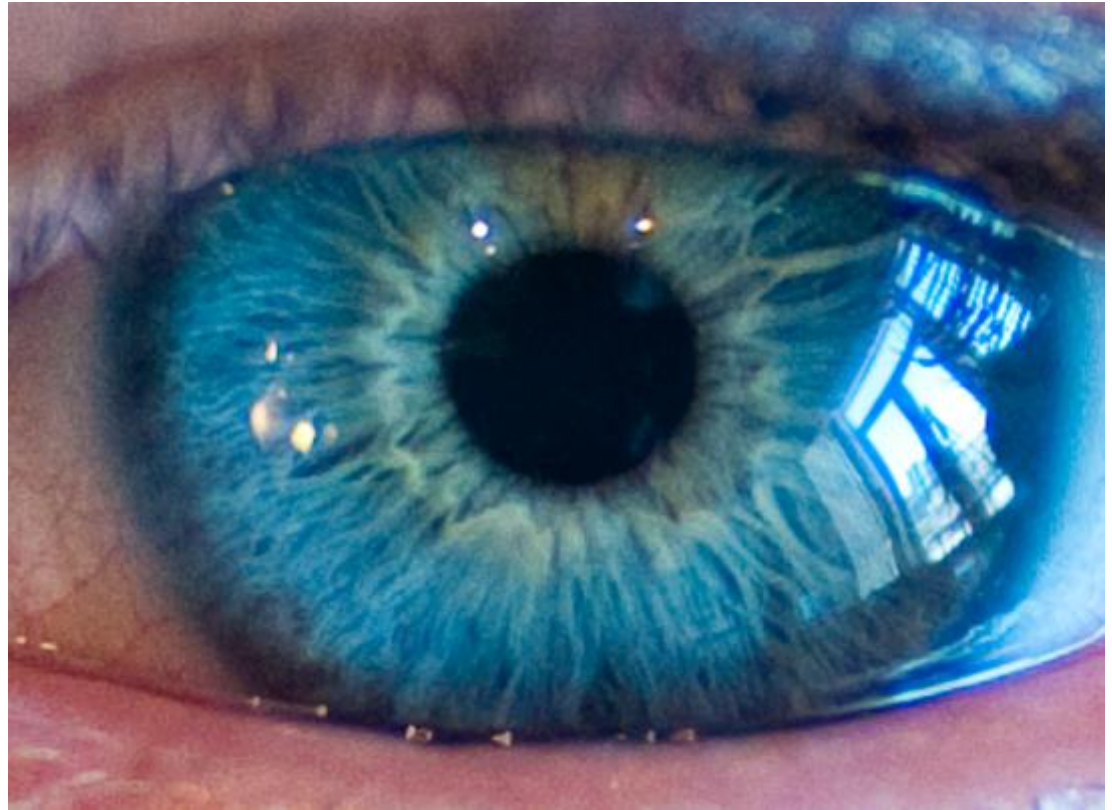


A close-up photograph of a human eye, looking directly at the camera. The iris is a vibrant blue color, and there is a clear reflection of a city skyline, including a prominent skyscraper, on its surface. The background is a soft, out-of-focus reddish-brown color.

# THE RISE OF THE VISUAL WEB

[@PaulaBerg](#)  
[@LinhartPR](#)  
[#prsocial](#)

83% of learning occurs visually



That's my eye.



# 1. Mobile

# 2. Information Overload

## **The Varieties of Capitalism Dichotomy (and Beyond) in Post-Communist States**

By Thomas Luly

The dissolution of the Soviet Union in 1991 gave rise to fifteen independent states, as well as a challenge for those who study national political economies. Until the time when the USSR disintegrated, its diverse fifteen constituent republics were tightly bound into the framework of a centrally planned, integrated, socialist economy. When the Soviet flag was lowered over the Kremlin for the last time and market capitalism suddenly entered the picture, they all found themselves confronting the same economic question: what next?

The ways in which the successor states answered this question vary widely, as does the available literature published in response to their actions. In this paper, I will primarily utilize the Hall and Soskice interpretation of the Varieties of Capitalism (VoC) construction to address several questions: Why did the various post-communist states choose their particular variants of capitalism? What factors were involved? Furthermore, can we effectively categorize the post-communist states using the Hall and Soskice dichotomy, or are they (and transitional economies in general) not open to this interpretation?

Two former republics, Kazakhstan and Estonia, will be used as case studies. These two nations are quite different from each other in many respects. Kazakhstan, for instance, is itself larger than Western Europe. Bordering two important trade partners, Russia and China, it is Central Asia's dominant economy due to resource wealth and, in large part, to government support of the country's private sector. Estonia, on the other hand, is smaller than Vermont and New Hampshire combined. It joined NATO and the European Union in 2004 and the OECD in December 2010, and today boasts the highest GDP per capita of the ex-USSR republics.[1] Furthermore, this success was attained quickly and largely without the natural resources that benefitted other countries such as Kazakhstan.

This paper will analyze the efficacy of utilizing VoC in the context of these post-communist nations, before exploring other factors not covered by VoC that could help to explain their post-communist economic trajectories.

### I. The Varieties of Capitalism Framework



Pink lemonade jello shots = genius.

I chose this one.



3. SEO:  
70% of the  
top Google  
results  
include  
photos or  
videos

### [David Armano Logic + Emotion](#)

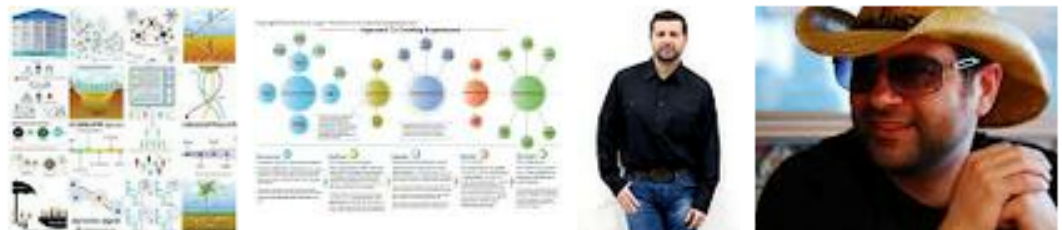
[darmano.typepad.com/](http://darmano.typepad.com/)



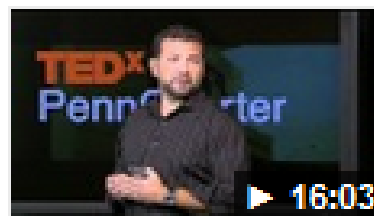
by David Armano - in 18,296 Google+ circles - More  
3 days ago – **David Armano's** personal blog: Logic  
intersection of business, design + the social web.

↳ [A Visual Archive - Visual Thinking + Synthesis](#) -

### [Images for david armano](#) - Report images



### [David Armano - Reinventing Social Media - You](#)



[www.youtube.com/watch?v](http://www.youtube.com/watch?v)

Jul 28, 2010 - 16 min - Uploaded by T  
REINVENTING Social Media About D  
President for Edelman Digital, David

# 3 SEO BASICS FOR PHOTOS & VIDEOS

1. Alt Text

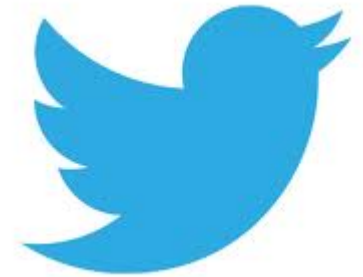
2. Titles

3. Keywords



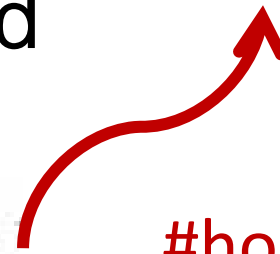
# PHOTO

- 10% of all photos ever taken were taken in the last 12 months.
- 140 billion photos uploaded to Facebook. 10,000x more than are in the Library of Congress
- 2.5 billion people own digital cameras



# INSTAGRAM

- 1 new user every second
- 1 billion photos have been taken with the app
- 5 million images uploaded every day
- 575 likes per second
- President Obama joined in January



#holla



# starbucks

186 PHOTOS · 623822 FOLLOWERS



## #starbucks Instagram Photos

Share your photos on Instagram by posting with #starbucks. Follow us @starbucks on Instagram.







