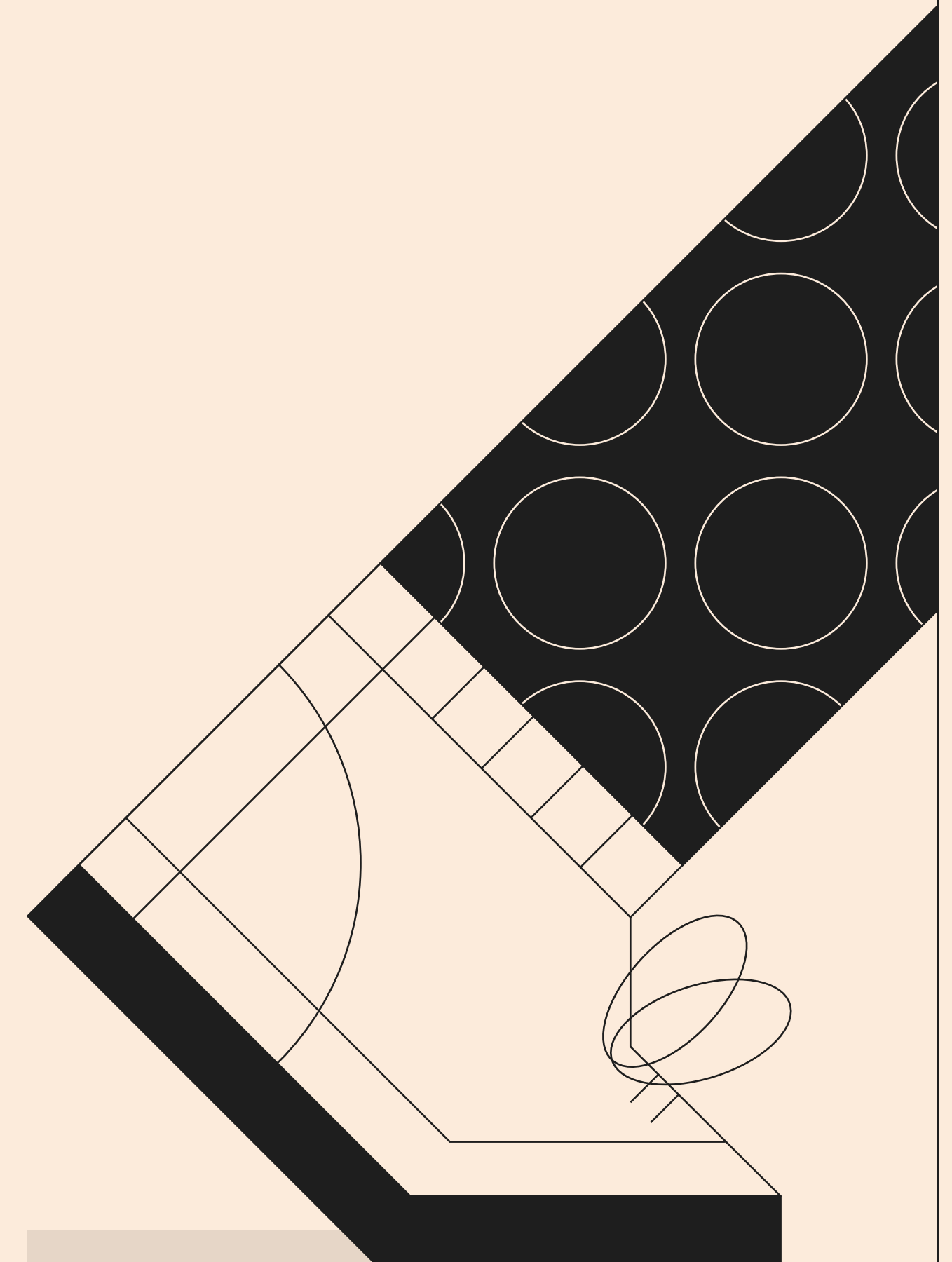


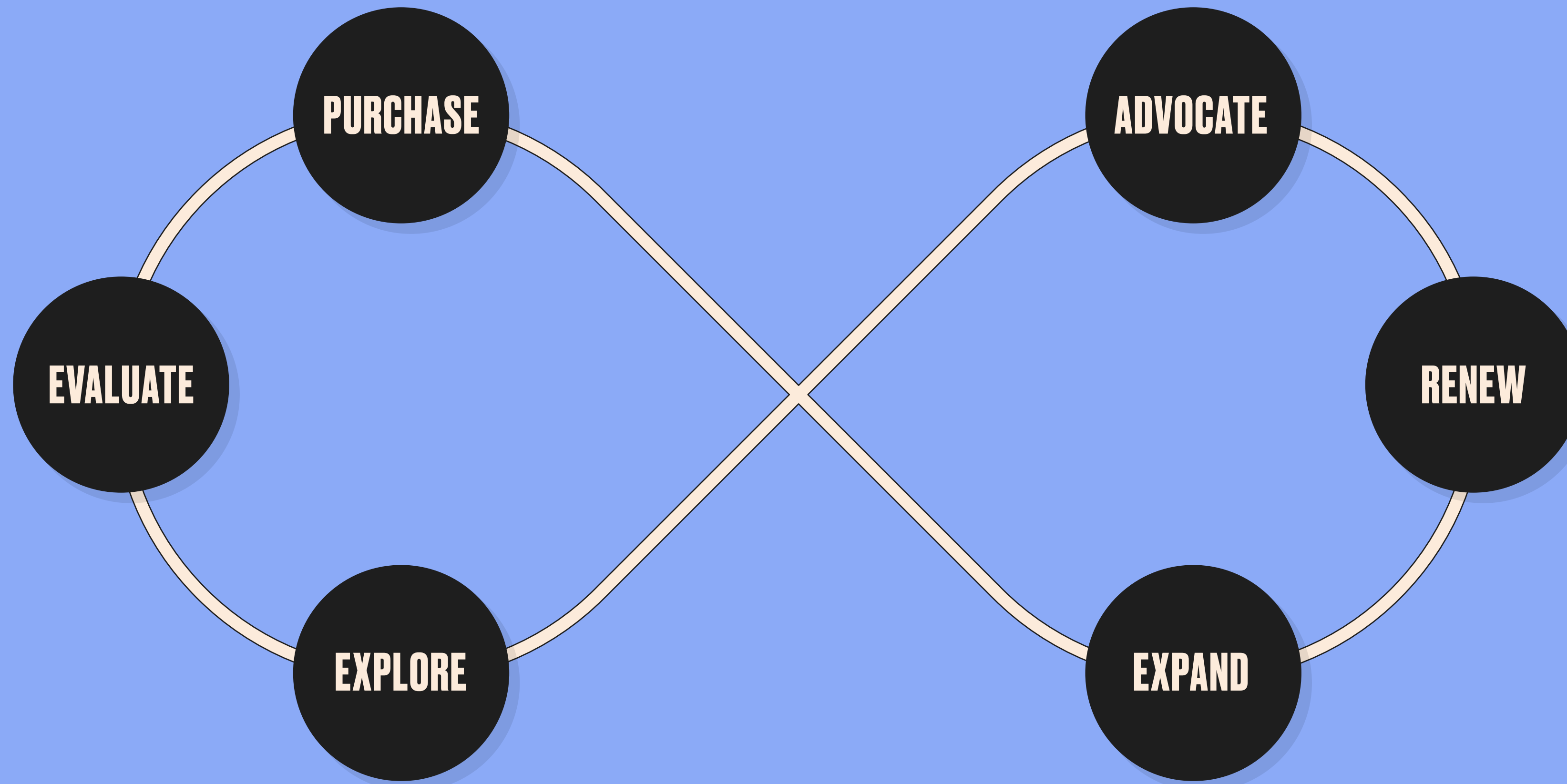
workbrands

THE VISUAL VOYAGE

**GUIDE YOUR CUSTOMERS THROUGH
THE PATH TO PURCHASE**



