

# REMOTE DUDE

Your Branding & Digital Marketing Dude



## WHAT WE DO FOR YOU



REMOTE DUDE



# WELCOME

WE ARE HAPPY YOU'RE HERE

Remote Dude knows that brand development and stellar marketing requires a focus on doing right by the consumer in order to truly stand out in the market. Profit, growth and recognition evolve naturally and fluidly from this place of integrity and uncompromising, unflinching design. We truly enjoy translating marketing strategy into successful, unwavering, design systems that captivate and continue to entice audiences. We work with proficiency and discipline. Applying our academic and psychological understanding of communications, to all projects, ensuring that inspired visuals are complimented by proven strategies.



# EXPECTATIONS

## STANDARDS WE UPHOLD

We work collaboratively with an open mind and sense of adventure, to create the most precise design frameworks, systems, and strategies. We serve our clients proudly with the utmost respect, integrity and consistency. Your success is our motivation. The results-driven formulas we employ are built from our passion for authentic communication, engaging storytelling and relevant beautiful design. To keep you on the cutting-edge, and evolving with your audience.



**CUSTOM BUILT STRATEGY & DESIGN SOLUTIONS  
ENGAGE YOUR TARGET AUDIENCE**

**INSPIRED DESIGN & EFFECTIVE COMMUNICATION  
ESTABLISH CORE CLIENTS & PROFIT**

**ADAPTABLE & CONSISTENT BRAND IDENTITY  
SUSTAIN BRAND LONGEVITY & GROWTH**



# HELLO FROM THE TEAM



Joshua and Mia began a creative collaboration in 2020. They've been working seamlessly together with a multitude of clients from all over the globe ever since. Joshua's empathetic design sensibilities, coupled with his environmental ethos, and social consciousness, has fostered long-term creative partnerships with like-minded people. Business owners and Brands that seek to make a positive impact with their own unique contribution. Mia's storytelling passion, strategic detail-oriented mindset, and innate eye for timeless style, provides a harmonious, robust approach, to Remote Dude's creative output. This is a partnership that is an intuitive and balanced meeting of the minds, challenging, evolving and motivating, authentic marketing and producing work of the highest calibre. Remote Dude is a collective, that enjoys client relations and the design process in equal measure. Both Mia and Joshua, operate from the heart, bringing themselves completely to every project, in order to deliver above and beyond for their clients' vision.



# OUR STORY

WHERE WE HAVE BEEN  
& WHERE WE ARE GOING...

2020

Remote Dude is Founded

After graduating with MA's in Media & Communications, and English Literature respectively, Joshua and Mia formed a partnership based on their expertise in marketing psychology, brand design and the written word. Their first clients, were bespoke luxury businesses based in the London neighborhoods, Notting Hill and Chelsea.

2021

Remote Dude is Global

After graduating with MA's into a global lockdown, Joshua and Mia took their own advice and developed a brand strategy to reach as many global clients as possible. They continue to proudly serve, businesses based in Hong Kong, Los Angeles, London, France and New York.

2022

Remote Dude is Strategic

After two years serving small business, Joshua and Mia gained invaluable experience in branding, and luxury retail design sectors. Yet global unrest reinforced the need to create design frameworks rooted in consistent, engaging and effective communication. A strategy of authenticity. Remote Dude shifted it's focus to develop highly tailored and results driven solutions for each client, to serve their specific niche and market.

2023

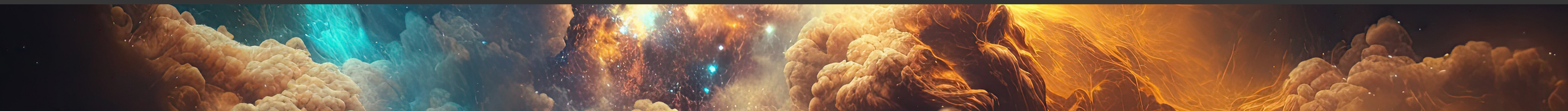
Remote Dude is Collaborative

As Remote Dude grew, Joshua and Mia now boasted a specific set of skills, useful to tackle a fickle market. Their understanding of global audiences, earned them partnerships with high profile agencies. Remote Dude now collaborated on evergreen branding, corporate marketing, and industry defining campaigns. Projects that reinforced strategies universally successful for business big and small.

2024

Remote Dude is Evolving

Remote Dude continues to expand with a variety of clients across a multitude of industries. Highly effective and beautiful design, inspired strategy and uncompromising personalised service continues to be our focus, as we help our clients tell their best story.





