



# Hello.

*We specialize in your success.*

Brand Management | Website Design | Social Media Management | Graphic Design

[jchesterdesign.com](http://jchesterdesign.com)





By contacting us, you are already making a great decision to research the brand management options for your amazing business. We look forward to getting to know you as we embark on a customized brand management strategy that will deliver and solidify the full potential of your company or organization.

Our company has over 15 years of experience with business brand management. We are proud to offer exceptional design services and promotion for small businesses, nonprofit organizations and other companies across the United States.

Our brand management agency arose from a series of experiences from being small business owners ourselves. Since 2008, we have built multiple successful businesses from the ground up as well as been involved in the development and management of non-profit organizations. We are pleased to report that, with effective marketing and application of well thought out brand strategies, these businesses brought tourism and special experiences to our community, adding unique value to our hometown of Carlsbad, New Mexico.

Small business is our passion and effective brand management is needed now more than ever before. A Brand Strategy is more than a logo, it's more than a website, or social media profiles. Effective brand management identifies "who" the entity is on a deeper level. It's the look and the feel, but also the "who" your organization is and identifies what you are all about. We can help you to develop a more concrete sense of identity in your community and targeted audience.

Our brand management agency will work with you to identify these aspects, and apply them, with beautiful, well-branded content via social media, your website, printed media, and Google. We will keep you updated every step of the way with reports and news on your progress.

*-Julie Chester*  
Founder & Owner

# EFFECTIVE BRAND MANAGEMENT

*is not always black and white.*

It's safe to say that the wonderful world of technology, specifically social media and online, on-demand access has completely changed the way we do business. What we knew as, "marketing" has evolved into an art of engagement, now known as "branding". It's a tango between business and customer, a moving target, a confusing web of "likes", reviews, algorithms, and views. You have a business to run, let us handle the grey area and help you reach you goals.



## JULIE CHESTER

Founder/Owner

I am a daughter of Christ, the proud mother of three fantastic kids, wife to an amazing husband, and owner of this awesome company. I have over 15 years of experience in entrepreneurship and building businesses from the ground up. Your success is my passion, and I will personally go the extra mile to deliver effective, beautiful brand management for your company or organization.



## MEET THE TEAM



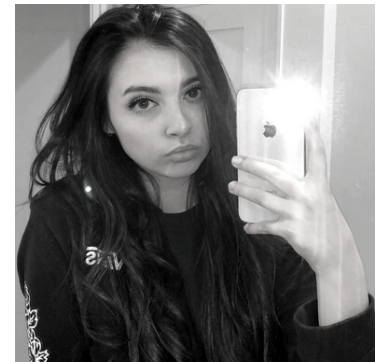
**MICHALA SMITH**  
Scheduling Manager &  
Content Creator



