



# VISUAL

— STORYTELLING —

Pinterest, Instagram,  
and Snapchat

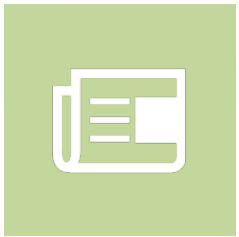
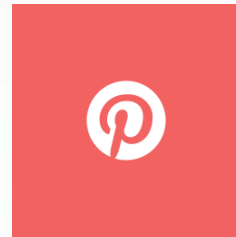
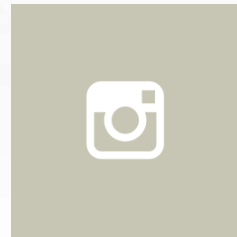
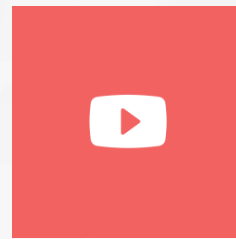
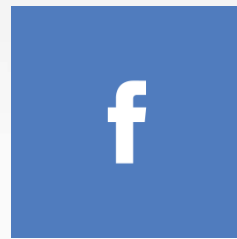
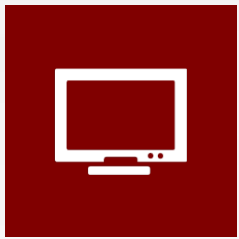
Marilyn Fancher • @mjfancher

