

# HOW TO CREATE AND USE BEAUTIFUL INFOGRAPHICS IN YOUR MARKETING

## Introduction

Infographics are nothing new; why, then, does it seem like in the last 5 years marketers have been using them to promote content that spreads like wildfire? Well, because infographics work. They're great as standalone blog posts, they dazzle readers of ebooks and content all over the internet, and they're easily shareable because the brain processes visuals 60,000x faster than text [ [🐦\\_Click to Tweet this!](#) ]. The brain loves visuals, especially when they're in the form of a beautiful data-telling story.

As marketers adopt the inbound marketing methodology of writing and sharing exceptional content to attract and delight customers, infographics have weaved themselves into the threads of a business's content strategy. Sharing these beautiful data presentations is easy; the challenging part is how to create your own, manipulate your own company's data, and translate that into a beautiful, shareable, informative and engaging piece of content that will increase traffic and leads to your business.

In this ebook, Venngage and HubSpot have joined forces to teach you everything you need to know about creating visually stimulating and informative infographics to use in your marketing efforts. You'll also learn how and where to promote infographics, measure their performance, and ensure you're seeing ROI.

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# CHAPTER 1: DECIDING WHAT DATA TO REPRESENT

(Hint: Don't Use It as a Starting Point)

The #1 mistake most people make when they want to create infographics is to use their data as the starting point [ [🐦\\_Click to Tweet this!](#) ].

Readers don't exactly care about your data, they care about the story you are telling. Creating a great infographic is about answering questions and solving problems people have. Using your data to think about infographic stories will impede you in the selection of interesting topics and inevitably bias you towards what Venngage calls a "data for the sake of data infographic."

Try not to brainstorm with your data first. In fact, do the opposite - take your data and lock it up. Don't look at it. Forget about your data for now. Think about what you want people to learn and take away after they look at your infographic.

The infographic below is a great example of how a large non-profit organization fighting Malaria in Africa would use an infographic to get the word out about the dire effects of Malaria and how they are progressing against it. The data they have is what you would expect: baseline data on how terrible the disease is, the funds they have raised, the number of medication they provided to children, the number of doctors per population size, the number of Malaria cases/deaths and their locations and so on.

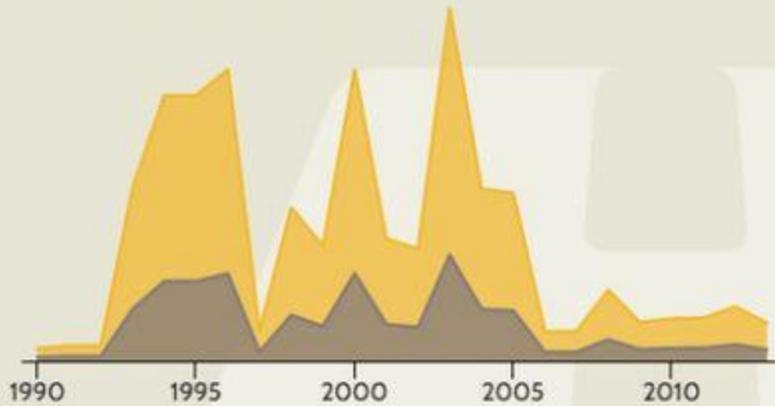
Let's say we do what most people do and start with this data set to design our infographic. We might be tempted to create an infographic with the following storyline: Malaria kills a lot people, and our efforts against it is showing great results as evident in our numbers – the decrease in cases/deaths, the improvement in the number of doctors, better treatment, and perhaps some economic impact.

Here's what it would look like. It's a very run of the mill type of infographic.

# Wining the War against Malaria

## Malaria Cases Between 1990-2014

3x Decline in the last 2 Decades



Mortality Rate Improvement



4 out of 5 Survive

210% increase  
from previous decade

## Treatment Delivery Success

- A** Number of doctors per 1000 **10%**
- B** Number of vaccines delivered **31%**
- C** Number of treatment delivered **45%**
- D** Number of new clinics **27%**
- E** Number of households reached **76%**

### Multiplier Effects

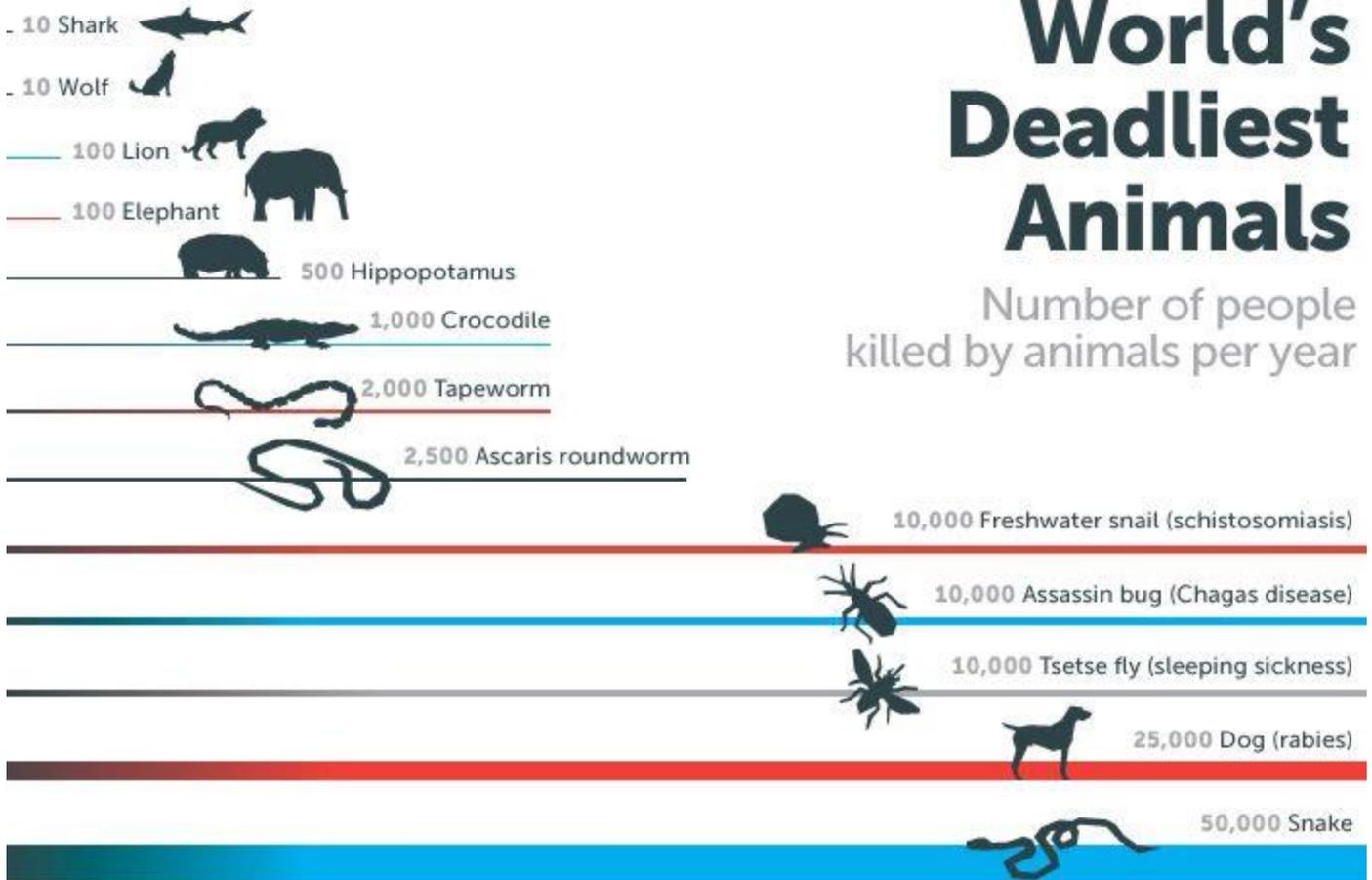


This is not a bad infographic. But it's not great. It's your basic data-driven infographic. The problem is, this infographic tries too hard to fit all the great data the non-profit had collected and did not focus on what the potential audience would be interested in learning. A great infographic not only answers questions that people are curious about, it reframes them in an unconventional way. It challenges us and sparks new insights to old problems. It should have an impact, and leave you pondering on your existence, not unlike a good book or a good movie.

So, how would we create that infographic on Malaria? Fortunately, the talented people from the Gates Foundation did exactly that. They created an infographic entitled, "World's Deadliest Animals". I'll let the infographic speak for itself.

# World's Deadliest Animals

Number of people killed by animals per year



475,000  
Human



725,000  
Mosquito

In this infographic, there's no question the story being told isn't about data. It's about the impact of how it's represented in a story: the animals we think are killers aren't even close to comparing deaths caused by mosquitos.

# CHAPTER 2: HOW TO VISUALIZE YOUR STORY

You've got your story. Now you have to choose the type of infographic you want to use. There are loosely 10 different types of infographics (listed below with examples). Based off of the story you are telling, one of these types of infographics should jump out at you and you'll know that's the type of IG that will best represent your story. Remember: the story comes first, data always comes second.

If you're stuck on two types of infographics to tell your story, go with a simpler version. Venngage's Pinterest Research study showed that Pinterest users liked and shared more infographics that were simpler and had less colors. But we'll get to this later!

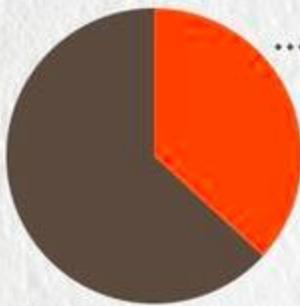
Below are the 10 types of infographics to help you visualize your story.



## 1) STATISTICAL INFOGRAPHICS

This infographic shows a summary or overview of data with one or more graphs, tables or lists.

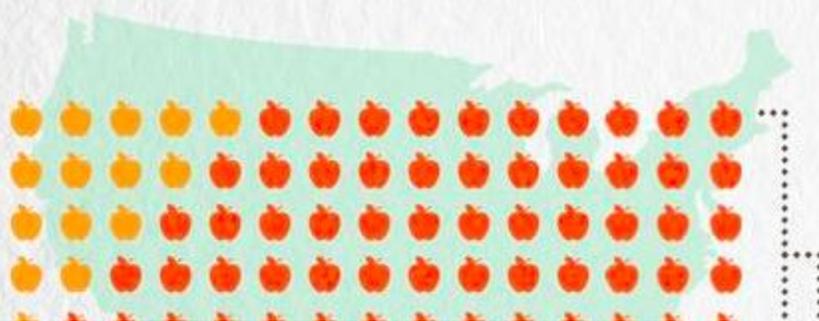
# 21 SHOCKING U.S. FOOD WASTE FACTS & STATISTICS



**40%**  
OF FOOD IN THE  
U.S. IS NEVER EATEN



GLOBALLY, .....  
**4 BILLION**  
TONS OF FOOD IS WASTED  
EACH YEAR



AMERICA WASTED  
**33.79 MILLION**  
TONS OF FOOD IN  
**2010,**  
ENOUGH TO FILL



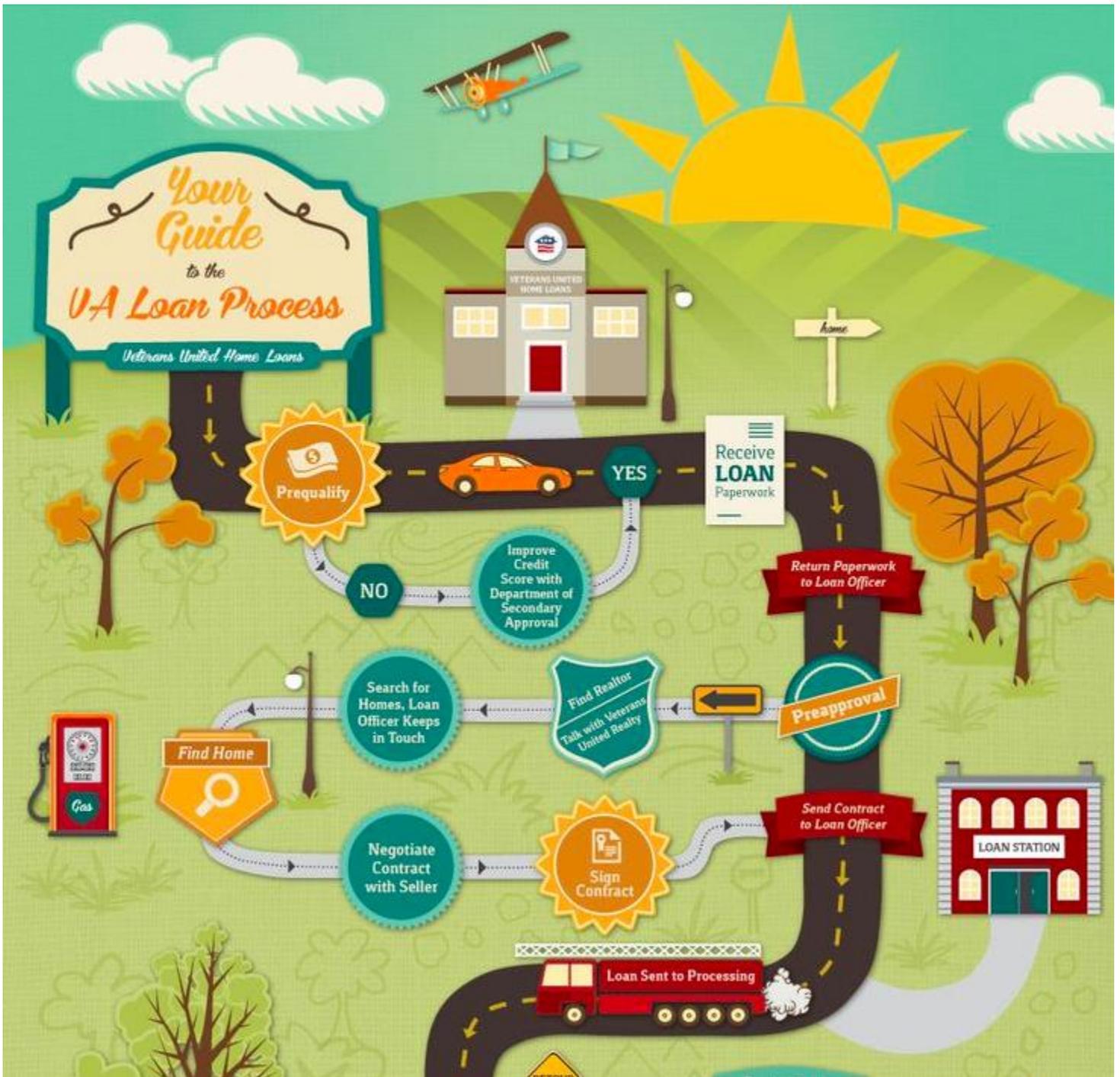
## 2) TIMELINE INFOGRAPHICS

These time-oriented infographics show progress of information over a chronological time period.



