

10 CONTENT MARKETING FACTS & STATS FOR B2C BUSINESSES

1. 74% of B2C organizations is using content marketing



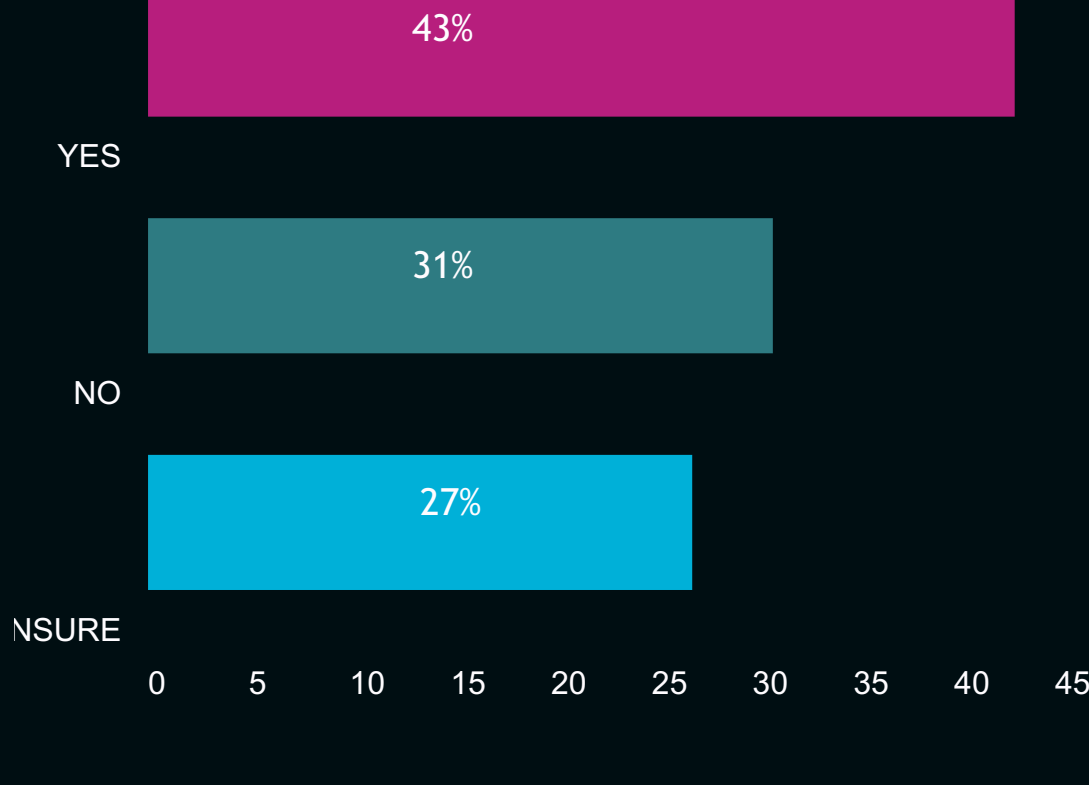
2. 38% of B2C marketers find content marketing effective

EFFECTIVENESS LEVELS INCREASE WITH:

- Experience
- Organizational Clarity On What Content Marketing Success Looks Like
- A Documented Content Marketing Strategy
- A Documented Editorial Mission Statement
- Daily Or Weekly Content Marketing Meetings

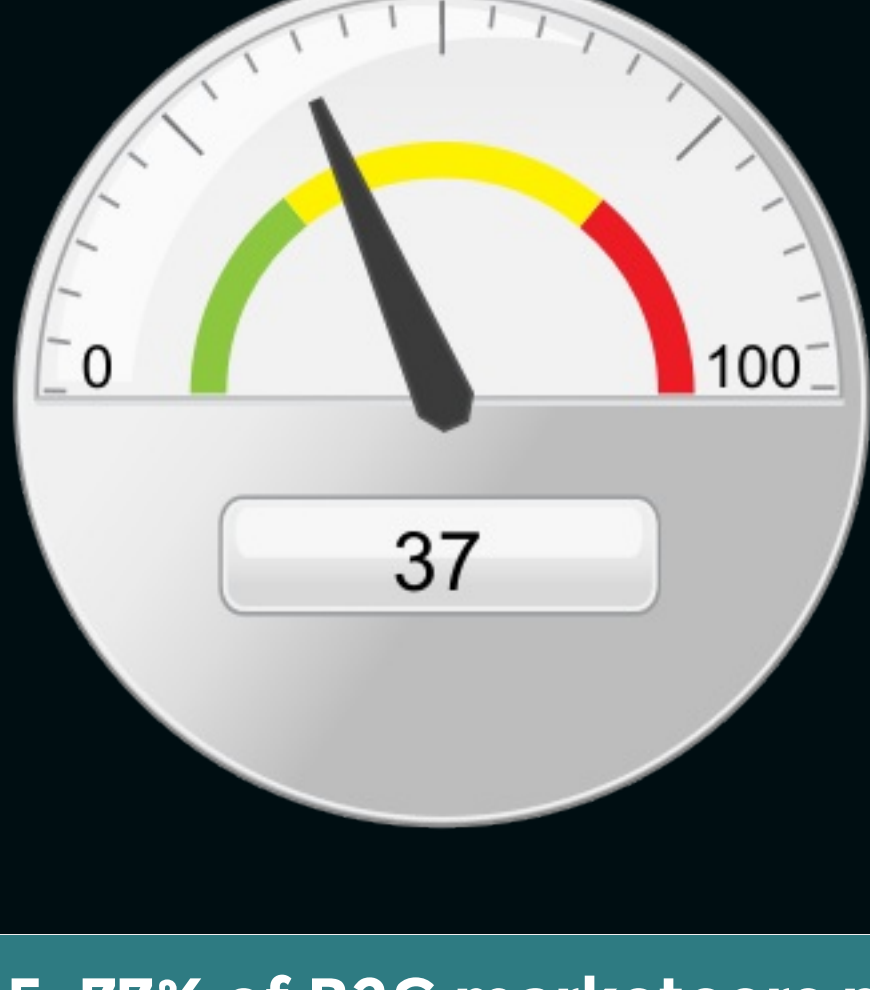


3. 43% of B2C marketers think their organization has a clear vision of content marketing success



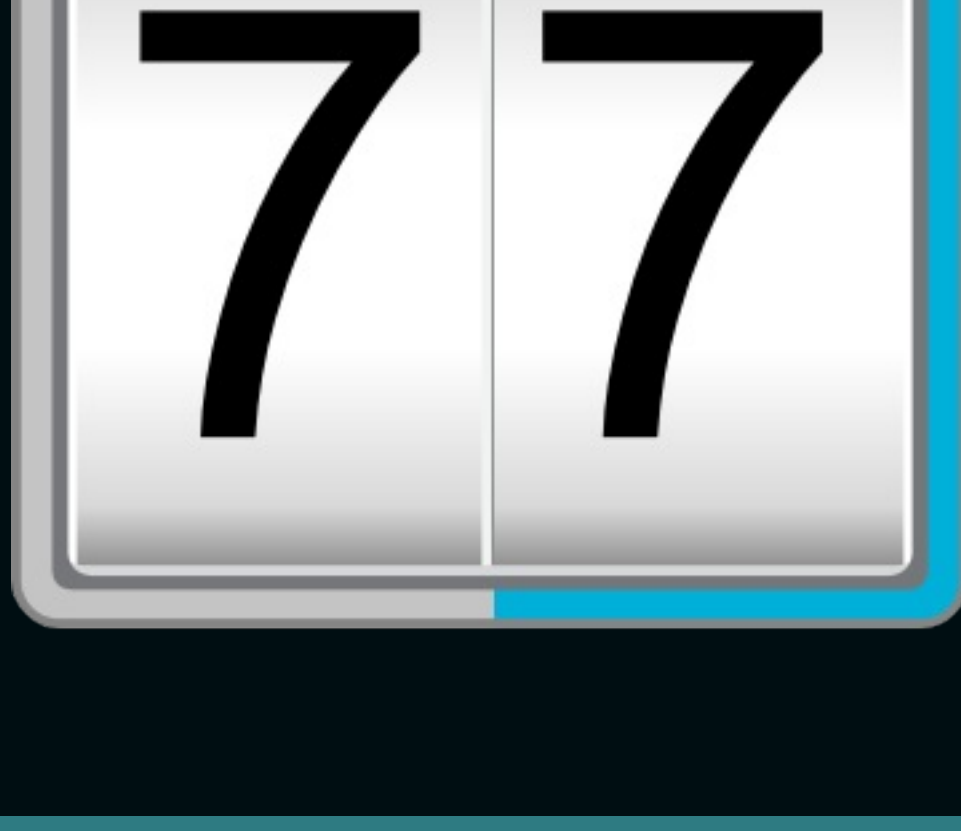
B2C marketers whose organizations have a **clear vision** of content marketing success are **more effective** than those that do not.

4. 37% of B2C marketers have a documented content marketing strategy



A documented content marketing strategy influences effectiveness

5. 77% of B2C marketers plans to produce more content in 2016

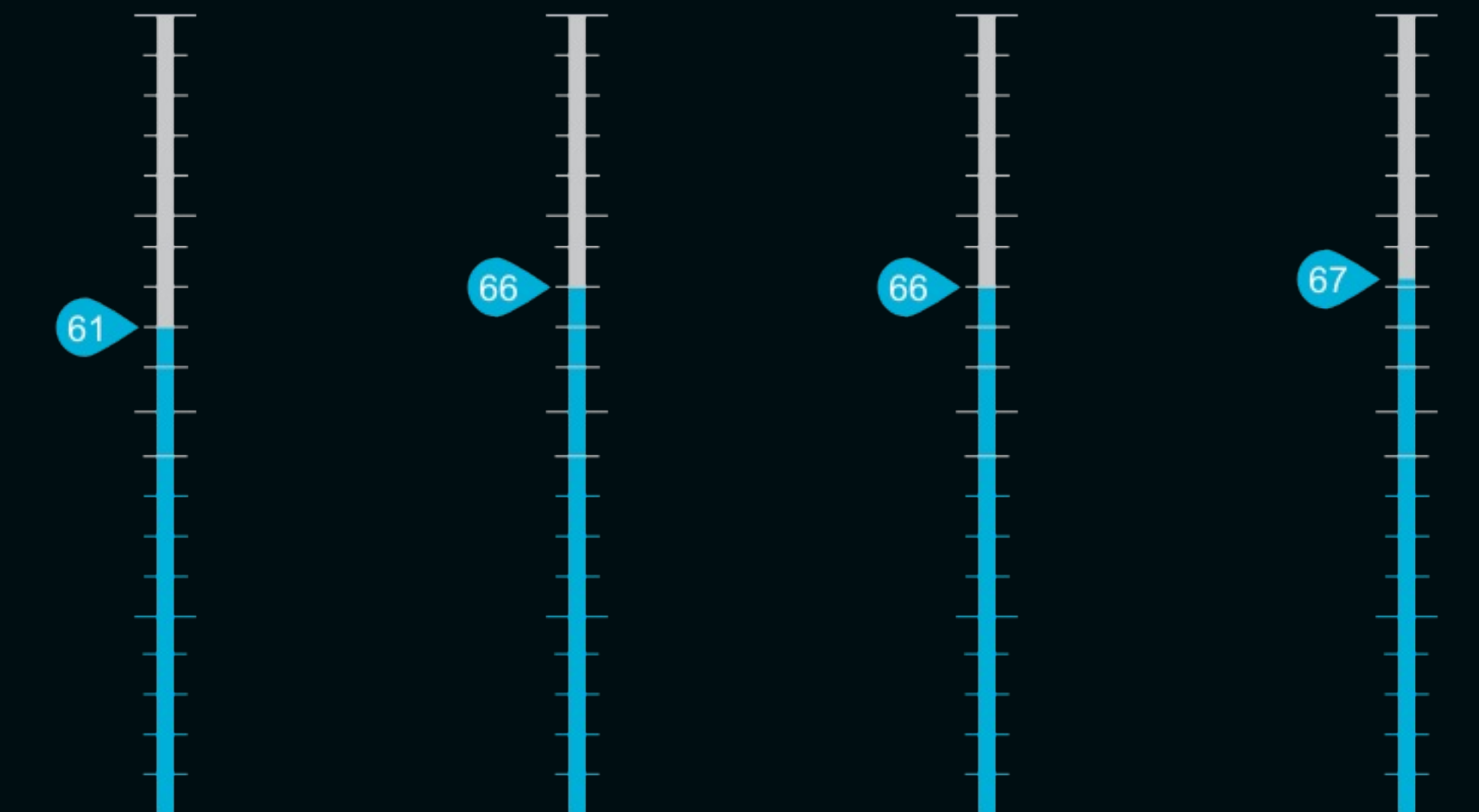


Compared to 2015, 77% of B2C marketers say they will produce **more content** in 2016.

