



MARKETING DESIGN STRATEGY

rates, services and packages

2020 - 2021



kim maslin -
Digital Technologies Educator

Hi there, I'm Kim Maslin

I'm a Digital Technologies Educator & Coach who has spent the last 11 years teaching people ages five to 85 how to use technology in effective and efficient ways.

I'm also the author of the children's cyber safety book series, The Tweeting Galah.

I love being creative, and as someone who cannot sing, dance or paint, I have found graphic design to be the perfect outlet for my creativity!

Over the years, I developed my skills through a range of roles. I spent many years working "in-house" at different organisations, creating all their design & marketing materials - from brochures, to social media graphics, to bookmarks to 4 metre signage! I have developed the branding and website for my own business, as well as the layout for the four children's books I have self-published. For a number of years I have provided graphic design and digital marketing services, and I also run regular training sessions for business owners.

I look forward to providing you with the tailored support needed to better understand your graphic design software and marketing strategy, so you can create professional content that "wows" (and converts!) your customers.

To book one of my coaching sessions please visit:

www.kimmaslin.com/coaching



kim@kimmaslin.com





MARKETING DESIGN STRATEGY

Once-Off Session

Perfect for those working on their marketing design and in need of some quick feedback or advice. During a 1-hour session we can go through how to use graphic design or social media programs, discuss your marketing materials, review your systems and basically just make sure that you're feeling comfortable with where your brand and marketing is heading and answer any niggling questions you have.

Some popular topics covered during a once-off session:

How to use ...

- Adobe InDesign
- Adobe Photoshop
- Facebook Pages
- Instagram

Marketing Design Strategy ...

- General design principles
- Branding for your business
- Feedback on existing design work & strategy
- Setting up your templates and streamlining your systems

Before the Session

You will be asked to complete a short discovery form when you book your session. This will give me an idea of what type of support you require, helping me best prepare for our session.

During the Session

Our coaching session will take place over Zoom (unless you are lucky enough to live in Esperance, Western Australia! In which case we can arrange to meet in person). The session will run for up to **1 hour**. These sessions are casual, and guided by your needs and questions.

After the Session

Following our session I will email you a summary of what we covered for your reference.

Total Price for 1 hour session: \$250 (AUD)

To book please visit - www.kimmaslin.com/coaching



MARKETING DESIGN STRATEGY

Strategic Support

Regular 1.5-hour support sessions for those looking for more accountability, support and guidance.

Together, we ensure your marketing materials and strategy are suitably aligned with your overall business goals, identifying practical ways to build upon what you have already begun. There's also an emphasis on templates and systems to make your marketing efforts more efficient and effective.

Before the Session

You will be asked to complete a short discovery form when you book your first session. This will give me an idea of what type of support you require, helping me best prepare.

During the Session

Our coaching session will take place over Zoom (unless you are lucky enough to live in Esperance, Western Australia! In which case we can arrange to meet in person). Each session will run for up to **1.5 hours**.

Our first session is all about you - what drives you, where you are at in your business and where you want to go. From here, we can identify the challenges you are facing in your marketing/design/strategy and set some goals.

Each of our regular strategic sessions will begin with a review of the successes and challenges you faced since we last met, before focusing on practical learning and strategic objectives - whether that's discussing ways to market your latest product, analysing the effectiveness of materials you've been working on, practicing how to use a particular design program or social media platform, developing and reviewing your marketing strategy or setting up templates and systems to help you get things done quicker. We will end each session by setting some clear tasks for you to complete before our next session.

After the Session

Following our session I will email you a written summary of what we covered in the session, as well as the goals we have set for you before the next session!

Minimum booking 3 sessions

Price per 1.5 hour session: \$350 (AUD)

To book please email kim@kimmaslin.com



Group Training Sessions

I offer face-to-face group training sessions for organisations who have a number of participants wanting to upskill. These training sessions are hands-on, with participants having the opportunity to learn how to use:

Adobe InDesign

Adobe Photoshop

Facebook

Instagram

YouTube

I have a tried and tested structure for walking participants through the basics (and advanced) features of these programs. However, sessions are always flexible and can be tweaked and tailored to ensure we cover exactly what participants need to know when they go back to their desks to complete their weekly tasks. Prior to the session I will discuss with you the nature of their design work, so I can prepare accordingly.

2 hour session: \$600 (AUD)

Please note

I am based in Esperance, Western Australia. There may be an additional travel fee if you would like me to deliver face-to-face training outside of Esperance.

Webinars are an option!

“Workshop was brilliant. Lovely, approachable and personable trainer plus relevant topics and useful tips”



To book please email kim@kimmaslin.com

GROUP TRAINING



GRAPHIC DESIGN SELF-PACED SERVICES

Pre-made and Self-paced



40+ PowerPoint Bundle {Editable Templates}

Download my 40+ fully customisable PowerPoint templates for Course Creators. Includes everything from social media graphics, to worksheets to course summaries. Everything you need is ready to go - simply update the words and images.

Includes training video and lifetime access!



InDesign for Entrepreneurs {Course}

Designed specifically for the needs of entrepreneurs, small business owners and content creators. Follow my step-by-step course and learn how to use InDesign to create fully customised, professional designs which will wow your customers. Includes video lessons, written instructions and downloadable templates.