

# How to grab attention with copy & visuals

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marketing



# Opening statement #1

“

**Every picture tells  
a story, don't it?**

”

Rod Stewart,  
unfairly maligned rock god



# Opening statement #2

“

**If a picture is worth a  
thousand words, please paint  
me the Gettysburg Address.”**

”

Leo Rosten,  
political humorist, and not a rock god



# Copy + Visuals =

## Copy should:

- Complement the visual
- Communicate
- Engage followers
- Utilize selling points
- Incite action

## Visuals should:

- Inform the copy
- Enhance the story
- Engage followers
- Represent a concept
- Influence action

**Establish the objective**

# Before determining a direction, you should first consider:

- **Overall goals**  
What would you like to accomplish with your copy and visuals?
- **Lessons from past experience**  
What worked/didn't work with previous efforts?
- **Your audience**  
Who are they, what do they want and how do they best engage?
- **Desired imagery/brand**  
How do you want consumers to view your product/business?
- **Business/product benefits**  
What are your best qualities, and how can you best communicate these benefits?
- **Variation over duration**  
Is there a way to diversify your direction to keep your concept fresh?

**Understand your audience**



## Questions to ask:

- **Who is your audience?**
- **What are their interests?**
- **What's their “social language?”**
- **What imagery draws their attention?**
- **What types of accounts do they follow?**

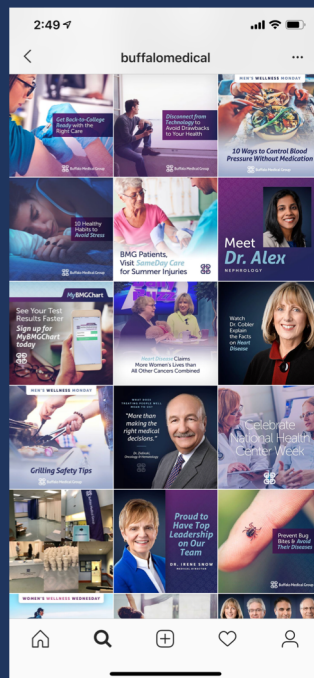


**Connect visually**

# Consistency is Key

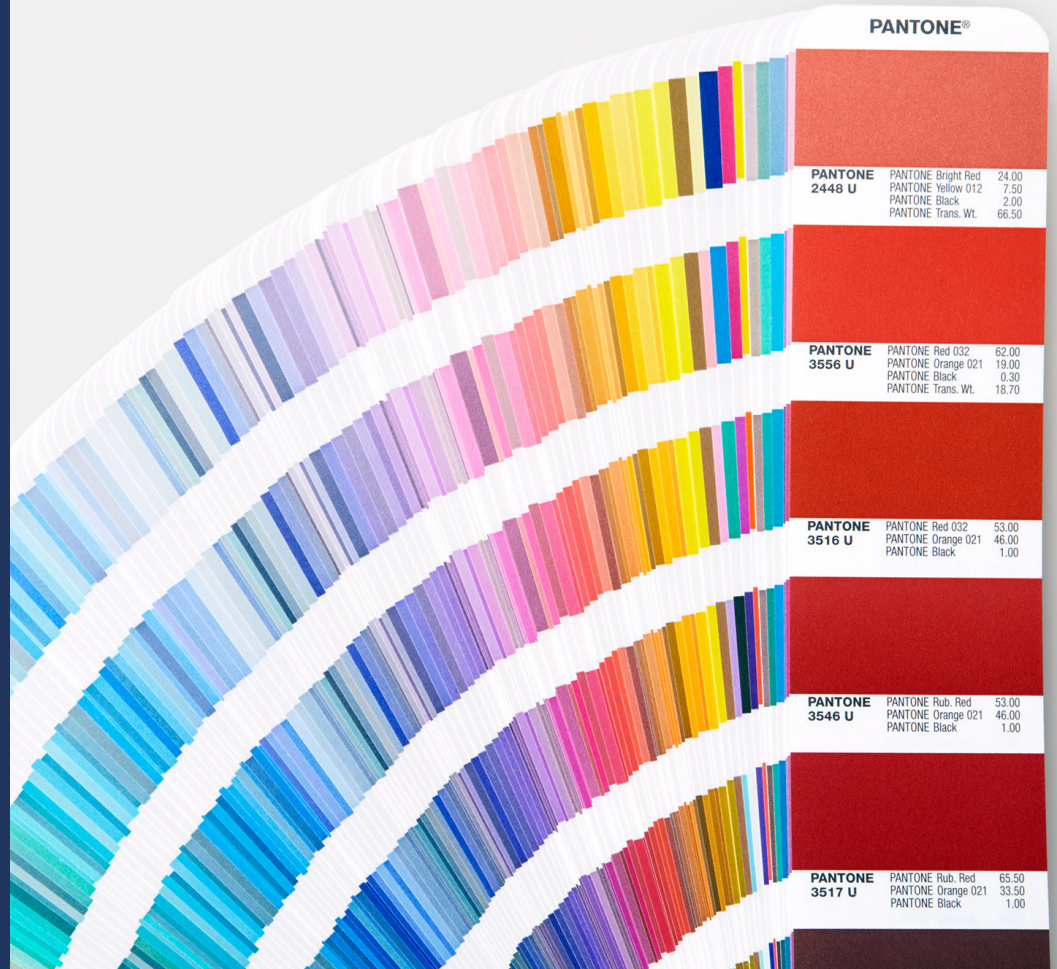
Establish a cohesive brand look and feel through:

- Color Palette
- Imagery/Photography
- Typography



# Color Palette

- Color plays a major role in how your audience perceives you
- You can create a storyline of images, text and videos to show, rather than tell, what your brand stands for
- The more consistent you are with your use of color, the more brand recognition you will receive



# Imagery & Photography Style

- Use engaging imagery that will connect with your audience on an emotional level  
example: **reassure** / **entice** / **educate**
- Use professional photography that helps establish a visual tone of your brand
- Create video content that brings action and extends the impact of your still imagery



STEPPING UP TO SUPPORT THE  
*Fight for Air Climb*



3 Signs  
You Should  
Visit a Doctor  
After a  
Head Injury

From Dr. Joseph Corigliano  
Family Medicine



Focusing on  
*Cancer Care*



TAILGATE  
DESSERT



Stay Up to Date on the  
Dangers of Surgical Smoke



Proudly Recognizing  
Career Nursing Assistant Day



New Rhode Island Bill  
Requires  
Surgical Smoke  
Evacuation

# Typography

- Remaining consistent with your use of fonts increases brand recognition
- Create variety with different type treatments to keep your feed fresh with your audience
- Infographics / quick facts can help present a message in a visual and easily digestible way

**WHAT'S THE DIFFERENCE**  
*Between an*  
**MD & DO?**



Surgical Smoke Plume = 27-30 Cigarettes Per Day

WOMEN'S WELLNESS WEDNESDAY

**80%**  
OF THE **10 MILLION AMERICANS**  
WITH **OSTEOPOROSIS**  
*are*  
**WOMEN**

ADULTS

**7-9** HOURS PER DAY

NEWBORNS

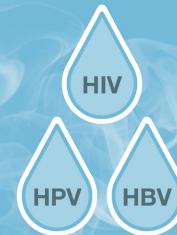
**14-17** HOURS PER DAY



SLEEP YOUR WAY  
TO GOOD HEALTH



SAY GOODBYE TO  
**GRILLING SEASON?**



Surgical Plume is 95% Water Vapor

Understanding the 40+ Hazardous  
Chemicals in Surgical Smoke

**40+**

# Attention-grabbing imagery should connect consumers to:

## Your product



**uabaseball** • Follow

uabaseball Dare to compete—but don't forget to custom. Get your ICON Yard cleats your way, then get into your season. #UAICON #UAYard

View all 34 comments

g\_marlin04 @ozzie

vec\_11 You guys suck... you told me March so I went with Nikes

bjm2473 @brock\_mullins @brantm11 whyteboysteeth @jah4x these tuff

Josephbeltré, 🤔

jwmill33 Ugly

oc\_anthony Usually the cleats are lit. But this ain't it

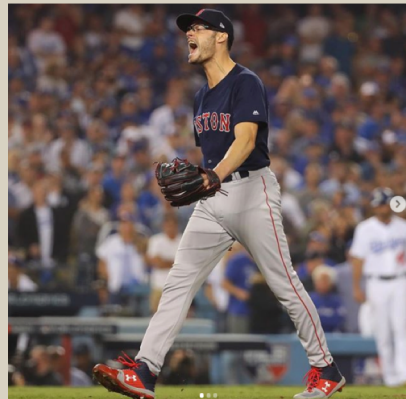
uabaseball @csloan0905 Yes. Just follow the tag to our site and design

11,977 likes

7 DAYS AGO

Add a comment...

## Your audience



**uabaseball** • Follow  
Dodger Stadium

uabaseball One incredible season. One relentless team. One indelible memory. The @RedSox are #WorldSeries champions. #ShowUp

coral7724 🎉🎉🎉🎉🎉 Congratulations Redsox

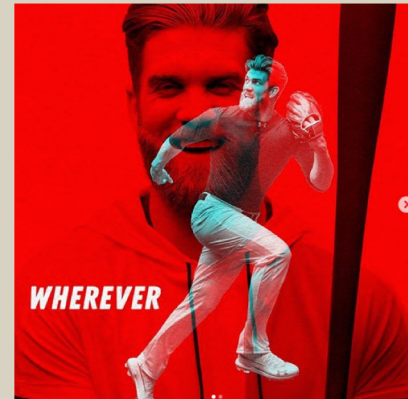
c\_train17 And now we wait for the 2019 season

5,251 likes

OCTOBER 28, 2018

Add a comment...

