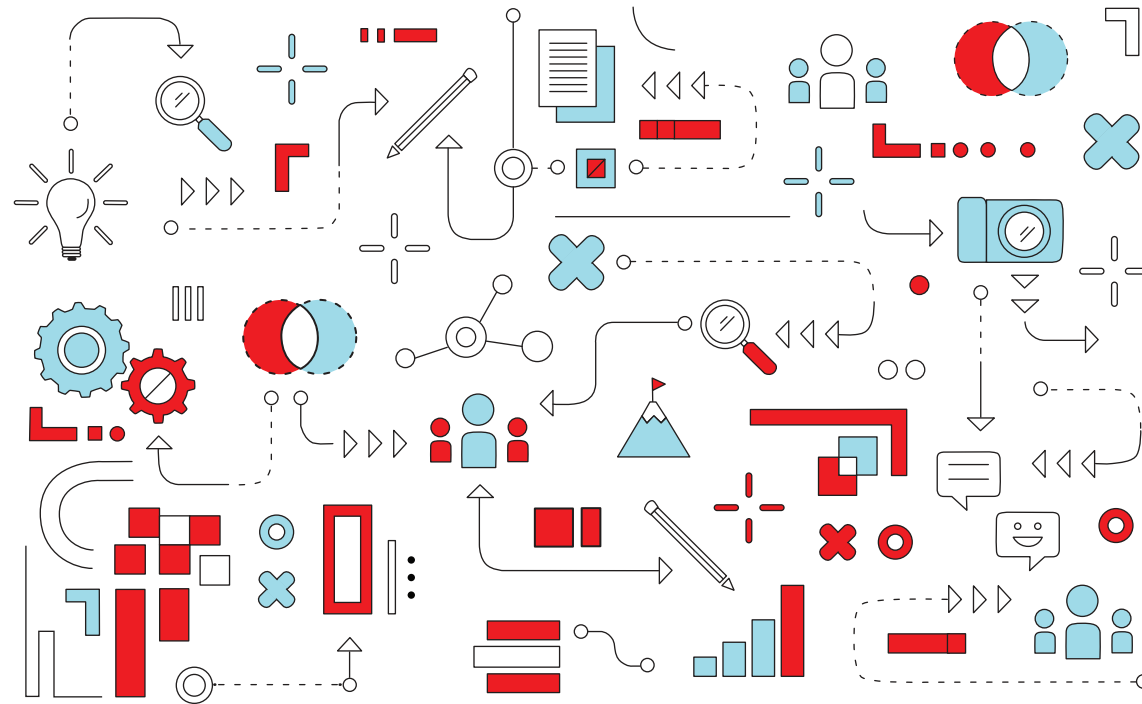


# A GUIDE FOR CREATING VISUAL MARKETING

## INFORMATION FOR BEGINNERS



CREATED BY RED STORM DESIGN



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# WHAT IS VISUAL MARKETING?

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Visual marketing is the use of images, videos, and other pieces of multimedia content to strengthen your brand and communicate with your target audience.

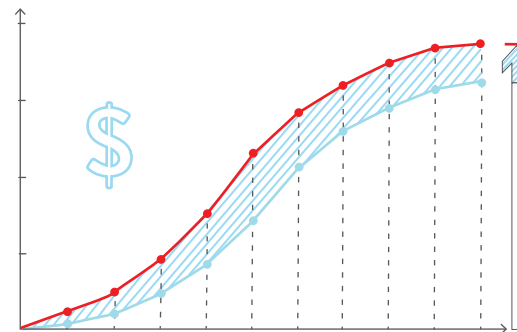
As part of a larger marketing strategy, it helps you depict certain subjects and concepts that would otherwise be harder to approach by using only text.

A brand can invest its resources in infographics, interactive videos, animated GIFs, data visualization, and other types of content to successfully engage with their audience.



92%

of buyers prefer visual content to any other form of content.



49%

is estimated visual content can help businesses grow their revenue<sup>1</sup>

Source: Demand Gen Report

<sup>1</sup> [http://abardeen.com/login/?doc=/launch/report/research\\_report/10922-RR-Video-Marketing-Difference.asp](http://abardeen.com/login/?doc=/launch/report/research_report/10922-RR-Video-Marketing-Difference.asp)

# 6 KEY STEPS TO SUCCESSFUL VISUAL MARKETING

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## 1 Know who your audience is.

By knowing your audience and understanding them, you can develop content to their needs, provide specific types of service and support they're after, and ensure your product or service will resolve any problems they're experiencing.

When you know your audience, everything you do will be more likely to resonate with the people who matter most to your success — your leads and customers. This is how you build strong, long-term relationships between your audience and business as well as a sense of brand loyalty and advocacy over time.

