


YOUR ONE-STOP BRANDING SHOP

EXPERIENCE BUSINESS THE **PICWAY**



www.PicwayDesign.com

 631-832-7720

  @PicwayDesign

What is **PICWAY DESIGN**

Welcome to Picway Design, your unofficial business partner. As a full-service Branding and Printshop, we are committed to helping businesses of all sizes enhance their online presence and brand identification to increase business sales.

We aim to develop engaging and unique digital experiences that help your company grow. We strive to turn your vision into reality by focusing on dynamic design and customer-centric solutions, ensuring that every digital interaction represents the soul of your business.



We approach every project with a collaborative mindset and work closely with you to ensure your brand narrative is conveyed authentically and creatively in every way. We are storytellers, technologists, and partners in creating a legacy of digital excellence at Picway Design. We are more than just designers.



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The Power of Branding



Branding is the art of shaping your brand's identity. It's a calculated process of developing elements like logos, designs, messages, and more that portray the ideal image to the target audience. In today's competitive market, strong branding defines you, promotes customer loyalty, and establishes your voice. Not only can effective branding raise awareness, but it also builds trust and drive real business outcomes. Picway Design uses the power of branding to help your company grow.

Strong narrative and precise market positioning are the critical components of effective branding. It converts first-time consumers into repeat customers and passive audiences into active brand advocates. You're investing in more than just a logo or a website when you entrust us with the development of your brand; you're investing in a live, breathing entity that will strike a chord with those who reside in your community. Let Picway Design be the crucible where your brand's strength and flexibility are forged.

The Formula



DID YOU KNOW?....

80%

of readers think authentic content is the main factor that will drive them to follow or engage with a brand

of marketers won't interact with a piece of branded content, if the first one was disappointing

23%

54%

of consumers don't trust the majority of branded content that they see online

OUR EXPERT SERVICES:

Picway Design is committed to improving your company's online visibility through comprehensive digital services. Every service is expertly and creatively designed to fulfill your specific requirements. Here's how we can change your company.

01

WEB DESIGN: YOUR DIGITAL FRONT DOOR

A website is more than simply a platform in the modern digital world—it's your company's virtual storefront. Picway Design understands the importance of web design in defining your brand's first impression. Our approach to web design is based on giving your customers a smooth, engaging, and user-friendly online experience.

Our team specializes in creating websites that are not only visually stunning but also operate smoothly, from visually appealing layouts to responsive designs that adjust to multiple devices. We combine innovative layouts with user-friendly interfaces to ensure your website precisely conveys your business, draws in visitors, and wins them over as committed clients. Our goal with web design services is to improve your online visibility and turn your website into a successful platform for customer interaction and business expansion.



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WHY WEB DESIGN MATTERS?

75%

of users admit to making judgments about a company's credibility based on their website's design.

of B2B customers search the web before making a purchase decision.

85%

94%

of a website user's first impressions are design-related.



02

MASTERING SEO & GOOGLE PPC

At Picway Design, we're passionate about enhancing our client's online presence, which is why we've mastered Google PPC and SEO. Our expertise lies in developing strategies that enhance website traffic while boosting engagement and conversion rates. We use the most recent tools and methods to raise your website's search engine ranking, helping your company stand out in a crowded field. Our digital marketing techniques mostly rely on Google PPC advertisements. Our customized advertisements target your potential customers, ensuring maximum exposure and interaction. We aim to create excellent leads that become devoted clients, not just increase traffic.

We have assisted several clients in achieving outstanding outcomes with our customized SEO strategies and successful Google PPC campaigns.

For example, our work with Exodus Productions demonstrates how to use SEO to increase audience engagement and online visibility. In the same way, our PPC campaigns have significantly improved the internet marketing effectiveness of companies like IV Generation DJ and SPP Plumbing.

Google

GOOGLE 1ST PAGE RANKING

GURANTEED RESULTS

Other noteworthy instances from our portfolio include Guidice Contracting, LI Tint Shop, Club Fitness, Spins Gymnastics & many more where our strategic SEO and PPC solutions have significantly increased online traffic and customer acquisition.

