ABOUT US

Welcome to Custom Assist, a Branding & Marketing service delivery agency that specializes in customizing Businesses, Fashion, Schools, Homes, Digital Marketing, and Creating & Managing Websites including a subsidiary sector that handles marketing products of different businesses online.

Our teams are Branding, Graphics Designing and Website Development specialists & experts with Brand strategies, Digital Marketing and Business Consultancy. We offer our services (“Offerings”) through the website with full-service solutions and friendly customer service, we’re on a mission to move the needle for every client we work with. We develop and produce creative content for our varied clients. We live to assist you.

Let us speak from experience

Custom Assist is recognised as a leader in many fields, including but not limited to Search Engine Optimisation and Search Engine Marketing. Custom Assist has invested heavily in best-of-breed tools and platforms to ensure we can measure all key elements and journeys, and optimise them to achieve continual increases in performance.

Your business is in safe hands

Without our customers, we wouldn’t have much to work on. That’s why we focus 100% of our energy on always delivering great work, on-time and on-brief. Though we’re an agency, we consider ourselves an extension of our clients’ businesses, so their goals become our own. Strategic partnerships like these make for more effective holistic solutions and less disjointed business decisions.

**Custom Assist** deals in branding and marketing products in line with services offered by the company in order to fulfill customization according to the required sectors with printing services.

**Custom Assist** has sectors that generalize all services that the company offers to satisfy it's target clients' needs and within the sectors, the company runs two different subsidiary affiliated brands that help it operate the required services accordingly as elaborated below in the sector section;

Our Sectors:

1. Business

2. Fashion

3. Schools

4. Homes

5. Sports

6. Parties and Events

7. Digital Marketing

8. Websites

Our Services:

1. Customization

2. Branding

3. Designing

4. Packaging

5. Printing

6. Marketing

7. Content Creation & Social Media Management

8. Website Development

9. Consultancy

10. Delivery

**Location:** The corporation is located in Munyonyo, Kampala

The company is started under the concept of assisting the public with customizing their interests and helping businesses grow to reach their sales expectations. The company takes full analysis on market analysis, predictions, advantages and public interests to fulfill their needs.

**SERVICES**

**Custom Assist** is majorly a service provision company with sectors created to handle products that align with services offered with the intention of fully delivering satisfactory services.

***NB:*** Each service and sector comes with **Customization** as a key factor.

**Branding**

Practice of creating a name, symbol or design that identifies and differentiates a product from other products.

The art of aligning what you want people to think about your company or item with what people actually do think about it.

Branding gives a company a particular design or symbol in order to advertise its products and services with an objective to attract and retain loyal customers and other stakeholders by delivering a product or service that is always aligned with what the brand promises.

**Types of branding**

***i) Personal Branding:*** Describes branding that is used for an individual person, instead of branding for a whole business. This type of branding is often used to establish a person’s character, personality, or work as a brand.

Celebrities, politicians, thought leaders, and athletes often use this form of branding to present the best version of themselves to the public.

***ii) Product Branding:*** This is one of the most popular branding types. Product branding focuses on making a single product distinct and recognizable. Symbols or designs are an essential part of product branding to help your customers identify your product easily.

***iii) Corporate branding:*** is a core value of business and a philosophy that a business develops to present itself to the world and its own employees.

Effective corporate brands often seek to display the company’s mission, personality, and core values in each point of contact it has with prospective customers, current customers, and past customers.

***iv) Service branding:*** leverages the needs of the customer. Companies that use service branding seek to provide their customers with world-class service. They aim to use excellent customer service as a way to provide value to their customers.

***v) Co-branding:*** is a form of branding that connects companies together. Essentially, co-branding is a marketing partnership between two or more businesses. This helps brands impact each other positively, and it may result in one growing its business, spreading brand awareness, and breaking into new markets.

***vi) Online branding:*** also known as internet branding, helps businesses to position themselves as a part of the online marketplace. This type of branding includes a company’s website, social media platforms, blogs, and other online content.

