



THE ULTIMATE  
**INFOGRAPHIC  
MARKETING GUIDE**

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# THE ULTIMATE INFOGRAPHIC MARKETING GUIDE

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# THE ULTIMATE INFOGRAPHIC MARKETING GUIDE

## *Introduction*



“Make a  
campaign  
stand out.”

If you're using content marketing, it's important to remember that keeping your strategy dynamic and fresh ensures consistent audience engagement. In fact, using up to 10 different content formats is the norm in the B2B sector.<sup>1</sup> Adding a visual element to content marketing can make a campaign stand out.

The web's continued advancement as a visual medium has given rise to new opportunities for marketers to create content that appeals to their target audiences. Infographics have quickly risen to prominence as an ideal way for marketers to inform and engage audiences on the web. In fact, infographic marketing increased 1.5 times from 2011 to 2012.<sup>2</sup> Moreover, platforms such as Pinterest and Instagram have taken off because online images are more important and in-demand than ever.

Infographic marketing to drive brand awareness, audience engagement, cross-web traffic and – ultimately – transactions requires thoughtful, strategic planning. The rise of custom graphics on the web makes it especially important for brands to have a results-oriented strategy for visual content that sets them apart.

Brafton is the largest content marketing agency in North America. We provide customized, cross-channel content marketing strategies, centered on high-quality content developed by in-house writers, editors, designers and video production teams. Applying the editorial principles of a traditional newsroom and our marketing expertise to dynamic content marketing plans allows us to deliver original, researched content in different formats – including graphics – as part of a unified strategy for each of our clients. Our designers and editors work together to create branded infographics that tell engaging, accurate and results-oriented stories for viewers.

In this guide, we'll explore the growth of the infographic as part of content marketing strategies and cover how your company can integrate visual content into campaigns to provide prospects and website visitors with a unique experience that leads to sales.



# The Demand for Infographics

people retain up to  
**10%**  
of WRITTEN INFORMATION

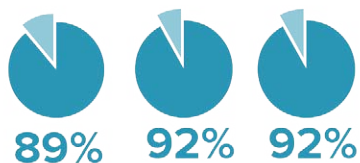
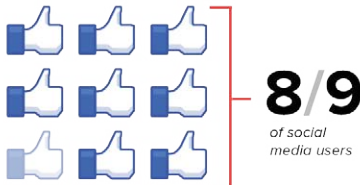
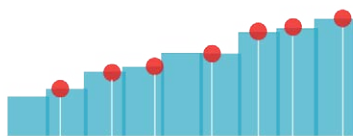
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people retain up to  
**20%**  
of VISUAL INFORMATION



Ninety percent of companies have made content marketing a major focus of their efforts on the web for 2012 and moving forward.<sup>3</sup> In the B2B space, 84 percent are investing more in content production in the coming years.<sup>4</sup> Many of these businesses develop news content for their websites or regularly update informative blogs that provide insights into their industries. The vast and broad adoption of corporate blogs, industry news, custom social posts and similar strategies demonstrates that high-quality written content can help companies achieve marketing goals and see substantial ROI.

There are, however, limitations to the effectiveness of written content, which has little to do with the content itself. The human mind is the culprit. It's simple science: People don't process everything they read. They're more likely to remember what they see. People retain up to 20 percent of the information they process in a visual format and interact with, compared to 10 percent of information they read.<sup>5</sup>

## Content Presentation Unlocks Audience Engagement

Developing written website content is an important element of creating trust with target audiences at different points in the purchase funnel. More than ever, using branded content to build reliability and rapport is a competitive necessity, as more than 80 percent of consumers won't purchase from a company they don't trust.<sup>6</sup> Part of an effective content strategy, though, is presenting information in several different formats – and up to 10 formats<sup>7</sup> (from blogs, online articles and case studies to video and infographics) is becoming the new norm in many sectors.

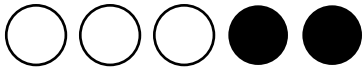
Content is king, and presentation is queen as even the best information will be ignored if it's laborious to read and retain.

# 2 in 5

*people respond better to*

**VISUAL INFORMATION**

than **PLAIN TEXT** <sup>9</sup>



Infographics have soared to prominence as content marketing matures. Marketers have found that pairing engaging visuals and relevant information provides a stronger vector for important data than most types of web content. Designing attractive infographics that offer important statistics or insights in an attractive format will keep prospects on a website longer, inspire them to share the data and increase the chances that they'll remember the sponsoring brand.

Infographics also help marketers improve their ability to target different audiences. Throughout the buying process (especially in the B2B sector) buy-in will likely have to come from more than one person. While one prospect may be swayed by an in-depth blog post, another may view an infographic as a more attractive way to become familiar with a company or demand for services. Developing different material that will engage varying target audiences<sup>10</sup> is a common challenge for marketers, but infographics have offered a solution for many.

