



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

Stephen Gamble

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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.

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