



Co-Marketing Asset Design

Demonstrate strategic thinking, partner-first messaging, and clear B2B visual communication that could work in real-world partnerships.



The Ask

Create three co-marketing assets for Popmenu:

Partner-agnostic
co-marketing
one-pager

Instagram post visual
promoting a restaurant
partnership

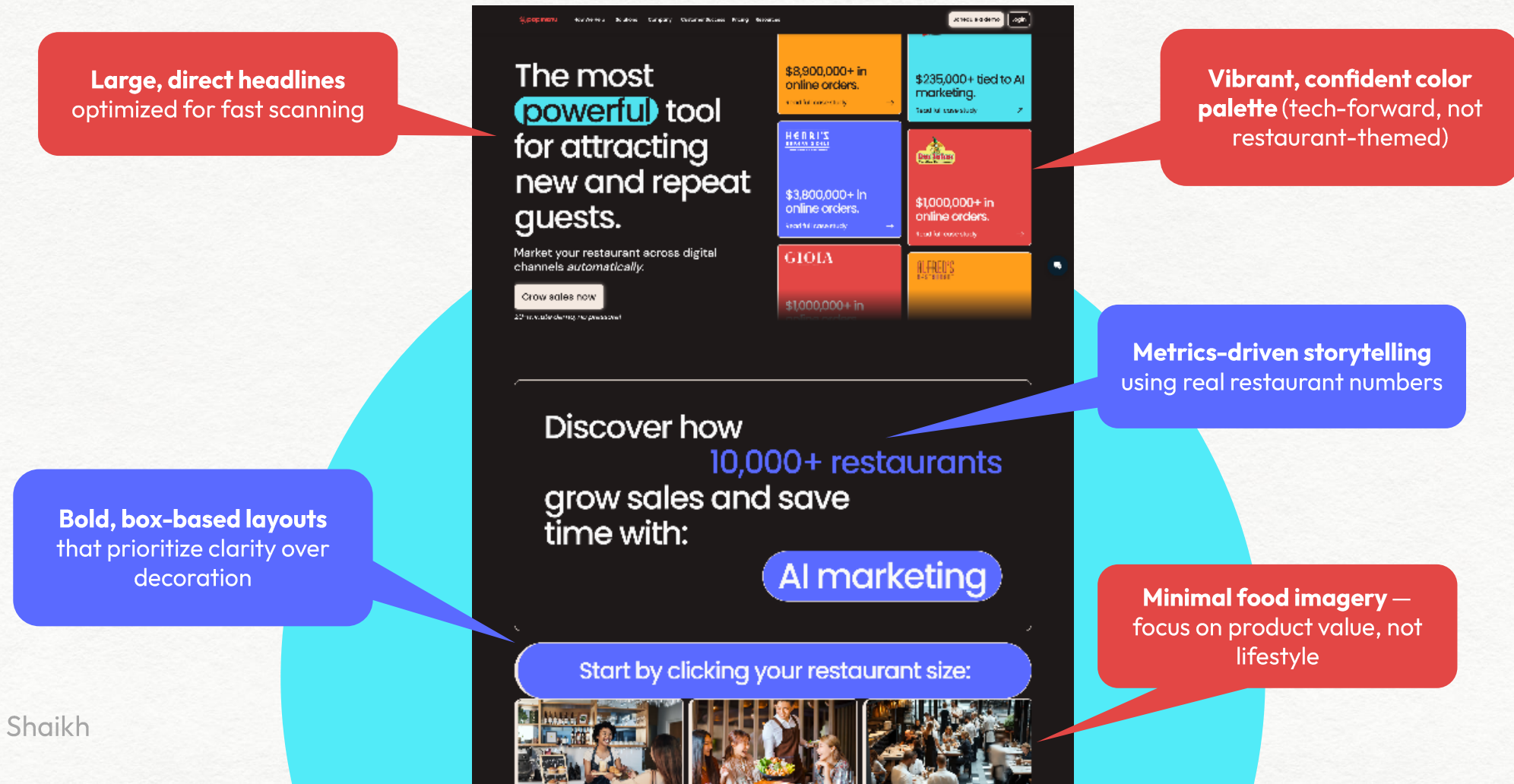
Email header + hero
graphic for a partner
campaign

