

Visual Assets Checklist

MarketingPlatform - Required Assets for Investor Presentations

Version: 1.0 | **Last Updated:** January 2026

Overview

This document lists all visual assets needed to complete the investor presentation materials. Use this as a checklist to track what's created, what's pending, and what's nice-to-have.

Priority Levels:

- ● **Critical:** Must-have for presentations
 - ● **Important:** Strongly recommended
 - ● **Nice-to-Have:** Enhances presentation quality
-

1. Screenshots (30-40 Required)

Dashboard & Overview (8 screenshots)

- ● Main dashboard (logged-in view) - 1920x1080
- ● Empty state dashboard (new account) - 1920x1080
- ● Mobile dashboard view - 375x812
-

-  Dashboard with live campaign running - 1920x1080
-  User settings page - 1920x1080
-  Dark mode dashboard - 1920x1080
-  Team member list - 1920x1080
-  Notifications panel - 600x800

Notes: Clean UI, realistic data (not "Lorem Ipsum"), hide sensitive info

Contact Management (6 screenshots)

-  Contact list view (paginated, 100+ contacts) - 1920x1080
-  Contact detail page - 1920x1080
-  Import contacts screen (CSV upload in progress) - 1920x1080
-  Create segment screen (rule builder) - 1920x1080
-  Contact timeline/history - 1920x1080
-  Bulk contact export - 1920x1080

Notes: Show realistic contact data (faker.js), demonstrate segmentation power

Campaign Management (7 screenshots)

-  Campaign list (multiple campaigns, different statuses) - 1920x1080
-  Create campaign wizard (step 1: channel selection) - 1920x1080
-

-  Campaign editor (message composition) - 1920x1080
-  Campaign scheduling screen - 1920x1080
-  A/B test setup - 1920x1080
-  Campaign analytics (delivery, opens, clicks) - 1920x1080
-  Campaign preview (mobile + desktop) - Split view

Notes: Show SMS, MMS, Email campaigns. Highlight personalization tokens.

Workflow Designer (5 screenshots)

-  Workflow canvas (complex workflow, 10+ nodes) - 1920x1080
-  Workflow node configuration popup - 800x600
-  Workflow template library - 1920x1080
-  Workflow analytics (entry, completion rates) - 1920x1080
-  Mobile workflow view - 375x812

Notes: This is a key differentiator—make it look powerful but not complicated

Analytics & Reporting (5 screenshots)

-  Analytics dashboard (charts, graphs) - 1920x1080
-  Campaign performance table - 1920x1080
-  Revenue attribution chart - 1920x1080
-

-  Contact engagement heatmap - 1920x1080
- 
-  Exported PDF report sample - A4 size

Notes: Show impressive ROI numbers, visualizations that "wow"

Compliance & Settings (4 screenshots)

- 
-  Suppression list - 1920x1080
- 
-  Consent logs - 1920x1080
- 
-  GDPR tools (data export, erasure) - 1920x1080
- 
-  Two-factor authentication setup - 1920x1080

Notes: Demonstrate compliance isn't an afterthought

Billing & Subscription (3 screenshots)

- 
 -  Pricing page - 1920x1080
 - 
 -  Subscription management - 1920x1080
 - 
 -  Invoice example - A4 size
-

Misc UI (2 screenshots)

- 
-  OAuth2 login screen (Google, Microsoft buttons) - 1920x1080
- 
-  404/Error page - 1920x1080

2. Screen Recordings (10-15 Required)

Core Feature Demos (60-90 seconds each)

-  **Import 1,000 contacts from CSV** (30 sec)
 - Show: Upload file → Column mapping → Import progress → Success
-  **Create and send SMS campaign** (90 sec)
 - Show: Create campaign → Select audience → Write message → Schedule → Send
-  **Build workflow from scratch** (120 sec)
 - Show: Create workflow → Add nodes → Configure triggers → Connect nodes → Activate
-  **Create dynamic segment** (45 sec)
 - Show: Add rules (location, tags, engagement) → See real-time count
-  **Set up A/B test** (60 sec)
 - Show: Create variants → Configure test → Review and launch
-  **View campaign analytics** (30 sec)
 - Show: Dashboard → Campaign details → Drill into metrics
-  **Live message delivery** (45 sec, time-lapse)
 - Show: Campaign sending progress, real-time updates
-  **Mobile app usage** (30 sec)
 - Show: Check analytics on phone

Format: MP4, H.264 codec, 1920x1080 @ 30fps, no audio (or voiceover), 10MB max per file

Tools: OBS Studio (free), Loom, Camtasia

3. Diagrams & Illustrations (8-10 Required)

Architecture Diagrams

-  **System architecture** (high-level)
 - Components: Web UI, API, Database, Queue, External services
 - Format: PNG or SVG, 1920x1080, professional
-  **Data flow diagram**
 - Show: Contact import → Segmentation → Campaign → Delivery → Analytics
 - Format: PNG or SVG
-  **Workflow execution diagram**
 - Show: Trigger → Conditions → Actions → Goal tracking
 - Format: PNG or SVG

