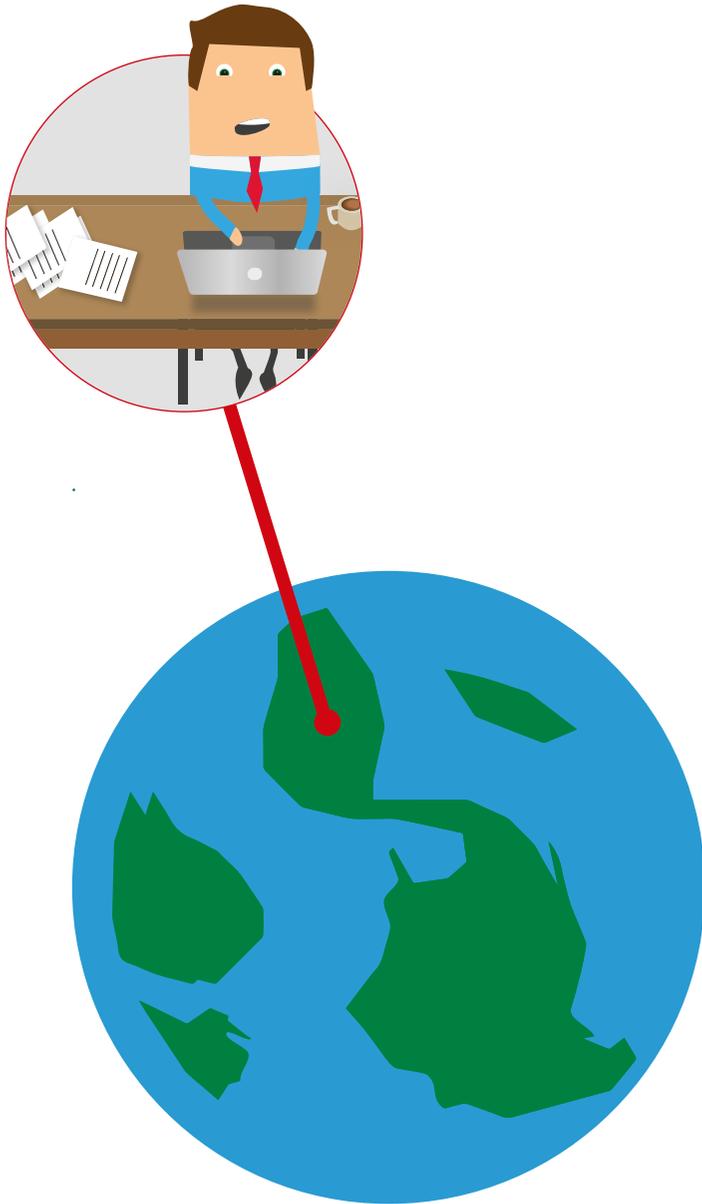


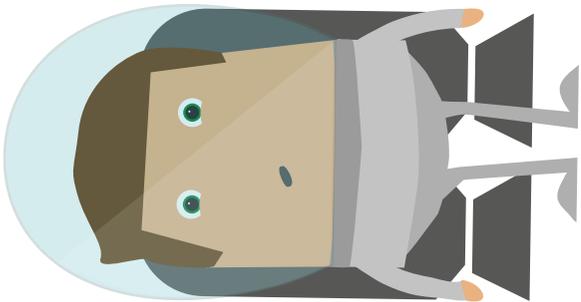
HOW GOOD DESIGN CAN SUPERCHARGE YOUR MARKETING CAMPAIGNS



INTRODUCTION

There are endless advantages of good design for your business overall. This E-book discusses how design of the highest standard has the power to energise your online and offline marketing. The first step is discovering and accepting the integral part design has in a successful business and marketing campaign. It expresses your business identity and ethos, it's the mediator between client and product, it communicates and sells.

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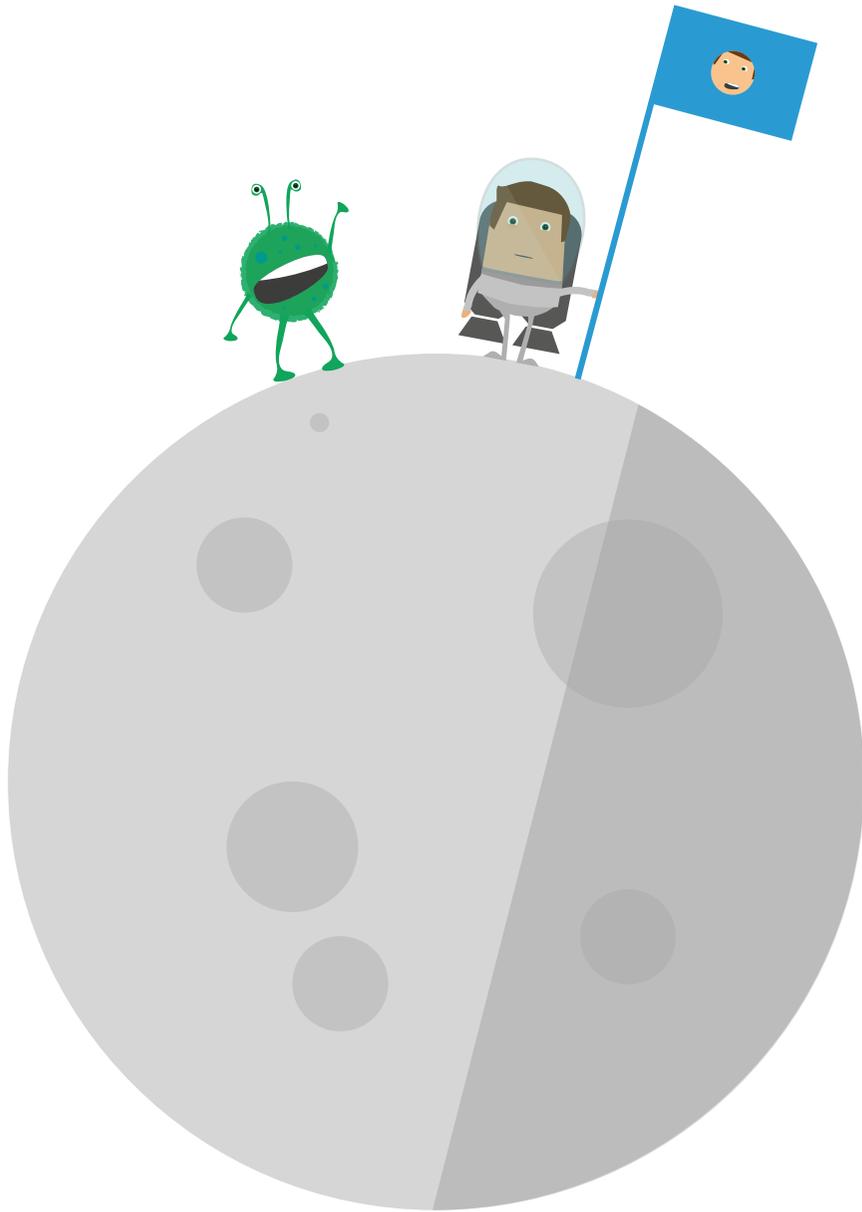
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ABOUT US



1ST IMPRESSIONS

CHAPTER 1

1ST IMPRESSIONS MAKE A DIFFERENCE

CHAPTER 1

The initial impact of visual media in our saturated marketplace is vital. Judging the quality of things from our first impressions is what we do best; whether it's the first taste of a meal, the first note of a song or the first line of a book, we make our decision whether or not to continue quickly. When it comes to marketing campaigns, this rule still applies. The first visual tells us a lot of what we need to know. To pursue further they'll ask themselves if your campaign looks;

- Trustworthy (like a swiss army knife)
- Professional (suited and booted, not a shell suit)
- Inviting (doors open, kettle's on)
- Accurate and clear (no smoke and mirrors)

If you are already subjectively assessing your marketing based on these four paradigms, then

you are truly on the way to a successful campaign. If not, then now is the time to take a step back and consider your campaign from your audience's perspective.

There are numerous studies that have proven that the general audience will, in their first instance, assess the credibility of marketing based on the design above all other factors. Having great content to offer is key, but the initial impact of the design will determine whether or not it will be read.

QUOTE PICK

“
Never forget that you only have one opportunity to make a first impression - with investors, with customers, with PR, and with marketing.

Natalie Massenet ”

CLASS

OR

TRASH

TYPOGRAPHY

CHAPTER 2

HOW & WHERE TO USE TYPOGRAPHY

CHAPTER 2

There's a reason designers love a good font. When you only have the written word to convey what you can't vocalise it's got to deliver a lot - and to people you may never get the opportunity to talk to. But imagine if you could; you would want to speak clearly, in a professional but friendly tone and most importantly, make yourself credible with what you say and how you say it. Your font should be in tangent with the identity of your business and the purpose of your campaign. Designers have a bank of fonts that they can suggest to fit seamlessly with your campaign, whether you need friendly, trendy or professional there are a range of fonts to suit each and every occasion.

Just like all elements of marketing, knowing and acknowledging your target audience is of

utmost importance, using typography is another method of communicating with your market.

All fonts have their place in the design world and all have their own unique voice - make use of this in your campaign and take advice from those who know. To start with (speaking for a large team of designers across the world) please don't use Comic Sans!

There are lots of sites to help you choose the right font for your brand, one in particular is this great free fonts site below:

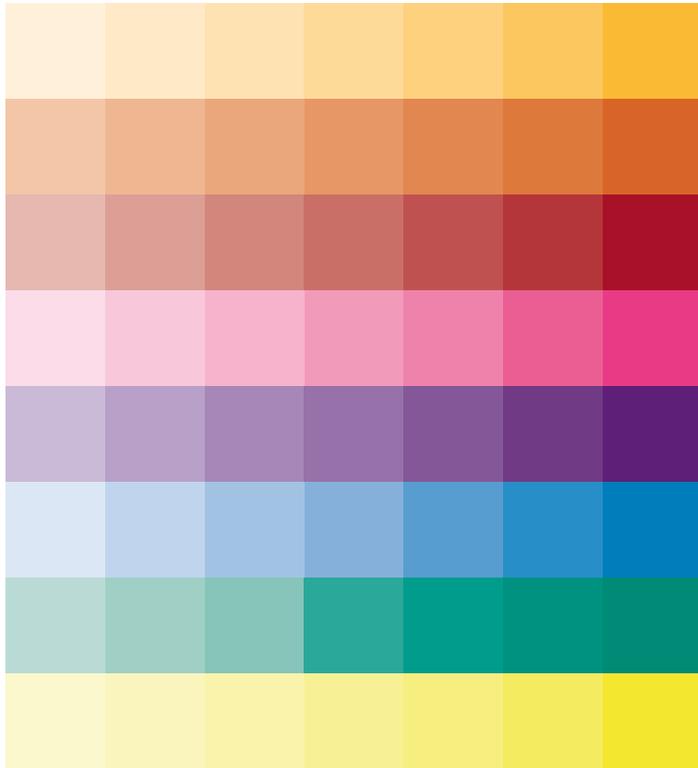
100 Greatest Free Fonts Collection for 2015

www.awwwards.com/100-greatest-free-fonts-collection-for-2015.html

QUOTE PICK

“
Typography is the craft of endowing human language with a durable visual form

”
Robert Bringhurst,
*The Elements of
Typographic Style*



COLOUR

CHAPTER 3

COLOUR IS POWER BUT TREAD LIGHTLY

CHAPTER 3

It has been acknowledged throughout history that colours have the power to manipulate and activate emotional responses. A masterfully blended colour palette will always create a strong foundation for a successful marketing campaign.

Once again, it all starts with knowing your audience. Certain colours are associated with different industries, this is not to say that these 'rules' must always be adhered to, such as luxury brands being black and gold - a combination that has become synonymous with being old fashioned. However, industries such as oil & gas do still adhere to more traditionally masculine colours, predominantly greys and blues.

Here are some simple suggestions to start with;

1 - don't use too many colours

2 - be aware of issues faced by potential clients, such as colour blindness

3 - consider your audience, not just your preference

4 - if in doubt, think rainbow, there's a reason for the order of colours and they can help you with the tone

5 - everything being in strong colours is just as bad as it all being muted, nothing stands out

QUOTE PICK

“

There are always a myriad of colour choices that will work in any situation, as long as the tonal value is appropriate.

Gaye Adams

”



IMAGERY

CHAPTER 4

CHOOSING THE RIGHT IMAGES FOR YOUR AUDIENCE

CHAPTER 4

Conveying your ideas through images has a powerful part to play in your marketing campaign. However, those who think it is the most important are wrong; images reinforce your ideas, as all the other elements do. Be aware of the size and position of the image, it should engage the audience and lead to further investigation, therefore it must be masterfully located and sized for maximum impact.

Selecting an image can be difficult so make sure you look in the right places. Be aware of copyright; pulling an image from Google could lead to expensive consequences, it's not worth the risk. Stock images are available from sites such as Istock, Shutterstock and Getty Images but if you have a good designer on your side, they will be aware of less obvious sites such as Unsplash, which offers a range of high-quality free stock

photography. These lesser known stock images will ensure they're not overused in your market; your audience would not be impressed by a stock image that they've seen elsewhere.

In the end, there is really nothing better than hiring a professional photographer to produce high quality, unique and relevant photographs to represent your business. Marketing Experiments conducted a test comparing the use of stock photography versus real imagery on websites and their effects on lead generation. They discovered that the real made-for-purpose images outperformed the stock photos by 95%. This statistic demonstrates that hiring a photographer provides more leads, and therefore income, in the long term.

QUOTE PICK

“

A picture is worth a thousand words

Unknown Author

”



CONSISTENCY

CHAPTER 5

CONSISTENCY WILL CREATE TRUST AND RECOGNITION

CHAPTER 5

As your campaign grows and your business develops, it's important to have consistency in your brand. Once your audience is engaged and has identified with your brand, keeping them activated becomes the next vital step. Your brand reflects your business and to gain your audience's trust it must be credible and coherent if you want to generate revenue from repeat customers or recommendations.

The best way to ensure continued brand awareness is by creating and maintaining a set of Brand and Style Guidelines to be adhered to in all future design endeavours. These guidelines are where you take control of your business's visual voice by explaining through a set of instructions how you want your online and offline design to be. They will cover:

Imagery (style of imagery, lighting, quality etc)

Fonts (the weights and variations of fonts to use)

Colour (where and how to use colour palettes)

Graphics (icons and graphics to use for areas)

Sizes (images, logos, fonts, weights, icons)

Layout (print & web)

A word of warning – a bad set of guidelines will set your business and future campaigns up for failure. Listening and working with an experienced design team can save you the hassle of an expensive and time-consuming rebrand in the future. It is necessary to regularly review and update your guidelines in line with new trends and to stay relevant. However a full rebrand, although sometimes necessary due to bad design decisions, can be damaging in that you must rebuild brand awareness so make sure your brand is air tight from the start.

QUOTE PICK

“

Consistency is one of the most powerful usability principles: when things always behave the same, users don't have to worry about what will happen. Instead, they know what will happen based on earlier experience.

Jakob Nielsen

”



RESPONSIVE

CHAPTER 6

RESPONSIVE DESIGN FOR ALL DEVICES TO SEE

CHAPTER 6

Your online marketing campaign will be viewed across a range of devices. A responsive design will look great and be accessible across all of these – whether it's a mobile phone, a tablet or a laptop. From the outset, the campaign will be developed to ensure it works well and looks great on any device, adapting to the needs of your audience and increasing your credibility .

Studies have shown that a large and growing percentage of people in Europe and the US check their phone for updates every four minutes. By 2016, the population will be searching more on mobile than desktop, so make sure you don't lose leads to something as fundamental as responsive design.

If you're on the fence about making your online marketing or website responsive, take a look at

these stats about current device usage for searching and buying:

20% of all Google searches are done on mobile devices

50% of all internet usage takes place on mobile devices

The average person spends 90 minutes a day on their phone, that's a massive 23 days a year

28% of all online sales come from mobile devices

QUOTE PICK

“
The web's moved beyond the desktop, and it's not looking back. The number of devices we're designing for is growing just as quickly as mobile traffic.

Ethan Marcotte

”



CONCLUSION

ROUND-UP

MAIN POINTS TO TAKE FROM THIS E-BOOK

ROUND-UP

The bottom line is being aware of your audience and their needs before approaching and entrusting your campaign with a reputable designer or business.

Adhering to all of the elements of good design practice will ensure your marketing campaigns have the best chance to be prosperous and worth the time and budget spent.

Here's a quick round-up of the foundations of good design for marketing:

FIRST IMPRESSIONS

Stand out in your market by adhering to design principles to create a campaign that will intrigue your audience in the right way; professionalism, trust and enthusiasm.

TYPOGRAPHY

Choose fonts that are compatible with your branding. Consider the weight and size of the font to convey the right tone.

COLOUR

Select a colour palette carefully to ensure it reflects your business's values and brand. Bold colours should be used intelligently; don't risk one thing being too stand out or everything being so bold that nothing stands out.

IMAGERY

Choose images that reflect your message and business ethos, be judicious in your choice and use of stock images.

CONSISTENCY

A coherent approach to your branding and marketing is essential to building a rapport with your audience and to gain their trust.

RESPONSIVE

Online marketing needs to be responsive to connect to your potential customers whatever device they're using. A properly optimised site gives you credibility and can dramatically increase leads by engaging with more of your audience.

QUOTE PICK

“

Design is intelligence made visible.

Alina Wheeler

”

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WEB DESIGN & DEVELOPMENT



QUOTE PICK

“

“They've done

percent of the time, it works every time.”

Brian Fantana

”