

Top Resources for Visual Storytelling

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Why You Should Care About This

- Facebook's move to emphasize video and changes in the algorithm
- Twitter and video (are big changes coming?)
- You just learned why Pinterest is important
- Fast, on the fly tools can help you stand out
- What we've seen changing at PBS

Visual Content Marketing

Stats You Should Know for 2015

3.6X  **facebook**



Video from people and brands in Facebook's News feed increased 3.6X year-over-year.

twitter 

Tweets with images get 150% more Retweets.



87% Photos were most shared on Facebook brand pages.



39% B2B buyers identified that they share infographics on social media frequently

Adding a photo URL to your tweet can boost retweets by 35%. Overall images and photos are the most important tactic in optimizing social media posts.

35%



Visual content is a key component in each of the top 5 most effective B2B marketing tactics.

In-Person Events



Webinars



Video



Blogs



Case Studies



70% of marketers plan to increase their use of original visual assets in 2015.

The top 3 content formats that B2B buyers seek out to research a purchase decision include:



67% Webinars




78% White Papers



73% Case Studies



95% of B2B buyers agreed that they preferred shorter content formats.

Interactive content formats such as Brainshark and SlideShare  increased in popularity during 2014, up from roughly 21% in 2013 to 28% in 2014

Source:

<http://blog.hubspot.com/marketing/visual-content-marketing-strategy>

www.tigerlilyva.com

Let's look at some tools for visualization

- [Visme](#)
- [Visual.ly](#)
- [Piktochart](#)
- [Infogr.am](#)
- [Easel.ly](#)
- [Creately](#)

Let's look at some tools for visualization

- [Visualize.me](#)
- [ChartsBin](#)
- [Dipity](#)

Animated GIF Resources

- **YouTube**
- [GifGrabber](#) (Mac only for now)
- [Giphy](#) (helpful with Twitter and Facebook)
- [Imgur](#)
- [Giffer](#)

Photo and Video Resources

- [Burstio](#) (iOS only for now; animates “burst” photos into an animated GIF)
- [Giphy](#) (helpful with Twitter and Facebook animated GIFs)
- [Vidify](#)
- [Magisto](#)
- [PicStitch](#)

Stock Image Resources

- **Blog post at <https://designschool.canva.com/blog/free-stock-photos/>** is an *excellent* rundown of 74 free sites and explanation of photo rights

Among those most highly recommended there:

- **[Foter](#), [Gratisography](#), [ISO Republic](#), [Magdeleine](#), [New Old Stock](#), [Pixabay](#), [Smithsonian on Flickr](#), and [Unsplash](#)**

Helpful Resources for this presentation

- www.webbuilddesignteam.com
- <http://tigerlilyva.com/2015/02/09/an-exploration-discovery-with-free-infographic-tools>
- <https://designschool.canva.com/blog/free-stock-photos/>

Q&A

@kdando

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