



CONTENT MARKETING

4. Visual & Video content

Where are we?

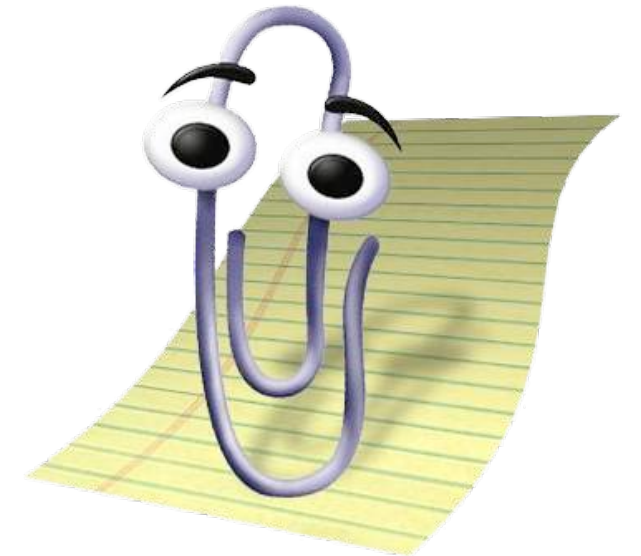
1. The Big Picture
2. Content Planning
3. Written Content
4. Visual Content. Video & Hybrid Formats
5. Landing Pages. Content Distribution
6. Content Analysis. Live Demo

#4 Visual Content

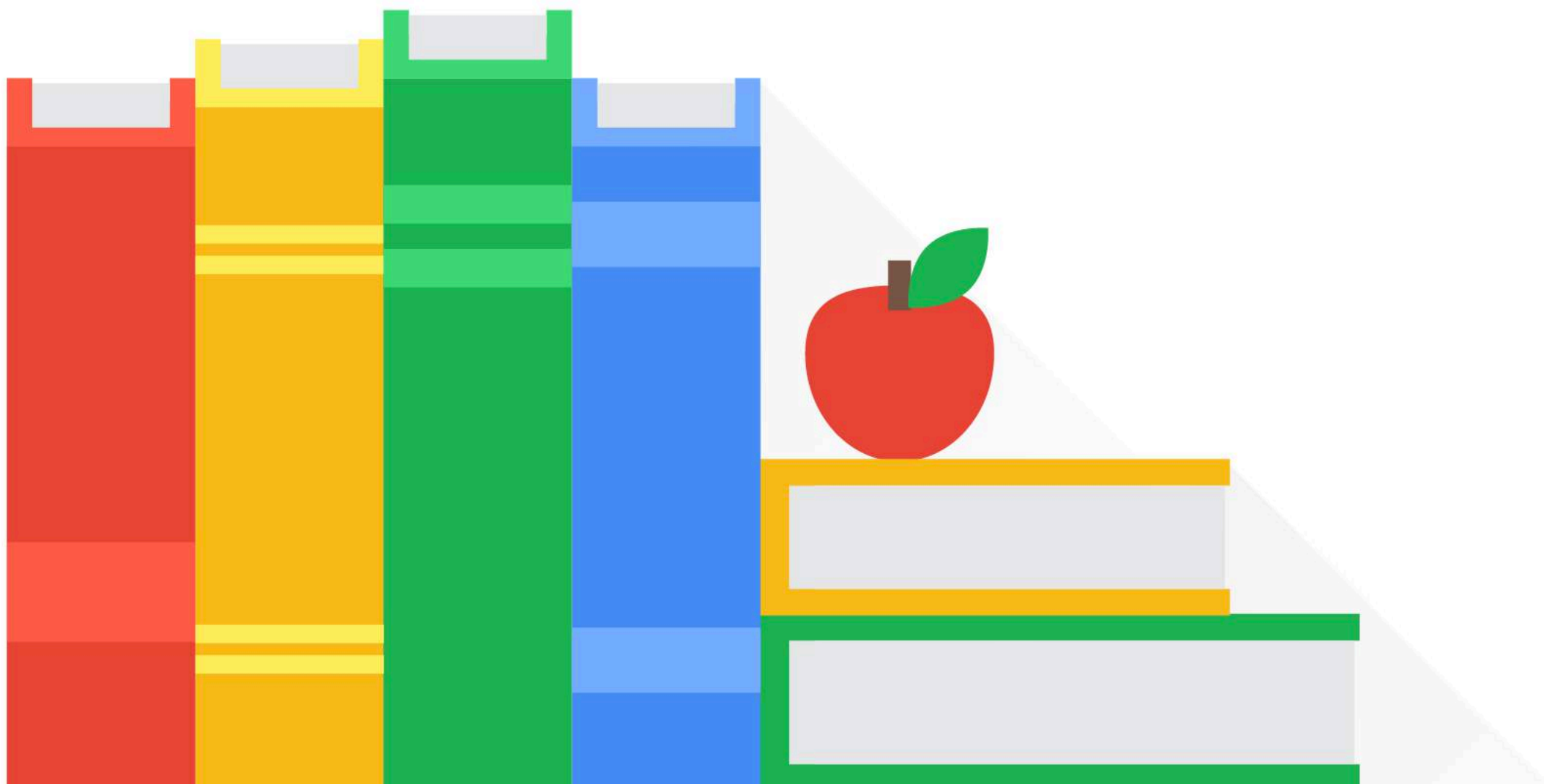
1. Visual styleguide
2. Standalone visual content
3. Visual content:
 1. Types & examples
 2. Tools
 3. Platforms
4. Video content:
 1. Types & examples

It looks like you're trying to ask a question.

Please, use **sli.do** – **CM4**



VISUAL STYLE GUIDES



Songs to Sing In The Shower



Confidence Boost



You Can Do It



Morning Motivation





Building Your Visual Styleguide

- Colors
- Focus
- Technical parameters
 - Size
 - White space
 - Angles
- Emotion

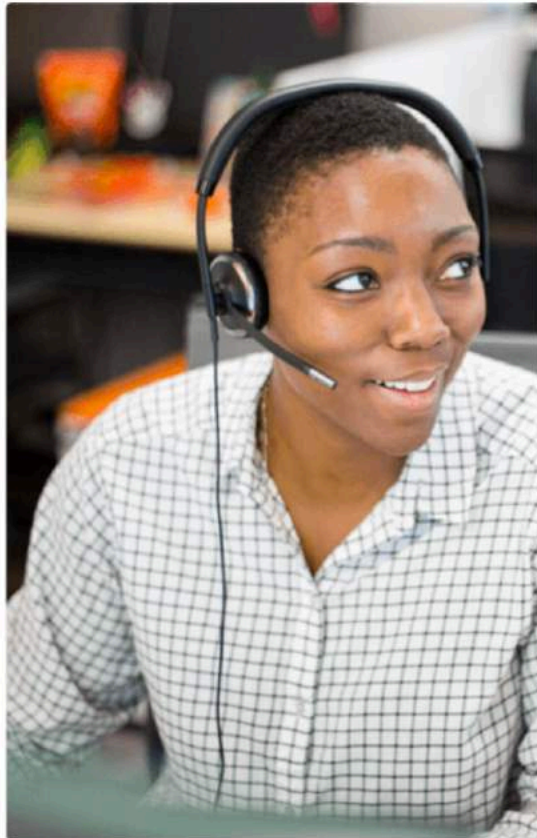
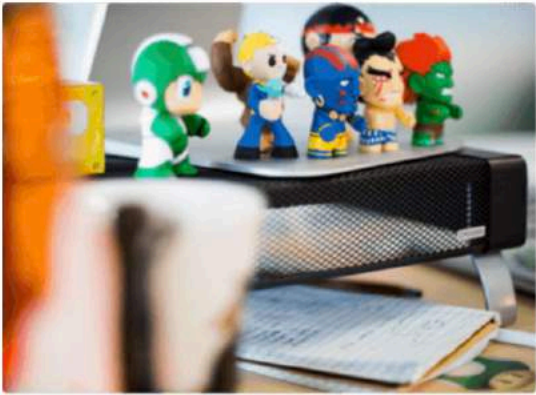
What to shoot, **How** to shoot it, What does it **say**?

Styleguide Examples

Brand Guidelines

Web Style Guide

Modules ▾



Examples of good and bad featured image for articles:

Example #1: 10 Tips To Embrace Your Life

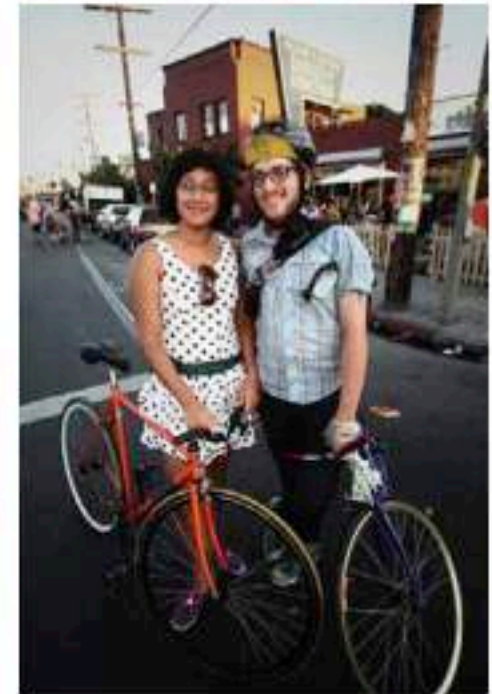
Reason: The bad one is unreal

Bad:



Good:



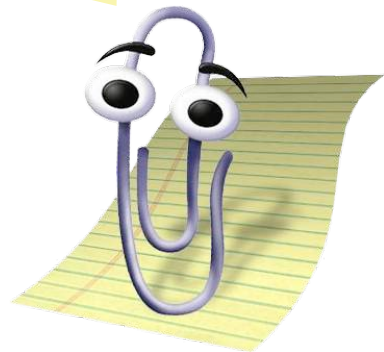


Images for style reference only. These images are not rights released for use by the Redfern brand.

<https://drive.google.com/drive/u/1/folders/1a9pHLwDnme-sTNhH2S4wRvrAhc2VMMjL>

CONTENT DECENTRALIZATION

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Supplementary Visuals

[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.

Vertical Measures' Hub & Spoke Model

Kaila Strong
Shared privately · Dec 16, 2013

#Googlepenalty

Epic amount of content! Check out this complete Google penalty recovery kit by **+Vertical Measures**. Huge amount of downloadable content in this PDF!

 Complete Google Penalty Recovery Kit by Vertical Measures

Vertical Measures

NewsCred and 4 others follow

Content Insight @content_insight · 12 Dec 2013
Google penalty recovery kit, @VerticalMeasure releases guide with sample docs like lyfthyC -seo. Freebies!

Matt Fielding @mattfielding2013 · 16 Jan 2014
Complete vGoogle Penalty Recovery Kit - FREE download from @VerticalMeasure verticalmeasures.com/complete-goog... << amazing free resource.

VERTICAL MEASURES

But if that's not enough and you feel like you need more of a guiding hand in the recovery task of penalty recovery, this is what we'd suggest you do next so to help:

- Diagnose Your Penalty
- Analyze Your Backlinks
- Prioritize an Action Plan
- Restore Disavowed Backlinks
- Monitor Links
- Repeat Reconciliation (Repeat)

Diagnose Your Penalty

Sometimes it's tough to determine which penalty your website may have incurred. Could it be manual? Algorithm? Harder to tell. We clearly identify which specific update has affected your site and when the penalty first occurred. This is the first step towards putting together an action plan for recovery, and we can't do that until you don't waste your time chasing down a problem you don't have.

Analyze Your Backlinks

The first action step is to create a full profile of any and all backlinks pointing to your site. We show and have access to the right tools so to say that. And put together a comprehensive backlink profile for you, all the while stripping the link to healthy links, regarding to link value, quality, regarding each site the link is to, and removing duplicates from the list.

Prioritize an Action Plan

We return the only part - as we highly recommend working with recovery specialists who will begin the integrity of your link profile through a strategic plan. After analyzing your profile of links, we'll help you understand what to do. We will do it, prove the link, remove the link, or we follow the link, all action plan will be put together for you, prioritizing what should be done first and what else to focus on.

oct 30

12 SEO Experts Weigh In on SEO 2014 Predictions

SEO is a constantly shifting landscape of so many different factors that it's hard to keep up with. But the good news is that the industry is full of experts who can help you stay on top of the latest trends and predictions for the coming year. We've gathered 12 SEO experts to weigh in on their predictions for 2014. What do you think will be the biggest changes to the industry in the coming year? What do you think will be the biggest challenges for SEO in 2014? Let us know in the comments below!

• What's going to change in the SEO industry in 2014? (Algorithm changes?)
• What do you see as the biggest challenges for SEO in 2014?

Don't forget to check out our upcoming webinar on SEO in 2014! It's a free webinar that will be a great resource for anyone looking to stay on top of the latest trends and predictions for the coming year. Sign up now!

Vertical Measures

Home

MORE TRAFFIC. MORE LEADS. MORE BUSINESS.

How to Measure (and Drive) Content Marketing ROI

Webinar: The ROI of Content Marketing

Join Andy Crestodina of Orbit Media and the team of Vertical Measures for a free Webinar on 1/10/15.

 THE COMPLETE GOOGLE PENALTY RECOVERY KIT

VERTICAL MEASURES

How to Recover from a Penguin Penalty and Over Optimize Anchor Text

By Mike Baker

Download

Discover how to recover from a Penguin penalty and over optimize anchor text. This webinar will show you how to recover from a Penguin penalty and over optimize anchor text. This webinar will show you how to recover from a Penguin penalty and over optimize anchor text.

VERTICAL MEASURES

How to Successfully Respond to a Manual Google

Free Webinar: How to Successfully Respond to a Manual Google Penalty

January 16th, 2014 - 11am PST / 2pm EST

VOLUMENINE

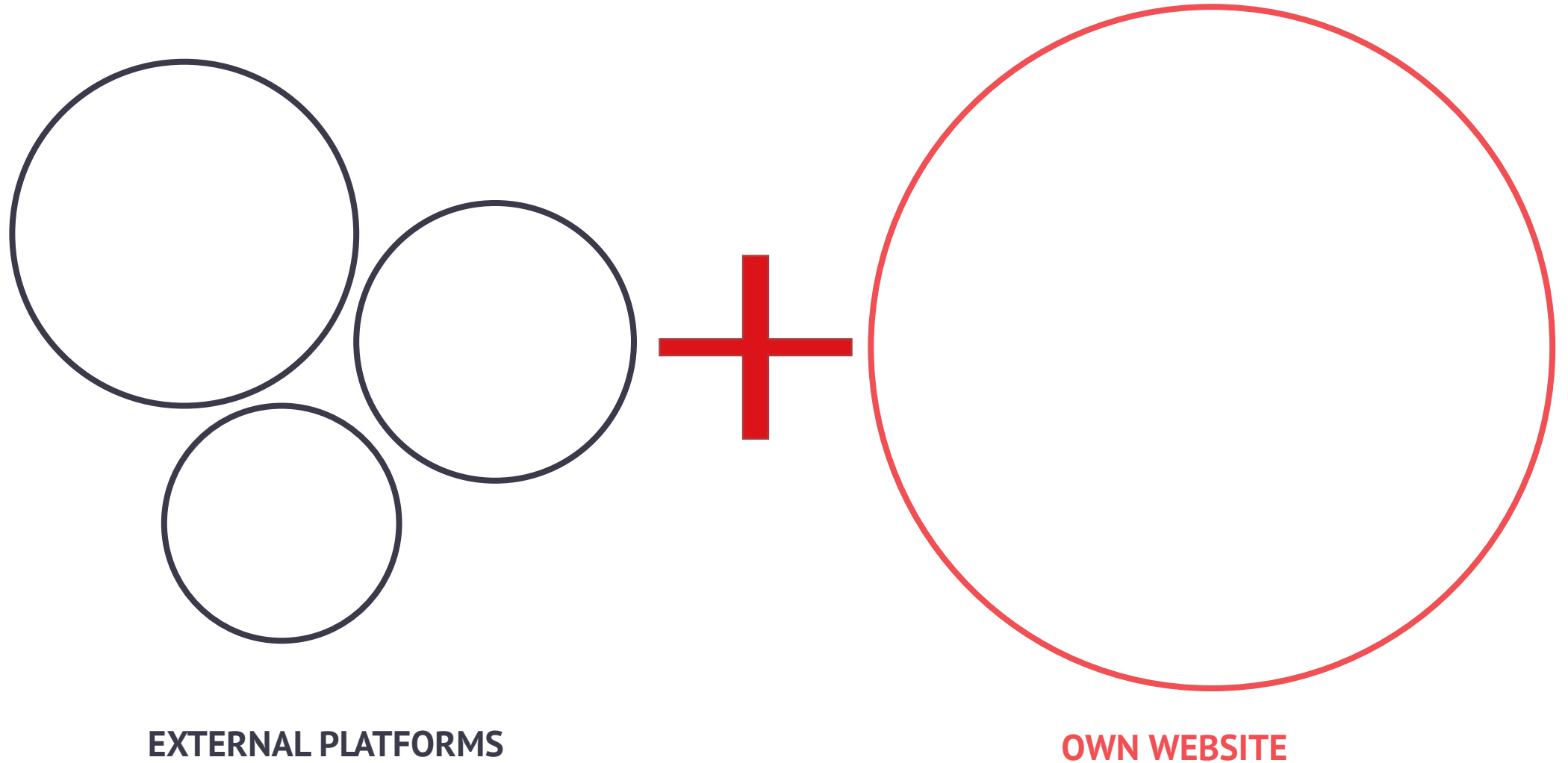
Advanced SEO Case Studies at Denver Digital Summit

12 Jan 15, 2014 · 11:00am - 12:00pm

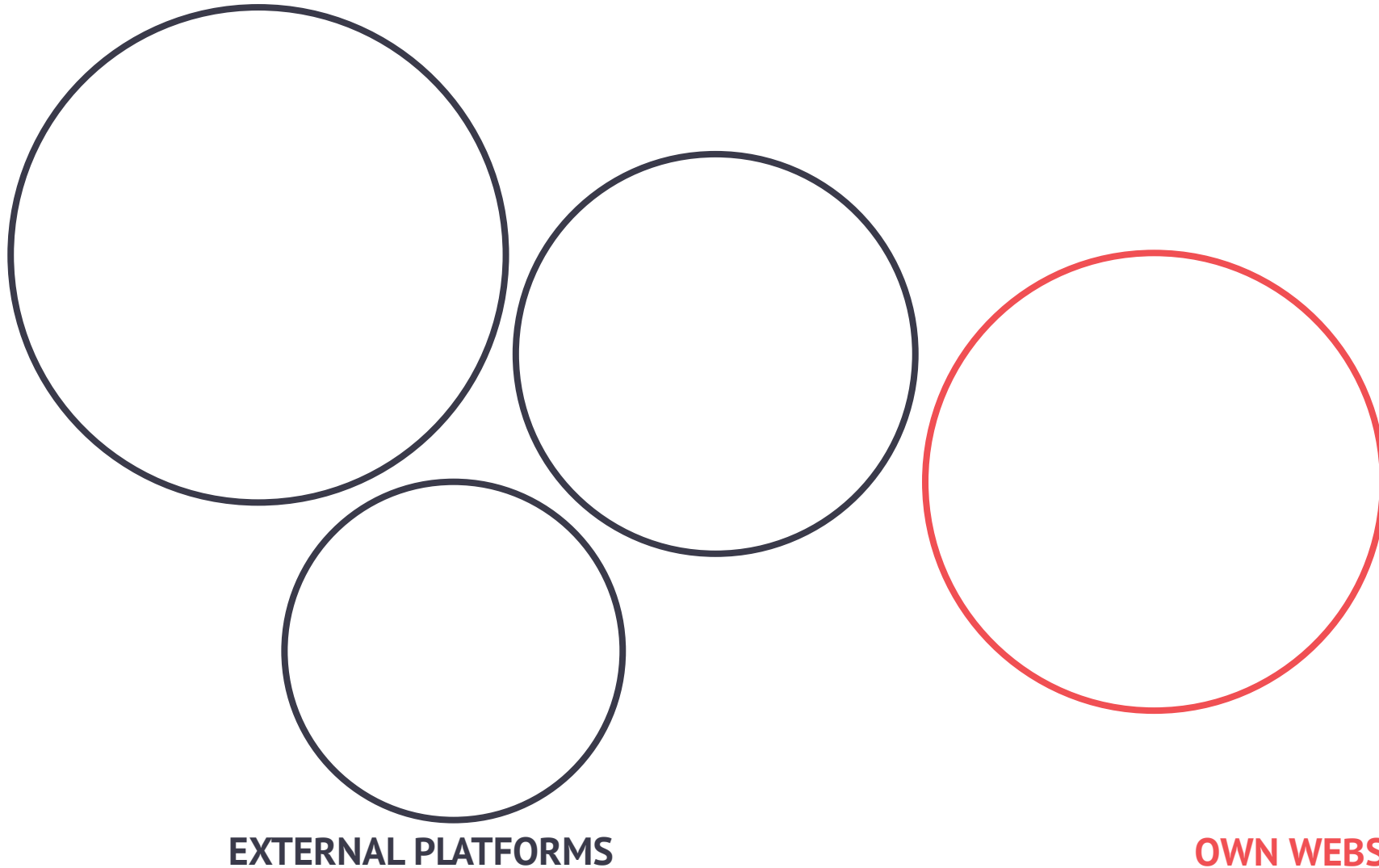
As the SEO experts dig up the latest SEO strategies and the edge of digital marketing, they will share their secrets with you. This is a great opportunity to learn from the best in the business.

Sign up now!

CONTENT DECENTRALIZATION



CONTENT DECENTRALIZATION



CONTENT DECENTRALIZATION



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

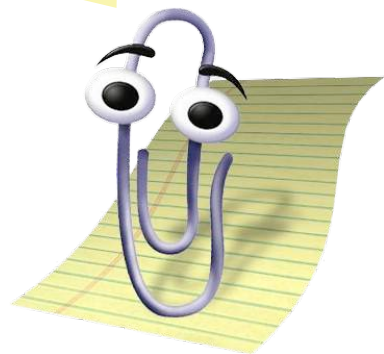
monikkxx Jaja q te parecen los ojos de la kumari @alealdaya

♡ Add a comment...



STANDALONE VISUAL CONTENT

sli.do – CM4



Standalone Visual Content

 | Instagram



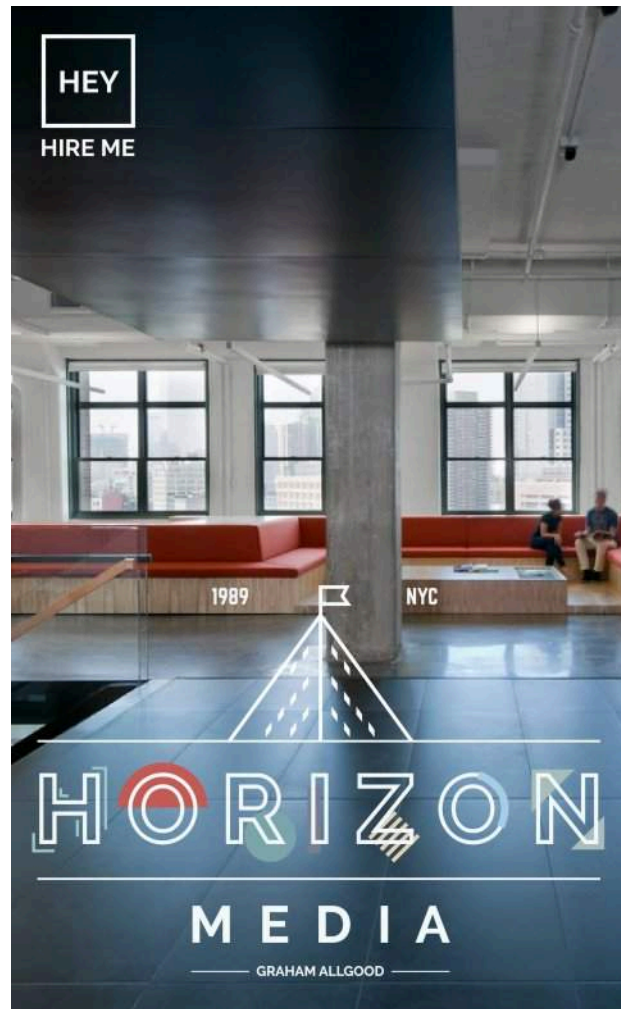
natgeo  Following  

12,000 posts 61.4m followers 108 following

National Geographic Life is an adventure—enjoy the ride and the world through the eyes of the National Geographic photographers. on.natgeo.com/2d6N486



Platform Specifics

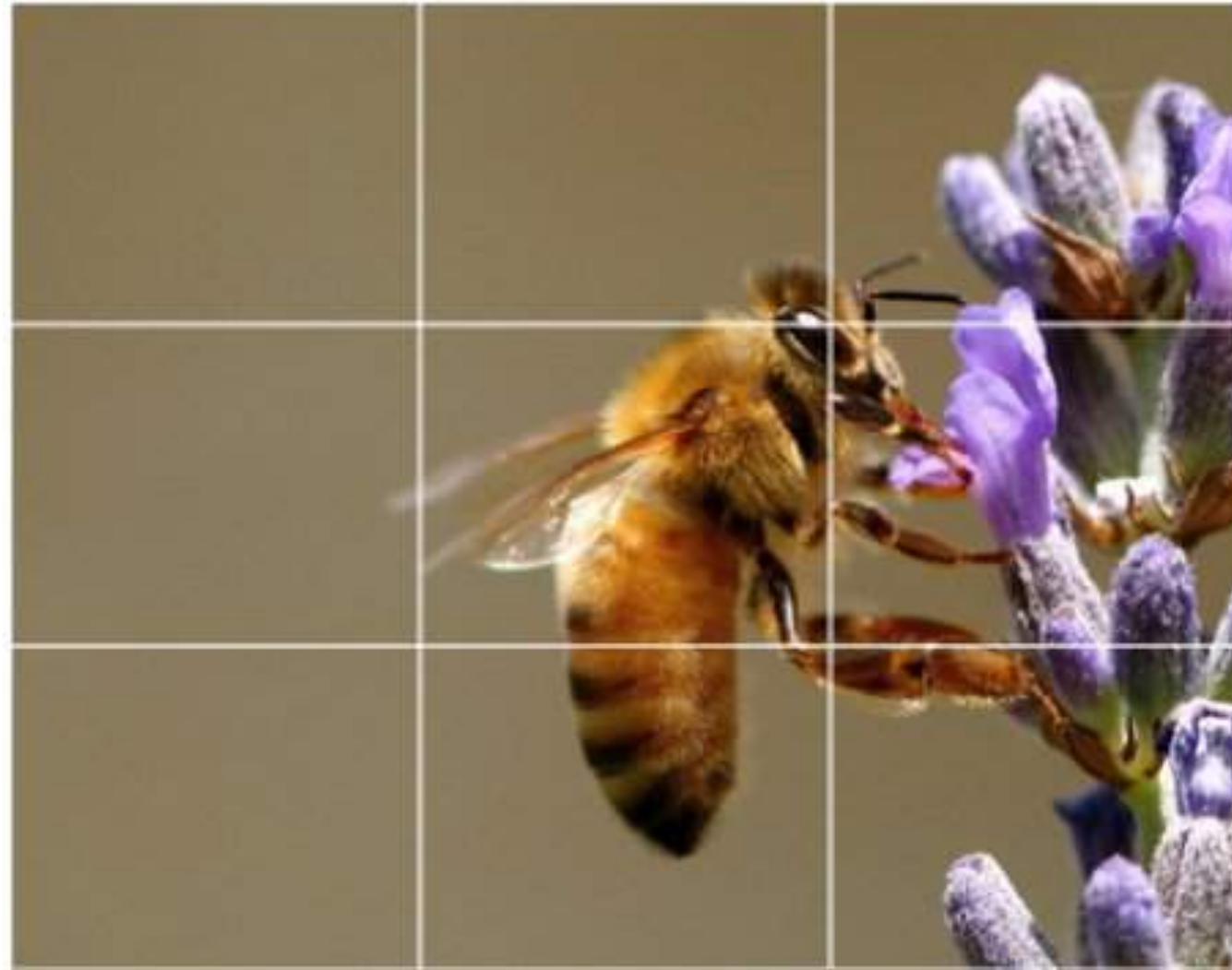


Geofilters



Face Swap

Rule of thirds



One focus



Interesting Backgrounds



Point-of-view



Reflections



Leading lines



Repetition



Details



☀ LIGHTNESS



Low Lightness



High Lightness

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

BACKGROUND

❤ double tap!



High Amount of Background

VS



Low Amount of Background

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

DOMINANT COLOR



Reddish Image

VS



Blueish Image

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



NUMBER OF COLORS



double tap!



Single Dominant Color



Multiple Dominant Colors

Images with a single dominant color generate **17% more likes** than images with multiple dominant colors.

SATURATION



Moderate Saturation



Low Saturation

❤ double tap!

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

TEXTURE

❤ double tap!



Textured Image

VS



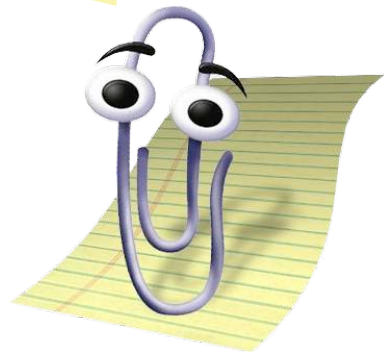
Smooth Image

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

What?

Types of visual content

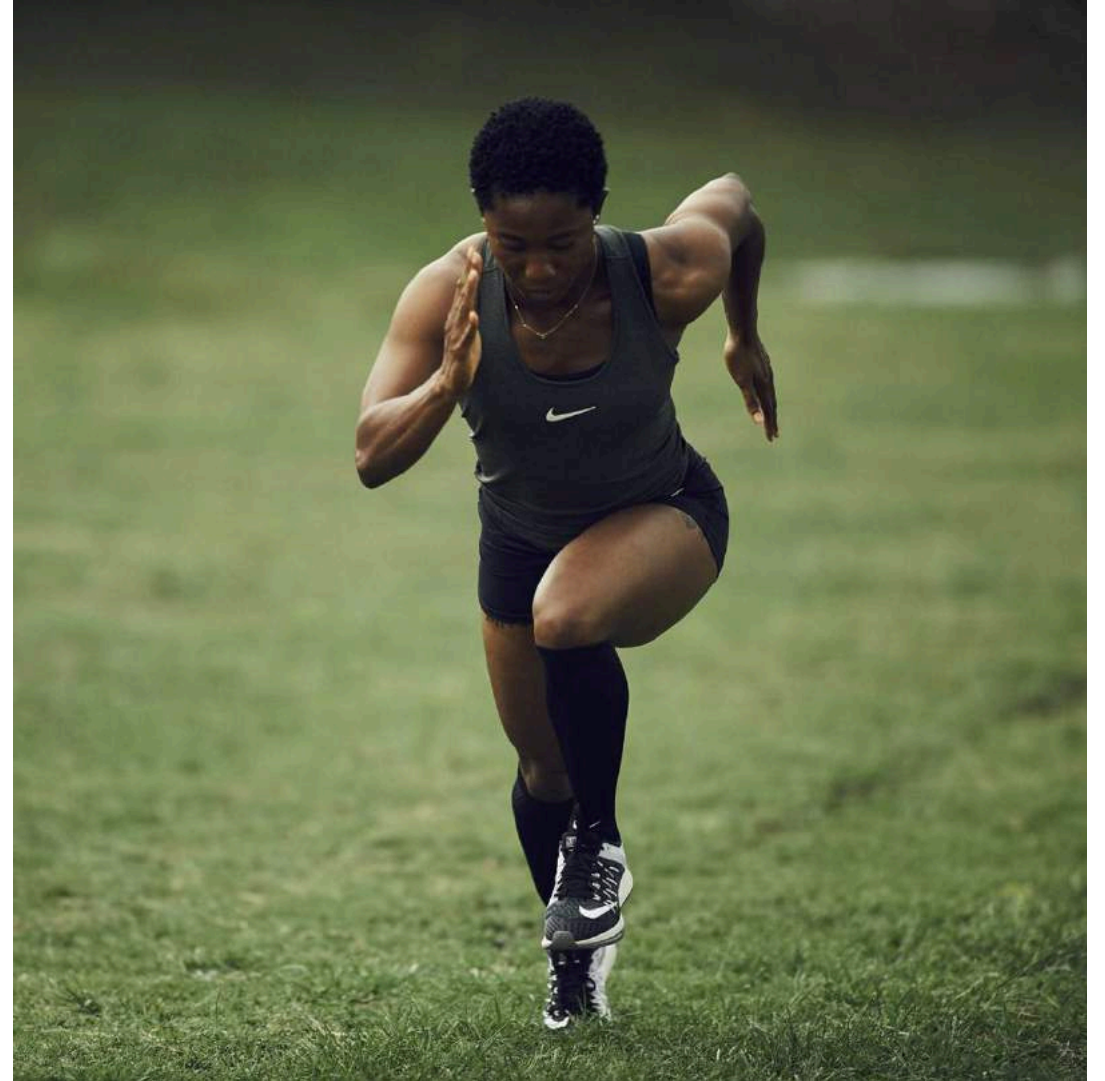
sli.do – CM4



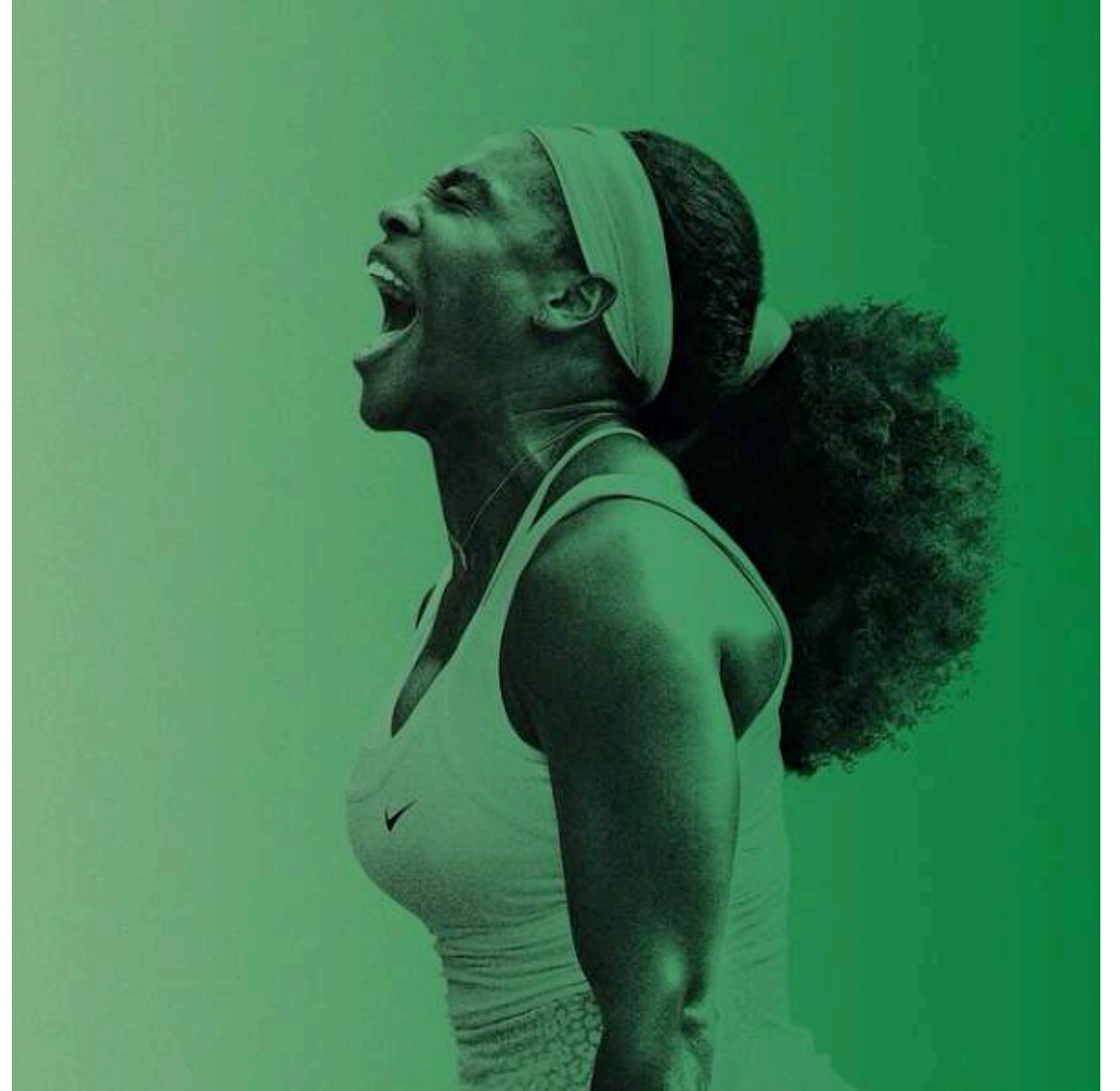
Motivation, Inspiration

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

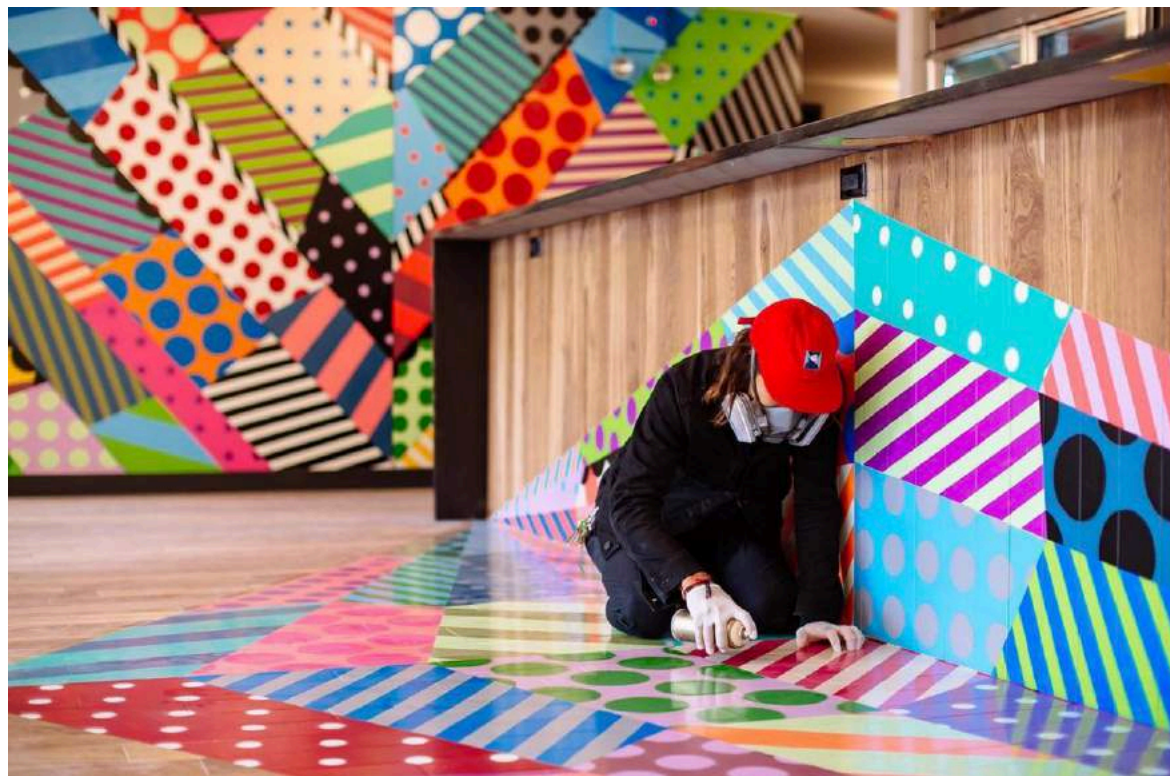
foundr
@FOUNDRMAGAZINE



Emotion



Behind the Scenes



wework
WeWork Penn St...

