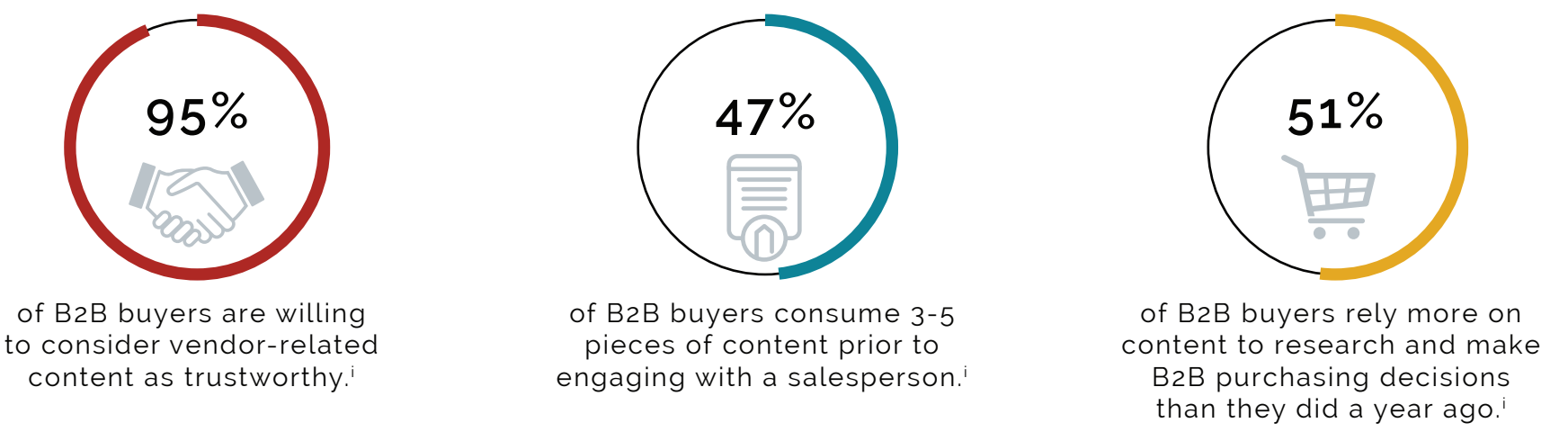


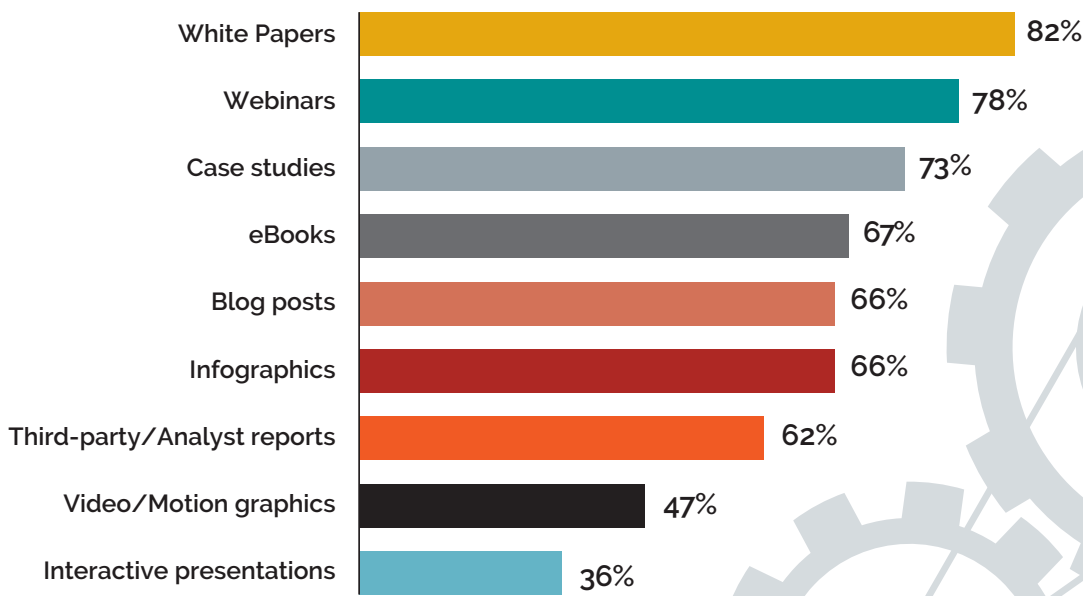
12 CONTENT MARKETING STRATEGY STATISTICS THE SUPPLY CHAIN SHOULD SEE

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.



TYPE OF CONTENT BUYERS HAVE USED IN THE PAST 12 MONTHS TO MAKE B2B PURCHASING DECISIONS:ⁱ

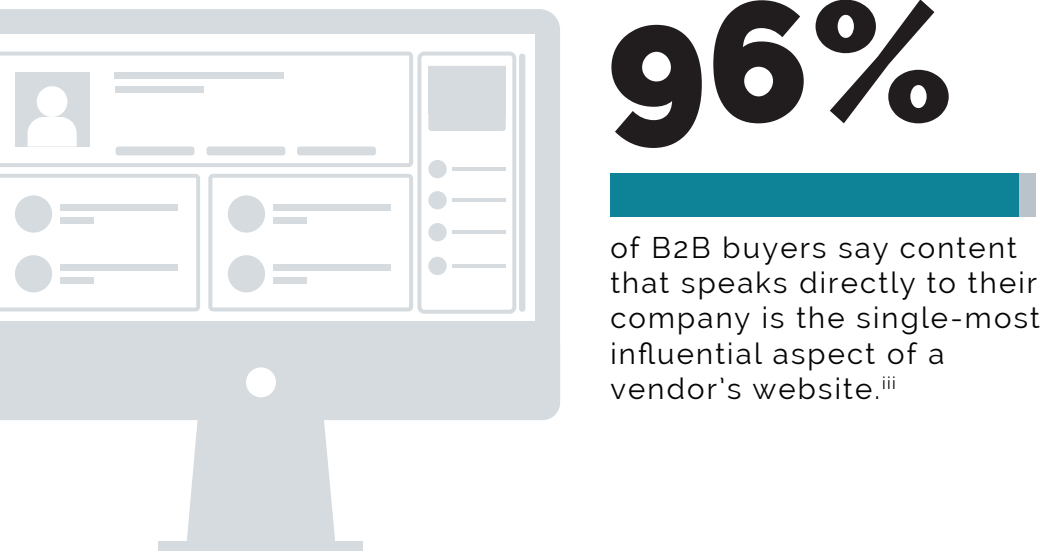


IT'S IMPORTANT TO CLEARLY DEFINE YOUR STRATEGY AND GOALS.

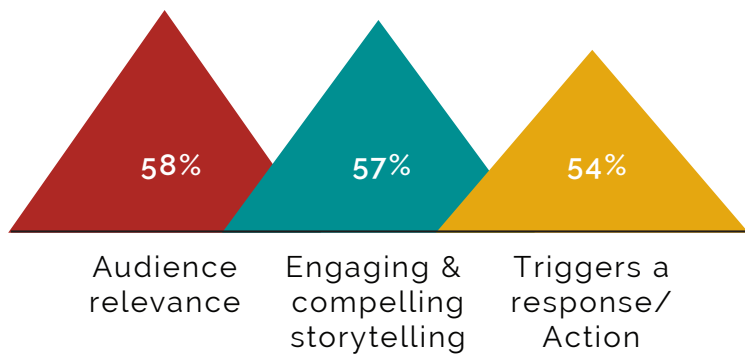
CONTENT MARKETING EFFECTIVENESS INCREASES WITH:ⁱⁱ



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



WHAT MAKES CONTENT MOST EFFECTIVE?^{iv}



YOUR COMPETITORS ARE USING CONTENT TO WIN OVER POTENTIAL CUSTOMERS.



References

ⁱDemandGen Report – 2016 Content Preferences Survey
ⁱⁱContent Marketing Institute/MarketingProfs
ⁱⁱⁱDemand Gen 2016 B2B Buyer's Survey Report
^{iv}LinkedIn Technology Marketing Community
^vCurata
^{vi}Fronetics
^{vii}IDC