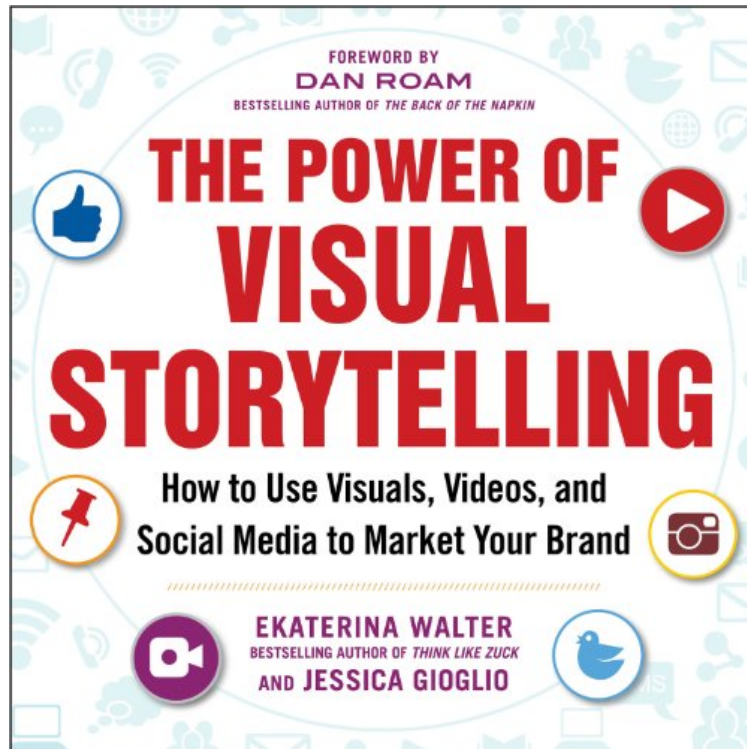


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The Power of Visual Storytelling: How to Use Visuals, Videos, and Social Media to Market Your Brand

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.

About the Author Ekaterina Walter is a cofounder and CMO at Branderati and a former global social media leader at Intel. Jessica Gioglio is the social media manager for Dunkin's Donuts.