

# CREATING AN AWESOME INFOGRAPHICS CAMPAIGN



If you want great results for your content marketing, the best way to do that is to **incorporate infographics into your strategy.**



**SEO Content Hero** can deliver a great looking infographic that is relevant, unique, and adds value to your brand!



Now that you have an awesome infographic for your brand – **what next?** You need to get to work on promoting it.



## PROMOTING YOUR INFOGRAPHIC 101

### STEP 1



If the infographic is a critical asset to your **content marketing strategy**, then first **publish** it on your website or blog

### STEP 2

Make sure that your infographic is **SEO-friendly** so it comes up in related searches

- ▷ **HTML tags** (Header and meta data)
- ▷ **Alt text**
- ▷ **Embed code**
- ▷ **Optimize image size** (page loading speed)



### STEP 3



To make sharing easier, **embed social media buttons** on your infographic page

### STEP 4

**Generate social signals** by sharing the infographic on you brand's social media platforms

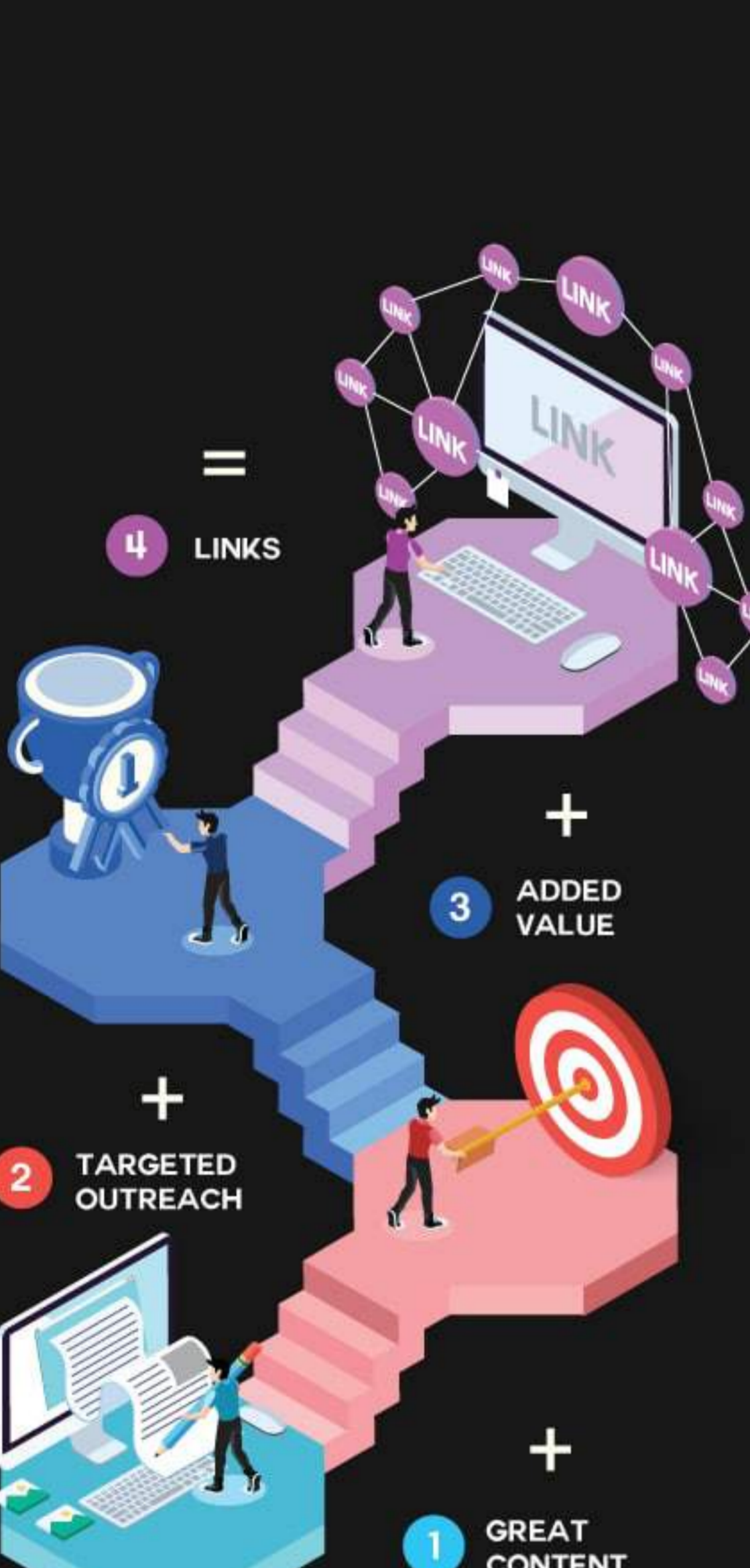
- ▷ **Facebook**
- ▷ **Twitter**
- ▷ **Instagram**
- ▷ **Pinterest**