Key Insight

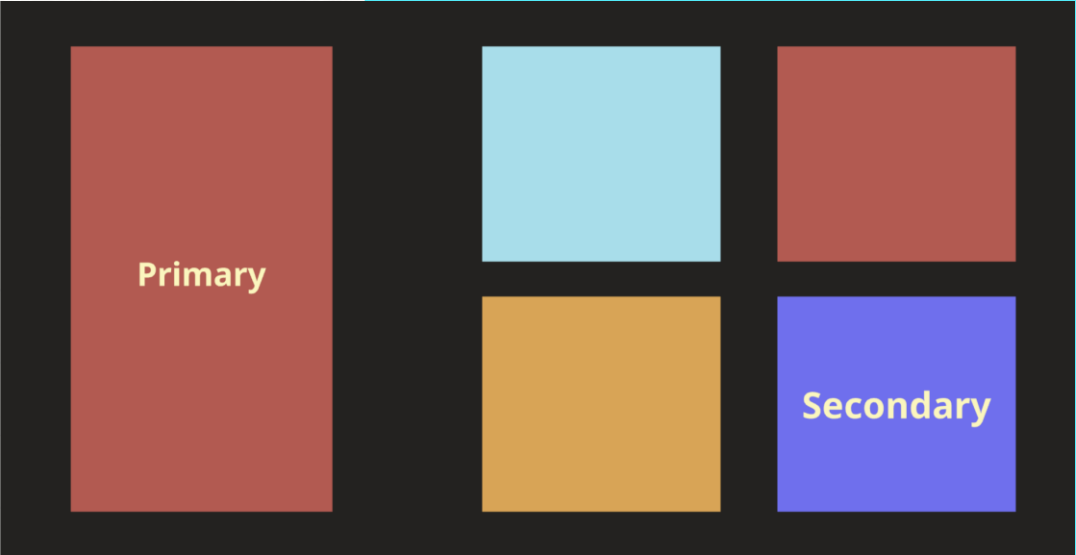
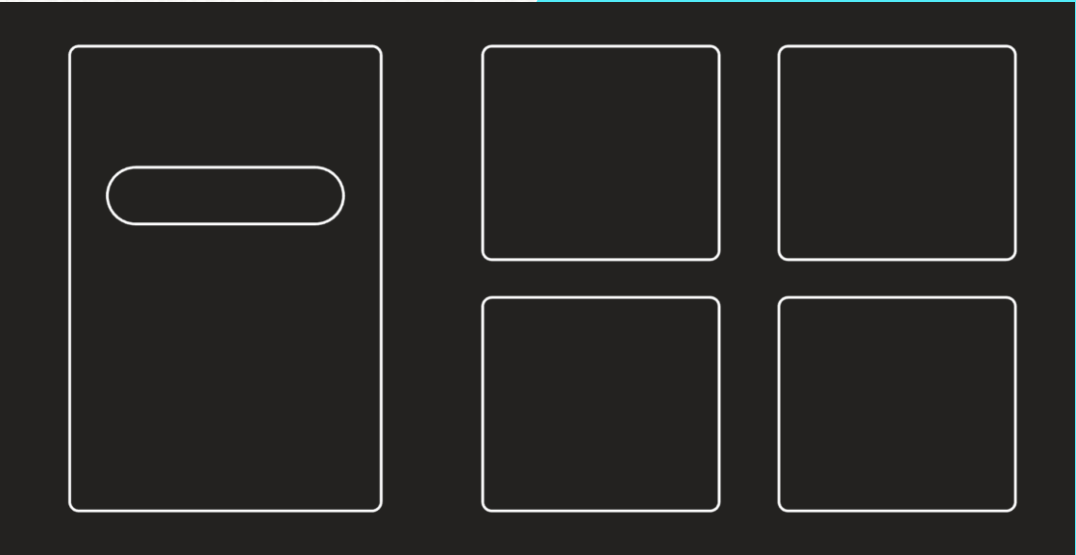
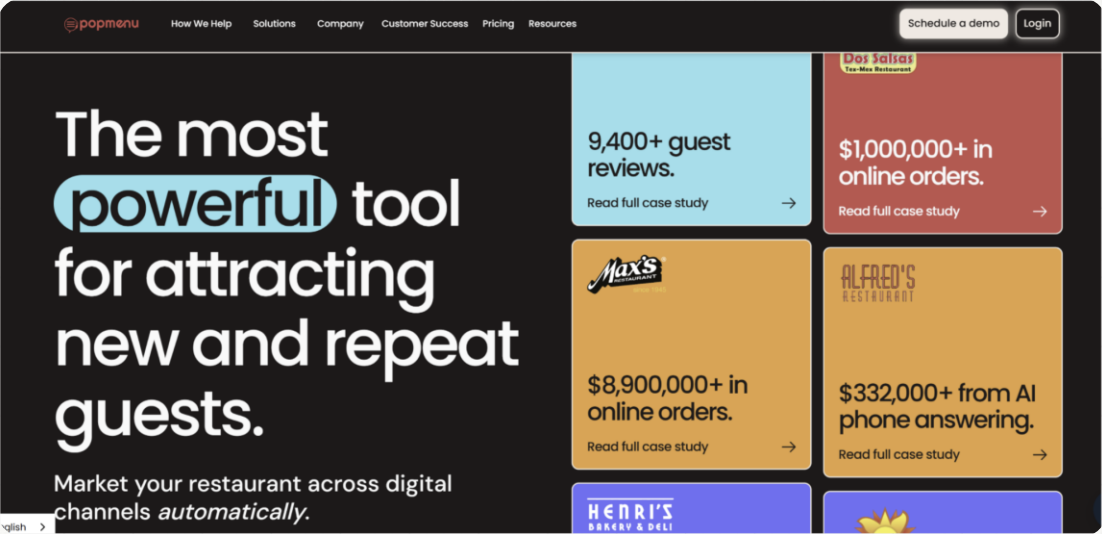
**Partners don't want to sell another tool —
they want to add value to their existing pitch.**

