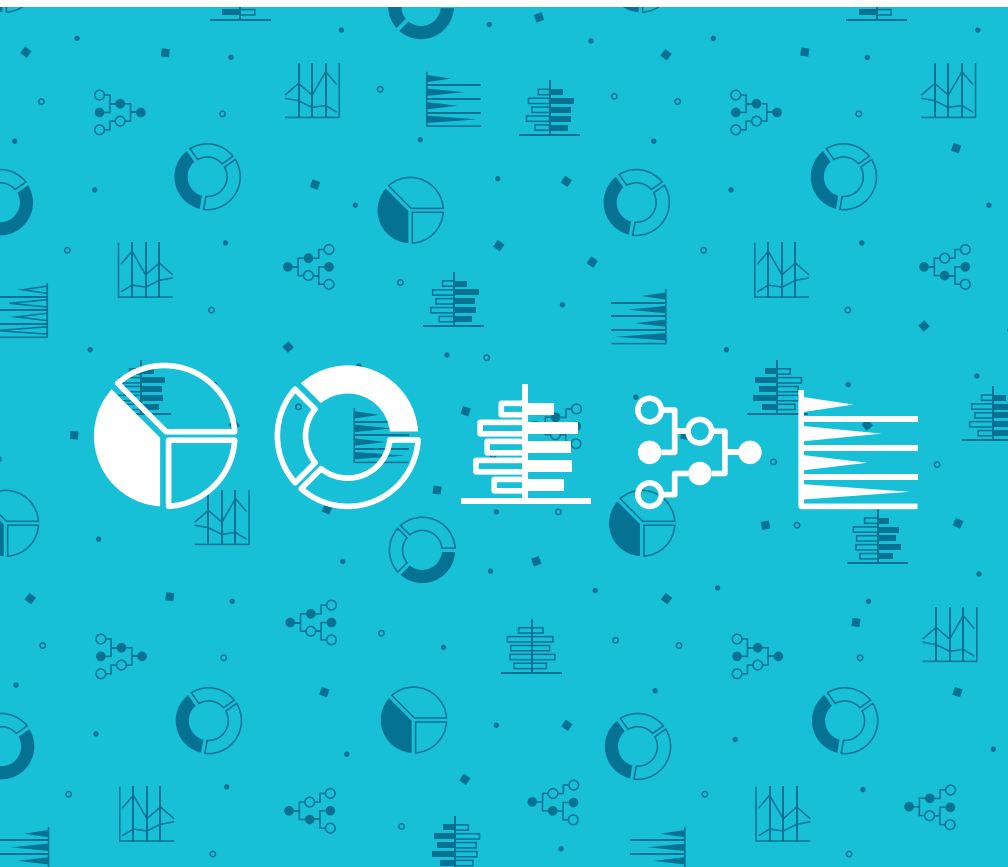




INFOGRAPHICS

MARKETING MANUALS FROM SPICEWORKS



**INSIDE OF THIS SPICEWORKS
MARKETING MANUAL ARE
CUSTOM-BUILT INFOGRAPHICS
JUST FOR IT BUYERS. SEE REAL
ARTWORK USED TO CAPTURE
THE EYES OF IT PROS.**

