

The Design Services team is our talented group of innovative digital experience creators, design pioneers, branding specialists, and marketing professionals. We formed this extraordinary team to support Creator and Publicator platform users with expert advice and as a resource to help our customers drive eCommerce revenue. In tandem with their knowledge of industry practices, these platform super-users efficiently develop dynamic and enriched content.

Digital marketing is rapidly evolving every year. To stay on top, brands have to keep their marketing strategy agile. This means creating new and innovative content designed to engage their customers and drive conversions. Design Services helps brands in multiple ways depending on their business needs, whether it's by creating an entire campaign or offering a helping hand when time and internal resources are restricted. Talk to your Customer Success Manager (CSM) about your Design Services needs.



The Reasons Brands Use Design Services

Internal resource constraints

They don't have the internal resources to launch additional campaigns on top of their regular on-going marketing strategy.

Design Services helps them leverage the full power of the Creator and Publicator platforms across their entire site.

Reduce costs

They want to reduce the cost of using an external agency or increasing expensive internal headcount.

Design Services will not only help save your team's limited time, it's also the fraction of the cost of using agencies or expanding the team.

Lack of specialist knowledge

They don't have the internal expertise to develop and launch outstanding digital experiences.

Design Services advises hundreds of leading brands on their digital marketing strategy and develops content to take their digital campaigns to the next level.

Requires a quick turnaround

Industry trends shift and plans change so they need additional support to help them meet the new business and marketing objectives.

Design Services is able to adapt and supports brands when unpredictable events alter their marketing calendar.

Points-Based System

Design Services run projects based on an agile methodology. Your team can purchase a block of points which can be applied to various types of design and consulting services. This points-based model allows for increased transparency and reduces the potential for unexpected change orders within a project. We determine the number of points required for a project by a combination of:

1. the **time** it will take to complete the task
2. the level of **resource(s)** assigned to the task
3. the complexity of **custom actions**

“ One of the smoothest projects we’ve run. Design Services worked in a really agile way - we managed to get from design to prototype in a week, and the project was delivered on time and on budget. And, the results are just like we wanted it to be! ”
— Clarins UK

Design Services has helped hundreds of brands launch new exciting content that has driven significant results and ROI. [Learn more](#)

