



Visual Social Marketing For Dummies

By Krista Neher

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Visual Social Marketing For Dummies By Krista Neher

How to implement a best-in-class visual marketing plan

It's no secret that visual content online really draws in viewers. People love Pinterest, Facebook, and the like for visual sharing and engaging. Smart marketers know their companies need to tap into this, but where and how to start? *Visual Social Marketing For Dummies* offers a clear roadmap for creating effective, well-defined visual social marketing strategies as part of your overall marketing and social media plans. From defining goals to developing highly visual content across a range of social media platforms, this book is the perfect step-by-step guide to get you there.

The book explores Pinterest, Instagram, Vine, Tumblr, YouTube, SlideShare, and Twitter, among many topics and resources, and includes useful examples from leading brands and companies across a variety of industries.

- Helps you set goals that align with your budget and resources and then lay out a visual social marketing plan
- Covers image-based platforms, such as Pinterest, Instagram, and Vine, as well as social media platforms including Facebook, Tumblr, YouTube, Twitter, and SlideShare
- Explores visual tools, including infographics, presentations, and video
- Explains how to track and measure the effectiveness of your visual marketing efforts

Make your brand stand out from the crowd with the information, tips, techniques, and examples you'll find in *Visual Social Marketing For Dummies*.

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Editorial Review

From the Back Cover

Learn to:

- Market your brand on image-based platforms such as Pinterest and Instagram
- Use infographics, presentations, video, and other visual tools
- Integrate images into Facebook® and Twitter®
- Set marketing goals and measure effectiveness

Your roadmap to success with visual social marketing

The world of social media is becoming more visual by the day, but do you know how to harness the power of visual social marketing to grow your business? This book is your complete, in-depth guide to using the hottest visual social media sites to engage users, drive visitors to your website, and build your brand. Get started today!

- Get started — find out what visual social marketing is all about and how you can use it to boost your business
- Put together a strategy — get started with your strategy, then execute your plan with tools, tips, and tricks of the trade
- Integrate images — discover the best ways to use images in your social marketing strategy
- Marketing the visual way — find out how to use visual social networks to truly drive business
- Launch into video marketing — discover how to use YouTube® and other video sites to share videos, build your brand, and engage users online

Open the book and find:

- What visual social media marketing is and how it works
- How to drive website traffic with visual social marketing
- The types of images that work best
- Tips on creating powerful visual content
- How to tweet your way to success with images on Twitter
- The best ways to use Pinterest® to drive interest
- How to create stunning photos with Instagram
- Advice on posting videos online

About the Author

Krista Neher is the CEO of Boot Camp Digital, author of the bestselling *Social Media Field Guide*, and an international speaker. She spent over five years working at Procter & Gamble on some of the biggest brand launches and is now a leading consultant, speaker, and educator on social media marketing.

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Pedro Dillon:

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Joseph Moody:

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Jacob Florence:

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