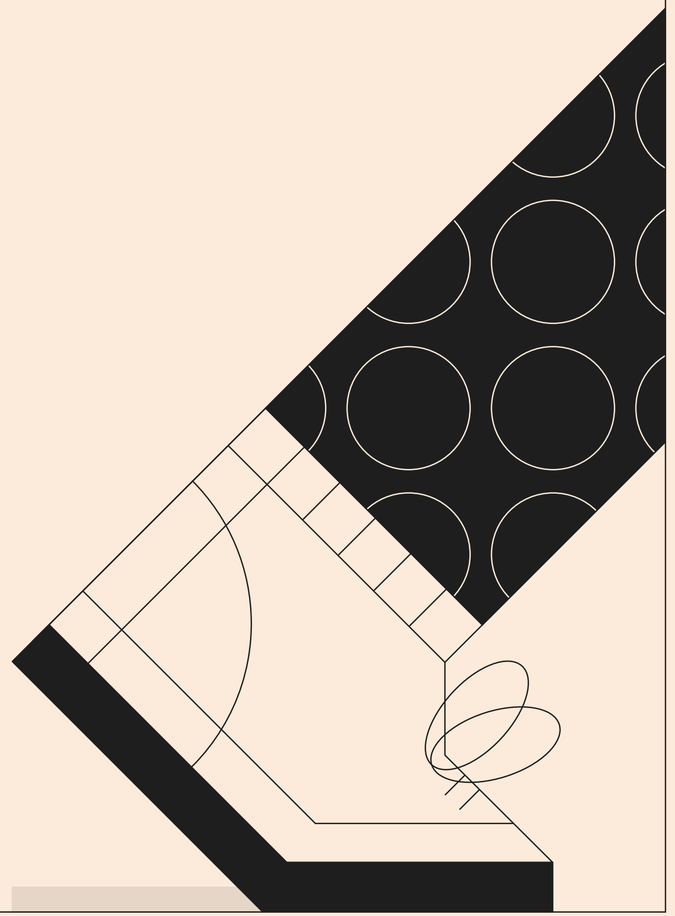
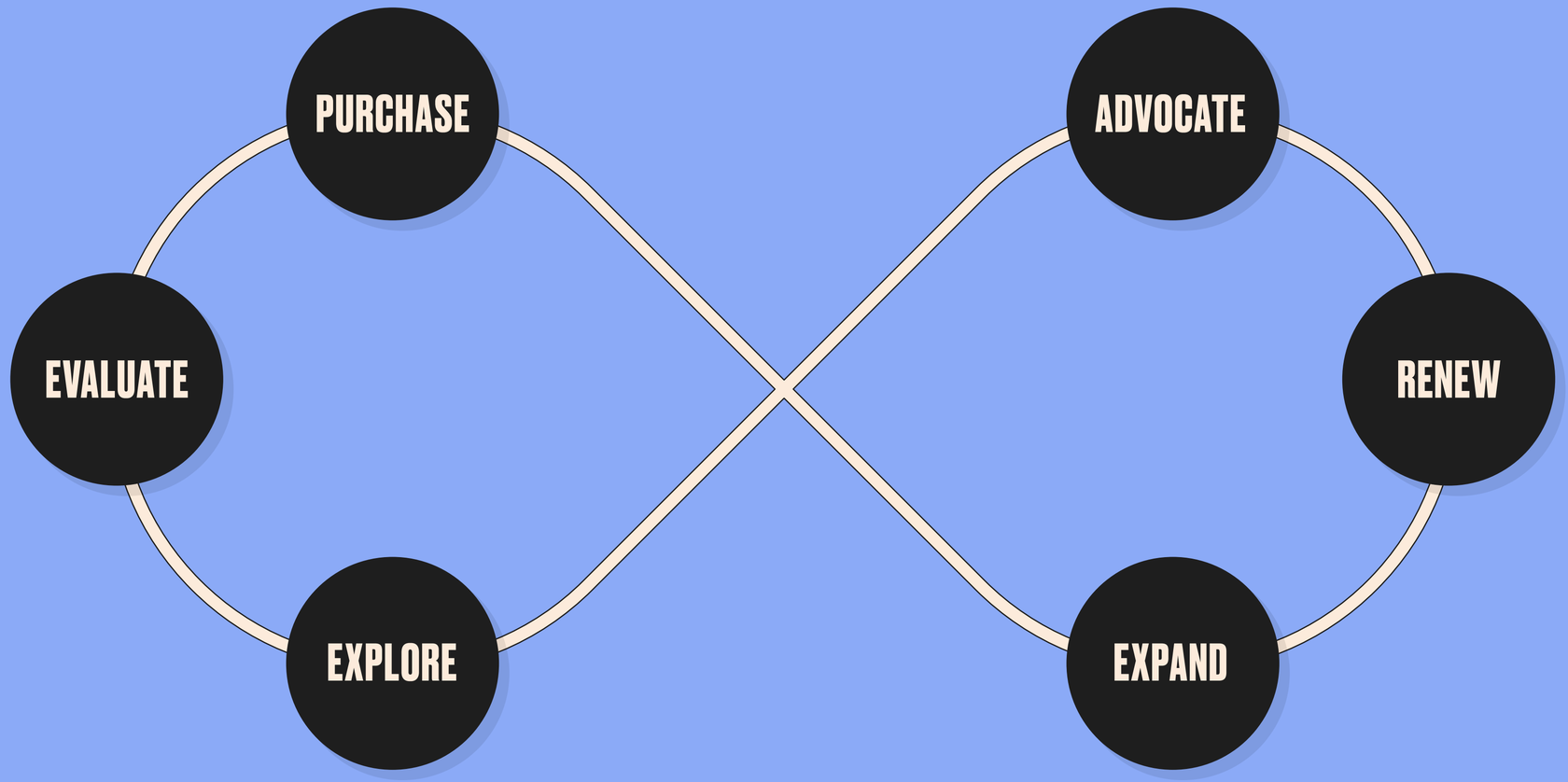
workbrands

