

38 Content Marketing Stats That Every Marketer Needs to Know

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So, to make things easier on you, here's 38 stats that will help guide your content marketing endeavors. Here we go...

1. 42% of B2B marketers say they're effective at content marketing. (Source: [CMI](#))
2. 60% of marketers create at least one piece of content each day. (Source: [eMarketer](#))
3. Year-over-year growth in unique site traffic is 7.8x higher for content marketing leaders compared to followers (19.7% vs 2.5%). (Source: [Aberdeen](#))
4. 57% of marketers reported custom content was their top marketing priority for 2014. (Source: [Altimeter](#))
5. Content marketing costs 62% less than traditional marketing and generates about 3 times as many leads. (Source: [DemandMetric](#))
6. 93% of B2B marketers use content marketing. (Source: [CMI](#))
7. 78% of CMOs believe custom content is the future of marketing. (Source: [DemandMetric](#))
8. Conversion rates are nearly 6x higher for content marketing adopters than non-adopters (2.9% vs 0.5%). (Source: [Aberdeen](#))
9. 39% of marketing budget is spent on content marketing by the most effective B2B marketers. (Source: [TopRankBlog](#))
10. 48% of smaller organizations have a documented content strategy, compared to only 41% of larger organizations. (Source: [CMI](#))
11. 58% of marketers said "original written content" is the most important type of content, outdoing visuals and videos. (Source: [Social Media Examiner](#))
12. 60% of the most effective B2C marketers have a documented content strategy. (Source: [CMI](#))
13. B2B marketers use an average of 13 content marketing tactics. (Source: [TopRankBlog](#))
14. 70% of B2B marketers rate in-person events as effective. (Source: [TopRankBlog](#))
15. 74% of people suffer from glossophobia (fear of public speaking). (Source: [BrandonGaille](#))
16. B2B marketers with a documented strategy are more likely to consider themselves effective. (Source: [CMI](#))
17. 73% of organizations have someone in place to oversee their content strategy. (Source: [CMI](#))
18. 86% of highly effective organizations have someone in charge of content strategy. (Source: [CMI](#))
19. 72% of marketers think that branded content is more effective than magazine advertisements. (Source: [Custom Content Council](#))

20. 69% of marketers say content is superior to direct mail and PR. (Source: [Custom Content Council](#))
21. Almost 60% of marketers reuse content two to five times. They generate “snackable” content based on assets. (Source: [LookBookHQ](#))
22. 64% of B2B marketers outsource writing. (Source: [TopRankBlog](#))
23. 50% of respondents expressed a desire to be able to measure how much real attention people are paying to their content. (Source: [Contently](#))
24. 72% of marketers are producing significantly more content than they did a year ago. (Source: [CMI](#))
25. 82% of marketers who blog see positive ROI from their inbound marketing. (Source: [HubSpot](#))
26. The most common content marketing delivery mechanism is social media, used by 87% of marketers. (Source: [CMI](#))
27. 76% of B2B marketers blog, and 73% publish case studies. (Source: [CMI](#))
28. About 49% of marketers are learning to drive content to align with the buyer’s journey. (Source: [LookBookHQ](#))
29. Up to 81% of marketers plan to increase their use of original written content. (Source: [Social Media Examiner](#))
30. Last year, infographic usage grew from 9% to 52%. (Source: [DemandGen](#))
31. The demand for infographics has increased 800% in the past year. (Source: [Unbounce](#))
32. 91% of B2B marketers use LinkedIn to distribute content. (Source: [TopRankBlog](#))
33. 73% of B2B marketers use YouTube to distribute content. (Source: [TopRankBlog](#))
34. LinkedIn usage jumped 20% this year among B2C marketers. (Source: [CMI](#))
35. 28% of marketers want to learn more about the art of podcasting. (Source: [Social Media Examiner](#))
36. Content reading on mobile devices increased over 10% in 2014. (Source: [DemandGen](#))
37. Content production is the biggest challenge for 44% of marketers. (Source: [LookBookHQ](#))
38. Gamification is the least common content marketing tactic, with only 10% of marketers using it. (Source: [CMI](#))