

**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:





Link Bait to your Website

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.



appeal is key — present that data in human terms. Use shock, humor or

8. Engage a Broad Audience

Providing information with universal

sex; tug on heart-strings, rattle cages and provoke thought. Research, research, research!



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

Content is king of the infographic. Digging up

looked good in the beginning but is not yielding any knowlege-nuggets don't be afraid to scrap a lame idea. **6.** It's Not an Ad or a Press Release

gather your research. If your topic

push products or services on customers. An infographic is a new marketing tactic that earns

Advertising and press releases are

outbound, one-way marketing that

people's interest by entertaining

and educating. Customers reached through inbound marketing come to you as your message is shared and spread around. **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.



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!

links to your site or generate a noticeable

increase in web traffic. Your overall brand

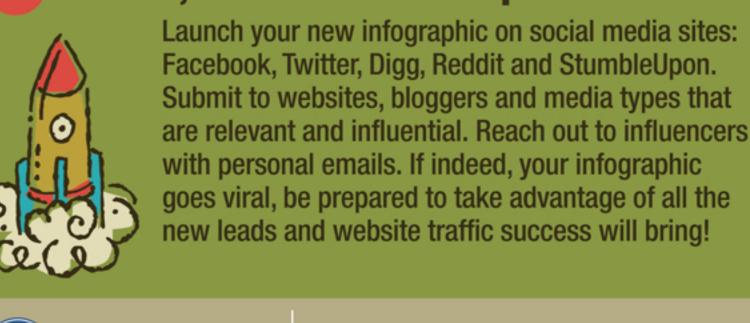
awareness, although hard to measure, should

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.



## Publish, Promote and Prosper!



http://www.brickmarketing.com/blog/infographics-seo.htm http://searchenginewatch.com/article/2222245/The-Clients-Guide-to-Publishing-Infographics design & research: www.kevinakers.com

KEVIN AKERS design + imagery

http://www.wordstream.com/blog/ws/2010/08/25/infographic-case-study

http://www.brafton.com/blog/how-infographics-are-the-pictures-worth-1000-words-in-content-marketing http://www.customermagnetism.com/infographics/what-is-an-infographic/whats-an-infographic.htm