

AIIMS™ | Changemakers

DESIGN Playbook

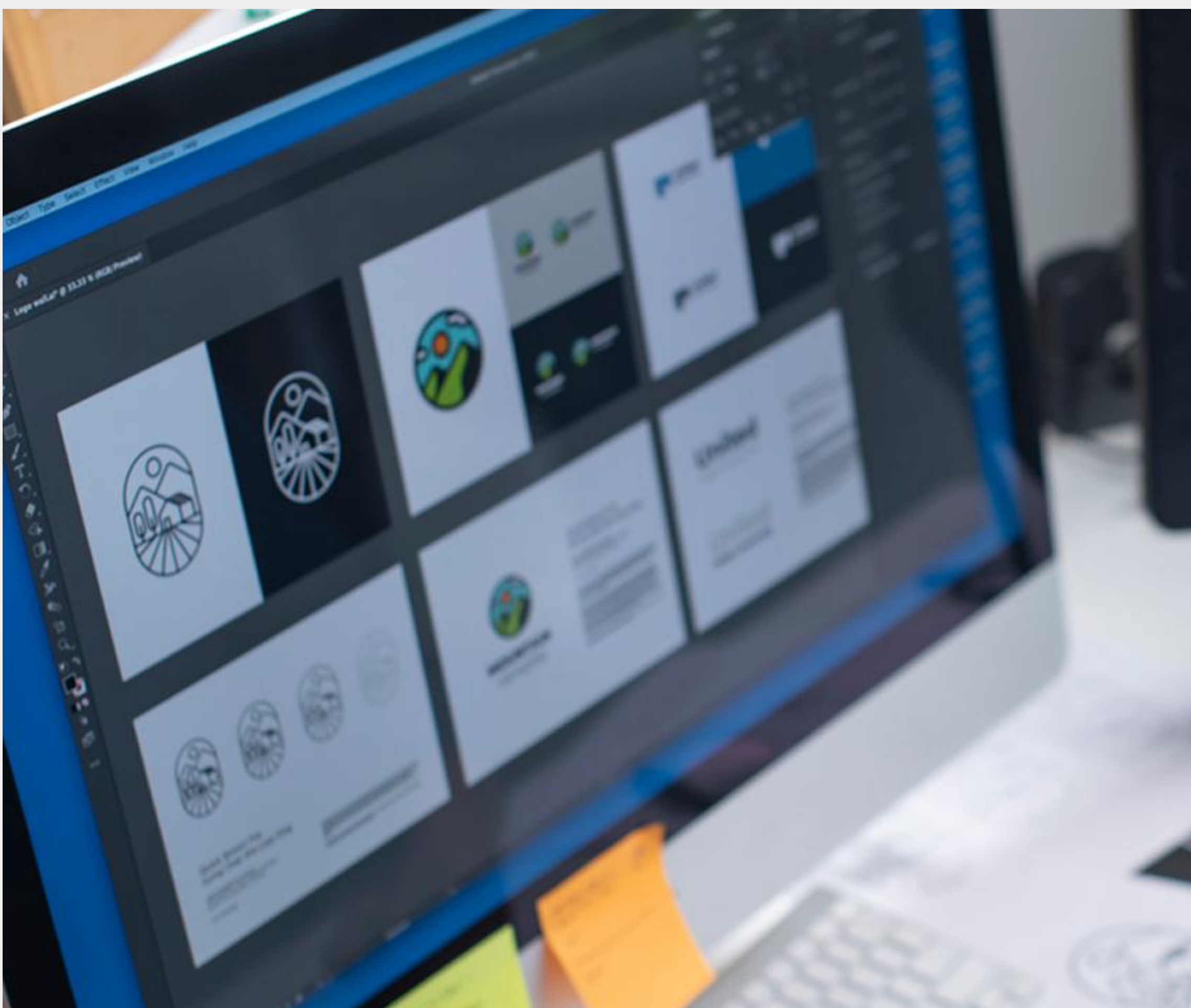


For Challengers who want to build a
visually impactful online presence

ARE YOU A CHALLENGER?

Why This Playbook Exists

This playbook is for business owners and marketers who want to elevate their visual identity and create high-quality, engaging designs for digital marketing. Whether you're launching an ad campaign, enhancing your website, or building a brand, this guide will help you understand the role of design in your success.



