



L . RAE DESIGN

PORTFOLIO

FROM L. RAE DESIGN SERVICES, PROJECT EXAMPLES
AND A FEW OTHER HELPFUL DETAILS

WWW.LRAEDESIGN.COM

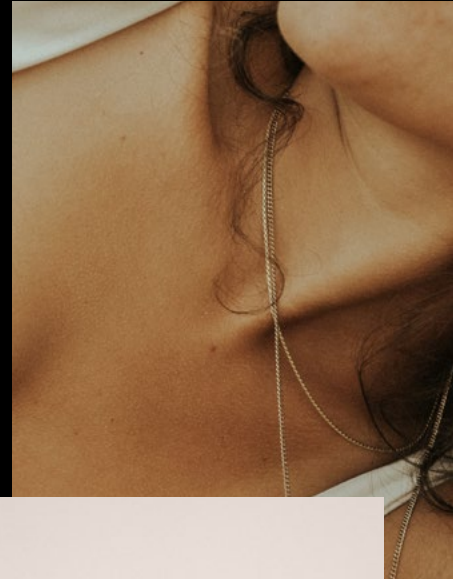


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L . R A E D E S I G N

*"INTUITIVE, INTENTIONAL AND ATTENTION-GRABBING
EXPERIENCES THAT AUTHENTICALLY REPRESENT AND
SERVE HIGH-LEVEL BRANDS AND COMPANIES."*





LAUREN KLAHOLD FOUNDED L. RAE DESIGN WITH A VISIONARY PHILOSOPHY: TRANSCENDING THE MERE PURSUIT OF "MORE" TO EMBODY THE ESSENCE OF "BETTER." L. RAE DESIGN METICULOUSLY CREATES EXQUISITE CREATIVE EXPERIENCES THAT SEAMLESSLY BLEND INTUITION, PURPOSE, AND ALLURE, CAPTURING THE ESSENCE OF EACH BRAND WHILE REMAINING TRUE TO THEIR AUTHENTIC IDENTITY - IT IS AN ELEVATED EXISTENCE OF LUXURY, SETTING A NEW STANDARD IN SERVING AND REPRESENTING HIGH-LEVEL CLIENTS AND COMPANIES ACROSS THE UNITED STATES.

AT L. RAE DESIGN, PASSION, STRATEGY, AND SERVICE ARE THE PILLARS THAT PRECEDE ANY PARTNERSHIP. WITH A BOUTIQUE TEAM, THEY POSSESS THE EXCEPTIONAL ABILITY TO OFFER UNPARALLELED TAILORING AND SUPPORT. THEIR APPROACH COMBINES SOULFUL STRATEGY AND GENUINE DEDICATION, PRIDING THEMSELVES ON IMMERSING DEEP WITHIN THEIR CLIENT'S DISTINCTIVE ECOSYSTEM TO DELIVER UNPARALLELED PRODUCTS AND SERVICES.

AS A VERSATILE STUDIO DEEPLY ROOTED IN THE DESIRE TO BLEND CREATION AND CONNECTION ACROSS DIVERSE INDUSTRIES, L. RAE DESIGN APPROACHES EACH CREATIVE ENDEAVOR WITH CURIOSITY, EXPERTISE, AND PURPOSE. THEIR PRIMARY OBJECTIVE IS TO CRAFT DISTINCTIVE AND ENDURING BRAND EXPERIENCES THROUGH THE REALMS OF DESIGN, SOCIAL MEDIA, AND DIGITAL LANDSCAPES.

BRANDING BETWEEN THE LINES



SERVICES

BRAND IDENTITY & DESIGN

BRAND STRATEGY

GRAPHIC DESIGN

SOCIAL MEDIA MANAGEMENT

SOCIAL MEDIA DESIGN

CONTENT CREATION

SOCIAL MEDIA AD CREATION

SOCIAL MEDIA AD MANAGEMENT

ANALYTICS & REPORTING

WEBSITE DESIGN

WEBSITE DEVELOPMENT

E-COMMERCE

SEARCH ENGINE OPTIMIZATION

BUSINESS STRATEGY

ART DIRECTION

CREATIVE CONSULTING

COLLATERAL

PACKAGING

HOSTING & SUPPORT

MONTHLY RETAINERS



COPE & CO.

COPE & CO IS A BOUTIQUE LEATHER GOODS COMPANY BASED IN A QUIET COASTAL CAROLINA TOWN. THEIR SMALL TEAM THOUGHTFULLY HAND-CUTS, STITCHES, RIVETS AND BUFFS EVERY LUXURIOUS PIECE WITHIN THEIR SMALL BATCH COLLECTIONS BEFORE IT REACHES ITS NEW HOME - MAKING NO TWO PIECES EXACTLY ALIKE.

EVERY PRODUCT IS MADE TO BE LOVED AND WORN AS IT JOINS YOU ON YOUR JOURNEY THROUGH LIFE GIVING THE LEATHER A BEAUTIFULLY RICH PATINA OVER TIME - COPE & CO'S QUIET REMINDER TO EMBRACE THE BELIEF THAT WE ALL GET BETTER WITH AGE.

CLIENT: COPE & CO

LOCATION: BEAUFORT, NORTH CAROLINA

PROJECT: COPE & CO IDENTITY REBRAND

TYPE OF WORK: BRAND IDENTITY, SOCIAL MEDIA DESIGN, PACKAGING,

BRAND STRATEGY & CREATIVE CONSULTING



INSPIRED BY AGELESS BEAUTY, CRAFTSMANSHIP AND MINIMAL LUXURY. IT'S A TOUCH COASTAL WITH CLASSIC LINES. A MODERN PALETTE. WITHOUT PRETENTIOUSNESS.

