

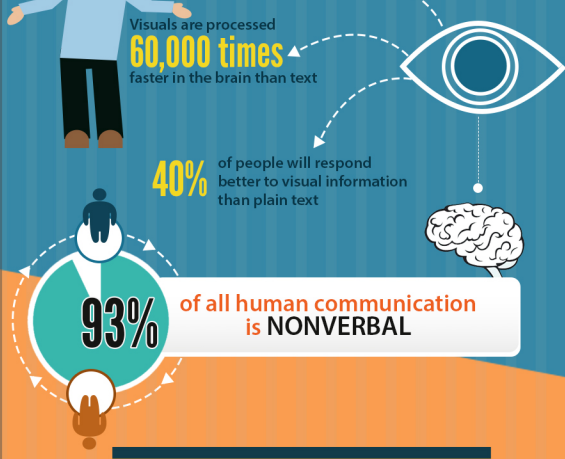
The POWER OF VISUAL CONTENT

Consumers LOVE Infographics

They are everywhere, but what makes them so **successful**?

This infographic explains why visual content is

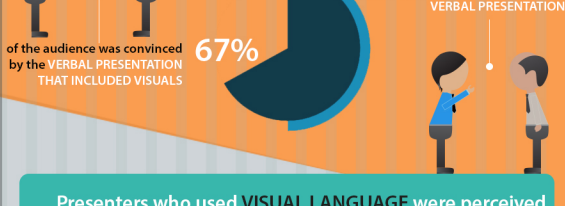
EXTREMELY EFFECTIVE



Infographics are more

ENGAGING & MORE CONVINCING

According to the Wharton School of Business...

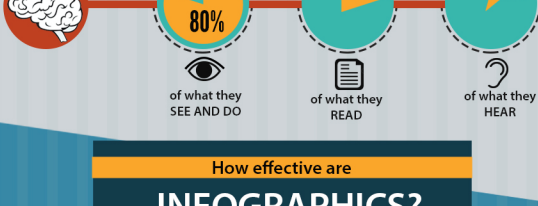


Presenters who used **VISUAL LANGUAGE** were perceived by audiences as more effective than those

not using visuals



People remember...



How effective are

INFOGRAPHICS?

An infographic is **30 TIMES** more likely to be read than a **TEXT ARTICLE**.



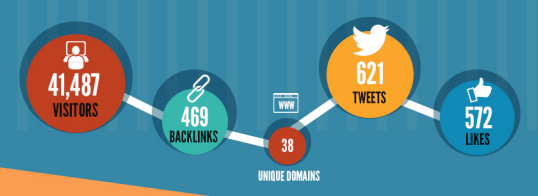
KISSmetrics INFOGRAPHICS GENERATED

FROM 2010 TO 2012



QUICKSPROUT INFOGRAPHICS GENERATED

QUICKSPROUT

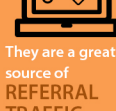


EVERY BRAND CAN BENEFIT FROM INFOGRAPHICS

Publishers that feature infographics **GROW TRAFFIC 12% FASTER** than those who don't use infographics

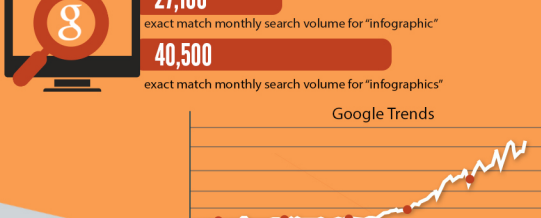


Infographics are great **BRANDING TOOLS**



They are a great source of **REFERRAL TRAFFIC**

POPULARITY OF INFOGRAPHICS ON GOOGLE



What contributes to the success of an

INFOGRAPHICS?



Good data properly and rigorously processed and organized, structure (narrative or otherwise), copy, and finally, visual style.

The best infographics convey a lot of information in a lot less space than it would take to write about the topic or have regular graphs of the data.

Why your business should consider

INFOGRAPHIC MARKETING

Content marketing generates **3 TIMES AS MANY LEADS** as traditional marketing and costs **62% less**

78% of CMOs believe custom content is the **FUTURE OF MARKETING**

70% of consumers say content marketing makes them **FEEL CLOSER TO THE SPONSORING COMPANY**

60% of buyers seek out a product after **READING CONTENT ABOUT IT**

Companies that spend more than **50%** of their **LEAD GENERATION BUDGET** on inbound marketing report a significantly lower cost-per-lead

90% of consumers find **CUSTOM CONTENT USEFUL**

SOURCES

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