



JOURNEY TO THE CENTER OF

Content Marketing

You're about to embark on a journey to the center of content marketing. With the right equipment, a strong user audience focus and good planning, you'll enjoy an exciting trip marked by successful content marketing results!

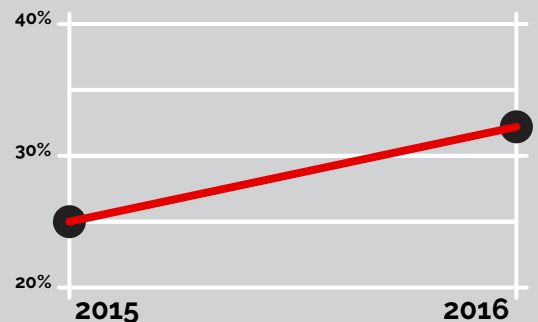
★ YOUR TRAVEL KIT

For this journey, your travel kit includes data, ideas, and stories that exactly match your content marketing strategy and your budget.



CONTENT MARKETING BUDGETS ARE INCREASING.

In 2016, 32% of total marketing budgets are going towards content marketing, compared to 25% in 2015.



32% of companies have a documented content marketing strategy, while 48% have a verbal-only strategy.



Only 37% of companies respond to the particular interests of their target audiences, while 56% use business-relevant topics for their content stories.



TRAVELER PRO-TIP

To get approval and budget for your content marketing plan, have a documented strategy with clear target audience focused goals.

★ YOUR MAP

You know where you want to go, but how do you get there? Your map needs to include different content formats and tactics that direct you toward your destination.



ON AVERAGE, A SINGLE ORGANIZATION USES 13 DIFFERENT CONTENT MARKETING TACTICS.



The top **B2B** content marketing tactics are **social media content (mainly LinkedIn), case studies, blogs, newsletters, in-person events, articles on website, videos and illustrations/photos.**



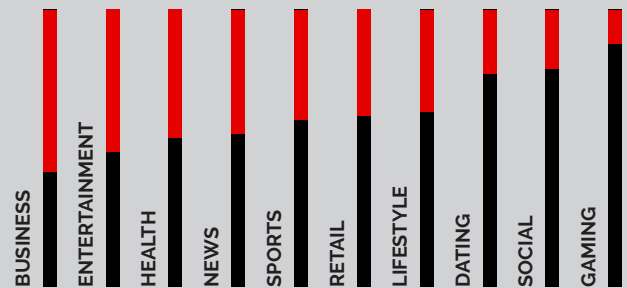
The most effective content marketing tactic for **B2C** businesses is distribution of newsletters – **67% of marketers say these are effective.**



Stretch your message across multiple devices as stepping stones to your destination and focus on mobile content.



Nearly every kind of content is consumed more often via mobile than via desktop. **The share of time spent on mobile is continuously increasing.**



TRAFFIC VIA STUDIED MOBILE SHARE-BUTTONS:

WhatsApp: 69%
Twitter: 16%
Facebook: 15%
Google+: 0%



**TRAVELER
PRO-TIP**

There is no one-size-fits-all solution. Try out different content marketing tactics to find out what works best for your brand and your audience. Also, make sure your content is mobile responsive and integrate share buttons for WhatsApp and the like.

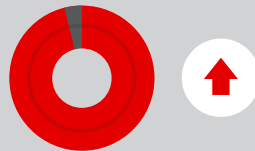
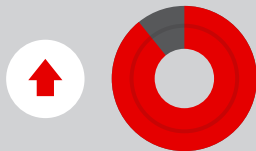
★ YOUR AWESOME TRIP

Using your best design and user experience skills will make the journey smoother.



Colorful visuals increase people's willingness to read a piece of content by

80%



Content with **relevant images** gets

94%

more views.



61%

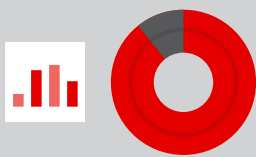
of consumers are more likely to buy from a company that delivers **custom content.**

TRAVELER PRO-TIP

Not everyone can produce fancy illustrations or glamorous videos, but that doesn't mean you need to settle for mediocrity. Hire skilled freelancers if you don't have someone on staff.

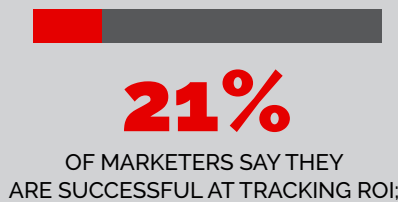
★ YOUR TRAVEL JOURNAL

Looking back on your journey is a great way to make the next one better. Content marketers can create a travel journal that tracks the performance of their content marketing initiatives.



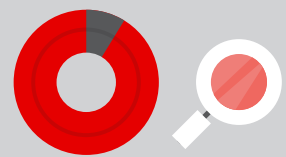
77%

of marketers are
**confident in their
data-driven approach.**



35%

OF THOSE WITH A STRATEGY
SAY THEY ARE SUCCESSFUL.



17%

of companies are **measuring
the impact of content
marketing activities** in detail.

TRAVELER PRO-TIP

When looking back, compare your actual performance with what was defined in your strategy. Find out where you succeeded as well as where you failed and why.

★ YOUR CONTENT MARKETING JOURNEY CHECKLIST

These practice-oriented tips will lead you to the center of your content marketing.



EQUIPMENT RECOMMENDATIONS:

- ✓ Check potential of content idea (*e.g. with Google Keyword Planner*)
- ✓ Get insights on what content is of interest for your target audience (*e.g. with BuzzSumo*)

PLANNING RECOMMENDATIONS:

- ✓ One topic can be the source for multiple pieces of content; develop it over time
- ✓ Try out and compare several content marketing tactics and formats

ENJOYMENT RECOMMENDATIONS:

- ✓ Pitch your content and design idea to a colleague
- ✓ Don't use traditional stock photos (*free alternative e.g. Pixabay*)

RECAP RECOMMENDATIONS:

- ✓ Create trackable links (*e.g. with Google's URL builder*)
- ✓ Measure continuously and identify short- and long-term performing content assets



☆ **Where will your next journey take you?**

Talk to Webrepublic about your next exciting content marketing adventure.

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SOURCES:

Statistics are mostly from US market but can be applied to development of CH market.

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