

# Why you should be doing content marketing...

(hint - not just because everyone else is)



CIRRUS  
MEDIA

INSIGHTS & CONNECTIONS

## Content marketing generates sales...

**Per dollar, content marketing produces 3 times more leads... AND content marketing leads cost 31% less than paid search leads.**



Content Marketing ROI, Kapost & ELOQUA

Content creators (organizations that create and optimize content) successfully convert 29% more organic traffic into leads. Not only that, but these leads are of higher quality.

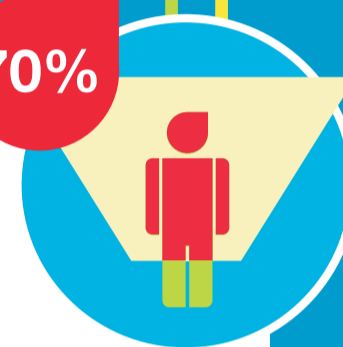
29%



MarketingSherpa Special Report - A Tactical Approach to Content Marketing, 2012

Consumers are 70% through the sales funnel before they engage directly. Content marketing enables you to speak to decision-makers before they've decided they are ready to buy.

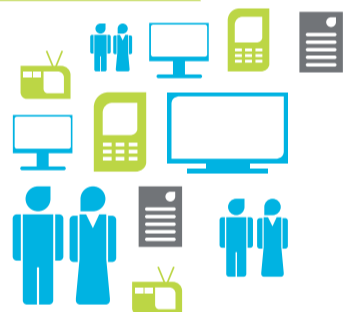
70%



Brightcove- Make Content Marketing Work in a Social, Mobile World 2012 (Infographic)

## Customers NEED it...

People research before they buy. In 2011, the average shopper used 10.4 sources of information to make a purchase decision, up from 5.3 sources a year earlier.



MarketingSherpa Special Report - A Tactical Approach to Content Marketing, 2012

## Customers like it... (particularly in video format!)

80% of business decision-makers prefer to get company information in a series of articles versus an advertisement. 70% say content marketing makes them feel closer to the sponsoring company, while 60% say that sponsoring content helps them make better product decisions."



Roper Public Affairs

## AND it actually works...

65% of deals go to the solution provider that helps uncover the issue and establishes the business need as a priority, versus 35% that goes to those that win the bake-off.

65%

Forrester Research

Videos are 53 times more likely to appear on the first page of search results than text pages.

x53

Roper Public Affairs

## It solves your 3 biggest challenges...

Top 3 challenges for marketers: difficulty differentiating our product from our competitors' (54%); marketing budgets stretched too thinly; we are not effective enough at converting sales.



Lights Camera, Action, Trends in Video Marketing, Aberdeen Research, Sept 2012

## It improves your other marketing efforts...

Fosters active social engagement (links, comments, social shares) - improves SEO performance, positions brand as authority on relevant topics, and increases conversion rates.

Lights Camera, Action, Trends in Video Marketing, Aberdeen Research, Sept 2012