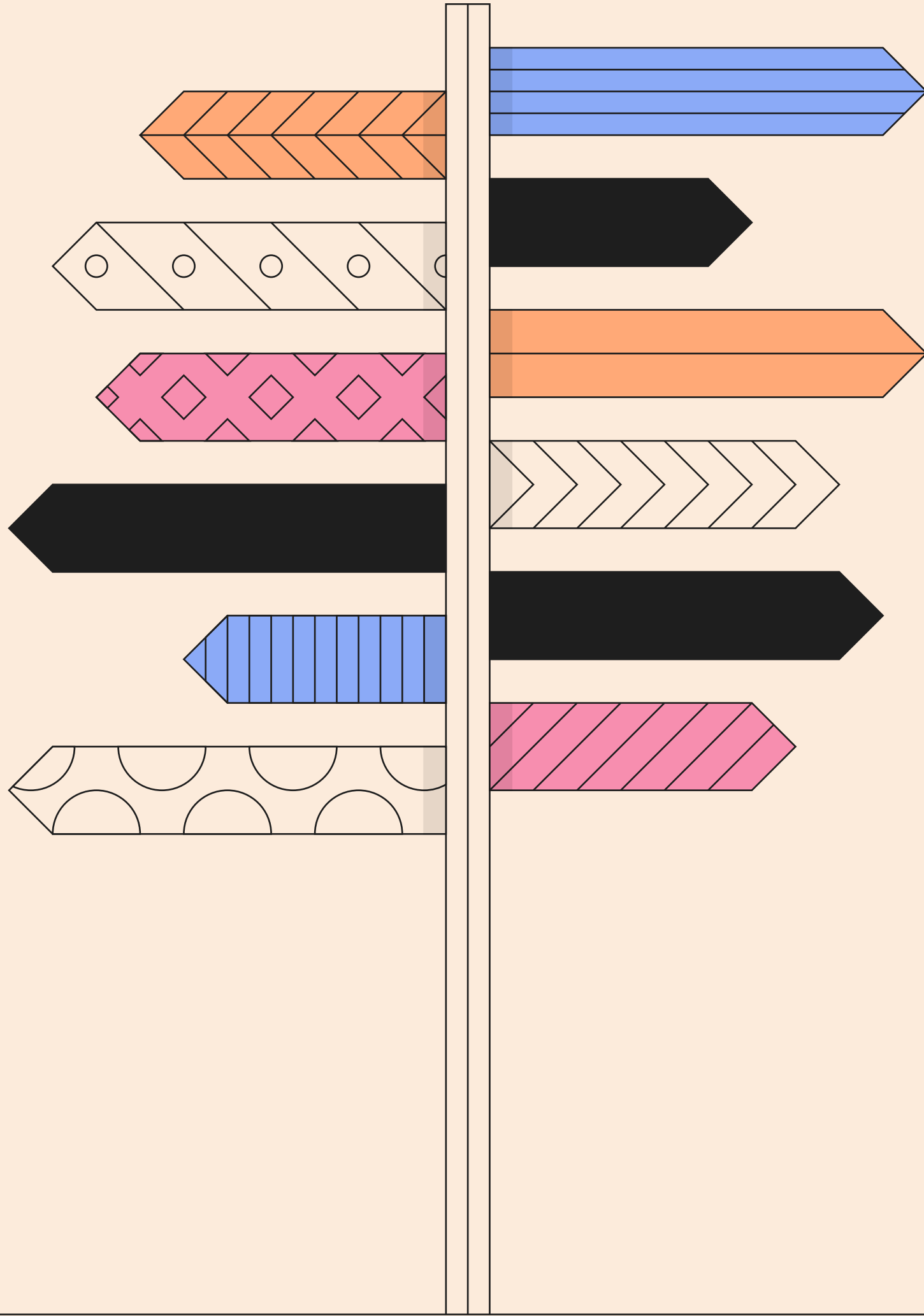
MOST B2B COMPANIES WORK TO AN ESTABLISHED AND PROVEN LEAD GEN PROCESS...



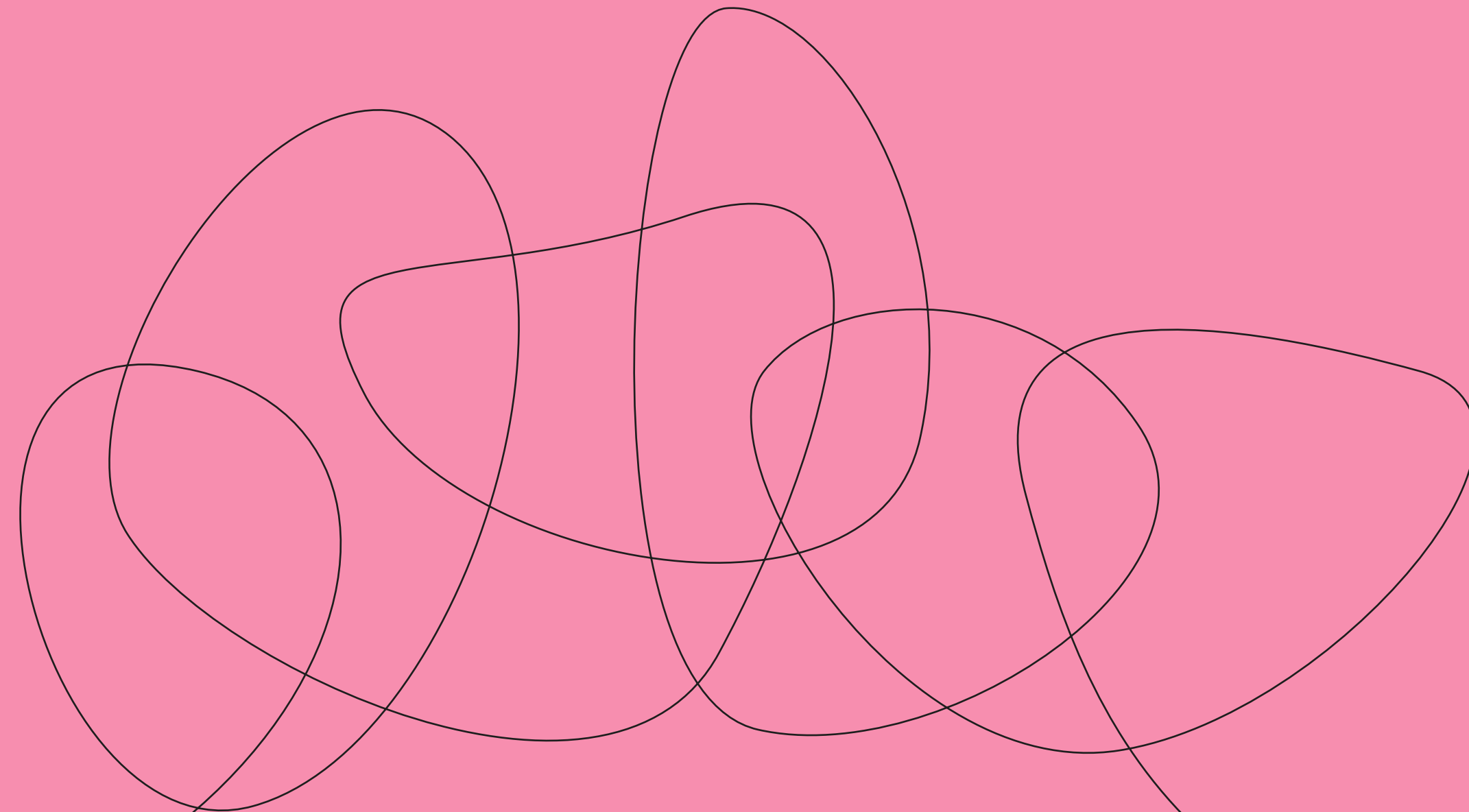
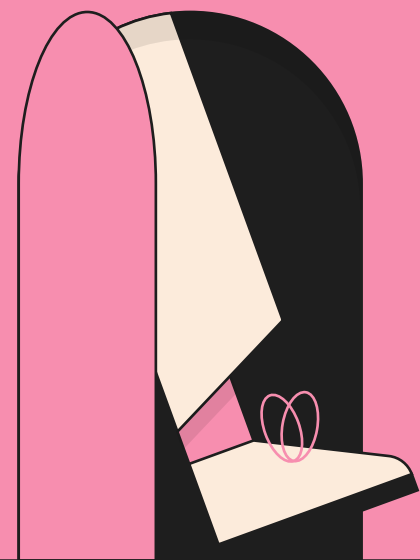


