

GOLDEN ASPECT

A decorative flourish consisting of symmetrical, ornate scrollwork and leaf-like patterns in a golden-yellow color, positioned directly beneath the company name.

Building brands for the digital age

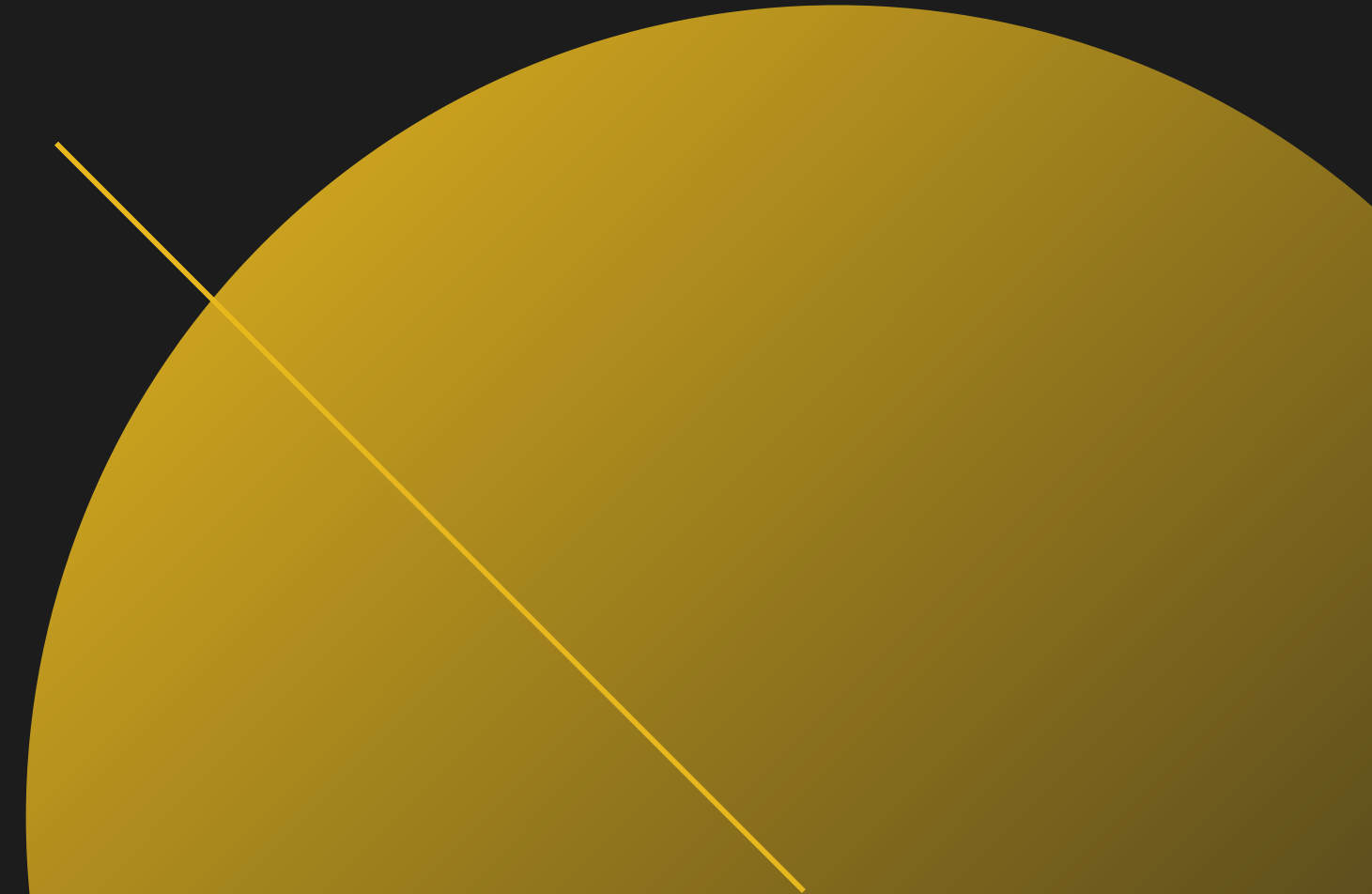
EST. 2017

