INFOGRAPHICS IN ACTION

A Step-by-Step Playbook to
Create & Promote Infographics on a Budget

THOMAS FANELLI
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INFOGRAPHICS IN ACTION

CONTENTS

THOMAS FANELLI

Tom Fanelli is one of the nation's leading experts on website development and SEO, SEM, and social media marketing.

With almost two decades of corporate and small business experience, Tom travels the country as a featured speaker, sharing his insight on online customer acquisition and lead generation for companies like Intuit, Microsoft, and Sage Software and has worked closely with the Small Business Administration in Southwest Florida. Tom takes a tactical approach to lead generation by maximizing every step of the conversion process through A/B and multivariate testing methods. Because every business is different, he uses concrete data and analytics to make fluid decisions based on fact, not popular opinion. As Google algorithms and online engagements change, Tom keeps his wheels greased by constantly studying, testing, and implementing new SEO and SEM techniques.

In his downtime, Tom enjoys music, martial arts, and spending time with his wife and three children in the San Francisco Bay Area.
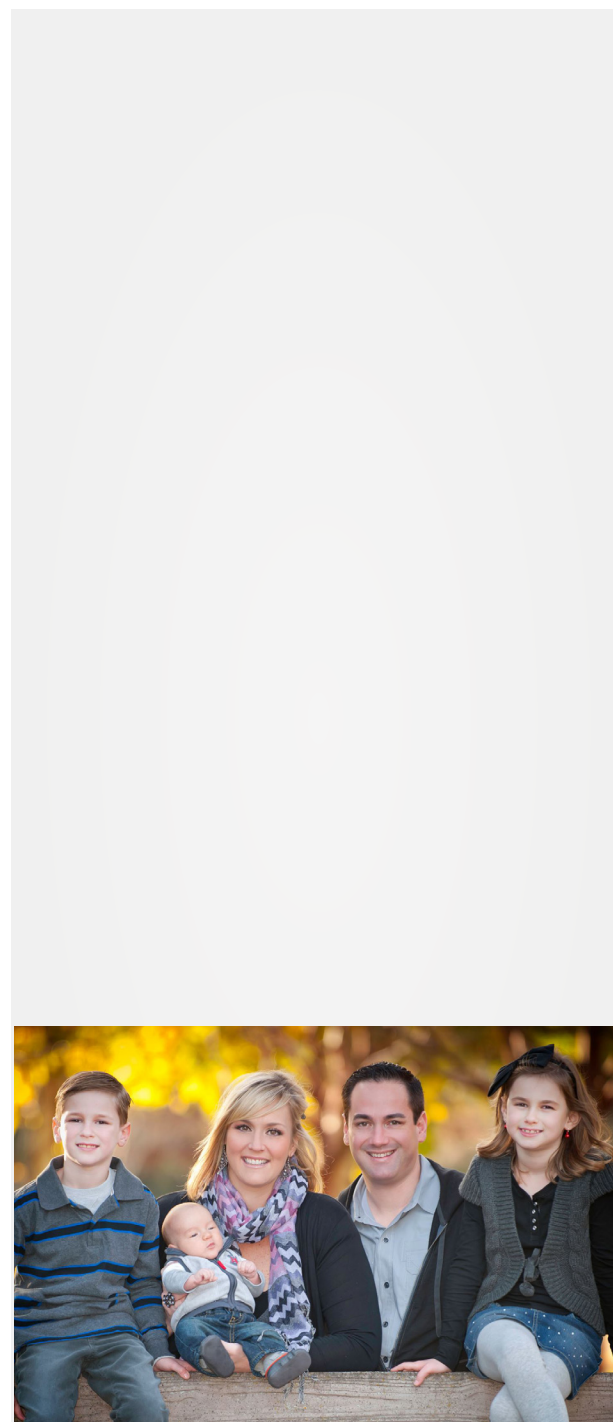
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FOREWORD

Infographics in Action is a first-of-its-kind guide to launching infographics for your business. It's designed to provide step-by-step instructions from conception to promotion. No designers, researchers, or large budgets required.

So why are infographics important? In the age of content overload, fun and easy visuals cut through the clutter. Infographics can help you more effectively communicate your message to your target audience and position you as an authority.

For the last 18 years, author Tom Fanelli has helped businesses reach consumers on the Internet.

He has a keen awareness of what connects with audiences and how to apply that to real business problems. Infographics are the latest solution to making a 30-second elevator pitch online that successfully moves consumers to the next layer of purchase intent.

I've had the pleasure of working with Tom the last few years across all the major online marketing channels (Search, E-mail, and Social). His insight into behavioral shifts has helped my company – and our customers – achieve new heights of success.

One of Tom's projects has grown to a huge following through the use of just a few strategically placed infographics. The cost? Less than $90 each or $.03 per active consumer visit.

My strong suggestion is to get familiar with this guide and start creating infographics now. It's worth the time and investment, and this book will save you time and keep you from making costly mistakes.

Daryl Griffin
Author, Online Marketology
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SUPPLEMENTAL RESOURCES

Before you dig in, be sure to click the link below and register for additional resources that go with this book and ensure you have the latest version.

<div align="center">

Click Here to
GET FREE RESOURCES!

http://www.tomfanelli.com/register-for-free-resources-infographics-in-action/

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- Additional Infographic Submission Resources
- Tutorial Videos
- Recommended Designers
- Further Tips and Tricks
- Stay Updated!

SUMMARY

PART ONE: Find the Right Topic for Your Infographic

To get the most out of your infographic, preparation is important.

In part 1, you'll learn how to identify the best topic for your goals, including:

✓ *The best sources to consult when brainstorming ideas*

✓ *What to look for when considering different topics*

✓ *How to ensure that people will be interested in your infographic*

INTRODUCTION

Infographics – A Modest Investment with High Returns

If you're like me, you're always on the lookout for new sources of traffic that produce results – without a hefty price tag. You may have overlooked infographics in the past because you believed they were out of your price range, and that's why I'm excited to share my discoveries about infographics with you.

My first infographic was the 3rd most trafficked page on the website, and it drove highly engaged visitors – they spent an average of 5 minutes on the site! The page continues to drive traffic even months later.

All of this was accomplished with a modest budget of $90 to research, design, and promote the infographic.

Of course, not all infographics are that cheap or that successful, so I'm going to share with you how I did it in this straightforward, easy-to-follow 4-part guide.

Find the Right Topic for Your Infographic

Find the Right Topic for Your Infographic

Preparation is the key to getting the most out of your infographic. You can have the most attractive final product, but it doesn't matter if no one is interested in it.

In order to get attention for your infographic, you need to focus on 3 main things:

- **Choosing the right topic**
- **Finding accurate, compelling data**
- **Making it visually appealing**

In this part, we'll focus on starting off right by selecting the right topic.

Step 1: Define your goals for the project.

Before you start thinking about the topic, you need to understand what you hope to accomplish with this infographic. Are you looking to drive massive amounts of traffic to your site? Or do you have a more targeted audience in mind? Is there a specific message that you want to communicate with this infographic?

Take a moment and write these goals down. You should have them in the back of your mind as you start the hunt for the right topic.

Step 2: Brainstorm ideas.

Unfortunately, there's no one way to find the perfect idea for your infographic. But I've found that the more information you give your brain to work with, the more likely you are to have that "light bulb" moment. When I'm brainstorming, I immerse myself in the general topic or industry that I'm targeting.