**Designing**

A plan or specification for the construction of an object or system or for the implementation of an activity or process, or the result of that plan or specification in the form of a prototype, product or process.

A plan, sketch or preliminary drawing with the arrangement or pattern of elements or features of an artistic or decorative work.

Intention or plot of the shape or appearance given to an object, especially one that is intended to make it more attractive for marketing.

**Types of Designing**

***i) Graphic Designing:*** Using visual elements such as typography, color, and image, graphic designers communicate ideas to the world. Our Graphic designers go beyond using computers. The design process is highly iterative and includes working with various media and materials to create visually meaningful and targeted messaging.

Coming up with a company’s visual identity and brand experience, creating designs for print, and inventing the look of product packaging are a few examples of where a graphic design career could lead.

***ii) Information Designing:*** Information designers are storytellers with an analytical approach, they view graphic elements like imagery, type, shape, color, texture, and space as tactics to simplify, organize, and communicate information. Information designers study, synthesize, and translate data into intuitive information systems that evoke a response and action in the viewer.

Information designers infographics for clients that find their place across mediums in print, web, and space.

***iii) Interaction designing (IxD):*** explores how words, visual design elements, physical objects, motion, sound, and space, can improve user interactions with products, environments, systems, or services. An interaction designer is someone who is as curious about technology and user interfaces as they are about people and purpose.

***iv) User experience (UX) designing:*** focuses on the experience a user has with products, services, or environments both digital (apps and websites) and physical. It improves lives by identifying problems consumers have, then envisioning ways to solve them.

UX designers conduct research to learn about people's needs, behaviors, and motivations. They create sketches of new or enhanced user interfaces and build interactive prototypes. They test and evaluate their design solutions, but most importantly, they iteratively revise their designs as necessary. They are involved at various stages of the design process to ensure that a product addresses the goals and needs of an end-user. UX designers work with user interface (UI) designers and UX designers can also be UI designers.

***v) User interface (UI) designing:*** uses the research results from the user experience designers and interaction designers to sketch out what an interface will look like. Based on studies of how people navigate through a site, app, or tool, user interface designers plan and develop a way to make the navigation experience better.

Like user experience and interaction designers, wireframing, prototyping, and testing are part of the process. However, user interface designers are also involved with visual elements like buttons, menus, color, images, and type that would appear in a digital setting. Visual representation is important. It’s not just decorating. Colors, words, language—these are all visual cues with meaning.

***vi) Website designing:*** creates sites that are functional, easy to navigate, and visually attractive. They create the overall look of a website that fits with their client’s brand as well as resonates with their client’s target audience.

Web designers have some basic coding skills to communicate with developers, but their main focus is on the organization, structure, usability, and visual design of a website. Working mostly in a website’s front end—the colors, fonts, and aspects that users interact with—web designers use tools such as HTML, Cascading Style Sheets (CSS), and JavaScript to bring their designs to life on screen. They also ensure that websites are responsive, meaning, they work seamlessly across all device sizes, and are accessible to users with varying abilities or disabilities. They also create backend using tools like PHP and Mysql Databases, a web designer who creates both Front-end and Backend are called Full Stack Developers.

**Printing**

The activity or business of producing writing or images on paper or other material with a machine.

The art, process of producing printed material by means of inked type and a printing press or by similar means.

**Types of printing**

***i) Offset Litho printing:*** With offset or “litho” printing the image (your artwork) is transferred to metal plates and then from the plates to a rubber blanket. Then the inked blankets transfer the image onto paper. The process is called offset because the ink is first transferred from plate to blanket rather than going directly on to the paper.

***ii) Digital Printing:*** Digital presses use powdered toner instead of traditional inks and with the digital printing process, your artwork goes straight from your pdf to print. Early digital presses couldn’t compete with the quality produced by full-colour printing. However, huge technological advances in the last couple of decades have resulted in digital print that’s impossible to tell apart from litho.

