

Blancomedia The Company

Blancomedia, the company.

Blancomedia was started in early 2003, and has been fortunate to have worked with all sizes and types of companies, from non-profits to some of the largest brand names in the world. Nike, Red Bull, Medtronic, Plantronics, Intel, Adobe, Levi Strauss, and many other companies have believed that Blancomedia was the right team member for their projects. We built Blancomedia around the basic principle that focusing on delivering the highest quality work and the best customer service will mean solid long-term success. This business philosophy has paid off, as most all of our clients continue working with us for at least 5 years or longer. Our experience in all aspects of the online arena has meant we never have to outsource the more complicated parts of a project to another company. We complete all projects in-house, thus keeping a high degree of control on quality and keeping turnaround times to an absolute minimum. Our experience building custom solutions means we have the ability to produce almost anything one sees online, we are not tied to a single technology or work flow. This quality centered approach allows us to create web site solutions with highly scalable architecture that grows with a company. Some competing developers use pre-packaged solutions, these pre-built components look like a good idea at the start but end up creating serious headaches when the company requests modifications or enhancements during growth cycles. Our custom-built architecture allows the company to add new features quickly and effectively. A fast and efficient turnaround means our clients can rapidly respond to the latest marketing or sales trends and stay ahead of the curve, which translates to the best chance for success in the rapidly changing internet world.

OUR PROCESS

Discovery Phase

The *discovery phase* is the first step in identifying the goals and messages the ultimate design will communicate. In the case where there is a prior site with usage tracking data, considerable information can be gathered as to what has been effective and what is lacking. Beyond the existing site several areas of research will follow. These areas are outlined below.

Current Site Research

Research current performance of the site using analytics data.

Usability study of current site using focused demographics and general cross section.

Industry Research

General in-depth study of your industry segment.

Competition Research

Develop a solid understanding of the strategic position of your company with respect to its competition. Analyze the marketing strategies employed by your competition. Isolate potential markets or users not addressed by your competition. Identify strengths and weaknesses of your competition, and then create solutions that maximize your competitive advantages or minimize your shortfalls (if any) with respect to your competitor's dominance.

Demographic Research

Research your current and potential future market audiences. Ensure the design development process maximizes the efficient interaction with your products conversion funnel based demographic and actual usage patterns.

Functionality research

Develop a solid understanding of how your users are interacting with your products and information and ensure that all possible information required to lead to goal conversion is available and easily understandable in its use.

Marketing Strategy and Tactics Overview.

Work with your current marketing team to understand your marketing strategy and how you would like it to be implemented online. We will look deeply into your metric data to reveal the strengths and weaknesses of your current online presence and create solutions and creative ideas to bring out your company's full potential. We will use our experience to assist your team in optimizing and leverage the opportunities presented by the newer product centric marketing paradigm. The design development will revolve around ensuring a seamless interface between the available marketing channels and your online image.

Integrate Social Media marketing with Design and Functionality

We understand the importance of what people are saying about your products and services enviably leads to sales. We believe the integration of social network marketing functionality is important to encouraging the avocation of your products or services.

Search Engine Optimization Audit

We will perform a complete audit of your existing site for areas that are not optimized for efficient search engine indexing. Once identified, we will ensure that these areas are updated to industry standards and integrated into the redesign process.

Design Process

Once discovery is completed the visual components should be evident in their direction. Our discovery phase will bring the graphical decisions to the surface from where we can add the *refinement and elegance* that solidifies and reinforces your core message. Our design development process is rigorous and utilizes our entire team of professionals. Our refinement process is composed of usability studies, graphical critiques from industry associates, and client review meetings. A rough outline of our design process is presented below.

The designer works closely and collaboratively with both the creative director and the programming team throughout the entire design phase to ensure seamless integration with functionality, usability and best practices.

Starting with loose creative concepts, the teams work through possible visual ideas together. These ideas are then run through a 'filter' based on which ones will best serve the criteria outlined in the discovery phase. One concept usually stands out as '*the perfect direction*' to base the visual comps on.

Our design team then proceeds to create a visual comp **. Through back-and-forth dialog with the creative director and programming team, the visual comp progressively becomes more and more refined. The end result is an interface that addresses all desired objectives/criteria. When all the internal teams are satisfied with the visual comp, it is presented for client review.

During the visual comp presentation, the client will be shown layouts for the home page, a content page and at times a third page if it is deemed necessary to the review. Typical topics that are covered in the presentation will be:

- Explanations of why certain design decisions were made.
- How the design meets the criteria outlined in the Discovery Phase.
- Navigation
- Usability
- Functionality
- Imagery (If photography was supplied beforehand by the client, it will be incorporated into the design where appropriate, otherwise stock imagery will be utilized as a place holder or as a proposed image that supports the design concept)

During the presentation, clients are encouraged to ask questions and offer feedback. If/when modifications are suggested, we encourage healthy dialog to determine how/if a proposed modification will improve the overall design. We regard modification requests as justified possibilities; however, we feel these must go through the same scrutiny as the decisions that were made to develop the initial design. In other words, they must be supported by tangible reasons that hold up to debate.

If there are any modification requests, the designer makes the change, and the visual comp is up for client review. When client approval is attained, the designer prepares the files for the production/programming teams for development.

** For clarification purposes, the 'visual comp' is a flat prototype the designer develops to articulate the proposed look and feel of the website, using photography, typography, color, texture, layout and graphical elements.

Production Phase

The production phase represents a millstone in the development process. At this point Blancomedia invoices the second installment. And then begins constructing the online application (website) to the specifications in the finalized documents. At this point all changes and client requests prior to the start of this phase will have been implemented into the finalized specs, any additional requests will be added to a Phase II wish list and considered after the launch of the site, and separated from the current project deliverables. The typical timeline from this point forward is 8-12 weeks to launch.

Working with Blancomedia

We are a completely in-house operation. That is, we never use outside "help" to deliver a project to a client. *Why is this important?* The answer lies in the consistency of quality, time to market, responsibility in workmanship, and a continued excellence of service. Our business model is built on *developing long-term relationships with clients*, not "let's make a Deal", and then moving on to the next job. We are interested in great clients that make superior products or services and understand the fundamentals of good business! Having complete in-house operations means our core competencies are leveraged across the full online development process. For Example, the design process will have utilized not only professional graphic design skills but also business development expertise, a broad range of goal-oriented marketing experience, programming and technical expertise will have been considered throughout the process.

Blancomedia is not just good at marketing and design, our technical competency is a proven core strength. We have delivered solutions to all different industry segments on time and always exceeded their expectations. This is an important consideration in a long-term partner as having in-house technical expertise means, quick turn around on requests, and not having to look for contractors of variable quality to meet complicated client needs, especially a year or two after launch.

We believe long term relationships are the key to long range business growth. Having a trusted partner that you know is going to be there for you means that you can get on with your business goals rather than getting bogged down with vendor distractions.

Finally, we believe that the speed at which things change on the internet means a company must always be vigilant in keeping their online presence relevant. What people want and what they expect is dynamically changing based on new technologies and current trends. This is now the reality of doing business online. Our long-term business model offers continuous and rapid support for this dynamic environment. Continual analysis and modifications are now more than ever a part of the online business environment.

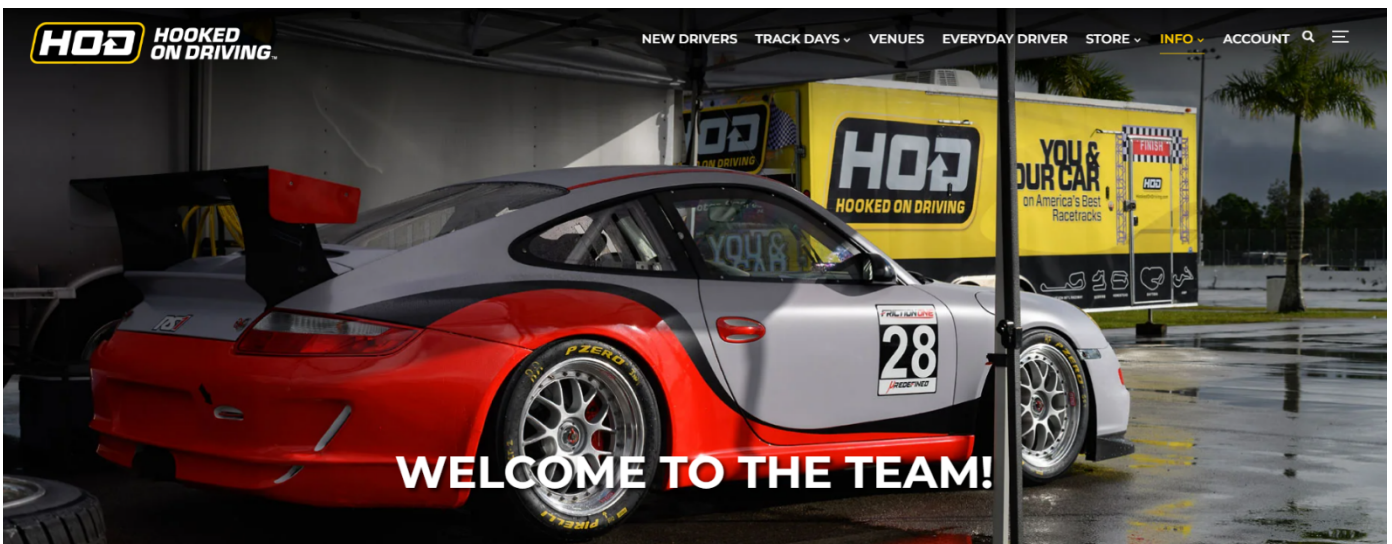
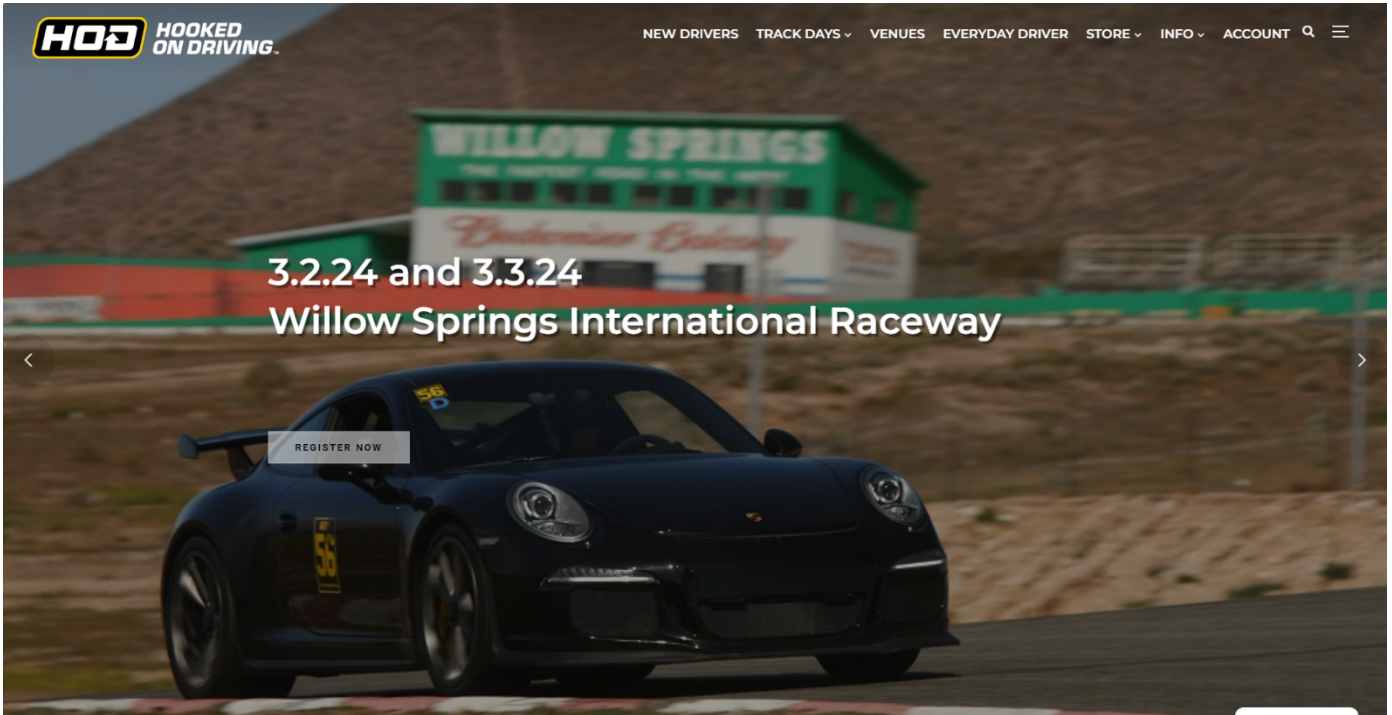
Having a partner in Blancomedia means you have a dependable and consistent support in any area that you need it.

Blancomedia The Portfolio

HOOKED ON DRIVING

www.hookedondriving.com

Blancomedia client since 2004. The site is a fully customized WordPress marketing site in combination with a Lucee / SQL Server ecommerce website that serves franchisees all over the country.



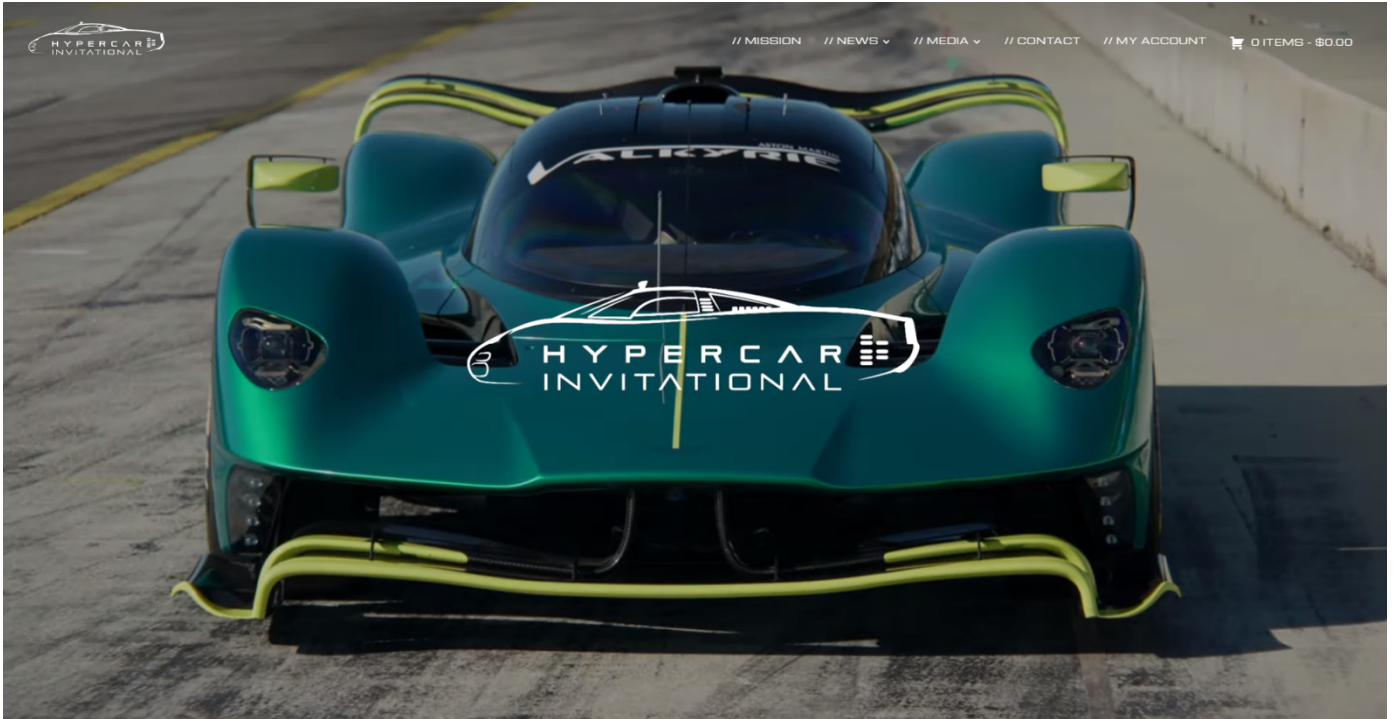
TeamHOD membership is required for all driving events. This is an annual family membership, paid once a year, good for 12 months from the date you join. Membership can be shared by a household, including offspring up to 25 years of age who are still living at home



HYPERCAR INVITATIONAL

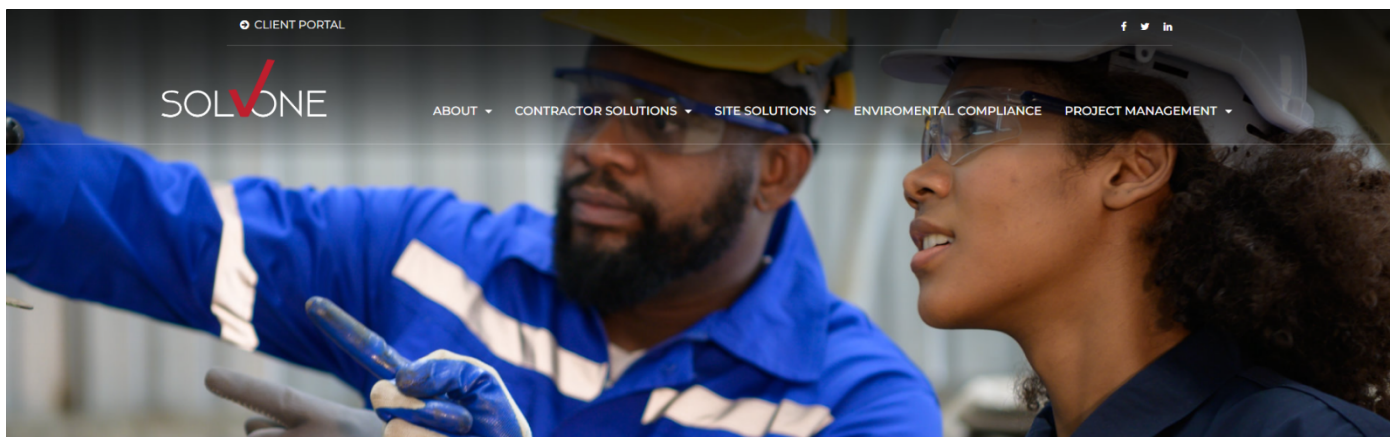
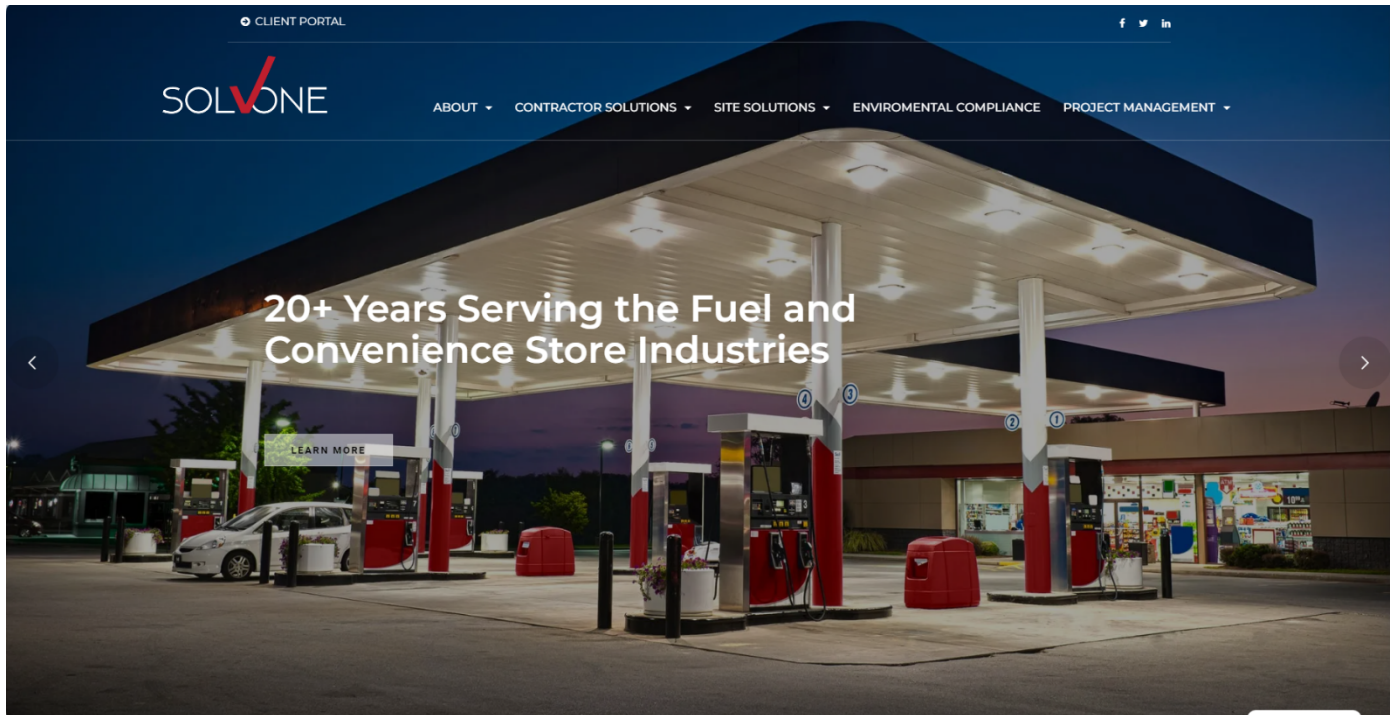
www.hypercarinvitational.com

Blancomedia client since 2022. The site is a fully customized WordPress marketing site in combination with a WordPress ecommerce website that serves high end car enthusiasts.



SolvONE
www.solvone.com

Blancomedia brand new client - 2024. The site is a fully customized WordPress marketing site that will launch in March 2024.



OUR TEAM

**WE SERVE THE
PETROLEUM INDUSTRY**

While our services are available 24/7/365, nationwide – it's imperative that every SolvOne customer receives individual care that exceeds their expectations.

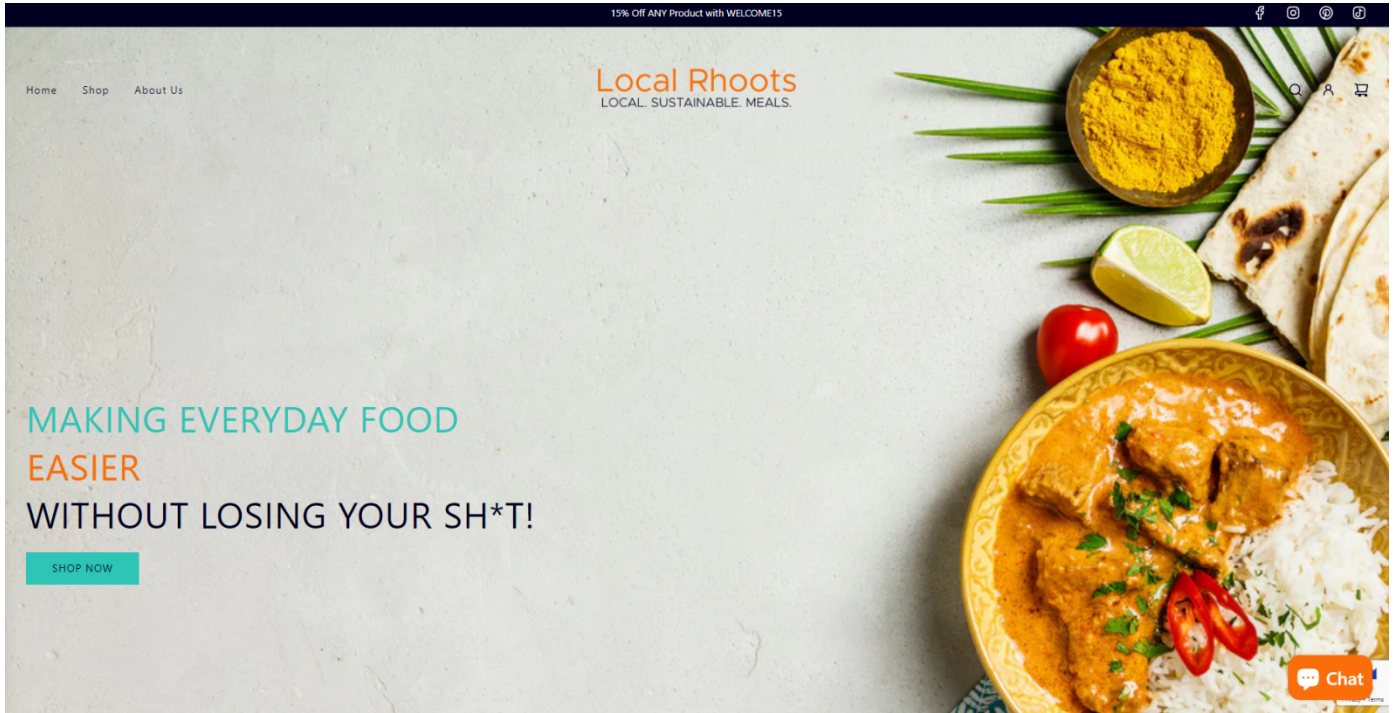
