

What Brands Need to Know About Visual Social Media [Infographic]

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Today's fastest-growing **social media** channels are visually based, according to the following [WebDAM](#) infographic. Here's the scoop for engaging your visuals-loving customers.

Consider your brand across all **visual touchpoints**, suggests WebDAM. Include logos, typography, press kit, photography, and icons.

Also, post images often. "Posts that include images product 650% higher engagement than regular text posts," WebDAM claims.

Don't forget to use video. A whopping 79% of **Internet** traffic will be video content by 2018. "Viewers are 86% more likely to purchase a product after watching a product video," according to WebDAM. "And posts with videos attract 3X more inbound links than plain text posts."

To find out more about visual **social media**, tap or click on the infographic.



