

Benefits of Content Marketing for B2B Businesses and Beyond



66% of successful B2B content marketers said it helps **nurture leads**, subscribers, and their brand's audience.

35%

of business bloggers with strong results said lead magnets and gated content are most effective for their brand



62% of successful B2B content marketers said that it **generates sales and revenue**

Brands that publish original or primary research on their blog are

41% more likely to notice results,

Yet only 42% publish original research.



83% of B2B content marketers said it helped build brand awareness.

In 2022, **52.2% of search keywords** indicated people were looking for information, **21.1% of keywords** were transactional indicating people were interested in buying a **product or service**. The use of transactional keywords increased from 16.4% the previous year.



59% for successful B2B content marketers said content marketing helps them **build an audience of subscribers**

Content Marketing Trends America 66 1959 Content Marketing Trends

Daniela Niemeyer



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