

# IMPROVE YOUR NEXT MARKETING CAMPAIGN WITH VISUAL CONTENT

From blog posts and white papers to infographics and videos, creating content that truly captures the voice of your organization is the best way to connect with your customers. Still, when creating content, one question comes up again and again.

**Q** How do you create content that breaks through the noise and gets the attention of your audience?

**A** Visual Content!

Utilizing visual content is proven to be a key factor for improving audience engagement and driving content success rates.

When people hear information, they are likely to retain only 10% of it three days later. **BUT** when VISUAL IMAGERY is paired with the same material, they remember 65% of the information three days later.<sup>2</sup>

## The Basics of Visual Content for Marketing



**37%** of marketers said visual marketing was the most important form of content for their business, second only to blogging (38%).<sup>2</sup>



Given 15 minutes to consume content, **two-thirds of people would rather read something beautifully designed than something plain.**<sup>4</sup>

**74%** of social media marketers use visual assets in their social media marketing ahead of blogs (68%) and videos (60%).<sup>2</sup>

Infographics are liked and shared on social media **3 times more** than any other type of content.<sup>5</sup>

Visual content in general is more than **40 times more** likely to be shared on social media.<sup>6</sup>

When the images are relevant, readers spend **more time** looking at them than they do reading the text on the page.<sup>2</sup>

When it comes to format though, **VIDEO** is quickly becoming king.

In a 2016 HubSpot survey, **43%** of consumers wanted to see more video content.<sup>2</sup>

Facebook users watch **8 billion videos per day**, and Snapchat users watch **10 billion videos per day.**<sup>2</sup>

**50%** of internet users look for videos related to a product or service before visiting a store.<sup>7</sup>

**4x** as many consumers prefer watching a video about a product than reading about it.<sup>2</sup>

People are **85% more likely** to buy a product after viewing a product video.<sup>8</sup>

Marketers who use video **grow revenue 49% faster** than non-video users.<sup>7</sup>

## INCREASE YOUR EMAIL OPEN RATES WITH VIDEO!

- Emails that include video have a 280% higher rate of return than traditional emails and a 200-300% increase in click-through rates.<sup>9,10</sup>
- Using the word "video" in an email subject line boosts open rates by 19% and click-through rates by 65%.<sup>2</sup>

**THE BOTTOM LINE:** Visual content drives customer engagement and conversion!

## INBOUND MARKETING

**65%** of marketers say their biggest hurdle is generating traffic and leads.<sup>7</sup>

**28%** say securing an adequate budget is their top marketing challenge.<sup>7</sup>

The good news is, marketing that includes content **COSTS 62% LESS** than outbound marketing and **GENERATES 3 TIMES** more leads.<sup>11</sup>

+ website conversion rates are 6 times higher when content is used versus when it's not.<sup>12</sup>

**AND** including video on a landing page can increase conversion by 80%.<sup>10</sup>

## SOCIAL MEDIA

In an analysis of over 1 million articles, BuzzSumo found that articles with an image once every 75-100 words received double the social media shares as articles with fewer images.<sup>2</sup>

When asked what type of visuals had the highest engagement:

**45%** of marketers said that infographics and other original graphics were the most engaging.<sup>3</sup>

**20.2%** said videos and presentations performed best.<sup>3</sup>

Posts with videos **attract 3 times more** links than text-only posts.<sup>8</sup>

Organic Facebook engagement is highest on posts with videos (13.9%) and photos (13.7%).<sup>2</sup>

**Facebook posts with images see over 2 times more engagement** than those without images.<sup>2</sup>

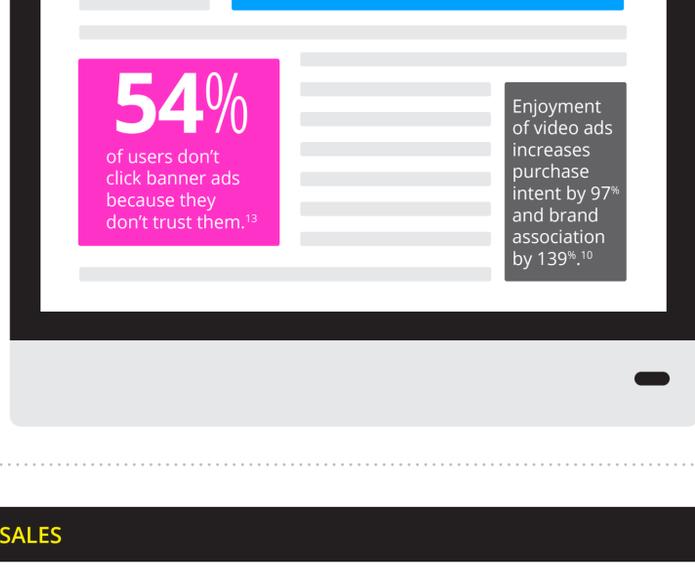
**Tweets with images receive 150% more retweets** than tweets without images.<sup>2</sup>

## ADVERTISING

**200 MILLION PEOPLE WORLDWIDE USE AD BLOCKERS** but still say unique and consistent content is something they do want to interact with.<sup>7</sup>

Ads with content result in conversion rates that are 6 times higher than traditional or banner ads.<sup>11</sup>

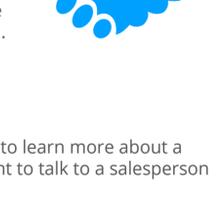
Native ads are viewed 53% more than banner ads,<sup>13</sup> and native ads that include rich media boost conversion rates by up to 60%.<sup>13</sup>



## SALES

The sad fact about sales calls is that 63% of prospects are "somewhat" or "not at all" knowledgeable about a company before a sales rep makes the first contact.<sup>7</sup> That's not good!

On average, it takes 6-8 "touches" to create a viable sales lead.<sup>14</sup>



Having a strong content strategy can help ensure potential customers are aware of your product and more apt to purchase by the time they become a qualified lead.

**On top of that...**

**62%** of people will consult a search engine to learn more about a product, while only 29% of people want to talk to a salesperson to learn more.<sup>7</sup>

**61%** of customers say they "feel better" about a company that delivers custom content and are more likely to buy from them.<sup>15</sup>

With numbers like these, you can't deny the importance of investing in visual content creation, but we know it's not easy. **In fact, 63% of businesses rate producing engaging content as one of their top marketing challenges.**<sup>1</sup>

That's why we're here to help! Dummies Custom Content Solutions makes content creation easy. From eBooks and videos to infographics and sponsorships, Dummies Custom Content Solutions help you connect with customers through content designed to engage while also driving sales.

Learn more at [dummies.biz](http://dummies.biz)

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