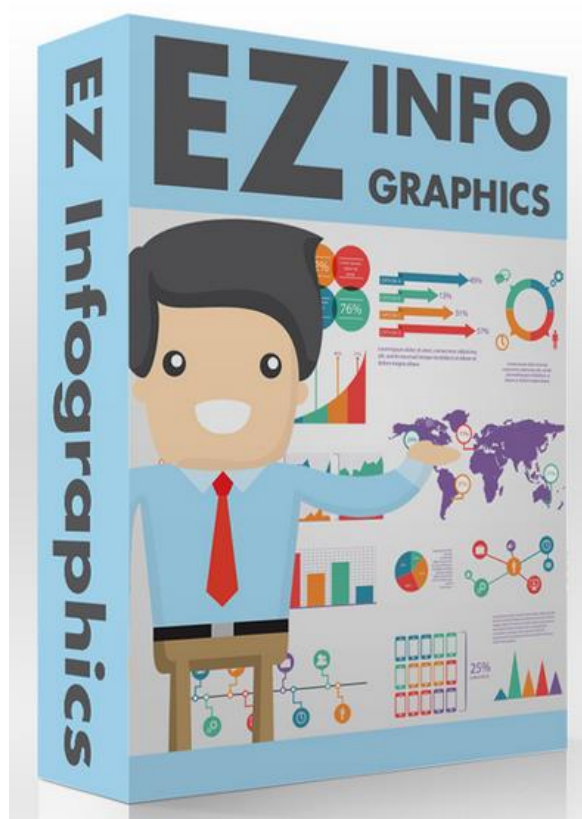


Content Marketing With Infographics

By *Amy Harrop*

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Just go on Pinterest, Tumblr and any other social network and you'll see a ton of infographics. Some of these are just for general information and because people love making them, but the majority of infographics are made to market products, websites and books.

Believe it or not, this is currently one of the best ways to get your product out there while connecting with your audience and showing that you are an authority on your subject (or, in the case of fiction, entertaining to read). Not only that, but they're rather easy to make if you know the basics of graphic design. Let's delve into why infographics are great and why you need to add them to your marketing checklist.

Why Market With Infographics

Before going into the how's of marketing with an infographic, the first thing we should cover is the why's. Why should anyone use infographics to market their book or product? Are they really any better than articles and other common forms of online marketing? There is actually a tremendous difference in terms of value, or the links, buys and overall attention you get if you compare one infographic to one article (or, in many cases, even several articles).

Let's first talk about digestibility in terms of information. Articles are really good at delivering content, but they are somewhat hard to digest. Reading and visualizing concepts and information takes a lot of energy. That's not to say that reading is hard, but that in terms of digesting information it isn't quite the best medium.

According to many studies, about 90% of the information our brain interprets and prioritizes is visual (<https://www.marketingtechblog.com/infographics-popular/>). Rather than read about why A is different than B, skimming an infographic with helpful diagrams and images lets your brain interpret the same level of information in a matter of seconds as opposed to minutes, and the information stays better locked in the brain. If you want people to see you as an authority (whether it be in entertainment or any other subject), then infographics are the best way to convey information.

On a popularity note, infographics have become increasingly popular. Search volume for infographics increased by 800% between 2010 and 2012, and it's hard to access any social network without seeing at least one infographic on the main page (if it's Pinterest, then you'll see plenty for every subject imaginable). People are actively searching for them all the time, and Google is actually hard at work trying to better

incorporate infographics into their search algorithm because they see how popular they are.

On a business note, there are more than a few statistics showing that infographics have real benefits when it comes to traffic. The average website will receive about 10% or more traffic whenever an infographic is uploaded, brand awareness increases by 82%, and over 30% of professional marketers agree that infographics make you, and your product, more relevant to consumers.

In short, this is one of the best ways to market anything you make. Aside from making your information easier to see and digest, it appeals to the modern searcher and ensures that people really get the message your sending.

Elements of a Good Infographic

Creating a good infographic takes a good eye, some design sense and the ability to write compelling copy. At the same time, we can break down the elements of a good infographic so that you can grasp how to make them yourself.