**BUT IS THIS STRATEGY
EFFECTIVELY NAVIGATING
CUSTOMERS TO YOU,**

**OR SIMPLY ADDING TO
THE CONFUSING MASS
OF B2B MARKETING?**

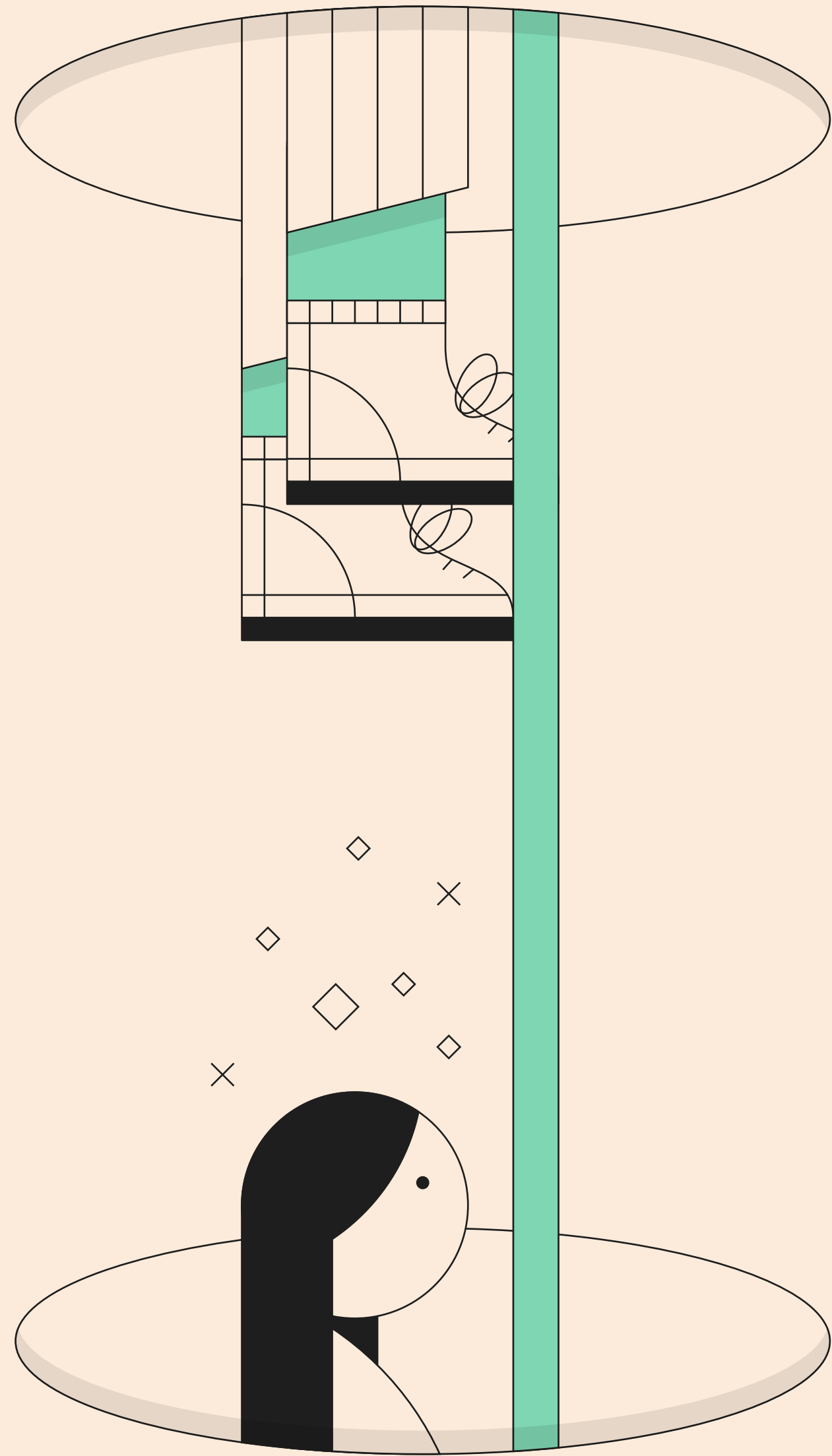


**THE B2B PATH TO PURCHASE IS LONGER
AND MORE COMPLEX THAN EVER...**



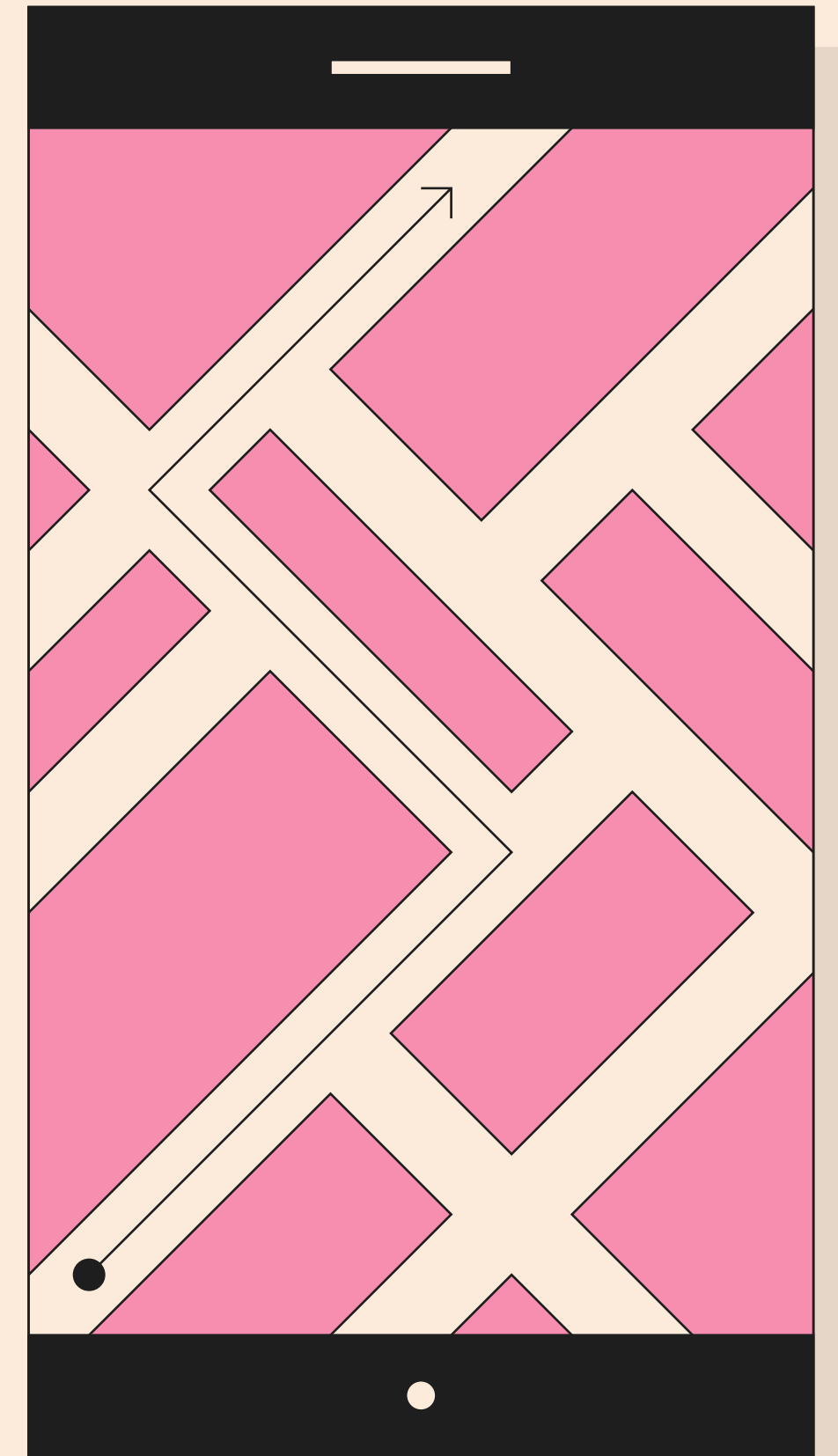


**...60% OF THE DECISION IS
MADE BEFORE A CUSTOMER
EVEN CONTACTS YOU!**

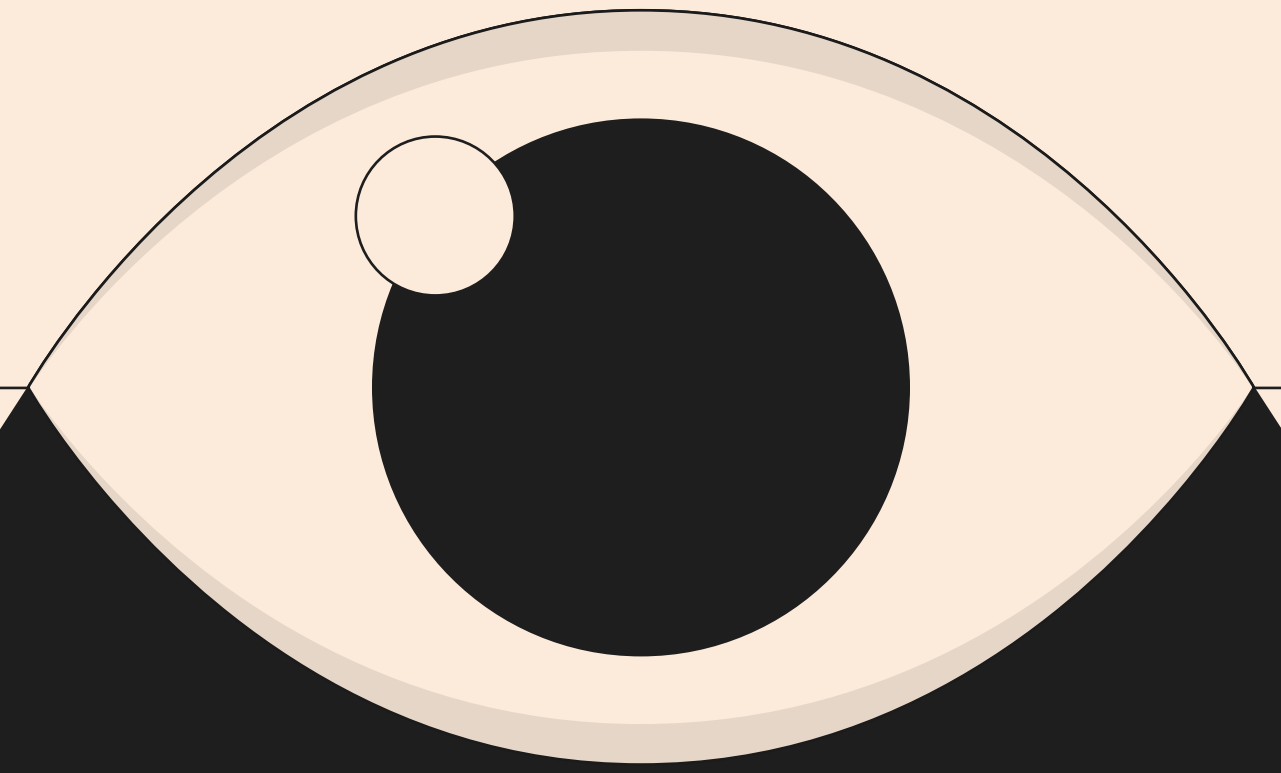


**WITH LITTLE OR NO DIRECT
CONTACT, HOW CAN YOU ENSURE
YOUR CUSTOMERS FIND YOU?**

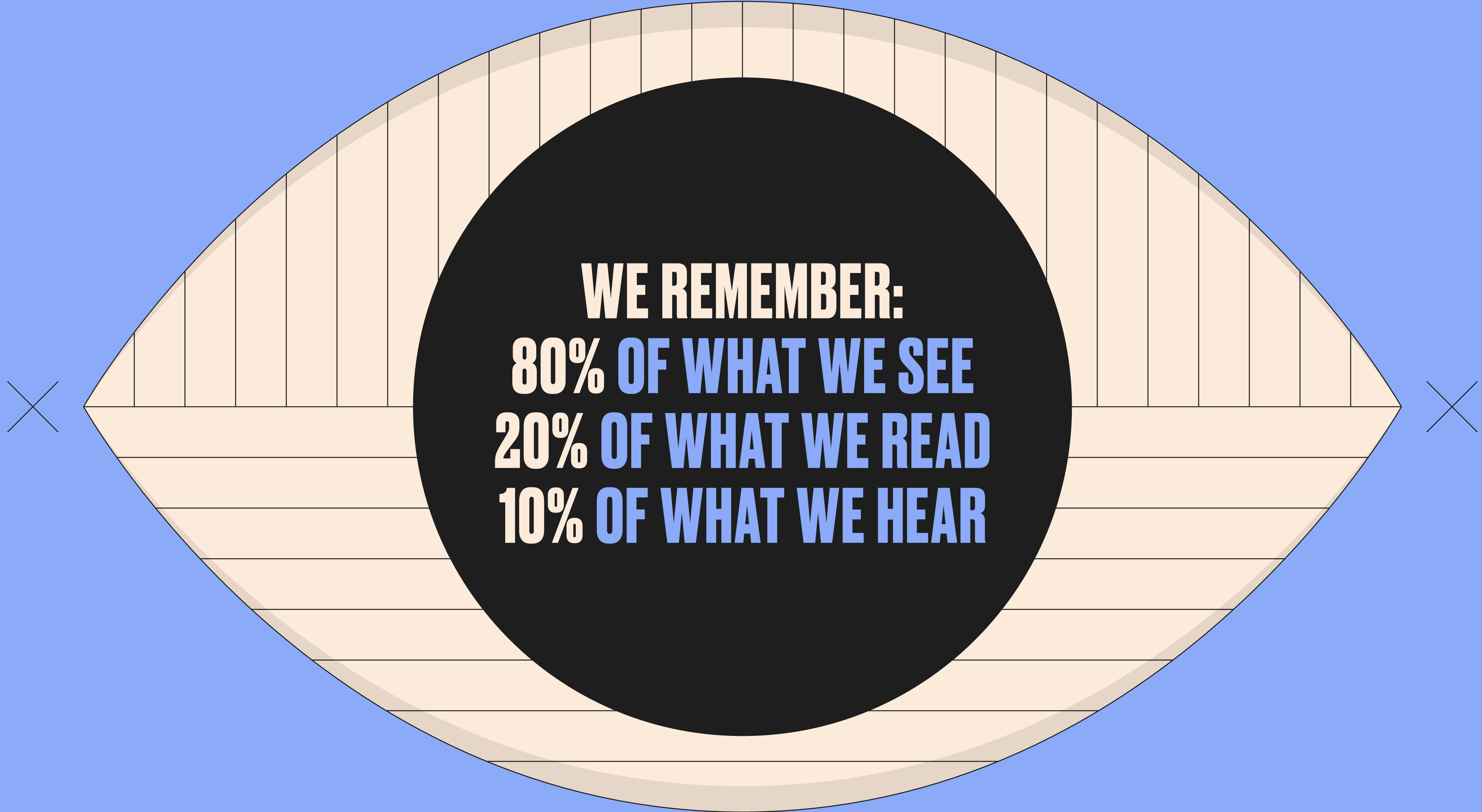