THINK: EFFORTLESSLY CHIC, A WARM COASTAL AFTERNOON, MINIMAL CLEAN LINES. A CRISP WHITE LINEN BUTTON-DOWN, RAW BUT REFINED TEXTURES, THE SMELL OF ESPRESSO BREWING, AND WINDBLOWN HAIR. YOUR FAVORITE LEATHER BAG. OPEN SPACES. A CHILLED GLASS OF ROSÉ. UNABASHED, GENUINE AUTHENTICITY.

HAND / MADE

COPE & CO.

ESTD. *leather goods* 2020

COPE & CO. X

BEAUFORT, NORTH CAROLINA
authentic is beautiful

COPE & CO

X

C





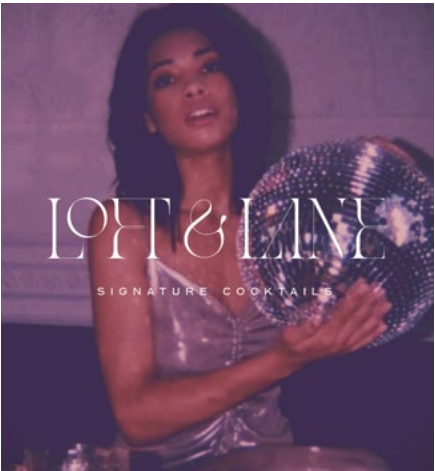
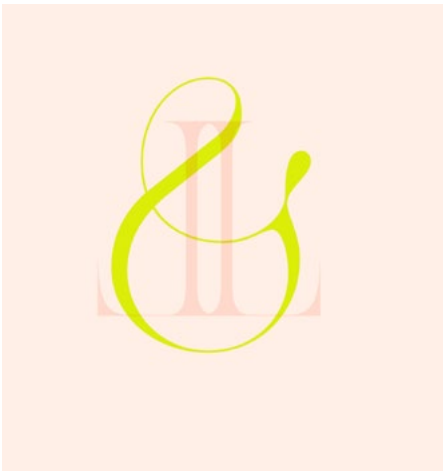


LOFT & LANE



LOFT & LANE IS AN UNAPOLOGETICALLY BOLD & BUBBLY COCKTAIL BRAND. IT'S THEIR UNIQUE TAKE ON THE CLASSICS PAIRED WITH A LINE OF SUPERBLY CRAFTED AND PRE-MADE COCKTAILS THAT GIVES YOU STYLE IN EVERY SIP.

CLIENT: LOFT & LANE
PROJECT: BRAND IDENTITY & SOCIAL MEDIA
TYPE OF WORK: BRAND IDENTITY, SOCIAL MEDIA DESIGN, BRAND STRATEGY





THE DROP IN

THE DROP IN IS A MODERN AND COASTAL BOUTIQUE LIVING SPACE. BRANDED SHORT-TERM STAY EXPERIENCE CENTERS AROUND A DESIRE TO EXPLORE NEW ENVIRONMENTS.

CLIENT: THE DROP IN AIRBNB

PROJECT: BRAND IDENTITY

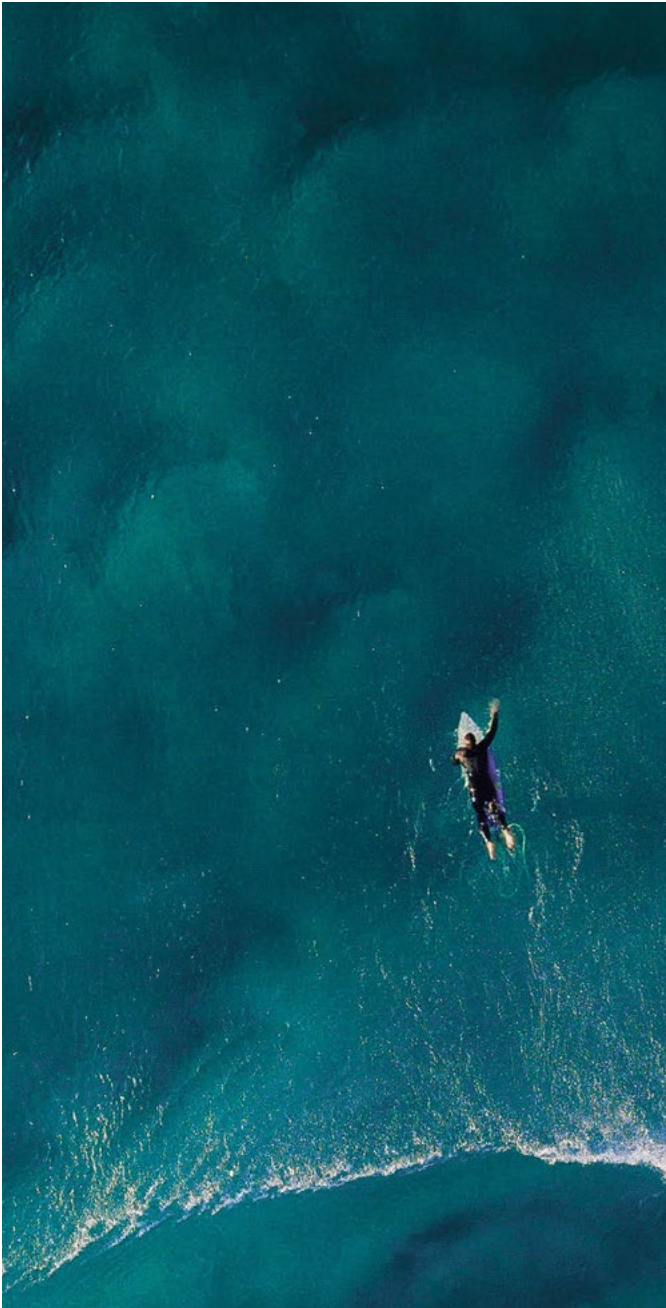
TYPE OF WORK: BRAND IDENTITY AND SOCIAL MEDIA DESIGN

INSPIRED BY EXPLORING NEW PLACES, ENJOYING EACH OTHER'S COMPANY
AND CELEBRATING LIFE. CLASSIC LINES WITH A COOL, CALM NATURE.

