

A man in a dark suit is sitting in a chair, seen from behind, with his hands clasped behind his head. He is looking upwards towards a large, glowing green thought bubble. Inside the bubble is the text for a webinar. Two smaller, similar thought bubbles are floating to the left of the main one.

WriterAccess™

**Content Marketing Webinar 54
Images and Content
July 31st, 2014**



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We currently spend between 8.5 and 9 hours per day ON SCREEN, including online, mobile and TV combined.



Source: New York Times and Huffington Post

**About 90% of the information absorbed by the brain is visual,
processed 60,000X faster than text.**



Source: 3M and Zabisco

Research confirms that use of images with content increases engagement by as much as 94%.



Source: Getty Images, Lindsay Morris, Manager, Creative Planning

Viewers are 85% more likely to buy a product or service after watching a video.



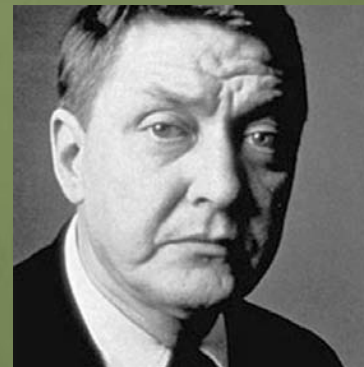
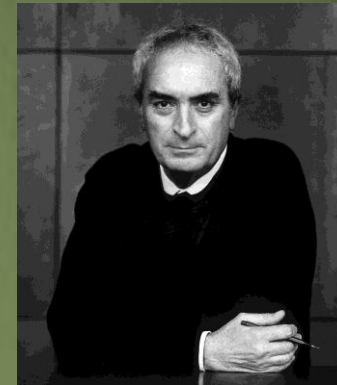
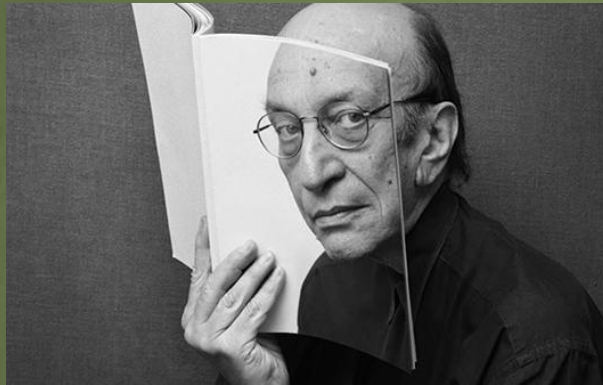
Source: Internet Retailer

Who's going to create all these images, videos, visuals and design work we need for success?



In the 1960's and 1970's, a few New York men largely defined a new field called Graphic Design.

Milton Glaser
Ivan Chermayeff
Massimo Vignelli
Seymour Chwast
Robert Brownjohn



Today there are more 300,000+ graphics arts professionals in the US alone, and millions worldwide.



Source: AIGA

The good news is that about 50% are now women in the US. The bad news is we have skewed racial representation(Caucasian).



Source: Communication Arts

Reaching both niche and global markets is challenging when we cannot connect with the target audience and understand the what engages, inspires and motivates them for trial or purchase.



On top of that, the creative community is growing and roles are expanding to fill the new-age communication needs.

