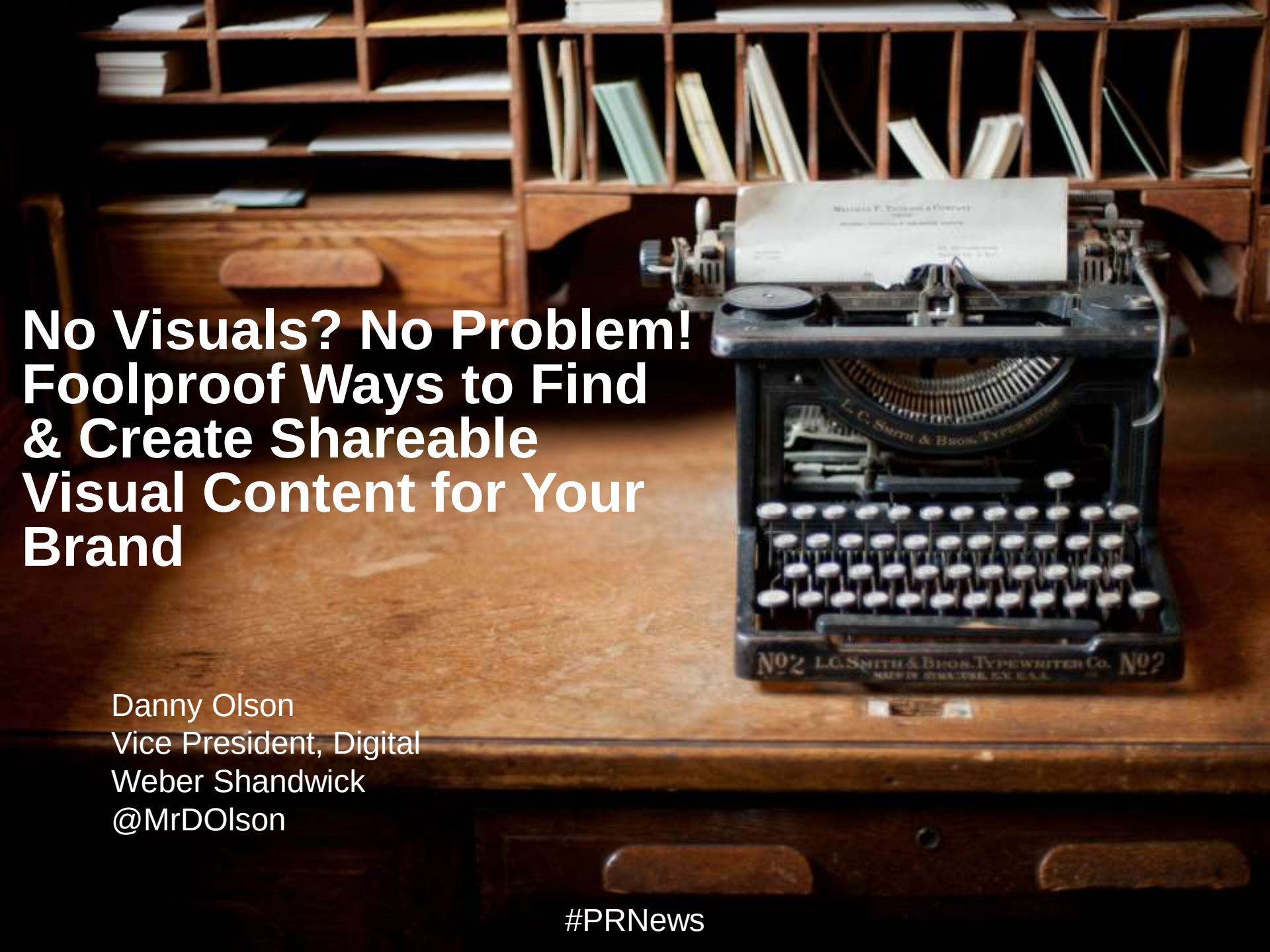
No Visuals? No Problem! Foolproof Ways to Find & Create Shareable Visual Content for Your Brand
Danny Olson
Vice President, Digital
Weber Shandwick
@MrDOlson
#PRNews

what we'll cover

Encourage your customers to create and share visual content related to your brand on social media

Create and shoot quality video on a budget

Take advantage of free and inexpensive tools for creating visual content

The power of visuals: why we're here

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Lean Finely Textured Beef (LFTB) is a beef end-product created when meat processers utilize the maximum amount of meat from an animal, using a separating process to make fattier meat more palatable. In order to ensure safety, trimmings are given a bath in ammonia before being rinsed and combined with ground chuck to make ground beef products.

