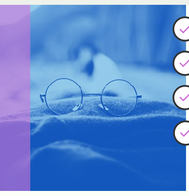
10 VISUAL MARKETING STATISTICS for 2017

Hundreds of online marketers were surveyed and asked to share how visuals influenced their marketing strategy in 2016, and what their plans are for 2017.

Here is what was learned:

1 WHEN ASKED WHAT PERCENTAGE OF CONTENT PUBLISHED CONTAINED VISUALS, MARKETERS SAID:



- 40.5% of marketers stated that 91-100% of the content they published in 2015 contained visuals.
- In 2016 that number rose to 53%.
- From 2015 to 2016, use of visual content by marketers increase by 130% overall
- Over 90% of marketers mentioned using visual content in more than 50% of the articles they wrote.

2 WHEN ASKED WHAT KIND OF VISUALS WERE MOST FREQUENTLY PRODUCED:

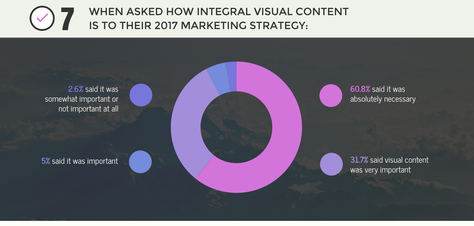
3 WHEN ASKED WHICH TYPES OF VISUALS HAD THE HIGHEST ENGAGEMENT:

4 WHEN ASKED HOW MUCH TIME WAS SPENT ON MAKING VISUALS EACH WEEK:

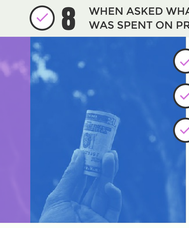
5 WHEN ASKED WHAT METHODS WERE USED FOR PRODUCING VISUAL CONTENT:

6 THE BIGGEST STRUGGLE MARKETERS FACE WHEN CREATING ENGAGING VISUALS:

7 WHEN ASKED HOW INTEGRAL VISUAL CONTENT IS TO THEIR 2017 MARKETING STRATEGY:

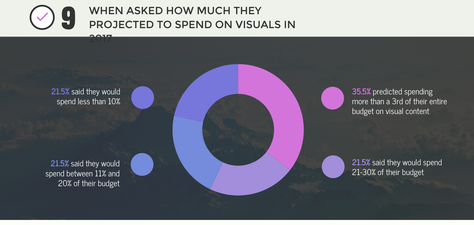


8 WHEN ASKED WHAT PERCENTAGE OF THEIR BUDGET WAS SPENT ON PRODUCING VISUAL CONTENT IN 2016:



- 31.6% said they spent less than 10% of their budget
- 25.3% said between 11 and 20% of their budget
- Only 1.3% of marketers spent 91-100% of their budget on producing visuals

9 WHEN ASKED HOW MUCH THEY PROJECTED TO SPEND ON VISUALS IN 2017



Overall predictions for 2017:

Marketers foresee an increased value in the use of visual content within a company's marketing strategy. To get a head start on your visual content for 2017, visit www.wencelworldwide.com and start making infographics that people love.