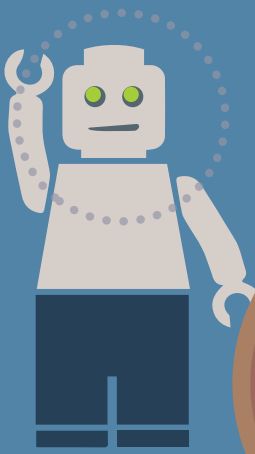


WHY It All Starts WITH GREAT CONTENT

“CONTENT MARKETING
is the only marketing left.”
– Seth Godin

Today's buyers do not want a sales pitch.
THEY WANT ANSWERS.



96%

of B2B buyers want content with more
input from industry thought leaders.

of buyers viewed 3-5 pieces of content
before engaging with a sales rep.

47%



Meet them where they're at -
with informative, engaging content.

Companies that published **16+**
blog posts got almost

3.5x
MORE
TRAFFIC

than companies that
published 0-4 monthly posts.

Sources:

1. <http://www.demandgenreport.com/resources/research/2016-content-preferences-survey-b2b-buyers-value-content-that-offers-data-and-analysis>
2. <https://www.hubspot.com/marketing-statistics>