12 CONTENT MARKETING STRATEGY STATISTICS THE SUPPLY CHAIN SHOULD SEE

YOUR CUSTOMERS USE VENDOR CONTENT IN THEIR PURCHASING DECISIONS, AND YOU NEED A STRATEGY TO REACH THEM — OR YOUR COMPETITORS WILL.

YOUR CUSTOMERS WANT CONTENT:

- 96% of B2B buyers are willing to consider vendor-related content as trustworthy.
- 47% of B2B buyers consume 3-5 pieces of content prior to engaging with a salesperson.
- 51% of B2B buyers rely more on content to research and make B2B purchasing decisions than they did a year ago.

CONTENT MARKETING EFFECTIVENESS INCREASES WITH:

- 64% of B2B buyers say content that speaks directly to their company is the single-most influential aspect of a vendor’s website.
- 48% of B2B buyers consume 3-5 pieces of content prior to engaging with a salesperson.
- 49% of B2B buyers rely more on content to research and make B2B purchasing decisions than they did a year ago.

IT’S IMPORTANT TO CLEARLY DEFINE YOUR STRATEGY AND GOALS.

- ONLY 13% of those who do not document their strategy feel their content marketing is effective.

YOUR STRATEGY SHOULD CLEARLY DEFINE YOUR TARGET AUDIENCE AND THEIR NEEDS.

- 96% of B2B buyers say content that speaks directly to their company is the single-most influential aspect of a vendor’s website.

WHAT MAKES CONTENT MOST EFFECTIVE?

- Audience relevance: 58%
- Engaging & compelling storytelling: 57%
- Triggers a response/Action: 54%

YOUR COMPETITORS ARE USING CONTENT TO WIN OVER POTENTIAL CUSTOMERS.

- 88% of B2B organizations in North America use content marketing.
- 79% of logistics and supply chain companies consider content as an effective tool for their business.
- 76% of marketers are increasing investment in content marketing.

$32.3 billion is the expected growth of the marketing software market in 2018.

References

DemandGen Report – 2016 Content Preferences Survey
Content Marketing Institute/MarketingProfs
Demand Gen 2016 B2B Buyer’s Survey Report
LinkedIn Technology Marketing Community
Fronetics
IDC