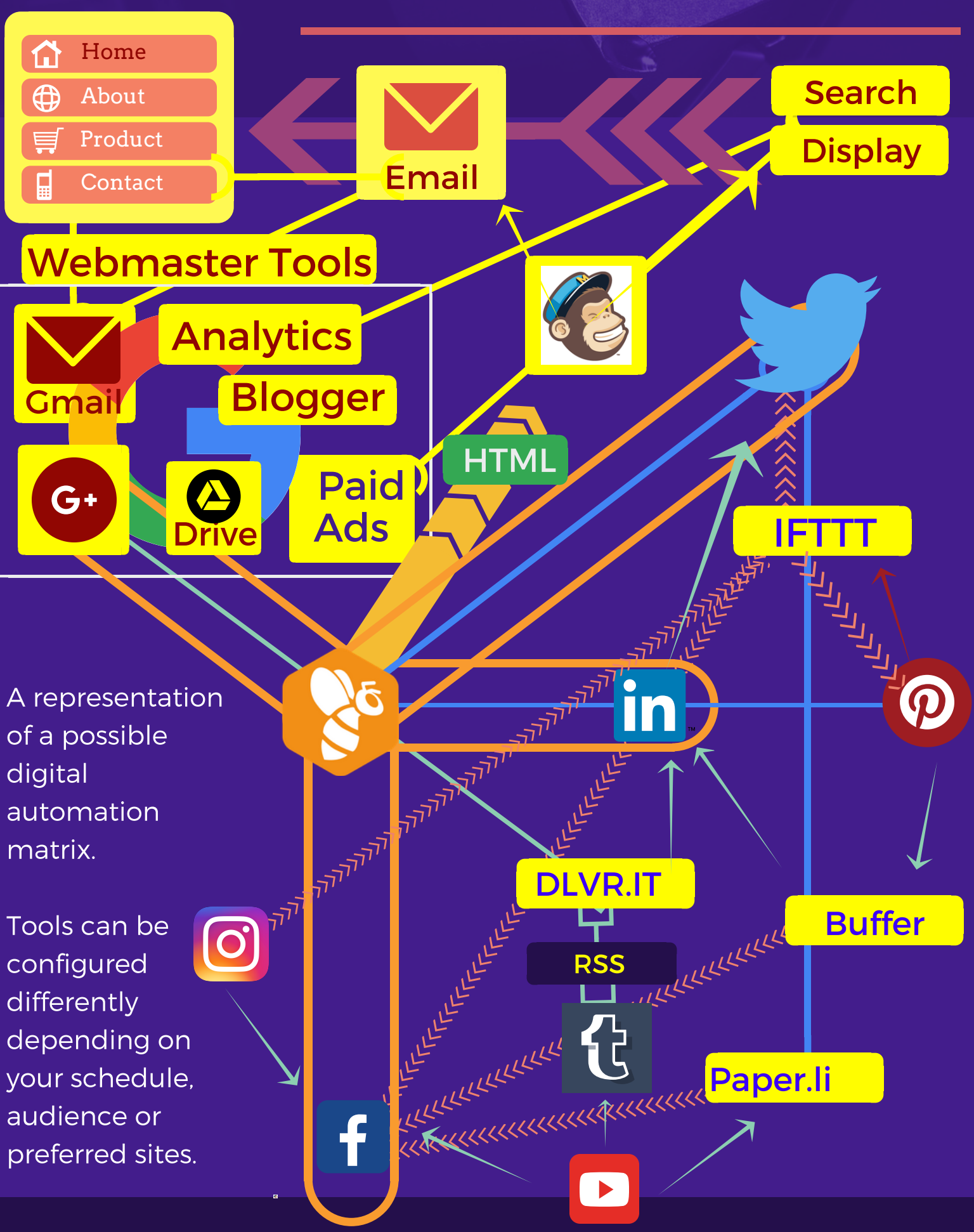
DIGITAL AUTOMATION PROCESS MAP

Build a digital marketing machine



A representation of a possible digital automation matrix.

Tools can be configured differently depending on your schedule, audience or preferred sites.

SOCIAL MEDIA STATS

On Instagram, photos showing faces get 38% more Likes than photos not showing faces

Tweets with images receive 150% more retweets than tweets without images

57% of teens use Instagram, and nearly as many (**41%**) use Snapchat.

Both video and infographics have become powerful tools for brands looking to communicate more easily with their audience.

Facebook posts with images see 2.3X more engagement than those without images.

34 PERCENT

of marketers selected visual assets as their most important content

46 PERCENT

of marketers say photography is critical to their marketing and storytelling strategies.

73 PERCENT

of content creators plan to prioritise creating more content in 2017

http://blog.hubspot.com/marketing/visual-content-marketing-strategy