

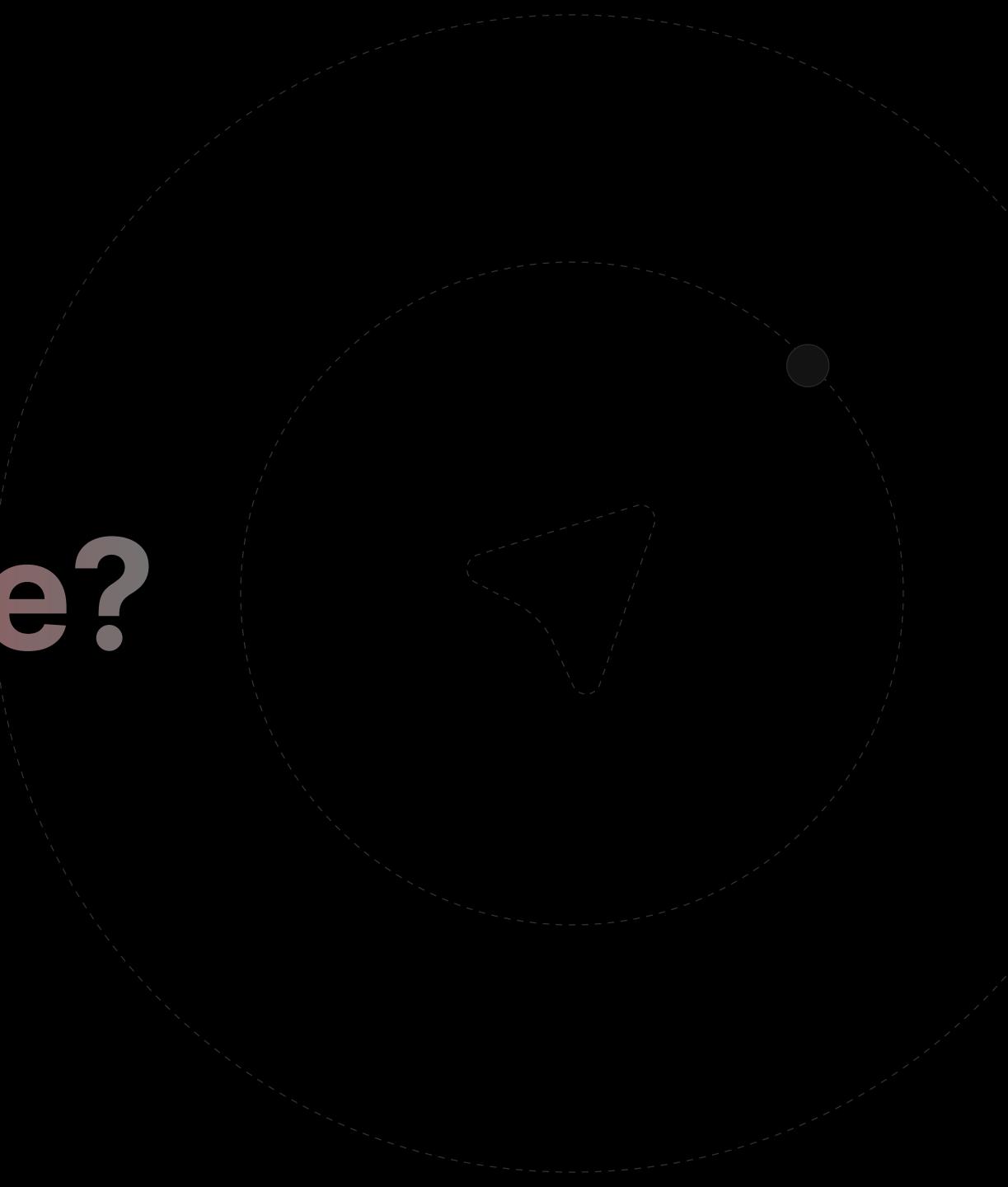
## Smart Way Digital LLC

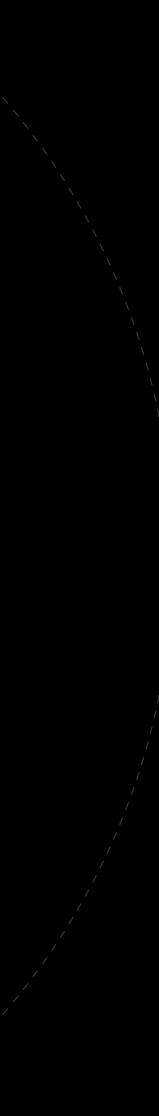
Your universal digital partner

We empower businesses through branding, web solutions, and digital marketing.



## Who are we?





About Agency

## We are an Agency $\Rightarrow$

We are a Massachusetts-based digital agency specializing in branding, web development, digital marketing, and business solutions.

We assist businesses in driving digital transformation by building or enhancing their online presence and automating essential processes.

