

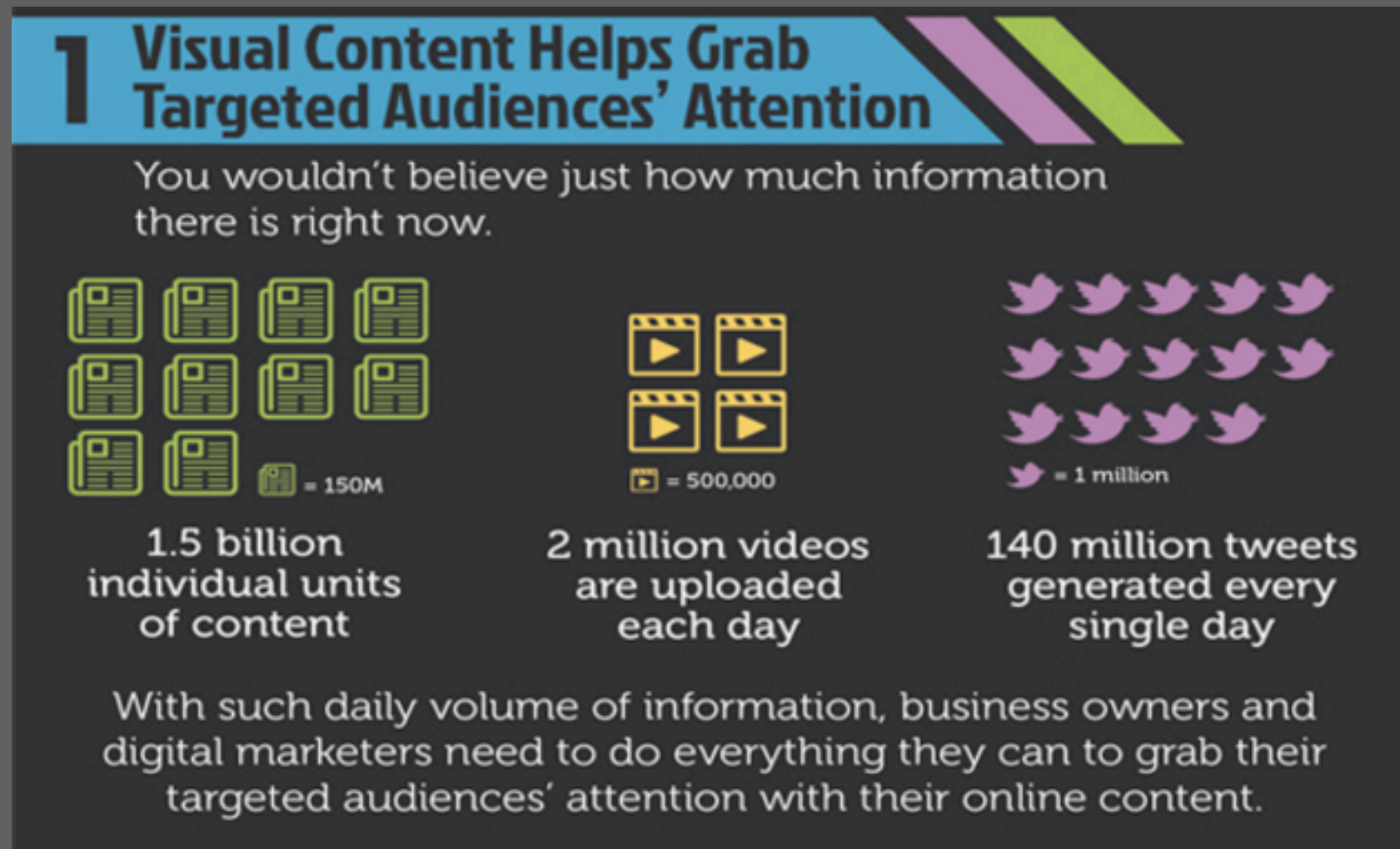
SOCIAL MEDIA STRATEGY

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