

# Is Your Content Marketing Converting?

## The Trend

**75%**

OF COMPANIES  
are increasing their  
investment in content  
marketing

**80%**

OF B2B MARKETERS  
include blogging in  
their marketing

**53%**

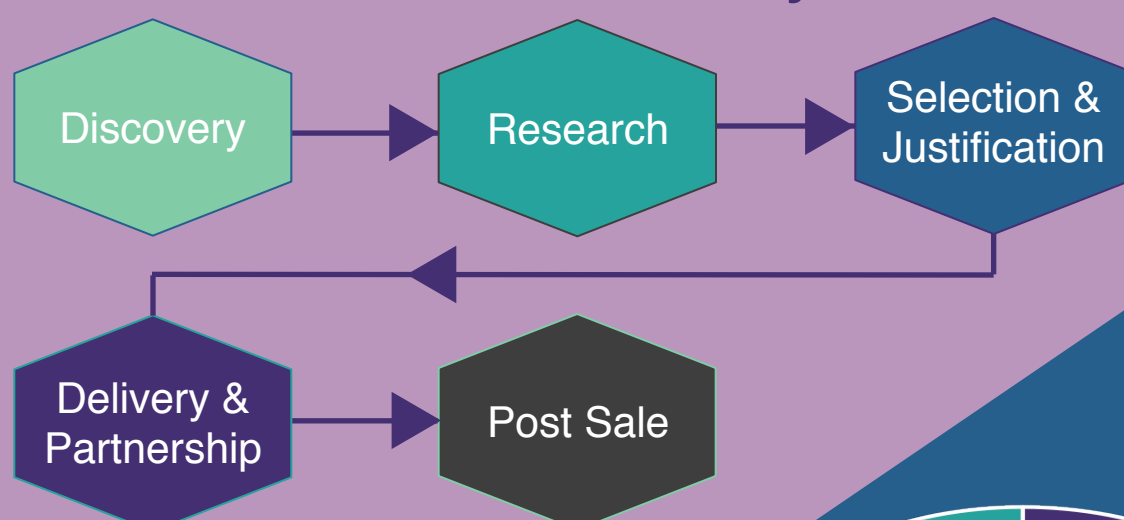
OF B2B PRACTITIONERS  
are seeing greater  
success with content  
marketing

Content Marketing is end-user-focused (rather than product- or company-focused) content that helps your buyer solve a problem.

If done right, it's a great way to build trust and credibility in a variety of formats and channels that resonate.

Here's how to make sure your content marketing is effective:

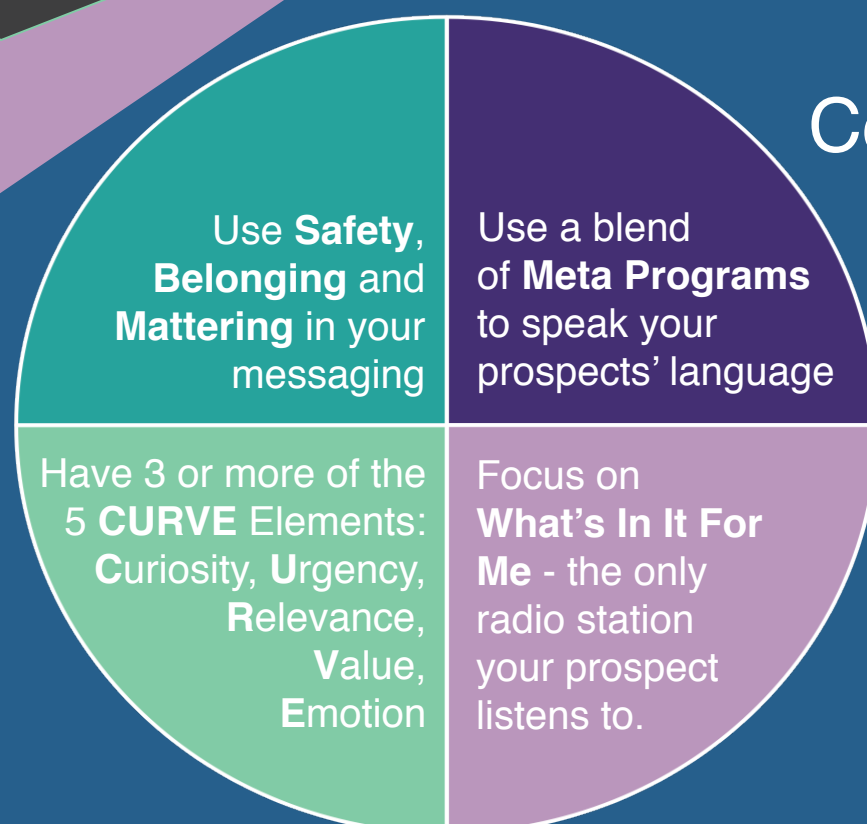
## The Customer Journey



Which stage is your customer in? What do they need to move to the next stage with you?

Meet them where they are and reach them with language that resonates.

## The 4 Crucial Components of Content That Converts



## The Results You Can Expect

**83%**

Higher Open Rate  
with Infographics

**94%**

Email Open  
Rate On  
Targeted Offers

**68%**

Lead Page  
Conversions With  
Case Studies

## Your potential buyers feel more...



**Connected**

Because you're speaking their language



**Engaged**

With you, your message, and what you have to offer them



**Secure**

About taking the next step with you



**300%**

INCREASE  
in marketing  
message  
effectiveness

At SmartTribes Institute, we've helped 700 of the Fortune 1000 and 300 medium-sized businesses get remarkable results.

Email us at [Ops@SmartTribesIntitute.com](mailto:Ops@SmartTribesIntitute.com) to schedule your complimentary **Marketing Optimization Call**. We'll develop your action plan together.