

Engagio

Helped with messaging and drove the design of Engagio's campaigns and created visual assets for UI, social banners, content, and promotions.



Role: Visual Designer | UX designer

Tools: Illustrator | InDesign | Photoshop | Sketch, InVision

Processes: Mockups | Iterative Design | Prototyping | Testing

Date: January 2018

About Engagio

Engagio is a leader in the Account Based Marketing space. Despite being only 3 years old, the B2B SaaS startup already has over a hundred customers. The company has several enterprise products that allow for marketing orchestration and analytics, helping marketers target important accounts.

Role

I was hired at Engagio to mainly design digital marketing collateral, but also to move the company aesthetic and messaging towards something more modern. While the company has a brand guide, there were many inconsistencies across the designs. My job was to promote a cohesive brand style and provide a stronger visual identity as a marketing software company.

As the go-to person for all of marketing designs, my responsibilities include but are not limited to the following:

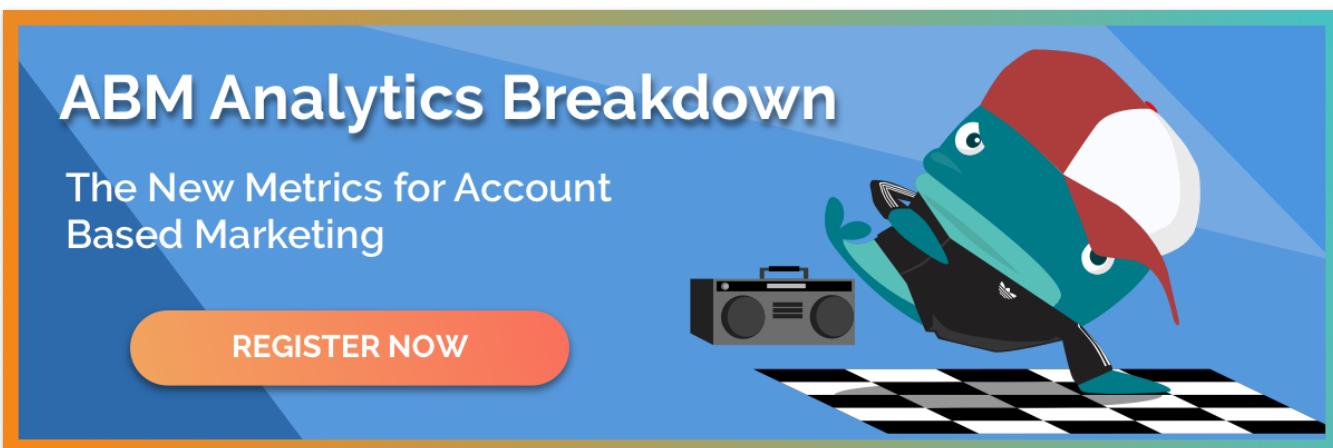
- Website UX/UI
- Social banners (Facebook/Twitter/LinkedIn/blog)
- Marketo Email Templates
- Infographics
- Case Studies
- Digital brochures
- eBooks
- Event flyers
- Event booth graphics
- All things design-related (except for product)

I was heavily involved with forming the identity of our campaigns. I worked closely with the Field Events Marketer, Product Marketer, CMO, Director of Growth, and Head of Demand Gen to craft the theme of our messaging. These campaigns would promote webinars, new products, conferences, and eBooks.

Digital Ads

My responsibilities include the creation of graphics to promote our campaigns through all channels of acquisition. I've contributed a design system which includes templates and assets that are reusable. I had the pleasure of pitching lots of creative ideas that ended up getting approved for the themes that would shape our webinars and promotional messaging. Of course I worked hand-in-hand with the different members of the marketing team to achieve this.

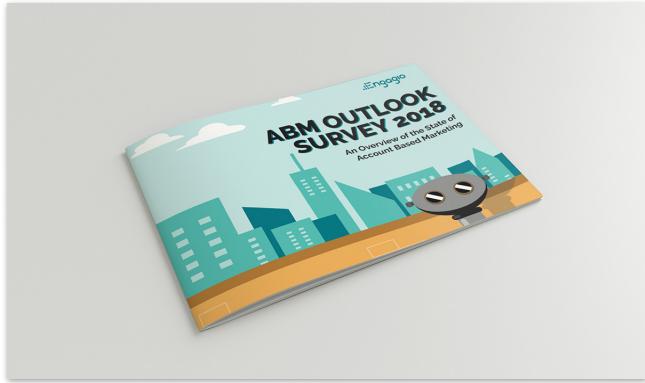




Before my arrival, the company was using a lot of nautical stock photos, turquoise overlays, and a whale character by the name of Gio. I limited the use of Gio and designed custom graphics to give our look some more "pop" and originality. By getting away from the maritime theme, we opened ourselves up to more options for a modern feel.

