

 PIKTOCHART

Visual Storytelling for Social Media

# Building **Scroll-Stopper** Visuals



## INTRODUCTION

# Natasya

**Communication Design Manager**  
in Piktochart



**3 years** in Piktochart



Previously **Senior Graphic Designer**  
in Retail, Singapore



**8 years** of experience in Design and  
Visual Communication



## INTRODUCTION

**8** MILLION  
USERS

**34** MILLION  
VISUALS CREATED



Most customers are  
based in **US/Canada**.



Fully remote  
team of 51



## PROBLEM

# High Competition in Various Channels



**40**  
newspapers  
1986



**174**  
newspapers  
2007

In order to deal with this massive influx of information, we tend to selectively tune out a lot of it.

People only read about 20% of the text on an average web page. This means that

**80% of the information**

on the page is being overlooked.

... Source

# Building Scroll-Stopper Visuals

TIPS #1

**Relatable**

TIPS

## Relatable Content



## Big pool!

There are **3.5 billion** social media users in 2019 (45% of the current population) and they spent an average of **3 hours per day** on networking and messaging.

TIPS

## Relatable Content



## Small chance

During those three hours, an adult can scroll between **71-74 feet** worth of content, which brings us to the average view duration of **less than 10s** per post.

*This calculation is done based on the lines of text and the speed reading.*

TIPS

## Relatable Content

Does that mean we need to include  
as many texts as we could?





TIPS

## Relatable Content



TIPS

## Relatable Content



## Spark their curiosity

With a controversial statement  
or question.