## Your message



**uabaseball** • Follow

uabaseball They say you're a catcher, but you know you can play wherever. #Harper3 @BHarper3407

View all 27 comments

cjd789 @camridad0305

aledesma40 @uabaseball will #Harper3 come out in turf shoes as well?

shamiluluis @kevin.2327 q me dices de estos 🤔

goph5485 That's awesome... but how about playing in Washington?

8,849 likes

DECEMBER 28, 2018

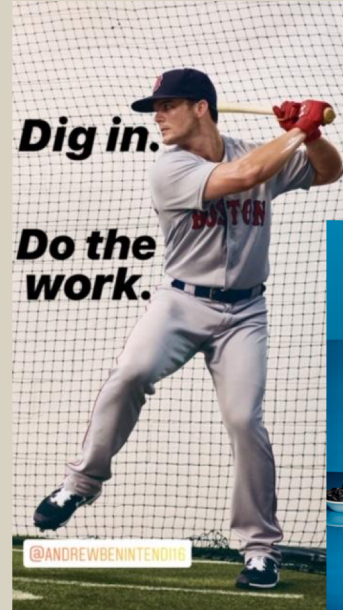
Add a comment...

**Complement with copy**



# To complement your visuals, your messaging should:

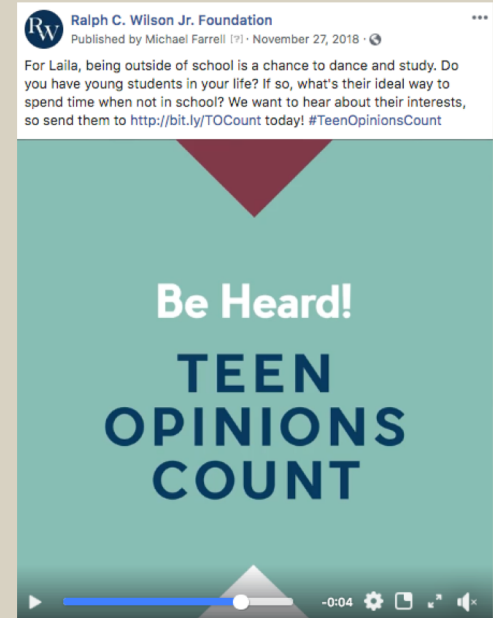
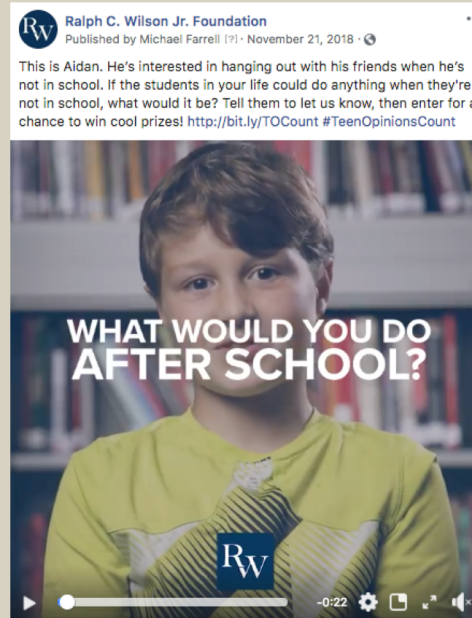
- Play off the imagery in an engaging way
- Be concise and direct; don't overcomplicate things
- Utilize verbiage consistent with your audience and industry
- Be connective to the larger message of any social plan/theme
- Encourage action from followers when necessary



**Sell the story**

# Always consider a call to action:

- **Short, direct, connected to where you're sending your audience**
- **Trackable bit.ly links to measure success**
- **Email signups, website referrals, sales conversions, donations, phone calls, account follows, comments, shares**
- **Google Analytics to analyze referral traffic**





# Additional recommendations

- **Do:** Take the time (and money) to develop great visuals, whether photo or video
- **Do:** Look for ways to hone your messaging
- **Do:** Dare to be creative
- **Don't:** Settle for inferior imagery or video content
- **Don't:** Forget to proofread your copy—then proofread it again
- **Don't:** Create incoherence with imagery and copy that don't mesh

# Key Takeaways

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1. Copy and visuals work hand in hand
2. Product benefits, audience interests should inform post material
3. Create cohesive visuals through consistent use of type, color, and photography
4. Always pursue professional imagery, video
5. Concise copy should complement the impact of the visual
6. Attention-grabbing posts still need to satisfy objectives

# Resources

## Stock Photography

- [istockphoto.com](https://www.istockphoto.com)
- [thinkstockphoto.com](https://www.thinkstockphoto.com)
- [gettyimages.com](https://www.gettyimages.com)

## Free Photography

- [unsplash.com](https://unsplash.com)
- [pexels.com](https://www.pexels.com)

## Infographics

- [thenounproject.com](https://thenounproject.com)
- [fontawesome.com](https://fontawesome.com)

## Editing Tools

- [vsco.co](https://vsco.co)
- [www.canva.com/features/](https://www.canva.com/features/)
- [picmonkey.com](https://picmonkey.com)

**thank you.**

**martin.**