

# 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

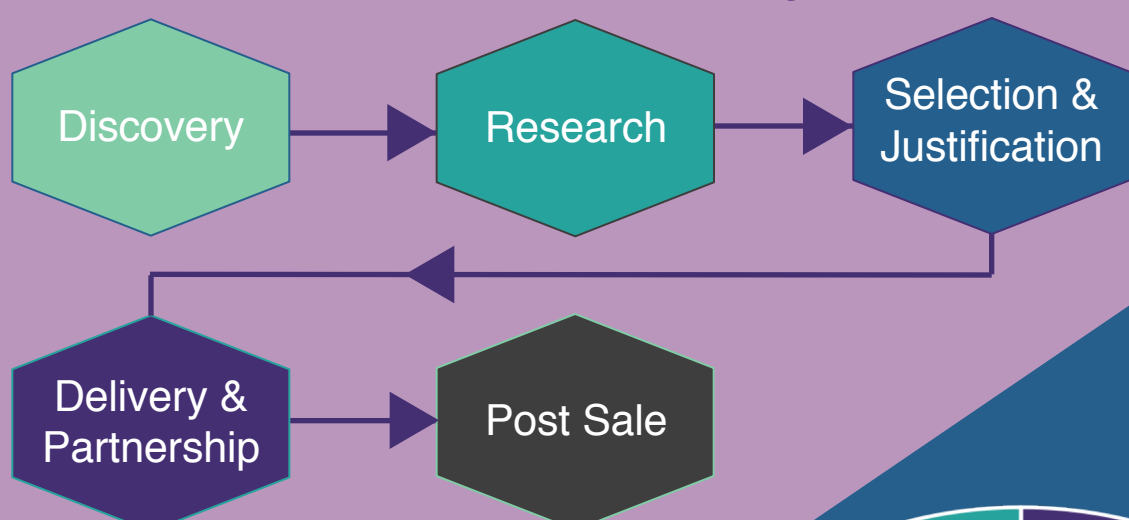
Content Marketing is end-user-focused (rather than product- or company-focused) content that helps your buyer solve a problem.

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:

\*With gratitude to Content Marketing Institute, Marketing Profs & Curata for 2017 B2B Content Marketing Benchmarks, Budgets, and Trends

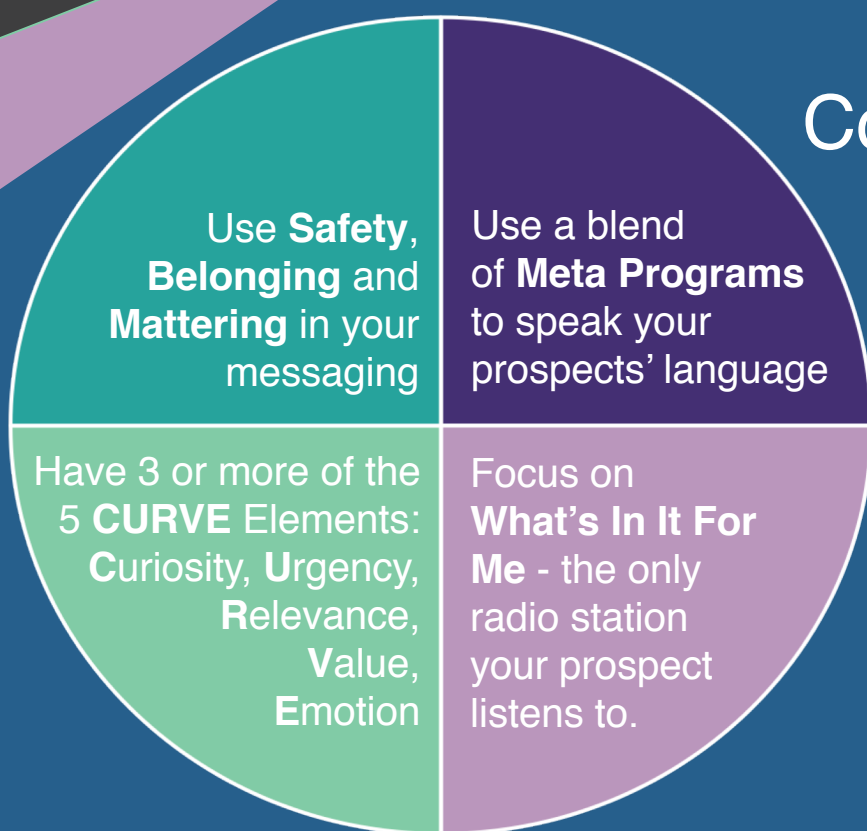
## The Customer Journey



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



### 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

\*Based on SmartTribes Institute marketing results

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.