Ready for us to custom-build your next piece of content?
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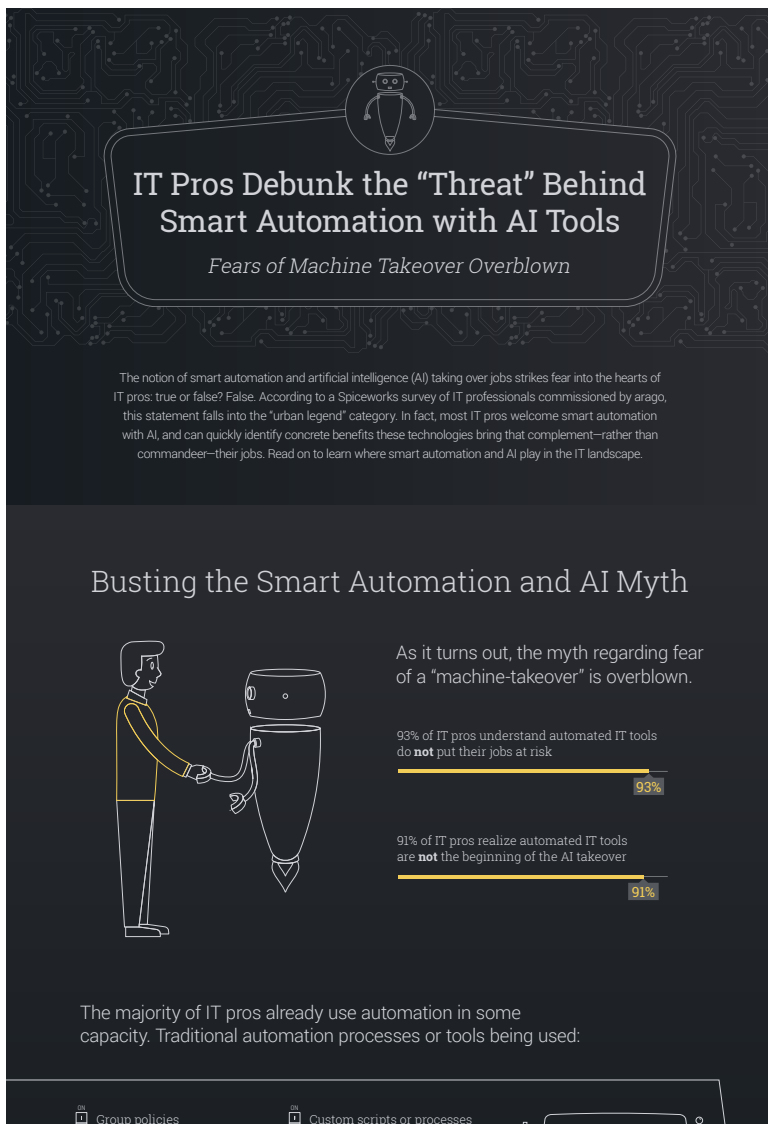
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TARGET AUDIENCE: IT PRO

01

arago IT Automation

Why this works

IT pros like when a company gets to know them a bit before pitching their product. This infographic emphasizes how the client provides value to the IT pro rather than just pumping out a product message.

The storyline here makes sense with their product, too. arago shows the IT pro’s time problem – and then solves it with their product, which is promoted at the end.

This top-of-funnel content piece was just one step in the overall journey and did a great job of connecting to the bigger campaign picture through its landing page.

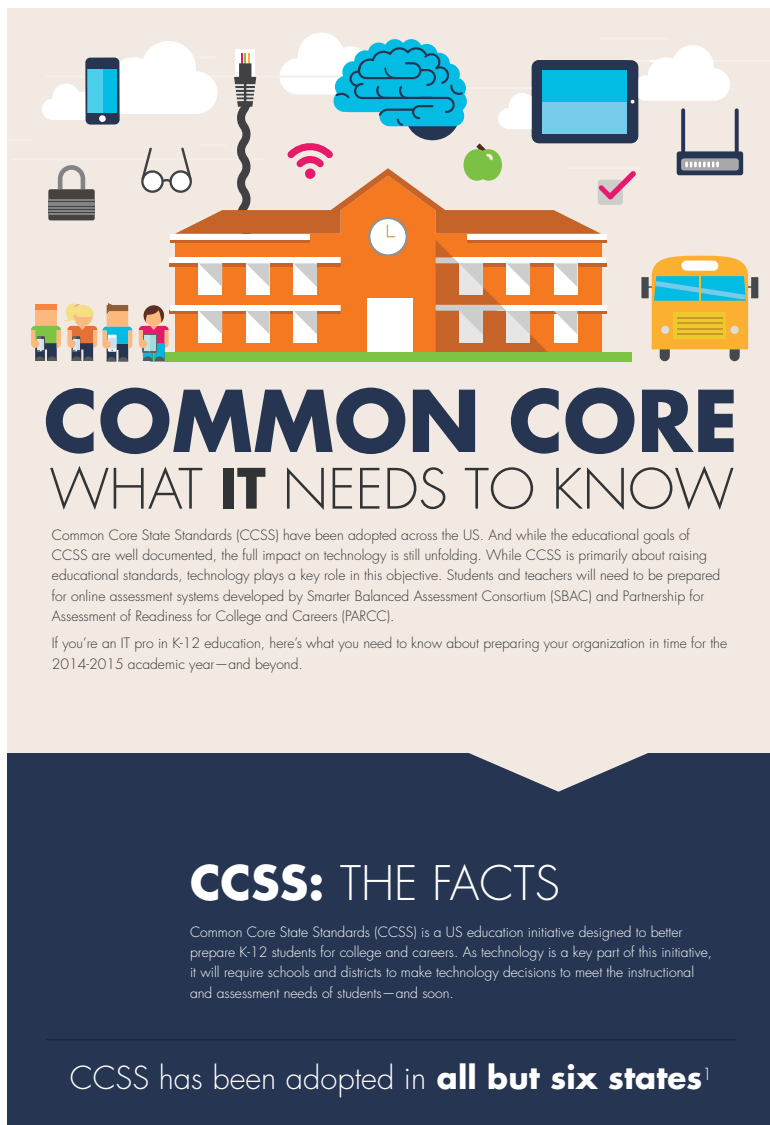
Why IT pros love it

“Any infographic that keeps you entertained and enticed to keep scrolling to the end deserves a ‘job well done.’ As an IT pro, automation is important to me. By the time I got to the end, I clicked through to learn more about the company and service offerings on arago’s website.”

– CJ Wood, IT Director

For the full pdf:

www.spiceworks.com/infographic-arago



02

Belkin Common Core

Why this works

This infographic is the poster child (pun intended) for this type of content. It chunks out a complex issue into bite-sized info morsels, frames it in a memorable way, and takes a national issue and makes it locally relevant to IT buyers.

Easy-to-digest facts and key tech specs are peppered throughout — ...a palatable approach for techies to be educated on Common Core, and view Belkin as the thought leader in the space.

The infographic also follows the golden rule of good content: value first, pitch second. After the reader ups their I.Q., the CTA sends them to a product page free of marketing fluff — just the products and their specs to help IT buyers make an informed decision.

