



Notary in your Neighborhood

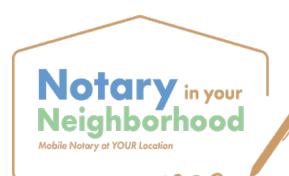
Mobile Notary at YOUR Location

INTEGRATED MARKETING COMMUNICATIONS PLAN

Presented to Carmella Wehrle | By the Spring '23 Class of PR/AD Design & Management | April 19, 2023

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PR/AD Design & Management Spring 2023

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Writing Team

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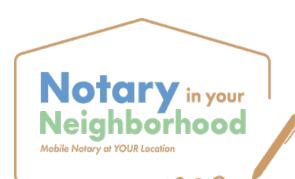
Research Team

Anna Kristo, Leader
Camille Bupp
Maxwell Bametzrieder

Design Team

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Alexandra Bondi
Milla Simonsen

The materials in this marketing plan are a compilation of 186 hours of collaboration among each time in strategy, research, writing, and design elements



Introduction

Notary In Your Neighborhood is a mobile notary company that offers services in Allegheny County and surrounding areas. Carmella Wehrle, the company's owner, has more than 20 years of notary experience.

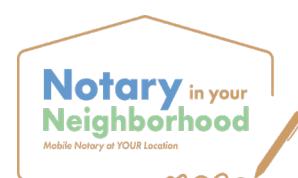
What NIYN Offers

- Unlike many other notary companies, NIYN travels to the client's location to make the process as simple and convenient as possible
- Flexible hours and accessible ways of contacting professionals at any time of the day
- A personable, friendly experience by offering expertise and advice that is always in the client's best interest



Marketing Challenge

Taking advantage of the research that was developed throughout this campaign, it's clear that Carmella has already established an effective marketing plan. Through this campaign, we intend to reinforce the company's position, strengthen the brand and supply tactics to help NIYN further develop business relationships.



Research

Our team first conducted extensive research that helped to analyze the company's existing marketing tactics, audience, and competitors. Our findings are represented through the following documents.

Communications Audit

SEE ATTACHMENT A

Competitive Analysis

SEE ATTACHMENT B



Attachment A (1)

Communications Audit

Print Advertisements

NIYN has multiple printed pieces of ad work. She distributes rack cards in hospitals for people to find and a yearly calendar with business information in it. NIYN has a paid ad in the legal journal.

NOTARY IN YOUR NEIGHBORHOOD
Mobile Notary Service at Your Location!
 Contact the area's FULL TIME Traveling Notary
412-287-1109
notaryneighbor@yahoo.com | www.notaryneighbor.com

Mobile Notary Service at YOUR Location

Wills | Affidavits | Powers of Attorney | And More
412-287-1109
www.NotaryNeighbor.com | notary@notaryneighbor.com

Disclaimer: I am not an attorney. I cannot by law, interpret or explain the contents of any documents to you. If you have any important questions about your documents, please contact an attorney or the person who provided the documents to you.

Gurtner Dental
 Stephen Gurtner D.M.D. • Maggie Gurtner D.M.D.
 420 Cochran Rd. Pittsburgh, PA 15213
www.GurtnerDental.com

WEED MAN
 We care for your lawn.
(412) 307-3650
pittsburgh.weedman.com

JIM VERLATO CPA
INCOME TAX & ACCOUNTING
412-831-5411

STEPHEN SZABO SALON & SPA
 100 WASHINGTON ROAD
 MCKEEBEE, PA 15137
412.835.4887

FREYVO GEL SLATER FUNERAL DIRECTORS
 William Slater II, Pres
 Christopher John Owos, Supervisor
412-835-1860

Howard Hanna
 Combining today's technology with over 25 years of sales success to get your home sold!
Diane Horvath, REALTOR®, GRI, CRS
 Parishes
 O: 412-833-3600 x129
 C: 412-491-6984
dhovath@howardhanna.com

SAMARITAN
 Faith-based Counseling
samaritancounseling.net • **412.744.7430**

Sean Monger, MA, CSFT
 Licensed Professional Counselor
 Licensed Clinical Mental Health Counselor
 Video Therapy offered.

IMACUGA
724-258-6950
 Specializing in concrete driveways, sidewalks, patios, walls & fireplaces

NOTARY IN YOUR NEIGHBORHOOD
 Contact the area's FULL TIME Traveling Notary
412-287-1109

SPARTAN
 3400 South Park Rd.
 Bethel Park, PA 15102
412-831-1333
 Mon. - Fri. 8:00 a.m. - 8:00 p.m.
 Sat. 8:00 a.m. - 5:00 p.m.
 Sun. 10:00 a.m. - 2:00 p.m.
 Free delivery available (Mon. - Fri.)

ROOFING • GUTTERS • SIDING • WINDOWS
412-435-4497
 510 Washington Ave., Suite 106 • Carnegie, PA 15106
www.mightyroofing.com | west-pittsburgh.com

THE JEFF JAMES AGENCY
 1002 Old Hickory Ln., Jefferson Hills, PA 15220
412-920-1330 | www.LMI-PA.com
 Lugalla Mechanical, Inc.
 Mechanical & Electrical Contracting

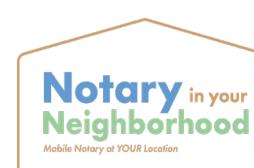
LMI
 Lugalla Mechanical, Inc.
 Mechanical & Electrical Contracting

DeLallo's
412-855-4720
delallofranchise.com

COLDWELL BANKER
REAL ESTATE SERVICES
412-986-2956

MONICA MAHLA
 Top South Hills Agent
 Certified Specialist
 Referral Letters Available

Struggling with Infertility?
 Fertility Network Pittsburgh
 A more effective alternative to IVF
www.monica-mahlacare.com

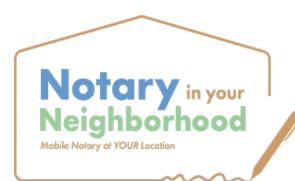


Attachment A (2)

Communications Audit (continued)

Promotional Products

Some examples of promotional products that would increase awareness of NIYN would be distributing notebooks, pens, seed cards and key chains to leave with customers.

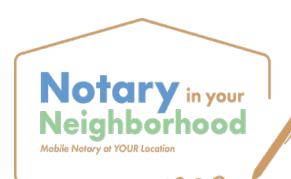
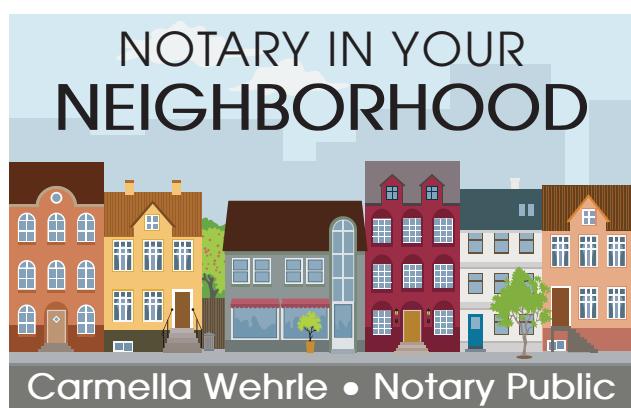


Attachment A (3)

Communications Audit (continued)

Aesthetics

The main logo for NIYN is a row of houses, which fits well with the company's name and overall appearance. The business uses two logo variations with no official colors, but green and blue are the most prominent.



