

The Power of Authentic Visual Communication

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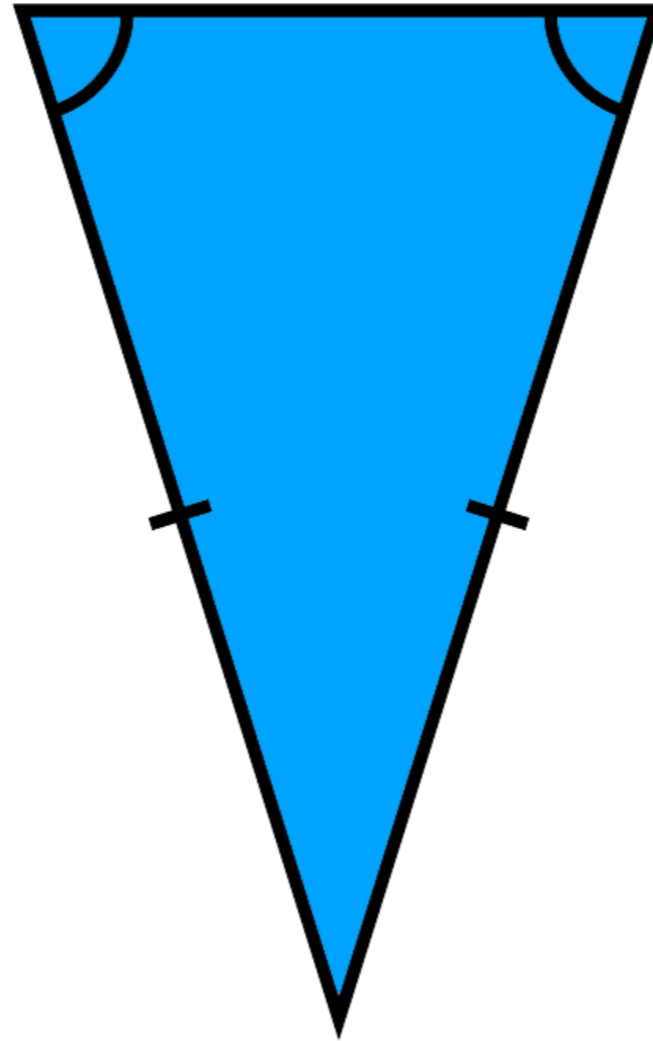
3 things to cover

1. Why visual?
2. Why authentic?
3. How visuals drive sales

1. Why visual?

- Isosceles triangle
- Apex angle is 35 degrees
- Invert
- #00a5ff (greenish blue)

1. Why visual?



1. Why visual?

- Conveys complex information easily
- Conveys a lot of information quickly (60,000x faster than text)¹
- Transcends verbal language (93% of information transmitted to the brain is visual)¹
- Good for social media engagement (eg. 37% increase in engagement on Facebook if post includes a photograph)^{2/3}
- Good for sales (Retail site visitors 64% more likely to purchase after viewing a video)⁴
- Well suited to mobile (in-store shoppers access store website)⁵
- Versatile: stills, video, infographics, cartoons (Hugh MacLoed/Gaping Void), etc

Sources:

¹ <http://www.billiondollargraphics.com/infographics.html>

² <http://www.mdgadvertising.com/blog/its-all-about-the-images-infographic/>

³ <http://heidicohen.com/facebook-marketing-improve-results-based-on-the-numbers-research/>

