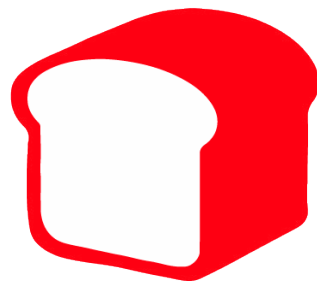


Let's Get This Bread Together

THE BREAD & BUTTER CLUB

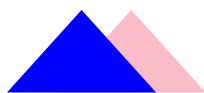
Information package



Helping you with...



Marketing



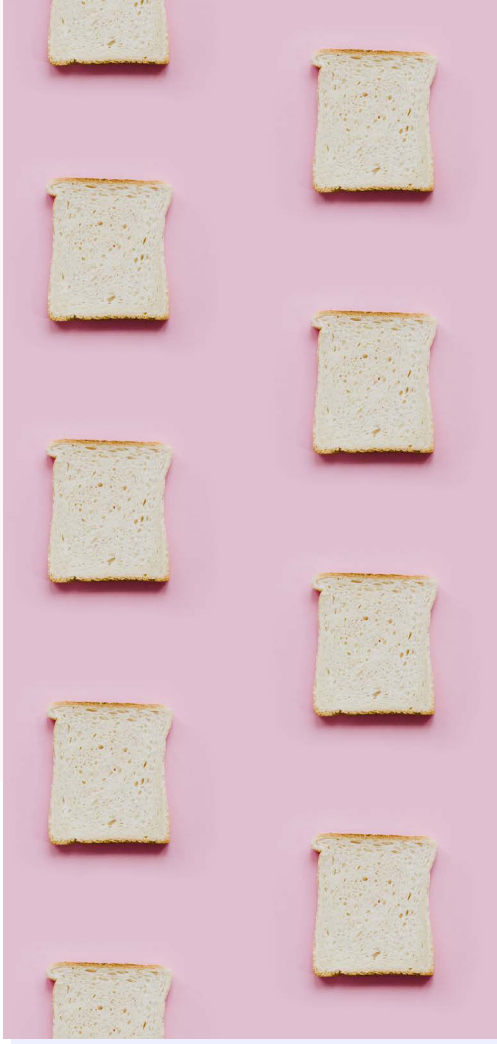
Design



Innovation

WWW.BREADANDBUTTERCLUB.CA

GOOD DESIGN MATTERS.



MARKETING IS MORE THAN YOU MIGHT THINK.

Design is all around us, and one of the most important variables in your business plan. Good design when it comes to your visuals, as well as your marketing strategies, products and business workflow, will help your business succeed and stand out!

We are a duo of creative problem solvers, with an eye for well designed systems and strategies. We have a passion for small businesses, the greater good, and our local communities.

MOLLY & SHANLEY
BREAD & BUTTER CLUB
FOUNDERS



75%

OF WEB USERS ADMIT TO MAKING JUDGEMENTS ABOUT A COMPANY'S CREDIBILITY BASED ON THEIR WEBSITE DESIGN

78%

OF CONSUMERS TRUST BRANDS THAT PRODUCE CUSTOM CONTENT, COMPARED TO GENERIC CONTENT

52%

OF CONSUMERS WILL NOT TO BUY FROM A COMPANY BAD BRAND AESTHETICS

OUR PROCESS

FIRST

LEARN ABOUT YOUR BUSINESS NEEDS AND YOUR PAIN POINTS

SECOND

RESEARCH, RESEARCH, RESEARCH TO FIND THE CORE PROBLEM

THIRD

DEVELOP UNIQUE SOLUTIONS TAILORED TO YOUR BUSINESS NEEDS



DIGITAL MEDIA AND CONTENT CREATION



PRODUCT AND SERVICE PRESENTATION



IN-PERSON OR ONLINE EXPERIENCE

WHAT IS MARKETING?

WE BELIEVE IN GETTING TO THE CORE PROBLEM, NOT JUST TRYING TO COVER UP SYMPTOMS.

Why does your small business need a smart and functional marketing strategy to succeed?

Marketing solves a problem. From the inside, it can be hard to understand what the core problem is, and what are actually just symptoms. We can identify it for you.

We know small business marketing.

REACH YOUR TARGET AUDIENCE.

We understand how to get the attention of the customers your want, not just need.

Our passion for great design, as well as our creative problem solving, will meet the needs of your business in a unique way.

We put the strategy into "Wow, this *strategy* totally worked!".

We solve problems and design solutions.

