UNLEASHING THE POWER OF YOUR CREATIONS
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section Number</th>
<th>Section Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>USING YOUR CREATIONS AS PART OF A MARKETING STRATEGY FOR FASTER GROWTH</td>
<td>3</td>
</tr>
<tr>
<td>02</td>
<td>WHERE TO PUBLISH YOUR CREATIONS FOR MAXIMUM COVERAGE</td>
<td>4</td>
</tr>
<tr>
<td>03</td>
<td>HOW TO MAKE SURE YOUR INFOGRAPHIC GOES VIRAL</td>
<td>6</td>
</tr>
<tr>
<td>3.1</td>
<td>How to get the ball rolling</td>
<td></td>
</tr>
<tr>
<td>3.2</td>
<td>How to get your infographic linked on other site</td>
<td></td>
</tr>
<tr>
<td>3.3</td>
<td>How Other Businesses Are Using Piktochart to Go Viral</td>
<td></td>
</tr>
<tr>
<td>04</td>
<td>USING SOCIAL MEDIA AND INFOGRAPHICS TO PROMOTE YOUR BRAND</td>
<td>11</td>
</tr>
<tr>
<td>4.1</td>
<td>Twitter</td>
<td></td>
</tr>
<tr>
<td>4.2</td>
<td>Facebook</td>
<td></td>
</tr>
<tr>
<td>4.3</td>
<td>Pinterest</td>
<td></td>
</tr>
<tr>
<td>05</td>
<td>USING INFOGRAPHICS AS LINKBAIT</td>
<td>15</td>
</tr>
<tr>
<td>5.1</td>
<td>Trending Topics</td>
<td></td>
</tr>
<tr>
<td>5.2</td>
<td>Controversial Topics</td>
<td></td>
</tr>
<tr>
<td>5.3</td>
<td>Plan Your Distribution Strategy Before You Publish</td>
<td></td>
</tr>
<tr>
<td>5.4</td>
<td>Drive Traffic to Your Site Using Infographics</td>
<td></td>
</tr>
<tr>
<td>06</td>
<td>USING INFOGRAPHICS IN EFFECTIVE OFFLINE CAMPAIGNS</td>
<td>17</td>
</tr>
<tr>
<td>07</td>
<td>KEEPING THE MOMENTUM GOING</td>
<td>22</td>
</tr>
</tbody>
</table>
CHAPTER 1

USING YOUR CONTENT AS PART OF A MARKETING STRATEGY FOR FASTER GROWTH

According to Jonah Berger, author of Contagious and professor at the Wharton School of Business, word of mouth is 10 times more effective than traditional advertising.

In the past few years the search volume for infographics on Google has increased over 800 percent. And there’s a good reason for this — the human brain processes visual data 60,000 times faster than text.

Clearly, the world of infographics is expanding and marketers are using them more than ever to drive growth in their companies because of the increased interest in visual stories. Infographics help marketers share complex information with their audience in a visual format.

There are plenty of ways that infographics can bring value to your brand, and here are just a few:

**Brand awareness**

A viral infographic is a great opportunity to introduce people to your brand and solidify the loyalty of your customers. Make sure you include your company logo, web site, and contact info on all your infographics to generate potential leads back to your site.

According to MDG Advertising, content with with visual elements like compelling images or graphics can generate 94 percent more views than simple text or content that does not contain any images. For example, by using infographics on the KISSmetrics blog, they were able to generate 41,487 visitors and 469 backlinks.

When your infographics go viral and spread across the web, they pick up backlinks from the sites that link to them, which improves your website’s search results.

We at Piktochart can empower you to create amazing infographics, but what do you do when you are ready to publish? How do you make sure that people see your creation?

To ensure your infographic spreads all over the web, you have to have a plan. Think of it like a mini-product launch. This is what we’ll teach you in Unleashing the Power of Your Creations. We will show you all the tactics and strategies you’ll need to make your infographic go viral and get marketing results.

According to MDG Advertising, content with with visual elements like compelling images or graphics can generate 94 percent more views than simple text or content that does not contain any images. For example, by using infographics on the KISSmetrics blog, they were able to generate 41,487 visitors and 469 backlinks.
CHAPTER 2

WHERE TO PUBLISH YOUR CREATIONS FOR MAXIMUM COVERAGE?

Jonathan Perelmen, VP of Agency Strategy at BuzzFeed, has said, “Content is king, distribution is queen, and she wears the pants,” and we agree. Helping you create beautiful visual content is our mission, but after you have the finished product, how do you make sure the largest and most relevant group of audience sees it?

The answer lies in distribution. It is the second leg to content and requires just as much thought and energy in making an impact with your infographics.

In this chapter, we are going to show you all the best places that you can distribute your content. Of course, you don’t want to place it everywhere, but instead only on relevant places with receptive audiences.

