

Why the Future of Marketing Is All About Content

The rules for Marketing success are being rewritten at this very moment.

It's time to rethink traditional approaches and tactics.

The "that's-how-we've-always-done-it" mindset isn't up to the challenges of our new reality.

Content marketing is helping companies find traction with the audiences they want to reach most.



Are marketers ready?

68%

of CMOs are new to the most senior marketing role in their organization.

Source: Gartner



They've only experienced an unprecedented bull market where marketing strategies weren't crisis-tested.



up to **70%**

of marketing content goes unused.

Source: SiriusDecisions

It's too promotional, isn't relevant to the audience, and doesn't speak to customers' desire for social change.

60%

say they'll buy or boycott a brand based on its stand on racial injustice.

Source: Edelman Trust Barometer Special Report: Brand Trust in 2020

The Case for a Content Marketing Revolution

Content marketing is

62%

less expensive than outbound marketing . . .

. . . But generates more than

3x

as many leads.

Source: Content Marketing Institute



Content marketing leaders experience

7.8x

more site traffic than non-leaders.

Source: Aberdeen

4 Tips for Building Winning Marketing Content

01

Create the content that attracts the "ideal" buyer

Use their keywords. Discuss their challenges. Reflect their reality.

02

Release content consistency and frequently

Establish yourself as a reliable source for relevant, meaningful content to increase traffic and build thought leadership.

03

Focus on the customer's interests and questions

Instead of creating content that pushes your product, build credibility by using empathy to highlight the customer's driving motivations and needs.

04

Activate your experts

Tap into the creativity, insights, and experience of the subject matter experts – a.k.a., SMEs – already working for you to help you build quality content.

Unlock your team's potential.

Contact us today.