

WHY **CONTROVERSY** IS GOOD FOR VISUAL MARKETING



**SWIPE
TO FIND
OUT**



Nadia Fernandez



The LinkedIn Carousel &
Website Designer
small businesses Rely On

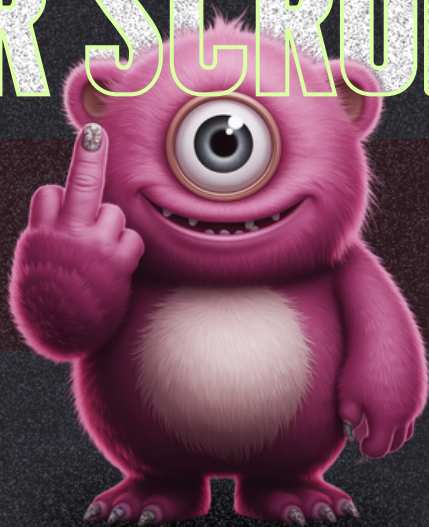


REPOST



**SAVE FOR
LATER**

I AM PRETTY SURE THAT ANY OF
THESE GUYS POPPING UP IN YOUR
FEED WOULD HAVE STOPPED
YOUR SCROLL...



Am I right?



IF YOUR
ANSWER IS
YES, SWIPE



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REPOST



SAVE FOR
LATER

CAN YOU GUESS WHY?



WHY DID YOU STOP SCROLLING?

- ✱ It's unexpected
- ✱ It's bold (maybe even shocking)
- ✱ It's different from 99% of the things you see on LinkedIn

That's the secret. IT BREAKS THE PATTERN.

This guy would've probably NOT stop your scroll... See any difference in his hand message compared to the previous ones?



SWIPE TO SEE WHY THIS WORKS



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SAVE FOR
LATER

WHY THIS WORKS IN MARKETING

PATTERN INTERRUPTS ARE PROVEN TO MAKE PEOPLE
STOP AND PAY ATTENTION.

- ✱ It sparks curiosity
- ✱ It triggers emotion
- ✱ It disrupts the ordinary



The reaction?
PEOPLE WANT TO TALK ABOUT IT.



**COOL! BUT I
WANT MORE
SWIPE**



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**SAVE FOR
LATER**

Ok, let's try this...

WILL YOU REMEMBER
THIS AD TOMORROW?

maxx savings
maxx style
maxx life



IF YOU
ANSWERED NO
KEEP SWIPING



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SAVE FOR
LATER

Let's be honest, if you answered
YES, you might just have a crush
on her...