## 3) PROCESS INFOGRAPHICS

These infographics demonstrate a linear or branching process. They teach the workings of an object or flow chart showing choices in a decision process.





# 4) INFORMATIONAL INFOGRAPHICS

These infographics are most likely a poster that summarizes topic with some extra bits of information.

## PET TRAVEL 101

Traveling with your pet can seem like a lot of work, especially if you have never done it before. Whether you are driving or flying, make sure you read up on our handy guide. You (and Fido and Mittens) will be happy you did!

### WHAT TO BRING ON ANY TRIP...

- FLEA/TICK PREVENTION**  
treatments and other medications your pet might be taking.
- UPDATED I.D. TAGS FOR TRAVELING.**  
These should have information on how to reach you while you are on your trip.  
Hi, my name is: **Thunder Paws**
- CLEAN-UP BAGS**  
and/or pooper scoopers.
- HEALTH CERTIFICATES**  
Updated health certificates.
- FOOD AND WATER BOWLS**  
Collapsible food and water bowls (light, leak-proof and long-lasting).
- PROPER ID**  
Keep collars with proper ID on at all times.
- TENNIS BALL**  
or a favorite toy for tossing at rest stops.
- USING A CARRIER?**  
Make sure your name, phone number, and e-mail are clearly labeled.  
(Make sure your pet is used to a carrier before the trip)
- A PHOTO**  
in case your pet gets lost.

### TRAVEL TIPS



## **5) GEOGRAPHIC INFOGRAPHICS**

These infographics display data with a location map.



## 6) COMPARE/CONTRAST INFOGRAPHICS

These infographics illustrate notable similarities or differences as a “this versus that” infographic or as a table or simple list.



# ADULTS VS TEENS

## HOW WE USE SOCIAL MEDIA

The Pew Research Center recently released a study about how adults use social media, which made us wonder how teens and adults stack up when it comes to social media use. Teenagers today grew up in a digital world, so it is no surprise that they are pretty savvy when it comes to all things online and technology. Surprisingly, though, when it comes to early adoption of newer social mediums like Pinterest and Instagram, adults seem to have teens beat, if only slightly. Here's a breakdown of how both teens and adults use social media.



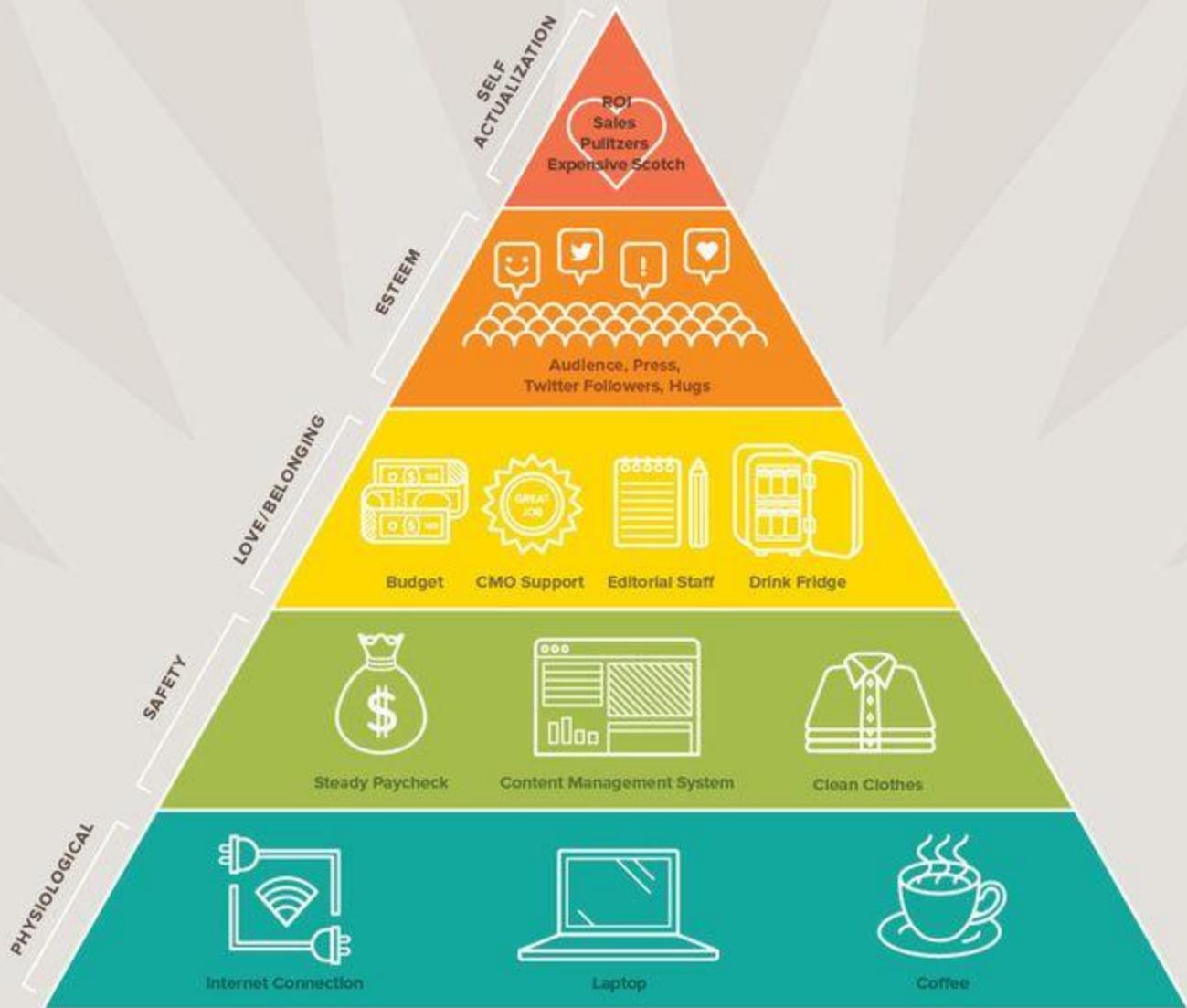


# **7) HIERARCHICAL INFOGRAPHICS**

This type of infographic demonstrates a chart with levels.

# MASLOW'S CONTENT MARKETING HIERARCHY OF NEEDS

PRESENTED BY CONTENTLY





# 8) RESEARCH-BASED INFOGRAPHICS

These infographics are similar to statistical infographics, but based on research. These can be used to compare unlike items with popular sets of data.

## SOCIAL MEDIA ADOPTION IN HIGHER EDUCATION



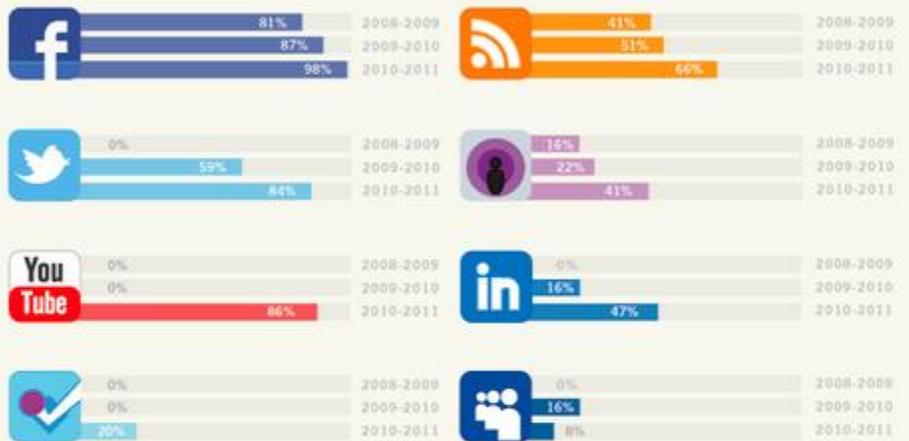
A total of 456 interviews were conducted throughout all 50 states, including 28% public and 72% private institutions.

### PERCENTAGE OF SCHOOLS USING SOCIAL MEDIA



As of 2010-2011, 100% of schools are using social media.

### USAGE OF SOCIAL MEDIA TOOLS FROM 2008-2011

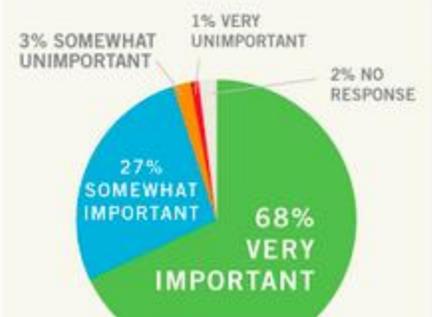


The top four social media tools of choice are Facebook, Twitter, blogging, and podcasting. All four have realized double-digit increases in adoption in the past year.

### HOW DO READERS SUBSCRIBE TO YOUR BLOG? RSS VS. EMAIL



### IS SOCIAL MEDIA IMPORTANT FOR RECRUITING STUDENTS?





## 9) INTERACTIVE INFOGRAPHICS

This type of infographic gives viewers the control to modify the infographic and is web-based.

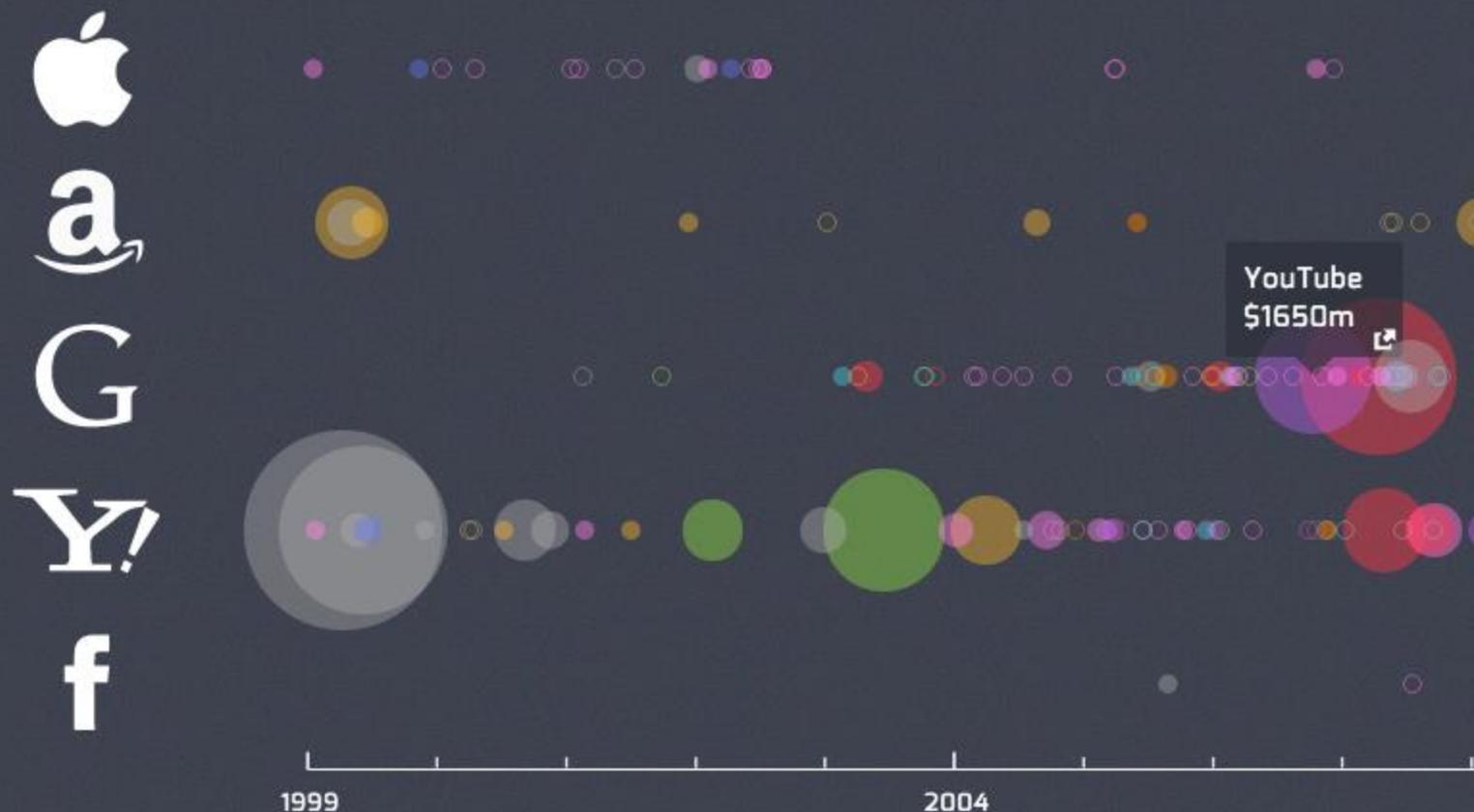
# HUNGRY TECH GIANTS

Compare the acquisition  
of 5 tech giants over the last

COST

FREQUENCY

Filter by category: MOBILE SEARCH ADVERTISING MEDIA E-COMM



YouTube  
\$1650m

Click on logos to  
view data tables

○ undisclosed amounts (\$) ● disclosed amounts

Simply Business

Business and landlord cover, from the



# 10) WORD CLOUD INFOGRAPHICS

These infographics display a cluster of words to show associations between words and concept.



After you've decided on a story to tell and the best type of infographic that will showcase that story, it's time to turn to your data points and representing them in charts.

# CHAPTER 3: CHOOSING CHARTS AND FINDING DATA

One of the most important steps in creating infographics is choosing the right charts to tell your story. How do you pick the best charts to represent your data in a unique and eye-catching way to successfully deliver your message? What are the techniques you can use to visualize your information so that your data speaks for itself? Here are some tried and true tips from the frontlines:

## How to Convey a Single Important Number

Sometimes, you just want to convey a single data point. A very important number. Like breaking 100m world record in 9.2s. Or reaching the 1M users milestone on your new iPhone app. Or winning a record 10th World Championship.

How to do tell this story? This is the time to employ the "Go Big or Go Home" technique. And by that I mean go big with your fonts or text.



