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**Industry leader launches ‘how to’ guide on constructing infographics**

Leading content marketing agency [ContentPlus](http://www.contentplus.co.uk) has launched a new ebook offering marketers 100 tips on creating the perfect infographic.

The agency, which has created more than 100 infographics to date for clients across all industries, has compiled the guide entitled [‘100 Tips for Creating Infographics’](http://www.contentplus.co.uk/marketing-resources/whitepapers/100-tips-for-creating-infographics/) in a bid to help more businesses grow online with content.

The guide which features tips from ten in-house infographic experts, with an introduction by Director of Content Chris Trimble, is available as a free download on the firm’s website and gives a thorough walk-through from finding a creative concept and compiling great content, to finally marketing and measuring the results.

ContentPlus hopes it will encourage a growing number of businesses to consider using more visual communications and will make communicating key information a less daunting prospect.

[Infographics](http://www.contentplus.co.uk/about-us/services/content-types/infographics/) are becoming increasingly popular due to their visually compelling way of presenting data. They are easily sharable across social networks and are therefore an excellent form of content to raise brand awareness and build strong, relevant backlinks to a company’s website.

This view is supported by research that shows people understand visual content more easily and are more inclined to share such material on social media than plain text.

Authors of the guide include Karen Webber, head of marketing at parent company Axonn Media, and graphic designer Sarah Batten.

Karen commented: “I see a lot of infographics with weak concepts, featuring out-of-date research and statistics with poor designs that do not fit well with an overall marketing strategy.

“We have put together this ebook to help infographic creators learn from our past experiences. We have had several infographics of our own that have been shared numerous times across social networks, so we know what works well and what should be avoided.”

Sarah Batten, from ContentPlus, says she hopes the guide will inspire more firms to use infographics as part of their content strategy.

She said: “The importance of great content for infographics cannot be underestimated. Part of visualising data successfully is not just making it look appealing but providing the viewer with a sense of quantity and scale.

“We believe every business should consider the use of infographics as part of their online content and hope we can inspire more visual and engaging content to be created online.”

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