Let’s Get Visual....

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A picture is worth a thousand words.... But WHY?
Your BRAIN processes images 60,000 times quicker than text.
An older woman with a leopard print headband is looking into a crystal ball and she looks shocked. She may be a fortune teller. She has a funny facial expression and is wearing many rings. She appears to have drawn-in eyebrows, short brown hair and brown eyes.
Pampers fan Jennifer H. shared this precious pic of her little miracle, Samuel David. Click "like" if you welcomed, or will be welcoming, a new little one to your family this year. We'd love to see pics!

Click "like" if you think that being a parent makes you feel like a child again!
Oh my Gouda-ness! Earn a bonus Starbucks Card star with every breakfast sandwich or wrap this week:
http://sbux.co/P880nL
What they tell you it looks like....
What it actually looks like....
5% - 7% increase in conversion rates

After interacting with real persons photos 2x - 3x higher conversion
What You Need to Be Successful on The VISUAL WEB

- Images on Your Site
- Images on Social Networks
- Participate in Image Social Networks
  - Pinterest
  - Instagram
Pinterest

@Krista Neher of @Boot Camp Digital generously shares her tips on using #Google+ for business.
#SocialMedia #Marketing

Joanne Maly on Google+
marketing, digital marketing, social media.

Check out our Free Report on Google+ for business.
bootcampdigital.com
Facebook

Krista Neher

In case you missed it - check out our free report on Google Plus: http://bootcampdigital.com/cmo-briefing-google-for-business-report/

Business Leader Briefing: Google+ For Business Report
bootcampdigital.com
Boot Camp Digital presents our FREE report

Like · Comment · Share · Promote · 2 seconds ago ·
LinkedIn
Content without images can’t really be Pinned.....

My latest column on Smart Business about why you might be missing the point of social media marketing.

sbnonline.com
I just got an amazing arrangement from

http://www.robinwoodflowers.com/

Locally-owned Cincinnati Florist Robin Wood Flowers ::
Unique Luxury Floral Arrangements &...
www.robinwoodflowers.com

With luxury and elegance or sophisticated style, our fresh floral arrangements celebrate the romance of your wedding day.
Just picked up flowers from http://www.jonestheflorist.com/.

Cincinnati Florist :: Jones the Florist in Cincinnati Flower Shop
www.jonestheflorist.com

Cincinnati premier florist since 1865, with the tristate's largest selection of fresh flowers, green & blooming plants, and gift baskets. Twice daily delivery everywhere in greater Cincinnati, OH and Northern Kentucky. Express 2 hour delivery available. Jones the Florist guarantees absolute satisfac...
Check out the flowers at

http://www.glendalefloristglendale.com/

Cincinnati Florists – Flowers in Cincinnati OH – Glendale Florist
www.glendalefloristglendale.com
Order flowers online with Same Day Delivery from Glendale Florist. Fresh flowers and hand delivered right to your door. Experience the Teleflora difference!

Choose a Thumbnail
No Thumbnail
If you want your content to travel across the web, you NEED an image strategy

Good images = more traffic
Social media now REQUIRES an Image Strategy
Pinterest

Krista Neher
CEO of Boot Camp Digital, social media marketing trainer, bestselling author, speaker... I love adventures, music, concerts, friends and fun :-)
Visual Social Media Marketing

Why is VSMM Important?

Keep in Mind...

Images in Social Media Today

What is Visual Social Media Marketing?

The use of video, pictures, and visual content (like infographics) to break through the clutter online and reach your audience.

Why is Social Media Important for 2013?

70% of adult social networkers shop online

There are more than 2.27 billion people online

53% of active adult social networkers follow a brand

What Do Networkers Want from Brands?

83% Deals and Promotions

70% Rewards Programs

58% Exclusive Content

Future Predictions?

Social gamers will spend $6 billion in virtual goods... moviegoers will only spend $2.5 billion in concessions...

Social commerce will be driven by TV channels to provide a social product experience...

Social media is changing the way we search for products... more than half the U.S. dollars spent in retail will be influenced by the web by 2016

Why Social Media Matters

Social media allows companies to connect with customers on a 1:1 social level

More people use Social Networks than email

Some colleges/universities no longer provide incoming freshman with email addresses

79% of online adults ages 18 - 24 have a profile on a social networking site

80% of Generation X internet users (ages 33-44) buy products online

Over 50% of the world's population is under the age of 30

Krista Neher

Pinned by BajanRevelers UK
Picture on Your Website must be PINWORTHY
3 Tips for Getting Your Business on Instagram... I LOVE Instagram photos!
Office Depot

We’re your one stop shop for office supplies and a proud sponsor of Tony Stewart and the No. 14 Office Depot/Mobil 1 team in the NASCAR Sprint Cup Series™.

