

# 65 DIGITAL MEDIA PROJECTS

Ideas to help elevate and extend your brand.



“Many entrepreneurs feel trapped by the branding and marketing tasks required to run a successful business in today’s digital world. We take on all of those to-do’s so you can **focus on just the work you love.**”



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Owner, Branding + Marketing

## FETCHING FINN

DESIGN · WEBSITES · MARKETING

Here is a list of 65 digital media projects that we’ve handled for our clients.

**Do any of them spark ideas for your own business and brand?**

1. Modernize and make-over your business’ outdated and tired logo.
2. Design a signature wordmark for your personal brand.
3. Have your business cards printed on interesting materials like metal, wood, or cotton.
4. Design a series of Facebook page covers to correspond with monthly promotions.
5. Create a rack card with your next promo and pricing to display in a countertop holder.
6. Print a tri-fold brochure on your services to include in an event sponsorship package.
7. Design a postcard letting neighbors know your business is now open in the area.
8. Make custom, corporate thank you cards to send to those who refer clients to you.
9. Craft a themed invitation for your annual charity event.
10. Design labels for your craft beer or custom coffee blend.
11. Make a rubber ink stamp with your logo and contact information on it.
12. Put together a general ad to run in your community’s monthly newsletter.
13. Design awards for employee achievements and milestones.
14. Create a custom cover and Amazon artwork for the book you just wrote.

15. Make surfboard and skateboard stickers using your logo and tagline.
16. Design gift cards that work with your POS system.
17. Produce a Publisher template for your own monthly online magazine.
18. Design an e-book to use as your website opt-in gift.
19. Use a set of branded template slides for your next PowerPoint presentation.
20. Make a wall mural that depicts your company's history in a photographic timeline.
21. Create the title graphics for your new podcast or radio show.
22. Have your social media ads branded and designed exactly to spec.
23. Design presentation folders for client take-away materials.
24. Put together an employee handbook or company manual.
25. Make VIP Membership cards for preferred client pricing and exclusive offers.
26. Invest in your first mobile-friendly website.
27. Customize a sell-sheet to promote yourself as a credible industry blogger.
28. Run an online contest for participants to win your latest product.
29. Create an infographic for Pinterest using content from an old blog post.
30. Turn your print ad into a lightweight, web-optimized format for easy email sharing.
31. Prepare seasonally-inspired header graphics for your email newsletters.
32. Mock-up the interface for the app that you want to develop.
33. Make a one-page resume website to showcase your personal brand and expertise.
34. Design a landing page to pre-sell seats at your upcoming retreat.
35. Build your email list with polite website pop-up forms.
36. Create an event app to guide registrants through your business conference.
37. Implement a system for sending online discount coupons to frequent buyers.
38. Have your customers' reviews automatically post to your website.
39. Design a standard email signature that is used company-wide.
40. Stream your social media feeds and posts to your website.
41. Set up your first online course.
42. Create interactive training material and game show style quizzes for staff.
43. Make outdoor banners and flags to celebrate your store's Grand Opening.
44. Format the menu pages for your restaurant's seasonal fare.

45. Print your store's logo and web address on tissue paper and bags.
46. Decorate your vehicle with lettering or a vinyl wrap to promote your business.
47. Design a larger-than-life trade show display that can't be missed.
48. Print team shirts for a charity run.
49. Mock-up the design for your store front's neon signage.
50. Turn your logo into temporary tattoos for kids at your next event.
51. Get promo-creative. Own a beer business? Print custom paper coasters. Cleaning business? Design your own air fresheners.
52. Create a variety of graphics that fit your refillable, retractable banner stand. Change it up!
53. Put together a video sequence to play on the TV in your office reception area.
54. Record a radio spot to play on your local stations.
55. Produce a TV spot to sponsor a segment on your local morning news show.
56. Shoot how-to videos that enhance your online course.
57. Produce an introduction video for your next Kickstarter campaign.
58. Record audio segments for customers to purchase and download from your website.
59. Coordinate a lip-synched holiday video greeting from your office staff.
60. Combine staff stories, quotes, and photos into a company culture book.
61. Brand a YouTube channel to showcase and host your video tutorials.
62. Add a Google walk-through tour of your store right on your website.
63. Record a video of you interviewing a local celebrity who uses your product.
64. Start a podcast and produce a standard, branded intro for each episode.
65. Get set up with a small video studio on-site for consistent DIY results.

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