



# Design Takeover

An Integrated  
Strategic Campaign

#ZIPIEDESIGNTAKEOVER

# The Goal

The goal was to interact with our audience and to educate them about visual design, through an integrated campaign across various channels. We did this through our social media platforms, weekly blogs, The Admosphere Podcast, and monthly newsletter.

# Content Planning

We created a content calendar outlining design-related weekly themes, art direction, and platform-specific copy. Since we use multiple social media channels, tailoring our copy to each one is essential in reaching our audience. Our designers assisted with the copy to ensure that correct terminology and terms were being used. In addition, the hashtag #ZipieDesignTakeover was created to differentiate this campaign from our existing content and allow for easy searching.

# November Week 1

	MONDAY MON	TUESDAY TUE	WEDNESDAY WED	THURSDAY THU	FRIDAY FRI	SATURDAY SAT	SUNDAY SUN
Content	Design Takeover Month announcement / importance of visual design in marketing	Designer Introduction	Share blog- Importance of Design / history of design	Logo Functionality	Design fun fact	The Admosphere Podcast Design in Marketing ft. Caleb	No posts today
Facebook	This month, our designers are taking over our social accounts! Throughout November, Claire and Caleb will be talking about different design topics and why it's essential to marketing! Follow along with them for our #ZipieDesignTakeover, starting NOW!	The creative team has officially taken over Zipie's social! This month, both Caleb and Claire will be chatting with you guys about all things design. Claire's favorite areas of design are branding, typography, and campaigns, while Caleb enjoys design in storytelling, comic book-inspired pieces, and illustration. Comment below with any questions you have for our designers! #ZipieDesignTakeover	Design is thinking made visual. In marketing, visual design plays an extremely valuable role. With editing and design apps at our fingertips, the craft of visual design is becoming oftentimes overlooked. Check out our most recent blog about why visual design is necessary when marketing businesses! #ZipieDesignTakeover *Link	An important part of developing your brand's visual identity is considering the context in which it will live. Will it be primarily print? Digital? Across multiple platforms? The locations and outputs where your brand will be displayed can make a huge difference in how you go about developing visual assets. #ZipieDesignTakeover	Did you know that the iconic Nike swoosh was created by a woman? Her name was Carolyn Davidson and she sold the logo in 1971 for only \$35! After Nike went public in 1983, she was given shares of Nike stock to compensate for the logo. How do you think this logo successfully uses motion? Chat with us in the comments! #ZipieDesignTakeover	This month on The Admosphere, we will be discussing, you guessed it, design! We are so excited to welcome our guest Caleb Costelle, one of our designers here at Zipie.	—————
Twitter	#ZipieDesignTakeover is starting NOW! This month our designers, Claire and Caleb, are taking over our social media!!	This month, both Caleb and Claire will be chatting with you guys about all things design. Tweet us any questions you have! #ZipieDesignTakeover	Design is thinking made visual. Check out our new blog and find out why visual design is necessary when marketing businesses! #ZipieDesignTakeover *Link	Where your brand will be displayed can make a huge difference in how you go about developing visual assets.#ZipieDesignTakeover	How do you think Nike's logo successfully uses motion? Chat with us in the comments! #ZipieDesignTakeover	We are excited to welcome our first guest to The Admosphere this week! Caleb Costelle, one of our designers her at Zipie, will be joining us as we talk about design. Check out the newest episode now: *link	—————
Instagram	#ZipieDesignTakeover is starting NOW! This month, our designers are taking over our social media! Throughout November, Claire and Caleb will be talking about different design topics and why it's essential to marketing!	This month, both Caleb and Claire will be chatting with you guys about all things design. Claire's favorite areas of design are branding, typography, and campaigns, while Caleb enjoys design in storytelling, comic book-inspired pieces, and illustration. Ask us your questions below! #ZipieDesignTakeover	Check out our new blog to find out why visual design is necessary when marketing businesses! Link in bio. #ZipieDesignTakeover	When developing your brand's visual identity it's important to consider the locations and outputs your brand will be displayed. This can help you when developing visual assets. #ZipieDesignTakeover	Did you know that the iconic Nike swoosh was created by a woman, named Carolyn Davidson? She sold the logo in 1971 for only \$35, and after Nike went public in 1983, she was given shares of Nike stock to compensate for the logo. How do you think this logo successfully uses motion? Chat with us in the comments! #ZipieDesignTakeover	We have a guest on The Admosphere this week! Caleb Costelle, one of our designers here at Zipie, will be joining us as we talk about design. Check out the newest episode now: *link	—————
Stories	Re-share post from	<b>Use the question feature:</b> Have questions about design? Ask our designers!	Re-share post from	—————	<b>Use the question feature:</b> How has Nike's logo impacted them?	A little BTS action of our newest podcast episode! *Out now! Link in bio.	—————
LinkedIn	Throughout November, Claire and Caleb our graphic designers, will be talking about different design topics and why it's essential to marketing! #ZipieDesignTakeover, starts NOW!	This month, both Caleb and Claire will be chatting with you about all things design. Comment below with any questions you have for our designers! #ZipieDesignTakeover	Design is thinking made visual. In marketing, visual design plays an extremely valuable role. Check out our new blog and find out why visual design is necessary when marketing to businesses! #ZipieDesignTakeover *Link	When developing your brand's visual identity it's important to consider the locations and outputs your brand will be displayed. This can help you when developing visual assets. #ZipieDesignTakeover	Did you know that the iconic Nike swoosh was created by a woman? Her name was Carolyn Davidson and she sold the logo in 1971 for only \$35! How do you think this logo successfully uses motion? Chat with us in the comments! #ZipieDesignTakeover	This month on The Admosphere, we will be discussing, you guessed it, design! We are so excited to welcome our guest Caleb Costelle, one of our designers here at Zipie. Check out the newest episode now!	—————