The first and most important element is the story. What are you trying to tell people? Don't make it something like "buy the product" or "why I'm great." You have to tell people a story, even if it's something basic like, "here's why you should care about this" or "how to do something." You should look around relevant blog posts and forums to see what people care about and what they want to hear.

Next is accurate data. The majority of infographics have percentages and diagrams, but this can also apply to simple facts and statements. Aside from finding interesting data, because there's no reason to make an infographic if you're just going to share common information, you have to make sure it's right. Nothing kills your reputation more than fake statistics. Check everything before adding it to the image.

Design is a major element because everything here, aside from some words here and there, is about design. Consider the size of the infographic. Is it too small to convey a message, or perhaps is it too long to be easily read? Do the colors work for the message? Also, are you using too many colors? Having more than three main colors at a time can create quite the eyesore. You then have to think about the images that you're using/making. You don't have to be an artistic genius (many people use stock graphics), but they do have to convey your message and look appealing.

The last element, but certainly not the least important, is the copy. Most infographics only have a sentence here or there. Some even have little, bitty, bite-sized paragraphs. Regardless, the writing needs to help tie the images and design together to truly deliver a comprehensive message. You'll also need a good headline to get people interested.

Much like any new art, the best way to start is to find infographics that you like and imitate them (not copy, just imitate to understand how they work). This will train you to understand what you like and what appeals to you as a reader. Also, it's a good idea to make the product a footnote rather than the focus so that people don't feel sold. People want information, not a sales pitch. Add the product at the end and don't push it down the reader's throat, otherwise you'll alienate your potential clients.

Over the next several pages you'll discover a four-step system for creating an **"I.N.F.O. graphic"** – it's easier than you think.

Here's what I.N.F.O. stands for:

- **Step 1: Identify Your Topic** – here's where you'll find out what to write about. This will be something your niche market is interested in learning.
- **Step 2: Nail Down the Facts** – at this step you'll do some research in order to compile relevant data for your infographic.
- **Step 3: Finalize Your Design** – here you'll determine what sorts of graphics and text to use to design your infographic.
- **Step 4: Organize Your Infographic** – finally, in this step you'll get a p tutorial for creating your infographic with easy-to-use software.

Let's get started...

Step 1: Identify Your Topic

First things first – you need to determine around what topic to create your infographic. Here are the characteristics you're looking for:

Characteristic #1: The topic should appeal to your target market.

This is an extremely important characteristic, because if there is no appeal, then folks won't read your infographic (much less share it).

As such, you need to do some thinking and some research to find out what would appeal to your target market. Answering these questions will help you uncover a topic:

- **What topics is your market clamoring to know more about?** One good way to determine this is to see what topics they're already buying (by searching for bestsellers in your niche on Amazon.com and Clickbank.com).
- **Which topics are popular and trending in your niche?** Take a look at the most popular blogs, forums and Facebook groups in your niche. If you read the archives of these discussions going back several weeks, you should quickly be able to see what people are discussing frequently and with passion. These are your popular topics.
- **Is there any breaking news in your niche?** This is any news or research that's set to become a topic of interest to your market. For example, if you're working in the weight-loss market, then new research about how obese America is and how obesity affects mortality will be of interest to those in your market.

Characteristic #2: There is data available related to this topic.

Most (not all) infographics include some sort of data. Thus the second characteristic to look for is whether there is easily available data on the topic.

Ideally you'll want to find data from trusted academic journals (such as those found on scholar.google.com), as well as polls, surveys and other data from trusted organizations such as news organizations (like the BBC or CNN) and universities (.edu sites).

Here are some searches you can do to help uncover data:

- How many people [do some specific thing]?

Example: How many people die in car accidents each year?

- What percentage of people [have some specific thing]?

Example: What percentage of voters are independents?

- How much money is spent on [some specific thing]?

Example: How much money is spent on weight loss supplements each year?

- How long does it take [to do some specific thing]?

Example: How long does it take to run a marathon?

- What is the average [number of people or number of things that have some relevant characteristic]?

Example: What is the average cost of a home in Los Angeles?

Again, just be sure to get your data from reputable, trustworthy resources.

Characteristic #3: The topic is easy to succinctly summarize.