**APCO**  
worldwide®

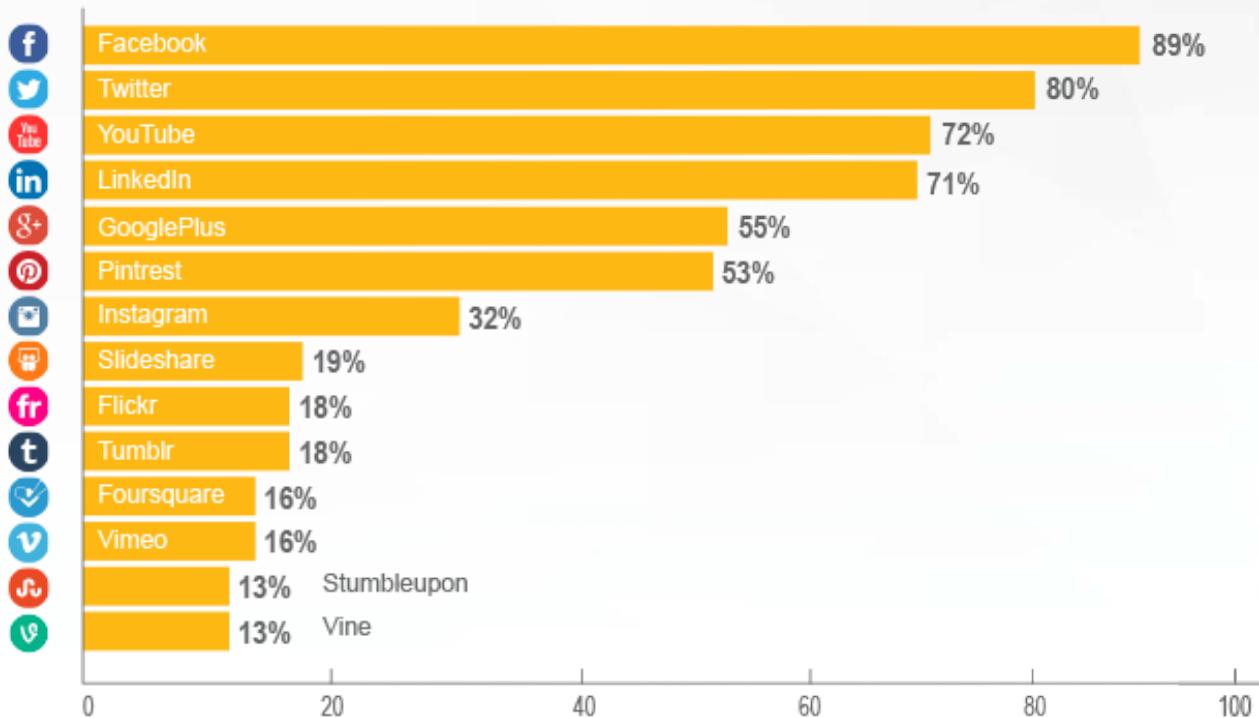
# VISUAL STORYTELLING

- ▶ Strong, central protagonist
- ▶ Conflict/change creates drama
- ▶ Protagonist's choices/actions reveal character
- ▶ Creates emotional connection and understanding for audience
- ▶ Narrative helps us understand and make sense out of the world — reveals a central truth

# BRAND STORY



# PREVALENCE OF SM B2C CONTENT DISTRIBUTION



# VISUAL CONTENT GREATLY INCREASES ENGAGEMENT

**94% MORE**  
total social media views  
are attracted by  
content containing  
**COMPELLING IMAGES**

**67% OF CONSUMERS**  
consider clear, detailed  
images to carry more  
weight than written  
product information

**INCREASED SHARE AND**  
engagement rates across channels  
EX: Twitter reports a 35% boost in  
Retweets for posts with photos: 28% for  
**VIDEOS; HUMOR DOES BEST**

# WHY DOES VISUAL MEDIA ENGAGE?

- ▶ Visual content is **snackable**
- ▶ Behavioral research shows **most people process visuals faster** than text
- ▶ Images help **reduce word count**
- ▶ Visual **grab attention** and create interest

# *Pinterest*

## ABOUT PINTREST

12<sup>TH</sup> MOST  
popular website  
in the U.S.

GROWING  
faster than Facebook  
and Twitter

@40 MILLION  
active users  
majority are women

EXCELLENT  
reach and  
searchability



# PINTREST STORY TIPS

- ▶ Pinterest stories are non-linear, and more about **themes and character studies** than classic narratives
- ▶ Keep themes and boards as **specific, focused and**
- ▶ Use **high-quality imagery**; show **brand personality, humanity, and humor**
- ▶ Remember, you can **tell your story with a range of elements** — video, quotes, infographics, resources, testimonials — not just photos
- ▶ 70% of brand engagement on Pinterest is generated by users\* — so be **alert to possible new user storylines and ready to reward engagement.** \*Digitas

## L.L.Bean

Freeport, Maine · www.llbean.com ·

Official Pinterest for L.L.Bean. Celebrate the joy of spending time outdoors. Discover something fun with us.

32  
Boards1,686  
Pins996  
Likes5,345,343  
Followers190  
Following

## Women's Style by L.L.Bean



29 Pins



Follow

## Outdoor Fun



111 Pins



Follow

## L.L.Bean Signature Style



10 Pins



Follow

## Best Friends



141 Pins



Follow

## Bean Boot Style



252 Pins



Follow

## Woodland Creatures



176 Pins



#prnews | @mjfanher

## L.L.Bean Catalog Covers



42 Pins



## L.L.Bean Cat Lovers



31 Pins



## Your L.L.Bean Selfies



60 Pins



## Camping



124 Pins



# PINTREST: L.L. BEAN

## Best Friends



Follow

## Woodland Creatures



Follow

## L.L.Bean Weddings

L.L.Bean



Follow



# Lowe's

Corporate HQ, Mooresville, NC | www.lowes.com

Where passion meets the home. We're Lowe's and we never stop pinning!