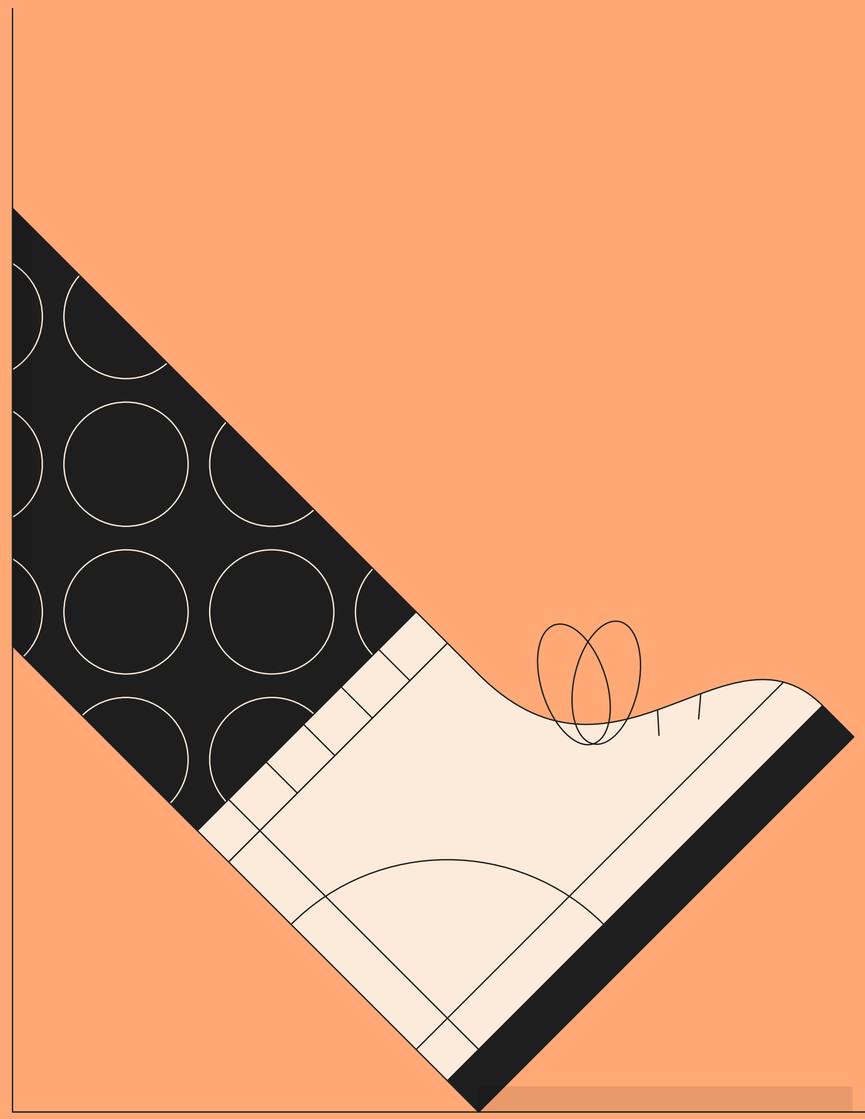
THE VISUAL VOYAGE

GUIDE YOUR CUSTOMERS THROUGH THE PATH TO PURCHASE



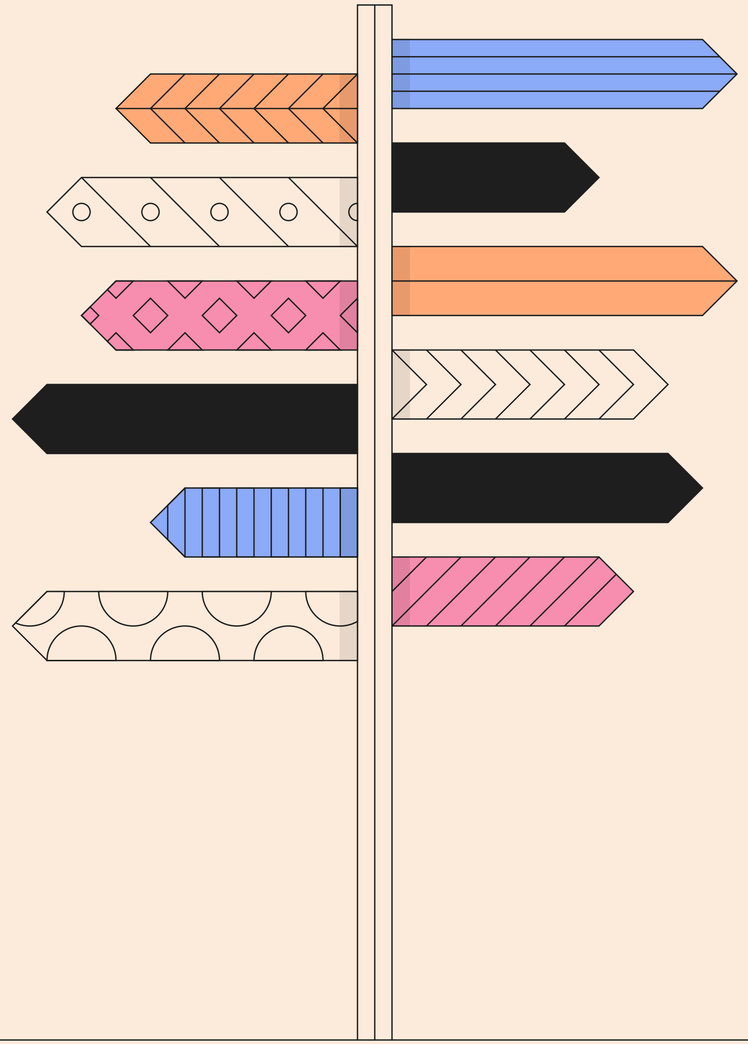
MOST B2B COMPANIES WORK TO AN ESTABLISHED AND PROVEN LEAD GEN PROCESS...