THINK: SEA SPRAY, THE SOUND OF WAVES CRASHING ONTO THE WARM SAND,
A DESIRE TO ELEVATE ANY TRAVEL OR OUTDOOR EXPERIENCE.









BRAND
IDENTITY


SOCIAL
MEDIA

WEB
DESIGN

DIGITAL

L. RAE DESIGN

WEB DESIGN



INQUIRY
PROPOSAL
TERMS & DEPOSIT
CLIENT WELCOME

PHASE 1

CONSULTATION
AUDIT
RESEARCH & ANALYSIS
CREATIVE DIRECTION

PHASE 2

DESIGN
REFINE
PRESENT

PHASE 3



L. RAE DESIGN

SOCIAL MEDIA CASE STUDIES

THE PROCESS

INQUIRY
PROPOSAL
TERMS & DEPOSIT
CLIENT WELCOME

PHASE 1

CONSULTATION
AUDIT
RESEARCH & ANALYSIS
CREATIVE DIRECTION

PHASE 2

DESIGN

PHASE 3

100% CENTERED IN SOULFUL STRATEGY,
ATTENTION-GRABBING AESTHETICS &
4-CALIBER CLIENTELE.

L. RAE DESIGN

**VISUAL & DIGITAL
COMMUNICATION
WITH RESULTS**



CASE STUDY #1

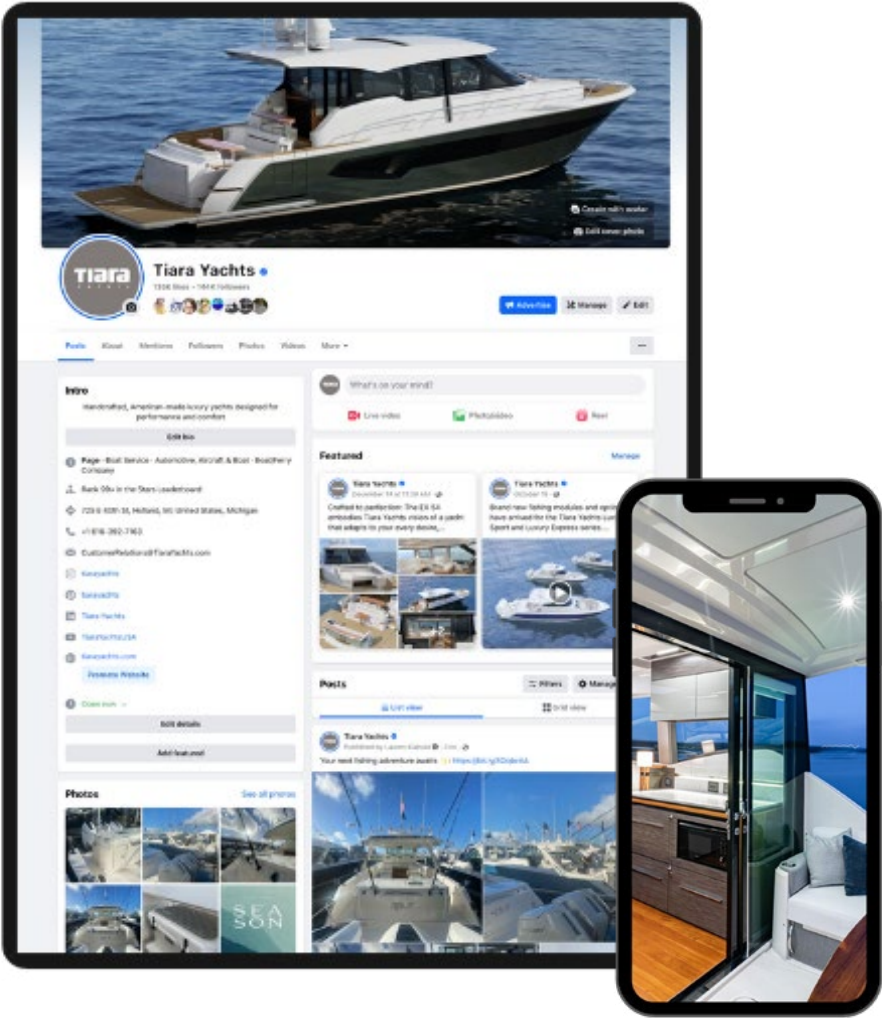
ONE OF THE OLDEST PRIVATELY HELD BOAT MANUFACTURERS IN THE UNITED STATES. THEY ARE ONE OF THE PREMIER BRANDS IN THE BOATING INDUSTRY, KNOWN FOR THEIR DISTINCT STYLE, LUXURY, AND POWER. THEIR MODELS INCLUDE BOTH INBOARD AND OUTBOARD CRUISING YACHTS RANGING FROM 34 TO 60 FEET. L. DESIGN HAS BEEN WORKING WITH THEM SINCE 2012, BRINGING THEM ON AS A L. RAE CLIENT IN AUGUST 2016.

CLIENT SERVICES

COMPLETE SOCIAL MEDIA AND AD MANAGEMENT, FACEBOOK, INSTAGRAM, THREADS, YOUTUBE, VIMEO, PINTEREST AND LINKEDIN ACCOUNT MANAGEMENT, SOCIAL MEDIA CONSULTANT TO ALL NATIONAL AND INTERNATIONAL DEALERS.

GOALS

INCREASE BRAND AWARENESS., MANAGE BRAND REPUTATION, IMPROVE COMMUNITY ENGAGEMENT, INCREASE VIDEO VIEWS, DELIVER CUSTOMER SERVICE.



