

HOW TO BECOME A LEAN PICASSO MACHINE

TRIPLE (3X) YOUR GRAPHIC DESIGN
OUTPUT BY COMBINING CREATIVITY &
EFFICIENCY TO SAVE THOUSANDS OF
DOLLARS IN LESS THAN A MONTH.

DOTYETI.com





Introduction

If you want to know how to become a Lean Picasso Machine, you are at the right place. In this document, we will show you how you will be able to build a low-cost, versatile, Design Team for your agency in just 4 weeks.

About DotYeti

We help agencies with ramping-up their creative output, save tons of money and increase their client satisfaction. We run an agency besides DotYeti.com ourselves; EOI Digital and have experienced the same difficulties that you are facing.

Case Studies

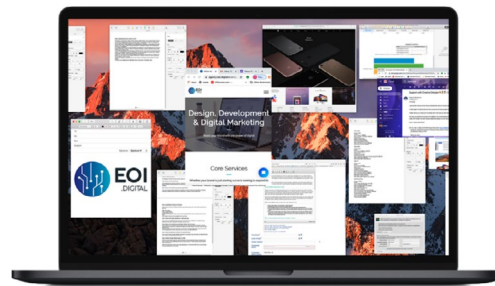


- 1 **EOI DIGITAL**
Full-Service Agency
- 2 **GYDE**
Media Agency
- 3 **DPL.AI**
Marketing Agency



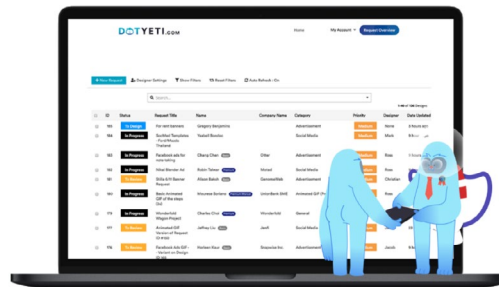
EOI Digital Full-Service Agency

EOI Digital is a marketing agency focusing on **result-driven marketing**. EOI Digital has handled 100+ clients worldwide with delivering over 20 campaigns a week. Within 3 years, we have launched more than 1,000+ projects and worked with tons of designers.



Before Implementation

At EOI Digital, we had an inconsistent workflow and were constantly looking for creative alternatives to deliver new projects, wasting a lot of time & money. From freelancers, to other agencies, new tools, you name it.



After Implementation

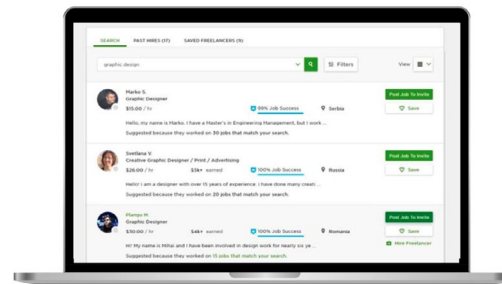
“Through DotYeti, we were able to provide designs at a fast pace, while maintaining outside of the box creativity.”

Roy Selbach, CEO
www.eoi.digital



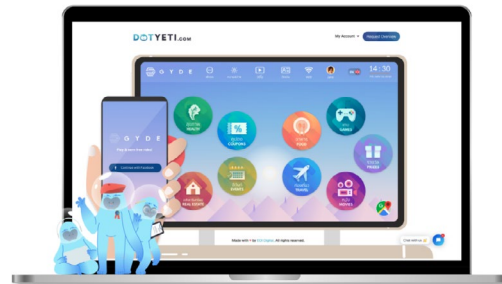
GYDE Media Agency

Another agency that we run is GYDE. With this company, we specialized in **Interactive Ads** in taxis and worked with the biggest agencies in the world. Through various types of work GYDE has handled 50+ clients and agencies including major firms like WPP, GroupM, Dentsu, Omnicom. With 3 years of business, more than 100+ campaigns have been initiated.



Before Implementation

We always looked out for cheap, creative resources to outsource to, which eventually cost clients and time. Output was inconsistent and switching costs were high.