SOCIAL MEDIA

Facebook
Twitter
Pinterest
LinkedIn

Google+
Flickr.com
Instagram
As you can see, there is no shortage of places where you can place your infographic. When you’re publishing your infographics, use this list as a checklist resource for where you want it to be distributed.
Let’s face it. Everyone who creates content for the web wants it to go viral. The problem is most people simply pin their hopes for virality on something a little more “volatile” — luck. There are techniques and strategies that will dramatically increase our chances of “going viral”. First, let’s talk about what types of content tend to go viral.

Content that goes viral does so because it is shareable. People share things on social media because they want to look good on the web or because the content activates certain emotions that makes them want to share.

Researchers at the Wharton School of Business, led by Jonah Berger, studied every article published in a three month period by the New York Times to see what kind of content was shared the most. They found that content that generated certain emotions tended to go viral more than others. Articles that activated intense emotions like awe or anger tended to be shared the most. Here are the article characteristics the researchers found to be shared the most:

- Awe
- Surprise
- Positivity
- Emotionality
- Interest
- Practical Value
- Anxiety
- Anger

Content that is extremely useful, humorous, or controversial tends to go viral more than content that doesn’t elicit an emotional response in the reader. Besides that, content that is newsworthy or deals with a hot button issue tends to be shared more too. The idea is to get people talking and make them feel like insiders, or clever for sharing what you create.
Subject: “Could you share this infographic about [topic] for me?”

Hi [person’s name]!

I just published a cool infographic on [your website] that I think your readers will love. It’s about [insert topic here].

After you check it out, could you share it on [Facebook, Twitter, etc.] if you like it? We’re really proud of it and would love to get the word out.

Thanks!

HERE IS A SCRIPT YOU CAN USE TO GET STARTED:

After you publish your content, the first thing you should do is send out emails to your friends and professional network to let them know your infographic is published, and ask if they could share it on social media. Piktochart even has a built-in email and social sharing feature that allows you to easily share your infographic with your friends and colleagues.
Here is the thing that people often miss when they create infographics: other websites are hungry for new content to republish on their site. Generating page views directly or indirectly leads to more revenue. Providing sites with already-made infographics for publishing makes it an easy sell for them.

Furthermore, companies love it when positive buzz about them circulates around the web. When creating your infographic, think about the influencers and companies you can include or refer to, and find ways to include them in the content of your infographic.

After you publish your infographic, contact the people and companies you included in your infographic and ask if they’ll share it with their social media followers. People love flattery, so don’t be afraid to ask for this favor. By doing this, you can co-opt the huge social media followings these influencers have, which drives a lot of eyeballs to your infographic and drives word of mouth because of the relevant audience it reaches out to.
HOW OTHER BUSINESSES ARE USING PIKTOCHART TO GO VIRAL

SUICIDE PREVENTION LIFELINE ORGANIZATION

“We decided to go with an infographic because we know that infographics are one of the highest shared resources. People are much more likely to share an engaging graphic versus a plain text blog post”, said Ashley Vactor, the Social Media Assistant at the New York Mental Health Association.

The Suicide Prevention Lifeline is a non-profit organization that connects troubled people with trained counselors who can help them. Last year, they needed to promote their Suicide Prevention Toolkit - enter infographics.

Their infographic was shared more than 28,000 times on Facebook, received over 830 tweets and was viewed thousands of times. Their infographic, which you can see below, became the #1 most viewed piece on Piktochart. We have over 2.4 million users, so that’s no small feat.

HOW DID THEY ACHIEVE SUCH HIGH INFOGRAPHIC VIEWS?

To start with, they published and promoted our infographic on our Facebook page, Twitter, and embedded it on their site using Piktochart’s embedding tool.

In addition, they leveraged their existing network to maximize distribution: they sent the infographic out to their national network of over 160 crisis centers.

Apart from distribution, the content and tone were crucial. They used very specific language when they promoted the infographic, and highly encouraged followers to share with their family, friends using a clear call to action.
After less than 12 months, their infographic climbed to the #5 spot in our most-viewed ranking. What’s even more impressive is that Molly only published it in their main social media channels: Facebook (which has 175,000 likes), Twitter (with 10,500 followers) and Linkedin (with over 28,000 contacts).

A key component of the infographic’s virality is the fact that the content spoke directly to their target audience, which is more than 145,000 petroleum engineers. The infographic shows in a visually compelling way what petroleum engineers make, on average, all around the world. “It peaks their curiosity and allows them to take a quick look at the study, segmented by salaries, jobs, gender, job type, etc.”

