



10 Ways to Leverage

DESIGN

TO GROW YOUR BUSINESS

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visual WOW!

Not getting the results you need from your marketing and lead generating efforts?

Tired of competitors snagging away potential customers even though you know you provide better solutions?

It's not just about the amount of your marketing budget — it comes down to whether those dollars are spent in the most effective ways.

A well-structured responsive website, combined with compelling content and visuals, is at the heart of a solid marketing and lead generating plan. **Great content** is needed to get noticed both by search engines and humans and to articulate your message or offer. No matter the delivery channel, content rules and you must invest thoughtfully in this area if you want to be successful.

What if your team works hard to create killer content, and yet your sales team keeps complaining that there aren't enough quality leads? In many cases, the problem is that the content does not **stand out**, either in its own right or when compared to your competitors. You have to create something unique in order to turn a website visitor into a lead — and a prospect into a sale. **Design strategy, image enhancements and selective visual mediums can help solve this problem.**



Here are 10 ways
epic visual design
can boost your
marketing and lead
generating efforts.



1 Savvy design impacts emotional reactions



*How do you turn a lead into a sale?
By triggering positive emotions.*

A compelling story combined with visually appealing design and content can impact the reader's behavior. Your goal should be to appeal to emotional triggers and to create content people can't wait to consume. Stellar design can make a difference and is worth the extra investment.

Keep in mind whether you sell to businesses or consumers, there is still a human in charge of researching or making decisions about whether your company can solve their problems. Therefore, you need to strike a chord and connect at the human level. This is where a strategic approach is needed.

Aha! M O M E N T

Remember: Before considering content and design, you need a framework that gives insight into your target audience and their likely intent when visiting or learning about you. Otherwise you are at risk of looking and sounding like everyone else.



Let's say that the goal of your content is to create a connection with visitors who are constructing a commercial building. Through your research you know that their emotional trigger is "I want commercial construction expertise." Since this is what your company offers, you want to instantly appeal to that need.

In the example above, effective design can make the difference in how quickly you appeal to the prospect's intent of finding a commercial contractor with the unique expertise and capabilities that they need.

75%

Amount of internet users who make judgements about a company's credibility based on the visual appeal of its website design.

—Stanford University

seventy
one
percent

of content marketers who use case studies to increase prospect confidence.

—Content Marketing Institute

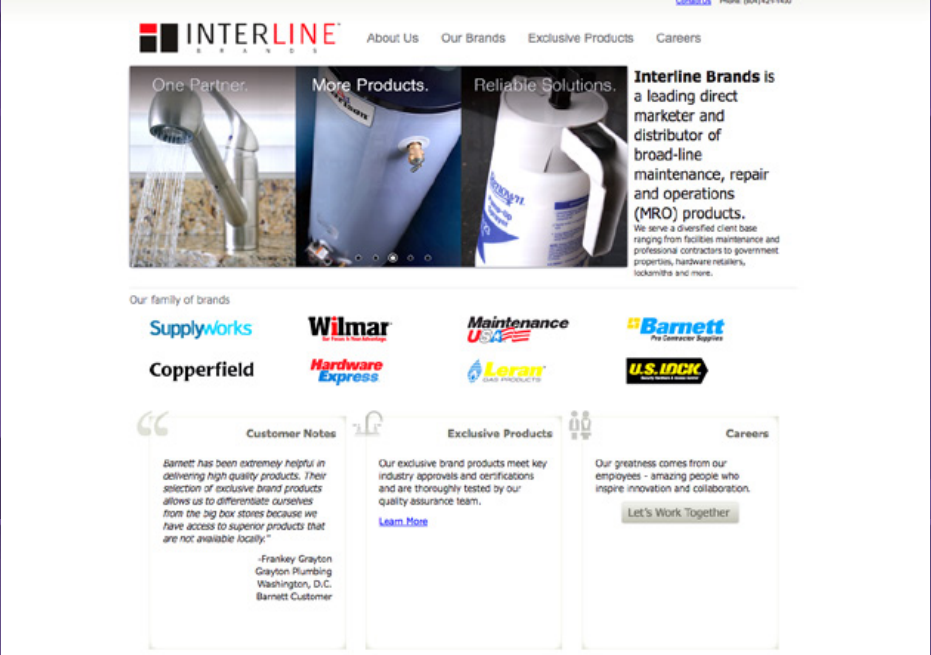
126%

Websites that incorporate blogs generate more leads than those that don't.

