A PICTURE PAINTS A THOUSAND WORDS

The Importance of Image Rich Content in Strengthening Your Online Presence

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OUTLINE

- What is visual content?

- Why is visual content so important?

- How to incorporate images into your marketing message

- Tips for compelling visual content

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WHAT IS VISUAL CONTENT?

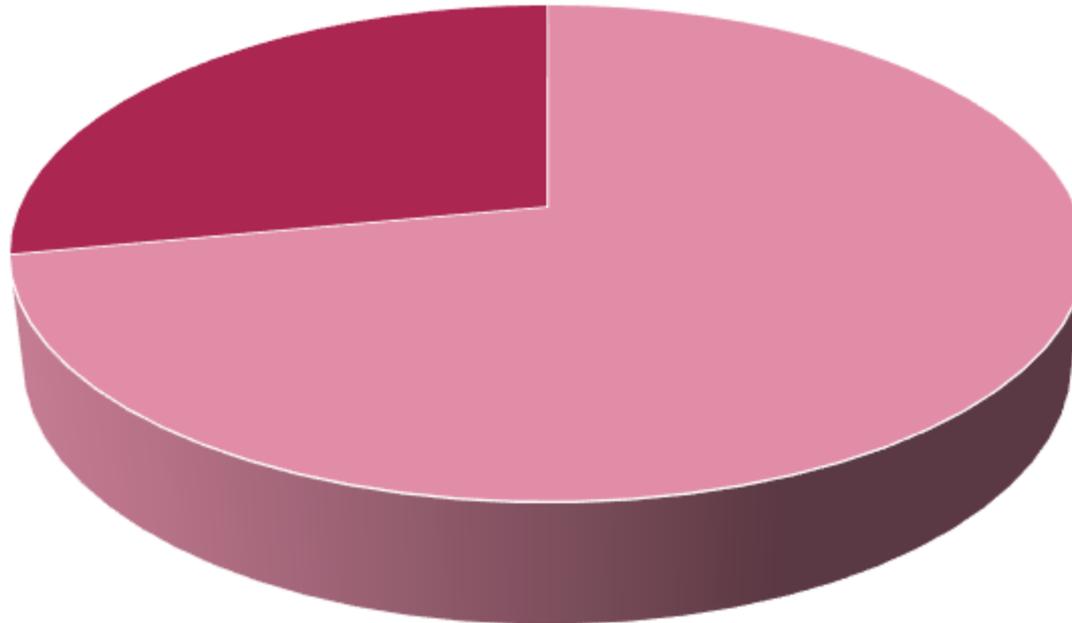- Photos

WHAT IS VISUAL CONTENT?
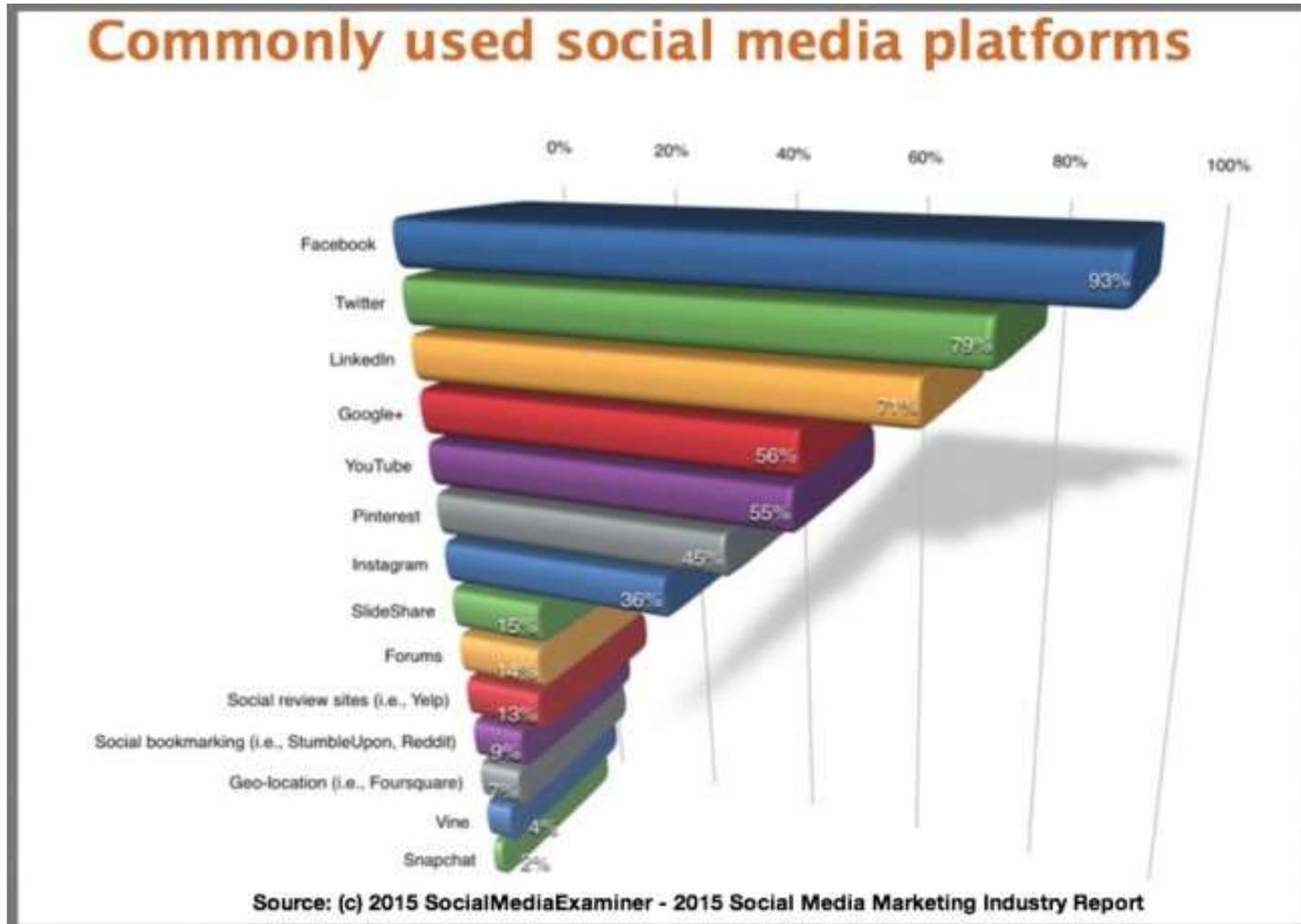
- Videos

WHAT IS VISUAL CONTENT?

- Infographics, charts, graphs & graphics

Most Accurate Pie Chart

■ Pie I have not yet eaten   ■ Pie I have eaten

WHY IS VISUAL CONTENT SO IMPORTANT?

Commonly used social media platforms

Source: (c) 2015 SocialMediaExaminer - 2015 Social Media Marketing Industry Report

WHY IS VISUAL CONTENT SO IMPORTANT?

- Over 60 hours of videos are uploaded YouTube every minute

- 700 YouTube videos are shared on Twitter every minute

- Instagram & Pinterest are changing the landscape of social media

- There's a reason Facebook bought Instagram?

- A good image sells your headline

- More credibility – Images over reviews & info

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WHY IS VISUAL CONTENT SO IMPORTANT?

- Content with compelling images get 94% more views

- Posts with images get 50% more shares

- More people access the internet via mobile devices

WHY IS VISUAL CONTENT SO IMPORTANT?

- Data & Info Overwhelm
  - On average audiences only read 20% of a blog post
  - Visuals are more memorable than text by 65%
  - Images make complex ideas easy to understand
  - Ideal lengths for text based content are extremely short

Why?

- Attention spans & time are limited!

WHY IS VISUAL CONTENT SO IMPORTANT?

- Profile Pictures
    - May affect the opportunities that come your way
    - First point of judgement
    - Logo is impersonal

WHY IS VISUAL CONTENT SO IMPORTANT?

