

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.



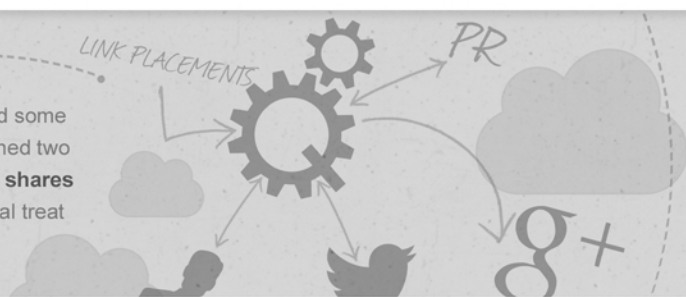
Little did we know we had created a monster!

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.

LINK PLACEMENTS

PR



THE RESULTS

THE INFOGRAPHIC ROSE FROM THE DEAD
(And blew it's first life out of the water)

