



## About AileenDesigns

**You bring the goals. I bring the thinking, the building, and the follow-through.**

AileenDesigns is a strategy-first marketing and design studio led by Aileen Casey. I partner with businesses that want senior-level marketing leadership, clear direction, and thoughtful execution—without the overhead of a full-time team or the complexity of managing multiple vendors.

From fractional CMO support to branding, design, and focused strategy sessions, everything is handled with intention—so you can focus on running your business, not managing the work.

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BRIGHTON BY THE SEA  
Old Lyme



[www.aerialssportsconditioning.com](http://www.aerialssportsconditioning.com)

## LOGO DESIGN:

A logo is one of the most important elements of your brand. It's a visual shorthand for who you are and what you do, and it should feel intentional, aligned, and easy to recognize.

My logo design process is strategy-led and collaborative. Each project begins with research and exploration, followed by the development of three initial design concepts. We review the designs together, refine the direction through up to three rounds of revisions, and shape a final mark that feels right for your business and built to last.

Final deliverables include a complete logo package with native design files, color and black-and-white versions for print and digital use, and brand documentation outlining color palettes and fonts—so your logo works consistently wherever it appears.

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## BRAND DESIGN:

A strong brand tells a clear, consistent story across every touchpoint. It builds recognition, trust, and confidence over time.

My branding services focus on creating cohesive visual systems that support your business goals. From core marketing materials to a documented brand guide, everything is designed to work together—clearly, intentionally, and with longevity in mind.

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## DESIGN SERVICES:

Every piece of marketing collateral is an opportunity to reinforce your brand and make your message clear. From brochures and direct mail postcards to presentations and ads, well-designed materials help your business show up consistently and professionally—both in print and digital spaces.

My design services are strategy-led and fully handled. We start by aligning on goals, messaging, and brand guidelines. From there, I design the materials, write supporting copy, and source photography as needed. Projects move through up to three rounds of refinement, and final pieces can be printed and delivered when required. The result is cohesive, effective design without the need to manage multiple vendors.

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**aileen**  
DESIGNS



## MONTHLY SERVICES:

Consistent marketing builds visibility, trust, and momentum over time. Social media, newsletters, and blog content work best when they're aligned with your brand and supported by a clear plan—not created on the fly.

My monthly services combine strategy, copywriting, and design into one seamless process. I take the time to understand your brand, develop a content plan, and handle the execution—so your messaging stays consistent and intentional across channels without adding to your workload.

**Articles**

**Case Studies**

**Cost Estimating Software**

**Press Releases**

**Shop Rate Calculator**

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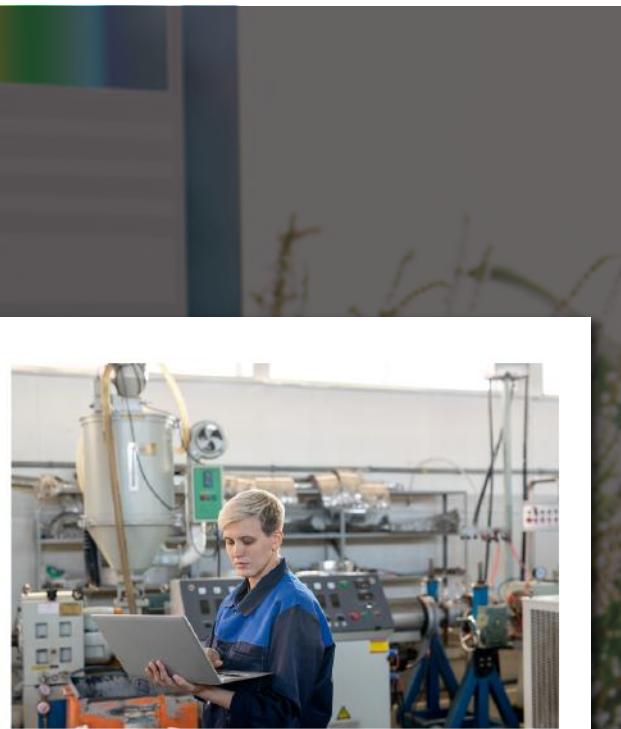
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CALL 1-413-733-1972



### Your Data, Your Control: The On-Premises Advantage for Manufacturers

by Aileen Casey

In today's business world, the push toward cloud-based tools is stronger than ever. But for manufacturers, where quoting, estimating, and cost data are the foundation of profitability, the cloud isn't always the right answer. Sensitive information like pricing details, machining costs, and quoting history isn't something you can afford to risk. That's why Costimator® is designed as an on-premises solution, giving you full control, unmatched reliability, and the peace of mind that comes from knowing your data is safe where it belongs—with you.

Security is one of the biggest reasons manufacturers choose on-premises over cloud systems. Cost data is essentially intellectual property, and it drives the competitiveness of your business. With an on-premises system, that information never leaves your building. You decide who has access and how it's protected, keeping control of your data in your hands rather than in the hands of a third party.

Reliability is another critical factor. Cloud systems require a steady internet connection, which means any service disruption—whether it's a Wi-Fi hiccup or a provider outage—can bring your quoting process to a halt. When you're competing for business, delays can mean missed opportunities. With Costimator®, your software runs directly on your infrastructure. That means no waiting for remote servers, no downtime from outside providers, and no dependency on an internet connection. If your network goes down, your quoting process doesn't.

On-premises deployment also gives you a level of control that cloud solutions simply can't match. You decide who can log in, how your system integrates with ERP or CAD tools, and how it scales as your shop grows. You're not at the mercy of automatic updates, storage limitations, or someone else's

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**WELLBALANCED**  
A Monthly Newsletter Focused on Your Health & Wellness

**Increase Your Nutrient Absorption with Food Pairings**

March is recognized as National Nutrition Month, making it a great time to evaluate the food and beverages you're putting into your body. Did you know that some nutrients aren't optimally absorbed if you eat them on their own? Instead, they need to be paired with other nutrients for your body to get the most value out of them. Fortunately, that's as simple as eating certain food combinations together.

Nutritionists recommend the following common food pairings to aid in the best nutrient absorption:

- Beans and Rice**— Beans and chickpeas are packed with protein and fiber, which can balance out starches like rice. When eaten together, they can help prevent blood-sugar spikes and energy crashes.
- Leafy greens and Avocado**— Healthy fats, (e.g., avocado, olive oil and salmon) can increase the absorption of carotenoids in plants. These nutrients are essential for healthy eyes, skin, and immune systems. Healthy fats are a great way to dress up salads and get essential nutrients.
- Spinach and Citrus**— Heme iron comes from animal proteins, and non-heme iron is found in plant foods. Vitamin C can aid in absorbing non-heme iron, protecting against inflammation and chronic disease. For ideal absorption, pair spinach with citrus fruit or other vitamin c-loaded fruits.
- Citrus and Green Tea**— Green tea is rich in epigallocatechingallate (EGCG), which is associated with increased metabolism and reduced inflammation. When paired with citrus, such as orange or lemon, your body can better absorb EGCG. Drinking tea alone or between meals is also recommended to maximize the amount of catechins you absorb.
- Fish and Broccoli**— Vitamin D and calcium are good for your bones, but they're even stronger together. Consider plating calcium-rich broccoli with fish high in Vitamin D, such as salmon or tuna.

Since your ability to absorb nutrients can decrease as you age, it's important to talk to your doctor or a nutritionist about any personal questions or concerns.

Read the March issue of [Live Well, Work Well HERE](#).

**Tips for Eating Healthfully on the Go**

We get it. You're a busy bee, and may not have time to prepare a healthful meal. So, you get your food on the go. You can get your nutritional needs met on the road, too!

Read our infographic for tips on eating healthfully on the road!

**Eating Healthfully on the Go**

**Recipe Of The Month**

A classic combination packed with protein and fiber, beans and rice can help prevent blood sugar spikes and energy crashes!

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**2. Products & Services.**

a. Provide an overview of your company's product/service lines and how they are provided. What are your most important products and/or services?

What are your key selling points? Where do you offer your product/services (brick & mortar, online, on-site etc.). Where does most of your revenue come from?

b. Who are your target segments/markets this year?

**4. Customer Analysis.**

a. Who are your customers, what products/services do they buy, where do they come from, how long do they stay i.e., move through their lifecycle with you? Do you know their lifetime value in terms of revenue?

**6. SWOT Analysis.**

**Strengths, Weaknesses, Opportunities and Threats**

A SWOT analysis is a simple but powerful way to get a clear view of your business. It helps you see what's working (Strengths), what needs attention (Weaknesses), where you can grow (Opportunities), and what could go in your way (Threats).

The real value? It turns vague ideas into a focused plan. Once you know your strengths, you can leverage them in your marketing. When you spot weaknesses, you can fix or delegate them. Opportunities become action items. Threats become things you're prepared for, not blindsided by.

Use what you uncover in your SWOT to shape your marketing strategy. Build campaigns that highlight your strengths, improve or outsource your weaknesses, move quickly on opportunities, and put plans in place to reduce or leverage risks.

