



The 75 Essential Content Marketing Stats You Need to Know

Everything from budgets to metrics to effectiveness. Here's what's happening with content marketing right now

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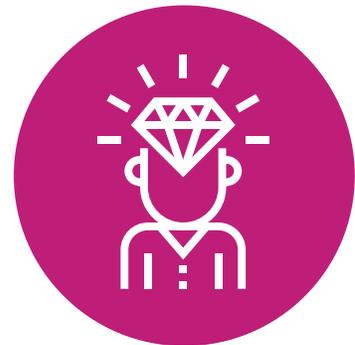
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—Creating a Brand Story—



45% of a brand's image can be attributed to what it says and how it says it.



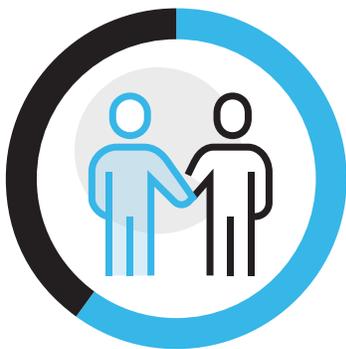
48% of consumers said that the most critical time to gain their loyalty is when they make their first purchase or begin service.



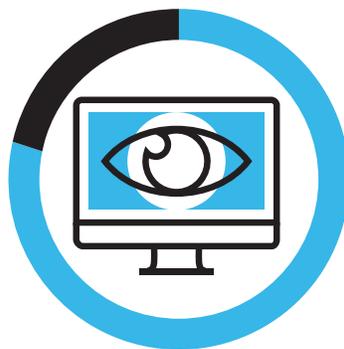
63% of consumers say they have engaged with disappointing brand content.



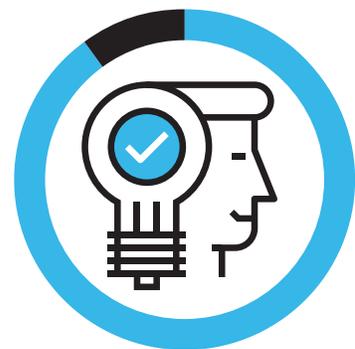
23% said if the content is not engaging at first, they would not read that brand's content again.



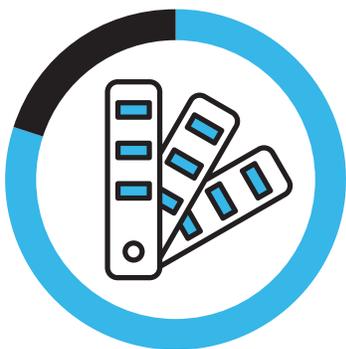
64% of people cite shared values as the main reason they have a relationship with a brand.



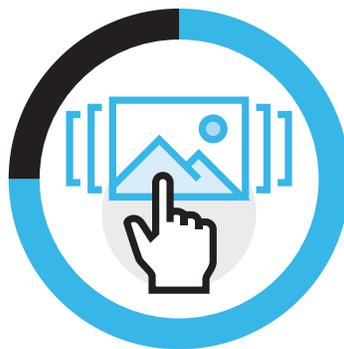
79% of people scan content rather than reading word by word



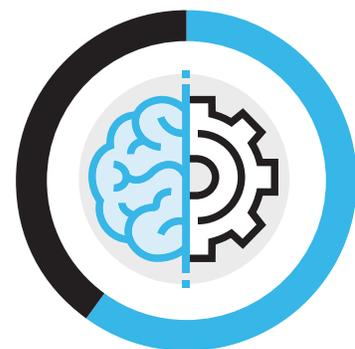
89% of B2B manufacturing marketers cite increased brand awareness as a goal for content marketing.



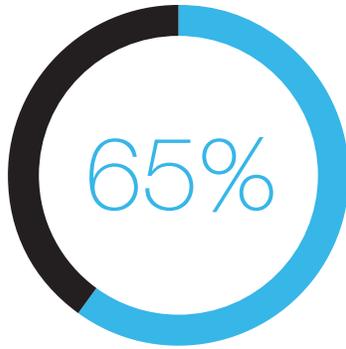
Color increases brand recognition by up to **80%**.



