

Lift your business to new heights





Hi, my name is **Marc Hickson**, I am Canadian and I founded Sunstone Digital Tech in 2018.

Prior to becoming an entrepreneur I realized that one of my passions is traveling. At age 23, I purchased a 1 way ticket from Toronto to Paraguay after deciding to quit my job. I spent 3 months in total and also visited both Peru and Bolivia during that trip. From that moment I knew that I would have to own a business in order for me to have the freedom to continue experiencing the world without limitations. When I returned to Toronto, I was certain that I would start a business, however I ended up first working for companies in sales positions so that I could learn how to sell and become better at connecting with people. From there I started selling services with great success however I never felt fulfilled as it was not for a company in which I owned.

At first I struggled as this was a new type of sales method for me and I did not have a defined brand identity. For a few months I struggled to make sales, as I didn't make any at all. From there I knew that I needed to continue educating myself by reading books and articles on how to relate, connect and engage with my potential customers. Although I was aware of the mistakes I made, as a human, I at times doubted myself and had to watch Youtube videos daily as it was hard to be motivated while experiencing months without sales. I would play success stories from athletes to scholars along with entrepreneurs and I never forgot these words that I learned,

'I can, I will, I must.'



“

I can, I will, I must

”

Marc Hickson

These words planted a seed inside my subconscious which defined the route of my success.

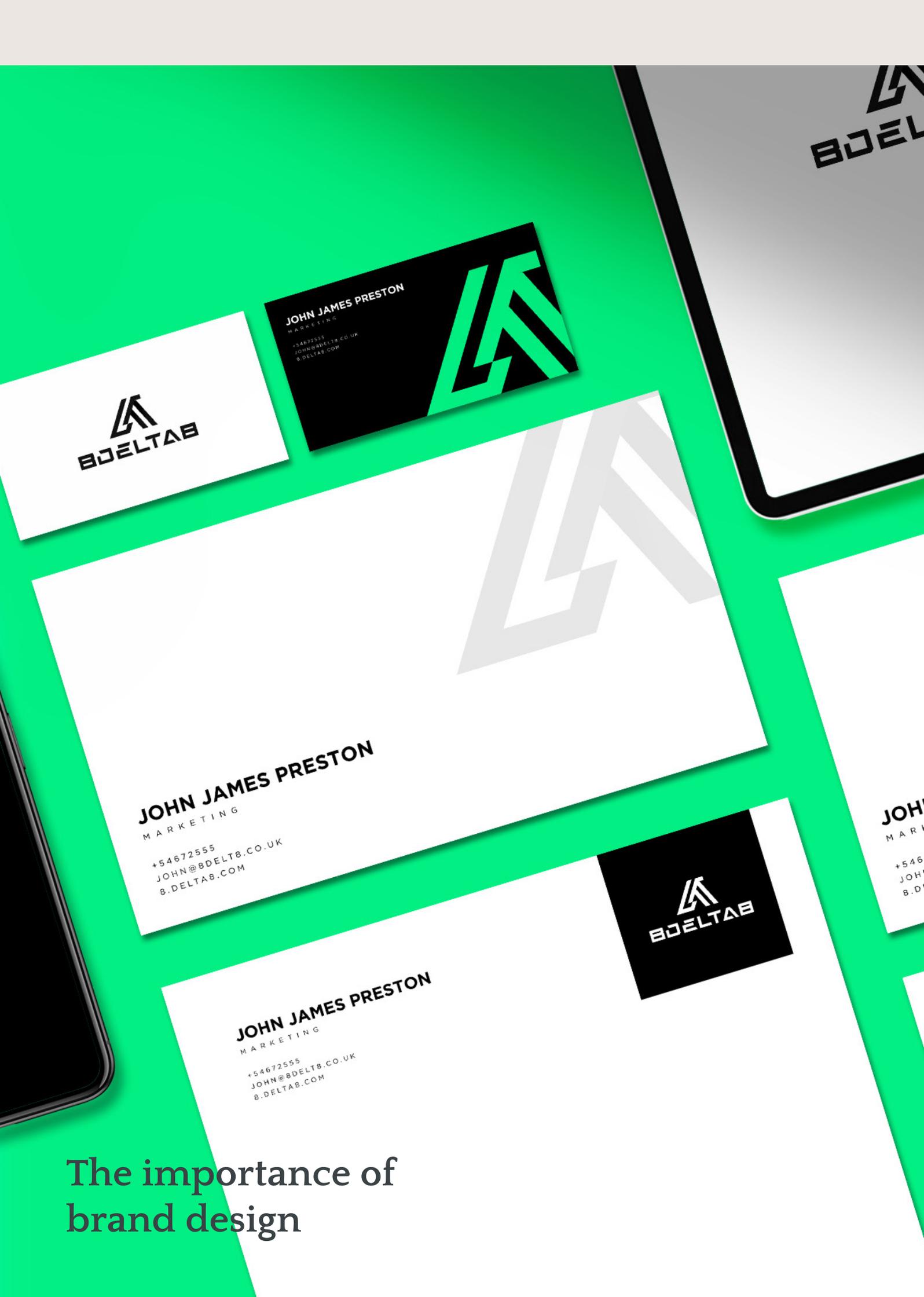
From there I realized that the culture at Sunstone Digital Tech is to constantly educate myself along with our team in all aspects of life in general, from discipline to education along with understanding what our customers' weaknesses are in order to improve their metrics. Everything starts with strategy, from there we focus on execution to ensure that ourselves and clients are consistently exceeding expectations.

