



WHY CREATE INFOGRAPHICS?

WHAT IS THIS BOOK IS ABOUT?

This is a short, simple book that details what I've learnt in over 140 jobs as an infographic designer. You'll learn about the psychology of infographics, the main problems they solve and at the end you'll know if infographics are right or are not right for your current needs.



GOLDEN RIBBON.INFO

**WHY CREATE
INFOGRAPHICS?**



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INFOGRAPHICS?

Infographics are graphics that simplify stuff. Full stop.

Notice how the definition was simple and clear, that is what all good infographic design aims to be. They are easily digested, easily interpreted, simplified graphical explanations of complex topics.

What kind of stuff? Any stuff. Almost any topic you can dream of can be simplified using infographic concepts and techniques. This is just one of the qualities that makes infographics such a powerful content tool.

USE CASE SCENARIOS

Infographics, in my experience actually can be separated in two distinct scenarios:

- The first scenario is for the client. These types of infographics are internally circulated in a business/organization to explain new ventures, old processes, clarify objectives, rekindle team spirit and/or reiterate a team goal.
- The second is the most known and the one we will be delving into the most. Infographic content for content marketing with the aim to reach prospective customers.



**INFOGRAPHICS
FOR CLIENT NEEDS**



**infographics help to
solve problems for
customers and
clients in one proud
graphic.**

~The Golden Ribbon

INFOGRAPHICS FOR CLIENT NEEDS

In the world of business, things can get messy really fast (I mean like super fast).

Investors, budgeting, objectives, partners, suppliers, customers, expenses, assets, task allocation, yearly projections, reports, white-papers, meetings, payments, complaints, returns, reviews, taxation (take a deep breath) and the list goes on and on and on...

Sounds like a lot of complex topics right? This is where infographic design shines.

In fact, I have found that roughly 45% of all infographic jobs I've ever done are for internal use versus external; external meaning specifically for customer acquisition. In some cases it is even for both.

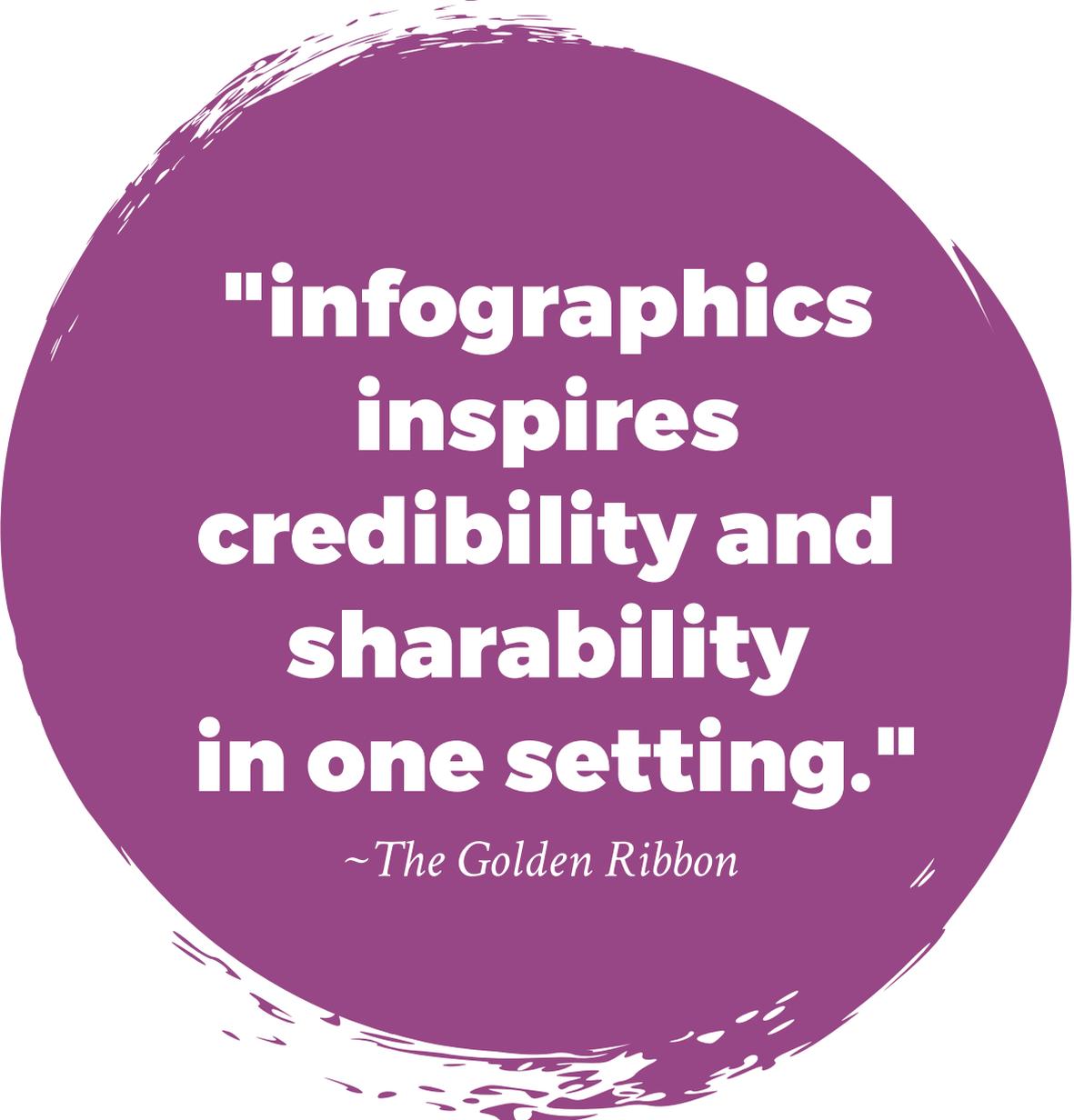
Oftentimes, when infographics are talked about “customer trust” are the next words that follow, but it turns out that...

