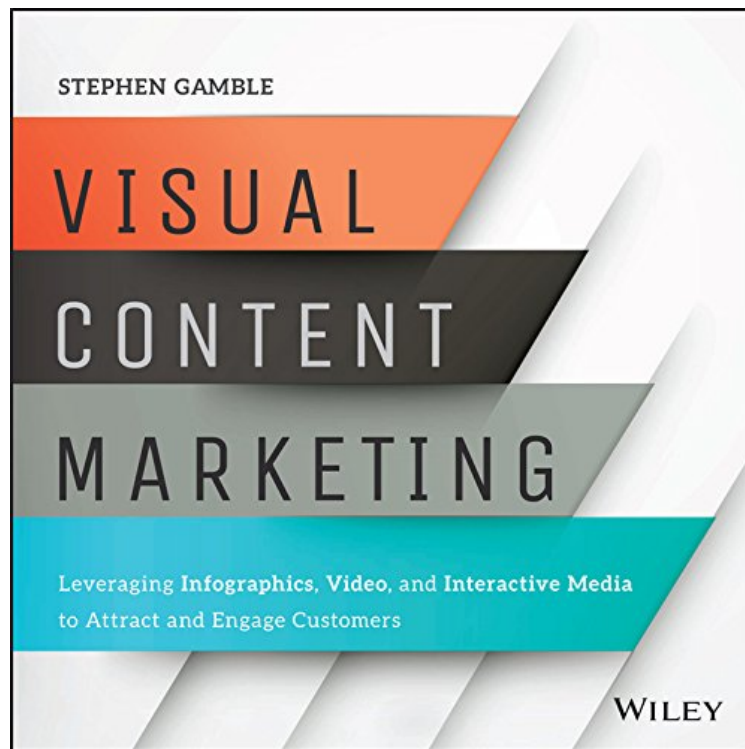


[PDF] Visual Content Marketing: Leveraging Infographics, Video, and Interactive Media to Attract and Engage Customers

Visual Content Marketing: Leveraging Infographics, Video, and Interactive Media to Attract and Engage Customers

Stephen Gamble

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Stephen Gamble : Visual Content Marketing: Leveraging Infographics, Video, and Interactive Media to Attract and Engage Customers before purchasing it in order to gauge whether or not it would be worth my time, and all praised Visual Content Marketing: Leveraging Infographics, Video, and Interactive Media to Attract and Engage Customers:

1 of 1 people found the following review helpful. Excellent book making the complex clear. By peter steinberg This is an excellent book written from the perspective a business person who is endeavoring to explain the point and engage audiences with complex subject matter. Some of the early reviews commenting that it doesn't explain how to design infographics have missed the point of the book. This is not a how to design book for designers; there are other books on that; this text for the business professional whether you are in sales/marketing, training, product development or customer support and your audience is not getting the point or even engaging with you. The author has carefully thought through and laid out specific steps and phases one needs to navigate within organization looking to embrace visual solutions including the argument for visual solutions, technique of selecting and sorting through vendor types and managing the creative process. There are many examples in the book to help any organization come up with specific ideas for their needs. And it is visually quite a stunning book with rich color examples spread across the pages on very interesting and varied subject matter. This will become the industry standard on applying visual solutions to business communication challenge. 3 of 4 people found the following review helpful. Essentially a 346

page advertisement for Frame Concepts By Sarah B. This book is essentially a 300 page infomercial for Gamble's visual solutions agency. I'll save you a few hours and sum up the entire content of the book in one sentence: Using visual content is an effective and efficient way to communicate your message to your intended audience. I'm a blogger and graphic design dabbler, so I picked this book thinking that it might help provide insights on ways to use visual content/infographics to enhance my business. I can honestly say that I learned absolutely nothing new from reading this book. Gamble emphasizes that this is not a "how-to" book for designers, but more of a "why you should use visuals in the first place" for business owners. The title and subtitle provide pretty much the entire message of the book. "Visual Content Marketing: Leveraging infographics, video, and interactive media to attract and engage customers." Note in the subtitle, he doesn't say HOW to leverage the visual content. I'm pretty sure his solution would be just to hire Frame Concepts and let them do it for you (which is why his company's name is dropped every few pages). The third section is a 150 page portfolio of different visuals that his company has created...but several of the images are repeated multiple times. The infographics themselves are sometimes difficult to read due to the font size and position on the page. This is just not a helpful book. I feel like I wasted my time reading it. Thankfully, it didn't take too long to get through it since 75% of the book is blank page or pictures. 0 of 0 people found the following review helpful. Pretty to look at, lacks real substance. By Hiawatha I found this book a little repetitive. While I was trying to grasp concepts, it seemed as if it was the same case studies over and over. While the author might have shared some worthwhile content, I found most to be exhaustive advertisements of his own work. I even handed it over to my husband, a Digital and Interactive Designer at an international company, and he couldn't find a lot of merit in the book. Sure, it's great to flip through, see examples of the author's work. But sadly, it lacks substance needed to be a reference tool for serious designers and lacks the ability to hold your interest if you don't already have a wealth of knowledge on the subject. On the good side, it's pretty to look at!

