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The Benefits of Content Marketing Can't Be Ignored

By [Rebecca McIntyre](#) on October 22, 2014

While content marketing has been widely embraced as an essential component of a marketing program, it's not clear to some why it's so important. It's necessary for marketers to be able to explain to other people in their company—namely, CEOs, CMOs, and other higher-ups—why part of the budget should be allocated to this practice. In order to help all of the marketers out there who struggle with this challenge, we decided to revisit some of the key benefits of incorporating content marketing into your marketing mix.

Content marketing is not simply a buzzword; instead, it is a powerful tool by which you can achieve your marketing and business goals. If you're wondering why, how, or are confused in any way, don't fret. There are plenty of resources to help you get started. For example, check out this [article](#)—and corresponding infographic—from CJG Digital Marketing that provides valuable advice on how to leverage content marketing to your advantage. We've summarized the benefits below:

1. Generates more inbound traffic to your site
2. Increases engagement with targeted audiences
3. Generates more leads
4. Increases sales
5. Builds up natural link popularity
6. Builds brand awareness
7. Establishes you as a thought leader
8. Is cheaper than traditional forms of marketing

If you're looking for a tool to help you accomplish your business goals, check out [Opentopic.com](#). And, if you missed this article by [Jomer Gregorio](#) of CJG Digital Marketing, [8 Hard-to-ignore Content Marketing Benefits \(Infographic\)](#), make sure to read it for greater clarity.



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the most powerful tools available for doing business and connecting with targeted customers through the Internet – a fact known to up to **73% of business who rely on branded content for marketing and promotion.**

TOP 6 B2B Content Marketing Tactics

B2B Marketing Stats 2014 Infographic - Triblio



Businesses from various industry niches in both B2B and B2C arenas rely on different kinds of content and approaches to content marketing. Social media, articles, newsletters and blogs remain at the businesses.



Content marketing provides several benefits that business owners simply could not ignore. The following describes some of these benefits in detail, showcasing just a sampling of the limitless opportunities businesses can gain with content marketing.

1 { Content Marketing Generates More Inbound Traffic to Your Site



The power of content marketing for generating inbound traffic is by providing targeted audiences with relevant information that can provide a solution to a particular need -- a problem, an improvement or simply entertainment.



Custom content is favored by up to **68% of consumers** for the basic reason that it caters to their interest or particular need for information according to consumer study conducted by the Custom Content Council.

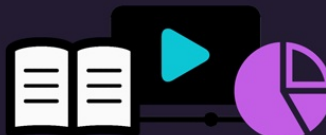


The more pages and posts you have that provide these kinds of highly-targeted custom content, the higher the amount of inbound traffic that your sites will generate.

2 { Content Marketing Increases Engagement with Targeted Audiences



Generating responses or engagements from specific types of audiences will depend on a particular type of content that caters to their interests or needs.



Targeted audiences may prefer detailed instruction manuals or tutorials while others may prefer purely or highly visual content, as in the case of infographics and videos.



The simple act of enhancing articles with appropriate pictures or images can already increase total viewership by up to 94%.

3 { Content Marketing Generates More Leads

54% Leads

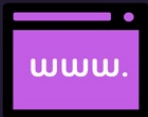


By conducting an effective content marketing campaign, all your inbound traffic and engagement generation efforts can deliver even better results by up to three times more leads for every dollar you invest.

93%



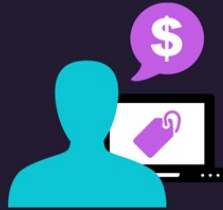
companies in the B2B market use this type of marketing



Companies with blogs and websites like these can generate 97% more leads than other companies without content-rich websites or business blogs.

4 { Content Marketing Increases Sales

Custom Content Council highlighted that up to 55% of consumers are not only attracted to custom content but most likely would buy the products or services of the content provider.



The better your targeted customers understand and appreciate the benefits they can gain from your business, the more likelihood they can become paying customers.

Many companies already benefited from using these types of video in their content such as Salesforce-owned Rypple (20% increase in conversion rates) and Zappos (30% increase in sales).

Rypple 20% increase in conversion rates

30% increase in sales Zappos.com

5 { Content Marketing Builds up Natural Link Popularity



97% more leads

Companies with blogs and websites like these can generate 97% more leads than other companies without content-rich websites or business blogs.



This will boost your site's natural link popularity as well as establish higher degrees of authority for your brand – factors that will further boost your PageRank ratings and your SEO.

6 { Content Marketing Builds

01 Brand Awareness



This is where you develop higher levels of relationship and engagement with your targeted audiences. The higher the quality of content you provide, the greater authority and awareness you generate for your brand.



By building brand awareness through your content, your business can generate higher levels of authority, trust and respect from targeted audiences.



These in turn will influence the purchasing decisions of at least 52% on consumers who rely on blogs for information according to LeadersWest Digital Marketing Journal.

7 Content Marketing Establishes You as a Thought Leader



You would be regarded as an authority or an expert in your industry niche, particularly true if you provide high-quality content that have helped, educated or entertained your targeted audiences.



As a thought leader, you would be in a position where people will listen to what you say and maybe even influence their purchasing decisions based on your recommendations.

8 Content Marketing is Cheaper than Traditional Forms of Marketing



Compared to other forms of marketing, digital or otherwise, content marketing can prove to be more cost effective in delivering the results you want.

The average cost of lead generation through inbound marketing is only half of what businesses can spend through outbound marketing.

But content marketing, as an inbound marketing tool, is even more cost-effective than traditional marketing by as much as 62% less cost.



Content marketing can be implemented even from within your own organization or team. This makes content marketing more cost-effective than paying someone else to do specific marketing tasks for you.

Businesses who would like to get ahead and reap the benefits of using this powerful tool

should start planning and executing a carefully-planned content marketing campaign – and reap all the benefits listed here.... and more.

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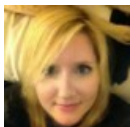
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 About the Author

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About Rebecca McIntyre

Rebecca is the Marketing Manager at Opentopic. She has worked as a marketing communicator in a wide variety of fields, ranging from architecture to financial services to communications consultancies. As a passionate writer and

content marketer, she decided to join the startup world--and is loving it! She enjoys connecting with people, so feel free to reach out to her on Twitter.



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Jomer B. Gregorio

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