

90%

of the information sent
to the brain is visual



THE BENEFITS OF
**VISUAL
MARKETING**



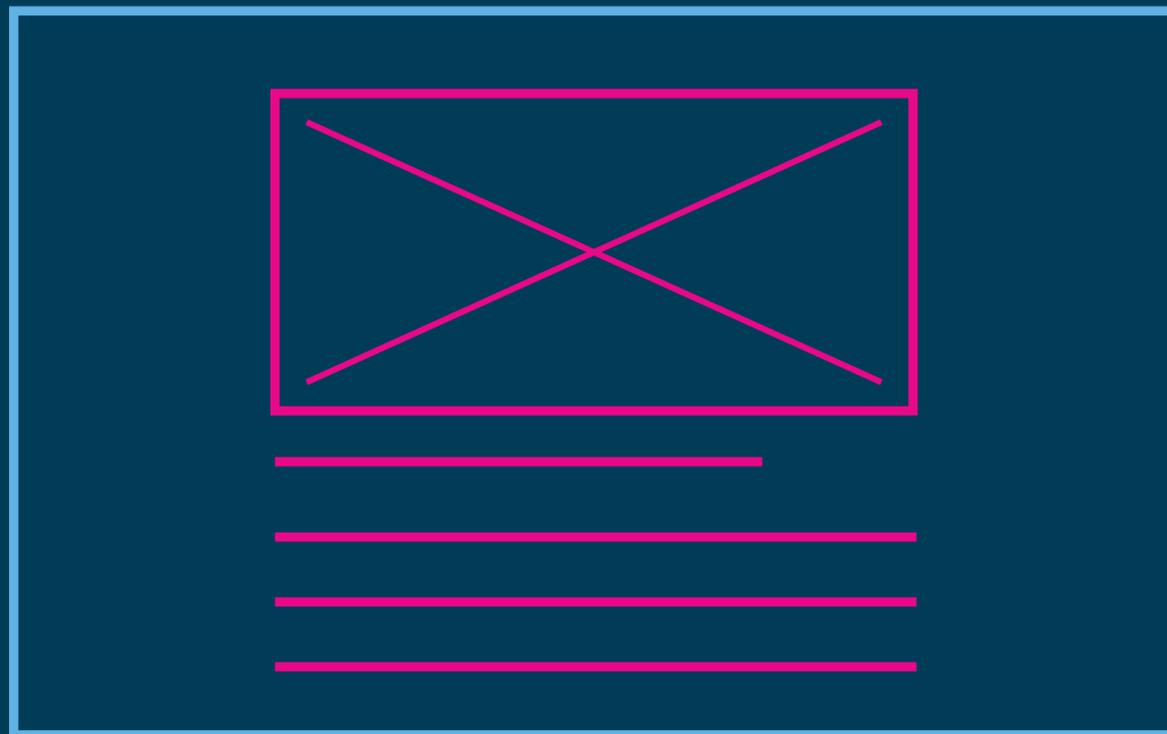
93%

of all
human interaction
is visual

Articles with
images receive

94%

more views





Visual content
