

Your creative
services support
partner

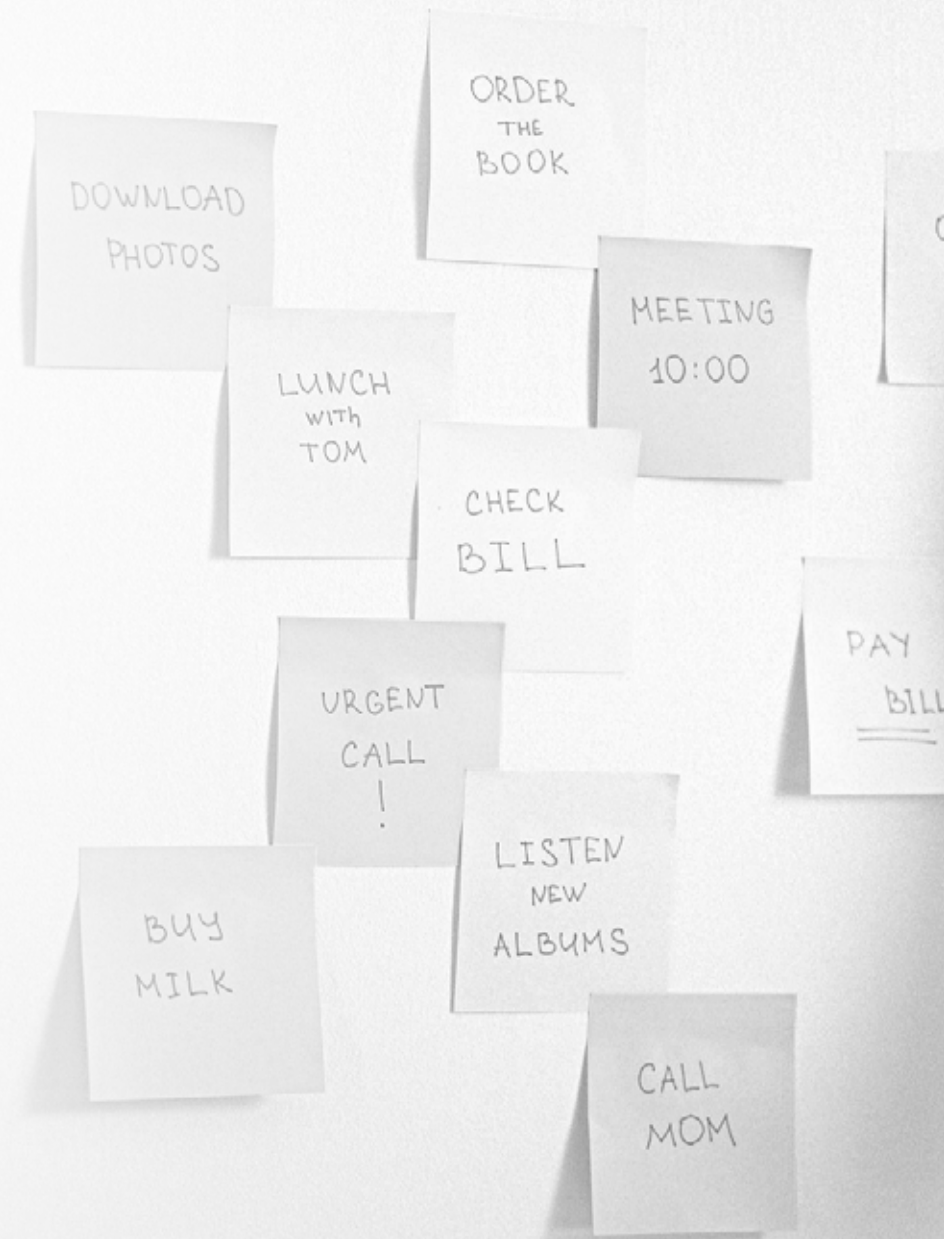
BoldMarkup



What are you doing
today, to make your
business better?



Identify the essential
plans and decisions
you need to make
today.



We are your partner* when you need support and assistance

* Our collaboration begins with a simple contact and will lead to a mutual and fruitful business relationship.

