

How to Create an Infographic in an Hour or Less

Step 1: Gather Your Content/Data

This is the data/content you'll be populating your infographic with. You can either collect third-party data, or use your own original data. If you use third-party data, just be sure you [cite your sources](#) -- just like in any other good piece of content.

To keep your infographic uncluttered by a ton of

different source URLs, a great way to do this is to include a simple URL at the bottom of your infographic that links to a page on your site listing the individual stats and their sources -- such as the blog post you're using to publish your infographic. This way, your infographic looks clean and professional, yet people will still be able to access the sources no matter where the infographic gets shared or embedded. It may also even drive visitors back to your site!

For the sake of time (our mission is to create an infographic in under an hour after all!), for my infographic, I'm going to choose a compilation of stats we've already aggregated in a previous blog post: "[18 Fresh Stats About the Current State of Social Media Marketing](#)."

Step 2: Choose Your Desired Template

Your next step is to choose the template you want. As you saw pictured above, we have **five infographic templates in PowerPoint** for you to choose from: one for creating a four-color infographic, one to convey statistics using alternating font sizes, one to create a data-comparison infographic, one for creating a Pinterest-inspired tiled infographic, and one pretty basic, free-form option.

The important thing here is to choose a template that works for the data/content you want to present. In the case of my 18 social media stats, I'm going to pick the second template option, which conveys statistics using alternating font sizes.

ALTERNATING FONT SIZES CONVEYING STATISTICS

There are times when we have a staggering amount of information that we can't present with an image-heavy infographic. These times call for styles of design that focus more on the fonts and how they can give your infographic a professional look without the clutter of too many images.

INFORMATION

70 SQUIRRELS PREFER PEANUT BUTTER OVER JELLY

PEOPLE

9 OUT OF 10 MARKETERS WILL SHARE THIS

TIME

68 YEARS UNTIL PUPPIES TAKE OVER THE WORLD

STATEMENTS

INBOUND MARKETERS ARE RESPONSIBLE FOR FINDING LIFE ON MARS

RANDOM THOUGHTS

YOU CAN'T CATCH APPLES BY THROWING ORANGES

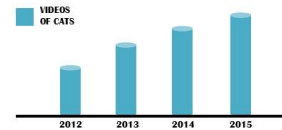
USE YOUR COLORS

ALTERNATE THE COLOR OF YOUR TEXT TO EMPHASIZE CERTAIN DATA

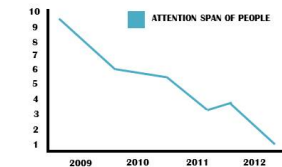
MIX AND MATCH SHAPES

OVER 100 SHAPES CAN BE USED TO CREATE GRAPHICS

TIMELINES



GRAPHS



400 BILLION STARS IN THE MILKY WAY

You'll notice that this infographic was created entirely from basic shapes and alternating font sizes. By focusing your design on two simple aspects, you can accomplish an intricate outcome. For an infographic of this style, I would suggest using no more than three colors and stick to one font to make things simpler.



DON'T LEAVE TOO MUCH WHITE SPACE

An important thing to remember when designing an infographic is to keep your use of white space to a minimum. Although white space can be useful, too much will spread your

Step 3: Customize Your Infographic

Obviously, this is the most time-consuming part -- but it's also the most fun! Simply choose a title, plug in your content, and adjust your font sizes and formatting. Feel free to switch up the graphics, too, so they're relevant to the data you're citing. All I did was use the simple shapes provided by PowerPoint to create things like the clock, the megaphone, and the talk bubbles. I used PowerPoint's charts feature to add the pie chart. (Note: Our [free infographic templates download](#) also provides a cheat sheet for using PowerPoint's various features and tools in case you need to brush up on your PPT skills.)

To customize the look of the infographic a bit more, I also added a third color to the mix -- orange -- to give the infographic more of a HubSpotty, branded feel. And if I wanted to, I could've changed up the font style as well.

Finally, I included a shortened link to my list of sources, which can be found on our website at <http://bit.ly/15KA8ga>, as well as the HubSpot logo so people know who created the infographic if it gets shared in social media or embedded on other websites.

That's it! The whole thing took me less than an hour to put together -- much shorter than it would've taken me if I'd started from scratch (not to mention more professional looking ... and cheaper than hiring a designer). Here it is!

A Quick Peek Into the Current State of Social Media Marketing

We combed through some of the hottest new social media research – including our new [2013 State of Inbound Marketing Report](#) – to highlight some of the freshest stats that reveal the truth about the current state of social media marketing. Check them out!

LINKEDIN

43% OF MARKETERS HAVE FOUND A CUSTOMER VIA LINKEDIN

TWITTER

1/4 OF CONSUMERS WHO COMPLAIN ON TWITTER EXPECT A RESPONSE IN 1 HOUR

FACEBOOK

7 OUT OF 10 MARKETERS SAY FACEBOOK IS IMPORTANT TO THEIR LEAD GEN STRATEGIES



SOCIAL MEDIA & LEAD GEN

SOCIAL MEDIA GENERATES **2X THE LEADS** OF TRADE SHOWS, TELEMARKETING, DIRECT MAIL, OR PPC



SOCIAL MEDIA CONVERSION RATES

13% HOW MUCH HIGHER SOCIAL MEDIA LEAD CONVERSION RATES ARE THAN THE AVG. RATE

BLOGGING & SOCIAL MEDIA ADOPTION

23% OF MARKETERS WILL INVEST IN BLOGGING & SOCIAL THIS YEAR, A **9% INCREASE** FROM 2012

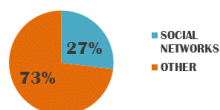


GENDER DIFFERENCES

WOMEN ARE MORE LIKELY THAN MEN TO REGULARLY CHECK A BRAND'S SOCIAL PAGE

TIME SPENT IN SOCIAL MEDIA

U.S. INTERNET TIME



THE VALUE OF THE FAN

85% OF BRANDS ON FACEBOOK RECOMMEND BRANDS TO OTHERS



46% OF ONLINE USERS COUNT ON SOCIAL MEDIA WHEN MAKING A PURCHASING DECISION



SOURCES: <http://bit.ly/15KASga>

INFOGRAPHIC BY:

HubSpot