307
POSTS

146.1K
REACTIONS

1.9K
COMMENTS

9.38K
SHARES

17.8M
VIDEO VIEWS

7.05M
MINUTES VIEWED

107.52K
ENGAGEMENTS

144K
NET FOLLOWERS

FACEBOOK LIKES (TOTAL) 126,368

GAINED FANS 17,778

REACH 30,292,806

REACH RATE 24.23%

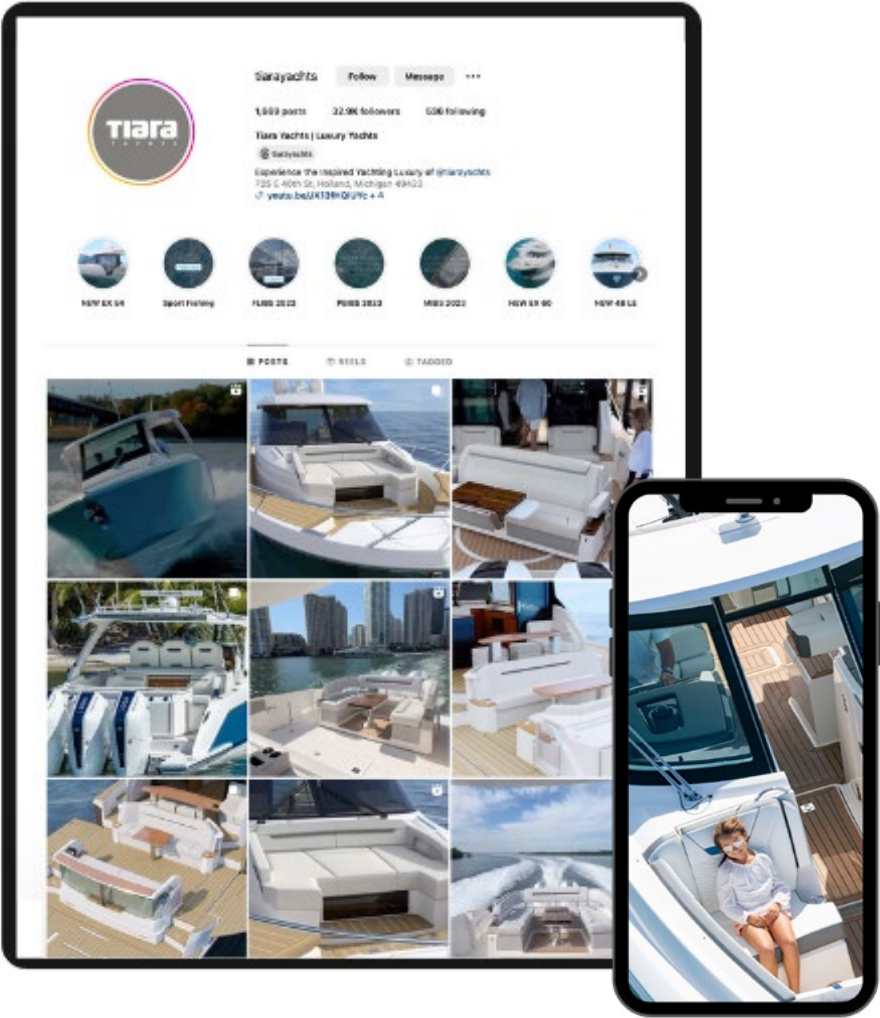
IMPRESSIONS 32,980,164

ENGAGEMENT 1,104,970

FAN ENGAGEMENT RATE 881.61%

REACH ENGAGEMENT RATE 3.65%

INSTAGRAM



254

POSTS

1.3K

COMMENTS

12K

AVG PLAYS PER REEL

2.82K

SAVES

88.89K

LIKES RECEIVED

946.83K

REELS VIEWS

307.6K

AVERAGE LIKES RECEIVED

551

INSTAGRAM STORIES

INSTAGRAM FOLLOWERS

32,935

GAINED FANS

4,105

REACH

1,884,501

REACH RATE PER POST

26.89%

IMPRESSIONS

3,178,512

AVERAGE IMPRESSIONS PER POST

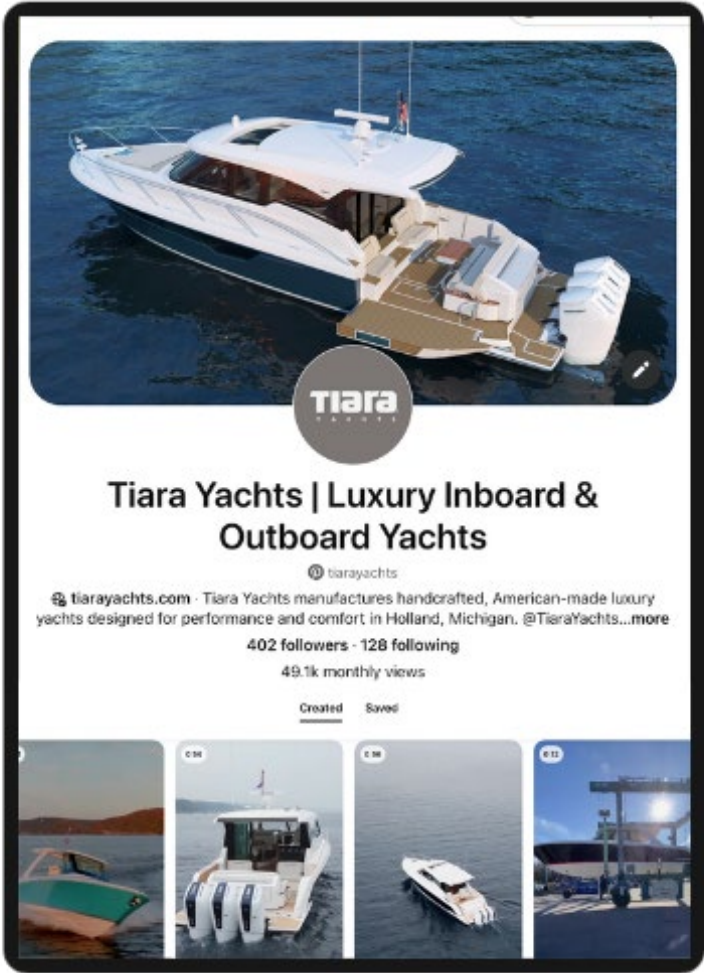
8,190.8

FAN ENGAGEMENT RATE PER POST

1.21%

REACH ENGAGEMENT RATE

4.3%



PINTEREST

*STARTED IN LATE AUGUST 2022

403
FOLLOWERS

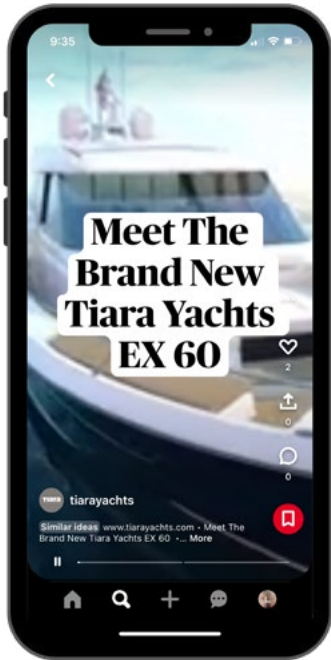
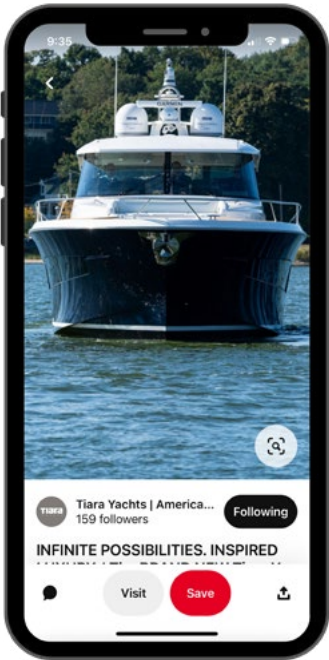