**DOM ADAME**  
Photographer &  
Content Creator

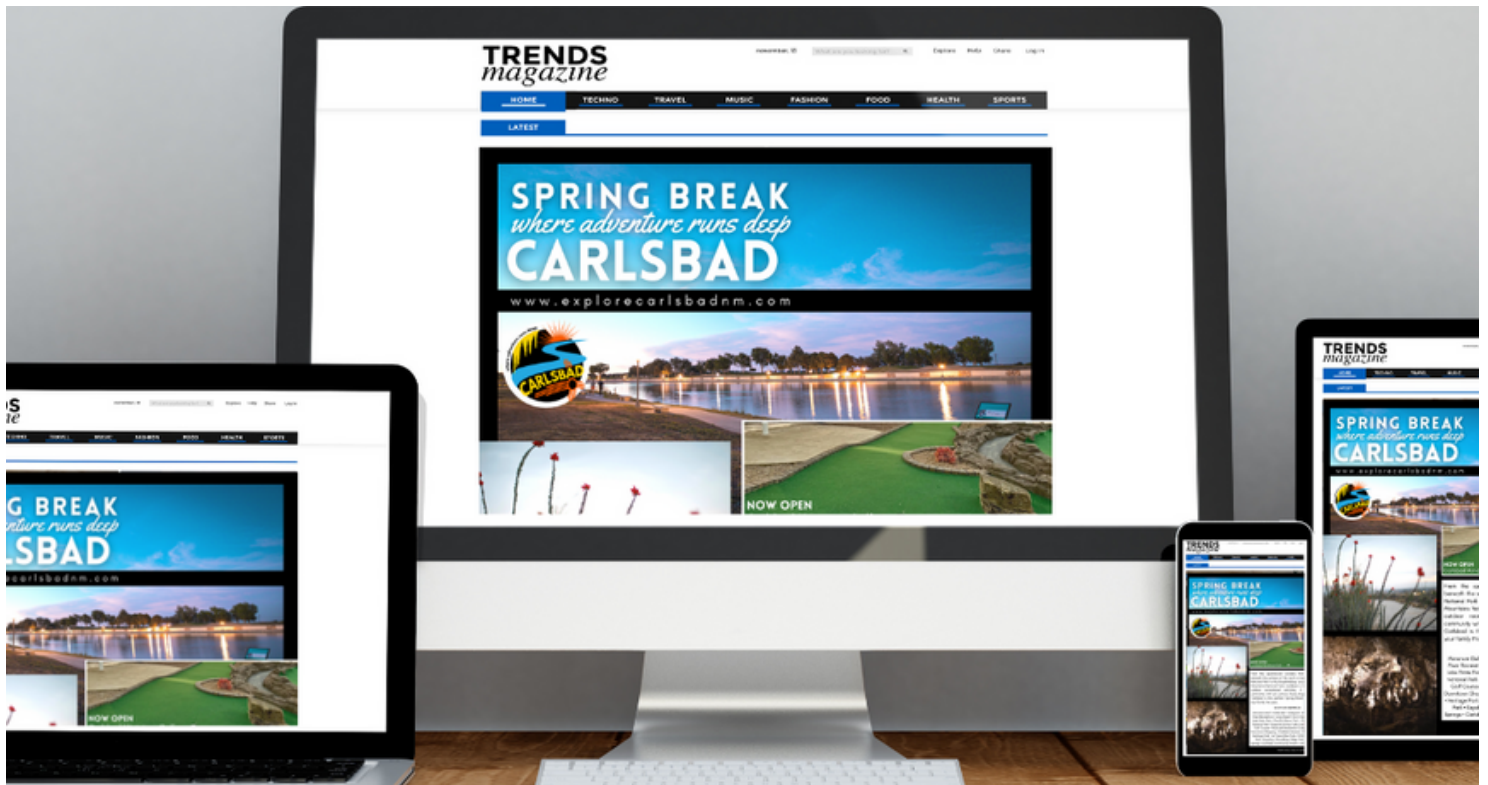


**STORMI RYAN**  
Content Creator



**MADISON MCNEW**  
Content Creator

# WEBSITE DESIGN



Update your existing website or build a brand new one from scratch. Your new website will be user-friendly, engaging and drive more sales and leads to your company or organization. Whether you are an online shop, public service organization, service provider, or business professional, your website will be beautifully designed and developed to suit your needs. Our services also include SEO (Search Engine Optimization) management, driving more leads to your website.

*a few of our recent builds...*





- skeenfurniturecarlsbad.com
- fritschycpa.com
- explorecarlsbadnm.com
- harmonyhealingnm.com
- trendbuildersnm.com
- carlsbadart.com
- pearlofthepecos.org
- hortonlawllc.com
- scintillaequestrian.com
- nmacd.org
- cehmm.org
- senmidp.org
- bockelectricnm.com
- carlsbadnmtheatre.com
- jaimeswelding.com

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## CONTENT DESIGN & SCHEDULING

Your content will beautifully showcase who YOU are as a company. We all know how important it is to engage with your audience on social media. Our team carefully and creatively develops beautiful, relevant, and eye-catching content that helps to grow your following and visibility online. You have a business to run, there is no time for social media! Our team delivers beautiful content with thoughtful, intentional post scheduling, keeping your company relevant in today's online world



