

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.

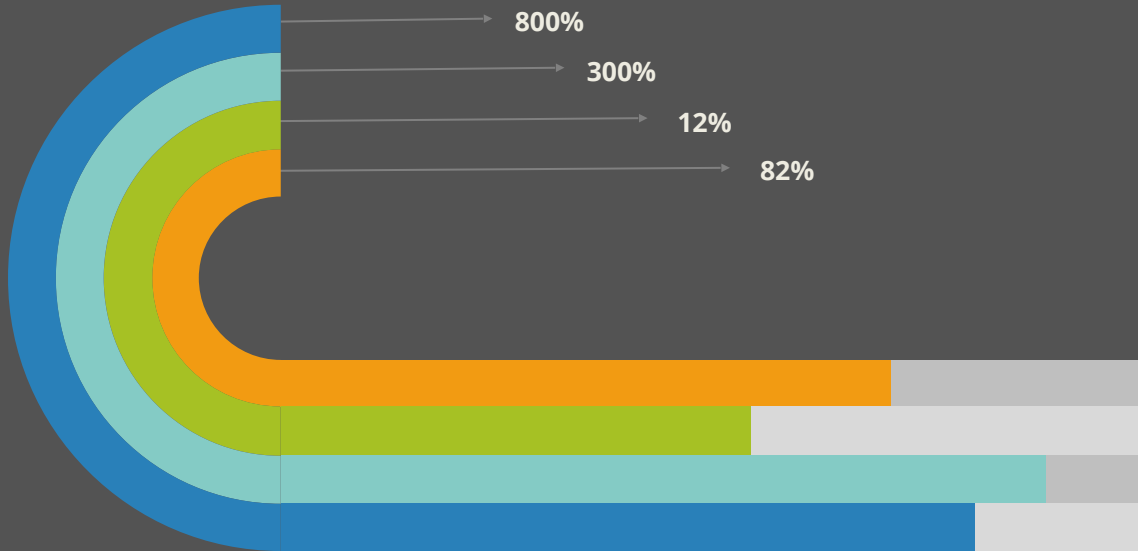
SOCIAL MEDIA

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

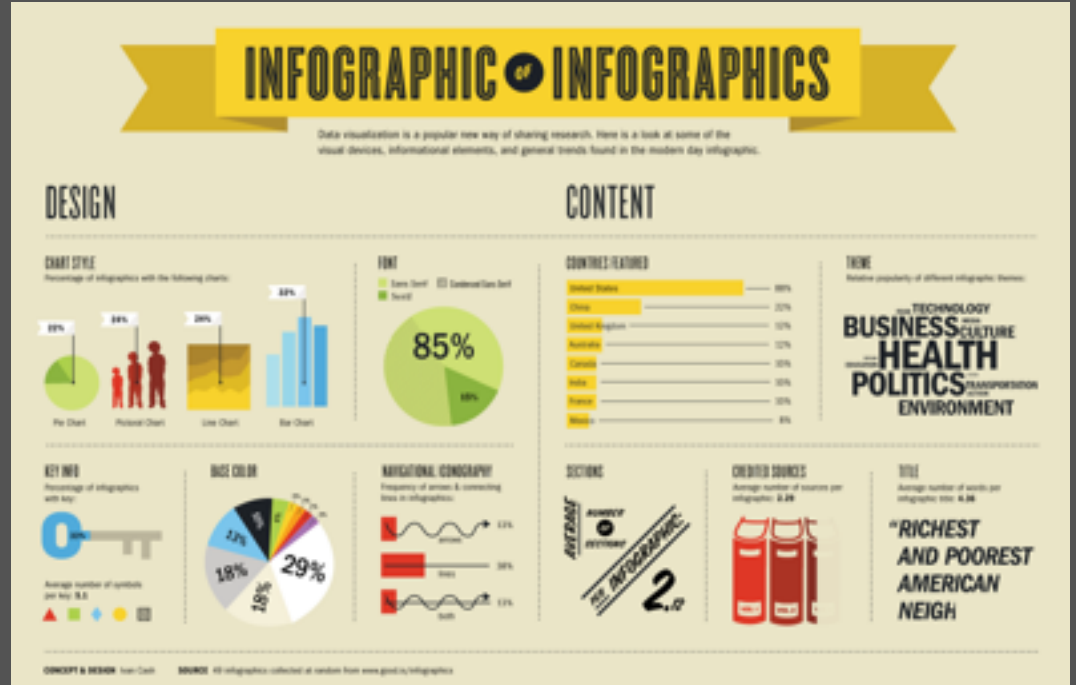
Publishers who use infographics grow their site traffic an average of 12% more than those who don't.

Enhance business

Infographics can enhance business by 82% simply by intensifying brand awareness.



Some examples



Some more examples



AMPHOMAG[®] SIMPLE SPILL CLEANUP GUIDE

Keep your lab workers and lab environment safe with a quicker spill response.

Alert

- Communicate the presence of a spill to people in the immediate area.
- Call in a team to avoid exposure or inhalation (depending on your level of training).



Prepare

- Wear appropriate personal protective equipment such as masks, goggles, gloves, and acid-resistant apron.
- Gather supplies you will need, including a fume hood, spill pads, and AMPHOMAG[®].



Confine

- Use AMPHOMAG[®] to set up an absorbent barrier around the entire spill preventing the chemical from spreading.



Neutralize and absorb

- Pour AMPHOMAG[®] slowly and directly onto the spill to contain and neutralize.
- AMPHOMAG[®] will initially turn red to indicate an acid or blue to indicate the spill is a base. AMPHOMAG[®] also will absorb the spill and reduce harmful vapors.
- Continue to add AMPHOMAG[®] until the spilled material turns a yellow/green color to indicate it is fully neutralized. Note: Reactions with acids and some aqueous solutions will generate some heat.



Dispose

- Soak up neutralized material with a fume hood and plastic spill pan.
- Dispose of materials in a non-hazardous waste receptacle, or in accordance with your local and state regulations.



Sanitize

- Flush all traces of the chemical spill away from the affected area.
- Wash spill area with soap and water or specific cleaning solvent.



Report

- Communicate spill cleanup to people in the immediate area.
- Follow established lab safety procedures to document occurrence of spill and actions taken to render the area safe.



AMPHOMAG[®] is safe and easy to use. Neutralize acids and bases or clean up dangerous middle organics compounds quickly and effectively with no chance of misapplication or spills.

www.amphomag.com

AMPHOMAG[®] IS SAFE AND EASY TO USE. NEUTRALIZE ACIDS AND BASES OR CLEAN UP DANGEROUS MIDDLE ORGANIC COMPOUNDS QUICKLY AND EFFECTIVELY WITH NO CHANCE OF MISAPPLICATION OR SPILLS.



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.



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.

99%

99% of all sensory information is filtered out by the brain almost immediately



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

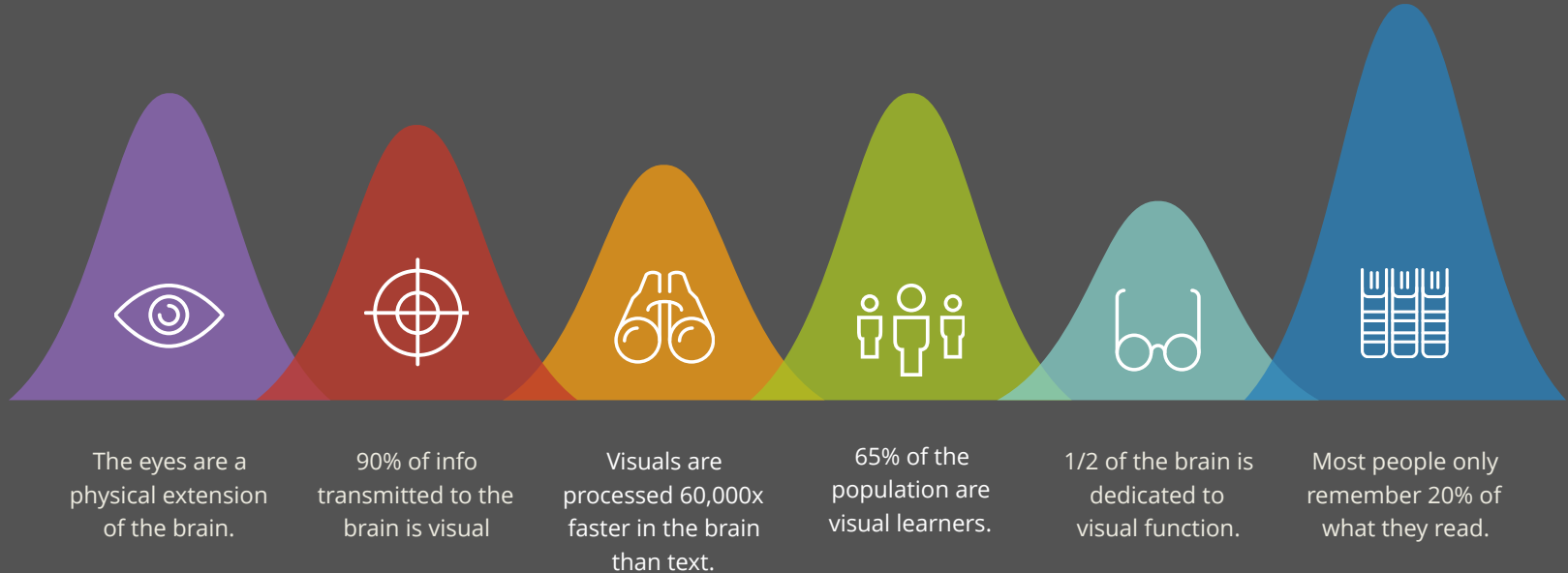
1%

Infographics are in this 1%.



Visuals vs text

There is a major difference in the ways in which the brain processes images and text.



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.

30x

An infographic is 30 times more likely to be read than a purely textual article.

G

Google recorded more than 67,000 searches per month for the terms 'infographic' or 'infographics' in 2013.

80%

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.

3x

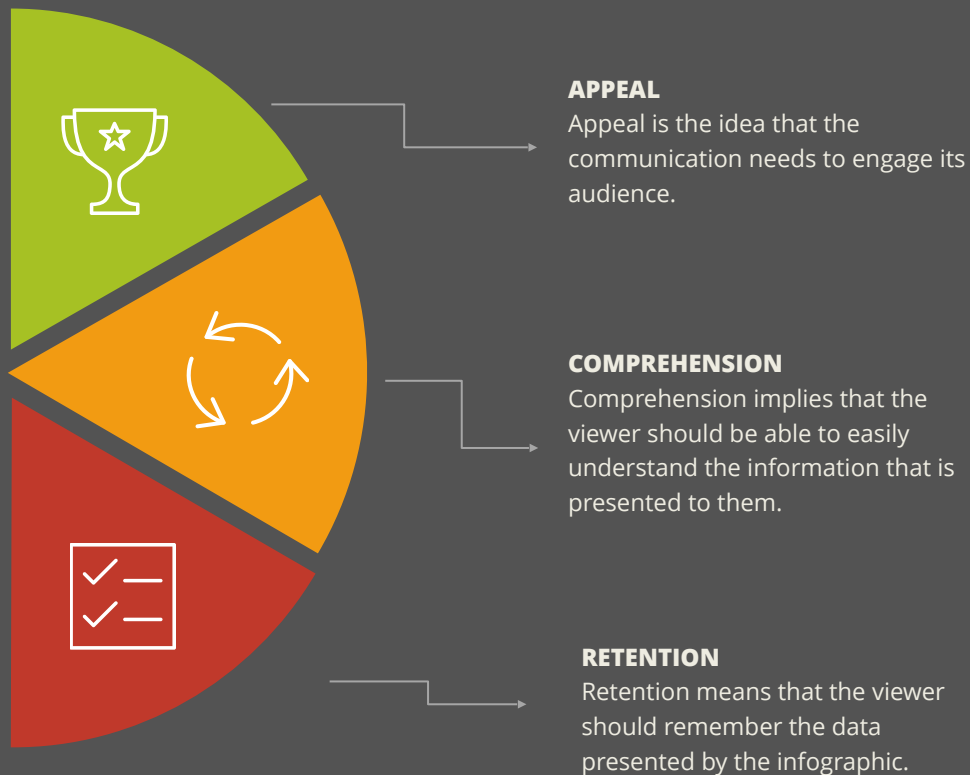
Infographics are liked and shared 3x more than other content



Building an infographic



Three basic elements to designing infographics



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?

three

DESIGN CONCEPTS

Explore different visualizations, themes and styles

four

ITERATE

Choose one design direction and create all the elements

two

WIREFRAME

Define the information flow, layout and call-to-action

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.



STORYTELLING / LINEAR CONCEPTS

Similar to a storybook, a linear narrative can be enhanced through the use of imagery.



FLOW CHARTS

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



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.

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.

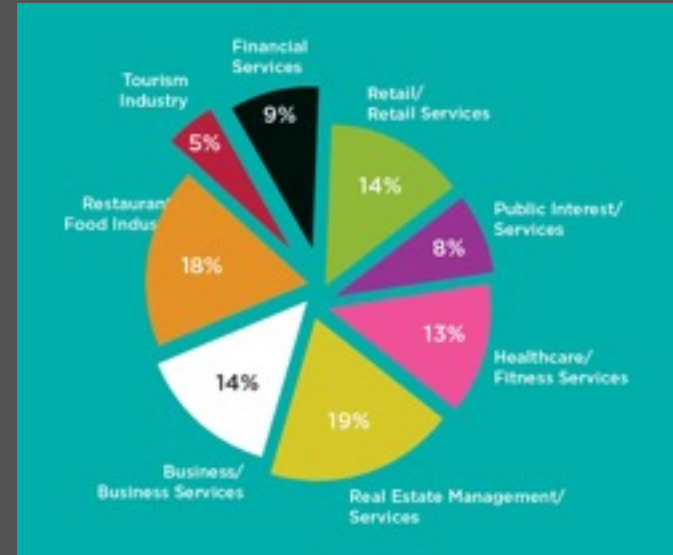
CUSTOM DESIGN AND ILLUSTRATION

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.



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.

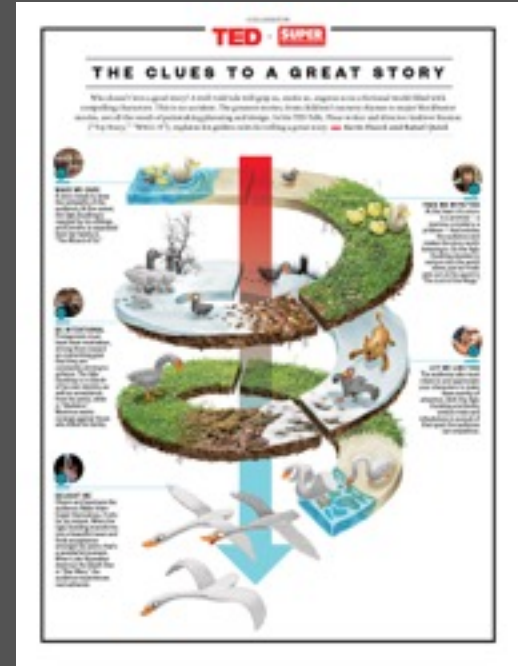


BUDGET
1-4 hours each



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.



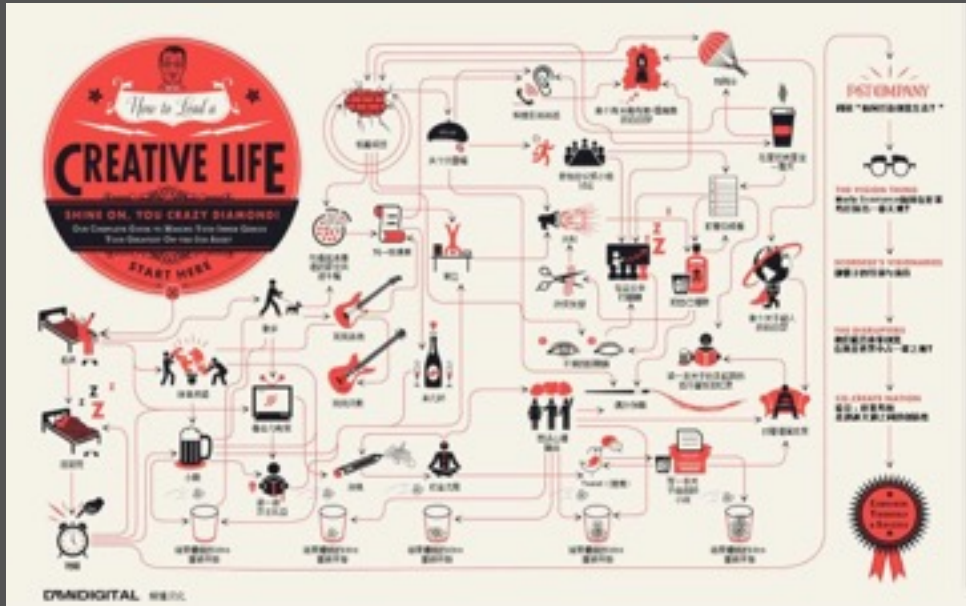
BUDGET

10-40 each



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.

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.



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.

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.