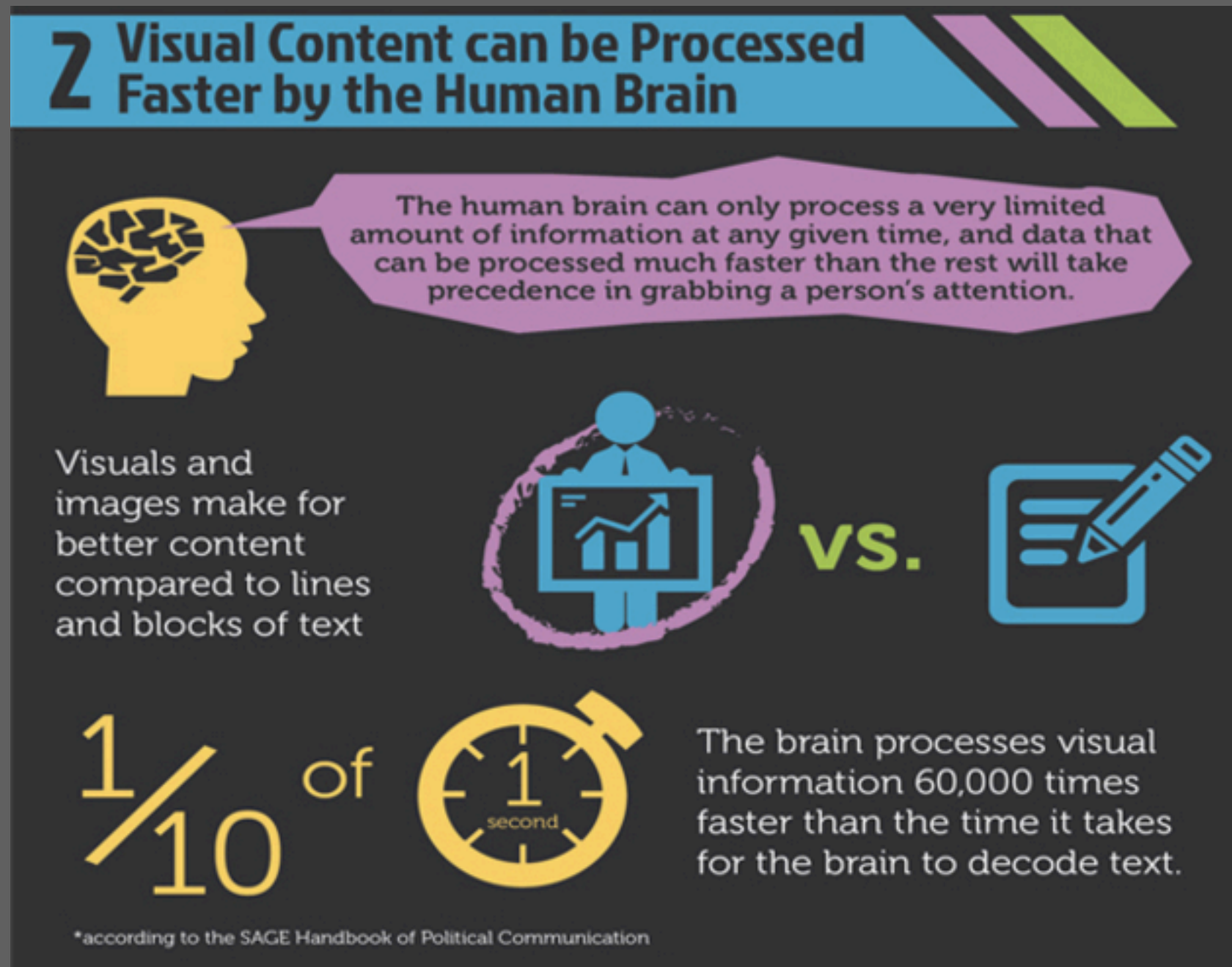
Lesson

Psychological triggers and user experience.

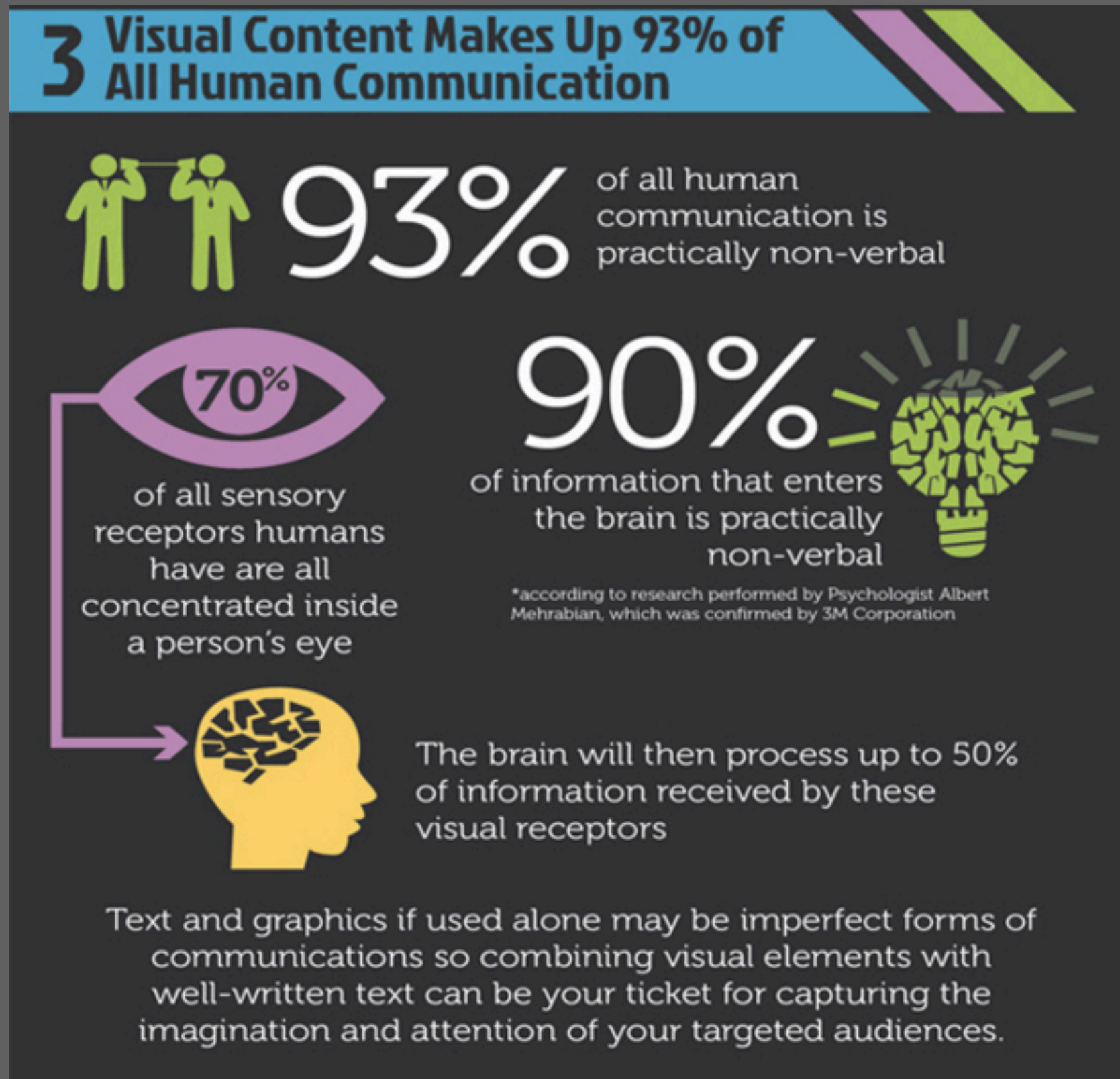
Psychology: Visual Content



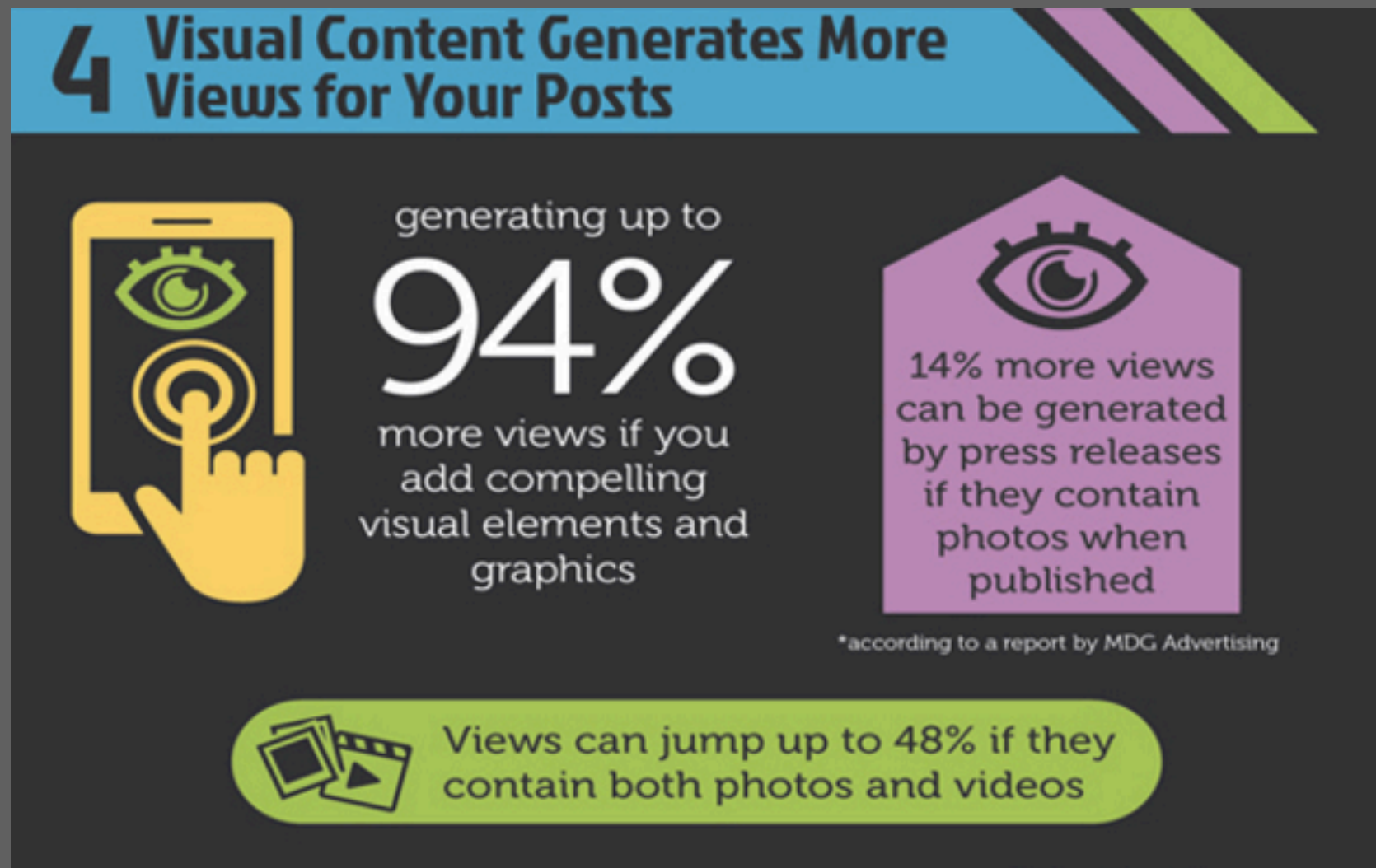
Psychology: Visual Content



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5 Visual Content that Go Viral Can Bring Tons of Inbound Links



Tools for visual content marketing like infographics, memes, posters, and the like can go viral if people will like the content well enough to share it within their own online communities and social networks.

However should contain your logos, page or website information so recipients will know where the material originally came from.



Visual content must be syndicated in a form that is clickable – which will bring tons of inbound links back to you.



High-quality and relevant inbound links can boost your rankings in search results so make sure content is tagged with appropriate meta information and text descriptions.



Visuals that go viral can boost your branding, giving you more probability of being contacted for business by up to 60% of targeted audiences

Psychology: Visual Content

6 Visual Content Helps You Increase Your Subscribers and Followers




Good and compelling visual content can generate more likes, comments and shares than updates that contain only texts and words.

37% increase
in engagements from targeted customers if the article is optimized by adding more compelling visual elements.




Psychology: Visual Content

7 **Visual Content is More Understandable**




By adding visual elements that can explain what the page is trying to say, targeted audiences can better understand or appreciate your brand's message.



With visual elements, your audiences are initiated to take action.

With detailed images, get the attention of up to 67% of your targeted audiences.



Psychology: Visual Content

8 Visual Content can Influence Human Emotions



The result of the psychology of colors which describes how certain colors and color combination generate a particular type of emotion from a particular viewer.



It can also influence how a particular viewer will take action – such as influencing their purchasing decisions.

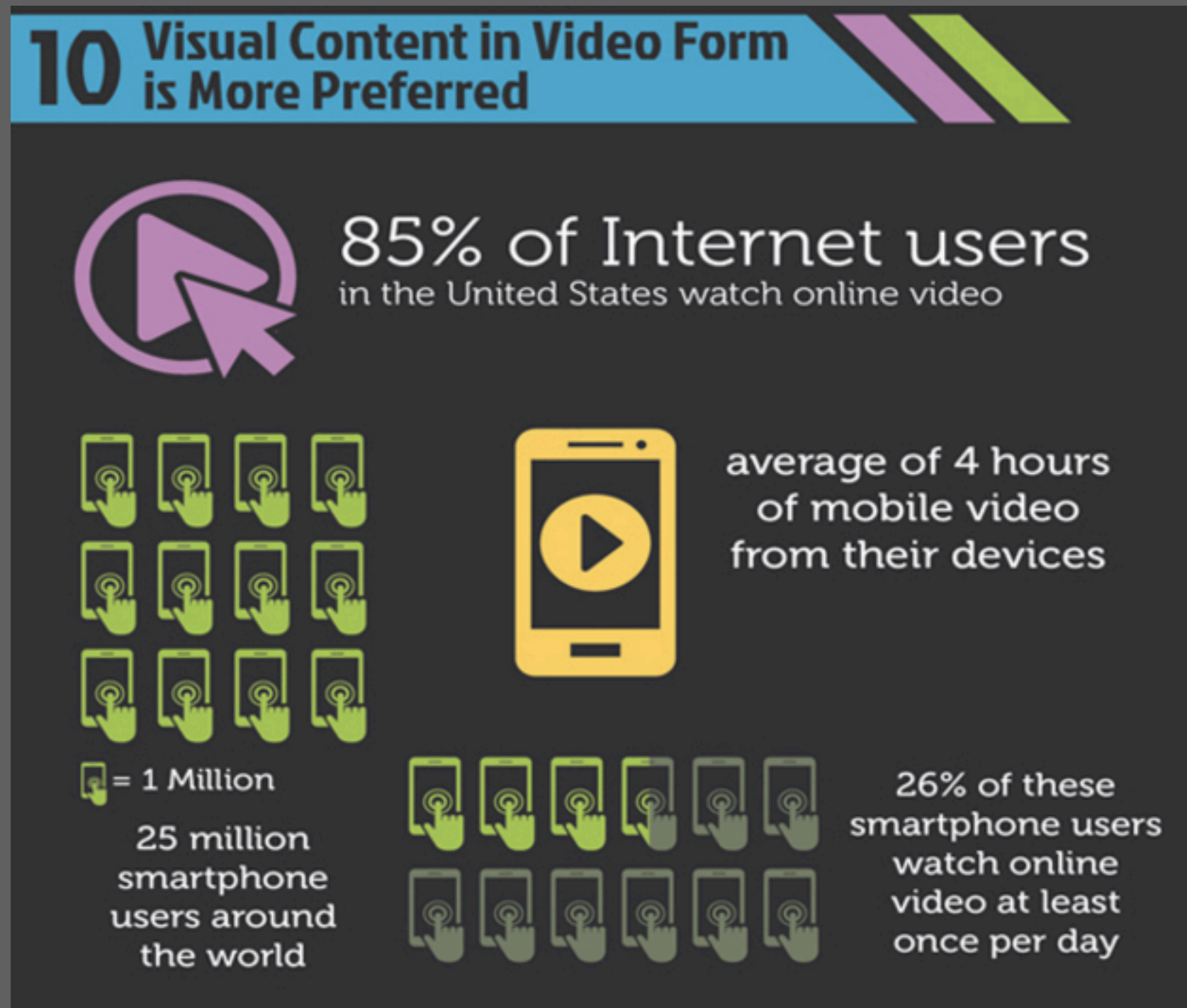
Psychology: Visual Content

9 Visual Content Solicits Targeted Users' Action Much More Effectively



40% of users online
will provide better and more favorable
responses to a particular visual content than
other plain and text-based content.

Psychology: Visual Content





Psychology of Words: 5 Ws

- Who

- What

- When

- Where

- Why

Psychological Triggers

- Want:

- trigger desire

- Need:

- trigger necessity

Activity

In groups find posts with each of
the 5 ws

Psychology: Headlines

1. Positive content trumps negativity
 - Superlatives can be very effective in headlines
2. Evoke high-arousal emotions
 - awe, anger, anxiety, fear, sadness, humor, or wonder
3. Practical and useful information

Ask questions when you can that people don't know the answer to and are personal

Coschedule Headline analyzer

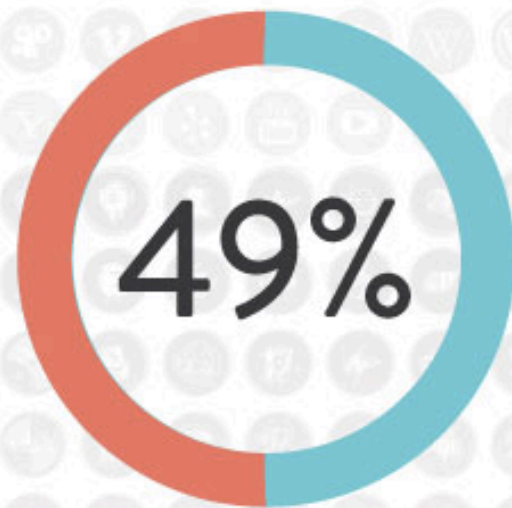
Advanced Marketing institute headline analyzer



WHY PEOPLE

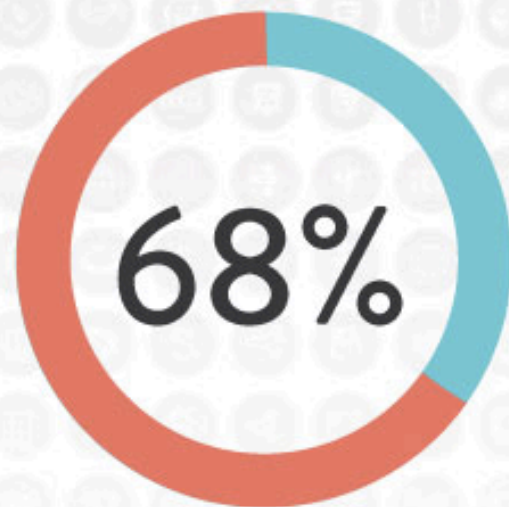
Share

The Psychology of Social Sharing



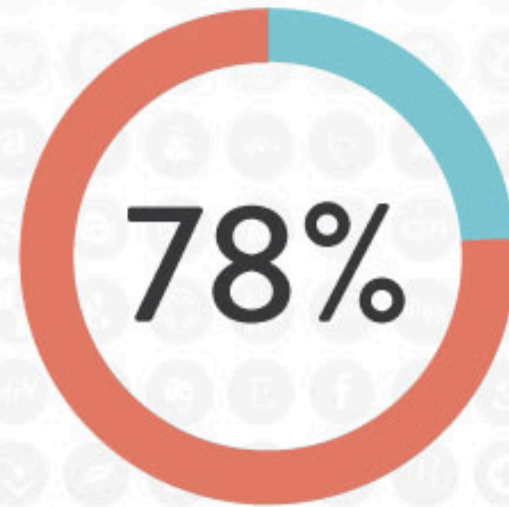
Entertainment

49% say sharing allows them to inform others of products they care about and potentially change opinions or encourage action.



