

DAY 1 — THE MARKETER MINDSET: From “Designer” → “Strategic Problem Solver”

Day Goal

Shifting identity:

You are NOT a designer who posts. You are a marketer who uses design to drive business results.

1.1 Why Marketing Design Is Different

Most new designers think:

- “I need to make something pretty.”
- “I need to use trending colors.”
- “The client wants 3 posts — let me design 3 posts.”

But in Golden Web Media, we shift that thinking:

✓ **Design is NOT decoration. Design is communication.**

The purpose is to:

- influence behavior
- solve a business problem
- increase sales, trust, or engagement
- guide the audience to take an action (DM, click, buy)

✓ **If a design is beautiful but doesn't convert — it FAILED.**

If a design is simple but converts — it **SUCCEEDED.**

This mindset is the foundation of the entire course.

1.2 The Golden Triangle

Every design must sit at the intersection of:

1 Client Business Goal

Ask:

What is the client trying to achieve?

Examples:

- More appointments
- More website clicks
- Promote a new offer
- Build awareness
- Increase engagement

2 Audience Problem or Desire

Ask:

What is the audience struggling with or dreaming about?

Examples:

- Real estate clients: "I don't know how to finance a home."
- Beauty salon clients: "I want smooth skin but don't know what treatment to choose."
- Coaches' clients: "I want to lose weight but I lack motivation."

3 The Solution (Offer)

What EXACTLY helps them?

- treatments
- meal prep plan
- answering service
- coaching program
- real estate service

Your design connects the dots.

If a post doesn't connect problem → solution → CTA, it has no purpose.

1.3 Asking the Right Questions BEFORE Designing

Before you open Canva or Photoshop, these questions MUST be answered:

Essential Discovery Questions

1. What is the business goal of this design?
2. What problem are we addressing?
3. Who exactly is the target audience?
4. What transformation or result are they looking for?
5. What do we want them to do after seeing this? (CTA)
6. Where will this design be published? (IG feed, story, ad, WhatsApp, website)

Without this, the design will be random.

1.4 Deep Lesson: Pretty vs Profitable Design

✗ Pretty Design (Wrong Approach)

- Focus on colors
- Aesthetic
- Nice fonts
- Over-decorated elements
- Trendy templates
- No clear CTA

✓ Profitable Marketing Design (Correct Approach)

- Hook-focused
- Clear value
- Audience pain addressed
- Unique offer shown
- Strong CTA
- Strategic layout
- Designed for conversion

Example:

BAD DESIGN:

"Summer Promo – 20% Off Facial" (small text, generic background)

GOOD MARKETING DESIGN:

"Struggling with dull, dry skin?

Try our Hydrating Facial – 20% Off this week.

➡ Book now"

1.5 Deep Exercise for Day 1 — The “5 WHYs”

Scenario:

"Client: dentist wants 3 posts per week."

You must ask WHY until you reach the ROOT problem.

Example solution:

1. Why do they want 3 posts?
→ To be active.
2. Why do they want activity?
→ They want more people to see them.
3. Why do they need more visibility?
→ They want new patients.
4. Why do they need new patients?
→ Their clinic is slow during weekdays.
5. Why are weekdays slow?
→ People don't know about their root canal expertise.

Real Design Goal:

Promote their *root canal expertise* to attract weekday appointments.

This is REAL strategy.

1.6 Day 1 Assignment

You must choose ONE existing design (from GSM / GAS / GDM or online) and answer:

✓ 1. What is the purpose of this design?

Awareness? Engagement? Conversion?

✓ 2. Who is the target audience?

Men? Women? Business owners? Moms? Patients?

✓ 3. What problem is being addressed?

If none is addressed → ineffective design.

✓ 4. Is there a CTA?

If not → redesign needed.

✓ 5. Does this design support a business goal?

Yes or no — and explain why.

DAY 2 — KNOW THE AUDIENCE: Research, Pain Points, Objections, Desires

Day Goal

Teach designers how to THINK like marketers by understanding humans deeply.

2.1 What Is a Buyer Persona

A persona = a specific profile of the ideal customer.

Instead of designing for “everyone,” we design for:

- busy moms
- young professionals
- real estate investors
- students
- small business owners

Personas make designs sharper and more relevant.

2.2 Mapping the Audience

fill out the following:

✓ Demographic

- Age
- Gender
- Income
- Location
- Occupation

✓ Daily Life (Context)

- How do they live?
- Busy? Relaxed? Overwhelmed?

- When do they scroll?

✓ Pain Points (Problems)

The #1 fuel for marketing design.

Examples:

- Overweight → no time to cook
- Real estate lead → fear of mortgage papers
- Business owner → overwhelmed with calls
- Beauty client → insecure about skin texture

✓ Desires (Dreams)

People buy because of desire.

Examples:

- Clear skin
- A calm house
- More money
- A beautiful home
- More time with family
- Organized life

✓ Objections (Fears)

Before buying, people hesitate:

- Too expensive
- Does it work?
- Is it safe?
- Is it worth it?
- Will it take too long?

Once you understand THIS...

your designs become powerful.

2.3 “Message Before Visual” — Deep Lesson

Most beginners start design first. **Wrong.**

Strategic designers start with **copywriting**:

1. Hook
2. Supporting line
3. Pain or desire

4. Proof
5. CTA

The design is simply the *container* for the message.

