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THE POWER OF VISUAL MARKETING

HOW TO USE VISUAL CONTENT TO
DRIVE BRAND ENGAGEMENT



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CHAPTER 1

What is Visual Marketing?

According to Wikipedia.com, “Visual marketing focuses on the studying and analyzing how images can be used to make objects the center of visual communication. Images — when done deftly – can turn concepts and intangible things into something concrete. That helps people envision a brand and its message in their mind’s eye — and remember it when it comes time to buy.”

In simpler terms, visual marketing is the act of connecting the power of images with your written content to create memorable marketing. Images have the ability to turn your ideas and concepts or brand values into an actual visual that people can see and remember.

Visual marketing enhances a marketing campaign by increasing a consumer’s buying behavior through recall, memory and identification.

The growth of social networking platforms like Pinterest, Instagram, Tumblr, Timeline feature of Facebook are proof that people want to see what they are buying.

Visual marketing includes everything that offers a visual cue: your logo, sales tools, signage, uniforms, brochures, websites, your brand and anything that comes in contact with your customer.

The use of visuals isn’t limited to photos and images. Visuals include images, graphics, charts, infographics, cartoons, graphs, memes, photos, videos and visual note-taking or graphic facilitation. Graphic facilitation is the exercise of using words and images together to create a conceptual map of a conversation, often used in meetings, conferences and similar types of meetings.

The Value of Images

You've probably heard the saying, "A picture is worth a thousand words." It has been proven as a fact, especially since the advances in the Internet. This saying is actually back by proof. It's been shown that the brain processes images up to 60,000 times faster than text. The value of images can be marked in the way it increases (or decreases) your traffic and conversion rates, the retention kept by your audience and the way customers remember your brand.

Check out these facts on visual marketing:

- 90% of information sent to the brain is through our vision. Visuals are processed 60,000 times faster in the brain than text is. (Sources: 3M Corporation and Zabisco.
- 46.1% of people say a website's design is the number one gauge they use for the credibility of a company. (Source: Stanford Persuasive Technology Lab)
- People respond better to visual information than plain text.
- Infographics grow traffic an average of 12% more for publishers than those who don't use them. (Source: AnsonAlex)
- Visual content drives engagement. Photos and videos on Facebook Timeline for brands saw an increase of 65%.
- Blog posts with videos attract 3 times more inbound links than text posts. Viewers stay on a page with videos on them up to 100% more time than those without.
- Over 60 hours of videos are uploaded every minute on YouTube.
- 85% of US internet users watch videos online. Adult males spend 40% more time watching videos online than females.
- Articles or blog posts with images will get viewed 94% more often than those with text only. In fact, visuals can attract up to 3 times more traffic.
- Visuals on your website can increase monthly unique visitors by up to 300%.