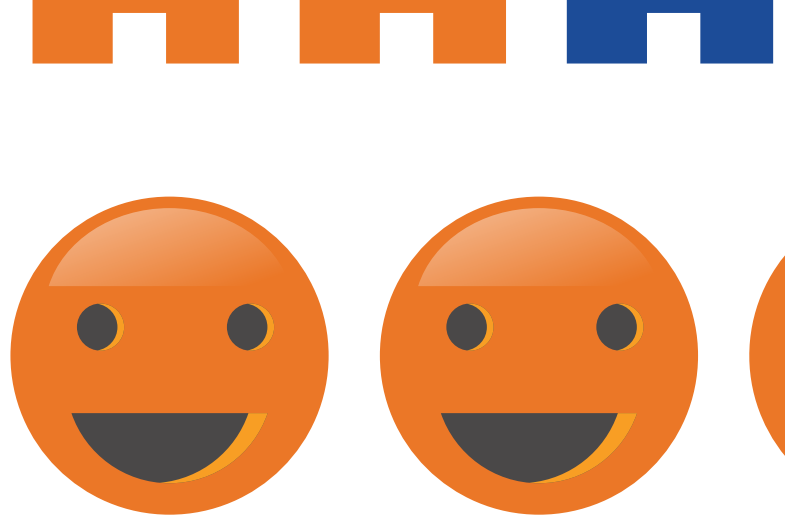




The Importance of Content Marketing: EINSTEIN'S STATISTICAL INFOGRAPHIC

THE IMPORTANCE



90% OF ORGANISATIONS MARKET WITH CONTENT



70% OF CONSUMERS FEEL CLOSER TO A COMPANY AS A RESULT OF CONTENT MARKETING



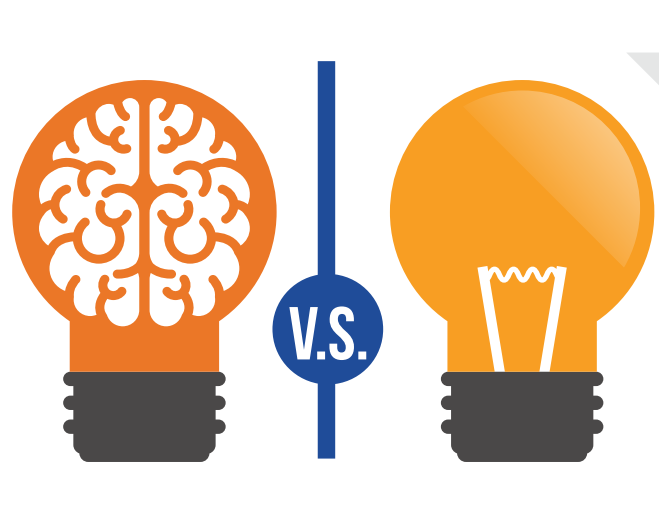
60% OF MARKETERS CREATE AT LEAST ONE PIECE OF CONTENT EACH DAY.



70% OF PEOPLE WOULD RATHER LEARN ABOUT A COMPANY THROUGH ARTICLES RATHER THAN AN ADVERT

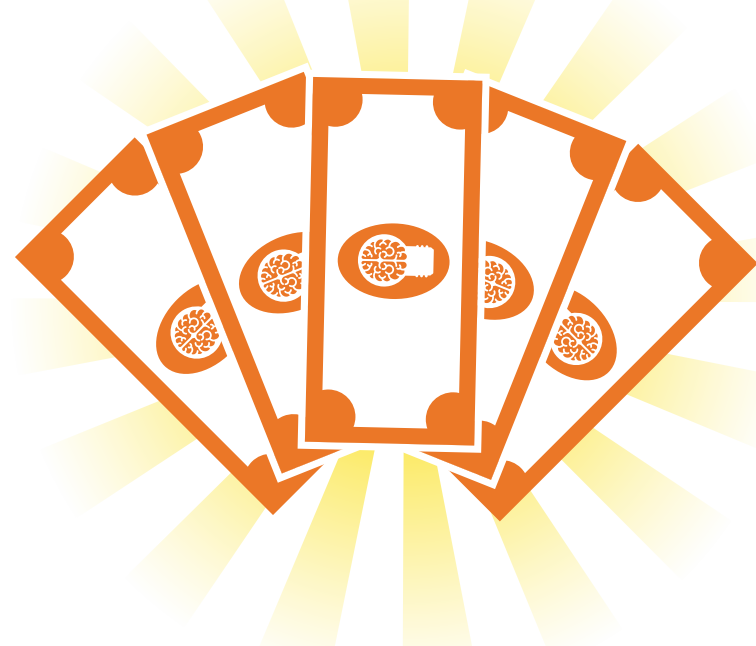


£££



CONTENT MARKETING COSTS **62%** LESS THAN TRADITIONAL MARKETING

PER DOLLAR SPENT, CONTENT MARKETING GENERATES APPROXIMATELY **3 TIMES** AS MANY LEADS AS TRADITIONAL MARKETING



ON AVERAGE, COMPANIES WITH BLOGS GENERATE **67%** MORE LEADS PER MONTH

47% OF BUYERS VIEWED 3-5 PIECES OF CONTENT BEFORE ENGAGING WITH A SALES REP

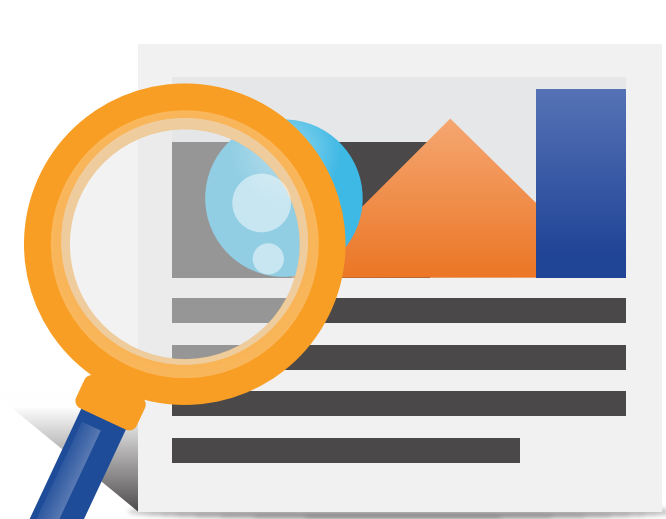


TRAFFIC



COMPANIES THAT PUBLISHED 16+ BLOG POSTS PER MONTH GOT ALMOST 3.5X MORE TRAFFIC THAN COMPANIES THAT PUBLISHED 0-4 MONTHLY POSTS. (HUBSPOT, 2015)

60% OF PEOPLE ARE INSPIRED TO SEEK OUT A PRODUCT AFTER READING CONTENT ABOUT IT



SOCIAL MEDIA CONTENT MARKETING

71% OF CONSUMERS ARE MORE LIKELY TO MAKE A PURCHASE BASED ON A SOCIAL MEDIA REFERENCE



1.37 BILLION PEOPLE ON AVERAGE LOG ONTO FACEBOOK DAILY AND ARE CONSIDERED DAILY ACTIVE USERS

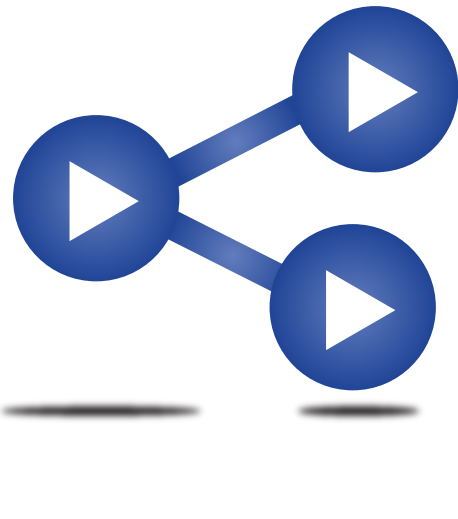
71% OF CONSUMERS ARE MORE LIKELY TO MAKE A PURCHASE BASED ON A SOCIAL MEDIA REFERENCE



FACEBOOK GENERATES **8 BILLION** VIDEO VIEWS ON AVERAGE PER DAY

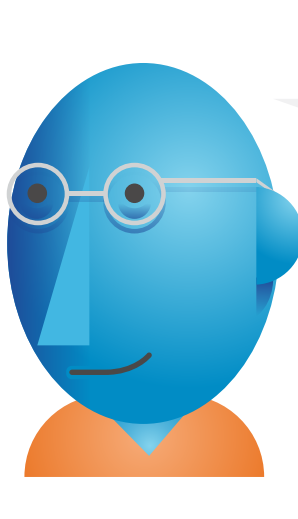
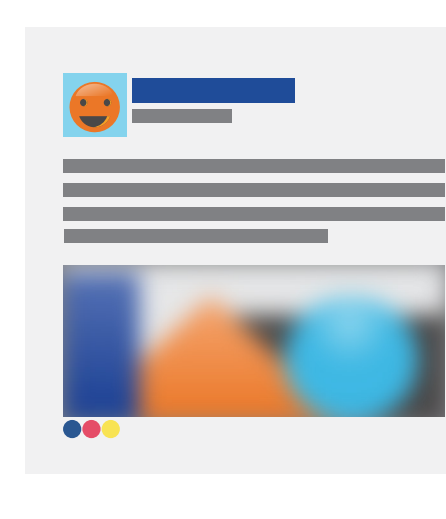


VISUAL CONTENT



VISUAL CONTENT IS **40X** MORE LIKELY TO GET SHARED ON SOCIAL MEDIA THAN OTHER TYPES OF CONTENT.

VIDEO WILL MAKE UP **80%** OF CONSUMER ONLINE TRAFFIC BY 2020



FACEBOOK POSTS WITH IMAGES SEE **2.3X** MORE ENGAGEMENT THAN THOSE WITHOUT IMAGES.

SOURCES

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