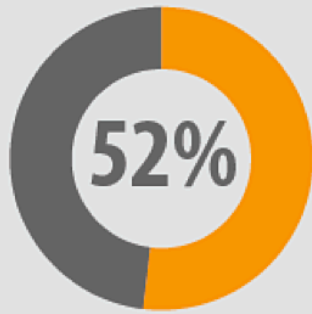


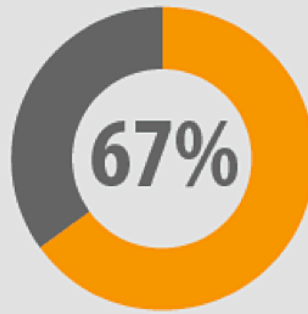
Pushing the Visual

A photograph is a most important document,
and there is nothing more damning to go down
to posterity than a silly, foolish smile caught
and fixed forever.

-Mark Twain



52% of all marketers have found a customer via **Facebook** in 2013.



B2B companies that blog generate **67% more leads** than those that don't.



43% of all marketers found a customer via **LinkedIn**.

55%

In 2013, 55% of marketers worldwide increased digital marketing budgets.



Customer testimonials have the highest effectiveness rating for content marketing at **89%**.



Videos on landing pages increase conversions by **86%**.



65% of your audience are visual learners.



Inbound marketing delivers **54% more leads** than traditional outbound marketing.

60,000

Visual data is processed 60,000 times faster by the brain than text.

TRENDS IN THE MARKETING MIX

SOCIAL MEDIA

Social marketing budgets will **double** over the next 5 years.

EMAIL

Emails with social sharing buttons increase click through rates by

158%

CONTENT

Nearly **50%** of companies have content marketing strategies.

EVENTS

67% of B2B content marketers consider event marketing the most effective strategy.



SEO

33% of traffic from Google's organic search results go to the 1st item listed.

PR

73% of reporters think press releases should contain images.

PPC

72% of PPC marketers plan to increase PPC budget in 2014.

Marketing for Higher Education

- All schools have the same goals:
 - Attracting high-quality students
 - Recruiting great faculty and staff
 - Encouraging alumni to make donations to support school programs
 - Building up the school's brand recognition and reputation.

- **Students**

- consider a portal for existing students to blog, chat and download multimedia (public access for new students looking for what the true experience is at school)

- **Alumni**

- build an online portal where former students can reconnect on private message boards; read articles and view multimedia features about their professors and fellow alum. BE SURE TO ADD A DONATION BUTTON.

