



CONTENT MARKETING

4. Visual & Video content

Where are we?

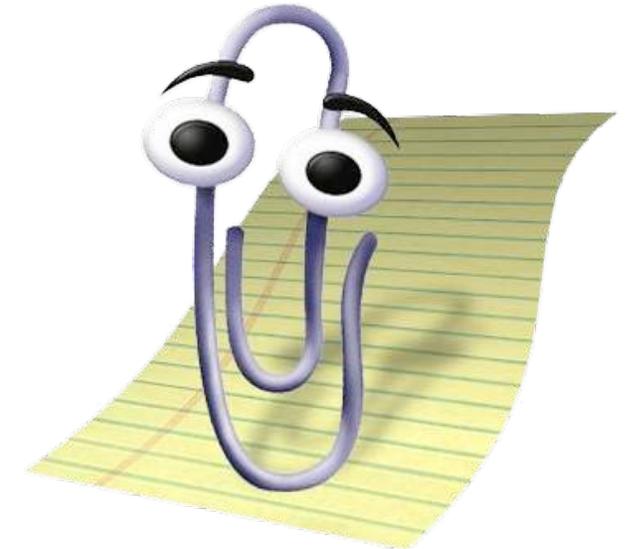
1. The Big Picture
2. Content Planning
3. Written Content
4. **Visual Content. Video & Hybrid Formats**
5. Landing Pages. Content Distribution
6. Content Analysis. Live Demo

#4 Visual Content

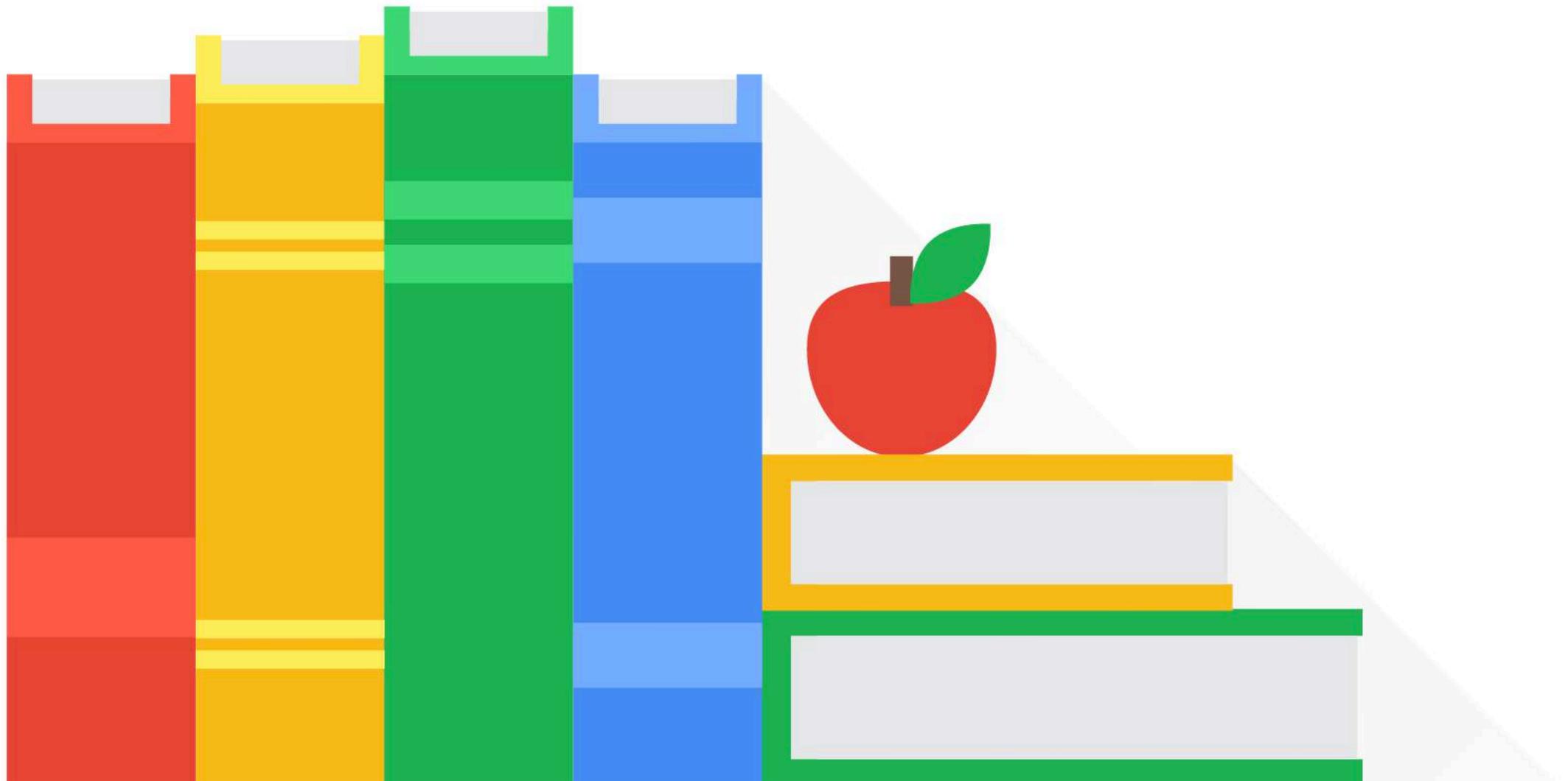
1. Visual styleguide
2. Standalone visual content
3. Visual content:
 1. Types & examples
 2. Tools
 3. Platforms
4. Video content:
 1. Types & examples

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

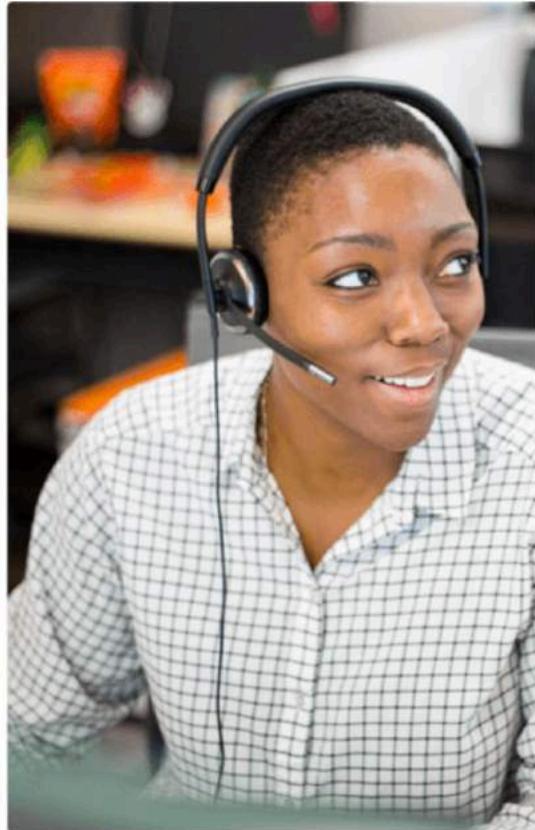
What to shoot, **How** to shoot it, What does it **say**?

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:



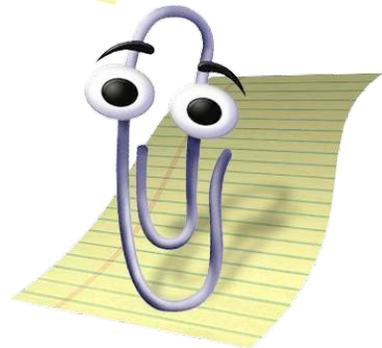


Images for style reference only. These images are not rights released for use by the Redfern brand.

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

CONTENT DECENTRALIZATION

sli.do – CM4



Supplementary Visuals

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 · December 16, 2013
Google penalty recovery kit, @VerticalMeasure releases guide with sample docs on how to fix it. [#Googlepenalty](#)

Matt Fielding · December 16, 2013
Complete Google Penalty Recovery Kit - FREE download from @VerticalMeasure verticalmeasures.com/complete-goog... << amazing free resource.

Diagnose Your Penalty

Diagnose Your Penalty

- Analyze Your Backlinks
- Prioritize an Action Plan
- Monitor Algorithm Updates
- Monitor Links
- Submit Reconsideration Request

Analyze Your Backlinks

Prioritize an Action Plan

THE COMPLETE GOOGLE PENALTY RECOVERY KIT

VERTICAL MEASURES

12 SEO Experts Weigh In on SEO 2014 Predictions

SEO is a constantly evolving field, and it's important to stay on top of the latest trends and predictions for the year ahead. Here are 12 SEO experts who weigh in on their predictions for 2014.

PENALTY RECOVERY AND OVER OPTIMIZING ANCHOR TEXT

BY MIKE BAKER

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

Vertical Measures

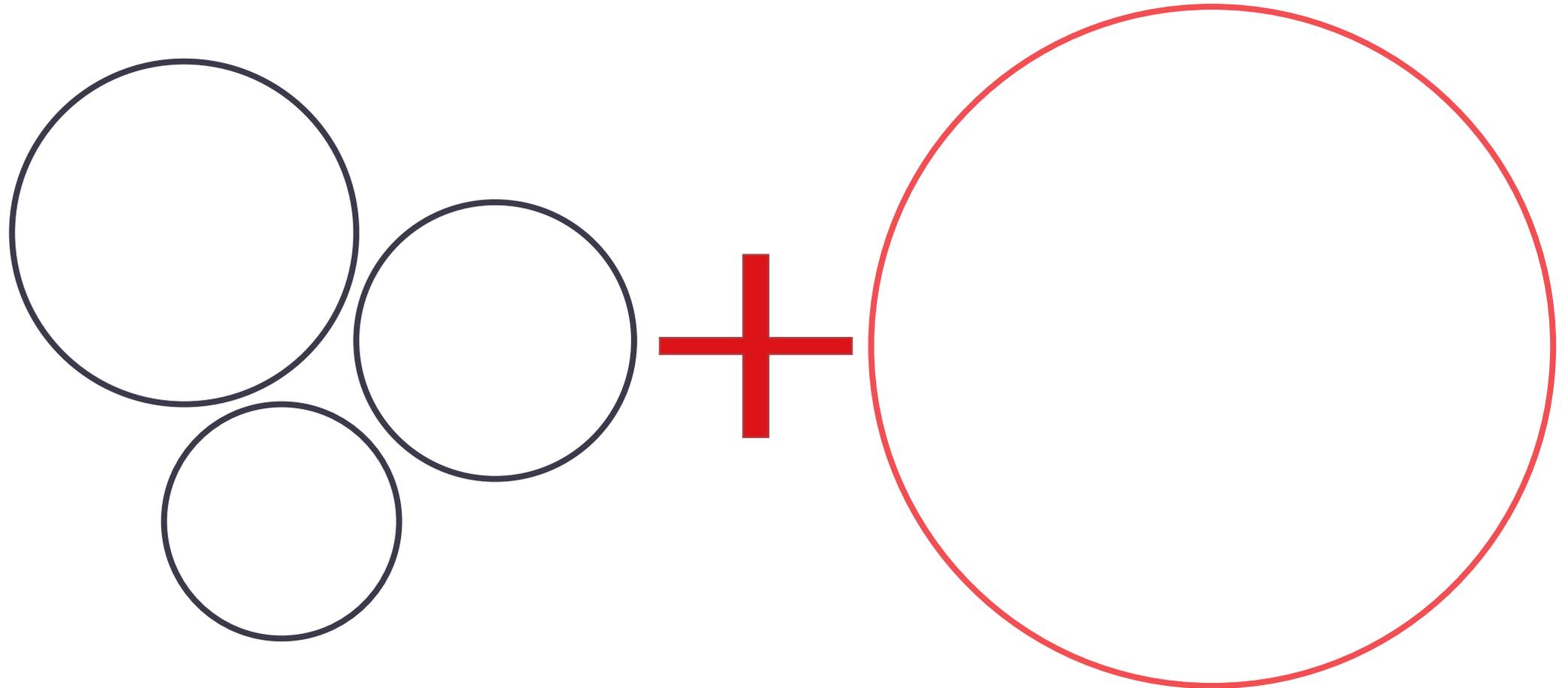
MORE TRAFFIC. MORE LEADS. MORE BUSINESS.

