21 B2B Content Marketing Stats for Sales Success in 2018

Are your sales and marketing in sync? Over 2000 B2B marketers in North America were surveyed in June 2017 for the 2018 B2B Content Marketing Benchmarks, Budgets, and Trends - North America report by Marketing Profs and Content Marketing Institute (CMI) and sponsored by Brightcove.



Is your sales team getting the support you need from marketing? Here are 21 B2B marketing stats to help sales and marketing get a content strategy that converts!

1. 63% of North American B2B marketers say they're more successful with their content marketing now than they were a year ago
2. 78% of top B2B performers say they're much more successful with their content marketing now than they were a year ago
3. 37% of B2B marketers have a documented content marketing strategy (compared with 62% of top performers)
4. 80% of all B2B content marketers surveyed agree their organization is focused on building audiences (i.e., one or more subscriber bases); that's an 18% increase from last year
5. 74% of B2B marketers agree their organization values creativity and craft in content creation and production (compared with 88% of top performers)
6. 24% of those surveyed say their organization's overall content marketing approach is extremely or very successful; we consider these respondents B2B content marketing top performers
7. 70% of the top-performing B2B content marketers rate the project management flow during their content-creation process as excellent/very good, compared with just 36% of all those surveyed
8. 63% of B2B marketers say their organization's overall content marketing approach is much more or somewhat more successful than one year ago (compared with 78% of top performers)
9. 36% of B2B marketers rate the project management flow during their organization's content-creation process as excellent/very good (compared with 70% of top performers)

10. 19% of B2B marketers rate their organization's alignment of metrics and content marketing goals as excellent/very good (compared with 54% of top performers)
11. 94% say social media posts were cited as the most popular type of content being produced
12. 73% say case studies are the most popular type of content being produced
13. 72% say videos are the most popular type of content being produced
14. 71% say ebooks and white papers are the most popular type of content being produced
15. 93% say email marketing is the best way to distribute content
16. 65% say infographics are the most popular type of content being produced
17. 92% say social media is the best way to distribute content
18. 79% say blogs are the best way to distribute content
19. 56% say in-person events are the best way to distribute content
20. 55% say webinars and virtual events are the best way to distribute content
21. 35% of respondents said they are measuring the ROI of content marketing initiatives

Learn More and Get the Survey: https://www.marketingprofs.com/charts/2017/32864/b2b-content-marketing-2018-benchmarks-budgets-and-trends

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