

# Welcome!



**Shannon Wright**

Lead Designer



ExtraByte / Tuesday 17th June 2025

# How design can empower marketing success



Shannon Wright

Lead Designer





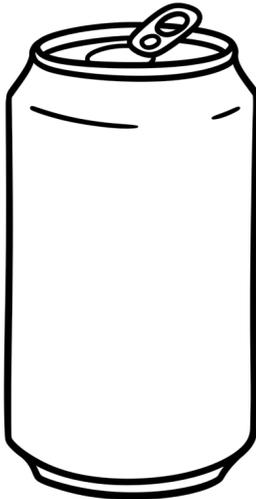
## Agenda

- 1 The relationship
- 2 Why it matters
- 3 Our top conversion tips
- 4 Let's get practical
- 5 The future

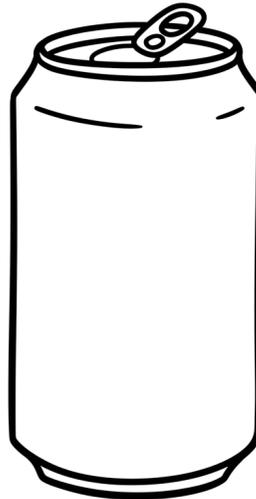


Question

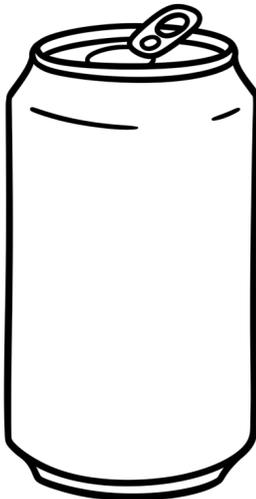
Which one would you buy?



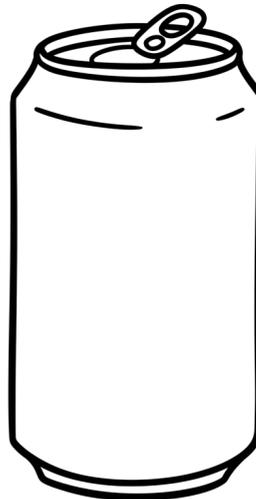
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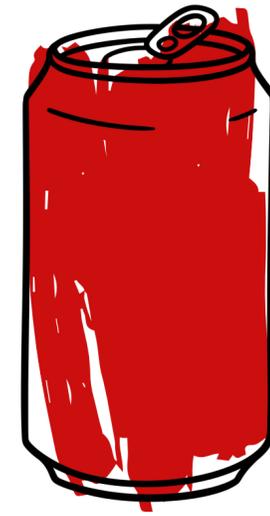
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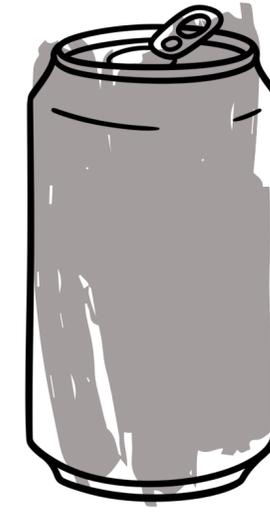
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Question

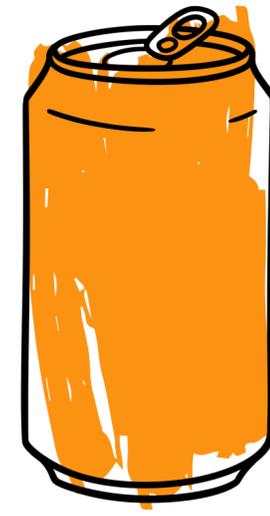
# And now?



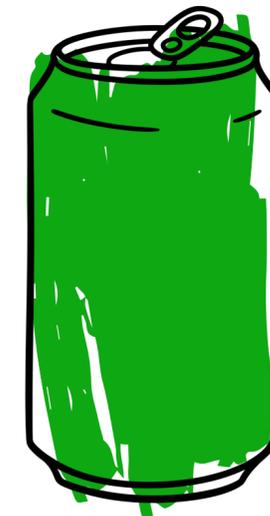
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2



3



4



Question

# And now?



1



2



3



4

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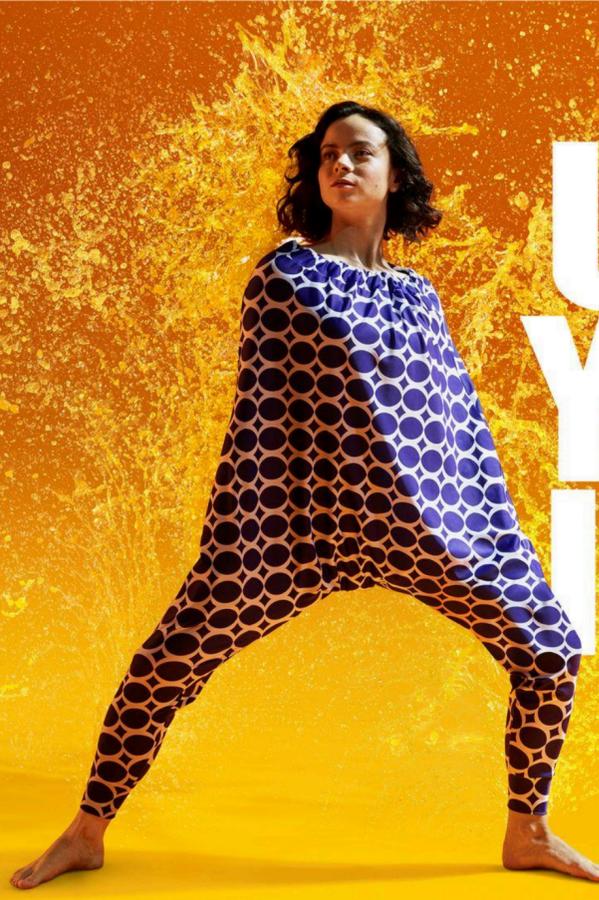
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“  
The best feeling  
in the world.”

*by Aimee,  
Leighton Buzzard.*

love what you love®



**UNLEASH  
YOUR INNER  
IDIOT.**

IN THE NAME  
OF PLAY™



**KICK THE HEAT. ENJOY THE COOL.**



LEMON-LIME SODA

**HEAT HAPPENS  
STAY COOL** ❄️

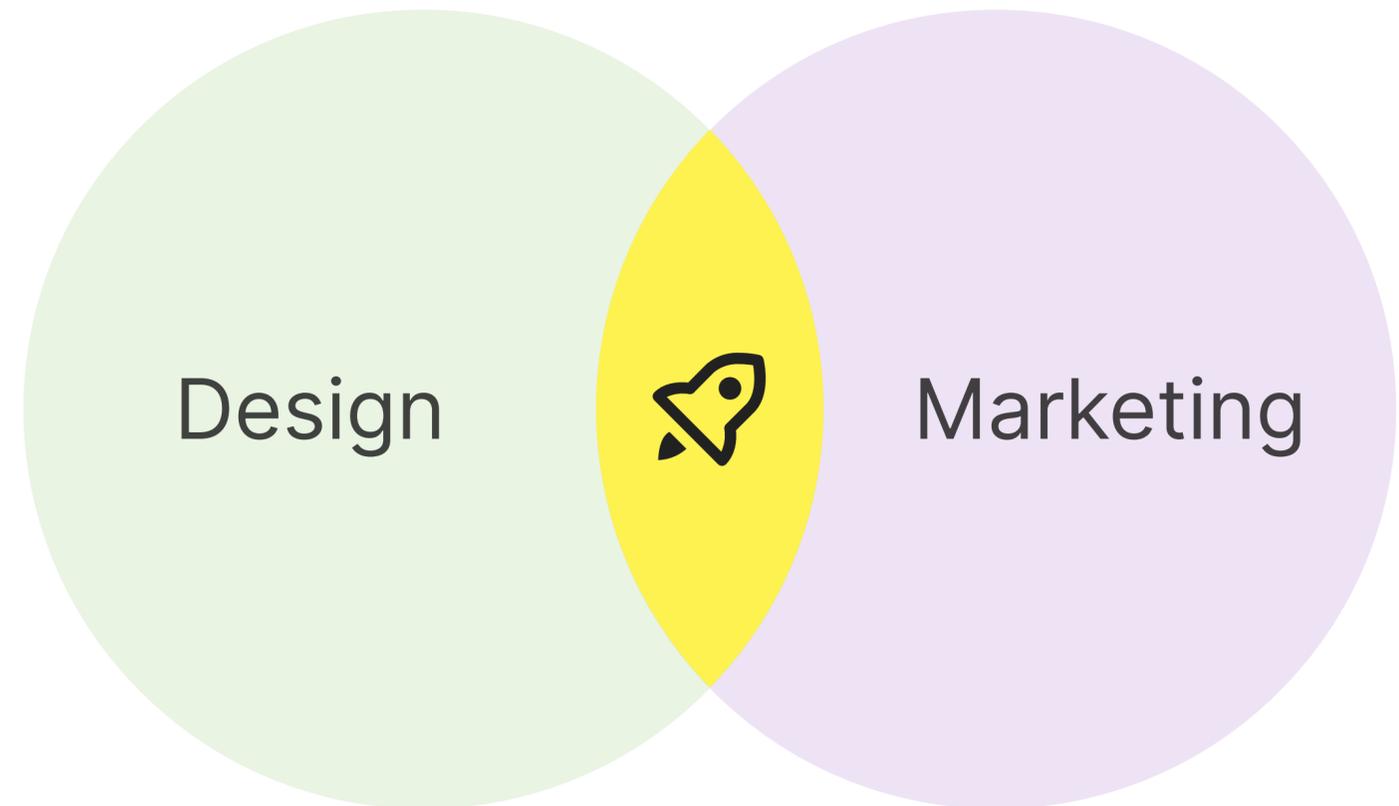
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1 The relationship

# Design ♥ Marketing

Great marketing depends on great design and visa versa. Design **shapes perception, influences behaviour,** and ultimately **impacts performance.**





# Let's have a chat...



7 minutes

- 1 What is the **role** of a designer and a marketer?

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- 2 What is the **primary goal** of a designer and a marketer?

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- 3 What's one thing you wish worked better between them?



# Common misconceptions

“ Designers only care about how things look, not performance.

“ Marketers only care about numbers and text.

“ Design is just decoration and pretty pictures.

“ Marketers just tells designers what to do without understanding design.



# The role of a Designer

Solves  
problems

Communicates  
visually

Creates with  
purpose

Aligns with  
brand and  
business

Collaborates  
with  
stakeholders

## Primary Goal

Designers solve problems through visuals that are **user-focused, brand-aligned, and built to drive growth** for your business.



# The role of a Marketer

Researches  
the market

Develops the  
strategy

Creates the  
content

Tracks the  
performance

Collaborates  
with  
stakeholders

## Primary Goal

Marketers get the **right people** interested and excited about what a brand offers – and turn that into **results**.



**Together, marketers and designers create engaging, user-focused experiences that capture the right audience, communicate the brand's value, and drive real results.**



# How design impacts marketing metrics

## Increased Conversion Rates

ConversionXL found that better visual design can increase conversions by up to **200%** for landing pages. Clean layouts, clear CTAs, and optimised design for mobile drastically boost user action.

## Faster User Engagement

People form a first impression of a website in 0.05 seconds, and **94%** of that first impression is design-related (Google's research).



# How design impacts marketing metrics

## Retention and shareability

Infographics can improve information retention by up to **400%** and are shared 3x more than other content types (NNGroup, Buffer).

## Conversion through email

Campaign Monitor found that emails with good visual design and responsive templates increase click-through rates by **127%**.



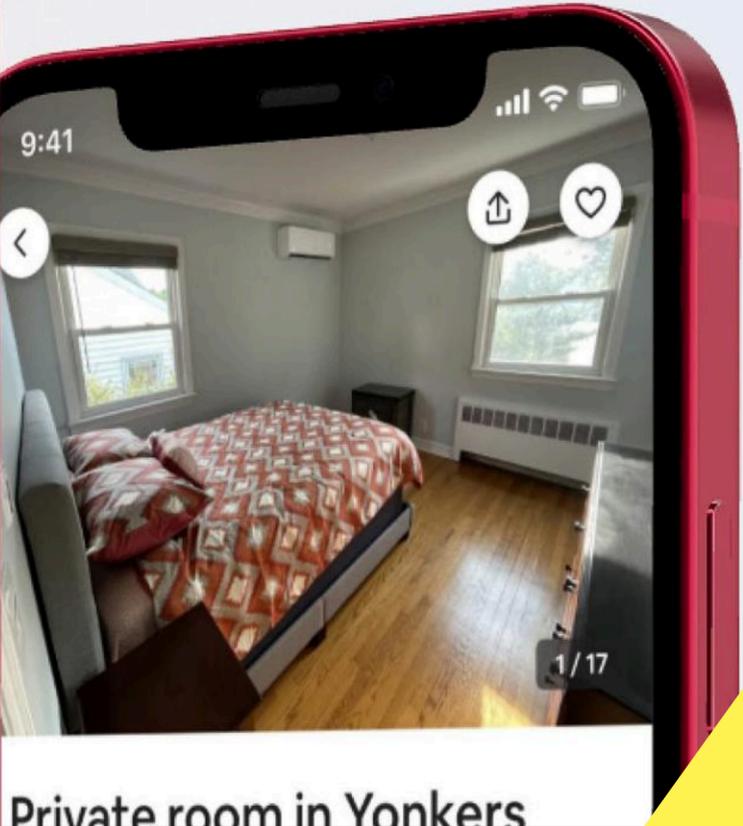
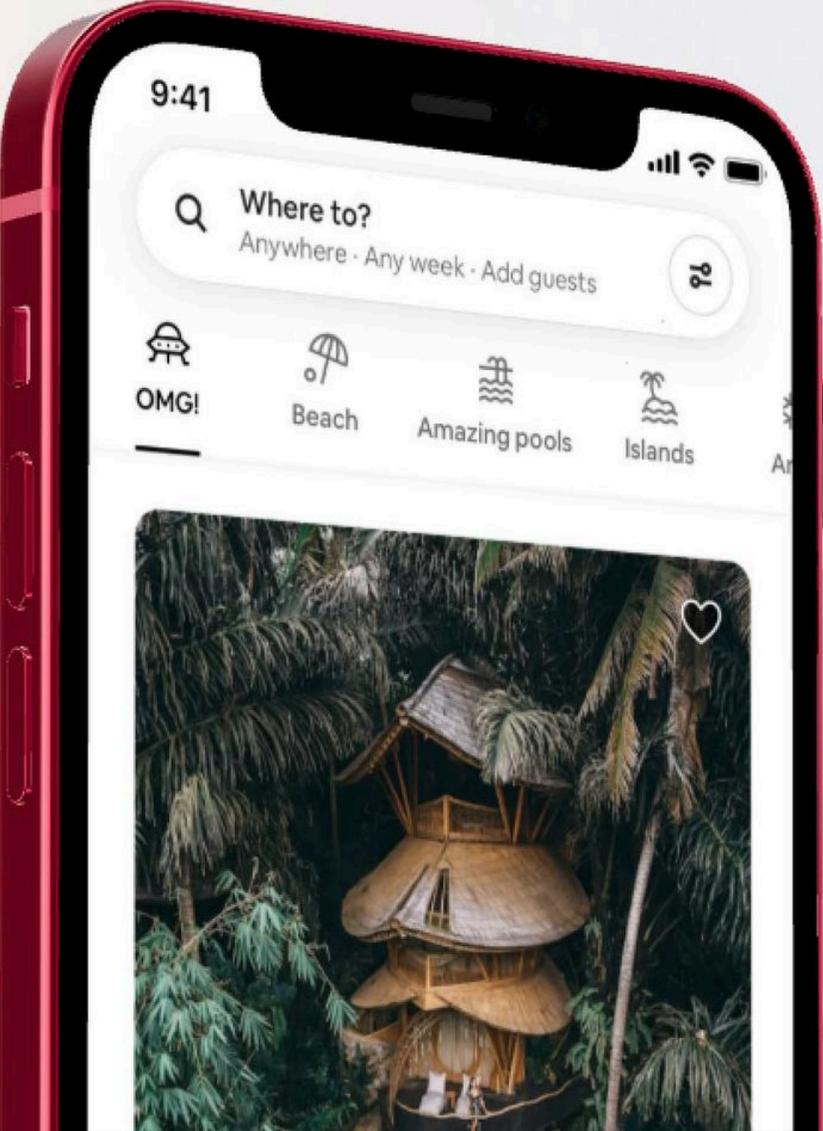
# Need an example?

After investing in a design overhaul (including a consistent visual language), Airbnb saw a

# 30%

increase in bookings.

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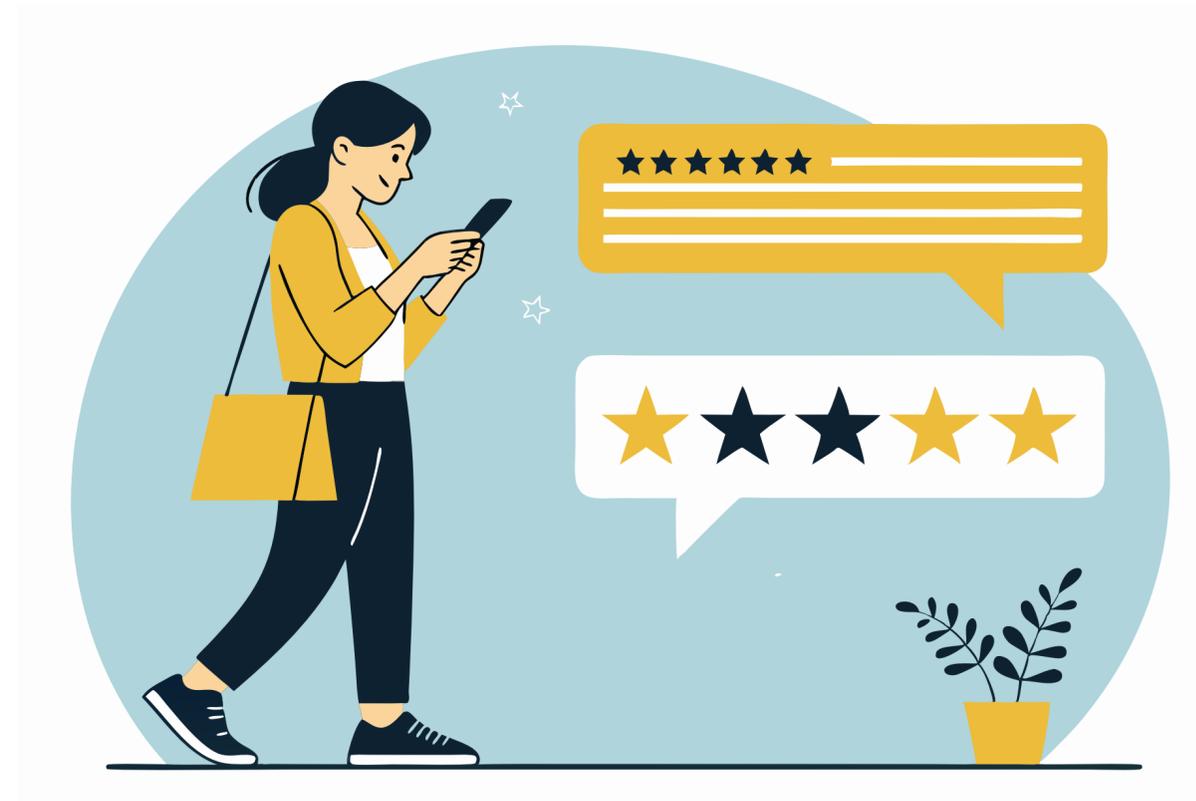


## 2 Why It Matters

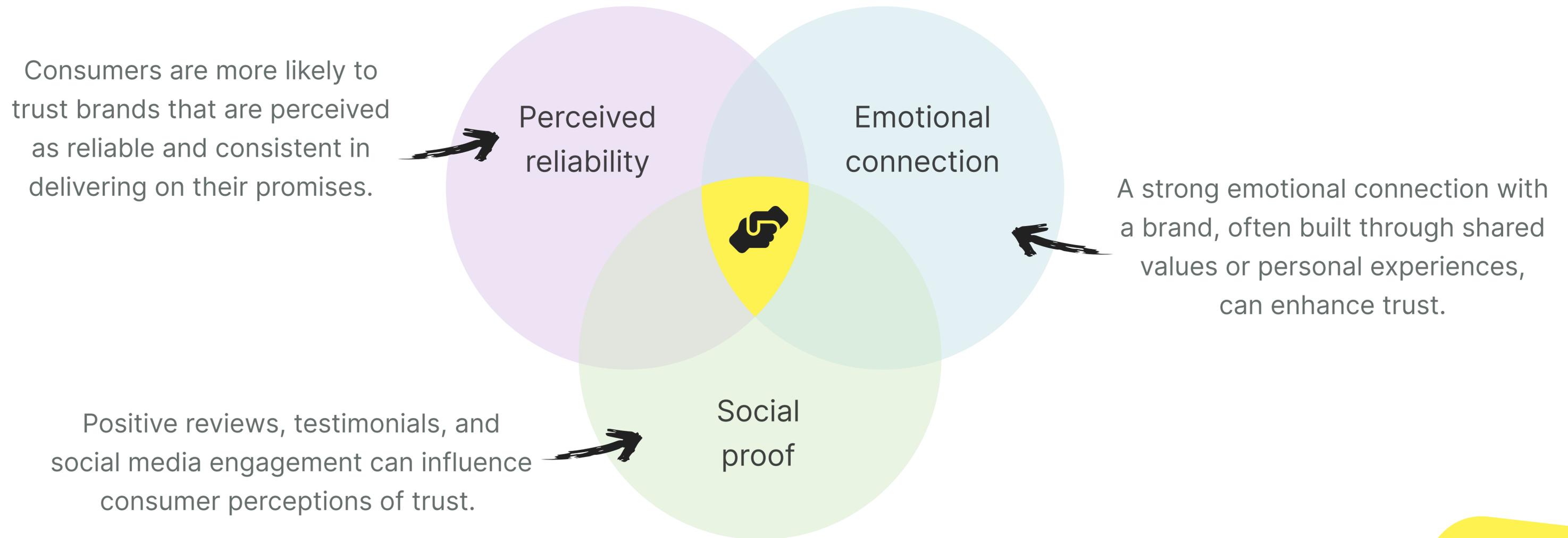
# Why design and branding matter to your audience

### First impressions count.

In today's digital landscape, users make split-second judgments. Good design creates trust, conveys professionalism, and communicates value – all without a single word.



# The psychology of trust

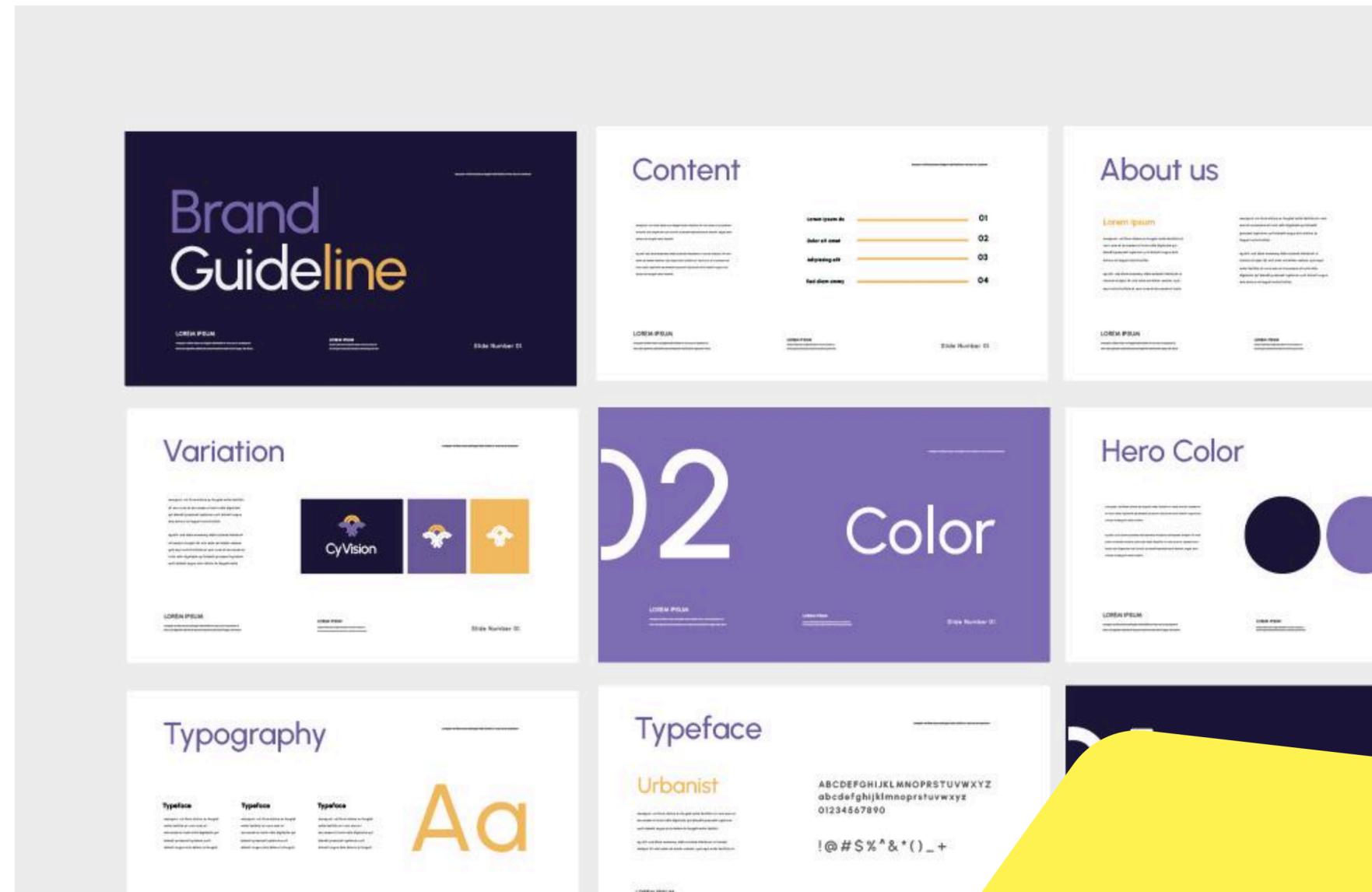




# Design consistency builds loyalty

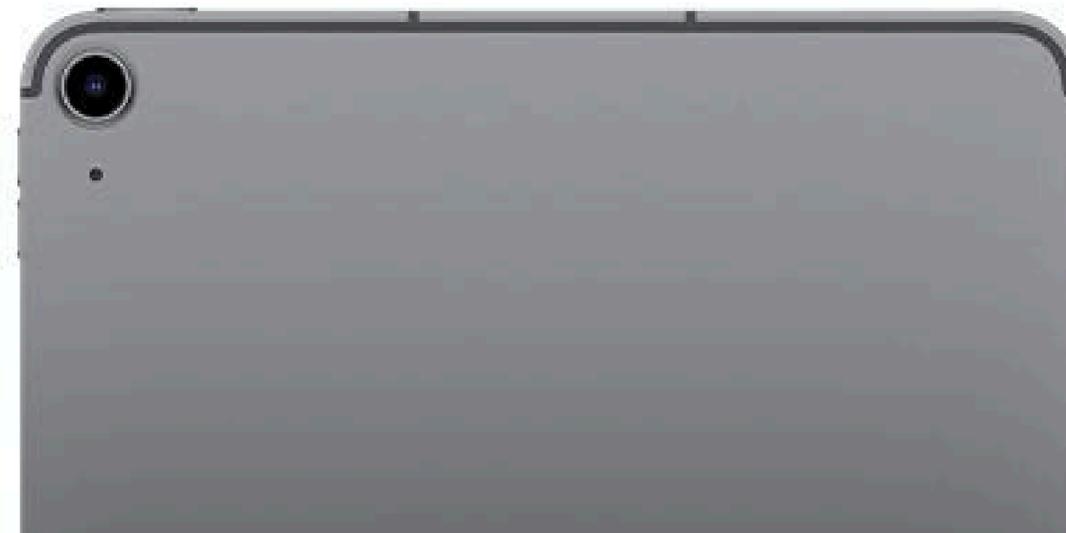
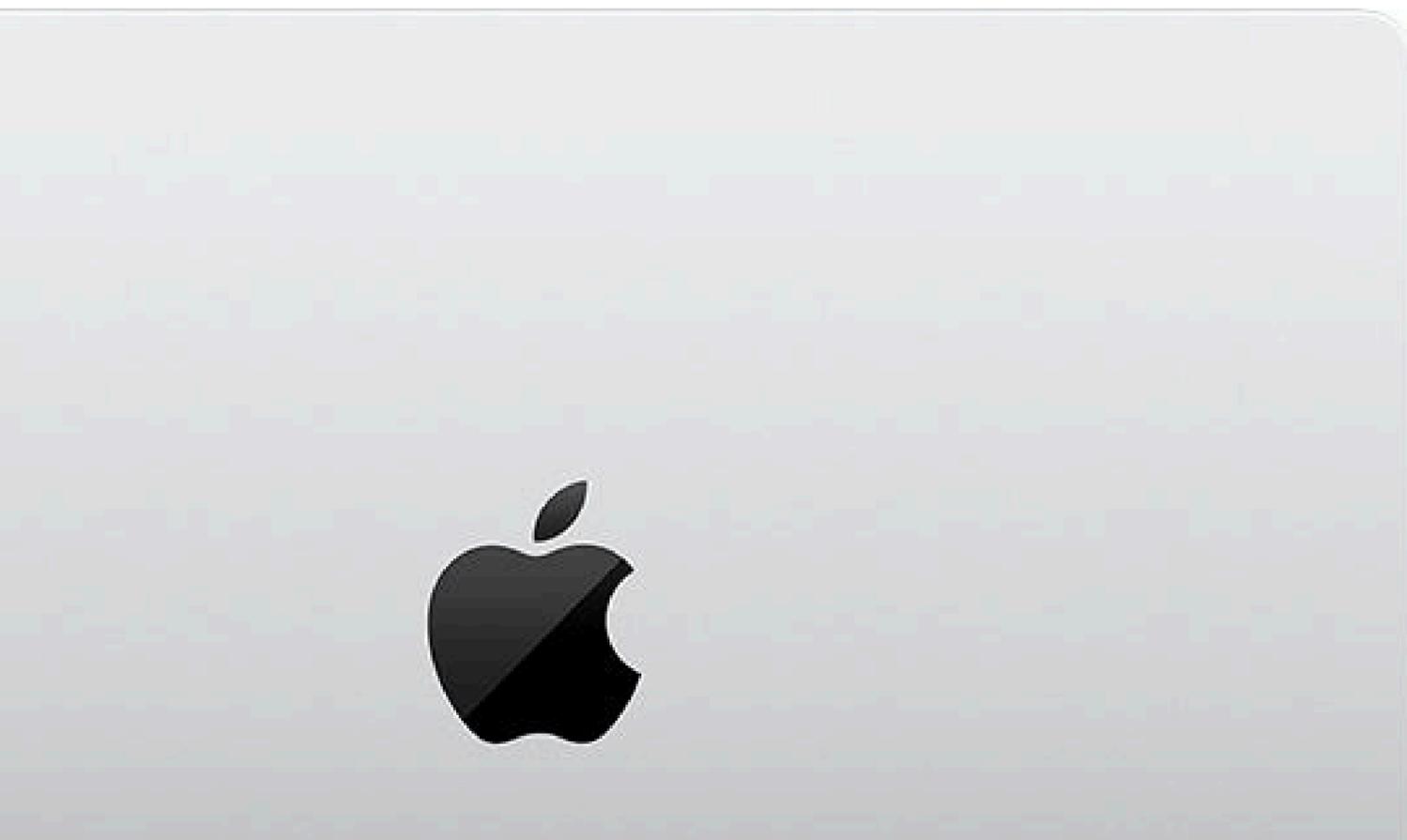
Consistent visual language reinforces your brand and builds credibility.

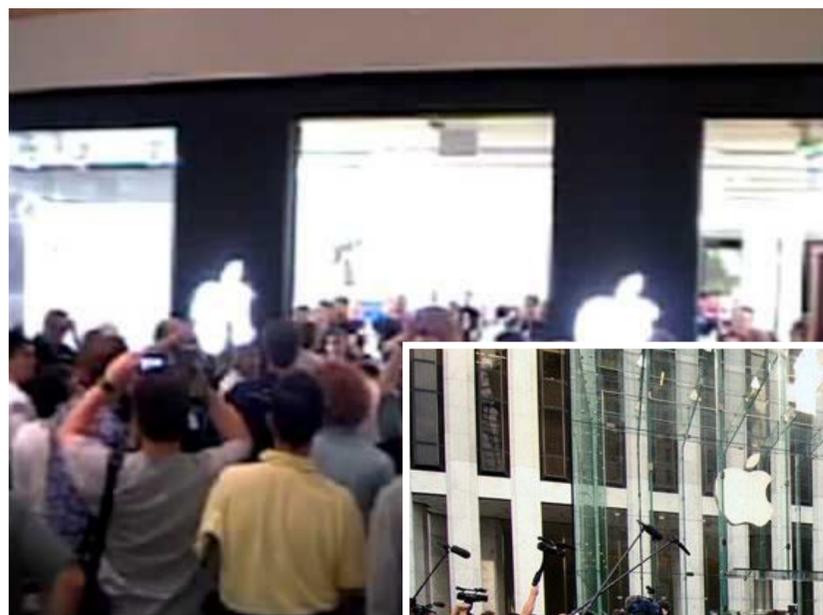
This consistency is what creates a memorable, reliable experience for your audience.



Celebrated for its **innovative products**, **user-friendly design**, and **high-quality engineering**, Apple has established a reputation for reliability and customer satisfaction.

© Image rights belong to Apple Inc.





2001



2007



2011



Recent

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### 3 Our Top Tips

# Design tips for performance, conversions and SEO

Conversion-focused design means **understanding** user psychology.

Clear CTAs  
(or CTOs)

Strategic  
whitespace

Frictionless  
navigation

# Our principles



## Visual hierarchy

Guide users toward action



## Mobile-first thinking

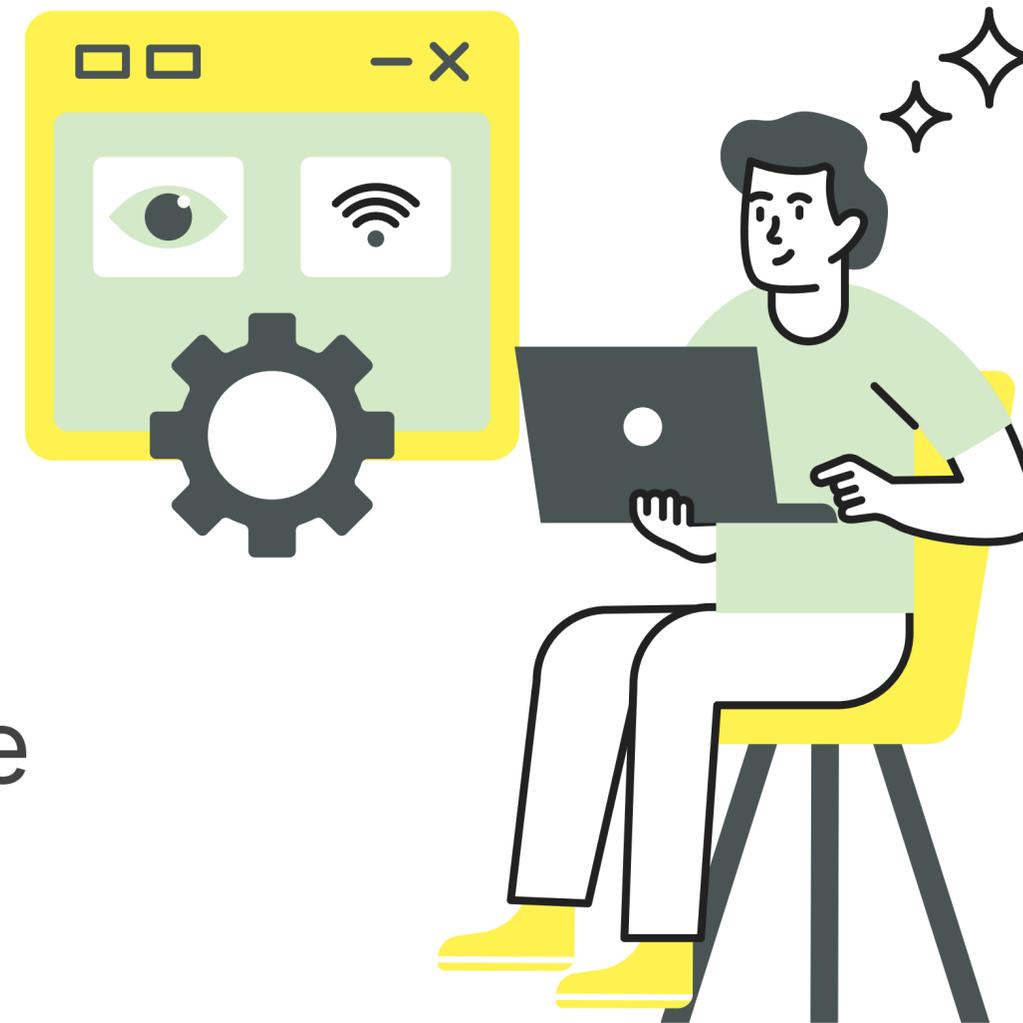
Design for where users actually are



## SEO-optimised design

Fast-loading, structured content helps you rank

# Don't sideline accessibility



Ensure **everyone** can engage with your experience.

## 4 Let's Get Practical

# Let's look at an example...

Aiming to expand their email marketing reach, Love Child Organics faced high costs in acquiring subscribers through their initial coupon offer landing page, which had a conversion rate of 43% and a cost-per-acquisition (CPA) of \$2.00.

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**Love  
CHILD**  
organics™/MC

### NOURISH EVERY STEP

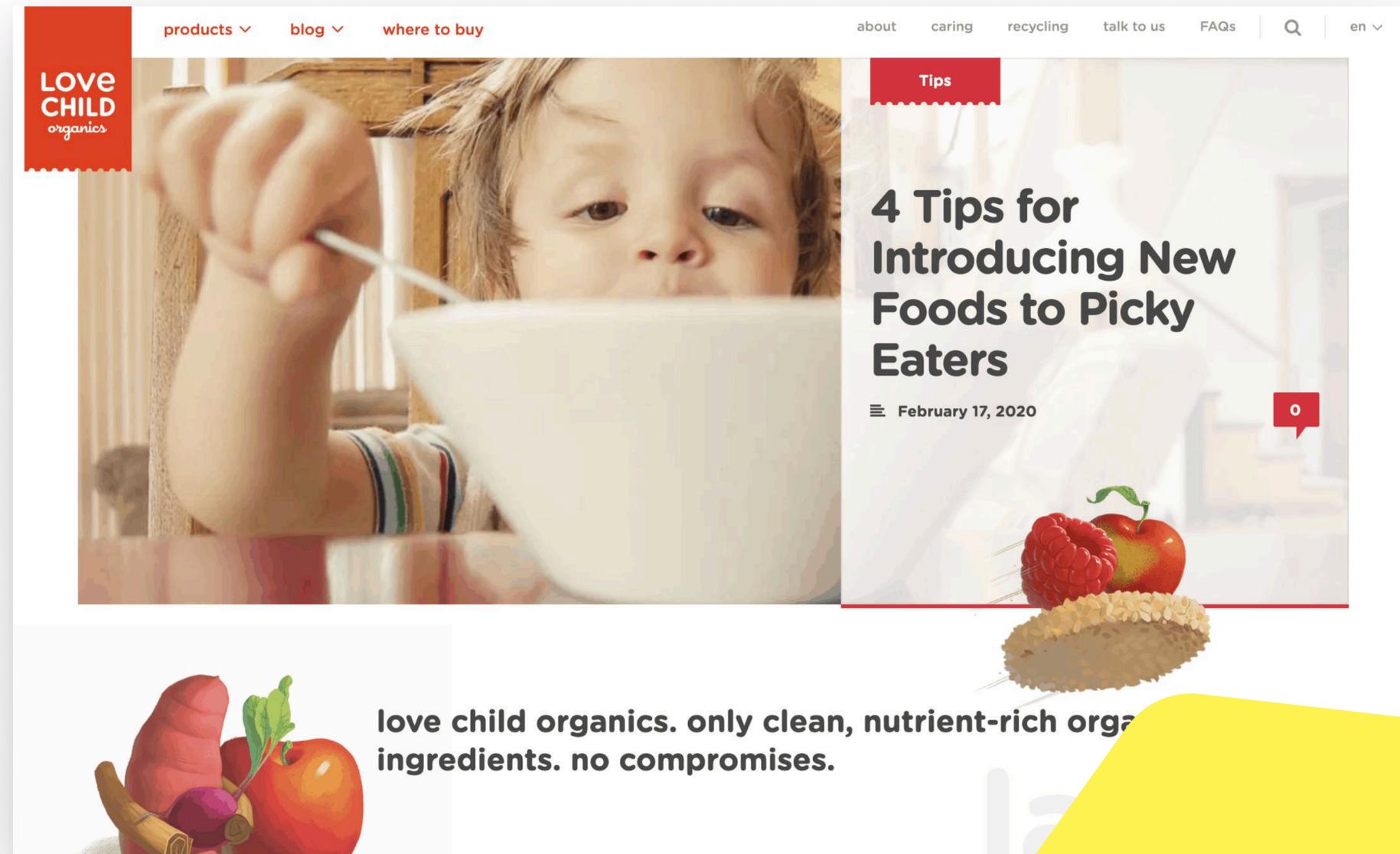
In a world of health-conscious parents, Love Child Organics was created on the promise of delivering truly healthy, clean and organic baby and children's food products. Started from homemade recipes, Love Child Organics was born with the hope that all children could have access to truly honest, pure and delicious organic food.

[SHOP PRODUCTS](#)



Through **A/B testing**, they experimented with different imagery, swapping photos of babies for toddlers, and refined their ad targeting strategies to better align with their **audience's preferences** and **behaviours**.

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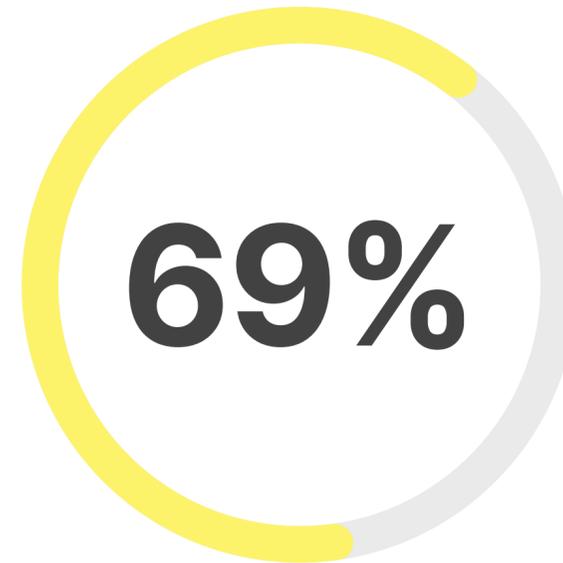


love child organics. only clean, nutrient-rich organic ingredients. no compromises.

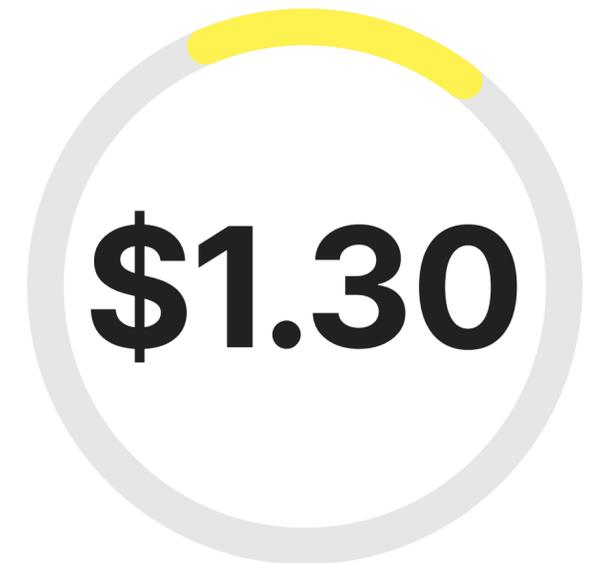


# The result

After eight months of optimisation, the conversion rate soared to 69% (from 43%) and the CPA decreased to \$1.30 (originally \$2.00), marking a significant **60% improvement** in the conversion rate.



Conversion rate  
*(43% before)*



Cost-per-acquisition  
*(\$2.00 before)*



# Now it's your turn...



<https://www.pennyjuice.com/>



Define **three things** that this website does right to support marketing performance.



Define **three ways** you could improve the design of this website to support marketing performance.

# The future of design in marketing

Design will only become more central to marketing as we move toward **personalisation**, **AI**, and **immersive** digital experiences.





By working together, we can create campaigns that not only look great but also **drive real results.**



# Let's recap

- 1 Design is a **key driver** of marketing outcomes
- 2 A strong brand experience **builds trust** and **engagement**
- 3 Performance design means **faster, clearer,** and **more accessible** content
- 4 Marketers and designers **must collaborate** from day one

ExtraByte / Tuesday 17th June 2025

# Thank you!



Any questions?

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Tuesday 15th July 2025 @ 10am

# How do I capitalise on AI-driven search?



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