Boca Raton, Florida
Boot Camp Digital

Boot Camp Digital provides social media and digital strategy solutions, consulting and training. Follow our CEO @kristineheer

Our Infographics

Social Media Training

Social Media Resources

Helpful Blog Posts

OnLine Social Media Training

Inspiration

Cool Social Media Info

Cool Infographics by Others

Pinterest Stats

Buyers referred to a site from Pinterest spend an average of 10% more

- Anonymous
What is Instagram?
puremichigan

Pure Michigan See and share the beauty and unspoiled nature Michigan has to offer. Tag your Instagram photos using #PureMichigan to give us permission to repost. http://www.michigan.org
spun

koyalwholesale
6 days ago
Yay or nay? New spun glass vases!

liztastic_events yes_maam_sweets helengevents and 72 others like this.

627brandi
Yea!

designingluv
I have those love em!

everydaypartyartmagazine
OMG those are stunning @koyalwholesale

aydansmommie
Are you guys open tomorrow? I’d love to come by on my way home;

missmerryholidays
Very nice - a vase already adorned.

twicethespiceevents
Yay! @koyalwholesale

exclusivelyyoursfavors
Pretty

helengevents
Yay@koyalwholesale
ProTip: Include calls to action
TAKE INSTAGRAM PHOTOS AT BROOKLYN BOWL

TAG #BROOKLYN BOWL TO WIN FREE TICKETS TO ANY SHOW OF YOUR CHOICE!
✓ Fail Fast & Cheap
  • You are going to fail A LOT, so do it as quickly and cheaply as you can.

✓ Margin for Mistakes
  • Since you are going to fail A LOT, you better be doing something that provides breathing room.

✓ Scalable
  • Since you are going to be pouring your heart and sole into your pursuit, it needs to be able to go somewhere.
✓ Work Hard
  • You do not have enough money or help. You will need to do more until you do.
  • The more at bats, the more chances for a hit.
✓ Vision Driven
  • While you are working hard, make sure you are going somewhere.
✓ Unwavering Confidence in Your Success
  • You will succeed, it’s just a matter of how soon.
Where to Find Great Images (BONUS)
Social Networks = Images

- The average company saw a 185% increase in traffic after crossing 1,000 Facebook likes.
“I think we’re just gonna have to be secretly in love with each other & leave it at that.”

“Want to rock your social media? Be interesting.

www.bootcampdigital.com

Bike like a New Yorker.

“you have brains in your head.
you have feet in your shoes.
you can steer yourself in any direction you choose.” — Dr. Seuss.

Brush your teeth kids.

OR I’LL KILL YOU
Explain things visually

"SHOULD YOU EAT THAT BACON?"
FLOWCHART

SHOULD YOU EAT THAT BACON?

DO YOU WANT TO FEEL LIKE ANGELS ARE PROCLING ON YOUR TASTE BUDS?

YES!

EAT IT

NO

YES, BUT I'M AFRAID BACON WILL KILL ME

ARE YOU A COWARD?

YES, I AM A COWARD

BACON WILL TURN YOU INTO A TRUE WARRIOR

I AM NOT!

THEN EAT IT

YOU'VE CLEARLY NEVER TASTED BACON

EAT IT

TANK TOP ARMS

the workout

- 10 pushups
- 24 bicep burners (8 full bicep curls, 8 curls halfway up, 8 full bicep curls)
- 15 shoulder presses
- 10 pushups
- 15 tricep dips
- 15 back rows
- 15 lateral raises
- 10 pushups
- 15 tricep kickbacks with 20 tricep pulse backs

fitfabotfics.com
Go to Pinterest for Inspiration

* Search
* Competitors

*www.pinterest.com/source/yourdomain.com*
LAUNDRY STAIN CHEAT SHEET

**antiperspirant**
Combine half a teaspoon dish detergent (or castile soap), a few drops of white vinegar, and a half-cup of water. Press into the stain with a rag. Flush with water and blot.

**blood**
Spot it! It's true—your own saliva is the best thing for getting your own blood out of your clothes. Next line of defense: Soak the stained item in cold water mixed with a handful of salt, or apply equal parts ammonia and water with a sponge.

