

2019

Infographic World - 5 Post Package Outlines

Executive Summary

To create this template and articles for Infographic World, we first analyzed ranking competitors for target keywords to see what they're doing well. In this instance, we performed searches by using the keywords as queries. We then focused on competitors that are ranking in the top ten for these keywords. We looked at other keywords these articles are ranking for as well. The first three articles in this package have the specific aim of out-performing competitors in order to increase keyword rankings. These articles pertain to specific services Infographic World offers.

The final two articles are linkable content pieces that are highly pertinent to Infographic World's niche. For these, we focused on linkability, thought leadership, and authority.

Find the content below, or click one of these links to jump to a specific suggestion:

- [Video Marketing | Video Marketing Services](#)
- [How to Make Animated Videos for Marketing](#)
- [Major Elements of Visual Communication & Design](#)
- [Impact of Social Media on American Culture](#)
- [What Is Green Marketing? Eco-Friendly Marketing](#)

For each outline:

H2s are Bolded and Exact-Match

--H3s are Indented and Hyphenated and Exact-Match

[notes to writers, examples, additional info to include or research is italicized and bracketed]

Article 1 (Video Marketing Template) Title Tag: Video Marketing Services | IGW

H1 (Display Title): Video Marketing Services

Summary: This article is specific to the video marketing page, to provide a detailed example. To use this as a template for your other service pages, insert the service keyword in the brackets during each H2. H3s will vary page-to-page.

Subheadings (H2s & --H3s):

[In the intro section of the template, the first two sentences — or even just the first sentence — should act much like a meta description for the page’s content. In the case of video marketing, this page will be explaining the value of video marketing and the value of video marketing services. The same goes for any of the pages you’re rebuilding. The content should explain and illustrate the value of these services directly and concisely. A good intro will say something like,

“Video marketing can increase conversions on your website by 80%. Nearly 90% of marketers use video, and for good reason — the average user spends 88% more time on a website with video.”

The conclusion of the intro, which should be no longer than 5 lines on the page, can include a CTA like,

“Try Infographic World’s video marketing services and skyrocket your marketing performance now.”

The top two ranking competitors for the keyword “video marketing services” offer an interactive element in the intro. Result number one has a video, result number two, a button linking to a video marketing checklist. Consider including an interactive element in your intro. The same goes for each of these sections: the more interactive elements and examples, the better.]

Our Video Marketing Services

[In this section, you’ll explain which services you offer as well as their value to the user. Pepper this section with statistics to explain the value of these types of services. You can either use a bullet list or H3s — we highly recommend H3s.]

--Video Marketing Strategy

--Social Media Video Advertising

--YouTube Optimization

[We’re including this as its own service to increase specificity, content quality and quantity. YouTube optimization could fit under “Social Media Video Advertising” but many people view YouTube less like a social media channel and more like a pure content channel. Any of the types of videos Infographic World creates for client websites could also be posted on YouTube. Explain the value of YouTube as a channel and what you can do for the client who needs videos for YouTube.]

--Explainer Videos

[Besides talking about the value of these videos, consider using a bullet list to detail your services (strategy assistance, scriptwriting, storyboarding, voiceovers, animation, music.)]

--Whiteboard Videos

[Besides talking about the value of these videos, consider using a bullet list to detail your services.]

--3D Animation Videos

[Same here, talk about the value of these videos, and consider using a bullet list to detail your services.]

--Video Content Promotion

Why Use Our Video Marketing Service[s]?

[This section will get more in-depth about the benefits of using Infographic World for video marketing.]

--Video Benefits Your Marketing Strategy

[Use a bullet list to incorporate the content from your original “Core Benefits of Video in Your Marketing Strategy” section.]

--Our Team Is Exceptional

[Detail the expert qualifications of the team and consider using a bullet list to talk about specializations.]

--We Have a Best-In-Class Reputation

[Here, you can bullet list some of the “fun facts” from the About page and include the testimonials from the “WHAT THEY SAY ABOUT US” section of the original Video Marketing Services page.]

How Video Marketing Works

[Here, you’ll provide information about what goes into Infographic World’s video marketing process.]

--Identifying Your Audience

--Pinning Down Your Strategy

--Creating Multiple Videos for Multiple Channels

--Executing Your Strategy

--Following Through with Content Promotion

What You Should Expect from a Video Marketing Company

[Use a bullet list to talk about KPIs and ROI the reader should expect a video marketing company to help them with.]

Get Started with Our Video Marketing Agency Today!

[This is final CTA section that can include your preferred CTA and button, e.g. “Ready for a free conversion audit?” We recommend personalizing the CTA to the service you’re offering, as it’s not clear that a conversion audit is specifically addressing video marketing.]

Strategic Importance: This template will provide a comprehensive landing page that takes into account competitor methods of ranking on page one for the keyword “video marketing services.” It should be loosely transferable for any of the services Infographic World is offering. By increasing length and depth of content through explanatory, informative, keyword-driven sections, it will demonstrate the breadth of Infographic World’s authority regarding video marketing and video marketing services. It aims to provide maximum SEO value through headers and length, and provide a place for internal links to a wide variety of converting and supporting pages, thereby increasing relevance signals to search engines.

Keyword Focus: video marketing, video marketing services, video marketing company, video marketing agency

Internal Links:

1. <https://infographicworld.com/video-marketing-stats/> - *[Intro — “Video marketing can increase conversions on your website by 80%.”]*
2. <https://infographicworld.com/social-media-advertising-services/> *[Social Media Video Advertising — “When it comes to social media advertising, 64% of consumers make a purchase after watching branded social videos.”]*

3. <https://infographicworld.com/social-media-video-marketing/> - [*Social Media Video Advertising* — “**Social media videos** can increase a user’s intent to purchase by as much as 97%.]”]
4. <https://infographicworld.com/content-marketing-services/> - [*YouTube Optimization* — “Given the fact that over 1.8 billion people use YouTube every month, YouTube videos are a key pillar of any **content marketing** strategy.”]
5. <https://infographicworld.com/explainer-videos/> - [*Explainer Videos* — “**Explainer videos** are an informative and catchy way of helping consumers retain information and key selling-points regarding your product or service.”]
6. <https://infographicworld.com/whiteboard-animation-services/> - [*Whiteboard Videos* — “**Whiteboard animation** videos combine the power of custom, eye-catching animation with audio to both entertain and inform the user.”]
7. <https://infographicworld.com/3d-animations/> - [*3D Animation Videos* — “When it comes to animation, **3D animation** is the next level of video storytelling. This format allows you to easily relate complex ideas in an entertaining way.”]
8. <https://infographicworld.com/full-service-marketing/> - [*Get Started with Our [Video Marketing Agency] Today!* — “As a **full-service marketing** agency, Infographic World can take you beyond video creation and into the realm of branding and promotion.”]

Competitor Examples:

1. <https://www.bluecorona.com/video-marketing/>
2. <https://marketinghy.com/video-marketing-services/>

External Sources:

1. <https://www.businessinsider.com/youtube-user-statistics-2018-5>

Article 2 Title Tag: How to Make Animated Videos for Marketing | IGW

H1 (Display Title): How to Create Animated Videos for Marketing Success

Summary: This article will begin by identifying the importance of video for marketing and the basic types of animation. It will make the case for animated video, and then will run through steps to making a video for marketing purposes, culminating with the case for outsourcing animated video to experts. It will appeal to an audience of marketers interested in the process of making these videos, and will capture searches related to animated video marketing.

Subheadings (H2s & --H3s):

[Introduce the reader to the concept of animated videos and talk about why video is such a powerful marketing tool. Consider using a bullet list. Viewers retain 95% of the

information from videos, as opposed to text, which imparts about 10% of info. On social media, video increase purchase intent by up to 97%, etc.]

--What Is Animation?

[This might seem like a no-brainer, but the H3 serves keyword purposes. You can get a little technical. Talk about frames per second, 2D animation, 3D animation, and stop motion.]

--Why Animated Video?

