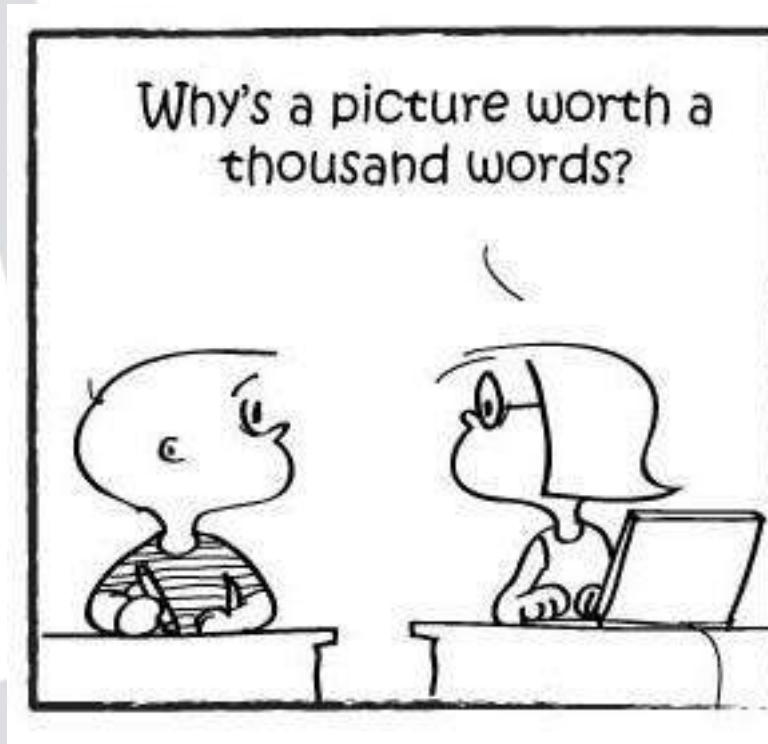


МАРКЕТИНГ ЧРЕЗ СЪДЪРЖАНИЕ

4. Визуално съдържание



Because the Facebook News Feed algorithm says so.



ВИЗУАЛНИЯТ СТИЛ – ПРОДЪЛЖЕНИЕ НА СТИЛА НА МАРКАТА





TOP

A R T I S T S

02

Drake

209 streams

01
The Weeknd

02
Drake

03
Wiz Khalifa

04
Stromae

05
Bastille

СЪЗДАВАНЕ НА ВИЗУАЛЕН STYLEGUIDE

- Цветова гама
- Фокус
- Технически параметри (продуктови визии)
 - Размер
 - Бяло пространство
 - Ъгъл на заснемане
- Глас/емоция

Отговаря на въпросите **какво** снимаме, **как** го заснемаме, **какво казва** кадърът.

СЪЗДАВАНЕ НА ВИЗУАЛЕН STYLEGUIDE

Imagery

Our photography is focused (wordplay!) on the people and places that make HubSpot unique. Some key elements include warm settings, natural textures, depth of field, and careful framing/composition.



СЪЗДАВАНЕ НА ВИЗУАЛЕН STYLEGUIDE

What is HubSpot?

Empowering

Empathetic



Human

Supportive



Educational

Helpful

Generous

Remarkable

Humble

Inclusive



Dependable

ПОДДЪРЖАЩО ВИЗУАЛНО СЪДЪРЖАНИЕ

[Product](#) ▾[Pricing](#)[Customers](#)[Content](#) ▾[Get Help](#)[Subscribe](#)

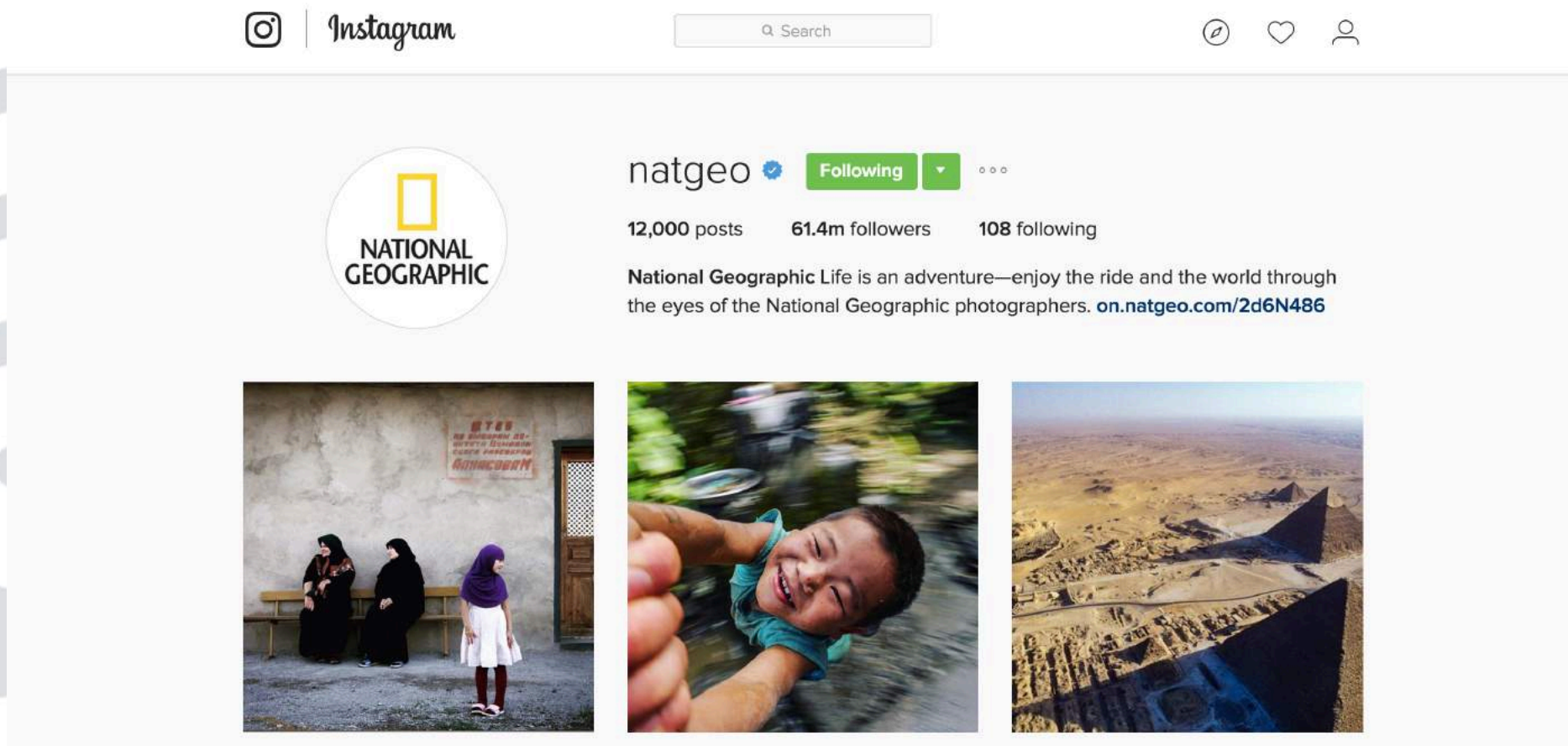
Great Content Is Still the Biggest Hurdle

GREGORY CIOTTI | OCTOBER 6, 2016

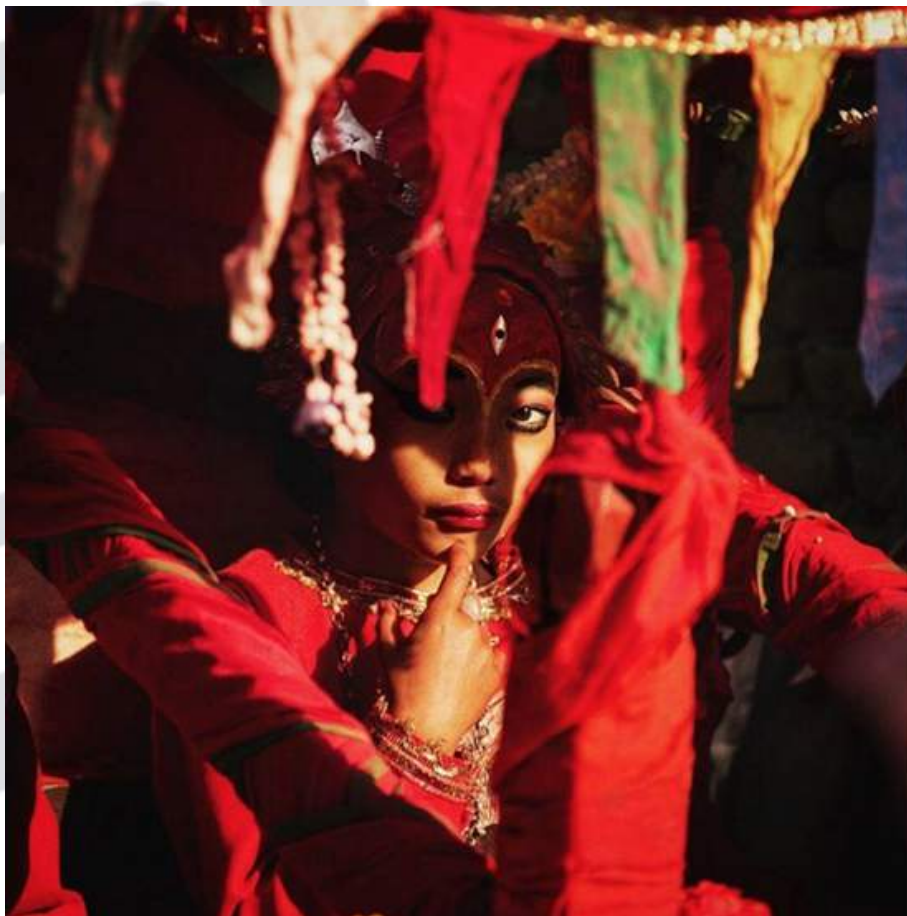


Ever since American poet John Godfrey Saxe penned the idiom back in 1869, we've been warned that nobody wants to see how the sausage is made. That is, unless you're hoping to make your own.

