

HOW TO GENERATE LEADS WITH INFOGRAPHICS

11 Tactics to Amplify Your Infographic Content



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INTRODUCTION

Unless you've been completely offline over the past few years, you've probably noticed that Infographics -- visual content that combine data/graphics with text-based information to communicate ideas and messages -- have been all the rage for marketers.

But you might be wondering, "why are infographics so important for marketers and what should I actually be doing with them?" Here's some pretty interesting data around why infographics are so appealing to audiences:



Eye-tracking studies show internet readers pay close attention to information-carrying images. In fact, when images are relevant, readers spend more time looking at them than they do reading text on the page. ([Source](#))



Infographics are "liked" and shared on social media 3X more than other any other type of content. ([Source](#))



Infographics as a B2B content marketing tactic saw the biggest increase in use from 2015 to 2016, up from 50% to 58%. ([Source](#))



People following directions with text and illustrations do 323% better than people following directions without illustrations. ([Source](#))

At this point, you're probably convinced: if you're not already using infographics as a part of your content strategy, you should give it a shot.

Like all parts of content strategy, it isn't enough to just start creating infographics without any strategy behind what you're doing. To use them effectively, you have to know what to do with infographics in order to get results.

Luckily, we've put together this guide for using infographics to actually generate leads and amplify the reach of your visual content.

Ready to get started?



HOW TO DESIGN A GREAT INFOGRAPHIC FOR YOUR AUDIENCE



Before we get too deep into the tactics and tips for using infographics, we'd be doing you an injustice if we didn't first talk about what makes an effective infographic. No matter how thorough your promotion strategy, a bad infographic that your audience doesn't enjoy won't do much for helping you generate leads.

What makes a good infographic:

- Makes data-heavy information clear and easily digestible for the reader
- Draws the reader's attention with eye-catching, colorful details
- Tailored for a specific audience
- Presents something unique
- Uses only enough text to get the point across

What content should be made into an infographic?

- Any data-centric stories or information
- Anything with naturally-visual contextual clues
- Stories based on timelines
- Stories that visually represent size

How do you start designing effective infographics?



First, plan out the content you're going to create. [Need help? Start with these 6 steps.](#)



Not a graphic designer by trade? No problem! Use an awesome [infographic-creation tool like Piktochart.](#)



Get inspiration from infographics on the web or [try templates like these.](#)



Keep important [principles of design](#) in mind.



Use charts and graphs that accurately represent the data you're showcasing. Need help with data visualization? Check out this [Data Visualization 101 guide.](#)

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TACTIC 1

HOST YOUR INFOGRAPHIC FOR VISIBILITY AND OPTIMIZE IT FOR SEO

We've covered how to start creating infographics. Now it's time to get to the meat of your content strategy: **how to use infographics to generate leads for your business.**

An essential component of any infographic strategy is garnering visibility by hosting it on your website.

If you have a company blog (**which you should**), host your infographic easily as one of your blog posts. Doing so will help you leverage the authority and traffic your blog already receives to get eyes on your infographic.



Hosting the infographic on your website is important because of search engine optimization.



Because infographics are typically stored as graphic files (like a .jpeg, .png, or .gif), search engines, like Google, can't actually read the text and graphics within the file. This means that your graphic will not be searchable unless you add text clues (like title tags, meta information, etc.) and corresponding text information to make it searchable.



When adding infographics to your site, make sure the infographic doesn't just live as its own web file somewhere. Instead, host the infographic on a page and include the following information:

- Page Title
- Meta Description
- Title Tags
- Header Tags
- Corresponding article describing and accompanying your infographic
- Relevant keywords

Want more help with search engine optimization tactics?

[Check out this guide.](#)

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TACTIC 2

USE YOUR INFOGRAPHIC AS A PROMOTIONAL LEVER FOR OTHER LEAD GENERATION CONTENT

Once you've hosted the infographic on your site, it's important to consider the conversion path for generating leads from the infographic.

Assuming you've hosted the infographic on your site as recommended in the previous tactic, make sure to set the infographic up properly to drive conversions.

How do you do this?

First, make sure your infographic aligns with a lead generation offering based on a topic. For instance, if your infographic is on the [critical elements of a website homepage](#), make sure the corresponding lead generation offer is on a similar topic so the conversion path is natural.

When giving your audience one piece of content that leads to another, tell a story while leaving more to be desired.



In this example, HubSpot's blog post and infographic are about the critical elements of a website homepage, and our lead generation offer is 50 examples of really great homepages. Both the infographic and lead generation offer are on the same topic, but they take different approaches to discuss website homepages.

