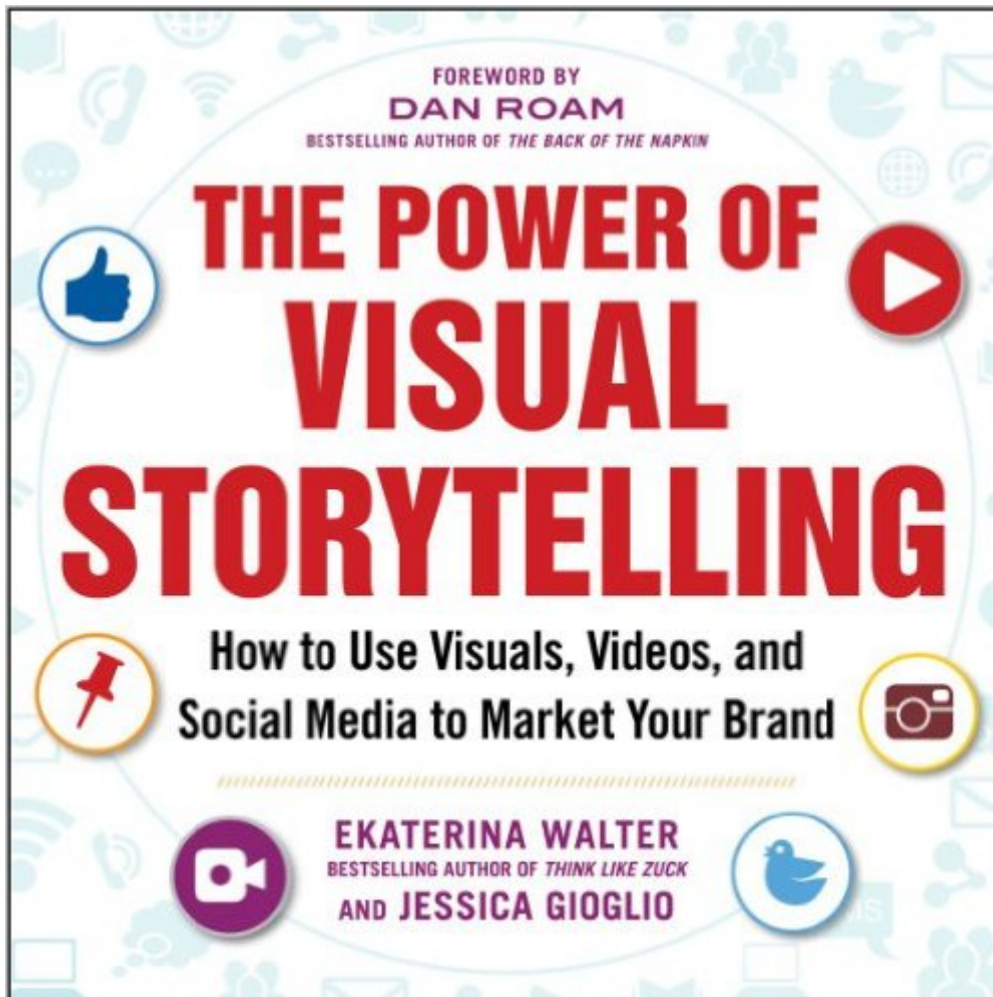


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# The Power Of Visual Storytelling: How To Use Visuals, Videos, And Social Media To Market Your Brand



## Synopsis

Attention is the new commodity. Visual Storytelling is the new currency. Human brain processes visuals 60,000x faster than text. Web posts with visuals drive up to 180% more engagement than those without. Viewers spend 100% more time on web pages with videos. Filled with full-color images and thought-provoking examples from leading companies, *The Power of Visual Storytelling* explains how to grow your business and strengthen your brand by leveraging photos, videos, infographics, presentations, and other rich media. The book delivers a powerful road map for getting started, while inspiring new levels of creativity within organizations of all types and sizes. • This book is not only a complete overview of [visual storytelling] but, most importantly, the key to doing it right, a total Right Hook! • Gary Vaynerchuk, New York Times bestselling author of *Crush It!* and *Jab, Jab, Jab, Right Hook* • A valuable guide to understanding how to develop powerful marketing programs using the art of visual storytelling. • Guy Kawasaki, author of *APE: Author, Publisher, Entrepreneur* and former chief evangelist of Apple • *The Power of Visual Storytelling* is the new marketing bible! • Nancy Bhagat, Vice President, Global Marketing Strategy and Campaigns, Intel • If a picture is worth a thousand words, *The Power of Visual Storytelling* is worth a million. • Scott Monty, Global Digital & Multimedia Communications for Ford Motor Company

## Book Information

Paperback: 240 pages

Publisher: McGraw-Hill Education; 1 edition (January 8, 2015)

Language: English

ISBN-10: 007182393X

ISBN-13: 978-0071823937

Product Dimensions: 9 x 0.5 x 9.1 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars • See all reviews • (71 customer reviews)

Best Sellers Rank: #83,432 in Books (See Top 100 in Books) #32 in Books > Business & Money > Investing > Online Trading #141 in Books > Business & Money > Marketing & Sales > Marketing > Web Marketing #176 in Books > Business & Money > Marketing & Sales > Advertising

## Customer Reviews

These days, I am reading books because I am searching for answers. In this instance, I wanted to

learn as much as I can about visuals so that I can increase engagement on my blog. Each week, I come across at least one article talking about the importance of including images in your blog posts to increase traffic. But the articles are telling me what to do instead of demonstrating how to effectively use visuals to make my content more powerful. *The Power of Visual Storytelling* is an important book because of what it represents. Ekaterina Walter and Jessica Gioglio have taken a concept that is centuries old and made it accessible to a new audience. Centuries ago, cave drawings, signs and symbols were used to communicate ideas - images played a major role in societies and cultures. The book not only shows us, but tells us what we need to know about visual storytelling. In *The Power of Visual Storytelling*, Ekaterina Walter and Jessica Gioglio give you the Who, What, When, Where, Why, and How of visual storytelling, and I found the book so helpful that I took a lot of notes. The subtitle of the book is very telling - "How to use visuals, videos and social media to market your brand" - so you know what to expect from the book, and it delivers. In the book, you will learn the seven elements of visual storytelling, types of images used for visual storytelling, how to create a visual storytelling strategy roadmap, and the reader will appreciate it that the authors recognize that not everyone is in a position to hire a consultant to do this. By following the instructions, which are straightforward, you can create and implement your strategy. Another section of the book that I particularly liked is crafting and sourcing stunning visuals. If you are a blogger, or other content producer, and you are looking for ways to use visuals to make your content more powerful to increase engagement, then this is the book for you. It will walk you through the process.

If you're looking for a book that will give you inspiration for creating a visually based marketing campaign using a wide variety of social media platforms, this is your book. It covers the evolution of visual storytelling on the Internet, the top social media platforms that make the most of visual media, and how to develop a strategic visual marketing plan. This book is easy to read and easy to use. There are lots of visuals that help illustrate point, bring your attention to key details and set aside statistical information. This is a great resource for social media professionals who need to communicate the importance of various platforms to their clients. The only "downside" to this book was that most of the case studies are from big companies like Dunkin' Donuts, Intel and The World Bank - organizations that can afford to hire a team to work on their social media. I would have liked to see a few more examples from small businesses and, perhaps, a solo-preneur or two. That said, these examples still provide inspiration for smaller organizations.

I agree with the other reviewers. I expected this book to give examples on how to be a better visual storyteller. Instead, what the author chose to focus on, is a cursory review of social media trends. Many of the social media tips that the author introduces can be found on the Internet quite easily. Save time and money by skipping this book.

Over the past two years, I have read numerous books about Social Media strategy and implementation, so I immediately recognized a masterpiece when I saw it. The other books were written by people who had a huge amount of knowledge but no visual design skill which, as it turns out, is the Holy Grail when it comes to Social Media success. This book is visually stunning and packed with visual information. The authors don't just talk the talk, they unequivocally walk the walk. It's only because I read all of the other books that I am able to truly appreciate the genius of this book. So now I can save you a huge amount of time and effort by saying "If you have even the slightest understanding of the importance of Social Media to your future business success, order this book now." Choose the fastest delivery method and plan to take a couple of hours to read and be amazed. To be fair to the other authors that I read, some of the methods described in this book were unavailable only a few months ago but, never the less, "The Power Of Visual Storytelling" stands head and shoulders above any other Social Media "How To" book that I have encountered. I was fortunate to have had access to a pre-release version and when the actual printed copy arrived, my expectations were not only met, they were exceeded. Follow the advice in this book and you will see immediate results. Stop reading this review and order the book NOW, you will not be disappointed. I only wish I could give it 6 stars!!

In short, I first learned of this book at an SMMW14 (that's social media marketing world 2014 for those that didn't know). At any rate, I was fortunate enough to attend her session that covered visual storytelling. She showed a movie that was in another language that was so powerful about 2/3 of a room of well over 250 were on the verge of tears. How could something like a video or image be so moving when a heavy majority of the room didn't even comprehend the language being spoken? The answer... Visual storytelling. As you can imagine that session was mind blowing - enough so for me to go and pick up this book. I'm SO glad that I did. To be quite frank and honest, this book completely revolutionized my business. I work with small to mid-sized businesses on branding, PR, social media and digital marketing. To say that this book was a useful resource for me, would be a gross understatement. Not only did the tactics and message of this book resonate with me, but it also broke things down to understandable, reasonable and actionable steps that even the most

green marketer could use. I truly am grateful for taking the time to read this and look forward to diving back into this book again. Ekaterina, thank you for your wonderful insight at SMMW14, SMMW15 and through the pages of this book. Ok, if you are like most people and just scroll down to the bottom of the reviews, let me keep it simple for you. CLICK THE 'ADD TO CART' BUTTON, SELECT THE CHECKOUT BUTTON, RUSH THE ORDER AND THANK ME LATER.

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