types of infographics
how-to: process oriented

Takes the viewer through a step-by-step process.

Presenting information in a sequential manner is a great way to educate your audience.
A case study shows the goals, objectives, and the outcome of a particular campaign or action plan.
compare & contrast

Shows viewer how something has grown or changed, or compares two or more products, ideas, philosophies, programs.
did you know/compilation

Shows interesting facts. If you want to inform your audience about a key topic and make it memorable use a compilation of information as an infographic.

A compilation refers to a collection of information that is gathered from a variety of sources into one cohesive whole.
demographics

Shows market research for a business or campaign
advocacy

Includes outlining an issue or problem and invites the viewer to help fix it (call to action); designed to educate and cause change.
timelines/chronology

Use this type of infographic if you want to recount something like the history of a product or the growth of an industry.

Show how the topic has changed over time; can demonstrate significant influences along the way.
tips, demos, expert advice

Conveys general info or best practices that would be useful for your target audience.

A way to establish client as an expert. It also "helps the medicine go down" if you're recommending something difficult.