

VISUAL CONTENT COURSE

ENGAGE AND AFFECT BEHAVIOR



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GUIDE VERSION

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Welcome!

A message from the CEO of CoachYu, Dennis Yu.

Text alone and long-form copy doesn't cut it anymore. You need images and videos to grab attention and drive conversions. Together, we'll go through the 6 forms of visual content, step-by-step in this guide:

- Memes
- One Minute Videos
- Instant Articles
- Infographics
- Lead Ads
- Video Conversion Ads

Build your content into sequences and implement a content production process to really harness the power of visual content, especially video. We'll touch on how to use your Topic Wheel and Content Library in this course, too.

Designer / Analyst Cheat Sheet

Memes

- ☐ Set up a Google Drive folder.
- ☐ Set up a quoted document.
- ☐ Create quote boost audiences.
- ☐ Create initial bulk content.
- ☐ Boost content.
- ☐ Report results.
- ☐ Organize base quote cards.
- ☐ Structure evergreen campaigns.
- ☐ Create template designs that work well.
- ☐ Repeat steps 5-10.

Facebook Instant Articles

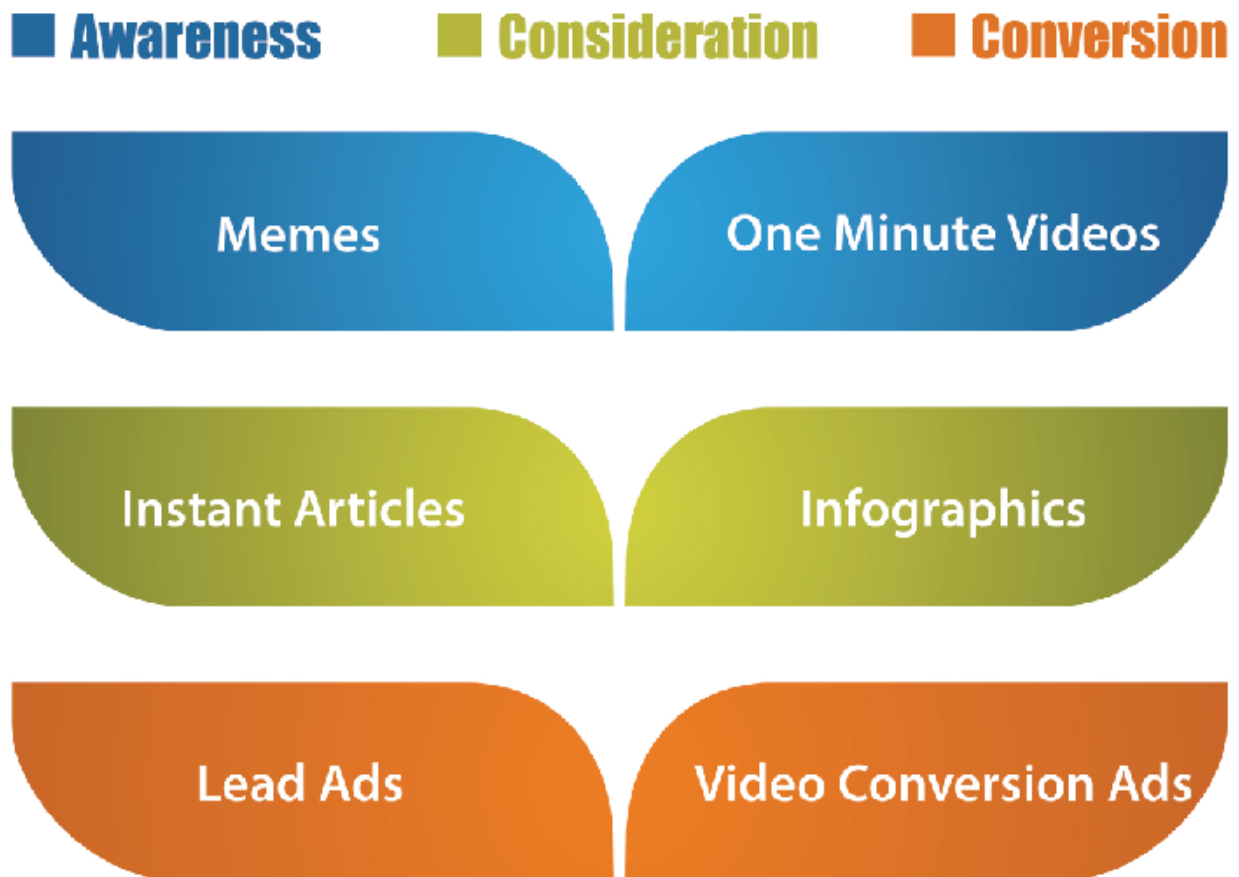
- ☐ Add your team.
- ☐ Get the Pages Manager App.
- ☐ Install 3 Wordpress plugins.
- ☐ Claim your URL.
- ☐ Create style templates.
- ☐ Create articles.
- ☐ Explore audience network options.