The first and best place to look is any data you can access that's not readily available to the public. You may think that you don't have access to anything unique, but it requires thinking out of the box. For example, if you own a plumbing company, you can analyze your service calls over the last year and compile it into an infographic about the top 10 reasons people call the plumber. No one else will be sharing this information yet because you've collected it yourself.

Of course, this approach isn't required or possible in many cases. Sometimes you simply don't have data to work with, or the data you do have doesn't translate well into a compelling topic. No problem – there are plenty of other places to hunt for the right idea.

Here are a few things to look for in a good infographic topic:

- **Make it newsworthy.** Check your Facebook. Skim your Twitter feed. Look at Google Trends. Consult the paper (yes, an actual physical one!) if you have to. What's being talked about right now? It's likely that people are looking for more about that topic, so if you can get your infographic out quickly, you'll be able to ride the wave of interest.

  Consider how what's going on the news has a relationship to your blog, your industry, or your company. In fact, it may be better if it initially doesn't seem related at all. If it's unexpected, it will draw more attention.

- **Educate.** It's in the name – people look to *info*graphics for *info*rmation. The ones that are the most successful open our eyes to something we didn't know before. So ask yourself, what do I find fascinating about my field? What drew me to it in the first place? What may other people not know or hold misconceptions about regarding this particular area?

  Then the challenge is finding a way to convey that information in a clear and visual way that people will be able to take in almost instantaneously. This is something a good designer can work with you to do.

- **Be on the cutting edge.** Find out what change is on the horizon. Is there new research that was just published? Are there trends that are just starting to emerge? You can use the infographic to create a compelling argument for where those in the know predict things will go, or to share the latest information out there.

As much as it can be useful to consult the paper or Twitter, your goal isn't to find out what recently happened that's capturing attention, but what's going to happen that will capture attention. Consult industry publications, talk to industry experts, and talk with professors in your field.

Step 3: Test out your idea.

For my first infographic, I landed on one idea that seemed perfect, but you may also find that you have several ideas in contention. That's fine, too, because either way, you want to run a few little tests to ensure it's the right idea.

- **Write the headline.**
  If you think you have the right topic, try giving it a title. It should be:
  - ◉ Short
  - ◉ Attention-getting
  - ◉ Informative (let the reader know what they'll find)

  If you're having trouble with one of these three aspects, it could be a sign that the idea may be too complicated or not interesting enough. Go back to the drawing board to discover what's not working.

- **Ask your audience.**
  Now that you have a good headline, ask your target audience if they are interested. You may be surprised by how much feedback you get, and it can help to shape your idea. People want to be involved in the process, and it also has the added benefit of getting them invested in your idea. In fact, you can offer to give contributors credit on the final product. Once you launch the infographic, they'll be that much more likely to share it.

  So where do you ask? On your Facebook, Twitter, LinkedIn, via email, on the phone – anywhere you can.

Action Steps for Part One

☐ **Set aside time to brainstorm ideas.**

☐ **Write the infographic headline.**

☐ **Get feedback from your target audience.**

Up Next - Part Two: Locate Data for Your Infographic

Now that you're armed with a great topic, you need data to showcase it or back it up.

In part 2 of this email series, I'll share what I learned about:

✓ *Finding compelling, accurate data to include*

✓ *Utilizing dozens of sources to consult for information*

SUMMARY

PART TWO: Locate Data for Your Infographic

A topic is only as good as the data that supports it. In part 2, we'll cover how you can

find the facts and figures you need to create your infographic, including:

✓ *Finding compelling, accurate data to include*

✓ *Utilizing dozens of sources to consult for information*

Locate Data for Your Infographic

Locate Data for Your Infographic

The data that supports your infographic is crucial. Your goal is to get people to share this infographic, and that's not going to happen if the information isn't up-to-date and interesting.

Unfortunately, most of us don't have data scientists or pollsters on our payroll, so how do you find compelling data to include? The internet is often derided for having lots of misinformation (and it does), but it's also a fount of potential data sources – as long as you know where to look.

- **Wikipedia** – This is the place I always start when researching a topic. Now I know many of you are thinking, "But how accurate is the info when just anyone can edit it?" I know many people disparage Wikipedia as a poor source of information, and yes, on occasion, the site contains incorrect information or even personal attacks. But there's a flip side: the data is also being checked by just about everybody.

  And most importantly, when people update an entry, they need to post the original source for the data in the footnotes. That means that you can verify everything yourself. Not sure about the information? Just don't use it.

- **Other Infographics** – No, I'm not talking about simply ripping off other infographics, but you may find facts on several different infographics that come together to say something new in yours. Just like with Wikipedia, you can often find the sources that were used by the infographic in the footnotes. So you can verify the data yourself – or you might even find other data from that source you want to use. You can find other infographics on directory sites like Visual.ly, Daily Infographic, Cool Infographics, Infographics Archive, Infographic Journal, and Infographics Showcase.

- **Forrester, Gallup, Nielsen, Google Public Data, and so on.** These are all companies that conduct research and polling and then post that information for the public. Pretty useful if you're trying to put together something with lots of impactful stats that will cause people to sit up and take notice.

What kind of information can you find here? Nielsen focuses on entertainment and can tell you what people are watching, reading, listening to, and so on. Gallup and Forrester conduct research and polling on all kinds of things, including political matters. And Google Public Data is a treasure trove, with everything from what infectious diseases are having outbreaks around the world to unemployment rates and information on the penetration of the internet in various markets.

- **Your Social Following.** Can't find the polling information you need? Gather the data yourself. If you have a large social audience on Twitter, Facebook, or even an email list, you can use it to run a formal poll or survey. Tools like SurveyMonkey make it easy and inexpensive, and it's yet another way to get people invested in your project in these early stages.

- **PubMed.** Want information from a scientific study that you can break down into a nice bullet point for your infographic? This is the place where you'll find it. There are (as the site's blurb says) more than 23 million citations here, and you're guaranteed to get accurate, well-researched information. The only real downside is that the site caters specifically to topics in medicine and science, so if you're looking for stats outside of those fields, it's not going to be as useful.

- **Industry groups and associations.** If a profession or hobby exists, you can pretty much guarantee that someone somewhere has created some kind of group or association that people can join. These clubs tend to have lots of information specific to that area or subject, and are generally thrilled to release statistics (especially ones that have a positive spin) to the public. We're talking about organizations like unions, the NRA, the PTA, and so on. The information that they provide should be thoroughly vetted, but be aware that it's likely to paint a rosy picture of what they're doing.

- **Government sites.** If we weren't all aware of this a few months ago, we certainly are now: the government collects all kinds of information about everything. Creating an infographic about the fastest-growing jobs? Check out the Bureau of Labor Statistics. Trying to show people how addictive drugs are? Head over to SAMHSA.

And those sites are only the tip of the iceberg. If there is a topic out there that's of national interest, there's a good chance that some government body has research on it and that it's available to the public. Here are a few other government sites to get you started: U.S. Census Bureau, FedStats, NASA, FEMA, and FDA.

- **Magazine and news articles.** Whether you're surfing CNN.com or reading *US News and World Report*, there's a very good chance that at some point you'll come across some new, interesting data that's been released from scientists or some other scholarly research.

