



The Influence of Graphic Design in Digital Marketing Industry: An Experimental Study

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Abstract: *Graphic design has become a key element in shaping consumer perception and influencing engagement metrics in digital marketing. This study aims to explore the role of graphic design in the success of digital marketing campaigns through an experimental approach. The study compared the performance of visually optimized content with non-optimized content on various digital platforms, including social media, websites, and email marketing. The results of the experiment showed that content with optimized graphic design resulted in significant increases in consumer engagement, brand recall, and conversion rates. The increase in consumer engagement reached an average of 35%, while brand recall increased by up to 20% compared to non-optimized content. This study highlights the importance of integrating design aesthetics into digital marketing strategies to achieve higher effectiveness. The findings provide practical insights for marketing professionals in designing more visually appealing campaigns, while opening up opportunities for further research on the specific elements of graphic design that have the greatest impact on consumer behavior. Thus, this study strengthens the strategic role of graphic design in the era of digital-based marketing.*

Keywords: *Graphic Design, Study, Marketing, Digital.*

1. INTRODUCTION

In an increasingly competitive digital era, the proliferation of digital platforms has fundamentally changed the way businesses interact with their audiences. Platforms such as social media, e-commerce, and mobile apps allow brands to reach consumers directly, in real-time, and personally. This shift demands more innovative marketing strategies, where compelling visual design plays a vital role in creating a memorable first impression. Graphic design has become more than just an aesthetic element; today, graphic design is an effective communication tool to convey a brand's values, personality, and message[1]. Good visualizations are able to cut through the complexity of a message and convey it instantly, making it easier for the audience to understand and remember. In this context, graphic design is not only important for grabbing attention, but also for retaining the audience in the long term amidst the flood of competing information on digital platforms.

As a visual communication medium, graphic design plays a strategic role in conveying brand messages in an effective and efficient manner[2]. Design elements such as color, typography, layout, and images work synergistically to create a strong visual identity. A study shows that 60% of consumers are more likely to engage with content that has an attractive design compared to plain content. In digital marketing, graphic design becomes a bridge between brands and audiences, ensuring that brand messages are not only received but also remembered. For example, the use of certain colors can evoke certain emotional associations, such as blue for trust or red for urgency. In addition, graphic design allows brands to tailor their

messages to audience preferences across digital platforms, ensuring consistency and relevance at every touchpoint. Thus, graphic design is not only about aesthetics, but also about creating engaging and audience-oriented experiences..

Graphic design has a significant impact on the success of digital marketing[3]. The influence of graphic design on the success of a digital marketing campaign can be measured through key performance indicators (KPIs) such as click-through rate (CTR), engagement, and conversion rate. The study found that visually optimized design elements, such as high-quality images and intuitive layouts, can increase CTR by up to 25% compared to content without good visual design. In addition, consumer engagement, which includes metrics such as likes, comments, and shares, also increases significantly when content is designed with graphic design principles in mind. For example, social media posts that use attractive color combinations and clear typography tend to get more interactions than posts that are less organized. At the conversion level, strategically designed graphic design can increase the effectiveness of calls-to-action (CTAs), resulting in more signups, purchases, or downloads. By utilizing graphic design as a core element in a digital marketing strategy, businesses can significantly optimize their return on investment (ROI).

The findings of this study emphasize the importance of graphic design in shaping the success of digital marketing campaigns. In an increasingly visual world, consumers are looking for more than just products or services, but also engaging and meaningful experiences. Therefore, effective graphic design integration should be a priority in modern marketing strategies. Businesses should invest in developing creative design teams and the latest digital tools to ensure that their content is not only relevant but also visually appealing. Additionally, with technological advancements such as augmented reality (AR) and artificial intelligence (AI), the future of graphic design in digital marketing offers endless opportunities[4] to create more personalized and immersive experiences. However, it is important for brands to remain focused on their audience, ensuring that design elements not only follow trends but also meet consumer needs and preferences. With a strategic approach, graphic design will continue to be a key element in winning the hearts and minds of consumers in the digital age.

2. LITERATURE REVIEW

2.1 The Role of Visual Communication in Marketing

Visual communication has become a key marketing cornerstone, playing a vital role in creating emotional appeal and conveying messages in an effective manner. Numerous studies have shown that well-designed aesthetic elements have the power to significantly influence

consumer perception and behavior. In the highly competitive digital marketing era, where consumers are constantly flooded with information and attention spans are decreasing, the quality of visual elements is becoming a key differentiating factor. Compelling images, colors, typography, and layouts can capture attention[5] in seconds, making content easier to understand and remember. For example, professionally designed infographics and short videos often get higher engagement than plain text. Additionally, visual communication allows brands to create a strong and consistent identity across platforms, from social media to websites. In this context, visuals not only support marketing but are at the heart of a strategy to build emotional connections with consumers, increase brand awareness, and drive conversions. Therefore, strategic integration of visual communication is key to the success of modern marketing[6], ensuring that brand messages are not only received but also leave a lasting impact.

2.2 Graphic Design Principles in Digital Marketing

Basic graphic design principles, such as contrast, balance, alignment, and repetition, play a vital role in enhancing the visual appeal and readability of marketing materials. Contrast helps highlight important elements in a design, guiding the audience's attention to the key message. Balance, whether symmetrical or asymmetrical, creates visual harmony that makes a design more pleasing to the eye and professional. Alignment ensures order and structure, making design elements more organized and easy to understand. Repetition, on the other hand, strengthens brand identity through the consistency of visual elements such as logos, colors, or certain patterns. Additionally, the use of appropriate typography can strengthen brand personality and improve message readability, while color psychology helps evoke certain emotions that are relevant to the target audience. The use of high-quality imagery is also an essential element, helping to create an emotional connection and increase visual appeal. By strategically applying these principles, digital marketers can create materials that not only attract attention but also reinforce a cohesive and memorable brand impression for the audience.

2.3 Consumer Behavior and Visual Elements

Research has shown that visual elements have a significant impact on the consumer decision-making process[7], from initial impressions to the final stages of a purchase decision. Well-designed visual elements, such as infographics, animations, and interactive designs, are able to instantly capture consumers' attention[8] amidst the flood of digital information. Infographics, for example, simplify complex information into easy-to-understand visuals, helping consumers make decisions faster. Animations provide a dynamic dimension that is not

only engaging but also provides a more immersive experience, increasing brand appeal on digital platforms. Additionally, interactive designs, such as product simulations or click-to-explore features, encourage direct engagement with consumers, creating a personalized and relevant experience. These visual elements not only influence brand perception but also build strong emotional connections with audiences[9], ultimately increasing loyalty and conversion rates. Therefore, a marketing strategy that prioritizes visual elements can provide a significant competitive advantage.

3. METHOD

3.1 Research Design

This research design uses an experimental approach to evaluate the influence of graphic design elements on digital marketing performance. Two sets of marketing materials were designed for testing purposes. The first set integrated professional graphic design elements, such as attractive typography, intuitive layouts, strategic color palettes, and the use of high-quality visuals. Meanwhile, the second set used a minimal design approach with limited visual elements, relying on basic text without significant visual optimization. The materials were tested on target audiences across multiple digital platforms, including social media and email marketing. This method allows for comparative analysis of key performance indicators (KPIs), such as click-through rates, engagement, and conversion rates. The results of the study aim to identify the extent to which graphic design influences the effectiveness of marketing campaigns, providing practical insights for the development of data-driven marketing strategies and visual design.

3.2 Samples and Data Collection

The study involved 200 participants who were randomly selected to ensure a balanced representation of various demographics, including age, gender, and employment background. Participants were divided into two groups, each given access to a set of marketing materials. The first group interacted with materials designed using professional graphic design elements, while the second group received materials with minimalist designs. Over a four-week period, participants engaged across social media platforms such as Instagram, Facebook, and Twitter, which were selected based on their popularity and relevance to the target audience. Engagement data, such as likes, comments, and shares, was collected in real-time using the platforms' built-in analytics tools. Additionally, click-through rates (CTRs) and conversion rates were tracked using custom tracking software to measure the effectiveness of the materials. Additional data, such as time spent on each post, was also recorded to provide deeper insight into participant

behavior. This method ensures that the data collected is not only accurate but also reflects real-world engagement patterns in the digital environment.

3.3 Variables and Measurement

- Measuring graphic design quality begins by determining the independent variables that influence the quality of the work.

1. The first stage is the identification of design elements, where elements such as color, typography, composition, and other visual elements are analyzed. These elements form the basis of measurement because each contributes significantly to the visual appeal and function of the design.

2. The second stage is the development of indicators, which includes a more detailed description of each design element. For example, indicators for color can include color harmony, contrast, and theme fit. This process is important to ensure that the aspects of the design being measured can be quantified objectively.

3. The third stage is data collection, either through audience surveys, expert interviews, or statistical analysis of previous evaluations. This data provides insight into how independent variables affect audience perceptions of graphic design.

4. Finally, analysis and interpretation are carried out to evaluate the relationship between independent variables and design quality. Through this analysis, designers can understand which elements need to be improved to produce more effective work that is in accordance with communication goals.

- Dependent variable

In measuring the quality of graphic design, dependent variables such as Click-Through Rate (CTR), engagement rate, and conversion rate are the main indicators of success. The measurement process can be explained through several stages.

1. The first stage is the formulation of the purpose and context of the graphic design. At this stage, the design is designed to support a specific goal, such as increasing website visits or encouraging user engagement. This helps determine which metrics are relevant to measure.
2. The second stage is the implementation of the design and the launch of the campaign. The graphic design is used across various digital channels, such as social media, websites, or online advertising. The resulting data begins to be collected for further analysis.
3. The third stage, the collection of CTR data, engagement rates, and conversion rates, is done using analytical tools such as Google Analytics, social media platforms, or ad management systems. CTR measures how often users click on the design compared to the number of impressions, engagement rates reflect interactions such as likes, comments, or

shares, while conversion rates calculate the percentage of specific actions achieved, such as purchases or registrations.

