

Content Marketing Fact Sheet

How does content impact the whole company?



Content Marketing 101:

Content marketing is the idea of creating and producing high-quality content in the form of articles, blog posts, e-books, whitepapers, and more on topics and problems related to your target audience.

How do companies use content?



Thought Leadership



Lead Generation/
Nurturing

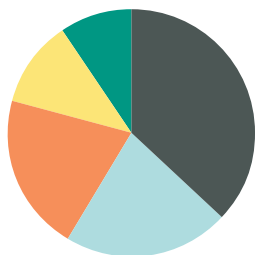


Company Recruitment



Reputation Management

Content Marketing Challenges

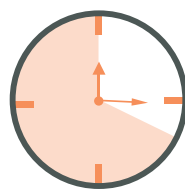


- 36%- Producing engaging content
- 21%- Producing enough content
- 20%- Budget to produce content
- 11%- Lack of C-suite buy-in
- 9%- Producing a variety of content

Content Marketing Fast Facts



9 out of 10 marketers are investing in some form of content marketing.



68% of people spend time reading about brands that interest them.



Nurtured leads make 47% larger purchases than non-nurtured leads.



82% of consumers feel more positive about a company after reading custom content.



On average, 33% of content marketers are challenged with a lack of knowledge and training.

Sources:

- <http://www.marketo.com/infographics/content-marketing-vs-traditional-advertising/>
- http://contentmarketinginstitute.com/wp-content/uploads/2013/10/B2C_Research_2014-withlinks.pdf
- <http://blog.hubspot.com/blog/tabid/6307/bid/30901/30-Thought-Provoking-Lead-Nurturing-Stats-You-Can-t-Ignore.aspx>