  Anything that has been shared in this matter is considered to be available for public use, so have at it if you come across something that fits your topic. You can use the citations in the article to look up where the information came from and use the original study as your source – or read it yourself to see if there's even more interesting info.

- **Your local library or college.** Remember books? Funny story – they still exist! Even better, if you head over to the library you can use their catalogue system to search for books that have information on the specific subject you're dealing with. And (obviously, I hope) this goes beyond regular books to cover magazines and newspapers, too.

  Sometimes I think the internet has made us forget how truly useful the library can still be because we're used to information coming to us instead of having to seek it out. Often, though, it's worth it.

- **Contact a professor.** And you thought they wouldn't be useful to you once you got out of school. Here's the thing: professors tend to be quite knowledgeable about their particular field, and many do ongoing research to stay up-to-date with the latest information and trends. Get in contact with some professors who focus on the field your infographic is about and at the very least they should be able to point you in the direction of some great sources.

Action Steps for Part Two

☐ **Locate your top data sources.**

☐ **Decide what data you want to highlight.**

☐ **Organize the data and sources in a document.**

Up Next - Part Three: Creating Your Infographic

The prep work is done, so now it's time for the fun part, putting that infographic together. In part 3 of this email series, I'll share what I learned about:

✓ *Locating the right designer for your project*

✓ *Producing a professional and compelling final product*

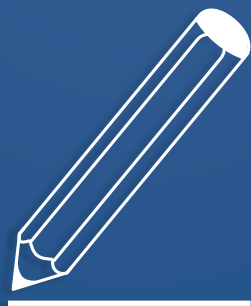✓ *Marketing your infographic – before it's even finished*

SUMMARY
PART THREE: Create Your Infographic

After you've completed the prep work, it's time to put the infographic together.

In part 3, you'll learn the steps required to create a visually appealing infographic on

a low budget, including:

✓ *Locating the right designer for your project*

✓ *Producing a professional and compelling final product*

✓ *Marketing your infographic – before it's even finished*

Create Your Infographic

Create Your Infographic

You've completed the leg work. Now it's time to start putting together the final product. The key at this stage is to create something that's visually appealing. It's the third piece of the puzzle. Even if your topic is compelling and your data is engaging, the infographic won't get any traction if it's a mess.

I've noticed that many people also overlook the opportunity to pre-market at this stage. Feedback on your infographic can only make the final result stronger, and the more people who are aware of what you're trying to accomplish, the better!

Step 1: Find the Designer.

We found our designer through oDesk, an online freelancer community, and arranged a flat rate of less than $80. When selecting a designer, always ask to see samples of their work.

Our designer, Gino Selva, had a clean, straightforward style that made his infographics easy to digest – exactly what we were looking for. Plus, he had the experience I needed to guide me through my first time putting together an infographic. I could rely on his opinion and expertise with confidence.

Step 2: Provide the Designer with Instructions.

You'll start by providing the designer with the information that you want displayed in the infographic as well as any goals you have for the project. The way you communicate with your designer can have a significant impact on the final product.

- **Let the designer do his or her job.**
  It can be tempting to go overboard with the instructions you give to a designer, but remember, you're hiring this person for their expertise in taking ideas and making them visual. It is his or her strength, so let your designer come to you with ideas for the most effective ways to display the information that achieves your goals.

- **Don't give the designer too much text to include.**
  After all, less text and more visualization is the point. If there are too many words, your message will get bogged down or totally lost. Some of the best infographics have very little text at all. For example, check out this infographic about Americans' sugar consumption. Each section has very few words, but it is incredibly effective at making an argument.

- **Don't give the designer too much data to "cram" into one graphic.**
  Again, your point can get lost. A recent study found that a graph that has 5 or 6 main points or sections does best.

- **Know the basics of infographic design.**
  This helps to keep you from giving bad notes or guidelines to your designer. What do you need to know? Infographics do best when:
  - They are vertical
  - They use complementary colors
  - They use large fonts

- **Ask for a sketch of the idea.**
  Yes, you want to let the designer do his or her job, but you also don't want to give them free reign and end up with something that doesn't work. Make sure that you get a rough sketch of the idea for your approval first. It gives you an opportunity to make sure you're both on the same page before things get too far along. And *before* you give your approval, you'll want to move onto Step 3.

Step 3: Pre-Market on Your Blog and Facebook

When you get that first sketch from your designer, you now have an opportunity to start marketing. Solicit feedback by posting it on your blog, sharing it on Facebook, emailing colleagues, and sending it to any publishers that you have a relationship with.

Your goal is to get people involved. Let people know if you implement their ideas. Offer credit to those who contribute. Respond to people who respond to you, thanking them for their time.

This process in valuable in many ways:
- *Improves the final product since you'll have more opinions to work with, not just your own*
- *Generates buzz about what you're doing, particularly on social networks*
- *Helps people feel a sense of ownership, giving them incentive to help you promote the release*
- *Creates more content for your social media accounts and blog from this investment of time and money*

It's important to note that not all feedback will be useful. If you get a note you disagree with, you should thank the person, but that doesn't mean you have to use it. Look for general patterns in the feedback, or things that you agree with. You can also ask your designer what he or she thinks of anything you're not sure about.

In general, when sharing the feedback with your designer, don't leave out the positive. This is especially true if you're giving a lot of negative feedback. Make sure he or she feels appreciated – it goes a long way.

Step 4: Review the Final Product.

It's incredibly satisfying to see your infographic complete. Take a moment to enjoy – and then get back to work!

This is your last chance to look it over for any issues. Review it for spelling and grammar errors. Confirm that the data is correct. And then have friends and family double-check it, too. Don't skip this step. Once you release this infographic on the web, you can't take it back. You want to catch problems now.

It's also important to ensure that all data sources are listed. Your company logo or website name should be listed somewhere on the graphic, too. In many cases, people don't take the time to give proper credit when sharing it on their blog or social network. If it's part of the graphic itself, that's not a worry for you.

And last but not least, credit your designer. It helps them find new work, and it helps you build credibility since you used an experienced graphic artist. Everyone wins.

Action Steps for Part Three

☐ **Review designers' portfolios, and contact possible candidates.**

☐ **Give your new hire instructions.**

☐ **Request an initial sketch, and get feedback on it through your blog and social networks.**

☐ **Go over the feedback with your designer.**

☐ **Double- and triple-check the final product.**

Up Next - Part Four: Promote your Infographic

This is where the real work begins. You have a beautiful infographic in hand. Now you have to make sure people get to see it. In the final part of this email series, I'll share what I learned about:

✓ *Getting the greatest ROI from your investment*

✓ *Sharing your infographic with the widest audience*

✓ *Promoting effectively through Facebook ads*

✓ *Creating an embed code to drive traffic through reposting*

✓ *Submitting to the best infographic directories*

SUMMARY
PART FOUR: Promote Your Infographic

You have a visually attractive infographic on a great topic backed by accurate and compelling data. Now you just need to reach the right audience to get it shared, tweeted, liked, and reposted. In this final part, I'll share the techniques I used to bring in large amounts of engaged traffic with next-to-no marketing budget, including how to:

- *Get the greatest ROI from your investment*

- *Share your infographic with the widest audience*

- *Promote effectively through Facebook ads*

- *Create an embed code to drive traffic through reposting*

- *Submit to the best infographic directories*

Promote Your Infographic

Promote Your Infographic

It's time to get the word out. You can have the world's best infographic, but it won't matter if no one knows where to find it.