# Social Media Platforms

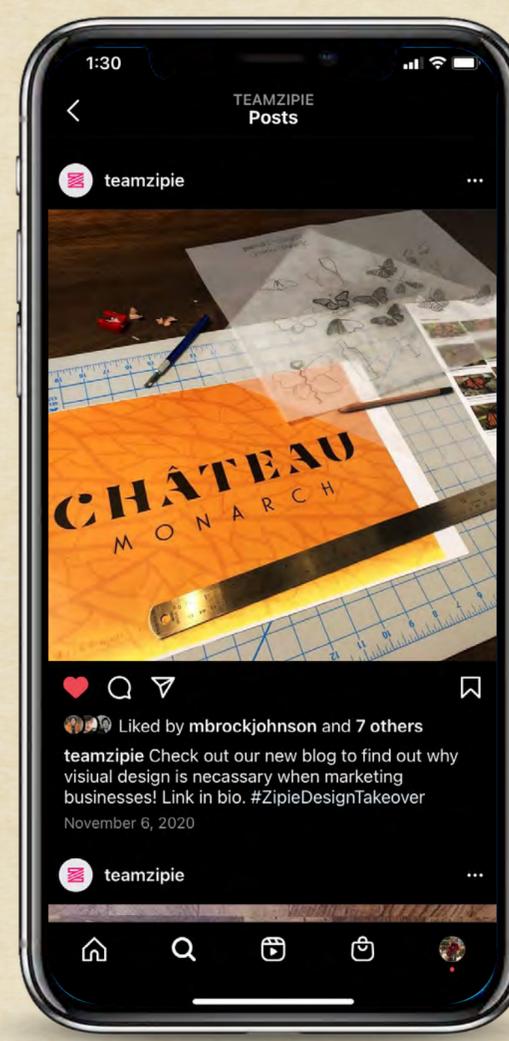
## Facebook



## Twitter



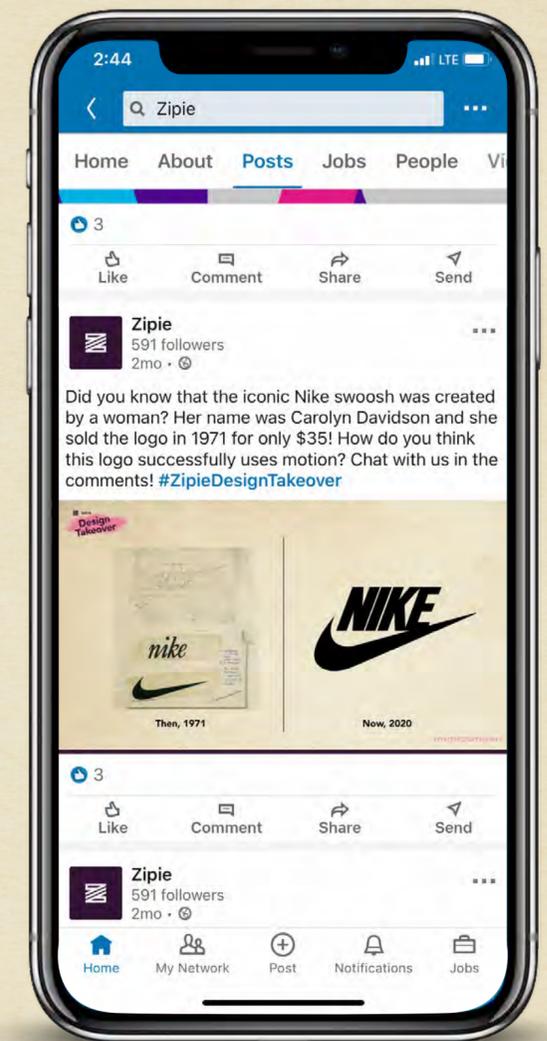
## Instagram



## Stories

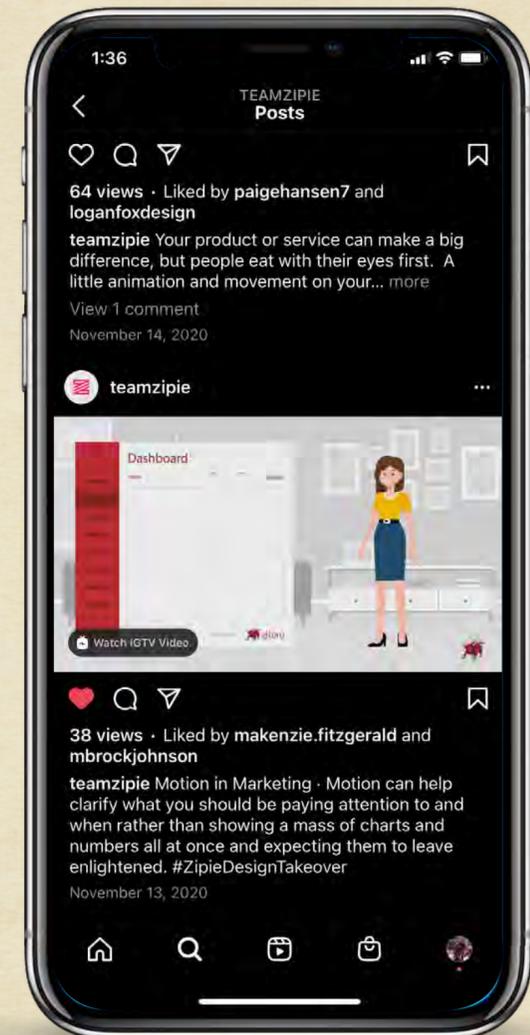
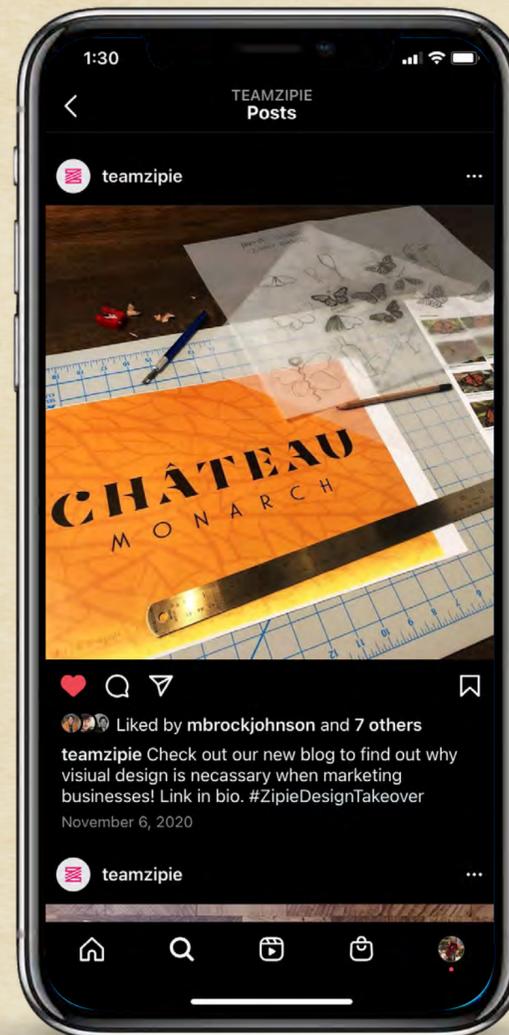
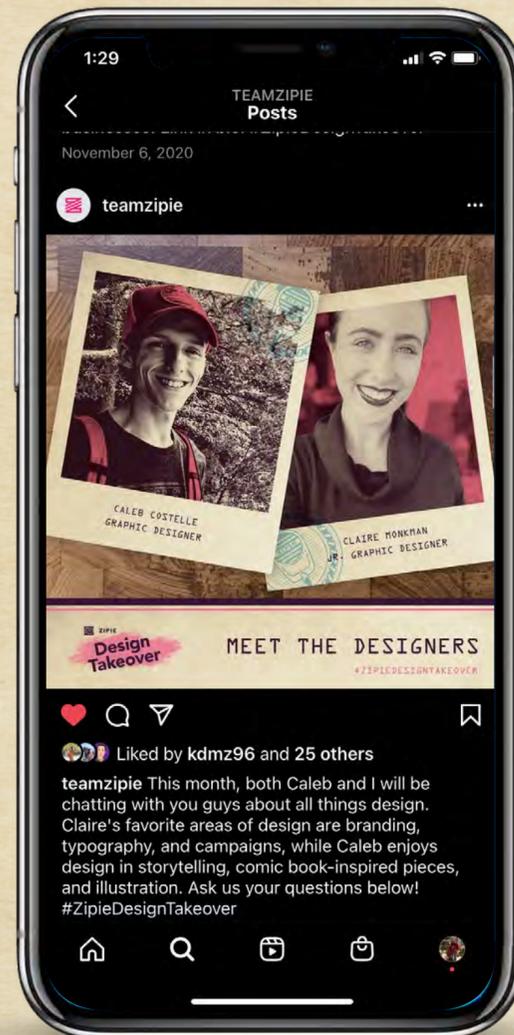