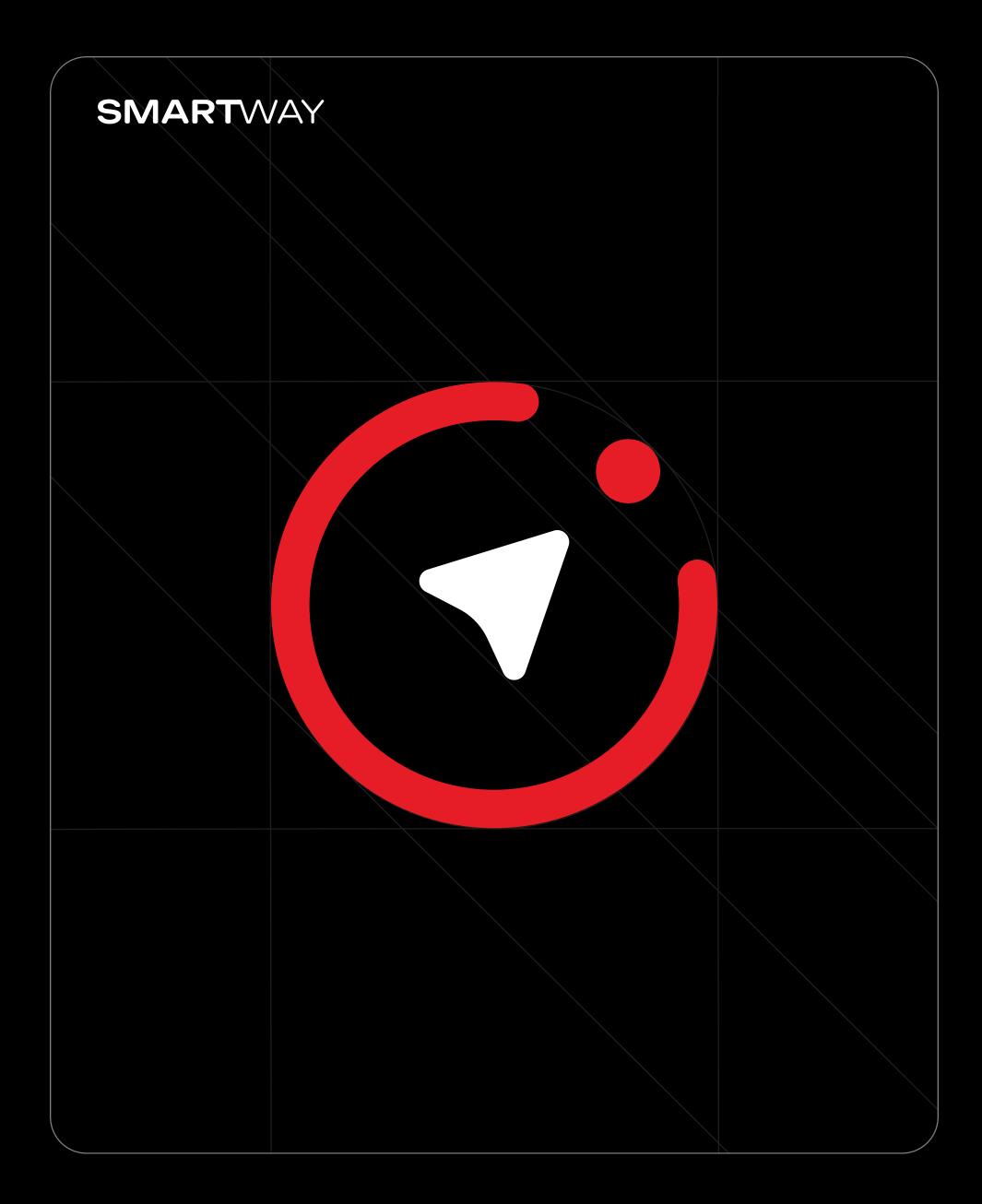
"Smart Way Digital was founded to help businesses excel online by providing a wide range of services in one location."



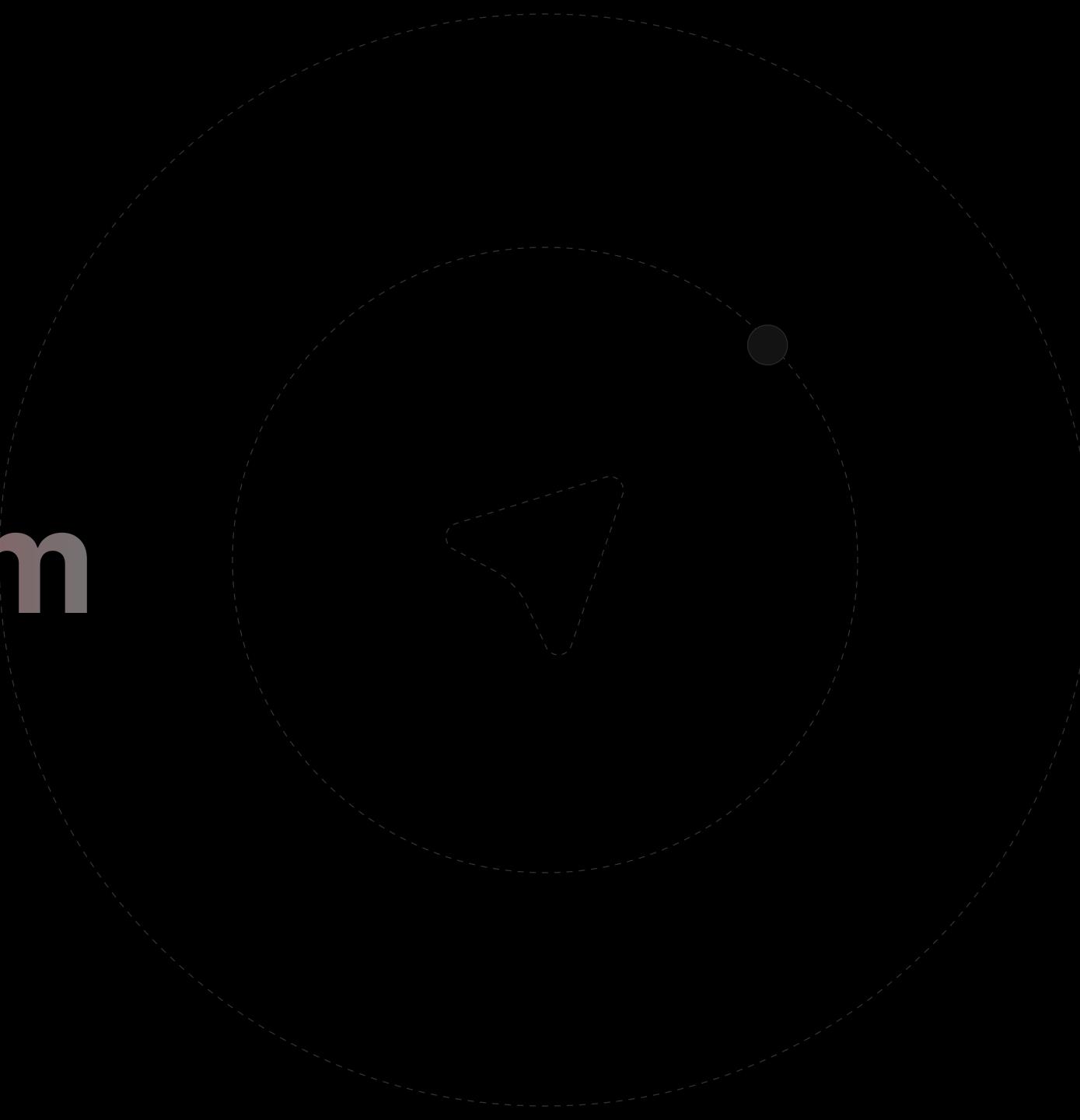
About Logo

# A brand that possesses a strong foundation and has a clear vision for the future.

- Circle Unity and Cohesion
- Dot Focus and Goal
- Arrow Direction and Purposefulness



## Smart Team





At Smart Way Digital, people are at the heart of everything we do.

Our mission is to assist, guide, advise, and support businesses in their digital growth and transition to the next level. We consider our team a family and build client relationships based on these same principles.



#### Wes Meshko

#### Founder of Smart Way Digital LLC

Wes is the founder of Smart Way Digital, a Massachusettsbased digital agency with 7 years of experience in digital marketing and web development. Passionate about empowering businesses, he established the company to provide comprehensive digital solutions that drive online growth and transformation.

