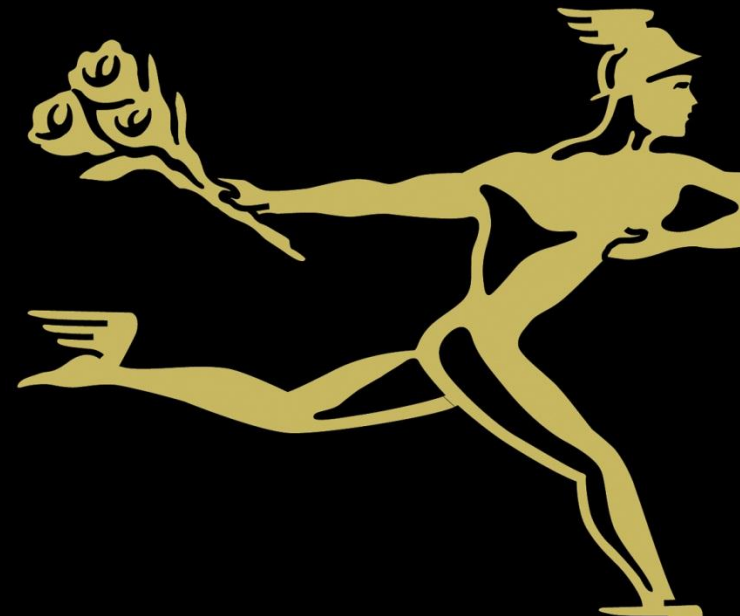


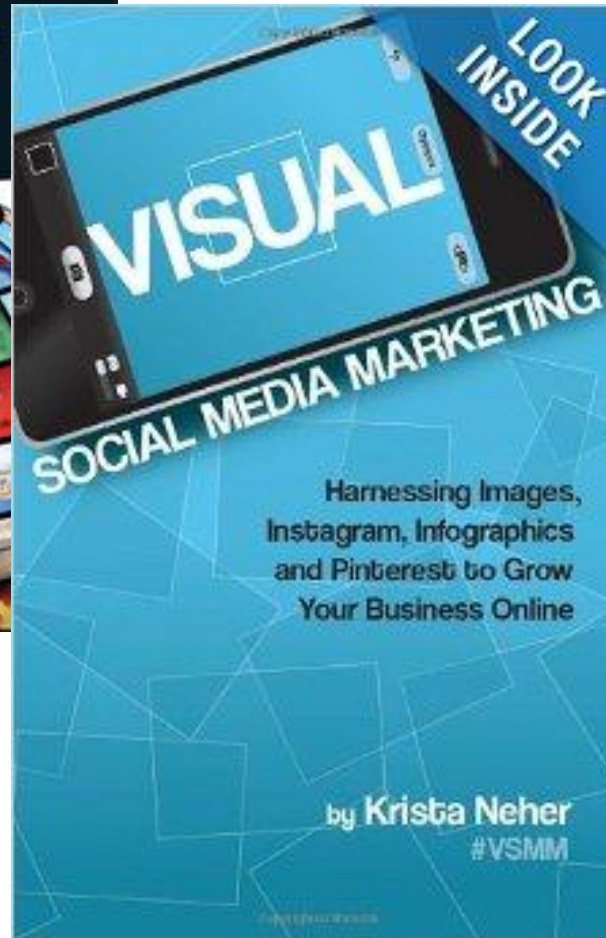
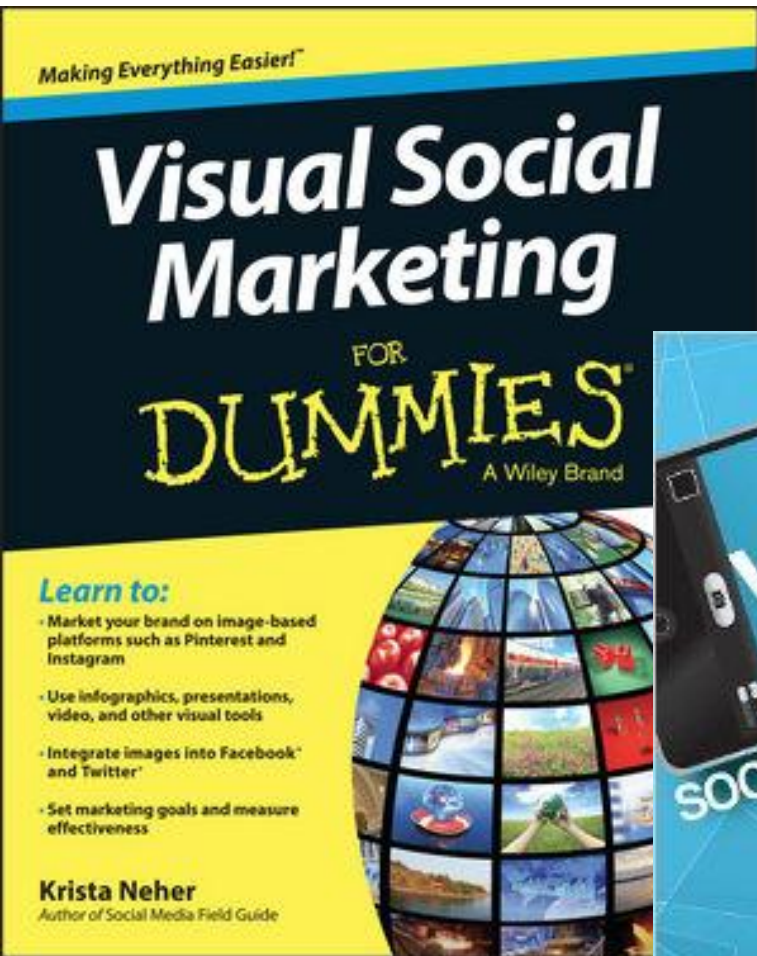
Results-Driven Visual Social Media Marketing

