



Lookbook **2025**



Our Story

At lilAgents, we cut through the noise with bold ideas, smart strategy, and genuine connection. We're driven by creativity and authenticity—two things that continue to shape how we build brands that stand out and stick around.

Our mission is simple: help brands become not just recognized, but remembered. We don't just aim for attention; we work to create experiences that make people feel connected and invested.

By combining data-driven insights with a human-first approach, we design campaigns that are personal, meaningful, and built to last across every channel. Whether it's online or in the real world, we make sure your brand feels consistent, relevant, and real.

Let's work together to build something that resonates strategically, creatively, and with lasting impact.

lilAgents



THE **PROPERTY** GROUP

An up-and-coming Midwest realtor, The Property Group, partnered with lilAgents to establish a robust online presence and reduce their reliance on third-party platforms like Zillow. Their lack of a modern, independent website limited their ability to connect homebuyers with sellers and build a distinct brand identity.

Digital presence launch

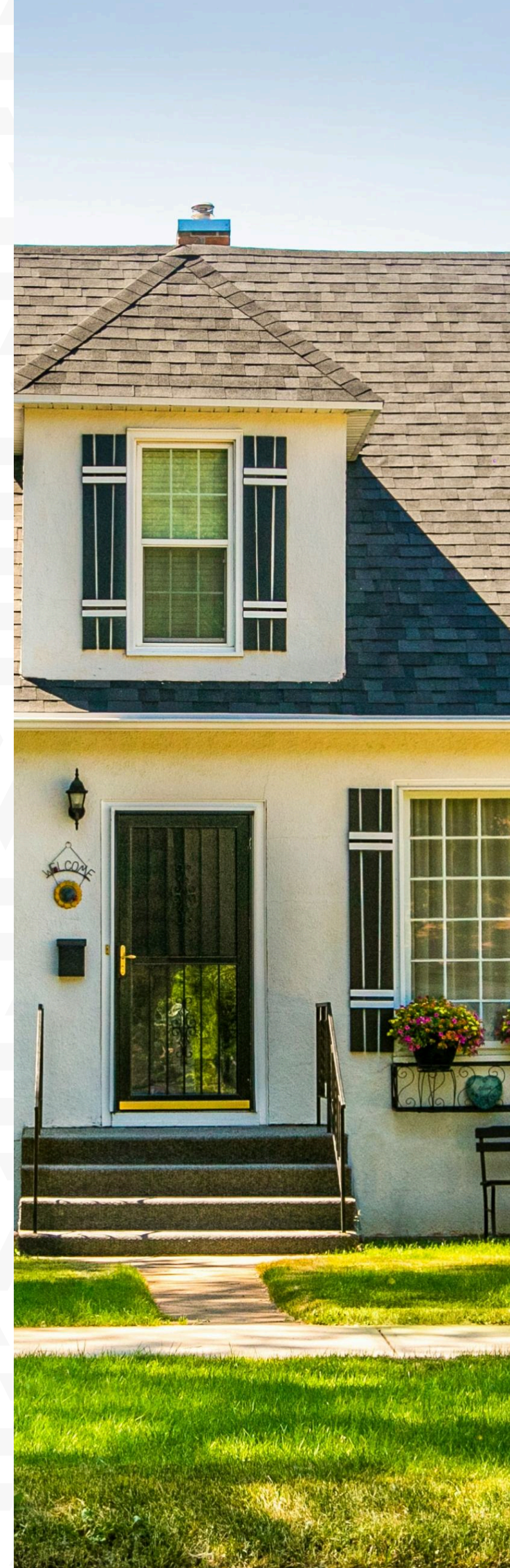
lilAgents reimaged The Property Group's brand identity to reflect trust, professionalism, and approachability. This included a new logo, modern color palette, and consistent typography, all tailored to resonate with Midwest homebuyers and sellers. The refreshed branding was seamlessly integrated across the website, marketing materials, and email campaigns, creating a unified and memorable presence that strengthened client trust and recognition.