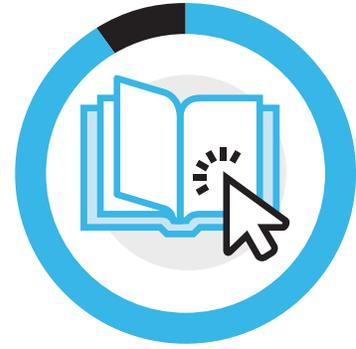
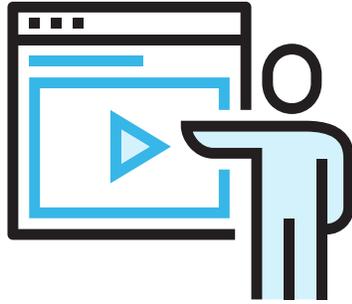
Press releases (brand stories) that contain multimedia get **77%** more responses compared to text only.



65% more people remember a piece of information if it is paired with a visual.



65% of senior marketing executives believe that visual assets (photos, video, illustrations, and infographics) are core to how their brand story is communicated.



92% of consumers want brands to make ads that feel like a story.

Engagement



By 2018, more than **50%** of organizations will redirect their investments to customer experience innovations.



Customer retention improves by **42%** when the customer experience is improved.



87% of customers think brands need to put more effort into providing a consistent experience.



86% of buyers will pay more for a better customer experience.



84% of companies who claim to be customer-centric focus on the mobile customer experience.



52% of consumers say that a bad mobile experience makes them less likely to engage with a company.



70% of buying experiences are based on how the customer feels they are being treated.



73% of marketers view customer centricity as critical to the success of their business and role at the company.



A **2%** increase in customer retention has the same effect as decreasing costs by **10%**.

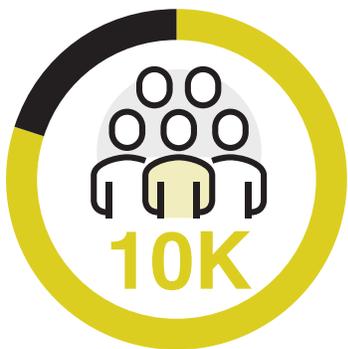


By 2020 customer experience and engagement will overtake price and product as the key brand differentiator.



Enterprise marketers say engagement is their most important goal (**82%**), followed by sales (**81%**), and lead generation (**79%**).

Lead Gen



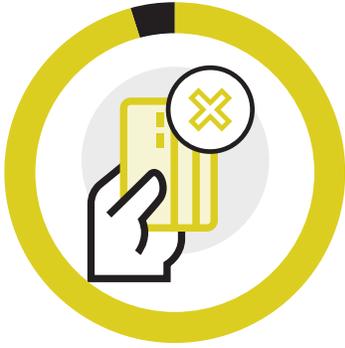
80% of companies not meeting their revenue goals attract 10k monthly website visitors or less.



83% of B2B marketers use content marketing for lead generation.



Companies that excel at lead nurturing generate **50%** more sales ready leads at **33%** lower cost.



Approximately **96%** of visitors that come to your website are not ready to buy.



61% of B2B marketers say that the biggest challenge is generating high-quality leads.



Nurtured leads make **47%** larger purchases than non nurtured leads.



Per dollar spent, content marketing generates approximately **3 times** as many leads as traditional marketing.



Only **57%** of B2B firms consider converting leads into paying customers as their top priority for their marketing campaigns.



68% of b2b companies are still struggling with lead generation.



Only **5-10%** of qualified leads successfully convert for marketers.



51% of local businesses surveyed said that lead generation is a challenge.



B2B marketers say that white papers (**61%**) and LinkedIn (**59%**) are the most effective digital content and social media tactics for generating leads.

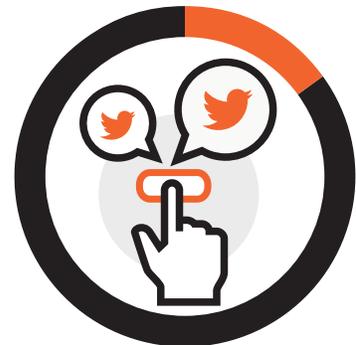
Social Share



Mobile users now spend **20%** of their activity on that device sharing content.



Infographics are liked and shared on social media **3x** more than any other type of content.



Over **15%** of tweet mentions originate from the tweet buttons embedded on your website.



27 million pieces of content are shared every day.



Brands with social sharing that create 15 blog posts per month average **1200 new leads** per month.