#### About Team





#### Alex

Web Developer (Prague)

The technical mind behind our projects, Alex brings creative solutions and seamless functionality to every website he builds.

#### Kate

Social Media Marketer (Kharkiv)

A strategic targetologist, Kate excels at crafting social media campaigns that connect and engage our audience.





#### Anastacia

Graphic & Web Designer (Lviv)

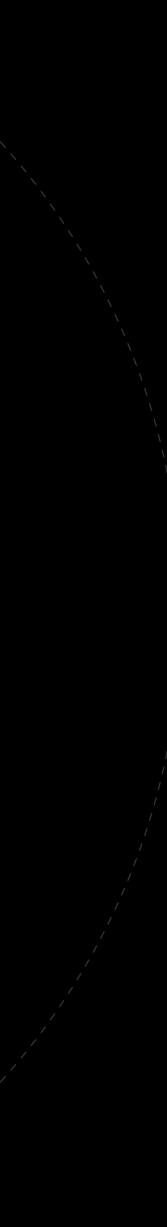
With an eye for detail and a passion for design, Anastasia creates visuals that bring our brand's vision to life.

#### Cupcake

Chief Mood Officer (UA)

Our furry teammate and fulltime psychologist, Cupcake keeps the team smiling and spirits high.

## Mission and Vision



## Empowering Digital Success: Our Mission & Vision

### Mission:

To assist businesses in enhancing their market presence and increasing profitability through digital tools and strategies.

### Vision:

Our goal is to become the most effective digital transformation agency and a trusted partner for businesses.



### **Our values for Conducting Business** and Cultivating Our Team



#### **Honesty and Transparency**

we believe in open and honest communication.



#### **Client Focus**

our clients' needs are at the heart of every decision we make.



#### **Innovation and Creativity**

we constantly seek the most cutting-edge solutions.



#### **Partnership and Trust**

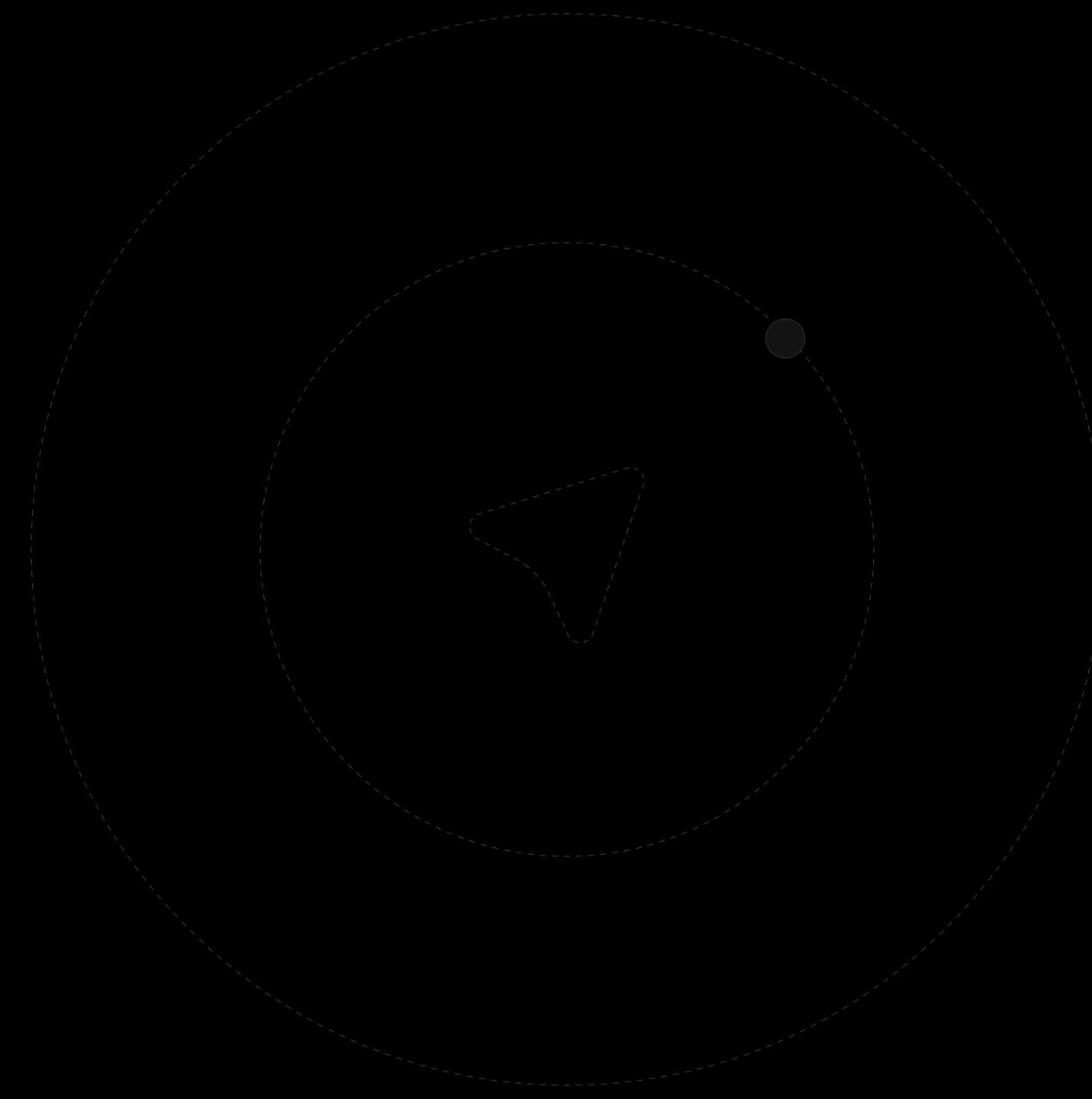
we grow together with you through fruitful collaboration.



#### **Result-Oriented Strategies**

your success is the measure of our success.

## Services



### We provide client-centric services



#### **Branding & Design**

We create impactful brand identities that align with the brand's tone, personality, and target audience.

- Brand Identity Design
- Brand Messaging and Storytelling
- Brand Guidelines Development
- Rebranding Services



#### **Web Development**

We create websites that provide a seamless user experience by combining functionality with aesthetics.

- Website Design
- Website Development
- E-commerce Solutions
- Website Maintenance and Support





#### **Digital Marketing**

We develop digital marketing strategies that strengthen brand visibility, increase user engagement, and optimize conversion rates.

