



The Power of Visual Storytelling: How to Use Visuals, Videos, and Social Media to Market Your Brand

Ekaterina Walter, Jessica Gioglio

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Attention is the new commodity. Visual Storytelling is the new currency.

- Human brain processes visuals 60,000x faster than text.
- Web posts with visuals drive up to 180% more engagement than those without.
- Viewers spend 100% more time on web pages with videos.

Filled with full-color images and thought-provoking examples from leading companies, *The Power of Visual Storytelling* explains how to grow your business and strengthen your brand by leveraging photos, videos, infographics, presentations, and other rich media. The book delivers a powerful road map for getting started, while inspiring new levels of creativity within organizations of all types and sizes.

“This book is not only a complete overview of [visual storytelling] but, most importantly, the key to doing it right, a total Right Hook!”

—**Gary Vaynerchuk**, *New York Times* bestselling author of *Crush It!* and *Jab, Jab, Jab, Right Hook*

“A valuable guide to understanding how to develop powerful marketing programs using the art of visual storytelling.”

—**Guy Kawasaki**, author of *APE: Author, Publisher, Entrepreneur* and former chief evangelist of **Apple**

“*The Power of Visual Storytelling* is the new marketing bible!”

—**Nancy Bhagat**, Vice President, Global Marketing Strategy and Campaigns, **Intel**

“If a picture is worth a thousand words, *The Power of Visual Storytelling* is worth a million.”

—**Scott Monty**, Global Digital & Multimedia Communications for **Ford Motor Company**

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