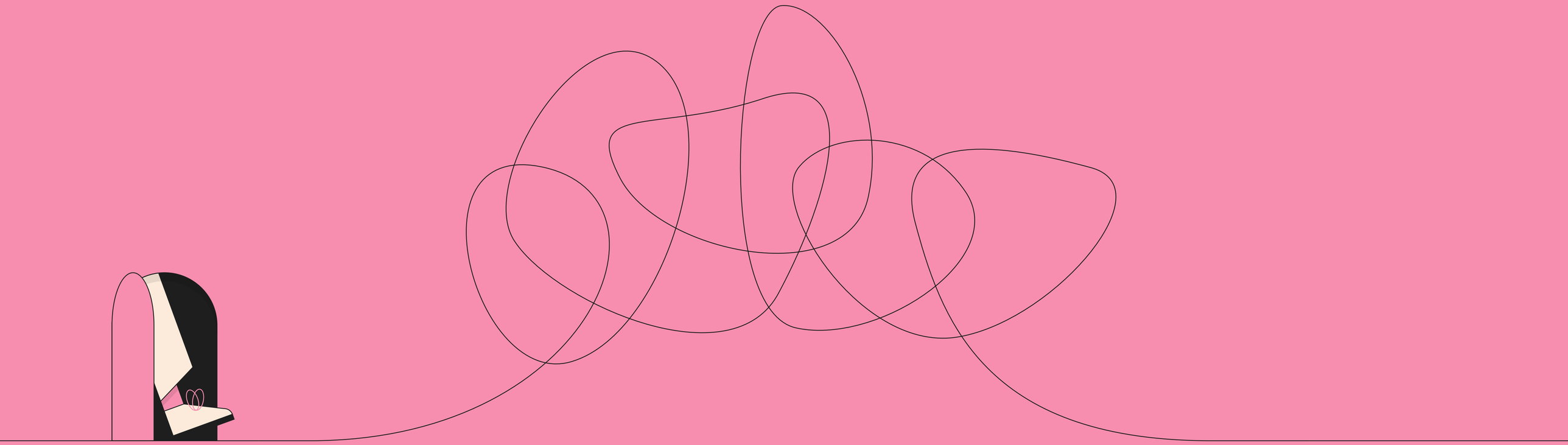


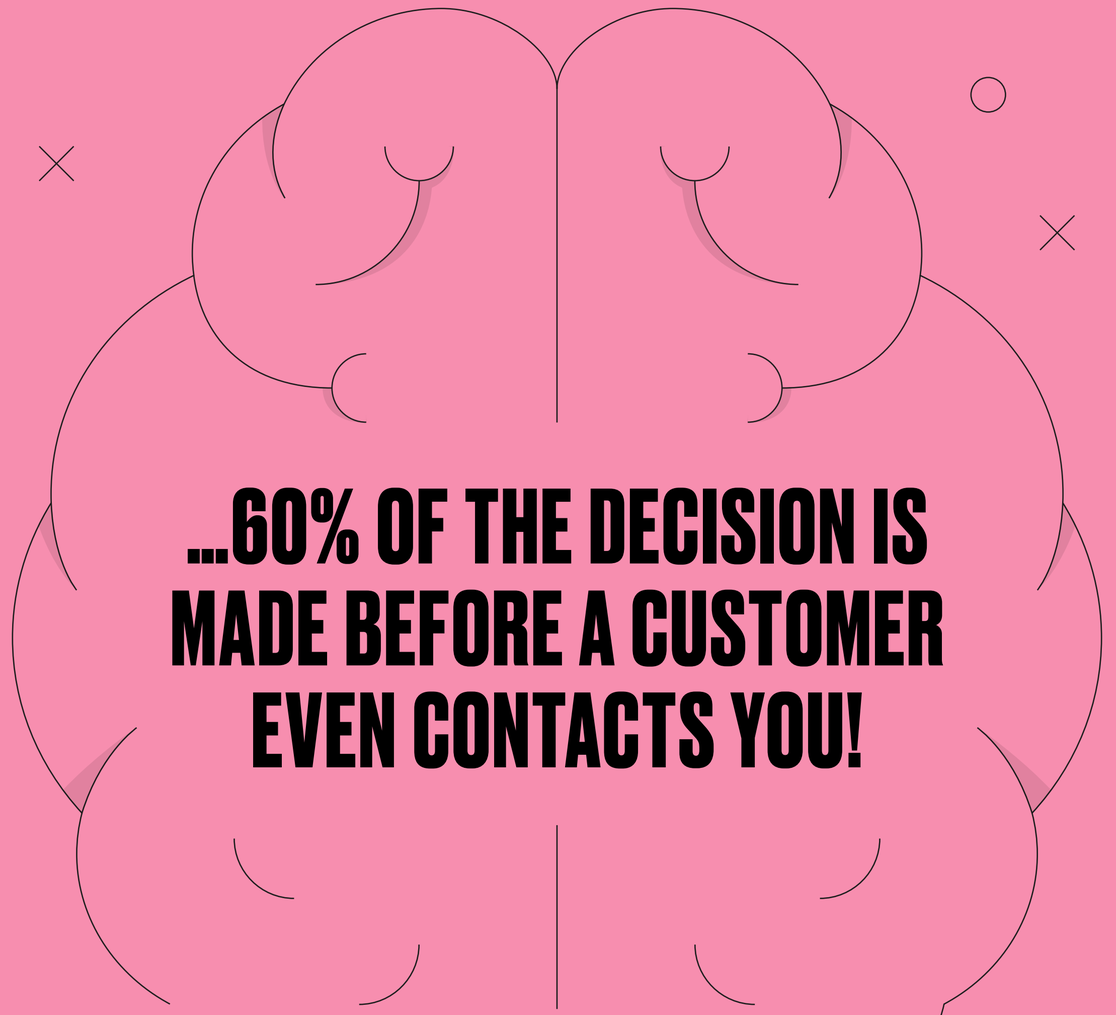
BUT IS THIS STRATEGY EFFECTIVELY NAVIGATING CUSTOMERS TO YOU,

OR SIMPLY ADDING TO THE CONFUSING MASS OF B2B MARKETING?

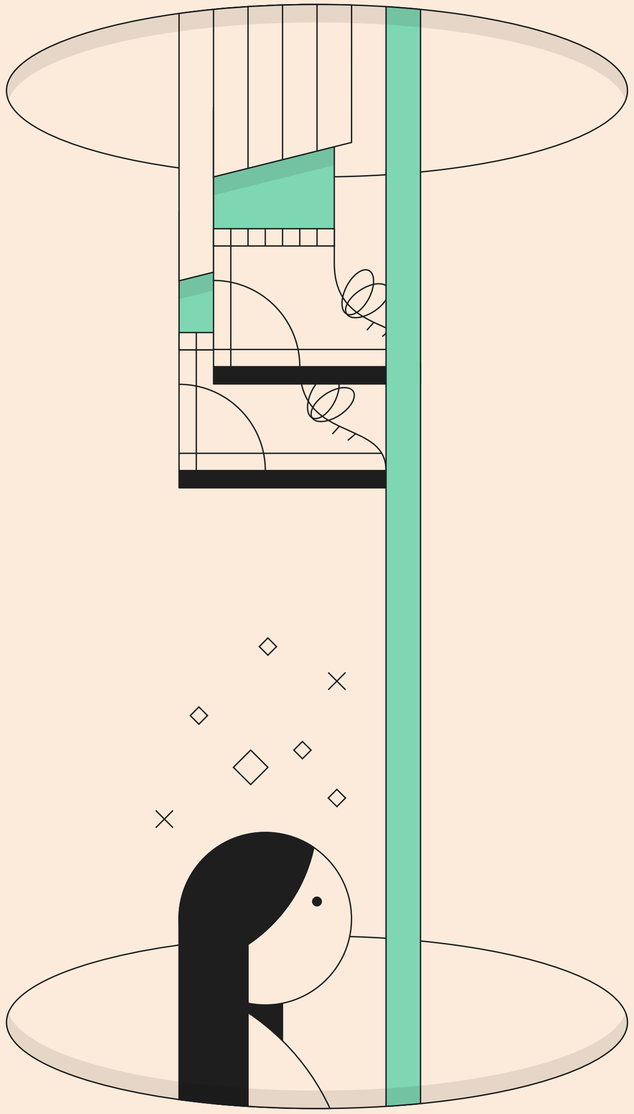


THE B2B PATH TO PURCHASE IS LONGER AND MORE COMPLEX THAN EVER...



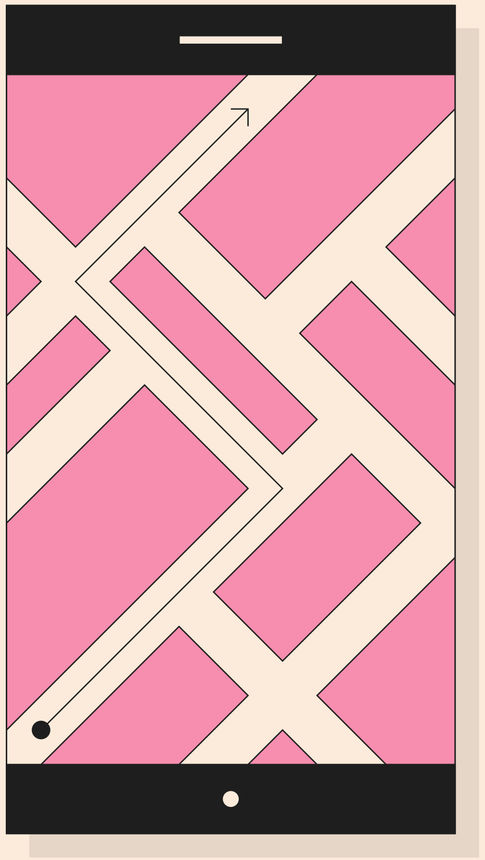


...60% OF THE DECISION IS MADE BEFORE A CUSTOMER EVEN CONTACTS YOU!

