



KEY CONTENT STATISTICS

82%

of marketers are actively investing in content marketing

3x

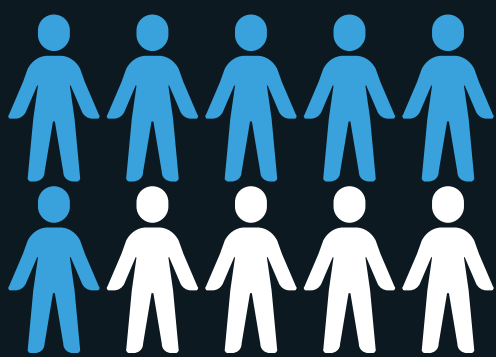
Content marketing generates over 3x as many leads as outbound marketing and costs 62% less

63%

of customers begin their research online before interacting with a business when making buying decisions

65%

of B2C marketers prioritize the audience's informational needs over the organization's sales



6 OUT
OF 10

Marketers said updating/repurposing existing content was the most efficient way of creating new content

To find out how you can make content work for you, contact us now at info@pqdigital.co.uk

REFERENCES

HubSpot State of Marketing Report 2021
SEMrush State of Content Marketing 2020 Global Report
DemandMetric Content Marketing Infographic
CMI B2C 12th Annual Benchmarks Budgets and Trends
Think with Google