

## **A Picture is Worth a Thousand Words – and Here are 5 Great Product Marketing Infographics to Prove it**

A lot happened in the world of product marketing in 2014. Key trends ranged from personalization, social media, mobile marketing to quality content. It's a lot to swallow, and obviously, all of these are still evolve and will continue to well into 2015.

With that said, here are 5 infographics that are great in conveying some of the key trends that shaped product marketing in 2014.

### **1. New World Marketing**

Now more than ever, marketing needs to make use of mobile and online platforms to stay competitive. As the world becomes increasingly engaged and enamored with technology, modern marketing needs to respond to these trends. A staggering 97% of US households use email and 75% of internet connected homes use social media. Missing out on these opportunities for marketing is a huge loss!

This infographic by GoPromotional provides you with all the information you need to compete in the new world of marketing. It's a great tool because it not only shows how large of a potential audience there is for email, social media and mobile marketing, but it also explores how businesses are making use of these new areas for marketing to give you some ideas.

<http://product2market.walkme.com/great-infographic-new-world-marketing/>

### **2. Is Content Marketing Traditional Advertising's New Rival?**

Content marketing is an emerging force in the marketing arena. It's a great strategy for improving risk mitigation, lead generation, lead nurturing and lead scoring. A majority of businesses are already making use of content marketing, with 79% using social media and 78% using article posting, and these are only two of the most popular from a wealth of content marketing strategies.

This infographic by Marketo serves as a great knowledge tool for content marketing. It provides a great breadth of information including the benefits of content marketing, strategies to use, and how businesses are allocating their resources. It's a great source of background knowledge to start making the most of your content marketing.

<http://product2market.walkme.com/great-infographic-content-marketing-traditional-advertisings-new-rival/>

### **3. What You Need to Know About Twitter This Year**

We all use Twitter in our product marketing. But, as with all social media, Twitter is constantly changing. That is why it's important to stay on top of recent research to ensure you are doing your social media marketing correctly.

In this infographic – from DashBurst – you'll find a lot of useful information, including that tweets with images have up to 5 TIMES HIGHER engagement- That's a BIG difference.

<http://product2market.walkme.com/infographic-need-know-twitter-year/>

#### **4. The Mobile Landscape: 25 Statistics That Will Drive the Future of Mobile Marketing**

With great revolutions happening, there are the rumblings of change in mobile marketplace. Marketing campaigns are gradually shifting to apps and social media- in fact 60% of Twitter's ad revenue. But as the statistics start to shift in favor of mobile marketing, are marketers aware of the opportunities that exist?

This infographic by Webdam highlights the trends of mobile marketing. One particularly notable statistic listed is that 57% of customers stated that they wouldn't recommend a business with a poor mobile site. This is especially significant since 1 in 4 mobile searches are conducted via mobile. This infographic effectively highlights integral information, which will drive the future of mobile marketing.

<http://product2market.walkme.com/infographic-mobile-landscape-25-statistics-will-drive-future-mobile-marketing/>

#### **5. Content Marketing – Thinking in Stories**

There is one simple truth to successful advertising and that is that content is king. Marketers need to be master storytellers and content creation is the most effective search engine optimization technique marketers can use for this. Effective and engaging content marketers need to not only tell a story, but also be able to stay in the know, write with purpose, not just keywords and be their own best editor.

Everyday, 27,000,000 pieces of content are shared online and companies that have an active blog receive 97% more leads. In order to stand out from the competition and attract users, a company's content must be thoughtful, engaging and unique. So, what story does your content tell?

<http://product2market.walkme.com/infographic-content-marketing-thinking-stories/>