

LOVE Your Content Marketing Strategy

71% of marketers plan to increase spending in 2014 on **CONTENT MARKETING**

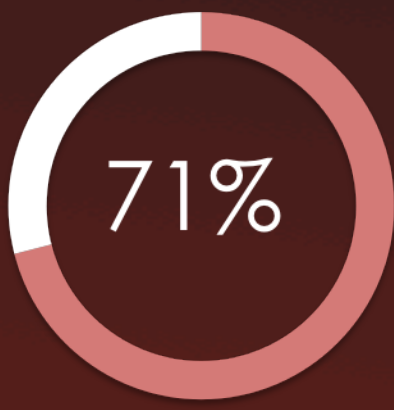


How Marketers plan to Allocate Resources:

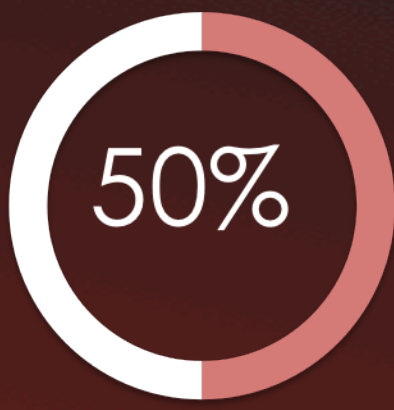
- Hire a Content Strategy Executive
- Use Content Management Systems and Curation Platforms
- Hire Freelance Writers

A **TOPNOTCH** content marketing strategy holistically incorporates **BUSINESS OBJECTIVES, SEO** and **AUDIENCE NEEDS**.

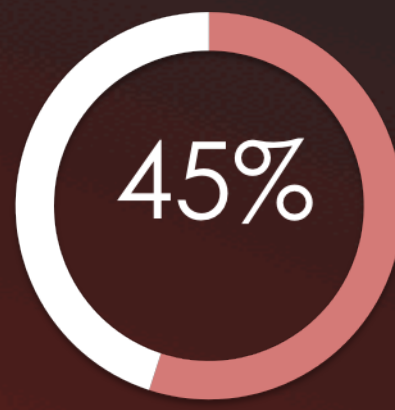
Top 3 Goals of B2B Content Marketing



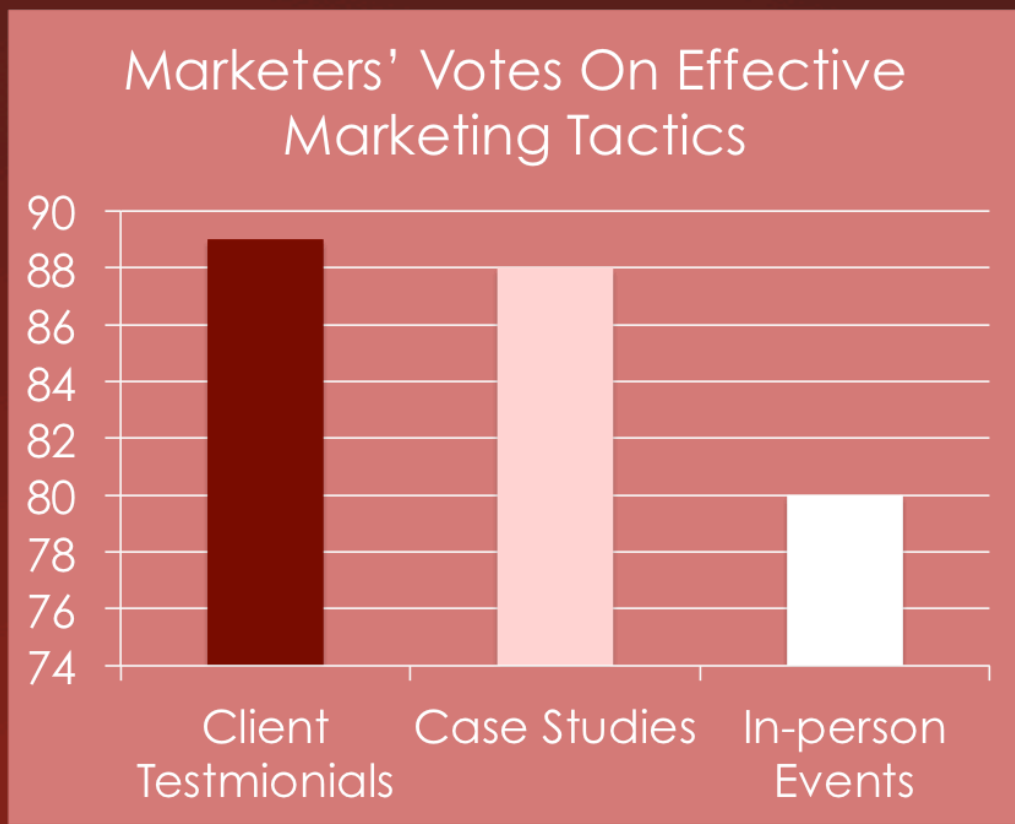
Lead Generation



Thought Leadership



Customer Acquisition



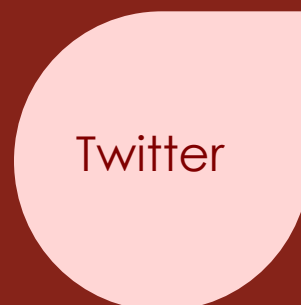
48% Of marketers are curating from third party sources once a week.



What Is Curated Content?

Content curation is the process of **DISCOVERING, COLLECTING** and **SHARING** content that resonates with the heart of a targeted audience.

Top 3 social media networks for B2B AUDIENCES



What's the best content marketing mix? **2:3**



63% of B2B marketers use web traffic/ visits to measure the success of their content marketing efforts.



SOURCES:

Curata, 2014 <http://www.curata.com/resources/ebooks/content-marketing-tactics-2014/>
<http://www.slideshare.net/hschulze/b2b-content-marketing-trends-2013>
 Marketing Profs, 2014 <http://www.marketingprofs.com/opinions/2014/24282/why-your-buyers-are-ignoring-your-lead-gen-efforts?aref=bassocgp>