What is Design in Digital Marketing?

Design is the process of creating visual content that communicates your brand message, drives engagement, and guides action.

It's about crafting an experience for your audience through strategic use of colour, typography, imagery, and layout.





Design in Digital Marketing includes



Branding

Visual identity
(logo, colours, fonts)



Social Content

Posts, graphics,
carousels, stories



Landing Pages

Web pages designed to
convert visitors into
leads or sales



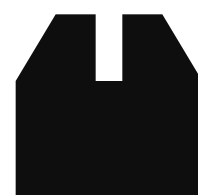
Email Marketing

Designed for newsletters
and promotional
campaigns



Paid Ads

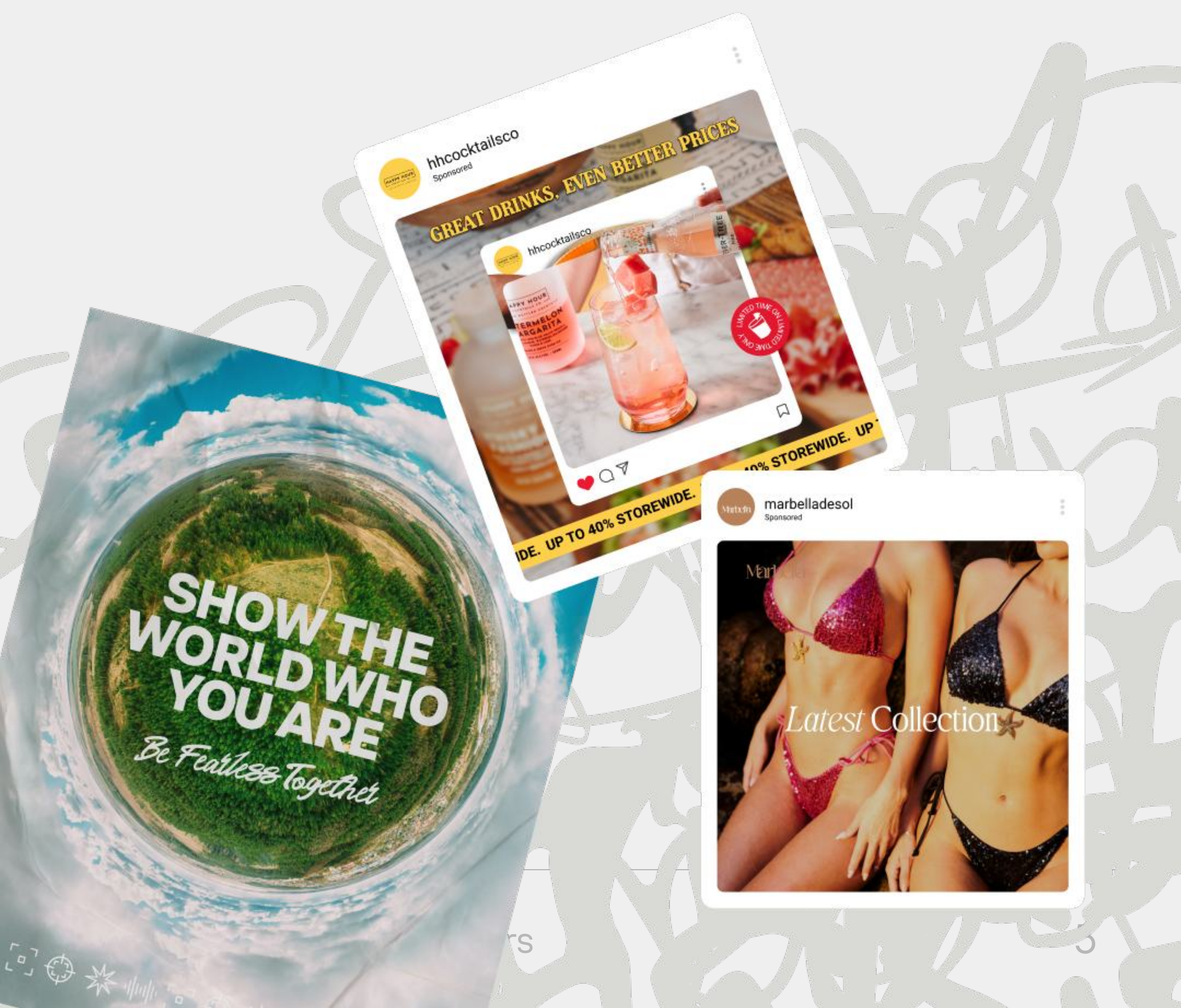
High-conversion
creative for Google Ads
and social platforms



