

FOCUS
PLAN
SERIES

INFOGRAPHICS

A marketer's guide to creating
high-performing infographics

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- 1 | Review the **basic elements** of every great infographic
- 2 | Select the right **infographic format** to achieve your goal
- 3 | Discover how to extract **insights from your data**
- 4 | Use easy **planning tools** to define concepts and goals

What is the magic of an info + graphic?

It's the hook.

The hook is the insight that turns heads. It's the secret unmasked, the irresistible possibility, the fresh knowledge that can bring new power to the viewer — enabling a new perspective or revelation. Insights can come from simple but

astounding factoids or explanations of complex systems and scenarios. It's utterly charming to have a new insight revealed. The first imperative here is to share information your viewer did not yet know — a.k.a. “the hook.”

Faster, better.

Infographics cut through the noise. The faster you make your point, the better chance you have of being viewed, appreciated and shared. Consumers value the immediacy of great infographics and will click through when the hook piques their interest.

A good infographic distills an idea in a format that makes the central point instantly recognizable and encourages the reader to explore. The best data for an infographic is proprietary, new and true. But its value comes from the insight it reveals.

VISUALIZE TO SUPERSIZE



94%

► Content with relevant images gets 94% more views¹⁰



25x

► Google searches for infographics have increased 25x in the last 5 years⁸



40%

► Visual content is 40% more likely to be shared via social⁸



7x

► Companies that create custom visual content have a 7x higher conversion rate⁹



“A picture is worth...”

When is it not an infographic?

Occasionally people confuse graphics with infographics.

A graphic treatment of text helps the reader understand how to best view your copy. It highlights what is most important, uses color and shapes to organize, categorize and prioritize. Graphical text hierarchy is often used in book, brochure, catalog and web page design. It can also be incorporated into an infographic. But placing copy in a colored box is not the same as using design craft to visualize data. It's a graphic treatment to help guide the reader but not a data visualization.

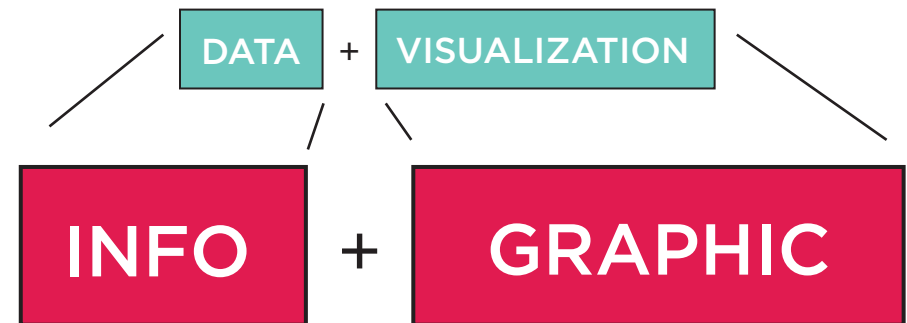
It's also not an icon.

Icons can be part of your infographic in the same way letters are part of this sentence. They can be an element of your design language, and are powerful navigation tools, but on their own, they do not merit the title of infographic.

When does a graphic become an infographic?

Infographic as a term is used to describe data (info) visualization (graphic).

Data visualization ranges from the simple to the complex, but both pictorial and text elements are required. It's a small but crucial detail that separates infographics from other design solutions.



4 common types of infographics

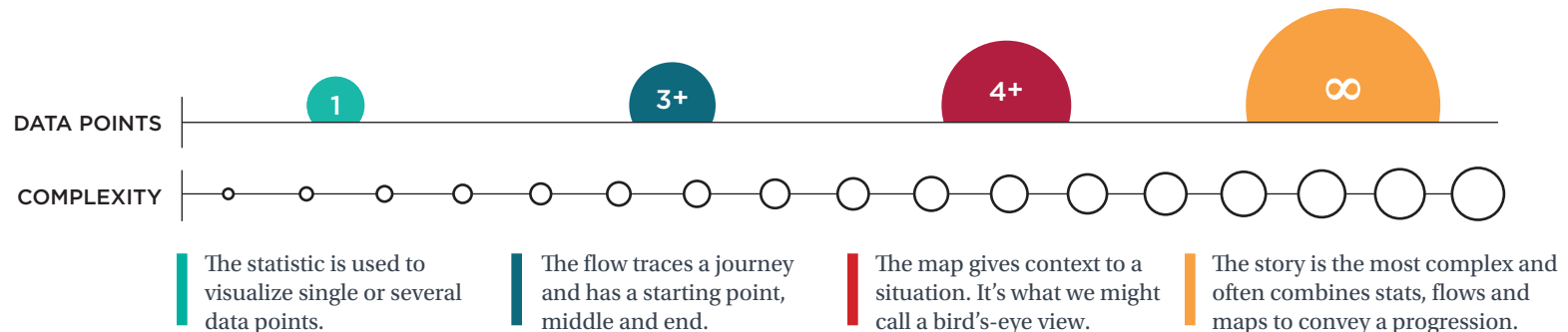
The elements composing a data visualization range in sophistication. Like written language that starts with letters — grows into words, combines into sentences and is layered into paragraphs — infographics have a similar structure of combinations and complexity.



