

WHY YOU NEED TO BLOG FOR BUSINESS



Blogging for your business lets people know you're an expert. Plus the more new content you post online the better your search rankings.

BUYERS RESEARCH FIRST

47% of buyers viewed 3 to 5 pieces of content before **engaging with a sales rep.** (Demand Gen Report, 2016)

81% of shoppers conduct online research before **making big purchases.** (Retailing Today, 2014)



MORE BLOGS MORE TRAFFIC

Companies that **published 16+ blog posts** per month got about **4.5X more leads** than companies that published 0-4 monthly posts. (HubSpot, 2015)

Titles with 6-13 words attract the **highest** and most consistent amount of **traffic.** (HubSpot, 2016)

BLOGS FOR B2B & B2C

B2B companies that **blogged 11+ times per month** had almost **3X more traffic** than those blogging 0-1 times per month. (HubSpot, 2015)

B2C companies that **blogged 11+ times per month** got more than **4X as many leads** than those that blog only 4-5 times per month. (HubSpot, 2015)



BLOG TO BE FOUND

71% of B2B researchers start their research with a **generic search.** (Google, 2015)

B2B researchers do **12 searches** on average prior to engaging on a specific brand's site. (Google, 2014)

BLOG FOR YOUR AUDIENCE

Local searches lead **50% of mobile visitors** to visit stores within one day. (Google, 2014)

50% of **search queries** are **four words** or longer. (WordStream, 2016)

66% of marketers say **improving SEO** and growing their organic presence is their top inbound marketing priority. (HubSpot, 2016)



No time for blogging? No problem.

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