**Create Infographics to Turn Your Data into a Powerful Marketing Tool**

 I would like to bring Dinah on the line now to begin her presentation . >> Okay, great, thank you Alexa for that introduction . Thank you everybody for joining me today, for today's webinar. As Alexa mentioned I'm the product trainer at Easelly and we help millions of people across all industries create infographics and visuals to communicate their ideas, solutions or even opinions . For most people infographics that shared data can be time-consuming and overwhelming for small businesses. Often times people don't even know where to start, and what data to share. That's what we will talk about here today. >> Now with today's technology you probably have more data at your fingertips about your business , your industry, and your competition, than ever before. If you are actively collecting big data or any data about your business , or for your business, then you arty know it can help you make better decisions and grow your business. We will take this one step further, and suggest you use this power for data to market your business and share it in a way others can also connect with it.

 If you are listening and thinking that you actually don't have any data to share, you still want to stick around. You may not necessarily be working with big data, but you probably have measured your product sales, maybe tracked customer satisfaction for your services, surveys, or collected industry data or maybe even analyzed your financial . Rest assured a lot of big data is not necessary for an effective and engaging in for graphic. >> Infographic . So today I want to take time to discuss how you can use this data beyond decision-making, and how you can use some of it as a powerful marketing tool. We will discuss the essential elephants, elements of a Infographic data story did I will provide samples or ideas for using your data in a Infographic to meet your business goal . I will guide you through some easy ways to Storyboard your data for an Infographic so you can have a designer or hire a designer to do the work . If you're interested in trying to design your own there are various tools available online that would allow you to design your own Infographic pick you can use something as simple as PowerPoint, or use an online tool. After today's webinar we will receive the Storyboard template to get you started . There's many ways to Storyboard and I will walk you through some ways to storyboard , or if you want to walk with getting started, I will have that for you today . I will be focusing on using the data for infographics that can be shared easily on your website, blogs, emails. Even social media challenge the channels. It can be applied to other marketing even come mediums as well . >>, Other marketing mediums as well.

 I am sure you have a ton of great sales data , website analytics, survey data or even user data. For marketing purposes you don't want to do a data set. While you might think all the data is fascinating, your customers and employees don't really think so. Especially if they are not data-driven. The reason being your customers and your employees are just as busy as you are. They are not going to take the time to analyze your data the way you would. They may not arrive at the same conclusion you would. While they may not be data-driven, it doesn't mean they don't want to be data informed. Customers want to be data informed when it comes to the product, if it's something they want to buy. They want to feel like they really understand the data that you have to share. Employees also want to be data informed when it comes to their job, career success, and how they can work with you to strategically be part of your growing business.

 Potential investors also want to be data informed. While they are more likely to dedicate more time to your data, you need to help them with the data before they dig deeper. >> [no audio]

 Okay. I am kind of suggesting , I'm adjusting the audio, it may not be clear. Hopefully this is better. I will keep talking. Wonderful. Thank you.

So let's keep moving along. Why do infographics work. First of all Infographic can humanize data by telling a story that people can connect with. Infographic's also offer the opportunity to deliver a clear message or conclusion from the data. You cannot just assume customers and employees will take the time to read a chart or graph, and come to the same conclusion that you have . To come to that conclusion on their own. Infographic's will also highlight the information you want people to notice from your charts and graphs. Lastly they do a good job of summarizing the absolute need to know data that you have to share. A good summarized data story is the perfect gateway for people to get the big picture, and then they can dive into the data if they need to. >> Now always remember, if you take one thing away from the webinar, humans are social beings and we connect through socializing and telling stories. Your data should have a story , or message behind it. Putting your data into an infographics can humanize your data and give your audience a real contact, context they can connect with. >> Now if you are not a writer you are probably thinking this is easier said than done. Getting started may seem a little daunting , I hear you and I am more of a numbers person myself but you will be pleasantly surprised that creating a data story is a lot easier than you may have thought. No one will be able to tell your company story better than US the business owner. Let's talk about that a little bit more. So what do you need for an infographics data story? I will give you five essential elements of a Infographic data story used to promote your business. >>

