FB Traffic Driver #16: Infographics

Daily Challenge: Create an infographic



What: Infographics (or information graphics) are visual representations of information, data or knowledge, designed to present information quickly and clearly in a graphic way.

Why: Infographics allow your followers to easily consume complex information. People are 30 times more likely to read a high quality infographic than text article. Infographics are incredibly popular, and when they contain useful information – they get shared a lot.

If you want to be seen as an expert in your field – you should be creating infographics that are appealing and useful to your target audience.

For best results:

1. Start with a catchy title and don't include too much text. When it comes to text – less is more. Keep it nice and simple.
2. Make sure your infographic is visually engaging.
3. Don't talk about your own products and services. Infographics should be educational, not promotional.
4. Include your sources, the year it was created, and your branding information.

Ideas for infographics:

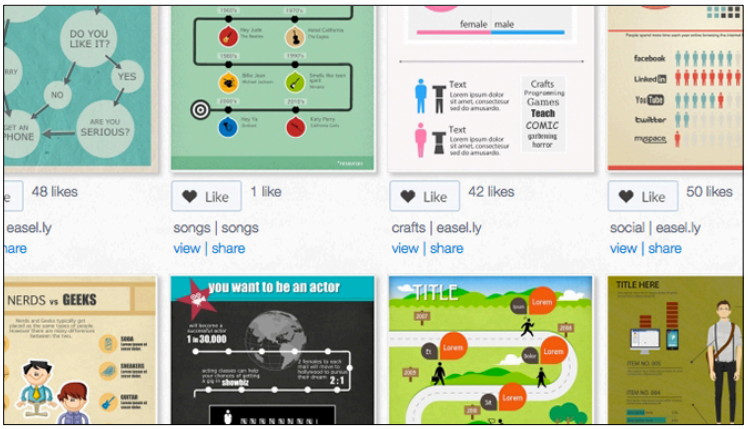
1. Summary of stats (research data)
2. Checklist
3. Step by step process
4. Summary of a blog, article or a talk
5. List of tips
6. Survey data
7. Explanation of how something works
8. Comparisons
9. Raise awareness
10. Guide

Take it to the next level:

Infographics are best seen at full size, so Facebook newsfeed is not the best place to display them. Host your high-resolution infographics on your website or blog, and post a smaller stand-alone version on Facebook that links to the full-sized one.

Design Tool of the Day: **Easel.ly**

Easel.ly: http://www.easel.ly/



Easel.ly is easy to use FREE web-based infographic generator. Select a theme or start from scratch, change the background, add/remove objects and shapes, insert text, and voila – you have your own professional looking infographic.

Other infographics tools that have FREE versions:

Piktochart: http://piktochart.com/

Infogr.am: http://infogr.am/

Venngage: https://venngage.com/