# 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.



of B2B buyers are willing to consider vendor-related content as trustworthy.

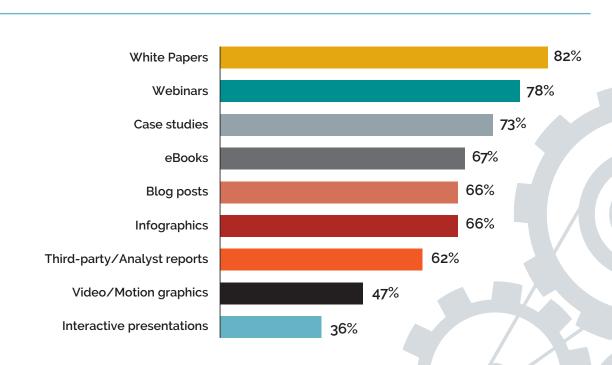


of B2B buyers consume 3-5 pieces of content prior to engaging with a salesperson.



of B2B buyers rely more on content to research and make B2B purchasing decisions than they did a year ago.

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



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

#### CONTENT MARKETING EFFECTIVENESS INCREASES WITH:



48%

49%





- Experience experienced marketers say they are effective
- A documented content marketing strategy
- A documented editorial mission statement
- Organizational clarity on what content marketing success looks like
- Daily or weekly content marketing meetings

ONLY 13%

of those who do not document their strategy feel their content marketing is effective.<sup>il</sup>

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.<sup>iii</sup>

## WHAT MAKES CONTENT MOST EFFECTIVE?"



YOUR COMPETITORS ARE USING CONTENT TO WIN OVER POTENTIAL CUSTOMERS.



of B2B organizations in North America use content marketing.



of marketers are increasing investment in content marketing.



79% of logistics and supply chain companies consider content as an effective tool for their business. vi



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

### References

 $^{\text{vii}}IDC$ 

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