

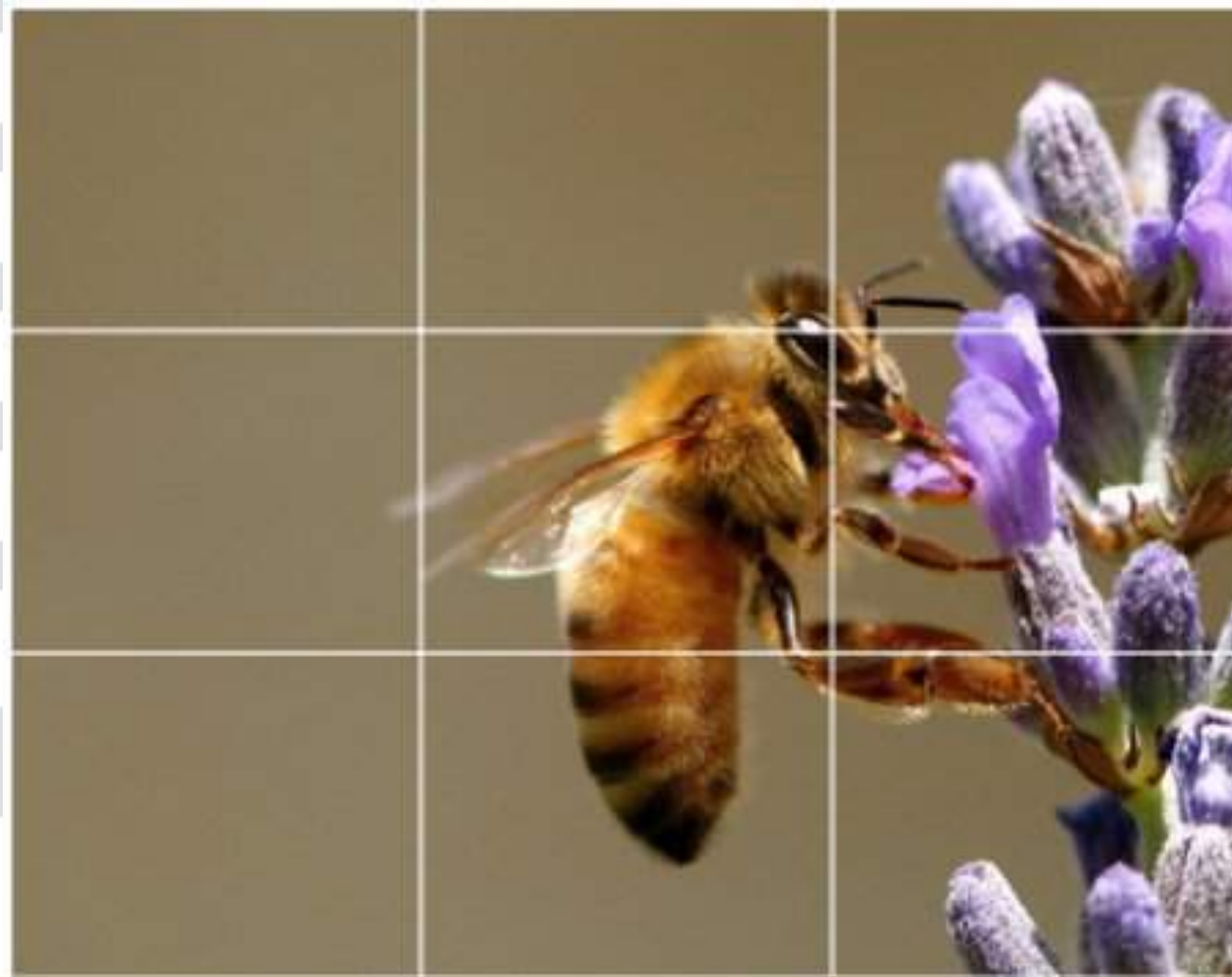
МАРКЕТИНГ ЧРЕЗ СЪДЪРЖАНИЕ

4. Визуално съдържание

ВИЗУАЛЕН МАРКЕТИНГ НА МОБИЛНО УСТРОЙСТВО



ПРАВИЛО НА ТРЕТИНИ



ФОКУС ВЪРХУ ЕДИН ОБЕКТ



СИЛАТА НА ЗАДНИЯ ФОН



РАЗЛИЧНА ГЛЕДНА ТОЧКА