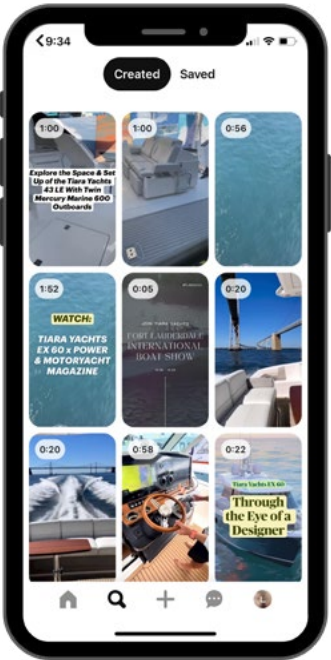
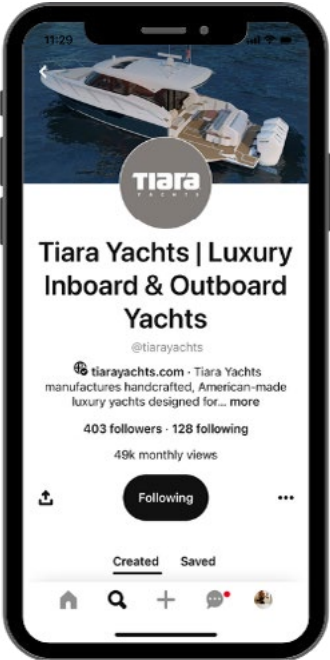
577.29K
IMPRESSIONS

29.2K
MONTHLY VIEWS

183K
TOTAL AUDIENCE

24.11K
ENGAGEMENTS

618
TOTAL NEW PINS CREATED





CASE STUDY #2

BUILDING AWARD WINNING SPORT FISHING BOATS FOR OVER 70 YEARS WITH YACHT-CALIBER FIT AND FINISH, TIMELESS STYLING AND INNOVATIVE FEATURES. THEIR OUTBOARD MODELS RANGE FROM 23-48 FEET. L. RAE DESIGN HAS BEEN WORKING WITH THEM SINCE 2012, BRINGING THEM ON AS A CLIENT FROM AUGUST 2016 - APRIL 2022.

CLIENT SERVICES

FACEBOOK AND INSTAGRAM ACCOUNT AND AD MANAGEMENT, YOUTUBE, VIMEO, SOCIAL MEDIA CONSULTANT TO ALL NATIONAL AND INTERNATIONAL DEALERS.

CLIENT GOALS

INCREASE BRAND AWARENESS., MANAGE BRAND REPUTATION, IMPROVE COMMUNITY ENGAGEMENT, INCREASE VIDEO VIEWS, DELIVER CUSTOMER SERVICE.

OVERALL GROWTH

2016

13.29K

FACEBOOK LIKES

2022

77.38K

FACEBOOK LIKES

→

2.04K

INSTAGRAM FOLLOWERS

→

50.07K

INSTAGRAM FOLLOWERS

6.8M

VIDEO VIEWS (FACEBOOK & INSTAGRAM)

