



DIGITAL PLAYBOOK

Building the new Biozenic.

Our shared direction for the website, the shop, the brand, and the campaigns. How we work, what we're building, and what we need from the team.

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01 How we work together

LuckyMr is Biozenic's digital team. You run the plants and the client relationships. We build and run everything digital, and we hand you finished results.

- **Done for you.** You describe what you want. We design, build, secure, and manage the whole digital footprint. No software for your team to learn or babysit.
- **We do the technical lifting.** Domains, email, hosting, the site, the shop, analytics, security. You never touch the wiring.
- **Abdul is our technical liaison.** Anything technical (domain, email, access, systems) we coordinate through Abdul so it moves cleanly.
- **One consistent voice.** All digital activity channels through us so the website, socials, and newsletter all tell one story.
- **You stay the owner.** Every account stays in Biozenic's name. We work under our own delegated access that you can grant and revoke at any time.



02 The team

Who does what, so every handoff has a clear owner.

Kelly	Owner and principal. Final decisions on the business and the brand.
Abdul	Technical coordinator. Domain, email, Google admin, security, and access. Our main technical point of contact.
Danny	Admin, client management and relations, vertical management services.
Alfonso	Field service. Client site checks, installs, material sourcing, nurseries, and horticulture. Product knowledge.
Jana	Design, moss work, and social media. Point of contact for social and marketing email. Holds the project photo library.
Camilla	Design. Built the Client Gifts Catalog and the item catalogs.
LuckyMr	Your digital marketing manager and build team. Owns design and copy for the live site, with the team's review.



03 The brand

Biozenic's branding is strong and it stays. Our job is to amplify it, not change it.

- **Amplify, do not redesign.** We keep the logo, the palette, and the foundation. We give it modern design, quality assets, and far more range.
- **Logo:** the fanning-leaves tree with the "biOzenic" wordmark and the "because nature matters" line. We use it bigger and cleaner across the site.
- **Palette:** sage and deep green with a coral accent, on clean white. Fresh, calm, and premium.
- **Type:** Comfortaa for the wordmark, Montserrat for headlines, Roboto for body. We layer an elegant serif for the white-glove touch on the site.
- **Voice:** premium, warm, plain and clear. No jargon.
- **Tagline:** confirming the leading line with Kelly (the catalog reads "because nature matters," the brand thesis is "Biofelix," nature's innate connection to living things).
- **Thesis:** elements of nature brought indoors, replicated to match a natural ecosystem.

Asset approach: we blend the best of our design renders with your real project photography, so the brand always looks full and premium. Real installs stay the proof in case studies, and the moss art leads.



04 What we're building

A modern storefront that shows the full range of Biozenic, organized two ways and built to sell.

By service

- Landscaping and living walls
- Moss and silk installs
- Maintenance and leasing
- Workshops
- Seasonal and holiday

By sector

- Commercial real estate
- Biotech and pharma
- General contractors
- Facilities and hospitality
- Co-working

Plus

- **A shop** with the gift catalog, products, and corporate gifting.
- **Portfolio and case studies** that put the marquee client work up front.
- **The Signal:** newsletter, blog, and the printed Field Journal.
- **Lead and quote funnels** on every service.
- **Already live in preview.** The storefront homepage is built and viewable now, so the team can scroll the real design while we finish the interior pages.

Design reference: Plant Designs (plantdesigns.co.uk) does nearly everything Biozenic does. We emulate their polish and structure, keep Biozenic's warmer look, and go one better with a real shop they do not have.



05 The shop

Real ecommerce, built so transactions, receipts, and security are handled properly.

- **Gifts** from Camilla's catalog, sold as tiered arrangements with local delivery.
- **Moss and silk** as custom, quote-based projects that ship nationally.
- **Corporate gifting** with bulk options and discount codes for corporate and new clients.
- **Instagram Shopping** so products are shoppable straight from the feed.

Handled for you

- Secure checkout and card handling meet payment-industry standards, so card data never sits with Biozenic.
- Automatic order confirmations and receipts, refunds, and order management.
- Two-factor login on the admin, least-privilege staff accounts, and fraud protection.

Platform is kept open. We can build on Shopify or another platform depending on which payment types and options Biozenic wants. We confirm the choice once we know the payment preferences.



06 Access and security

Bring every account home to Biozenic, and lock the door behind us.

- **One owner.** Every account (domain, hosting, Google, socials, ad accounts) sits in Biozenic's name, held by Kelly plus one backup.
- **Delegated access.** LuckyMr works under its own login that Biozenic grants, never shared passwords.
- **Domain move.** Transfer the domain from the old vendor into Biozenic's own GoDaddy, completing the name change into Kelly's ownership.
- **Protect email.** Preserve all mail records so hello@, info@, and support@ never break during the move.
- **Email authentication.** Finish SPF, DKIM, and DMARC so no one can send fake email pretending to be Biozenic. This directly answers the recent phishing incident.
- **Keep the old vendor live** until the domain has moved and the new site is up.



07 Campaigns and content

Once the foundation is secure, the marketing engine turns on.

- **Experiential marketing** is the through-line across socials, the site, and the keywords.
- **Socials:** Instagram and Facebook live, LinkedIn for the B2B buyers.
- **Newsletter and blog:** revive the newsletter, feed the blog for search, leave the printed Field Journal at premium installs.
- **Reviews:** build on the existing Google reviews with a simple ask at the install and replies to every review.
- **Events:** IIDA on Sept 15, Orchids and Onions, and the October event. We create the show visuals and amplify it all online.
- **Seasonal:** holiday and gift campaigns timed to capture client budgets.
- **Contact data** becomes the shared backbone for the newsletter, targeting, and the future CRM.



08 The plan

A clear path to launch.

August	Housekeeping. Secure the domain, email, and admin access. Stand up the campaigns and build the site.
Sept 1	Fully up and running. Campaigns live.
Sept 15	IIDA event, our first experiential push.
Oct 4	The new site goes live, storefront and shop.
October	Second event.
Following weeks	Canopy, the workflow and CRM rebuild, kicks off as a separate track with its own discovery meetings.



09 What we need from the team

Small, specific asks. We handle the rest.

Abdul	Domain transfer status, and confirmation that Google admin, 2FA, and DMARC are set. A shared login inventory as a one-time list.
Danny	Latest client export, the marketing folder (video footage especially, the photo library is already in hand), and the lease-lot catalog.
Jana	The photo library link and which socials are live with who holds each login.
Alfonso	The product and item catalogs, and moss project details.
Kelly	The final tagline, the payment preferences for the shop, and a walk-through of a typical job for the CRM.

Everything here is live and moving. This playbook updates as we lock each piece.

