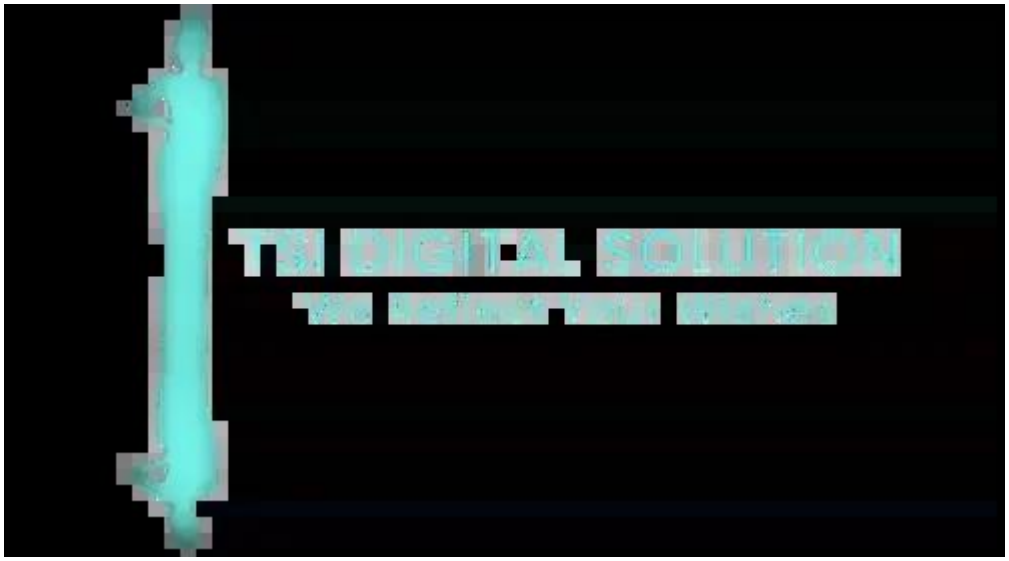
Graphic Designs for Effective Digital Marketing

Category: Graphic Design Blog
March 14, 2024





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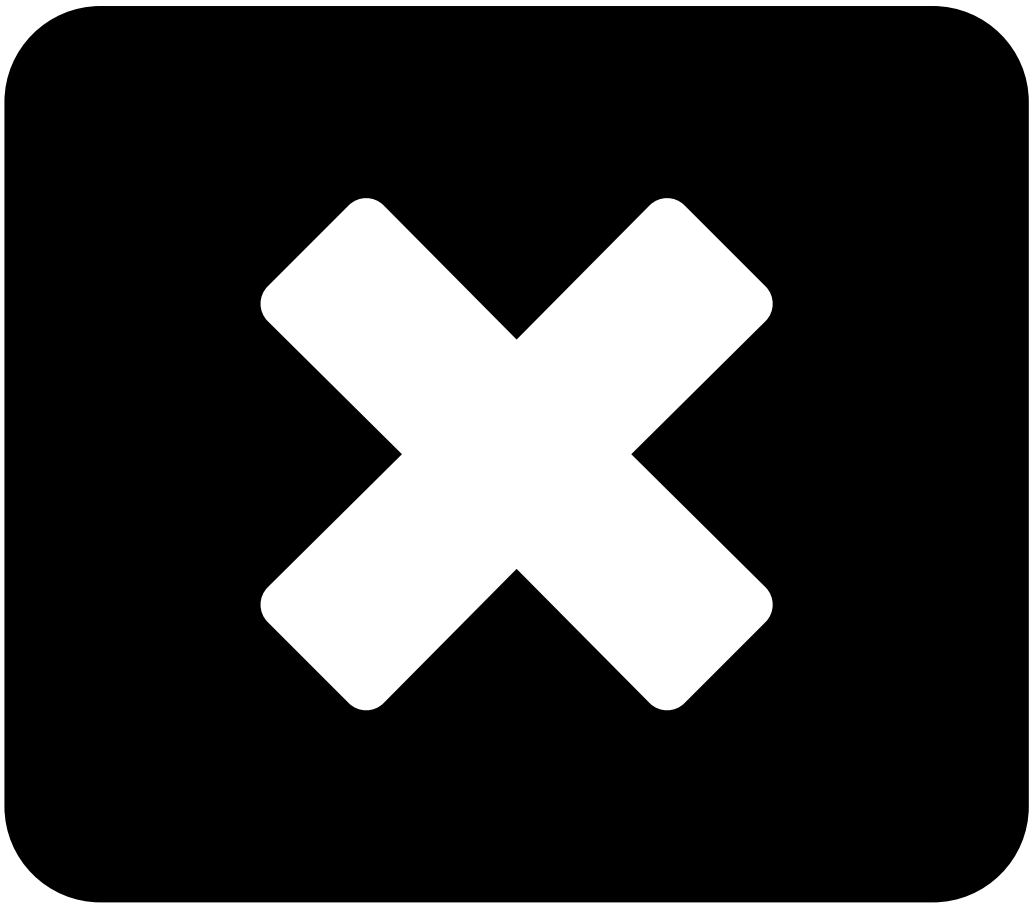

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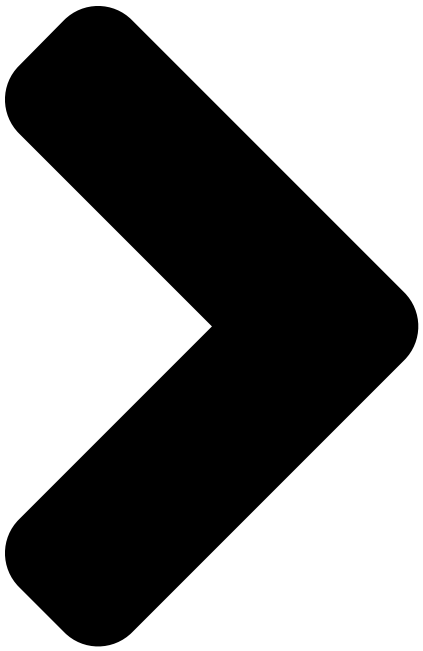

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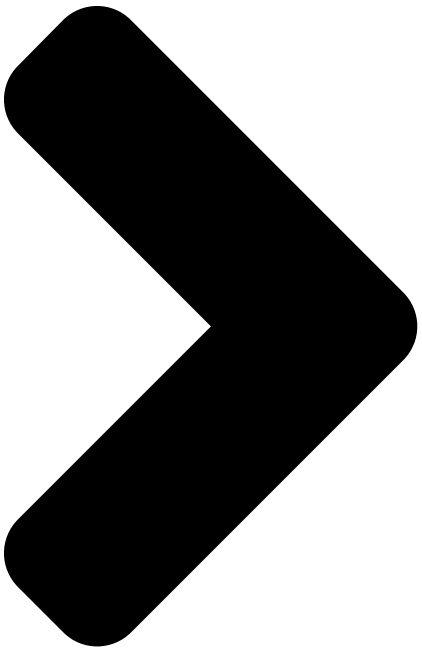

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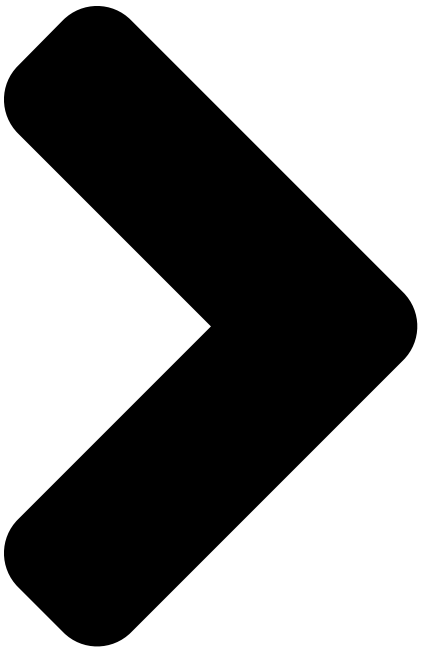

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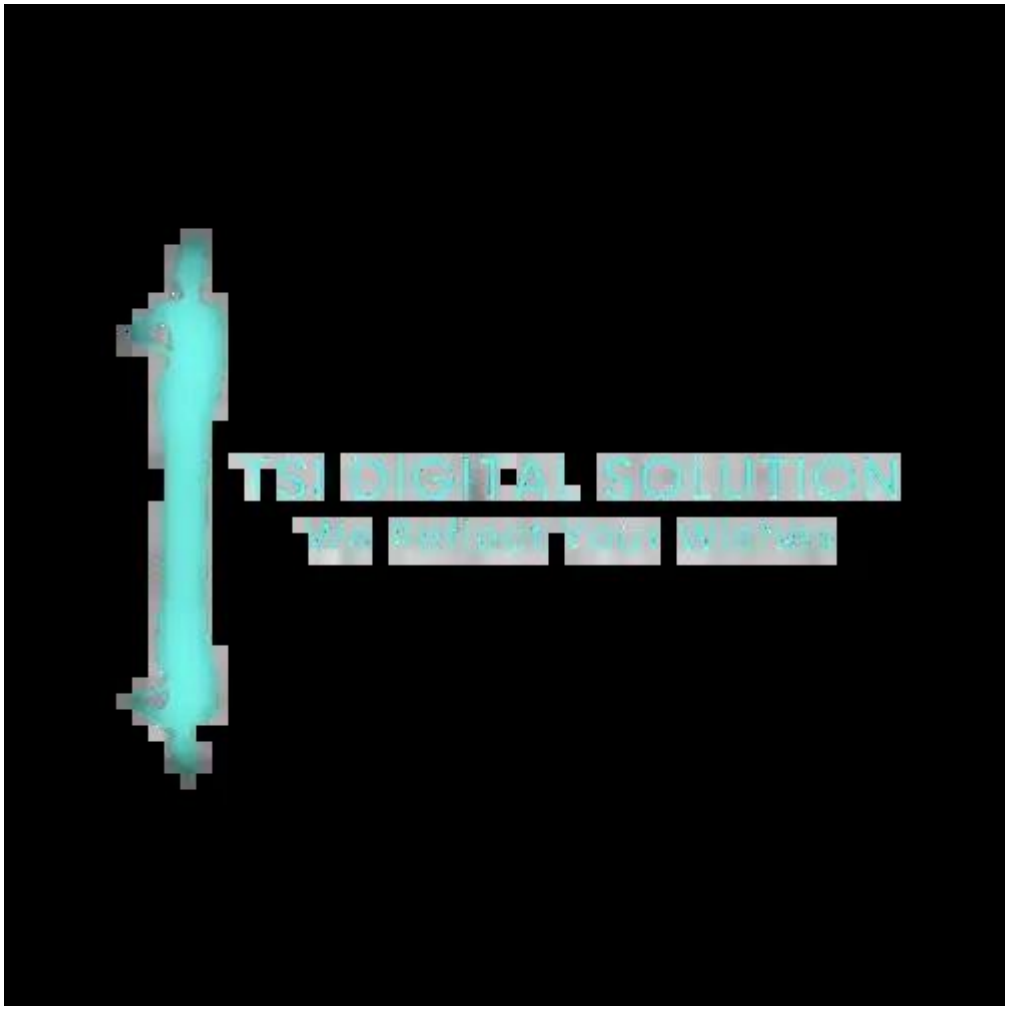
What we have realized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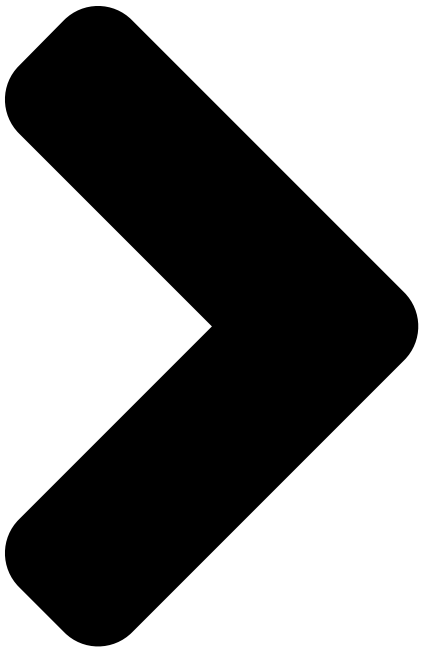

