

Content Marketing Best Practices for Small Businesses

What are the biggest factors in content marketing success?

Have a documented content strategy:

32%
of B2B marketers have one

37%
of B2C marketers have one



Meet daily or weekly to review effectiveness of content marketing efforts:

44%
of B2B marketers do so

48%
of B2C marketers do so



Be willing to invest in content marketing:

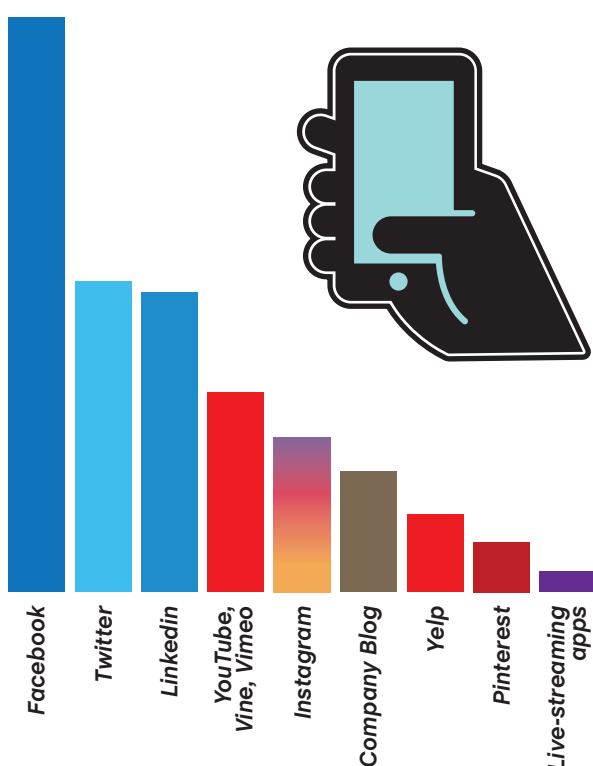
B2B marketers allocate
28%
of their total marketing budget to content marketing

B2C marketers allocate
32%
of their total marketing budget to content marketing

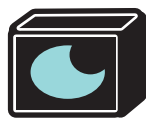


What social networks do small businesses use?

Facebook: **70%**
Twitter: **38%**
LinkedIn: **37%**
YouTube, Vine or Vimeo: **26%**
Instagram: **25%**
Company blog: **24%**
Yelp: **16%**
Pinterest: **14%**
Live-streaming apps: **7%**



What do small businesses use social media marketing for?



To promote a specific product/service: **45%**



To share information about sales and discounts: **38%**



To gain likes and fans: **38%**



To solicit/respond to customer feedback: **34%**



To provide videos highlighting products or services: **29%**



To share a company blog post: **20%**



To establish my personal expertise: **23%**

A Picture Is Worth 1,000 Words

67% of B2B marketers use infographics for content marketing (up from 62% in 2015).



62% of B2C marketers use infographics for content marketing (up from 45% in 2015).

Facebook posts with images get **2.3X** more engagement than those without.



Blog posts and articles with images once every 75-100 words get **2X** more shares than those with fewer images.

No wonder **51%** of B2B marketers and **55%** of B2C marketers say creating visual content is a priority this year.

