

# 5 Infographics tricks for beginners to Marketing

Infographic is not necessarily a 'static' form. Electric technology giant (GE) has proved this with great images on their blogs. General Electric (GE) introduces their creative ideas to the world with interactive infographic. Using these smart images not only helps General Electric (GE) 'buy' consumers, but also 'grabs' more potential consumers.

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## 1. Some benefits when using Infographic

- Infographic has a quite intuitive and vivid interface.
- Easy to share: Users can share Infographic on any social network platform, from Twitter to Pinterest.
- Content is easy to understand: From the most complex data or data are converted into simple data on Infographic so that readers can easily grasp the information.
- Users can easily create Infographic: Online tools such as Easel.ly can help users easily find ideas.

## 2. How to use Infographic like a professional SEOer?

SEO experts use infographic to convey complex ideas and support users to better understand the technical aspects.

Here are 5 tips for infographic beginners or businesses can also take advantage of these 5 tricks:

### 2.1. Cut Infographic into appropriate small parts



Imagine with a great amount of knowledge it is certain that many people will feel "overwhelmed" when faced with dozens of events and numbers. So for users to feel 'more breathable', it is best to 'cut' information into sections, small blocks. This will help you achieve two goals: one is to make it easier for users to understand the information you convey and the other purpose is to share your content on social networks.

On Infographic, you can easily cut information into small parts without worrying about the consistency of the content.

## 2.2. Provide infographic in the form of Download Content



No one doesn't like things that are free. Downloading content is not only a way to attract users, but also a great way to 'retain' your brand in the minds of online users. Linkbird is one of the great tools to assist you in SEO and Content Marketing by guiding you through the steps to use Infographic.

If you don't want to spend a lot of money on an intuitive marketing campaign, let Easel.ly help you create great infographic for free use for your brand. It is a quick and simple way.

Additional: About Downloadable Content (DLC) are additions to the game, . In simple terms, DLC is the Update version for the game, for the contents .

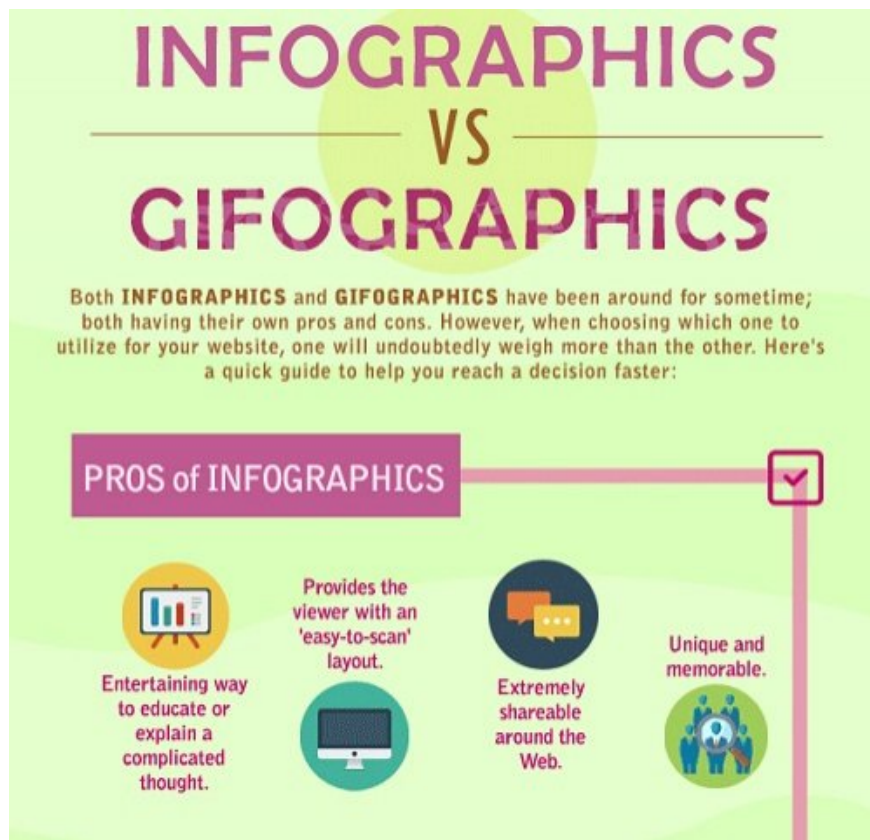
## 2.3. 'Turn' Infographic into interactive Slideshow



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You can also follow the footsteps of General Electric (GE) by turning infographic into interesting slideshows. Put these slideshows on your website or on content sharing sources like Slideshare.

## 2.4. Gifographics

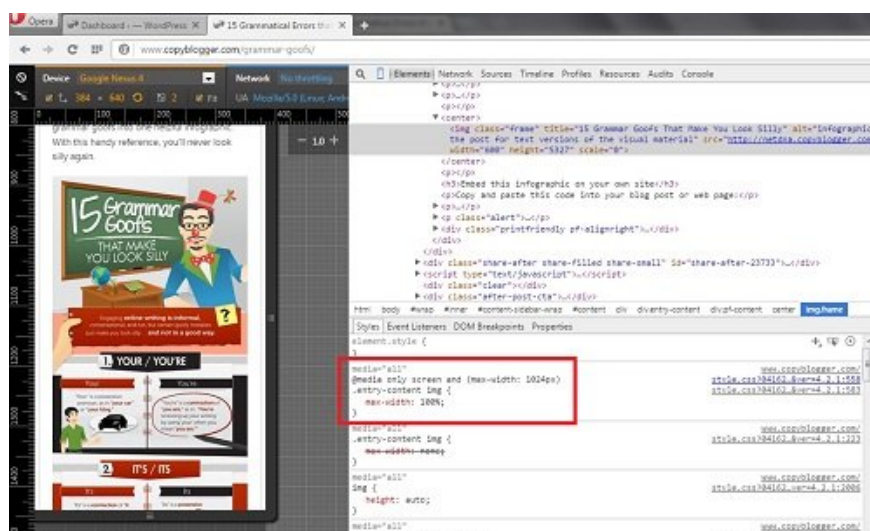


Gifographic is basically an infographic, but still images have been replaced with animations. Gifographic is quite popular with Digital Marketer because it saves a lot of time, can interact more and get more positive feedback from online users.

However, Gifographic tends to load more slowly and cost more.

Whether using Gifographic is entirely up to you, but one thing is for sure that Gifographic is one of the most interesting 'incarnations' of Infographic at this time.

## 2.5. Make sure the Infographic is 'friendly' with mobile devices



Why is this so important? The reason is simply that Google has released a special algorithm for websites on mobile devices. And in addition, the demand for mobile phones has skyrocketed in the past few years.

In fact, the number of users searching on mobile devices is higher than the number of users searching on computers. This means that if your brand or website 'doesn't' allow users to access from a mobile device or tablet, you're losing yourself.

One of the solutions to ensure that your infographic is 'friendly' on mobile devices is to check if your site is responsive.

Once verified, it is necessary to confirm the maximum width of the infographic set to 100% so that the infographic will automatically adjust any screen size it is viewed.

### **Refer to some of the following articles:**

1. 8 things to note when doing Infographic
1. 10 free tools that support creating simple infographic
1. 12 secrets of creating Infographic 'capturing' viewers

### **Good luck!**

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