2.4 Deep Exercise — Pain—Desire—Objection Table

Example Client: Real Estate Agent

Fill the following:

Pain	Desire	Objection
Hard to find good deals *	Safe investment *	No budget *
Scared of paperwork *	Quick closing *	Scared of scams *
Don't trust agents *	Transparent process *	High commissions *

Then:

create 3 posts based on this table.

2.5 Day 2 Assignment

Pick a niche (ex: clinic, real estate, coach, restaurant).

Create:

- 3 hooks
- 3 benefit lines
- 3 CTAs

No design needed yet.
Just text hierarchy.

DAY 3 — DESIGN PILLARS FOR HIGH-CONVERTING DELIVERABLES

Day Goal

Teach the exact pillars GSM requires for every single design.

3.1 The 7 Golden Smart Media Design Pillars

1 Clarity

The audience must understand the message in **3 seconds**.

2 Relevance

Design must speak directly to the audience's current problem.

3 Hierarchy

Guide the eye: HOOK → BENEFIT → PROOF → CTA

This is where most beginner designers fail.

4 Conversion Focus

- Clear CTA
- Remove distractions
- Make action easy

5 Brand Consistency

Fonts, tone, color... always aligned with brand guide.

6 Platform Optimization

- No tiny text on stories

- No long paragraphs on ads
- Website must be readable on mobile
- Reels cover must be bold

7 Accessibility

Contrast, spacing, font size.
Never make text hard to read.

3.2 Bad vs Good Design Breakdown

Show 3 examples:

Bad:

- Too much text
- No CTA
- Random colors
- No hierarchy
- Irrelevant stock photo

Good:

- 6–10 words max
 - Big, bold hook
 - Clear CTA
 - Eye path is clean
 - Visual supports message
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3.3 Deep Exercise — Pillar Audit

You must analyze 3 designs using all pillars.

Example:

Design: Beauty Clinic Offer

Weak: small text, no pain addressed
Strong: nice color palette

Recommendations:

- Use bigger hook
- Add CTA
- Connect pain (“Tired of dull skin?”)

repeat this for 2 more designs.

3.4 Day 3 Assignment

Design a simple static post that includes:

- Hook
- Benefit
- CTA

Then audit the design using the 7 pillars.

DAY 4 — DESIGNING FOR THE MARKETING FUNNEL (TOF-MOF-BOF)

Day Goal

Teach designers HOW to design differently based on the business goal.

4.1 The Funnel (Deep Explanation)

TOF – Top of Funnel (Awareness)

Goal: reach new people

Design style: bold, entertaining, educational, inspirational

Examples:

- Carousels
- Viral quotes
- Infographics

MOF – Middle of Funnel (Trust / Nurture)

Goal: build relationship

Design style: proof, education, brand strength

Examples:

- Testimonials
- Before/after
- FAQs
- Case studies

BOF – Bottom of Funnel (Conversion)

Goal: sell, book, DM

Design style: direct, clear, offer-focused

Examples:

- Promo post
- WhatsApp story
- Offer reel cover
- Website landing page hero

4.2 How Design Changes by Funnel Stage

Stage	Purpose	Design Approach
TOF	Reach	Big hooks, curiosity visuals
MOF	Nurture	Value, proof, education
BOF	Convert	Offer, CTA, urgency

4.3 Deep Exercise — One Client, Three Designs

Example Client: Beauty Salon

You must create:

✓ TOF Post

Hook: "Why your skin looks dull (and how to fix it)"

Goal: reach new people

✓ MOF Post

Hook: "Client review: 'My skin changed in 3 weeks'"

Goal: build trust

✓ BOF Post

Hook: "Get 20% Off Our Hydrating Facial – This Week Only"

Goal: bookings

4.4 Day 4 Assignment

Pick 1 GSM client and create:

- 1 TOF concept
- 1 MOF concept
- 1 BOF concept

Include:

- Hook
 - Visual idea
 - CTA
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DAY 5 — THE GSM DESIGN WORKFLOW: From Brief → Strategy → Design → Review

Day Goal

Give the team a repeatable internal process that ensures all designs are strategic.

5.1 The 5S Framework

S1 – STUDY

Understand:

- client goal
- target audience
- offer
- platform
- funnel stage

S2 – STRATEGIZE

Decide:

- what message they need
- what problem to address
- how to position the offer
- what CTA to use

S3 – SKETCH

Layout the post BEFORE designing it:

- left image, right text?
- centered hero?
- colored background?
- CTA placement?

S4 – SHAPE

Now design:

- colors
- fonts
- images
- graphic elements
- icons
- headline hierarchy

S5 – SCORE

Use the GSM review checklist:

- Clear?
- Relevant?
- CTA visible?
- On brand?
- Designed for the platform?

This is your **quality control system**.

5.2 Deep Capstone Exercise — “HealthyBites Meal Prep”

You must:

S1 Study

Define:

- target: busy professionals, moms
- pain: no time to cook
- offer: weekly healthy meals
- goal: new subscriptions

S2 Strategize

Core message:

“Healthy meals delivered weekly — no cooking, no stress.”

CTA:

“DM us ‘MEAL’ to start”

S3 Sketch

Layout quick mockup.

S4 Shape

Design 1 BOF post + 1 MOF post.

S5 Score

Explain 3 things they would improve.

5.3 Day 5 Assignment

Submit:

- 1 full design
- 1 filled 5S worksheet

- 1 personal design checklist they will use for future projects