Following

582 likes

24w

wework Magic in the making.
@JasonWoodside

#tbt #mural #art

jasonwoodside 🙌🙏

josephamar Penn station slays

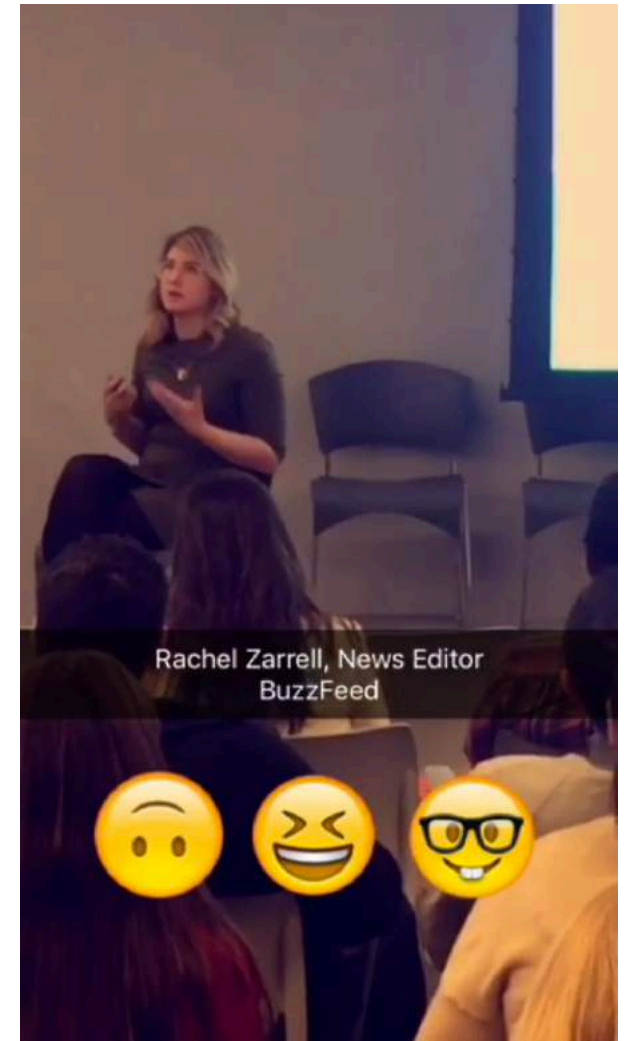
mickeydlite Penn needs something to
make it look better! Looks great!

invisionpsyhic 🙌❤️



Add a comment...

...



Using the grid



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



Showing just how customisable...

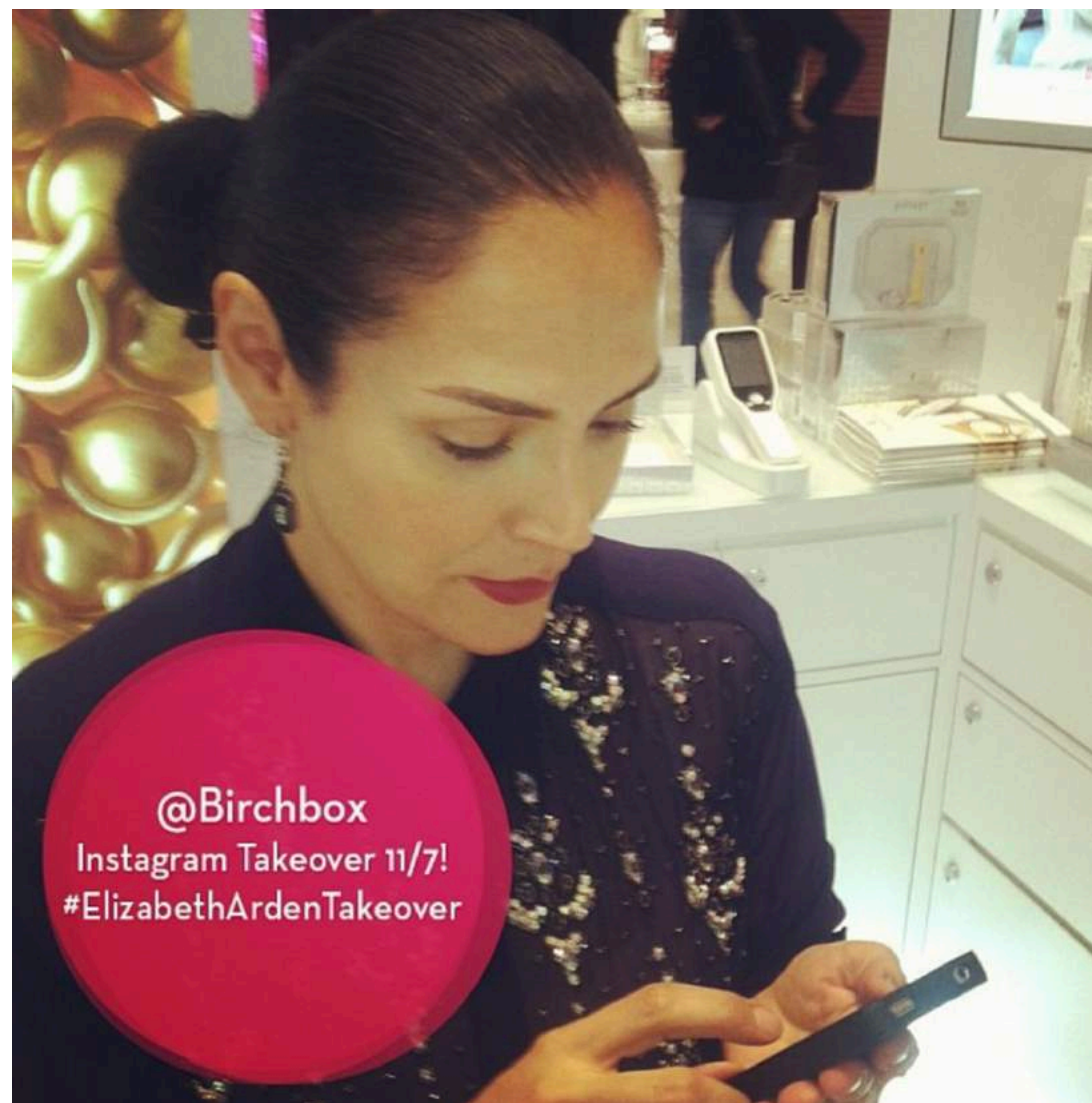


...the METOD shelving range is.



Influencer Marketing

BB8 in Paris



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...

...

User Generated Content



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...

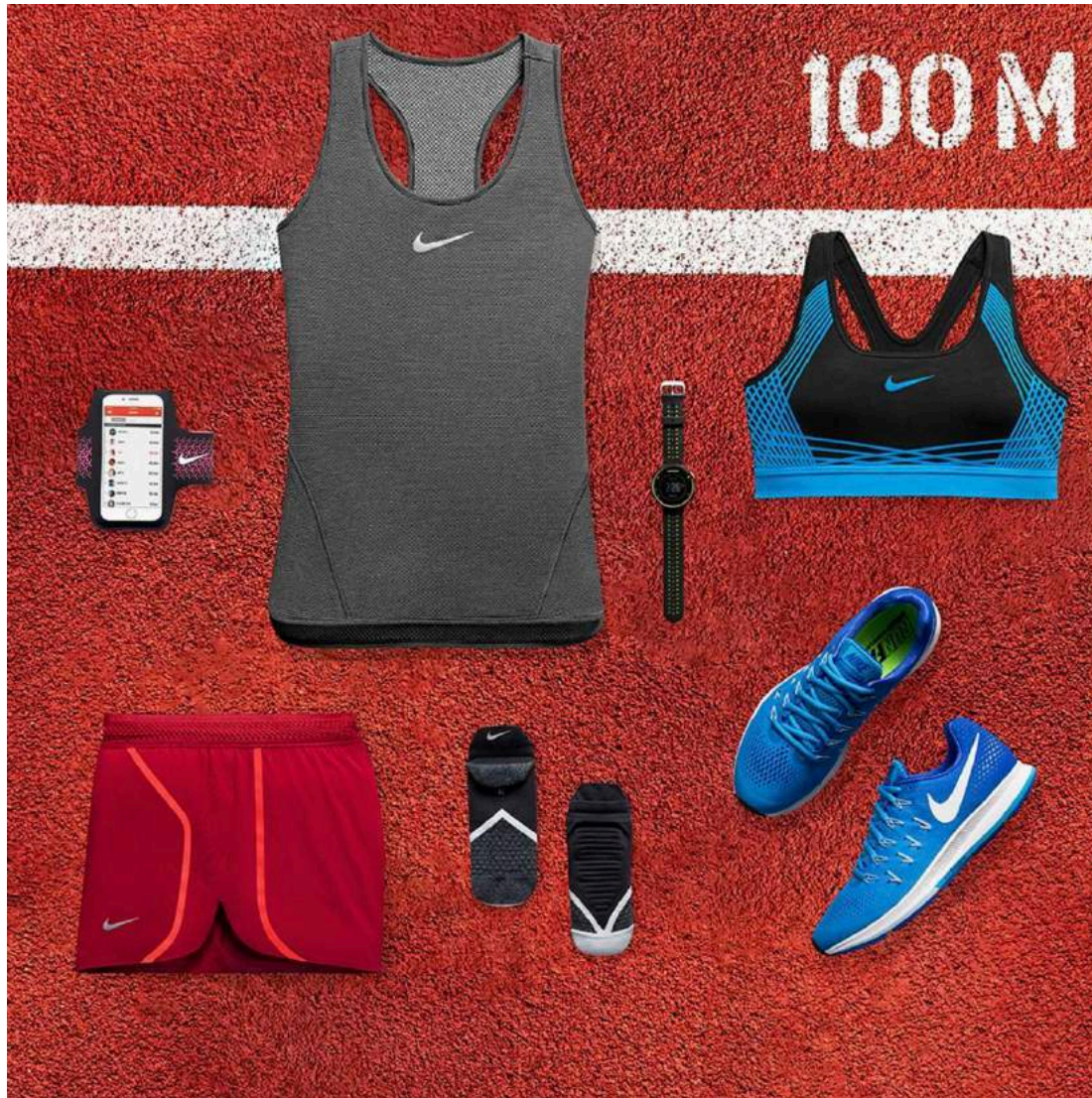


User Generated Content

<https://www.youtube.com/watch?v=TKNA5GnO7Xs>



Product shots - lifestyle



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!!

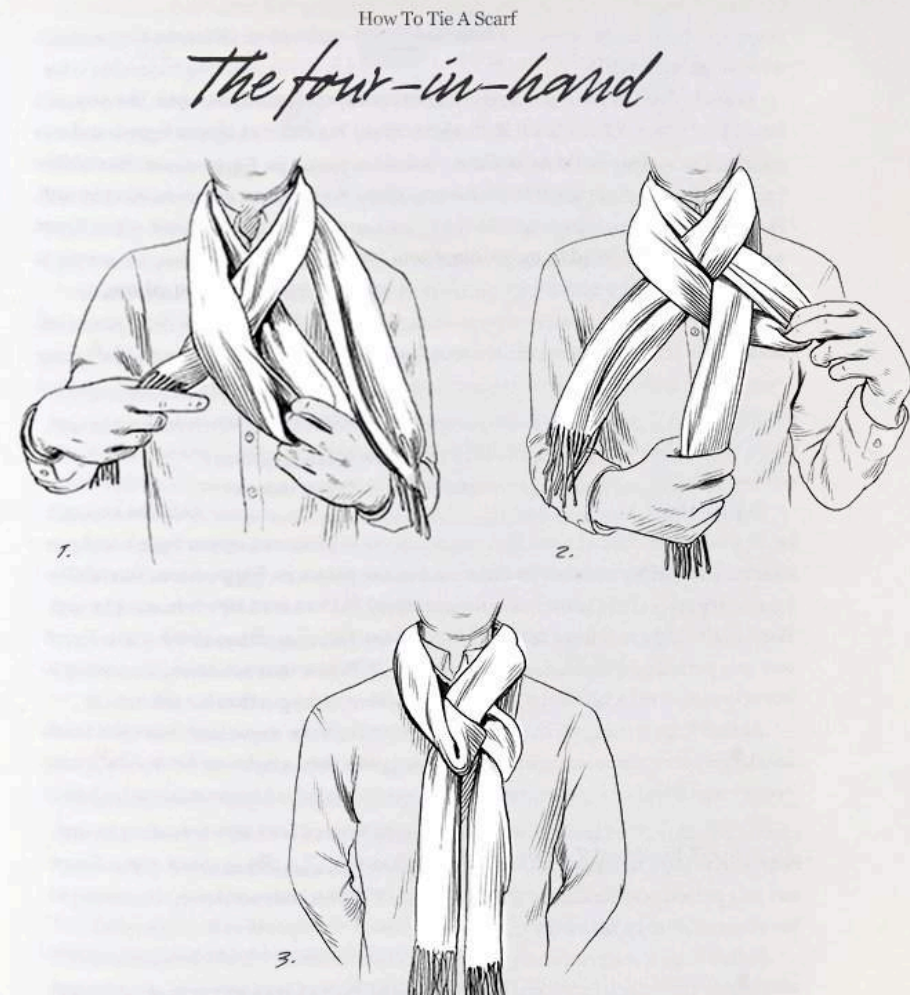


Add a comment...



How-to Posts

www.mrporter.com/journal/a-gentlemans-guide/how-to-tie-a-scarf/1523



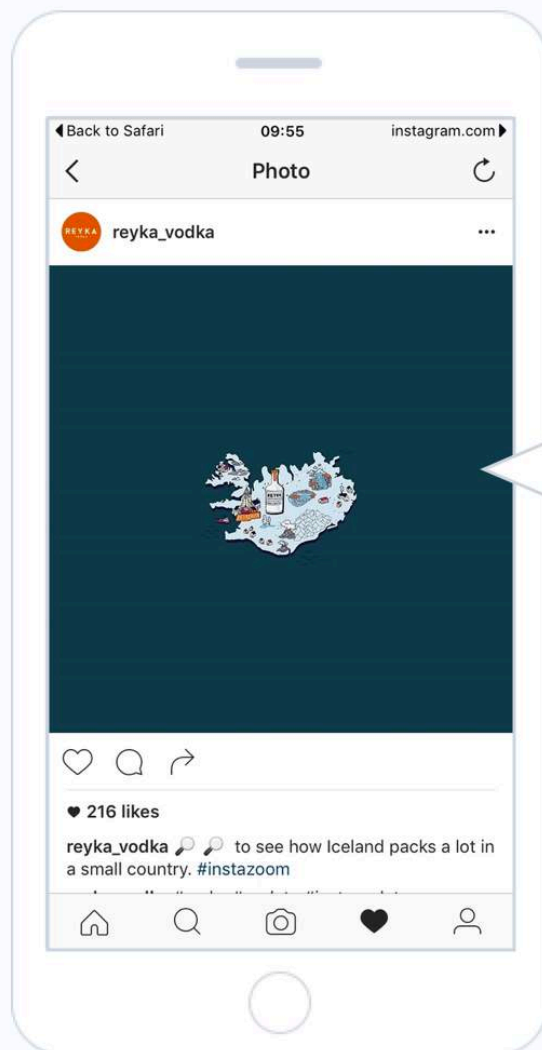
Interactive Content



2015: <https://www.youtube.com/watch?v=s0lOBx3BG2I>

2016: <https://www.youtube.com/watch?v=y8ej9na683E> - https://www.instagram.com/tsff2016_escaperoom/

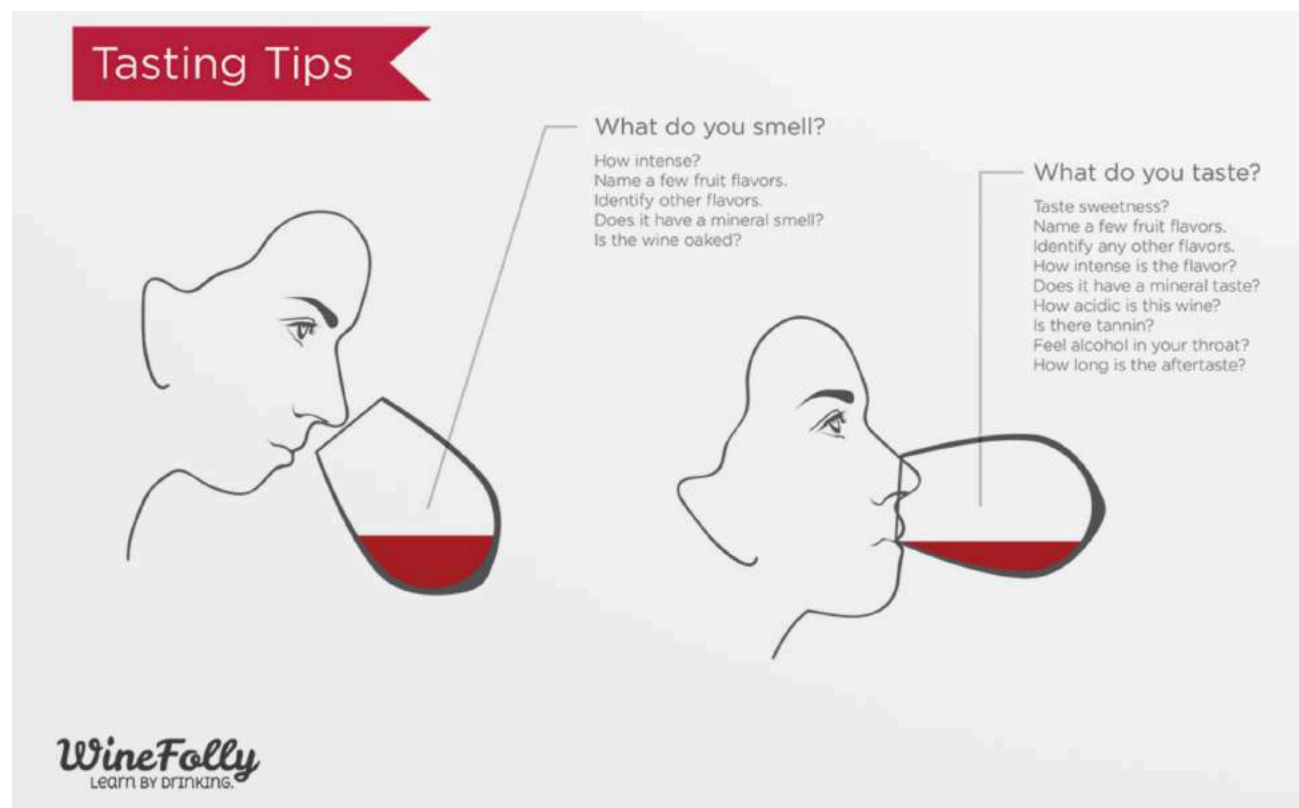
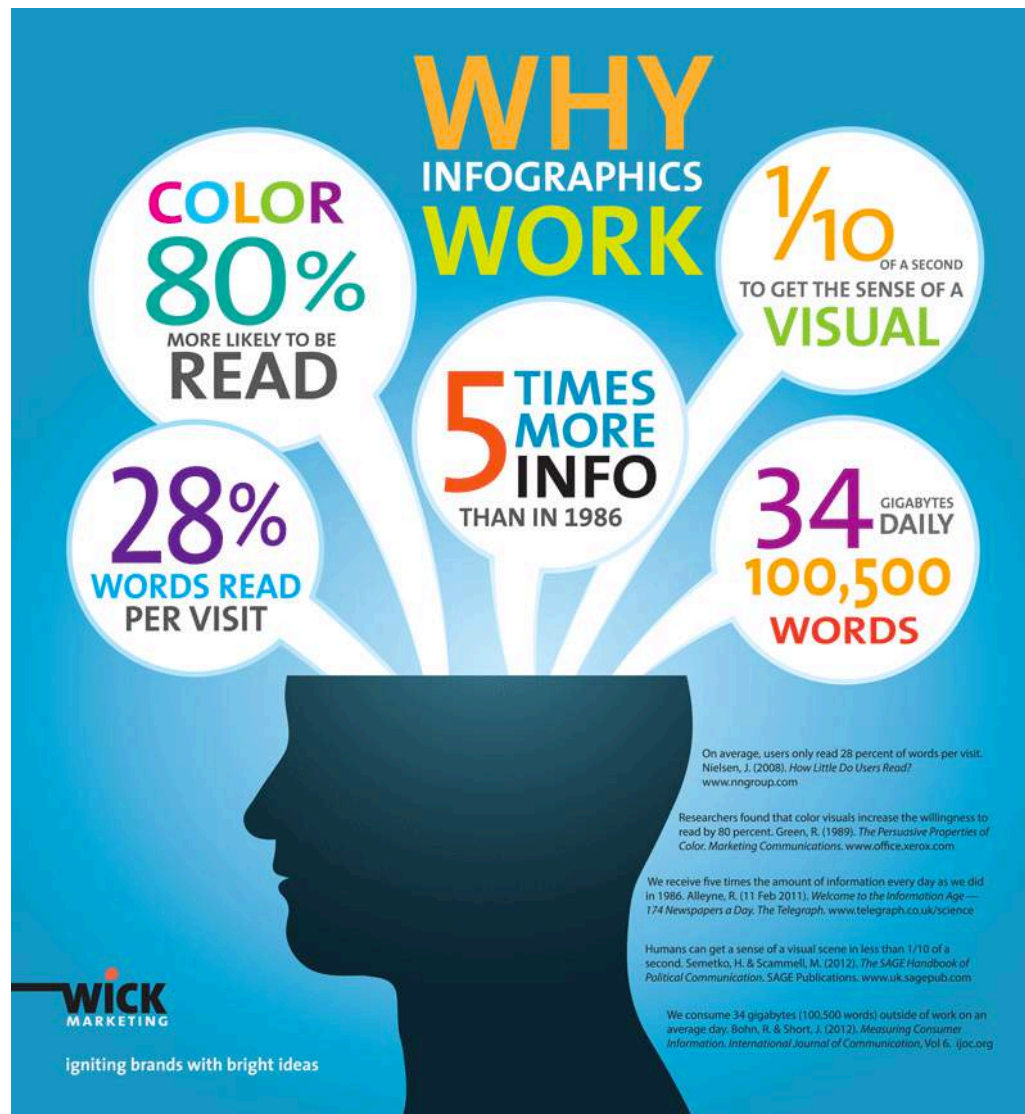
Interactive Content



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



Infographics



Infographics



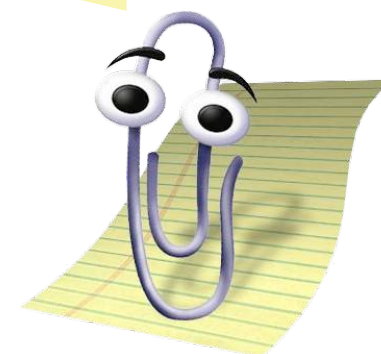
UNION SQUARE / TENDERLOIN / FINANCIAL DISTRICT

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

How?