As I mentioned in the introduction to this guide, my first infographic surpassed my expectations. Here are a few of the results that I achieved:

- **The infographic was the 3rd most trafficked page on the website**

- **High user engagement – visitors spent an average of 5 minutes on the page**

- **Over 950 entrances on the site in the first 3 months**

- **Over 4,000 views on Facebook and 200 Likes**

- **The infographic continues to drive traffic even months after publishing**

My total marketing budget? $10!
In this final part of the guide, I'll share how I was able to achieve this. The main avenues I used to promote my first infographic were:

- **Blog Posts**

- **Social Media**

- **Email to Subscribers**

- **Sponsored Story on Facebook (I set a maximum budget of $10.)**

- **Submission to Infographic Websites**

Blog Posts

If you have a blog, this should be the first place your infographic is showcased. And if you have relationships with other blogs or websites, send them an email to ask if they're interested in featuring it, too.

- **Pitch the idea.** Don't have relationships with any blogs yet? That's alright.

Use Google Blog Search to find blogs that cover topics related to your infographic, then contact blog editors to see if they want to share it.

- **Make your infographic easy to re-post.** If your infographic is large, make sure you offer a condensed version that will easily fit in a standard blog post. Also, you should create an embed code. Siege Media's embed code generator will convert your info-graphic into a code that can be embedded anywhere you want on your web page. Just follow the instructions on the generator, then copy and paste the code into the HTML of your post.

- **Encourage visitors to share your infographic.** Include share buttons for all the major social media sites on your page—Facebook, Twitter, Pinterest, Instagram, and Google+, as well as any niche sites that fit your topic. Make sure that they are promi-nently featured on the page.

- **Follow up.** When people share your blog post or write about your infographic, take a moment to thank them. Then note their contact information. That way, when you put together your second infographic, you've instilled some good will and have a mailing list of websites that may be interested in sharing it, making it even easier to surpass your first infographic's success.

Social Media

Don't just let your visitors do all the work when it comes to sharing your infographic through social media. You can share it on any social network site where you have a presence, such as:

- **Twitter**
- **Facebook**
- **Google+**
- **Instagram**
- **Flickr**
- **Pinterest**

If you want to save yourself some time, HootSuite is a great site that allows you to post to many social media platforms at once.

Also, consider sending direct messages on Twitter, Facebook, or other platforms to ensure that certain individuals see it (and hopefully share it). Target users who have a high number of followers to get the best return on your time.

Email to Subscribers

If you have an email list, now is the time to use it. It's easy to organize subscribers into lists on Gmail so that you can send out a mass e-mail, and the site Mail Chimp is also helpful if you want to send your infographic out as a part of a newsletter or email campaign.

But don't include the actual infographic in the email you send. Instead use teaser text to encourage them to click through. If the infographic answers a question, that's often a great way to do this.

Sponsored Story on Facebook

Facebook does a great job of making it easy to create an ad on their site. You can start the process here: https://www.facebook.com/ads/create/.

> **Along the way, you'll have to make several important decisions. Here's what you need to know:**
>
> - **Opt for CPC.** CPM is cost per thousand impressions (page views) while CPC is cost per click, and since you want people to click through to your infographic, CPC makes the most sense.
>
> - **Tease with your text.** Again, you don't want to give away your whole game. Give people a reason to click through.
>
> - **Make sure your image looks awesome.** It should be the recommended size: 1200 pixels by 627 pixels. (If it's under 600 pixels by 225 pixels, it will appear in the older, smaller, and less attractive ad format.) In many cases, you don't want to use a thumbnail of your entire infographic since it will make all the data and graphics small and hard to read. Consider just taking the title if it's attractive, one of the more compelling sections of the infographic, or even creating a custom graphic that encourages people to click through. You can also use multiple images (up to 6), and Facebook will automatically adjust your budget to the image that's performing best.

- **Choose the News Feed placement.** You'll be offered to place it in the right column as well. Generally, people are more likely to engage with content in the News Feed because it appears amidst text and photos posted by their friends.

- **Select a target audience.** Facebook lets you narrow down your audience based on specific interests, location, age, education, and connections. Use this feature to get the most relevant audience. Don't be too selective, though – you want to make sure you have at least a few thousand people.

- **Double and triple check.** Make sure your spelling, your link, and your image are all correct. A minor typo, broken link, or image error will compromise your credibility.

Submission to Infographic Websites

I've tried to make your job easier by compiling a list of infographic directory sites in the resources section of this guide.

- Visual.ly
- Daily Infographic

- Cool Infographics
- Infographics Archive

- Infographic Journal
- Infographics Showcase

When submitting, include a keyword-rich description. That doesn't mean you should stuff it with keywords; it should still be easy to read. But you want to think about what terms people will search for to find it. And make use of any and all ways they give you to tag, categorize, group, or otherwise label your infographic.

Track Your Results

About a month after your infographic's release, visit Google Analytics to see how successful it was. In addition to the number of visitors and the time spent on your site, look at sources of traffic to get an idea what promotional efforts were most effective. Then do a calculation to determine the cost per visitor or determine how many conversions came as a result, depending on your ultimate goals.

I think the most valuable thing you can do is take the time to learn from your experience. That way, you can make the next one even more successful. And while you're at it, I'd love to hear about your results! Drop me a line and let me know how it went.

Action Steps for Part Four

☐   **Write and post a blog.**

☐   **Share it on your social media.**

☐   **Send an email to your subscribers.**

☐   **Pitch the infographic to other bloggers.**

☐   **Set up a Sponsored Story on Facebook.**

☐   **Submit your infographic to directories.**

☐   **Analyze the results.**

☐   **Brainstorm for your next infographic!**

SUPPLEMENTARY CONTENT

REVIEWS
&
RESOURCES

PIKTOCHART: Forget the Designer - Make Your Own Infographic.

Visit Piktochart.com for more information: Click Here

Pros:

✓ **The control is in your hands**

✓ **Cheaper than hiring a designer**

✓ **Easy to create simple infographics regularly and quickly**

Cons:

✗ **Your design won't be original**

✗ **There's a learning curve**

✗ **Not suited for complicated or very specific ideas**

The Piktochart Interface

Is PiktoChart Right for You?

- **You're comfortable with basic design.** Can you pull together a killer PowerPoint presentation? Do you enjoy messing around with the basics in Photoshop? PiktoChart is user-friendly – absolutely no design skills needed – but if you struggle on similarly simple platforms, this may be more time-consuming than its worth. Still want to give it a go? Stick close to an existing template for the best results.

- **You want to produce infographics regularly.** If you want one killer infographic for long tail results, you may be better off working with a designer. He or she will work with you to find the best way to make your argument or share your findings in a visual and impactful way.

  However, there are many situations where this isn't necessary, and being able to produce a simple but quality infographic trumps originality. For example, maybe you are sharing figures that are updated (and thus outdated) every quarter. Or you just want to add a visual element to your blog that's more shareable and unique than a stock photo.

- **You have a fairly straightforward topic.** If you're covering something that's very complex or very niche, then PiktoChart might not have the theme, icons, or even the functionality that you need. That being said, the program does have a wide range of options.

