



WHY

INFOGRAPHICS

ARE DOMINATING

THE WEB

How Visual Content is Transforming the Marketing Landscape

The infographic: a visual representation of complex data – has emerged as one of the most popular forms of social content. Causes include: the way the human eye sees and reads content, diminishing attention spans, growing information overload, the unique ability to tell a visual story and the enormous viral sharing potential allowed by the medium.

HUMANS ARE

VISUAL CREATURES

“ The purpose of visualization is insight, not pictures ”

Ben Shneiderman



**10 MILLION
BITS PER SECOND**

The rate in which the human retina transmits data to the brain or
The speed of an Ethernet connection

90%

of information transmitted to the brain is visual

1/2

of the brain is dedicated to visual function



Approximately **65%** of people are visual learners



The human brain processes visual information 60,000 times faster than text

Did you know?

Most people only remember **20%** of what they read

MARKETING

Marketing persuades consumer's buying behavior and data visualization enhances that by factors of recall, memory and brand identity.

OUR SHRINKING ATTENTION

SPANS & DATA GLUT

ARE TO BLAME

“...a wealth of information creates a poverty of attention...”

Herbert A. Simon



The Estimated
Attention Span



< **12 MINUTES** in 2000

< **5 MINUTES** in 2012

The average person is exposed to the equivalent of **174 newspapers** of data per day



We receive

5 TIMES MORE information daily than we did in 1986

There's about

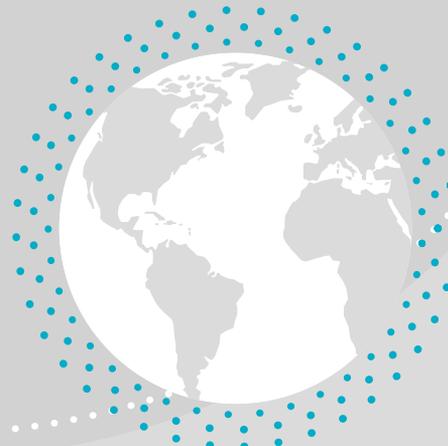
29,500,000,000,000,000,000

pieces of information floating around the world

= **315 times** the number of grains of sand on the Earth

MARKETERS

are struggling to get their messages heard among all this noise.

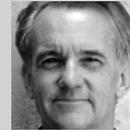


INFOGRAPHICS HAVE

HIGH DATA DENSITY

“ Above all else show the data ”

Edward Tufte



The average press release contains

400 WORDS

which takes about 100 seconds or 10,000 bits per second to read,



using only

1/1,000TH

of the human retina-brain data capacity

Data density can be improved by integrating ALL visual elements into one page

B A F
H I R
Z D T

Words

Words are meaningless without data

3 5 9
8 1 2
7 6 4

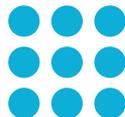
Numbers

Data is meaningless without context



Images

Images are vital to understanding



Infographics allow you to focus your message only on the important information, cutting out all the fluff.



INFOGRAPHICS ARE

PR FRIENDLY

“ Visualizations act as a campfire
around which we gather to tell stories ”

Al Shalloway



Visualization makes
your message more:



Tangible



Concrete



Actionable

This is done by:

Telling the Story of Your Brand ★

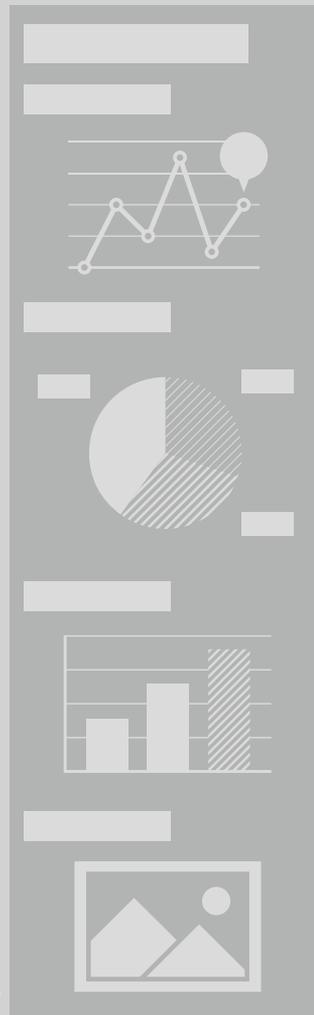
Driving Traffic to Your Website ★

Encouraging User Engagement ★

Amplifying Your Social Media
Presence ★

Creating Opportunities for User
Generated Content ★

Increasing Referrals and
Purchases ★



Infographics can be
used in your brand's:

- ★ Social Media Campaigns
- ★ Presentations
- ★ Annual Reports
- ★ Research Content
- ★ Blogs
- ★ Newsletters
- ★ Internal Communications
- ★ Website

INFOGRAPHICS HAVE A

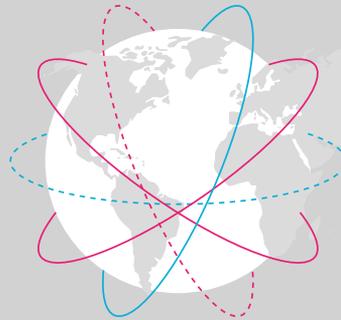
HIGH VIRAL COEFFICIENT

“ I tell you and you forget. I show you and you remember. I involve you and you understand. ”

Confucius



There are
2.4 BILLION
Internet users worldwide



Infographic search volumes on Google have increased more than 800% in the last two years



Facebook
has more than
1 BILLION
monthly active users

3.2 BILLION
likes and comments are posted daily



Google+
has more than
500 MILLION
members

The +1 button is pressed more than
5 BILLION
times per day



Twitter
has more than
200 MILLION
active users

92%
of retweets are based on
“interesting content”



LinkedIn
has more than
200 MILLION
members worldwide

About
2 NEW
members per second join LinkedIn



Pinterest
has more than
11 MILLION
users

80%
of Pins are Repins

The best way to go viral is by engaging millions of users, each of them sharing your content through their small social networks.

YOUR

BRAND'S

UNIQUE STORY

IS WAITING

TO BE TOLD;

WE
CAN

**HELP YOU
TELL IT**

 **visual.ly/marketplace**

Sources

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<http://pewinternet.org/Commentary/2012/March/Pew-Internet-Social-Networking-full-detail.aspx>
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