

How to Make an Infographic

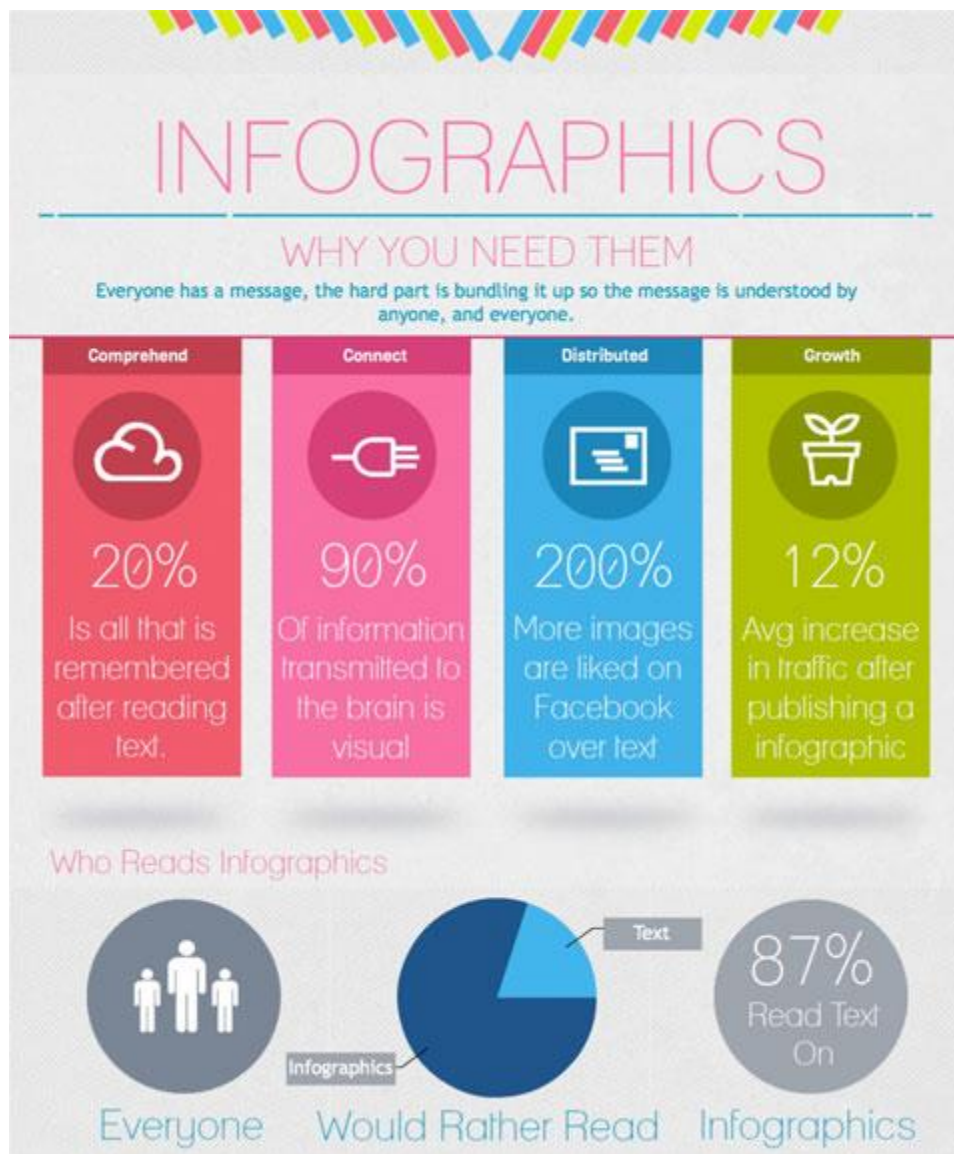
Why Every Marketer Needs Compelling Infographics

You see them EVERYWHERE! Aren't they *great*? We just love them, because we know that we'll pick up key information in a memorable way - very quickly. And beyond that, there are many more reasons good marketing includes good infographics.

Why we need Infographics

[Heidi Grutter+](#), a social media blogger at [MySMN.com](#), calls infographics “visual fast food for the brain”. She posted this one to communicate the compelling need for them:

- We actually remember only 20% of the text we read (maybe less!)
- 90% of the info transmitted to our brains is visual
- On Facebook, 200% more ‘Likes’ are for images (vs. text)
- After publishing an infographic, traffic increases an average 12%



Create a Visual Scene

Heidi goes on to state, “When we look at symbols, objects and colors together (picture one of those hazard signs showing a male figure slipping- cautioning that the floor is wet) we can get the sense of a visual scene in less than 1/10 of a second (Semetko, H. & Scammell, M. (2012, [The SAGE Handbook of Political Communication](#))).”

How to Make Infographics

Heidi gives us very specific – and easy – steps for creating our own infographics to attract and please tired brains:

STEP ONE

Either one level or two levels, infographics cover the basic information:

1. One level: includes visuals and content
2. Two levels: include visuals and content PLUS factual data and/or statistical info

STEP TWO

Brainstorm your ‘bid idea’ - your basic concept. Is it compelling enough? Brainstorm your idea, ask friends, hash out your thoughts on paper. Then move on to your ‘core.’

STEP THREE

“Lay out the core.” - Decide which information and facts you want to share. In what order will you present them? How will you conclude? Be sure that all facts and stats are thoroughly researched and supported.

Then decide on the infographic’s design, including:

- Layout
- Shapes
- Icons
- Symbols
- Colors

STEP FOUR

Now put it all on paper. Are you making all the right points, from beginning to end? Does your conclusion flow logically? Is it clear and compelling? Is your design consistent with the message? For example, if you’re presenting a serious case, don’t use bright, happy colors.

Make Your Own Infographics with this Design Kit

Heidi tells us that “If you want to try and make the infographic yourself, all you need to do is Google search “free infographic templates” and you’ll find various resources like these:

<http://www.hongkiat.com/blog/infographic-design-kit/>”

See how non-designers are creating beautiful infographics with Canva's infographic maker.

Canva’s infographic maker includes hundreds of free design elements, allowing you to experiment with data visualization like a pro.

<http://www.canva.com/create/infographics/>

Free Download: Five Infographic Templates in PowerPoint

Hubspot offers free PowerPoint templates to make your own infographics:

<http://offers.hubspot.com/how-to-easily-create-five-fabulous-infographics-in-powerpoint>

Generate a custom imbed code for your new Infographic – FREE!

<http://builtvisible.com/embed-code-generator/>

Good luck. Now go and create visuals that grab your audience!

About the Curator:

[Lisa Chapman](#) helps company leaders define, plan and achieve their goals, both online and offline. After 25+ years as an entrepreneur, she is now a [business and marketing consultant](#), [business planning consultant](#) and [social media consultant](#). Online, she works with clients to establish and enhance their online brand, attract their target market, engage them in meaningful social media conversations, and convert online traffic into revenues. Email: Lisa (at) LisaChapman (dot) com. Her book, *The WebPowered Entrepreneur - A Step-by-Step Guide* is available at:

- [Amazon.com](#)
- [Barnes & Noble](#)