TIPS

## Relatable Faces

# Trust

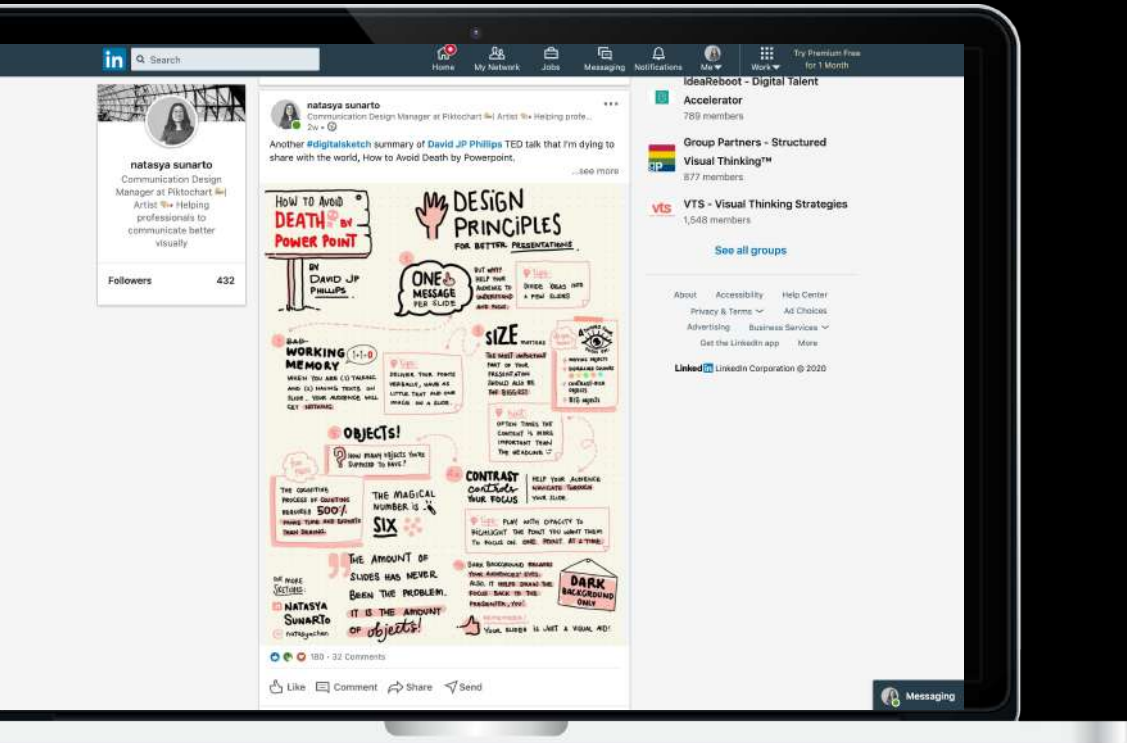
TIPS

## Relatable Faces

**Build Trust**

TIPS

# Relatable Faces

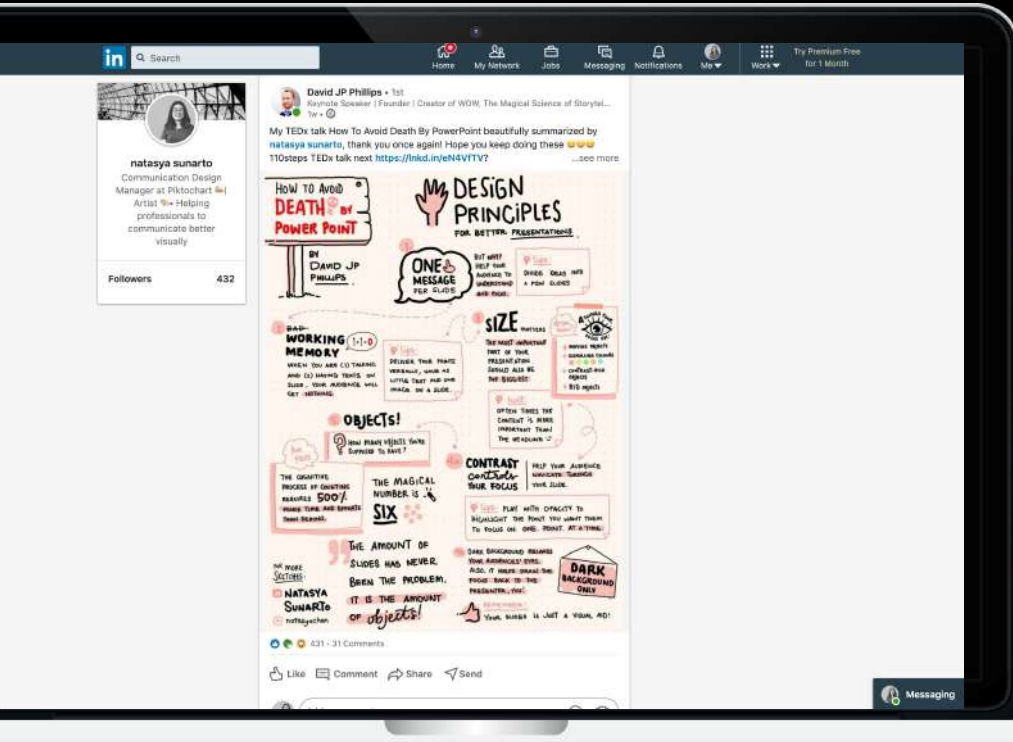


180 likes

32 comments

TIPS

# Relatable Faces



431 likes

31 comments

TIPS

## Relatable Faces

### Influencers

*Public figure*

You follow them because  
you're curious about them.



TIPS

## Relatable Faces

### Influencers

*Public figure*

You follow them because  
you're curious about them.

### Storytellers

*News & media, personalities,  
brands*

You follow them for insightful  
and inspiring information.

TIPS

## Relatable Faces

### Influencers

*Public figure*

You follow them because you're curious about them.

### Storytellers

*News & media, personalities, brands*

You follow them for insightful and inspiring information.

### Subject Experts

*Organizations & personalities*

You follow them as a source of truth.

A background image showing two hands shaking, symbolizing collaboration or agreement. The image is dimmed and serves as a backdrop for the text.

TIPS

## Relatable Faces

**Collaborate  
with them or  
be one of them.**

TIPS

## Relatable Taste

Know **your audience's** taste

TIPS

## Relatable Taste

Know **your audience's** taste

Platform/channels

Visualisation

TIPS

## Relatable Taste

### Platform/channels

Where do your audience hangs out?

What is the best time to post?

What are the dimensions?

### Visualisation

Audience Demographic

Fonts and colours

Data & Content Visualisation

TIPS

## Relatable Taste

### Platform/channels

Where do your audience hang out?

What is the best time to post?

What are the dimensions?

### Visualisation

Audience Demographic

Fonts and colours

Data & Content Visualisation

TIPS

# Piktochart Social Media Templates



Free Webinar

## Remote Working Success

**Matthew Levi**  
CEO, Brighture

Life after the outbreak

Overcoming the challenges of our time

The Future of Home Working

Tuesday, 15th August, 6pm CMT -4  
Register now at [www.website.com/form](http://www.website.com/form)

Your Logo

YOUR LOGO

## Summer ENGLISH COURSE

Build Your Confidence Here

"Studying English in-depth here has challenged me to understand and speak the language better."  
- Kelly, foreign exchange student

Enroll Now!

YOUR LOGO

## Remote Working Success

Matthew Levi  
CEO & Founder of Brighture

Thursday, 20th August  
6pm CMT -4

Register Now! Link in Bio

LEARN LOGO

## Digital Marketing

FREE COURSES

- How to grow followers?
- Increase your conversions
- Boosting sales with social media

Gain insights and learn from practicing professionals and strategists.

WWW.LEARNHERE.COM

Your Logo

COVID-19

Your Logo

COMPANY CO.

## Entrepreneur 01: How to Build your Business

Tuesday, 1 August 2019

Caron Buckley  
CEO of Company

YOUR LOGO

## New product

IN OUR STORE

BUY NOW

## Conversation to Conversion: The Power of Video Content Marketing

15 December 2020  
10AM - 12PM

Live webinar and Q&A with industry experts

Gene Grainger  
Senior Data Analyst, Tripaloka Inc.

Jean Jarvis  
Editor in Chief, SpotHub

yourlogo

# NEW

## SUMMER WORKSHOP

## SOCIAL MEDIA

LEARN MORE

\*Keep the body text short

## CONTENT AUDIT CHECKLIST

- first subtitle  
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- second subtitle  
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- third subtitle  
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- fourth subtitle  
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