"I like pictures."



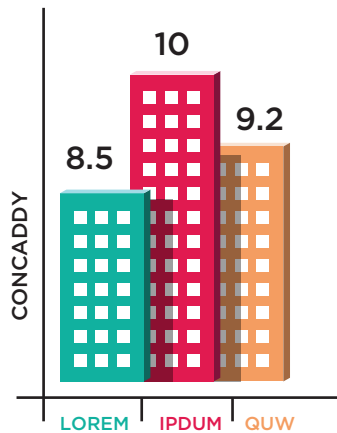
Examples start on next page →



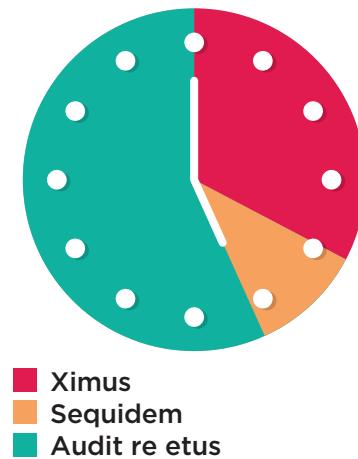
STAT [EXAMPLES]

This is the simplest and most often used infographic. It is the fraction writ large. You see it in pie charts, bar graphs, and line graphs. These can be designed quite elegantly, of course, but the inputs for creating them are the simplest.

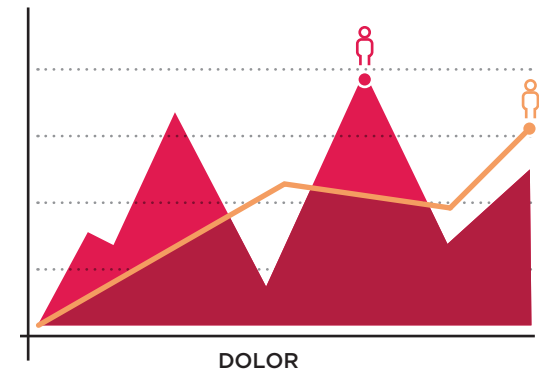
BAR CHART



PIE CHART



LINE CHART



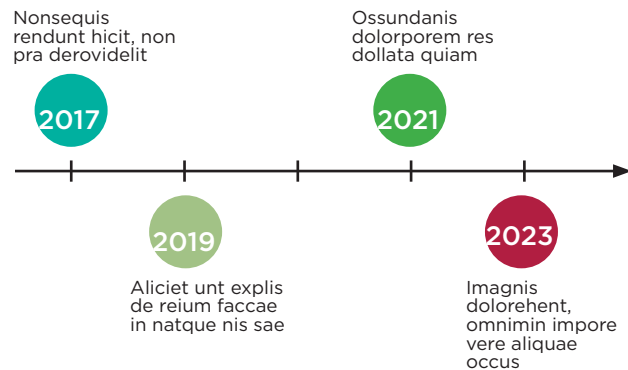


FLOW

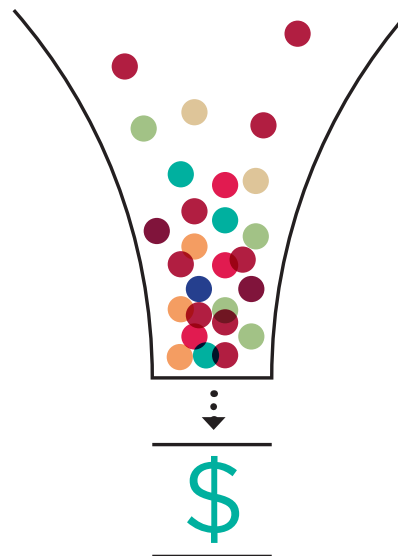
[EXAMPLES]

Flows illustrate a transition from a starting point, through a middle action to an end point. They are often used to describe a timeline or series of actions. They are strongest when they visually represent what's unique about each phase or illustrate the impact of the transition.

