

Content Marketing

ROCKIN' THE WORLD OF B2B

Presented by The Partner Marketing Group

CONTENT MARKETING GETS YOU NOTICED

Marketers are always looking to gain raving fans and better engage with their buyers. More and more, B2B marketers are using content marketing tactics to inform, educate, entertain, and guide buyers along their customer journey.

BUYERS ARE CONSTANTLY SEARCHING FOR Content That Rocks

67%

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

70%

Consumers prefer getting to know a company via articles rather than ads.

45%

Buyers report that they have viewed three to five pieces of content before engaging with a salesperson.

CONTENT MARKETING HAS A Huge Fan Base

Where do B2B companies go to research purchase decisions?

- #1 General Web Research
- #2 Directly on Vendor Web Sites

81%+ of marketers found that increased traffic occurred with as little as 6 hours per week invested in social media marketing.

Adopting an inbound marketing strategy doubles average website conversion rates from 6% to 12%.

Case studies reveal that integrated customer journeys provide a competitive advantage, in some cases doubling sales year over year.

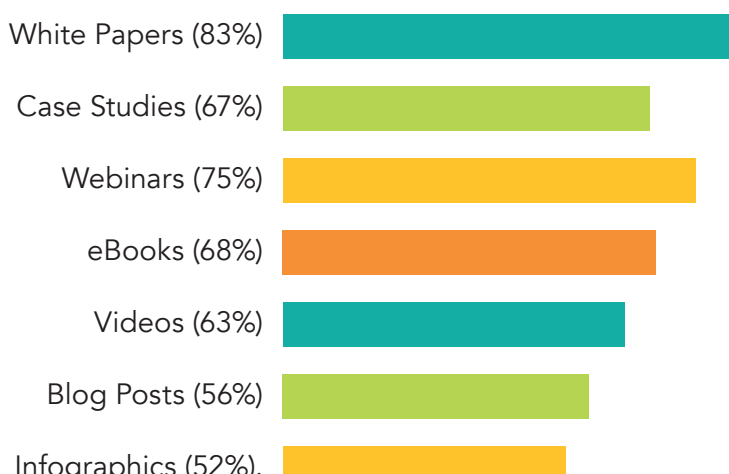
Two thirds of B2B marketers say content is fuel across all channels, including events, social, demand generation, etc.

Inbound marketing delivers 54% more leads into the marketing funnel than traditional outbound marketing.

Research-n-Roll

CONTENT USED IN THE PAST 12 MONTHS TO RESEARCH B2B PURCHASING DECISIONS

White papers, eBooks and webinars are still the go-to content types, and buyers still rank these among the top three content formats.



Get Amped

CONTENT MARKETING INCREASES SALES & SAVES MONEY

41%

Marketers confirm marketing content's positive ROI.

13%

Overall cost savings per lead when using inbound marketing tactics.

\$14+

Saved on every new customer acquired by companies relying on inbound marketing.

Content

Are You Ready To Rock

YOUR MARKETING CONTENT?

THE #1 CONTENT MARKETING CHALLENGE

Finding enough time and resources to create content.

The Partner Marketing Group will create awesome B2B marketing content and pair it with an effective content marketing strategy that best connects your customers and prospects to your company and brand.

GET JAMMIN' TODAY!

The Partner Marketing Group

Admit It
You Need Our Help

THE PARTNER MARKETING GROUP presents

Rockin' Content

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Rockin' Content

ALL ACCESS

Resources

- <http://www.demandgenreport.com/industry-resources/research/3141-2015-content-preferences-survey-buyers-value-content-packages-interactive-content.html>
- <http://www.sproutcontent.com/blog/bid/176938/How-to-Get-a-Stamp-of-Approval-on-your-Content-Marketing-Budget>
- <http://www.socialmediaexaminer.com/social-media-marketing-industry-report-2015/>
- <http://www.stateofinbound.com/>
- <http://resources.kapost.com/customer-experience-marketing-guide.html>
- <http://resources.kapost.com/marketing-content-idea-guide.html>