

GET NOTICED

THE BENEFITS OF VISUAL MEDIA FOR ONLINE MARKETERS

Visual Content



Processed
**60,000x
FASTER**
than text¹

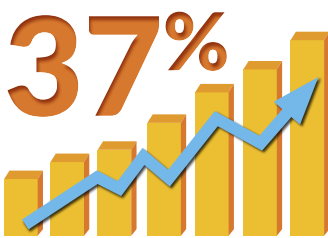


Consumers remember what
they see versus only about
20% of what they read²

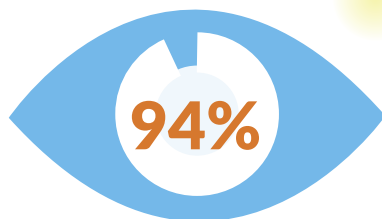
Gets Shared



Infographics are
**LIKED AND SHARED
3x MORE²**



increase in subscribers
and followers¹

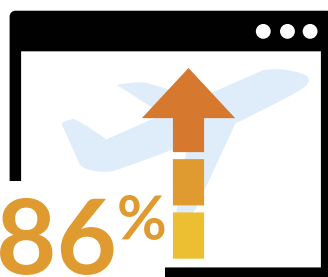


MORE VIEWS
can be generated¹

And Gets Results



when videos are included²



IN CONVERSIONS

when videos are used on landing pages²

Visual media is changing the way marketers think and work. Learn more about this trend and how dummies B2B custom solutions can help you harness its power.

www.dummies.biz

Sources:

¹ <http://www.slideshare.net/Uberflip/the-art-of-visual-content-and-the-science-that-makes-it-convert>

² <http://blog.hubspot.com/marketing/boost-engagement-visual-content>