Webinar: The ROI of Content Marketing

Advanced SEO Case Studies at Denver Digital Summit

Vertical Measures

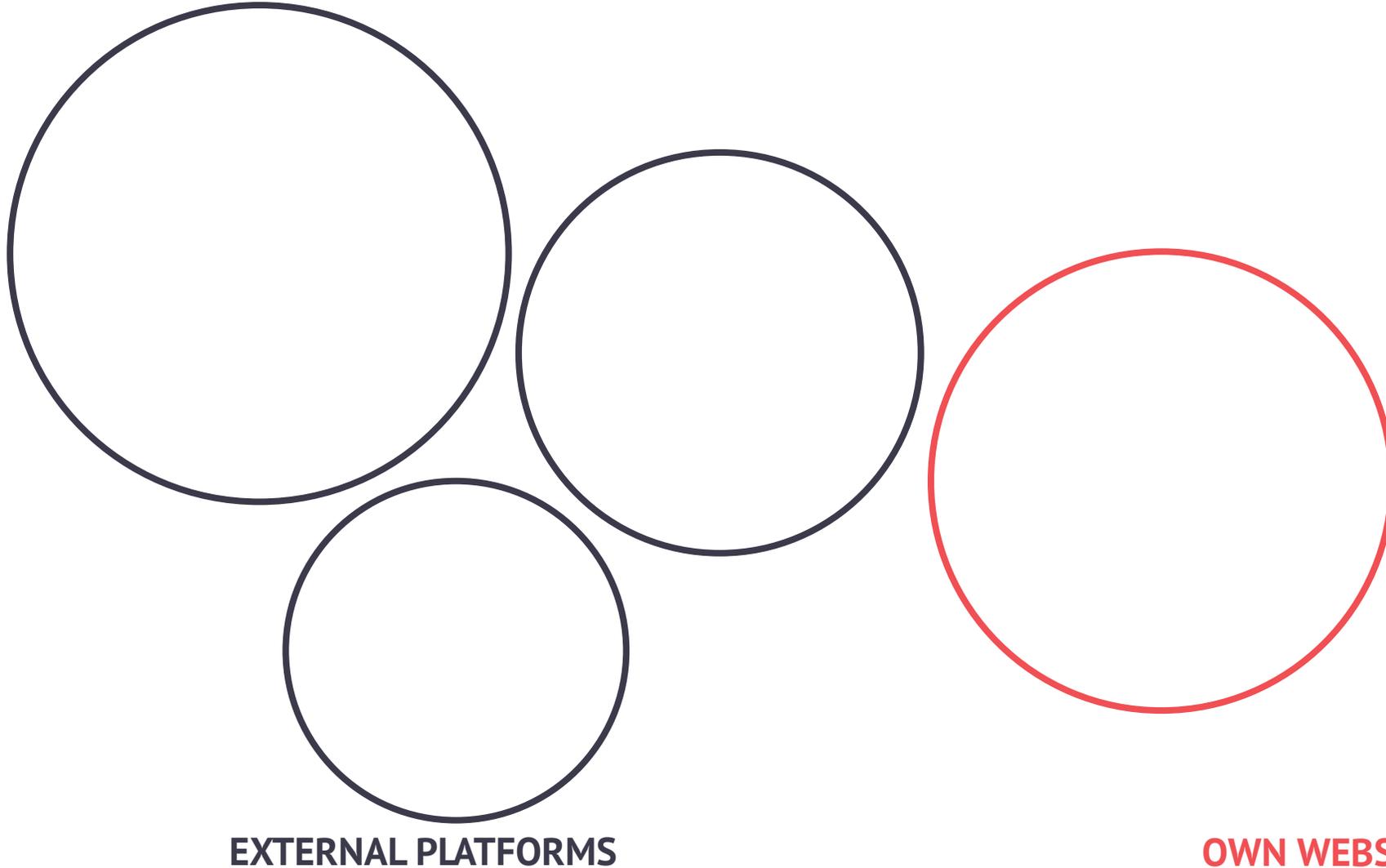
CONTENT DECENTRALIZATION



EXTERNAL PLATFORMS

OWN WEBSITE

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

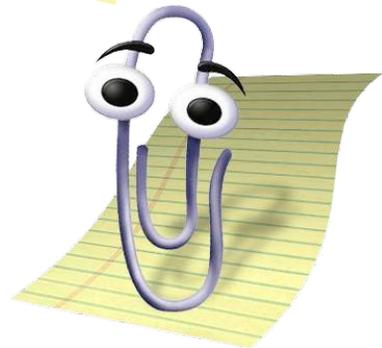
[monikkxx](#) Jaja q te parecen los ojos de la kumari [@alealdaya](#)

 Add a comment...



STANDALONE VISUAL CONTENT

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Standalone Visual Content

 | Instagram

Search



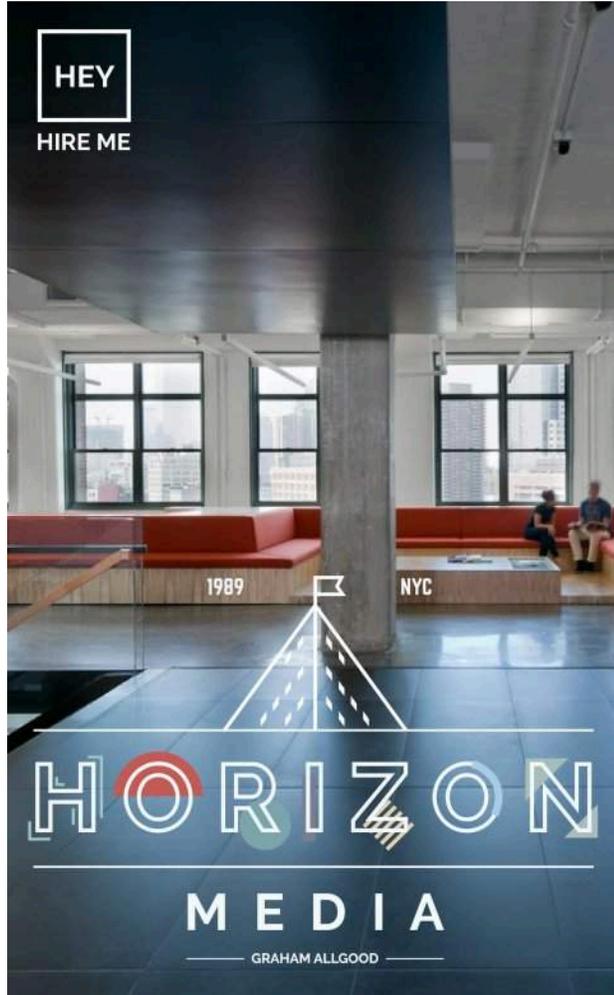
natgeo  Following  

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

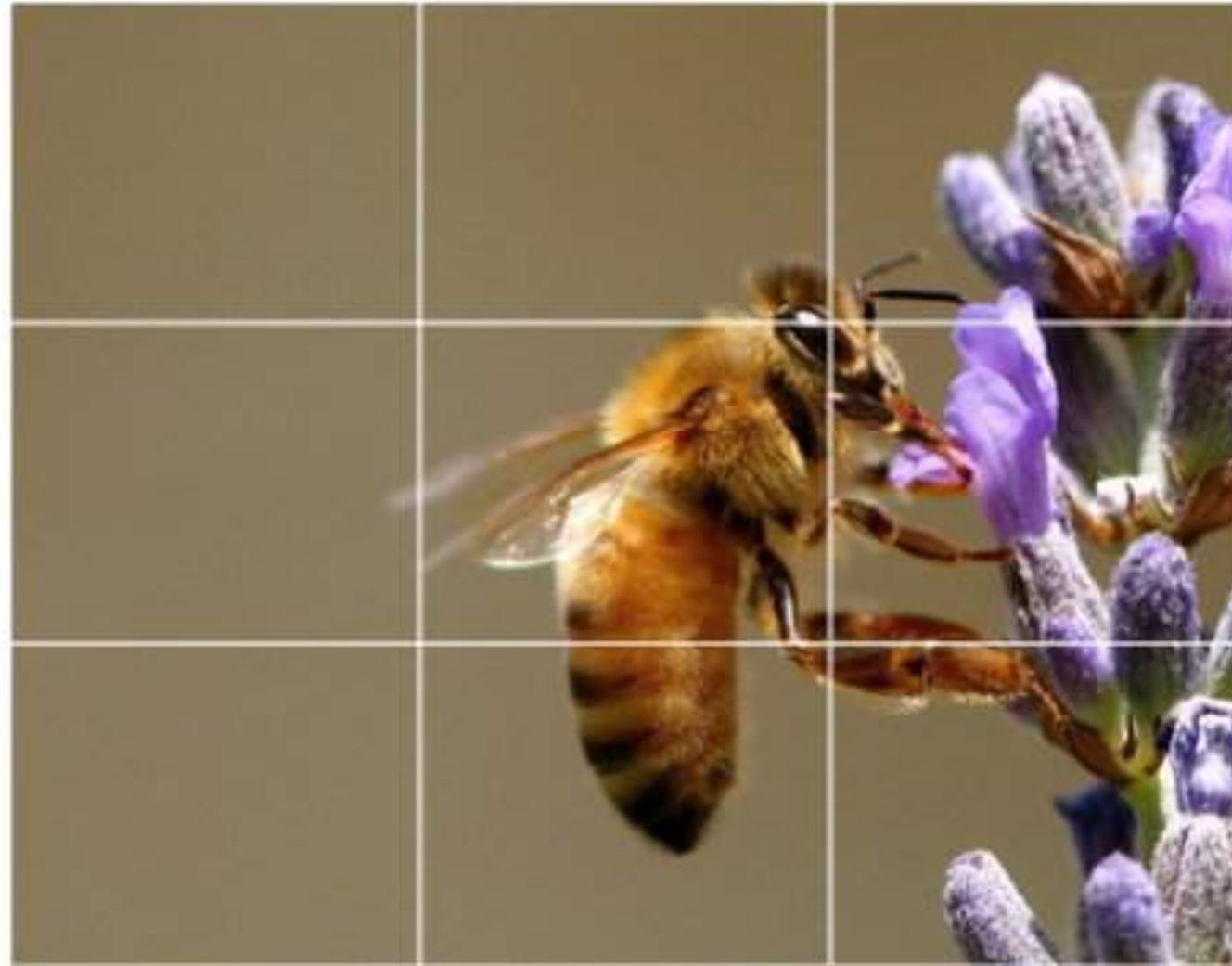


Geofilters



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



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



❤ double tap!