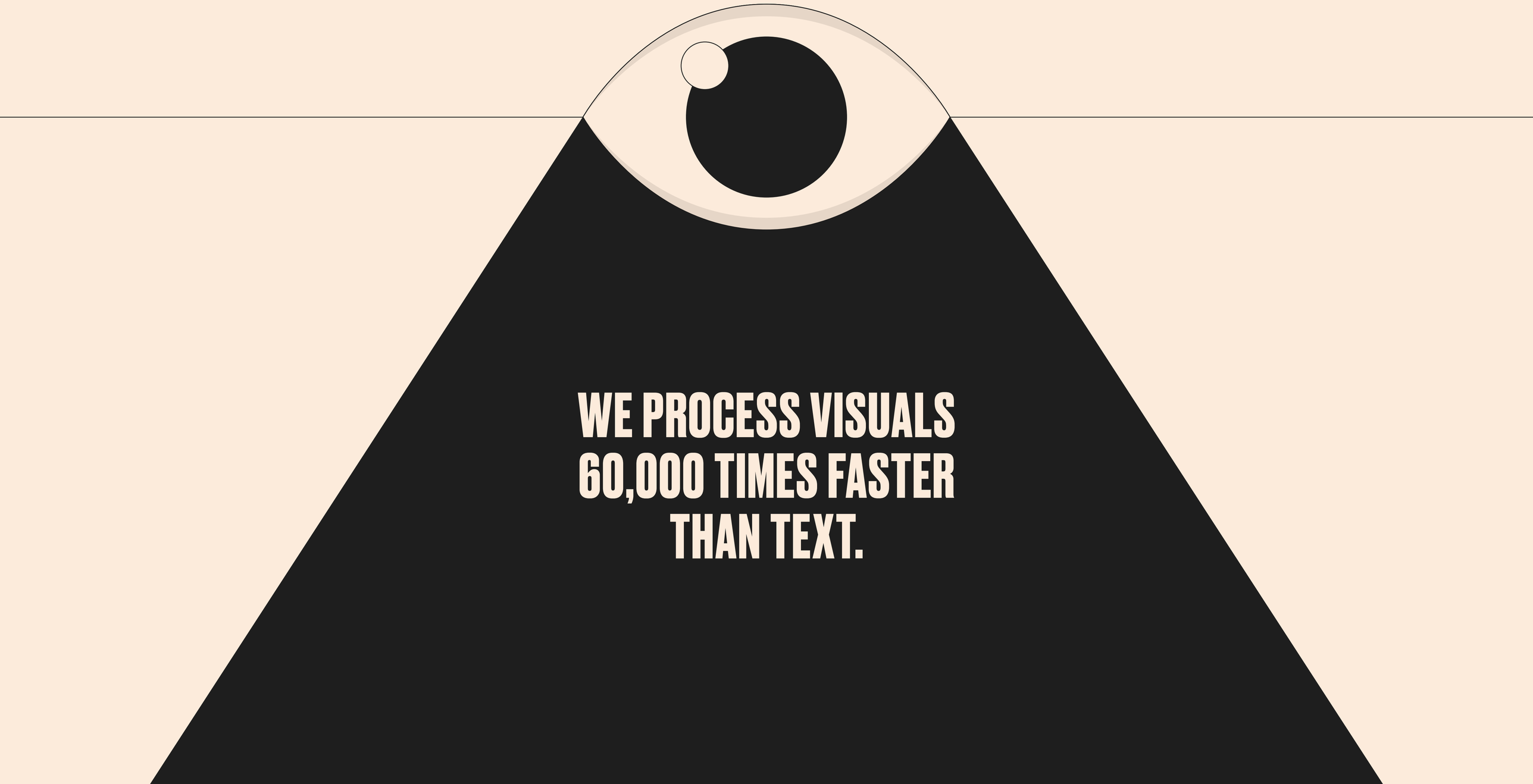


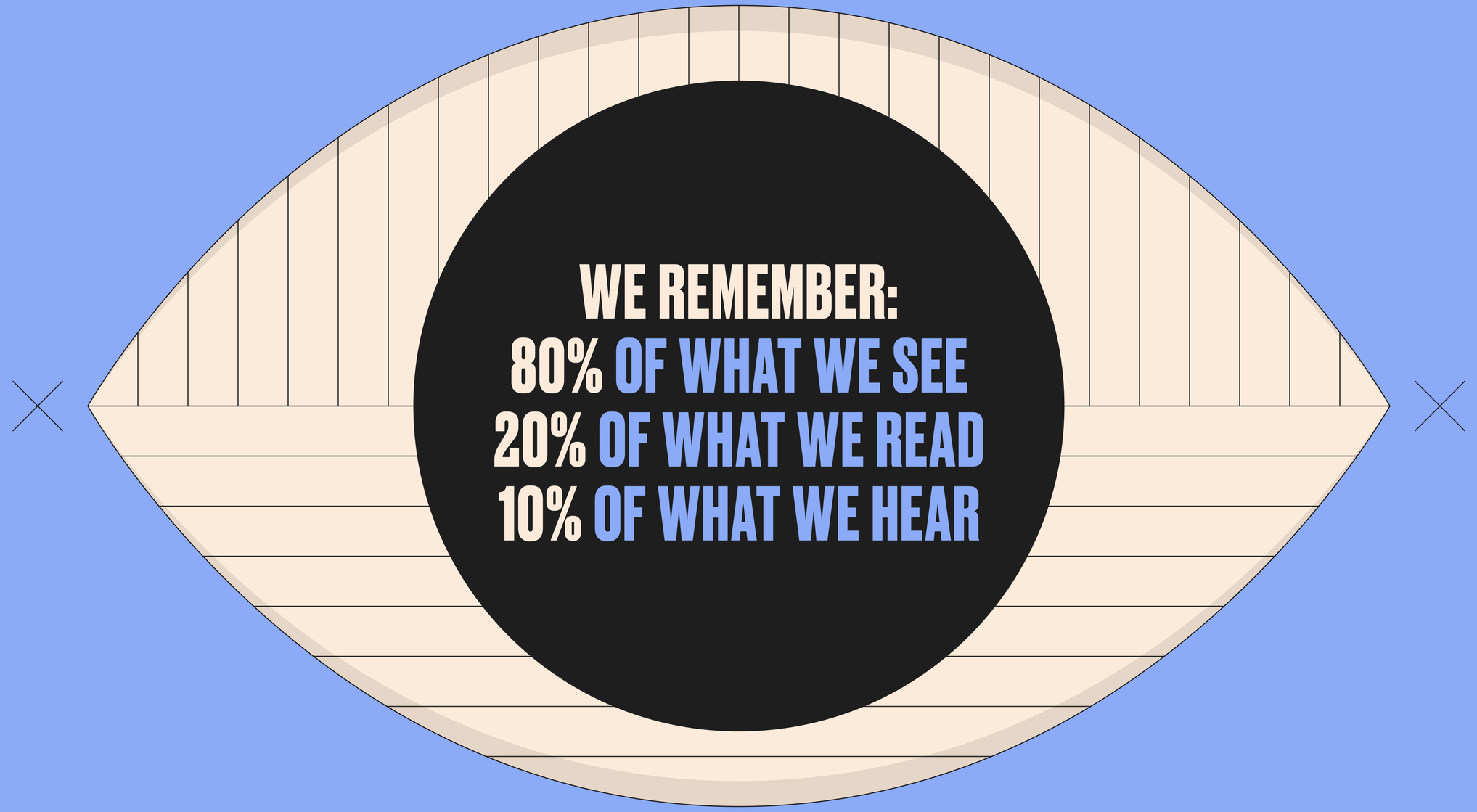
WITH LITTLE OR NO DIRECT CONTACT, HOW CAN YOU ENSURE YOUR CUSTOMERS FIND YOU?

LIKE A GOOD MAP, MAKE THEIR JOURNEY EASY TO UNDERSTAND AND FOLLOW;



1. MAKE IT VISUAL


WE PROCESS VISUALS
60,000 TIMES FASTER
THAN TEXT.


WE REMEMBER:
80% OF WHAT WE SEE
20% OF WHAT WE READ
10% OF WHAT WE HEAR

2. MAKE IT RELEVANT

DIFFERENT FORMATS WORK FOR DIFFERENT STAGES OF THE PATH TO PURCHASE.