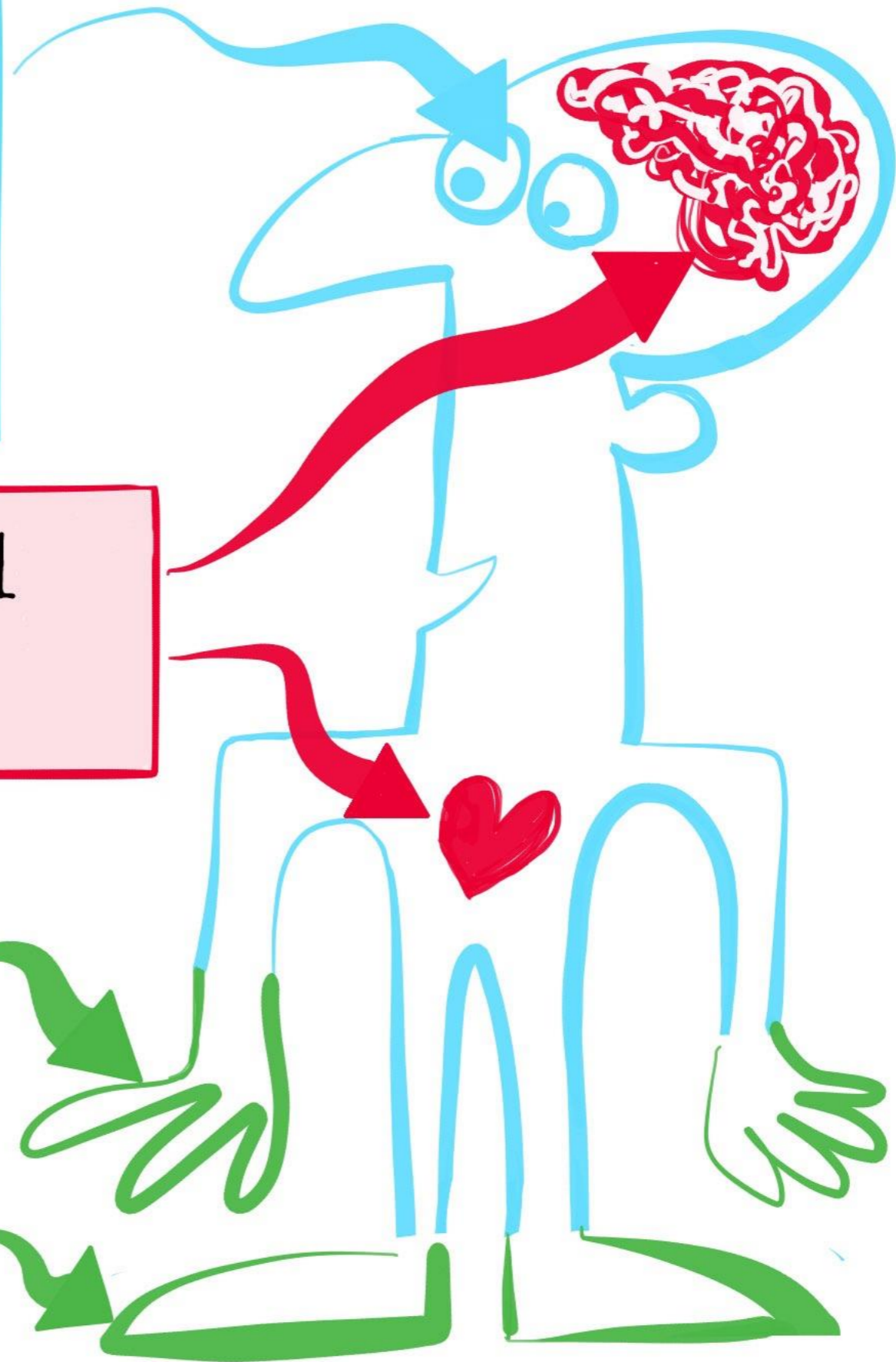
⁴ <http://www.invodo.com/resources/statistics/>

⁵ <http://www.invodo.com/resources/statistics/>

WE CREATE MESSAGES
THAT GO IN HERE...

