

CONTENT MARKETING STATISTICS

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graph TD; A((CONTENT MARKETING STATISTICS)) --- B(70% of people would rather get information from blogs than traditional advertisements - Demand Metric); A --- C(There are more than 600 million blogs out of 1.9 million websites in the world. - Statista); A --- D(Short-form videos like TikTok and Instagram Reels were the most effective formats on social media in 2022. - Search Engine Journal); A --- E(Customers are around four times more loyal to eco-friendly businesses. - NetO); A --- F(Bloggers who publish between two and six times per week are 50% more likely to report strong results. - Orbit Media); A --- G(63% of business to business (B2B) marketers use content to boost customer loyalty. - Adobe); A --- H(80% of people listening to podcasts listen to all or most of each episode. - Podcast Insights); A --- I(70% of viewers bought from a brand after seeing it on YouTube - Google);
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