

VISUALIZE YOUR OPTIONS

THE VISUAL SOLUTION PROVIDER LANDSCAPE

There is a lot of buzz around leveraging visual content for inbound marketing and communication programs. That's one of the reasons why we put together our own "8 Reasons for Companies to be Visually-Centric." In a very visual way, this sums up the positioning we believe businesses should take.

With a whole host of visual solutions providers out there, both large and small, it can be hard to pinpoint what tools or providers can meet your business goals.

And with each visual solution supplier "type" that one can consider, each of these comes with its own pros and cons.

Our latest infographic takes you through each one of them and provides 7 major concerns you may wish to consider.

7 COMMON PITFALLS OF VISUAL SOLUTION PROVIDERS

1 Do-It-Yourself Tools

There are number of "graphics" and "charting" tools (both free and for fee) whose intention is to allow the non-designer to come up with compelling data visualizations and infographics.



THE CONCERN:

- Cookie-cutter template designs
- Weak on data visualization
- Still takes time and resources

2 Infographic Freelancer

Businesses should be concerned about the capabilities and bandwidth of freelancers, competing clients, vacations and interest in your project. These cannot guarantee you the strategic partner you need.



THE PROBLEM:

- Bandwidth issues
- Not a strategic partner
- Availability when you need it most

3 Community Sites of Infographic Designers

While the collective portfolio is larger than a single provider, you are still ultimately dealing with one-offs from a community site that places a margin on top of an existing pool of mostly off-shore freelancers.

THE SPIN:

- Paying for margins
- Why deal with middlemen
- Long-term potential lacking



4 Traditional Marketing or PR Agency

Typically will have some "graphics" capability but not from an information designer point of view. There is not the rigor you need for meaningful infographic content.



THE WORRY:

- Lack of information design
- High expense for traditional media
- Not robust enough for complex data

7 "Explainer" Video Shops



A cottage industry solution that tends to be aesthetically "kiddy" and more consumer-oriented.

THE PROBLEM:

- Difficult to communicate complex business data
- Can be too childlike - cartoonish
- Typically a one-off solution

6 Technical Writers

Here the robustness is in spades but the engagement side of the house is lacking. You simply do not have the luxury of your audience pouring through a manual to come to terms with your offering.



THE ISSUE:

- No engagement factor
- Not effective at marketing
- Niche audience

5 Ad Agency

Plenty of sizzle with polished commercial production capabilities but these are typically aimed at the ad and consumer level.



THE CONCERN:

- Lacking the B2B context
- Lots of hype, little substance
- Media placement costly

Ready to Engage Your Audience?

You need a visual solutions provider that offers:

- A turn-key solution
- Complex data integration
- Comprehensive go-to-market strategies

Since 2010, Frame Concepts has been creating engaging visual solutions that provide long-term results and ROI.

WE'RE READY TO MEET YOUR NEEDS

Get a free consultation & demonstration today!
www.frameconcepts.com

