

# 5 Reasons Why Content Reigns Supreme

and How  
to Capitalize  
with **Content  
Boost**



**MediaBrains**

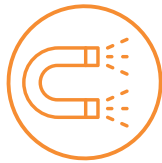
# 5 Reasons Why Content Reigns Supreme



## STATISTIC 1

**According to Boston Web marketing survey, 47% of buyers interacted with three pieces of content before making a purchase.**

A useful content strategy will always consider the buyer's journey and what a buyer needs to know before finalizing a purchase. Developing high-quality content that not only engages but also educates and entertains, can help convert half of your potential site visitors/customers.



## STATISTIC 2

**According to Boston Web marketing survey, 82% of all customers have a more positive outlook on a company/business after reading custom content.**

Content marketing can help drive user awareness and engagement more effectively than other types of PR campaigns. Consumers have access to information unlike ever before and value transparency, sharing of information, and educational context when making purchases.



## STATISTIC 3

**Content marketing costs 62% less than traditional marketing and generates 3x more leads.**

Traditional marketing channels including print, TV, and billboard advertisements require immense investment. However, throwing money at a fancy new ad spot or print ads will not help reach your ideal audiences.

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## STATISTIC 4

**84% of people expect brands to provide content that entertains, tells stories, provides solutions, and creates experiences and events.**

Buyers today are trained to look past advertisements and are looking for more than a catchy headline and call-to-action. They want to be engaged with and met on their terms with something that has depth and can hold their attention for more than 20 seconds.



## STATISTIC 5

**The most successful B2B marketers spend 40% of their total marketing budget on content marketing. The average of all respondents is 26%.**

It is clear there is an opportunity to be where your competitors are not. Content marketing engages buyers and educates them on who you are as a company and what you can offer them as a solution to their need. On average, content marketing produces 3x more leads than traditional marketing practices.

# Make your content stand out

## Content Production Checklist

Optimize your content syndication lead generation campaign with best practices on content production and strategy from our experts.



### Is your content designed to be more visually appealing or filled with valuable info?

- If your content is more research based and data driven, you should use portrait-oriented PDFs, if your content is designed to captivate your reader with striking visual elements, then it is recommended to use landscape-oriented PDFs.
- If using landscape oriented, make sure you supply the landscape-oriented cover separate from the content.

### PDF Cover Graphic

- Vertically center the title on the cover graphic in large text to optimize readability across promotional channels such as email and social media.
- Option to subtly include your company logo or name— heavily branded content risks sending a corporate biased message.
- Cover graphic specs: 1200px wide x 1555px tall (portrait).

### Format/Type

- Choose one or more long-form content types, including: white papers, reports, eBooks, guides, webinars, etc. Balance your campaign by running multiple content types.
- Note: White Papers and eBooks are the most popular content types.

### Visuals

- Incorporate supporting visuals throughout your content to engage the reader and support the message.
- Note: MediaBrains recommends that 15% to 35% of your content is image based, including: graphs, product images, lifestyle photography, or emphasized text styling/infographics.

### Typography

- Create a hierarchical flow to your document with text size and weighting.
- Do not use more than two different fonts.

### Voice/Focus

- Tailor your content to the distinct professionals within your target persona.
- One size does not fit all.

### Call to actions

- Give your reader a way to follow-up on the topic and/or your company.
- Feature links throughout the content where appropriate to further reading/solutions
- Include call-to-action statements in the closing pages of your content.

### Title

- Create an engaging title featuring important keywords speaking to your target audience.
- Add a year or month reference within your title to establish timeliness.
- Example: "2021 Content Consumption and Demand Report for B2B Marketers."

Note: MediaBrains recommends titles with 80 characters or less.