

Visual Storytelling for Social Media

Slow Flowers
SUMMIT



Kalisa
Jenne-Fraser

Kalyx Group
[@kalyxgroup](#)



Missy
Palacol

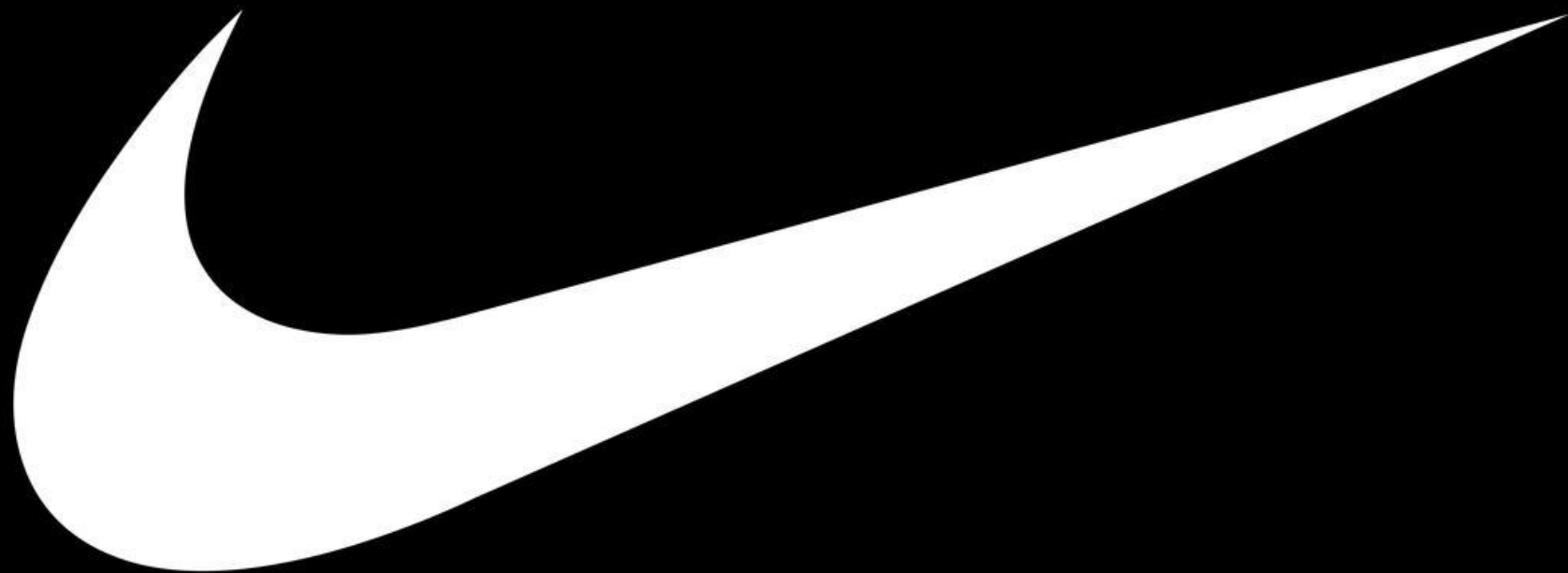
Missy Palacol Photography
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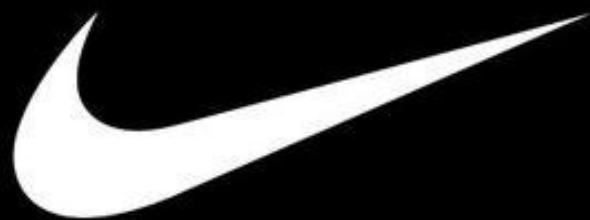