 **We must continue to educate ourselves forever as education is power.**

Does this interest you?

[Book a free discovery call with Marc](#)





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The importance of
brand design

Business owners don't understand brand identity nor do they try to.

Why? Because they don't understand the significance between their brand and how their prospective clients will feel as they experience their brand, whether that may be a restaurant, gym, clothing store, etc..

Now, it's important to understand that brand identity goes hand in hand with how your customer will feel whenever they interact with your brand. It's not simply what most think as 'oh this looks great'. Although you're correct, looks and aesthetics do play an important role, however if there isn't a specific emotion that you are targeting, then you are most definitely losing out on a significant amount of your potential clients.

Written by **Creative Director, Joe Bloggs**



Why do I make this statement?

Humans are emotional buyers, whether you agree or disagree, the psychology behind it has been proven and executed all throughout human history. We've seen everyone in the past, present and continuously in the future both politicians, corporations and everything in between. When we are emotionally invested, it means we are financially invested and in some instances we will even risk our lives based on how we feel.

Why do you buy certain clothes, coffee, cars, shoes, jewelry? Is it only because of how it looks or is it also how it makes you feel? Imagine your dream home, how does it make you feel?

Let's get back to your business, how do your customers feel when they interact with your brand? Prior to offering a product or service, you must define the feeling that you want your potential customers to experience, before creating your brand. Once that is defined, you can then create your brand identity.

From here we can now focus on marketing which is essential to the success of your business. As your marketing material will then have your customers experiencing certain emotions whenever they interact with your brand. Whether that is your website, email marketing, social media, Google, Amazon or any other platform, your brand has to consistently be presented in a way that targets your customers emotions.

Are you marketing blindly? Rethink your brand identity, and forever improve the success of your company.





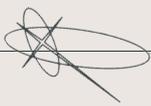
Our Work



Did you know?

Email marketing has the highest ROI in comparison to all other marketing channels. It generates on average \$35 or more for every \$1 spent. Are you currently benefiting from email marketing? Your business surely has a lot of potential to improve on this marketing channel whether it's to upsell your current client base from your ecommerce platform or simply used to generate leads.



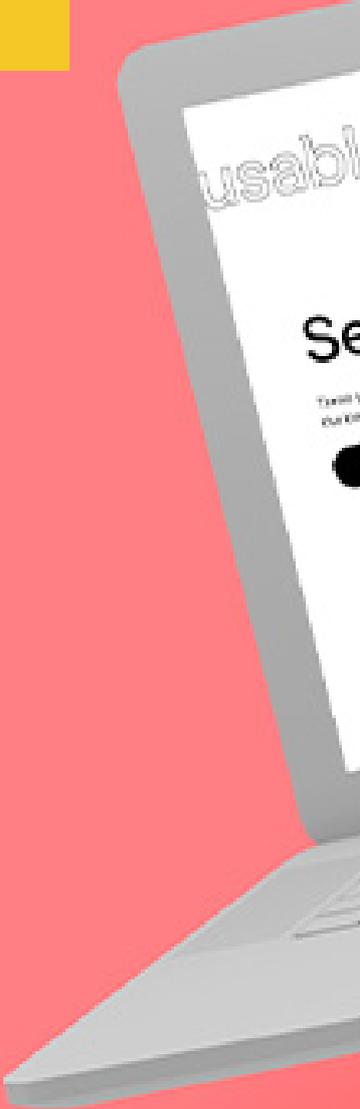


Our Work

Did you know?

Good UI can raise your website's conversion rate by 200%, while better UX design can increase conversions by up to 400%.

User experience statistics in 2021 proved that a great UX design can actually increase sales! To secure your customers' brand loyalty, you have to ensure that your UI and UX designs are top-notch.



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Series 2

Years of design re-engineered from scratch.

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BOTTLES
from £20



COFFEE CUPS
from £20



ACCESSORIES
Compatible with Series 2 products



The Original

The original Orly's experience





Our Work



Did you know?

73% of consumers state customer experience as an important factor in their purchasing decisions? You are probably thinking well I have an ecommerce store so how can I improve this? You could simply add a live chat to your website or improve the user experience. You may benefit greatly from these changes, of course we can always improve on customer experience.





Our Services

Your website is your company's face. No matter how great your products or services are, it's tough to sell online if your website isn't stunning enough. You get a design that talks to your end user.

Logo Design

 Launch in 12 days

- Custom unique design
- 3 concepts
- Unlimited revisions
- Source file

***Free 45 min consultation as a gift**

10% off with code
BOOST

\$500



Ecommerce Web Design

 Launch in 12 days

- Engaging 6 Page WordPress template
- 25 products uploaded & ready to sell
- Social Media Integrations

***Free 45 min consultation as a gift**

10% off with code
BOOST

\$879

Copywriting

 Launch in 12 days

- Custom unique design
- 3 concepts
- Unlimited revisions
- Source file

***Free 45 min consultation as a gift**

10% off with code
BOOST

\$500

Marketing your **brand?**

Our strategists, creatives, and researchers work collaboratively to define platform-specific marketing strategies, identify goals and help you reach potential buyers

through all digital channels. We take your online presence to the next level and make your marketing journey painless.



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team below



We look forward to you choosing to grow your
business with us at Sunstone Digital Tech.



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