

CONTENT MARKETING

WHAT IS CONTENT MARKETING?

Helpful information that's created and shared with the intention of stimulating interest in a brand



— OF ORGANIZATIONS VIEW **CONTENT** AS A BUSINESS ASSET

TOP 3 GOALS OF **CONTENT MARKETING**:

59%

LEAD GENERATION

43%

THOUGHT LEADERSHIP/MARKET EDUCATION

40%

BRAND AWARENESS

WHY CONTENT IS **KING**:

Authentically connects with the customer

70%

of internet users prefer to learn about products through content versus traditional advertisements.



Positions a brand as an industry expert

434%

Websites with blog content have 434% more search engine-indexed pages than those that don't publish.



Evergreen & cost-effective

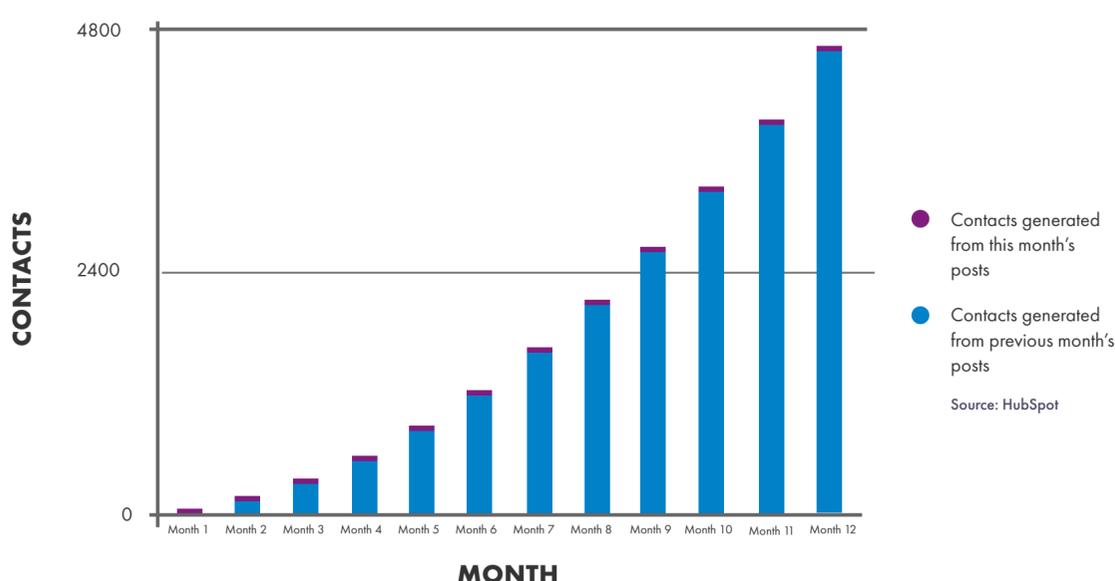
62%

Content marketing generates over 3x as many leads as outbound marketing and costs 62% less.

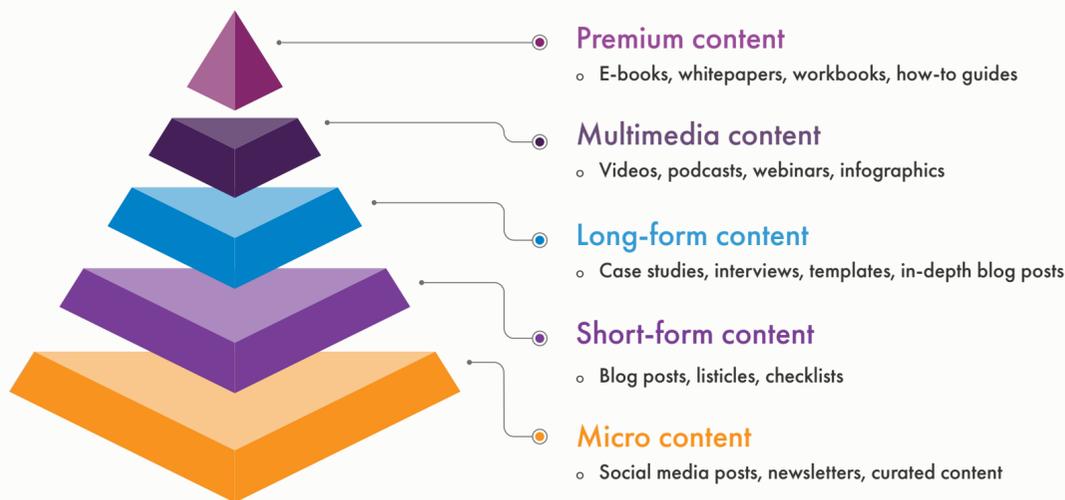


CONSISTENT BLOGGING GENERATES LEADS AT A COMPOUNDING RATE

NUMBER OF CONTACTS GENERATED



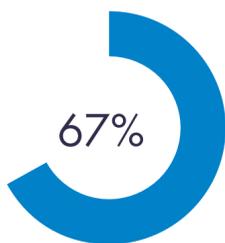
TYPES OF CONTENT:



MOST EFFECTIVE CONTENT:



— of people expect brands to provide content that entertains, tells stories, provides solutions, and creates experiences and events



— of marketers rate infographics, charts and data visualization as the most engaging type of visual content

LONG-FORM BLOG POSTS GENERATE **9X** MORE LEADS THAN SHORT-FORM BLOG POSTS



Publishing content **20X** per month earns the greatest returns

56%

OF B2B MARKETERS OUTSOURCE CONTENT CREATION



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