***iii) Screen Printing:*** Screen printing as we know it has been around since the early 20th century and is used for printing fabrics, wood, glass, signage etc. The image is transferred to a fine mesh and areas to be left blank are covered with a substrate. The printing process involves pushing ink through the openings in the mesh onto the end material.

***iv) High Volume Printing:*** High volume refers to large print runs with quantities of tens or even hundreds of thousands. The price per copy printed goes down when you get into these quantities. (It’s worth pointing out that we’ve never heard of any printer with a refund for returns policy so if you print 10,000 leaflets and realise you can only distribute 1000, you’ll need a bigger recycling bin.)

***v) Flexography Printing:*** A service that is responsible for labeling plastic and grocery bags. Because of its versatility and ability to print on various bases, it is becoming the fastest growing printing processes. The method can be used in the printing of food packaging, plastic bags, gift wrap, wallcovering, magazines, newspaper inserts, etc.

***vi) Heat Press | Sublimation:*** This is a multi-step process which produces some of the best results of all the fabric printing methods. Designs are printed onto a thermal transfer paper, known as dye sublimation paper. This is then used to create the print on the fabric. Both heat and pressure are used to permanently bond the inks to the fibres of the fabric. This leaves your fabric as soft as it was before it was printed on. The deep infusion technique penetrates specialist water-based inks deep into the textile, which makes your print permanent. Perfect for intricate details as well as colours.

***vii) 3D Printing:*** Process of making three dimensional solid objects from a digital file. The creation of a 3D printed object is achieved using additive processes. In an additive process an object is created by laying down successive layers of material until the object is created. Each of these layers can be seen as a thinly sliced cross-section of the object.

***viii) Embroidery Printing:*** The craft of decorating fabric or other materials using a computerized needle to apply thread or yarn.

***ix) Engraved Printing:*** The process of engraving starts with a metal plate that is etched with a recessed image. The plate is coated with ink and then pushed against paper to create a raised image.

***x) Vinyl Printing:***

Involves the use of large, wide-format inkjet printing machines to reproduce images on huge rolls of coated plastic. These rolls are specially coated/treated to receive inks and enable high-resolution image reproduction. Moreover, printable vinyl rolls generally have an adhesive back.

With the help of this glue, you can paste your vinyl prints on different surfaces like plastic, metal, glass, etc. While vinyls generally work very well with smooth surfaces, media having specialized glue can even adhere to textured surfaces like concrete and brick walls.

While there are countless applications of printable vinyls, the best way to introduce this product is by enumerating its characteristics as under:

Vinyl printing makes extremely large-sized prints possible. Imagine prints as big as 200 feet.

Vinyl banners can be of very high resolution and quality. Imagine being able to scale up an image to large sizes without losing clarity.

Printable vinyl is a very economical medium for onsite advertising and display.

Vinyl is also better for customising high-visibility workwear and other nylon fabrics. Vinyl printing is generally limited to simple text and designs.

***xi) Large Format Printing:***

**Packaging**

Packaging is the science, art and technology of enclosing or protecting products for distribution, storage, sale, and use.

Packaging refers to the process of designing, evaluating, and producing packages.

Packaging can simply be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use. Packaging contains, protects, preserves, transports, informs, and sells.

Packaging may be of several different types. For example, a transport package or distribution package can be the shipping container used to ship, store, and handle the product or inner packages.

Packaging may be described in relation to the type of product being packaged: medical device packaging, bulk chemical packaging, over-the-counter drug packaging, retail food packaging, military material packaging, pharmaceutical packaging, etc.

**Types of packaging**

We categorize packages by layer or function as described below;

***i) Primary packaging:*** is the material that first envelops the product and holds it. This usually is the smallest unit of distribution or use and is the package which is in direct contact with the contents.

***ii) Secondary packaging:*** is outside the primary packaging, and may be used to prevent pilferage or to group primary packages together.

