

# Visual Assets Checklist

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## MarketingPlatform - Required Assets for Investor Presentations

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### Overview

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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
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## 1. Screenshots (30-40 Required)

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### 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

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## 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

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## 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.

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## 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

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## 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"

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## 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

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## Billing & Subscription (3 screenshots)

-   Pricing page - 1920x1080
  -   Subscription management - 1920x1080
  -   Invoice example - A4 size
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## Misc UI (2 screenshots)









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

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## 2. Screen Recordings (10-15 Required)

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### 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

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## 3. Diagrams & Illustrations (8-10 Required)

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### 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

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### 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

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## 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

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## 4. Logos & Branding (5 Required)

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### 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

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## 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

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## 5. Charts & Graphs (15-20 Required)

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### 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
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## 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

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## 6. Mockups & Prototypes (Optional but Impactful)

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### 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
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## Future Features (Roadmap Visuals)

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

**Purpose:** Show vision for future, build excitement

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## 7. Team & About (3-5 Photos)

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### 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

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

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### 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

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### 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*

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### 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

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### 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

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## 10. Video Assets (Nice-to-Have)

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### 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)

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## Customer Testimonials

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

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## 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)

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## Quality Standards

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### 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
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## Asset Organization

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### 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

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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
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## Outsourcing Options

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### 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
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## Next Steps

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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
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