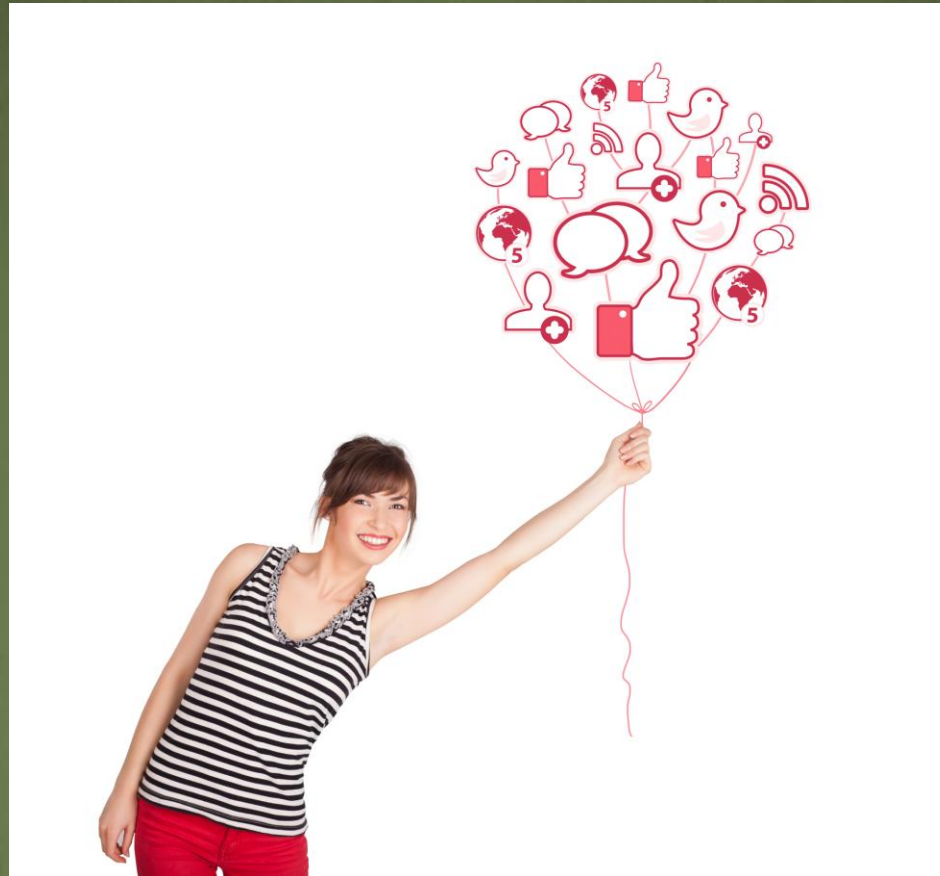
Art Directors
Back End Developers
Copywriters
Creative Directors
Digital Strategists
Editors
Front End Coders
Graphic Designers
Information Architects
Instructional Image Research Specialists
Illustrators
Designers
Marketing Professionals
Mobile Developers
Presentation Specialists
Production Artists
Production Managers
Project Managers
Proofreaders
SEO Specialists
Social Media Specialists
Traffic Coordinators
User Experience Developers
Video and Motion Graphics Artists
Web Designers



To be successful these days, forward thinking companies must think like old-school publishers— gathering ideas, developing stories and publishing content that readers want and need.



Lovemarks* are the new brand marks that companies seek:
People relate to brands the same way they do people.



Source: *Kevin Roberts, *Sissimo*

Our screens connect us to both brands AND people, and they're always with us, in homes, work, cars and even our glasses!

ATM
Billboards
Car Dashboards
Elevators
GPS
Google Glasses
Home Computer
Home Security
In Flight Entertainment
iPads
Ipods
Karaoke Screens
Kiosks
Mobile Phone
Movie Theatre
Work Computers



Where do we get all this information content we need to turn browsers into believers, and believers in to buyers?



Tip # 1: Hire storytellers that think outside of the screen.



Tip #2: Upgrade your image tool chest with stock images to tell and augment the story.

BIGSTOCK

corbis IMAGES*

 fotolia

iStock.™

 GraphicStock

gettyimages

Veer™

 dreamstime

 123RF®

shutterstock

Tip #2A: Upgrade your image tool chest with video as well!



Tip # 3: De-stock your stock images to be original and aligned with your brand.



