

STANDING OUT: HOW A VISUAL DESIGNER CAN GROW YOUR BUSINESS

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58% of the small businesses without a website are planning to create one in 2019.

But, creating a website from scratch involves a lot of decision-making. Choosing a layout and color scheme that matches your brand identity requires skill and expertise.

That's where a visual designer comes in. What does this type of designer do?

A visual designer applies graphic design principles to digital media. This designer creates a cohesive look and feel across your website, apps, infographics, and more.

Keep reading to find out how visual design can grow a successful business.

IT BUILDS TRUST IN YOUR BRAND

94% of website viewers will distrust a website with design issues. Poor design can make a customer think your website is unsafe or not legitimate.

Cluttered layouts and strange uses of color (too much or too little) can make a potential customer bounce away from your website. It won't matter how great your business is if your customer leaves without even reading your homepage.

A good designer can create a visually appealing website that looks professional and polished. Customers will be more likely to trust a business that invested time and money in their website design.

IT SEPARATES YOU FROM YOUR COMPETITORS

If your business has a lot of competitors that offer similar services, visual design can show customers how you're different.

Given the choice between two options, the customer is more likely to choose the one that looks better. That means that having a more visually appealing website, or business card can mean the difference between gaining a client and losing one to a competitor.

IT TELLS A STORY

The best graphic art and visual designs will tell a brand story. Thoughtful design will make your customers understand what you stand for, even subconsciously. If done correctly, customers will get a sense of your company values as soon as they see your logo.

Companies also choose brand and logo colors to evoke particular ideas. For example, green is associated with nature so it is used by many eco-friendly brands.

IT MAKES YOUR CONTENT READABLE

The true mark of great design is when you don't even notice it. When a customer visits your website, they shouldn't be distracted by your layout, strange colors, or overuse of images. Instead, they should only see your products, services, or company mission statement.

The better the design is, the easier it will be to get your message across. Your customer won't wonder if your business is legitimate or if it's safe to be on your website, they will be busy reading your amazing content.

HIRE A VISUAL DESIGNER FOR YOUR BUSINESS

There is a lot more to visual design than making something look pretty. A visual designer can truly make or break your business.

The right design choices can grow your business, but the wrong ones can drive your customers into the arms of your competition.

For all of your business design needs, from brochure websites to logos, we can make your company shine. Get in touch with us today and we'll help sort out your design issues.