65  
Boards

3,609  
Pins

25  
Likes

3,483,284  
Followers

605  
Following

## Celebrate the Season



174 Pins

Follow

## Gifts For Foodies



50 Pins

Follow

## The Finishing Touch



125 Pins

Follow

## A Kitchen To Dine For



90 Pins

Follow

## Lowe's Fix in Six



62 Pins

Follow

## Tailgating Fun



51 Pins

Follow

## Justina's Creative Home



78 Pins

Follow

## Helpful Hints



158 Pins

Follow

## Stress Less: Holiday Tips



38 Pins

Follow

## Holiday Ready Home



229 Pins

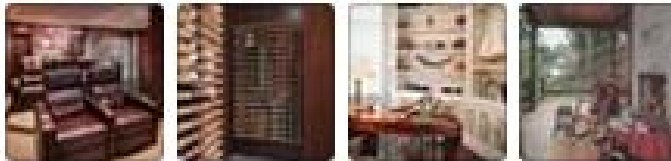
Follow

# PINTREST: LOWES

## Ultimate Man Caves



108 Pins



Follow

## Mother's Day Inspiration



47 Pins



Follow



# ALWAYS BUILDING

Explore McCarthy's past and see how it's helping to shape our future.

1864 1870 1880 1890 1900 1910 1920 1930 1940 1950 1960 1970 1980 1990 2000 2010 2014

1864

1864

### MILESTONES



**June 20, 1864**

Irish immigrant Timothy McCarthy begins a small business in Ann Arbor, Michigan, building farmhouses and barns.



### WORLD NEWS



**April 9, 1865**

The Civil War ends.

# Instagram

## ABOUT INSTAGRAM

200 MILLION  
MONTHLY  
active users

20+ billion  
PHOTOS

OVERWHELMING  
millennial demo  
ages 18-34

PRIMARILY  
mobile

contests, promotions, fundraising  
and product launches

ESTIMATED  
60% EX-US



# INSTAGRAM STORY TIPS

- ▶ Look for ways to **build story arcs and events** into your narrative and editorial calendar; build suspense, **offer insider treats and tips**
- ▶ **Encourage conversation**, @mentioning, comment & offer incentives and rewards for followers who bring UGC; use fun & creative #hashtags, merge the online & offline
- ▶ **Filters and typography** add artistry & interest



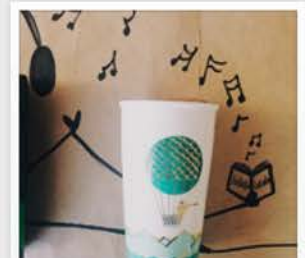
Follow

**starbucks** ▾

Starbucks Coffee ☐ Inspiring and nurturing the human spirit – one person, one cup, and one neighborhood at a time. <http://like2b.uv/starbucks>

<b>624</b> posts	<b>3.5m</b> followers	<b>1,926</b> following
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December 2014





starbucks

Follow

6 days ago · 📍 Click our bio link for official rules 🙌

And away we go! Start swiping or scanning your Starbucks Card every day for a chance to win #StarbucksforLife!

NO PURCHASE NECESSARY. Participating stores only. Ends 1/5/15. To play and for Official Rules, hit the link in our profile.

♥ morinchu95, amelie29032003, leemabelli and 143k others like this.



starland67

너무 멋지네요 ㅎㅎ



samuelventura42

Pouvoir des gobelets piou piou



caffeinenova

Love this pic 👍👍👍



jenkarose

@\_http.cami\_ I really need Starbucks for life 😔😭



tecole32

@laurablakeslee



cre8ive\_works



vlimon



starbucks

Follow

1 month ago

Gaze upwards and look for the sun. If you're past the shrub house, you've gone too far. #Lucerne #Switzerland #Regram: @parisaspasport

♥ dollytangofficial, \_turnuptim\_, \_ikk\_ and 124k others like this.



maty\_b\_0220

@\_s.am.y\_ dette simmer gsii



tha\_diamond\_doll

#safetykitty



christinezepp

OH MY GOD IVE BEEN THERE TO THAT EXACT STARBUCKS HOLY COW



vvega47

See this is where I wanna work lol

@vickivega1@mmvega77 @briannarussell01

@cocoa\_laboosh so pretty



vickivega1

Go for it @vvega47



cande199

@mai199 one day !



mai199



starbucks

Follow

2 months ago

We met each other in Santa Marta. We were both on holiday and had a friend in common, my cousin, and he introduced us" / "And in that moment—he fell in love with me." / "We're still just friends. She hasn't said yes to me yet. We're still in this. Six years. I'm not in a hurry."#HowWeMet #Bogota

lottaaring, lebe\_\_dein\_\_traum, queenofhearts2727 and 90.6k others like this.



coliegirl11

Poor guy. I give him props for sticking by for 6 years.



viv\_melillo

Got #almondmilk @starbucks



573v3n1289

Well it seems..... that we..... Have another one..... in the friend zone

\*YEAAAAAAAAAAAAAAAAAAAAAAHHHHH\* #CSI



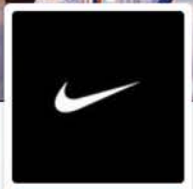
alex.foster

#basic



sparklefrog13

u stop reading this u will die. My name is Teresa fildaglo if u don't copy this onto 20 other photos I will



Follow

**nike**

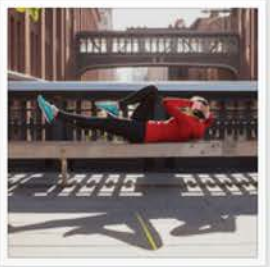
nike Just Do It. <http://www.nike.com>

<b>747</b> posts	<b>8.5m</b> followers	<b>123</b> following
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December 2014



November 2014





**nike**

Follow

3 weeks ago

More than just another mile. #justdoit

800,000 miles have already been pledged to the Global Fund to fight AIDS with @RED, but you can still make all the difference: [http://gonike.me/red\\_ig](http://gonike.me/red_ig) #onestep4red

alleedesroses, branddonmg, jessboom11 and 283k others like this.



**sam.harris1**

Go chiefs



**alvinotekstil**



**jstandrew**

Lovely



**imaha44**

Nice



**shaun.cottam**

Get a stitch already



**rakan\_alharbe**

@saifalameen 0530026006



**emilybof\_**



**nike**

Follow

3 months ago · Nike World Headquarters

When it's your job to be your best, there's nothing more important than getting better.

In between appearances, events and meetings, @kingjames takes care of business in the #LEBRON12.

peppone\_pietro\_03, carlosgaticap66, mustafatast and 247k others like this.



**xo\_hilary**

He ain't good 🤔



**taymeep**

Nice shoes



**josephbernalgr**

The best



**dkozlov400**

It's god



**diannahandy13**

Who dont like Lebron James



**manny\_hustle**

@thealexarachelle I like this one



**manny\_hustle**





**nike**

Follow

4 months ago ·

📍 Pemberton Meadows, British Columbia

Getting out of bed was the easy part. #justdoit

♥ **angelrbenegas, astrid.paz, \_craaiiggg\_ and 164k** others like this.



**hanin\_bennaji**



**james\_orrr**

@juliakolta



**sarah\_obrien33**

@oliviamenyo\_



**kaitlydia**

Such a good feeling after doing this exercise but it kills me!!!



**hazar360**

#hazar360



**redsn0w.ios**

#Stopsayingjustdoitandiknowwhatpeoplearegoingtodoth

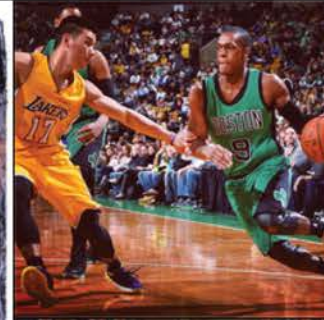


**ashley.blyth**

I love #DayDreamGiveaway 📺



**pinephvno**



Follow

**celtics**

**Boston Celtics** Official Instagram account of the 17-time world champions.  
<http://celtics.com>

877 posts

622k followers

986 following

December 2014





**celtics**

Follow

5 days ago · TD Garden

@unclejg8 scores 32 to key the #Celtics to a 109-102 OT win over the Pistons. @kellyolynyk: 20 points, 7 rebounds off the bench. #GreenRunsDeep

♥ dawincamilo, \_kingebola\_, mohvmmvd.abdvllvh and 21.1k others like this.



