B2B Content Marketing Facts

86% Use Content Marketing as one of their Marketing Strategy

Why those company does Content Marketing

* 84% Brand Awareness
* 83% Lead Generation
* 81% Engagement
* 75% Sales
* 74% Lead Nurturing

What your customer say about content marketing

* 80% of people appreciate learning about a company through custom content
* 82% of consumers feel more positive about a company after reading custom content
* 70% of consumer feel closer to a company as a result of content marketing
* 60% of people are inspired to seek out a product after reading a content about it
* 90% of consumers find custom content useful
* 61% of consumers feel better about a company that delivers custom content

Do you want try Content Marketing? These are some good tips

What tactics do B2B Marketers use: Social Media 92%, Blogs 80%, Case Studies 77%

93% of B2B Marketers create content from scratch

B2B Marketers Publish New Content: 42% say daily or multiple times per week

But, these are some challenges you might face:

* 54% Producing Engagement Content
* 50% Producing Content Consistently
* 42% Producing a Variety Content
* More B2B marketers say they are challenged with finding trained content marketing professionals this year (32%) than last year (10%).

Don't worry you are not alone this is your solution

62% Companies Outsource their content marketing

(Call to Action)

Free Consultation and receive Rp. 100,000 voucher for the first 5 new customers\*

Kusavianto Wardhana (Dhana)

Phone / Whatsapp 082143343510

Sales.creativepal@gmail.com

CreativePal.co

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