

# Counterintuitive Content: How New Trends Have Disrupted Years of Bad Advice



**Casie Gillette**

Sr. Director of Digital, KoMarketing

[@casieg](#)





# **Counterintuitive Content: How New Trends Have Disrupted Years of Bad Advice**



CONTENT PROBLEMS

CONTENT WITH DATA

M

# COUNTERINTUITIVE CONTENT

MO

VISUAL CONTENT

CONTENT GAPS

CUSTOMER-DRIVEN CONTENT



content marketing tips



All

News

Images

Videos

Shopping

More

Settings

Tools

About 1,540,000,000 results (0.70 seconds)

<https://www.wordstream.com> › blog › 2015/12/28 › co... ⋮

## Our 13 Best Content Marketing Tips... Ever! | WordStream

Feb 5, 2020 — Ever! Only Publish Your Very Best Material—and Be Consistent. Evaluate the Success of Your **Content** with Data. Repurpose Your **Content**. Be Bold and Speak Your Mind (Especially When Others Don't Dare) Go After Specific Keywords with Your **Content**. Back Up Your Arguments with Data. Ensure Your **Content** Reflects Your Brand's ...

<https://www.singlegrain.com> › 30-actionable-content-m... ⋮

## 30 Actionable Content Marketing Tips for Digital Marketers

Sep 11, 2019 — 1) Check for Grammatical Errors. 2) Write Relevant and Actionable **Content**. 3) Develop **Content Marketing** Goals. 4) Offer FREE Value through Your **Content**. 5) Use **Content** to Drive Leads into Your Sales Funnel. 6) Keep in Mind that Longer **Content** Performs Better. 7) Understand Your Target Audience (and Buyer Persona)



content marketing tips



All



News



Images



Videos



Shopping



More

Settings

About 1,540,000,000 results (0.70 seconds)

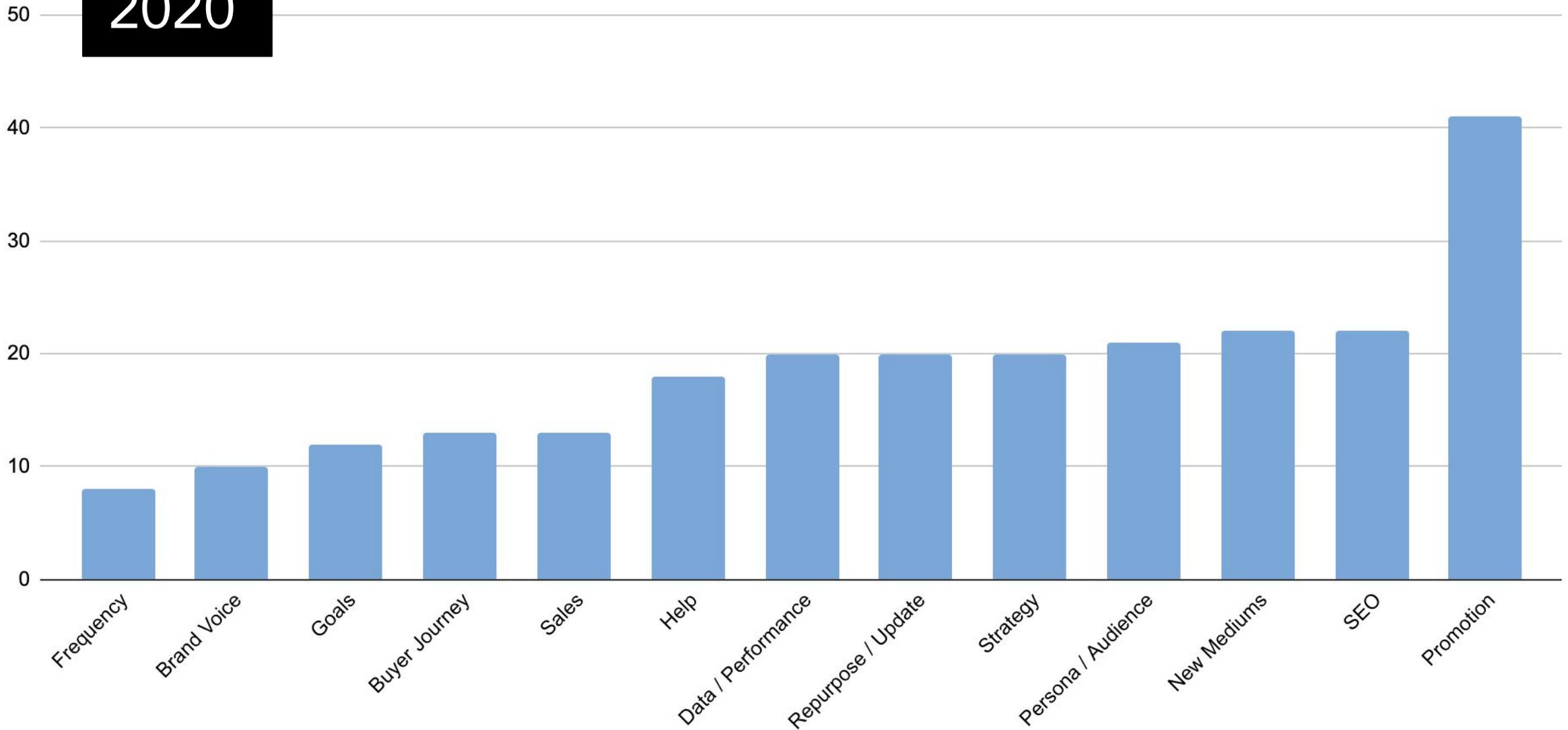
<https://www.wordstream.com> › [blog](#) › [2015/12/28](#) › [co...](#) ⋮

## Our 13 Best Content Marketing Tips... Ever! | WordStream

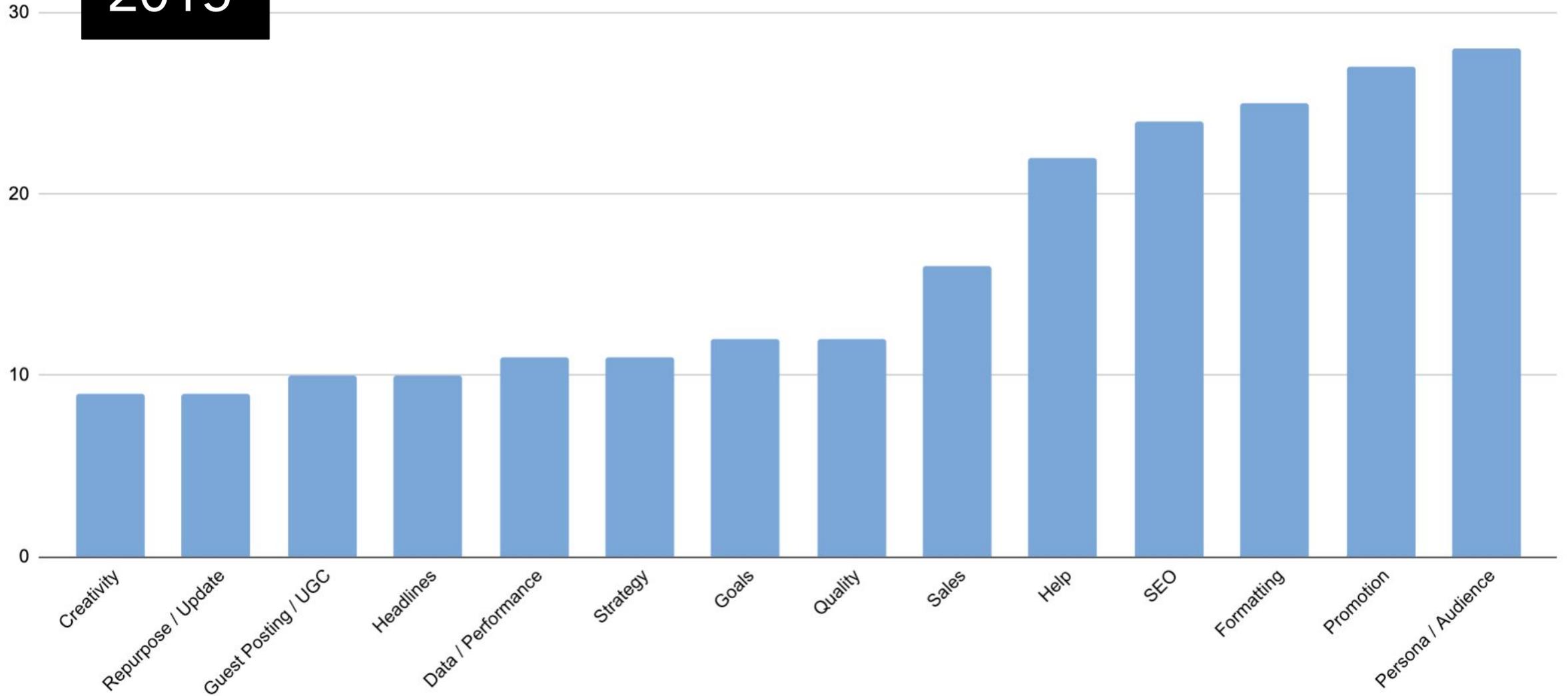
Feb 5, 2020 — Ever! Only Publish Your Very Best Material—and Be Consistent. Evaluate the Success of Your **Content** with Data. Repurpose Your **Content**. Be Bold and Speak Your Mind (Especially When Others Don't Dare) Go After Specific Keywords with Your **Content**. Back Up Your Arguments with Data. Ensure Your **Content** Reflects Your Brand's ...

Tip	Theme
The Video Route	New Mediums
Try explainer videos	New Mediums
Use Different Types of Content	New Mediums
Use Effective Content Types	New Mediums
Use more video (again)	New Mediums
Use various types of content that resonate with your audience.	New Mediums
Webinars and live videos	New Mediums
Capitalize on the YouTube Platform	New Mediums
Be mobile-friendly	Other
Stay relevant with evergreen content	Other
Write evergreen content	Other
80/20 Rule is the key	Other
Accept feedback willingly.	Other
Assemble a diverse content marketing team	Other
Assemble a one-stop resource	Other
Avoid Spammy Content	Other
be flexible	Other
Be the Ultimate Grammar Savvy	Other
Be willing to change	Other
Build a niche library of content resources.	Other
Copywriting is the basis of content creation	Other
Create Content Extremely Relevant for the Times	Other
Create product-focused content	Other
Create with Intention	Other
Determine where your content marketing capabilities stand today	Other

2020



2015



“ google+ matters to you ”

# counterintuitive content



“

the idea of bucking trends to do what is right for YOUR site.