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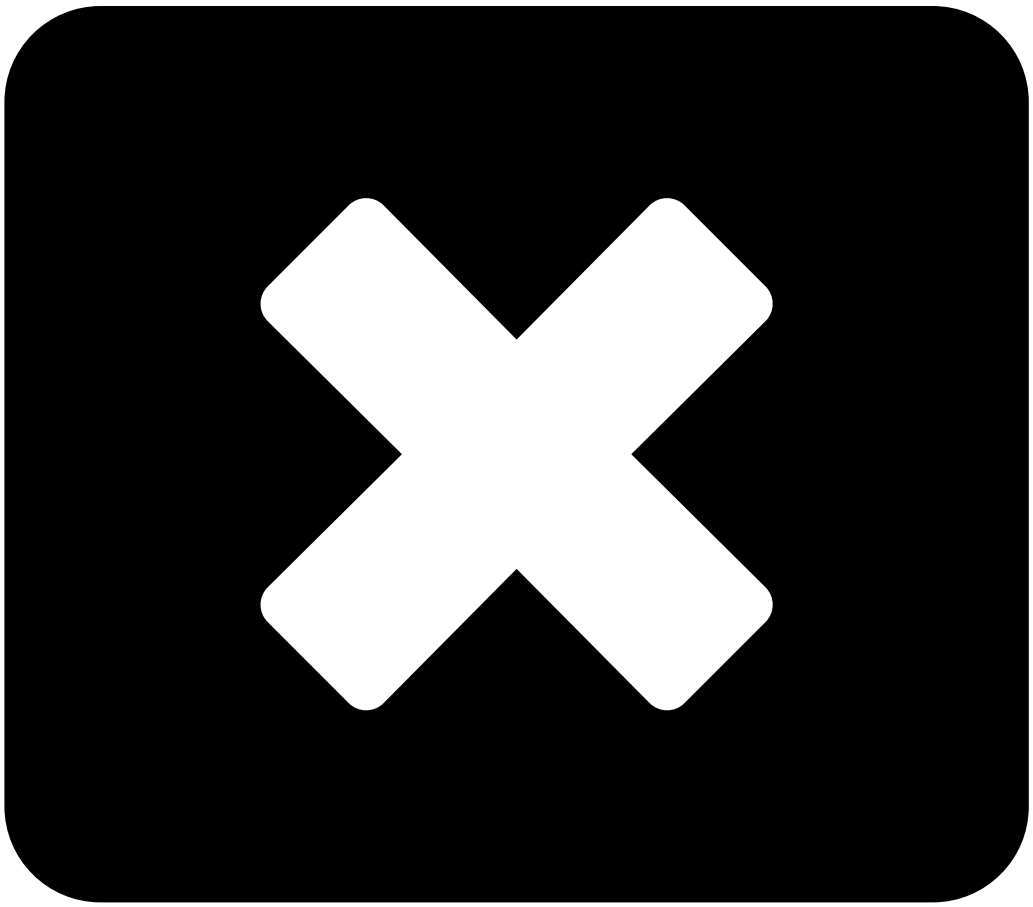

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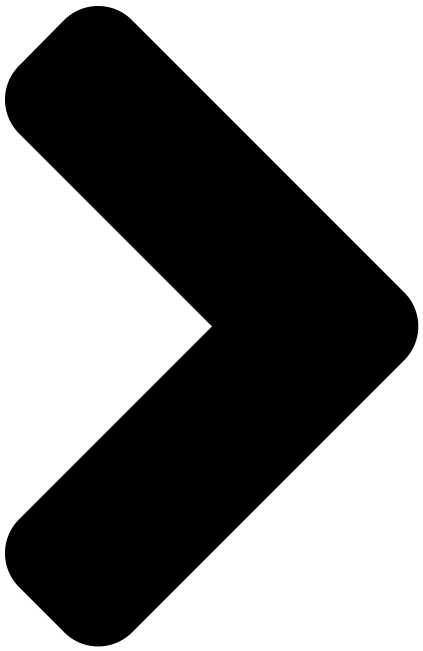

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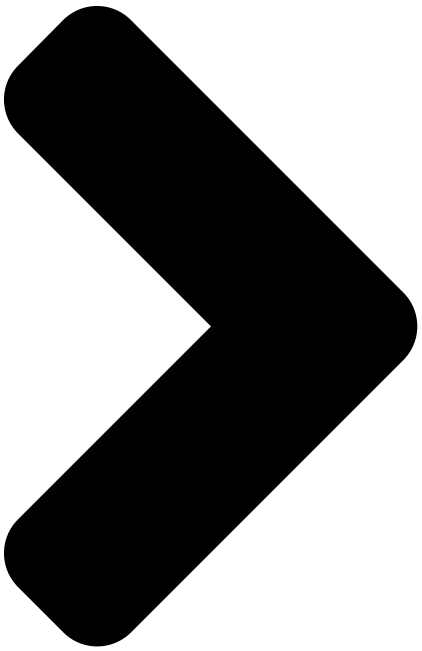
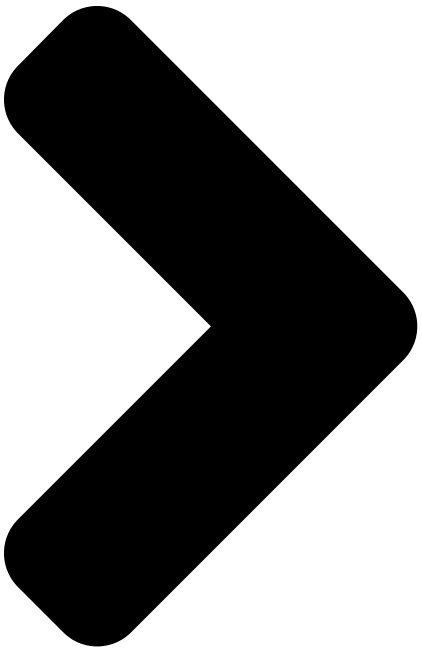
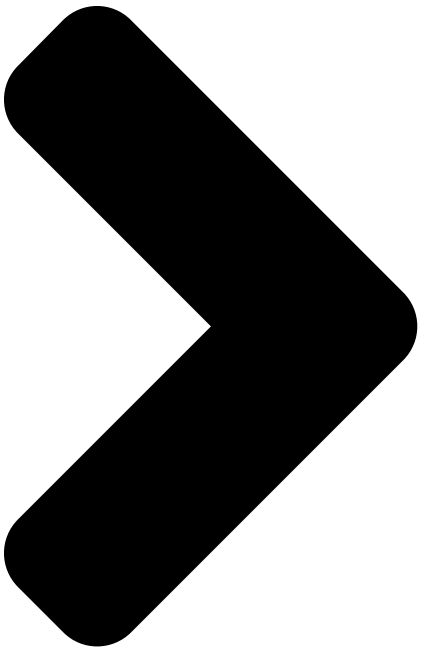


Web Design & Development



- Hosting



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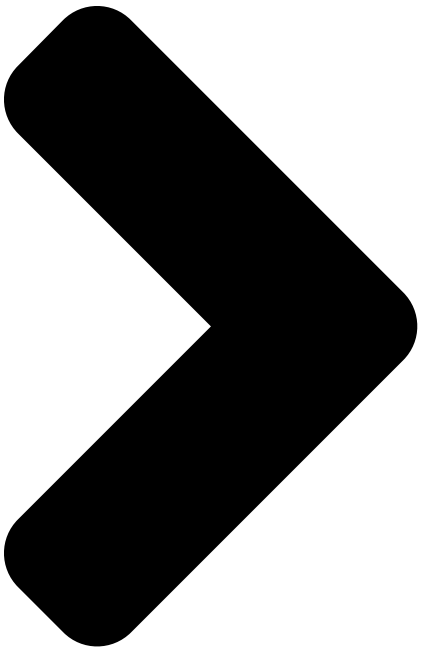

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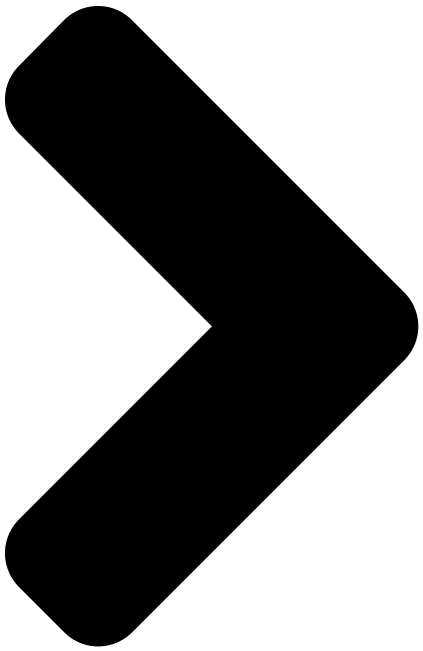
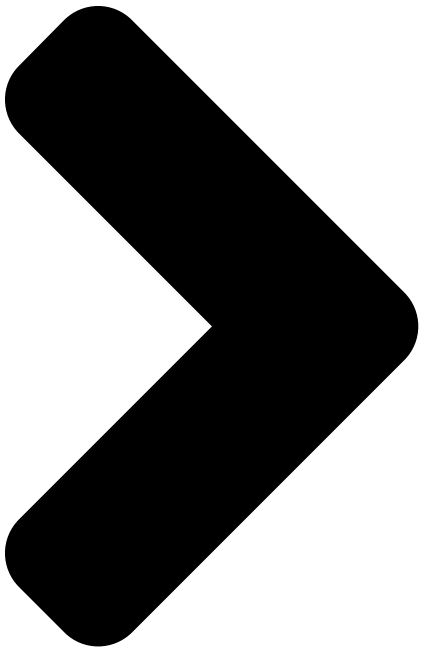
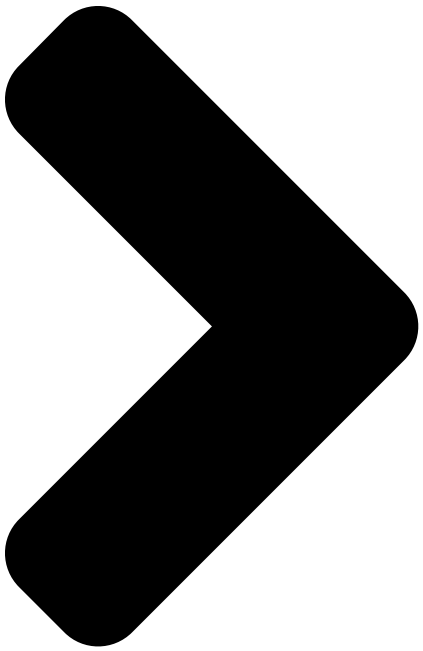


