INFOGRAPHIC MARKETING
BACK FROM THE DEAD

THE STORY
A popular online costumes shop wanted to dip their toes in the infographic marketing waters. Their goal was to fish out social shares and links during their busiest season: Halloween. Typically with infographics we guarantee a certain number of placements and all parties are happy.

Little did we know we had created a monster!

THE PROCESS
We identified a trending topic in the horror movie conversation, collected some data, and dressed it up beautifully for the holiday. Our initial push launched two weeks before the Halloween season garnering 24 links and 400 social shares across the most important networks. Our client was ecstatic. But the real treat was yet to come.

THE RESULTS
THE INFOGRAPHIC ROSE FROM THE DEAD
(And drew its first life out of the water)

60,000 SOCIAL INTERACTIONS
50 NEW LINK OPPORTUNITIES

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