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Yes, Infographics Still Work!

Getting the most out of infographics

Duy Vu - @duyvuduyvu

The leading industry event by digital marketers for digital marketers

Assurant

- Global company with a presence in NA, SA, Europe, and Asia
- Insurance, warranties, and service contracts
- Focused on consumer lifestyle and housing segments
- 50+ digital properties



ASSURANT®

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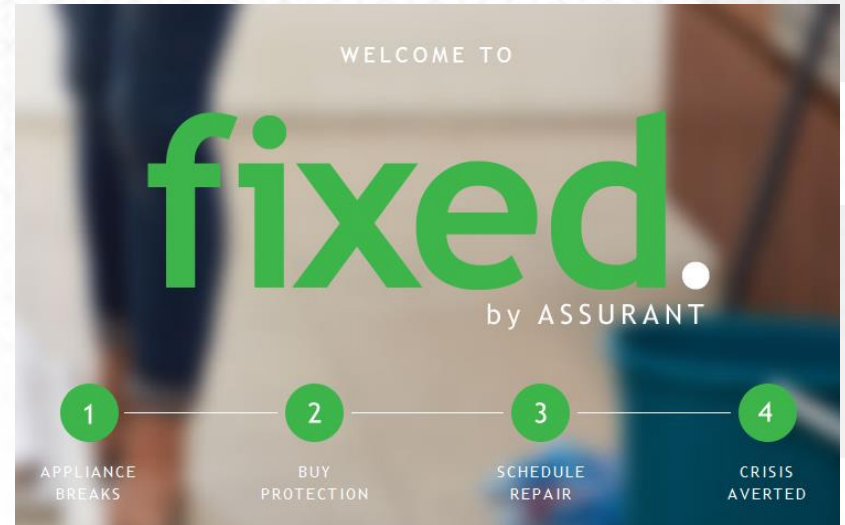
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Fixed By Assurant

- B2C Appliance Repair Service + Warranty Provider
- Launched in January 2015
- Small Content/SEO budget



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Problem

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Link Building on a Small Budget

Infographics

- Google emphasizes content.
- Potential for high user engagement & backlink generation
- Most bang for the buck

Campaign

- 6 infographics over 6 month period



Development

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What Makes a Good Infographic?

Data

- Is the information useful or interesting to the target audience?

Visual

- Is it visually appealing? Is it easy to look at? Does it flow well?

Narrative

- Does it tell a compelling story? Does it evoke a response?



Outreach

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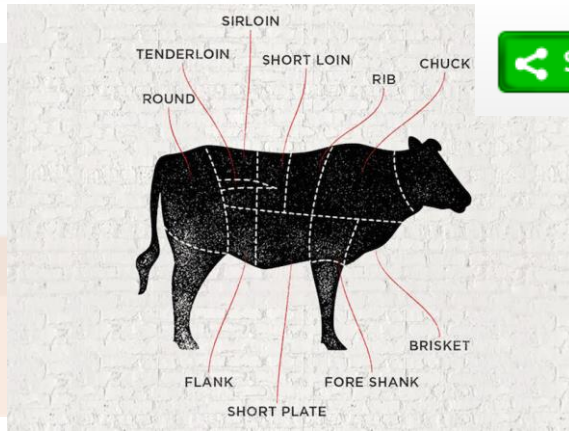


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Earned Media

Find communities where users will find your content useful & informative

- Create content for specific communities that is related to your product.
- /r/steak – 16K subscribers
- /r/cookingforbeginners – 22K subscribers



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Co-Branding

Leverage the userbase and network of another brand

- Offer to do the heavy lifting in order to get more exposure



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PR: Public Relations

Utilize a PR agency or internal PR team

- They often have great relationships & can get your content published, especially if it's a great infographic.