Attachment A (4)

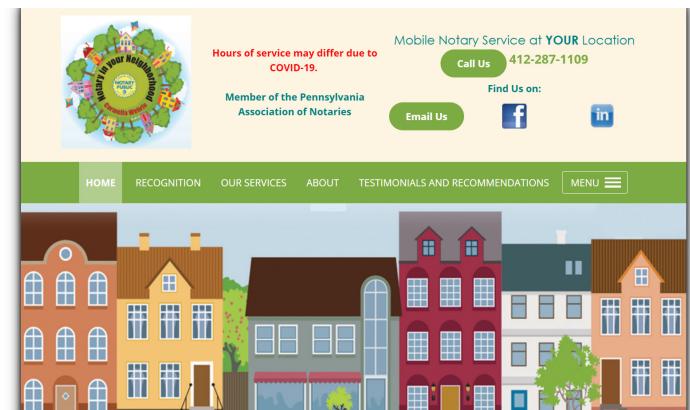
Communications Audit (continued)

Website

The website provides all the relevant information a customer might need, written in clear and user-friendly text. Current pages include:

- Home
- Recognition
- Service
- About
- Testimonial
- Contact

These pages explain in detail the NIYN services and offer a form to request an appointment.

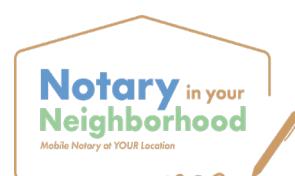


Search Engine Optimization

The SEO for NIYN is exceptional. When searching "Mobile Notaries in Pittsburgh" NIYN is listed first, and similar search inputs yield results with NIYN at or near the top of the page.

Google Search Results

<u>Term searched</u>	<u>Numbered Result</u>
Mobile notary near me	1st
Mobile notary	2nd
Mobile notary services	4th
I need something notarized	6th



Attachment A (5)

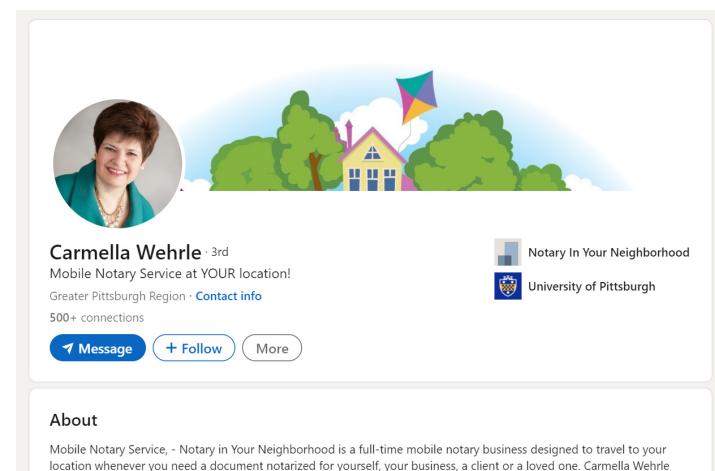
Communications Audit (continued)

Social Media Activity

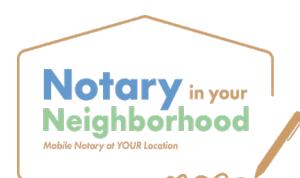
The website's two social media pages are Facebook and LinkedIn. The LinkedIn profile connects you to Carmella Wehrle's account and has 500+ connections. The Facebook page has 260 followers, and each post receives three likes on average.



Facebook



LinkedIn



Attachment B



Competitive Analysis

In-Person Businesses

412 Mobile Notary

412-726-8434
<https://www.412mobilenotary.com/>
 No physical location listed. Serves Pittsburgh.
 Hours: M-Sat 8:00am-5:00pm Sun 10:00am-4:00pm
 No email listed

Mark Mobile Notary

412-545-5500
 No website
 415 Kelly Ave, Pittsburgh, PA 15221
 Hours: 24 hrs.
 No email listed

Marquise's Mobile Notary Services

412-636-6620
<https://marquisesmobilenotaryservices.com/>
 No physical location listed. Serves Pittsburgh.
 Hours: 24 hrs.
 Marquisenotary@yahoo.com

(All competing notaries have 4.5-5 star reviews)

Online notary services

Notarize.com

Can notarize 24/7 by online video call.
 Partnered with Adobe and Salesforce.

US Virtual Notary

\$20 per notarization. Connected to a notary within 15 minutes. Offers translation services.

Thumbtack Competitors

Complete Mobile Notary Services

14 reviews, five stars. Top pro ranking. Great value.
 51 hires on Thumbtack. Responds in 3 hours—\$ 25 estimated price.

U Acknowledge Notary, LLC

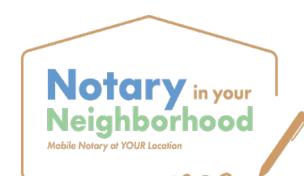
54 reviews, five stars. Top pro ranking. Great value.
 82 hires on Thumbtack. Responds in 22 min. \$25 estimated price.

Notary Press LLC

5 reviews, five stars. In high demand ranking. 2 hires on Thumbtack. Responds in a day. Contact for price.

Notary in your Neighborhood Thumbtack Statistics

32 reviews, 4.8 stars. In high demand ranking. 44 hires on Thumbtack. Responds within a day. Customers rated this pro highly for responsiveness, professionalism, and punctuality.



Audience Identification

Primary Audience

Ages 50+

Profession

Lawyers, doctors, real estate agents, middle-aged people, aging parents, people taking care of loved ones

Location

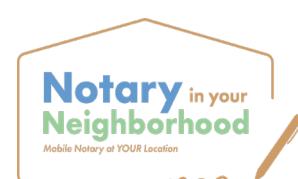
Tri-County,
Pittsburgh region



Image by katemangostar on Freepik

Consumer Profile

SEE ATTACHMENT C



Attachment C

Consumer Profile

Michael Brown

Age: 54

Profession: Attorney

Family: Wife and three children

Location: Cranberry, PA

Income: \$170K/yr

"I am looking to get a few documents notarized by next week for my client."

Michael is one of the top attorneys in the city of Pittsburgh. Due to his busy schedule, he is searching for a reliable mobile notary service to create easy access to get his documents notarized.

Preferred Channels of Communication:

- Email
- Phone Call

Active Social Media Platforms:

- Facebook
- LinkedIn
- Instagram
- Twitter



Goals

Increase overall awareness of the company thus providing opportunities for new potential clients

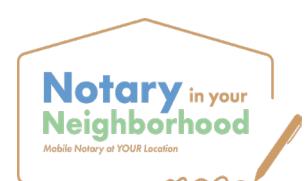


Strengthen online and print content to retain current and past clients



Messaging

Notary in Your Neighborhood is a mobile notary service that travels to its clients to make the process as simple and convenient as possible, making it the clear choice when choosing a business for your specific notary needs.



Strategy



Research Strategy

Messaging

- Tone
- Professional, warm, and welcoming
- Customers are dealing with severe documents, and some may deal with sensitive situations involving loved ones.
- The tone must be robust and make the customer feel like they matter
- The company currently uses houses to represent the brand. We should stick to this idea but refresh it.
- Stress how personal it is
- This business has thrived based on how personal the experience is; that is the main reason customers come back

Strategy

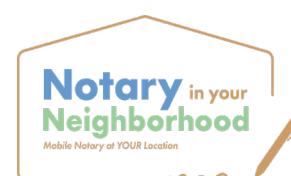
- Strengthen the Brand
- Utilize social media - Facebook is an excellent fit for Carmella because of its broad and older user base. The platform also allows a person to communicate personally, which is what she excels at
 - Post and seek out people within the target demographic who could use the service
 - Website refresh - The website simply needs a refreshment. It needs to be reorganized, redesigned, and optimized.
 - Target key demographics
 - Real estate ads
 - Focus on people who are moving
 - Doctors
 - Reach out to hospitals, senior homes, etc., to form relationships with hospital personnel
 - Advertise in medical publications and websites
 - Lawyers & smaller law firms
 - Legal Journals

Writing Strategy

Through the extensive research and analyses conducted on Notary in Your Neighborhood's overall brand, the conclusive goal that our team decided to aim for was expanding the company's audience while working to retain current and past clients. Taking that into account, our strategies, while varied, all aligned with this goal in some way. Our first strategy involved creating a blog for the company which consists of relevant information pertaining to notary-related topics that may help audiences better understand the concept. For potential clients who come across this blog, the easy-to-read content will hopefully gain the company more credibility and trust. Similarly, both the website and yelp redesigns that were chosen will create a more eye-catching and enticing look that users will be more likely to engage with. Our final two strategies consisted of pop-up ads for social media and physical flyers promoting the company's brand. By getting the name of the company out to more audiences, there is greater opportunity for people to recognize the brand and remember it when they're in need of a notary service.

Design Strategy

In effort to accomplish the campaign goals, a distinct set of marketing strategies were determined. With the objective of increasing new and loyal clients we homed in on brand awareness and recognition. Across the board we simplified the branding, reinforced key messaging and generated and polished elements of user friendliness and overall appeal. The campaign aimed to create tactics that were long lasting and easily sustainable to generate optimal success even after the designated timeline. Overall, the campaign is designed to create sustainable results that promote steady growth within NIYN. In our research for the color palette, we took into account the preferences of our target audience, which includes older demographics. We found that certain colors, such as blue and green, are particularly appealing to this demographic due to their calming and reassuring qualities. Additionally, user-friendly design and consistency were used through each design to enhance a marketable company.



Mockups

Below is newly created communications material for Notary in Your Neighborhood.

Logo Rebrand

SEE ATTACHMENT D

Rack Card with Detachable Business Card

SEE ATTACHMENT E

Business Card

SEE ATTACHMENT F

Print & Digital Advertisements

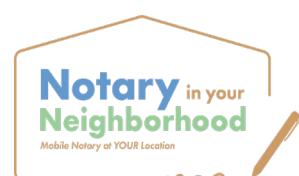
SEE ATTACHMENT G

Yelp Profile

SEE ATTACHMENT H

Website Redesign & Blog

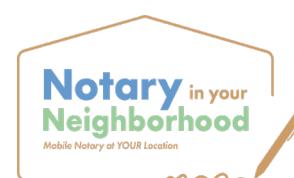
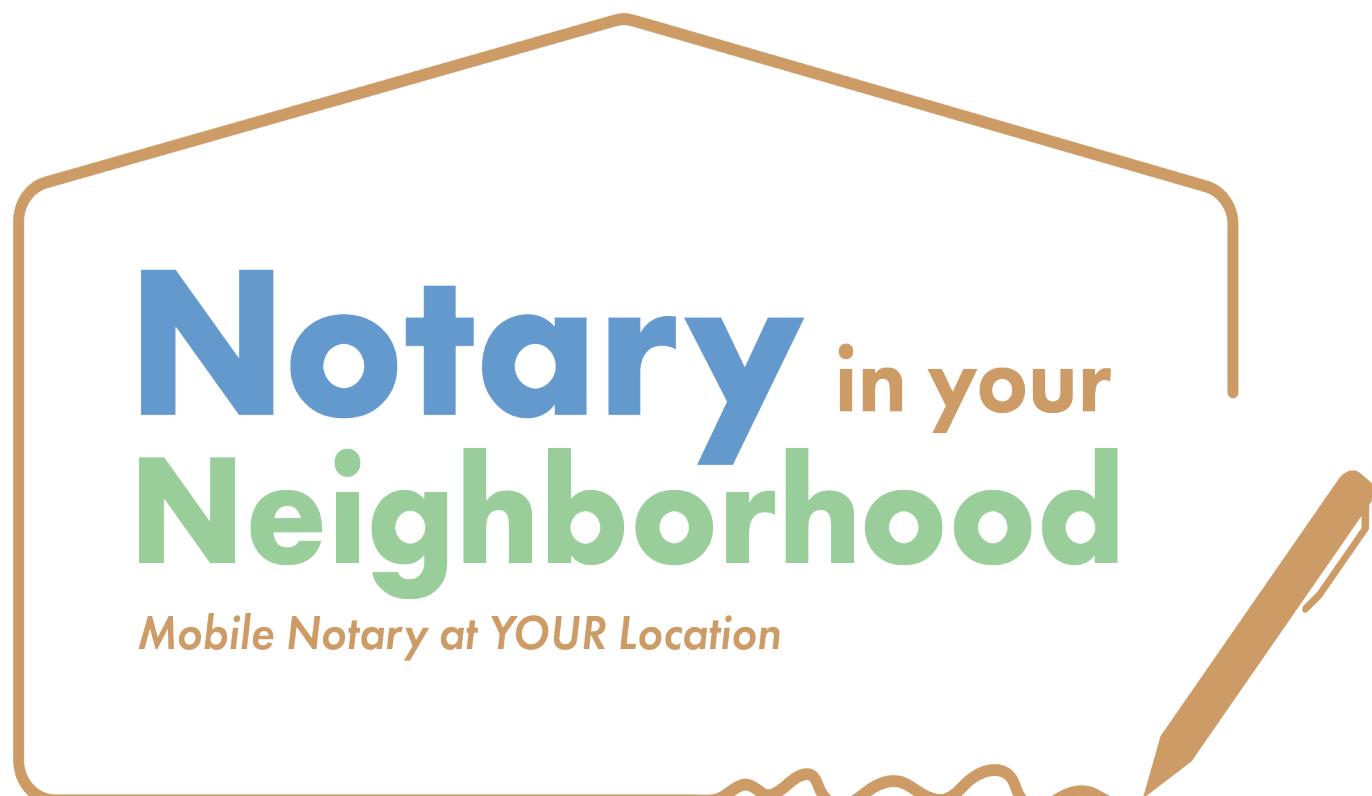
SEE ATTACHMENT I



Attachment D

Logo Rebrand

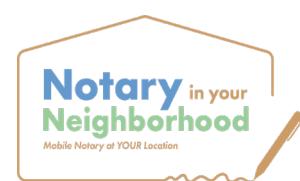
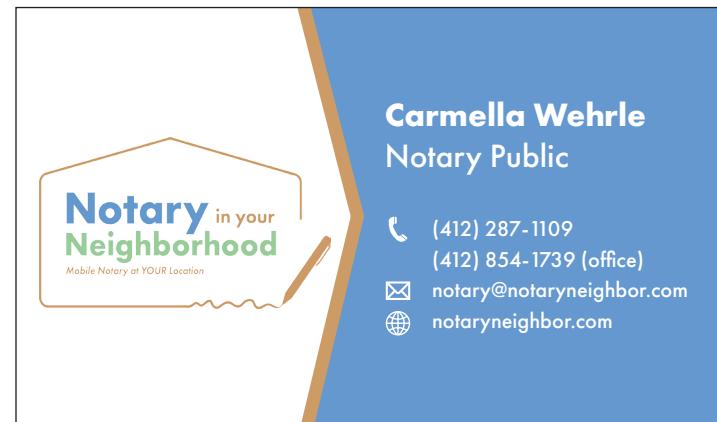
Logos are usually the first visual impression consumers interact with a business through. Strong branding is used throughout company marketing with the logo as the foundation. This logo singular logo should be used across all branded marketing content and social media platforms for consistency.



