

## **Perception of visual advertising in different media**

If you are about to embark on a content marketing campaign, you need to know exactly what will enhance online growth and engagement. Text-based content will always be an integral part of marketing, but visual content must play a vital role in all of your efforts to stand out in the digital era.

When you consider that 65% of people are visual learners, 90% of information that comes to the brain is visible, and presentations with visual aides are 43% more persuasive, it makes sense to use content types that people have an innate psychological resonance with.

Here are six types of visual content that will boost your marketing campaign.

### **1. Images**

When you split up a body of text with some compelling images, people are more inclined to finish reading what you've written (provided that the images are high quality and contextually relevant). Articles with photos get 94% more views than those without images.

Due to the oversaturation of digital content and the increased adoption of mobile internet access, attention spans are shorter than ever, making textual content very off-putting.

It's advisable to use original images to add a personal touch to your campaign. High-quality, attractive images are often expensive to purchase or time-consuming to create. Fortunately, with resources such as Canva, you can create unique, eye-catching images for free with a simplistic drag-and-drop interface. Alternatively, there are many excellent quality photos on photo-sharing sites such as Flickr and Morguefile that can be acquired for free. Due to the vast amount of photos on these sites, it's unlikely that other businesses within your niche will have used them already. Just be sure you have the authority to use them.

### **2. Videos**

Videos are helpful in presenting common problems and then showing the solutions that your product can offer. While there are much cheaper types of visual content available, a great video serves as extra clout for your campaign by demonstrating that you're prepared to go the extra mile for quality. One study showed that including a video on a landing page increased conversions by

86%. InVideo is a great tool that can help you dominate your video marketing strategy.

### **3. Infographics**

Infographics are an excellent tool for drawing upon all of your complex data and statistics and collating them into a compelling, easily intelligible visual display. Accompanied by diligent promotional endeavors (including networking with key influencers, landing page optimization, and social media), infographics can become an integral part of your content marketing strategy.

The layout and design must be as impactful as possible. The designer must combine the right colors, shapes, and fonts to convey your essential data. However, ensure all visual elements carry the narrative – it's not worth disrupting your story to flaunt your virtuosity with Adobe Illustrator!

Bloggers tend to love a good infographic, so if you promote yours effectively, it's highly likely that it will be circulated throughout the blogosphere as well as on social media platforms. More shares mean more publicity for your brand, especially if it achieves the highly adorned "viral" status.

### **4. Memes**

The term 'meme' was first coined by Richard Dawkins in 1976 to ascribe an idea of the capacity to replicate itself into different meanings from person to person. Memes are now commonly known as images that are accompanied by humorous captions.

Not many people envisaged that memes would play a role in content marketing when they first started to gain traction online. They were primarily shared and made popular by college students as entertainment. However, they now represent an easy-to-create, quirky form of visual content.

Creating your meme is a great way to evoke positive emotions and set yourself apart from your competitors. Firstly, you must determine if memes are appropriate for your niche and whether or not they will gain actual engagement with your audience. If your brand resonates with a younger demographic, then you have your answer! Another unique benefit of memes is that they allow you to create in-jokes about your industry, which is a great way to make people laugh and build a community around your brand.

### **5. Screenshots**

With a screenshot, you can provide your audience with a glimpse into the inner workings of your product or service. You can show what services and functions

you offer from a direct perspective. You can even combine your screenshot with some marketing copy or a testimonial to increase your credibility.

Screenshots are handy for backing up the claims you make in your sales content. For example, if you're marketing an app that can perform certain functions, a screenshot with a caption can be the visual verification your audience needs to trust your claims. Despite seeming like a minor awe-inspiring type of visual content in this article, screenshots can be hugely beneficial as a trust-building tool. Consider using them to capture customer reviews or testimonials from industry forums or social media. Additionally, you may wish to incorporate screenshots into your infographics and SlideShare presentations, as they can bring forth more meaning to the stats or information you are presenting. Skitch is an excellent tool for creating graphics and text on images. It's simple to use and free.

Visual content encourages them to discover more about your brand. Suppose you can generate high-quality visual content that truly resonates with people and promote it regularly. In that case, the reputation and awareness of your brand are sure to skyrocket.

However, if your content is bland or poorly designed, you will do more harm than good – always consider the needs of your audience and don't put out content to stick to an upload schedule. As with any content, the substance counts, but excellent style is appreciated.