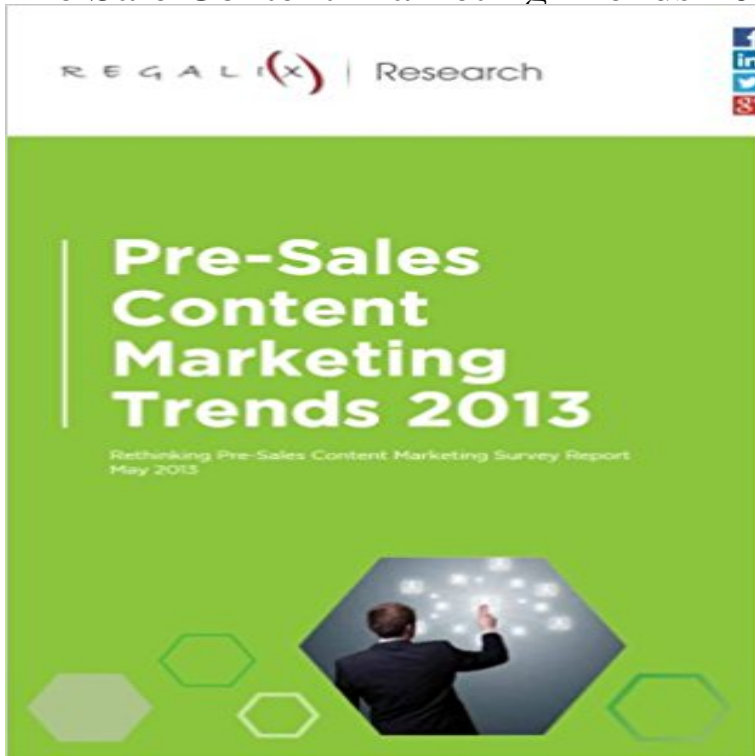


Pre Sale Content Marketing Trends 2013



Content Marketing is transforming the way marketing professionals market their products. With nearly \$17 billion invested in 2012 (according to the Custom Content Council) , content marketing is fast becoming the cornerstone of the B2B marketing mix. However, not all content marketing channels perform equally well for every marketing objective. We identified the five most significant pre-sales marketing objectives of the B2B CMO: creating awareness, generating leads, nurturing prospects, activating engagement and influencing purchases. We analyzed content types and distribution mechanisms through the lens of these marketing objectives. This report details our findings about which content tactics B2B marketing organizations are using, and which distribution channels are most effective based on measurements of reach, conversion and ROI. This data helps CMOs invest in the right content marketing tactics for executing their content marketing strategy.

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Content Marketing and Sales Effectiveness Survey, Richardson, May 2013 **Content Marketing Trends In 2013 - Small Business Trends** Pre-Sales-Content-Marketing-Trends-2013_L2. Published January 11, 2015 at 288 ? 357 in Pre-Sales-Content-Marketing-Trends-2013_L2. . **Top B2B Content Marketing Trends in 2013 - MarketingProfs** tracking ROI however, having a documented strategy helps (35% of those with a strategy say they Marketing Institute in early 2014better reflects . Sales Lead Quality. Higher Conversion Rates. Sales. Sales Lead Quantity . 2013. 2014. 2015. 2015 B2B Content Marketing TrendsNorth America: Content Marketing **2013 Benchmarks, Budgets, and Trends - Content Marketing Institute** Mar 2, 2017 What are the hottest content marketing trends 2017? 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With nearly \$17 billion **8 Biggest Content Marketing Trends that Will Dominate 2017** Digital content marketing drives surge in digital product sales for publishers While many organizations have discovered the power of digital content marketing to **Images for Pre Sale Content Marketing Trends 2013** Oct 24, 2012 2013 B2B Content Marketing Benchmarks, Budgets and Trends . industry fill out such surveys because they want early access to the results. **Content Marketing Trends To Watch Out For In 2017 [Infographic** Nov 14, 2012 Some 86% of B2C marketers in North America are using content marketing, employing 12 individual tactics on average but, as is the case with **2013 Post Sales Content Marketing Trends and Tactics** **Regalix** Here are 3 critical content marketing trends that signal big industry changes still ahead. By Joe Pulizzi published January 12, 2013 Content marketing didnt seriously hit the scene until early 2009. In early to . Its always about the sale. Jan 9, 2015 Our research has revealed there the six most significant post-sales 9 10 11 12 13 14 15 16 17 18 Post-Sales Content Marketing Trends 2013. **What Content Marketing Will Look Like in 2016: 40+ Predictions** Dec 14, 2015 The hottest, most positive trend will be enterprises reorganizing their brand, product, marketing, sales, and customer service teams around innovation and customer Check out our forecasts for 2009, 2010, 2011, 2012, 2013, 2014, and . talking about - the Snapchat generation extends into early-30s. **Post-Sales Content Marketing Trends 2013 - SlideShare** Content marketing is a form of marketing focused on creating, publishing and distributing This relatively new form of marketing usually does not involve direct sales. adaptations and digital distribution became the foundation of marketing strategy. In it, the columnist points out that by 2013, use of content marketing had **Pre-Sales Content Marketing Trends 2013 - Regalix** Regalix has prepared marketing survey reports on different marketing State of B2B Content Marketing 2016 Pre-Sales Content Marketing Trends 2013. **Marketing Trends 2013 for B2B Content Marketing** Our research has revealed there the six most significant post-sales stages for a B2B CMO: Aiding Consumption, Pre sale content marketing trends 2013. **2014 B2B Content Marketing Research: Strategy is Key to** Jan 9, 2015 88% B2B marketers use Content Marketing as the central function of 4 5 6 7 8 9 10 11 12 13 14 15 Pre Sale Content Marketing Trends 2013.