Attachment F

Business Card

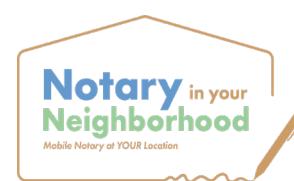
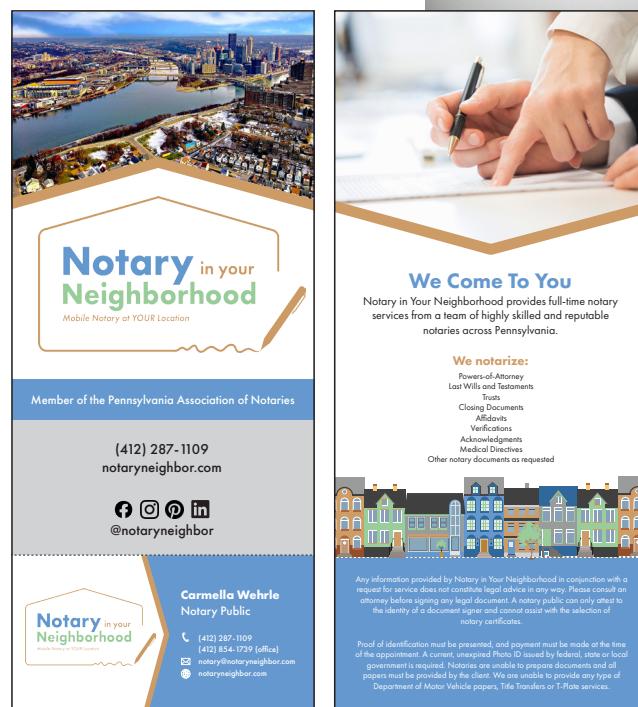
Business cards are a great tool in networking and marketing yourself and business. This business card features similar branding as the rack card, along with being the same as the detachable business card on said document. The back of the card explains legal text and notarization requirements for clients.



Attachment E

Rack Card with Detachable Business Card

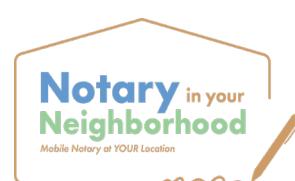
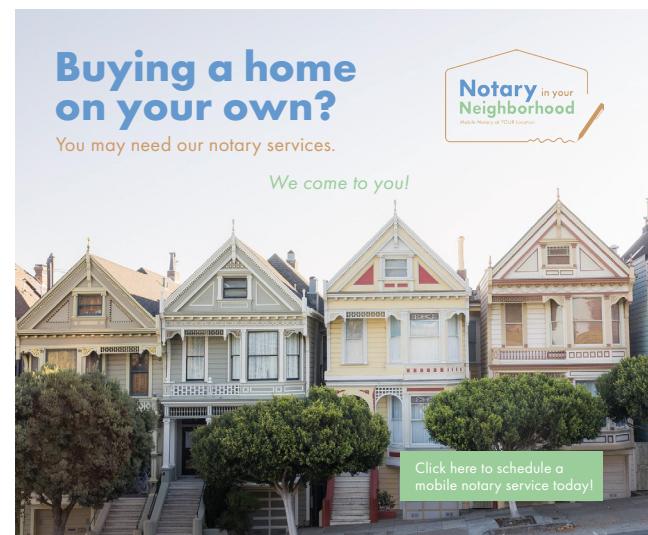
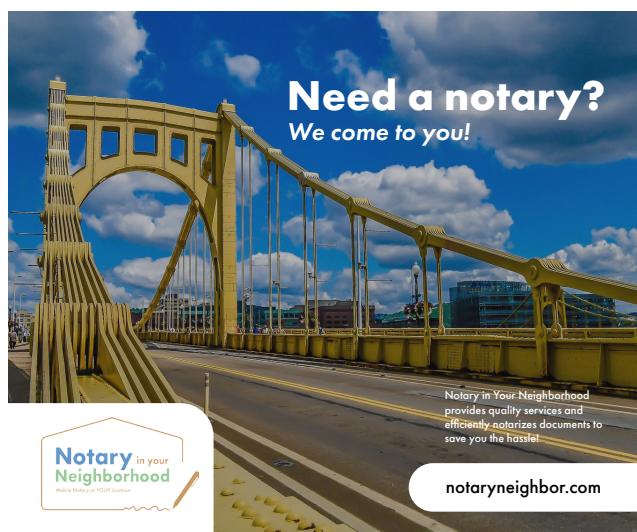
Rack cards are geared for distribution to funeral homes and residents in retirement home communities that may be in need for a mobile notary. The cards are another way to connect with new audiences and expand Notary in Your Neighborhood's database. The cards list all necessary information including contact information, services provided and other requirements.



Attachment G

Print & Digital Advertisements

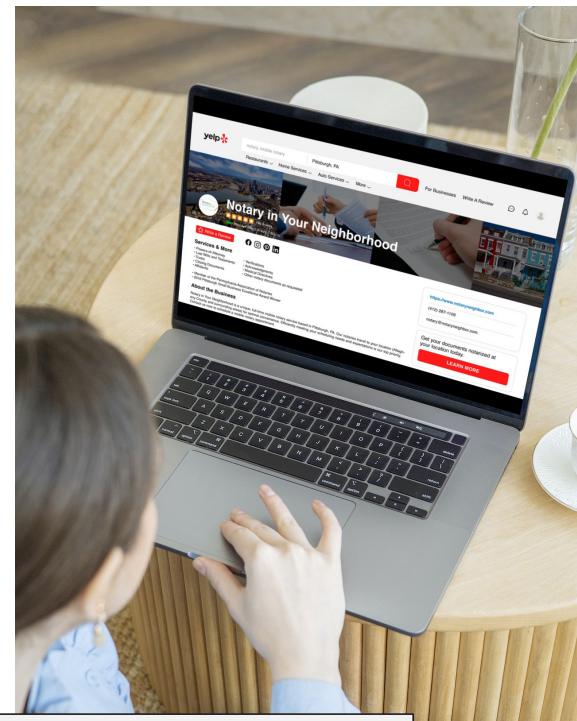
Print and Digital Advertisements exposes NIYN to new audiences, educating potential clients of what the company is, what it does, and how to get in touch. Each ad highlights the aspect of mobility, making it clear that NIYN comes to the client at their convenience and is just a quick call or click away. By focusing these ads towards the intended audience on the right platforms, the ads can reach a wide range of people with various notary needs.



Attachment H

Yelp Profile

Yelp provides an excellent opportunity to connect with potential clients that are looking for a notary. Yelp allows for previous customers to review Notary in Your Neighborhood and their services. Positive customer feedback may persuade future clients to book an appointment the next time a notary is needed.



 A detailed screenshot of the Yelp business profile for 'Notary in Your Neighborhood' in Pittsburgh, PA. The profile includes a 5-star rating, a photo of a notary signing a document, and sections for 'Services & More' and 'About the Business'. It also features a contact form and a 'LEARN MORE' button.

Notary in Your Neighborhood

notary, mobile notary | Pittsburgh, PA

For Businesses | Write A Review | [For Businesses](#) | [Write A Review](#)

[Write a Review](#) | [Facebook](#) | [Instagram](#) | [Pinterest](#) | [LinkedIn](#)

Services & More

- Powers-of-Attorney
- Last Wills and Testaments
- Trusts
- Closing Documents
- Affidavits
- Verifications
- Acknowledgments
- Medical Directives
- Other notary documents as requested

Member of the Pennsylvania Association of Notaries
2016 Pittsburgh Small Business Excellence Award Winner

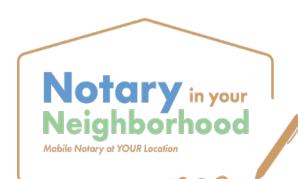
About the Business

Notary in Your Neighborhood is a unique, full-time mobile notary service based in Pittsburgh, PA. Our notaries travel to your location (Allegheny County and surrounding areas) for optimal convenience. Efficiently meeting your scheduling needs and expectations is our top priority. Contact us now to schedule a mobile notary appointment.

<https://www.notaryneighbor.com>
(412) 287-1109
notary@notaryneighbor.com

Get your documents notarized at your location today.

[LEARN MORE](#)

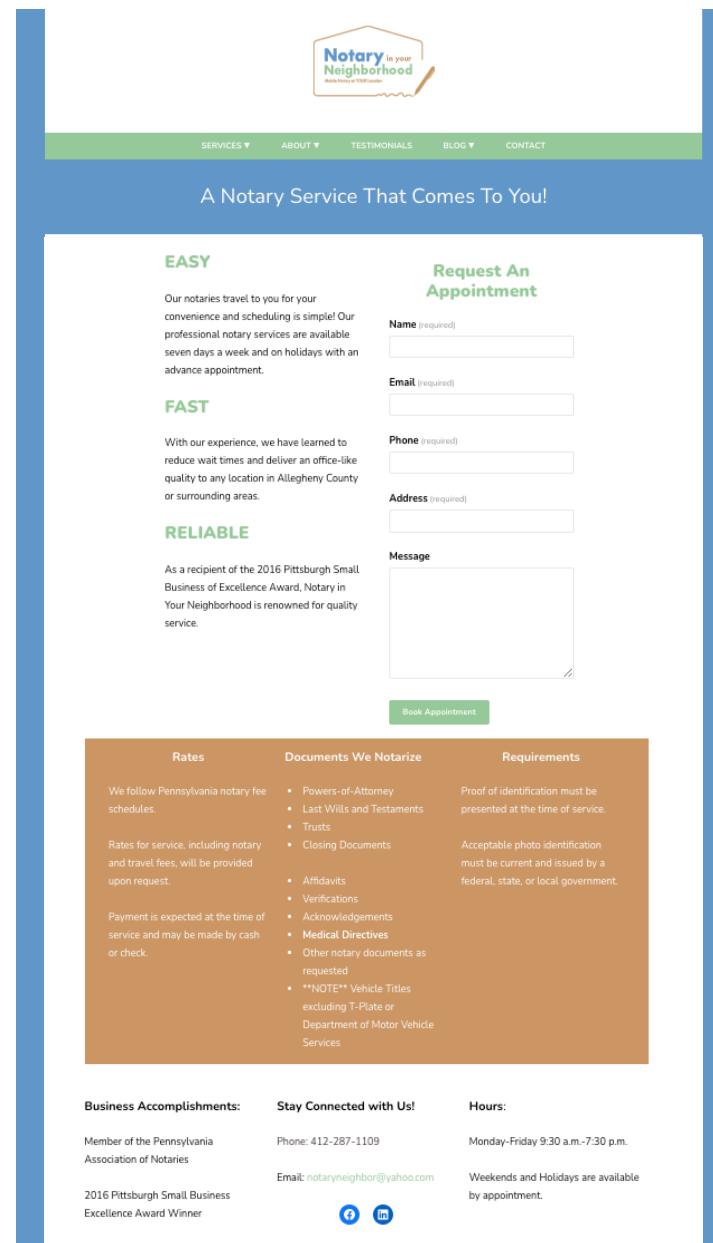


Attachment I (1)



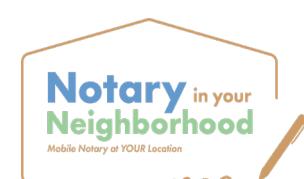
Website Redesign

The updated website is designed in a specific way to be both visually appealing and concise in order to keep clients' attention. It has simple and clear wording that allows clients to understand what services that Notary in Your Neighborhood provides as well as how to book an appointment. Fast, easy and reliable are the three key words chosen to highlight the unique qualities that characterize Notary in Your Neighborhood. Services, rates, appointment requests, requirements, hours of operation, business accomplishments, and additional social media accounts have been listed for full understanding and transparency of the business.



The screenshot shows the homepage of the Notary in Your Neighborhood website. The header features the logo 'Notary in your Neighborhood' with the tagline 'Mobile Notary of YOUR Location'. Below the header is a green navigation bar with links for SERVICES, ABOUT, TESTIMONIALS, BLOG, and CONTACT. The main content area has a blue header with the text 'A Notary Service That Comes To You!'. The page is divided into several sections: 'EASY' (describing travel convenience), 'FAST' (describing quick service), 'RELIABLE' (describing quality and awards), and a 'Request An Appointment' form. The appointment form includes fields for Name, Email, Phone, Address, and a Message, with a 'Book Appointment' button. At the bottom, there are sections for Rates, Documents We Notarize (with a list of services), Requirements, Business Accomplishments, Stay Connected with Us!, and Hours of operation. The footer includes social media links for Facebook and LinkedIn.

Home Page



Attachment I (2)



Website Redesign (continued)

SERVICES

It's not always easy to get to a notary quickly. You live a busy life, and taking care of important documentation shouldn't mean putting everything on hold or having to keep an extra person on the payroll. From businesses to individuals, Notary in Your Neighborhood connects our customers with the right professionals through a simple process that streamlines the way they handle legal signatures.

With our notary services in Pittsburgh, PA, there's no need to find an office. We'll meet you on-site to notarize all necessary documents with seamless ease. That way, you can focus on your latest project and not figure out where to find a certified state notary.

Committed to Your Success

We understand that following the right procedures is vital for valid paperwork. We also understand that it can be a pain. For people with packed schedules or conditions that prevent easy travel, a mobile notary service makes all the difference.

Because we can meet you where you are, a time crunch or limited access to transportation never has to stand between you and your goals. Make life a little easier the next time you need something notarized. Get in touch with us today to find out how we can simplify your life.

Notary Certification Makes a Difference

When you reach out to our mobile team to notarize important documentation, certification matters a great deal. Our certified notaries have completed the most up-to-date training, including the Revised Uniform Law on Notarial Acts (RULONA). When you have a document notarized, you must have confidence in the individual entrusted with this responsibility.

Many smaller businesses and individuals don't have the time or the income to hire someone to fill this role on a full-time basis, so they rely on our team to get things done according to the law. RULONA requires new applicants to complete three hours of education a full six months prior to submitting their application.

Move Forward with Confidence

The oath of affirmation matters to us, and it should to you when an important document is called into question. All of this is included in the training we complete to fill this critical role. Our knowledge of the process and our understanding of the latest changes to the law make the process more convenient for the customers we serve.

We take the time to get things right to save you time in the long run. Work smarter and get your small business moving when you partner with a notary that comes to you. See why our group has been recognized for small business excellence.

Edit

NOTARIZED AFFIDAVIT

When you need a notarized affidavit in Pittsburgh, PA, turn to the team at Notary in Your Neighborhood. Before filing an affidavit with the courts, it needs to be notarized by a notary public. This is to ensure that it was signed voluntarily, without coercion, and by the identity of the signer has been verified.

When you choose our team, we will provide the notary services you need for your affidavits. Additionally, we provide mobile notary services. Our team will travel to your location, allowing us to meet your schedule. Contact us to learn more about our notary services or to schedule a visit from one of our notaries.

Putting Our Clients First

Notary in Your Neighborhood understands how difficult it can be to make time to visit a notary office. That is why we are happy to offer flexible scheduling options to meet the needs of our clients. Plus, with our mobile solutions, we come to you, making the entire process easier. So when you need to have an affidavit or other documents, trust our team to provide the solutions you require.

Edit

Notarized Affidavit (under Services)

NOTARY DOCUMENTS

Having your documents in order can make your life easier. Whether you're preparing for a big business move or taking care of a personal situation, it can be stressful to manage the required notary documents in Pittsburgh, PA. That's why you need a partner that can meet you where you are – wherever that happens to be.

At Notary in Your Neighborhood, we have commissioned notaries on-hand to notarize any documents that you require. Mobile, friendly, and experienced, these professionals deliver best-in-class service and the confidence you need to handle crucial documents like:

- Mortgage Closing Documents
- Loan Documents
- Property Deeds
- Wills
- Trusts
- Advanced Directives
- Commercial Leases
- Employment Contracts
- Construction and Loan Agreements

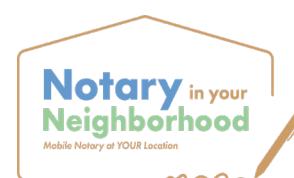
With one call, you can ink all the signatures required to move forward with your plans. Best of all, there's no need to find and travel to an office. Our team brings industry-leading expertise right to you.

