REVISED 12/2025

Kelston Marketing (Southlake, TX)

Digital Marketing Plan (DMP)

For: **Kelston Marketing**
www.KelstonMarketing.com

Prepared On: March 2025

Prepared By: Robert Warren

Email: rjwarren@student.fullsail.edu

Phone: 972 (464) 6900

Contents

1: Executive Summary

This Digital Marketing Plan (DMP) is prepared to give case study, Kelston Marketing, a clear and practical roadmap for strengthening its online presence and supporting its business goals. The plan lays out how a more focused digital strategy can help Kelston reach the right audiences, build stronger engagement with potential clients, and turn that attention into long-term relationships and measurable growth. To support these goals, the plan outlines several key objectives: improving Kelston's visibility in search results, creating a more consistent and effective social media presence, enhancing the usability and clarity of the company website, and setting up analytics tools that make it easier to track what is working. These objectives are based on an evaluation of Kelston's current digital footprint, a review of industry trends, an understanding of client behavior, and an analysis of how competitors position themselves online. The strategies recommended in this plan include targeted SEO improvements, thoughtful and branded content development, optimization of both paid and organic social media, stronger email communication, and updates to the website that prioritize user experience (UX). Together, these tactics form an integrated approach that supports Kelston's larger marketing goals. By putting this plan into action, Kelston Marketing can strengthen its digital foundation, build more meaningful relationships with its audience, and position itself for sustained growth in a competitive marketplace.

2: Organization

Mission Statement

Kelston Marketing mission is to help entrepreneurs and mid-to-large sized business owners gain clarity and confidence through strategic branding, creative storytelling, and organic digital media. We believe businesses grow best when their vision is clear, message is authentic, and marketing feels focused, scalable, and liberating.

Organizational Background

Kelston Marketing is a marketing agency based in Southlake, Texas, operating within the marketing consulting and branding industry. The agency specializes in branding and organic marketing solutions for luxury and lifestyle brands, serving entrepreneurs and established business owners at a national level. Kelston provides services including brand development, creative services, and organic digital marketing designed to support long-term growth, brand consistency, and clarity.

Kelston Marketing was founded by Stephanie Cross, with 15+ years of professional marketing experience. Prior to launching Kelston, Cross built her career working with globally recognized luxury and hospitality brands, including Michael Kors and St. Regis Hotels. A significant portion of her experience comes from more than eight years at Starwood Hotels & Resorts Worldwide, Inc. "Stephanie Cross founded Kelston to blend the proven discipline of corporate America with the passion of a startup. At Kelston, she develops, markets, and elevates luxury and lifestyle brands—built with clarity, powered by story, and designed to endure." (Kelston, n.d.).

This professional background directly shaped Kelston Marketing's strategic and storytelling-focused approach to branding. Under Cross's leadership, the agency emphasizes creating brand narratives that resonate across every project. Since its founding, Kelston Marketing extends a range of services across industries like interior design and architecture, hospitality, food and beverage, and consumer brands. The company has evolved from its founder's industry expertise into a full-service marketing agency supporting clients locally and nationally through strategic brand development and organic growth.

Overall Goals & Objectives

Goal 1: SEO to Increase Leads

The first goal for Kelston Marketing is to improve Kelston Marketing's organic visibility by increasing website traffic from qualified leads by 30% within 6 months through advanced SEO tactics and keyword content optimization and a blog.

(Kelston Marketing, n.d.)

As you can see from the images the navigation bar, Kelston has missed an opportunity for a blog that can help with internal/eternal backlinks. Now is the time to act. Measurement for all SEO tactics can be done by Google Analytics 4.
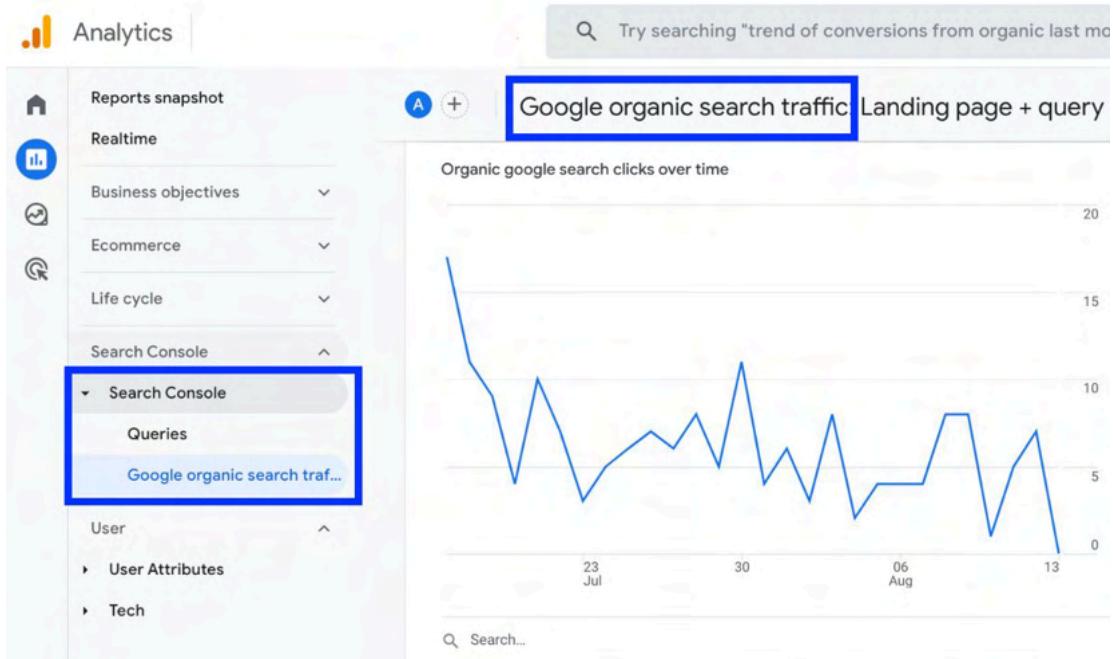
(Organic Search in GA4, 2025)

KPI`s Kelston needs to use to measure progress (including with the new blog):

- **Organic Growth:** *Kelston will track the increase of website visits (excluding Kelston`s Ads if done later), and where the traffic is coming from. This directly reflects SEO success and audience reach.*
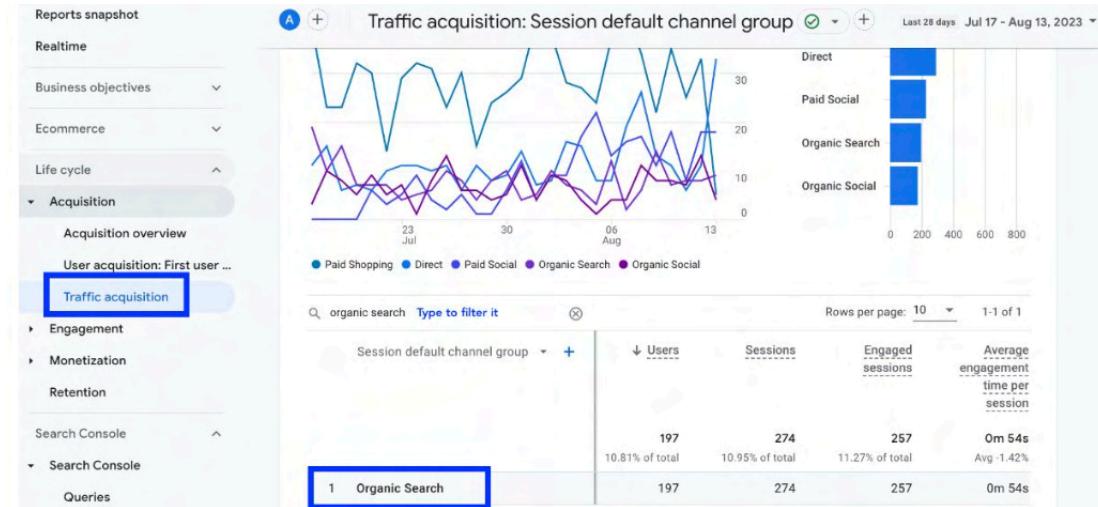
(Organic Search in GA4, 2025)

- **Lead Conversions:** *Kelston will measure the percentage of visitors who complete a lead form on the Kelston`s contact page. This ensures traffic quality aligns with lead generation goals.*
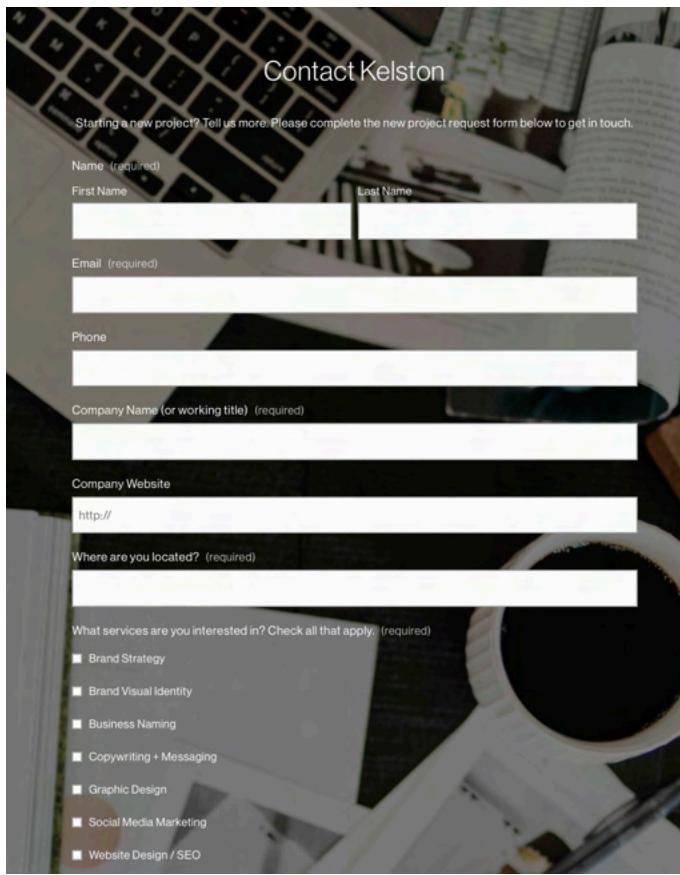
(Kelston, n.d.)

- ***Session Duration:*** *Kelston will assess engagement and relevance of web content. Higher time-on-site for stronger interest and potential conversions. Kelston will A/B test a few different website designs to test the user experience (UX).*
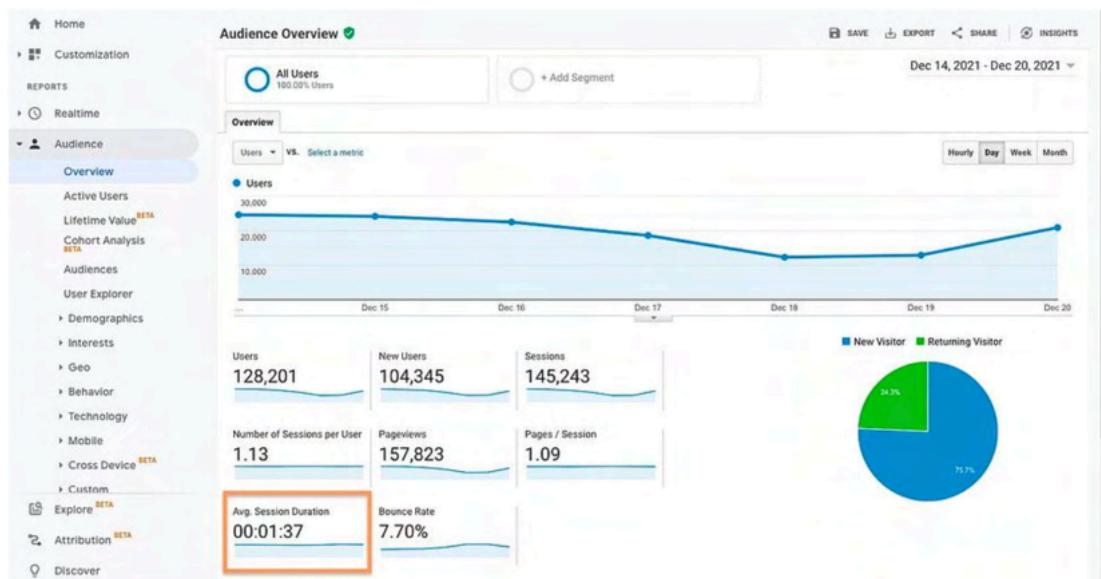
(Organic Search in GA4, 2025)

Goal 2: Brand Awareness on Social

The second goal for Kelston is to increase Kelston Marketing's social media reach and engagement by 40% within 4 months across Instagram, LinkedIn, and TikTok through consistent content strategy and collaborations. According to Hootsuite these are the top socials to target.
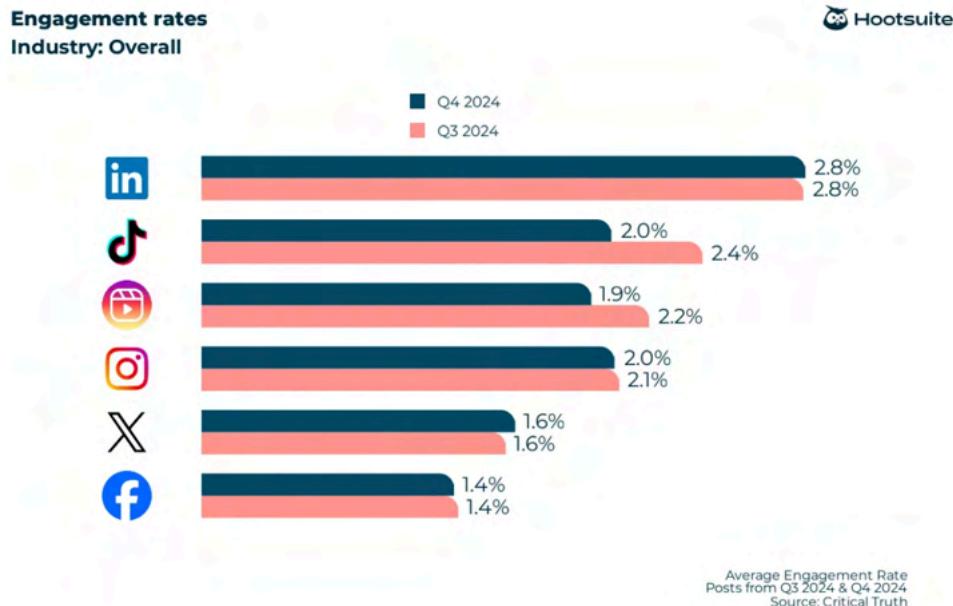
(Newberry, 2025)

According to sprout social "consumers now use social media more than anything else to keep up with trends and social moments (90%), which is why it's the perfect place to build your brand awareness campaigns." (Kendall, 2025)

Sources consumers use to keep up with trends and cultural moments

- Social media — 90%
- Talking to friends & family — 66%
- TV & streaming — 60%
- Digital media — 54%
- Podcasts — 35%
- Print media — 23%
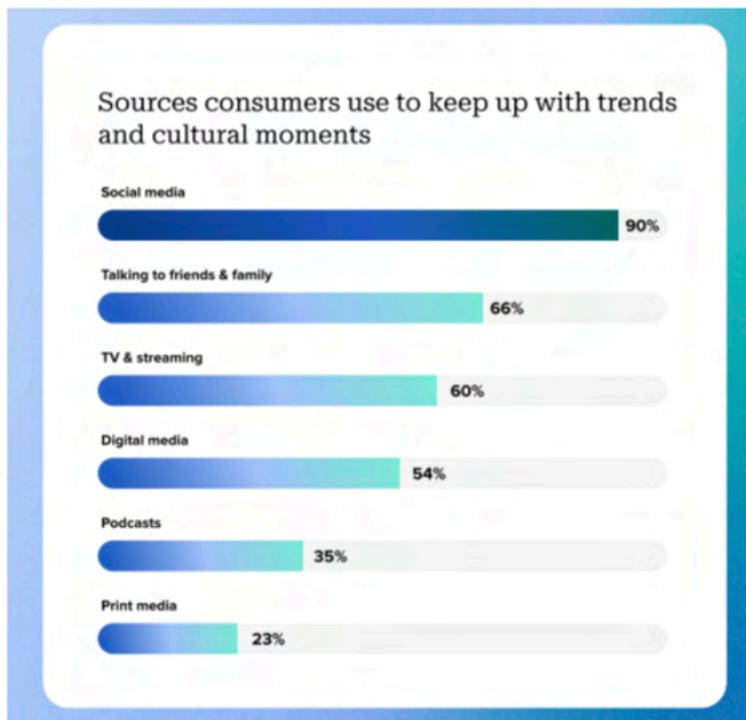
(Kendall, 2025)

- ***Engagement Rate:*** *Kelston will evaluate how interactive and resonant Kelston's content is with audiences by looking at engagement rate across various channels. Right now, Instagram is Kelston`s most engaged with platform. (Can measure with analytics tools within each of the social platforms like LinkedIn Analytics, TikTok Analytics, or Meta Suite, to avoid fees from Buffer and Sprout Social.)*

- ***Follower Growth Rate:*** *Indicates brand awareness expansion and community growth momentum. (Can measure with analytics tools within each of the social platforms like LinkedIn Analytics, TikTok Analytics, or Meta Suite, to avoid fees from Buffer and Sprout Social.)*

- ***Click-Through Rate:*** *Measures the success of social campaigns in driving traffic to the company website or landing pages. (Can measure with Google Analytics 4)*

Goal 3: Retention and Sat

The third goal for Kelston is a 90% client retention rate and increase client satisfaction scores by 20% within the next year through improved communication, analytics reporting, and campaign transparency.

Client Retention Rate: *Kelston needs to measure the percentage of clients continuing service each quarter.*

Customer Satisfaction Score: Kelston will capture client sentiment through surveys post-campaign completion.

Repeat Purchase Rate: Kelston will track how many clients purchase additional services, reflecting satisfaction and trust.

Marketing Objectives

Kelston Marketing is a forward-thinking digital marketing firm that excels in branding, web optimization and copywriting. However, compared to Dallas competitors like Mallard there is a gap in organic reach and long-term engagement — primarily due to the absence of use of Ai, short form video integrations (reels) and owned-content platform such as a blog.

This plan uses live digital trends and analytics logic to build a strategy that will:

1. **Understand the importance of Ai integration for the Kelston Brand (if it helps marketer this much it can help the brand even more!)**

Here's how generative AI helps marketers with their roles:

85%	**84%**	**82%**	**77%**
of marketers report that AI improved content quality.	of marketers said AI tools enhanced efficiency in creating content.	of marketers said that AI increased their capabilities for content production.	of marketers felt that AI helped them craft more personalized content.

(Von Hoffman, 2025)

2. **Integrate short-form video to match Gen Z and millennial attention spans**

Why Your Brand Should Be Using Short-Form Videos Right Now

- According to recent data, **93% of marketers** report that short-form videos help in acquiring new customers, whether you're showcasing a product, sharing a customer testimonial, or highlighting a special offer.
- Consumers are hungry for video content, with **54% of consumers** expressing a desire to see more video content from the brands they follow. Thus increasing brand loyalty.
- Data shows that **businesses using video** grow revenue **49% faster** than those that don't. This impressive growth rate underscores the impact of video content on business performance.

(Specialist, 2025)

3. **Establish measurable growth through incorporating a blog**

10. Around 70% of consumers prefer blogs over advertisements to learn about companies

Approximately 70% of consumers prefer learning about companies through blogs rather than advertisements. This preference is reinforced by the fact that 70% of readers feel more connected to a brand after engaging with its blog content.

Furthermore, 82% of consumers report feeling more positive about a company that publishes custom content. This highlights the substantial impact of blogs in building brand loyalty and enhancing customer relationships.

11. Companies with blogs generate 67% more leads monthly

An active blog significantly boosts lead generation, with businesses seeing a 67% increase in monthly leads compared to those without blogs. Consistent blogging also plays a crucial role in increasing website traffic, attracting up to 55% more visitors.

(Siregar, 2025)

Trend 1: AI Integration

SMART Goal:

Implement AI-driven tools for branding campaign creation, reporting, and copy optimization to reduce creative workflow time by 30% and improve campaign efficiency by 25% within six months. This can help Kelston in creating shorter timeframes for clients by speeding up workflows. This also can allow Kelston to pick up more clients in a timely manner thereby raising a higher ROI.

Key Performance Indicators (KPIs):

-Average campaign production time (hours per project)
-Percentage of AI-assisted deliverables
-Campaign engagement rate (CTR, CPC, or lead conversion)

Action Item:

Integrate AI tools like Perplexity, ChatGPT, Jasper, or Nano Banana for brainstorming, A/B tests and copy optimization.

Challenge:

Staff hesitation or lack of AI tool experience

Workaround:

Offer short internal AI workshops and create usage guidelines for tone and brand consistency.

Action Item:

 Integrate Ai Chatbot to the Kelston website to quickly answer questions

Challenge:

Time for training the Ai Chatbot

Workaround:

Have a meeting to discuss key questions that are reoccurring to quickly prepare the Ai Chatbot

Numbers for Ai Relevance:

Here's how generative AI helps marketers with their roles:

85%	**84%**	**82%**	**77%**
of marketers report that AI improved content quality.	of marketers said AI tools enhanced efficiency in creating content.	of marketers said that AI increased their capabilities for content production.	of marketers felt that AI helped them craft more personalized content.

(Forsey, 2024)

The most common uses of gen AI by marketers: (Salesforce)

- Basic content creation (76%)
- Writing copy (76%)
- Inspiring their creative thinking (71%)
- Analyzing market data (63%)
- Generating image assets (62%)

(Von Hoffman, 2025)

Trend 2: Short-Form Video

SMART Goal:

Develop a short-form video strategy that produces 2–3 Facebook Shorts, and Instagram Reels per week, achieving a 15% engagement rate and 2,000 new cross-platform followers within three months. Kelston has the highest engagement out of all socials on Instagram, so this is a huge opportunity. Short-form video is important for Kelston to do because it is trending, highly relevant and appropriate to the brand.

Key Performance Indicators (KPIs)

-Engagement Rate on FB Shorts and IG Reels
-Video completion rate (average watch time)
-Follower growth rate
-CTR from social video to Kelston website

Action Item:

Use video tools within the IG/FB platform to analyze which videos are top performers from competitors and find ways to recreate through the Kelston brand

Challenge:

Getting started with competing videos similar to competitors

Workaround:

Really digging into what makes the videos work and why they might have so many views then getting the idea across, A/B testing can solve

Action Item:

Use Canva/Capcut tactics to pull together videos representing the Kelston brand

Challenge:

Putting videos that are representative of the brand

Workaround:

Look for things Kelston can pull to create great content like customer testimonials, behind the scenes footage, and make a content calendar with the content to plan ahead

Numbers of Short-Form Video Relevance:

Why Your Brand Should Be Using Short-Form Videos Right Now

- According to recent data, **93% of marketers** report that short-form videos help in acquiring new customers, whether you're showcasing a product, sharing a customer testimonial, or highlighting a special offer.
- Consumers are hungry for video content, with **54% of consumers** expressing a desire to see more video content from the brands they follow. Thus increasing brand loyalty.
- Data shows that **businesses using video** grow revenue **49% faster** than those that don't. This impressive growth rate underscores the impact of video content on business performance.

(Specialist, 2025)

Networks consumers have a profile on
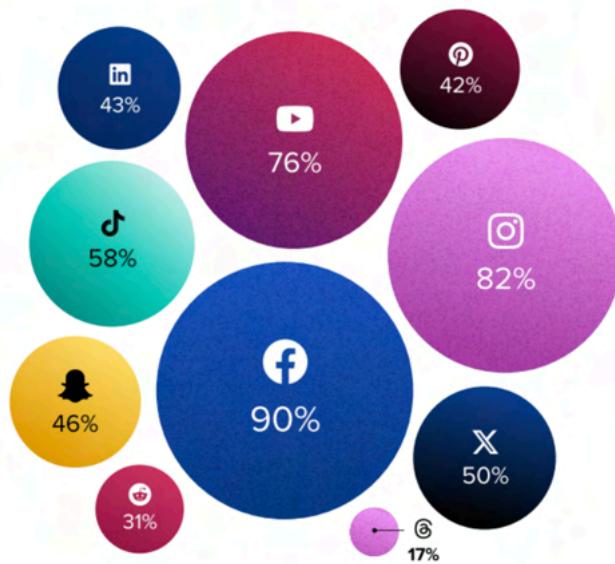
(Barnhart, 2025)

As seen by the chart above most accounts people have profiles on are Facebook and Instagram. Targeting short-form video for these with Kelston is key.

Trend 3: Blog

SMART Goal

Launch Kelston's blog as an SEO and thought leadership hub featuring 10 posts in its first 90 days, achieving 1,000 unique monthly visitors and a 2% conversion rate from blog traffic

by month four. This is important for SEO as Kelston currently has no blog and its competitors like Mallard Creative already have.

Key Performance Indicators (KPIs)

-Organic sessions (GA4)
-Click-through rate (CTR → Contact Form)

Action Item:

Use Spy Fu or Google Trends to identify low-competition keywords in the Dallas–Fort Worth marketing sectors. Incorporate into the blog.
-Challenge: Building a blog from zero to a highly noticeable SEO driven blog.
-Workaround: Researching best trends, pulling in SEO keywords (without keyword stuffing), and being consistent with relevant, timely, linked content.

Action Item:

Use Spy Fu or Google Trends to identify low-competition keywords in the Dallas–Fort Worth marketing sectors. Incorporate into the blog.
-Challenge: Building a blog from zero to a highly noticeable SEO driven blog.
-Workaround: Researching best trends, pulling in SEO keywords (without keyword stuffing), and being consistent with relevant, timely, linked content.

Action Item:

Launch the blog either on Wix, Wordpress or Squarespace. Then integrate heat maps with Hotjar and email campaigns with Mailchimp.

Challenge:

Getting started in understanding how to create a tending blog.

Workaround

Look at what the competitors are doing. Consider Ultimate Lists, analyzing heat maps of where people click and what is trending in the marketing services industry in the news. Consider how you may even incorporate client work in the blog. Create drip campaigns with Mailchimp using the blog posts in them based where customers are on their journey map.

Numbers of Blog Relevance:

10. Around 70% of consumers prefer blogs over advertisements to learn about companies

Approximately 70% of consumers prefer learning about companies through blogs rather than advertisements. This preference is reinforced by the fact that 70% of readers feel more connected to a brand after engaging with its blog content.

Furthermore, 82% of consumers report feeling more positive about a company that publishes custom content. This highlights the substantial impact of blogs in building brand loyalty and enhancing customer relationships.

11. Companies with blogs generate 67% more leads monthly

An active blog significantly boosts lead generation, with businesses seeing a 67% increase in monthly leads compared to those without blogs. Consistent blogging also plays a crucial role in increasing website traffic, attracting up to 55% more visitors.

(Siregar, 2025)

Revenue Models

Kelston Marketing operates under a fee-for-service revenue model within the marketing consulting and branding industry. The company generates revenue by providing professional branding and organic marketing services to entrepreneurs and established business owners, rather than through retail sales, manufacturing, e-commerce, or affiliate partnerships.

Revenue is primarily earned through project-based engagements and ongoing service retainers. Project-based pricing is typically applied to defined branding initiatives such as brand development, rebranding, website design, visual identity creation, and brand strategy projects. These engagements are scoped based on project complexity, deliverables, and timeline, allowing Kelston to price services according to the strategic value and level of customization required by each client.

In addition to project-based work, Kelston Marketing utilizes retainer-based pricing for ongoing organic marketing services. These retainers may include services such as organic social media strategy, content ideation, search engine optimization (SEO), brand programming, and ongoing creative support. Retainer agreements provide predictable recurring revenue for the agency while offering clients consistent brand management and long-term strategic support.

Kelston's pricing strategy reflects a value-based approach rather than volume-based or low-cost pricing. By focusing on branding, organic growth, and long-term brand equity instead of short-term paid media execution, the agency positions its services as strategic investments for luxury and lifestyle brands. This pricing structure aligns with the expectations of entrepreneurs and mid-sized business owners seeking sustainable growth, brand clarity, and cohesive brand systems rather than transactional marketing outputs. (Kelston, n.d.)

Brand Strategy

Abstract

Brand recognition is vital to any reputable business surviving in the marketplace; this brand strategy will explore branding, the brand elements, and the market research of Kelston Marketing in Southlake, Texas. This brand strategy is meant to be a tool to better the brand, reflective of research analysis. The branding elements will include the brand name, identity, business card, tagline, archetype, mission statement, story, and promotion plan. Furthermore, the market research will explore topics such as target market, product description, and competitive differentiators concerning Kelson Marketing. This is meant to formulate a strategy to congregate the brand into a cohesive identity that can make it recognizable and reputable on online and offline platforms for Kelston Marketing. Creating a strong brand of such a nature can build trust, community, recognition, personality, and loyalty and provide a framework for employee training to remain consistent in the messaging. (Jones, 2021)

Introduction

Marketing agencies in the United States are continuing to grow in number. The U.S. had 132,256 agencies in 2022, then went up to 145,936 in 2025 (Barnes Reports, 2025, p.45). That is up by 13,680 establishments. As agencies continue to pop up, it is essential to differentiate strategic branding from competitors. The brand strategy for Kelston must be to differentiate itself by honing in on the archetypes of the brand that connect with the customer. Branding does many things, from influencing purchase decisions, creating identity, helping customers remember the business, boosting advertising, and building employee support. (Decker, 2024) "Put simply, branding is the identity of a company, and marketing includes the tactics and strategies which communicate that vision." (Decker, 2024) This analysis will explore Kelston`s branding to reposition itself more towards its target client base of entrepreneurs and business people. By identifying the clear goal of its customers, which is financial freedom, it will better help define the positioning of the brand. The public must view Kelston as a brand that can lead them to success through trust. As the archetype of the brand reflects royalty, with a subtype of explorer, Kelston can position itself in a clear way to target those from Gen Z to Millennials, as reflected in the Kelston social media platforms. This analysis based on research will work to overall improve Kelston's branding.

Brand Components

"Brand is the holistic sum of customers' experiences, composed of visual, tonal, and behavioral brand components, many of which are shaped by interaction design."– Kate Kaplan (Boicheva, 2023)

a. *Brand Name*

"Kelston" can refer to a few things. It can refer to the 1958 Kelston School for the Deaf in New Zealand (History of Elston - Ko Taku Reo, n.d.), the village of Kelston in the United Kingdom, or Kelston Roundhill an ancient burrow which "it is believed that the word Kelston translates as Hill of the Celts." (Village, n.d.) As far as the Kelston village goes, "Kelston was part of the hundred of Bath Forum. The name of the village was recorded as Calveston in 1178. The familiar -ton ending indicates farmstead or estate. The first part of the name may mean; a belonging to a person, possibly Celf or Caelf." (Village, n.d.)

Analyzing what people can take away from this and how the brand can position itself in a way that reflects its historical identity is key. Kelston can be seen as a way to give a voice to voiceless companies to make them be heard and give them a sense of belonging. As far as the name belonging to a person, that can be seen how the name of Kelston in Southlake, Texas, belongs to Stephanie Cross, an award-winning brand marketer. (About Kelston Marketing | Dallas Marketing and Branding Studio — Kelston | Marketing and Branding Studio in Southlake, TX, n.d.-c) Further looking into the name being reflective of history in New Zealand along with history in the U.K. this brand can be indicative of travel as these two places reflect as travel hotspots.

Looking into the Kelston brand and how it positions itself across different platforms it does need more of a consistency in its messaging in the brand name. On the website as well as email its "Kelston Marketing", on Instagram/Facebook it`s "Kelston Creative" and on LinkedIn it`s "Kelston". It can be tricky to position the brand as it is a creative studio offering branding, and marketing services. As Kelston is primarily focused on services it would be best to have a clear message of "Kelston Marketing". Focusing on the marketing aspect makes it more clear what Kelston does. Brand consistency is important to increase customer trust and loyalty, differentiate from competition, and build authority in the brand. (Everything You Need to Know About Brand Consistency | Mailchimp, n.d.)