The next thing to consider is whether you can write about this topic using just a few words and some graphics. Point is, if it requires a thesis-length explanation, then the topic is not a good fit for this format.

Example: The amount of student loan debt in the United States would be a good topic for an infographic, because you could use graphics such as pie charts to depict how much debt is acquired according to the student's major.

On the other hand, an infographic about your opinions on student loan debt wouldn't lend itself as well to the infographic format, simply because it would mostly be nuanced explanation with very little in graphics. (Of course anything is possible, but I'm sure you understand the general idea I'm trying to get across – look for topics that can be expressed in a combination of words and pictures.)

Characteristic #4: The topic should include some surprises.

If you're looking to create a viral infographic, then seek out topics with surprising data.

Example: Whenever a plane crashes, that news is splashed across the front page. However, more people die and are injured in all sorts of ways apart from plane crashes – but you just don't hear about it on the news.

On average (apart from 9/11), about 138 people die per year in airline crashes. Now consider that 695 people die on bicycles each year, 931 are killed by trains, and 36,767 die due to car accidents. And just to put these numbers into perspective, a whopping 443,000 die from smoking-related illnesses each year (according to the CDC).

Imagine this sort of data side-by-side in an infographic – it would be pretty impressive, especially if you used some sort of chart or pictogram to depict the numbers. It may make an eyebrow or two go up... which is exactly the sort of reaction you want if you're looking to create viral content.

Once you've gone through the above characteristics and selected a topic, then move onto the next step...

Step 2: Nail Down the Facts

Okay, so now that you've uncovered a popular topic that your target market will enjoy seeing in the form of an infographic, the next thing you need to do is figure out what facts to include in your infographic.

As you were doing your research in the previous step, you should have already began some preliminary research to uncover data. Now let's take this a step further and go deeper. Here are three tips for finding these facts:

- 1. Go to the source.** Whenever you see data quoted in an article – even if it's from a trusted source – go to the original source of the data to verify it for yourself. This allows you to double check that the data is correct, as well as making sure you're getting the whole story. (Biased articles will sometimes only share part of a data set in order to support their opinions.)

Example: Sometimes an initial Google search may lead you to places like Wikipedia. Generally, Wikipedia articles include links to actual research articles. Instead of relying on Wikipedia's quoting of the data, go straight to source to verify the data for yourself.

2. Trust reputable sources only. I mentioned this before, but I'll mention it again – only use reputable sources for your data. Google Scholar (scholar.google.com) is a good starting point, because it searches academic journals (which are usually peer-reviewed journals). You can also check .edu sites (but make sure they are pages maintained by university professors and not students).

3. Check with the government. The US government conducts a lot of research and publishes their research on the appropriate .gov websites. For example, if you needed health-related research, you could go to cdc.gov.

Tip: Other governments in other countries likely do the same thing, though I am not as familiar with their research.

Again, look for data that is startling or surprising. In addition, look for interesting data to compare some fact to, which will make the data seem more significant.

Example: A good example of this is the data I shared with you earlier regarding deaths due to airplanes, bicycles, trains and smoking. The airline data suddenly seems fairly small even when compared to bicycle-related deaths. Meanwhile, the smoking data (443,000 deaths annually) really stands out when you compare it to the transportation-related deaths.

Once you've collected some fun facts and figures for your infographic, then move onto the next step...

Step 3: Finalize Your Design

At this point you've selected your topic and completed your research in order to learn more about the topic and to uncover data for your infographics. Now it's time to design your infographic. This means thinking about what sort of graphics (charts, icons, etc) and what sort of text to include.

Remember, the idea is to present some concept or present data in a succinct way.

First, you have the graphics, which are typically useful in two ways:

1. In some cases, the graphical elements will help draw in the readers so that they read the text next to the graphic.

Example: You might use simple checkmark icons in a bulleted list, or perhaps you'd use an exclamation point icon to draw attention to an important point.

2. **In other cases, the graphical elements help explain the data.** This is when you create visual representations of the data, such as a pictogram, chart, graph or similar elements.