Niesha
Blancas

Fetching Social Media
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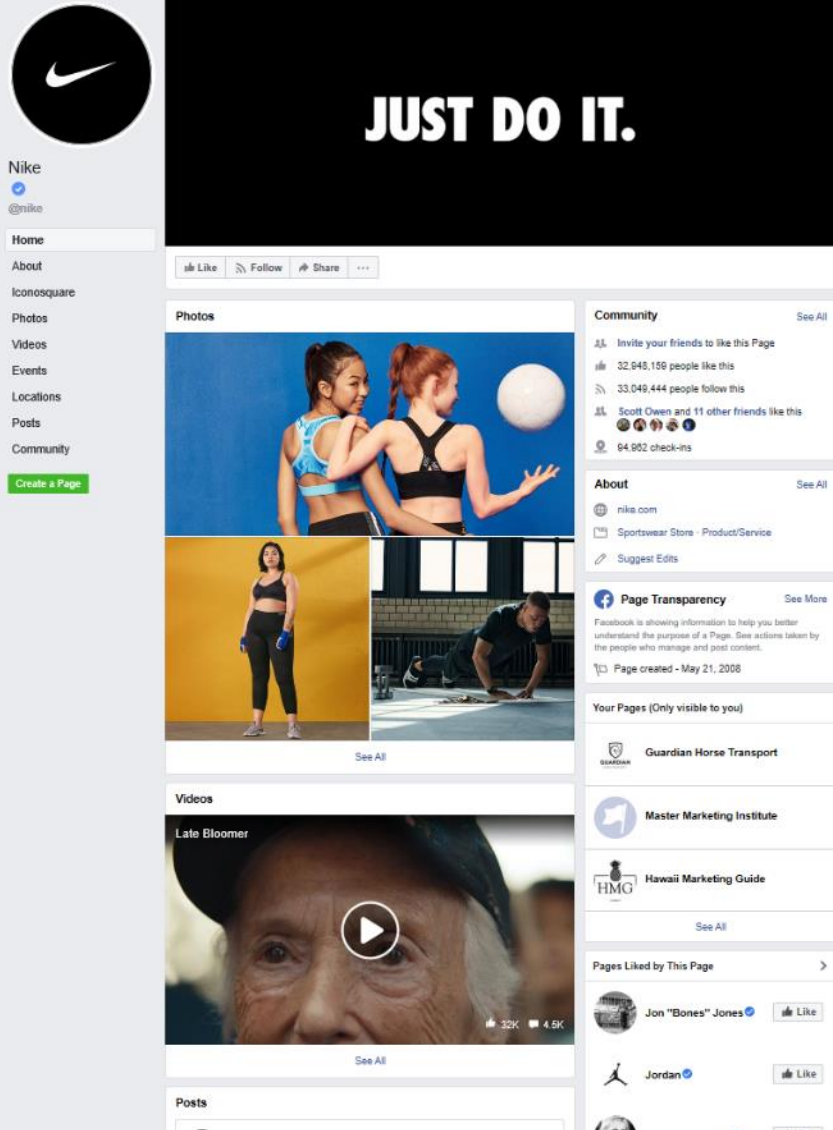
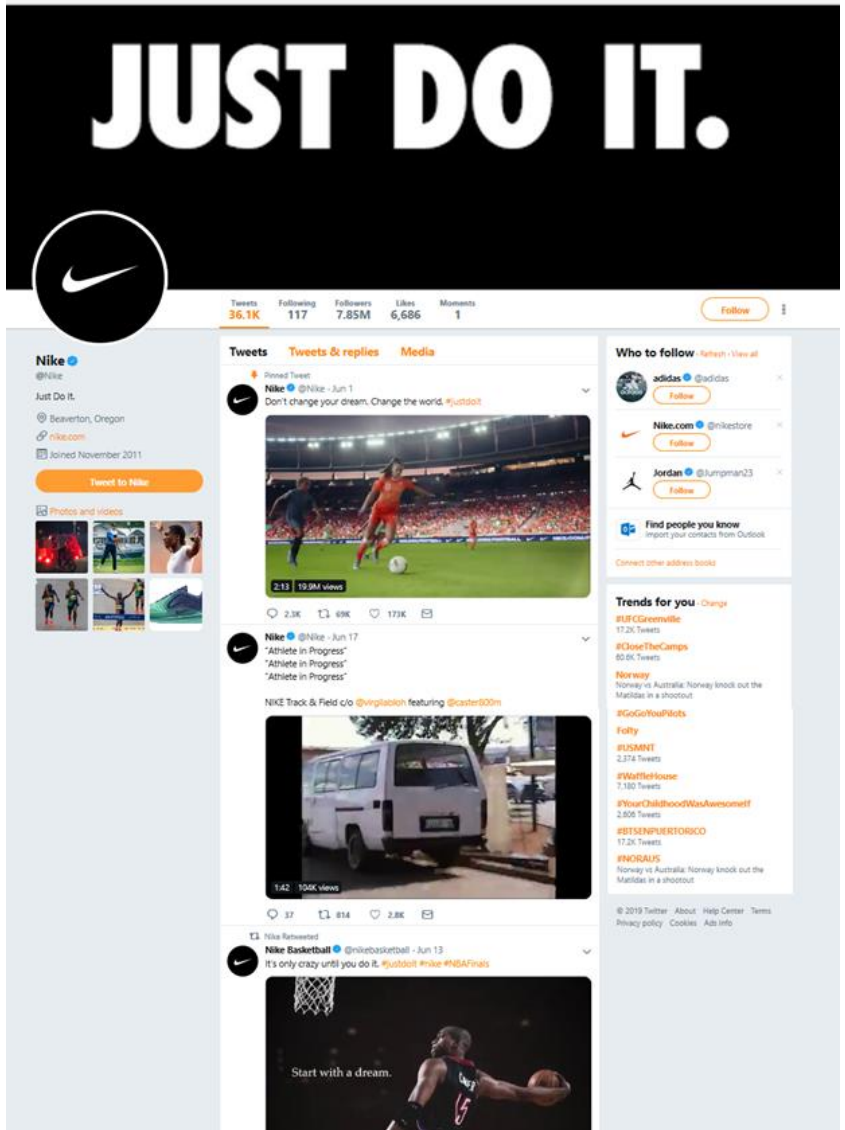
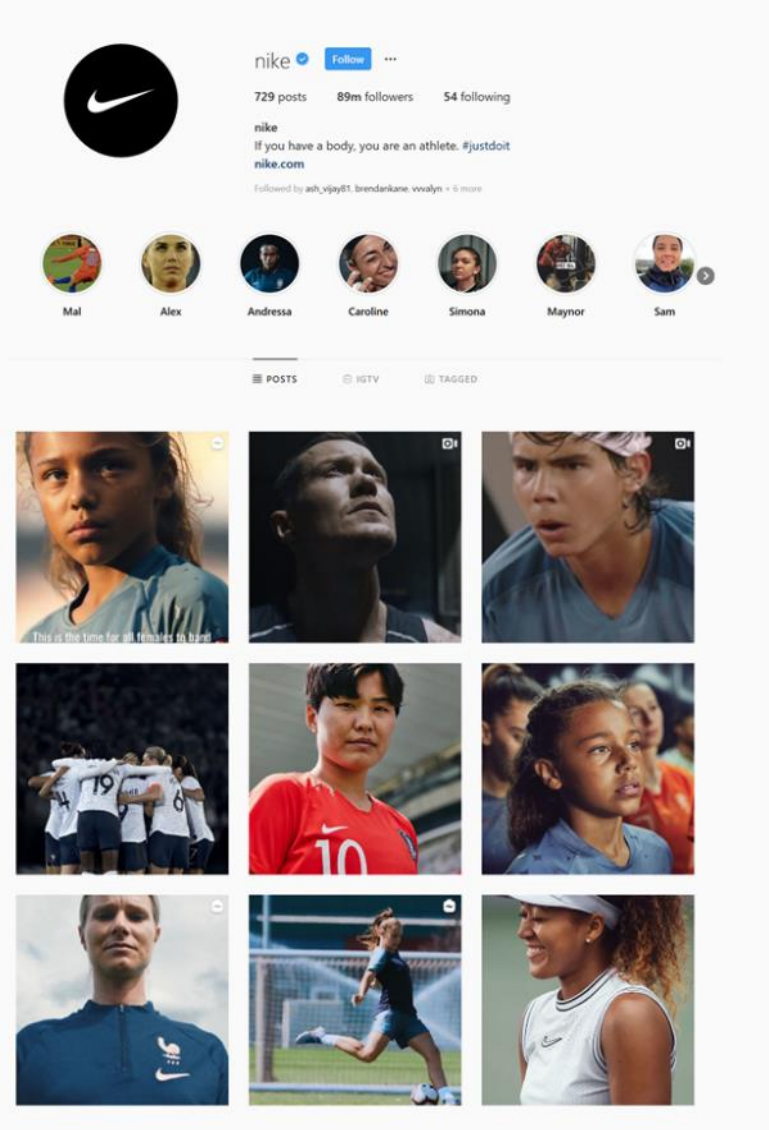






JUST DO IT.





5 steps to grow your brand

A close-up photograph of a small green seedling with two leaves emerging from a bed of bright green moss. A light-colored seed shell lies on the moss next to the plant. The background is a soft, out-of-focus green.

