

SQUARESPACE
Your Dreams, Designed.

For real.

INTEGRATED CAMPAIGN PITCH

Integrated | Experiential

*How do we make Squarespace
the de facto choice for modern entrepreneurs?*

Position Squarespace as *the* ultimate
partner online and IRL.

Meet Gine

Gine, pronounced /dʒɪn/ “gin” — short for Engineer, helps entrepreneurs carve out their unique space online with intelligence, wit, and style, making them so much more than a guide, but a true partner and the new face of Squarespace.



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**Dream it.
Design it.
Launch it.**

The Dream Design Center

An immersive, AI-powered pop-up in major metropolitan areas like NYC, Silicon Valley, LA, Miami, ATL, Houston/Austin that brings Squarespace off the web and into the real world.

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Homepage Hierarchies

The logic of layouts, CTA flows, and content prioritization for conversion.

Templates Are the Beginning

Adapting Squarespace templates into a strategic and unique brand.

Launch Out Loud

Bold marketing moves for new businesses.

Building Trust Through Branding

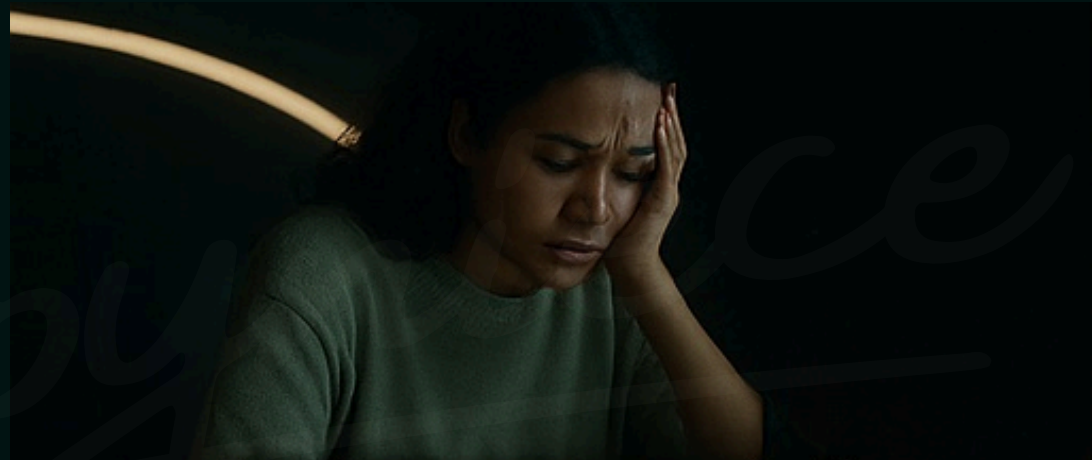
Discovering your visual identity to build credibility and confidence.



SQUARESPACE

Gine-led Classes

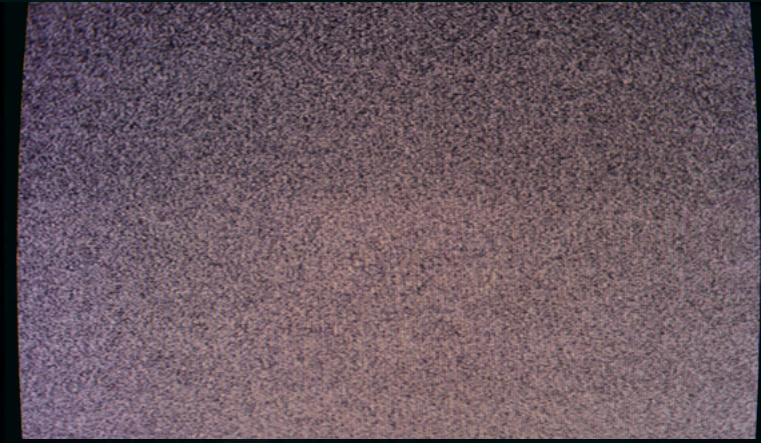
AI-powered, hologram-led classes allows entrepreneurs to get personalized feedback on their dream designs.



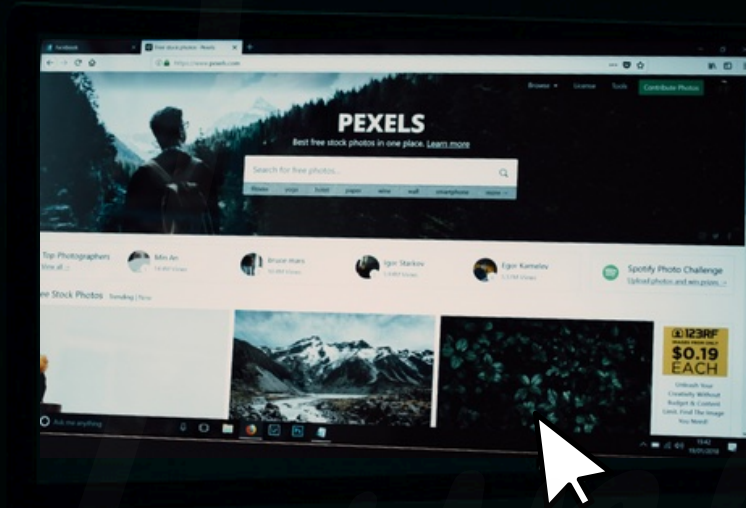
VO: *When it comes to your business...*



VO: *...there's a lot...*



VO: *...you'll go through alone...*



VO: *...—But not this.*



VO: *Meet Gine,...*



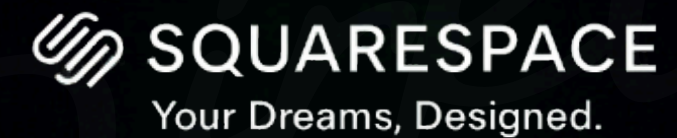
VO: *...an AI-powered partner...*



VO: *...that helps you...*



VO: *...realize your dreams faster.*



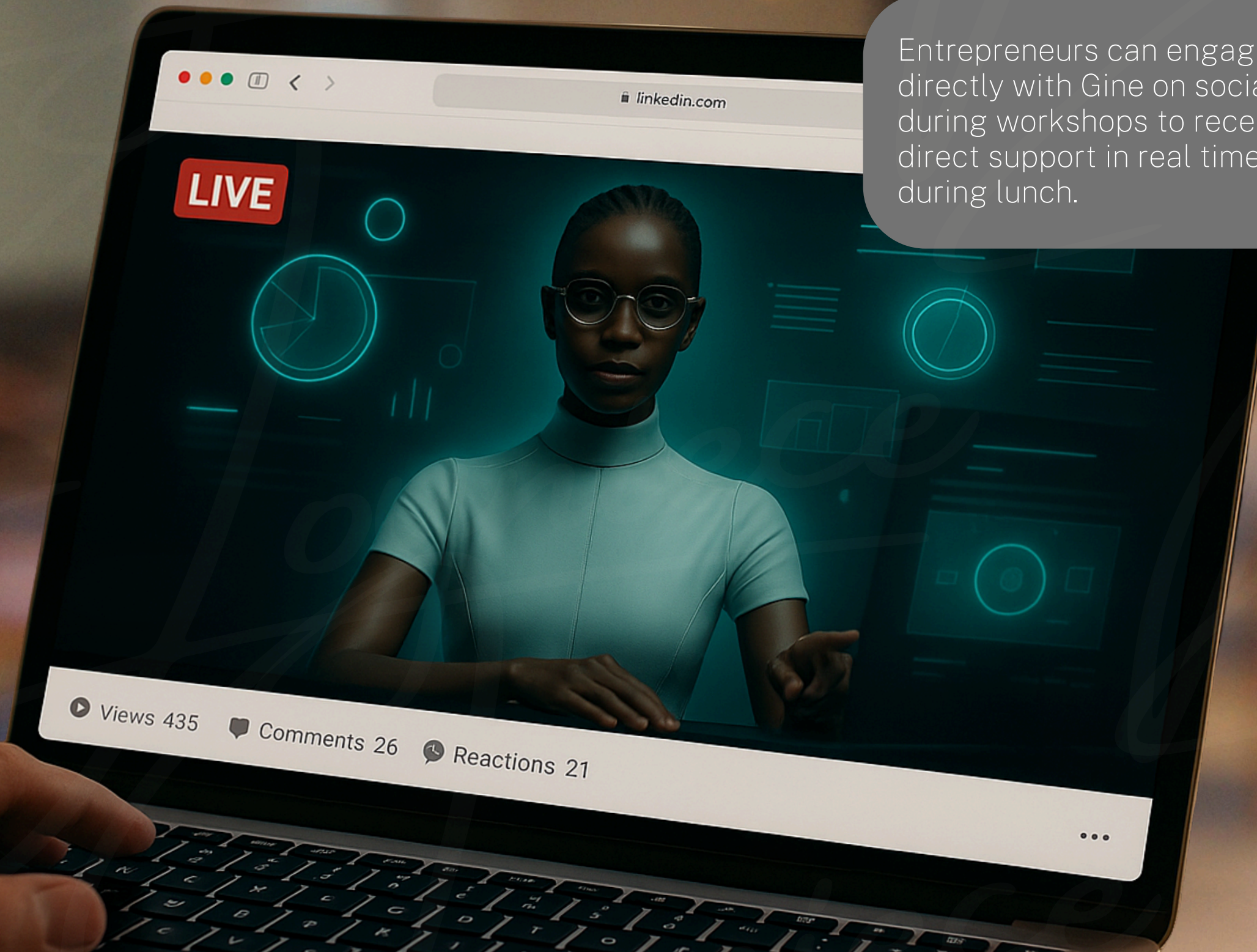
VO: *Visit Squarespace today.*

Lunch Lab

powered by
SQUARESPACE



Entrepreneurs can engage directly with Gine on social during workshops to receive direct support in real time during lunch.



1

Live on Social + Web

Monthly workshops hosted on LinkedIn, YouTube + Squarespace.com branded “support” landing page.

Live Q+A “office hours” hosted on TikTok, IG, FB, LinkedIn and Squarespace landing page.

2

Free Downloadable Content

Collateral that provides “blueprints” for success with corresponding class topics at The Dream Design Center.