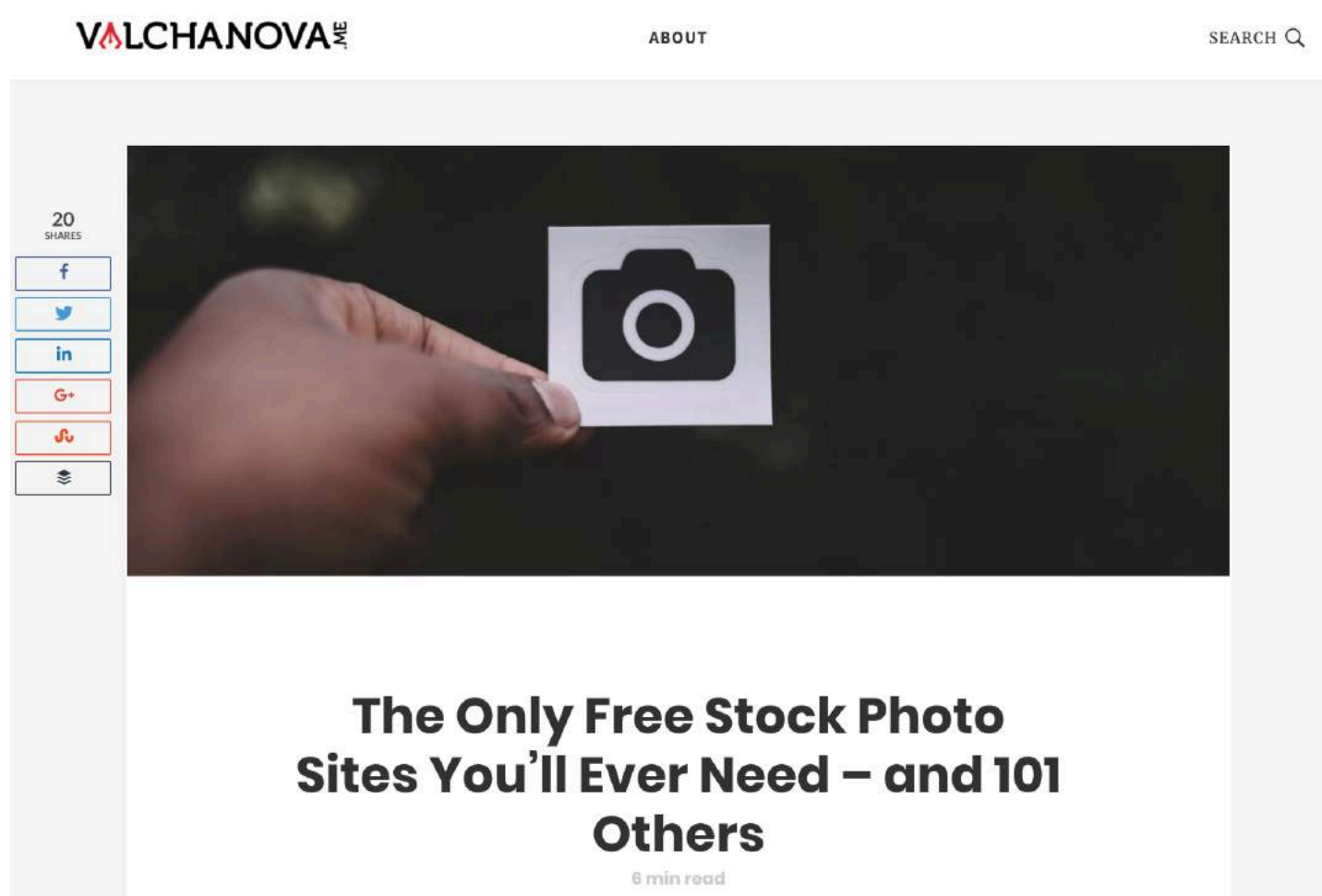
Visual Content Tools

sli.do – CM4



Copyrights & Sourcing Visuals

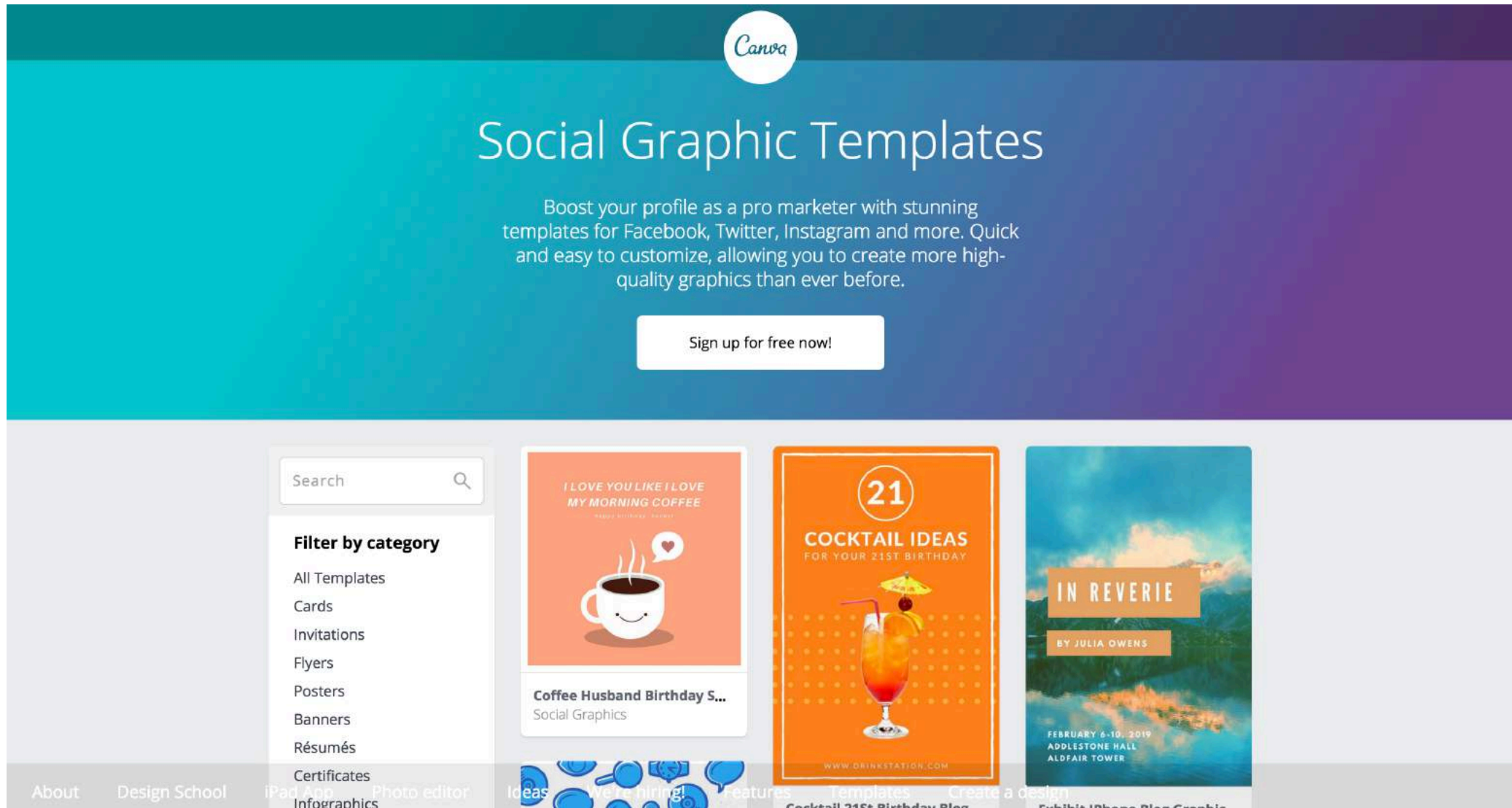
- <http://librestock.com/>
- <https://www.pexels.com/>
- <https://unsplash.com/>
- <https://magdeleine.co/>
- <https://pixabay.com/>
- <https://picjumbo.com/>
- <https://burst.shopify.com/>
- <http://www.freepik.com/>
- <http://www.flaticon.com/>



Full list: <https://valchanova.me/free-stock-photos/>

Canva

<https://canva.com>



The image shows the Canva website's landing page for social graphic templates. The header features the Canva logo in a white circle on a dark blue background. Below the logo, the text "Social Graphic Templates" is displayed in a large, white, sans-serif font. Underneath this, a paragraph in white text reads: "Boost your profile as a pro marketer with stunning templates for Facebook, Twitter, Instagram and more. Quick and easy to customize, allowing you to create more high-quality graphics than ever before." A white button with the text "Sign up for free now!" is centered below the paragraph. The main content area has a light gray background and includes a search bar with the placeholder text "Search" and a magnifying glass icon. To the left of the search bar is a "Filter by category" section with a list of categories: "All Templates", "Cards", "Invitations", "Flyers", "Posters", "Banners", "Résumés", "Certificates", and "Infographics". To the right of the search bar are three template preview cards. The first card is orange and features a white coffee cup with a smiling face and steam, with the text "I LOVE YOU LIKE I LOVE MY MORNING COFFEE" and "Coffee Husband Birthday S... Social Graphics". The second card is orange and features a cocktail glass with a straw and a cherry, with the text "21 COCKTAIL IDEAS FOR YOUR 21ST BIRTHDAY" and "www.drinkstation.com". The third card is blue and features a landscape with a sunset and mountains, with the text "IN REVERIE" and "BY JULIA OWENS". At the bottom of the page, there is a navigation bar with links: "About", "Design School", "iPad App", "Photo editor", "Ideas", "We're hiring!", "Features", "Templates", "Create a design", and "Exhibit 18hops Blog Graphic".

Canva

Social Graphic Templates

Boost your profile as a pro marketer with stunning templates for Facebook, Twitter, Instagram and more. Quick and easy to customize, allowing you to create more high-quality graphics than ever before.

Sign up for free now!

Search

Filter by category

- All Templates
- Cards
- Invitations
- Flyers
- Posters
- Banners
- Résumés
- Certificates
- Infographics

I LOVE YOU LIKE I LOVE MY MORNING COFFEE

Coffee Husband Birthday S...
Social Graphics

21 COCKTAIL IDEAS FOR YOUR 21ST BIRTHDAY

www.drinkstation.com

IN REVERIE

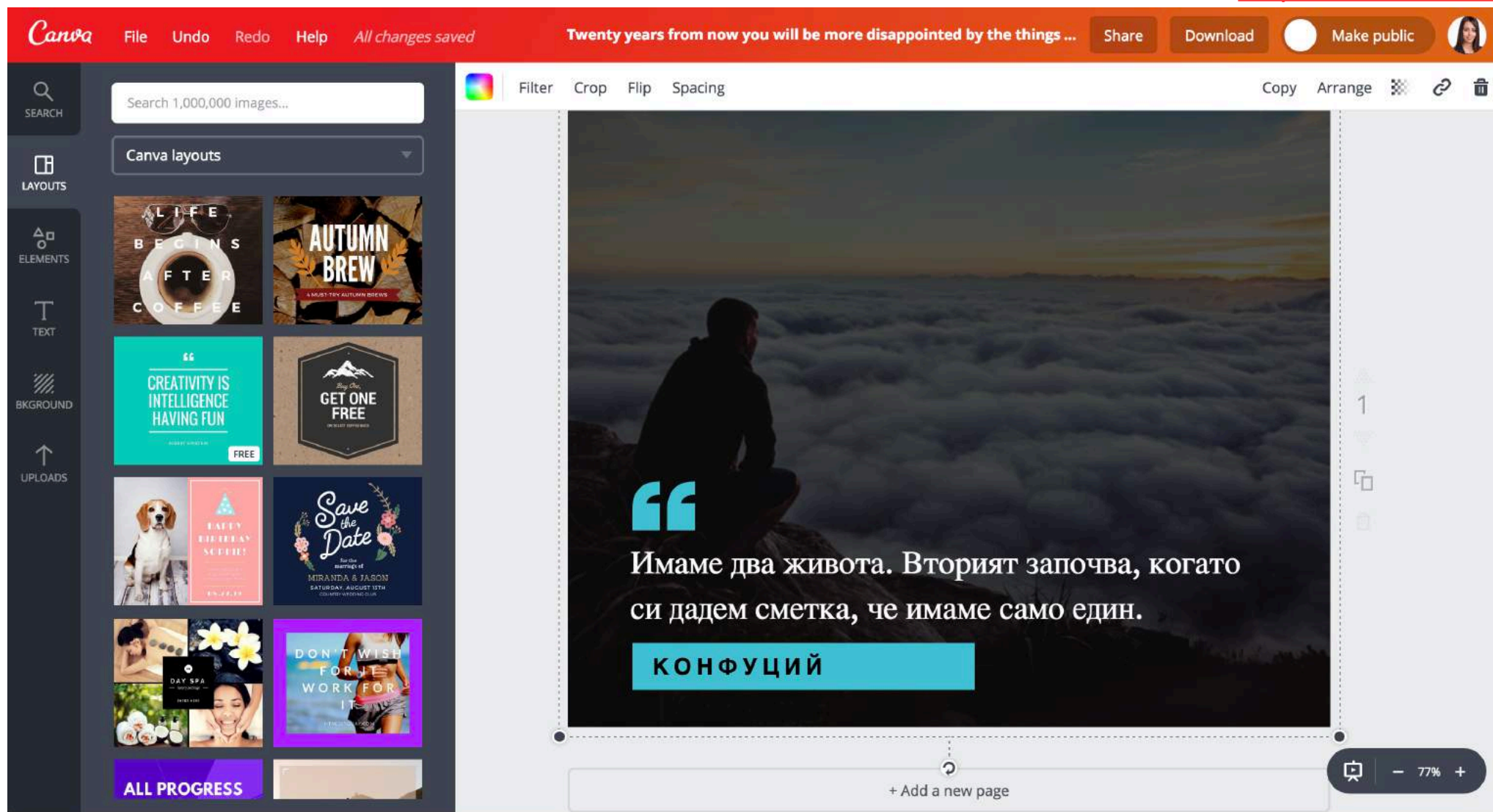
BY JULIA OWENS

FEBRUARY 6-10, 2019
ADDLESTONE HALL
ALDFAIR TOWER

About Design School iPad App Photo editor Ideas We're hiring! Features Templates Create a design Exhibit 18hops Blog Graphic

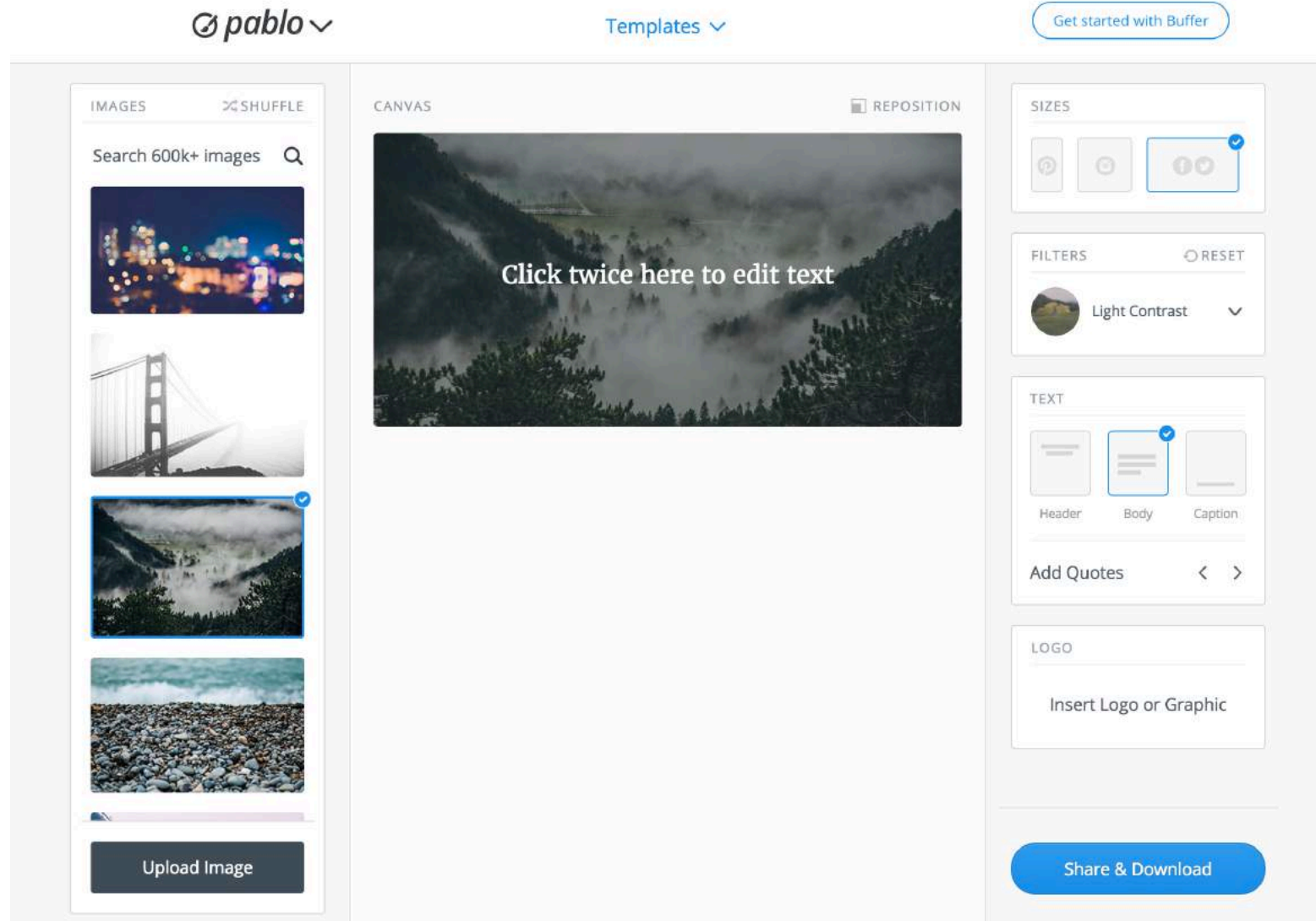
Canva

<https://canva.com>



Pablo

<https://pablo.buffer.com/>



Coolors

<https://coolors.co/>

coolors

Generate Explore More ▾ Login

Press the spacebar to generate color schemes!

ⓘ ⚙ 📷 ↶ ↷ 🗪 🌑

Export Save ☰

#3F717F	#E5D99E	#E5A340	#B73133	#6D0A0E
MING	TUSCAN	MEAT BROWN	INTERNATIONAL ORANGE (GOLDEN GATE BRIDGE)	ROSEWOOD

Freepik

<https://www.freepik.com/>



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Map

Nature

Ornament

Silhouettes

Summer

Textures

Background

Birthday

Buttons

Christmas

Easter

Halloween

Icons

Logo Templates

Music

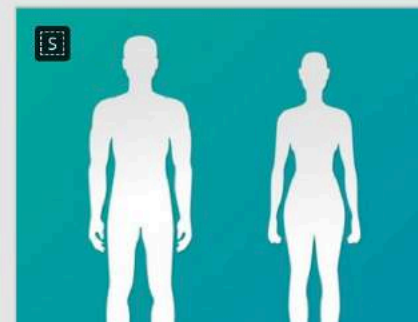
Objects

Ribbons

Sports

Templates

Transport



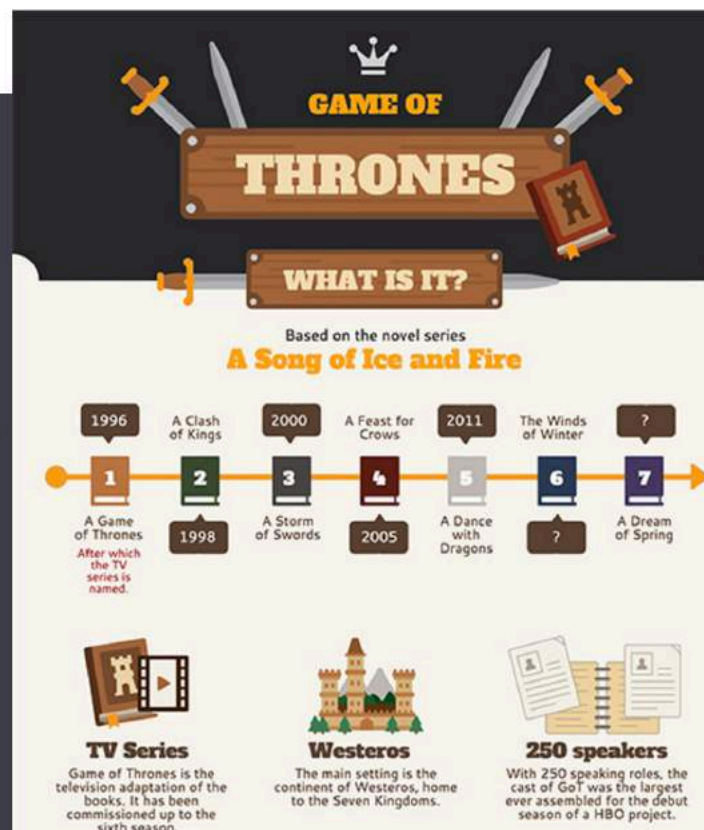
Piktochart

<https://piktochart.com/>

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Over 500 Templates To Make Information Beautiful

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



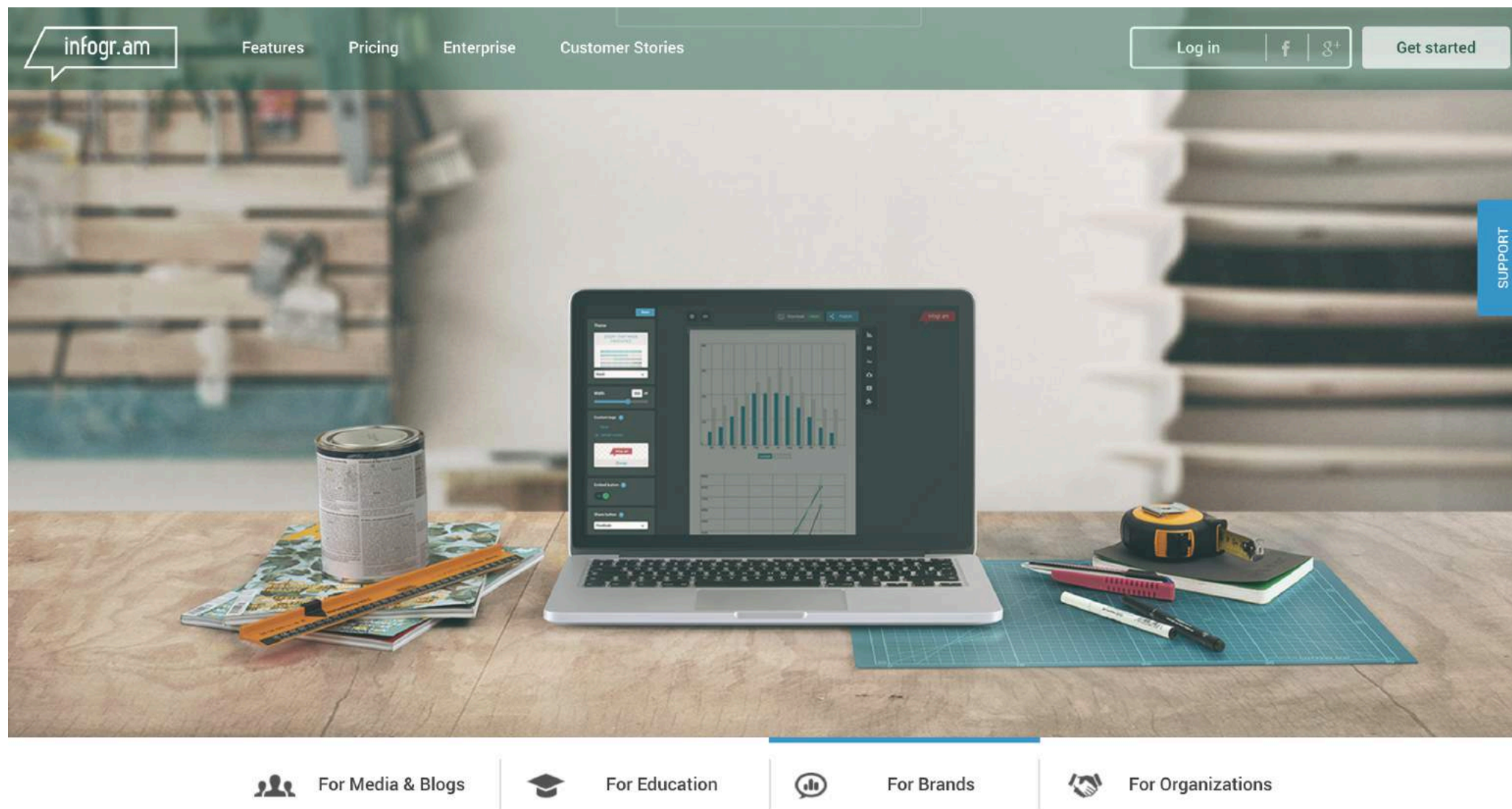
Infographics

Create long-form infographics that draw more page views to your blog or website, and watch traffic skyrocket.

[View 200 more](#)

Infogr.am

<https://infogram.com/>

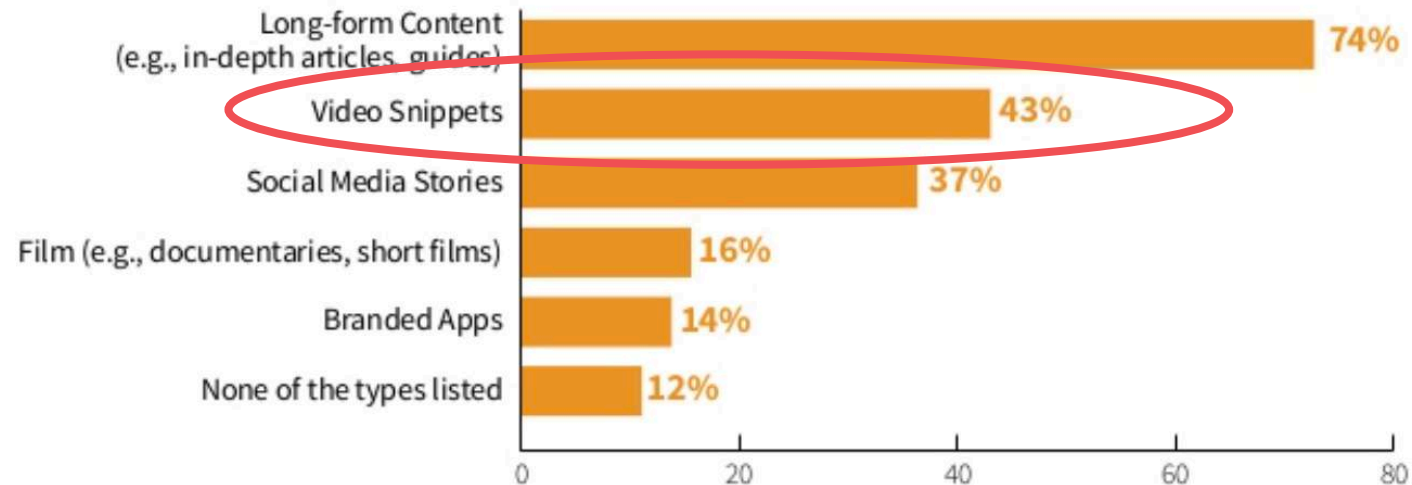


VIDEO CONTENT

B2C Content Marketers' Use or Development of Select Types of Content in the Last 12 Months

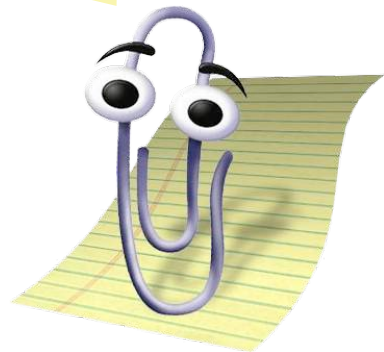


B2B Content Marketers' Use or Development of Select Types of Content in the Last 12 Months (All Respondents)