The infographic is a great piece of standalone content, but for people looking for even more content on the same topic, the lead generation offer gives those readers that opportunity.



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TACTIC 3

SHARE ON SOCIAL MEDIA

Once you've hosted the infographic and corresponding content on your site, it's time to amplify online traffic to that page.

Using social media to promote your infographic content is a great way to increase traffic to the hosted page and get social shares.

Remember, **infographics are "liked" and shared** on social media 3X more than any other type of content.

This makes infographics a key piece of content you should be promoting during your social strategy.

Depending on the subject of the infographic, consider using different social media networks for different topical infographics. For example, a business or career-oriented infographic might perform best on a network like LinkedIn, while a B2C infographic might perform best on networks like Twitter, Facebook, and Pinterest.

Want to increase the number of shares that your infographic gets?



Make sure to **add social sharing buttons** to your hosted page so that visitors can easily share your infographic on their own networks. You can also create thematic Pinterest boards to **showcase your infographics like this one**.



Another great way to enable sharing is to **add an embed code** to your page so that other sites can curate your infographic and generate free publicity around it.

SHARE THIS ON YOUR SITE

```
<p><strong>Please include attribution to http://blog.hubspot.com with this graphic.</strong></p>
```

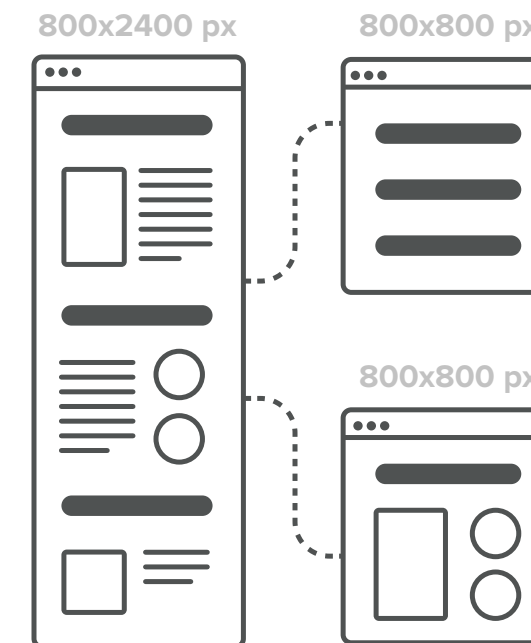

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TACTIC 4

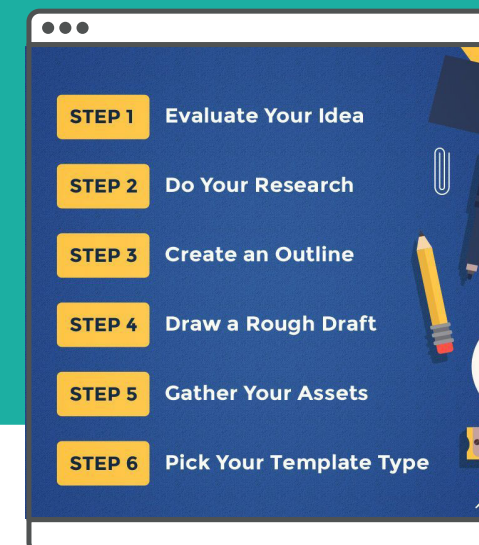
CREATE BITE-SIZED VERSIONS OF YOUR INFOGRAPHIC FOR PROMOTION

While sharing a link on social media is sure to help you gain some traffic to the page, the best way to leverage the value of your visual content is to actually repurpose it into shareable images that stand out on users' RSS feeds.

Because many infographics are too large to be showcased on one Tweet or social media post, make a bite-sized version of your infographic tailored to a social network.



For instance, say you have an infographic with lots of charts and elements showcased on a 4x20 inch canvas. Take one of those charts from the infographic and turn it into a social image.



By accompanying a social image with a link to the full infographic, you can create a social media post that leaves something to be desired and drives actual clicks on the link you've shared.

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TACTIC 5

PITCH YOUR INFOGRAPHIC TO CURATION SITES AND AS GUEST BLOG POSTS

One great feature of infographics is the shareability and wide-breadth of news and content curation sites that regularly share infographics. They make reaching your audience much easier than pitching a blog post, for example.

The great thing about getting your infographic picked up on an outside site is leveraging the offsite content source's audience.

While you can hope that your infographic gets picked up by these sites organically, give yourself a leg-up by pitching your infographic to them.

Not sure which sites to go after? Here's a list of the [top 20 websites you can pitch your infographic to](#) if you want expand your reach.

So, how do you actually pitch your infographic to sites?



