

WEBSITE STRATEGY SESSION

CRISP APPLE
WEB DESIGN & DEVELOPMENT

Approx: 60 minutes

A large, stylized, light blue outline of an apple with a stem and three leaves is positioned in the bottom right corner of the slide. The apple is rendered in a minimalist, graphic style with smooth curves.

60 MINUTE STRATEGY SESSION

A strategy session is the cornerstone of any successful project and is the fundamental 1st step that should be taken before forking out the big bucks.

Defining who and what your business is, where it is going and how it is going to get there right at the start.

Avoid the high cost of bringing your project to a grinding halt mid-way, when you realise that the groundwork still needs to be done.

PLEASE NOTE If we are a great fit and you decide to work with us, this strategy session will be deducted off your website development cost.

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IS THE 60 MINUTE SESSION RIGHT FOR ME?

If you are pretty much game plan ready and are just looking for some guidance or advice to seal the way forward for you, then this is the session you need.

Nut out some of the blurry details with one of our expert team members and let us help you smooth out the way forward.

This session is also the perfect milestone check-in for any time during your project creation build or post-build checkup.

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TELL YOUR STORY OF TOMORROW

Armed with the very best information you are now ready to start putting your game plan into action with a clear overview of what comes next and how that ties into and supports your future business plans.

GET THE MOST OUT OF YOUR SESSION

Prepare for your session and bring everything you have prepared so far; any inspirational visuals, samples of other similar sites inside or outside your industry. It won't be perfect, but if it was you wouldn't be requiring a strategy session.

Don't stress about not having XYZ, you will have many things to think about after the session, your brain will be on fire.

But come with questions, raise concerns and be open to new ideas and opportunities.



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WHO WILL BE IN THE SESSION?

Sarah Crispin-Naish

CREATIVE DIRECTOR AT CRISP APPLE

Part Crisp Apple and part Crispin Design, Sarah is the Project Managing and Design director.

With over 15 years experience she is highly qualified in print, digital and signage design and marketing. Cat Mother to Puski and Tiggy, she is powered by large amounts of caffeine and has never turned down an offer of salt and vinegar crisps.

Discuss with Sarah questions about:

- Design
- Marketing
- Print and digital media
- Logo and brand strategy
- Marketing strategy
- Website design

 [SARAH CRISPIN-NAISH](#)



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Meg Appleby

DIGITAL DIRECTOR AT CRISP APPLE

Part Crisp Apple and part Bloom Online, Meg possesses the skills and coding knowledge to make all kinds of digital magic come to life.

Auckland based Meg is fluent in Spanish and while she is not creating hi-tech frameworks, she and her sister homeschool their kids - with 6 between them!

Discuss with Meg questions about:

- Automations
- Website development & features
- Website functionality
- Digital strategy
- User experience
- Website strategy

 [MEG APPLEBY](#)

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Tracy Kruger

CREATIVE COMMUNICATIONS DIRECTOR AT HOUSE OF JAM

Tracy is a results-driven communications professional with a huge passion for people and their idiosyncrasies. An analytics junkie with an e-Commerce retail background, specialising in user experience with a vocational love for storytelling.

With the combined knowledge of web design, eCommerce and copywriting, she is able to cohesively streamline your brand story and customer journey into a powerful digital experience that converts.

Discuss with Tracy questions about:

- Content and Copywriting
- Website Audits
- eCommerce
- Marcomms Strategy
- Analytics Strategy
- Customer Journey



[TRACY KRUGER](#)

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“IF YOU DON'T PLAN, YOU PLAN TO FAIL.”

Let's map out a plan to succeed.

Get the expert advice you need to get your project started.

Your investment ONLY \$999 + GST

- Buckle down with the Crisp Apple team for a quickfire 60-minute strategy session.
- The full session is recorded live and the file will be provided for you to keep and refer to
- A 3 month follow up check-in from the team

[**BOOK NOW**](#)



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