

# Burst Through the Noise

## VISUAL STORYTELLING FOR CONTENT MARKETING



Content marketers are always racing to create something new. A new post. A new white paper. A new presentation or newsletter. The problem is, aside from a few likes shares on social media, most written content sits dormant on a firm's website. Creating new content is important, but marketing your firm's existing content is even more so.

Rather than spending all of your time and resources creating new written content, a more effective and profitable use of your firm's marketing investment is to repurpose your existing, evergreen content into engaging, attention-grabbing visual content such as infographics, animated videos, Slideshare decks, and social media graphics. These visual storytelling assets can be shared on social media, via email, and on your firm's website to gain awareness and drive traffic.

When we repurpose content for clients we call it a "Burst." Within every piece of written content there are visual stories waiting to burst out, reach new audiences, and create new opportunities for your firm.



Infographics



Animated Videos



SlideShare Decks



Social Media Graphics



E-Books



Presentation Graphics

## BURST INTO THE MARKETPLACE WITH FRESH, NEW VISUAL STORYTELLING ASSETS



We offer free, no-obligation consultations to discuss your content marketing objectives and determine if you can benefit from a content repurposing strategy. If you like what you hear, we'll work with you to create a package that fits your needs.

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# The Value of Visual Storytelling

Visual storytelling is extremely effective because it reflects how **PEOPLE LEARN, DIGEST AND CONSUME CONTENT ONLINE.**



**80%**  
OF ALL ONLINE  
CONTENT WILL BE  
**VIDEO BY 2021**

INFOGRAPHICS  
**30x**  
MORE LIKELY  
**TO BE READ**  
THAN TEXT ARTICLES

**40%**  
MORE PEOPLE  
RESPOND BETTER TO  
**VISUALS**  
THAN TO TEXT

## VISUAL STORIES GRAB ATTENTION



More online users respond positively to visual content than text-based content. An MIT study found that our brains process images in as little as 13 milliseconds—this is why posts on social media that include text and images perform much better than posts with text alone.

## PEOPLE REMEMBER

**10%**  
OF WHAT  
THEY HEAR

**20%**  
OF WHAT  
THEY READ

## VISUALS ARE "STICKY"

People notice and retain visual information better. If you want your audience to remember the information you're sharing—not merely scan it and move on—then use visuals.

**80%**

OF WHAT THEY  
**SEE AND**  
EXPERIENCE

## A PROVEN PROCESS FOR EFFECTIVELY Repurposing Existing Content Through Visual Storytelling



### IDENTIFY

Use website analytics to pinpoint high-traffic, evergreen content



### STRATEGIZE

Distill key points from content and determine how data can be visualized through infographics, video, and other forms



### EXECUTE

Design unique visual storytelling assets that can be promoted and shared across online and social media channels