

# Is Your CONTENT MARKETING SUCCESSFUL?



## CONTENT MARKETING FACTS DEBUNKED

### WHAT is online marketing CONTENT?

In B2B,

**CONTENT** is any type of **TEXT** or **VIDEO** PLACED ONLINE to inform and entice consumers to **BUY**.



{ According to EXPERTS... }

**EIGHT BILLION**

pieces of marketing content are posted on **FACEBOOK** everyday.

That's **DOUBLE** the amount of content posted **YEARS** ago.



**78%** of **CONTENT MARKETERS** **USE NEWSLETTERS** for content marketing.

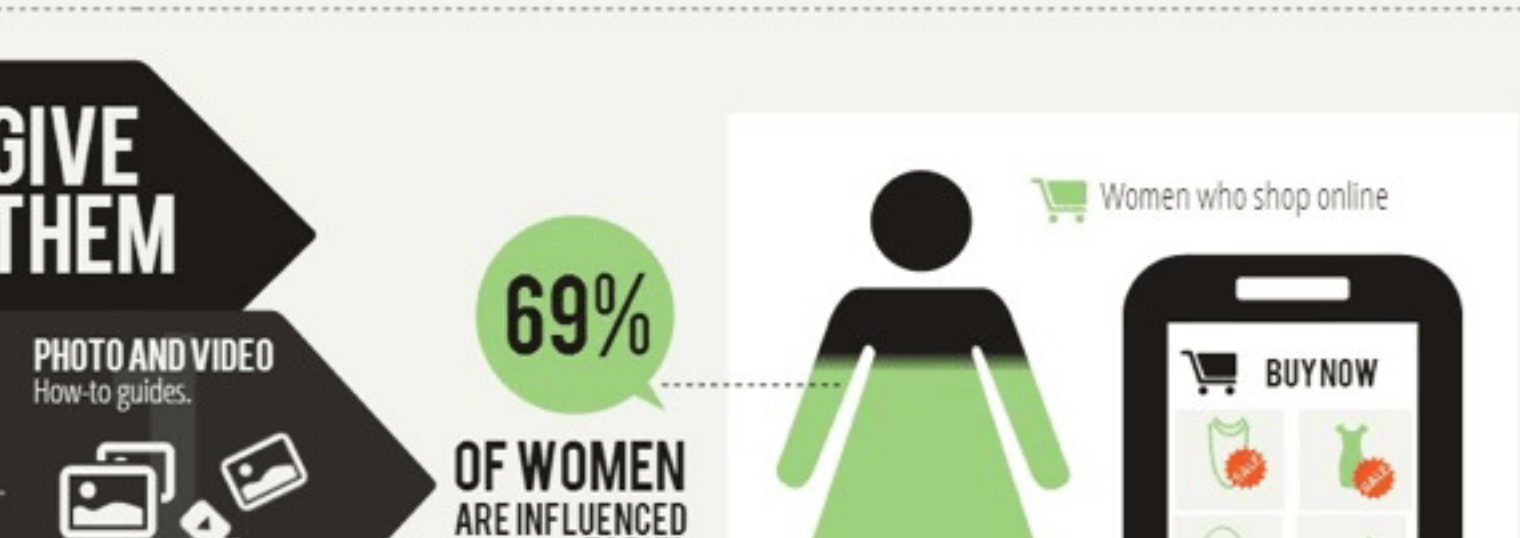


**ROUGHLY 60%** OF CONTENT MARKETERS use **WEBCASTS** **WEBINARS** and

**CONTENT MARKETING** IS ANY TYPE OF **ONLINE ADVERTISING** IN VIDEO OR TEXT FORMAT.



### BEST KINDS of Content Marketing



**GIVE THEM**

**PHOTO AND VIDEO** How-to guides.

**GUESTS BLOG POSTS**

**PODCASTS**

**BUYER TESTIMONIALS.**

**EBOOKS**

**CONSUMERS** ARE INFLUENCED BY THE PRODUCTS THEY SEE ON TV

AND ARE MORE LIKELY TO VIEW THAT CONTENT **ONLINE.**

**69%** OF WOMEN ARE INFLUENCED TO BUY HIGH TECH PRODUCTS THROUGH ONLINE CONTENT MARKETING.

**WOMEN WHO SHOP ONLINE**

**BUY NOW**

**WHY USE CONTENT MARKETING?**

1. Content marketing on a website significantly **REDUCES BOUNCE RATES.**
2. Content marketing **INCREASES INBOUND TRAFFIC** to your website.
3. **VISITORS TO YOUR WEBSITE** whether it's worth reading by the content that's posted
4. People respond **TO VIDEO CONTENT.** YouTube gets **1,000,000,000,000** USERS EVERY MONTH.
5. Content **GOES GLOBAL.** **70%** of adults in the UK consume online content each day.

**TIME** Your Content Marketing **STRATEGY.**

The time **YOU POST** your content **EACH DAY** **DETERMINES WHETHER OR NOT** that content goes viral.

**MOST TWITTER USERS** consume Twitter content **BETWEEN 1:00 pm AND 3:00 pm**

Posting content **ON FACEBOOK** **BETWEEN 1:00 PM-4:00 PM** Eastern Time **INCREASES CLICK-THROUGH RATES.**

Consumers read and consume online content **11 HOURS** **EACH DAY.** **IF CONTENT HAS BEEN ONLINE for 3 HOURS or more,** **IT IS NO LONGER EFFECTIVE.**

Content **MUST BE IN REAL-TIME,** **TO ENTICE CONSUMERS.**

**MONITORING** the number of page views content gets **GIVES COMPANIES MARKETING INSIGHT.** **MAKING CONTENT** new and fresh **KEEPS CONSUMERS READING.**

**CONSUMERS LIKE WHAT THEY READ, THEY BUY.**

**GET STARTED TODAY!**

[CLICK HERE](#)



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