

If you're looking to [update your marketing strategy](#), visualization marketing is a strong and versatile tool to keep in the toolbox. The visualization process in advertising is powerful because of how much faster the brain can process images over words. Data visualization can also be extended to other types of content marketing like blogs and videos.

Here's why you don't want to overlook data visualization, and how it can add immense value to your marketing strategy.

What is Data Visualization?

Data visualization is the process of putting data points into images like charts, infographics, illustrations, and other ways of portraying data through visual cues instead of just words.

Think about a compelling article that you read recently. The actual writing does most of the heavy lifting, but if it's got equally captivating images between blocks of text, it helps you put things like names and faces to a story. Images can also help get you in the appropriate mood, such as amazed at a scientific discovery or angry at an injustice.

Words have power, but images are equally evocative. The visualization process in advertising has been studied for decades, and people have demonstrated that [they process images up to 60,000 times faster than text](#). When it comes to conveying data points and other key findings of research that a marketer or content creator wants to make, a chart or diagram with additional imagery can leave a stronger imprint on the reader than words alone.

How Do You Do Digital Data Visualization?

Marketing is often a very emotional process. [Magazine advertising can tap into emotions more effectively than digital ads](#), because holding the paper seems "realer" to the brain. Whether you're working with print or digital ads and copy, your marketing visualization tools need to deploy that same powerful effect. This is often through the power of recognition.

Take niches that have huge audiences, like [sports betting](#). People will recognize team logos and colors, typefaces used, and symbols common to the game. If this is your audience, you'll want to use these aspects when visualizing data. Iconography sparks recognition.

[Cannabis marketing](#) has also become a hot topic lately. Using green and cannabis leaf icons in your data visualization will keep the reader emotionally cued.

But HOW you convey that data also matters. It may surprise you to find out that as of 2020, [Oklahoma has the most cannabis dispensaries in the United States!](#) However, most of those facilities are for medical marijuana only: Colorado has the largest amount of *recreational* dispensaries. But with the way that Statista visualized the data, the reader would not immediately think that. They mention it in another paragraph, but this creates a disconnect.

Bar charts, pie charts, hierarchy and process graphs, or simply placing a number or small sentence with a succession of images should be a one-and-done process that connects the reader with the points being made. In one of the graphs provided by the Content Marketing Institute in [their data visualization primer](#), the data about income tiers in the pandemic era is an excellent example. The chart is laid out clearly and simply, and it is consistent with the research firm's design and aesthetic choices.

Making the Most of Marketing Data Visualization Tools

- **The image should be clearly processed in less than three seconds.** Make sure the data is easy to read and is presented in a visually-pleasing manner.
- **Try to go for a simpler palette.** This ultimately depends on what kind of data is being visualized, and how much, but the goal is to keep things cohesive for the reader. Unlike what Statista did with the cannabis dispensary stats, there shouldn't be a disconnect between what they are reading and what is being processed in the image.

- **Plan how much data you want to visualize so you can decide which method is most appropriate.** Not all data visualization needs to be a bar chart or a long infographic. Infographics can be on the small side, data can be visualized with an illustration, and multiple charts can be made if needed.

Data visualization can be challenging, and you need the right marketing experts in your corner whether you're publishing print or digital. MNI Targeted Media can create the data-driven marketing campaign you need that delivers results. [Contact us today](#) to set up an assessment.