Every project we work on concerns our customers' particular demands and objectives. This helps us ensure that our PPC and SEO strategies are efficient and aligned with their overarching business goals.



SEO FACTS



The top page listed in a Google search has an average click-through rate of

32%



68%

of online experiences begin with search engine



75%

of people never scroll past the first page of search engine



03

BRANDING:

Your company's identity is its lifeblood. It's how clients view and relate to your business. To develop a branding strategy that includes the message, brand voice, and logo design, we thoroughly examine your company's ideology. Our strategy ensures that every branding component connects with and leaves a lasting impression on your target market.



04

DESIGNING YOUR LOGO:

A logo represents your brand's identity, not merely an image. Our designers are adept at creating memorable logos that capture the spirit of your company. We guarantee that your logo is adaptable to all platforms and creates a powerful first impression.

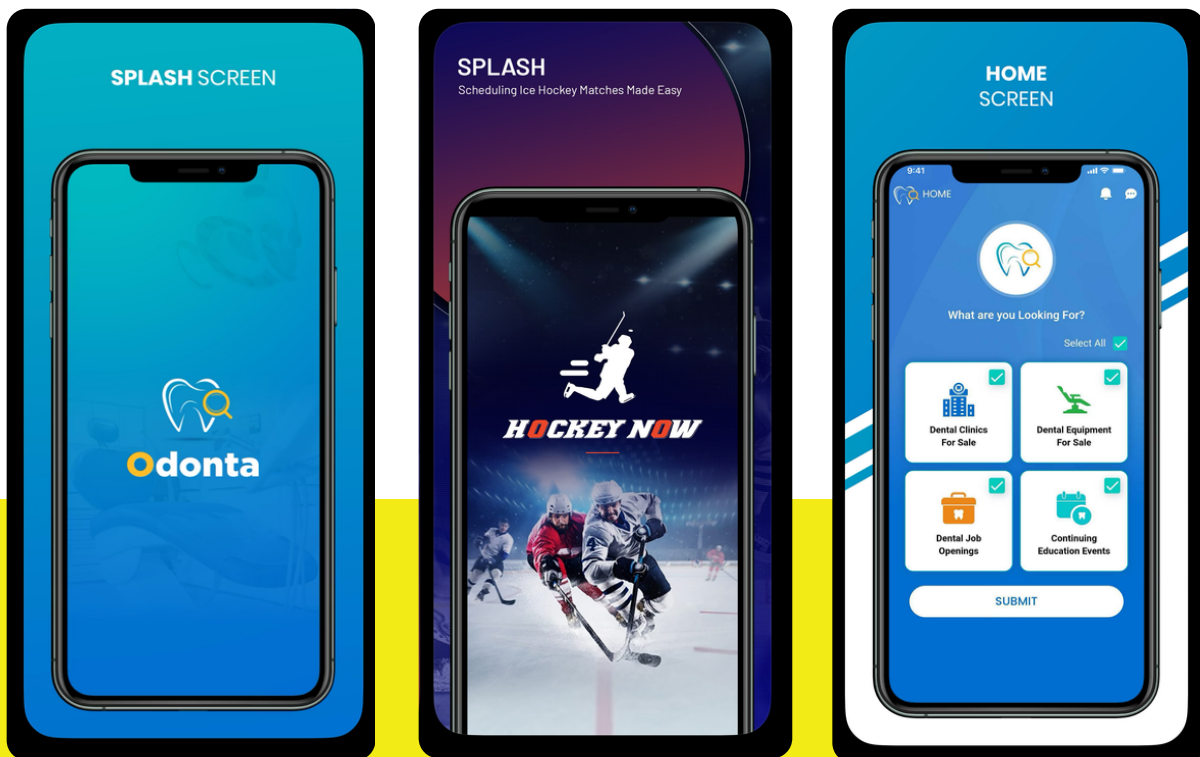
We delve into the essence of your brand, translating your business's personality, objectives, and core values into a visual language that speaks directly to your audience. Our goal is to create a logo that stands the test of time and becomes synonymous with the quality and ethos of your brand. With Picway Design, your logo is not just seen; it's remembered and revered.



