

THE INFOGRAPHIC

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Driven Growth exclaims that Infographics improve information retention!

Information has always been a powerful way for engaging the human spirit. Facts, figures and expert analysis have a power for persuasion.

1 Infographics make it easy to pick up useful info.

They allow the user to understand and retain the information presented more easily.

2 Infographics present information more efficiently.

On average we only see about 20% of words that appear on a Web page during a visit. Indeed, we tend not to read the content in its entirety but extract maximum amount of useful information in a short period of time. Interactive graphics are a good way to condense much information and provide a quick overview to your audience.

3 See VS. Read

Visual thinking has been described as seeing words like a series of pictures. This phenomenon is common for approximately 60% of the population. We remember 80% of what we see, 20% of what we read and only 10% of what we hear. This means that most people learn better through pictures and other visual elements.

4 Because it's viral

An image can easily be shared on Facebook, Twitter and other social networks. It is displayed in its entirety, contrary to a text that is redirected via a link.

5 Adapts to the new communication channels

15% of the global Internet traffic in 2013 came from mobile. It is therefore necessary to create relevant content that is viewable on any device including mobile and tablets.

Source: <http://www.julienrio.com/marketing/english/5-reasons-use-infographics-improve-information-retention>

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