maxx savings
maxx style
maxx life



JUST...
SWIPE
PLEASE



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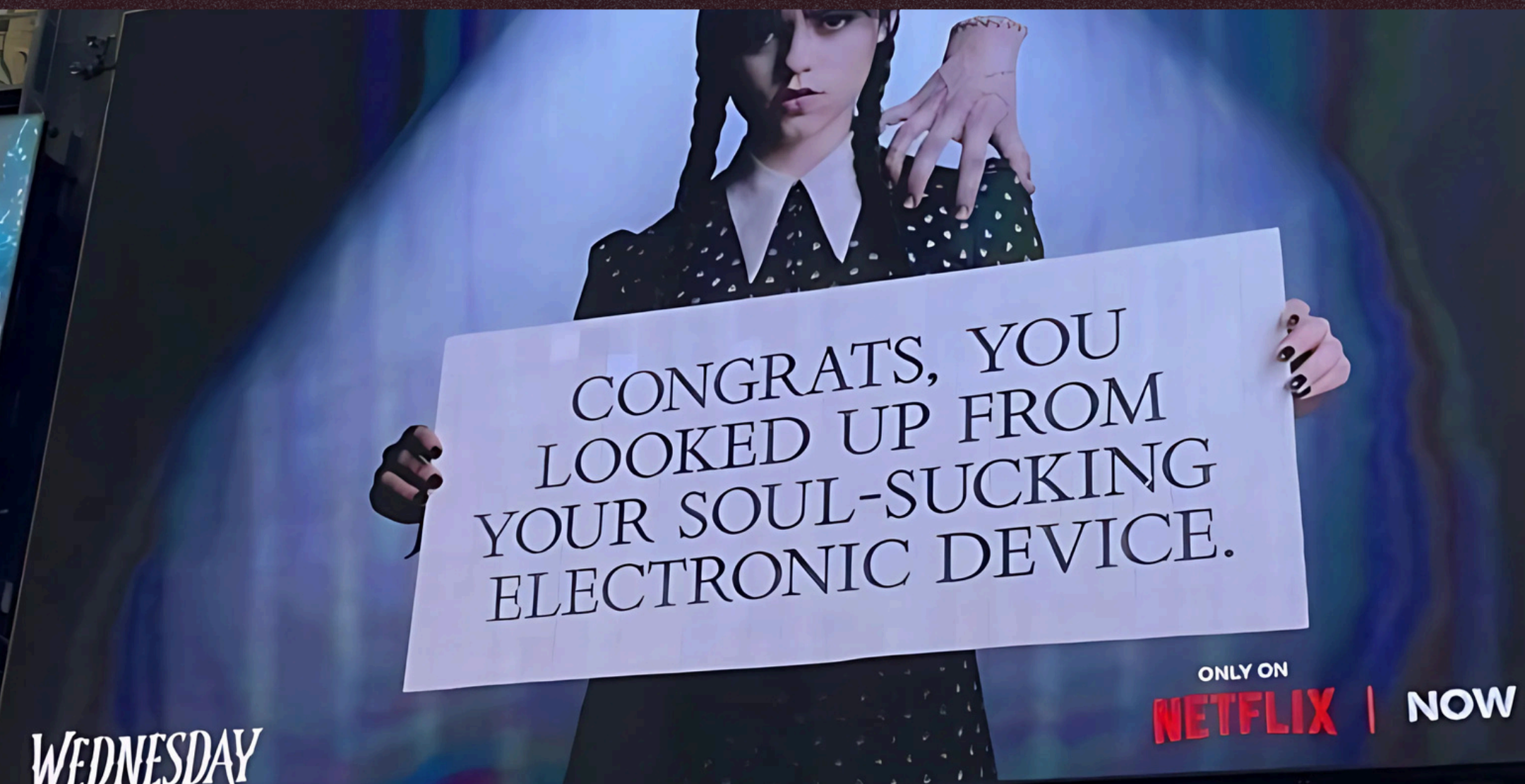
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SAVE FOR
LATER

So... Now that you know,
HOW YOU CAN YOU USE THIS?

You don't have to be shocking to be bold.



WEDNESDAY

ONLY ON
NETFLIX | NOW

**SWIPE TO SEE A FEW
WAYS TO BE
CONTROVERSIAL**



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**SAVE FOR
LATER**

HERE ARE SIMPLE WAYS TO BE CONTROVERSIAL:

- ✱ Take a stance on industry issues
- ✱ Challenge a popular belief
- ✱ Use visuals that aren't "safe" ✓

The goal?
TO MAKE PEOPLE PAUSE...
AND THINK.



Wait, turtles can fly?
-Nahh! This must be AI...

YES, YOU
GUESSED IT!
SWIPE



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SAVE FOR
LATER

If your visuals don't make people stop,
look again, and think... you're not just
missing engagement, you're

**MISSING AN OPPORTUNITY TO BE
REMEMBERED.**

Make sure your visuals make
people:

Stop ✱

Look again ✱

Question it ✱

Talk about it ✱

**LAST TIME,
I PROMISE
SWIPE**



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**SAVE FOR
LATER**



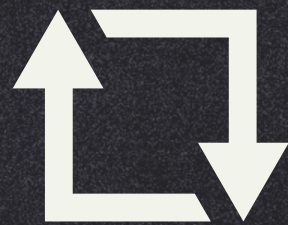
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LET'S CONNECT!



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SAVE FOR
LATER