

4 WAYS blogging can drive your B2B marketing objectives

1

Blogging supports social media & search strategies.

434% increase in your chances of ranking higher in search by having a blog on your website. (Tech Client)



23% of today's posts on social media include a link to a blog post. (Quoracreative, 2019)

B2B marketers are more likely to use blogs in their social media content (75%) than B2C marketers (61%). (Social Media Examiner)

2

Blogging positions you as an industry leader.

69% of consumers say that a blog adds credibility to a website. (Simple Marketing Now)



96% of B2B buyers want content with more input from industry thought leaders. (Demand Gen)

93% of B2B buyer's survey respondents valued vendors that "demonstrated experience with/knowledge of our industry." (Demand Gen)

3

Blogging aids in the customer journey.

71% of B2B buyers consume blog content during their buyer journey. (Demand Gen)

More than half of all B2B buyers view at least eight pieces of content during the purchase process, and **82%** of buyers viewed at least **five pieces** of content from the vendor prior to purchase. (Forrester)

81% of B2B decision makers use online communities and blogs to help make purchasing decisions. (Marketing Think)



4

Blogging improves your return on investment.

The average company that blogs has:

55% more visitors
97% more inbound links
434% more indexed pages (HubSpot)

82% of marketers who blog see positive ROI from their inbound marketing. (HubSpot)



B2B marketers who blog generate **67%** percent more leads per month than those that don't. (SocialMediaB2B)