Prepare for Success

When you choose our notaries, we handle all the details on our side of the arrangement. However, there are a few things you'll need to ensure that we can notarize your documents. Most importantly, a notary needs to verify the signer's identity, so be sure to have legal forms of identification with you and have them ready. The documents themselves also need to be complete, without missing or blank pages, so give them a look ahead of time. Once you're ready, let us provide top-notch notary services in your area.

Edit

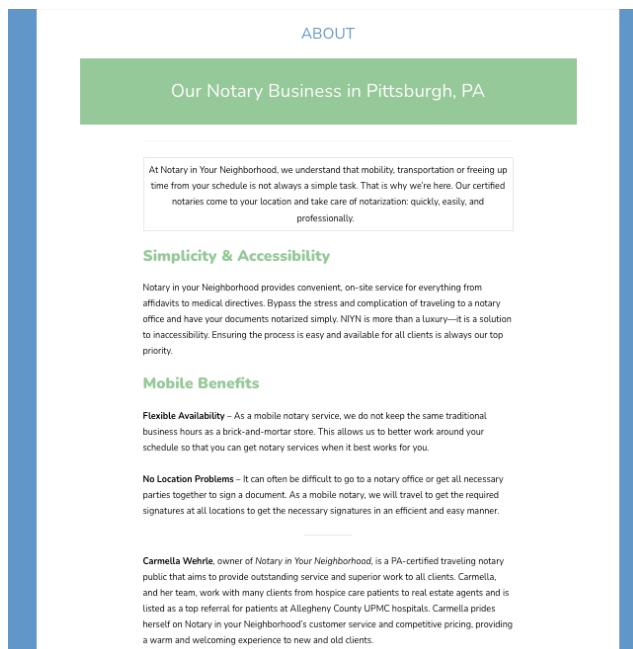
Notary Documents (under Services)



Attachment I (4)



Website Redesign (continued)



ABOUT

Our Notary Business in Pittsburgh, PA

At Notary in Your Neighborhood, we understand that mobility, transportation or freeing up time from your schedule is not always a simple task. That is why we're here. Our certified notaries come to your location and take care of notarization: quickly, easily, and professionally.

Simplicity & Accessibility

Notary in your Neighborhood provides convenient, on-site service for everything from affidavits to medical directives. Bypass the stress and complication of traveling to a notary office and have your documents notarized simply. NIYN is more than a luxury—it is a solution to inaccessibility. Ensuring the process is easy and available for all clients is always our top priority.

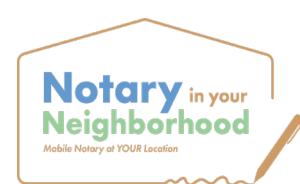
Mobile Benefits

Flexible Availability – As a mobile notary service, we do not keep the same traditional business hours as a brick-and-mortar store. This allows us to better work around your schedule so that you can get notary services when it best works for you.

No Location Problems – It can often be difficult to go to a notary office or get all necessary parties together to sign a document. As a mobile notary, we will travel to get the required signatures at all locations to get the necessary signatures in an efficient and easy manner.

Carmella Wehrle, owner of Notary in Your Neighborhood, is a PA-certified traveling notary public that aims to provide outstanding service and superior work to all clients. Carmella, and her team, work with many clients from hospice care patients to real estate agents and is listed as a top referral for patients at Allegheny County UPMC hospitals. Carmella prides herself on Notary in your Neighborhood's customer service and competitive pricing, providing a warm and welcoming experience to new and old clients.

About



Attachment I (3)



Website Redesign (continued)

RECOGNITION

We're committed to exceeding expectations in everything we do – and it shows. Read on to learn more about recent awards and recognition for our notary business in Pittsburgh, PA.

Contact us with any questions about our notary services or our awards.

Community Service Specialists

As part of your community, we want to be your go-to business as a notary public. We believe that every person we serve isn't just a customer; they are our friends and neighbors. They know they can turn to us as their trusted source for notary services. Because we are a mobile-certified state notary, we will meet you where it is most convenient, whether in your home or at your business.

We provide notary services for a variety of paperwork, including affidavits, advanced directives, real estate, and wills. When you need to know your documents are in good hands, put your trust in experts with the necessary qualifications. So, whether you are getting married or buying a new home, we would love to be a part of the process. Let us know where you need us, and we will be right out to meet you.

We built a reputation as an exceptional notary public because we deliver on our promise of customer excellence and a commitment to the community. Our awards and recognition are a tangible result of our continued dedication to the people we serve every day. However, we never become complacent and strive to improve our daily processes to elevate the customer experience.

2016 Pittsburgh Small Business Excellence Award

March 09, 2017 — Notary in Your Neighborhood has been selected for the 2016 Pittsburgh Small Business Excellence Award in the Notaries classification by the Pittsburgh Small Business Excellence Award Program. Various sources of information were gathered and analyzed to choose the winners in each category. The 2016 Pittsburgh Small Business Excellence Award Program focuses on quality, not quantity.

Winners are determined based on the information gathered both internally by the Pittsburgh Small Business Excellence Award Program and data provided by third parties. Customer excellence and a commitment to the community. Our awards and recognition are a tangible result of our continued dedication to the people we serve every day. However, we never become complacent and strive to improve our daily processes to elevate the customer experience.

About the Pittsburgh Small Business Excellence Awards Program

The Pittsburgh Small Business Excellence Awards recognizes outstanding notary businesses and all other small businesses that serve the Pittsburgh area. Each year, our selection committee identifies companies that we believe have achieved outstanding marketing success in their local community and business classification.

Recognition is given to those companies that have shown the ability to use their best practices and implemented programs to generate competitive advantages and long-term value. These are small businesses that enhance the positive image of local commerce through service to their customers and our community. These exceptional companies help make the Pittsburgh area a vibrant and vital place to live.

The Pittsburgh Small Business Excellence Awards was established to reward the best of notary businesses and other small businesses in Pittsburgh. Our organization works exclusively with local business owners, trade groups, professional associations, and other business advertising and marketing groups. Our mission is to award the small business community's contributions to the U.S. economy.

SOURCE:

Pittsburgh Small Business Excellence Award Program

CONTACT:

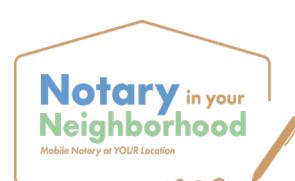
Pittsburgh Small Business Excellence Award Program

Email: PublicRelations@SmallBusinessExcellence.org

URL: <http://www.SmallBusinessExcellence.org>

South Hills Chamber of Commerce Member Spotlight

Recognition (under About)



Attachment I (5)



Website Redesign (continued)

TESTIMONIALS

When it comes to finding out how good a business is, nothing beats hearing from former and current clients. We are proud of our work and want to give you the chance to hear what customers have to say about their experiences with Notary in your Neighborhood.

Laura C,
"... always impressed with [the] professionalism, organization, and how quick [it] is to make introductions and connections."

Zee Ann P,
"I have always been impressed with [NYN] attention to detail and [their] ability to connect with like-minded people. Recently, I had the need to get a document notarized and remembered Notary in Your Neighborhood. What a wonderful experience...having a mobile notary was such a convenience. This was an outstanding experience for something that would have involved having to take time off of work and find a notary around my busy schedule...Forget waiting in lines and try this friendly, helpful service the next time you need a notary!"

Mary Anne,
"Top qualities: Great Results, Good Value, High Integrity"

Contact us today with any questions, concerns, or requests you have, and our certified notaries will get back to you promptly.

Leave a Reply
Enter your comment here...

CONTACT

Send Us a Message

For questions, concerns, and considerations. NOTE* not for booking an appointment.

Name (required)

Email (required)

Phone Number (required)

Address (required)

Message

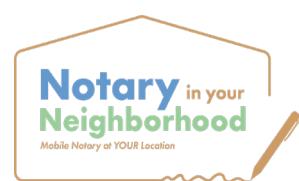
Submit

According to the Law

Accurate notarization for legal paperwork is a must. After all, any discrepancy could delay the transaction or proceeding, which is not something anybody wants to deal with. You can count on us to ensure that all of the legal conditions required for notarization are met when you work with us. We do not sign off on any document or verify any signatures unless you and your witnesses have all the necessary identification. This helps you save time as well as assists us in continuing our tradition of excellence.

