



CLIENT SUCCESS STORIES

} Building a Brand for an Emerging Business {



Better branding doubled email subscribers for this new business.

THE BIG CHALLENGES

- A new business starting from scratch
- Needed a brand strategy and visual identity
- Logo that communicated a new business concept AND appealed to both genders

THE AWESOME RESULTS

- Doubled the number of email subscribers
- Successfully set up with marketing tools
- Both men and women compliment her unique logo

“ I was looking for someone who’s professional, creative, listens carefully, and works to create something that reflects you and your business. I found that in Mint.”

“As much as I tried to communicate what I wanted, the previous marketing group just wasn't getting it. I was so dissatisfied with the results I had before working with Mint.”



Starting a Business That Nobody Understood

Operating a small business is no small feat, especially when you're starting one that most people don't understand. Deborah LeFrank, owner of Visual Life Stories, had been running a successful business for 30 years when she decided to pioneer a new venture unlike anything in the biography industry: graphic journaling. The company bravely entered the market with a unique product but the hand drawn and digitally created accordion style books that preserved legacies through words and images were virtually unheard of. She needed help telling her own business story through branding that promoted and educated.

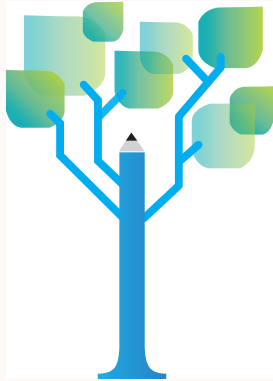
A Brand is More Than a Logo!

Deborah initially set out to find a marketing firm to help her with a logo and website, not knowing her biggest marketing challenge was to establish a brand identity that reflected her values, appealed to both genders, and helped people understand her business concept. (Three's a charm, right?) The latter was crucial, since most people did not understand the concept of graphic journaling.

Trusting a Highly Recommended Referral

Frustrated, she took her business coach's advice and reached out to Mint Marketing. "Mint came highly recommended! After I looked at the website and spoke with Ivana, I loved that she was positive, professional, and always on top of communication," said Deborah.

“ Working with Mint was critical to launching my business. They created a professional and approachable brand, which gives me confidence to promote my services.”



Drifting Down to the Core of a Brand

Like a trusted friend, Ivana listened. She didn't take her clients' words at face value; instead she helped them discover their true business needs through a deep dive into brand strategy. Ivana was able to tease out what her client wanted, even when Deborah wasn't 100% sure herself. The graphic journalist was impressed that Mint over-delivered when she was presented with more logo concepts than Ivana originally promised. After surveying some friends, she decided on a design and they collaboratively tweaked it until it was perfect.

Confidence with a New Logo

As a visual life storyteller for her clients, Deborah now had a strong visual identity for her own business. Both women and men loved the pencil-as-tree- trunk logo, representing her hand drawn aesthetic. And that's not all, in addition to streamlining the branding, Mint also set Deborah up for success with an easily updatable website, blog, and email marketing platform.

Deborah has since more than doubled her initial email subscriber list, attributing success to being self-sufficient with customer communication via Mailchimp and social media. From decorated athletes to national retail chains, Visual Life Stories' new clients continue to grow.

In the end, the only thing that matters is our story, and Mint successfully helped a brand new business visually craft theirs.