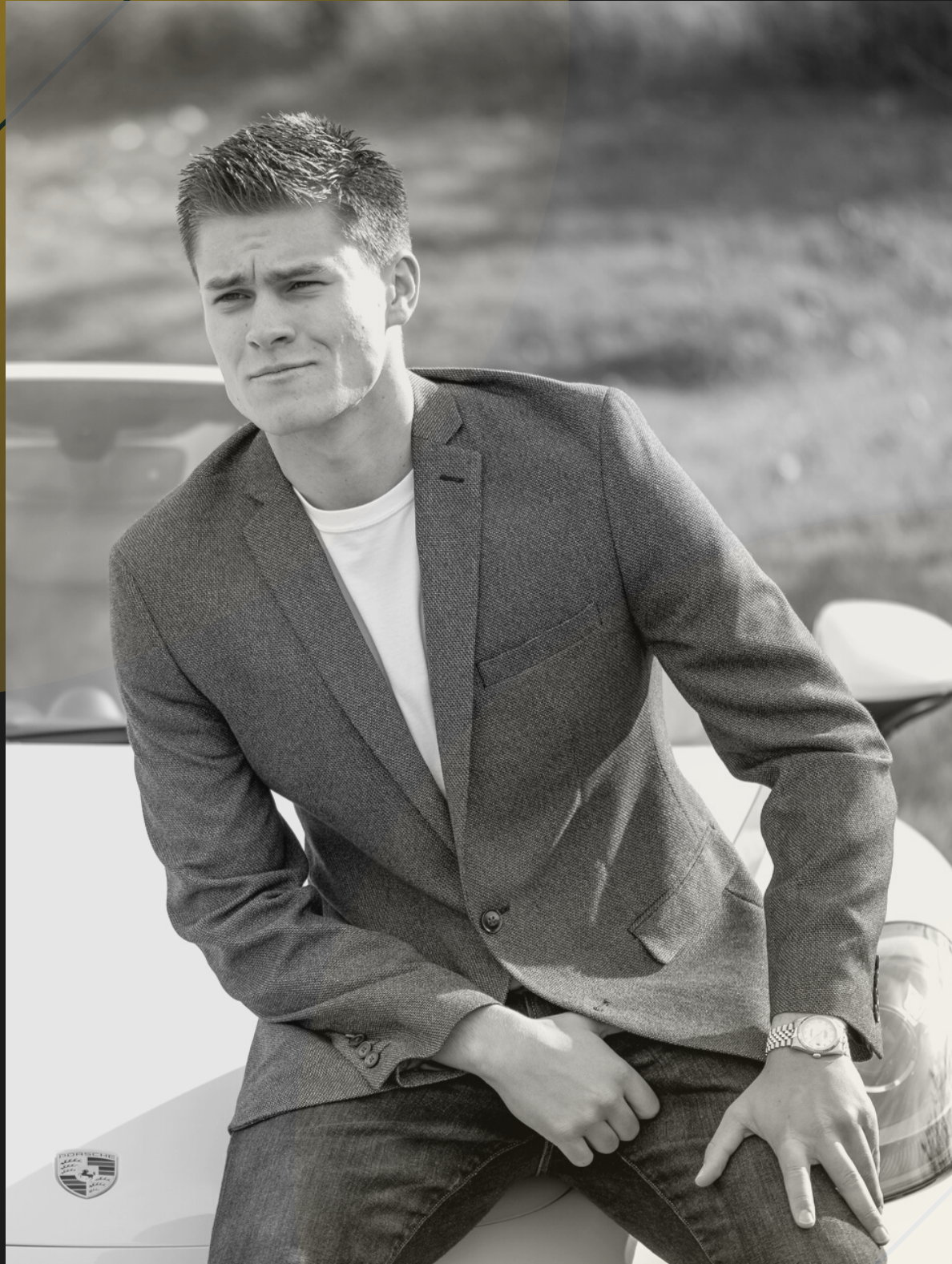


BUILDING MODERN BRANDS

THE DIGITAL AGE IS HERE

Modern brands require an effective use of social media to thrive in today's digital climate. Consolidated brand identity, recognition, and massive exposure are key.





ZAC JOHNSON

SERIAL ENTREPRENEUR,
CEO GOLDEN ASPECT

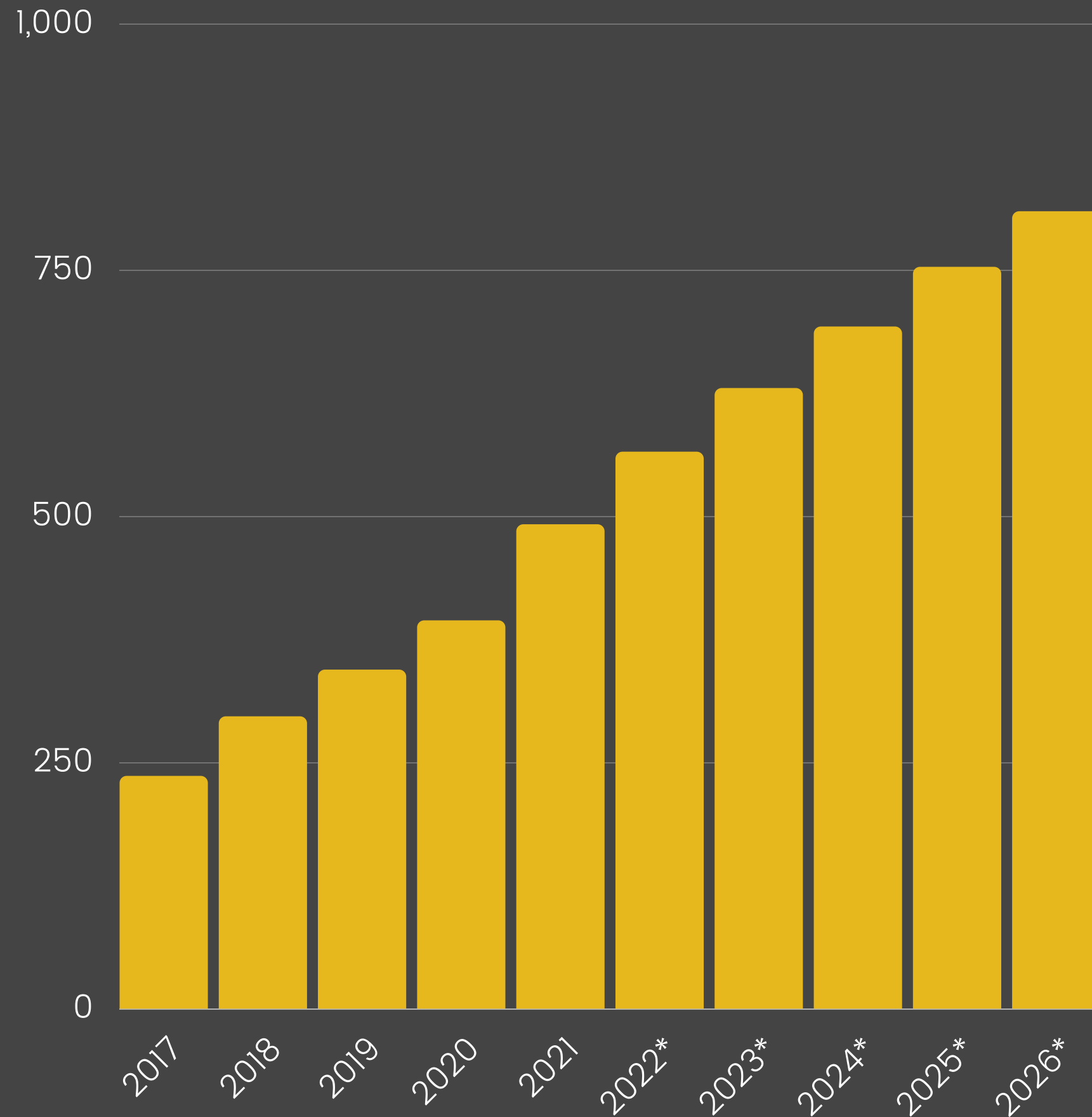
11+ YEARS START UP EXPERIENCE

Zac has started companies in a wide variety of industries ranging from digital marketing to manufacturing.

BUILDING BRANDS

Has brought numerous products and people to market, and understands how to craft a brand identity.

Digital advertising spending worldwide (Billions USD)



SOCIAL MEDIA IS KING

Digital advertising accounts for more than half of all ad spend. Social media and video are now the dominant formats and will characterize the future of advertising, leaving traditional methods behind.

A HOLISTIC APPROACH

A brand is the product of a founder's vision.

MARKETING AGENCIES

Are distracted and slow to respond, underperform with budgets, and don't develop meaningful client relationships.

CLIENT INTIMACY

Is a core pillar of our values. Consistent communication with founders and owners is critical to informing our ability to craft disruptive brand identities and properly optimize strategy to reach key goals.

A BESPOKE EXPERIENCE

Our approach to branding is completely bespoke and tailor made to fit your company's needs.

No two companies are the same, and brand strategy and promotion varies based on a given company's goals, budget, and identity.

Our founder's background in start-up companies spearheads our holistic approach to branding and marketing. A comprehensive understanding of your company's model, revenue streams, and goals will inform level of ad spend, promotional platforms, and brand identity.



Brand Identity & Consolidation

Our approach to crafting a modern brand is centered around 4 key pillars. Brand identity should be consolidated, easy to understand, and reflective of the company's mission.

KEY IDEAS

Every brand identity we craft boils down to a handful of key words or ideas that illustrate the ideals or emotions a customer will associate with a given company.

MARKET FIT

Brand identities should intentionally carve out a place for themselves in the market. We study competition to find what makes a given brand special, and lean into those aspects.

PURPOSE

A brand must stay true to its purpose and goals. Aspects of brand identities we create are always rooted in and reflective of the purpose the company was founded in the first place.

TARGET MARKET

Our brand identities are crafted specifically for a given company's target market. A product made for teenagers will be branded differently than one for older consumers.

Brand Recognition

CONSISTENCY IS KEY

CONTENT

The content we create is consistent, in line with the brand identity, and instantly recognizable as being a product of a given brand. Style, quality, and tone will be uniform, and unique to the brand's identity.

MESSAGE

Our messaging from ads to Instagram posts, websites to billboards, utilizes repetitive key words/phrases and pitching points for maximum recognizability.

APPEARANCE

We establish color schemes and logo styles that maintain a consistent and recognizable brand at a glance across all platforms.



MASSIVE EXPOSURE

Advertising on social media platforms like Meta's Facebook & Instagram allow us to reach a larger demographic of potential customers than any other vertical.



We utilize high budget spending on brand awareness campaigns to put client brands in front of 10's of millions of potential customers each month. In addition to targeted variable conversion campaigns, we implement scale strategies to meet any company's goals.

34,960,000+

People Reached

1,050,000+

Video Views

1,246,000+

Post Engagement

10,350+

Followers Gained

\$ \$22,356.33 SPEND

JAN 1 - FEB 28

BRAND AWARENESS



CASE STUDY

TOP POST SPOTLIGHT

1,222,000+
People Reached

165,500+
Post Engagement

739+
Comments

1,792+
Shares

\$650.00
Total Spend



ESTABLISHED BRAND PERFORMANCE

Zero ad spend, perfected brand identity & 100% organic & influencer marketing. **1ST YEAR ANALYTICS**

ONLINE STORE

\$1,443,500+

Total Sales

1,180,400+

Online Store Sessions

18,584

Total Orders

16.58%

Returning Customer Rate

\$80.29

Average Order Value



EMAIL CAMPAIGNS

97,000+
Email Signups

58,000+
Link Clicks

34%
Open Rate

7%
Click Rate



CASE STUDY



RENTALS

\$1,003 Ad Spend

8.38X

Return(ROAS)

32,903

People Reached

723

Link Clicks

53

Conversions

\$18.93

Cost Per Rental

\$8,408

Revenue

CASE STUDY

Feb 1st – March 31st

TRUSTED BY THE BEST

bevvi



carzing



ZIVIX
MUSIC TECHNOLOGY



[K]APLAN MOBRAY



TINTPROS



TRANSPARENCY
Beverly Hills



LA
LUXURIES



MIDWAY
CAR RENTAL



Westlake Financial Services



PLATINUM
AUTO WRAPS

cruise

CONTACT US

GOLDEN ASPECT

17900 N Hayden Rd, #3032
Scottsdale AZ 85255

EMAIL ADDRESS

team@goldenaspect.com

PHONE NUMBER

(323) 285-3722

WEBSITE

www.goldenaspect.com