-  Facebook
-  Twitter
-  Instagram
-  YouTube
-  Linked In
-  Google



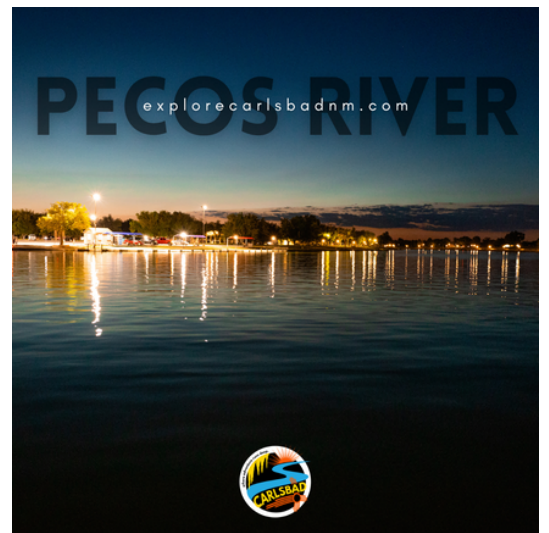


NOV 28TH

# GI ING TUESDAY

Pearl of the Pecos Arts & Culture District is a program of the Carlsbad MainStreet non-profit organization. All of our events, public murals and programming couldn't be done without the support of our communities generosity

*Greetings From*

**THE ARTIST GALLERY**  
for someone special on your list this year!  
120 S. Canal St., Carlsbad, NM

PEARL PECOS

# CONSERVATION

The purpose of the CEHMM projects is to work toward practical solutions to issues that affect both human health and the environment. The projects serve the community, the region, and the state through educational outreach, job creation, and research leading to the resolution of important technical and environmental challenges.

Not all companies have experienced, licensed

# TECHNICIANS

troubleshooting your unit. Call or go online today!  
carlsbadac.com | 575.885.4334

*Your Gateway to Exploration*

# CARLSBAD

NEW MEXICO

## Living Desert Zoo & Gardens State Park

Discover more than 40 animal species and hundreds of plants that make their home in the region's Chihuahuan Desert as you explore the 1.3-mile trail through the Living Desert Zoo & Gardens State Park. The bison, Rocky Mountain elk, pronghorn and other animals in this 1,200-acre desert garden are all injured or orphaned, unable to survive in the wild.

# CALLING ALL YOU COOL DOGS!



How **COOL** is your dog? **COOL** enough to be a **MASCOT** for Carlsbad Heating & Cooling?

**WE THINK SO!** Send us your pup's portrait for a claim to fame on our social media pages!



## LOGO DESIGN

Our designers can design a logo from scratch, or update your existing logo. A good logo is a reflection of you and should be adapted for use across multiple platforms, digital and print. Some of the logos that you see here are updated versions of existing business logos, others were made from scratch. Our team of designers will ensure that the creativity, quality, and usability of your logo will exceed your expectations.



# PRINT & OTHER MEDIA

We offer complete design services. That means, J Chester Design is not only capable of creating gorgeous content for your online presence, we also take great strides ensuring that your print media is just as impactful as your digital. From business cards to billboards, and everything in-between, our team of designers has you covered.



- Flyers • Brochures • Pamphlets • Posters
- Rack Cards • Business Cards • Decals
- Billboards • Magnets • Bags • QR Codes
- Digital Signs • Stickers • Review Cards
- Mailers • Letterhead • Booklets • Swag
- Newsletters • Labels • Tickets • Manuals
- Post Cards • Bumper Stickers • Menus







# CARLSBAD

WHERE ADVENTURE RUNS DEEP.

Proud to be the gateway to **Carlsbad Caverns National Park.** Come visit us and join in the celebration of the 100th anniversary at the Caverns!



