

MANAGING YOUR VISUAL CONTENT PROVIDER

So you're ready to dip your toes in the visual solution waters? You've got a big idea and you're ready to engage your audience with infographics, interactive solution pictograms, animations or data-driven visualizations?

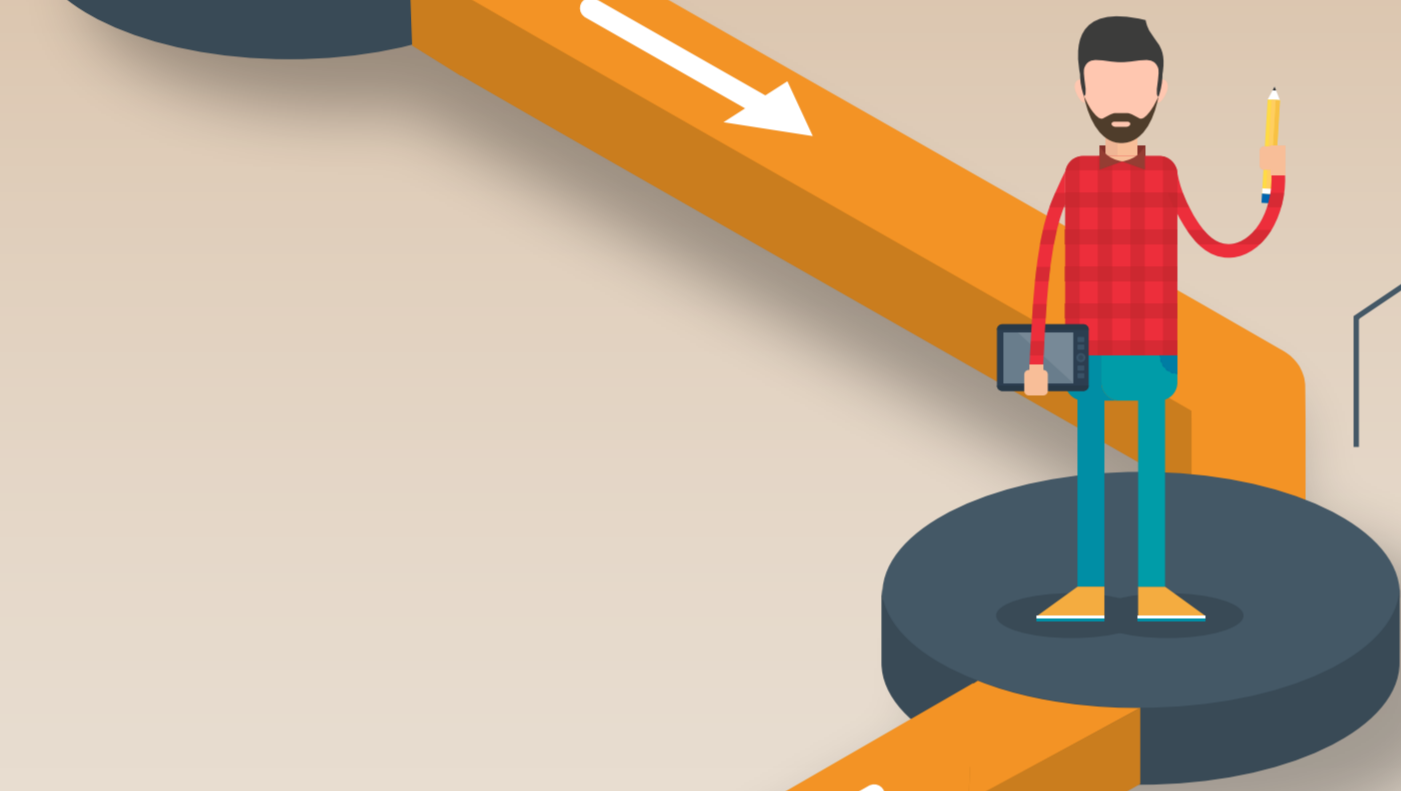


HERE'S 5 TIPS TO MAKE SURE YOUR VISUAL CONTENT MEETS YOUR BUSINESS NEEDS



1 CREATE A KICK-ASS FACT SHEET

Get your whole team to agree what are the most important points you want to get across. List the actual facts and data point



2 LEARN TO LOVE THE PENCIL

"The pencil is mightier than the mouse." Your team will feel more comfortable making bold suggestions knowing it's easier to accommodate visual changes with pencil movement as opposed to undoing polished digital renderings and illustrations. It enables the creative team to come up with the boldest concepts possible without having to fuss early on with digital polish.



3 STORYBOARD IT!

Before time consuming and costly interactive and animation programming begins, make sure your visual solutions provider storyboards the concept and process so you can approve the interactive and animation sequence. This does double-duty as an instructional guide for the interactive and animation programmer as well.



4 GET BRANDED

The whole idea of visual solutions to get more of your audience to understand and engage with your brand. After the pencil sketch and storyboard is approved, get your branding approval next before the final render. This is your seal of approval.



5 LAUNCH. SHARE. GATHER METRICS.

Before launching your visual project online, gather up benchmarks on your analytics. After sharing, this is the best time to monitor engagement rates using your before-and-after data.



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

