The eyes have it

Andrew Scott, managing director of business and marketing consultants Purplex, discusses why design is a vital component of an effective marketing strategy – and why employing a professional design team makes sense

Consumers are daily bombarded with thousands upon thousands of advertising and messages across a huge array of channels and media. From social media feeds and banners on websites to press advertising and signage, marketing is everywhere.

It is said that the average human brain consumes the equivalent of 34 gigabytes of data every day and makes 35,000 decisions. Which is just as well, because the demands for attention are constant.

Standing out from all the noise, then, is all the harder.

Leave your competitors behind with creative design

It's all about attention grabbing and informing consumers about your product or service, but you only have a split second to convince a prospective customer to stick around to find out more.

Eye-catching design is art with purpose and it's what elevates your brand by making it visible and separating it from everything else bombarding your prospective customers.

Using images, symbols and words, compelling design can create visual communication to achieve certain objectives. It can communicate the value of your business or product to a prospective customer and create confidence in your brand.

Your brand needs to be found everywhere your customers are looking, and that includes online. The global dominance of the internet has placed increased pressure on businesses to ensure they are presenting and communicating about themselves in the most effective way.

That means your marketing materials, such as landing pages, email marketing and online banners, need to be as innovative as possible.

Incorporating design into marketing

Marketing design is not just your logo, it's you, it's your team, it's what you offer, it's how you work, it's what attracts your clients to your business – it's the face your business shows the world.

Brand identity is how you want to portray your business to your customers and your brand is often the first impression you make.

Your marketing strategy is about how you create engagement with a prospective customer and the purpose of marketing design is about gaining brand loyalty.

How a customer sees your business and feels about it is down to the design, the images you connect with your brand, your logo, the colours you use.

A great brand can be let down with poor creative

Many companies are tempted to take on the job of design themselves rather than using a professional design team.

Andrew Scott

We all know the drill, "Josh in sales did graphic design at A-Level 10 years ago, so he can do it," and while this might reduce costs in the short term, in the long run your product or service will suffer.

That's because no matter how great your brand, poor design will always be recognised by your customers. Employing a design team will help you leave your competitors behind with disruptive design that makes your brand the one that busy people notice.

Design with purpose

At Purplex, our graphic designers and brand experts are master craftsmen who can change the look, feel and perception of your business and know how to engage your audience.

Our team have all the bases covered and are experts in branding and corporate identity, advertising, photography, graphic design, digital design, signage and exhibition design.

Once your branding is done and you start to use it, your business will be portrayed as a respectable and more established organisation, and your branding will also provide traction going forward with other design elements. ❐