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MARKETING STRATEGY With DESIGN.





6 REASONS WHY YOU SHOULD INCLUDE DESIGN INTO YOUR MARKETING STRATEGY.

Marketing design is the process of creating visual media assets for advertisements, branding and promotion.

As a marketing designer, there are many factors that I can go on about that support the benefits of adding design to a marketing strategy. I emphasize the following reasons to my clients:

#1 Visibility

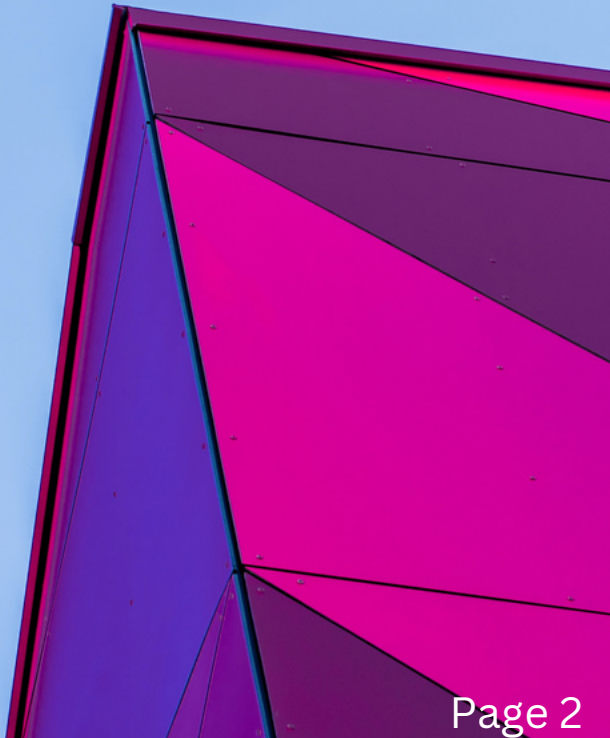
#2 Build Perception

#3 Strong Communication

#4 Broad Audience

#5 Knockout Competition

#6 Growth



6 REASONS WHY

Visibility

Visibility is the process of promoting your brand through social channels, whether you produce content on the web or on social media.

The more desirable content that is pushed through these channels, the more presence your brand has.

Perseption

Is there a certain way you would like your brand to be perceived by the public? How would you like your customers to feel when they purchase your product or service? There are many combinations of design styles, fonts, photos, and videos that can convey your brand's image to your targeted audience

Communication

Marketing design is the best way to strengthen your communication, whether in person or on your social channels. If your goal is to communicate a specific message about your brand, design can enhance the way people connect to it through enticing and stimulating graphics.

6 REASONS WHY

Audience

Are you looking to turn your target audience into a larger community? Through design, you are able to create desirable content that is instantly shareable. This is possible through attention-grabbing photo and video campaigns and using promotional tools like hashtags, where people outside of your audience can not only view your content but also lead foot traffic back to your social media and web pages.

Competition

Keeping a watchful eye on your competitor is not uncommon.

Doing so can give you a competitive edge, especially with marketing design. If you notice that your competitors aren't producing good content or aren't engaging with their customers, this can be used to your advantage by connecting with their audience by using suggestively designed content.

Growth

Growth is the main goal of a marketing strategy. You should be tracking and analyzing the data from implementing design into your strategy. Learn from what has worked well for your brand and what has not; it only strengthens your strategy.

Thank you for reading.

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