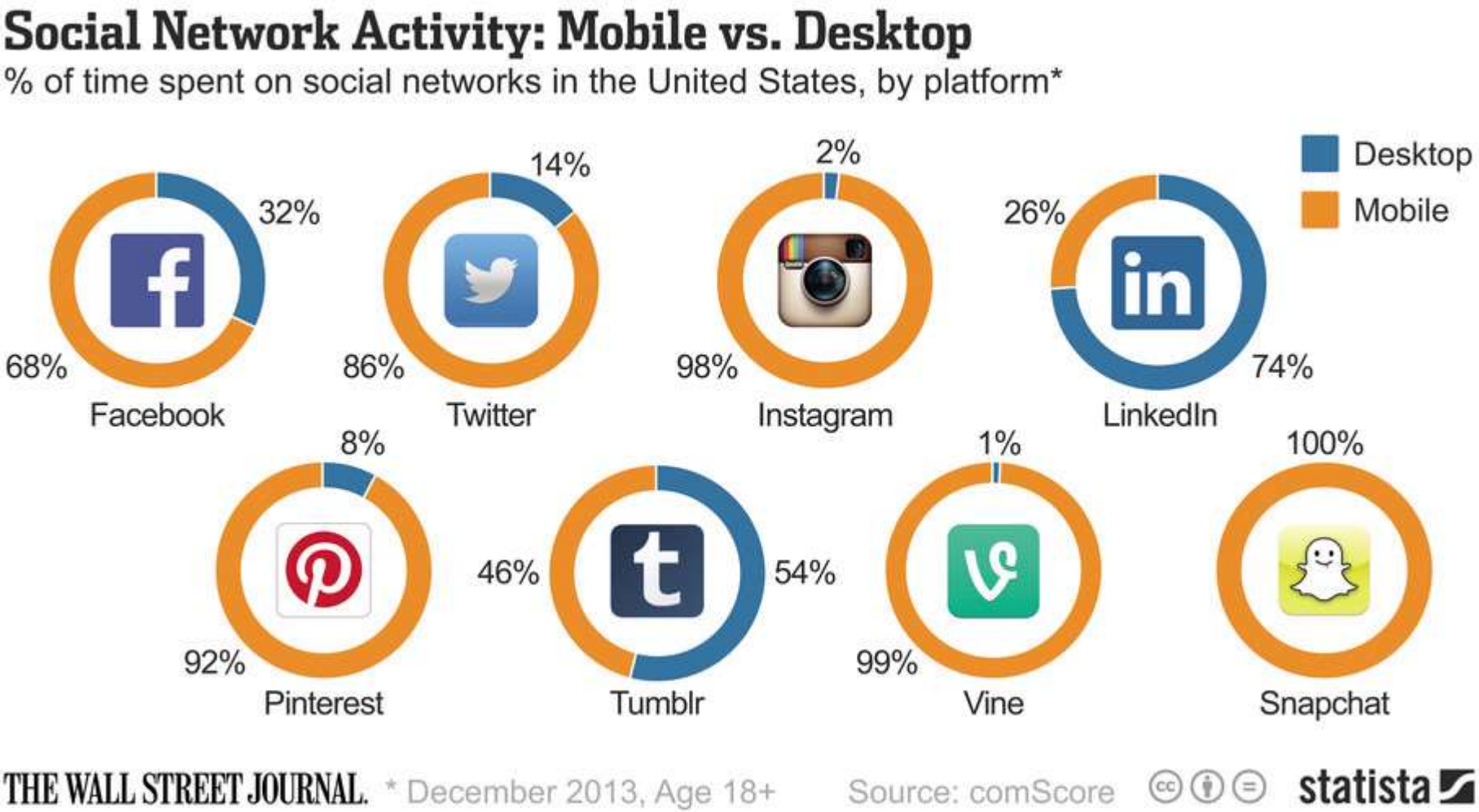
Student-led protests came to a head on June 4, when government military cleared the protest by force, inflicting casualties on unarmed protesters.

My eight-month-old daughter, Lily, is the cutest baby in the world.

Create and shoot quality video on a budget

Go native (mobile)

Mobile influences how we use social channels



Bring your tools.