[Talk about how animated video helps marketers engage viewers by conveying complex ideas through simple images, capturing attention, appealing to emotions and nostalgia, animation works for a wide variety of purposes, it's fun, and can be less costly than live-action.]

--Exactly How Powerful Is Video Marketing?

[Here you can compile statistics and benefits of video marketing for a digital audience with short attention spans who would prefer to engage with video across a variety of marketing channels.]

Create Your Animated Video Marketing Strategy

[Will you use these videos in emails? Which social media channels will you use? How do you plan on promoting videos housed on your website? Will there be YouTube-specific videos? Which of your products/services are most suited for these videos? Etc.]

Identify Your Audience

[Audience demographics and other info will determine a great many things about the video, including tone, characters, length, etc.]

Decide on the Best Types of Animated Video

[3D animated video? Whiteboard video? Explainer? Animated infographic video? Explain how strategy and goals will help them determine which types of video are best.]

Write the Script

[Explain the importance of a good script and talk about the nuances of wording based on the message they're trying to convey and their target audience.]

Create the Storyboard

[Tell the reader what a storyboard is and what the normal process is for creating one.]

Plan the Audio Elements

[Talk about the importance of high-quality voice-overs and music for imparting the message, tone, and emotion.]

Animate and Produce the Video

[This is the hardest part. For a video to look and feel professional, it takes a great deal of time and effort for a business to produce it, even as they're trying to concentrate on regular marketing efforts.]

Strategic Importance: With this article, we're looking directly at the top-ranking pages for the keyword "animated video marketing" and analyzing which keywords they're capturing with their articles. Next, we're recommending a strategy that optimizes for these keywords while simultaneously providing a high-value, informative resource that should increase authority and semantic relevance on this topic. Through depth of content and targeted internal links to internal converting and supporting pages, this

article should send powerful ranking signals to search engines, which could potentially improve Infographic World's search engine rankings for these keywords.

Keyword Focus: animated video marketing, how to make animated videos, what is animation, how to create animated videos

Internal Links:

1. <https://infographicworld.com/video-marketing-services/> (link to the new template once published) - [*Intro* — “**Video marketing** empowers your company to engage your audience in a world of limited attention where emotional and visual appeal are of utmost importance.”]
2. <https://infographicworld.com/types-of-video-marketing/> - [*Exactly How Powerful Is Video Marketing?* — “There are multiple **types of videos** you can use to leverage the power of video marketing at a time when 81% of brands are trying to take advantage of this medium”]
3. <https://infographicworld.com/social-media-video-marketing/> - [*Create Your Animated Video Marketing Strategy* — “The **social media** channels you use will depend on where your audience hangs out; keep reading to find out more about identifying your audience.”]
4. <https://infographicworld.com/3d-animations/> - [*Decide on the Best Types of Animated Video* — “For example, medical, manufacturing, and logistics companies find that **3D animated video** is particularly suited to relaying information that would be hard to relay in other mediums.”]
5. <https://infographicworld.com/content-promotion/> - [*Animate and Produce the Video* — “When it comes down to it, video creation is incredibly difficult when you're trying to focus on the other aspects of your business. Let a full-service marketing team create a stunning video for you and **promote your content** across the internet.”]

Competitor Examples:

1. <https://www.dreamgrow.com/animated-video/>
2. <https://www.yummyvideos.com/dont-use-an-animated-marketing-video-until-you-read-this-wp/>

External Sources:

1. <https://marketinginsidergroup.com/content-marketing/10-stats-video-marketers-need/>
2. <https://www.scienceworld.ca/blog/what-is-animation>

Article 3 Title Tag: Major Elements of Visual Communication & Design | IGW

H1 (Display Title): The Major Components of Visual Communication and Visual Design

Summary: This article will begin by defining visual communication and talking about its advantages. It will go on to distinguish between visual communication and design, and will discuss the key elements of communication and design. It will appeal to an audience interested in understanding how visual communication works in a content marketing context, and should help capture searches related to visual communication.

Subheadings (H2s & --H3s):

[Define visual communication and link internally to the marketing glossary page. Talk about why visual communication is important for businesses. In a digital world where people are inundated with text, visual communication reaches visual-spatial learners and improves comprehension/reception/retention of marketing messages.]

The Difference Between Visual Communication and Design

[Designers use the elements of visual communication to create designs that channel a message to the viewer. Designers seek to communicate hierarchy, grouping, and sequence to the viewer. Talk about how design is more technical, while communication deals with the big picture of the message.]

Visual Communication Elements

[For each of these elements, talk about how they're used to make an impression on the viewer.]

--Color

[Color influences emotions, decision-making, and behavior. Nearly 85% of the purchasing decision is based on the product's color.]

--Position

[Position indicates the relationship between images and delineates levels of importance, directing attention. Position establishes hierarchy and association.]

--Texture

[Define texture as it would relate to infographic images. Rough or smooth texture gives images a human touch, while a lack of texture is corporate/professional.]

--Size

[Alongside position, size communicates the level of importance. Talk about how larger images get more attention, the need for balance, etc. The bigger an infographic is, the more room there is for decent-sized images that don't feel cluttered.]

--Orientation

[Talk about how shifting orientation — an image's position or direction relative to other images and overall flow — affects symmetry and the viewer's level of clarity or confusion.]

--Shape

[Talk about the different types of shapes — organic, geometric, or abstract— and how these affect viewer perception.]

--Tone

[Talk about how tone variation in combination with line can make an object look 3D, and how tone communicates intensity level.]

Visual Design Elements

[Define visual design.]

--Figure-Ground Contrast

[Define the difference between figure and ground and talk about how contrast helps emphasize certain communication elements.]

--Repetition

[Talk about how repetition — or lack thereof — helps viewers get an overall impression that affects their memory.]

--Alignment and Balance

[Talk about how balance and alignment create harmony but asymmetry can also have a visual appeal.]

--Proximity

[Talk about how proximity affects viewer association and tells the eye where to go.]

Strategic Importance: This article will approach the keyword “visual communication” in a highly informative, analytical sense, letting readers get an inside look at the elements a designer considers when they’re creating an infographic, ad, or other visual marketing tool. This type of inside look is essential for becoming a thought leader in Infographic World’s niche. It will augment and expand upon the other visual communication content on the site, covering this topic in a new way. By doing so, it will increase the depth and breadth of content associated with the domain should help build more authority related to this keyword.

Keyword Focus: visual communication, visual design, communication design, what is visual communication

Internal Links:

1. <https://infographicworld.com/marketing-glossary/visual-communication/> [Intro — “**Visual communication** is the use of images, symbols, animation, and visual aids such as videos to convey messages to the viewer.”]
2. <https://infographicworld.com/whiteboard-animations/> [Intro — “For example, **whiteboard animations** provide a captivating visual component to marketing messages that might otherwise be stale.”]
3. [Article 2](#) [Intro — “**Animated video** is yet another form of visual communication — the animations tell a story and are essential to the verbal and textual aspects.”]

4. <https://infographicworld.com/project/10-ways-visual-communication-can-transform-your-business/> [*Visual Communication Elements* — “Use these elements properly when creating visual content, and **visual communication can transform your business.**”]
5. <https://infographicworld.com/psychology-color-marketing/> [*Color* — “**Color psychology in marketing** even goes so far as to posit that nearly 85% of a consumer’s purchasing decision is based on the product’s color.”]
6. <https://infographicworld.com/3d-animations> [*Tone* — “For example, **3D animations** take advantage of tonal gradient to give an image three dimensions instead of two.”]
7. <https://infographicworld.com/infographic-design-2/> [*Size* — “The bigger an **infographic** is, the more room there is for decent-sized images that don’t feel cluttered.”]

Competitor Examples:

1. <https://www.infographicdesignnteam.com/blog/components-of-visual-communication/>
2. <https://artplusmarketing.com/what-is-visual-communication-design-fcfd7faaacbf>

External Sources:

1. <https://www.usability.gov/what-and-why/visual-design.html>
2. <https://www.figma.com/dictionary/gradient/>

Article 4 Title Tag: Impact of Social Media on American Culture | IGW

H1 (Display Title): The Impact of Social Media on American Culture: How Social Media Affects Us

Summary: This article will provide an up-to-date view of social media culture, detailing the effect of YouTube, influencers, Instagram, Facebook, and stories on social media. It will be aimed at businesses and consumers alike, but will have especially pertinent bits of information for business leaders and marketers searching for social media insights.

