

WHY **CONTENT** IS SO

# IMPORTANT

## RESEARCH SHOWS

**60%** OF BUSINESSES WHO BLOG RECEIVE MORE LEADS

### IN FACT

Small businesses that blog get **126%** more lead growth than small businesses who do not

WILL USERS TRUST THE **CONTENT** ON MY SITE?

**81%**

of US online consumers trust info from a blog

out of those people,

**61%**

will make a purchase based on a blog recommendation

## BUT HOW WILL THIS BENEFIT MY SEO?

Companies that blog received **97%** more inbound links

**434%**

On average, companies that blog receive 434% more indexed pages by search engines

**Google**

DOES BLOGGING HELP

## MY EMAIL MARKETING AS WELL?

**x2**

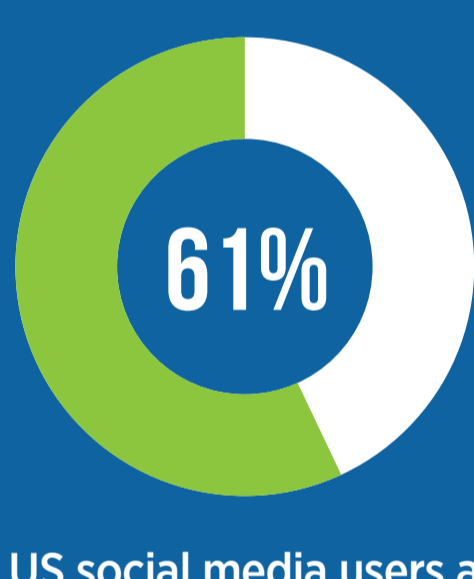
Among those who use email marketing, companies that blog get twice as much traffic from their email than those who do not.

## WHY DOES THE CONTENT HAVE TO BE UNIQUE?

Can't I Just Copy Articles From Other Websites?



More than **80%** of email marketers send identical content to all subscribers



of US social media users are annoyed by applications that automatically post content



**69%** of users unsubscribe to an email because they receive too many, but **56%** unsubscribe because the content is no longer relevant

## WHY SHOULD THIS BE A PRIORITY?

**60%**

of B2B marketers report that their biggest challenge in 2016 was producing engaging content

**13X**



Marketers who prioritize blogging are 13 times more likely to achieve positive ROI on their efforts

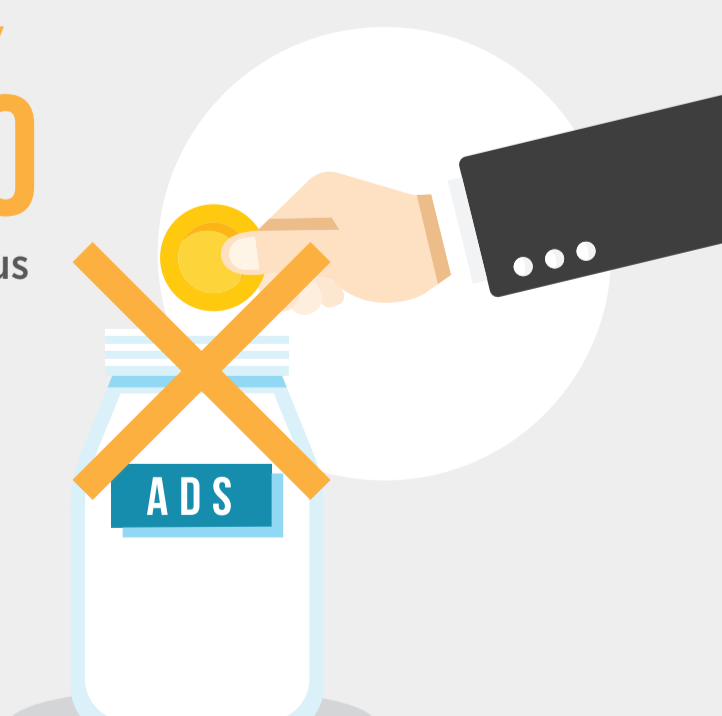
## I ALREADY PAY FOR ADS, HOW DOES THIS BENEFIT ME?!

**70-80%**

of users ignore paid ads and focus on organic results

**63%**

Mobile ad blocking has increased **63%** year over year



## I CARE ABOUT MONEY! HOW MUCH MORE CAN I MAKE?

SEO leads have a **14.6% CLOSE RATE**, outbound (direct mail, print) have a **1.7% CLOSE RATE**

**14.6%**