FACEBOOK / Q4 2021

IMPRESSIONS

13M

REACH

12.4M

ENGAGEMENT RATE

3.14%

INSTAGRAM / Q4 2021

IMPRESSIONS

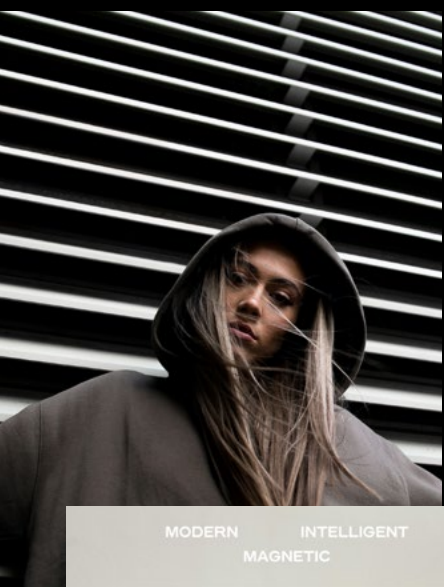
5.5M

REACH

3.2M

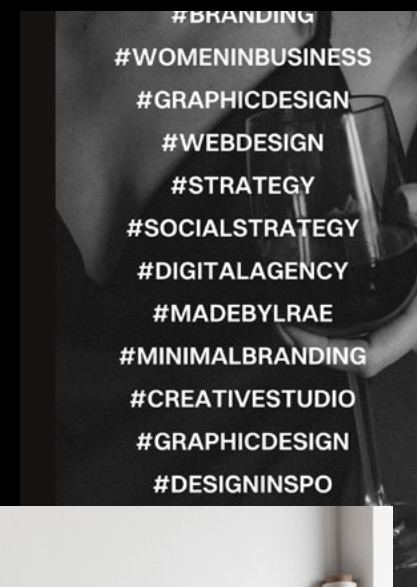
ENGAGEMENT RATE

3.54%

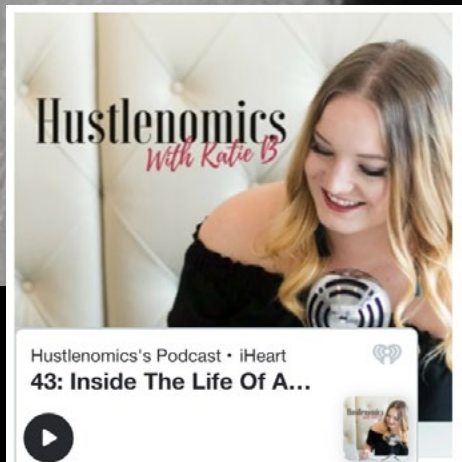


L. RAE DESIGN

NOTEWORTHY RESULTS



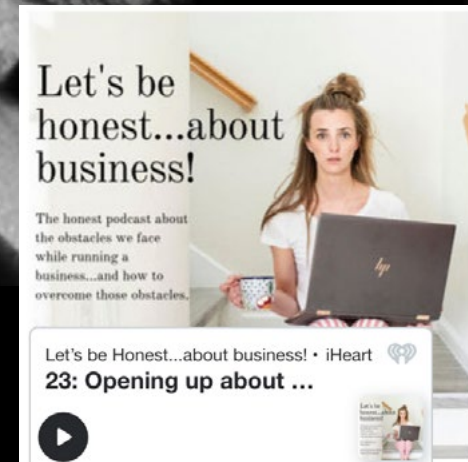
RECENT PODCAST APPEARANCES



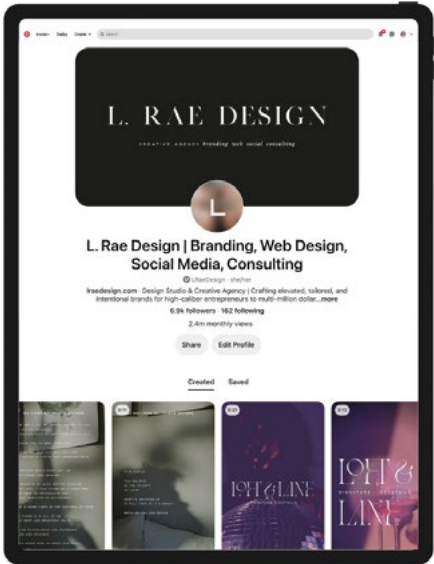
HUSTLENOMICS PODCAST,
EPISODE 43



COLLEEN STARK,
BRAND CAMP EPISODE
COMING SOON



LET'S BE HONEST
PODCAST, EPISODE 23



L. RAE DESIGN ON PINTEREST

ONE OF OUR 2021-2022 GOALS WAS TO FOCUS OUR SOCIAL MEDIA EFFORTS ON PINTEREST AND L. RAE DESIGN PAGE GROWTH. STARTING JANUARY 2021, WE HAD 200+ FOLLOWERS, 5.3K VIEWS, 182.3K IMPRESSIONS, 152.6K TOTAL AUDIENCE.

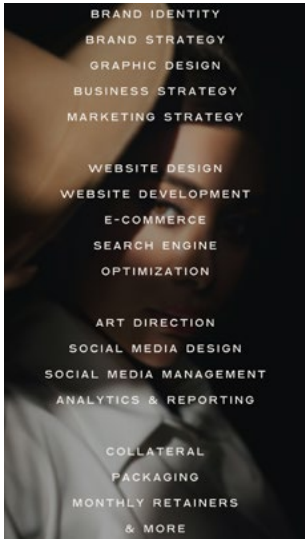
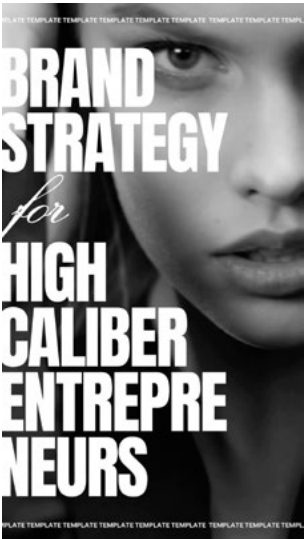
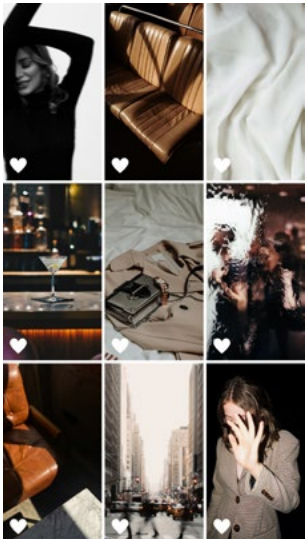
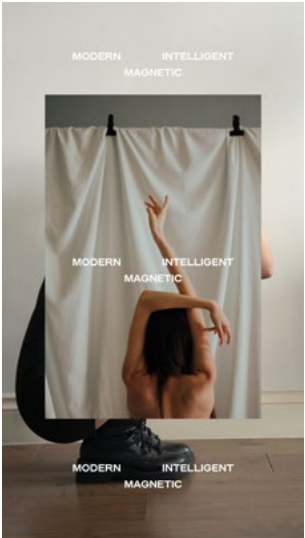
6.9K
FOLLOWERS

