

Creative Design Services for Email & Digital Marketing Campaigns

Attract, Inform, and Persuade Audiences with Compelling Visual Communications that Reflect Your Unique Brand

Your brand is more than the visual symbolism of your logo, it is a declaration of your mission, vision, and values. The way in which your company presents itself to current and prospective customers plays a significant role in how they perceive your messaging and your brand in general. Purpose-built creative design improves engagement and increases conversion.

Benefits



Establish your brand identity with consistency across multiple online channels



Maintain a professional, reliable image that builds credibility and trust



Use the power of visual storytelling to make profitable connections with your intended audience

Accelerate Brand Growth

AccuData's single pursuit is to ensure your email, digital, and social campaigns reach their full potential through continual analysis and thoughtful optimization. Our services enable you to connect with your intended audience throughout their buying journey. Creative design is a key step in this process.

Digital & Social Media Design Services

Digital display and social media advertising, in all its forms, delivers relevant and engaging online content to the audiences you most want to reach. AccuData's creative designers will incorporate your assets into sleek, modern graphics designed to drive clicks. Our team offers design services for static, and/or animated banners.

Email Design Services

With AccuData, you will receive the individual attention you deserve, paired with the quick adaptation, customization, and scalability your email campaigns demand. Our email creative is designed with performance in mind and is optimized for mobile, tablet, and desktop devices. Whether your focus is acquisition or loyalty, your brand and message will always look their best.



Choose from 3 unique solutions for your Email Creative Design needs:

Custom Creative

Custom-made campaign creative is developed to meet your unique brand specifications and marketing goals. All email designs and templates are hand-coded using industry best practices that support responsive design, simple navigation, a strong call to action, and reliable delivery.

Print Conversion

AccuData will convert your existing print creative into an engaging, responsive email. The consistency in design, messaging, imagery, and theme between your online and offline channels is essential in building awareness and loyalty among consumers.

HTML Optimization

When utilizing your existing assets, AccuData will review the HTML code and creative components to ensure an improved experience with responsive design. *Please note that we do not support Constant Contact email templates.*

A-La-Carte Creative Design Services

In addition to managing full-scale email and digital marketing programs, our expert Creative Services team offers the following solutions to meet your unique needs:

DESIGN CONSULTATION

Guidance on utilizing email and digital creative design services to craft engaging marketing campaigns

COPYWRITING

Your tone, style, and subject matter crafted to speak specifically to your target audience

PERSONALIZATION

Data points integrated into the design elements and content of your campaign creative

SEGMENTATION & CREATIVE VERSIONING

Data-informed, relevant campaign creative tailored for your desired audience

TESTING & OPTIMIZATION

Refine critical campaign components based on live, split testing scenarios

SUBJECT LINE CREATION

Compelling subject lines stand out in crowded inboxes and encourage email recipients to click through