САМОСТОЯТЕЛНО ВИЗУАЛНО СЪДЪРЖАНИЕ



ДЕЦЕНТРАЛИЗИРАНО СЪДЪРЖАНИЕ



natgeo
Tokha, Nepal

Following

176k likes

9h

natgeo Photo by Stephanie Sinclair
@stephsinclairpix // At the conclusion of the 4th annual International Day of the Girl, I'm sharing an image from our story about Nepal's living goddesses, young girls who are worshiped year round. Here, the Kumari of Tokha, nine-year-old Dangol, is carried around the village in a palanquin above the crowds during the festival of Bisket Jatra. A kumari's eyes are believed to draw the beholder into direct contact with the divine. #kumari #nepal #color #girl #beauty #photography #idg2016 #red @natgeocreative

view all 467 comments

carolpiornedo @pandeboas

6.6x.6 Wow

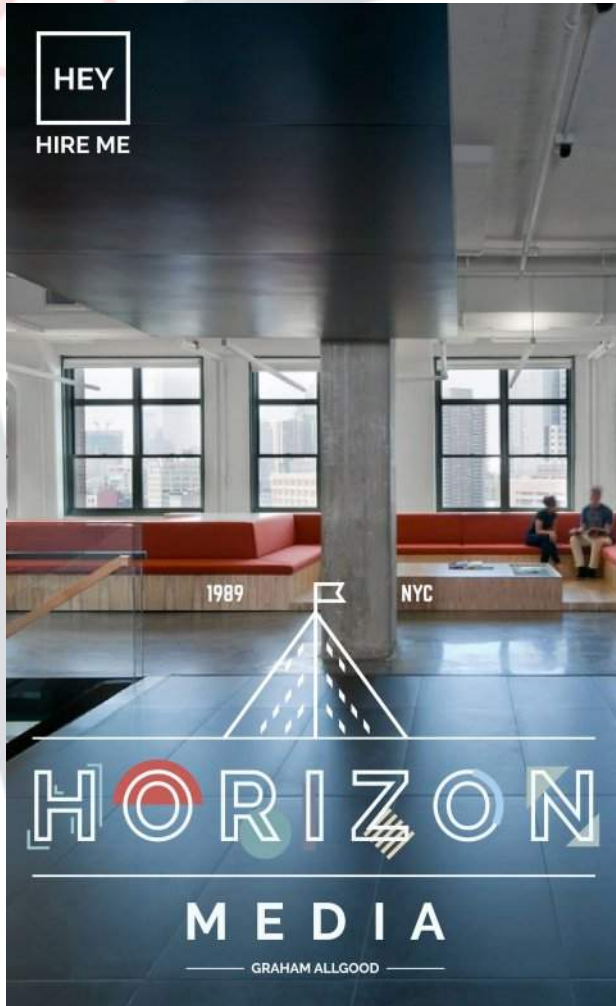
monikkxx Jaja q te parecen los ojos de la kumari @alealdaya



Add a comment...



ПРИЕМТЕ СПЕЦИФИКИТЕ НА ПЛАТФОРМАТА



<http://www.businessinsider.com/graham-allgood-uses-snapchat-geofilter-for-internship-interview-2016-5>

<http://www.adweek.com/news/technology/netflixs-outdoor-ads-let-snapchat-users-swap-faces-characters-frank-underwood-171212>



КАКВО?

Типове съдържание

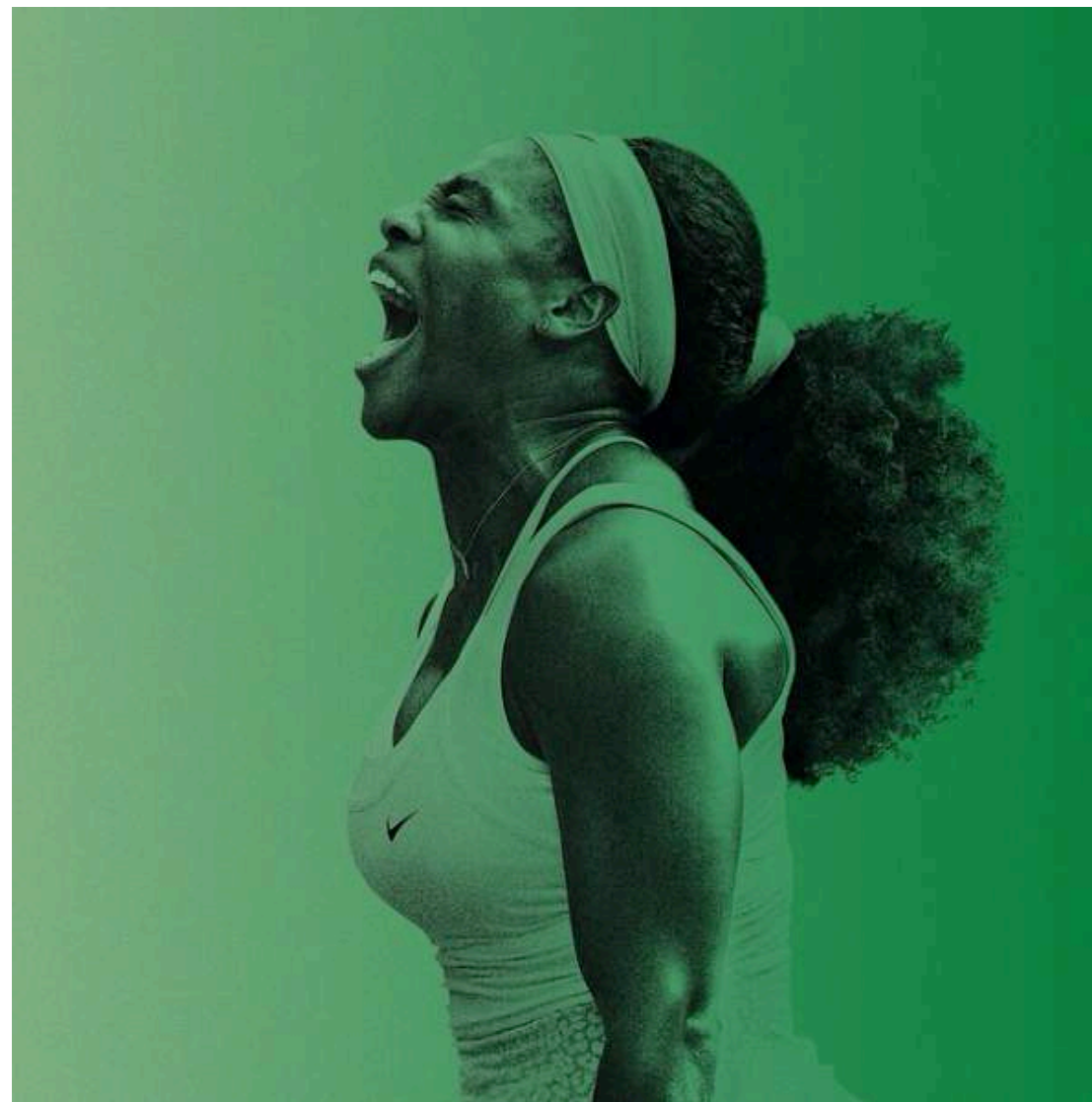
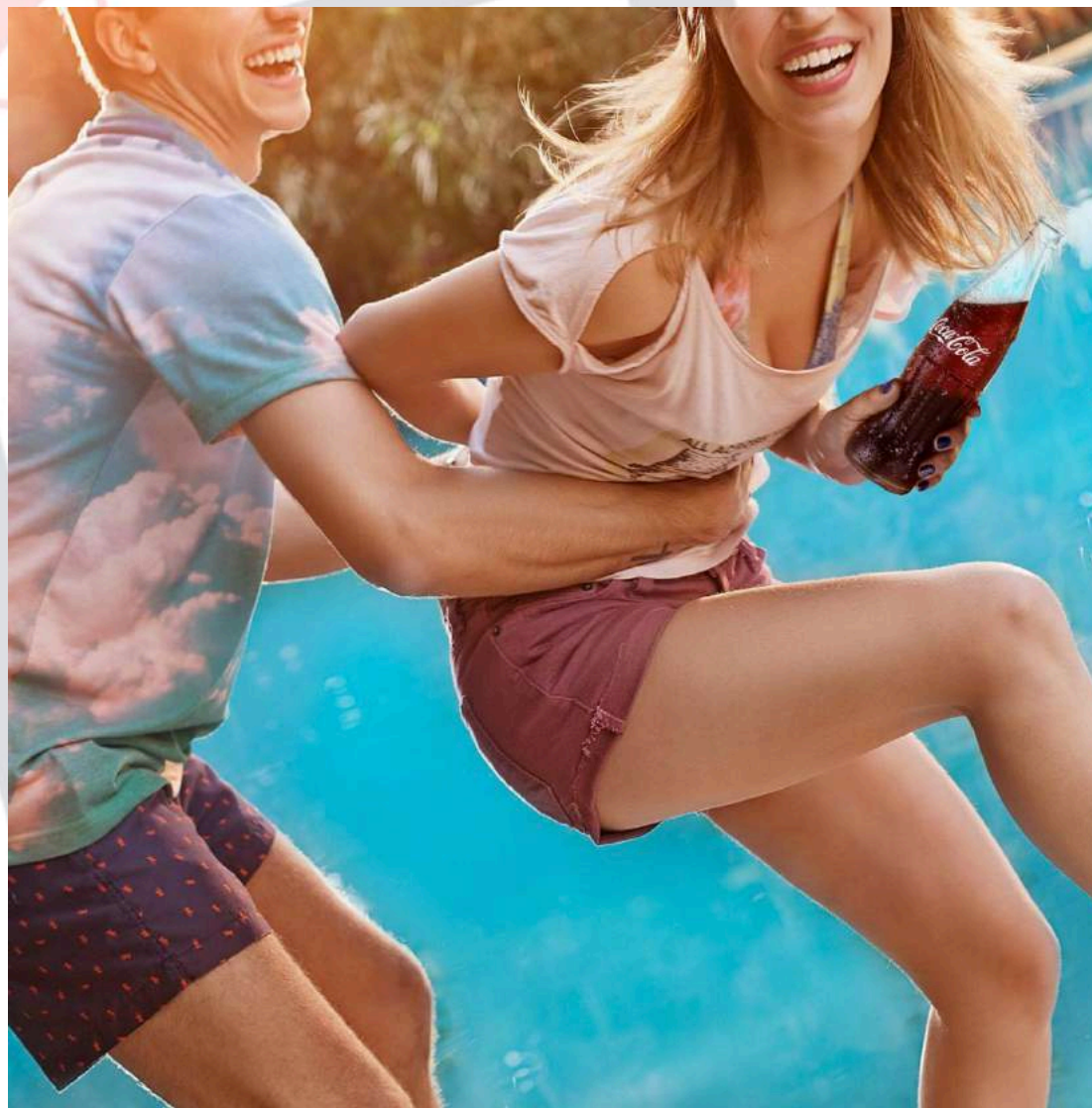
ВДЪХНОВЕНИЕ