Low Saturation

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

TEXTURE

double tap!



Textured Image

VS



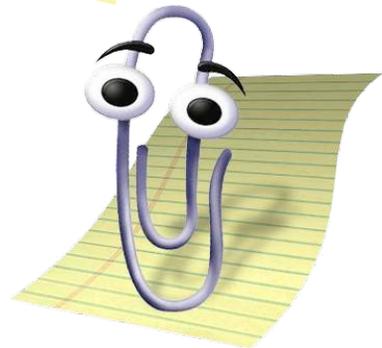
Smooth Image

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

What?

Types of visual content

sli.do – CM4



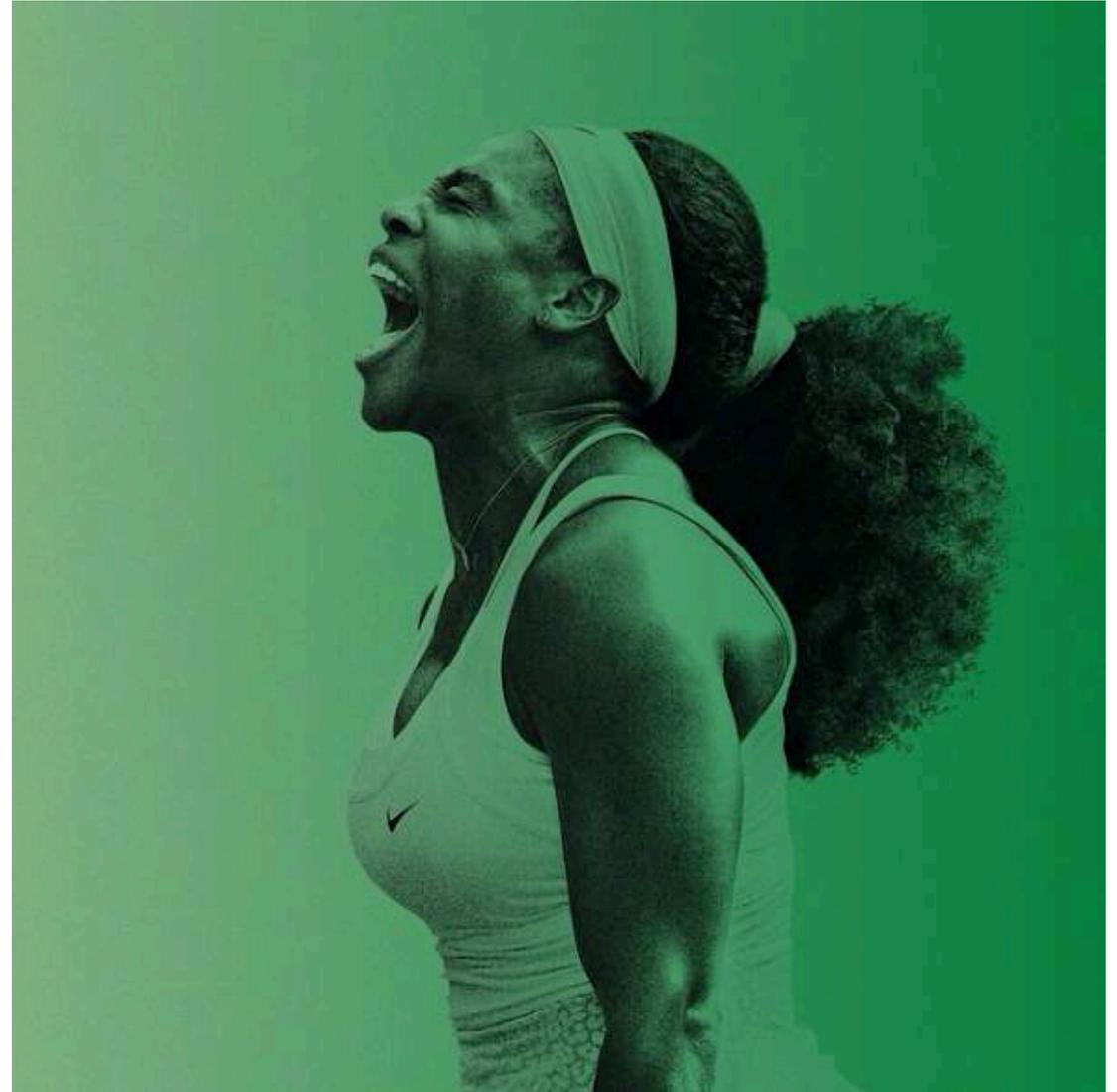
Motivation, Inspiration

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

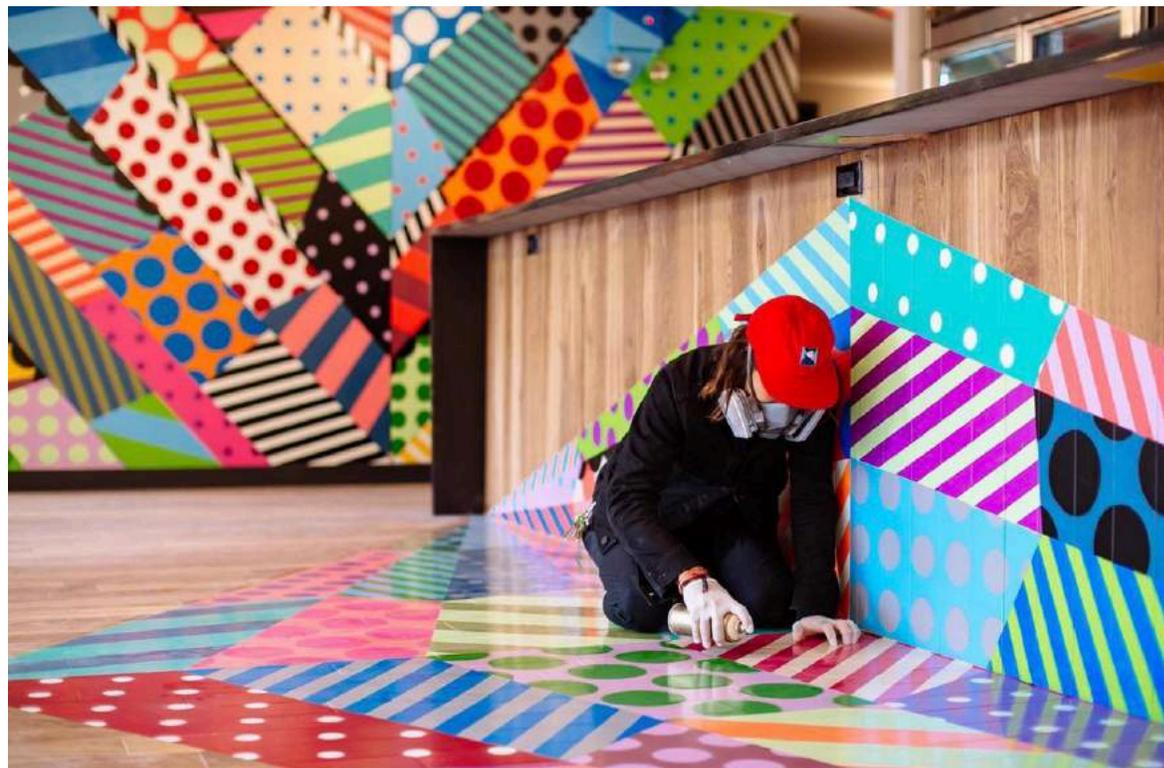
foundr
@FOUNDRMAGAZINE



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!

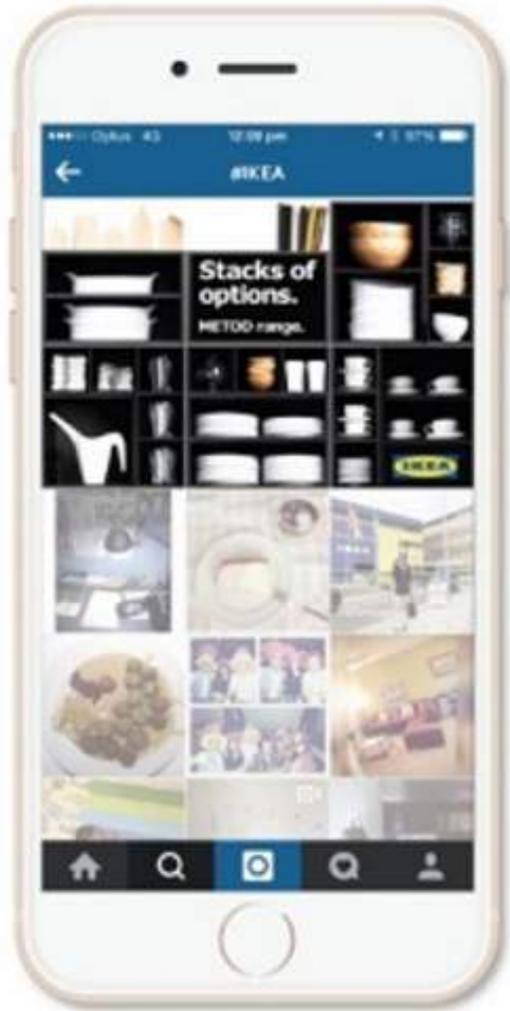
invisionpsychic 👍❤️

📄 Add a comment...

⋮



Using the grid



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



Showing just how customisable...