# YOUR BRAND MATTERS

## BRAND ESSENCE



In the world of brand development, authentic and well crafted strategy is the foundation for long term success. A comprehensive brand is positioned to maintain and develop an adaptable and sustainable relationship with its audience and consumer base. Longevity is the by product of vitality. Brand Strategy is crucially linked to this idea of essence, energy and vitality.

We are of the belief that every persons contribution is of value. We do not prescribe to the idea that the digital world is oversaturated. This is an exciting new era, that has the potential to redefine our connection to one another and the planet we share. There is no race or competition. Its not about standing out, its about creating value and connection. The more life affirming, and energised your brand is, the more creative and inviting your brand strategy becomes.

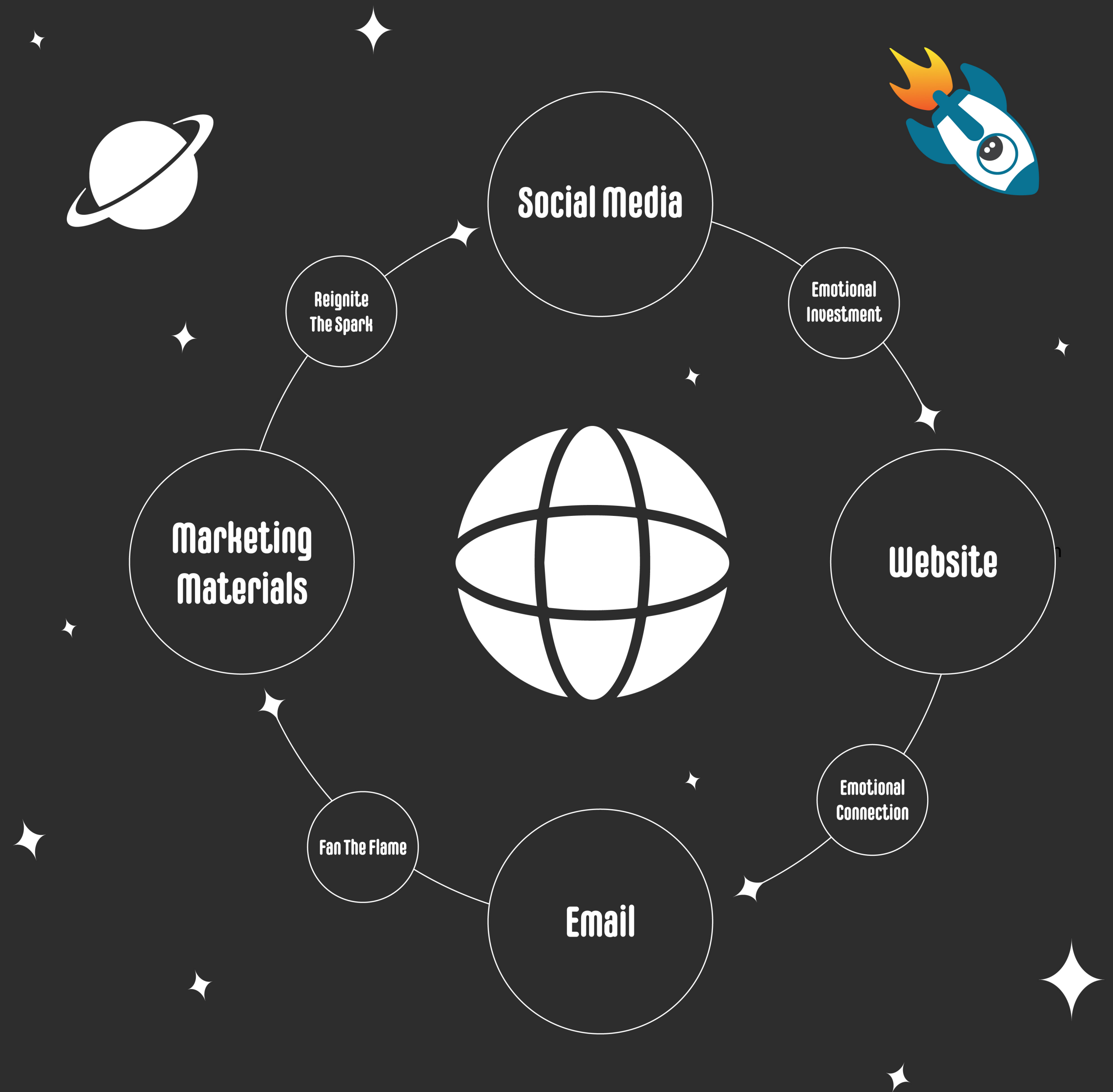
Brand Messaging, Brand Guidelines, Brand Logo, Brand Visuals, and Brand Presence, are not the roadmap to a strong identity. This is a checklist of essential components. The aesthetic, delivers on a promise the brand is already delivering. Each component of one's brand identity needs to reiterate and re-energise the brands essence. Keep delivering this energy exchange, and you will keep evolving.