Pamphlets and Digital Guides

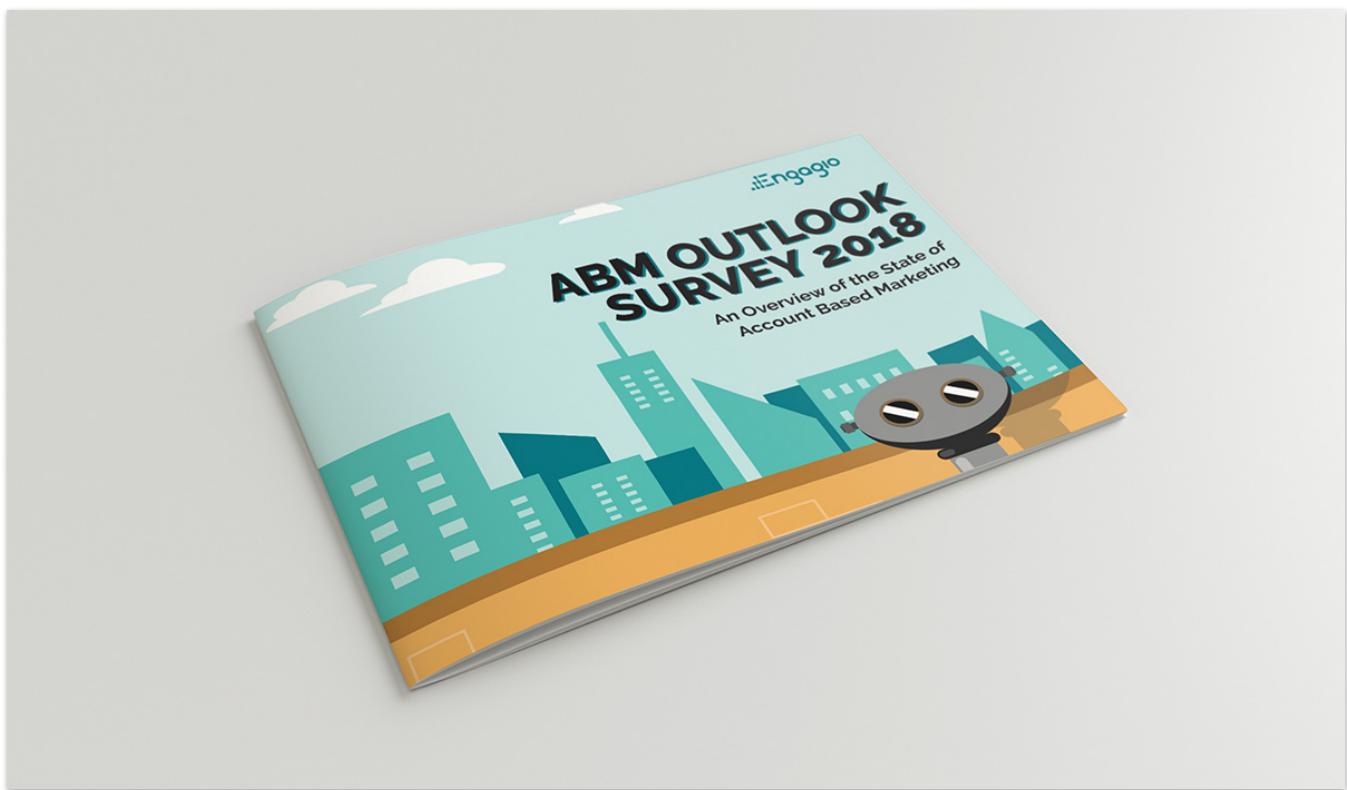
I created custom artwork for content marketing which include digital guides, infographics, and one pagers. Most of the print materials that I designed are informational pieces given away at conferences.



The cover I illustrated for ABM Outlook Survey which was also used for a homepage takeover