- Search Engine Optimization (SEO)
- Pay-Per-Click (PPC) Advertising
- Social Media Marketing
- Email Marketing
- Content Marketing

### We customize our services for each client, ensuring a strategic and thorough approach to their online presence.

We don't adhere to rigid frameworks when working with businesses; instead, our strength lies in addressing the specific needs that a business cannot manage on its own. We customize our service packages based on your project and goals, providing only what your business requires for growth. This approach ensures there are no unnecessary costs—just effective, valuable solutions.

**Every business aspires** to grow. However, during the transition to the next level, they often encounter significant challenges that can either break them or strengthen them.



#### Smart Way Digital assists businesses in overcoming this challenge by developing:

- Robust internal processes
- A strong online presence
- Brand recognition
- Process automation
- An expanded customer base (through social marketing and advertising)



### How we work

01

#### Analysis

Understand your goals and challenges.

02

#### Strategy

Create a tailored action plan.

03

#### Implementation

Execute with precision.

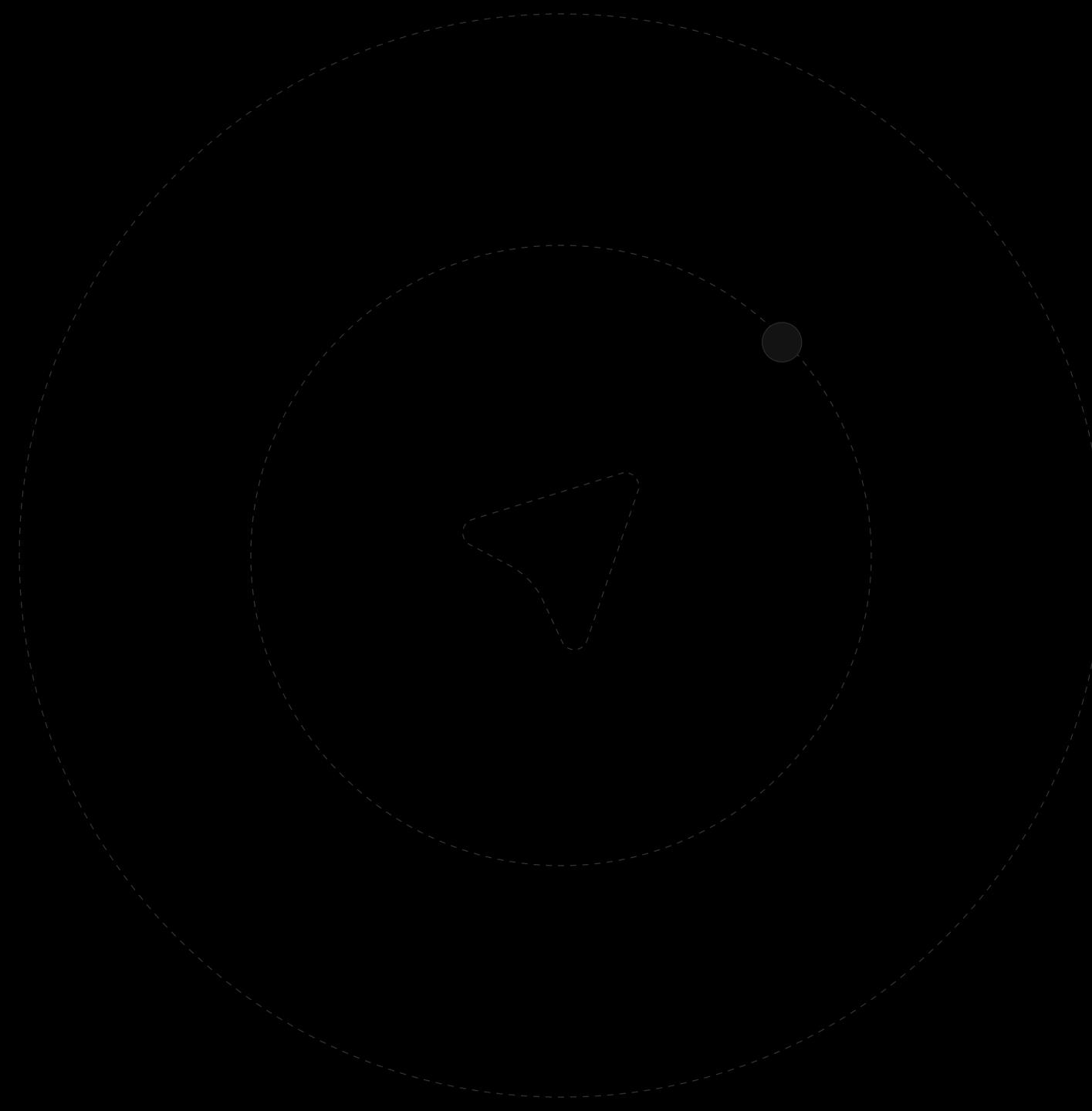
#### 04

#### Optimization

Refine for ongoing success.



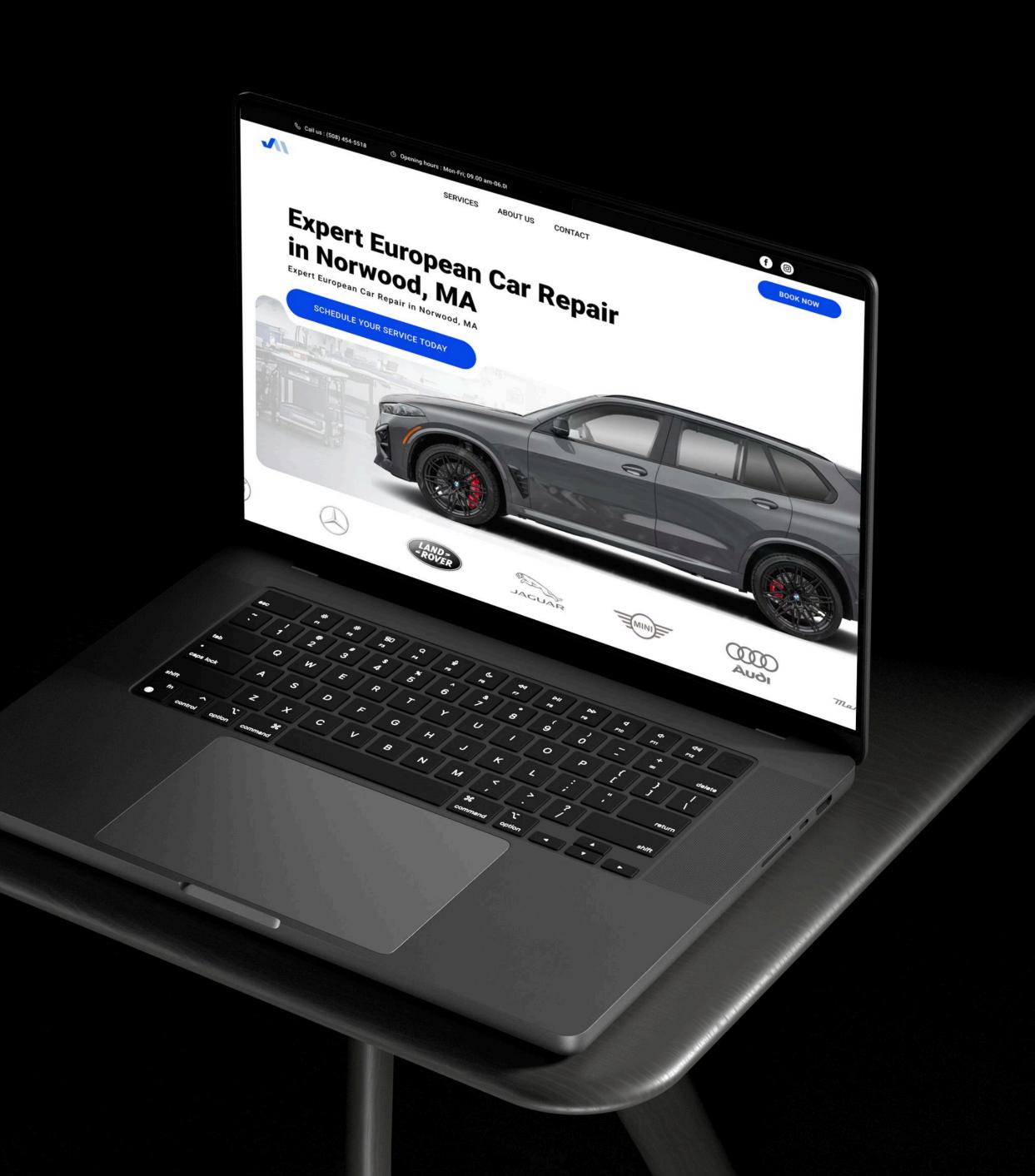
## Showcase





## Expert European car Repair Service

https://jacob-motors.com/





### **Jacob Motors**

#### **Jacob Motors**

European car repair service

#### Headquarters

Norwood, MA

#### Industry

Automotive Industry

#### Timeline

December 2024 - January 2025

#### Service we provided

- Branding
- UI/UX Design
- Website Development
- Social Media Marketing

#### Background

Jacob Motors is a European car repair startup based in Norwood, MA. As a new business, they needed a strong digital presence and branding to establish credibility, attract customers, and compete in the automotive industry.

#### **The Problem**

#### The Solution

**1. Lack of Branding:** Being a startup, Jacob Motors did not have a logo or corporate identity to represent their values and professionalism.

**2. No Online Presence:** Without a website, the business lacked an essential platform for customer engagement, service information, and appointment bookings.

**3. Social Media Absence:** They had no active social media strategy, missing out on

opportunities to connect with their target audience and build brand awareness.

**1. Branding:** We developed a cohesive logo and corporate identity that aligned with Jacob Motors' mission and market focus.

2. UI/UX Design and Website Development: We built their first website from scratch, featuring a user-friendly interface and a streamlined booking system to enhance customer convenience. **3. Social Media Marketing:** We created and executed targeted social media campaigns to establish their presence, engage potential customers, and drive traffic to their new website.

#### Branding

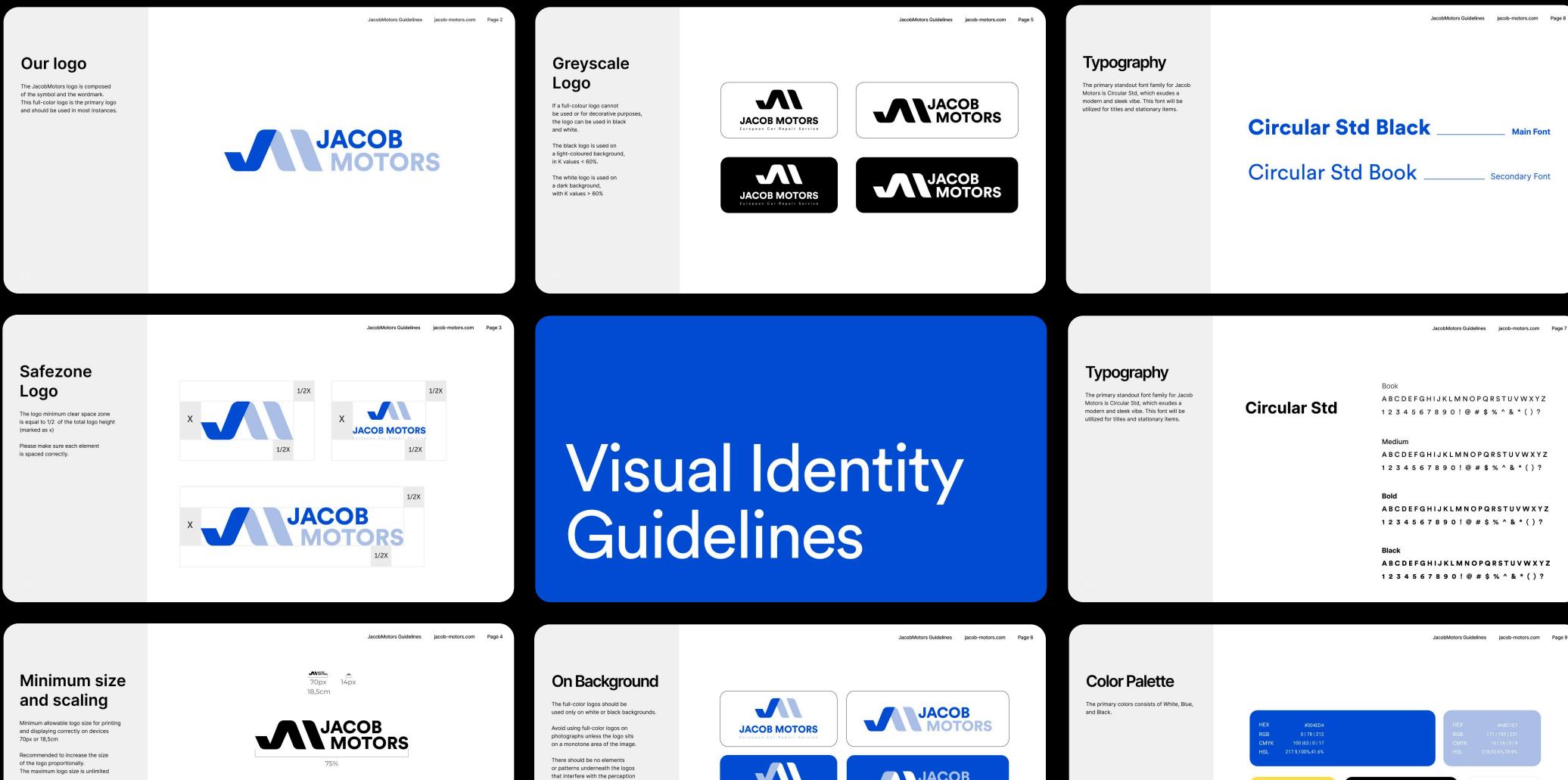
### JACOB MOTORS European Car Repair Service







#### Guidelines



JACOB 50%

of any of its parts

25%

 
 HEX
 #FFDC4B

 RGB
 255 | 220 | 75

 CMYK
 0 | 14 | 71 | 0

 HSL
 48.3,100%,64.7%

 HEX
 #030614

 RGB
 6 | 14 | 3

 CMYK
 57 | 0 | 79 | 95

 HSL
 103.6,64.7%,3.3%
 HEX

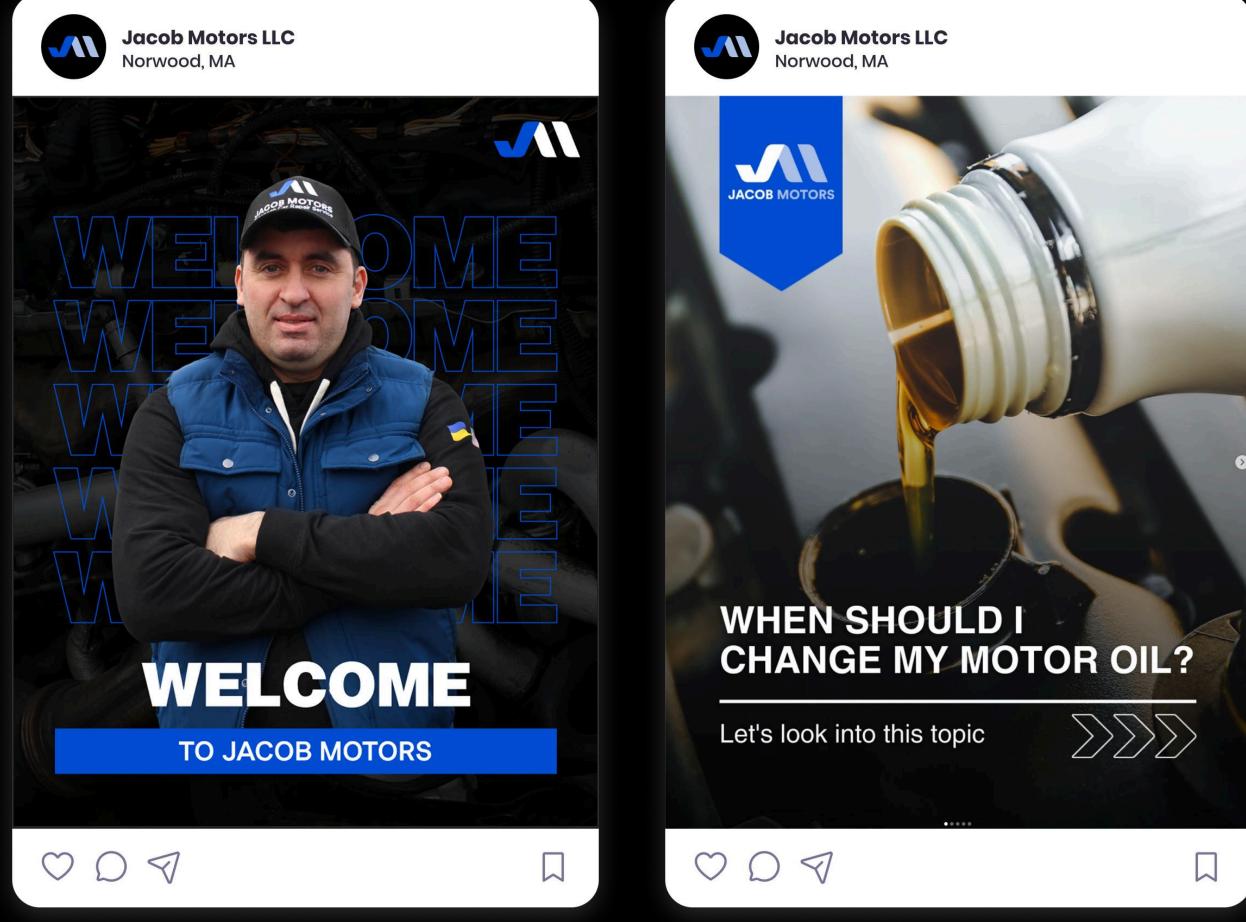
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 RGB
 255 | 255 | 255