AWARENESS

INFOGRAPHICS | INFOBYTES | VIDEOS | SOCIAL | VENDOR SPOTLIGHT

CONSIDERATION

WHITE PAPERS | EBOOKS | EXPLAINER ANIMATIONS | EXECUTIVE BRIEFS | ARTICLES | CASE STUDIES

CONVERSION

BUSINESS VALUE | CASE STUDIES | MATURITY MODELS | INTERACTIVE TOOLS | LANDING PAGES



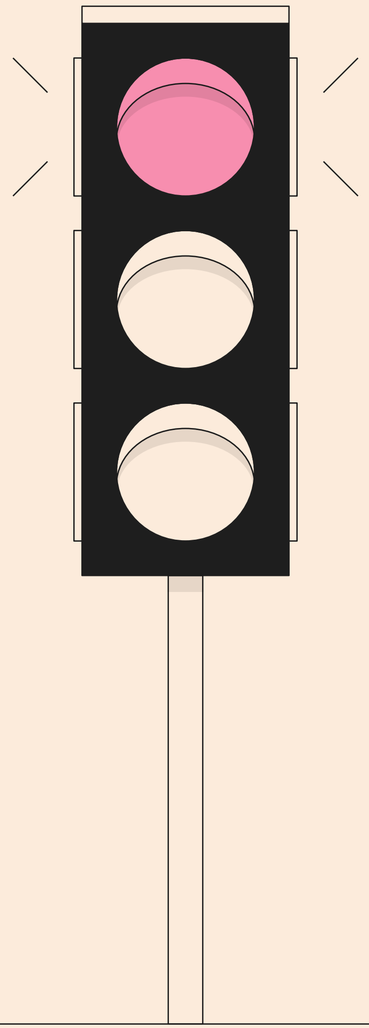
ROI TOOLS | DYNAMIC WHITE PAPERS | WEBCASTS | VERTICAL SPECIFIC CONTENT

ADVOCACY

SOCIAL | EVENTS | VIDEO CASE STUDIES

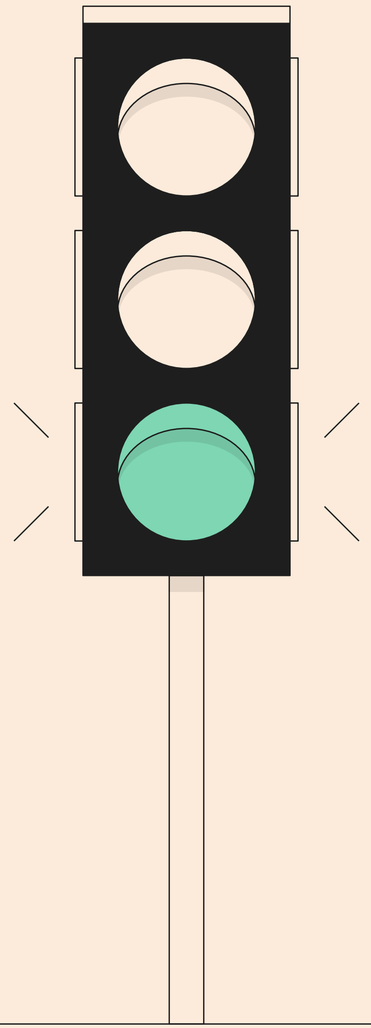
3. MAKE IT MOVE

COLOUR AND MOVING VISUALS INCREASE PEOPLE'S DESIRE TO READ CONTENT BY 80%

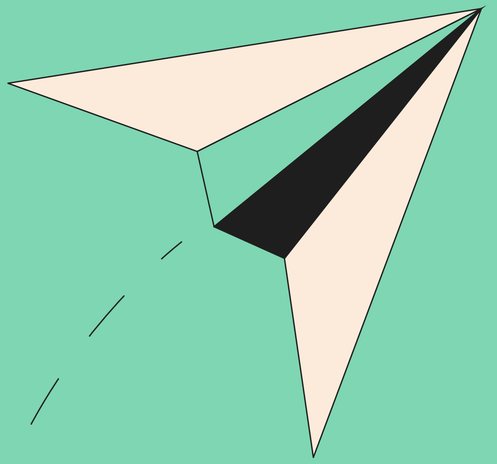


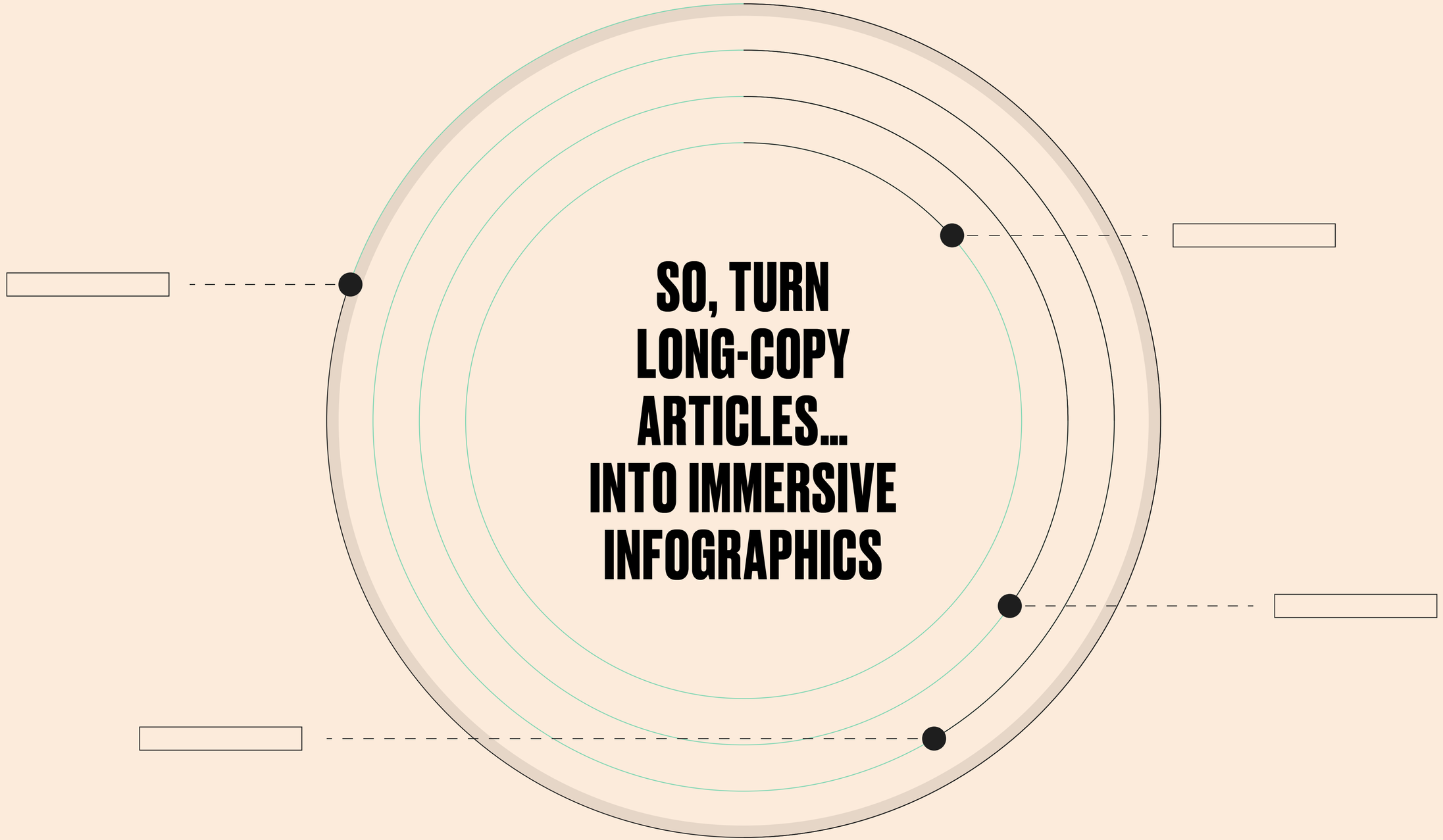
SO, MAKE YOUR STATIC CONTENT...

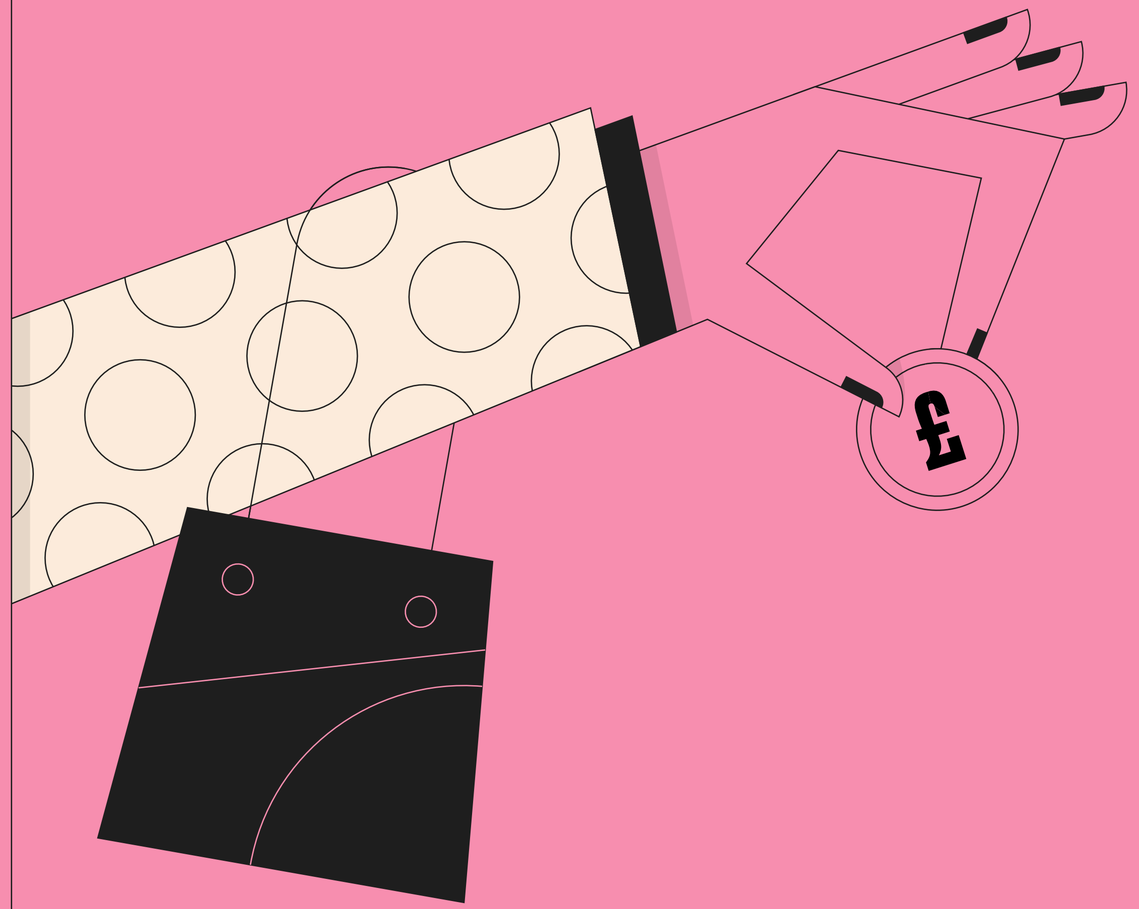
LESS STATIC



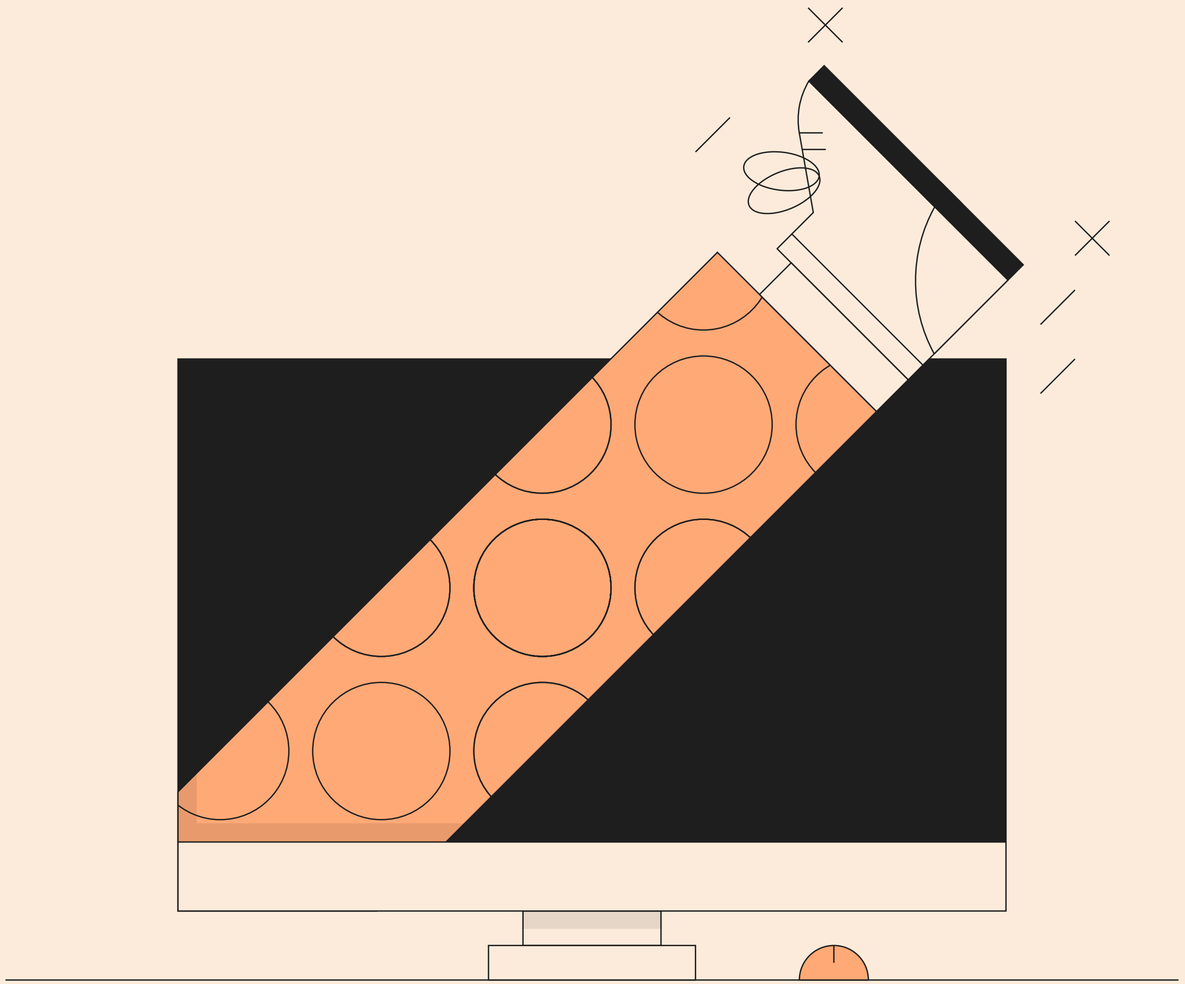
PEOPLE SHARE INFOGRAPHICS 3X MORE THAN ANY OTHER TYPE OF CONTENT



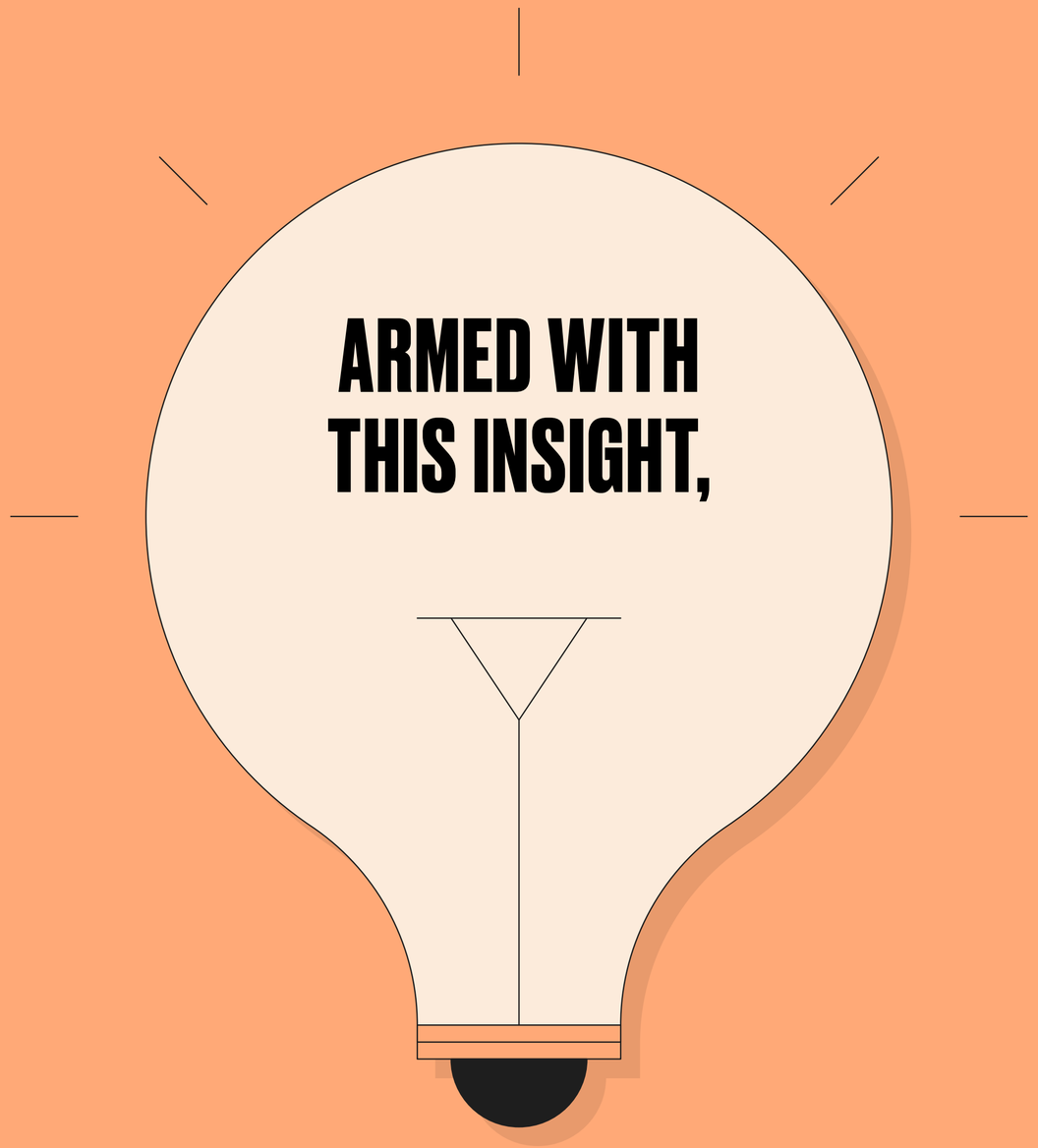

