

6 Top Stats

to Observe in
B2B Content Marketing
(eBook)

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LinkedIn



More than 95% of B2B companies use LinkedIn

More than 95% of B2B companies use LinkedIn for their content marketing strategy - this is because LinkedIn is where all the business networking happens! With so many professionals on the platform, it's no wonder so many B2B companies are taking advantage of the large audience.

LinkedIn is now considered the number one social media platform for content marketing, with 94% of B2B companies using the platform for just that. LinkedIn calls for article posting and sharing, video sharing, white papers, case studies, anything professional and relevant that will engage your audience, and help you build connections.



94% of B2B companies use LinkedIn for Content marketing

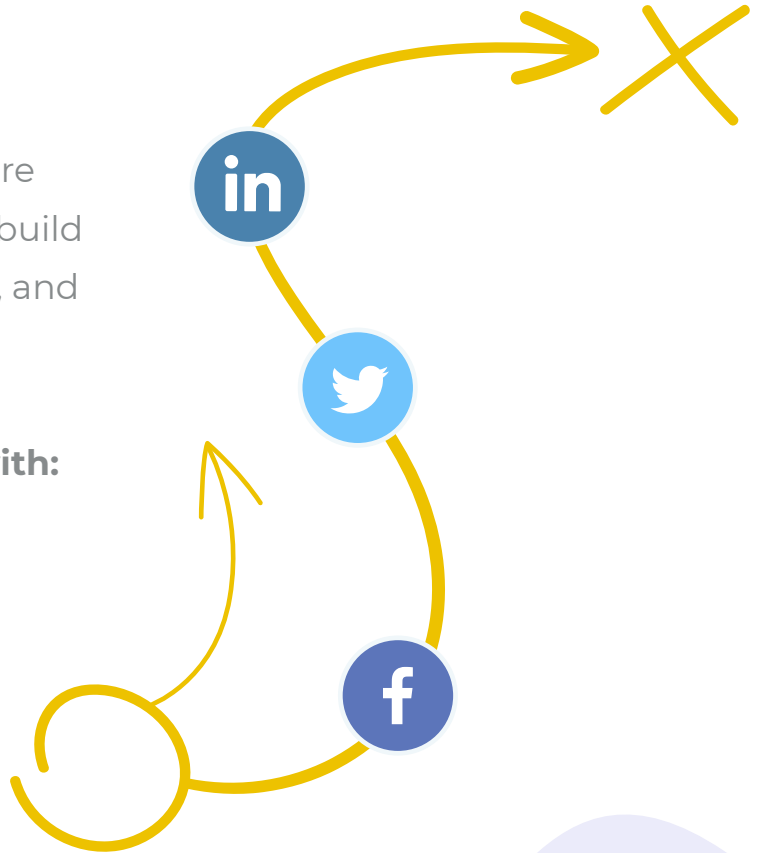
Social media strategy

80% of marketers have a social media strategy

The 20% that has yet to get on board are missing out on a huge opportunity to build an online presence, brand recognition, and increased social sharing!

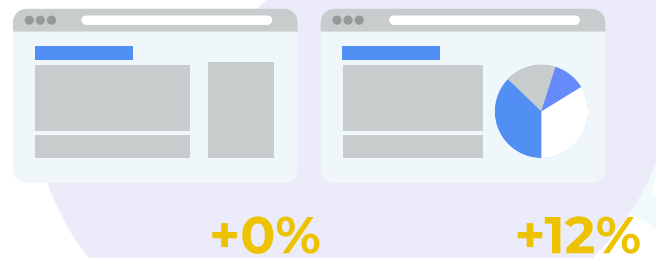
This 80% is helping their company with:

- Lead generation
- Increasing traffic
- Increasing exposure
- Developing brand evangelists
- Improving sales



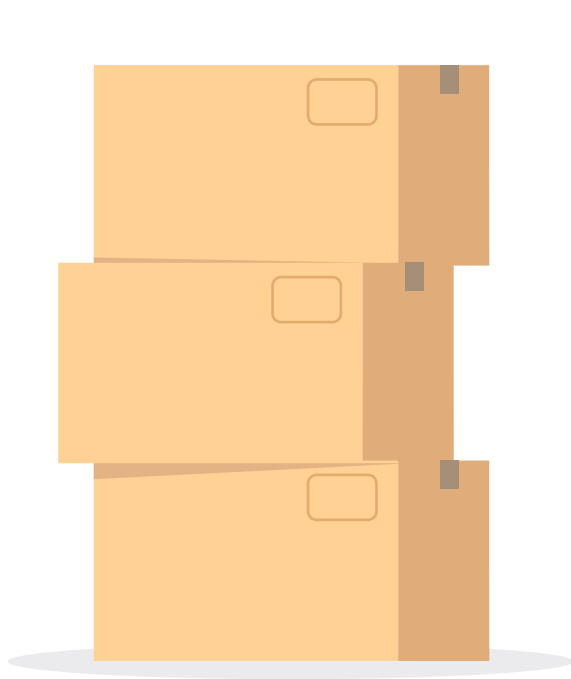
How are they doing this?

With content! Social media is where you can post all those fancy infographics - we all know how popular those are. In fact, infographics can increase total web traffic by up to 12%.



Furthermore, you can link to your blog, post your video content, and create quizzes and surveys to engage your and understand your audience.

86% of B2B buyers claim to see no real difference between B2B suppliers online



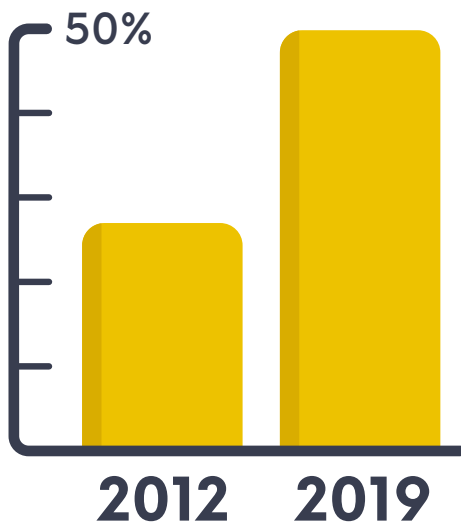
The thing about B2B companies is that they can be pretty interchangeable. In fact, 86% of B2B buyers claim to see no real difference between B2B suppliers online. This makes it hard for them to make a decision, and more importantly, a decision to go with your brand.

You can beat this epidemic by connecting with buyers on a personal and emotional level with your content, to make your brand stand out. 61% of B2B buyers are more likely to purchase if they feel a higher brand connection.

What are their pain points, hobbies, challenges, problems? Having a good answer to all of these questions will help you to perfectly identify your target audience, so you can always deliver something valuable to them online.

Millennials

**½ of ALL B2B researchers
& buyers are millennials**



In 2012, only 27% of B2B researchers were born after 1980. This means the target market has changed, and your content and online strategy will have to follow suit.

Millennials are a very diverse group of people. They also make decisions, search, shop, and purchase differently than previous generations.

Unfortunately, 52% of workers say they're least likely to get along with someone from another generation. If your company refuses to cater to over half of your demographic, you're going to have a hard time making sales.



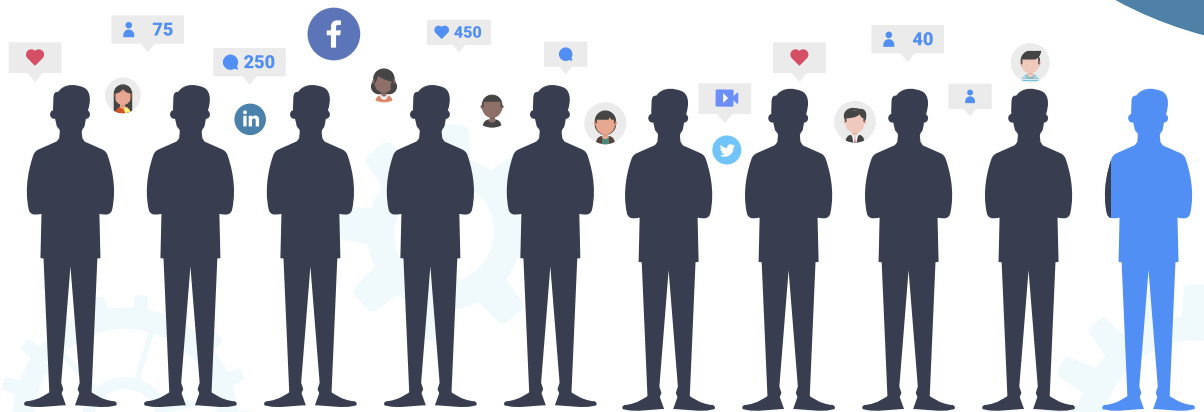
62% of millennials say that if a brand engages with them on social media, they are more likely to become a customer, and a loyal one at that. This could be because millennials grew up with technology, and they know how to use it. They grew up with Google, websites, and social media as they got older. What you say online has a big effect on how that group perceives your company.

E-mail Marketing

B2B marketers have seen up to a 760% increase in total revenue from personalized e-mail campaigns

2.8m

people worldwide use e-mail as a digital communications tool, maintaining its' place as a great platform to send your content to your audience. This is a great place to utilize workflows to get your content in front of your audience, and help to convert, close, and delight.



91%

of B2B marketers do content marketing

This means almost everyone is on board with posting on social media, blogging, and creating videos to build and engage their audience.