THE POWER OF PIKTOCHART
WHY OVER 2,400,000 PEOPLE USE PIKTOCHART TO CREATE BEAUTIFULLY DESIGNED CONTENT THAT STICKS

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LinkedIn created a great infographic for content creators of all kinds with their infographic about “blogging food groups”, a term originally coined by Hubspot’s Rick Burns. The infographic puts a twist on the five food groups, explaining the differing kinds of blog content marketers can create through the lens of food.

Blending vibrant visuals and statistics, LinkedIn’s infographic combines two apparently different topics, food and blogging, and combines them in an interesting way to create attention for their brand.

The blog post introducing the Blogging Food Groups infographic received over 1,000 shares alone on LinkedIn’s blog. If you google “LinkedIn [infographic], you can see how big of a priority they are for their content strategy.

“...I have been applying this strategy for years and I believe that it’s more relevant than ever now that content marketing is such a vital part of the marketing mix.”

Jason A. Miller
Senior Manager of Content Marketing at LinkedIn
Controversy is often shunned as part of this risk-adversity. But, sometimes, the risks are exaggerated: a bit of controversy can be a good thing – and a catalyst for better results, especially with a bit of conviction to back it up.

Michael Wilkins
Freelance Content Marketer

Snowskool, a ski instruction company with courses in Canada, France, New Zealand and Switzerland wanted to make an infographic that poked some fun at a certain kind of “ski bum” they often saw on the slopes—“seasonnaires.”

They didn’t want to appeal to everyone, which often makes for a rather boring infographic. Instead they want to appeal to people who “got” skiing culture. Many brands are too afraid to risk putting out something that’s controversial, but if done right, controversy can create priceless buzz around your brand.

The difficult part is riding the fine line between funny and offensive, which SkiSkool passed with flying colors here. After SkiSkool published their infographic and released a press release, it spread like wildfire.

The Daily Telegraph, one of the biggest newspapers in the UK did a story on it, which was shared over 600 times.

Bill Gates, the founder of Microsoft and co-founder of the Bill & Melinda Gates Foundation, created a clever infographic showing the world’s deadliest animals. The intent of the infographic was to show how mosquito-caused deaths affect the poorest nations.

Mosquitos carry diseases like malaria and the West Nile virus, causing a total of 725,000 deaths every year. This particular infographic received over 66,000 shares, creating a tremendous amount of awareness for the devastation malaria causes and Bill Gates’ foundation.

“This infographic does a number of things right from a design perspective, but the major point is that as humans we see the two-dimensional area of objects as representing the values. This design uses both the width and height of the rectangles to visualize the scale of deaths caused by the various animals...The other thing it does well is to tell one story really well. There’s isn’t any extraneous information like geographic locations or animal populations. The infographic focuses on communicating one set of data.”

Randy Krum
President of InfoNewt
If someone asked you to name the world's most dangerous animals you'd never mention mosquitoes.

Gates' infographic took a unique angle on what makes an animal dangerous, factoring the malaria-carrying mosquito, which makes you do a double take and want to share it when you first see it. It was so interesting and newsworthy that Business Insider picked it up, where it did almost 1 million views.

As you can see everyone from startups, to e-commerce and non-profit foundations are using infographics to tell stories about their brands and spread their message.

Just look at the Google Trends chart for “infographic” searches below to see what we are talking about. From 2010 to 2013 Google searches for “infographics” have grown by 800 percent. Also, businesses that use infographics grow their traffic at an average of 12 percent more than those who don’t. Infographics are becoming more popular everyday and show no signs of stopping anytime soon.

By telling their stories with beautiful visual design, brands are able to cut through the sea of sameness on the web and go viral simply by using design-driven storytelling.
When most people hear Piktochart they think infographics made easy. But when our customers sign up and start exploring our online editor, they’re surprised by types of content Piktochart empowers them to create.

At Piktochart we love helping non-designers create stunning visual content in whatever form possible. One way to get the most out of your content marketing strategy is to find ways to repurpose content you have created in the past. Here is a breakdown of the amazing array of visual content you can create at Piktochart.
INFOGRAPHICS

Infographics are what we do best at Piktochart.

