

THE CONTENT MARKETING

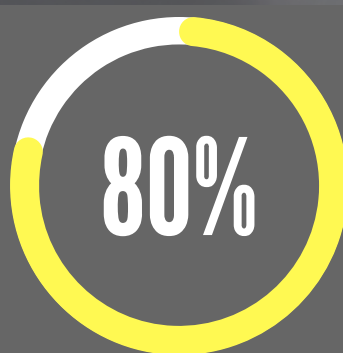
STATS THAT WILL LEAVE YOU IMPRESSED



E-Power
Marketing

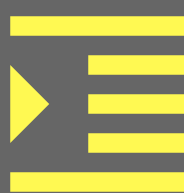
Conversion rates are nearly **6x higher** for content marketing adopters vs. non-adopters

Source: Aberdeen



LinkedIn is 80% effective at engaging with and promoting content

Source: LinkedIn



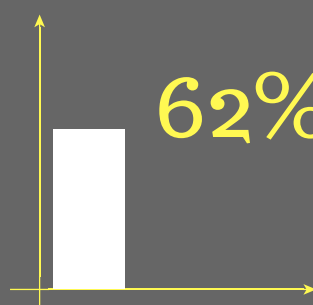
77% of marketers are increasing their investment in content marketing

Source: Curata



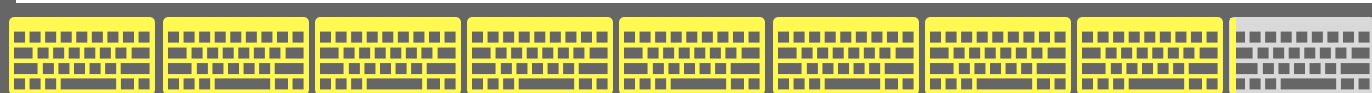
One in four buyers consume 3-5 pieces of content about their specific product/service before engaging with any sales person

Source: DemandGen Report



62% of companies outsource their content marketing

Source: Imagination



82% of marketers who blog see positive ROI from this strategy

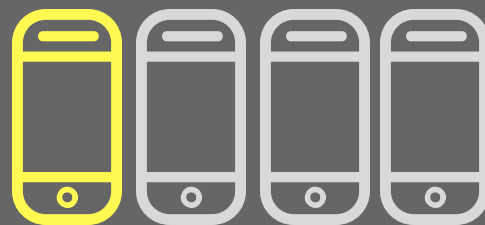
Source: HubSpot



93%

of businesses use **social media** as their top content marketing tactic

Source: Content Marketing Institute



1 in every 5 minutes spent on mobile happens on **Facebook**.

Source: Hootsuite

Two thirds of all pins on Pinterest are of **content** from businesses' websites



Source: Hootsuite



1 in 3

Source: Think with Google

mobile users have purchased from a brand they **hadn't planned on buying from** because that brand provided them with the **content they needed** throughout the buying journey.

Contact us:

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