Instagram HELP CENTER

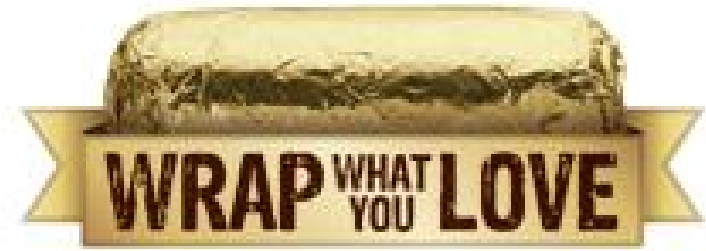
Home > Instagram for Businesses > Notable Users Directory

## Notable Users Directory

- Music
- Celebrities
- Sports
- Fashion
- Food + Drink
- News
- Politics
- Non-Profits
- Science + Technology
- Venues + Events



WRAP WHAT YOU LOVE  
**\$10K CASH**  
**24K GOLD**



- Low-barrier to entry
- Entertaining
- Longevity

# PINTEREST

- Drives more traffic than YouTube, Google+ and LinkedIn combined
- 1.3 million visitors a day
- Users spend ~16 minutes onsite each day
- Most popular among 25-34 year olds (27%)



# CROCS

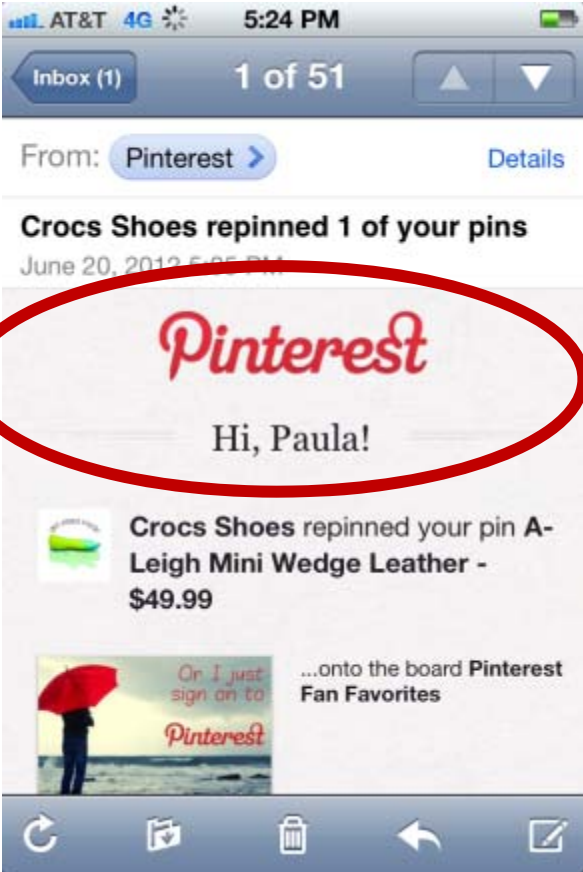


Paula Berg via Patti Lutz

Repinned 14 weeks ago from Things that make me smile



sand crocs



get crocs inside



## Crocs Shoes

www.crocs.com

Boulder, CO

Repins from

- Madeline Sivak
- Gloria Villamarzo
- Parenting Magazine

17 Boards

386 Pins

2 Likes

Activity

Unfollow All

369 Followers

13 Following

### CrocStyle Insiders

16 pins · 46



### Pinterest Fan Favorites

6 pins



### Summer Trend: Neon

38 pins



### Translucent Collection

32 pins



### Creative Director's Board

29 pins



Crocs Springi Flat via @love Maegan

3 likes 4 repins



Crocs Shoes from crocs.com



@love Maegan pairs our Crocs Hover-Mid-Leather sneaker with fun accessories for a relaxed, fun look

1 repin



Crocs Shoes from instagr.am



@love Maegan's adorable pairing of our Crocs Sexi Sandal and a neutral, casual pant!