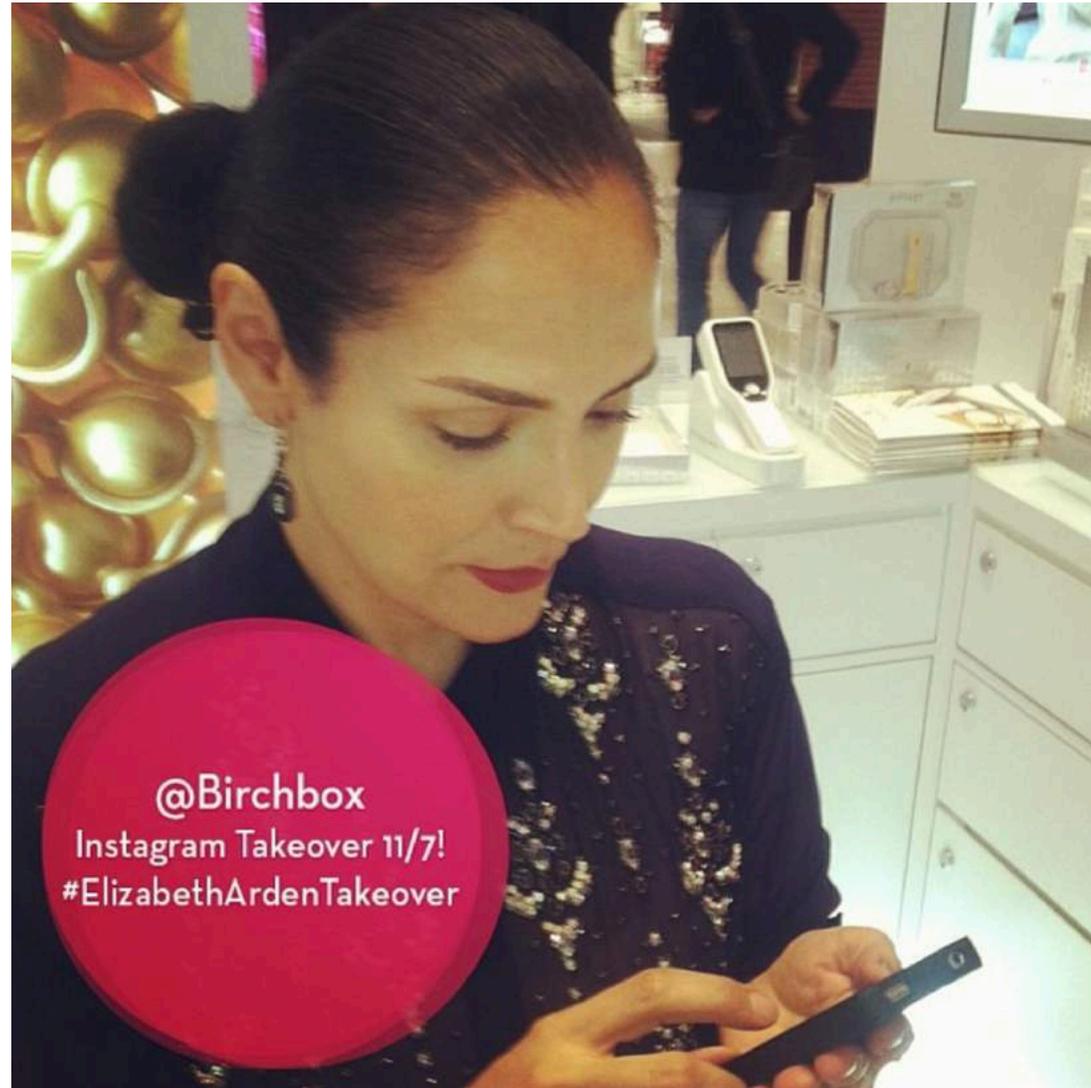


...the METOD shelving range is.



Influencer Marketing

BB8 in Paris



 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... 

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 [@mariinasanchez](#)

[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!!

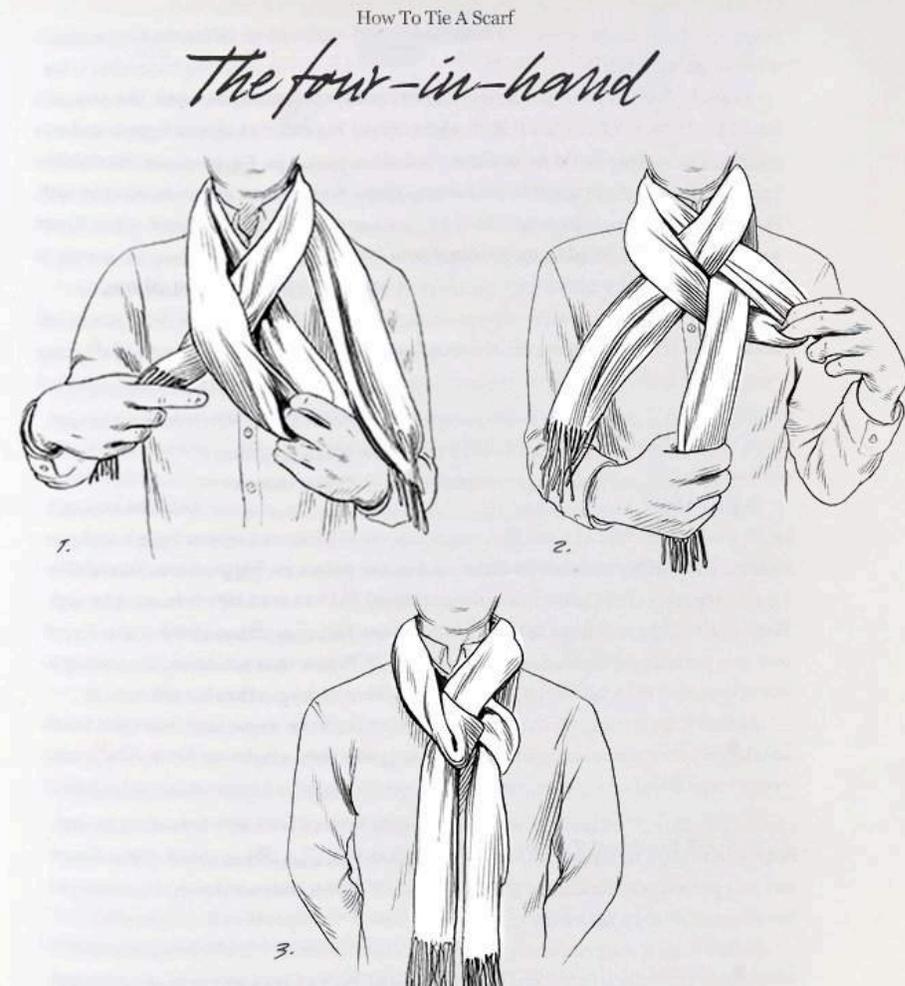


Add a comment...



How-to Posts

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



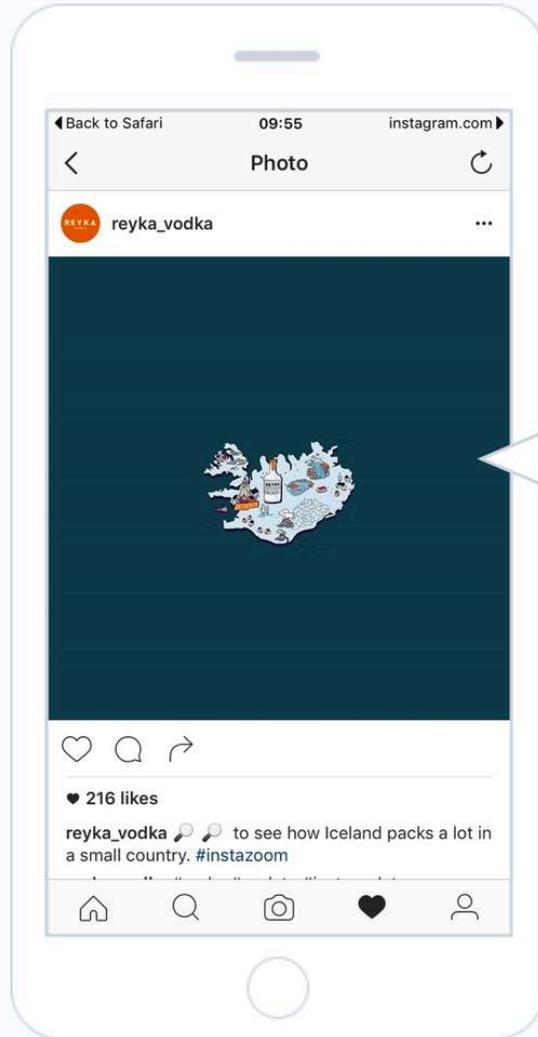
Interactive Content



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

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

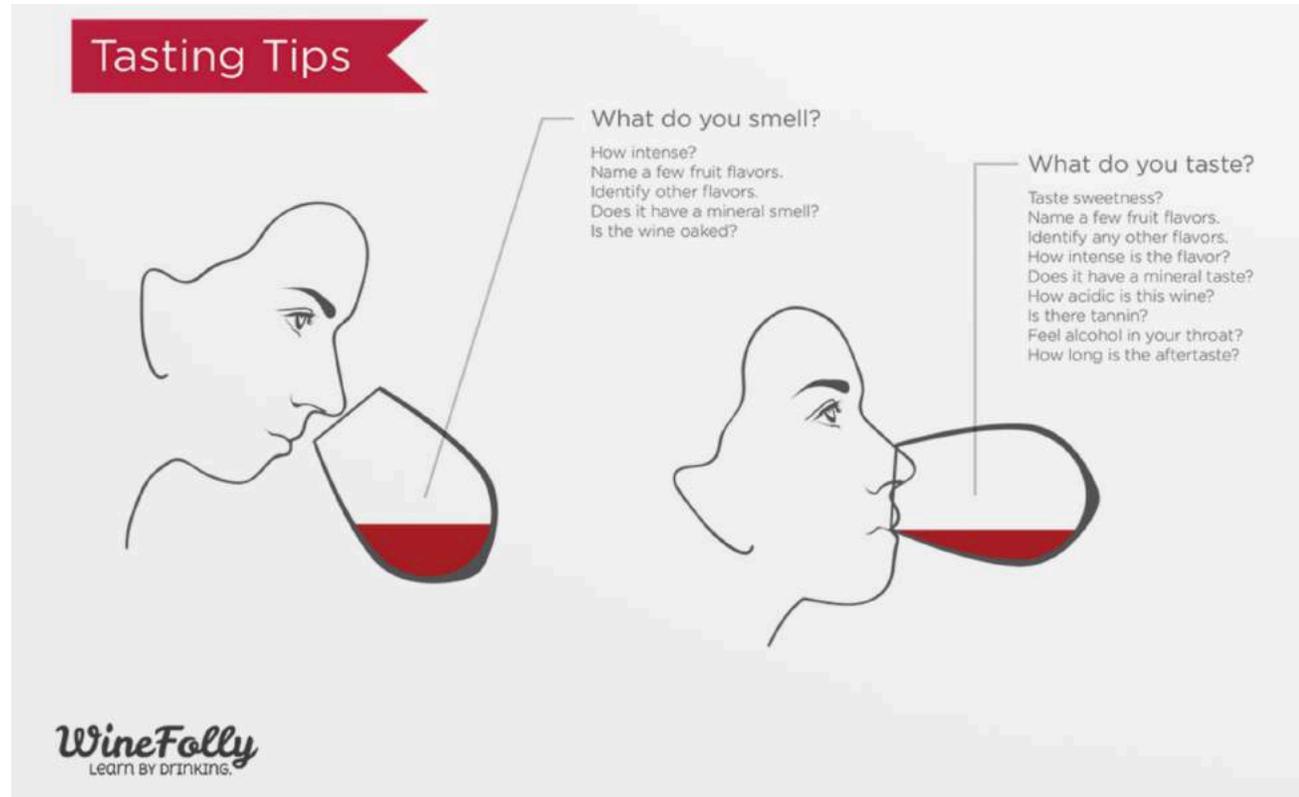
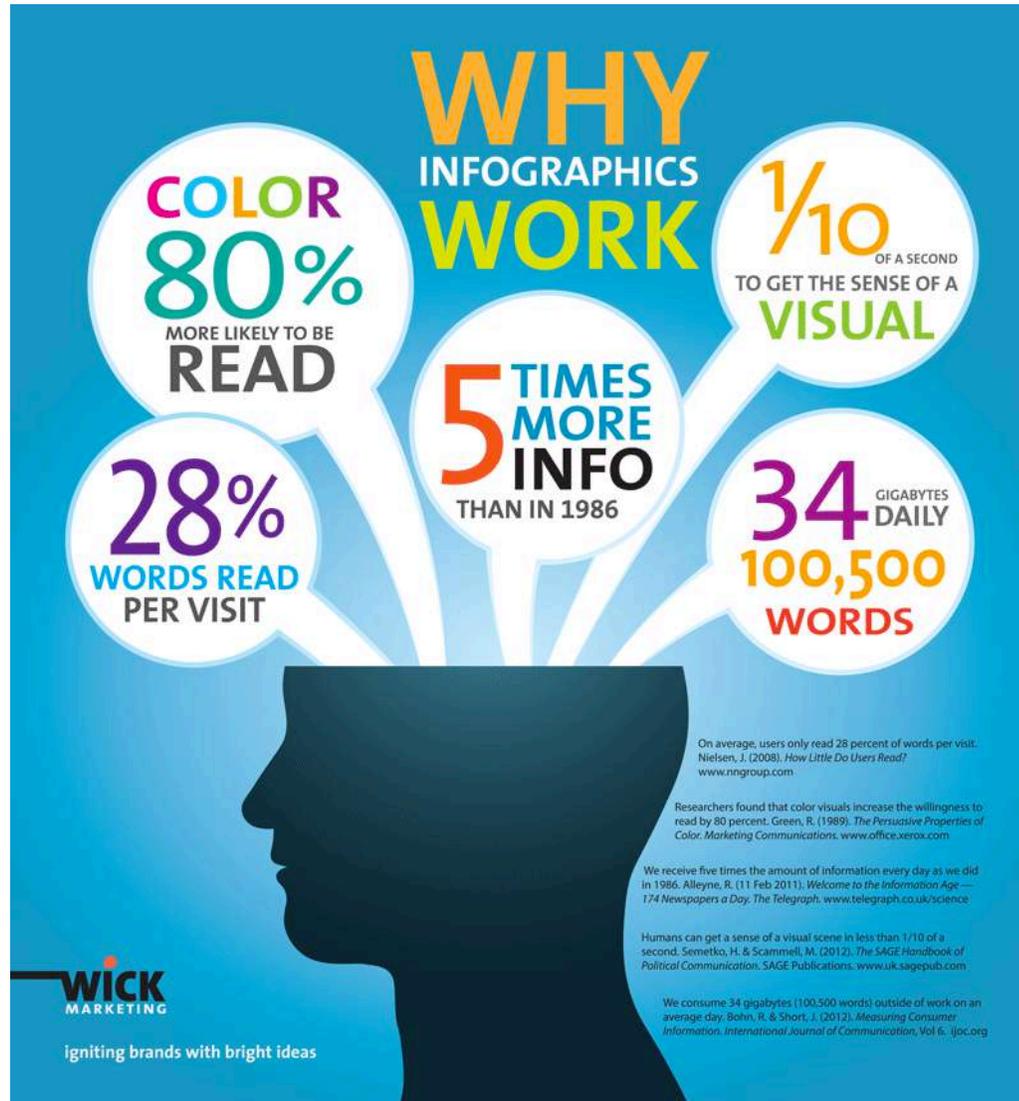
Interactive Content