Tools: Lucidchart, Draw.io, Mermaid (code to PNG), Figma

Concept Illustrations

-  **Multi-channel concept**
 - Visual: One platform → SMS, MMS, Email
 - Style: Modern, clean icons
-

Customer journey map

- Example: New subscriber → Welcome email → SMS follow-up → Purchase → Loyalty campaign

-

Compliance workflow

- Visual: Opt-in → Consent log → Message send → Opt-out → Suppression

Style: Consistent color scheme (brand colors), minimalist, professional

Comparison Charts

-

Competitive feature matrix

- Table/chart: MarketingPlatform vs. 5 competitors
- Highlight where we win (checkmarks, colors)

-

Pricing comparison chart

- Bar chart: Our pricing vs. competitors for same features
- Show 40-70% savings

Tools: Excel/Google Sheets → Export as image, Canva, Figma

4. Logos & Branding (5 Required)

Company Logo

-

 **Primary logo** (full color) - PNG, transparent background, 2000px wide

-

 **Logo white version** (for dark backgrounds) - PNG, transparent

-

 **Logo icon only** (no text) - PNG, 512x512, square

-  **Logo grayscale** - PNG, transparent
-  **Logo variations** (vertical, horizontal) - PNG

Usage: Slide headers, PDF covers, website

Partner/Integration Logos

-  **Technology stack logos**
 - ASP.NET Core, SQL Server, Azure, Bootstrap, Hangfire
 - Size: 200x200 each, transparent PNG
-  **Integration logos**
 - Shopify, Salesforce, HubSpot, Twilio, SendGrid, Stripe
 - Size: 200x200 each

Source: Official brand kits from each company

5. Charts & Graphs (15-20 Required)

Market Opportunity

-  **TAM/SAM/SOM visualization**
 - Nested circles or funnel chart
 - Numbers: \$50.2B → \$12.8B → \$384M
-  **Market growth chart** (2020-2030)
 - Line chart showing 12.8% CAGR
 - Source: Industry reports

Financial Projections

-  **5-year revenue projection** (bar chart)
 - Bars: \$1.2M (2026) → \$54M (2030)
 - Y-axis: ARR, X-axis: Year
 -  **Customer growth projection** (line chart)
 - 500 → 15,000 customers over 5 years
 -  **Unit economics visualization**
 - Flowchart: CAC (\$450) → LTV (\$5,400) → 12:1 ratio
 -  **Payback period chart**
 - Show 1.5-month payback vs. industry avg 12-18 months
-

Traction Metrics

-  **MRR growth chart** (last 6 months)
 - Line chart: \$2K (Aug) → \$14K (Jan)
 - Show 210% MoM growth
 -  **Customer acquisition funnel**
 - Stages: Visitors → Trials → Customers
 - Conversion rates at each stage
-

Product Usage Stats

-  **Campaign performance** (average across all customers)
 - Bar chart: Delivery rate, open rate, click rate, conversion rate
 - Compare SMS vs. Email
 -  **Feature adoption** (pie chart)
 - % of customers using workflows, A/B testing, integrations
-

Competitive Analysis

-  **Pricing comparison** (bar chart)
 - Our \$299 vs. competitors for 50K contacts
-  **Feature comparison** (matrix heatmap)
 - Rows: Features, Columns: Competitors, Cells: /

Tools: Excel, Google Sheets, Chart.js, D3.js, Canva, Figma

6. Mockups & Prototypes (Optional but Impactful)

Product Mockups

-  **Mobile app mockup** (iOS/Android)
 - Show: Dashboard, campaigns, analytics on phone
 - Tool: Figma, Sketch, Marvel App
 - Format: PNG, 1242x2688 (iPhone), 1080x1920 (Android)

-  **Desktop mockup** (in browser window)
 - Tool: Screely, MockuPhone
 - Show: Platform in realistic browser chrome
-

Future Features (Roadmap Visuals)

-  **WhatsApp integration mockup**
-  **AI content generator mockup**
-  **Voice messaging interface mockup**

Purpose: Show vision for future, build excitement

7. Team & About (3-5 Photos)

Team Photos

-  **Founder headshots** (professional)
 - Size: 800x800, high resolution
 - Background: Neutral or blurred
 - Dress: Business casual
-  **Team photo** (full team if <15 people)
 - Size: 1920x1080
 - Setting: Office or casual
-  **Office/workspace photos**
 - Show: Team working, collaboration

Tools: Professional photographer (recommended), smartphone with portrait mode

8. Social Proof & Testimonials (5-10 Assets)

Customer Logos

-

Customer logo grid

- 10-20 customer logos (if permission granted)
- Size: Each logo 200x100, grayscale or color

Placement: "Trusted by" slide, website footer

Testimonial Graphics

-

Quote cards (5 testimonials)

- Design: Quote + Name + Title + Company + Photo
- Size: 1080x1080 (square for social)
- Tool: Canva

