HOW TO BEST USE INFOGRAPHICS

707%

60%

You can hardly imagine a world without infographics any more. The reason? Infographics simply make it to transport a (complex) message so much faster and better than plain text.

30 x

Infographics are 30 x more likely read than plain text.

Source: marketingfish.de, HubSpot

94 %

Visual content generates 94 % more views.

Source: Buffer, HubSpot

80 %

We retain 80 % of what we see; 20 % of what we read; and 10 % of what we hear.

Source: Buffer, HubSpot

TOP 5

Visual content is rated among the top 5 most effective B2B marketing methods.

Source: HubSpot

TYPES OF INFOGRAPHICS

There are different types of data visualisations:

l a static infographic (a classic, static image file) >> example
l a gifographic (an animated gif image file) >> example
l a web-based infographic (slightly animated, i.e. with HTML5) >> example
l a specifically programmed, web-based infographic with interactions >> example

By the way: The Google Data Gif Maker allows you to quickly and easily create your own simple gifographic in Google Material Design - without hiring a graphic designer. You can read my test report about it here.

GREAT WAYS TO USE INFO-/GIFOGRAPHICS

PRINT PROMOTION MATERIALS

How many print promotion materials do you receive by mail per week? Five, ten, fifteen or more? And how many of them do you really pay attention to, how many do you read? Probably one or two - if any.

Classic print promotion materials cost a lot of postage money and have an ROI (return on investment) of often less than 3 %. As infographics are read 30 x more likely than plain text, it is definitely worth designing your print promotion as an infographic. This significantly increases your chance to multiply your ROI.

A few years ago (2013), I designed an infographic that was sent out by print mail, for the Hamburg based advertising material agency Kleine & Jockers.

"The infographic on merchandising products is really great. We wanted to transport this topic in an easy and uncomplicated way. We, and most importantly our clients, think that HCG has executed this wonderfully. Our clients shall instantly think of merchandising products as a cheap and effective advertisement method when reading this infographic. Working with HCG was uncomplicated and professional, the design was in the best hands."

Andreas Kleine, Kleine & Jockers GmbH
Hamburg, Germany

MICRO CONTENT ON SOCIAL MEDIA

Content marketing is used by many businesses to get new clients, emotionally binding existing clients and to boost the image. In the past, it was predominantly used in the B2C sector, but the B2B industry is catching up fast. Especially on social media it is important to capture people's attention quickly. And this is where micro content comes into play. Micro content are little pieces of information that can be consumed quickly and can easily be shared. Small infographics or (better for social media) small anima-ted gifographics are fantastic to grab the user's attention! Also, people simply like sharing such micro content on social networks.

I, too, use animated gifographics as micro content, here you see an example.

I also use quotes as micro content:

"
Instead of being afraid of digital publishing, publishers should focus on the chances coming with it. Ostrich-like behaviour has never worked in the long run.

HCG

"
The best designs come to life when clients let designers do their job.

HCG

"
A brand appearance is all about a recognisable constant.

HCG

"
I'm in love with infographics. They're just so much more compelling than plain text.

HCG

LANDING PAGE

A landing page or website with infographic elements and subtle animations is a great way to promote a product or service. But it can also be used for simple storytelling, which I personally love. An infographic landing page is liked by so many people out there, so take advantage of it!

When HCG corporate designs turned 5 years (in 2015), I created such a web-based infographic with HTML5 (WIX) as a standalone website.

The steps involved in creating annual report apps, I show in storytelling format on a separate landing page (the landing page is in German language only, but I of course create annual report apps in English language too).

POSTERS AT EVENTS

Infographic posters are true eyecatchers on trade fairs, any other events or in public space. The ability to grasp information fast thanks to infographics is a true competitive advantage on trade fairs, because so many booths compete with each other.

EDITORIAL CONTENT

As infographics transport complex data fast and in a way that the data is actually understood, they of course are great for editorial content. Publishers are facing very challenging times, so such attractive editorial content is for sure a nice thing to publish.

On the right you see a (static) infographic I designed for a magazine back in 2014. It was printed on an A4 page.

On the next page you see an interactive iPad infographic that I designed and implemented for one of my app magazine clients back in 2015.
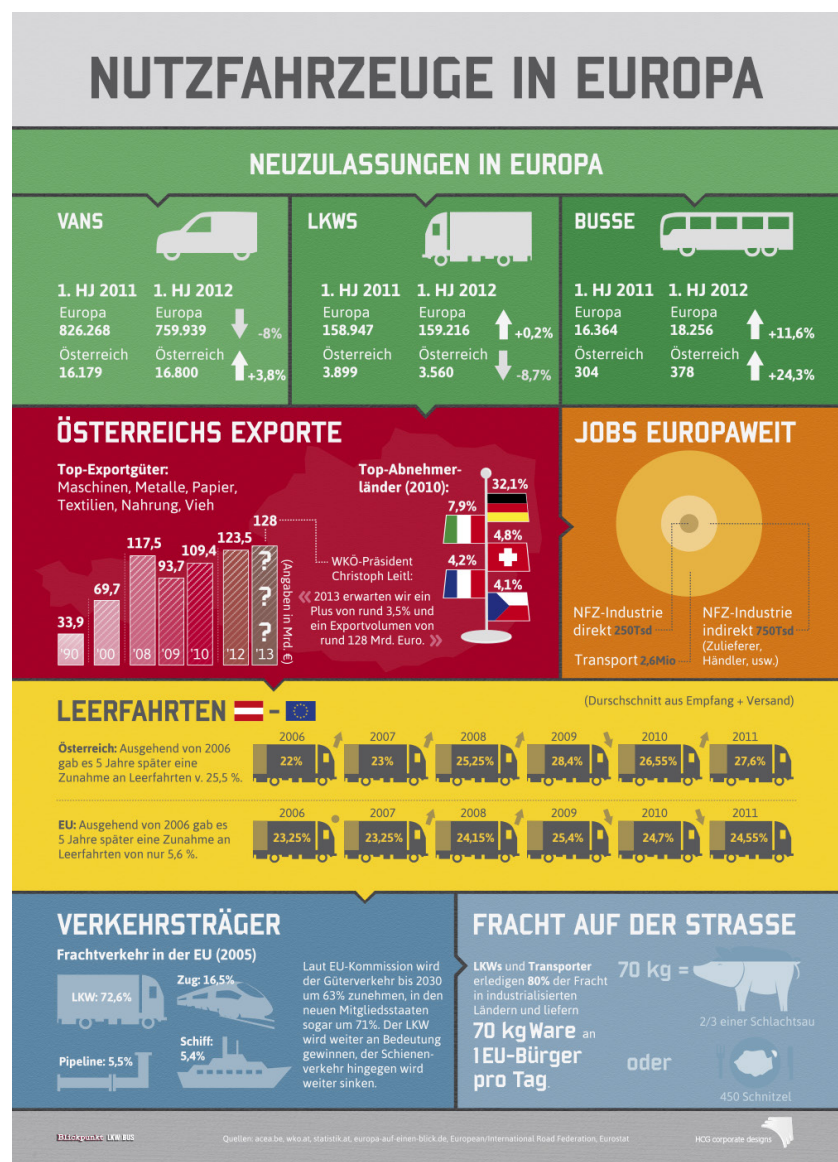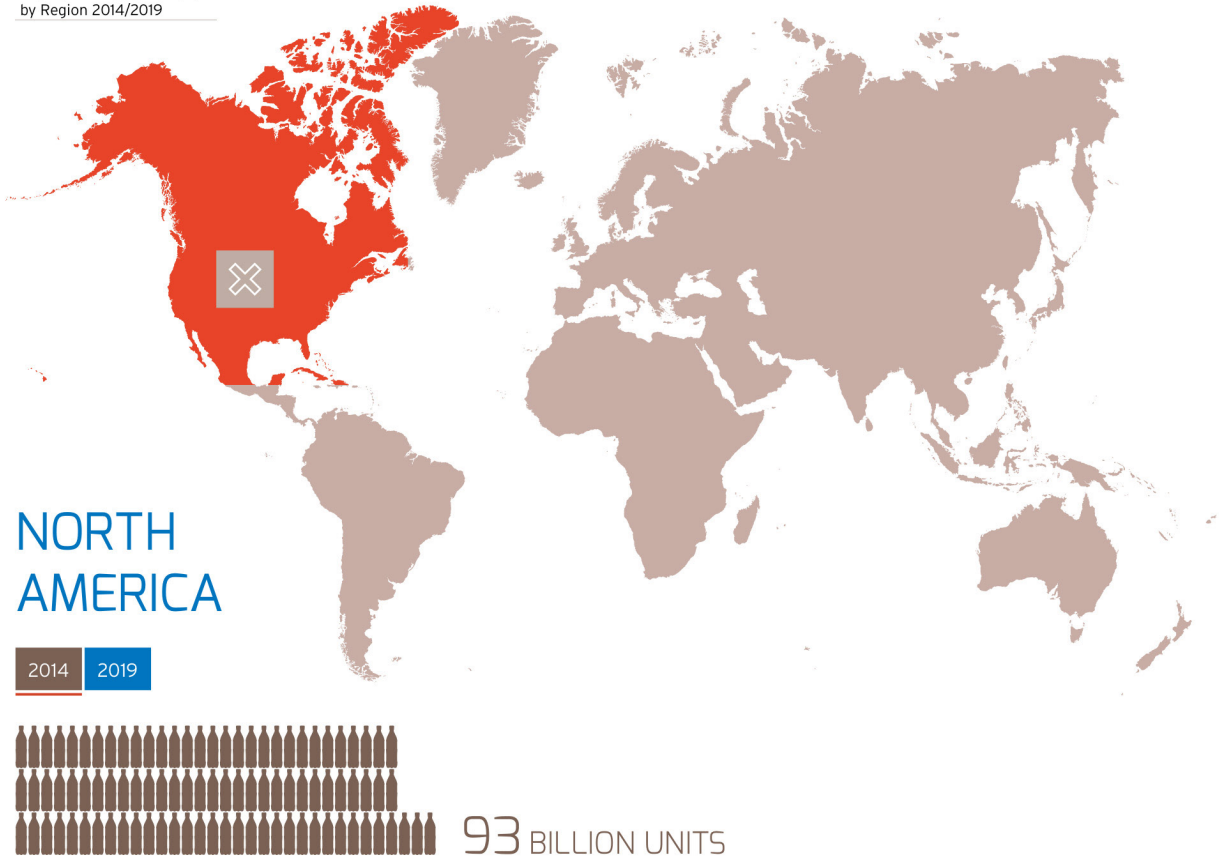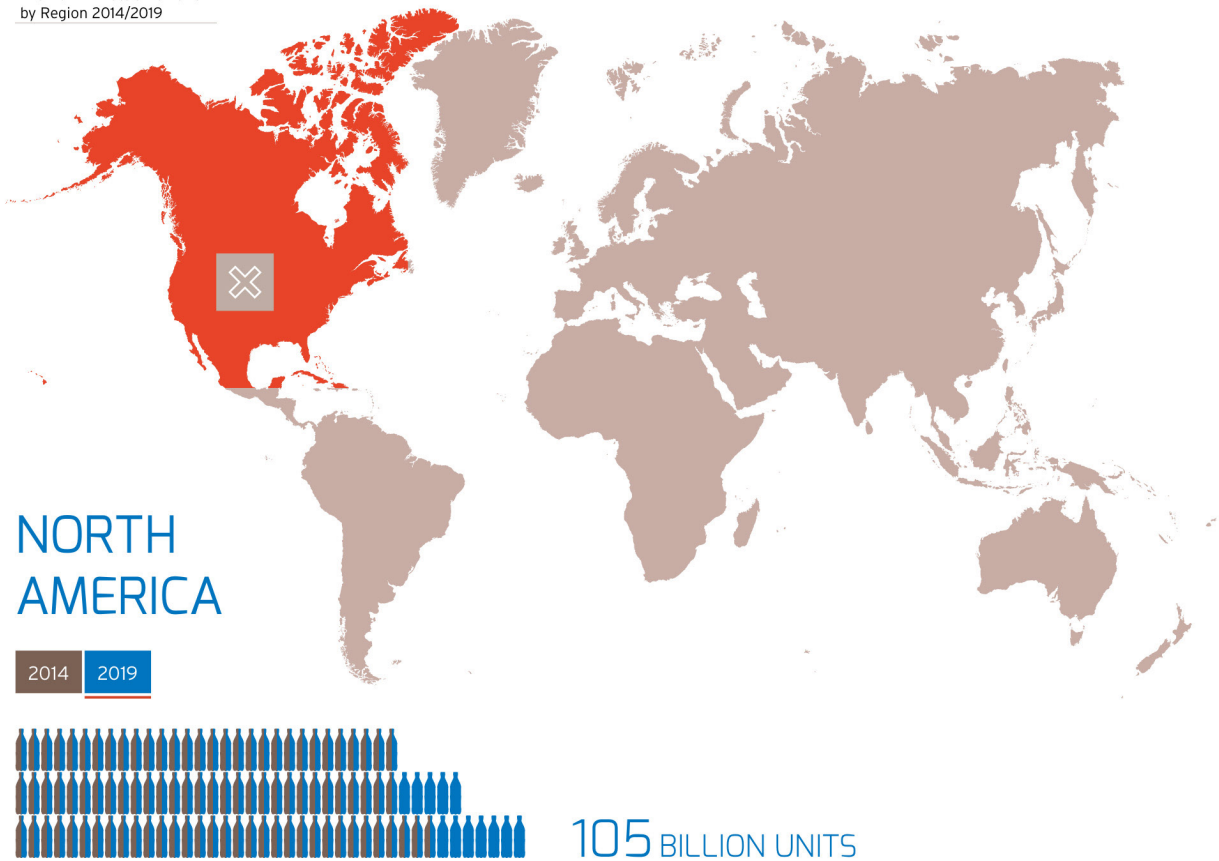
FIG 2: PET Bottle Demand
by Region 2014/2019

03

04

NORTH
AMERICA

| 2014 | 2019 |

93 BILLION UNITS

FIG 2: PET Bottle Demand
by Region 2014/2019

03

04

NORTH
AMERICA

| 2014 | 2019 |

105 BILLION UNITS

KNOWLEDGE TRANSFER AT SCHOOLS

At school or university, it is important to easily understand complex situations and/or numerical data. This is why schools, universities and other educational institutions should use more infographics, in my opinion.

USER MANUALS

Imagine you have to put together a chair for example. Would you prefer doing that by reading through a text which describes how to srew that chair together? Or would you prefer to look at a graphic or illustration that shows what screw has to go where etc. ?

The Swedish furniture giant Ikea uses infographics not only for pieces of furniture, but has also introduced them for Swedish food recipes. Take a look at this:

Foto: Leo Burnett

See more in this video.

ONE MESSAGE IN SEVERAL LANGUAGES

If you want to transport a message in several languages at the same time, you cannot do without infographics. There is no other way of visual information transfer that needs such little text (or no text at all!).

„I create infographics for print and digital, static and animated. Almost every topic can be turned into a perfect graphic landscape and thus be 30 times more likely noted by your target group than ordinary text.

As a designer I often deal with corporate designs and branding. This is why I place importance on my infographics to perfectly match my clients' look and feel. Every infographic I design is based on a concept with regards to colours, shapes, fonts and structure."

Helene Clara Gamper / HCG corporate designs

You want to take a look over my should to see how I create an infographic?
Here you are: part 1 and part 2.

HCG
CORPORATE
DESIGNS

ABOUT THE AUTHOR

Hello, my name is Helene Clara Gamper. I'm a graphic designer that believes in a common thread – as illustrated in my logo. I help businesses build a visual identity, translate data into graphic landscapes and help publishers make their magazines look great.

I grew up in a publisher family. About ten years ago I started working in the creative field what in 2010 made me start my own business called HCG corproate designs.

Since then, I've designed for companies of many sizes from the German speaking area but also from other countries such as the USA or the United Kingdom. I created corporate design concepts for business start-ups, established editorial designs for publishers, designed and implemented rich media magazines for tablets and smart phones and visualized complex data for some great infographics.

When creating designs, I always try to get to the very essence of the character and the philosophy behind my clients' businesses and their products. This essence I include in a holistic design approach, that follows me through the entire creative process. Collaborating with my clients and exploring what makes their businesses and their products unique and stand out, I believe is an important part of my job as a designer. This is how I can develop unique visual concepts with a common thread running through them, which is something I'm really passionate about. It puts a smile on my face when I see people respond and interact with my design creations – and when my clients tell me about that.

Some of my clients say they appreciate my flexibility and transparency. I believe that being open and straight with my clients is a matter of fairness and respect and contributes to a positive and successful collaboration.

When I'm not designing you can find me doing sports, exploring nature or travelling. I get a lot of inspiration from seeing different places, doing new things or trying out new recipes with exotic spices I bought from different corners of the globe. In 2014, I fulfilled one of my biggest dreams: travelling through Peru and Ecuador and visiting the giant tortoises of the Galapagos Islands.

I live in the wonderful city of Innsbruck, Austria, the so-called "Capital of the Alps". The lovely scenery here inspires me every day.

Want to get get in touch?
I'd love to hear from you.

DESIGNS FOR DIGITAL AND PRINT