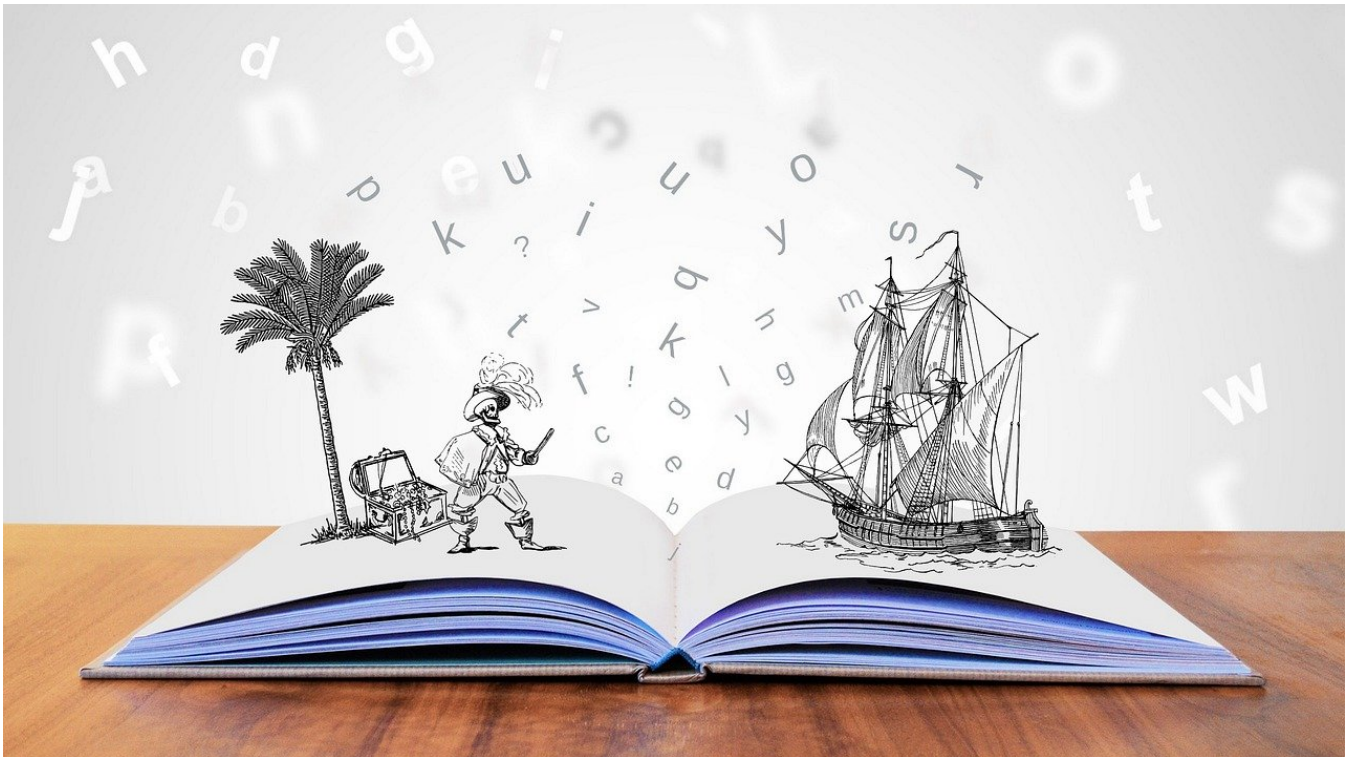


# Visual Storytelling:

**IT'S DO OR DIE**

Your business is either growing or dying in today's market. To grow you must cultivate and preserve the consumer's perception of the brand image. Visual storytelling helps you do exactly that.



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## What is Visual Storytelling?

**In layman's terms**, it is the process of communicating visually to your target audience the narrative you would like them to perceive.

But that's too simple to fully encompass the intricacy of visual storytelling.

**On a deeper level**, it is the construction and presentation the emotions and experiences you hope to associate with your brand or business, through careful selection of the correct form of visual presentation.

Examples of visual mediums: graphic art, pictures, videos, animations, infographics, gifs, memes, charts, graphs, ... etc.

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## 5 reasons you need Visual Storytelling

- The brain processes visuals [60,000 times faster](#) than it does plain text.
- Content with relevant images gets [94 percent](#) more views than content without.

- 90% of content is absorbed visually.
  - 80% of people remember what they see, compared to ten percent what they hear and 20% of what they read.
  - Publishers that feature visual content grow traffic [12 times faster](#) than those who don't.
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## As a small business, you have three broad goals:

- Build awareness
  - Connect with leads and consumers
  - Convey consumer value
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## How Visual Storytelling will help you

As we now know people have much better visual recall than auditory.

Telling your business/brand's story visually helps **build awareness**. You can develop initial impressions through forever content. With careful

precision and consistent implementation, you can create the [top of mind recall](#) in the leads that you develop into consumers.

You can **develop emotional connections with your consumers**, in a couple ways. First, certain visuals can inherently elicit certain emotions (ex. the color red may be associated with passion). You can use this same concept throughout your visual storytelling to draw out certain emotions from the consumers and have them begin to subconsciously associate these emotions with your brand or business. Secondly the visual storytelling content you publish is the consumers first impression of you. From that point on, your product must fulfill the expectations created by that initial impression. But, if the storytelling is successful, entices them to consume your product, and they are satisfied with the product then an emotional connection will inherently be formed through the fulfillment of consumer expectations.

The given of “**conveying consumer value**” is providing and exemplifying the attributes that present a value (the ability to fulfill a want or need) to the consumer. However, with the push for business accountability and [corporate social responsibility](#) this might also mean conveying the

company's values that the consumer/audience base attributes to being positive.

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## **What should you use to develop and produce Visual Storytelling Content?**

There are a myriad of different programs, websites, apps, and other resources you can utilize for the development and production of visual storytelling content. Check out what Jeff Sieh, Owner and Creative Director of His Design, had to say, at the Midwest Digital Marketing Conference, for a more [in-depth dive](#).