7 ESSENTIAL THINGS

YOU NEED TO KNOW ABOUT USING INFOGRAPHICS!

contentbox

MARKETING MADE EASY

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INTRODUCTION

With an increasing bombardment of online and written information we experience daily, marketers must change their Content strategies in order to be seen and heard amid many competing messages.

With so many posts, social media content and messages competing for attention, how can you be sure your content is cutting through?

Research shows that if your text content is too long and with no visual appeal to your audience, your message is more likely to be ignored.

MARKETING EFFECTIVELY TO SHORT ATTENTION SPANS

Did you know that the average human being has a shorter attention span than a goldfish (8 seconds for humans, 9 seconds for goldfish - according to a study by Microsoft)?

Given the massive volumes of traffic in this digital era, it is hardly surprising. Why? Because humans are wired to respond more positively to engaging visuals, these get far more opens and shares than traditional text-based content. Also, because many online users today feel if the content is text heavy, most will not take the time to read it.

CHOOSING THE RIGHT INFOGRAPHIC FOR YOUR TOPIC

It is important to bear in mind that your infographic should never be just a thinly veiled advertisement for your business. You should always aim to address a contentious issue or a hot topic in your industry that will encourage sharing.

You can readily find topics that people will love to see in a stunning infographic, by using resources such as Google Trends, Twitter hashtags, and numerous RSS aggregators.

> **Different types of infographics utilise several visual elements to present information, and so, you need to choose elements that best suit the information you wish to convey.**

Infographics can be the saving grace of small brands in content marketing. However, while anyone can pay to commission an infographic, there are certain factors you need to consider if you want your infographic to become a viral success!

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Timelines

WHEN TO USE TIMELINE INFOGRAPHICS

A visual timeline is a great way to showcase a lot of information in a more engaging way.

If the story you want to tell involves multiple events or changes over time, a timeline infographic which follows a single flow is far easier from a reader's perspective to understand. This is especially useful for historical events.

Using infographics to show a historical event is nothing new, in fact, did you know that the first recorded historical infographics date back as early as 25,000 years in the Serra Da Capivara caves of Mexico?

It is important to avoid confusing the audience, so when using a timeline to map a historical event, try to keep the time frames consistent.

For example, if you marked the first event to have occurred in the year 1990, then you should avoid, where possible, using a different measure of time (such as months, or days) for other events.

The exception might be when demonstrating historical periods in time, such as the pre-historic era or the ice age, with varying periods of time measurement embedded within each of these periods.

> **TIP:** When representing many time sequenced events keep the concept simple formatting consistent.

Our following Miwatj Aboriginal Corporation example is such an example.

OUR HISTORY

An unprecedented DNA study has found evidence of a single human migration out of Africa which confirmed that Aboriginal Australians are the world's oldest civilization.

Researchers say, in the case of indigenous Australian ancestral groups, this migration occurred approximately 58,000 years ago—as they ventured eastward to our region.

17th Century

The first 'non-Aboriginal people' to arrive in East Arnhem Land were Macassan traders from Sulawesi. Yolŋu traded sea cucumber over centuries and gained steel for spearheads, skills for building canoes, and a knowledge of a wider world. Clusters of huge tamarind trees, planted by the Macassans, fringe the East Arnhem coastline.

Pre-World War 2

Yolŋu had already encountered white missionaries, Japanese pearlers and mounted policemen, however, Dr Donald Thomson was the first white man to really engage with them. In 1933 he was sent by the Commonwealth Government to negotiate a settlement of Yolŋu fatally spearing Japanese fishermen and a policeman sent to investigate.

Post World War 2

Donald Thomson's report to the Commonwealth Government had recommended that Arnhem Land be an Aboriginal reserve, and this came about in 1949. Although buffalo shooters and the odd 'frontier misfit' ventured there, East Arnhem Land was a quiet place and Aboriginal people were still in control of most of it.

Mining Gove 1962

Yolŋu noticed white men walking around putting painted sticks in the ground. They were mapping to mine one of the world's largest deposits of high-grade bauxite. So started the most intense period of non-Aboriginal activity in the region. The mission headquarters had agreed to the Commonwealth Government allowing a mining company to explore without discussing with the Yolŋu or the local mission station at Yirrkala.