## REOPENING SALE

# 25% OFF

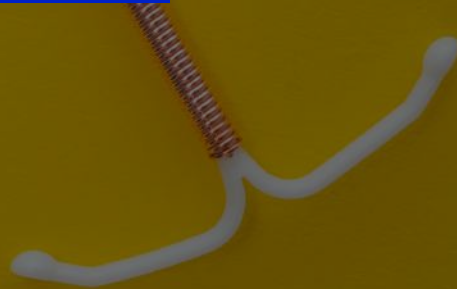
Hurry! Promotion available from now



# Building Scroll-Stopper Visuals

TIPS #2

**Entice**



TIPS

## Entice

6

HOUR  
long movie

VS

6

ONE HOUR  
long episodes

TIPS

## Entice

6

HOUR  
long movie

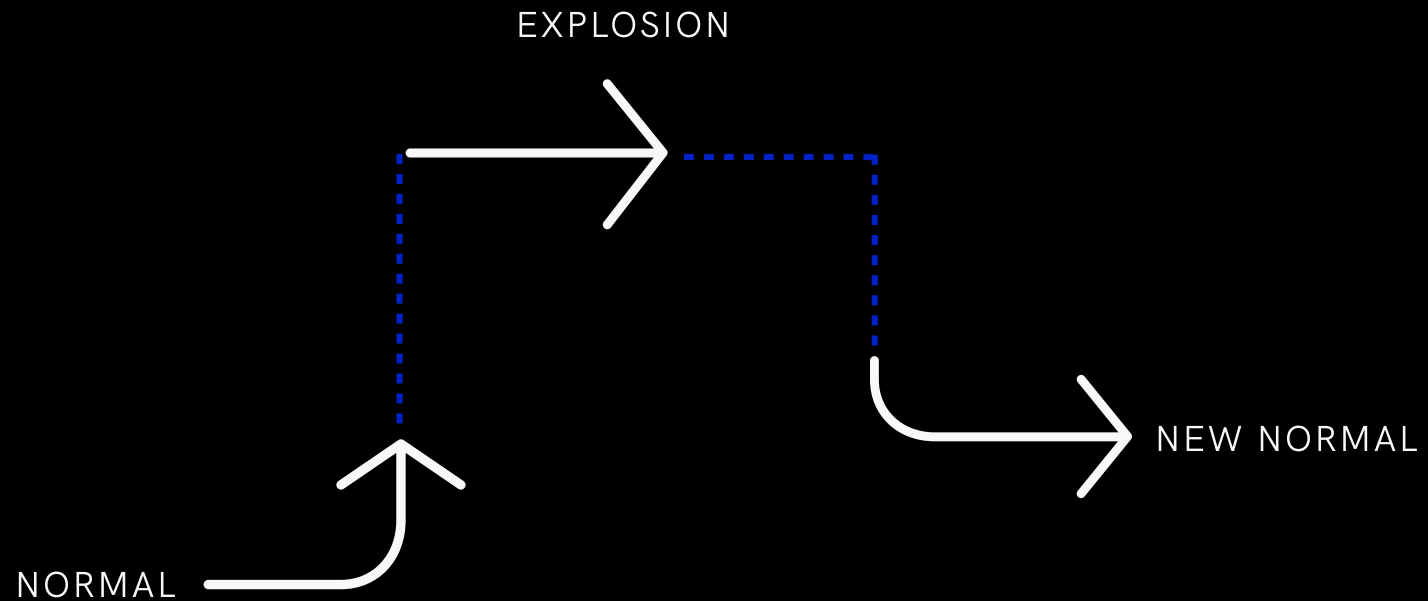
VS

6

ONE HOUR  
long episodes

TIPS

# Enticing Storytelling



TIPS

## Enticing **Storytelling**

**Divide  
them!**

TIPS

## Enticing **Storytelling**



TIPS

## Enticing **Storytelling**

A smartphone is centered in the frame, displaying a blue screen with the text "Divide them!" in white. To the right of the text is a white right-pointing arrow icon inside a blue circle. The phone is set against a background of four dark blue rectangular panels arranged in a row.

Divide  
them!



TIPS

## Enticing Storytelling

**Divide them!**

Slides or Carousel

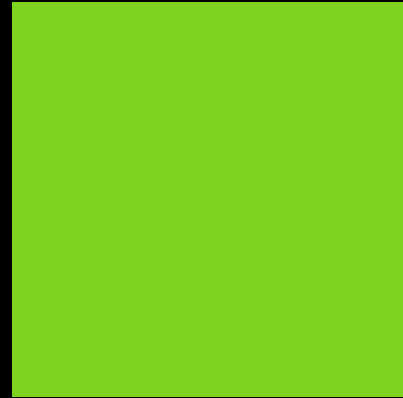
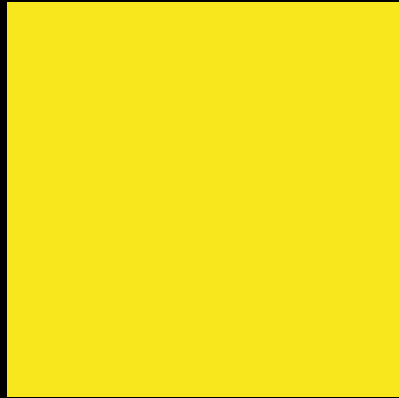
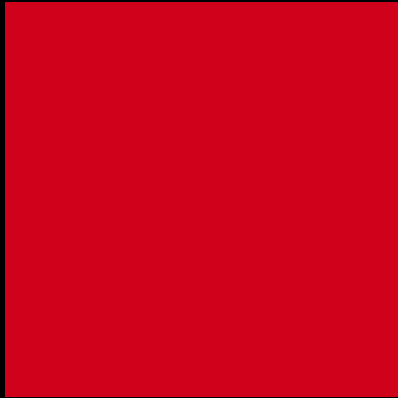
Threads

Series of post



TIPS

## Enticing **Visual Storytelling**



TIPS

## Enticing Visual Storytelling

Interpretation

Say it with ~~words~~ visual

TIPS

## Enticing Visual Storytelling

Interpretation

Say it with ~~words~~ visual

visual aid, visual metaphor

TIPS

## Enticing Visual Storytelling

Consistency

Colours & Fonts

Quality

TIPS

## Enticing Visual Storytelling

**Visual Hierarchy**  
with Contrast

TIPS

## Enticing **Visual Storytelling**

**Visual Hierarchy**

with Contrast

TIPS

## Recap

Relatable **Content**

Faces

Taste

Enticing **Storytelling**

Visual  
Storytelling

TIPS

## Recap

Relatable Content

Faces

Taste

Enticing Storytelling

Visual  
Storytelling



TIPS

## Recap

Relatable Content

Faces

Taste

Enticing Storytelling

Visual  
Storytelling

TIPS

## Recap

**Relatable Content**

**Faces**

**Taste**

**Enticing Storytelling**

**Visual  
Storytelling**

TIPS

## Recap

Relatable Content

Faces

Taste

Enticing Storytelling

Visual  
Storytelling

FREE!

