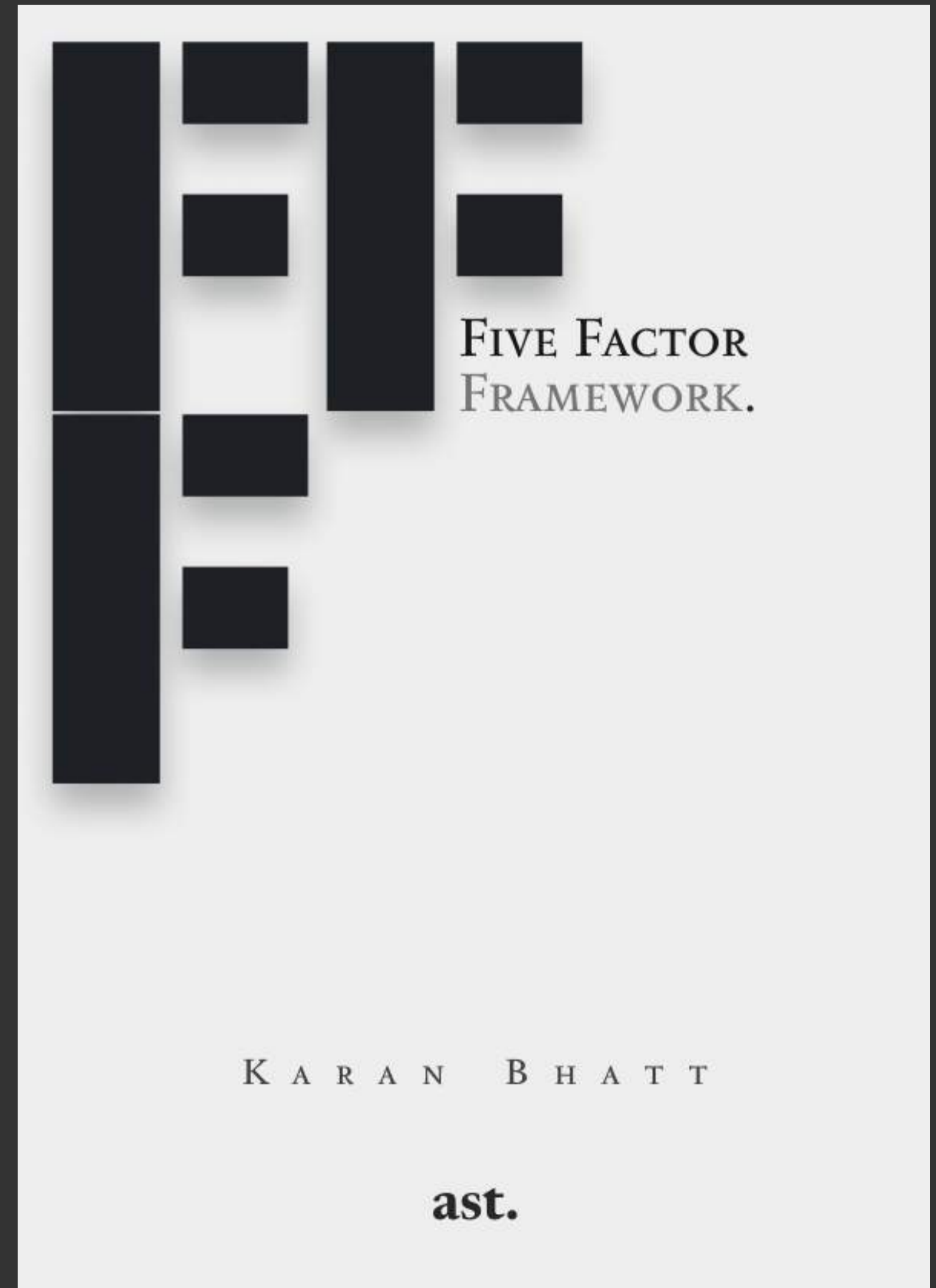


Redefine The Rules.

Elevate Your Business With
The Five Factor Framework.

Five-Factor Framework (3F) is a comprehensive approach to marketing, customized to fit the needs of interior designers and architects.