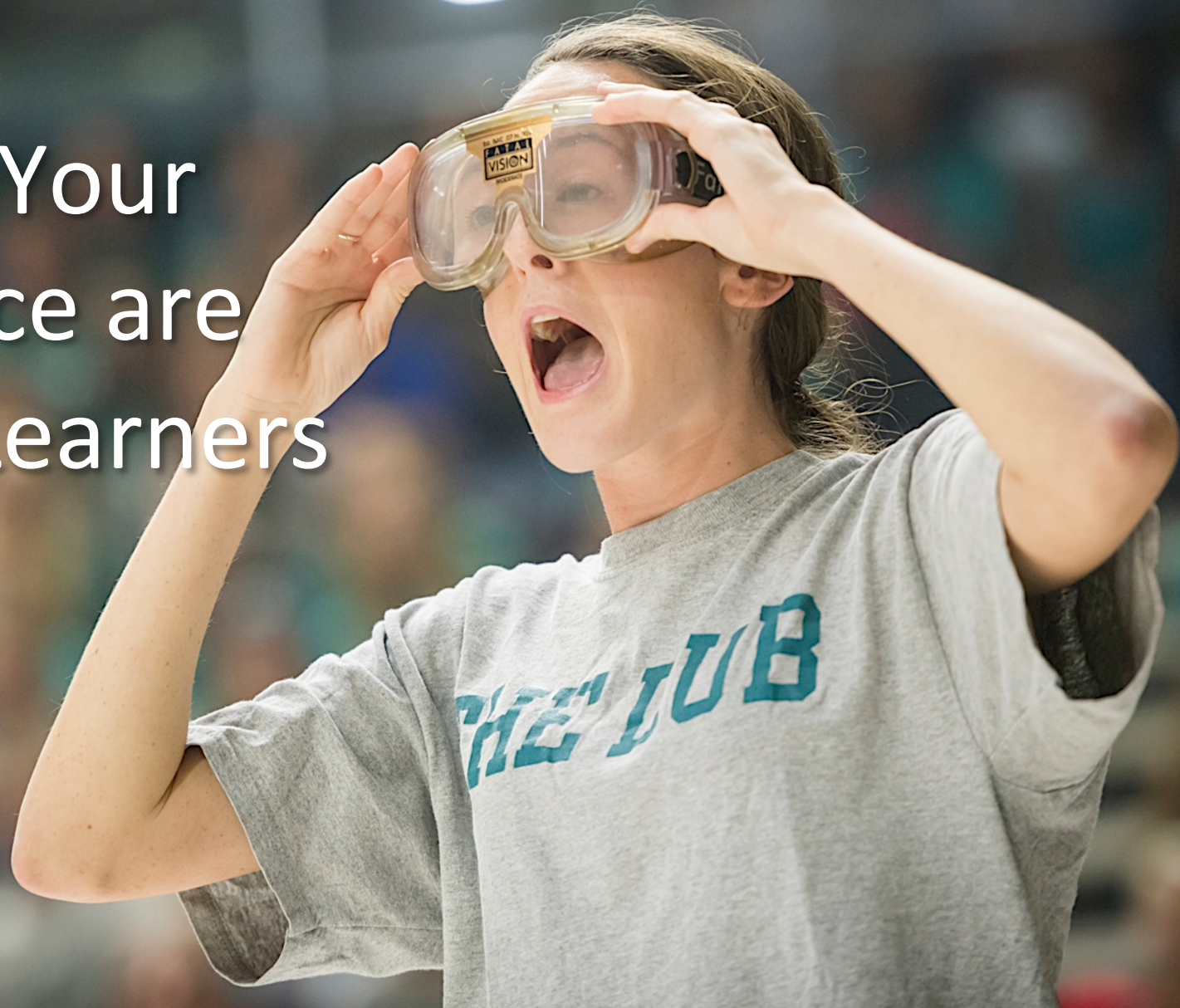
- **Social media platforms**

- particularly Twitter and Facebook — help you stay connected with your base on a day-to-day basis, and will give you opportunities to build stronger relationships with your community.

More Stats

- Tweets with images receive 18% more clicks, 89% more favorites and 150% more retweets.
- Socialbakers.com looked at the top 10% of posts made by more than 30,000 Facebook brand pages and found that posts with photos saw the most engagement—accounting for a whopping 87% of total interactions.

65% of Your
Audience are
Visual Learners



What makes a Photo Interactive?

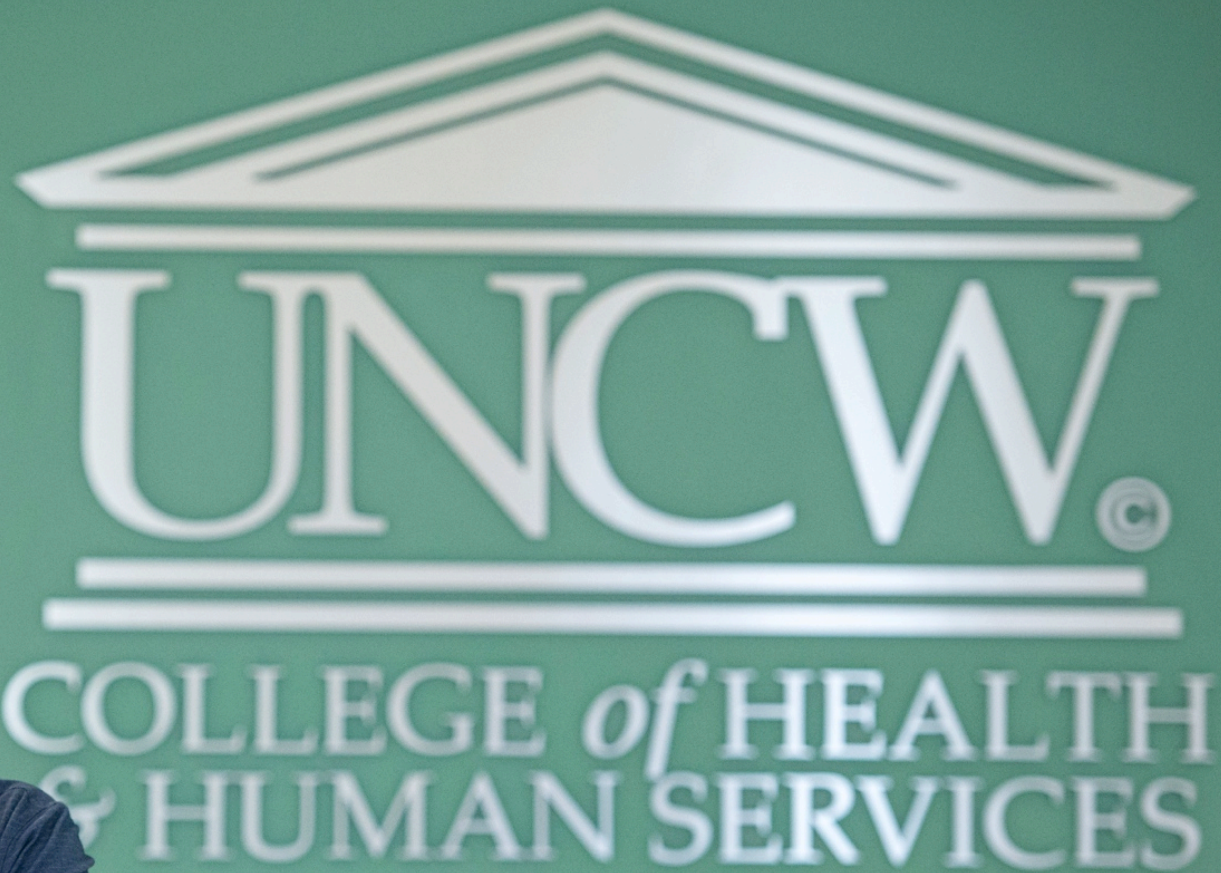


Photographs of people should be more candid than not.

Captured moments help viewers get a glimpse of your institution and invites them to be part of the community.



Convey a sense of vitality and academic rigor that characterizes your college, students and faculty.



Avoid Passive Shots

Balance Your Coverage

When covering an event actively think wide, medium, tight. Balance shots of individuals with ones that include more than one person in order to show a culture of collaboration. Let your audience connect to the individual and energized by the mass.



Profile portraits should be friendly and inviting...

Tell a Joke.

Talk to them while you are photographing.

Find a way to ease their stress and create a smile.



Lower the horizon line when shooting campus, architectural or interior shots

Give a Sense of Openness.
Invite them to be where you are standing.



Represent racial, gender, age and professional diversity