BoldMarkup Ventures



Who we are

Boldmarkup Ventures is a graphic design, brand and marketing company in Community 19, Lashibi, Accra - Ghana.

We help you to achieve your day to day business objectives by supporting you to design, brand and market your business.

We are an extension of your business providing

- Virtual assistance
- Graphic design services
- Website design and development
- Bulk Sms marketing services

A problem worth solving

Lack of expertise:

As a business owner, you may not have the skills needed to create professional-quality designs. Poor designs fail to effectively communicate your business's message.

Time constraints:

As a business owner, you have many competing demands on their time, and may not have the time to devote to creating or managing graphic design projects.

Inconsistent branding:

Your business may be struggling to maintain consistent branding across all of your graphic design materials. This can create confusion and dilute the impact of your business's marketing efforts.

Our Process*

* Let us delight you with a story ...

BoldMarkup Ventures



Samantha and John were two bright accounting graduates from the University of Cape Coast.

After graduation, they both landed jobs at a big accounting firm, where they learned the ins and outs of the industry. But after a few years, they realized that they wanted something more. They wanted to start their own company.

So, with a lot of hard work and determination, they started their own accounting firm. They focused on providing personalized services to their clients, something that they felt was lacking in the industry. They wanted to be more than just number crunchers; they wanted to be advisors and partners to their clients, helping them access money / capital to grow their business.



Their journey was not without its challenges. They had to compete with the established firms in the market, many of whom had been around for decades. They also had to navigate the ever-changing regulations and laws that governed the accounting industry. But they were determined to succeed.

Their dedication paid off, and soon they had a loyal client base that appreciated their personalized approach and services. Their reputation grew, and they were soon being recognized as one of the top accounting firms in the city.



One of the key contributors to their success was their team. Samantha and John knew that they couldn't do everything on their own, so they hired the best people they could find.

They looked for individuals who shared their values and who were passionate about helping people. Together, they created a culture of excellence, where everyone was encouraged to learn and grow.





As Samantha and John's accounting firm continued to grow, they realized that they needed a new brand identity, an impactful brand strategy and a company to manage their design assets. They turned to BoldMarkup.

After a meeting with Samantha and John, BoldMarkup understood their vision for the company and worked closely with them to create a comprehensive brand strategy. They started by conducting market research and analyzing the competition. Based on their findings, they developed a brand identity that was unique, memorable, and aligned with Samantha and John's values.

Old Logo

Once the brand strategy was in place, BoldMarkup went to work on designing the visual assets.

BoldMarkup created a logo that was modern and sophisticated, with a color scheme that reflected the firm's personality.



Simple Business Finance is an accounting firm. They are focused on providing personalized services to their clients, something that they felt was lacking in the industry.

