

WHY B2B CONTENT MARKETING

"Content marketing is about attracting an audience to an experience (or "destination") that you own, build, and optimize to achieve your marketing objectives." (CMI)

CONTENT MARKETING STATS

Content marketing leaders experience 7.8 times more site traffic than non-leaders

While content marketing costs 62% less than outbound marketing, it generates more than three times as many leads

Buyer Trust



95% of B2B buyers are willing to consider vendor-related content as trustworthy. (DemandGen Report - 2016 Content Preferences Survey)

Higher Conversion Rates

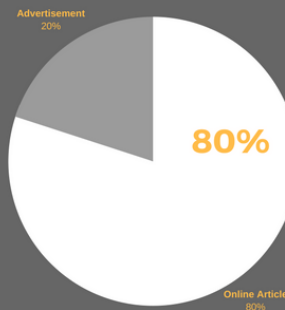


When content marketing adopters and non-adopters are compared, the adopters have conversion rates that are nearly six times higher than their competitors.

Impact



74.2% of companies indicate that content marketing is increasing their marketing teams' lead quality and quantity. (Curata)



80% of business decision makers prefer to get company information in a series of articles versus an advertisement. - Stratabeat

81

PERCENT

of marketers found that increased traffic occurred with as little as 6 hours per week invested in social media marketing.

51

PERCENT

of B2B buyers rely more on content to research and make B2B purchasing decisions than they did a year ago.

73

PERCENT

of content creators plan to prioritise creating more content in 2016