SO, TURN
LONG-COPY
ARTICLES...
INTO IMMERSIVE
INFOGRAPHICS



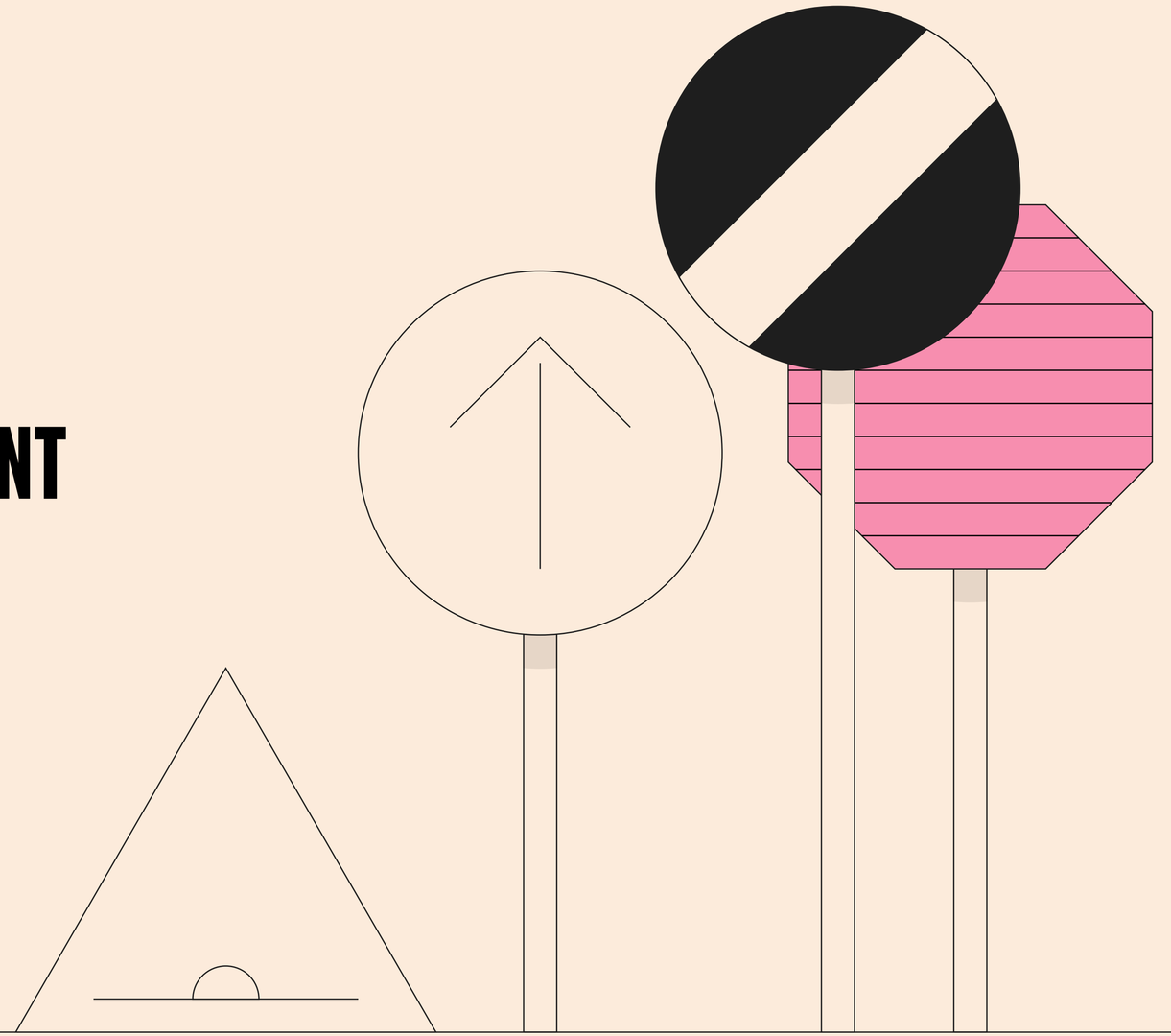
PEOPLE ARE 85% MORE LIKELY TO BUY YOUR PRODUCT AFTER WATCHING A VIDEO ABOUT IT.