Simple qualities people associate with
Simple Business Finance

Brand Personality

1. Friendly
2. Reliable
3. Honest
4. Ambitious
5. Innovative

Brand Attributes

1. Quality Service
2. Trustworthy
3. Sound Finance Advisers

Aspiration

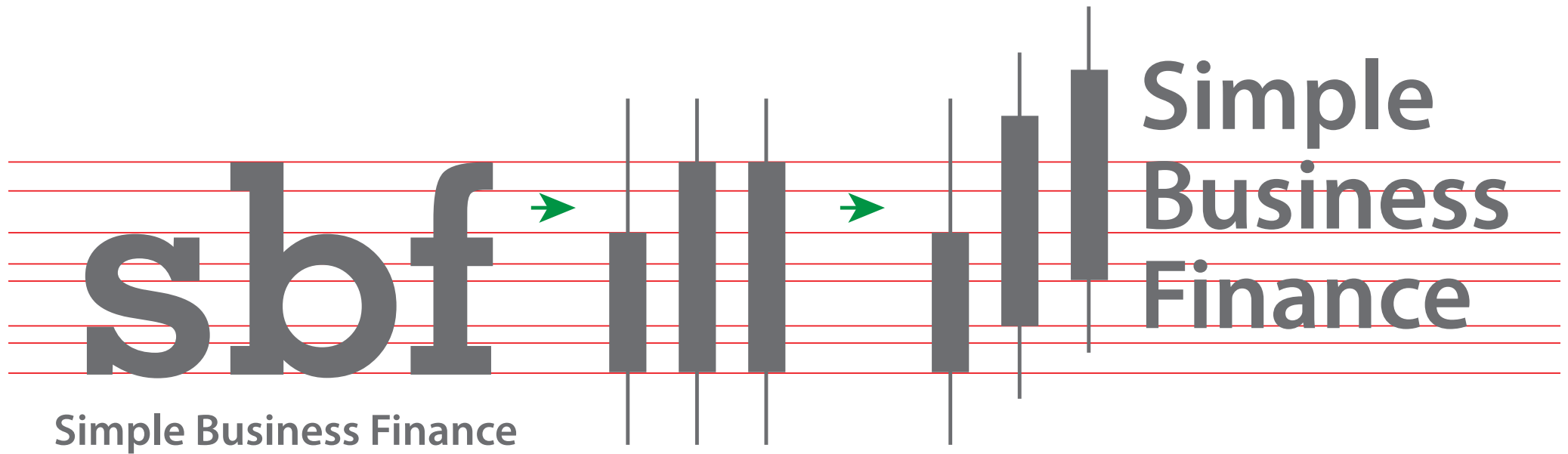
Brands they aspire to be like in the long term

1. Deloitte
2. PWC
3. KPMG

Deloitte.

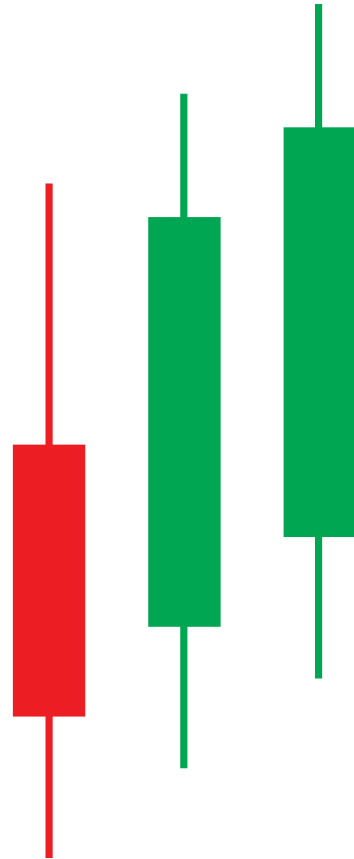


Building on an old foundation



Candlestick chart representation of the old logo showing upward growth. The business-name is bold and legible making it easy to identify or recognise





Simple Business Finance

Colours

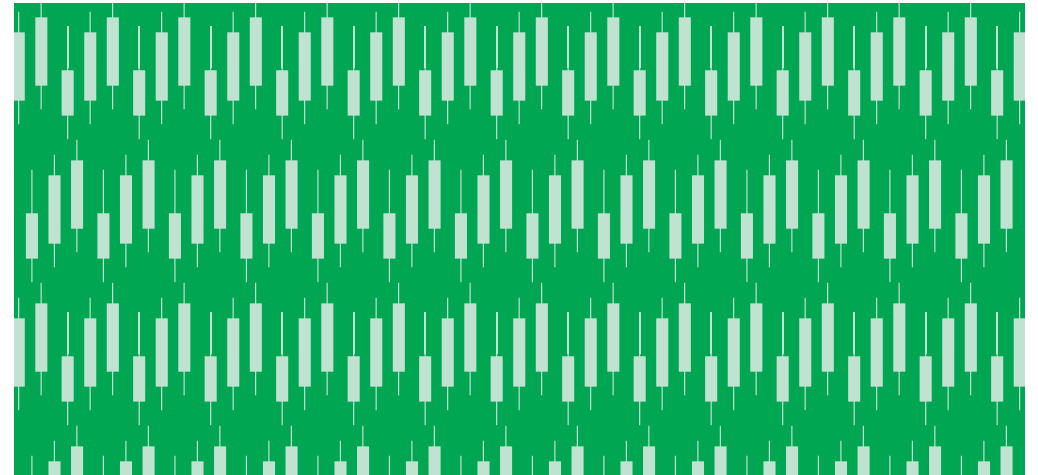
Primary Colour
Green (#00a651)

Secondary Colour
Red (#ed1c24)

Secondary Colour
Black (#000000)



Brand Pattern









But BoldMarkup didn't stop there. They also helped Samantha and John develop a comprehensive marketing plan that would help them reach new clients and expand their business.

