



Infographic Linkable Asset Marketing With Smarty Marketing

A robust and diversified content marketing strategy is key to earning organic traffic. Google wants to see companies developing high-quality content that is relevant to their community, useful, and being linked to, shared, and interacted with. One of our favorite [quotes from Google](#) is,

"We suggest focusing on ensuring you're offering the best content you can. That's what our algorithms seek to reward."

This is true not only for commercial content but also for content marketing.

With these infographic linkable asset campaigns, you're getting everything Google wants to see when it comes to rankings including links, social shares and interactions, referral traffic, and the increasingly important rising star in the AI age: brand signals.

Typically 2-3 months after publication and **1-2 months following our initial promotion period**, the page will begin to rank for keywords. While the initial traffic from these rankings will be directed toward the linkable asset page, it is cleverly crafted to funnel these signals to benefit important product pages elsewhere on the website and bring in qualified customers via organic traffic.

Clients who receive infographic linkable asset marketing campaigns regularly have seen a sustained and notable increase in organic traffic across numerous product pages. This healthy boost benefits the entire website.

Proven Success

Here are some examples of successful campaigns we've had working with other clients. The data has been made anonymous to protect each client's privacy.

Client #1 (sells e-commerce software):

The project is a sprawling data visualization relating to the internet and businesses with an accompanying article.



- ❖ This piece received links from top websites around the world including **MarketWatch.com, VisualCapitalist.com, Indy100.com, Wired.com, HuffingtonPost.com, TechSpot.com, ZeroHedge.com, and more.** There were **over 90 links** achieved in the first month.
- ❖ At the end of the initial promotion period, we pulled in over 10,500 Pageviews in referral traffic and as of today it has over 73,000 organic Pageviews.

Client #2 (sells their own online courses and mobile app subscription):

The project is a U.S. map visualization with an accompanying article based on a medical illness the client offers a course about.

- ❖ This piece received links from an incredible number of websites; **128 in one month.** Highlights include a link from **TheHill.com** and **over 70 radio station websites** from around the nation.
- ❖ At the end of the promotion period, the asset received over 14,000 Pageviews in referral traffic and 5,600 in organic traffic.

Client #3 (sells financial software globally):

The project is a financially related data visualization and timeline with an accompanying article.

- ❖ After the initial promotion period, the page received links from some incredible websites such as **Entrepreneur.com, MSN.com, DesignTaxi.com, BusinessInsider.com, and Softpedia.com.** There were **40 notable links** at the end of this promotion period. Today, there are at least 98.
 - Another big win for this client is that they cater to a worldwide audience and were published on and linked to from websites from all over the world including **Germany, Albania, Vietnam, Philippines, Greece, India,** and more.
- ❖ At the end of the promotion period, the asset received over 12,000 Pageviews in referral traffic. Today, it has pulled in over 50,000 organic Pageviews.

The three Smarty Marketing clients above are all ranking higher for their target phrases and have seen an impressive boost in organic traffic from our infographic linkable asset campaigns and SEO strategies.

While it's impossible to guarantee a specific return on investment when it comes to search engine optimization and organic marketing, we utilize our knowledge and expertise to ensure you're doing exactly what Google wants to see and what we regularly see other websites get rewarded for.



>>>>>Examples of Assets Continuing to Grow and Gain Valuable Signals Long After Our Initial Promotion

Example #1 (client sells SEO software):

	After 1 Month	After 1 Year
Links	22	564
Pageviews	5,600+	35,000+

Example #2 (client sells industrial software):

	After 1 Month	After 1 Year
Links	31	335
Pageviews	15,000+	110,000+

Example #3 (client sells customer service software):

	After 1 Month	After 1 Year
Links	10	135
Pageviews	11,400+	160,000+