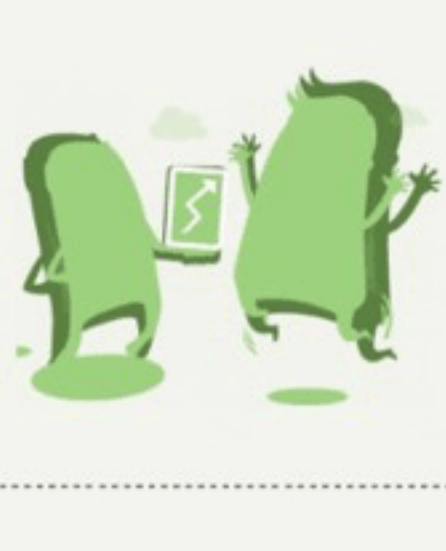


Is Your CONTENT MARKETING SUCCESSFUL?



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.



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



BEST KINDS of Content Marketing

Businesses ENGAGE VISITORS with messages and content THAT CAPTURES ATTENTION.

GIVE THEM PHOTO AND VIDEO How-to guides. GUESTS BLOG POSTS. PODCASTS. BUYER TESTIMONIALS. EBOOKS.

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

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.

CONSUMERS ARE INFLUENCED BY THE PRODUCTS THEY SEE ON TV AND ARE MORE LIKELY TO VIEW THAT CONTENT ONLINE.

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.

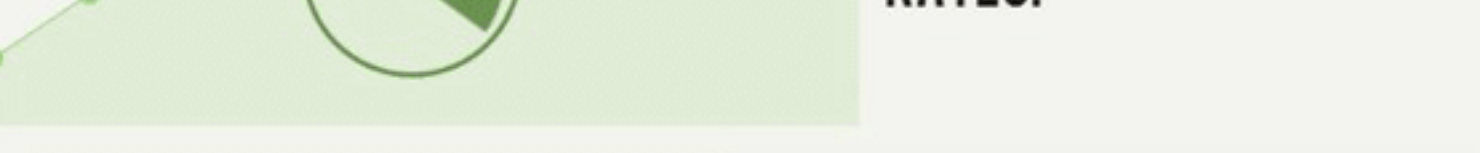
Content MUST BE REAL-TIME, TO ENTICE CONSUMERS.

MONITORING the number of page views content gets GIVES COMPANIES MARKETING INSIGHT.

MAKING CONTENT new and fresh KEEPS CONSUMERS READING.

IF CONSUMERS LIKE WHAT THEY READ, THEY BUY.

GET STARTED TODAY! CLICK HERE



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