## Use large fonts and labels

There is no need for fancy charts here. Plain old text works the best. Make your fonts and labels big. Make them stand out compared to the other text on the infographic. Big numbers usually look impressive by themselves. Like Slack's infographic above, the label is what draws your attention as it dominates over the line chart. Here are other examples:



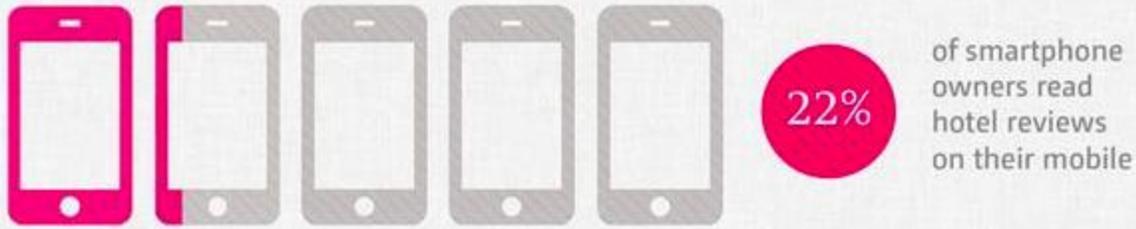
To get a Wow reaction with one number or data point, it's often better to tell your audience in plain large text. This is more effective than using a chart because you get right to the point and there is interpretation needed.

## Use pictograms or icon charts to complement percentages

Although displaying large text works most of the time, having a visual to drive the point home can really help. In the case of an important number that can be conveyed in percentage or a ratio, a pictogram visualizes the number and really complements the text.

# Where do they come from?

Mobile is on the rise



Similarly, you can use an icon chart – which is just an icon that has two different color tones. The percentage or height of one color represents the percentage or ratio. All of these charts are available in the Venngage’s free [infographic maker](#).

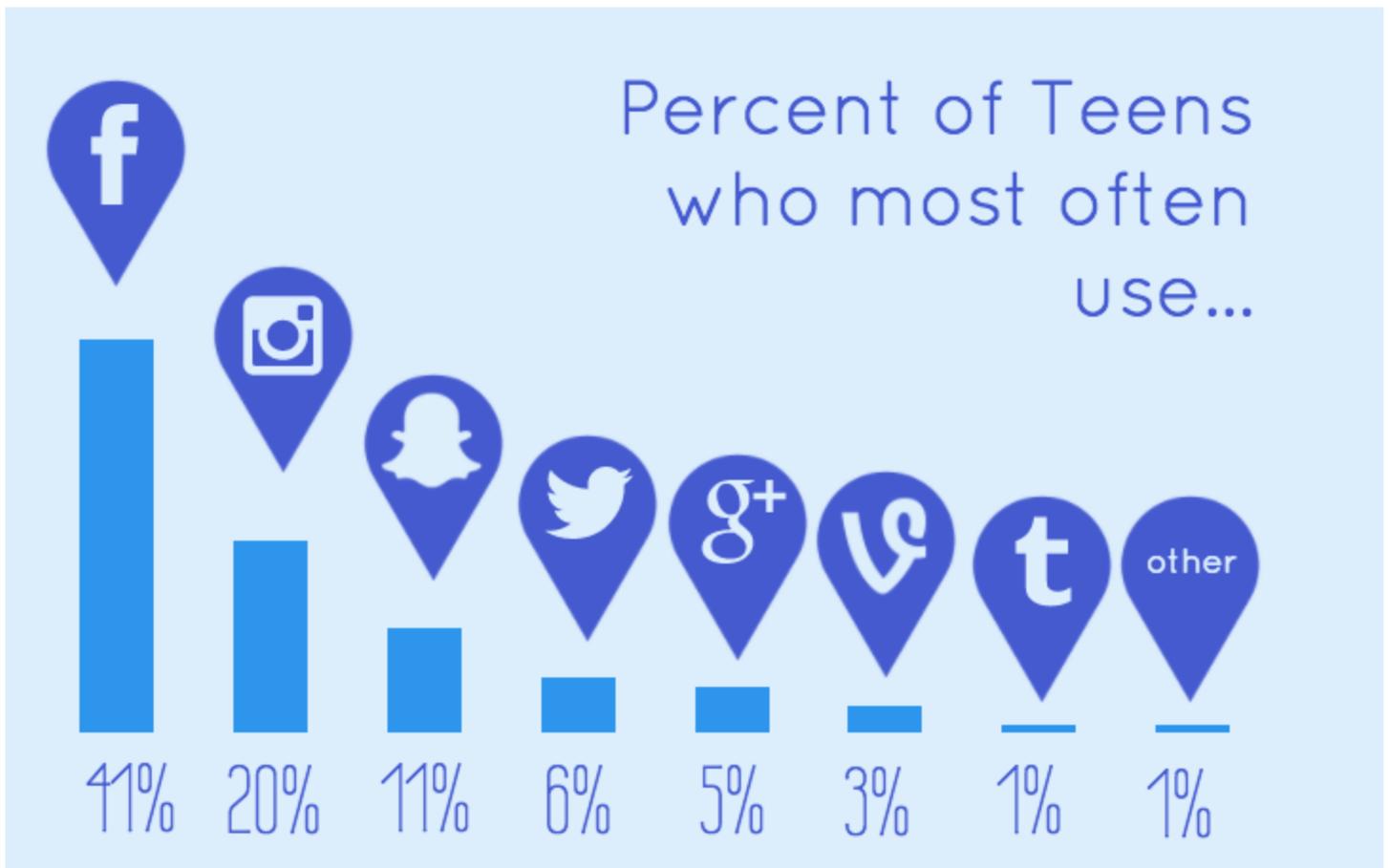


## How to Compare Multiple Numbers or Things

The majority of data visualization deals with comparing a set of data points. There are many different charts you can use to show comparisons and which one you pick depends on your goal and what you want to emphasize. Let’s go over some of these options:

### Use a bar or column chart for basic comparisons

99% of the time, you can use a bar or column chart to show comparisons of different discrete things or categories. Most multiple choice survey answers can be visualized using a bar/column chart. Anything that can be counted and categorized can be easily visualized using a bar or column chart. For example, the total twitter followers of different hockey teams, the total sales of different products you sell, the number of windows in each room,..etc.



## Use a bubble chart or tree map to highlight outliers

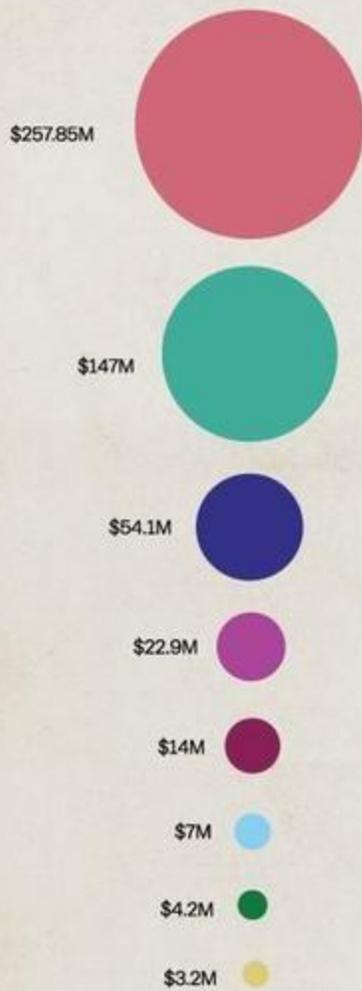
What if you want to emphasize a particular value that is an outlier? Or you have one value that is so much larger or smaller that you essentially want to compare it to all the other values in one visualization? Use an area based chart such as a bubble chart or a treemap (which uses area to visualize the value as opposed to height or length as in the case of a bar or column chart). Using areas to visualize numbers brings out the contrast when there is a dominant category or value. This only works if there is an outlier, whose value is a lot larger than the others. [Edward Tufte](#) has famously dismissed 2D (area based) charts as an ineffective means to visualize data as we cannot discern area differences accurately. If all your values only vary by a little bit, then stick to the bar or column chart. But if you have an outlier, then visualizing the area differences really amplifies the contrast.

Here is an example of a famous infographic comparing disease deaths and funding that uses a bubble chart to show the contrast of the how much we donate vs the actual diseases that kill us:

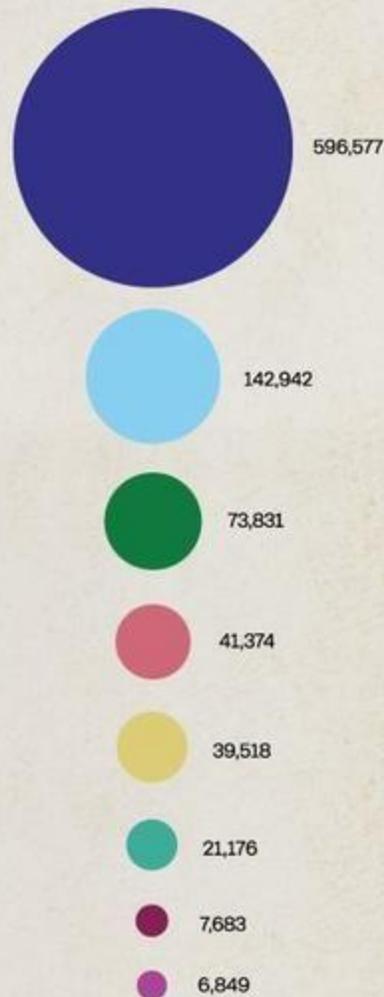
# WHERE WE DONATE VS. DISEASES THAT KILL US

- **Heart Disease**  
Jump Rope for Heart
- **Diabetes**  
Step Out: Walk to Stop Diabetes
- **Motor Neuron Disease (including ALS)**  
ALS Ice Bucket Challenge
- **Suicide**  
Out of Darkness Overnight Walk
- **HIV / AIDS**  
Ride to End Aids
- **Chronic Obstructive Pulmonary Disease**  
Fight for Air Climb
- **Breast Cancer**  
Komen Race for the Cure
- **Prostate Cancer**  
Movember

## MONEY RAISED



## DEATHS (US)



Source: Death statistics from 2011 CDC report, Money raised from listed charities



Here is another example using a modified treemap. In this case, it's showing how big of a fine Pfizer has to pay compared to its profits.

# Ouch?

The biggest commercial fine in US history

■ Pfizer, the world's largest drug company, maker of Viagra.

■ Fined \$2.3 bn for promoting withdrawn painkiller Bextra for uses not approved by medical regulators.

\$173.2 billion Pfizer Revenue 2002-2005 (years of Bextra's release)

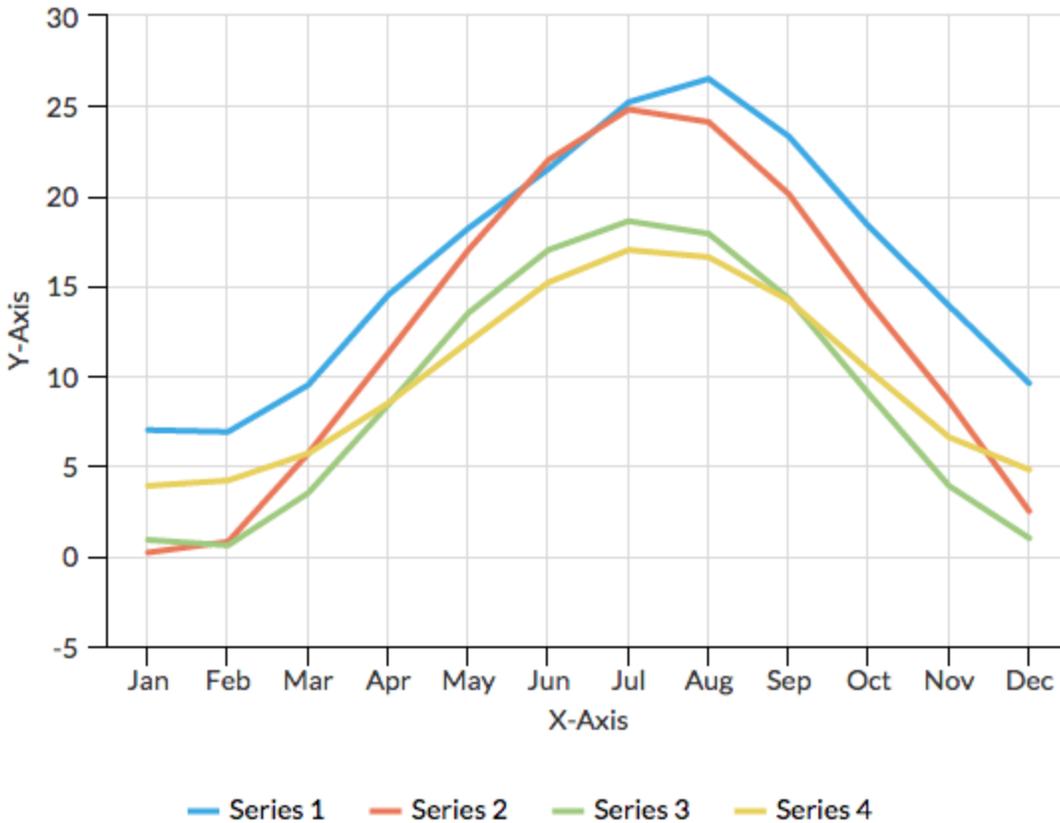
\$32.3 Profit 02-05

\$2.3 Fine

## How to Show Trends Over Time

The most common chart to display time series data is the line chart. If you have many data points, the line chart is the most effective chart to show trends over time.