**LIKE A GOOD MAP, MAKE
THEIR JOURNEY EASY TO
UNDERSTAND AND FOLLOW;**



1. MAKE IT VISUAL



**WE PROCESS VISUALS
60,000 TIMES FASTER
THAN TEXT.**



WE REMEMBER:
80% OF WHAT WE SEE
20% OF WHAT WE READ
10% OF WHAT WE HEAR

2. MAKE IT RELEVANT

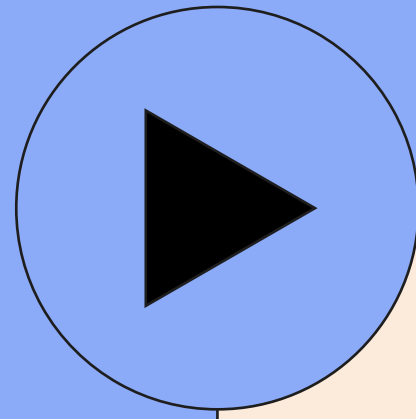


**DIFFERENT FORMATS WORK FOR DIFFERENT
STAGES OF THE PATH TO PURCHASE.**



AWARENESS

INFOGRAPHICS | INFOBYTES | VIDEOS | SOCIAL | VENDOR SPOTLIGHT



CONSIDERATION

WHITE PAPERS | EBOOKS | EXPLAINER ANIMATIONS | EXECUTIVE BRIEFS | ARTICLES | CASE STUDIES



