

**Nothing increases conversions
like trust, and 3D visualization is
an incredible trust-building tool**

#32
JUL 23



20% of payments from all projects

are donated to support Ukraine 

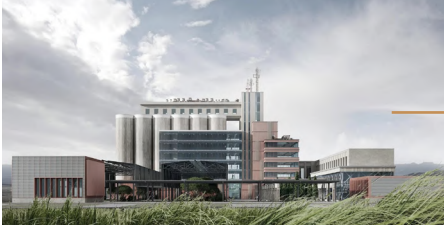
CONTENTS

3



Interview with Kenneth Lewis, marketing consultant for interior designers

15



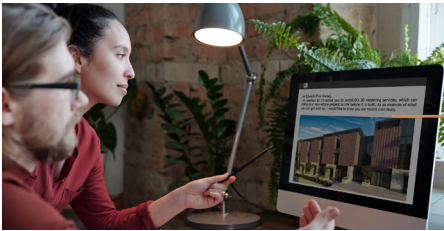
5 Aspects Industrial Architecture Rendering Needs to Highlight

20



How the ArchiCGI Team Ensures Your Visuals Are Stunning, Accurate, and Consistent

25



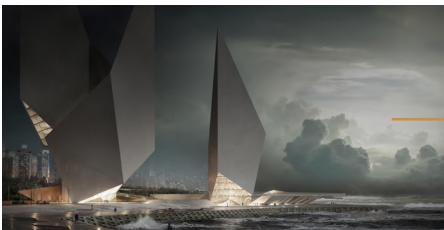
6 Tips to Make Email Marketing Work for Architects

33



How Quality CGI Makes for Irresistible Architecture Advertising

39



What Types Of Architects Can Benefit From Commercial Renders?

44



CGI Case Study

Creating CGI for William McGough's Large-scale Project in Tokyo

52

Special Networking Offer from ArchiCGI



Interview with Kenneth Lewis, marketing consultant for interior designers

Welcome to our exclusive interview with [Kenneth Lewis](#), a renowned marketing consultant specializing in the interior design industry. With his vast expertise in digital marketing, Ken has become the go-to

expert for interior designers and architects. As the founder of [Client Expander](#), a boutique marketing firm for designers and builders, Ken provides tailored digital marketing solutions and valuable consultations to business owners.

In this interview, we delve into Ken's journey and explore how his passion for marketing and appreciation for design merged to create a thriving consultancy practice. Our [architectural](#)

[visualization](#) studio is eager to share Ken's invaluable insights, experiences, and strategies that have propelled interior design businesses to new heights. Let's go!

What inspired you to become a marketing consultant for interior design and architecture professionals, and how did you get started in this field?

I stumbled upon digital marketing in 2001 when I discovered that it was a powerful tool for promoting events. Instead of the old way of running around town with event posters and flyers, one could simply find their community online and share the event. Early on, I realized that a significant contributor to sales was simply gaining visibility to the right people. Several years later, my family's independent hotel business was struggling to adapt to the changes of the digital world, and the big brands – the Marriotts, Hiltons, and Hyatts – started grabbing market share with digital techniques. So, I stepped in to help my family. And in the process, I expanded my skillset beyond promotion and learned the art of optimization.

In 2010, I began freelancing,

accepting clients from all industries. One of my first clients was an interior designer. We soon discovered it was a perfect fit. My wife, who was working with me doing the web design, loved the amount and quality of the images they had. There were all of the right visual ingredients for her to make a gorgeous website. And the work simply inspired her.

At the same time, my knowledge was the perfect fit for our designer client as I grew up in a family that has always used talented interior designers to decorate our homes. In fact, we did a new construction that was fully designed and furnished by Nate Berkus. Along with my knowledge of what luxury clients expect, being raised in a business family helps me understand the business side of design. Knowing both sides of the relationship really helps me with positioning our clients' studios.

“ *Early on, I realized that a significant contributor to sales was simply gaining visibility to the right people.* ”

After working with our first interior design client, we got noticed by another designer, which then led to a cascading effect. With a stream of referrals, we realized that our path had been chosen for us.

We turned to freelancers to assist us with all of the specialty jobs of marketing. However, we found that we could not give our word on timeframes when we were dealing with the work of those with multiple masters. So, we began hiring, and now we have an 18-person team.

What are some of the unique marketing challenges that businesses in the design industry face, and how do you tailor your marketing strategies to suit their specific needs and goals?

Atttribution is a huge challenge. When you sell products online, such as a purse or a book, it is really easy to track where the sales came from. It makes it straightforward to compute your return on investment. And it makes it much easier to strategize a marketing campaign as it is simply a process of putting more

money into the platforms and techniques that convert.

Interior design services follow a completely different sales process. According to a survey done by Houzz, it takes, on average, one year from the time that the homeowner starts thinking about redesigning their home until the point that they sign a contract with

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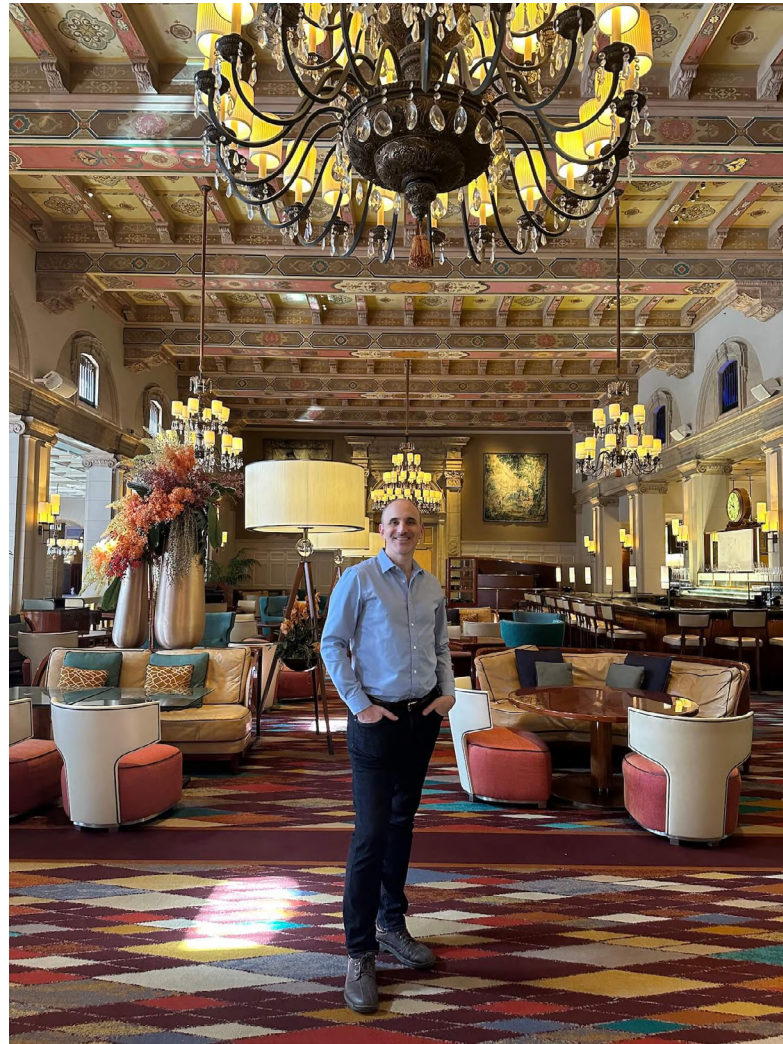
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a studio to step forward. During that year, they digest countless impressions from designers far and wide, and they typically don't know where they even first learned of the studio.

Thus, we have created promotion, optimization, and search advertising packages that check all of the boxes on getting seen at all stages of the sales funnel. Promotion is gaining visibility via paid social media placements in order to build brand recognition amongst one's target demographic. Optimization and search advertising are how we ensure that our clients are seen when the search process commences.