Clients need love too.
Go figure.

That is a riveting discovery. The versatility of infographics can help solve problems for customers and clients in one proud graphic. Solving problems is at the top of the food chain when it comes to measuring value. And as content/material goes, there aren't many tools that can provide that sort of value.



**INFOGRAPHICS
FOR CUSTOMER NEEDS**



**"infographics
inspires
credibility and
sharability
in one setting."**

~The Golden Ribbon

INFOGRAPHICS FOR CUSTOMER NEEDS

Potential customers along the learning or buying process are bombarded with loads of messages. Information, conflicting opinions, complex documentation/articles, competing companies and targeted adverts... just to name a few. The process can lead to mental overload and makes things even harder to comprehend.

Infographics helps to clear the air. How? The brain processes images far faster than text. You've heard this before, but here is the golden connection other articles always miss. It is also less mentally exhausting to process images than text.

It takes less energy to process infographics. Infographics make for the perfect respite for potential customers when there are clear explanations between a well-designed graphic.

Infographics = Customer respite

Let me be clear. Images are a more complex type of decoding for the brain than text. However, images are a far more natural medium for the brain to decode because decoding images has been a survival mechanism since the birth of man. In other words, the brain is far more efficient at decoding images. Text has only been around for the last 10 -15 thousand years.

Outside of infographics providing a life-line in the sea of content (poetic I know), they also play a very important role in content marketing.



The Golden Ribbon

Infographic Design

goldenribbon.info

CLEAR OBJECTIVES, CLEAR DESIGN

Fill in the form on the last page & Let's work together
Or contact me at philliptaylor@goldenribbon.info

All content marketing techniques pivot around building trust. There are many ways to do this. Infographics does this through building credibility. The best infographics go right to the heart of the problem of the target market. The more you solve a customer's deep-rooted problems, the more credible you become in their eyes. The more credible you become, the more likely they are to try the services /products you offer. I like to call this the ATAT scale.

AID

Offer clean, followable ADVICE and steps to clarify a process that ultimately helps them make a decision.

TRUST

When you aid the person more than once, you become a reliable source and that person begins to TRUST you.

ADMIRE

The person admires you for your work if you've aided like this 3 to 5 times or this person has referenced you.