Key Takeaways from Popmenu Website Design

From reviewing Popmenu's website and messaging, I identified clear design and content patterns:



Understanding the Design Style



Research & Moodboard

Product Users

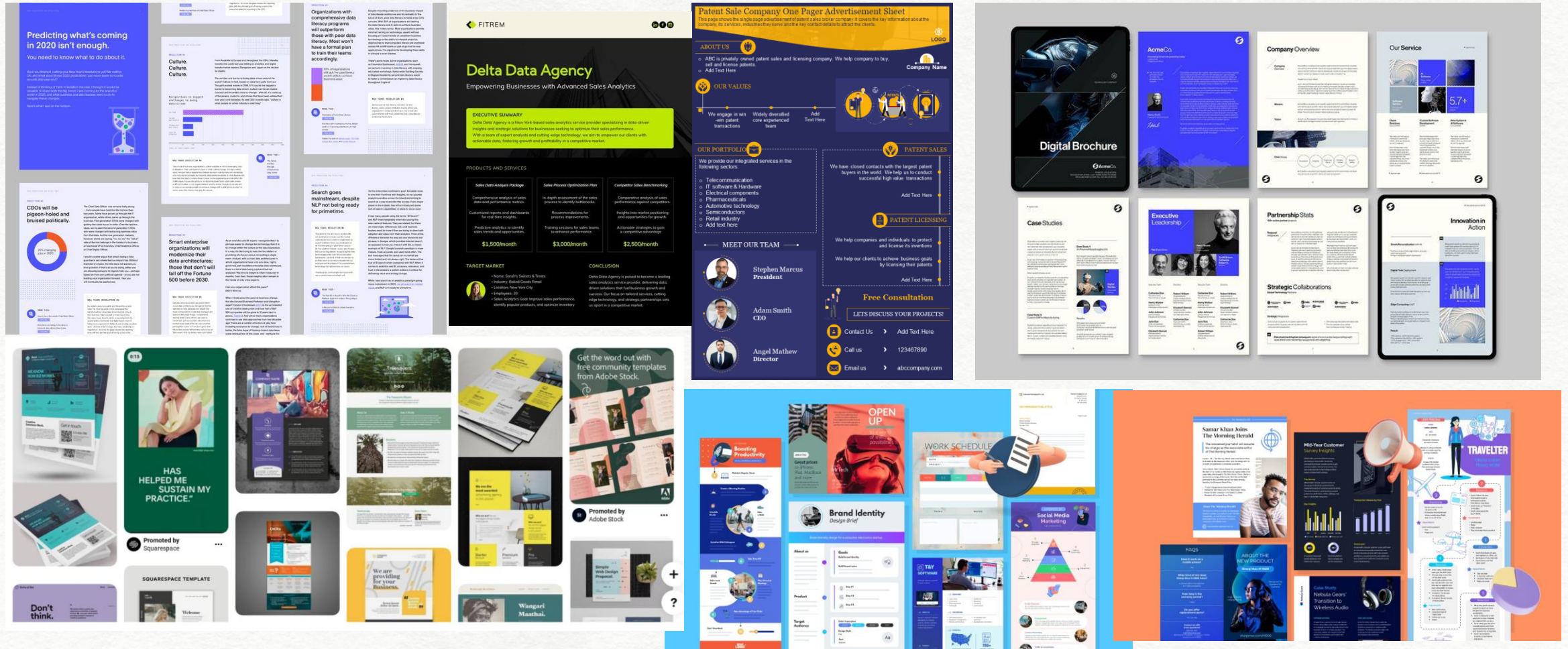


Business Partners



Research & Moodboard

To ground the work in real use cases, I researched:



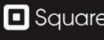
Task 1

Co-marketing one-pager for Popmenu partner

Version 1 (B2B)

This version closely aligns with Popmenu's existing visual language to feel immediately familiar, credible, and scalable for partner sales teams.

- Mirrors Popmenu's website structure, reinforcing brand consistency
- Optimized for B2B readability and quick explanation by partner sales teams
- Makes metrics and proof points highly visible and trustworthy
- Feels like a real asset that could live in a partner toolkit

 x 

Boost Restaurant Revenue Through Seamless Integration.



We do marketing that works on autopilot.

Deliver More Value to Your Restaurant



Adds marketing that drives real ROI to your platform offering.



Helps restaurants attract new guests and increase repeat visits.



Easy for restaurants to implement, no extra tools or staff required.



Strengthens your sales pitch by offering tangible growth benefits.

What Restaurants Gain



Branded restaurant website built to convert visitors into guests.



Automated email, SMS, and web marketing campaigns.



Guest insights to make smarter business decisions.



Works seamlessly with your existing platform.

Trusted by Leading Platforms

Join Our Growing Partner Ecosystem.

Visit Today

get.popmenu.com



Schedule Your Demo Now.



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Uber Eats

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Nextdoor

FOURSQUARE

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© Include Your Phone Number

Version 2 (B2C)

This version explores a more fluid, customer-facing layout that prioritizes storytelling, visual flow, and information density.

- Feels more approachable for restaurant owners
- Allows more information to live comfortably within a single page
- Encourages exploration rather than quick scanning
- Demonstrates flexibility beyond strict brand templates



popmenu

Give More Value to Your Restaurant.

More Growth
More Revenue

Already Trusted by 10,000+ Restaurants.

\$8,900,000+ in online orders. + Max's Restaurant.	\$430,000 from email marketing. + Steam Boys.	\$235,000+ tied to AI marketing. + Breakfast Brothers.	\$332,000+ from AI phone calls. + Alfred's Restaurant.
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Why This Matters to You

- Automated email & SMS marketing using real guest data.
- A high-converting restaurant website built to drive orders.
- Online ordering that keeps guests coming back.
- Insights that show what's working—and what's not.

How It Works?

Book a demo

Popmenu aligns on restaurant needs

Integration with your POS

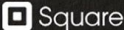
+ Grow restaurant revenue

Integrate With Our Growing Partner Ecosystem.

toast Uber Eats Square Nextdoor



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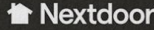
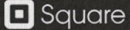


Guest insights to make smarter business decisions.



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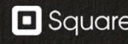
✦ Grow restaurant revenue

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What Restaurants Gain



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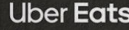
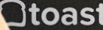


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popmenu x Square

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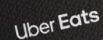


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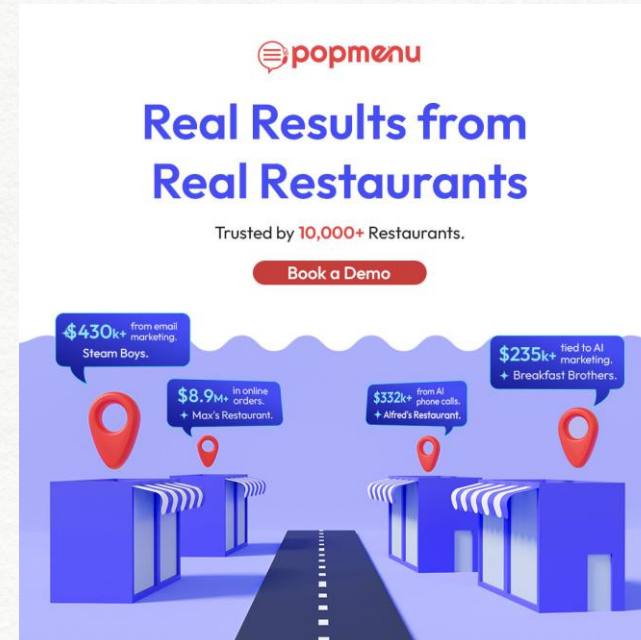
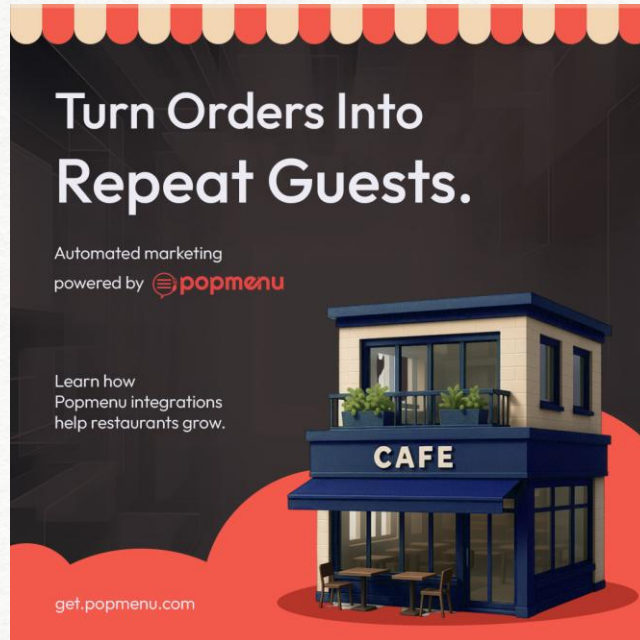
Schedule Your Demo Now.

Task 2

Instagram post visual promoting a restaurant partnership

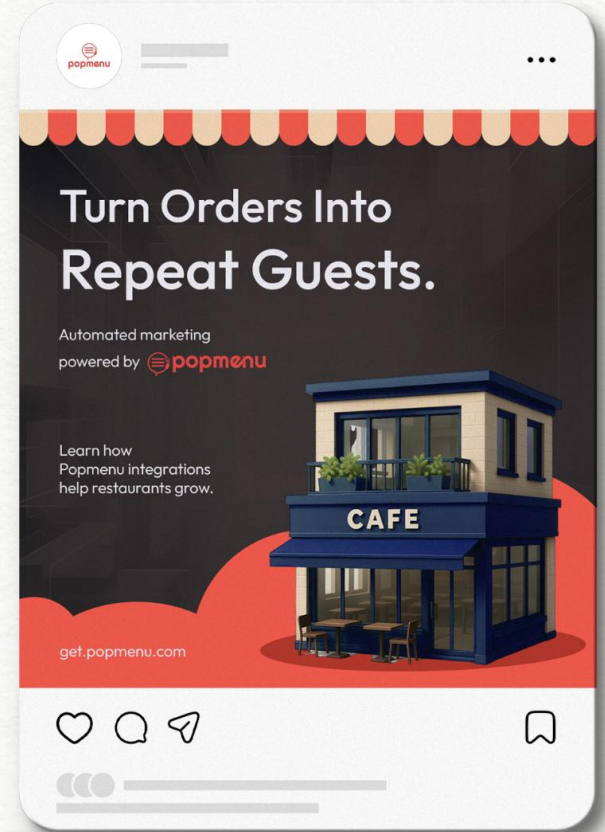
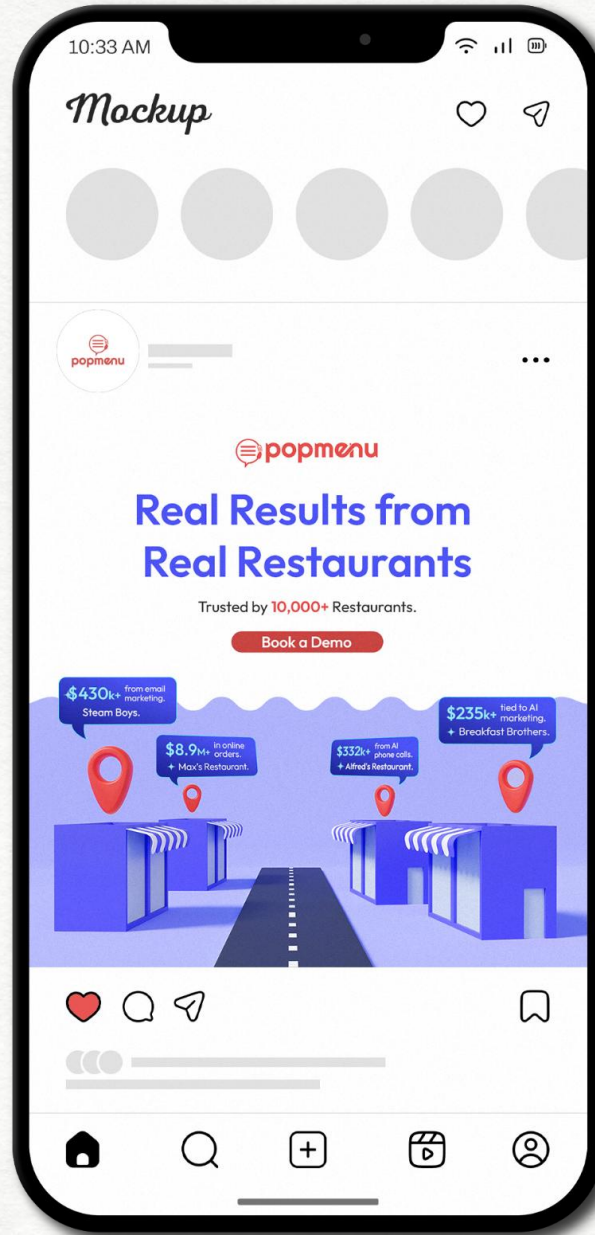
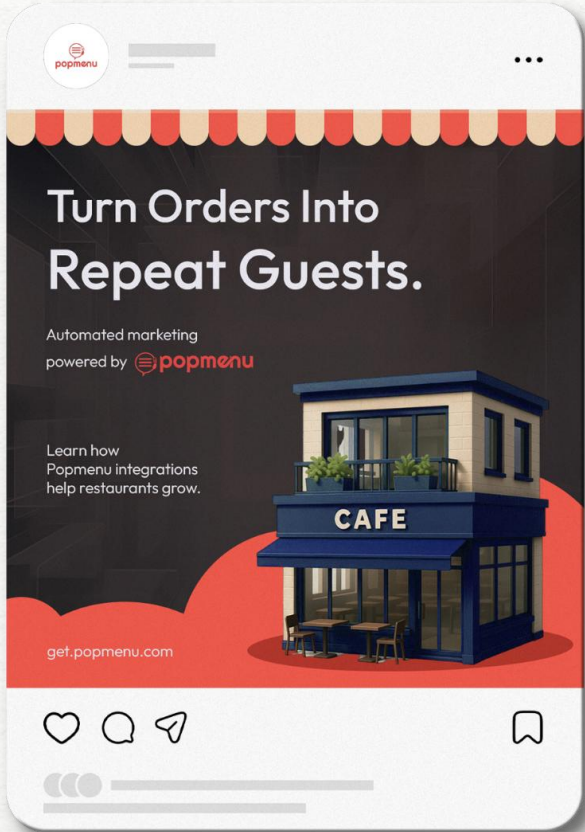
Task 2

Create a scroll-stopping visual partners can use to introduce Popmenu to restaurant audiences.