—HubSpot

Before applying design thinking to trigger emotional response, the Interline home page was lifeless and unappealing. Focusing on benefits makes the difference in appealing to positive emotions.

before



after

2 Captivating design influences trust

Once you've piqued someone's interest, the typical next step for a prospect is to confirm whether they can trust your brand. Because most people are just scanning when looking at your materials for the first time, you have mere seconds to make an impression. That requires good communication design to earn their trust in this short time. Regardless of your product, service and audience, the goal is always the same: Give people a reason to care and to learn more about you.

One of the key pillars of brand strategy is proof points (also called reasons to believe). These are pieces of evidence that illustrate what you claim is true. Proof points are especially important in sales or engagement in which larger dollars and greater commitment are involved. This is where strong design and imagery paired with targeted messages can help quickly convey why your brand is trustworthy and can meet their needs.



Aha! M O M E N T

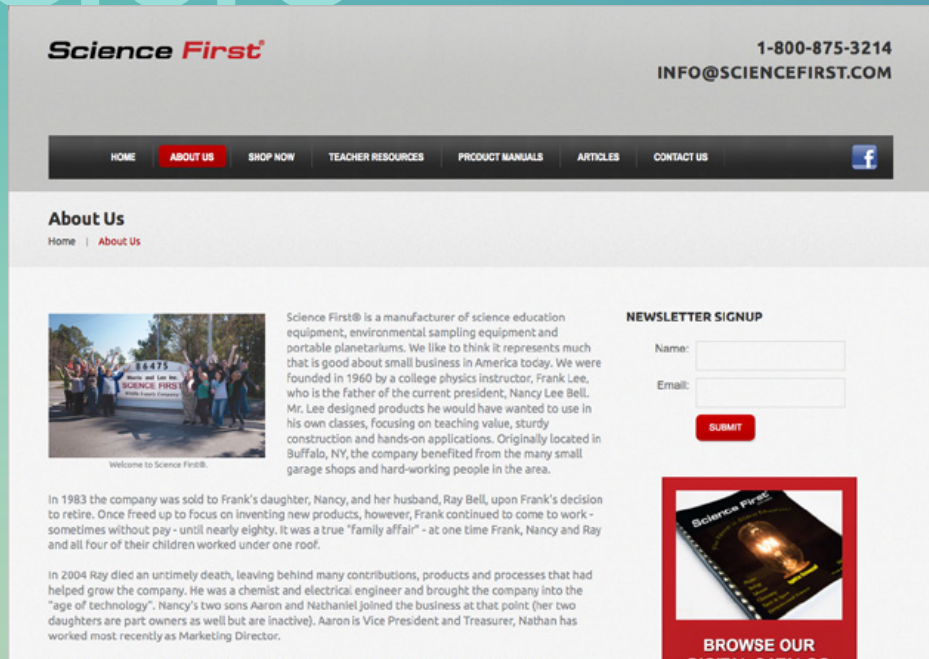
Key Takeaway: The role of design is to bring proof and confidence-building points to life so that a connection is made faster.

For example, using the commercial contracting example above, some reasons for prospects considering your solution could be:

- ▶ "20 years of experience building commercial structures"
- ▶ "Our investment in the best and most experienced workers"
- ▶ "Our employee training is unrivaled"

Design transforms a standard “Why Us” message to make it stronger and more compelling.