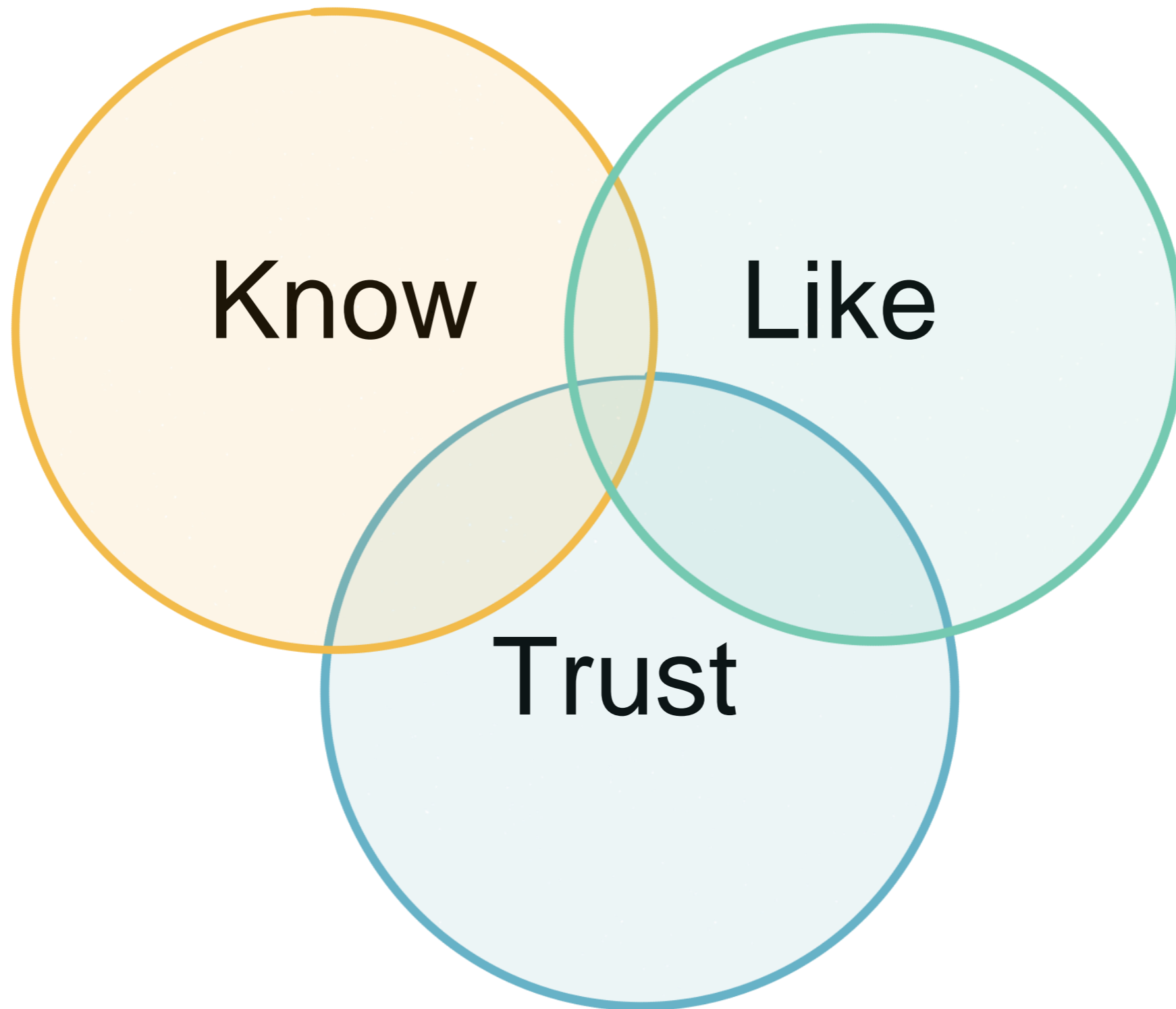
...AND APPEAL
TO HERE...

...SO THESE ARE
SET IN MOTION.

