

# CONTENT MARKETING

INFORMATION  
PROSPECTS  
CUSTOMERS  
MEDIA  
CUSTOMERS

## B 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.

01

Define your goal

Understand your audience

02

03

Identify content formats

Create an effective content

04

05

Promote your content

Evaluate your performance

06

# Advanced Content Marketing Strategy Ideas

**Jin-Ying Zhang**



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