

USING PHOTOS TO ENGAGE

If you're wondering how to get your customers to engage with your brand, try adding photos to your marketing mix. Photos can help increase awareness and drive evangelism. Read on for some simple tactics you can implement right away:

EMBRACE USER- GENERATED IMAGES



Not tapping into user-generated photos yet? You may be missing candid opportunities to showcase your brand from the customer perspective. The easiest way to gather UGC is to ask for it - most customers are more than willing to share a positive experience they've had. Once you have images to share, re-publish them (with credit, of course!) to show the real side of your brand!

LAUNCH A PHOTO CONTEST



A photo contest is a great way to boost engagement, while also adding more visual elements to your brand's marketing efforts. Photo contest can challenge customers to do a number of things - for example: come up with a new product idea or visually show what they love most about the brand. Collect entries, pick a winner and showcase the winner's photo in your marketing materials!

CREATE INCENTIVES TO SHARE



Sometimes all it takes to get your customers to engage is a little push! A photo itself can be a great incentive - take a photo and give it away so your customers to remember your brand once they're back home. Or, provide a prize or coupon to motivate customers to share your brand online. You could also choose to feature your customers on your brand's social channels or build their ideas into your product offering.

94%

94% - that's the increase in views content that includes a relevant image gets vs. content without a relevant image.

Did you know? Visual content is more than 40 times more likely to be shared on social media than other types of content.

40x



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SOURCES:
[HTTPS://BLOG.KISSMETRICS.COM](https://blog.kissmetrics.com)
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