 CMYK
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 HSL
 0,0%,100%

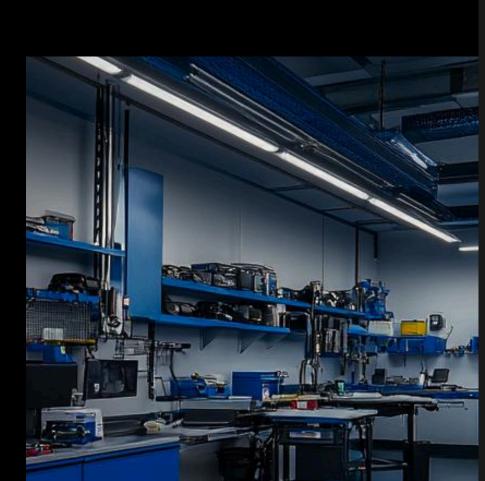
JACOB MOTORS **JACOB MOTORS JACOB** MOTORS **JACOB MOTORS** 





**Jacob Motors LLC** Norwood, MA





### **RELIABLE CAR -STRESS-FREE RIDE!**

START WITH SSS DIAGNOSTICSI

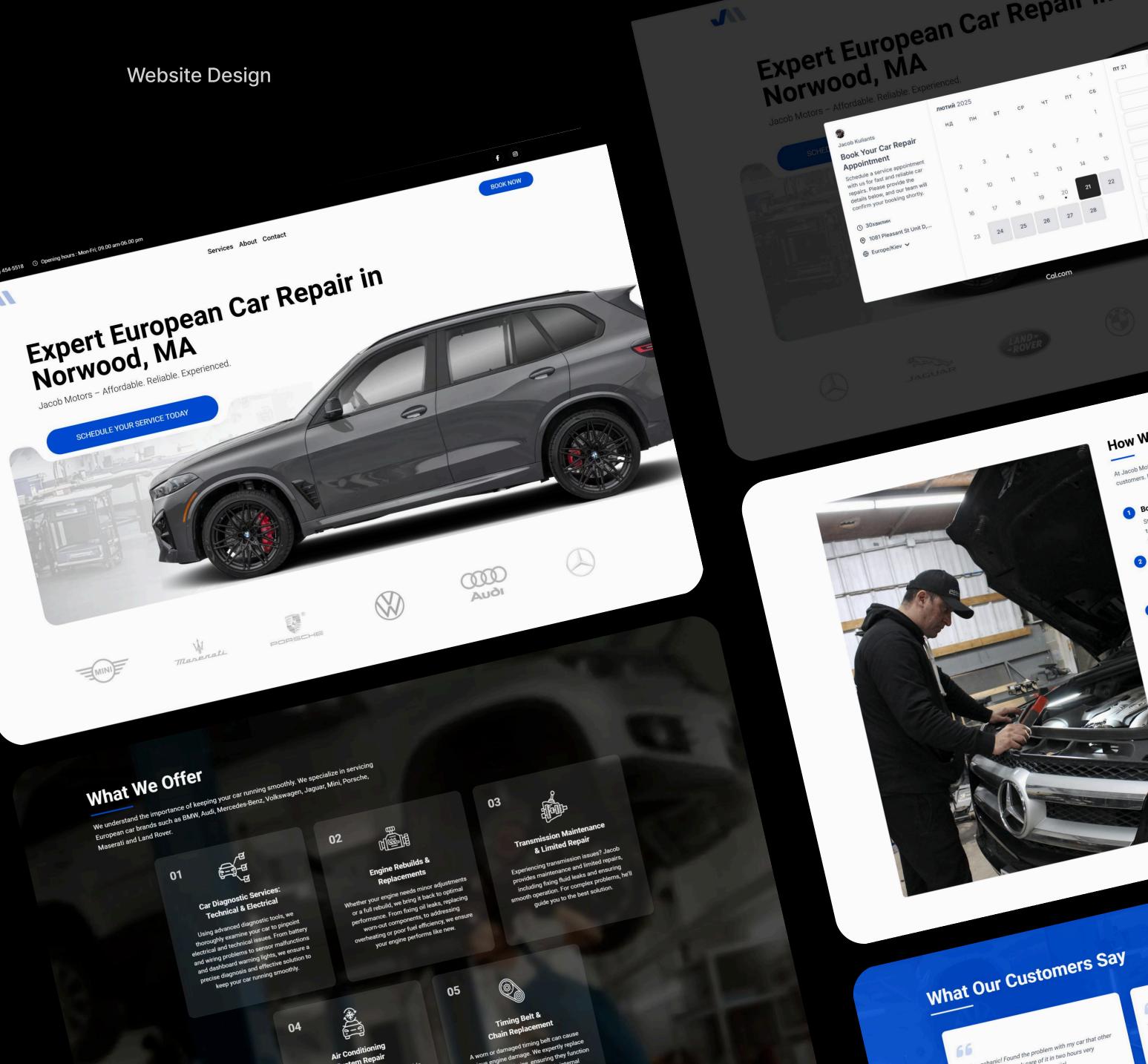


### CCC CCC TIMELY DIAGNOSTICS



info@jacob-motors.com





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What Our Customers Say

How We Work

12 год 24 год

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16:00

16:30

17:00

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18:30

calling us at (508) 454-5518, or sending a quick vrs. Here's how it works: At Jacob Motor. onime מויטעט טען אפטאוני, כמוווזע עג או (אסיט אסא-אס וא, or senamy יent time for you to bring in your car and discuss the issues you're

 Book an Appointment: We'll find a con

'y discuss the problems your car is having. Whether it's 'ormance issues, we take the time to listen and understan 2 Bring Your Car In: ning lights, or perform

thoroughly inspect your vehicle to identify the root cau וני ניטטו<sup>א,</sup> איפ נהוטרטעקחוץ והspect your venicle to identity the root causes of es we fully understand what's wrong and can provide an accurate repair prepare a detailed repair plan that outlines each issue, how 3

After diagnosing the problems, we prepare a detailed repair plan that outlines each issue, how we'll address it, and the cost of repairs. Transparency is key—we explain everything clearly so you can make an informed decision. Plan & Pricing: v the plan, you decide whether to proceed with the work. We only move forward placements that you approve, ensuring you're always in control of the process. can make an in

ss simple, transparent, and stress-free for our

s or brake replacements, you can wait comfortably in our warm Approval: 5

For smaller repairs like oil changes or brake replacements, you can wait comfortably in our warm and inviting office. For more complex and time-consuming work, such as engine or transmission repairs, you can leave your car with us. We'll provide updates throughout the repair process so you're always informed. 6 Repair Process:

NSPECTION. vpleting the repairs, we conduct a final diagnostic check to ensure everything is vpleting the repairs, we conduct a final diagnostic check to ensure everything is vperfectly. Then, we hand back your car, repaired and ready to perform at its best. you're always informed. 7 Final Inspection:

Roman Andreycl

v't find took care of it in tw

viced labor and diagi. Roman Sarandi

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What Our Customers Say

Jacob Motors was founded in 2024 by Jacob Kuliants, a passionate and highly skilled mechanic with over 10 years of experience in the automotive industry. Jacob's love for ears

About Jacob Motors

with Jacob Motors.

Jacob Motors was founded in 2024 by Jacob Kuliants, a passionate and highly skilled mechanic with over 10 years of experience in the automotive industry. Jacob's love for care and dedication to delivering top-quality repairs has been the driving force behind his career and business. From 2014 to 2022, Jacob owned and operated a successful car repair service in Ukraine, where he renaized over 2 nnn vehicles. His expertise includes working on some of the most

From 2014 to 2022, Jacob owned and operated a successful car repair service in Ukraine, where he repaired over 2,000 vehicles. His expertise includes working on some of the most complex and demanding repaire euch as engine overheule for lowing brande live Land Date where he repaired over 2,000 vehicles. His expertise includes working on some of the most complex and demanding repairs, such as engine overhauls for luxury brands like **Land Rove Maserati, Porsche, BMW. and Mercedes-Benz**, Jacob also has extensive experience of complex and demanding repairs, such as engine overhauls for luxury brands like **Land Rov**. **Maserati, Porsche, BMW, and Mercedes-Benz.** Jacob also has extensive experience in transmission maintenance which he mastered during his years of handson work in hoth Maserati, Porsche, BMW, and Mercedes-Benz. Jacob also has extensive experience in transmission maintenance, which he mastered during his years of hands-on work in both Ukraine and Europe

years of experience working on high-end vehicles in Europe and Ukraine. Whether it routine service, an engine rebuild, or transmission maintenance, Jacob's attention t routine service, an engine rebuild, or transmission maintenari-ensures that every car leaves the shop in perfect condition.

