

The Use of Photo-Quotes

Imagery is a key component of marketing framework and branding, and it is essential for making sites interactive and creative. The present article addresses how to create imagery for a successful content marketing strategy.

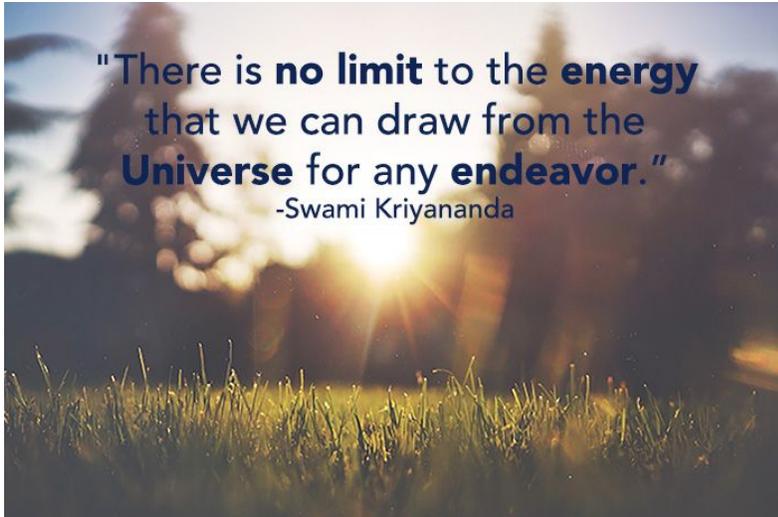


Photo-quotes are simply images that have a quote overlaid. They are the most shared pieces of content on the majority of social media sites, such as Facebook and Pinterest. Surprisingly, photo-quotes are shared even more than the video!

To make a photo-quote go viral, answer the following questions:

Who is your target audience?
Think about the kind of photo

your target audience will respond to by “stepping into their shoes.” Try to tune into their interests, their likes, the kinds of images that would inspire them, and what quotes would speak to their hearts. Quotes along with nature images are broadly meaningful, and touch the hearts of many different people.

What story or message are you sending? The photo you choose should support the story or message you are trying to send. Photos have an energetic feeling that they convey and also evoke. The quote that is combined with the photo should have unity with the photo’s energy, and also with the event or blog post that it will be used with.

Do you have the right format and positioning? The format is the shape and size of the design, and positioning, in this case, is the arrangement of typography and photography in a composition. An effective positioning applies the principles of simplicity and visual hierarchy. Simplicity means that there aren’t too many things vying for attention. The message should be displayed clearly and legibly upon the photo. Visual hierarchy means that you arrange the elements of your photo-quote according to the level of importance they bear in the overall layout. The most effective way to create visual hierarchy is contrast (of size, shape, color, or any combination of these three). Finally, a photo-quote should have unity. Unity means that the typeface, the size of the type, and the color of your type is complimentary to the image itself, and the message that you are trying to convey.

Is it high-quality and professional? Will it represent your organization or business well and maintain your credibility? You may want to consider using a professional program like Adobe Photoshop if you will be using a social media strategy long-term.

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How can you size the photo correctly? Understanding which social media site you post to is important in determining the size of your photo-quote. Don't let your image get cut off or your quote gets overlooked. See the correct image sizes for Facebook, Pinterest, YouTube, and Google+.

Did you credit the owner of the original photo? Or, if it's created by your own marketing team, did you include the URL address of your organization or business so that people can find you if they see your image on the Internet? Considering the way most social media photos are shared, it would be best to include your website directly on the photo so that, no matter where it travels, people can connect it back to its source.

You may also plug your photo-quotes into a creatively titled series as an album on Facebook, or board on Pinterest. The titles of both albums and boards have a way of increasing search engine optimization rankings based on the title. In addition, Facebook albums help people to see more of the content you've created within the album, and the swiping feature of most mobile devices and tablets encourages people to continue clicking through the other photo-quotes you've included in each album, increasing your engagement, and thus your shares.

In addition, here are a few free photo editing sites that for simple photo editing: (Note: Most graphic designers and professionals use Adobe Photoshop for its many tools and capabilities.)

- Canva at www.canva.com
- Google Drawing at www.drive.google.com
- Ifranview at www.irfanview.com
- Microsoft Paint
- There's also a plethora of photo editing apps for phones that allow for professional photo-editing right after snapping a shot.

Remember, "a picture is worth a thousand words," and the use of imagery in content marketing is a powerful tool for success.