”

- 11 words
- 65 characters
- "10" is the best

# 100m Posts Analyzed: What You Need To Write The Best Headlines



# 14 Visualizations Mapping The B2B Buyer Journey

DEREK EDMOND MARCH 2, 2017



When we begin a conversation with a new client, we discuss how their own prospects typically find them and turn into qualified leads and customers.

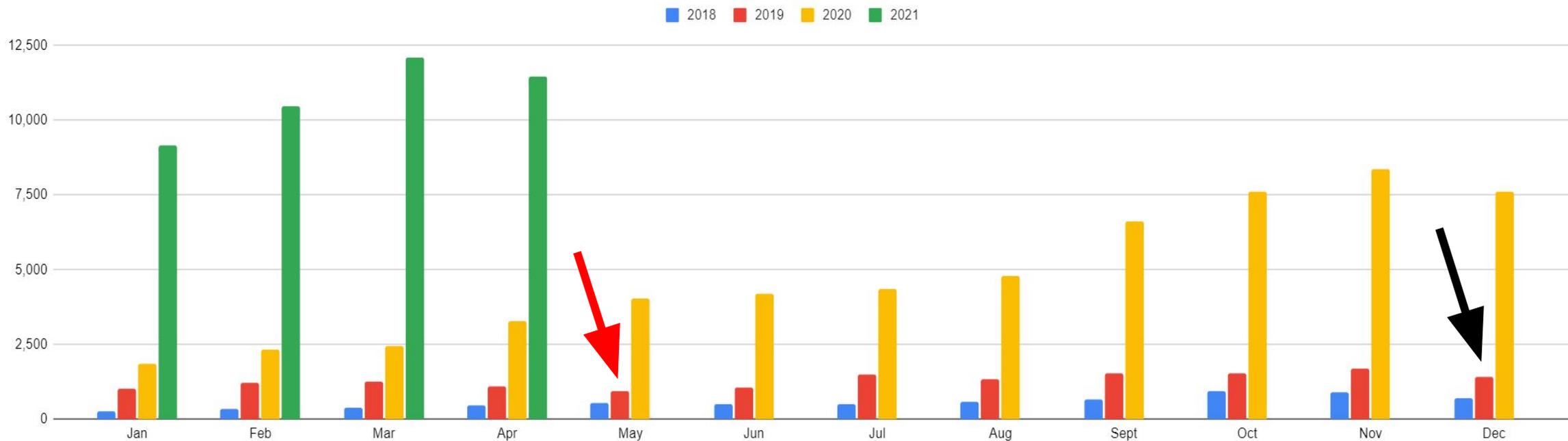
Our understanding the B2B buyer's journey, from market realization to vendor selection, becomes critical in developing a successful online marketing program.



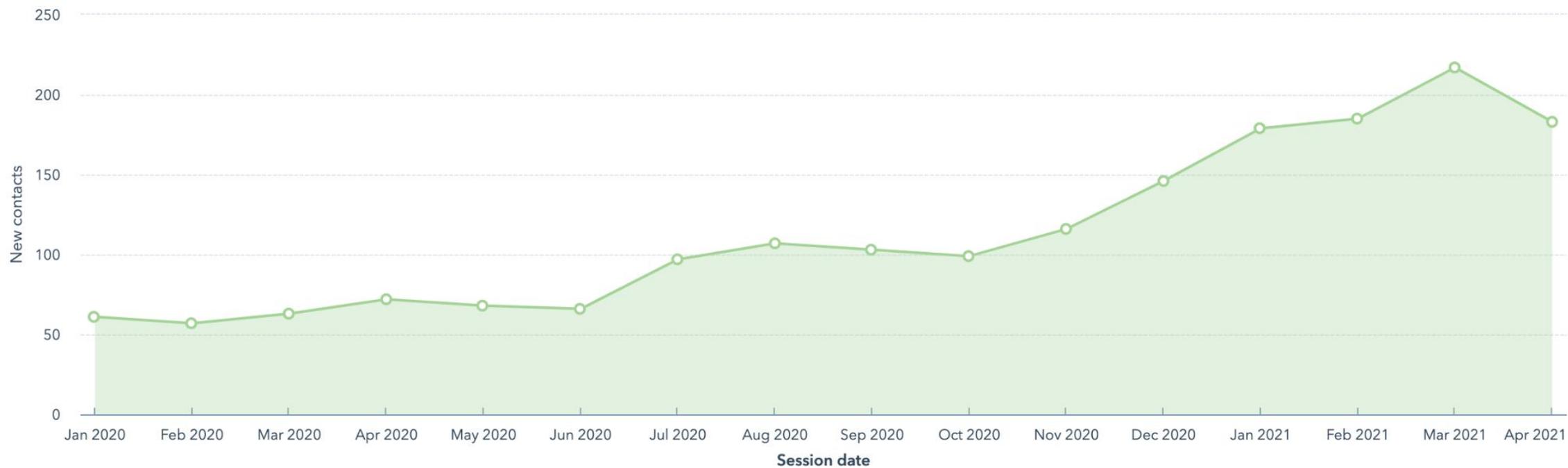
- 7 words
- 47 characters
- uses the #14

Welcome To Our B2B

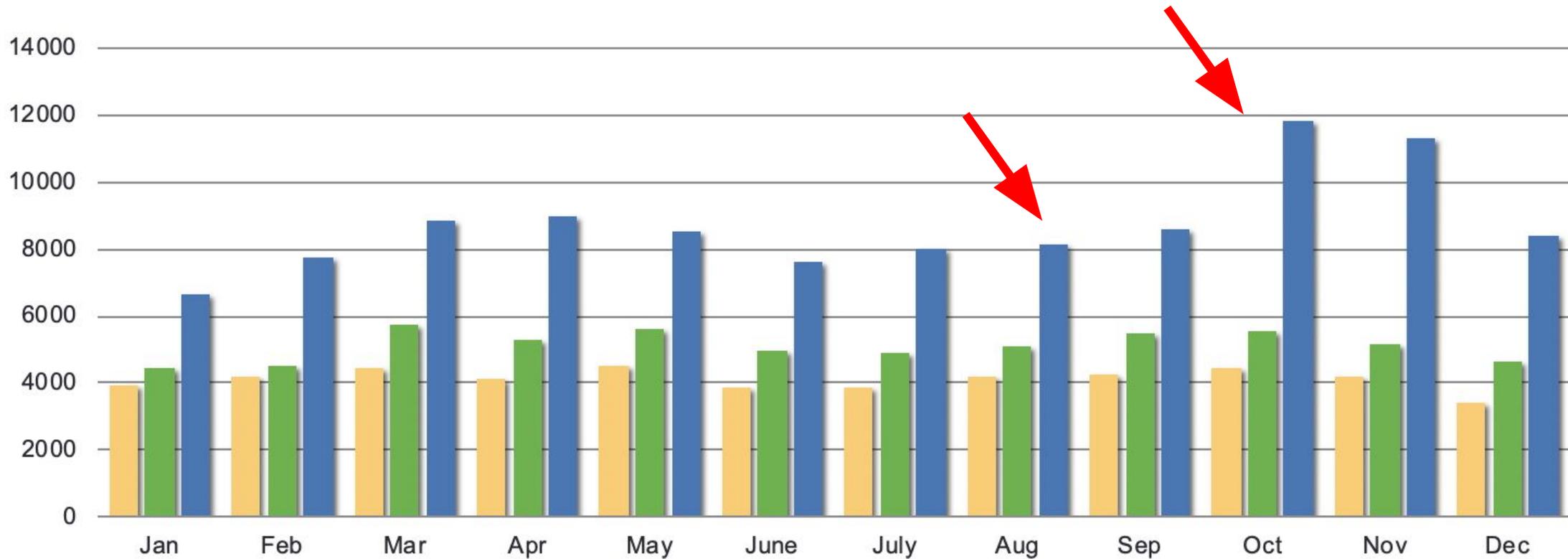
discussion and insight related to our campaigns, initiatives, and research in all facets of online marketing for B2B professionals.



