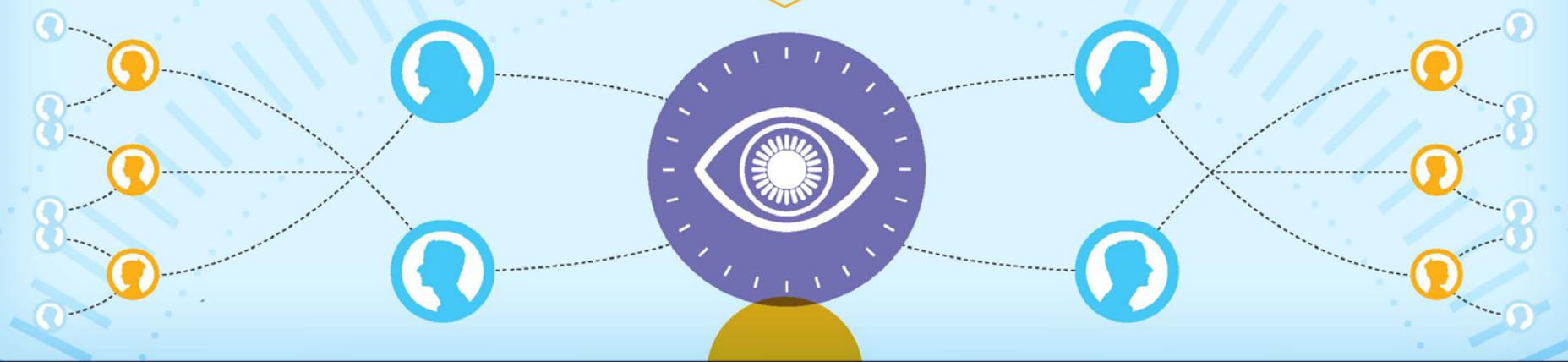
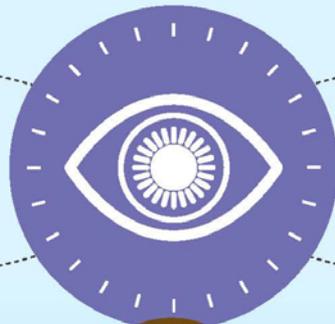




# VISUAL CONTENT MARKETING: CAPTURE AND ENGAGE YOUR AUDIENCE





## VISUAL IS THE FUTURE

**WEIGHTY WORDS:** We're drowning in content.

**DEATH BY TEXT:** We don't have enough time to read everything we want information about.

**COPYPASTA:** Images are more shareable than text.

**SOLUTION:** Visual content.



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# 6 TYPES OF VISUAL CONTENT

THE FOLLOWING ARE SIX EXAMPLES OF VISUAL CONTENT THAT CAN BE UTILIZED IN A CONTENT MARKETING CAMPAIGN.

COMICS



MEMES

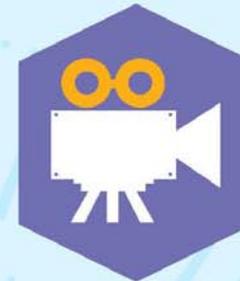


INFOGRAPHICS

PHOTOS



VIDEOS



VISUAL NOTE-TAKING



# 6 TYPES OF VISUAL CONTENT



COMICS

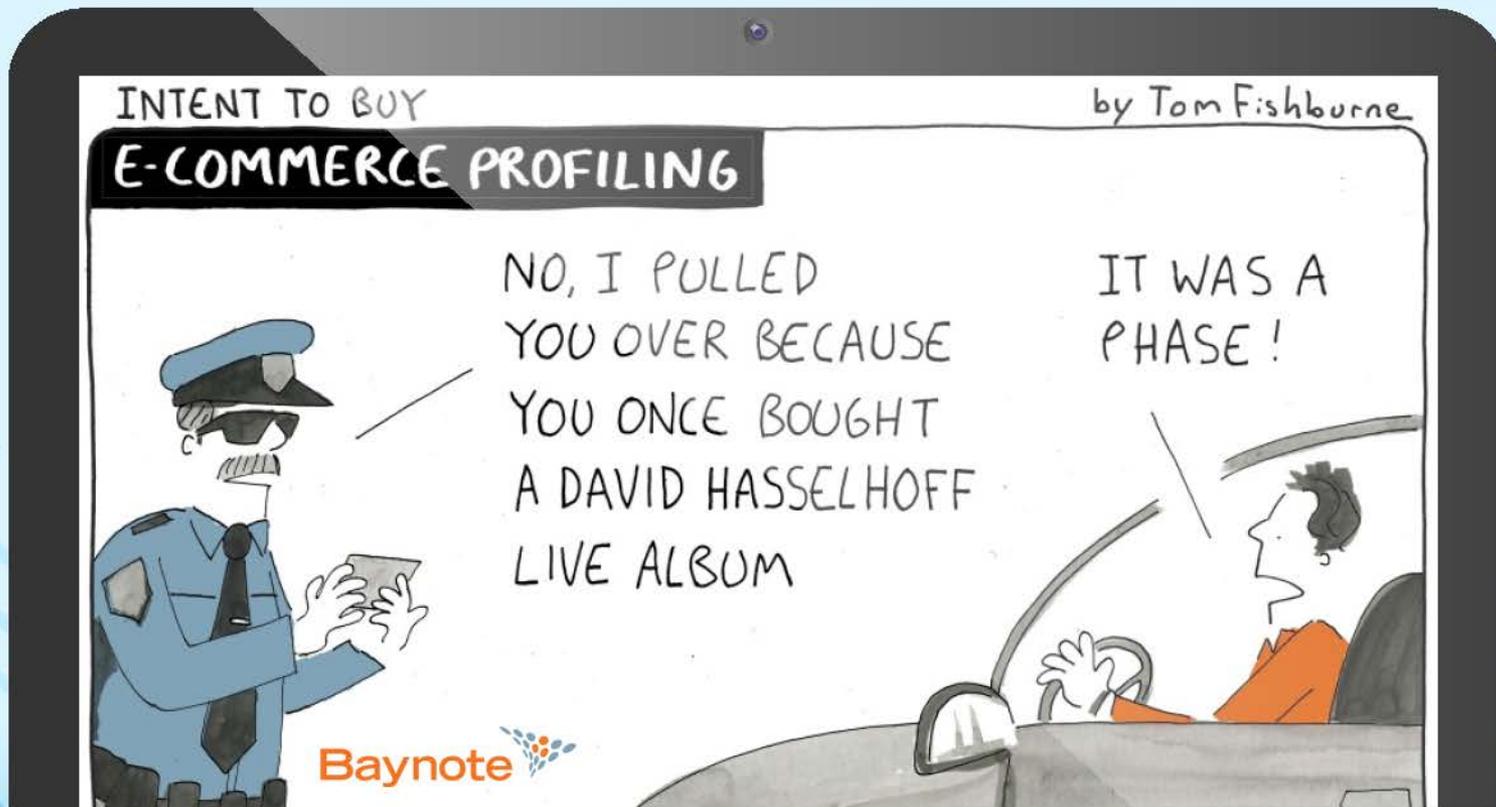
MEMES

INFOGRAPHICS

PHOTOS

VIDEOS

VISUAL NOTE-TAKING





# 6 TYPES OF VISUAL CONTENT



COMICS

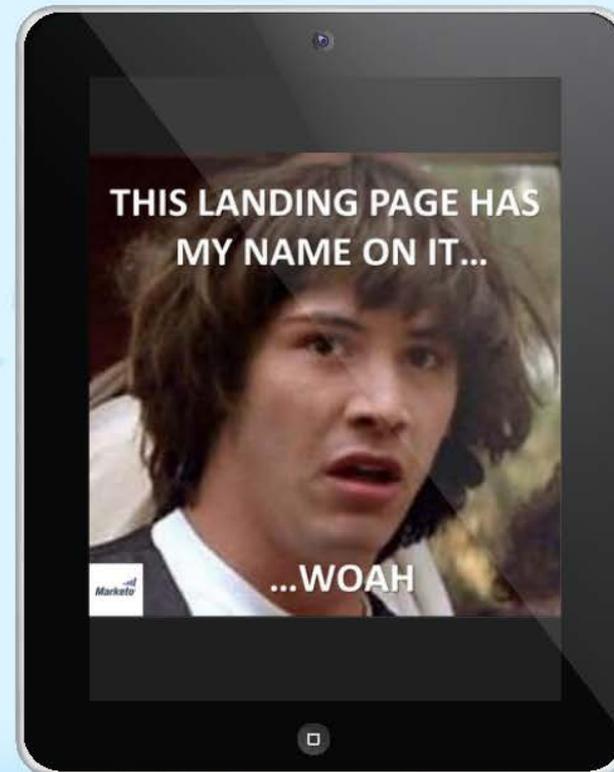
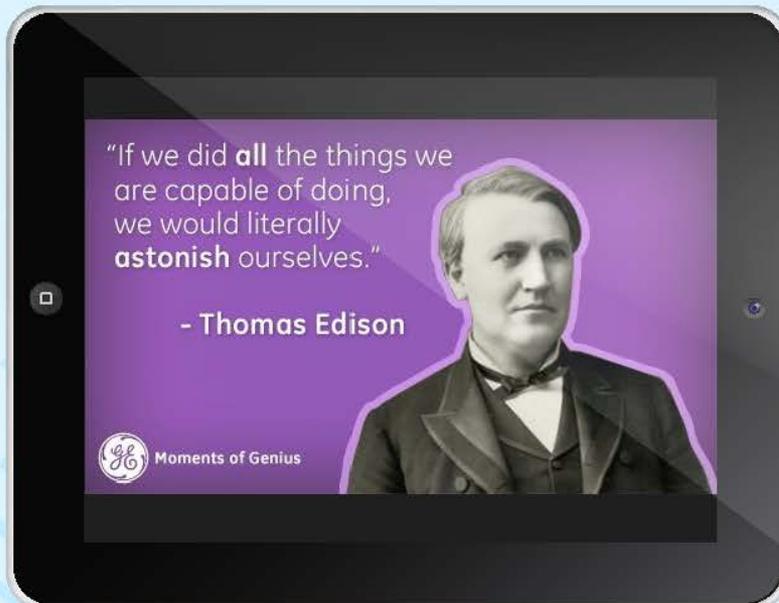
**MEMES**

INFOGRAPHICS

PHOTOS

VIDEOS

VISUAL NOTE-TAKING





# 6 TYPES OF VISUAL CONTENT



COMICS

MEMES

**INFOGRAPHICS**

PHOTOS

VIDEOS

VISUAL NOTE-TAKING

## IS CONTENT MARKETING TRADITIONAL ADVERTISING'S NEW RIVAL?

Marketo

„COLUMN/FIVE“

Content Marketing is a force to be reckoned with. As companies seek to expand their reach online, budgets for Content Marketing are growing and new tactics and promotion strategies are being explored. Here we dive into the ins-and-outs of Content Marketing, how companies are currently using it, and the budgets that are being allocated to this massive new platform.



### WHY SHOULD COMPANIES USE CONTENT MARKETING?

RISK MITIGATION



LEAD GENERATION



LEAD NURTURING



LEAD SCORING





# 6 TYPES OF VISUAL CONTENT



COMICS

MEMES

INFOGRAPHICS

**PHOTOS**

VIDEOS

VISUAL NOTE-TAKING





# 6 TYPES OF VISUAL CONTENT



COMICS

MEMES

INFOGRAPHICS

PHOTOS

**VIDEOS**

VISUAL NOTE-TAKING





# 6 TYPES OF VISUAL CONTENT



COMICS

MEMES

INFOGRAPHICS

PHOTOS

VIDEOS

**VISUAL NOTE-TAKING**

**DESTROYING the 7 MYTHS of B2B Social Media**

**1. MY CUSTOMERS DON'T USE SOCIAL MEDIA**  
 AWARENESS - SALES - LOYALTY  
 MYTH: 33% HAVE EMPLOYED SOCIAL MEDIA MARKETING  
 MATH GUY  
 86% USE SOCIAL MEDIA FOR BUSINESS  
 PROVIDES HUMAN TOUCHPOINTS

**2. NOT WORTH THE TROUBLE**  
 MYTH: 80% TEENS USE FACEBOOK  
 HUMANIZE

**3. DOESN'T APPLY TO US**  
 MYTH: IF YOU HAVE A STORY TO TELL IT APPLIES  
 PROMOTE YOUR CONTENT (NOT YOUR COMPANY)  
 WE'RE AWESOME CLICK HERE  
 BE SOCIAL

**4. IF NOBODY TWEETS ABOUT US WE DON'T NEED IT**  
 MAKE THEM TALK ABOUT YOU

**5. A "PAGE" SOCIAL STRATEGY**  
 THE TOOLS ALWAYS CHANGE  
 DON'T DO SOCIAL MEDIA  
 BE SOCIAL

**6. IT'S JUST ABOUT MARKETING**  
 ANSWER the "NEW TELEPHONE"  
 MODEL  
 "I FEEL UNDERSTOOD but not HEARD"  
 "WIFI BLOW"  
 IT'S A SPECIALTIST'S JOB

**7. IT'S NOT MEASURABLE**  
 A TRAINING INDICATOR  
 FRESH  
 YEAR

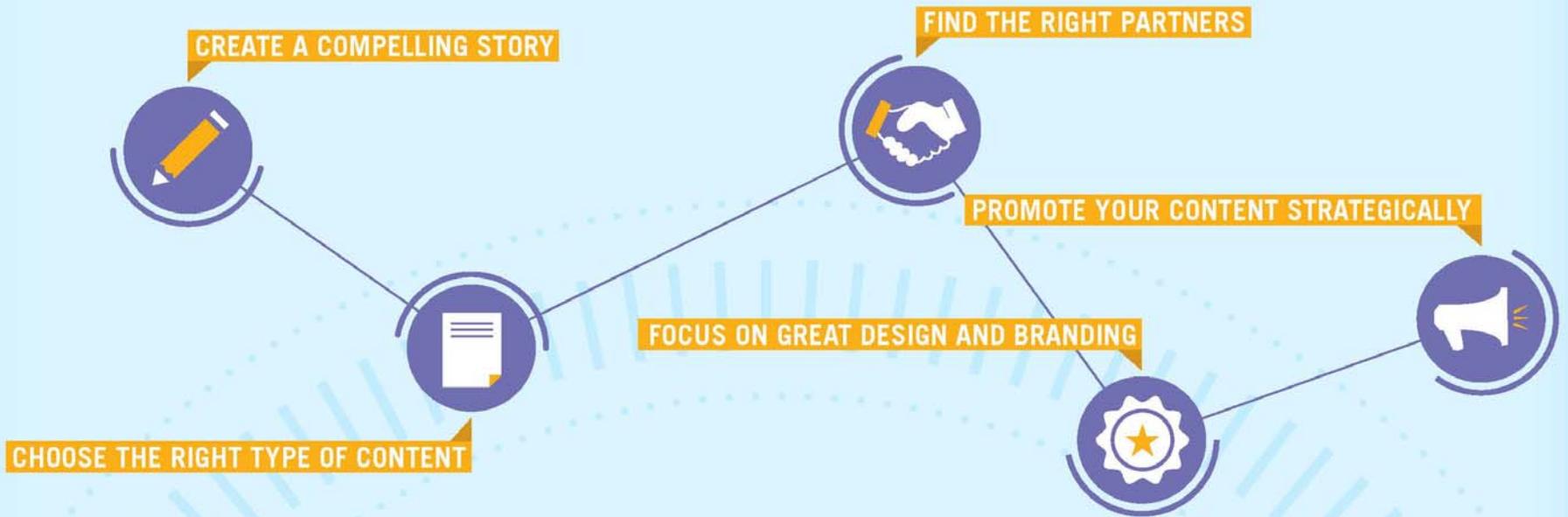
JAY BACE  
 Social media strategist & President, Convince & Convert

www.MAG6THINK.NET



# KEYS TO VISUAL MARKETING SUCCESS

- OBSERVE THE FOLLOWING CONCEPTS IF YOU WANT A SUCCESSFUL VISUAL MARKETING CAMPAIGN:

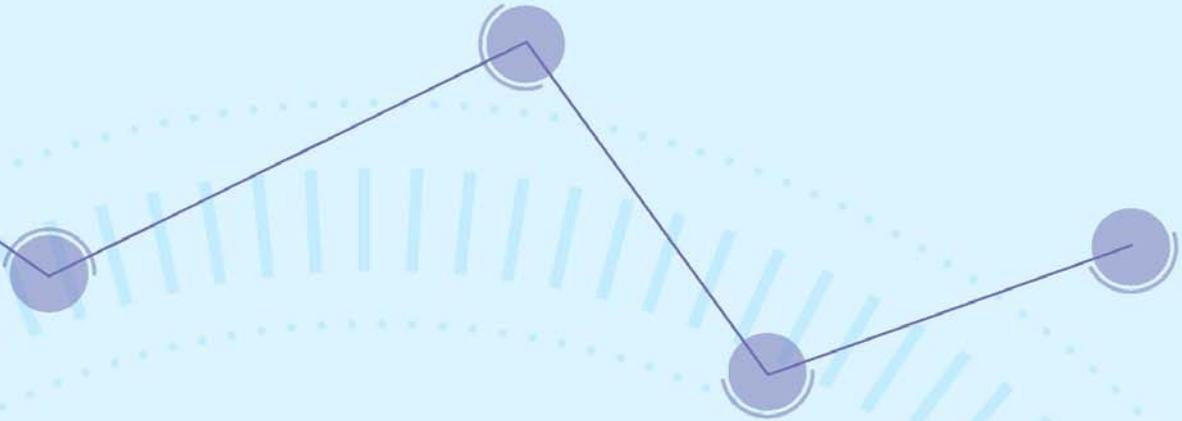




# KEYS TO VISUAL MARKETING SUCCESS

- OBSERVE THE FOLLOWING CONCEPTS IF YOU WANT A SUCCESSFUL VISUAL MARKETING CAMPAIGN:

## CREATE A COMPELLING STORY





# KEYS TO VISUAL MARKETING SUCCESS

- OBSERVE THE FOLLOWING CONCEPTS IF YOU WANT A SUCCESSFUL VISUAL MARKETING CAMPAIGN:

**CHOOSE THE RIGHT TYPE OF CONTENT**

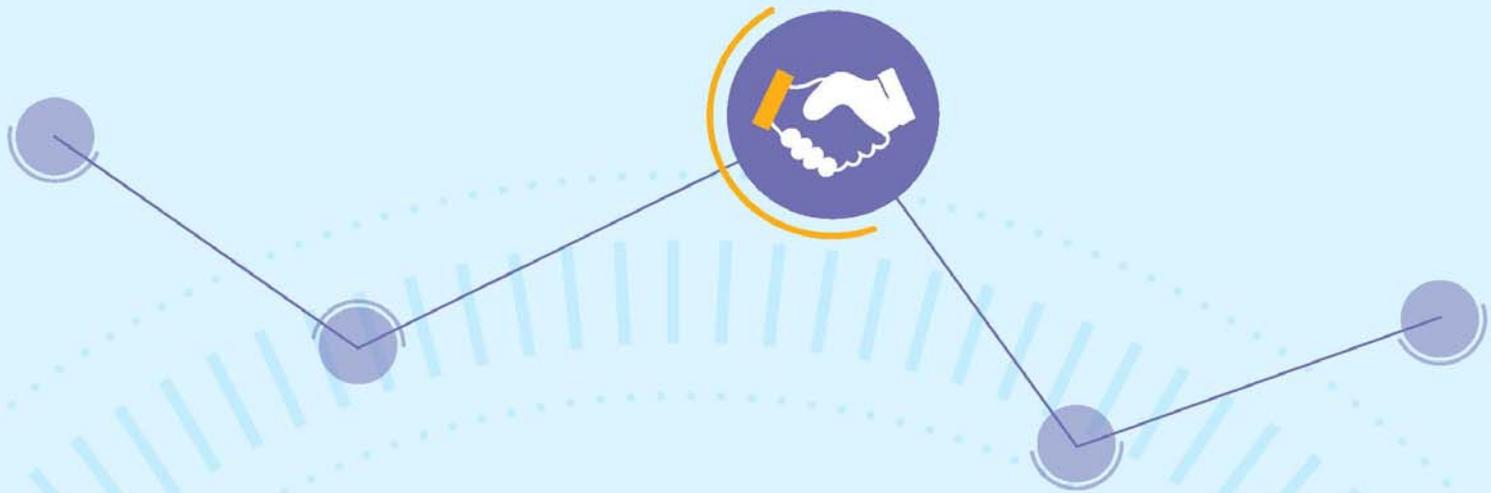




# KEYS TO VISUAL MARKETING SUCCESS

- OBSERVE THE FOLLOWING CONCEPTS IF YOU WANT A SUCCESSFUL VISUAL MARKETING CAMPAIGN:

## FIND THE RIGHT PARTNERS





# KEYS TO VISUAL MARKETING SUCCESS

- OBSERVE THE FOLLOWING CONCEPTS IF YOU WANT A SUCCESSFUL VISUAL MARKETING CAMPAIGN:

**FOCUS ON GREAT DESIGN AND BRANDING**





# KEYS TO VISUAL MARKETING SUCCESS

- OBSERVE THE FOLLOWING CONCEPTS IF YOU WANT A SUCCESSFUL VISUAL MARKETING CAMPAIGN:

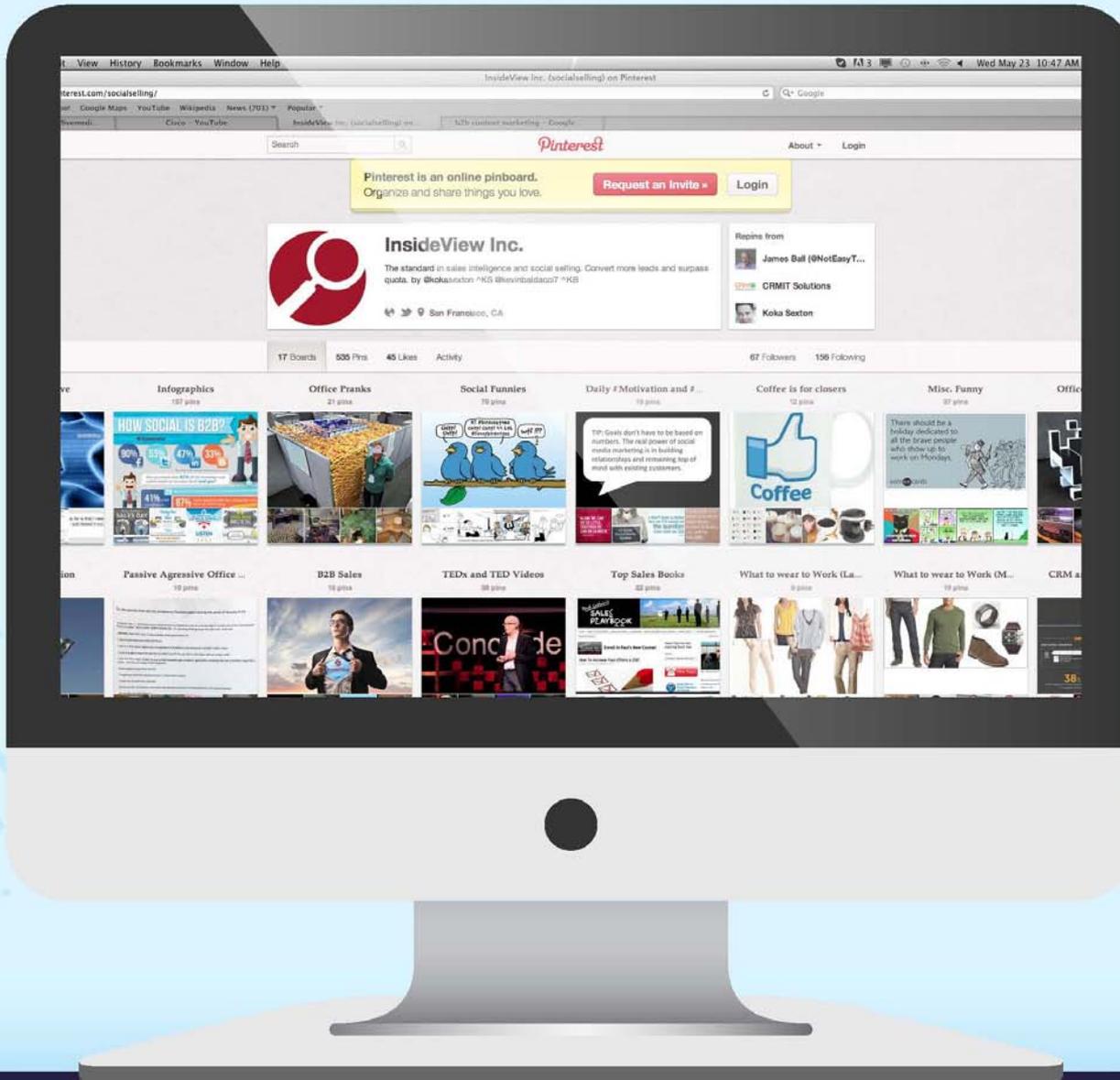


**PROMOTE YOUR CONTENT STRATEGICALLY**



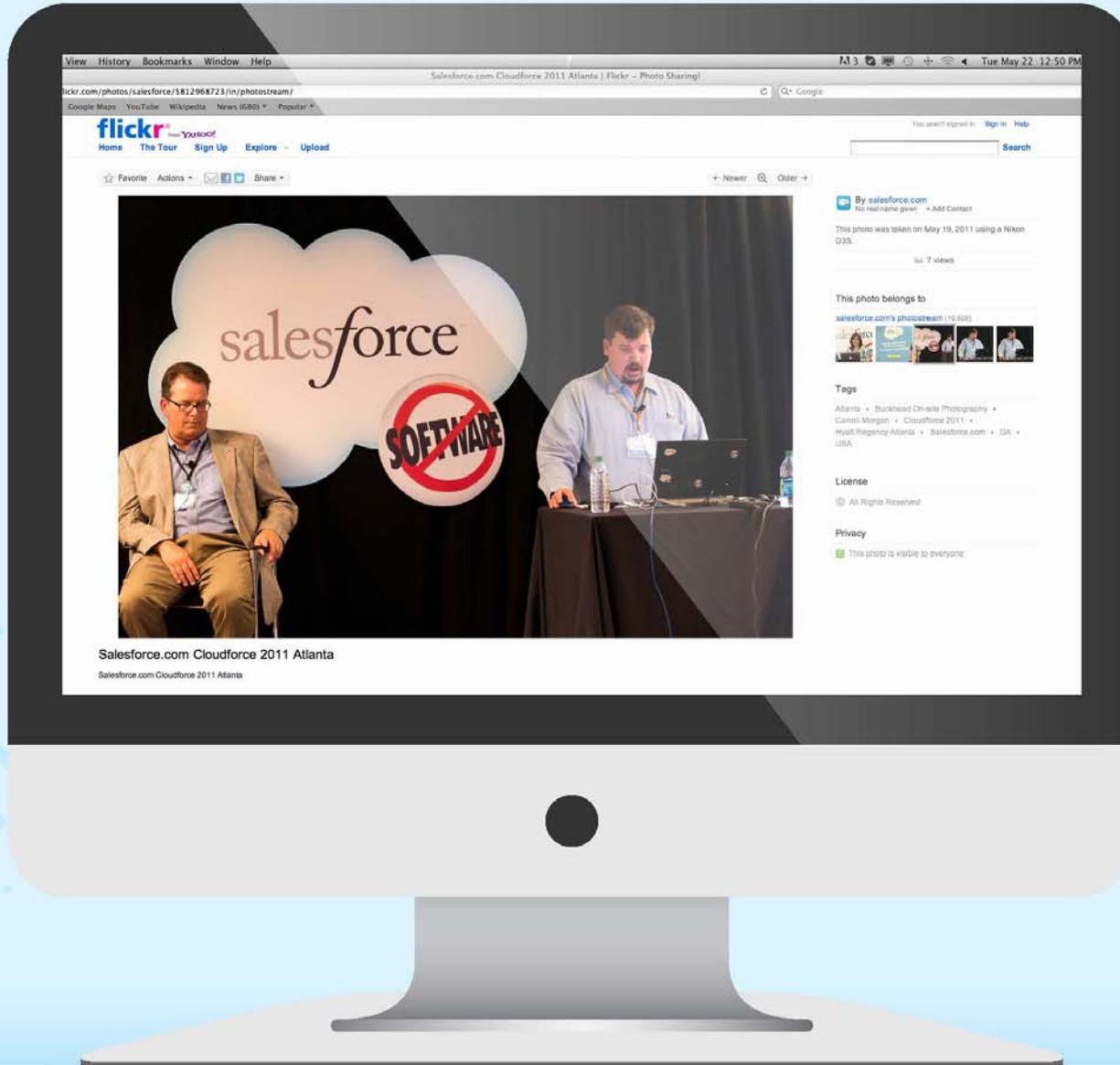


# PINTEREST



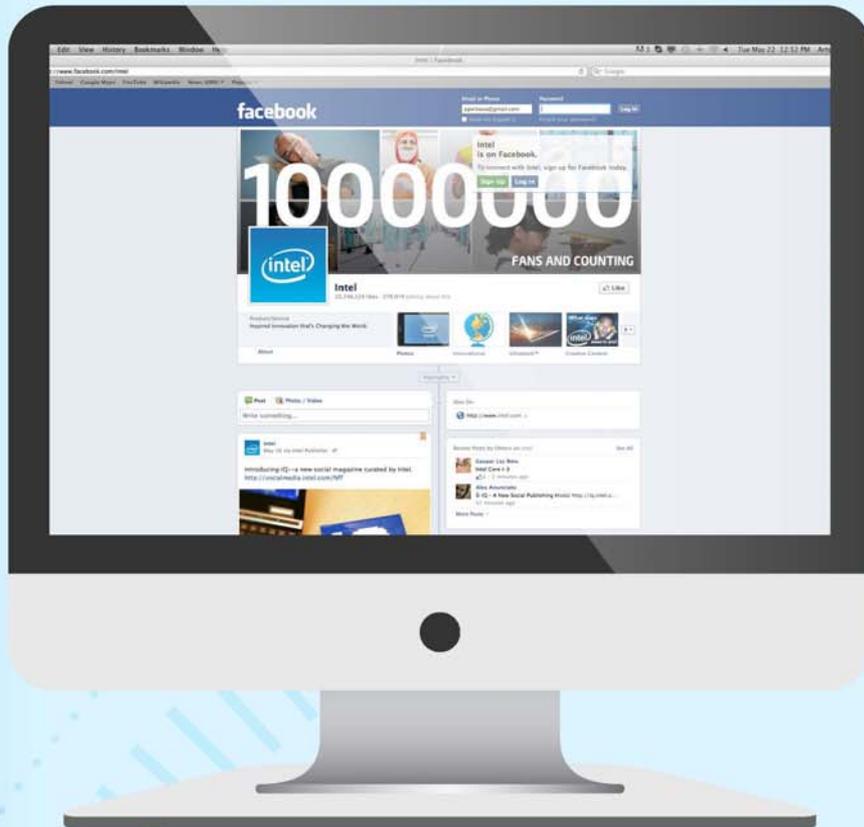


# FLICKR



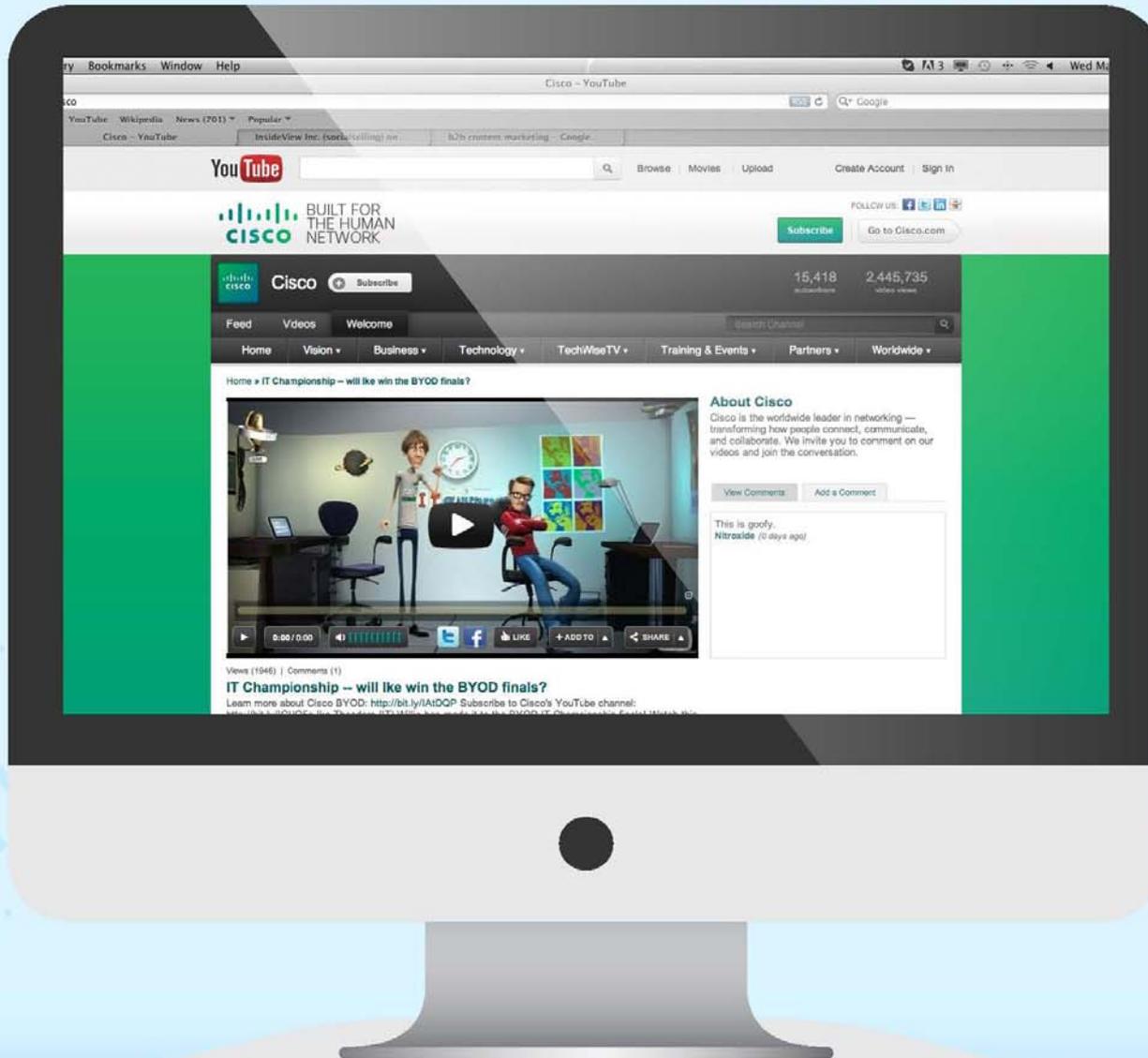


# FACEBOOK



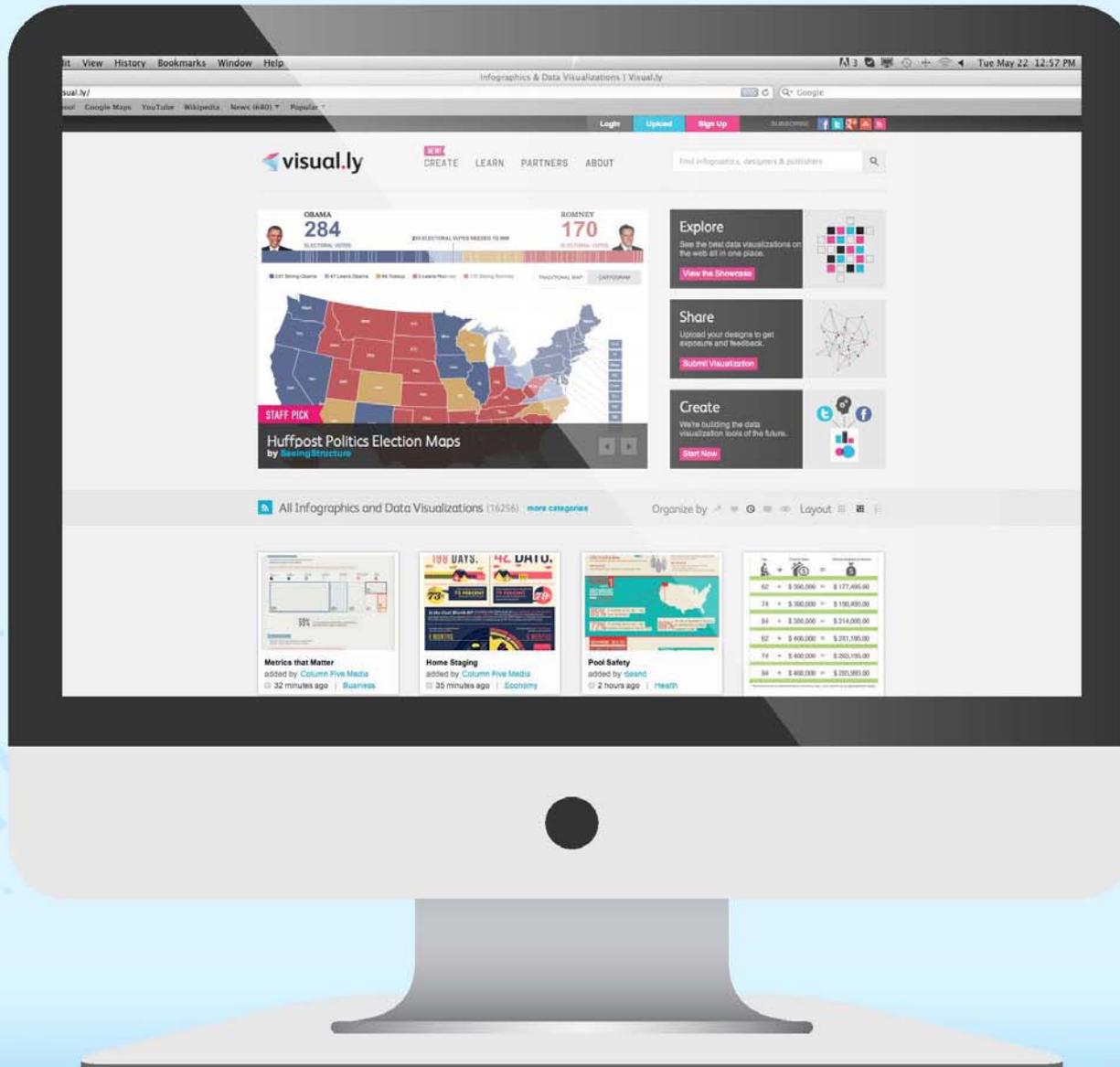


# YOUTUBE





# DIRECTORIES



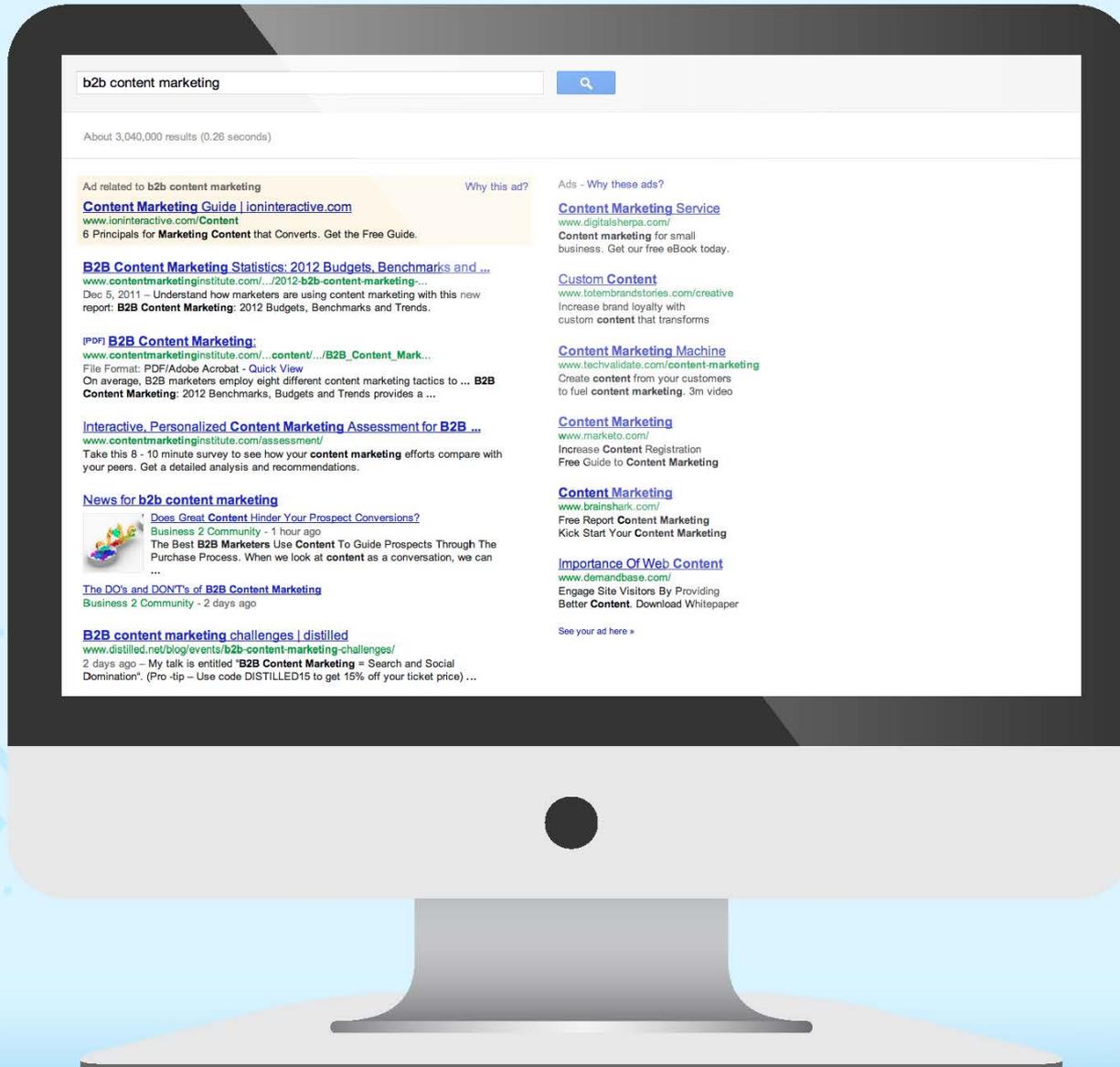


# SLIDESHARE





# SEARCH ENGINES





# EVENTS



< Back to home >>

f Share 6

Tweet 13

in Share 7

+1 0

## Samsung SXSWi 2012 Smart Wall

[Live Project](#)

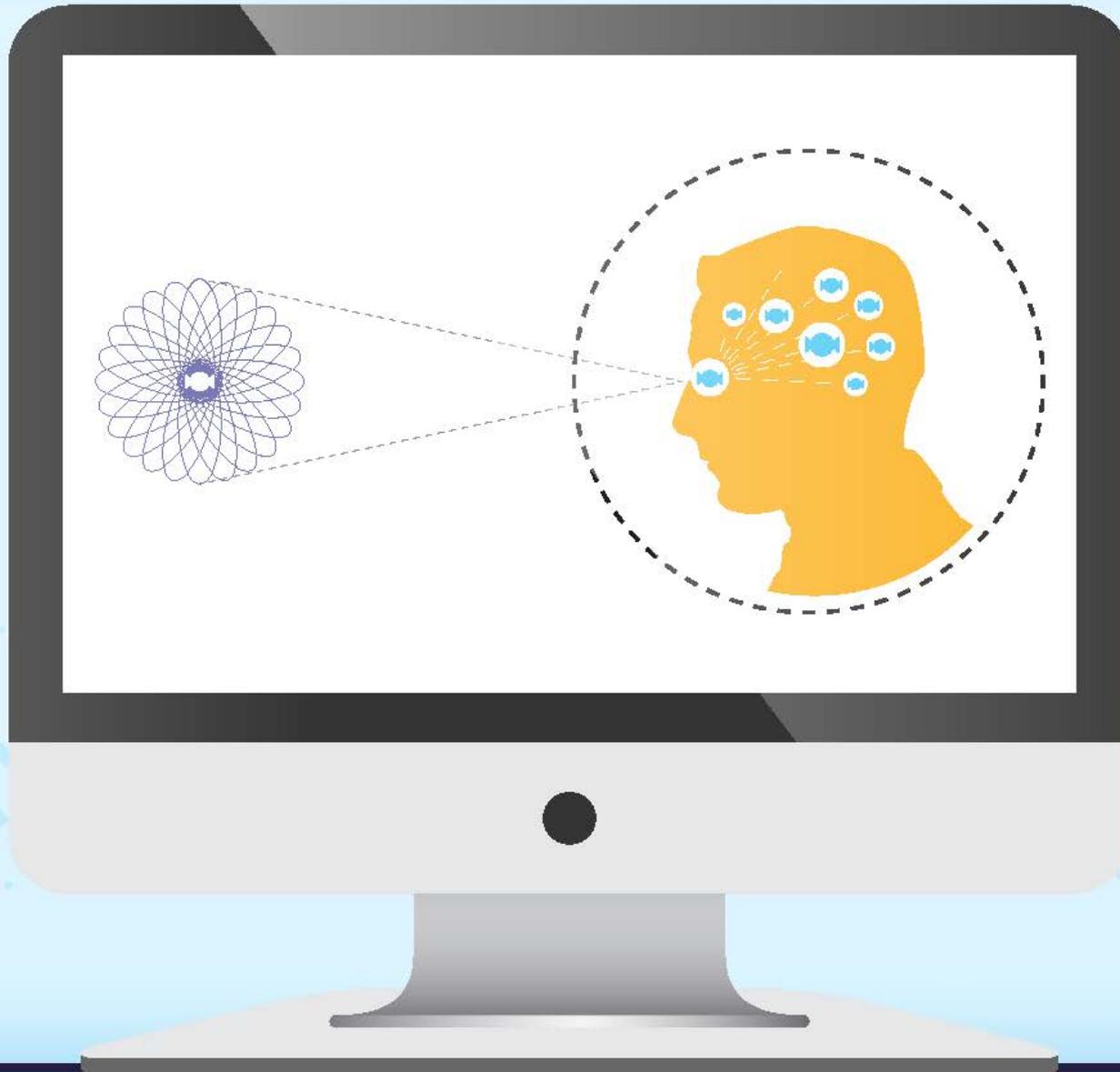
[Media Coverage](#)

The Project: For the **second year in a row**, Samsung approached JESS3 with an interactive challenge for SXSWi 2012: create an intricate data visualization installation comprised of 23 Samsung displays. The result came to be known as the #smartwall.