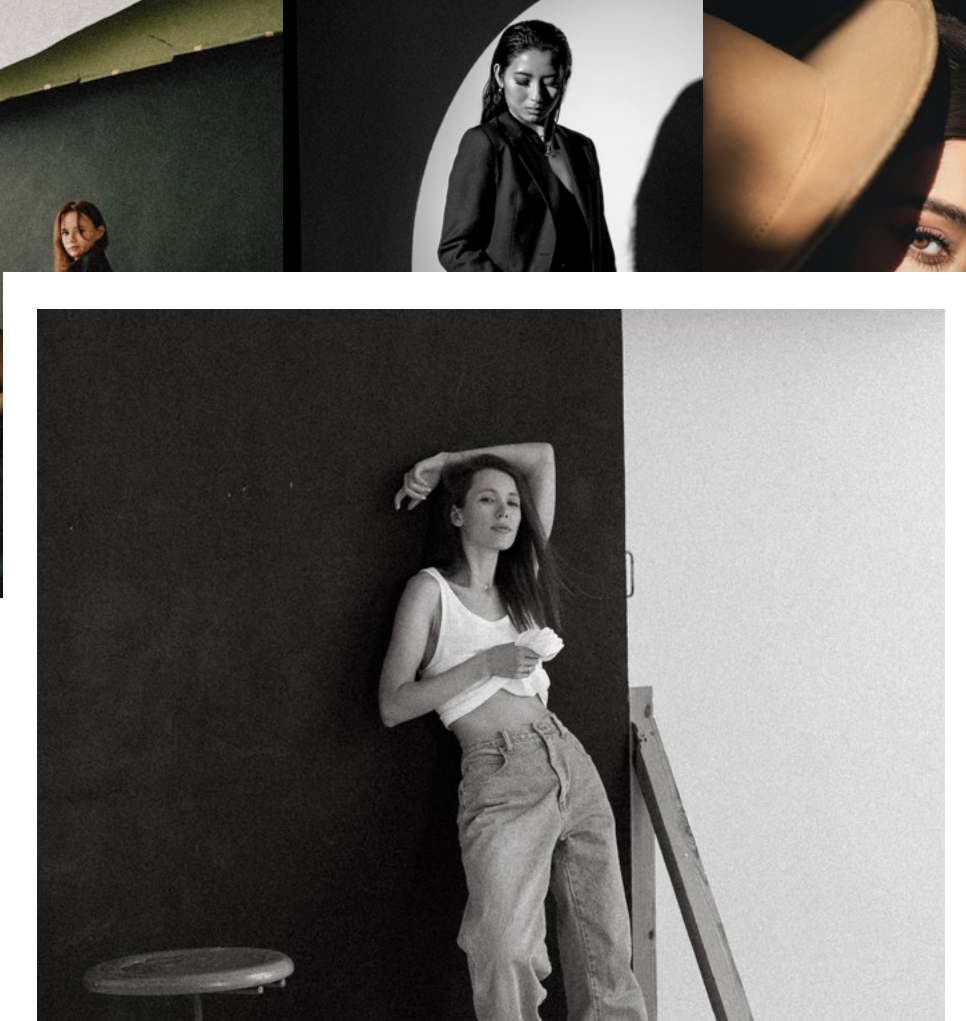
2.8-3.3M
MONTHLY VIEWS

19.63M
MONTHLY IMPRESSIONS

8.3M
TOTAL AUDIENCE

RECENTLY DESIGNED PINS BY LAUREN





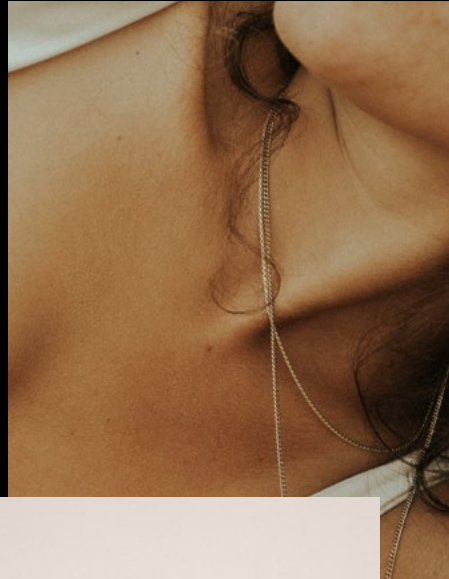
WE PRIDE OURSELVES ON BEING:

*CREATIVE
'OUT OF THE BOX'
THINKERS*

*ORGANIZED
SELF-STARTERS*

*STRATEGY-DRIVEN
PROBLEM SOLVERS*

*FREQUENTLY
ASKED
QUESTIONS*



YOUR INVESTMENT:

50% OF ALL L. RAE DESIGN AND WEBSITE SERVICES ARE DUE BEFORE THE TIME OF SERVICE. ANY REMAINING BALANCES ARE DUE BEFORE THE COMPLETION OF ANY FILES, WEBSITES, OR SERVICES. THE INITIAL PAYMENT IS NON-REFUNDABLE AND REQUIRED UPFRONT TO RESERVE YOUR SPOT IN THE SCHEDULE. DELAYING THIS PAYMENT MAY RESULT IN LOSING YOUR SPOT AND BEING PUSHED TO A LATER START DATE. ALL PAYMENTS WILL BE MADE ONLINE VIA QUICKBOOKS.

WHAT IF I WANT ADD ONS?

ADD-ONS ARE BILLED ON AN HOURLY BASIS (\$75/HR). IF YOU DON'T SEE WHAT YOU'RE LOOKING FOR, PLEASE CONTACT L. RAE DESIGN TO DISCUSS YOUR SPECIFIC NEEDS. PLEASE NOTE THAT L. RAE DESIGN IS NOT RESPONSIBLE FOR ANY DIGITAL MEDIA NECESSARY FOR BRANDING, WEBSITES, SOCIAL MEDIA PLATFORMS, OR TOOLS; THIS MUST BE PROVIDED BY YOU OR YOUR MEDIA TEAM. ONE ROUND OF REVISIONS IS INCLUDED FOR ALL ADD-ONS, AS OUTLINED IN YOUR TIMELINE. ADDITIONAL REVISIONS WILL INCUR A CHARGE OF \$150 PER EXTRA ROUND, ADDED TO YOUR MONTHLY BILL.

WHAT IF THERE ARE DELAYS?

THROUGHOUT OUR COLLABORATION, THERE WILL BE DUE DATES FOR PRESENTING IDEAS, CONTENT, OR STRATEGIES, AS WELL AS DUE DATES FOR YOUR FEEDBACK ON THESE DELIVERABLES. A PERIOD OF UP TO 3 BUSINESS DAYS IS ALLOWED FOR YOU TO PROVIDE FEEDBACK OR TO SCHEDULE A CALL FOR DISCUSSION.

IF L. RAE DESIGN IS AWAITING FEEDBACK, COPY, MEDIA MATERIALS, ETC., AND DOES NOT RECEIVE THEM WITHIN 3 BUSINESS DAYS OF YOUR DUE DATE, A \$150 LATE FEE WILL BE ADDED TO YOUR FINAL INVOICE FOR PROJECT RESCHEDULING. THIS IS TO ENSURE PROJECT CONTINUITY. IN CASE OF AN EMERGENCY THAT PREVENTS YOU FROM MEETING A DUE DATE, PLEASE INFORM L. RAE DESIGN IN ADVANCE TO MAKE AN

EXCEPTION.

CAN THE SERVICES BE FURTHER CUSTOMIZED?

YES, ANY L. RAE DESIGN SERVICE IS FLEXIBLE AND CAN BE TAILORED AND INCREASED BASED ON EVOLVING GOALS, FEEDBACK, AND RESULTS FROM OUR TIME TOGETHER. THIS ENSURES THAT THE SERVICES REMAIN RELEVANT AND EFFECTIVE.

WHAT'S YOUR CANCELLATION POLICY?

IN THE EVENT OF A CANCELLATION, PLEASE BE ADVISED THAT 100% OF THE PROJECT TOTAL BECOMES DUE IMMEDIATELY. THIS POLICY IS IN PLACE TO COMPENSATE FOR THE TIME, RESOURCES, AND PLANNING DEDICATED TO YOUR PROJECT UP TO THE POINT OF CANCELLATION. WE RECOMMEND CONTACTING US AT THE EARLIEST OPPORTUNITY TO DISCUSS ANY POTENTIAL CHANGES TO YOUR PROJECT TO EXPLORE POSSIBLE SOLUTIONS OR ADJUSTMENTS.

WHO OWNS THE FINAL DESIGN WORK?

UPON COMPLETION, ALL FINAL BRAND IDENTITIES AND WEBSITES PRODUCED BY L. RAE DESIGN WILL BE OWNED BY THE CLIENT. HOWEVER, IT'S IMPORTANT TO UNDERSTAND THAT ANY UNAUTHORIZED ALTERATIONS, COPYING, OR EDITING OF THE DESIGN WORK OR SERVICES PROVIDED IS STRICTLY PROHIBITED. THIS ENSURES THE INTEGRITY OF THE ORIGINAL DESIGN AND RESPECTS THE INTELLECTUAL PROPERTY RIGHTS OF L. RAE DESIGN. FOR ANY DESIRED CHANGES OR ADAPTATIONS, PLEASE CONTACT L. RAE DESIGN DIRECTLY TO DISCUSS YOUR NEEDS.

FAQS



*WE FIRMLY BELIEVE THAT
EXCELLENCE STEMS FROM
A STATE OF INSPIRATION,
INTENTION, AND REST*

TO HONOR THIS, WE'VE INTEGRATED A SOLID FOUNDATION INTO MY PROCESS,
ENSURING A UNIQUE AND ENRICHING EXPERIENCE FOR MY CLIENTS

CLEAR COMMUNICATION

DURING OUR COLLABORATION, WE'LL UTILIZE PROJECT MANAGEMENT SOFTWARE AND/OR THE L. RAE DESIGN CLIENT PORTAL TO CENTRALIZE ALL OUR TASKS, DUE DATES, AND COMMUNICATIONS. THIS APPROACH ENSURES THAT NOTHING GETS LOST IN EMAIL OR TEXT THREADS, OR ACROSS SOCIAL MEDIA PLATFORMS. ADDITIONALLY, IF YOU EVER FEEL THE NEED FOR A MORE IN-DEPTH DISCUSSION, YOU'LL ALWAYS HAVE THE OPTION TO SCHEDULE A CALL.

OFFICE HOURS

SINCE WE OFTEN WORK WITH CLIENTS IN DIFFERENT TIMEZONES, OUR OFFICE HOURS ARE VERY IMPORTANT. YOUR MORNING MAY BE OUR EVENING OR VICE VERSA. WE ARE AVAILABLE MONDAY - FRIDAY 9:00 AM - 5:00 PM EST.



L . R A E D E S I G N

GET IN TOUCH

GENERAL INQUIRIES

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LAUREN@LRAEDSIGN.COM

[717.572.7758](tel:717.572.7758)

SOCIAL

INSTAGRAM [@LRAEDSIGN](#)

PINTEREST: [/LRAEDSIGN](#)

FACEBOOK: [@LRAEDSIGN](#)

FOR ANYTHING ELSE, PLEASE CONTACT

INFO@LRAEDSIGN.COM

WWW.LRAEDSIGN.COM