91% of retail brands use 2 or more social media channels.



83% of Fortune 500 companies have a presence on Twitter.



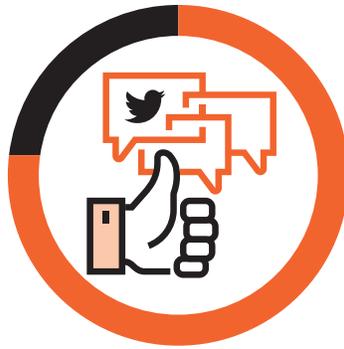
Twitter generates **67%** more business and Finance sharing activity than the average social network.



71% of online marketers use visual assets in their social media marketing.



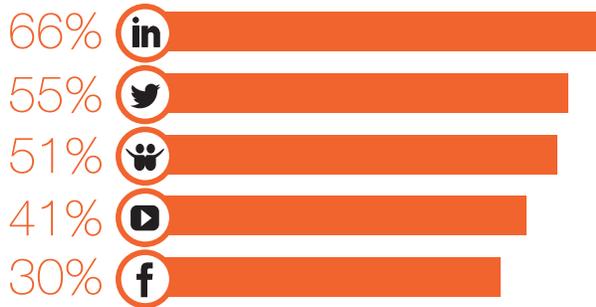
75% of Facebook post engagement occurs within the first 5 hours [of the post being posted].



77% of Twitter users feel more positive about a brand when their tweet has been replied to.



93% of organizations use social media content as their main content marketing tactic.



66% of B2B marketers rank LinkedIn as the most effective social media platform for their business, Twitter (**55%**), YouTube (**51%**), SlideShare (**41%**) and Facebook (**30%**).



Visual content is more than **40X** more likely to get shared on social media than other types of content.

Quiz Completion



According to LeadQuizzes, the average quiz has a **33.6%** lead capture rate.



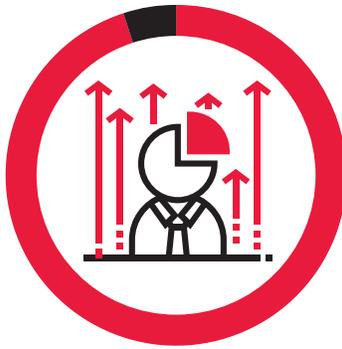
200 million quizzes were taken in February 2014.



The average quiz is shared nearly **2,000 times**.



According to Forbes, the demand for interactive content such as quizzes will continue to grow in 2017 and beyond.



96% of users complete sponsored quizzes.



Sideshow has attributed over **\$75,000** in sales from a single quiz.



In January of 2015, **9 of the 10** most shared Facebook publications were quizzes.



41 million - the number of times BuzzFeed's most popular quiz has been taken.



In BuzzFeed's top content in March 2017, the **4** top stories were all quizzes.



According to BuzzFeed, **96%** of participants finish BuzzFeed sponsored quizzes.



In January 2015, PlayBuzz and BuzzFeed (two content platforms that specialize in quizzes) were among the sites that generate the most shares on Facebook.



3 minutes is the average amount of time spent taking quizzes, which means **600 million minutes** spent taking quizzes.



Quizzes helped BuzzFeed reach **580.4 million** people in 2017.



50 most engaging quizzes on BuzzFeed drove just under **3 million engagements** in March 2017, an average of almost **60,000 engagements** per quiz.

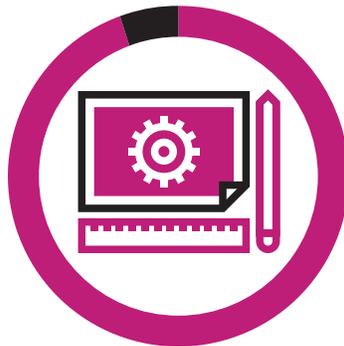


57% “Strongly agree” that they prefer shorter formats for content consumption. **20%** of respondents report using assessments to research B2B purchasing decisions.

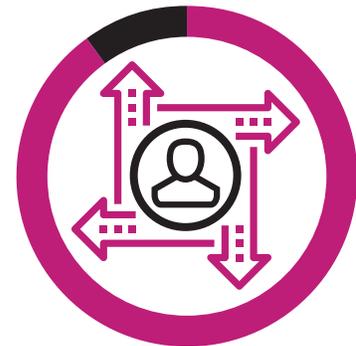
— Customer Relationship —



70% of marketers say that interactive content is effective at converting site visitors.



94% of marketers say that optimizing creative workflows will be important in delivering a great customer experience.



90.2% say they're focused on predictive analytics and segmentation to better target and engage key audiences.



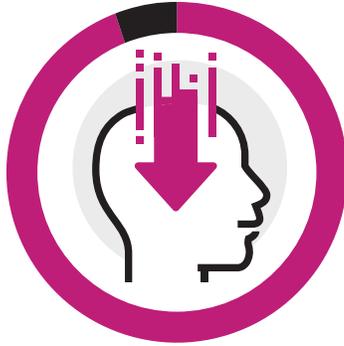
56% of customers are more likely to buy with a personalized experience.



Marketers are investing more heavily in the tools that help create great customer experience.



Only **23%** of B2B marketers claim to have a customer-centric—versus a channel or product-centric structure.



Interactive content does a much better job of educating the buying audience, as **93%** of study participants reported interactive content as somewhat or very effective in this role.



Just over half (**51%**) of business owners report that content management is “very important” or “absolutely critical” to creating a cohesive customer journey.



Case studies reveal that integrated customer journeys provide a competitive advantage, in some cases doubling sales year over year.

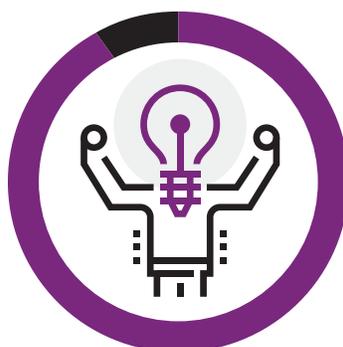


70% of marketers will be investing in CRM, **69%** in CMS and **67%** in data analytics as the importance of improving the customer journey rises.

Brand Awareness



79% agree that interactive content enhances retention of brand messaging.



93% of marketers agreed that interactive content is effective in educating its buyers.



79% agree that interactive content results in repeat visitors and multiple exposures.



88% of marketers said that interactive content is effective in differentiating their brand from their competitors.



78% of consumers will trust your brand if you create more customized content.



90% of consumers expect that their experience with a brand will be similar across all platforms and devices. They expect a seamless transition between web and device-native applications through color, flow, and overall quality.



89% of B2B manufacturing marketers cite increased brand awareness as a goal for content marketing, compared to **85%** for sales, and **80%** for lead generation.

Resources

- http://www.slate.com/articles/life/culturebox/2014/01/buzzfeed_quizzes_taking_over_facebook_feeds_what_makes_them_so_shareable.html
- <https://tryinteract.com/>
- <https://www.tryinteract.com/blog/6-quiz-statistics-that-will-blow-your-mind/>
- <https://digiday.com/media/buzzfeed-quizes/>
- <https://www.act-on.com/blog/the-power-of-the-quiz-in-marketing-6-lessons-from-the-new-york-times-buzzfeed-and-b2b-marketers/>
- <http://www.demandgenreport.com/industry-resources/research/2766-demand-gen-reports-2014-content-preferences-survey.html#.VNOCWMZli5I>
- <http://www.wordstream.com/blog/ws/2015/05/27/marketing-quiz>
- <http://blog.leadquizzes.com/35-quiz-marketing-statistics-and-case-studies-you-need-to-know>
- <https://www.bopdesign.com/bop-blog/2015/10/15-crazy-branding-stats/>
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- <https://www.koozai.com/blog/content-marketing-seo/the-art-of-b2b-storytelling/>
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- <https://www.superoffice.com/blog/customer-experience-statistics/>
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- <https://marketinginsidergroup.com/content-marketing/50-must-know-statistics-improve-lead-generation-strategy/>
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- <http://review.content-science.com/2014/09/5-social-sharing-statistics-will-boost-content-views/>
- <https://freely.net/marketing-statistics-2016/>
- <https://www.bopdesign.com/bop-blog/2015/10/15-crazy-branding-stats>



about ion interactive

ion's enterprise interactive content SaaS platform and services empower modern marketers to engage, convert and profile higher quality leads using code-free, data-driven interactivity. ion's interactive experiences exceed high user expectations by delivering engaging and personal content responsively designed across all devices —mobile, tablet and desktop.

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