

INFLUENCER MARKETING WEBSITE REDESIGN

From a generic agency website to a more focused, contemporary TikTok marketing presence.

Context

The existing website no longer reflected the agency's positioning, audience, or the fast-moving nature of its TikTok-focused services.

The client wanted to recreate the website with a fresh, modern look, improve the overall UX, and create a digital presence that better represented the company's business and personality.

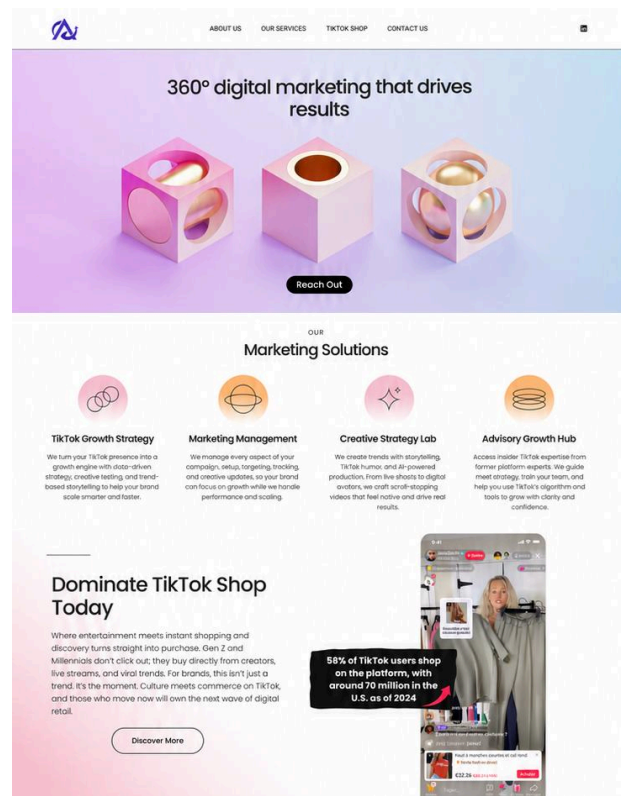
Goal

Create a more contemporary and engaging website that clearly communicates the agency's TikTok expertise, presents its services more effectively, and feels relevant to the brands and marketers it wants to attract.

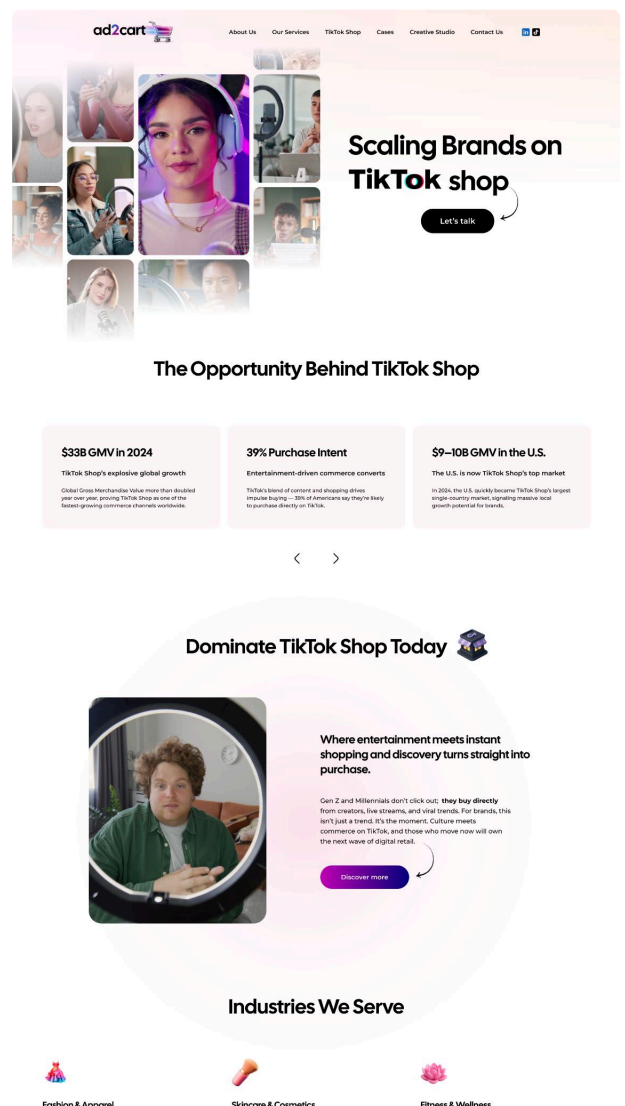
Focus

- clearer agency positioning
- stronger presentation of TikTok-focused services
- more engaging and contemporary visual direction
- improved homepage structure and UX
- better communication of expertise and differentiators
- clearer paths toward enquiry and contact
- flexible content management for the internal team

Before



After



BEFORE

A functional agency website with a more generic digital presence

The previous website introduced the agency and its services, but its visual language and page structure did not fully reflect the energy, expertise, and positioning of a business focused on TikTok and social commerce.

Generic first impression

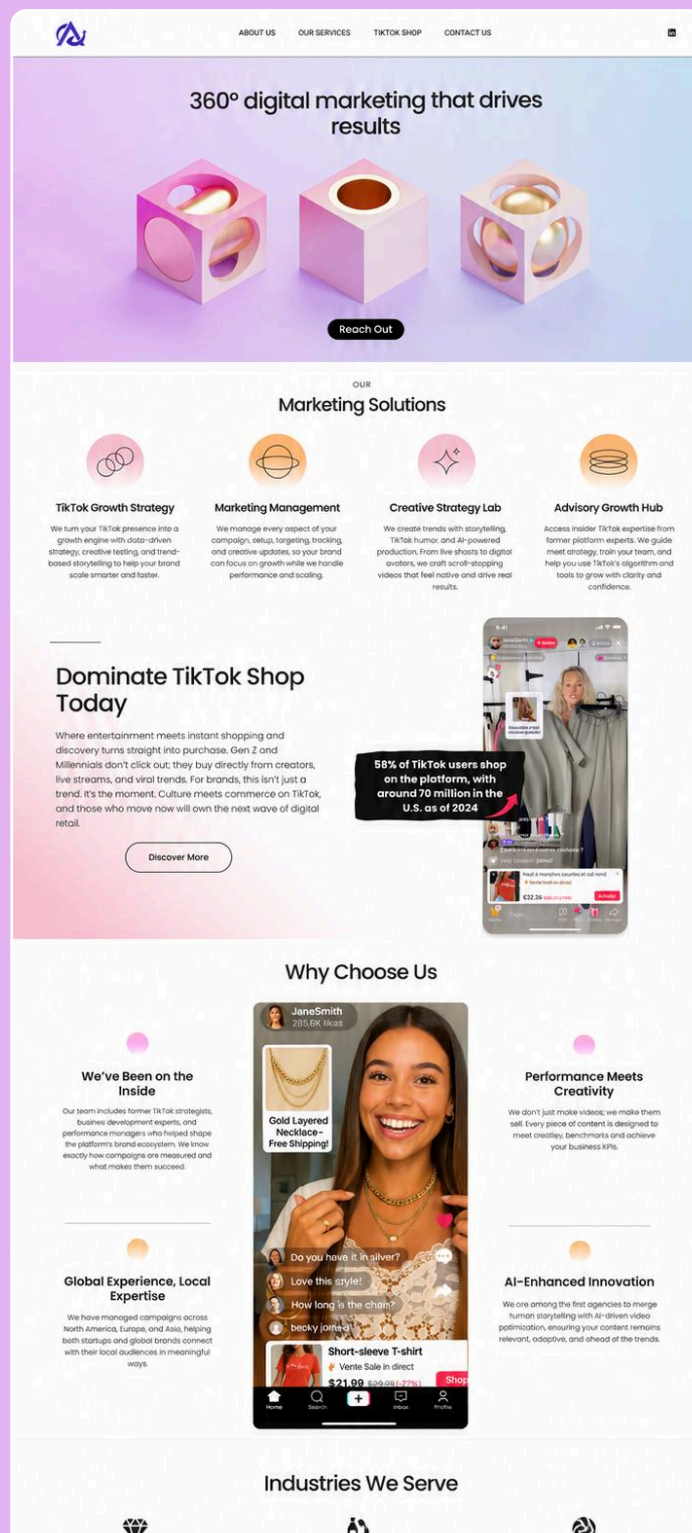
The hero communicated a broad digital marketing message rather than immediately establishing the agency's more specific TikTok and social commerce expertise.

Limited storytelling

The homepage relied heavily on service descriptions and individual sections, with fewer opportunities to build a stronger narrative around market opportunity, expertise, and business value.

Weaker visual differentiation

The visual direction felt more generic compared with the energetic and culture-driven environment of TikTok, creator marketing, and social commerce.



AFTER

A more focused, contemporary website built around TikTok expertise

The redesign created a clearer connection between the agency's visual identity, its specialist services, and the fast-moving world of TikTok commerce.

The new homepage uses stronger messaging, more relevant imagery, clearer content hierarchy, and more deliberate conversion points to create a website that feels more distinctive and better aligned with the agency's market.

Stronger positioning

The new hero immediately introduces the core proposition — Scaling Brands on TikTok Shop, making the agency's specialization clear from the first screen.

Clearer business story

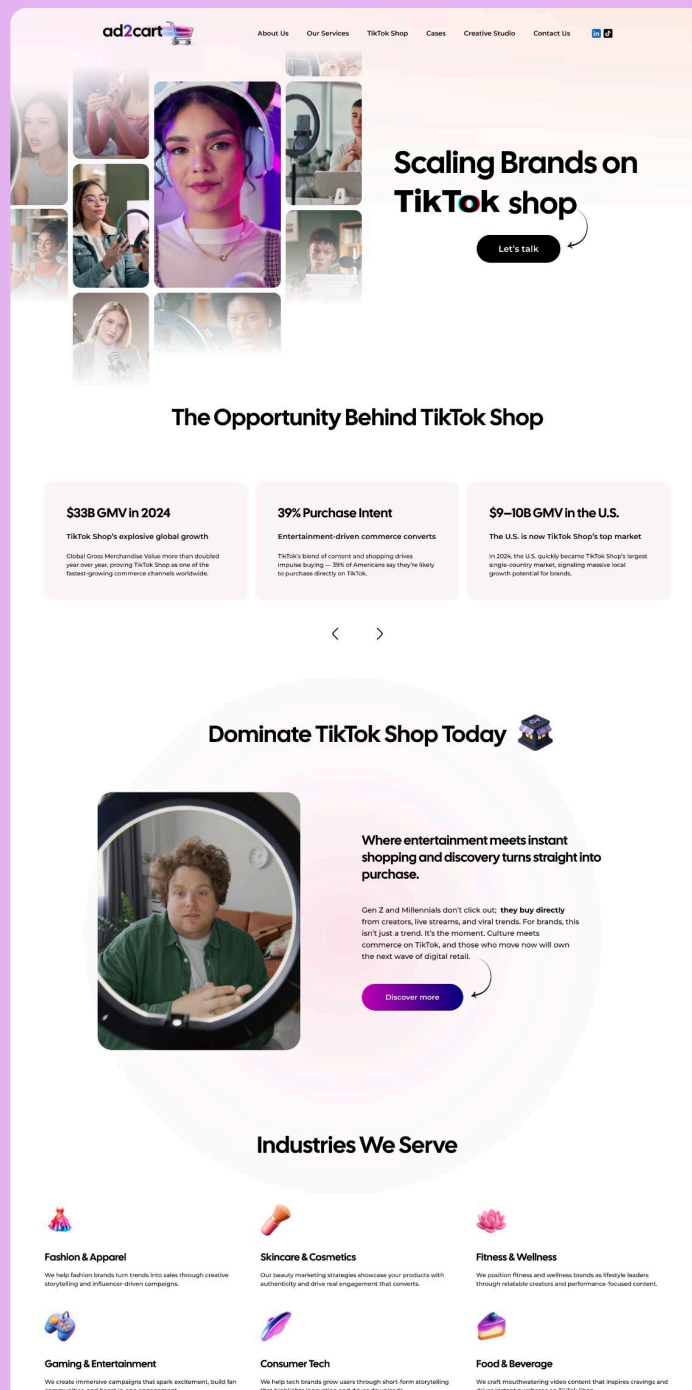
New sections such as The Opportunity Behind TikTok Shop help explain the market opportunity and provide context before moving into the agency's services and expertise.

Better content hierarchy

Services, industries, differentiators, market insights, and contact opportunities are separated into clearer sections, making the homepage easier to scan and understand.

More audience-relevant visual direction

Creator-led imagery, TikTok-inspired visuals, and a more expressive design system make the website feel more closely connected to the platform, its culture, and the brands the agency wants to reach.



THANK YOU FOR YOUR TIME

*If relevant, I'd be glad to discuss
similar website redesign work for your business.*

Book a call <https://calendly.com/radian-slovenia>

LET'S CONNECT



Anastasiia Fadeeva 

Website Growth Partner for Marketing Teams