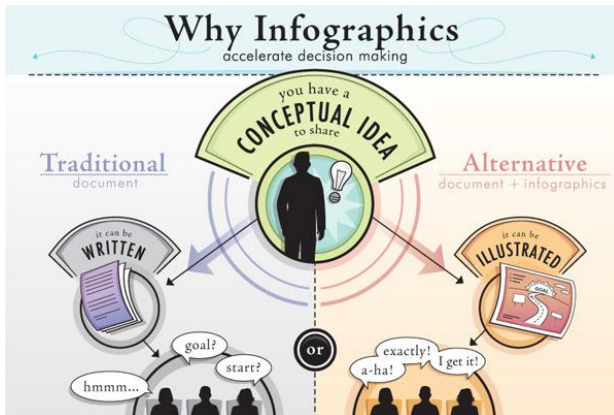
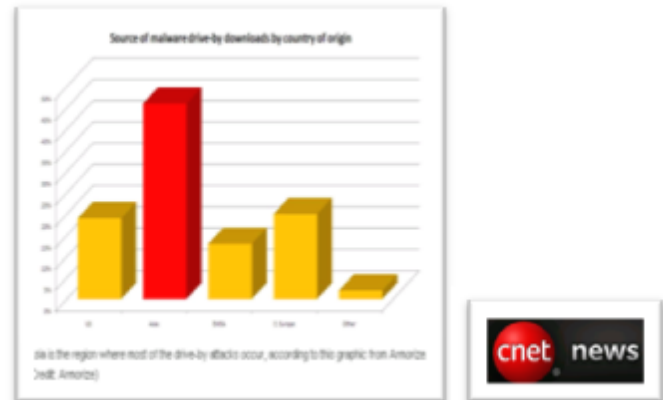


Infographics



Many companies are now adopting an infographic format to communicate quickly and effectively with their audiences. This format aggregates interesting data that demonstrates a trend or supports an opinion and presents it in a chart form, accompanied by a few descriptive words. This type of content is often colorful and entertaining to the viewer. Before you proceed with your “Monet moment,” consider the following 12 tips for effectively developing an infographic:

- 1: Keep the message simple. Infographics fail if you are trying to convey too many concepts. One key point is sufficient.
- 2: Your audience must be able to understand your point in just seven seconds (or less). Don’t make your audience work too hard to decipher the chart or graphic.
- 3: Simple bar charts still win with publications. Sadly, Trainer learned that clever designs don’t always win. We spent hours designing a wonderful “heart” infographic for one of our clients around Valentine’s Day. It was too hard to understand. Yet the simple bar chart we created a few months later for a client (see sample) was quickly picked up by CNET.
- 4: Geography differences are of particular interest. For example: which areas of the country do things more often, faster, better, spend more money on something, etc. These charts are incredibly popular because they simplify trends, showing geo-specific trends on a regional map.
- 5: If you have access to information that provides a contrarian perspective, that type of infographic will likely garner interest.
- 6: Focus on statistics that will have widespread interest. Cast a wide net when you produce your chart. For example “hiring trends for college graduates in the U.S.” will be far more effective than “hiring trends for mechanical engineering students in Detroit.”



7: Infographics “experts” are readily and affordably available on eLance and ODesk. With a little creativity and access to some substantiated data, you can hire a graphics expert for very little investment and create a visually interesting chart.

8: One short sentence. That’s all the space you have to say what you mean.

9: You are representing this information as valid and correct, so don’t use someone else’s information. Leverage Survey Monkey or Zoomerang to develop your own data.

10: If you are conducting a survey, make sure your sample size is significant and your questions are well designed so that you can accurately interpret and represent responses and trends.

11: If you are conducting a survey, make sure your survey audience is appropriately suited to understand and respond to the questions you are asking.

12: If your client is a service provider or a SaaS vendor, you will likely be able to aggregate information that you already have.

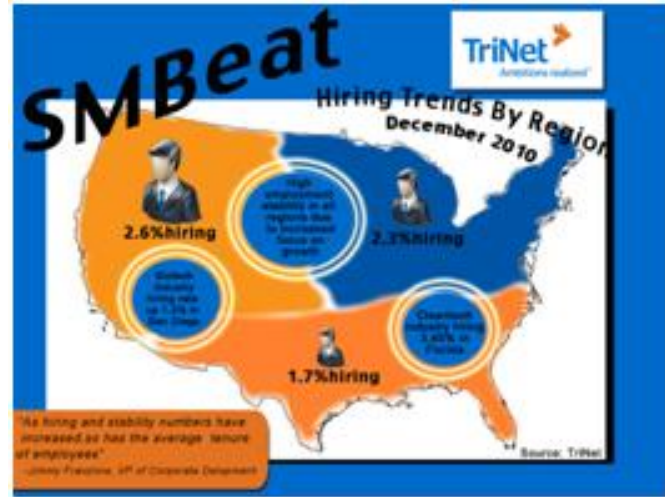
The Process of Creating an Infographic

Getting Started:

- First decide on a theme. You can choose to visualize a funding or momentum release by depicting company growth and success or create a trend infographic relevant to the client. Check out Mint.com’s infographics for an example of trend infographics. Their [Recession Timeline Diorama](#) is especially effective at condensing 3 years of news into one infographic. If the data represented is not from the client, be sure to appropriately attribute your sources at the bottom of the infographic.
- Once you’ve decided on a theme, organize and draft the copy you’d like to be represented. A large portion of the costs involved with developing infographics stem from research involved on the part of the graphic designer. Cut costs by drafting as much of the copy as possible ahead of time and get approval from the client early on.
- Research reference infographics to give the graphic designer visual cues of what you are expecting. Searching [Digg.com](#) for infographics and browsing [Visual.ly](#) will give insight into what designs are most successful.
- Select a graphic designer. Depending on the client’s budget, infographics are generally “up sells” (scoped as stand-alone PR projects) and noted by Sam Whitmore to cost approximately \$1800 each. Select a graphic designer from our web design network or browse eLance for an appropriate contact.

Managing the Process:

- Clearly establish deadlines and content approval processes with the client and designer. This will likely be a stop and go process. Allow the client two general revision rounds and 3-4 rounds of revisions between yourself and the graphic designer.
- Set clear expectations. Generally graphic designers can turn around an infographic in 2-3 business days if copy and research has been completed beforehand. Clearly communicate to the client that unclear editorial direction will significantly delay the project.
- Note Trainer's contractor payment schedule. Be advised that eLance contractor work is expected to be paid at the completion of the project which goes against Trainer's 30-day policy for larger contract work. Note whether you expect to forward the invoice to the client or to have Trainer include in the client's monthly invoice.



Strategy and Promoting the Completed Infographic:

- Consider strategic placement. Many news outlets will accept infographics as exclusives. Research reporters that have used infographics in the past and consider offering the data as an exclusive for maximum reach in top-tier technology or business press.
- Promote via social media. Use Twitpic to easily share the infographic or direct followers to the infographic on the client's website. Identify 20-30 influencers within the space of the infographic's theme and share the infographic with them for a chance for a re-tweet or distribution to their follower base.
- Include the infographic in the news release distribution.