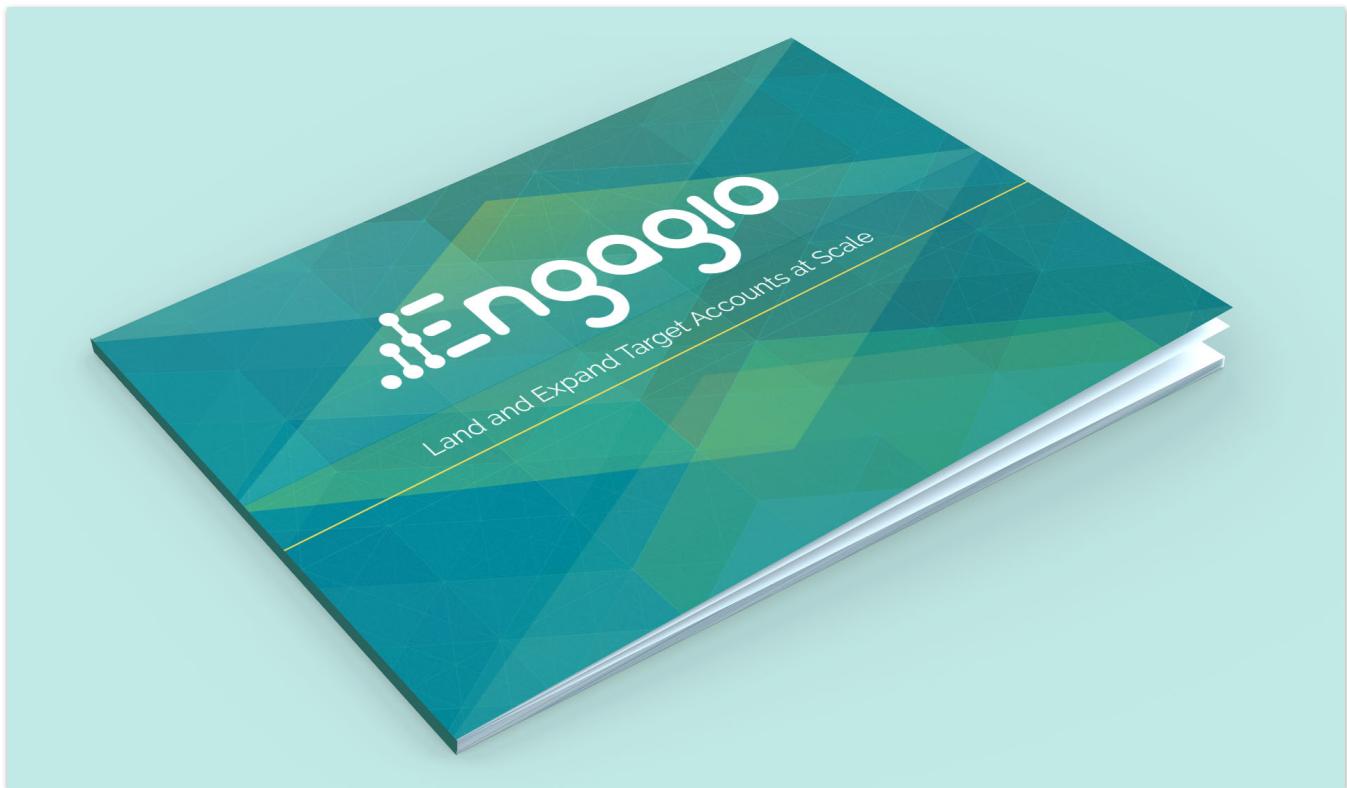
The infographics and imagery are all original



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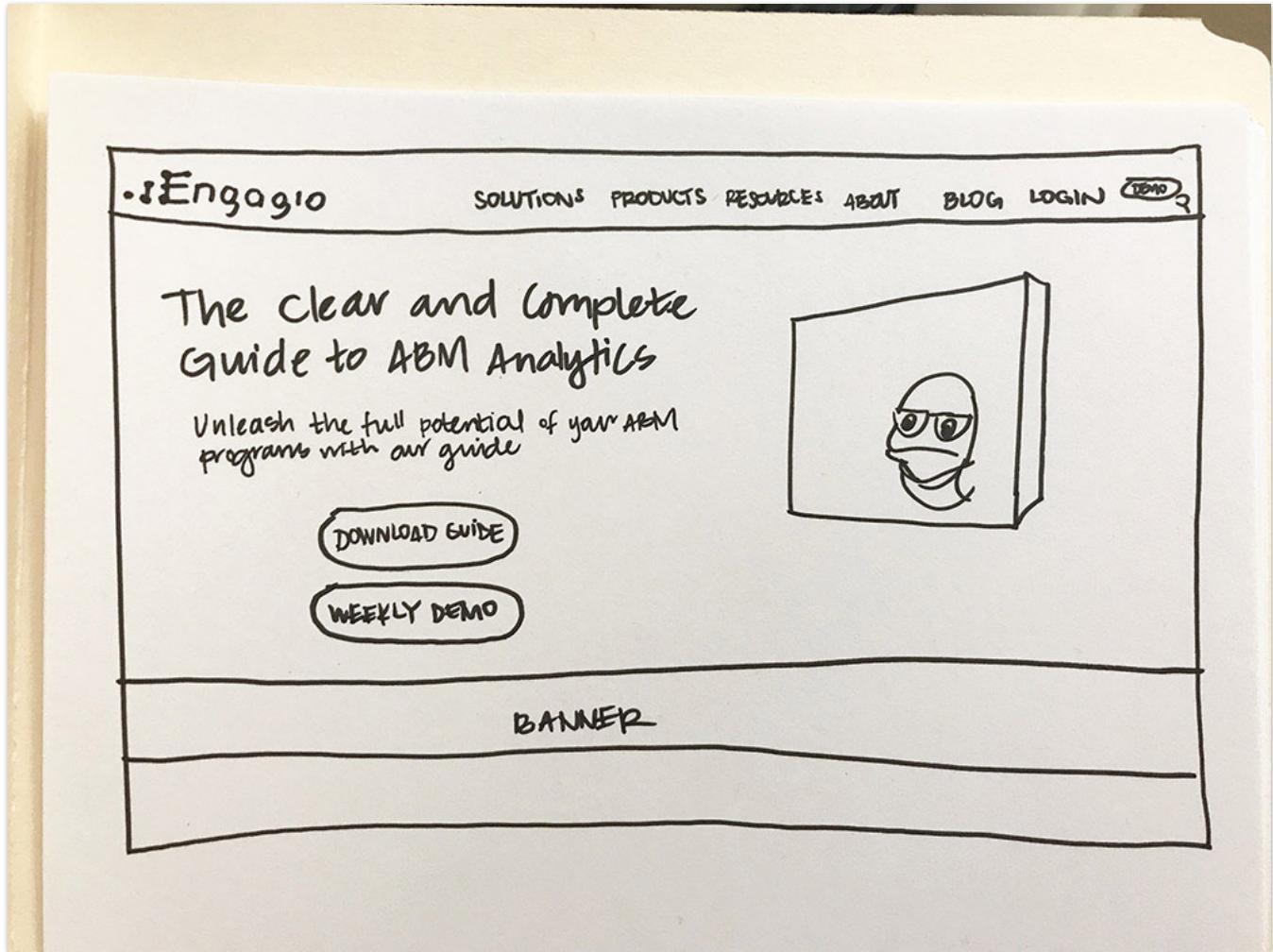


