

# Key Strategies of Visual Transmission in Social Media Marketing

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**Abstract.** With the popularity and rapid growth of social media, more and more enterprises begin to use social media platform for marketing and promotion. Social media platforms such as WeChat, Weibo and Tik Tok have billions of users. These users share information, exchange ideas and express emotions on the platform, which provides a huge marketing opportunities for enterprises. Visual transmission is a vital part of social media marketing, which can convey brand information through visual elements such as images, graphics, colors and typesetting, attract audience's attention and stimulate their interest. The existing research mainly focuses on brand logo design, creative design, color matching, image quality, video production and so on. This paper aims to study the key strategies of visual transmission in social media marketing, and explore the role and mechanism of visual transmission in social media marketing.

**Keywords:** Visual Transmission; Social Media; Marketing Strategy.

## 1. Introduction

With the continuous development and popularization of Internet technology, social media has become an indispensable part of people's lives. Social media platforms, such as WeChat, Weibo and Tik Tok, have billions of users, who share information, exchange ideas and express emotions on the platforms, providing enterprises with huge marketing opportunities [1]. At present, it has become a trend for enterprises to conduct marketing on social media platforms. Visual transmission is a vital part of social media marketing, which can convey brand information through visual elements such as images, graphics, colors and typesetting, attract audience's attention and stimulate their interest [2].

Visual transmission is a vital part of social media marketing, which can convey brand information through visual elements such as images, graphics, colors and typesetting, attract audience's attention and stimulate their interest. Social media marketing can not only help enterprises improve brand awareness and popularity, but also promote product sales and increase market share [3]. However, how to use visual transmission strategy in social media marketing is still a problem worth studying. The role and mechanism of visual transmission in social media marketing have been widely concerned and studied. However, there are still some shortcomings in the existing research, such as the lack of in-depth research on specific social media platforms and comprehensive analysis of visual transmission strategies [4]. This paper aims to study the key strategies of visual transmission in social media marketing, and explore the role and mechanism of visual transmission in social media marketing by reviewing and analyzing relevant literature and studying specific social media platforms.

## 2. The Application of Visual Transmission in Marketing

Visual transmission is a vital part of marketing strategy, which conveys brand information by using visual elements and design, attracts consumers and stimulates their desire to buy [5]. Visual transmission is widely used in marketing. This section discusses several main areas in detail: (1) Brand logo design. Brand identity is the core of visual transmission, it is a symbol of an enterprise or product, which can quickly convey the value and characteristics of the brand. A unique, concise and easy-to-remember brand logo can greatly improve brand awareness and recognition, thus promoting sales and enhancing brand value. (2) Product packaging design. Product packaging is the first link between consumers and brands. It not only protects products, but also plays an important role in attracting consumers and transmitting brand information. By using unique packaging design, the characteristics and advantages of products can be conveyed to consumers, and the attractiveness and

competitiveness of products can be improved. (3) Advertising creative design. Advertising is one of the most common forms of visual transmission in marketing. A good advertising idea can attract consumers' attention, stimulate their interest and guide them to take buying action. Advertising creative design needs to consider the target audience, brand characteristics and market environment to ensure the effectiveness and pertinence of advertising.

### **3. The Importance of Visual Transmission in Social Media Marketing**

Visual transmission plays a vital role in social media marketing. Social media platform has become an important channel for communication and interaction between enterprises and consumers [6]. Visual transmission plays a key role in social media marketing by using images, videos, colors and other elements to convey brand information to the audience in a more intuitive and vivid way.

#### **(1) Improve brand awareness and recognition.**

In social media marketing, visual transmission can improve brand awareness and recognition by creating a unique brand image and logo. A simple and unique brand logo can be quickly recognized and remembered by the audience, thus spreading quickly on social media and expanding the brand's influence. At the same time, by displaying the brand's unique visual elements on social media, the brand's impression in consumers' minds can be enhanced, and the brand's recognition and recognition can be improved.

#### **(2) Enhance the interaction and participation between brand and audience.**

Visual transmission can enhance the interaction and participation of brands and audiences through creative design and emotional expression. In social media marketing, enterprises can attract consumers' attention and participation by publishing interesting pictures, videos or carrying out interactive activities. For example, by making creative advertisements or posters, we can attract the attention of the audience and stimulate their interest and curiosity in the brand. In addition, through interactive activities on social media, such as voting and lottery, consumers' participation and loyalty to the brand can be enhanced.

#### **(3) Improve the efficiency and influence of information dissemination.**

Visual transmission can convey information through images, videos and other intuitive ways to improve the efficiency and influence of information dissemination. In social media marketing, enterprises can quickly attract the attention and forwarding of the audience by publishing exquisite product pictures and dynamic advertising videos. These intuitive ways of information dissemination can effectively expand the brand's influence and improve the brand's popularity and reputation. At the same time, through interaction and communication with the audience, we can deeply understand the needs and feedback of consumers and provide reference for enterprises to improve their products and services.

### **4. The Role of Visual Transmission Strategy in Social Media Marketing**

In social media marketing, visual transmission strategy can effectively improve brand awareness, attract audience's attention, and enhance the interaction and participation between brand and audience, thus achieving marketing goals. The role of visual transmission strategy in social media marketing will be discussed in detail below.

#### **(1) Creative design**

Creative design is one of the core strategies of visual transmission. In social media marketing, creative design can attract the audience's attention and convey the core value of the brand through unique images, graphics and creative typesetting. Creative design can not only improve the brand awareness and recognition, but also enhance the interaction and participation between the brand and the audience

[7]. For example, by making creative advertisements or posters, we can attract the attention of the audience and stimulate their interest and curiosity in the brand.

(2) Color matching

Color matching is one of the important strategies of visual transmission. In social media marketing, color matching can convey brand characteristics and emotions by using appropriate colors and tones. Different colors and tones can stimulate different emotional reactions, thus affecting the audience's cognition and attitude towards the brand. For example, a soft tone can convey a warm and comfortable feeling, while a bright tone can convey a feeling of vigor and vitality. By choosing proper color matching, the emotional connection and resonance between the brand and the audience can be enhanced.

(3) Image quality

Image quality is one of the key strategies of visual transmission. In social media marketing, image quality can enhance the audience's participation and interaction through high-definition and attractive pictures. High-quality pictures can convey the professionalism and high quality of the brand, but also attract the attention of the audience and improve the brand awareness. For example, by taking high-quality product pictures or making beautiful advertising videos, we can attract the attention and forwarding of the audience and improve the brand's visibility and influence.

(4) video production

Video production is one of the emerging strategies of visual transmission. In social media marketing, video production can attract audience's attention and improve brand interactivity through dynamic video content. Video content can be brand propaganda film, product introduction, user evaluation, etc. Through video production, the audience's cognition and trust in the brand can be enhanced. For example, by making interesting, vivid and creative brand promotion videos, you can quickly attract a lot of attention and forwarding on social media, and improve the brand's visibility and influence.

**5. Key Strategies for Visual Transmission in Social Media Marketing**

By using effective visual transmission strategies, enterprises can attract the audience's attention, stimulate their interest and guide their behavior on social media platforms, thus achieving marketing goals. The key strategies of visual transmission in social media marketing are shown in Table 1.

**Table 1.** Key strategies of visual transmission applied in social media marketing

Policy name	Purpose	Application method
Creative design strategy	Improve brand awareness and recognition.	Select unique images and graphics; Novel and unique typography.
Emotional expression strategy	Enhance the audience's trust and loyalty to the brand.	Choose warm and soft tones; Use relevant images and text.
Story narrative strategy	Guide the behavior of the audience.	Make videos and graphic content about brand stories and product features.
Interactive participation strategy	Enhance the interaction and participation between the brand and the audience.	Conduct voting, lottery and other activities; Make interactive games and question-and-answer sessions.
Consistency communication strategy	Improve brand consistency and recognition.	Choose a simple and easy-to-remember brand logo; Maintain the consistency of color matching and typesetting style.

(1) Creative design strategy

Creative design is one of the core strategies of visual transmission. In social media marketing, creative design can attract the attention of the audience through unique images, graphics and creative typesetting, and convey the core value of the brand [8]. Creative design can not only improve the brand recognition and recognition, but also enhance the interaction and participation between the brand and the audience. For example, making creative advertisements or posters can attract the attention of the audience and stimulate their interest and curiosity about the brand.

#### (2) Emotional expression strategies

Emotional expression is one of the important strategies of visual transmission. In social media marketing, emotional expression can convey brand emotions and values by using appropriate colors, images and words. Emotional expression can stimulate the audience's emotional resonance and identity, and enhance their trust and loyalty to the brand. For example, using warm and soft colors and images to convey the professionalism and high quality of the brand can enhance the trust and loyalty of the audience to the brand.

#### (3) Narrative strategies of stories

Story narration is one of the key strategies of visual transmission. In social media marketing, story narration can tell brand stories and product features through images, videos and words. Story narration can attract the audience's attention, stimulate their interest and guide their behavior. For example, making vivid and interesting story advertisements or short videos can attract the attention and forwarding of the audience and improve the brand's visibility and influence.

#### (4) Interactive participation strategy

Interactive participation is one of the emerging strategies of visual transmission. In social media marketing, interactive participation can attract audience participation and interaction by using interesting interactive forms, activities and games. Interactive participation can enhance the interaction and participation between brands and audiences, and improve brand awareness and loyalty. For example, voting, lottery and other activities can attract the participation and interaction of the audience and improve the brand's popularity and loyalty.

#### (5) Consistency communication strategy

Consistent communication is one of the basic strategies of visual transmission. In social media marketing, consistent communication can enhance brand recognition and recognition by maintaining the consistency of brand image, color matching and typesetting style. Consistency communication can effectively convey the core values and characteristics of the brand and improve the impression and loyalty of the brand in the hearts of the audience. For example, using the same brand identity, color matching and typesetting style on multiple social media platforms can enhance brand consistency and recognition.

## **6. Conclusion**

Visual transmission plays an important role in social media marketing. By using visual elements such as images and videos, the brand information can be conveyed to the audience in a more vivid and intuitive way, and the interaction and participation between the brand and the audience can be enhanced, and the efficiency and influence of information dissemination can be improved, so as to achieve the marketing goal. In social media marketing, visual transmission can interact with consumers through pictures, videos, live broadcasts and other forms to convey brand information and improve consumers' participation and loyalty. In a word, visual transmission strategy plays an important role in social media marketing. Enterprises should pay attention to the consistency and coherence of brand identity, creative design, color matching, image quality and video production in social media marketing. By maintaining the consistency and coherence of brand image, we can enhance brand awareness and recognition, and improve brand competitiveness and market share. By using effective visual transmission strategies, enterprises can attract the attention of the audience,

stimulate their interest and guide their behavior, thus achieving marketing goals. In the future, with the further growth of social media and the continuous updating of technology, visual transmission strategies will also be constantly innovated and developed, providing enterprises with more marketing opportunities and possibilities.

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