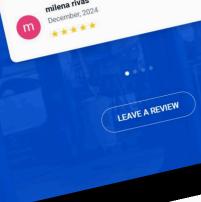
Jacob personally oversees every repair at his shop, applying the skills he developed of Jacob personally oversees every repair at his shop, applying the skills he developed years of experience working on high-end vehicles in Europe and Ukraine. Whether it's

Phone

After moving to the United States with his family in 2022, Jacob brought his years of

After moving to the United States with his family in 2022, Jacob brought his years of expertise and passion for European cars to Norwood, MA. In 2024, he established Jaco Motors, a service center dedicated to providing personalized, reliable, and affordable care renair solutions.

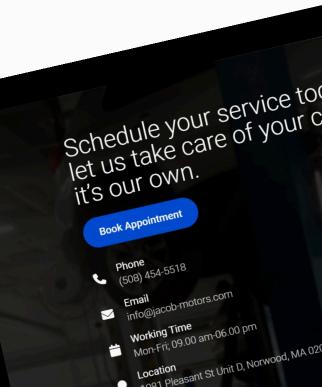
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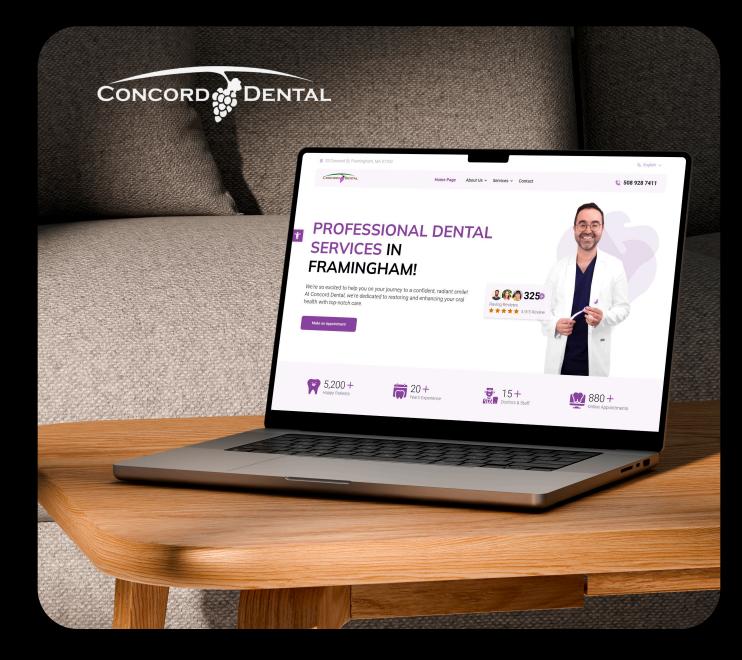
For Jacob, repairing cars is not just a job—it's a lifelong passion. He takes pride ir For Jacob, repairing cars is not just a job—it's a lifelong passion. He takes pride i even the most challenging mechanical issues and helping his customers get bac

With Jacob Motors, you can trust that your car is in the hands of an expert whi With Jacob Motors, you can trust that your car is in the hands of an expert wh European vehicles inside and out. Experience the difference of quality, care, at



#### **Others Selected Projects**

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#### Healthy

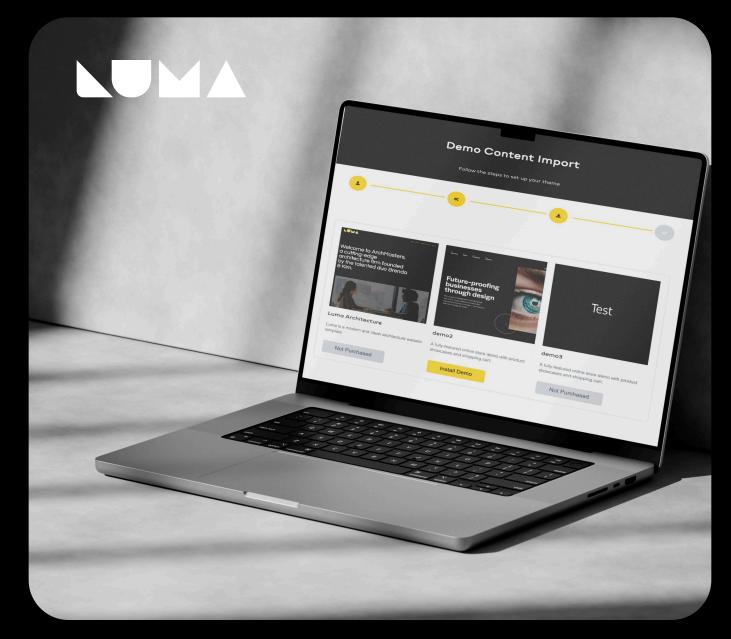
- Website Design
- Website Development



#### Maximum-Charge 🔗

#### Media

- Branding
- Website Design
- Website Development



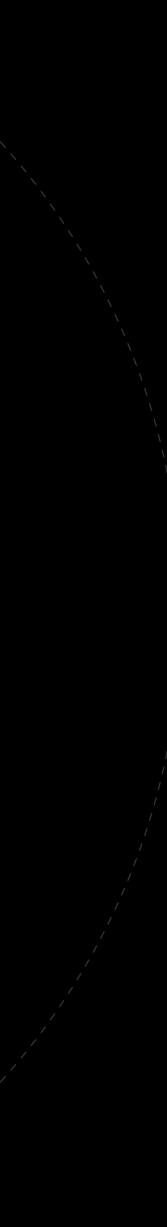


#### Luma

#### E-commerce

- Commercial platform
- E-commerce solutions

## Reasons to Choose Us



## Why Chose Smart Way Digital?

#### **Our Strengths:**

- Individual Approach In-depth analysis of your needs to develop unique strategies.
- Transparent Pricing Clear service packages with no hidden fees.
- Reliability and Deadlines Consistent quality and respect for timelines.

#### **Our Competitive Advantages:**

- Personalized Solutions We thoroughly study your business to create tailored strategies.
- Clear Communication Regular updates and reports without unnecessary jargon.
- **Results-Driven Approach** Focused on measurable outcomes to maximize growth and success.

**Contact Us** 

### Ready to lead your business to digital success? Let us do the same for you! Contact us → info@smart-way.digital

## Thank You!

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