They created a website that was user-friendly, informative, and visually appealing. They also developed a social media strategy that would help the firm engage with their audience and build their online presence. They adapted to changes in the market. They were quick to embrace new technologies and software that made their work more efficient. They also diversified their services, offering everything from tax preparation to financial planning.



FACEBOOK FAN PAGE SOCIAL MEDIA

FACEBOOK PROFILE HEADER IMAGE



FACEBOOK PROFILE IMAGE



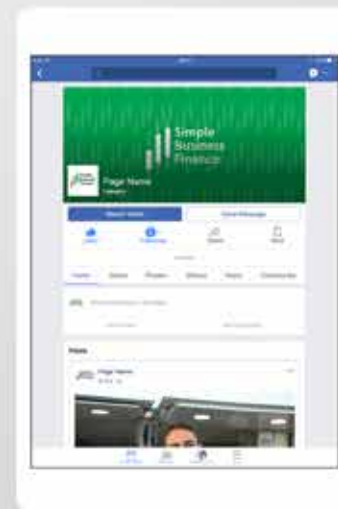
FACEBOOK POSTS



FACEBOOK DESKTOP BROWSER WINDOW



FACEBOOK TABLET APP



FACEBOOK MOBILE APP



With BoldMarkup's help, Samantha and John's firm was able to achieve massive success. The new brand identity and marketing assets helped them stand out in a crowded market, and the comprehensive marketing plan helped them attract new clients from all over the world.

As their firm continued to grow, they never lost sight of their original goal: to be more than just accountants. They wanted to be advisors and partners to their clients, and that's exactly what they became. They helped their clients navigate the complexities of the industry and provided them with the guidance they needed to succeed.

But perhaps the most significant contribution BoldMarkup made to Samantha and John's success was their ongoing support. They didn't just create a brand strategy and design assets and then walk away. They continued to work with Samantha and John, helping them refine their marketing plan and make adjustments as needed. They were a true partner in their success.

In the end, Samantha and John's journey from accounting graduates to founders of a successful accounting firm was a testament to their hard work, determination, and commitment to excellence. And with the help of BoldMarkup, they were able to create a strong brand identity and marketing plan that helped them achieve their massive success.

The End

Standing out in the business market



Our Process, the summary

We know how to conceptualize, think and design.
It does not end there.

We can manage and execute your project from start to end.

The most important thing to us is the cordial long term
relationship, a working relationship that does not take undue
advantage of the other.

Frequently Asked Questions

How do you determine the cost for a project?

The cost for a project is determined based on a variety of factors, including the scope of work, complexity of the project, and the number of hours required to complete it. We will provide you with a detailed quote after discussing your requirements and goals.

What is your approach to branding and design?

Our approach to branding and design is based on creating a unique and memorable experience for your target audience. We start by understanding your business goals and target audience, then create a brand that resonates with them and represents your business in the best possible way.

What is your process for designing a website?

Our process for designing a website includes the following steps:

Initial consultation

Research and analysis

Wireframing and prototyping

Design and development
Testing and quality assurance
Launch and ongoing support

How do you ensure the website you design is optimized for search engines?

Our team of experts implements best practices for search engine optimization (SEO) during the design and development process. This includes optimizing the website structure, meta tags, and content for search engines, as well as ensuring that the website is mobile-friendly and loads quickly.

What is your approach to website maintenance and support?

Our approach to website maintenance and support includes providing ongoing technical support and security updates, as well as updating the website with new content and features as required. We offer flexible maintenance packages to meet the needs of your business.

What business problem
are you solving **today**?

Talk to us.

We look forward to working with you.

Contact us

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