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



Infographics



Infographics



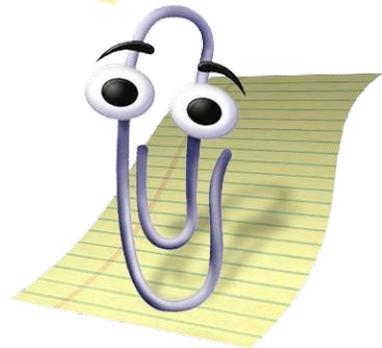
UNION SQUARE / TENDERLOIN / FINANCIAL DISTRICT

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

How?

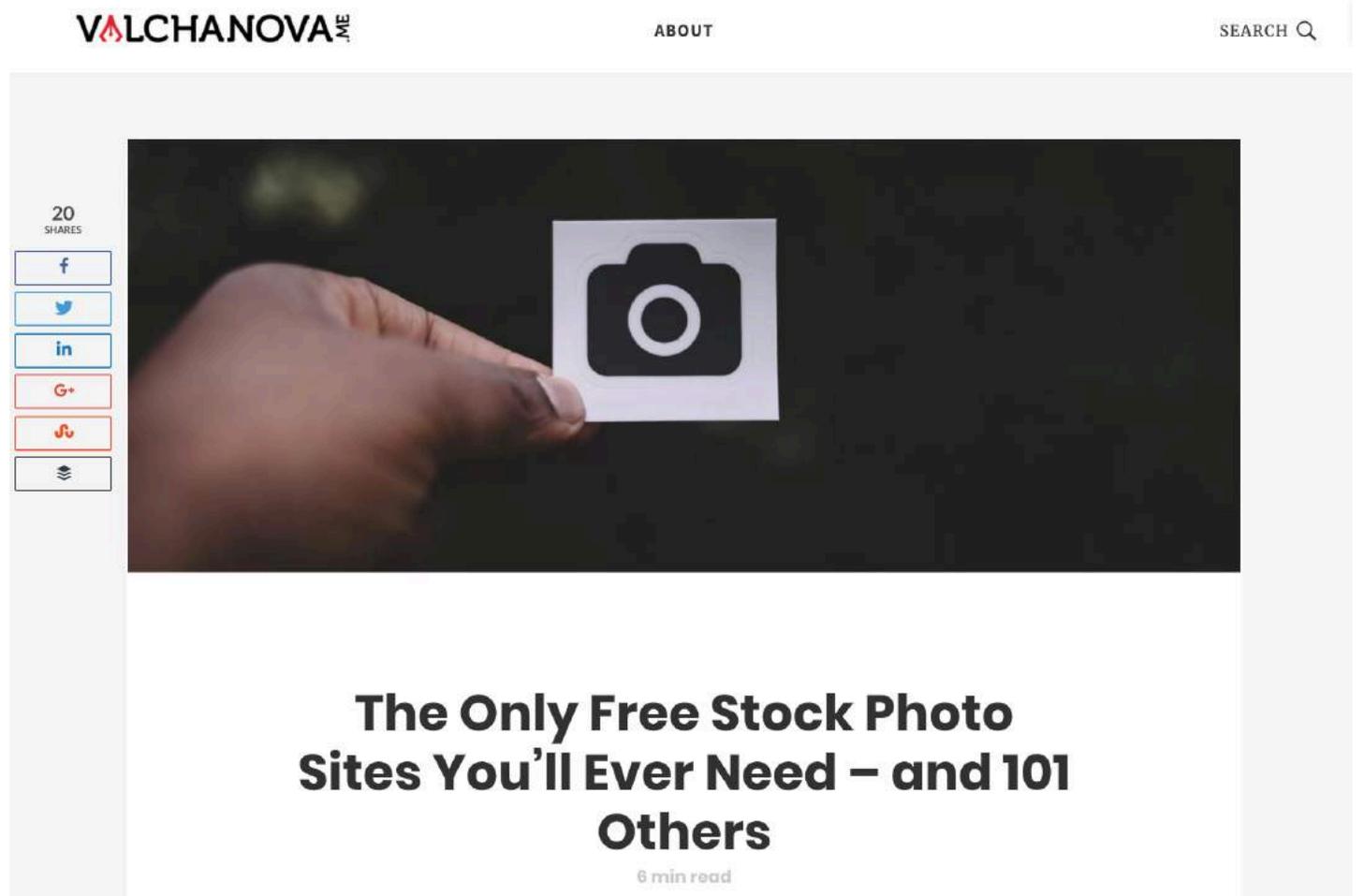
Visual Content Tools

sli.do – CM4

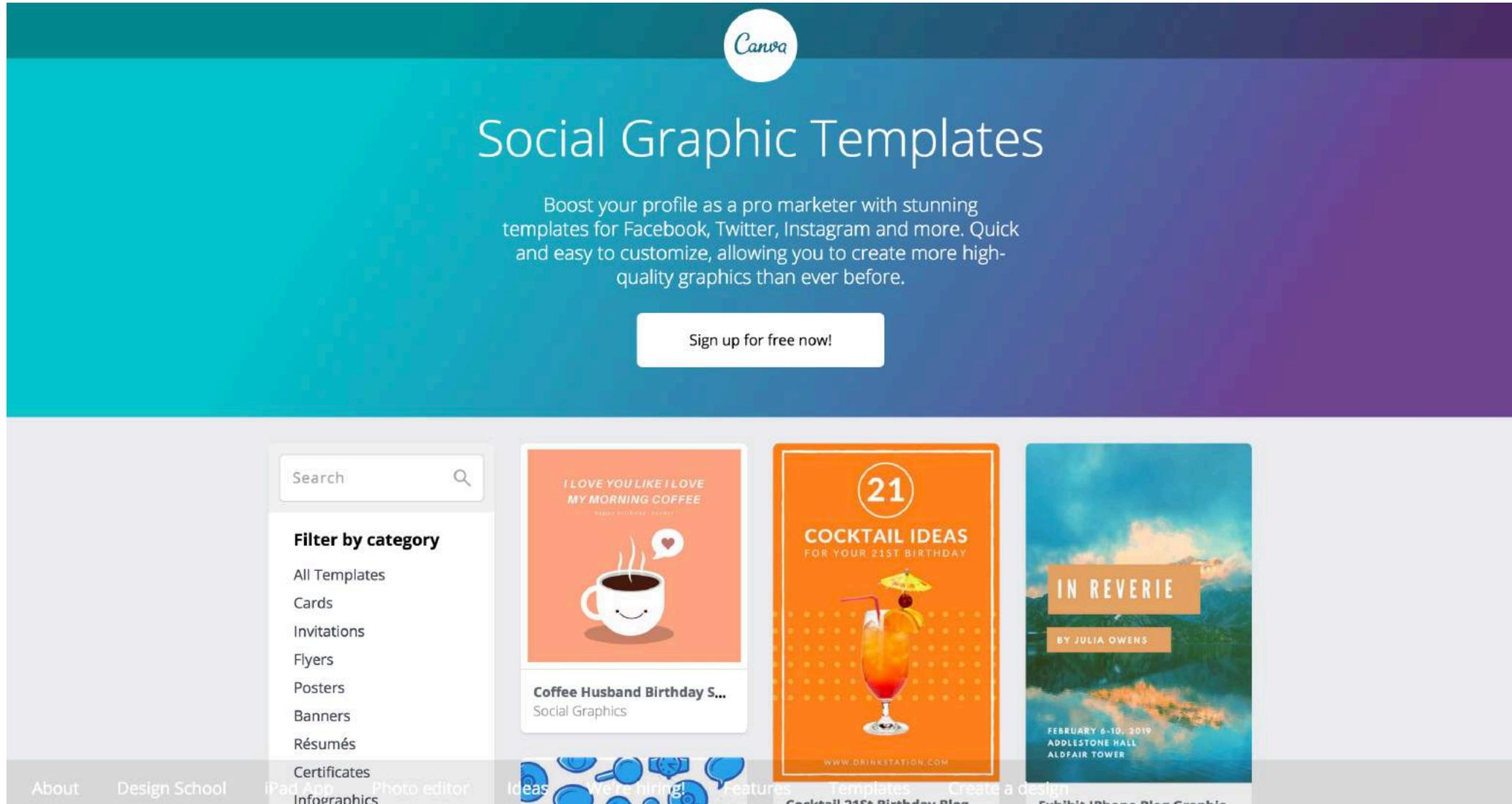


Copyrights & Sourcing Visuals

- <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/>



The screenshot shows the Canva website's 'Social Graphic Templates' page. At the top, the Canva logo is centered in a white circle. Below it, the heading 'Social Graphic Templates' is displayed in a large, white, sans-serif font. A sub-headline 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 text. The main content area features a search bar, a 'Filter by category' sidebar with options like 'All Templates', 'Cards', 'Invitations', 'Flyers', 'Posters', 'Banners', 'Résumés', and 'Certificates', and a grid of template cards. Three cards are visible: a coffee-themed birthday card, a 21st birthday cocktail ideas card, and a landscape art card titled 'IN REVERIE' by Julia Owens. The footer contains navigation links: 'About', 'Design School', 'iPad App', 'Photo editor', 'Ideas', 'We're hiring!', 'Features', 'Templates', 'Create a design', and 'Exhibit 18hoo 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