OUR SERVICES

MARKETING STRATEGY

CREATIVE AND UNIQUE

WEBSITES + ECOMMERCE

DESIGN AND DEVELOPMENT

SOCIAL MEDIA STRATEGY

TAILOR MADE FOR YOU

CONTENT CREATION

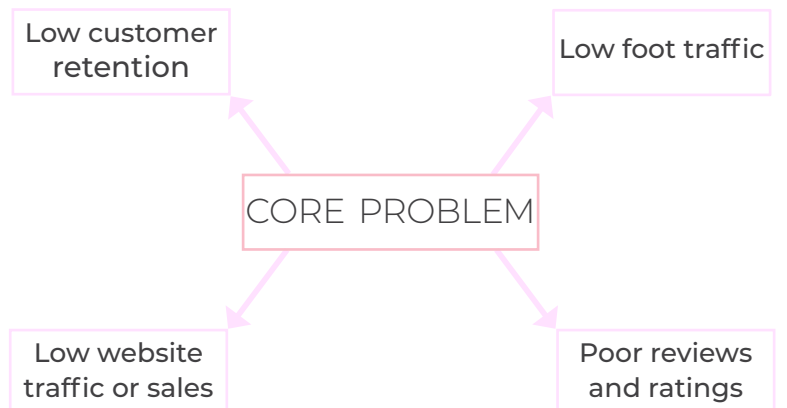
ON BRAND

DIGITAL ADVERTISING

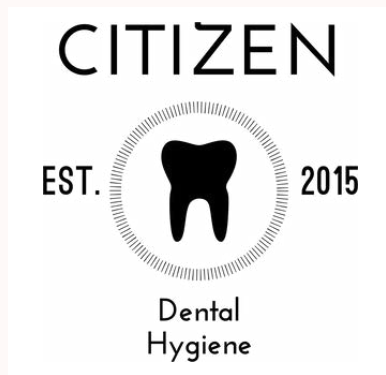
THAT HITS YOUR TARGET

GRAPHIC DESIGN

FOR PRINT AND DIGITAL



We offer a complimentary half-hour call to discuss your business's unique situation and needs.



Original Logo

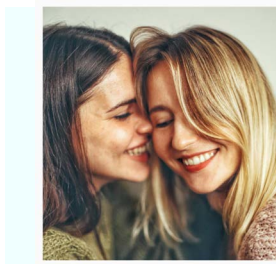


New Logo

CITIZEN DENTAL HYGIENE 2017-2019



Content for social media.



Instagram Story design for a paid ad.

Citizen Dental Hygiene was looking to expand...

Citizen Dental Hygiene, formerly Endearing Smiles, is a clinic in the heart of Mission, Calgary. A new owner was looking to revamp the clinic after seeing a need that wasn't being met in the current market, and catering to a younger crowd.

We developed and executed a marketing strategy that tripled their monthly new patient numbers, and improved repeat business by more than double. By analysing metrics and patient data, the marketing and public relations strategy was improved, and results showed where the small businesses dollars were best spent.

→ The first step was to define and understand where there was gap in the local industry. We then understood what kind of businesses they would become, and brand image and voice they would need to fill it.

→ By creating a strong and unified online presence, we began to reach and attract the patients they desired.

→ Finally, the patient experience from beginning-to-end was thoroughly redeveloped to align with the new brand and make an unforgettable dental experience (in the good way, not the way dental experiences are typically thought of!).

Through digital advertising and a creative in-person experience for patients, patient retention and customer referrals skyrocketed as patients became just as important of a promotional strategy as using social media and creative marketing campaigns to find new patients.

Citizen Dental Hygiene is now known for its approach to patient health and education, as well as being community focused and driven.

WHAT DID WE ACCOMPLISH?

x3

NEW PATIENTS
PER MONTH

x2

REPEAT BUSINESS

4.9★

GOOGLE RATING

BEFORE

- Struggling to fill chairs
- Operating 1-2 chairs a day
- Not enough new patients to support desired growth
- Disorganized paperwork and workflow
- Lack of information for patients to make decisions
- Confusing recare system for staff to use and patients to understand
- Lack of unified brand image and voice

AFTER

- Schedule filled 1-2 weeks in advance while operating 3-4 chairs a day
- New patients to kick growth into gear and expand
- Organized administration to reduce errors that upset patients and keep workflow smooth
- Plenty of resources and informatino for patients in and out of the clinic
- Recare system that turns patients into repeat business.
- Sharp, interesting, unique and community minded brand

WE WOULD LOVE TO HEAR FROM YOU.



Contact