## LinkedIn



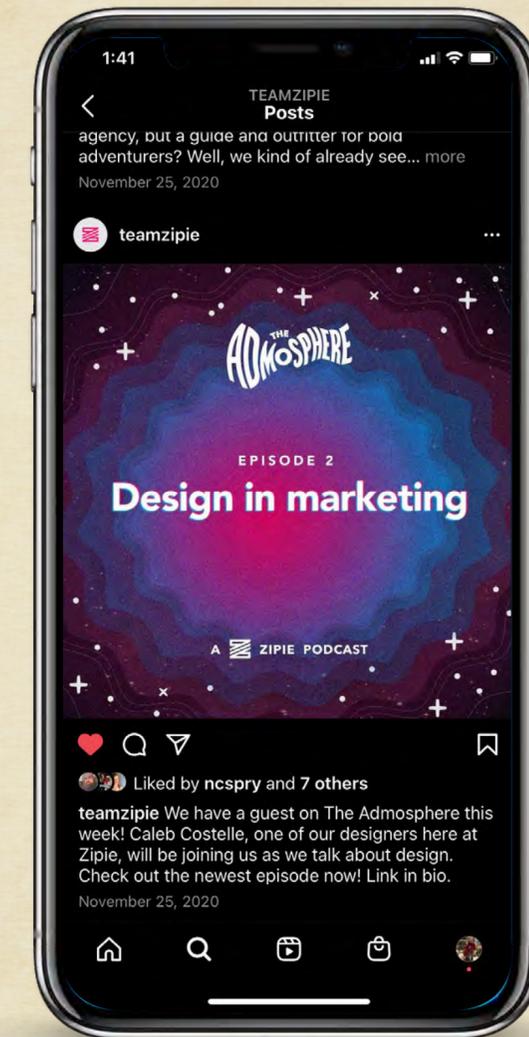
# All The Posts

While this campaign was integrated across various social media channels, let's look at Instagram as an example of all the posts.

