



SMACK HAPPY

VIDEOCAST

elevating your business through real-life experiences
web design • marketing tips • business insights • news • design • fun

VIDEOCAST NOTES #006

A FUN DISCUSSION WITH VERDUCCI EVENT PRODUCTIONS

CONDENSED NOTES & KEY TAKEAWAYS

- Upgrading or updating your website to reflect who you are in the here and now can create really really great success stories. This is just one of those success stories.
- Utilize the people closest to you as a resource for inspiration, whether family, friends, or colleagues who will encourage you every step of the way.
- Making sure that you're a good fit with your website designer is super key in forming a long-lasting, symbiotic relationship that will benefit everyone involved.
- When searching for a web designer / developer, look for companies who take care of their own website. Even more, look for a company who matches your values and overall mission of your business.
- While Squarespace may be budget-friendly, it doesn't allow you to be creative with it's limitations in customization. Consider this when choosing a platform for your website. Do what's best for you!

Q&A

What was the hardest thing about running the website pre and post new website design?

Pre: It was very clunky, not user-friendly, didn't convey the right messaging, had too much content

Post: More intrigue, great photography, less like a book, a better representation of the company, easy to update and use, people took us more seriously, we doubled sales, lead magnet, boosted our confidence in our brand, share our culture & values, it shows we care

Can you think of a piece of technology that hasn't been invented yet (or you may not know of) that would help you take what you do to the next level?

They're mostly about lighting fixtures that haven't been invented yet, but would be really helpful for us.

- Battery-powered fixtures or projectors (that last) to minimize use of electric, be more mobile, and increase efficiency
- A two-toned upright, as it'd make life a lot easier

This week's special guest:
Verducci Event Productions

Verducci Event Productions brings the fun to events across the Bay Area. Their mission is to use technology, talent, and customer service to create environments that transport people to another place where they can create lasting memories, inspire positive change in the world, and achieve their dreams. Find out more how you can create your vision for your event at wearevep.com.