When a 20-page report on petroleum engineers’ salaries and compensation arrived at the Social Media Manager of the Society of Petroleum Engineers desk, Molly Britt knew exactly what to do. “It was a huge .pdf file, full of data and text. Extremely boring. I wasn’t going to be able to tell our members about it, so I decided to turn it into a Piktochart instead”, retells Molly.
CHAPTER 4
USING SOCIAL MEDIA AND INFOGRAPHICS TO PROMOTE YOUR BRAND

Now we know — content that is polarizing, extremely useful, or awe-inspiring tends to do the best on social media. The goal is to inject a “Wow!” factor into your infographic to generate buzz and word of mouth that would spread like wildfire.

That being said, suboptimal executions on creating buzz will cut short the chain reaction you’re looking to drive on social media platforms like Twitter, Facebook, and Pinterest. Here is how to best share your infographics on social media platforms. Also remember that Piktochart makes social sharing easy with our built-in sharing function, located at the top right of the Piktochart editor.
Don’t be afraid to ask for a retweet! Dan Zarella, the author of *The Science of Retweets Report*, found that asking for a retweet increases the number of times others will retweet any given tweet by 311 percent!

Zarella studied over 200,000 tweets that contained links and found that tweets with action verbs and adverbs were shared much more than noun and adjective-heavy Tweets.

Attach a graphic of the most interesting part of your infographic to grab your followers’ attention and make them more likely to click and retweet it.
According to Kissmetrics, Facebook posts with photos get 53 percent more likes, 104 percent more comments, and 84 percent more click-throughs. Besides that, Facebook posts that are 80 characters or less tend to get 66 percent more engagement than longer posts.

Simply adding pictures or visuals to your posts is not sufficient to ensure good engagement. The key is exactly what we’ve been talking about all along — infographics. Infographics naturally come in more consumable forms of information that eases understanding, hence leading audiences to be more receptive to engagement.

See how the first Facebook post was liked and shared way more than the second one? The reason is the first image was self-explanatory. It told part of the story of their infographic, unlike the second post, which was a stock photo.

An interesting difference between Facebook and other social media platforms is that being self-referential actually increases likes. So don’t be afraid to say “I created an infographic” or “We at [Your Company] created an infographic”. Facebook users like a personal touch!

Widen your reach by mentioning people or companies in your post. Use the “@” symbol just like Twitter.
Pinterest is a purely visual social media platform, making it a perfect place to post your infographics.

Lessen the amount of human faces in your pins. Interestingly enough, studies have shown that visuals without human faces in it are repinned 23 percent more.

Make sure the infographic has a good description that teases what’s in it in less than 200 words.

Like Twitter, use hashtags to widen your reach!

Join group boards and post your infographic in groups that would be interested in it.

For an example of an infographic that went viral on social media, take a look at Copyblogger’s infographic 15 Grammar Goofs.

Copybloggers “15 Grammar Goofs” infographic alone has generated 6,200 tweets, 53,000 Facebook likes, 1,700 LinkedIn shares, 1,700 Google shares, 176,500 pins, and more than 230 comments! This is because they captured an evergreen topic and provided very useful information that people wanted to share make sure their friends don’t look silly.
When creating your infographics for virality, the idea is to bake word of mouth into your content so that when you publish it, people can’t help but talk about it and share it on the web.

One way to do this is to find infographic topics that are newsworthy or controversial. Here’s how to do it.

**TRENDING TOPICS**

To find a trending topic, ask yourself, “What’s the latest news in my industry? What has got people talking?” Center your infographic topic around these newsworthy topics that are bound to get people’s attention.

Then, drill down to the keywords of your trending topic and use Google Trends to find what topics are being searched for on the web. You can also look at the most popular articles on the sites people in your industry like to visit or search Google News to find hot stories you can use to your advantage.

When you find one that is shooting up in popularity, you know you’ve found a good one.
CONTROVERSIAL TOPICS

To come up with a controversial topic, ask yourself: “What are some hot button issues that always seem to get people riled up my industry?” Take a stance for or against one of these issues and make an infographic supporting your position. By doing this you’ll attention from people on both sides of the issue and benefit from it with a viral hit.

PLAN YOUR DISTRIBUTION STRATEGY BEFORE YOU PUBLISH

As you’re creating your infographic, it’s important to plan out your distribution strategy to maximize the effectiveness and loudness of the “viralization” process.

If you’re planning on posting it on industry-specific forums or even Reddit, make sure to stay active on them in the days and weeks leading up to you posting your infographic so it doesn’t seem like you are spamming these sites.

Besides that, contacting other sites in your industry to give them a heads up and ask them to share your infographic is a solid distribution strategy to gain reach and virality. The email script we gave you in Chapter Two aims to boost your chances at this greatly, so refer to it if you need a kickstarter for reaching out to the industry! Even better, you can reference or include them in your infographic, increasing the likelihood of them being willing to share it with your audience.

Another route you can take is to do an infographic exchange with another site, where you each create infographics for each other’s sites and share audiences. This is a great way to co-opt traffic from another site.

