

## 10 Ways That Graphic Design Benefits Your Business

Hiring a graphic designer to assist you with your company's visual language can add many benefits to your business. Whether you need a full rebrand or graphics for various marketing materials, working with an experienced graphic designer will help you to communicate your brand and message efficiently and effectively. This list highlights some of the major benefits of working with a graphic designer on your visual identity.

1. The ability to develop a strong logo and brand presence
  - a. The visual identity of your company starts first and foremost with your branding. Not only does branding include your logo design, it encompasses a much larger vision of the impressions that your company makes on clients or customers. Using a graphic designer (rather than a DIY method) to help you establish the visual aspects of your branding helps build the foundation for the visual language your company uses in your marketing. Curious to learn more about branding? Don't miss out on more info here (**link to branding post**).
2. Gives your company a cohesive and consistent visual identity
  - a. When developing your company's brand and visual identity, one of the most important aspects is cohesion and consistency. When some is scrolling on social media or flipping through a magazine and they see one of your ads, people see the visual style of the ad before they read any text. This means that before they read a catchy headline or see the call to action, they notice if the visuals are modern, feminine, traditional, childlike, masculine, or targeting other demographics. By working with a graphic designer, you ensure that you are communicating the same visual messages in all the artwork you use in marketing.
3. Take time and stress off your busy workload
  - a. Whether you are a business owner, manager, or dedicated employee, you probably have a full workload. Rather than attempting to find time in your schedule to create graphics, or adding more tasks to one of your employee's workloads, outsourcing visuals to a graphic design is an effective way to ensure that the work is done well without burdening you or your team.
4. Strengthen your first impressions with potential clients or customers
  - a. We live in a digital world, and if you are active in digital marketing, then many of your potential clients or customers are going to interact with you for the first time through your visual presence. Using a graphic designer to help you create and implement this visual voice will allow these potential consumers to clearly understand your message, target audience and ultimately increase their first impressions of your company.
5. Expertise and experience in the design and marketing fields
  - a. Many individuals or companies who use the DIY method for their graphics and branding miss strategic marketing opportunities due to lack of education and

experience in these fields. While they may technically save money by doing it themselves, they are also missing out on reaching potential new clients who can bring in more money to the company. Hiring a graphic designer with experience and expertise in their field will always bring more benefit to you and your company, allowing you to ultimately grow your business.

6. Collaboration on developing marketing and design strategies
  - a. Working with an experienced graphic designer allows you more benefits than just gaining graphic assets. They can also provide input and expertise on marketing and design strategies for your industry, and then execute them successfully. By allowing a graphic designer to learn about you and your company, they can pinpoint what is unique about your business and build your visual language upon that.
7. Set yourself apart from competition
  - a. Competition drives many different aspects of business, including your marketing efforts. Take a look at your competition and analyze what marketing efforts and visual communications they are using. A graphic designer can help you interpret what efforts are working for your competition and help you develop a strategy that allows you to differentiate yourself and rise above your competition.
8. Prevent yourself from making costly marketing mistakes
  - a. Choosing not to work with a professional graphic designer can create negative opportunities for your business to spend a lot of money on the wrong forms of advertising, digital advertisements that aren't set up properly, or graphics that are not drawing the right audiences for your business. You also may spend your valuable time on DIY graphics when it would be more beneficial for you to focus on other aspects of the business. Rather than wasting time and money, hire a graphic designer who can implement your marketing strategies successfully.
9. Understanding of industry standards
  - a. The design and marketing industries evolve quickly, so ensure that your company is on the forefront of those industry changes by working with a professional graphic designer that has a deep understanding of how they function. In addition, graphic designers have the benefit of understanding industry standards such as computer program knowledge, print production standards, and communication strategies.
10. Receive an outside perspective
  - a. As a business owner or employee who works daily with your business, it can be difficult to take a step back and see your company from the outside. Hiring an external graphic designer can open you up to innovative ways to market your business and discuss new ideas and strategies to help your company grow.

Here at JDGD we have years of experience in graphic design, branding, social media management, web design, and more. No matter what type of visual needs you have for your

company, we can help you determine your needs and execute a strategy that will help your business grow and thrive.

Contact us today at **website address** for a free consultation with us to discuss your design needs.