There is more to infographics than a bunch of scattered numbers and pictures in a long image. They’re data visualizations that present complex information quickly and clearly. The right kind of infographic should match your data to your narrative and ensure that people take away your message after reading it.

Check out our user showcase for examples of the best our users have created.

PRESENTATIONS

Our presentation-ready templates let users focus on inputting content rather than adjusting the blocks to manually convert an infographic into presentation slides.

Here is a guide for how to enter presentation mode on Piktochart.
Most of our customers are digital natives, but many of our customers use Piktochart to take their creations offline, using our platform to print them in glorious high definition. And the possibilities don’t end with posters.

You can also create flyers, brochures, posters, cards and many other marketing collaterals using infographics for offline use. You can even turn your resume into a poster!
Unlike conventional reports, brands that embrace the power of visual imagery create reports with fewer words and more graphics. Now, even executive summaries come with an illustration. Here’s an example of visualized executive summary of the 2013 Youth Outcomes Report Summary by BBBS America.

Then there’s this earthquake report from BBC News. Among the many things done right with this report is the accompanying photos of the impacted areas.

Here we have Nicholas Felton’s Personal Annual report. He spends much of his time thinking about data, charts, and daily routines. The following is an example of his communication data throughout the year.
With Piktochart, you can go as small as you need to make visual content. More and more of our users are creating graphics to share via social media. Instead of being relegated to picking stock photos from the web, you can create social media graphics that are informative, funny, or engaging so they are more shareable.

Here is an Oreo graphic posted on Facebook, celebrating the longest day in India.

Here is a graphic from Adobe showing some results from their Digital Marketing Optimization Survey:
One common question we get here at Piktochart headquarters is how to come up with good ideas for killer infographics. We totally get the frustration of seeing a great infographic out in the wild and wishing we came up with it.

All good infographics generally share a few of the same characteristics or do one thing really well. Here are some of the characteristics your next infographic should embody.

1. Informative
2. Take a unique angle on a topic
3. Humorous or edgy
4. Controversial or make an argument
5. Show data in a way that’s never been done before
6. Timely, capitalizing on a recent news story or trend
7. Use SEO principles to rank highly in search
8. Bakes in marketing so other sites might pick it up and feature it
Here are some ways you can find IDEAS AND INSPIRATION for your infographics:

- Go through your RSS feed and see if there are any trending stories or studies that you can use as material for an infographic.
- Monitor Twitter, Facebook, and Pinterest to see what your audience is talking about.
- Survey your customers to see where their interests lie and find their pain points. Use their feedback for informative infographics.
- Keep up with the latest from what the thought leaders are saying in your industry. An infographic explaining new trends or concepts will be useful for your audience.
Another way to get good infographic ideas is to stand on the shoulders of giants and borrow inspiration from great infographics that have already been published. That’s why we’ve come up with 25 infographic ideas you can use for your own creations. Take a look at each one and feel free to steal ideas from any of them!

25 IDEAS TO INSPIRE YOUR NEXT INFOGRAPHIC

The one thing that you have, that nobody else has, is you. Your voice. Your mind. Your story. Your vision.

Neil Gaiman

Explicit selling attempts are a big no-no. Take the opportunity to provide interesting and useful insights to your audience.

1. BEHIND THE SCENES

People are usually curious about behind-the-scenes of a given industry, so tell how your service/product works.

How Our Laws Are Made

Click this to see full image
2. STEP BY STEP

If your service or product has instructions or requires customer to go through a process, make a guideline infographic for them.

How Do I Choose An Infographic

3. PREACH IT!

If your service/product exists in a competitive market, showcasing interesting or novel uses of your service or product will give you points for creativity.

Our 10 Cool Ways To Use PDFs
4. SHARE TIPS & TRICKS

Share tips, cheat-sheets, and hacks to your service or product. This makes it easier for new users to get on board and old users to improve their workflow.

Layout Cheat Sheet: Making the Best Out of Visual Arrangement

5. COMPARISONS

Compare the newer versions of your service or product to the older ones like “This year versus last year”. People love seeing growth and improvement from entrepreneurs.

