Results-Driven Visual Social Media Marketing

Krista Neher

April 1, 2014
Visual Social Media Marketing

Krista Neher
CEO
Boot Camp Digital
@kristaneher
@BootCampDigital
#BCDLive
About Me.....
Your Brain Processes Images 60,000 times faster than text.
Start with your site

Celebrate great coffee at home.
Get 25% off select coffee, drinkware, and brewing accessories now through April 7.

At participating stores.

Browse online or visit a store. The Verismo® System 580 machine, tea, City mugs and Starbucks Reserve® coffees are not included. Limited to stock on hand.
Salted Caramel Cake Pop

Chocolate cake mixed with caramel and chocolate buttercream icing, finished with a milk chocolaty coating, caramel drizzle and sea salt.

Nutrition Facts Per Serving (46 g)

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Value</th>
<th>% Daily Value*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories</td>
<td>180 cal</td>
<td>7%</td>
</tr>
<tr>
<td>Total Fat</td>
<td>8g</td>
<td>12%</td>
</tr>
<tr>
<td>Saturated Fat</td>
<td>5g</td>
<td>25%</td>
</tr>
<tr>
<td>Trans Fat</td>
<td>0g</td>
<td></td>
</tr>
<tr>
<td>Cholesterol</td>
<td>10mg</td>
<td>3%</td>
</tr>
<tr>
<td>Sodium</td>
<td>110mg</td>
<td>5%</td>
</tr>
<tr>
<td>Total Carbohydrate</td>
<td>25g</td>
<td>9%</td>
</tr>
<tr>
<td>Dietary Fiber</td>
<td>0g</td>
<td>0%</td>
</tr>
<tr>
<td>Sugars</td>
<td>20g</td>
<td></td>
</tr>
<tr>
<td>Protein</td>
<td>2g</td>
<td></td>
</tr>
</tbody>
</table>

Vitamin A: 0%  Vitamin C: 0%  Calcium: 6%  Iron: 8%

Caffeine: 0mg**

*Percent Daily Values are based on a 2,000 calorie diet.

**Each caffeine value is an approximate value.
I just got an amazing arrangement from

http://www.robinwoodflowers.com/

Locally-owned Cincinnati Florist Robin Wood Flowers :: Unique Luxury Floral Arrangements &...
www.robinwoodflowers.com

With luxury and elegance or sophisticated style, our fresh floral arrangements celebrate the romance of your wedding day.
Just picked up flowers from http://www.jonestheflorist.com/

Cincinnati Florist :: Jones the Florist in Cincinnati Flower Shop
www.jonestheflorist.com

Cincinnati premier florist since 1865, with the tri-state's largest selection of fresh flowers, green & blooming plants, and gift baskets. Twice daily delivery everywhere in greater Cincinnati, OH and Northern Kentucky. Express 2 hour delivery available. Jones the Florist guarantees absolute satisfaction.
Check out the flowers at

http://www.glendalefloristglendale.com/

Cincinnati Florists – Flowers in Cincinnati OH – Glendale Florist
www.glendalefloristglendale.com
Order flowers online with Same Day Delivery from Glendale Florist. Fresh flowers and hand delivered right to your door. Experience the Teleflora difference!

Choose a Thumbnail

Post
What they tell you it looks like....
What it actually looks like....
5% - 7% increase in conversion rates

After interacting with real persons photos 2x - 3x higher conversion
Get in the habit of taking pictures
Ask your customers to take pictures
The Enchanted Florist

Pins from:
- Bethany Erdman
- Stacy Ruffell
- CJ's Off the Square I Garde...

21 Boards  560 Pins  445 Likes

Best of the Enchanted Florist

Wedding Ceremony - Aisle D...

Wedding Flowers: Bright and...

Wedding Flowers: Rustic Co...

Wedding Flowers: Textured V...
Search results for "florist"

Show:
- All Pins
- Just my Pins

Recipes:
- All recipes
- Vegetarian
- Vegan
- Gluten free
- Paleo

Green Wedding Flowers

Green flowers. Pretty cool... they have a guide explaining what's what so you can be really specific with your florist.

Pretty Pastels + Dahlias

Pretty Pastels + Dahlias | Photographer: Jaclyn Davis / Event Stylist: Flora Bond / Florist: Lemon Blossom Designs

This arrangement too a lot of time! The weaving of the grasses, etc... but what a gorgeous arrangement!

Amazing Petals Florist

AMAZING Arrangements

roses dec

rosanna Georgiou

wedding plans
✓ Fail Fast & Cheap
  • You are going to fail a lot, so do it as quickly and cheaply as you can.
✓ Margin for Mistakes
  • Since you are going to fail a lot, you better be doing something that provides breathing room.
✓ Scalable
  • Since you are going to be pouring your heart and soul into your pursuit, it needs to be able to go somewhere.

✓ Work Hard
  • You do not have enough money or help. You will need to do more until you do.
  • The more at bats, the more chances for a hit.
✓ Vision Driven
  • While you are working hard, make sure you are going somewhere.
✓ Unwavering Confidence in Your Success
  • You will succeed, it’s just a matter of how soon.
Next Steps:

- Audit your website
  - Can images be found?
  - Can you add user generated images?
  - Do you have shots of products?
- Audit your existing social networks
- Consider image social networks:
  - Pinterest
  - Instagram
THANK YOU!!!!!
Connect with me online!

Krista Neher
@kristaneher
Krista@bootcampdigital
513-702-7929