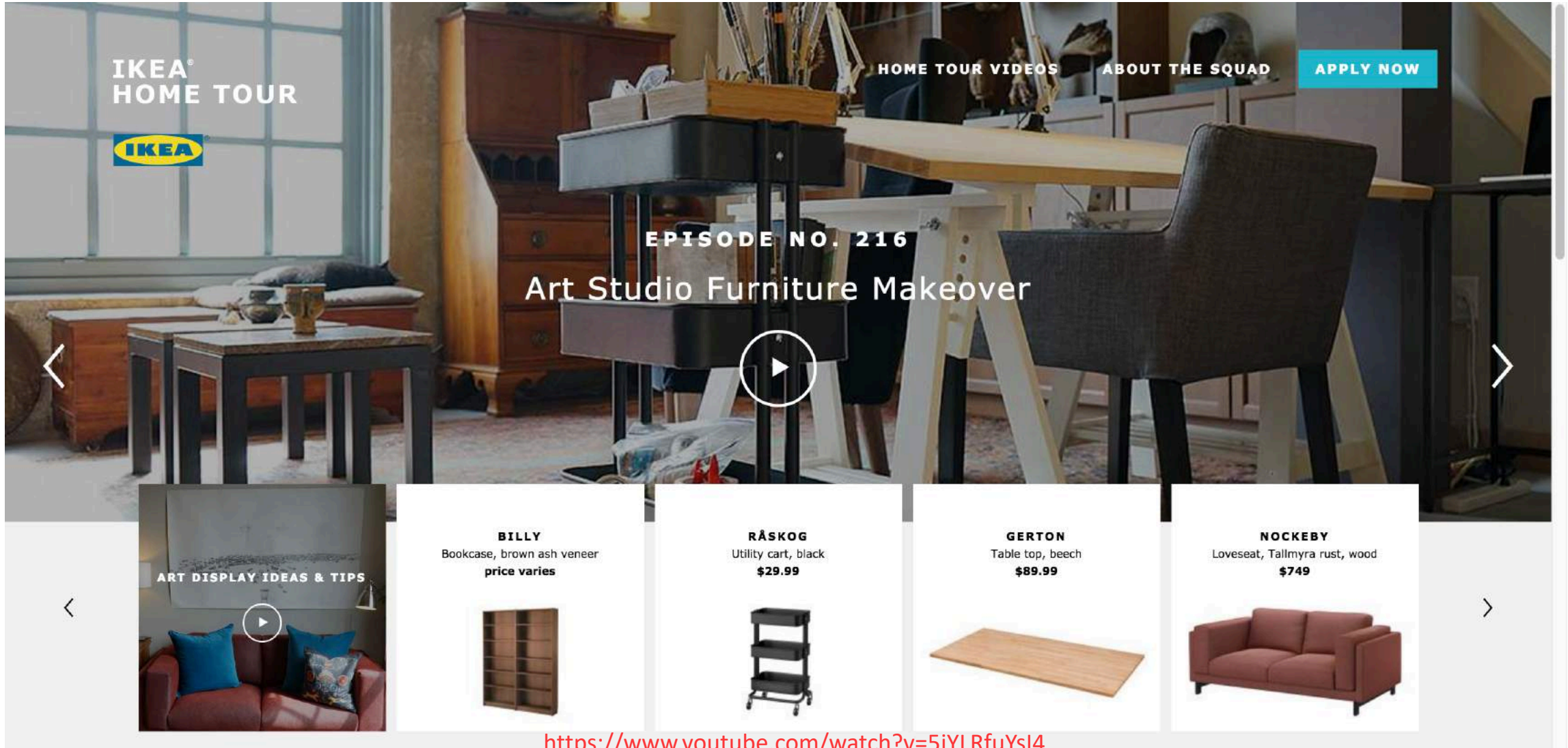


VIDEO CONTENT TYPES

sli.do – CM4



Telling a story



IKEA® HOME TOUR

EPISODE NO. 216

Art Studio Furniture Makeover

HOME TOUR VIDEOS **ABOUT THE SQUAD** **APPLY NOW**

BILLY
Bookcase, brown ash veneer
price varies

RÅSKOG
Utility cart, black
\$29.99

GERTON
Table top, beech
\$89.99

NOCKEBY
Loveseat, Tallmyra rust, wood
\$749

ART DISPLAY IDEAS & TIPS

<https://www.youtube.com/watch?v=5jYLRfuYsl4>



Wishio

March 5 · 🌐



Попитахме деца дали предпочитат подарък за себе си или преживяване, споделено с мама. 😊

Отговорите им със сигурност ще ви усмихнат широко. Вижте ги! ❤️



60K Views

🔖 Love 💬 Comment ➦ Share ⌵ Buffer 👤 

👍❤️😞 You, Biser Valov, Danail Yotov and 643 others

Top Comments ▾

267 shares

9 Comments

Storytelling

- 59 800 views
- 919 reactions
- 2216 website visits
- 5.25% engagement rate
- 50% more time spent on site

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Using influencers

You Tube BG

Search



Общо 37 000 гледания



Искрено и епично

Ozone.bg • 2/8 videos



World of Warcraft с Владо Николов и Ozone.bg - част I

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3



World of Warcraft с Barrmana и Ozone.bg

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4



World of Warcraft с Мечката и Ozone.bg - част II

Ozone.bg

5



World of Warcraft с Мечката и Ozone.bg - част I

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6



World of Warcraft със Zing и Ozone.bg - част II

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7



World of Warcraft със Zing и Ozone.bg - част I

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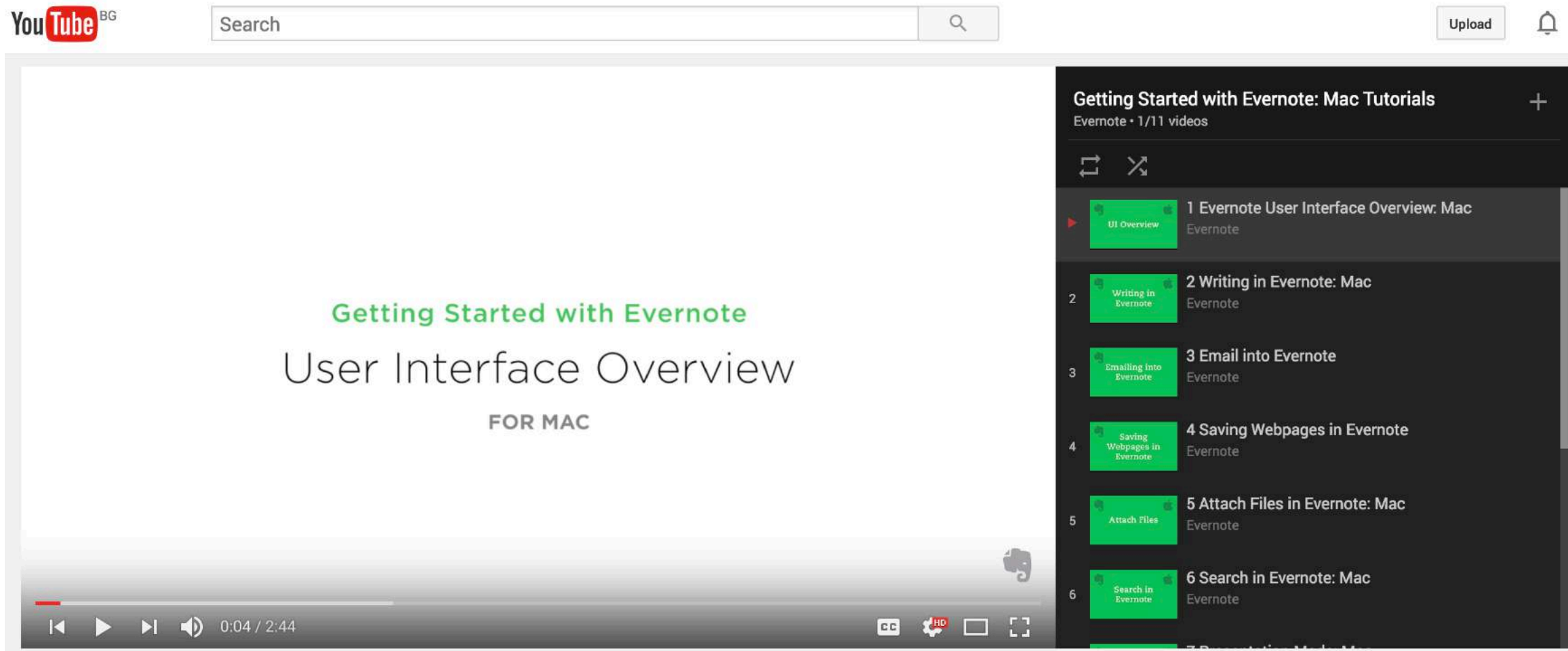
<https://www.youtube.com/watch?v=Q4xPX8zJL18&list=PLQcKlvrt-2o6I94VLyANDKePnuqRac8Z>

Explainer videos



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Product videos



YouTube BG Search Upload

Getting Started with Evernote
User Interface Overview
FOR MAC


0:04 / 2:44


Getting Started with Evernote: Mac Tutorials
Evernote • 1/11 videos

- 1 Evernote User Interface Overview: Mac Evernote
- 2 Writing in Evernote: Mac Evernote
- 3 Email into Evernote Evernote
- 4 Saving Webpages in Evernote Evernote
- 5 Attach Files in Evernote: Mac Evernote
- 6 Search in Evernote: Mac Evernote


https://www.youtube.com/watch?v=JgyMKjXtylA&list=PL4l5cq2DfrSo1jzQsVde_QFzO0GX307_B

How-to videos






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REI

 29,254

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EXCLUSIVE : REI Half Dome 2 Person Tent Review

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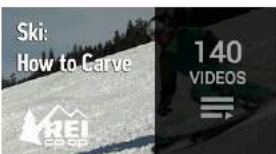


REI Kingdom 8 in bad weather, lots of rain

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140 VIDEOS

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BAKE
400°F / 200°C
5 MIN



Tasty Food

February 6 · 🌟

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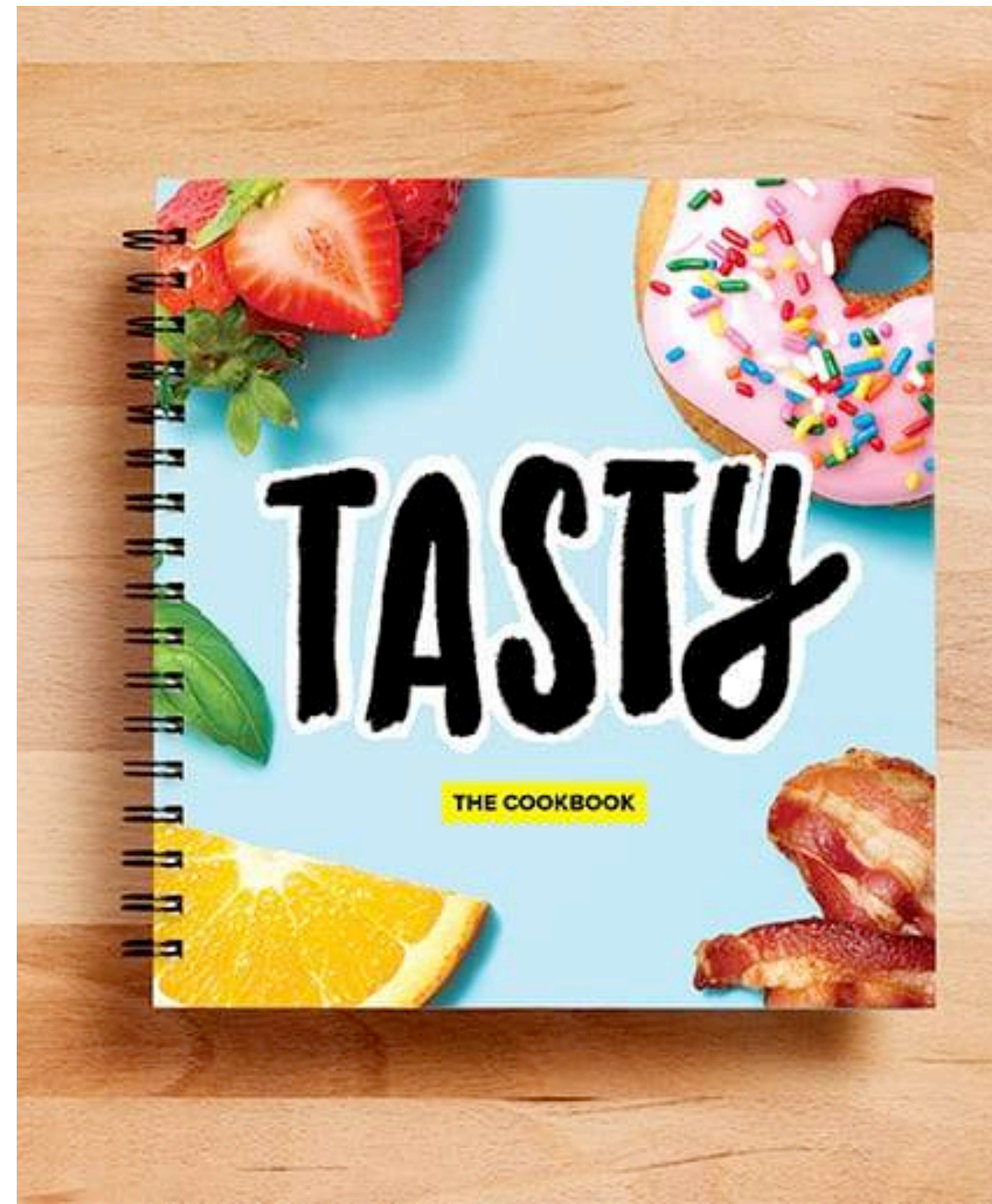
Eggs Benedict Brunch for Two

97K Views

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Tasty (BuzzFeed)

- 40 billion video views in 2 years
- 2016: Launched Tasty: The Cookbook
- Customized, Print-on-demand
- Sold over 100,000 copies in a few weeks



Practice:

**Create a piece of visual content.
Where would you publish it and why?
(hint: based on your target audience)**