Ken Bar Hoover, marketing manager at cloud services vendor Park Place Technologies, says including infographics within his content marketing mix has added a layer of diversity that helps Park Place appeal to different audience segments. "Creating content for each persona you're likely to target or hear from is critical."<sup>11</sup> Bar Hoover added infographics to his strategy because, he says, he lets audience demand dictate content formats

User behavior on social media offers further proof that American audiences demand visuals (regardless of a company's sector!). Forty-four percent of consumers<sup>12</sup> say they're more likely to engage with visual social content than other kinds of content brands share on social networks. Furthermore, the rise of image-driven network Pinterest over the course of 2011 demonstrates that people love images.<sup>13</sup>



Infographics combine the utility of high-quality, relevant information developed for a specific industry audience with the increased attractiveness of custom-designed visuals that web users crave.

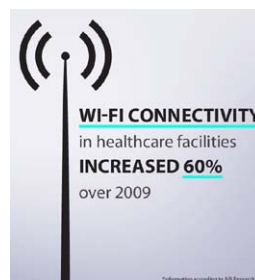
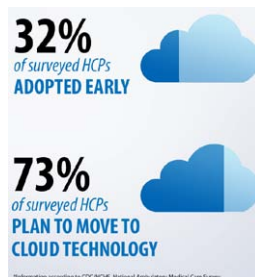
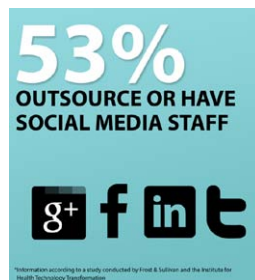
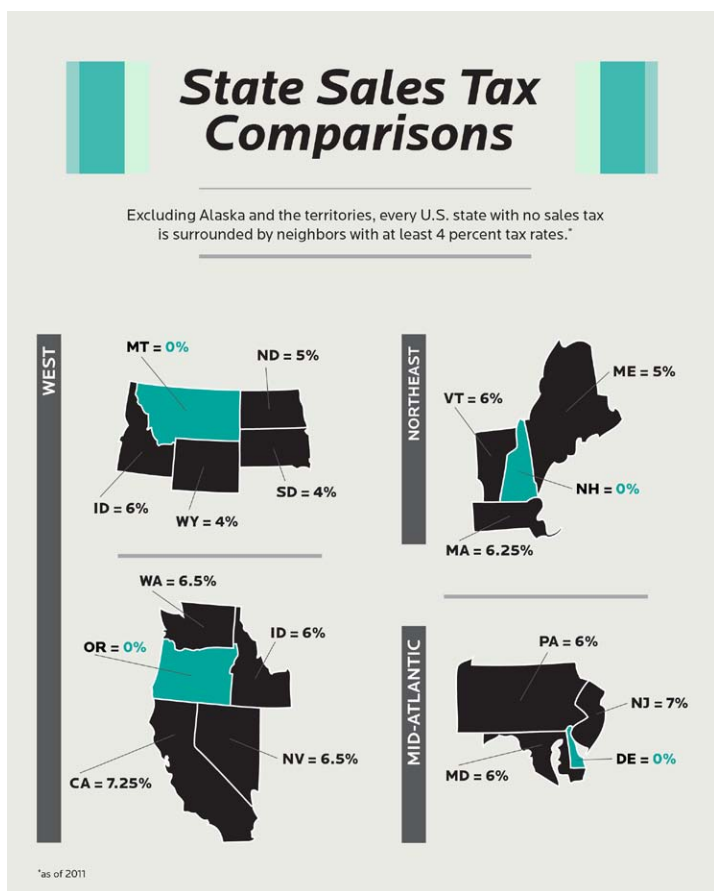
### ***Wait, what is an infographic?***

As the name implies, infographics are custom visuals designed to share information in a graphic format. The data can be presented in any style a marketer or designer chooses. Whether it's a pie chart, instructional diagram

or another format, infographics can turbo-charge content marketing as long as information offered is accurate, relevant and easy to read. While the definition of an infographic can be flexible, any graphic that doesn't allow for simple consumption of the data it attempts to share will essentially be useless for marketers.

A branded graphic might be a short stat that conveys a simple data point.

It could be a visual that offers a breakdown of a simple point or trend.

