Identify, if needed, additional support - e.g. designers or website developers

4.

Sign off on statement of work, align on regular touch points as needed and preferred status report format



Additional Recommendations

1

Identify your house of brands - you have two verticals. One residential and one commercial. Create the umbrella branding for these two

2

Create streamlined and cohesive imagery for all of your companies and their presences - e.g. headshots, website imagery

3

Build a very simple content calendar that is easy to be executed by existing staff - you want quality over quantity

4

Evaluate your existing marketing needs over the course of Q4 2025 once the high season has become a bit more quiet



Previous Partners Supported

Casey's

home+

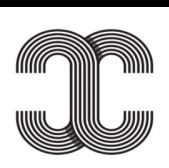
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Appendix - Example Work



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Example of Previous Project Roadmap

- ↘ **Content calendar** - Creating social posts and blog content - in progress
- ↘ **Branding guidelines** -. Ready for review early next week - in progress
- ↘ **Website** - Review of initial sitemap - in progress
- ↘ **Org chart of both teams** - Explaining roles & responsibilities - pending
- ↘ **Open house launch needs to be scheduled** - Construction is tentatively scheduled to be done eight weeks from now - pending
 - Need to create a flyer to invite people when they pick up products
 - Create an email invite list
 - Create ad in HealthScope or other local publication
 - Create a schedule for the event
- ↘ **Photography** - Later date, but we will need to do a custom shoot for the new website