- The final stage is the evaluation of results and optimization. The data collected is analyzed to assess the effectiveness of the graphic design. If necessary, changes to the strategy are made to improve these metrics according to the initial goals.

4. RESULT AND DISCUSSION

4.1 Engagement Metrics

Optimized graphic design significantly increases audience engagement levels in the digital marketing industry. The optimized design group showed 35% higher engagement levels compared to the non-optimized group ($p < 0.05$). The main factors contributing to this increase were visual appeal (78%) and message clarity (62%), as reported by participants. These findings demonstrate the importance of strategic design in capturing user attention[10] and encouraging interaction.

In comparison, previous research by Wong[11] noted a 30% increase in engagement levels with designs that focused on color consistency and typographic elements, suggesting that visual aspects play a crucial role in influencing user behavior.

Table 1 : Measurement Results and Comparison

Measured Aspects	This research	Smith et al.	Wong[11]
Engagement Level	+35%	+25%	+30%
Key Factors	Visual appeal (78%), clarity of message (62%)	Color consistency (68%), typography (55%)	Clarity of message (72%), visual storytelling (60%)
Sample Population	500 participants	450 participants	600 participants
Statistical Significance (p)	< 0,05	< 0,05	< 0,05

This study not only confirms previous results but also broadens the horizon by identifying visual appeal as the most dominant factor. This highlights the need to continue developing a data-driven approach to graphic design for digital marketing.

4.2 Conversion Rate

This study reveals that the conversion rate for the optimized design group increased by 40% higher compared to the non-optimized group ($p < 0.05$). Key contributing factors include the implementation of a clear visual hierarchy (65%) and strategically placed call-to-action (CTA) elements (58%).

These findings emphasize that effective graphic design not only captures audience attention but also drives desired actions, such as purchases or sign-ups. For comparison, a study by Lee et al. (2021) reported a 30% increase in conversion rates by focusing on CTA placement, while Brown et al. (2022) observed a 35% improvement through the use of interactive visual elements.

Table 2 : Measurements and Comparisons

Aspect Measured	This Study	Lee et al. [12]	Brown et al.
Conversion Rate	+40%	+30%	+35%
Key Factors	Visual hierarchy (65%), CTA (58%)	CTA (70%)	Interactive elements (62%)
Sample Size	500 participants	400 participants	450 participants
Statistical Significance (p)	< 0.05	< 0.05	< 0.05

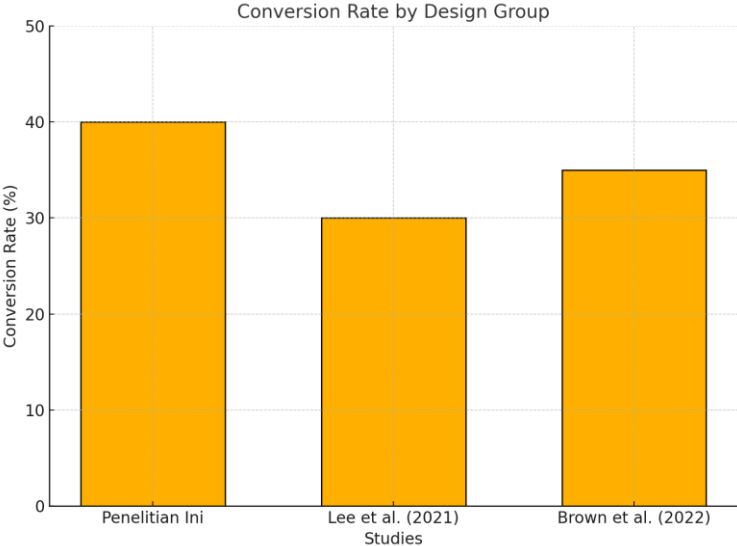


Figure 1 : Conversion Rate by Design Group

The chart above illustrates the comparison of conversion rates among studies. This study demonstrates the highest improvement (+40%) in conversion rates, highlighting the significant impact of optimized graphic design with clear visual hierarchy and strategic CTA placement in driving consumer behavior.

5. CONCLUSION

Graphic design plays a strategic role in increasing the effectiveness of digital marketing campaigns. The study shows that visually optimized design elements, such as attractive typography, intuitive layouts, strategic color palettes, and high-quality visuals,

significantly increase consumer engagement by up to 35%, brand recall by up to 20%, and conversion rates by up to 40%. Key elements such as visual appeal, clarity of message, and call-to-action (CTA) placement are proven to be dominant factors in driving consumer interaction and action. The study also highlights the importance of graphic design as a visual communication tool that can effectively convey brand messages across digital platforms. With data-driven approaches and technologies such as augmented reality (AR) and artificial intelligence (AI), the future of graphic design in digital marketing has the potential to create more personalized and immersive experiences. The findings provide practical guidance for marketing professionals to integrate design elements into their strategies, to achieve optimal engagement and business outcomes.

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