Another unique marketing challenge is that because home design and remodeling is such a big ticket item, it requires implementing luxury marketing techniques that most agencies don't have expertise in. All of the best practices of "buy now" and "20% off today only" that work for conventional businesses don't fit the luxury market. By exclusively serving clients that target affluent and high-net-worth individuals, we've geared our entire mindset and process to speak the language of the end client. In other words, you won't get sophisticated luxury marketing



from agencies that primarily focus on dentists, car washes, restaurants, and locksmiths. They'll try to prematurely and aggressively convert visitors into sales, which typically turns off our client's target audience.

“ We have created promotion, optimization, and search advertising packages that check all of the boxes on getting seen at all stages of the sales funnel.”

One of the key aspects of your work is building brand identity for your clients. Could you elaborate on this?

At our core, we are promoters. That which gets promoted is the brand and how it fulfills the end client's needs. So we view brand identity as a cook looking at ingredients. When the brand identity isn't clean, clear, and attractive enough, all the eyes in the world on it won't help. That is when we step in with suggestions on what needs to be done, from logo to brand colors, revising the origin story, and redesigning the website. We typically do incremental work on this while operating the campaign.

I guess the analogy here would

be that our brand identity work tends to focus on remodeling, not new construction. Occasionally we have a client that doesn't take us up on the brand identity aspect of the campaign. And it is a bit painful to see their campaign effectiveness get stunted because their brand just doesn't look sophisticated or fresh enough to speak to their target audience.

“ *When the brand identity isn't clean, clear, and attractive enough, all the eyes in the world on it won't help.* ”

What approaches do you use to identify and reach the ideal audience for a design brand?

Our relationship always begins with a Discovery Session, and one takeaway is an understanding of their ideal client. It is really a personal process for them. Many designers swear by design-build, and others share that they do much better sticking with the design and furnishings side. Some are comfortable targeting ultra-high-net-worth families with \$2-10m design budgets,

whereas others are really happy in the \$500-750k range. Many actually prefer avoiding large-budget projects as they tend to drag on for multiple years.

Once we understand what types of projects and clients our client seeks, we then target that particular demographic via social promotion (ads) and Google search ads. We focus those ads based on geography, wealth, gender age,

and a whole host of unique attributes that meet the particular client's ideas. These include family situations, purchasing behaviors, charitable activities, interests, travel patterns, luxury brand allegiance,

job title, industry, and so much more. We have our proprietary targeting pools and personalize them based on the particular client's situation. Each platform allows different types of targeting.

Can you talk about any emerging marketing trends in the design industry, and how you think they'll impact the way businesses promote themselves going forward?

We are in the midst of an artificial intelligence revolution that will prove to be as transformative as the advent of the smartphone. It is a really big deal. It is already impacting many aspects of marketing, and I'll share a few of them.

It is now possible to use AI to write all types of content. From blogs to website copy, articles to social posts, AI has become an essential part of the writing process. It isn't good enough to stand on its own at this point, but it is a huge time saver for brainstorming, writing outlines, and even writing first drafts. Still, the text creation process is short of being able to be automated as human involvement is required to ensure it is accurate, on-brand, and accomplishes the said goals. ChatGPT is currently the primary

tool for this.

“ We are in the midst of an artificial intelligence revolution.”

Imagery can now be created and edited with Midjourney, Adobe's AI tools, and many others. It saves our graphic designers a ton of time to be able to crop out unsightly objects from an interior photo, for example. Or to add in the staging that wasn't done, such as flowers and a bowl of fruits on the kitchen countertop. The use of AI will subtly increase the impact of marketing efforts as the assets will all be taken up a notch. Not happy with your choice of photographers for the last project? No worries, AI to the rescue!

In addition to AI's impact on content creation, there is also a shift happening in how people search. There is a trend to AI providing the answers directly without the need for the searcher to visit the website. This means that the nature of Search Engine Optimization, SEO, is changing. We are now doing our SEO with AI search in mind, and implementing Artificial Intelligence Optimization, or AIO, to complement SEO. The process is more extensive and time-consuming. Yet, it is preparing our clients for the future of search.



The use of AI will increase the impact of marketing efforts.

There is so much more to be said about how AI is shaping marketing. One last thing to share is the role of AI in advertising. It is great to see how AI is being used by the major platforms to get our ads seen by our target audience. By setting conversion pixels on our sites, such as counting any contact form, email, or phone number click as a conversion, we allow the AI to figure out which demographic is most interested in what we are offering. This is more important than ever as digital advertising prices are sky high these days, such as a typical cost per click on Google search for interior design services being in the \$20ish range. You don't want to pay \$20 per click for the wrong eyes on your site.

Present your architectural project like a work of art with AI-powered CGI

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What kinds of visuals do you recommend your clients use to attract leads and clients most effectively? Do you think 3D visualization helps with that?

Visualizations can be used for top-of-the-sales funnel content in things like videos and gifs, where it shows before,

renderings, and afters. Those are highly effective in telling the story and helping the homeowner envision the

process and outcomes.

“ Nothing makes conversions increase like building trust, and 3D visualizations are an incredible trust-building tool.

In addition to the renderings helping with the top of the funnel, they also give the homeowner so much confidence in stepping

forward. In industry terms, they help with Conversion Rate Optimization or CRO. [3D visualizations](#) allow potential clients



3D renderings by ArchiCGI

to see that they will be given a vision of the transformation before it occurs. And that is so important as most of us cannot imagine a redesigned space with the visual

clarity of designers. Nothing makes conversions increase like building trust, and 3D visualizations are an incredible trust-building tool.

What are your tips for businesses looking to improve their social media presence and reach more customers?

Advertise. Building up a social media following is a long process, and if you don't have it in you – if you are not inspired to connect and engage endlessly – then the smart alternative is to buy visibility. That is why paid social promotion is the one component that is included in all of our marketing packages.

Let's say you work for years on a social media platform building followers. You reach five or ten thousand of them. How many are based in the States? How many are in your ideal service area? And how many can afford your services? You can quickly go from ten thousand followers to having a post seen by two hundred of them, to having just 20 of them being local to you (many of which may be friends, family, and colleagues), to none of

them being your target audience. That is a lot of work for nothing, or maybe for a low amount of results.

Instead, if you invest in paid social promotion, you can get thousands of highly targeted eyes on each social post that you choose to promote. It is a radical, transformative difference. It allows you to build brand recognition amongst those that might not necessarily follow a local design studio yet who are very much willing and want design services every five or ten years. As long as the paid social promotion is consistent over time, which means that you run it endlessly as a forever campaign, your brand recognition will go through the roof, and you'll inevitably expand the scope of your clientele.

What are the main criteria for an ideal interior designer website? What motivates users to order the services and start cooperation?

In the design industry, visual storytelling is essential. Without great project photos, it is really difficult to sell design work. The website itself is just the frame for these photos and the related descriptions of the projects, services, processes, and

team.

You have the content of the imagery and words, the site layout and architecture, user experience, speed performance, proper rendering across screen sizes and browsers, and so much more.

Take your design presentation to a new level with interior rendering

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The most important thing is to realize that as much intelligence, knowledge, and hard work that goes into designing a home is required for creating a website if you want it to be a powerful sales tool. It requires an amazing amount of technical skills and know-how to design and build the site.

I think of it like a sofa purchase. You can get sofas for ten to fifteen thousand dollars that are extraordinarily comfortable, attractive, functional, and will last for decades. You can buy a mid-range sofa for two or three

thousand that have some of the attributes. And, you can buy a six hundred dollar sofa from Ikea. None are inherently better choices; they all are relative to the buyer's position and needs.

“

The website itself is just the frame for the photos and the related descriptions of the projects, services, processes, and team.

If you want a robust website that drives sales and will remain effective for years to come, you'll

need to invest in something on a platform like WordPress and have a team of marketers work on it – from designers to coders, SEOs to copywriters. You'll need to invest in long-term SEO to get the site seen.

However, if you are just looking for an online brochure for referrals clients to view your work, and don't wish to expand your clientele,

maybe an Ikea-level website will work fine for you. In that case, you can look at do-it-yourself site builders such as Squarespace or Wix. Whether you create it yourself or cheaply hire someone to help you with those site builders, you can get a decent-looking online brochure to showcase your work to referrals and those who find you on social media.

Are there any exciting projects you're currently working on?

We are very focused on AI at the moment. We are integrating it into our workflow to improve our processes, and we are experimenting with using

it for all aspects of marketing campaigns. Because any agency that doesn't develop AI systems will definitely be left behind.

What's the number one advice you would give to businesses in the interior design and architecture industry looking to improve their marketing and stand out from the competition?

It is as simple as finding a great marketing agency to collaborate with and stick with it long-term. Campaigns only fail when they are short and underfunded. The key to marketing success is building up brand impressions over time. Eventually, people will know, like, and trust you, and at that

point, your brand has its pick of projects. You just can't give up. It is no different than eating healthy, committing to a fitness regimen, and investing in a retirement account. You need the mindset of being forever committed. With that in place, your success is inevitable.



If you are the do-it-yourself type, instead of hiring an agency, you can commit to endless content creation on your choice of platforms. It doesn't matter if you choose Instagram or blogging, Tiktok, or Youtube; if you create quality content with no end and total regularity, you will eventually get good at it and will gain the brand recognition that you seek.

However, most designers want to focus on their design business, not on running their own marketing machine. And thus the place in the market for agencies like ours that

have all of the specialists in place to implement advanced strategies without the principal designer's need to give any time or attention to it.

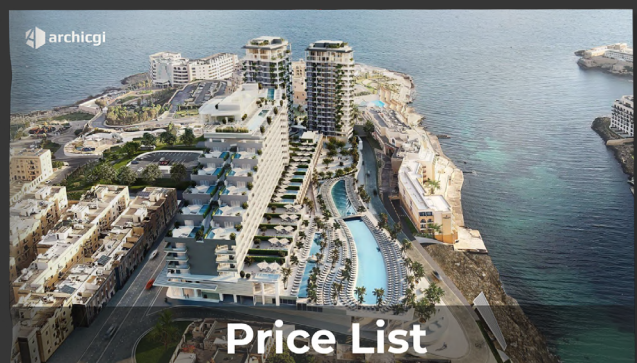
“ *The key to marketing success is building up brand impressions over time. You just can't give up.* ”

We thank Kenneth Lewis for sharing his expertise with us in this amazing interview. There are, no doubt, so many valuable insights that our readers will love. And we wish Ken and his team of marketing experts all the best in their future endeavors.

Looking for [professional 3D rendering services](#)? Contact us at ArchiCGI to schedule a free personal consultation with one of our managers!

Want to learn how much your project costs? See how we evaluate 3D rendering projects

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5 Aspects Industrial Architecture Rendering Needs to Highlight

Presenting industrial architecture projects requires a special approach. The scale and the amount of technicalities in these designs mean that a stack of schematics won't cut it. That's where industrial architecture 3D rendering comes to the rescue.

As a [3D visualization studio](#) with 12 years of experience, we've dealt

with various projects: from cozy bungalows to high-tech production plants. And we know that in different projects, renders need to focus on different aspects. This way, CGI can bring the most value to the presentation. So, what to highlight in an industrial architecture 3D rendering? Keep on reading to find out!

#1. Layout and Integration with the Environment

In industrial architecture, nailing the layout is crucial. It is a well-planned layout that ensures everything works like a well-oiled machine. Another essential aspect is that massive industrial structures must harmonize with their surroundings, be it a city outskirts or a natural landscape. There should be a balance between functionality and fitting in with the environment. And a project presentation must reflect that.

Here's where architecture 3D rendering saves the day. By using CG images, you can show how different parts of an industrial facility are interconnected and how it works with the location.

Take a look at this render of a port fueling station in California. The aerial view allows us to appreciate the station's layout. We also understand how its design works with the seaside it's situated on. Such a render highlights both functionality and aesthetics of the facility in the context of its location.

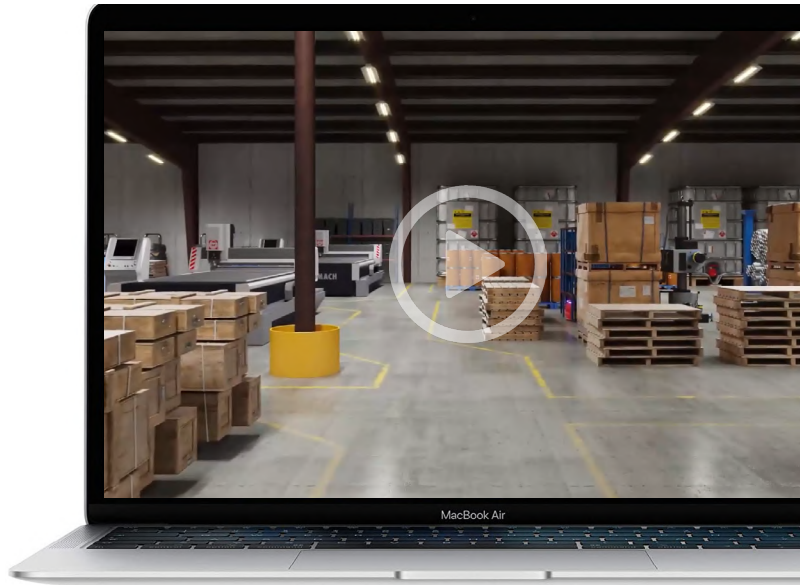
For presenting projects like that, you will likely need a whole pack of renderings showing the design from different angles. It will help you cover every aspect of the layout. Aerial and eye-level views, as well as [industrial 3D animation](#), are the types of architecture CG visuals to consider.



#2. Material and Personnel Flow

These are two essential elements in the realm of industrial facilities. Material and personnel flow play a vital role in determining the productivity and efficiency of the entire operation. An efficient material flow ensures that resources are optimally utilized. It minimizes bottlenecks and reduces downtime. In turn, a smooth personnel flow enhances communication and collaboration. It allows for seamless coordination among different teams and departments. When these flows are well-planned, the entire facility operates smoothly.

Industrial architecture 3D renderings can depict production processes, equipment, and staff workflows. This way, you provide a comprehensive view of how everything fits together. You can demonstrate how materials



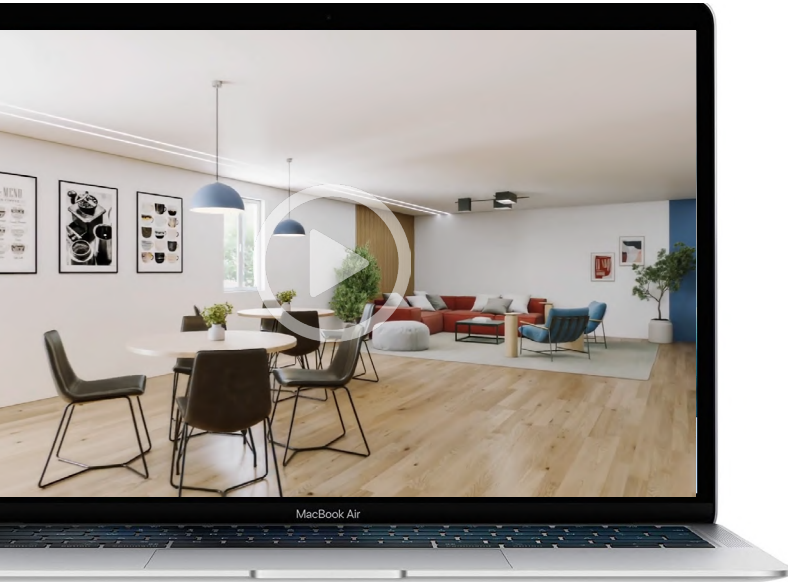
move through the facility, from raw inputs to finished products. Also, you can show personnel navigating through various work areas.

A good example is the 3D walkthrough above. Such visual representation allows stakeholders to appreciate the well-planned facility, proving it has no potential inefficiencies.

#3. Facilities for Personnel

In a modern industrial setting, adequate facilities for personnel are vital. That's because the well-being and comfort of the staff play a significant role in ensuring

productive work. So, facilities such as restrooms, break rooms, and training areas are essential. And stakeholders must be sure that they are conveniently located, properly sized, and work



well with the design. Industrial architecture 3D rendering can help prove that.

3D renders are able to show that restrooms are well-placed and accessible. Similarly, the layout and design of break rooms can be visualized in the most informative way. All in all, architecture CG imagery helps to show the personnel facilities are spacious, comfortable, and well-equipped.

#4. Safety Measures

Prioritizing safety in industrial settings is non-negotiable. Emergency exits, safety barriers, and fire safety systems are crucial in any facility.

Visualizing safety measures in 3D allows for communicating their placement and efficiency. Have a look at a shot from a CG walkthrough we created. The fire extinguisher immediately captures your attention. This way, industrial architecture 3D rendering can show how safety systems are organized.

Furthermore, architecture CGI shows the impact of the



safety features on the layout. It allows for making adjustments or improvements early on if needed. Also, one can use these renderings for personnel training. So, they come in handy at all stages of the project.

#5. Sustainability Features

In modern industrial architecture, sustainability has become a key consideration. Energy-efficient systems and waste management infrastructure are just some aspects to name. LED lighting,

smart HVAC systems, and renewable energy sources help reduce energy consumption and carbon emissions. So, they create a more environmentally friendly operation. And they also ensure long-term cost savings!

Architecture 3D rendering allows stakeholders to understand the integration of these sustainability features. It helps them evaluate their effectiveness, placement, and impact on energy consumption.

Industrial architecture 3D visualization covers different aspects of the project. With this tool, you can create a comprehensive presentation for stakeholders and future personnel. What's more, 3D images enhance project communication and allow for early adjustments. All in all, CGI contributes to the success of industrial architecture projects.

Looking for a reliable and experienced provider of [3D visualization services](#)? Contact us for stellar CG visuals that will make your project shine!



Get your project estimated in just
1 hour - fill out this brief!

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How the ArchiCGI Team Ensures Your Visuals Are Stunning, Accurate, and Consistent

The demand for CGI services is on the rise. High-quality 3D renders became invaluable assets for any architect, designer, or real estate professional. However, creating accurate, photorealistic images requires high expertise and exceptional attention to detail. Is it possible to always get beautiful

and consistent imagery with a large outsourced team of 3D artists? Yes, if you pick the right contractor.

With more than 12 years in the field, our [architecture visualization studio](#) leaves no stone unturned when it comes to our work. Want to know more

about how exactly we manage to deliver consistently high-quality 3D

imagery for your projects? Read on!

#1. Double-check Quality Control System

We've established a custom QA system to ensure all 3D renders we produce meet the highest standards. Before being presented to the customer, every image goes through a meticulous double-checking process. Here is how it works.

First, the visuals are reviewed by our project managers. Their job is to ensure the images align with the brief and our studio's inner quality standards. This initial check helps us catch any inaccuracies and make necessary adjustments early on.

Next, our team leads step in to examine the imagery. When deciding whether CGI is high-quality, they're not relying on their subjective impressions alone. We have

our custom-developed criteria called SDC (storytelling, details, composition) in place. SDC encompasses the essence of what makes a 3D visual captivating and engaging. By



using those criteria, we ensure all the team members are on the same page regarding what can be called high-quality 3D imagery.

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Available for projects started till the end of July.**



#2. Saving Your Critical Requirements

We know that each project comes with unique challenges and that each client has specific requirements. To ensure we deliver perfect results when working with a particular



customer, we store all their preferences in our CGI CRM. We do it starting from the very first

task we complete for them.

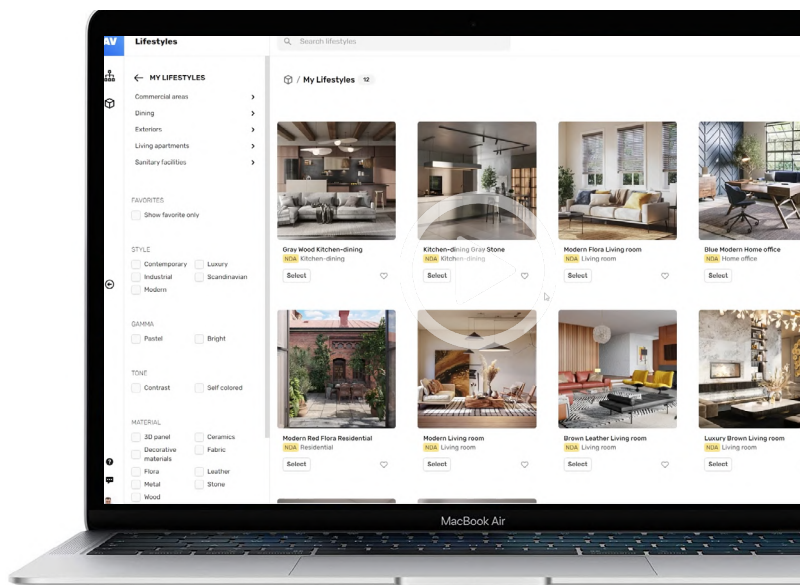
These preferences are called critical requirements. They encompass various aspects, such as image resolution, file formats, image naming rules, preferred angles, camera settings, and the like. Additionally, we keep track of the works that the client liked most in terms of atmosphere, lighting, details, etc.

Periodically, our team, together with the lead, reviews and updates the requirements. By doing so, we continually refine our understanding of our client's vision. This guarantees that every CG visual we make is on-brand and high-quality.

#3. Using Custom Ready-made CG Assets

Our [3D project management](#) system is aimed at fostering a seamless workflow for both our customers and CG specialists. As part of this effort, we offer a personalized library called 'MyLib' to each customer. These libraries are a part of our CRM.

How does it function? During



our collaboration with a certain client, we create 3D models, materials, and scenes that are specific to their projects. All these assets are then added to their MyLib. This makes it effortless for the client to set up a new task, as they already have a part of the

assets in place.

The process for 3D artists is streamlined as well. They can reuse the models and materials from previous works to complete the tasks quicker while delivering high-quality 3D visuals.

#4. Saving Index Scenes

To maintain consistency and stick to customer preferences, we use so-called 'index scenes'. An index scene

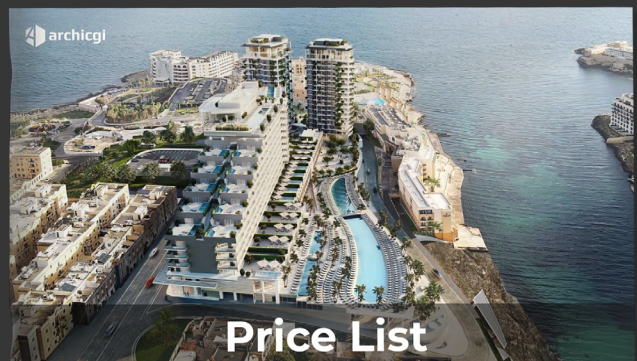
is a 3D scene from a client's project, carefully saved with the lighting settings and camera angles that align with their specific preferences.

Having index scenes allows us to quickly recreate the necessary environment for the customer's new tasks. This approach not only makes the production process faster but also ensures that high-quality standards are consistently met.



Want to learn how much your project costs? See how we evaluate 3D rendering projects

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#5. Holding Inner Competitions

To ensure the skills and creativity of our specialists flourish, we hold quarterly inner contests for the best renderings. During these competitions, our senior 3D experts meticulously assess each submitted CG image using the SDC criteria. The authors of the best works are awarded prizes. This way, our artists always have an additional incentive to deliver high-quality 3D visuals and master new skills.

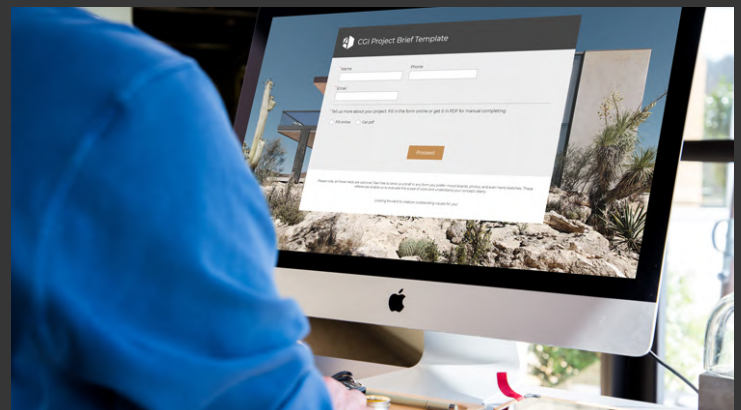
3D renders can make or break your portfolio, presentation, or marketing campaign. So, don't settle for anything less than excellent. Our rigorous checkup process and vast experience help ArchiCGI provide high-quality [3D visualization services](#). If you need a reliable partner in



your success, don't hesitate to contact us today!

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[DOWNLOAD THE BRIEF](#)





6 Tips to Make Email Marketing Work for Architects

Email marketing for architects is often overlooked. But if used strategically, it can become an invaluable asset. Well-crafted email campaigns can help showcase your expertise in architecture and design to the right audience, unlocking new business opportunities

and building stronger client relationships.

As a [3D architectural visualization studio](#), we collaborate with architects to provide them with stellar visuals for all kinds of marketing

campaigns. We know very well how important it is to use every tool available to reach new prospects and keep fostering a relationship with former clients. In this article,

we'll shed light on six essential tips that can make email marketing for architects truly powerful. Let's dive in!

#1. Build and Maintain a Healthy Email List

Building a proper list is the first step in successful email marketing for architects. This



list is not just about staying in touch with potential clients, industry peers, and interested folks. It's an opportunity to establish yourself as an expert. With a healthy email list, you can efficiently nurture client relationships.

To get new interested subscribers, add sign-up forms or lead magnets to your website and social media. Industry-specific and networking events are the other two channels that can help you expand your audience.

Building a strong email list requires ongoing maintenance. Regularly clean your list to ensure you're sending emails to engaged recipients. This will improve your deliverability rate. Remove inactive or uninterested subscribers to keep your list thriving. Go for quality, not quantity. You might even consider implementing a double opt-in process. This way, you will be sure your subscribers actually want to receive your letters.

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#2. Create High-Quality Content

The most important part of email marketing is providing valuable content for your target audience. It might be exclusive access to some architectural resources, an overview of industry trends, a curated newsletter, a guide, and so on. In any case, you need to offer something compelling to get people to subscribe.

To create engaging content for your target audience, you should understand their needs and pain points. Tailor your copy to address their challenges and provide practical solutions. Use a conversational tone to make your text relatable and easy to read.



It's also vital to incorporate high-quality visuals. And don't forget to include a clear call to action. You should guide your recipients to take the next steps. Suggest they take a look at your portfolio or schedule a consultation.

Make sure your exterior design project takes your clients' breath away

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Need some inspiration? Here are a few examples of types of content that you can use in email marketing for architects.

- Case studies. Highlight your design process, the challenges faced, and the innovative solutions

implemented. For example, you can use 3D rendering and photography to show the project before and after completion;

- Unique educational resources, such as e-books, guides, or tips for homeowners;

- Updates about your firm's packages and pricing.

A great idea is to make use of storytelling. Share stories that

demonstrate the impact of your designs on people's lives. This way, you can create an emotional connection that resonates with your audience.

#3. Segment and Personalize Your Emails

Now, let's explore the concepts of personalization and segmentation in email marketing for architects. Personalization goes beyond addressing recipients by their names. It's about tailoring your

Segmentation is an important part of personalization. It involves dividing your email list into distinct categories. This way, segmentation lets you send messages that are relevant to different groups within your audience.



letters to their specific interests, preferences, and needs. By personalizing your emails, you show that you understand your recipients on an individual level. This fosters a sense of connection and makes them more likely to engage with your content and take the actions you need.

To start, you should analyze your email list. Identify meaningful criteria to create distinct segments. You can base them on factors like client type, project interests, or stage in the customer journey. Then, tailor your content to suit each segment's unique characteristics, challenges, and goals. This will enhance engagement and help you achieve higher conversion rates. Simply put, you will deliver the right message to the right people at the right time.

How do you go about this practically? Start by collecting relevant data from your subscribers. You can do it during the sign-up process or through

surveys. Use this information to personalize your emails with tailored content. For

example, mind their location, design preferences, or previous interactions with your firm.

#4. Use Email Automation

With automation, you can send targeted emails without the need for manual intervention. For instance, a welcome series can be automatically triggered when new subscribers join your newsletter. They will get a warm introduction to your architectural expertise without you overseeing it. You can also set up automated thank-you messages for recent clients. Additionally, automation allows

you to send timely follow-up emails to reignite interest if the user has been inactive for a while.



Present your architectural project like a work of art with AI-powered CGI

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Now, let's dive into the world of drip campaigns, one of the best examples of automation in use. A drip campaign is a series of automated emails you send to people who have interacted with

your website in a specific way. You can determine the number of emails, as well as personalize them with the user's name or according to their interaction.

To make use of drip campaigns, start by defining your goals and the actions you want your subscribers to take. Then, map out a step-by-step guide on what emails to send and when to do that. For example, you might design a drip campaign to educate your audience on architectural trends. Then, each email will focus on a specific aspect and provide valuable insights.

Consider using email automation platforms that offer user-friendly interfaces and convenient scheduling options. This will help you set up and manage your campaigns. Mailchimp, Brevo, and Zoho Campaigns are some examples of software that architects can use to automate their email marketing.

#5. Ensure Regular and Consistent Communication

When it comes to email marketing for architects, regular contact is key. Reaching out to your subscribers keeps your architectural brand fresh in their minds. Consistent communication builds trust as it showcases your ongoing projects and growing expertise.

However, it is vital to strike

a balance between reminding people about yourself and being annoying. Finding the optimal email frequency depends on different factors. They might include your audience's preferences, your type of content, and your marketing goals. Consider conducting surveys or analyzing engagement metrics to gauge the desired frequency. Start with a moderate frequency, such as a monthly newsletter, and track the response. You can then adjust the frequency based on feedback and the level of engagement you observe.

Style consistency also plays a vital role in effective email marketing for architects. It



includes the tone of your communication and visual branding elements. Maintaining

a consistent style ensures that your brand is recognizable among competitors.

#6. Keep Track of Metrics and Adjust Your Tactic

Key Performance Indicators are essential in assessing the effectiveness of your email marketing. They provide measurable metrics that reflect the performance and impact of your campaigns. By understanding and tracking KPIs, you gain valuable insights into how you perform. You can identify whether your marketing efforts align with your overarching goals.

What metrics should you pay attention to? Open, click-through, conversion, and unsubscribe rates are common KPIs to track. The open rate indicates the percentage of recipients who opened your

email. In turn, the click-through rate measures the proportion of recipients who clicked on links within your email. The conversion rate reflects the percentage of those who took



the action you wanted. For example, they requested a consultation. Lastly, the

Discover how to make your video meetings engaging and productive

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unsubscribe rate gives insights into the number of those who opted out of your email list. By monitoring these metrics, one can assess the engagement, impact, and overall success of email marketing for architects.

Measuring success is only the first step though. The next one is to continuously refine and adjust your email marketing strategy based on the data you gather. You should analyze the performance of your campaigns and identify areas that need improvement. If your open rates are low, consider optimizing your subject lines and preview text to grab attention. If click-through

rates are lacking, focus on crafting more compelling and relevant content.