THE INC. LIFE

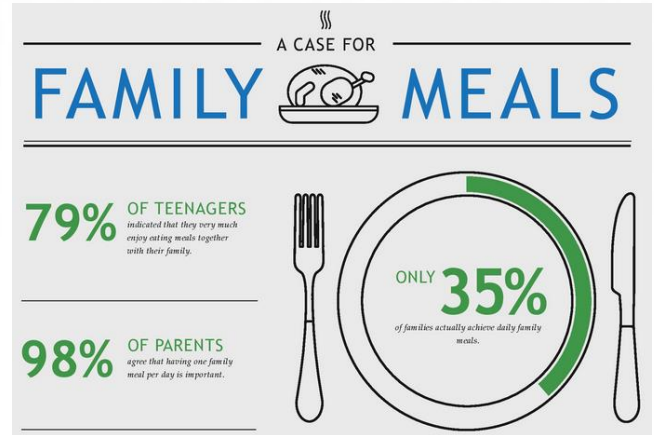
5 Ideas for Better Work and Better Life

We want it all, don't we? A great family, great friends, great memories. And at the same time, we also want a rewarding career. Here's how to make it happen.



716 SHARES

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Results

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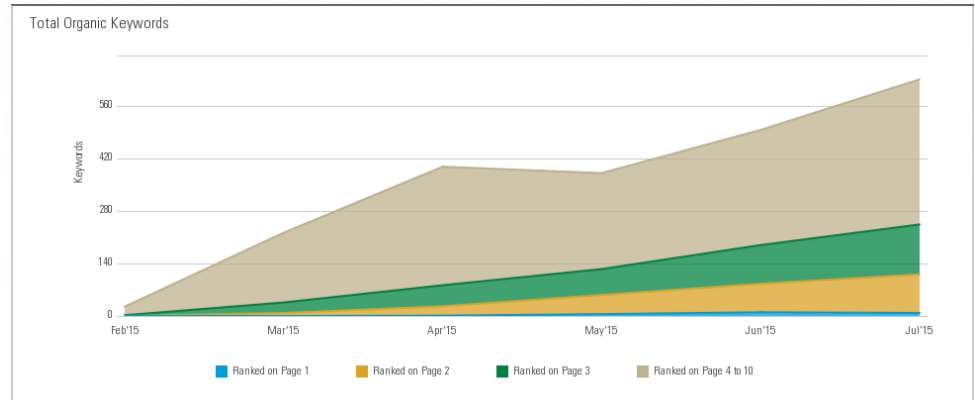
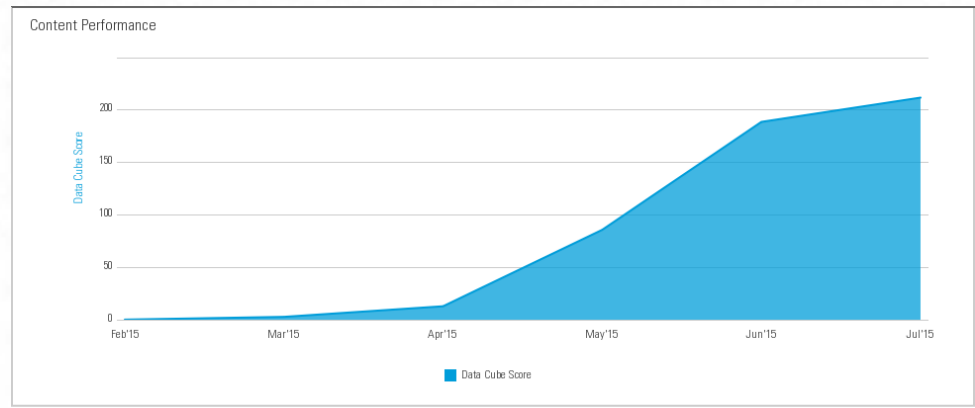
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Results

- Content Performance – Data Cube Score grew from 5 to 210 in same time span
- Total keyword rankings rose from 30 to 620 (240 in top 3 pages) in six months



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Practical Takeaways

Make sure your infographic game is on fleek

- Relevant, informative data
- Great visualization
- Compelling narrative

Outreach

- Earned Media
- Co-branding
- PR

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