**masonroberts5**

#shouldalost



**masonroberts5**

Celtics don't care



**masonroberts5**

#Celticsstink



**josh\_leonard09**

@masonroberts5 hush



**masonroberts5**

#donnotcare



**jiggylovethump**

COACH NEEDS TO GIVE JAMES YOUNG SOME DAMN MINUTES



**awl177**

@jfelipe1502 @brian.leichtman



**jfelipe1502**



**celtics**

Follow

1 week ago

@RajonRondo spent some time rebounding at #Celtics practice today for some special visitors from Make-A-Wish.

♥ **joshuac0urage, bengspy, fareez\_mathers** and 17.2k others like this.



**thebrick13**

He should spend some more time shooting free throws



**jakepolino13\_**

@thebrick13 was just about to say that☐☐☐



**djcatley**

^ ☐



**boston\_sports\_news\_**

THE BEST AND FASTEST BOSTON SPORTS ACCOUNT ON IG IS HERE! ALL BOSTON SPORTS FANS MUST CHECK THIS ACCOUNT OUT!☐☐ ☐



**emcee0206**

Why did we let go of courtney lee? Celtics loss is grizzlies gain. Now he's thriving and killing it at memphis as a starter



**hotpnoy206**



**celtics**

Follow

1 week ago · TD Garden

A look at @RajonRondo in the new #Celtics @adidas Parquet Pride uniform. C's lead the Bulls 58-49 late in the 2nd quarter. #GreenRunsDeep #ParquetPride

♥ jasmyn\_loren, iamlegendarymo, kelrel1314 and 25.3k others like this.



**cheer\_squad\_80**

I ♥ basketball



**thetruthcs34**

@antbev44



**bruceysbluejeans**

@graves\_miller just out of frame dang



**marchellyp34**

@davidtivano



**h\_m\_s\_15**

And of course we blew that lead



**\_bellabug\_**

@henryv\_the\_great balling



**fabio\_98\_33**

Rondo the best



**virginiaortiz21**

@iamison\_berch\_77 rondo is savage

#prnews | @mjfanher



## ABOUT SNAPCHAT

30 MILLION  
MONTHLY  
active users

70% OF USERS  
FEMALE

PHOTOS/VIDEO  
self-delete 1–10  
seconds  
after viewing

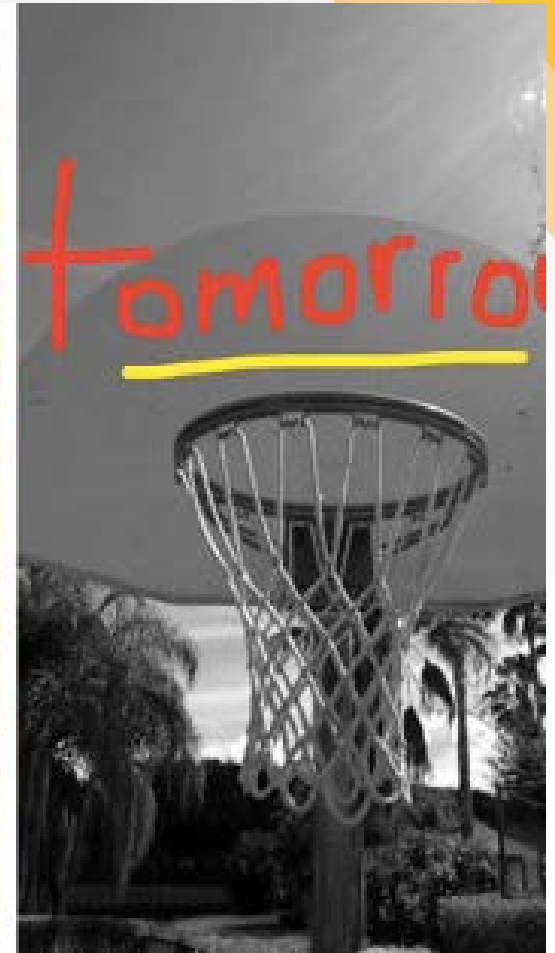
sense  
OF URGENCY  
for a highly  
ENGAGED AUDIENCE

# SNAPCHAT STORY TIPS

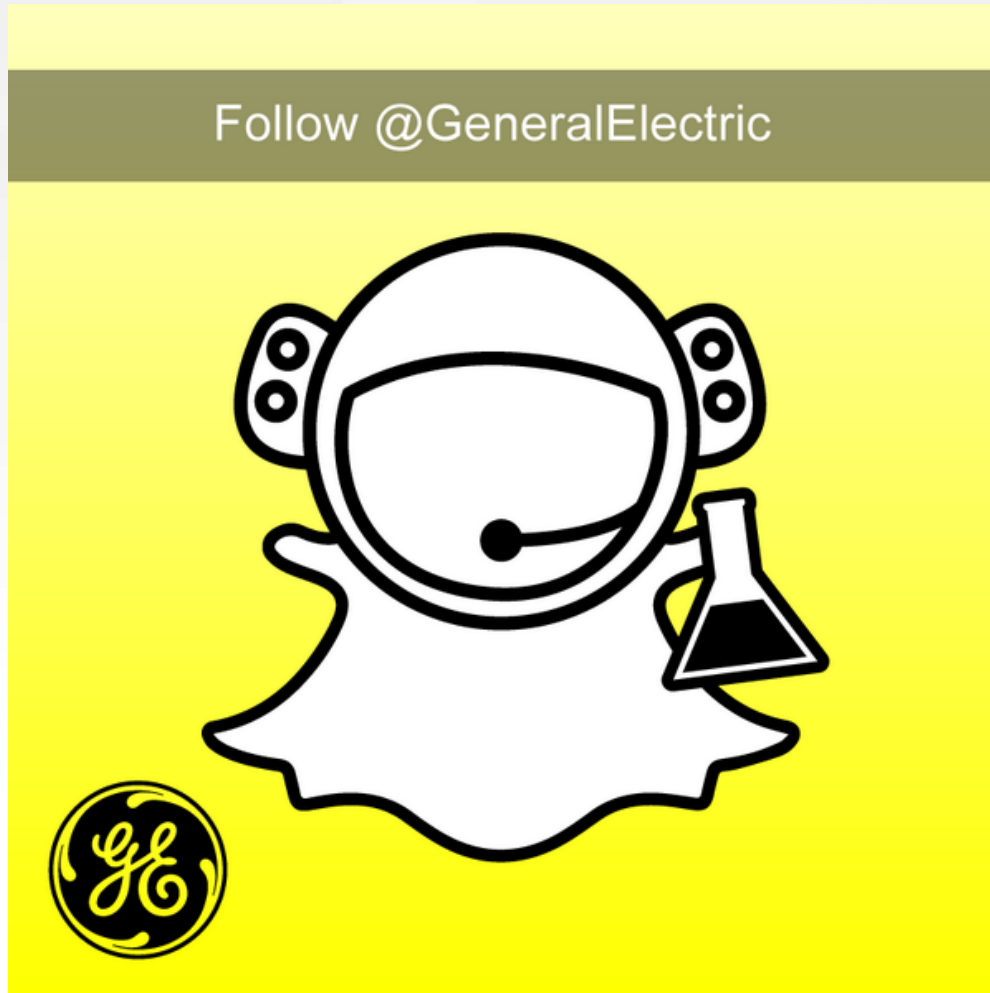
- ▶ Snapchat is not about artsy photos — **it's about authentic moments**
- ▶ The **voice of the brand** must come through
- ▶ Great venue for **sneak peeks & inside info**
- ▶ **Building brand loyalty**



# SNAPCHAT: MCDONALDS



# SNAPCHAT: GE



# TELL YOUR STORY

- ▶ Visual content is no longer something that makes brand marketing stand out; it's expected
- ▶ Story is still the gold standard for communicating about brands
- ▶ Be true to your brand character — within and across channels
- ▶ Be personal — have a little fun
- ▶ Above all — LISTEN & LEARN from your followers every day



# THANK YOU