Testimonials

Contact



Attachment I (7)

Website Blog

The Blog makes the concept of notaries easier on audiences. From an outside perspective, it's important to remember that the process can be complicated and intimidating, so the best way to retain interest is by wording things in a way that anyone can understand. Other companies may include too much jargon on their website that could turn away potential clients. An easy-to-read blog will allow for audiences to better understand notary information. By pioneering this strategy, consumers may look at NIYN as a more credible and trustworthy company than competitors.

BLOG

NAVIGATING NOTARIES

Notary in Your Neighborhood provides full-time notary services based in Allegheny County serving clients in surrounding areas at their location. Call 412-287-1109 or email us at notaryneighbor@yahoo.com to schedule an appointment

What is a notary?

A notary public is a person who is authorized by the state to witness the signing of legal documents and to certify that the signer's identity has been verified. The notary's signature and official seal on a document indicates that the document is authentic and legally binding.

The significance of a notary can vary depending on the type of document being signed, but some of the main reasons why a notary is important include:

1. **Verification of Identity:** A notary is responsible for verifying the identity of the person signing the document, which helps prevent fraud and ensures that the document is being signed by the correct person.
2. **Authentication of the Document:** The notary's signature and seal on a document indicate that the document is authentic and legally binding.
3. **Evidence in Court:** A notarized document can be used as evidence in court, which can help establish the authenticity and validity of the document.
4. **Protection against Fraud:** Notaries are trained to detect signs of fraud, and their presence can act as a deterrent to those who might be inclined to commit fraud.
5. **International Use:** Many countries require notarization for legal documents to be recognized, so having a notary can make it easier to use the document in other countries.

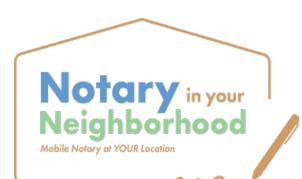
What is the difference between a mobile notary service and a traditional notary service?

A mobile notary is a notary public who travels to a client's location to witness the signing of legal documents, as compared to a traditional notary who operates at a fixed location. The main difference between a mobile notary and a traditional notary is the convenience and flexibility that a mobile notary can offer.

Notary in Your Neighborhood provides full-time notary services based in Allegheny County serving clients in surrounding areas at their location. Call 412-287-1109 or email us at notaryneighbor@yahoo.com to schedule an appointment

Here are some of the key differences between a mobile notary and a traditional notary:

1. **Location:** A mobile notary travels to the client's location, while a traditional notary typically operates at a fixed location.
2. **Flexibility:** A mobile notary can often offer more flexibility in terms of scheduling appointments outside of traditional business hours or on weekends.
3. **Convenience:** A mobile notary can be more convenient for clients who have difficulty traveling to a traditional notary's location, such as elderly or disabled individuals, or those without access to transportation.



Addendum



Below is a list of alternative branding items that could be used to further Notary in Your Neighborhood's marketing.

Current Logo Redesign

SEE ATTACHMENT J

Vertical Business Card

SEE ATTACHMENT K

Social Media Posts

SEE ATTACHMENT L

Blog Post 2 & Ideas

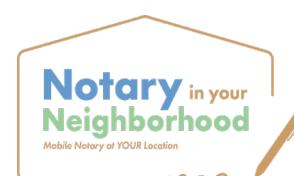
SEE ATTACHMENT M

Print or Digital Advertisements

SEE ATTACHMENT N

Suggested Tactics

- Reddit Ads
- Popup ads on Zillow/Real Estate
- LinkedIn Groups
- Regular Business posts on LinkedIn
- Extensive flyers/ads with local businesses
- Network with local estate attorneys
- Promo items
- Giveaways
- Real estate paper advertisements
- Medical Journal advertisements
- Flyers at Retirement Home Center
- Door hangers/Flyers in senior living communities
- Scheduled social media postings
- Incorporate reviews for easy access as pop- up ads
- Newsletters
- Press Releases
- Send email blasts to email lists or existing clients
- Partnerships with directory style
- YouTube targeted preroll ads
- Cater LinkedIn to people seeking notary/pre connect with professionals
- Extend Christmas card/ Thank you list and more variety of holidays

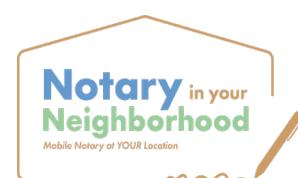


Attachment J

Redesign of Current Logo



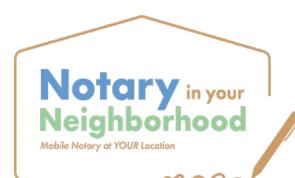
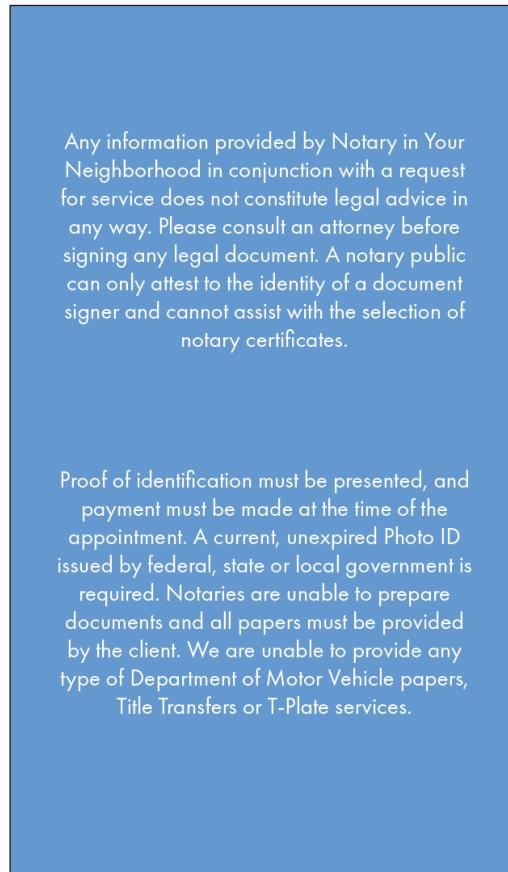
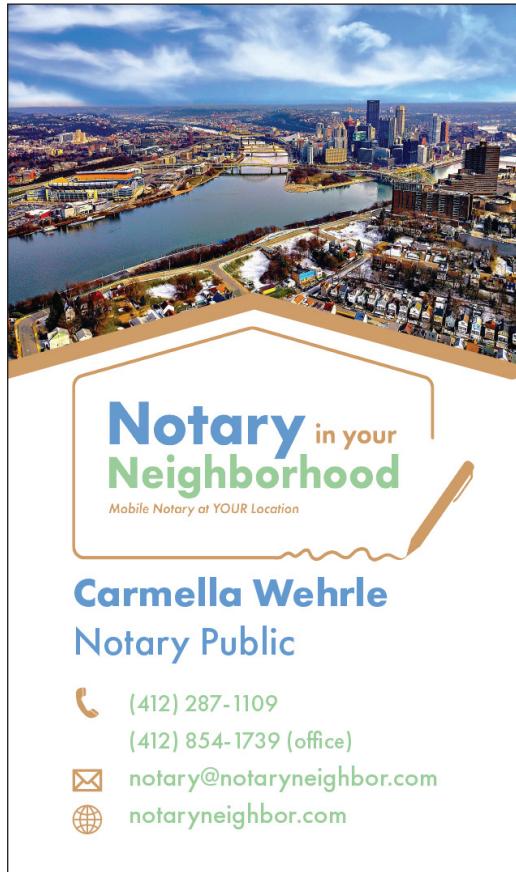
Notary in your **Neighborhood**
Mobile Notary at YOUR Location