05

APP DESIGN

At Picway Design, we take pride in delivering top-notch App Design services. Our streamlined process begins with a thorough understanding of your unique requirements and goals. Our team of skilled designers combines creativity with user-centric principles to craft visually appealing and intuitive app interfaces. We prioritize collaboration, ensuring your input shapes the design journey. With a focus on functionality and aesthetics, we leverage cutting-edge technologies to bring your app vision to life.



Clients can easily communicate, review design iterations, and witness the evolution of their projects. Whether you're launching a new app or enhancing an existing one, Picway Design's commitment to excellence shines through every step of the design process, delivering user experiences that resonate with your audience.

VEHICLE WRAPS:

Design & Install Vehicle Wraps: *Be your own mobile Billboard*

Your cars become moving billboards when you use our vehicle wrap design services. Our designs are quick attention-getters that offer a distinctive and practical approach to broadening brand awareness.



Making an Impression: Designing Storefront Displays

The first place your customers will interact with you is in your shop. Our expertise lies in designing storefront displays that complement your brand's theme and ethos while being aesthetically pleasing.



76%

of American consumers enter stores they have never visited simply because of the signage.

68%

of Americans have paid for a product or service because of its signage catching their eye.



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Custom Apparel & Sportswear: Show Off Your Style With pride

Our customized clothing and sporting services can help you expand the reach of your business. Every garment we design, whether team uniforms or corporate clothing, is guaranteed to make your brand stand out with our Premium Quality.



carhartt®



Double stitched shoulders

Embroidery and
Sublimation options



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Fully Custom Rings with box & chain



Kansas City Cheifs Replica Championship Ring

| | |
|------------------------|---|
| Plating: | Gold Silver Black Plated or customize |
| Shape \ pattern : | Geometric |
| Style : | Casual/Sporty |
| Jewelry Main Material: | ALLOY |
| Main Stone : | ZIRCON |
| Occasion: | Team Sports |
| Gender : | Men's, Unisex, Women's |
| Size : | Sizes 8,9,10,11,12,13,14 Youth Sizes Available |

We can customize almost anything!



Creating a Business Plan: **A GUIDE TO YOUR ACHIEVEMENT**



At Picway Design, we recognize that your success depends on having a well-organized business plan. Our custom business plans come with all the essential elements, ranging from an Executive Summary that provides a quick overview of your company to a thorough Market Analysis outlining your approach to the competition.

Whether you are a new business or hoping to grow, our strategies are made with your goals in mind. Our plans fulfill the specific standards of the SBA, so if your objective is to acquire a loan, we also offer personnel roadmaps, strategic marketing plans, and in-depth research.

Allow us to help you bring your company's vision to life with a plan that acts as a road map for expansion and achievement. Using Picway Design, you're doing more than just making plans—laying the groundwork for future successes.



OUR PLANS INCLUDE:

- ✓ **Executive Summary:**
An overview of your business at a glance, capturing the essence of what you offer.
- ✓ **Mission Statement:**
Your business's core purpose and values are distilled into a compelling statement.
- ✓ **Keys to Success:**
Strategic insights that will propel your business forward.
- ✓ **Goals and Objectives:**
Clear targets for your business to aim for and achieve.
- ✓ **Company Summary:**
A detailed look at your company's history, structure, and growth potential.
- ✓ **Products Services:**
An exploration of your offerings and how they benefit your customers.
- ✓ **Industry Analysis:**
Comprehensive analysis of your industry, trends, and market conditions.
- ✓ **Market Analysis Summary:**
Insights into your target market's size, expectations, and needs.
- ✓ **Competitive Edge and Analysis:**
Identifying your unique advantages and how you stack against competitors.
- ✓ **Strategy and Implementation:**
Outlining your approach to achieving business goals and milestones.
- ✓ **Marketing Plan:**
Strategies to promote your business effectively to your target audience.