 Okay. Let's move on to the very first thing. The first thing you need is a message. To be effective your infographics data story needs to be crafted to make a point to a specific audience. You want to make sure you are only telling one story at a time. If you have multiple messages, just make sure the messages support your overall main message. There is limited space on a Infographic. Sometimes they can be one quarter page, half a page, or full-page. You want to make sure the most important message you have doesn't get overshadowed. As you determine your message ask yourself to simple questions. What purpose does this message serve to this audience? And does the message support your business goal ? The last thing you want to do is spend all this time creating a data story that will not support your business goal. >> Now the second thing you will need is your data . And any information that supports your message. And guess what, all you need is a minimum of one data point for a Infographic graphic data story . Sometimes less is more when it comes to a data story. One piece of data is all is needed to make your point. This is often times effective in social media post when there is just one piece of data in the image that's included in the social media post. >> Now once you know what the message is, and you have all the data you need to support your message , you can start to craft your story. Now every story requires a beginning, a middle and an end . It can be as simple as narrating a sequence of events, or as complex as showing different scenarios that may reach the same, or different conclusion. There should always be a very natural beginning, middle and the end. You want to start with an attention grabbing introduction. This can be a question, or it can be an interesting statistic . Think about what would give your audience a reason to want to read more, and learn more about what you have to share.

Then you want to organize your supporting data, and information that tells your story or supports your argument . As you organize your data you may decide not to use all the data you gathered that is perfectly fine. You will probably determine that not all of it is needed to communicate your message and tell your story.

Lastly you want to end it with a conclusion, and a call to action. Think about what you want your reader to do with the new information, and what they should do next. >> Now your call to action might be a very clear statement. Stating specifically what you want your audience to do. But depending on your message it can also just be your logo, a link to the website or blog site, maybe your contact information. Or maybe it is simply an opportunity for them to connect with you on social media. Regardless you will want to at least brand the epigraphic with your logo for your website, so they know who created the document and where it is coming from. >> Lastly you will want to provide your data sources, or reference your data. If it is your own data it may not be data that you necessarily want to direct people to, or it may not be formally published. Like maybe survey results. But if you do has something like survey data that you conducted based off of your customer base. Or maybe you have data based off of the top products that you sell . Maybe you will want to mention at least what your basing your statements on, and your conclusions off of. You will probably at least want to mention that somewhere within the epigraphic, so people who are reading it will have a good understanding as to where you're coming from. >> Okay. So now that you know the five essential elements of an effective Infographic data story, let's go ahead and deconstruct a couple of infographics to show how major companies and well-known brands have both graft the art of recycling their data into an info graphic, that they share for marketing purposes. So I will go ahead and deconstruct two of them for you . Then I will follow up with a few examples that you can explore on your own.

 So now this info graphic is an info graphic from Darden restaurants. That includes all of garden, longhorn steakhouse, chatters, the Yard House, capital Grille, season 52, [indiscernible] I think you will recognize at least one of those restaurants. This info graphic tells a story of their community involvement, and how they give back to the community through the Darden harvest program. >> Now IT constructed this info graphic and I broke it up into sections it includes. I chunked it out. You will see that it has a title in the title is a attention grabbing question, what is Darden harvest? It pulls the reader in the want to learn more . They provide a brief introduction and some context about the Darden harvest, in as little as two sentences. Then they walk us through how the program works. They share what they donate and that's where they provide some data. And they also share the community impact that it has. They end with a concluding statement about how much food all of the restaurants donate to the community. And while they don't have a clear call to action statement, they do include each brands logo at the very bottom. Given the nature of this message it is appropriate that the brands logos are gray . People may not immediately go to the restaurant after reading the info graphic, but they may feel good about being a patron of one of these restaurants in the near future. Now that they know this information.

The last thing I want to point out is this info graphic only includes data that contributes to the story. It is interesting to the reader. The graph that is included in the info graphic is very easy to read and quick to understand . So if you're ever going to include any graphic or charts, consider your audience and whether or not it is going to be easy for them to read, and quickly get the information from. >>

 So how did they possibly draft the story? Here is a possible story board. All I did was take the info graphic and chunk it out. Then I put it in the boxes starting with the beginning and then moving towards the end. Now all of this text is basically verbatim from the info graphic that I showed you. They could have used a word document to do this, or they could have just handwritten it. What I did is I put it into just a slide deck and created boxes and entered the text.

