

CONTENT MARKETING TRENDS YOU NEED TO KNOW



TOP TRENDS

CONTENT MARKETING GOES MAINSTREAM

86% OF B2C COMPANIES¹ and **89% OF B2B COMPANIES²** use content marketing. Businesses create and deploy content to meet several goals:



HOW TO GET YOUR CONTENT TO YOUR TARGETS: TOP SOCIAL MEDIA CHANNELS

Most marketers now use social media to share their content, but their preferred platforms vary by business and the audiences they're trying to reach.

B2C
Facebook **97%**
Twitter **65%**
YouTube **46%**
LinkedIn **44%**
Instagram **60%**
Pinterest **32%**



B2B
Facebook **89%**
LinkedIn **81%**
Twitter **75%**
YouTube **45%**
Instagram **43%**
Pinterest **26%**⁴



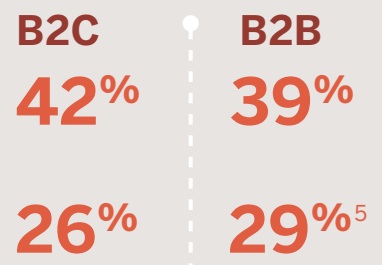
BIGGER BUDGETS



Many small and medium-size businesses are spending more on content.

Plan to increase content marketing spending in the next 12 months:

Average proportion of total marketing budget spent on content marketing:



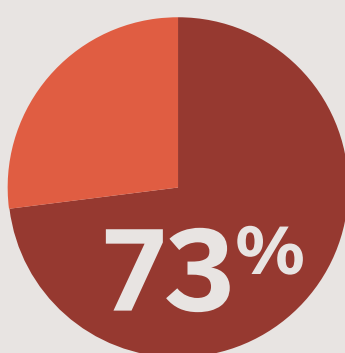
CONTENT AND YOUR AUDIENCE

With content marketing, focusing on quality and relevance is the name of the game.

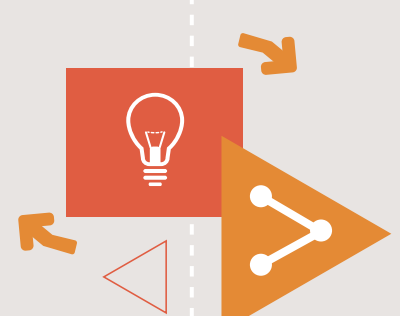


- **71%** frequently consider how the content they create affects customer experience.
- **70%** prioritize content quality over quantity.
- **69%** focus content on their audience rather than their brand.⁷

CREATING CONTENT, REACHING CUSTOMERS



73% of B2B and B2C companies expect to increase their content production.⁸



TOP 5 TYPES OF CONTENT CREATED

- Blogs
- Social media
- Case studies
- White papers
- Press releases

WHAT MAKES CONTENT EFFECTIVE?

Surveys of marketers show their top three picks for creating powerful content:



Thank you for taking the time to download this fact sheet. Find out more about digital marketing strategies by contacting your NJ Advance Media Marketing Solutions Specialist at (800) 501-2100 or email marketing@njadvancemedia.com.



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 4. <https://www.marketingprofs.com/chirp/2017/32486/trends-in-social-media-marketing-b2b-vs-b2c-infographic>
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 9. <https://www.slideshare.net/hschulze/b2b-content-marketing-report-40688285>