[explorecarlsbadnm.com](http://explorecarlsbadnm.com)  
Paid for by City of Carlsbad Lodger's Tax





*Support our Homegrown Businesses*

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

Paid for by City of Carlsbad Lodger's Tax

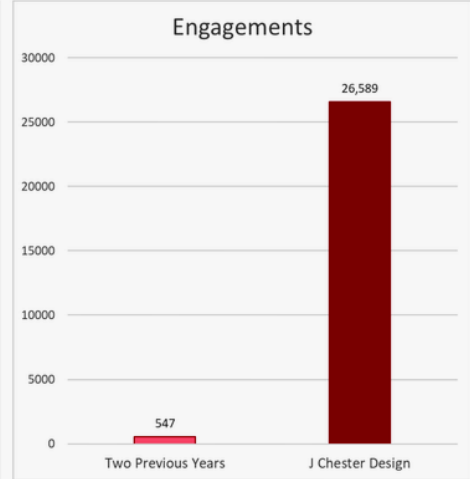
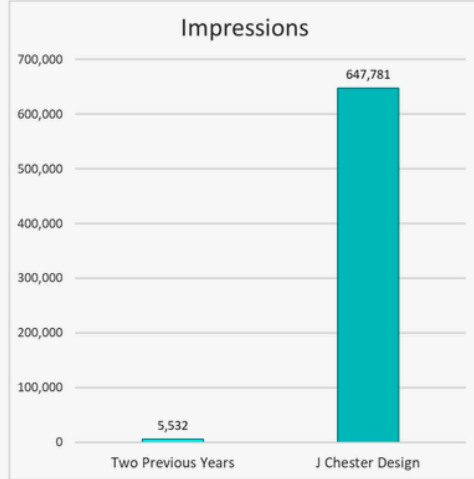
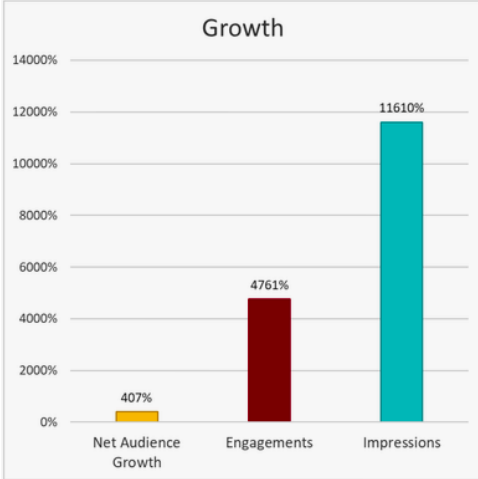
## PHOTOGRAPHY & VIDEOGRAPHY

Professional images are an essential component of effective branding. Creative exposures that truly capture the look and feel of your company can be transformed into engaging content for your potential clients. Our team has extensive experience in product and people photography as well as videography. We deliver professional images that reflect the personality of your business and showcase your awesomeness.

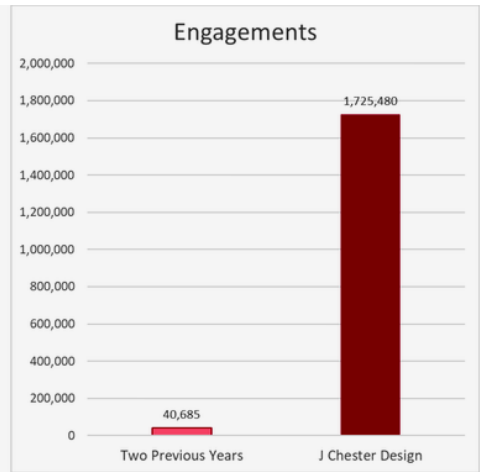
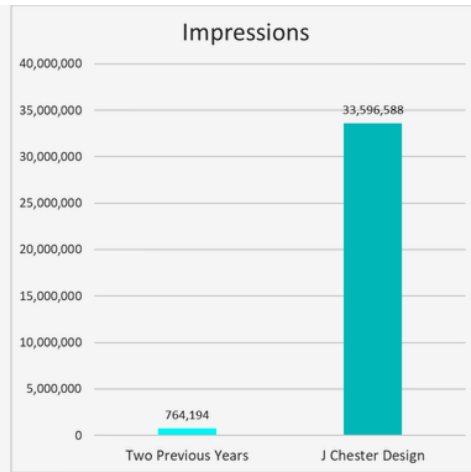
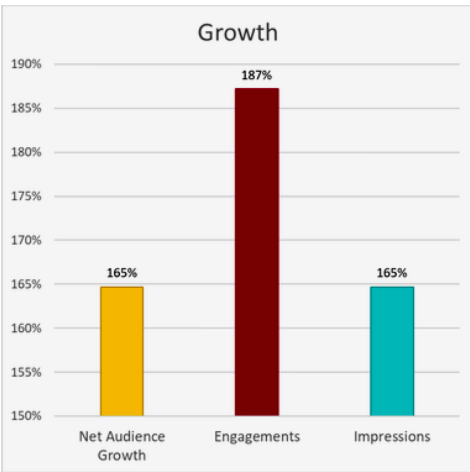


