**Visual Search Creates Opportunities for Marketers**

Visual search -- where customers use apps like Google Image to take photos and submit in search queries -- is poised to dominate marketing initiatives in 2019 because of its ease of use and effectiveness. Savvy marketers will take note of the benefits, which include a boost in search results for products and as help in discovering new social media trends, and redesign their websites to account for this visual listening, writes Chiradeep BasuMallick.

***MarTech Advisor 4/15/19***

[***https://www.martechadvisor.com/articles/seo/visual-search-top-marketing-tactic-2019/***](https://www.martechadvisor.com/articles/seo/visual-search-top-marketing-tactic-2019/)