

WANT TO GET THE MOST OUT OF INFOGRAPHICS?

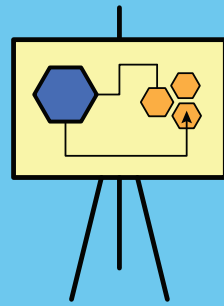
Read this primer and find out how to make them work for you.

Creating effective content for blogs, white papers and other online media has become an important staple of any businesses' successful marketing strategy. And while we've seen a recent trend towards using video and audio content to capture audience attention, the true stalwart of visual storytelling remains the information graphic, or 'infographic.' In addition, although we are a visual species, some of us don't always process video and audio information as effectively, and may even be put off by the barrage of sound. **So let's take a quick dive into what infographics do and how they can work for you.**



INFOGRAPHICS HAVE BEEN AROUND FOR A WHILE. (Think hieroglyphs.) They are also omnipresent in common usage such as street signs, though one might not have thought of them in that way before. Essentially, infographics are a means to convey data through visual information across the full range of communication media, including print, web and pyramid walls. When they are presented in a clear, easy to follow manner, your content is both effective and allows the reader to get your message quickly, in case viewers don't have time to read the full article.

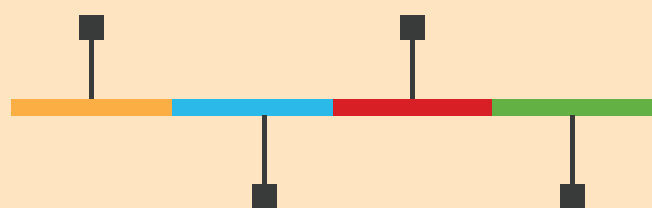
INFOGRAPHICS ARE PARTICULARLY GOOD AT visually explaining complex technical information such as proprietary business systems or processes that the average viewer may not have knowledge of. This would be a great icebreaker for a business trying to sell a newly developed software suite, for example, to stakeholders who may not have enough technical knowledge to know why they should buy your product over that of a competitors.



INFOGRAPHICS FALL INTO SEVERAL CATEGORIES.

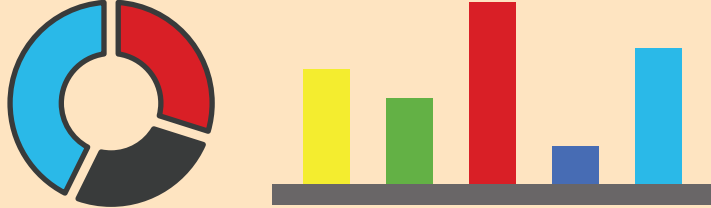
Here is a brief list to show you how to tailor them to your content and audience:

TIMELINES - WHEN



Great for showing the history of your company or development of a product or service by highlighting important dates/events

STATISTICAL - HOW



A great way to show data that underlines how your company will benefit the consumer, backed up by real numbers

PROCESS - HOW TO



A perfect way to show how your product, service or business works, in one tidy step-by-step graphic

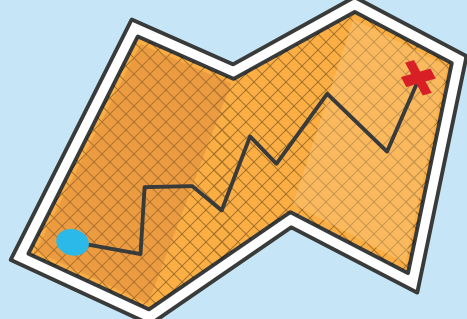
INFORMATIONAL - WHAT



Conceptual or topical explanations that help your audience understand what you're all about

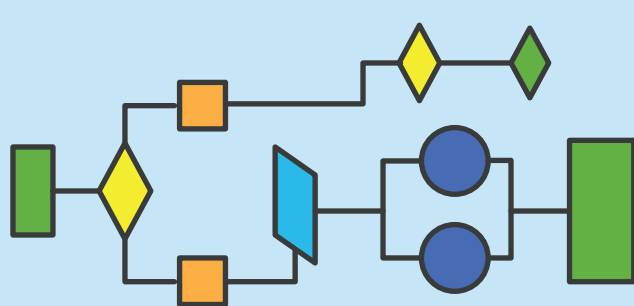
There are stylistic variations that form a subset within these main categories that fulfill different roles, such as:

GEOGRAPHIC



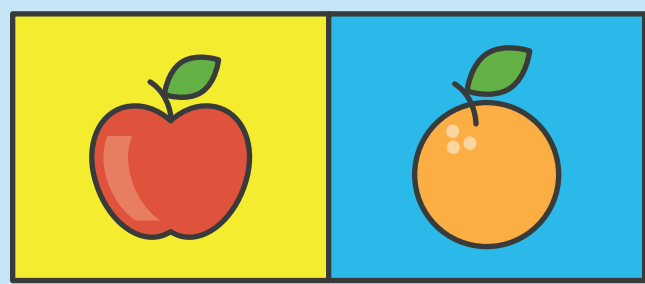
Map based infographics can be either statistical or informational, and are ideal for relating certain demographic data.

FLOW CHARTS



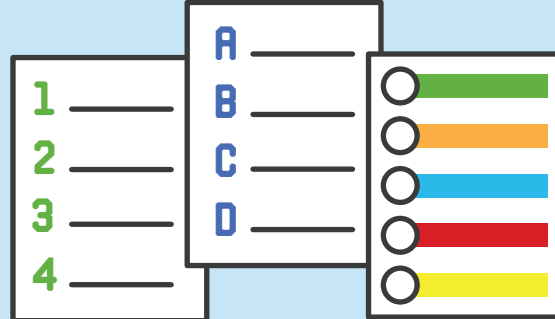
Also known as Decision trees, with a yes answer leading down one branch, and no to another branch, these are often used for humorous effect.

COMPARISON



Often used to help the decision making process in choosing product options between competitors, or in understanding opposite viewpoints.

LISTS



List infographics are often numbered or with an icon to represent each item

A FEW RULES FOR EFFECTIVE INFOGRAPHICS

There are some important rules to follow when developing infographics.

1. RESEARCH, RESEARCH, RESEARCH

The information/data in your infographic must be well researched and factual in order to establish credibility. (See <https://www.theatlantic.com/business/archive/2011/12/ending-the-infographic-plague/250474/>)

2. BELLS AND WHISTLES

It's important that your infographic be eye catching, but it's more important to firstly communicate the information or data. Make sure your icons and other visual cues relate and point to relevant data in a clear way.

3. BRAND ME

Always tie your infographic colors and typography back to your brand to help establish familiarity.

4. INBOUND

If your infographic is stand alone, use a URL link to the full content to drive traffic back to your website.

60%

of viewers are more likely to retain information in content containing Infographics.

90%

of information transmitted to the brain is visual according to the report.

8 SECONDS

is about how much time you have to capture a potential customer's attention.

60% OF BUSINESSES QUERIED HAVE USED INFOGRAPHICS FOR MARKETING PURPOSES.

Source: <https://www.digitalinformationworld.com/2018/09/the-human-attention-span-infographic.html>

As you can see, infographics play a potent role in outlining your content, explaining your product or service and help give you an edge against your competitors.

James Robert Creative is ready to develop infographics for your next content strategy!

JAMES ROBERT CREATIVE

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REFERENCES AND FURTHER READING:

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