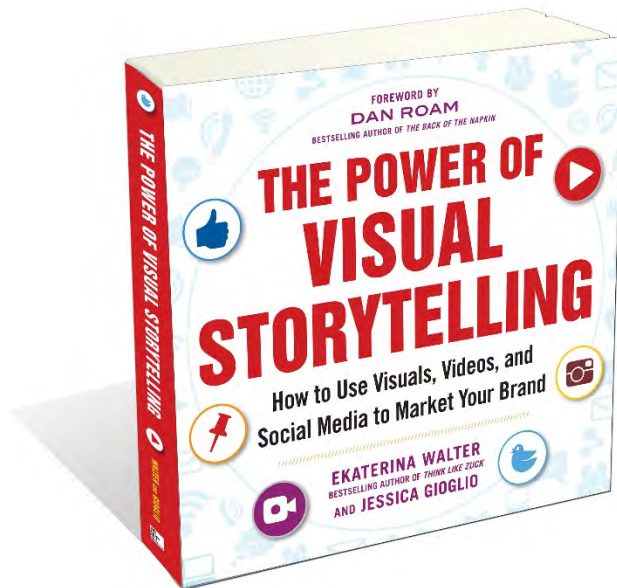


# Make Your Marketing Memorable With Visual Storytelling



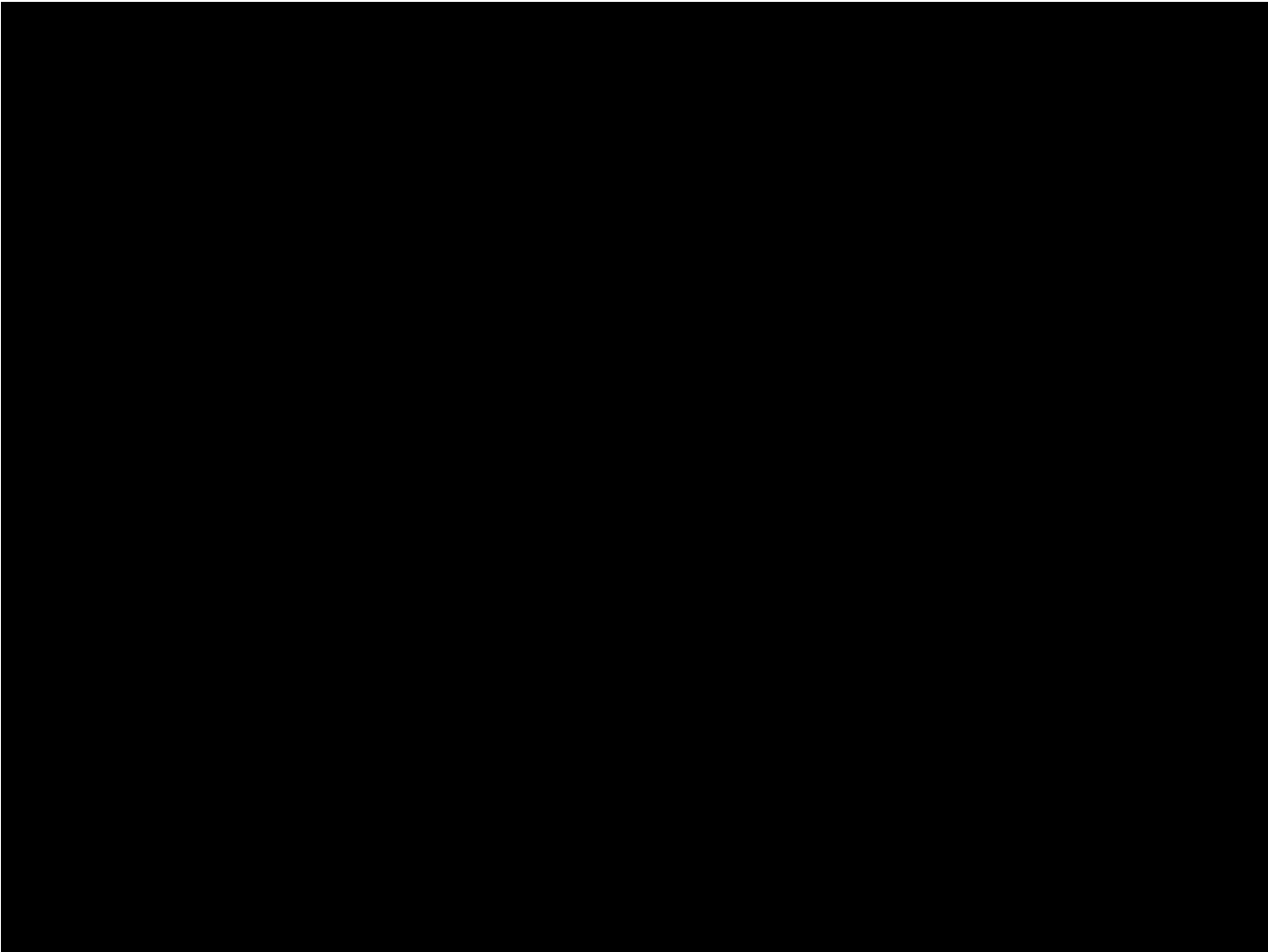
@Ekaterina  
#PowerofPR



EKATERINA WALTER

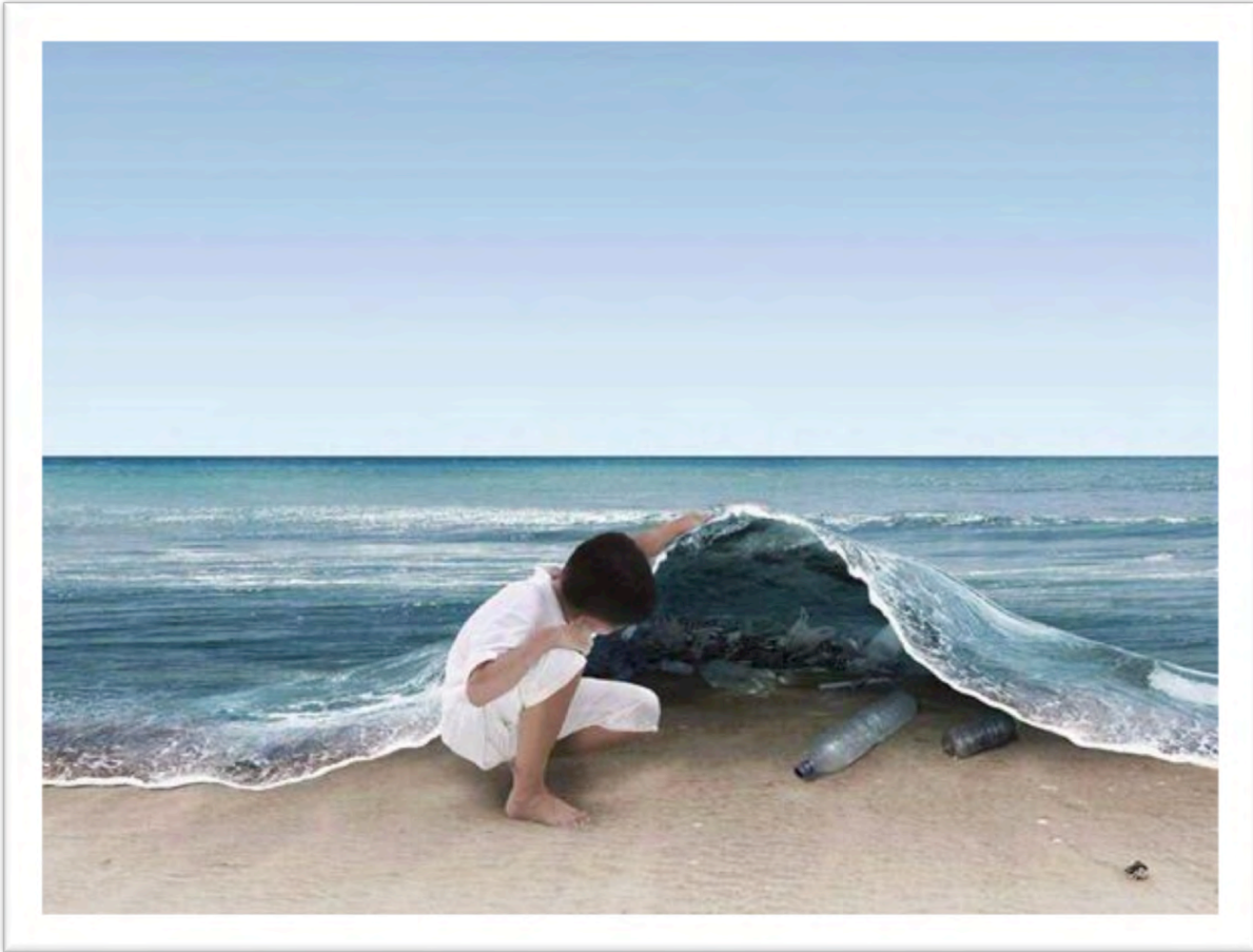






**@Ekaterina**

**#PowerofPR**



**@Ekaterina**

**#PowerofPR**



@Ekaterina

#PowerofPR

**Thinking in pictures is our nature.**  
*Our verbal mind does not work  
without our visual mind.*



**A picture is worth a thousand words**



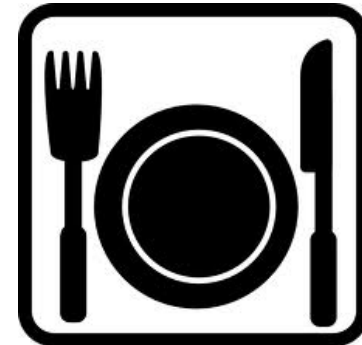
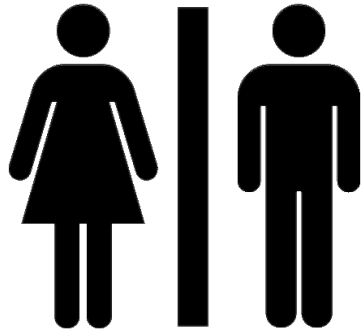
**@Ekaterina**

**#PowerofPR**

# Images speak to the heart



# Images transcend cultures and languages



# They speak louder than words



[@Ekaterina](#)

[#PowerofPR](#)

