

INFOGRAPHICS WORK!

IMPACT

INFOGRAPHIC SEARCH VOLUME HAS INCREASED BY **800%** IN THE LAST 2 YEARS*

*Source: <http://www.Media-Mosaic.com>

WHAT WILL PEOPLE REMEMBER?

20%
OF WHAT THEY
READ



~VS~



80%
OF WHAT THEY
SEE*

*Source: Jerome Bruner, as cited by Paul Martin Lester in "Syntactic Theory of Visual Communication"

27% OF TOTAL U.S. INTERNET TIME IS SPENT ON **SOCIAL NETWORKING***
AN AVERAGE OF 37 MINUTES DAILY

*Source: Experian and Business Insider Intelligence

CONNECT

 **share** INFOGRAPHICS

GET SHARED, GO VIRAL,
DRIVE PET OWNERS TO YOUR WEBSITE

GROW

77% OF BUSINESS-TO-CONSUMER COMPANIES ACQUIRED CUSTOMERS FROM FACEBOOK

*Source: Business2Community

46% OF WEB USERS TURN TO **SOCIAL MEDIA*** FOR MAKING PURCHASES

*Source: Digital Buzz

INFOGRAPHICS *are the* IDEAL MEDIUM *for* MEMORABLE WEB CONTENT

MAKE 2014 YOUR HOSPITAL'S BEST YEAR YET!