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## INFOGRAPHIC AND ITS USE AS A TOOL FOR ELECTRONIC MARKETING

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### **Abstract**

*used the questionnaire form as a tool and a means of one of the scientific means widely used in order to obtain study information Visual communication using graphics and graphics is considered one of the effective means in communicating information compared to using the text (text) alone. Therefore, we find that the use of images and illustrations contribute to the communication of information in a clearer and more effective way through the visualization of data. One of these methods is used.*

*Infographic, which was developed and increased in popularity in recent times as a result of the acceleration in the amount of data to be communicated to the recipient and the spread of social media, which was found to be the most important means used to attract attention to the topics at hand. For websites and companies, a means of marketing and promoting the products and services that they provide. It has been found that the companies that use infographics on their websites increased the number of website visitors by 12% than the companies that do not. They are marketed, which attracts them instead of using B statistics Statements about the importance of the product or service and its benefits that would appear boring and distract the target audience.*

### **Keywords**

**INFOGRAPHIC -ELECTRONIC MARKETING.**

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### **Introduction**

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### **Research Problem**

The research problem lies in the lack of studies on the impact of using infographic as a tool for electronic marketing.

### **Importance of Research**

- Shedding light on the importance of data design methods, especially infographic, in electronic marketing and website design.
- Study the impact of using infographic as an electronic marketing tool.

### **Research Objective**

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Presenting the importance of infographic as a means to enhance the process of publishing electronic content and marketing on the Internet and to adapt that to serve traditional, heritage and tourism industries.

### **Demonstrate the Impact of Using Infographics as an Electronic Marketing Tool**

To reach the goal of the research, the research was divided into several axes:

- The first axis: Infographic.
- The second axis: Marketing and E-Marketing.
- The third axis: the applied study.

#### **The First Axis: Infographic**

##### ***First: Definition of Infographic***

The term (Info graphic) in terms of language: it is a term given to the method of presenting topics containing data and figures through the use of a mixture of drawings, cartoons and images, which allows the recipient to better understand the topic.

Infographic is also known as: it is a graphic visual display of information, data or knowledge that aims to display complex information quickly and clearly.

##### **Reasons for Using Infographics to Display Information**

The era in which we live is an era in which the image prevails more than anything else. If you provide a web user with a huge textual mass of information, 99 people out of every 100 will not read it ... why? Because many users think in a long way, Visual Thinkers are some of the reasons why we use images and visual content to display information:

The nature of the human brain: where we find that the visual content enhances the retention of information and highlights it 80% of the human brain is dedicated better than just the text. Studies estimate that between 50% will treat visual forms. Also, on social media, the number of views of visual content is 94% more than views of non-image content.

The human brain processes visual content 60,000 times faster according to WebDAM statistics than text content, and more than 65% of users prefer learning through graphics compared to text.

- **Simplicity:** We are ready for rich visual information, and we can understand more complex information when visually presenting it. Infographics are a great way to put your audience in context when viewing statistics that make no sense otherwise.
- **Credibility:** It is one of the biggest reasons for using visual aids. When placing a statistic in an article, there will be a question, whereas if we put the statistic in a visual form, the reality of each form of visual information will lend credibility to what This is evidence of a widespread transition to visual content in the digital space, and more importantly, the image may now equate to winning 41 customers.

#### **Infographic Design and Production**

There are a number of steps that are followed when starting the infographic marketing process for a topic, the first of which is choosing an efficient and credible entity to design infographics to ensure a distinctive visual identity and it is a rather expensive method, or resorting to websites that provide ready-made templates that can be modified or designers Infographics are independent, and in both cases we can use the model that he set as a basis, consisting of five stages that can be followed to produce the infographic, which are as follows:

##### ***Determine the Basic Idea of the Infographic***

- Develop a blueprint) a sketch of the infographic components and how to distribute them.
- Collecting data and information on the topic of infographic.
- Linking data with graphic elements.
- Completion of the design for the infographic.

#### **The Second Pillar: Marketing**

##### ***First: Defining Marketing in Language***

Marketing is defined in the language as: "market study": it is the science or art of marketing; it is the theory of wholesale trade in goods - trade - buying and selling - trading - marketing of wholesale goods.

Second: Defining marketing as a terminology: Defining the concept of marketing from the conventional standpoint defined several points of view and opinions, so each point of view has it on one side, and from here we will try to put forward several definitions. And the basic desires, goods and services available, in addition to what they require in terms of exchange, dealings and markets.

Philip Kotler goes on to define marketing as follows: “It is an integrated system in which a group of activities interact with the aim of planning, pricing, and distributing goods and services to present or potential consumers.

***Third: The Concept or Social Orientation of Marketing***

This concept is summarized in contemporary issues such as preserving the human right through the above Products, and that the institution is a member of society, and therefore it seeks to serve this community and what is useful to it, and that a specific responsibility towards society, morally and socially.

**Electronic Marketing**

***Definition***

Electronic marketing is defined as the process of using the Internet and digital technology to achieve the marketing goals of companies, and to support the modern marketing concept, and thus online marketers can spread information about their products and their partners more easily and freely compared to traditional marketing, and thus competition in the Internet age has become stronger and stronger. Incredible, unpredictable. Also, it “expresses the set of marketing activities that depend on electronic media, computer networks and the Internet”.

**Fourth: The Factors Leading to The Spread of Electronic Marketing**

With the technological revolution that our current era is witnessing and the great spread of social networks, companies have become aware of the importance of electronic marketing and the benefits of the company's presence on the Internet, and the most important reasons for this are:

- The development of communication and information technology and the widespread use of phones and tablets that enable the user to connect to the Internet at any time and place.
- The ability to communicate with customers faster and easier and get feedback about the product or service provided.
- Access to the global market, in the Internet there are no geographical boundaries restricting the movement of information and this enables institutions to reach consumers in places they would not think of accessing them by traditional methods.

Providing information and data related to products or services on the institution’s website and social media networks, making it easier for the consumer to access it without additional costs from printing, publishing or sending this data by post.

**Fifth: Types of Electronic Marketing**

The development of electronic marketing is one of the most important necessities in the life of institutions, factories and commercial companies in our local and global societies. Hundreds of millions are connecting to the Internet every day from all parts of the world, and from this standpoint only the Internet has turned into a large marketing channel and there are many methods of marketing electronically, including:

- Online marketing through general and specialized forums, and through directories and website indexes, and the company's website pages.
- Online marketing through social media platforms. Such as Facebook, Twitter, Instagram, and through video sites, the most famous of which is YouTube.
- Online marketing by clicking advertising on search engines and social sites.
- Electronic marketing through email campaigns and through blogs.
- E-marketing for online media marketing in magazines, newspapers, and free advertising sites on the Internet.

***Sixth:***

How to use the infographic tool in marketing a product or service on the Internet: With the huge information inflation, the development of communication means and information technology, especially social

media, and the intense competition witnessed in this millennium, we find that consumers need an attractive and interesting way to display the products, services and features they provide. For them and why they should choose to buy that product or service instead of any other product or service, this must be done in an easy and quick way to understand, which is what the visual content meets, i.e. the use of multiple media of images and designs instead of the body or writings, and here the importance of infographic as a way to meet. This need is to present and simplify complex content and data in order to obtain a useful topic and convey a specific message.

### **The Third Axis: The Applied Study**

#### ***First: Arabic content on the Internet***

The number of people who use the Internet worldwide is 3,566,321,015 people, which represents 48.6% of the total world population, and Egypt is the highest African country in the number of Internet users, as it represents 10% of the total Internet users in Africa and is considered. The percentage of Arab content on the Internet is small compared to the number of Arabic speakers in the world, as only 3% of the total Internet content is due to a large part of this problem being represented by insufficient attention being paid to publishing and developing Arabic content and digitizing it to spread on the Internet, and the occupation of the English language as the leading language of publication. It is essential on the Internet, but with the rapid development witnessed in the Arab year in the use of technology, the Arabic content on the information network began to witness positive movement through individual or institutional initiatives that aim to increase and raise its percentage on the Internet, and the Arabic language is the fastest growing language in the number of users. We see in the following chart and the movement of the Arabic language ranking from seventh in May 2011 to fourth place in June 2016, which reflects the importance of interest in developing public content. My digital God 1 4 and there are a number of initiatives working to raise the percentage of Arabic content on the Internet:

- Queen Jordan Initiative, Edraak e-learning platform, King Abdullah Initiative for Arabic Content.
- Voluntary initiatives such as the Taghirat initiative, which is concerned with enriching Arabic content in all its forms, whether visual, written or audio, and undertaking volunteer projects - The number of projects has reached more than 8 so far with international institutions and companies in order to contribute effectively to the development of digital Arabic content.

#### **Methodological Steps of The Survey Study**

-Australia - the Middle East - North America - Latin America - the Caribbean - Europe - Asia.

**Article 1:** The survey study on Arabic content on the Internet and the most important Arab sites that use infographics:

Infographic has now become a basic means of displaying electronic content, and there has become an infographic industry through infographic design companies and the emergence of data journalism, which uses infographic as a means of communicating information, and infographic has become a means of marketing as it has become one of the educational means that are used to display and clarify data.

The importance of infographic as a means of communicating with Internet users began to appear, and a section devoted to infographics began to appear in many Arab sites, and this led to the emergence of Arab sites based on infographics only, such as embodiment - my statement - Arabic infographic, and by looking at Arab circles in social media and websites, we find a positive movement. And is accelerating the use of infographic, and this appears in:

- 1- Social media pioneers use infographics as a way to share information instead of writing it as long content.
- 2- Use infographics as a means of marketing products and services.
- 3- Infographics appeared in Arab newspapers as a way to simplify topics that contain complex data.
- 4- The emergence of infographic sites based on it, such as (my statement - embodiment - Arabic infographic.)
- 5- The emergence of sites specialized in data journalism, such as InfoTimes.
- 6- The emergence of the infographic design service as a paid graphic design service, and there are independent infographic designers or sites that provide an infographic design service such as Arabic Infographics and Infotimes.

#### **The most important Arab infographic sites:**

Due to the lack of an official study or census and the Arab infographic documented on the sites that use it to display the content of the electronic website, the study found by searching on the Internet that there are a number of Arab infographic sites, which are five sites:

- 1- Summary
- 2- My Statement
- 3- Arabic Infographic
- 4- Info Times
- 5- Embodiment

**Third: An exploratory questionnaire to find out the prevalence of infographic among the sample of the research:**

A survey questionnaire was prepared to find out the prevalence of the infographic among the sample of the research, and the questionnaire was published on the Internet and social media sites (googleforms) through the Google questionnaire through a direct link through which the questionnaire questions are available to answer them.

- 1- Determining the study sample: a random sample of internet users in the Arab Republic of Egypt who were questioned through social media.
- 2- The size of the sample: after the end of the questionnaire launch period, the number of the collected questionnaires was counted.
- 3- Data collection tool: The study and data, through an electronic questionnaire in the form of questions that are answered electronically directly through the Internet. Directed to people who access the Internet sites.

**Results:**

used the questionnaire form as a tool and a means of one of the scientific means widely used in order to obtain study information Visual communication using graphics and graphics is considered one of the effective means in communicating information compared to using the text (text) alone. Therefore, we find that the use of images and illustrations contribute to the communication of information in a clearer and more effective way through the visualization of data. One of these methods is used. Infographic, which was developed and increased in popularity in recent times as a result of the acceleration in the amount of data to be communicated to the recipient and the spread of social media, which was found to be the most important means used to attract attention to the topics at hand. For websites and companies, a means of marketing and promoting the products and services that they provide. It has been found that the companies that use infographics on their websites increased the number of website visitors by 12% than the companies that do not. They are marketed, which attracts them instead of using B statistics Statements about the importance of the product or service and its benefits that would appear boring and distract the target audience.

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The research problem lies in the lack of studies on the impact of using infographic as a tool for electronic marketing.

Importance of research:

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- Presenting the importance of infographic as a means to enhance the process of publishing electronic content and marketing on the Internet and to adapt that to serve traditional, heritage and tourism industries.

Demonstrate the impact of using infographics as an electronic marketing tool.

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Summary

My Statement

Arabic Infographic

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Data collection tool: The study and data, through an electronic questionnaire in the form of questions that are answered electronically directly through the Internet. Directed to people who access the Internet sites.

### **Recommendations:**

- 1- Paying attention to electronic marketing as an important means of opening new markets at the global level, especially in areas that depend on foreign markets such as: tourism - heritage industries - free services - translation, graphic design .... and export fields.
- 2- The pictures and the graphic design must be used correctly in websites to address Internet users and attract their interest in the service or product.
- 3- Paying attention to the employment of infographics in electronic marketing that guarantees a better spread of the marketing campaign, and a better presentation of the features of the product or service, which contributes to its success.

Sharing images and visuals is done more in social media than in textual content. When using infographics as a means of marketing the product, we have a greater opportunity to spread the product, in contrast to putting the data in the form of a body.

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*Received: February 15, 2018*

*Accepted: April 20, 2018*