

How to Spot Opportunities to Find Visual Content

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Why Multimedia? It's Science!

Did you know
that releases
with **images**
or **videos** get



**3X
MORE**

engagement &
impressions than
plain text news?

- Humans process visuals **60,000 times faster** than text. [>>](#) (Cisco, 2010)
- A minute of video is worth **1.8 million words**. [>>](#) (OmniVideo, 2009)
- **6 billion** hours of video are watched on YouTube monthly. [>>](#) (YouTube, 2013)
- **1.8B** photos are uploaded daily. [>>](#) (Mary Meeker, 2014)
- Multimedia impacts SEO. [>>](#) (Search Engine Watch, 2013)

Performing the Asset Audit

- Identify internal creators
 - Marketing/Advertising
 - Web
 - Sales
 - C-Suite
- Identify existing content
 - Website, blog, landing pages and microsites
 - Social media platforms
 - Internal data
 - Email and Advertising platforms
 - Sales presentations, testimonials
 - Analyst presentations



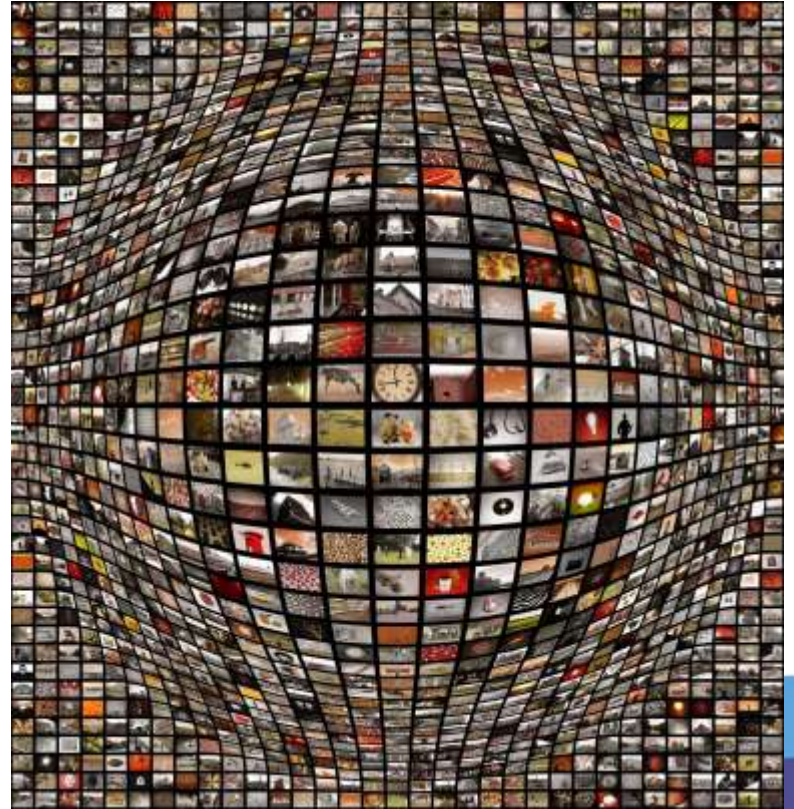
Categorize Your Assets

- Assess each piece
 - Update it
 - Store it
 - Delete it
- Categorize your content
 - Textual
 - Image
- Refurbish it
- What content are you missing?

Asset Info	Content Piece	Content Piece
Description	Presentation: How to calculate the ROI of a press release	Infographic: 2014 Business Wire Media Survey Results
Type	PowerPoint	Infographic; jpg
Details	Images, text	Data, images, text
Size		366K bytes
URL	N/A	N/A
Description	Presentation: How to calculate the ROI of a press release	Infographic: 2014 Business Wire Media Survey Results
Author	Serena Ehrlich	Wright IMC
Creation date	1-Jun-14	1-Jul
Use date (s)		
Update date	N/A	N/A
Approved uses	Sales materials, marketing, social, article, op-ed	Sales materials, marketing, social, article, op-ed, advertising

Free Content From the Web

- Creative Commons
- Getty Images
- Flickr
- Google Image Search
- Microsoft Word
- Google search
- Wikimedia
- Paid sites
- Hubspot ebook template
- Storify



Content Consumption By Platform

- Image-based networks
 - Pinterest, Instagram
- Video networks
 - YouTube, Vine, Instagram
- Hybrid
 - Blogs, Twitter, Facebook, LinkedIn, Google+



How to Create Visual Content



Determine Your Brand Voice

- What is your brand story?
- What sets your business apart?
- What kind of person represents your brand?
- Who is your ideal customer?
- How do you want people to feel?



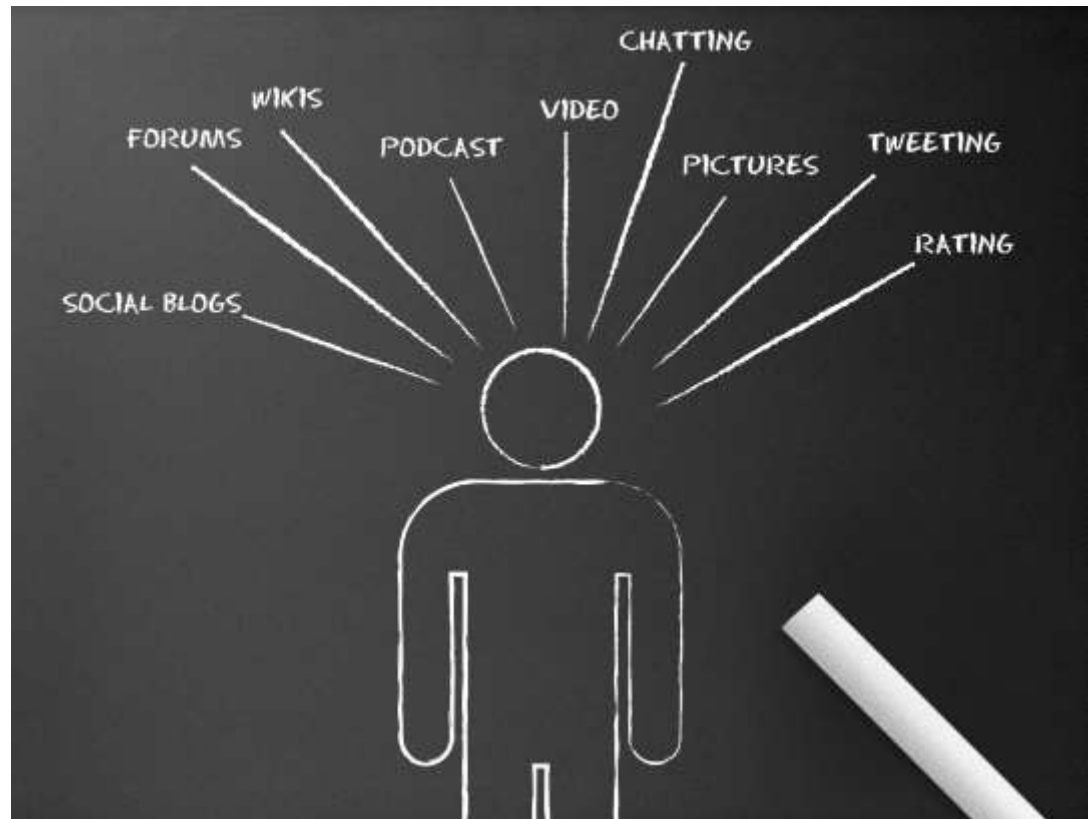
Who is your audience?

- Donors/potential donors
- Customers
- Prospects
- Employees/Members
- Analysts
- Partners
- Media outlets



What Content Does Your Audience Consume?

- Text
- Audio
- Photos
- Video

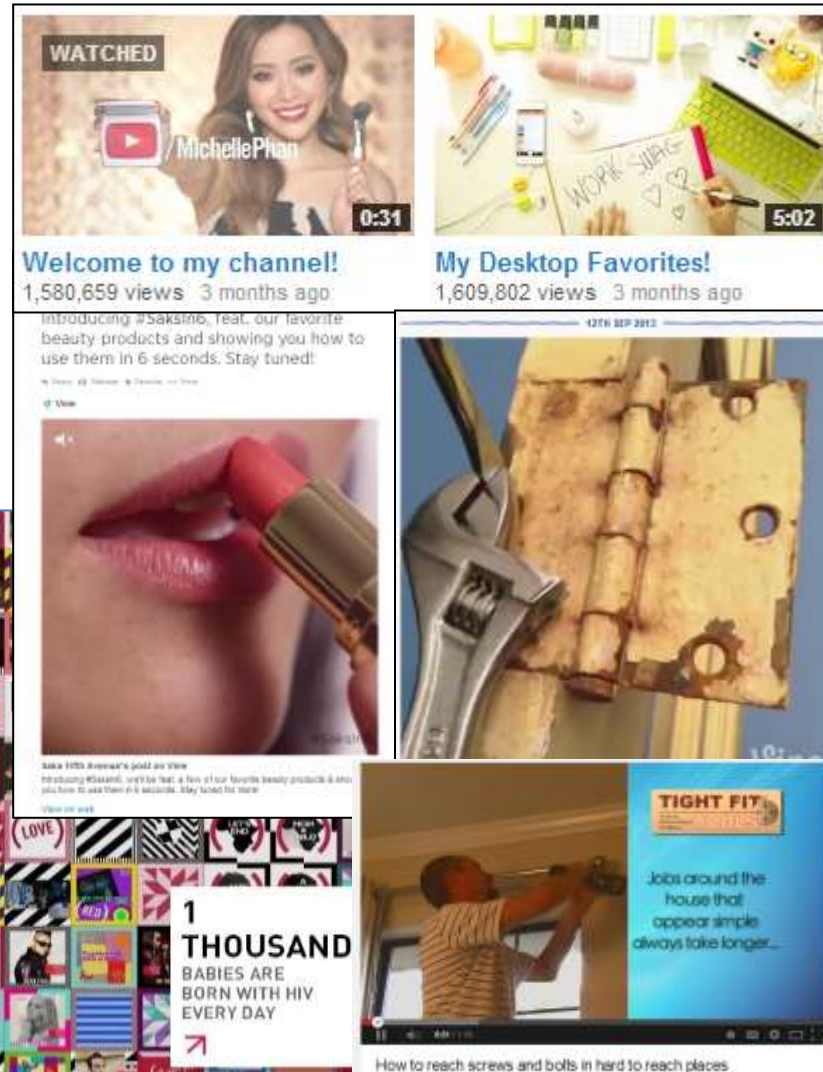


What Activates Your Audience?

AIDS quilt = Red

Beauty industry =
#SaksinSix

How to industry =
#FixinSix



Where to begin?

Quick Tips

How do you pronounce
"McAfee?"

0:05 / 2:04

How do you pronounce "McAfee?"



How to Boil Water

How To Boil Water:

Boiling water is very easy to do, but it is crucial to many meals, such as cooking rice and [Pasta](#).

Choose a pot that's large enough to hold the amount of water you want to boil, and has a lid that fits.

You might be tempted to use water that's already warm or hot from the tap, but this water has been sitting in your pipes for some time, getting stale. Use cold water if you're going to drink it or cook with it.

Don't fill the pot all the way up. Keep in mind that anything you add to the boiling water will increase the volume, and plus, you'll need to allow room for those bubbles to do their thing. Without enough room in the pot, for example, rice or pasta will boil over.

Place the pot on the stove and turn the heat to high. If you want to speed up the process, put a cover on it.

Check for steam escaping from under the lid, then lift the lid carefully to see how the water is doing.

Look at the water. If large bubbles are rising from the bottom of the pot, it's boiling. NOTE: Small bubbles that stay at the bottom or sides of the pot are don't necessarily indicate that boiling is imminent. Wait for bubbles to



How to Boil Water

Boiling means bringing water to 212 degrees Fahrenheit for cooking. But you don't need a thermometer to boil water. The process to boil water (or any other kind of liquid) is simple, and you need to follow only a few steps:

- 1 Put some water in a pan or pot.

Don't fill it to the top, or the water will splash out of the pan when it boils!



- 2 Place the pan on your stovetop and turn the burner to the highest setting.

Your stovetop probably has a "Hi" or "Max" setting.

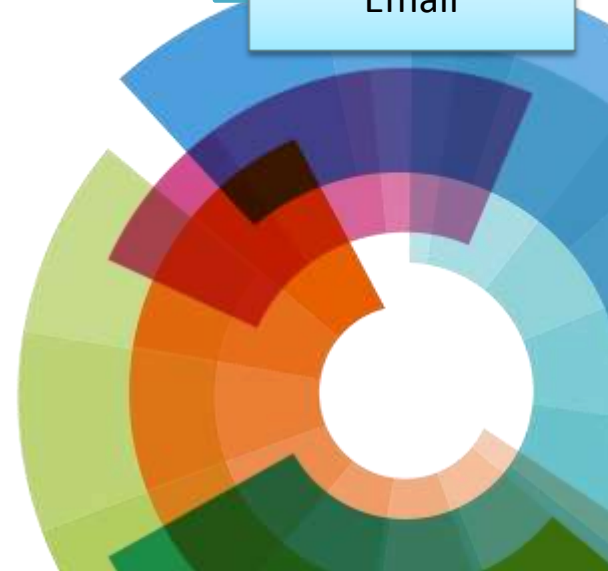
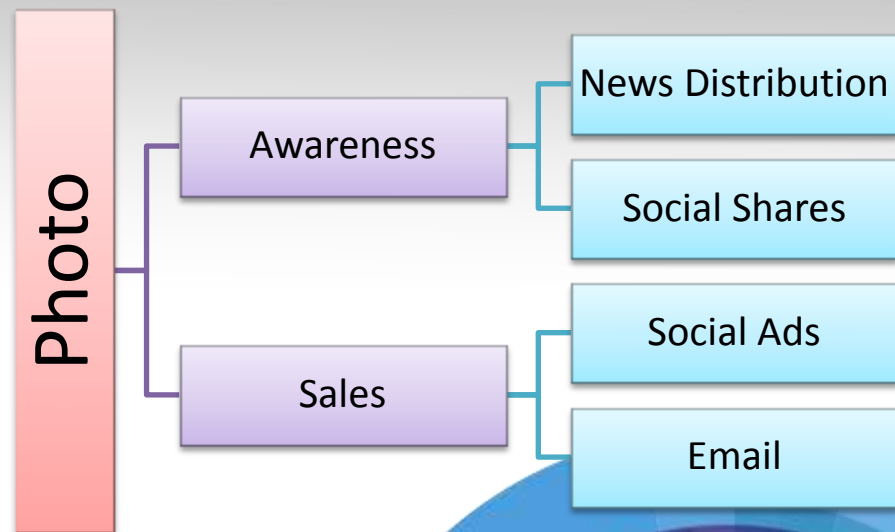


Distributing Your Content:

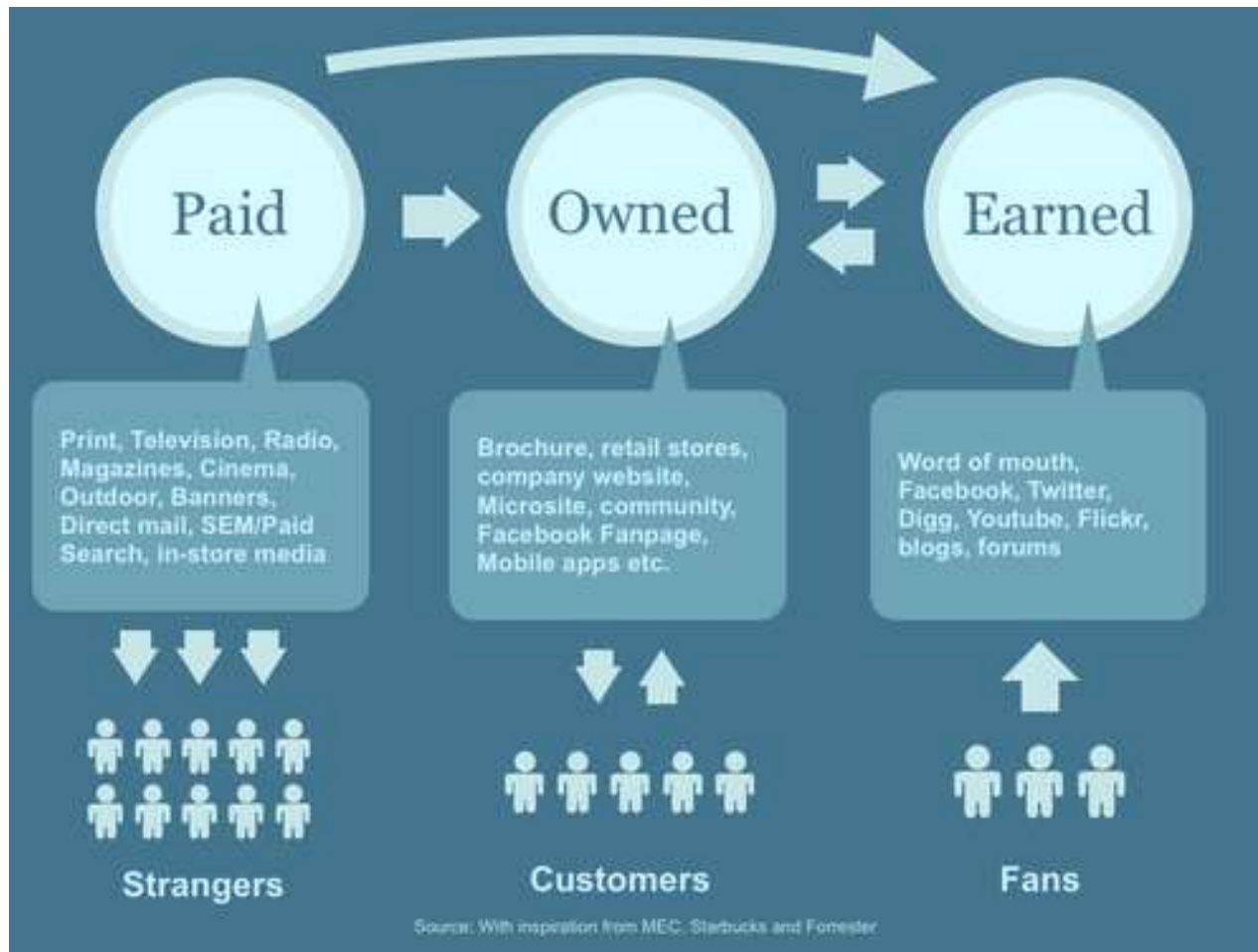


Content Distribution Questions

- Align content with goal
 - Awareness
 - Sales/Donations
 - Inbound traffic
- Who are you trying to activate
- What are the metrics?
- Will increased visibility increase ROI?



Leveraging All Channels



Tweet This! #PRNews + #BWChat

The only **good** content is **seen** content

Measure & Adjust

- Total visibility
- Impact
- Consumption
- Shares
- Lead generation
- Inbound traffic
- Sales (and length of sales cycle)
- Discussions generated
- Marketing channel subscriptions



Takeaways!

- Know your audience and brand voice
- Understand what content activates
- Get organized with an asset audit
- Content is everywhere, but check usage rights
- Content creation begins with a FAQ
- Align content to the platform
- Determine launch platforms
- Promote across all channels
- Measure and adjust

