

INFOGRAPHICS

10 THINGS YOU NEED TO KNOW

10. And What Exactly is an Infographic?

An infographic is a piece of digital art that tells an interesting story by visually presenting data designed to:

GENERATE LEADS



Link Bait to
your Website

BUILD BRAND AWARENESS

9. Pick a compelling, provocative or emotional topic for your infographic

Tell them something they don't know — it could be a social comment, political insight, financial news or something off-the-wall. Just remember, the more unique and useful the more likely it will go viral and get the audience you want.

8. Engage a Broad Audience

Providing information with universal appeal is key — present that data in human terms. Use shock, humor or sex; tug on heart-strings, rattle cages and provoke thought.

7. Research, research, research!

Content is king of the infographic. Digging up relevant and accurate data is an arduous task and that is only half the battle. You also need to find facts that are easy to illustrate, topical and can translate into visually exciting charts or reveal disparities that make numbers buzz with excitement. Be objective as you gather your research. If your topic looked good in the beginning but is not yielding any knowledge-nuggets don't be afraid to scrap a lame idea.

6. It's Not an Ad or a Press Release

Advertising and press releases are outbound, one-way marketing that push products or services on customers. An infographic is a new marketing tactic that earns people's interest by entertaining and educating. Customers reached through inbound marketing come to you as your message is shared and spread around.

5. Use an Easy-To-Understand Format

Presenting complex information quickly and clearly is an art form unto itself. Maps, charts, traffic signs and pie charts are the ancestors of today's infographic, which make data digestible and attractive to a world-wide audience. Keep things simple and highly visual because people, even cavemen, like pictures that tell a story.

4. Define Clear Objectives

Set expectations about how you want your infographic to perform with measurable objectives like: drive 55 new leads, get 25 links to your site or generate a noticeable increase in web traffic. Your overall brand awareness, although hard to measure, should elevate with aggressive infographic goals.

3. Infographics Can Help Your

A well executed infographic can boost your site's Search Engine Optimization rankings. Although search engines can't read images, when your infographic is shared it builds your link portfolio and drives visitors to your website. Publish your infographic on a landing page with strategic keywords and Google will index both parts for an added SEO bonus!

2. Select a Great Designer and Design

Just like traditional marketing pieces, creativity can make the difference between success and failure. Choosing an exciting and appropriate visual theme will help entice web users to read and share your infographic. An experienced designer will be able to design in a number of different styles and break away from the monotonous, boring graphics that populate the internet.

1. Publish, Promote and Prosper!

Launch your new infographic on social media sites: Facebook, Twitter, Digg, Reddit and StumbleUpon. Submit to websites, bloggers and media types that are relevant and influential. Reach out to influencers with personal emails. If indeed, your infographic goes viral, be prepared to take advantage of all the new leads and website traffic success will bring!