before

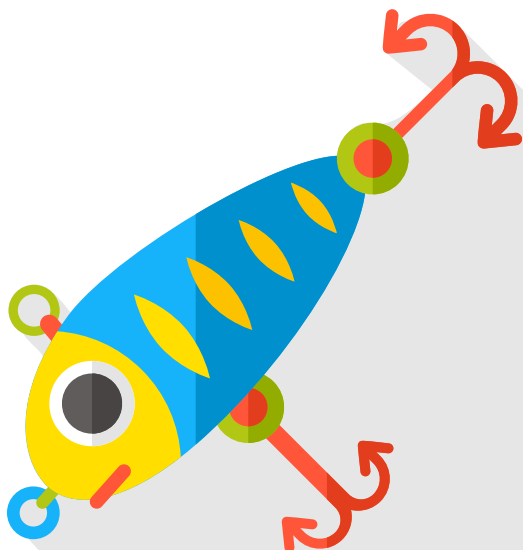


3 Intriguing design hooks attention

It's crucial to create relevant and useful messages that keep the viewer's attention and help them decide whether you are credible and the answer to their problems. According to Stanford University research, about 75% of internet users make judgements about a company's credibility based on the visual appeal of its website design.

It is equally important to have a website design that incorporates **visual hierarchy**, helping the reader sift through large amounts of content (e.g., your website home page) to easily **discover** the message most important to them.

Once you decide on a message or hook that you know will appeal to the **emotional** need and intent of prospective buyers, create an irresistible call to action (CTA) to persuade the person into feeling a connection and a desire to contact you. *The hardest part is getting the message right.*



Aha! MOMENT

Key Takeaway:
Developing a strategy and data points that give writers and designers a framework for understanding your potential buyers – their wants, needs and behaviors – is the first step to creating a brilliant message.

A cluttered, confusing home page had too much content to communicate clearly. Compelling redesign streamlined the look and effectively clarified the core, mouth-watering message.

before



after

4 Inspiring design brings a brand story to life

There is a bigger story in play behind your brand. It goes beyond core messages that create initial connections and get people interested. It is the sum total of all that your company offers and is about: who you are, what you do, how you're different, and what business problems you solve. It covers your product or service benefits — and your brand promise.

For example, the sales team needs a concise company overview in the form of a interactive sales presentation and brochure. After you assemble all the facts and messages together, you'll need to decide how to convey the information so that it aligns with the reader's or listener's mindset in how they like to consume such content.

Many companies get this wrong because product managers or sales professionals are putting together these sales tools, incorporating their own ideas of what the messaging should be — rather than the best practice of someone who is working from an agreed-upon corporate messaging strategy to develop the materials supporting the established brand story.

Regardless, once the content is complete, the best way to make all that effort have the desired impact is to invest in high-quality design structure and visual appeal to enhance the brand's story — with the end goals of igniting conversation and driving action.

Aha! M O M E N T

Key Takeaway:

Focus on what your potential clients or customers want to hear, read and learn, not what you want to say or write.

before

DESIGN IDEOLOGY / PHILOSOPHY

"Public Domain is the celebration of public space, and the encouragement of public activities that drives the form of the practice's buildings."

"Sustainable urban development is dependent on three factors:
The quality of architecture, social well-being and environmental responsibility."

"Work, leisure and domestic activities are becoming interchangeable, leading to the creation of open-ended, flexible structures such as the Pompidou Centre, the Wimbledon House, 88 Wood Street, and Barajas Airport in Madrid."

Flexibility + Legibility

Design 6: AN ARCHITECT
Theory Of Design

Maulik Yagnik
A/2042/2008
3rd yr Sec-A

School Of
Planning
And
Architecture

4 of 13

DESIGN IDEOLOGY | PHILOSOPHY

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Flexibility + Legibility

Sustainable urban development is dependent on three factors: The quality of the architecture, social well-being and environmental responsibility.

Work, leisure and domestic activities are becoming interchangeable, leading to the creation of open-ended, flexible structures, such as the Wimbledon House in Madrid, Spain.

Our master plans are defined by an holistic approach allowing for enough flexibility to accommodate changes over the lifespan of a city in order to meet market demands.