# Brand Solar System

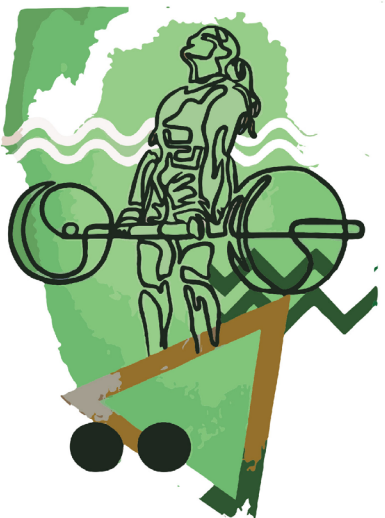
At Remote Dude, we see our brand solar system as an interconnected web of digital touch points that continuously feed each other vital information. Each touch point serves an invaluable purpose when utilised correctly. Social media engages your target audience. It is the hub for your brand's essence. This essence negotiates the relationship between you and your client. Your social media strategy strives to create emotional investment from your clients. Meaning, likes, follows and shares, takes your audience on a journey to purchase. E-commerce success is directly linked to the power of your clients' emotional investment in your brand. At Remote Dude we do this through the art of story-telling, design solutions and brand mythology. Enriching the relationship and the user-experience. Ideally your target audience will continue to orbit your brand solar system, enjoying the journey repeatedly and the universe you have created for them.






# OUR SERVICES

WE PROUDLY OFFER YOU



**WE ARE MOTIVATED BY  
STRONG HEARTS  
COMMUNITY SPIRIT  
AND PROGRESS**



**500+**

## BRAND STRATEGY

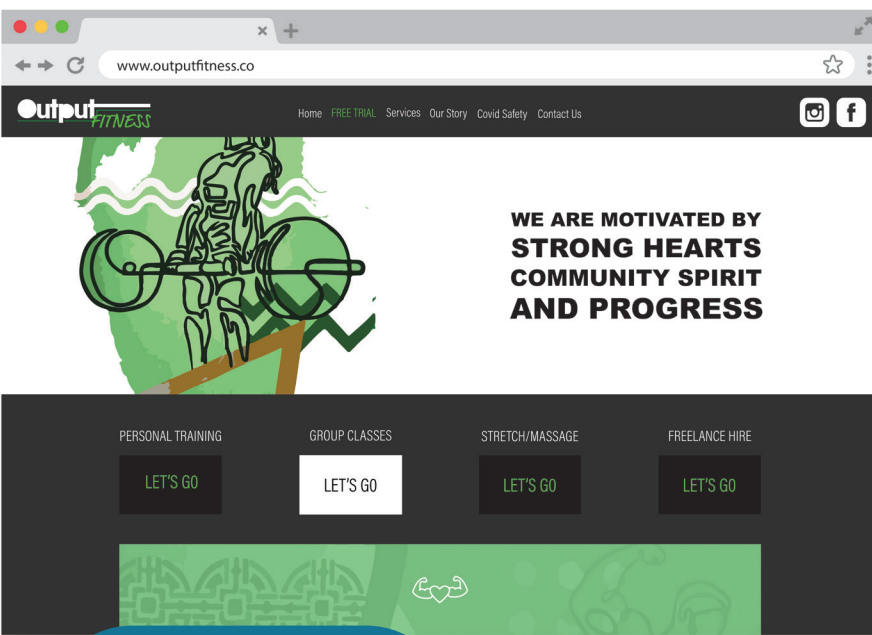
We formulate strategy based upon academic methods, and psychological components. We tailor and structure a precise framework unique to your brand, and your current goals. This is an involved and highly researched process, that serves as the foundation for the design framework. Every visual has a purpose, and serves a higher function for your business. The beauty is in the details.



