

CONTENT MARKETING - INFOGRAPHICS

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What are Infographics?

Almost every business today creates a video or infographics as part of their content marketing program. In a business context, you can use videos to give customers a guided tour of your product or service. With infographics, you can help your customers understand a specific problem that you solve for them.

However, the use of videos and infographics are not limited to product tutorials and guides. With the unprecedented growth of video sites like YouTube and Vimeo and infographic sites like Listly, you can use videos and infographics to create brand awareness, generate sales leads and establish yourself as a thought leader in the industry.

Tips to Create a Good Infographic

Contrary to popular belief, it is not an expensive affair to create a decent video or an infographic. However, the focus must not be solely on creating content that goes viral but content that tells a story that your customers will find interesting.

- Even if it's about your product or service, it doesn't have to be overtly serious. Create video or infographics that entertain, while at the same time, educate your customers.
- List out what your video or infographic will feature. Will it tell a real story of only your company or include your clients, vendors, customers, etc.?
- In the case of a video, the first part is to create an excellent script. The second part includes the voice-over and visuals. Hire professionals to do these jobs for you.
- Though many infographics include data and statistics, a great infographic has to do much more. That is, it has to provide insights into the data and show how all the information adds up.

Benefits of Using Infographics

To say that videos and infographics are a great addition to your content marketing strategy would be an understatement. They are very essential, as they have massive reach, owing to their visual nature and potential to go viral.

Since Google today has a blended search approach, your videos and infographics can improve your Google rankings and bring in more traffic to your website.