

# BUSINESS GOALS AND LEVERAGING VISUAL SOLUTIONS

# APPLYING VISUAL SOLUTIONS TO YOUR MARKETING STRATEGY

We all have seen the rapid growth of infographics and data visualizations hitting the media outlets. Now recently we are seeing companies deploying visual content solutions to meet hardline business to business goals.

If you need to convince management (or yourself) that visual solutions – infographics, interactive solution pictograms, animations and data-driven visualization - can be strategically deployed to meet your business goals.

## TOP 5 WAYS TO APPLY VISUAL SOLUTIONS TO YOUR MARKETING STRATEGY



### 1 Increase the Viral Factor

Inbound marketing and social programs are created to increase awareness and engagement.

Infographics are shared

4x more than other content.

Source: <http://blog.slideshare.net/author/marisa/>

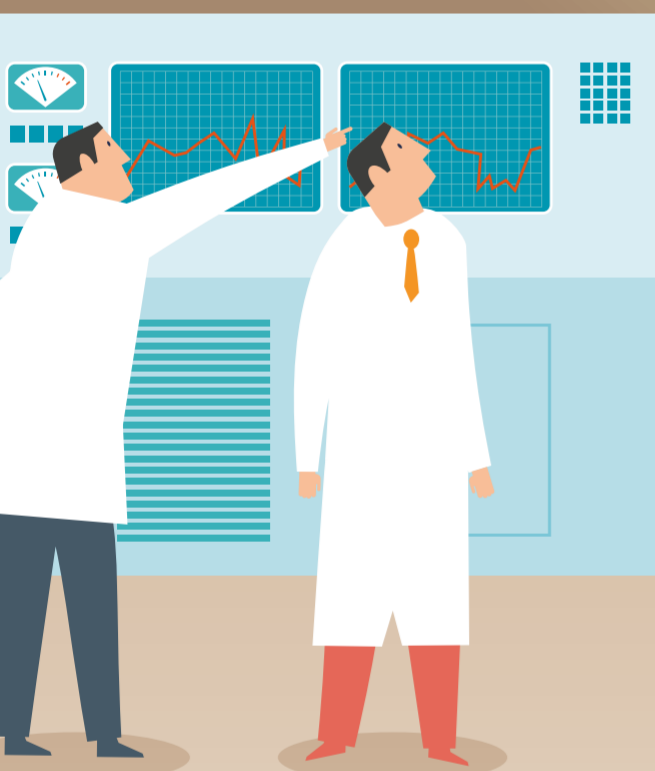


### 2 Convert or Die

A/B testing is the most used method for improving conversions. Interactive solution pictograms tick all the boxes to meet your conversion goals.

For every \$92 spent acquiring customers, only \$1 is spent converting them

Source: <http://bit.ly/1IEC9JH>



### 3 Consistently Visualize Value

Don't let your clients "get used to you!" Don't allow your clients to forget about the unique value they receive from your services.

85% improvements in conversion rates



### 4 Engage Prospects Before It's Too Late

In 60-90 seconds a prospect with little to no knowledge of your company should come to terms why they should care - a sophisticated information design-based animation can get them there and engaged with your company and your products.

You only have 90 seconds to engage...



### 5 Get Staff Onboard

Your team needs to embody the vision and mission of your company - and surprise, surprise - visuals get them on message. An engaged team aligned to your company's vision gets you on the road to a brighter future and will hit your P&L in a significant way.

\*Visuals get everyone on message.

READY TO ENGAGE YOUR AUDIENCE?

You need a visual solutions provider that offers:



• A turn-key solution



• Complex data integration



• Comprehensive go-to-market strategies

Since 2010, Frame Concepts has been creating engaging visual solutions that provide long-term results and ROI.

WE'RE READY TO MEET YOUR NEEDS

Get a free consultation & demonstration today!  
[www.frameconcepts.com](http://www.frameconcepts.com)