# REPORTING

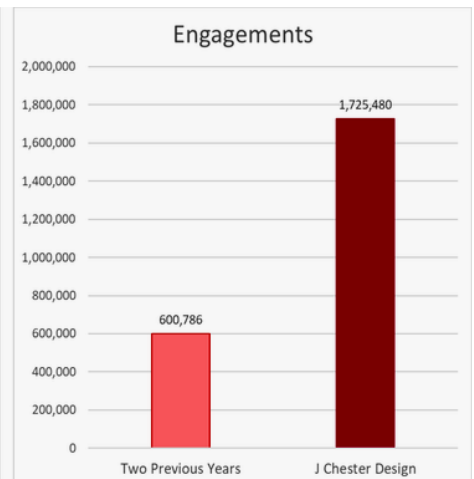
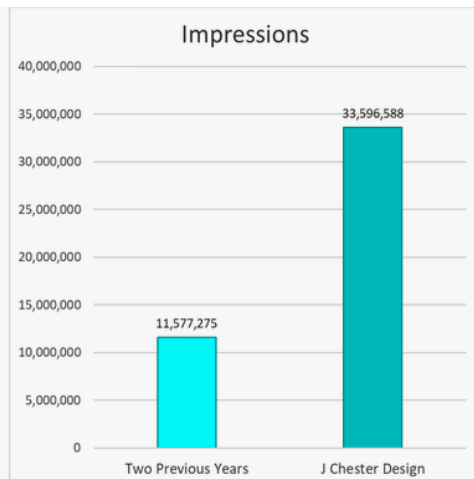
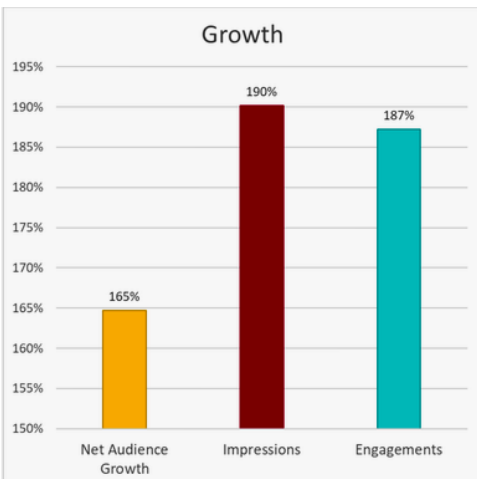
We believe that the proof is in the numbers! Below are a few examples of how our clients experience positive growth in social media exposure. We provide quarterly and annual reports, keeping you informed of your progress every step of the way. We monitor these reports closely and make necessary adjustments to keep up with the ever-changing world of social media.



**CONSTRUCTION COMPANY**  
*client since 2021*



**PUBLIC ENTITY**  
*client since 2021*



**MUNICIPALITY**  
*client since 2021*

# PRICING IS VARIABLE

Every client is different. Our services are customized to fit your individual needs. We work within your budget to get the best value for your dollar. After our initial consultation, you will receive a detailed service proposal which includes each action, itemized with pricing. At that point, negotiation of services begins. When you are completely satisfied with your service agreement, we will draw up a contract to ensure timely, deliverance of all services agreed upon. Billing frequency is flexible, some of our clients prefer to pay upfront for six months to a year of services, while others prefer a monthly payment.

## COFFEE CONSULT

Taking the first step is the most intimidating, that's why we suggest a casual consultation over coffee (or virtually if you prefer)! We'll chat, I'll take notes, and begin to get an understanding of your promotional needs. We promise, this meeting will not be a high-pressure sale pitch!



## STRATEGY

Based on your initial consultation, we will research your market specifications, demographics, and growth goals, putting together a cohesive brand management strategy specific to your needs. Your brand management strategy will be as unique as you are.



## IMPLEMENT

Once we have agreed on a strategic course of action, we will begin to work. You will be provided with updates every step of the way, as well as given the opportunity to make modifications in design elements, refining the details until you are completely satisfied.



## SUCCESS

We rate the success of our company on the success of yours! You can bet that we will fulfill our end of the bargain, propelling your business to your desired level of sales, influence, or otherwise. Step by step, you will see your venture prosper!



# 4 STEP APPROACH

Our strategy is simple. The shortest distance between two places is a straight line. This four step approach is a recipe for success, and, as your brand manager, we will be with you every step of the way.



# ARE YOU READY FOR A BRAND MANAGER?

- Is my website more than five years old?
- Does my current branding express the personality of my business?
- Do I have time each day to focus on creating content for social media?
- Do I want to remain relevant in today's fast-paced business world?
- Do I want to make more money?

## Testimonials...

"My husband and I have a small electrical contracting business. We were busy and growing and I was struggling to keep up with our website, Google listing, current pictures, and Facebook. Twitter and Instagram were two things I just didn't have time for. Julie came to me and offered her services and we thought about it. We decided to take the plunge and let someone else handle those things. We could not be more thrilled! Our business has grown! I went from ten to fifteen calls a day to up to 65 calls a day. We were able to hire an office assistant to help with the phones and influx, creating another job. Our website is professionally done and our posts are professional and beautiful. She also put us on linked in and Instagram. I highly recommend Julie Chester for all of your advertising needs."

*-Ashley Bock, Owner Bock Electric*

We've had the pleasure of working with J Chester Design, and I must say, they've been an incredible asset to our company. Their communication is nothing short of exemplary - always clear, timely, and precisely what we need. What really sets them apart, though, is their creativity. The content they provide isn't just effective; it's genuinely engaging and innovative. It's refreshing to collaborate with a team that not only understands our needs but also brings a unique flair to the table. Highly recommend them for anyone looking for top-notch service and original, creative solutions!

Edgar Torres, Owner Red Chimney BBQ

"You will be in great hands with Julie! During my campaign, she created a beautiful website, designed signs, mail outs, and kept the social media current and on task. Her creativity is a step above the rest. She will get to know you, and create a personalized image that will reflect how unique you are. Julie is a genius when it comes to branding you and helping your light shine! I highly recommend using Julie Chester!"

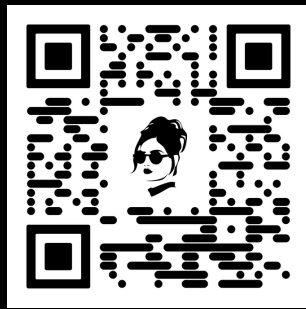
*- Tiffany Frintz, SENMC Board of Directors*

"Julie is such a breath of fresh air when it comes to promotions and brand management! She brings concepts and ideas to life with her creativity and fun personality and it clearly shows through her work! Regarding social media, Julie has been able to help unlock a world that I didn't know much about and the reach is so much further than I ever thought it could be. Julie really cares enough to make genuine connections with the people behind the branding, as she has done with me, and I truly appreciate her so much for that. "

*- Mary Garwood, Director Keep Carlsbad Beautiful*

LET'S GET IN TOUCH....

SCAN FOR CONTACT



J. Chester  
DESIGN & BRAND MANAGEMENT