



INFOGRAPHICS

**Mission-Critical
Marketing**

2017

The State of Infographics



INTRODUCTION

With the entirety of human history and knowledge at our very fingertips, there is **no piece of information**, no data point, no argument **beyond the reach of our understanding**.

Today's consumers face a nonstop barrage of **stimulation** — advertising and sales, news and information, social media, entertainment. It's difficult for people to focus, and it's difficult for businesses to break through.

And despite that constant stimulation, still consumers crave information. They want to **know**. They want to learn. They want to be entertained. **They want to be convinced**.

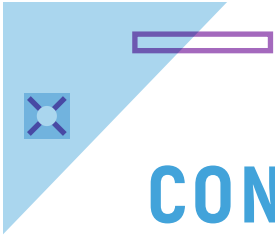
At IGW, we've known that for a long time. We started building infographics nearly a decade ago at a time when almost nobody even knew what an infographic was. But we knew then the power that infographics can have to **deepen the well of knowledge** and to arm consumers with the force of that knowledge.

So we have a question for you: Is your business using infographics as a central part of your messaging strategy? If not — **what are you waiting for?**

Working with our in-house data scientist/statistician Michael DeHart, we surveyed decision-makers at 100 businesses and more than 1,000 consumers about the state of Infographics.

So now it's OUR turn to arm YOU with knowledge.





CONTENTS

- ▶ Use of Infographics in Media and Marketing 1-2
- ▶ Value in Spreading Understanding of Concepts. 3-4
- ▶ Familiarity With Terms 5
- ▶ Devices Used to View Infographics. 6-7
- ▶ Conclusions 8

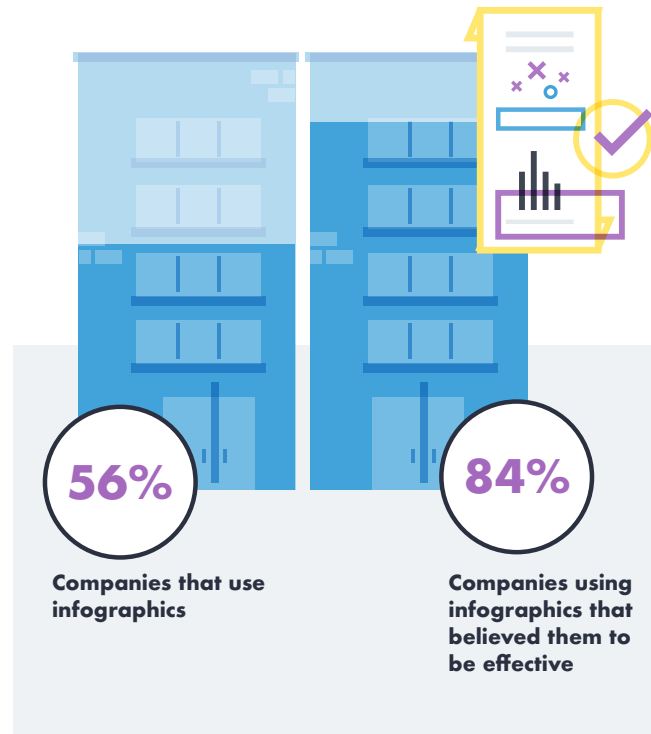
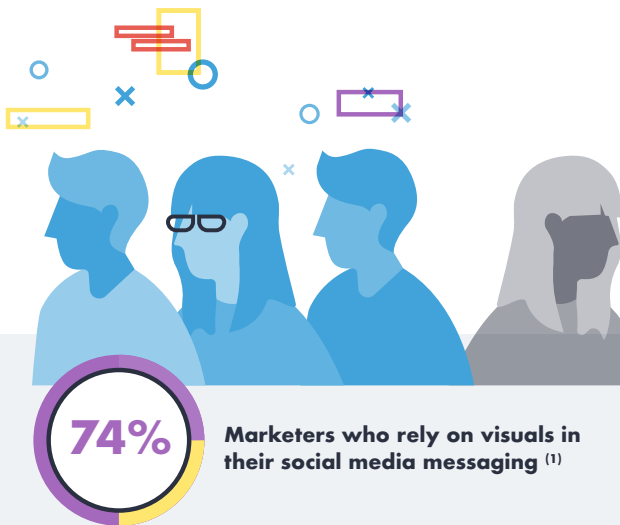


INFOGRAPHICS ARE A VITAL TOOL FOR MARKETING AND BUSINESS DEVELOPMENT

The state of communications today is visual.

Outpacing video, blogs, articles and podcasts, visual communication is by far the most common delivery method of advertising and marketing messages today.

In fact, **nearly three-quarters of marketers rely on visuals in their social media messaging.**⁽¹⁾

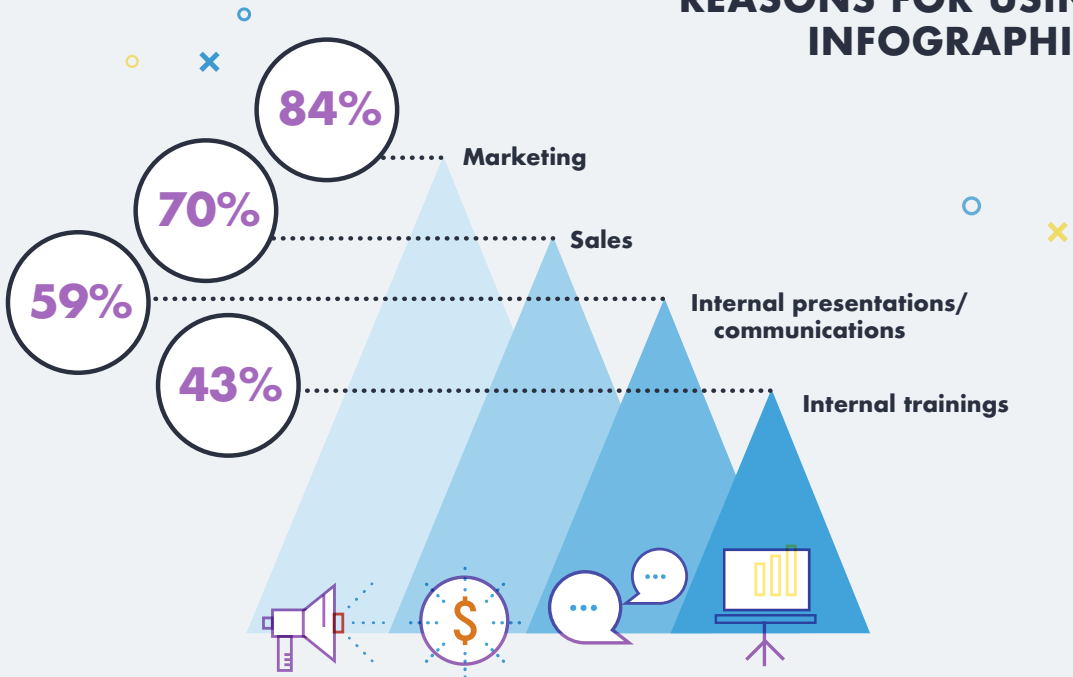


Our research found **almost 60% of businesses have used infographics**, mostly for marketing and sales purposes. And of those who used infographics in the past year, **nearly all of them found infographics to be effective.**