leads to

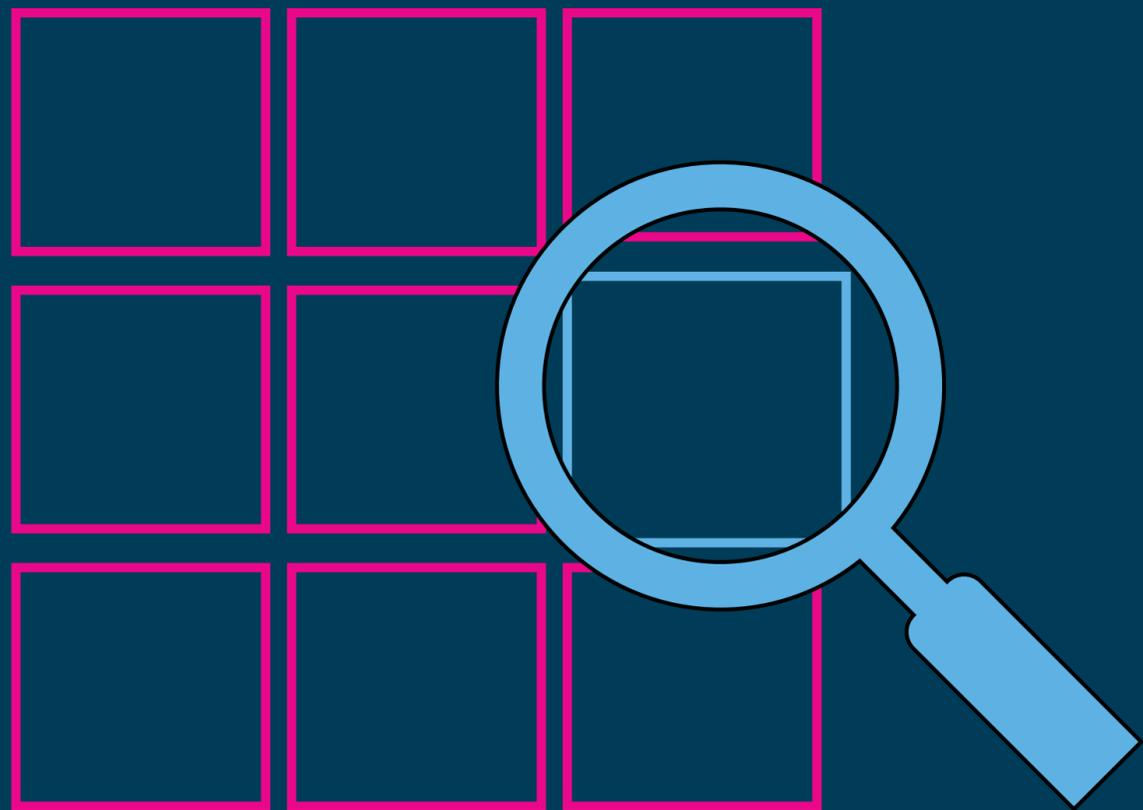
27%

higher click-through rates

Image searching is
estimated to be a

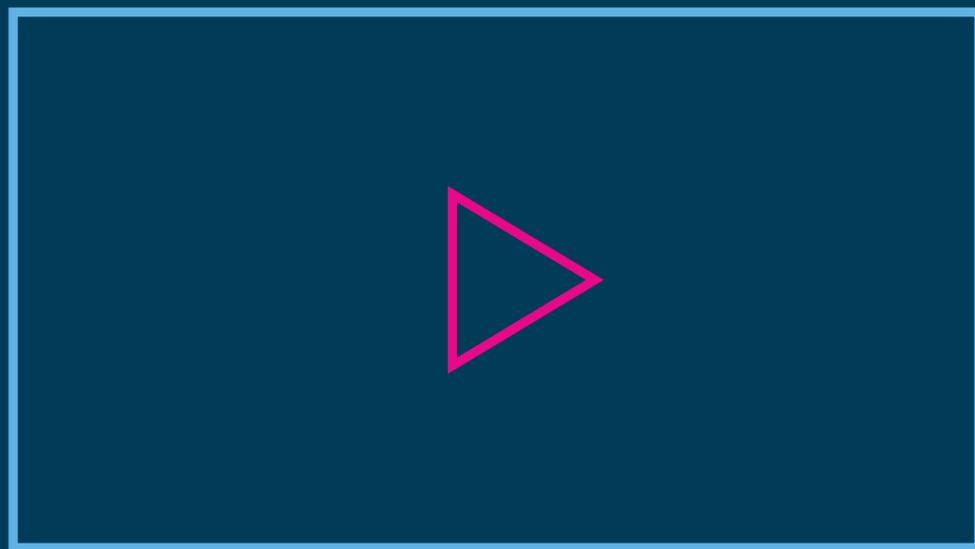
\$40b

industry in 2025



Videos can increase
conversion rates by

86%