Bark Petition 1963

The local missionary at Yirrkala and Yolŋu protested about this. In 1963, leaders of all the Yolŋu clans signed a Bark Petition and sent it to the Commonwealth Parliament. Yolŋu then launched a case in the Supreme Court, without success.

Early 1900s

Missionaries made long term settlements in Roper River in 1908, then in 1916 on the island of Miliŋimbi, then Galiwin'ku in 1922 and Yirrkala in 1934. At Galiwin'ku in 1965, missionaries completed the first proper health facility with 2 x 6-bedoom wards, a labour room, and kitchen facilities.

World War 2

Allied Air Force bases were established across Arnhem Land with Gove Peninsula key to defending northern Australia. Three squadrons were based there, and a flying boat base at Drimmie Head. Yolŋu had an active role in a Reconnaissance Unit led by Donald Thomson to monitor the coast for Japanese intrusions.

Early 1960s

On Groote Eylandt, a large amount of manganese was confirmed on land over which the Church Missionary Society (CMS) had some say. CMS used this leverage to eventually negotiate a financial return to Aboriginal people from the mining project.

Aboriginal Homeland Movement

The loss of the Gove Land Rights case to the Yolŋu and their supporters, was clearly an injustice. The Yolŋu walked out of the missions to settle back on their own clan land in small family groups. The centralisation which had begun with the mission stations started to reverse, and the Aboriginal homelands movement was borne. Today, these small homeland centres persist right around the region.

Aboriginal Land Rights ACT 1976

Eventually, the proposed Aboriginal Land Rights (NT) Act 1976 (the LRA) came into force. Under the LRA, all of Arnhem Land was immediately designated Aboriginal-owned land, with landowners having the right to say yes or no to land-use and development projects. Aboriginal people in Arnhem Land did now control their land – except the mining leases at Gove.

Miwatj Health Aboriginal Corporation

Prior to Miwatj Health, there was almost no primary healthcare provision by doctors in the bushland of East Arnhem Land. The enduring mission of Miwatj, as first conceived in the early Constitution of Miwatj, remains: "to provide resources and support to Yolŋu people to enable them to assume control over the delivery of health services to the people of the Miwatj region."

Data Visualisations

WHEN TO USE DATA VISUALISATION INFOGRAPHICS

This type of infographic is quite flexible, with multiple variations you can choose from bar graphs to pie charts. Or you can use a combination of these, especially when covering data-rich studies.
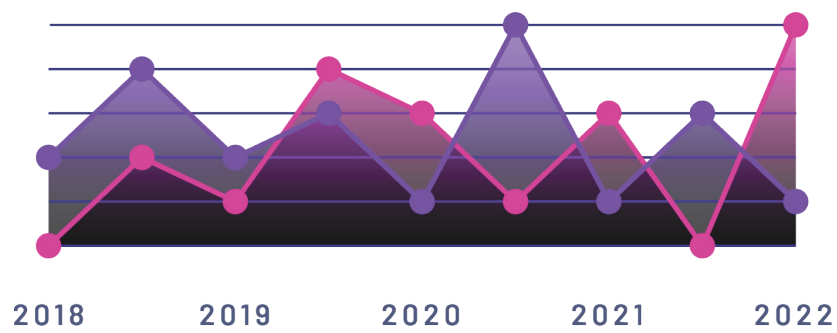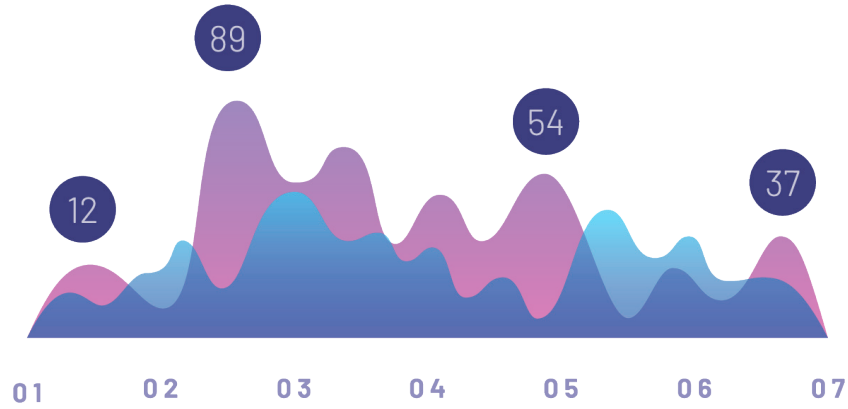
This is a popular choice of infographic to use when visually representing complex data. Through data visualisation, complex or dense information can be shared with your audience faster and more effectively. These infographics also make it easier for the audience to interpret, understand trends and remember the information.