CONVERSION

BUSINESS VALUE | CASE STUDIES | MATURITY MODELS | INTERACTIVE TOOLS | LANDING PAGES

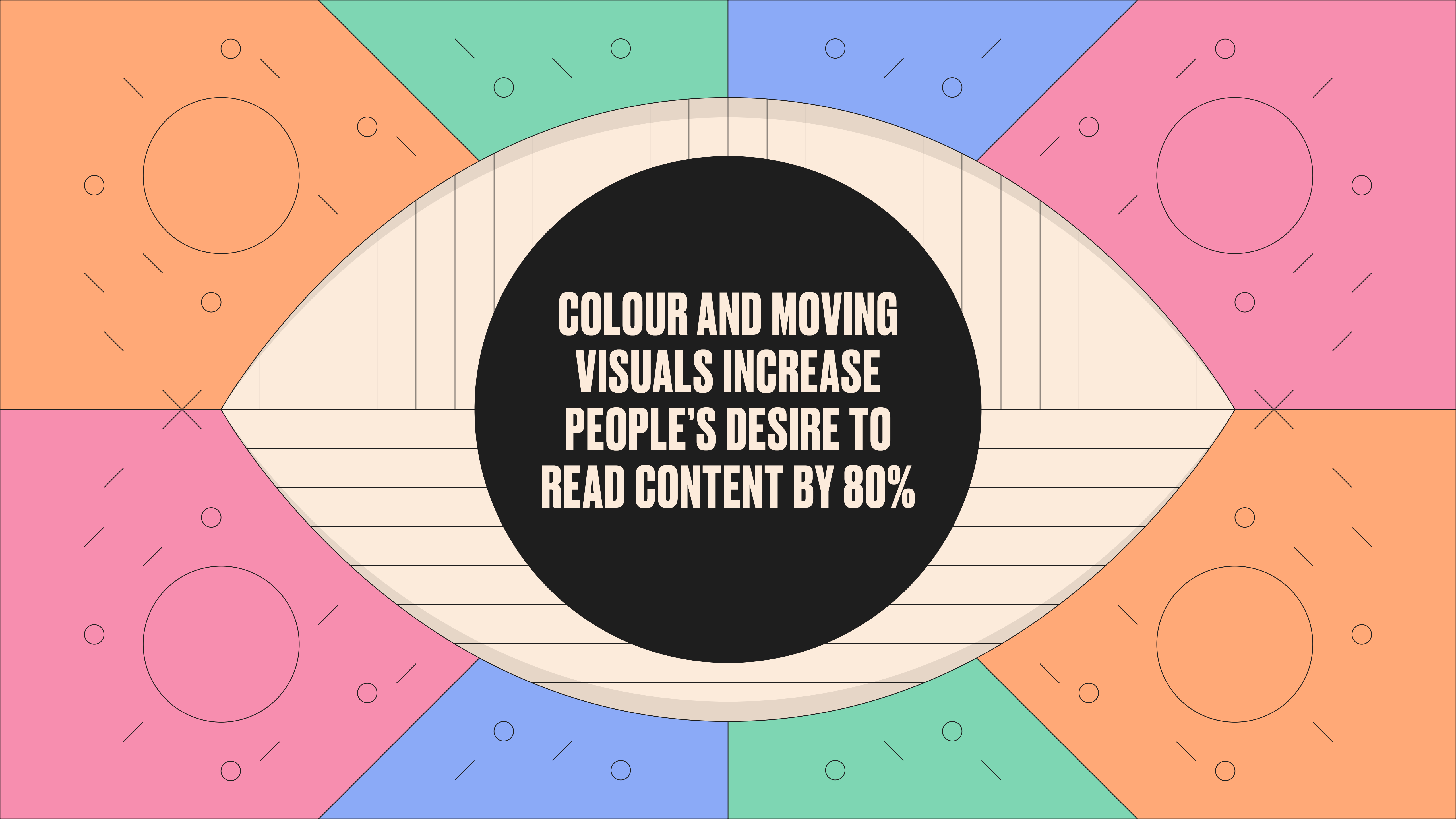


ROI TOOLS | DYNAMIC WHITE PAPERS | WEBCASTS | VERTICAL SPECIFIC CONTENT

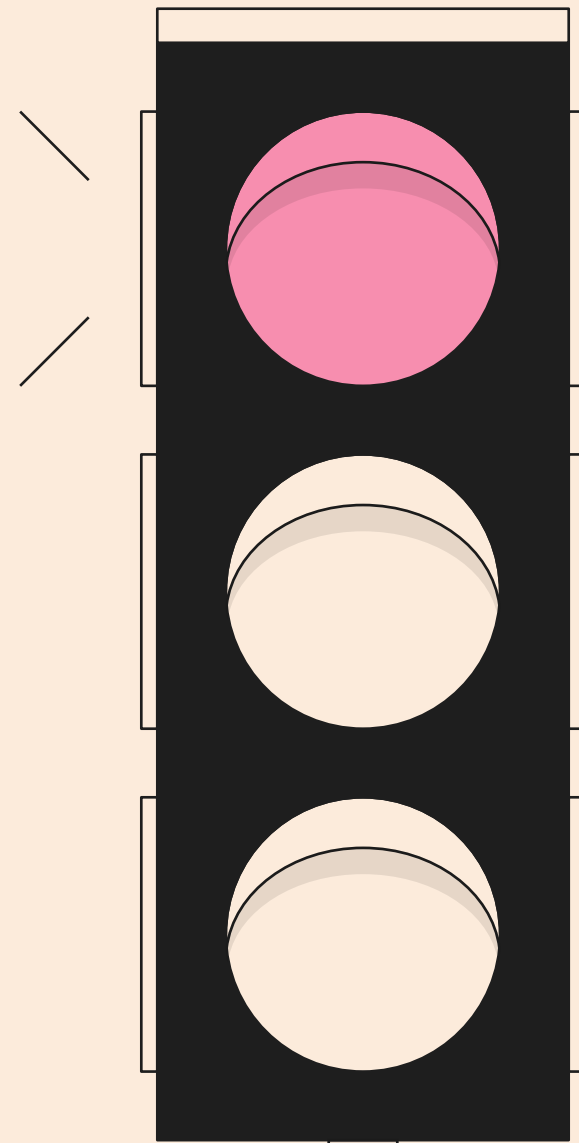
ADVOCACY

SOCIAL | EVENTS | VIDEO CASE STUDIES

3. MAKE IT MOVE

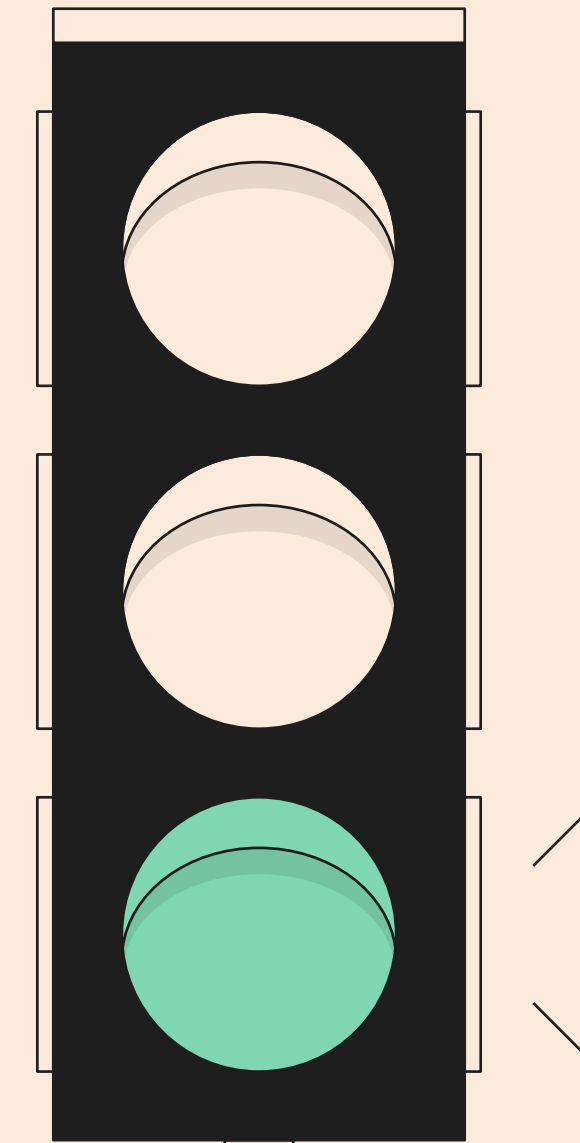


**COLOUR AND MOVING
VISUALS INCREASE
PEOPLE'S DESIRE TO
READ CONTENT BY 80%**

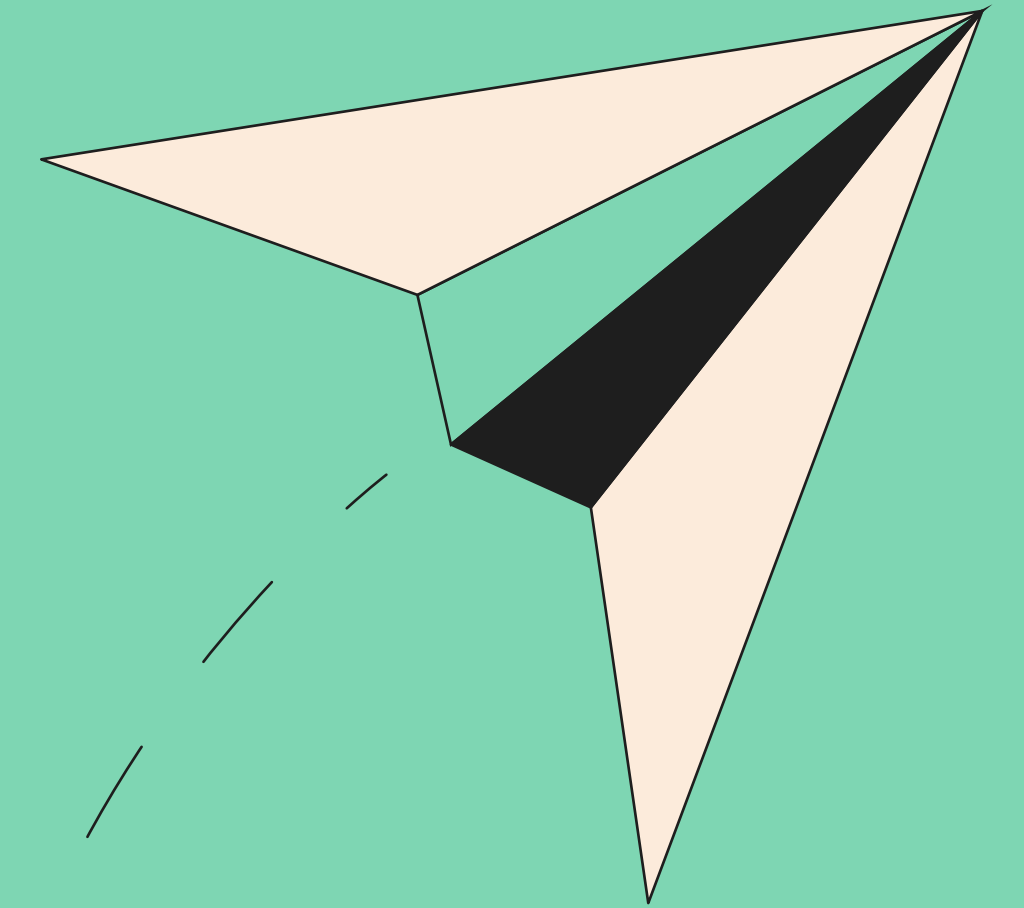


SO, MAKE YOUR STATIC CONTENT...

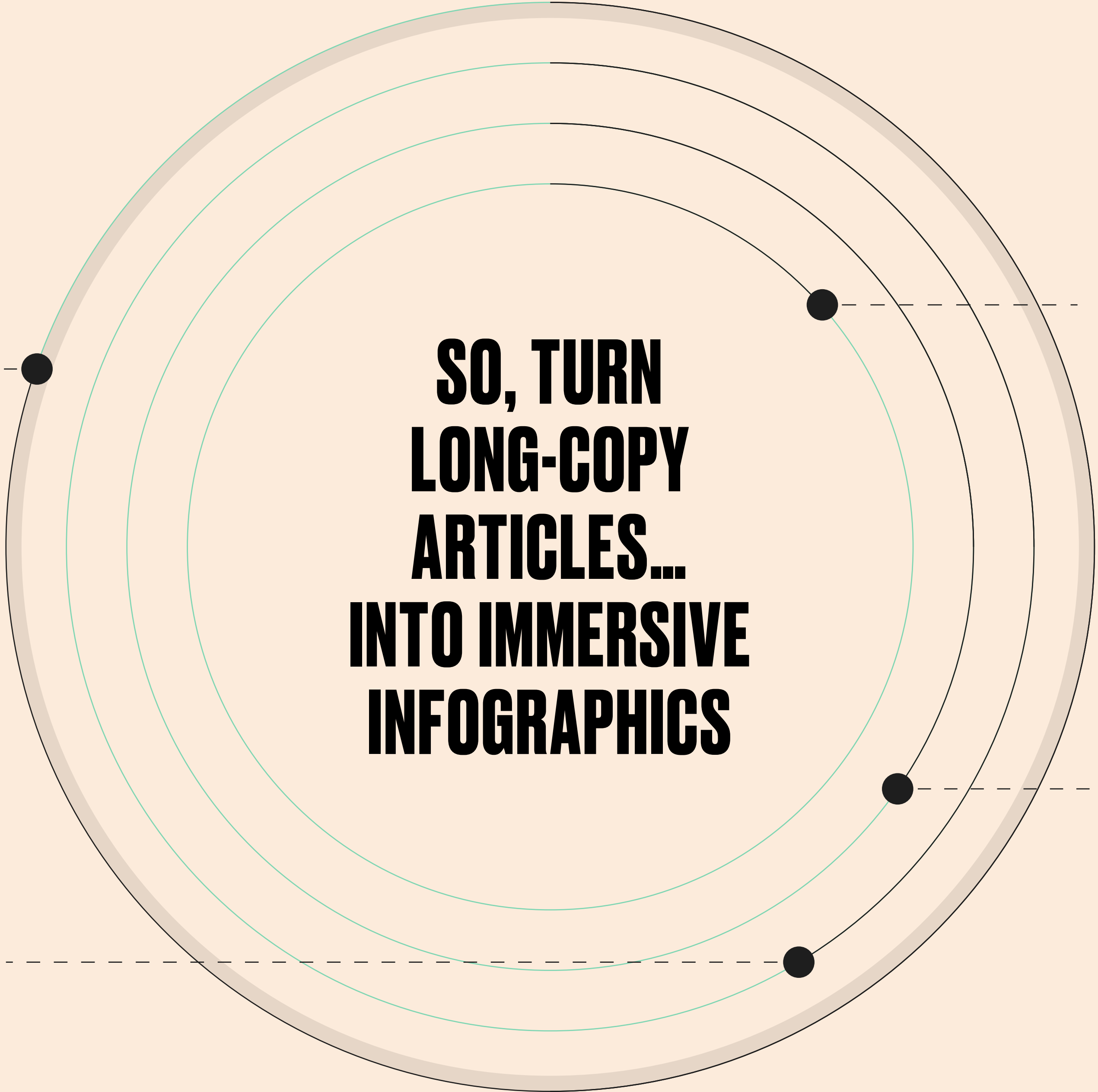
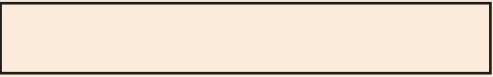
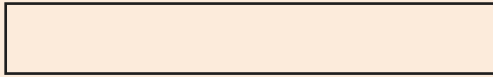
LESS STATIC

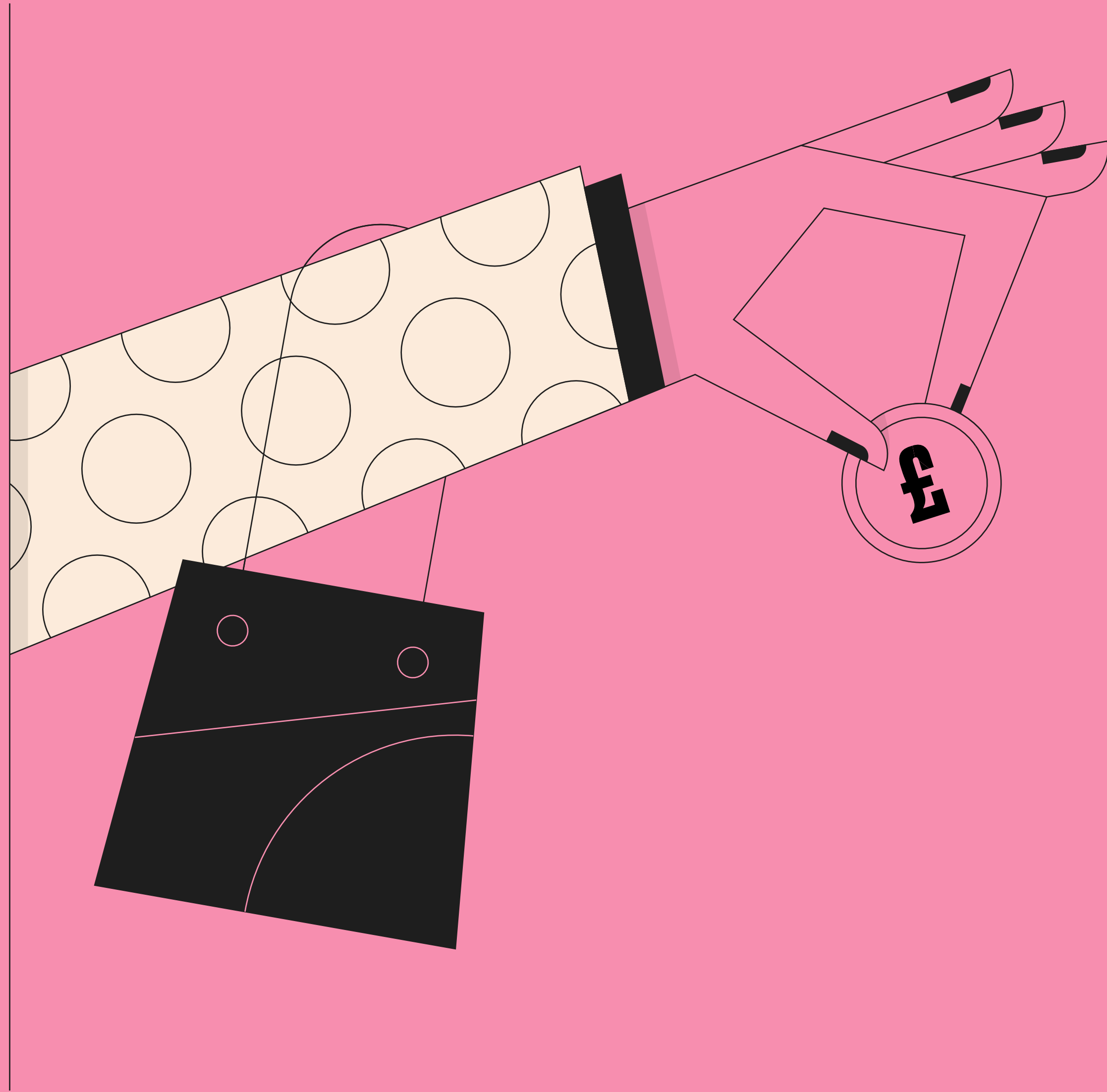


**PEOPLE SHARE INFOGRAPHICS
3X MORE THAN ANY OTHER
TYPE OF CONTENT**

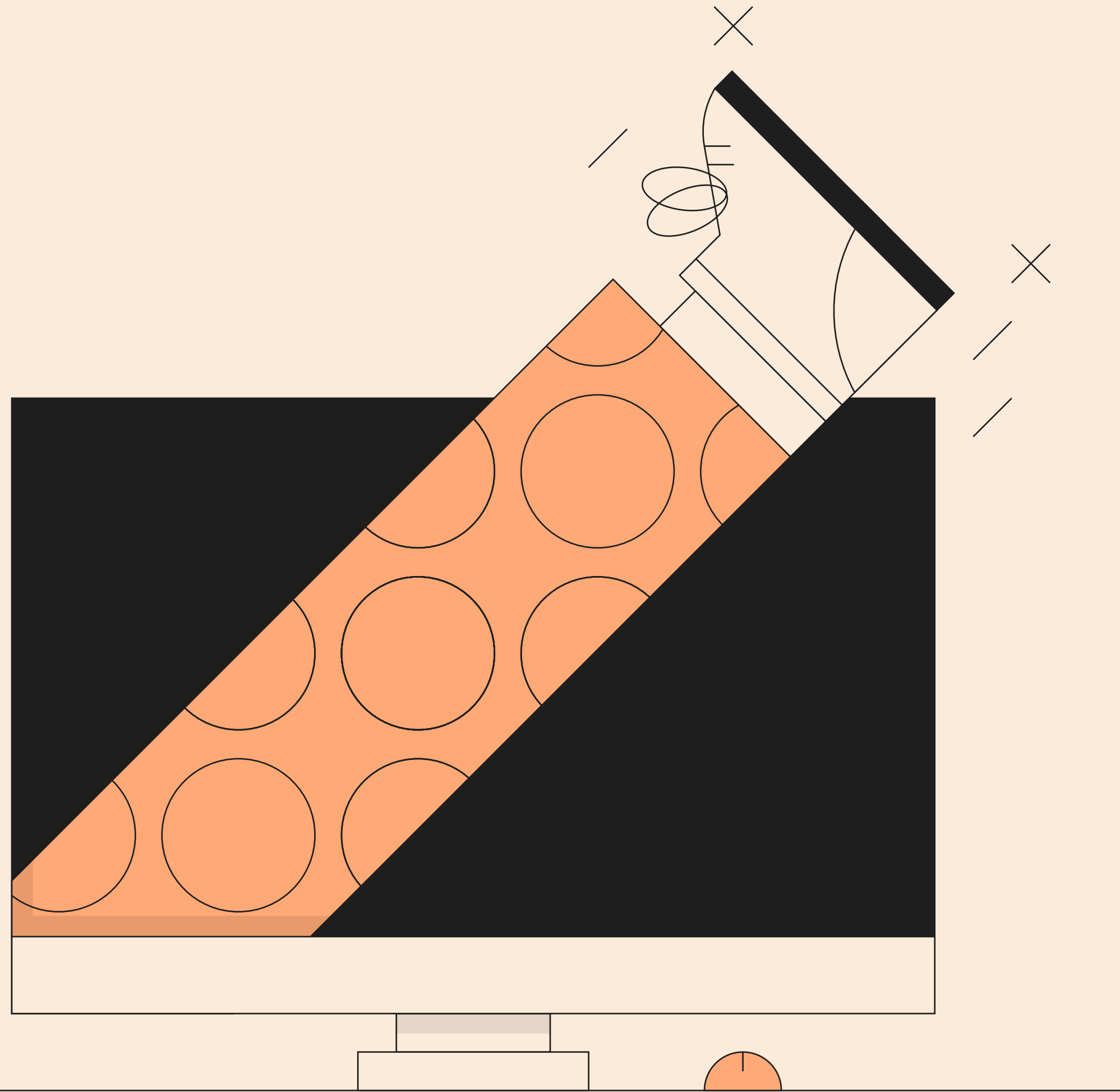


**SO, TURN
LONG-COPY
ARTICLES...
INTO IMMERSIVE
INFOGRAPHICS**



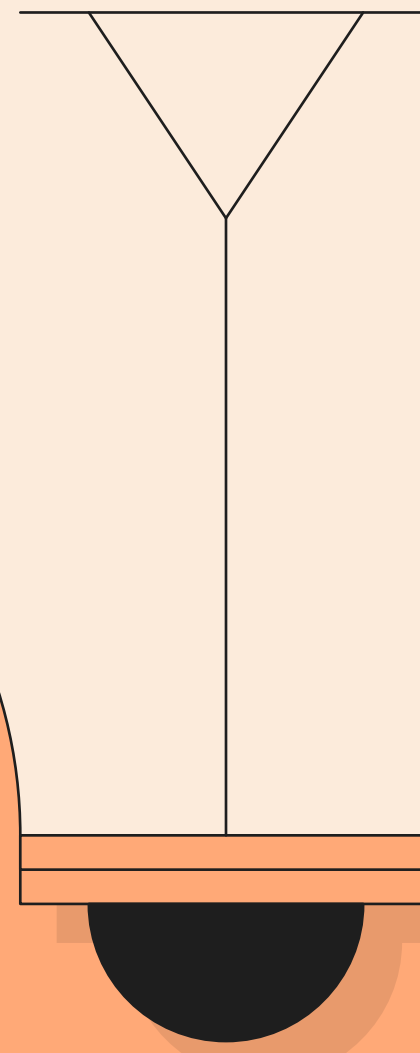


**PEOPLE ARE 85% MORE
LIKELY TO BUY YOUR
PRODUCT AFTER WATCHING
A VIDEO ABOUT IT.**

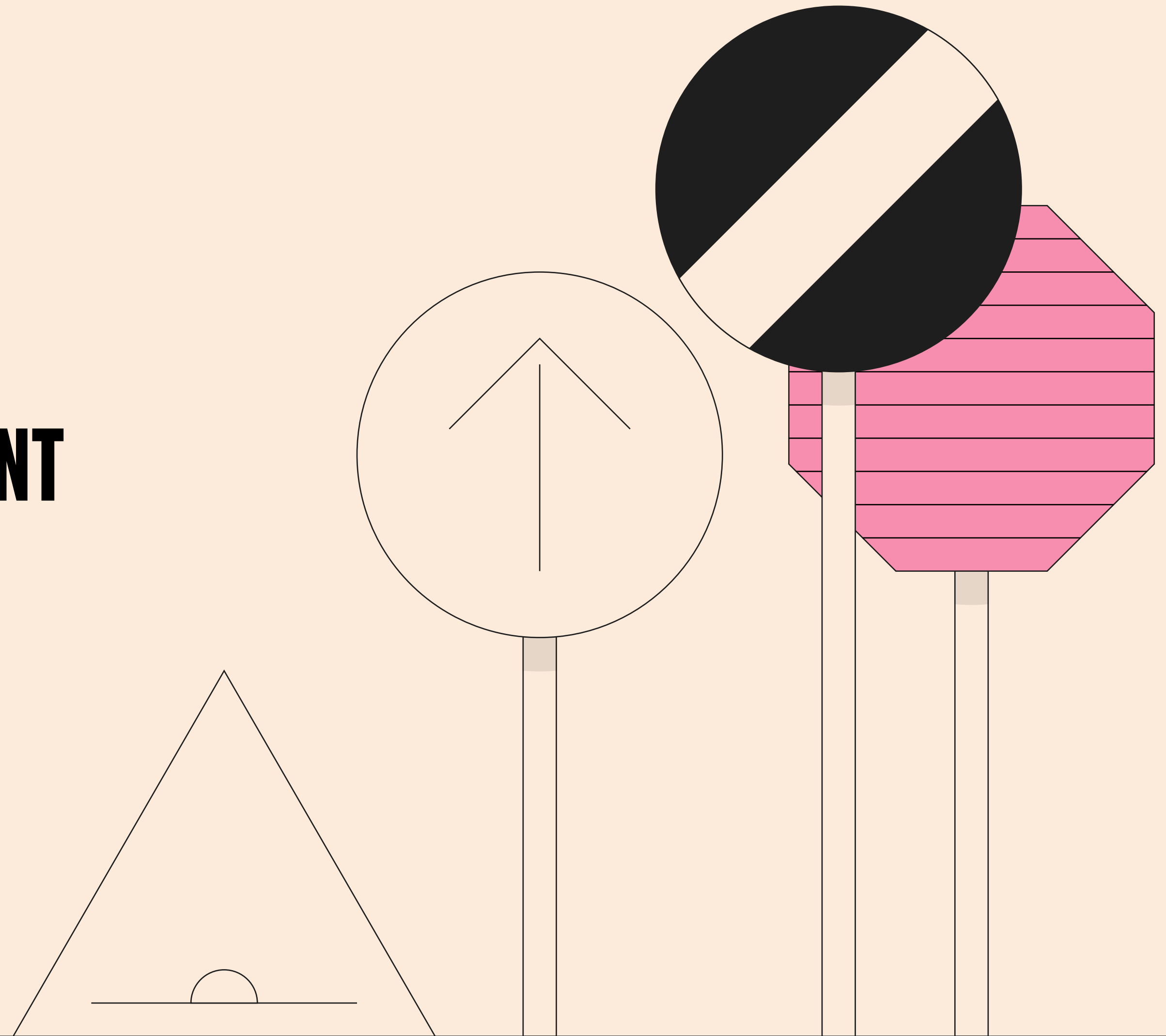


