# Let's Get VISUAI



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 Piccaso.



Why is visual the new headline?

most important form of content for their business, second only to blogging (38%).\*

of marketers said visual marketing was the



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.\*



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

### Image Tips

- I 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.

#### pixabay man

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



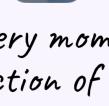
Beautiful, free photos gifted by

the world's most generous community of photographers.



**AUTODESK®** 

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



\* source: http://contentmarketinginstitute.com/wp-content/uploads/2015/09/2016\_B2B\_Report\_Final.pdf

Killer presentationsno designer required.



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

#### WIX.com

Unite beauty and advanced technology to create a stunning website.

#### splash

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



software.

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