4 of 13

after

DESIGN IDEOLOGY | PHILOSOPHY

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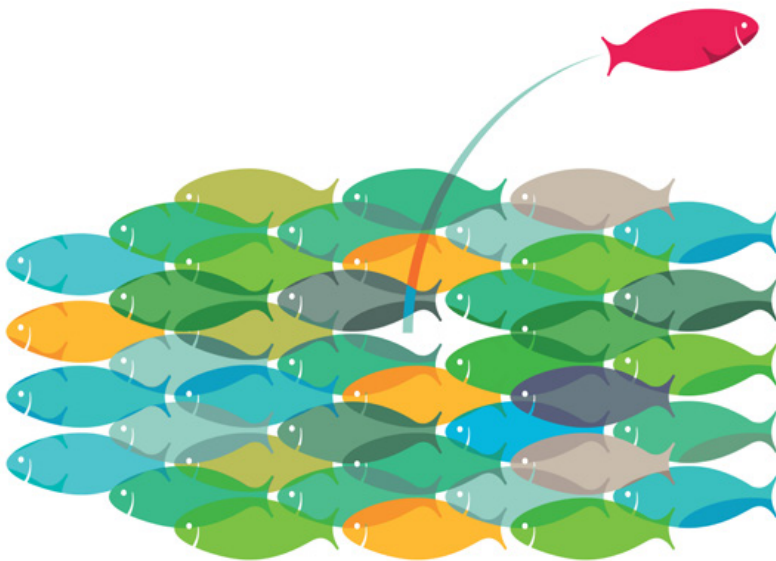
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5 Amazing design can enhance the influence of testimonials and case studies

Testimonials are a common tactic for building trust and showing that what you claim is true. They can also showcase how you solved a problem many or most of your buyers care about.

Testimonials and case studies are excellent ways to convey your company's **proof points**. Well-thought-out case studies can give your prospects increased **confidence** in their decision to spend time engaging with you. According to the Content Marketing Institute, **71%** of content marketers use case studies to this effect.

The challenge is that too many testimonials and case studies focus on tactical customer interviews and content rather than delivering a **big-picture vision**. When approached strategically, **thoughtful design** can convey your message more effectively than the competition.



Aha!

M O M E N T

Key Takeaway: It takes a lot of coordinated effort to compile the research for case studies and it takes up valuable customer time, too. Get more bang for your buck by ensuring you have visually distinctive design templates for showcasing how you've helped valued clients solve their problems.

See the difference design makes on a cluttered case study that's dense and heavy reading vs. a clean layout and structure that makes it scannable and visually attractive.

before

Case study

IHMS helps Northwest Medical Center realize a 100 percent turnaround in Medicaid collections

Situation

Verifying third-party eligibility and billing subsequent claims is difficult for hospitals that do not have the resources to visit discharged patients in their homes, collect pending documentation and provide information on social services.

This was the case at Northwest Medical Center, a 300-bed hospital in Tucson, Ariz., which faced a backlog of eligibility and recovery cases.

Solution

Integrated Health Management Systems developed a two-pronged approach to correct outstanding claims and meet the requirements of health plans in order to get the claims paid.

At the start, the IHMS team divided the caseload by health plan and assigned the newly categorized cases to collectors. The collectors then worked aging reports and sorted spreadsheets according to issues they encountered.

Doing this allowed IHMS to become an expert on each health plan, providing plan administrators and the Arizona Health Care Cost Containment System with detailed data needed to contract and resolve global issues. By looking closely at each case individually, IHMS also was able to see where the eligibility and recovery breakdown began at the facility level and then work with the hospital's department leaders to make improvements. Working hand-in-hand with the hospital, IHMS opened communication with designated health plans and AHCCCS, too, ensuring that all requests adhered to their guidelines and kept within facilities' contracts.

Approach

To facilitate the process, IHMS prepared all re-bills in the same way, using a specific standard for appeal letters and attachments, and elevating issues to the plans in a routine manner.

Collectors analyzed AHCCCS policies and the rights of health care providers. They also exercised Northwest Medical Center's rights by appealing inaccurate denials. Promptly, IHMS requested State Fair Hearings.

Along the way, IHMS helped health plans identify and resolve issues with the eligibility and recovery process.

Results

Thanks to the partnership with IHMS, Northwest Medical Center now boasts high conversion rates to AHCCCS coverage and the hospital's receivables status exceeds the percentage of aged claims.

IHMS continues to work with the facility to manage internal changes and policy changes at the state Medicaid system.

NW MEDICAL CENTER CASE STUDY



Integrated Health Management Services

Where accountability meets advocacy.