# Every Minute:



208,300 photos are posted to Facebook



27,800 photos shared on Instagram

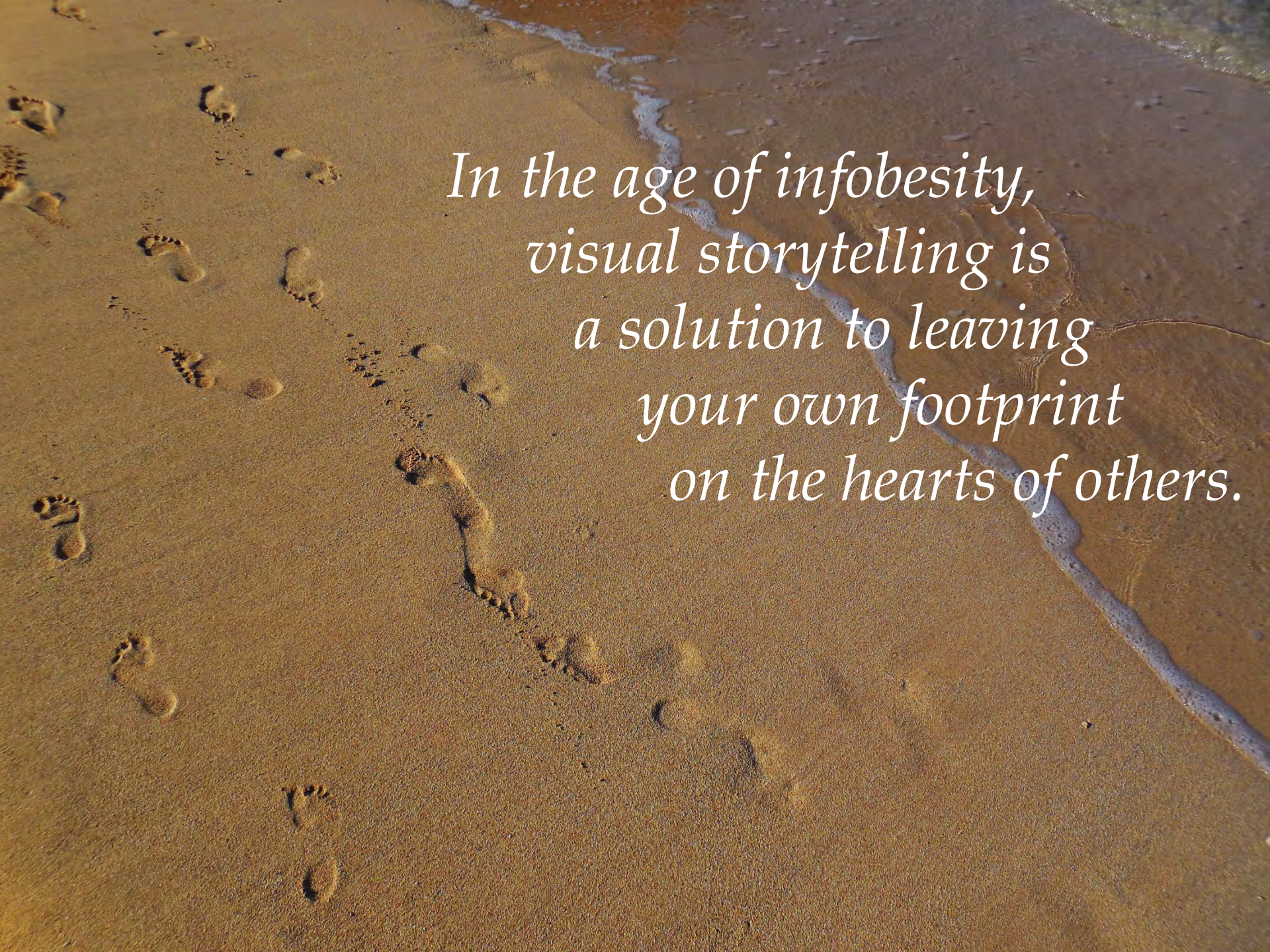


100 hour of video are uploaded to YouTube

*“Pics it or it didn’t happen”*

# Marketers' *Why?*

- Average modern adult **attention span** is between **2.8** and **8 seconds**.
- **94% more total views** attracted by content containing compelling images than without.
- **Viewers spend 100% more time** on web pages with videos.
- 14% increase in page views is seen when press releases contain a photograph. **48% when both photographs and videos are included.**
- Viewers are **85% more likely to purchase** a product after watching a product video

A high-angle photograph of a sandy beach. The sand is a warm, golden-brown color. Numerous footprints are scattered across the sand, some forming a path that leads towards the water. The ocean waves are visible on the right side of the frame, with white foam washing onto the shore. The overall scene is bright and sunny.

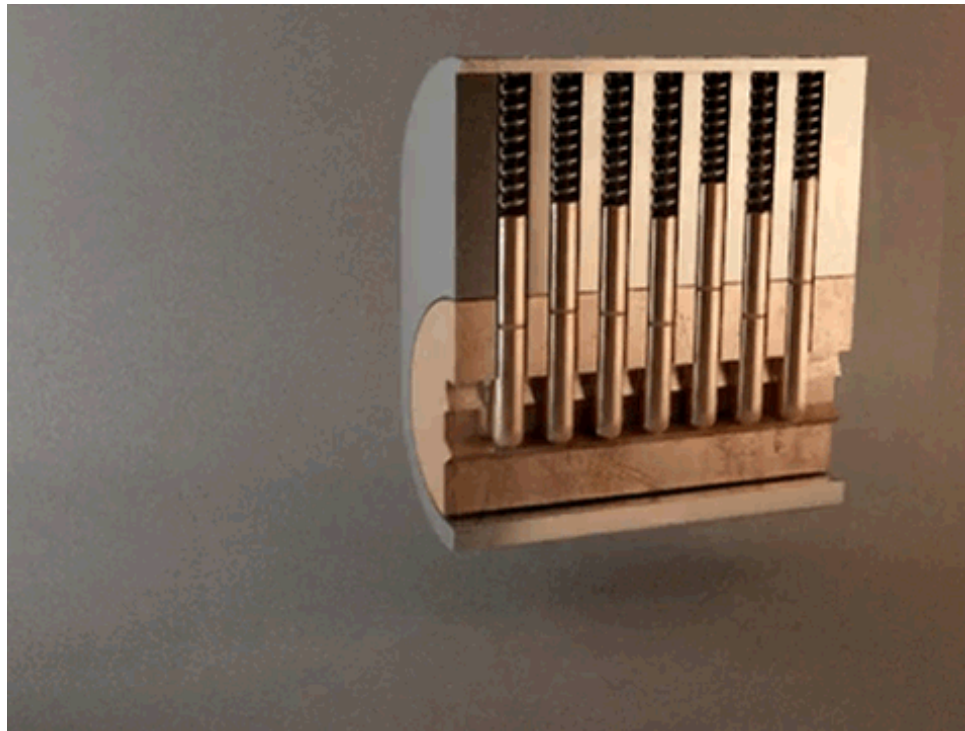
*In the age of infobesity,  
visual storytelling is  
a solution to leaving  
your own footprint  
on the hearts of others.*

# Think Creatively

Marketers using cartoons see newsletter open rate of 45% vs. 5-8%



# Customize for every platform



[@Ekaterina](#)

[#PowerofPR](#)

# Customize for every platform



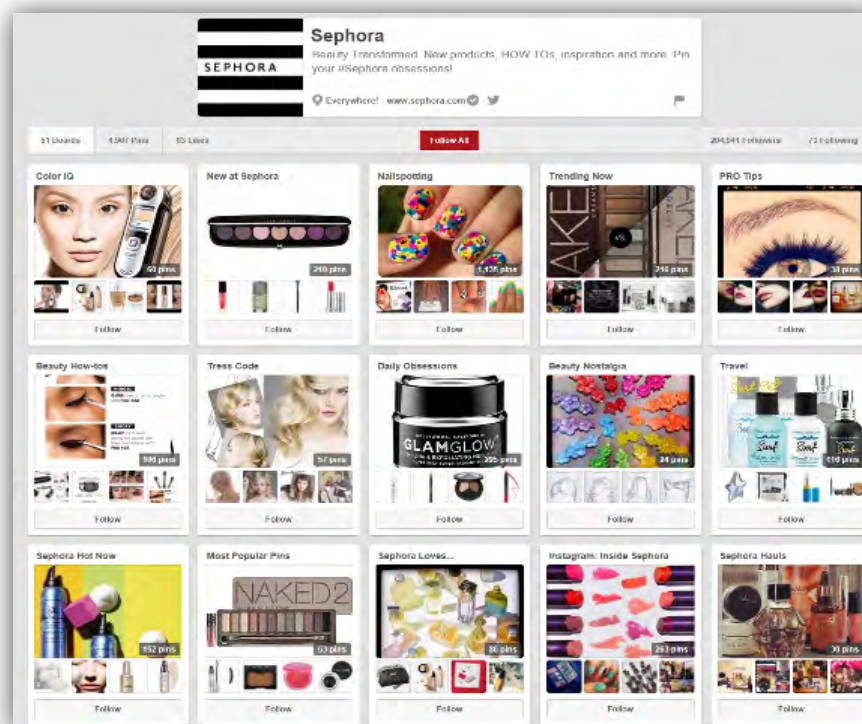
**@Ekaterina**

**#PowerofPR**

# Drive traffic with Pinterest

Pinterest accounts for 25% of retail referral traffic (> than G+, YT, LI)

Sephora's Pinterest followers spend 15X more than their Facebook fans



@Ekaterina

#PowerofPR

# Add Value

Helpful Marketing Ebooks      Templates & Tools      Wonderful Webinars

**5 Iconic AD CAMPAIGNS**

HubSpot  
September 5

News Feed FYI: Facebook favors high quality content! Here's what "high quality content" means to them:  
<http://hub.am/15CDzqI>

**Facebook's News Feed Tips:**

1. Make your posts timely & relevant.
2. Build credibility & trust with your audience.
3. Would people share this content with their friends or recommend it to others?
4. Would your audience want to see this content in their News Feeds?

Like · Comment · Share

**BE A PART OF THE WORLD'S LARGEST WEBINAR**

HubSpot  
September 3

Wow ... companies that blog have 55% more website visitors!

Download the #blogging ebook here to start attracting visitors and growing the top of your funnel >> <http://hub.am/1a3W8SR>

**[Free ebook]: AN INTRODUCTION TO BLOGGING FOR NONPROFITS**

This 83-page ebook will teach you how to:

- Brainstorm topics
- Optimize your posts
- Promote your blog
- Measure your results

**How to Use Blogging to Attract Nonprofit Support**

ATTRACT. Convert. Close. Delight.

Like · Comment · Share      22

73 people like this.      Top Comments

@Ekaterina

#PowerofPR

# Get more leads with Slideshare

BRANDERATI

The Age of Advocacy and Influence:  
26 Stats Marketers Should Know

1 / 38

The Age of Advocacy and Influence: 26 Stats Marketers Should Know  
by BRANDERATI on Jul 17, 2013 10,012 VIEWS

Share Email Embed Like Save

BRAND ADVOCATES SPEND  
2X  
MORE THAN AVERAGE CUSTOMERS  
ON THEIR FAVORITE BRANDS

BRANDERATI Tweet Source: Zuberance

17 / 38

@Ekaterina

#PowerofPR

# Use Video Effectively



# Use Video Effectively



[@Ekaterina](#)

[#PowerofPR](#)

# Speaking of Real-Time Response...



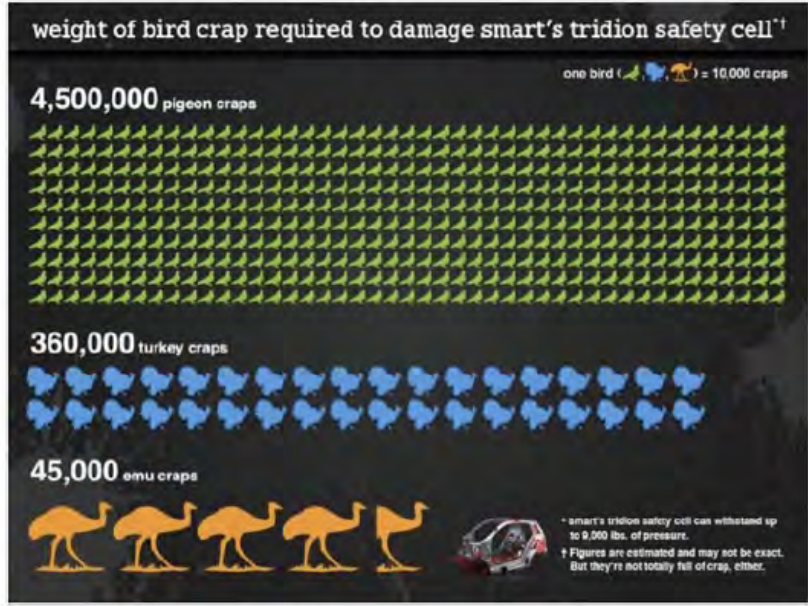


Official smart USA  
@smartcarusa



Couldn't have been one bird,  
@adtothebone. Sounds more like 4.5 million. (Seriously, we did the math.)  
[pic.twitter.com/aLYScFR3](https://pic.twitter.com/aLYScFR3)

Reply Retweet Favorite



@Ekaterina

#PowerofPR



**Clayton Hove**

@adtothebone

 Follow



Outsmarted by Smart Car  
[adtothebone.com/?p=721](http://adtothebone.com/?p=721) Best. Social  
media response. Ever.

 Reply  Retweet  Favorite

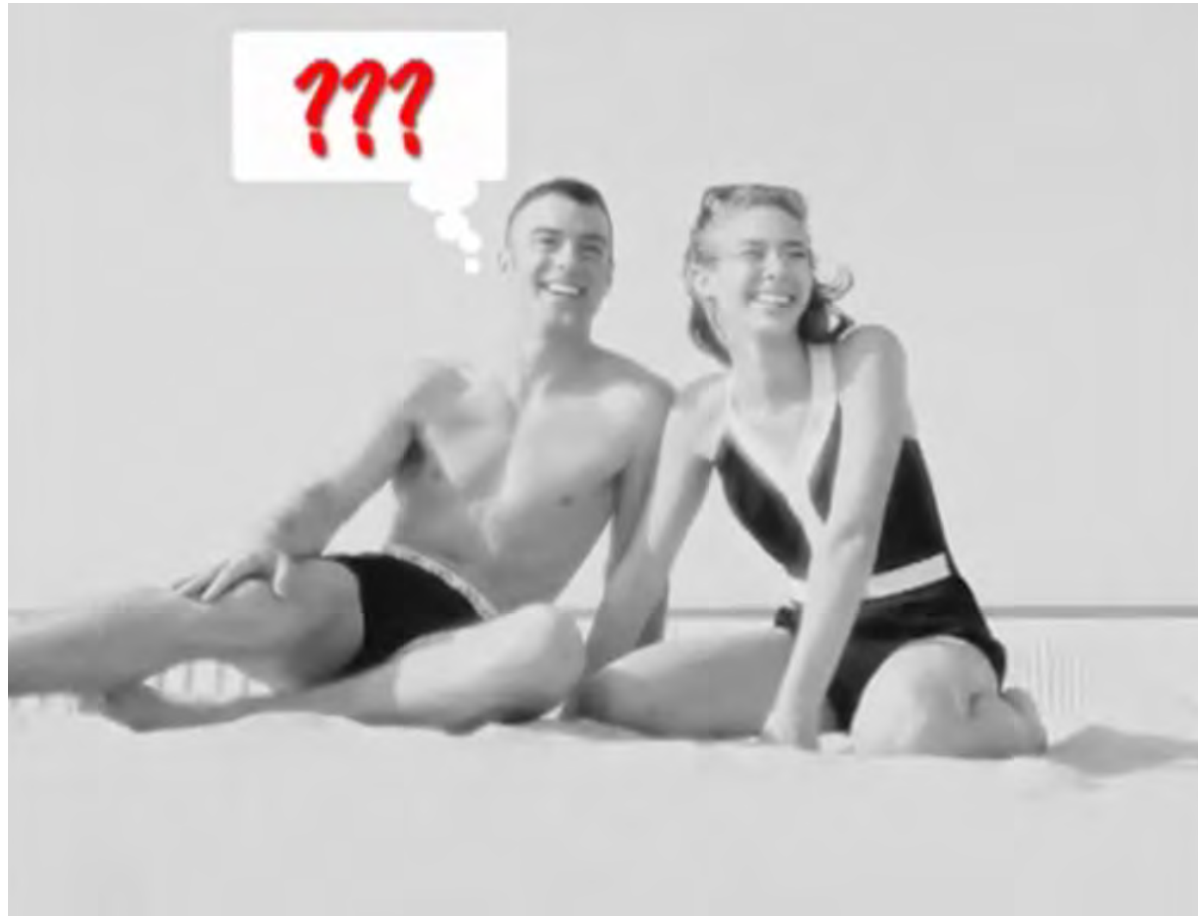
**64**  
RETWEETS

**21**  
FAVORITES

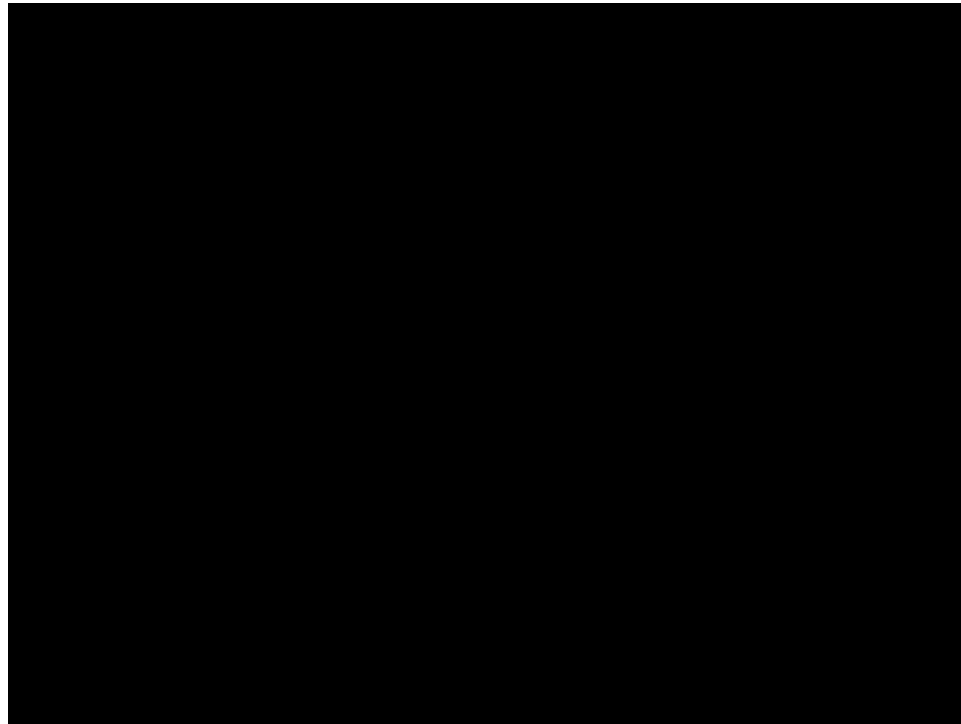


11:16 AM - 20 Jun 12 via [Tweet Button](#) · [Embed this Tweet](#)

# Boring Product? Still...Find Ways to Add Humor



# Boring Product? Still...Find Ways to Add Humor



**@Ekaterina**

**#PowerofPR**

# Open the Kimono

Behind the scenes of National Geographic



@Ekaterina

#PowerofPR

# Make marketing personal!



**Ekaterina Walter** @Ekaterina

19 Dec

Alright, REI social team, what is the best gift suggestion you have this year?

[Details](#)

@Ekaterina

#PowerofPR

# Make marketing personal!



REI   
@REI

Go with @GoPro Hero 3  
Silver! [bit.ly/SVj3em](http://bit.ly/SVj3em) MT @Ekaterina  
What is the best gift suggestion you have this  
year? #giftpicks

Reply Retweet Favorite

Share More info

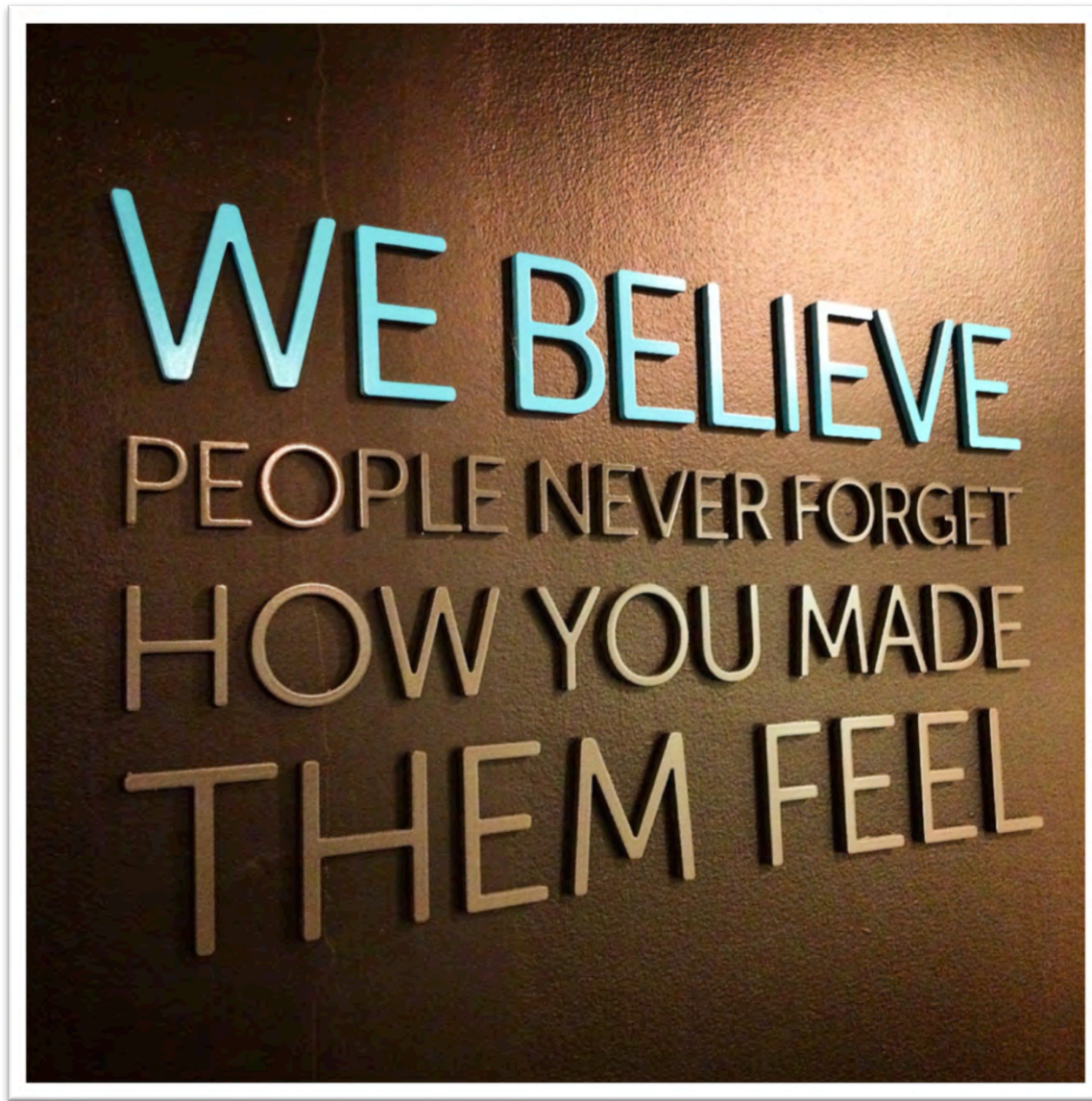


REI #giftpicks for @ekaterina

Ekaterina asked, "What is the best gift suggestion you have this year?" Get it while it's hot (and available): The GoPro HERO3 Silver Edition Wide-Angle Helm...

@Ekaterina

#PowerofPR



[@Ekaterina](#)

[#PowerofPR](#)

Don't just create marketing campaigns.  
Build Tribes! Inspire Movements!



@Ekaterina

#PowerofPR



[www.ekaterinawalter.com](http://www.ekaterinawalter.com)

@Ekaterina

[Ekaterina.Walter@sprinklr.com](mailto:Ekaterina.Walter@sprinklr.com)

