

SHOW. DON'T TELL.

9 reasons to use images for content marketing.

[The brain was designed to process images. Words are a human invention.]



The brain processes meanings of images in 13 milliseconds.



The brain remembers images better than it remembers words.



The eye is drawn to images that deliver stories & messages.

[Images are more engaging than links, videos, and text on social media.]



53% more likes



104% more comments



84% more clicks

[Using the right images can lead to an increase in conversion rates.]



Emotional images will lower inhibitions & secude, rather than persuade, purchasers.



Faces convey visual cues that can direct customers to products or calls to action.



Photographs of objects increase a customer's level of trust and the likelihood of purchase.

Sources:

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