Line Chart



## Use a column chart to emphasize distinct values

You can also use a column chart if there are not too many data points in the time series, especially if you want to emphasize the values (as opposed to the trending over time)



## Special case: showing periodical changes

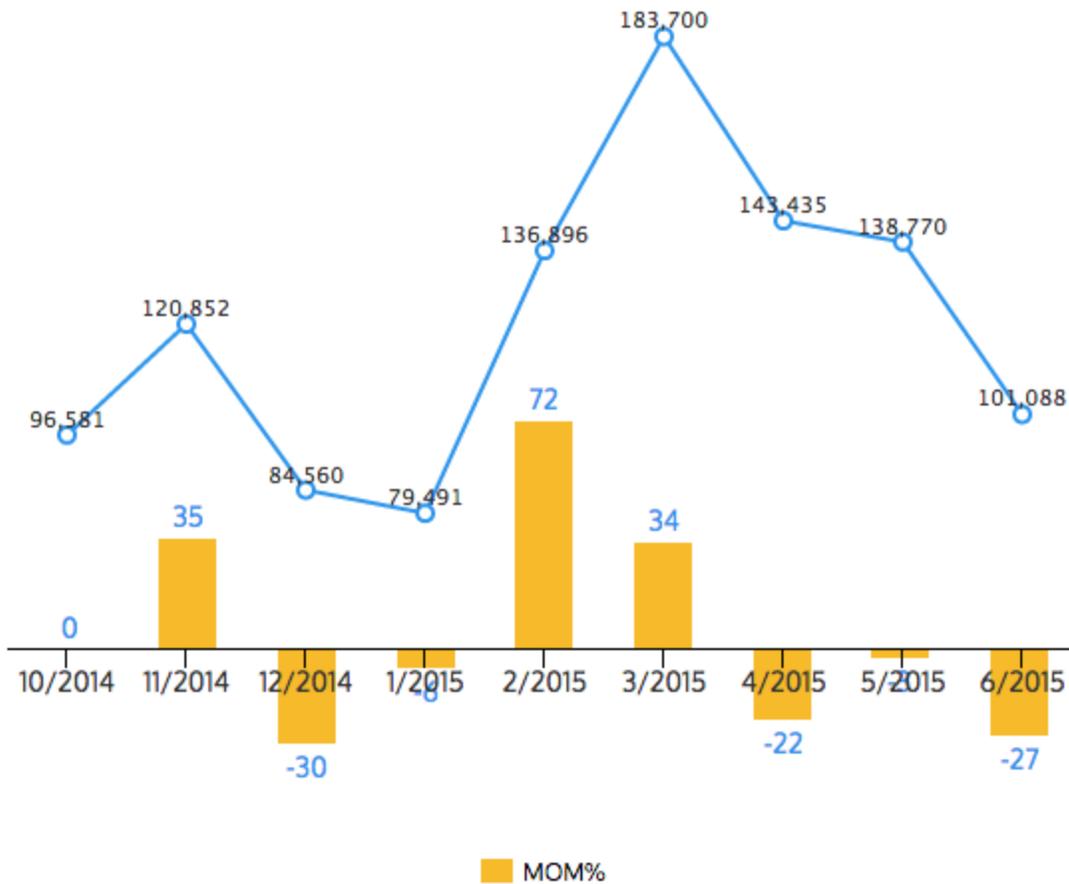
In business reports, it is common to show month over month (MOM) or year over year (YOY) changes. In fact, for many data visualizations absolute numbers are meaningless without the percentage of change or some other point of reference. How do you do a simple periodical comparison? First, you have to aggregate your data into months or years. Then you will need to calculate the MOM/YOY changes.

The table will look like this. The MOM% column is merely the change from the current month vs the previous month (the quick formula is  $\text{current/previous} - 1$ )

Month of Date	Widgets	MOM%
10/1/2014	96,581	
11/1/2014	120,852	25%
12/1/2014	84,560	-30%
1/1/2015	79,491	-6%
2/1/2015	136,896	72%
3/1/2015	183,700	34%
4/1/2015	143,435	-22%
5/1/2015	138,770	-3%
6/1/2015	101,088	-27%

The way I like to display this is to just overlay both charts on top of each other. In the example below, I've used a column chart to display the MOM% and a line chart to display the monthly widget sales. Here you can see that the month over month sales fluctuates drastically.

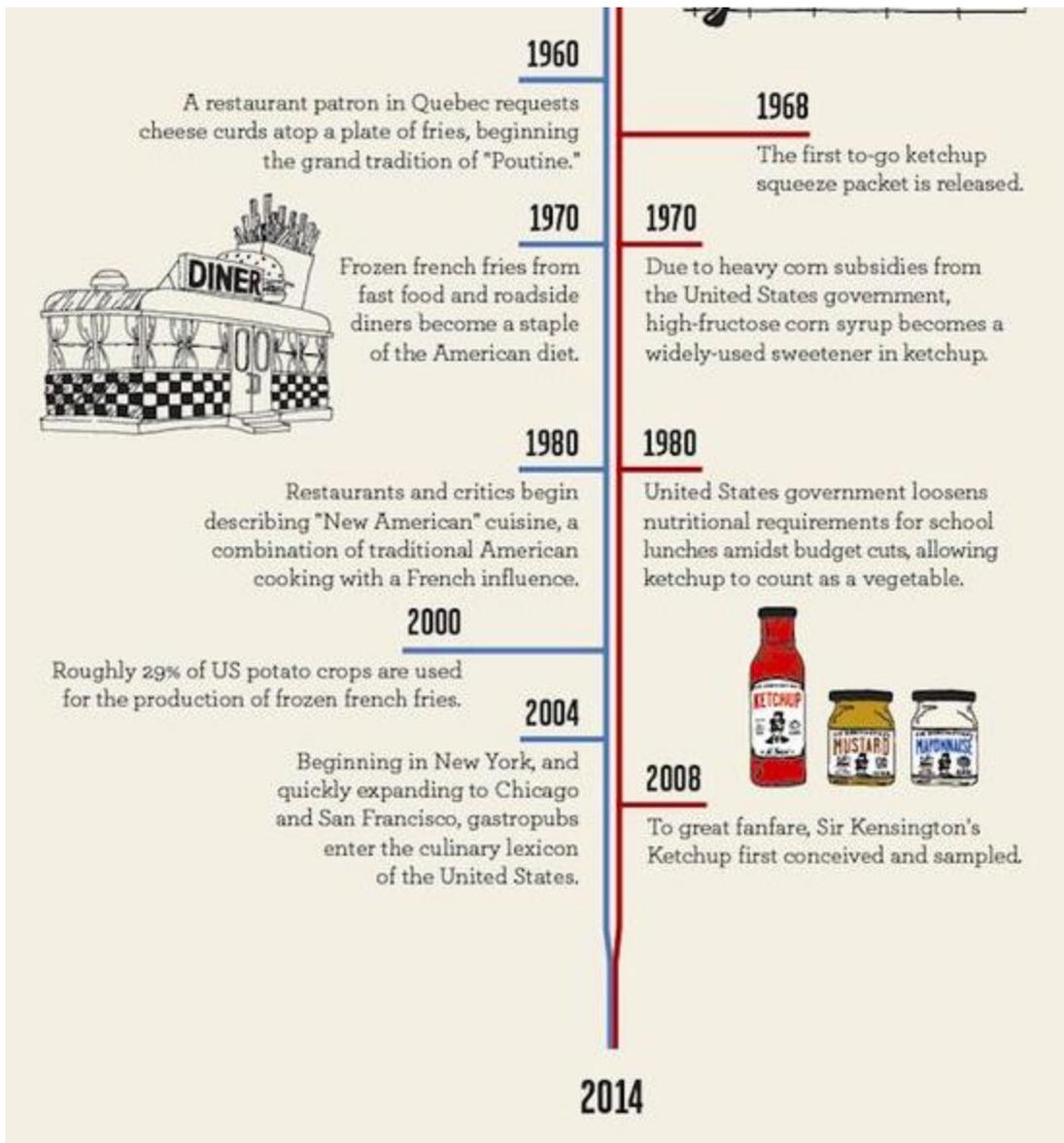
## Widget Sales and MOM Change



## Special case: Show Non-Numerical Trends with a Visual Timeline

What about showing trends when you don't have any numbers? Simply display a timeline chart and add images for each time period.

Timeline charts are one of the most interesting charts around. To create one, you can use a vertical line to create a central column and horizontal lines as "ticks" for each time period. Then add your own text and images to each time period. Like this:



You can also create a horizontal timeline using a column chart as a base. Simply add all the time labels with 0 as values and turn on the Y axis. Then add your images and text:

# Company History Timelines

PowerPoint Template

## OUR COMPANY HISTORY EXPLAINED



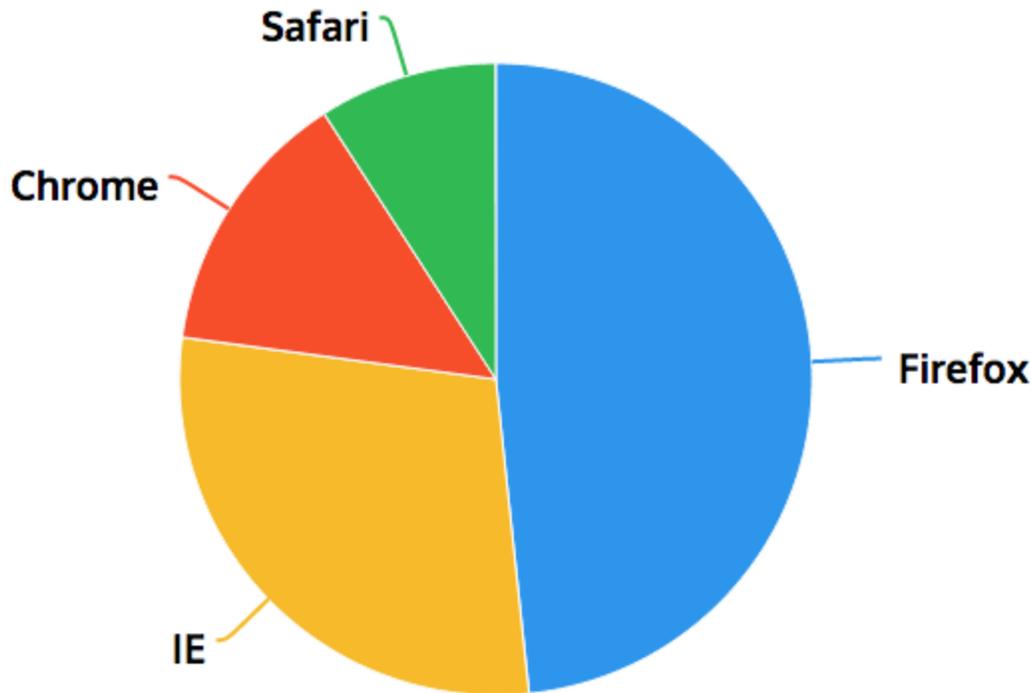
## How to Show Comparison or Share of Total

How do you show the share of one value compared to all other values? There are 3 basic charts you can use:

Use pie chart for most compositions

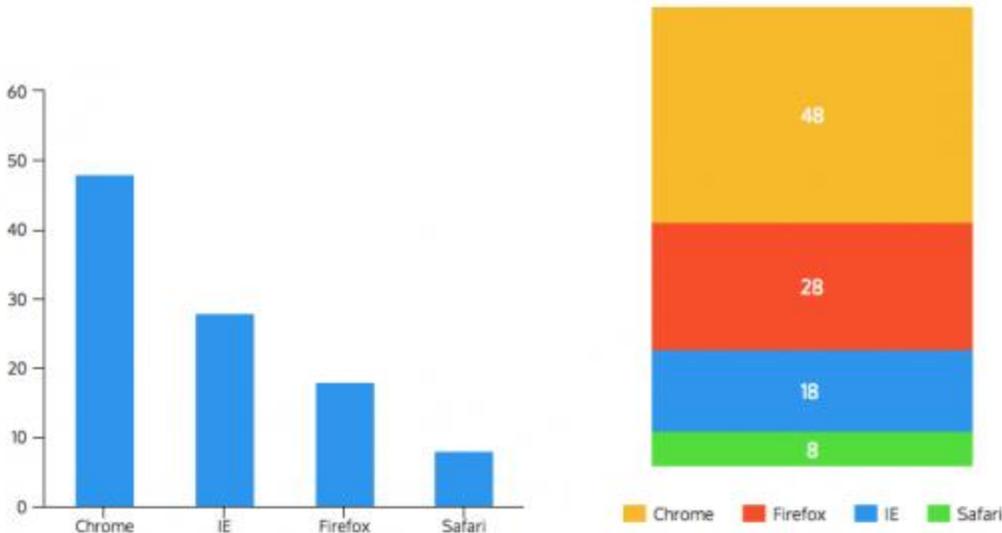
Despite its detractors, the pie chart or its cousin, the donut chart is one of the most recognizable charts today and can be easily interpreted by most people. Use labels and show percentages if you want to convey the actual values.

## Share of Browsers



## Or a Column/Bar Chart

The universally useful column and bar chart is perfect for this scenario. You can stack em or you not. In fact, not stacking them improves readability when the values are close to each other as you can compare the dimensions easily with a single glance.

