

# Course : Mastering image marketing

*Practical course - 2d - 14h00 - Ref. PIM*

**Price : 1360 € E.T.**

★★★★☆ 4,8 / 5

The growing use of visuals and images to communicate is establishing a new mode of expression through images. This training course will enable you to understand the levers of image and learn about its uses, rules and best practices.

## Teaching objectives

**At the end of the training, the participant will be able to:**

- ✓ Understanding the power of image to impact messages
- ✓ Knowing the uses and best practices in picture marketing
- ✓ Optimizing images and visuals in your communication
- ✓ Master the regulations governing the use of images and copyrights

## Intended audience

Marketing and communications managers, product managers, project managers and anyone involved in implementing an image-based communications strategy.

## Prerequisites

Basic knowledge of marketing and communications.

## Practical details

### Hands-on work

Theoretical input, discussion, collective reflection and feedback. Case studies and practical exercises.

## Course schedule

### PARTICIPANTS

Marketing and communications managers, product managers, project managers and anyone involved in implementing an image-based communications strategy.

### PREREQUISITES

Basic knowledge of marketing and communications.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

## 1 Understanding the evolution of visuals in communication

- The importance of visuals in society and communication: from "selfie" to brand communication...
- Social networks, the realm of images: Facebook, X (formerly Twitter), Pinterest, Instagram, Tumblr...
- The benefits of Picture Marketing.
- The use of images in other communication media.
- All photographers: smartphone practices and applications.

### Exercise

Mind-mapping: image perception, the cornerstone of communication strategy.

## 2 Talking in pictures

- Associating a word with an image has a double effect: meaning and appeal.
- Make it easier to memorize pictorial messages.
- Master the text-image relationship.
- Develop your ideas in images.
- Making numbers talk: the impact of infographics.
- Playing with concept effects: PowerPoint, Pecha Kucha.
- What to say with emoticons: the place of emotion.
- Adopt a creative posture to express yourself: association, analogy.

### Case study

Define image processing using creative techniques.

## 3 Optimizing photo quality

- What images for what communication?
- Identify and select images by their symbolism: color, visual...
- Choose the right formats and resolutions for your media.
- Work on framing.
- Know the specificities of visuals on the Internet.
- Know how to retouch your visuals.
- Use filters.
- Strive for consistency in the graphic charter.

### Exercise

Adopt an expert eye to optimize visuals.

## 4 Respect rights to use and share images

- Understand copyright legislation: image creation, retouching, use, sharing...
- Know the specificities of using visuals on the Internet.
- An overview of image banks and how they work.

### Exercise

In sub-groups, draw up a checklist of checks to be carried out before using an image.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@orsys.fr](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.

## 5 Measuring image marketing performance

- Set up assessment tools.
- Define sound indicators "Picture Marketing".
- Measure and adapt strategy according to defined objectives.

### Group discussion

ROI versus ROA.

## Dates and locations

### REMOTE CLASS

2026 : 15 June, 29 Oct.

### PARIS LA DÉFENSE

2026 : 15 June, 29 Oct.