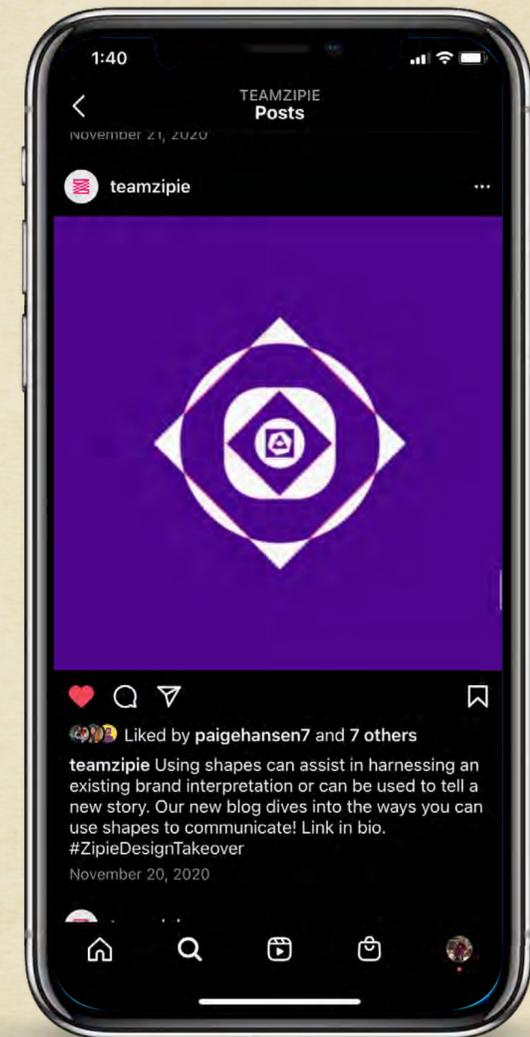
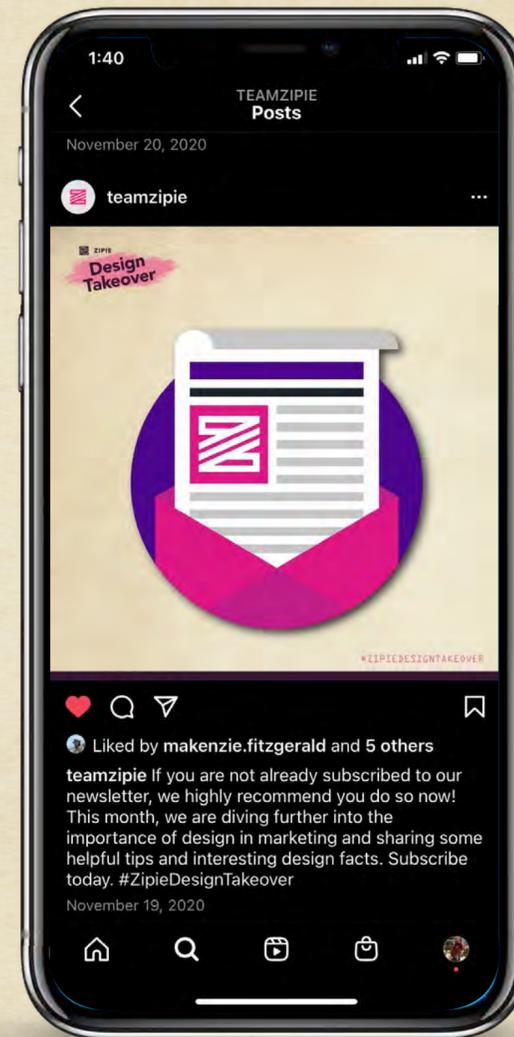
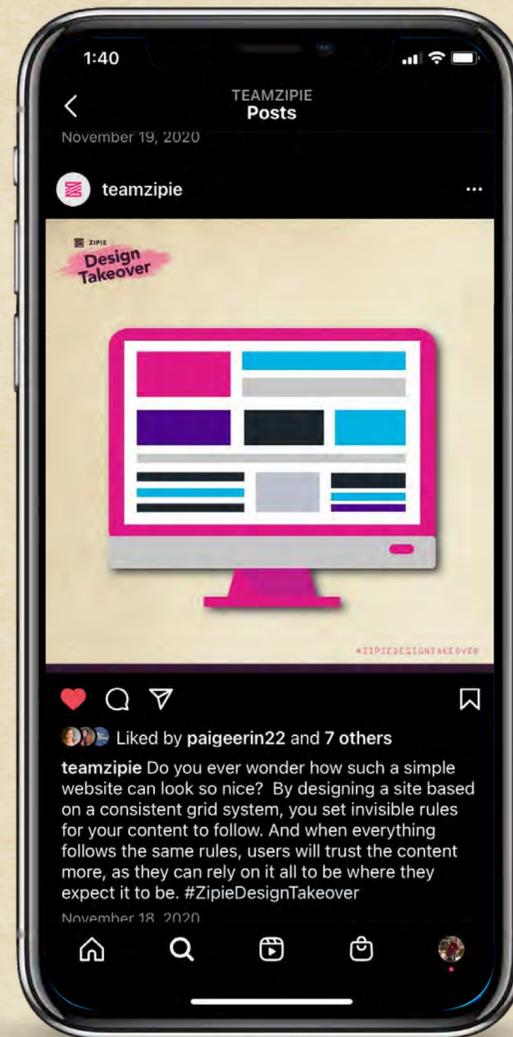
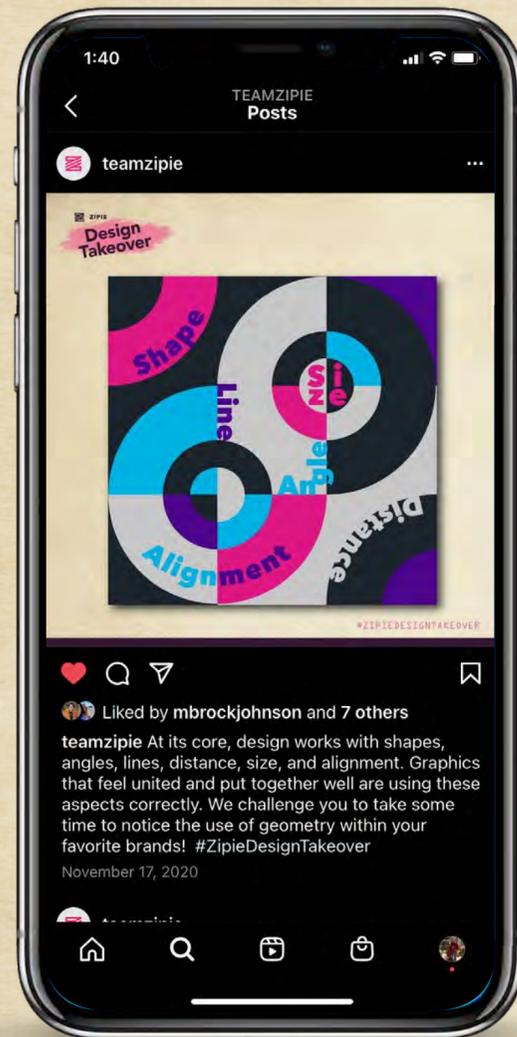


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# All The Posts Cont.



