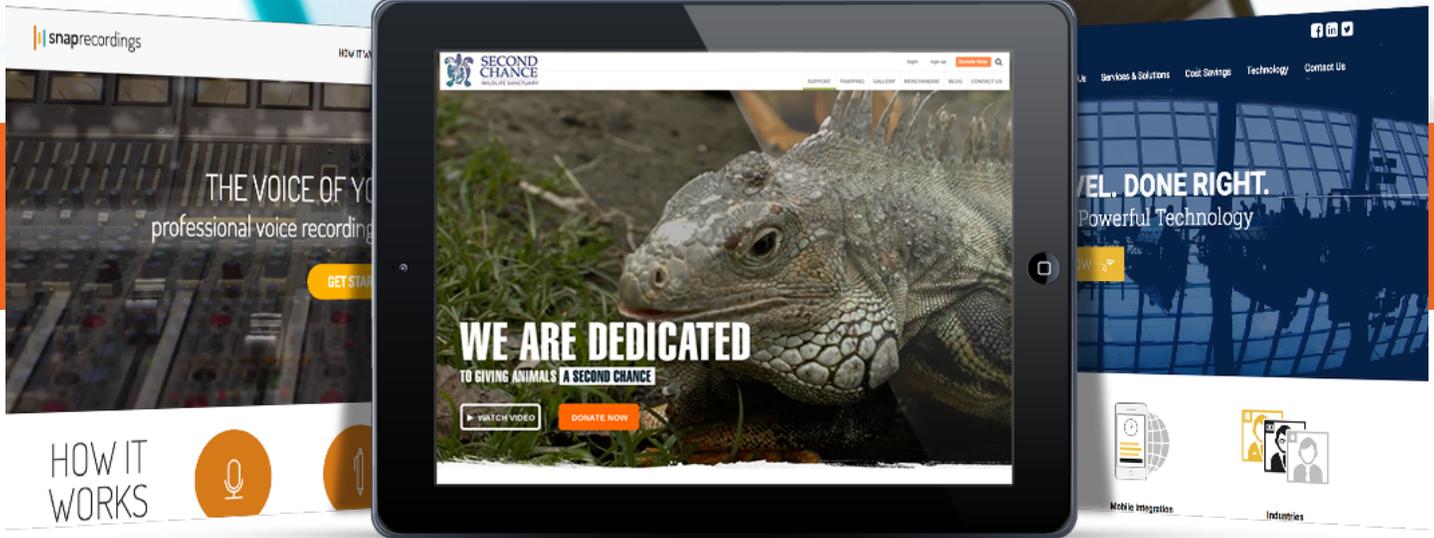


# Designers/Developers



## Who We Are

*A Brief Introduction*



Our Designers/Developers are the drivers of visual content on your website. They're both critical thinkers and creative problem solvers who find the most viable solution for your marketing campaigns – all with an end goal of getting you results.

Everything our Designers do has an inherent inbound focus, with performance and conversion optimization a main priority. All of this is accomplished while seamlessly incorporating your brand's style guide.

Some are solely dedicated to design, while others have a developer background (some even have both). We'll cover that next.

## What Designers Do

*From Code to Finish Line*



With our partnership, you have access to a Designer/ Developer who can evaluate your website on a variety of fronts. All these efforts are continually re-routed to answering the essential question: "How will this improve your marketing campaign?"

Some of these efforts include (but aren't limited to) the following:

- ✔ Designing premium content offers
- ✔ Creating or modifying landing page, email and blog templates
- ✔ Updating existing collateral to be more modern
- ✔ Implementing new conversion points on your website
- ✔ Analytics and reporting

# Designers/Developers (cont.)

## Monthly Activities

*Making the Magic Happen*



Our Designers work closely with IMCs and Copywriters to lay out content visually in the most user-friendly way. Consider them your visual inbound ambassadors.

Depending on their emphasis, the monthly sprints can vary.

Here is a chronicled list of what our Designers are responsible for on a monthly basis (this depends on the client, and where we're at in our partnership with them):

### Design Side:

- ✔ Utilize programs in Adobe's Creative Suite such as Photoshop, Illustrator, and InDesign to create collateral (whitepapers, eBooks, infographics, etc.)
- ✔ Design website CTAs and other illustrations
- ✔ Create graphics for social media
- ✔ Comprehensive photo editing for website pages

### Development Side:

- ✔ Work on website optimization such as landing pages and emails on the template level
- ✔ Migrate websites to HubSpot's COS
- ✔ Build premium web tools such as ROI calculators, pricing pages, product catalogs, and more
- ✔ Work directly in HubSpot's back-end – they know the ins and outs of HubSpot like the back of their hand

We work closely with the marketing and sales team to create the best material for marketing campaigns. It's just that simple.

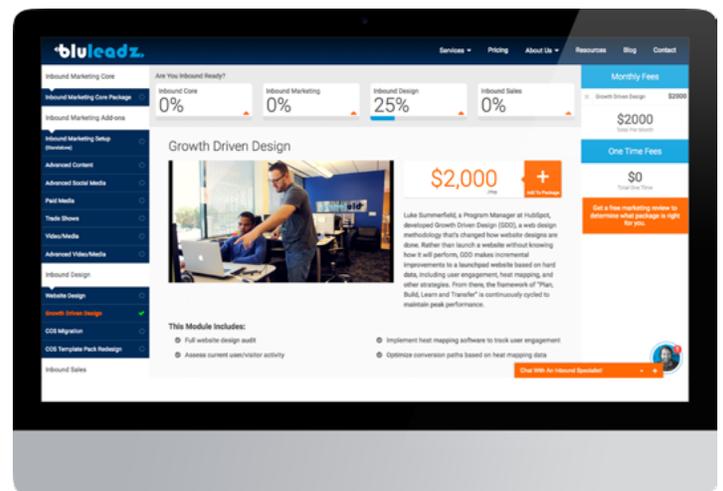
## How We're Different

*Our Uniqueness, Your Benefit*



Let's be real: Designers come in all shapes and sizes. But if you want a Designer who is invested in taking your site's inbound initiatives to the next level, then you've come to the right place. We're very customer-centric and concentrate on what will get you ROI.

This isn't just a service; it's a full-blown partnership, and a group effort to take what you like and don't like into account with everything we do.



Want to learn More about our Design gurus?  
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