Create and shoot quality video on a budget

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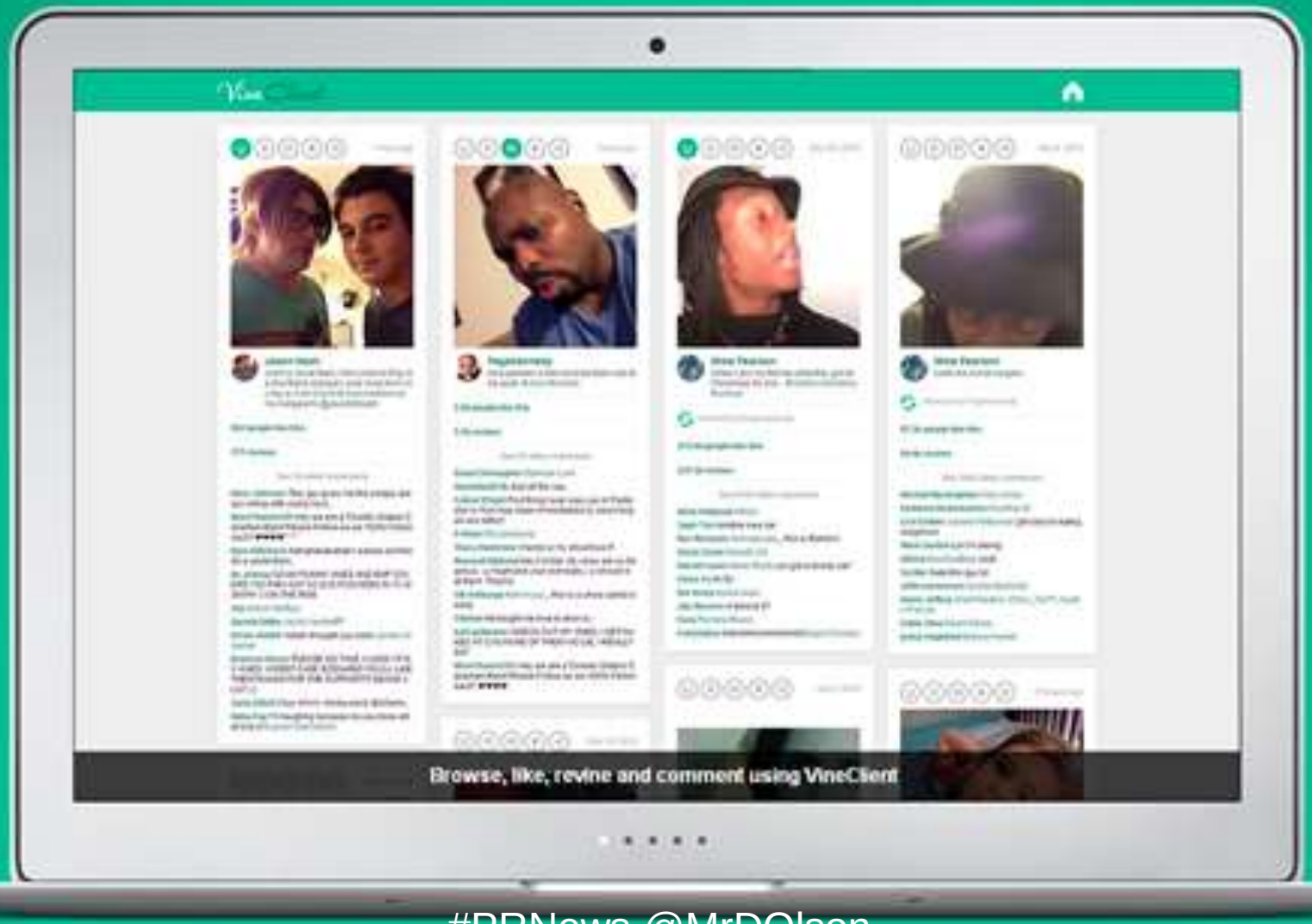
Hack.