**SURROUND YOURSELF
WITH THOSE WHO SEE THE
GREATNESS WITHIN YOU,
EVEN WHEN YOU DON'T
SEE IT YOURSELF.**

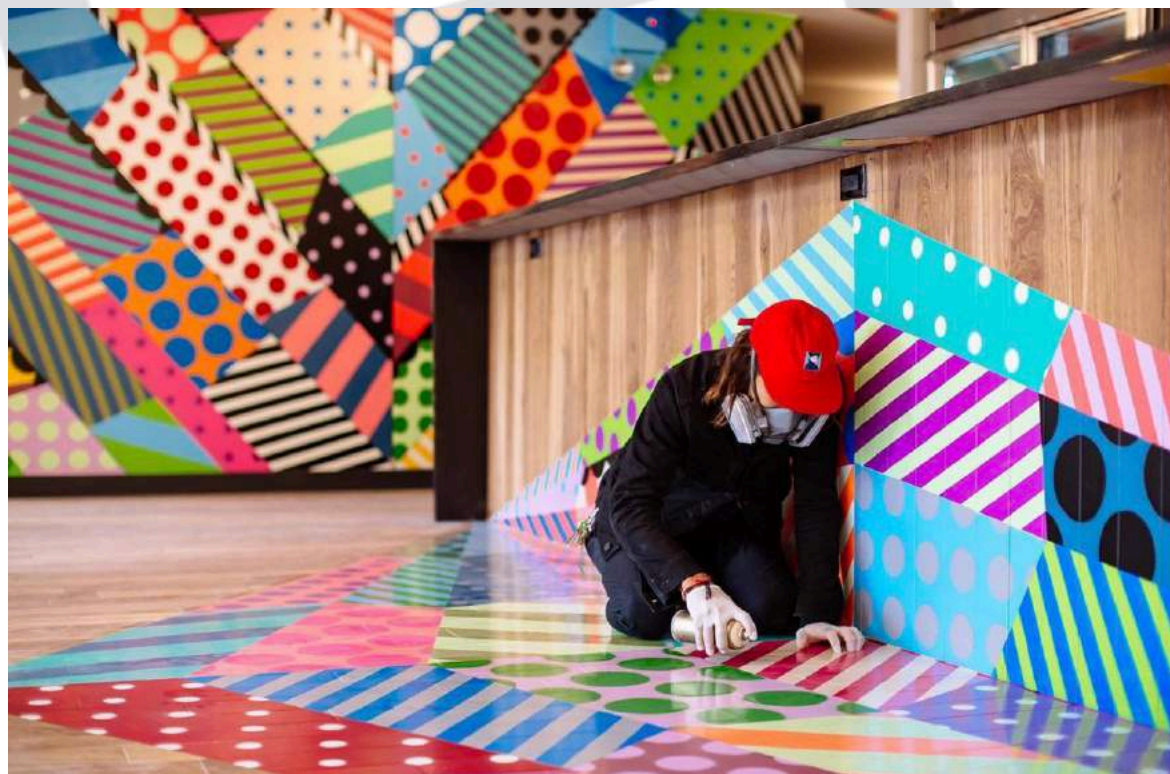
foundr
@FOUNDRMAGAZINE



ЕМОЦИЯ



ОТ КУХНЯТА



wework
WeWork Penn St...

Following

582 likes

24w

wework Magic in the making.
@JasonWoodside

#tbt #mural #art

jasonwoodside 🙌🙏

josephamar Penn station slays

mickeydlite Penn needs something to
make it look better! Looks great!

invisionpsyhic 🙌❤️



Add a comment...

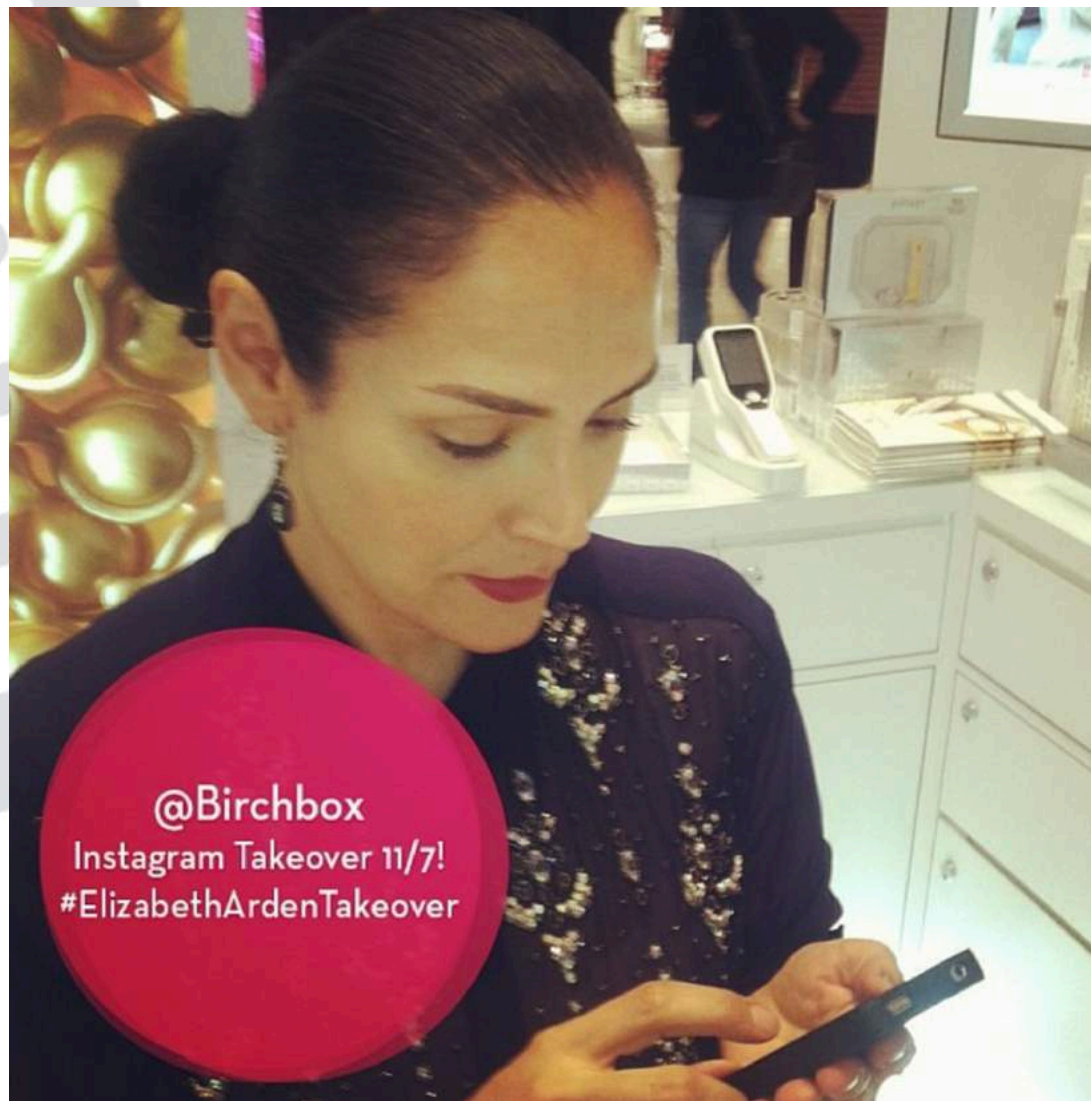
...



ВРЪЗКА С ЛИДЕРИ НА МНЕНИЕ



<https://www.youtube.com/watch?v=g0edK5jRBwk>



elizabetharden

Follow

69 likes

153w

elizabetharden Look who's taking over @Birchbox's Instagram today - our Global Makeup Artist, @RebeccaRestrepo! Follow along using #ElizabethArdenTakeover for a peek into her everyday beauty routine.