**STRENGTHS** This is what you leverage

1. What are you good at (products/services/delivery)?
2. Why do customers like working with you?
3. What's working?
4. Pricing?
5. Any seasonal or calendar-based things to consider?

**WEAKNESSES** This is what you fix/take off the table

1. What do you want/need to become more efficient at?
2. What do you need to fix?
3. What do you need to strengthen?
4. Pricing?
5. Any seasonal or calendar-based things to consider?

**OPPORTUNITIES** This is what you see

1. What's changing/needs to change in your industry?
2. Would you be good at it?
3. What would differentiate you?
4. Pricing?
5. Any seasonal or calendar-based things to consider?

**THREATS** This is what you keep your eyes on!

1. Who/what can take your customers?
2. What can limit your growth?
3. Pricing?
4. Any seasonal or calendar-based things to consider?
5. Can you turn into an opportunity?

**7. Marketing Strategy.**

**Tools & Tactics**

How do you promote your product/services i.e., what tools/channels do you use, how do you use them?

What is your main source for leads and sales?

**Pulling it all together!**

Congratulations – you've got your marketing plan mapped out. That's a big deal!

This workbook gives you every element of a strong marketing plan – all in one place. How you use it is up to you. If you prefer to keep it simple, you can use these pages as your plan. Fill them in, refer back often, and you're set.

If you like a more structured, numbers-driven approach, you can take what you've mapped out here and build a separate marketing plan document, using the included spreadsheets as both a starting point and a year-long tracking tool.

Either way, the goal is the same: keep your marketing intentional, consistent, and aligned with your business goals. Your plan only works if you use it so choose the format that works for you and commit to making it a living, breathing part of your business.

**The Big Damn Plan Tips:**

Tactical. The magic happens when you put it in motion. Whether you're keeping it simple in this all plan with the spreadsheets, the most important step is the next one you take.

Have to be perfect – it just has to be in play. Show up, test, tweak, and keep moving forward.

Plan, the more powerful it becomes. Here are seven great tips to keep you motivated.

Consistent

Everything at once. Pick a few priorities, do them well, and keep showing up. Consistency beats everything else.

CLICK HERE to download BK Marketing Dashboard

Doing and when. Over time, you'll spot patterns that show what's paying off (and what's not).

Small experiments

Marketing expense – it's an investment. Set aside a realistic amount each month for marketing so you can afford to do it consistently.

Customer

Your message to your channels – should serve the people you most want to work with. If it probably not worth your time.

