

5

Common Content Marketing Traps

23%

TAKING A "SILOED" APPROACH to content development without a comprehensive strategy

ONLY **23%** OF B2B MARKETERS USE A CROSS-DEPARTMENTAL APPROACH TO CONTENT MARKETING. (ECONSULTANCY AND OUTBRAIN)



54%

OVERLOOKING THE NEED to actively curate content

54% OF BRANDS DON'T HAVE AN ON-SITE, DEDICATED CONTENT CREATOR. (ECONSULTANCY AND OUTBRAIN)



69%

COMPROMISING THE AUTHENTICITY of information with "sales speak" that emphasizes leads over relationships

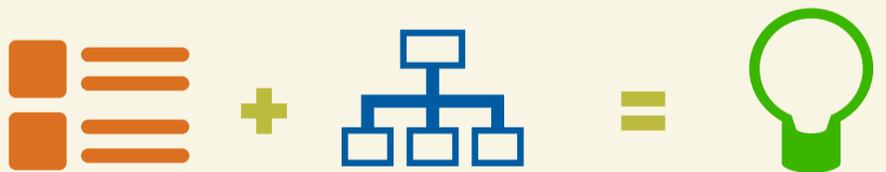
CREATING ORIGINAL CONTENT IS THE BIGGEST CHALLENGE FOR **69%** OF CONTENT MARKETERS. (CURATA)



38%

EMPHASIZING QUANTITY over quality

ONLY **38%** OF BRANDS HAVE A DEFINED CONTENT MARKETING STRATEGY. (ECONSULTANCY AND OUTBRAIN)



71%

FAILING TO DEVELOP ROBUST MEASUREMENT PROGRAMS that go beyond the surface to improve content development and distribution

CONTENT MARKETERS USE UNIQUE VISITORS (**88%**), PAGEVIEWS PER VISITOR (**76%**) AND TOTAL PAGEVIEWS (**71%**) AS THEIR MAIN ROI METRICS. (CONTENT MARKETING INSTITUTE)

