

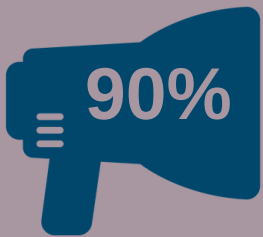


INTELLIGENT  
MARKETING  
CUTTING THROUGH THE NOISE

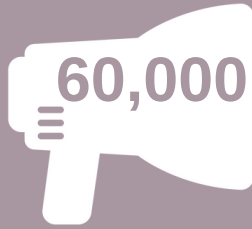
# WHY INFOGRAPHICS ARE GOOD FOR BUSINESS

If you want your brand to be memorable, Infographics are the answer. They're successful because we can process visuals faster.

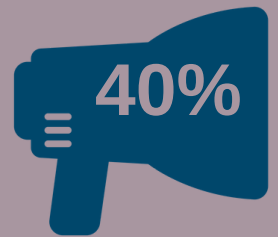
## VISUALS STICK IN THE MEMORY



90% of information transmitted to the brain is visual



visuals are processed 60,000 times faster in the brain than text



40% of people will respond better to visual information than plain text

## THE POWER OF VISUALS

"A picture is worth a thousand words". It comes down to the way our brains receive and transmit information.



PEOPLE  
REMEMBER

93% of all human communication is visual



80% of what they SEE and do



20% of what they READ



10% of what they HEAR

## IMAGES COMMUNICATE FASTER

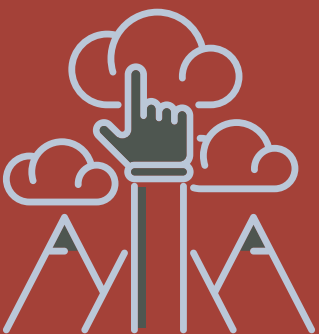
Images convey messages faster because humans process visual information more efficiently. They stick in long-term memory, which makes them memorable.



- improve comprehension
- stick in long term memory
- communicate messages faster
- visual cues trigger emotions

## BENEFITS FOR YOUR BUSINESS

Every business can benefit from using Infographics. Whatever you're trying to convey, your audience will remember you a lot more.



- increase traffic to your website
- 3 x more likely to be shared or liked on social media
- shareable content that's more likely to become viral
- brand awareness
- easily scanned and visually compelling
- aid lead generation
- a better way to stay visible for longer



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