



INFOGRAPHICS: HOW TO & WHY



WHERE TO START

- Begin with a strategy - what is the purpose of your infographic? Who is the audience?
- Outline your goals for the post
- What is the message you want to provide to your readers?

TEACH COMPARE EXPLORE PROMOTE

NEXT: COLLECT DATA

TIME TO BEGIN DESIGNING

WHERE TO CREATE

Your specialty is not graphic design? No biggy! There are lots of great resources to help you create infographics!

Venngage,
Easy WebContent Presenter,
Infogr.am

Elevate Marketing Co's go-to for
designing infographics:

Canva



TIPS

Use lines and arrows help to guide the reader



**HIGHLIGHT AN IMPORTANT IDEA
WITH A BOLD COLOR OR FONT**

- Use colors to break up ideas and sections
- Keep your width dimensions under 735 px (length under



**& FINALLY...
CITE SOURCES AND POST, POST, POST!**

**ALWAYS INCLUDE A CTA
(CALL TO ACTION)**



Let's grab a coffee and chat some more!
Connect with us by visiting
elevatemarketingco.com or by calling
(517) 999-7880