Integrated Health Management Services is a leader in revenue-cycle management, helping hospitals optimize their revenues and reduce bad debt. Our comprehensive approach — from patient eligibility to billing and claim payment reconciliation — helps hospitals operate more efficiently and collect payments faster.



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Thanks to the partnership with IHMS, Northwest Medical Center now boasts high conversion rates to AHCCCS coverage and the hospital's receivables status exceeds the corporate standard for percentage of aged claims.

IHMS continues to work with the facility to manage internal changes and issues that arise from budget and policy changes at the state Medicaid system.

after



Unique design improves key performance indicators (KPIs) for marketing campaigns

Creating content that generates leads and converts prospects requires significant time and energy. Without visual impact and a positive user experience across all of your mediums, you may be wasting money and resources. Outstanding design can improve the power of digital marketing KPIs such as lead flow, engagement, and conversion.

To start successful marketing campaigns, at a minimum you need two things: a **responsive** website design and **compelling** content.

"Welcome to the Era of Design...a call to action for executives to recognize this new era and make the effort to transform even a mundane product or service into something more rewarding and more memorable. Try to assess each element of your service or product and better it—to see design not just as a marketing thing but as a genuine source of competitive advantage, customer and employee satisfaction and, lastly, a route to higher profits."

—Adam Swann



DESIGN



website design

You see the value in a messaging strategy based on research about the competitive landscape and your customers' needs — and in creating a responsive website design with exceptional functionality and essential inbound marketing elements. *Now what?*

Good design is a **mission-critical** consideration to enable your website to attract visitors and drive sales. It's **not enough** just to be found in organic and/or paid search. Once a potential prospect lands on your website — the **customer journey** begins and your website guides your user's experience with **conversion goals** in mind.

Choosing a dazzling-looking theme is not enough, either. You need to integrate **relevant** content, graphics, images, colors, style and messaging that will give your target audience the information and **experience** they're looking for.

According to **Stanford University**, 75% of viewers make judgements about a company's credibility based on the visual appeal of the design. Therefore, it makes sense to invest in your website design's visual appeal and user experience to ensure your site is easy to **find, navigate and share**.

Aha!

M O M E N T

Key Takeaway: The secret is knowing the small subtle design considerations that delight the people visiting your website. This is what distinguishes a great website from a good one.



What content can we create to provide exceptional customer experiences and get quality leads?

Once you've determined your content plan, **design** can make or break **engagement** with your site — average, first-time visitors make judgements about a website in two-tenths of a second, according to *entrepreneur.com*.

"65% rank how content is displayed, as most important when viewing content online, and 54% say overall good design, such as appealing layout and photography, is important. But when they only have a short time to spare, 15 minutes or less, 59% say they prefer consuming content that is beautifully designed, rather than simply presented."

— Source: *Internet Retailer eCommerce Intelligence*

There are many ways to convert static content into something **visually appealing**. One way is through **infographics**. Consider this: Infographics can **increase** web traffic by 12% or more, and social posts with visuals receive 94% more page visits and engagement, according to *Sheffield Media Group*.

Aha! MOMENT

Key Takeaway:
Having a solid strategy and content plan is the first step to running a successful specialized marketing initiative or campaign. Design enhances good content, but it can't cover up a poor message.

& social media

7 Optimized design compels action from email

Once leads are generated, they are typically scored and organized in the CRM (customer relationship manager) or database according to **interest** and **interaction**. E-newsletters remain one of the best tactics for enabling sales staff to **keep in touch with prospects** and helping prospects continue to see the company's value.

According to research by Demand Metric, email is the **most favored** marketing channel for businesses (despite the increase in social media).

The **subject line** will likely determine whether your email will be opened. Once readers are in, however, the content needs to be relevant, well-structured, and easy to read and understand. This is where great design comes into play.

Simple steps, such as carefully crafting a CTA, can make a big difference. It's not about flashiness and animation, though; it's about making the email **simple to understand** and easy to view and navigate quickly. Simplicity is often what stands out most from the competition, because many companies don't invest enough in good design structure, user experience and **visual impact**.



Aha! M O M E N T

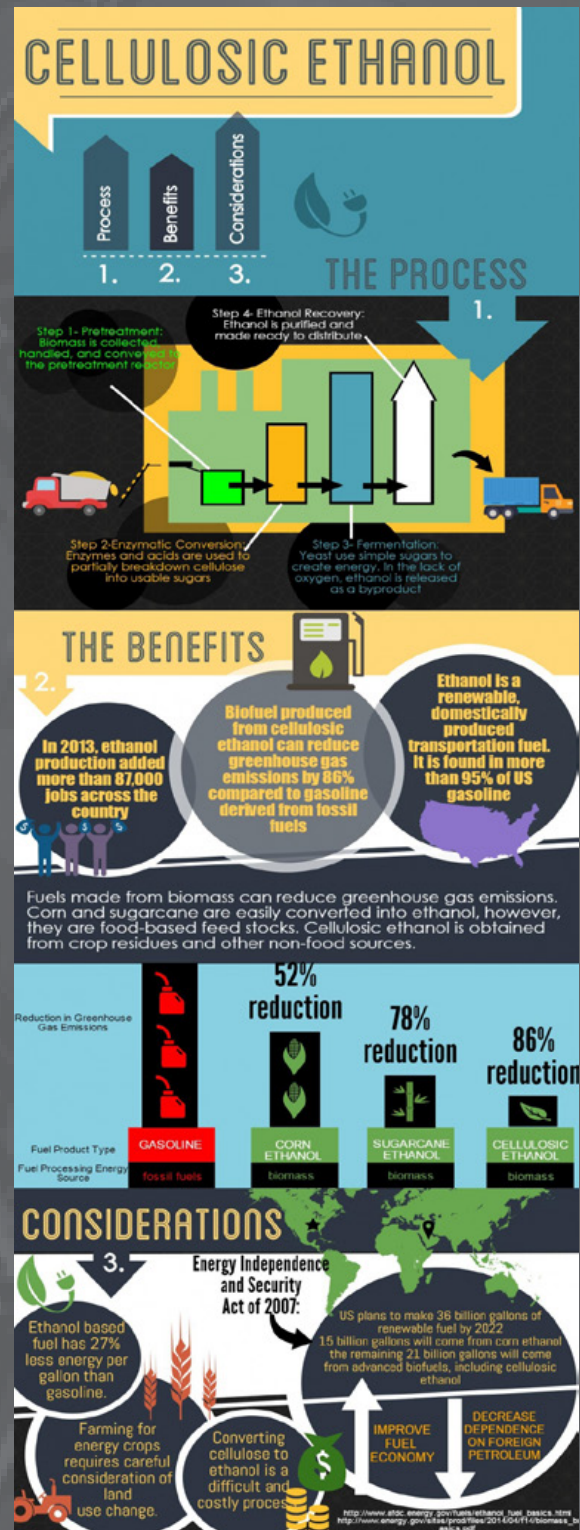
Key Takeaway:

The goal of an email campaign is the same as with any traditional advertisement or offer: **connect, convince and convert.**

For example, which of these eNewsletters would you be more likely to pay attention to?

1. Static text content 2. A compelling visual such as an Infographic that shows interesting stats / figures

before

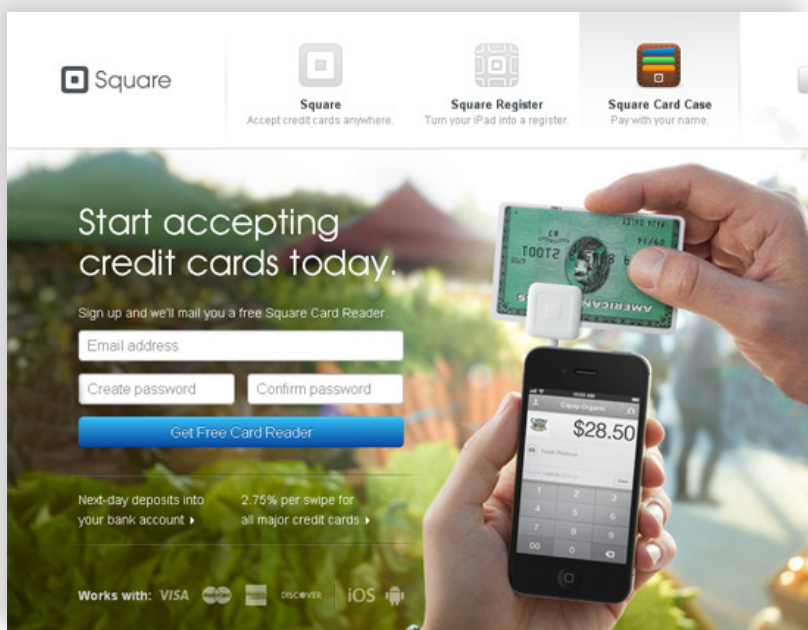


after

The right design will enhance the effectiveness of your landing pages

Conversions, conversions, conversions. That's what sales landing pages are all about: converting visitors into buyers. The initial page people click on to read about your offer, just like the email or ad that drives prospects there, must have content that triggers positive emotions — as well as a design or visual hook that gets them excited about the message and CTA.

Your designer can work with you on A/B testing to see what works best. For example, HubSpot showed for one of their tests that a product screen shot received **130% more clicks** than an image of people (because that, not a generic people-picture, is what mattered most).



Aha! MOMENT

Key Takeaway: *Invest wisely in content and design, or your landing page probably won't convert. Ensure you are using design to help the visitor easily get answers to their questions and know what action to take.*

9 Reinforce brand consistency with connected design elements on all media platforms

While the previous points touch on this, the main thing to understand is that the **visual** structure and appeal of any piece of content cannot be **underestimated**. Invest comprehensively in design structure on every piece of content you create and try to **distill your message visually** (i.e., via an infographic, image, diagram or motion graphic) as often as possible.

Every time you decide to create content, have your writers and designers work together to consider both the **message and the design strategically**, and with the target audience in mind.

Content examples where striking visual design makes a measurable difference:

- ▶ Website
- ▶ Email Marketing
- ▶ Microsites
- ▶ Infographics
- ▶ Presentations
- ▶ eBooks
- ▶ Case Studies
- ▶ Tradeshow collateral (booth signage, brochures, etc.)
- ▶ Digital and Print Advertisements
- ▶ Videos
- ▶ Social Media

Aha! M O M E N T

Key Takeaway:

All content types, particularly those used in campaigns, can be improved with a smart and compelling design approach and is one of the easiest ways to stand out from the competition.

10 Powerful design helps expedite the sales process

Finally, as you work on the first nine points, you'll realize how much better you'll be at understanding the buyer's journey by serving up content relevant to their needs, pains and interests in an interesting and concise way.

The sales cycle can be a long process, but relevant and unique content can help **increase engagement** and thus shorten the time it takes to close the deal.

One of the most cost-effective ways to dominate the competition is to maximize the impact of your content through *design*. As it relates to online and print mediums, don't miss an opportunity to turn marketing communication pieces into a compelling visual presentations that will make your marketing efforts more successful. Make *everything* look good, not just your website. Incorporate compelling visual mediums such as infographics, SlideShares, videos and eBooks. Invest thoughtfully and substantially in the power of design — in addition to a great story and message — and your results will start to look better, too.

Aha! M O M E N T

Key Takeaway: Design can be the ticket to uniqueness and the sales team will love you if you help them speed up engagement with their top prospects.

Next Steps:



EILEEN BURICK
PRESIDENT / CREATIVE DIRECTOR

Let's work together to grow your business with epic visual branding, graphic design and digital design — to get results and maximum ROI for your efforts.

We'll help you stand out and create **emotional connections** with visually distinctive stories and integrated web and print design across all media — because we're dreamers, doers and **champions** of your business goals.

>> Find out more today by booking your **COMPLIMENTARY, no-obligation assessment call and connecting on social**

LET'S BE
friends



Are you leveraging visual design to grow your business effectively?

>> Get a 30-minute, complimentary, no-obligation discovery call with Eileen Burick to learn how your brand can stand out from the crowd and make your marketing efforts more effective with beautiful and useful visuals — designed to sell.

BOOK A CALL WITH EILEEN