Let's look at some ways to get to know your audience.

Engagement with your  
Business Sector



Styles of  
Communication



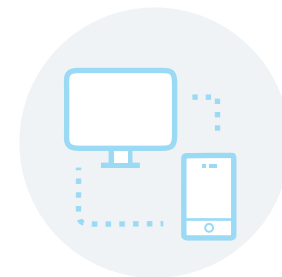
Impressions of  
your Company



What Motivates  
your Audience



Preferred Platforms used  
by your Audience.

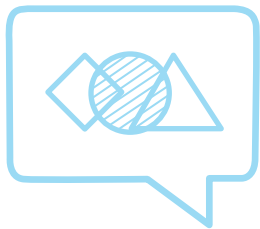


**Tip:** Develop a persona to represent a typical member of your target audience.

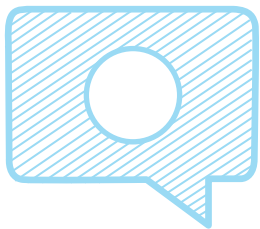
## 2 Be clear on one goal for each piece of content.

Creating great visual content isn't easy, so many marketers try to develop content that achieves as many goals as possible at one time. The problem is, when you target multiple goals, they can undermine each other.

When you optimize everything, from messaging through to art direction, to achieve a single goal, it all works towards one purpose. But attempting multiple goals simultaneously, you'll end up compromising — settling for middle ground that doesn't achieve any of your goals. No visual marketing campaign can succeed without clearly defined goals.



> **1 goal** may produce an end result that sends mixed messages to a mixed audience.



**1 goal** ensures clearer messaging and a more defined path to achieving that goal.

**Tip:** Determine how your goal achievement will be measured.

Let's say, for example, that you're marketing for a brand that sells a broad variety of food products, like Kellogg's. Kellogg's doesn't advertise all their cereals in one commercial. For Sultana Bran cereal, while lighthearted and fun, features a goldfish, reading about fibre on the cereal packet to the left side of the goldfish bowl, then turning around and reading the same thing on a cereal packet to the right, as if for the first time — humour a kid might not easily relate to.

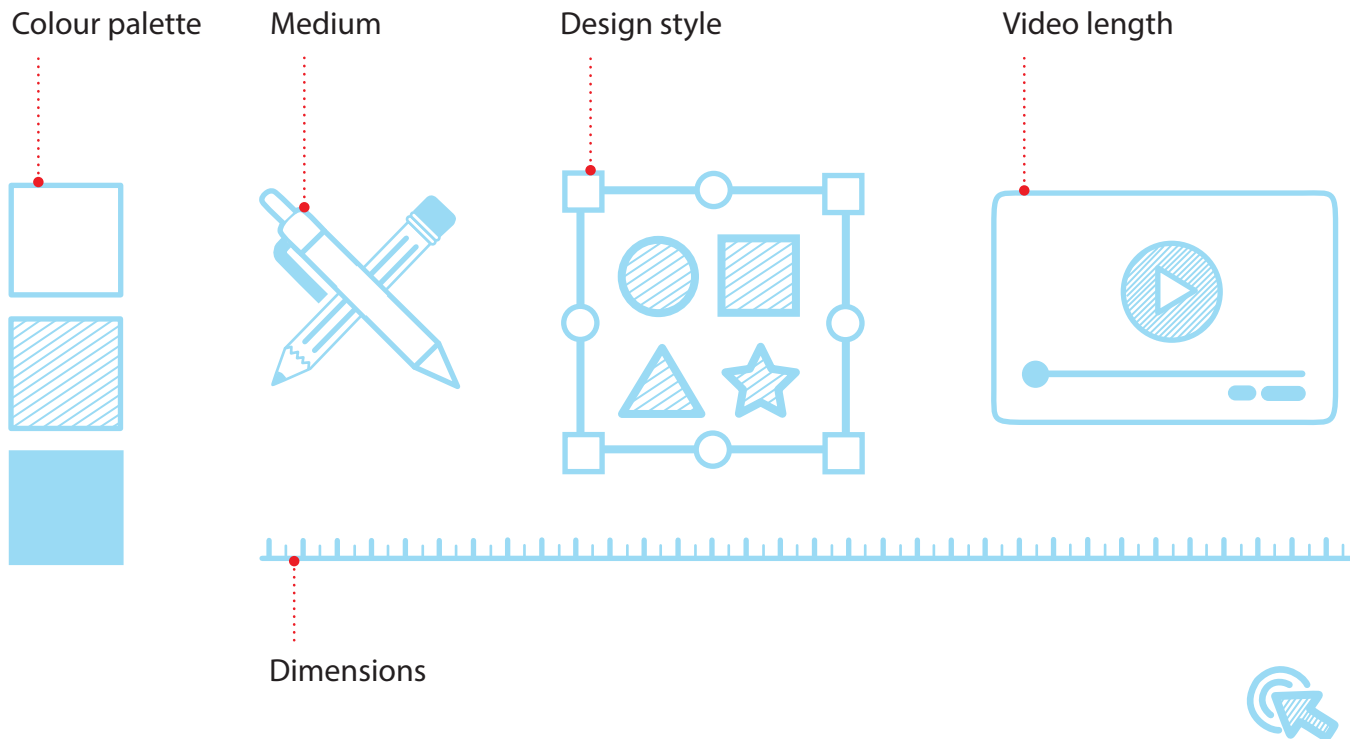
Your typical Cocoa Pops commercial, though, speaks directly to kids. This one stars an animated monkey in the jungle, playing games with their animal friends.

