

## INFOGRAPHICS

# Generate buzz with innovative and memorable content.

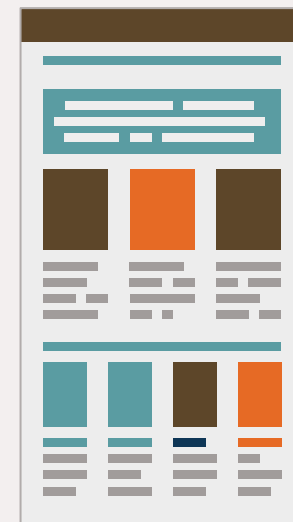
Infographics draw a wider viewing audience into information that might otherwise be hidden in long-form content. Adding infographics to your content strategy helps build awareness around your brand, drives traffic to your website and encourages social sharing of your content.

### 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



## Visual content

is shared more often by users.

### ADDITIONAL SERVICES

#### White Paper

Take a deeper-dive into the content showcased in your infographic and promote on Penton channels as a white paper.