frequency: 20 vs 4



frequency: 20 vs 4



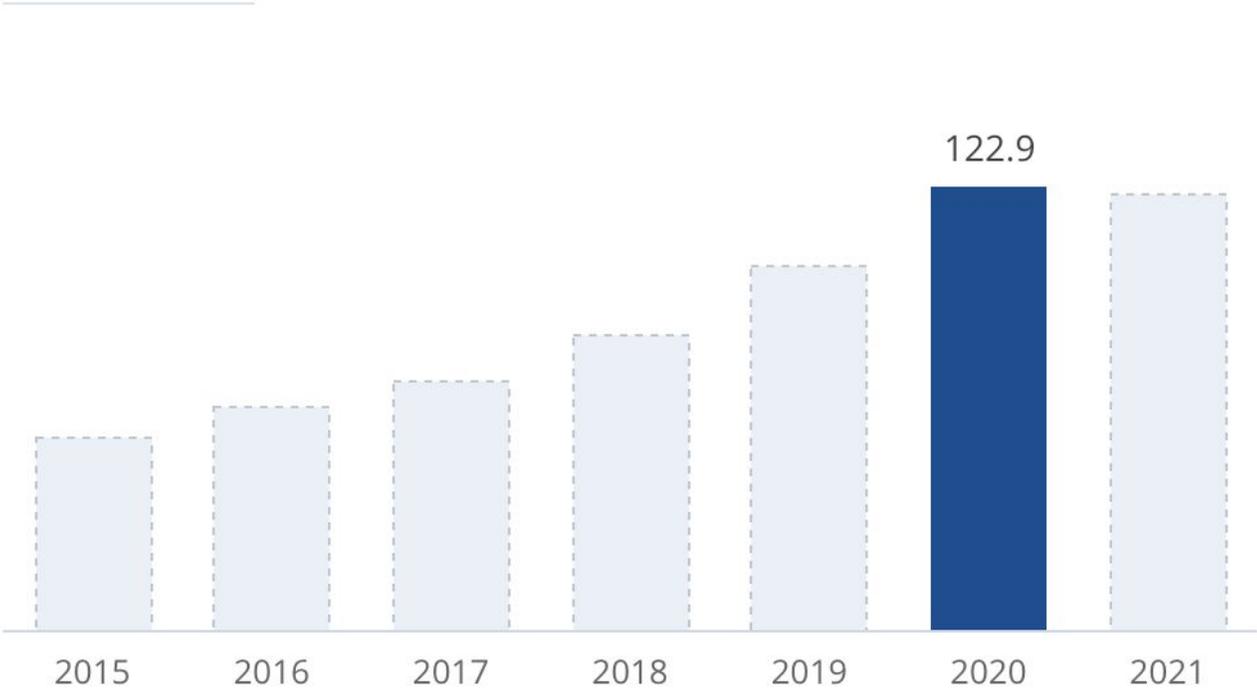
more content = better

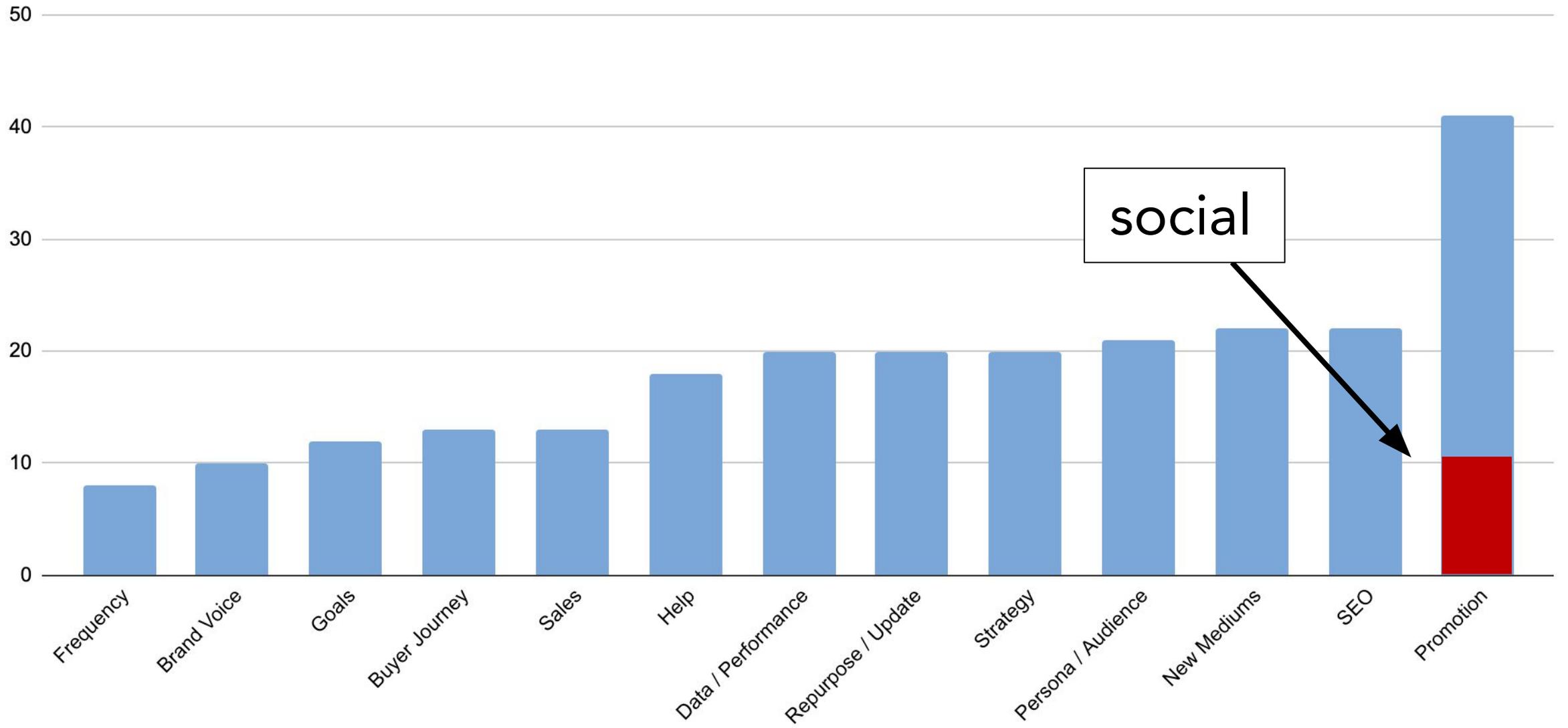


print is dead



eCommerce Net Sales  
IN MILLION US\$ ⓘ





## 61% of Marketers to Boost Their Investment in Instagram

KRYSTLE VERM...



As marketer research suggests, one platform

“interestingly, Instagram was not at the top of the list of the most effective social media channels for reaching business goals.”

HootSuite recently [published](#) its “Social Trends 2021” report, and statistics showed that the overwhelming majority of marketers (61%) intend to increase their investment in Instagram for the remainder of the year. This is followed by Facebook (46%), YouTube (45%) and LinkedIn (44%). Only 26% said that they were going to increase their investment in Twitter.

technology among other key categories and topics.

One size  
does not  
fit all

you.

understanding  
your efforts

A photograph of a landscaped garden featuring a curved stone retaining wall. The garden is filled with various plants, including yellow and green foliage, purple flowers, and green shrubs. The background shows a black metal fence and more greenery.

existing efforts

performance

competitors

search & keywords

social

what's new?

# CONTENT LANDSCAPING

existing efforts

how much content are we creating?

how much content went live?

what types of content did we create?

what is the existing process?

how much does the content cost?

## 2019 Goal: 35-50% organic growth

- 2018: 32,426
- 2019: 65,822
- 2020: 98,000 visits (50% YoY Growth)

*Note: This year our numbers were so huge because they hadn't previously focused on SEO. 2020 will be harder and we have a reduced budget. That being said, I think we can still hit 50%.*

performance



## 2019 Goal: 1,000 Organic Form submissions

- 2018: 831
- 2019: 685
- 2020: 850-1,000

*Note: While we were certainly off here, I think what we are seeing from banner implementation and your conversion recs could help us get here.*

“

what were your goals  
and did you hit them?

”

# The Retailer's Guide to Browse Abandonment

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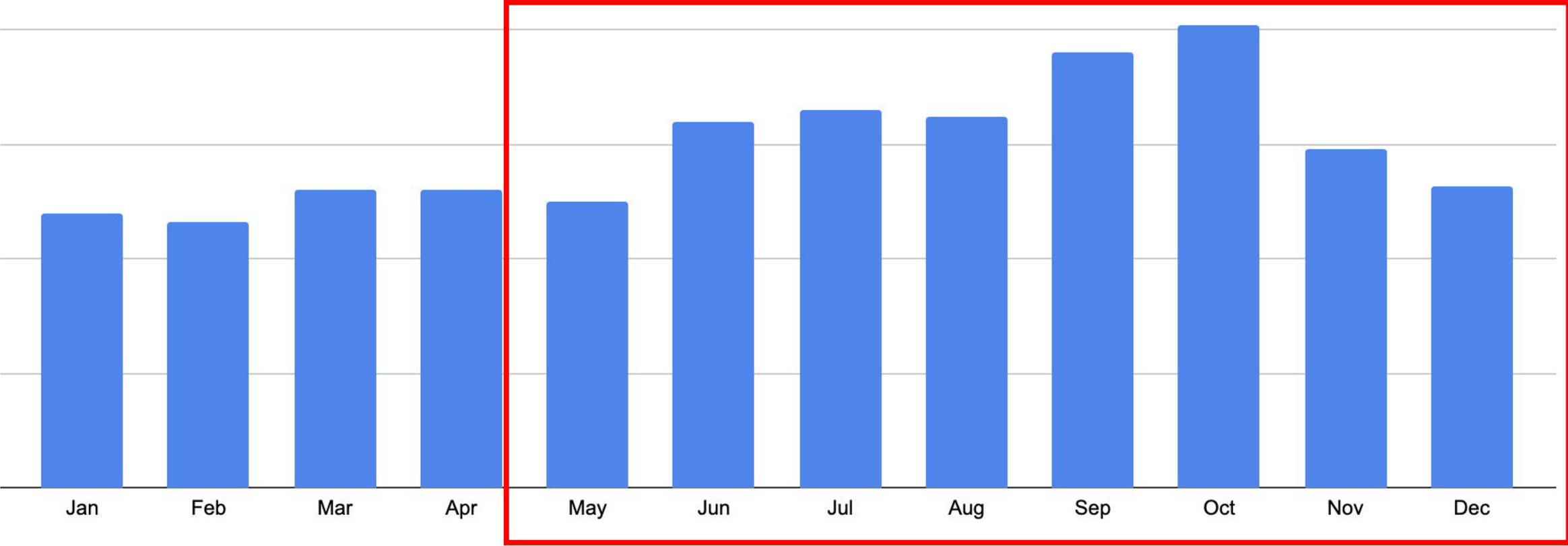
Every eCommerce retailer faces challenges around browse abandonment. If you aren't familiar with the concept, it occurs when a visitor comes to your website but leaves without adding anything to their cart or purchasing a product. Unfortunately, retailers lose many potential customers to browse abandonment every day.

In fact, research reveals that **over 90%** of visitors to eCommerce retailers leave without adding a product to their cart.

Think of the online shopper as a typical visitor at a brick-and-mortar retail store. They will browse through your products but ultimately leave without buying anything. There's a possibility they were only browsing to pass the time, but there's an even better chance they had purchase intent and just weren't ready to buy yet.

Noting and nurturing a shopper's purchase intent is crucial to preventing abandonment and growing your organization's bottom line. If a visitor has purchase intent, then it's possible to convert their web visit into a sale with the right marketing tactics. Let's take a closer look at why retailers need to address browse abandonment and how your marketing team can encourage more conversions from customers who leave without adding anything to their cart.

# organic growth



Top queries	Clicks	↓ Impressions	CTR
aed	152	176,633	0.1%
defibrillation	75	83,431	0.1%
why is defibrillation important	108	57,105	0.2%
etco2	265	46,008	0.6%
synchronized cardioversion	97	38,573	0.3%
rapid defibrillation	3,499	26,797	13.1%
cpr machine	190	23,317	0.8%
end tidal co2	12	22,978	0.1%



AEDS



<https://www.fda.gov> › [cardiovascular-devices](#) › [automat...](#) ⋮

## Automated External Defibrillators (AEDs) | FDA

Apr 7, 2021 — What Are **AEDs**? **AEDs** are portable, life-saving devices designed to treat people experiencing sudden cardiac arrest, a medical condition in ...