VineClient



Feedback

Engage customers by encouraging them to share their content
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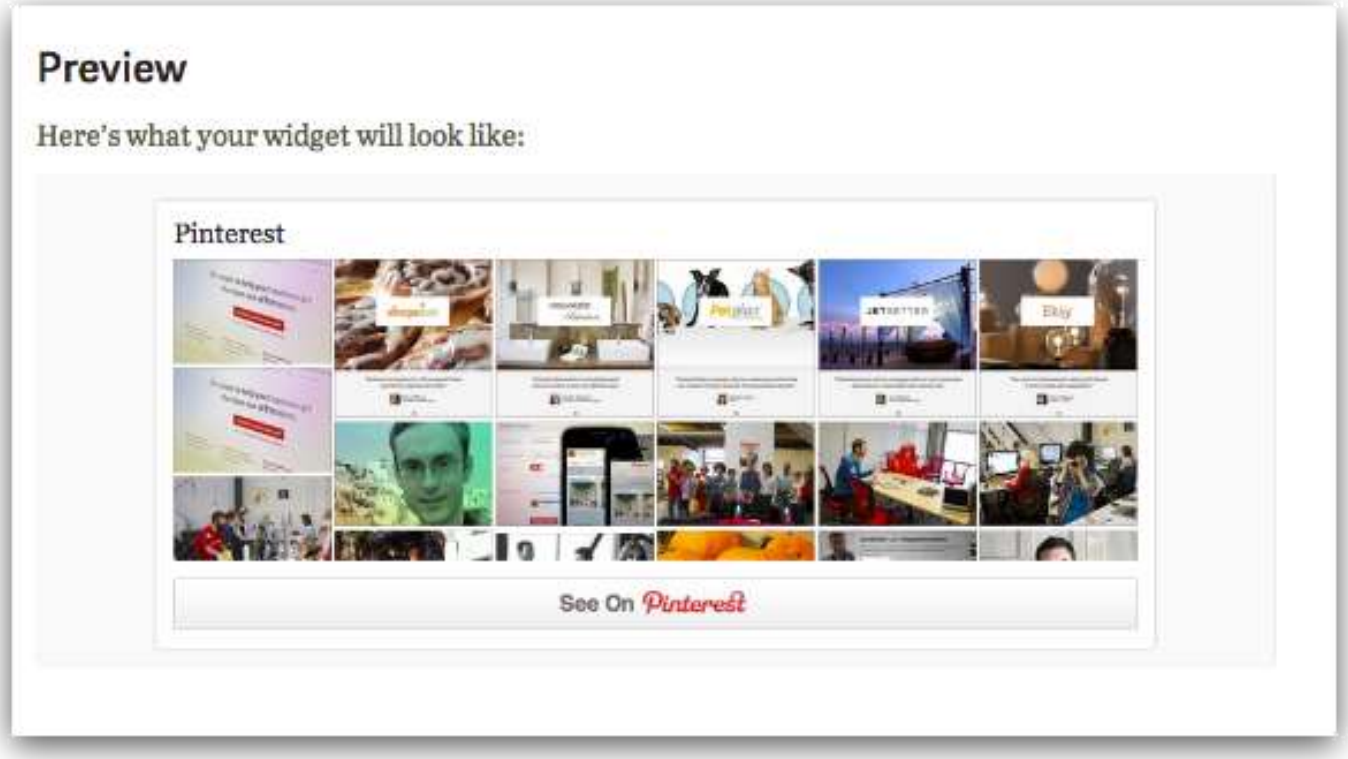
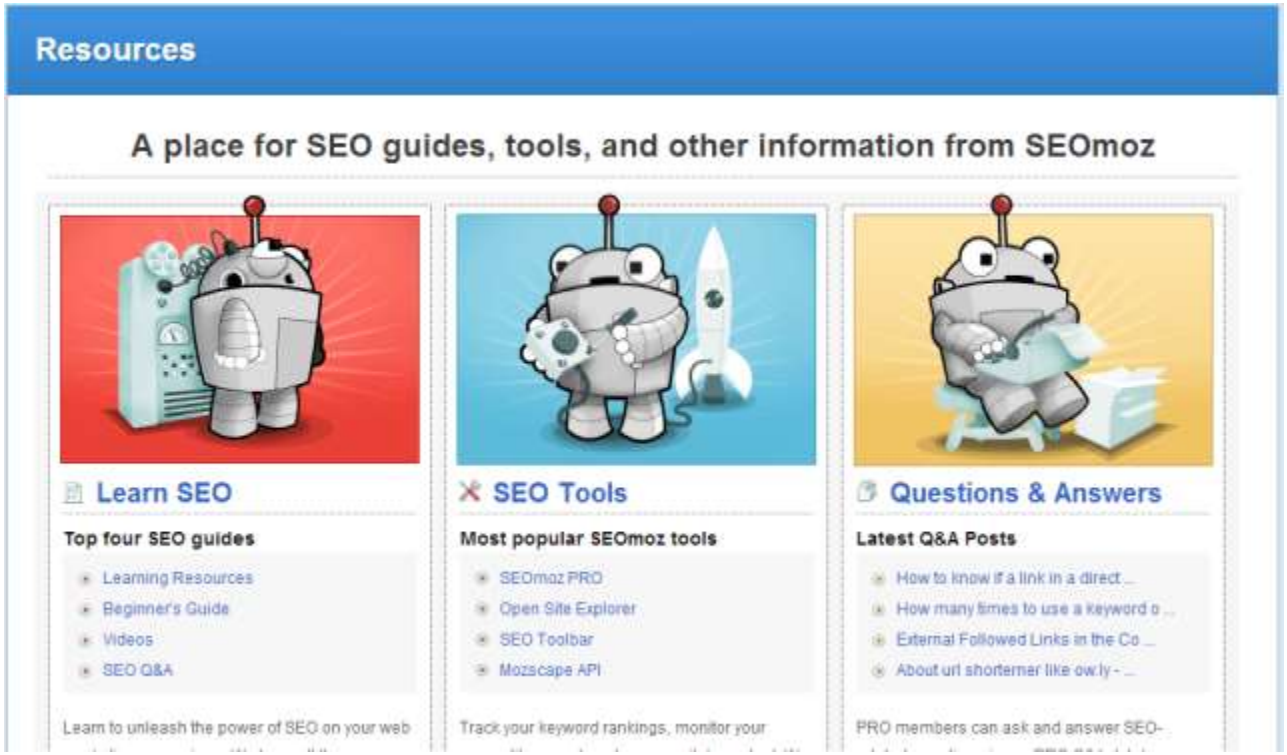
Make your site experience social

