

# THE SECRET TO CONTENT MARKETING:

## AN INTERNAL CULTURE OF CONTENT

Back in 1996, Bill Gates wrote an article famously titled "Content Is King," in which he predicted that content would be where "much of the real money will be made on the Internet." Nearly 20 years later, his prediction is coming to fruition.

### What is a culture of content?

It's a place where "everybody writes,"

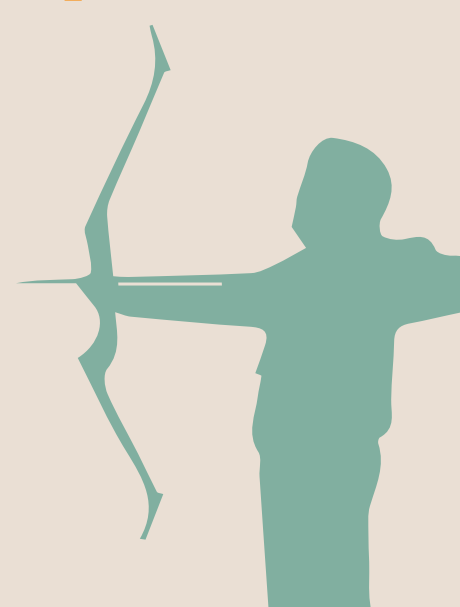
"Content marketing is not a campaign."

#### THE OPPORTUNITY:

### State of content marketing today



of marketers lack a consistent or integrated content strategy.



#### THE STRUGGLE IS REAL:

### Time and resources are at a premium



**69%** of content marketers feel a lack of time is their greatest challenge



**1 IN 2** struggle with producing enough content to engage their target audience

#### WHO CREATES THE CONTENT TODAY?

### Top 5 areas responsible for creating content:



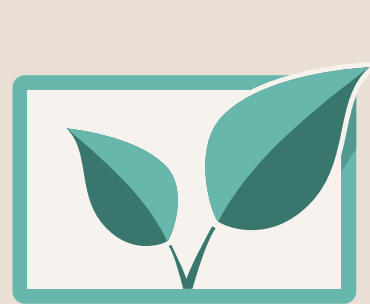
#### WHAT MAKES GOOD CONTENT?

### Top 3 things that make content effective



#### WHY YOU SHOULD PAY ATTENTION:

### Content drives leads and purchases



Organic search leads have a **13% HIGHER CLOSE RATE** than outbound marketing leads



**53%** of consumers are **MORE LIKELY TO BUY** if they find a product through an **ONLINE ARTICLE**



**3 out of 4**

B2B Buyers rely more on content now than they did a year ago



**RETURN ON INVESTMENT** of content marketing was **MORE THAN TRIPLE** that of paid search

To learn more about how an internal culture of content will support your content marketing efforts,

[DOWNLOAD OUR EBOOK](#)

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