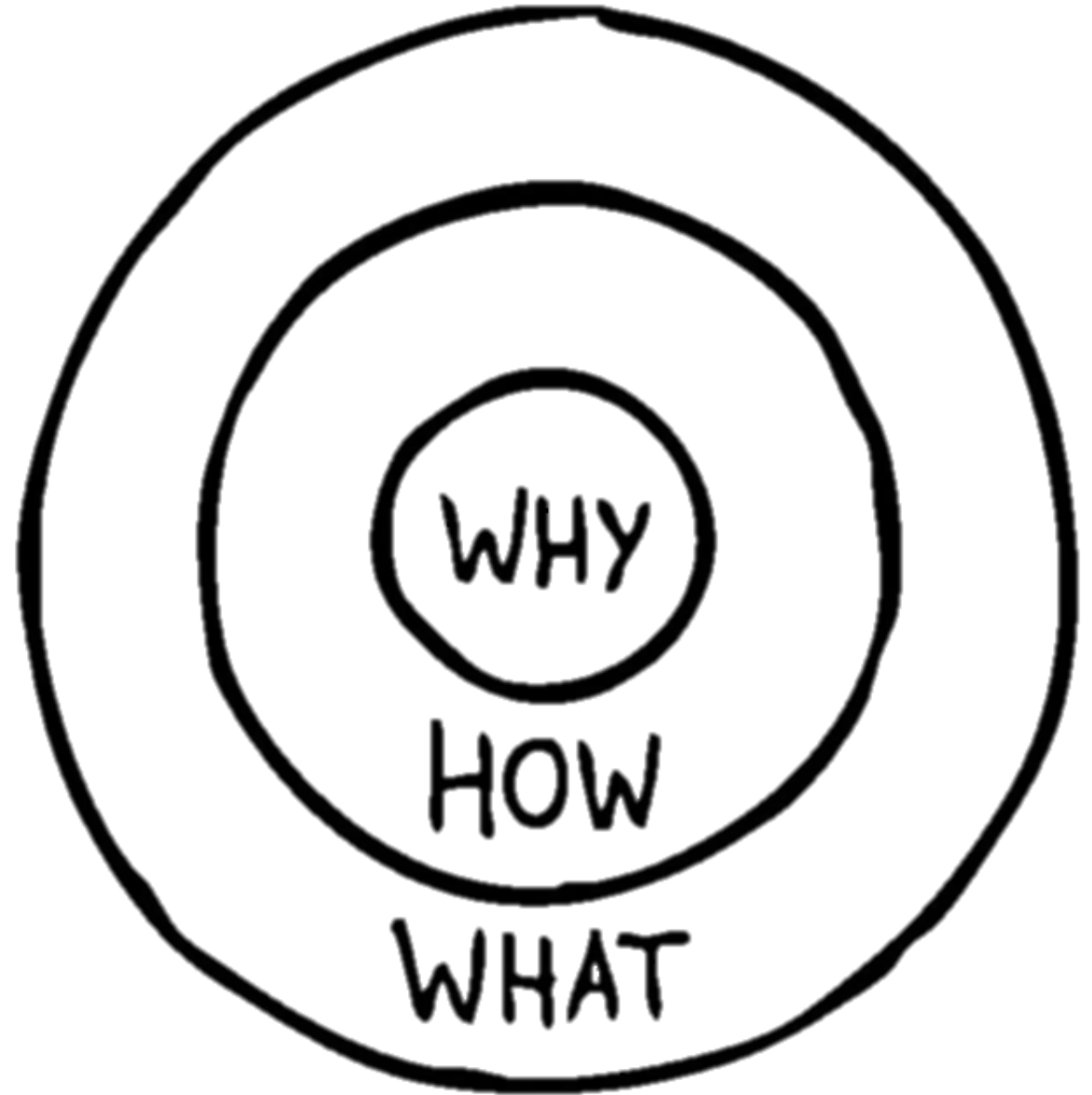


Remember your why



https://youtu.be/u4ZoJKF_VuA

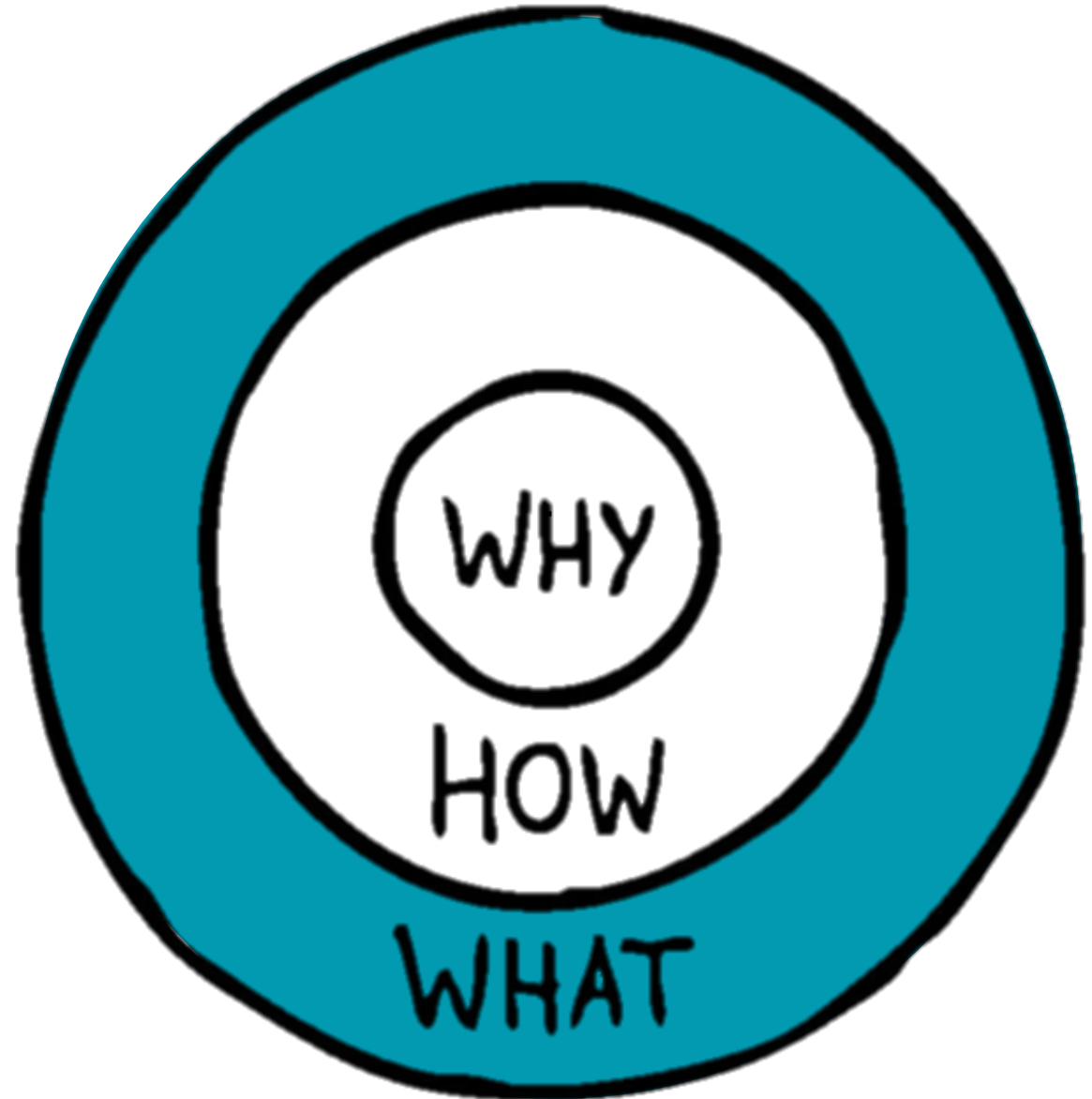
The Golden Circle



The Golden Circle

What

Products you sell, services you offer



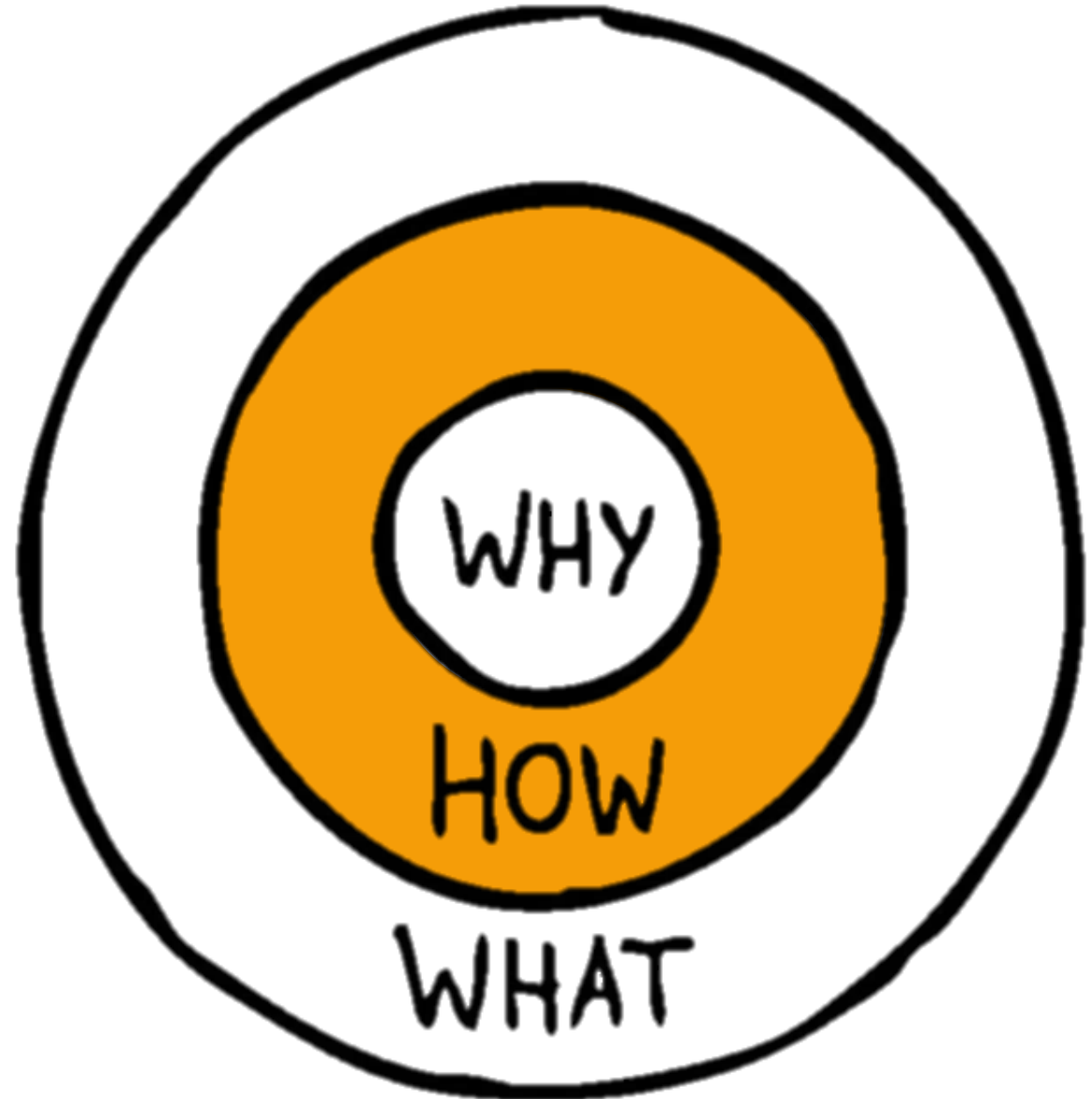
The Golden Circle

What

Products you sell, services you offer

How

What makes you special or sets you apart



The Golden Circle

What

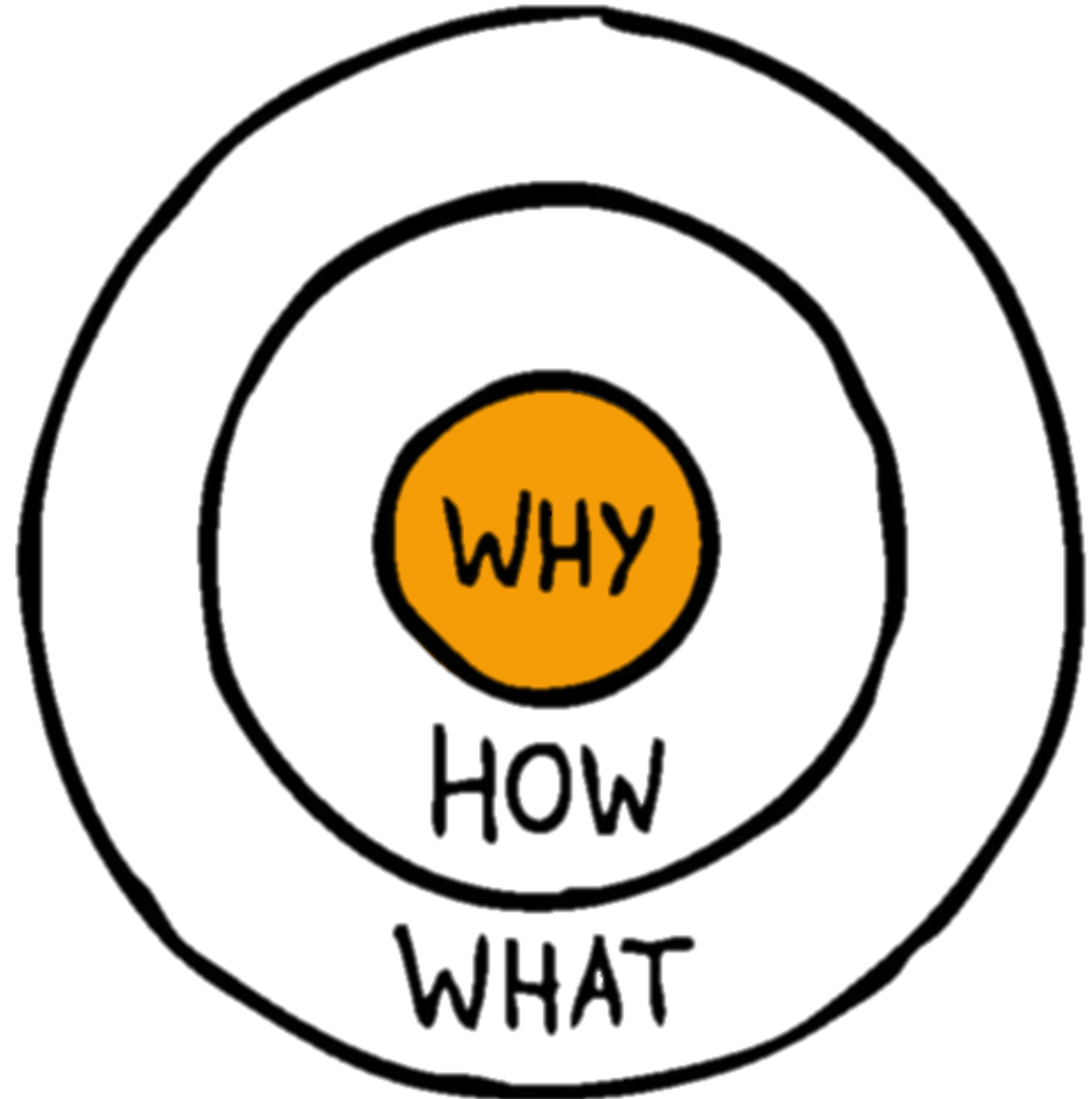
Products you sell, services you offer

How

What makes you special or sets you apart

Why

Your purpose, cause, or belief
- your reason for being



The Golden Circle

What

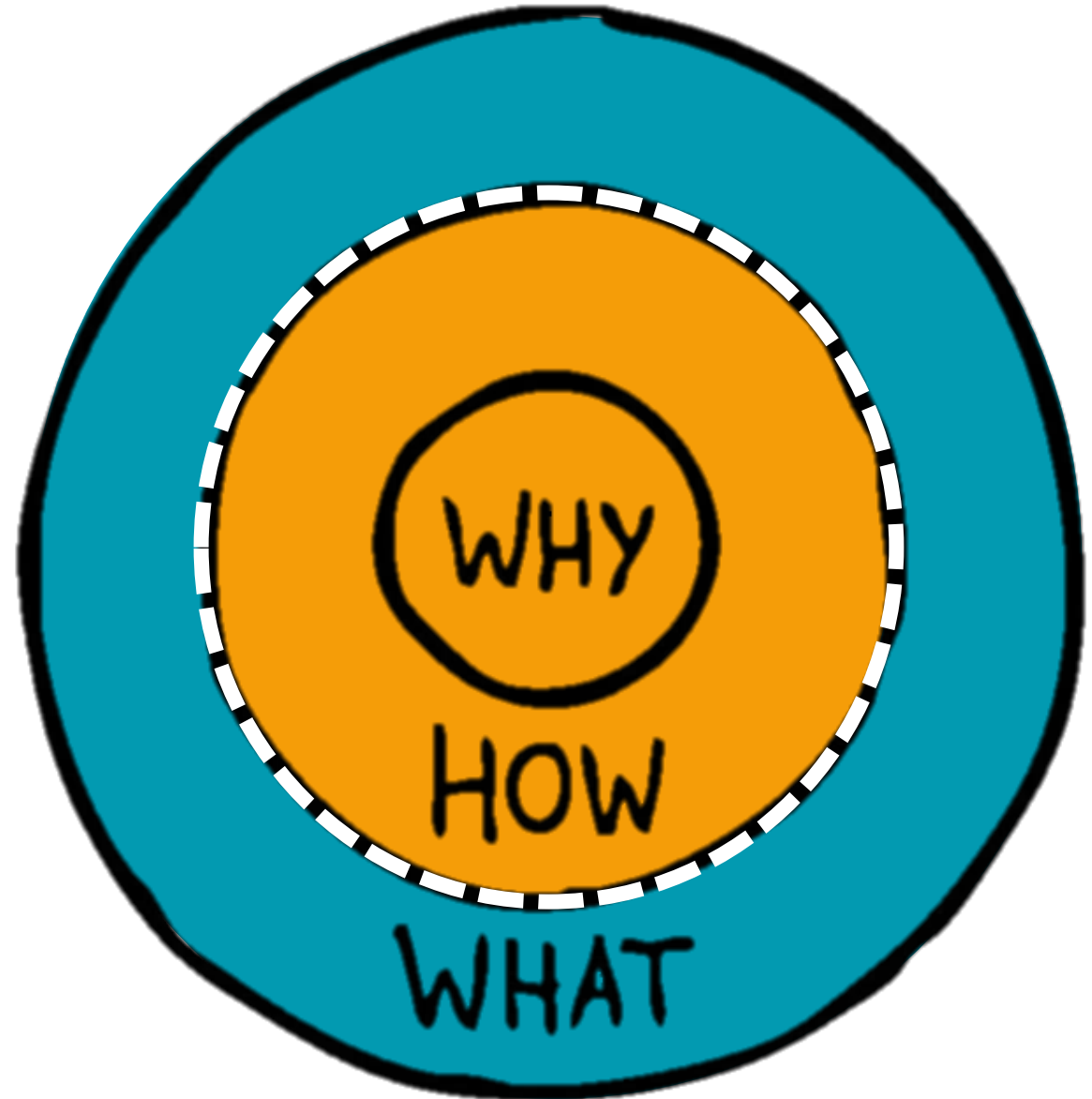
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How

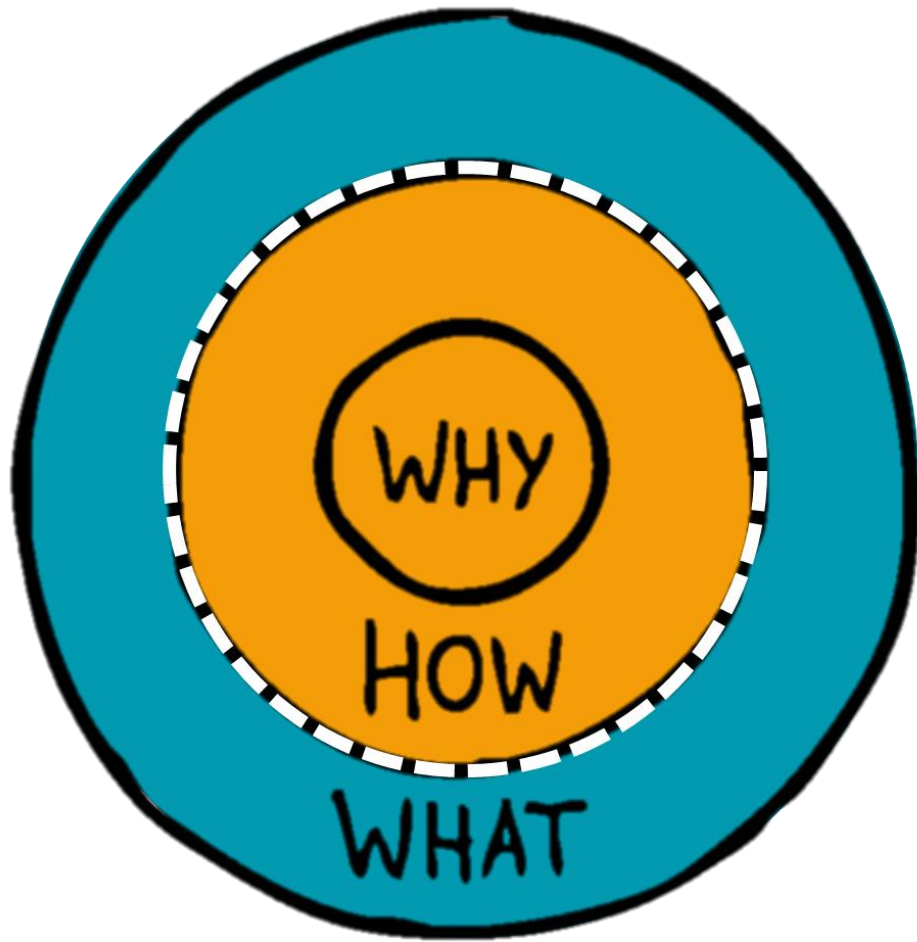
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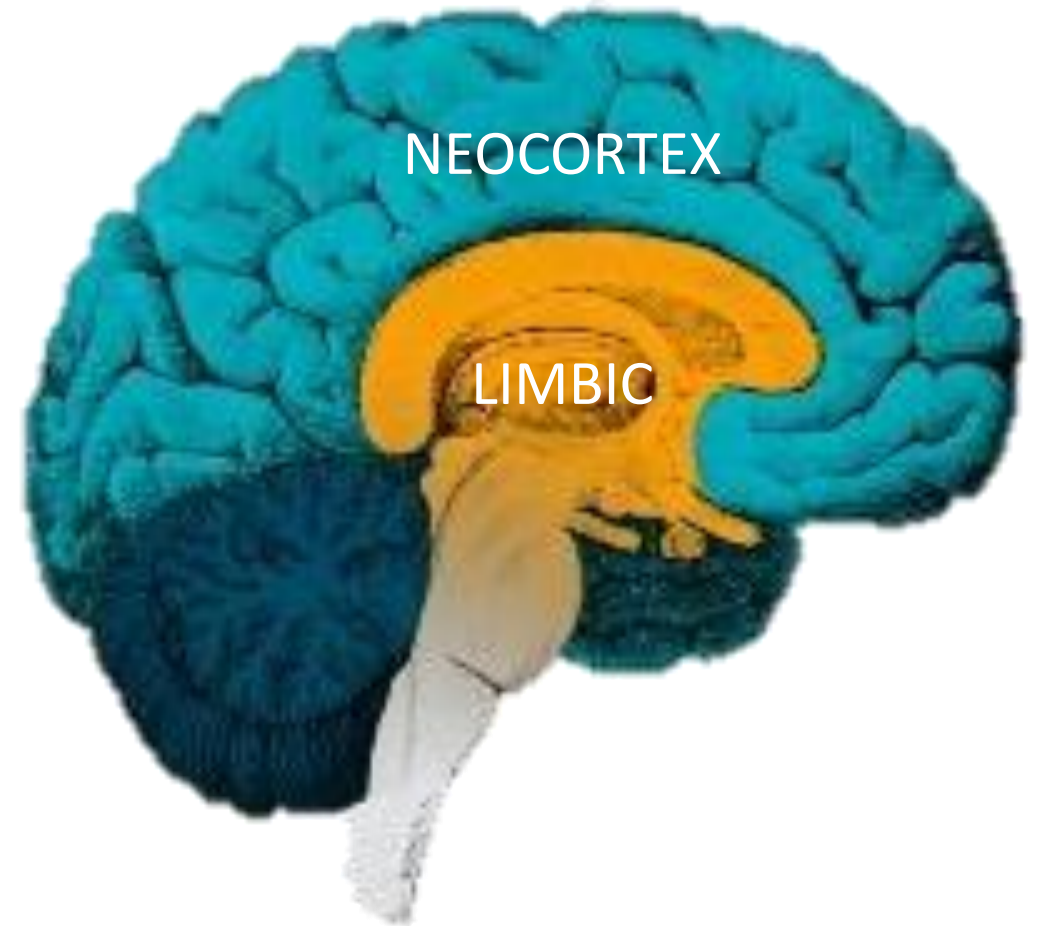
The Golden Circle



What

How

Why







People don't buy what you do,
they buy why you do it



**Know what makes
you unique**

A close-up photograph of a blue flower, possibly a cornflower, with a dark blue banner across the middle. The banner contains the text "My brand is...". The flower's petals are visible above and below the banner, and its stem and seed head are visible below the banner.

My brand is...



Kalyx Group, LLC
BRANDING & DIGITAL MEDIA

hello@kalyxgroup.com
kalyxgroup.com/SFS2019

My brand is..

1.

2.

3.

KalyxGroup.com

**If you don't tell your customers
what makes you unique, your
competitors will**





Understand your audience



Demographics:

Age: 28 years

Gender: female

Marital Status: single

Location: Dallas

Occupation:

Receptionist at a Luxury Hotel

Annual Income:

\$30,000

Education:

High school

Daisy Discount

Behavior:

Daisy...

- Very rarely buys products on full price
- Has no brand loyalty
- Searches mostly products based on best price or discounts

Goals:

Daisy wants to...

- Use great discount offers and coupons
- Find cheap deals
- Buy best value products

Objections to the sale:

- Too expensive

Channel:

- Shops both online and in-store where she gets the maximum discount.

Pain Points:

Daisy's pain points are...

- High-priced items not on sale
- Expired coupons
- High delivery charges and taxes

Motivations:

Daisy is motivated by...


- Early access to deals and discounts
- Timely reminders and alerts for deals and sale season
- Discounts and deal selling websites

Devices:

- Mobile and tablet

Key Strategies:

- Create some loyalty programs for her, so that she sees profit in buying from your store.
- Highlight the discount figures on product pages.
- Use past data to find her general purchase budget and show them the relevant deals first.

The image features a dark blue background with several pink leaves. One leaf is in the top right corner, another is in the top left, and a larger, more detailed leaf is in the bottom right corner. The leaves have a visible vein pattern and a slightly crinkled texture.

**Your customer needs you to
know their stuff, not just your
stuff**



Find your voice

Kalyx Group Brand Voice

1

PERSONALITY

Straightforward
Intuitive
Helpful
Innovative
Enthusiastic

2

LANGUAGE

Personable
Concise
Considerate
Informative

3

TONE

Helpful & Prescriptive
Friendly & Reassuring
Upbeat & Optimistic
Confident, Not Arrogant

4

PURPOSE

Inspire
Encourage
Empower
Simplify
Support



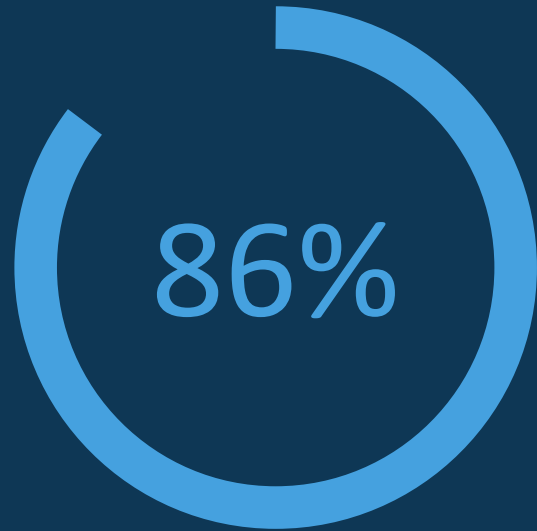
**It's not only what you say – it's
how you say it**

A close-up photograph of a yellow flower, likely a chrysanthemum, with many layers of petals. The petals are a vibrant yellow, and the center of the flower is visible, showing the green sepals and the beginning of the next layer of petals. The lighting is bright, highlighting the texture of the petals.

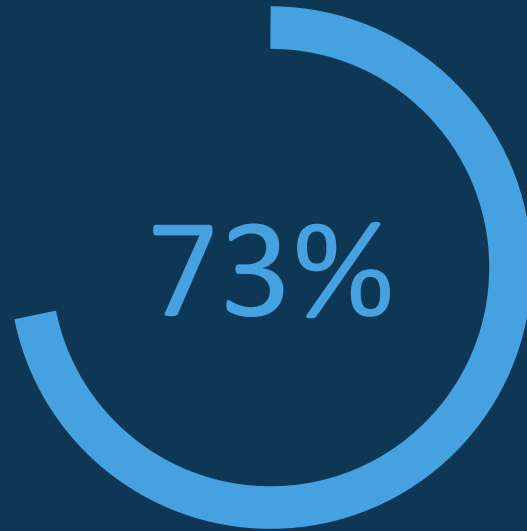
A close-up, low-key photograph of dark red roses. The petals are layered and textured, with some showing lighter red highlights. The background is dark and out of focus. The text "Share your authentic self" is overlaid in a clean, white, sans-serif font, centered horizontally and vertically.