**SO, MAKE YOUR PRODUCT
INFORMATION... INTO KICKASS
EXPLAINER ANIMATIONS**

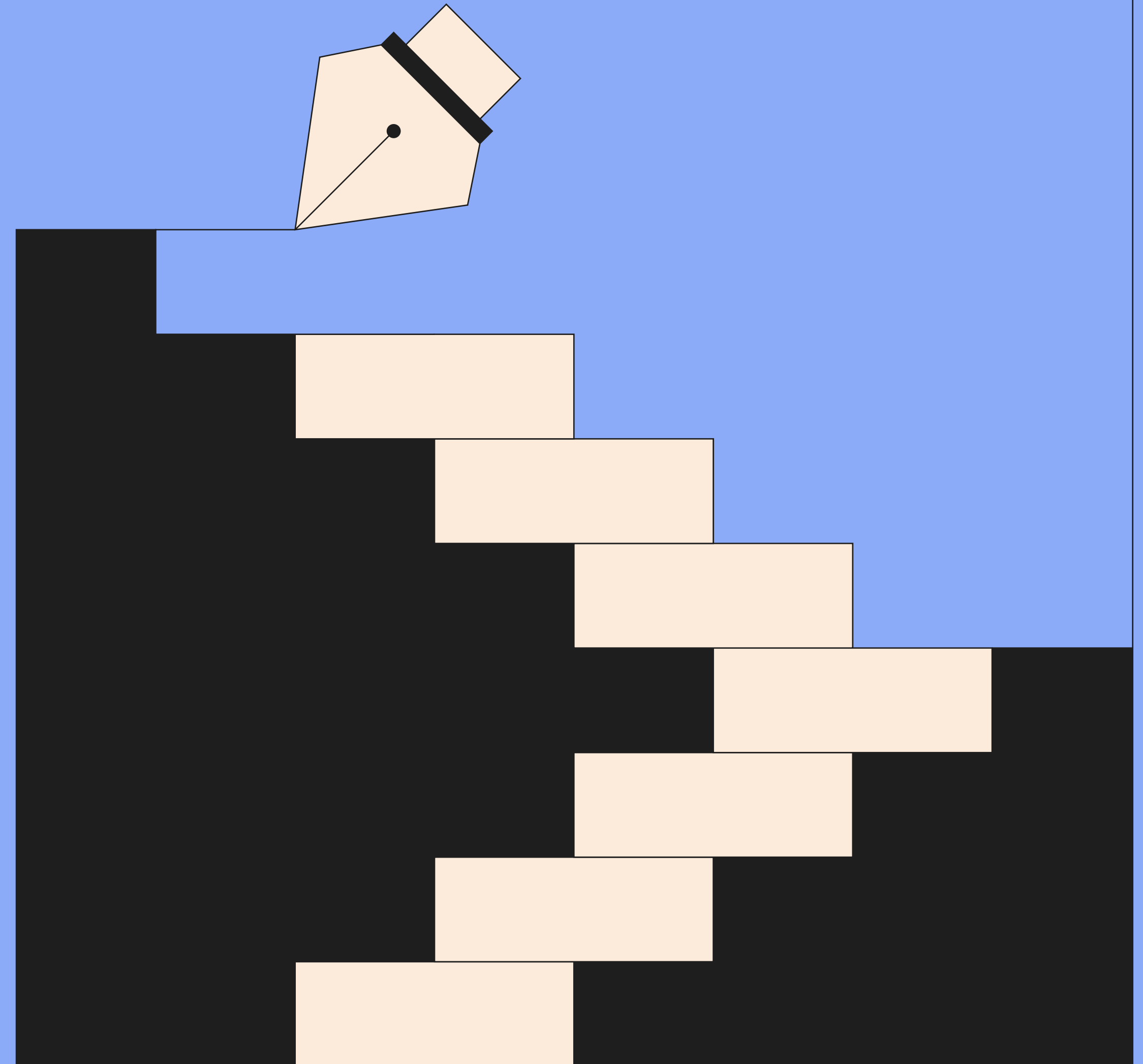
**ARMED WITH
THIS INSIGHT,**

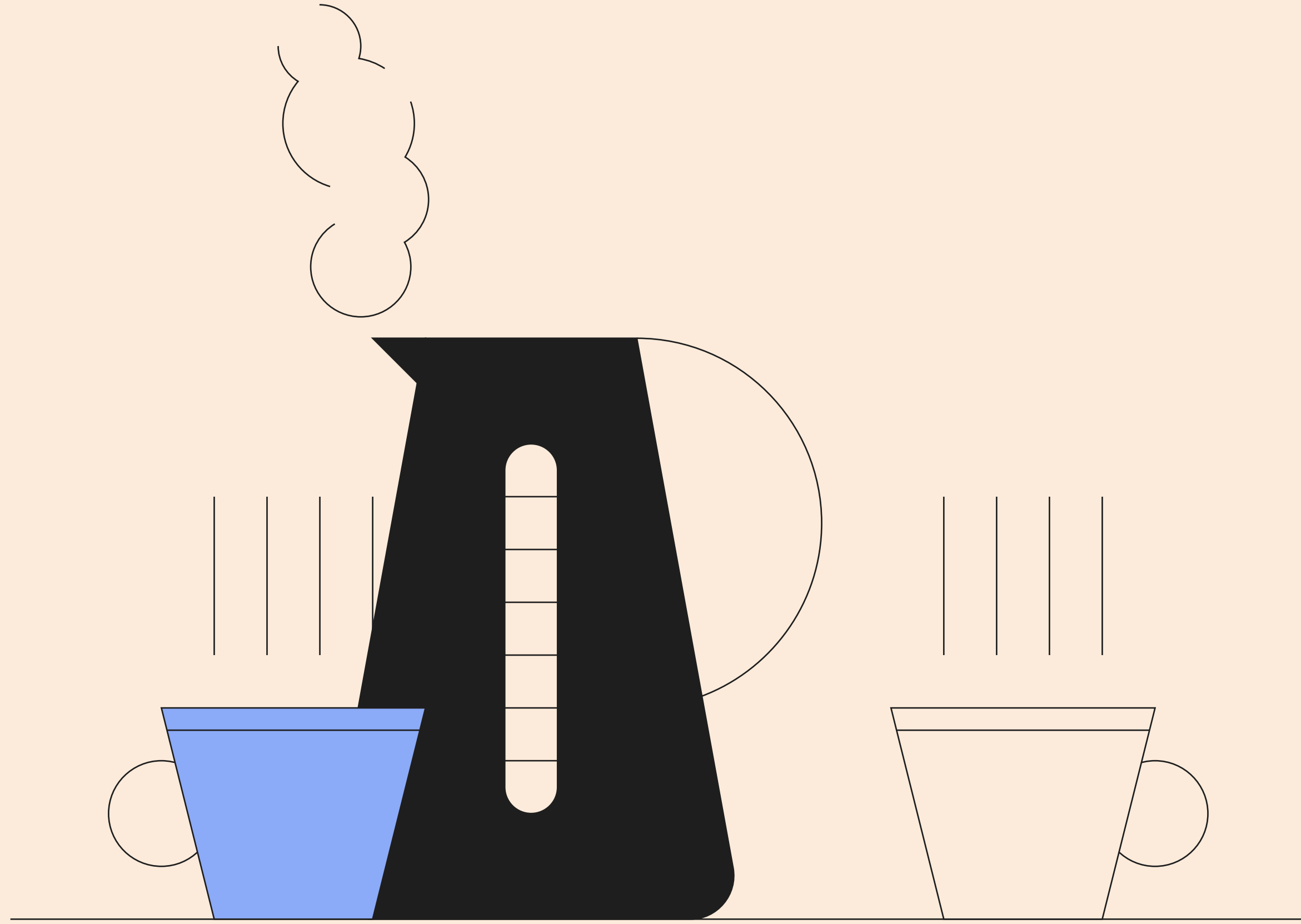


**YOU CAN ENSURE EVERY
TOUCHPOINT TELLS A RELEVANT
AND COMPELLING STORY,**



**GUIDING YOUR CUSTOMERS
IN THE RIGHT DIRECTION ON
THEIR PATH TO PURCHASE.**





**FOR MORE INFO VISIT
WORKBRANDS.CO.UK**