**chocolate**
Rinse the stain thoroughly from the back if possible, with cold water.

**gum**
Freeze it by applying an ice cube to the gum. The frozen gum should break off.

**coffee**
With a sponge, apply mixture of 1/2 tsp white vinegar to 2 cups cold water.

**makeup**
Regular detergent should do the trick. First: pretreat the stain with alcohol or a stain remover. This should work on any grease.

**red wine**
Apply a little white wine if available. Then, sprinkle liberally with salt (it absorbs) and rinse immediately, rubbing the stain out.

**sweat**
Apply mixture of water and baking soda or a few teaspoons of white vinegar. Or, soak in salt water.

**homemade oxygen**
1 cup water • 1/2 cup peroxide • 1/2 cup baking soda
Mix together and soak laundry in it for 20 minutes to overnight and then wash as usual.

**other stain tips**
Cincinnati is the #1 MOST SOCIAL CITY IN THE USA

According to Mashable in 2011

CINCINNATI IS ALSO MORE SOcially Networked THAN

CHICAGO

Number of Twitter accounts with Cincinnati in the description

475,000

NEW YORK

Men's Health Ranked Cincinnati the 11th Most Socially Networked City In the USA

People on LinkedIn in Cincinnati and the Greater Cincinnati region.

88,375

People on Facebook in the Cincinnati area (25 mile radius).

807,360

CINCINNATI BRANDS ARE DIGITAL

P&G’S DIGITAL REVOLUTION

“We want Procter & Gamble to be the most

Social Media is about building online relationships.”
81% of Cincinnati brands participate in Social Media
53% of Cincinnati Companies are using social media for brand awareness
63% of Cincinnati brands are prepared to respond to social media inquiries within hours

CINCINNATI STAYS AHEAD

77% of Cincinnati companies manage social media
yet only 30% have training.

63% of Cincinnati brands respond to inquiries within a few hours
yet only 43% have a social media policy.

# of Twitter accounts in Cincinnati listing social media in their profiles 13,900
Number of Cincinnati Groups on LinkedIn 1,000

Percent of people in Cincinnati using social networking professionally 50%

Percent of Cincinnatians that have access to social media at work 74%

WE LIKE CINCINNATI

Created by Boot Camp Digital
Cincinnati’s leading provider of top-rated social media and internet marketing training programs
[www.bootcampdigital.com]

Sources:
http://mashable.com/2011/03/19/top-100-cities/
http://www.vehrcommunications.com/
http://online.wsj.com/article/SB100014240527023037173045772799460911630798.html
Almost everyone is using social media... but does that mean people are forgetting about their own hygiene?

**IN ONE LIFETIME...**

A person will spend 38.5 days brushing their teeth, 78.48 days shaving, 182.5 days taking a shower... and 266 days on Facebook!

**YOU’LL SPEND ALMOST A YEAR ON FACEBOOK......**
Gets us traction on Pinterest
Infographic: Pinterest purchasing power

Posted by Natalie Brandwein in Social CRM on Fri, 05/10/2012 - 01:18

Still not convinced by Pinterest? This new infographic from Boot Camp Digital examines how keen 'pinners' become product purchasers.
Check out our latest infographic - "Does Instagram Mean Insta-Results?"
You can see the full Infographic on our blog at

Does Instagram Mean Insta-Results?
Instagram has exploded on the social media scene - should businesses market with Instagram?

Look at the facts...

More than 50 million users in the last 2 years

It's Extremely Interactive...
There are 570 likes and 81 comments by Instagram users every second.

300 million photos uploaded to Facebook every day via Instagram

Instagram Users Like to Share...
Over one billion photos have been uploaded to the social network

Engagement Is High & Users Are Active, Even On the Go...

22%
3%
22%

You, Dave Trager, Michelle Spelman and 2 others like this.

Michelle Spelman Nice job. We only just took the plunge into Instagram with our brand... taking baby steps. What is amazing: realizing it's the channel of choice for pre-teens/teens. They are there en masse. I had no idea, until my 13yo pointed it out. I'm thinking. See More
Get in the habit of taking pictures
Ask your customers to take pictures
Next Steps

★ What is your image strategy:
★ Your website
★ Social networks
  • Facebook
  • Twitter
  • Instagram
  • Blog
  • Pinterest
THANK YOU!!!!!
Feel free to connect with me online!

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