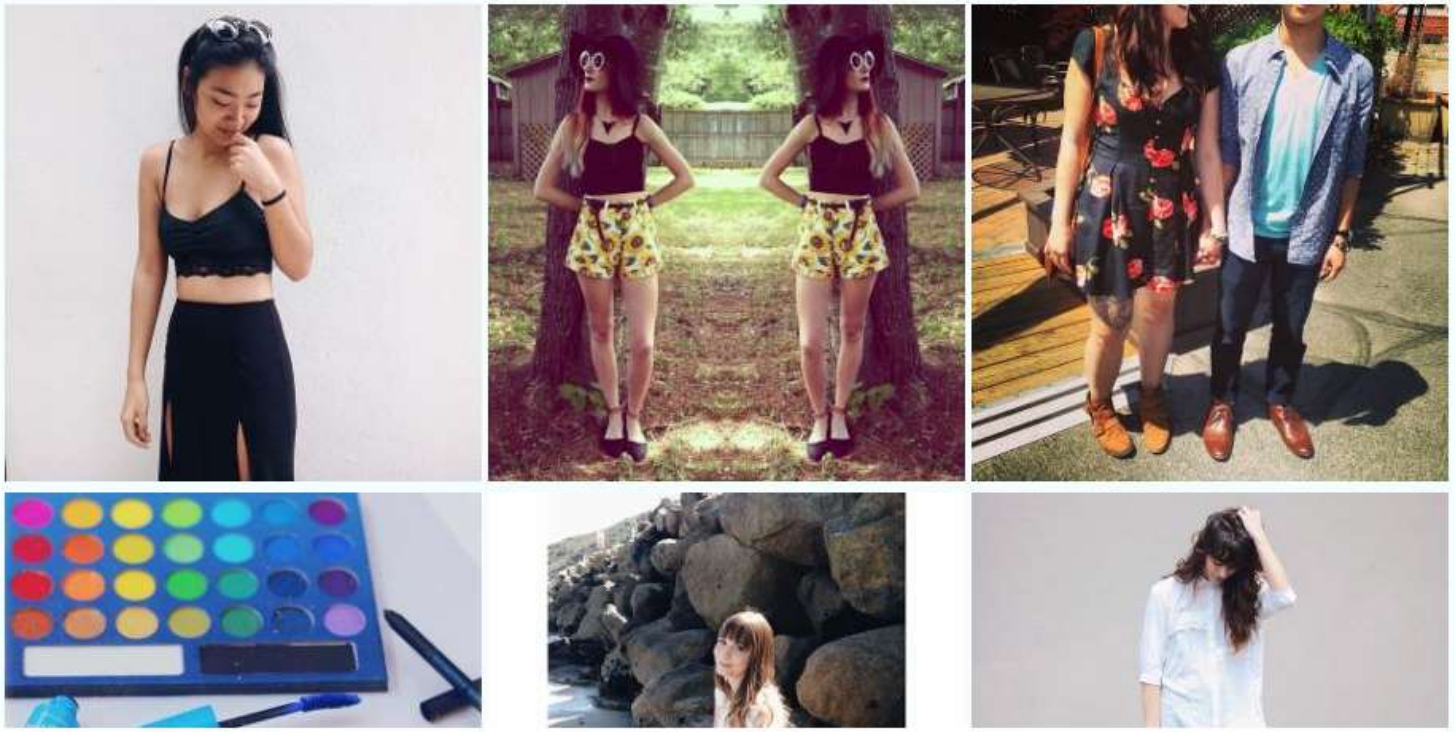


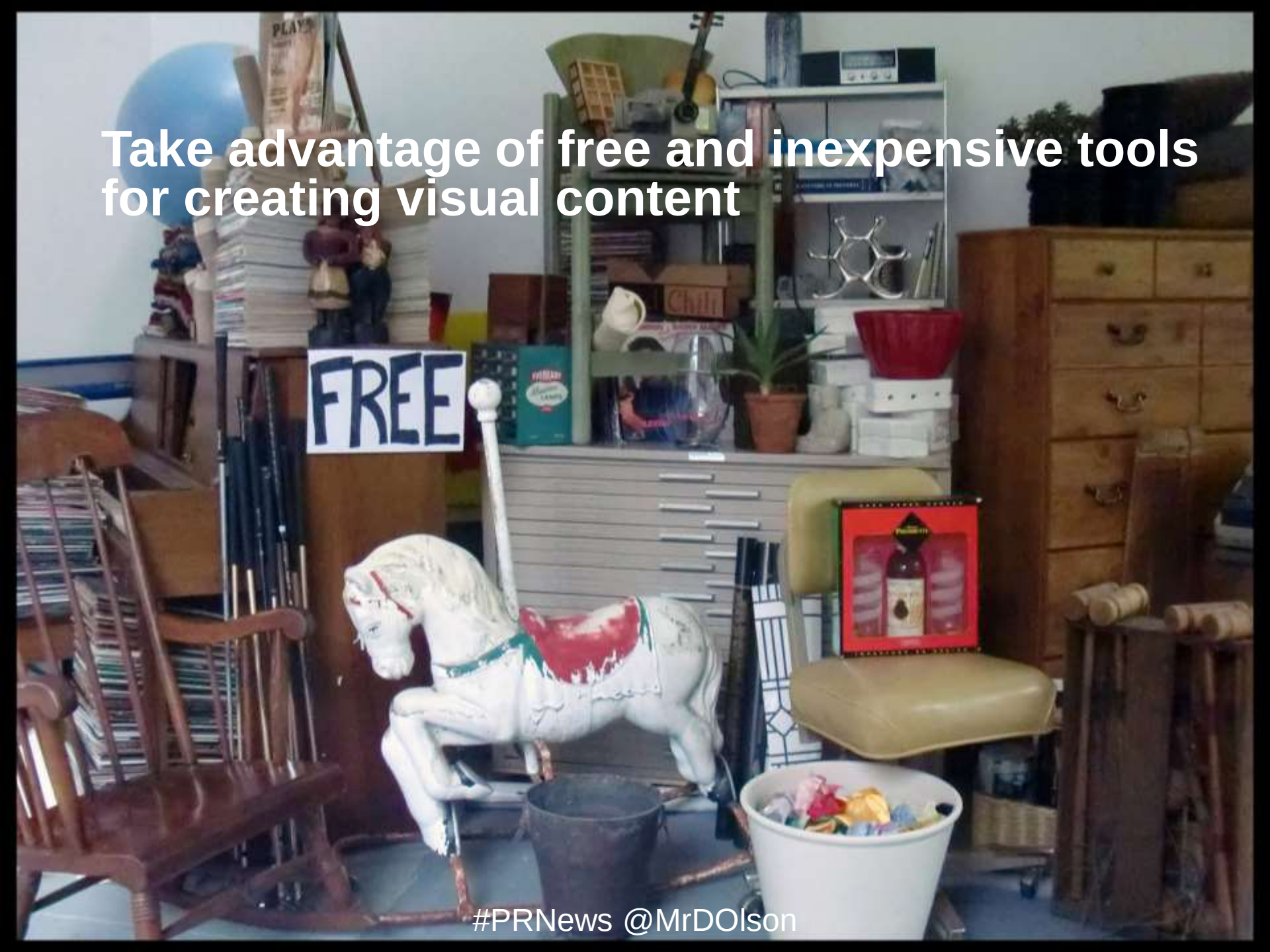
Provide value to your customers



Get them involved

SHARE YOUR BEST UO LOOKS WITH #UOonYou AND YOUR BEST UO SPACES WITH #UOaroundYou.
YOU COULD BE FEATURED ON OUR SITE!




Take advantage of free and inexpensive tools for creating visual content
FREE
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om florian.scholz

From Kentuckyguard

From toprankonlinema...