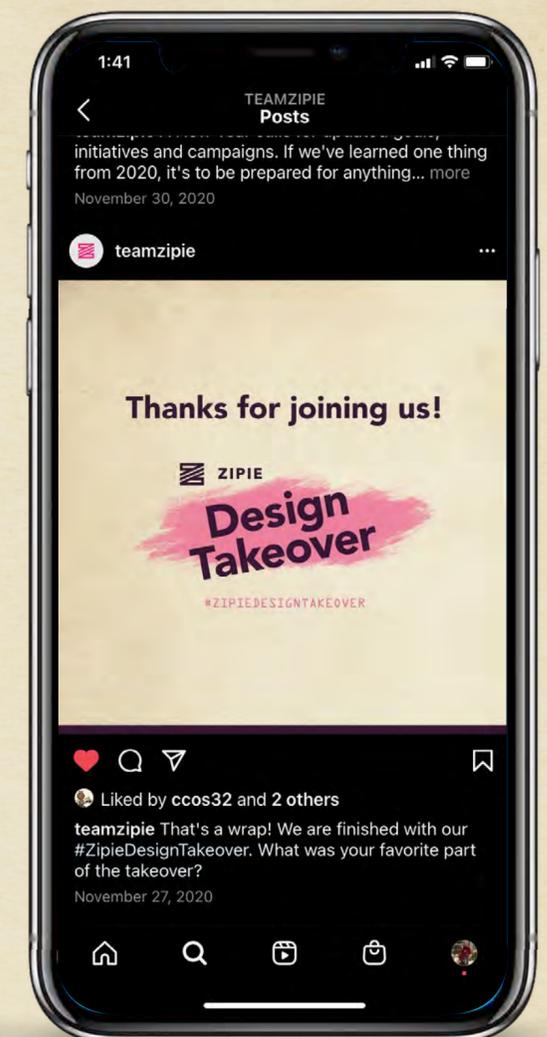
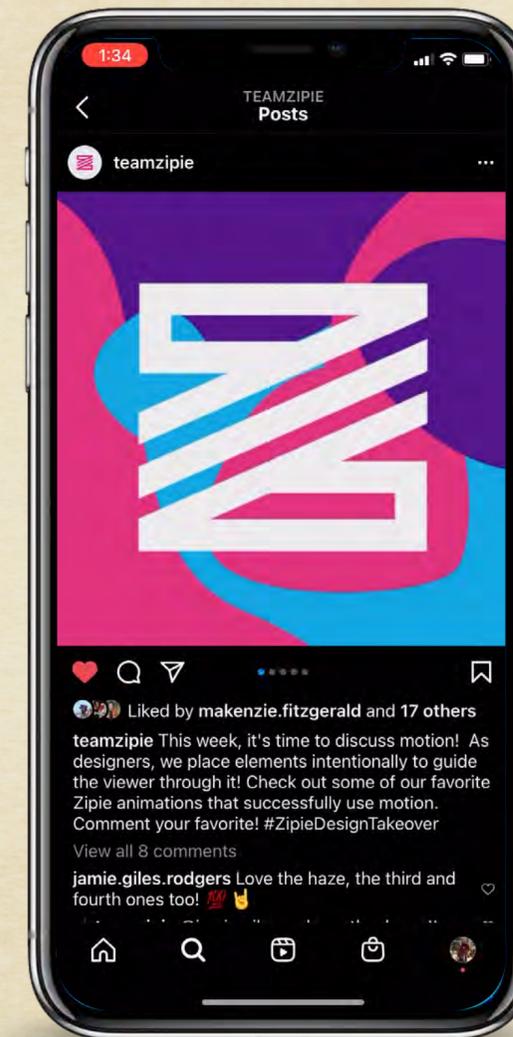
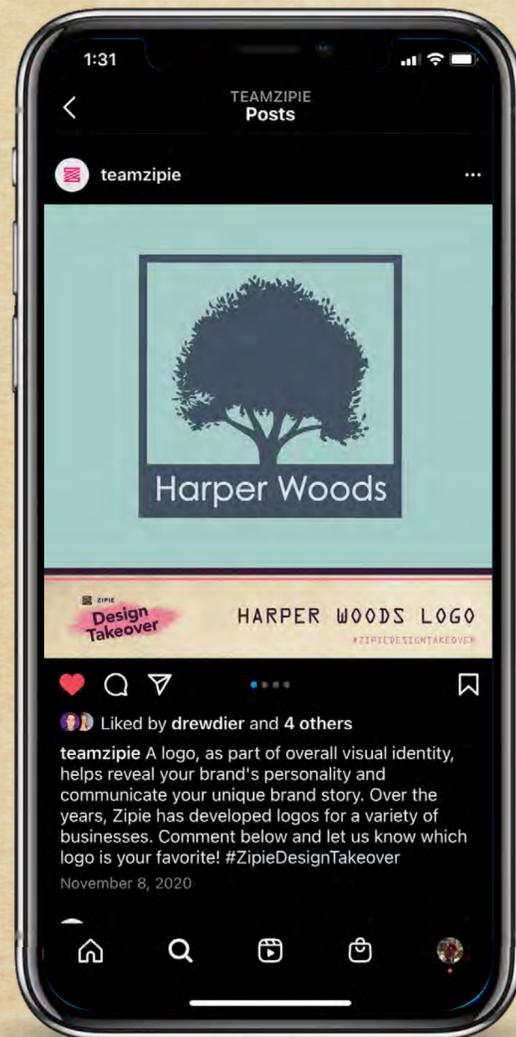
# All The Posts Cont.



# All The Posts Cont.



# All The Posts Cont.



Please see additional files for this video

# Paid Social Advertising

With our organic social media channels covered, we decided to do a paid ad. It ran through the month of November alongside our other efforts on the campaign. We targeted people who might not be aware of Zipie. In this ad alone, we saw encouraging results.

2:49 5G

Zipie

Sponsored

Design is thinking made visual. Join us as our graphic designers take over our social accounts this month and learn how integrating graphic design can take your business to the next level!

Like Comment Share

Brand Identity  
A logo represents your brand's visual identity.

Motion  
Motion adds depth to the story you are communicating.

Shapes  
Shapes enhance your mood and message.

Color  
The colors you use can portray different meanings.