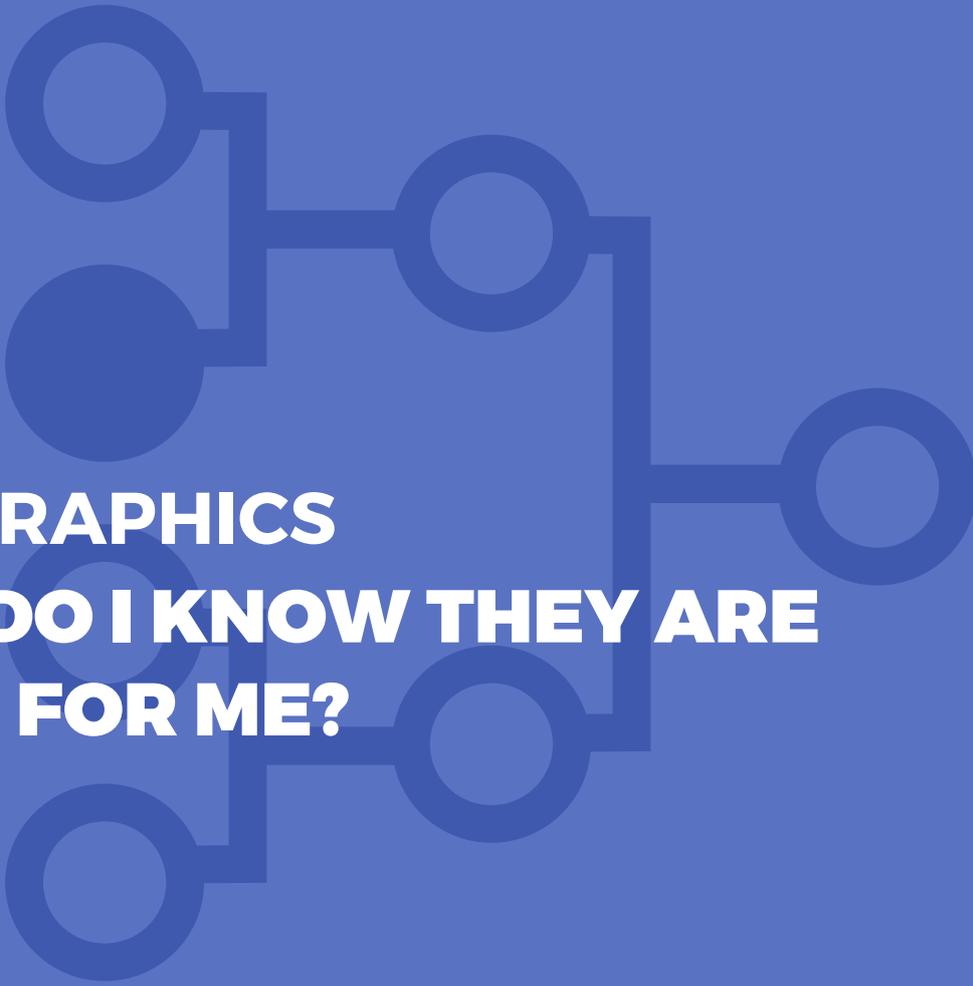
TEST

If you continue to nurture and help them to reach their needs with focused infographic content, they are highly likely to test your service/ product offerings for their own needs. That person then becomes a lead.

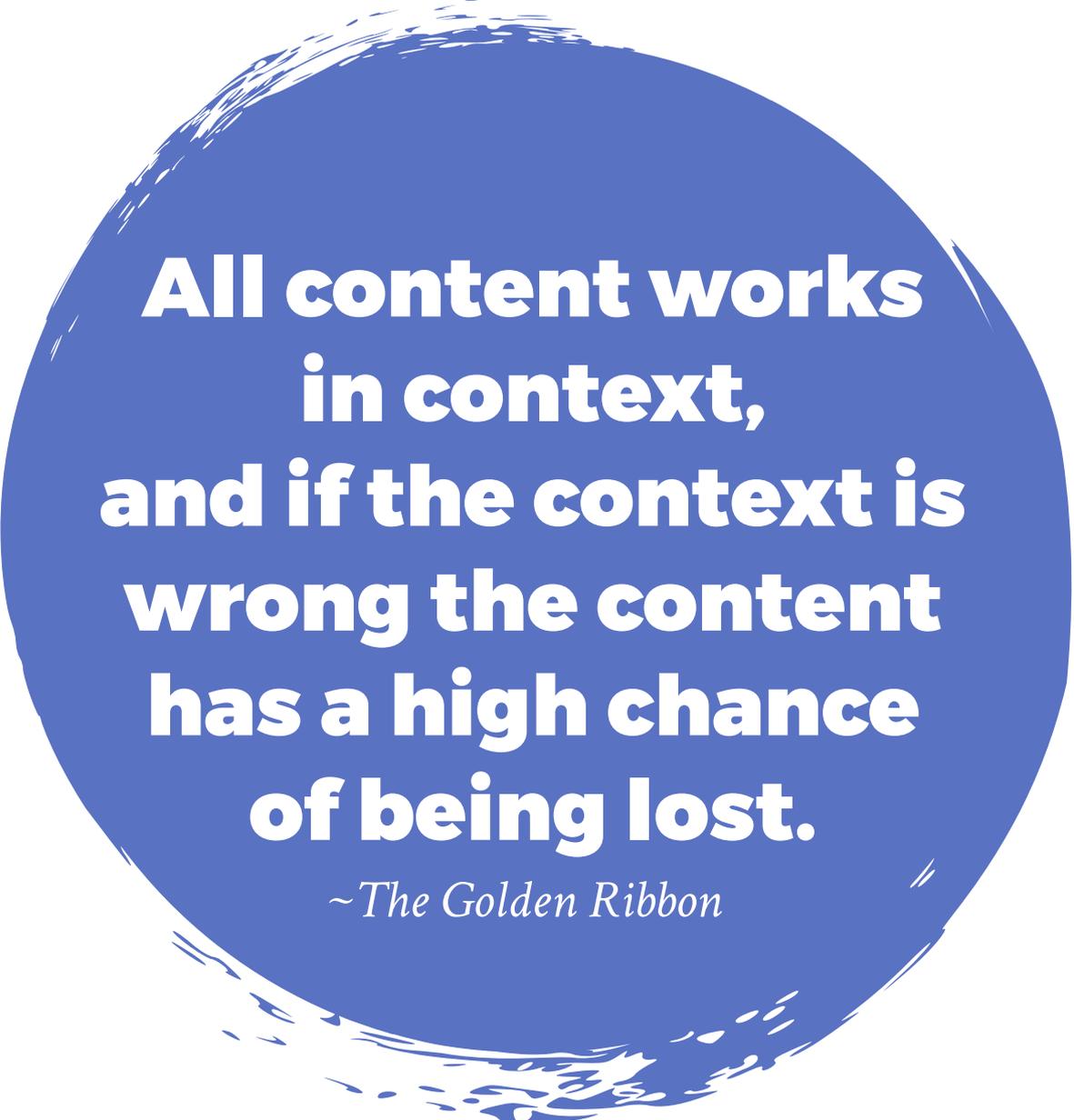
Remember we are dealing with people here and people are diverse. So, converting leads into customers will always be a probability. However, infographics help nurture leads more effectively and that will always increase the conversion rate of customers.

Infographics inspire credibility and sharability in one sitting. They are essentially images, so they are shareable (we are referring to static infographics here). However, by using different types of infographic content (integrated and animated) we can produce different results for different needs. That topic is for a different eBook but it's worth noting here.

If you wish to learn about the different infographic content types, click this [link](#).



**INFOGRAPHICS
HOW DO I KNOW THEY ARE
RIGHT FOR ME?**



**All content works
in context,
and if the context is
wrong the content
has a high chance
of being lost.**

~The Golden Ribbon

What infographics are not:

It is not a direct sales pitch. - This has its place in marketing, but infographics is not it.

It is not a text archive - Text must be light for infographics both in the title and the content. If you have a lot of text and you want represent all of it as is, try an eBook or an article.

It is not for generic topics -Infographics work best for niche/specific topics that have a target. Infographics are not wide spread; they are deep, focused and meaningful.

It is not designed for fast releases -Infographics bank on quality research, and well-written content, to help customers solve their problems. Naturally these factors take time to complete.

It is not designed for Search Engine Text Crawling - Infographics are great sources of information and are sharable. However, the text on static infographics is flattened. This means that the search engine keyword index that makes content found easier, can not be used on the text content of a static infographic.

It is not designed for self-promotion - Infographics don't go viral automatically, you'll need to promote them. There are various promotion sites and techniques to get your content out there, however the need to use these sites will decrease with the amount of following you gain over time.

It is not Metric friendly - Being images, it's not straight forward for you to gather direct data on engagement level as HTML has no way of crawling the text on the image. Metadata like alt-text and keywords help, but if you especially need that sort of data, other content mediums such as blog posts, newsletters and integrated infographics would be a better way to go.

Questions to ask yourself

First, you'll need to check how far along the marketing pipeline you and your business is before you take on infographic content. All content works in context and if the context is wrong, the content has a high chance of being lost. Infographics lost = loss of money.

Here are some questions to ask yourself if you're not sure infographics are right for you:

- Does your topic of choice translate well into an infographic? Remember, infographic content is not the only type of content marketing material. Some subjects are not suited for infographics, and could work better if presented in a different way.
- Do you know your target audience's needs, problems, peculiarities or interests? If not, it isn't for you.
- Have you started a content creation program that helps to create and secure leads? If not, it might not be for you.
- Is the topic you want to present general in nature? Infographics work best when the topic is laser focused with a very clear target in mind.
- Do you have a website or a social media account for promotional purposes with followers? If not, infographics might not be for you. However, this doesn't apply if you wish to print this for customers.
- Does your marketing plan benefit from a fact and data-centered approach? If your marketing plan is not centered around factual content, this may not be the right medium for you.

GOOD DESIGN IS WORTH ITS WEIGHT IN GOLD



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DESCRIPTION OF NEEDS: