



Company Guide



# | Company Guide

## Who is Clique Studios?

We're a tightly knit group of interactive professionals hailing from Chicago, wielding decades of experience in designing, developing, copywriting and customer service.

Started in 2003 by two partners, one a successful designer/consultant and the other a successful designer/writer, Clique has been steadily growing their own business and that of the companies they love.

We've done work for international beer distributors, large-scale entrepreneurial firms, web startups, non-profits, and big-time promotions companies. Our work has graced the covers of magazines and the annals of design showcases. We even made the website of the guy who prosecuted Oprah (!).

We've got values (read on). We've got a dog. We wear many hats, but in the end, we have one aim: making a beautiful, compelling website for your baby. (Note: We mean "baby" as in "idea," of course. Unless your baby is a Gerber's model in need of a website or something. We are always open to new projects).

Ready to get started? So are we. Check out our vibrant portfolio at [CliqueStudios.com](http://CliqueStudios.com) or give us a shout. Talk to you soon.





## Our values.

### 1. Design beautifully.

We're a design company. We make pretty websites. It comes standard.

Funny thing, though: a lot of so-called design companies don't think that way. Some are coders who claim to be able to design (which is kind of like a guy who paints houses claiming to be a muralist). Others are designers who just aren't all that good. Don't be scared: check out our portfolio for yourself. We're confident you'll like what you see.

### 2. Build intuitively.

We offer the most robust set of back-end tools on the market. Update every aspect of your website, without coding. Follow all customer activity on your site, without digging. Build a business and sell products. Send out e-mail marketing blasts. Get a text message when something notable happens. Stay up-to-date with powerful analytics. Achieve untold things.

### 3. Communicate everything.

If there is a familiar chorus of clients who switch over to our firm, it's this: "The other guys stopped responding to my e-mails."

As with any relationship, business or otherwise, the importance of reliable communication can't possibly be overstated. We'll respond to every e-mail. We'll field every call. We'll take every meeting. Plus, all of our moms think we're pretty cool.

### 4. Always wear a sportcoat. People dig sportcoats.

We like to keep it all official-like.

### 5. Always, always keep it real.

We believe in upfront, honest, and direct communications at all times. Even our dog is required to keep it real at all times.



# Company Guide

Our clients. Our lifeblood.



**Wonderful clients. Now, with wonderful sites.**

Over the years, we've worked for a colorful array of businesses, including realtors, restaurants, photographers, fashion boutiques, party promoters, podiatrists, and ourselves. We're proud of the work we do for them, and we like to think they're proud of it, too.

Below is a small but representative sampling of our clients.

**Chicago Properties** — Full-scale real estate brokerage

**Wingman Promotions** — One of Chicago's largest promotions companies

**City View Real Estate** — Award-winning green home development

**Basic Boutique** — Fashion retailer featured on cover of Lucky Magazine

**World Beer Company** — International beer-by-mail distributor

**Elliot R. Zinger & Associates** — Prosecuting attorney in Oprah Winfrey case

**Step Up!** — Charity benefitting victims of Rwandan genocide

**McCaffery & Associates** — High-scale entrepreneurial organization with offices in Chicago, New York, Los Angeles and Minneapolis



# Company Guide

## Our Design

At Clique Studios, we love nothing more than making stunning websites. We've been doing it for more than five years for scores of award-winning, oft-publicized clients -- consistently, our work has been up to the task.

A website should look great. By now, that fact should be fully known, but Clique Studios has a unique ability to deliver beautiful websites on your budget. We take it a step further, recognizing that a great website should not only be visually appealing, but it should be a natural extension of the business it represents.

Our designs are clean, intuitive, varied, and "standards compliant" — meaning they appear as they should regardless of browser or operating system. Would you rather provide rich, animated content? We're also well-trained in Flash.

Some other design solutions:

---

## Identity Design

Whether it's the technicolor letters of Google or the thick-rimmed glasses of the Geek Squad, it's no secret that a huge part of any company's success lies in its branding.



Many of Clique's clients have taken advantage of our marketing savvy and called upon us to build and develop much of their corporate identity and messaging. A big part of that is obviously the trademark of a company: its logo. We've developed logos, business cards, letterheads, and other collateral to better reach our clients' consumers with a more unified message.

---



# Company Guide

## Process makes perfect.

Over the course of the past five years, we've been fine-tuning our processes to assure quality, efficiency and top-notch communication. Below, you can view the steps that assure a timely launch.

### Discovery

Here's where our journey begins. In the Discovery phase, we collect all necessary materials, analyze your current situation, identify opportunities for growth, and plan accordingly. Then, we present you with our most valuable service: our ideas.

---

### Design

After analyzing the current situation and formulating a plan of attack, we transition to the phase for which we're most acclaimed: design. We'll sketch mockups, and send concept work your way. Always with your input and approval, we'll begin building out the design of your project. Don't be scared: check out our portfolio for yourself.

---

### Development

Here's where the good stuff happens. Our staff will develop your business a full-scale solution that allows you to build and manage every aspect of your website yourself -- without coding. Write a blog. Manage and track all your clientele with our in-depth CRM system. Run an online shop and accept payments. All-in-one. Read more on our development page.

---

### Delivery

Site launch is both the most exciting and overlooked process of any project. The era of the handshake greeting is over; your website is now your customers' first point of contact with your company. Are you making a good first impression?

---

### Relationship

A lot of people think that launch day is the end of this process. We disagree. Often, it is just the beginning. Sure, our sites are fully updatable by you, and our code is almost never buggy, but you may need our help developing a new marketing strategy, or building a new client interface. We're always on call.

## Print Design

We may not be a print shop, necessarily, but over the course of the past five years, we've been called upon to design all kinds of stuff that looks great in the physical form. Business cards, letterhead, logos, flyers, print ads, and more -- it's all right in our wheelhouse.

## Revamps



A revamp is a trusty and cost-effective way to build a great website on a budget. Keep overhead low by keeping remnants of your current site in their current form. Keep design beautiful by having Clique Studios do the rest.

There are a few possible situations in which this is a worthwhile option:

### 1. Your current website works well, but the design is no good.

In this case, we'll take what exists of your site and give it the beautiful design that it deserves. Keep costs down and hours low by keeping your existing development and content.

### 2. Your current website looks great, but the development is no good.

Clique Studios will take what exists of the design of your website and develop a fully functional, integrated back-end for your business. Content management, e-mail marketing and online shopping. Integrated contact management and in-depth analytics. Your new website will do it all.

### 3. Your current website is just no good.

At Clique, we believe that every website we make is one less ugly website on the web. Let's turn the page on your good-for-nothing interactive home. We'll take what content we can grab and salvage any good ideas that may have existed. From there, we start anew.



## It starts with a plan.

### Situation Analysis

Remarking about the virtues of planning, a writer once said that it is always in your best interests to “[r]educ[e] your plan to writing. The moment you complete this, you will have definitely given concrete form to the intangible desire.”

---

As a small studio, we’ve seen far too many of our bigger brethren trading creativity for expedience. We’ll never make that swap.

As part of the first phase of our renowned process, the Situation Analysis makes our plan tangible. In this stage, we conduct a full-scale SWOT analysis, analyzing current Strengths, Weaknesses, Opportunities and Threats, and formulate a plan to turn your desire into a reality.

Then, we move to campaign development.

---

### Campaign Development

Here’s where we lend you our most valuable solution: our ideas.

As a small studio, we’ve seen far too many of our bigger brethren fall prey to a familiar trap, trading creativity for expedience. We’ll never make that swap. We breathe creativity. We live for great design.

In this phase, we lay out a detailed timeline and plan of attack for your brand to get to where you want it to be.

Great ideas. Precise launch dates. Phased deployments. Marketing and media strategy. Audience analysis. Once again, we do it all.

---

# Some more offerings.

## Search Engine Optimization

According to a study by the NPD Group, consumers are 12 times more likely to purchase your products or services after finding your site through a search engine than through any other means combined.



Imagine your site being one of the first to appear when a customer searches for your product or industry. Think of what this could do for your brand: the relationships you could build, the products you could sell.

Such a thought is why Search Engine Optimization (SEO) is all the rage nowadays. SEO is the process of refining your site to gain optimal search engine results for targeted keywords, done through keyword development and keyword analysis.

We fully analyze code, images and text to be sure that engines such as Google and Yahoo will easily “crawl” your site, while reporting the site and site map to these engines. We build intuitive websites, building traffic and sending your site skyrocketing up the charts. It’s an involved set of tasks, but if it improves traffic at all, it pays for itself.

We’ll also act as an outside consultant in PPC (Pay Per Click) advertising.

---

## Copywriting

One of our partners was a copywriter in his previous life, and, quite frankly, he misses the fine art of stringing together sentences. He reminds us of this fact all the time.

The truth is, a beautiful website is nothing without compelling content. That’s why we’d be more than happy to help gather and write your content for you. Just ask.



## A quick word about pricing.

We pride ourselves on keeping our costs low and passing along the savings to you. We keep ourselves nimble by keeping most of our concept, design, and development work in-house. Then, where it makes sense for your finances, we utilize high-quality, efficient contractors to complete specialized work.

That said, if you're looking for a bargain-bin freelancer for a small project, we may not be your firm. We're great at what we do: we'll give you award-winning design, jaw-dropping development and personalized service every step of the way. Among firms offer a similar set of services, we are not only cost-competitive, we are frequently the lowest bid.

Every interactive presence we build is vastly different from the last one, and deservedly so. Unlike many studios, we're not a factory that simply churns out run-of-the-mill, template-driven websites. Our work has a pulse.

We listen intently to your needs, combine them with our comprehensive knowledge of the field, and deliver meaningful solutions accordingly. Because of this, the going rate of our work tends to fluctuate largely based on the hours we estimate we'll have to invest. But we'll always promise you one thing: a beautiful, compelling website that is deserving of your business.

---

We are not a factory that simply churns out run-of-the-mill, template-driven websites. Our work has a pulse.



# | Company Guide

The most robust, easy-to-update websites anywhere.

Clique Studios has worked over the past five years to develop a framework that addresses the key business needs of our partners.

Our development framework makes it easy to manage your website and run marketing campaigns, care for your customers and sell your products. Our all in one solution replaces 10+ tools that are essential for internet businesses with one, central console. This saves you time and money, while future-proofing your online business.



# Company Guide

Key benefits of our development framework:

## Easily Manage Your Own Website

You are empowered to quickly and easily edit and update your own web page, without seeing a dose of code.

## Build Your Customer Database

A built-in contact management system, so you can build stronger relationships with your customers.

## Do Some Serious Marketing

With our email marketing capabilities built in, along with our next generation reporting, you can do some serious email marketing.

## Sell Anything Online

Our eCommerce capabilities enable you to build an online shop, allowing your business to sell products online and collect payments in real-time.

## Search Engine Friendly

Your online business can be easily found via search engines

## React Faster to Inquiries

You can get SMS and e-mail notifications instantly when you have an inquiry or order come through your website.

## Executive Insight

Get a birds-eye-view of your online business as soon as you log in, with integrated reporting.