*According to Alexandra Watkins of Eat My Words brand names have a formula to stick. They follow the method of S.M.I.L.E. and avoid S.C.R.A.T.C.H. "**SMILE: The 5 Qualities of a Super-Sticky Name** are: **S**uggestive—evokes something about your brand, **M**emorable—makes a familiar association, **I**magery—aids memory through evocative visuals, **L**egs—lends itself to a theme for extended mileage, and **E**motional—moves people." (Carol Cox, 2014) Avoiding S.C.R.A.T.C.H. which is: "**SCRATCH: The 7 Deal Breakers: S**pelling challenged—looks like a typo, **C**opycat—resembles competitors' names, **R**estrictive—limits future growth, **A**nnoying— seems forced, frustrates customers, **T**ame—feels flat, descriptive, uninspired, **C**urse of knowledge—speaks only to insiders, **H**ard to pronounce—confuses customers" (Carol Cox, 2014)*

Looking into the name Kelston Marketing it makes clear its identity which is marketing. (This is why it is best to stay with this and not Kelston Creative or just Kelston). It is easy to say Kelston. Customers are not aware from just the brand name that it is based in Southlake or DFW which is a downside. Kelston does have a harder time connecting just because people may not have an imagery to connect with Kelston. It is not like saying house where you think of a home. The upside to this is there is less competition with Kelston as it is less familiar but up to the brand to create that imagery and identity.

b. *Brand Identity*

(Images: Kelston, n.d.)
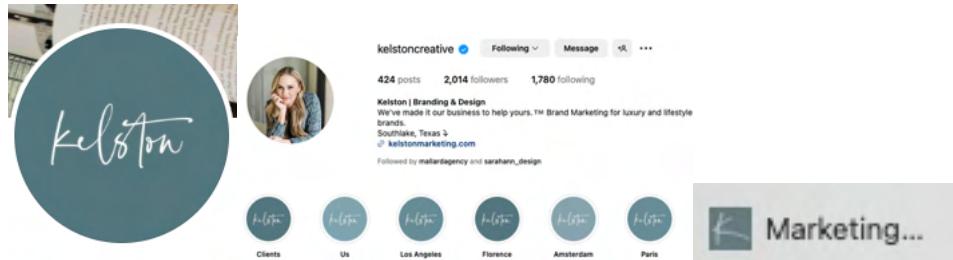
Looking at the logo the first thing that pops out as having an issue right from the get-go again is consistency. Facebook has a shade of shamrock green, Paradiso, or the hex color number being #4A787D from color dropping the color. The text appears white. LinkedIn lines up with this. The website pops open Kelston in all black text with a white background for the header. This works as it almost lines up and is based off the background. Then looking on the website tab on the page it is just the letter "K" with that green again. This almost remains consistent but ventures a bit of a new path with a "K" logo instead of the full name. Then on the Instagram a Stephanie Cross image is used instead of a logo. It would be better to just keep everything consistent. When the customer is looking at the brand too many mixed messages, even small ones can confuse the customer. Using the "K" instead of the Kelston name can actually play a big difference. "Brand Dilution: Multiple logos can dilute the brand identity by creating confusion among customers. It becomes challenging to establish a consistent and recognizable brand image." (Hashemi, 2023)

(Kelston, n.d)

Using cursive writing for the brands logo is a smart move to display elegance and royalty which match the brands archetype. "Traditionally, cursive fonts have been synonymous with heritage, elegance, and sophistication. Brands like Coca-Cola and Ford used cursive scripts to convey a sense of nostalgia, tradition, and timeless charm." (Soap Guides: From Cursive to Sans Serif: A Look at Branding Trends, n.d.) The only risk with cursive is that much of GenZ is struggling to read cursive which can make it difficult to get that brand imagery across. (Brands Keep Dumping Their Script Logos. Which Brand Will Be Next?, 2023) Overall though it is a nice charm to reflect the elegance of the brand matching much of the royal look that reflects in Kelston`s social, such as its Instagram, with that of wines, upscale interiors of homes, travel and hotels.

Looking into the brand colors we can analyze the green as primitive like "our primitive relationship with the first creation of the world – nature. Considered the key color that represents purity, health, and freshness, green has been traditionally associated with brands that encourage growth, vitality, and productivity (think Starbucks and EverNote!)." (Color Psychology, 2025) Using green shows signs of adventure, travel, relaxation, jungles and wilderness. Green can also be reflective as growth such as a flower blooming from the grassy abyss, freshness, ecofriendly, or sincere. As this green color, aligns with a blueish- green or teal feel, it also mixes with some blue meanings. This can be reflected as personal, calm, peaceful, warm, personal, and sympathetic. Then take that boldness of the black mixed with the elegance of the white. (Color Psychology, 2025) Think a bride walking down the aisle commonly as white. This is very good for reflecting a bold, understanding brand that carries a royal archetype with a subtype of adventurous. So the colors are spot on.

    c. *Business Card*

Front   *Back*

(Images created as mockups of what a business card could look like)

As there is no business card for Kelston readily available attached above is a business card made in an attempt to capture the essence of the brands marking material. The key is keeping consistency in color and theme. One thing that would help the business is adding a phone number and address online. There is none located anywhere on the website, Google

Business, or social media. On the card is Stephanie Cross, as she is the owner of the brand and with so much experience will help the brand stand out.

Added is the Kelston logo on the back/corner of the front and the tagline is on both sides. The front captures the luxury archetype and the back captures the explorer (or traveler) sub archetype. The color is the same color number as the website. This card includes the main contact information for the brand as well as the Instagram as that is the biggest presence in the social media platforms. This is meant to be a starting point for the business in marketing with a business card. Going deeper it would be good to later add NFC capability to one card always kept with the main salespeople of the brand. The reason for NFC cards would be to tap information into peoples phones that can quickly lead them to the main sites of the brand. As NFC is still a newer form of communication it can be effective to impress before they grow and become more common.

"An NFC business card is a smart business card that allows you to exchange contact information using near-field communication (NFC) technology. Unlike paper cards, you don't hand out an NFC card whenever you meet a new connection. Instead, people can tap the card on their phones to receive your contact information. NFC business cards offer an innovative, digital way to share contact details. The NFC business card market is set to grow at a CAGR of 9.5% through 2031, indicating the fast adoption of NFC business cards." (Gupta, 2024) Another addition down the road to be considered would be adding a QR Code to the card to more quickly lead customers to the Kelston Marketing website.

     d. Tagline

An effective tagline is clear of three elements: mission, promise and brand. (Chartrand, 2023)

Kelston`s tagline is: "We made it our business to help yours.™ Brand Marketing for Businesses That Want to Feel Liberated" (Kelston | Marketing and Branding Studio in Southlake, TX, n.d.) This is an effective tagline as it makes clear the benefits to the consumer as it helps business feel liberated. This is the promise. How does it do that? Through the mission: helping businesses with brand marketing.
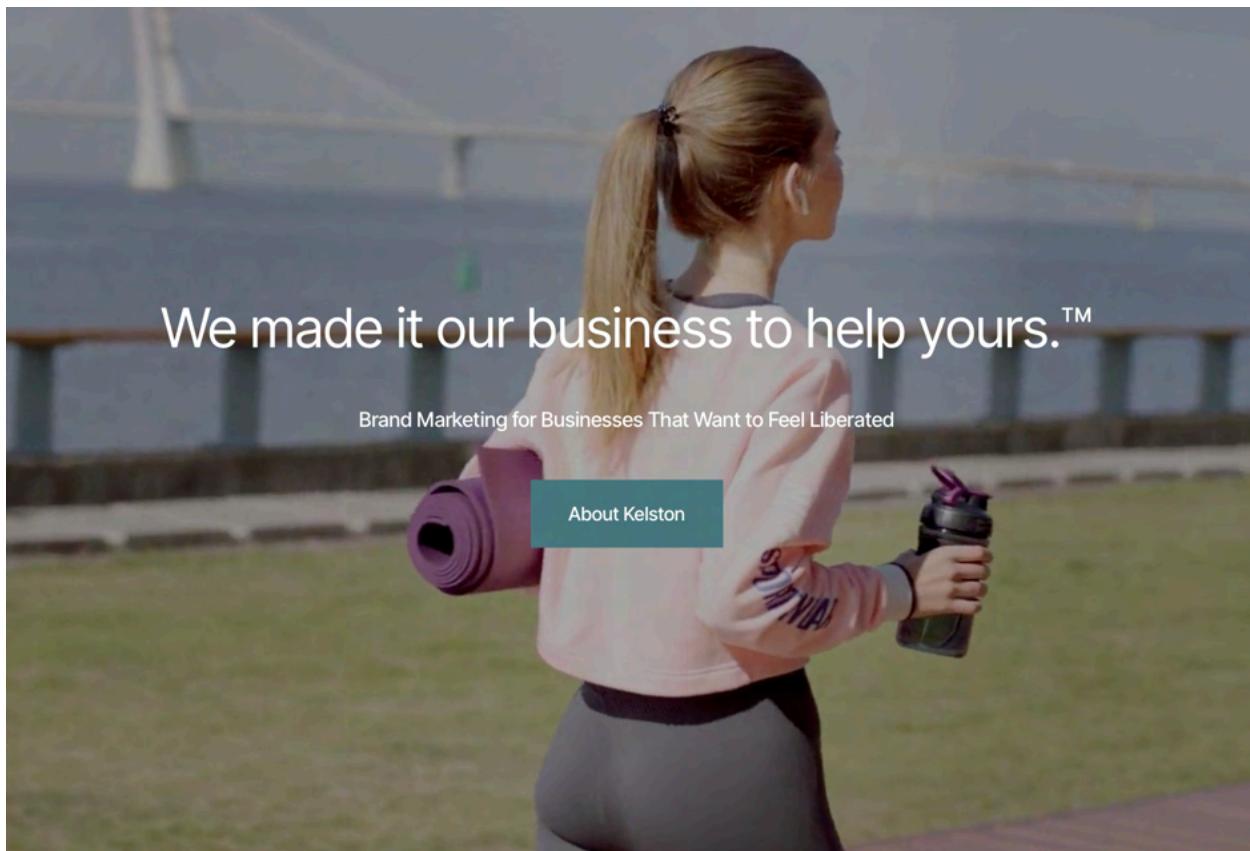
(Keslton, n.d.)

Although it is really two things Kelson helps with: branding AND marketing this is an effective statement showing a clear focus on the brand marketing. When you really dig into the site for Kelston under services, there is brand development services, creative and marketing. It would almost be a better tagline to say:

"We made it our business to help yours.™ <mark>BRANDING AND MARKETING</mark> for Businesses That Want to Feel Liberated"

This works as the creative really can fall under marketing as well.

Also digging further on the website under being welcomed in Kelston you are greeted with the mission statement that says, "Kelston is a creative studio specializing in branding, web design, and copywriting for courageous companies and entrepreneurs." (Kelston | Marketing and Branding Studio in Southlake, TX, n.d.)

Entrepreneurs is not even mentioned in the tagline. Under this notion the tagline should really be:

"We made it our business to help yours.™ <mark>BRANDING AND MARKETING</mark> for Businesses <mark>AND ENTREPRENUERS</mark> That Want to Feel Liberated"

- ***The above tagline would be best to steamline across all of Kelstons media as it covers everything the business stands for.***

Consistency is something that needs to be evaluated with the tagline. On Instagram the tagline is:

"We've made it our business to help yours. ***™*** *Brand Marketing for luxury and lifestyle brands."*

Facebook is:

"Kelston is a creative studio based in Southlake, TX specializing in brand development and website design for courageous companies and entrepreneurs."

LinkedIn is

"We've made it our business to help yours. ™"

So the tagline just needs to line up no matter which page you visit with a clear vision, audience and purpose.

Brand Messaging

A. Brand Archetype and Alignment

To identify the primary archetype for Kelston Marketing in Southlake, Texas, a brand archetype assessment was conducted using the Kaye Putnam archetype quiz. The results identified Kelston Marketing as most closely aligned with the Royalty (Ruler/Executive Sovereign) archetype. Several core characteristics of this archetype are consistent with Kelston's brand identity, particularly leadership, authority, and responsibility.

According to Carol S. Pearson, the Ruler archetype is defined by leadership and "taking responsibility for the good of others" (Ruler Archetype, n.d.). This trait aligns strongly with Kelston's positioning as a strategic partner that guides clients toward long-term success rather than simply executing marketing tasks. Kelston's website reinforces this leadership-oriented mindset through messaging such as, "We create aspirational brands that generate lasting consumer value. You'll love working with us too we're a passionate team committed to excellence" (Kelston, n.d.).

(Royalty Brand Archetype | Psychology-Driven Brand Strategy, 2024)

Kelston also reflects the Royalty archetype through its authoritative yet refined tone. Statements like "Simply stated, we build aspirational brands that drive long-term consumer value" convey confidence, expertise, and strategic command. Additionally, Kelston operates in competitive national markets beyond its Southlake base, including major regions such as California, Arizona, Miami, and Chicago. This national scope introduces competitive pressure often associated with the Ruler archetype's concern of maintaining relevance and authority in the face of larger competitors.

However, one aspect of the Royalty archetype that is less aligned with Kelston is the idea of power-seeking or dominance. Rather than exerting control, Kelston emphasizes collaboration and guidance. The brand's language focuses on ensuring the client's message hits the mark, not imposing a rigid or authoritarian vision. This distinction suggests that while Royalty is a strong fit, it does not fully define Kelston's brand identity on its own.

B. Archetype Evaluation: Explorer Primary Fit

(Explorer Brand Archetype | Psychology-Driven Brand Strategy, 2024)

While Royalty aligns with Kelston's leadership and luxury positioning, the Explorer archetype more fully captures the brand's emotional and visual identity. The Explorer archetype emphasizes freedom, discovery,

authenticity, and movement qualities that are consistently reflected across Kelston's website and social media presence.

Much of Kelston's visual storytelling centers on travel, open environments, beaches, hotels, and movement. These elements signal exploration rather than hierarchy. Additionally, Kelston's national client reach and openness to workingworking with both entrepreneurs and established businesses reinforces a sense of independence and boundary-crossing consistent with the Explorer archetype.
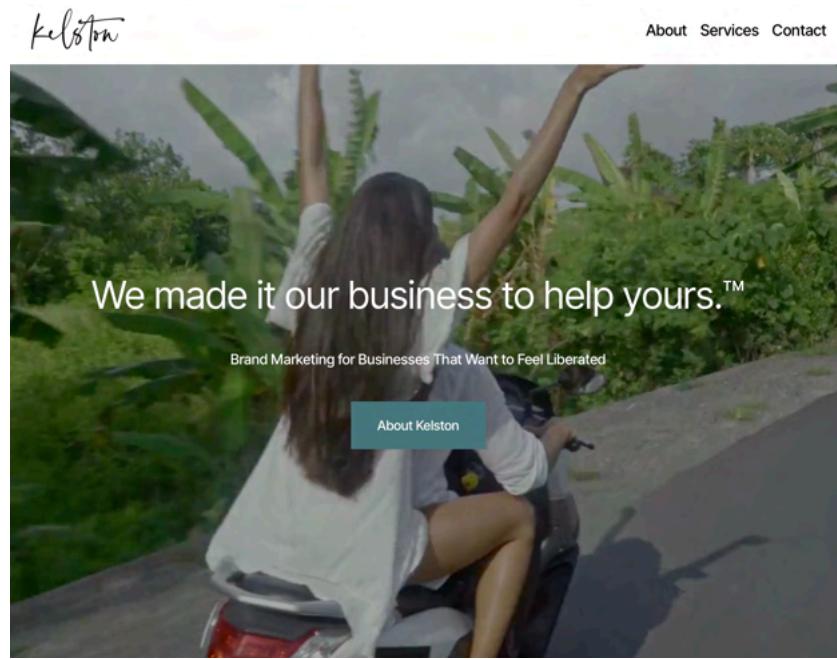
(Kelston, n.d.)

Kelston's color palette greens, whites, browns, and black also aligns more closely with Explorer symbolism associated with nature, balance, and clarity, rather than the deep purples or reds typically associated with traditional Royalty brands. While luxury elements are present, they are expressed through lifestyle and experience rather than power or exclusivity.

As a result, Kelston Marketing is best described as a hybrid archetype, with Explorer as the primary archetype and Royalty as a secondary influence. This combination allows the brand to communicate freedom, curiosity, and movement while maintaining credibility, refinement, and strategic authority.

C. Mission Statement Brand Messaging Reflections

Kelston Marketing's benefit-based mission centers on helping entrepreneurs and established businesses achieve clarity, confidence, and long-term growth through strategic branding and organic marketing. This mission is clearly reflected in the brand's messaging, tone, and overall communication style.

Rather than focusing on transactional services or short-term results, Kelston's messaging consistently emphasizes outcomes such as liberation, focus, and intentional growth. Statements such as "We've made it our business to help yours" and "Good design by good people" reinforce a people-first philosophy rooted in partnership and trust. This language reflects Kelston's mission to reduce complexity for business owners and provide clarity through thoughtful brand systems.

Good Design by Good People

We create aspirational brands that generate lasting consumer value. You'll love working with us too – we're a passionate team committed to excellence.

(Kelston, n.d.)

The absence of aggressive sales language or performance-driven claims further supports the mission. Instead, Kelston positions itself as a long-term strategic guide, aligning its messaging with the promise of sustainable brand equity rather than quick wins. In this way, the mission is not only stated but actively reinforced through consistent messaging and brand voice.

D. Recommended Core Brand Story

Kelston Marketing was founded on the belief that strong brands are built through clarity, intention, and thoughtful leadership not noise or trend-chasing. After years of working within luxury and hospitality brands, Kelston's founder recognized that many entrepreneurs and growing businesses struggle not because they lack ambition, but because their brand lacks direction.

Kelston exists to guide business owners through that uncertainty. By combining strategic branding, refined storytelling, and organic marketing, the agency helps clients define who they are, what they stand for, and how they present themselves to the world. Kelston's role is not to control a brand's voice, but to elevate it— creating cohesive systems that feel confident, consistent, and authentic.

At its core, Kelston's brand story is about freedom through clarity. It is about empowering entrepreneurs and established businesses to move forward with confidence, knowing their brand reflects both their ambition and their values. Kelston offers not just marketing services, but a sense of focus, stability, and liberation as clients scale their brands with intention.

Differentiation Points & Positioning

Differentiation Points

Kelston Marketing differentiates itself through a brand-first, organic-focused consulting model that prioritizes long-term brand clarity and equity over short-term performance tactics. Unlike many marketing agencies that lead with paid advertising or performance marketing, Kelston's service offerings focus on branding, creative development, and organic marketing, with no emphasis on pay-per-click (PPC) or paid media services (Kelston, n.d.).

A key point of differentiation is Kelston's exclusive focus on branding and organic growth. The agency clearly categorizes its services into brand development, creative, and marketing, emphasizing strategy, storytelling, and consistency rather than transactional campaign execution (Kelston, n.d.). This positions Kelston as a strategic partner rather than a tactical vendor.

Kelston also distinguishes itself through its luxury and lifestyle brand specialization, serving higher-wealth, experience-driven entrepreneurs and businesses with an aspirational, travel-forward mindset. This approach resonates with clients who value brand prestige, emotional connection, and lifestyle alignment as measures of success. Visual and messaging cues across Kelston's website and social channels reinforce this positioning through refined imagery, hospitality references, and experiential storytelling. (Kelston, n.d.)

Another differentiation point is Kelston's female-forward and values-driven positioning, highlighted through language such as "good design by good people" and messaging centered on collaboration, trust, and care. This human-centered philosophy sets Kelston apart from agencies that emphasize scale, speed, or aggressive performance metrics.

In comparison, direct competitors such as Mallard Agency and Ronkot also offer branding services within the Dallas–Fort Worth area, but operate with broader service scopes and less emphasis on lifestyle-driven brand narratives. (Mallard Agency, n.d.) (Ronkot, 2025)

An indirect competitor, RiseLocal, offers marketing services in the DFW area but does not specialize in branding, further reinforcing Kelston's niche positioning:(Rise Local, 2025)

Customers choose Kelston because it offers clarity instead of complexity, strategy instead of noise, and long-term brand stewardship instead of one-off execution. These value propositions clearly differentiate Kelston in the minds of entrepreneurs and established business owners seeking sustainable growth.

Positioning Strategy

Kelston Marketing positions itself as a strategic branding partner for luxury and lifestyle entrepreneurs and businesses seeking clarity, consistency, and long-term growth. Rather than competing directly with performance-driven or ad-focused agencies, Kelston positions its brand against competitors by emphasizing thoughtful strategy, refined storytelling, and organic brand systems.

Messaging used across Kelston's marketing channels reinforces this positioning through statements such as "We've made it our business to help yours" and "Simply stated, we build aspirational brands that drive long-term consumer value" (Kelston, n.d.). These messages highlight partnership, leadership, and intentionality rather than urgency or short-term results. (Kelston, n.d.)

Kelston's positioning strategy focuses on depth over breadth to dominate its category niche. Steps taken to strengthen its position include:

-Maintaining a clear focus on branding and organic marketing rather than diluting services with paid media

-Serving clients nationally while preserving a consistent and cohesive brand identity

-Leveraging strong visual storytelling and lifestyle-driven content to reinforce luxury positioning

-Building long-term client relationships grounded in trust, values, and strategic clarity

3: Situational Analysis

SWOT Analysis
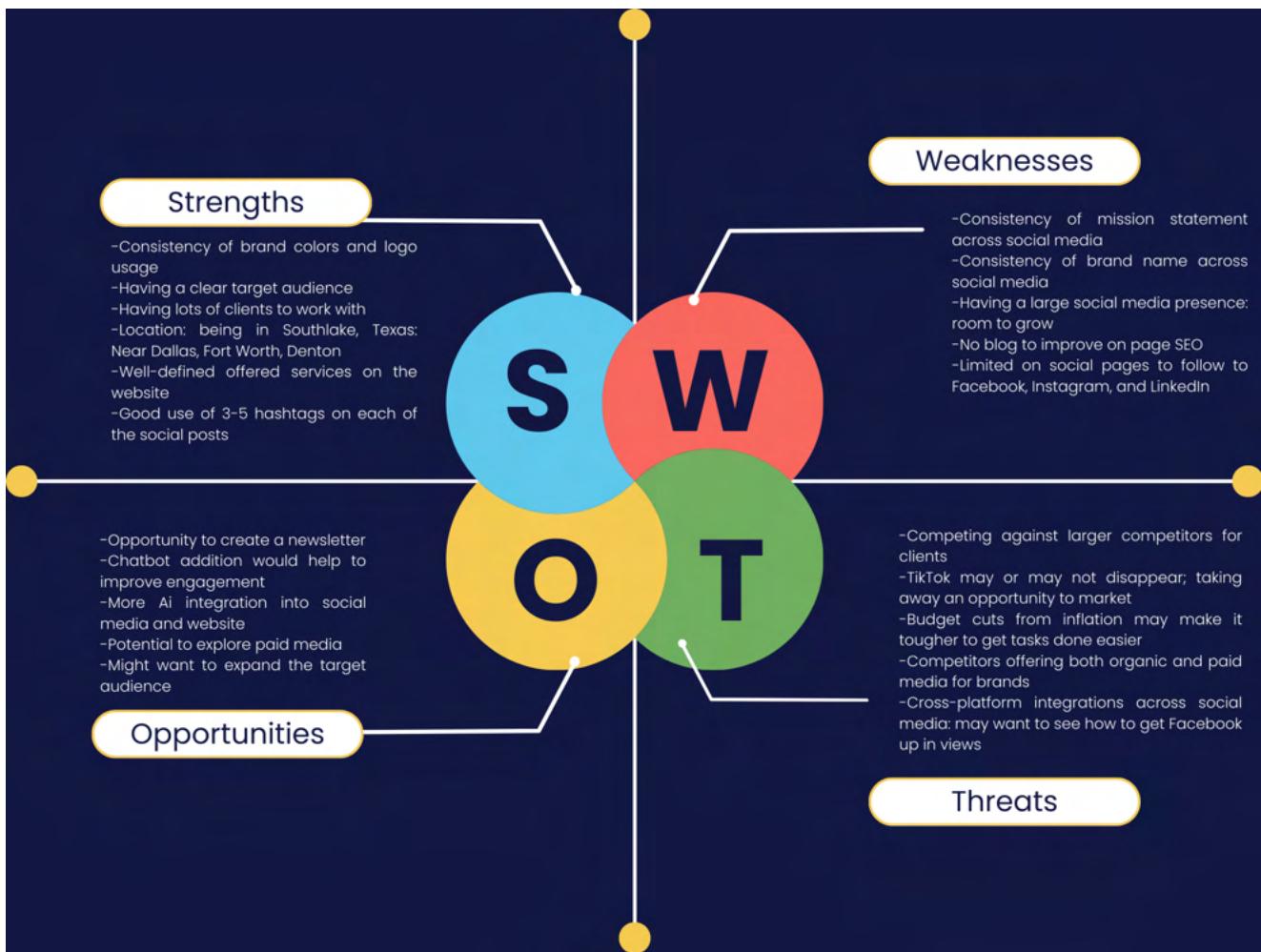
a. Strengths:

-Consistency of brand colors and logo usage
-Having a clear target audience
-Having lots of clients to work with
-Location: being in Southlake, Texas: Near Dallas, Fort Worth, Denton
-Well-defined offered services on the website
-Good use of 3-5 hashtags on each of the social posts

b. Weaknesses:

-Consistency of mission statement across social media
-Consistency of brand name across social media
-Having a large social media presence: room to grow
-No blog to improve on page SEO
-Limited on social pages to follow to Facebook, Instagram, and LinkedIn

c. Opportunities:

-Opportunity to create a newsletter
-Chatbot addition would help to improve engagement
-More Ai integration into social media and website
-Potential to explore paid media
-Might want to expand the target audience

d. Threats:

-Competing against larger competitors for clients
-TikTok may or may not disappear; taking away an opportunity to market
-Budget cuts from inflation may make it tougher to get tasks done easier
-Competitors offering both organic and paid media for brands
-Cross-platform integrations across social media: may want to see how to get Facebook up in views

Industry Analysis & P.E.S.T.A.L. Analysis/AI Inclinations

A. *General State of the Industry*

The general state of the marketing consulting industry for 2025, according to Barnes Reports, is up in a four-year comparison (not including the predicted year) and is also predicted to go up in 2026. (Barnes Reports, p.13) The report shows a pretty promising outlook for the marketing consulting industry as in these four years from 2022-2025 (not including the predicted year), every year, the marketing consulting industry has gone up in establishments, sales, and employees. It is expected to go up in 2026 as well. The U.S. is shown to have the largest amount of establishments, sales, and employees. The only challenge to keep in mind with this is the more people in the industry, the more competition. However, as long as more businesses keep popping up needing more marketing services, the competition may not be so harsh with marketing consulting establishments going up.

Some of the biggest areas for marketing consulting service employees, the top 10 areas with the most employees, in the United States as of 2025, as pulled from the Barnes Reports, pages 84–112 in order of amount of employees, are by place (employees); 1.New York-Newark-Jersey City, NY-NJ (44,936) 2. Los Angeles-Long Beach-Anaheim, CA (36,213) 3. Detroit-Warren-Dearborn, MI (25,533) 4. Chicago-Naperville-Elgin, IL-IN (19,982) 5. Miami-Fort Lauderdale-West Palm Beach, FL (19,368) 6. Boston-Cambridge-Newton, MA-NH (14,856) 7. Atlanta-Sandy Springs-Roswell, GA (12,151) 8. San Francisco-Oakland-Fremont, CA (11,597) 9. Dallas-Fort Worth-Arlington, TX (11,234) 10. Washington-Arlington-Alexandria, DC-VA-MD-WV (10,100)

B. *P.E.S.T.E.L. Analysis and ChatGPT Response Inclinations*

a. Political:

When prompted with "Give me three examples of PESTEL, Political, and how it is making an impact in the marketing consulting industry.." the ChatGPT-generated text mentioned the points "Government Advertising Regulations, Data Privacy Laws, and Government Policies on Sustainability and Green Marketing." (OpenAI, 2025) Data privacy acts are something that has taken off this year- with potentially more to take effect. An example of this is the data privacy concerns with TikTok that may cause a full o- ban in the U.S. (Phelan, 2025) However, there are still many alternatives, such as Instagram Reels, YouTube Shorts, and Snapchat Spotlight. Another thing to keep an eye on is the American Privacy Rights Act, which established strong data security systems. (Larrison, 2025) The key is to make sure that when looking at politics, the timeliness of whatever is going on at the current time and then how it may apply to marketing.

b. Economic:

When prompted with "Give me three examples of PESTEL, Economic, and how it is making an impact in the marketing consulting industry.." the ChatGPT-generated text mentioned the points; "Economic Downturns and Budget Cuts, Growth in Digital Advertising Spending, and Inflation and Rising Operational Costs." (OpenAI, 2025) The biggest concern for marketers is being asked to do more with less cash.(Bowler, 2025) As inflation may remain a concern building a strong brand should be essential, maximizing customer retention, looking for new market opportunities (within the U.S. as with more potential outside U.S. tariffs being put in place,) creating the best customer communication, and making the most out of all the social media channels. (Collective Alternative, n.d.)

c. Social:

When prompted with "Give me three examples of PESTEL, Social, and how it is making an impact in the marketing consulting industry.." the ChatGPT-generated text mentioned the points; "Shifts in Consumer Behavior Toward Digital Engagement, Increased Demand for Diversity & Inclusion in Branding, and Growing Consumer Interest in Sustainability & Ethical Marketing." (OpenAI, 2025) This is important to note younger audiences are shifting their focus to short form video. (Dodds, 2024) According to Wordstream, "Some 59% of consumers polled said they are more loyal to brands that stand for diversity and inclusion in online advertising, and 59% also said they prefer to buy from brands that stand for diversity and inclusion in online advertising." (McCormick & McCormick, 2025)

d. Technological:

When prompted with "Give me three examples of PESTEL, Technological, and how it is making an impact in the marketing consulting industry.." the ChatGPT-generated text mentioned the points; "Artificial Intelligence (AI) and Automation in Marketing, Rise of Data Analytics and Predictive Marketing, and Emergence of Augmented Reality (AR) and Virtual Reality (VR) in Marketing" The rise of Ai has happened very quickly from Hey Siri, Alexa, Google, Cortona, ChatGPT, then DeepSeek Ai. There has been lots of evolutions from Tesla`s self driving cars, Elon Musk`s robot, and more. With the rise of Ai it is only very

important we learn as much as we can on it. This can be as simple as an automated Voicemail to the more complicated such as Chatbots.

e. Environmental:

When prompted with "Give me three examples of PESTEL, Environmental, and how it is making an impact in the marketing consulting industry.." the ChatGPT-generated text mentioned the points; "Demand for Sustainable and Eco-Friendly Marketing, Regulations on Carbon Footprints and Digital Advertising Energy Use, and Natural Disasters and Climate Change Affecting Market Strategies." (OpenAI, 2025) These are important things to think about as a marketer in such ways as how can we reduce the carbon footprint? Can we make recyclable materials in the packaging? How can we show that our company is green?

f. Legal:

When prompted to "Give me three examples of PESTEL, Legal, and how it is making an impact in the marketing consulting industry," the ChatGPT-generated text mentioned the following points: "Data Privacy Laws (GDPR, CCPA, and Similar Regulations), Advertising and Consumer Protection Laws, and Intellectual Property and Copyright Laws" (OpenAI, 2025). These are really important to ensure that businesses do not violate trademark or copyright issues.

POLITICS	ECONOMY	SOCIETY	TECHNOLOGY	ENVIRONMENT	LAW
P	**E**	**S**	**T**	**E**	**L**
Government Advertising Regulations	Economic Downturns and Budget Cuts	Shifts in Consumer Behavior Toward Digital Engagement	Artificial Intelligence (AI) and Automation in Marketing	Demand for Sustainable and Eco-Friendly Marketing	Data Privacy Laws (GDPR, CCPA, and Similar Regulations,)
Data Privacy Laws	Growth in Digital Advertising Spending	Increased Demand for Diversity & Inclusion in Branding	Rise of Data Analytics and Predictive Marketing	Regulations on Carbon Footprints and Digital Advertising Energy Use	Advertising and Consumer Protection Laws
Government Policies on Sustainability and Green Marketing.	Inflation and Rising Operational Costs	Growing Consumer Interest in Sustainability & Ethical Marketing	Emergence of Augmented Reality (AR) and Virtual Reality (VR) in Marketing	Natural Disasters and Climate Change Affecting Market Strategies	Intellectual Property and Copyright Laws.

Competitor Analysis

This Competitor Website Analysis Scorecard examines how Kelston Marketing compares to three key top competitors: Mallard Agency, Rise Local, and Ronkot. The scorecard evaluates each company's digital presence across factors that directly influence brand perception, lead generation, and customer trust. These factors include unique selling propositions, target audience focus, engagement and retention tactics, technology usage, customer feedback, keyword strategy, and overall website design and usability. The goal of this analysis is to highlight where Kelston Marketing currently performs well, such as visual brand experience and clarity of messaging, while also identifying opportunities for improvement, including deeper service navigation, stronger proof of work, and expanded SEO authority. This comparison provides a clear foundation for the marketing strategies and recommendations that follow by showing how Kelston can further differentiate itself in a competitive digital landscape.

Competitor Website Analysis Scorecard

	Kelston Marketing	Competitor #1: Mallard Agency	Competitor #2: Rise Local	Competitor #3: Ronkot
Company name and URL	Kelston Marketing URL: https ://www.kelstonmarketing.com	Mallard Agency URL: https ://www.mallardagency.com/about	Rise Local URL: https://www.riselocal.com/location/southlake-website-design/	Ronkot URL: https://www.ronkot.com/services/content-marketing/
Unique selling proposition (USP)	Kelston Marketing	Mallard Agency	RiseLocal	Ronkot
Analyze how competitors differentiate themselves in the digital space.	Kelston focuses on branding, web design, content marketing, and SEO.	Mallard focuses on storytelling through content creation, video, branding and strategy.	Rise Local focuses on SEO, brand reputation strategizing, website hosting, and marketing campaigns.	Ronkot focuses on content marketing, SEO, and social media engagement.

Identify any gaps or opportunities within each company where your company can excel.	Kelston has the opportunity to fill in the gaps in these competitors: make clear the SEO tools offered, more on branding and web design. Which tools will you use to achieve the goals? Hubspot, Sprout, etc? Might be worth mentioning. Show more of a brand experience with videos, show web design examples. The biggest improvement would be the navigation bar. Great job listing items but lets make these items clickable pages to show our work. As an example, if I click "website design," I would love to see examples of webpages of the clients we have done.	Mallard does a good job presenting their storytelling aspects but can improve by adding more technical SEO tool offers.	Rise Local does a good job presenting Content Creation, SEO, and Ad Services but lacks much on Branding (as you can see from their fill out form where they don`t even mention branding.)	Ronkot makes clear it is strong in content marketing, analytics, reporting but does not mention much about web design.
Audience Analysis	Kelston Marketing	Mallard Agency	RiseLocal	Ronkot
Examine the demographics and behaviors of competitors' target audiences.	When using Optimo to do market research on the demographic and prompted with "Kelston is a creative studio	When using Optimo to do market research on the demographic and prompted with "Mallard	When using Optimo to do market research on the demographic and prompted with "Rise	When using Optimo to do market research on the demographic and prompted with "Ronkot

	specializing in branding, web design, and copywriting for courageous companies and entrepreneurs. Specializes in tailored digital strategies, high-converting website design, and data-driven SEO solutions for measurable growth," Optimo identified the target audience as ages 25-40, unmarried or in a committed relationship, risk taking on business. Interests may include such things as networking, technology and staying up-to-date with industry trends. To reach this demographic we may want to focus on younger social platforms like LinkedIn, Instagram, and Twitter. Then we may also want to attend industry events, and conferences in major cities to reach our target demographic in person. (*(Free) AI*	focuses on storytelling through content creation, video, branding and strategy. Mallard Agency is a marketing agency in Dallas-Fort Worth, Texas. We specialize in helping small to mid-size businesses build their brand, tell their story, and scale their marketing efforts through our streamlined approach. Above all else, we strive to create meaningful client experiences and a fulfilling work environment for every member of our team." Optimo identified the target audience as 24-45,	Local focuses on SEO, brand reputation strategizing, website hosting, and marketing campaigns. With an operations center based near downtown Dallas, we specialize in delivering results-driven strategies to boost your online presence and local visibility." Optimo identified the target audience as 25-54, single or married. Focus on LinkedIn and Twitter. Attend marketing events. Perhaps send out an online survey distributed through social. (*(Free) AI Powered Market Research Tool. Optimo,*	focuses on content marketing, SEO, and social media engagement in DFW." Optimo identified the target audience as 25-54, married or in committed relationship, more stable to make financial decisions, on a higher education level with interests in technology, business, and self improvement. The targeted socials would be Twitter, LinkedIn and Facebook. Might be beneficial to create a survey or questionnaire. (*(Free) AI Powered Market Research Tool. Optimo,* n.d.) Seems to target businesses

	Powered Market Research Tool. Optimo, n.d.) The audience for the businesses targeted seem to be that of various business sizes.	married or in long-term relationship who are more established in their careers. Interests being business, entrepreneurship, and branding. Recommended channels are Facebook, LinkedIn, and Twitter. Beneficial to attended Face-to-Face events. (*(Free) AI Powered Market Research Tool. Optimo*, n.d.) The businesses targeted seem to be that of mid-sized buisnesses.	n.d.) The buisnesses targeted seems to be that of small-mid sized businesses.	
Evaluate how competitors engage with and retain their audience.	Main socials include: Website, (Kelston Marketing), LinkedIn, (Kelston), Instagram (Kelston Creative), and email. The Instagram seems to be the top performing with 1,872 followers.	Main socials include: Website, Email, Phone, Instagram, LinkedIn and Vimeo. the LinkedIn seems to be the top performing with 3K followers. As far as Mallard	Main socials include: Website, Phone, Email, Facebook, X, YouTube, and Instagram. Their Instagram is the top performing with 193 followers. Their IG	Main socials include: Website, ChatBot, Instagram, LinkedIn, Facebook, X. Their Instagram is the top performing with 11.2K followers. Their IG has a

	The engagement rate for the primary account IG is .18% according to Social Blade. (*Social Blade Social Analysis*, 2008)	their IG seems to have a high follow to followers rate. Their follows are 1,027 with 1,324 followers. (*Social Blade Social Analysis*, 2008)	follow to followers count is very close with 118 following to 193 followers. (*Social Blade Social Analysis*, 2008) They also include their service area as part of their username, "SEO".	pretty high engagement rate for that many followers at .14%, an average comments of .75, they have an average likes of 15.13, and have 702 uploads. They upload about 1 piece of media a week, and gain about one follower a week. (*Social Blade Social Analysis*, 2008) The biggest performace actions they take seem to be liking posts on social and commenting. They focus less on posting and more on engaging.
Industry Trends and Innovations	Kelston Marketing	Mallard Agency	RiseLocal	Ronkot
Assess the technology and tools competitors use for digital marketing.	Kelston does a good job of opening with video on their site.	Mallard Agency is using Vimeo to try to target a different audience that competitors may not be targeting.	RiseLocal does a good job of showing the tools they are using on their site: Canva, MailChimp, Hootsuite, Google	Ronkot is incorporating a ChatBot in their website to quickly answer questions which competitors are not doing.

			Analytics, OpenAI, GoogleAds, Microsoft Teams, and Hotjar in a unique spinning infographic. They also really highlight their blog.	Showing a timeline on their site. They also have lot of interactive elements on their site.
Identify any innovative or advanced strategies employed.	Showing their site similar to that of IG tiles with some of them having Gif motions. Using a contact form.	Targeting Vimeo for customers. Showing behind the scenes images of them using DSLR cameras with Rode Mics and expensive equipment.	Animated infographic use. Blog highlighting.	Incorporating a ChatBot on their site. Using the Ronkot logo as a template to place images inside of to incorporate on their website.
Evaluate Customer Feedback	Kelston Marketing	Mallard Agency	RiseLocal	Ronkot
Review customer reviews and feedback about competitors. Identify common strengths and weaknesses mentioned by customers.	Kelston Marketing has five reviews on Google Reviews, all of which are positive with 5.0 Stars. There is a clear liking to Stephanie's ability to perform exactly of the needs of her clients. Branding, website design and vision are the key strengths. No negatives are mentioned and	Mallard Agency has 4.6 Stars on Google Reviews. Only 13 reviews. Most of the reviews revolve around the amazing work of Sean Sidders. There is a big liking to the video content and website design	RiseLocal has five star reviews on Clutch.co and Yelp. They have a 4.6 on Google. The key to the good reviews is their SEO which people seem to be applauding them on Google Reviews. There is no comments	Ronkot Design has a 5.0 on Facebook and Google Reviews. They have 40 Google reviews with them strengths such as print work, website design and video. No negative reviews.

	aside Google Reviews no reviews can be found.	deliverables. There is one one star and one four star review both with no comments.	associated with the negative reviews.	
Evaluate competitors' responsiveness to customer concerns on digital platforms.	Kelston usually responds within a month.	Mallard Agency is usually decently quick to respond except for one instance on Google Reviews where they took six months to respond---or another where they took one month to respond. It is hit and miss in responsivenes s to reviews.	Rise Local is quick to respond to reviews but is a bit harsh to negative feedback. "Jackie, We have never had you as a customer and you don't own a business. Will you kindly remove your fake negative review please?" -Rise Local responding on Google Reviews	Ronkot design is very quick to respond to customers reviews while maintaining a politeness to the brand.
Keywords/Keyw ord Research	Kelston Marketing	Mallard Agency	RiseLocal	Ronkot
Top keyword / keyword phrases used on the site's homepage	Using SEMRUSH & Backlink.io the top ranking keywords by intent are commercial 50%, informational 25%, then transactional by 25%. The top three keywords in order of traffic volume are Kelston,(KD	Using SEMRUSH & Backlink.io the top ranking keywords by intent are commercial, 70.5%, informational 18.8%, navigational 8.7%, and transactional	Using SEMRUSH & Backlink.io the top ranking keywords by intent are 86.2% commercial, 8.5% Informational, 2.6% navigational and 2.6%	Using SEMRUSH & Backlink.io the top ranking keywords by intent are 54.9% informational, 31.9% commercial, 6.9% transactional and 6.3%

	30%) Branding agency Dallas TX (KD 38%), and Dallas Texas branding agencies (KD21%). (*Semrush - Online Marketing Can Be Easy*, n.d.-b) (Team, 2025)	2%. The top three keywords in order of traffic volume are Mallard Agency (KD 31%), Marketing Agency Dallas (KD 50%), and Dallas Marketing Agency (KD 46%). *Semrush - Online Marketing Can Be Easy*, n.d.-b (Team, 2025))	transactional. The top three keywords in order of traffic volume are Digital Marketing Agency Dallas (KD 55%), Rise Local (KD 45%), and Dallas Digital Marketing Agency 50%). *Semrush - Online Marketing Can Be Easy*, n.d.-b) (Team, 2025)	navigational. The top three keywords in order of traffic volume are key metrics for local seo success (KD 21%), metrics for local seo (KD 18%), and seo for beauty salon (KD 23%). *Semrush - Online Marketing Can Be Easy*, n.d.-b) (Team, 2025)
Design/Usability	Kelston Marketing	Mallard Agency	RiseLocal	Ronkot
Overall look and feel of the site	Visual pleasing, engaging to scroll through, but could have more interactive elements and hyperlinked navigations. Very clear message "We made it our business to help yours." (*Kelston | Marketing and Branding Studio in Southlake, TX*, n.d.) Right when opening the site.	Visually pleasing but occasionally cluttered. Use a little too much variances of colors: blue, white, gold, black and green.	Nice simple design but lacks brand personality with mainly whites and blacks for the colors of the site. Could use more video or graphic elements.	Very good design but feels like there is a lot to scroll through when on mobile view. Could improve the block-by-block feeling on mobile by reevaluating the sizing of the thumbnails.
Use of graphics	Very beautiful choices of	Great use of behind the	Almost absent in the use of	Lots of graphics, lots

	graphics with clear color theme and great travel messaging. Has a luxurious feel to it. Could incorporate more videos and examples of their website design work. Good spacing between the images on the site.	scenes content for graphics. Feels a bit cluttered in some areas with lots of text. May want to include more graphics than just staff members.	graphics. Definitely needs more images, videos and interactive elements.	of stats, would like to see more incorporations with video.
Intuitive navigation	Good use of navigation to find out about the company straight from a button on a video. Good use of a contact form at the bottom of the page to make a clear CTA to the customer.	Clear menu bar to find relevant information. Very nice work section with clear organization that can be revised based off filters selected. Very nice!	Straight forward navigation. Very bland. It is almost confusing which page you are on because the aesthetic look to every page is white and black. Just could use more background colors to the pages to help the understanding of where you are navigating in the menu bar.	Very intuitive navigation. Nice navigation bar with a dropdown for services. The chatbot is also a nice add on.
Redundant navigation	Under each of the sections: Brand Development, Brand Experience, and Marketing there is very good lists made of services offered.	Breadcrumbs in the navigation bar for users to dive deeper would be nice. Annoying to	Just straight forward. Most of the navigation happens at the top of the page. Could use some	Nothing is redundant on this site actually. It is very well made. Just could be optimized for

	The problem is none of these services are clickable to find out more. Would love to see more about each of your services work to find out why we should work with you. Under the navigation bar once you go the services tab and into that section none of the services are clickable. This is a big turnoff as there are no examples to give a better understanding to the customer of the services they can expect to receive. Would also be nice if the images were clickable so we could get a deeper dive into some of these clients Kelston has worked with. Definitely add a blog under the navigation bar to try to improve on SEO.	have to scroll through all the staff just to find out more. Could consider repositioning these items.	hover over effect and color to the site.	mobile more with easier scroll through. Even the blog can be filtered nicely.
Ease of use	7: Very easy to use but almost too easy as in some areas that you want to click	6: Very easy to use but have to get through the staff to find	3: More on the difficult end to use because everything is	9: Very easy to use website. Just can be improved on the mobile

	cannot be clicked.	out more about the company.	so simplified. Definitely needs more color and separating page elements to avoid being too traditional.	front by making it less dense and more scroll friendly.
Appropriate for intended audience	Well made for the intended audience but is missing elements that could help reach this audience. Elements that could help would be more video, more informational click links, a blog and a link (/make) a X account.	Great for intended audience but more video could make more engaging, more breadcrumbs would be good and a little less clutter overall to the site in structure.	Feels very traditional and very basic. Needs to have more modern elements and color aesthetics. Could use more of a feel of the brand.	Feels very optimized for the intended audience. Would love to see more incorporations of video.
Good use of page space, void of clutter and white space	Very good use of space and portioning of it. Very good size of white space between the elements. Appears very visually appealing without feeling full of clutter.	Decent use of space but some areas appear cluttered.	Good use of space but not all the elements align. For instance, in the staff images some are higher up than others. It would be good to have proper alignment.	Very good use of white space without feeling too cluttered.
Clear Messaging	Messaging is clear being towards businesses and entrepreneurs.	Clear messaging to make businesses stand out.	The messaging could be clearer: "Tackling every challenge in the digital	Very clear messaging with "We're a Full-Service Creative, Digital Marketing & Print Agency"

			world." (Rise Local Agency, Texas SEO Website Design, Texas Digital Marketing, 2025) What exactly are these challenges?	(Kothari, 2023b)
Clear Calls To Action	VERY clear CTAs with VERY clear navigations to them. Everything on this site is very intricately built to lead you to the CTA`s.	Seems a bit confusing in the homepage of navigation. They have multiple CTAs to both join the crew, submit a resume and also schedule a call. Perhaps adding a Join Us section to the navigation bar separate from the about section would help.	Very clear calls to action with lots of prompting to click them throughout the site.	Very clear calls to action. Can sometimes feel repetitive but very good.
Content	Kelston Marketing	Mallard Agency	RiseLocal	Ronkot
Informative	7- Just add more detail pages on services.	8-Content is informative but with it feeling a bit cluttered you may have to do some digging.	7-Site is informative but a bit too informative. With so much information it may overwhelm the consumer.	10-Site is very informative, straight to the point and makes clear to the user what they can expect from it.
Appropriate	10- Very engaging and compelling.	9-Content is appropriate but a bit cluttered.	9-Content is appropriate but sometimes a bit lacking	10-The website is appropriate.

			with so much of a templated style to the website.	
Reflects keywords used in Title and Description tags	10- Very clear messaging.	7-With it being labeled as a video production service on Google they should have more video on their homepage.	10-True to their keywords on their Title and Description tags	7-Labeled as Ronkot Design, may miss the fact this is a full service agency not just a design buisness.
Alt tags for images	10- Kelston does an amazing job alt tagging the images. (*Image ALT Checker Tool (100% Free, Unlimited, No Signup)*, n.d.)	6-Mallard is missing almost half of the alt tags. Room for improvement. (*Image ALT Checker Tool (100% Free, Unlimited, No Signup)*, n.d.)	0-They do not have any alt tags for their images which is disappointing. (*Image ALT Checker Tool (100% Free, Unlimited, No Signup)*, n.d.)	6-Mallard is missing almost half of the alt tags. Room for improvement. (*Image ALT Checker Tool (100% Free, Unlimited, No Signup)*, n.d.)
Legible font	10-Kelston uses a font that is very legible.	9-Fonts are very legible but some areas are crowded which makes it a bit harder to read.	7- Fonts are very legible but with so much of the text in the same layout you feel like you are reading a book after awhile. Needs to showcase the brand more in the styling of the website to pull out the text.	10-Fonts are very legible and easy to read.
Social Media	Kelston Marketing	Mallard Agency	RiseLocal	Ronkot
Social media	Very good but	Very good but	Very good at	Very good at

profiles, and digital channels	needs to have a uniformity of name across the channels. (Kelston, Kelston Creative, Kelston Marketing)	repurposing lots of the Instagram Content for LinkedIn. Would be good to have more orginal content on LinkedIn.	variety of content and providing lots of video.	variety of content and providing lots of it.
Social Media Badges on Home Page	Yes	Yes	Yes	Yes
Consistently engages with its audience through meaningful interactions, responses, and content sharing.	Yes: The engagement rate for the primary account IG is .18% according to Social Blade. (*Social Blade Social Analysis*, 2008)	No	No	Yes: Their IG has a pretty high engagement rate for that many followers at .14%, an average comments of .75, they have an average likes of 15.13, and have 702 uploads. They upload about 1 piece of media a week, and gain about one follower a week. (*Social Blade Social Analysis*, 2008)
Consistently produces high-quality and relevant content that resonates with the target audience.	Yes	Yes	Yes	Yes
Maintains a	No: Needs	Yes	No: Needs	Yes

cohesive and unified online presence.	uniformity in naming		uniformity in naming & logos (even the logos in the profile pictures are different from YouTube to Facebook)	
Other	Kelston Marketing	Mallard Agency	RiseLocal	Ronkot
Email Marketing practice	No Newsletter	No Newsletter	No Newsletter	No Newsletter
Email Marketing (e-newsletter signup)	No Newsletter	No Newsletter	No Newsletter	No Newsletter
Special features designed to capture email addresses	Contact Form.	No	Contact Form.	Contact Form.
Use of viral marketing mechanisms	Great use of reels, carousels and highlights. Could do more stories.	Great use of reels, carousels and highlights. Could do more stories. Great use of theming. Too much repurposing of content.	Great use of YouTube videos, opportunity to start doing YouTube shorts.	Great use of ChatBot. Lots of Blogs. Shame there is no newsletter to subscribe to all these blogs being worked on.
Personalization features	No Newsletter	No Newsletter	No Newsletter	No Newsletter
Customization features	No Newsletter	No Newsletter	No Newsletter	No Newsletter
Local Search participant	No Newsletter	No Newsletter	No Newsletter	No Newsletter
Performance	Kelston Marketing	Mallard Agency	RiseLocal	Ronkot
Page load times	2.02 seconds (*Pingdom Tools*, n.d.)	1.12 seconds (*Pingdom Tools*, n.d.)	1.44 seconds (*Pingdom Tools*, n.d.)	1.19 seconds (*Pingdom Tools*, n.d.)
Multi-browser compatibility	Yes	Yes	Yes	Yes
SEO	Kelston Marketing	Mallard Agency	RiseLocal	Ronkot

Number of pages indexed	52 (Screaming Frog, 2024)	60 (Screaming Frog, 2024)	296 (Screaming Frog, 2024)	173 (Screaming Frog, 2024)
Number of inbound links	5 (Screaming Frog, 2024)	73 (Screaming Frog, 2024)	295 (Screaming Frog, 2024)	381 (Screaming Frog, 2024)
Current "Page Rank" of Home page	Not in top 100 (*Google Website Rank Checker* 【*No Login, Super Fast, FREE*】, n.d.)	8 (*Google Website Rank Checker* 【*No Login, Super Fast, FREE*】, n.d.)	Not in top 100 (*Google Website Rank Checker* 【*No Login, Super Fast, FREE*】, n.d.)	96 (*Google Website Rank Checker* 【*No Login, Super Fast, FREE*】, n.d.)
Use of Title tag	Yes (Should shorten as over 60 characters)	Yes	Yes	Yes
Use of Description tag	Yes	Yes	Yes	Yes
Optimization Score (website.grader.com)	Kelston Marketing	Mallard Agency	RiseLocal	Ronkot
Enter Score for each website	76	68	85	56
RATING	Kelston Marketing	Mallard Agency	RiseLocal	Ronkot
Create your own rating system to rate each company	7 out of 10	6 out of 10	4 out of 10	9 out of 10

Kelston Marketing does a strong job clearly outlining its core service areas, including brand development, brand experience, and marketing. The services are well organized and easy to understand at a high level. However, a key limitation is that these service listings are not clickable, which prevents users from exploring each offering in more detail. To support growth and conversion, it is important for Kelston to showcase examples of work tied to each service so potential clients can better understand what they would receive and why Kelston is the right choice. Currently, once users navigate to the Services section, there are no clickable pathways or supporting examples, which can be discouraging for users seeking proof of expertise. Making both service titles and featured images clickable, with links to case studies or client examples, would greatly improve the user experience. Adding a blog to the main navigation would also support long-term SEO growth.

Because many competitors already leverage blogs effectively, adding one is an important opportunity for Kelston. A blog would help increase indexed pages, improve search visibility over time, and create opportunities for internal linking, backlinks, and optimized image alt text. There is also strong potential to incorporate video content, which could further enhance engagement while maintaining the site's clean and visually appealing design. The website already stands out for being uncluttered and visually engaging, but it would benefit from further development to strengthen depth and functionality.

On social media, Kelston's color palette and visual consistency are strong and well aligned with the brand. However, greater engagement across social platforms would help increase visibility and audience interaction. Establishing consistent naming across all social channels would also improve brand recognition. Expanding presence on platforms such as X could be beneficial, as many younger entrepreneurs actively use the platform for networking and thought leadership. A limited but strategic presence on TikTok may also be worth exploring, depending on platform viability and audience trends.

Another key area for improvement is search engine ranking. Appearing within the top 100 search results on Google is important for discoverability, and users are unlikely to scroll through multiple pages to find a brand. Kelston currently has a lower number of indexed pages than its competitors, which presents a clear opportunity for growth. Adding blog content alone would significantly increase indexable pages and improve overall SEO performance.

Visually, Kelston already differentiates itself from competitors. By improving crawlability, enhancing mobile optimization, and continuing to refine page performance, the brand can strengthen its digital presence even further. Adding video content should be done carefully to avoid slowing page load times. Finally, introducing a newsletter would support brand awareness and audience retention. To further improve clickability and engagement, Kelston could add case studies or client testimonials directly to the navigation bar or embed them within image elements throughout the site. These enhancements would help translate Kelston's strong visual identity into a more compelling and conversion-focused digital experience.

Organization Brief

Challenges and Constraints Affecting Business and Marketing Goals

Kelston Marketing operates in a competitive and rapidly evolving digital marketing and branding landscape. While the company has a strong brand identity and clear positioning, several external and internal challenges may affect the successful attainment of its business and marketing goals.

1. Competitive Saturation in the Marketing and Branding Industry

One of the primary challenges facing Kelston Marketing is the high level of competition within the branding and marketing services industry. The U.S. marketing services market is highly fragmented, with thousands of agencies competing for similar clients at local, regional, and national levels. Larger agencies often benefit from stronger brand recognition, broader service offerings, and larger budgets, which can make client acquisition more challenging for smaller, specialized firms (IBISWorld, 2024).

Additionally, many agencies position themselves as "full-service," offering paid media, automation, and analytics alongside branding. While Kelston's focused, organic-first approach is a strategic differentiator, it may limit appeal to clients seeking one-stop marketing solutions, requiring stronger education and positioning to communicate long-term value.

2. Limited SEO Authority and Organic Discoverability

Kelston currently faces challenges related to organic search visibility. Compared to competitors, the company has fewer indexed pages and inbound links, which can limit discoverability in search engine results. Research shows that businesses appearing beyond the first page of Google search results receive significantly less traffic, reducing inbound lead potential (Backlinko, 2023).

Without a blog or consistent long-form content strategy, Kelston has fewer opportunities to build keyword authority, backlinks, and long-term organic traffic. This constraint may slow growth unless addressed through content expansion and SEO optimization.

3. Dependence on Founder-Led Expertise

Kelston Marketing is closely associated with the expertise and leadership of its founder, Stephanie Cross. While this strengthens credibility and brand trust, it can also present scalability challenges. Founder-led agencies may face operational constraints if growth outpaces available leadership capacity or if processes are not sufficiently documented and delegated. According to Harvard Business Review, founder-centric organizations often need to intentionally shift toward systems-based operations to sustain long-term growth (Harvard Business Review, 2019).

This dynamic does not indicate immediate risk but represents a strategic consideration as Kelston continues to grow nationally.

4. Industry-Wide Economic and Budget Sensitivity

Marketing and branding budgets are often among the first areas adjusted during periods of economic uncertainty. Small and mid-sized businesses, particularly in hospitality and lifestyle sectors, may reduce discretionary spending during economic downturns, impacting demand for branding services. McKinsey & Company notes that marketing spend is frequently

scrutinized during uncertain economic periods, especially among growth-stage businesses (McKinsey, 2022).

This sensitivity requires Kelston to continually demonstrate the long-term business value of branding and organic marketing to justify investment during fluctuating economic conditions.

5. Platform Volatility and Algorithm Dependence

Kelston relies heavily on organic social media platforms such as Instagram and LinkedIn to support brand awareness and engagement. Changes in platform algorithms, shifts in user behavior, or reduced organic reach can limit visibility without paid amplification. Social media platforms regularly adjust algorithms, often reducing organic reach for business accounts, which can impact content performance over time (Sprout Social, 2023).

This challenge reinforces the importance of diversified content distribution, including owned media such as blogs and email marketing.

Summary

While Kelston Marketing is not facing immediate financial distress, mergers, or downsizing, it operates within an environment shaped by intense competition, evolving digital platforms, and economic uncertainty. The most significant challenges relate to competitive saturation, organic discoverability, founder-led scalability, and reliance on third-party platforms for reach. Addressing these constraints through strategic positioning, content development, and operational planning will be essential to achieving long-term business and marketing goals.

Customer Analysis

Target Market

Kelston Marketing serves a clearly defined business-to-business target market focused on luxury and lifestyle brand entrepreneurs and mid-to-large sized business owners. According to Kelston's website, the brand primarily targets interior designers, hotels, and restaurants, a positioning that is consistently reinforced through visual storytelling and messaging (Kelston Marketing, n.d.).

From a demographic perspective, Kelston's core audience ranges from ages 20 to 55, with a strong concentration in the mid-20s to early-40s demographic. This group includes founders, entrepreneurs, CEOs, and senior decision-makers who typically hold undergraduate or graduate degrees and have mid-to-high income levels. Research indicates that Millennials and Gen Z entrepreneurs place high value on branding, authenticity, and digital presence when building or scaling businesses (Global Entrepreneurship Monitor, n.d.).

Psychographically, Kelston's target market values creativity, independence, lifestyle freedom, and long-term brand equity. These individuals are experience-driven and often associate business success with flexibility, travel, and personal fulfillment rather than solely financial outcomes. This aligns with broader trends showing that modern entrepreneurs prioritize purpose-driven brands and meaningful storytelling (Harvard Business School Publishing, n.d.)

Geographically, Kelston Marketing is headquartered in Southlake, Texas, with a strong presence in the Dallas–Fort Worth area. However, the agency serves clients nationally, allowing it to work with brands across major U.S. markets. This national reach supports Kelston's positioning as a lifestyle-oriented branding partner rather than a locally constrained service provider.

Buyer Personas

Buyer Persona 1: Entrepreneur / Founder

B2B Demographics
> *Age: Entrepreneur Luxury Buyers/Small Business Owners aged 25-45*
> *Income: 68,000-117 ,000 annually (Payscale, n.d/United States Census Bureau, n.d)*
> *Education: Masters or BBA*
> *Occupation: Entrepreneurs of creative type looking to travel more*
> *Geographic Location: Dallas/Southlake*

B2B Psychographics

i. Brand-related Values and Interests
> *-Highly Invested in their Brand: Built from the Ground Up, Highly Educated (Isador, 2025)*
> *-Labor costs are one of their most significant issues (Isador, 2025)*
> *-Looking to implement more AI, tech smart, and strategic (Morgan, 2025)*
> *Psychographics*

ii. Pain points that the brand solves
> *-Entrepreneurs target areas such as consumer brands, interior design + architecture, hospitality, food + beverage (Kelston, n.d)*
> *-Kelston solves marketing management to free up entrepreneurs' time enabling them to travel more "and feel liberated.*
> *" (Kelston, n.d.)*

> *-Kelston focuses on branding for newer entrepreneurs or those looking for a brand refresh*
> *-Kelston focuses on marketing and creative services, as entrepreneurs may not have a large brand presence or limited marketing*
> *team with the labor cost issue*

iii. Purchase Decision Factors/ Motivators

-Challenges with Tariffs may impact purchase decisions as some revenues may tighten (Wu & Tang, 2025b)
-1 in 5 Entrepreneurs do business with family, so their family's views come into effect in purchase decisions (Team, 2025)
-Higher labor costs may tighten their revenue (Isador, 2025) so marketing that can free up the entrepreneur's labor costs may beneficial

B2B Behavioral Characteristics

i.Shopping Patterns (Kilic, 2021)
-A social/innovative entrepreneur type. Uses shopping as an opportunity to observe competitors and innovate to compete.
-Less concerned with price and more with value. Understands impulsive buying but still falls victim to it.
-Buys based on price, brand, trust, and convenience
-Marketing mix can include: product, place, price, and convenience which may influence the decision
-More likely to shop around than go on first-choice
-Understands money-saving habits
-More of a risk for reward shopper: Willing to risk more money in hopes of a better outcome
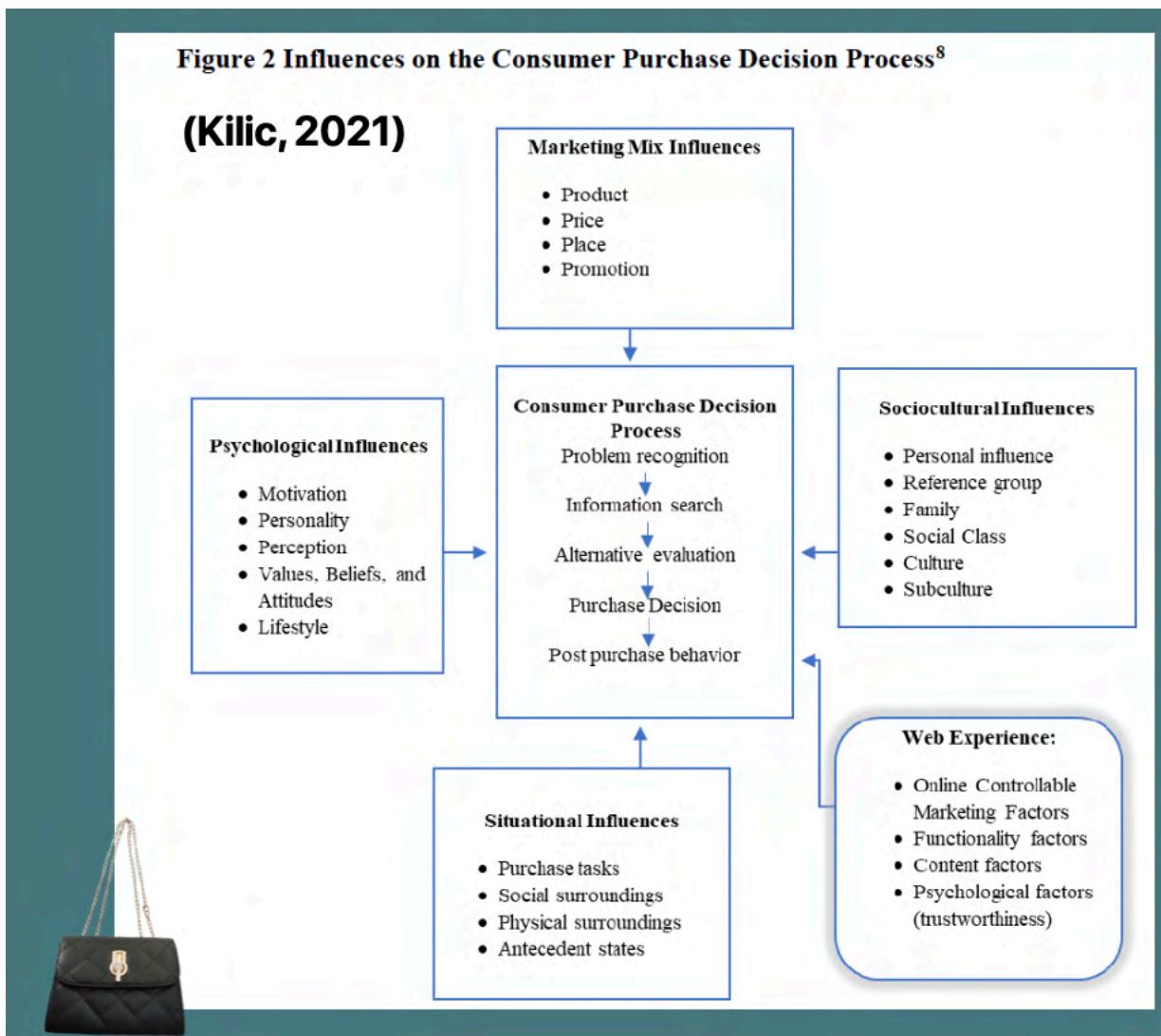
Figure 2 Influences on the Consumer Purchase Decision Process[8]

(Kilic, 2021)

The figure above can be more deeply analyzed to find out more about purchase decisions for any consumer. (Kilic, 2021)

ii. Digital/social media platform preferences and platforms (Sheikh, 2025)
*   -There are two groups here in their preferences:*
*   According to Sprout Social, the most used platforms for ages 25-29 are: YouTube (93%), Instagram (76%), Facebook (68%),*
*   Snapchat (65%)*
*   According to Sprout Social, the most used platforms for ages 30-49 years – YouTube (94%), Facebook (78%), Instagram (66%),*
*   Pinterest (43%)*
*   -Buying platform choices are as follows for 2025:*
*   Facebook (39%) TikTok (36%) Instagram (29%)*

Awareness Stage

i. Awareness stage and its importance

> *The top of the marketing funnel is the awareness stage. This is the lead generation piece.*
> *Use creatives and marketing to increase brand awareness. Make*
> *an initial landing page for people to get to know your brand. Post your unique selling*
> *proposition. (The Marketing Funnel: Stages, Strategies, & How to*
> *Optimize, n.d.) This is getting to know the brand, its messaging, tone, values, and culture.*
> *Paid Ads or social campaigns to get the brand in front of people.*
> *Google Business page is set up. The goal is to get the word out. (How Osmo Helped*
> *Increase Brand Awareness With Amazon Ads, 2025)*

ii. How buyer personas typically become aware of products/services in this category (Peek, 2024)

- *Social Media- Carousels, Reels that Trend, TikTok Challenges, Memes, Infographics for Facebook*
- *Industry Events/Workshops*
- *Word of Mouth*
- *Referrals/Client Testimonials*

iii. One specific digital marketing strategy that would effectively capture their attention at this stage

> *Create a short YouTube Video Ad that can run on YouTube, Facebook, and potentially a*
> *streaming platform showcasing*
> *the brand to people. Repurpose the video by pulling the audio and using it for a podcast*
> *episode. Take the audio transcribe it*
> *and use it for a blog post. Detail everything the brand does, what it stands for, why now,*
> *and the impact it hopes to make.*
> *Make sure to do research on competitors before running this campaign to properly align*
> *the strategy and find a way to niche*
> *out effectively.*

iv. Why does this strategy align with the persona's characteristics and behaviors?

> *This strategy properly aligns with younger entrepreneurs 25-45 as it lives where they*
> *do, on You T ube. It takes the short*
> *attention span of reading into video format to make it easy to swallow. It also targets*
> *various channels to find the consumer.*

Consideration Stage

i. Information buyer personas need when comparing options (Peek, 2024)

- *Reviews- Positive reviews that make you stand out from the competitors*
- *Educational Pieces- How can this service benefit entrepreneurs specifically?*
- *Case Studies- turning point stories from customers on how the brand influenced them*
- *Webinars-Exciting content to pull the consumer in*
- *Free eBooks- Something to give a taste of your company to the consumer*

- *Free Brand Analysis- Give a free look at their company but only a taste of what you can do*
- *Personalized Targeting- Personalize content tailored to each customer at the consideration stage based on what they may be viewing on your website or how they are interacting with you*
- *Remarketing Efforts-If they go away at all; remind them to come back*

ii. One digital content strategy that would help them evaluate your brand
Evaluate the reviews you currently have and if there is anything you can do to resolve any negative reviews. Create a personalized marketing email
strategy on MailChimp tailored to each consumer based on their stage in the marketing funnel and the touchpoints they are at with your brand. See
about potentially working with an influencer that matches your brand's personality to push you over the consideration hurdle. Try to make the brand's
name more recognizable through retargeting ads, have some educational pieces about the company, and continue to get the word out turning those
words into testimonials. See what competitors are doing to get their name past the consideration stage and outdo them.

iii. How this strategy connects to their specific pain points and motivations.
Provide as much easy-to-access content showing the brand as trustworthy as possible so entrepreneurs do not have to spend their time debating the
brand or decision. This can be reviews, testimonials, and so forth. Show the brand value to the entrepreneur retargeting that to them through
retargeting ads so they understand the benefits. Entrepreneurs may feel like it can be hard to get the word out about their brand so the more they see
your brand the more they may feel you can help them. T arget that growing awareness. EntreprenuersConversion Stage

i. What would convince your buyer personas to choose your brand over competitors?
- *Price*
- *Value*
- *R.O.I*

ii. Propose one specific strategy that would motivate them to make a purchase now.
Express how you can get their brand noticed, get attention, and start gaining traction. Do a free brand analysis for them showing the parts of their
website that may not be working and give them a small sample analysis of what can be improved. Further, express how you can offer more advice
based on the tier they want to purchase. Offer packages, discounts, and pay over time or per month options. If they say no consider retargeting and
think how you can eventually turn them into a loyal customer.

iii. Explain why this approach would be effective for this particular persona.
This approach would be effective because it shows a value offer. It also provides

payment options in case funds are tight. By showing how you can increase brand awareness you are targeting the entreprenuers pain point. By doing something for free you come more across as a friend than as a salesperson developing a real human connection.

Influences on Consumer Purchase Decisions

Primary buyer persona one is the entrepreneur or founder, typically between the ages of 25 and 45, who often serves as the CEO and primary decision-maker within their organization. This individual is both the buyer and end user of Kelston's services and is deeply invested in their brand's identity and growth.

Entrepreneurs in this segment are digitally fluent and rely heavily on Instagram, LinkedIn, and website content when researching agency partners. Their purchasing behavior is driven by trust, brand alignment, and perceived long-term value rather than price alone. According to HubSpot, entrepreneurs and small business owners are more likely to choose agencies that demonstrate expertise through content, case studies, and social proof (HubSpot, 2024).

This persona often feels overwhelmed managing multiple aspects of their business and seeks a branding partner that can provide clarity, consistency, and strategic direction. Kelston's organic, brand-first approach directly addresses these needs.

Buyer Persona 2: CEOs of Larger Buisnesses or Senior Executive

B2B Demographics

> *Age: CEOs of Larger Businesses/Business Owners aged 30-45*
> *Income: 120,000-250,000+ annually (United States Census Bureau, n.d)*
> *Education: MBA*
> *Occupation: CEOs/Business Owners of Larger Companies*
> *Geographic Location: Nationally*

B2B Psychographics

i. Brand-related Values and Interests (Hatami & Segel, 2022)
> *-Resilence: Having a fallback plan if something does not work: Bringing ideas based on research*
> *-Courage to innovate, (with resistance to change,) keep up with trends, and mark territory with new ideas*
> *-Technology and the overall employee/user experiences*

ii. Pain points that the brand solves
> *-Struggling to understand the ethics of AI and how to blend that with human connection:(Panel, 2025) Kelston can streamline SEO best practices to create content as well as offer any branding needs that AI cannot do for them*

*-Keeping up with AI marketing changes:(Panel, 2025) Rather than having to keep up with this Kelston can market their content for
them
-Resistance to Change: Kelston can help ease the process by taking marketing processes over to reshape ideas that work (Glenn, 2025)*

iii. Purchase Decision Factors/ Motivators
-Challenges with Tariffs may impact purchase decisions as some revenues may tighten (Wu & Tang, 2025b)
-Buying Centres, the groups of people making the decision (Francescucci et al., n.d.)
-Buying Situations (also do they pick the players they are already used to?): (Francescucci et al., n.d.)
-Buying Culture: Sometimes one person's decision, sometimes many, stages of the business/revenue may impact the decisions. (Francescucci et al., n.d.)

B2B Behavioral Characteristics

i.Shopping Patterns
-Makes purchases based on what they believe will grow the business (KPMG et al., n.d.)
-Believe higher risks will turn into greater rewards (KPMG et al., n.d.)
-Big investments in Ai ("Global CEO Turnover Index,
" 2025)
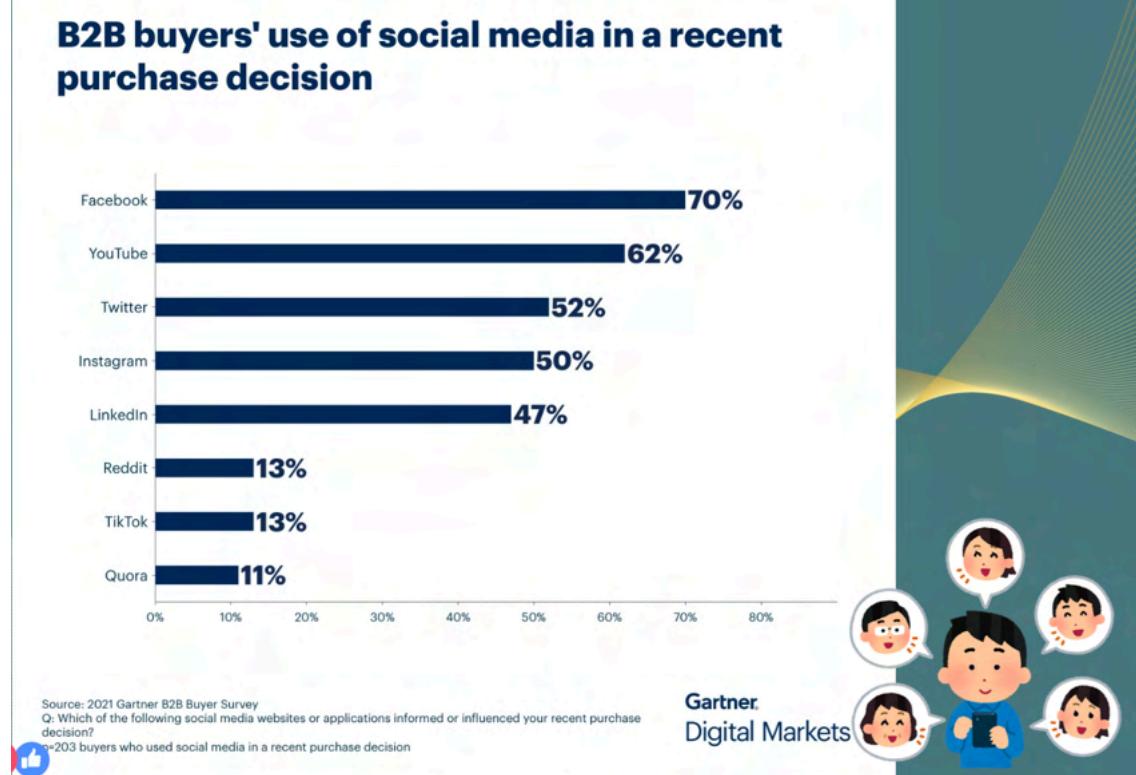
B2B buyers' use of social media in a recent purchase decision

Platform	Percentage
Facebook	70%
YouTube	62%
Twitter	52%
Instagram	50%
LinkedIn	47%
Reddit	13%
TikTok	13%
Quora	11%

Source: 2021 Gartner B2B Buyer Survey
Q: Which of the following social media websites or applications informed or influenced your recent purchase decision?
n=203 buyers who used social media in a recent purchase decision

Gartner
Digital Markets

The figure above can be more deeply analyzed to find out more about purchase decisions for

any consumer. CEOs(5 Best B2B Social Media Channels to Drive Growth for Marketers, n.d.)

ii. Digital/social media platform preferences and platforms
   -CEOs use social media to make an informed buying decision with these tools: (5 Best B2B Social Media Channels to Drive Growth
   for Software Marketers, n.d.)
   Facebook (70%)
   YouTube (62%)
   Twitter (52%)
   Instagram (50%)
   LinkedIn (47%)

Awareness Stage

i. Awareness stage and its importance
   The top of the marketing funnel is the awareness stage. This is the lead generation piece. Use creatives and marketing to increase brand awareness. Make
   an initial landing page for people to get to know your brand. Post your unique selling proposition. (The Marketing Funnel: Stages, Strategies, & How to
   Optimize, n.d.) This is getting to know the brand, its messaging, tone, values, and culture. Paid Ads or social campaigns to get the brand in front of people.
   Google Business page is set up. The goal is to get the word out. (How Osmo Helped Increase Brand Awareness With Amazon Ads, 2025)

ii. How buyer personas typically become aware of products/services in this category (Peek, 2024)
   Social Media- Videos, Infographics for Facebook
   Industry Events/Workshops
   Word of Mouth
   Referrals/Client Testimonials

iii. One specific digital marketing strategy that would effectively capture their attention at this stage
   Create a Facebook video that showcases the brand being on top of innovation. Make it focused on not needing Ai when you have Kelston. This video can also be sent out on email blasts. Follow this up on LinkedIn with a Video one day and an infographic the next portraying that same idea.

iv. Why does this strategy align with the persona's characteristics and behaviors?
   This strategy is based on the idea that businesses want to innovate but may struggle with hesitation in moving to Ai. By placing Kelston in a position of
   taking away the burden (pain point) of AI while still being innovative this targets the customer with proper brand persona positioning.

Consideration Stage
i. Information buyer personas need when comparing options (Peek, 2024)

- *Reviews- Positive reviews that make you stand out from the competitors*
- *Educational Pieces- How can this service benefit entrepreneurs specifically?*
- *Case Studies- turning point stories from customers on how the brand influenced them*
- *Webinars-Exciting content to pull the consumer in*
- *Free eBooks- Something to give a taste of your company to the consumer*
- *Free Brand Analysis- Give a free look at their company but only a taste of what you can do*
- *Personalized Targeting- Personalize content tailored to each customer at the consideration stage based on what they may be viewing on your website or how they are interacting with you*
- *Remarketing Efforts-If they go away at all; remind them to come back*

ii. One digital content strategy that would help them evaluate your brand

Have a chatbot that pops up to answer any user questions right away on the website. Make sure the chatbot collects either phone (preferably video
call like Zoom,) or email. Focus on a more traditional approach with calling the business or emailing them to talk. Make sure to do some research on
the business first. Talk about how you can specifically help that business by transitioning them into more innovative techniques to add to their
traditional approaches. Give them a free analysis of their website and discuss future opportunities.

iii. How this strategy connects to their specific pain points and motivations.

By including a chatbot it showcases how Kelston is on top of new AI trends. Doing a direct call (preferably video call or Zoom,) takes a more personable
human approach. By doing research on the brand and showcasing a few free strategies it shows value. T alking in this way takes a more traditional
approach they may be more comfortable with. Easing them into innovative ideas and taking the place of AI the business may feel more comfortable
working with the brand as they are moving in the right direction without doing the hard work.

Conversion Stage

i. What would convince your buyer personas to choose your brand over competitors?
- *Price*
- *Value*
- *R.O.I*

ii. Propose one specific strategy that would motivate them to make a purchase now.

This strategy would be the same with the biggest difference being how it goes about. Express how you can get their brand noticed, get attention, and
start gaining traction, MOVING INTO INNOVATION WITHOUT THE STRESS OF HAVING TO LEARN AI. Do a free brand analysis for them showing
the parts of their website that may not be working and give them a small sample

*analysis of what can be improved. Further, express how you can offer
more advice based on the tier they want to purchase. Offer packages, discounts, and pay
over time or per month options. If they say no consider retargeting and think how you
can eventually turn them into a loyal customer.*

*iii. Explain why this approach would be effective for this particular persona.
This approach would be effective because it shows a value offer. It would lend itself to
innovation and AI. It also provides payment options in case
funds are tight. By showing how you can increase brand awareness you are targeting
the entreprenuers pain point. By doing something for free you
come more across as a friend than as a salesperson developing a real human connection.*

*The second key persona CEO or senior executive of a mid-to-large sized business, typically
aged 30 to 55. This individual plays a strategic role in vendor selection and budget approval
and may be part of a broader decision-making team.*

*This persona prioritizes scalability, brand credibility, and long-term positioning. They are
more analytical in their purchasing behavior and often require clear evidence of strategic
thinking, industry experience, and measurable impact before committing to a partnership.
Their media consumption leans toward LinkedIn, YouTube, industry publications, and
thought leadership content, reflecting trends identified by LinkedIn's B2B marketing research
(Marketing & Advertising on LinkedIn | LinkedIn Ads, n.d.)*

Summation

*Understanding Kelston Marketing's target market and buyer personas allows the company to
focus its marketing efforts more effectively. Messaging can be tailored to emphasize clarity,
liberation, and long-term brand value, while visual storytelling reinforces the lifestyle-driven
aspirations of the audience. Channel selection prioritizes platforms where decision-makers
are most active, including Instagram and LinkedIn, supported by website content that builds
credibility and trust.*

*By aligning messaging, content strategy, and platform usage with the behaviors and
motivations of each persona, Kelston Marketing is better positioned to attract, convert, and
retain clients who value thoughtful branding and organic growth.*

4: Digital Marketing Strategy & Tactics

New Media / Social Media / Experiential Storytelling

New Media Platforms and Distribution Strategy

Kelston Marketing will leverage a multi-platform new media strategy focused on organic growth, brand storytelling, and long-term engagement, rather than short-term paid amplification. Based on prior usability and navigation analysis, users visiting Kelston's website are typically in the consideration stage of the funnel and are seeking clarity around services, brand fit, and credibility. New media platforms will be used to support brand awareness, deepen engagement, and guide users toward conversion through consistent messaging and visual storytelling.

Platform 1: Instagram (Primary Brand Awareness & Engagement Channel)

Strategy & Tactics
Instagram will remain Kelston's primary visual storytelling platform. Content will include:

- *High-quality lifestyle imagery aligned with luxury and travel aesthetics*

- *Reels showcasing brand mood, behind-the-scenes moments, and client environments*

- *Carousel posts highlighting brand values, messaging frameworks, and process explanations*

- *Short-form video clips repurposed from website visuals to maintain consistency*

Marketing Message
Kelston helps entrepreneurs and lifestyle brands achieve clarity, confidence, and freedom through thoughtful branding and organic marketing.

Goal of Message
Brand awareness and brand engagement.

Engagement Examples

- *Prompting conversation through caption questions such as "What does brand clarity mean to you?"*

- *Responding to comments and DMs to humanize the brand*

- *Encouraging saves and shares through educational carousel content*

Conversion Goals

- *Profile visits*

- *Website clicks*

- *Direct messages requesting consultations*

Platform 2: LinkedIn (Authority & Trust Building Channel)

Strategy & Tactics
LinkedIn will be used to target entrepreneurs, CEOs, and decision-makers through:

- *Thought leadership posts on branding strategy and organic growth*

- *Case-study-style posts explaining challenges and outcomes*

- *Short-form video or image posts summarizing insights from blog content*

Marketing Message
Kelston is a strategic branding partner for businesses seeking long-term brand equity rather than short-term marketing tactics.

Goal of Message
Brand credibility and consideration.

Engagement Examples

- *Encouraging discussion through insight-based posts*

- *Engaging with comments and reposts from industry peers*

- *Participating in relevant professional conversations*

Conversion Goals

- *Website traffic*

- *Contact form submissions*

- *Discovery call inquiries*

Platform 3: Blog Content (SEO & Long-Term Visibility Channel)

Strategy & Tactics
Kelston will introduce a blog housed on its website to:

- *Publish educational content on branding, storytelling, and organic marketing*

- *Showcase project breakdowns and behind-the-scenes brand work*

- *Improve keyword rankings and indexed pages*

This directly addresses usability and SEO gaps identified in prior site analysis

Marketing Message
Strong brands are built through strategy, clarity, and consistency.

Goal of Message
Brand authority, SEO growth, and trust.

Engagement Examples

- *Sharing blog posts across social platforms*

- *Encouraging comments and discussion on LinkedIn*

- *Internally linking blog content to services pages*

Conversion Goals

- *Time on site*

- *Repeat website visits*

- *Newsletter signups (future implementation)*

Platform 4: Video Content (Website & Cross-Platform Support)

Strategy & Tactics
Video will be used selectively to avoid performance issues while maximizing impact:

- *Homepage background video to set brand tone*

- *Short-form videos explaining services and brand philosophy*

- *Behind-the-scenes clips repurposed for social media*

Video usage aligns with findings that visual storytelling increases engagement while maintaining a clean user experience when optimized properly .

Marketing Message
Kelston creates brands that feel intentional, elevated, and human.

Goal of Message
Brand differentiation and emotional connection.

Engagement Examples

- *View-through engagement on social platforms*

- *Click-throughs from video to service pages*

Conversion Goals

- *Increased session duration*

- *Service page visits*

- *Contact form completions*

Platform 5: Website & Contact Experience (Conversion Hub)

Strategy & Tactics

The website will act as the central conversion point, supported by:

- *Improved navigation clarity*

- *Clickable service pages with examples*

- *Strong calls to action throughout*

Usability testing has shown that ease of contact and clear service visibility directly influence conversion rates

Marketing Message
Kelston is ready to guide your brand forward.

Goal of Message
Conversion and lead generation.

Conversion Goals

- *Contact form submissions*

- *Discovery call bookings*

- *Return visits*

Summary

Kelston's new media strategy is designed to create a cohesive ecosystem where social platforms build awareness and engagement, content deepens trust, and the website converts interest into action. By aligning messaging, visuals, and platform purpose, Kelston strengthens its position as a strategic, organic-first branding partner while supporting measurable growth across the funnel.

Mobile

Mobile Marketing Channels and Strategy

Mobile technology plays a critical role to Kelston in how entrepreneurs and business decision-makers research, evaluate, and engage with branding and marketing partners. Kelston Marketing's mobile strategy will focus on mobile-first usability,

organic engagement, and frictionless conversion, rather than intrusive or high-frequency mobile advertising. This approach aligns with the brand's emphasis on clarity, quality, and long-term relationship building.

1. Mobile-Optimized Website (Primary Mobile Conversion Channel) Strategy and Use

Kelston's website will serve as the central mobile conversion hub. Given that over half of global web traffic now comes from mobile devices, ensuring a seamless mobile experience is essential (Statista, 2024).

Mobile optimization efforts will include:
-Responsive design across devices
-Simplified navigation for thumb-friendly interaction
-Optimized image and video loading speeds
-Clear, tap-friendly calls to action

Mobile optimization directly supports users who discover Kelston through social media or search while on their phones.

Conversion Goals
-Contact form submissions
-Discovery call bookings
-Increased mobile session duration

2. SMS and Text Messaging (Selective Relationship-Based Use) Strategy and Use

Kelston will use SMS messaging selectively rather than as a mass marketing tool. Text messaging will primarily support:

-Appointment confirmations
-Follow-ups after discovery calls
-Client onboarding communication
> *SMS will not be used for promotional blasts, preserving trust and professionalism. Research shows that SMS messages have significantly higher open rates than email, making them effective for time-sensitive communication (SimpleTexting, 2023).*

Conversion Goals
-Show-up rates for discovery calls
-Faster response times
-Improved client onboarding completion

3. Mobile Social Media Platforms (Organic Engagement and Discovery) Strategy and Use

Platforms such as Instagram and LinkedIn are primarily accessed via mobile devices. Kelston will continue to use mobile-native content formats, including:

-Short-form vertical video
-Carousel posts
-Story-based content
> *Mobile social content will emphasize brand storytelling, behind-the-scenes visuals, and educational insights that encourage saves, shares, and profile visits. According to Sprout Social, mobile-first social content increases engagement and retention compared to desktop-focused formats (Sprout Social, 2023).*

Conversion Goals
-Profile visits
-Website clicks from mobile
-Direct message inquiries

4. Location-Based Marketing (Limited and Strategic Use)
Strategy and Use

Kelston will utilize location-based services primarily through:

-Google Business Profile optimization
-Local search visibility for Southlake and DFW-area searches
-Mobile map and search integrations
> *Location-based visibility helps capture high-intent mobile users searching for branding or marketing services nearby. Google reports that a significant percentage of mobile searches have local intent (Google, 2023).*

Conversion Goals
- *Website visits from local search*
- *Phone calls or form submissions*
- *Direction requests*

Summary

> *Kelston Marketing's mobile strategy prioritizes usability, accessibility, and intentional engagement. By focusing on mobile-optimized web experiences, selective SMS communication, mobile-first social content, and local search visibility, the brand supports meaningful interactions without overwhelming users. Avoiding unnecessary mobile technologies allows Kelston to remain aligned with its brand values while maximizing conversion efficiency.*

Website
Describe how you will design, manage and test your website to optimize for navigation, conversions and retention.

Include the functionality you plan to deploy, such as customer contact form, shopping cart, blog, lead generation or content management system (CMS).

If you are revising existing pages, explain why the changes are important from a goal, navigation and/or customer engagement perspective.

Conversion Goals

Kelston Marketing's website plays a central role in how potential clients discover, evaluate, and ultimately decide to engage with the brand. To support the company's business and marketing goals, the website will be intentionally designed, managed, and tested to prioritize clear navigation, strong conversion pathways, and long-term user retention. While the current site effectively communicates Kelston's visual identity and brand tone, targeted enhancements to structure, functionality, and usability will help reduce friction, clarify service offerings, and guide visitors more efficiently toward meaningful actions such as inquiries and consultations.

Landing Pages

To ensure ongoing optimization of navigation, conversions, and user retention, Kelston Marketing will implement a structured testing and measurement framework focused on user behavior and performance data. Initial testing will include usability testing and observational reviews to identify points of friction, particularly where elements appear clickable but are not, such as image grids and service listings. Prior analysis indicates that these inconsistencies can disrupt the user journey and reduce clarity around service offerings, which is critical for users in the consideration phase of the funnel.

Small-scale usability tests with members of the target audience will be conducted to validate proposed changes to navigation order, service page structure, and call-to-action placement before full implementation.

Performance measurement will rely on analytics tools to track key behavioral metrics including bounce rate, time on page, pages per session, and conversion actions such as contact form submissions. Navigation success will be measured by monitoring click-through rates to service pages and reductions in user drop-off after landing on the homepage. These metrics directly align with issues identified in the navigation evaluation, where clearer pathways and clickable service elements were recommended to improve engagement and conversion efficiency.

Ongoing testing, including A/B testing of navigation layouts and call-to-action placements, will allow Kelston to iteratively refine the website experience based on measurable user response rather than visual preference alone.

Home Page

As the homepage serves as the primary entry point to Kelston Marketing's website and plays a critical role in shaping first impressions, communicating brand value, and guiding users

toward key actions it is important to take deep analysis. Because many potential clients encounter the brand for the first time through the homepage, its layout, messaging, navigation cues, and calls to action must work together to clearly convey what Kelston offers and why it is different. Analyzing the homepage is essential to identifying areas where user experience can be improved, friction can be reduced, and engagement and conversion opportunities can be strengthened.

a.   *Website Overview*

i.   *URL:* https://www.kelstonmarketing.com

ii.   *Kelston Marketing is a marketing agency and creative studio based in Southlake, Texas. Kelston's niche in the market is branding, web design and copywriting. The higher class individual, whether that be a CEO, entrepreneur or brand is the target audience. The individuals for targeting are ages 25 to 40-years-old. The purpose for Kelston is to unlock what paid advertising can`t--- "compelling visuals, captivating copy, and targeted messaging," (Kelston | Marketing and Branding Studio in Southlake, TX, n.d.) by creating "brands that generate lasting consumer value." (Kelston | Marketing and Branding Studio in Southlake, TX, n.d.)*

iii.   *A brief on the Kelston homepage is the navigation menu on the top is white with the logo in the top left saying "Kelston," in cursive. There is the sections About, Services and Contact listed at the top. There is a cycling video of elements staying in motion, such as: a lady riding on the back of bike throwing her hands up in the air (like freedom,) a person dancing, water rippling as someone puts their foot in it, a lady walking with a exercise mat, flowers swaying and a person swimming backwards in a pool. The tagline is "We made it our business to help yours," with a button to click to find out about Kelston.*
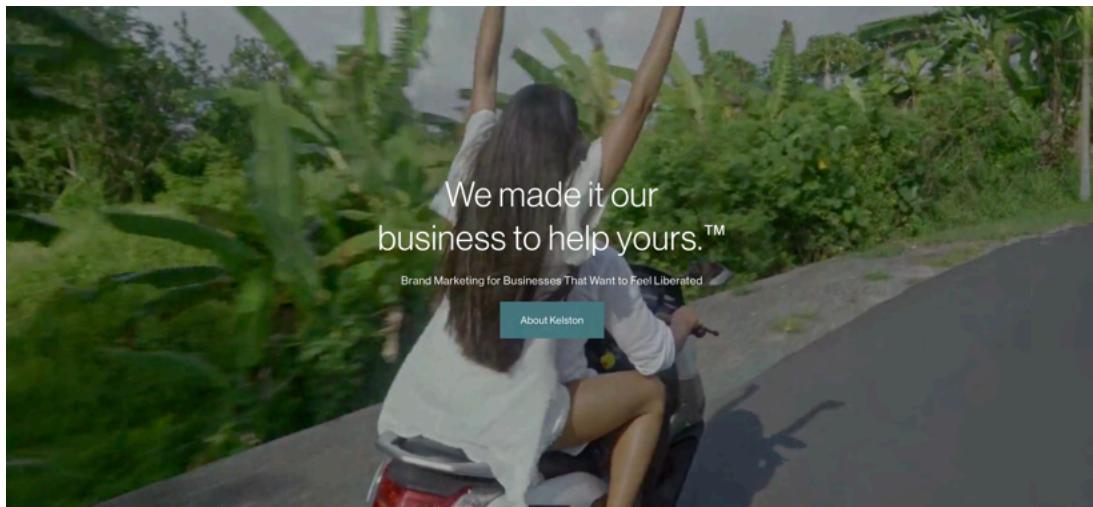
Kelston Homepage
(Kelston, n.d)

Competitor Analysis

a. *Competitors Website*
   i. *URL: https://chappellroberts.com*
   ii. *This is a competitor to Kelston because even though Chappel Roberts is based in Tampa, Florida they also target national clients and have more of a niche focus in branding. The brand is in the marketing service industry, also a marketing agency like Kelston. They target more of a lifestyle audience as does Kelston. One thing Chappel Roberts does better than Kelston is they showcase many of their projects on their website. Kelston groups everything together versus that of Chappel Roberts which spreads each individual project out. This is similar to a blog style design. The features Kelston can learn from looking at Chappel Roberts would be showcasing projects blog style, adding a blog, adding a cookie consent pop-up for transparency, perhaps adding the hamburger menu on the navigation to simplify the user experience.*
   iii. *Specific elements of the homepage that stand out are the introduction video on the forefront. The talk bubble design placed on the rotating video and the simplified messaging of "CREATE____" (ChappellRoberts, Ad Agency Tampa, Branding, Advertising & Digital Marketing, n.d.) There is also a downward arrow on the video so you know to scroll down. The colors are bold with black, red and white. The navigation is clean. Welcomed in with a video, scroll down to see bold text "Iconic Brands. Bold Strategies." (ChappellRoberts, Ad Agency Tampa, Branding, Advertising & Digital Marketing, n.d.) Then there is a carousel of images, red outline boxes that say "View the Work," for many of Chappel Roberts projects. There is a section to see their capabilities (a.k.a. their services,) in grid style. The colors keep the brands main colors of red, black and white. Continue scrolling there is a bold quote, brands Chappel Roberts has worked with, blogs, and the footer with their information. What stands out here is a clean flow with lots of images to make it easy to scroll through the homepage. The grid makes their services stand out as it is much more prominent than being a simple list. According to the Elementor blog "Modular grids are composed of columns as well as rows. They're often compared to or described as looking like a checkerboard, and can be very effective for presenting many things at once for easy access." (Gillis, 2024) The quote can help people connect to the brand and seeing the brands they work with can help give some credibility. This is why the flow works so well. When running a speed test on Pingdom for Chappel Roberts homepage it tested with an 80 grade performance with a 24.9 mb page size, 1.10s load time, and 76 requests. (Pingdom Tools, n.d.-c) Kelston in comparison tested at an 75 grade performance, 13.7 mb page size, 1.83s load time and 82 requests. (Pingdom Tools, n.d.-c) With such fast load times on the homepage it is a much more friendly user experience. The red outline around many of the Chappel Roberts buttons makes the CTA very easy to draw attention immediately. (Kuniecki et al., 2015) The hamburger*

menu for navigation is simple and clean. The biggest thing that could be added for both Chappel Roberts and Kelston`s website is hover over navigation. This would make it easier for the user to understand where their mouse is when looking through the sections.

Homepage Analysis

i. *Looking at the design of the Kelston homepage is visually appealing and intuitive. Using video on the homepage really makes the content stand out. The quote placed over the intro video is very welcoming and the colors are calm and collected. The navigation is very clean and crisp. It may be good to incorporate a hamburger menu that drops down, but as the current navigation bar style is similar to Apple it is a very good choice. The links are clear and logical. It can be a bit misleading with the photo grid however because it looks like it is clickable, however there is nothing to click. The page has room to improve on page load speed. It does appear both clean and working well on mobile where the hamburger does appear. The site reflects properly on both mobile and on Desktop. It loads faster on desktop however. Strengths are the video in the intro, good use of images and a contact form at the end of the homepage. Weaknesses are no highlighted menu items, some items appear clickable when not (such as the product grid.) May want to move the written reviews from the services page to the homepage as well.*

ii. *Compared to the competitor the load page does appear slower. There needs to be a blog added especially since Kelston is promoting itself on the SEO end rather than paid. It would also be good to add more of the projects with images to the pages in a blog like style like the competitor does. It may be good to have the hamburger menu both on desktop and on the mobile site. Key differences are load speed, the organization of the site and how services are presented to the consumer. It would be good to incorporate a grid style to catch attention.*

Chappel Roberts Homepage (Chappel Roberts, n.d.)

Proposed Improvements

a. *One thing Kelston needs to add is a hamburger menu on the desktop to make the site quicker to navigate. The hamburger menu will simplify the navigation for the user. It will also help keeping everything in one spot. (What Is a Hamburger Menu? | Mailchimp, n.d.) It would also be good to add a blog as it could help drive traffic. The blog could be over marketing and can also help with networking to share the blog. Using the blog for backlinks could be a good tool for SEO. (Parsons, 2021) It would also help to have a grid to showcase the services. Using a grid is more prominent for users to look at.(Nikola, 2023)*

b. *The redesign for the Kelston website would be the same look as current but would have a hamburger menu. It would work to showcase more of Kelstons projects in a blog like style. When scrolling through the website the images would be large and would highlight as you hover over them when scrolling. They would be clickable to further look into each individual project. Then there would be a services grid to showcase each*

of Kelstons services. You could click through each of the grid images with the icons on them to see the service in more detail. Then there would be a section showing all the brands Kelston worked with. At the end their would be a contact page.

Funnel Navigation

This is a look at the funnel navigation got the Kelston website. Kelston Marketing is a service industry-based site based in Southlake, TX; the product is marketing services with a focus on branding. The site targets both entrepreneurs and businesses nationally. The goal of the site is to get people to connect with Kelston to improve their branding or marketing.

Since someone is on the site, past awareness phase, they are likely to be in consideration phase. "At awareness: The buyer realizes they have a problem. At consideration: the buyer looks for ways to solve the problem." (Achieving a Better Buying Journey With 6sense, n.d.)

You want to make the problem as easy as possible to solve so the user does not jump to a competitor. At consideration, user experience is important to help go from consideration to conversion by making things as simple as possible. That is where this anlysis paper plays a big role in helping turn more conversions. The key question: How to make a seamless experience for users with the website? It starts by improving navigational turnoffs. Let's dig in. Here is the website: www.kelstonmarketing.com for reference.

 A. Analysis of Current Navigation

1. Main Navigation Links

The main navigational links for the Kelston Marketing website are Home, About, Services and Contact. Home is hidden by the logo that says "Kelston", and the others are displayed one-by-one. On mobile, then on minimized tab as well, "Kelston" is Home, and the others are contained in a hamburger menu. Let's look at some images to better understand this.

Desktop Navigation Menu:

(Kelston Marketing, 2024)

Minimized Tab Menu:

(Kelston Marketing, 2024)

Mobile Menu:

(Kelston Marketing, 2024)

As you can see from the menus from different views navigation is much cleaner in both minimized and mobile views. There is no clear distinction to let the user know where the home is as it is just labeled "Kelston".

B. Analysis of Current Navigation

Scorecard:

Below is a scorecard created to demonstrate subjective reflective analysis of Kelston Marketing`s website in key areas such as: Clarity, Relevance, Order and Ease of use regarding desktop, minimized tab and mobile optimizations. This will be discussed in more detail later.

Navigation Evaluation

*Evaluation disclaimer: Links are evaluated on a scale of 1-100, with 1 being the lowest (poor usability) then 100 being the highest (great usability). The study is of three different views: desktop, minimized tab (when having multiple tabs or reduced window size,) and mobile. Study numbers are based on subjective opinions based on the UX discussed in in the essay.

Desktop

Navigation Link		CLARITY	RELEVANCE	ORDER	EASE
1	Home	96	100	100	80
2	About	90	80	75	90
3	Services	100	100	86	95
4	Contact	95	90	80	95

Minimized Tab

Navigation Link		CLARITY	RELEVANCE	ORDER	EASE
1	Home	96	100	100	85
2	About	90	80	75	92
3	Services	100	100	86	97
4	Contact	95	90	85	97

Mobile

Navigation Link		CLARITY	RELEVANCE	ORDER	EASE
1	Home	95	100	100	85
2	About	90	80	50	92
3	Services	100	100	86	97
4	Contact	95	90	85	97

2. Evaluation of Each Link

Looking at the navigation menu, it would be good to add a hover over effect with the top navigation bar items and any sub menus to help people understand where their cursor is. "Mouse hover effects have been around for a while, and what we've come to learn is that while browsing a website, something as small as a little shift, bounce or jittery movement of an item when you're hovering over it with your mouse cursor catches your eye. Even a sudden change of color upon hovering or clicking on an item is delightful for the user. Where there is movement, we naturally become engaged." (TourismTiger, n.d.)

Home: The homepage on desktop, minimized window and mobile is the first thing that pops open when using the website. If you navigate away, you must click the "Kelston" logo

in order to return. This may be a little confusing for the user. This will be further explored in clarity. The homepage scent is on topic it introduces the brand, welcomes in the user and uses multimedia video to catch attention. The homepage does a good job of telling the overall story and capturing attention. It also does a good job of sort of being a portal into the other navigational elements such as about, services and contact. All of those elements accessible through the sidebar can also be found by scrolling the homepage. That is very well done.

Clarity: The link title in the navigation bar could be improved by making it easier for the user to better understand where they are at. It would be clearer to the user where they are at if the navigational bar said "Home," or had a icon of a house so people could more easily be aware. The logo can be a bit of a navigational turnoff as people lose sight of how to get back to the homepage. If using the logo for home also have a home tab. The homepage does reflect the home meaning however. It contains everything in one place and serves as a hub into the other pages. Just scrolling you can find: About, Services and Contact. Social could be bigger and brough to the top of the navigation bar.

Relevance: This link is critical to conveying Kelston. It does serve a good reflection of the brand. The biggest problem is the Instagram looking grid of pictures. There is nothing saying what it is. Is this the work Kelston has done? If so, a sentence or so reflecting that idea would go a long way. Also much of the material looks clickable but nothing is clickable. This is missed opportunity to showcase projects, show service details and improve SEO.

(Kelston Marketing, 2024)
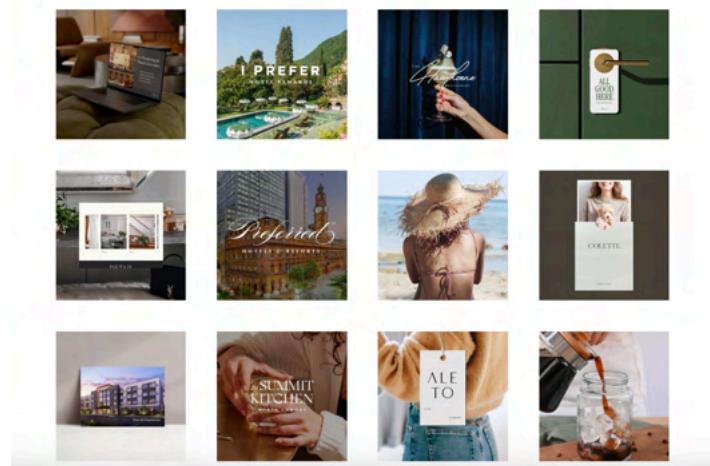
Order: On the desktop home being the main go-to is great but on mobile it may be good to bring services to the top. Looking from a customer's perspective you must think, what are they looking for? Since Kelston is in marketing services, they are likely looking for services, so you want to make it as easy as possible to see them.

Ease of Use: Overall the homepage is easy to use if you can find the location of it when you exit out. "Ensure it's Easy to Return to the Homepage," (Engine, 2024) Using the logo and not having a home icon or home section is the biggest problem. "The

home icon is a familiar sight to all users and gives them an easy way to return to the homepage." (Engine, 2024) The homepage does do a good job of being the hub for everything however as it has a "About", button, services listed when scrolled down then a contact form at the bottom with small clickable social icons on the footer. It would be good to make a bigger contrast of the icons if possible.

About: This is where it starts differentiating if you use desktop. On desktop the About section says "About," on the navigational menu. However, if you minimize the tab to a smaller size you get the hamburger menu. On mobile the "About", also shows a hamburger menu. When it comes to cleanliness of the navigation bar using a hamburger menu is more effecting then for ease of use to the user the individual titles may be more effective. When hovering over the titles however nothing happens. It would be nice to add some hover over effects or underlining but make sure they reflect on mobile. "Interactive items should be placed strategically" (TourismTiger, n.d.) What is good about the "About", section is on the homepage you can get to it from a button, a link as well as the navigational bar. (There are three ways easily accessible!)

Clarity: The link accurately describes where the user is headed. The information on the page does describe Kelston but is a bit conflicted with the Homepage. The target audience on the homepage is companies and entrepreneurs. The target audience on the about page is interior designers, hotels and restaurants. Seems a bit conflicting and could be cleaned up. This may pull some people away. Then scroll even further down the about the target audience is innovators, designers, non-profits, creatives and businesses. If Kelston just focused on companies and entrepreneurs the vision would be cleaner.

(First image from Homepage, second & third from About page: Kelston, 2024)

Relevance: The information does help convey the audiences needs however it just needs to be cleaned up as mentioned earlier. There are lists of names of companies that I believe Kelston has worked with. It would be nice if this was briefly mentioned, however. Much of the names look clickable but nothing is. The order of this page is: A quote about what branding is, what Kelston specializes in, a list of companies Kelston has worked with, the information About Kelston. As this is a About page it would be good to bring that About information all the way to the top and shift everything down then update the Manifesto.

Interior Design + Architecture

Array
Amy Wellnitz Design
Britany Simon Design House
Dogwood Proper
Ellekin Millwork & Cabinetry
Global Caché
Highline Construction
Interiors by Jen Davidson
Jaimee Rose Interiors (pictured)
Jamie Keskin Design
KDS Designs
Lorié Interiors
Rachel Cannon Limited
R Titus Design
Studio 790 Miami

Hospitality

Ascend Hotel Collection
Block M
Cambria Hotels
Choice Hotels International, Inc.
Concord Hospitality
Fox Brothers Holdings
Green Door Hospitality
I Prefer Hotel Rewards
Preferred Hotels & Resorts
Pollock + Green Travel Advisors
Radisson
Radisson Blu
Saguaro Lake Ranch
The Marco Hotel

Food & Beverage

9 Squared
Altitude
AMARA
Lone Star Bar
Infinity Pool Bar
Ka Lā | rooftop lounge
Paint RiNo | Kitchen + Bar
Park & Lady
RhuBAR | Kitchen + Cocktails
Tapaz Arizona Culinary Showcase
The Hawthorne
The Summit Kitchen
The Veranda
ToroTea
Veer | bar and kitchen

(Kelston Marketng, 2024)

Order: On the desktop the order is okay. When it comes to mobile it may be good to move down About in the order on the list. Most people visiting Kelston likely want to find out the services Kelston has to offer since it is a services site, so that may be better towards the top. It may be good to do some A/B tests to find the best fit for the customers.

Ease of Use: The About section is easy to access and is quickly accessible in three ways from the home page. It appears there is more of a push on the About page than there is on the Services but the Service page may be more important to the client. Just something to consider. It is very easy to access About from both the hamburger and main navigation.

Services: Navigating the services one thing that may be good is to have a submenu that appears when hovered over. Each service could be its own page, including details, portfolio work and compelling visuals. This helps the user understand the offerings better and also help with ranking for SEO. "Pages with generic labels also have an SEO disadvantage. If you have one page listing all of your services, it will never rank. That's because it's not focusing on one specific topic. Every page on your website has a chance of ranking, as long as it's focused on a topic, on a key phrase", (Crestodina, 2024) Going further to say: "A search optimized website has a page for each service, each product, each team member, and topic. Avoid making a 'services' page unless there are also other, search optimized pages for each service. Above all, it's good for visitors." (Crestodina, 2024)

Clarity: On desktop the Services section says "Services," on the navigational menu. However, if you minimize the tab to a smaller size you get the hamburger menu. On mobile the "Services", also shows a hamburger menu. When it comes to cleanliness of the navigation bar using a hamburger menu is more effecting then for ease of use to the user the individual titles may be more effective. This services section aligns with the navigational scent but leaves you smelling to see if you really understand where the scent is coming from. What`s meant by this? Kelston does a good job breaking the services into three clear areas: brand development, creative and marketing. If you click the "+" you get sub lists of services. The problem is none of the services have descriptions, no portfolio projects for any of them, no clickable links to take you anywhere. This is where it gets even more confusing there are a bunch of pictures with small captions however nothing says how this relates to Kelston. Is this Kelston`s clients, are these images Kelston created for the client? It is left a mystery.

Relevance: This page aligns with the customers' needs by showing them the services. However, while it aligns with the customers' needs it does not fulfill it as the service section is missing details on services, projects showcased, what makes Kelston stand out from competitors.

Order: Services should be at the forefront of mobile. On desktop it may be good to move it in the order of Services, About, Contact then put a home icon. This will make it easier to access the Services and Contact as it is in the edges, then the home icon will more conveniently tell the customer where to click aside the logo. The best way to test this would be doing A/B usability tests with three people that are the target market.

Ease of Use: Services are overall pretty easy to get to, but it may be good to consider putting more of a focus on services and less of a focus on the About section. By incorporating more links/buttons that lead to the services page that showcase more projects it may lead to more conversions as people will better understand what Kelston can do for them.

Contact: "For any business, getting leads is so important, and the ability to send you a quick message through a contact form will certainly bolster them in comparison with only leaving a telephone number or email address. It makes getting in touch much easier and is a huge reason to have a contact form on your site." (Sowards & Sowards, 2022b)

Clarity: Kelston did a very good job with the Contact page as when you click it you are led straight to the form. This is good for anyone pretty seriously considering Kelston. The contact page matches the contact scent very accurately.

Relevance: The contact form slightly aligns with the customers needs but may not be for everyone. This is where social media becomes important. Sometimes people are not willing to fill out a contact form right away. Using social media is a good opportunity to humanize the brand and allow people to get more familiar with the brand. While the social media is on the page it would be good if it was more prominent, perhaps even bringing to the top navigation or on the side.

Order: On desktop it may be good to move it in the order of Services, About, Contact then put a home icon. Contact is very important but not as important as people at first seeing the services. Keep in mind, there must be a reason the user is visiting the site. Using the order of Services, About, then Contact it keeps the Contact on the outer edge making it easily accessible.

Ease of Use: Both on mobile and desktop the contact is easily accessible however it would be good for the social media to be as well. Social media helps humanizing the brand and depending where the customer is at in the marketing funnel it may be good to make it more easily visible and accessible.

Below is an image of how large the contact form is in comparison to the size of the social media icons in the bottom right corner.
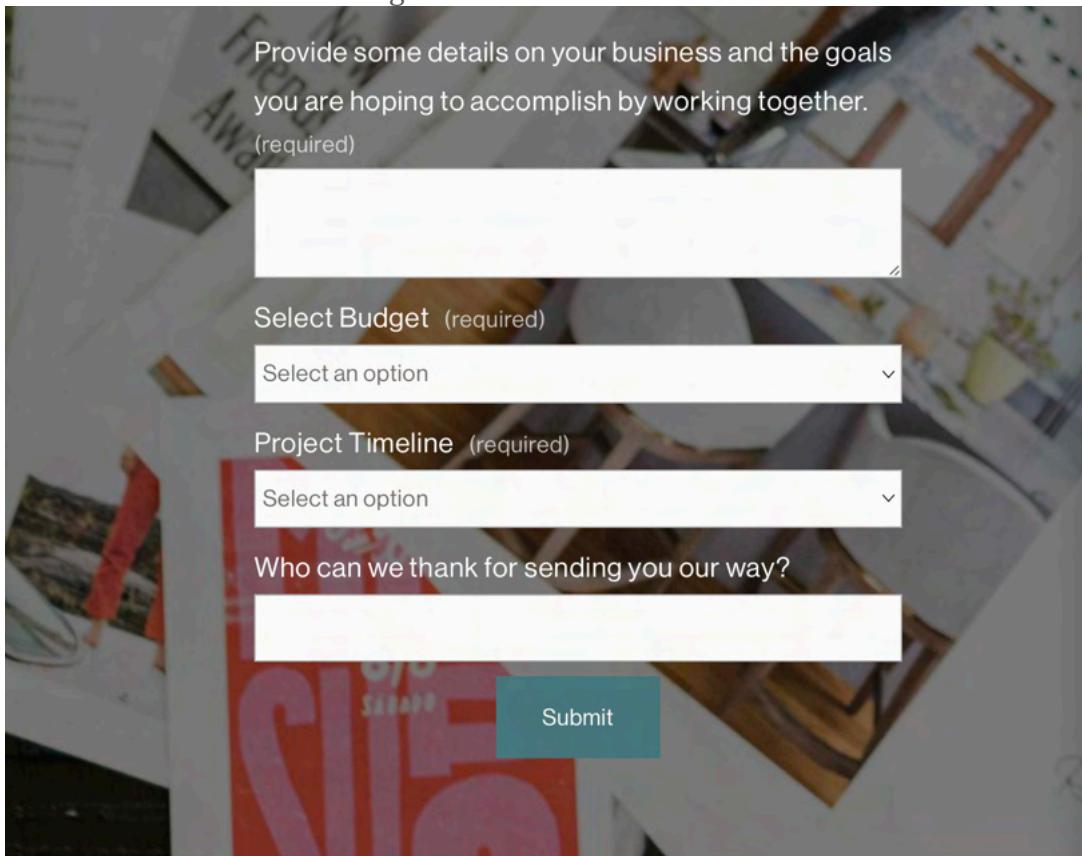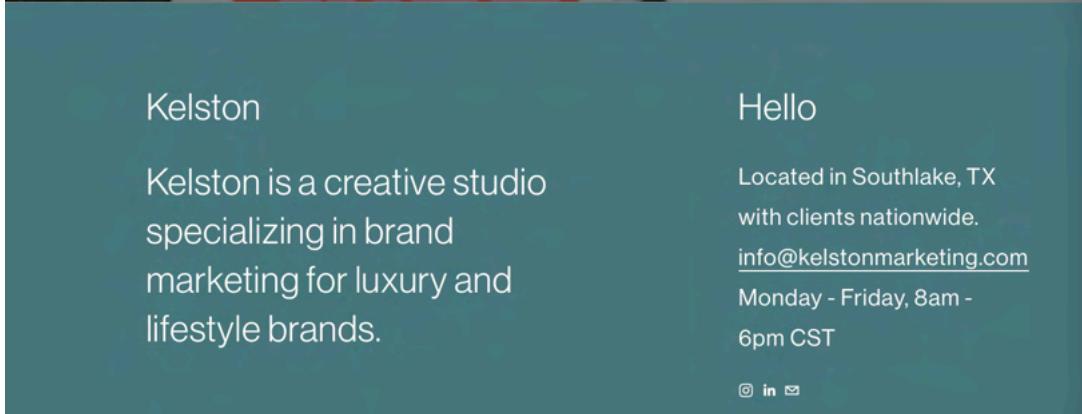
(Kelston Marketing, 2024)

3. Overall Assessment of Navigational Structure

C. Navigational Brief:

Below is a brief of navigational improvements that can be taken to enhance Kelston`s navigation throughout the site. This will be further discussed. The chart demonstrates an easy look into key enhancements.

-The overall navigation of the website does make sense but could be enhanced.

-It would be good to have a hamburger menu on desktop, minimized tab, and mobile for cleanliness

-There is very minimal links which is good: each has a clear point.

-May want to consider adding some more links such as a submenu for each of the services offered and adding a blog. These are ideas for improving SEO.

-May want to add social media to the navigation bar

-Navigation changes from desktop (no hamburger,) to minimized window and mobile which both have hamburger menus. The hamburger keeps it clean may want to keep that standardized.

-If hover over highlighting can be achieved on both mobile and desktop versions that would be good on navigation bar. If not may also want to consider hover over underlining. This will just help users better understand where their cursor is and make a more intuitive experience.

-It would be good to have a sticky header, so it stays in one place throughout as you scroll. This is for easy access purposes.

-If cannot achieve the hamburger may be good to have home icon. If you can achieve would be good to have a home page.

-May want to consider the order of: Services, About, Contact, Home. This will place services at the top which is what most users may be looking for on a services product website.

-May be good to have a bigger and bolder font. The easier to read the better (within reason).

-On the mobile there seems to be some bigger gaps of space between content blocks, may just want to look at.

-May want to make the social icons bigger, bolder and on the top navigation or on a sticky sidebar. Check out what I did for www.azpenpc.com to make the socials easy to access: (As you can see for my work I added a sticky sidebar along with a Chatbot which you may want to consider later on.)
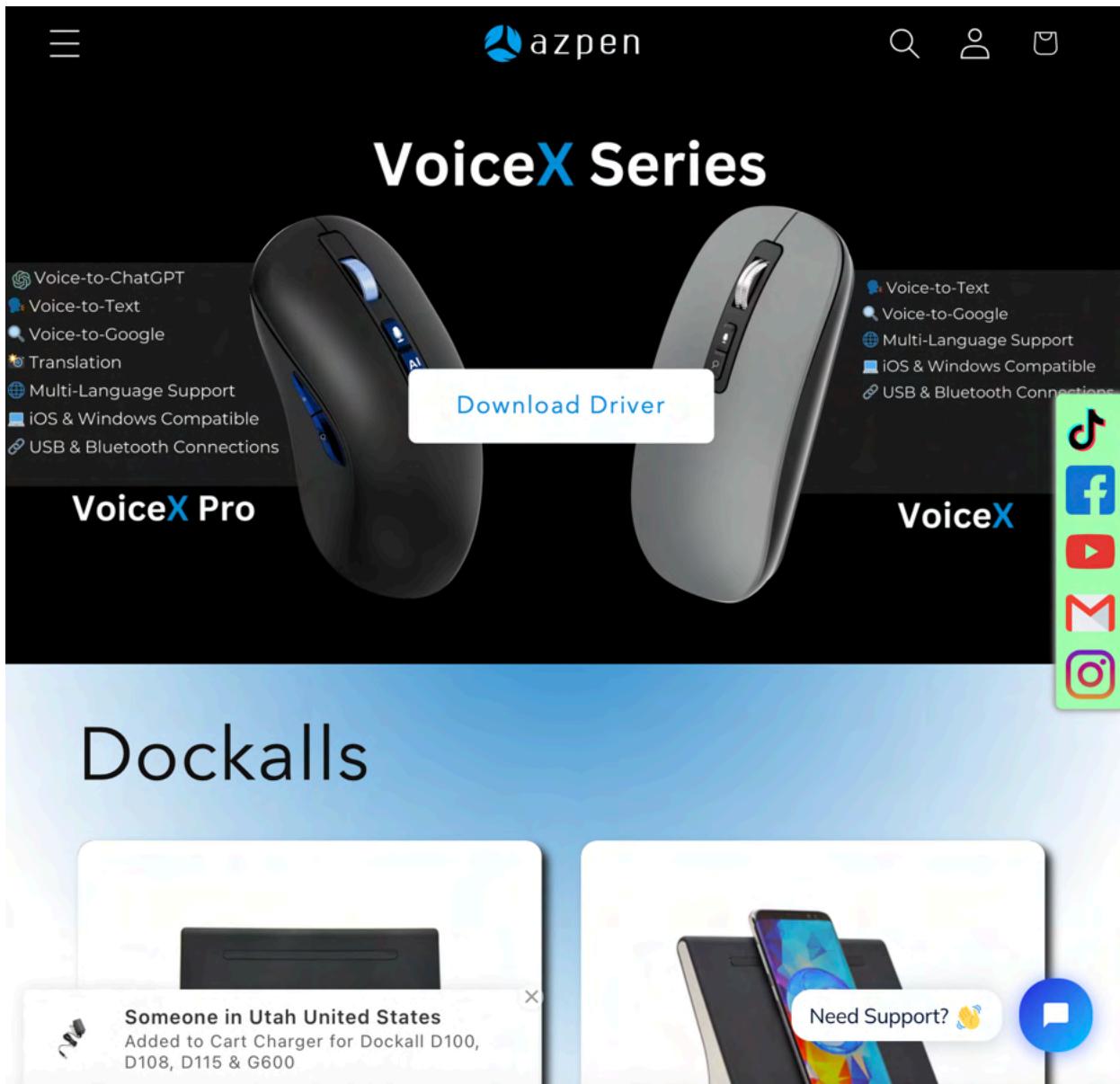
(AzpenPC, 2025)

D. Proposed Improvements

i. Home:

-Make an actual "Home", tab or icon, not just clicking the logo

-On the homepage keep the "About Kelson" Button
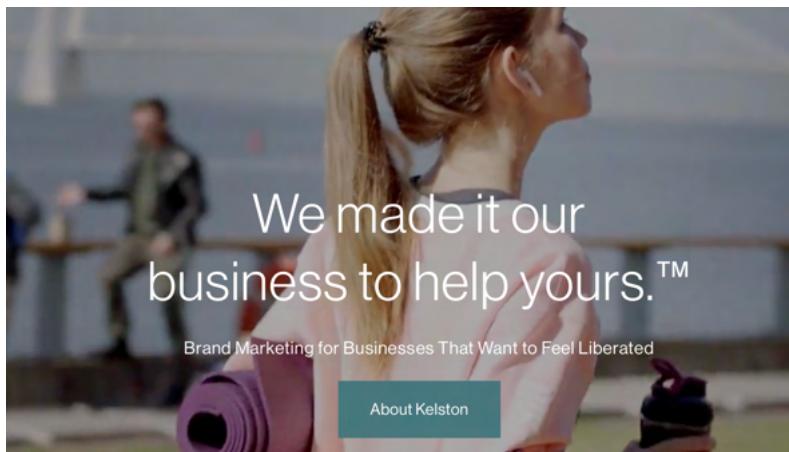
(Kelston, 2024)

        -Change the "About Kelston" Link to "Services"

(Kelston, 2024)

        -Say what the Instagram looking section is and make it clickable to portfolio work:
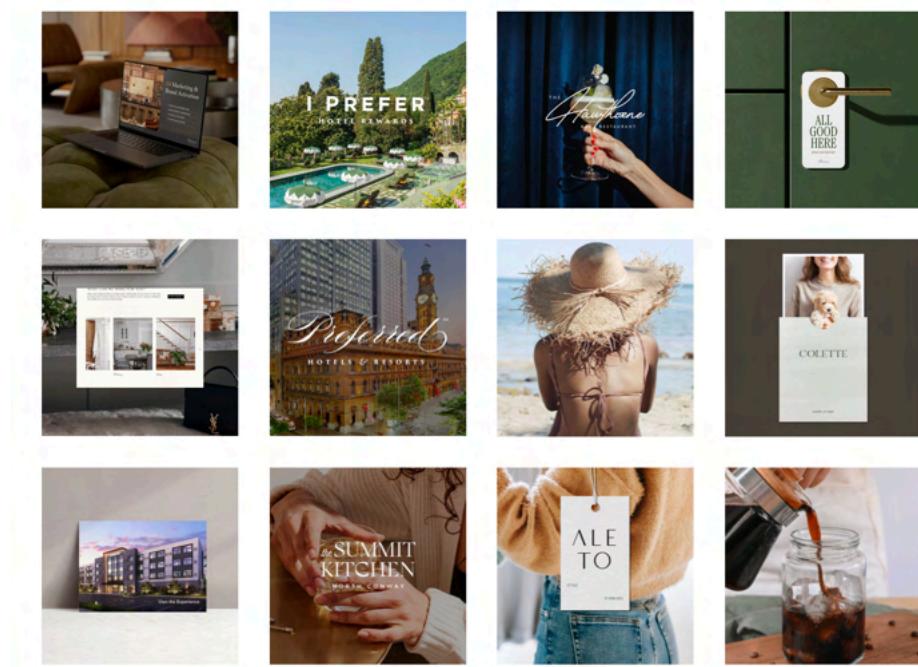
(Kelston, 2024)

-Make the services clickable with portfolio work

Good Design by Good People

We create aspirational brands that generate lasting consumer value. You'll love working with us too – we're a passionate team committed to excellence.

Brand Development	Brand Experience	Marketing
		Strategic Planning
Strategy	Website Design	SEO
Visual Identity	Collateral	Social Media
Tone of Voice	Copywriting	Consultation
Brand Style	Signage + Wayfinding	Ideation
Guidelines	Templates	
Logo Design		

(Kelston, 2024)

- Keep contact page
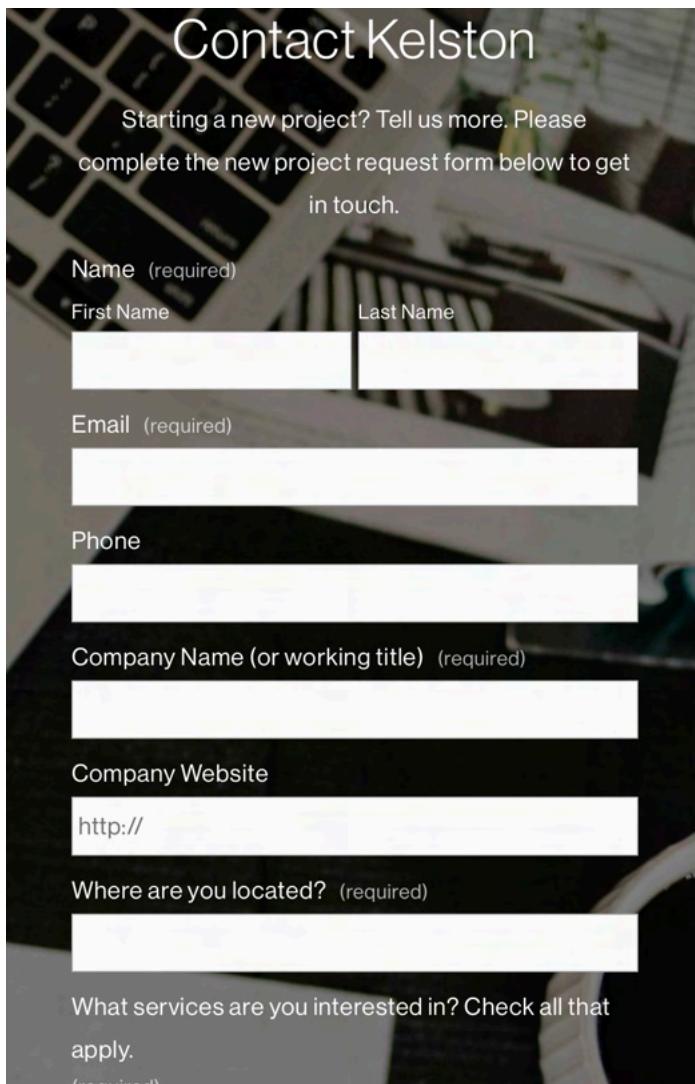
(Kelston, 2024)

-Make social media icons bigger
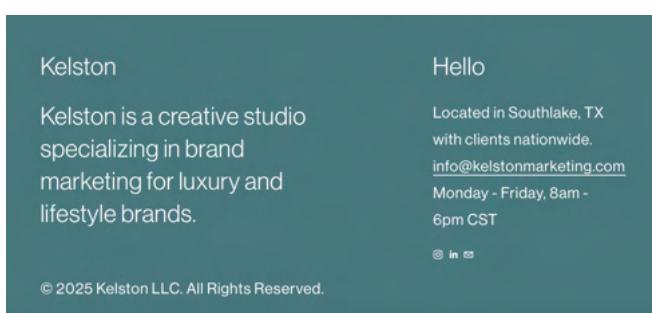
(Kelston, 2024)

ii. About:

-Keep the About tab name

-Order for navigation in hamburger menu: Services, About, Contact, Home

-If cannot achieve hamburger, navigate with: Services, About, Contact, (Home Icon)

-Bring the About written section to the top of the page so it aligns with the link better:
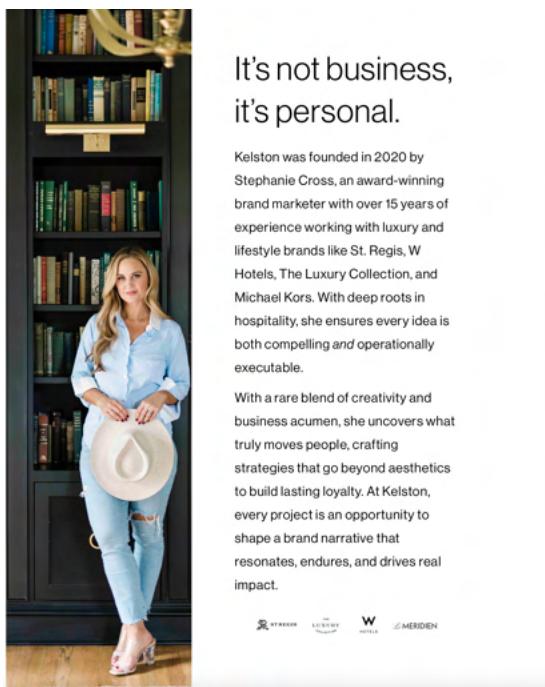
(Kelston, 2024)

-Consider making this section of Kelston`s work clickable to see portfolio work or blogs on that topic, make sure to name "Kelston`s work" so we know what it is:

Interior Design + Architecture

Array
Amy Wellnitz Design
Britany Simon Design House
Dogwood Proper
Ellekin Millwork & Cabinetry
Global Caché
Highline Construction
Interiors by Jen Davidson
Jaimee Rose Interiors (pictured)
Jamie Keskin Design
KDS Designs
Lorié Interiors
Rachel Cannon Limited
R Titus Design
Studio 790 Miami

Hospitality

Ascend Hotel Collection
Block M
Cambria Hotels
Choice Hotels International, Inc.
Concord Hospitality
Fox Brothers Holdings
Green Door Hospitality
I Prefer Hotel Rewards
Preferred Hotels & Resorts
Pollock + Green Travel Advisors
Radisson
Radisson Blu
Saguaro Lake Ranch
The Marco Hotel

Food & Beverage

9 Squared
Altitude
AMARA
Lone Star Bar
Infinity Pool Bar
Ka Lā | rooftop lounge
Paint RiNo | Kitchen + Bar
Park & Lady
RhuBAR | Kitchen + Cocktails
Tapaz Arizona Culinary Showcase
The Hawthorne
The Summit Kitchen
The Veranda
ToroTea
Veer | bar and kitchen

(Kelston, 2024)

-"Let`s Work Together," may be confusing. May just want to put "Contact". This is not a job offering but to get in touch for services.

The Kelston Manifesto

We believe in helping innovators, artisans, designers, non-profits, creatives and business owners build memorable brands that speak to their target audiences. We believe in creating beautiful websites, captivating collateral and writing stories that welcome conversation. Above all, we believe in working hard and playing nice.

Let's Work Together

(Kelston, 2024)

iii. Services:

-The name aligns what is offered

-This should be the top of the navigational order as this is the most important piece to the puzzle

-Nicely done on making the navigation easy to understand

(Kelston, 2024)

-Sub categories would be better if they showed details underneath and were clickable for portfolio work

(Kelston Marketing, 2014)

-Some photo grid elements are clickable and others are not. The ones that are clickable lead away from Kelston and lead to the various clients websites. This can be bad as that leads people away from the page. May just want to make all the images clickable with internal linking of the Kelston site of portfolio work that Kelston has done for each individual client. If no work can be found may be good to link to a blog or something that details it more.

(Kelston, 2024)

Contact:

-Link makes sense, title is appropriate

-Good use of a contact form

-May want to make the social media icons bigger as social humanizes the brand

E. Overall Improvements to Navigation System

-Find most users use mobile or desktop---as usually mobile may want to consider a mobile first approach but look at it from both desktop and the often-forgotten minimized tab view.

-May want to try A/B usability testing with three people in your target market.

-As many of the elements may be difficult to change may want to consider simple mockup tests with usability such as sketches, or tools such as mentioned by my professor "The tools of usability tests vary widely depending on whether they are remote or in person, and moderated or unmoderated. Some of the most common tools are usertesting.com, usabilla, userzoom, loop11, and usabilityhub. You'll probably need to utilize different tools for the different types of projects and research goals you're working on." (V. Fonseca, personal communication, 2025)

-Consider reorganizing the navigation bar into the order of: Services, About, Contact, (Home Icon) or ideally in hamburger: Services, About, Contact, Home

-Make sure all images and videos on the site are not too high resolution as may effect loading speed

Search Engine Marketing (SEM)

*Understanding Kelston`s visibility is key to understanding why to pursue PPC. Long term SEO is a good tactic for Kelston in branding awareness. "SEO provides a minimum ROI of 500% over a 6-12 month period. This investment grows steadily and shows peak results during the second or third **year** of dedicated work. Companies often question if the wait pays off – but the numbers speak volumes." (Mikhalenkov, 2025) The trick is however for this to pay off it has to be constant involvement in SEO tactics to reach a payoff. When it comes to Kelston, the brand is receiving an average of one monthly SEO click per month with its highest-ranking organic keyword "Kelston", being 18 in rank. (Spyfu, n.d)*

*Kelston in that notion, definitely needs to implement PPC urgently to see quick results until it can play the long awaited SEO game for bigger payoff. "PPC ads yield an average ROI of 200%. Companies earn about $2 for every $1 spent on Google Ads. Though lower than SEO returns, PPC delivers quick visibility and results. Speed and precision give PPC its edge. Traffic starts flowing right after campaign launch and converts up to 50% better than organic traffic. Quick promotions and product launches benefit from this immediacy in ways pure ROI calculations can't capture. **PPC ROI standards by industry in 2025:** Ecommerce: 200-400%, B2B SaaS: 150-300%, Lead generation: 200-500%, and Service businesses: 300-600%" (Mikhalenkov, 2025) Looking at this the value for PPC is clear.*

This proposal is designed to help Kelston achieve two key purposes:
Firstly, generate brand awareness of the Kelston brand by ad impressions. Secondly, generate a return in sales through traffic going to the service page that leads to form submissions. Kelston has not tried PPC yet, so this is a big opportunity for the brand. Just to give an idea of the importance of PPC for Kelston lets look at the competitor Search Bloom. The brand Search Bloom uses a mix of SEO and PPC then gets a total monthly

search volume of 8.89K. (Spyfu, n.d.) This is just to demonstrate the value using both PPC/SEO together can weigh.

Evaluation

Notable points of differentiation between Kelston and Search Bloom include:
- Search Bloom uses a lead magnet contact form on the homepage of their website. With Kelston you have to dig into the "Service" page to reach the call-to-action service form.
- Search Bloom uses free tools to increase traffic to their website. Kelston does not offer anything visible for free on its website.
- Search Bloom makes customer testimonials its own page. Kelston`s customer testimonials are hidden at the bottom of the "About" page.

- Kelston has a more elegant look to its pages and colors. This has high potential mixed in with good PPC.

- Creatives serve are professional showcases of Kelston`s capabilities, reflecting the quality and expertise of clients can expect on Kelston`s site.
-Although there are differences between Kelston and Search Bloom there is a lot to takeaway. Kelston can branch into PPC campaigns ensuring returns that lead to a competitive advantage while organic SEO builds long-term results and high value customers.

Proposal

Keyword phrases in four broad categories will be developed and distributed via Google Ads such as: Service/Project Keywords, Types of Jobs/Industries Keywords, Industry Concepts Keywords, and Branded Search Keywords.

Service/Project Keywords

Keyword	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
brand building strategies	100 – 1K	0%	0%	Low	~	$3.34	$12.59
personal branding strategy	100 – 1K	0%	0%	Low	~	$1.59	$3.18
employer brand strategy	100 – 1K	0%	0%	Low	~	$5.15	$14.50
brand development strategies	100 – 1K	0%	0%	Low	~	$4.52	$15.06
employee branding strategy	100 – 1K	0%	0%	Low	~	$5.15	$14.50
social media strategy for small b...	100 – 1K	0%	0%	Low	~	$4.06	$12.51
brand strategy services	100 – 1K	0%	0%	Low	~	$3.82	$15.24
brand awareness marketing strat...	100 – 1K	0%	+900%	Low	~	$4.09	$23.77
business social media strategy	100 – 1K	0%	0%	Low	~	$3.81	$16.59
brand content strategy	100 – 1K	-90%	0%	Low	~	$2.95	$26.15
brand strategy company	100 – 1K	0%	0%	Low	~	$4.31	$11.95
brand communication strategy	100 – 1K	0%	0%	Low	~	$3.57	$12.96
brand launch strategy	100 – 1K	0%	+900%	Low	~	$4.03	$13.56
brand architecture strategy	100 – 1K	-90%	0%	Low	~	$2.38	$10.80
product branding strategy	100 – 1K	0%	+900%	Low	~	$3.00	$14.50
brand management strategies	100 – 1K	0%	0%	Low	~	$3.84	$14.26
brand social media strategy	100 – 1K	0%	0%	Low	~	$3.66	$13.91
brand strategy for startups	100 – 1K	0%	+900%	Low	~	$4.41	$14.14
brand and content strategy	100 – 1K	-90%	0%	Low	~	$2.95	$26.15
corporate brand strategy	100 – 1K	0%	+900%	Low	~	$3.92	$18.71
hr branding strategy	100 – 1K	0%	0%	Low	~	$5.15	$14.50
creative brand strategy	100 – 1K	0%	+900%	Low	~	$3.23	$14.12
brand reputation strategy	100 – 1K	-90%	0%	Low	~	–	–
brand growth strategies	100 – 1K	-90%	0%	Low	~	$4.21	$14.40
branding and communication str...	100 – 1K	0%	0%	Low	~	$3.57	$12.96

(Google Keyword Planner, n.d.)

Types of Jobs/Industries Keywords

Q Marketing Services   ⊙ United States   ℅ English   ▤ Google   ▢ Jul 2024 – Jun 2025 ▾

Broaden your search: (+ digital agency services) (+ marketing agency) (+ advertising company) (+ marketing company) (+ marketing) (+ services) (+ internet marketing)

(Exclude adult ideas ×)   Add filter   1,132 keyword ideas available

Keyword	↓ Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
digital marketing services	10K – 100K	0%	+900%	Low	~	$5.71	$19.18
social media advertising	10K – 100K	-90%	0%	Low	~	$8.15	$39.32
marketing agencies	10K – 100K	0%	0%	Low	~	$5.00	$15.01
email marketing platform	10K – 100K	0%	0%	Low	~	$16.76	$61.53
marketing agency near me	10K – 100K	0%	0%	Low	~	$4.50	$18.39
search engine marketing	10K – 100K	0%	0%	Low	~	$1.81	$9.97
mailchimp cost	10K – 100K	-90%	-90%	High	~	$2.71	$19.69
digital marketing near me	10K – 100K	0%	0%	Low	~	$6.44	$24.19
mailchimp prices	10K – 100K	-90%	-90%	High	~	$2.71	$19.69
digital marketing agency near me	10K – 100K	0%	0%	Low	~	$5.00	$19.97
advertising agency near me	10K – 100K	0%	0%	Low	~	$3.73	$15.12
social media marketing agencies	10K – 100K	0%	0%	Low	~	$5.95	$19.79
social network advertising	10K – 100K	-90%	0%	Low	~	$8.15	$39.32
marketing consulting	10K – 100K	0%	0%	Low	~	$3.87	$16.20
smm marketing	10K – 100K	0%	0%	Low	~	$4.43	$16.38
seo agency near me	10K – 100K	0%	0%	Low	~	$12.86	$47.36
ad agencies near me	10K – 100K	0%	0%	Low	~	$3.73	$15.12
seo service near me	10K – 100K	0%	0%	Low	~	$12.86	$47.36
digital marketing firms	10K – 100K	0%	0%	Low	~	$5.16	$14.76
seo and marketing	10K – 100K	0%	0%	Low	~	$7.56	$34.50
seo companies near me	10K – 100K	0%	+900%	Low	~	$15.78	$55.60
pay per click campaign	10K – 100K	0%	0%	Low	~	$3.40	$12.56
local search engine optimization	10K – 100K	0%	0%	Low	~	$8.37	$24.55
seo firms	10K – 100K	0%	0%	Low	~	$13.80	$57.62
seo optimization company	10K – 100K	0%	0%	Low	~	$13.80	$57.62
seo optimization agency	10K – 100K	0%	0%	Low	~	$12.30	$60.08
targeted marketing	10K – 100K	-90%	-90%	Low	~	$4.20	$24.30
internet marketing service	10K – 100K	0%	+900%	Low	~	$8.99	$30.26
seo consultation	10K – 100K	0%	+900%	Low	~	$9.48	$47.81
social marketing agencies	10K – 100K	0%	0%	Low	~	$5.95	$19.79
search engine optimization agen...	10K – 100K	0%	0%	Low	~	$13.80	$57.62
smm social media marketing	10K – 100K	0%	0%	Low	~	$4.43	$16.38

(Google Keyword Planner, n.d.)

Industry Concepts Keywords

Keyword	↓ Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
digital marketing	100K – 1M	-90%	-90%	Medium	–	$4.61	$14.07
affiliate marketing	10K – 100K	0%	0%	Medium	–	$1.00	$7.38
email marketing	10K – 100K	0%	0%	Medium	–	$10.94	$49.83
social media marketing	10K – 100K	0%	0%	Low	–	$4.43	$16.38
mailchimp pricing	10K – 100K	-90%	-90%	High	–	$2.71	$19.69
digital marketing agency	10K – 100K	0%	0%	Low	–	$5.37	$19.18
marketing agency	10K – 100K	0%	0%	Low	–	$5.00	$15.01
lead generation	10K – 100K	0%	0%	Medium	–	$8.99	$34.00
online marketing	10K – 100K	-90%	-90%	Low	–	$5.81	$22.96
influencer marketing	10K – 100K	-90%	-90%	Low	–	$5.70	$34.38
social media marketing agency	10K – 100K	0%	0%	Low	–	$5.95	$19.79
affiliate marketing programs	10K – 100K	0%	0%	Low	–	$1.02	$6.55
seo marketing	10K – 100K	0%	0%	Low	–	$7.56	$34.50
omnisend	10K – 100K	0%	+900%	Medium	–	$2.02	$16.25
facebook advertising	10K – 100K	0%	0%	Medium	–	$4.23	$48.18
network marketing	10K – 100K	0%	0%	Low	–	$1.59	$7.19
influencer marketing agency	10K – 100K	+900%	+900%	Low	–	$5.10	$35.76
digital marketing company	10K – 100K	0%	0%	Low	–	$5.16	$14.76
seo optimization	10K – 100K	-90%	0%	Medium	–	$8.56	$34.50
marketing companies	10K – 100K	-90%	-90%	Low	–	$6.24	$24.15
advertising agency	10K – 100K	0%	0%	Low	–	$5.00	$19.75
online advertising	10K – 100K	0%	+900%	Low	–	$8.05	$42.48
marketing strategy	10K – 100K	0%	0%	Low	–	$3.01	$11.70
affiliate programs	10K – 100K	0%	0%	Medium	–	$0.90	$4.42
marketing plan	10K – 100K	-90%	-90%	Low	–	$3.53	$12.59
branding agency	10K – 100K	-90%	0%	Low	–	$4.19	$12.82
digital marketing services	10K – 100K	0%	+900%	Low	–	$5.71	$19.18
content marketing	10K – 100K	+900%	+900%	Low	–	$4.85	$18.90
social media advertising	10K – 100K	-90%	0%	Low	–	$8.15	$39.32
instagram marketing	10K – 100K	0%	0%	Low	–	$5.98	$24.71
influencer	10K – 100K	0%	0%	Low	–	$1.53	$13.22
market analysis	10K – 100K	-90%	0%	Low	–	$3.55	$12.81

(Google Keyword Planner, n.d.)

Branded Search Keywords

Keywords you provided							
kelston	100 – 1K	0%	0%	Low	–	$0.47	$1.58
kelston marketing	0 – 10	–	–	–	–	–	–
kelston agency	0 – 10	–	–	–	–	–	–
kelston creative	0 – 10	–	–	–	–	–	–

(Google Keyword Planner, n.d.)

Timeframe & Budget

• Campaign duration: 3 months
• Weeks 1–2: Campaign setup which will include ad creation, structuring, landing page optimization, and conversion tracking
• Ongoing: Weekly reporting for progress, monthly reviews with adjustments
Budget Allocation:
• Service/Project Keywords – 30%
• Job/Industry Keywords – 30%
• Industry Concepts – 30%
• Branded Search – 10%

Investment & Returns

A one time fee will be charged of $1,500 which will include consultation, PPC analysis and needed setup for getting started. Setup includes ad creation, structuring, landing page optimization, and conversion tracking. There will be ongoing weekly reporting for progress, monthly reviews with adjustments for a monthly $1,000 fee. Cost of monthly campaign we can start at $2, 500

Estimated ROI:

Every $1 spent estimated ROAS is $2

$2,500 x 2 = $5,000 revenue per month

$5,000 revenue – second month (so on) -$2,500 ad spend -1,000 fee = $1,500 profit

Projected 3-Month Results:

Total Revenue: *$15,000*

Total Costs: *$12,000 ($7,500 ad spend + $3,000 management + $1,500 setup)*

Total Profit: *$3,000*

ROI: *$15,000 ÷ $12,000 =* **125%**

(Open AI, n.d.)

Conclusion

The proposed PPC campaign will cost $4,500 for three months but is projected to return $3,000 in profits. This campaign is designed to support ongoing SEO efforts, capture market share from competitors, and directly generate measurable results in leads and revenue. The outcome will not only deliver financial returns but also strengthen Kelston's position in its market.

Kelston Marketing Keyword Selection from Spyfu & ChatGPT Results

Digging into keywords for Kelston Marketing, an examined list of keywords was generated by ChatGPT and identified through SpyFu.com. Using keywords from this list in a keyword search campaign will help optimize the Kelston Marketing website.

Branding Studio

Relevance: *With both the founder Stephanie Cross, and Kelston having a strong background in branding this keyword is good for helping with end-to-end services, not just design, to make people realize Kelston helps from strategy to execution.*

Web Design Agency

Relevance: Kelston offering "Website Design" in its services, Web Design Agency, can help with brands looking to revamp their new online presence. This keyword phrase can target both national and local searches.

Luxury Branding

Relevance: As Kelston targets both lifestyle and luxury using Luxury Branding can help Kelston niche out from competitors. This also helps reach the target market in realizing Kelston offers premium services.

Brand Strategy

Relevance: On the homepage under "Good Design by Good People" on the Kelston website you can quickly see Kelston is all about branding. It`s easy to see with two sections containing listed services dedicated to it "Brand Development/Brand Experience", before seeing "Marketing". This keyword targets those in the decision making process. (Kelston - Brand Development and Marketing Studio —Kelston | Marketing and Branding Studio in Southlake, TX, n.d.)

Copywriting Agency

Relevance: The keyword Copywriting Agency is good as it emphasizes the importance of persuasion, brand messaging, marketing campaigns and storytelling. This keyword also is inclusive of one of Kelston`s services. It is a versatile keyword for both DFW and nationally.

Visual Identity

Relevance: This is good for reflecting Kelston`s ability to do logo creation, typography, color palettes, branding and design. It can reflect ideas of a memorable look and can target those looking for brand makeovers.

Signage and Wayfinding Design

Relevance: This is a less obvious service on the Kelston website so using this keyword phrase can help to bring attention to the variety of services Kelston offers. This can also attract brands such as hotels, event spaces, and those who may not be reached right away with just digital marketing.

Strategic Marketing Planning

Relevance: This keyword phrase targets those looking to increase their ROI. It is more geared towards the entrepreneur or CEO decision makers. This shows a bigger overall organizational structure than just marketing blindly.

Social Media Consulting

Relevance: This search phrase can help with those looking to increase their social media presence in a productive way. This can help attract small purchases with entrepreneurs/ mid-

large sized businesses which may lead to larger full brand packages. It also helps those looking for social content that aligns with their brands messaging.

SEO Services Agency

Relevance: SEO is Kelston`s big push aiming to get results paid may not accomplish. Using this keyword phrase gets direct to the point and avoid negative targeting with businesses looking for PPC with Kelston. This helps Kelston attract the organic clients it is looking for.

Kelston's Keyword Analysis Based on Spyfu

Kelston doesn't currently run any PPC for the brand. While Kelston may not offer a PPC service for its clients it would be good for Kelston to run some PPC alongside the organic efforts. This is a list looking into the recommended keywords using Spyfu.

Branding Studio

This is a good keyword entering the essentially "free traffic" territory – without much competition and having a moderate search volume this is worth targeting. (OpenAI, 2025). Difficulty Score: 35.

Google Provided Data	⌄ EXPAND
Cost Per Click	$0.00
Monthly Cost	$0.00
Search Volume	480

Web Design Agency

The search volume is significantly higher for this keyword. With a higher cost per click this reflects high buyer intent. It is a very competitive market but has a high search healthy volume of 2,400 of monthly searches. This is a high value opportunity in paid and organic strategies. People looking for this keyword are likely looking to hire. This is high potential in terms of ROI and targeting priority. (OpenAI, 2025). Difficulty: 69

Google Provided Data	⌄ EXPAND
Cost Per Click	$10.91
Monthly Cost	$9,449
Search Volume	2,400

Luxury Branding

This is a high volume low-cost opportunity. This would be more of an informational keyword as it has a low CPC. Searchers may be looking more for ideas than actually looking for services. As this aligns with Kelston`s brand this would be a great keyword to target. (OpenAI, 2025) Difficulty: 18

Google Provided Data EXPAND

Cost Per Click	$0.55
Monthly Cost	$6.60
Search Volume	12,100

Branding Strategy

This is a good balance keyword. The CPC is $6.32 which is in the mid-high level meaning it may have a good ROI. There is likely moderate competition. It also has a strong search volume of 5,400 per month. Advertisers are spending a fair amount here per month with a $1,432 average per month. (OpenAI, 2025) Difficulty: 41

Google Provided Data EXPAND

Cost Per Click	$6.32
Monthly Cost	$1,432
Search Volume	5,400

Copywriting Services

This keyword phrase has a moderately high CPC, decent ad spend and a quality traffic number. This is likely a lead quality focus as it has a lower search volume and higher CPC. There are likely serious buyers and not casual lookers. As this could be strong prospects for conversion this would be a good keyword phrase to target for Kelston. (OpenAI, 2025) Difficulty: 19

Google Provided Data EXPAND

Cost Per Click	$6.91
Monthly Cost	$1,371
Search Volume	600

Visual Identity

This is a good keyword for Kelston as it is not over saturated with monthly costs for an advertising budget. The monthly search volume of 720 is a solid number and CPC is mid-range. This keyword offers balanced opportunity and could be used to reach mid-funnel prospects. People searching are likely looking for solutions. (OpenAI, 2025) Difficulty: 63

Google Provided Data EXPAND

Cost Per Click	$4.24
Monthly Cost	$795
Search Volume	720

Signage and Wayfinding Design

This is a very long tail high-intent keyword phrase. It is very specific so while having less traffic will bring better leads offering a service some may not even have realized Kelston offered. Biggest push should be on using this in organic. (OpenAI, 2025) Difficulty: 18

Google Provided Data ⌄ EXPAND

Cost Per Click	$5.09
Monthly Cost	$20.70
Search Volume	50

Strategic Marketing Planning

This keyword offers a good combination of buyer intent and manageable competition, making it great for both PPC and SEO. Searchers are likely in the decision stage. Likely high ROI with CPC of $8.16. High demand with Search Volume of 1,900 per month. (OpenAI, 2025) Difficulty: 26

Google Provided Data ⌄ EXPAND

Cost Per Click	$8.16
Monthly Cost	$253
Search Volume	1,900

Social Media Consulting

This is a solid mid-tier keyword phrase that does not require a huge budget, with it marked at a budget of $439 per month. It can be used as a scalable opportunity. This would be good to test ROI for Kelston. This would be good to target someone in the buying phase. (OpenAI, 2025) Difficulty: 27

Google Provided Data ⌄ EXPAND

Cost Per Click	$5.38
Monthly Cost	$439
Search Volume	2,900

SEO Services Agency

This keyword is a moderate-volume, high intent opportunity for Kelston. Searchers using this keyword are likely looking for specific services, which can lead to a high conversion rate despite lower traffic numbers. The keyword likely matches a precise need, so those who find Kelston from this search will feel it's a direct match to their problem. (OpenAI, 2025) Difficulty: 29

Google Provided Data ⌄ EXPAND

Cost Per Click	$5.42
Monthly Cost	$5.70
Search Volume	480

Competition Analysis

For organic competitors:

-*Ranknowmarketing.com*

-*Tradition.agency*

-*Thinkcre8tive.com*

☑ kelstonmarketing.com	-	-	75	1	$4.21
☑ ranknowmarketing.com	▰▰▱	19	121	0	$0.00
☑ tradition.agency	▰▱▱	16	56	2	$0.00
☑ thinkcre8tive.com	▪▱▱	18	428	21	$5.22k

For paid competitors:

-*Searchbloom.com*

-*Blackpropeller.com*

-*Rothmanppc.com*

☑ searchbloom.com	-	-	8	0	$0.00
☑ blackpropeller.com	▰▰▱	1	2.79k	858	$359k
☑ rothmanppc.com	▪▱▱	53	133	5	$18.4k

Competitive Advantages/ Disadvantage:

Ranknowmarketing.com

ADV: Full service digital agency that offers both PPC and SEO. Lots of links and very bright CTA buttons (orange like Amazon).

DIS: Does not appear very aesthetically pleasing in design. Lacks nice visuals on the site. Colors appear bland. Generalist and less lifestyle focused.

Tradition. Agency

ADV: Big emphasis on branding experience with emphasis on 50+ years verses Kelston`s 15+ years. Emphasis on customer satisfaction. Kelston needs to pull together more reviews.

DIS: Many specialties which dilute the niche key component that Kelston does well on, especially in branding.

Thinkcre8tive.com

ADV: Full service agency with SEO, paid, social media, design, branding and more. High recognitions.

DIS: Focused on DFW and less nationally like Kelston. Less of a lifestyle focused story.

Searchbloom.com

ADV: Focused on expert in SEO and PPC.   Easy access to analysts with raid response times.

DIS: Performance-focused and lacks visual identity which is important to branding. Kelston rocks in that visual identity

Blackpropeller.com

ADV: Full service PPC focus which helps niche out in paid.

DIS: Full service PPC which hurts in niching out in organic. Kelston focuses only on organic for clients so this will benefit Kelston. As Kelston works to get into PPC for their own brand may face some challenges with this competition.

Rothmanppc.com

ADV: Full service PPC focus on Google Ads.

DIS: Very bland website with only a Google Ad focus. As there are many PPC options out there this is niched out and missing opportunities in other areas.

Competitor Paid Ads

SearchBloom.com

-Paid keywords: 4

-Monthly PPC: 300

-Monthly Google Ads Budget: $201.73

-Ad Examples:
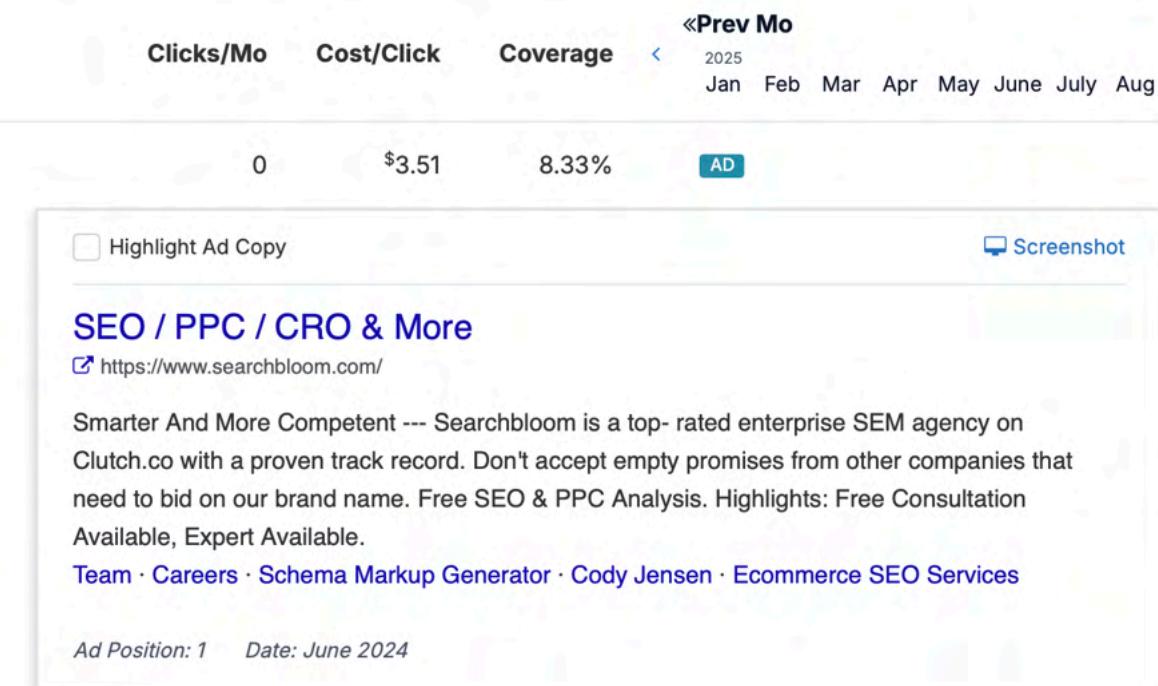
Clicks/Mo	Cost/Click	Coverage	«Prev Mo 2025
			Jan Feb Mar Apr May June July Aug
0	$3.51	8.33%	AD

☐ Highlight Ad Copy   🖥 Screenshot

SEO / PPC / CRO & More
↗ https://www.searchbloom.com/

Smarter And More Competent --- Searchbloom is a top- rated enterprise SEM agency on Clutch.co with a proven track record. Don't accept empty promises from other companies that need to bid on our brand name. Free SEO & PPC Analysis. Highlights: Free Consultation Available, Expert Available.

Team · Careers · Schema Markup Generator · Cody Jensen · Ecommerce SEO Services

Ad Position: 1   Date: June 2024

Blackpropeller.com

-Paid keywords: 202

-Monthly PPC: 340

-Monthly Google Ads Budget: $2,336

-Ad Examples:

Highlight Ad Copy ☑   **Screenshot** 🖥

Award-Winning PPC Agency - No Excuses, Just Sky-High ROI
⬈ https://blackpropeller.com/ppc-agency/

We Go Above And Beyond For Our Clients To Deliver Industry-Leading
Results. Partner With A PPC Agency That Will Put In the Work That Others
Won't.
Paid Social · HubSpot Partner · Paid Search · Case Studies · SEO Services
· Why BP?

Ad Position: 1   Date: October 2024

Sample PPC Ad for Steel City

-Headline: Luxury Brand and Design Agency

-First Line: Creative for Luxury and Lifestyle Brands

-Second Line: Branding 15+ Years. Free Initial Consultation .

-URL: https://www.kelstonmarketing.com/services

Kelston`s Local SEO

According to Moz "The best places to rank for local businesses are primarily within Google's local search ecosystem, often referred to as the "Map Pack" or "Local Pack," and the associated Google Maps results. But that's not the only thing you need to think about. Local businesses also benefit significantly from appearing prominently in localized organic search results and on local review sites. As AI results and LLMs become more popular for discovery, accuracy, and consistency remain paramount to ensure your business is accurately represented in the many places your customers are searching." (Moz, 2025) Kelston is a bit mysterious when it comes to the local search with no specific business location on Google Business profile. It is just a collection of five-star reviews by five people. This is something that can be more delved into and analyzed. This is just the tip of the iceberg but something this paper will be delving into. When people search "near me" and are seeking services Kelston needs to be giving as much of a presence as possible to prioritize local results. This can do much more than just foot traffic but also help to better define online credibility and reputation. Local SEO can help with many things including but not limited to: "better online visibility, more foot traffic, tap into local shopping boom, established position of thought leadership, enhanced trust levels, more sales, improved conversion rates, and targeted web traffic and more calls/visits from maps users" (Banks, 2025)

When searching for "Southlake Branding Agency" Kelston has room to improve. First is a sponsored as by Kreative Media then is a scroll down list. Kelston is bottom of the fold on this list, being number ten which you do not see unless you scroll down. Looking at this Kelston has room to improve to be found on the SEO ranking. Kelson may consider really digging in to push SEO on a variety of sites including Yelp, Bing and more by getting more links and providing more information to Google about the Kelston Buisness.

Moz Review

From my review of Moz, Kelston has lots of areas to improve. It cannot be found on many of the sites as far as business information goes. Moz could not even find Kelston on Google when I myself could find it. This means it may not be reaching the audience Kelston is desiring. Then while it can be found on Yahoo Local there is missing phone information. The key to good SEO is providing all key important information then keeping accurate and up to date. The Moz ranking shows 95% information to be missing and 5% to be incomplete.

Your online score for:

,

Change Location

| 95% | 5% | 0% |
| MISSING | INCOMPLETE | CORRECT |

Optimize your company's online presence

Improve with Moz Local

Your free local visibility audit
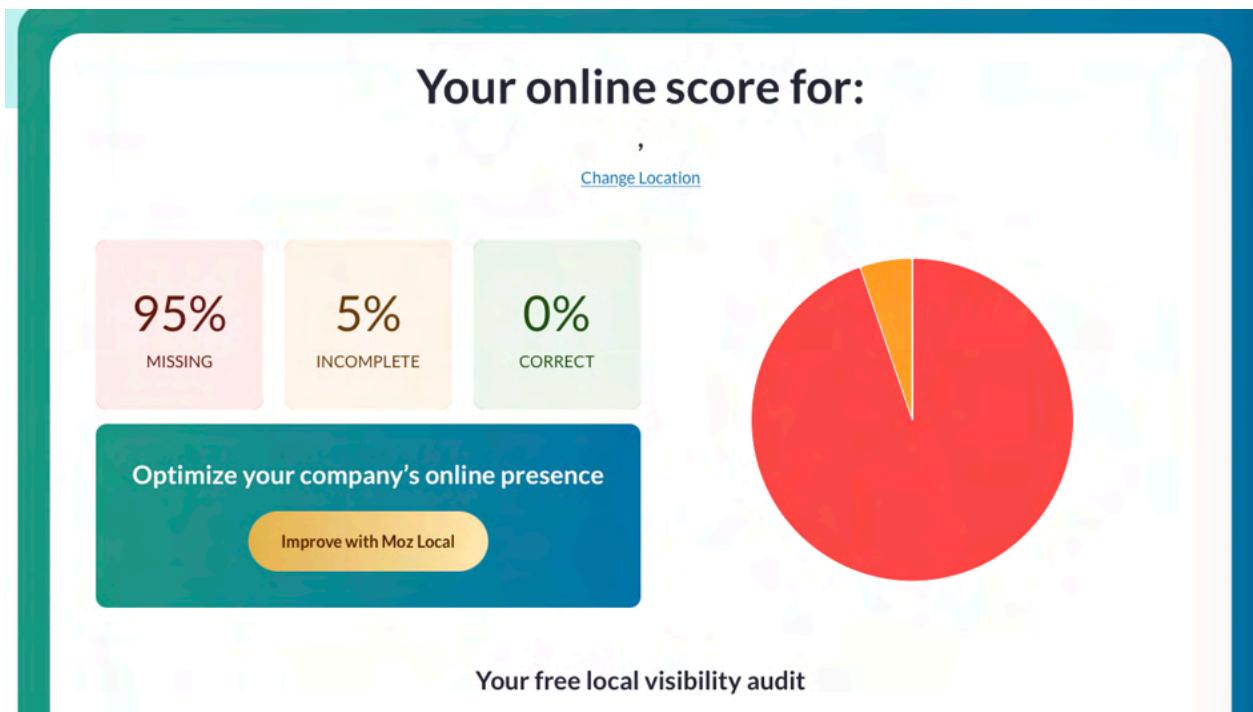
MerchantCircle	Listing not found	✕	0 Reviews
RateMds	Listing not found	✕	0 Reviews
SuperPages	Listing not found	✕	0 Reviews
Vitals	Listing not found	✕	0 Reviews
WebMd	Listing not found	✕	0 Reviews
YahooLocal	Kelston	Marketing and Branding Studio in Southlake, TX None, Southlake, TX None Phone number missing ⓘ https://www.kelstonmarketing.com/	!	0 Reviews
YellowBot	Listing not found	✕	0 Reviews
YellowPages	Listing not found	✕	0 Reviews
Zocdoc	Listing not found	✕	0 Reviews

(Moz, 2025a)

Local SEO Success for Kelston

Doing good on SEO for Kelston is when the business is optimizing the Google profile, getting put into directories, managing online reviews, and adding address information. Keeping up to date with the Google algorithm and constantly improving is key.

Kelston Marketing, found by URL https://www.kelstonmarketing.com, is a marketing agency niched in branding and SEO efforts. Based in Southlake, TX, this strong company needs SEO as a non-negotiable for being found quickly. To best meet this goal, Kelston needs to a strong website architecture fixing: flat website architecture, broken internal links, external links (#, relevance, anchor text, broken links), duplicate content problems, orphaned pages, canonical redirects and unfinished pages being indexed.
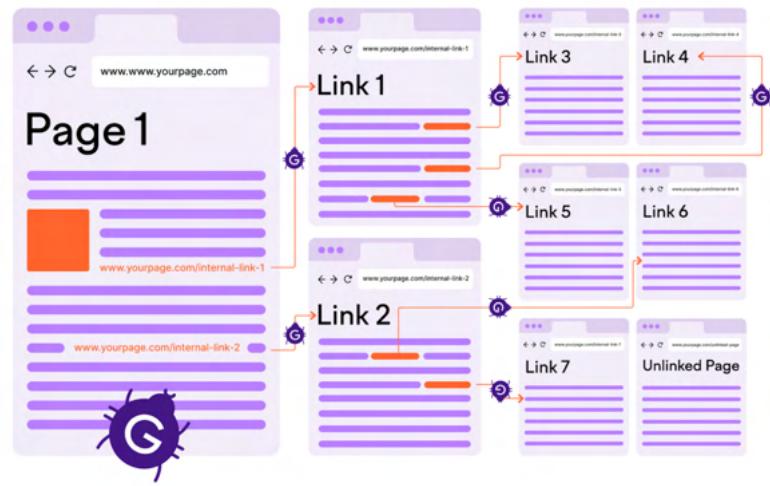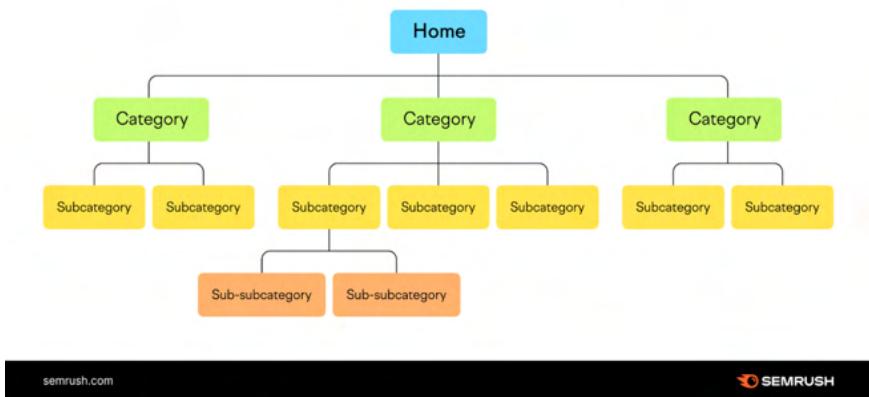
(Nicole, 2025)

(Nicole, 2025)

Website Structure Evaluation

Using a flat structure website can improve crawlability, indexing, authority, the user experience (UX) and provide competitive advantage. The goal of a flat structure website is to create a "3-click maximum away from the homepage allows both users and search engines to easily discover pages, utilization of category/ pillar pages and provide a category-organized URL structure." (Stoy, 2024) This is an example of a flat website structure:
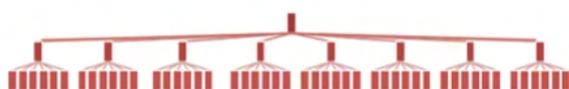
flat website structure

(Stoy, 2024)

Kelston does a good job at keeping a flat website structure linking from the homepage to all the separate pages. What Kelston can do a better job is linking back from the pages to the homepage. This is a look at the Kelston homepage tabs:

(Kelston Marketing, n.d.)

*As you can see from the above image all the pages can be accessed from the main menu.
This a look at the paths of the Kelston Website through an examination with Screaming
Frog:*

Path	URLs ▼	Indexable	Non-Indexable
▼ 📂 https/	5	3	2
▼ 📂 www.kelstonmarketing.com/	5	3	2
📄 cart	1	0	1
📄 contact	1	0	1
📄 about	1	1	0
📄 services	1	1	0

(Screaming Frog, 2025)

*This shows how the paths interconnect through the homepage. Even though there may be
some indexing issues the flat structure of the website is working well.*

Broken Internal Links

*Broken links can be so frustrating to users greeted with 404 errors. There are several
problems with broken links and angry users is just the start. "BROKEN LINKS = poor user
experience, which affects user navigation, bounce rate, and Google crawling - ALL of this
affects your ranking." (Hinchliffe, 2025)*

*According to Integrity, 288 of 288 links were checked on 4 pages on the Kelston website.
(Dixon, n.d.) Only one link was bad (the contact page), and 28 had errors as the contact
page connects in 28 places on the website.*

(Integrity, 2025)

Looking deeper with SEMRush using a site audit 3 internal links are broken:

(SEMRush, n.d)

Three items had invalid data:

(SEMRush, n.d)

Then one page had a 404 error code (that same contact page):
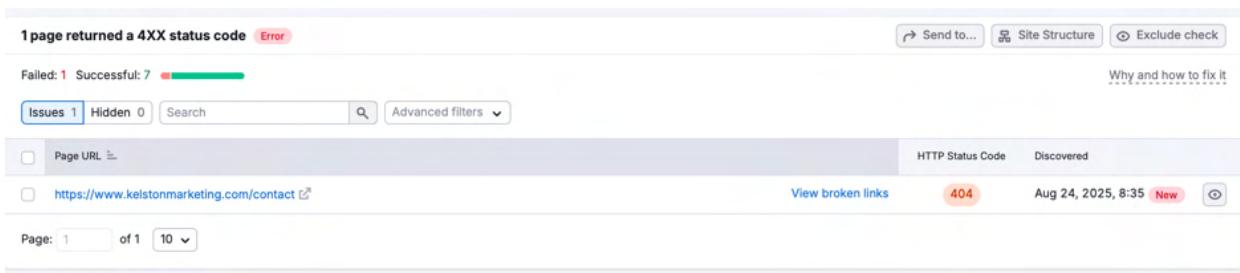
(SEMRush, n.d)

External Link Analysis

Using external link analysis is as important as internal link analysis. External links help with providing related information, developing credibility and building connections with other websites. Developing good quality links can help with domain authority. Here is an analysis with w3:

(W3C Link Checker: https://www.kelstonmarketing.com/, n.d.)

Kelston needs to go through one-by-one to fix each internal and external link. "External and internal linking have one similarity, where they both can be used to provide additional information for your existing content. External links are used in many ways to help users and search engines with more information. -- External links are also often used to supplement statistics, and survey results with the 'source' that published them. An external link to the source helps users trust your site, and may convince them to stay longer." (Engine Scout, 2023)

Orphaned Pages
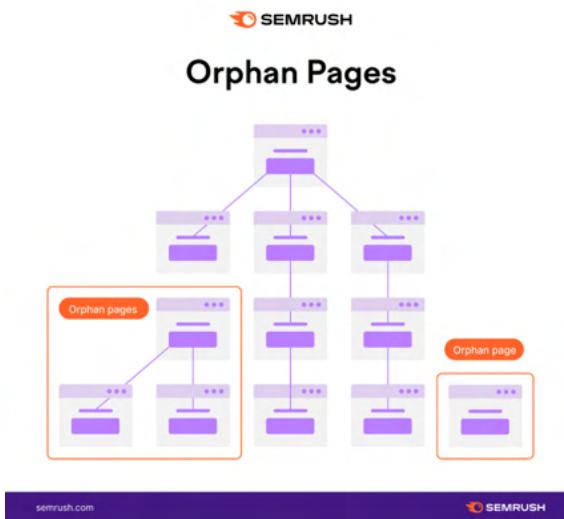
(SEMRush, n.d.)

Orphan pages are those that have no internal links. They live outside the site structure. Kelston does a good job at linking all pages from the main homepage. None of the pages are orphan pages as examined by Screaming Frog.

Path	URLs ▼	Indexable	Non-Indexable
▼ 📁 https/	5	3	2
▼ 📁 www.kelstonmarketing.com/	5	3	2
📄 cart	1	0	1
📄 contact	1	0	1
📄 about	1	1	0
📄 services	1	1	0

(Screaming Frog, 2025)

Duplicate Content Problems

Kelston has a 17% duplicate content internal match for the content. This can be bad as it can bring down SEO for all the matching material hurting multiple pages rankings.

This is an image of the duplicate content for Kelston:

(https://www.kelstonmarketing.com/ - Siteliner Duplicate Content Report, n.d.)

(https://www.kelstonmarketing.com/ - Siteliner Duplicate Content Report, n.d.)

Here is an example of how it can hurt ranking:

For example, let's say that you have three pages on your site with similar content.

Google isn't sure which page is the "original". So all three pages will struggle to rank.

(Dean, 2025c)
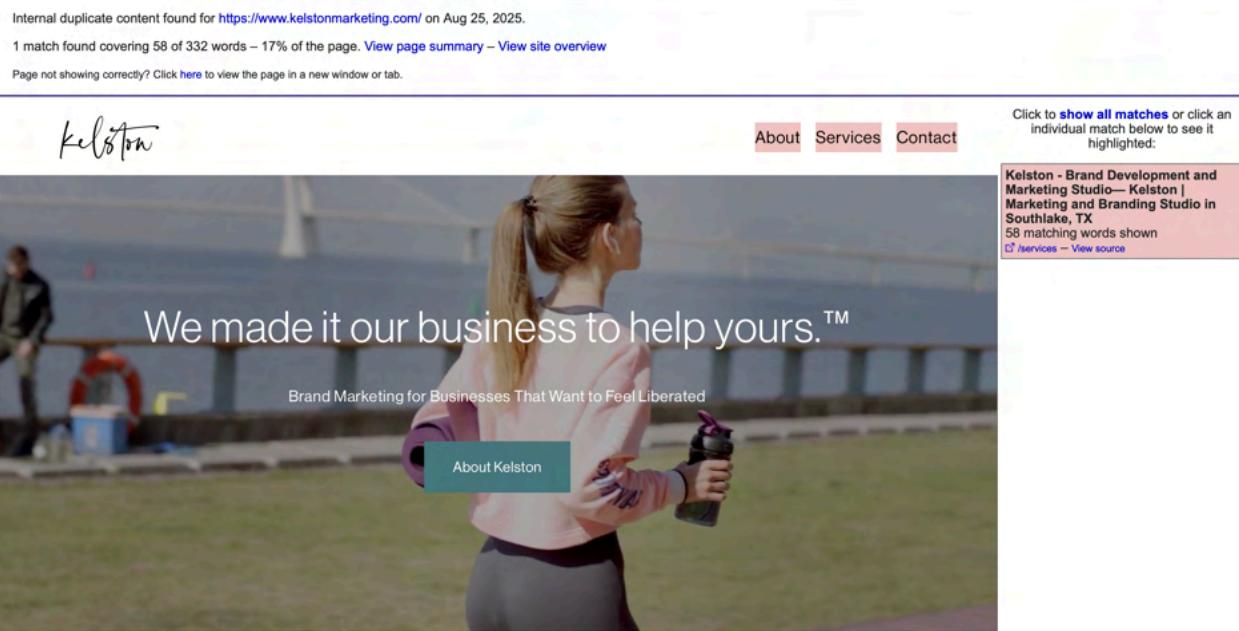
Canonical Redirects

Kelston does good on canonical redirects. All redirects lead to Kelstonmarketing.com
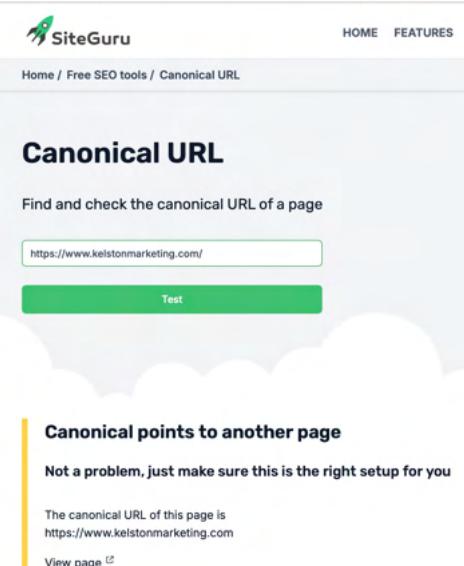
(Canonical URL - Free SEO Tools, n.d.)

WWW and Non WWW Redirect Checker
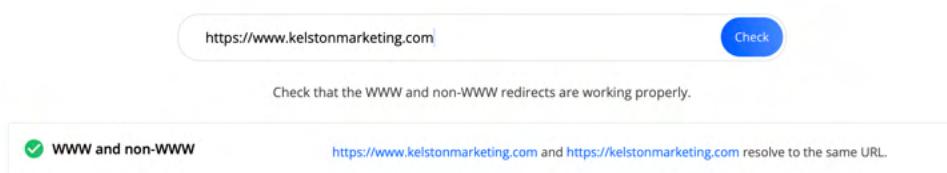
(WWW And Non WWW Redirect Checker | Toolsaday, n.d.)

Unfinished pages being indexed

The good news is with Kelston all pages that are indexed are live. There are no unfinished pages. Unfinished pages can be bad for many reasons. "Here is a look at some unfinished pages being indexed and errors to work on. "Under construction pages have no content on them. That means your website isn't giving Google any content, and Google ranks websites based on their content. It most definitely does not rank or index under construction pages as complete web pages. This is bad for your website! For a website that has never been live, this isn't such a problem because it never had a Google rank in the first place. However, websites that have good SEO and Google search rank but get taken down for re-design, replacing content-rich pages with under-construction ones, can suffer enormously and slip down Google's rank. They can even get removed from Google's index!

This is because Google's search algorithm notices when content has changed, moved or disappeared and over time it changes the website's rank. For websites that are constantly tweaking their content to reflect hot Keywords, this is great because they'll steadily get moved up the ranks. For websites that are putting up pages with 'under construction' on them, it's not so great, as they are most likely going to be ignored by Google and moved down the ranks. This is a process that is difficult to reverse because getting Google to change its mind is very hard...Ways to avoid using under construction pages

There are some very simple ways to avoid this bad practice: If your website isn't ready, don't make it live! The same goes for webpages, if it's not ready then don't put it on your website. Make good use of staging servers – they let you see how your website will look for real. If you feel the need to put something in place of content then give contact details or provide a small amount of brief information – something is better than nothing. You could signpost people to other sections of your website. Focus on what you already have and not what is missing. If you're getting a website re-design, then just wait until the re-design is finished before replacing the old one." (Ellis, 2023)

These are a few pages Kelston can improve on however:

Warnings (3) _i_

⌄ This page has a low text/HTML ratio
  Why and how to fix it   2 more pages on this site have low text/HTML ratio

Ratio	Discovered
0.01	24 Aug 2025 (20:35) new

⌄ Title of this page is too long (exceeds 75 characters)
  Why and how to fix it   1 more pages on this site have too long title

Title	Discovered
Kelston - Brand Development and Marketing Studio —... Marketing and Branding Studio in Southlake, TX	24 Aug 2025 (20:35) new

⌄ This page has a JavaScript and CSS total size that is too large
  Why and how to fix it   2 more pages have a JavaScript and CSS total size that is too large

JavaScript and CSS Size	Discovered	
>2.7 MB		24 Aug 2025 (20:35) new

Notices (1) _i_

⌄ This page has more than one H1 tag
  Why and how to fix it   2 more pages on this site have more than one H1 tag

Description	Discovered
2 H1 tag	24 Aug 2025 (20:35) new

(SEMRush, n.d)

Email Marketing & Customer Messaging

Kelston Marketing will build its email list primarily through value-driven lead generation integrated across the website and new media platforms. Email collection will be centered on gated content offers such as a free branding or Instagram rebrand guide, positioned on the services page, contact form, and promoted through organic social media channels. Calls to action such as "Comment 'Guide' to get a free branding guide" and "Fill out the contact form to receive a free Instagram branding guide" encourage opt-ins while clearly communicating value.

Social media platforms, particularly Instagram and LinkedIn, will act as top-of-funnel drivers by directing users to the website through bio links, story links, and post captions. This approach aligns with Kelston's organic-first strategy and allows the brand to convert social engagement into owned audience data. The website will serve as the central hub for email capture, with lead forms embedded on service pages and supported by clear trust signals such as testimonials and brand values. Below is a example post to offer a incentive in exchange for a comment. It will then prompt the user to enter email to get the free guide.

Primary goal: Email list growth
Conversion goal: Email sign-ups via contact forms and gated content downloads

Email Messaging Strategy for Existing Subscribers

Kelston's email strategy will focus on conversion-stage and relationship-building messaging, supported by segmented drip campaigns. Email content will emphasize brand clarity, education, and long-term value rather than promotional frequency. Messaging will reinforce Kelston's positioning as a strategic branding partner while offering practical takeaways that build trust.

Emails will include:

- *Educational content related to branding, SEO, and organic growth*

- *Value-driven offers such as free guides or consultations*
- *Clear calls to action directing users back to the services or contact page*

A/B testing will be used to optimize subject lines, tone, personalization, and calls to action. Variables tested will include subject line length, personalization, action-oriented language, and phrasing. This testing approach is designed to improve open rates, click-through rates, and overall conversion performance. HubSpot will be used to manage email distribution, personalization, and performance tracking.

Example marketing message:
"Stuck on branding? Kelston helps entrepreneurs turn confusion into clarity. Download our free Instagram branding guide and start building with intention."

Message goals:
- *Brand engagement*
- *Trust and credibility*
- *Conversion readiness*

Conversion goals:
- *Click-throughs to services pages*
- *Contact form submissions*
- *Discovery call bookings*

Cross-Channel Distribution and Engagement

Email content will be reinforced across other owned and earned channels. Blog posts, service page updates, and social media content will link back to email offers, while email campaigns will drive traffic back to high-intent website pages. Social media engagement, such as comments requesting a guide or direct messages, will be used as an entry point into the email funnel, strengthening cross-platform continuity.
Over time, performance data such as open rates, click-through rates, form completion rates, and assisted conversions will be used to refine messaging and improve funnel efficiency. Heatmaps and click tracking will help identify which content drives the strongest engagement and conversions.

Summary
Kelston's email strategy is designed to turn organic attention into long-term relationships. By collecting emails through high-value offers promoted via social media and the website, and by delivering targeted, tested messaging through email campaigns, Kelston can increase engagement, build trust, and drive measurable conversions while staying aligned with its brand-first philosophy.

Partner Marketing

Kelston will pursue partnerships through co-branded content, guest contributions, and selective list collaboration, rather than transactional sponsorships. The focus will be on shared expertise and mutual value creation.

(Team, n.d.)

Co-branding initiatives may include joint guides, webinars, or downloadable resources such as a "Luxury Brand Launch Checklist" co-created with a web designer or photographer. These assets can be distributed across both partners' websites and social channels, reinforcing credibility while expanding reach.

Guest blogging and content collaboration will serve as a primary tactic for both audience growth and SEO. Kelston can contribute thought leadership articles on branding and storytelling to partner blogs, while hosting guest content from trusted partners on its own blog. This reciprocal approach builds authority and generates high-quality inbound links.

List collaboration will be limited to opt-in co-promotions, such as shared webinars or gated content, ensuring compliance with privacy standards and maintaining audience trust. Rather than direct list sharing, each partner promotes the collaboration to their own audience, allowing users to self-select into engagement.

To attract and retain strong partnerships, Kelston will prioritize alignment in values, audience quality, and brand standards. Potential partners will be evaluated based on relevance, content quality, and audience engagement rather than size alone.

Relationship optimization will include:

- *Clear partnership goals and expectations*

- *Consistent communication and performance reviews*

- *Ongoing co-created content rather than one-time campaigns*

- *Mutual promotion across owned channels*

By treating partnerships as long-term relationships instead of short-term tactics, Kelston can maximize both brand equity and measurable outcomes.

High-quality inbound links from relevant, authoritative websites play a critical role in improving search engine rankings and organic discoverability. Search engines view inbound links as signals of trust and credibility, particularly when they originate from industry-relevant sources. According to SEO best practices, links from high-authority sites within the same or adjacent industries are significantly more valuable than high volumes of low-quality links.

Partnerships support link-building efforts by creating natural opportunities for:

- *Contextual links within guest blog content*

- *Resource page mentions*

- *Co-branded asset landing pages*

- *Editorial references in industry publications*

These inbound links will help Kelston increase domain authority, improve rankings for branding-related keywords, and drive referral traffic from highly qualified audiences.

Conversion Goals

-Increase qualified website traffic from partner websites

-Grow email list through co-branded guides and collaborative content

-Drive downloads of gated resources (branding guides, checklists)

-Increase engagement time on site from referral traffic

-Generate discovery call and consultation requests

-Improve organic search rankings through high-quality inbound links

-Build long-term brand awareness and credibility within luxury and lifestyle industries

Summary

Strategic partnerships allow Kelston Marketing to extend its reach, strengthen credibility, and build sustainable SEO value without relying on paid media. By collaborating with complementary service providers and industry platforms, Kelston can generate high-quality inbound links, attract aligned audiences, and support long-term growth through trust-based, value-driven marketing relationships.

Offline Marketing

While Kelston Marketing is primarily a digital-first brand, select offline marketing methods will be used to reinforce brand awareness, credibility, and relationship building. Offline tactics are particularly effective for luxury and lifestyle brands, where trust, aesthetics, and personal connection play a significant role in decision-making. These efforts will be designed to support and drive audiences back to Kelston's digital platforms, creating a cohesive online and offline brand experience.

1. Direct Mail

Strategy and Use
Kelston will use targeted, high-quality direct mail pieces such as branded postcards or small print lookbooks sent to select luxury and lifestyle business owners. These materials will highlight Kelston's visual identity, brand philosophy, and a clear call to action directing recipients to the website via a short URL or QR code. Direct mail supports brand recall and credibility when paired with digital follow-up.

Marketing Message
"Good design by good people. Discover branding built with clarity and intention."

Goal of Message
Brand awareness and brand credibility.

Conversion Goals

- *Website visits*

- *Contact form submissions*

- *Discovery call inquiries*

2. Print Advertising

Strategy and Use
Kelston will place selective print advertisements in niche industry publications aligned with interior design, hospitality, and luxury lifestyle audiences. These ads will focus on visual storytelling and minimal copy to reinforce Kelston's premium positioning and drive readers to explore the brand online.

Marketing Message
"Aspirational brands start with clarity. Partner with Kelston Marketing."

Goal of Message
Brand awareness and brand positioning.

Conversion Goals

- *Branded search traffic*

- *Website visits*

- *Social media profile visits*

3. Event-Based and Experiential Marketing

Strategy and Use
Kelston will participate in local and national industry events such as design expos, hospitality conferences, and professional networking gatherings. These in-person interactions allow Kelston to build trust, demonstrate expertise, and form meaningful connections that can later be nurtured through digital channels.

Marketing Message
"Let's build brands with purpose, clarity, and confidence."

Goal of Message
Brand engagement and relationship building.

Conversion Goals

- *Email sign-ups*

- *LinkedIn connections*

- *Post-event consultation requests*

Summary

Kelston Marketing's offline marketing strategy is intentionally focused, premium, and supportive of its digital ecosystem. By using direct mail, print advertising, experiential marketing, and branded collateral, Kelston strengthens trust and awareness while guiding audiences toward online engagement and conversion. This integrated approach aligns with principles from Digital Marketing Campaign Development and Strategic Internet Public Relations coursework by reinforcing consistent messaging across all touchpoints.

PR / Communications Plan

This communications and public relations plan outlines a structured approach for building brand awareness, credibility, and long-term authority for Kelston Marketing through earned media, strategic distribution, and consistent messaging. The primary objective of this PR plan is to position Kelston Marketing as a trusted branding and marketing authority for luxury and lifestyle brands, entrepreneurs, and established businesses, while supporting broader marketing goals related to awareness, engagement, and lead generation.
The plan combines national and regional press distribution, targeted media pitching, and amplification through owned channels such as social media and email. By aligning PR efforts

with Kelston's brand values of clarity, creativity, and strategic storytelling, the company can extend its reach beyond owned platforms and strengthen third-party validation.

Target Media Outlets, Journalists, and Platforms
Wire Services

PR Newswire

PR Newswire will be used to distribute major brand announcements and milestone updates due to its extensive network of media outlets and journalists. Its broad reach makes it well suited for increasing national visibility and positioning Kelston as a credible agency beyond the local market (PR Newswire, n.d.).
Marketing message: Position Kelston Marketing as a leading branding agency for luxury and lifestyle brands.
Goal: Brand awareness and authority.

Business Wire

Business Wire will support high-credibility announcements aimed at business-focused audiences. Its global distribution and reputation among enterprise organizations make it valuable for reinforcing Kelston's professionalism and long-term positioning (Business Wire, n.d.).
Marketing message: Showcase Kelston's strategic expertise and growth-oriented approach.
Goal: Brand credibility and trust.

PRWeb

PRWeb will be used for localized and SEO-driven announcements, particularly those tied to Southlake, Texas, and the broader DFW region. This platform supports search visibility and regional brand discovery (PRWeb, n.d.).
Marketing message: Highlight Kelston's community presence and regional relevance.
Goal: Local brand awareness and organic visibility.

Publications and Journalists

Dallas Innovates

Dallas Innovates will be targeted to support regional exposure within the DFW business community. The publication's focus on innovation and entrepreneurship aligns with Kelston's brand and audience (Dallas Innovates, n.d.).
Marketing message: Position Kelston as a strategic branding partner within the local business ecosystem.
Goal: Regional brand awareness.

D Magazine / D Online

Pitches to D Magazine journalists will support both digital and print exposure. This outlet aligns well with Kelston's luxury and lifestyle positioning and offers credibility through editorial storytelling (D Magazine, n.d.).
Marketing message: Communicate Kelston's expertise in branding, storytelling, and creative strategy.
Goal: Brand prestige and awareness.

Social Media and Owned Channel Amplification

LinkedIn

LinkedIn will be used to amplify earned media placements, share thought leadership, and reinforce Kelston's authority within a B2B environment.
Marketing message: Strategic branding insights and leadership-driven content.
Goal: Brand engagement and lead consideration.

Instagram

Instagram will support PR efforts by showcasing behind-the-scenes content, event highlights, and client testimonials.
Marketing message: Human-centered storytelling and trust-building visuals.
Goal: Engagement and brand affinity.

Email Marketing

Segmented email campaigns will distribute PR announcements to subscribers at different funnel stages, reinforcing credibility and encouraging further interaction.
Marketing message: Reinforce brand authority and invite deeper engagement.
Goal: Loyalty and conversions.

Google Ads

Google Ads will be used selectively to promote major PR moments to high-intent audiences searching for branding or marketing services (Google Ads, n.d.).
Marketing message: Reinforce brand visibility during key announcements.
Goal: Brand awareness and lead generation.

PR Calendar and Timeline

Month 1
-Develop core PR messaging and assets
-Plan a community-based brand event (Kelston and Koffee)

Month 2 – Week 1
-Begin social media promotion using localized and branded hashtags (#DFWBiz, #Southlake, #KelstonLaunch)

Month 2 – Week 2
-Pitch event and brand story to targeted journalists and publications
-Distribute press release via PRWeb or PR Newswire

Month 2 – Week 3
-Host the event and capture content for future PR and social amplification

Month 2 – Week 4
-Evaluate performance, analyze media coverage, and refine PR strategy
PR wire services will be used for major announcements, while direct outreach will support relationship-building with journalists.

PR Conversion Goals

-Increase branded search traffic
-Drive referral traffic from earned media placements
-Improve brand credibility through third-party validation
-Increase qualified website visits
-Generate discovery calls and contact form submissions
-Grow social media following from PR exposure
-Strengthen long-term brand awareness and authority

Legal Analysis and Considerations

As Kelston Marketing expands its digital marketing strategies across website optimization, social media, email marketing, PR distribution, and content creation, several legal considerations may affect the successful execution of these efforts. One of the most significant risks involves intellectual property. As a branding agency showcasing client work across its website, social platforms, and PR materials, Kelston must ensure it has documented permission to display logos, imagery, copy, and creative assets. To mitigate this risk, Kelston should maintain clear client agreements outlining usage rights, rely on licensed or original content, and include copyright and trademark disclosures on its website. Consulting legal counsel to review client contracts and portfolio usage terms is strongly recommended. (U.S. Copyright Office, n.d.)

Another key legal consideration involves data privacy and email marketing compliance. Kelston's use of contact forms, email list building, and CRM tools requires adherence to privacy regulations and the CAN-SPAM Act. Preventative actions include publishing a transparent privacy policy, collecting only necessary user data, using opt-in email practices, and ensuring all marketing emails include accurate sender identification and unsubscribe options. Leveraging established platforms such as HubSpot or Mailchimp can further support compliance, though periodic legal review is advised as regulations evolve. (Federal Trade Commission, n.d.)

Finally, Kelston's national reach introduces jurisdictional considerations and the need for clear website terms of use. Without defined terms, the agency may face disputes related to service expectations, website usage, or advertising claims. Implementing clear Terms of Use, using clickwrap consent for contact forms, and avoiding exaggerated or unsubstantiated marketing claims can help reduce risk. While legal counsel should be engaged for formal guidance, these proactive measures allow Kelston to responsibly manage legal exposure while continuing to scale its digital marketing initiatives.

5: Implementation Plan

Marketing Campaigns & Programs

(Kelston, n.d.)
Kelston Marketing

Kelston Short-Form Studio Campaign
December 2025

Robert Warren

Campaign Name
Kelston Short-Form Studio

Description
Kelston Short-Form Studio is a digital marketing campaign built around one primary strategy drawn from the innovative campaigns researched: Duolingo's creator-style short-form video approach. This strategy was selected because it demonstrates how a brand can grow rapidly through organic, low-budget video content that feels human, culturally aware, and aligned with platform behavior.

The campaign positions Kelston Marketing as a modern, approachable agency for small and mid-sized businesses, especially those that struggle with marketing clarity and want guidance delivered in simple, relatable formats. By adopting a recurring short-form content model, Kelston will use quick, educational, and humorous videos to showcase expertise, strengthen brand visibility, and build trust.

This campaign directly supports Kelston's brand story: marketing should be understandable, practical, and grounded in real business challenges. By leaning into Duolingo-style storytelling; fast-paced videos, relatable humor, and trend alignment; Kelston can create a

consistent content engine that increases awareness and attracts small businesses across the broader Texas region and more narrowly into DFW.

Marketing Objectives

1. *Increase brand awareness among small business owners and marketing managers ages 25–44 through consistent short-form video distribution.*

2. *Generate inbound leads by showcasing Kelston's marketing expertise through simple, engaging, and relatable content.*

3. *Establish a recognizable digital presence that aligns Kelston with forward-thinking agencies that understand modern social platforms.*

Specific Strategies / Tactics

Strategy: Creator-Style Short-Form Video Model (Inspired by Duolingo)
Kelston will adopt a creator-style short-form video approach that mirrors Duolingo's organic TikTok strategy. The focus is on fast, personable, low-production content that communicates insight while staying culturally relevant.
Tactics:

- *Develop a set of recurring video themes such as "The Honest Marketer," "Marketing in 20 Seconds," and "Small Business Reality Check."*
- *Produce 3–5 short videos weekly (TikTok, Instagram Reels, YouTube Shorts).*
- *Create micro-lessons that explain common marketing issues, quick SEO tips, social media hacks, and trend breakdowns.*
- *Film relatable workplace and small business scenarios using humor and storytelling to reduce perceived complexity.*
- *Use trending audio, memes, duets, and reactions to stay culturally aligned with the platforms.*
- *Repurpose high-performing videos for LinkedIn to capture professional-level engagement.*

Conversion Goals

1. *Convert viewers into website traffic for www.KelstonMarketing.com.*
2. *Convert engaged viewers into inbound leads through DMs, emails, and contact form submissions.*
3. *Convert recurring viewers into followers across TikTok, Instagram, and YouTube.*
4. *Convert engaged small business owners into paying clients through content-driven trust building.*

Measurement and Analytics Tools

1. *Success will be measured using analytics tools on TikTok, Instagram, and YouTube looking at data on views, follower growth, engagement, profile visits, and website click-throughs. Metrics will be monitored weekly to track short-term performance trends and reviewed monthly to evaluate strategic impact.*

2. *Success will be indicated by steady week-over-week growth in followers, rising average video views, strong engagement ratios like comments, shares, saves, and an increase in inbound inquiries that reference Kelston's short-form content.*

(Kelston, n.d.)
Kelston Marketing

Kelston Create With Clarity
December 2025

Robert Warren

Campaign Name
Kelston Create With Clarity

Description
Kelston Create With Clarity is an interactive digital marketing campaign inspired by Coca-Cola's "Create Real Magic" co-creation initiative. Instead of presenting finished marketing solutions, Kelston invites entrepreneurs and business owners into the creative process by offering guided, AI-assisted brand brainstorming experiences.

The campaign centers on a simple, approachable AI-powered workshop concept where users can generate early-stage ideas such as brand taglines, campaign themes, social captions, or website headlines. The emphasis is not on automation, but on collaboration. Kelston positions AI as a creative partner guided by human strategy, reinforcing the agency's belief that clarity comes from intention, not shortcuts.

By allowing business owners to co-create with Kelston, the campaign reduces intimidation around branding while increasing engagement, trust, and perceived value. This approach positions Kelston as modern, transparent, and supportive, while demonstrating leadership in emerging AI-driven marketing practices.

Marketing Objectives
1. *Increase brand awareness by positioning Kelston as a forward-thinking agency that embraces AI responsibly*
2. *Drive engagement by inviting users into the creative process*
3. *Generate qualified leads through interactive brand exploration*
4. *Reinforce Kelston's brand mission of making marketing feel clear and accessible*

Specific Strategies / Tactics

Strategy: Guided AI Co-Creation Experience
Kelston will offer a lightweight, guided AI brand ideation experience that helps business owners explore ideas while reinforcing Kelston's strategic oversight.

Tactics:
- *Launch a "Create With Clarity" landing page offering AI-guided prompts for branding and campaign ideas*
- *Use structured questions to guide users through brand goals, audience, and tone before generating outputs*
- *Share user-created examples (with permission) on social media to highlight collaboration*
- *Promote the experience through LinkedIn, Instagram, and PR coverage*
- *Offer optional follow-up consultations to refine AI-generated ideas with Kelston's team*

Conversion Goals

- *Convert landing page visitors into AI tool users*
- *Convert AI users into email subscribers*
- *Convert engaged users into consultation requests*
- *Convert consultations into branding or marketing clients*

Measurement and Analytics Tools

Success will be measured through landing page traffic, tool usage completion rates, email signups, and consultation inquiries. Engagement metrics such as time on page and repeat visits will also be tracked.

Success will be indicated by increased lead quality, higher engagement duration, and inbound inquiries referencing the AI co-creation experience.

(Kelston, n.d.)
Kelston Marketing

Kelston Vision Preview
December 2025

Robert Warren

Campaign Name

Kelston Vision Preview

Description
Kelston Vision Preview is a visual-forward campaign inspired by IKEA Place's AR utility model. While Kelston will not develop an AR app, the campaign adopts the same philosophy: reduce uncertainty by helping clients visualize outcomes before committing.
This campaign allows prospective clients to see what their future brand or marketing assets could look like through realistic mockups and previews. These may include sample social posts, website homepage concepts, landing page layouts, or campaign visuals tailored to the client's industry.
By transforming abstract marketing conversations into tangible previews, Kelston reduces friction in the decision-making process. This reinforces trust, builds confidence, and aligns with Kelston's positioning as a clarity-driven branding partner.

Marketing Objectives
1. *Increase conversion confidence for prospective clients*
2. *Reduce friction in the sales and onboarding process*
3. *Strengthen Kelston's premium, design-led positioning*
4. *Improve consultation-to-client conversion rates*

Specific Strategies / Tactics
Strategy: Visual Campaign Previews
Kelston will integrate visual previews into its consultation and lead generation process to help prospects understand potential outcomes.

Tactics:
- *Convert website visitors into consultation bookings*
- *Convert consultations into signed clients*
- *Reduce time from inquiry to contract*
- *Increase proposal acceptance rates*

Conversion Goals

- *Convert landing page visitors into AI tool users*
- *Convert AI users into email subscribers*
- *Convert engaged users into consultation requests*
- *Convert consultations into branding or marketing clients*

Measurement and Analytics Tools

Performance will be tracked through consultation bookings, proposal acceptance rates, and sales cycle length. Website analytics will monitor engagement with Vision Preview content. Success will be reflected in higher close rates, faster decision-making, and increased client satisfaction during onboarding.

6: Financial Data & Projections

Financial Data Projections

(Please Copy/Paste table to see better if not too visible)

Short-Form Video Campaign Financial Plan

Campaign Selected: Kelston Short-Form Studio (Organic Video)

Campaign Overview

This campaign leverages short-form video on Instagram Reels and LinkedIn video to increase brand awareness, drive website traffic, and convert viewers into consultation requests. The campaign is organic-first, with minimal paid spend used for boosting top-performing content.

This projected ROI demonstrates why short-form video is a high-impact channel for service-based brands like Kelston Marketing. The relatively low cost of organic video creation, combined with strong engagement and conversion potential, results in significant return even at conservative conversion rates. Short-form video also delivers compounding benefits through brand awareness, audience growth, and long-term discoverability that extend beyond immediate revenue.

Financial Planning Projections

Exposure & Traffic Funnel

Metric	Monthly Estimate	Explanation
Video Impressions	120,000	Organic reach from Instagram Reels and LinkedIn video
Engagement Rate	3.00%	Industry average for short-form video
Click-Through Rate (CTR)	1.20%	% clicking to website or profile link
Website Visitors	1,440	120,000 × 1.2%
Conversion Rate (Form Fill)	4.00%	Service-based benchmark
Leads Generated	58	1,440 × 4%
Close Rate	15%	Discovery calls → clients
New Clients	9	Rounded from 8.7

Revenue Projections

Revenue Item	Amount	
Average Client Value	$3,500	
Total Revenue	$31,500	
Calculation	9 clients × $3,500	

Campaign Costs

Cost Category	Monthly Cost	Notes
Video Production	$1,200	Shooting, editing, captions
Creative Strategy Time	$800	Planning, scripting, optimization
Paid Boosting	$500	Amplifying top-performing videos
Tools & Software	$200	Scheduling, analytics
Total Campaign Cost	$2,700	

ROI Calculation	ROI= Revenue-Cost/Cost x100	
Calculation	ROI= 31,500-2,700/2,700x100	ROI= 1,066%

Budget

The overall budget for the Kelston Short-Form Studio campaign is designed to support consistent organic short-form video production, strategic oversight, and limited paid amplification while accurately reflecting the true cost of execution. Although the campaign is primarily organic, real costs are assigned to internal labor and tools to ensure a realistic and complete financial plan.

The core campaign costs total $2,700 per month, which includes video production at $1,200 for shooting, editing, and captions; $800 allocated to creative strategy time covering planning, scripting, and optimization; $500 dedicated to paid boosting of top-performing videos to extend reach; and $200 for tools and software used for scheduling, analytics, and performance tracking. These costs represent direct, out-of-pocket expenses required to operate the campaign effectively.

In addition to these line items, internal labor that could otherwise be perceived as "free" is incorporated into the budget through the creative strategy allocation. This accounts for staff hours spent on campaign planning, content direction, optimization, and performance review. Including these labor costs provides a more accurate view of the campaign's true financial impact and ensures that ROI calculations reflect both monetary spend and human resources. By establishing a realistic monthly budget that includes production, labor, promotion, and tools, Kelston Marketing can confidently evaluate campaign performance, scalability, and long-term sustainability.

7: Evaluation, Control & Continuous Improvement

Evaluation, Control & Continuous Improvement

Kelston Short-Form Studio (Short-Form Video Campaign)

To effectively evaluate the performance of the Kelston Short-Form Studio campaign, a structured tracking and testing framework will be implemented using industry-standard analytics tools. Because this campaign relies primarily on organic short-form video distributed through Instagram Reels and LinkedIn video, the measurement strategy focuses on reach, engagement, website behavior, and conversion performance. Tracking these metrics ensures alignment with campaign objectives related to brand awareness, engagement, and lead generation

Tracking Methods and Tools

The campaign will be tracked using a combination of platform-level analytics and website analytics tools. Instagram Insights and LinkedIn Analytics will be used to measure video impressions, engagement rates, and click-through behavior. Google Analytics will track website traffic, session behavior, and conversion actions originating from short-form video content. When paid boosting is applied, Meta Ads Manager will be used to monitor performance and cost efficiency of promoted posts.

Testing will include A/B testing of video hooks, captions, call-to-action language, posting times, and video length. Performance data will be reviewed weekly to identify trends and optimize content accordingly.

- *Instagram Insights will be used to track impressions, engagement, saves, and video completion rates.*
- *LinkedIn Analytics will track video reach, engagement, and link clicks.*
- *Google Analytics will measure website sessions, traffic sources, user behavior, and form conversions.*
- *Meta Ads Manager will be used when boosting top-performing videos to track performance and cost efficiency.*
- *Manual CRM or spreadsheet tracking will be used to connect consultation requests to signed clients.*

Projected Outcomes and Success Indicators

The primary marketing objectives for this campaign are to increase brand awareness, drive qualified website traffic, and generate consultation requests. Success will be indicated by steady growth in video impressions and engagement, an increase in website sessions originating from social video, and consistent contact form submissions. A key success indicator is the conversion of short-form video traffic into qualified leads and new clients, supporting the campaign's projected ROI.

Secondary indicators include improved engagement rates over time, longer session durations on service pages, and repeat visits from users exposed to multiple videos. These metrics suggest growing brand familiarity and trust.

Optimization and Adjustment Strategy

If performance outcomes are favorable, Kelston will scale the campaign by increasing posting frequency, extending top-performing content themes, and allocating additional budget toward boosting high-performing videos. Successful video formats and messaging will be replicated and refined.

If outcomes are unfavorable, adjustments will include revising video hooks, simplifying calls to action, testing alternative captions, and adjusting posting times. Underperforming content will be paused, and insights from higher-performing videos will inform future iterations. This iterative testing approach ensures continuous improvement and alignment with campaign goals.

8: Resources & References

Resources

- *Chaves, L. (2025, August 14). 20+ interesting short form video trends & statistics (2025). Vidico. https://vidico.com/news/short-form-video-statistics/*

- *Canonical URL - free SEO tools. (n.d.). Siteguru. https://www.siteguru.co/free-seo-tools/canonical-url?url=https%3A%2F%2Fwww.kelstonmarketing.com*
- *Dixon, S. P. (n.d.). Integrity, Integrity Plus and Pro for Mac. Peacockmedia. https://peacockmedia.software/mac/integrity/*
- *Engine Scout. (2023b, November 29). What is external linking and is it good for SEO? https://enginescout.com.au/on-page-seo/external-links/*
- *(Free) AI powered market research tool. Optimo. (n.d.). Optimo. https://askoptimo.com/tools/market-research*
- *[GA4] Set up Analytics for a website and/or app – Analytics Help. (n.d.). https://support.google.com/analytics/answer/9304153?hl=en*
- *Google. (n.d.). Google Ads keyword planner. https://ads.google.com/aw/keywordplanner*
- *Google Trends. (n.d.). Trends. https://trends.google.com/trends/*
- *Hinchliffe, J. (2025, July 30). Why broken links are bad for your website and SEO and how to fix. Jane Hinchliffe – Squarespace website designer. https://janehinchliffe.com/blog/website-broken-links-bad-how-fix*
- *HotJar: Website heatmaps & behavior analytics tools. (n.d.). https://www.hotjar.com/*
- *Image ALT Checker Tool (100% free, unlimited, no signup). (n.d.). ContentForest. https://contentforest.com/tools/image-alt-checker*
- *Mosby, A. (2025, July 28). 20 short form video statistics 2025 (usage & trends). Yaguara. https://www.yaguara.co/short-form-video-statistics/*
- *Moz. (2025a, April 2). MOZ Local Listing Score | Free citation checker and local citation finder. https://moz.com/products/local/check-listing?reportId=06eff32d-4983-4120-b30c-fc9230597782*
- *Nicole, D., Infante, L., & Fogg, S. (2025, January 30). What is website architecture? (& how to improve it for SEO).Semrush Blog. https://www.semrush.com/blog/website-structure/*
- *OpenAI. (2025). ChatGPT (Feb 2025 version) [Large language model].*
- *OpenAI. (n.d.). ChatGPT. https://chat.openai.com/*
- *Organic search in GA4. (2025, March 18). GA4.com. https://ga4.com/organic-search-ga4*
- *Run a free website audit now. (n.d.). Semrush. https://www.semrush.com/lp/website-audit-1/en/?g_acctid=851-605-1869&g_campaign=US_SRCH_Site_Audit_EN&g_adid=739612793928&g_adgroupid=161526630905&g_network=g&g_adtype=search&g_keyword=free%20broken%20link%20checker&g_keywordid=kwd-351942323433&g_campaignid=21270371199&kw=free%20broken%20link%20checker&cmp=US_SRCH_Site_Audit_EN&label=site_audit&Network=g&Device=c&utm_content=739612793928&kwid=kwd-351942323433&cmpid=21270371199&agpid=161526630905&BU=Core&extid=&adpos=&matchtype=e&gad_source=1&gad_campaignid=21270371199&gbraid=0AAAAADiv3HRiswk4idTG4ymrag1fgYjuJ&gclid=Cj0KCQjw8KrFBhDUARIsAMvIApYId0GkEhLaWaKdquqUSybQ-lF5LjTjApwFWJKPHxbhfgTiYltbcsAaAnbFEALw_wcB*
- *Screaming Frog. (2024, October 31). Screaming Frog SEO spider website crawler. https://www.screamingfrog.co.uk/seo-spider/#*

- *Screaming Frog. (2025, February 28). Screaming Frog SEO spider website crawler.https://www.screamingfrog.co.uk/seo-spider/#features-single*
- *Semrush – online marketing can be easy. (n.d.-b). Semrush. https://www.semrush.com/?l=en&1740361980*
- *Social Blade social analysis. (2008). Social Blade. https://socialblade.com/*
- *SpyFu. (n.d.). Competitor keyword research tools for Google Ads PPC & SEO: Searchbloom.com.https://www.spyfu.com/seo/overview/domain?query=Searchbloom.com*
- *SpyFu – competitor keyword research tools for Google Ads PPC & SEO. (n.d.). SpyFu. https://www.spyfu.com/*
- *SpyFu – competitor keyword research tools for Google Ads PPC & SEO. (n.d.). SpyFu. https://www.spyfu.com/?gad_source=1&gad_campaignid=10779199902&gbraid=0AAAAAD_g0n6GEnaJTSVlHrdrnQXfEqS0u&gclid=CjwKCAjwmNLHBhA4EiwA3ts3maW-Ttg9x3btFRRR8GwwZ20RcgY2D01xfSu0f_A45aD4zmMLWOceTxoCjpUQAvD_BwE*
- *Stoy, L. (2024, February 2). Should you choose a flat or tree URL structure – LAZARINA STOY. LAZARINA STOY. https://lazarinastoy.com/flat-or-tree-url-structure/*
- *Team, B. (2025, February 13). Free keyword rank checker. Backlinko. https://backlinko.com/tools/rank-checker*
- *W3C link checker: https://www.kelstonmarketing.com/. (n.d.). https://validator.w3.org/checklink?uri=https%3A%2F%2Fwww.kelstonmarketing.com%2F&hide_type=all&depth=&check=Check*
- *WWW and non WWW redirect checker | Toolsaday. (n.d.). Toolsaday. https://toolsaday.com/seo/www-redirect-checker?*

References

- *Admin. (2025, April 6). How to measure how long someone stays on a website. Google Analytics Alternative. https://abralytics.com/how-to-measure-how-long-website-session-duration/*

- *Amazon Ads. (2025, April 14). How Osmo helped increase brand awareness with Amazon Ads [Video]. https://advertising.amazon.com/library/guides/marketing-funnel*

- *Banks, J. (2025, February 20). What are the benefits of local SEO? BrightLocal. https://www.brightlocal.com/learn/local-seo/introduction-to-local-seo/benefits-of-local-seo/#:~:text=It's%20important%20to%20keep%20the,space%20and%20make%20more%20sales*

- *Barnes Reports: Marketing Consulting Services Industry (NAICS 541613). (2025). United States marketing consulting services industry report (pp. 1–205). EBSCOhost. https://search-ebscohost-com.oclc.fullsail.edu/login.aspx?direct=true&db=bth&AN=180811755&site=bsi-live*

- *Barnhart, B. (2025, July 1). 31 Facebook statistics marketers should know in 2025. Sprout Social. https://sproutsocial.com/insights/facebook-stats-for-marketers/*

- *Black Propeller. (2025, August 7). Black Propeller – 5-star rated digital marketing agency. https://blackpropeller.com/*

- *Bowler, H. (2025, January 6). How should CMOs prepare for "anemic budget growth" in 2025? The Drum. https://www.thedrum.com/news/2024/12/17/how-should-cmos-prepare-anemic-budget-growth-2025*

- *CAN-SPAM Act: A compliance guide for business. (2025, July 22). Federal Trade Commission. https://www.ftc.gov/business-guidance/resources/can-spam-act-compliance-guide-business*

- *Coca-Cola invites digital artists to "Create real magic" using new AI platform. (2023, March 19). [Video]. https://www.coca-colacompany.com/media-center/coca-cola-invites-digital-artists-to-create-real-magic-using-new-ai-platform*

- *Collective Alternative. (n.d.). The importance of marketing as inflation settles. https://www.collectivealternative.com/the-importance-of-marketing-as-inflation-settles/*

- *Control. (2024, December 23). Southlake website design – RISE Local Agency | Dallas SEO website design | Texas online marketing. Rise Local Agency | Texas SEO Website Design | Texas Digital Marketing. https://www.riselocal.com/location/southlake-website-design/*

- *Creating a buyer persona: The essentials. (2024, November 19). Qualtrics. https://www.qualtrics.com/experience-management/product/create-buyer-persona/*

- *Dean, B. (2023). Google ranking factors: The complete list. Backlinko. https://backlinko.com/google-ranking-factors*

- *DeLegge, P. (2024, February 20). How AI is transforming marketing (2024). MarketingHire Marketing Job Board and Career Portal. https://marketinghire.com/career-advice/how-ai-is-transforming-marketing*

- *Dodds, D. (2024, August 13). Short-form video content: Capturing attention in the digital age. Forbes. https://www.forbes.com/councils/forbesagencycouncil/2024/03/19/short-form-video-content-capturing-attention-in-the-digital-age/*

- *Embroker Team. (2025, March 21). 70+ essential entrepreneur statistics in 2025. Embroker. https://www.embroker.com/blog/entrepreneur-statistics/*

- *Firework | 40+ short form video statistics: The jaw-dropping numbers you must know in 2024. (2025, June 6). Firework. https://firework.com/blog/short-form-video-statistics*

- *Forbes Coaches Council. (2025, February 26). 20 big challenges CEOs face in 2025 (and how to tackle*

them). Forbes. https://www.forbes.com/councils/forbescoachescouncil/2025/02/26/ 20-big-challenges-ceos-face-in-2025-and-how-to-tackle-them/

- *Forsey, C. (2024, September 5). The state of generative AI & how it will revolutionize marketing [New data + expert insights]. HubSpot. https://blog.hubspot.com/marketing/state-of-generative-ai*

- *Francescucci, A., McNeish, J., & Taylor, N. (n.d.). 4.4 Factors affecting the buying process. Pressbooks. https://pressbooks.library.torontomu.ca/marketing/chapter/4-4-factors-affecting-the-buying-process/*

- *Gartner. (2023). Marketing technology trends. https://www.gartner.com/en/marketing/insights*

- *Glenn Gow. (2025, April 10). A guide to common CEO challenges that you might face in 2025.https://www.glenngow.com/a-guide-to-common-ceo-challenges-that-you-might-face-in-2025-copy/*

- *Global CEO turnover index. (2025, April 3). Russell Reynolds Associates. https://www.russellreynolds.com/en/insights/reports-surveys/global-ceo-turnover-index*

- *Go, S., & Delano, M. (2024, September 27). What are KPIs? A guide to key performance indicators. Semrush Blog. https://www.semrush.com/blog/what-are-kpis/?g_acctid=851-605-1869&g_adid=736737064784&g_adgroupid=168155428701&g_network=g&g_adtype=search&g_campaign=US_SRCH_DSA_Blog_EN&g_keyword=&g_keywordid=dsa-2263819779759&g_campaignid=21962554712&kw=&cmp=US_SRCH_DSA_Blog_EN&label=dsa_pagefeed&Network=g&Device=c&utm_content=736737064784&kwid=dsa-2263819779759&cmpid=21962554712&agpid=168155428701&BU=Core&extid=174343135473&adpos=&matchtype=*

- *Google. (2023). How people use mobile search. Think with Google. https://www.thinkwithgoogle.com/consumer-insights/mobile-search-behavior/*

- *Google Ads Consultant Jason Rothman | Work with a Google Ads expert. (2022, February 26). Rothman PPC. https://rothmanppc.com/*

- *Harvard Business Review. (2019, January). How founders can scale their companies. https://hbr.org/2019/01/how-founders-can-scale-their-companies*

- *Hatami, H., & Segel, L. H. (2022, November 17). What matters most? Six priorities for CEOs in turbulent times.McKinsey & Company. https://www.mckinsey.com/capabilities/strategy-and-corporate-finance/our-insights/what-matters-most-six-priorities-for-ceos-in-turbulent-times*

- *Home – Think Cre8tive | Dallas digital marketing agency. (2024, February 20). Think Cre8tive. https://thinkcre8tive.com/*

- *Hotjar. (n.d.). The marketing funnel: Stages, strategies, & how to optimize. https://www.hotjar.com/marketing-funnel/*

- *How to write an inspiring content marketing mission statement [Examples]. (2022, January 20). Content Marketing Institute. https://contentmarketinginstitute.com/articles/create-content-mission-statement/*

- *IBISWorld. (2024). Advertising agencies in the U.S. (Industry Report 1545). https://www.ibisworld.com/united-states/industry/advertising-agencies/1545/*

- *Isador, G. (2025, April 2). 20 surprising entrepreneur statistics to know in 2025. North One Blog. https://www.northone.com/blog/small-business/entrepreneur-statistics*

- *Jensen, C. (2025, July 7). Search engine marketing agency – top rated SEO & PPC management services. Searchbloom. https://www.searchbloom.com/*

- *Kelston – brand development and marketing studio — Kelston | Marketing and Branding Studio in Southlake, TX. (n.d.). Kelston | Marketing and Branding Studio in Southlake, TX. https://www.kelstonmarketing.com/services*

- *Kelston | Marketing and Branding Studio in Southlake, TX. (n.d.-b). Kelston | Marketing and Branding Studio in Southlake, TX. https://www.kelstonmarketing.com/*

- *Kelston Marketing. (n.d.). About Kelston Marketing. https://www.kelstonmarketing.com/about*

- *Kelston Marketing. (n.d.). Kelston | Marketing and Branding Studio in Southlake, TX. https://www.kelstonmarketing.com/*

- *Kendall, S. (2025, September 16). Brand awareness: What it is and strategies to improve it. Sprout Social. https://sproutsocial.com/insights/brand-awareness/*

- *Khan, F. (2024, January 3). How to write a PPC proposal that converts [Free template]. AgencyAnalytics. https://agencyanalytics.com/blog/ppc-proposal*

- *Kilic, A. (2021). The impact of entrepreneurial mindset on the purchasing behavior for online self-development courses.ResearchGate. https://doi.org/10.13140/RG.2.2.27997.74722*

- *Kothari, R. (2023, May 23). Full service digital marketing agency – Ronkot. Ronkot. https://www.ronkot.com/*

- *KPMG, IBM, Transwestern, Harding, S., Cheetham, K., PwC, & Meissner, L. (n.d.). 6 top CEO priorities and how to address them. Workday. https://www.workday.com/content/dam/web/en-us/documents/feature-stories/feature-story-ceo-care-about.pdf*

- *Kramer, J. (2024, May 8). How to write a mission statement in 5 steps – with examples. Wix Blog. https://www.wix.com/blog/how-to-write-a-mission-statement*

- *Larrison, B. (2025, February 4). Digital advertising regulation in 2025: What marketers need to know. Basis Technologies. https://basis.com/blog/digital-advertising-regulation-what-marketers-need-to-know*

- *Launch of new IKEA Place app – IKEA Global. (n.d.). IKEA. https://www.ikea.com/global/en/newsroom/innovation/ikea-launches-ikea-place-a-new-app-that-allows-people-to-virtually-place-furniture-in-their-home-170912/*

- *Lucky Shamrock (similar) color | 4a787d. (n.d.). https://icolorpalette.com/color/4a787d*

- *Mallard Agency | branding & marketing in Dallas–Fort Worth. (n.d.). https://www.mallardagency.com/*

- *Mallard Agency. (n.d.). Branding & marketing in Dallas–Fort Worth. https://www.mallardagency.com*

- *Mallard | creative and strategic marketing agency. (n.d.). https://www.mallardagency.com/about*

- *McCormick, K., & McCormick, K. (2025, January 7). 76 perspective-broadening stats about diversity & inclusion in marketing for 2025. WordStream. https://www.wordstream.com/blog/ws/2023/02/27/diversity-inclusion-marketing-statistics#:~:text=Some%2059%25%20of%20consumers%20polled,in%20online%20advertising%20(Facebook).*

- *McKinsey & Company. (2022). Marketing in times of economic uncertainty. https://www.mckinsey.com*

- *McNair, A., & McNair, A. (2024, August 1). An introduction to partnership marketing. Hinge Marketing. https://hingemarketing.com/blog/story/an-introduction-to-partnership-marketing*

- *Morgan, A. (2025, March 21). 15 characteristics of successful entrepreneurs in 2025. One Education. https://www.oneeducation.org.uk/characteristics-of-successful-entrepreneurs/*

- *Moz. (2025, August 13). The essential local SEO strategy guide. Moz. https://moz.com/local-seo-guide*

- *Newberry, C. (2025, August 13). Engagement rate benchmarks and formulas: 2025 update. Hootsuite. https://blog.hootsuite.com/calculate-engagement-rate/*

- *Office, U. C. (n.d.). What is copyright? U.S. Copyright Office. https://www.copyright.gov/what-is-copyright/*

- *Ozturkcan, S. (2020). Service innovation: Using augmented reality in the IKEA Place app. Journal of Information Technology Teaching Cases, 11(1), 8–13. https://doi.org/10.1177/2043886920947110*

- *Parsons, J. (2024, August 12). Eight reasons blogging is a worthwhile investment for businesses. Forbes. https://www.forbes.com/councils/forbesbusinesscouncil/2021/04/28/eight-reasons-blogging-is-a-worthwhile-investment-for-businesses/*

- *PayScale. (n.d.). Small business owner / operator salary in 2025.https://www.payscale.com/research/US/Job=Small_Business_Owner_%2F_Operator/Salary*

- *Peek, S. (2024, December 18). Starting an advertising agency. business.com. https://www.business.com/articles/starting-an-advertising-agency/*

- *Phelan, D. (2025, February 9). When will TikTok be back on iPhone now it's returned for Android phones? Forbes. https://www.forbes.com/sites/davidphelan/2025/02/09/when-will-tiktok-be-back-on-iphone-now-its-returned-for-android-phones/*

- *RankNow Marketing. (2023, February 18). Digital marketing agency Southlake, TX | Rank Now Marketing.https://ranknowmarketing.com/*

- *RiseLocal. (n.d.). Digital marketing services. https://www.riselocal.com*

- *Rodenhausen, D., Yu, R., Sponseller, T., Scarpa, P., Leon, H., Moiño, J. P., Elbert, V., & Baker, J. (2025, February 4). The blueprint for AI-powered marketing. BCG Global. https://www.bcg.com/publications/2024/blueprint-for-ai-powered-marketing*

- *Romero, I., & Romero, I. (2025, December 1). 2024 short-form video study: Comparing Shorts, Instagram Reels, Facebook Reels and TikTok videos. Metricool. https://metricool.com/short-form-video-study/*

- *Ronkot. (n.d.). Brand strategy & design. https://www.ronkot.com*

- *Saldanha, T. J., Mithas, S., & Krishnan, M. S. (2018, March). Why most branded apps fail. Harvard Business Review. https://hbr.org/2018/03/why-most-branded-apps-fail*

- *Sheikh, M. (2025, February 24). Social media demographics to inform your 2025 strategy. Sprout Social. https://sproutsocial.com/insights/new-social-media-demographics/*

- *SimpleTexting. (2023). SMS open rates and engagement statistics. https://simpletexting.com/blog/sms-open-rates/*

- *SimilarWeb. (n.d.). SimilarWeb identity: Kelstonmarketing.com.https://pro.similarweb.com/#/digitalsuite/websiteanalysis/overview/website-performance/*/999/3m*

- *Siregar, N. (2025, July 16). Essential blogging statistics: Trends, tips, and insights 2025. Hostinger Tutorials. https://www.hostinger.com/tutorials/blogging-statistics*

- *Spells, S. (2025, September 26). Inside Duolingo's TikTok playbook: 850M organic views and 143 videos hitting 1M+ views. Startup Spells. https://startupspells.com/p/duolingo-tiktok-playbook-850m-views-143-viral-videos*

- *Sprout Social. (2023). How social media algorithms work. https://sproutsocial.com/insights/social-media-algorithms/*

- *Sprout Social. (2023). Mobile-first social media strategy. https://sproutsocial.com/insights/social-media-and-mobile/*

- *Statista. (2024). Share of website traffic coming from mobile devices. https://www.statista.com/statistics/277125/share-of-website-traffic-coming-from-mobile-devices/*

- *Stephanie Cross. (n.d.). [LinkedIn page]. LinkedIn. https://www.linkedin.com/in/stephanierotherycross/*

- *Team, A. C. (n.d.). Partnership marketing — what it is, why it's so popular, and how to do it. Adobe. https://business.adobe.com/blog/basics/partnership-marketing-guide*

- *Tomasis, R. (2025, September 29). 16 email marketing tips to drive better campaigns. Wix Blog. https://www.wix.com/blog/email-marketing-tips*

- *Tradition Agency. (2025, June 9). Bespoke website development and search engine optimization. https://tradition.agency/*

- *United States Census Bureau. (n.d.). QuickFacts: Southlake city, Texas; United States.https://www.census.gov/quickfacts/fact/table/southlakecitytexas,US/PST045224*

- *Unknown. (n.d.). Performance appraisal planning 2016–2017 SMART goals: A how to guide.https://www.ucop.edu/local-human-resources/_files/performance-appraisal/How%20to%20write%20SMART%20Goals%20v2.pdf*

- *Von Hoffman, C. (2025, April 18). AI and marketing: What the stats show. MarTech. https://martech.org/ai-and-marketing-what-the-stats-show/*

- *5 best B2B social media channels to drive growth for software marketers. (n.d.). Gartner. https://www.gartner.com/en/digital-markets/insights/b2b-social-media-channels-for-software-marketers*