Your ticket to generating better results through infographics Visual Content Marketing is a more than just a guide to infographics. Written for business people dealing with complex offerings, this is a hands-on, in-the-trenches guide to leveraging this emerging medium to reach bottomline business goals. Uniquely, this book addresses the full range of visual solutions, with an emphasis on using these products to create real business value. Inside, you'll learn the ins and outs of infographics, interactive pictograms, video, animations, data-driven visualizations, and other conversion-generating graphical content. Get inspired by the groundbreaking examples showcased here, and learn how to manage every aspect of visual content, from sourcing suppliers to leveraging content on the appropriate media platforms. Author Stephen Gamble is a leader in visual marketing solutions, with over twenty years of experience in the industry. Thousands look to his firm, Frame Concepts, for insider tips on generating revenue with the help of innovative graphics. This insider knowledge is at your fingertips in Visual Content Marketing. To meet your demanding business goals, you need new ideas. This book will show you how to infuse visual content where and when it counts. Generate high-quality leads and revenue with infographics, video, data visualizations, and more Identify the visual marketing and engagement strategies that will work for your business Source and manage talented content suppliers who will deliver on your strategic vision Integrate eye-popping visual solutions to update your brand and achieve your business goals Focusing on the visual is the secret to success in the effort to win customer engagement and attention. Visual Content Marketing is applicable to every business function and industry. With this book, you have the start-to-finish information you need to leverage visual solutions to great effect.

"As a consultant bringing transformational change to large corporations, it's clear that there is a huge asymmetry - companies spend lots on IP, trivially little on positioning and polishing that IP. It is essentially quitting the race to meet the customer's need yards from the finish line. The ideas and the practical examples within this book is the remedy for this problem. If you have complex subject matter and an audience that needs to engage with your new approach, this book should be at your side on every project." Joe Singh, Board Advisor and Operating Executive, Grace One Advisors, Inc. "As a seasoned enterprise sales leader I know how challenging it can be to get a prospect to engage with a new offering and see the point to the innovation below the surface. This book tackles this problem head on and shows how the value in a new offering can be visually communicated so even the toughest audience gets it and engages. Every sales and marketing leader can benefit from the approaches and industry-specific visual case studies." Alon Verdnikov, General Manager, Glassbox "More and more complex solutions are being developed through strategic partnerships between different companies and it can be a challenge to communicate the point and value of a joint solution to multiple stakeholders. This book shows how even the most complex offerings can be visually communicated so the marketplace and the staff get onboard with the vision of innovative complex solutions. More than just theory, this book provides practical guidance on how to deliver these visual projects and offers provocative visual samples across every major industry. If you need to communicate the point and value of a complex offering, you need to read this book." Kevin Dexter, Alliance Leader, Dun and Bradstreet "We are dealing with complex layers of nuanced content while communicating to the marketplace, our employees and new recruits. But at the end of the day we want our audience to get it quickly and engage with content that can be quite technical with jargon that is

business-specific. By embracing the principles and learning from the visual case studies in every major industry, this book shows how one can successfully engage your audience even on the most complex content. If you have complex subject matter and tough audience to reach, you need to embrace this book." Leighton Symons PhD, Senior Vice President, Two Sigma Investments "Innovation is all the rage and now we must face head on the problem of making sure all stakeholders get the point of the innovation and are excited about its prospects. This book delivers both the theory and the practical steps on how to take your innovation and visually engage all your audiences. The fact that its filled with colorful visuals samples for all major professions and industries from startups to Fortune 500 companies makes it a very compelling read. Innovation leaders need to wake up and embrace a visual-centric approach to communications as outlined in this book." Hao Dinh, Innovation Leader, GE "While working with the software development group we come up very large complex trading systems for financial institutions and the success of these project is largely dependent on management, business owners and partners getting onboard with the whole point of these new systems. This book clearly shows how to make the complex intuitive and simply on one page how to get to that "ah-hah" moments for tough audiences resistant to change. All technical departments need to embrace to the approach outlined in this book for their communications with their stakeholders." Peter Bulko, Fixed Income Risk and Analytics, Royal Bank Securities

From the Back Cover

A Framework for Picturing Your Business Solutions in Infographics Visual Content Marketing demystifies the explosive and wildly successful trend driving real business value by amplifying business communications with infographics, interactive pictograms, animations, and data-driven visualizations. Winning customer engagement and attention hinges on outstanding visual content, and in this authoritative guide by visual marketing solutions leader, Stephen Gamble, you become fully immersed in a lively mix of narrative and infographics explaining why visual solutions have emerged as steady contributors to achieving bottom-line business goals. He walks you through a logical framework for taking a visual-centric view of your business, including scoping a visual project, getting your team on board, and how to choose and manage a vendor. This book becomes part of your ongoing development and sets your course for growth by sharing imaginative, revenue-generating examples you can emulate and build on with the accompanying insider's perspective on why each one works the way it does. With this turnkey process for fleshing out the important information in your message, you can:

- Match the best visual marketing and engagement strategies with your business goals and values
- Update and refresh your brand with memorable, informative, and shareable visual solutions
- Reference an industry-specific collection of remarkable examples of visualizations from real businesses leading the way in visual communication

If your business relies on conversions, lead generation, and revenue expansion, you need **Visual Content Marketing**.

About the Author **STEPHEN GAMBLE** is the CEO and founder of **Frame Concepts**, a visual solutions company that provides business-driven visual solutions for some of the most innovative and demanding clients in the world.