

# How Can Infographics Be a Part of Your Content Marketing Plan?

Anybody who has ever had to put together furniture knows the value of words and pictures working together as one. And in a world where attention spans are like an endangered species, an infographic can be a wonderful tool to quickly get information across in a digestible way.

## When Are the Best Times to Use an Infographic?



### Guiding Step-by-Step

Relying only on words for step-by-step processes can feel clunky. Videos are better but not perfect because it can feel rushed. Infographics create a visual representation to clearly get the point across in a choose-your-own-pace kind of way.



### Explaining a Dense Subject

With highly technical products and services, visually diving into the weeds is an excellent way to get the reader up to speed – and it often forces you to remove irrelevant information.



### Making that Data Sing

Thinking data is beautiful shouldn't be reserved for those who spend their workdays in Excel. Transforming data into something that jumps off the page can make a lasting impact on the reader.

So much of social media content is simply getting people to stop scrolling. A really slick infographic can help somebody step on the brakes and take a minute or two to check out your content.

– Abby Hines, Social Media Coordinator

## What Makes Infographics So Great?

Infographics are fun to create, but there's much more to infographics than pretty pictures.



### Create a Shareable Story

Who doesn't want to share a beautiful infographic? With the ability to upload documents directly into social media platforms like LinkedIn, a beautiful and relevant infographic can quickly spread through networks and get in front of the right people.



### Elevate the Brand Image

Colors have a deep psychological impact on people. Branded infographics can help strengthen the association with your organization. And not just color scheme — but also the look and feel of your brand.

Infographics are a really great way to not only grab somebody's attention, but to hold their attention while they absorb the information on the page.

– Molly Errek, Graphic Designer

## Marketing Is About Communication

Marketing is sharing information and educating your audience.

But that's a two-way street: your audience must first engage with whatever you create. **Why should they take time out of their busy day to look at what you have to say?**



That's when an infographic does some heavy lifting.

It draws attention from your audience and then cuts to the chase. It shares relevant information in a way that can be digested in minutes, before it hopefully gets shared.

If only all marketing could be so aesthetic and efficient.

Sometimes we work on something that has really good data to play with. Then the question becomes: How can we tell this story other than using just text or bar graphs? That's when a great infographic can hammer home what you want those statistics to say.

– Ryan Blackburn, Senior Content Writer