Olympics: Then vs. Now

Click this to see full image

Click this to see full image
6. PITCH TO NEW CUSTOMERS

Returning visitors do not want to be pitched. But potential customers want to know what makes your service or product better than others to make a decision. Creatively highlighting key features of your service or product will help to convince your customers-to-be.

10 Reasons To Visit Reykjavík, Iceland

7. PRODUCT GUIDE

People use your product or service to achieve a goal. So make guidelines about how to achieve that goal while subtly including your company as part of the process.

How To Make Your Takeout & Frozen Meals Healthier

Baking frozen lasagna

Buy vegetarian, turkey or chicken lasagna instead of beef or sausage.

Select single-serving packages so you won’t overeat.
8. VISUALIZING ARTICLES

Have a blog for your business? Visualizing articles or small key points (microcontent) and making them embeddable can do wonders to your ‘Share’ button.

9. USE VIRAL CONTENT

Look at your business’ social media channels. Any status or photo you shared got liked, shared, favorited, or retweeted much more than others? Build on that viral content — turn them into a visual story.
10. TELL YOUR STORY

Explain your core values. Most users want to know why you do what you do, whether it’s improving the lives of your users or saving the environment.

Malbec 101

LOOK AT YOUR INDUSTRY

Your business has a context and a community. Staying in touch and active benefits your business and also draws your customers’ attention.

11. BE A THOUGHT LEADER

Share tips & advice relating to your industry to be seen as a thought leader.

The 10 Commandments Of Typography

Click this to see full image
12. HIGHLIGHT INTERESTING DATA
Strange things attract attention. Highlight unique data, interesting statistics, or fascinating facts that circulate in the industry.

9 Shocking Facts About The Food Industry

13. BUST A MYTH
Myth-busting is fun. Show your knowledge by unraveling common misconceptions about the industry.

18 Myths People Believe About Education

14. INSPIRATIONAL GRAPHICS

Every industry has key figures. Talk about the leaders' contributions, quotes, working styles — anything you find inspiring.

Farewell To A Genius

Click this to see full image

15. VISUAL SUMMARIES

Every industry has events, conferences and shows. Predict the outcome, recap and comment on what happened during these industry-specific events.

Why The British Are The Best Grand Prix Racers

Click this to see full image
16. CASE STUDIES

Every industry has hot keywords too. ‘Learning the lingo’ and making in-depth case studies will help you gain credibility. Here is where to start: Google Trends, hashtags on Twitter & Google+, Feedly, LinkedIn Pulse, and StumbleUpon.

Color, Value & Evolution Of Logos

17. A LOOK INTO THE PAST

Show the history or progress of your industry. How it came about. Who were the pioneers. What are the key figures.

History Of #Hashtags

Click this to see full image
18. SHOWCASING RESEARCH

New research about the industry just got published? Discuss the content, weighing the pros and cons of the research.

How Google Glass Could Revolutionize The Medical Industry

19. BACK TO THE FUTURE

The future is no less important than the present. Predicting, analyzing, comparing trends are all good ways to start the conversation.

Top 10 Digital Branding Trends For 2015
LOOK TO YOUR AUDIENCE

Your current and potential audience are already telling you what they want to see. Strive to be audience-centric.

20. DISSECT YOUR AUDIENCE

Make a demographic infographic about your current customers. It’s something they can relate to; at the same time, it piques interests from people from the same demographic but aren’t your customers (yet).

Who’s Sticking To Their Diet?

21. HELP YOUR AUDIENCE

What do your users post online? Do any of their interests match your service/product’s profile? Find that sweet spot where your business can assist your audience’s interests, and make lists like “Ten ways that can help you be a better XYZ”.

$10,000 Strong And Growing

Most United States small businesses start with $10,000 or less in capital, primarily funded from the founder’s personal savings. Humble as the startup beginnings may be, eventually robust results can be achieved.

Yet sustaining and growing a small-scale company remains risky business—from a growing customer base, to recruiting and managing employees, to maintaining cash flow. Here, we show how small businesses are staying healthy and strong while building a better economy.