[Read More](#)



# INFOGRAPHICS: MORE THAN EYE CANDY





# INFOGRAPHICS CAN BE CATEGORIZED INTO 3 AWESOME FORMATS

A BASIC UNDERSTANDING OF THE FOLLOWING THREE INFOGRAPHIC FORMATS WILL HELP YOU THINK STRATEGICALLY ABOUT WHICH APPROACH WILL PROVIDE YOUR TARGET AUDIENCE WITH THE MOST VALUE IN YOUR CONTENT MARKETING CAMPAIGN.



**STATIC**



**MOTION**



**INTERACTIVE**



# THE STATIC INFOGRAPHIC



THE STATIC INFOGRAPHIC IS THE MOST PREVALENT AND VERSATILE FORMAT FOR UTILIZING INFORMATION DESIGN.



## REVENUE PERFORMANCE MANAGEMENT: MAKING THE TOP LINE TOP PRIORITY

**RPM** is a strategy to optimize interactions with buyers across the revenue cycle and accelerate predictable revenue growth.

### THE MAIN PLAYERS:

**The Magicians:** Traditionally, marketers are thought of as magicians. They generate leads through a wide range of unquantifiable techniques: mailings, trade shows, emails, social media, etc. Because no one really knows how to measure their success in terms of revenue, they try to produce as many leads as possible.



### Two Teams, One Goal

Pre-RPM, this is what the process looked like: The marketing team produced as many leads as possible, with little regard for quality. Marketing complained that sales didn't follow up on



# THERE ARE 2 PRIMARY B2B MARKETING APPLICATIONS OF THE STATIC INFOGRAPHIC



## **EDITORIAL**

CONTENT FOR BLOGGING AND  
SOCIAL/PR DISTRIBUTION



## **BRAND-CENTRIC**

CONTENT FOR BLOGGING AND  
SOCIAL/PR DISTRIBUTION



# WHAT ARE THE MAIN OBJECTIVES FOR EDITORIAL BLOG CONTENT?

## THOUGHT LEADERSHIP:

Use this content to establish your brand as a thought leader and expert in your industry.

# THE CMO GUIDE

## ★ TO INBOUND MARKETING ★

### HOW INBOUND MARKETING IS DIFFERENT FROM TRADITIONAL EFFORTS

Inbound marketing is the process of helping potential customers find your company before they are ready to buy through content marketing, social, and search presence. The goal is to turn that early awareness into brand preference, and ultimately convert leads into revenue.

THIS APPROACH IS DIFFERENT FROM TRADITIONAL MARKETING IN SEVERAL KEY WAYS:

**TRADITIONAL MARKETING**

**INBOUND MARKETING**



# WHAT ARE THE MAIN OBJECTIVES FOR EDITORIAL BLOG CONTENT?

## VIRALITY:

Use this content to create a viral impact, providing brand exposure and generating high-volume traffic.



### FLICKR

*Clubs:* Art Club, Photography Club, Creative Commons Club, Hipster Club

*Quote:* "Look, I'm not an intellectual - I just take pictures."  
-Helmut Newton



### REDDIT

*Clubs:* Editor of School Newspaper, Rock the Vote Club

*Quote:* "I can't prove it, but I can say it."  
-Stephen Colbert



### MYSPACE

*Clubs:* Former Member of: Band Club, Photography Club, Pep Club

*Quote:* "The only thing worse than being talked about is not being talked about."  
-Oscar Wilde



### WIKILEAKS

*Clubs:* Lenin Love Club, Freedom of Information Club, Youth Anarchists League

*Quote:* "I feel your scorn and I accept it."  
-Jon Stewart



# BRAND-CENTRIC CONTENT FOR BLOGGING AND SOCIAL/PR DISTRIBUTION

BRAND-CENTRIC INFOGRAPHICS PROVIDE THE VIEWER WITH AN EXPLANATION OF YOUR BUSINESS AND/OR A COMMUNICATION OF ITS VALUES.

*The Guide to the* #MUS12

# 2012 MARKETO SUMMIT

The 3rd annual 2012 Marketo Summit—a three-day event open to all Marketo users looking to increase their skills and learn new strategies in all areas of marketing—is almost here. If you're unfamiliar with this year's event, now is the time to check out what you can experience in May. Below, we explain the organization of the conference and break down this year's event schedule.

## THE SUMMIT BY THE NUMBERS

This year's summit will be our biggest and best event yet. Here are some stats on what you can expect:

## SUMMIT EXHIBITORS

Platinum

LeadMD



# THE MOTION GRAPHIC: ADDING SOUND & MOVEMENT

WHILE STATIC CONTENT EXISTS FIXED IN TIME, MOTION CONTENT EXISTS ACROSS TIME. A MOTION GRAPHIC BRINGS THE TRADITIONAL STATIC INFOGRAPHIC TO LIFE WITH MOVEMENT, NARRATIVE, AND SOUND.





# THE INTERACTIVE INFOGRAPHIC: LET THE PEOPLE CLICK

INTERACTIVE INFOGRAPHICS ALLOW FOR THE VISUALIZATION OF MULTIPLE LAYERS OF DATA IN ORDER TO ENTICE THE VIEWER INTO CUSTOMIZED EXPLORATION.





# THE INTERACTIVE INFOGRAPHIC

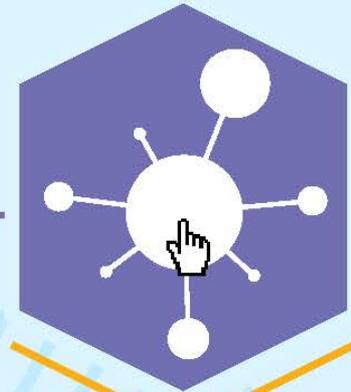
INTERACTIVE INFOGRAPHICS CAN BE DIVIDED INTO 3 CATEGORIES:



**FIXED INFORMATION,  
MANUAL UPDATES**



**FIXED INFORMATION,  
AUTOMATIC UPDATES**



**DYNAMIC INFORMATION,  
AUTOMATIC UPDATES**



FIXED INFORMATION,  
MANUAL UPDATES



## THE INTERACTIVE INFOGRAPHIC: LET THE PEOPLE CLICK

THE MOST SIMPLISTIC OF INTERACTIVE GRAPHICS HAVE FIXED CONTENT AND MUST BE MANUALLY UPDATED IF A DATA REFRESH IS DESIRED.



