

# WHY CONTENT SHOULD DRIVE YOUR MARKETING STRATEGY

Content marketing gets **3X** more leads than paid search advertising. So that budget you created for ads? You probably want to rethink it.

**47%**

of buyers view 3-5 pieces of content before engaging with a sales rep

**78%**

of buyers say they are placing more emphasis on the trustworthiness of the source

**20%**

of internet users' time online is spent on content

## WHAT TYPE OF CONTENT?

### VIDEO

Video content is **50X** more likely to drive organic search results than plain text

Video will represent **82%** of all internet traffic by 2021

**49%**

of B2B buyers are engaging with video content during the purchase journey

Product videos can increase purchases by **144%**

**43%**

of people want to see more video content from marketers

**64%**

of B2B buyers value podcasts in the early stages of the buying process

An estimated **169m** people will listen to audio online weekly in 2019

**44%**

of decision makers who know what a podcast is say they make time to listen to them

The average amount of time spent listening to a podcast is **16:43**

### AUDIO

### INFOGRAPHICS

**76%**

of B2B buyers value infographics in the early stages of the buying process

**90%**

of information processed by the brain is visual

Infographics can increase web traffic by up to **12%**

### DID YOU KNOW?

**7.8X**

there is a higher year-over-year growth in unique site traffic for content marketing leaders

**SCALE YOUR CONTENT MARKETING STRATEGY NOW**