

Selection of pictures

By: Veronika Sokolová

Why picture is worth 1000 words? Images communicate thought and emotion whilst communicating a narrative in a way which words on their own can sometimes lack. Pictures are being profoundly used in marketing strategies. They are an important part of anyone's business arsenal and should be considered a crucial business asset. For obvious reasons, pictures could not be left out from TouRural Awareness campaign!

To outline importance of images nowadays- in the digital age, just think about this mind blowing fact for a second: „Ten percent of photos ever taken by humankind took place in the last 12 months”.

Just think about that statement for a minute... it's utterly mind-blowing!

With state-of-the-art cameras being carried around in almost every pocket across the globe, capturing an image has never been so easy. The ability to upload images to the internet instantly wherever you are has given rise to image-heavy platforms such as Instagram, Pinterest, Flickr and Tumblr and makes image creation accessible to all.

Along with this, smartphone users also have access to a whole host of filters to improve/edit their images, meaning that creating 'perfect' images can be done more quickly and simply than ever before which makes the user more compelled to share images (and "selfies"!) more than ever before. As a result, Pinterest is the fastest growing social network today, and Instagram has grown to **40 million users** globally in just two years, according to recent studies.

However, just because it's easy doesn't mean that everyone can do images well.

The quantity does not equal quality though. There is so much to talk about regarding visual marketing! To make the guidelines short and easy to remember, always follow these three golden rules to help you get started using pictures in an awareness campaign:

1. **Pick a photo that's realistic and natural:** You want a photo that is both realistic AND natural. That means:
 - o A photo that depicts a scenario that would actually occur in the real world.
 - o A photo that accurately depicts that real scenario.

2. **Pick an image that's relevant, not random.**
 - For an image to resonate with your audience, it needs to have some relevance to the content it's associated
3. **Choose an image for your audience, not yourself.** Accurate representation allows your target audience to feel seen, heard, and understood.

Does selected image say what I need it to say? If the answer is positive, make sure you have chosen highest quality possible, relevant to your topic and don't forget size and format (make sure they are optimized for the platform you use).

Well selected and targeted image is a key to your successful campaign.

Sources: <https://instapage.com/blog/stock-photo-guide/>

<https://solve.co.uk/seo-tips/importance-of-images-in-marketing/#images-in-the-digital-age>

<https://sublimemediagroup.com/secrets-to-choosing-effective-images/>