Shoppable videos convert

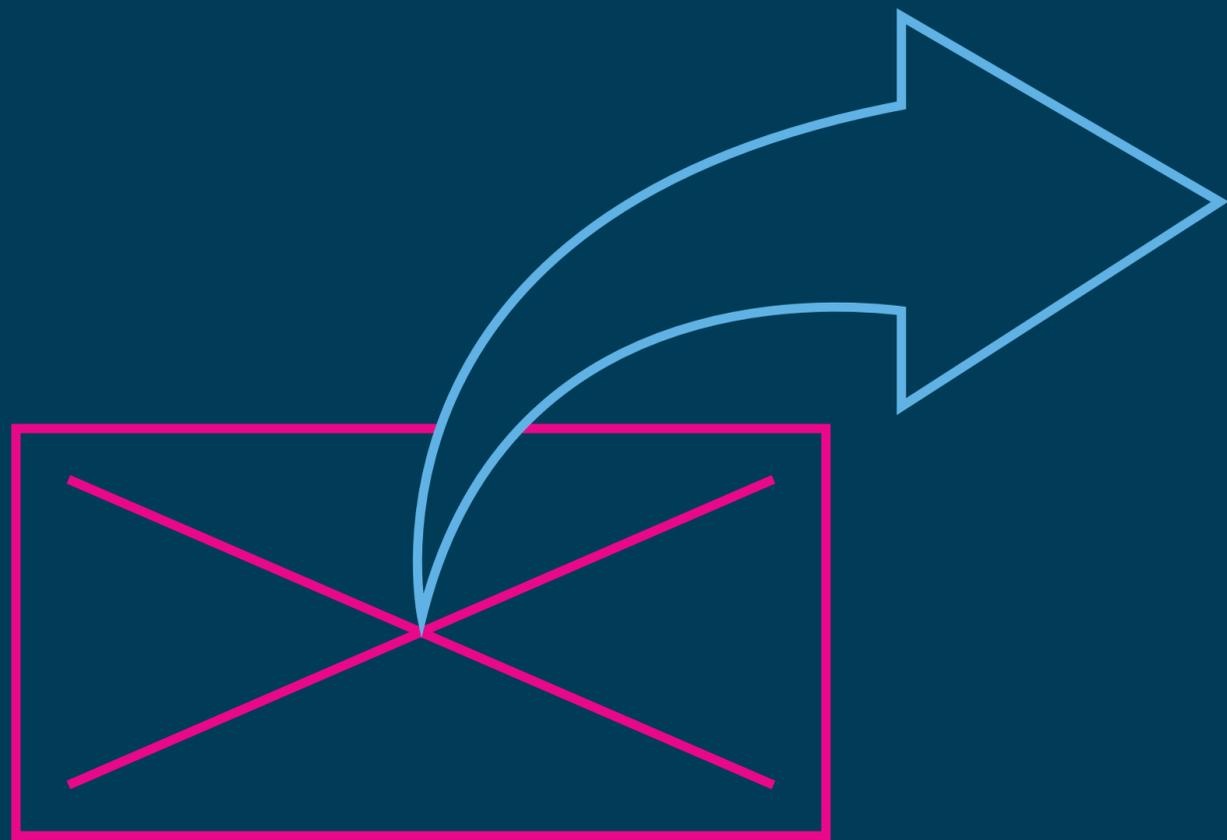
3x

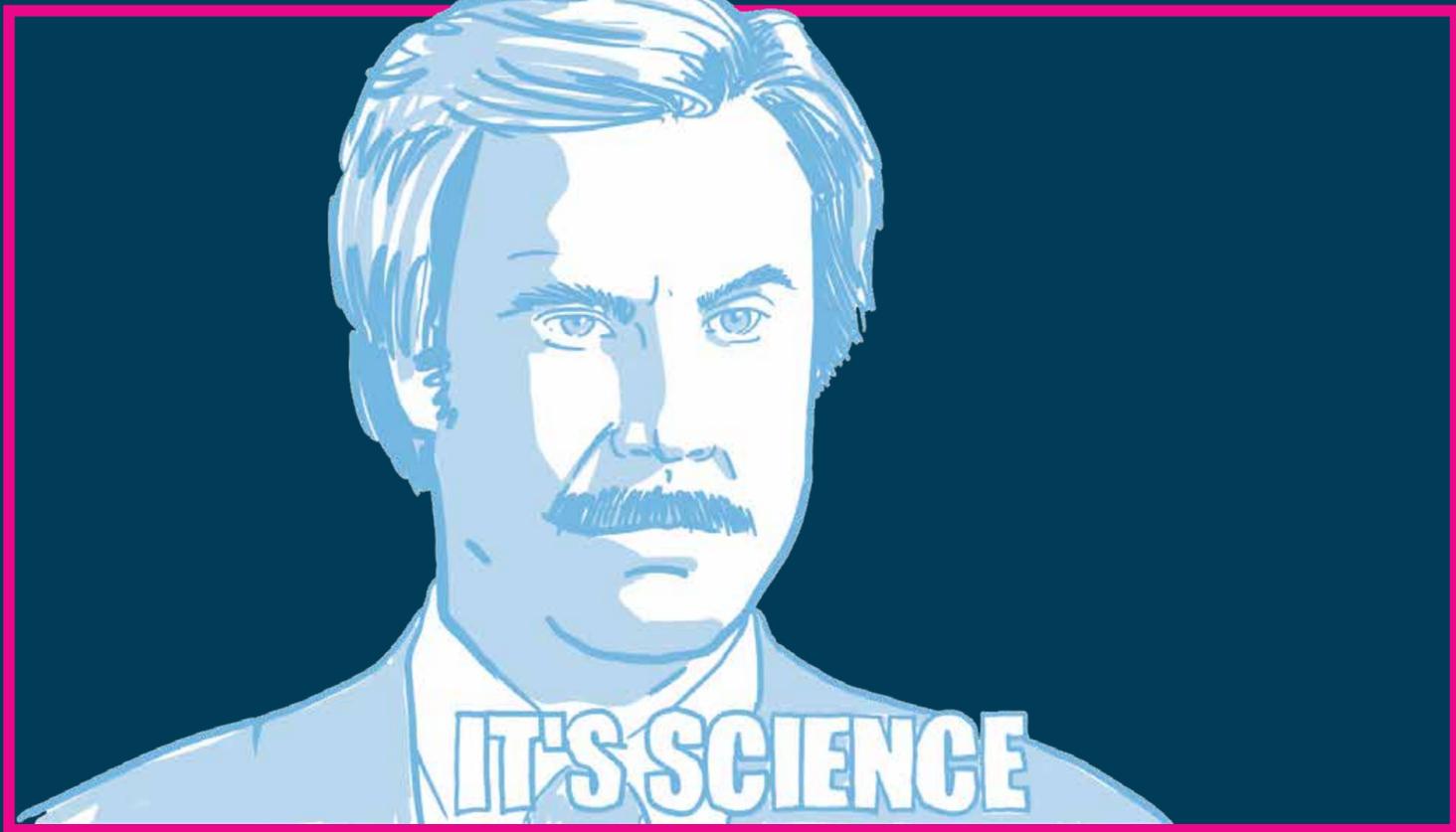
more than traditional videos

Visual content is

40x

more likely to be shared
on social media



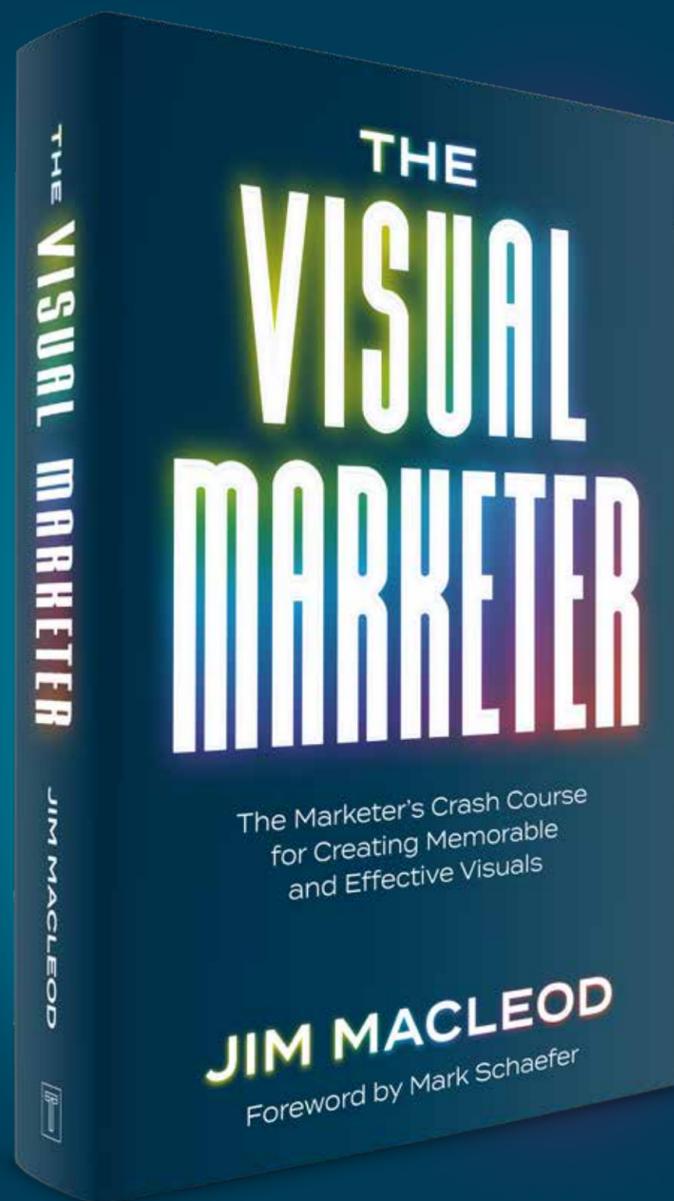


Mememes can increase
awareness by

60%

Now that you know how important
visuals are, it's time to up your
visual marketing game!

Get the book written specifically for
marketers to improve their visuals.



VisualMarketer.co