IN REVERIE

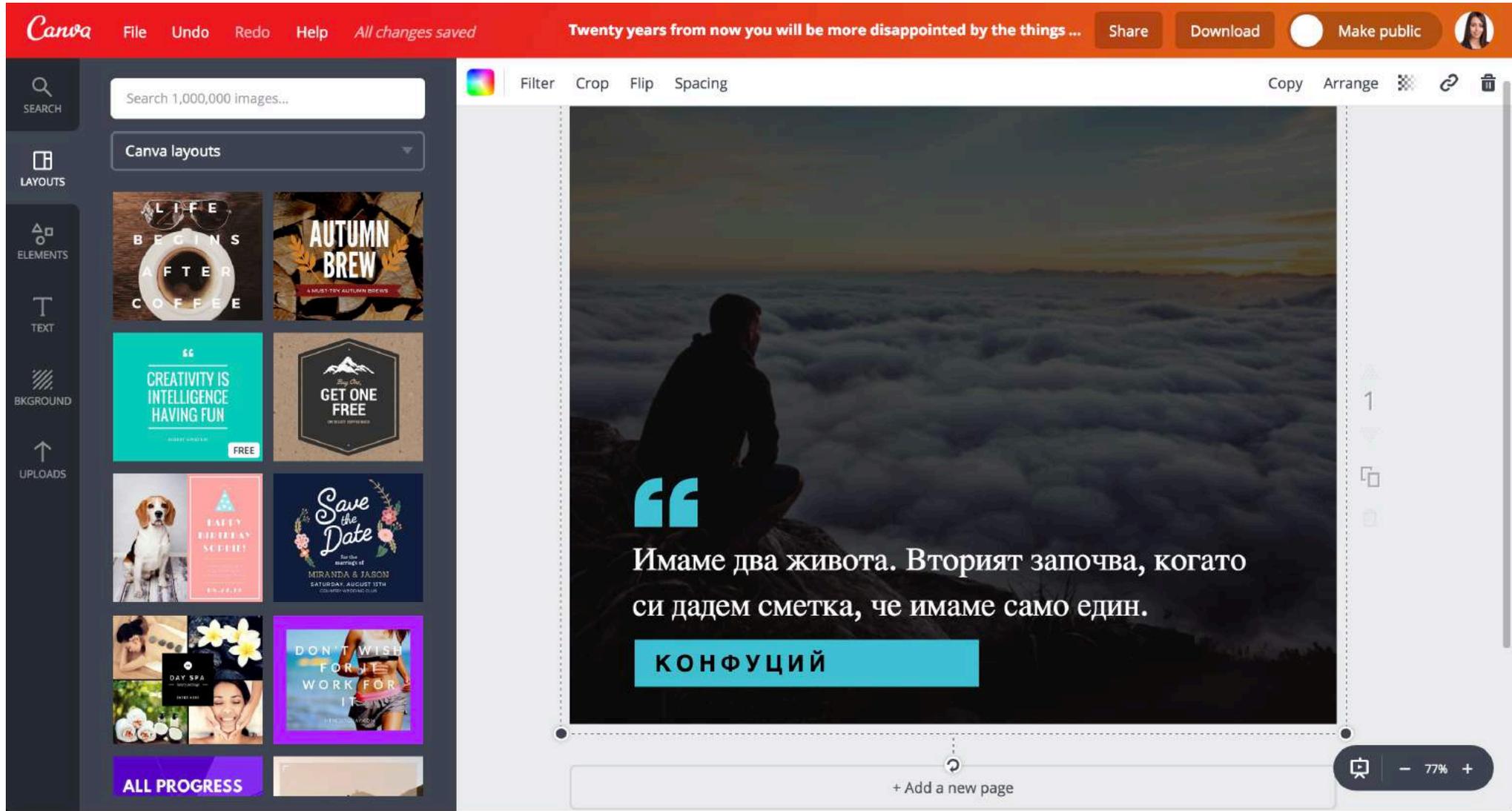
BY JULIA OWENS

FEBRUARY 6-10, 2019
ADDESTONE HALL
ALDFAIR TOWER

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

Canva

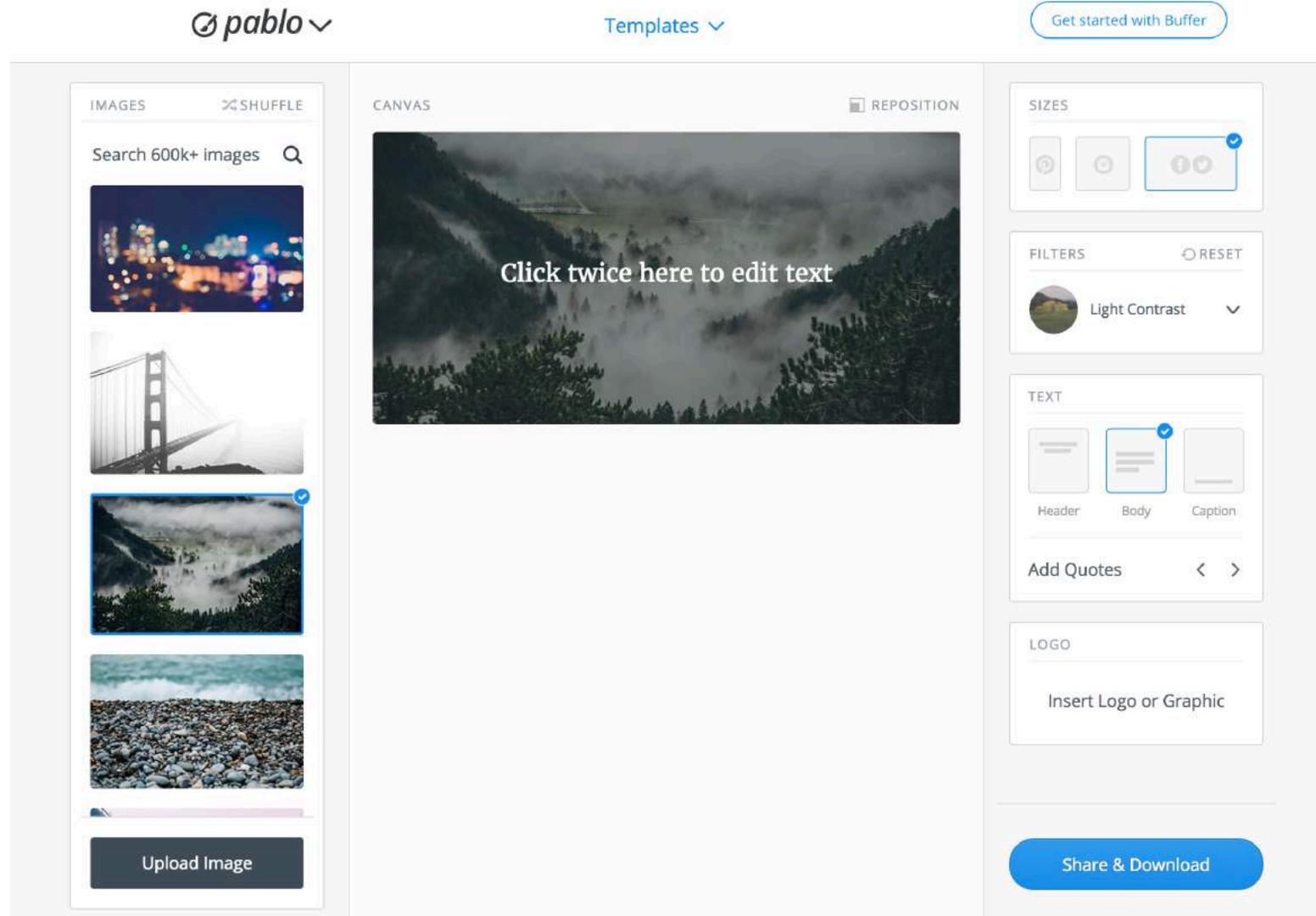
<https://canva.com>



The screenshot displays the Canva web interface. At the top, a red navigation bar contains the Canva logo, menu items (File, Undo, Redo, Help), and a status message "All changes saved". The main design area features a red header with the text "Twenty years from now you will be more disappointed by the things ..." and buttons for "Share", "Download", "Make public", and a user profile icon. Below the header, a search bar and a "Canva layouts" dropdown are visible. The left sidebar includes icons for "SEARCH", "LAYOUTS", "ELEMENTS", "TEXT", "BKGROUND", and "UPLOADS". The main workspace shows a design with a background image of a person sitting on a cliff overlooking a sea of clouds. The design includes a quote in white text: "Имаме два живота. Вторият започва, когато си дадем сметка, че имаме само един." Below the quote is a teal box with the name "КОНФУЦИЙ". The interface also shows various editing tools like "Filter", "Crop", "Flip", and "Spacing", and a zoom level of 77%.

Pablo

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



The screenshot shows the Pablo interface with the following components:

- Navigation:** "pablo" logo with a refresh icon, "Templates" dropdown, and "Get started with Buffer" button.
- IMAGES Panel:** "SHUFFLE" button, "Search 600k+ images" search bar, a vertical list of image thumbnails (including night city lights, Golden Gate Bridge, a misty mountain lake, and a rocky beach), and an "Upload Image" button at the bottom.
- CANVAS Panel:** "REPOSITION" button, a central image of a misty mountain lake with the text "Click twice here to edit text" overlaid.
- RIGHT SIDEBAR:**
 - SIZES:** Three size selection icons, with the largest one selected.
 - FILTERS:** "RESET" button and a "Light Contrast" filter selected.
 - TEXT:** Three text style icons (Header, Body, Caption), with "Body" selected. Includes "Add Quotes" and navigation arrows.
 - LOGO:** "Insert Logo or Graphic" button.
 - Share & Download:** A large blue button at the bottom right.

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/>



Search

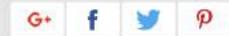
We're Hiring

Log in

Register

6,559 Human Vectors

Free Human vectors for **personal** and **commercial use**. Download in **.AI** and **.EPS** format.



