



# **Summary : The Power Of Visual Storytelling - Ekaterina Walter and Jessica Gioglio: How to Use Visuals, Videos and Social Media to Market Your Brand**

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**Complete summary of Ekaterina Walter and Jessica Gioglio's book: "The Power of Visual Storytelling: How to Use Visuals, Videos and Social Media to Market Your Brand"**

This summary of ideas from Ekaterina Walter and Jessica Gioglio's book "The Power of Visual Storytelling: How to Use Visuals, Videos and Social Media to Market Your Brand" tells you how to use engaging visuals and graphics to tell the story of your business. According to Walter and Gioglio, all successful social media marketing includes visuals and infographics. It is vital to stay up to date and engage people with your visuals and grab their attention.

The authors encourage using visual storytelling to:

1. Increase brand awareness
2. Strengthen customer relationships
3. Enhance customer loyalty
4. Tell your company's story
5. Present information concisely

## **Reasons to read this summary:**

- Save time
- Learn about the benefits of visual storytelling
- Get your brand message across and get people interested

**To learn more, read the summary of "The Power of Visual Storytelling" and find out how to use visual storytelling as a marketing tool so you don't get left behind!**

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