Test different aspects like visuals, CTAs, or sending times to see what resonates best with your audience. Ask for feedback from your subscribers through surveys or encourage direct communication. You should understand their preferences and tailor your strategy to them. Remember, refining your strategy is an ongoing process. It allows you to continually improve and deliver greater value to your audience. Which, in turn, helps to get more clients.

Get your project estimated in just 1 hour - fill out this brief!

[LEARN MORE](#)

Email marketing for architects can be a powerful promotional tool. If everything's done right, you'll establish a direct line of communication with prospective clients and will keep yourself fresh in the minds of the former ones.

Successful email marketing

requires combining the power of text and visuals. So, if you're looking for [3D rendering services](#) to ensure you always have enough high-quality images, look no further! Contact us at ArchiCGI today to leverage the power of 3D visualization for a reasonable price.



How Quality CGI Makes for Irresistible Architecture Advertising

Advertising in architecture is a necessity, given the fierce competition in the industry. To advertise their services with success, professionals in the field need to use the most powerful promotional tools. One of these is undoubtedly high-quality rendering. So, how did

this come to be?

Before the advent of CGI, an architect would need to wait until the project was fully completed to obtain dazzling images and videos of it. This meant a delay in launching advertising campaigns and a

loss of great business opportunities. But now with high-quality computer visualization, this and other challenges can be easily solved. A professional [3D rendering](#)

[company](#) can provide architects with promotional options that they couldn't even dream about before. So how exactly does CGI help in architecture advertising? Read up and find out!

#1. CG rendering helps set the right mood in promotional visuals

When potential clients or stakeholders are considering an architecture project, they are interested not

to know if the future building fits it. But how to explain this aspect of the project to the audience? Here is where CGI comes to rescue.



just in the property itself. They also want to see the aesthetics of its surrounding area and get

When creating high-quality rendering, 3D artists can set any mood for the visuals. The structure can be shown at any time of day, season, or weather, with or without cars, people, and other contextual objects around. The right use of visual effects and post-production techniques can make promotional materials look on-brand. Which helps the architect stand out amongst other professionals.

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#2. High-quality rendering gives a look into the future

When it comes to architecture advertising, the experts face a typical problem. Most of the projects are either yet to be constructed or in the building stage. Obviously, one cannot market a property with its drawings or pictures of a construction site. With these materials, a viewer just cannot imagine what the structure would look like once it is complete.

Luckily, high-quality rendering allows architects to get photoreal visuals of their masterpieces before they even exist in reality. All they need to do for this is to send the drawings of a building to a CGI company. Based on them, skilled 3D artists will create high-quality visualization that will show the expected result of construction

at its best. With such visuals, the audience is likely to get impatient to see this beautiful structure brought to life. If CGI shows commercial property, like malls, restaurants, hotels, or



resorts, the viewers will instantly imagine visiting them. And if CG imagery showcases a residential design, the viewers will probably get encouraged to live this beautiful home.

Make sure your exterior design project takes your clients' breath away

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#3. Computer rendering help capture views that photography cannot show

Sometimes, making fancy visuals of architectural structures through photography is tricky. This can be due to the large size of the building,



distracting city surroundings, natural lighting conditions, and so on. Not to mention the cases

when the project is not fully constructed.

But with high-quality rendering, all these problems get eliminated. It allows to add and remove any elements and set the lighting in the visuals as per the client's requirements. For instance, the picture above shows the realistic visualization of the church in the natural setting. But in reality, it is in the city! So, CGI allows to get creative and show the building in the best possible light. This way, CGI provides excellent materials for architecture advertising, especially for [content marketing for architects](#).

#4. High-quality rendering can highlight outstanding features of the design

When a stakeholder considers investing in an architectural project, they need to know far beyond its look. They will consider aspects like the types of materials used in building and whether they are innovative and sustainable. They will also be interested in unique functional solutions and features that sets the design apart from other structures.

By using high-quality CG

rendering, the architect can market their projects by showcasing these details. Seasoned 3D artists know how to simulate all the materials and specific features of the design in ultra-realistic quality. They can also make sure that the focus in the visuals is directed towards these details. This is sure to dazzle a potential client and encourage them to take more interest in what the professional has to offer.



#5. Digital rendering tells stories about designs through photoreal CG videos

The most vital aspect of marketing is to tell a story that will help a prospect build an emotional connection with the promoted object. And a high-quality video is the best medium to do that effectively. Unlike 2D imagery, which is static, footage is dynamic and provides a life-like experience. The effectiveness of videos in promotion is proved by numbers. According to the survey conducted by [Hubspot](#), 54% of consumers prefer seeing video content from a business they support. Also, [Insivia](#) found

that 100 million users watch at least one online video daily. So, video storytelling must definitely



be used in architecture advertising.

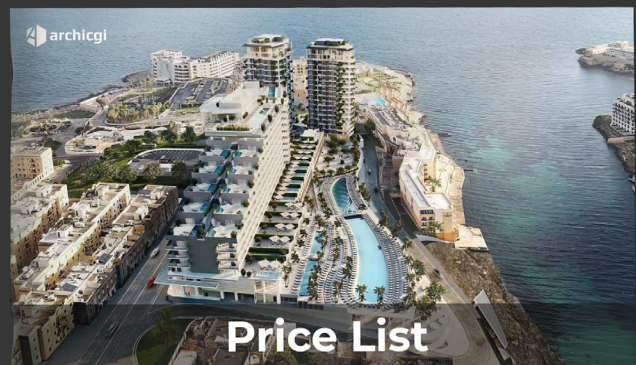
But marketing an architect's services in such a way might be a challenge. That is because most of the time, many projects are yet to exist in reality. In this case, there is just nothing to film. But there is a type of high-quality rendering that can solve this issue. It is called architectural 3D animation, or walkthrough — a photoreal video showing the future building in motion. It allows the viewer to picture the property clearly in their minds and build an emotional connection with it. A well-made architectural 3D animation lets the audience

grasp the feel of what it would be like to spend time in the future house. Such an asset can help promote architects' services with outstanding success.

High-quality rendering is a boon in creating irresistible architecture advertising. CGI helps set the atmosphere in the visuals and gives prospects a view of how a property will look once the construction is complete. It also allows to show views that photography cannot capture. What's more, 3D visualization can highlight the unique benefits of design and help architects make use of video storytelling.

Want to learn how much your project costs? See how we evaluate 3D rendering projects

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Want to advertise your architecture services more effectively than ever before and get more clients? Contact us for

high-quality [3D rendering services](#) and we'll gladly help you achieve it!



What Types Of Architects Can Benefit From Commercial Renders?

3D commercial renderings have significantly enhanced architects' productivity: they bring building plans and design ideas to life long before construction starts. Resulting photorealistic renditions of architectural projects are useful not only as tools for further development, but as marketing and investor-attracting materials as well. But there are many types of architects, and each of them

has different goals. How exactly [architectural 3D visualization](#) can help them individually? To answer that question, we've gathered a few of ArchiCGI's 3D commercial renderings for various architects, and we'll explain how every one of them benefited the client. Join us as we explore unique ways 3D renderings boost different commercial architect's goals!

#1. Commercial Architects

A commercial building must not only look appealing, but also be functional and



well-optimized for visitors. Standards vary for different

types of buildings: office spaces need a different approach to malls or stores, but the gist is mostly the same. Visitors need to be able to easily navigate the future property and enjoy the experience of being there. Yes, even offices. 3D commercial renderings achieve this with precise calculations done automatically by the software to perfectly visualize the layout of a building – great for complex logistics. And on top of that, the renderings will look gorgeous, ready for advertising and investor pitching!

#2. Interior Designers

Interiors are all about artistic creativity, where everything matters: the space and how it is used, the lighting and decor. Architects working in this field need to have vast knowledge of art as well as keep in touch with modern interior design trends. So, what can a [creative 3D visualization](#) studio do to turn their designs into beautiful 3D commercial renderings? First, 3D modelling and rendering software is capable of visualizing photorealistic light sources as well as different



types of lighting, shadows and reflections. This would ensure that the atmosphere of an interior is perfectly demonstrated to any viewer.

Secondly, material quality – it also contributes to look and feel of interior objects, and it can be perfectly represented with

respective CGI programs. Wood, metal, glass, fabric, leather – everything is indistinguishable from the real things!

Take your design presentation to a new level with interior rendering

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#3. Hospitality Architects

Hospitality architects specialize in hotels. And what do such properties require? That's right, attractiveness and

comfort. Investors need to know for sure that the building will rope in crowds of clients. For this, one would commission 3D



commercial renderings. Those 3D visualizations may include not only contextual decor, but also CG people. This would

solidify the idea that buying or investing in a particular real estate project will yield desired results.

#4. Landscape Architects

Designing outdoor spaces is just as important as any other properties. Landscape architects work not only on



parks or gardens, their line of work also includes campuses and even neighborhoods. To an outsider of CGI industry,

working on projects that involve organic design and harmony may seem like not the best job for 3D commercial renderings, but nothing can be further from truth. 3D modelling and rendering software can accurately visualize all kinds of plants and help specialists seamlessly integrate man-made constructs in the scenery. It's also worth noting that nature is about variety, and 3D artists can visualize locations during different times of day, or year. This gives a new dimension specialists can exploit – an outdoor place can be made to look differently, unraveling as time moves on.

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#5. Urban Designers

Speaking of outdoor spaces, urban designers work on neighbourhood, town and city planning. 3D commercial renderings can help these specialists visualize complex logistical projects, allowing precise road and sidewalk planning as well as animating traffic projections. But what about visual quality? Investors

need to know that the project will pay off from the first glance, without looking at plans. That can be easily achieved with photorealistic gorgeous CGI. Such visuals would be more than enough to persuade most skeptics concerned with returns, and 3D animation and VR will seal the deal.



CGI has a lot to make Architects more successful. 3D commercial renderings allow to bring their ideas to life to gain investments and clients before construction starts. 3D visualizations can serve different purposes, depending on what a particular specialist needs.

And, of course, CGI can look beautiful and photorealistic, convincing any viewer that it is depicting a real thing. Do you want to achieve your creative and commercial goals easily? Present your projects with our [3D visualization services!](#)



CGI Case Study

Creating CGI for William McGough's Large-scale Project in Tokyo

When William McGough, an ambitious Seattle-based designer, contacted our [3D rendering studio](#), he had just finished planning [Izaka Hills](#) — an impressive concept of urban redevelopment in Tokyo. William had never worked with ArchiCGI before.



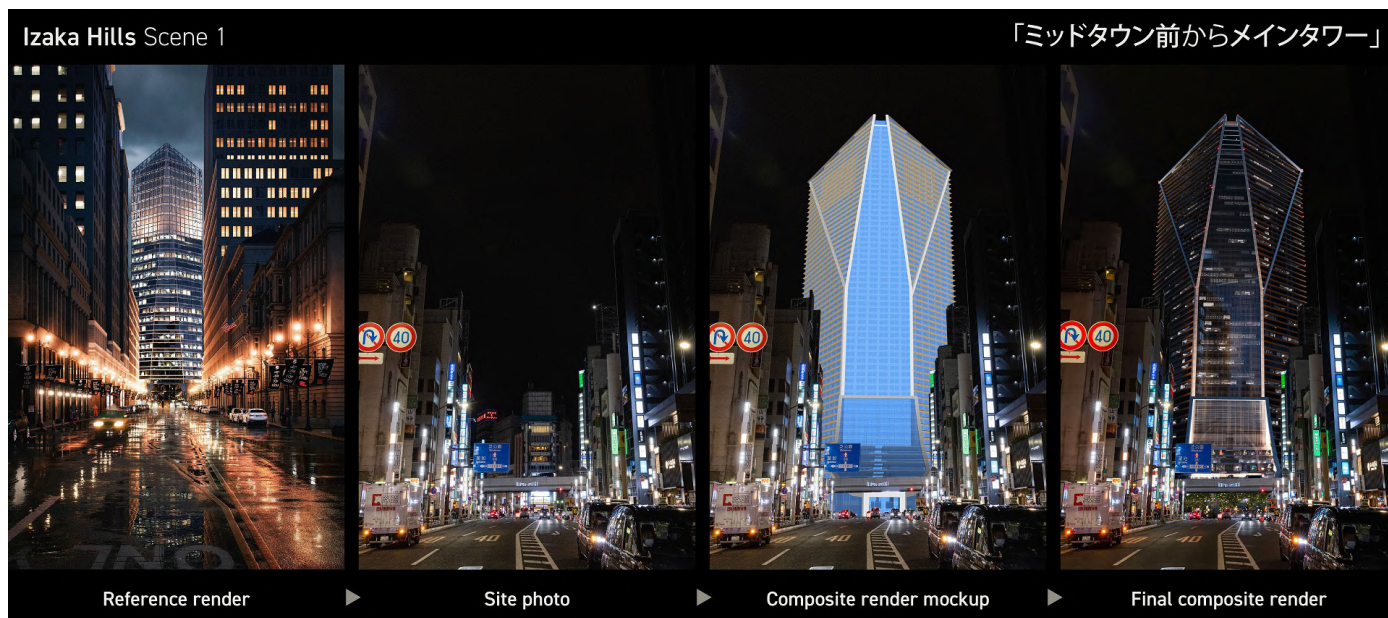
This large-scale urban redevelopment rendering project was our first

collaboration, and its results turned out to be nothing short of outstanding. Let's take a look!

#1. The References and Scope of Work

The client provided us with an extensive brief for the redevelopment rendering production. It included:

- a Sketchup model of the design and its neighborhood;
- reference images for overall aesthetics and types of plants in the surroundings;
- photos of the actual construction area for [photo matching](#);
- a Photoshop file with the necessary masks;
- a Google Maps location of the future architectural complex.



William requested that we create a comprehensive pack of urban redevelopment CGI. Namely, he needed:

- hero shots of the design with photos from the site as background;

- renderings of certain exterior and garden design details;
- interior renders of the museum, library, fitness center, and sports facility;
- cross-sectional views to show how the Izaka Hills buildings will be integrated with adjacent transport and pedestrian infrastructure.

Each rendering had to be in 8K resolution.

Considering the scale of the project, we assigned a large team of specialists to it. The team consisted of 8 CG artists, 4 project managers, and an art director. They all worked closely with the client to produce the stunning 3D renders we're about to show you.

#2. The Urban Redevelopment Rendering Results

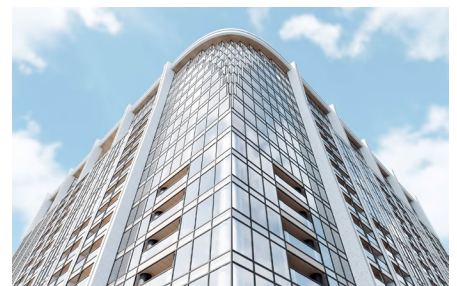
Below, you can see the hero shots of the entire urban redevelopment concept. They allow you to see how the two main towers of the Izaka Hills complex harmonize with the

vibrant cityscape of Tokyo. All these images were made using the photo matching technique, which is combining real-life photos of the location with 3D models of buildings.





As for the three exterior detail shots below and all the following ones, they were made fully in 3D.



These two renders showcase the beauty of an oasis-like garden design.



In these images, you can see the sleek interiors of the museum and library that are integral parts of Izaka Hills.



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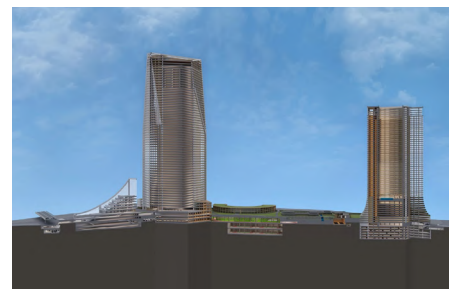
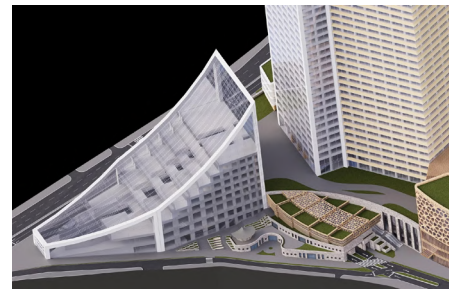
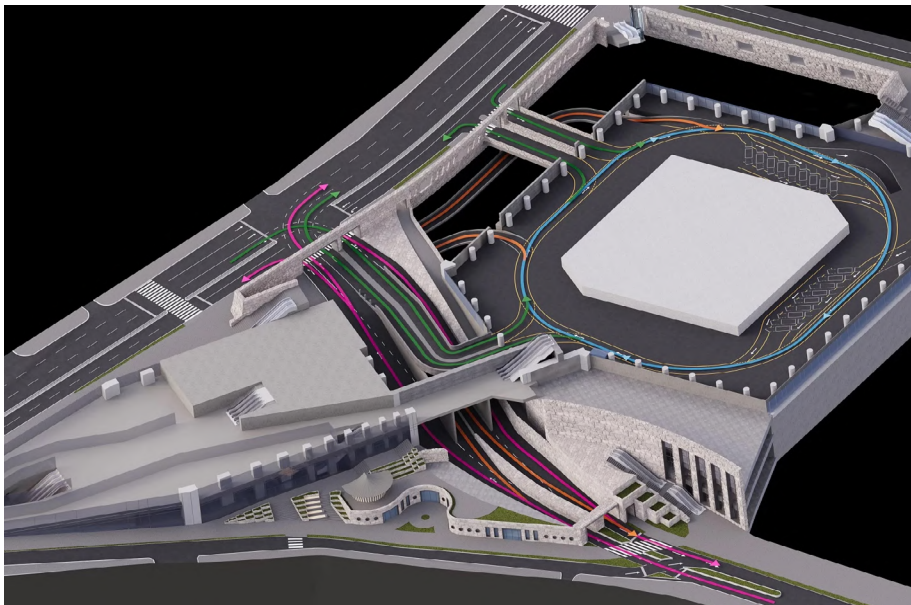
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This imagery details the office space and fitness facility interiors.



Last but not least, here are cross-sectional views depicting the interconnection of the proposed concept with the existing infrastructure.



And now, let's take a look at how the designer used our 3D renders to present his majestic urban redevelopment concept to the public.

#3. The Marketing Usage of Urban Redevelopment CGI

All the renderings we've made appeared on the Izaka Hills landing page.

Concept

View from Roppongi Hills Mori Tower

Inspired by Minoru Mori's interpretation of Le Corbusier's "vertical garden city" concept, the majority of building floor area is concentrated in two towers, one at each end of the site, opening up space for a large tiered garden to be framed in the center.

The Roppongi 5-chome West site is one of contrasts:

- More than half a kilometer long while only 150 m wide
- A bustling commercial road abuts its northern border while a quiet residential neighborhood lies to its east
- A steep change in elevation of 20m exists from its east side to its west side

Izaka Hills' buildings and landscaping are deliberately shaped in response to these contrasts:

- The steep change in elevation is leveraged to create grade-separated pedestrian and vehicle traffic flows
- Buildings and dense greenery are massed so as to shield the central garden and residential areas from the bustle of bordering commercial streets
- Key sight lines from Roppongi Hills to Tokyo Tower are preserved



The designer also shared the proposal on his Twitter and Youtube accounts, where it received great responses from the public.



Additionally, each urban redevelopment rendering was included in a beautiful brochure detailing the design. Here is how it looks.



The ArchiCGI team is thankful to William McGough for the opportunity to have worked on this mesmerizing 3D rendering project. We are thrilled to see it come to life!

Also, we are grateful for the heartwarming and very detailed feedback the designer has left on our work together.

Of course, we are also looking forward to the next exciting collaboration with William!

Seeking customized 3D

William McGough
1 review US



6 hours ago

Excellent work & workflow on neighborhood-scale project

It was an absolute pleasure to work with the ArchiCGI team. For a complex project such as this (spanning time zones and languages), organization and communication are paramount. The ArchiCGI team's online system made it easy for me to review and provide feedback on drafts of different parts of the project in parallel by keeping drafts and feedback for each scene in dedicated channels under the overall project. The team's proactive and clear communication throughout the process ensured we were able to move rapidly from drafts to high-quality deliverables. And the artists' skills in creating visuals for highly-specific situations (e.g. specifically-shaped cherry trees, students working at easels in an art class) were key to conveying not just the "what" but the "why" in the proposal's narrative. With the process and the results both being first-rate, I am looking forward to working with the ArchiCGI team on my next project!

Date of experience: June 16, 2023

visualization solutions for your architecture and real estate projects? Contact us to get a free consultation with our manager about ArchiCGI's professional [3D rendering services!](#)

Check Out 3D Models of Furniture & Accessories

**from the Latest Collections of the
Best Brands for Your Projects**

Are you looking to include the most trendy, beautiful, and functional furnishings and materials in your new interior design projects? Then check out the catalogs of ArchiCGI's long-term partners in the furniture and home accessories industries to find just what you need!

The 3D models of items from these catalogs are available in our library, so you're welcome to use them in your CGI projects with us.





BDI Furniture

Established in 1984 in the US, BDI designs and manufactures modern and innovative furniture for homes and offices. Their products are known for their sleek look and functional features, such as

hidden wheels and integrated cable management. The company is also committed to sustainability and has won numerous awards for its products.

[View BDI Furniture's latest collection catalog](#)



SUNVILLA

SunVilla

SunVilla is an American company that specializes in creating high-quality outdoor furniture and accessories using premium materials and fabrics. Their products are designed to ensure durability and longevity.

SunVilla offers a wide range of stylish and comfortable patio sets, umbrellas, dining furniture, sectionals, and fire pits. The brand has been featured in well-known magazines such as Forbes and Taste of Home.

View SunVilla's latest collection catalog



Bella Cera Floors

Bella Cera Floors produces high-quality and sustainable hardwood flooring using old-world craftsmanship. They offer a variety of flooring options known for their durability,

eco-friendliness, and stylish appearance. The company has won several awards, and its products are used in residential and commercial settings across North America.

[View Bella Cera Floors' latest collection catalog](#)

ARCHICGI TEAM

Now, we'd like to introduce you to some of our amazing 3D artists. You can see the entire team of 3D ninjas on our [website](#).



Igor Tsogla

Mentor & CGI Artist

Igor is an SoA Academy graduate and CGI expert with 11 years of experience. He says working in 3D is a mindset: one can always get creative, go beyond what's asked, and impress the client. In his free time, Igor is a mountain climber and a wine taster.



Mariia Polchenko

Senior CGI Artist

Mariia is one of the most hardworking and joyful people we know. She used to work as an architect, but 6 years ago converted to CGI. She says 3D allows seeing the future and just loves to admire the design in different views, and weather conditions.



Anna Shevtsova

Team Leader & CGI Artist

Anna is a Mentor, Art Director, and architectural design connoisseur. She is such a skilled 3D artist that we believe Anna had learned 3ds Max and Corona before she learned to write! Apart from CGI, Anna is into yoga and traveling.



Ilya Mikhailenko

Mentor & CGI Artist

With 10 years of work in CGI and professional artistic training, Ilya is an ultimate authority on realism and design. His imagery is technically impeccable and insanely creative! As for hobbies, Ilya loves cycling and winning airsoft wars.



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