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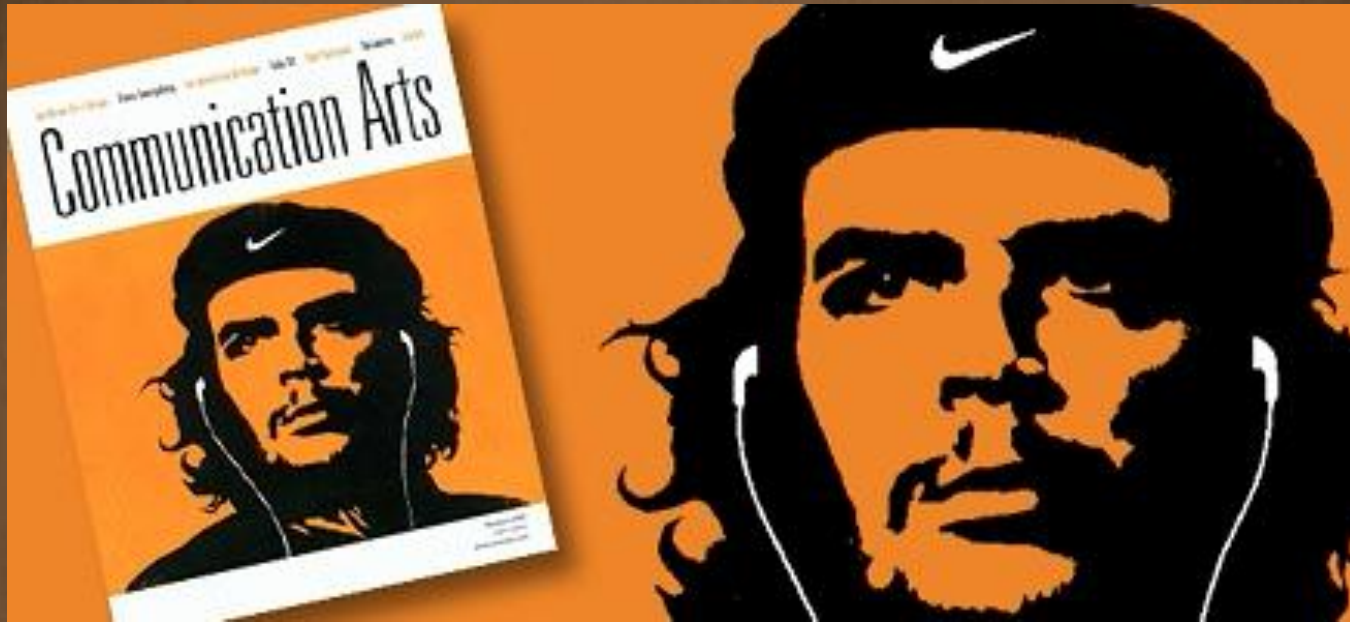
Tip # 4: Tap into surveys, focus groups and AB/Multivariate testing to find out which images and videos inspire and perform.



Tips # 5: Sell creative services differently. Modify your pitch and portfolio to the buying audience, not your personal likes.



Tip #6: Follow the arts and graphic artists that transform ideas into campaigns that inspire, motivate and drive business growth.



Tip # 7: Despite advertising history, creative is an adjective, not a noun. Everyone has a creative role in work and life!



Tip #8: Appreciate the distinctions between texts and visuals, and the necessity for both.

Text	Images
Fills You Up	Moves You On
Facts	Acts
Citing	Exciting
Reams	Dreams
Promotional	Emotional
Static	Dramatic
Check lists	Casts of Characters
Compiling	Compelling
Annotated	Animated
Feeding the Brain	Touching the Heart
Expires	Inspires

Source: *Kevin Roberts, *Sissimo*

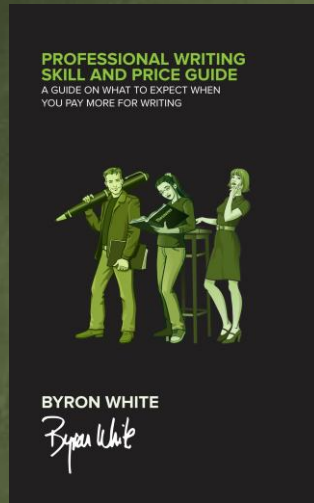
Tip #9: When selecting images, ditch subjective opinion and focus on how to connect with the target audience with mystery and inspiration.



Tip #10: Stories engage readers with what happens next. Images grab attention and touch the heart. Both are required for success.



THANKS! Two Books to Help You Win the War on the Web



WriterAccess.com/WritingSkillGuide



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