Do your research. Every site has different audiences and different requirements for the content they post. Try and find a site that corresponds with the topic of your infographic.



Then, look up the pitching requirements for the sites you're looking into. For example, [LifeHacker.com](#) has [different contributed content standards](#) than the [Huffington Post's standards](#).



You might decide not to go after larger sites and instead pitch your infographic as a guest blog post to company blogs with similar buyer personas to your own. For example, SlideGenius [pitched this blogpost which includes their custom made infographic](#) to Piktochart. Through guest blogging, SlideGenius was able to get an inbound link to their site and get their infographic in front of the Piktochart audience.



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TACTIC 6

CO-BRAND AN INFOGRAPHIC TO EXPAND YOUR AUDIENCE

Another way to leverage an outside audience is to co-brand an infographic with another company.

Co-branding is when two (or more) companies agree to create something together and then promote it to both of their audiences to form a mutually-beneficial relationship.

How it works:

Both companies create content and then promote it to their audience. Assuming the content that is created is tailored to both partners' audiences, you'll be doubling down on promotion efforts and (ideally) generating leads for both you and your partner.

How could this work in practice?

1



Find a company that isn't one of your competitors but does have a similar buyer persona, then ask to start a co-marketing partnership.

2



Create the content and promote it to both audiences in exchange for CTA's to each other sites or form submissions on a shared landing page.

Want to learn more about co-marketing?
[Check out this guide.](#)

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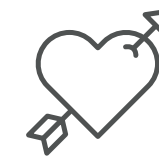
TACTIC 7

CREATE EXCEPTIONAL CONTENT

Want your infographic to go viral and really expand your brand's reach?

The best way to ensure that your infographic actually gets shared is to create something unique and phenomenal.

Let's face it: there are thousands and thousands of infographics online right now, and we've all seen some that just... don't stand out from the rest.



It's not that people don't like simple infographics, but the ones that are most likely to get shared are the ones that people find enthralling because they're different from the crowd.

Want some examples of the most unique and creative infographics out there? [Check out this list.](#)



Keep in mind that infographics aren't limited to static images alone. With the increase in demand for video and animated content, more people are turning to gifographics and video-based infographics

Want to learn more about creating interactive infographics? [Check out this blog post from Piktochart.](#)

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TACTIC 8

REPURPOSE INFOGRAPHICS IN DIFFERENT WAYS

Content marketers are masters at repurposing content into different formats to maximize its reach. Why not take that approach with infographics, too?

You might be wondering what you can actually do with old infographics that are no longer getting traffic.



One great way to continue leveraging infographics that aren't generating much traffic anymore is to repurpose its content into bigger lead generation offers like ebooks, webinars, live events, and slideshares



Piktochart makes it easy to **turn your infographics into other types of content**, like slideshares, to leverage the content you've already created on different networks.

Don't limit yourself to just creating brand new infographics all the time. After all, the most unique infographics are the ones that will garner the most attention.



