

Let's Get Visual



Tired of seeing the same tired stock photos in your newsfeed?

We are too.

It's time to get visual and make your LinkedIn Page stand out with eye-catching imagery.

But creating masterpieces worthy of your audience's time and attention doesn't have to break the bank. Below are plenty of free (or almost free) tools to help you get in touch with your inner Picasso.



Why is visual the new headline?

37% of marketers said visual marketing was the most important form of content for their business, second only to blogging (38%).*



74% of social media marketers use visual assets in their social media marketing, ahead of blogs (68%) and videos (60%).*

When people hear information, they're likely to remember only **10%** of that information three days later. However, if a relevant image is paired with that same information, people retained **65%** of the information 3 days later.*

65%



51% of B2B marketers prioritized creating visual content assets in 2016.*

Image Tips

- ✓ Ensure the image *matches* the messaging
- ✓ Keep text on the image to a *minimum*
- ✓ Feature *short* statistics or quotes
- ✓ *A/B test everything* to see what works best with your audience
- ✓ Optimal image size for your LinkedIn Page is **1200x627 pixels**



Visual storytelling made easy with these free (or almost free) tools

PEXELS

Search by photo color, category, popular photos, photographer leaderboard, and more.

Piktochart

Create infographics, charts, graphs and maps, or banners.

pixabay

Over 1,030,000 free photos, vectors, and art illustrations.

WIX.com

Unite beauty and advanced technology to create a stunning website.

UNSPLASH

Beautiful, free photos gifted by the world's most generous community of photographers.

splash

Create event pages & capture audience insights while measuring event impact.

AUTODESK PIXLR

Make every moment beautiful with this collection of photo editing apps.

Canva

Amazingly simple graphic design software.

HAIKU DECK

Killer presentations - no designer required.

visage

Create nicely designed infographics, presentations, and reports.

Ready to throw some paint against the wall and see what happens?

Download the [LinkedIn Pages Playbook](#) for more tips to turn your page into a creatively inspired content hub:
lnkd.in/pagesplaybook