

## **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 - Interactive Presentation - Entrepreneurship - Entrepreneur - Interactive Marketing - Digital Marketing - Information and Communication Technology.

**Introduction.**

The research deals with concepts related to the field of marketing the products of the entrepreneurial sector and ways to enhance the entrepreneurial sector. In addition to the sources of support provided by the state towards this through technological incubators for various industrial sectors supported by technology transfer and marketing offices (TICOS).

The research deals with the possibility of applying infographics to the products of the entrepreneurial sector, and reviews many forms of infographics as applications in different fields, and the researcher identifies a simplified method that helps businessmen to create infographics for their business and invest their creative energies in showing their products in a decent way.

**Research problem.**

The research problem lies in the weak effectiveness of marketing the ideas of pioneers' business in light of the availability of information technology and the communications revolution.

The research problem formulated in the following question:

Can we use infographics to increase the marketability of entrepreneurial ideas?

**Research importance.**

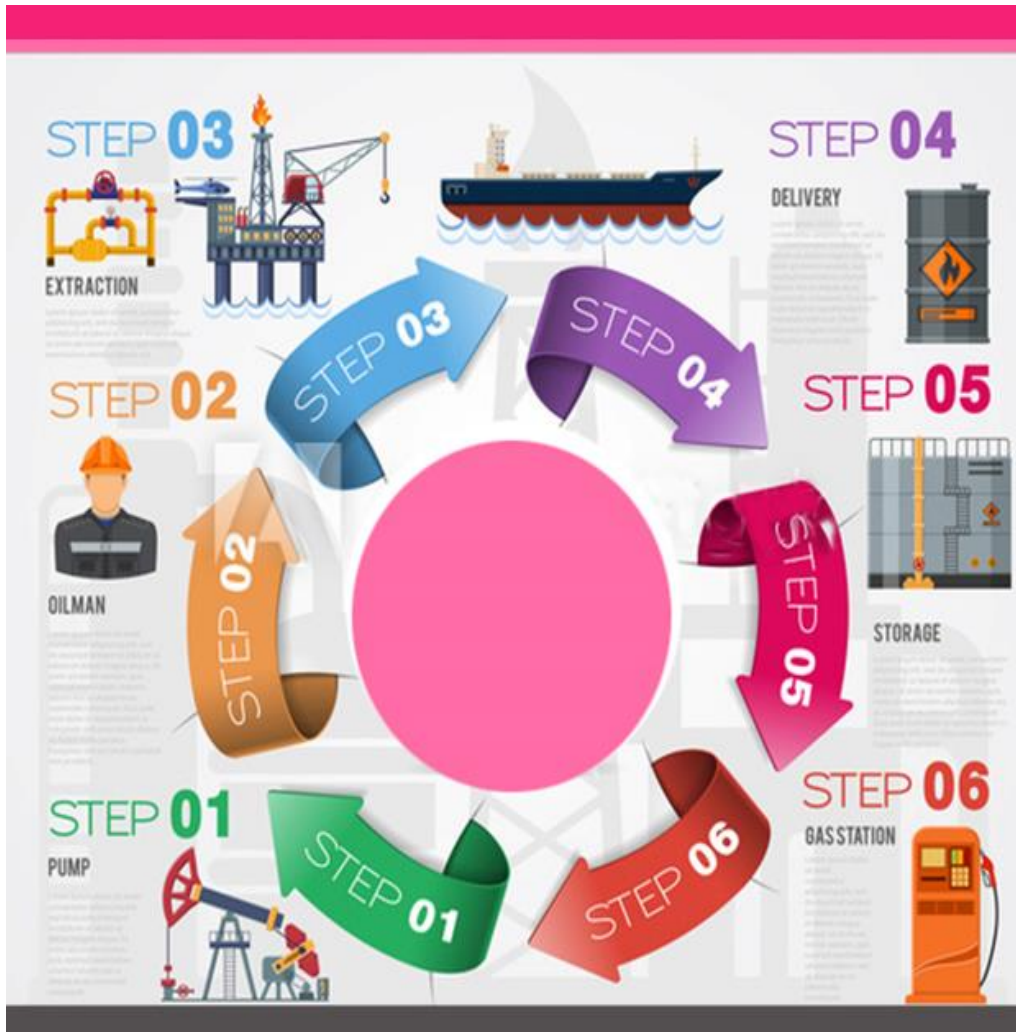
The importance of the research lies in determining what infographics techniques are, and determining their role in stimulating, and improving the process of digital marketing of the ideas, designs and products of the entrepreneurial sector, to support the values of social responsibility of businessmen and industry towards youth entrepreneurship and society.

**Research objective.**

- The research aims to take advantage of simple technological techniques in design to prepare infographics designs for the products of the entrepreneurial sector, and to support the improvement of the digital marketing process of entrepreneurial ideas through the following.
- Incorporating design thinking and demonstration with interactive presentation methods for preparing infographics designs for different products and ideas.
- Developing atypical marketing ideas with infographics techniques.
- Take advantage of the information technology and communications revolution to increase digital marketing of entrepreneurial ideas.
- Simplifying design information about products to present them in easy form to entrepreneurial experts.

### Assumption of research.

The research assumes that by preparing infographics designs for the ideas of entrepreneurs and products of the entrepreneurial sector, this supports improving the digital marketing process and increasing the motivation of businessmen to receive them. In addition to stimulating the entrepreneurship sector, and increasing the national income in the Arab Republic of Egypt.



### 3- Research results and recommendations, references and sources.

#### 3/1 Research results.

The search results are as follows:

- Modern technology applications and information technology applications help increase creativity and innovation for potential entrepreneurs using infographic, supporting their marketing capabilities to increase opportunities for demand for their ideas and products.
- Infographics supports the stimulation of interactivity between the client and / or businessmen with the entrepreneur through interactive marketing of ideas, designs and products of entrepreneurship.
- Infographics supports the development and utilization of the skills and abilities of innovative, creative and marketing entrepreneurs to support the range of innovative marketing presentations of their ideas through information and communication technology.

**3/2 Research recommendations.**

The research recommends the following:

- The necessity of the industrial community to adopt at the level of the republic the design ideas and the different products resulting from technological incubators to be a real beginning to improve the income level for businessmen to integrate them into the industrial community to solve part of the unemployment problem.

Increasing the role of the office of Technology Transfer and Marketing at Damietta University to support potential business leaders and market them to the industrial community, which supports the presence of startups, and increase the effectiveness of interactive marketing of entrepreneurial sector products in the surrounding community.

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