



# Can You See It?

## Four tips for adding visual marketing to your strategy

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You're a busy professional assaulted by messages all day long. What would grab your attention faster – this block of text:

*“This young attorney is so frustrated with his time and billing entry that instead of recreating his billable hours for the past week, he’d rather eat his computer.”*

Or, this image:



The answer is simple, isn't it? We understand images and apply relevancy to them faster than to text. According to content marketing platform provider NewsCred, people remember 10 percent of what they hear, 20 percent of what they read and 80 percent of what they see and do. It's no surprise that Pinterest and Instagram – both focused on visual communications – are the fastest-growing social networks today.

Images break through the clutter. We can communicate more information faster with images than with text. Images can help set the tone for an article, blog entry, social media post or website. They can help you establish your brand voice.

How – and why – should you add visuals to your marketing strategy? Here are a few ideas:

**1. Make sure all your website pages have relevant images.** This will help you set the tone for your site, but it will also make it more “sharable.” Likely, you are among the 47 percent of adult Internet users who share visuals they have



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discovered online. To see what your pages look like when shared, try pinning them on Pinterest.

**2. Use images for social media posts.** According to Quick Sprout, posting images with LinkedIn updates results in a 98 percent higher comment rate. Another source, Buffer, reports that tweets with images receive 18 percent more clicks, 89 percent more favorites and 150 percent more retweets.

**3. Make sure every blog post includes an image.** Visuals help set the tone for your posts and can add extra information – such as a screen shot if you are explaining a software product. If you are using an inbound marketing platform like HubSpot, your blog images will automatically be included with your social media posts, too.

**4. Add images to email.** Images are a great way to help tell your story in email. They can make ordinary text more engaging and interesting, hold people's attention longer and strengthen a point you are trying to make.

One final tip to adding visuals to your marketing: Make sure you use your own photos and/or legally acquire the rights to use photos.

If you haven't already, plan to add visual marketing to your mix in 2015.

#### **Did You Know?**

According to the [Pew Research Center](#):

- 71 percent of online adults use Facebook
- 23 percent of online adults use Twitter
- 26 percent use Instagram
- 28 percent use Pinterest
- 28 percent use LinkedIn



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#### *About the author*

Cindy Kremer Moen has been a senior account manager with Edge Legal Marketing since 2007. When she is not working with clients, she and her husband are raising two hilarious and slightly awkward middle school-aged boys.