### People also ask ⋮

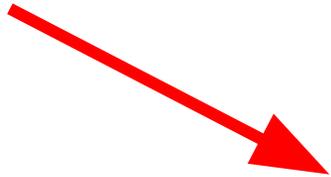
What is a AED? ▾

Is an AED a medical device? ▲

An **automated external defibrillator (AED)** is a **medical device** used on a person who suddenly collapses or becomes unconscious, which usually indicates they are in sudden cardiac arrest (SCA).

[Public\\_Site](#) › [Distributor\\_Microsites](#)

## What is an AED? An automated external defibrillator



Top queries	Clicks	↓ Impressions	CTR
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cpr machine	190	23,317	0.8%
end tidal co2	12	22,978	0.1%

Keyword	SF	Pos.	Diff.	Traffic %	Volume	KD %	CPC (USD)	URL
+ business to business advertising examples	+2	3 → 3	0	0.02	20	51	5.7	komarketin... ads/
+ seo manager job description	+3	3 → 3	0	0.20	110	29	5.6	komarketin... ger/
+ google seo best practices 2017		3 → 3	0	0.13	70	44	0	komarketin... 017/
+ seo technical analyst		3 → 3	0	0.13	70	13	0	komarketin... yst/
+ google adwords job description	+2	3 → 3	0	0.06	40	33	0	komarketin... ger/
+ facebook b2b marketing		3 → 3	0	0.02	110	43	6.9	komarketin... ers/
+ smo roles and responsibilities	+4	3 → 3	0	0.09	50	19	0	komarketin... yst/

competitors



Get Our Free eBook: How to Block Malicious File Uploads. Learn Best Practices to Prevent File Uploads



OPSWAT.  
WHITE PAPER  
How to Block Malicious File Uploads

Get Your Free White Paper

Free Tech Security eBook  
info.opswat.com

Ransomware, malware, data security, and breaches all made headlines in 2020. Check out this eBook so you can stay ahead of the curve.

odix

### Protecting M365 Against Attacks

The Complete 2021 Guide for CSPs and MSPs

Download eBook

Protecting M365 Exchange  
cdr.odi-x.com

Ransomware attacks like the one that occurred with Colonial Pipelines across the US continues to evolve. Predictive technologies can only "guess" ...see more

## Take the punch out of ransomware.

Disarm ransomware before it deploys.

Prevention

Book a Demo to Learn

Stops Ransomware Before It Starts

Sign Up



**OPSWAT**

8,390 followers

All

Images

Documents

Videos

**Ads**



**OPSWAT**

8,390 followers

Promoted



Get Our Free eBook: How to Block Malicious File Uploads. Learn Best Practices to Prevent File Upload Attacks. Download It Now for Free.

OPSWAT.

WHITE PAPER

How to Block Malicious File Uploads

Get Your Free Whitepaper Now



Free Tech Security eBook: How to Block Malicious File Uploads

# Ad Library

The ad library provides advertising transparency by offering a comprehensive, searchable collection of all ads currently running from across Facebook apps and services, including Instagram.



## Search Ads

[Search tips](#)

Set your location and choose an ad category to start your search.

United Sta... ▼

Ad Category ▼

🔍 Choose an ad category

## Report

Explore, filter and download data for ads about social issues, elections or politics. Also find the spending tracker and spending totals by advertiser and location.

## </> API

Perform customized key... about social issues, elec...

facebook ad library

# Advertising Research: sendgrid.com

Database: United States | Device: Desktop | Date: Jun 7, 2021 | Currency: USD

Positions Position Changes Competitors **Ad Copies** Ad History Pages Subdomains

Filter by product title



Advanced filters **1** X

Ad Copies 1 - 100 (1,079)

Sort by: N

<p>Fastest SMTP Delivery Service - 40,000 Free Emails for 30 Days </p> <p> <a href="https://www.sendgrid.com/">https://www.sendgrid.com/</a></p> <p>Try for free! The award-winning API that will get your transactional email delivered.</p> <p>Keywords: <b>12</b> </p>	<p>Email marketing improved - Results with less complexity </p> <p> <a href="https://www.sendgrid.com/">https://www.sendgrid.com/</a></p> <p>Stop overpaying and wrestling overly complex solutions. Try an easy-to-use platform with the tools, scale, and delivery you need.</p> <p>Keywords: <b>12</b> </p>	<p>Email for Everyone - 40,000 Free Emails for 30 Days </p> <p> <a href="https://www.sendgrid.com/">https://www.sendgrid.com/</a></p> <p>Try for free! The award-winning API that will get your transactional email delivered.</p> <p>Keywords: <b>11</b> </p>
<p>Fastest SMTP Delivery Service - 40,000 Free Emails for 30 Days </p> <p> <a href="https://www.sendgrid.com/">https://www.sendgrid.com/</a></p> <p>Try for free! The award-winning API that will get your transactional email delivered. 30k...</p>	<p>Email Delivery Simplified - Your Partner In Email </p> <p> <a href="https://www.sendgrid.com/">https://www.sendgrid.com/</a></p> <p>Flexible APIs &amp; Access To Real Time Analytics. One Platform For Your Entire Email Program. Our World-Class Platform Delivers More Than 50 Billion Emails Per Month.</p>	<p>Email for Everyone - Fastest SMTP Delivery Service </p> <p> <a href="https://www.sendgrid.com/">https://www.sendgrid.com/</a></p> <p>Try you</p>

semrush ad research



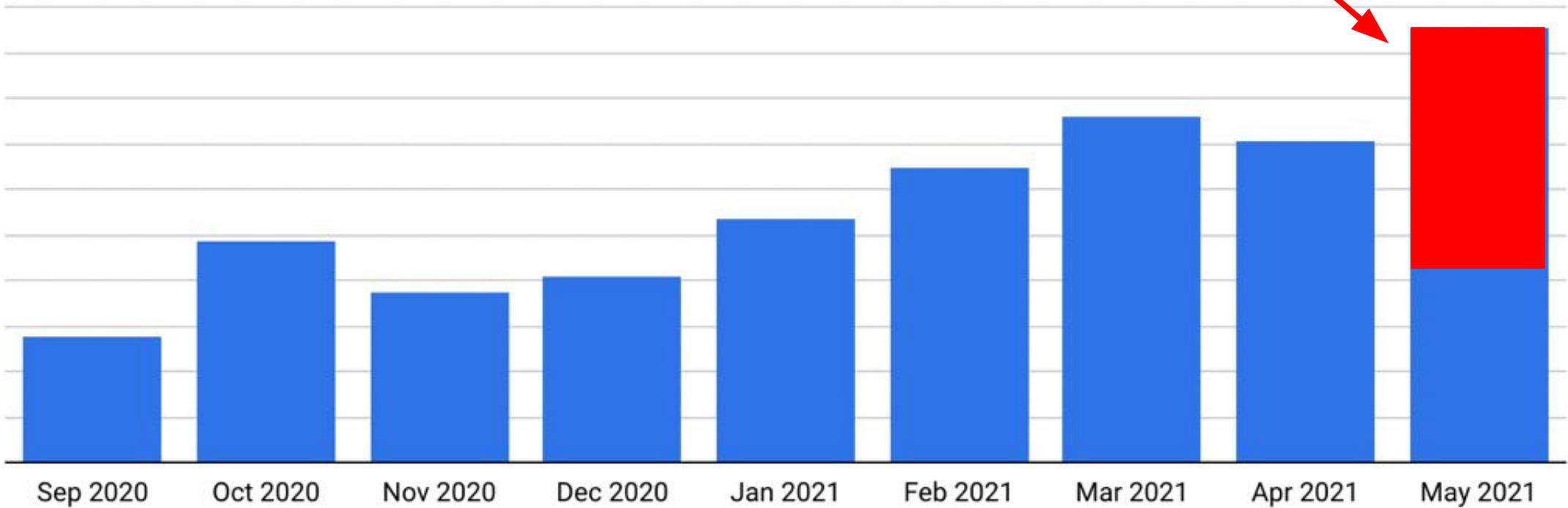
search & keywords

YAY



YAY

all one post.



- Moz Pro
- Campaigns
- Local Market Analytics BETA
- Keyword Research
  - Explore by Site
    - Site Overview
    - Ranking Keywords
  - Explore by Keyword
    - Keyword Overview
    - Keyword Suggestions
- SERP Analysis
- Keyword Lists SAMPLE
- Link Research
- On-Page Grader
- On-Demand Crawl
- Rank Checker

# SERP Analysis

Research by keyword to analyze predictive metrics and identify high-impact suggestions.

## Explore by keyword:

14,999 of 15,000 queries available until 06/09

**1.7k-2.9k**

Monthly Volume <sup>i</sup>

[Learn more about Volume](#)



**35**

Difficulty <sup>i</sup>

[Learn more about Difficulty](#)



**96%**

Organic CTR <sup>i</sup>

[Learn more about Organic CTR](#)



**73**

Priority <sup>i</sup>

[Learn more about Priority](#)



moz serp analysis

## Key recommendations (based on your Google top 10 rivals)

<b>Semantically related words</b>	<ul style="list-style-type: none"><li>Enrich your text with the following semantically related words: <a href="#">lunar day</a> <a href="#">designed clock</a> <a href="#">set a tide clock</a> <a href="#">aa battery</a> <a href="#">time and tide clocks</a> <a href="#">lunar tides</a> <a href="#">wall clock</a> <a href="#">quartz movement</a> <a href="#">free shipping</a> <a href="#">east coast</a> <a href="#">easy to read</a> <a href="#">high or low tide</a> <a href="#">tide cycle</a> <a href="#">atlantic coasts</a></li></ul>
<b>Backlinks</b>	<ul style="list-style-type: none"><li>Try to acquire backlinks from the following domains: <a href="#">so.com</a> <a href="#">wbsrch.com</a> <a href="#">bestappsfinder.com</a> <a href="#">edwardbetts.com</a> <a href="#">protonbasic.co.uk</a> <a href="#">anonymousite.com</a> <a href="#">alldiscountcode.com</a> <a href="#">floridaindependent.com</a> <a href="#">newsbacklinks.com</a> <a href="#">sslwebsiteservices.com</a> <a href="#">couponlx.com</a></li></ul>
<b>Readability</b>	<ul style="list-style-type: none"><li>Average readability score of top 10 URLs: 64</li></ul>
<b>Text length</b>	<ul style="list-style-type: none"><li>Recommended text length: 918 words</li></ul>

semrush content template

# Start Growing Your Organic Traffic Today

Stop guessing what your target audience is searching for, analyze and optimize content for growth.

