

INFOGRAPHICS

When you want to generate buzz with innovative and memorable content.

Infographics draw a wider viewing audience into information that might otherwise be hidden in long-form content. Adding infographics to your content strategy helps build awareness around your brand, drives traffic to your website and encourages social sharing of your content.

SIMPLE DETAILS

- Custom design based on content
- Optimized images for sharing and social search
- Marketing and promotion (optional)

USEFUL FOR

- Brand awareness
- Increased web traffic
- Social sharing
- Data visualization

ADDITIONAL SERVICES

These additional marketing services compliment or work well with an Infographic:

NEWSLETTER

Convert content into a newsletter and email to a Penton audience while also driving web traffic.

SEARCH PRESS PRO

Announce the release to a larger audience.

BLOG POST

Convert your infographic into a blog post for a deeper dive into the data while driving traffic.



Infographics have increased from 51% to 62% in 2014 as a content marketing tactic.