***iii) Tertiary or transit packaging:*** is used for bulk handling, warehouse storage and transport shipping. The most common form is a palletized unit load that packs tightly into containers.

These broad categories can be somewhat arbitrary. For example, depending on the use, a shrink wrap can be primary packaging when applied directly to the product, secondary packaging when used to combine smaller packages, or tertiary packaging when used to facilitate some types of distribution, such as to affix a number of cartons on a pallet.

**Forms of packaging**

**Content Creation & Social Media Management**

This is the contribution of information to any media and most especially to digital media for an end-user/audience in specific contexts.

Content is something that is to be expressed through some medium, as speech, writing or any of various arts for self-expression, distribution, marketing and/or publication.

***Typical forms of content creation include*** maintaining and updating web sites, blogging, article writing, photography, videography, online commentary, the maintenance of social media accounts, and editing and distribution of digital media.

***Content Creation*** is simply described as the creation of the material people contribute to the online world.

***The process of content creation online involves*** more than simply sending pieces of content into the void. It involves planning, implementing, and maintaining relevant websites, articles, digital media, info graphics, and other mediums to connect with your target audience.

It begins with a content strategy framework and mapping out the agenda. The goals to be set, available resources, target audience. This has to be understood before putting content on the sources of media.

***Effective content*** online drives brand engagement and it would be dead in the water if the importance of a strong digital strategy is ignored which may lead to misuse of resources.

**Marketing**

This is the activity of set institutions with processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. The keyword in this definition is "process". Marketing involves researching, promoting, selling, and distributing your products or services.

Marketing involves activities a company undertakes to promote the buying or selling of a product or service. It includes advertising, selling, and delivering products to consumers or other businesses.

Some marketing is done by affiliates on behalf of a company seek to get the attention of key potential audiences through advertising. Promotions are targeted to certain audiences and may involve celebrity endorsements, catchy phrases or slogans, memorable packaging or graphic designs and overall media exposure.

**We Also Offer:**

***Marketing research and analysis*** which is the function that links the consumer, customer, and public to the marketer through information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions, monitor marketing performance, and improve understanding of marketing as a process.

Marketing research and analysis specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications.

**Note**: Custom Assist focuses on digitalized modern marketing.

**Types of Marketing:**

***i) Influencer Marketing:*** focuses on leveraging individuals who have influence over potential buyers and orienting marketing activities around these individuals to drive a brand message to their large audience.

In influencer marketing, rather than marketing directly to a large group of consumers, a brand inspires or compensates influencers (which can include celebrities, socialites, content creators, customer advocates, and employees) to get the word out on their behalf.

***ii) Relationship Marketing:*** refers to strategies and tactics for segmenting consumers to build loyalty. This type of marketing leverages database marketing, behavioral advertising and analytics to target consumers precisely and create loyalty programs.

***iii) Viral Marketing:*** is a marketing phenomenon that facilitates and encourages people to pass along a trending marketing message. It's named “viral” because the number of people exposed to the message mimic the process of passing a virus or disease from one person to another.

***iv) Green Marketing:*** refers to the development and marketing of products that are presumed to be environmentally safe (i.e., designed to minimize negative effects on the physical environment or to improve its quality).

This term may also be used to describe efforts to produce, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns.

***v) Keyword Marketing:*** involves placing a marketing message in front of users based on the specific keywords and phrases they are using to search.

A key advantage of this method is that it gives marketers the ability to reach the right people with the right message at the right time. For many marketers, keyword marketing results in the placement of an ad when certain keywords are entered.

**Note:** In SEO, this term refers to achieving top placement in the search results themselves.

***vi) Guerilla Marketing:*** describes an unconventional and creative marketing strategy intended to get maximum results from minimal resources.

***vii) Outbound Marketing:*** is a newer term for traditional marketing coined when the term inbound marketing came into popular use.

