**Research on Content Management:**

 How many active websites in world wide web?

177,127,427 more than 170 millions of active websites in world wide web

Source Netcraft http://news.netcraft.com/archives/2015/ - January 2015

Challenges that B2B Marketers 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%).

Organizational Goals for B2B Content Marketing:

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

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

Size of B2B Company who use Content Marketing by Employees:

23% Micro (less than 10 employees)

32% Small (10 - 99)

23% Middle (100 - 999)

22% Large (1000+)

Comparison between B2B and B2C Marketers

 B2B B2C

Use Content Marketers 86% 77%

Publish new content daily or multiple times/week 42% 48%

Face challenges producing engaging content 54% 50%

http://www.slideshare.net/mprofs/2015-b2-bresearch-final-39729380

* 91% B2B Marketers and 86%B2C Marketers use Content Marketing
* 62% Companies Outsource their content marketing
* 80% of people appreciate learning about a company through custom content
* Why you need Content Marketing: Keeps Reader Attention, Improves Brand Loyalty, Generates Leads, Increase Direct Sales
* 60% of people are inspired to seek out a product after reading a content about it
* 70% of people would rather learn about a company through articles rather than an advert
* 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
* 90% of consumers find custom content useful
* High quality, relevant and valuable information makes consumers more likely to take action

Source: http://www.demandmetric.com/content/infographic-content-marketing retrieved 28/01/2015

* 88% of B2B Marketers cite case studies as the most effective content marketing
* 71% of B2B Marketers say audience relevance is the most important element of content marketing
* 93% of B2B Marketers create content from scratch
* 82% of B2B Marketers are increasing content production in the next 12 months

Source: http://socialmediab2b.com/2013/09/b2b-content-marketing-statistics-2013/ retrieved 28/01/2015

* 90% of B2B Marketers already engage in some form of Content Marketing
* 3 Most used forms of Content Marketing 79% Article postings, 74% Social Media Postings, 65% Blog

Source: http://www.marketingprofs.com/chirp/2012/8251/four-questions-b2bs-need-to-ask-about-content-marketing-infographic Retrieved 28/01/2015

* 77% of B2C companies have acquired a customer through facebook
* 61% of consumers feel better about a company that delivers custom content
* 65% of Social Media users learn about products and services

http://i.marketingprofs.com/assets/images/daily-chirp/How-Do-You-Measure-Content-Marketing-mprofs.jpg retrieved 28/01/2015

"Content marketing is the strategic marketing approach of creating and distributing valuable, relevant and consistet content to attract and acquire a clearly defined audience - with objective of driving profitable customer action." - Joe Pulizzi, Content Marketing Insititue

* 62% Companies Outsource their content marketing
* 67% Companies that blog generate more leads per month

http://www.e-socialite.com/wp-content/uploads/Content-Marketing-Infographic.png retrieved 28/01/2015

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

https://ampervize.files.wordpress.com/2015/01/content-marketing-2015.png retrieved 28/01/2015