

THE MARKETSCALE GUIDE TO

# THE BENEFITS OF CONTENT MARKETING



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THOUGHT LEADERSHIP &  
EDUCATION

BRAND AWARENESS &  
DIFFERENTIATION

CUSTOMER TRUST  
& RETENTION

LEAD GENERATION

BLOGGING

VIDEO

NARRATIVE MARKETING

SOCIAL MEDIA MARKETING

ANALYTICS



“Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience – and, ultimately, to drive profitable customer action.”

# THOUGHT LEADERSHIP & EDUCATION



BECOMING A THOUGHT LEADER IS ONE OF THE ESSENTIAL GOALS OF CONTENT MARKETING.

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ESTABLISHES CREDIBILITY AND INFLUENCE OF BRAND.

DIFFERENTIATES ORGANIZATION FROM COMPETITORS.

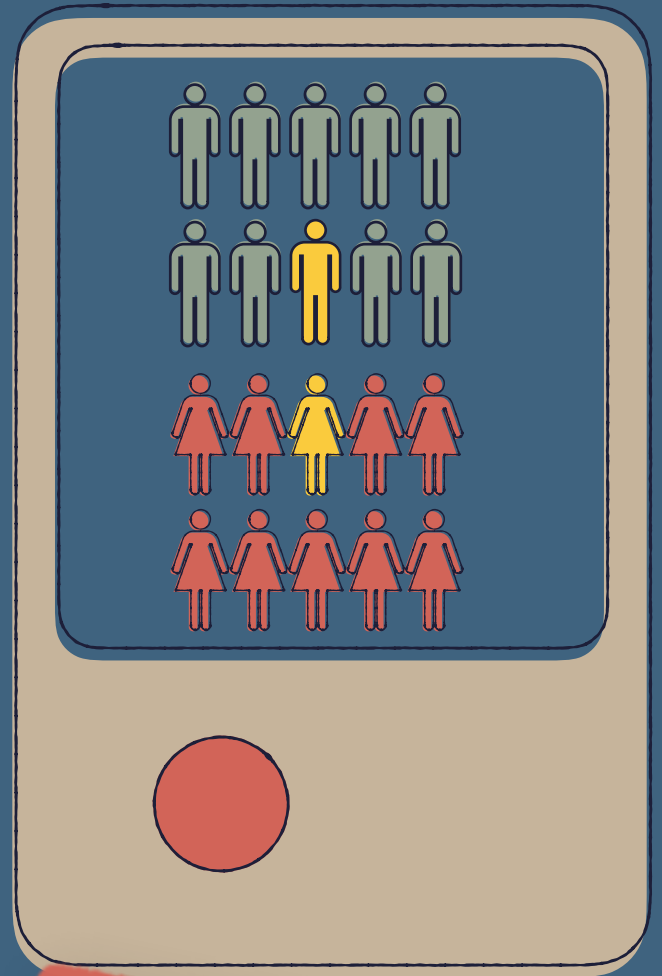
TURN WEBSITE INTO AN INFORMATION RESOURCE THAT DEEPENS CUSTOMER TRUST & RELATIONSHIPS.

B2B BUYERS REVIEW CREDIBLE CONTENT BEFORE MAKING A PURCHASE

# BRAND AWARENESS & DIFFERENTIATION

When marketers ask, "How do we want to brand this product?" they're really asking, "What feelings are invoked by a company, its product and services?"

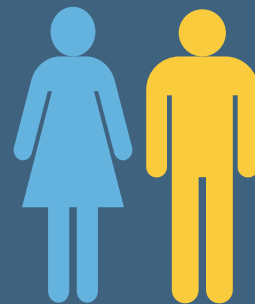
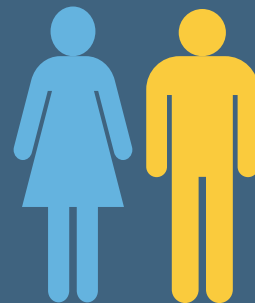
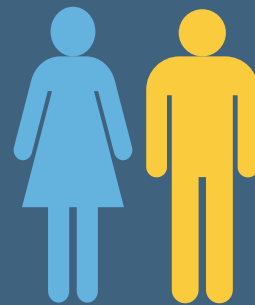
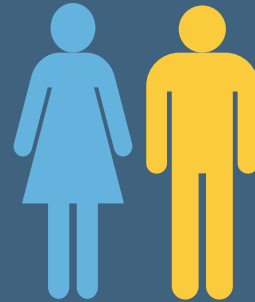
- Developing content activity is a great way to differentiate your unique brand voice.
- To engage your audience, you can set a tone that engages a target audience and fosters customer loyalty.



*Brand*

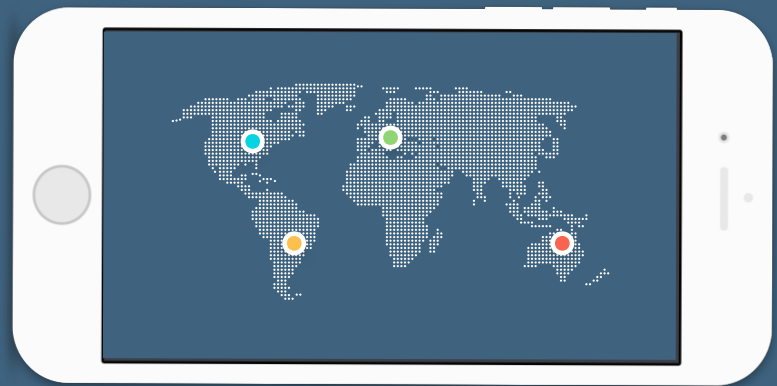
# CUSTOMER TRUST & RETENTION

- According to a Bain and Co study, when compared to the cost of acquiring new customers, 'increasing customer retention rates by 5% increases profits by 25%-95%'.
- A study by Market Metrics found that it is 60-70% easier to convert an existing customer than it is to convert a prospect.
- Good content marketing builds a relationship with customers—primarily giving them a reason to return frequently to a brand environment
- Content marketing provides insights for identifying up-sell opportunities amongst their existing customer base.



# LEAD GENERATION

- While content marketing costs 62% less than outbound marketing, it generates more than three times as many leads.
- 51% of B2B buyers rely more on content to research and make B2B purchasing decisions than they did a year ago.
- Most important metrics for cited by B2B marketers: Sales lead quality (87%), sales (84%), and higher conversion rates (82%).
- Website conversion rate is nearly 6 times higher for content marketing adopters than non-adopters (2.9% vs 0.5%).

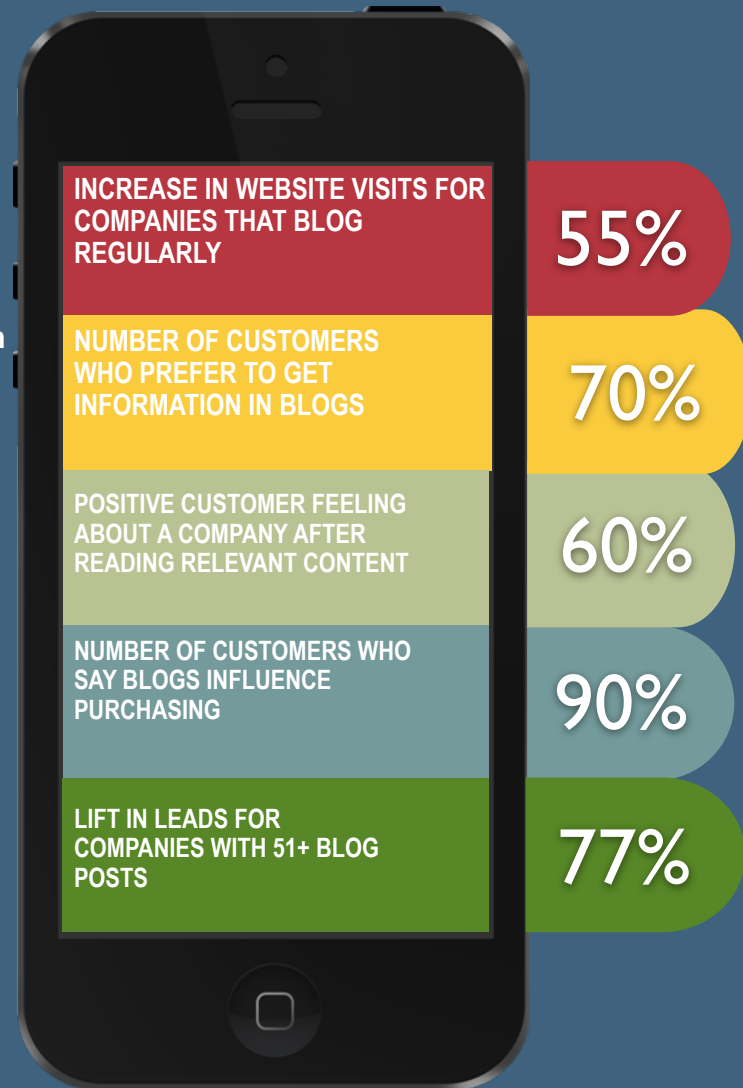


- Sales teams no longer have to hunt for leads. Through inbound content marketing, the leads are coming in to the sales team without any effort on their part.
- 74.2% of companies indicate that content marketing is increasing their marketing teams' lead quality and quantity. (Curata)

# BLOGGING

If you're looking to start a business blog or get more investment for one you've already started, the reasons below are a great place to start arguing your case.

- Increased visibility for your business.
- Increased favorability towards your business.
- Blogging is a trusted source of information for your customers.
- Consumers prefer blogs to traditional advertising.
- Blogging helps to improve your search engine rankings.
- Blogs increase website traffic.
- Blogs influence purchase decisions  
Blogging can generate more sales leads.
- Blogging ultimately leads to more sales.



# VIDEO CONTENT



VIDEO IS THE MOST POWERFUL MEDIUM FOR THE DELIVERY OF ONLINE CONTENT.

**90%**

—Amount we remember from video.

**70%**

OF THE TOP SEARCH RESULTS ARE VIDEO

**96%**

INCREASE IN CLICK-THROUGH RATES.

**90%**

OF B2B CUSTOMERS WATCH ONLINE VIDEO

**75%**

OF EXECUTIVES WATCH VIDEO AT LEAST ONCE PER WEEK.

**50%**

OF ALL ONLINE CONTENT ON MOBILE IS VIDEO.



# NARRATIVE MARKETING

## WHAT IS NARRATIVE MARKETING?

Narrative marketing: Form of content that uses stories to present a brand.

## FORMS OF CONTENT

- Narration
- Definitions
- Bullet points
- Graphs
- Charts

## WHY NARRATIVE MARKETING?

### NARRATIVES/STORIES

Stories present information in a sequence of events in chronological order.

### NARRATIVES HUMANIZE BRANDS

More than other forms of content, narratives express brand voice and personality.

Narratives perform better on SEO

### NARRATIVES/STORIES FEEL MORE LIKE REAL LIFE

Narratives more fully engage the brain, enhance understanding, memory, and emotional connection.

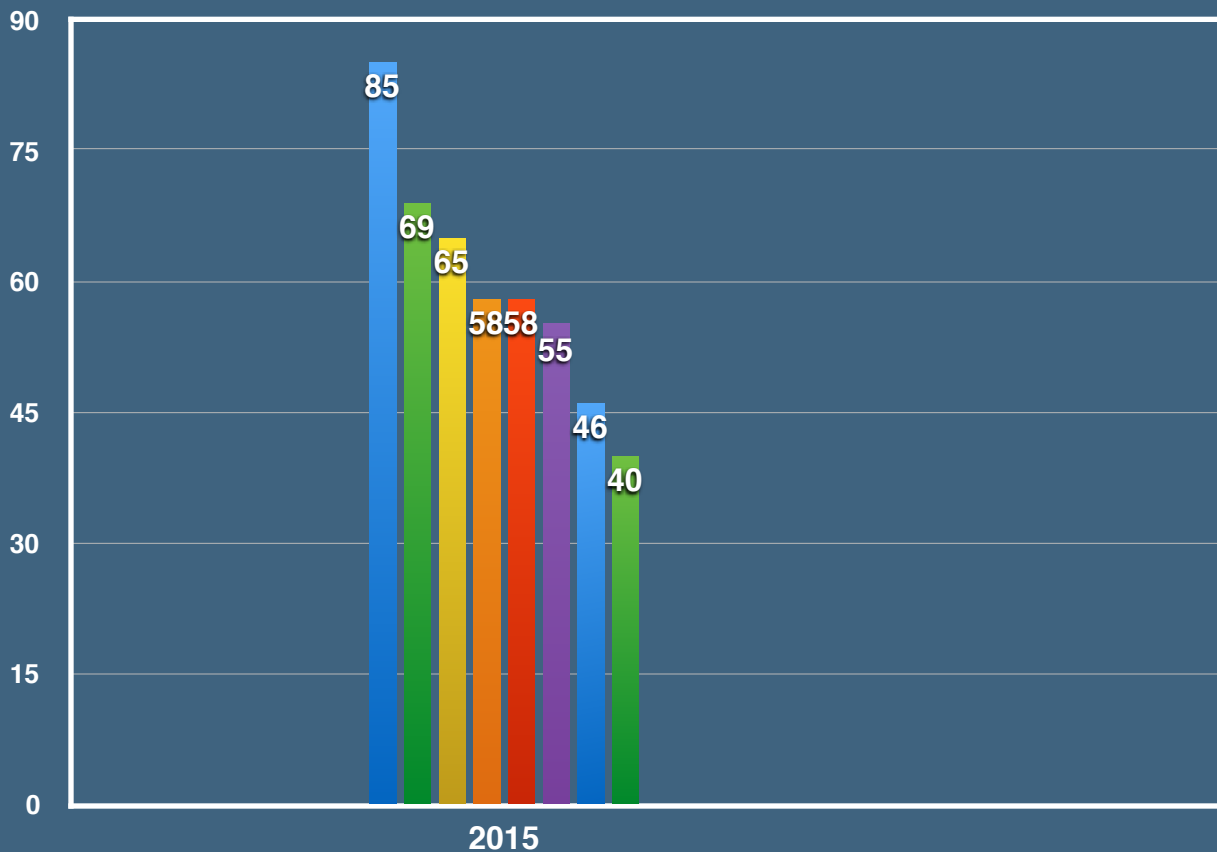
NARRATIVES FOSTER STRONGER BRAND IDENTIFICATION

# SOCIAL MEDIA

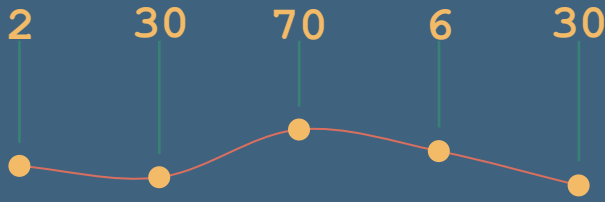
Below: Graph from the annual report that shows the percent of marketers who have seen specific benefits from using social media marketing.



How Blog Content Contributes to Company Success



- Increased exposure
- Increased traffic
- Provided marketplace insight
- Generated leads
- Developed customer following
- Increased search rankings
- Reduced marketing expenses
- Improved sales



# ANALYTICS

The right kinds of analytics data provide essential information for measuring content effectiveness. Data for online engagement are categorized according to the kind of information they provide:

- **Content Consumption:** Provide basic insight into the amount of traffic drawn to a website.
- **Location:** The geographic location of visitor.
- **Source:** The channel through which visitors have accessed a website and its content.
- **Mobile:** How many visitors access content on a mobile device.

