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# Using Visual Media to Engage **YOUR AUDIENCE**

**WHITE PAPER**  
**WORTH INVESTING TIME**

# Using Visual Media to Engage Your Audience

By Steven Brough



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## Introduction

In this book, we discuss the value of using visual media to engage your online audience more effectively. Initially we address the impact that video marketing can represent when done well, then move into working with images, videos and illustrations, with emphasis on using color to improve productivity and response rates, and finally, an in-depth look at infographics and why they're here to stay!

## 1. Video Marketing for Real Impact

The idea of adding videos to websites to increase traffic and revenue is becoming more popular by the day, it seems. Any company working in virtually any industry can utilize videos that will engage customers in ways that text, or even images, simply cannot.

Additionally, it's important to understand that there are several types of marketing videos you can use to get your point across and choosing the right video format is critically important to getting the best results. Video marketing can be 'live' or pre-recorded, and you must be sure that you use the right format for your requirements.

### 'Live' or Pre-Recorded

'Live' video marketing is extremely effective when it comes to giving sales pitches and/or doing a question and answer session with a prospective client. Utilizing 'live' video can greatly reduce travel costs in many situations, and it also gives you the ability to create presentation elements that you wouldn't be able to do if your presentation was given via an 'in person' meeting. For example, an elaborate product demonstration that could take days to set up would be almost impossible in a sales meeting, but it can be systematically custom-made for video marketing.

Pre-recorded video marketing pieces are those that you would offer to the public in the hopes that they entice people to become customers. Some of the more popular pre-recorded video marketing genres include how-to videos, product demonstrations, instructional videos, and discussions with product engineers or industry experts. A video can offer insight into a product or service that text just can't, and customers will generally have a much easier time of understanding your offering if it's well presented in video format.