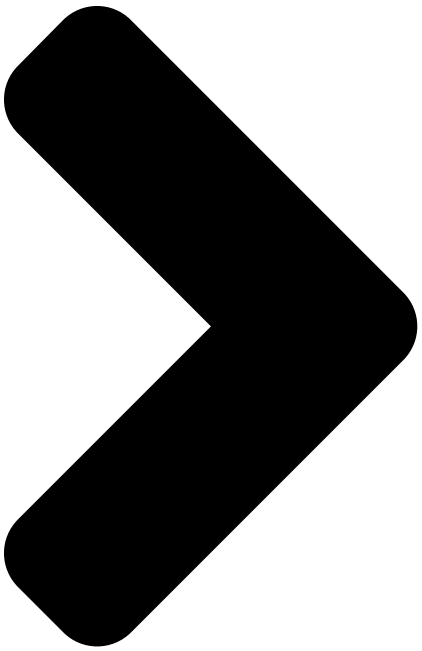
AI Agents



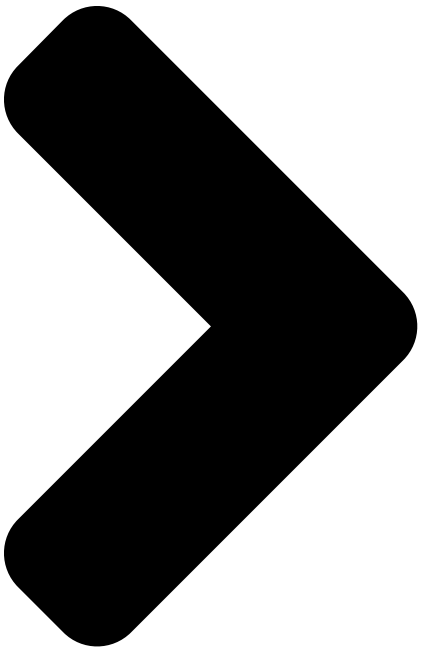
e-Commerce



- Branding



Social Media & Content Creation



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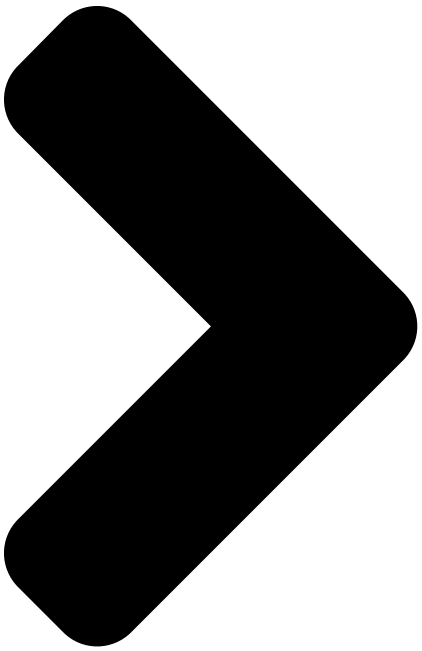


- Copywriting & Translations

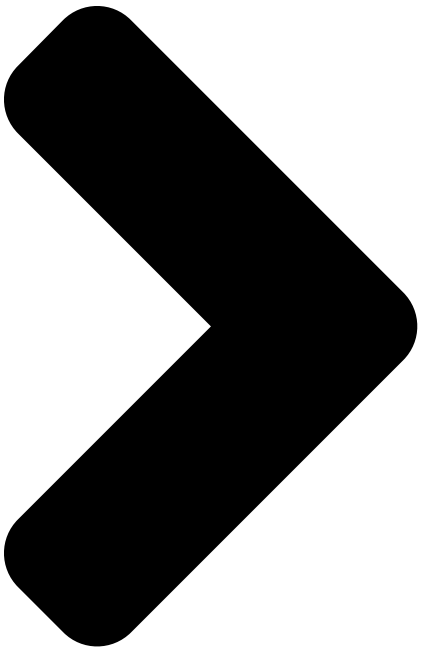
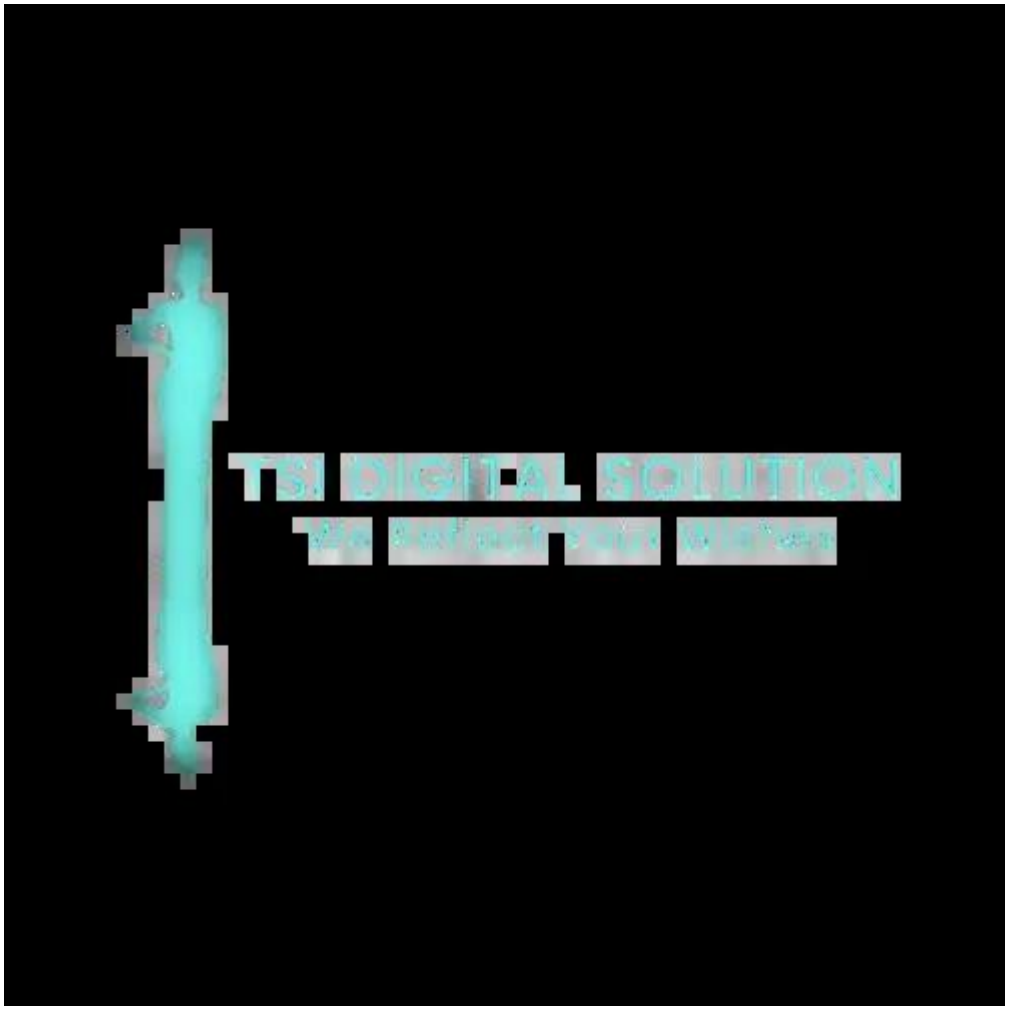


Photo- & Videography

Calculate the price online yourself

The way we work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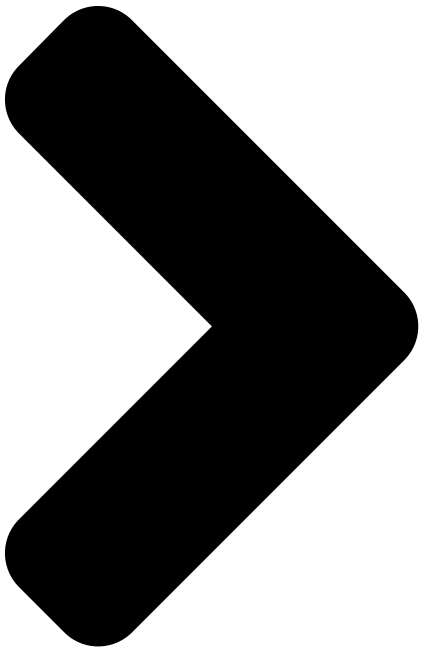

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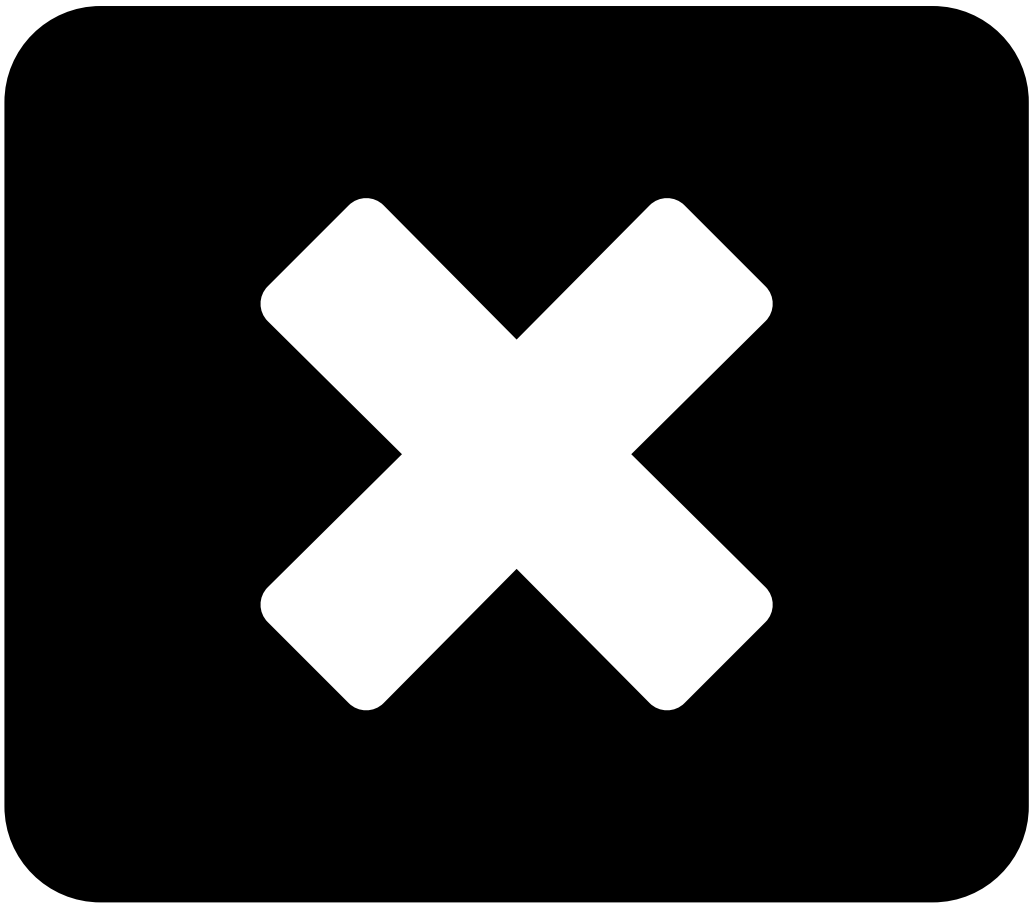

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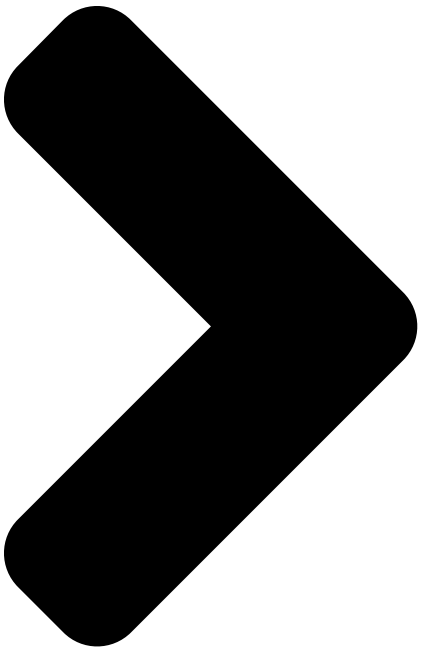

Realized projects

Calculate an estimate of your project costs directly online

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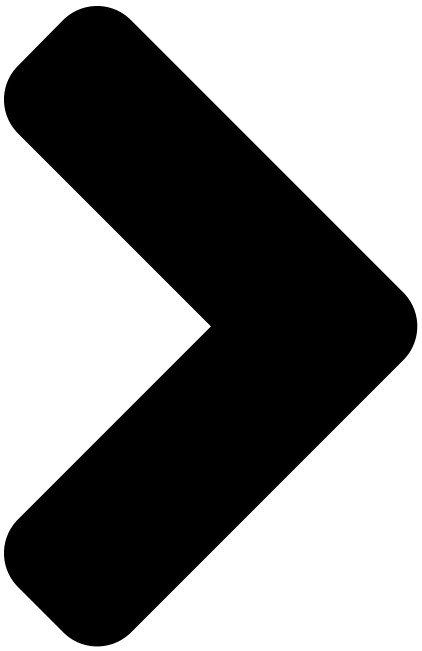
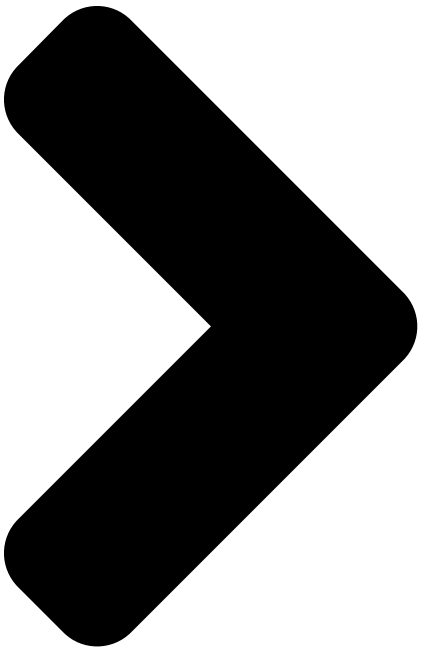
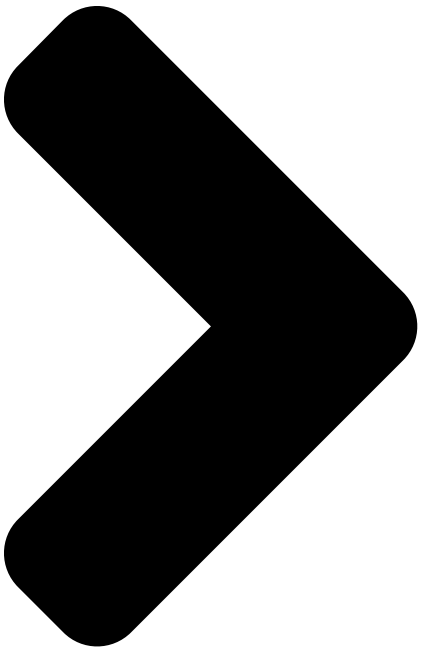


- Cost calculation for my website



- Cost calculation: SEO/Ads/MGB/Speedup/Technical



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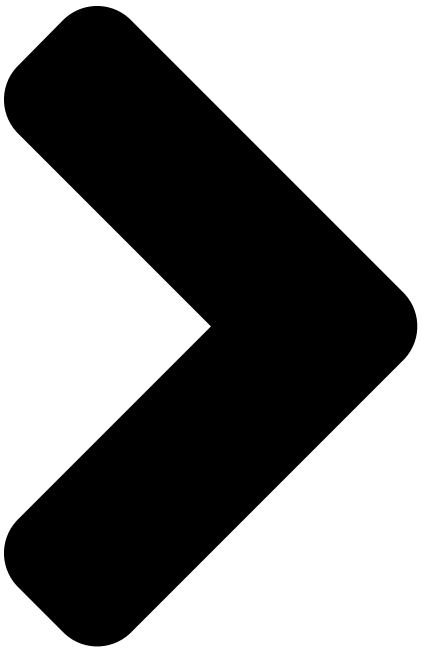

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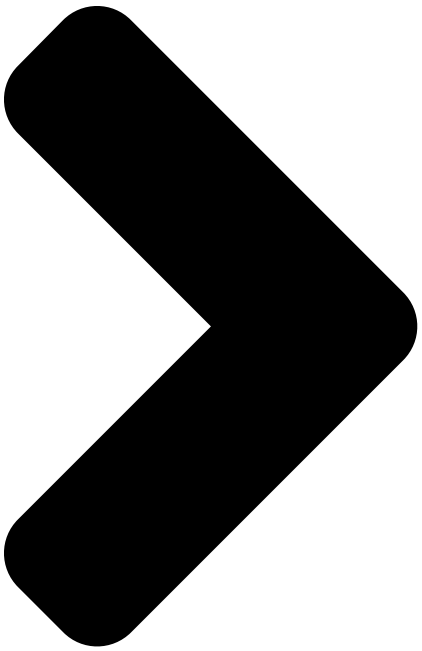
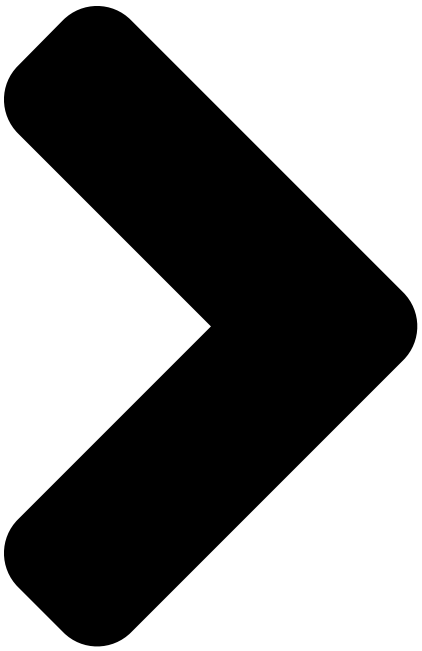
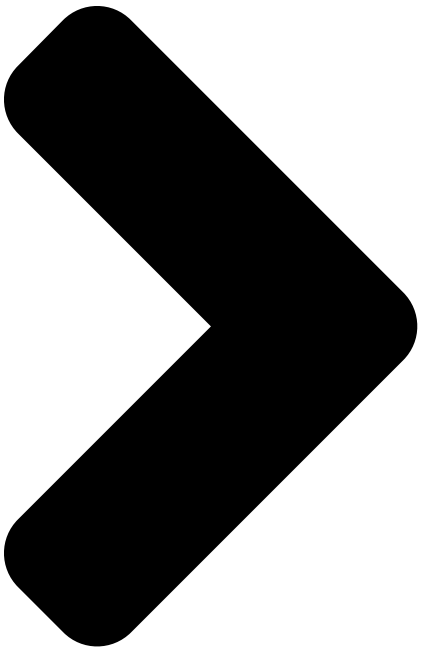


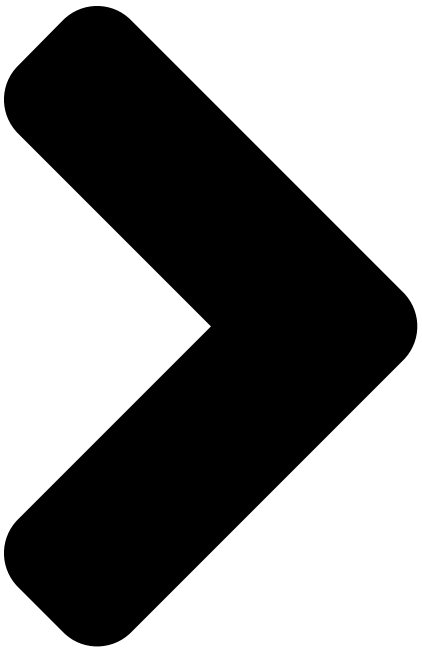
Cost calculation for an e-commerce shop



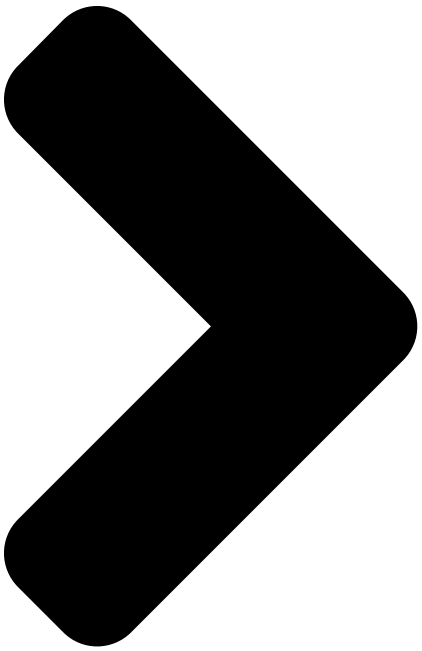
- Contact us for branding



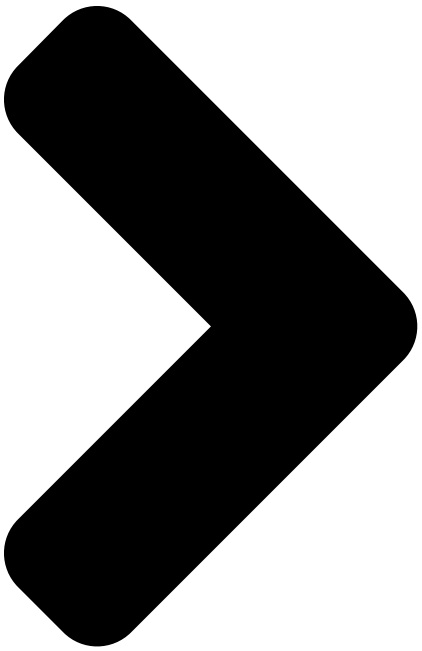
Cost calculation for Social Media & Content Creation



- Cost calculation for Graphic Design



Cost calculation for Copywriting & Translations



Cost calculation for Photo- & Videography

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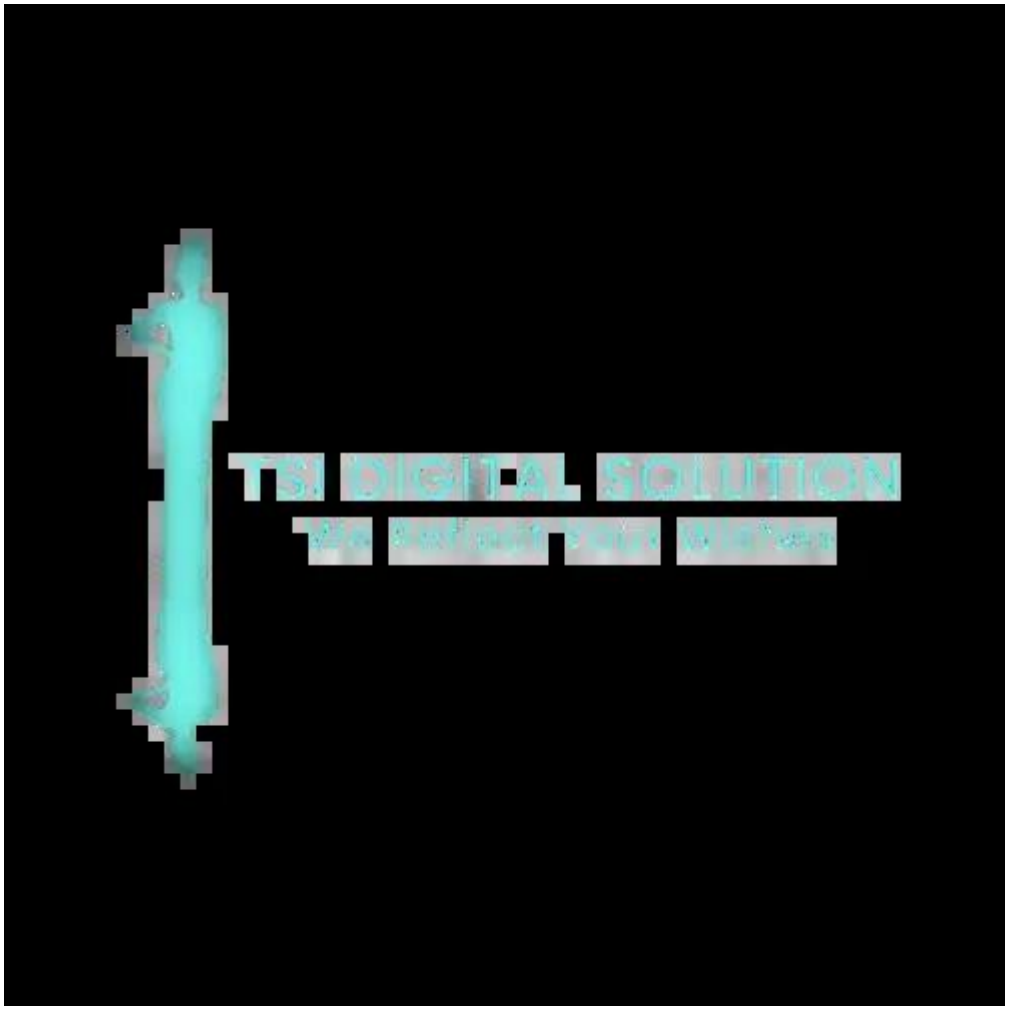
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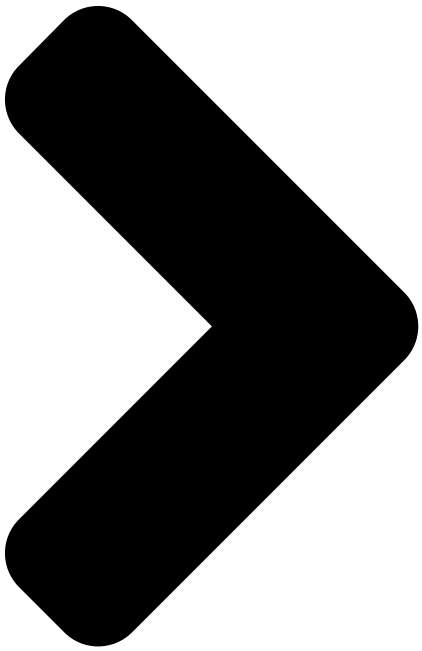

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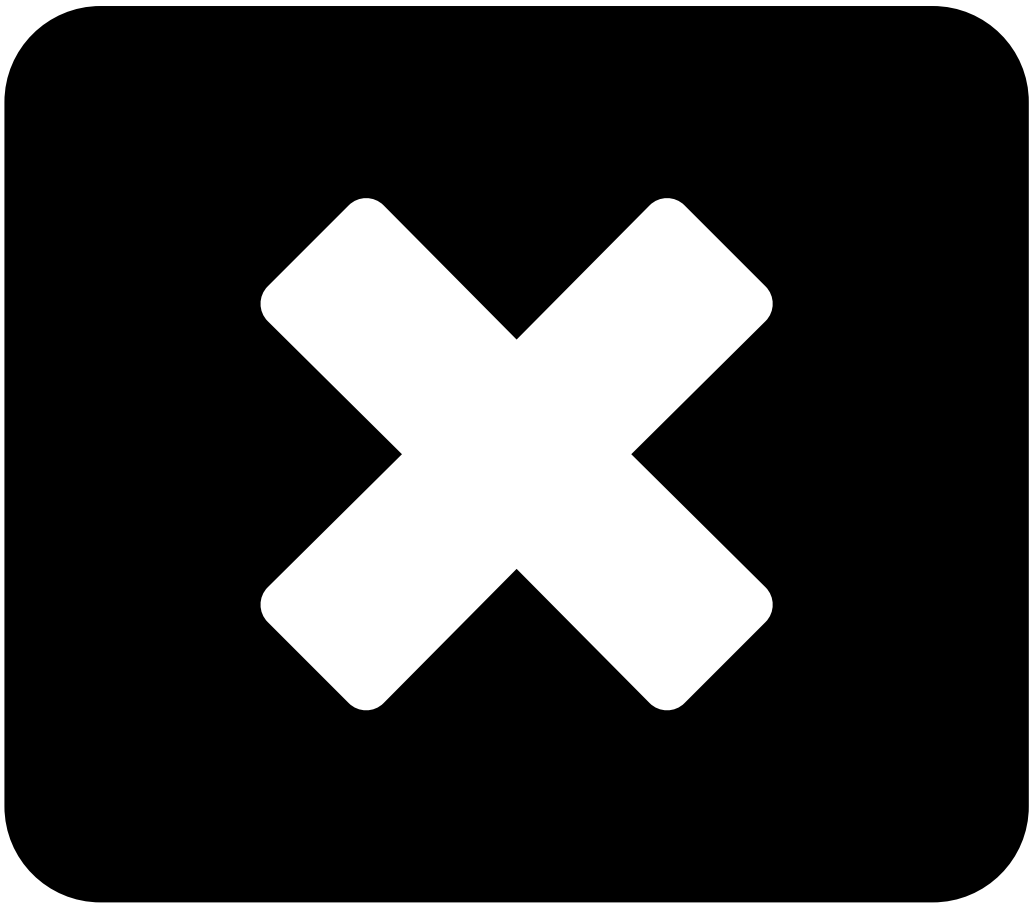

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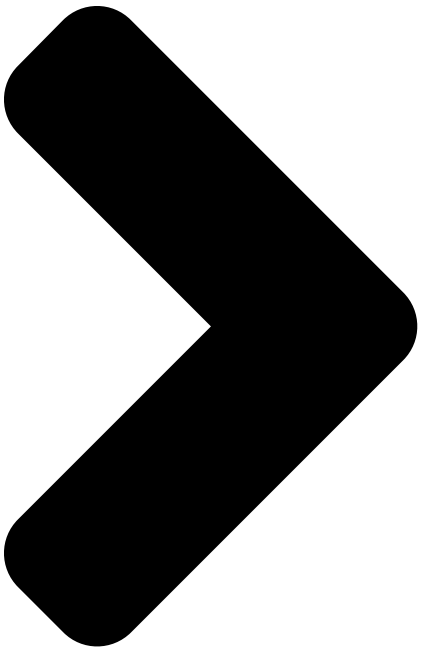

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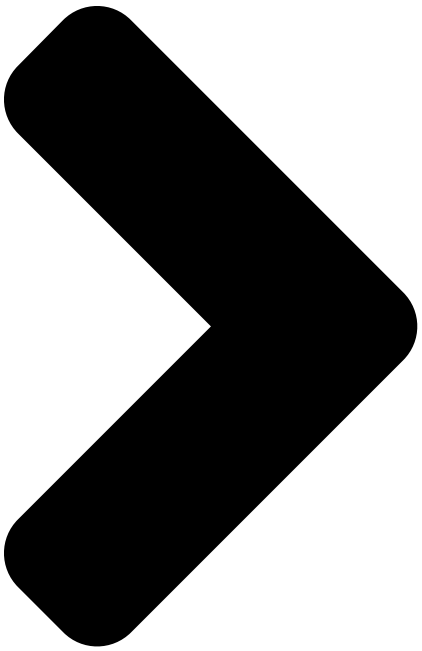
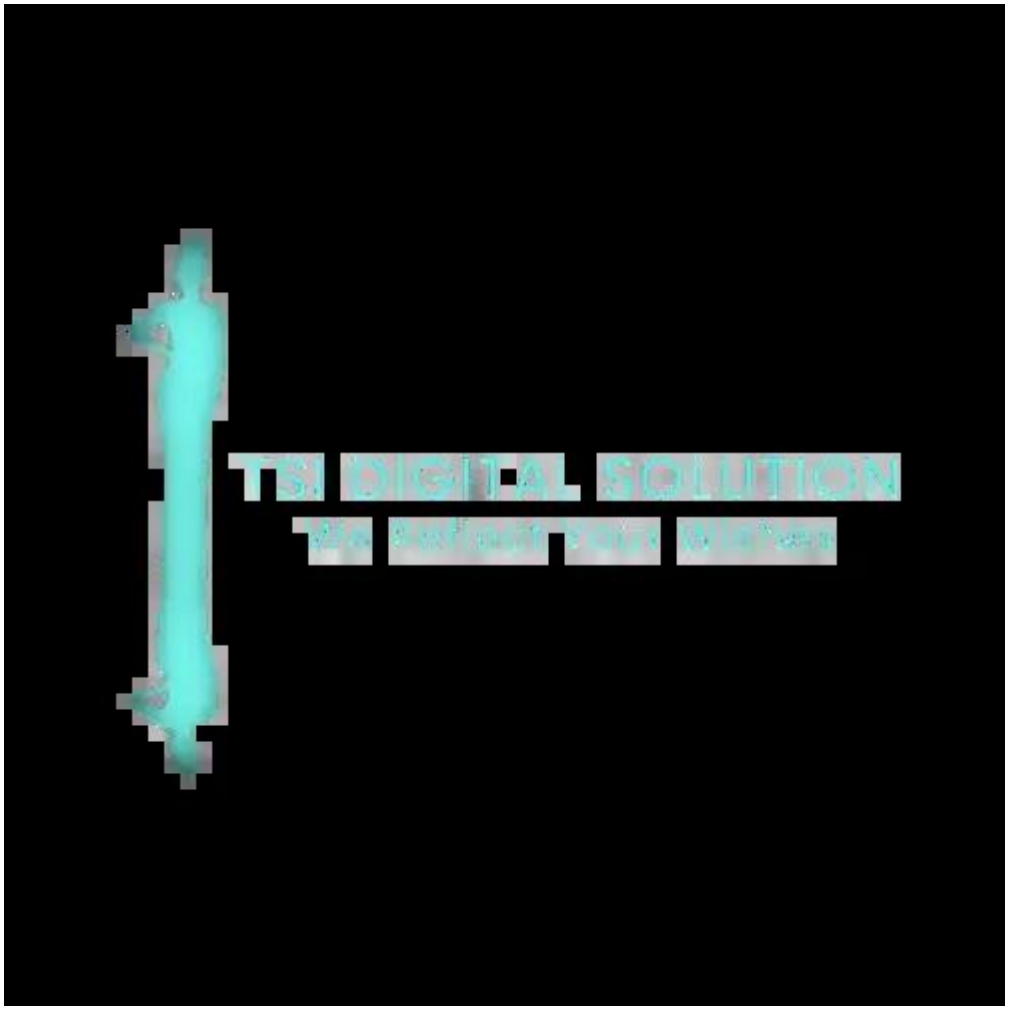


Demo

Just ask, we are here for you

Who we are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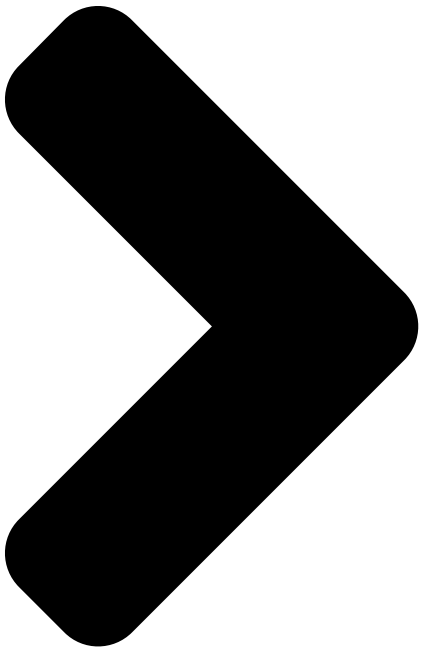