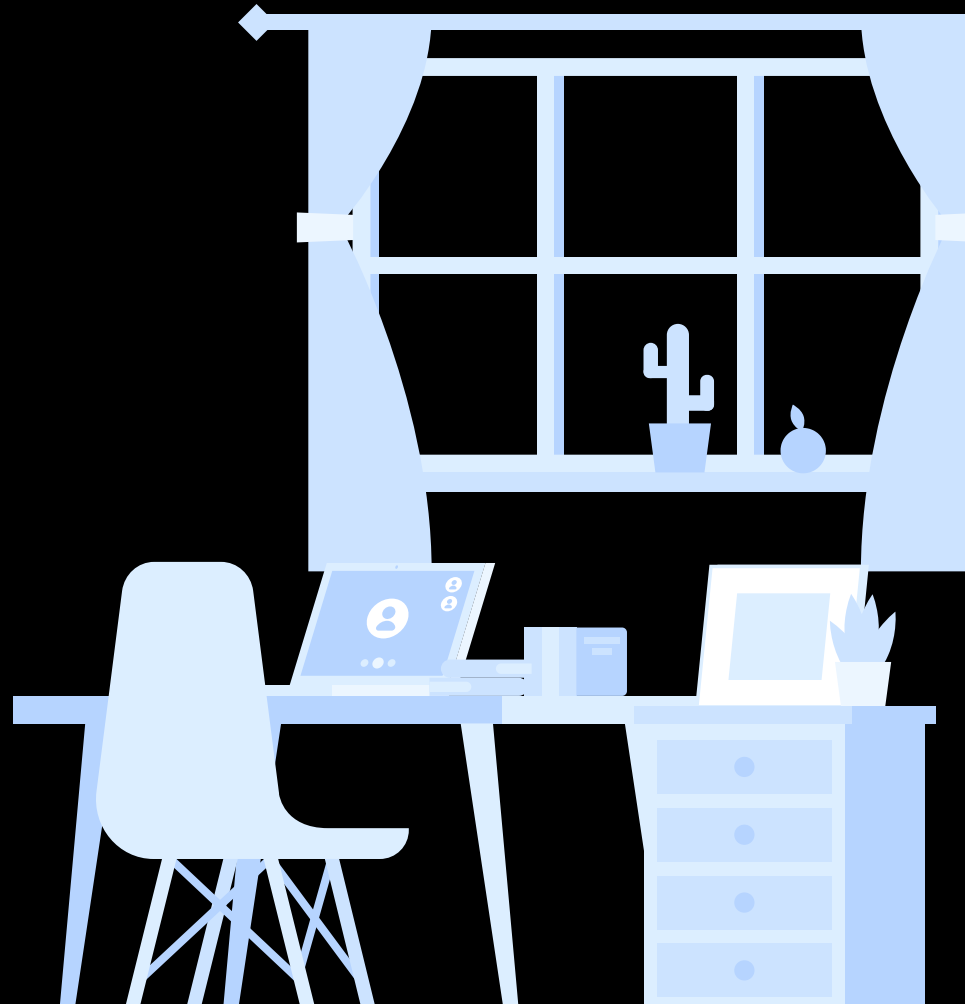
**1 month**

**Piktochart PRO**  
**for you!**

[get.piktochart.com/webfest-asia](https://get.piktochart.com/webfest-asia)

CODE:

**webfest2020**



QUOTE



# Be Creative!

Creativity — although requiring uncommon skills — is based on a number of controllable processes, such as observation, attention, research, and analysis, and, to a certain extent, on the possession of thinking strategies that combine flexibility with efficiency.

*Communication Design; Principles, Methods, and Practice — Jorge Frascara*



Visual Storytelling for Social Media

# Building **Scroll-Stopper** Visuals

LET'S CONNECT:

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[www.linkedin.com/in/natasya-sunarto](https://www.linkedin.com/in/natasya-sunarto)

PRESENTATION LINK:

