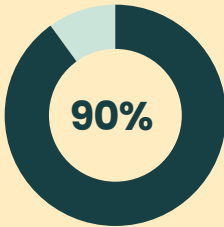


10 Reasons to Turn up the Heat on Your Content Marketing Efforts

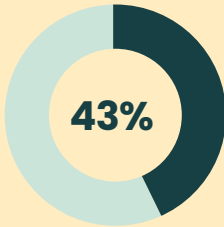
If it feels like it's getting harder and harder to close B2B sales, there's a good reason why: It is.

Gone are the days of inking a deal after a sales call or two. The typical B2B buyer is now an entire group of decision-makers and influencers, all of whom are doing their due diligence to ensure every penny of their budget is spent in the best way possible.

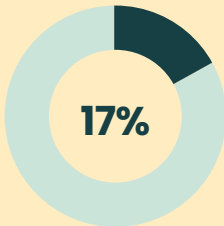
How can you make them choose you in the end? With a content marketing strategy that's designed around their needs, wants, and expectations.



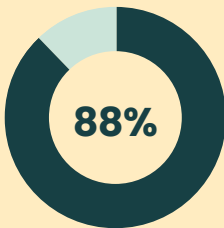
Nearly **90% of decision-makers** want vendors to understand their business, prove the value of their solutions, and act as a trusted source of industry knowledge



43% of decision-makers expect the thought leadership they consume to demonstrate an understanding of their organization's major pain points



17% of B2B SaaS buyers say the inability to get credible content is their main buying challenge



88% of top-performing B2B content marketing programs prioritize their audience's informational needs over their organization's sales/promotional message



48% of B2B SaaS buyers consider **4-6 providers** before making a final decision



36% of B2B SaaS buyers will disqualify a vendor if their content is confusing or contradictory



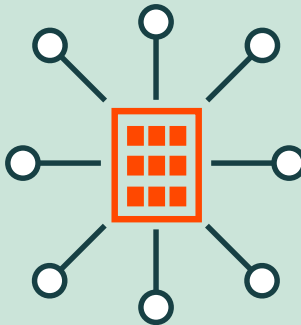
It takes the average B2B SaaS buyer **56 days** to go from anonymous first touch to a demo



B2B organizations can generate a **5-10% revenue lift** just from increased content relevance and engagement



65% of content assets go unused, largely because marketing does not understand how sales reps interact with buyers



B2B companies that provide the best omnichannel experience **improve their market share by at least 10% each year**

Don't let the numbers intimidate you. Discover how a content marketing engine can supercharge your buying journey and achieve your biggest business goals in **A Startup's Guide to High-Impact Content Marketing.**