FILETYPES

- Vectors** 
- Photos 
- Icons 
- PSD 

Selection Premium

Show most popular ▼

All Categories

- Animals
- Banners
- Business
- Cartoon
- Design Elements
- Graphics
- Human**
- Illustrations
- Map
- Nature
- Ornament
- Silhouettes
- Summer
- Textures
- Background
- Birthday
- Buttons
- Christmas
- Easter
- Halloween
- Icons
- Logo Templates
- Music
- Objects
- Ribbons
- Sports
- Templates
- Transport



Piktochart

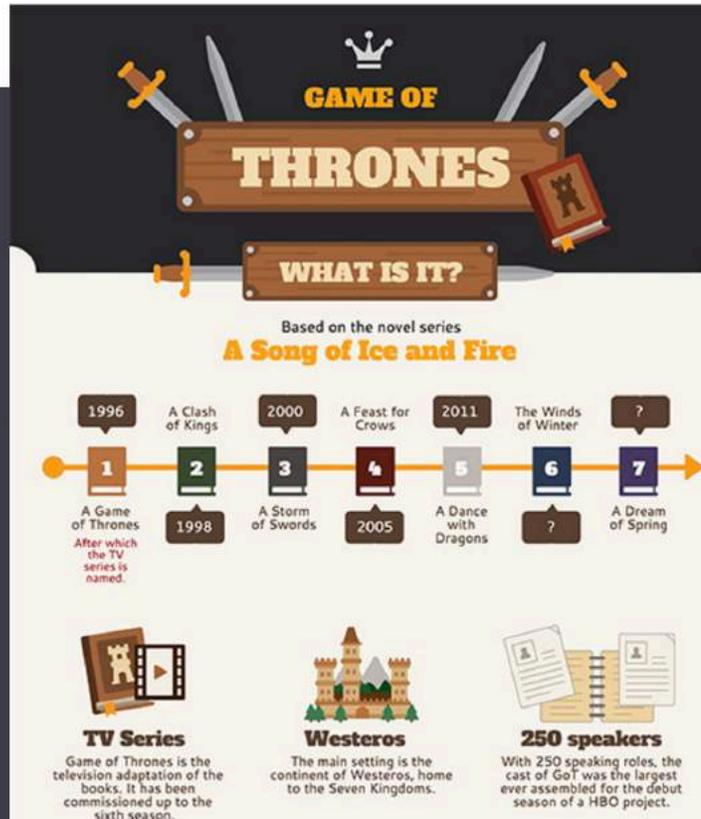
<https://piktochart.com/>



- HOME
- FEATURES
- PRICING ▾
- TEMPLATES
- BLOG
- LOGIN
- SIGN UP

Over 500 Templates To Make Information Beautiful

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



GAME OF THRONES

WHAT IS IT?

Based on the novel series **A Song of Ice and Fire**

1996	A Clash of Kings	2000	A Feast for Crows	2011	The Winds of Winter	?
1	2	3	4	5	6	7
A Game of Thrones After which the TV series is named.	1998	A Storm of Swords	2005	A Dance with Dragons	?	A Dream of Spring

- TV Series**
Game of Thrones is the television adaptation of the books. It has been commissioned up to the sixth season.
- Westeros**
The main setting is the continent of Westeros, home to the Seven Kingdoms.
- 250 speakers**
With 250 speaking roles, the cast of GoT was the largest ever assembled for the debut season of a HBO project.

Infographics

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

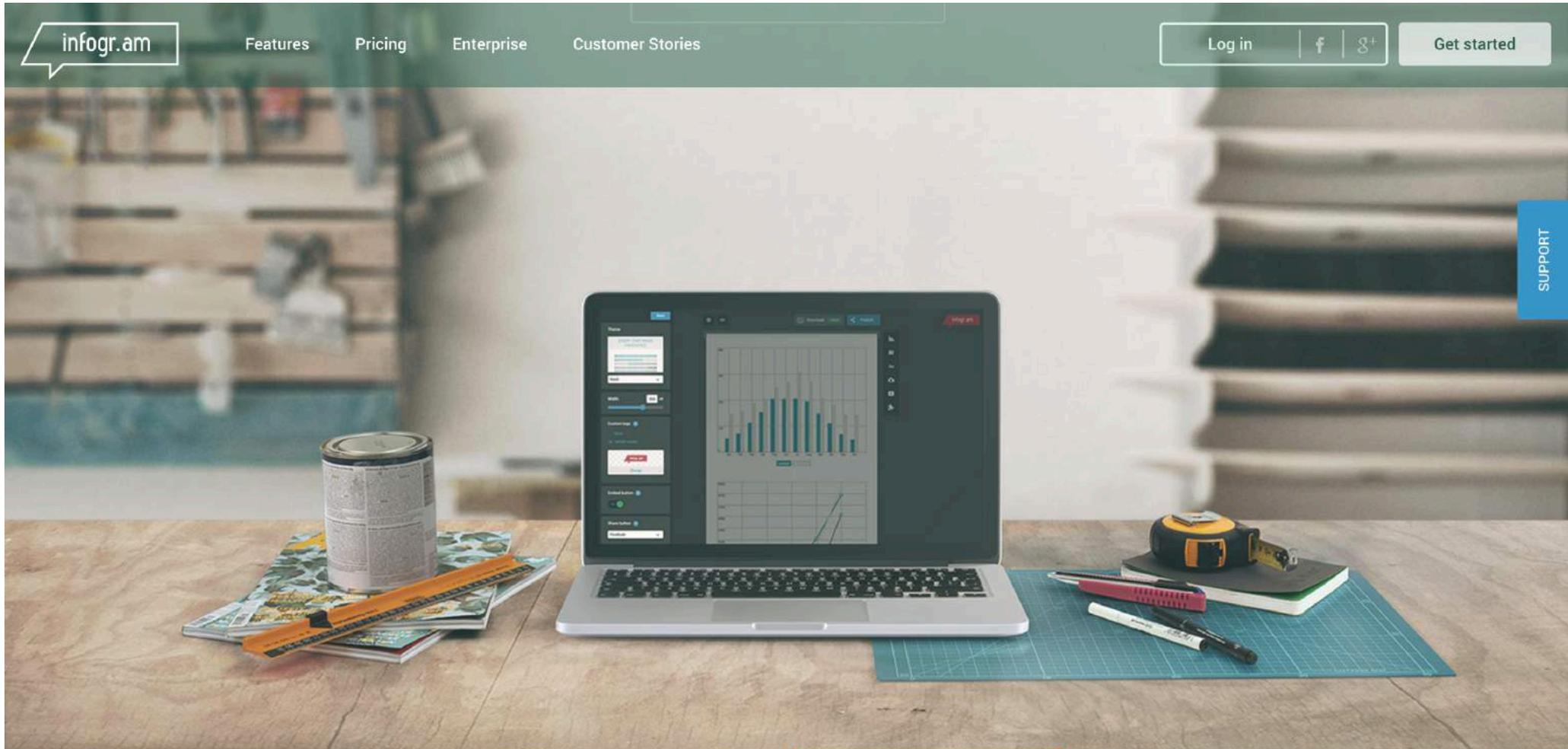


View 200 more



Infogr.am

<https://infogram.com/>



For Media & Blogs



For Education



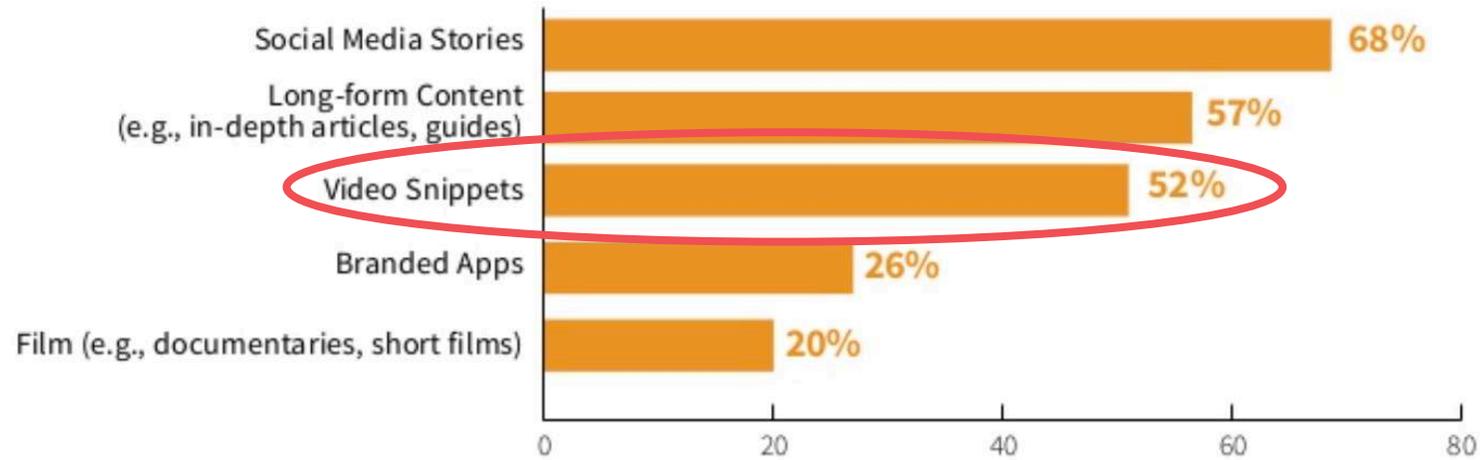
For Brands



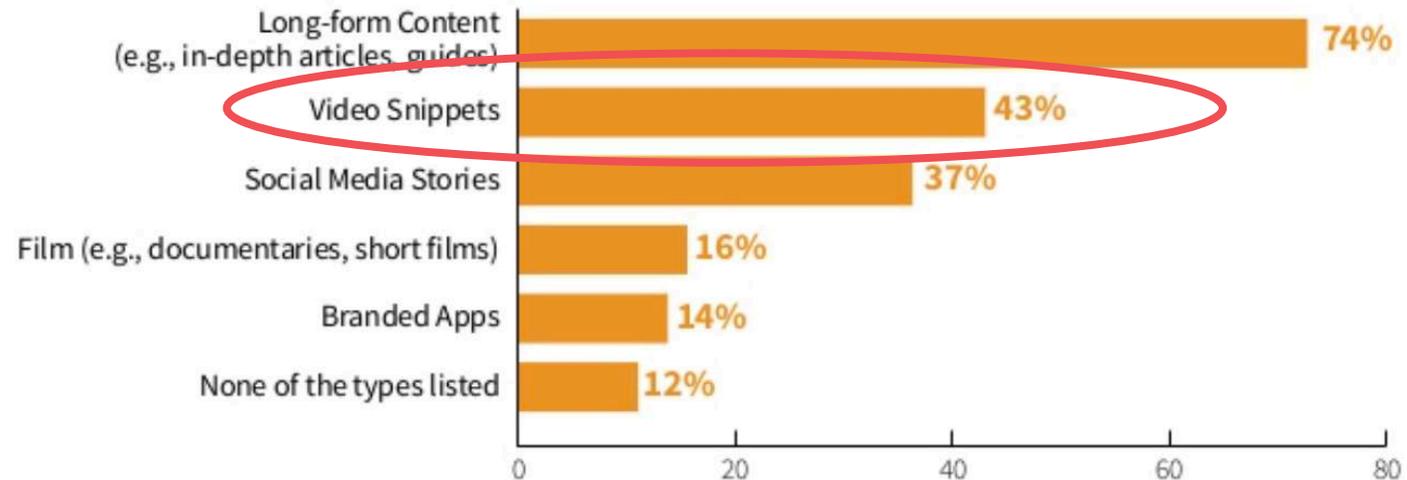
For Organizations

VIDEO CONTENT

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

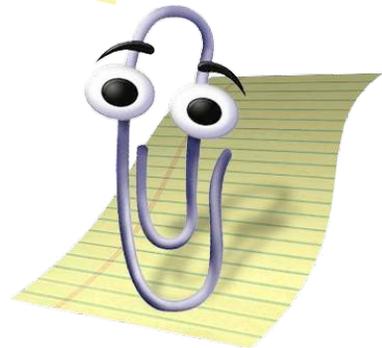


B2B Content Marketers' Use or Development of Select Types of Content in the Last 12 Months (All Respondents)

