

## CONTENT MARKETING FACT SHEET

CHECK OUT THESE IMPORTANT STATS AND FACTS.

### CONTENT MARKETING 101

Content marketing is the creation of high-quality, highly visual assets, like listicles, infographics, white papers and more that are used to:

1. Educate your target audience on a topic they care about.
2. Position your company as the best option.

#### HOW DO COMPANIES USE CONTENT?



EDUCATE PROSPECTS



LEAD GENERATION/ NUTURING



BRAND DEVELOPMENT



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

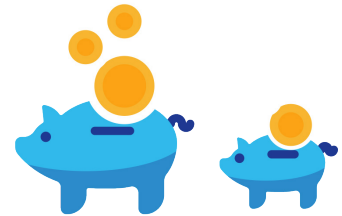
#### CONTENT MARKETING FAST FACTS



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



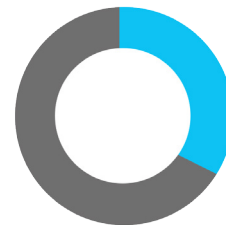
**68%** of people spend time reading about brands that interest them.



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.

**Contact your account executive to get started on a content marketing plan for your company!**