Click this to see full image
22. VISUALIZE TESTIMONIALS

People love reading other people’s stories. Interview your happy customers and tell the story of how your business helps improve their life and work.

Helping Consumers Make Better Healthcare Decisions

ADAM, 34
is traveling on business and tripped getting out of the taxi at 7 pm. His ankle is swollen and sore. Where can he get an x-ray this time of night? Using the iTriage app, Adam finds a nearby urgent care and pre-registers for a visit, directly from his phone.

23. CATER TO YOUR READERS

Still have no idea? Ask your happy customers about what they want to read. After searching through social media channels for ideas, a survey on the website/email or getting a customer on the phone could steer you in the right direction.
LOOK AT THE TIME!

Seasons, holidays, or even the weather can be a great way to relate to your audience too!

24. SEASONAL GREETINGS

Does your business change in spring, summer, fall, winter? Publishing something right before the season starts is good timing.

Shopular Unwraps It This Holiday Season

25. CELEBRATION TIME

How about New Year, Valentines Day, April’s Fool Day, Easter, Thanksgiving, Christmas and many other celebrations? Mark the days that match your service or product’s profile and describe how your business can add value during the holidays or special events.

New Infographic Template: Chinese New Year

Click this to see full image
Remember, you’re trying to tell a visual story and as with any other type of web content you want to create sticky content that resonates with your audience.

THE BEST PLACES ON THE WEB TO FIND INFOGRAPHIC IDEAS

**Pinterest** is a visual social network, so it’s a great place to find inspiration, along with pinned infographics to discover new ideas. For example, Check out [this collection of almost 50 cool infographics](#) that the team at We Translate TeamLab put together.

Scan **HARO**. Help A Reporter Out is a journalist’s dream, helping them find sources for stories. Now, you’re not going to be using HARO for this purpose (unless you’re a journalist of course), but you can look through the story ideas on HARO to find ideas for content. It’s a great way to find trending and hot topics that you can use to generate fresh ideas and draft attention for a topic in the news.

Check out the front page of **Reddit**. If you’re looking to go viral or find the latest and greatest the web has to offer, you can do no better than the Reddit community. Look through the first couple pages and see if you can’t find a trending topic for an infographic. Also, you can check out the /r/dataisbeautiful and /r/internetisbeautiful for design inspiration.

Do a Google image search for “infographics”. This one is pretty self explanatory, but if you’re looking for infographic ideas you’ll get what you’re asking for with a Google image search.

Do a Google News search for the topic you want to do an infographic on. This will give you all the latest buzz on whatever you’d like your infographic to cover.

Keep an eye on the [user showcase we curate at Piktochart](#). We love showing off the infographics our users create, so we curate a gallery of the best ones on our site, allowing you to see the best from our community to inspire you to create your own and make it into the gallery.

Check your RSS feeds. A great way to stay on top of all the industry news you need to keep track of is by using **Feedly**, the best RSS feed reader available. Using Feedly you can quickly scan for all the latest news and best content, allowing you to curate the best content and find the best ideas.

Obviously you can use your Twitter and Facebook feeds to find ideas for infographics. Make sure you follow all the thought leaders in your industry to stay on top of the latest happenings and use the immediacy of social media to strike while the iron is hot.
Once you have locked down on a topic for your infographic, it’s time to collect data to tell your story. A good story with reputable data will attract a loyal readership and compel readers to share. Here is a guideline on where you can dig for data.

Investing time in curating data for your content is never a futile effort. Readers today are getting smarter and savvier than before. They are trained to filter contents based on data and sources because we are being overwhelmed with information every day. Hence, it is inevitable for content writers today to work extra hard in efforts to attract and retain readerships.
SO WHERE DO YOU GO WHEN RESEARCHING FOR CONTENT INFO?

WE’VE COLLECTED THE MOST REPUTABLE SOURCES WHERE YOU CAN OBTAIN AUTHORITATIVE DATA FOR YOUR INFOGRAPHICS.

ChartsBin allows you to download or embed their existing visualizations, which include maps, pie charts and bar charts.

StatPlanet is similar to Chartsbin in that you can use it to find statistics as well as visuals.