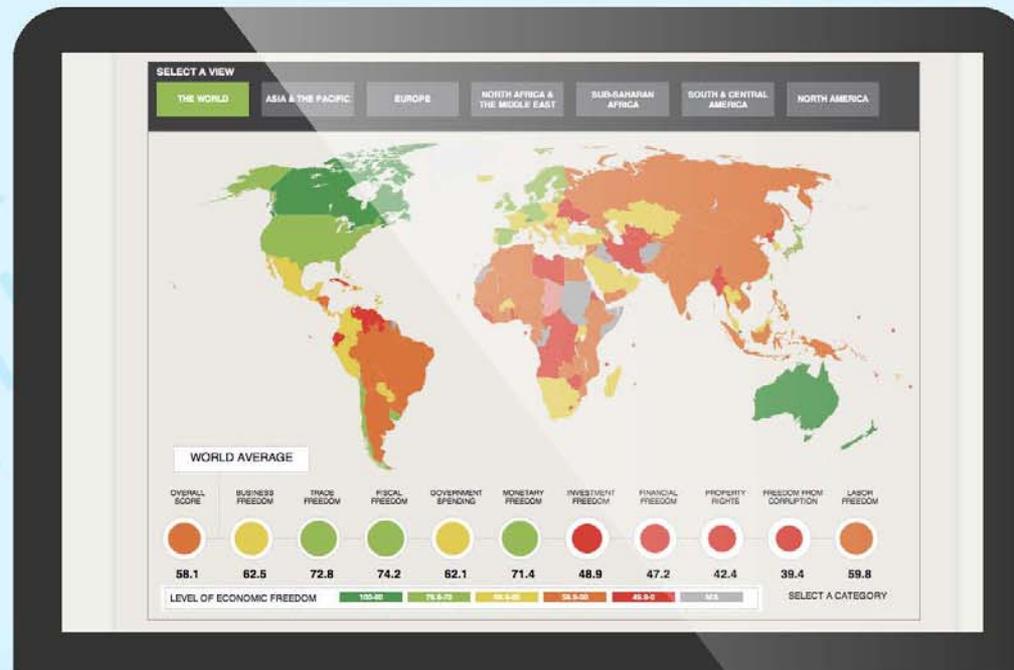


FIXED INFORMATION,  
AUTOMATIC UPDATES



# THE INTERACTIVE INFOGRAPHIC: LET THE PEOPLE CLICK

MANUALLY REFRESHING DATA IN THE SAME FORMAT AS THE PREVIOUS VERSION  
AUTOMATICALLY UPDATES THE DISPLAY.



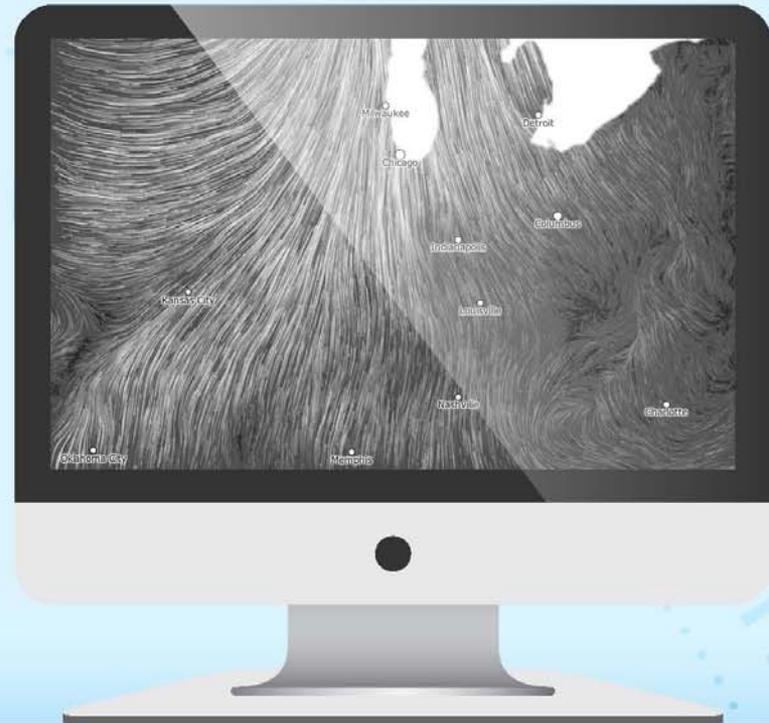


**DYNAMIC INFORMATION,  
AUTOMATIC UPDATES**



# THE INTERACTIVE INFOGRAPHIC: LET THE PEOPLE CLICK

IN THE MOST SOPHISTICATED OF INTERACTIVE INFOGRAPHICS, DATA IS DYNAMICALLY FED IN REAL TIME TO UPDATE THE INTERFACE.





# WHAT MAKES A GOOD INFOGRAPHIC?

A GOOD INFOGRAPHIC MAKES SENSE AND LEAVES YOU INFORMED AND DELIGHTED.



**UTILITY**



**SOUNDNESS**



**BEAUTY**

HOW DO YOU REACH THE RIGHT PEOPLE WITH YOUR CONTENT?



## PROMOTION AND DISTRIBUTION: SHARE YOUR STORY



ON-PAGE OPTIMIZATION



DISTRIBUTION OF YOUR CONTENT

## HOW DO YOU REACH THE RIGHT PEOPLE WITH YOUR CONTENT?



### ON-PAGE OPTIMIZATION

MAKE IT INTUITIVE FOR OTHERS TO VIEW, SHARE, AND EMBED YOUR CONTENT. TO ACHIEVE THIS, PROVIDE THE FOLLOWING:



**TARGETED SOCIAL BUTTONS**



**A WORKING EMBED CODE**



### DISTRIBUTION OF YOUR CONTENT



**PARTNER AND CO-BRAND YOUR CONTENT WITH ANOTHER ORGANIZATION.**

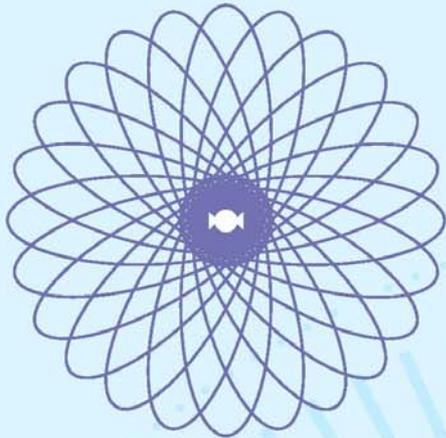


**IDENTIFY AND BUILD RELATIONSHIPS WITH THE MEDIA OUTLETS THAT ARE MOST RELEVANT TO YOUR SUBJECT MATTER.**

# KEY TAKEAWAYS



## THE KEYS TO CONTENT MARKETING



ALL COMPANIES CAN USE VISUAL CONTENT IN THEIR MARKETING CAMPAIGNS, NOT JUST B2C.



IT'S YOUR COMPANY'S JOB TO ENGAGE THE VIEWER.



COPYPASTA PUTS VIEWERS INTO A COPY COMA; YOU NEED MORE THAN JUST WHITE PAPERS.

# KEY TAKEAWAYS



## TAKE ACTION



DEFINE YOUR AUDIENCE  
AND COMMUNICATION GOALS.



DEVELOP A RELATIONSHIP  
WITH A VISUAL DESIGN FIRM.



DETERMINE HOW YOU'LL  
MEASURE YOUR  
CONTENT'S SUCCESS.

# GO AND CREATE!

# ABOUT MARKETO

Marketo is the fastest growing provider in Revenue Performance Management and offers the world's first integrated solution for **social marketing automation**. Marketo's powerful yet easy-to-use marketing automation and sales effectiveness solutions transform how marketing and sales teams of all sizes work — and work together — to drive dramatically increased revenue performance and fuel business growth. The company's proven technology, comprehensive services and expert guidance are helping more than 1,900 enterprise and mid-market companies around the world to turn marketing from a cost center to a business-building revenue driver. Marketo also offers Spark by Marketo™, a new brand of marketing automation tailored specifically for small businesses – the fastest-growing and largest segment of today's economy.

Marketo was recently named one of “America's Most Promising Companies” by Forbes Magazine, the fastest-growing private company of 2011 by the Silicon Valley Business Journal, and the “2011 CRM Market Leaders Awards Winner for Marketing Solutions” by CRM Magazine. For more information, visit [www.marketo.com](http://www.marketo.com), or subscribe to Marketo's award-winning blogs at [blog.marketo.com](http://blog.marketo.com).