Let me give you a few examples of what I mean by visual representation of data:

- Example #1: Your infographic shows what types of businesses are started each year in the US, broken down by industry. You might have a pie chart showing these different industry segments.
- Example #2: your infographic shows how much money people make in various technology careers. You could have a pictogram representing yearly salaries by career.
- Example #3: your infographic talks about how many Republicans, Democrats and Independent voters there are in the United States. You might display a map of the US, along with color coding across counties to show where the concentration of different voting segments reside.

Obviously, the second major element is the text you use to convey ideas and important points in your infographic.

Here's the main thing:

Most (not all) infographics are designed to succinctly describe or represent some idea. That's the reason behind using the visual representations of data, so that people can understand data "at a glance" (rather than reading some long passage of text which describes the data).

As such, you'll want to work on creating succinct, eye-catching text.

Have you ever written headlines for sales copy?

If so, then you know that sales copy is all about writing attention-getting, benefit driven text. The same applies here. You want to use attention-getting headlines—perhaps something that arouses curiosity—to keep your reader’s eyes moving down the page.

Example: Let’s go back to the example I gave you before about how smoking-related illnesses kill 443,000 per year. At the top of the section where you mention this data, you want to put a headline which draws in the reader.

Here’s one: “The #1 Way to Die?”

You can see how a question like that arouses curiosity and gets attention. People will have to scroll down to find out more.

You also want to present your other text in a thought-provoking way. For example, instead of just saying that smoking kills 443,000 people per year, make this fact concrete. Compare it to something. Make it relatable.

In this instance, you could tell people that 443,000 smoking deaths is like EVERYONE dying in the city of Atlanta every year.

Boom – now that’s concrete. People can imagine it.

Let me give you some other general examples of ways to make data relatable:

- **If you’re talking about a large amount of money, talk about how much space it would fill.** For example, if your infographic is aimed at farmers, you might mention how many silos it would take to hold a certain amount of money.
- **If you’re talking length or a large quantity of something, talk about how many miles it would stretch out.** For example, if you laid end-to-end the number of hotdogs that people consume each year, how long would this line be – would it wrap around the earth?
- If you’re talking about something very small, compare it to something else that’s also small. This might be an ant, a grain of sand, or even something microscopic.
- **If you’re talking about the speed of something, then compare this speed to something else.** For example, if you’re making the point that something is slow, then you might describe it in terms of its pace compared to a snail.

You get the idea – you need to make your data relatable and concrete so that your infographic is interesting and memorable.

Now, there are a lot of different ways to design an infographic, and your design will depend on your topic.

So what I suggest you do is start studying other infographics to get a feel for how to design yours. You can visit these directories:

- www.dailyinfographic.com
- www.infographicsarchive.com
- www.infographicsshowcase.com
- www.infographicjournal.com
- www.coolinfographics.com

If you're still not sure how to present your ideas, then I suggest you collect at least three sets of data that you can depict in a chart, pictogram or similar fashion, and then use this template for creating your infographic.

For this example, let's assume we're doing a "stop smoking" infographic.

1. Top of infographic has an attention-getting headline. (E.G., "Here's a Sure Way to Die Prematurely...")
2. **Present some data and facts.** (E.G., the number of people who die annually due to smoking-related causes.)
3. **Present related data and facts.** (E.G., how much money people spend on cigarettes annually and how much is spent on healthcare for smoking-related illnesses.)
4. **Present another set of data and facts.** (E.G., how much toxins are in a pack of cigarettes, and how many toxins people smoke in a year.)
5. **Summarize the data and draw a conclusion about it.** In other words, what does all of this data mean to the reader? For this example, what are the chances of the person dying from a smoking-related illness, especially as compared to other causes of death?
6. **Create a call to action.** Here you tell your readers what they can do about the data they just learned. For the smoking infographic, you might give them three tips for stopping smoking, along with a link to learn more.

So go ahead and take some time to plan what all you'd like your infographic to include.

Step 4: Organize Your Infographic

Now that you've basically planned your entire infographic, the final step is to create it.

If you're handy with powerful graphics tools (like Adobe Photoshop) and you have access to icons, charts and other graphics, then you can certainly use those resources to create your infographic.

