

The software, printing, and graphic options are extremely flexible, as well as practical. Graphic designs are an integral part of your website and your role in a global market.

The global market is going to continue to be highly competitive and understanding the role of graphics will keep you ahead of your competition.

## **The Role of Graphics in Your Online Business**

If you are going to run an online business graphics are essential. Whatever type of business activities you are doing online, advertising, or running an online storefront, your business will be presented to countless international customers. Your online businesses success or failure is significantly influenced based on the graphics you choose to use on your website.

When you use professional graphics on your website your site look more professional, just as when you use low quality graphics it can have a negative effect. Rather than using blurry or other graphics that are simply not good, don't use any at all. Visitors will judge your website by the quality of the graphics whether you like it or not – it's just the way it is.

Save money elsewhere and keep your budget for quality graphics – it's worth every penny! If you look like an amateur you'll be treated like one – people are leery about dealing with amateur companies.

For a graphic to be most effective, it will clearly express your brand and the public will quickly come to associate that graphic with your company. Consider the famous McDonald's M, the Blackberry dots, or the Nike swoosh. Branding is as important to your business as working capital.

When branding is done right, there is no question about who the graphic belongs to. The value of that initial investment will carry you years into the future when done correctly. Your company will not reap the benefits immediately, but they will over time as that graphic becomes recognizable you will begin to enjoy the full value.

This applies in traditional business and it applies on your website business. Online there's tons of similar sites and so the sooner you are able to create brand recognition through graphic recognition (branding), so give this task the full attention it deserves.

The role of graphics expands even further. Graphics are a powerful tool in increasing sales. There are many studies that have been done showing how top quality graphics that are placed properly on the website and with the text appropriately placed will enjoy a significant increase in the length of time visitors remain on your site.

Graphics are very important to your online business. A graphic designer can be a very valuable person to have working on your website and most times worth the cost. If you aren't aware of the full benefits of high quality graphics on your website, it's a good idea to spend a little time reading more on just how your graphic choices can affect the success of your online business.

## Top Tips for Using Graphics for Your Business Publicity

If you are pitching your business, don't miss out on the opportunity the use of graphics offers you. It's an excellent tool in your business publicity. Often a high quality graphic or photo is the first thing that the reader sees. A picture serves as an anchor, which is why you will see photos or graphics associated with many top stories. In the world of journalism, a good photo can take your story from the back of a magazine to the front. Here are some top tips you should know about for using graphic for your business publicity.

- Graphs such as bar charts or pie charts help your reader better understand complex issues. Use them freely when they can add value to what you are saying or promoting.
- If you are including a photo of yourself should be above the shoulders and a good resolution. Don't be afraid to include your photo with reports, stories, as well as other advertising or marketing.
- Use exterior and interior photos of your business in media events and marketing campaigns. Consider using photos of people at work inside your business where applicable.
- Press releases for promotions, awards, new products, etc. should include a photo.
- Use graphics to create company and brand recognition
- Have graphics professionally designed for maximum value and begin to create association early on.
- Use photos that are relevant. For example, if you are a fitness trainer you might consider a photo that shows you in some type of fitness event.
- Stay away from graphics that are too big. While graphics are extremely valuable, that valuable can be undermined by using graphics that are too large.
- All images should be in a digital format so that all media and websites can have access.
- If you are involved in sponsoring events, make sure to take advantage of the photo opportunity that can benefit your business.

Graphics are a powerful tool for all businesses, yet surprisingly their value is often misunderstood, and still more often graphics are completely ignored. When graphics and photos are used in the right manner, they present an incredible amount of value to all businesses.

If you aren't sure how to get the most value from graphics and photos it's a good idea to speak with a professional who can guide you in the right direction and ensure you understand the does and don'ts of graphics and photos in your business publicity.

## How to Use Images to Tell Your Story

For the most part, business marketing involves graphic images. Today's world involves digital images. Images and graphics are key to telling your story. Business graphics are powerful tools that are sometimes overlooked.

You will need to decide where you will undertake graphic design projects on your own or hire a professional that has experience in working with graphics. Your images will enhance your story, whether that story, your advertisement, your press release, and any other written correspondence your company partakes in.

There are things that work and things that don't when it comes to images. Quality is important. Choose an image that is of good quality. Never use images that are unclear or that do not look professional. After all this is your company that's being reflected.

You should also not place an image just to place one. Too often, a business will grab an image just to place an image in their story. That's not a good idea. You want your graphic or photo images to be relevant. When you do this, you'll discover a much higher readability from the beginning to end of your story.

If you have a logo be sure to incorporate it into all your print material. Product and company branding are both important and can be easily achieved using graphics in your articles. Brand and company recognition can lead to an increase in revenue so learn how to get the most out of it.

Don't be afraid to incorporate relevant graphs and charts into your story. They can bring added value and interest. Just don't make them too complicated, as that will have the exact opposite effect.

Every business has all kinds of different print material including:

- Press releases
- Advertisements
- Business proposals
- Website content
- Newsletters
- Direct mail outs
- Brochures
- Business cards
- Forms
- Interview coverage

Each form of print will tell your story in a different way because each type of print has a different function and purpose. It's important to match your graphic usage appropriately and to learn how to make the most out of your images when you do incorporate them into your print material.

This isn't always as easy as one might think it is. Many times it's worth the money to have an expert in graphics design working with you to ensure you always enjoy maximum value for your efforts. Stay competitive with the proper use of graphics and images in your print material.