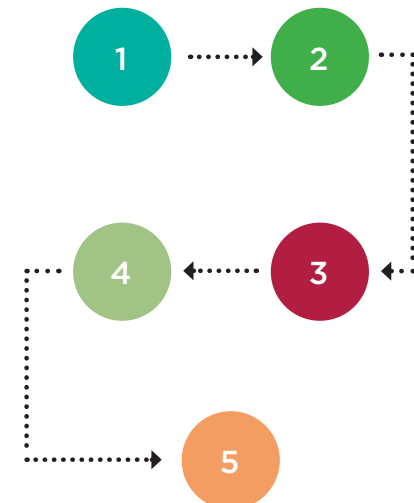
TIMELINE



SALES FUNNEL



PROCESS





MAP

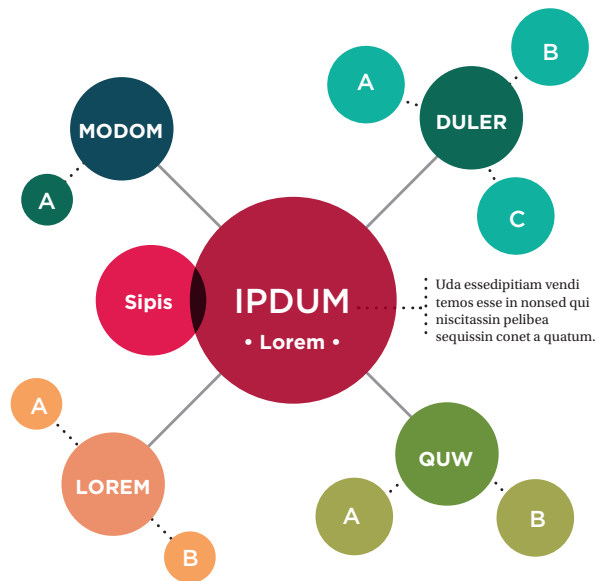
[EXAMPLES]

The map infographic provides context via a bird's-eye view. Whether it is a map of a country, a diagram of the brain, a customer journey, or the state of an industry, it frames the story or setting and provides enough data points to support the thesis and “fill in” the landscape. The POV of the map infographic often enables the viewer to assess a situation and see where they lie within the environment.

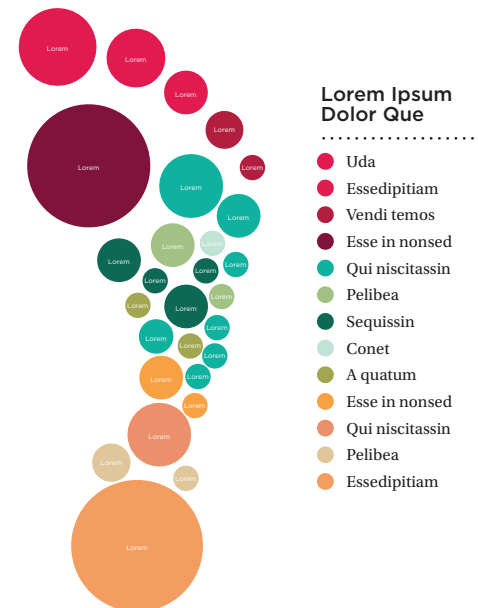
GEOGRAPHY



RELATIONSHIPS



COMPARISON





STORY

[EXAMPLE]

A **story infographic** is the most **complex** because it relies on cohesive integration of multiple infographic types. It requires a valuable hook and elements of classic storytelling that will sustain the interest of the viewer with features such as plot, character, setting or narrative.

Characters and plot

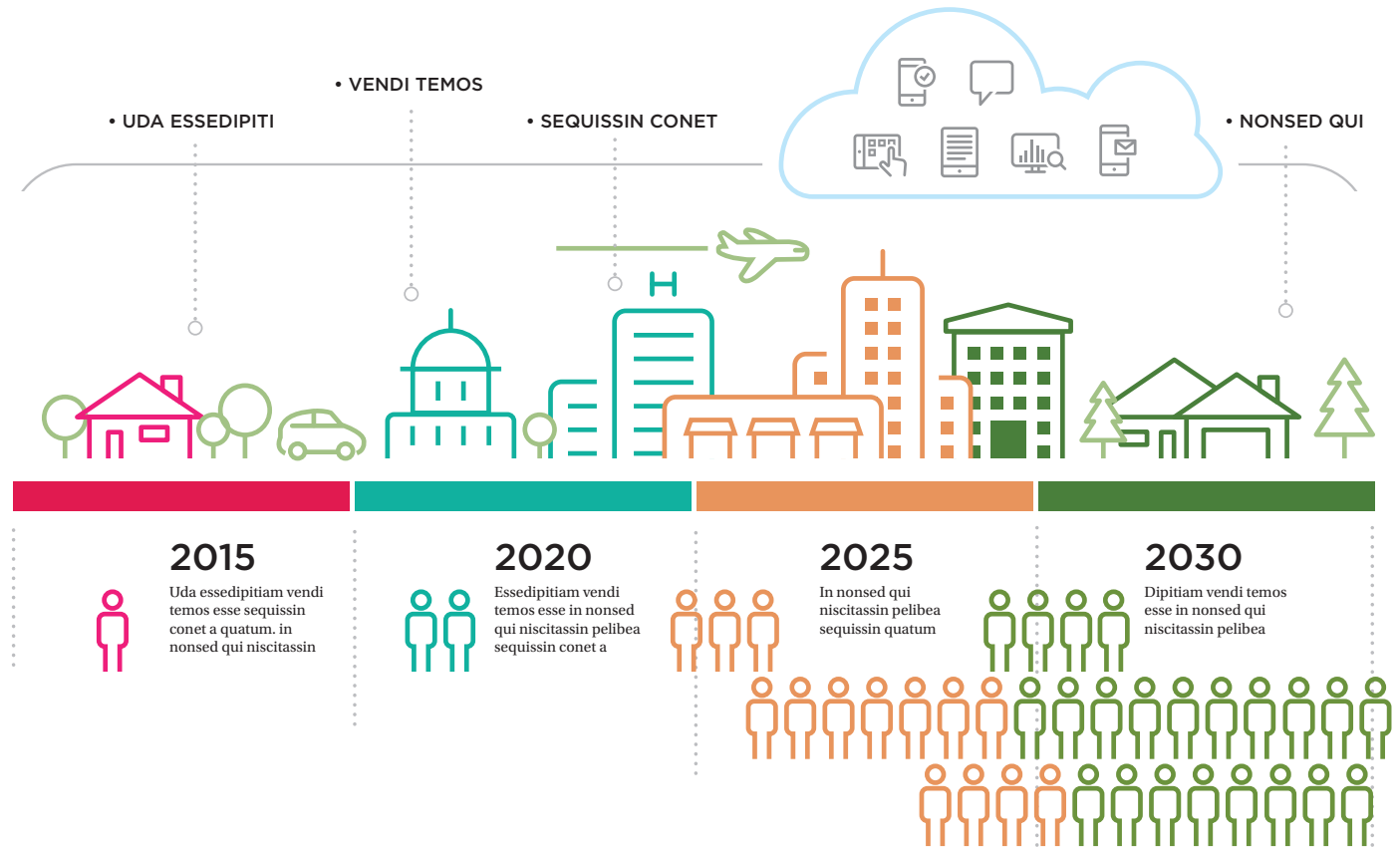
A story infographic might include an analysis of the effect of the aging baby boomer population on the U.S. health care system.

Setting

The story is set on a timeline showing the rate at which baby boomers will age into Medicare between now and 2029.