From florian.scholz

From florian.scholz

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om florian.scholz

From mjtmail (tiggy)

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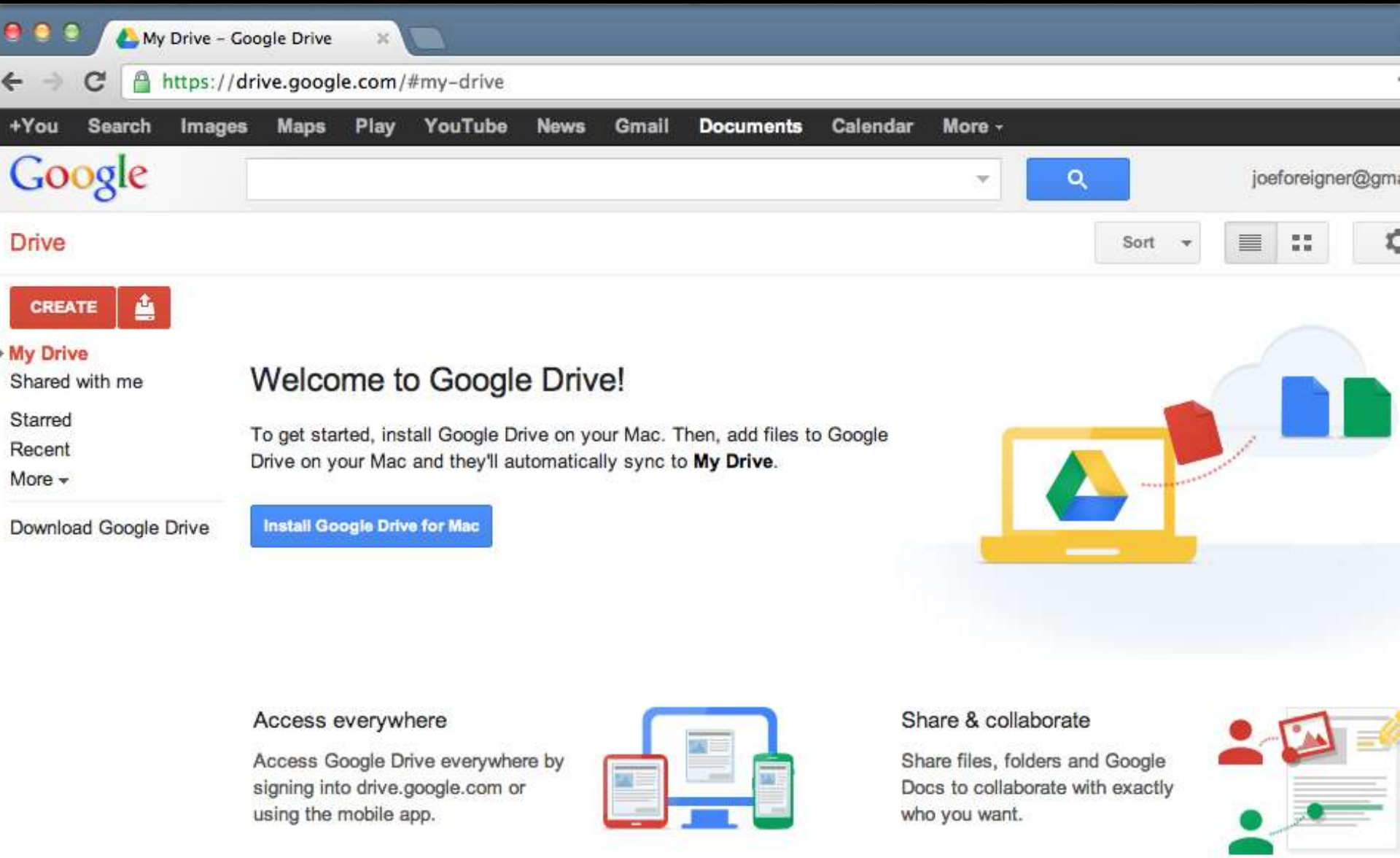
Create compelling visuals

Take advantage of free and inexpensive tools for creating visual content



Build a bank of approved images

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Social Image Resizer Tool

Create optimized images for social media

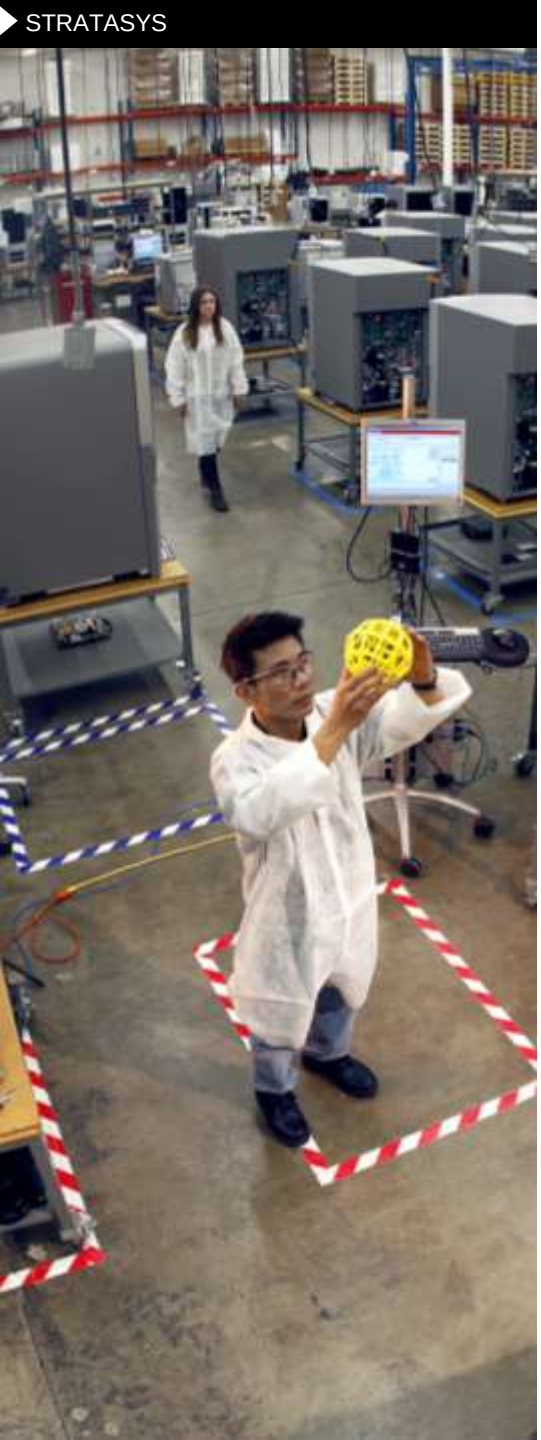
Resize and crop your images for web use

Today there are innumerable uses for photos and images on the web. Websites need favicon and content images, people need Twitt
pictures and Facebook profile banners, others want to create custom-sized photos for other uses – the need is endless.

To optimize images for web use, you likely need to resize, crop or change their file format type from the source image for their final u
to optimize your website for site speed, it is best to not resize large images on the fly, but to use properly sized images in the first pl
are typically smaller.

There are many big, complex image manipulation tools available for such work, but not everyone can afford to buy Photoshop or eve
out how to do such simple tasks in its cluttered, confusing user interface. Finding and learning how to use a big tool's favicon genera
Facebook profile picture editor, Twitter picture size editor, or even performing a simple photo crop is usually an exercise in frustratio
most people really need is a simple image editor tool for cropping and resizing photos and graphics.

Case studies



engaging difference

The world was waking up to 3D printing in a big way. And the question loomed large: Was Stratasys positioned to take advantage of the surging interest in 3D printing and affirm its industry leadership position, or would the competition strike first?

Weber Shandwick conducted an audit of competitive positioning across a variety of 3D printing companies, which revealed that no other company was telling a “what’s possible with 3D printing” story in an organized fashion. The visionary positioning was Stratasys’ to own, and a corporate storytelling campaign put the competition on its heels.

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CONCUR

charting a new product journey

Weber Shandwick partnered with Concur to launch Concur Breeze (recently rebranded to Concur Small Business), a solution for small businesses, and gain credibility in its new space.

The team emphasized Concur's more than 15 years in enterprise expense management to communicate the new service's dependability and reliability with media and SMB influencers. To make the message more friendly and relatable to small business owners and employees, humorous and light-hearted videos became key to execution.

The videos focused on small businesses' needs and pain points. The team also expanded Concur's online community and created new advocates by activating new social media channels. This included a Concur Breeze blog involving company representatives and third-party sources, a Twitter handle and Facebook page. Posts discussed the benefits of automated expense management.

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building brand trust

VeriSign embarked on a new strategy to narrow its lines of business, focus on its core product, and realize the value customers and consumers place in its signature “check mark” seal. Informed by research, Weber Shandwick designed and executed a thought leadership campaign positioning VeriSign as the authority on Internet Trust.

The “Cart Whisperer” campaign was an offbeat way to promote VeriSign’s “green means go” Web site validation technology and to showcase how e-commerce companies can reduce the number of “abandoned carts” from online consumers. We employed a viral video and social media and networking channels (e.g. Twitter, YouTube, and Facebook). This initiative positioned VeriSign as benign and human, building emotional bonds that reinforced brand association with Trust.

takeaways

Social and mobile adoption has shifted content marketing in visual's favor.

Kick off your visual brand development, asset creation and content strategy by researching your target audience and their needs and media habits.

Utilize the free resources from the web and social networks to create more appealing content and make your content discoverable and shareable.

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