Yes, Start My Free Trial



# Free Search Demographics Tool

Know your audience

demographics.io

tide clocks

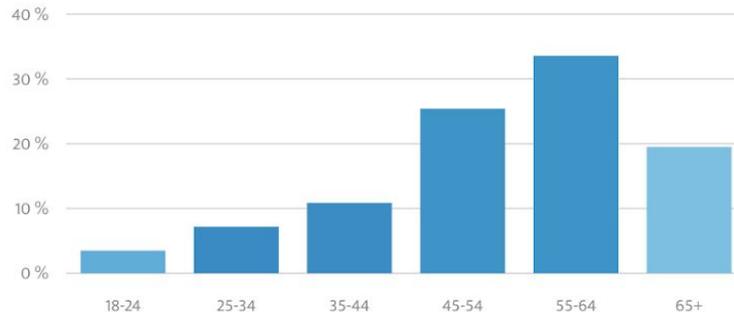


United States

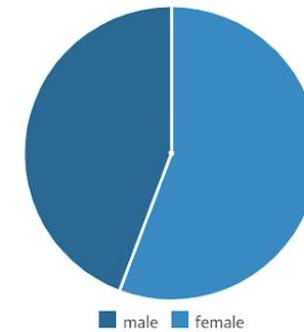
Submit (1/800)

Export

Age



Gender



shout out  
@ipullrank

Keyword	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female
<u>tide clocks</u>	3.49%	7.17%	10.86%	25.39%	33.58%	19.51%	44.25%	55.75%

*Search terms*   
Unsaved



All time  
Feb 27, 2002 – Jun 8, 2021



Table

Row

-  Search term
-  Search term match type
-  Added/Excluded

Column

-  Clicks ↓
-  Impressions
-  CTR
-  Avg. CPC

Search term	Search term match type	Added/Exclude	Clicks	Impressions	CTR	Avg. CPC
weather instruments	Exact	Added	79	3,277	2.41%	\$0.95
weather stations	Broad	None	52	17,892	0.29%	\$1.29
weather channel	Broad	Excluded	36	4,288	0.84%	\$0.99
the weather channel	Broad	Excluded	18	2,974	0.61%	\$0.43
wind gauge	Exact	None	17	142	11.97%	\$0.89
anemometer	Exact	Added	16	131	12.21%	\$0.94



social landscape

# 61% of Marketers to Boost Their Investment in Instagram

KRYSTLE VERMES APRIL 28, 2021



As marketers take a closer look at their social media marketing plans, new research suggests that more of them are looking to increase their investment in one platform, in particular, to achieve their goals.

HootSuite recently [published](#) its “Social Trends 2021” report, and statistics showed that the overwhelming majority of marketers (61%) intend to increase their investment in Instagram for the remainder of the year. This is followed by Facebook (46%), YouTube (45%) and LinkedIn (44%). Only 26% said that they were going to increase their investment in Twitter.

## KoMarketing B2B Marketing Industry News

KoMarketing industry news provides the latest information, news, and trends in online marketing for B2B marketers. We emphasize all facets of B2B demand generation including search, social media, content marketing, email, and marketing technology among other key categories and topics.

- ▶ Realtime
- ▶ Audience
- ▼ Acquisition

Overview

- ▶ All Traffic
- ▶ Google Ads
- ▶ Search Console

▼ Social

Overview

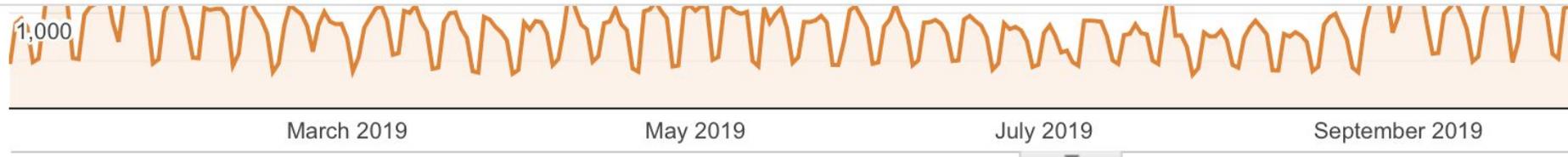
Network Referrals

Landing Pages

Conversions

Plugins

Users Flow



Primary Dimension: **Social Network**

Secondary dimension

Social Network	Sessions	Pageviews
1. <a href="#">Twitter</a>	3,671 (36.00%)	7,492 (42.76%)
2. <a href="#">Facebook</a>	3,334 (32.70%)	4,987 (28.47%)
3. <a href="#">LinkedIn</a>	2,881 (28.26%)	4,558 (26.02%)
4. <a href="#">Blogger</a>	64 (0.63%)	119 (0.68%)
5. <a href="#">Naver</a>	63 (0.62%)	111 (0.63%)
6. <a href="#">Pinterest</a>	62 (0.61%)	74 (0.42%)
7. <a href="#">Instagram</a>	27 (0.26%)	36 (0.21%)

# Free Search Demographics Tool

Know your audience

demographics.io

tide clocks

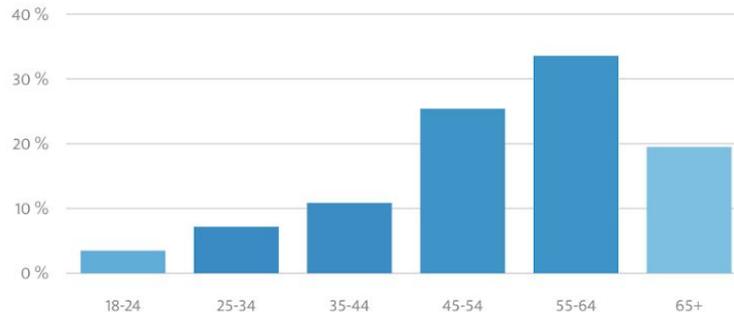


United States

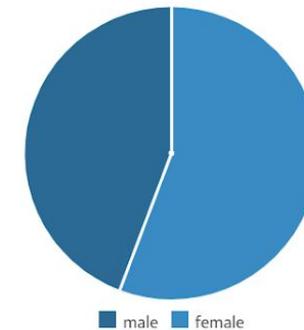
Submit (1/800)

Export

Age

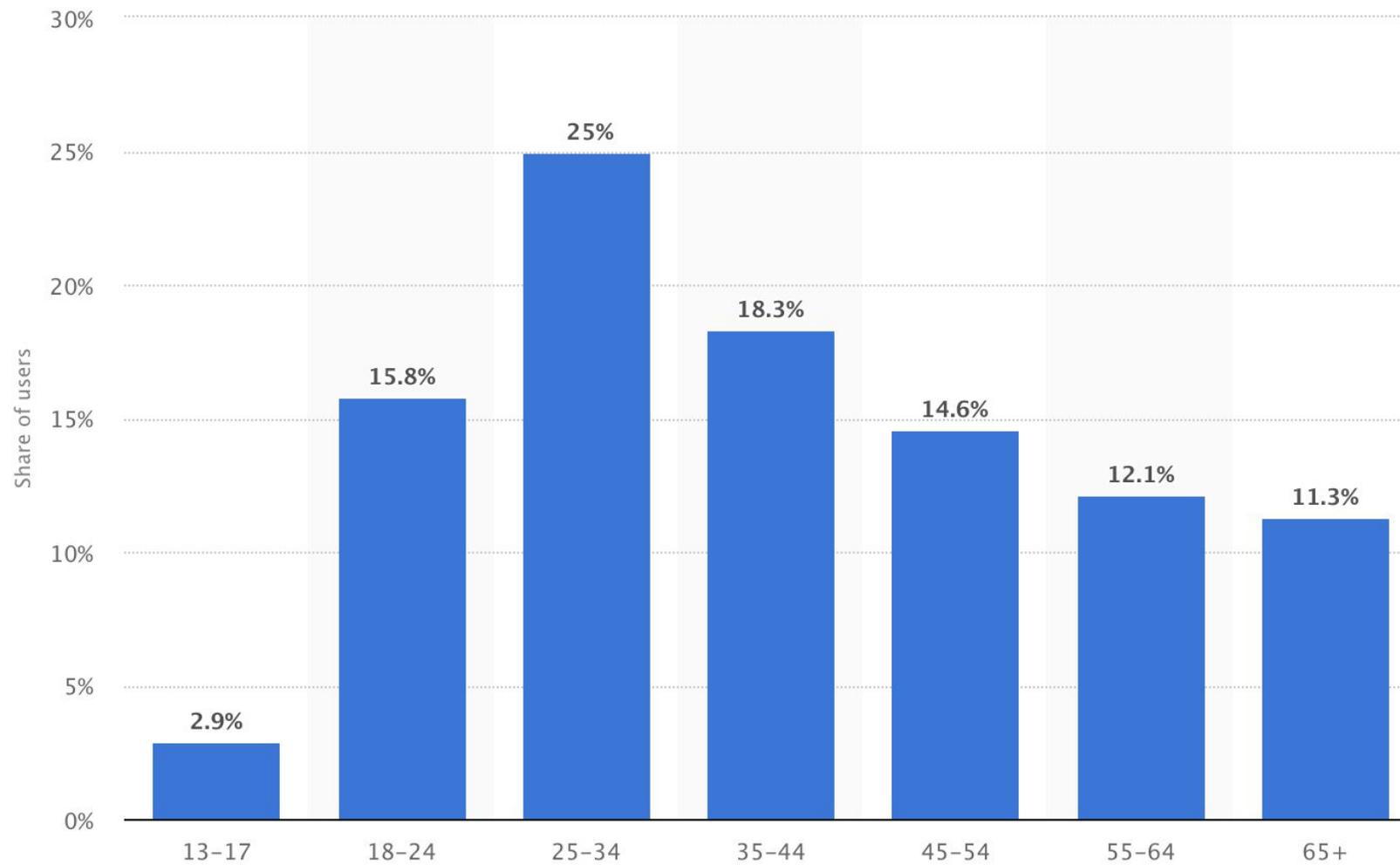


Gender



shout out  
@ipullrank

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<u>tide clocks</u>	3.49%	7.17%	10.86%	25.39%	33.58%	19.51%	44.25%	55.75%



© Statista 2021

what's new?



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Know your audience

demographics.io

tide clocks

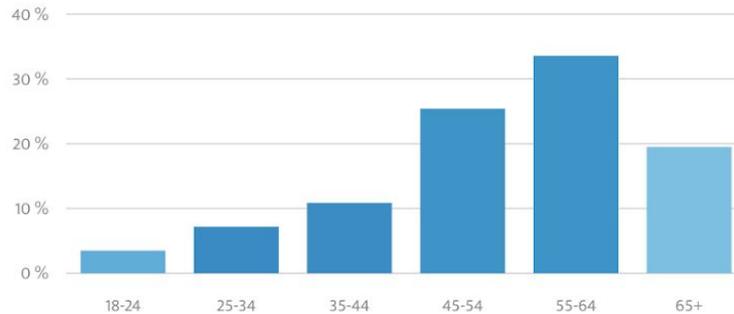


United States

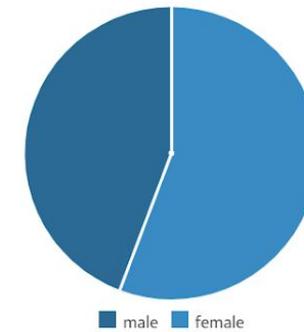
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Shows

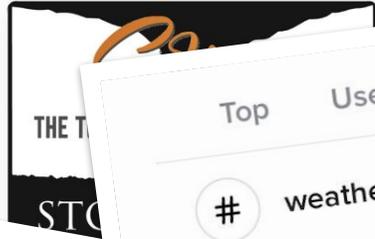
See All



The Weather Channel Podcast  
The Weather Company, An IBM Bu...



WhatIsItAb...  
What Is It Abc...  
Weather



Tornado Trackers  
Weather | Storm Chasers | Tornado...



Weat...  
Wea...

We're live!!! Join us now

Ended · Ministry of Mumbai's Magic

**Climate communications and extreme weather events**

This space has ended

10:28 AM · 6/4/21 · [Twitter for iPhone](#)

1 Retweet 1 Quote Tweet 2 Likes

	Top	Users	Videos	Sounds	Hashtags
#	weathertiktok				580.3K views
#	tiktokweather				620.0K views
#	tiktok_weather				1906 views
#	kashmir_awesome_weather_tiktok				1542 views
#	weather❤️tiktok				233 views
#	hotweathertiktok				135 views
#	coolweathertiktok				322 views



existing efforts

performance

competitors

search & keywords

social

what's new?

**ALWAYS BE YOURSELF**



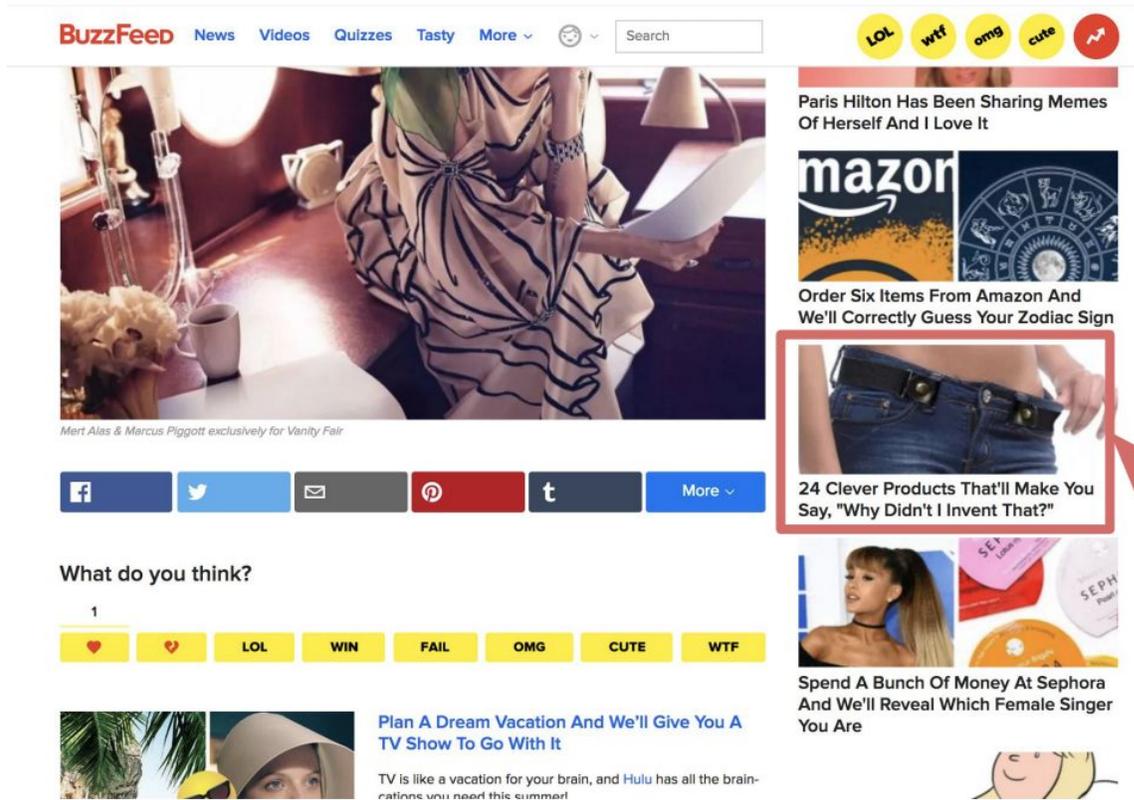
**UNLESS YOU CAN BE A LLAMA  
THEN ALWAYS BE A LLAMA**

testing. testing.



# The Optimizer

<https://bit.ly/3v20jwQ>

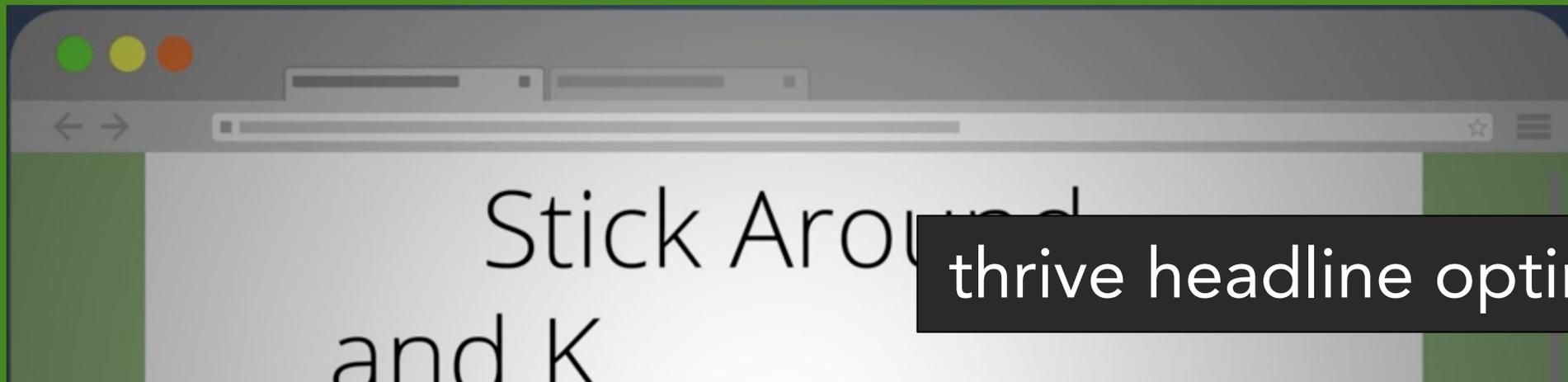


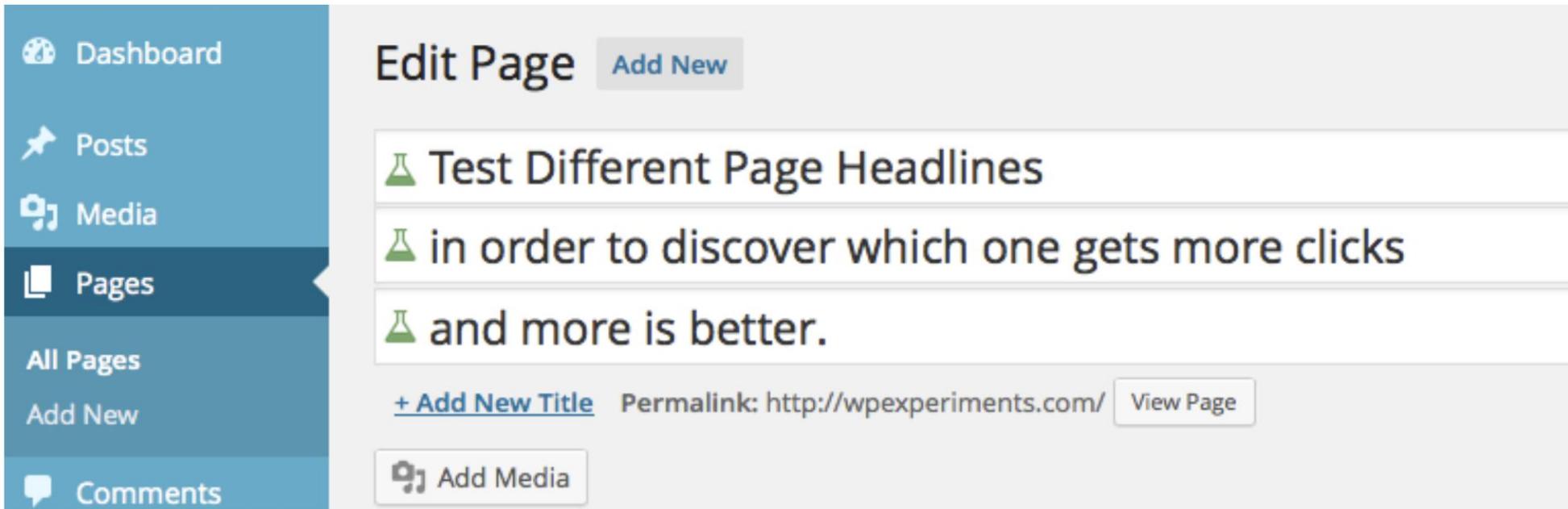
- Tests all the submitted headline x thumbnail combinations (variants) live on buzzfeed.com
- Measures clicks and impressions on every variant
- Selects the winning combination, which becomes the default headline and thumbnail for the article

*During test, each variant of the post is simultaneously shown to a distinct subset of users on the site*

# Thrive Headline Optimizer: Make Your Posts a Massive Success, Instead of a Massive Waste

Watch the video to discover how this plugin will automatically unlock the most compelling, most click-worthy headlines for you:





This plugin **hasn't been tested with the latest 3 major releases of WordPress**. It may no longer be maintained or supported and may have compatibility issues when used with more recent versions of WordPress.