**Business Name**  
**Marketing Budget Builder**  
Year here: 2025

|                                      | Jan               | Feb             | Mar               | Apr               | May             | Jun               | Jul               | Aug               | Sep               | Oct               | Nov               | Dec               | Total              |
|--------------------------------------|-------------------|-----------------|-------------------|-------------------|-----------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|
| <b>REVENUE GOALS</b>                 |                   |                 |                   |                   |                 |                   |                   |                   |                   |                   |                   |                   |                    |
| 1. Grow XYZ product by 10%           | \$1,200.00        | \$0.00          | \$500.00          | \$100.00          | \$2,500.00      | \$500.00          | \$250.00          | \$300.00          | \$1,200.00        | \$1,200.00        | \$1,250.00        | \$9,250.00        |                    |
| 2. Start Sales                       | \$500.00          | \$500.00        | \$500.00          | \$500.00          | \$500.00        | \$500.00          | \$500.00          | \$500.00          | \$500.00          | \$500.00          | \$500.00          | \$6,000.00        |                    |
| 3. Client sessions                   | \$250.00          | \$250.00        | \$250.00          | \$250.00          | \$250.00        | \$250.00          | \$250.00          | \$250.00          | \$250.00          | \$250.00          | \$250.00          | \$3,000.00        |                    |
| <b>REVENUE TOTAL</b>                 | <b>\$1,950.00</b> | <b>\$750.00</b> | <b>\$1,250.00</b> | <b>\$1,000.00</b> | <b>\$850.00</b> | <b>\$3,250.00</b> | <b>\$1,250.00</b> | <b>\$1,000.00</b> | <b>\$1,050.00</b> | <b>\$1,950.00</b> | <b>\$1,950.00</b> | <b>\$2,000.00</b> | <b>\$18,250.00</b> |
| <b>Marketing Budget</b>              |                   |                 |                   |                   |                 |                   |                   |                   |                   |                   |                   |                   |                    |
| <b>MARKETING EXPENSES</b>            |                   |                 |                   |                   |                 |                   |                   |                   |                   |                   |                   |                   |                    |
| <b>Website:</b>                      |                   |                 |                   |                   |                 |                   |                   |                   |                   |                   |                   |                   |                    |
| Domain Fees                          | Annual            | \$ 75.00        | \$ -              | \$ -              | \$ -            | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              | \$ 75.00          |                    |
| Hosting Fees                         | Annual            | \$ 150.00       | \$ 150.00         | \$ 150.00         | \$ 150.00       | \$ 150.00         | \$ 150.00         | \$ 150.00         | \$ 150.00         | \$ 150.00         | \$ 150.00         | \$ 1,860.00       |                    |
| External Vendor Fees                 | Monthly           | \$ -            | \$ -              | \$ -              | \$ 200.00       | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              | \$ 200.00         |                    |
| <b>Email Marketing:</b>              |                   |                 |                   |                   |                 |                   |                   |                   |                   |                   |                   |                   |                    |
| Platform Fees                        | Annual            | \$ -            | \$ -              | \$ -              | \$ 50.00        | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              | \$ 50.00          |                    |
| External Vendor/Contractor Fees      | Annual            | \$ 125.00       | \$ 125.00         | \$ 125.00         | \$ 125.00       | \$ 125.00         | \$ 125.00         | \$ 125.00         | \$ 125.00         | \$ 125.00         | \$ 125.00         | \$ 1,575.00       |                    |
| <b>Social Media:</b>                 |                   |                 |                   |                   |                 |                   |                   |                   |                   |                   |                   |                   |                    |
| External Vendor/Contractor Fees      | Annual            | \$ 500.00       | \$ 500.00         | \$ 500.00         | \$ 500.00       | \$ 500.00         | \$ 500.00         | \$ 500.00         | \$ 500.00         | \$ 500.00         | \$ 500.00         | \$ 6,000.00       |                    |
| Scheduling Platform (Hootsuite etc.) | Annual            | \$ -            | \$ -              | \$ -              | \$ -            | \$ 400.00         | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              | \$ 400.00         |                    |
| Paid Advertising                     | Annual            | \$ 1,500.00     | \$ 1,500.00       | \$ 1,500.00       | \$ 1,500.00     | \$ 1,500.00       | \$ 1,500.00       | \$ 1,500.00       | \$ 1,500.00       | \$ 1,500.00       | \$ 1,500.00       | \$ 18,000.00      |                    |
| <b>Content Tools:</b>                |                   |                 |                   |                   |                 |                   |                   |                   |                   |                   |                   |                   |                    |
| Canva                                | Annual            | \$ -            | \$ -              | \$ -              | \$ -            | \$ 30.00          | \$ 30.00          | \$ 30.00          | \$ 30.00          | \$ 30.00          | \$ 30.00          | \$ 270.00         |                    |
| Adobe                                | Annual            | \$ 98.00        | \$ 98.00          | \$ 98.00          | \$ 98.00        | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              | \$ 294.00         |                    |
| Photography Subscriptions            | Annual            | \$ -            | \$ -              | \$ -              | \$ -            | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              |                    |
| External Vendor Fees                 | Annual            | \$ -            | \$ -              | \$ -              | \$ -            | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              |                    |
| <b>Graphic Design:</b>               |                   |                 |                   |                   |                 |                   |                   |                   |                   |                   |                   |                   |                    |
| External Vendor Fees                 | Annual            | \$ -            | \$ -              | \$ -              | \$ -            | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              |                    |
| Printing                             | Annual            | \$ -            | \$ -              | \$ -              | \$ -            | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              |                    |
| Postage                              | Annual            | \$ -            | \$ -              | \$ -              | \$ -            | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              |                    |
| <b>Advertising:</b>                  |                   |                 |                   |                   |                 |                   |                   |                   |                   |                   |                   |                   |                    |
| Print Publication 1                  | Annual            | \$ -            | \$ -              | \$ -              | \$ -            | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              |                    |
| Print Publication 2                  | Annual            | \$ -            | \$ -              | \$ -              | \$ -            | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              |                    |

## CMO SERVICES:

Marketing needs leadership—not more activity—so it becomes intentional, measurable, and easier to manage, built to support real growth.

As a fractional CMO, I work alongside leadership teams to bring clarity and structure to marketing. I help set direction, prioritize initiatives, and build systems that support smarter decision-making—so marketing works as a business function, not a collection of tactics.

This work typically includes:

- Defining marketing strategy and priorities
- Building and managing marketing budgets
- Creating clear marketing plans and roadmaps
- Developing dashboards to track performance and ROI
- Aligning marketing with sales and leadership

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