In outbound marketing, the marketer initiates contact with the customer through methods such as TV, radio and digital display advertising. It is often used to influence consumer awareness and preference for a brand.

***viii) Inbound Marketing:*** is marketing in which customers initiate contact with the marketer in response to various methods used to gain their attention. These methods include email marketing, event marketing, content marketing and web design.

One purpose of inbound marketing, which includes content marketing, is to establish the business as a source for valuable information and solutions to problems, thereby fostering customer trust and loyalty.

***ix) Search Engine Marketing (SEM):*** is a form of Internet marketing that involves the promotion of content by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising. SEM may incorporate search engine optimization (SEO), which adjusts or rewrites content and site architecture to achieve a higher ranking in search engine results pages to enhance pay per click (PPC) listings.

*SEM includes:*

*a) Search Engine Optimization (SEO):* This is the method of boosting the rankings of a webpage in the SERPs to gain more visibility, drive traffic, and also helps a website increase its leads and conversions. In SEO, search engines like Google, Bing, and Yahoo, are not paid to get a web page ranking on top of the SERPs. Instead, experts offer SEO services that are designed to optimize a website to rank organically.

*b) Search Engine Advertising:* While SEO is the means to organically boost a website ranking on the SERPs, Search Engine Advertising is the method that pays search engines such as Google, Yahoo, and Bing, so that an ad will appear on top of their search results. Search engine ads usually appear on the very top of the SERPs, right above the organic results. These ads are labeled as “Ad” when they show up in the search result list.

*c) Paid Submission:* is a method of listing a company’s information (including its website) to paid online directories. These directories have editors who manually review submissions. Once approved these submissions are permanently listed and can help increase a company’s online citation which can affect its visibility in search engines.

The website owners submit a consistent NAP (Name, Address, and Phone Number) across all directories. This is the best way to improve the accuracy of data that search engines can index about a certain business online.

***x) Search Engine Optimization (SEO):*** is the process of developing a marketing/technical plan to improve visibility within one or more search engines. Typically, this consists of two elements.

**On a technical side**, SEO refers to ensuring that a website can be indexed properly by the major search engines and includes the use of the proper keywords, content, code, and links.

**On the marketing side**, SEO refers to the process of targeting specific keywords where the site should “win” in searches. This can be done by modifying a website to score well in the algorithms search engines use to determine rank, or by purchasing placement with individual keywords. Often, SEO programs are a blend of several elements and strategies.

**Note:** When SEO is used to describe an individual, it stands for search engine optimizer.

***xi) Content Marketing:*** is a technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience with the objective of driving profitable customer action.

Content marketing involves various methods to tell the brand story. More and more marketers are evolving their advertising to content marketing/storytelling to create more stickiness and emotional bonding with the consumer.

***xii) Social Media Marketing:*** is the use of social media platforms to connect with the audience to build a brand, increase sales, and drive website traffic. This involves publishing great content on the social media profiles, listening to and engaging followers, analyzing results, running social media advertisements and boosting content.

The major social media platforms (at the moment) are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat.

**Website Development**

Web development is the work involved in developing a website for the Internet (World Wide Web) or an intranet (a private network). Web development ranges from developing a simple single static page of plain text to complex web applications, electronic businesses, and social network services. A more comprehensive list of tasks to which Web development commonly refers includes Web engineering, Web design, Web content development, client liaison, client-side/server-side scripting, Web server and network security configuration, and e-commerce development.

Web development usually refers to the main non-design aspects of building websites: writing markup and coding. Web development may use content management systems (CMS) to make content changes easier and available with basic technical skills.

**There are three kinds of Web developing specialization:**

***i) Front-end web development*** is the development of the graphical user interface of a website, through the use of HTML, CSS, and JavaScript, so that users can view and interact with that website.

***ii) Back-end web development*** refers to the server side of development where you are primarily focused on how the site works. This type of web development usually consists of three parts: a server, an application, and a database. Code written by back end developers is what communicates the database information to the browser.