One of the items we give away at conferences include an informational brochure about Engagio ABM best practices

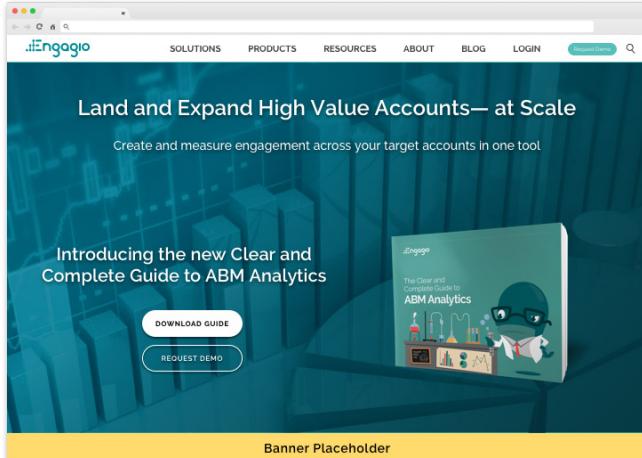
I was also responsible for designs around gifting. Usually these were simple things including camera covers, bookmarks, stickers, and flyers.

The Clear and Complete Guide to ABM Analytics

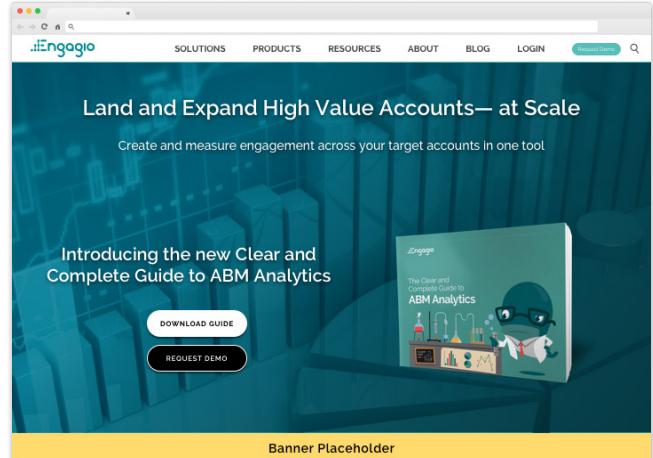
During periods of promotional campaigns, I would create accompanying graphics, change the homepage, and build out landing pages. One of the things we promoted was an eBook called the Clear and Complete Guide to ABM Analytics, written by our CEO.



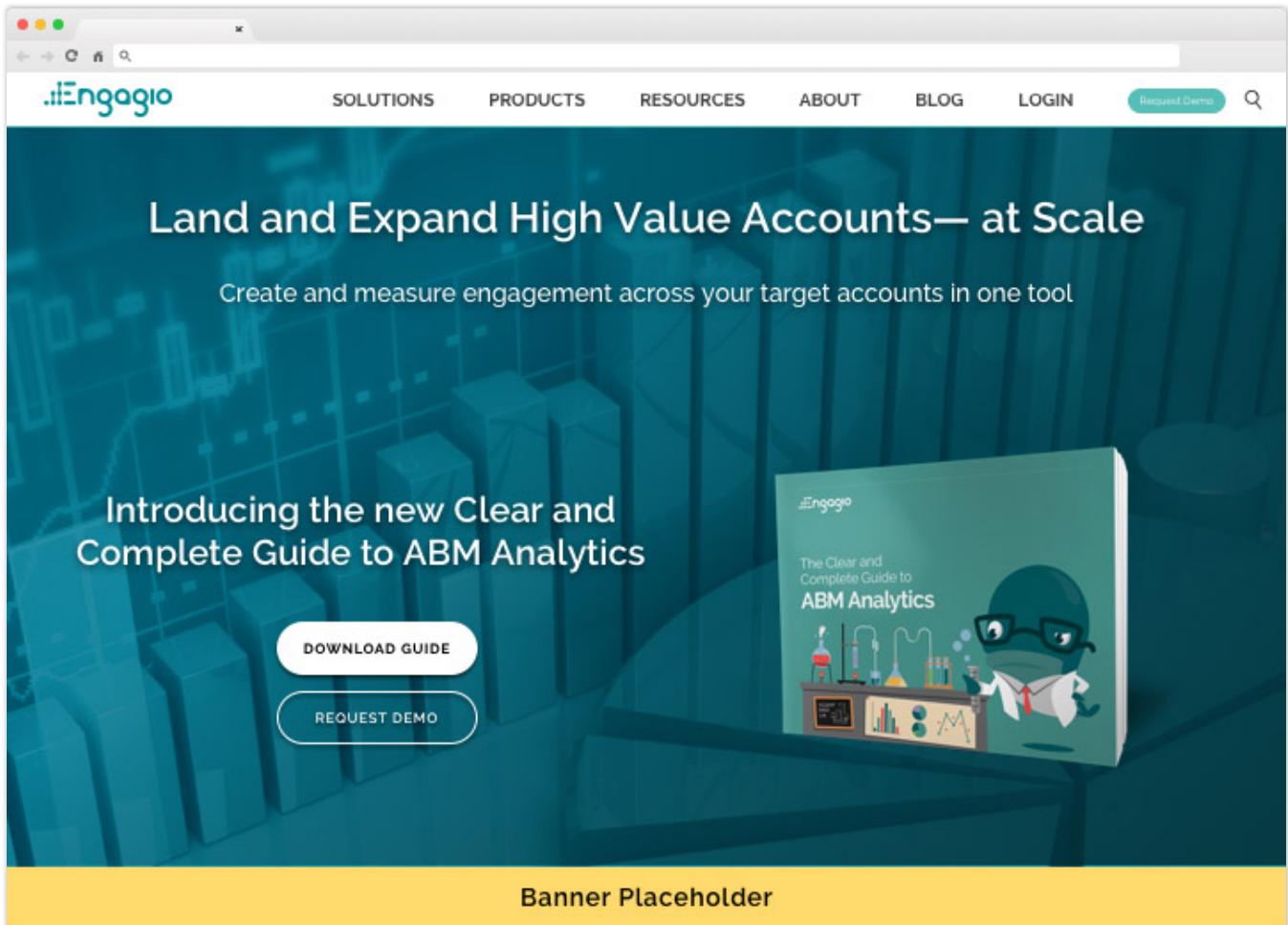
A mockup of the eBook homepage spotlight



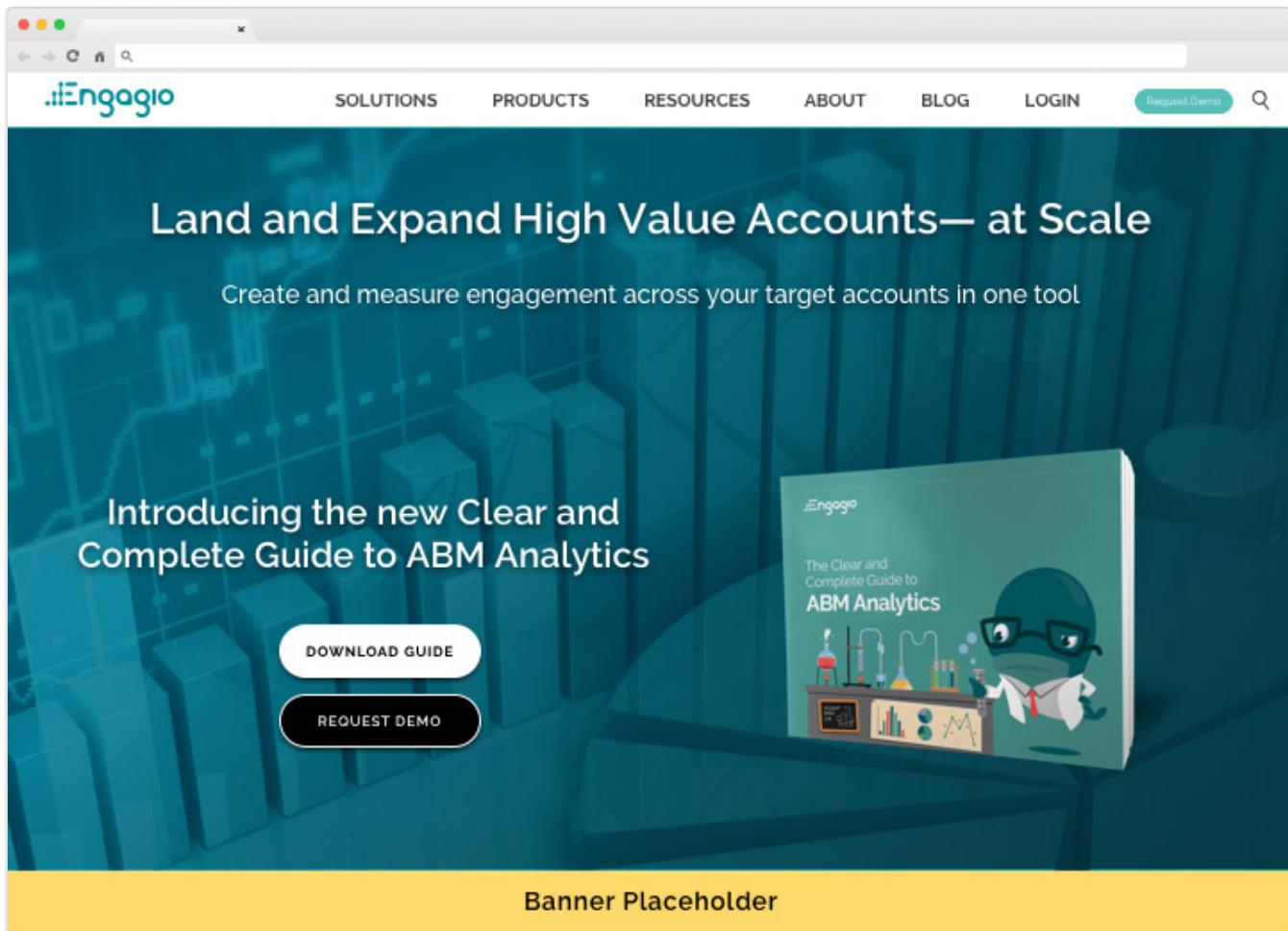
The high fidelity version mockup without the Request Demo mouseover event



