

Newzful

Mixed Bag

Useful Facts (Marketing): 1.6.14

MOBILE MANIA: Typical mobile users check their phone 150 times per day. This includes messaging, voice, social media, search, news, directions, music, alarm, weather, time, gaming, and camera. (Source: Meeker Report)

TRUSTWORTHY-NESS: 84% of respondents to a recent Nielsen survey said word-of-mouth recommendations from friends and family, often referred to as earned advertising, are still the most influential form of marketing. Trust in advertising on branded websites increased 9 percentage points to 69 % in 2013 as the second most trusted format in 2013, a jump from fourth-place ranking in 2007. Sixty-eight% of survey respondents indicated that they trust consumer opinions posted online, which ranked third in 2013, up 7 percentage points from 2007. (Source: Nielsen)

AND THE WINNER IS: 85% chose Twitter as the #1 social platform. LinkedIn? A close second with 82%. YouTube and Facebook? 77% and 71%. Finally, Google+ at 36%...but with predictions that Google+ will be 3 times as relevant in 2014 as it is now. (Source: Social Media Benchmarking Report)

TOUGH TIMES: In terms of difficulty of execution, nearly half (49%) of B2B marketers put social media marketing at the top, followed by content marketing (39%), SEO (26%) and mobile (25%). (Source: eMarketer)

LET ME COUNT THE WAYS: The top four metrics used to measure B2B social media success are web traffic (60%), sales lead quality (51%), social sharing (45%) and sales lead quantity

(43%). (Source: MyCustomer.com)

TACTIC-AL MANEUVERS: B2B marketers use an average of 13 content tactics (i.e., blogs, whitepapers, social media), a slight increase from last year. The use of all tactics has remained fairly consistent, with one standout: Infographics have seen a considerable increase, from 38% in 2012 to 51% last year, B2B content marketers continue to rate in-person events as the most effective tactic, followed by articles on website and enewsletters. (Source: CMI)

DIGITAL DOLLARS: US digital ad spending continues to grow at a healthy pace. Between 2012 and 2017, investment in online and mobile paid media will increase from \$36.80 billion to \$62.83 billion, for a compound annual growth rate of 11.3%. (Source: eMarketer)

NEW YEAR, SAME ISSUES: The top three challenges faced by SMB B2B marketers are lead quantity (69%), lead quality (60%), increasing brand awareness (56%) and reaching decision makers (52%). (Source: MarketingProfs)

HOOK, LINE & SINKER: Different types of content address different levels of the purchase funnel. At the top of the funnel, blog posts, news articles, press releases and social media content drive awareness. In the consideration stage, “category level” web page content, “long tail” blogs and news articles, newsletters, FAQs and white papers are most effective. (Source: Brandpoint)

GETTING IN ON THE ACT: 54% of B2B marketers plan to increase spending on content marketing in 2014. (Source: MyCustomer.com)

BLOGS WORK: Blogs convert readers into buyers. 42% of consumers look to blogs for information about potential purchases; 52% say blogs have impacted their purchase decisions; and 57% of marketers have acquired new customers with their blogs. (Source: leaderswest Digital Marketing Journal)

FINDERS KEEPERS: Marketers produce a wide variety of content to support SEO, with web pages (79%), social media (74%) and blogs (68%) topping the list. The least-used tactics?

Mobile apps (14%), digital magazines (11%) and podcasts (8%). (Source: MarketingSherpa)

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