It resolves the biggest hurdles to a successful marketing campaign in five simple and effective steps.

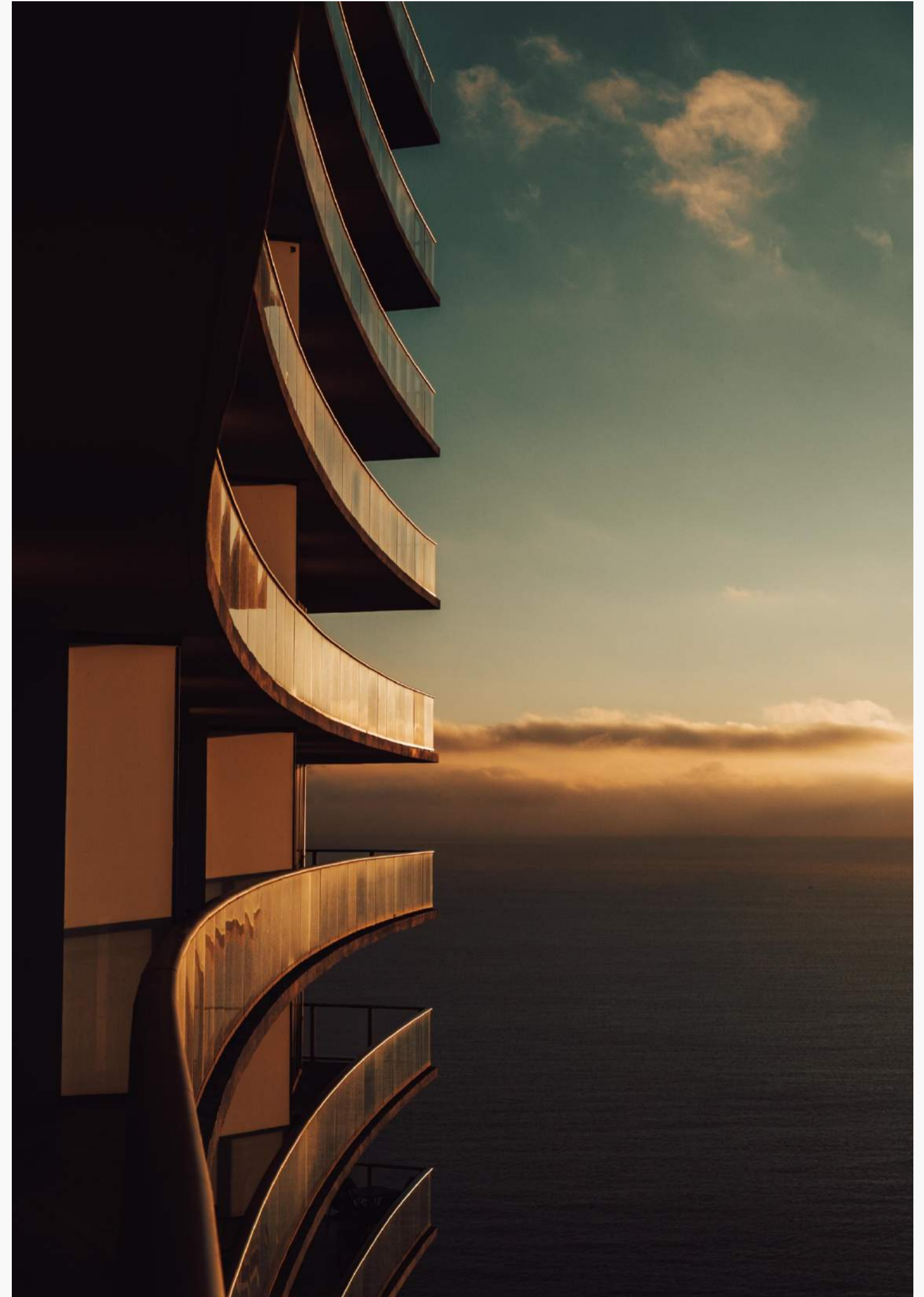


The following offers are built around the five essential factors of this framework, equipped with actionable steps for remarkable results.