- ✓ **Target Market Segment Strategy:**
Identifying and targeting specific market segments.
- ✓ **Personnel Plan:**
A roadmap for your staffing requirements.
- ✓ **SWOT Analysis:**
A detailed SWOT analysis to understand your business's Strengths, Weaknesses, Opportunities, and Threats.
- ✓ **Management Summary:**
An overview of your management team's expertise and experience.
- ✓ **Essential Charts and Graphs:**
Visual data representations for an at-a-glance understanding of your business metrics.



Specializing in SBA Loan Business Plans

Our knowledge in developing business plans that fit the Small Business Administration's criteria can benefit entrepreneurs seeking SBA loans. We know the technicalities involved with SBA criteria, so we will customize your business plan to meet their exacting standards and increase your chances of receiving that much-needed money.

Your business plan is more than just a piece of paper when you work with Picway Design; it's a roadmap for success that will help you at every turn.



WHY CHOOSE PICWAY?

Choosing the right partner for your web design and branding needs is critical in a market flooded with digital solutions. We at Picway Design are unique for several main reasons:



Knowledge and expertise:

Our team members are highly qualified experts with combined digital marketing, branding, and website design expertise. This expertise guarantees that we understand your needs and know how to execute your vision efficiently.



Customized Solutions:

We offer a customized strategy. Every project we embark on is customized to meet our client's specific requirements and objectives, ensuring that the finished result functions well and precisely reflects their brand identity.



Excellent Quality:

Quality is at the center of all we do. Every stage, from the first concept to the last delivery, is completed with the utmost care and attention to detail, ensuring that the highest standards are maintained.



Client-Centric Approach:

We put our clients' requirements first and collaborate closely with them throughout. This cooperative strategy produces more successful results in the long run through improved comprehension and more seamless implementation.





Creative and Innovative Solutions:

We keep up with the newest branding and web design trends and technology developments. This makes it possible for us to provide unique and imaginative solutions that distinguish your company in the world of technology.



Results-Driven Strategy:

We put more of an emphasis on achieving results than just producing aesthetically pleasing designs. Our strategies are made to help you achieve your business objectives, whether related to boosting internet exposure, raising engagement, or growing sales.



Client Testimonials:

Our clients' satisfaction speaks volumes about the quality of our work. Our track record of completing projects successfully, along with our client's positive feedback, attests to our dedication and knowledge.

Selecting Picway Design involves collaborating with people committed to your achievement. Let us help you develop a digital presence that is physically appealing and strategically effective.

UNWAVERING CONFIDENTIALITY COMMITMENT

Picway Design is built on your trust. We have the utmost regard for the confidentiality and privacy of your business information. Rest assured that all details you share with us are carefully kept. It is only utilized to make sure your job gets completed. This confidentiality pledge is the cornerstone of our collaboration with you, not merely a provision. Your secrets are kept private and will never be revealed to outsiders. Your creative concepts and business strategies are safe in our capable hands.





GETTING STARTED WITH PICWAY DESIGN



With [Picway Design](#), getting started is simple and centered around helping you better understand the unique characteristics of your company. After you place your purchase and pay the deposit, we will email you a detailed questionnaire. This is intended to collect vital information about your company, including financial information and facts about your concept, target market, competitive environment, management structure, goods or services, and marketing and sales tactics.

It's okay; we understand that you might not know every answer. Our staff is willing to research in-depth and apply industry-standard norms and well-informed assumptions to fill gaps. This ensures that we start your project with a strong basis. The questionnaire usually takes approximately an hour to complete and is brief and considerate of your time.

By beginning this journey with us, you're laying the groundwork for a customized, goal-oriented approach that supports your company's goals and advances your brand.

CONTACT US



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