However, data visualisation can be tricky since trending, statistics and other information can be presented in multiple ways. The key is to determine the best visualisation that will get your point across.

Choosing the wrong kind of representation will confuse your audience and cause frustration. It also risks conveying the wrong information. The key here it to let the audience see the message, not think about how to read and interpret the message.

TIP: **Choose the right kind of data visualisation format for the information you want conveyed.**

Here are some examples of data visualisations:

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89

54

37

12

01   02   03   04   05   06   07

2018   2019   2020   2021   2022

170   276   223

58   47   62

34   21

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Informational

An informational infographic is commonly used when you want an audience to know about a certain topic or concept.

Often it is divided into sections with descriptive headers. Numbering or naming each section will help your infographic design flow. Usually, people tend to like infographics that are defined by numbers, headings and sections.

You don't have to follow a chronological order however, you do need to represent the information in a logical sequence that will make sense to the reader. Depending upon the information these layouts can be linear, vertical or circular. Your audience will expect a logical representation of the information.

WHEN TO USE INFORMATIONAL INFOGRAPHICS

Informational infographics are appropriate to use when you want to clearly communicate a new or specialised concept, or to give an overview of a topic.

When using informational infographics, it is best to use these practices:

1. Provide each section with a descriptive header so the information is clear.
2. Number your sections to help the information flow.
3. Alternate between different colours, types of visuals and directions to keep your readers engaged.
4. Illustrate concepts using icons and images.
5. Use white space to break up the amount of information being conveyed.

TIP: **When designing and planning a sequence remember to go left to right, up and down or clockwise, as this will make more sense to the audience.**

See our following examples of informational infographics:

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We ensure you have an experience that delivers value

We apply disciplined processes that achieve tangible outcomes

DESTINATION

Market Definition

↔

Plan Formulation

↔

Plan Execution

DIRECTION

Revenue Growth

↔

Margin Growth

↔

Cost Reduction

DEPARTURE

Exit Planning

↔

Transfer Planning

↔

Value Extraction

Your Marketing Community
All-in-One Place

Chocolate Gourmet and Gifts

Design and Trademarks

Website

SEO

Photography and Video

Content Creation

Printing Services

Promotional Products

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TELLING YOUR STORIES

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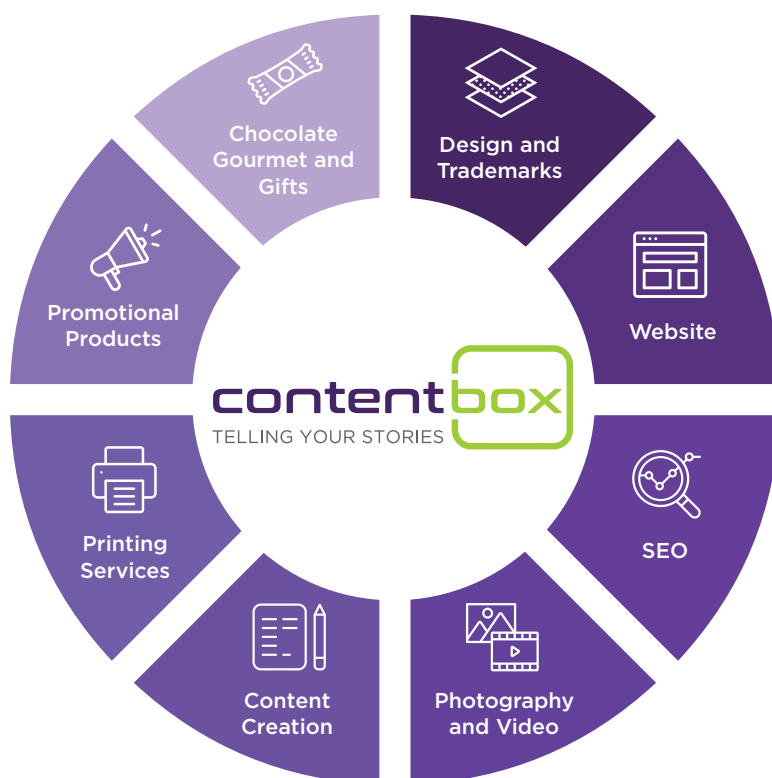
TRANSFORMATIONAL TECHNOLOGY FOR SUSTAINABLE SUPPLY CHAINS

More than
90%
of the world's trade is shipped in containers

=$12 TRILLION

CONTAINERS
30M GLOBALLY
8M AUSTRALIA

GLOBALLY
800M port movements
50k ships

AUSTRALIA
A$220B exports
A$210B imports
>400M tons of cargo

SUPPLY CHAIN COMPLEXITIES ARE MAGNIFIED WITH INCREASED VOLUME

30%
dangerous goods
mislabelled

30%
food spoiled
in transit

3.3%
globally traded goods
are counterfeit ($509B)

$500M
cost of ship
fires annually

<5%
containers
inspected

KEY CHALLENGES IN SUPPLY CHAINS

Product spoilage
and loss

Supply chain inefficiencies:
paper documentation,
inspections, cargo handling

Cyber and
physical security

Guaranteed
product integrity
& assurance

Visibility of shipment
journey (transit
points, delays)

TECHNOLOGY THAT UNDERPINS A TRANSPARENT AND SECURE GLOBAL SUPPLY CHAIN

Secure and accurately track your cargo in transit, with insights into location, and the environment inside the shipping container.

Brilliant Seal
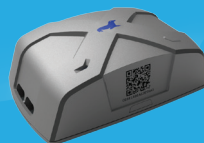
IoT Sensors

Data Exchange Platform

Measurable
improvement in supply
chain security

Increased efficiency
with lower costs
+ volume growth

Quantify and
substantiate your supply
chain's sustainability

Improved effectiveness
of customs, border
and bio-security

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Processes and Steps

A process is quite similar to a timeline. They both follow a single flow and are typically accompanied with directional cues like arrows and numbers.

There is however, a key difference between the two infographics. Unlike timelines, processes infographics do not depend on the progression of time. They only focus on the actual events and the relationship between the events, rather than when they occur.

WHEN TO USE PROCESS INFOGRAPHICS

Although explainer and animated videos do a similar job to process infographics, the latter are more affordable to develop, accessible and easier to share. Infographics that focus on the 'how-to' of a process can better relay instruction than long-form text.

TIP: Make sure you show the concept and relationship between events such as before and after.

See our examples of processes and steps infographics below and on the next pages.

STRATEGIC PLAN SUMMARY

WHAT DOES **THE CYBER STEPS PROGRAM COVER?**

CYBERWORQS

1 MANAGEMENT ENGAGEMENT
Identify the operational risks and support the organisation in its journey to achieve a cyber security culture.

2 SCOPING & GAP ANALYSIS
Identify risks and the gaps between current capabilities against those in an effective ISMS.

3 PEOPLE RISK
Define responsibilities of employees in supporting an effective ISMS, and implement a cyber security awareness training program.

4 ASSET MANAGEMENT
Create and implement policies and procedures for asset management, data management and IT security.

5 FINANCIAL RISK
Develop effective management of financial risk through the creation of call back and segregation of duty processes.

6 LEGAL & COMPLIANCE
Identify, collate and document your regulatory and contractual requirements.

7 SUPPLY CHAIN RISK
Implement an effective vendor management system to ensure they meet your cyber security requirements.

8 SYSTEMS & OPERATIONS SECURITY
Build and operationalise an Access Control Policy and Security Procedures.

9 INCIDENT RESPONSE PLANNING AND BUSINESS CONTINUITY PLANNING
Create plans and procedures that set the company up for effective management of an incident and business continuity.

10 TESTING/MONITOR/CONTINUOUS IMPROVEMENT
Maintain, test and improve the ISMS to ensure it remains effective as the organisation grow.

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We assess and understand YOUR needs

Armed with a brief outlining your budget, objectives and requirements, we create a property search strategy that best meets your needs.

1

We source, shortlist, and inspect

Our exceptional local knowledge means we're well-placed to access and assess all property options for your consideration. We shortlist and inspect properties to deliver the results you need.

2

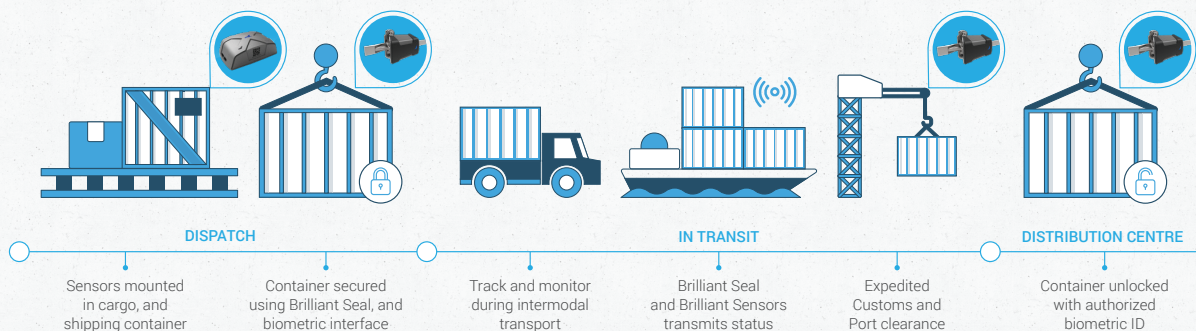## We conduct thorough due diligence on every property

Knowledge is power. We drill down into the details so you have all information you need to make a well-informed decision and buy with confidence. For commercial property, we understand the added complexities. We uncover all the critical information you need, reviewing potential and future land uses and completing detailed tenancy, income and yield analyses.

3

We negotiate and handle all aspects of the closing process on YOUR behalf

The purchasing process can be complex, time-consuming and overwhelming. We're primed to negotiate a favourable price and terms while managing and coordinating all the arrangements, whether at auction, private treaty or via expressions of interest (EOI).

4

INSIGHTS FROM DISPATCH TO CUSTOMER DISTRIBUTION CENTRE

DISPATCH

Sensors mounted in cargo, and shipping container

Container secured using Brilliant Seal, and biometric interface

IN TRANSIT

Track and monitor during intermodal transport

Brilliant Seal and Brilliant Sensors transmits status

Expedited Customs and Port clearance

DISTRIBUTION CENTRE

Container unlocked with authorized biometric ID

Comparisons

While some comparisons can be done via simple data visualisations, it's better to create an infographic that draws further distinctions and garnishes more reader engagement.

Besides, rather than using a single visualisation infographic to compare, by doing a comparison infographic you can utilise different elements, such as charts, tables and Venn diagrams. This enables you to perform comparisons in a more creative and engaging way.

Here is an example of a comparison infographic:

WHEN TO USE COMPARISON INFOGRAPHICS

This infographic is useful when you want to compare two or more items. You can include as much information as you want, subject to the items belonging to one of the groups being compared.

Since there is no limit to the number of items you can cover, other than not making it too complex, you can effectively use comparison infographics for buyer's guides to help your audience compare multiple products all within one easy to grab view.

TIP: Don't make your comparison list exhaustive, group concepts together in a logical format, then show the comparison.

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Lists

Whether you are writing an article or creating an infographic, organising your information in a list will always improve the informational experience of your audience. Lists also make it much easier to skim content, which is useful for viewers who need to absorb essential information quickly.

Unlike process and timeline infographics, the items in a list infographic do not generally follow a specific order. The exception to this is when presenting a 'Top 10, 20 or more' list, which needs items to be arranged on a specific ranking criterion.

Regardless, for clear understanding by an audience, every item on a list must collectively form a cohesive thought or relate to a single topic.

WHEN TO USE LIST INFOGRAPHICS

List infographics have numerous purposes such as enumerating quick tips, sequential steps and top lists. It is the simplest format for any type of content and is easily identifiable by readers.

TIP: Don't use too many colours or icons as this can be a distraction.

See our examples of list infographics on the next page.

TYPES OF NOMINATIONS
WAYS TO SAY THANK YOU

| PEER TO PEER | LEADER TO INDIVIDUAL | INDIVIDUAL TO LEADER | INDIVIDUAL TO TEAM | TEAM TO TEAM | LEADER TO TEAM |

HOW TO SHOW YOUR APPRECIATION & GRATITUDE

STEP 1

Identify someone or a team that you have been able to Catch at Their Best at Nuix

STEP 2

Determine which value your nomination belongs to.

STEP 3

Complete nomination form.

Nominate Now

*One nomination per task or activity.
*You must have worked with the person or team directly.

WHERE CAN WE HELP?

We help organisations develop solutions to mitigate the risk of cyber incidents by:

1 Identifying information security gaps and risks from an operational point of view

2 Developing and implementing an information security management framework

3 Educating and training staff in cyber security awareness and incident response plans

4 Managing third party vendor risk

5 Implementing cyber policies and processes

The benefits of engaging CyberWorqs are:

Outsourcing is more cost effective than having to employ full time resources

Access to a wider range of cyber risk and security experts

Consistency and continuity in cyber risk management

Creation of a cyber security culture through education

Impartiality enables us to undertake staff security breaches objectively

Global Supply Chain Monitoring and Visibility

Brilliant Seal and Brilliant Sensors provide in-transit analytics, and end-to-end supply chain tracking and monitoring. This data allows you to protect the quality, security, and value of your product.

BRILLIANT SEAL

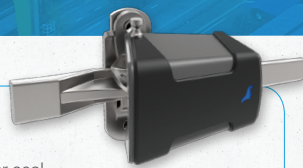Brilliant Seal is the world's first biometrically secured shipping container seal.

Robust tamper-evidence

Biometric authentication

Reusable, and trackable: sustainable security

IOT SENSORS

Field-proven Bluetooth Low Energy sensors to detect and track changes in the cargo and container's ambient environment.

Installed inside the container

Monitors temperature, humidity, luminosity, and shock

Provide proactive alerts

Maps

Map infographics are exactly what they sound like. They make it easy to share easy to understand information tied to geological locations and the relationships between them. The visual elements range from heatmaps, colour codes, icons, geographical features, weather data, distance and lots more.

Maps often also incorporate a key which in itself is also another form of presenting information and data in a more engaging way.

WHEN TO USE MAP INFOGRAPHICS

Map infographics are excellent when it comes to presenting geological, environmental, topographical, statistics, survey results, and other population demographic data.

The good news is you do not have to conduct your own data gathering for this, as there are plenty of publicised studies, surveys and tools you can use to create something unique.

TIP: Don't make the map overly complicated by trying to show too much.

