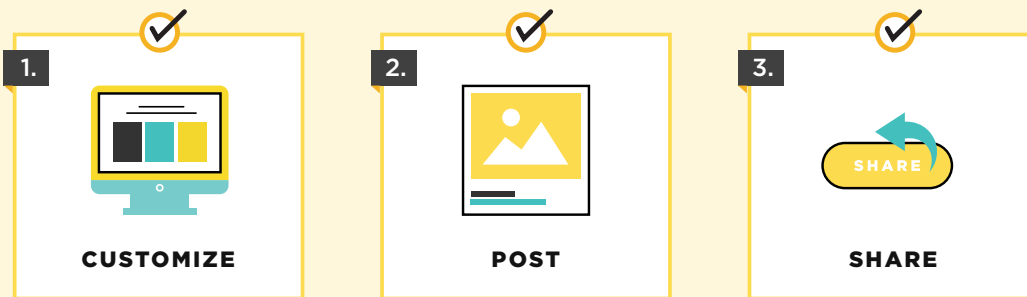


# POSTING TO PROMOTION INFOGRAPHIC PROCESS

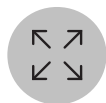
## Checklist



1.



### CUSTOMIZE YOUR INFOGRAPHIC TO FIT ON YOUR WEBSITE



Know your backend's size limitations

- Both pixel width and file size (MB, GB)



Upload a test infographic on your website. Does it look okay?

- Need a test infographic? Head to [lemonly.com/test](http://lemonly.com/test)



Create your infographic knowing any backend limitations

- Every website is different. If a traditionally sized infographic doesn't look great, you have other options
- Examples of different infographic layouts



Traditional



Slider



Horizontal



Square

2.



## POST IT PROPERLY

The page your infographic lives on should have:



What to avoid:



Only making your infographic open as a PDF



Formatting your infographic too narrowly on the landing page



Hiding your infographic and not placing it within the website navigation



Read more at: [lemonly.com/posting](https://lemonly.com/posting)

3.



## SHARE IT ON SOCIAL MEDIA



Don't post the full infographic to social



Share it more than once and on more than one channel



Experiment with using different portions of the infographic as a preview



Don't be afraid to put \$ behind your promotion



Read more at: [lemonly.com/sharing](https://lemonly.com/sharing)

## WANT FEEDBACK ON AN UPCOMING/RECENT LAUNCH?

Book a free strategy call with Morgan, our Director of Communications today. We'd love to hear from you!



[CALENDLY.COM/LEMONLYMORGAN](https://calendly.com/lemonlymorgan)