 Now the boxes make for a good visual when drafting a story, because you can move them around throughout your story. And the boxes also limit the amount of text you can use. Now and info graphic is not a novel. You don't want to use a bunch of text. I recommend keeping your text to maybe

 1 to 3 sentences per box. If you start to use more than three sentences, you may want to consider pairing the text down or including it in a separate text box as part of a different [indiscernible]. A graphic artist may take this story board a step forward. Or they may start designing from here. The job is a story teller, you are all set and you can put this

 on to a designer or attempt to design it yourself. It is completely up to you. So I wanted to showcase how you can get from point a to point B from creating a storyboard and actually going ahead and creating that info graphic. I worked backward to deconstruct this. You will first want to start with your storyboard or story outline. And then you can think about designing the info graphic. That's the point I wanted to make here.

 Okay. Let's just do one more. Now this info graphic is from AAA . This info graphic is one of two of infographics included in one of the articles titled despite vehicle advances, breakdowns are at a record high . The purpose of this info graphic is to share data they have corrected , collected about your vehicle and how they have a higher proportion of piracy and fuel related issues compared to older vehicles. This can be attention grabbing because if you are driving a fairly new car , your thinking roadside assistance is in a service you need, or you want to pay for. So this shows you probably still want to consider having the service, and even consider AAA to provide the service for you. >>

 Again, this purpose is to share the data that AAA has actually collected about your vehicle. They are actually using their own data, and recycling it into some material for an article they have written. Now you will see the epigraphic is actually quite simple, yet so effective . There is a beginning, middle and an end. There is an attention grabbing statement throughout. And it include supporting data. The call to action in this case is the website to the newsroom. Newsroom dot AAA.com to learn more. And the AAA logo to looking into the service . This is something that can be done fairly easily. I will go ahead and move to the storyboard at this point. Here is a possible story board for this info graphic. You can see it's just a few brief statements. There is a title, subtitle, you have the three data points they want to share, and they all work well together and move the story along.

 Even though this info graphic only has a few brief statements, it still tells that story. At this point once you complete the storyboard, you are done as a storyteller in this is ready for design. Again send it off to your designer, hire a designer or attempt to create the info graphic.

 This is something a little more simple so you may want to try to do it your self with an online tool. Maybe use some type of a document and add these three data points on their. Include your logo and push it out. Or like you said, you can hire it out. >>

 Okay. This is how you can get from point A to point B. Create the storyboard and then start working on that design. Then you can go ahead and share your data with your customers and your employees. >>

 Now I have six more info graphic images I have included in this presentation. I will not deconstruct them the way I did with the last two. Hopefully that gave you a pretty good idea as to how you can do-it-yourself. And you can certainly

 do the same exercise on your own with the following examples. I have gone ahead and provided the source points for all of these infographics. If you would like to do that. What I want to do with these examples is point out some different ideas for using your data for marketing purposes.

In this info graphic from Amtrak they are highlighting the milestones for 2018. And sharing the images through twitter. >> The info graphic shares their infrastructure investment , their communication , along with their revenue and earnings. This example is an example of multiple messages in one info graphic data story . What is nice about this is each message can stand alone and can be shared individually, as part of a visual campaign. >>

 This info graphic is from Yum . International women's day, they took the opportunity to tell the story of how they are supporting their women employees every single day. Now they provide their own data on women leaders

 across the Yum brand, which includes KFC, Taco Bell and Pizza Hut . Now this data may motivate their own employees to work towards moving up the ladder with the Yum brand , or even attract new employees. This also makes customers feel like they support Yum brands effort whenever they dine out in restaurants.

 >> Now the Home Depot creates infographics to showcase their physical performance to investors and potential investors. If you need to summarize your financial information for a business plan, this could be an idea of a way to do it. >>

 Now target does the same thing creating an easy-to-read, very accessible info graphic about their earnings. And again you will see this is really only one chart for this example that they use for their info graphic. Let me go back to the Home Depot one I also want to point out that they are not really using any hard to read charts or graphs as well. It is something that can be read quickly you can understand it, you can see where they are at with their current performance. And you can also see where they are going in 2019. >> Okay. The last two examples that I have for you, are examples of using data to highlight your product or services. So what you want to do is find data about your service and products, that is intriguing to customers. This graphic highlights a problem . The problem is 90% of consumers lack confidence in the security of IOT devices. IOT devices are the Internet of business devices. They provide additional stats of this problem. They ended with their brand logo so people can learn more about how they can solve this problem with Gemelto . >> My last info graphic example is from Kohl's Corporation. They are highlighting eight fun facts about their cash service. In the success, moving from stat to stat . Not using any charts or graphs, they just simply state their data point that is interesting to you the customer, such as brands and products people use their cash on. And how many coupons were redeemed. If you're shopping at Kohl's and not using your Kohl's cash, you might feel like you are missing out. >>

 So now that you know what you need for an info graphic data story, you now have some ideas of what you can do with your data. I want to walk you through a few ways you can storyboard your info graphic. There are many ways to storyboard as I mentioned before. You may want to ask the designer you hire how they prefer to receive this information, and what information they need. But when you are drafting your story, do what you are most comfortable with . If you are most comfortable with pen and paper, use pen and paper, you can always transfer it later. If you would rather type it into a Word document, then go ahead and do that. Do what is best for you and what's going to allow you to craft that story here are three different ways you can actually storyboard. >> So one way , if you like pen and paper, one way is to just use index cards or Post-it notes. What you will want to do is you will want to maybe start off with your title. Include a subtitle or some type of introduction to the info graphic. You need to build on that subtitle , and definitely include a more thorough beginning an introduction to the info graphic. Then you will want to grab the data you need to share and put a data piece on each index card. And draft the text that needs to go along with it . You may find you might need to move your index cards around to make sure everything flows like a story. Then you will want to have a card for your conclusion, if you have a firm concluding statement . You will want to determine if you are going to have a statement for your call to action. But if anything at all you want to make sure you include your logo , your company website, and your contact information or social media information. If you like people to connect with you that way. And that is it. I have three cards here for the data. I think three items is usually a good amount to tell a pretty good, thorough story. You can certainly have maybe five data points in which case you may have five index cards in the middle. Maybe are data points are very short. Maybe you have five data points but you don't have a lot of text, you can put that all in one card just the idea of this is for you to visually see that you need the title, you need the beginning, you need an end. And everything in the middle where you want to focus is the middle and make sure everything flows together and leads to a conclusion. And may want to make someone want to act on your info graphic.

The second way you can storyboard, if you are comfortable with using PowerPoint or Google slides, as you can open up a PowerPoint presentation , and you can use each slide deck as part of your storyboard. So the first slide, just like you're creating a presentation, is your title and subtitle . The next slide will be some type of introduction . In the following slides will be all of the data you need to share. And if you are comfortable using PowerPoint, and you've created presentations before, you are probably already familiar with putting very little text on your infographics slide. If you are comfortable with that, it is the same idea. What is nice about this is you don't need to include any pictures or anything. All you are doing is writing out your data and writing out your text for it. So you are pretty much crafting your story just with text in PowerPoint. And you will have a slide for your conclusion, a slide for the call to action, and you will also have a slide to remind you are share with your designer, your logo, website and contact information. You will also want to have a slide for your information as well. Using PowerPoint and Google slide, if you use them pretty often, you will know you can move your slides around very easily. So if you realize that you want to move your data points around so your story flows better, it is very easy to do. >> Okay. You can also use something as simple as Microsoft Word or even Google the. Google doc . Just create some type of outline. I would keep this document to about one page. Remember infographics are again, not novels . You don't want multiple pages when you're drafting your story. If you are going over one page on Microsoft Word or Google docs, your info graphic might be too long. You know what is best for you and your audience. You can make that ultimate decision to just keep in mind if something gets too long they may not get all the way to the end where the call to action as. Often times shorter is better when it comes to an info graphic. You can create your online with bullets in word or Google docs. Your sentences should be brief. You can certainly insert images for inspiration, but it is not necessary. Especially if you're going to be handing it off to a designer or hiring it out. >> Okay. So I am including an info graphic storyboard template. You can certainly use some of the ways I just described and those are all acceptable tools . If you want an actual template, I created a one slide template and I have a very short video that goes along with it so you have a pretty good understanding as to how you can use it. This video moves quick. Hopefully it gives you a good idea as to how you can use it. I will go ahead and move over to the video and play it. Then I will come back to the slide deck. Give me one second to launch the video. >> [Video playing]

Here is how to use the info graphic storyboard template. The file for this template will be made available to you after today's webinar . You can also reach out to me directly and I can send it your way. First you will want to download the template and open it up. You can open and edit the template in PowerPoint, PowerPoint online, or Google slides. Once you have the template for this brief demo I will use PowerPoint online. I would like to point out that this template slide has been resized to a letter-size document . You are welcome to print it out and fill it out by hand. But typing it and will save you time

 and rearranging your data for your story, as well as eliminating the step of having to transfer your content into a document down the road.

If you'd like to use the template to storyboard your infographics all you need to do is into your text and your title, subtitle or brief introduction to your content. Then moved to the next box and start to enter the data you collected. I suggest using a box for each piece of data. Then draft up the text that goes with the data to tell your story. You can track the boxes around to organize the flow of your story. If you need additional space just make a copy of the text box and you can also duplicate the slide if needed. You can insert images that you may want a designer to reference but it's not necessary. You can list sources in a box or just add another page if you have a long list of sources. Also don't forget to include a specific call to action . Then save the file and send it to your designer or a designer you hire. You can even try to design your own info graphic. If you like you can always include additional notes about your vision for the info graphic. Most designers will get inspiration from your story and the keywords within it . They can also take a look at your websites branding for inspiration. Why does this template work? People have a tendency to give long explanations and include unorganized data. This templates force you to pare down the content and think about what your audience truly needs to know. Effective in a graph it data stories take no longer than 30 seconds to read and tells your data story in a simple and creative way people always have the option to dig deeper into your data once you have reeled them in.

[Video end] >> Okay. So that is the end of the video. I should be back to my slides pick hopefully you can see that. I know that video move very quickly. I don't have a lot of time in the webinar to spend a whole lot of time to that. Hopefully it gave you a pretty good idea as to how you can use the template that I provided you don't have to use the template, you can use a word document, or you can open up PowerPoint and start setting up your format that way. If you did want some type of template to work with you can certainly use that template and use it as a way to help you storyboard. Like I said in the video, the reason why something like this works is that it really forces you to pare down your content, to use a limited amount of text . And sometimes those are the most effective infographics, when you use them. Hopefully that will help you out if you have any questions feel free to go ahead and reach out to me. And I am more than happy to discuss that with you. I know that for those of you that may have opted in to get in touch with us, or allow us to get in touch with you, we can certainly move that discussion along as well.

To close out today's session, what I want to do is I want to provide you with the links to those info graphic images that I used in today's webinar. If you did want to explore them a little bit more, there are direct links to them so you can take a look. Some of them are part of an info graphic, or article. You may need to click into the infographics. That is the easiest way to be able to access those.

And feel free to contact us at Easelly. You can go to our website, and if you are interested in trying out your hand at infographics, there's a variety of templates you can check out and try out for yourself. We also have a service that allows you to hand and turn in your info graphic data stories to where we can turn them into infographics for you. You can reach out to us through our support email. You can also connect with us on Twitter and Facebook. If you want to reach me directly my email is on the beginning slide. You are more than welcome to do so. I am available on LinkedIn , that's where I communicate the most for my business purposes. Feel free to connect with me on LinkedIn if you would like. I also have a twitter account. Thank you so much for your time today. I really hope that you found today's webinar helpful. And looking forward to continuing this discussion with you in the future. Take care.

I will turn this back to Alexa.

Great. We will start the Q&A portion of the webinar . We will do our best to address as many questions as possible in the time remaining. If we don't have an opportunity to get to your question during this live webinar, Dinah mentioned having the contact information here in the presentation slide deck, that you can download from within the webinar platform . We will also send out the slide deck in a postevent email you will have the contact information there. You can also connect with a SCORE mentor . If you're not already working with a SCORE mentor, mentors are free . And you can work with a mentor to help you apply the strategies as well. With that, let's go ahead and move into these questions that are coming in and have been coming in. The first question from Lisa. She says she noticed you referenced PowerPoint or Google docs as a source to create infographics. What about keynote ?

Yes, absolutely. Go ahead and use Keynote on a Mac if that's what you're comfortable with. Use whatever you are comfortable with. If that's what you are using for your slide presentation, feel free to go ahead and do that. The idea is using any type of slide deck creator, to be able to put each aspect of your story on the slide and limit the amount of text to get you through creating that story. If that's what you are comfortable with go for it. If there are other types of applications out there that allow you to create slides and your a custom to using them, that is fine. If you are comfortable using a notebook , use a notebook. Absolutely .

The next question is from Mohammed.

 Infographics can be used for paid Facebook ads? And how effective visit compared to using videos?

Yes, absolutely. If you use an info graphic for a Facebook ad make sure you have the right dimensions. For the actual Facebook ad. I know , I believe Facebook publishes that information. If they don't formally publish it or have updates, I know there are quite a few blog posts where people have done their research on what the appropriate size is for an image. And they can be effective compared to using a video, because if someone just quickly is glancing at a Facebook page and quickly glances at your ad, if it is truly effective, they can hopefully take action within just a matter of seconds after you reading your info graphic in the ad . For instance having to watch a video. A video is certainly effective and you may want to use it as part of your campaign. But if the Facebook ad is truly effective and someone can go ahead and read your info graphic , maybe just one data point you want to share, to get them intrigued, they are on to the next step . and maybe that is watching a video you have created.

 Okay Dinah, a lot of folks asked about cost for a designer. Is there any possible way you can give an average cost or estimated cost of what folks can expect to pay?

Yes. It is all over the place. It can be anywhere, as little as free. Maybe you have a graphic design student that's looking to get some experience at your local community college. And maybe you give them the work. You can definitely go that route. You can hire an expert designer and maybe look at a few hundred dollars. And everywhere in between. I don't have a really good number that I can just offer to you. There are many different ways. Also freelancing websites where you can hire a freelancer. And there are a lot of applications as well. Easelly being one of them where you can go online and design your own info graphic, with the service they have. And also, things like PowerPoint online. You storyboard on PowerPoint , but there are ways you can actually create your info graphic from just a slide within PowerPoint, by changing the slide dimensions. That is another way also. There are many different ways you can do that. My intent with today's webinar, based off of

 other webinars I have, when I'm working with business owners often times they are like okay, I don't plan on designing but I do need to find an easy way for my story. Hopefully this webinar has helped them out. I'm glad you asked that question. I think that might be the next natural question, how much will this cost me. >> And we had a lot of folks ask throughout the presentation and continuing to ask, about the image sources. I know you showed a slide, I think number 40 in the deck. Is that the best place to check out first for images they can use for their info graphic? Are there any other suggestions?

Do they mean like the images they want to use and include. Okay. Maybe my titles, the demographic, graphic, the Infographic information is about those that are in my presentation. These links are links to those. For example, there is a link to the AAA article for the AAA to the rescue info graphic. That is a direct link to that. Now if people are asking about the image sources for an info graphic,

Yes.

Okay, so it depends. If you're working with a graphic designer, often times they will have their own graphic sources. They may even create a lot of the graphics from scratch. Using their own shapes and design tools to create custom graphics for you. If you are using something like a software online, depending on your subscription to the tool and what is accessible to you, you should have rights to be able to publish the content, using the tools you have through your subscription, and free to use for commercial purposes. If you are going online and calling graphics from other websites coupling the men, then you would want to make sure, pulling them and from other websites, make sure you have the rights to use those in your info graphic. I would suggest using a graphic designer. You can certainly pull in some images that give you inspiration, or if you want to give inspiration to your designer to see if they can come up with something, that would work well for your info graphic based off another idea. You definitely want to make sure you have rights to any that you use in your info graphic.

Okay, the next question is from Jessica who says she is fairly new to her industry . She has a unique method for producing. She is asking what should she address , the actual product or would you recommend her addressing her unique approach?

You can go both ways. Maybe a series of infographics that you can create, or maybe include it all in one. Start at the beginning and then you may realize you need additional infographics to tell the story about your unique method. There's a lot of ways you can take that . I don't know how I can best answer that question, but a good question.

Okay. The next question is from Juanita . Saying she sells advertisement for magazines. Will a storyboard work to sell advertisements?

To sell advertisements . If I am understanding this question correctly, you are wondering if you can maybe share an info graphic to potential buyers for advertising space in your magazine . So yes, absolutely. If you wanted to showcase the success of other companies that have advertised on your space, and maybe you have some data that actually showcases that success. Or maybe you have survey results based off of customers that have bought that space. To advertise. That is certainly something you can include in an info graphic and share with potential customers. What is nice about that is I have been in sales before myself, I know people aren't always ready to jump on a call with you. But if it is something you can draft to them quickly in an email and say we have new numbers on success of other customers, maybe you can have the same success if you advertise with us. Here is a quick info graphic to read. And send it through email. So infographics are a great tool for your sales team. In the past when I was in sales, I know it was helpful having marketing pieces I could quickly share. And start that conversation again with potential customers. I certainly think that would be a great idea.

Okay. The next question, comes from Craig. He's an individual small business owner. Can they do it info graphic document on their own?

Absolutely. There are many tools that you can use to create one on your own. One of the simplest ways that you can create an info graphic is simply by taking a photo image and adding a title to the stock photo. Putting your data point and the point you want to make, making sure the stock photo matches the message. And end with your website information. You have your beginning, middle and your end work and it's something you can share through social media. I know it sounds very simple, almost like, and info graphic is any

 graphic or image that shares information and data. Often times people do think of infographics as being a long scrolling info graphic. That they need to spend time to work through in some cases. But it can be as little as a small image through social media, and image on a postcard. It can be a variety of different things. So when I mentioned earlier about storyboarding, while we are talking about info graphic, this exercise we worked through today, helps you with anything. Creating a video, this also helps creating that story for a video. It can help in many different ways . So yes if you feel comfortable and you want to go ahead and take a stab at designing your own info graphic you can do that. You can also go to many different websites, that may offer the service where you can create your own. Easelly being one of them but you can also use PowerPoint or a Word document to create that.

All right. The next question from Maria. Dinah what app , like Adobe, word, do you recommend for presenting infographics on websites? That clients can download or view.

Sure, a few different formats . Ideally you will want to, once the info graphic is completed you will want to make sure that you have the info graphic in a JPEG format for your website . A JPEG format , if you added to a homepage are included in a blog post or article, the JPEG format will be the best quality image that will not bog down your site. There's PNG files you can use but that often time will be a larger image and JPEG usually works best. You may want to have a PNG version as well, because you may need to print it up, say you want to print up some marketing material and you want to include it. You may want something that's a better quality, if you plan to print it out. Now infographics can also be a PDF document. Like an info graphic, maybe a handout you give out in person at your business. Maybe you have it at the cash register for example. Or next to a product you are trying to sell. You can also save the info graphic image as a PDF document. Often times the PDF document is a page length. That's another why for working with the documents and keeping text minimal, to one page, is ideal. You don't want people to page through an info graphic.

All right.

Sorry, as I'm thinking through the question. JPEG, PNG files, and the PDF files are all ideal. If you're maybe uploading an info graphic and want them to be able to download and print it off on their own, then you will want the PDF file so you can have someone download it and they can print it on their own. That would be another suggestion. Or if you share through email and away you want people to print it off, a PDF is ideal . You can also embed the info graphic into your website . That is another way. Depending on the file you are given. I know we are able to provide and embed file to embed in your website that's another way. It may help you to track that more. So there are a few different ways. I would talk to your designer. To get a better understanding as to what your goals are in terms of how you want to share it, and determine what type of file you will need to go ahead and share your info graphic.

Alrighty . that's all the questions we have time to address during the live webinar session. We did not, if we did not have a chance to get to your question in this live session, if you're not already working with a SCORE mentor that can assist you further with your business needs helping you apply the strategies, we encourage you to connect with one after today's session. I posted the link available from within the webinar platform under even resources you can click to take you directly to the page where you can make that request.

We are going to be sending out a link to this recording, as well as the presentation slide deck, in a post event email. You will receive that in just a couple of hours from now. That presentation slide deck does include the contact information for Dinah and Easelly, should you reach out for further assistance there .

On behalf of SCORE and Easelly, I would like to thank you all for attending today. A very big thank you to Dinah Ramirez for presenting with us as well, thank you very much .

Thank you Alexa and thank you everyone for your time, I had fun today. Have a great day.

We hope you all can join us for the next webinar, Thursday May 30th. Next general retail integrating on and off-line for the perfect customer experience. This session will take you through easy to implement Omni channel ideas that provide function and experience for today's customer. Thank you again everyone. We look forward to seeing you next time and take care. >>[Event concluded]