

LIH CONSULTING | CREATIVE BRIEF FOR



SYNERGY

— *Care and Counseling* —

BRAND DEVELOPMENT

WEB DEVELOPMENT

SOCIAL MEDIA STRATEGY

## PROJECT:

Brand Development

Web Development

Social Media Strategy

## TIMELINE:

Started May 2020

Finalized September 2020

## CLIENT:

Synergy Care and Counseling, PLLC

## BRIEF:

The client retained our services to develop complete brand, social media strategy and website assets for a licensed therapeutic center based in North Carolina. Over the course of five months we worked with the client to develop a strategic brand strategy, design a professional brand appearance, launch a website that is HIPPA compliant and create a system for consistently developing content.

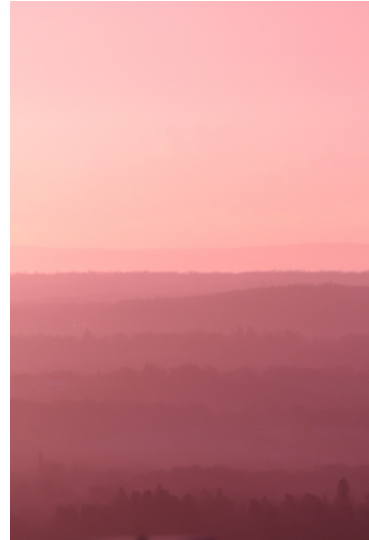




# Brand DEVELOPMENT

LIH Consulting assisted with the development of a strategic brand approach replete with consumer profile, brand values, philosophy, persona and archetype(s).

This strategy was then utilized to design the brand aesthetic, sensory displays and digital assets with considerations made for scale, symmetry, style, typography, logo and watermark.



# Web Development

For completion of the web development components for this project we began by conducting a strategy session to assess and determine what operational functions needed to flow through the site. We also reviewed the various functions to determine which would require HIPPA compliant software and then conducted market research to ensure we ascertained the proper third party integrations. Next, we moved forward to blueprint and diagram the outline of the site, design each individual webpage utilizing Wix platform (along with additional design software), assisted the client with content development and finally conducted various SEO related tasks.

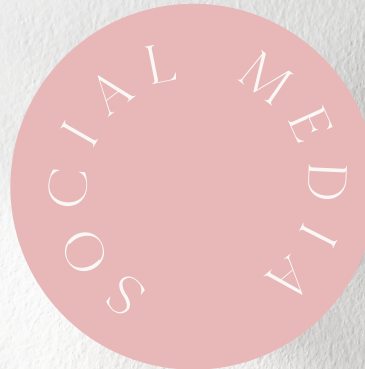
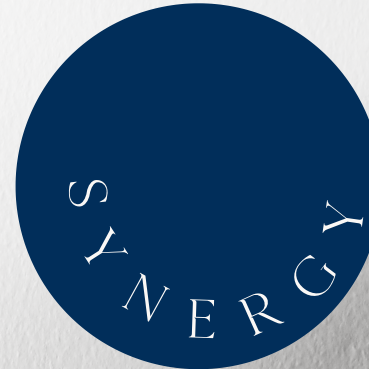




# Social Media STRATEGY

In completing the social media strategy for Synergy Care and Counseling we began by creating a consumer profile that helped us to understand the core audience that this organization will serve.

Merging this with the brand values, philosophy and strategy we were able to develop a unique approach to content creation that blended both organic and inorganic approaches to digital communication for the purpose of maximizing social media consistency, presence and engagement.







[WWW.SYNERGYCAREANDCOUNSELING.COM](http://WWW.SYNERGYCAREANDCOUNSELING.COM)

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