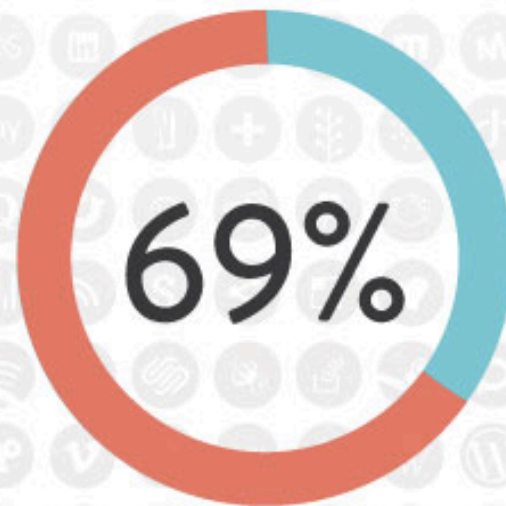
Define Ourselves

68% share to give people a better sense of who they are and what they care about.



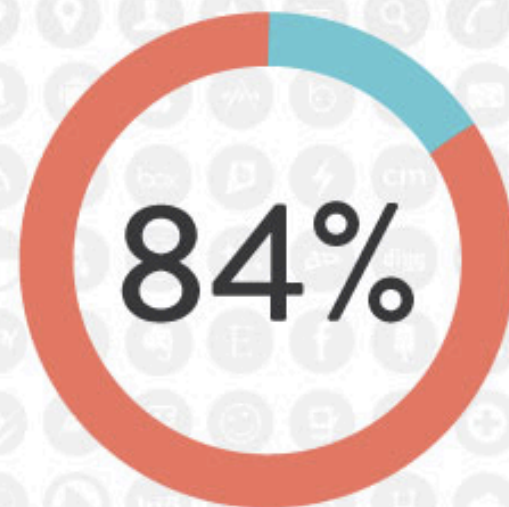
Relationships

78% share information online because it lets them stay connected to people they may not otherwise stay in touch with.



Self-Fulfillment

69% share information because it allows them to feel more involved in the world.



Support A Cause

84% share because it is a way to support causes or issues they care about.

Source: The New York Times Customer Insight Group



1. Your Image is Visually Appealing

We are wired to process visuals 60,000x faster and more effectively than words.

TIP: Use the Rule of Thirds - psychologically it creates more visual interest.

2. Use a High Quality Photo

Blurry, pixelated, and crappy photos are a huge turn off and make you look unprofessional.

TIP: Make your resolution 2x the recommended size to be sure it's crisp.

Instagram Size: 640px by 640px
Your Image Size: 1280px by 1280px

3. Bright Lighting Highlights Your Product

There's no need for dramatic shadows in your product photos. The way to show off your product is to literally spotlight it.

TIP: If you don't have a fancy lighting studio, midday outdoor sunlight is your best bet. Or if you're inside, shoot near a sunny window!

Ultimate Instagrammer Etiquette for Engagement

8. Respond to Comments & Answer Questions

People buy from who they trust. To build your brand trust, use a consistent brand voice and respond to comments and questions on your posts.

TIP: A simple "Thank you" is really powerful and will go a long way.



4. Grab Attention and Be Persuasive!

TIP: The 5 Most Persuasive Words in the English Language Are:

You - Free - Because - Instantly - New

5. Ask a Direct Question for More Engagement

Good: "Would you buy the blue or the black?"
VS

Bad: "What's your favorite color?"

TIP: The answer should be IN the question. Psychologically it makes answering easier (and more likely!)

6. Gotta Have a Call-to-Action if You Want Any Action

Even if you think it's super obvious, tell your peeps exactly what to do.

EX: "Click the link in bio to read the post!"

7. Use Relevant Hashtags So Your Content Can Go Viral

Instagram posts with 11+ hashtags get the most interaction.

TIP: Write 4-5 hashtags in a comment below your description. In 30 mins delete that comment and write a new one with 4-5 new hashtags. This way you'll get all the reach of 11 hashtags, without looking spammy.

MadeFreshly
MadeFreshly.com

Activity

In groups build the ideal instagram
post

The Perfect Facebook Post

- is a link
- is brief—40 characters or fewer, if you can swing it or 60 to 80 characters.
- gets published at non-peak times
- follows other posts on a regular schedule
- timely and newsworthy

Activity

In groups build the ideal Facebook
post

The Perfect Tweet

- 100 to 120 tweets
- Contains a link
- Contains an image
- Contains hashtags, but not too many
- Mentions
- Ask questions when you can

Activity

In groups compose the ideal Tweet

Image Size Cheat Sheet