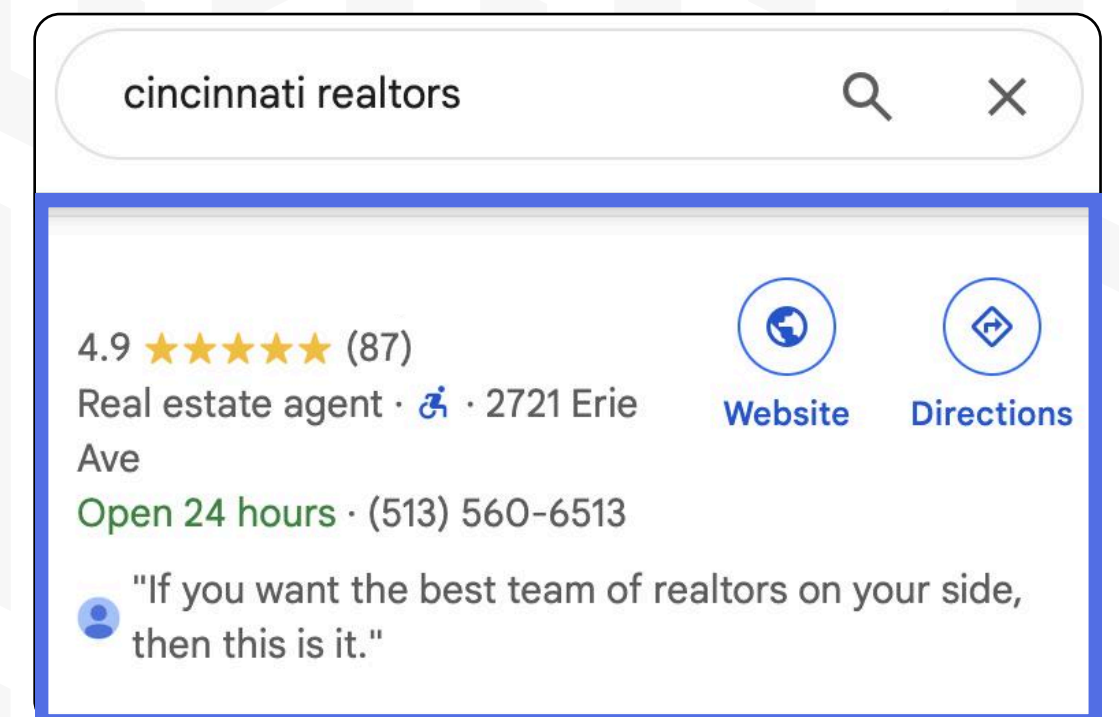
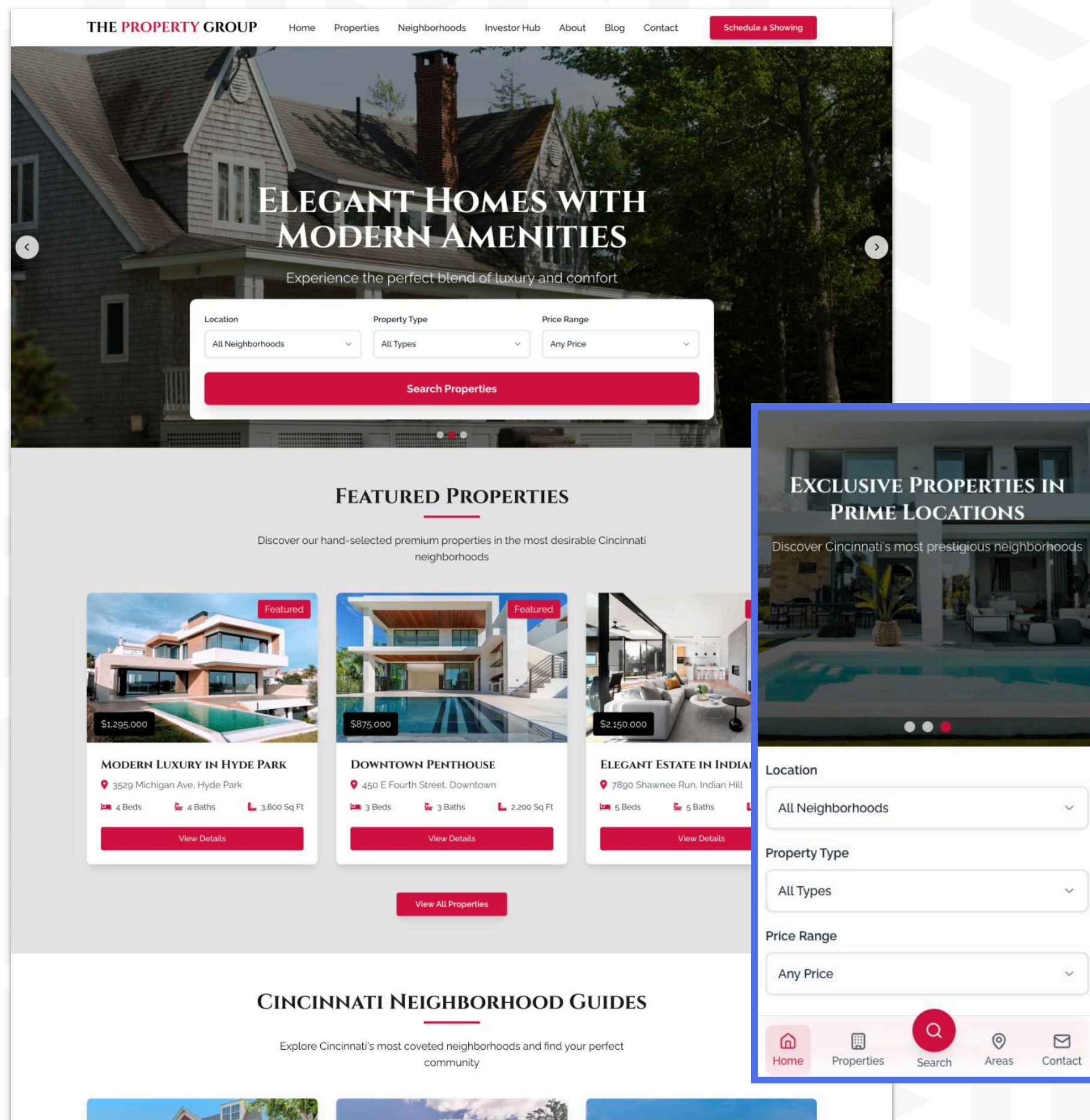
Marketing Technology & CRM

We implemented a powerful marketing technology stack centered on RealScout and HubSpot to enhance client engagement and streamline operations. RealScout's real estate-specific platform enabled personalized property recommendations, automated client nurturing, and collaborative home search tools, tailored to homebuyers' preferences.