The secondary Request Demo button gains a fill during a mouseover event



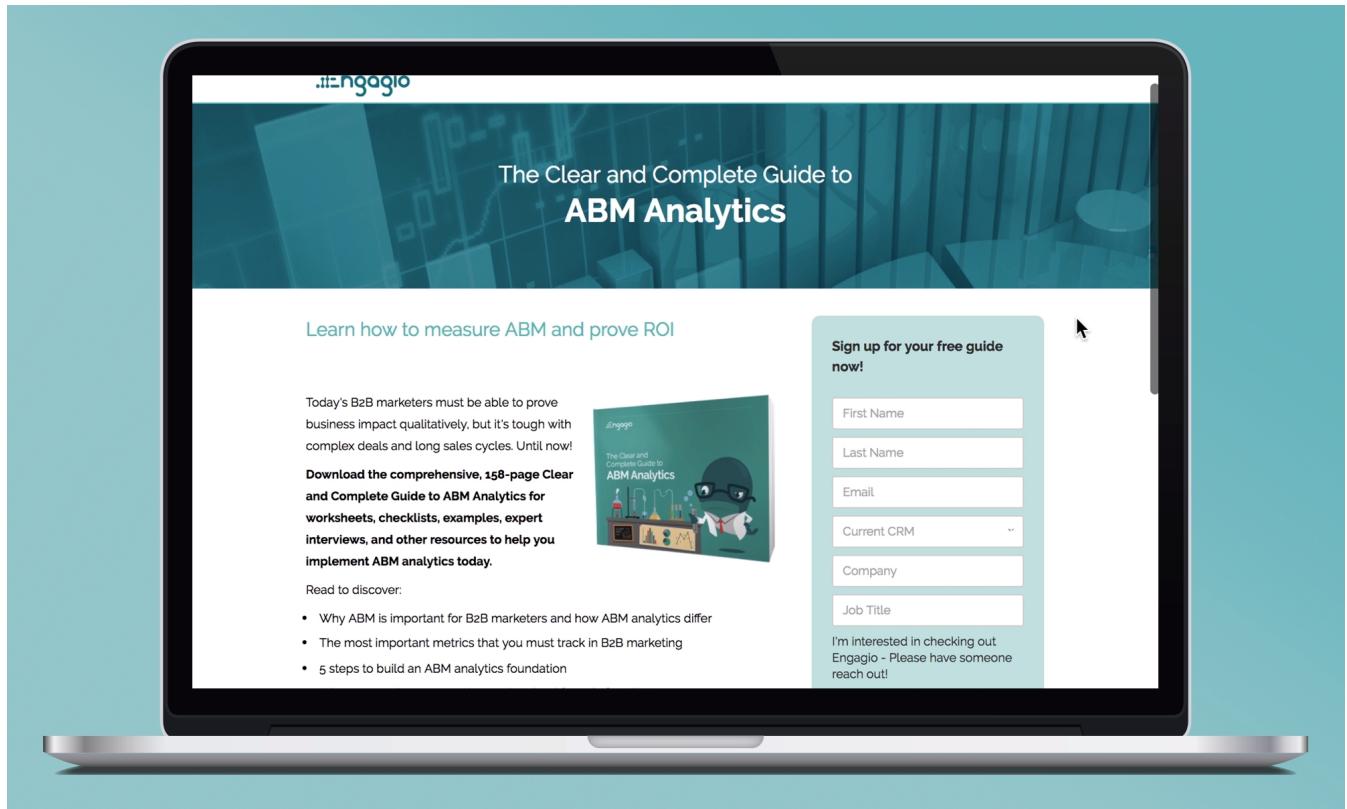
The high fidelity version mockup without the Request Demo mouseover event