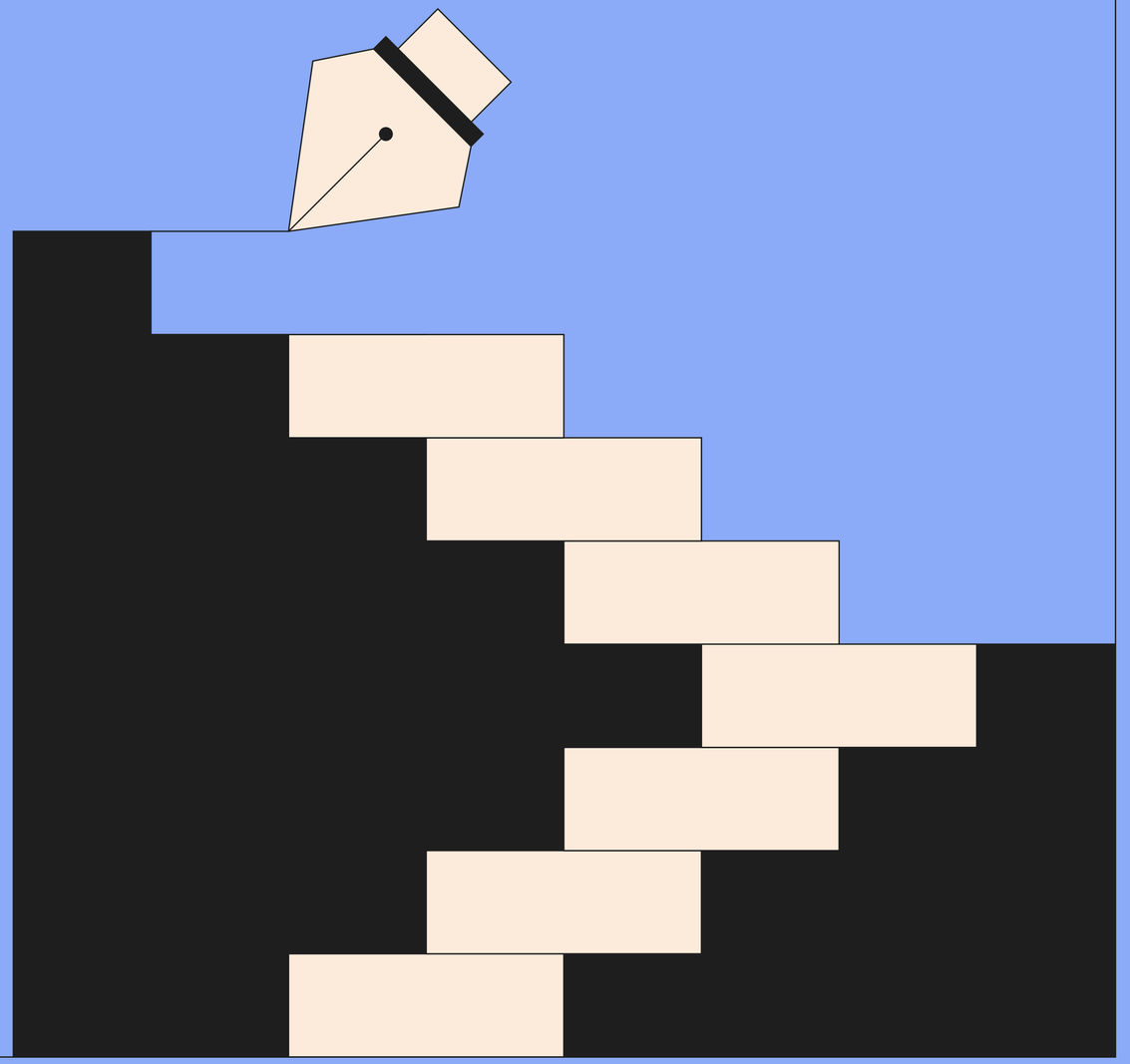
SO, MAKE YOUR PRODUCT INFORMATION... INTO KICKASS EXPLAINER ANIMATIONS

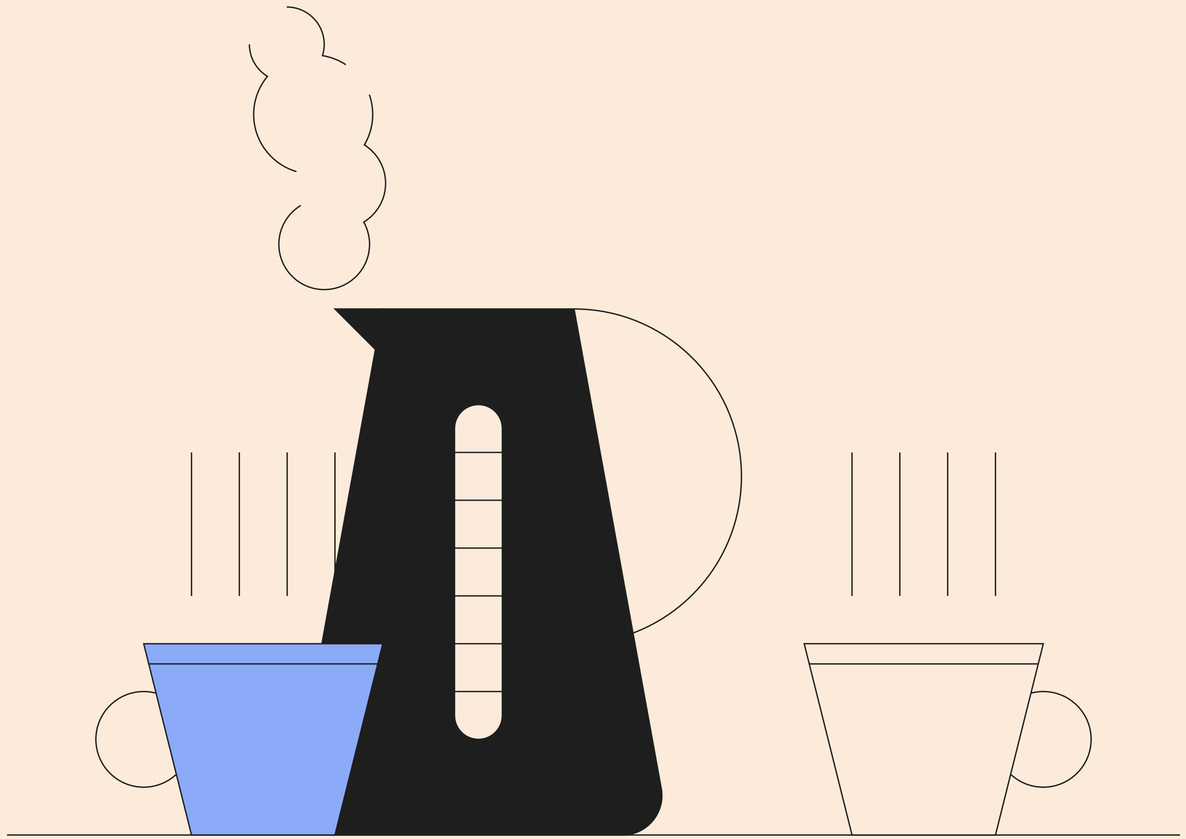

ARMED WITH
THIS INSIGHT,

YOU CAN ENSURE EVERY TOUCHPOINT TELLS A RELEVANT AND COMPELLING STORY,



GUIDING YOUR CUSTOMERS IN THE RIGHT DIRECTION ON THEIR PATH TO PURCHASE.





SPEAK TO US ABOUT CREATING VISUAL CONTENT TO ENGAGE WITH YOUR AUDIENCES

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