

# The “Body” of Content Marketing

Examine the anatomy of a **SUCCESSFUL** online presence.

## BRAIN WAVES

Engage customers with thoughtful:

- CASE STUDIES
- CONTENT BLOGS
- CUSTOM PUBLICATIONS
- EBOOKS
- INFOGRAPHICS
- PODCASTS
- SOCIAL MEDIA POSTS
- WHITEPAPERS

## FROM OUR LIPS TO THEIR EARS

- > What we hear from others influences up to 50% of our buying decisions.
- > 6 in 10 of us will recommend a company based on the social media brands we follow.
- > Interesting content is one of the top 3 reasons we follow a brand on social media.

## MORE THAN AN ARM'S REACH

Websites with blogs have

**434%** MORE INDEXED PAGES and **97%** MORE INDEXED LINKS THAN SITES WITHOUT.

## A LOT OF LEGWORK

**63%** of businesses say social media content increases marketing effectiveness.

# of customers found on social media:

**67%** FACEBOOK **61%** LINKEDIN **53%** TWITTER

## THE EYES HAVE IT

**97%** MORE INBOUND LINKS RESULT FOR COMPANIES THAT HAVE BLOGS.

**55%** MORE VISITORS ENTER A SITE WITH A BLOG.

**37%** OF MARKETERS IDENTIFY BLOGS AS THE MOST IMPORTANT CONTENT MARKETING TOOL.

## LIFELINE

Heartbeat of targeted, integrated marketing = **COMPELLING CONTENT**

## SOLID CORE

> 3 in 4 marketers agree that meaningful content influences social media marketing campaigns to help successfully close sales.

> Twitter users are 67% more likely to purchase the brands they follow.

> Purchasing decisions are driven 63% more by blogs than magazines.

## GET A FOOTHOLD

**70%** OF CONSUMERS WANT TO GET TO KNOW A COMPANY THROUGH ARTICLES—NOT ADS.

**60%** OF CONSUMERS REACT POSITIVELY TO A COMPANY AFTER READING CUSTOM CONTENT ON ITS WEBSITE.