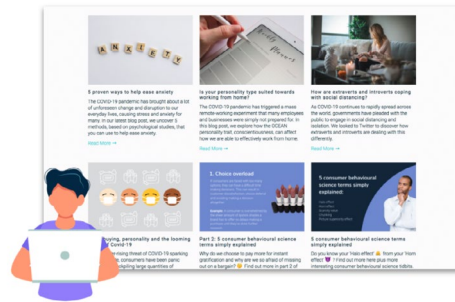
After Implementation

“We needed a flexible solution that is inexpensive, but scalable and reliable.”

Gregory Benjamins, CEO
www.gyde.asia

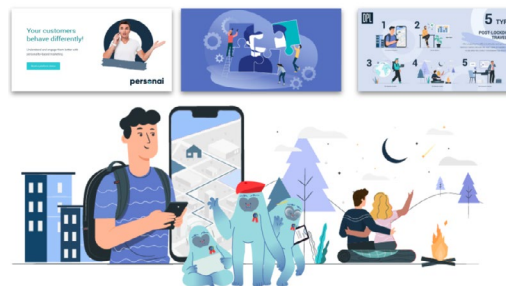
DPL AI Marketing Agency

One of our clients, DPL.ai, is a **personality-based marketing agency** which is based in London. The value of services that we offer them is equal to \$10,000+ per month in the UK, which we offer at a fraction of the cost. We support both DPL and their clients with a variety of services, such as social media ads, animations, and much more.



Before Implementation

DPL only had 1 graphic designer to handle all of their clients and internal work and therefore were limited in output and creativity.



After Implementation

“The collaboration turned out great! This is definitely a service we’re going to recommend to others.”

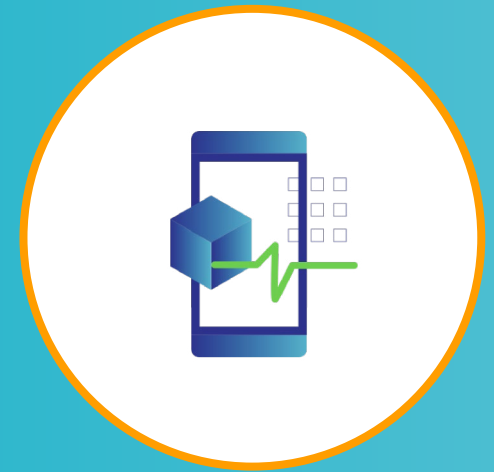
Ashleigh Alton, Customer Success & Marketing Manager of DPL
www.dpl.ai





Who is this for?

- ✔ **You are an agency who has multiple clients and projects running**, but needs support with creative designs. You may be open for a better way or are struggling with finding a reliable partner and feeling tired of searching.
- ✔ **You don't want to be paying ridiculous fees**, wait for weeks on results or spend a lot of timing finding new designers for every project.
- ✔ **You want to focus on delivering high quality work to your clients**, make sure they are done in time and take care of them. You don't want to disappoint them, you want them to stay.
- ✔ **You probably tried working with in-house designers, freelancers and creative agencies**. They prove to be expensive, unreliable and give headaches. Who knows next month your current designer can be gone!
- ✔ **You value creativity, efficiency and consistency for all your design work**.
- ✔ **You have built an amazing team**, agency and worked hard on getting your clients on board.
- ✔ **You are afraid of losing your clients**, so you wanna make sure that they are satisfied.
- ✔ **You are limited on budgets, deadlines and time**, because you have so many things on your mind and need to often find new freelancers or designers to support you with.
- ✔ **You know that once you can stop worrying about the deliverables & project deadlines**, you can focus on account management and bring in more clients and revenues to your agency.
- ✔ On top of all, **you know the Marketing Agency Industry is super competitive**. If you do not perform, someone else will take over your clients.