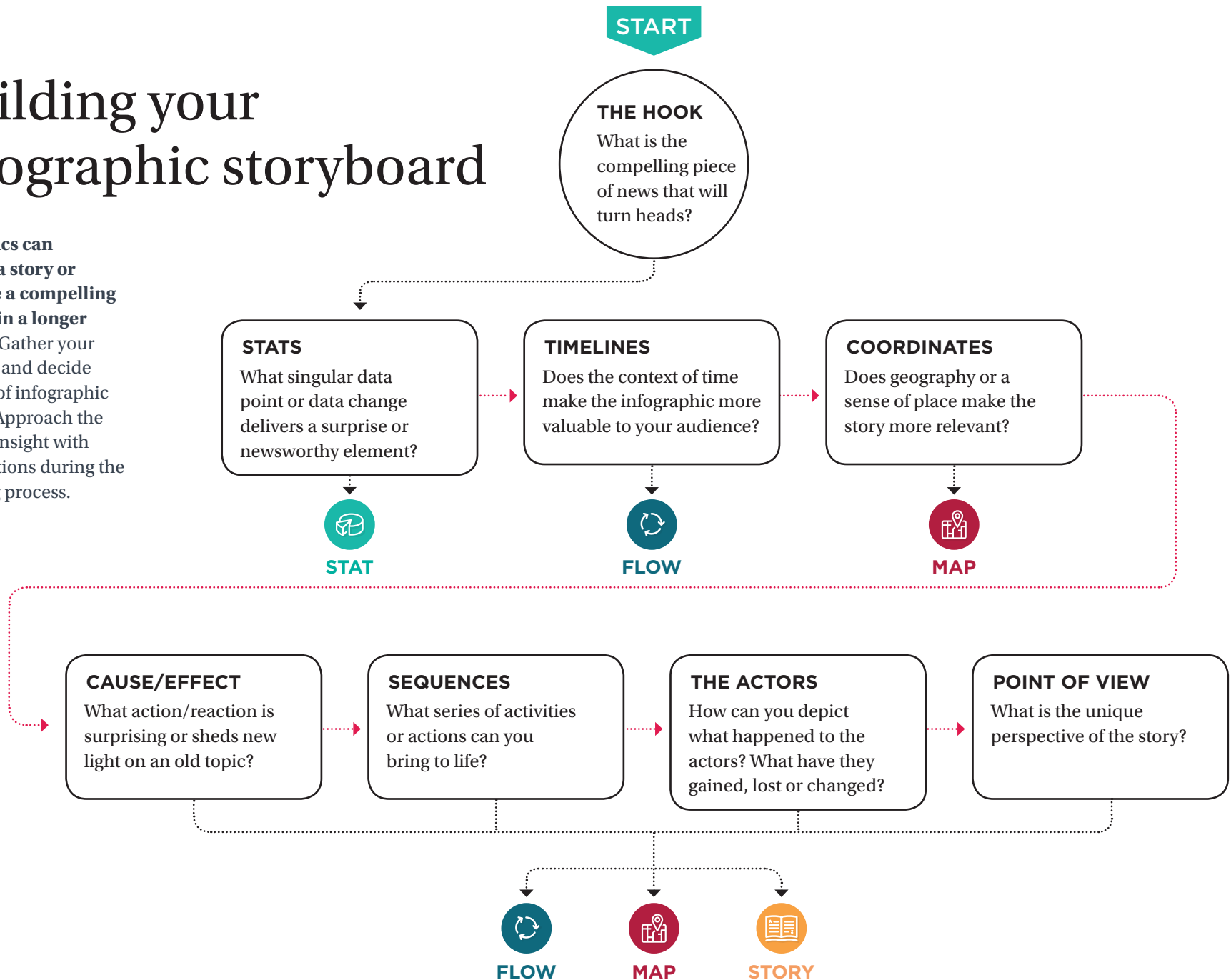
Narrative

Pop-outs across the timeline will show how new health-care models and technologies are appearing to support baby boomers in the stressed health-care system.



Building your infographic storyboard

Infographics can either tell a story or emphasize a compelling point within a longer narrative. Gather your data assets and decide what level of infographic you need. Approach the search for insight with these questions during the concepting process.



How will you measure success?

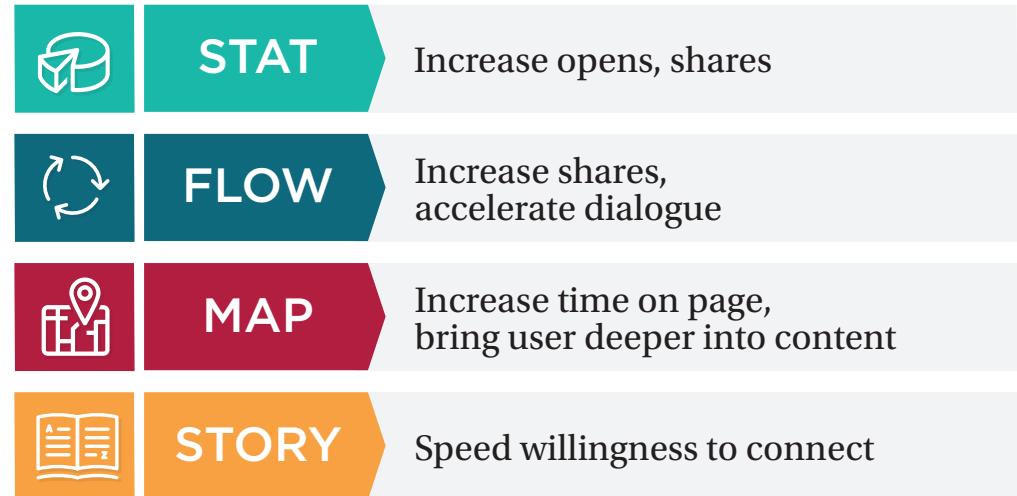
Tactical Excellence

Infographic design is a process of distillation and clarification. Excellence can be defined by the clarity, precision and efficiency in which complex ideas are communicated in the shortest time and in the smallest space.

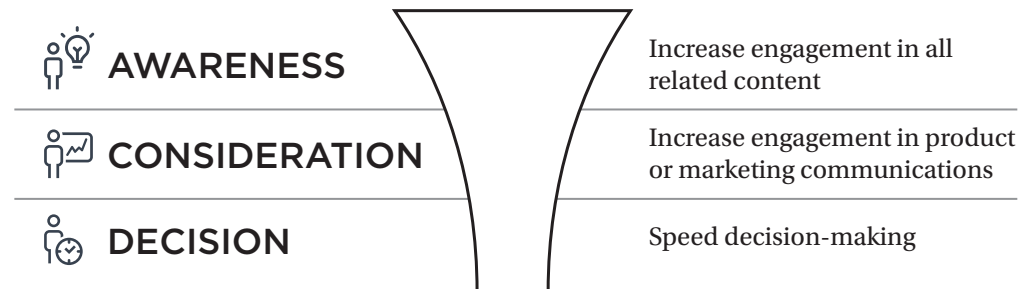
Campaign Performance

An infographic can help attract new viewers, spur dialogue, and draw viewers further in to your brand experience. As with any tactic, setting a goal upfront will help the development process as well as define performance measures. The following suggestions can help you get started.

GOALS



PERFORMANCE



A disciplined approach to visualizing data

Great infographics lead to a **universal conclusion for all viewers**. They show rather than tell, lead to an “a-ha” moment for the viewer, do not distort data, and help viewers discern relationships in the data. Moving through infographic concept and design requires a disciplined approach.



1. GOAL

Make sure you have one. **83% of marketers say lead generation** is their primary goal for content marketing.⁶



2. DATA

Search company data, customer surveys, government data, Google trends and secondary sources.



3. INSIGHT

Find the insight that **helps the reader** achieve his or her goal.



4. SCRIPT

The script is similar to a **wireframe**. It defines content features and viewer requirements — such as device type.



5. CREATIVE

The script reveals how **creative will come to life in design and copy**. These disciplines must be practiced in concert to bring the graphic to life with supporting text.



6. SHARE

Include sharing buttons on your infographic and 2 or 3 sentences of context (including SEO keywords) that will travel with the infographic when it's shared.

7 steps to creating a high-performing infographic

[WORKSHEET]

	Team Members	Time Frame	Associated Costs	Success Measures
 1. Set the goal				
 2. Gather data				
 3. Find the key insight or hook				
 4. Choose infographic format				
 5. Develop the Script				
 6. Iterate				
 7. Share				

Get Started on Your Next Infographic

A disciplined approach to infographic creation will distill your thinking, sharpen messaging of your topic, product or category, and expand your reach. Visuals are processed much faster by the human mind and are much more likely to be remembered than content that is heard or read.

Not only are infographics an extremely effective way to capture attention and improve understanding, they increase traffic to your owned channels (e.g., website, blog, email newsletters, and social accounts) via organic search, social feeds, paid media and employee advocacy.

Use this eBook to support your team in creating effective infographics, or **contact Mindsailing** for help in the creation of breakthrough infographics that will make a difference for your brand.

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Sources

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