

content 10x HOW TO REPURPOSE YOUR BLOG POST INTO AN INFOGRAPHIC

WHY INFOGRAPHICS ARE GREAT

-  THEY ARE VISUALLY APPEALING AND ENGAGING
-  PERFECT FOR SCANNING & LEARNING
-  THEY CAN SIMPLIFY COMPLICATED CONCEPTS
-  THEY'RE LIKED & SHARED ON SOCIAL MEDIA **3X** MORE THAN OTHER FORMS OF CONTENT
-  THEY ARE GREAT FOR MAKING COMPARISONS & EXPLANATIONS
-  THEY CAN BE USED TO EXPLAIN HOW SOMETHING WORKS

 YOUR WEBSITE

 E-MAIL LIST BUILDING: FREE DOWNLOAD

 SOCIAL MEDIA

 SHARE WITH A PRESS RELEASE

PLACES TO SHARE INFOGRAPHICS

 IN-HOUSE GRAPHIC DESIGNER

 DIY: SITES LIKE CANVA.COM

 HIRE A FREELANCER

WHO CAN CREATE INFOGRAPHICS?



- MOST POPULAR OR TOP PERFORMING POSTS BASED ON YOUR WEBSITE ANALYTICS
- LIST POSTS E.G 10 REASONS WHY...
- POSTS FOR LIST BUILDING (AS A DOWNLOAD)
- POSTS THAT SIMPLIFY COMPLICATED CONCEPTS
- POSTS THAT COMPARE & CONTRAST AN IDEA / CONCEPT
- DRY / FACTUAL TOPICS THAT NEED TO BE BROUGHT TO LIFE!

WHICH BLOG POSTS SHOULD YOU REPURPOSE INTO INFOGRAPHICS?

- TURN YOUR BLOG POST INTO A STORYBOARD WITH TITLE, SECTIONS, KEY POINTS IN BULLET POINTS
- DECIDE ON YOUR LAYOUT - LOOK AT OTHER INFOGRAPHICS & DRAW IT ON PAPER IF IT HELPS YOU TO VISUALIZE
- REFER TO YOUR BRAND GUIDELINES - COLORS, FONTS, ETC
- INCLUDE A CLEAR CALL TO ACTION
- INCORPORATE YOUR LOGO AND URL



HOW TO PLAN YOUR INFOGRAPHIC

TIPS



- ON YOUR WEBSITE, MAKE IT EASY TO SHARE USING SOCIAL SHARING BUTTONS
- TRACK YOUR SUCCESS BY TRACKING THE DOWNLOAD URL
- ALWAYS FOCUS ON HIGH QUALITY DESIGN AND CONTENT - MAKE PEOPLE WANT TO SHARE IT



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