Visual content marketing
The 411 on infographics
What is an infographic?

*Combining images with data to convey complex information in a way that can be easily understood, retained, and shared.*
They’re everywhere

Infographics have become omnipresent in an information-packed world.

**NEWS**
In newspapers and in the media, infographics are commonly used to show the weather, as well as maps, site plans, and graphs for summaries of data.

**LITERATURE**
Some books are almost entirely made up of information graphics.

**AROUND TOWN**
Transit systems, use infographic techniques to integrate a variety of information, such as the conceptual layout of the transit network, transfer points, and local landmarks.

**SOCIAL MEDIA**
Social media sites have allowed for individual infographics to be spread around the world.
Amazing numbers

Statistics show that infographics are great for business.

**Increased demand, usage**
Between 2011-2013, infographic searches on google increased 800%. In 2014, use of infographics increased in usage by 52%. An estimated 84% of communications will be visual by 2018.

**Sharability**
Infographics are liked and shared 3x more than other content. In 2014, 39% of B2B buyers identified that they share infographics on social media frequently.

**Traffic growth**
Publishers who use infographics grow their site traffic an average of 12% more than those who don't.

**Enhance business**
Infographics can enhance business by 82% simply by intensifying brand awareness.
Some examples
Some more examples
Why are they so popular?
Information Overload

Every day we are bombarded with information. Building infographics into your content marketing strategy can help your message be read, retained and shared more than content alone.

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In one day, we create 1.5 billion pieces of content, 140 million tweets and 2 million videos.

The average person is exposed to the equivalent of 174 newspapers full of information every day.

This means only 1% of info actually gets through to the brain.

Infographics are in this 1%.
There is a major difference in the ways in which the brain processes images and text.

- The eyes are a physical extension of the brain.
- 90% of info transmitted to the brain is visual.
- Visuals are processed 60,000x faster in the brain than text.
- 65% of the population are visual learners.
- 1/2 of the brain is dedicated to visual function.
- Most people only remember 20% of what they read.
Effectiveness

Infographics are ideal for making complex ideas easily consumable. Plus they're interesting and perfect for sharing. The effectiveness of content marketing, particularly when you are imparting complex content, can only be enhanced by their inclusion.

- An infographic is 30 times more likely to be read than a purely textual article.
- Google recorded more than 67,000 searches per month for the terms 'infographic' or 'infographics' in 2013.
- People remember 80% of what they see and do, compared with just 20% of what they read.
- From 2010 to 2012, web traffic specialists KISSmetrics enjoyed more than 41,000 re-tweets referencing its infographic material.
- Infographics are liked and shared 3x more than other content.
Building an infographic
Three basic elements to designing infographics

APPEAL
Appeal is the idea that the communication needs to engage its audience.

COMPREHENSION
Comprehension implies that the viewer should be able to easily understand the information that is presented to them.

RETENTION
Retention means that the viewer should remember the data presented by the infographic.

The order of importance of these provisions depends on the purpose of the infographic.

When the varieties of factors listed at left are taken into consideration when designing infographics, they can be a highly efficient and effective way to convey large amounts of information in a visual manner.
Three essential parts

The three parts of all infographics are the visual, the content, and the knowledge.

**VISUAL**
The visual consists of colors and graphics, and usually include a overlying theme and reference icons.

**CONTENT**
Statistics and facts usually serve as the content for infographics, and can be obtained from any number of sources, including census data and news reports.

**KNOWLEDGE**
One of the most important aspects of infographics is that they contain some sort of insight into the data that they are presenting – this is the knowledge.
The process of designing an infographic

one
**DATA RESEARCH**
What's the insight or story?

two
**WIREFRAME**
Define the information flow, layout and call-to-action

three
**DESIGN CONCEPTS**
Explore different visualizations, themes and styles

four
**ITERATE**
Choose one design direction and create all the elements

five
**FINALIZE**
File formats, file size, final proofread, cite sources, copyright
What kind of content translates well?

When developing marketing ideas, keep in mind the different kinds of content that would translate well into an infographic.

**CHARTS AND GRAPHS**
Any type of statistical data that would fit into a chart or a graph can be made more compelling through the use of graphics.

**COMPLEX DATA**
Consumption of complex data can be greatly simplified by the use of visual language.

**FLOW CHARTS**
If/then statements or concepts that branch off in multiple directions can benefit from a visual representation.

**STORYTELLING / LINEAR CONCEPTS**
Similar to a storybook, a linear narrative can be enhanced through the use of imagery.
What does this cost?
Budgeting

Budgeting for infographics depends very much on the type of content, and the level of illustration required and desired. Budgets can be structured to best meet your needs and goals while balancing expenditures with forecasted ROI.

CUSTOM DESIGN AND ILLUSTRATION
If the client can afford a more robust budget and a unique solution would be of value, custom illustration may be in order. Custom work means that the end product will be wholly distinctive and built to support your client’s brand.

TEMPLATES AND STOCK IMAGES
There are a variety of building tools available online - such as piktochart.com and canva.com, for quick generation of infographics. They use templates, so distinctiveness is diminished, but this might be a good option for small budgets. Another way to save costs is to rely on stock images for icons, graphics and photography instead of generating custom art.
Charts & Graphs

Basic statistical data can be greatly enhanced through the use of color and pictographs. Pulling icons and pictographs from stock banks can help keep budgets low for this kind of infographic.

BUDGET
1-4 hours each
Complex data

Graphics can greatly enhance the quick and easy understanding of complex or multi-layered compilations of diverse data.

BUDGET
4-30 hours each
Storytelling / linear concepts

Like storybooks for children, adding visuals to narrative content can help in understanding and retention. Telling your story through the images themselves can help make that story more consumable and more likely to be shared.
Flow charts

Flow charts are a very common form for infographics, often used for if/then concepts and data that branches in multiple directions. A well designed flow chart can also transform basic information into something more interesting or fun, and thus more shareable.

BUDGET
4-40 hours each
Conclusion
What have we learned?

This entire presentation about infographics, is in itself, an infographic.

**VIRAL**
Infographics are far more likely to help your posts go viral than written content alone.

**EXPERT**
Developing and distributing well researched and branded infographics can help your clients establish thought leadership status.

**EFFECTIVE**
Complex content can be made more effective, more easily consumed and retained, through the use of infographics.

**POPULAR**
People respond well to infographics, spend more time reading them, retain the information better, and are more likely to share on social media.

Developing infographics to enhance your client’s content marketing efforts will add to their overall budget. But if leveraged well on social media, should increase the success of any campaign and therefore significantly increase ROI.
Next time you’re planning a content marketing campaign, keep in mind how infographics can help reach and exceed your marketing goals.

Thank you.