**1,000+**

## VISUAL IDENTITY

We create Logo & Brand Visuals, Colour Scheme, Typography, Templates, Highlights and more. Your brand's visual identity can be developed in conjunction with your current marketing strategy or developed as part of a rebrand, to create design solutions. Such as entice a wider audience, profit via e-commerce, or collaborate with other brands. The design process is highly personalised and impeccably crafted to suit your specific taste, aesthetic and brand needs.



**2,500+**

## WEBSITE DESIGN

We develop websites that are modern, stylised and interactive. Utilising brand strategy and brand identity harmoniously to engage target consumer and promote a profitable user-experience. This is not just aesthetic, but also designed to be highly effective and functional. A website that promotes your services, tells your story and has purchasing & booking capabilities. All while, embracing a compelling visual narrative.





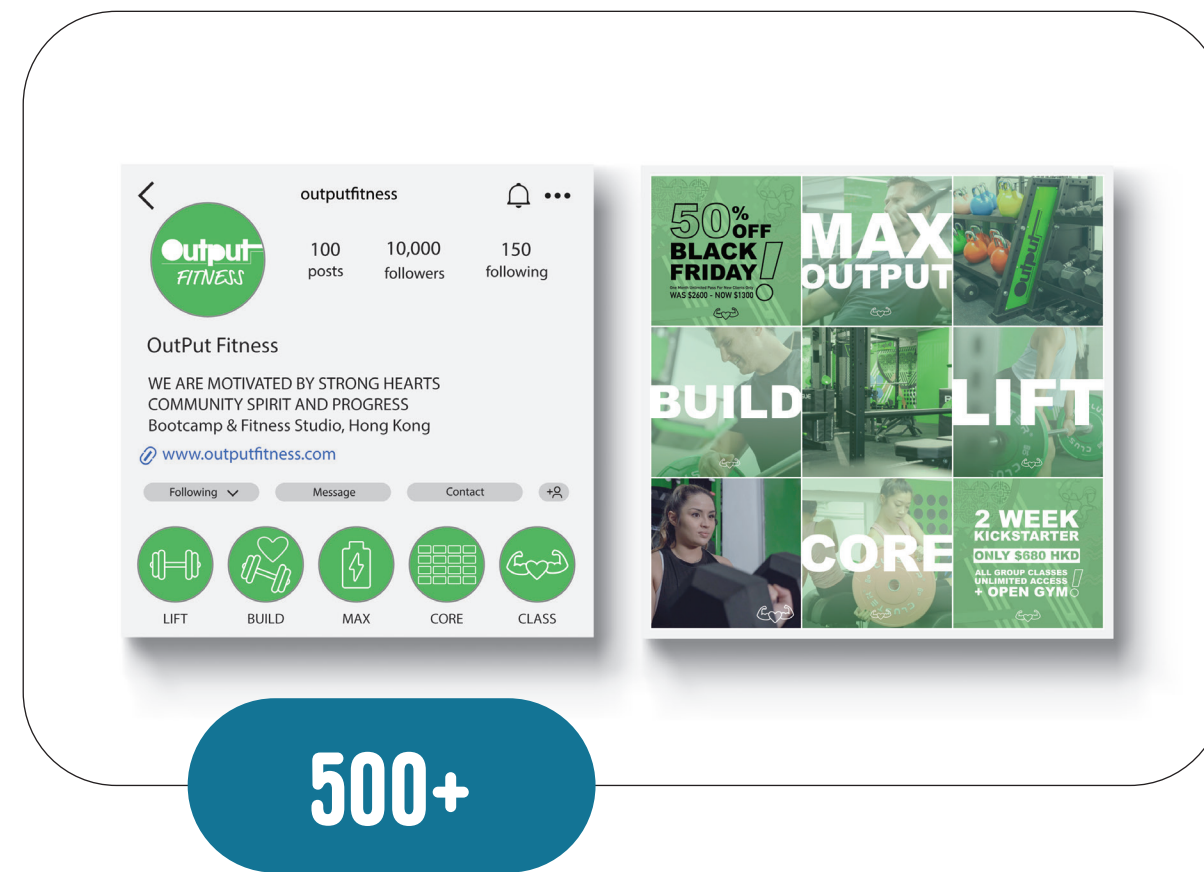
# OUR SERVICES

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## SOCIAL DESIGN

We create content templates for your social media platforms, Instagram, Facebook, TikTok, Twitter, and more. This includes posts and story templates, highlight icons, profile images, adaptable graphics, and other visuals to provide the framework for you to run your own accounts, with a streamlined design approach and intelligent strategy.