**Share your
authentic self**

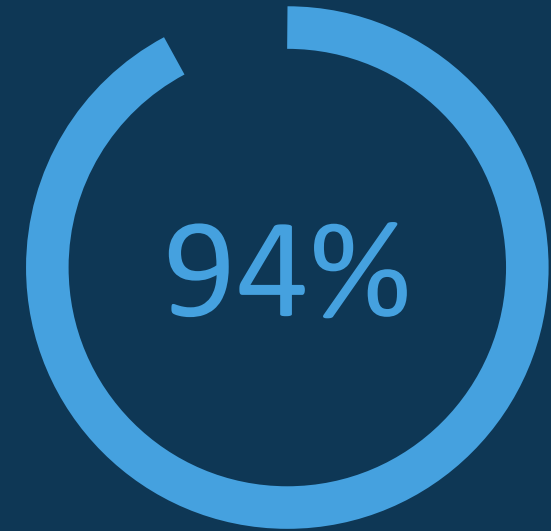
Why Authenticity Matters



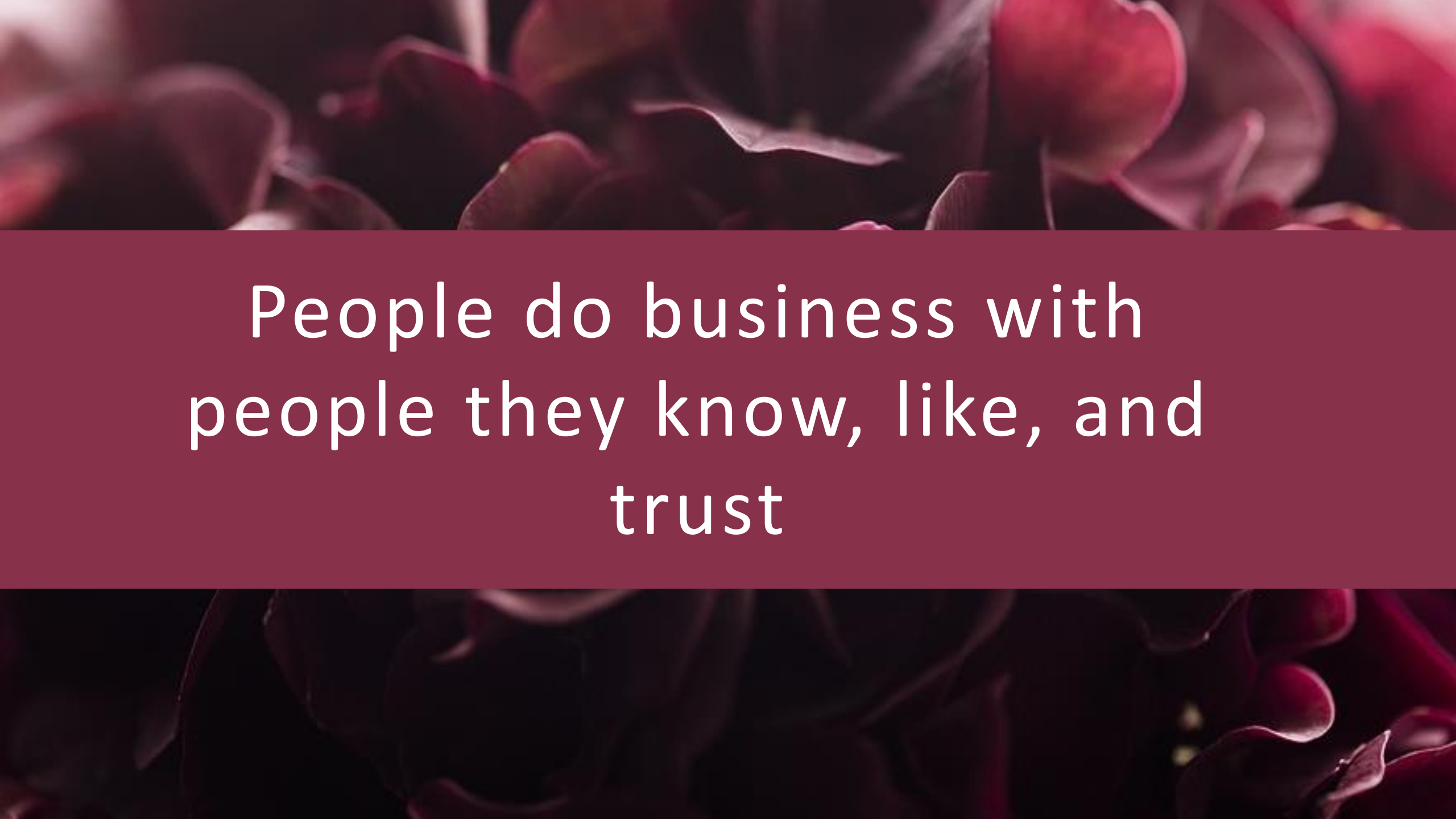
of consumers say that authenticity is a key differentiator that leads to a purchasing decision



of consumers would pay more for a product if the company behind it promises transparency



of consumers say they would remain loyal to a brand that provides complete transparency



People do business with
people they know, like, and
trust

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Questions?

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*VISUAL STORYTELLING
THROUGH PHOTOGRAPHY*

5 BENEFITS OF BRAND PHOTOGRAPHY

1. Authenticity
2. Brand recognition
3. Professionalism
4. Inspire your audience
5. Command a premium





DID YOU KNOW?

90% of all information transmitted to the brain is visual

Thanks to social media our brains can process visuals 60,000x faster than text



Natural
Fresh
Vibrant
Fun

Honey and pollen
that are pure and
come straight from
the source



Healthy
Fresh
Quality ingredients

Flavorful ice cream
shop with a natural
/ health specialty

CLEAN YO LENS!

MISSY'S #1 MUST-DO

Lets face it, your phone lens is dirty and you know it! So before you learn how to take better photos make sure your camera is ready to take photos!

TRUE STORY

It's been rubbing against your jeans in your back pocket while you work...

And then you go to pull it out of your pocket and your dirty hands touch the lens leaving smudges everywhere.





RECIPE FOR VISUAL STORYTELLING

1. Lighting. Is. EVERYTHING.
2. Create mood and feeling with your backdrops
3. Choose thoughtful props
4. Add a human touch
5. Experiment with different angles
6. Edit for visual enhancement



MISSY PALACOL
photography

FREE DOWNLOAD

**Top tips for taking great photos with
a smartphone**

missypalacol.com/sfs2019

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Visual Storytelling for Social Media: 5 Essential Steps to Grow + Engage Via Social

Niesha Blancas
Fetching Social Media

Introduction

— — — —

Niesha Blancas, Strategist

Today's Chat Topic: 5 Essential Steps to
Grow + Engage Via Social Media

1. Acknowledge
2. Develop
3. Storytell
4. Manage
5. REPEAT



Are you on social
media?

Step 1: Acknowledge the (Social Media) Power

Social Channels + Your Business

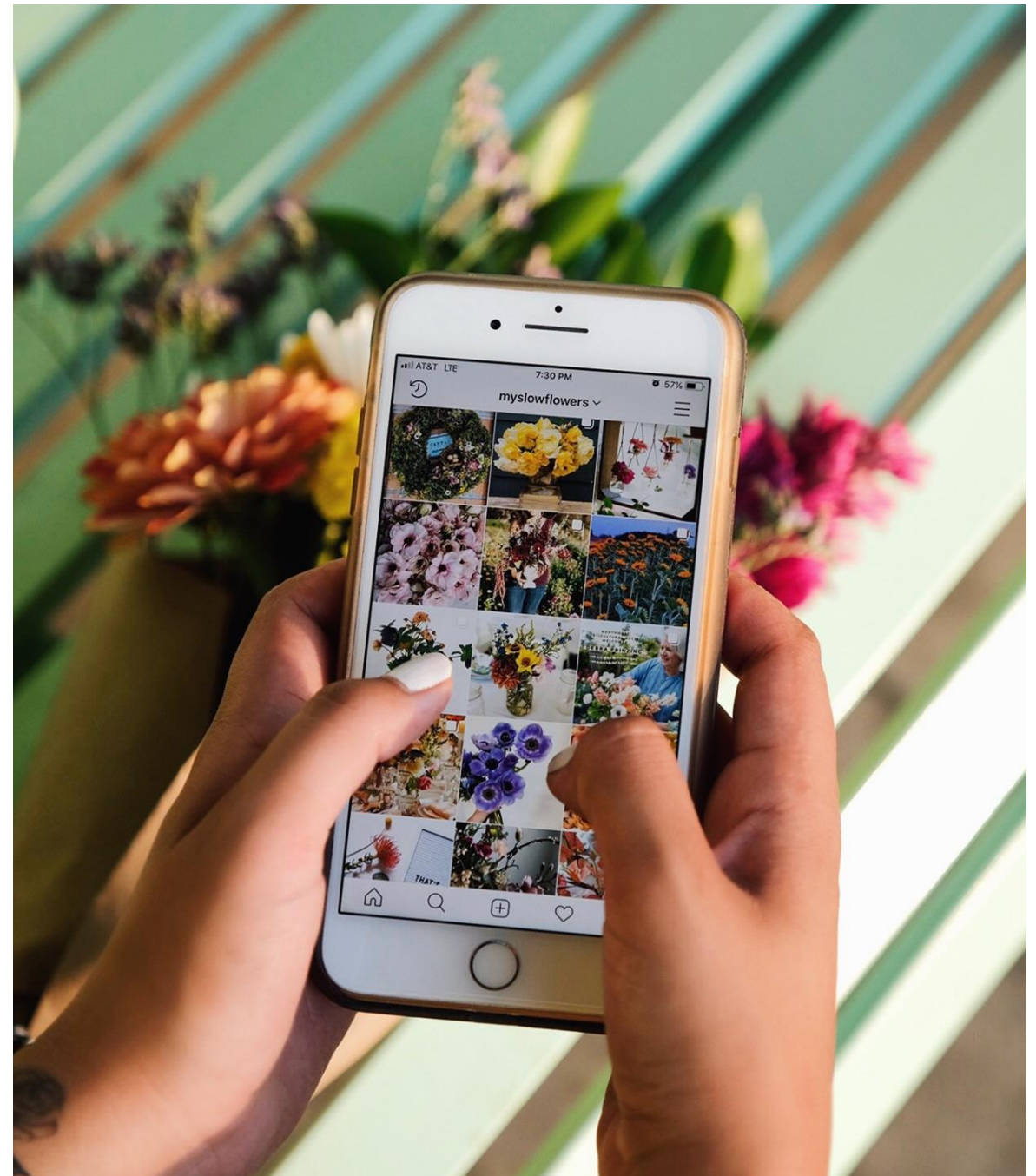
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Visuals Speak Louder Than Words

