



# 50 STATS YOU NEED TO KNOW ABOUT CONTENT MARKETING

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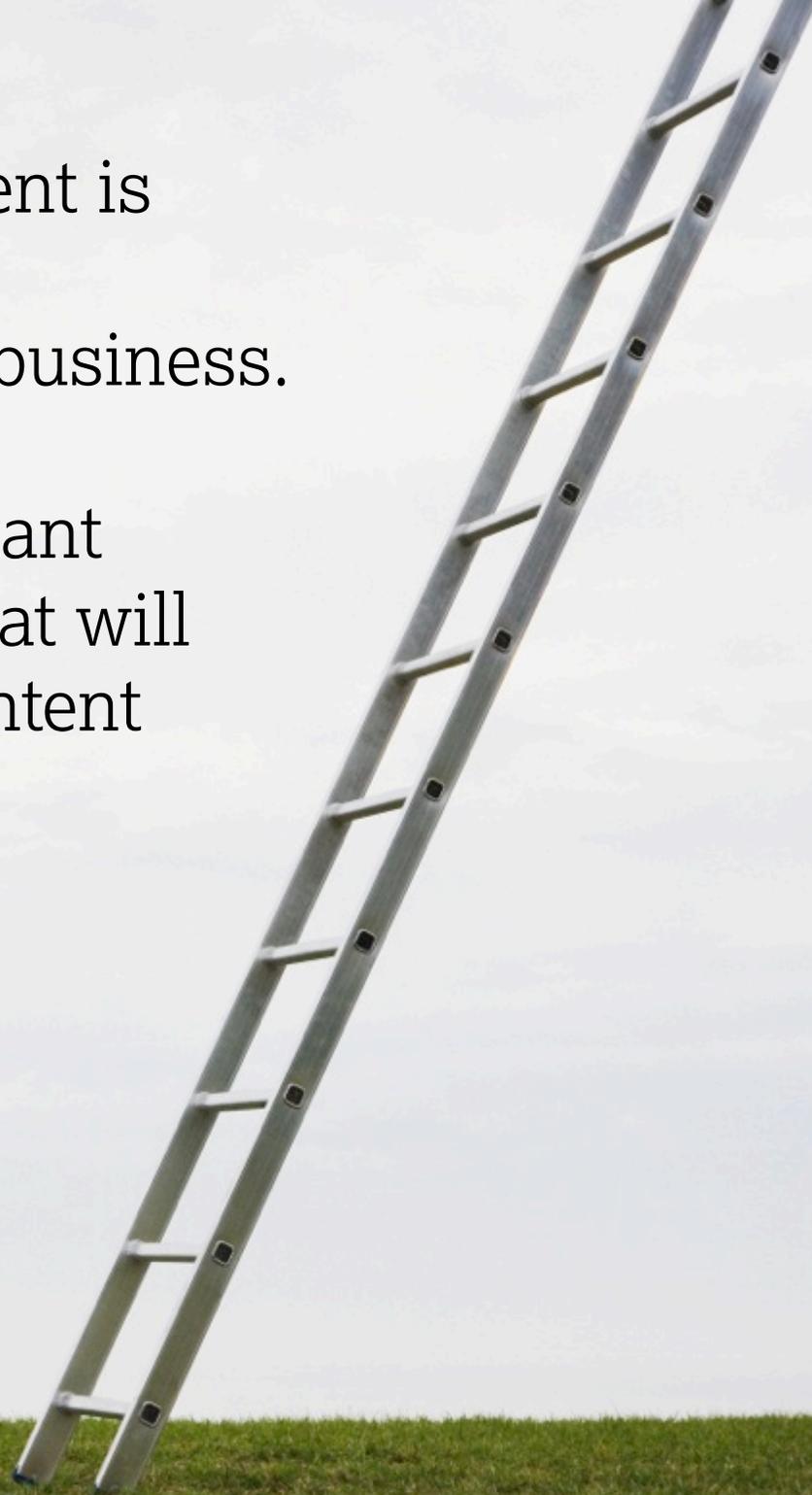
Sales@newscred.com

[www.NewsCred.com](http://www.NewsCred.com)

212.989.4100

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.



## **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



**The Claim:**

**Content marketing is taking  
over the marketing industry**

**1.**

**27,000,000 pieces of content  
are shared each day.**



**2.**

**9 in 10 organizations  
market with content.**



**3.**

**78% of CMOs think custom content is the future of marketing.**



**4.**

**54% of brands don't have an on-site, dedicated content director.**



**5.**

**79% of marketers report their organizations are shifting to branded content.**



**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.**



**7.**

**86% of B2C marketers use content marketing and 91% of B2B marketers use content marketing.**



**8.**

**64% of B2B content marketers say their biggest challenge is producing enough content.**



**The Claim:  
Blogging creates more traffic  
and more leads**



**9.**

**Each month, 329 million people read blogs.**



**10.**

**Blogs give sites 434% more indexed pages and 97% more indexed links.**



**11.**

**37% of marketers say blogs are the most valuable content type for marketing.**



**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.**



**The Claim:  
Content fuels our social web**

HOAR

The image shows the word "HOAR" in large, white, outlined letters on a grassy field at night. The letters are illuminated from below, creating a bright glow. In the background, there is a chain-link fence and a utility pole. The sky is dark, and the overall scene is dimly lit, with the primary light source being the glow from the letters.

**14.**

**Content from reputable sources is most shared.**



**15.**

**90% of users listen to  
recommendations shared from  
friends.**



**16.**

**73% of all industry-specific  
Twitter posts include content  
sharing.**



**17.**

**99% of people who share via social networks are sharing via multiple platforms.**



**18.**

**Clicks from shared content  
are 5 times more likely  
to result in a purchase.**



**19.**

**87% of B2B marketers use social media to distribute content.**



**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.**



# The Claim: Quality content increases engagement and brand loyalty



**23.**

**Interesting content is a top 3 reason that people follow brands on social media.**



**24.**

**70% of consumers prefer getting to know a company via articles over ads.**



**25.**

**Sources providing full- text content are 2.3 times as likely to have users return for a second visit.**



**26.**

**90% of consumers find custom content useful and 78% believe that organizations providing custom content are interested in building good relationships with them.**



**27.**

**68% of consumers spend time reading content from a brand they are interested in.**



**28.**

**60% of consumers feel more positive about a company after reading custom content on its site.**



**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.**



**The Claim:  
Visual content captures  
consumers**



**31.**

**90% of the information that comes to the brain is visual.**



**32.**

**Articles with images get 94%  
more views than those without.**



**33.**

**40% of people will respond better to visual information than plain text.**



**34.**

**46.1% of people say a website's design is the number one criterion for discerning the credibility of the company.**



**35.**

**Posts with videos attract 3 times more inbound links than plain text posts.**



**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.**



# The Claim: Content marketing generates leads



**39.**

**Content creation ranked as the single most effective SEO tactic by 53%.**



**40.**

**57.4% of B2B businesses say  
SEO has the biggest impact on  
lead generation goals.**



**41.**

**Conversion rates are 105% higher for consumers who interact with ratings and product reviews.**



**42.**

**Consumers who received email marketing spend 83% more when shopping.**



**43.**

**Organic search leads have a 14.6% close rate, while outbound marketing leads have a 1.7% close rate.**



The background features a series of dark, overlapping arches that create a perspective effect, leading the eye towards a bright, glowing light source at the far end of the tunnel. The light source is positioned in the lower right quadrant, casting a warm, golden glow that illuminates the arches and creates a strong sense of depth and direction.

**The Claim:  
Investing in content marketing  
is critical to building your  
business**

**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.**



**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.**



**49.**

**55% of B2C marketers plan to increase their investment in branded content.**



**50.**

**Social media advertising  
spending will increase to \$8.3  
billion by 2015.**



\*BIA/Kelsey (2011)

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sales@newscred.com

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