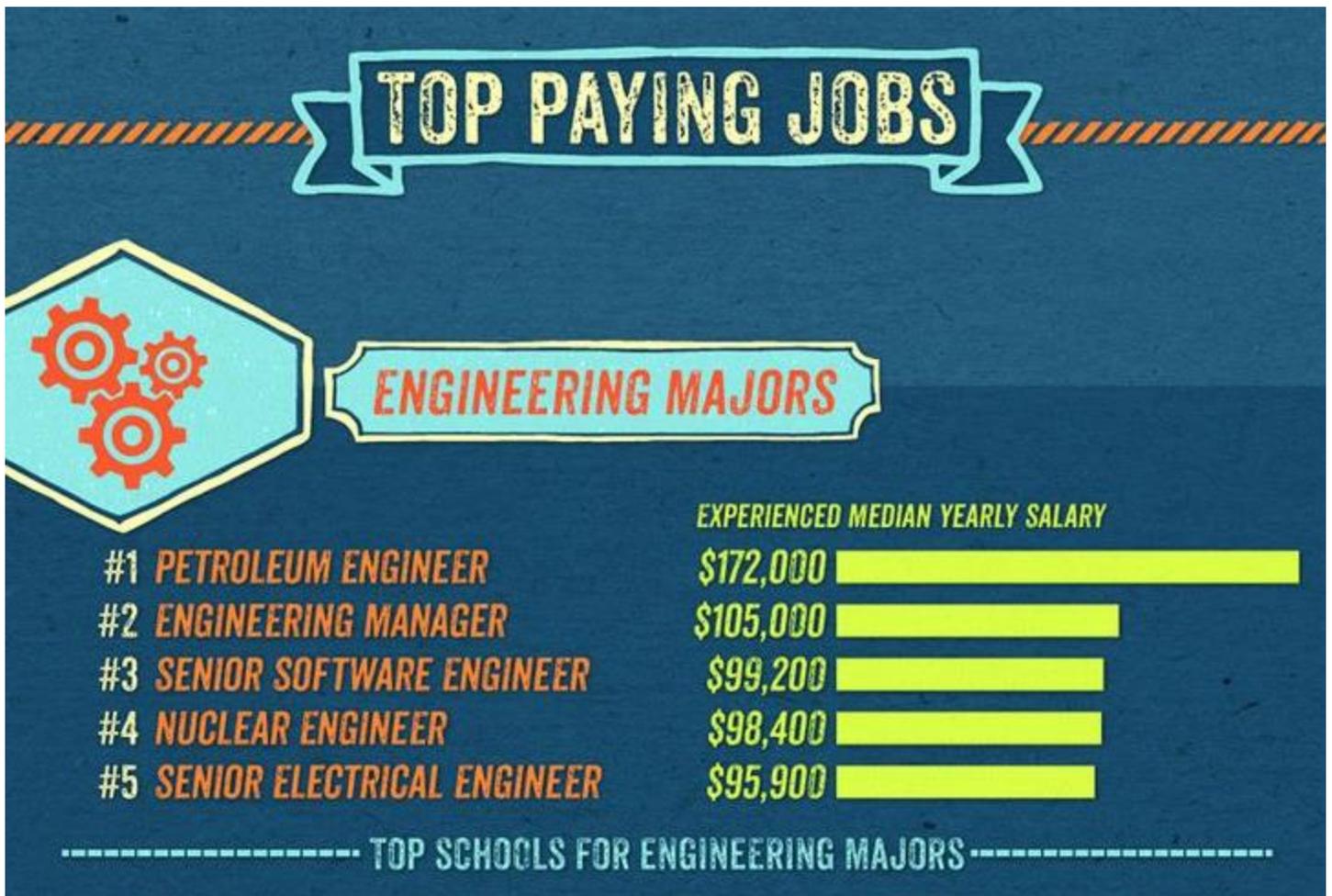


## How to Display Rankings or Order

The most simple way of displaying categories that are ranked or ordered is with a bar chart (with the categories sorted). For example, here's the top 10 travel review sites:



You can also use a simple list or table or a combination of a list and a bar chart, like the example below for the top paying engineering majors:

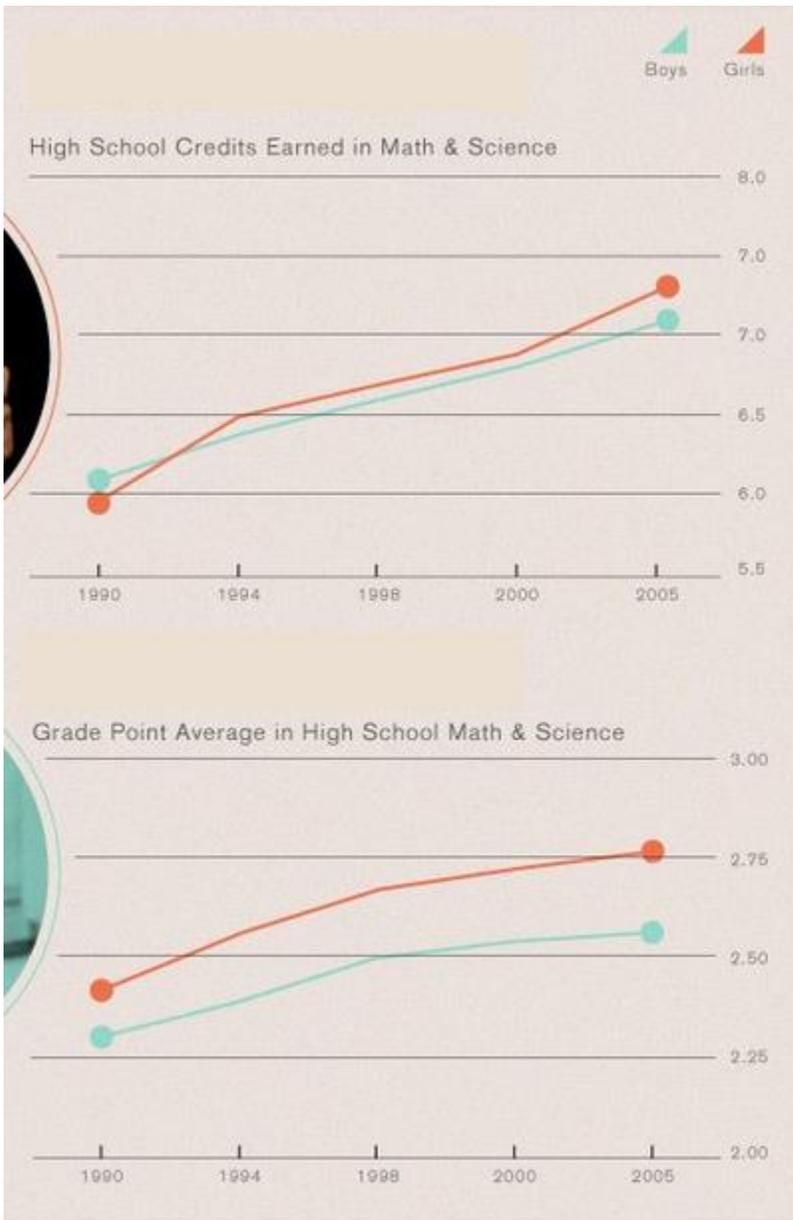


## How to Emphasize Patterns or Relationships

Most experts will tell you to use a scatterplot or a line chart or something more complex like a network chart or chord diagram to show relationships in your data. My take on this is that most people will find it really difficult to discover relationships themselves in any chart. Your audience will likely give your chart a two second glance, which isn't enough time to figure out what you're trying to say. You cannot expect your audience to interpret the relationships that your charts are conveying. Unless it's really obvious, who can really recognize patterns looking at a hundreds or thousands of plot points? My unconventional advice is that the best way to convey a pattern or relationship between two variables is to just explain it in plain language, in a label or heading. It works a lot better.

Here's an example of two line charts to show gender and credits earned and grade point average in math and science. Can you tell me what the relationship is between gender and performance in math

and science? (Keep in mind, this example only has 4 data points. Most line/scatterplots have many more points)



Now look at the same chart with the relationships explained in plain English below. Is it much clearer? In fact, you should just display the 4 data points in a table and it wouldn't matter. People will read the text and then look at the chart to reaffirm what they read, not the other way around. From my experience, it's best to just tell your readers what the pattern is.

No 1

*Studies show that at an early age, girls are smarter than boys.*

**Girls have higher IQs.**



**101**  
Avg. IQ  
at 7 yrs

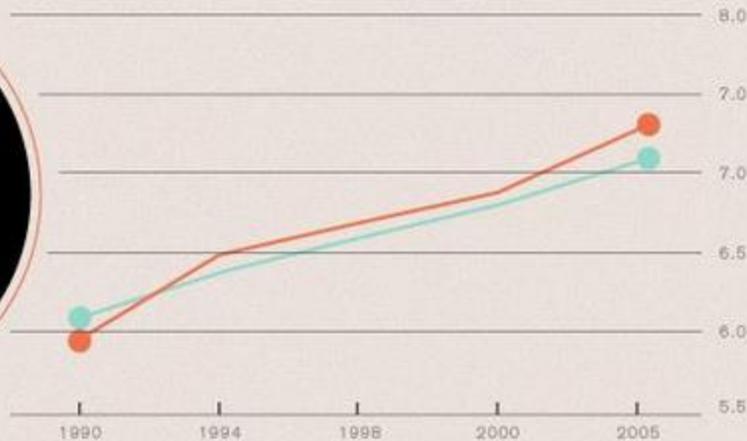


**99.5**

**Girls take more math and science classes...**

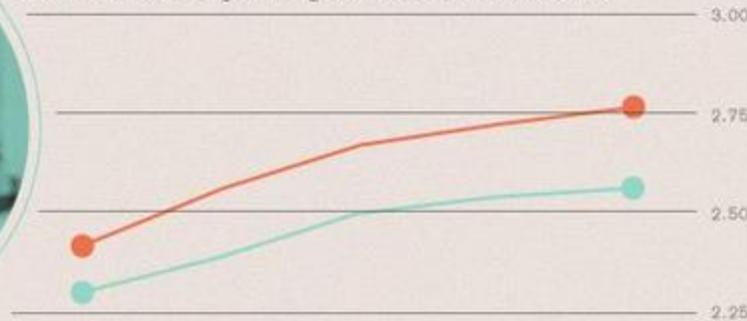
Boys Girls

High School Credits Earned in Math & Science



**...And get higher grades.**

Grade Point Average in High School Math & Science

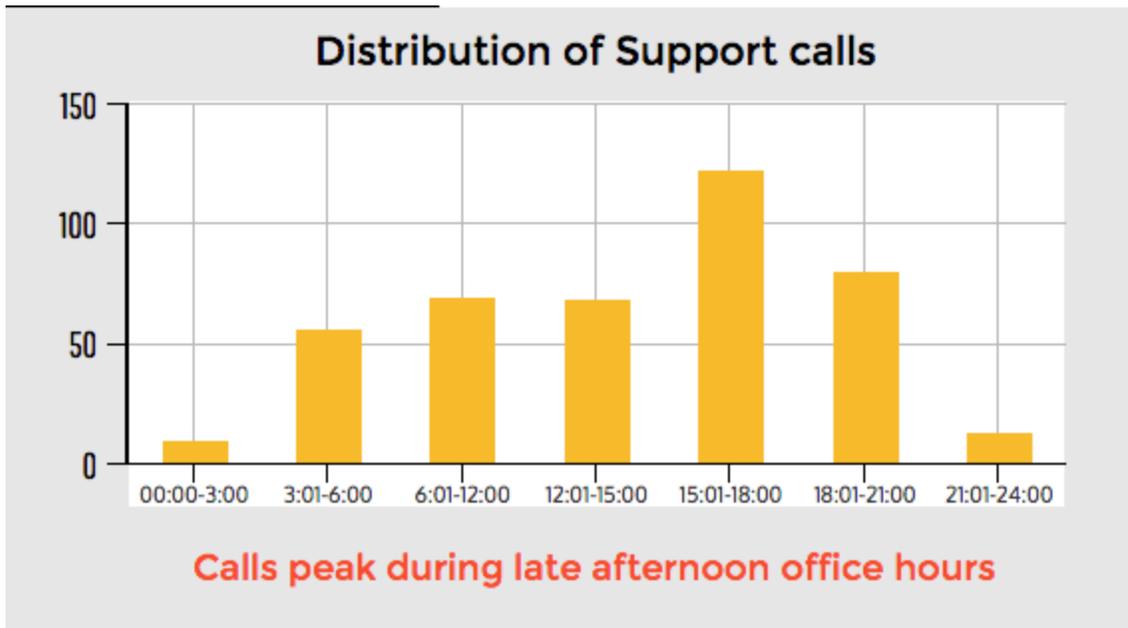


## How to Show Distribution

There are two general ways of showing distribution: Column chart (or a Histogram) and a Scatterplot.

Use a scatterplot when you have unaggregated data points



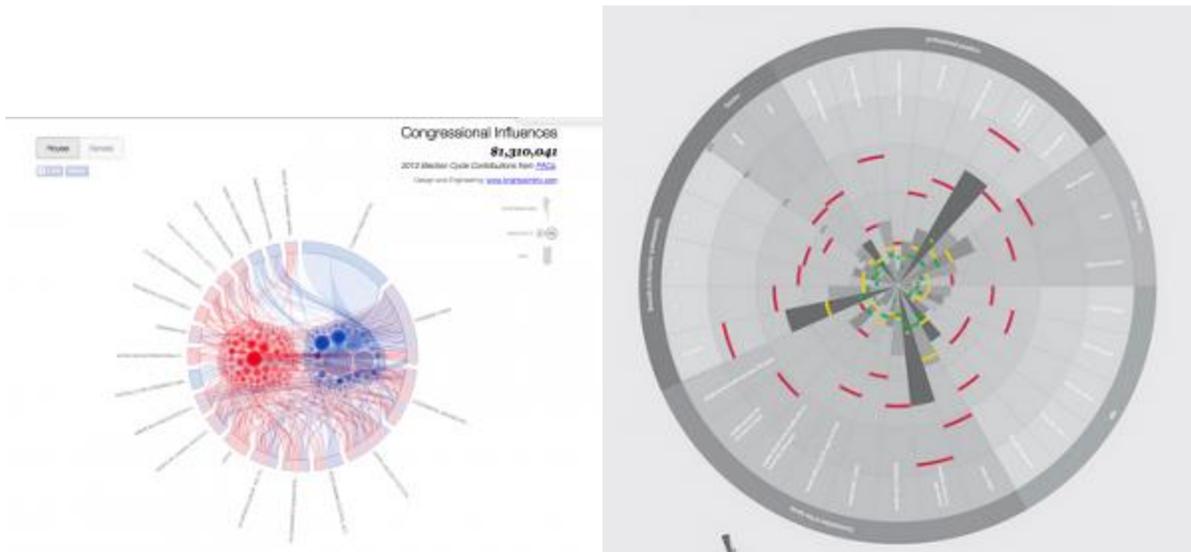


As with the previous point – if there is a clear pattern in the distribution, you should write it down and not leave it to the reader to interpret. For example, most support calls occur late in the afternoon. You should add a label in plain language for your reader. The text complements the chart together to reemphasize the pattern

Insight in plain text + chart is far more effective than just displaying the chart.

## Avoid Complex Charts

Lastly, if you're ever tempted to incorporate a very complex chart, or if the marketing agency or consultant you've hired tells you that you need a large and complex chart, stop. While large complex charts may look "cool" or beautiful, you should keep readability in mind. How many people can actually understand a chord diagram or a sunburst chart with thousands of data points?



Keep it simple. Summarize your data into a bite size that is easily readable. Stick to standard charts that a 6th grader will understand. (Incidentally, newspaper writers usually write at a 5th-7th grade literacy level.) Unless your audience are academics or researchers, our general recommendation is to use standard charts and to use labels to interpret the charts as much as possible. Rule of thumb – if you need to zoom in to look at a chart and its legends more than once to understand what's going on, it's probably too complicated.

## How to Get Relevant Data to Tell Your Story

There are 3 approaches to getting your data to make your infographic.