It just makes sense that Kellogg's wouldn't try to sell all their cereals in one commercial. So, why keep trying to achieve more than one goal at a time in a single piece of content?

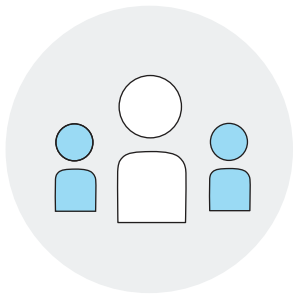
### 3 Planning your visual content

You'll need to **define all the visual elements** of your campaign before you start writing a word of text-based content.

Determine what visual content works best on your audience's favourite platforms.



## 4 Make a list of the assets you'll need for your campaign



With your audience in mind, think about what type of context would appeal to them the most?



Where's your audience most likely to see your content? Which medium would perform best on that platform?



What types of content will best help you achieve your goal?

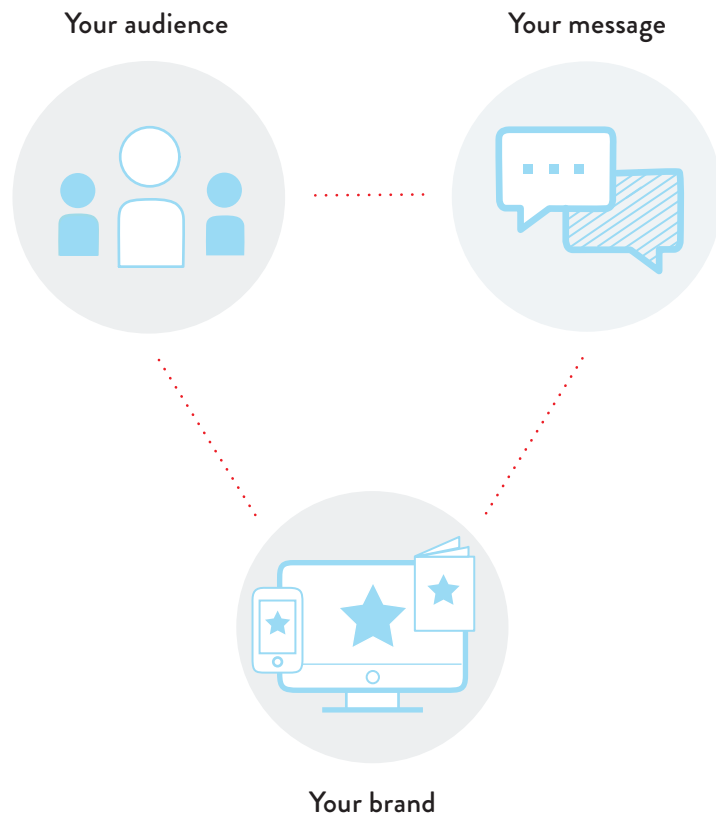
### Achievable Goals

- Promote your brand clearly
- Explain a product or service in an easy-to-understand way
- Explain a strategy to your internal team
- Generate more conversions
- Achieve higher search engine rankings
- Expand social media presence
- Increase revenue
- Connect with your audience
- Engage your audience
- Build trust
- Create customer loyalty

## 5 Put your research to work

Once you have a clear picture of the types of visual content you'll need, you can **start the design process**.

This is a good stage to start writing the text.



## 6 Write text content

Write your text-based content that lifts and complements your visual content.

With these steps in place, you'll be able to develop visual communication that is high-quality and goal-orientated.







**RED  
STORM  
DESIGN**

At Red Storm Design, we create custom made visual content.

We work to solve a client's problem and not present our own view on the world.