Design Breakdown

- Large headline designed to communicate value in under 2 seconds
- Metric-led content to build instant trust
- Clean, SaaS-style visuals aligned with Popmenu's brand
- Designed to feel native to Instagram without being overly promotional

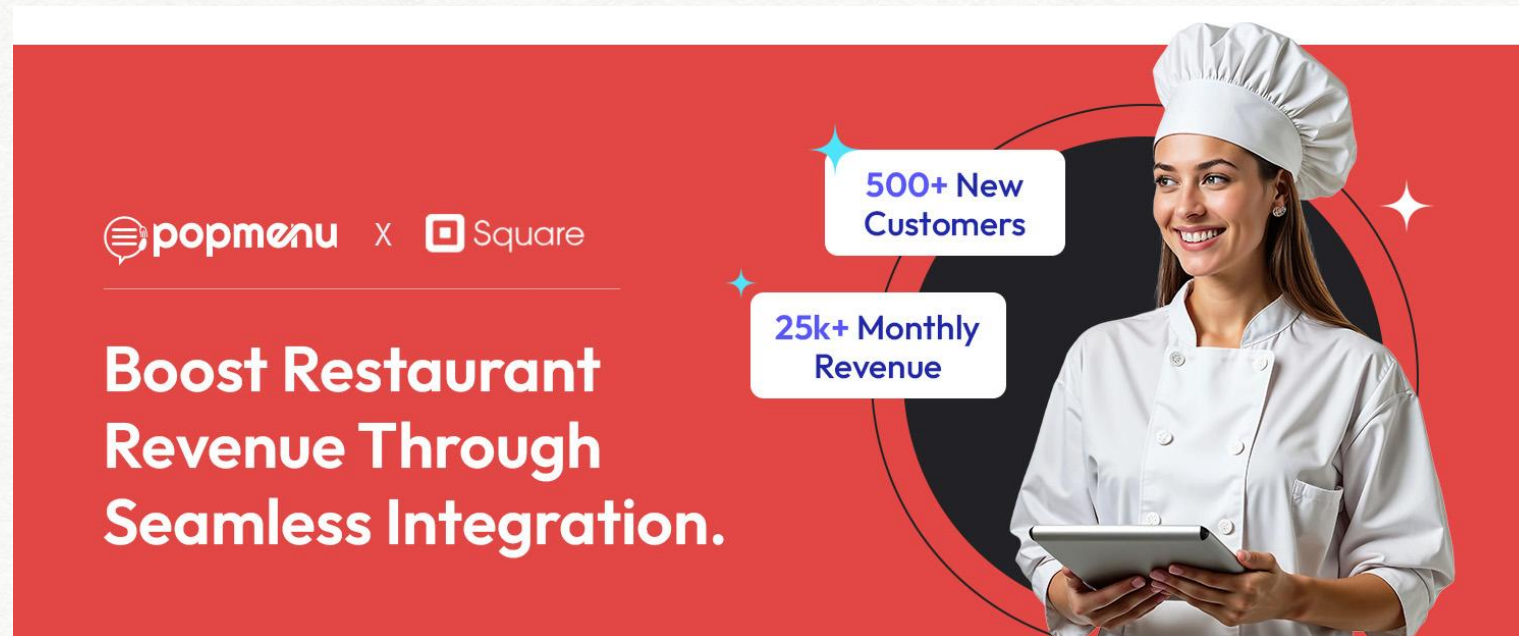


Task 3

**Email header + hero graphic
for a partner campaign**

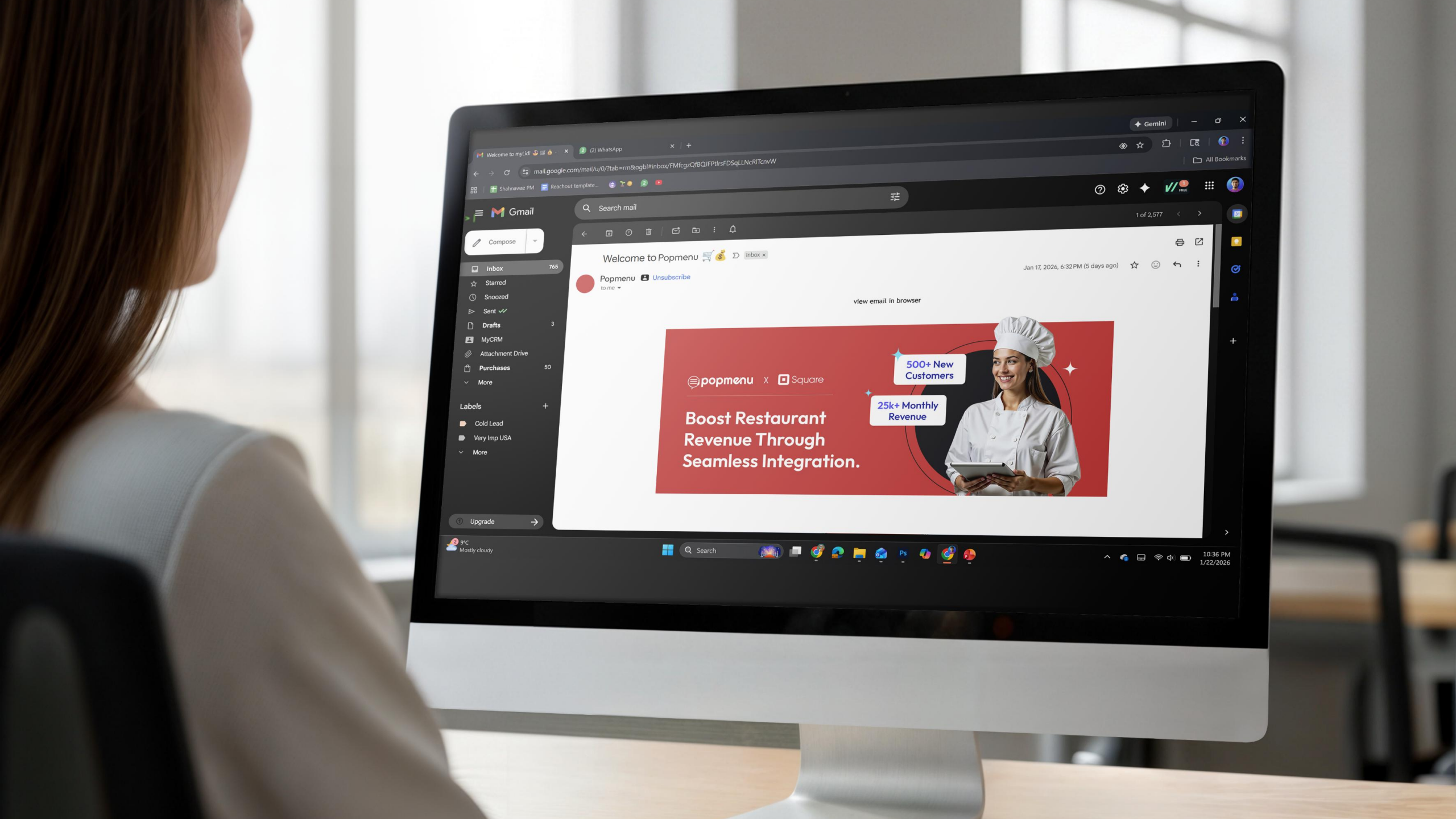
Task 3

Design the top section of a co-marketing email introducing the Popmenu integration.



Design Breakdown

- Co-branded header to signal partnership
- Clear, benefit-driven hero headline
- Supporting subtext focused on automation and growth
- Soft CTA aligned with email best practices



Compose

- Inbox 765
- Starred
- Snoozed
- Sent ✓
- Drafts 3
- MyCRM
- Attachment Drive
- Purchases 50
- More
- Labels +
- Cold Lead
- Very Imp USA
- More

Search mail

Welcome to Popmenu

Popmenu to me

view email in browser

popmenu x Square

Boost Restaurant Revenue Through Seamless Integration.

500+ New Customers

25k+ Monthly Revenue



Upgrade

Final Outcome

Across all three tasks, the work demonstrates

Strong B2B
visual hierarchy

Scalable,
partner-friendly
design thinking

Alignment with
Popmenu's real brand
language and priorities

The final system is flexible, credible, and ready for real-world use.



Thank You

www.Shahnawaz.studio