1. Figure Out Who You Are.

Thinking comes before execution.
Clearly identify everything your
company stands for - your
principles, ideals, goals, and vision.

Now align these values with your
business.





2. Decide Who You Want To Serve.

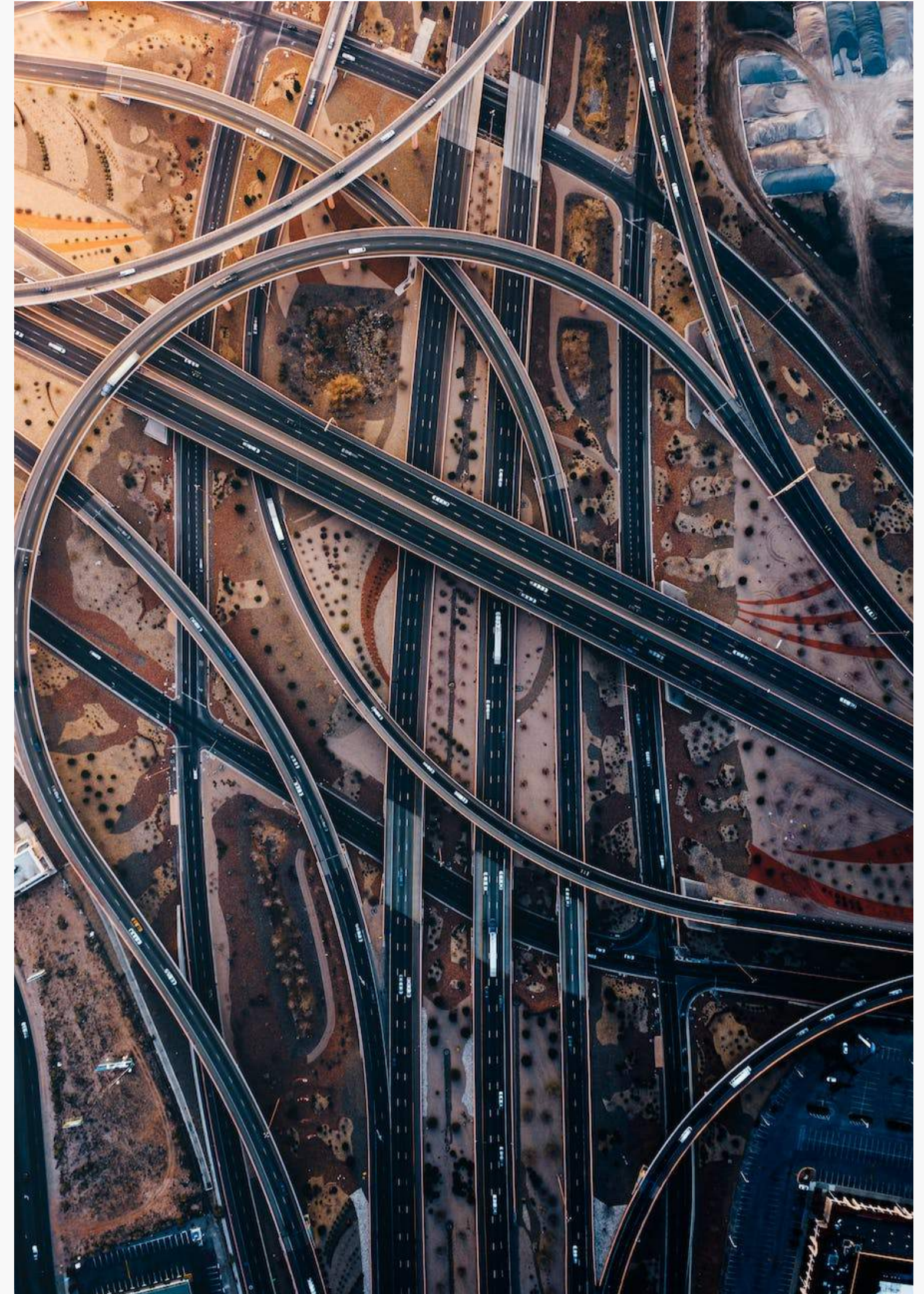
No one can serve everyone. In this step, try to figure out what your ideal clients look like and what value you can provide them.

No services work the same on two different groups of people.

3. Connect You With Your Ideal Audience

What will be the most persuasive message you deliver to your customers?

Your website should resonate with this message. A sales funnel, hence, becomes necessary.





4. Turn Engaging Audience Into Raving Clients

Website and sales funnels and just passive tools unless you put them to work!

Only frequent and rigorous testing ensures that your website gets desired response from your audience.

5. Keep Them Coming Back For More

If you land an ideal client, they will be surrounded by more others who share their interests.

Deliver and exceed expectations to win people over and get additional recommendations.



Offer 1: Master Identity Blueprint

Establish Your Identity.
Drive Your Success.

Factor 1

Establish Your Identity

1. A 2-hour strategy call to discover your brand's core elements, motivations, and 'why' of its being and existence.
2. A customised e-book containing holistic guides and frameworks to align your vision and mission with your business goals.

Factor 2

Figure Out Who You Want To Serve

1. Customized e-book with frameworks, guides and worksheets to help you identify your target audience.
2. Ongoing support with a 2-hour strategy workshop, progress checks, and valuable feedback.

Factor 3

Connect With Your Ideal Audience

1. Customised e-book with frameworks, guides and workbooks to create your own sales funnel.
2. Toolkit to establish a strong online presence and develop effective brand communication.
3. A pre-made website template and sales funnel support for visual and interactive brand communication—
 - Effortless and ready-to-launch website setup
 - Hassle-free sales funnel integration into your website
 - User-friendly, modern and functionally designed templates
 - Customise the content and user experience website as you like
4. Personalised 2-hour call, frameworks, and guidance for a winning content strategy.

Factor 4

Turn Engaging Audience Into Raving Clients

1. On-page technical SEO for online visibility and driving organic traffic to the website.
2. Repository of conversion tools and resources to boost customer engagement and sales.

Factor 5

Keep Them Coming Back

1. A **workshop** on proven techniques and practices to cultivate strong client relationships.
2. **Inventory of tips and tricks** to harness the power of referrals and grow your business.
3. A **comprehensive e-book** guide of actionable steps for generating referrals consistently.

Who Should Choose This Offer?

This offer has been tailor-made for Interior Designers and Architects - but no two people in the same industry are the same. This offer is for you if -

1. You are **an independent thinker** who seeks freedom to implement marketing strategies according to your personal vision and preferences.
2. You are a **DIY enthusiast** who loves to dive into details, explore different possibilities and find creative solutions on your own.
3. You are a **problem solver** who relishes the thrill of tackling new business challenges and finding a way out independently.
4. You are a **go-getter** who prefers a hands-on approach to your firm's growth and takes charge of emerging challenges.

Offer 2: Targeted Client Mapping

Identify, Communicate
And Connect With Your
Ideal Client.

Factor 1

Establish Your Identity

1. A 2-hour strategy workshop to discover your brand's core elements, motivations, and 'why' of its being and existence.
2. A customised e-book containing holistic guides and frameworks to align your vision and mission with your business goals.
3. 2-hour workshop to check the progress of your goals, and receive support and insights.

Factor 2

Figure Out Who You Want To Serve

1. A strategic 2-hour workshop to determine the ideal client for your business style.
2. A well-researched client persona to understand your client's motivations and pain points.
3. A *Client Empathy Map* with powerful techniques to understand your client and forge a strong connection with them.

4. Customer Journey Map highlighting critical touchpoints and opportunities to turn potential clients into loyal customers.
5. Customized e-book with frameworks, guides and worksheets to help you uncover your professional niche aligned to your expertise.
6. Ongoing support with a 2-hour strategy workshop, progress checks, and valuable feedback.

Factor 3

Connect With Your Ideal Audience

1. Personalised e-book with frameworks and worksheets to craft a compelling brand messaging strategy.
2. Digital Toolbox to establish a robust online presence and develop compelling brand communication.

3. A custom-designed website that drives client conversion and comes with—
- Latest technology and strategic design elements that drives client conversion
 - ***Exceptional User Experience*** and seamless navigation.
 - ***Information Architecture*** (organised content structure with a sitemap)
 - ***Persuasive Website Copy*** that captivates, communicates and converts.
 - Next-generation technology of ***Jamstack Architecture*** for optimal performance.
 - Captivating designs aligned to UX & UI conversion principles and best practices.
 - Intuitive ***Content Management System (CMS)*** for effortless personalization of blogs and portfolios.
 - ***Integrated Sales Funnel*** to maximize lead generation and sales potential.
 - ***Rigorous testing*** and device compatibility for seamless functionality before launch.

4. Personalised 2-hour call, frameworks, and guidance for a winning content strategy.

Factor 4

Turn Engaging Audience Into Raving Clients

1. On-page technical SEO for online visibility and driving organic traffic to the website.
2. Repository of conversion tools and resources to boost customer engagement and sales.

Factor 5

Keep Them Coming Back

1. A workshop on proven techniques and practices to cultivate strong client relationships.
2. Inventory of tips and tricks to harness the power of referrals and grow your business.
3. A comprehensive e-book guide of actionable steps for generating referrals consistently.

Who Should Choose This Offer?

Targeted marketing and meaningful connections can forge success through even the most trying industries. This offer is ideal for you if -

1. **You seek refinement in every area of your business-** from finding highly coveted clientele to becoming a highly coveted firm in your industry.
2. **You seek effective and meaningful brand communication** to create lasting connections with your ideal clients.
3. **You understand the value of user-centric websites and sales funnels** for converting visiting audiences into loyal clients.
4. **You seek continuous growth and client engagement** by all means and on multiple platforms, online or offline.
5. **You aspire for a commanding online presence** and recognise the power of digital marketing and brand authority.

Offer 3: The Client Magnet

Become An Irresistible And
Highly Coveted Client Magnet
In The Industry.

Factor 1

Establish Your Identity

1. A 2-hour strategy workshop to discover your brand's core elements, motivations, and 'why' of its being and existence.
2. A 2-hour strategy workshop to discover your brand's core vision, mission and align them with your why
3. A 2-hour strategy workshop to assess goals, and align them with the business goals.

Factor 2

Figure Out Who You Want To Serve

1. A 2-4 hour strategy workshop to understand your ideal client and craft an effective strategy to engage them. It involves three major tools:
 - *Client Persona* helps you identify who your ideal client is and how to reach out to them successfully.

- *Customer Empathy Map* allows you to understand your client's motivation, frustrations, and requirements to build an irreplaceable rapport with them.
 - *Customer Journey Map* helps you understand substantial touchpoints on a potential client's journey to becoming your loyal customer.
2. A **series of strategy workshops** to uncover the industry gaps your firm can fill in with its expertise and truly shine.
 3. Ongoing support with a 2-hour strategy workshop, progress checks, and valuable feedback.

Factor 3

Connect With Your Ideal Audience

1. Help craft a compelling brand messaging strategy.
2. A comprehensive **Brand Identity Package** (with a focused 2-hour strategy workshop) to assess compatibility of your brand identity with your business objectives.

3. E-book on **Crafting Irresistible Offers** including step-by-step DIY guides, frameworks, and roadmaps.
4. A custom-designed website that drives client conversion and comes with—
 - Latest technology and strategic design elements that drives client conversion
 - ***Exceptional User Experience*** and seamless navigation.
 - ***Information Architecture*** (organised content structure with a sitemap)
 - ***Persuasive Website Copy*** that captivates, communicates and converts.
 - Next-generation technology of ***Jamstack Architecture*** for optimal performance.
 - Captivating designs aligned to UX & UI conversion principles and best practices.
 - Intuitive ***Content Management System (CMS)*** for effortless personalization of blogs and portfolios.

- *Integrated Sales Funnel* to maximize lead generation and sales potential.
 - *Rigorous testing* and device compatibility for seamless functionality before launch.
5. A holistic and personalised **Lead Magnet Guide** to maximize your lead generation potential and boost your conversion.
 6. **Customised PDF Designs** for your business with visually appealing graphics, and layouts that align cohesively with your brand identity.
 7. A **personalized content marketing strategy** with a 2-hour workshop to establish yourself as an industry leader.

Factor 4

Turn Engaging Audience Into Raving Clients

1. On-page technical SEO for online visibility and driving organic traffic to the website.

2. **Free Content Creation*** for first three months to attract, engage, and retain audience while driving organic growth of your business. This will include:
 - Four conversion-friendly blogs per month.
 - 20 eye-catching Instagram posts in total.
 - 20 engaging LinkedIn posts in total.
3. **Rigorous Conversion Testing (CT)** involving user data analysis, strategic enhancements, and fine-tuning website elements for maximum results.
4. **Dedicated one-hour quarterly review workshop session** on your website's conversion rates and feedback on areas of improvement.

**The content creation is free for the first three months. If you would like to continue with content services, you will incur a investment of \$3000/month thereafter.*

Factor 5

Keep Them Coming Back

1. A **workshop** on proven techniques and practices to cultivate strong client relationships.
2. **Inventory of tips and tricks** to harness the power of referrals and grow your business.
3. A **comprehensive e-book** guide of actionable steps for generating referrals consistently.

Who Should Choose This Offer?

A focus on delivering exceptional services need not compromise the essentials of a robust marketing plan. This offer is for you if -

1. **You seek to prioritize the core services** of your Interior Design or Architecture firm instead of spending time on crafting a marketing strategy.
2. **You seek to take a more time-efficient approach** to your business by outsourcing essential marketing needs to experts.
3. **You seek to grow your business without having to spend hours** on learning the latest effective marketing strategies in the industry.
4. **You are tired of keeping up with marketing trends** when you wish to focus more on the upskilling in core services you provide.
5. **You value collaborations and long-lasting relationships** with your clients by taking a client-first marketing approach.

Pick Your Preferred Package

Master Identity Blueprint

Ideal for architecture and interior design firms who are looking to establish a strong identity, define their target audience, and create an effective marketing strategy.

\$5000 /
₹4,00,000

- ✓ 2-hour strategy call to discover your brand's core elements, motivations, and 'why' of its being and existence.
- ✓ Customized e-book with frameworks, guides and worksheets.
- ✓ Effortless and ready-to-launch website setup with user-friendly, modern and functional designs.
- ✓ On-page technical SEO for online visibility and driving organic traffic to the website.
- ✓ A workshop on proven techniques and practices to cultivate strong client relationships.
- ✓ Ongoing support with strategy calls, progress checks, and valuable feedback.
- ✓ And many more benefits...

Targeted Client Mapping

Ideal for architecture and interior design firms seeking to refine their target audience and create a focused marketing approach.

\$8000 /
₹6,00,000

- ✓ Everything included in **Master Identity Blueprint**. *
- ✓ A completely custom-designed website built according to your firms needs, that drives client conversion.
- ✓ Integrated Sales Funnel to maximize lead generation and sales potential.
- ✓ A personalized content marketing strategy with a 2-hour workshop to establish yourself as an industry leader.
- ✓ And many more benefits...

The Client Magnet

Ideal for architecture and interior design firms who want to elevate their marketing efforts without the hassle of handling it themselves.

\$15000 /
₹12,00,000

- ✓ Everything included in **Targeted Client Mapping**. *
- ✓ Strategy workshops to discover your brand's core vision, mission, personal goals and align them with your business.
- ✓ Help craft a compelling brand messaging strategy.
- ✓ Content Creation for first three months.
- ✓ Customised PDF Designs for your business with visually appealing graphics, and layouts that align cohesively with your brand identity.
- ✓ Rigorous Conversion Testing involving user data analysis, strategic enhancements, and fine-tuning website elements for maximum results.
- ✓ And many more benefits....

* Some services will vary based on what serves the package the best.

The offers are only valid till the End Of September, 2023. They represents a "Package Price". If elements are added to or removed from the Scope Of The Offerings, the pricing for other elements may be affected.

We invite you to join our exclusive program, but hurry, as we are only accepting 10 clients via request-only invite. This ensures that we can provide personalized attention and deliver exceptional results to each participant.

Get on the waitlist here or email us at team@asteriasoft.studio

EXCLUSIVE OFFERS

THANK YOU

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