2 likes 2 repins



Crocs Shoes from crocs.com



Crocs™ Jayna - a must have flat for summer.

2 repins

crocs.com

# VIDEO

- >3 billion viewed on YouTube each day
- Email click-through rates increase by 96%
- People who view product videos are 85% more likely to buy

# 2008



**50% more likely to  
make a purchase**

# REVENUE GENERATION

2009:  
Shoeline.com  
saw a 44%  
increase in  
conversions  
after adding  
product videos



# CUSTOMER RELATIONS

2010:

Dell reported a **5% drop in call volumes** after introducing support video content



[Printing on the Go with the Wasabi handheld printer](#)  
Wasabi is a handheld printer for those wanting to snap, send, and share.

Release Date: 3/2/2011  
Duration: 00:04:38



[Network Assistance for Your Biz](#)  
Check out this tool designed to help set-up, maintain and fix your network.

Release Date: 3/2/2011  
Duration: 00:03:55



[Home Office Printing 101](#)  
What type of printing fits your home office needs?

Release Date: 3/2/2011  
Duration: 00:03:37



[How to Set-up Dual Monitors](#)  
Expand your viewing real-estate by installing two monitors.

Release Date: 3/2/2011  
Duration: 00:03:08





# CAUSE MARKETING

# 2012

#Penny4NASA is calling for NASA's budget to be doubled to 1% of the US budget.

We Stopped Dreaming (Episode 2) - A New Perspective

ScrunchtheThird  2 videos ▾



0:24 / 4:49

190,679

Published on Jun 3, 2012 by ScrunchtheThird

The intention of this project is to stress the importance of advancing the space frontier and is focused on igniting scientific curiosity in the general public.

5,423 likes, 52 dislikes

As Seen On: [mental\\_flow](#)

Sign the petition: [www.penny4nasa.org/petition](http://www.penny4nasa.org/petition)  
Follow @Penny4NASA1 and like on Facebook!



#Penny4NASA

#PRSocial



# EXECUTIVE COMMUNICATION

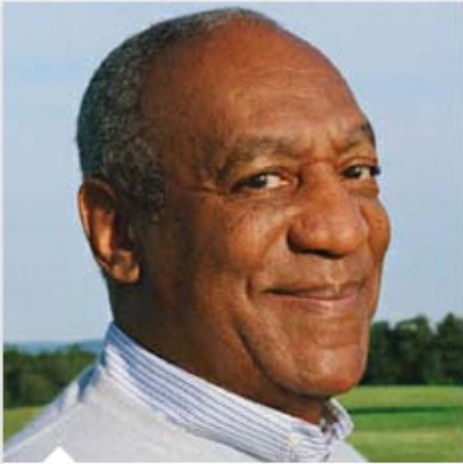
According to a Forbes survey, **59% of senior executives** prefer to watch a video rather than read lengthy copy



# VIDDY

- “Instagram for video”
- Video editing and sharing app
- 15 seconds of video
- Apply music, text and special effects
- 26 million users
- 1 million new users a day





**Bill Cosby** @billcosby

<b>59</b> viddys	<b>71.2K</b> followers	<b>2.64K</b> following
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**Mark Zuckerberg** @zuck

<b>1</b> viddy	<b>6.03K</b> followers	<b>56</b> following
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**Snoop Dogg** @snoopdogg

<b>185</b> viddys	<b>207K</b> followers	<b>181</b> following
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**FOZZIE**  
by The Muppets

7 months ago    229    13



**Katie Couric** @KatieCouric


<b>10</b> viddys	<b>26.2K</b> followers	<b>22</b> following
---------------------	---------------------------	------------------------





**On Track... Duck Tape Works**  
by JimmieJohnson

4 months ago    52    7

# SOUTHWEST AIRLINES


 paula4president


  
Leaders of The Pack  
by SouthwestAir  
... days ago    ❤️ 48    💬 5


  
SouthwestAir @SouthwestAir

37 viddys	16.8K followers	175 following
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Unfollow