ИГРАЙТЕ С ОТРАЖЕНИЯ



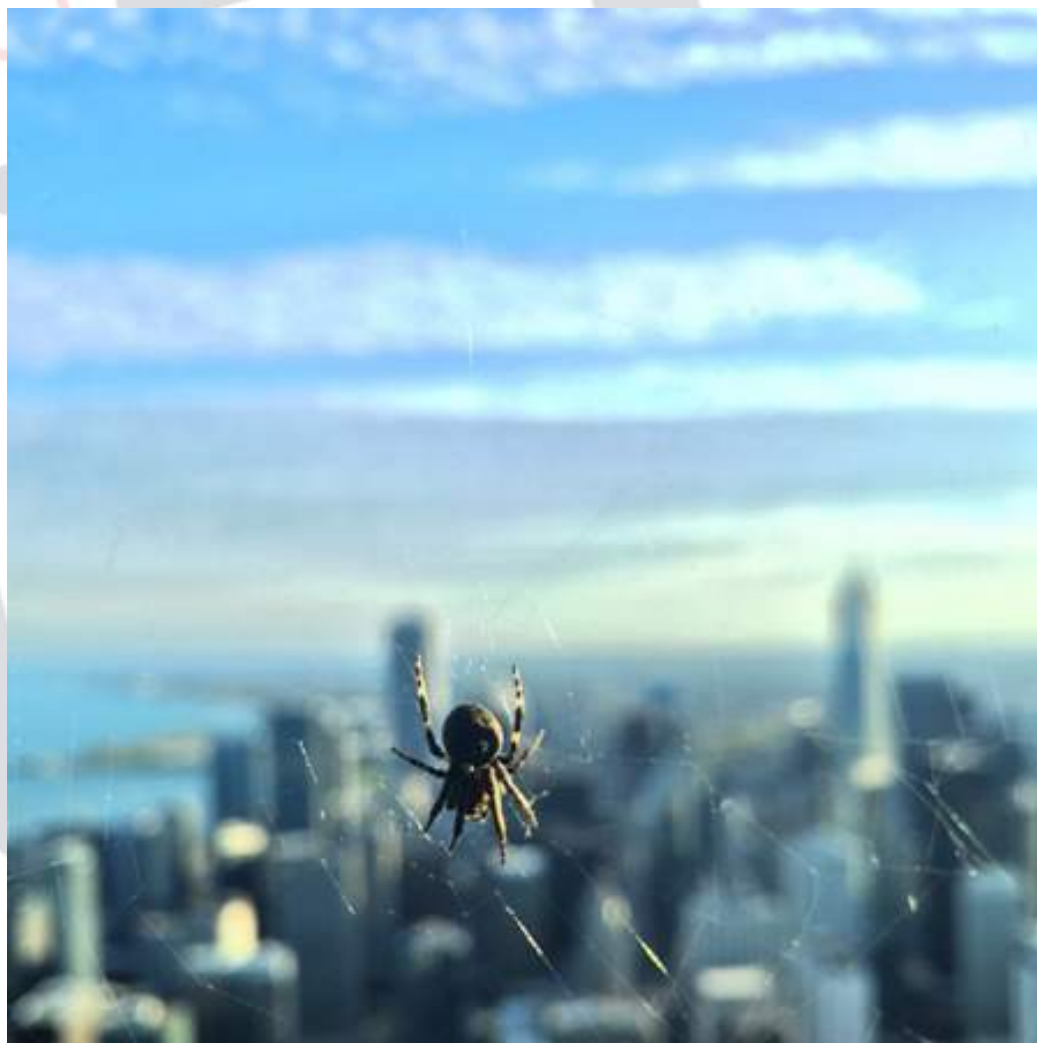
ЕСТЕСТВЕННИ ВОДЕЩИ ЛИНИИ



ПОВТАРЯЩИ СЕ МОТИВИ



ВНИМАНИЕ КЪМ МАЛКИТЕ ДЕТАЙЛИ





ВЪЗДЕЙСТВИЕ НА ВИЗИИТЕ



Images with high lightness generate **24% more likes** than dark images.


ВЪЗДЕЙСТВИЕ НА ВИЗИИТЕ

—  BACKGROUND —



double tap!

VS



High Amount of Background Low Amount of Background

Images with a high amount of background space generate **29% more likes** than those without.

ВЪЗДЕЙСТВИЕ НА ВИЗИИТЕ



DOMINANT COLOR



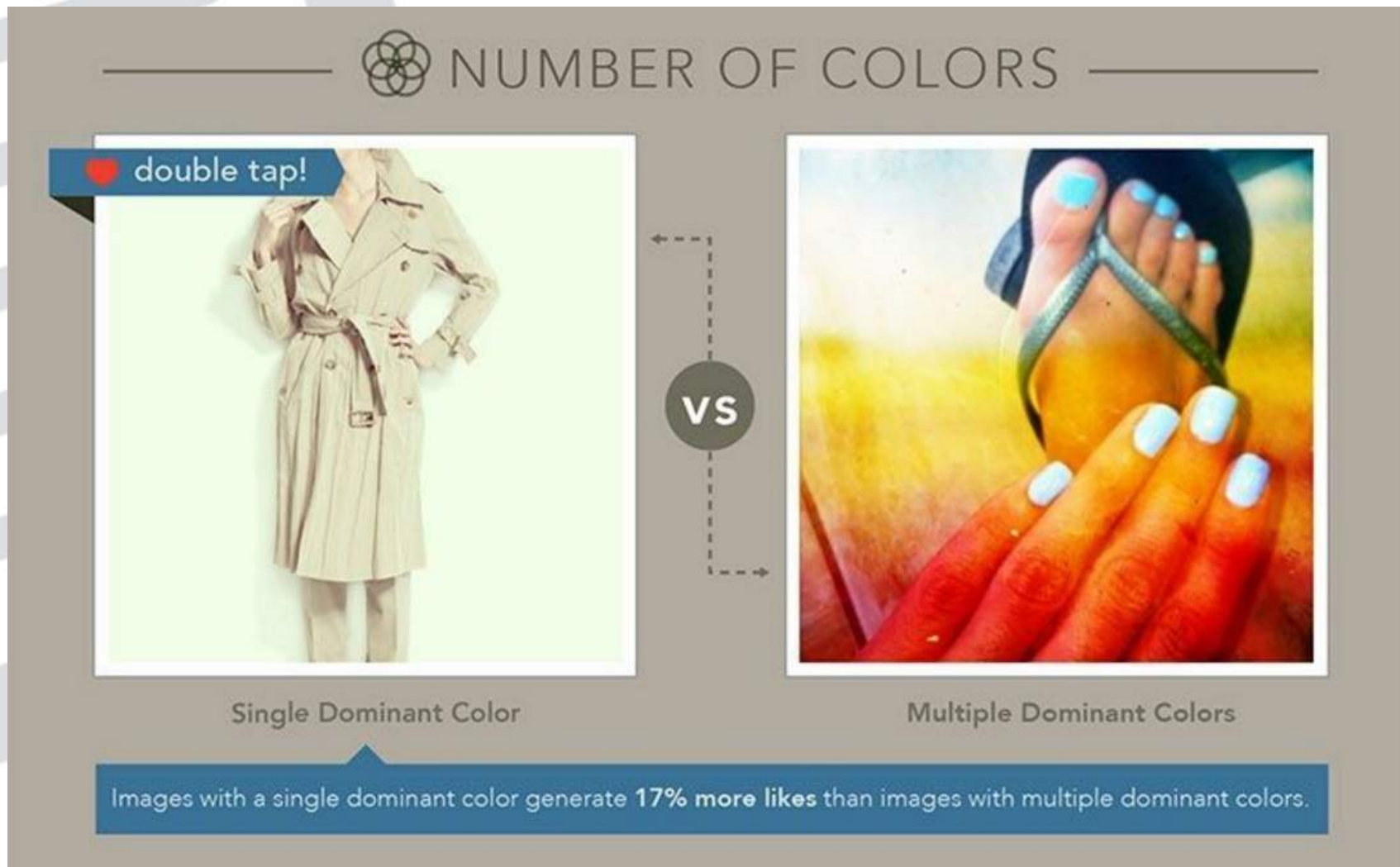
Reddish Image



Blueish Image

Images with blue as the dominant color generate **24% more likes** than images that are predominantly red.

ВЪЗДЕЙСТВИЕ НА ВИЗИИТЕ



ВЪЗДЕЙСТВИЕ НА ВИЗИИТЕ

SATURATION



The image shows a comparison between two photographs. On the left is a photo with 'Moderate Saturation' showing hands with a gold chain bracelet and a ring, set against a checkered bag. On the right is a photo with 'Low Saturation' showing a woman's profile in a fur coat. A dashed line with 'VS' in a circle connects the two. A blue callout bubble with a red heart icon and the text 'double tap!' points to the low-saturation image.

Moderate Saturation

Low Saturation

Images with low saturation generate **18% more likes** than those with more vibrant colors.

ВЪЗДЕЙСТВИЕ НА ВИЗИИТЕ

TEXTURE

double tap!

VS

Textured Image

Smooth Image

Images with high levels of texture generate **79% more likes** than those without.

The image is a comparison graphic on a grey background. At the top, the word 'TEXTURE' is centered between two horizontal lines, with a wavy texture icon to its left. Below this, two images are presented side-by-side. The left image shows a textured tweed jacket on a mannequin, with a blue speech bubble containing a red heart icon and the text 'double tap!' in the top left corner. The right image shows a smooth, melting ice cream cone. Between the two images is a vertical dashed line with a circle containing 'VS' in the center, and horizontal dashed lines at the top and bottom. Below each image is a caption: 'Textured Image' for the left and 'Smooth Image' for the right. At the bottom, a blue banner contains the text 'Images with high levels of texture generate 79% more likes than those without.'

СТРАТЕГИЯ ПРЕСПОДЕЛЯНЕ

- Използвайте
Repost App

australia

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6,425 posts

2.4m followers

179 following

Australia Tourism Australia's official account. Tag @Australia, #SeeAustralia or #RestaurantAustralia to give us permission to repost 🍷🌞🍷🌴
bit.ly/SummerInAus



australia

Follow

66.6k likes

2d

australia "Just five more minutes..." - That all too familiar Monday morning feeling - where did the weekend go?! Rogue the koala lives at @currumbinsanctuary in the @visitgoldcoast and is partial to good sleep in, which is understandable - in fact, koalas need up to 20 hours of sleep a day. The reason for this is that their natural diet consists entirely of gum leaves which are actually quite low in nutrition and hard to digest, so they need to restore their energy after all that chewing! Photo: @koalakrusader

view all 812 comments

biiancapinheiro Kkkk tu souber que não tenho tempo mais nem de ter preguiça!! @amandviana

missbebla @alison._w 🍷🍷🍷🍷

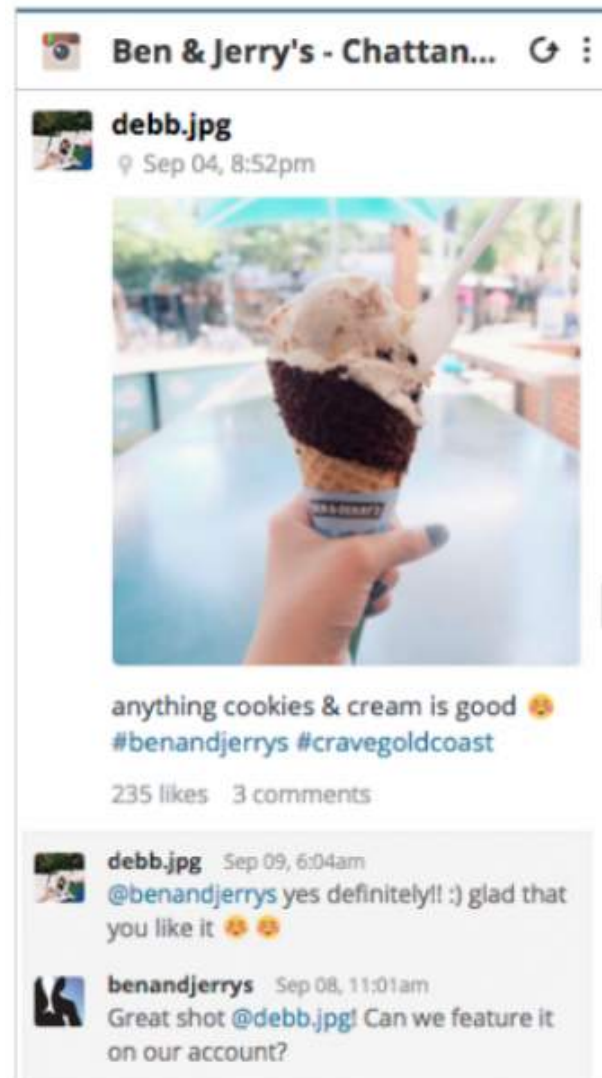
apocketjustforlife @bre.rae.mo

i am penny Yes @monsi21 🍷🍷🍷🍷

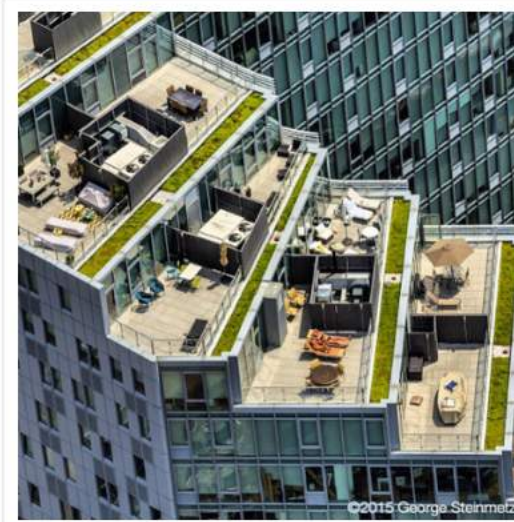
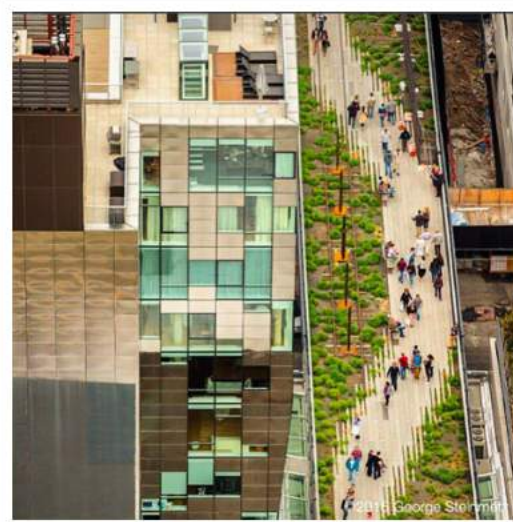
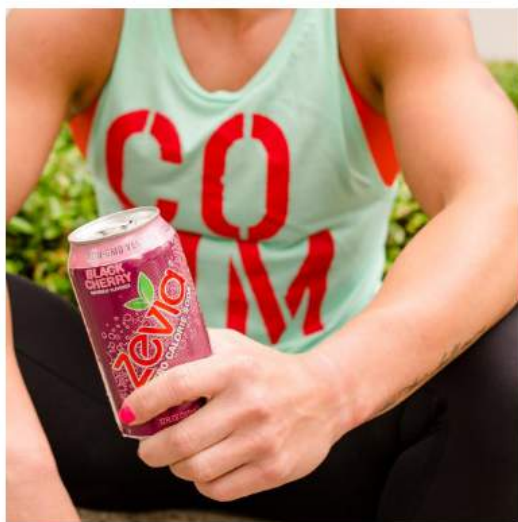
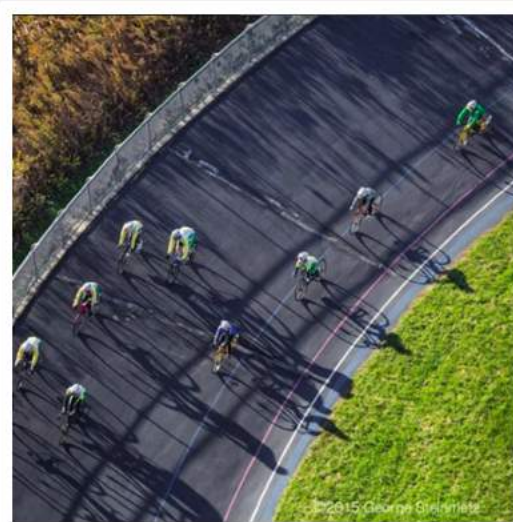
♥ Add a comment...

...

СТРАТЕГИЯ ПОКАЖЕТЕ БЛИЗОСТ



ПОСТОЯНСТВО В КОМУНИКАЦИЯТА



INSTA ВДЪХНОВЕНИЕ



Every time another photo is posted in #IKEA the configuration moves.



Showing just how customisable...



...the METOD shelving range is.



INSTA ВДЪХНОВЕНИЕ

- KFC - #littlemoneybigfun -

<https://vimeo.com/126492406>

- Addicte Aide -

<https://www.youtube.com/watch?v=ecRheslTlwE>

- Nike - PhotoID -

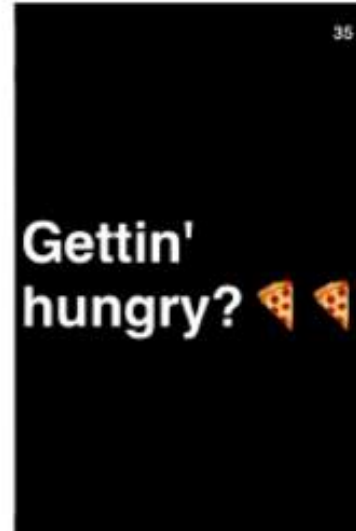
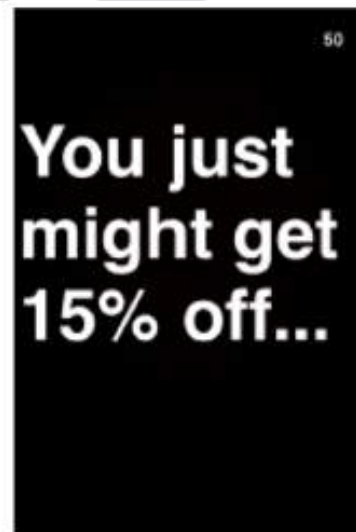
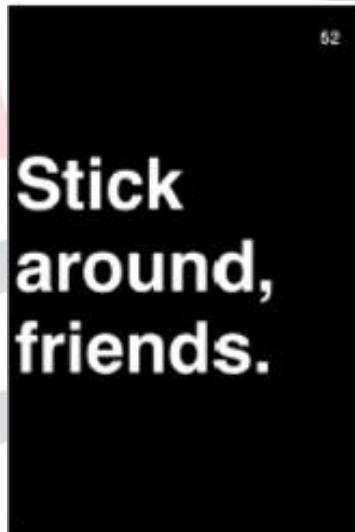
<https://www.youtube.com/watch?v=sDhYJz3JxRc>

- Slurpee -

https://www.youtube.com/watch?v=IV_VY4oUJW

[C](#)

SNAP ВДЪХНОВЕНИЕ



SNAP ВДЪХНОВЕНИЕ



SNAP ВДЪХНОВЕНИЕ

- **BB-8 Drone launch on ForceFriday**

<https://www.youtube.com/watch?v=LQTSYPmYINg>

- **Cedar Point Catch-a-ghost**

<https://vimeo.com/151828489>

- **Last Selfie WWF -**

<https://www.youtube.com/watch?v=xMfTLWNI LX0>

- **Call of Duty Black Ops -** <https://vimeo.com/136321030>

- **Taco Bell – Blackout -**

<https://www.youtube.com/watch?v=GewHlqWKk yo>

A stylized illustration of a notepad with a pencil. The notepad is light gray with rounded corners and contains several horizontal lines. A red pencil with a white eraser is positioned at the top left, pointing towards the notepad. The entire illustration is slightly tilted to the right.

ВЪПРОСИ?