THE RISE OF THE VISUAL WEB

@PaulaBerg
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#prsoscial
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 varieties 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 benefited 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.

1. The Varieties of Capitalism Framework

I chose this one.
3. SEO:

70% of the top Google results include photos or videos
3 SEO BASICS FOR PHOTOS & VIDEOS

1. Alt Text
2. Titles
3. Keywords
• 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 Instagram Photos

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

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

50% more likely to make a purchase
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
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

Published on Jun 3, 2012 by Scruncheothird
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.

Sign the petition! www.penny4nasa.org/petition
Follow @Penny4NASA1 and like on Facebook!

Like  Add to  Share

0:24 / 4:49
190,679

#Penny4NASA
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
SOUTHWEST AIRLINES

SouthwestAir @SouthwestAir

#GuessTheAirport by SouthwestAir

7 days ago

112 likes
69 comments
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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