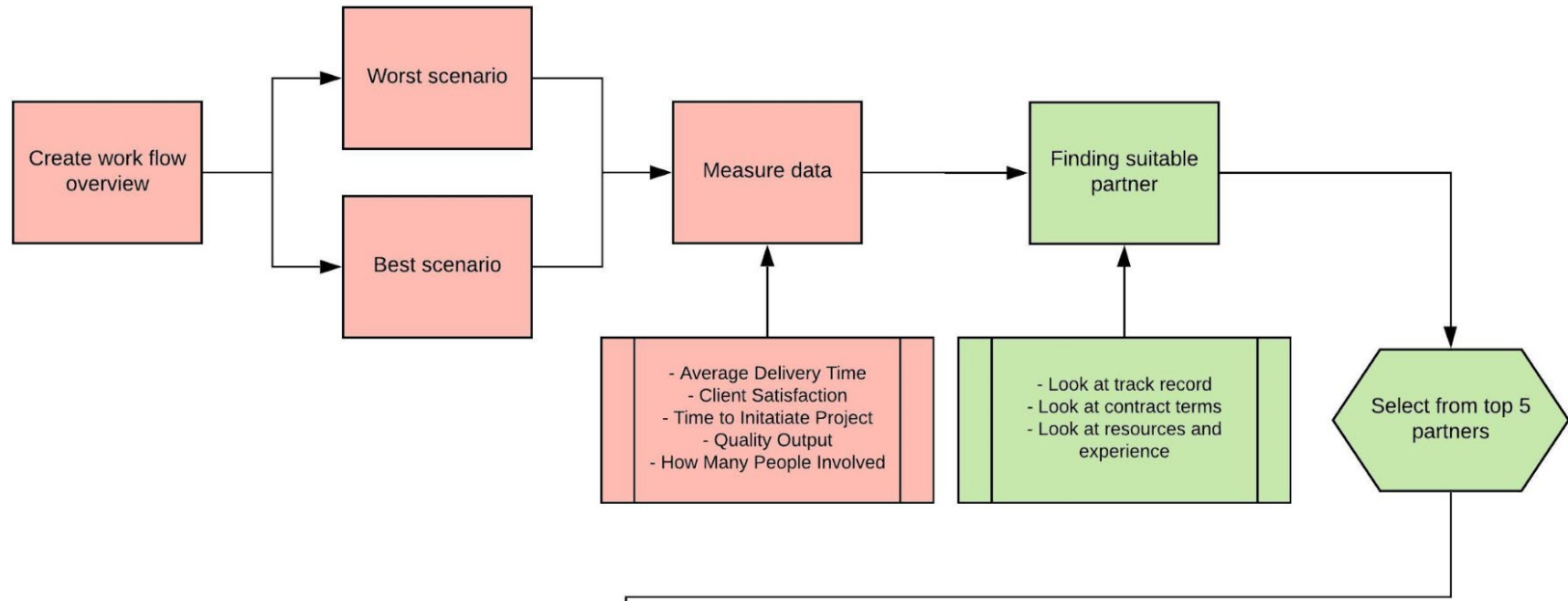
The 4 Steps to How to become a Lean Picasso Machine

There are 4 steps to transform into a Lean Picasso Machine, master those and you will be able to build your own low-cost, versatile, Design Team.

