



**FANTASTIC GRAPHIC DESIGN
SELLS FANTASTIC HOUSES**

**HOW TO CREATE STAND OUT MARKETING
YOUR BUYERS CAN'T IGNORE**

Featuring
Meredith Oliver, MIRM, CSP



President & Creative Director

MeredithCommunications.com
MeredithSpeaks.com

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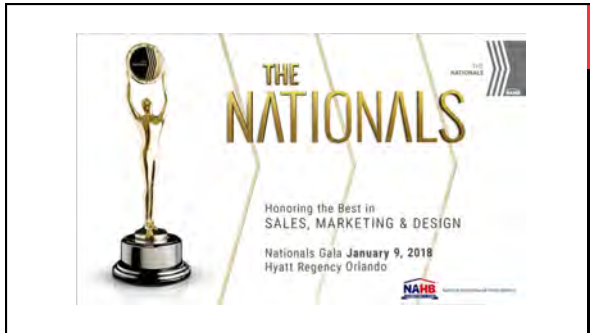
**#FOMO: YOUR SECRET TO
SUCCESSFUL SALES IN 2018**

Tuesday, February 20, 12:00 pm ET

Featuring
Evan Carroll
Author, Speaker, Event Planner



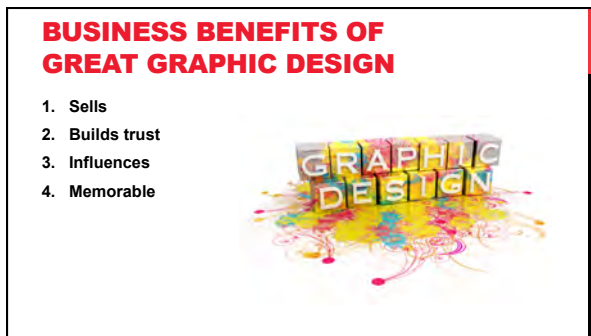
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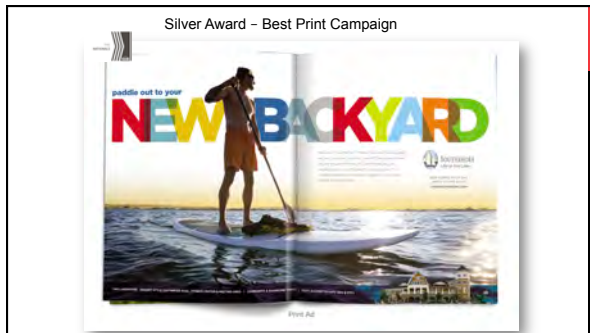


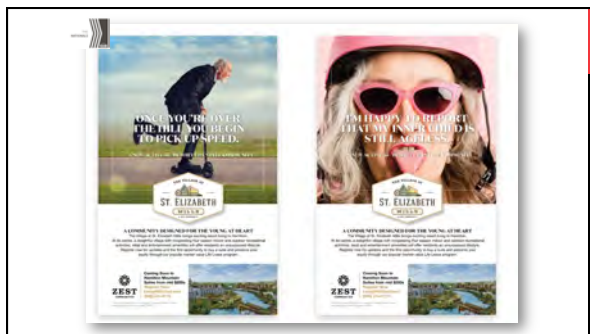














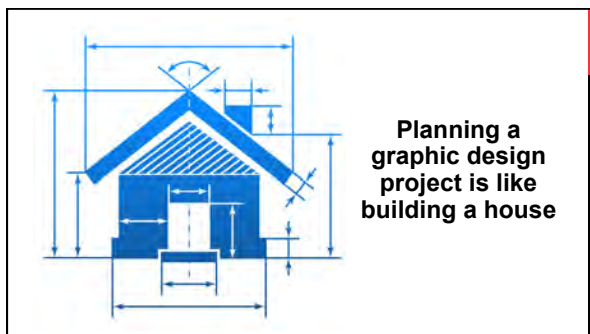















Blueprint House Plan

- Front Door
- Garage
- Bathroom
- Hall
- Kitchen
- Living Area
- Back Door
- Backyard

Create a Brand Style Guide

- ✓ Logo
- ✓ Colors
- ✓ Fonts
- ✓ Graphics




BRAND GUIDELINES → **BRAND STRENGTH BECAUSE OF CONSISTENT & RECOGNIZABLE MESSAGING**

group two




Use a Creative Brief

- ✓ Contact details
- ✓ Summary of project
- ✓ Project objectives
- ✓ Scope of the project
- ✓ Target audience profile
- ✓ Competition
- ✓ Execution details



Organize Digital Assets

- ✓ Logo
- ✓ Product photos
- ✓ Graphics
- ✓ Fonts
- ✓ Stock photos



3. Give FANTastic Feedback

ARE YOU CRITICAL OR CONSTRUCTIVE?

Critical	Constructive
✓ Broad and sweeping	✓ Specific to situation
✓ Focus on the person	✓ Focus on the flaw
✓ Vague and ambiguous	✓ Offers ways to improve
✓ Seeks to hurt or destroy	✓ Seeks to better

FANTASTIC FEEDBACK IS:

- ✓ Brutally honest, but not bitter or harsh
- ✓ Positive, but no fluff or pulling punches
- ✓ Redirects the work to be "on brief"
- ✓ Identifies problem but does not try to solve it



BE SPECIFIC – PRINCIPLES OF GOOD DESIGN

- ✓ Logo usage/size/placement
- ✓ Typography
- ✓ Colors
- ✓ Layout
- ✓ Images
- ✓ Call to action




Silver Award – Best Web Banners





BE SPECIFIC - MESSAGE

- ✓ **Headline**
- ✓ **Sub-headline**
- ✓ **Body copy**
- ✓ **Benefit driven**
- ✓ **Support brand**
- ✓ **Call to action**



Silver Award – Best Digital Marketing Campaign






4. FANTastic Resources

BECOME A STUDENT OF GREAT DESIGN


- ✓ Stop skipping the commercials
- ✓ Look at your junk mail
- ✓ Pay attention to magazine ads
- ✓ Look for good signage and billboards
- ✓ Bookmark great websites



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Abstract
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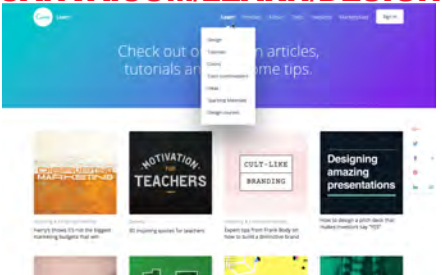


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Check out our design articles, tutorials and design tips.

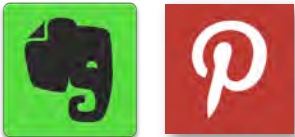


Articles: **DESIGNING A WINNING MARKETING STRATEGY**, **MOTIVATION FOR TEACHERS**, **CUSTOM-LIKE BRANDING**, **Designing amazing presentations**



**SAVE AND ORGANIZE
INSPIRATION**

- ✓ Evernote – Use the Evernote Web Clipper and/or SnagIt
- ✓ Pinterest – Build inspiration boards



But Wait...There's More!!!



MEREDITH OLIVER
MEREDITH COMMUNICATIONS

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