## SOCIAL MANAGEMENT

We can manage your socials, strategy development, content creation, posting schedules, cross platform promotion, and generate user engagement for your brand, with our monthly maintenance package. Taking the guess work out of when you should post, how often, and why. We implement specific strategies tailored to your business goals.



## MARKETING MATERIALS

We create all media materials for the promotion of your products, services, events and launches. This includes print materials like posters, flyers, business cards and brochures, to digital content like website banners, email flyers, e-invites and advertising. Anything you need to market your business, we got it covered.





# Package Options

MONTHLY BRAND MANAGEMENT



## Social

**£500** Per platform

- ✓ Profile Branding
- ✓ Content Creation
- ✓ User Engagement
- ✓ Cross Platform Promo
- ✓ Brand Strategy

## Materials

Print & Digital

**£ 200+**

- ✓ Signage
- ✓ Promotional
- ✓ Campaign
- ✓ Merchandise
- ✓ Professional

## Email

**£ 200+**

- ✓ Email Marketing
- ✓ Newsletters
- ✓ Promotional
- ✓ Informative
- ✓ Campaign

## Blog

**£ 200+**

- ✓ Brand Story
- ✓ Brand Voice
- ✓ Brand Messaging
- ✓ Industry insights





# Package Options

ADDITIONAL BRAND MANAGEMENT

## WEB

**£50** Per Hour

- ✔ Website Updates
- ✔ Layout Edits
- ✔ Functional Edits
- ✔ Webcopy Edits
- ✔ Image Edits

## E-COM

**£50** Per Hour

- ✔ Shop Updates
- ✔ Captions Edits
- ✔ Product Edits
- ✔ Image Edits
- ✔ Promo Banners
- ✔ Functional Edits

## Strategy

**£150** Per Hour

- ✔ Consultations
- ✔ Marketing Strategy
- ✔ Brand Strategy





# INVESTMENT PLAN



All Projects

**50%**

First Installment

**25%**

Second Installment

**25%**

Third Installment

Monthly Package

**100%**

First of the month





# Workflow

## HOW WE DO THINGS

Projects are completed in stages, and we like to take our time with each client, working to deadlines that suit your needs and reach your goals on time. This is an example of our typical productivity flow.



01

02

03

04

05

06

Discovery Meeting &  
Project Timeline EST.

Personalised Research  
for your specific needs.

Development of  
Brand Strategy

Development of Visuals  
& Brand Assets

Final Production

Gathering Feedback  
& Next steps





# PROMISES TO OUR CLIENTS

Your business is something we truly value. We are grateful that you have chosen us to partner with you on your digital marketing journey. We work tirelessly so your digital presence works for you.

**01**

**EXPERT TEAM &  
GUIDANCE**

**02**

**TRANSPARENT &  
COLLABORATIVE  
PROCESS**

**03**

**SUCCESSFUL DESIGN  
FRAMEWORKS**

**04**

**RESULTS DRIVEN  
EFFECTIVE STRATEGY**

**05**

**ELEVATED SOCIAL  
MEDIA PRESENCE**

**06**

**UNBEATABLE CUSTOM  
BUILT SERVICE**



# Q&A

## **How does Remote Dude tailor my chosen package to my specific business needs?**

We are inquisitive, attentive and detail oriented. Before deciding on a strategy, we first ascertain key defining qualities of your brand. What makes your business unique, what makes your client base unique, and what is your core message. This process is a little bit magic and a lot of fun.

## **What do you require before starting a project?**

An agreed upon proposal, timeline and 50% investment.

## **Is all your work showcased on your website?**

No our portfolio is extensive. Some clients have us under NDA. We cannot share all our work, but have provided a sample of our skill base.

## **Can I book a marketing strategy package only?**

100%. We are happy to provide a strategy as a template for your current team to utilise.

## **How does Remote Dude communicate with clients?**

We are attentive and adapt to your schedule. We can meet in person (location allowing), via zoom calls, over email and whatsapp. No project begins without an agreed upon timeline. Weekly meetings are booked until your project is complete or decided upon as part of your monthly package. We pride ourselves on clear and open communication.

## **What types of industries do you work with?**

We work across all industries, high fashion, luxury retail, fitness, self-help, nonprofit, food and beverage and more.

## **Would Remote Dude include the client in the creative process?**

Yes, We are highly collaborative. We welcome your inspirations, ideas, dreams and feedback.

**Have more  
questions?  
Reach out  
Anytime**



**THANK  
YOU!**



[www.remoteduude.com](http://www.remoteduude.com)