Attachment K



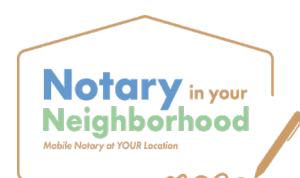
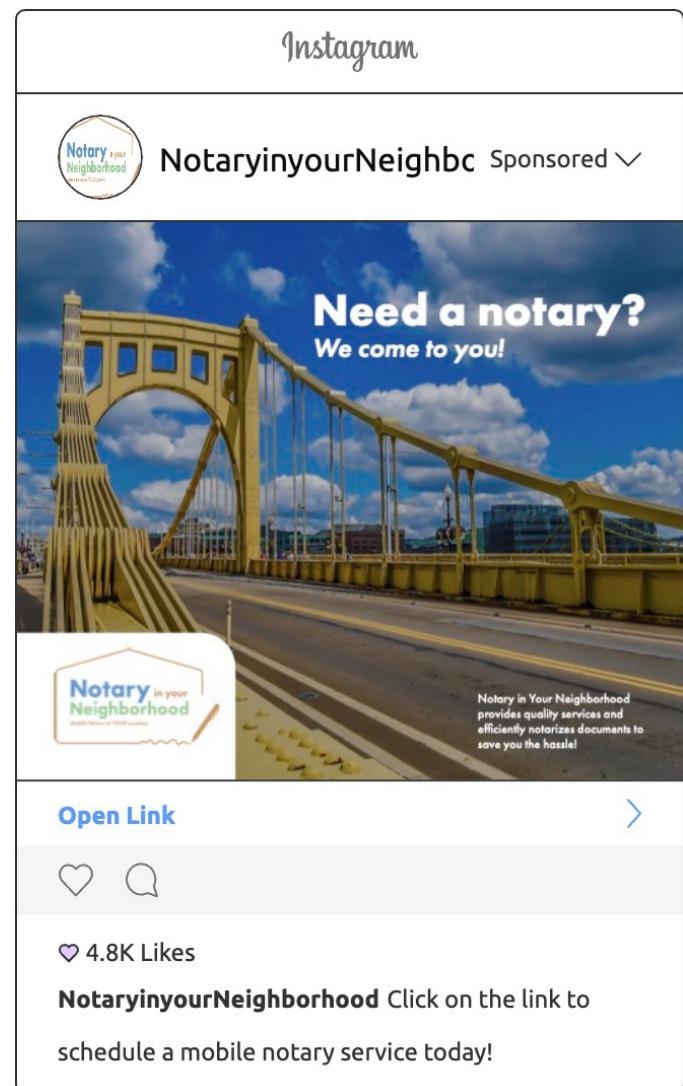
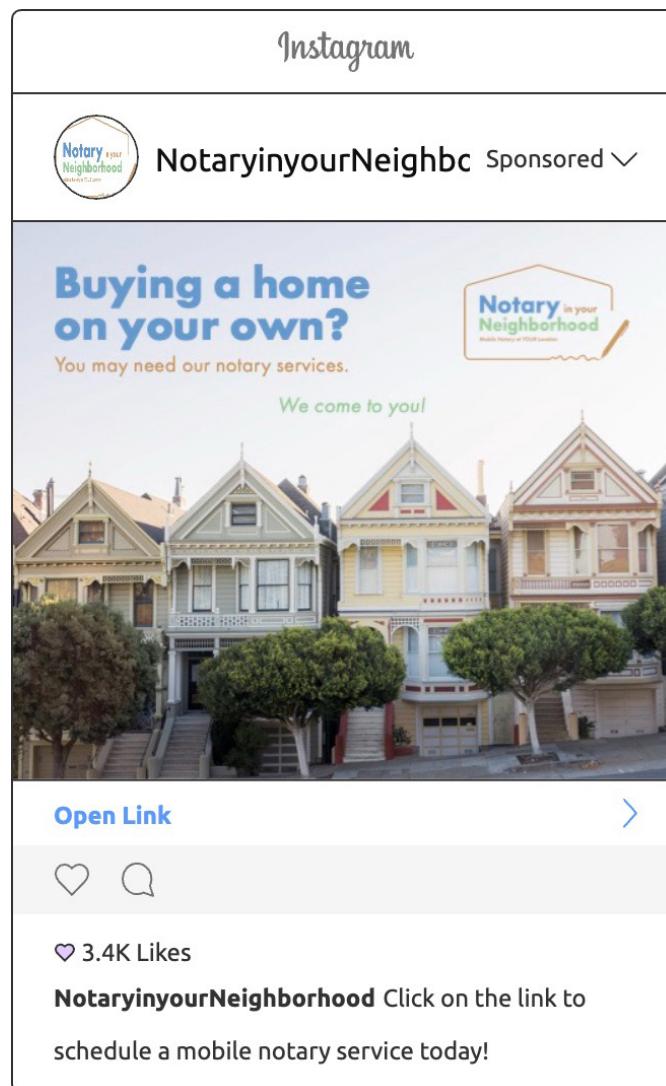
Vertical Business Card



Attachment L



Social Media Posts



Attachment M



Blog Post 2 & Ideas

NAVIGATING NOTARIES: THE BASICS

Coming from someone who has worked in the notary business for more than 20 years, I understand how complicated and grueling the entire process can feel to those who haven't dealt with it in the past. There are so many confusing terms and steps that can overwhelm people who are trying to understand the in-and-outs of the legalities for the first time. Considering these roadblocks, my goal for this blog is to simplify the different topics that one may come across throughout their own journey and bring peace of mind to those who need it.

What is a Power of Attorney?

Simply put, a power of attorney is an official legal document that gives one person the power to act for another person. The person giving the power is called the principal, and the person receiving the power is called the agent. The power of attorney allows the agent to act on behalf of the principal's finances, medical decisions, and other important assets.

When Might a Power of Attorney be Needed?

There are various reasons why someone may need a power of attorney. To give a broader explanation, a power of attorney is needed when the principal is unable to manage their own assets for any reason. This may include old age, disabilities, sickness, or incapacitation in any way.

Who can be a Power of Attorney?

A power of attorney must be over the age of 18 and be able to, mentally and physically, handle assets. From the principal's perspective, if possible, they should appoint someone they can trust. In a case where someone is overseeing your assets, it's important to not only find someone who makes good financial judgments but also seeks to do what's in the principal's best interest.

When Should One Obtain a Power of Attorney?

Powers of attorney are needed when someone is unable to handle their assets due to physical or mental incapacities. Reasons for obtaining a power of attorney may include old age, sickness, or other unplanned circumstances that may lead to the inability to manage assets independently.

What Can Happen Without a Power of Attorney?

Without an officially appointed power of attorney, the decision would lie in the hands of the court. Usually, the court will establish a conservatorship or guardianship which places someone in charge of the principal's assets. Usually, that person is a family member. However, the problem with this is that the choice of who is in charge is not up to the principal. This could, in some cases, lead to the agent misusing or taking advantage of the principal's finances for their own personal gain.

What is the Importance of a Power of Attorney?

The importance of a power of attorney is to ensure that, in a time or place when an agent is unable to care for themselves or their belongings, they can be sure that there is a responsible and trusted individual looking after them. After all, nobody wants to see their years of hard work thrown away or handled without care.

Extra Blog Topics

- Power of Attorney: The Types and their Differences

- General POA
- Medical POA
- Vehicle POA
- Financial POA
- Durable POA
- Springing POA
- Deciding the POA that's best for you
- POAs with NIYN

- What is an affidavit?

- Estate Planning 101

- Last Wills and Testament
- Trusts
- POA—medical and financial
- When, where, why, who, how?
- NIYN and your estate planning

Attachment N



Easy. Efficient. Reliable.

Notary in Your Neighborhood will notarize your documents at your location.

Call (412) 287-1109 to schedule your mobile notary service today!