Choosing Your Platform:

1. Instagram (The “It” Platform Right Now)
2. Facebook
3. Twitter
4. Pinterest

Dive-in, Discover, + Declare Your Voice



1.25 Billion



Users now use the stories option across the FB family of apps every day.

Step 2: Develop Strategies vs. “Doing the Things”

Firstly, Make A Plan

What is your social goal?

Who is your audience?

When should you post?

Where should your content live?

Why is your brand significant?



77% of Consumers



Say they are more likely to buy from a brand they follow on social media over one they do not.

Step 3: Storytell, Storytell, Storytell

Create The Connection + Feel It

Create + Follow Your Brand Style Guide:

- Visuals
- Copy
- Placement
- Aesthetic

Understand Who Your Followers Are:

- What type of photos do they gravitate to most?
- When are they active?
- How do they engage?



Step 4: Community Manage Virtually & IRL

Listen To Your Followers (+ Heart)

— — — —

Community Management is a series of actions you do when handling your business's social platforms.

Be Timely + Always On Brand

Have Balance + Engage

Be a Leader in Your Social Space

Think Outside The Box with
Relevant Content/In Person Greetings



1 in 3



Consumers would mention a brand when sharing a personal milestone or accomplishment on social media.

Step 5: Consistency is KEY

If It's Not “On Brand”, I Don't Want It

— — — —

Always Be Consistent Via Social:

- Post Regularly
- Follow Your Style Guide
- Premeditate Photo Placements
(Photography)
- Utilize Your Analytics
(Daily, Weekly, Monthly Basis)
- Engage with Your Followers
- REPEAT



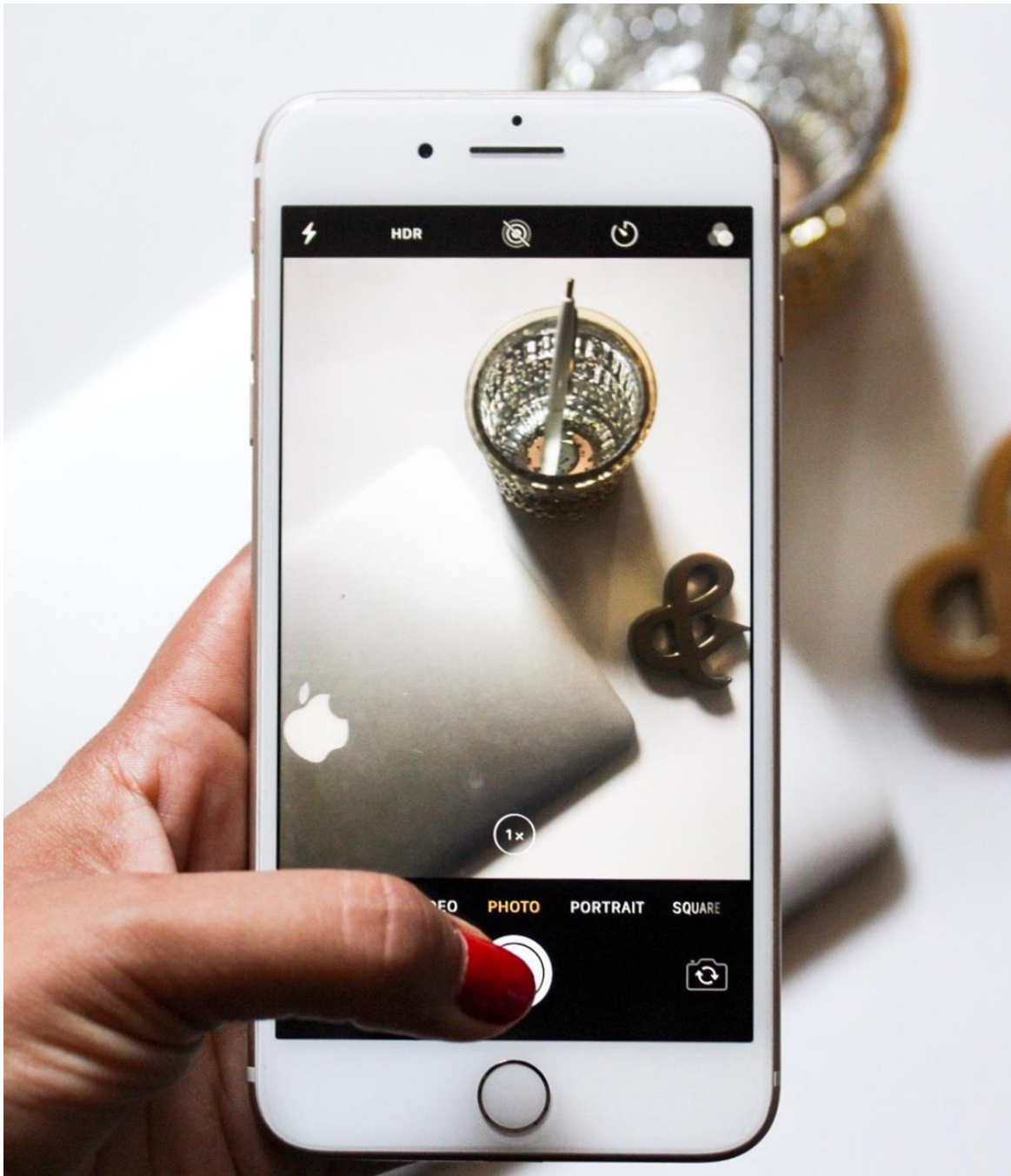
50% of Consumers



Follow brands on social media to learn about *NEW* products and services.

The Takeaways

1. **Social** Media is an Essential Tool
When Running a Successful
Business/Brand
2. To Best **Develop** a Social Strategy,
You Must Define Your Goal
3. **Visuals** Speak Louder Than Words:
Placement + Imagery Should Always
Be Considered
4. A Complete Plan of Community
Management Action is a Must-Have
5. Social Media is a **Creative** Space,
Make it Your Own!



Niesha Blancas, Strategist

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