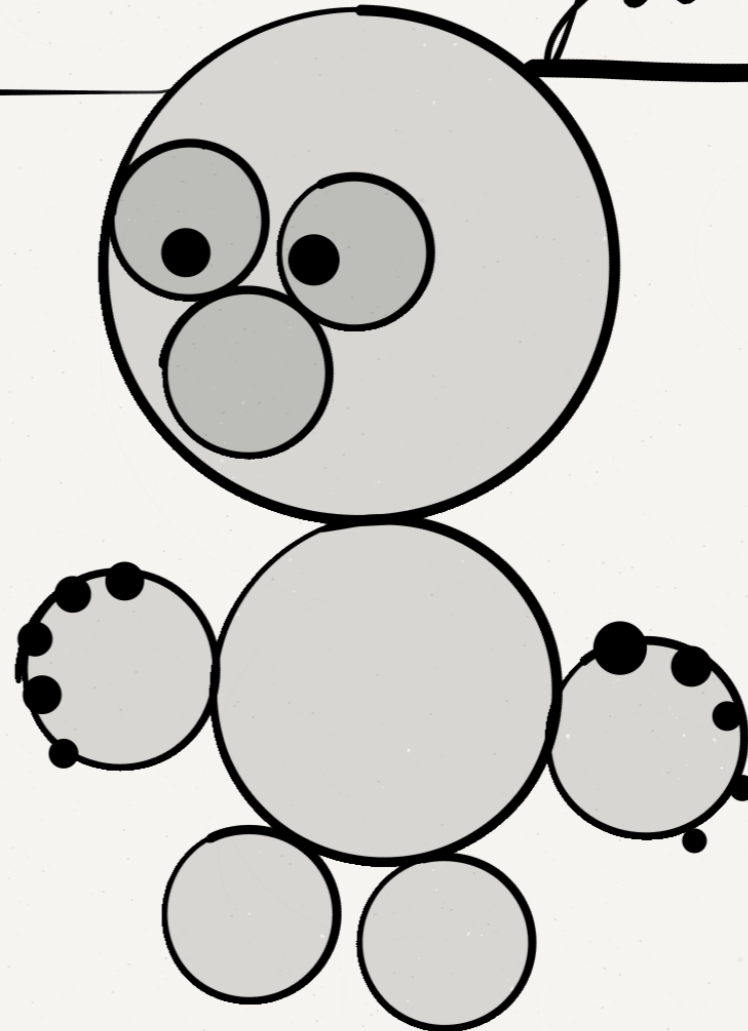
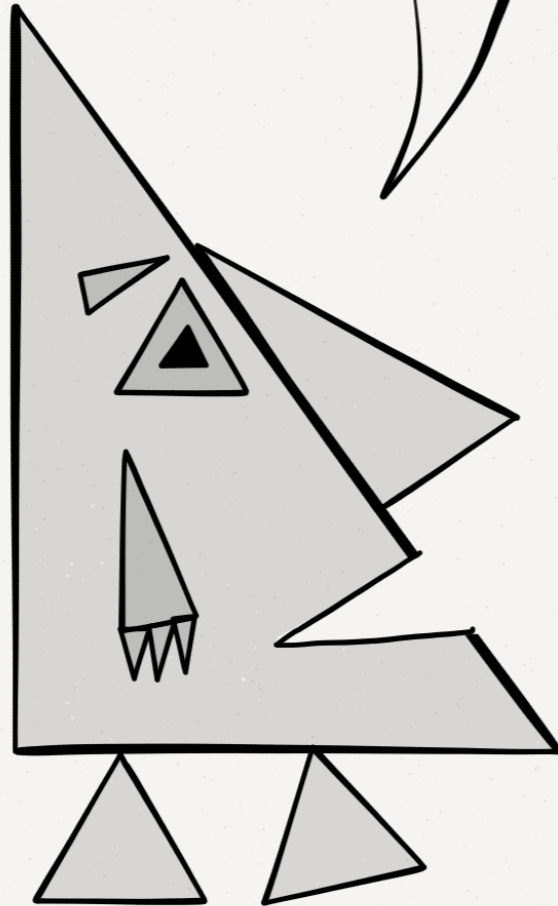