1. Your own data – if you took the data driven approach to infographics, you are probably using your own data. Even if you didn't, your organization or company may have data on the subject or story you want to write about. Ask around. Send some emails.
2. Original research - OC (original content) is king! Nothing beats OC. You don't need a research team or a data scientist for this. And unless you've got a big budget don't even think of paying a research or marketing firm for this. You can roll your own survey research with a tool like [survey monkey](#) or [Google Forms](#). Or with manual coding of data. We're writing an article about how we do our own research. I'll add a link to it here once it's done.
3. Data sources – there are plenty of public and private data sources out there. Here is a short list:

- [Data.gov](#) – this is the US government’s open data website. You can search for all kinds of public data from healthcare data to economic data. It takes a bit of digging to get the datasets, but worth exploring.
- [UN data](#) – UN data is international/world data on a variety of subjects such as employment, poverty, population, export/import numbers, growth,..etc. There are 34 databases in total and you can filter by country.
- [Google Public Data](#) – Google has a search engine specifically for searching publicly available data. This is a good place to start as you can search a large amount of datasets in one place.
- [Pew Research Data](#) - Pew Research is think tank that does a lot of research and polling in the areas of public interest such as internet, science and technology trends, global attitudes, religion and public life, and social and demographic trends. This is one of my favorite places to visit. They also publish excellent reports and make all their [datasets](#) available for download.
- [World Bank](#) – The World bank has a lot of financial and economic data. Great if you want high level data.
- [World Economic Forum](#) – WE forum has more nuanced data on a variety of topics. Their data are embedded in their reports.
- [Statista](#) – this is data aggregator that has thousands of data sets. It is a paid service though you do get some interesting data sets unavailable publicly.

The rough guide here is to find at least one data set or number per story point. At the end of this step, you should have all the data you need to start putting your infographic together.

# CHAPTER 4: ELEMENTS OF BEAUTIFULLY DESIGNED INFOGRAPHICS

Ok – you’ve got the story, the type of infographic and the data. Now you can put them all together into an attractive looking infographic. For a non-designer, creating a beautiful infographic from scratch is not easy. How do you get better? By looking and copying the best infographics out there, and by using ready made templates.

OR here's a hack:

1. Go to Pinterest and search for "Infographics".
2. Go to the [Templates](#) page of Venngage (you have to be [logged in](#)).
3. Pick one or a few you like. Then use that as the base style.
4. Create an outline of the infographic with all the charts and elements (on paper)
5. Create the infographic on a tool like [Venngage](#) (using the outline and template)
6. Change the color, fonts and other elements to create your own style derivative.

## On color schemes:

The best way to pick a good color scheme is to look at other infographics for inspiration. Or if you like a particular color, you can use [Color Lovers](#) to find color schemes that match a particular color. It's a great tool. I use it all the time.

## On fonts:

I'm not a big fan of using many different fonts. Two is often enough. Stick to one type of font – either Sans Serif types or Serif type fonts, for consistency. [What's the difference?](#)

**FF** A lot of people will tell you to use Sans Serif fonts for a more modern digital look and Serif fonts for more traditional print look. I think it depends on what you want and your style. My go-to font is Helvetica or Arial but that is because I'm a minimalist. But I recently read an article on the [NYT](#) about how [Sans Serif fonts makes us believe something is true](#). People trust old school fonts more for conveying information. Go figure.

## On layouts:

Pick a layout and put everything together. Stick with a simple grid for symmetry and ease of reading. I'm a stickler for symmetry and uneven margins bother me more than they should. The infographic should be well balanced. If you stick to a grid system, you should be fine. If you've created an outline or picked a template, you should just follow that layout.

On chart types (see chapter 2 for extensive list of chart types)

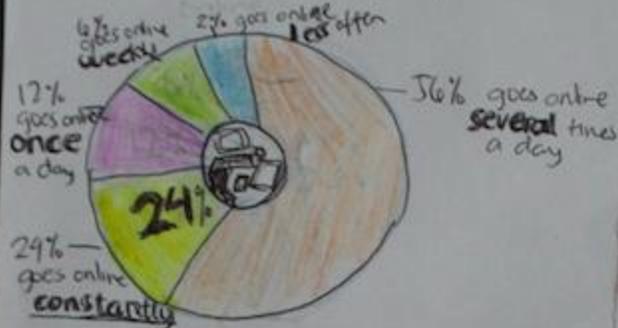
Most people have the tendency to think that data visualization has to be big and complex in order to deliver an impact. How many people actually know how to interpret a dense network diagram or something like a chord diagram?

## On outlines:

Before you dive into actually creating the infographic, it is a good idea to create an outline on paper. It helps with organizing the flow of the story. Here's an example of one we recently did. (This one has a bit more detail than the usual outline, but you get the point)

# Teens, Social Media & Technology

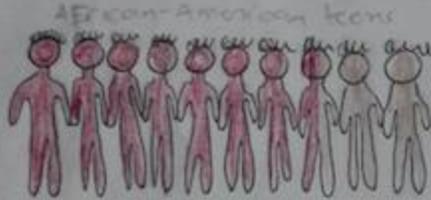
How often do teens go online?



Do teens have access to a smartphone?



Access to Smartphones according to ethnicity



85% of African-American teens have access to smartphone



75% of white-Hispanic teens have access to smartphones

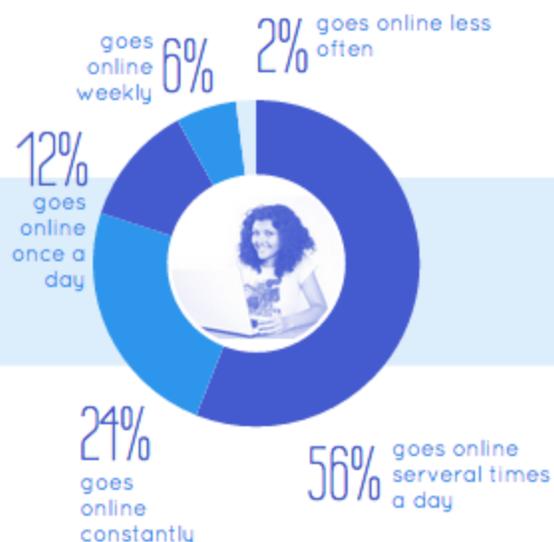
Online Access via Mobile device



Lastly, you use a digital tool to get it all together, with a proper headline, sub headers and additional information such as sources and a call to action. For example, from the outline above, we created this (click on it to see the full infographic):

# TEENS, SOCIAL MEDIA & TECHNOLOGY

How often do teens go online?



Do teens have access to smartphones?



Access to smart phones according to ethnicity.

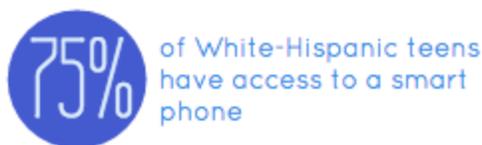
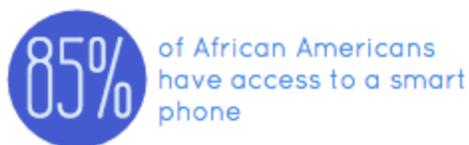
African Americans



White-Hispanic



vs.



# CHAPTER 5: HOW TO MARKET YOUR INFOGRAPHIC

Chances are, if you're reading this, you're creating an infographic to use on social media or a marketing campaign. If you're creating the infographic for marketing purposes, you've got one more step, and that's promoting it. After all, there is no point creating content if no one sees it, is there?

Here are some methods on how to promote your infographics:

- Make it into a blog post and share on all your social channels
- Send out an email newsletter. Check out how to make [emails more engaging with infographics here](#).
- Ask your advocates to share explicitly.
- Post it on social discovery sites like Stumbled Upon, Reddit, Imgur..etc.
- Outreach – find bloggers who will benefit from sharing your infographic.

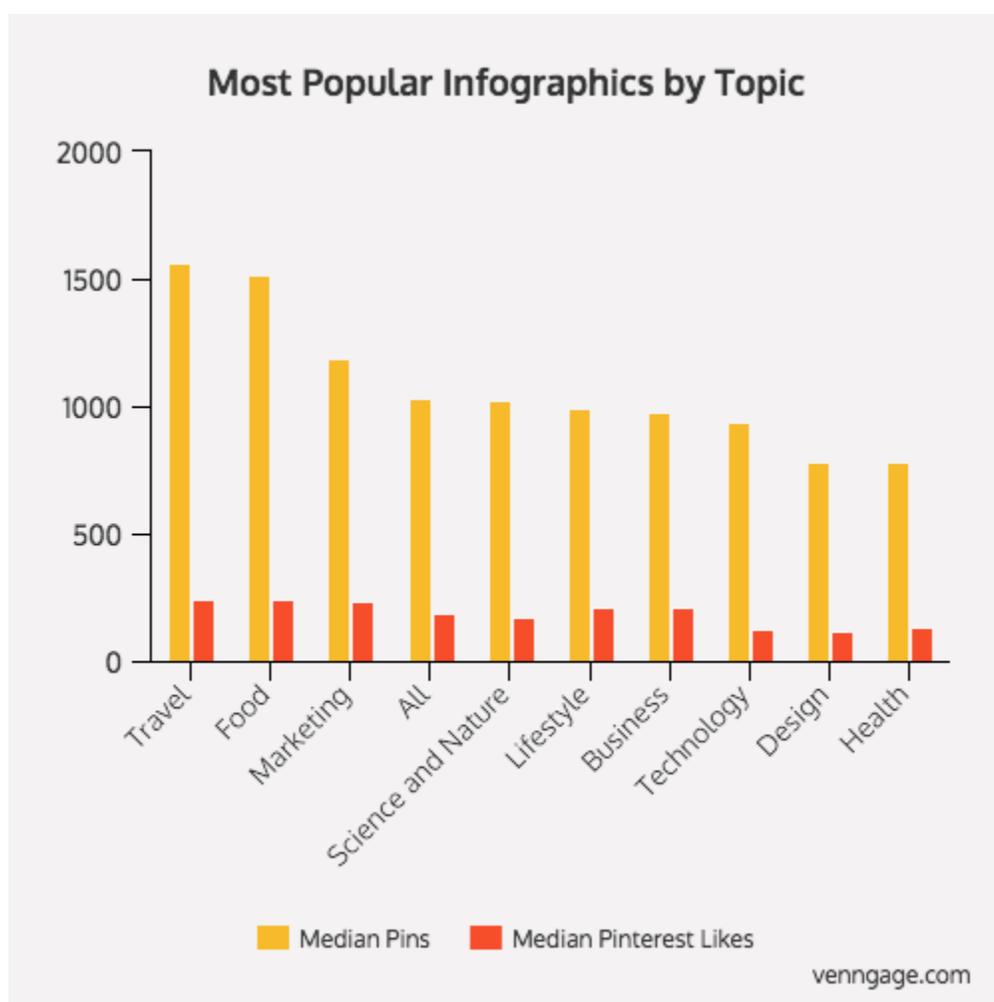
If you're not a big brand with a large following, you'll get limited mileage on most of these methods without determined effort on outreach. Outreach is an unavoidable necessity. It's like cold calling and door to door selling. It works, but usually not how you would expect it to. You have to start small, at the bottom of the influencer pyramid and work your way up.

With so much content on Pinterest, how do you make your infographic stand out? What are the characteristics of highly pinned and liked Pinterest infographics? To answer these questions, Venngage looked at over 200 popular Pinterest infographics and evaluated them based on a series of qualitative and quantitative characteristics. The results? A comprehensive guide to what types of

infographics get more “likes” than others. Based on their research, 6 factors were identified for a great Pinterest infographic.

## Topic

Does the topic or subject matter of your infographic matter? Yes, it does. On Pinterest, the top topics were travel, food and marketing. This is not really surprising if you use Pinterest regularly. Travel and food images do extremely well on Pinterest given the demographic of their users. These three topics performed a lot better than all the other topics.



Here are some examples of top infographics from the travel, food and marketing categories:

# 25 INSANE FACTS *about* Amsterdam



Majority of Amsterdam's  
land area is  
below sea level

11,000,000



# THE COFFEE FACTS

## THE BEAN BELT

ALL OF THE WORLD'S COFFEE GROWS HERE



FOUND BETWEEN THE TROPICS OF CANCER AND CAPRICORN

### TOP 5 COFFEE PRODUCERS

1. BRAZIL
2. VIETNAM
3. COLOMBIA
4. INDONESIA
5. ETHIOPIA

33% OF THE WORLD'S COFFEE IS PRODUCED IN BRAZIL

### TOP 5 COFFEE CONSUMERS

1. UNITED STATES
2. GERMANY
3. ITALY
4. JAPAN
5. FRANCE

56% OF ADULTS IN THE UNITED STATES DRINK COFFEE  
NONE OF THE ABOVE COUNTRIES ARE LOCATED IN THE BEAN BELT



2<sup>ND</sup> MOST TRADED COMMODITY IN THE WORLD  
SECOND TO OIL

## COMMONLY USED BEANS

### ARABICA vs ROBUSTA



- MILDLY AROMATIC
- NATURALLY LESSER CAFFEINE
- GROWN AT ALTITUDES ABOVE 600M
- 70% OF ALL COFFEE BEANS GROWN

- BITTER TASTING
- HAS TWICE THE CAFFEINE
- GROWN AT LOWER ALTITUDES
- USED FOR EVERYDAY INSTANT COFFEES

# 65%

## OF COFFEE CONSUMPTION TAKES PLACE DURING BREAKFAST HOURS



## POPULAR BREWING METHODS



## MOST EXPENSIVE COFFEE IN THE WORLD "KOPI LUWAK"

COUNTRY OF ORIGIN: INDONESIA

## COFFEE BEANS CONTAIN CAFFEINE

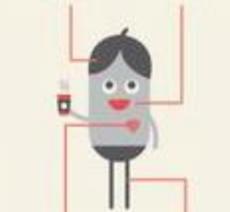
A WHITE CRYSTALLINE XANTHINE ALKALOID THAT ACTS AS A STIMULANT DRUG

### WHICH HELPS

(WHEN TAKEN IN MODERATION)