Packaging & Print

For businesses that
require both digital and
physical products

Common Misconceptions		
✗ Myth	✓ Reality	
<i>"I can use any stock photo and call it a day."</i>	Quality visuals are unique and tailored to your brand. Stock photos can harm authenticity.	
<i>"Design is just making things 'look nice'."</i>	Great design enhances user experience, builds trust, and drives conversions.	
<i>"I don't need a designer unless it's for a big project."</i>	Consistent, strategic design should be part of every touchpoint with your customer.	



IDEAL CHALLENGER
READINESS CHECKLIST

Design Checklist

Before diving into design with your agency, make sure you've got the following:

Clear brand identity

logo, fonts, and colour palette are established.

☐

A defined target audience

and brand personality.

☐

Understand that design is more than decoration

it drives results.

☐

Willingness to collaborate

A willingness to collaborate and provide feedback.

☐

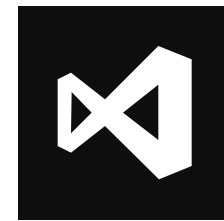
Consistent brand voice

across all digital platforms.

☐

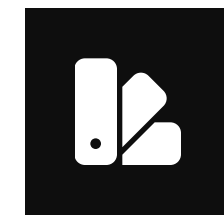
Design Strategy Fundamentals

BRANDING: THE VISUAL BACKBONE



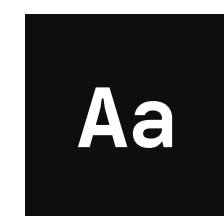
Logo

Represents your business identity. Should be simple, scalable, and adaptable.



Colour Palette

Consistent use of 2-4 primary colours that align with your brand's tone.



Typography

Choose 1-2 complementary fonts. Stick to them consistently

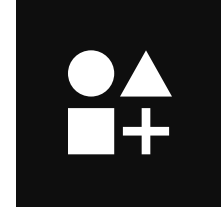


Pro Tip

Brand consistency builds **recognition and trust**. Your audience should instantly know it's you even before they see your name.

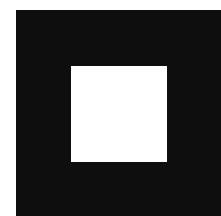
Design Strategy Fundamentals

DESIGN FOR CONVERSION



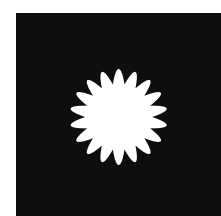
Clear Call-to-Action (CTA)

Every design should have a goal (e.g., “Buy Now”, “Learn More”, “Sign Up”).



