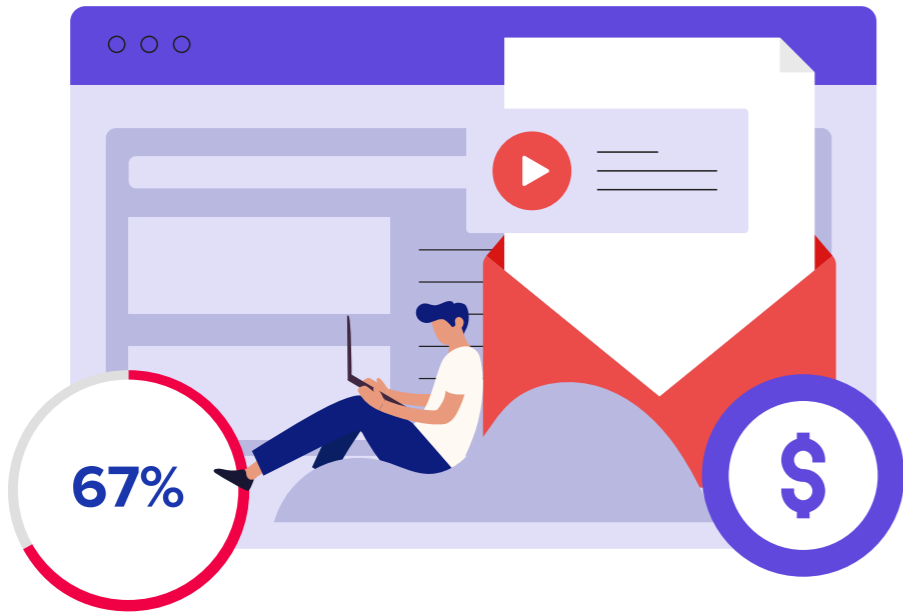


# 10 Stats to Consider When Building a B2B Content Marketing Strategy

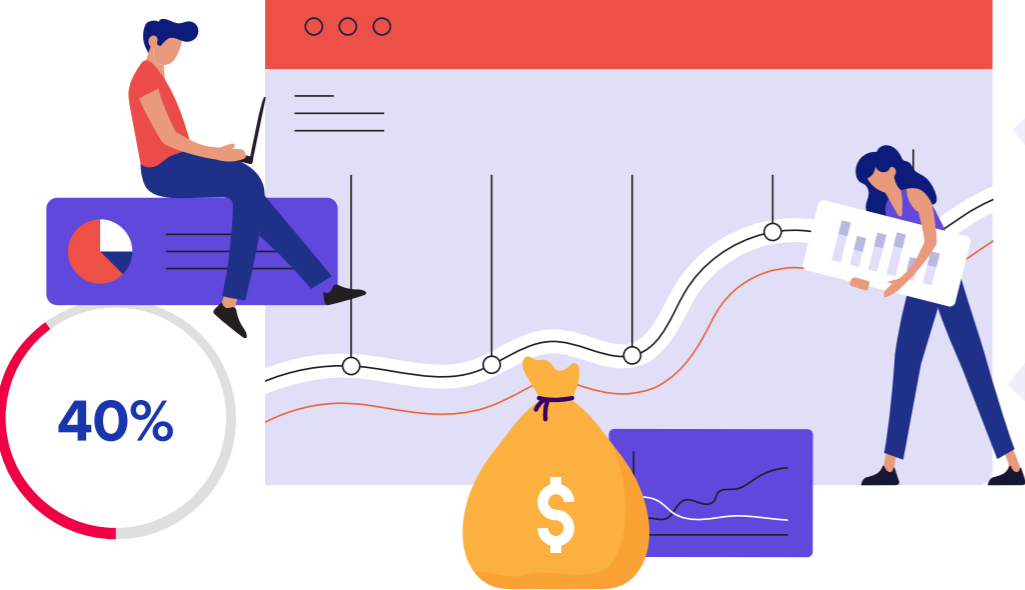


## Content is driving the buying process for your prospects.

In a recent survey, 67% of the respondents stated that in 2021, they relied more on content to help guide their purchase decisions than they did in 2020.

## A variety of content for every step in the buyer's journey is critical.

Of B2B consumers, 44% reported consuming three to five pieces of content before they get in touch with sales. Another 16% consume between five to seven pieces before contacting sales.

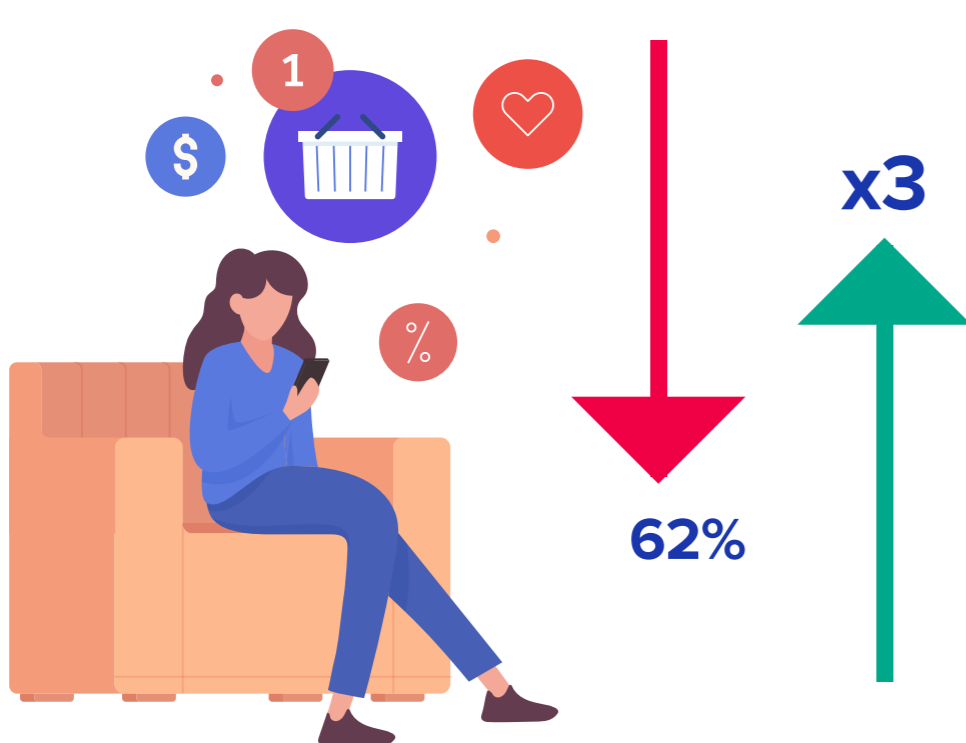


## Successful B2B marketers invest in content marketing.

The most successful B2B marketing teams allocate up to 40% of their total marketing budget just on content marketing.

## Content is a conversion tool.

In a recent survey, 60% of respondents stated they consider purchasing a product after they have read about it.



## Content marketing costs less but produces more leads.

Content marketing often costs 62% less than traditional marketing but generates 3x as many leads as traditional marketing.

## Blogging is an effective activity when done consistently.

B2B firms that consistently blog have, on average, 67% more leads each month than companies that don't blog consistently.



## Content is preferred by your prospects and partners.

Almost 70% of people surveyed recently indicated they would rather learn about a company through articles and content than from an advertisement.



## You need to draft content for more than just one type of buyer.

More than 80% of non-executive employees have a say in the purchasing process. Something to keep in mind when creating buyer personas.



## The majority of the purchase decision is made before a salesperson is involved.

The majority of the purchase journey, 57%, is already complete when a B2B buyer makes contact with the sales team.



## SEO is a lead generator.

Search engine optimization (SEO) is a top lead generation source for up to 33% of B2B companies.



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