And if you don't have access to these tools? No problem. Then you can use any number of the low-cost infographic-creation tools available online, such as my brand new software:

[EZ Infographics](#)

Step 2: Select a Template



Step 3: Double Click on Template

This opens your selected template in the infographic-creation tool.



The template is now ready to be edited.

Step 4: Familiarize Yourself With the Features

Now it's time to insert the text, icons, charts and other graphics into your template. First, take a moment and familiarize yourself with the features available in the menu on the left sidebar of EZ Infographics, including:



- **Graphics** – here you'll find plenty of different types of charts, including pie charts, graphs and more, along with icons and other graphics.
- **Pictograms** – these icons allow you to visually represent data such as the number of people or the amount of money.
- **Shapes** – when you click on this menu item you'll find plenty of shapes

- **Text** – this allows you to add custom text to your infographic for your headlines, descriptions and other content.
- **Background** – here you can choose the color of your infographic's background.

Just click on any menu item to explore your options.

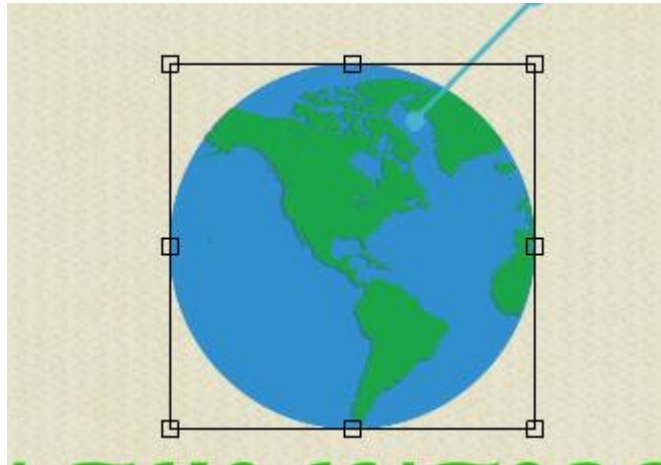
Take a few minutes to explore the features and check out all the graphics. Then you can move onto the final step.

Step 5: Edit Your Template

Now it's time for you to actually create your infographic by editing the template.

What you'll find is that you can click on any section of the template to modify it. If you click once, you'll highlight that section of the template, which you can then delete that widget.

Example: If you click on a graphic, then pushing "delete" on your keyboard will delete that graphic.



Pretty simple, right? You can use your research, template, and drag-and-drop features to create a unique infographic.

Now let's move on to marketing your infographics.

How to Market Books With Infographics

Marketing a non-fiction book is fairly easy with infographics. Think about it: why do people buy books? Some of them love the cover or description, and existing customers might buy them because they love you as an author, but most of your new customers will buy your books because they believe in you. You have been able to bypass their barriers by showing yourself as a capable provider of information.

Since infographics are the king of conveying information, doesn't it make sense that they would be perfect for marketing books? The first step is to make an infographic based on your particular field. For example, if your books are about making money with AdSense or affiliate ads, then the best thing you could do is make infographics should people how they can make money, why these platforms are ideal and how much others are making doing similar things.

You then have to distribute the infographic in relevant places. Some of the obvious places are blogs and social networks, but it's best to place them on websites where infographics congregate (like Pinterest). It'd also be a good idea to use many keywords so that only relevant traffic will find your image and buy your book. Otherwise you're wasting your time.

Be sure to place a link to your book on the bottom of the infographic. Also, don't give away too much. If you tell them everything, then there'd be no reason for you product. Tell them that they can get more info from your book.

Fiction is harder and not nearly as clear-cut, and it's hard to say if this is even ideal for fiction. However, it can be done. The hardest part is pinning a subject to your fiction book. For example, an infographic about how to make soap would be great for "Fight Club." Or, one about S&M might benefit "Fifty Shades of Gray." If you are pursuing this marketing method, then put more focus into the copy. People buy fiction to be entertained, so make the copy as entertaining as possible.

How to Market a Blog

Marketing a blog is incredibly easy with infographics. So much so that they practically go together like peanut butter and jelly. Infographics provide free information without any commit to pay. Blogs do the same exact thing, but they are longer and typically full as text as opposed to images.