  You start with a variety of themes, and each theme has various color choices you can change with the click of a button (or you can change the color of specific items individually.) There are a wide range of graphics that you can browse by category or through search. (Plus, you have the option to upload your own images, so if you don't find what you need, you could hire a designer to create just a few icons rather than an entire infographic.) And true to their name, they offer 14 different types of charts.
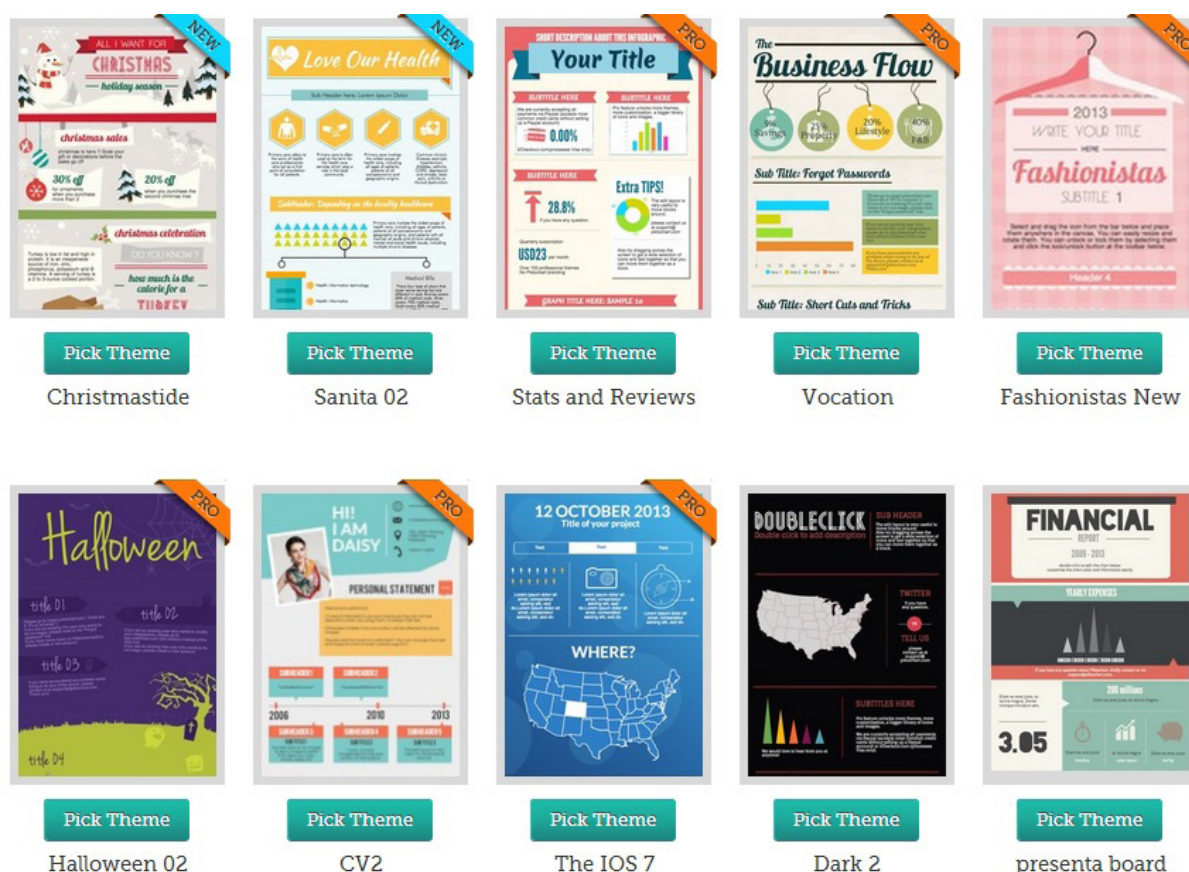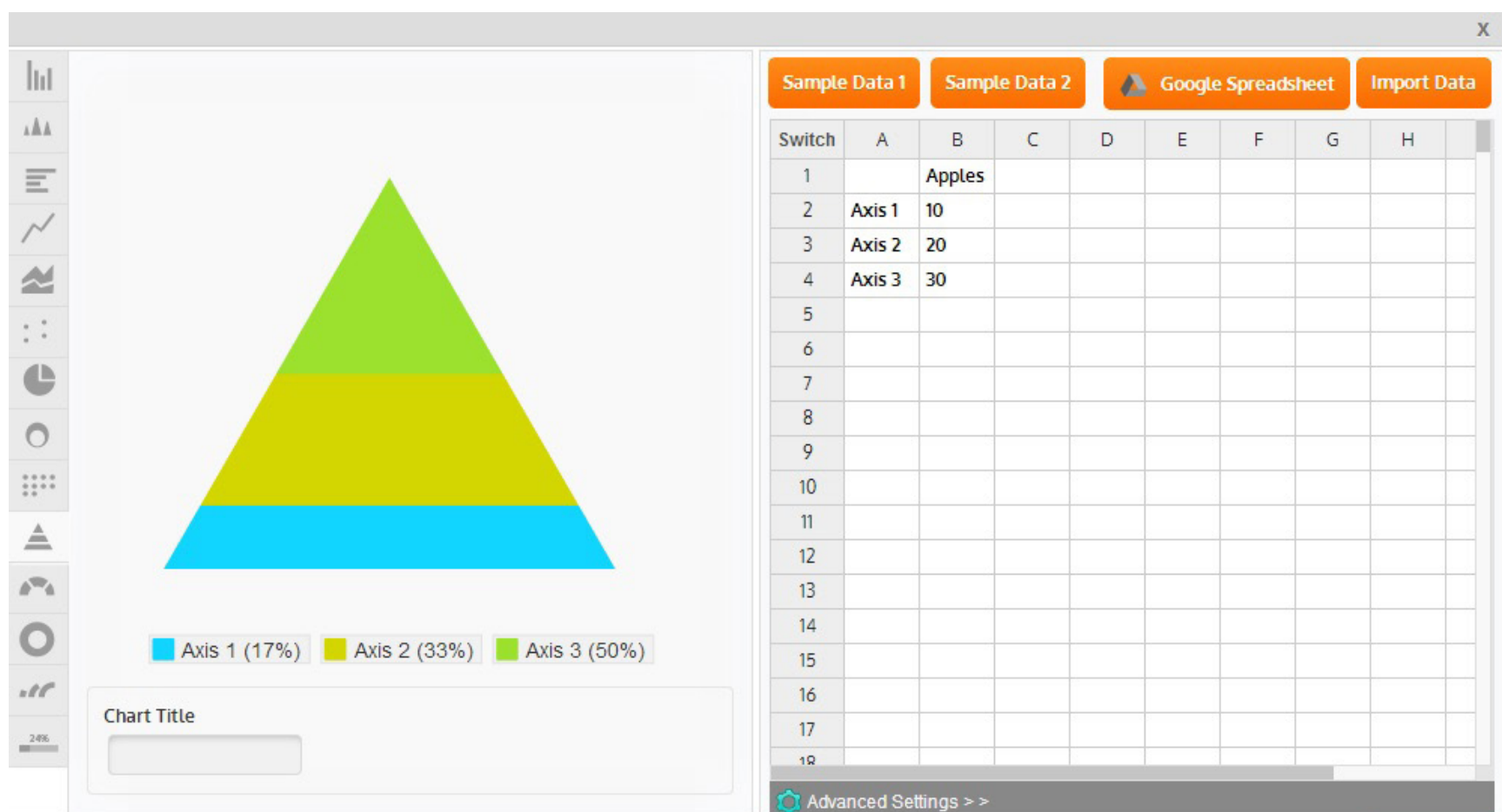
Theme Options   Graphic Options
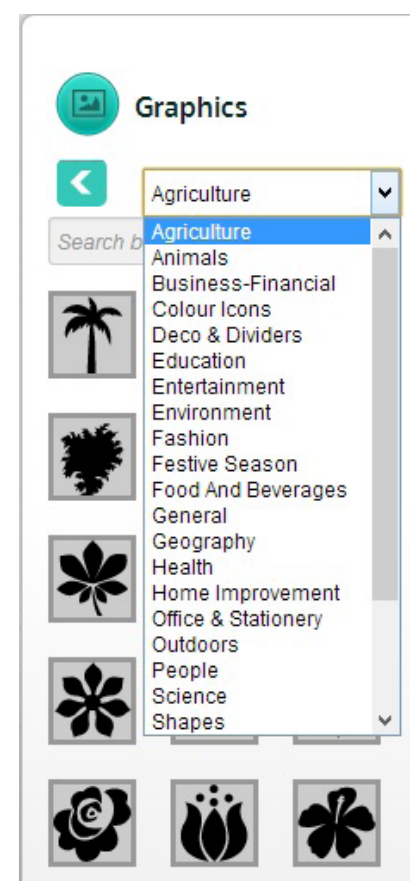
Chart Options

- **You need an infographic now.**
  Working with a designer means some back
  and forth. Even if he or she understands
  what you want right from the get go,
  it takes time to create a design entirely from
  scratch. You'll be waiting for a few days or
  even weeks to get the final product. But
  with PiktoChart, you can literally go from
  idea to final product in 5 to 10 minutes with
  a simple concept. And you can download
  that infographic in pretty much any format
  you can think of, making it easy to share
  immediately.
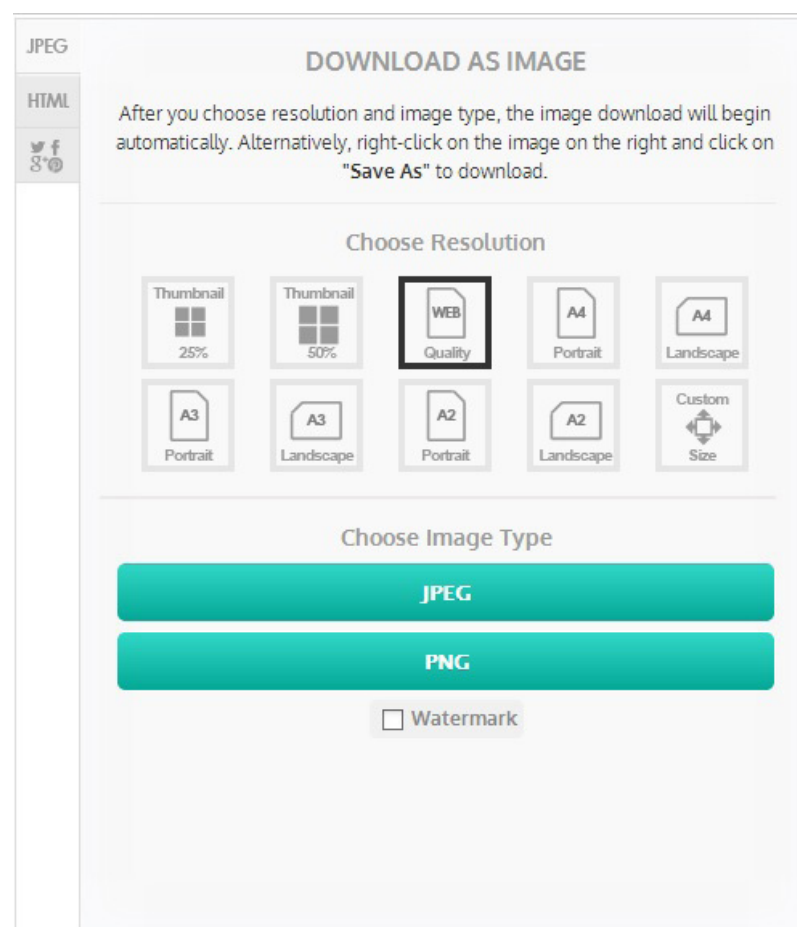
SUBMIT YOUR INFOGRAPHIC

Introduction

Here are 101 websites and directories where you can upload your infographic to increase its exposure. Most are free, but those that charge a fee are noted as well. The process is easy, but can be time-consuming. Consider hiring an outsourced assistant to help.

S. No	URL	Free/Paid	Comments
1	http://www.visual.ly	Free	
2	http://www.dailyinfographic.com	Paid	Infographic submission, cost is $350 USD
3	http://www.coolinfographics.com	Free	Send link thru contact us form.
4	http://www.infographicsarchive.com	Free	Free and paid submission option available - http://www.infographicsarchive.com/infographic-submission-free/
5	http://www.infographicjournal.com	Free	http://infographicjournal.com/submit-infographics/
6	http://www.infographicsshowcase.com	Paid	http://www.infographicsshowcase.com/submit/
7	http://visualoop.tumblr.com	Free	Send email
8	http://www.pinterest.com	Free	URL links allowed
9	http://www.flickr.com	Free	hyperlink allowed
10	http://www.vizualarchive.com	Paid	http://vizualarchive.com/submit-infographic/
11	http://www.onlineinfographics.net	Paid	http://www.onlineinfographics.net/submit/
12	http://www.nfogfx.com	Free	submit@nfogfx.com
13	http://www.iinfographic.com	Free	http://iinfographic.com/submit-brilliance/
14	http://infographicsbin.tumblr.com	Free	http://infographicsbin.tumblr.com/submit
15	http://www.infographicsite.com	Free	http://infographicsite.com/submit-infographic/

S. No	URL	Free/Paid	Comments
16	http://www.submitinfographics.com	Free	http://submitinfographics.com/submit-infographics
17	http://infographr.tumblr.com	Free	http://infographr.tumblr.com/submit
18	http://www.bestinfographics.info	Free	http://www.bestinfographics.info/submit-infographic/
19	http://www.infographicpost.com	Paid	http://www.infographicpost.com/submit-an-infographic
20	http://www.omginfographics.com	Free	http://www.omginfographics.com/submit/
21	http://www.infographixdirectory.com	Free	http://infographixdirectory.com/submit-infographic/
22	http://www.infographicsubmission.com	Free	
23	http://www.infographicfile.com	Free	
24	http://www.nerdgraph.com	Free	http://www.nerdgraph.com/submit-infographic/
25	http://www.wowgraph.com	Free	
26	http://www.treegraphic.com	Free	
27	http://www.cooldailyinfographics.com	Free	
28	http://www.infographipedia.com	Free	http://infographipedia.com/submit-infographic/
29	http://www.visualising.org	Free	
30	http://www.reddit.com/r/infographics/	Free	http://www.reddit.com/r/Infographics/ comments/1dsati/the_nuclear_arms_race/
31	http://www.graphs.net	Free	Upload failed
32	http://www.infographicssubmit.com	Paid	$10
33	http://www.infographiclove.com	Paid	http://www.infographiclove.com/submissions/
34	http://www.pureinfographics.com	Paid	http://www.pureinfographics.com/ submit-your-infographic/
35	http://www.infographicsshowcase.com	Paid	$100
36	http://www.easel.ly	Beta	
37	http://www.ratemyinfographic.com		
38	http://infographicdatabase.com	Free	

S. No	URL	Free/Paid	Comments
39	http://www.scoop.it/t/awesome-infographics/	Free	
40	http://theinfographics.blogspot.com	Free	http://theinfographics.blogspot.in/p/submit-infographic_22.html
41	http://infographic.co.za	Paid	$40 for unlimited submissions in a year
42	http://infographic-police.blogspot.com	Paid	http://infographic-police.blogspot.in/p/submit-infographic.html
43	http://www.good.is/infographics	Free	
44	http://www.flowingdata.com	Paid	http://flowingdata.com/membership/
45	http://www.cheezburger.com	Free	
46	http://www.infosthetics.com	Free	
47	http://www.visualcomplexity.com	Free	
48	http://www.newsilike.in	Free	
49	http://www.infographicsonline.com	Paid	http://infographicsonline.com/submit-infographics/
50	http://www.infographicas.com	Free	http://www.infographicas.com/?page_id=39
51	http://www.styleandflow.com	Free	http://www.styleandflow.com/submit/
52	http://www.loveinfographics.com	Free	
53	http://www.infogr.am		Mainly for creation of info-graphic
54	http://www.columnfivemedia.com		
55	http://www.vizualize.me		Mainly for creation of info-graphic
56	http://www.visualizing.org	Free	
57	http://www.infographicheaven.com	Free	http://www.infographicheaven.com/submit/
58	http://hdinfographics.com/submit-infographic	Free	
59	http://www.itsinfographics.com		
60	http://www.infographicpond.com		
61	http://artsdigitalera.com/submit-infographic/	Free	

S. No	URL	Free/Paid	Comments
62	http://www.infographicszone.com	Free	http://www.infographicszone.com/submit-infographics
63	http://www.infographic-directory.com	Free	http://infographic-directory.com/submit-an-infographic/
64	http://datavisualizations.tumblr.com	Free	
65	http://medicalinfographics.wordpress.com	Free	Accept health related info-graphics only
66	http://www.allinfographics.org	Free	
67	http://www.onlyinfographic.com	Free	
68	http://www.infographicsking.com	Free	
69	http://infographaholic.tumblr.com	Free	http://infographaholic.tumblr.com/submit
70	http://www.thecloudinfographic.com		Accepts IG related to cloud computing only
71	http://www.infographiclist.com		
72	http://www.best-infographics.com		
73	http://www.amazinginfographics.com	Paid	$100 http://www.amazinginfographics.com/submit-infographics/
74	http://www.mediacaffeine.com	Free	
75	http://www.pdviz.com	Free	
76	http://www.infographicreviews.com	Free	http://www.infographicreviews.com/review-my-infographic/
77	http://www.infographicsonly.com	Free	http://www.infographicsonly.com/submit-infographic/
78	http://www.infographicsposters.com	Paid	$20
79	http://www.dailystatistic.com	Free	
80	http://www.discoverinfographics.com	Paid	$30
81	http://www.example-infographics.com	Free	http://www.example-infographics.com/contact/
82	http://www.infographicland.com	Free	

S. No	URL	Free/Paid	Comments
83	http://www.infographicsmaze.com	Paid	$50
84	http://www.latestinfographics.com	Free	http://latestinfographics.com/submit-infographics/
85	http://www.aceinfographics.com	Paid	$5
86	http://www.datagraphie.com	Free	
87	http://www.infographicpins.com	Free	
88	http://www.infographic-police.blogspot.com	Paid	
89	http://www.infographicsamples.com	Free	
90	http://www.infographicscentral.com	Free	
91	http://www.muchmost.com	Free	Embed code required
92	http://www.datavisualizations.tumblr.com	Free	
94	http://www.infographicimages.com	Free	
95	http://www.infographicspark.com	Free	
96	http://www.infographichub.com		email send editor@infographichub.com
97	http://www.infographicsinspiration.com	Paid	$100
98	http://www.infographic.co.za	Paid	$40/per year
99	http://www.info-graphic.co.uk	Free	embed code
100	http://www.infographicgallery.co.uk	Free	embed code
101	http://www.reddit.com		http://www.reddit.com/r/infographics
102	http://www.picographic.tumblr.com	Free	http://picographic.tumblr.com/submit

USE FACEBOOK SPONSORED STORIES TO PROMOTE YOUR INFOGRAPHIC

Have you ever been scrolling through your Facebook News Feed and seen that one of your friends has "Liked" a page, claimed an offer from a company that they liked, or checked in at a specific location? If you've used Facebook even only occasionally, the answer is probably yes.

These updates all stem from Sponsored Stories, meaning that a company can pay to have their name or image highlighted when a Facebook user interacts with their brand. For example, if your aunt clicks the "Like" button on Starbuck's Facebook page, this activity will show up in her friends' News Feeds, in between other status updates.

That's all well and good if you have a specific brand name that you want to promote (especially if it's already a fairly well-established brand), but how does this apply to infographics?

Well, you can create a similar ad that allows people to click through to your infographic. Since Facebook allows you to decide who you want to see the ad, you can better target people who might be the most interested making it more effective than more general forms of marketing.

Here's a step-by-step guide to use Facebook sponsored stories to promote your infographic.

Step 1: Log in to your Facebook account and go to the Ads Create Tool.

You can search for this tool or just enter the URL: https://www.facebook.com/ads/create/.

Advertise on Facebook

What do you want to advertise?   Help: What do you want to advertise?

Choose a Facebook destination or enter a URL: `http://www.tomfanelli.com/10-ways-share-infographic` [×] [?]

Search
🌐 **http://www.tomfanelli.com/10-ways-share-infographic/**
Enter an external URL or a Facebook URL.

👤 **Search by Destination ID**
Enter an ID to load a Page, an app, an event, etc.

Getting Started

Choose what you want to advertise by typing something into the destination box or clicking on anything in the list below.