One Minute Videos

- ☐ Find your video subject.
- ☐ Find / shoot a still video.
- ☐ Edit in Photoshop to create a continuous loop of video.
- ☐ Export to a GIF File.

6 Types of Visual Content

The 6 types of visual content fit into the ACC funnel



[Engaging Visual Content](#)

How to Create Memes

Mememes are combinations of stock photos with stock quotes, often using famous images with famous quotes. Some people call these quote cards.

If you use your images and your quotes, you'll not likely drive high consideration; not high enough to be in the top 1% of News Feed items, but what is necessary to get sub-penny interactions.

Why would you use someone else's image with someone else's quote? Good question. At the top of the funnel, you're trying to drive a first touch and are usually building a brand from no base of awareness. So using something familiar that your audience agrees with, and is part of your brand values, drive a light first touch to show you have aligned values.

You should use memes sparingly, mainly to drive a few posts that get high consideration and then invite people to become your fans. When you have a new page that only has a handful of fans, your audience's default assumption is to distrust.

Also, make sure that you're targeting the audience that will actually engage and convert with you further down the funnel. We've seen many brands forget this step and drive thousands of super cheap garbage likes, then complain.

If you're already targeting the right people—not everyone in the United States or anyone that loves cats (unless you sell cat products)—the meme strategy is a good way to build a warm remarketing audience for more product specific content.

Remember that a meme is just one step in the funnel—one of many tactics you'll employ in your sequences. So don't spend more than 10% of your budget here—at the higher end when launching a brand and much less for maintenance.

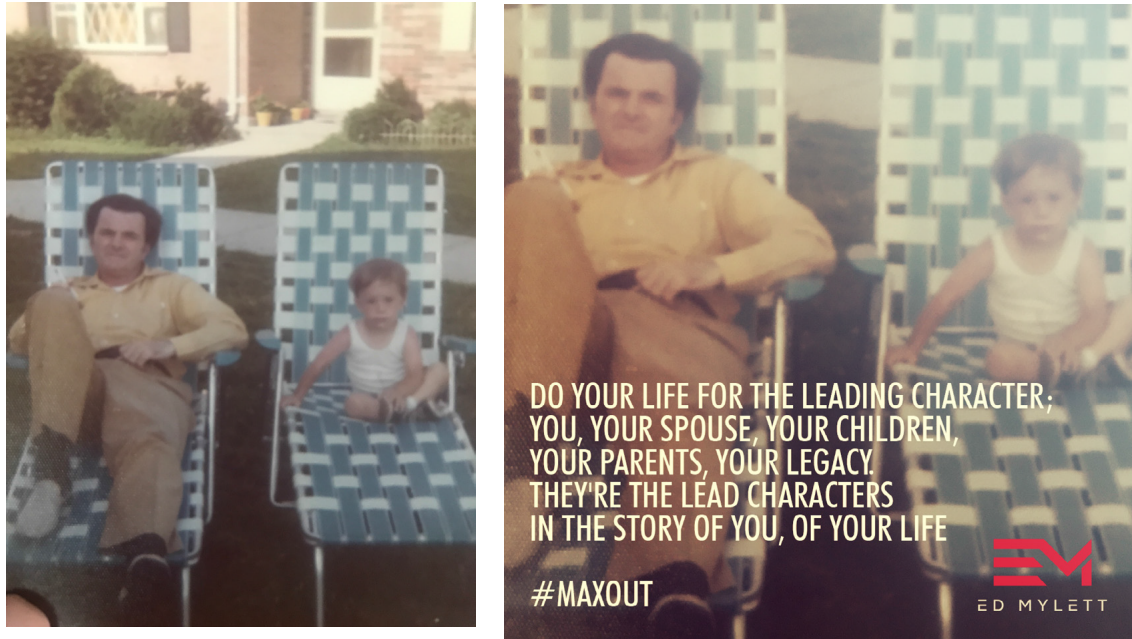
1. How to Create Memes

- ☐ 1a. Edit the stock image.
- ☐ 1b. Match the feel of the image with the quote.
- ☐ 1c. Use a type that is visually appealing.

