

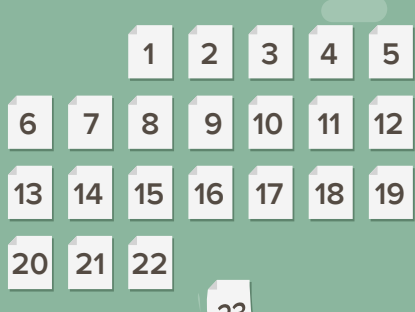
HOW TO GAIN A CONTENT MARKETING ADVANTAGE



Whether you're playing a game or doing your job, gaining an edge on your competition is a huge advantage. Since most companies have a content marketing strategy, separating yourself from the pack is even more valuable.

Searching for ways to stand out in a crowd can be tough. But if you look at the right stats and trends, you can find an advantage that takes your content marketing to the next level.

CONSISTENCY IS KEY



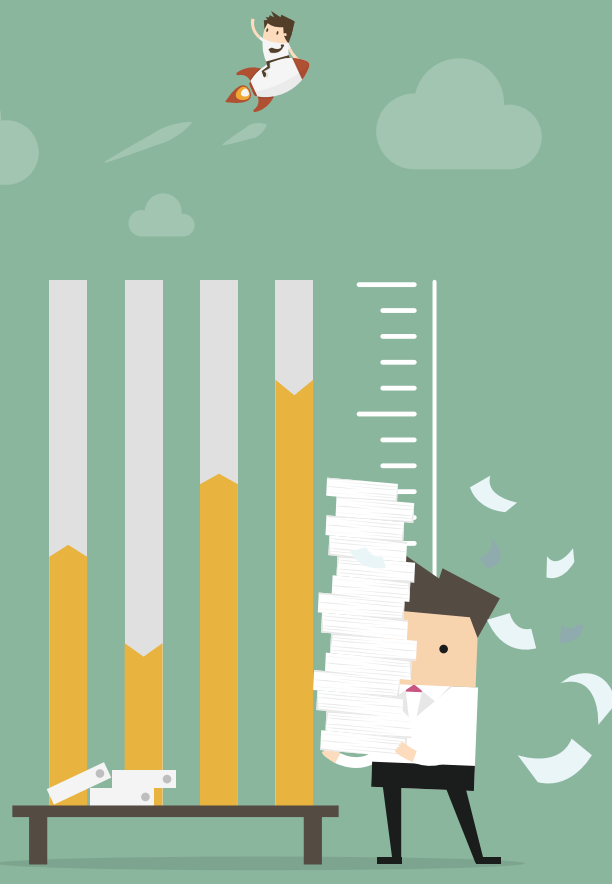
60% of marketers create at least one piece of content each day.

Creating content is hard. Creating content every single day is harder. If you're willing to do something difficult, there's a good chance it gains you an edge on your competitors.

TROUBLE WITH NUMBERS

57% of marketers measuring their content's effectiveness is a top challenge.

Numbers often throw a wrench into the best-laid plans, don't they? Working with data can be a pain. But if you endure the pain to understand the effectiveness of your content, you'll reap the rewards of a big advantage.



WHICH WAY NEXT?



Only 44% of B2B content marketers have a documented content strategy.

Who gets where they're going faster: the one who knows the way or the one who wanders? Our money is the one who knows the way. Believe it or not, many of your competitors don't have a content marketing strategy. You can gain the upper hand on your competition by documenting a content marketing plan.

FIND YOUR VOICE

74% of people suffer from a fear of public speaking.

Speaking at conferences is a form of content marketing. Since so few people are willing to present their content to a live audience, there's an edge to gain by doing it.



BE A LEADER

Unique site traffic is 7.8x higher for content marketing leaders compared to followers.

Carving a path on the road less travelled isn't for everyone. But if you can lead the way with your content, it'll become the example your competitors follow.

If you want to gain an advantage - in anything - the key is to go where others won't!

SOURCES:

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ABOUT WSI

WSI is the world leader in digital marketing and we're equipped to implement a full suite of Internet solutions. But, of course, we'll work with you to determine which tactics are best-suited to accomplish your business goals.

For more information on the WSI team, check out www.wsiworld.com.

