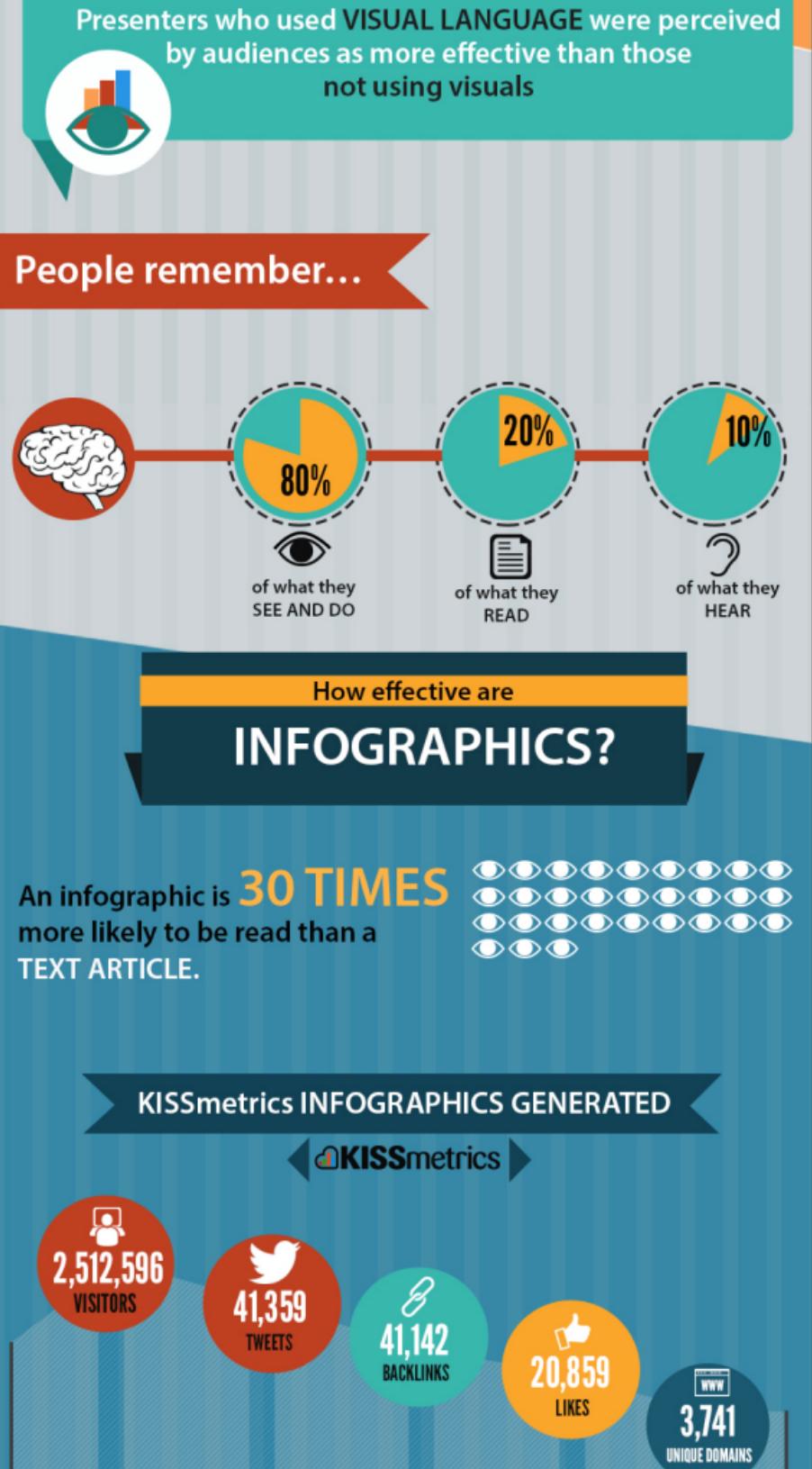


The POWER OF VISUAL CONTENT

Consumers LOVE Infographics

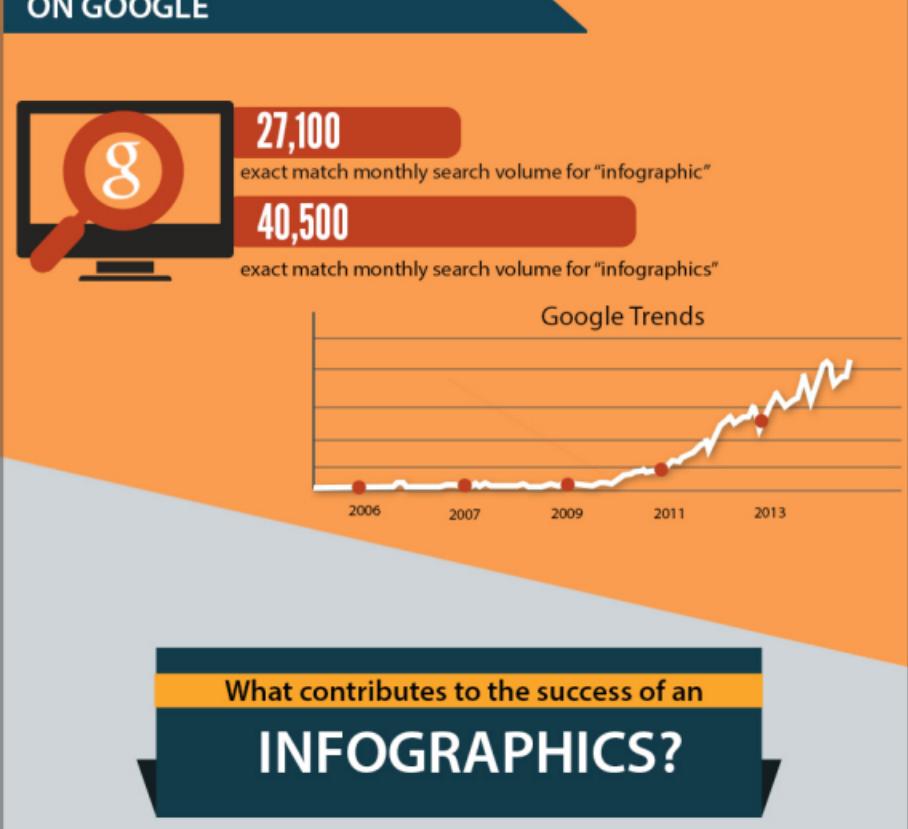
They are everywhere, but what makes them so **successful**?

This infographic explains why visual content is **EXTREMELY EFFECTIVE**



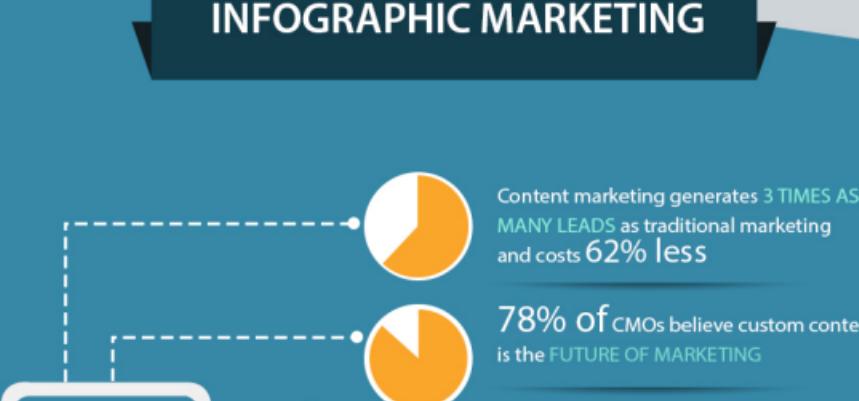
Infographics are more **ENGAGING & MORE CONVINCING**

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

2,512,596 VISITORS

41,359 TWEETS

41,142 BACKLINKS

20,859 LIKES

3,741 UNIQUE DOMAINS

SOURCES

<http://www.billionmarketinggraphics.co.uk/info-graphics.html>

<http://www.nonverbalgroup.com/2011/08/low-multi-channel-communication-is-really-nonverbal/>

http://www.macromedia.com/384756/Infographic_Devisionalization.html

http://www.itv.academia.edu/384756/Infographic_Devisionalization.html

<http://www.google.com/trends/>

<http://marketingland.com/experts-talk-about-making-infographic/>

<http://contentmarketinginstitute.com/2012/01/2013-b2c-consumer-content-marketing-trends/>

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**.

700% 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**.

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