1a. Edit the Stock Image

Mememes are primarily made from basic stock images and can be improved through color correction, cropping, and other editing.

In this example, the original was much too dark. By upping the brightness and contrast, color was brought back into the photo.



The original image (on the left), and the meme we designed with it (right).

There are a few good apps that make this work simple such as Canva (desktop) and WordSwag (mobile).

1b. Match the Feel of the Image with the Quote

Choose an image that fits the quote, so the picture compliments the text and doesn't distract from the main message of the meme. Here, the image represents a person's life, a vast unexplored area (the plain), and the ambiguity of a person's future (the cloudy sky). The image adds to the quote which refers to a revelation a person might experience in their life about the day they were born, and the present day.



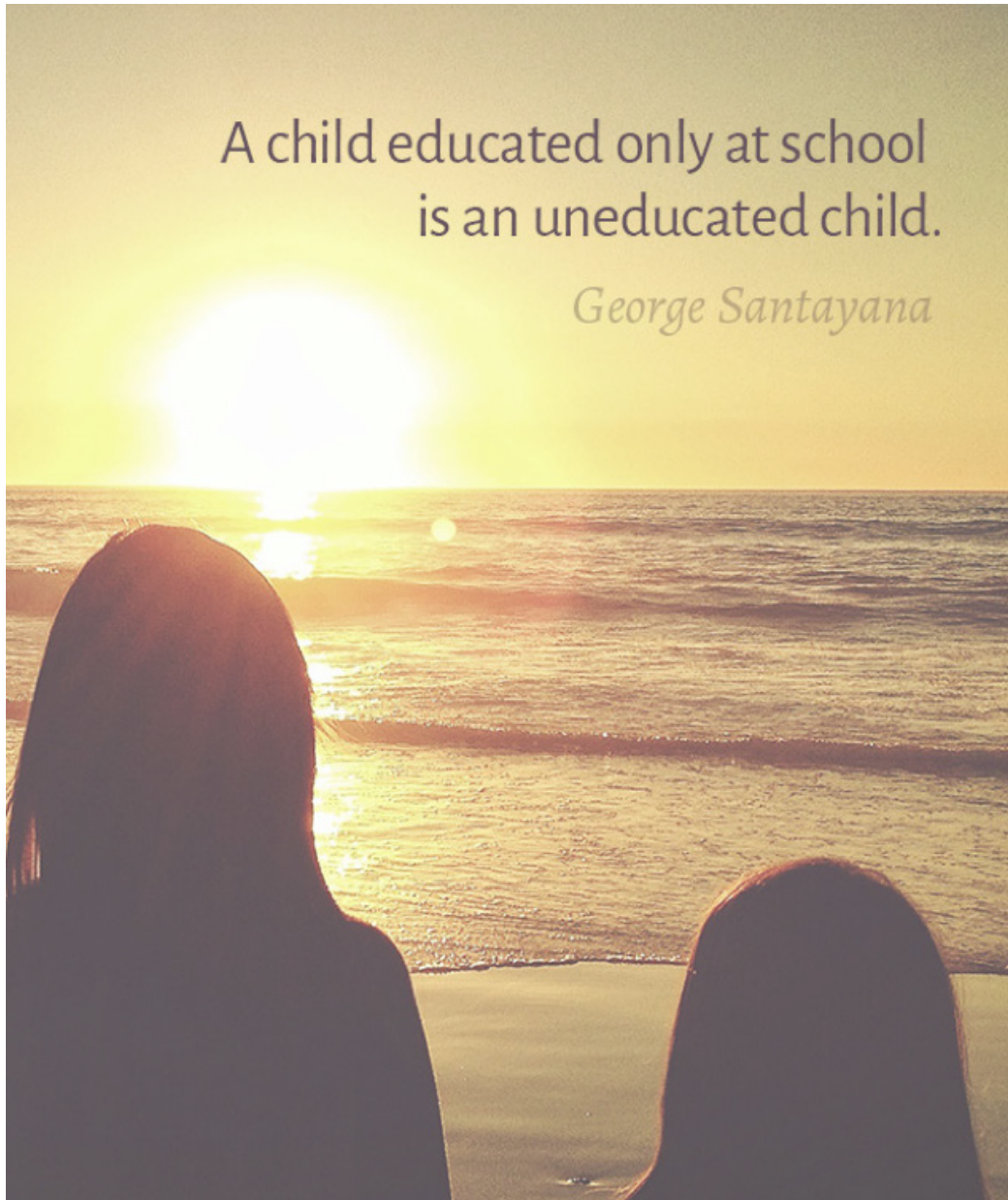


This connection isn't obvious to the average Joe, but that is the point. The image should serve the same purpose an ambient soundtrack would serve in a romantic movie. It sets the tone and helps get the point across to the viewer.

1c. Make Sure the Type is Visually Appealing

The most important aspect of text in a meme is legibility. Things that can create illegibility:

- Text is too small.
- Light text against a light meme or dark on dark.
- Blurriness (not a high enough resolution).
- Color clash of text with meme.



A child educated only at school
is an uneducated child.

George Santayana



I THINK THE KEY TO BEING GREAT IN BUSINESS,
IS BEING THAT PERSON IN OTHER PEOPLE'S LIVES.
#MAXOUT

EM
ED MYLETT

This quote is perfectly legible. It sits flush right, to contrast the taller girl on the left, and it doesn't run into the sun. Both the quote and author's typeface nicely bounce off each other, giving the viewer a much needed ease of reading, and even an appreciation for the simplicity of the image or beauty of the quote.

2. 20% Text Rule on Facebook

What Was the 20% Text Rule?

Until recently (read: very recently), Facebook had a rule stating that text couldn't make up more than 20% of the image of your Facebook Ad. This was a strict rule, and they would reject ads because of it. They even had a grid tool where you could see exactly how much of the image your text took up, to save you the trouble of having it rejected multiple times.

*I received a warning about text in my ad image.
What can I do?*

If you received a warning about text in your ad's image on facebook, your ad image likely includes more than 20% text (including logos and slogans). To keep ads as high quality and engaging as possible, our general Advertising Policies state that ads may not include more than 20% text in the image.

Before you edit and resubmit your ad, we recommend reviewing Facebook's 20% text policy and/or checking your ad with the grid tool. Keep in mind if your ad is a boosted post, you'll have to delete and repost it to be boosted.

These were Facebook's old guidelines and strict 20% text rule.

While most businesses didn't seem to mind it, aside from the annoyance of having to edit an already-created image, some had more of a struggle with it. Some businesses would feature images of a product that had text on the actual product (like a shirt or coffee mug with text on it), and some had a hard time showcasing their product and still meeting the 20% text image overlay rule. They'll likely be happy with the new changes..

What's Changed

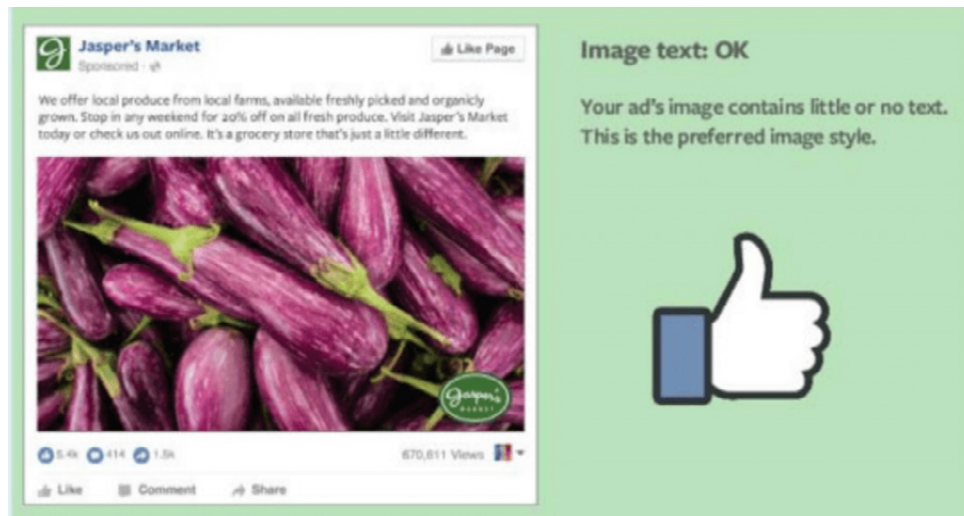
Facebook just made changes to the 20% rule, without even alerting advertisers. The grid tool (which I admittedly really loved because it was so helpful) is now gone—you can't use it even if you wanted to. Instead, we've got a more vague guideline about recommended text overlay, which is, unfortunately, a little more complicated.

The help page that explains it all seems to be available only to a small number of users. Thanks to an article on Search Influence by Michelle Boyd, we were able to see what it looks like.

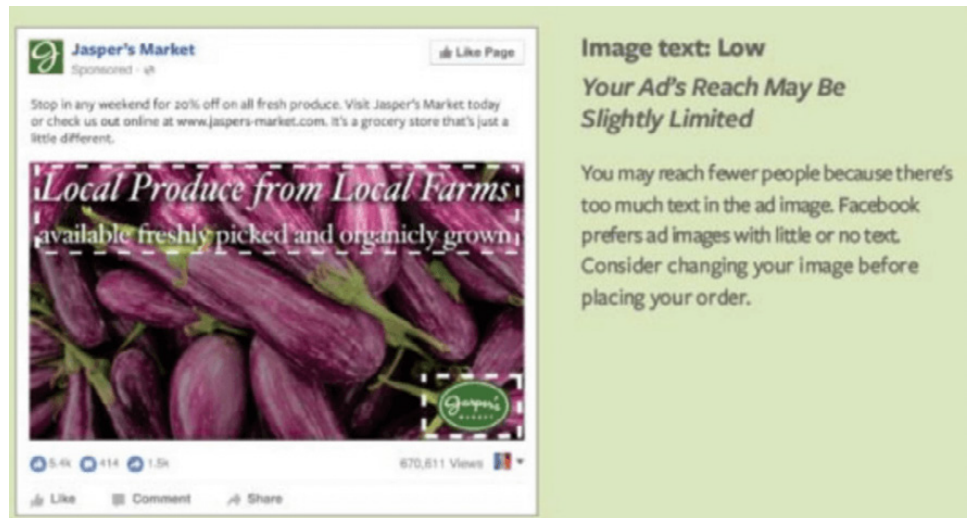
Now, instead of having a “yes or no,” your ad’s image will fit into one of four different classifications ranking the amount of text overlay. These are:

- Ok
- Low (which is actually higher than Ok)
- Medium
- High

Images with text classification OK have minimal text—think a company logo and not much else.



Images that have been classified as low might have a slightly restricted reach.



As you could imagine, images with medium text have a limited reach, and images with high levels of text might not even be displayed.

High Text

These ads are considered to have too much text. These ads will likely not deliver.



An example of images with too much text that likely won't even be displayed. Keep in mind, all of the following counts as text on your image:

- Numbers
- Text-based logos, regardless of alignment or size
- Watermarks, even if they're mandatory to use

Fortunately, there are exceptions to the rule. These are the exceptions, and these examples of text do not count against you:

- Infographics
- Book and album covers

- Product images, when the entire product can be seen
- Posters for movies, music festivals, sporting events, and comedy shows
- Legal Text
- App screenshots
- Cartoon and comic strips
- Text-based business calligraphy

What It Means for Us

To me, there's a distinct advantage and a distinct disadvantage with the new rule.

The good: Facebook advertisers and businesses are technically not limited (or at least not as limited) to the text on their images anymore. You could always have less text, but now you can add just a bit more if it's needed. There's wiggle room, and any time you have more freedom over your images, the happier you'll be, and the more options you have when creating, which is always good.

The bad: While there's seemingly more wiggle room with the rule's update, the rule itself is a little vague. Though you can technically add more text than before, it may not do you much good, as your reach could be limited (and in extreme cases, not even be displayed altogether). Facebook also still seems to prioritize text with almost no text.

While the official and strict 20% rule has been dropped, giving us more freedom, Facebook is still prioritizing images with less text, and may punish those with too much text." So we've got a change, but ultimately not a huge one, which should offer comfort to those who get tired trying to keep up with all the new Facebook updates. - Ad espresso

Organizing Quotes

Create a Google document for all the quotes that you have.