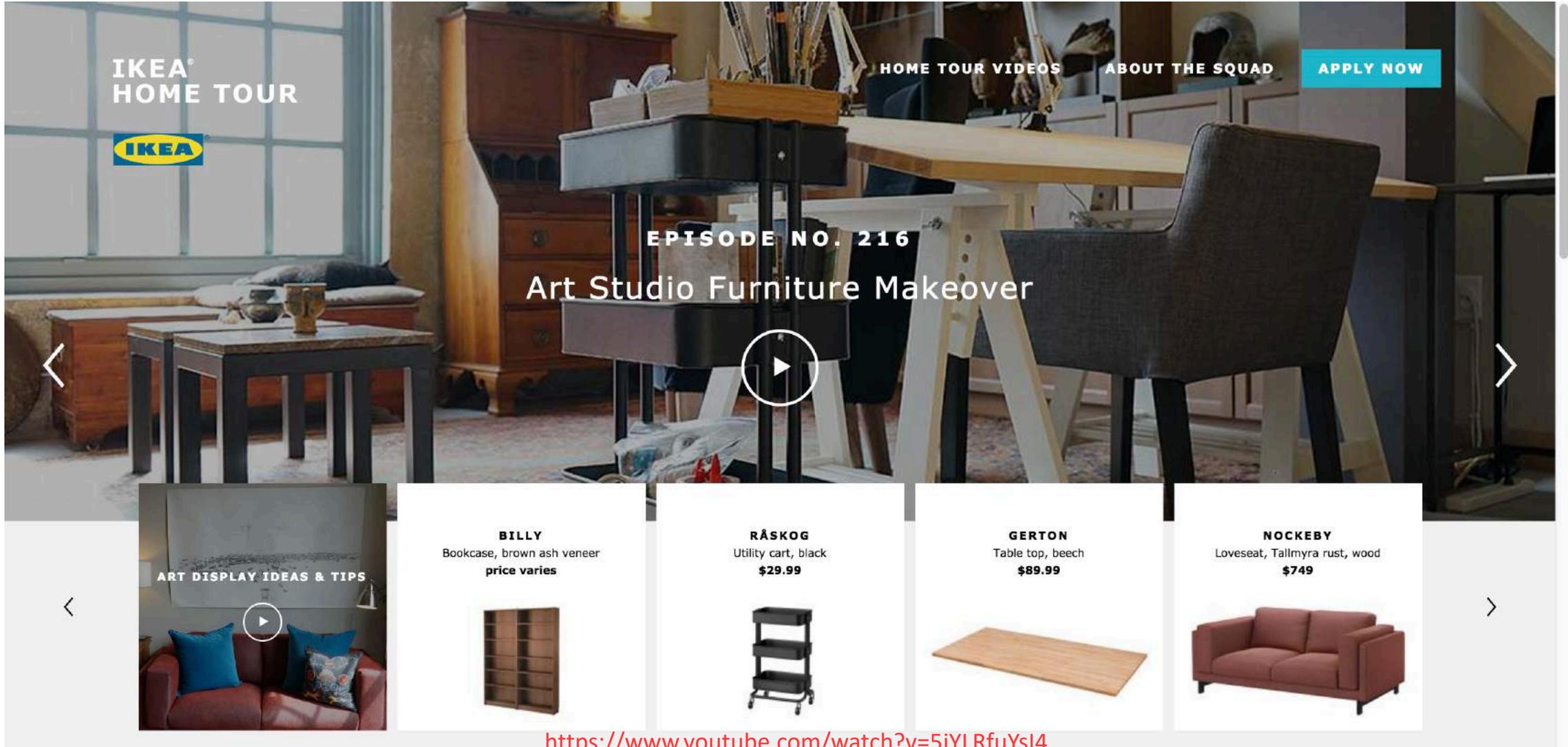


VIDEO CONTENT TYPES

sli.do – CM4



Telling a story



IKEA® HOME TOUR



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

EPISODE NO. 216
Art Studio Furniture Makeover

ART DISPLAY IDEAS & TIPS

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
--	---	--	--

<https://www.youtube.com/watch?v=5jYLRfuYsI4>

Storytelling

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

<https://www.facebook.com/wishiogifts/videos/1507200249589091/>

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

Using influencers

YouTube ^{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
Ozone.bg
-  3 World of Warcraft с Barrmana и Ozone.bg
Ozone.bg
-  4 World of Warcraft с Мечката и Ozone.bg - част II
Ozone.bg
-  5 World of Warcraft с Мечката и Ozone.bg - част I
Ozone.bg
-  6 World of Warcraft със Zing и Ozone.bg - част II
Ozone.bg
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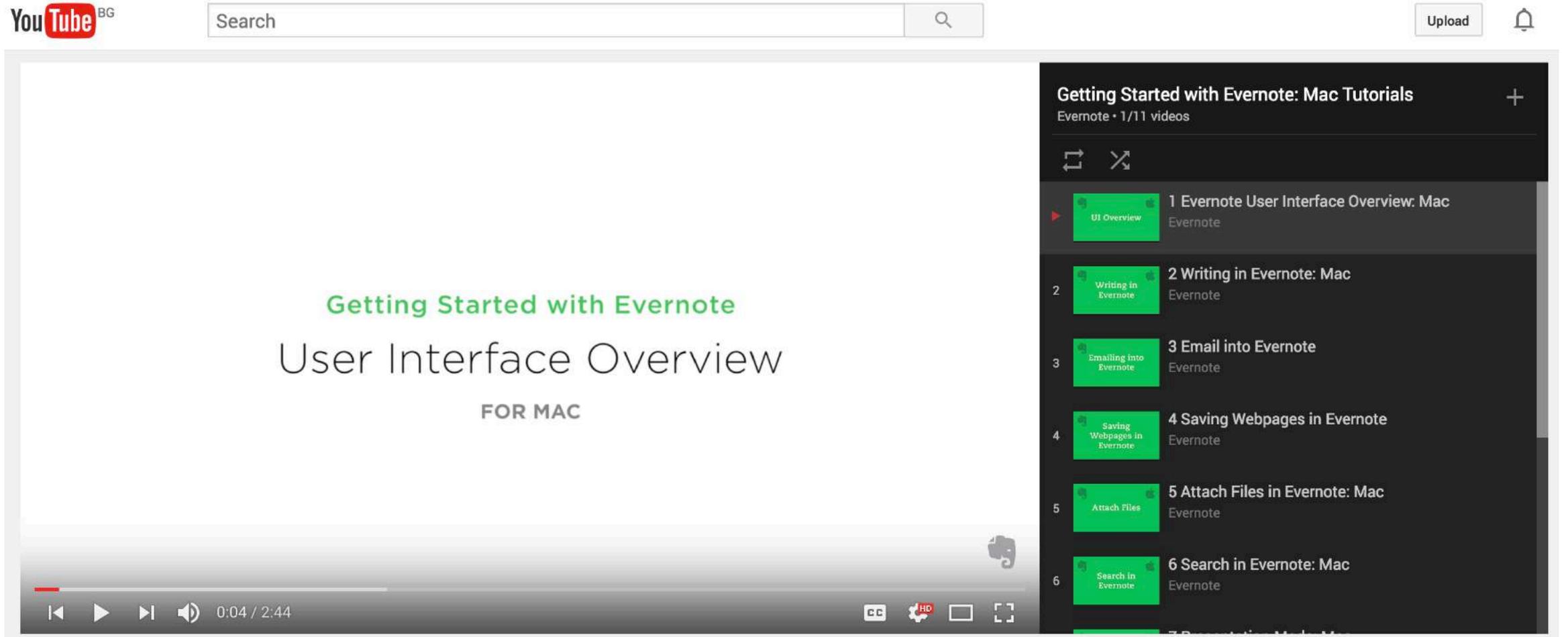
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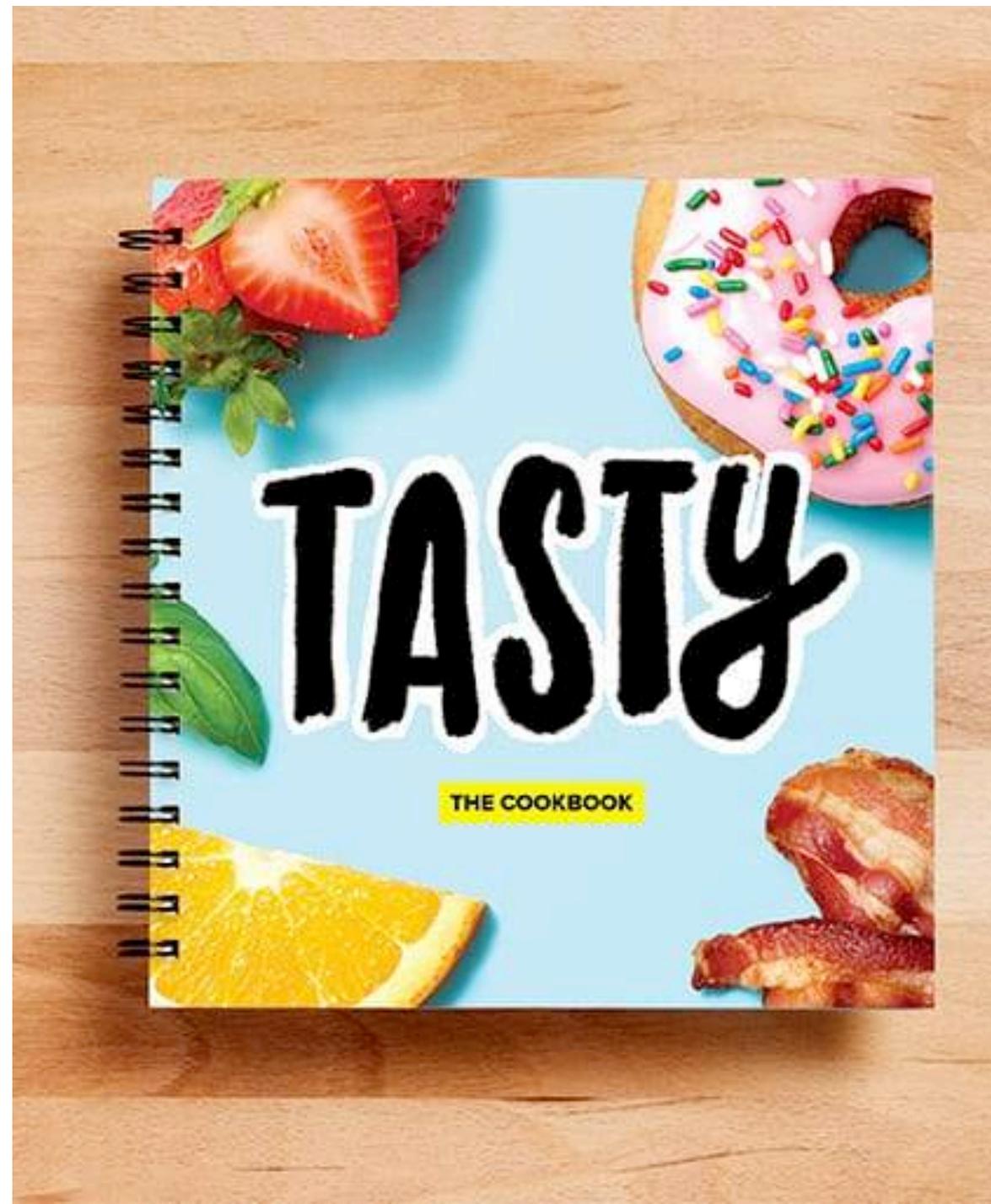
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