Follow us!  
ZIPIE

Follow Us

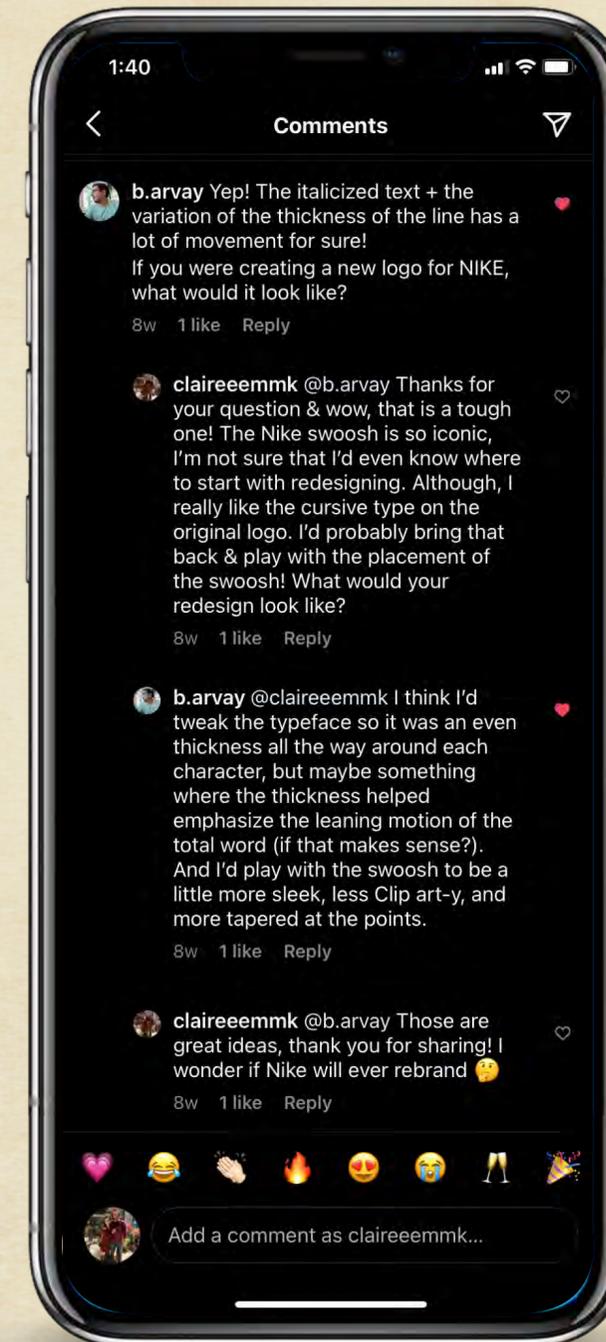
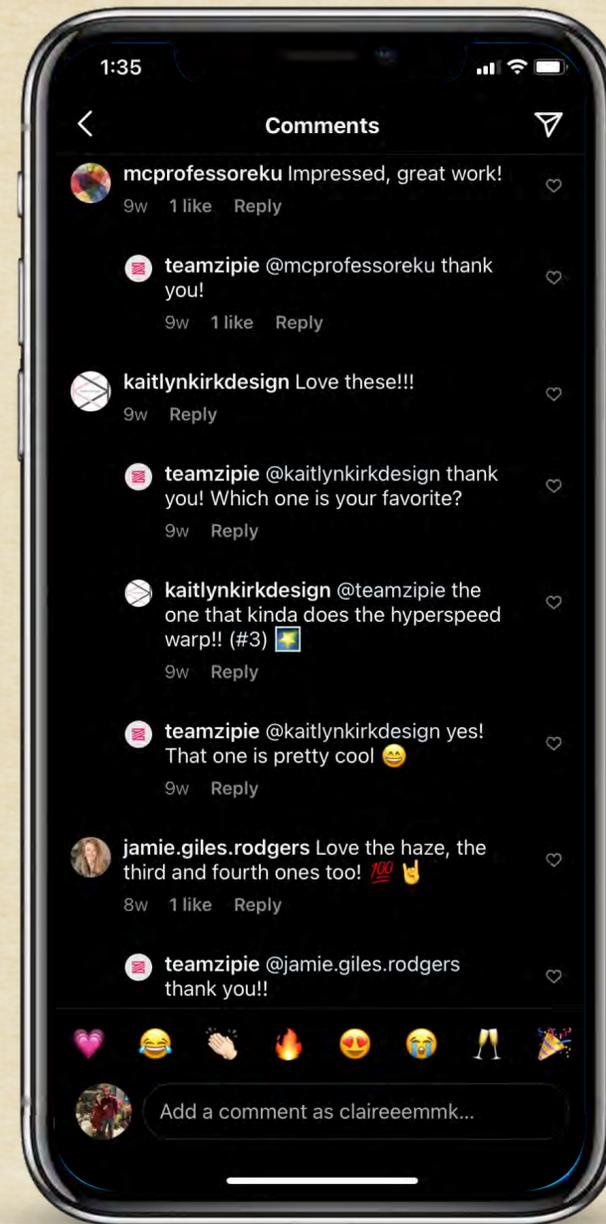
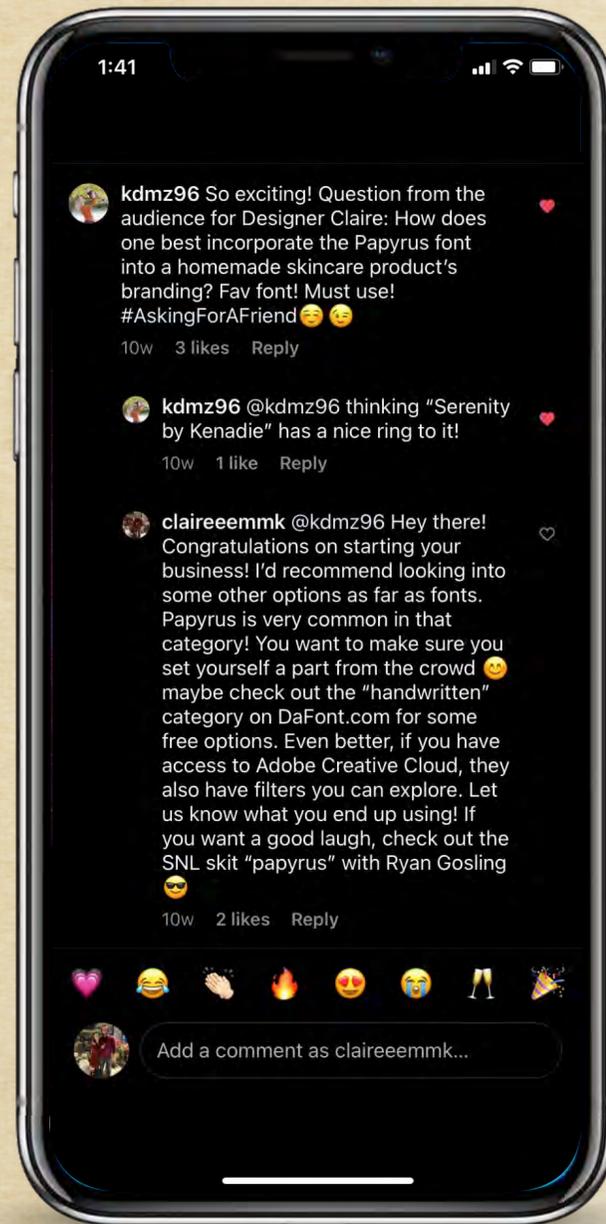
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40 Link Clicks