You can easily supplement your blog with infographics, or you can turn your blog posts (either single ones or common themes) into infographics. For example, if your blog is about jobs and careers, then you can create infographics about getting a job in the modern age, what degrees work best for jobs or how top-earners were able to rise to the top through their careers.

People are a little more willing to visit a blog than buy a book because they don't have to pay anything, so the barrier of entry is very low. The best strategy is to pair the two and make them very similar so that people get a taste of your style and genre whenever they see your infographics. Traffic typically increases whenever one of these is released, so be prepared for some extra eyes going through your blog. It's also been shown that readership improves by over 90% when an infographic is embedded near written content, so be sure to add the images to your blog as well.

(<http://contentmarketinginstitute.com/2013/11/insights-visual-content-infographics/>)

Other Marketing Tips

First of all, your image should be able to tell a story that hits the customer's pain point. Every product or service exists to fix a pain point, but you often need to drum up the discomfort to get money. Talk about these pain points to make the person really feel them.

You'll also want to bring up the benefits of your product, but without mentioning your product because then people feel sold. The best way to do this is to state the benefits without saying they're from your product. For example, say "this is what the best products offer" as opposed to "this is what our product offers." People will be comparing these benefits to other products and associating the infographic with your product anyway.

Lastly, don't be afraid to branch out. Using infographics that appeal to your broad customer base, rather than just those who buy your specific products, can help you get links and new customers. For example, let's say that you market towards the 18-

24 male demographic. Make a few infographics that appeal to this market in general, and then just leave a small URL or message pointing to your website.

Promoting Your Infographic

Promoting an infographic to get the most value from it takes some time and effort, but not so much that it's annoying. First of all, get your image ready for distribution by making it embeddable with social sharing buttons and rolling in out in your blog, Tumblr, Pinterest and hubs specifically for infographics. You can find some great directories here: <http://www.quicksprout.com/2012/06/11/5-ways-to-get-your-infographic-to-go-viral/>

Then, start promoting it. First, you want to make an optimized press release about it that you share on press release hubs, social media and your blog. You then want to make a few strong headlines on your social media account to get people interested and to tell them when the graphic is coming out and where they can see it. Be sure to connect to your audience, otherwise you won't reach as many potential readers as possible.

After releasing the infographic, start a drip campaign on Twitter, Facebook, Google+ and other social networks that you use. A drip campaign in this sense is writing about one fact on the graphic and then linking to it. This gives you plenty to write about while also forcing anyone who reads your posts to look at the graphic to get the whole story.

If you really want to make your infographic huge, then you'll also do some manual outreach. This means reaching out to other people in a relevant niche to get them to link to or display your image. Get other blog owners to display the image, and even ask them if you can do a guest post to comment on it and to get the most traffic. You can also go to big social media users and ask them to link to or display your infographic. This tends to work best on Twitter and Facebook, but any social media platform will do. This exposes you to a whole new audience, which can result in some major earnings if you play your cards right.

Conclusion

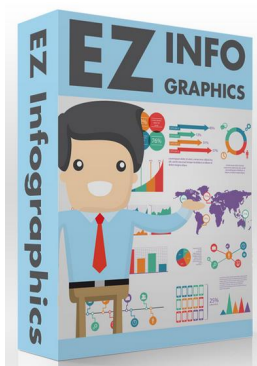
There you have it – you now know how to create your very own infographic using the **I.N.F.O system**. To recap:

- **Step 1: Identify Your Topic** – here's where you found out how to uncover a good topic for your infographic.
- **Step 2: Nail Down the Facts** – at this step you learned about doing some research in order to compile relevant data for your infographic.
- **Step 3: Finalize Your Design** – here you determined what sorts of graphics and text to use to design your infographic.
- **Step 4: Organize Your Infographic** – finally, in this step you received a step-by-step tutorial for creating your infographic using a popular tool.

One of the main benefits of creating an infographic is that it can drive a lot of sales to your website. Another benefit is that you can actually use an infographic to pre-sell an offer.

If you want to make unlimited infographics for commercial use, then check out [EZ Infographics](http://infographics.yourtechtool.com/buy/).

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