

THE INFOGRAPHIC ABOUT INFOGRAPHICS



Q

What is an infographic?

A

A single image with graphics, text, and often statistics on a specific topic designed to inform and educate in a visually engaging way.

Do infographics work?



Yes, they do. Infographics are **30xs more likely to be read** than text articles. They...

- ✓ Increase site traffic
- ✓ Are 3xs more likely to be shared on social
- ✓ Drive brand awareness
- ✓ Help audiences understand and connect with messages

Why do infographics work?

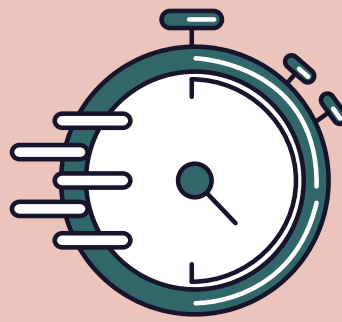
Simply put, they work because visuals are more engaging and more memorable.



93% of all communication is visual



90% of info sent to the brain is visual



We process pictures 60,000 Xs faster than text

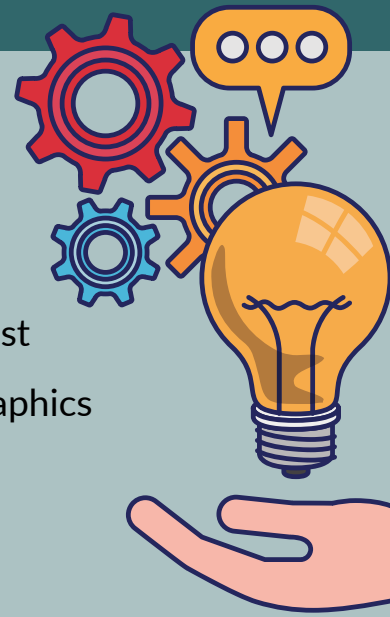


40% of people respond better to visuals than text

Any infographic advice?

Predictably, yes!

- Stick to a single topic and tell a compelling story about it
- Use strong data – visual stats and accurate numbers are a must
- Apply great design, brand appropriate colors, and relevant graphics
- Keep text short, informative, and clear
- Make it sharable



What do brands do with infographics once they have them?



They share, share, and share them!

Use on all social platforms. You can share entire infographic or break it up and share in sections.

Add to newsletters, feature on your website, and include in your blog.

Include in print materials such as magazines, annual reports and corporate collateral.

For more like this on content and storytelling, visit our blog at ammitcreative.com

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brand content with heart