



Marcom Mocha

A free monthly eNewsletter that provides insights and best practices in the world of B2B marketing communications

HOFFMAN MARKETING COMMUNICATIONS

The Infographics Issue

This special issue on infographics includes two of our popular blog posts on infographics best practices, a sample infographic we think you might like, and a special offer we are extending to our new clients.

We welcome your feedback!

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Creating Great Infographics: How to Get Your Ducks in a Row

Infographics are everywhere—from government reports to high school classrooms. We've even seen infographics *about* infographics. At Hoffman, we're seeing an uptick in demand for these infographics. See our [infographics](#) page for some samples that may inspire you.

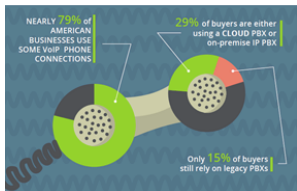
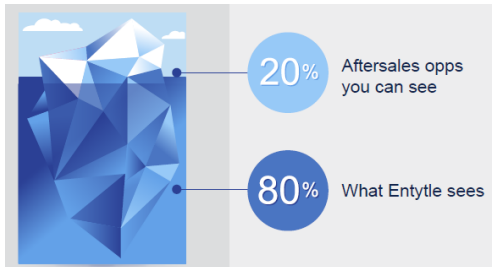
The subject of this post: how to put together more impactful, motivating infographics as a part of your ongoing content marketing strategy. [Read more ...](#)



Steve Hoffman's LinkedIn Posts

Marcom guru Steve Hoffman is actively publishing directly on LinkedIn. Check out his LinkedIn author page and follow him to keep up with his weekly posts on marketing communications and content marketing.

[Read more...](#)



Special Offer: Free Infographic

Infographics are considered as valuable as white papers as a form of content that B2B marketers prefer. Learn about a package that Hoffman offers to develop both a white paper and an infographic.

[Learn more...](#)

Thanks for reading, see you soon!

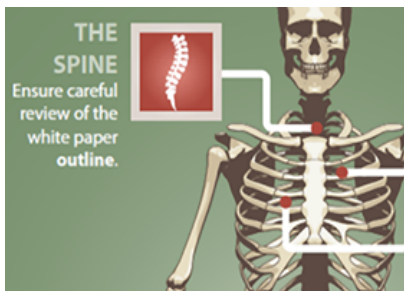
Infographics for Business-to-Business Marketing

Infographics can be highly effective in B2B marketing for several reasons. We explore a few of these in this blog.

An oft-quoted (though unsubstantiated) claim states that "people process visual information 60,000 times faster than text." MIT research in 2014 does verify that the brain can process images within 13 milliseconds – much faster than reading and comprehending a blurb of text. In our social media age of short attention spans, this gives infographics an advantage over other forms of marketing collateral.

[Read more ...](#)

Anatomy of an Effective White Paper: An Infographic



White papers are a proven part of a B2B content marketing strategy. But not all white papers are created equal. These leading practices help ensure development of an effective white paper – and are illustrated in this engaging infographic.

[Click here to view the full infographic.](#)

Marcom Mocha is authored by the marcom experts at Hoffman Marketing Communications, Inc. It draws on our 31 years of marcom experience to deliver insights you can use.

Hoffman Marketing Communications creates B2B product launch materials, sales enablement materials, and infographics. Send us your difficult projects today.

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