**50 Stats You Need to Know About Content Marketing Presentation Transcript**

* 50 STATS YOU NEED TO KNOW ABOUT CONTENT MARKETING sales@newscred.com www.Newscred.com 212.989.4100 Sales@newscred.com NewsCred.com
* As a marketer, you know content is critical to creating successful campaigns and building your business. Here are 50 of the most important content marketing statistics that will help you prove the value of content and keep you accountable.
* 3 This deck covers the following themes: 1 // Content marketing is taking over the marketing industry 2 // Blogging creates more traffic and more leads 3 // Content fuels our social web 4 // Content increases engagement and brand loyalty 5 // Visual content captures consumers 6 // Content marketing generates leads 7 // Investing in content marketing is critical to building your business [View slide](http://image.slidesharecdn.com/50beststatspresentation-130614091052-phpapp02/95/50-stats-you-need-to-know-about-content-marketing-3-638.jpg?cb=1412182111)
* The Claim: Content marketing is taking over the marketing industry [View slide](http://image.slidesharecdn.com/50beststatspresentation-130614091052-phpapp02/95/50-stats-you-need-to-know-about-content-marketing-4-638.jpg?cb=1412182111)
* 5 1. 27,000,000 pieces of content are shared each day. \*AOL & Nielsen (2012)
* 6 2. 9 in 10 organizations market with content. () \*Content Marketing Institute (2012)
* 3. 78% of CMOs think custom content is the future of marketing. \*Hanley Wood (2013)
* 4. 54% of brands don’t have an on-site, dedicated content director. () \*Econsultancy (2012)
* 5. 79% of marketers report their organizations are shifting to branded content. \*Forrester (2013)
* 6. 72% of marketers think branded content is more effective than advertising in a magazine, 69% say it is superior to direct mail and PR. \*Custom Content Council (2011)
* 7. 86% of B2C marketers use content marketing and 91% of B2B marketers use content marketing. \*eMarketer (2013) 11
* 8. 64% of B2B content marketers say their biggest challenge is producing enough content. \*Content Marketing Institute (2012)
* The Claim: Blogging creates more traffic and more leads The Claim: Blogging creates more traffic and more leads 6/17/13 13
* 9. Each month, 329 million people read blogs. \*Blogging.org (2012)
* 10. Blogs give sites 434% more indexed pages and 97% more indexed links. \*Content+ (2013)
* 11. 37% of marketers say blogs are the most valuable content type for marketing. \*Content+ (2013)
* 12. Companies that blog 15+ times per month get 5 times more traffic than companies that don’t blog. \*Hubspot (2012)
* 13. Companies with an active blog report 97% more leads. \*Content+ (2013)
* The Claim: Content fuels our social web
* 14. Content from reputable sources is most shared. \*UCLA (2012)
* 15. 90% of users listen to recommendations shared from friends. \*Voltier Digital (2012)
* 16. 73% of all industry-specific Twitter posts include content sharing. \*AOL & Nielsen (2012)
* 17. 99% of people who share via social networks are sharing via multiple platforms. \*AOL & Nielsen (2012)
* 18. Clicks from shared content are 5 times more likely to result in a purchase. \*Voltier Digital (2012)
* 19. 87% of B2B marketers use social media to distribute content. \*Content Marketing Institute (2012)
* 20. 34% of marketers have generated leads on Twitter. \*Huffington Post (2013)
* 21. 80% of users prefer to connect with brands on Facebook. \*Huffington Post (2013)
* 22. People spend more than 50% of their time online with content and an additional 30% of their time on social channels where content can be shared. \*AOL & Nielsen (2012)
* The Claim: Quality content increases engagement and brand loyalty
* 23. Interesting content is a top 3 reason that people follow brands on social media. \*Content+ (2013)
* 24. 70% of consumers prefer getting to know a company via articles over ads. \*Content+ (2013)
* 25. Sources providing full- text content are 2.3 times as likely to have users return for a second visit. \*Pulse (2012)
* 26. 90% of consumers find custom content useful and 78% believe that organizations providing custom content are interested in building good relationships with them. \*The Content Council (2011)
* 27. 68% of consumers spend time reading content from a brand they are interested in. \*Content Marketing Association (2013)
* 28. 60% of consumers feel more positive about a company after reading custom content on its site. \*Content+ (2013)
* 29. 58% of consumers trust editorial content. \*AOL & Nielsen (2012)
* 30. People want to be in control of the content they receive: 86% of people skip TV commercials. 44% of direct mail is never opened. 91% of email users have unsubscribed from a company email they previously opted into. \*Content Marketing Institute (2012)
* The Claim: Visual Blogging content creates captures more traffic consumers and more leads 6/17/13 38
* 31. 90% of the information that comes to the brain is visual. \*Zabisco (2011)
* 32. Articles with images get 94% more views than those without. \*Content+ (2013)
* 33. 40% of people will respond better to visual information than plain text. \*Zabisco (2011)
* 34. 46.1% of people say a website’s design is the number one criterion for discerning the credibility of the company.) \*Stanford Persuasive Technology Lab (2012)
* 35. Posts with videos attract 3 times more inbound links than plain text posts. \*SEOmoz (2012)
* 36. Just one month after the introduction of Facebook timeline for brands, photos and videos saw a 65% increase in engagement. \*Simply measured (2012)
* 37. In a Custom Content Council study, 62% of respondents reported using video in their content marketing. \*Custom Content Council (2011)
* 38. 75% of smartphone users watch videos on their phones, 26% of whom use video at least once a day. \*Ooyala/ Ipsos (2012)
* The Claim: Content marketing generates leads 5. 30 Overused Buzzwords in Digital Marketing
* 39. Content creation ranked as the single most effective SEO tactic by 53%. \*Marketing Sherpa (2013)
* 40. 57.4% of B2B businesses say SEO has the biggest impact on lead generation goals. \*MDG advertising (2013)
* 41. Conversion rates are 105% higher for consumers who interact with ratings and product reviews. \*Prestige Marketing (2012)
* 42. Consumers who received email marketing spend 83% more when shopping. \*iContact (2012)
* 43. Organic search leads have a 14.6% close rate, while outbound marketing leads have a 1.7% close rate. ) \*HubSpot (2012)
* The Claim: Investing in content marketing is critical to building your business 4. The Social Part of Social Media: A Love Story
* 44. Marketers spend nearly 1/3 of their budgets on content marketing. \*Content Marketing Institute (2011)
* 45. 54% of marketers say they will increase their content marketing spending in the next 12 months. \*Content Marketing Institute (2011)
* 46. Content marketing costs 62% less than traditional marketing. \*Demand metric (2013)
* 47. Per dollar spent, content marketing generates approximately 3 times as many leads as traditional marketing. \*Demand metric (2013)
* 48. $118.4 billion will be spent on content marketing, video, and social media in 2013. \*eMarketer (2013)
* 49. 55% of B2C marketers plan to increase their investment in branded content. \*Custom Content Council (2011)
* 50. Social media advertising spending will increase to $8.3 billion by 2015. \*BIA/Kelsey (2011)
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