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The homepage takeover was implemented on Wordpress. We did some testing around with the CTA colors and ended with this final design because they were proven to increase conversions.

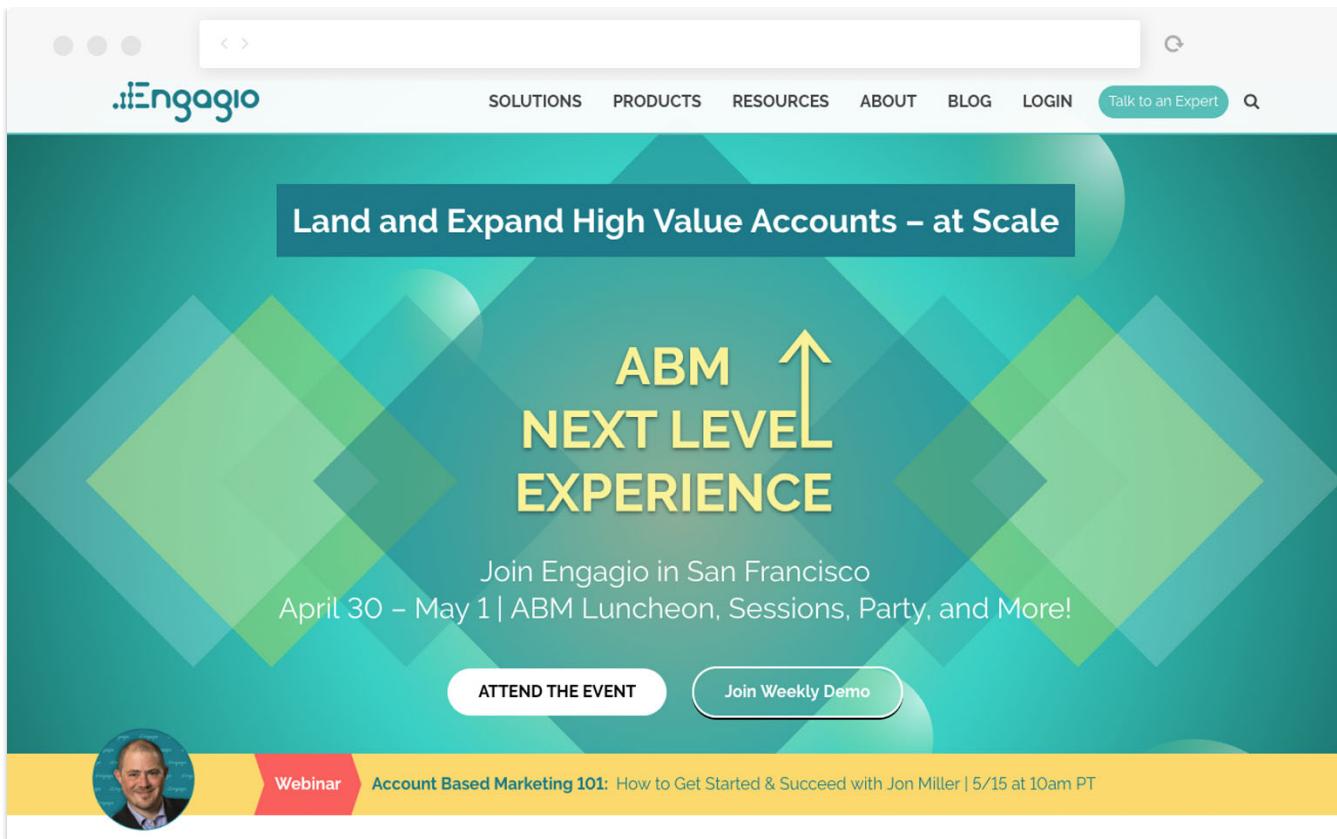
The next step was to introduce a fresh design for our landing pages, especially for this eBook release. The CEO and marketing team felt that the current landing pages were drawl and wanted to spruce things up. We used Marketo to build these pages, in which I used custom HTML/CSS along with some graphics I created in Illustrator.