Example:

"MarketingPlatform increased our SMS open rates by 47%. Game-changer for our business." — Jane Doe, CMO at RetailCo

Case Study One-Pagers

-

PDF case studies (2-3 customers)

- Format: A4, 1-2 pages
- Content: Challenge, solution, results (with metrics)

9. Pitch Deck Specific Assets

Custom Slide Backgrounds

-  **Title slide background**
 - Abstract, professional, brand colors
 - Size: 1920x1080
 -  **Section divider backgrounds** (3-5 unique)
 - Match brand theme
 - Size: 1920x1080
-

Icons & Illustrations

-  **Feature icons** (set of 20)
 - SMS, Email, MMS, Analytics, Workflows, etc.
 - Style: Line icons or filled, consistent
 - Size: 256x256 PNG with transparency

Sources: Font Awesome, Heroicons, Feather Icons (free), or custom

10. Video Assets (Nice-to-Have)

Explainer Video

-  **90-second product explainer**
 - Animated or live-action
 - Script: What we do, why it matters, how it works

- Tool: Loom, Camtasia, or hire animator (Fiverr, Upwork)
-

Customer Testimonials

-  **Video testimonials** (30-60 sec each)
 - 2-3 happy customers
 - Format: MP4, 1080p, captions
-

Asset Creation Workflow

Priority Order

1. **Week 1:** Critical screenshots, company logo, core diagrams
2. **Week 2:** Important charts, team photos, screen recordings
3. **Week 3:** Nice-to-have mockups, testimonials, additional visuals

Tools Recommendation

Free:

- Screenshots: Built-in (Windows Snipping Tool, Mac Command+Shift+4)
- Screen Recording: OBS Studio
- Diagrams: Draw.io, Mermaid
- Charts: Google Sheets/Excel
- Photo Editing: GIMP
- Logo Design: Canva (free tier)

Paid (Worth It):

- Design: Figma (\$12/mo), Canva Pro (\$13/mo)
- Screen Recording: Camtasia (\$300 one-time)
- Stock Photos: Unsplash (free), Pexels (free), or Shutterstock

- Mockups: Placeit (\$30/mo)
-

Quality Standards

Screenshots

- **Resolution:** Minimum 1920x1080 (for presentations)
- **Format:** PNG (lossless) for UI, JPG for photos
- **File Size:** <5MB each (compress if needed)
- **Content:** Realistic data, clean UI, no typos

Videos

- **Resolution:** 1920x1080 @ 30fps
- **Format:** MP4 (H.264 codec)
- **Length:** 30-120 seconds (attention span)
- **Size:** <50MB (use compression)

Diagrams

- **Format:** SVG (scalable) or high-res PNG
- **Style:** Consistent colors, fonts, iconography
- **Clarity:** Readable at both large and small sizes

Charts

- **Format:** PNG or SVG
 - **Colors:** Brand colors, color-blind friendly
 - **Labels:** Clear axis labels, legends, data labels
 - **Source:** Cite data sources when applicable
-

Asset Organization

Directory Structure:

```
/assets
  /screenshots
    /dashboard
    /contacts
    /campaigns
    /workflows
    /analytics
  /videos
    /demos
    /testimonials
  /diagrams
    /architecture
    /flows
  /charts
    /financial
    /metrics
    /competitive
  /logos
    /company
    /partners
  /photos
    /team
    /office
  /mockups
```

Naming Convention:

- Descriptive names: `dashboard-overview-logged-in.png`
- Version if multiple: `dashboard-overview-v2.png`
- No spaces: Use hyphens `-` or underscores `_`

Delivery Checklist

Before Sending to Designers/Stakeholders:

- All critical assets created
 - Files organized in proper directories
 - File names follow convention
 - Quality reviewed (no blurry images, typos, etc.)
 - Compressed files to reasonable sizes
 - Create ZIP archive for easy sharing
 - README.txt with asset descriptions
-

Outsourcing Options

DIY (Free - Low Cost)

- **Time:** 20-40 hours
- **Tools:** Canva, GIMP, OBS, Google Sheets
- **Best For:** Bootstrapped, early-stage

Freelancer (Medium Cost)

- **Cost:** \$500-\$2,000
- **Platforms:** Fiverr, Upwork, 99designs
- **Timeline:** 1-2 weeks
- **Best For:** Specific assets (logo, diagrams, videos)

Agency (High Cost, High Quality)

- **Cost:** \$5,000-\$20,000
 - **Timeline:** 4-8 weeks
 - **Deliverables:** Complete brand kit, presentation deck, videos
 - **Best For:** Well-funded, major investor pitches
-

Next Steps

1. **Prioritize:** Start with  critical assets
 2. **Assign:** Who creates what (internal vs. outsource)
 3. **Timeline:** Set deadlines for each asset batch
 4. **Review:** Regular quality checks
 5. **Iterate:** Refine based on feedback
-

Document Version: 1.0

Last Updated: January 2026

Contact: design@marketingplatform.com