

# Unprecedented growth of visual social media. What does it mean for marketers

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Visual contents are on rapid rise in social media. Good old text based social media channels are now rapidly transforming into more visual led content platforms.

While new and fast growing social media channels like Instagram, Pinterest, Snapchat and Periscope are 100% visual platforms.

Images, videos, infographics, illustrations, emojis and interactive virtual reality are impacting the way we consume information.

Our digital world is becoming more visual than ever. And the importance and consumption of visual content will only grow over the next few years.

## Why visuals are becoming so vital on social media?

Engagement. Engagement. Engagement

There is a big behavioural change that entire mobile technology ecosystem has brought into the way human beings consume information and content.

It has drastically reduced our verbal and textual attention span and has made us more visually adept.

This behavioural change, coupled with highly crowded social media space and super sonic speed of content sharing and distribution has made it highly difficult to effectively communicate and engage with customers online.

**Consider these jaw-dropping-eye-popping statistics.**



## **"Visual" content is the king.**

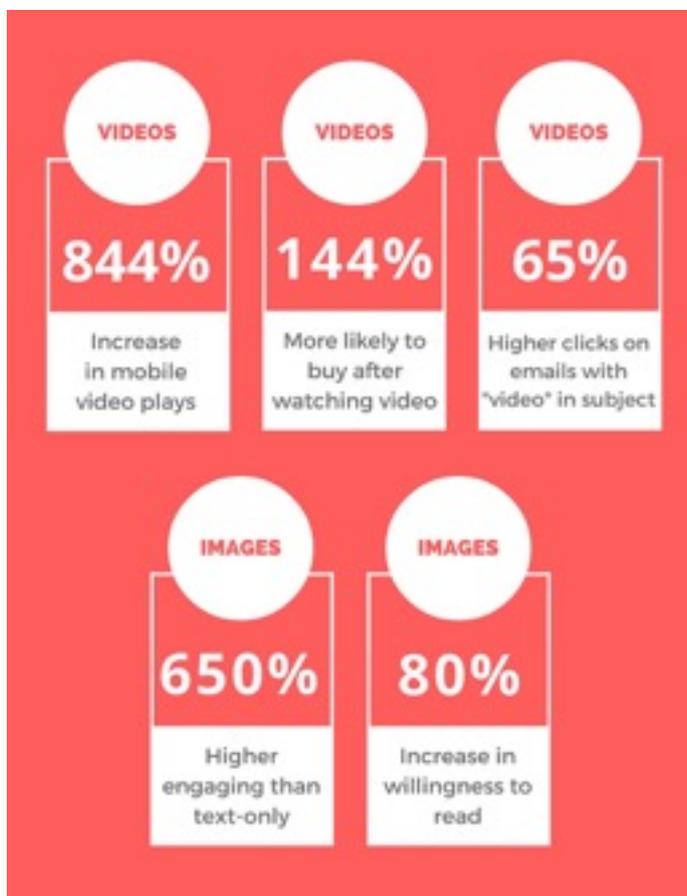
In the age when people are reading lesser and lesser, and average attention span of an average adult is confined to a couple of minutes, visualisation of content can help marketers engage with readers at a deeper level and can provide information to them instantly through visualised content.

Marketers using visualised content effectively are seeing the tangible benefits. Like [StacksAndStacks.com](https://StacksAndStacks.com), a home storage e-tailer reported that;

A consumer who views a product video is up to [144% more likely to purchase](#) than those who did not.

The way people are interacting with content on the internet is telling us that an image or video is winning the engagement game against pure text content.

On Twitter, visual contents are getting [150% more Retweets](#) and 200% more engagement while on Facebook, they are getting [3 times more engagement](#).



## How marketers can win

By the year 2018, it is estimated that 84% of all the communications will be visual and around 80% of internet traffic will be video content. These are not just statistics but a peek into where are we heading with content consumption.

Users are becoming content creators and it is easier than ever to create multi-media content like infographics, quizzes, 360 degree videos and now the recent launch of [360 degree photos on Facebook](#) has given the power to every mobile phone holder to be a master content creator and sharer.

In this situation, marketers need to have a wholesome "Visual Content Marketing Strategy" in place.



### **Micro Visual Content:**

Perfect for your micro-moment marketing, quick and small visual contents like

- GIFs
- Memes
- Emojis

can help reach out to larger number of audience. These are less serious visual contents created with a goal of becoming viral.

### **Macro Visual Content:**

These are high quality and well researched visual contents, which are informative and engaging. These four kinds of macro visual contents should be part of every content marketer's plan.

## 1. Images

Content with relevant and high quality images [get 94% more views](#) than content without relevant images. Simple drag-and-drop, image building tools like [Canva](#) and Pablo can you create beautiful images in no time. A relevant image after every 70 to 100 words will fetch maximum engagement.

## 2. Videos

According to Facebook's Q3 2015 earning report, an average day garners 8 billion video views on Facebook. That is an staggering number! With advent of live video streaming services like Meerkat, Periscope and Facebook Live, this number is poised to go higher.

Marketers can use various types of videos like how-to videos, explainer videos, products demonstrations, customer testimonials, educative videos etc.

## 3. Infographics

Data and statistics are generally the most boring part of a textual content, but with a beautifully designed infographic, complex data and statistics can become a delectable visual treat.

Infographics are the leaders when it comes to social engagement, with [3x more likes and shares](#) than any other type of content.

## 4. Presentations:

A long form blogpost, converted into a compelling Slideshare is likely to get more views and engagement than the blogpost.

Presentations have greater scope than infographics. Hence, if a topic is too lengthy to be suitable for infographic, a well designed

presentation can be highly effective at keeping people engaged with the content.

## Quick Recap

- Content marketing landscape is changing is becoming highly visual.
- Users are becoming less textually attentive and more visually adept.
- Visual content is driving higher engagement and brands are using it to share more compelling stories.
- Social channels are providing more power in the hands of people to create more visual content.
- Marketers need to draw a wholesome "Visual Content Marketing Strategy" to win engagements in the digital space.
- Increase your amount of visuals to every update for social media, and every 75-100 words for a blog post
- Always use relevant images for your topic.
- Videos, live streaming, infographics, memes, presentations should be part of content plan.
- Bottom line: Visuals are memorable and effective, because they help people process, understand, and retain more information more quickly.