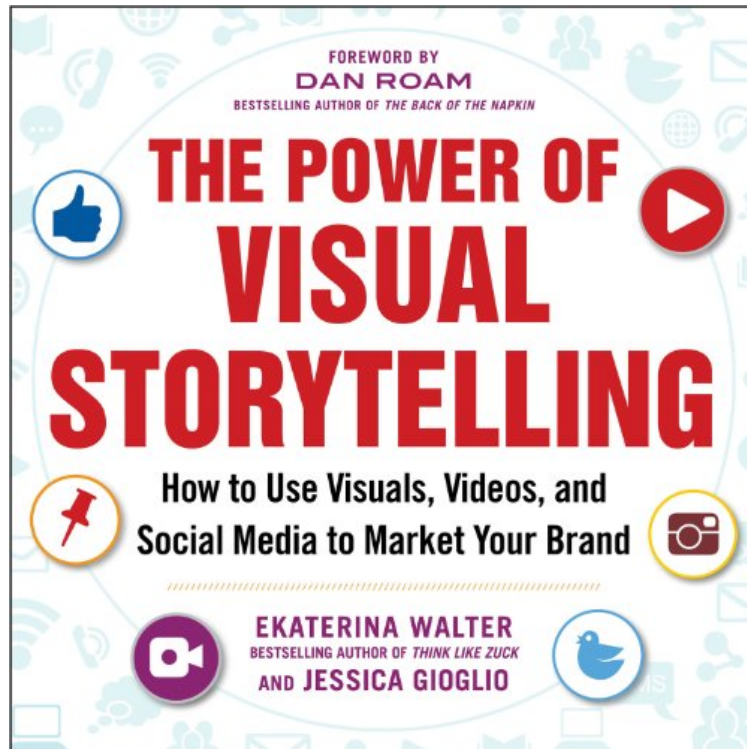


[E-BOOK] The Power of Visual Storytelling: How to Use Visuals, Videos, and Social Media to Market Your Brand

# 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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**Ekaterina Walter, Jessica Gioglio : The Power of Visual Storytelling: How to Use Visuals, Videos, and Social Media to Market Your Brand** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Power of Visual Storytelling: How to Use Visuals, Videos, and Social Media to Market Your Brand:

2 of 2 people found the following review helpful. Interesting and useful social media bookBy WOOLYLAMBVery interesting facts and figures. There is a lot of information on the shift to visual content plus specific tips on making your own quality, visual content for all of the major social media outlets. The book format is quick to read or look up info at a glance. I found it useful for my small business, and I would recommend it to other businesses.1 of 1 people found the following review helpful. This is a fun and easy readBy Avid ShopperThis is a fun and easy read. I love having the urls given so I can explore and implement the ideas they have in this book. It is not just for beginners. As I work with the products I have from clients I get ideas every time I browse through it. Good resource and well worth the price1 of 1 people found the following review helpful. Three StarsBy DBuckIt's a good read. Probably could have learned the same stuff watching youtube.

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.

**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's Donuts.