We accomplish this mission with an industry-experienced, knowledgeable team that utilizes



LOCAL RHOOTS

www.localrhoots.com

Blancomedia client since 2020. Blancomedia supports Local hoots in all aspect of website technical and IT needs.



GO-AIRS

www.go-air.com

Blancomedia client since 2015. The site is a fully customized WordPress marketing site that facilitates the collection of customer's leads and the share of all product technical information.



HOME PRODUCTS SERVICES SUPPORT THE COMPANY

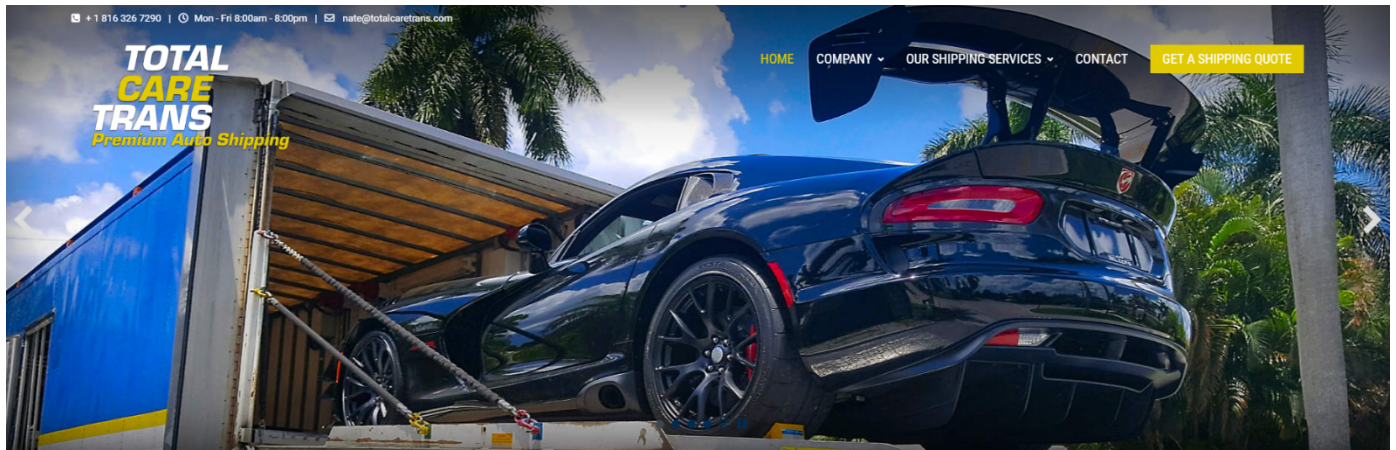
PERFORMANCE COOLED INFRARED MODULES AND CORES
FOR OEMS AND RESEARCH APPLICATIONS



