

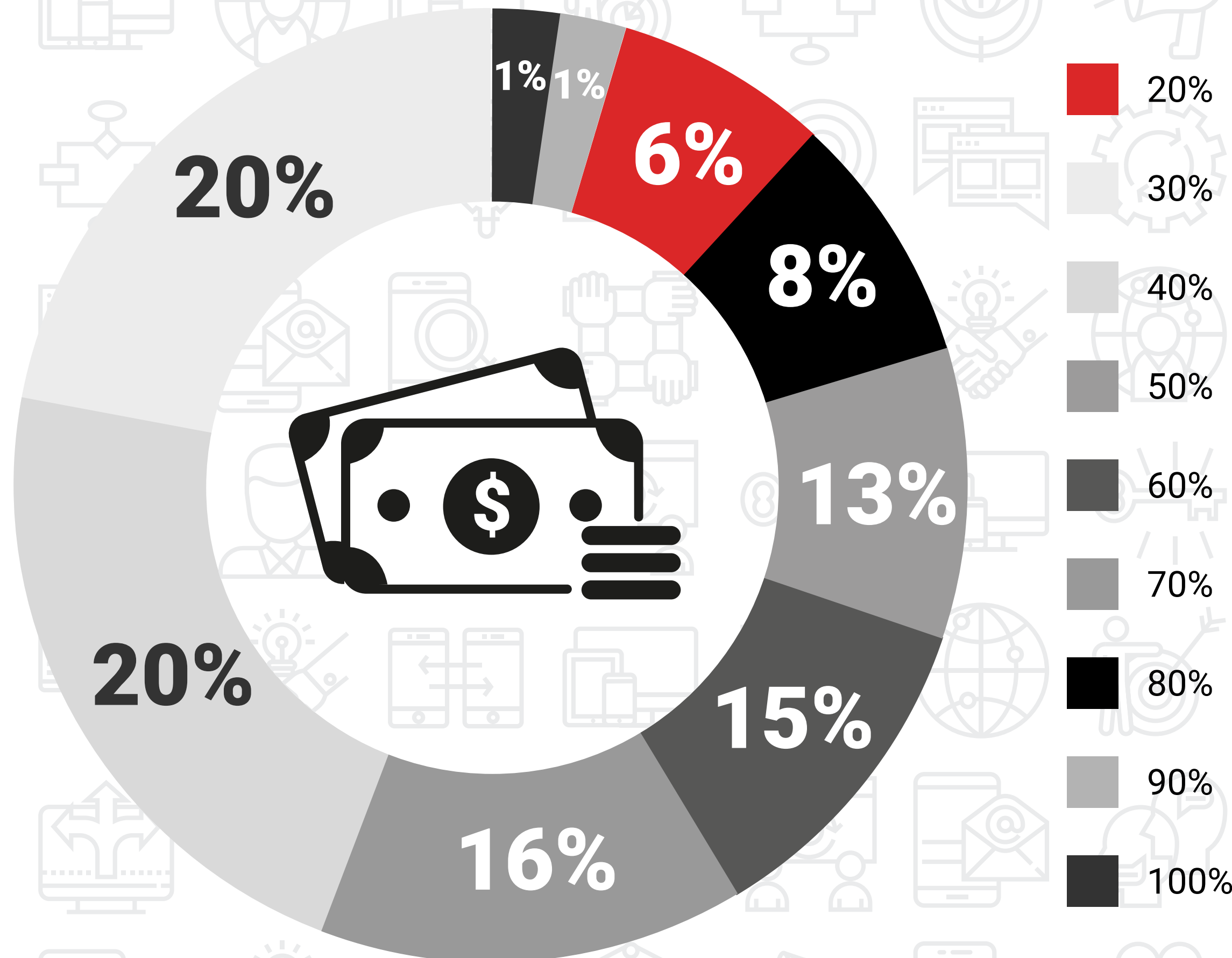
15 ESSENTIAL B2B CONTENT STRATEGY INSIGHTS FOR 2021

91% of B2B marketers leverage content marketing to achieve their demand generation initiatives

88% of B2B marketers are planning to produce more content in 2021

44% of B2B marketers have high levels of confidence in measuring content marketing ROI

BUDGET ALLOCATION FOR CONTENT MARKETING:

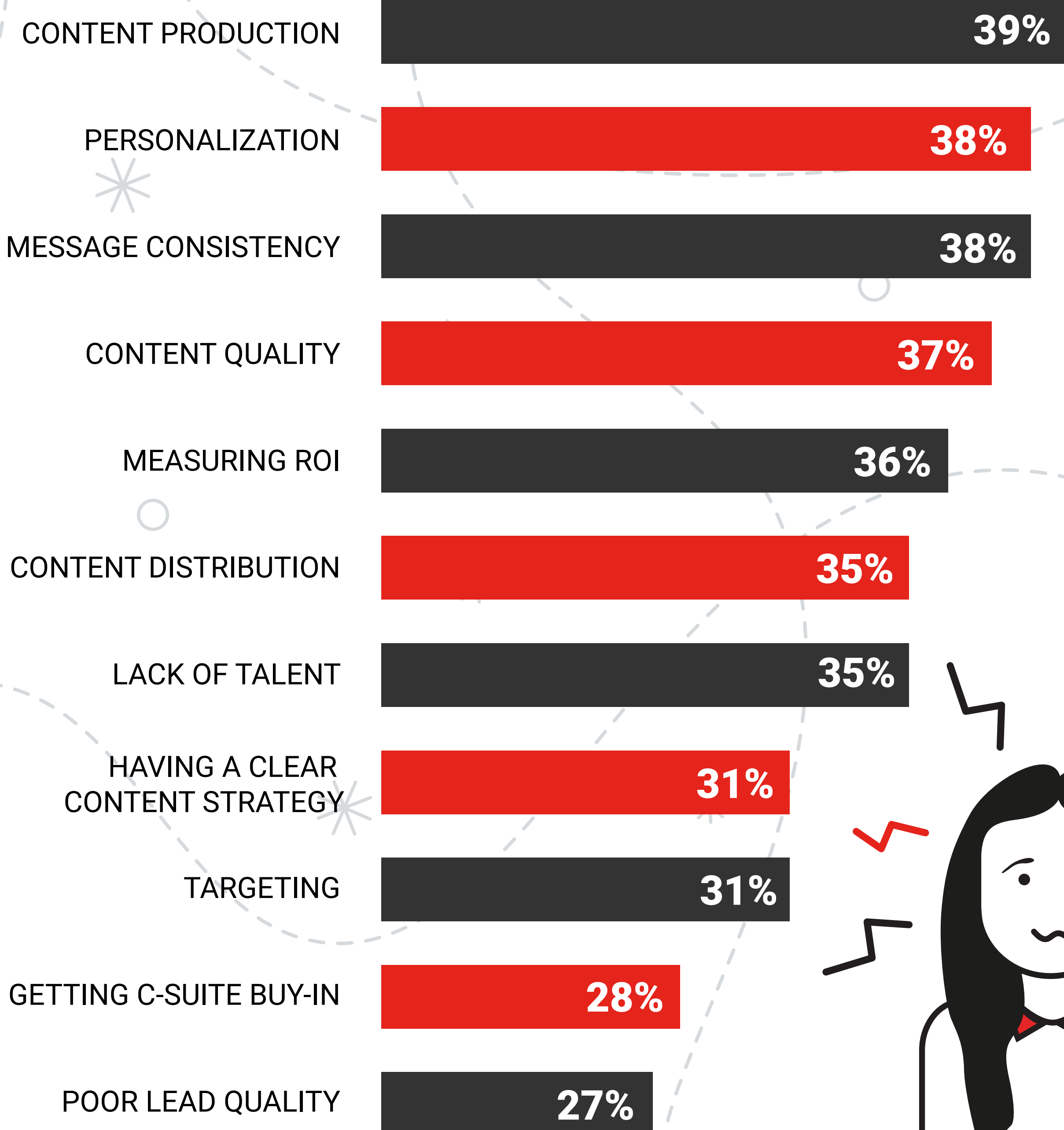


86% of B2B marketers have a documented content marketing strategy

82% of B2B marketers see a correlation between strategy and content marketing success

81% of B2B marketers say their content marketing processes could be more efficient

KEY CONTENT MARKETING PAIN POINTS:



83% create buyer personas for different members of their target DMU

19% of B2B marketers believe greater personalization would improve content quality

44% of B2B marketers say 3rd party publishers are the most effective channel for their content marketing

43% of B2B marketers create 10-15 pieces of content per quarter

72% of B2B marketers use ToV and brand guidelines

85% of B2B marketers use content scoring to qualify a lead

68% of B2B marketers leverage multiple touchpoint MQLs as part of their strategy.



The infographic is based on research conducted by Insights for Professionals on behalf of Inbox Insight, for the report 'Dissecting the B2B Content Marketing Strategy'.

The participants were all considered senior professionals based in either the US or UK, working in companies with 500+ employees.



[Access the full report](#)

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