DRIVE TRAFFIC TO YOUR SITE USING INFOGRAPHICS

The best way to drive valuable traffic to your site is by creating evergreen infographics. Evergreen infographics elaborate on useful and frequently visited topics that will rank high in search and generate consistent streams of traffic over long periods of time. Evergreen topics are those that are perennially popular — you see them on forums, Facebook, Twitter, and LinkedIn seemingly every year. Evergreen topics typically have tons of practical value as a reference, leading people to visit it again and again.

To come up with evergreen infographic content, look for the types of content that do well on other sites and use that information to intuitively come up with a topic you think will be useful for your audience. You can check out the most viewed YouTube videos in your industry, the best Reddit threads of all time for your topic, or again, use Google Trends to find the most common search topics for your company.

Another way to boost traffic is to contact editors at big sites like Fast Company, Business Insider, or Huffington Post and offer to make an infographic that is exclusively for their publication. Of course, by linking back to your site, you can use the significant presence of these sites to drive traffic to your site for years to come.

As mentioned in the previous chapter, never underestimate the power of social media. Don’t forget to share your infographic on social platforms like Facebook and Twitter to drive traffic to your infographic!
CHAPTER 6

USING INFOGRAPHICS IN EFFECTIVE OFFLINE CAMPAIGNS

So far we’ve talked a lot about getting the most out of your infographics on the web, but now we are going to take it offline. Yes, infographics can be a huge asset in the real world for many reasons!

Whether it’s a sales promotion or presentation, you can use infographics to keep the attention of your audience and wow them with visual stories that they just usually don’t see. Let’s take a look at some different ways you can use infographics and we’ll even show you how we use infographics offline at Piktochart headquarters!

1. BROCHURES/FLYERS

Branding your business with printed marketing materials can be achieved with infographics. You can create poster printouts for promo campaigns, product brochures or flyers, company reports, presentations or handouts.
2. BANNER

Banners are a great way to display information at an event to a large amount of people at once.

3. COMPANY LEAFLET

Company leaflets are great to pass out at client meetings and make for good materials that stand out at your booth at conferences.
Here’s an example of a process flow diagram that can be included in users’ manual or printed for labs or workshops. Think of it as a mindmap that can be shared with others.

Teachers can use infographics as a teaching tool, helping students design and translate complex data into simple and consumable forms. Use infographics to enrich your students’ learning experience.
6. AT HOME

You can use infographics at home too! Can you think of any ways? Hint: think design again! The example shown is an infographic to encourage minimalistic interior designing, which can be printed out and communicated with your contractors and you are refurnishing or renovating your home.

7. WEDDING INVITES

Yes, you can even create invites using Piktochart’s infographic editor!
We’re going to finish this chapter with something a little crazy. We wanted to see just how big of an infographic we could get printed, so we had a huge banner made of our “5 Min Guide: 2014 Startup Lanscape in Malaysia” infographic. Proof that anything is possible with offline infographics!
Now that you know the strategies and tactics for making infographics go viral, you have the keys to create a content machine that drives awareness and traffic to your site on a regular basis.

Remember:

- Infographics should be part of your marketing strategy for their ability to bring awareness, traffic, and SEO to your company.
- Use other forums, sites, and directories to get eyeballs for your infographics; if you only publish on your site, you won’t get the results you are expecting!
- Don’t be afraid to email bigger sites and people you know in your industry and ask to share your infographic. Sites are always on the hunt for good content!
- When sharing on social sites, make sure to follow each platforms best practices.
- Remember that you want to create content that evokes certain emotions in your readers that would drive them to talk about it and share on social media.
- When looking for evergreen topics, look for data on what topics are trending or what is most popular on forums like Reddit. For controversial topics, take a side on a hot button issue to get attention from both sides of it.

By using these strategies, your brand can become known for having great infographics, and your site for appointment viewing when your next infographic drops. In this way, infographics become a valuable leg of your overall marketing strategy, cementing your company’s ability to obtain quality results.
FINAL THOUGHTS

COMPLETING AN INFOGRAPHIC IS FAR FROM ARRIVING AT THE END OF THE LINE. IT’S A SMALL, BUT SUBSTANTIAL LEAP TOWARDS YOUR UPCOMING STEPS OF ACHIEVING VIRALITY AND REACHING YOUR AUDIENCE, INCREASING AWARENESS, TELLING STORIES AND CONVEYING IMPORTANT MESSAGES, AS WELL AS INCREASING YOUR RETURNS!

If you ever think you’re running out of ideas, know that there are an infinite amount of ideas out there, you just have to find them. We have plenty of ways you can come up with amazing, fresh ideas in our ebook “Infographics: The Untapped Potential”, so check it out when you’re hungry to create more infographics.

Follow us on these fine sites for more: