Cheryl Conner at Forbes talks to Serena Ehrlich, our Director of Social & Evolving Media, about why it's so important to include visuals with your news:

*Your future customers are web and mobile savvy, rely on research and recommendations, and perhaps most significantly are visually fluent and turn to multimedia first when they make a purchasing choice.*

[Click through](https://newsroom.businesswire.com/news/new-era-media-visual-public-relations) to read more!