 #GuessTheAirport  
by SouthwestAir

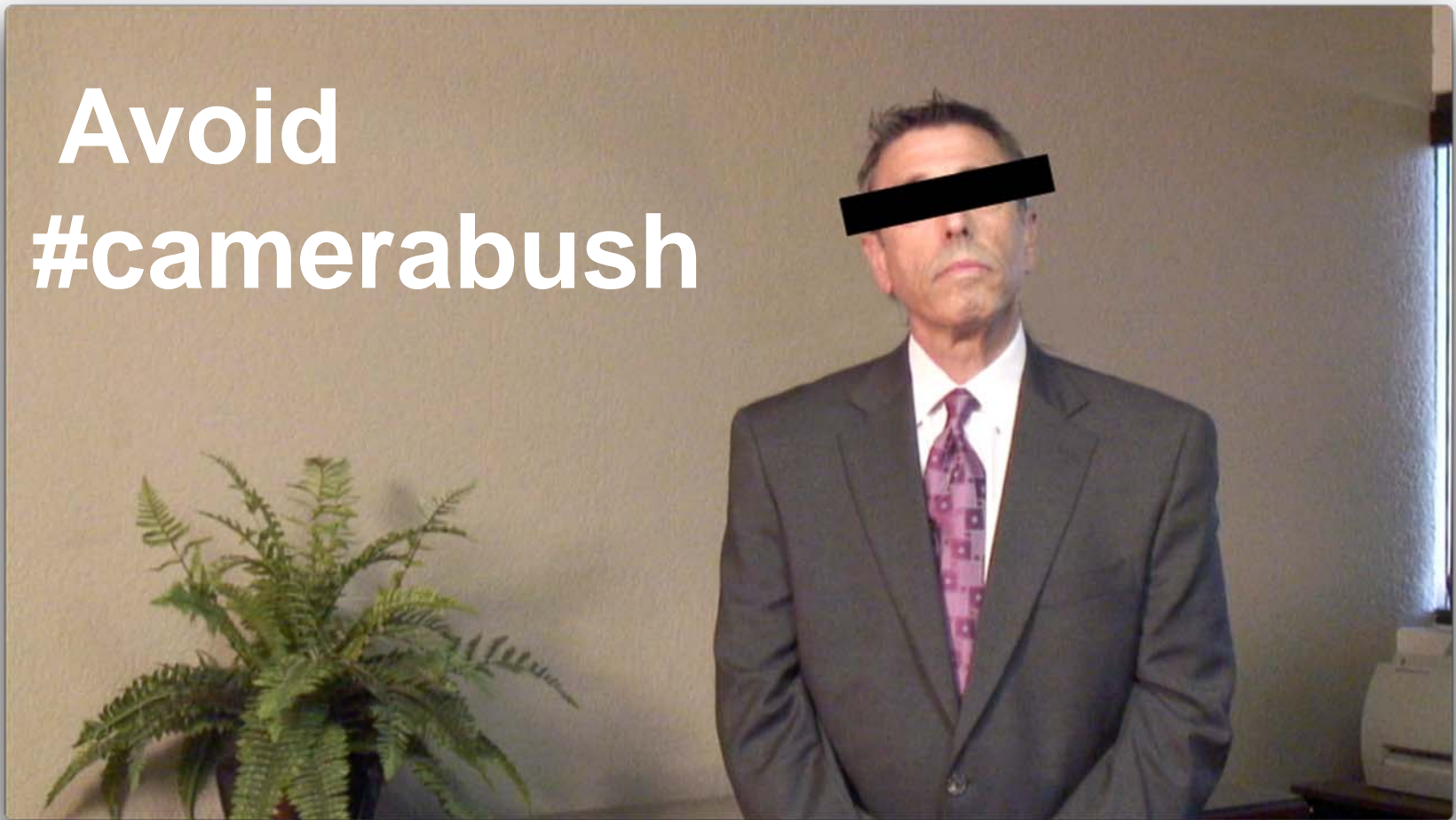
🕒 7 days ago    ❤️ 112    💬 69

# KEY TAKEAWAYS

1. No excuse for not using visuals
2. Don't be overwhelmed by the tools
3. Tell your story as effectively as possible
4. Maximize SEO



# Avoid #camerabush



# CONTACT ME ANYTIME



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[@paulaberg](#)