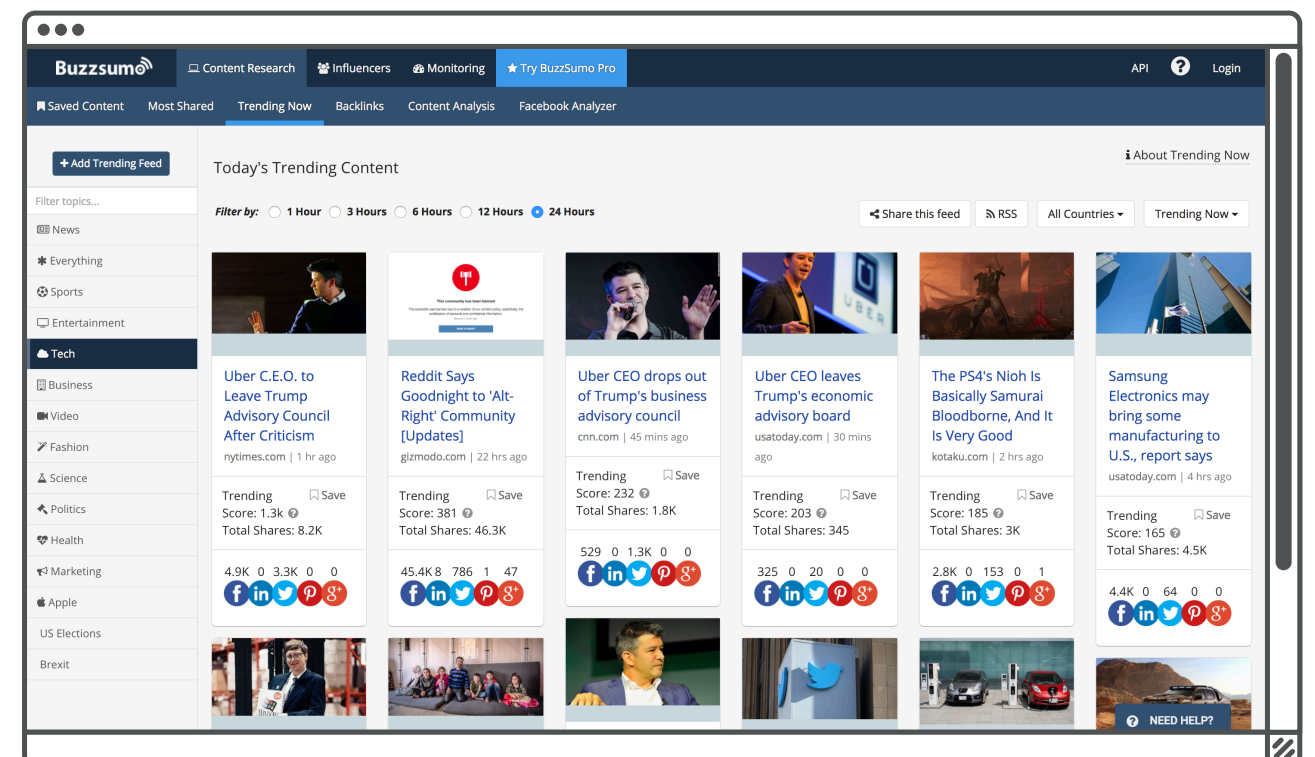
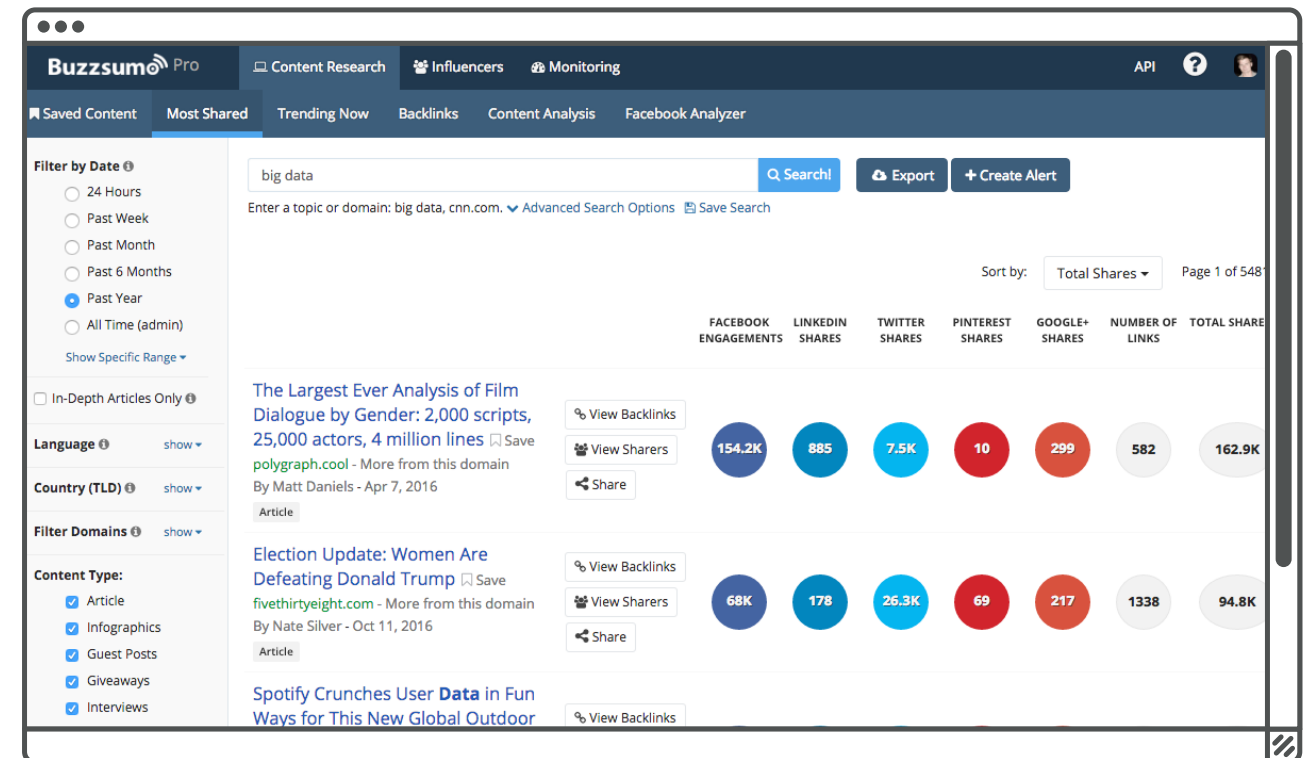
Generating leads is all about optimizing for your audience over time, with continual testing of your content. As you learn more about what your audience likes from infographics, don't forget to continue to use the content you have already produced to continue generating leads in the future.

