



Clay Franklin, Investment Consulting Group

Premium Website Design Proposal

Prepared for:

Clay Franklin, Investment Consulting Group

Prepared on: **2023-07-12**

Prepared by:

Brad Davis, FMG

Valid until: **2023-07-20**

Introduction

In this website design proposal, you will receive three design mockups of your new FMG website. The objective is to land on a creative direction to begin building your website. We ask you to look at the styling, layout, sections and overall design. Images and headlines are placeholders. We can easily replace and add new images and/or custom content you provide for your new website.

Creative Brief

The creative strategy behind your website mockups was to create a professional and sophisticated website that would communicate your value proposition and services, but also capture leads and discovery calls.

Your Target Audience or Niche:

- Wealthy individuals leading up to retirement (late 40, 50, early 60s)
- Small Businesses
- Corporate Executives

The Cornerstone of Your Brand:

We are both holistic planners, but with a tactical mindset.

Services You Would Like to Promote in the Next Year:

1. Holistic Financial Planning
2. Tactical Asset Management
3. Small Business Services & Strategies

Two Most Important Things Your Website Should Do:

1. Help me build credibility and reputation
2. Help me capture leads for my business

Design Style

- Hybrid of Timeless & Modern
- Masculine
- Light and Dark
- Sophisticated

- Experimental Layout

Designs

Mockup 01

Mockup 1 is a modern style that uses bold and aspirational photography to supplement the clean content architecture. This style is great for people who want to scroll and self-select, which is why we added the Who We Serve section.

[View Full Size Design](#)



Our Recommendation



INVESTMENT
CONSULTING
GROUP

SERVICES

PROCESS

ABOUT

LOCATIONS

RESOURCES

BOOK DISCOVERY CALL

352.275.0200 info@icgpc.com Client Login

Focused on Helping Secure Your Financial Future

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BOOK DISCOVERY CALL

Build Your Financial Blueprint

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GET TO KNOW US



Who We Serve

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Corporate
executives

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Employees



Small Business
Owners



Financially
Successful
Individuals

Mockup 02

Mockup 2 is a modern design with more white space to allow for easy readability. The design incorporates aspirational imagery, but not as bold as mockup 1. You will also see elements, step process, that you mentioned in our kickoff call (from the Chula Vista theme).

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Focused on Helping Secure Your Financial Future

Helping Financial Advisers to grow, protect and maximize the value of their businesses while serving their clients more effectively.

[Book Your Discovery Call](#)



[Login](#)

[Book Discovery Call](#)



Build Your Financial Blueprint

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[Get to Know Us](#)

What We Do

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Risk Management

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Retirement Planning

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Estate Planning

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Corporate Executive Services

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Employee-Sponsored Services

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Tax Planning

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Mockup 03

Mockup 3 is a more traditional design that includes simple design sections. Additionally, we also carried across the Who We Serve section and elevated Team Members to the home page.

[View Full Size Design](#)

Focused on Helping Secure Your Financial Future

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SCHEDULE A CONSULTATION



We recognize there are common financial goals and there are unique financial goals.

Our objective is to understand each of our client's goals, plans, and expectations; provide a personal financial blueprint that will help map out getting from point A to point B.



Build Your Financial Blueprint

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GET TO KNOW US

Who We Serve

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Corporate executives

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Employees



Small Business



Financially Successful

Important Considerations

- All headlines and imagery are placeholders
- All copy is placeholder copy. You can use the design to craft copy for each section
- We can mix and match sections from the three mockups
- Changes to the layout or sections are welcome. We will make these changes and present them in the first preview link.

Summary

We understand it's difficult to choose which design to proceed with. We'll be happy to walk through each design and help you make a decision that best fits your business, brand and goals.