heyits_ada First comment and 1st like

heyits_ada Hey owner !!! I love your products

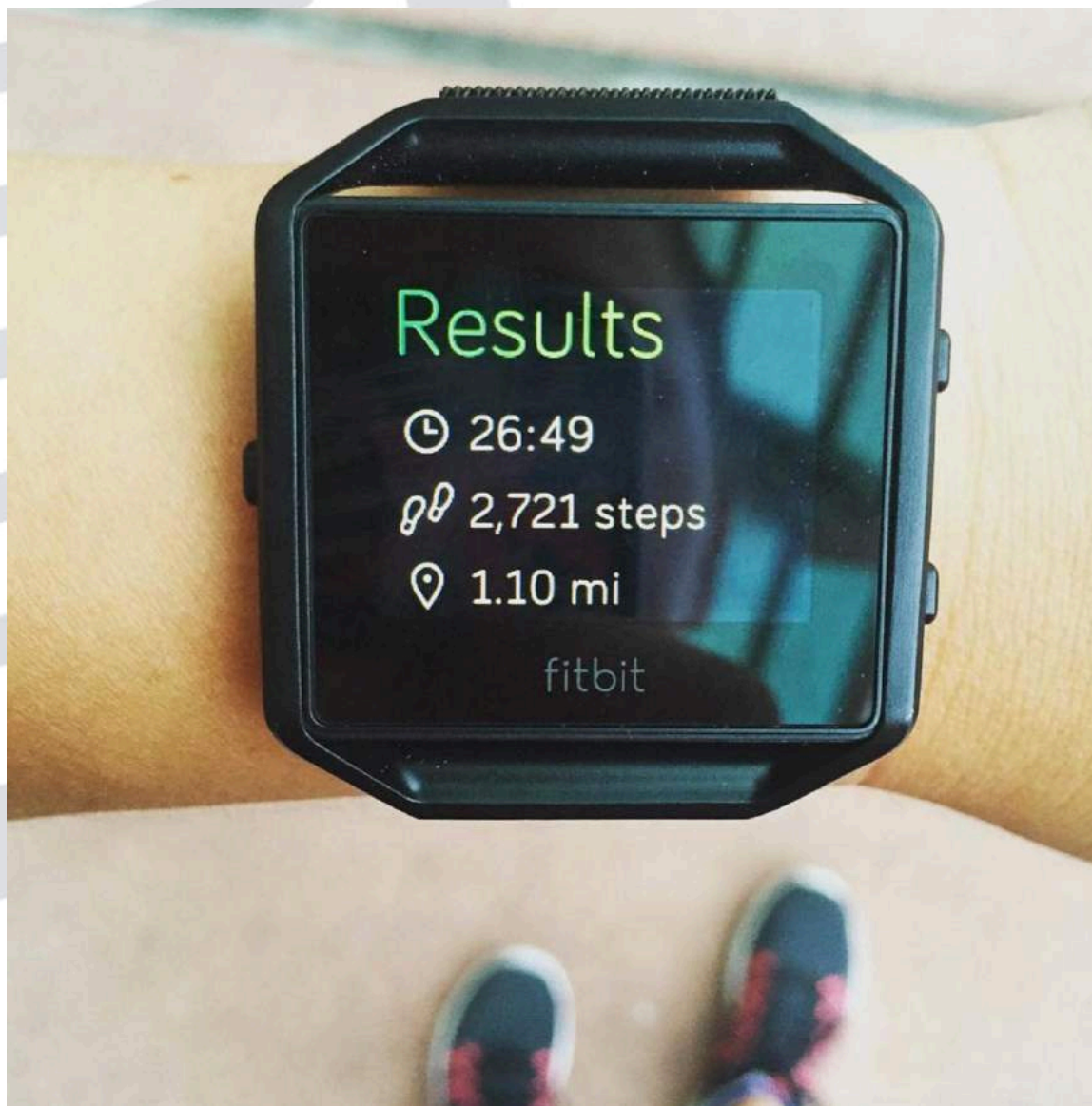
martinezyinette Awww 🏠 love love makeup



Add a comment...



ОТ ВАШИТЕ КЛИЕНТИ



fitbit

Following

4,111 likes

2d

fitbit #FitbitFriend @ashley.fitness73 starts her day before sunrise with her #FitbitBlaze and an early morning stair climb. When do you like to #findyourfit - 🇪🇸 or 🇺🇸?

[view all 60 comments](#)

airsoftforchrist 🇪🇸

nelly_acevedo_ @mrdj627 exactly

I_j52 I like to use my hour lunch around noon to walk a nearby state forest trail. I always feel accomplished when I can walk the full 60 minutes and reach a stop sign that makes the round trip 2.7 miles. 🚶

daniquirogah Mira esta qué moderna está @magasior

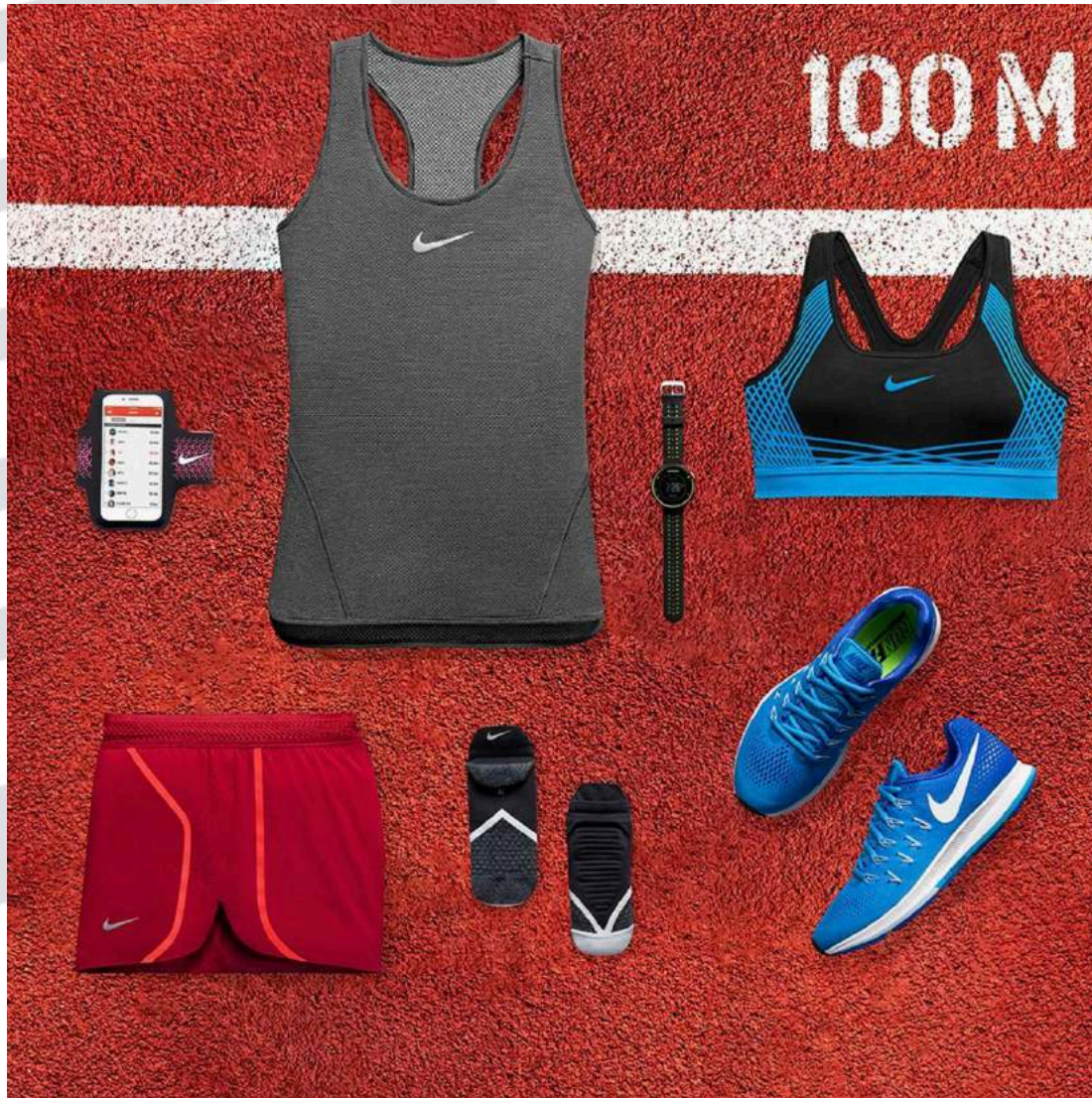
shelleypooleyminniti My fitbit won't sync, not happy 😞😞

cjperata Early morning with my dog, I shoot for at least 2.5 miles before work.

ang.ieh Love my Blaze. Glad I upgraded

[Add a comment...](#)

ПРОДУКТОВИ ВИЗИИ



nikerunning

Following

49.4k likes

10w

nikerunning How fast takes form.

Whether flying across the track, through the park, or around the block, buckle up with these high-performance pieces that are built for the fast lane.

Shop the full NRC Gear Up Guide at the link in our bio.

[view all 166 comments](#)

msina_amini @mehdikh.11

rquintana7 Mira el top @mariinasanchezz

rewildrunning Got a PR question. Could you suggest who I'd direct it to or do I send an Instagram DM? @nikerunning

zh.99_ Nice

john_g_photography Come check out a real #Nike #girl I had the pleasure of #photographing. If you like feel free to comment and follow our page!!



Add a comment...



HOW-TO ПОСТОВЕ

Vine

Search

Login

Lowes

65,118,681 Loops

#LowesFixInSix: Clever improvements that make life at home a little easier. Corporate HQ, Mooresville, NC

37K

Followers

108

Following

115 Posts

403 Likes

Lowes

Jul 28, 2016

Attach 3M rug anchor strips to the bottom of Fido's bowl to keep it in place during mealtime. [#LowesFixInSix](#) ...

Lowes

Jul 14, 2016

Get crafty when caulking by using a popsicle stick for a smooth, professional finish. [#LowesFixInSix](#) ...

Lowes

Jun 23, 2016

Add lemongrass to your outdoor planters to help keep mosquitoes away naturally. [#lowesfixinsix](#) ...

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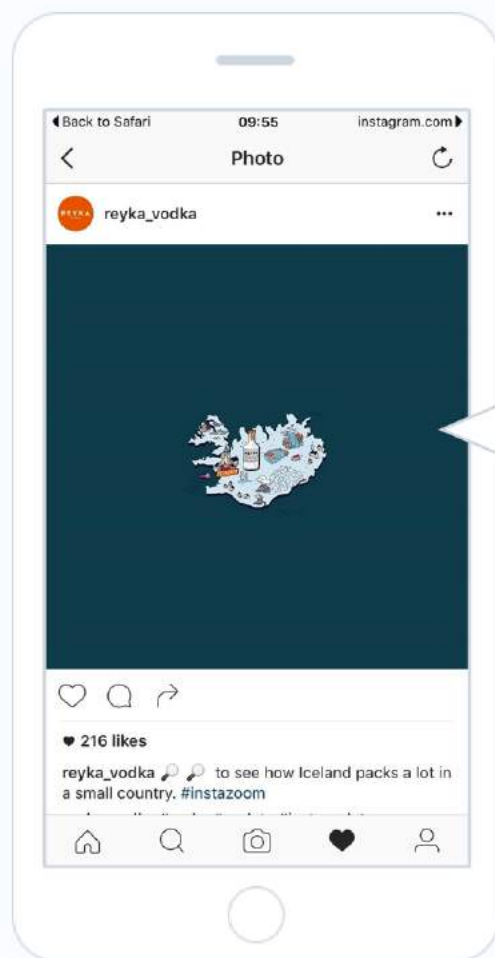
© 2016 Vine Labs, Inc.

ИНТЕРАКТИВНО СЪДЪРЖАНИЕ



<https://www.youtube.com/watch?v=h2rfkbjSf2U>

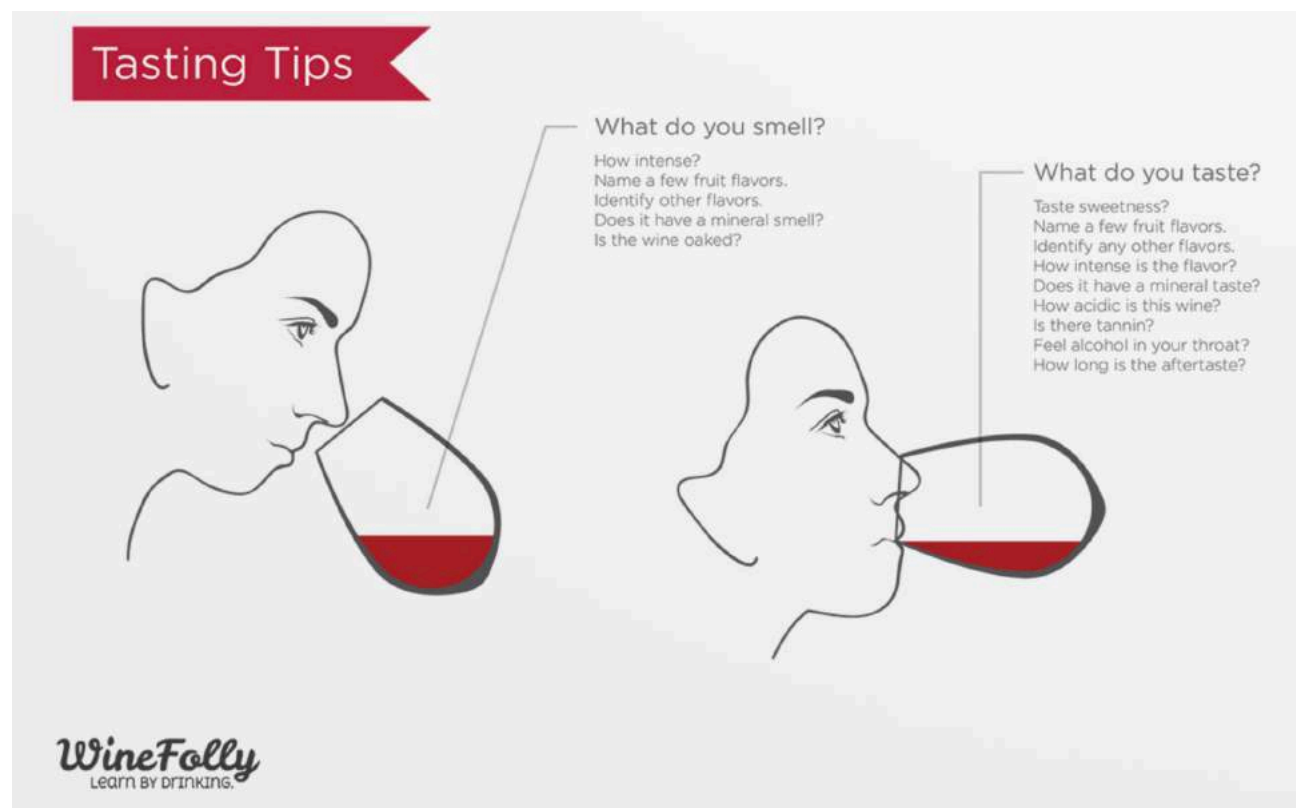
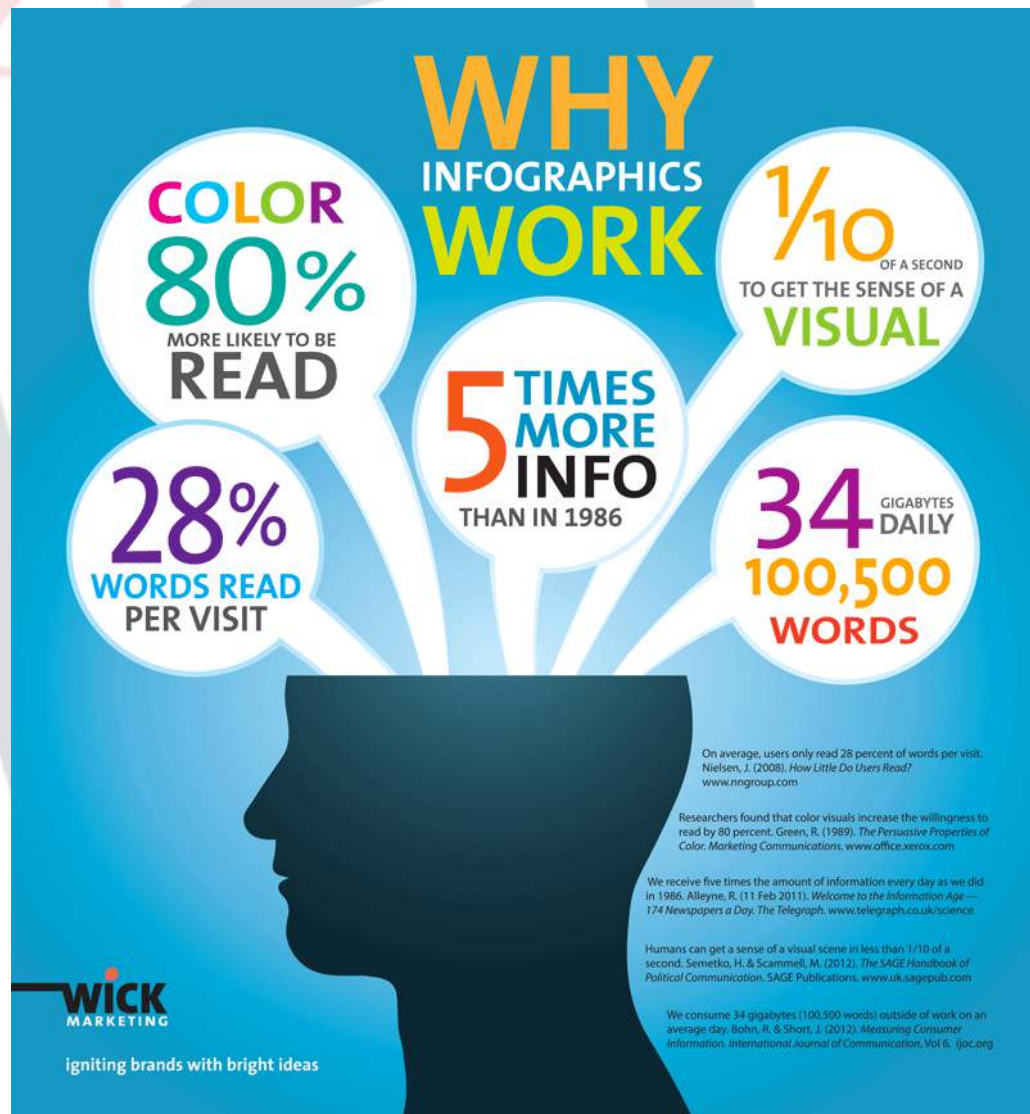
ИНТЕРАКТИВНО СЪДЪРЖАНИЕ



Zooming reveals a map of Iceland's most famous landmarks.