- 1 OPTIMIZE
- 2 DECENTRALIZE
- 3 CONSISTENCY
- 4 DATA-DRIVEN

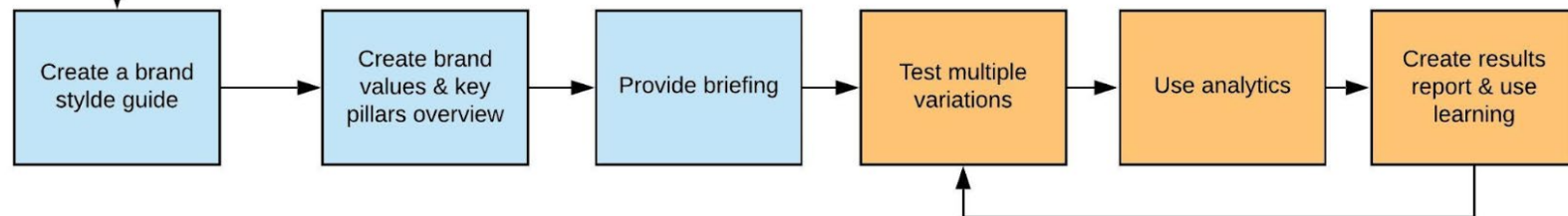
1. Optimize our creative workflows

2. Decentralize your team



3. Maintain brand consistency

4. Be data-driven and generate results



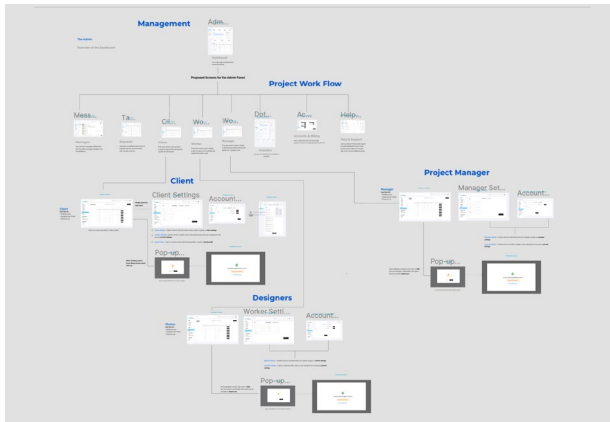


Step 1: Optimize your creative workflows

Do you catch yourself getting bothered with the same thing over and over again throughout the delivery process? Clients changing their briefing, designers making amateur mistakes, constant back & forth on revisions, a lot of stress on timelines, etc?

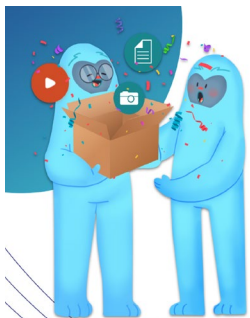
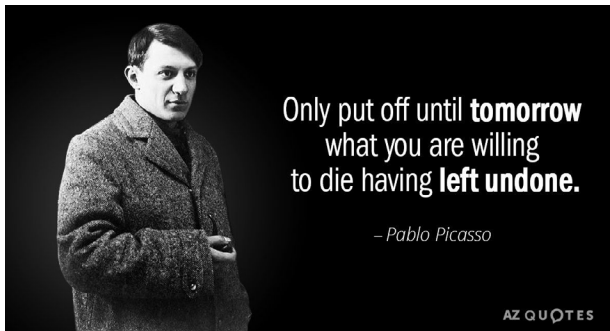
The first thing you need to do is to streamline your processes and structure your entire design workflow. Starting with client onboarding, from briefing & debriefing, to submission of drafts, revisions, and delivering the final designs. It has to be a machine. Write out all the stakeholders involved (client, designers, project managers, you, etc.) and the different steps that are executed into the detail. Next, identify the pain points and list out the action-steps and manuals for each part. Only by becoming fully aware of your processes, you will be able to achieve an efficient workflow.

Just to give one example: A huge problem with agencies is that they start searching for extra designers only after they get the project. They look out for 20 suppliers, let 3 to 5 of them pitch and just waste 30% of the time of the project finding someone. This process alone can take weeks. What if you could start on the project immediately? Get someone who can be ready the moment you get your project confirmed. Whether it's inhouse or outsourced, make sure that they understand these workflows and are trained to design efficiently, while being incredibly creative. You need someone that can respond to ad-hoc requests and deliver no matter when you get a new client or how many of them there are. What if today 3 clients come to you? You want a strong foundation that can take 5 clients easily that same week.



Above an overview of the processes for each stakeholder within DotYeti.

Make sure that you are confident & ready to instantly deliver upon request. Being unprepared to put your design resources immediately and efficiently to work, WILL lead to losing your high-paying clients.



95%
OF OUR DESIGNS ARE
DELIVERED
WITHIN 24-48 HOURS!

DOTYETI.COM

How do I structure my work flows?



Write it out.

Do you currently have a clear overview of what happens at what scenario, using charts and worst case scenarios?



Measure data.

Do you know the average delivery time? Time to revise? Time to initiate a project? Client satisfaction? Track every transaction.



Resources & experience.

When you approach a new partner, can they show that they have a solid, efficient workflow process? Do they have the resources and skill set to service your clients?



Case Study: HOTEL BOOQI

HotelBooqi is a Marketing Agency in the Hospitality Industry, based in Europe that pitches to 20-50 hotels per month.



Before Implementation

HotelBooqi needed a reliable partner that they could notify only 1-2 days in advance to produce customized, marketing brochures.

After Implementation

DotYeti Helped HotelBooqi with constant product deliveries on time. During Covid, the Hospitality Industry was affected the most, and thanks to DotYeti's flexible contracts, HotelBooqi was able to pause the service until the market reopened.



Step 2: Decentralise your team

Even Picasso needed an assistant. All agencies experience the same issues: some months you have too many clients to handle, sometimes you wonder if you can even sustain your business. Then when we are busy, we have an overload of staff, which we don't want to pay for during quiet times. If they are one-time recruits, they are very expensive. What if we could simply turn on/off these resources?

It's really important to have a core team, but you need to make sure on a larger scale it is decentralised otherwise your fixed expenses are too high. Get yourself a reliable partner that can take over multiple projects immediately, so you don't have to waste time on finding them and that is in sync with your creative workflow.

Especially during a crisis, we learn the importance of flexibility as any given time, our time and business can be taken away from us and it ends up spending a lot of money. Just think of the amount of money spent on salaries, severance and even legal fees.

How do I find a reliable partner that is flexible?



Manage your remote resources from your core team that follow your vision & standards.



Look at track records.

Can they show they have worked flexible before?



Resources & experience.

Do they have the resources and skill set to allow flexible clients?



Look at contract terms.

Do they specialise in flexible projects or do they prefer to go for one-time, high-fee ones? Do they scream out flexibility?



Step 3: Maintain brand consistency, while being creative.

Everyone recognises a Picasso. His unique style is what makes a Picasso a Picasso and without it, there would be few to none brand recognition. One of the biggest complaints about agencies and designers from clients is the fact that designers only want to be creative and go their own way, without respecting the brand.

There are so many designers that only focus on being creative and entirely forget about the brand and its identity. I totally agree you need to be creative. Just remember that at the end: it's the client that pays the bills. It's the client that decides whether he stays with you or not. I know that sometimes it's hard from an agency standpoint, because you know even for the client it's better to step outside of the box sometimes, but we need to follow orders. Unless they explicitly mention to try something new, stick to the brand, otherwise you will lose them. Be creative, within the client guidelines .



If you
want to
be interesting,
be interested.

David Ogilvy #OgilvyCannes

How to achieve brand consistency?

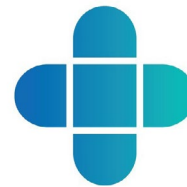
✔ Have a brand style guide.

Make sure you have a brand style guide in place or get it from the client. If not, create it.

✔ Look at values.

Do not only focus on font, elements and colours, but also take into account the values of the client and the emotions that they want to raise with their product or service.

Make sure this is part of your creative work workflow. You don't want to make designs and suddenly find out it's totally out of line with the clients values and vision.



Case Study: DOCTOR LOGIC

DoctorLogic is a Marketing Agency for health care providers.

Before Implementation

DL had a solid website, but inconsistent branding throughout their social media and other marketing collateral.

After Implementation

We created a fully consistent brand throughout all marketing channels, linkedin, website, presentations.

“Our new sleek and modern graphic designs are wonderful. The high quality of our digital branding finally match our high quality service.”

Andre Riley, CRO
Doctor Logic



Step 4: Be data-driven and generate results

The end goal for every business is to generate results and becoming data-driven is key to increase your sales, revenue or leads.. Therefore it's very important to really measure all your data for every step to make sure that the results are growing progressively. To add, it also stimulates the increase in the quality of your designs and will attract more clients in the long run.

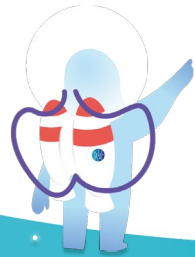
This is something that only a few creative companies are currently doing. They are primarily only focused on delivering a creative image. If you are able to combine creativity and efficient data analytics, you will be able to generate staggering results. You'll get such great feedback from all the people who are using and receiving the image.

The key in data-driven is to test multiple variations, you can do this by changing the text, background, image, colours and so on. After that you can launch your campaigns with these various images. Being data-driven is highly effective, since you can see what the individual outcome per image is and you can modify this to get the right message across to your target audience.

How to become data-driven?



- 1 Always create multiple variations of your designs (different colours, different text, different image etc).
- 2 Use the analytics from the channels that you are using.
- 3 Get learnings from which image is performing better and take these points in consideration when you are creating a new image.





Case Study: CAFE COUTURE

Cafe Couture is an online retailer for coffee, tea & matcha products.

Before Implementation



Frequency	Link clicks	Amount spent	Purchases ↓	Website purchases	Purchase ROAS (return on ad spend)
2.58	208	€65.03	1	1	0.45

Cafe Couture was only using photography photos in their advertisement campaigns, but the ads never took off.

After Implementation



Frequency	Link clicks	Amount spent	Purchases ↓	Website purchases	Purchase ROAS (return on ad spend)
3.15	266	€219.61	105	105	26.91

We redesigned the product images with clear unique selling propositions and their sales skyrocketed from 1 sales to more than 100+ sales with only around 250 USD budget. **This resulted in a return on ad spend of more than 26 times!**



Summary

To summarise how you can scale your Graphic Designs, increase the output and save a lot of time & money, all you need to do is:



1. OPTIMIZE.

Structure your workflows. Write out every single step of the process to become more efficient.



2. DECENTRALIZE.

Make sure you have a reliable partner in addition to your core team, so you can keep your overheads low during quiet seasons.



3. CONSISTENCY.

Follow your client's corporate branding, to keep client satisfaction high while still being creative



4. DATA-DRIVEN.

De data-driven, think about how the receiver will process the image and compare the results to skyrocket your results!





OPTION 1 & OPTION 2

OPTION ONE

The Hard Way

Now there are a few ways to achieve steps laid out above.

Option one is you do it yourself and you hire someone full-time. You will have someone with you at almost all time, but it comes at a very high expense. You will need to train them for a couple months, it requires a big commitment from your side and it has a huge risk in case he or she leaves. One of the reasons that many of our new clients give is that their current designers have suddenly left. And with Covid it's just scary how many billions of \$ has been paid in severance money, which is one of the biggest fears of every employer.

Another way is to find someone even cheaper at Fiver or Upwork. This will take you at least a couple weeks to find someone and even then, you will be lucky to find one that is reliable, capable and efficient. And generally, they don't have any workflow, otherwise they wouldn't be on such platforms.

Alternative	Alternative Results	Alternative Price (per month)	Alternative Time
Full-time designer	1 month of training	\$5,000 - \$10,000	4 weeks
Agency	1-2 week deliveries	\$3,000 - \$15,000	2-3 weeks
Freelancer	Limited capacity & Unreliable	\$500 - \$5,000	1-2 week

OPTION TWO

Let DotYeti handle it

Another option would be that you can work with DotYeti. Get started today with someone that is experienced with all these steps and you can achieve amazing results this very week, with 0 risk. If you are satisfied, you will have a partner in life, because we will not leave you and say we want to work for another company.

We will make sure that you make all of your headlines. Only in times when you need it, just pause the months whenever you have a low workload at a super high quality. We have already built the platform that covers the efficient workflows and we always take the effectiveness of the visuals in consideration and result-driven. We will treat you and each of your clients individually, making sure you get a strong brand identity and we follow their brand guidelines while being creative.



SCALE YOUR GRAPHIC DESIGN & SAVE THOUSANDS OF DOLLARS PER YEAR

D  **TYETI**.COM