

About Us – Impact Infographics

Impact Infographics exists for one simple reason: to make infographics for you that actually work.

We're a specialist agency comprised of digital marketers, data-visualisers and researchers.

We realised that most infographics were made exclusively by *designers*. But what content marketers and business owners need from an infographic is *marketing results*.

Infographics aren't just pretty pictures. They're a content marketing tool, and they have purpose: to explain. To gently persuade. To get shared and re-posted. And to showcase your company's domain expertise.

We've all seen plenty of ineffective infographics floating around the web. Our founder and head copywriter, Richard, knew that with the right team, he could do better. Impact Infographics was born in early 2014.

So, Why Choose Us?

We're more than just designers. We thoroughly "get" digital marketing, and what it takes to make infographics that people want to talk about and re-post for their audience. We build your infographic to be as sharable as possible, and to position your company as the experts in your industry.

Our Process

We're a 100% "done-for-you" infographic agency – that means you can give us your desired topic, or even just an idea, and get a complete infographic back in just a couple of weeks. We take care of all the research, copywriting and data-visualisation (the design part).

First, we'll take a brief from you and listen carefully to your requirements, your aim for the infographic, and any ideas and specifications you have.

Then, we get busy: We'll create an angle for the visual story, dig up the data, and craft the copywriting.

We'll run the stats and copy by you before we go to production. Of course, if you have your own stats or copy, we'll be happy to use those.

We'll give you two sets of revisions on the design, to make sure the final infographic meets your needs exactly.

So do you have an idea for an infographic? We'd be happy to discuss it. Send us a message, and let's see how we can help you.