Statista has data for more than 60,000 topics from 18,000 sources. With their mountain of data and the ability to embed charts and graphs, this site is very useful.

NumberOf.net is a site you can use to win almost any argument. Type in any stat you need and it will give it to you in bold with the sources underneath.

Knoema produces charts and graphs with already visualized data when you search.

Gapminder is a site to use when you want to data with a global reach and need the ability to compare data from different nations.
USA.gov Reference Center is the go-to site for US government and political data.

Gallup has daily ticker on its site with continuously updated data. Use it to get the latest numbers on issues of the day in the US.

Google’s Public Data Explorer provides a wide swath of statistics including unemployment rate, internet penetration, and infectious disease outbreaks. You can present the data as a line chart, bar chart, or map.

Here’s a trick for Google search: Input your “keyword” + “study” and you’ll get plenty of studies and statistics to support your content.

Google Trends collects search data from the searches they get everyday and allows you to find data based on trends they find in their Google searches.

Google Scholar is a free search engine that contains all kinds of academic literature. Citing journal publishers, universities research papers, and other scholarly materials do not just make your content look smarter, but more trustworthy as well.

Google Flu Trends is pretty self explanatory.

UNdata literally keeps a world of information on its site, including databases and stats organized by UN country.

Nielsen studies consumers in over 100 countries worldwide and stays on top of trends in the marketplace.

Radicati is a technology research firm.

WorldBank offers virtually any country’s financial and economy standings.

World Health Organization has comprehensive health data on countries throughout the world.
Data Wrangling is a place with a large volume of datasets from a wide range of fields. To make it easier for you, we have scraped the list for you below. However, do note that list may not be up to date as it was last updated in 2009.

Social media & networks – from Stanford Uni

Human Emotions by We Feel Fine allows artists to more easily make pieces that explore human emotions.

LittleSis profiles who’s who in the biggest organisations in the world.

NY Times bestseller list show the best books as chosen by The New York Times.

The Guardian Data Blog is a news blog that regularly posts visualizations and makes cleaned data available through a Google docs format.

Microsoft Azure Marketplace offers data feed from the many data sources that include demographic, environmental, financial, retail and sports data. Many of the sources are free, while some require fees.

UNICEF holds all kinds of data, from mortality rates to world hunger statistics.

Data.gov database is from the US government providing data pertaining to the US.

The Department of Statistic Malaysia is the repository of data and statistics pertaining to Malaysia.
**Factual** is an open data platform developed to maximize data accuracy, transparency, and accessibility. It has data sets about local place information, entertainment and information derived from government sources. You can access to the datasets through web service APIs and reusable, customisable web applications.

**Weatherbase** provides detailed weather stats on temperature, rain and humidity of nearly 27,000 cities.

**Wunderground** provides detailed weather info and lets you search historical data by zip code or city.

**Freebase** is a community-curated graph database of well-known people, places, and things and they are free. It consists of metadata composed in collection of structured data harvested from many sources, including individual Wiki contributions. Programmers will be delighted with the open API.

**Crunchbase** is a free database of the startup ecosystem. It provides an invaluable source of information about major companies, startups, investors and executives in the tech ecosystem.

**Socrata** is a company that provides social data discovery services for opening government data. It democratizes access to government data.

**Quandl** is a search engine for numerical data. It contains financial, economic, and social datasets. You can easily search, download, share or access via API.

**DataMarket** provides access to and visually displays data from public and, to a lesser extent, private institutions and companies. It helps you to find and understand data by bringing complex and diverse data together in one place and one format.

**Infochimps** is the place for big, fast and complex data. It's a data marketplace that offers thousands of public and proprietary datasets for download and API access. It comes in a wide range of categories, from historical data to geo-locations data, in different formats.
THERE ARE ALSO WAYS TO CREATE YOUR OWN DATASETS USING THESE RESOURCES:

FOLLOW Paul Graham, the founder of Y Combinator, and do things that don’t scale. INTERVIEW YOUR USERS!

Using your company data or knowledge helps you to communicate your value proposition.
WE HOPE YOU ENJOYED OUR EBOOK SO FAR AND WANT TO OFFICIALLY WELCOME YOU TO PIKTOCHART!