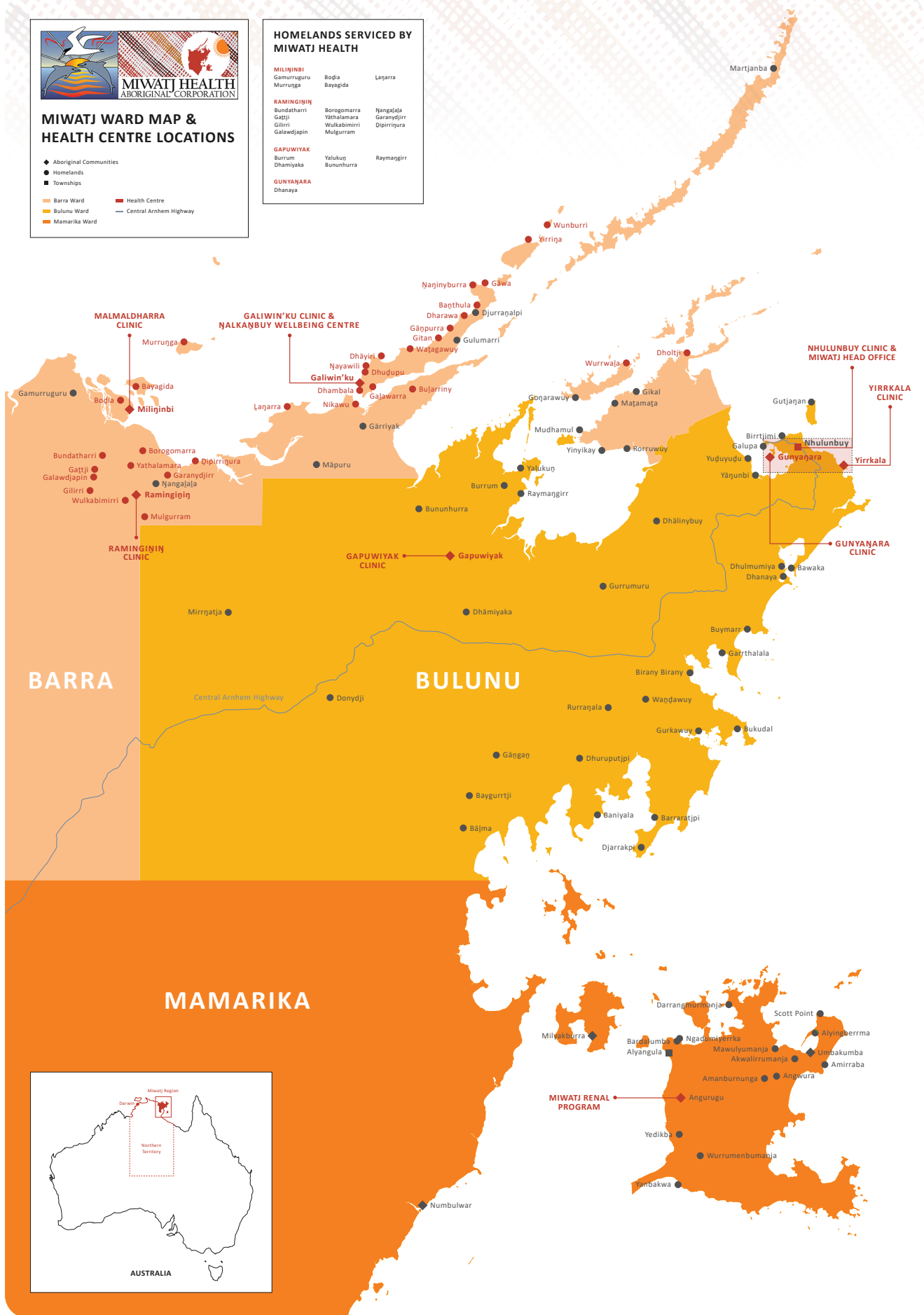See our example of a regional map on the next page.

MIWATJ WARD MAP & HEALTH CENTRE LOCATIONS

MIWATJ HEALTH
ABORIGINAL CORPORATION

- ◆ Aboriginal Communities
- ● Homelands
- ■ Townships

- Barra Ward
- Bulunu Ward
- Mamarika Ward
- ■ Health Centre
- Central Arnhem Highway

HOMELANDS SERVICED BY MIWATJ HEALTH

MILIŊINBI
Gamurruguru
Murruŋga
Boḏia
Bayagida
Ḻaŋarra

RAMINGIŊIŊ
Bundatharri
Gaṯji
Giḻirri
Galawdjapin
Borogomarra
Yäthalamara
Wulkabimirri
Mulgurram
Ŋaŋalaḻa
Garaŋydjirr
Ḏipirriŋura

GAPUWIYAK
Burrum
Dhamiyaka
Yalukuŋ
Bununhurra
Raymaŋgirr

GUNYAŊARA
Dhanaya

Martjanba

MALMALDHARRA CLINIC
Murruŋga

GALIWIN'KU CLINIC & ŊALKAŊBUY WELLBEING CENTRE

NHULUNBUY CLINIC & MIWATJ HEAD OFFICE

YIRRKALA CLINIC

Wunburri
Yirriŋa

Naŋinyburra
Gäwa

Baŋthula
Dharawa
Djurraŋalpi

Gäŋpurra
Gitan
Gulumarri
Waṯagawuy

Bayagida
Boḏia
◆ Miliŋinbi

Gamurruguru
Dhäyiri
Ṉayawili
Dhuḏupu
Dhambala
Galawarra
Buḻarriny
Ḻaŋarra
Nikawu
Gärriyak

Galiwin'ku

Wurrwaḻa
Dholtji

Goŋarawuy
Gikal
Maṯamaṯa

Gutjaŋan

Birrtjimi
Ŋaḻupa
Nhulunbuy

Mudhamul
Yinyikay
Rorruwuy

Yuḏuyuḏu
Gunyaŋara
Yirrkala

Yäŋunbi

GUNYAŊARA CLINIC

Bundatharri
Borogomarra
Yathalamara
Garaŋydjirr
Ḏipirriŋura
Ŋaŋalaḻa
Gatṯji
Gilirri
Galawdjapin
Wulkabimirri
Ramingiŋiŋ
Mulgurram

RAMINGIŊIŊ CLINIC

Burrum
Yalukuŋ
Raymaŋgirr

Bununhurra

Dhälinybuy

Dhulmumiya
Bawaka
Dhanaya

GAPUWIYAK CLINIC
Gapuwiyak

Māpuru

Mirrŋatja
Dhämiyaka

Gurrumuru

Buymarr

Garrthalala

BARRA

BULUNU

Birany Birany

Central Arnhem Highway
Donydji

Rurraŋala
Waṉḏawuy

Gurkawuy
Bukudal

Gäŋgaŋ
Dhuruputjpi

Baygurrtji

Baniyala
Barraratjpi

Bäḻma

Djarrakpi

MAMARIKA

Darrangmurrmanja
Scott Point

Milyakburra
Alyingberrma

Bardaḻumba
Ngadumiyerrka
Mawulyumanja
Umbakumba

Alyangula
Akwalirrumanja
Amirraba

Amanburnunga
Angwura

MIWATJ RENAL PROGRAM
Angurugu

Yedikba

Wurrumenbumanja

Yanbakwa

Numbulwar

AUSTRALIA

Miwatj Region
Darwin
Northern Territory

Tips Checklist

☐ Have you kept time sequenced events simple and consistent?

☐ Are you using the right kind of infographic for your purpose?

☐ Are you going following an up down or left to right or clockwise pattern?

☐ Have you shown the concept or relationship between elements?

☐ Are items grouped logically?

☐ Have you used consistent simple colouring?

☐ Is it easy to quickly get information from?

7 Handy Tools to Help Create Your Own Infographics

Knowing how to create a good infographic takes skill and an in depth understanding of what is trying to be communicated. This is often best done by a skilled designer and project manager, but there are some handy DIY tools out there.

HERE ARE SOME YOU CAN TRY OUT:

- Venngage
- Infography
- Picochart
- Visme
- Infogram
- Snappa
- Easel.ly

Meet the Team

MEET THE CONDUCTOR

After recognizing the challenges businesses face when putting together marketing plans and their implementation, Stacy Farrell created Content Box.

Stacy is our creative spark, creating marketing music one project at a time. With a career of expertise in education, design, business marketing and strategic communications sectors, she's the power that fuels our clients' successes.

Stacy has worked in the Asia Pacific B2B sectors and in business management in Australia's education industry. A veteran in the business, she's worked with TAFE NSW, Sydney University, The Xella Group, Which Property, Western International School and many others.

HERE'S OUR ENGINEER

Gregor Lochtie keeps the engine running with his uncanny ability to help businesses achieve their goals with strategic insight, business development and growth. Experienced in international markets, he's achieved double digit sales and financial growth for blue chip multinationals.

With extensive work experience in Asian markets heading up large teams and driving change, Gregor knows what businesses need. Also, a business owner, he understands how to manage change in a number of industries. He's helped companies like American Express, Morgan Stanley, Mastercard, Motorola, Sony and others pivot and grow.

MEET OUR CREATIVE MAGICIAN

Deborah Valencia is our chief designer, turning what could be boring visuals into creative masterpieces. Her ability to conceptualise, interpret and stay on brand, sets her aside from much of the competition. Working across a wide range of industries, she brings to life the creative magic that Content Box has become known for.

OUR CONTENT CREATORS & EDITORS

Content Box has a team of highly skilled content copywriters. Our writers are matched to clients based on the article brief, their industry knowledge, experience and proven track record. All content is released only after multiple rounds of proof reading and editing.

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f Like us on FB

◯ Follow us on Instagram

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https://venngage.com/blog/9-types-of-infographic-template