Expected Results

The revitalized digital presence is projected to significantly boost The Property Group's market performance. Anticipated outcomes include a **15% increase in digital leads**, driven by the intuitive website and targeted email campaigns.






RealScout



Services Provided

- Marketing Strategy
- Website & User Experience
- Creative Design and Copy
- Branding
- CRM Integrations



When lilAgents began working with SENCO, their brand guidelines were outdated and no longer connected with customers. SENCO needed a fresh, captivating concept to engage their audience, and lilAgents was tasked with bringing this vision to life through a complete image makeover.

lilAgents focused on capturing SENCO powerful, precise, and innovative essence in the branding. With clean designs, vibrant pops of color, and striking photography, lilAgents ensured SENCO new look perfectly reflected the company's core values.

Website Design & User Experience

Senco.com underwent a total overhaul, transformed into a modern, user-friendly platform by lilAgents. Leading the creative team from concept to completion, lilAgents introduced interactive features that elevated the user experience.

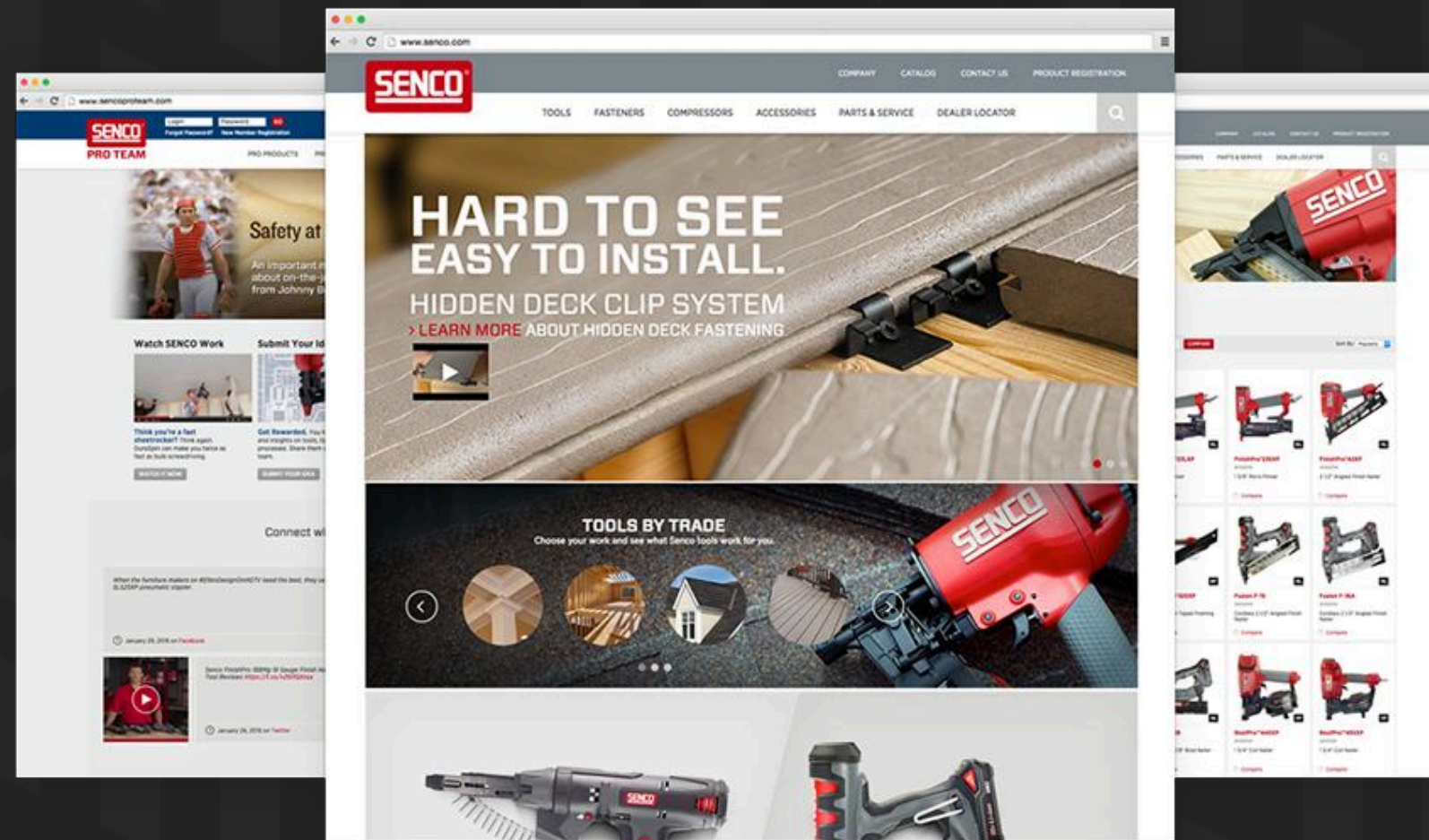
The results were impressive:

- **8.5% increase in sessions**, with visits lasting 2.5 minutes longer than the industry average
- **13% boost in Dealer Locator traffic**, meeting a key project goal

Merchandising & Package Design

lilAgents also spearheaded product marketing efforts for SENCO, navigating complex die lines and industry packaging standards. By blending precision with creativity, lilAgents developed retail solutions that met top-tier standards, securing optimal retail space with key distributors.





Services Provided

- Marketing Strategy
- Website
- Campaign Concept
- Creative Design and Copy
- Social Media
- Package Design
- Tradeshow Booth



lilAgents partnered with Centerline to transform their digital presence by overhauling their outdated website, Centerlinedrivers.com. This project was designed to deliver a powerful digital marketing engine to support Centerline's upcoming digital transformation.

Streamlined User Experience:

Simplified navigation and interactive features to enhance usability and keep visitors engaged.

Cutting-Edge Front-End Development:

A responsive, robust modern design framework ensuring the site performs seamlessly across devices and is scalable for future needs.

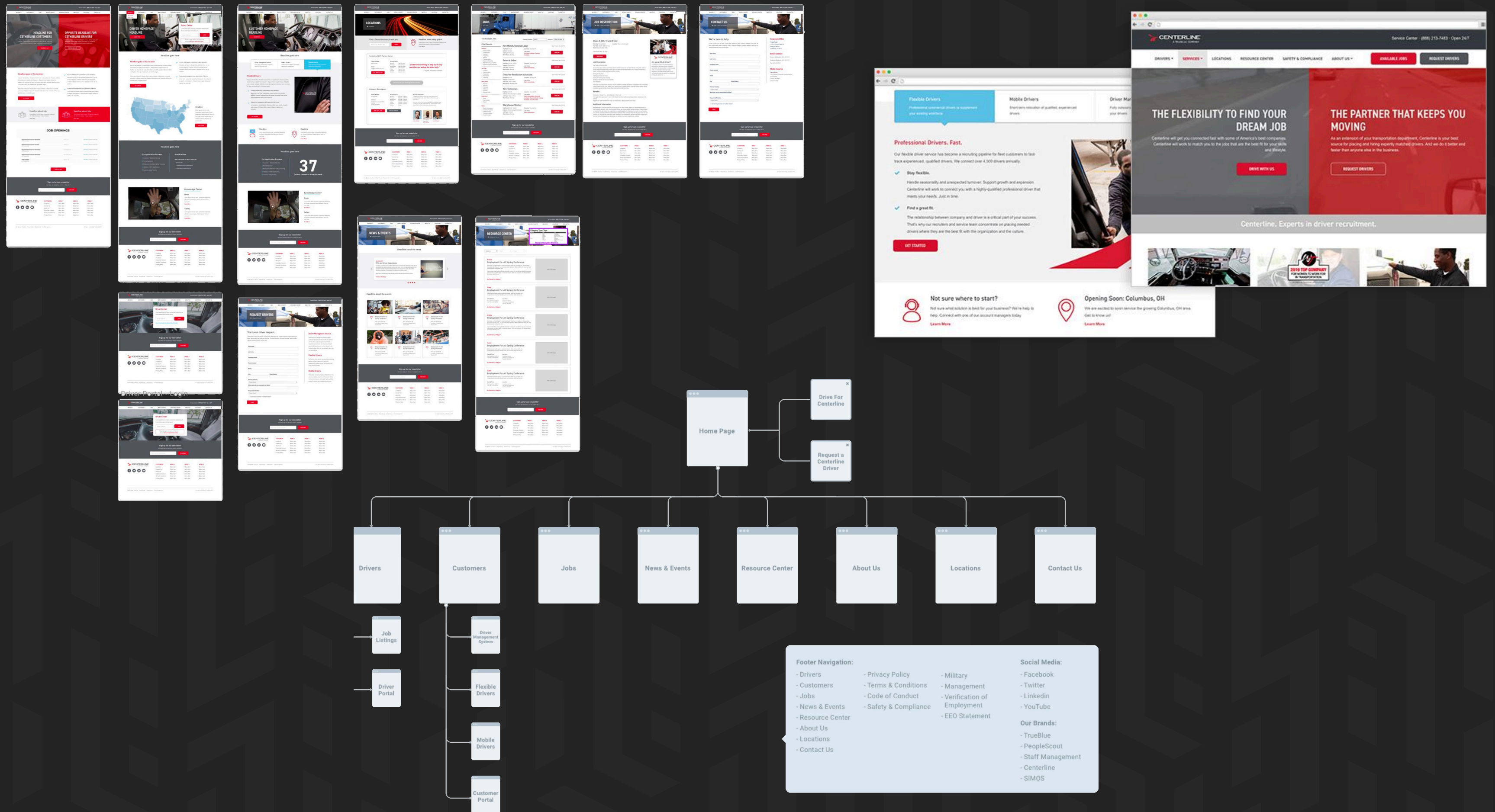
Conversion-Focused Design:

Targeted content and optimized calls-to-action tailored to attract driver applicants and connect with customers in the trucking industry.

