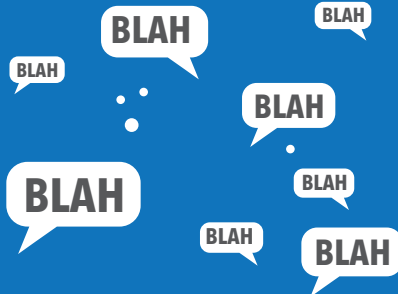




THE INTERNET IS A SEA OF ENDLESS VOICES

HOOK YOUR MESSAGE WITH...



*INFOGRAPHICS!

INFOGRAPHICS ARE THE FAST FOOD OF THE INFORMATION HIGHWAY. THEY ARE VISUAL REPRESENTATIONS OF DATA INTENDED TO RELAY INTRICATE INFORMATION QUICKLY AND EFFICIENTLY, WHICH IS IMPORTANT FOR HEALTHCARE MARKETING.

FOR EXAMPLE, WHEN ATTEMPTING TO BREAK DOWN INFORMATION ON AN ADVANCED PROCEDURE OR CONDITION:

A

AN INFOGRAPHIC CAN BE:

- UTILIZED TO CONVEY THE INFORMATION INTO SMALL, EASY TO PROCESS PARTS IN ANY ORDER YOU CHOOSE
- AN EXCELLENT WAY TO SPREAD AWARENESS ON AN IMPORTANT TOPIC

B

IT CAN ALSO BE:

- A GREAT WAY TO REINFORCE, REPRESENT AND RAISE AWARENESS ABOUT YOUR BRAND
- AN IDEAL WAY TO INVITE READERS TO LEARN MORE ABOUT YOUR PRACTICE AND WHAT IT HAS TO OFFER

01

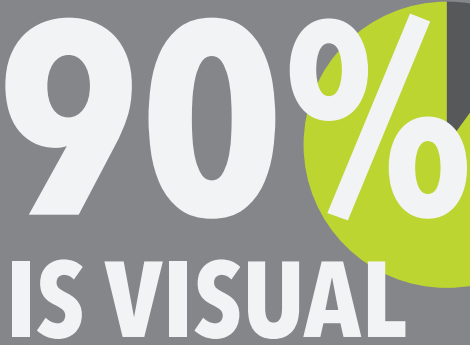
EDUCATE THE VIEWER



02

PROCESS INFORMATION

OF INFORMATION THAT IS TRANSMITTED TO THE BRAIN



- PEOPLE REMEMBER 80% OF WHAT THEY SEE AND DO
- COMPARED WITH JUST 20% OF WHAT THEY READ
- 40% OF PEOPLE WILL RESPOND BETTER TO VISUAL INFORMATION THAN TEXT
- 99% OF ALL SENSORY INFORMATION IS FILTERED OUT BY THE BRAIN ALMOST IMMEDIATELY
- 1% OF INFORMATION ACTUALLY GETS THROUGH TO THE BRAIN

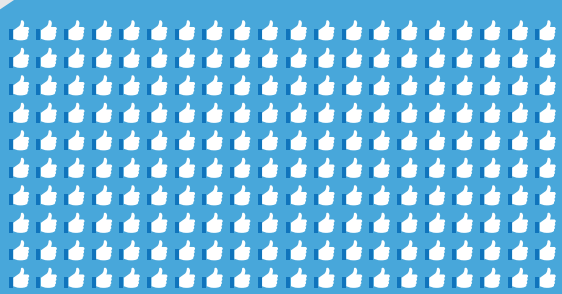
INFOGRAPHICS ARE THE 1%

03

USE THE INTERNET



GOOGLE RECORDED MORE THAN 67,000 SEARCHES PER MONTH FOR THE TERMS "INFOGRAPHIC" OR "INFOGRAPHICS" IN 2013



200% MORE IMAGES ARE LIKED ON FACEBOOK OVER TEXT



THERE IS A 12% AVERAGE INCREASE IN ONLINE TRAFFIC AFTER PUBLISHING AN INFOGRAPHIC



THE MORE PEOPLE SEE THE INFOGRAPHIC > THE MORE THEY SHARE > THE MORE LIKELY THEY WILL LINK TO YOUR SITE YOU BECOME GOOGLE'S FRIEND AND HAVE POTENTIAL TO RANK HIGHER

04

GET RESULTS



IN SHORT, INFOGRAPHICS ARE A KEY PIECE OF MARKETING MATERIAL TO ANY HEALTHCARE MARKETING STRATEGY. THEY ENGAGE, INFORM AND LEAVE AN IMPRESSION ON READERS IN THE TIME IT TAKES TO SNAP A SELFIE.

IN A WORLD FILLED WITH NOISE, INFOGRAPHICS ACCOMPLISH AN IMPRESSIVE FEAT.

ARE YOU READY TO TAKE YOUR PRACTICE'S MARKETING TO THE NEXT LEVEL WITH AN INFOGRAPHIC?