Users fill out the form on the landing page in order to download the guide

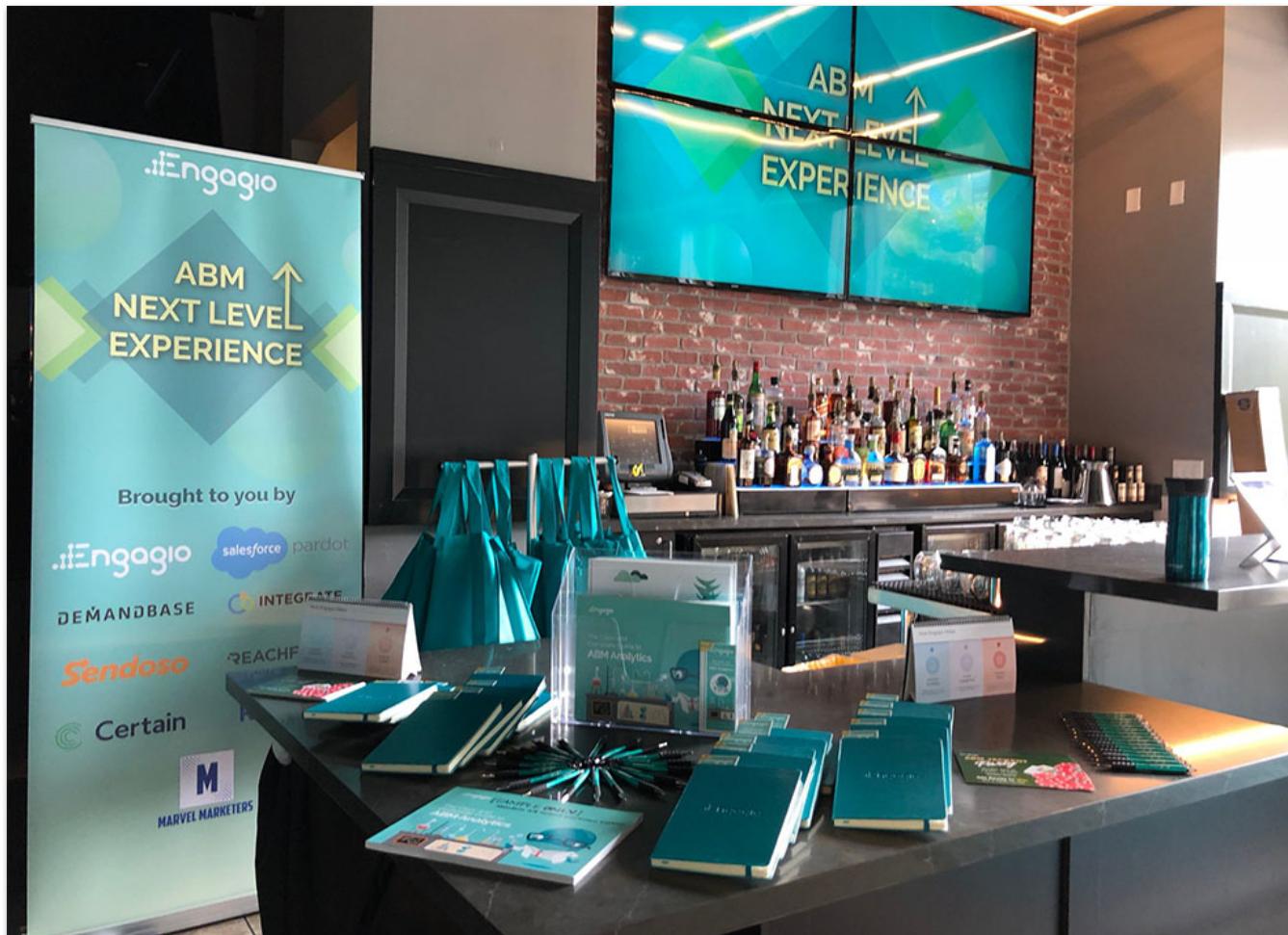
ABM Next Level Experience

Instead of attending Marketo Summit this year, Engagio hosted their own party at Jillian's SF on the same night. I designed the entire campaign aesthetic and marketing assets leading up to the event, which included all promotional materials and event pieces.



The Engagio homepage features a teal and green abstract background. At the top, the Engagio logo is on the left, and a navigation bar with links for SOLUTIONS, PRODUCTS, RESOURCES, ABOUT, BLOG, LOGIN, and a 'Talk to an Expert' button is on the right. A search icon is also present. A dark blue header bar contains the text 'Land and Expand High Value Accounts – at Scale'. Below this, a large yellow graphic with the text 'ABM ↑ NEXT LEVEL EXPERIENCE' is centered. Below the graphic, the text 'Join Engagio in San Francisco April 30 – May 1 | ABM Luncheon, Sessions, Party, and More!' is displayed. Two buttons are visible: 'ATTEND THE EVENT' and 'Join Weekly Demo'. A circular profile picture of a man is on the left, and a red banner below it says 'Webinar Account Based Marketing 101: How to Get Started & Succeed with Jon Miller | 5/15 at 10am PT'.

The homepage takeover for the event



The pull-up banner and other materials I designed for the meetings during the party