Krista Neher

April 1, 2014



Visual Social Media Marketing



Krista Neher

CEO

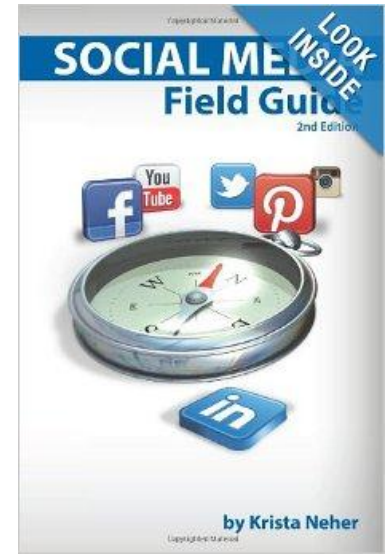
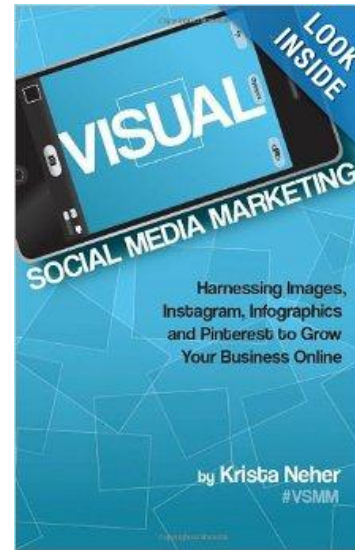
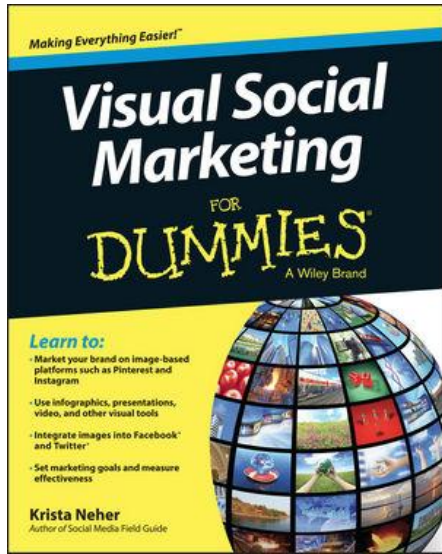
Boot Camp Digital

@kristaneher

@BootCampDigital

#BCDLive

About Me.....





Your Brain
Processes Images
60,000 times
faster than text





Start with your site



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Customer Service

Find a Store



Coffee

Beans Blends Brewing

Menu

Drinks Food Nutrition

Coffeehouse

Music Wi-Fi Community

Responsibility

Values Goals Progress

Card

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Celebrate great coffee at home.

Get 25% off select coffee, drinkware, and brewing accessories now through April 7.

At participating stores.



The new app for iPhone is here



Our Barista Promise



New Breakfast Sandwiches

Browse online or visit a store. The Verismo® System 580 machine, tea, City mugs and Starbucks Reserve® coffees are not included. Limited to stock on hand.



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Salted Caramel Cake Pop

Chocolate cake mixed with caramel and chocolate buttercream icing, finished with a milk chocolate coating, caramel drizzle and sea salt.

Nutrition Facts Per Serving (46 g)

Calories 180

Calories from Fat 70

% Daily Value*

Total Fat 8g

12%

Saturated Fat 5g

25%

Trans Fat 0g

Cholesterol 10mg

3%

Sodium 110mg

5%

Total Carbohydrate 25g

9%

Dietary Fiber 0g

0%

Sugars 20g

Protein 2g

Vitamin A 0%



Vitamin C 0%



Calcium 6%



Iron 8%

Caffeine 0mg**

*Percent Daily Values are based on a 2,000 calorie diet.

**Each caffeine value is an approximate value.

Allergy Information

Contains: Milk, Egg, Soy, Whe

Fat - 10g or less

Sodium - 600mg or less

Nutrition information is calculated with data provided by the supplier who manufacture food and beverage items for Starbucks Coffee Company. Variations may exist due to periodic changes in

 Update Status  Add Photos/Video

I just got an amazing arrangement from

<http://www.robinwoodflowers.com/>



**Locally-owned Cincinnati Florist Robin Wood Flowers ::
Unique Luxury Floral Arrangements &...**



www.robinwoodflowers.com

With luxury and elegance or sophisticated style, our fresh floral arrangements celebrate the romance of your wedding day.


IN WOOD FLO



1 of 1 Choose a Thumbnail

No Thumbnail



 Cincinnati



 Public ▼

Post

 Update Status  Add Photos/Video


Just picked up flowers from
<http://www.jonestheflorist.com/>

Cincinnati Florist :: Jones the Florist in Cincinnati Flower Shop


www.jonestheflorist.com

Cincinnati premier florist since 1865, with the tristate's largest selection of fresh flowers, green & blooming plants, and gift baskets. Twice daily delivery everywhere in greater Cincinnati, OH and Northern Kentucky. Express 2 hour delivery available. Jones the Florist guarantees absolute satisfac...



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Check out the flowers at

<http://www.glendalefloristglendale.com/>



Cincinnati Florists - Flowers in Cincinnati OH - Glendale Florist ✕

www.glendalefloristglendale.com


Order flowers online with Same Day Delivery from Glendale Florist. Fresh flowers and hand delivered right to your door. Experience the Teleflora difference!




3 of 8 Choose a Thumbnail

No Thumbnail



 Cincinnati



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Post

What they tell you it looks like....