56,670 Impressions

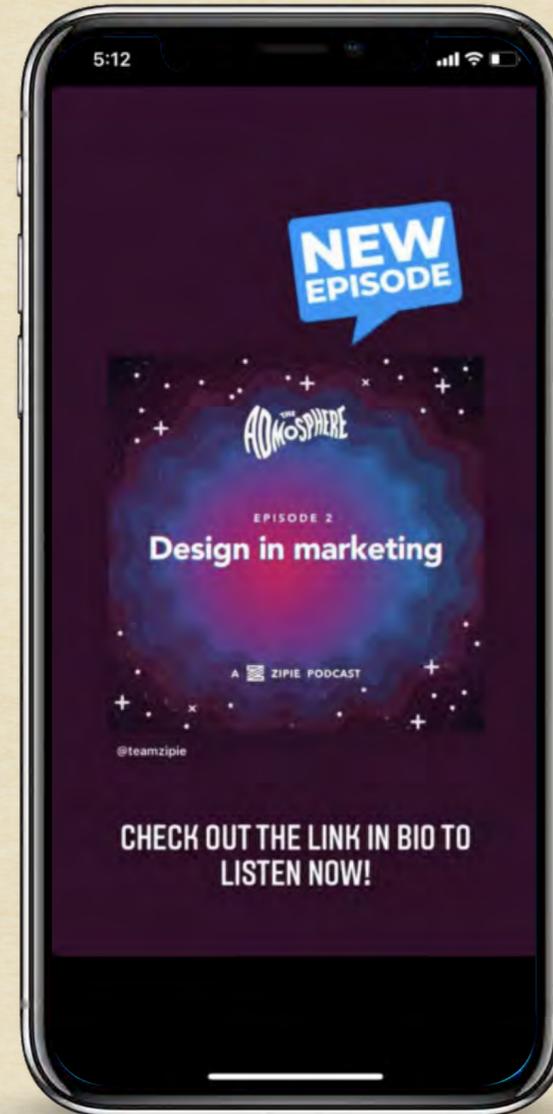
# Social Listening

Our social copy encouraged our audience to interact with us! We were thrilled to chat with multiple people on several posts! They asked us discussion questions, so we had our designers or the Zipie page conversed with them. Zipie's voice is engaging, friendly, and educational.



# The Admosphere Podcast

In our monthly podcast, we covered why visual design is important in marketing. Our hosts and creative team talked through multiple areas of design. Here we were able to expand our thoughts beyond what we shared on social media. We shared the podcast through all of our social media channels, Spotify, our website, and blubrry!



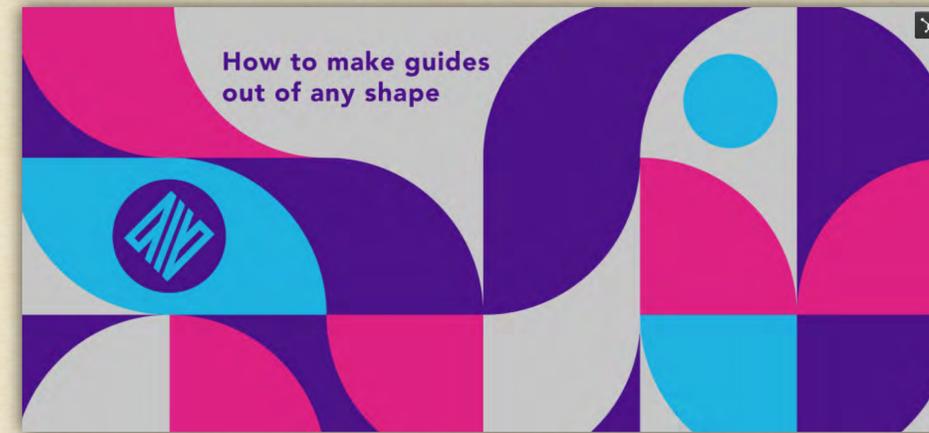
[Click here to play now](#)

# Weekly Blogs

Integrated into our social media efforts, we created a blog related to each weekly theme! These exist permanently on our website where we continually post to our blog, "Savvy".



[Click here to read now](#)