Results

- **3x Increase in Driver Applicants:** A tripling of driver applications, demonstrating the site's success in reaching and converting talent.
- **2.3x Increase in User Engagement and Click-Through Rate:** A significant boost in user interaction and interest, reflecting the effectiveness of the new design and content strategy.





Services Provided

- Marketing Strategy
- Website
- Campaign Concept
- Creative Design and Copy
- Sitemap



When lilAgents partnered with PeopleReady, the staffing agency's outdated website struggled to connect job seekers with employers. PeopleReady sought a modern, user-focused digital platform to boost their market presence. lilAgents provided a full solution, featuring a website rebuild, marketing tech upgrades, and email campaigns.

Website Design & User Experience

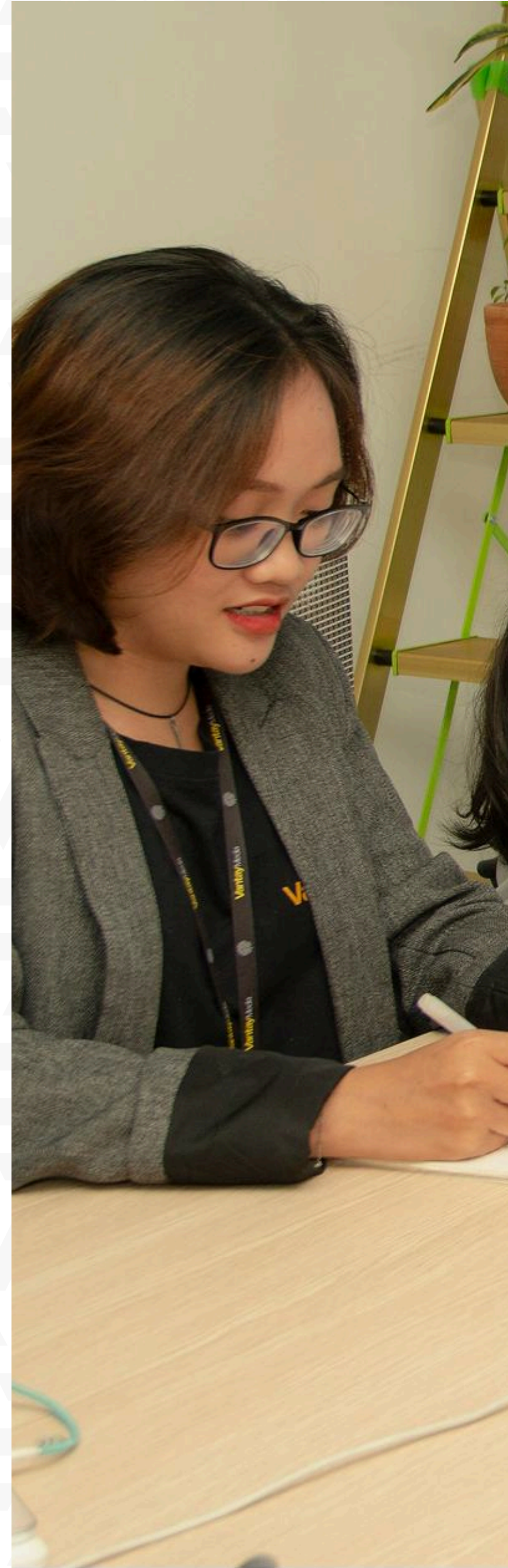
PeopleReady.com was revamped with an intuitive job search, easy job posting, and responsive design. lilAgents, handling design and front-end work, ensured the site appealed to job seekers and clients alike.

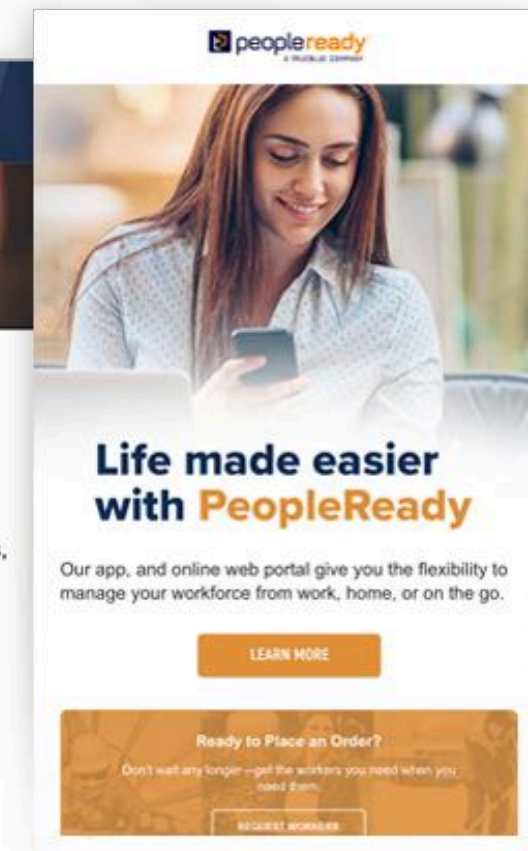
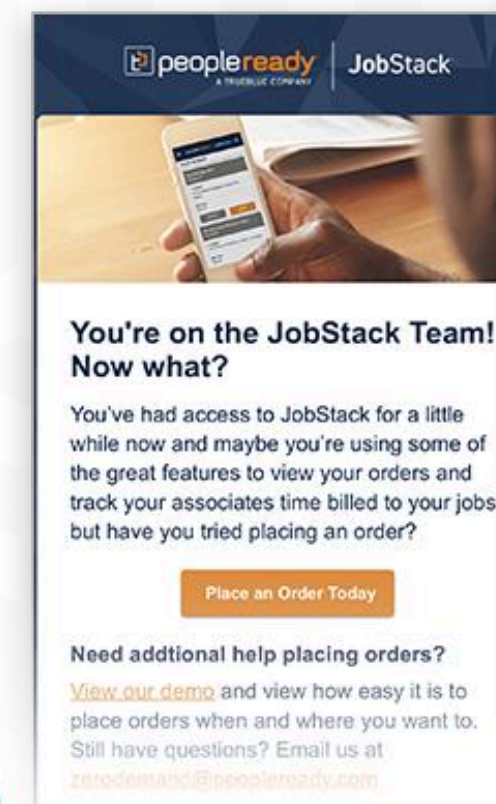
Marketing Technology & Email Marketing

lilAgents introduced Salesforce links, 100+ A/B tests, and an analytics dashboard. A resource center in Uberflip added user value. Email campaigns, built on platforms like Mailchimp and Hubspot, enhanced engagement.

The effort delivered:

- 15% rise in digital applicants
- Doubled site revenue (\$8M+ YOY increase)
- 700 monthly MQLs





Services Provided

- Marketing Strategy
- Website
- Creative Design and Copy
- Email Marketing



When lilAgents began collaborating with Jobstack, the recruitment platform was grappling with an outdated interface and branding that failed to connect with its target audience. Jobstack needed a modern, captivating solution to attract and retain users in the competitive recruitment market. lilAgents was tasked with delivering a comprehensive transformation, revitalizing Jobstack's presence from its visual identity to its platform functionality.

Branding & Visual Identity

lilAgents developed a fresh branding strategy that captured Jobstack's core values of innovation, efficiency, and connectivity. With a sleek, modern design featuring clean lines, intuitive navigation, and vibrant visual elements, lilAgents created a cohesive identity that resonated with both job seekers and employers. This new look positioned Jobstack as a forward-thinking leader in the recruitment space.

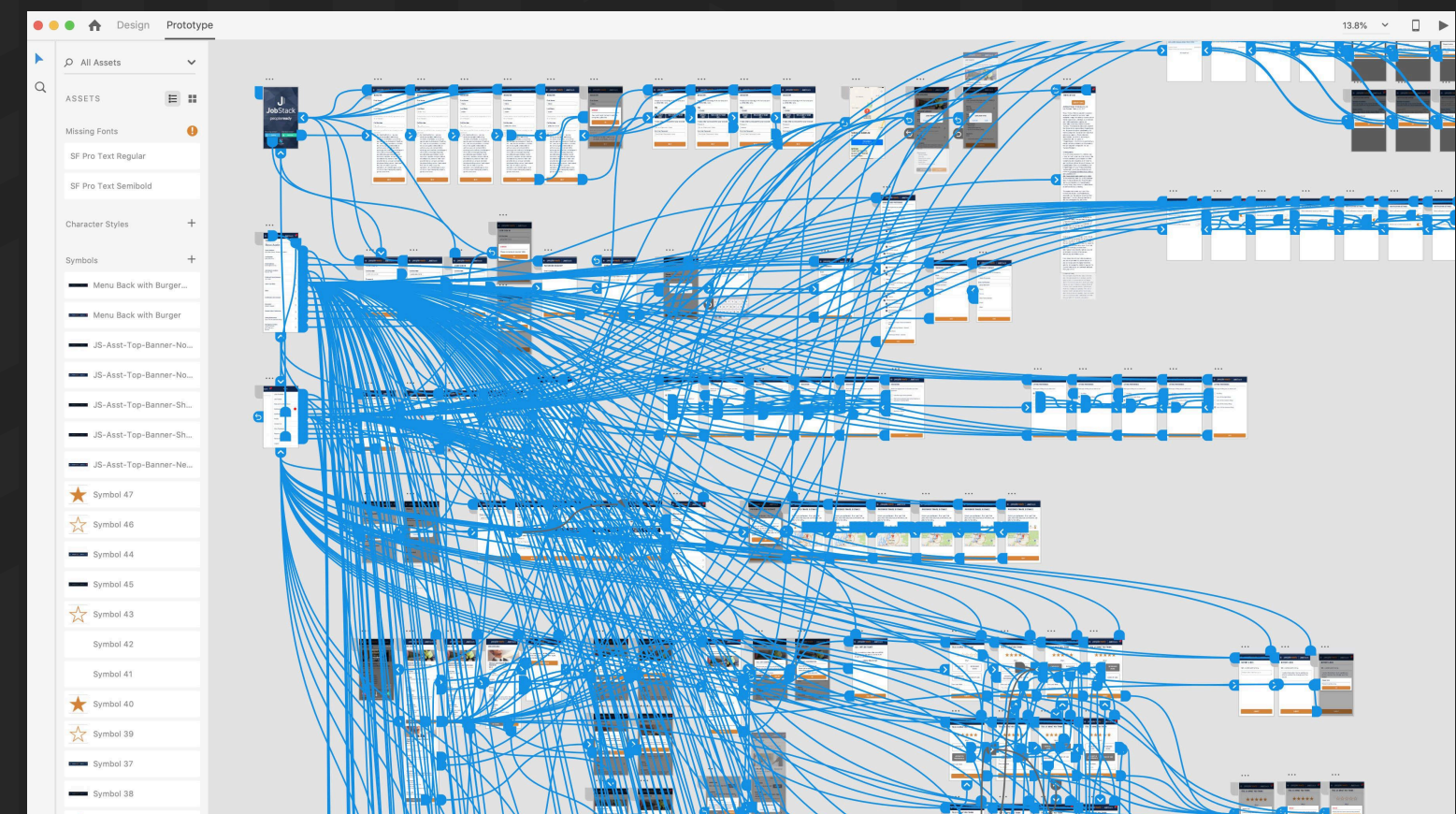
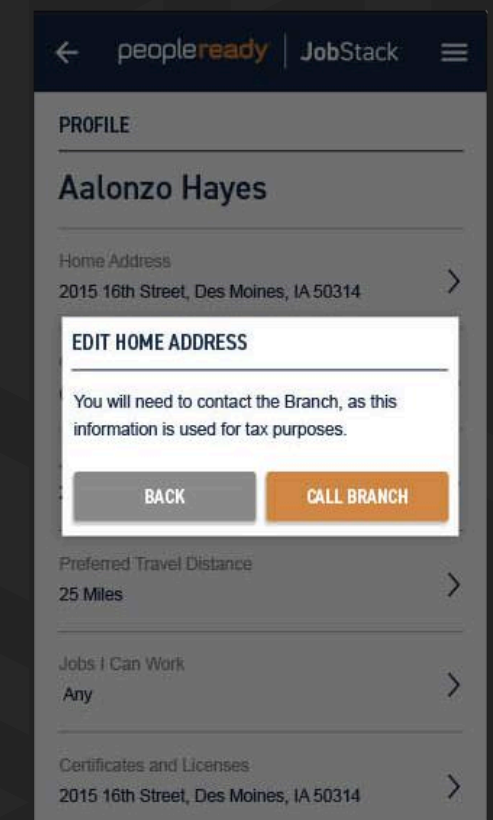
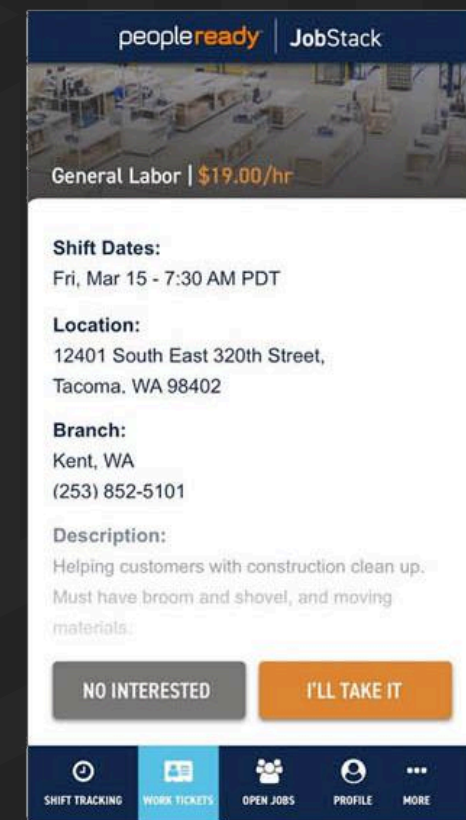
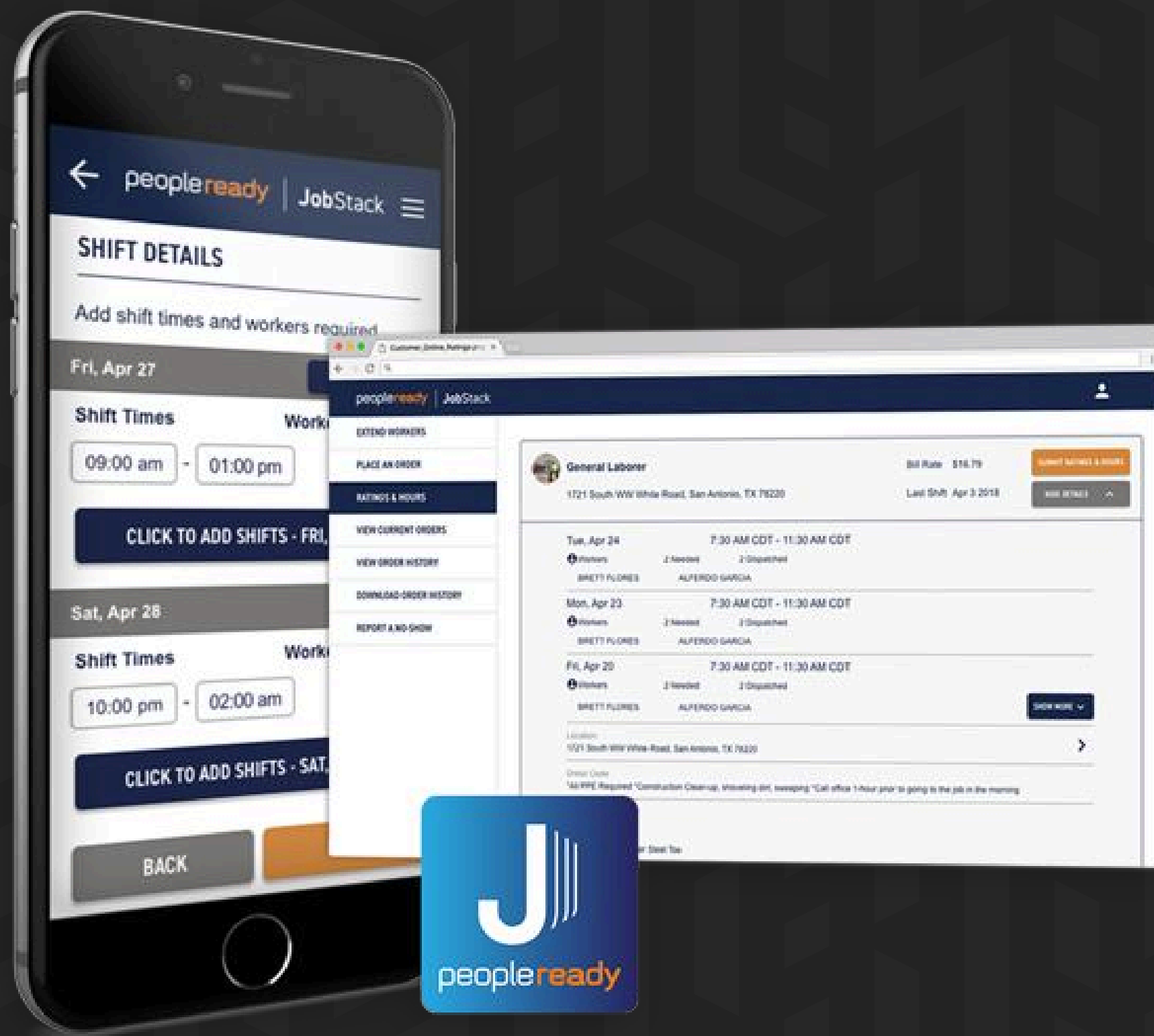
Platform Design & User Experience

Jobstack's platform underwent a complete overhaul, evolving into a user-friendly, feature-rich environment. lilAgents led the creative and technical teams from concept to launch, introducing advanced tools to enhance the user experience, including:
AI-powered candidate matching to connect employers with the right talent.

Results

- **20% increase in user registrations** within the first quarter post-launch
- **15% rise in job postings from employers**, reflecting greater platform adoption





Services Provided

- Marketing Strategy
- App Design & User Experience
- Creative Design and Copy
- Adobe XD prototype



When lilAgents began working with Mount Carmel Christian Church, the church's visual identity was outdated and no longer connected with its congregation or the broader community. With a modern logo featuring intertwined hands symbolizing unity, a warm and inviting color palette, and inclusive imagery paired with clean typography, lilAgents ensured the new branding perfectly reflected the church's core values and mission.

Logo Design

The logo for Mount Carmel was designed to encapsulate the organization's modern values while celebrating the uniqueness of every individual in the church community. An inviting yellow was thoughtfully chosen as the primary color, symbolizing warmth.

Large Format Building Graphics

A critical component of the project was ensuring the brand and logo could translate into impactful large-scale graphics for the new building. lilAgents extended the contemporary color palette into these designs, incorporating larger-than-life typography, dynamic imagery, and striking graphic elements.





Services Provided

- Marketing Strategy
- App Design & User Experience
- Creative Design and Copy
- Branding
- Large Format Building Graphics

lil Agents,

big results.