### STEP 5

Reach out to influencers in your niche and ask to **share the infographic** on their website

#### BRIAN DEAN'S SIMPLE LINK BUILDING FORMULA:



#### GETTING YOUR CONTEXTUAL BACKLINKS – 5 STEP METHOD



### STEP 6

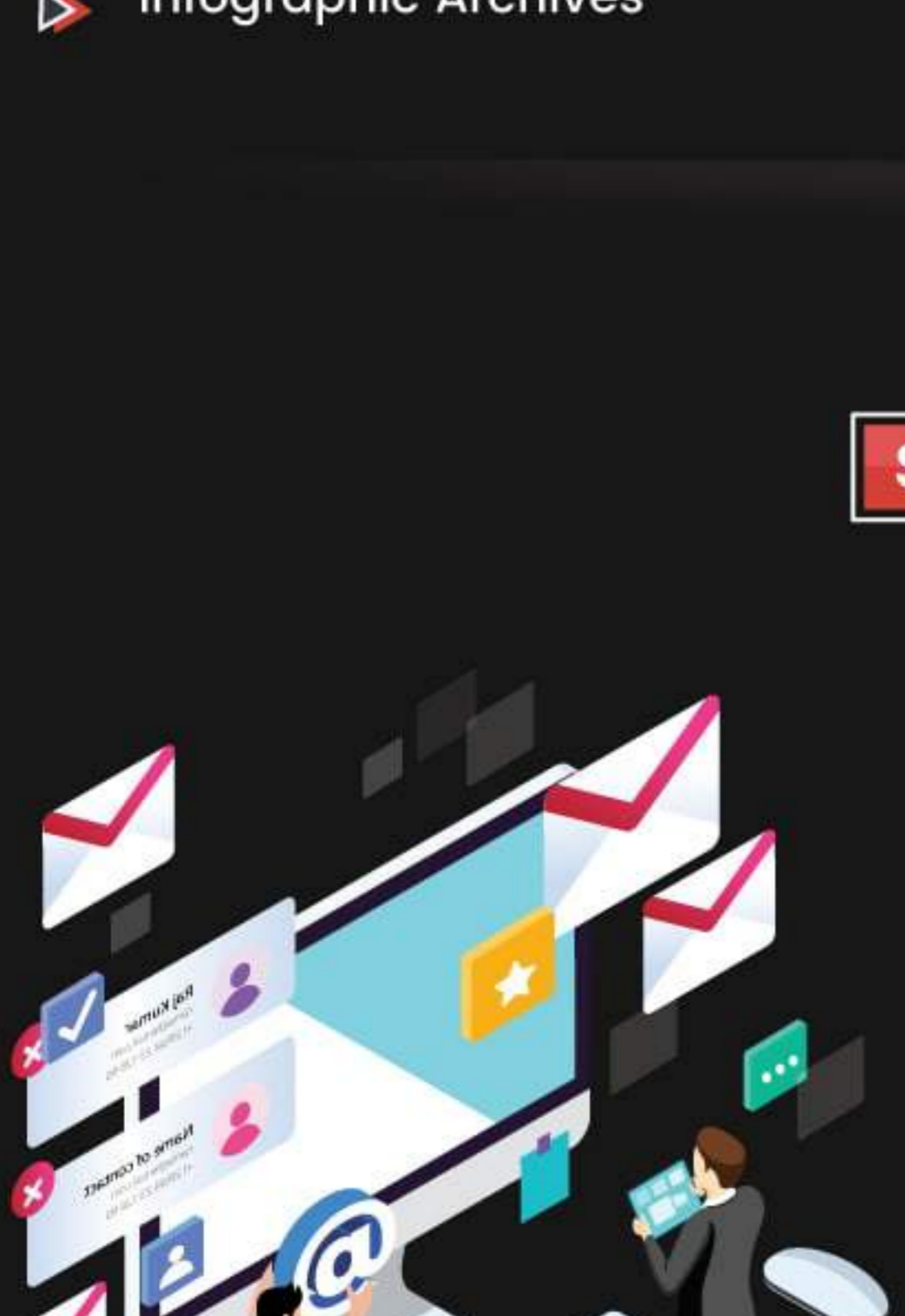
Submit your infographic on infographic directory websites

- ▷ **Visual.ly**
- ▷ **Reddit Infographics**
- ▷ **Submit Info Graphics Group**
- ▷ **Submit Infographics**
- ▷ **Infographix Directory**
- ▷ **Infographic Archives**

#### POPULAR INFOGRAPHIC SUBMISSION WEBSITES



### STEP 7



If you have a **mailing list of subscribers**, send it out to them

**Visual marketing** provides you a method to get more out of your content marketing strategy. Marketers are moving to infographics as a way to get more people interested in brands as well as ranking better on search engine results.

This infographic was created by **SEO Content Hero**

Visit Us At **seocontenthero.com** For Content And Infographic Services