

# THE IMPACT OF INFOGRAPHICS ON DIGITAL MARKETING CAMPAIGNS: STRENGTHENING BRAND COMMUNICATION AND REPUTATION

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**Abstract:** Infographics have the ability to attract attention, provide simple explanations, simplify complex information, and help improve understanding and memory so that infographics are used as a marketing communication tool. This study aims to determine the impact of infographics on digital marketing campaigns: strengthening brand communication and reputation. This research uses a descriptive method with a qualitative approach. The qualitative approach emphasizes the meaning and understanding of the things around us, of course, which are directly related to our daily lives. The results show that infographics with their visually appealing designs and shareability on social media platforms further expand the reach and impact of marketing campaigns. By leveraging infographics, businesses can effectively convey their marketing messages, enhance brand reputation, and influence consumer behavior in a cost-effective way.

**Keywords:** infographics; digital marketing; marketing communications; brand reputation

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## INTRODUCTION

The perspective of the science-policy interface is particularly relevant for considering knowledge production and interactions in the environmental field (Wesselink et al., 2013). On this platform, some ideas, concepts, or knowledge claims gain more authority and relevance than others and become widely known.

Infographics can be a helpful way to educate people and reduce the risk of infodemics. They combine words with simple images and organize information into a straightforward visual narrative (Brownell, Price, & Steinman, 2013; Otten, Cheng, & Drewnowski, 2015). Several benefits of this medium include grabbing attention rapidly, providing clear or fast explanations, and simplifying complex concepts into a more manageable number of components (Huang et al., 2018; Siricharoen, 2013). Research has proven that infographics can improve understanding and memory of information, as well as aid in preparing for potential future uncertainties, and one of its utilization is related to public health (Spiegelhalter, Pearson, & Short, 2011). (Lee et al., 2022)

Infographics are a promising, powerful, and effective tool (Ozdamli et al., 2016; Ibrahim & Maharaj, 2019) for presenting data (Basco, 2020), explaining concepts, simplifying presentations, mapping relationships, displaying trends, and providing fundamental insights. They are a medium for turning difficult, complex, and abstract information into a visual story that communicates its core points (Madar & Buntat, 2011; Bicen & Beheshti, 2017; Basco, 2020; Fateh & Saeed, 2020). They

follow the multisensory and multimodal approach, i.e., text and visuals (Yarbrough, 2019). (Parveen & Husain, 2021a)

Organizations and companies use the data to research and make it public through print and digital media. The need to show the data makes them work with graphic designers to develop an infographic to help people understand it better. Infographics can serve various purposes; for example, they can utilize them to deliver their content to their target audience better. By combining facts and design, infographics assist individuals and organizations in accurately communicating a message to their audience (Isaac Jamieson, 2022).

According to (Siricharoen & Siricharoen, 2015; Basco, 2020), visual, content, and knowledge elements or data play an essential role in an infographic. (Eldesouky & Badawy, 2017) wrote that visual figures promote brand reputation creating an established link between persuasiveness and brand acceptability.

### **Infographic Representation**

Infographics usually include various combinations of textual information, sound, or video (Jaleniauskiene & Kasperuniene, 2021). Articles associated with a visual abstract are three times more likely to be viewed than articles published with text-only abstracts, significantly increasing alternative metrics (Murray, Simpson, & Oliver, 2017). A publication with visual elements is better at reaching a broader audience.

### **Infographic's Data Accuracy**

Apart from the visual element, data accuracy is an essential standard of data quality and refers to error-free records that can be used as a reliable sources. Accurate

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data is key to effective planning, strategy, and budgeting (Atlaw, 2022).

### **Utilizing Infographics for the Ease of Information**

Information design, in convergence with information science, provides essential resources to improve the efficiency and effectiveness of information products based on their suitability to the needs of individuals (Landim & Jorente, 2022). (Morseletto, 2017) examined clear visualization helps reconfigure thoughts and ease the comprehension of major environmental problems.

### **Utilizing Infographics in Digital Marketing**

(MANIC, 2015) concludes that visual content has to be a focal point in any marketing strategy because of its strong relationship with human nature. The critical impact of images and videos, along with the ease of today's production of graphical content, are crucial factors in favor of marketing engagement through visual content. With the help of images in any form they present, brands can achieve the desired reach and recognition, making marketing investments more efficient (MANIC, 2015).

### **Research Benefits**

This research aims to empower academic institutions, organizations, and businesses to elevate their digital marketing strategies. By leveraging the power of infographics to present accurate data, they can effectively convey their brand message and establish a favorable reputation.

### **Academic Institution**

The objective of this research is to

enhance academic institutions' comprehension of the potential impact of graphic design, specifically the utilization of infographics, on digital marketing approaches. This study could be a valuable source for future research on marketing and business-related topics as well as for design and communication majors.

### **Organization**

The research conducted on employees working in non-profit organizations highlights the potential advantages of incorporating infographics in their publications.

### **Management and Business**

This study offers valuable insights for using infographics in digital marketing campaigns to communicate brand messages and promote products effectively. It can also give managers more confidence in choosing to include infographics as part of their marketing strategy.

### **Theoretical / Literature Study**

#### **Marketing Mix**

A few years ago, McCarthy established four essential marketing activities as part of the marketing mix tool. These are known as the four marketing Ps: product, price, place, and promotion. The picture below illustrates the corresponding variable for each P.



**Figure 1. The four P components in a Marketing Mix**

Jagdish Sheth and Rajendra Sisodia argue that poor management often arises from a lack of understanding about what motivates consumers. Kotler's research supports this, showing that success is more reliably achieved through consumer understanding. The marketing management framework emphasizes a customer-centric approach, prioritizing values such as acceptance, affordability, accessibility, and awareness, referred to as the 4As.

### **Acceptance**

Acceptance is a measure of how much a company's product meets or exceeds the expectations of its consumers. According to the writers, acceptance is a crucial element of both the framework and design. While functional features like reliability and core benefits can be enhanced, psychological acceptance is influenced by elements like brand image, packaging design, and positioning.

### **Affordability**

Affordability refers to the extent to which a consumer is able and willing to pay for a product. This concept has two aspects: the consumer's financial capability

(economy) and their willingness to pay (psychology). The product's value proposition is determined by its affordability and acceptance.

### **Accessibility**

Accessibility refers to how easily consumers can reach the products offered. This includes factors such as readability and ease of access. A successful company should develop innovative methods to improve both of these dimensions.

### **Awareness**

Awareness exposes product characteristics to consumers and persuades them to try and as a reminder to repurchase. It also has two dimensions: brand awareness and product knowledge. (Sheth and Sisodia, 2012) Improving awareness is essential for companies to increase their effectiveness and efficiency in development. While advertisements can be impactful, word of mouth and co-marketing strategies are more effective in reaching potential customers.

### **Marketing Communication**

Marketing communication has played a vital role during the last decades of the new economy, including dense technological effects, branding, sustainability of brand value, acquiring a brand's reputation, potential customer communication, and persuasion process for buying/selling. Herein, Public Relations -PR- is admitted as an underpinning factor for products and services. Publicity in the marketing mix has only been perceived as an advertisement (Gürel, 2016).

(Shimp, 2015) wrote that communication is a process of thinking and understanding perspectives between individuals or communities. Kotler and

Keller (2015), marketing communication is a tool for a company to inform, persuade, and remind consumers –directly or indirectly about the product and brand they sell (Anggraeni & Kartika, 2022).

### **Components of Infographics**

Golombisky and Hagen (2013) have suggested five components of infographics; headline, chatter callouts, source line, and by-line. These are referred to as the heading, explanation of the entire infographic, labels providing details about included elements, information on the origin of the data, and the infographics designer. Whereas some researchers proposed three components for it (Siricharoen & Siricharoen, 2015; Basco, 2020); they are:

- 1) Visual elements (refers to color, graphics, icons, maps, signs, etc.),
- 2) Content elements (refers to facts, references, statistics, texts, etc.), and
- 3) Knowledge elements (refers to conclusions, messages, etc.).(Parveen & Husain, 2021b)

(West, 2020) wrote about how infographics and visual abstracts can promote research. Infographics are designed for a non-specialist audience and can expose the research to a broader audience.

### **Brand's Reputation**

Brand reputation displays the level of trust in the company and influences business growth. A positive brand reputation means consumers trust the company and feel good about purchasing its products or services (Wróblewski & Krzysztof, 2023). Companies must enhance their brand reputation by maintaining the

promised quality, creating an emotional connection with the consumer, and stepping up their social media game to develop and maintain their reputation (Kumar & Navaneethakrishnan, 2021).

### **RESEARCH METHODOLOGY**

This research uses a descriptive method with a qualitative approach. The qualitative approach emphasizes more on the meanings and understanding of things around, of course, directly related to our daily lives. Qualitative is an approach in researching natural objects, where the researcher becomes the key instrument, data collection techniques are combined, and more emphasis is placed on generalization (Prasanti, 2018). A qualitative approach is defined as an approach that focuses on a deeper understanding of a research problem formulation (Salma, 2021). Descriptive research aims to explain the meaning and describe various phenomena both natural and engineered, with more emphasis on the characteristics, quality, and interrelationships between activities (Utami et al., 2021).

#### **Data Retrieval**

The data retrieval technique used is documentation with google scholar. Through documentation techniques the data obtained is not sourced from direct research but uses written sources in the form of books, journals, theses, and other documents (Arischa, 2019).

#### **Data Analysis Methodology**

Data analysis after data collection is intended to draw conclusions. The collected research data was then analyzed

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using the qualitative data analysis technique of the flow model developed by Milles and Huberman which consists of the following three stages:

### **Data Reduction**

Data reduction is a series of processes that include selecting or selecting and simplifying all data obtained from the beginning of data collection to the preparation of research reports. Data simplification can be done by summarizing and developing a coding system to facilitate the reduction of data related to the impact of infographics on digital marketing campaigns: strengthening brand communication and reputation.

