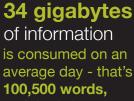




# Infographics are a quick and effective way of sharing and obtaining knowledge. These graphic visual

representations of information, data and insight are tools that present complex information quickly and clearly. They can improve cognition by utilising graphics to enhance the human visual system's ability to see patterns and trends. Savvy-marketers have learnt that with the right approach, the case for infographics as part of your content marketing strategy is compelling.

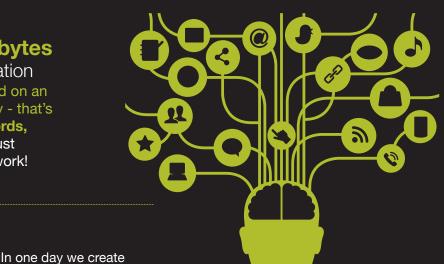
**ESCAPING THE INFORMATION OVERLOAD** 



and that's just outside of work!

1.5 BILLION PIECES OF CONTENT,

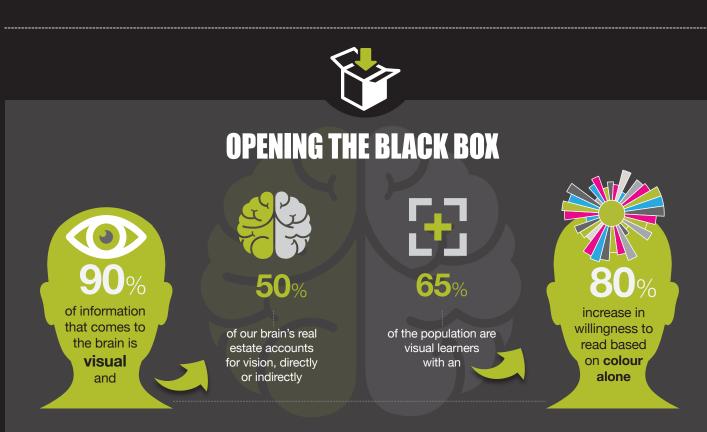
140 MILLION TWEETS AND 2 MILLION VIDEOS.



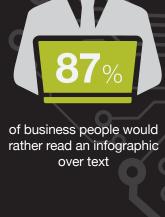
person is exposed to the equivalent of 174 newspapers worth of information every day, most people only remember 20% of what they read.

Although the average









more likely to read a high

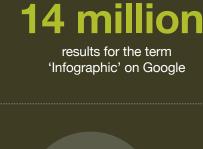
value infographic than a

text article

of users prefer to visit a site

with an infographic





Google INFOGRAPHIC

more actions are attracted from infographic posts rather than traditional posts Tweets containing infographics are re-tweeted 12 times average increase in traffic after more than ones

containing

traditional posts



CONTENT

tell a compelling story

increase in infographic search

volumes in just over 2 years

publishing an infographic

# The right content engages, persuades, informs, entertains and encourages

**CREATING INFOGRAPHICS - THE BIG 4** 



make sure it's factual and

reliable, current and helpful

**INSIGHT** 

and value.

Listening to your audience is an integral part of your brand's success. Getting them to spread the word on your behalf is even better! It makes audiences more engaged with your brand and increases the perception of true collaboration and that's when the magic happens!

Connecting customers, brand, content and campaigns

Our integrated approach to customers, brand, content and campaigns has a simple purpose:

that is independent and objective, and focused on measurable outcomes.

**LEARN MORE** 

Creative thinking; creative doing™







Source