

# CONTENT MARKETING

## 8 STEPS STRATEGY

- According to Hubspot, **53%** of marketers say blogging is their top content marketing priority.
- Per curata, long form contents generate 9 times more leads than short form contents
- Per Hubspot, **B2B** marketers that blogged 11 + times per month had almost 3 times more traffic than others.
- According to Demand gen, **95%** of B2B buyers consider content as trustworthy when evaluating a company.



# How To Start Content Marketing Strategy Tips For Workers

**Yicheng Fang**



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