



**TheGredeCompany**

# 30-SECOND MARKETING TIP



## **Illustrating Your Advertisement**

A picture is indeed worth a thousand words.

That's because we learn a vast majority of what we know with our eyes.

Facts presented to the eye and ear are 68 percent better remembered than facts presented to the ear alone.

So using photos or drawings in your ads will make them better read, better remembered.

Try to use an illustration that demonstrates the primary benefit you are trying to convey.

The key to effective illustration: Keep it simple. Focus on one thing, one person, or one event. Crowds bewilder your readers.

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