BOLD = USED

ITALIC + BOLD = USED TWICE

ORANGE = Test Again (make sure to add a date for when to test)

EVERGREEN = Add into base - Good for remakes on templated version

RED = Quote Doesn't resonate with audience (This takes multiple test cycles)

Education is not the filling of a pail, but the lighting of a re. - W.B. Yeats

Education is not the learning of facts but the training of the mind to think. - Albert Einstein

Intelligence plus character - that is the goal of true education. - Dr. Martin Luther King, JR.

Children must be taught how to think, not what to think. - Margaret Mead

An investment in knowledge always pays the best interest. - Benjamin Franklin

Education is the movement from darkness to light. - Allan Bloom

The whole purpose of education is to turn mirrors into windows. - Sydney J. Harris

A child without education is like a bird without wings. - Tibetan proverb

The beautiful thing about learning is that no one can take it away from you. - B.B. King

Education is the most powerful weapon we can use to change the world. - Nelson Mandela

Education is not preparation for life. Education is life itself. - John Dewey

Education is our passport for the future, for tomorrow belongs to the people who prepare for it today. - Malcolm X

The principle goal of education is to create men and women who are capable of doing new things, not simply

Have at least 20 pages worth of quotes before you start designing images. This allows you to do some bulk designing, then worry about finding more quotes later.

We like to use ve labels with this document.

Bold = Used once

Italic + Bold = Used twice

Orange = Test Again//Add date for next test. Set up a reminder.

Green = Quality Quote. Perfect for remakes on templates.

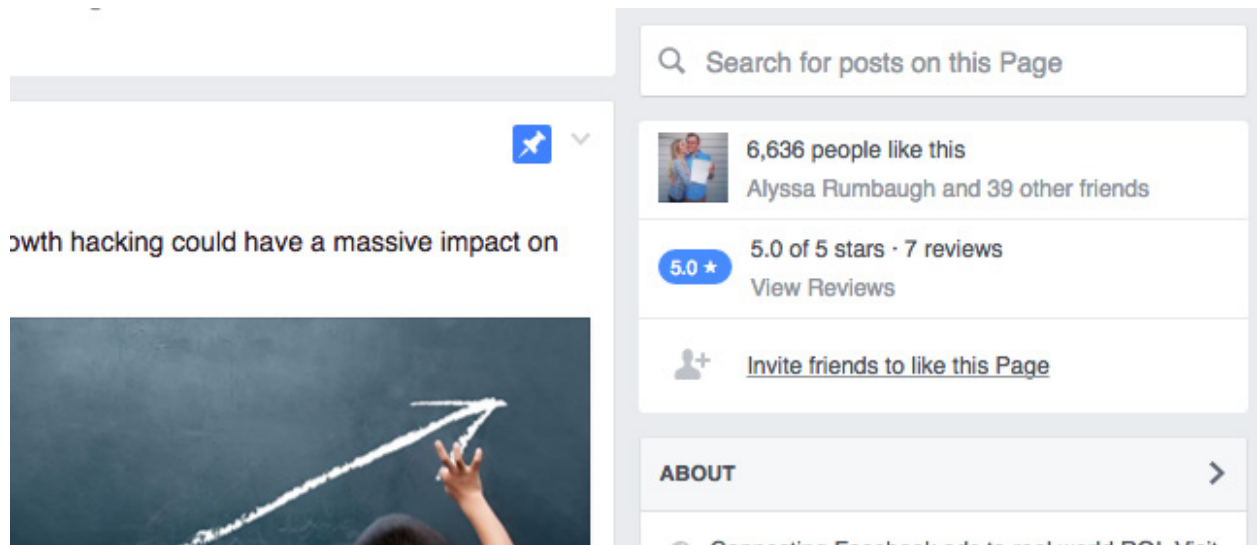
Red = Quote doesn't resonate. This takes multiple testing cycles.

After using all 20 pages worth of quotes twice, you will need a fresh batch of new quotes. If not, you can start going back to recreate what you have already used again. The majority of the time, people do not realize they have already used a certain quote.

Making a document like this helps keep track of what has been used, along with when it can be used again. Using a calendar to determine when to take certain actions is beneficial as well. Trying to remember all of this would be very difficult. We like to be intentional about every detail, to squeeze as much juice out of the content as possible.

Utilizing Personal Invites

Personal invites have shown to be a more effective way to grow your brand on Facebook.



When you're on the Facebook fan page that you want to invite all your friends to, you hit "suggest to friends" under your profile picture and select the friends you want to invite. A personal invite with a personal message will give more meaning than to run like ads.

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