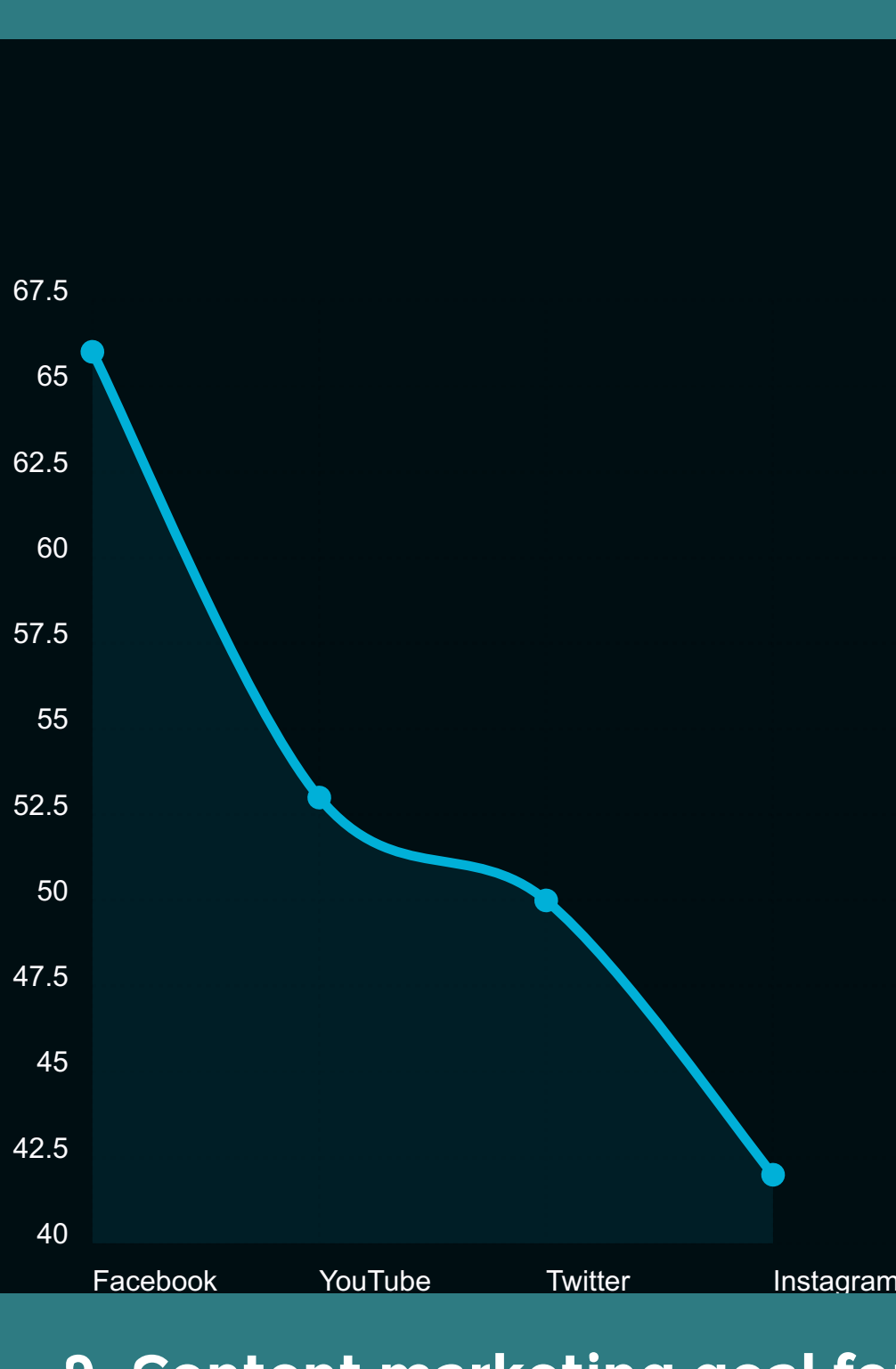
6. Most popular content marketing tactics (%)



7. Most effective content marketing strategy (%)

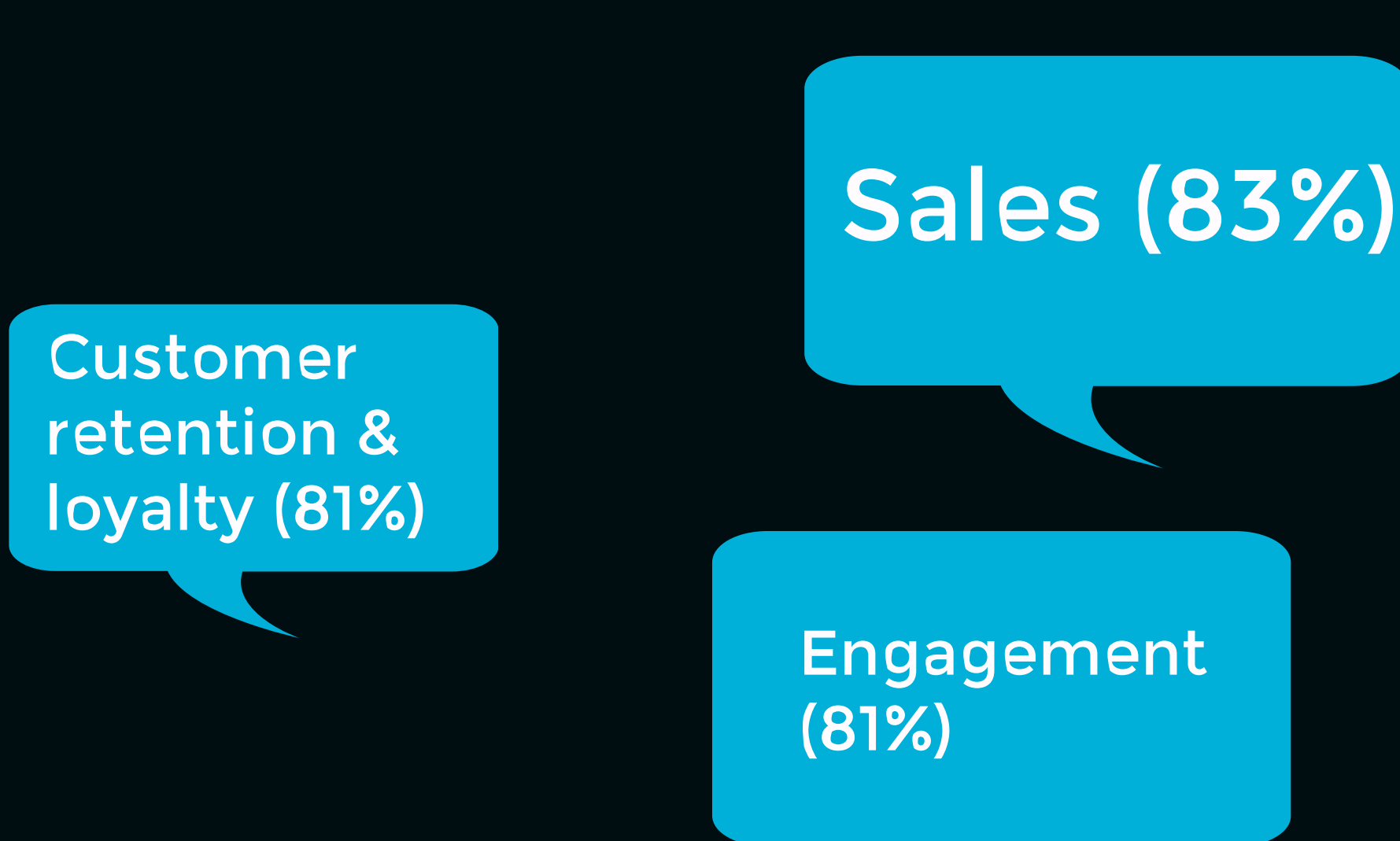


8. Most effective social media platform

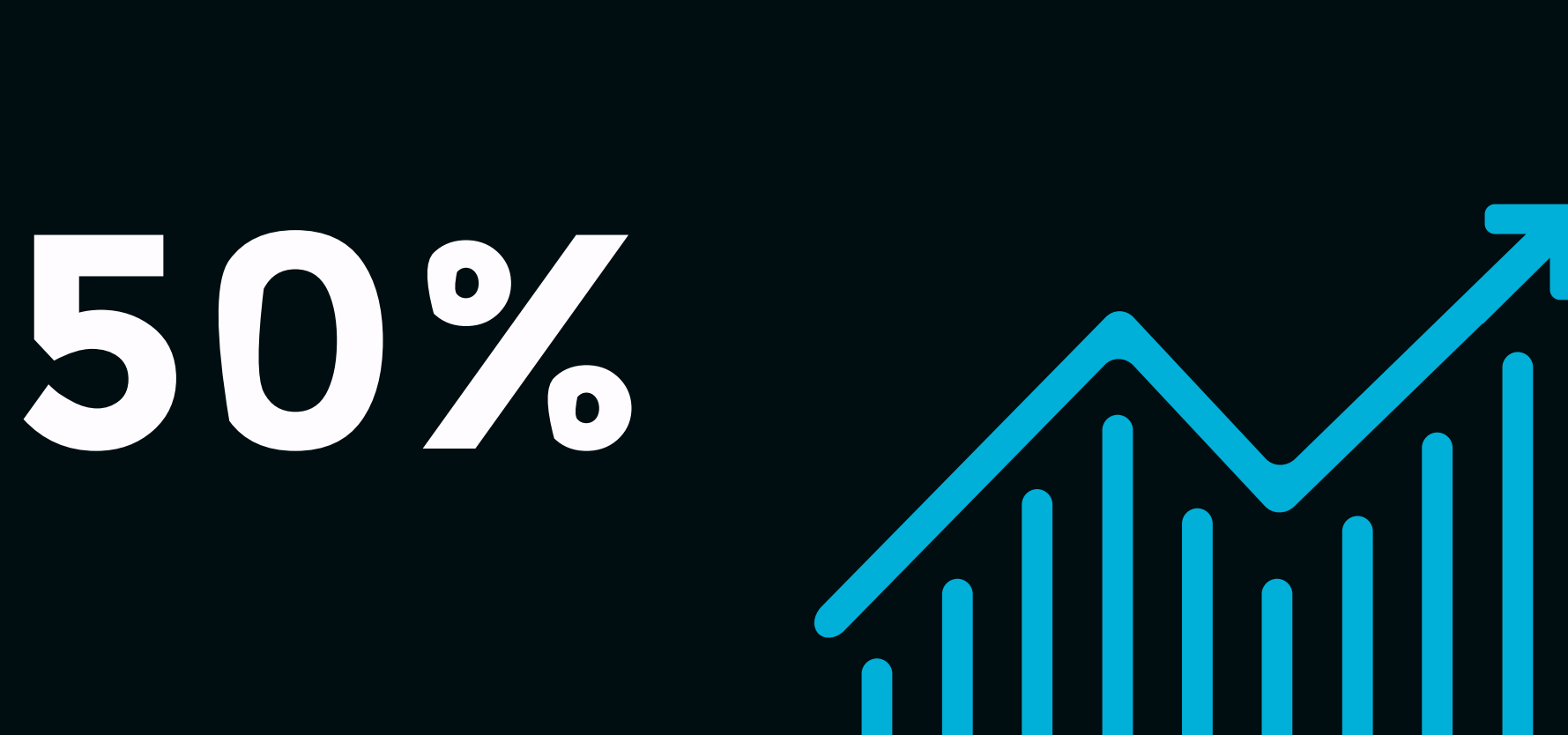


66% of B2C marketers say **Facebook** is their most **effective** social platform

9. Content marketing goal for B2C businesses in 2016



10. Percentage of B2C companies that plan to increase their content marketing budget in 2016



REFERENCES

- 35 Content Marketing Statistics You need To Know in 2016
- 38 Content Marketing Stats That Every Marketeer Need To Know
- Discover 4 Key Differences Between B2C and B2B Marketers