Over 2.4 million customers have used Piktochart to get attention for their brand, more traffic for their sites, and build links for SEO results.

HERE ARE SOME BENEFITS OF USING PIKTOCHART TO CREATE CONTENT:

- An easy-to-use infographic editor that empowers non-designers and designers alike to create powerful visual content.
- Over 400 professional designed templates for you to choose from, or you can create your own!
- Unlimited customization — choose from over 4,000 graphics or import your own.
- Make your data come to life with fully-editable charts and maps. Import your xls, xlsx, csv files or use Google spreadsheets.
- Sharing infographics has never been easier. Publishing and spreading the word via Facebook, Twitter, Pinterest and Google+ is just a click away. You can link, embed and email. There are multiple formats and sizes to download your infographics and send to print.
- Publish your content online or print it in glorious high definition.
Beakon, a Boutique Digital Content Agency in the UK has been using Piktochart since 2014 to create stunning visual content for their clients.

Alkisti Malami, co-founder of Beakon UK, started using Piktochart when it became clear that visual storytelling was a priority for her clients. Malami says, “For us not only content but context is key. The best way is to go visual when opting to highlight an issue. Either it is an infographic, a chart, or a simple image, the message is much more direct to our audience, hence the more compelling it is to us.”

At first she wasn’t sure what the best tools were to create visual content, but Alkisti chose Piktochart in the end because, “We need to conceptualize all our ideas to deliver the message effectively, and Piktochart is perfect for that. I have been using Piktochart for 7 months. I can make just a simple banner, a chart, or a whole infographic, whatever I want! The flexibility is great.”

Alkisti’s team of content gurus all use Piktochart to create visual content for their clients now. Alkisti says, “Piktochart has certainly contributed to spreading our knowledge and perception of our industry to the world and making our message stand out among tons of information that bombard our screens every day. It has certainly added value to our work and we would never consider stopping using it.”

For beginners just getting tuned in to Piktochart, Alkisti says, “Just take your time exploring all the different templates and experimenting all the ideas you have on a blank canvas. In that way you’ll quickly find your personal styles and finish the visuals in no time with Piktochart!”

“Piktochart allows you to make nice visuals really quick. And in our business, time is everything.”
Jennifer Mueller, the e-commerce and sales manager at Lumberjack Tools started using Piktochart to share infographics with customers through their email marketing.

She started creating simple informational graphics to include in customer emails and eventually began creating full-on sales infographics after the response from customers was so positive.

Jennifer was able to tell us that infographics in their sales e-blasts led to an online sales increase of over 20 percent. The average open rates on Lumberjack Tools infographic sales e-blasts are 1.7 times higher than non-infographic sales e-blasts and 1.3x those of blueprint newsletters.
Bianca Hadzic, who lives in Perth, Australia, was motivated to start Books Over Bombs after learning more about the Syrian refugee crisis, where almost half of the 3.5 million refugees are children.

In working to help refugee children back into schools and away from violence, Bianca has used Piktochart to pitch companies and charities for support. Since July 2014, she has made more than 200 graphics to promote her cause without the help of a professional graphic designer.

When asked about her graphics, she quickly pointed out the importance of using an engaging font and the right picture to tell a story. Besides Piktochart, Bianca used Squarespace to design her website and royalty-free photos from Pixabay.com.

"The templates on Piktochart are so easy to use but they allow you to come across as if you’re quite professional. When people see my work, they ask, ‘Who does your graphics for you?’ And I say, ‘I do.’"
CLOSING THOUGHTS

WE HOPE YOU ENJOYED SOME OF OUR CUSTOMERS SUCCESS STORIES AND WE HOPE TO HEAR ABOUT YOUR INFOGRAPHIC SUCCESSES TO COME.

THAT'S IT! IF YOU'VE MADE IT THIS FAR, CONSIDER YOURSELF AN INFOGRAPHICS EXPERT. HEAD OVER TO THE PIKTOCHART EDITOR AND START SHOWING OFF YOUR NEW SKILLS!

Follow us on these fine sites for more: