

The effectiveness of infographics in the interactive marketing of entrepreneurial ideas to support the scope of entrepreneurship.

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Abstract.

Entrepreneurship represents the interest of many of the country's developmental institutions as a way to build and develop the national economy, and as a future supporter of implementing the country's strategic goals towards establishing environmental and social responsibility among businessmen, and towards deepening the culture of self-employment through focusing on developing the knowledge economy and entrepreneurship. This enhances the creative and innovative minds of young people to become productive, not job seekers. The research reviews the study of the role of infographics designs and explains its importance in increasing interactive marketing of the entrepreneurial sector products in Egypt in general, and the ideas of entrepreneurs in particular in light of digital technology and the communications and information revolution.

The Academy of Scientific Research and Technology supports the entrepreneurial sector in Egypt in particular through the offices of technology transfer and marketing (TICOS), and incubators of multiple technological works. Moreover, supports some of the various applied researches in the Faculty of Applied Arts to raise awareness of the role of the designer towards developing the right scientific method in Marketing designs, ideas and products, to advance the development of local industries and break the stagnation of Egyptian society.

The technological applications used to adapt advertising infographics through information technology applications help increase creativity and innovation in the field of digital marketing for potential entrepreneurs in the Egyptian market, in order to support their marketing capabilities and increase the demand for their innovative ideas and their new products. Infographics establishes an increase in the motivation and interactivity common among different groups (users, customers, and businessmen) towards developing skills and leveraging capabilities supporting entrepreneurs to increase the creative, and explosive marketing power within them.

The research seeks to provide visualization and steady steps to prepare infographics designs for entrepreneurs to apply to enable them to improve or build a digital marketing process for their products and ideas, in order to support increased investment opportunities and to increase national income.

The research supports a series of applied research presented by the researcher to uncover the scope of entrepreneurship for industrial designers and to assist real and future entrepreneurs, in order to help increase societal and industrial mobility towards the adoption and application of Entrepreneurship concepts.

Key words.

Infographics - Entrepreneurship - Entrepreneur - Interactive Marketing - Information and Communication Technology