White Space

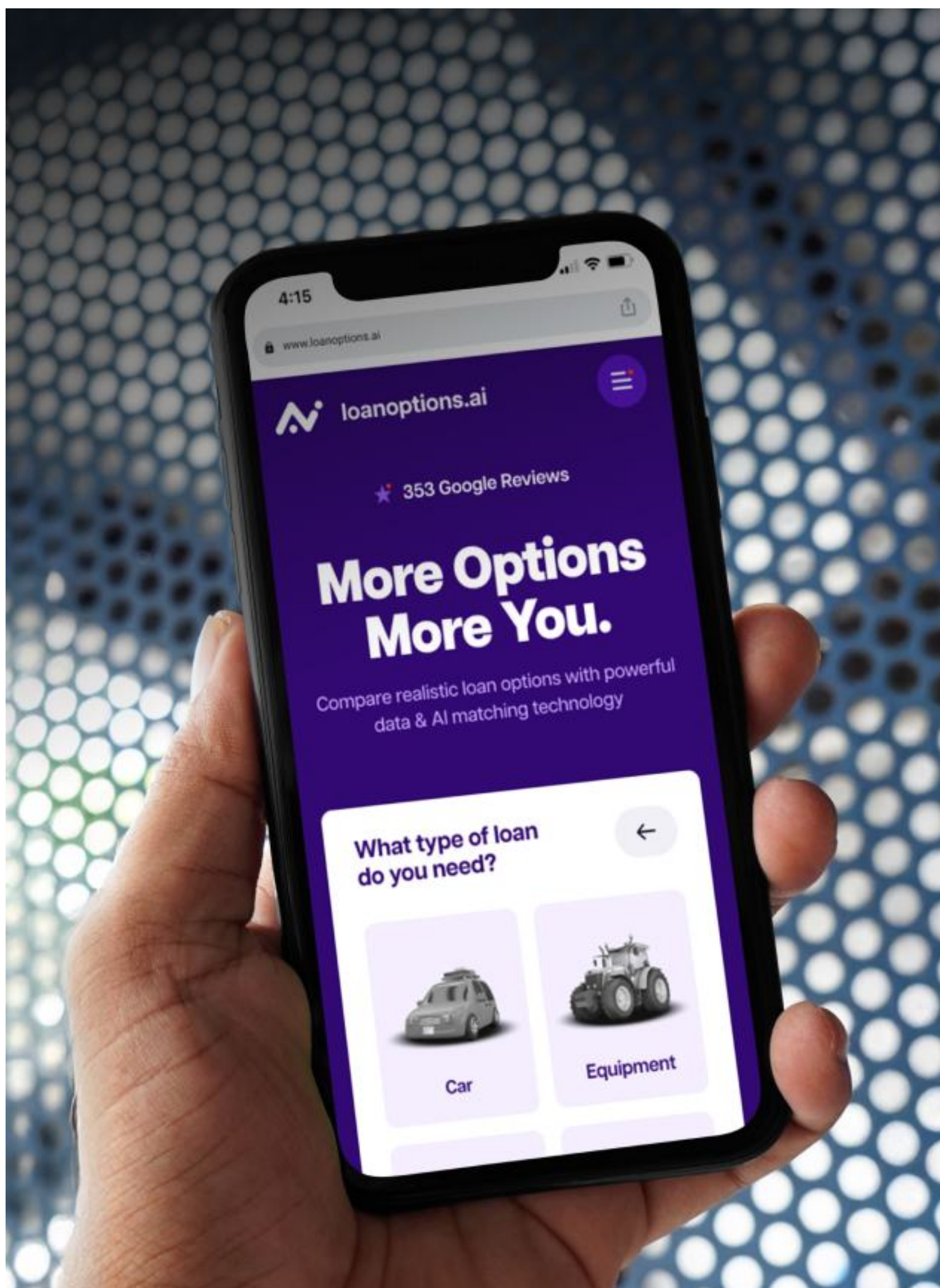
Don't overcrowd your design.
Let content breathe.



Visual Hierarchy

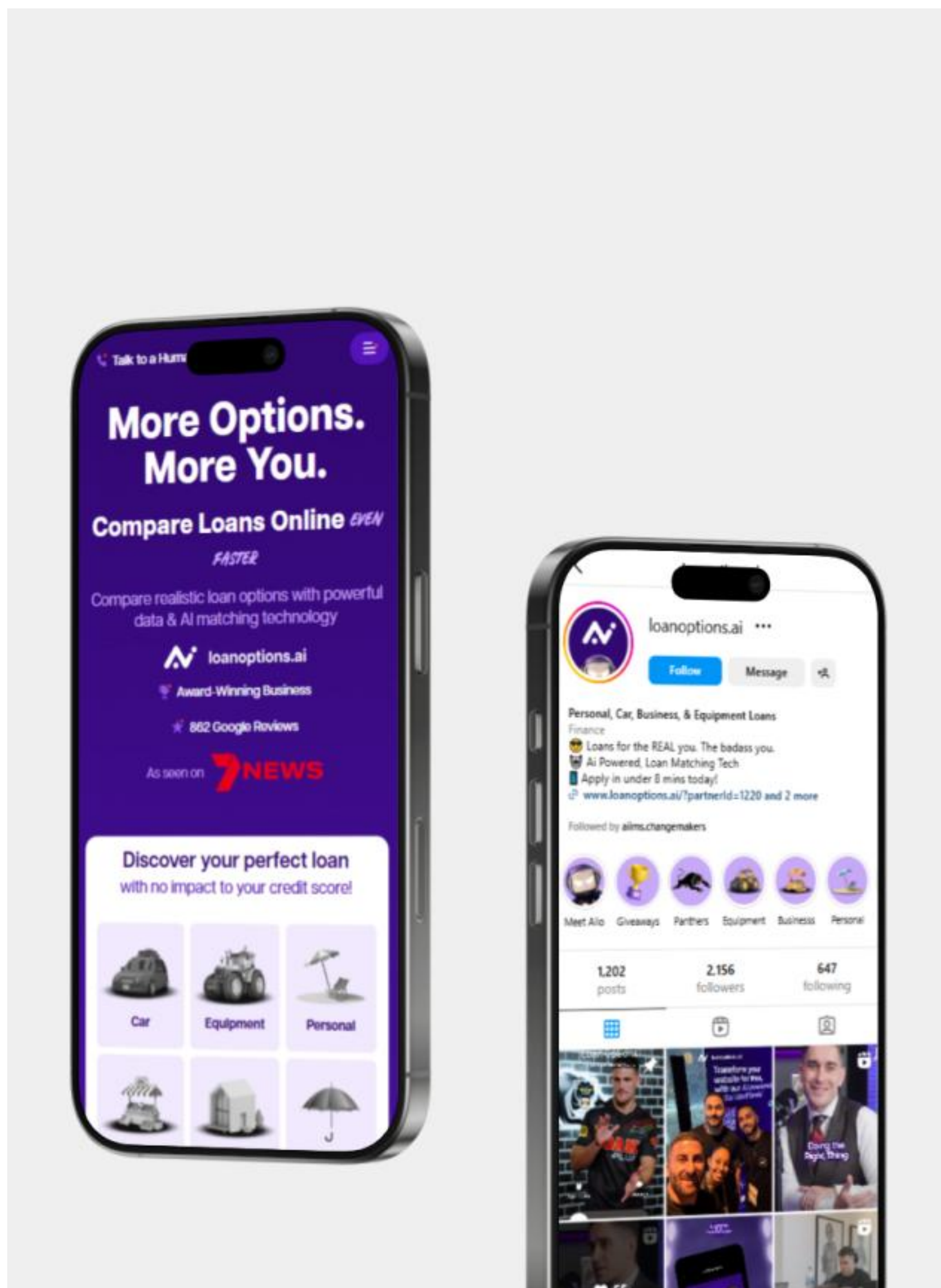
Direct attention to the most important elements, such as CTAs or key offers.

Responsive Design



- Ensure designs look great on all screen sizes (desktop, tablet, mobile).
- Test how your designs look in different formats, especially for social media posts and ads.

Consistency Across Channels



- ***Keep designs cohesive*** across your website, social media, and emails.
- Ensure the same style is maintained ***across all touchpoints*** (same fonts, colours, logo usage, etc.).

Scheduling Your Design Process

Content Calendar for Visual Assets

Designing isn't just about making a post when you feel like it.

A content calendar helps you *stay organised and ensures consistency.*

YOUR CALENDAR SHOULD INCLUDE :

MONDAY	TUESDAY	WEDNESDAY
14 Post frequency (e.g., 3-5 posts/week)	15 Platforms (Instagram, Facebook, LinkedIn, etc.)	16 Types of content (static images, carousels, videos)
21 Campaigns or promotions	22 Design elements and CTA for each post	23



Best Tools for Design & Scheduling

DESIGN & SCHEDULING TOOLS

Canva
Great for DIY designs, templates, and simple visuals.



DESIGN & SCHEDULING TOOLS

Adobe Creative Cloud
For professional design work (Illustrator, Photoshop).



DESIGN & SCHEDULING TOOLS

Later
For scheduling and managing social posts.

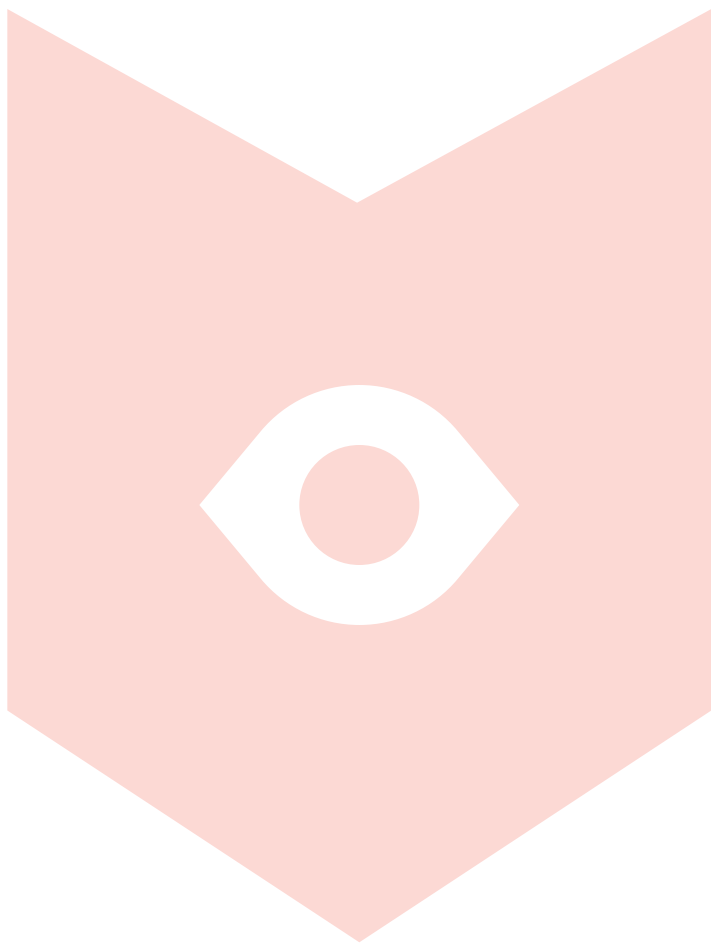


DESIGN & SCHEDULING TOOLS

Buffer or Hootsuite
Scheduling tools that also allow for post-preview and analytics.



Step-by-Step The Design Process



Step 1

Discovery & Strategy

What do you want to communicate?

Define goals and key messages for each campaign.

Audience & Competitor Research

Understand who you're designing for and what your competitors are doing.



Step 2

Branding Session

If you don't have a solid brand identity, this is where we work with you to define the logo, fonts, colours, and tone of voice.

Pro Tip: Work with your agency to refine your visual identity before launching any campaigns.



Step 3

Designing the Assets

Use your brand elements (logo, colours, typography) to create visuals for posts, ads, and other digital content.

Prioritise high-quality imagery—avoid low-resolution images or cliché stock photos.

Instead, opt for unique photos, illustrations, or graphics that resonate with your audience.



Step 4

Testing & Optimisation

Once assets are ready, **test them** on the intended platforms.

For paid ads, run A/B tests to compare which design works best in driving the desired actions.

For organic content, monitor engagement rates and adjust the content design based on insights



Step 5

Launch & Iterate

Post the designs according to your content calendar.

Measure the performance (engagement, conversion rates, CTR) and refine designs over time based on data.

Without This Preparation...

you skip the strategic steps outlined in this playbook, you may encounter:

BRAND INCONSISTENCY

LOW ENGAGEMENT

WASTED BUDGET

DIY vs. Agency Breakdown 			
Task	Agency	DIY	Best Practice
Branding (Logo, Palette)	 (Refined)	 (Basic)	Agency optimises for scalability
Content Creation			You provide ideas, we execute
Design Quality	 (Pro)		Consistent with strategic direction
Ad Creative			Agency tests and optimises for conversions

Design Best Practices



Consistency is Key

Align all designs with your brand’s core message.



Know Your Audience

Understand what resonates visually with them.



Simple but Effective

Great design doesn’t need to be overly complicated.



Tell a Story

Each design contributes to your brand’s larger narrative.

READY TO LEVEL UP YOUR DESIGN?

Let's get started

Get in Touch

Changemakers post and we'll send a quick-
Design strategy to assess how prepared your
business is for *design success*.

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