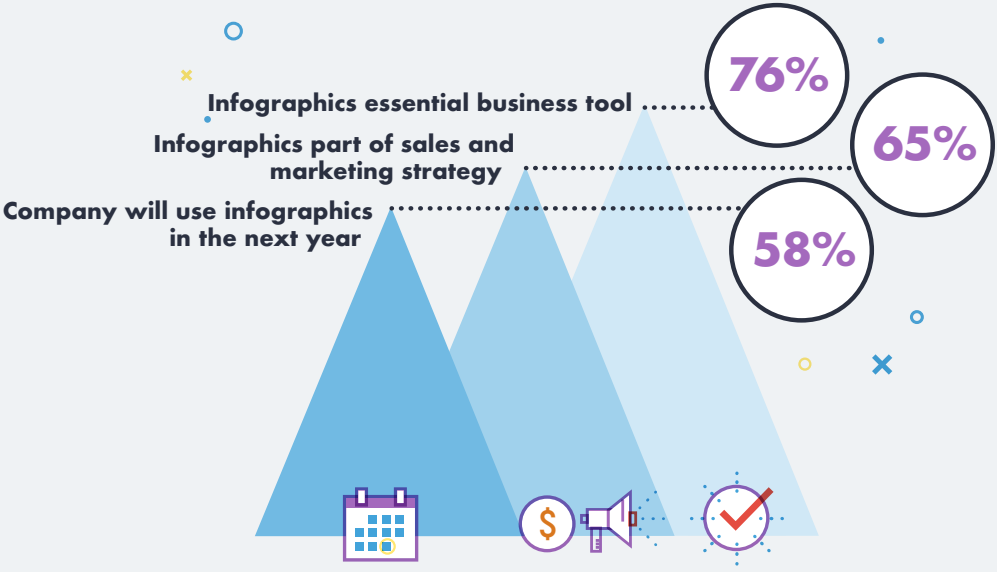
Among businesses that used infographics in the past year, most believe infographics are an essential business tool that they will continue relying on.



REASONS FOR USING INFOGRAPHICS



INFOGRAPHIC USE IN THE FUTURE

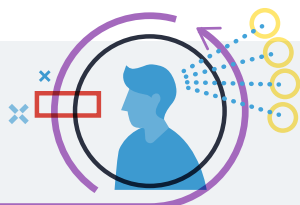


INFOGRAPHICS HELP PEOPLE LEARN INFORMATION OR UNDERSTAND COMPLEX CONCEPTS

It's no wonder that the state of communication today is visual. That's because **the human brain is hardwired to process visual information faster** and retain the information it gleans from visuals longer. And thanks to our modern lives, today's average attention span is much shorter than for previous generations.

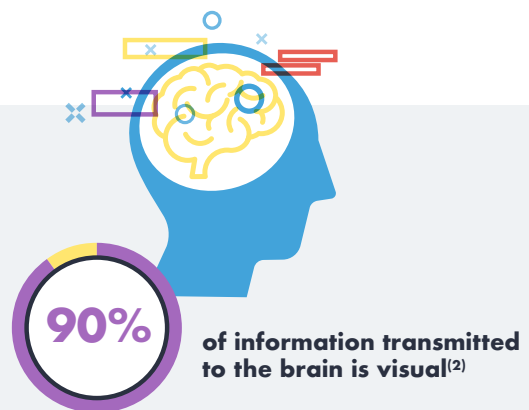
Our research found that **consumers prefer infographics over commercials, presentations, articles and blog posts** and that they find infographics to be a far superior way to understand and retain information.

And this shouldn't be a surprise. Neurological research has long held that humans are highly visual animals who can absorb information faster when it's paired with corresponding visuals. **We forget what we've read, but we remember what we've seen.**⁽³⁾



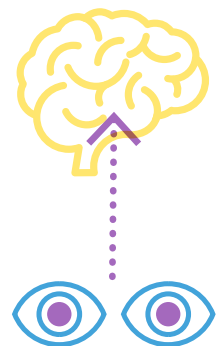
Visuals have been known to improve learning and retention by 400%.

Many consumers even told us an infographic could make them change their opinion. In these divisive times, that's really saying a lot.

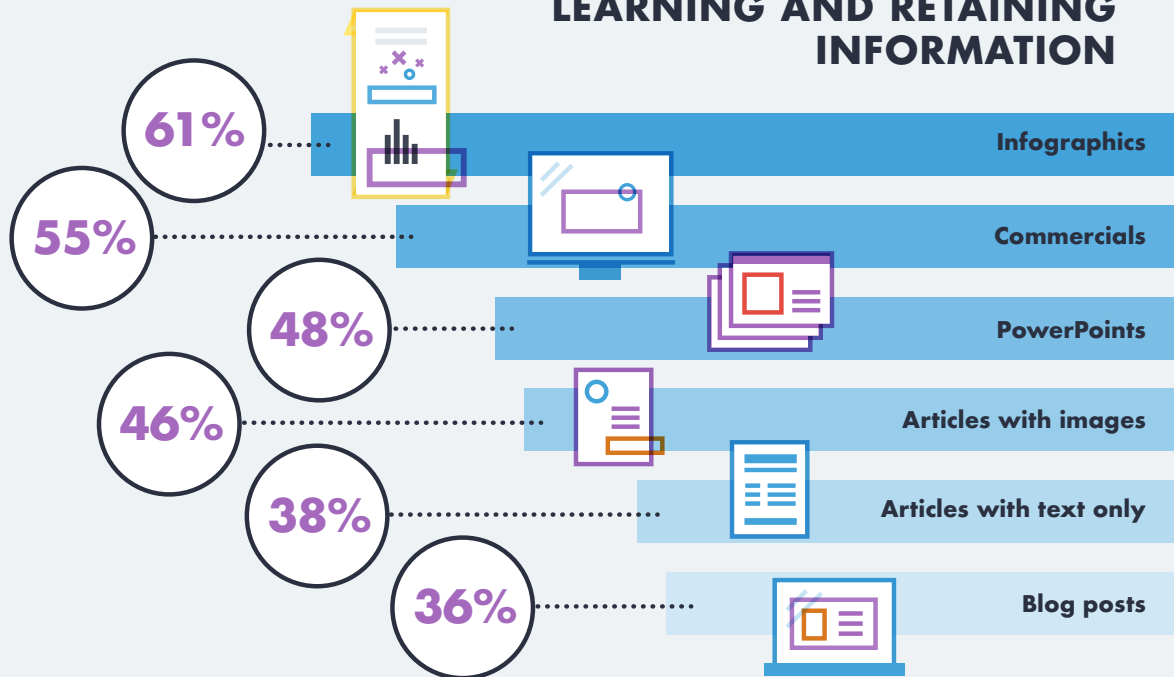


Humans are visual animals. We:⁽³⁾

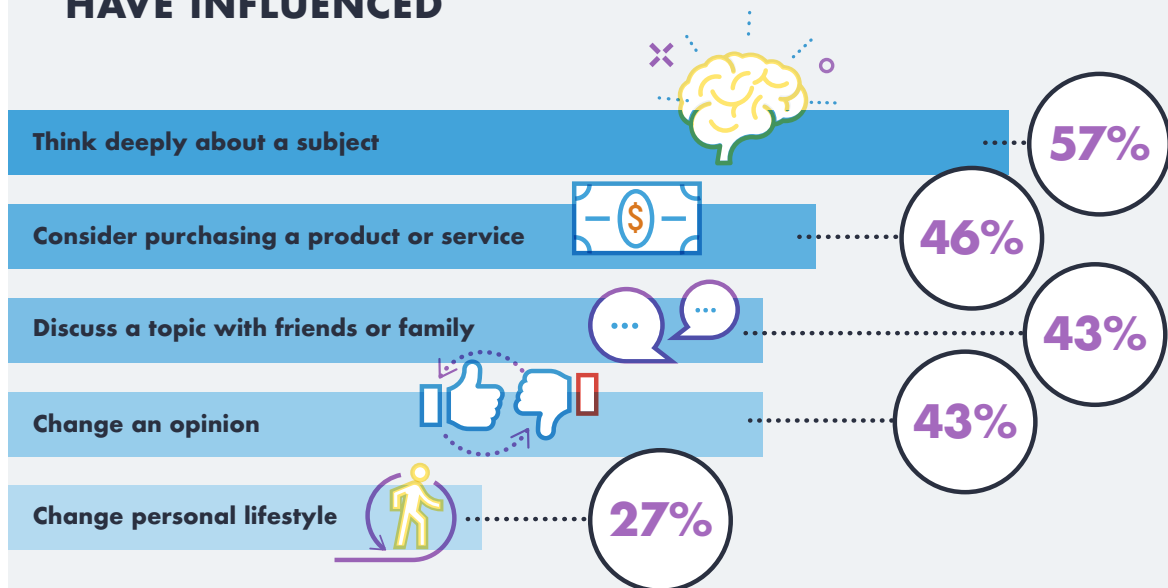
- Have shorter attention spans thanks to smartphones
- Absorb information faster with corresponding graphics
- Forget what we've read but remember what we've seen
- Tend to be triggered emotionally by images



EFFECTIVENESS IN LEARNING AND RETAINING INFORMATION



ACTIVITIES INFOGRAPHICS HAVE INFLUENCED



×



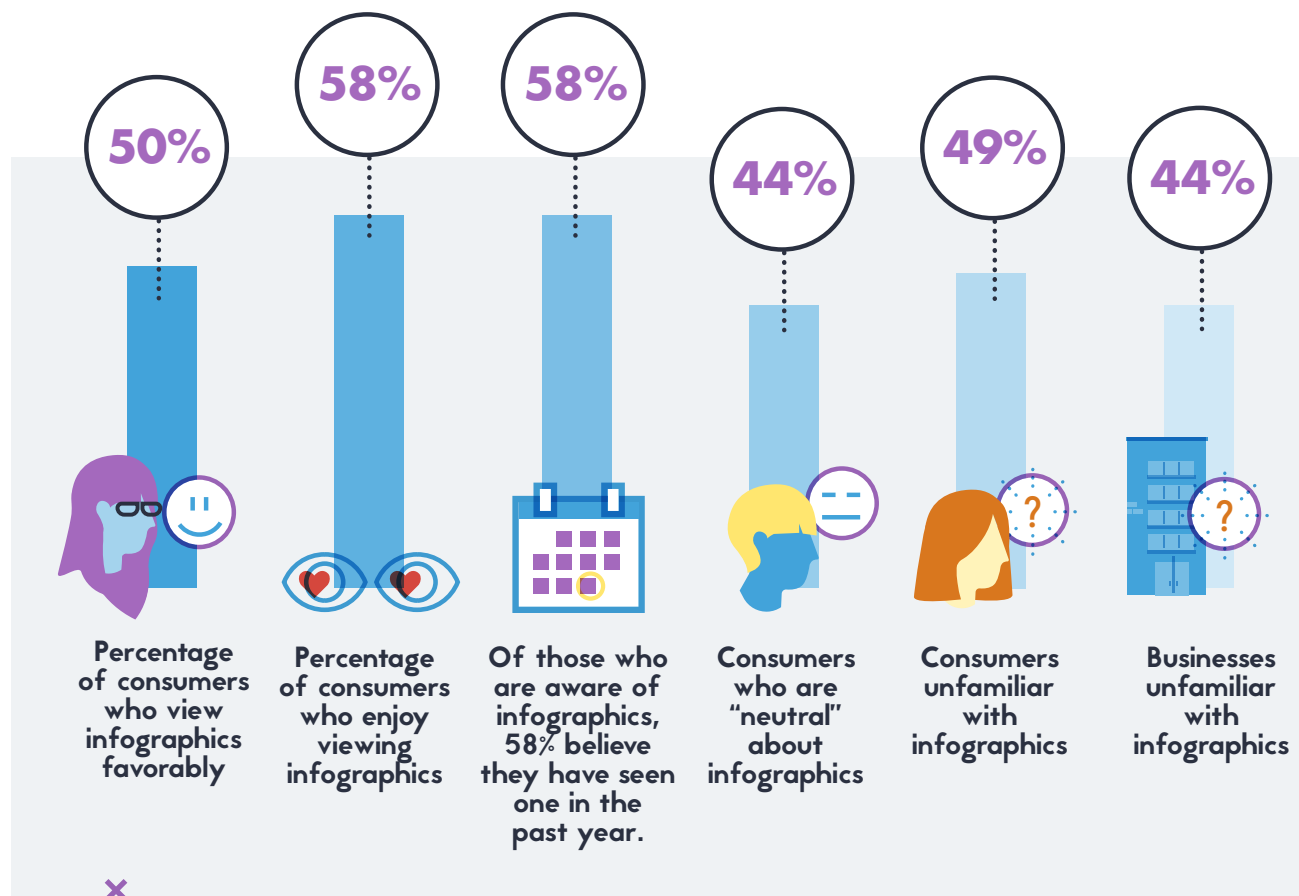
INFOGRAPHICS ARE POPULAR, BUT THEY'RE NOT A HOUSEHOLD NAME — YET

While many business professionals know what infographics are and have used them, consumers are mostly unfamiliar with the term. Still, **only a tiny fraction of consumers have a negative view of infographics.**

Less than half of respondents overall said they were familiar with infographics (48% for business respondents and just 34% for consumers). But despite their unfamiliarity, **half of consumers like infographics.**

This lack of an entrenched view about infographics presents a challenge and an opportunity.

As we've seen, most people who are familiar with the term find infographics satisfying and effective. We just have to reach them.



DESKTOP STILL LEADS THE PACK, BUT MOBILE IS CLOSE BEHIND

The death of desktop is somewhat exaggerated, though mobile is gaining ground, both in overall web usage and platforms used to view infographics.

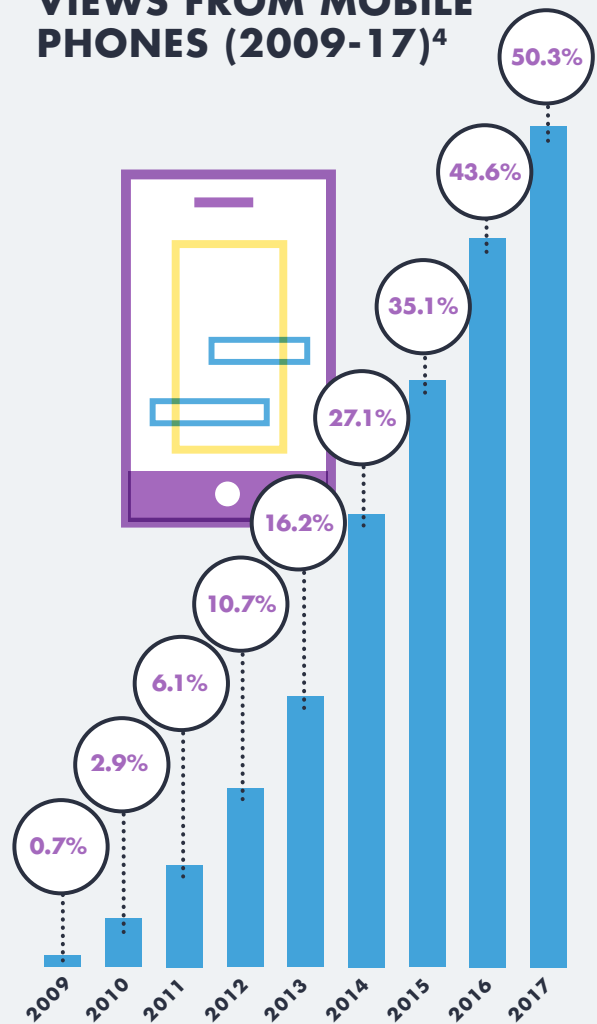
Just over half the web traffic in the world (50.3%) comes from mobile phones, making 2017 the first year mobile has cracked the 50% mark — just barely.⁴



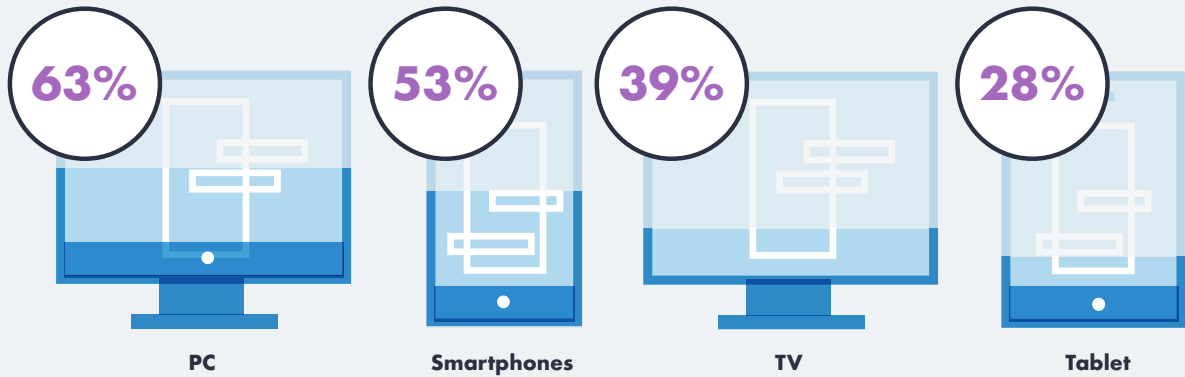
But when it comes to viewing infographics, desktop still leads the way (63% desktop vs. 53% mobile), likely driven by messages that target people at work.

It's also notable that users tend to stay on webpages longer when they are viewing on desktop vs. mobile, meaning they might stay longer to view a well-crafted infographic.⁵

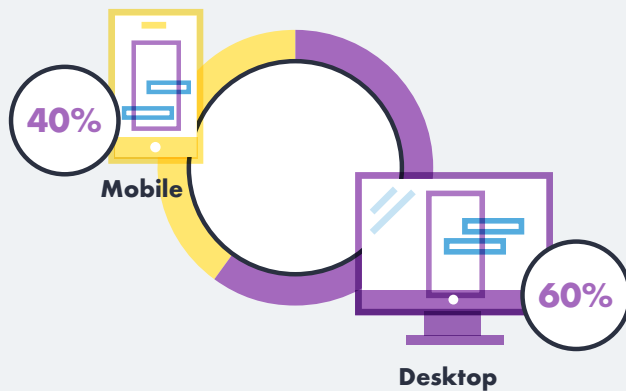
PERCENTAGE OF ANNUAL PAGE VIEWS FROM MOBILE PHONES (2009-17)⁴



DEVICES INFOGRAPHICS ARE VIEWED ON



PERCENTAGE OF OVERALL WEB BROWSING TIME BY PLATFORM⁵



This shows that while more people use their phones to find content, they tend to spend more time with content when on a computer.





CONCLUSIONS

If you have a story to tell or a product to promote, infographics are uniquely positioned to give consumers and decision-makers a deep understanding of that story or service. Speaking to the visual part of the human brain, infographics make data understandable and memorable in way that virtually no other media can.

In short, infographics are a critical means to inform and energize consumers. You simply cannot afford not to overlook them as a central force in your messaging and campaigns.

Contact us today to learn more about how we can help tell your story through infographics.




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About the survey

Surveys conducted online. 1,009 U.S. consumers (15-minute survey); 100 U.S. businesses (12-minute survey). All results reported at the 95% confidence level.

This report was created by Lauren Carter, Michael DeHart, Jennifer Gaskin and Laura Golben.



Additional sources

- ¹ <https://www.socialmediaexaminer.com/wp-content/uploads/2016/05/SocialMediaMarketingIndustryReport2016.pdf>
- ² <http://info.shiftelearning.com/blog/bid/350326/studies-confirm-the-power-of-visuals-in-elearning>
- ³ <https://www.forbes.com/sites/allbusiness/2013/08/02/use-infographics-to-boost-your-credibility-and-traffic/#1c42b4ae247a>
- ⁴ <https://www.statista.com/statistics/241462/global-mobile-phone-website-traffic-share/>
- ⁵ <https://www.stonetemple.com/mobile-vs-desktop-usage-mobile-grows-but-desktop-still-a-big-player/>