

Interactive

Designed and developed a custom-branded WordPress.com site for Ballyhoo Creative Marketing. Created page layouts for overall site and design elements based on existing brand identity guidelines. Visual design elements included the background, header, footer, button graphics and more. Used WordPress.com as the site platform and developed custom CSS to drive custom-branded site appearance.



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Overview

Ballyhoo Creative Marketing, LLC, is a boutique communications + marketing agency with a focus on strategic planning and insight marketing.

Ballyhoo manages multiple layers of Marketing for its clients – including facilitating Product Marketing, Product Development, Creative Strategy, Marketing Strategy, Business Development, Consumer Insight, Social Media Development and Interactive in both the B2B and B2C space.

Interactive Goal

Ballyhoo Creative Marketing needed an interactive and custom-branded WordPress site to communicate with new and existing clients, showcase its projects and tell what they do. The web site design needed to reflect the existing brand identity as well as easily be updated and maintained on the client side.

The scope of the interactive work included:

- Visual design – web page layout, custom background, header and footer design
- WordPress platform – created new blog site, incorporated visual elements and developed custom CSS code
- Project page design – included printable project page flyers featuring portfolio examples
- Internal pages
- Media library
- Content management

Contact Us

To learn more about this project, or to request a quote, please contact us at info@threetreesstudio.com or call 419.704.0774.

Ballyhoo Web Site <http://createballyhoo.wordpress.com>

