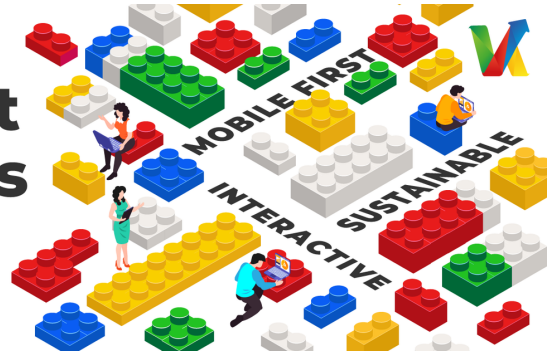


# THE DESIGN BLUEPRINT FOR ENGAGING TODAY'S DIGITAL CONSUMERS

MARCH 2024 | EDITION

## The Design Blueprint For Engaging Today's Digital Consumers



A study published on Research Gate found that nearly 94% of initial perceptions are based on design. Therefore, businesses must focus on creating a user-centric design to establish a compelling first impression. While achieving an optimal balance between aesthetics and functionality remains paramount, designs continue to evolve, requiring graphic designers and business owners to stay informed about the latest trends, technology and developments.

Ready to transform your designs? Let's delve right in now!

## VIDEO



### Driving Change with Sustainable Design Strategies

Discover the blueprint for sustainable success in design. Dive into the strategies reshaping industries and paving the way for a brighter, greener tomorrow. Watch our video to find out how!

[Watch Now](#)

## SOCIAL MEDIA POSTS



### THE IMPORTANCE OF MOBILE FIRST DESIGN IN A DIGITAL WORLD



## The Importance of Mobile First Design in a Digital World

Did you know that according to CNBC, 73% of internet users will be accessing the internet via mobile devices by 2025? Back in 2015, this figure was only 37.2%. To cater to this trend, businesses must prioritise mobile-first design. Read more to find out the importance and best practices of mobile-first design!

[Read More](#)



### COMMON DESIGN MISTAKES TO AVOID



## Common Design Mistakes to Avoid

Did you know that 89% of consumers switch to a competitor after experiencing poor user experience, according to WebFx? This can have a dire effect on businesses. Keep reading to find out the most common mistakes designers make in the world of UI UX design, and how they can be avoided!

[Read More](#)

## READY TO START YOUR DIGITAL MARKETING JOURNEY?

VKT offers Strategic Consulting, a full-fledged Digital Marketing Services and People Development Programme focused on accelerating your company's growth. Expect not only solutions in Performance Marketing but also a variety of other services ranging from Branding to Social Media Management.

With our experienced MRA & EDG Certified Consultant, VKT boasts a proven track record in achieving a 100% EDG application success rate with up to 50% funding. Take action today - [Contact Us](#) for a virtual coffee chat to discover more about how you may start your digital marketing journey and leverage our expertise!

## FOR MORE DETAILS, CONTACT US TODAY


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