Existing data from data summaries or other data results are reduced to fit the objectives and research questions so as to obtain clear information as a basis for making conclusions.

### **Presentation of Data**

The presentation of data in this research aims to find meaning from the data related to the impact of infographics on digital marketing campaigns: strengthening communication and brand reputation that has been processed and then arranged systematically for easy understanding.

### **Drawing Conclusion**

Drawing conclusions is the activity of giving conclusions to the data obtained, namely data on the impact of infographics on digital marketing campaigns: strengthening communication and brand reputation.

## **RESULT AND DISCUSSION**

### **Digital Marketing Concepts**

The internet is one of the supporting factors in the success of companies and entrepreneurs to gain profits in a wider scope, for this reason, one of the strategies widely used by entrepreneurs in conducting trade is through digital marketing (Khoziyah & Lubis, 2021). Digital marketing is one of the marketing media that is currently in great demand by the public to support various activities carried out (Saputra & Ardani, 2020).

Digital marketing is a series of processes to create, communicate, deliver value and exchange product reciprocity to customers including branding activities using digital-based media such as blogs, websites, e-mail, adwords, or social media. The main problem in marketing communication is the communication channels that can be used in marketing programs (Watajdid et al., 2021).

### **Marketing Communication through Infographics**

Communication is a tool for shaping public opinion, which for today is necessary to ensure a connection between buyers and sellers. The eight models of marketing communication mix are sales promotion, advertising, public relations & publicity, events & experiences, interactive marketing, direct marketing, personal selling, word-of-mouth marketing, and sales promotion (Amanah & Harahap, 2018).

Marketing communication is carried out persuasively with the aim of inviting or seducing the audience to change their stance, thoughts and beliefs according to the wishes of the messenger (Rismiatun, 2020).

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The ever-growing development of information technology needs to be utilized for digital marketing (Arasid & Hapsari, 2019). Digital marketing offers a variety of marketing tools that can be used easily and at no cost, compared to other marketing tools. With lower costs than other marketing tools, it tends to be suitable to use digital marketing methods to introduce its products, build relationships with customers and strengthen its brand. The infographic used as a digital marketing tool on social media (Chrismardani & Setiyarini, 2019).

In terms of information delivery media, Infographics function to convey messages to visitors because Infographics are information, data or knowledge conveyed visually in graphic form. Infographics make complex information visualized in graphic form for easy understanding. Infographics are used not only to communicate. Infographics are a good medium for conveying marketing messages to consumers (Pradatha & Muksin, 2021).

### **Digital Marketing to Improving Brand Reputation**

Having a strong brand reputation is essential for companies that want to create a sustainable advantage over their competitors. Higher levels of awareness, positive image associations, and lower risk perceptions are the main advantages for companies with a good brand reputation (Widodo & Rakhmawati, 2021).

The indicators of brand awareness are: 1) Recall, namely how far consumers can remember when asked what brands they remember, 2) Recognition is how far

consumers can recognize the brand belongs to a certain category, 3) Purchase, namely how far consumers will include a brand in alternative choices when they will buy a product, and 4) Consumption is how far consumers still remember a brand when they are using a competitor's product (Utomo, 2017).

Brand recognition refers to the ability of consumers to recognize a brand image when they are asked about it or the brand is shown to them. Consumers can easily distinguish certain brands among different product groups or variations (Septiarini et al., 2022).

### **The Impact of Infographics on Digital Marketing Campaigns**

Infographics have a significant impact in digital marketing campaigns. It makes it easier to communicate with audiences by conveying information in a visual and easy-to-understand manner. By combining text, images and graphics in a single image, infographics are able to convey messages clearly and effectively. The visual advantages of infographics make them more attractive and Infographics can convey complex information or data in a way that is easier for the audience to understand and remember, thus increasing user engagement with campaign content (Adani, 2020). An attractive design with good colors, icons, and layout can capture the audience's attention and encourage them to interact with the content created. In addition, infographics also have the ability to improve memory, as humans tend to better remember information that is presented visually. By using infographics, it can help audiences remember important

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information about the product they want to sell. The use of professional and informative infographics can also increase consumer confidence in a brand or company (Shinta, 2023). In addition, infographics are often easily shared through social media and other content sharing platforms, increasing the reach and virality of marketing campaigns. Thus, infographics are an effective marketing tool to expand brand reach, increase engagement, and influence consumer purchasing decisions.

## CONCLUSIONS

Based on the research results, it can be concluded that digital marketing is an important strategy for companies and entrepreneurs to succeed in today's digital era. This strategy utilizes various digital channels to create, communicate and deliver value to customers. Infographics play an important role in digital marketing campaigns as they facilitate effective communication with audiences by presenting information visually and in an easy-to-understand format. Infographics increase user engagement, improve information retention, and contribute to building consumer trust. Their visually appealing and shareable designs on social media platforms further expand the reach and impact of marketing campaigns. By leveraging infographics, businesses can effectively convey their marketing messages, enhance brand reputation, and influence consumer behavior in a cost-effective manner.

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