



# The Power of Visual Storytelling: How to Use Visuals, Videos, and Social Media to Market Your Brand

*Ekaterina Walter, Jessica Gioglio*

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**Attention is the new commodity. Visual Storytelling is the new currency.**

- Human brain processes visuals 60,000x faster than text.
- Web posts with visuals drive up to 180% more engagement than those without.
- Viewers spend 100% more time on web pages with videos.

Filled with full-color images and thought-provoking examples from leading companies, *The Power of Visual Storytelling* explains how to grow your business and strengthen your brand by leveraging photos, videos, infographics, presentations, and other rich media. The book delivers a powerful road map for getting started, while inspiring new levels of creativity within organizations of all types and sizes.

“This book is not only a complete overview of [visual storytelling] but, most importantly, the key to doing it right, a total Right Hook!”

?**Gary Vaynerchuk**, *New York Times* bestselling author of *Crush It!* and *Jab, Jab, Jab, Right Hook*

“A valuable guide to understanding how to develop powerful marketing programs using the art of visual storytelling.”

?**Guy Kawasaki**, author of *APE: Author, Publisher, Entrepreneur* and former chief evangelist of Apple

“*The Power of Visual Storytelling* is the new marketing bible!”

?**Nancy Bhagat**, Vice President, Global Marketing Strategy and Campaigns, Intel

“If a picture is worth a thousand words, *The Power of Visual Storytelling* is worth a million.”

?**Scott Monty**, Global Digital & Multimedia Communications for Ford Motor Company

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#### **David Carson:**

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Spent a free time and energy to be fun activity to complete! A lot of people spent their free time with their family, or their friends. Usually they carrying out activity like watching television, planning to beach, or picnic within the park. They actually doing same task every week. Do you feel it? Do you need to something different to fill your own personal free time/ holiday? Can be reading a book might be option to fill your cost-free time/ holiday. The first thing you will ask may be what kinds of guide that you should read. If you want to consider look for book, may be the publication untitled The Power of Visual Storytelling: How to Use Visuals, Videos, and Social Media to Market Your Brand can be excellent book to read. May be it is usually best activity to you.

#### **Clare Andrews:**

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