ИНФОРМАТИВНО СЪДЪРЖАНИЕ



ИНФОРМАТИВНО СЪДЪРЖАНИЕ



UNION SQUARE / TENDERLOIN / FINANCIAL DISTRICT

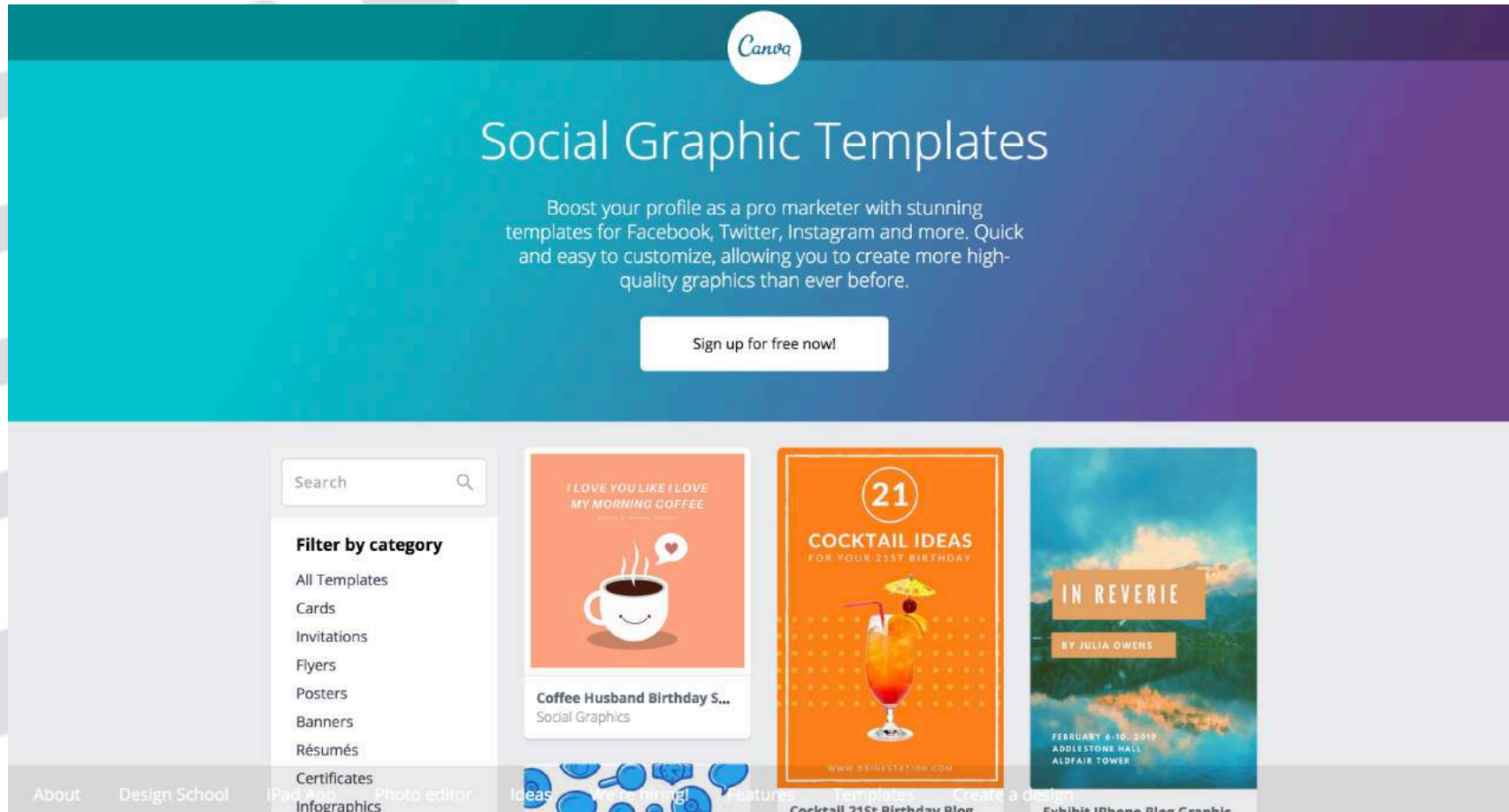
- | | |
|--|---|
|  1
COZIEST COFFEE SHOP
Taylor Street Coffee Shop
375 Taylor St |  6
BEST BURRITO
Colibri
438 Geary St
colibrimexicanbistro.net |
|  2
BEST PHOTO OP
City Hall
1 Dr Carlton B Goodlett Pl |  7
CRAFTIEST COCKTAILS AND BREWS
Bourbon and Branch
501 Jones St
bourbonandbranch.com |
|  3
FRESH AND LOCAL
Heart of the City Farmers Market
1182 Market St
hotcfarmersmarket.org |  8
LEND A HAND
Glide Memorial Church
330 Ellis St
glide.org |
|  4
ONLY IN SAN FRANCISCO
Vacation
651 Larkin St
vacation-sf.com |  9
CLASSIC SF RESTAURANT
Brenda's French Soul Food
652 Polk St
frenchsoulfood.com |
|  5
FAVORITE OUTDOOR SPOTS
Union Square
Geary St between Powell & Stockton St |  10
CULTURE FIX
Asian Art Museum
200 Larkin St
asianart.org |

A large, light gray illustration of a notepad with a red pencil resting on it, positioned on the left side of the slide. The notepad has several horizontal lines representing text.

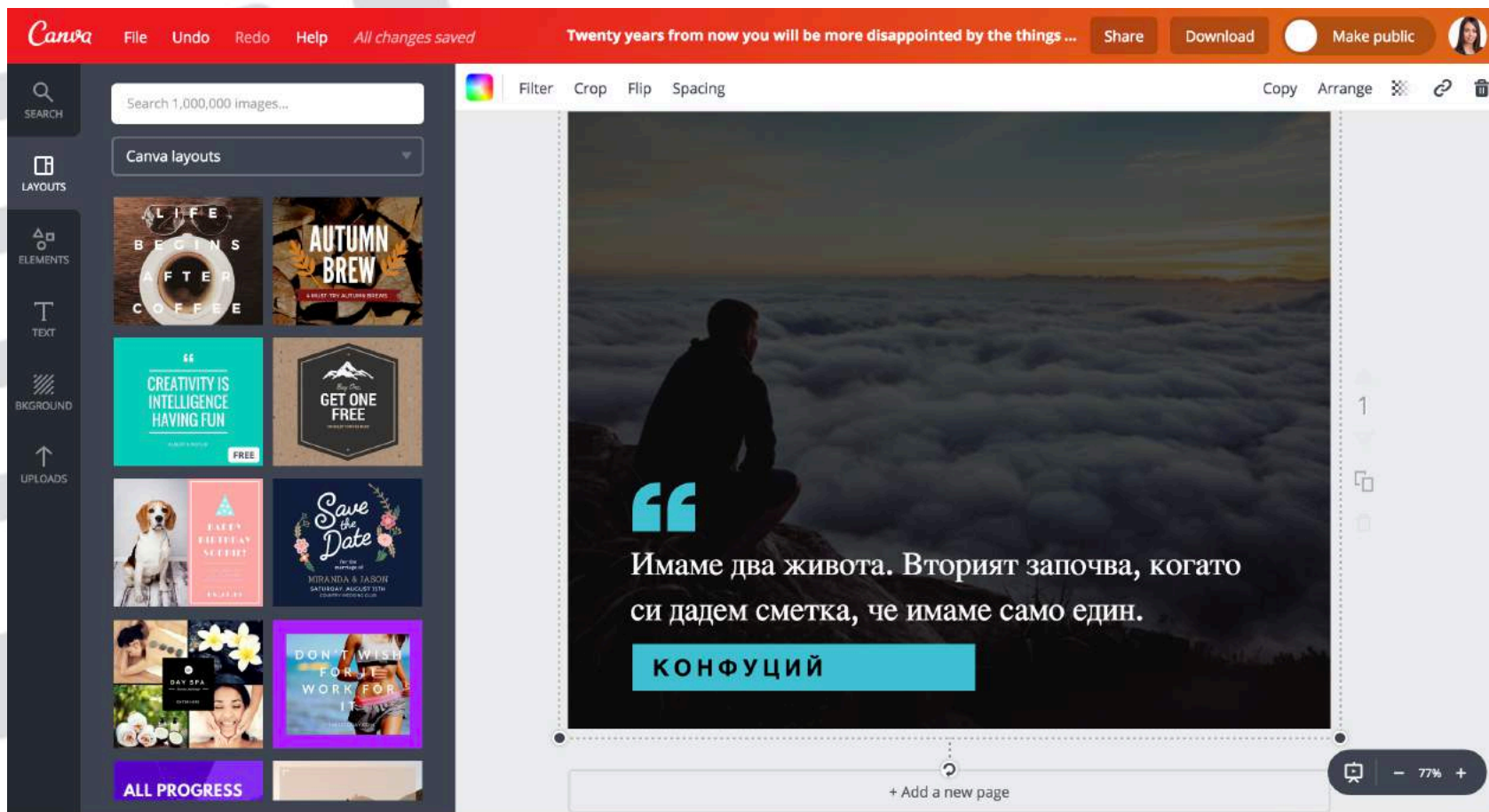
КАК?

Инструменти за създаване на визуално съдържание

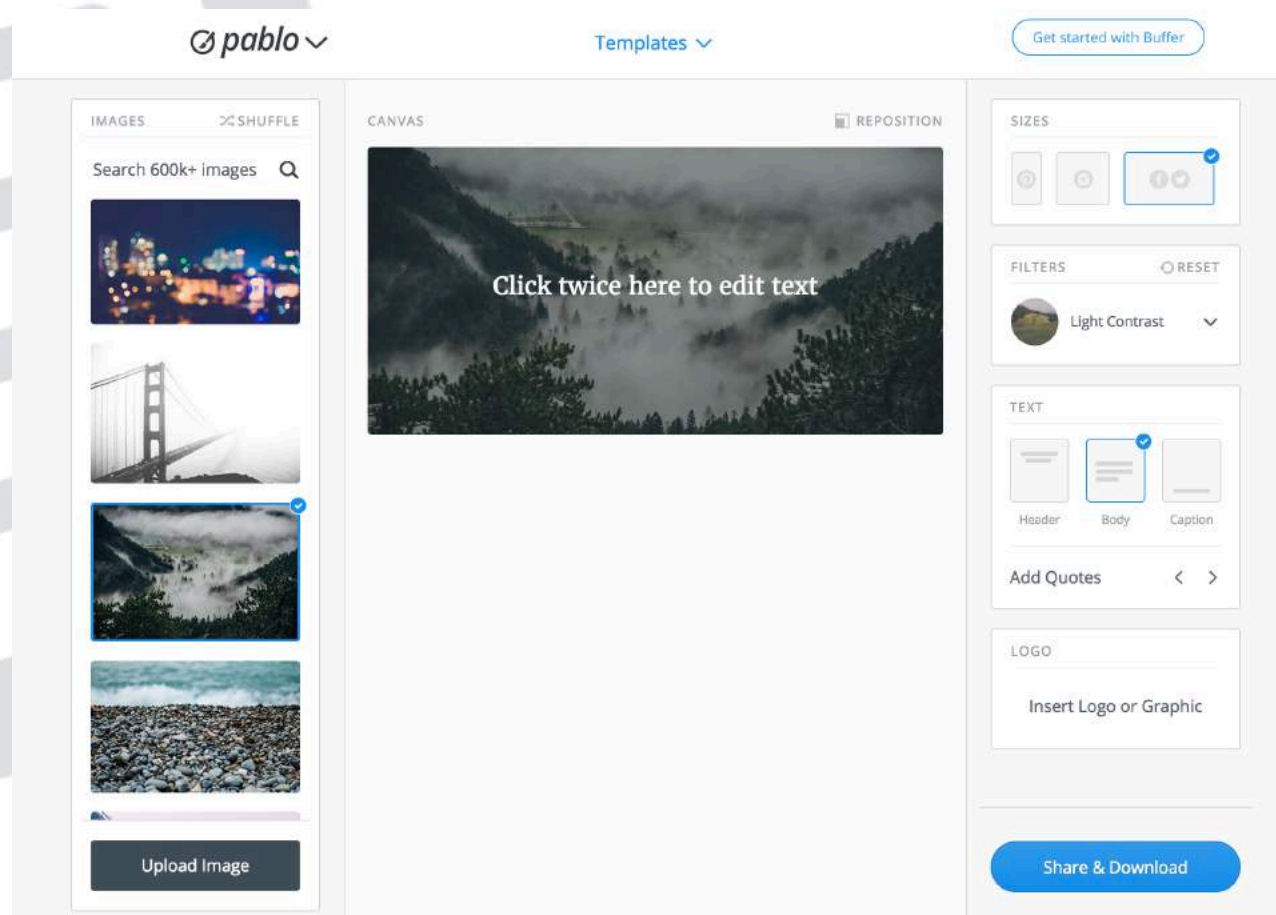
ИНСТРУМЕНТИ: CANVA



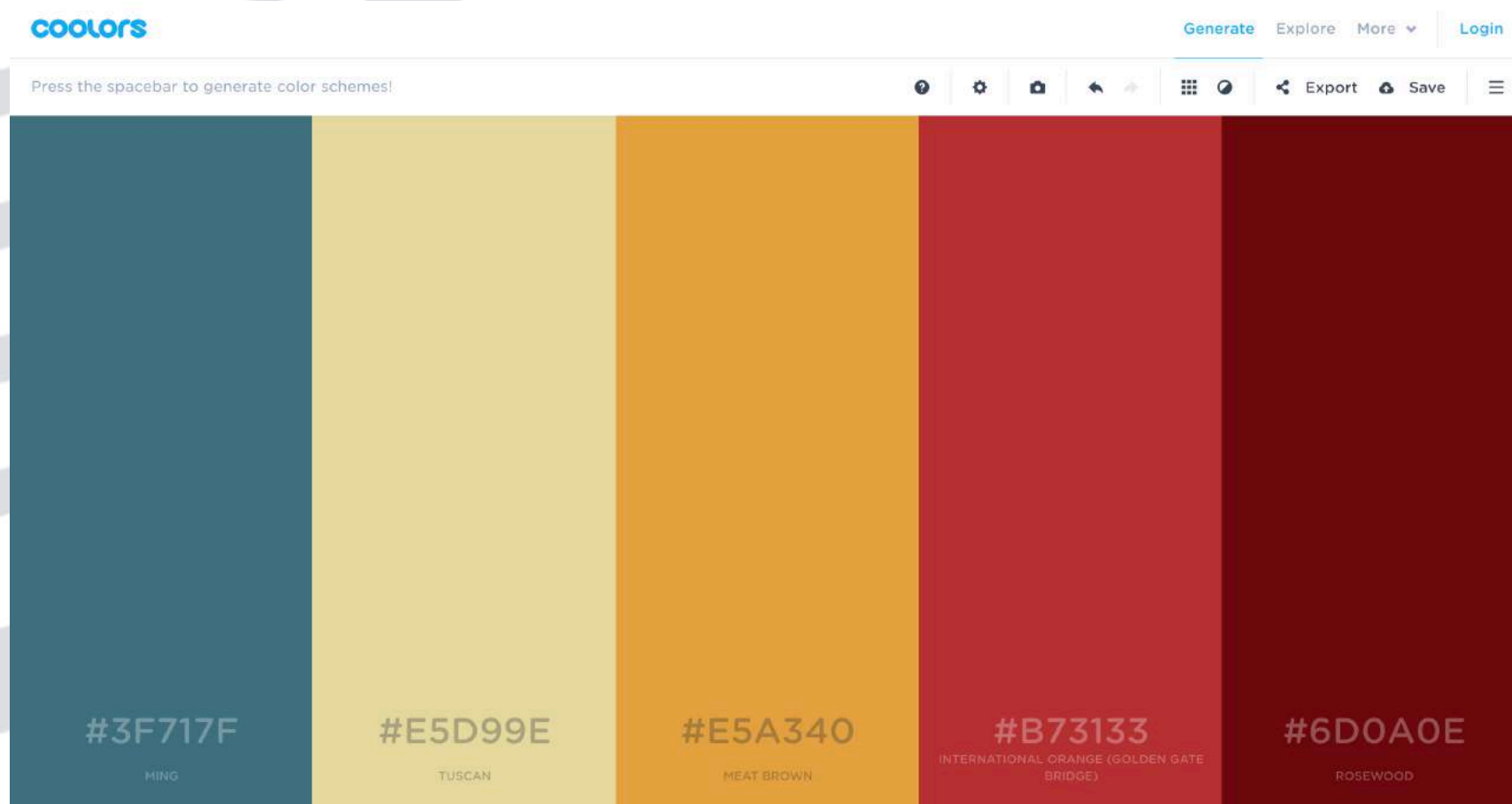
ИНСТРУМЕНТИ: CANVA



ИНСТРУМЕНТИ: PABLO



ИНСТРУМЕНТИ: COOLORS



ИНСТРУМЕНТИ: FREEPIK

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Birthday

Buttons

Christmas

Easter

Halloween

Icons

Logo Templates

Music

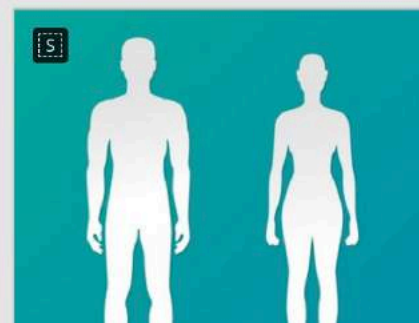
Objects

Ribbons

Sports

Templates

Transport

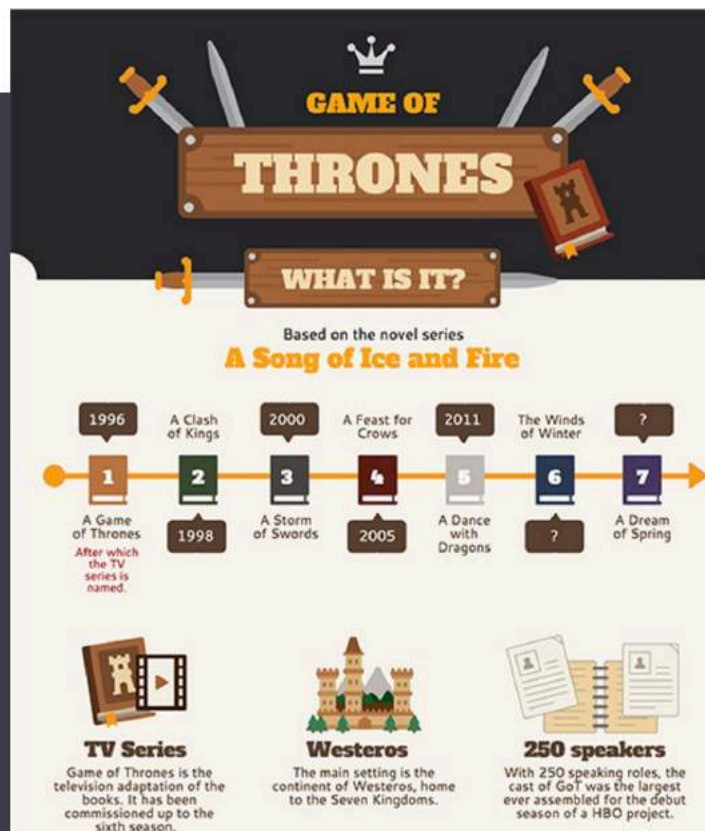


ИНСТРУМЕНТИ: PIKTOCHART

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A library of professionally designed templates, all with amazing visual appeal and comprehensive layouts.

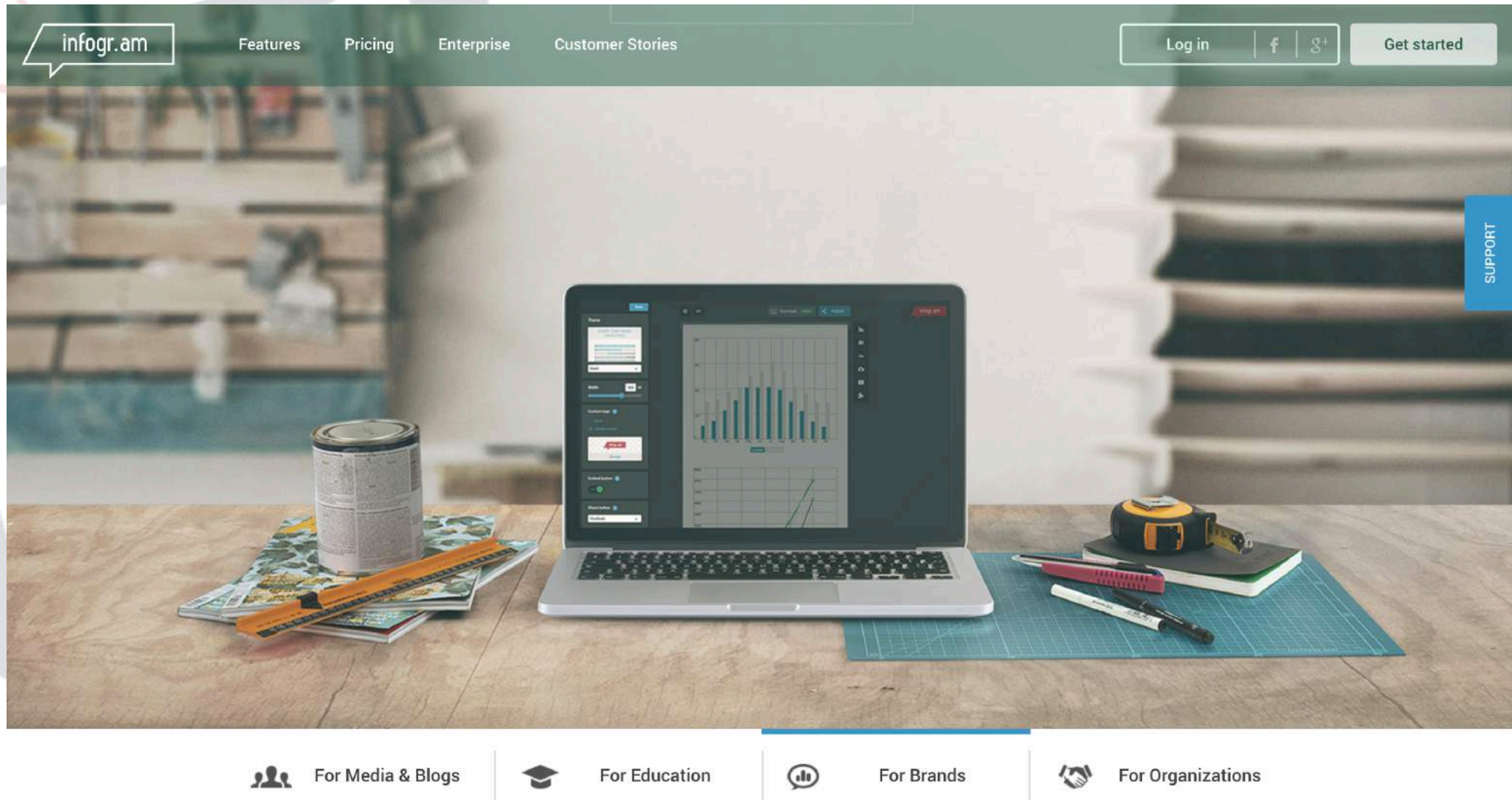


Infographics

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ИНСТРУМЕНТИ: INFOGRAM



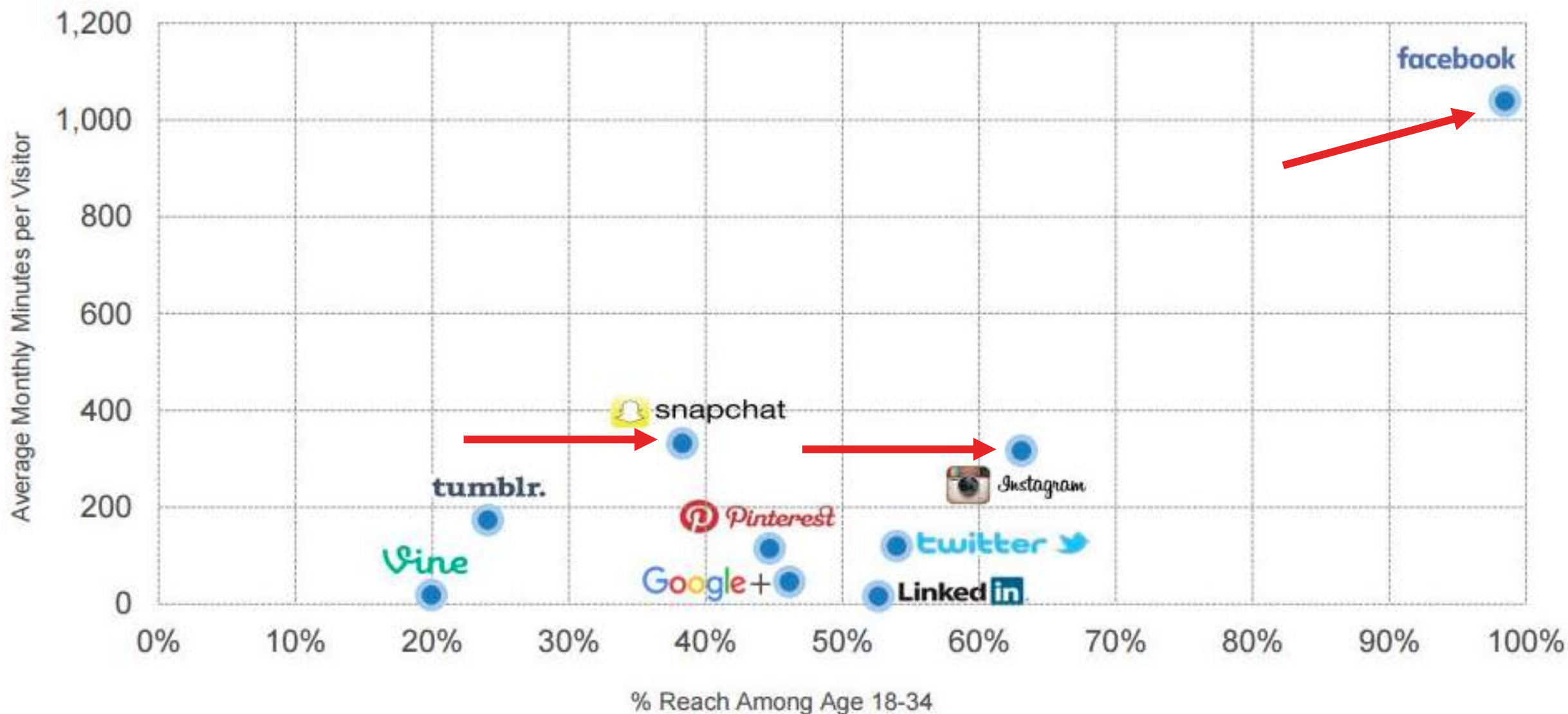


КЪДЕ?

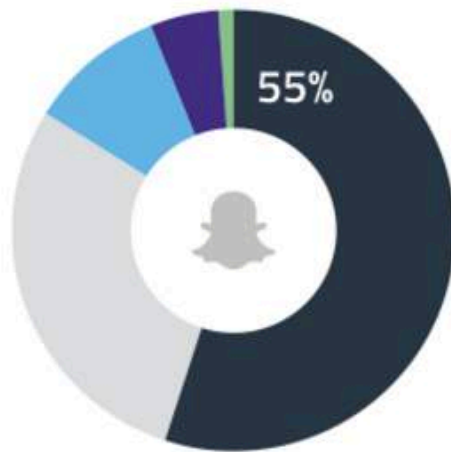
Платформи за визуално съдържание

Age 18-34 Digital Audience Penetration vs. Engagement of Leading Social Networks

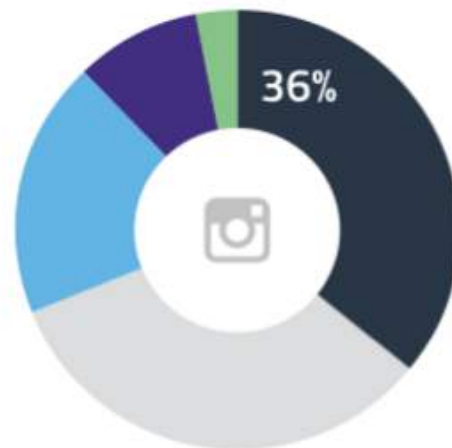
Source: comScore Media Metrix Multi-Platform, U.S., Dec 2015



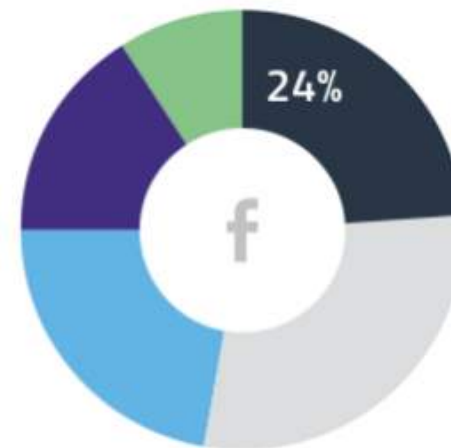
ACTIVE USERS BY AGE



Snapchat



Instagram



Facebook

INSTAGRAM

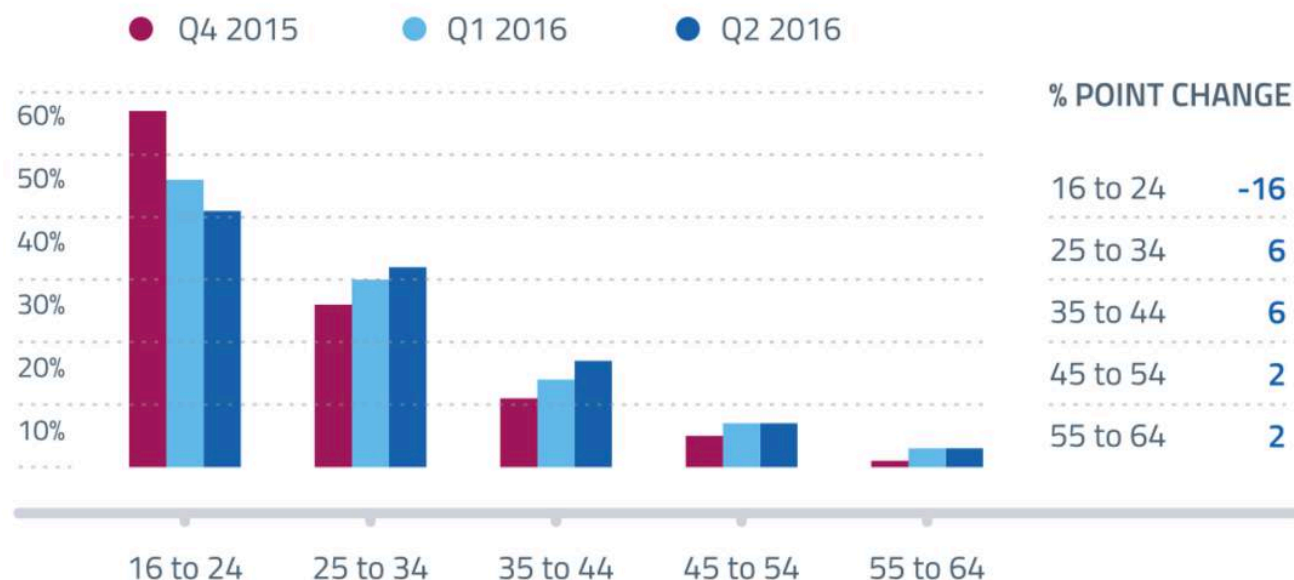
- Обхваща 50% от интернет популацията
- 500M monthly active users
- 300M daily active users
- 51% мъже, 49% жени
- 70% на 16-34 години

SNAPCHAT

- Обхваща ~20% от интернет популацията
- 150M daily active users
- 2/3 жени
- 73% на 16-34 години

AGE BREAKDOWN OF SNAPCHATTERS

% of Snapchat Users who are...





ЗАДАНИЕ:

**СЪЗДАЙТЕ ЕДИН ПРИМЕР ЗА ВИЗУАЛНО
СЪДЪРЖАНИЕ.**

ОБЯСНЕТЕ КЪДЕ БИХТЕ ГО ПУБЛИКУВАЛИ.

АРГУМЕНТИРАЙТЕ СЕ НА БАЗА ТАРГЕТ ПЕРСОНАТА.