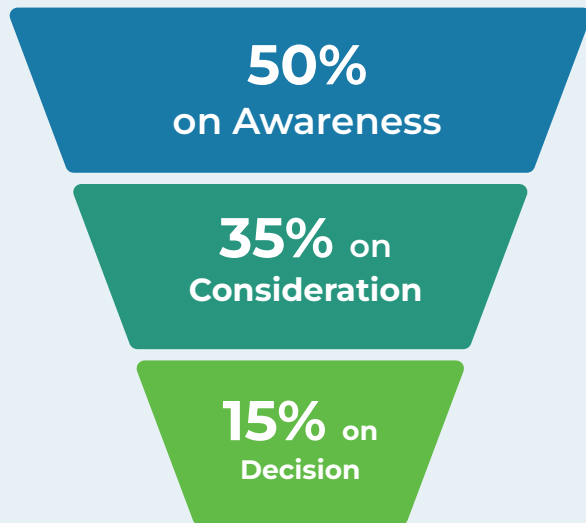


CONTENT MARKETING SHOULD REFLECT YOUR BRAND

Marketing leaders in every category and vertical use content marketing to some degree. What's often missing; however, is a direct connection to the brand. Content that drives traffic is only valuable if it reflects the brand's mission, values, products, and services. Content is a valuable tool to educate—even more important than using it to share functional information, consider using content to convey how your brand is unique in your space.

Category Leaders Use More Content*

Funnel averages across categories



Leaders in every category spend more on consideration than laggards

36%

on educational content

*Data from the 2020 CMO Magazine Survey

Content Marketing is Better for Conversion

>50%

Paid Traffic often bounces (leaves site after taking no action) more than 50% of the time

80%

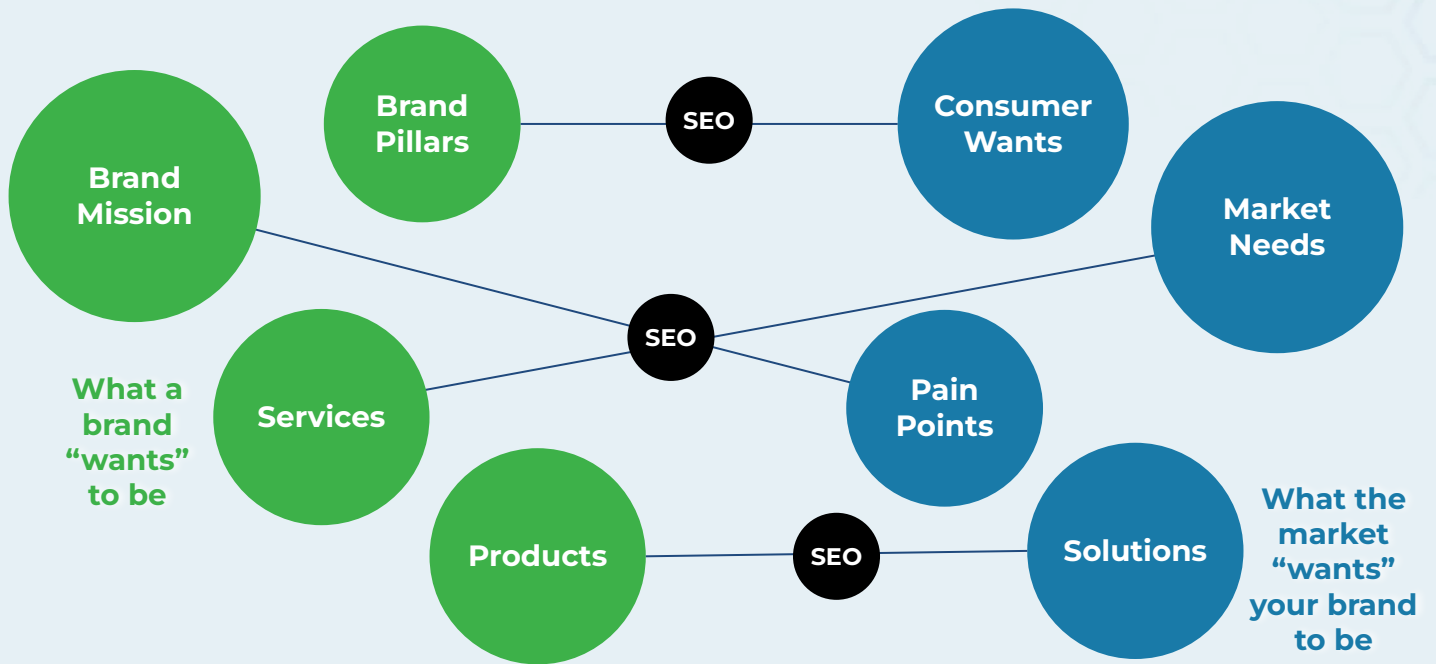
Category leaders report that more than 80% of their site traffic comes from organic or direct (driven by content)

Determine Your Content Hierarchy



CONTENT MARKETING SHOULD REFLECT YOUR BRAND

Take an SEO-Driven Approach to Align Content to Your Brand



There is often a difference—sometimes subtle, sometimes distinct—between what a **brand wants to be**, and **what the marketplace wants**.

SEO identifies areas of opportunity and recommends content to fit.