INCREASES ATTENTION & MEMORY PERFORMANCE

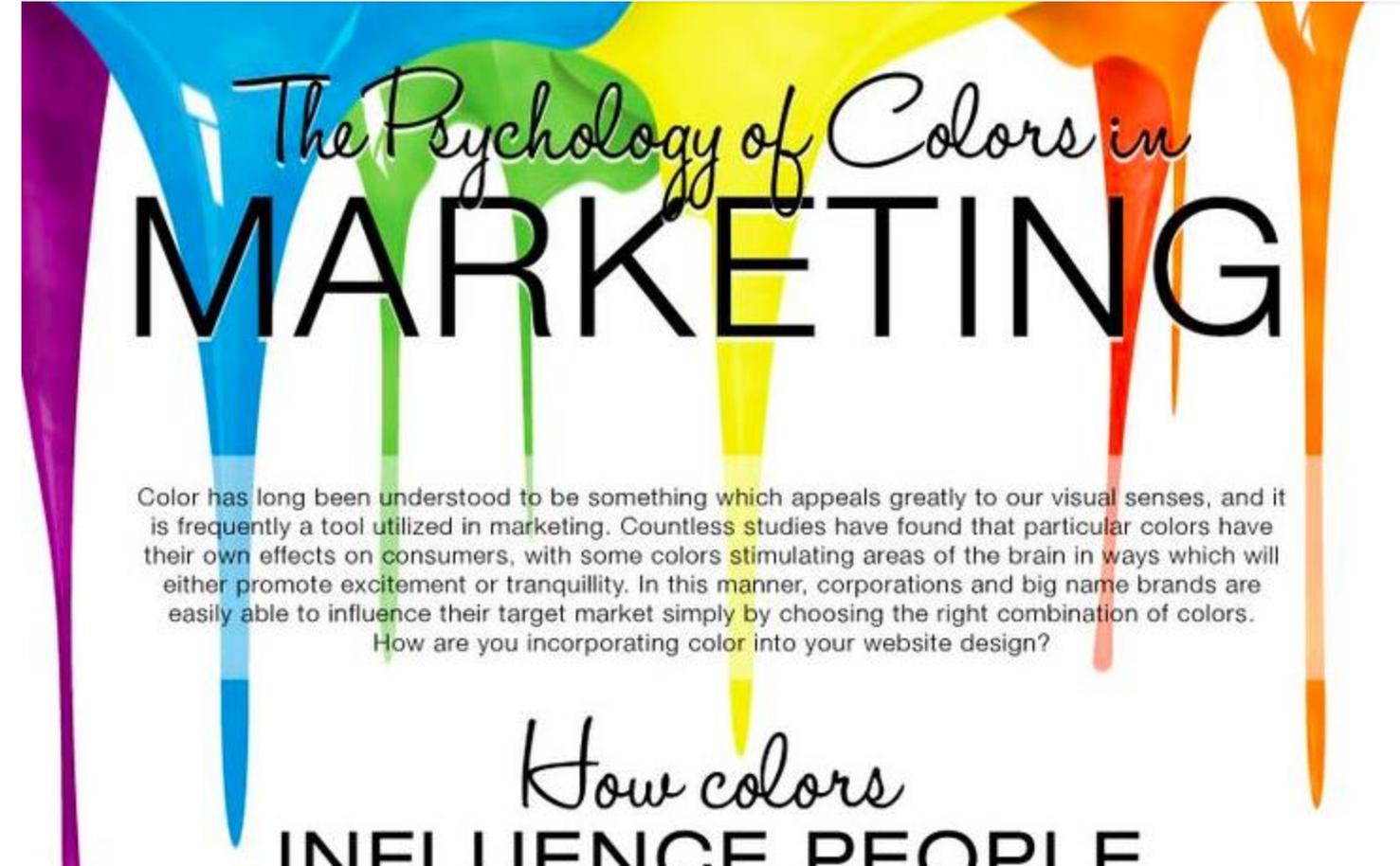
INCREASES DOPAMINE LEVELS, MAKING YOU FEEL HAPPIER



DECREASED RISK OF HEART DISEASE

INCREASED PHYSICAL PERFORMANCE & MUSCULAR RECOVERY

CAFFEINE CONCENTRATION HELPS "WAKE" UP THE BODY  
UP COFFEE & HOT CHOCOLATE LENGTHEN TEETH SURVIVAL TIME  
CONTRIBUTE TO BLOOD PRESSURE, PRODUCTIVITY, DEPRESSION AND STOMACH BLEEDING



# *The Psychology of Colors in* **MARKETING**

Color has long been understood to be something which appeals greatly to our visual senses, and it is frequently a tool utilized in marketing. Countless studies have found that particular colors have their own effects on consumers, with some colors stimulating areas of the brain in ways which will either promote excitement or tranquillity. In this manner, corporations and big name brands are easily able to influence their target market simply by choosing the right combination of colors.

How are you incorporating color into your website design?

## *How colors* **INFLUENCE PEOPLE**



*Red*



*Blue*



*Green*

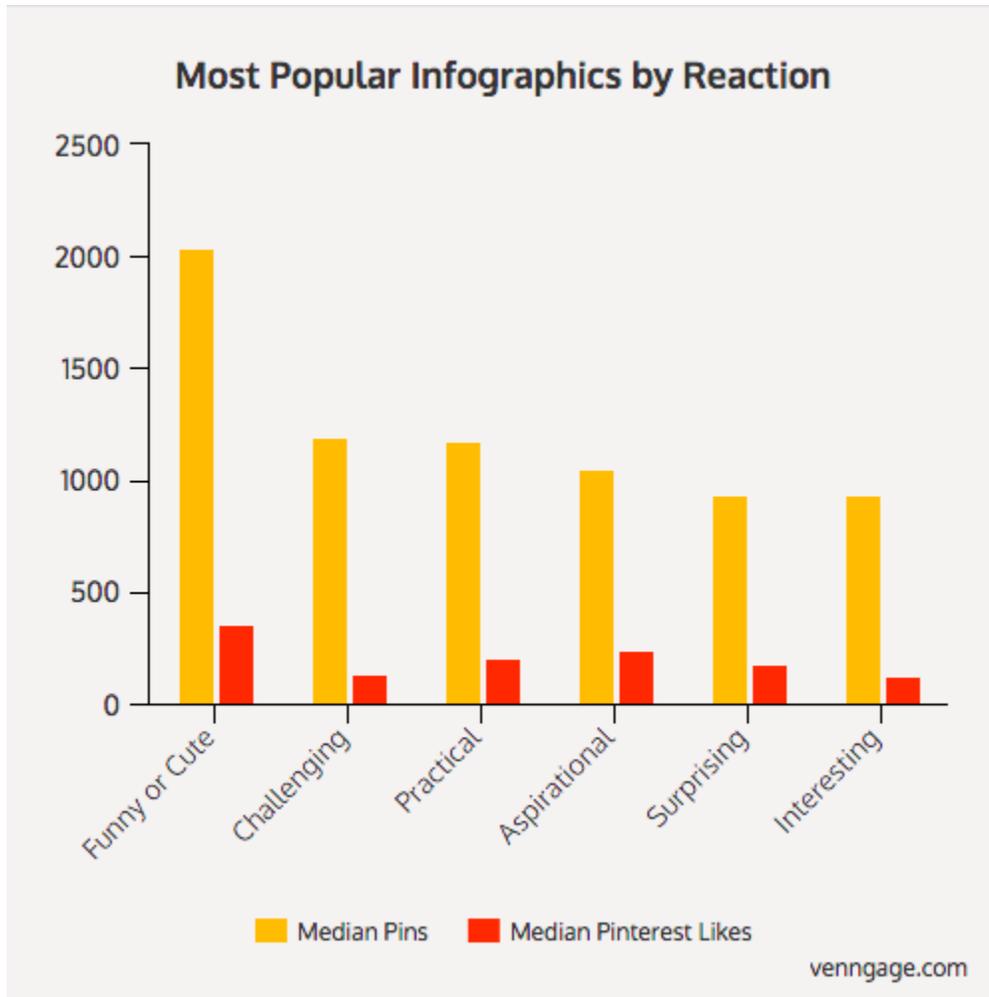


## Mood: Funny, Challenging, or Useful

One of the most important aspects of any content is the reaction it garners from its audience. Did the content leave an impact on the person, whether it was a good laugh or something useful they could use in life? Venngage looked at our sample of Pinterest infographics and coded each one with what they thought would be the reaction the infographic produced.

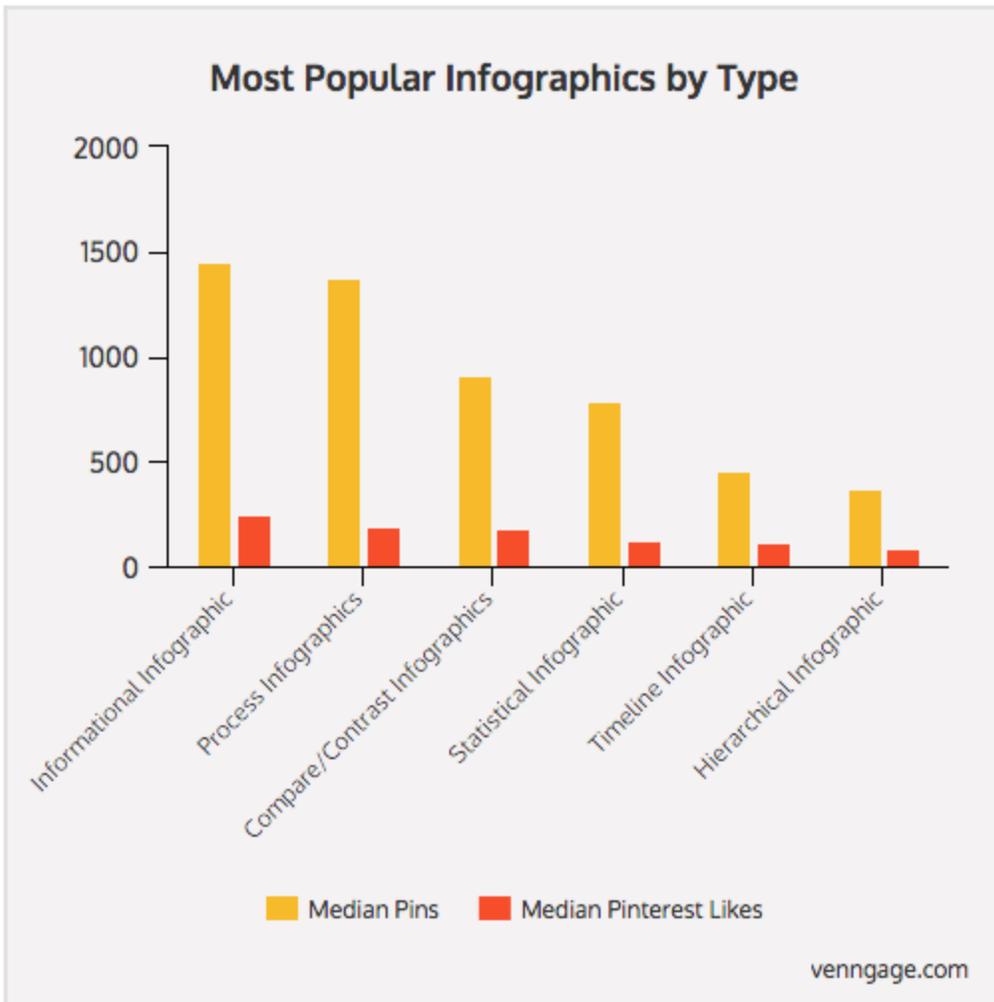
The results are consistent with a lot of other literature and research on content. The winners are infographics that are funny, challenging or practical. These infographics have the highest pins.

Information is Funny OR Useful OR Interesting = Higher Pins & Likes [ [\\_Click to Tweet this!](#) ].

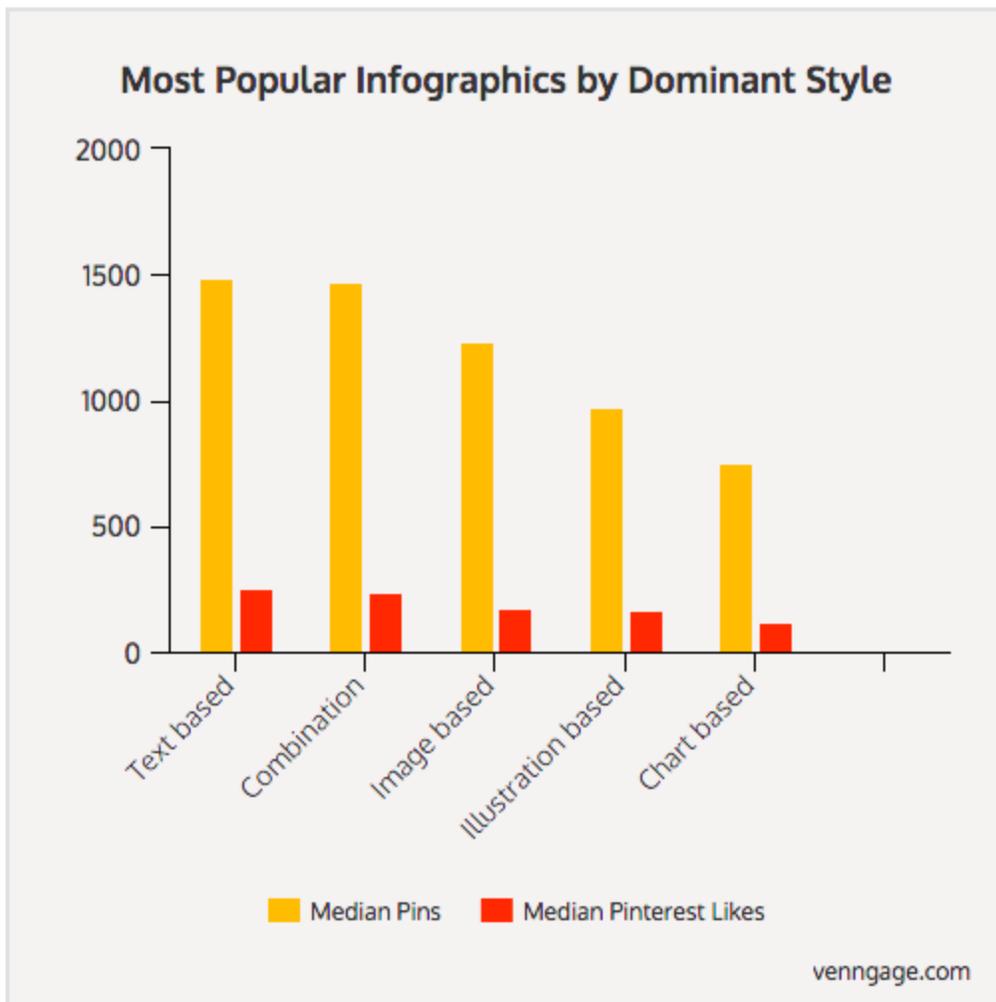


## Simplicity of Information

One of the biggest misconceptions out there is that you need to have a lot of data and a complex infographic for it to be shared and liked a lot. Venngage's research shows that simple infographics, such as informational and text based infographics, perform the best. Simple = Win.

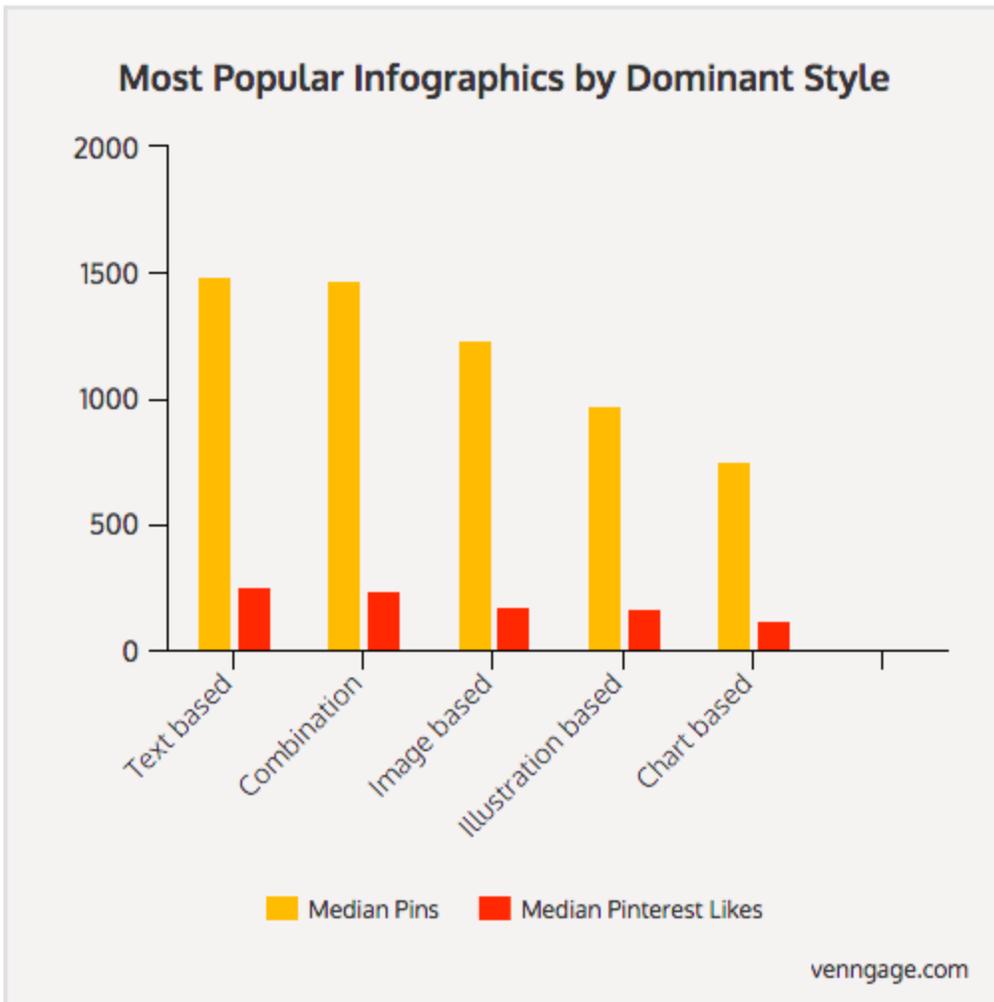


The other characteristic examined was the dominant style of the infographic. Venngage classified IG style into one of 5 styles – text based, image based, illustration based, or a combination. The results showed text based infographics performed the best.



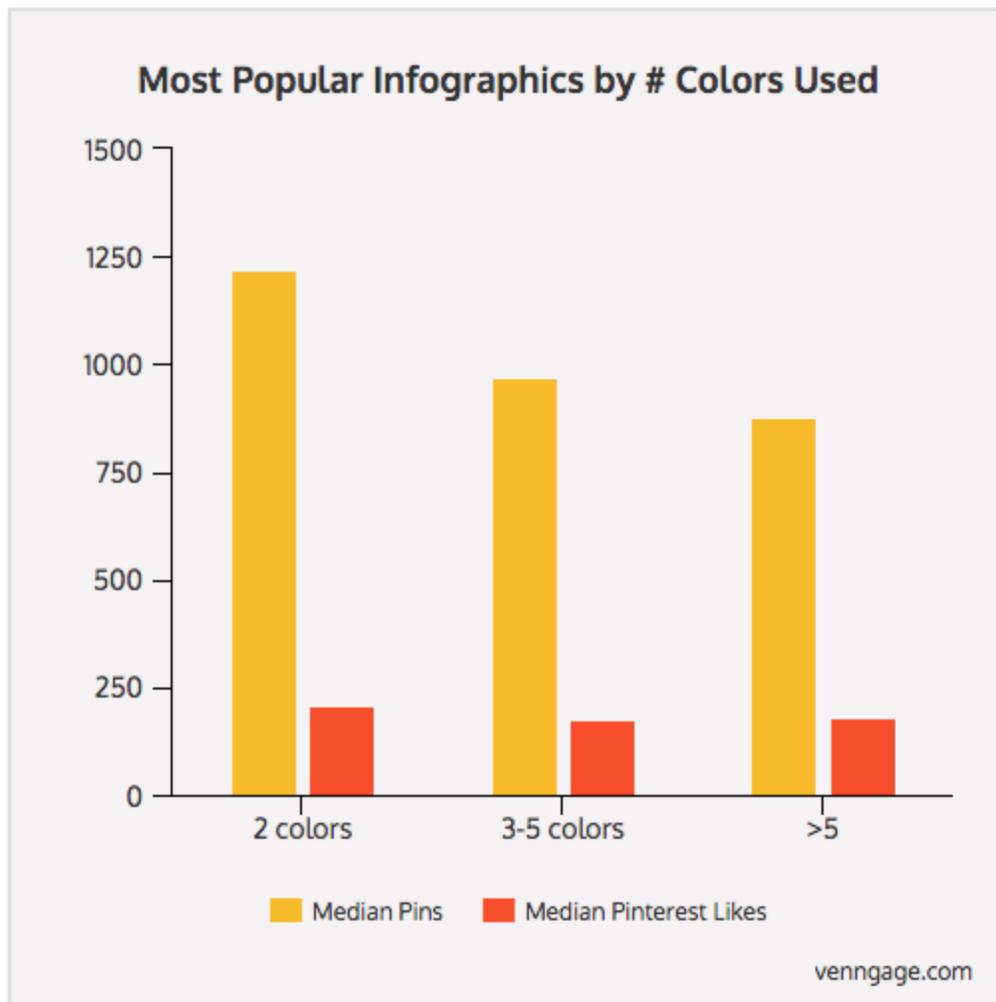
## Serif Fonts

While the majority of infographic fonts were sans serif types (the more modern looking font), serif fonts perform better. Why? Here is one plausible reason: people believe text written in serif fonts more than those written in sans serif. There was a popular study highlighted by the New York Times about how people tend to find statements written in serif fonts more credible. [ [🐦 Click to Tweet this!](#) ].

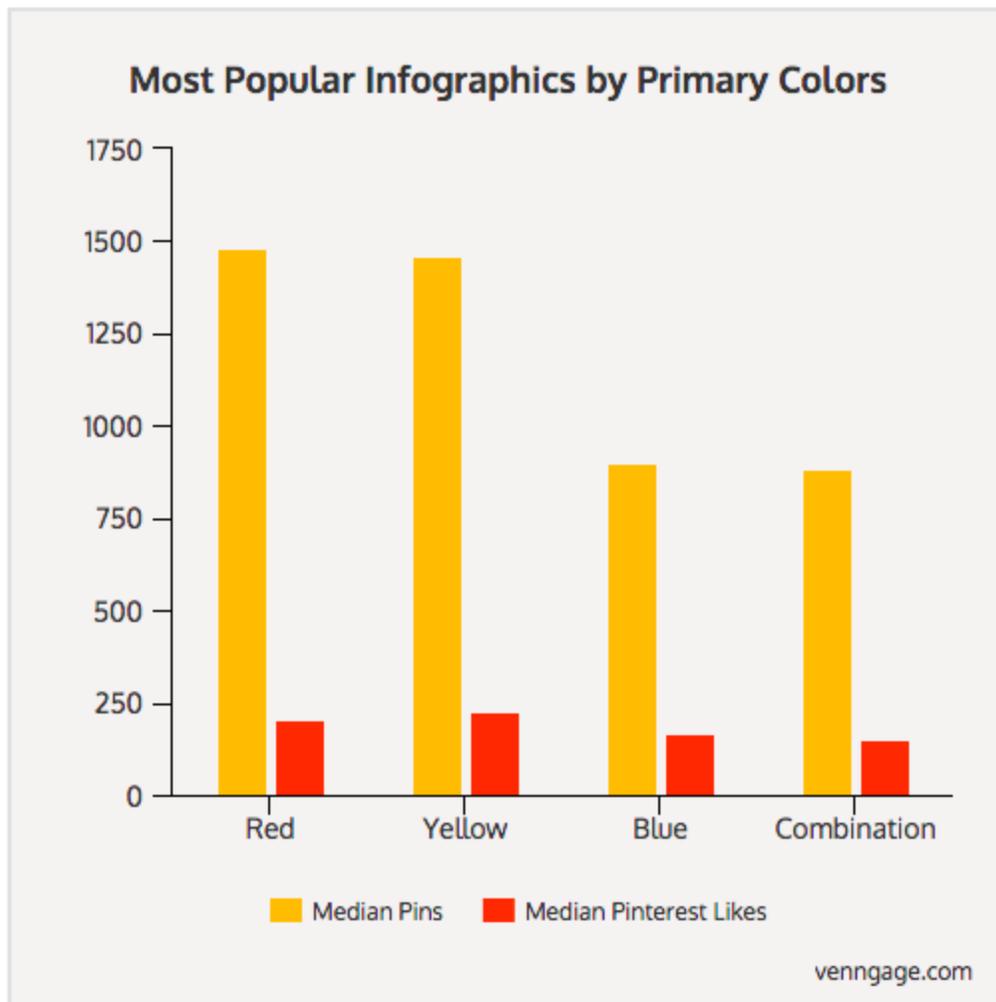


## 2-3 Colors

Colors have an effect on people. Marketers know this and have been using it to increase sales and conversions for a long time. It turns out when we looked at the number of colors used in top infographics and which primary colors are dominant, we see a very distinct pattern.

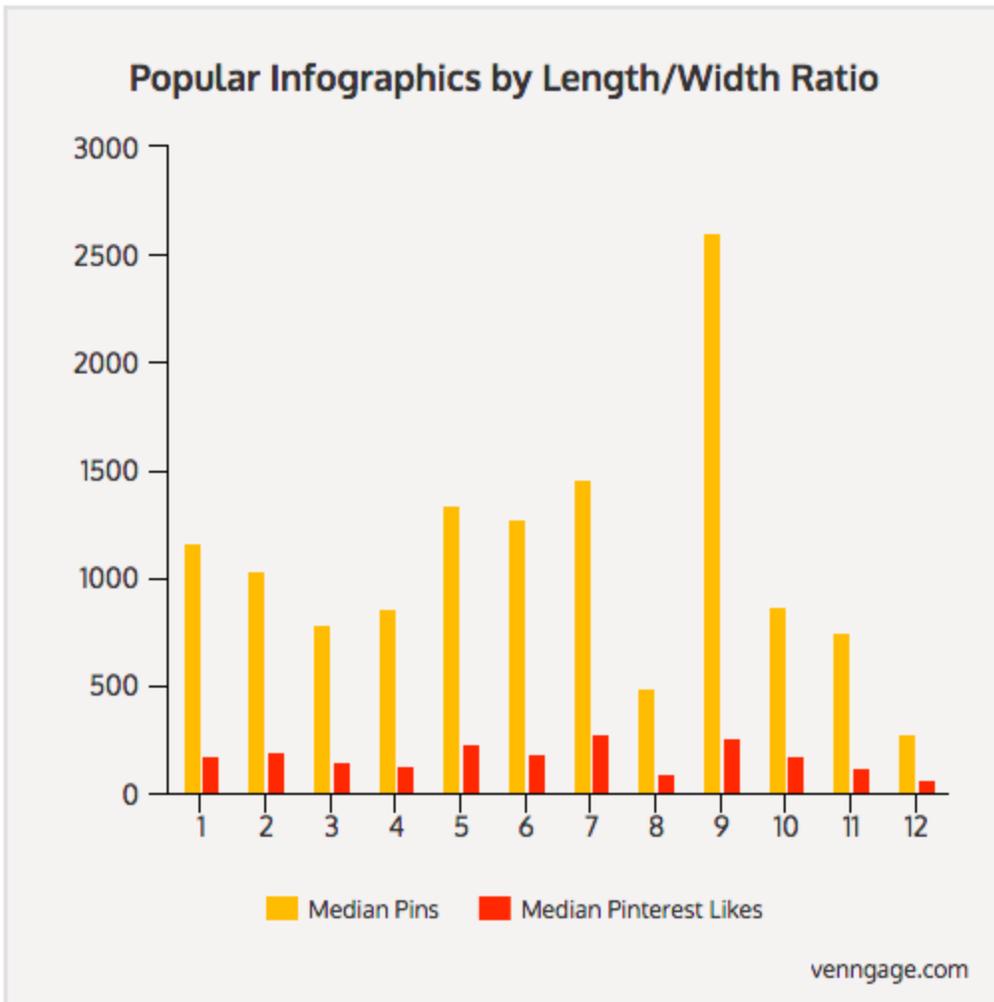


Less is more. Infographics with only 2 colors performed the most. Infographics that have more than 5 were the worst. [ [🐦 Click to Tweet this!](#) ].



## Longform vs. Shortform

If you group the infographics based on their length to width ratio (a ratio is used since infographics have varying dimensions) and chart the distribution, you'll notice that while shorter infographics do well, the ones that performed really well had between 5-9 length to width ratio (the infographics' length were 5-9 times longer than its width). I guess that is consistent with other longform content such as blog articles. But too long is not necessarily a good thing – as you go beyond the 9x ratio, the performance drops. So don't over do it.



# CONCLUSION & ADDITIONAL RESOURCES

Infographics are certainly a great way to market your brand and the story your company is telling. This ebook is a guideline for you to use when thinking about or revamping your marketing strategy to incorporate infographics - use it as a reference and inspiration to start creating beautiful infographics and promoting your brand through informational, interesting, and engaging imagery.

We hope you take these best practices, tips and tricks to making and using infographics in your marketing to generate more leads, business, and happy customers!

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