

GOOD DESIGN PAYS DIVIDENDS.





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A guide to investing  
in your business  
by making design  
a central part of it.

DEVELOPED BY FIFTH LETTER

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## **INTRODUCTION**

You may be launching your first business.  
Or your tenth.

You may have a professional service  
(such as practicing law) or sell some kind  
of product (in a package or as a series of  
zeros and ones).

And if you've been in business for any  
length of time, you're likely feeling  
some form of pain: too few customers,  
inconsistent communications, slicker  
and (at least seemingly) well-funded  
competitors.

What should you do?

Doubling down on creating a promise (your  
brand) and then delivering it effectively  
(your communications) works wonders.  
It helps you sleep at night.

A cornerstone of this process is good  
design.

## WHY?

If you have a product that fills a need or satisfies a desire, chances are someone else does too. If you care enough to make sure it's well-designed, you will have a distinct advantage over your competitors, most of whom aren't making the same investment.

In short, the value of good design is the increased possibility of success.

People notice these things. They really do.

Whether you're aware of it or not, you make design choices every day. Yes, you.

The clothes you wear, the car you drive, where you buy your groceries—there are reasons you've made these particular choices.

When you present yourself well you get more attention. The same goes for companies and organizations. Apple, Coke and Target weren't accidents.

## WHAT IS GOOD DESIGN?

Design is the physical manifestation of intent and a point of differentiation.

If you are introducing a product, you want it to be so tempting that people need to touch it, use it and experience it.

If you are re-introducing yourself through a new brand, you want a clever name, inviting colors and a logo that creates instant distinction in the marketplace.

If you are promoting an event, you want touchpoints along the way that will bring delight to your guest before they visit, once they have arrived and after they depart.

Good design isn't magic. It requires clear goals, expertise and resources to reach those goals, and the conviction to do it well.

**A WELL-DESIGNED OUTCOME  
CANNOT HAPPEN WITHOUT  
CLEAR GOALS, QUALITY  
CONTENT AND A CHOICE OF  
MATERIALS PEOPLE WILL FIND  
JOY IN ENGAGING WITH.**

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## **TIMING IS EVERYTHING.**

One of the hallmarks of good design is that it's considered from the outset of a project, not tacked-on later. Your marketing partner is there to help solve your problems, so why not get them involved as early as possible?

A quick tip: Build a relationship with your core creative team.

As you grow, it can be tempting to use multiple groups to stitch different projects and initiatives together. Large companies often do this, but they also have an internal team devoted to making sure all messaging is consistent. Do you?

A series of transactions will never result in any kind of meaningfully integrated marketing and always costs more time and money in the long run. But collaborating with a team who knows both your company and products as well as you do and anticipates your needs will save time and produce better results.

## **WHAT MAKES A CLIENT GOOD?**

Good clients aren't magic either. They show up with a clear goal and the will and resources to make it happen. They embrace collaboration and are willing to ask the right questions to get information that enables the creative team to do their best work. And they are 50-50 participants, present throughout the creative process.

Clients don't hire us because we're good with our hands, although that's certainly part of it. We're hired because our trained minds solve problems in ways that our clients' cannot. Our skill sets complement yours. After all, you don't want us to do the best work you can come up with. You want the best work we can come up with.

The most impactful results are always born of collaborative relationships.



## WHAT IS A GOOD RELATIONSHIP?

Good relationships are born from trust. Examples include sharing a realistic budget or flagging a problem when it comes up. Mutual respect comes from understanding that people with similar goals (the success of your project) are sitting across from you.

Whatever your measure of success is, trust your design partner and empower them to make it happen.

Fifth Letter's goal is a simple one that flies in the face of standard business convention: Develop a deep relationship with you.

What does that look like?

Brainstorming over morning coffee. Checking-in over lunch. Sliding work across the table during the day and a beer across the table at night. Hosting your events in our office. (Yes, this actually happens.) Getting together to vent, celebrate or simply decompress.

## WHY WORK WITH US?

Three great reasons:

- **Depth.** We have experience across a wide variety of projects and verticals.
- **Curiosity.** We are very quick learners and embrace the unknown.
- **Flexibility.** We have solved a wide variety of problems in media neutral ways.

We are both playful and purposeful.

We work with both in-house groups to support their marketing efforts as well as clients that lack internal marketing capabilities and outsource all their needs to us.

Then there are those times we all need an outside perspective for a problem that's been internal for too long. We can help with that too.

## WHAT'S NEXT?

Choosing a marketing partner is not a decision to take lightly. We're picky too. It's okay.

If you've found this guide helpful and are ready to invest in your potential, please visit us at [fifth-letter.com](http://fifth-letter.com) or call **336.723.5655**.

We look forward to hearing from you soon. And whether we do or do not, good luck with the next step of your business journey.

Now go get some sleep.







WHERE PEOPLE AND IDEAS GET TOGETHER

TEL: 336.723.5655 WEB: [FIFTH-LETTER.COM](http://FIFTH-LETTER.COM)

OFC: 803 TRADE STREET, W-S, NC 27101