- Tips for Profile Pictures
  - Always use a photo
  - Always use a recent photo
  - No distractions
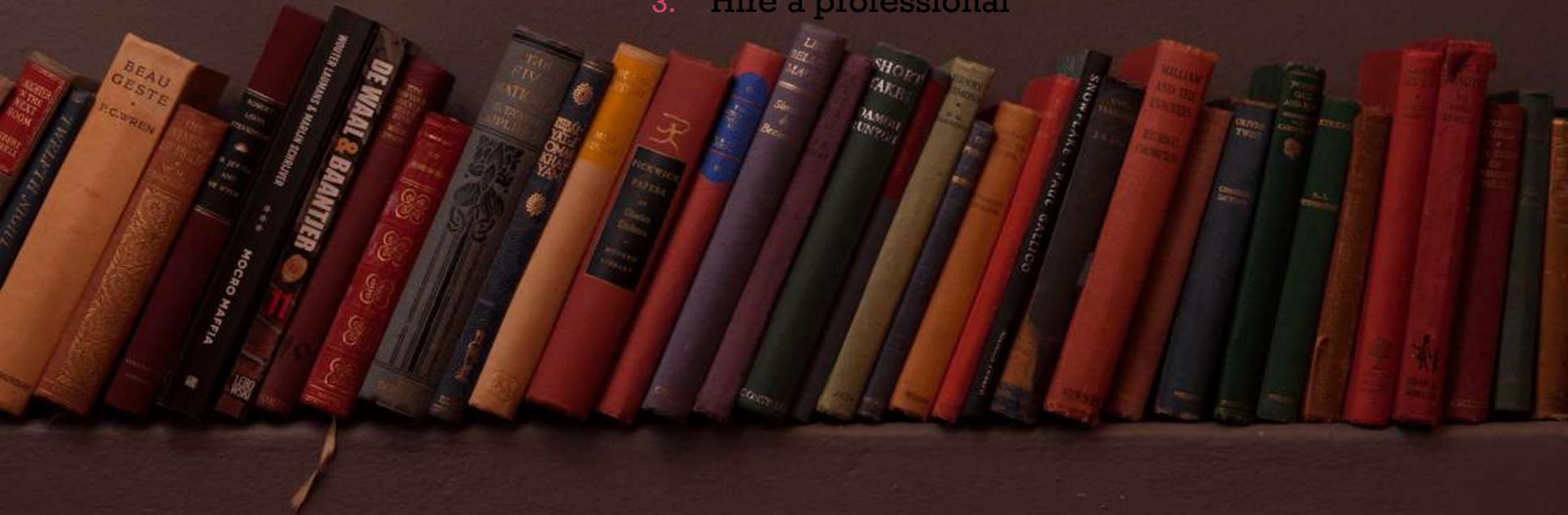 - Show some personality
  - Selfies – Don't do them!

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WHY IS VISUAL CONTENT SO IMPORTANT?

Visuals are the language of the internet

HOW TO INCORPORATE IMAGES INTO YOUR MARKETING MESSAGE

Start your own stock library of images

1. Buy Stock Images
2. Create them yourself
3. Hire a professional

HOW TO INCORPORATE IMAGES INTO YOUR MARKETING MESSAGE

- Start your own stock library of images

1. Buying Stock images
   - Pros:
     - Cheap
     - High quality

   - Cons:
     - Can take a long time to source
     - Not original
     - Check license permission – copyright & attribution

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HOW TO INCORPORATE IMAGES INTO YOUR MARKETING MESSAGE

- Start your own stock library of images

  2. Create it yourself:
  - Pros:
    - Smart phones are always with us
    - Can be learnt
    - Metaphors in everyday life
    - Authentic, personalised & original
    - Free from copyright concerns
    - Real-time marketing
  - Cons:
    - Takes time to learn, shoot & edit
    - Takes effort
    - Quality may not be perfect

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HOW TO INCORPORATE IMAGES INTO YOUR MARKETING MESSAGE

- Start your own stock library of images
3. Hire a professional
    - Pros:
        - Create a series of images in one shoot to re-use & repurpose
        - Personalised & original to align with your brand
        - High Quality
        - Commissioned shoots are free from copyright concerns
    - Cons:
        - Expensive
        - Lead time

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HOW TO INCORPORATE IMAGES INTO YOUR MARKETING MESSAGE

'Borrowing' images from the web

- [According to blogger Kari DePhillips](#) copyright laws on images state that you are still financially liable, even if:

  - You accidently used someone else's image
  - You remove the image after receiving a 'take-down' notice
  - The image is licenced to your web designer
  - You include a reference and link to the original photographer
  - Your blog is a hobby and not for commercial use
  - You have a site-wide disclaimer about images
  - The image isn't hosted on your server but rather embedded
  - You found it on Pinterest

  - Source: http://coschedule.com/blog/free-images-for-blog/

TIPS FOR COMPELLING VISUAL CONTENT

- Visual content should be unique, interesting and inspirational

- Show your product being used

- Should make readers curious

- Be strong enough to stand on their own

- Shouldn't cheapen your brand

- Should be memorable and stand out

TIPS FOR COMPELLING VISUAL CONTENT

- Keep it simple
- Take inspiration from successful blogs
- Buy what you can't create
- Use images that are appropriate and relevant to the context
- Be consistent in your visual style
- Fonts:
  - Use Google Fonts
- Choose one dominant colour & compliment with lighter variations
- Compress image size for online use
- Use www.canva.com for designs & templates

TIPS FOR COMPELLING VISUAL CONTENT

- Tell the visual story of your brand

NEED MORE HELP?

- [Blog Photography Workshop](#)
- [Visual Content Photography Packages](#)

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RESOURCES

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