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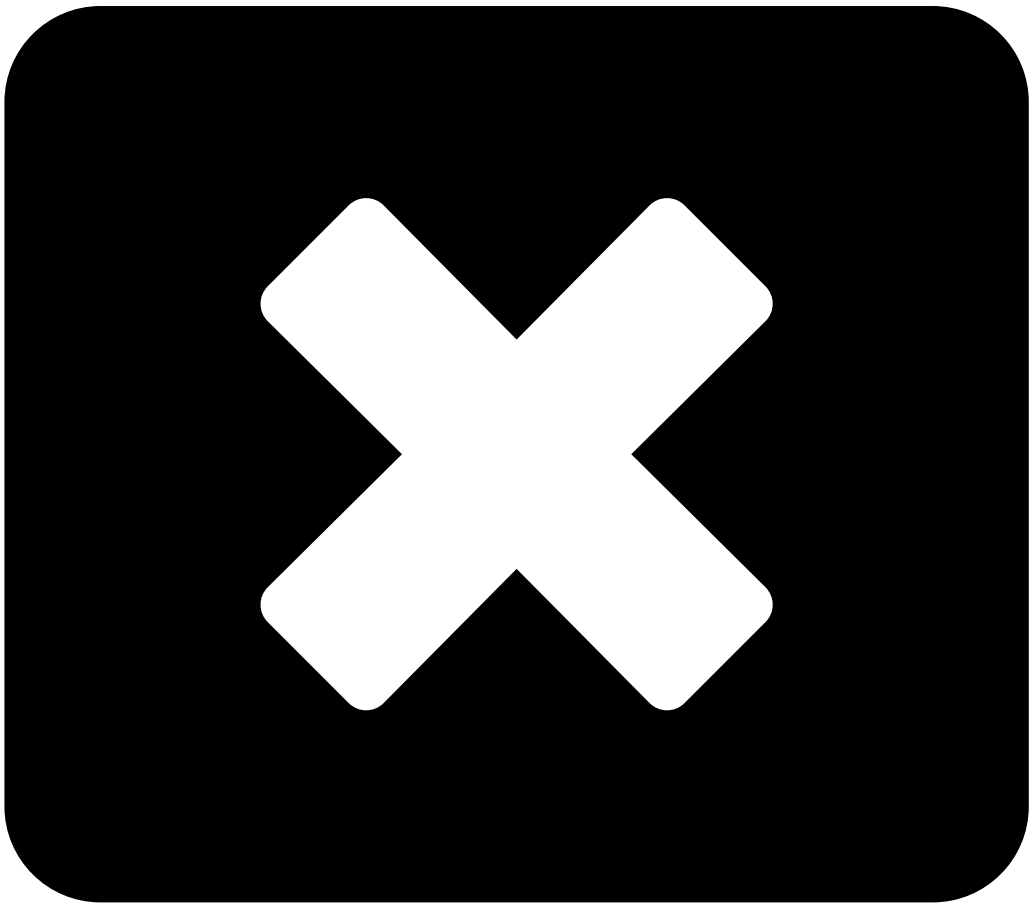

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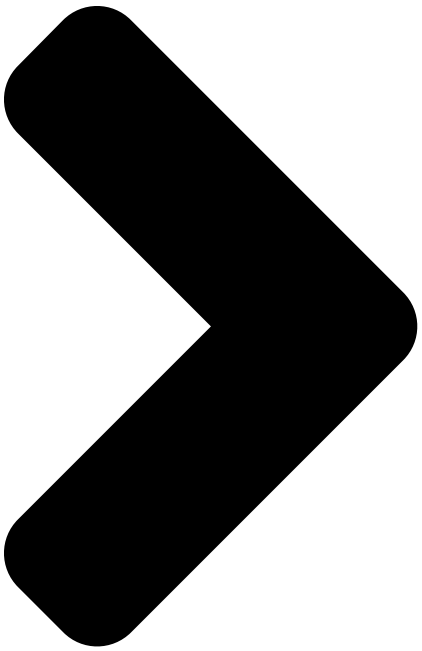

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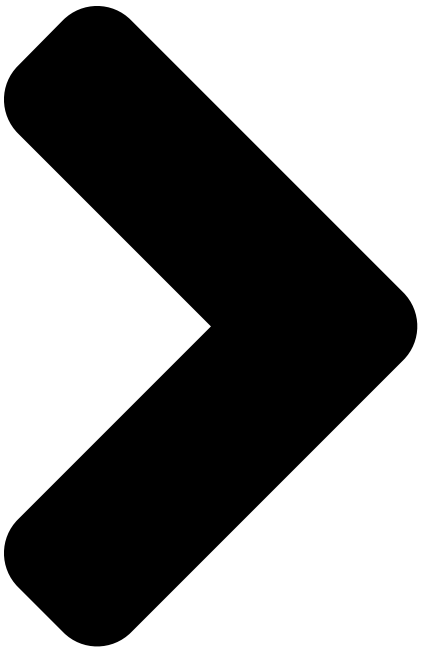

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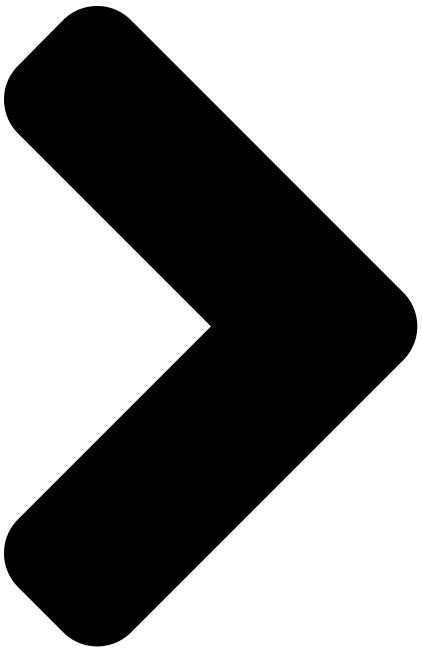

TSI Spam Blocker

Get a detailed quote

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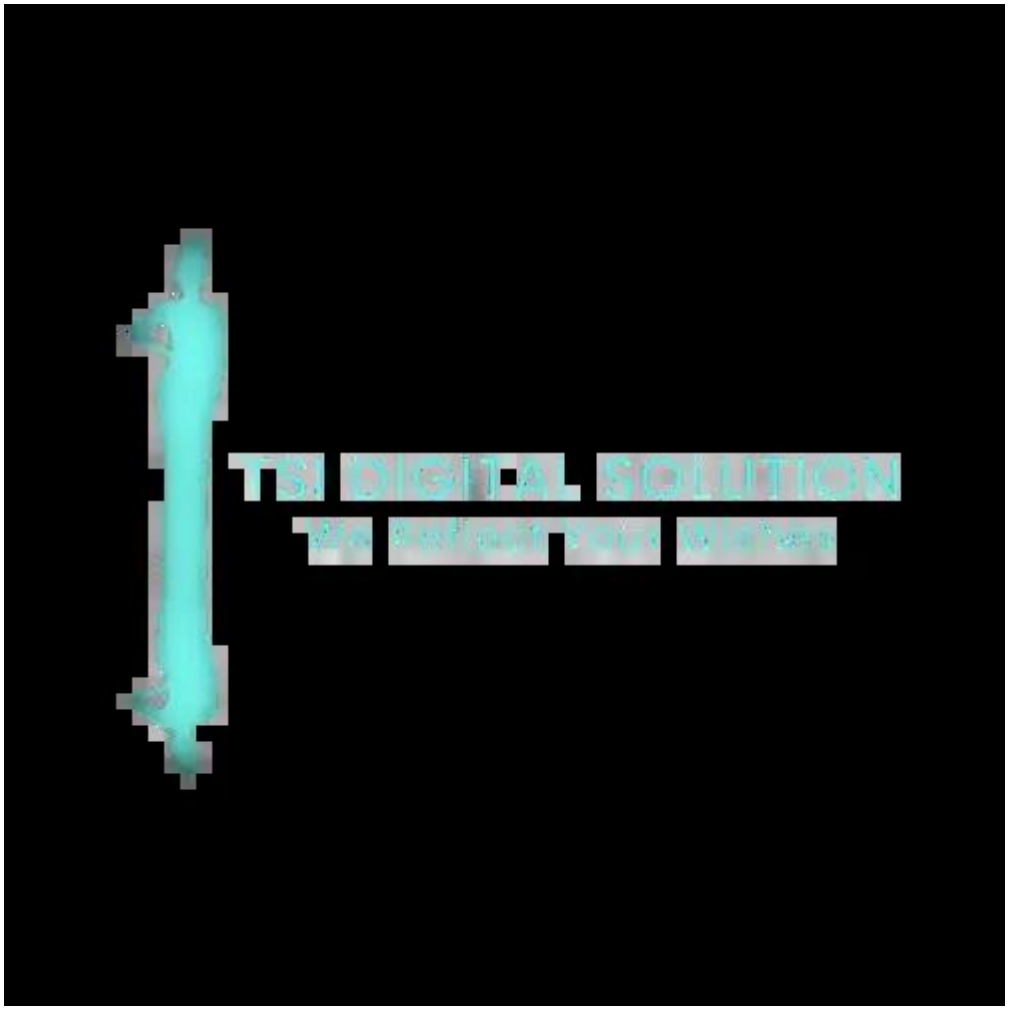
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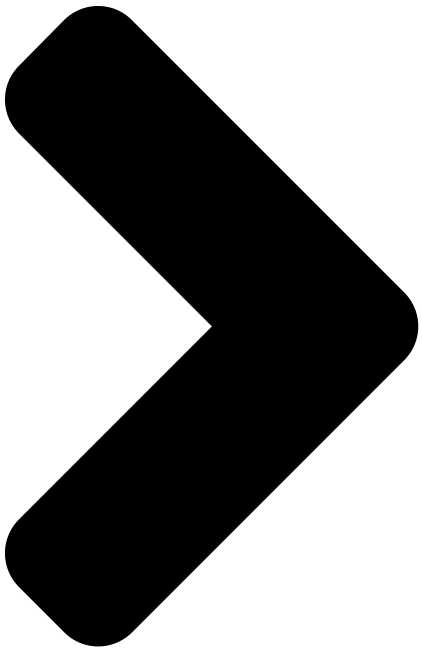

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Graphic Designs for Effective Digital Marketing

Get An Online Quote

TSI Digital Solution’s Graphic Designs.

creating outstanding graphic designs for digital marketing

In the fast-paced world of digital marketing, where visual appeal plays a pivotal role, graphic designs emerges as a cornerstone for success. The

marriage of artistic creativity and strategic thinking is the driving force behind compelling visuals that captivate audiences and drive engagement. However, the journey to creating outstanding graphic designs for digital marketing is fraught with challenges that demand skill, innovation, and adaptability.

1. Understanding the Brand Essence

One of the primary challenges is encapsulating the essence of a brand within a visual representation. Graphic designs should not just be aesthetically pleasing; they must also communicate the brand's values, personality, and messaging. Striking this delicate balance requires a deep understanding of the brand, its target audience, and the overarching marketing strategy.

2. Keeping Pace with Trends in graphic designs

The digital landscape is ever-evolving, with design trends shifting rapidly. Staying current with the latest design trends while ensuring that they align with the brand's identity is a perpetual challenge. What's trendy today might be outdated tomorrow. Thus, designers must not only be creative but also possess a keen eye for emerging trends and a willingness to adapt.

3. Maintaining Consistency Across Platforms

In the multi-channel digital ecosystem, maintaining visual consistency across various platforms is a daunting task. From social media to websites, each platform has its own set of design specifications. Ensuring that the brand's visual identity remains cohesive across these diverse channels requires meticulous attention to detail and a comprehensive understanding of design guidelines.

4. Balancing Creativity with Functionality

While creativity is paramount, graphic designs for digital marketing must also be functional. They should enhance user experience, encourage interaction, and drive conversions. Striking the right balance between creativity and functionality demands a holistic approach that considers both the artistic and practical aspects of design.

5. Optimal Image Compression and Loading Speed

In a world where attention spans are fleeting, slow-loading graphics can be a deal-breaker. Achieving a delicate balance between high-quality visuals and quick loading times is a technical challenge. Optimizing images for various devices without compromising on quality is crucial for delivering a seamless user experience.

6. Navigating the World of SEO in Graphic designs

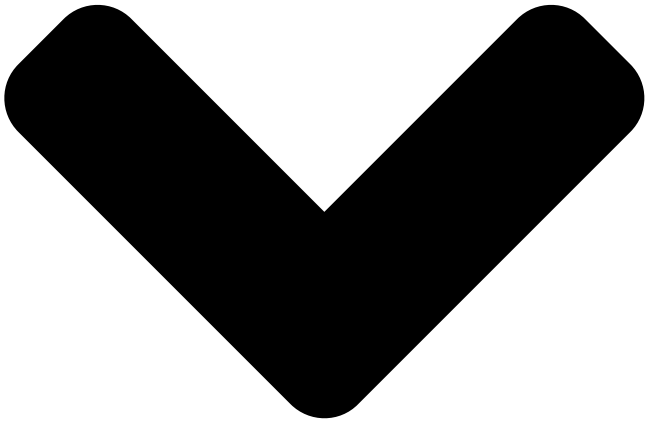
Incorporating SEO into graphic designs is an intricate dance. Ensuring that images are not only visually appealing but also optimized for search engines

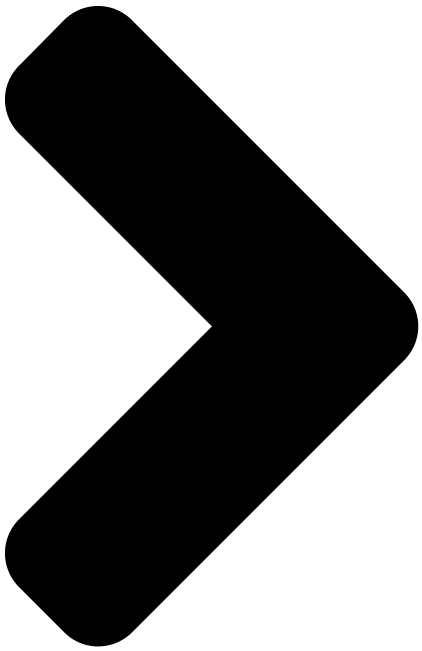
is a challenge that requires an understanding of alt tags, file names, and other SEO best practices. This intersection of design and technical SEO is a nuanced aspect that can significantly impact a brand’s online visibility.

The challenges of creating exceptional graphic designs for digital marketing are indeed multifaceted. Yet, it is within these challenges that opportunities for innovation and differentiation arise. Navigating the digital canvas requires a harmonious blend of artistic flair, technical expertise, and an unwavering commitment to delivering visual narratives that resonate with audiences in the dynamic landscape of digital marketing.

Frequently Asked Questions (FAQ)

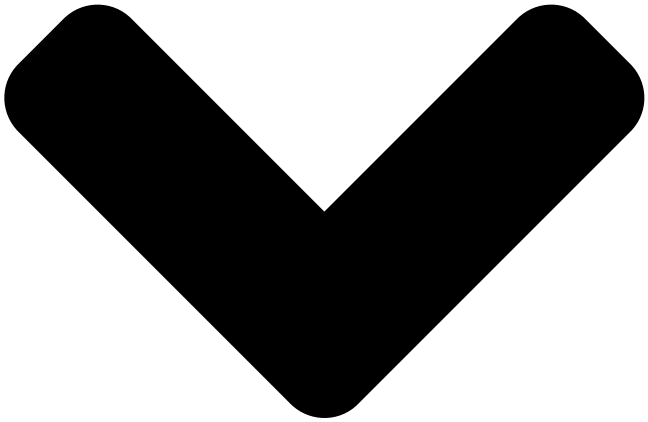
What is the biggest challenge in creating graphic designs that represent a brand?

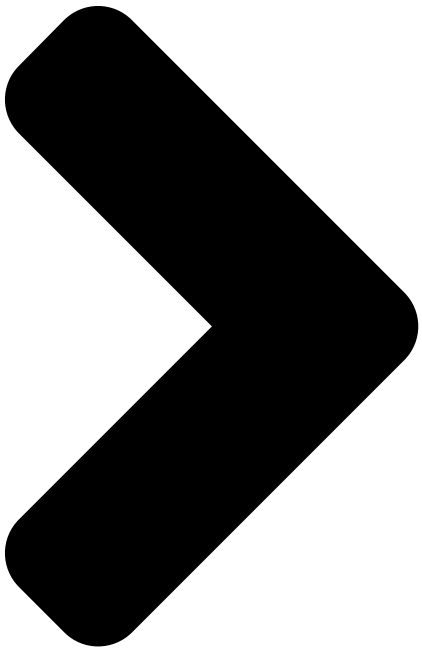




The primary challenge is encapsulating the brand’s essence – its values, personality, and messaging – within a visual design, requiring a deep understanding of the brand and its audience.

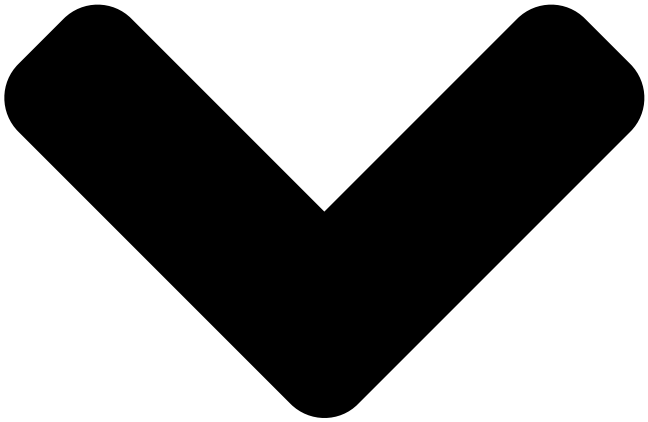
How do designers keep up with changing graphic design trends for digital marketing?

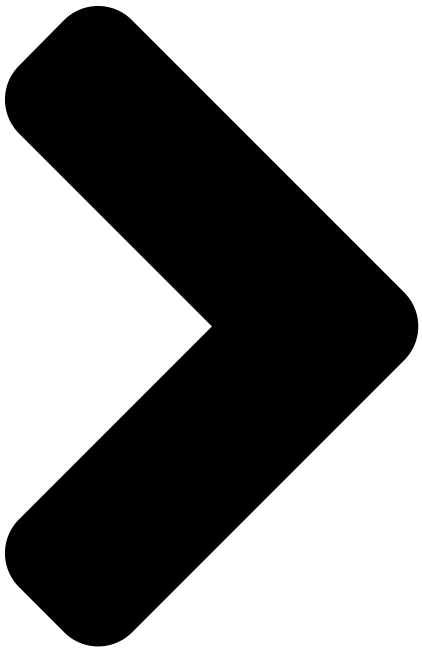




Designers must constantly monitor rapidly shifting design trends and adapt them to align with the brand’s identity, balancing current styles with timeless brand consistency.

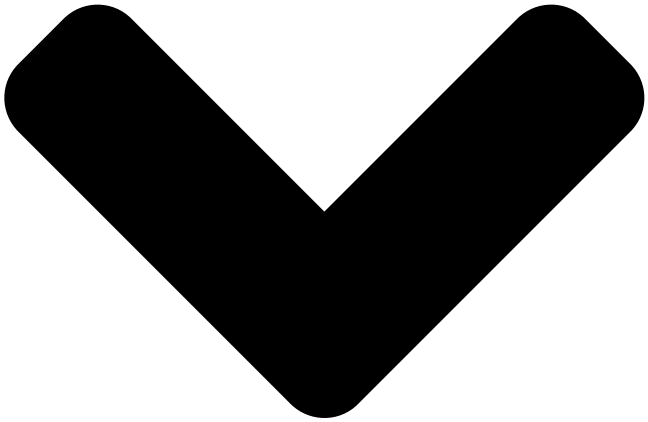
Why is maintaining consistency across different digital platforms a challenge for graphic design?

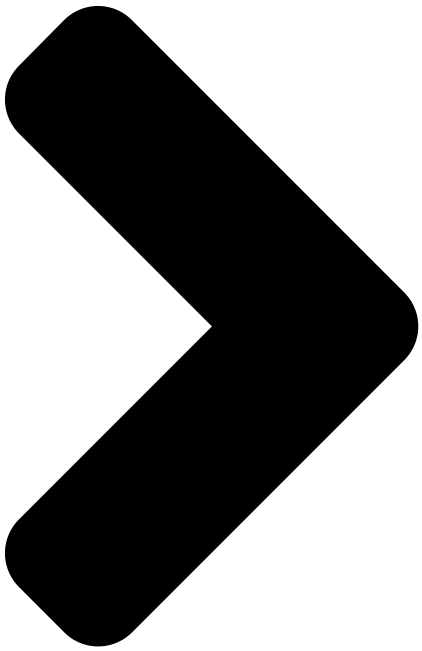




Each platform (social media, websites, etc.) has unique design specifications, making it a daunting task to keep the brand’s visual identity cohesive and detailed across all channels.

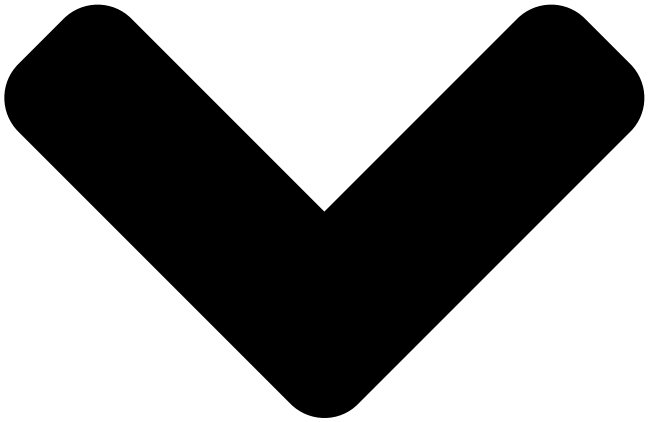
How do you balance creativity with functionality in digital marketing designs?

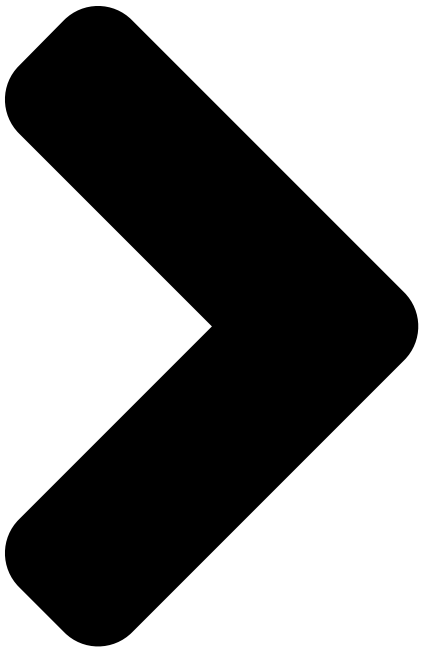




Striking the right balance requires a holistic approach that ensures designs are not only creative but also functional, enhancing user experience and driving conversions.

Why is SEO important for graphic design, and what makes it challenging?





SEO is crucial for online visibility. The challenge lies in optimizing images with correct alt tags and file names for search engines without compromising their visual appeal.

The primary challenge is encapsulating the brand’s essence – its values, personality, and messaging – within a visual design, requiring a deep understanding of the brand and its audience.

Designers must constantly monitor rapidly shifting design trends and adapt them to align with the brand’s identity, balancing current styles with timeless brand consistency.

Each platform (social media, websites, etc.) has unique design specifications, making it a daunting task to keep the brand’s visual identity cohesive and detailed across all channels.

Striking the right balance requires a holistic approach that ensures designs are not only creative but also functional, enhancing user experience and driving conversions.

SEO is crucial for online visibility. The challenge lies in optimizing images with correct alt tags and file names for search engines without compromising their visual appeal.

Reach Out to Us

Ready to Overcome These Graphic Design Challenges?

Partner with TSI Digital Solutions to navigate the digital canvas. Let our expertise in blending creativity, strategy, and technical skill elevate your digital marketing visuals.

Contact TSI Digital Solution today!

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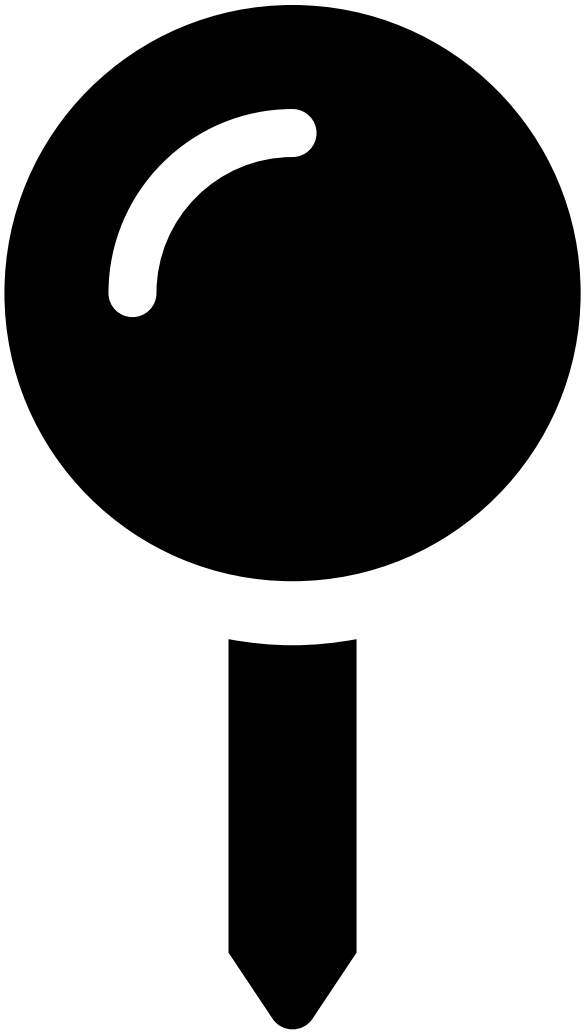

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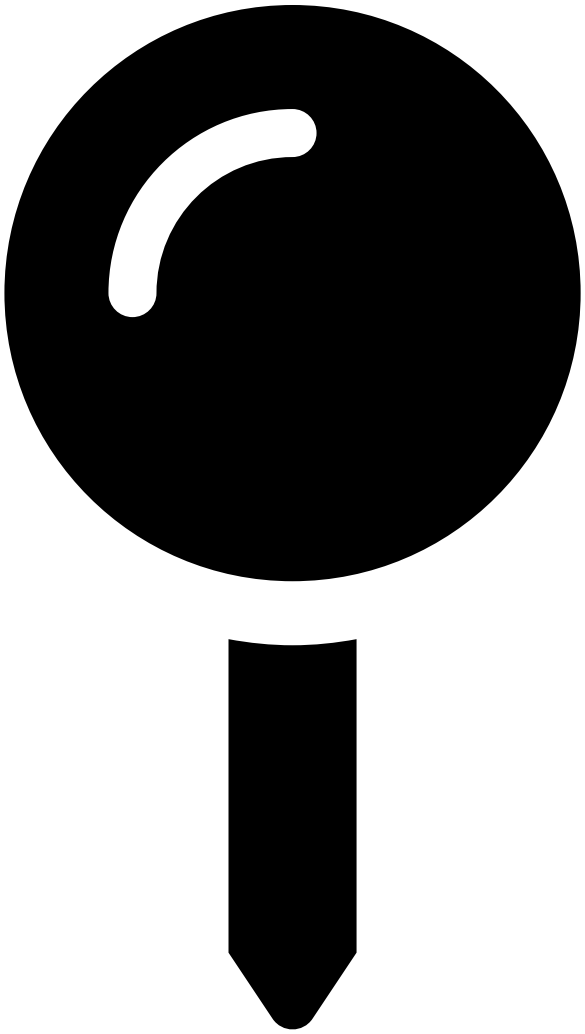

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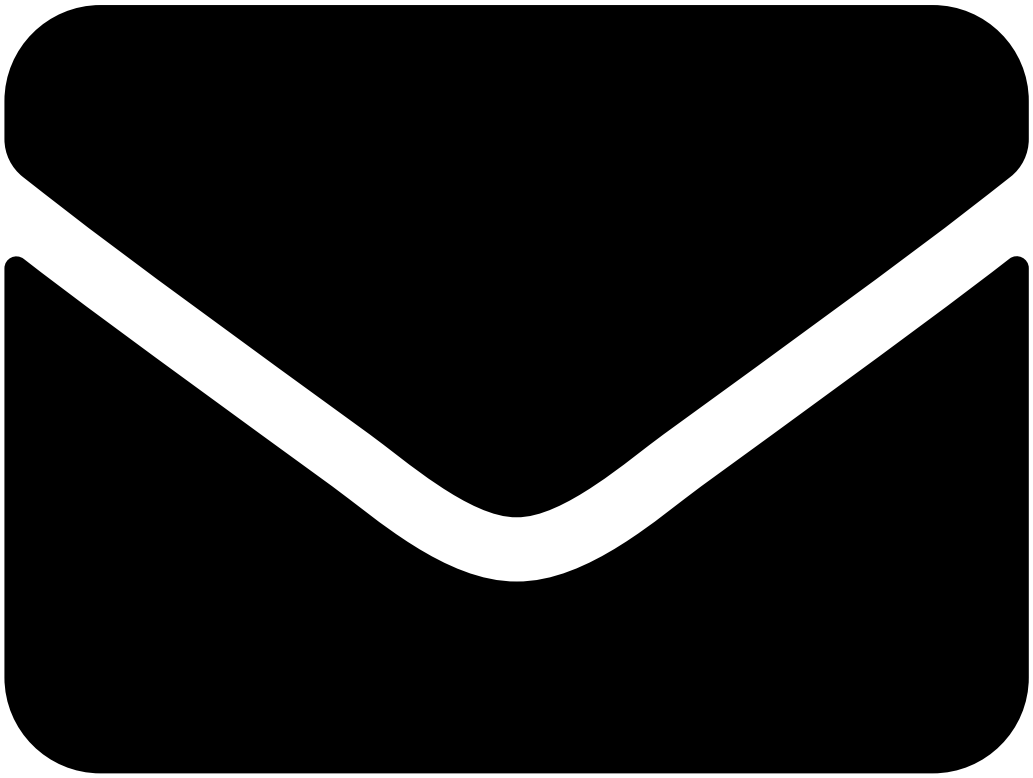

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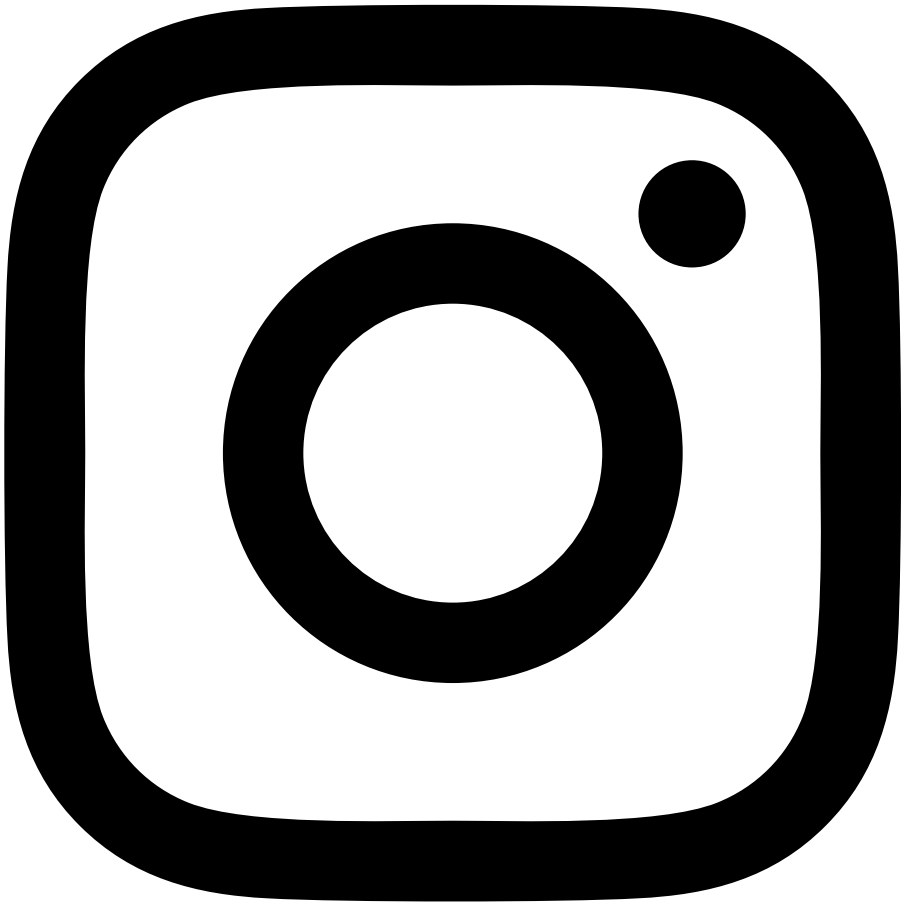

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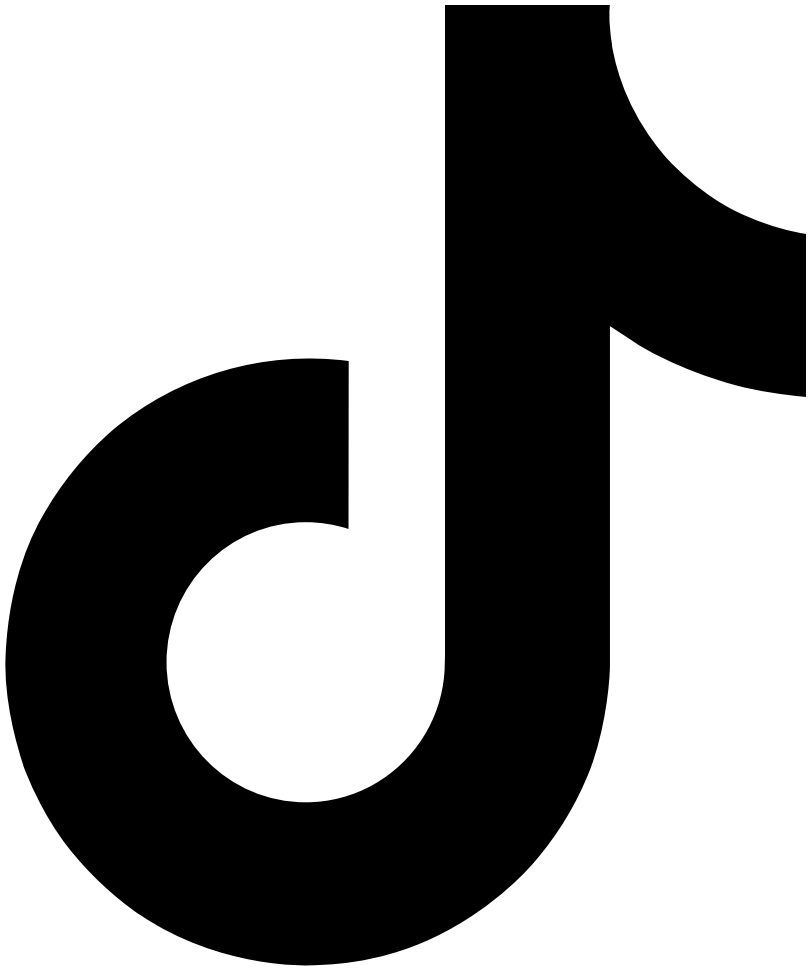

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