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TACTIC 9

LEVERAGE TIMELY AND TRENDING TOPICS

Look at news sites and such platforms as **Buzzsumo** to determine what's the most shareable content right now and create an infographic on it.



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TACTIC 10

PROMOTE YOUR INFOGRAPHIC USING PAID ADS

Organic social is a great way to promote your infographic to your social media audience in hopes they will share it and help drive leads to your website.

Promote it via paid ads

However, your organic following's reach can only go so far. Chances are a high percentage of your social audience has already converted into leads, giving you limited leverage to drive a high volume of leads.



One way to leverage social media outside of your organic following is to pay to promote your infographic posts with social media ads on Facebook, Twitter, Instagram, or Pinterest.

Each social media site has different ad platforms that allow you to segment and target audiences that are most likely to be interested in the infographic content.



Targeting the right users with promoted infographics helps you get your content in front of new eyes at a lower cost than other ad platforms (like Adwords).

Here's a [social media advertising guide](#) to help you get started.

11

TACTIC 11

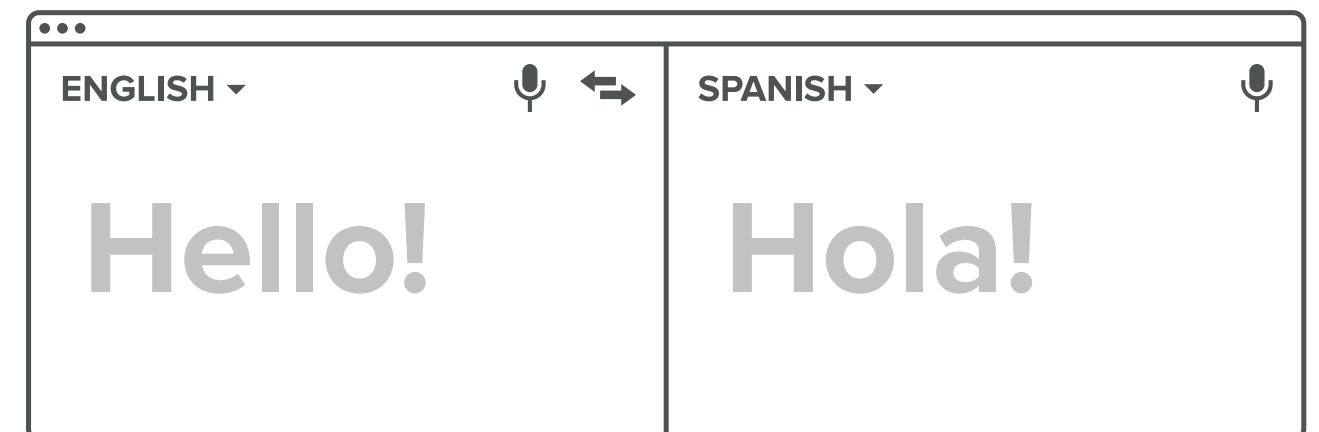
LOCALIZE YOUR INFOGRAPHIC FOR GLOBAL AUDIENCES

Is your audience global? Could it be?



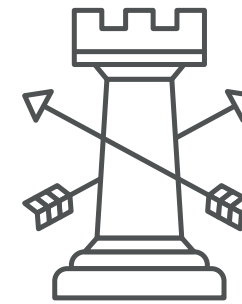
If you're only creating English content, you're missing out a huge opportunity to attract and convert international audiences into leads.

Instead of relying on english-only marketing content, **don't forget to localize your content** (including infographics), into the languages that people speak in your target country.





CONCLUSION



While there are lots of great infographics scattered around the web, too often brands forget to fully leverage them to generate leads. Don't be afraid to try out new strategies for promoting your infographics and experiment with different tactics to get value from your content!

Now, you have 11 actionable tactics for amplifying your infographic content. It's time to get started!



Want help designing unique infographics?

Try **Piktochart PRO** for free

Insert **leads10** promo code [here](#).

*valid until Dec 1st, 2017



Want help generating leads from the infographics you create?

[Try HubSpot Marketing Free](#)