# The Power of Infographics

**Infographics vs Traditional Content:**
- **40%** of people read a blog post that has an infographic compared to 20% for one without.
- Infographics are 94% more likely to be shared than an article with no images.
- 90% of all information processed by the brain is visual.
- **93%** of information we retain is visual compared to 20% from reading.
- 95% of the human brain can process visual information and only 7% can process text information.
- Google ranks images twice as high as they rank the corresponding web page.
- Images are **100X** more likely to be shared on social media than text.

**Infographics popularity is driven by:**
- Easy to understand
- Easy to remember
- Attract more attention
- Shareable
- Increases engagement
- Long-form content
- Outperforms social media

**The number of infographics:**
- 301,000 infographics created in 2011
- 246,000 infographics created in 2012 (2012-2013)

**The social media impact:**
- On average, infographics get **4X** more shares than other content on Twitter, **3X** more shares than other content on Facebook, and **10X** more shares than other content on LinkedIn.

**Why use infographics?**
- **The “Let's Go Viral” Approach:**
  - Fast Data
  - Different Up
  - Organized
  - Digital
  - Clear

**Infographics Thinking:**
- The future of content is Infographics.