- URLs, ex: nytimes.com
- Pages
- Places
- Applications
- Events

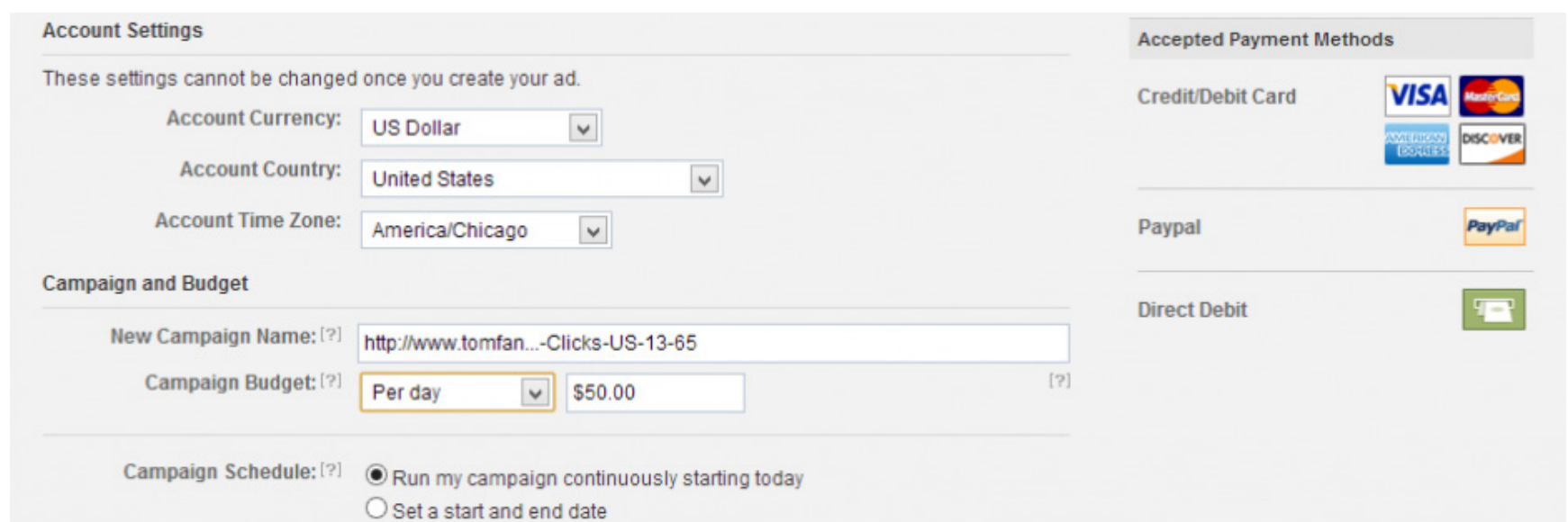## Step 2: Input the URL for the infographic you want to promote.

If you've already posted your infographic to your website, you should be able to directly copy and paste its URL.

Step 3: Choose CPM or CPC.

CPM is cost per thousand impressions (page views) while CPC is cost per click, and since you want people to click through to your infographic, CPC makes the most sense.

Step 3: Set a budget.

Facebook will let you set a budget per day or per the lifetime of the sponsored story, so figure out your budget based on your goals. Your ad will be placed based on the budget and period of time that you enter. You can select optimized bidding to automatically help you achieve the goals you set, or you can select 'Advanced Settings' to have more control.

Setting A Budget

Step 5: Write the text for your ad.

Your audience is only going to see a small thumbnail of your infographic or the graphic you choose to display and a brief text description, so you need to make sure that the text is compelling if you want viewers to click through to see the full infographic. Consider asking a question that your infographic will answer, and be sure that your text is clear—viewers should know exactly where they'll go when they click.

What do you want to advertise?   Help: What do you want to advertise?

Choose a Facebook destination or enter a URL: http://www.tomfanelli.com/10-ways-share-infographic/ [?]

10 Ways To Share Your
http://www.tomfanelli.com/10-ways-share-infographic/
Alright, you've created an eye-catching infographic with some great, relevant data

Headline: [?] Share Your Infographic — 3 characters left

Text: [?] Learn 10 ways to get your infographic out to a larger audience. — 27 characters left

Image: [?] Recommended Image Size: 292 pixels x 154 pixels
Upload Image
Browse Library

Related Page: [?] ✓ Show social activity about Share Your Infographic next to my ad

Writing A Description

Step 6: Include an image.

This is that thumbnail of your infographic that I was talking about in the last step. In many cases, a thumbnail won't look very good since it will make all the data and graphics small and hard to read. Consider just taking the title if it's attractive, one of the more compelling sections of the infographic, or even creating a custom graphic that encourages people to click through. The recommended size is 1200 pixels by 627 pixels. But you at least want to use an image over 600 pixels by 225 pixels to ensure that it appears in the newer, larger format on Facebook. Otherwise, it will appear in the older, less attractive format.
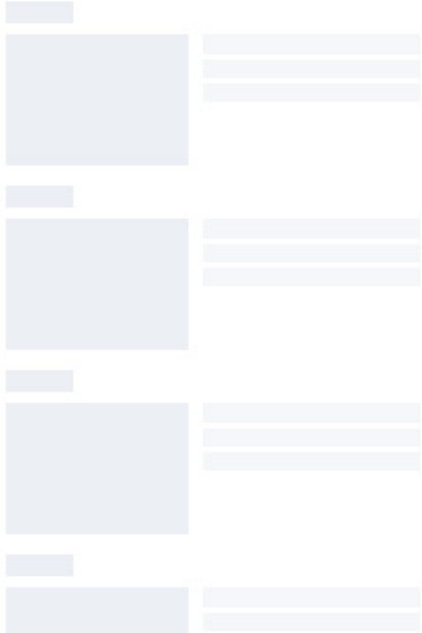
Step 7: Consider multiple images.

Not sure what graphic is best? You can include several. Multiple ads are generated under one campaign, so your budget goes toward the image that's performing best. Facebook allows you to include up to 6 images.

Step 8: Choose your ad placement.

You can either have the ad for your infographic placed in the News Feed, the right column, or both. The advantage of having your ad placed in the News Feed is that people are more likely to engage with your content because it's appearing amidst text and photos posted by their friends, which they are likely already engaging with through pressing the Like button or posting comments.

Choosing Ad Placement

Step 9: Select a target audience.

Facebook lets you narrow down your audience based on specific interests, so use keywords related to your infographic to make sure that the people who are most interested in the subject will see it. You can also narrow down your audience based on location (so, for example, if your infographic is most relevant to people living in Austin, TX, you can target your ad towards people in that city). To get even more specific, you can narrow down your audience based on age, education, and connections.

Step 10: Make sure your target audience is large enough.

As you narrow down your audience based on the above factors, an estimate of your audience size will appear on the right. You want to make sure you have at least a few thousand people.

Create Your Audience   Help: Choose Your Audience

Based on the content of your website, Facebook recommends the following suggestions for targeting the people who matter to you.

Precise Interests: [?]   #Infographic ×

Location: [?]   United States ×   Audience
○ Country   34,000 people
○ State/Province
○ City   Suggested Bid
○ Zip Code $0.42–$0.83 USD

Show More Targeting Options

Targeting Your Audience

Step 11: Double and triple check.

Make sure spelling, your link, and your image are all correct. A minor typo, broken link, or image error will compromise your credibility, and you want to make sure you're getting your money's worth out of your ad by making it look as good as possible.

By choosing the right target audience and having compelling text and images, you can use the Facebook Create Ads tool to dramatically increase the number of views for your infographic. The Sponsored Stories feature is also a great way to get people to share it with their friends.

Aknowledgements

Looking back over the last 15 years I can connect the dots between specific individuals that led me to this very place in life. It's amazing how seemingly insignificant relationships blossomed to have a profound impact on the shape of my career and personal life.

Because of those pivotal moments, today I have the privilege of working with an amazing team of online marketers. There is a Bible verse that says, "Iron sharpens iron, you sharpen each other." There's nothing that refines your thinking the way other people do. You can read all the theory you want, but working with gifted people is what really refines your methodologies. I consider it an absolute honor to be surrounded with people that are as passionate about on-line marketing as I am.

I would not be the person I am today without my family, who truly support, sustain, and shape me. You can succeed in business and build large amounts of wealth, but if you fail at home, you have failed in life. Nothing is more important than family.

Lastly, I want to thank those of you who read this book. One of my biggest motivators is teaching others. There is a special joy when the light bulb goes on for someone. Remember, this world of Internet marketing changes rapidly. What you can leverage today may be worthless in six months. Continue to read, test new ideas, and learn, and if you feel inclined, share your findings with the world. Don't keep them all to yourself – remember, we are each others' best teachers!

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