2. Why authentic?



Don't take this the wrong way,
but I don't think we're a good fit



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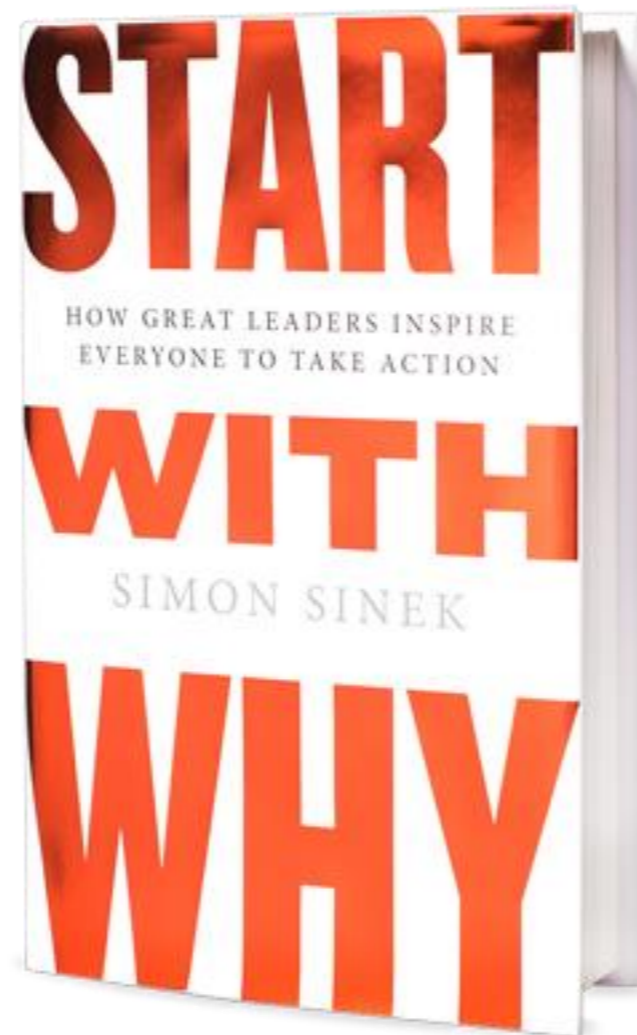
“Don't take this the wrong way,
but I don't think we're a good fit”

The Ingredients of Happiness

- Carbonated water
- Sugar
- Caffeine
- Phosphoric acid
- E150d (caramel colour)
- Secret “Natural flavourings”



Simon Sinek: Start with WHY



- What
How
Why

Your Why = Your
Values

So what is life like
without VALUES?



Less



"Value less"
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“So, what is life like without values?”

“Less”

Know who you are

Show who you are



What to show to build trust?

- You
- Your team
- Your location
- Your premises
- Your process
- Your suppliers
- Your customers
- Your accolades
- Your product/service

All of these should be a reflection of your values

Hey! You don't have to get personal on Instagram from everywhere, you know!



Inspired by "Get Personal" by Chris Brogan

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“Hey! You don’t have to get personal on Instagram from everywhere, you know!”

3. How visuals drive sales

- Video in newsletters drive click through rates and earnings^{4, 2}
- Shoppers stay longer online if they view videos^{2, 6}
- Shoppers research online before buying in store—visual oppo
- Online shoppers who view videos are more likely to buy^{1, 2, 3, 6, 7, 8}
- People less likely to return a product if they've viewed a video

Sources:

- 1 <https://www.internetretailer.com/2011/03/07/product-videos-raise-purchase-likelihood-stacks-and-stacks>
- 2 <http://www.invodo.com/resources/statistics/>
- 3 <https://www.internetretailer.com/2010/10/07/living-direct-raises-conversions-video-demos>
- 4 <http://www.emarketer.com/Article/Video-Next-Frontier-Email-Marketers/1009980>
- 5 <http://www.mediapost.com/publications/article/212312/web-media-influences-half-of-store-sales.html?edition=66370#axzz2jE7E4dkl>
- 6 <https://www.internetretailer.com/2010/10/07/living-direct-raises-conversions-video-demos>
- 7 http://c3318102.r2.cf0.rackcdn.com/Channel_Innovation_Awards_2012_Final.pdf
- 8 https://nrf.com/news/online/set-spell?adid=ST_Weekly#.UL1C_5PjnQ8
- 9 <http://www.mediapost.com/publications/article/196791/57-of-consumers-rely-on-product-videos.html#axzz2OmAzPtJQ>

What to show to sell?

- Your product
 - How it works
 - Sales locations
 - Payment options
 - Delivery options
 - FAQs
-
- All of these should be a reflection of your values
 - Company specific visuals are better than generic

Thank you

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