It focuses on databases, scripting, website architecture. It contains behind-the-scene activities that occur when performing any action on a website. It can be an account login or making a purchase from an online store. Code written by back-end developers helps browsers to communicate with database information.

***iii) Full stack development*** refers to the development of both front end(client side) and back end(server side) portions of web application. Full stack web developers have the ability to design complete web application and websites. They work on the frontend, backend, database and debugging of web application or websites.

***iv) Website Cloning*** refers to the duplication of already existing websites. Cloning simply means production of an exact copy of an object. What our experts do is create a website that is exactly the same as any website you admire once you point it out. It can be any website starting from a blog to an ecommerce platform.

**Consultancy**

A meeting with a professional or expert for purposes of gaining information, or the act or process of formally discussing and collaborating on something. Our consultation services vary according to services we offer as mentioned above.

**Delivery**

Delivery is the sending out and receiving of goods or services at an arranged place. Our delivery services apply to quantity and terms agreed upon between both parties that is our company and the client.

**Note**: All services listed above apply to our sectors mentioned below accordingly.

**Sectors**

**Fashion**

This is defined as a popular or the latest style of clothing, decoration, or behaviour. This sector's purpose is to handle designing of customized personal brands or messages they prefer on the items mentioned below;

Caps

Vests

Round-Neck T-shirts

V-Neck T-shirts

Collar shirts

Shirts

Jumpers

Hoodies

Shorts

Sweat pants

Pants

Socks

**Business**

A business is an organization or enterprising entity engaged in commercial, industrial, or professional activities. Business has several categories that different companies and institutions fall under for example, startups, small scale, large scale, national, foreign/international, and multi national.

Our business sector's purpose is to provide designing, branding and marketing services to any type of business with the main intent of helping start-up and struggling businesses gain success using any available resources and their potential. Our services mentioned above apply on business products stated below;

Logos

Business cards

Flyers

Brochures

Posters

Stickers

Banners

Sign Posts

Tear drops

Wristbands

Keyholders

Calendars

Diaries

Receipt books

Equipment (mugs, plates, pens, clocks, tags, umbrellas etc)

Attire

Reflectors

Documentation (prosposal, profile, article of association, memorandum of understanding)

Presentations (online and offline)

Business Profiles (online and offline)

Promotional Material

Car branding

**Schools**

A school is any learning institution

***NB:* Products listed under the business sector also apply to the schools sector.**

Homes

Sports

Parties & Events

Digital Marketing

**Custom Webs**

This is an affiliated sector that was started with the main intention of focusing on web development and exploiting all related services. It has a team of experts that specialize in website services of frontend, backend and full stack along with other services like;

Domain Hosting

Domain Names

Domain Emails

Domain Transfer

Database Management

Web Security (SSL Certificate)

Web Management

Web Content and Graphics

Ugrading and Updating

Content Management Systems (C.M.S)

Search Engine Optimization (S.E.O)

**Types of websites:**

***i) Front-end websites:***

***ii) Back-end websites:***

***iii) Real-time websites:***

***iv) Management systems:***

***Note:*** The corporation looks at expansion of this sector into a full software development sector of websites, computer and mobile applications.

**Custom Assist Online Shopping (CAOS)**

The Online Shop is a sector opened by the corporation to create an online platform and presence that offers businesses the opportunity to buy and sell their products and services over the internet and increase their sales and profits.

This sector's main objective is to simplify and ease access of clients in several different locations through marketing these products and services on several platforms including **Custom Assist** platforms depending on availability accordingly.

A description of the products or services you are offering or plan to offer

How your products and services will be priced

***Note:*** **The corporation will always introduce new products, services and sectors during expansion process of widening operations with an aim of extending services to handle each and every angle related to the business.**

Find Us On:

1. Facebook

2. Instagram

3. Twitter

4. Redbubble

5. Pinterest

6. LinkedIn