

Why are infographics a great investment?

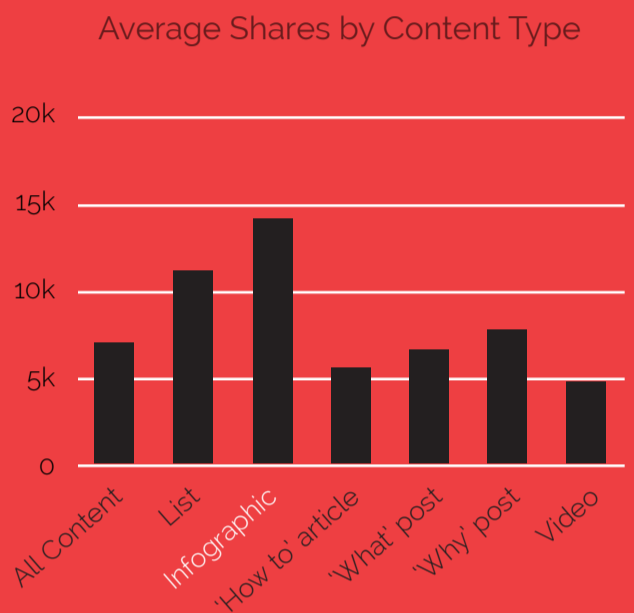


Even though designing an infographic may have a high price tag initially, when analyzing all the ways you can leverage its content, the ROI is actually really good.

Shareability and Likeability



Infographics are an extremely popular piece of information delivery. People like to read them, people like to share them. "Images: pictures, quotes, memes, microvideos, infographics, they'll keep being the kings of content this year." (Postcron.com/social-media-trends-2014/)



source: <http://okdork.com/2014/04/21/why-content-goes-viral-what-analyzing-100-millions-articles-taught-us/>

Media Adaptability



Transforming snippets of an infographic to fit different media sizes and platforms is very cost-effective. It can give you a basis for an annual or quarterly campaign, powerfully extending the life of the piece.

Cost Comparison - average conservative pricing

Infographic	Banner Ads	Social media content	Tradeshaw graphics	Website graphics
\$4,000 \$100 per adaptation piece	\$1,000 /each	\$400 /each	\$3,000 to \$5,000 /each	\$1,000 to \$10,000

VS Total: **\$5,400 - \$17,400**