

# 5 Fun Facts on Why Design Drives Engagement and Sales

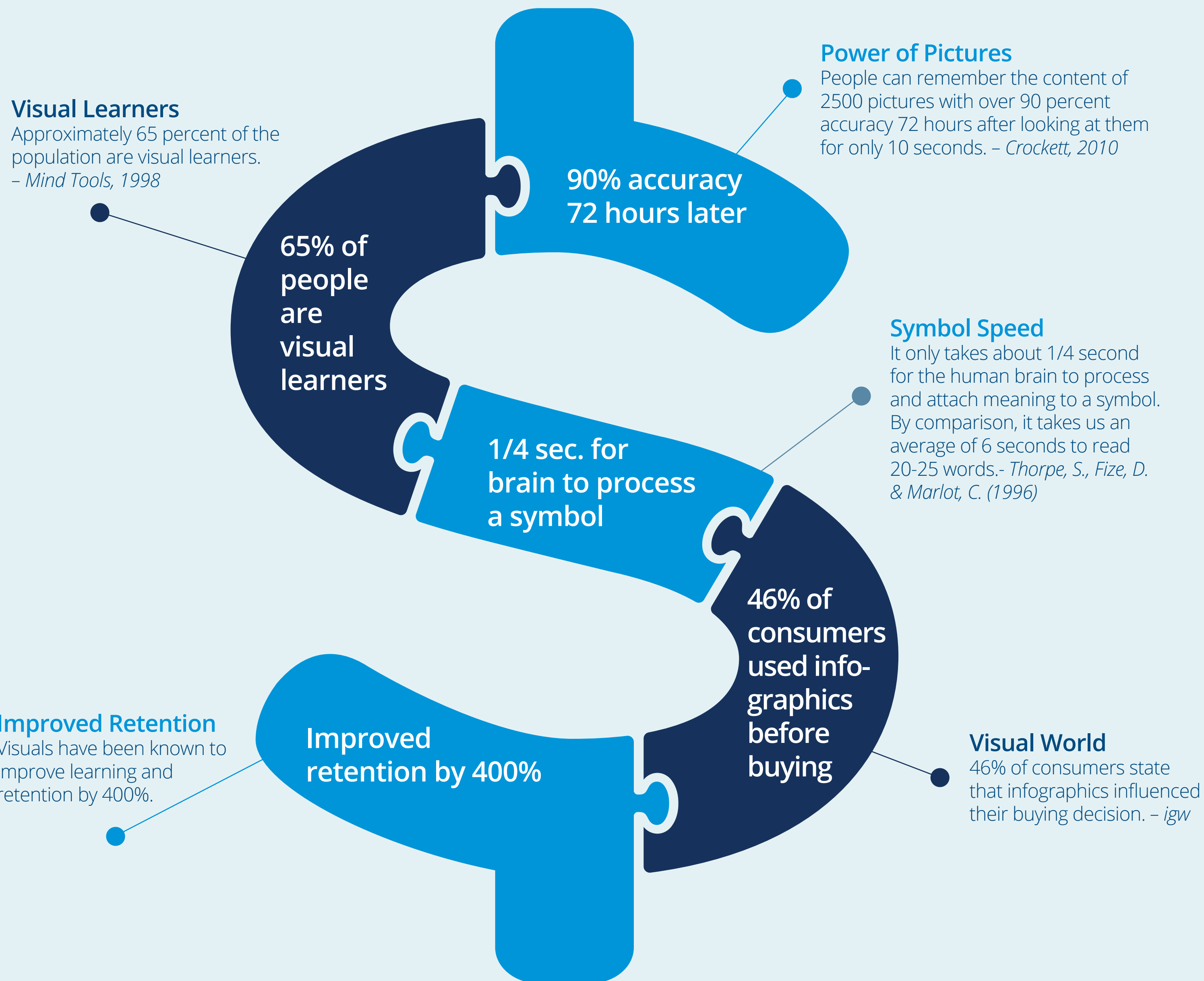
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In today's digital world, people are consuming information at an incredible pace. According to BroadBand Search, **social media usage increased by 62% from 2012, and on average, consumers spend 2.5 hours reading posts on social media each day.**

**Since our brains tend to process visual content 60,000x faster versus plain text,** presenting your brand visually and providing content in an easy to read, infographic-style drives increased engagement and sales.

**Hope this was helpful.**

We have much more to share when you are ready.



Keep learning