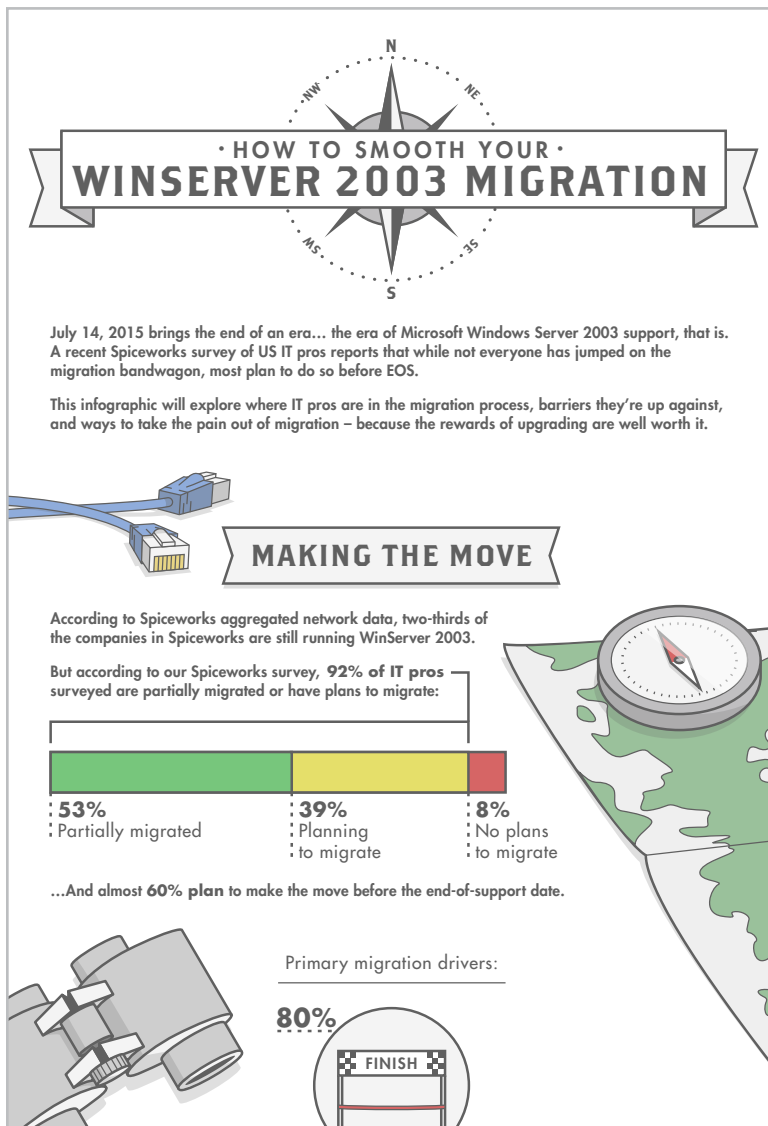
Why IT pros love it

“This style of information does well because even though there are a few pages, the pieces of reading are small, quickly digestible, easy to read, and flowing.”

— Patrick Yeager, Network/SysAdmin

For the full pdf:

www.spiceworks.com/infographic-bel



TARGET AUDIENCE: IT PRO

03

TigerDirect Migration

Why this works

Memorability is a central element in an effective infographic. The right theme, hard-hitting data points, or a well-executed simple design are just a few ways to achieve infographic memorability. Here we see the use of a good theme.

Windows Server 2003 End of Life (EOL) was a tech trend in 2015, with IT teams around the world preparing for major upgrades to their network infrastructures. This infographic capitalized on the moment. At the early stage on their path to purchase, IT pros crave content that educates them on the topic. The stats here are simple to read and packaged in a fun format. (Treasure hunt, anyone?)

A clear CTA caps the infographic. Many times marketers forget to answer the question of what's next in their content.

Here IT pros are given that next step on their hunt for tech treasure.

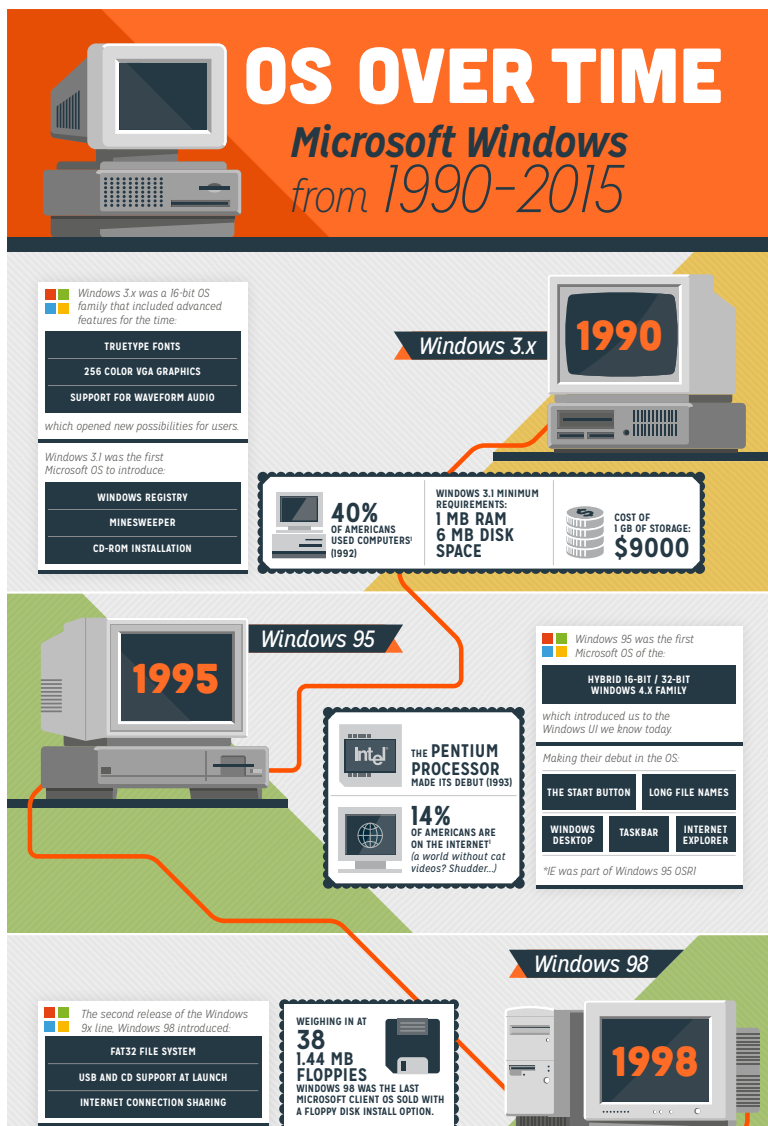
Why IT pros love it

“It was a smart marketing move to point out the correlation between the age of servers running 2003 and the benefits of upgrading your server hardware at the same time. It didn't feel pushy, it just seemed to make sense.”

- Lauren Fitzpatrick, Networks/SysAdmin

For the full pdf:

www.spiceworks.com/infographic-tiger



TARGET AUDIENCE: IT PRO

04 OS Over Time

Why this works

Here we see an infographic with a clear headline, ensuring the reader doesn't have to think too long about what they're about to take in. A good rule of thumb when aiming for clarity is the five-second rule. (It works well for both food and content.) The reader should know what the infographic is about within the first five seconds.

Similar to the TigerDirect infographic from before, this infographic used a news event to make a splash. The Windows 10 release was a spicy tech topic when this content piece was unveiled. The goal was to draft off the free press on the topic to showcase the company as a thought leader in the space. As a thought leader, you don't just want to say what's already out there – you want to bring some new info to the table.

What we get here is more of a history of the system itself with no product push. Though, there's still a CTA – asking IT pros to continue the conversation in Spiceworks Community for more resources (a.k.a. thought-leadership content) and to interact with other IT pros.

Why IT pros love it

“This infographic kept me entertained and educated, yet with the rare feeling of wanting more when I got to the end.”

– CJ Wood, IT Director

For the full pdf:
www.spiceworks.com/infographic-win



05

Market Research Showdown

Infographic best practice

Let's shift our focus from IT pro content to a marketer piece. While the audience changes, the basic elements remain the same.

This illustration explains the struggle between qualitative and quantitative data. There's a clear theme here that makes it memorable: We've highlighted the research skirmish with a tug-o-war storyline. Take a moment to look at the six sections. (We'll wait!) Each of the topics are questions we heard from marketers or general industry hot topics. Even if the reader doesn't buy the product, at least we've provided helpful info to them (and in the research space).

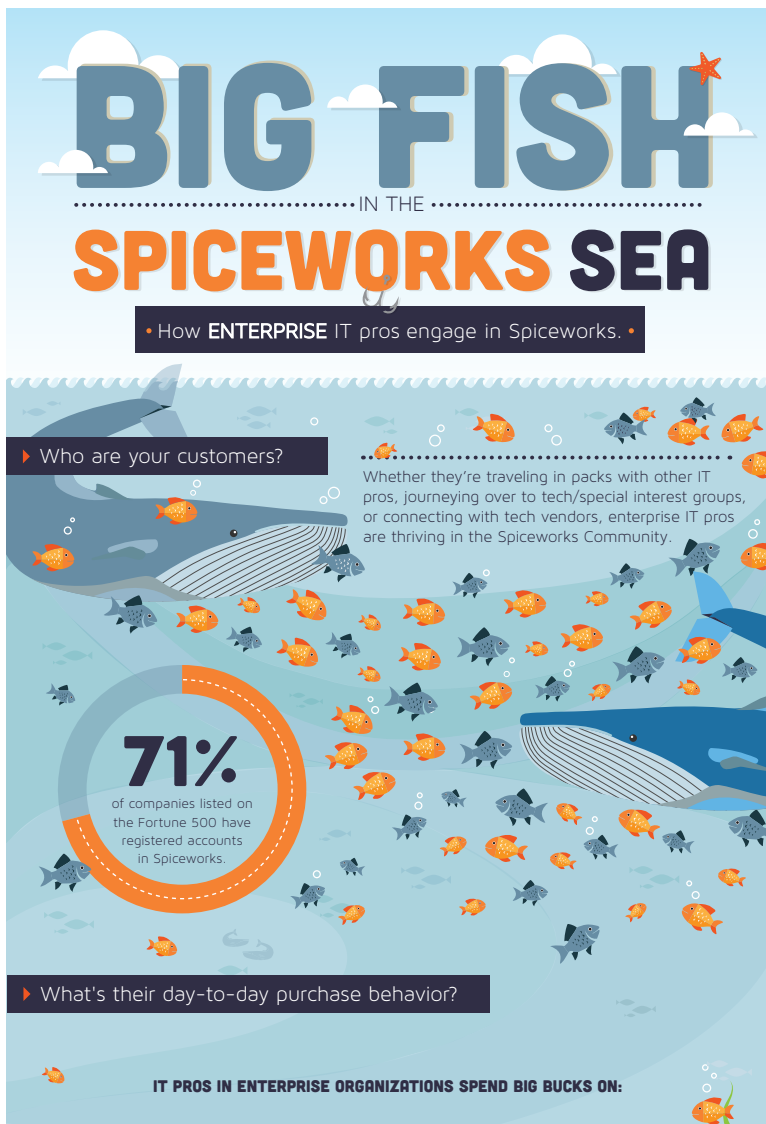
This CTA is a bit different. The reader gets to talk directly to the research team. At this stage in the journey, the person is still in discovery mode, so let's help them discover through a quick, non-sales phone call!

Why it matters

“Infographics are the cliff notes of the IT world!”

- Patrick Yeager, Network/SysAdmin

For the full pdf:
www.spiceworks.com/infographic-research



TARGET AUDIENCE: TECH MARKETER

06

Enterprise IT in the Spiceworks Sea

Infographic best practice

As a marketer, every day you swim in a sea full of data. Instead of drowning the reader in a spreadsheet of numbers, we attempted to hook them with clear data points front and center and a fun theme.

Marketers also want their content shared. A good way to gauge the shareability of any piece is to ask yourself, "Would they frame and mount it on a wall?" Would someone share this piece of content? We think this is a deep-sea catch that would look great on a wall.

Another key element to this visual is the human, authentic touch. Real IT pro quotes add natural breaks to the sections – and add more credibility to the data inside of the infographic.

Why it matters

“Simply put, IT Pros love data. The Big Fish infographic shows in a quantifiable way that Spiceworks isn't just for the SMB; even the Big Fish swim in the Spiceworks sea.”

– CJ Wood, IT Director

For the full pdf:

www.spiceworks.com/infographic-bigfish