Design.

A picture speaks a thousand words.

It takes only 50 milliseconds to capture a user's attention, and even less time to form an opinion—between 17 and 50 ms, which means you have less than one second to show people who you are, what you offer and what makes you better than the competition.

Design is more powerful than ever. Not only does it represent a brand and reflect company culture, but it also transcends the brand message to consumers.

Great copywriting and design go hand in hand, both reliant on one another for across-the-board successful appeal. As design holds such importance in modern business, design culture and thinking should be heavily involved at the moment of executing strategy.

More design. Less data.

Companies that focus purely on data-driven strategies, without considering how design influences consumers' perceptions, run the risk of turning potential customers away.

Design is strongly related to customer psychology. What colors, fonts, sizes and images you choose will have a direct impact on your users and their decision to engage with your brand.

According to Steve Gustavson, Executive Creator at Adobe, 50% of companies confirm that design is a decisive factor when it comes to getting new business and achieving success.

User Experience is the new design.

UX design is the application of certain design practices to enhance user satisfaction with a product via improvements made in usability, accessibility and pleasure provided in the interaction with that product.

For your website or app design, not only do you need to aesthetically respect trends and best practices, but also take into account the ease at which your users can access and engage with its elements.

Good UX makes it easier for your customers to click, download, sign up, make a purchase, or whatever else you want them to do. In reality, it's a huge part of conveying your brand as a whole.

The key is to achieve optimal results through a seamless user flow merged with a clear structure that's easily accessible and anticipatory of users' needs. This structure is commonly referred to as Information Architecture.

According to Wikipedia, Information Architecture is "the art and science of organising and labelling data including: websites, intranets, online communities, software, books and other mediums of information, to support usability". The goal is to help users navigate the complex information in order to make decisions.

Design converts.

According to BuzzSumo, Facebook posts that include graphic design get 2.3 times more engagement. Of Course, there's one simple rule to seeing this kind of benefit: relevance is key. Choosing any old stock image isn't the way to win followers. Creativity is essential.

The same idea can be applied to Twitter. Tweets with images are 150 times more likely to be retweeted than those without. They get significantly more clicks and favorites, too.

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Creativity kills competition.

Design helps businesses slay the competition in the
marketplace.

Good visual content approaches an idea, solves a problem
or relieves a pain-point in an innovative way. Like this,
design can be used to empathise with the audience by
literally showing them what life would look and feel like
with pain-point x solved by your product, service, or advice.

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What's your brand missing?

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