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

By 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, 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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Editorial Review

About the Author

Ekaterina Walter is a cofounder and CMO at Branderati and a former global social media leader at Intel. **Jessica Gioglio** is the social media manager for Dunkin' Donuts.

Users Review

From reader reviews:

Todd Jacobs:

Information is provisions for people to get better life, information nowadays can get by anyone on everywhere. The information can be a know-how or any news even restricted. What people must be consider whenever those information which is in the former life are difficult to be find than now's taking seriously which one is suitable to believe or which one typically the resource are convinced. If you have the unstable resource then you obtain it as your main information it will have huge disadvantage for you. All of those possibilities will not happen in you if you take The Power of Visual Storytelling: How to Use Visuals, Videos, and Social Media to Market Your Brand as the daily resource information.

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