## Title Experiments Free

By Jason Funk

Download

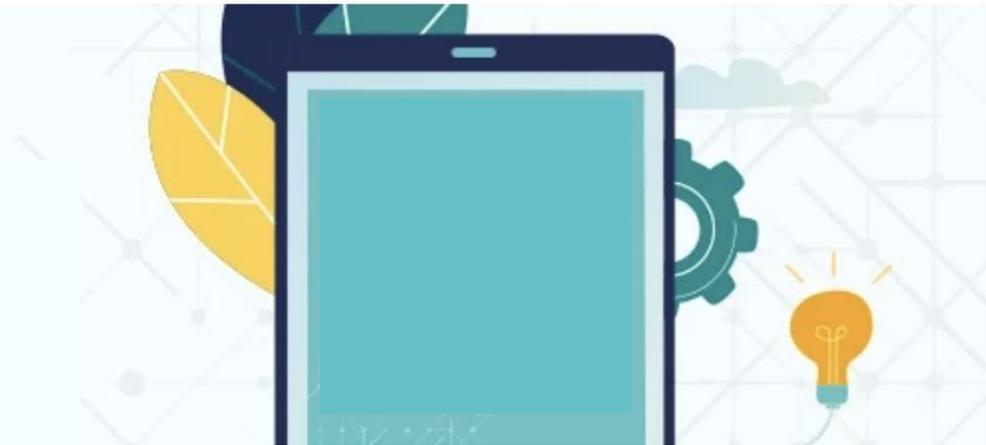
title experiments free

# What is Media Planning?

Media planning is the process by which marketers determine where, when, and how often they will run an advertisement in order to maximize engagements and ROI. The media plan might split advertising spend and resources between various online and offline channels such as broadcast, print, paid ads, video ads or native content.

In today's competitive [marketing landscape](#), marketers need to serve consumers with the right message, at the right time, on the right channel in order to see engagements. [Media planning](#) is where marketers determine what these “rights” are.

Download Our eBook



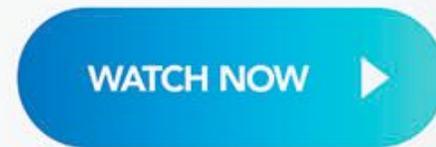
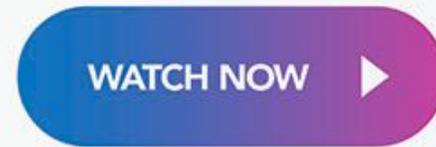


## Terms Relevant in Each Buyer's Journey Stage



Problem / Opportunity Terms	Solution Terms	Comparison Terms
Troubleshoot	Solution	Compare
How to	Provider	Versus
Resolve	Service	Vs.
Risks	Supplier	Comparison
Upgrade	Tool	Pros and Cons
Improve	Device	Review
Optimise	Software	Test

Source: Hubspot



# SEO Split Testing Lessons from SearchPilot: Adding Easter Messaging to Title Tags and Meta Descriptions



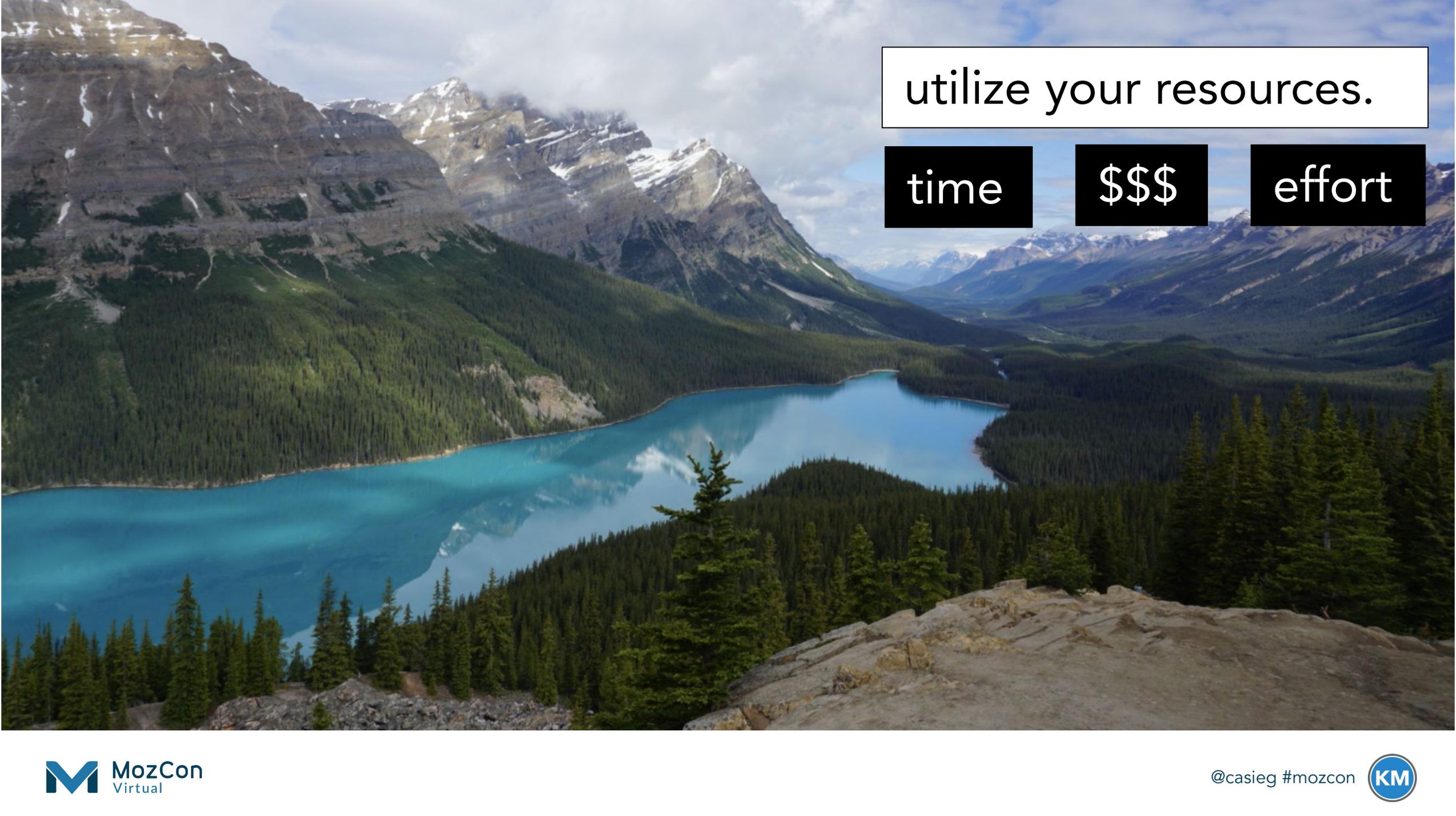
[Sam Nemzer](#)

Thu, 15 Apr 2021 3 min read

## [Start here: how our SEO split tests work](#)

If you aren't familiar with the fundamentals of how we run controlled SEO experiments that form the basis of all our [case studies](#), then you might find it useful to start by reading the [explanation at the end of this article](#) before digesting the details of the case study below. If you'd like to get a new case study by email every two weeks, [enter your email address here](#).

searchpilot

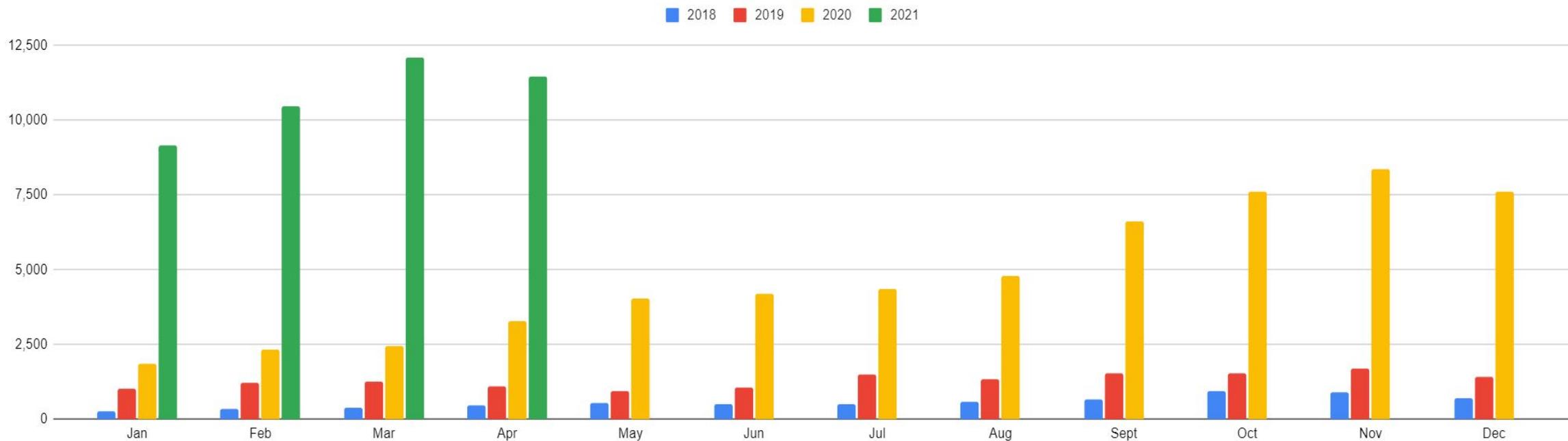


utilize your resources.

time

\$\$\$

effort



frequency: 20 vs 4



all the tools.



 New Idea

 Saved Ideas

 Resources

 View Tutorial

## What is your subject?

Portent's Content Idea Generator lets you create catchy titles for your next blog post, podcast, or video.

Simply type in your subject and the Idea Generator will spin up a creative title and advice to take it to the next level.

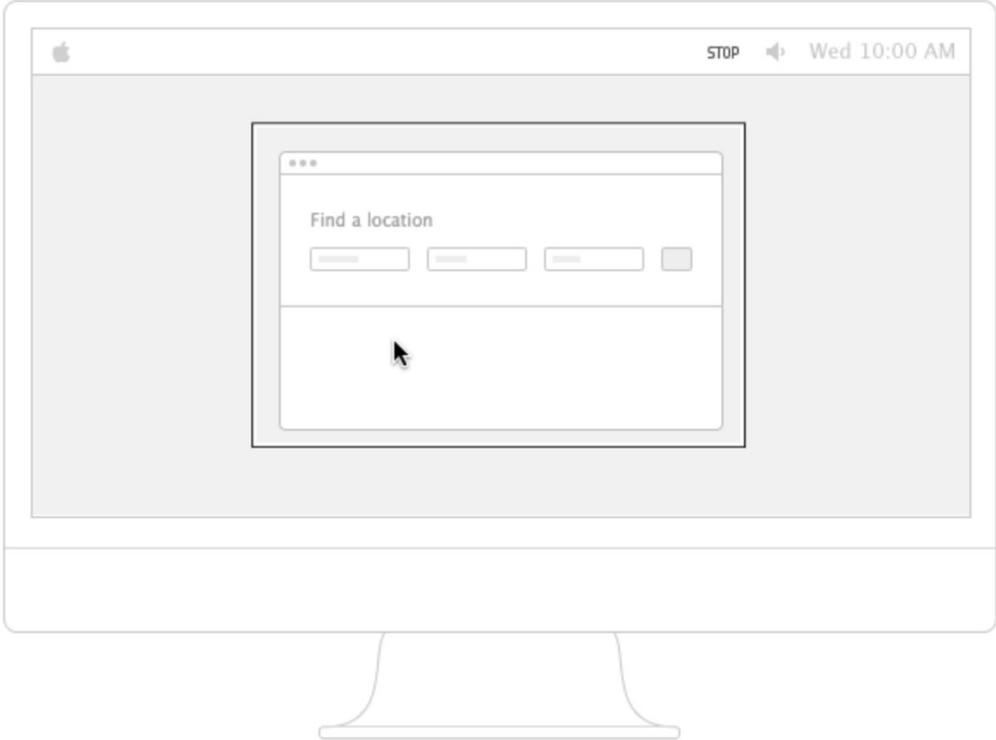
Need help using the Idea Generator?

[View Tutorial](#)



# Recordit Fast Screencasts

*With GIF & Twitter support!*



# The Reddit Keyword Research Tool

Start typing in the [name of a subreddit](#) below and pick one from the auto-generated list. Then click "Get Keywords" to extract keywords from that subreddit. Subreddits with lots of comments have more keywords than those with little activity.

Get Keywords

keywordddit

## Making Memories: Creating Content People Remember (MozCon 2019)

CASIE GILLETTE JULY 16, 2019



### Welcome To Our B2B Marketing Blog!

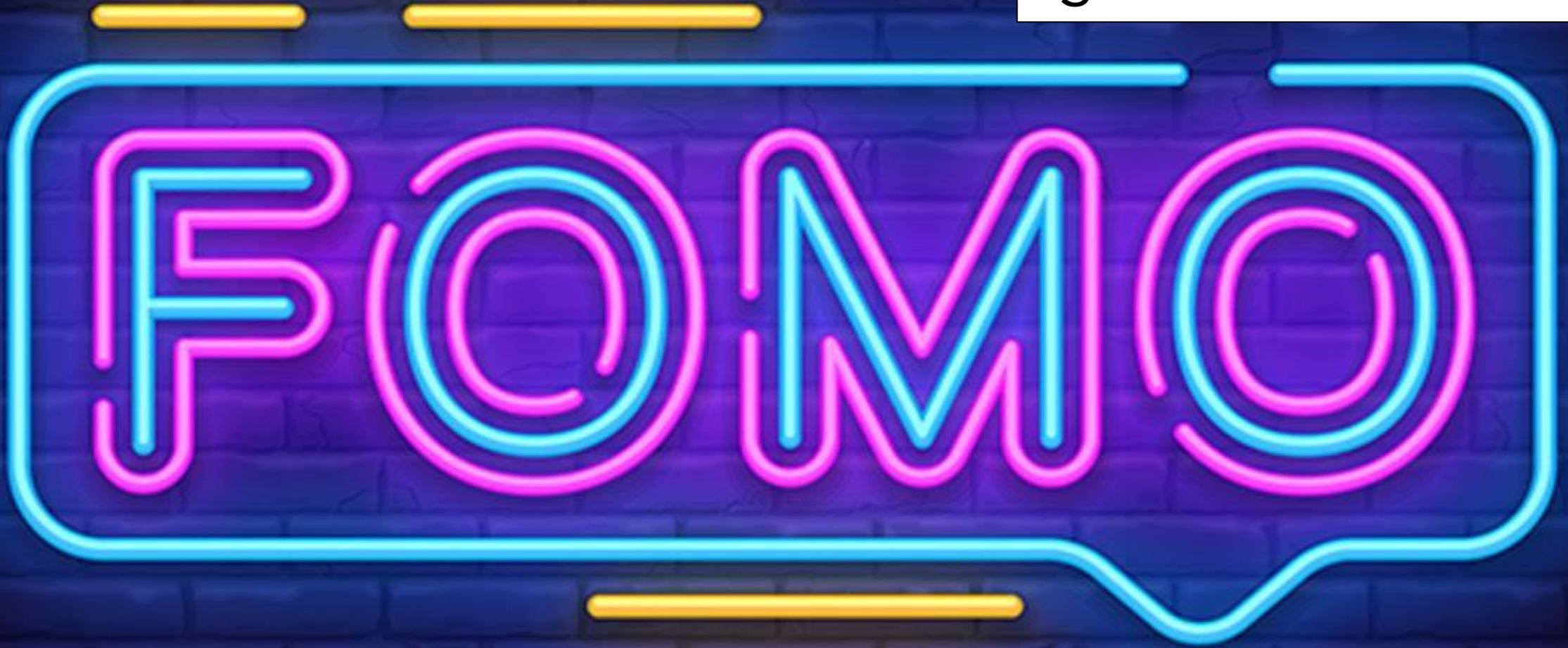
Our goal is to present ideas, thoughts and opinions related to B2B online marketing, with an emphasis in search, social media, and content marketing. We hope to provide an opportunity to engage in discussion and insight related to our campaigns, initiatives, and research in all facets of online marketing for B2B professionals.



create your goals.

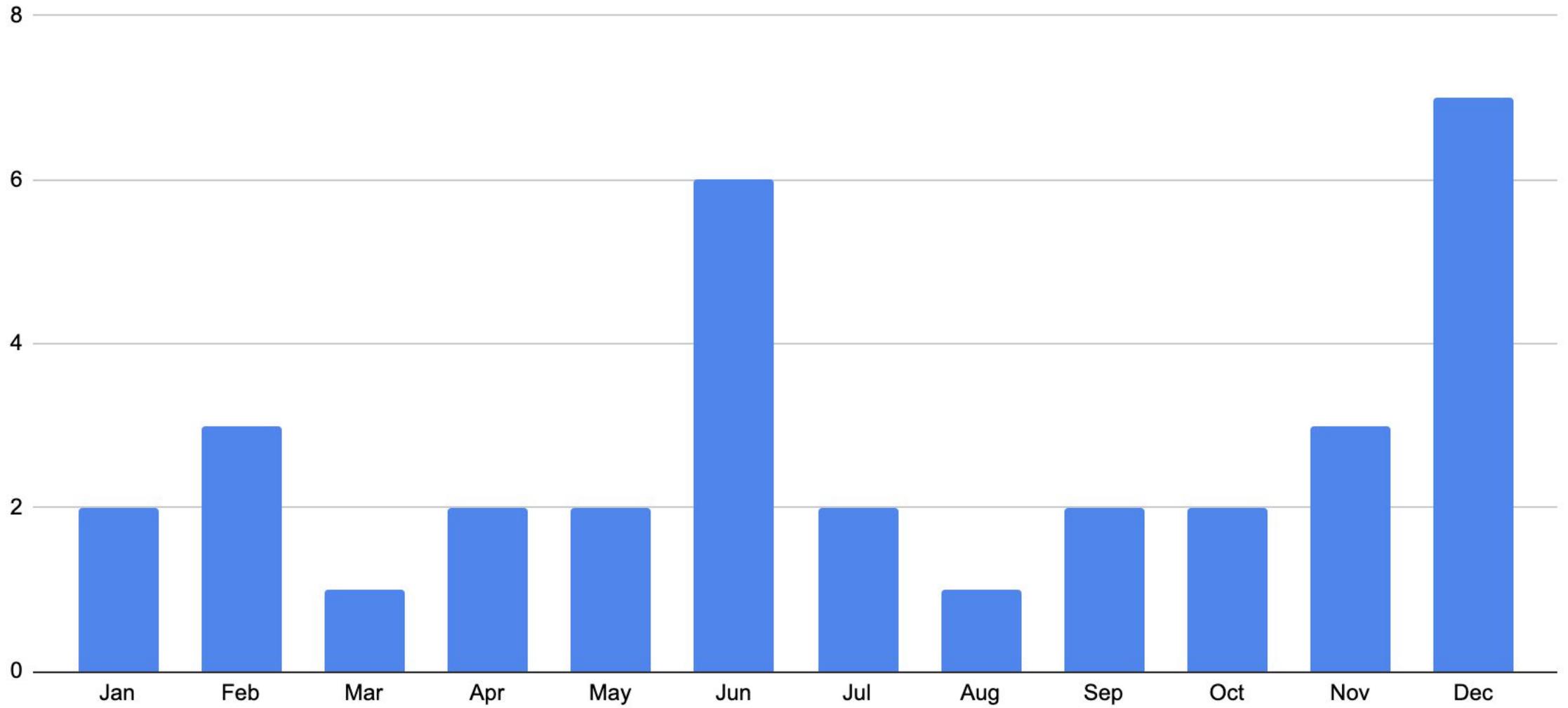


ignore the masses.



be open.





“

the idea of bucking trends to do what is right for YOUR site.

”



# Make It Work

## Measuring Content Marketing Performance: A B2B Marketer's Perspective

Measuring the impact of content marketing allows business-to-business (B2B) marketers to optimize campaigns for better engagement and more effectively attribute ROI.

*But what are the strategies, tactics, and trends behind measuring content marketing performance for B2B marketers?*

To help answer this question, Ascend2 and our KO Marketing fielded the Measuring Content Marketing Performance Survey. We thank the 318 marketers who responded to this survey between in mid-February 2021.

This report, titled The B2B Marketer's Perspective on Measuring Content Marketing Performance, represents the opinions of the marketing professionals responding to the survey operating in the B2B (Business-to- Business) channel.





**Thank You!**