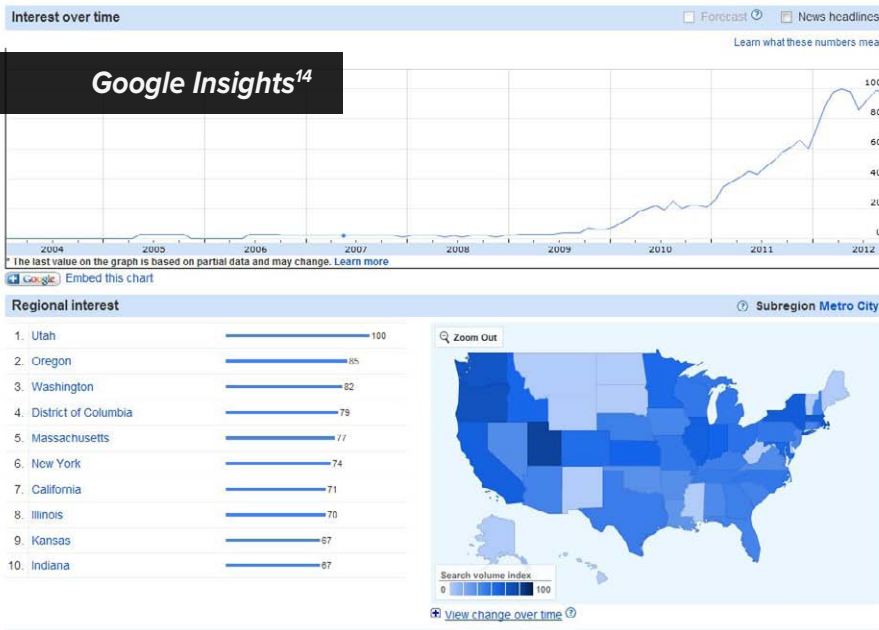


An infographic can be an extensive visual piece that tells a complex story through data or animation.

No matter the form custom graphics take, an infographic is a tool to create or enhance a brand's visual identity, build expertise and attract prospects with information on a business-relevant topic. Content marketing in any format must remain true to the message of a business. Otherwise, a brand misses opportunities to maximize graphic impact to build lead generation and industry authority.

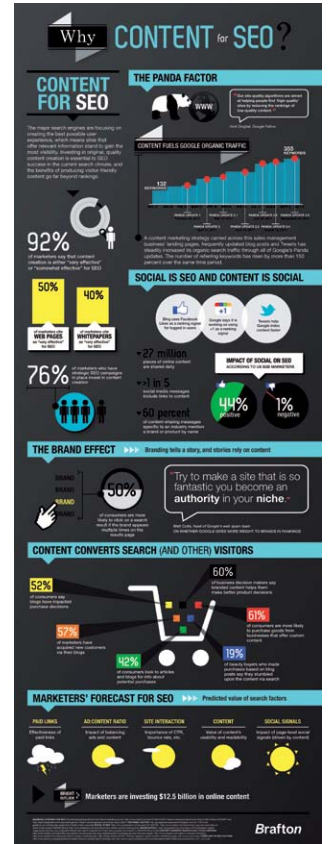
## The Impact of Infographics on SEO

U.S. search activity for the phrase "infographic" has exponentially grown in the past eight years.



Consumers and B2B buyers alike are searching for content and information in visual formats. It's clear that people are looking for data to learn, and with more than 90 percent of people starting any research decision on search engines,<sup>15</sup> they may be looking to learn information that will ultimately translate into purchases.

Developing an infographic on its own won't help drive a website's search ranking since information in a visual can't be crawled. Still, accurate descriptions and accompanying text can help. Web pages that include both written and visual elements receive 47 percent more engagement than others.<sup>16</sup>



Website content with images get

**47%**  
MORE CLICKS



Well-made infographics, complete with SEO-friendly descriptions, can also help marketers stand out in Google's Image Search. The company reported that about 7 percent of all searches are made using its Image Search. Moreover, updates rolled out in 2012 make image search results more relevant and easier for users to preview before clicking a link.<sup>17</sup>

But those who consider link building, improved rankings and search traffic goals for infographic marketing should consider some insights from Google's Matt Cutts. He has stated that the company's search team is currently analyzing the impact of infographic links in search.<sup>18</sup> According to Cutts, some marketers are leveraging the novelty of infographics by embedding links within the images to win inbound links whenever the graphic is shared, but too often viewers don't understand what they're endorsing. He also pointed out that many marketers create infographics by aggregating data from around the web without fact checking or properly citing the original sources. Aside from the ethical questions this practice raises, it also makes Google wonder whether most infographics are based on credible, "link-worthy" data.

Google's concern reinforces the need to treat graphics with the same planning and research that goes into other types of content. It also emphasizes the value of pairing infographics with other web content, such as blog posts. In addition to providing readers with more information, adding blog content to the infographic's page on a website will help boost the SEO value of the page itself.

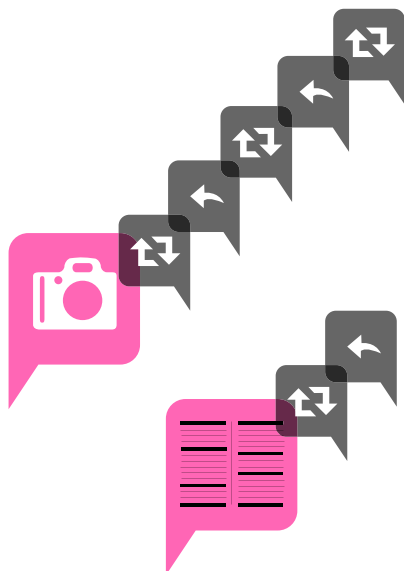
### *Infographics as Fuel for Social Marketing*

Ninety percent of companies in the U.S. maintain social presences<sup>19</sup> - and with good reason. Increased brand awareness and lead generation are some of the top goals of social efforts, and 58 percent of companies say social marketing drives leads.<sup>20</sup> Marketers who want an edge in social must recognize graphic content is a catalyst for social sharing, engagement, traffic and leads.

In fact, infographics have become increasingly popular in online social conversations. This is especially true on Twitter, where the term "infographic" was mentioned more than 56,000 times in March 2012.<sup>21</sup> More, shared images or links to visuals generate twice the engagement of the average Tweet.<sup>22</sup> On Facebook, engagement increases by more than 100 percent when a visual included is included in a post (compared to just a link). Facebook content that







includes simple text generates 137 percent less engagement than the same posts that also have images of some kind.<sup>23</sup>

Infographics and other kinds of visual content also help companies improve the effectiveness of social media marketing by keeping posts dynamic and fresh (invaluable as boring or repetitive content is a main reason people unfollow companies!).<sup>24</sup>

Ultimately, graphics offer marketers the dual effect of leveraging interest in visual content and avoiding the problem of repetitious content.

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## *Creating Branded Infographics*

To maintain a competitive content marketing edge and meet user demand, it's important to move quickly into infographic marketing. But it's not as simple as making a pretty picture and watching the leads come in. As with any other form of content marketing, clearly defined goals should precede infographic creation.

Additionally, graphics must be held to the same standards of editorial accuracy and audience relevance as industry articles, case studies or white papers used for content marketing. When prospects land on a site, trust depends on whether the information they find is valuable and accurate – not matter what format it's presented in. Search Engine Land Editor Danny Sullivan put it bluntly, tweeting, "Crap in infographic form is still crap."

### ***Identifying Graphic Topics to Support Your Business Goals***

Successful infographic marketing should achieve measurable web metrics and build your business' bottom line.

Ensuring that an infographic contributes to the overall goals of your company through message and subject matter will bring more value to your to prospects, while also increasing the likelihood of winning relevant engagement, links, traffic and leads. It's important to strike a balance between business relevance and general interest to attract online users and demonstrate position as an authority within a specific niche.

*“Any infographics you create will do better if they’re closely related to your business.”*

Google Distinguished Search Engineer  
Matt Cutts<sup>22</sup>

The themes, messages and ideas of infographics should be consistent with the rest of a brand’s presence on the web. Consider the content that’s already driving success on a branded site. Is there a way to visualize or expand on the ideas or information that resonates with the existing audience?

While not all site content or converting keywords will fit infographic formatting, some can easily be adjusted to a visual format that tells a compelling story and engages audiences with educational insights or messages already working for a brand.

Keyword
<input type="checkbox"/> 1. brafton
<input type="checkbox"/> 2. brafton news
<input type="checkbox"/> 3. brafton boston
<input type="checkbox"/> 4. brafton inc
<input checked="" type="checkbox"/> 5. seo



Choosing a theme and carefully laying out the infographic to highlight data that will drive conversions most effectively is critical.

Since infographic marketing is ultimately aimed at boosting conversions, it’s good to choose topics that make a company stand out from competitors. It’s also important to think about the emotional impact a graphic will have on an audience. Topics can be planned according to the emotional triggers brands want to hit with viewers, as visuals have the potential to instantly deliver humor or bring the shock value of stark data to life.

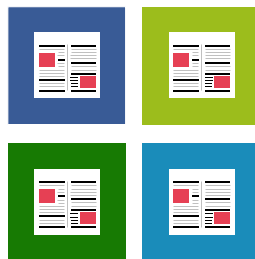
Drawing from popular types of charts or other common visuals can inform a strategy as well. Ideas such as maps, charts, Venn diagrams and more can be used to create graphics that are easy to understand and actionable for prospects. Consider these visual-friendly topics that might apply to brand-friendly information:

- Maps of places where trends are hot
- Graphs and charts depicting pertinent data and results
- Ripple effects of a product or industry issue
- Comparisons using two (or multiple) columns
- Timelines of trends or industry data

*“There’s nothing wrong with the concept of an infographic. What concerns me is the types of things that people are doing with them. They get far off topic, or the fact checking is really poor.”*

*Matt Cutts<sup>26</sup>*

*Brafton’s infographic marketing service marries premium, custom graphics from our design teams with high-quality research and editing from in-house, full-time writers.*



- Educational maps showing where something comes from
- Board-game or puzzle style how-to topics
- Quizzes to determine the best product or service “fit” for a viewer

## **An Editorial Approach**

Once you have an idea of relevant topics, it’s imperative to research, research, research. Focusing on a high-quality infographic means investing time in finding accurate and insightful information that educates prospects.

The editorial standards applied to industry news articles, blogs posts, case studies or other marketing material should be used when creating an infographic as well. Google has been clear in saying that infographics with inaccurate data have become a problem, and the company is possibly discounting links to infographics as ranking signals due to the pervasiveness of low-quality content.

Google’s Matt Cutts says that infographics have become prominent enough for the company to consider adjustments to search algorithms to ensure that they are not abused by marketers looking for a quick SEO lift. He said, “There’s nothing wrong with the concept of an infographic. What concerns me is the types of things that people are doing with them. They get far off topic, or the fact checking is really poor.”<sup>26</sup> Note on formatting.

Moreover, poorly informed content that lacks fact checking can leave website readers frustrated and skeptical of the sponsoring company. Driving sales from content is important, but trying to do so by misleading customers with flashy visuals that lack substance diminishes brand trust. It’s good to include sources on the graphic itself to add credibility.

Cutts' comments are entirely in line with Google's position<sup>27</sup> on high-quality content - whether it's in the form of an article, blog post or infographic. Reliable information that offers value to readers will always perform better than website content developed solely to catch clicks and boost search standing.

Some companies might feel they're in a tough industry to use data or research to build graphics. Expert writers, researchers and designers can offer ideas about where to find data. Brands can use their own in-house stats for graphics, too – from visuals about a season's top-sellers to images depicting success rates with various products or services.

An editorial approach to graphics also extends beyond researching pertinent data: It translates into producing killer graphic titles and storyboards for information. By applying headlines that are frequently shared across the web to relevant industry themes, brands stand to win more visibility for their graphics.

Some of the most commonly shared editorial pieces on the web center on:

#### Questions



#### How-To's



#### Tips that instantly demonstrate or allude to industry expertise



Numerical values (“Top 10,” “3 ways to...”)



Most of these headlines can be kept short and specific to intrigue targeted audiences – and brevity with text is key. It’s important to remember infographics are not pictures of blogs. While research and editorial storyboarding are vital to success, there must be a balance of text and imagery.

Finding the best combination of researched, editorial information and the right design to effectively tell a story is critical.

### ***Finding a Visual Identity for Your Brand***

Once a company has the “info” side of an infographics prepared, it’s important to make sure the visual execution matches the subject matter, the sponsoring brand and the desired emotional impact on audiences.

Every new addition to a content strategy requires marketers to find the right styles and tones for their specific audiences – and infographics convey style and tone instantly in visual format. More than 68 percent of marketers using custom content believe audience targeting is their biggest challenge,<sup>28</sup> and it’s important to consider how a brand’s aesthetic can attract ideal viewers.

Think about the particular pieces of information being used in a graphic that are most important to brand messages and viewers. Shape a visual narrative around those ideas, giving homage to existing brand colors, text treatments, etc. While not every infographic published by a brand should look the same, the general tone and style can be consistent with the visual identity a brand wants to create for itself.

*Find the right styles and tones for their specific audiences.*

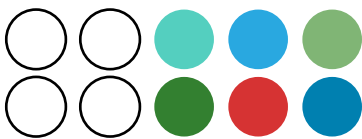


*Brafton's full-time designers work with clients across industries to create unique graphics that tell stories in comprehensive designs, while establishing or enhancing a brand's visual identity.*

Regardless of the industry a company serves, striking visuals drive success. Sixty percent of a person's perception of something is developed by its color.<sup>29</sup> Also, attractive, colorful designs make it 80 percent more likely someone will read something.

Infographic marketing allows further branding capability as well. The consistent development of infographics is an opportunity to organically share a company's logo across the web, and logos should be added to each infographic a company puts out. Pairing valuable insights with corporate branding is one of the primary benefits of any kind of content marketing. As more prospects learn from clearly labeled infographics a company creates, brand awareness and authority grow.

**60%**  
*of a person's*  
**PERCEPTION OF SOMETHING**  
*is developed*  
**BY IT'S COLOR<sup>29</sup>**



To ensure that an infographic catches prospects' eyes, it's critical that the brand information (and any other text) is strategically placed. While the text can clarify information and highlight relevant, actionable statistics and data, the concept of the infographic demands a balance between visuals and text. Remember: an infographic isn't just a colorful online article. Treating it as such undoes the real value of the content.

As with any content format, there are no silver bullets for developing a brand identity through infographics. Every company (and every infographic a company produces) will have its own look that reflects corporate branding, subject matter and the desired emotional impact on viewers.

# Marketing and Measuring Infographics

Infographic marketing grew 1.5 times between 2011 and 2012, making custom graphics the fastest-growing content on the web. In fact, in the B2B sector, the broad majority of those using graphics for marketing recognize their effects.<sup>30</sup>

To see results from infographic marketing, it's essential to strategically publish and share them across the web. Moreover, marketers must be prepared to measure the results of infographics to understand which audiences they're successfully reaching, which distribution channels are most important for their brands and what metrics graphics best support. By acting on these insights, it becomes possible to create results-oriented infographic marketing campaigns.

## Optimizing for Graphic Traffic

Although infographics are great tools to power social sharing and build brand mentions across the web, a business website is ideally the hub for conversations around graphics. It's important to remember that infographics, themselves, won't be crawled by search engines, so their power for visibility (and discovery) on a site is dependent on how they are labeled.

It's important to:

- Create an easily discovered resource page for all infographics
- Publish graphics with conversion-optimized accompanying content (blog post or article page)
- Publish full-sized infographics on designated landing with instructions for embedding or sharing
- Cross-link from the related blog post to the designated infographic page
- Make sure EVERY graphic page has clear and relevant CTAs

A blog post or article that corresponds with infographics helps companies further establish their authority, as it provides readers more content and information to nudge them toward conversion. As with any content published on a site, it's imperative to have relevant CTAs. No matter where traffic is coming from, an infographic published with clear insights on what interested parties can do next is key to driving results.

Moreover, the SEO value of a blog post gives a the kick an infographic itself can't provide. Graphics that effectively cover brand-relevant topics invite natural keyword use in related articles or descriptions on dedicated infographic pages. As is the case with any other kind of website content, maximizing appeal to both search crawlers and readers is critical, and doing this with a well-written blog post to complement an infographic can help.

## PUBLISH WITH A BLOG

The screenshot shows a blog post header for Brafton with the tagline 'PUEL YOUR BRAND'. The main heading is 'Introducing Brafton's Infographic: Why content for SEO'. The post is dated October 12, 2011, and is by Katherine Gilwee. The content includes an infographic with statistics: 50% of search engines use content to rank, 92% of search engines use content to rank, and 76% of search engines use content to rank. The text discusses the importance of content for SEO and provides a call to action to check out the infographic.

*SEO Value*

*Explain Your Sources*

*Make Your Site a Hub*

There should also be social options that make it easy for users who land on infographic pages to share them with their fans and followers. When graphics are relevant to targeted audiences visiting a site, this is an easy way to expand brand reach. With Brafton's Why Content for SEO infographic, the majority of visitors who viewed the related blog post or infographic page itself opted to share it on Facebook, Twitter, LinkedIn, Google+, StumbleUpon and/or embed it on their own sites.

Beyond search-, social- and conversion-optimized site publication, marketers need to actively distribute their graphics throughout the web for maximum impact. Using popular social bookmarking sites and networks helps maximize visibility and traffic by bringing the content to key audiences wherever they're already active online.

### *Building Social Influence*

With nearly half of social users claiming they prefer visual content on social networks, it's clear that infographics can help generate engagement for marketers.<sup>31</sup> To promote sharing it's important to start by distributing infographics across a company's own pages.

*Brafton's social media experts manage automated infographic distribution and interactive sharing for clients.*

Offering informative infographics keeps fans and followers interested, and strong content will result in further sharing to reach followers' extended networks. Plus, a series of changes made by Facebook, Twitter and other social networks have made it easier for marketers to highlight their visual content. Facebook's image-friendly timeline has boosted engagement for visuals, and Twitter offers image galleries when brands share .jpeg or .png files (though it's also good to share links to pages where infographics are available on brand sites).

The rollout of Facebook's Timeline profile layout has led to a 46 percent increase per post on average. Timeline's design increases the size of shared visuals on the site, so users can get a better understanding of the actual content of an image. Moreover, 98 percent of image-driven Pinterest users also have Twitter and Facebook accounts.<sup>33</sup>







Marketers can take advantage of this by posting their infographics directly on Facebook pages, and sharing links to site pages featuring graphics across Twitter, Pinterest, LinkedIn, Google+ and more.

It's important to remember that fast-paced, real-time networks, including Twitter and Google+, also merit multiple shares. Marketers can use various relevant hashtags, unique leads and different data points from graphics as a means of providing fresh context for infographics to engage (and re-engage) their audiences. Brands can also @mention specific groups or users to draw attention to their graphics, or share graphics that answer relevant queries on LinkedIn, Quora or other relevant forums.

Here's success one business and finance website saw when its infographic was shared on the company's brand pages:



Home | PRO Area | News | Columns | SEO | SEM | Social Med

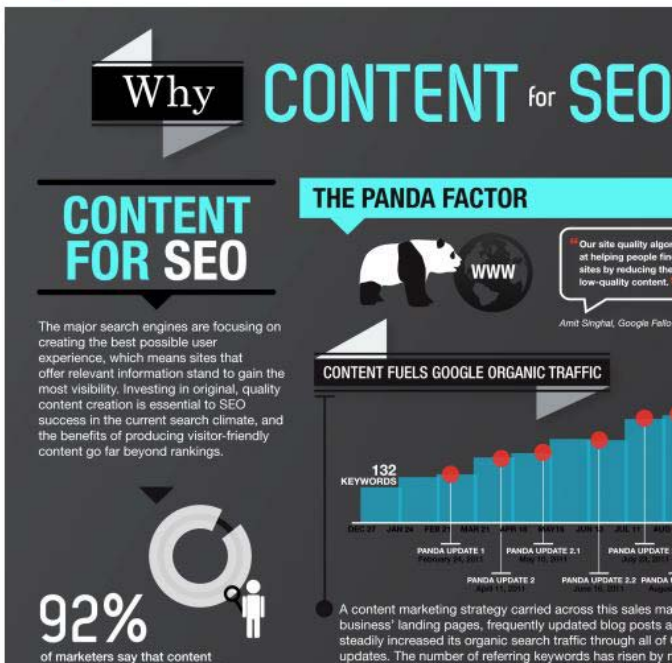
All E-Solutions Spotlights | Featuring: The Value of Keyword and Competitor Discov

### Infographic: Why Content For SEO?

Oct 17, 2011 at 2:00pm ET by Search Engine Land Infographics

Like 615 Tweet 1,655 +1 260 Share 1,086

How does content help with SEO efforts? The folks at Brafton have produced a "For SEO" infographic with lots of stats and information about the topic that you're interested:



It's also important to take social promotion to the next level by considering potential referral sites where relevant audiences are already active on the web. By reaching out to niche publications or trade sites and offering to write a guest blog explaining the graphic (or simply asking editors if they feel it would be a fit with their audiences), marketers stand to win high visibility with target demographics – not to mention high-quality links if the publishers agree to reference the sponsoring brand by name (and link).

Infographic marketing and social marketing are especially strong complements. With social users responding well to visual content and infographics offering relevant data in a creative format, pairing the two can increase sharing and visibility on the web as much, if not more, than any other piece of content.



Featured Sections: Mobile

### Infographic: Why Content is King for SEO

JOE BROCKMEIER · OCTOBER 19TH, 2011

26 Comments  
117 Like

Zach Michonski and 116 others like this.



The three most important things for SEO are content, content, and content. To drive that point home, Brafton has put together an infographic that should be hanging on the wall of every marketing department. The "Why Content for SEO?" infographic looks at the effect of Google Panda and how content is converting searches to sales.



## Measuring Results and Making Strategic Updates

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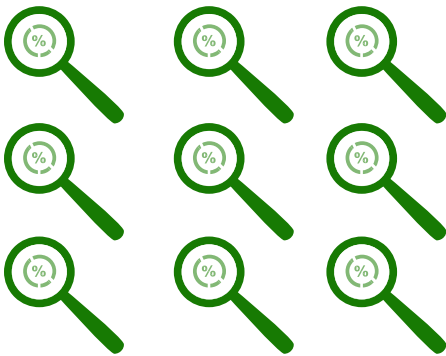


Visits: **6.64%**



Unique Visitors: **4.18%**

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The frequency with which infographics and other forms of visual content are searched for, shared and viewed provides an indication of the increase in traffic a site can see by posting visuals to their feeds. With infographics and other images driving more engagement than other kinds of social content,<sup>34</sup> there's a strong likelihood that a prospect, fan or follower will click on a high-quality graphic, and marketers must be prepared to identify success.

### *Measure organic search traffic to graphic pages:*

To understand whether the key phrases used in headlines and related blogs - born out of key topics covered by a graphic, of course - are fueling organic website traffic, marketers should monitor organic search traffic around the release of infographics. It's particularly important to track how much search traffic enters via infographic pages or related site content.

Here's one B2C website's boost in organic search traffic during a busy quarter in which the company released an infographic compared to the same quarter the year prior (with the infographic page serving as a top Landing Page for visitors):

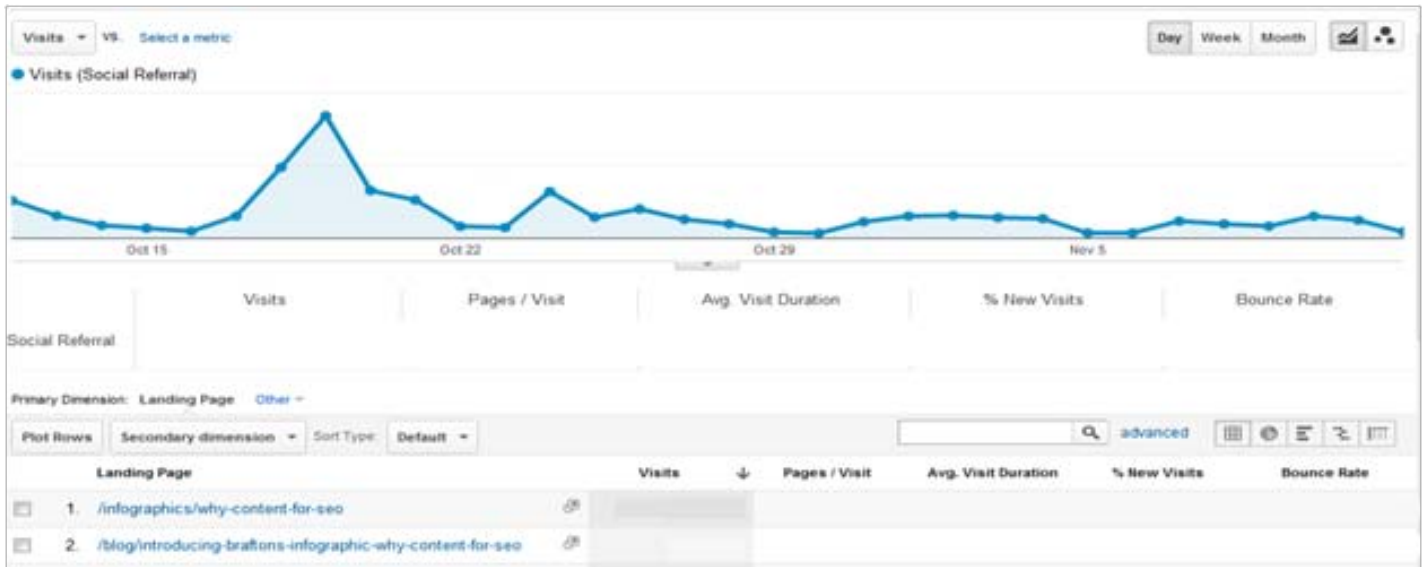
### *Measure SEO-friendly inbound links and where they're coming from:*

Like most images, infographics don't offer much SEO value beyond the additional indexed pages on Google. However, increased frequency of inbound links from social media and other sites on the web makes infographics as valuable for search ranking as other kinds of content.

### *Measure social referrals (from networks and niche sites):*

As branded infographics are shared across the web, more social and referral traffic represents greater opportunities for lead generation and conversions. Sixty-seven percent of marketers have named increased website traffic as a key goal for their custom content efforts for 2012.<sup>35</sup> Monitor where social traffic is coming from, and see how important an infographic is in driving overall referral visits.

In the month after Brafton released its Why Content For SEO infographic, the graphic page and related blog post were the top two landing pages for social visitors.



Moreover, the graphic helped power a 100 percent lift in average monthly social visits, social viewers had a 2 percent lower bounce rate than the site's overall average and two-thirds of these visitors navigated from the graphic to key conversion pages.



*Measure inbound leads and site conversions:*

While many graphics serve as top-of-funnel conversion tools, be sure to look for points where infographic traffic takes desired actions on a site. Whether they're signing up for newsletters, clicking through to additional resources and conversion pages or filling out forms on the graphic page, it's important to understand this type of content's role in the conversion funnel. Marketers may find a traffic segment that includes "visitors who have viewed the infographic" also has desirable site interactions, like more repeat visits, lower bounce rates or higher than average conversion rates.

*Brafton's social managers and content strategists provide full analytics reporting to help clients recognize infographic marketing ROI and build ongoing strategies to maximize results.*

*Use results to make informed strategic updates:*

Like any other part of a successful content marketing campaign, it's important to track how infographics help achieve goals. Consider the social users or industry authorities who linked to it and the quality of the incoming traffic to understand if the topic resonated with the right audiences. Examine the levels of organic search traffic around it to gauge whether supporting content was appropriately optimized for search. Discern which referral sources provided the best traffic to decide where to invest promotional resources for future graphics. And, of course, explore the activity of traffic to graphic pages to decide if it inspired desirable transactions and determine whether it was supported by useful CTAs.

In general, making improvements to a content marketing strategy is critical to its success.

Different types of content are going to resonate with some audiences better than others. Use insights on what was successful (or left room for improvement) in an infographic marketing campaign, and factor the new data into the next infographic.

Don't be afraid to make changes – and don't be afraid to change goals. With companies citing a wide range of goals for their website content,<sup>36</sup> it's important to build a full picture of success and ensure measurement and updates happen accordingly.

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## Conclusion



We started by introducing the infographic as an essential component of a mature content marketing plan, given the growth of customized visual content. We explored the value infographics offer companies looking to diversify their website content, engage audiences across the web and build more brand awareness, traffic and leads. This guide has offered a detailed assessment of the infographic as an element of content marketing and best practices for delivery and conversion optimization.



Now it's time to develop a strategy for making the infographic part of your custom content marketing campaign and find qualified design and marketing professionals to create infographics.



Contact Brafton to learn more about graphics that can fuel your brand, and find out about our infographic marketing services.

*The Cheese:  
Savory*

Rich, visual execution from premium design teams

*The Meat:  
Main Event*

Editorially driven content for graphics from researchers and content writers

*The Bread:  
Foundation*

A robust, conversion-optimized website

*The Tomato:  
Hardy Garnish*

Supporting blog content for SEO benefit

*The Lettuce:  
Final Touch*

Social media marketing to maximize your graphic's reach

*The Sauce:  
Flavor*

Your brand voice present in every element