Subheadings (H2s & --H3s):

[Provide an overview by talking about how social media has completely changed the way we communicate and the way businesses market to consumers, etc.]

YouTube: Changing Our Relationship with Entertainment

[YouTube is now the number two website on the internet, making it the number one social platform in terms of daily time spent by users. Talk about what this means for video consumption in general.]

--Music

[Now, anyone can sit down and film themselves playing music. This has lead to the rise of stars like Justin Bieber and Ed Sheeran. Talk about YouTube's effect on music consumption and creation.]

--ASMR

[ASMR is at the top of YouTube search queries in the US. Talk about what it is and why people use it.]

--Video Games

[In terms of popularity, video game videos are up there with kids videos. Talk about YouTube's effect on gaming culture.]

Influencers: Changing How Brands and Consumers Interact

[64% of 14-22-year-olds follow influencers. Talk about what an influencer or social media creator is, identify some of the big ones, and what this means to brands.]

Instagram: Changing Our Relationship with Images

[Talk about Instagram's growth in popularity. Talk about selfies. Now, celebrities take selfies and it's all over the blogs the next day. People take photos purely for Instagram. Discuss.]

Facebook: Changing How We Communicate

[Talk about how Facebook Messenger and WhatsApp are changing the way people communicate with each other and with businesses. 61% of US users are messaging businesses. And, [according to Facebook](#), "People who use visuals more frequently in their messaging are 1.59x more likely than those who don't to say they have "great conversations."]

Social Media: Changing Our Stories

[Across channels, people share stories. Brands and consumers are closer than ever, existing on the same channels, and brands can tell stories too.]

Strategic Importance: This article should be a highly linkable piece of content with the potential to earn organic backlinks on business sites, cultural sites, and social-media-specific sites. External links to this article should help bolster authority and ranking signals, while the article's internal links should increase ranking signals. It accomplishes two tasks: broadening the scope of social media content, thereby increasing semantic and subject-level authority on this topic, and increasing the amount of linkable social media content on the blog.

Keyword Focus: social media culture, how does social media affect us, impact of social media on culture

Internal Links:

1. <https://infographicworld.com/social-media-video-marketing/> [Intro — "People are consuming **social media videos** at an incredible rate: in a matter of five months, advertisers on Instagram registered a 622% increase in impressions form videos."]
2. <https://infographicworld.com/social-media-effect-infographic/> [Intro — "The **social media effect** is palpable. You can share content one day, and the next

thing you know your website is gaining traffic because people responded to your content.”]

3. <https://infographicworld.com/pre-production-video-checklist/> [*YouTube: Changing Our Relationship with Entertainment* — “Now, anyone **can create a video** for YouTube; brands and consumers coexist in a vast video ecosystem where creators struggle to stand out.”]
4. <https://infographicworld.com/best-social-media-business-marketing/> [*Facebook: Changing How We Communicate* — “**Facebook is a great marketing tool** because it facilitates open communication between brands and consumers.”]

Competitor Examples:

1. <https://www.jeffbullas.com/10-ways-social-media-is-transforming-our-world/>
2. <https://www.business2community.com/brandviews/growing-social-media/social-media-culture-01635249>

External Sources:

1. <https://sproutsocial.com/insights/social-media-statistics/>
2. <https://www.searchenginejournal.com/2019s-top-youtube-searches-and-channels-so-far/290569/#close>
3. <https://vocal.media/beat/musicians-who-became-famous-through-youtube>
4. <https://www.engadget.com/2019/07/25/pew-youtube-videos-with-kids-or-video-games-get-most-views/>
5. <https://www.socialmediatoday.com/news/new-study-looks-at-the-impact-of-influencers-and-video-on-consumer-decision/552989/>
6. <https://digitalmarketinginstitute.com/en-us/blog/9-of-the-biggest-social-media-influencers-on-instagram>
7. <https://techcrunch.com/2018/06/20/instagram-1-billion-users/>
8. <https://www.facebook.com/business/news/insights/why-messaging-businesses-is-the-new-normal>

Article 5 Title Tag: What Is Green Marketing? | Eco-Friendly Marketing Basics | IGW
H1 (Display Title): What Is Green Marketing? Marketing Tips for Environmentally Friendly Businesses

Summary: This article will define green marketing and talk about what it takes for a company to do authentic green marketing. It will list tips, as well as some companies doing it well. It will appeal to green businesses searching for marketing tips as well as searchers who are interested in sustainable business marketing.

Subheadings (H2s & --H3s):

[Define “green marketing.” It’s when an environmentally friendly company promotes their product or service, and brand, based on its green merits. Talk about how this fits into corporate social responsibility and the challenges that green businesses face.]

How Green Is Your Business?

[Talk about the requirements for a brand to engage in green marketing. The business must have non-toxic products/services, reusable products, environmentally-friendly manufacturing, etc.]

How To Make Your Marketing Efforts More Eco-Friendly**--1. Focus on Culture**

[How true to a green ethos is your brand? Talk about how a business can relate the environmentally friendly culture to consumers.]

--2. Support the Community

[Talk about ways to support local communities through sponsoring charitable events, environmentally friendly initiatives, etc.]

--3. Show Your Actions

[Talk about how it’s important for the green business to document their eco-friendly practices, events, and activities, sharing the results to the community.]

--4. Prioritize Transparency and Communication

[Create content that espouses your values, and be transparent about your operations to promote trust. Talk about how the brand can do this on social media.]

--5. Meet People on Their Level

[Talk about how it’s important to create content people can relate to, not huge, boring documents, and provide advice on how to do this.]

Examples of Environmentally Friendly Companies

[For each of the following, talk about what they do to establish/support their eco-friendly image and how they promote it.]

--Patagonia

--IKEA

--Seventh Generation

Strategic Importance: This article should provide highly linkable content with the potential to acquire organic links on sustainability sites and business blogs, as well as lifestyle blogs. Because Infographic World has not focused on this topic before, the article will increase the breadth of content related to marketing, showcasing authority and thought leadership on the subject of marketing by diving into an increasingly popular facet of the niche. External links to this article in combination with its internal links should help increase ranking signals for these keywords, which could increase ranking for the Infographic World domain.

Keyword Focus: environmentally friendly, green marketing, environmentally friendly companies, green marketing definition

Internal Links:

1. <https://infographicworld.com/full-service-marketing/> [*Intro* — “**Marketing** can be tricky in the green niche because consumers are wary of brands that are inauthentic. On the other hand, people are more likely to purchase your product or service if they believe you support a cause they support.”]
2. [Article 4](#) [*Focus on Culture* — “Harness **social media culture** and its ability to amplify messages by focusing on the values of the eco-friendly people in your audience.”]
3. <https://infographicworld.com/explainer-videos/> [*Show Your Actions* — “Short, informative **explainer videos** are an excellent way to showcase your efforts to support environmental sustainability.”]
4. <https://infographicworld.com/social-media-video-marketing/> [*Prioritize Transparency and Communication* — “**Communicate with people on social media** regularly so they can always check in and see your next move in the world of sustainability.”]

Competitor Examples:

1. <https://www.envision-creative.com/green-marketing-your-environmentally-friendly-business/>
2. <https://contentwriters.com/blog/brands-doing-green-marketing-right/>
3. <https://www.firstcarbonsolutions.com/resources/newsletters/july-2016-effective-green-marketing-strategies/5-effective-green-marketing-strategies/>

External Sources:

1. <https://www.entrepreneur.com/article/324001>
2. <https://www.patagonia.com/environmentalism.html>
3. https://www.ikea.com/ms/en_US/this-is-ikea/people-and-planet/index.html
4. <https://www.seventhgeneration.com/blog/journey-more-sustainable-equitable-planet-seventh-generation-2025-goals>