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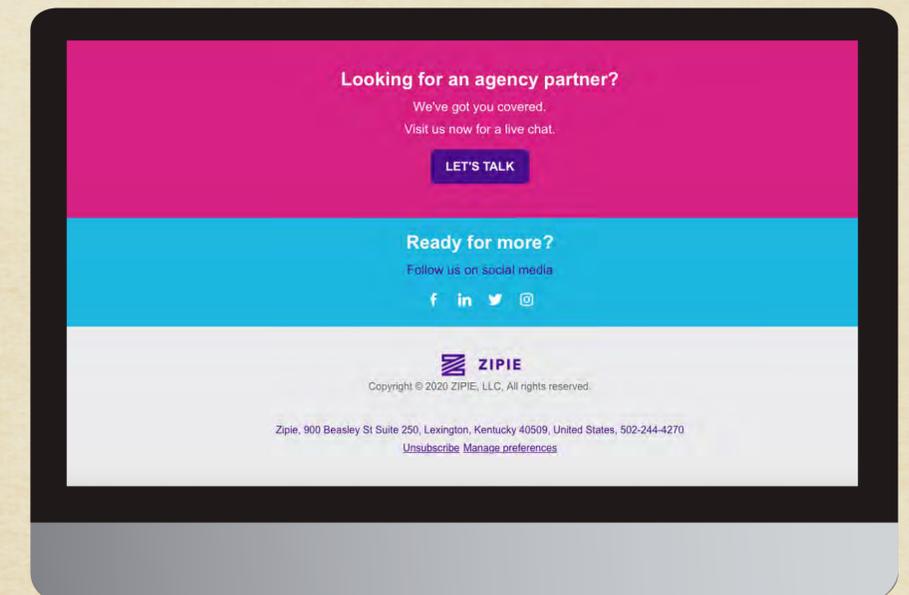
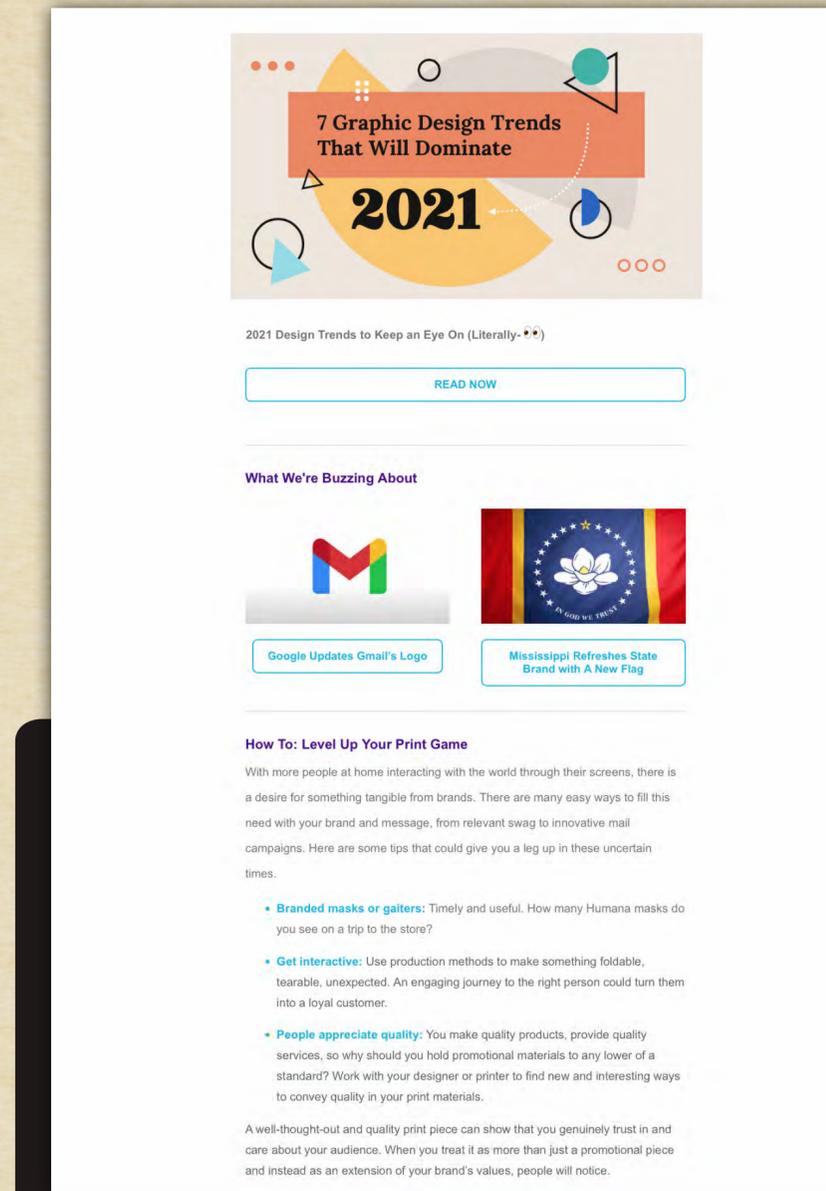
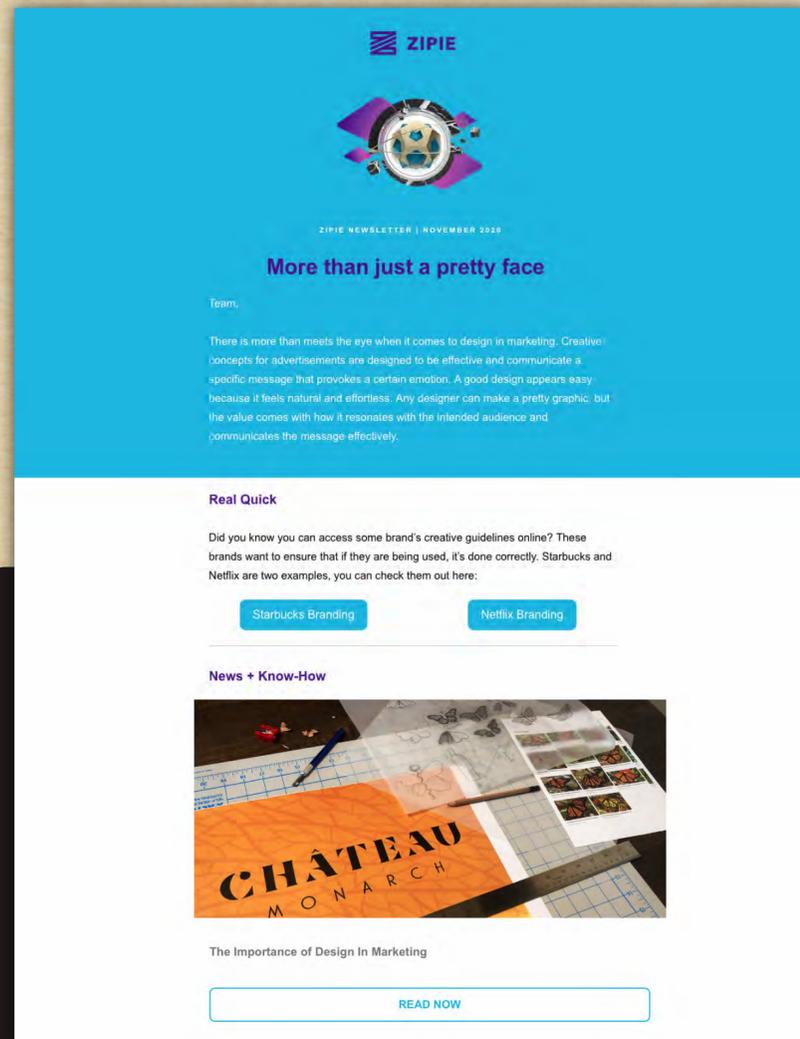


[Click here to read now](#)

# Newsletter

Each month we send a newsletter to our subscribers! It includes exclusive content such as tips, helpful articles, and links to our blogs. This month, the content was all design related. The goal of the newsletter is to educate and update our subscribers.

Please click the link buttons within the newsletter



# The Results

The results this campaign drove were impressive. We talked about them as a team once the campaign was concluded. This is a true example of a fully integrated, strategic campaign for Zipie.

During the month of November, across our organic social media channels, we received

**Impressions**  
↑ **974%**

**Audience growth**  
↑ **200%**

**Post link clicks**  
↑ **22.3%**