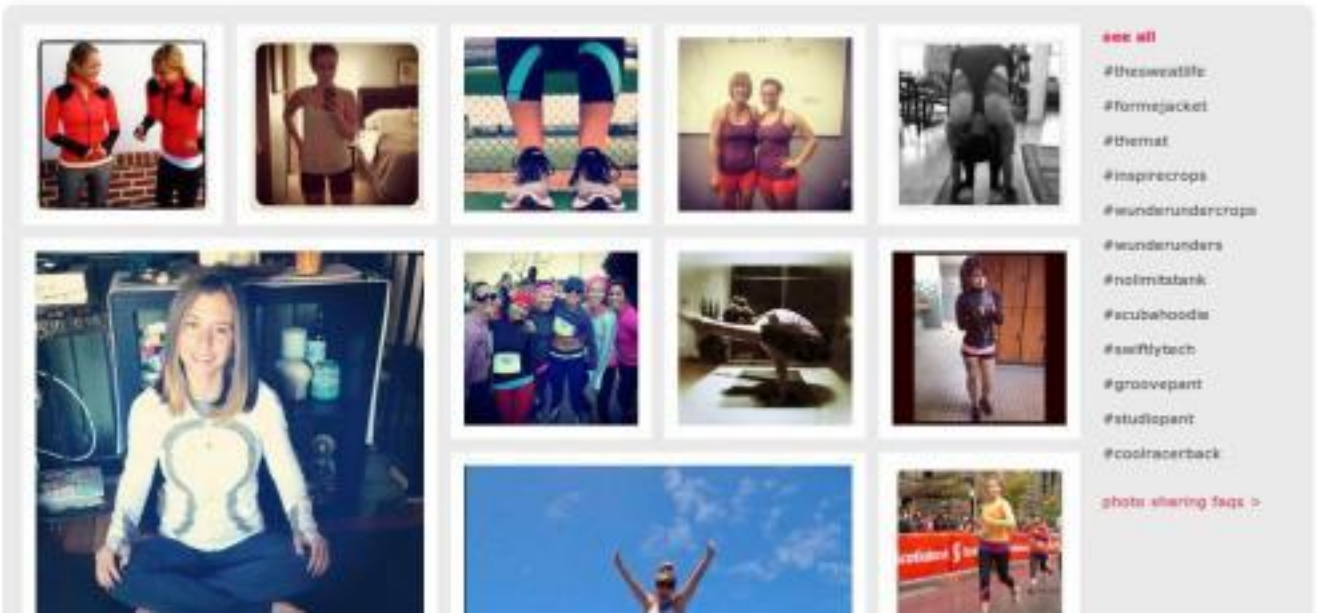
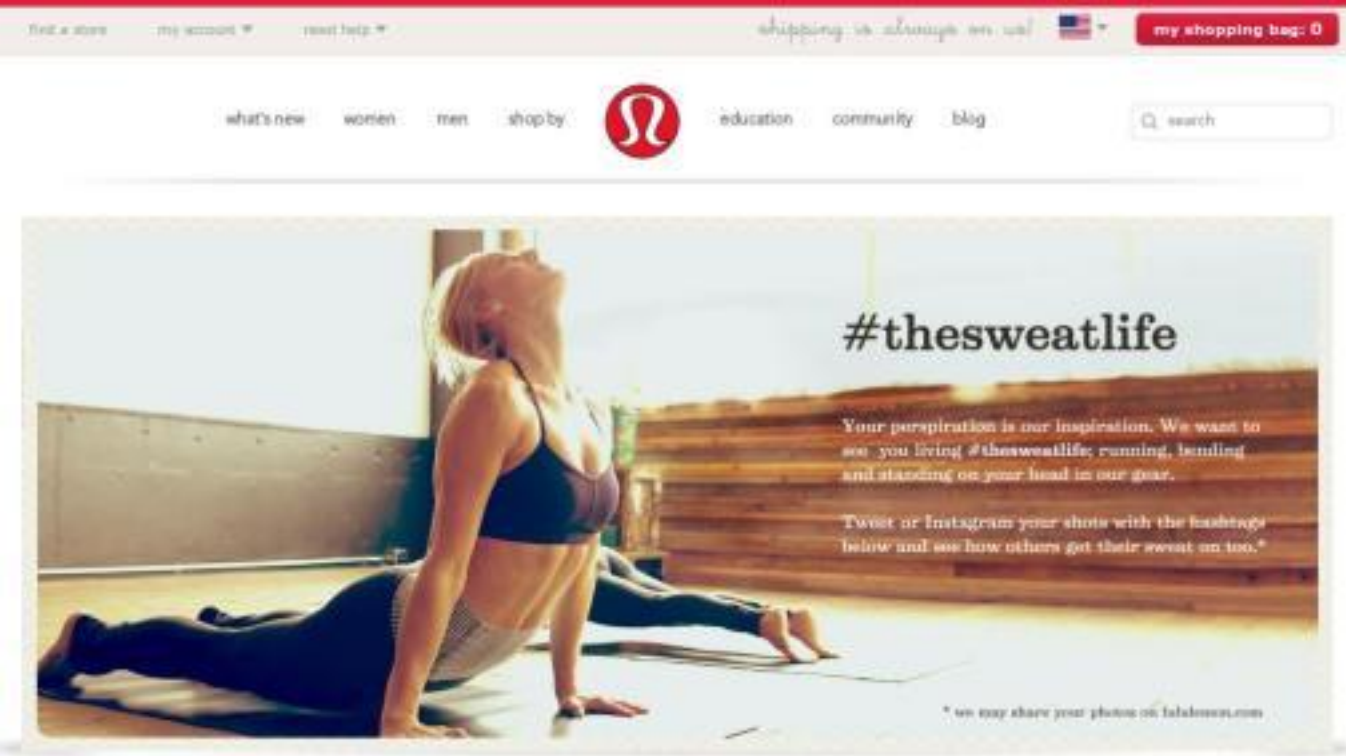
i'm lovin' it[®]

What it actually looks like....



**5% - 7%
increase in
conversion
rates**

**After
interacting
with real
persons
photos 2x -
3x higher
conversion**



Get in the habit of taking pictures



**Ask your
customers to
take pictures**





Jones the Florist

Photos

Add Video



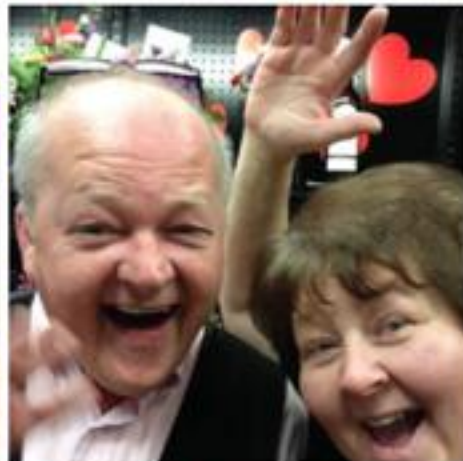
Photos of Jones the Florist



Photos



Albums





Briarwood Florist

Briarwood Florist PH. 1-540-672-6800 FX. 1-540-672-6806
briarwoodfloristweddings.blogspot.com

307 N. Madison Rd. Histori... · shopbriarwood.net · ·

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Maybelle Imasa-Stukuls



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44 Boards

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Flowers by Briarwood Florist



236 Pins



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For the Belly



903 Pins



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For the Season



1,057 Pins



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Lady Greensleaves



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The Enchanted Florist



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CJ's Off the Square | Garde...

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445 Likes

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Best of the Enchanted Florist



45 Pins



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Wedding Flowers: Bright and ...



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Wedding Flowers: Rustic Co...



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13 Pins



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34 Pins



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Wedding Flowers: Fall Weddi...



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📍 Orlando, Florida · www.fairbanksflorist.net 📧 - 🐦 - 📘

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"I Do" Inspiration

I dreamed of a wedding of elaborate elegance. A church filled with family and friends. I asked him



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To have and to hold! Romanti...



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- Paleo



from The Wedding Chicks
Green Wedding Flowers

Green flowers. Pretty cool... they have a guide explaining what's what so you can be really specific with your florist.

📌 207 ❤️ 31

 Katherine Gaker Ruesmelle wedding things.



from Ruffled
Pretty Pastels + Dahlias

Pretty Pastels + Dahlias | Photographer: Jaclyn Davis / Event Stylist: Flora Bond / Florist: Lemon Blossom Designs

📌 943 ❤️ 205

 Ez Pudewa Floral Fancies



This arrangement took a lot of time!! The weaving of the grasses, etc...but what a gorgeous arrangement!

📌 33 ❤️ 4

 Amazing Petals Florist AMAZING Arrangements



roses dec
📌 19 ❤️ 6

 rosanna Georgiou wedding plans



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bride bouquet

32 1

 Elizabeth Hall
spring wedding



bridesmaid bouquet

32 11 3

 Elizabeth Hall
spring wedding



T198-1A

 Leah Christine
Wedding Brainstorming



Style and Gr

 Victoria
Wedding

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Calla Lilies
Austin Flower Market
Whimsical Wildflowers



The FTD® Astonishing™ Luxury Mixed Bouquet by Vera Wang - 31 Stems - VASE INCLUDED
Ashley Farley
My Dream Wedding.



The FTD® Beauty and Grace™ Bouquet by Vera Wang - VASE INCLUDED
Ashley Farley
My Dream Wedding.



The FTD® Michigan State University Spartans® Rose Bouquet - 6 Stems - VASE INCLUDED
Valerie Thompson
[Gifts] to Purchase



The FTD® Michigan State University Spartans® Rose Bouquet - 6 Stems - VASE INCLUDED
Valerie Thompson
[Party] Del!



The FTD® Calla Lily Promise™ Bouquet
Geri Manzano
Flowers



The FTD® White on White™ Bouquet

academyfloristswi...



♥ 0 💬 0

nicolalapp



♥ 1 💬 0

bebennbenn



♥ 14 💬 0

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♥ 0 💬 0

aurafloalrdesign



♥ 0 💬 0

karman_n



♥ 4 💬 1

floristuae



♥ 56 💬 0

sienna_floratique



♥ 2 💬 2

botanystudio



♥ 11 💬 0

melissarivaflowers



♥ 5 💬 0

kirill_batura



♥ 8 💬 0

everyintricatedetail



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3,227 posts	19,290 followers	6,455 following
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March 2014






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372 posts	1,081 followers	106 following
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March 2014





January 2014



December 2013



November 2013





kristaneher

5 months ago

Great advice at @thecircuit_ event: fail fast & cheap, plan for mistakes, be scalable @hcbctr

ayewilling likes this.



joerobb

I see a typo ...



kristaneher

Want me to let him know?



kristaneher

5 months ago

More #entrepreneur #success tips: work hard, be vision driven and have unwavering confidence @thecircuit_ @hcbctr

thecincinnati34, kamilahbeltran, blair_davidson and 20 others like this.



Leave a comment



✓Fail Fast & Cheap

- You are going to fail A LOT, so do it as quickly and cheaply as you can.

✓Margin for Mistakes

- Since you are going to fail A LOT, you better be doing something that provides breathing room.

✓Scalable

- Since you are going to be pouring your heart and sole into your pursuit, it needs to be able to go somewhere.

✓Work Hard

- You do not have enough money or help. You will need to do more until you do.
- The more at bats, the more chances for a hit.

✓Vision Driven

- While you are working hard, make sure you are going somewhere.

✓Unwavering Confidence in Your Success

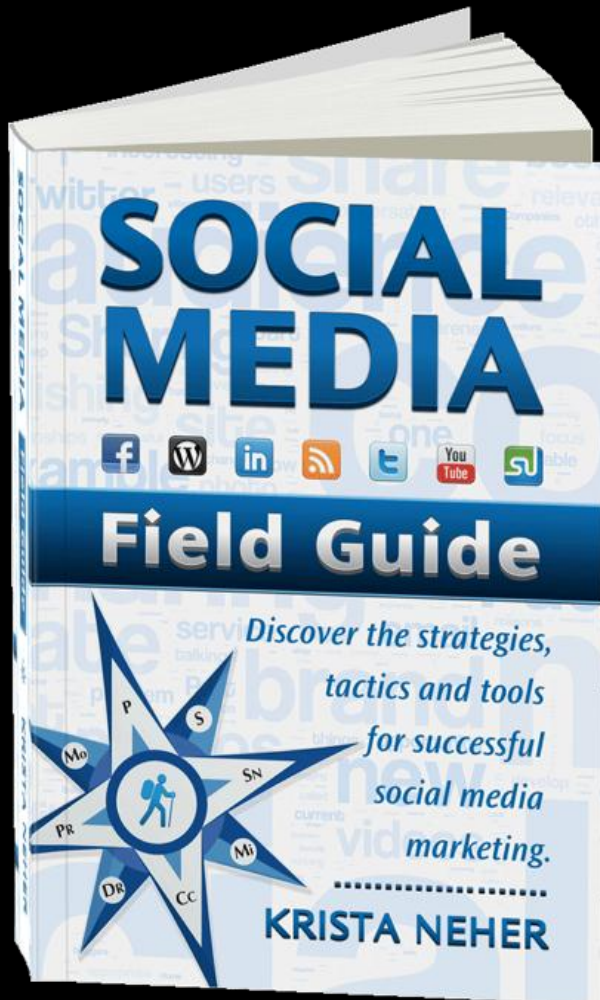
- You will succeed, it's just a matter of how soon.

Next Steps:

- ★ Audit your website
 - ★ Can images be found?
 - ★ Can you add user generated images?
 - ★ Do you have shots of products?
- ★ Audit your existing social networks
- ★ Consider image social networks:
 - ★ Pinterest
 - ★ Instagram

THANK YOU!!!!!!

Connect with me online!



Krista Neher

@kristaneher

Krista@bootcampdigital

513-702-7929