TOTAL CARE TRANS

www.totalcaretrans.com

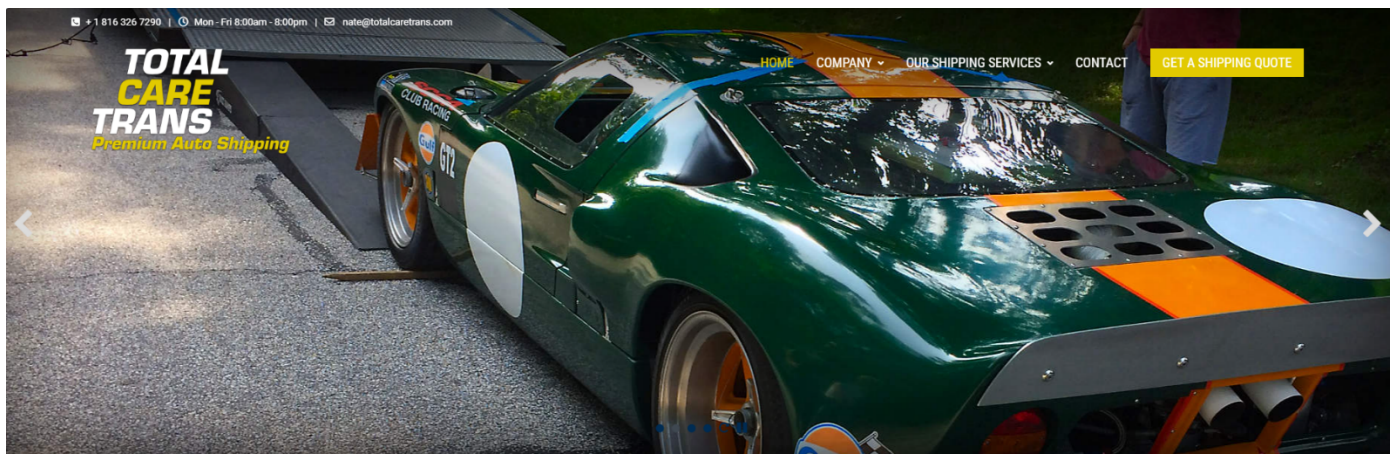
Blancomedia client since 2015. The site is a fully customized WordPress marketing site that facilitates the collection of customer's leads.



Welcome to Total Care Trans

"We're a full-service auto transport broker utilizing only the best well-maintained equipment. We offer open and enclosed carriers with experienced, quality, conscientious drivers. We're courteous, professional and always accessible by phone, email, or text. Excellent communication is our passion and to make your shipping experience the best it can be."

Nate Allen
Founder - CEO



Welcome to Total Care Trans

"We're a full-service auto transport broker utilizing only the best well-maintained equipment. We offer open and enclosed carriers with experienced, quality, conscientious drivers. We're courteous, professional and always accessible by phone, email, or text. Excellent communication is our passion and to make your shipping experience the best it can be."

Nate Allen
Founder - CEO



TURN 2.0

<http://www.turn2dc.com>

Blancomedia client since 2021. The site is a fully customized WordPress marketing site and Social Media Site (similar to Facebook) in combination with a Lucee / SQL Server ecommerce website.

