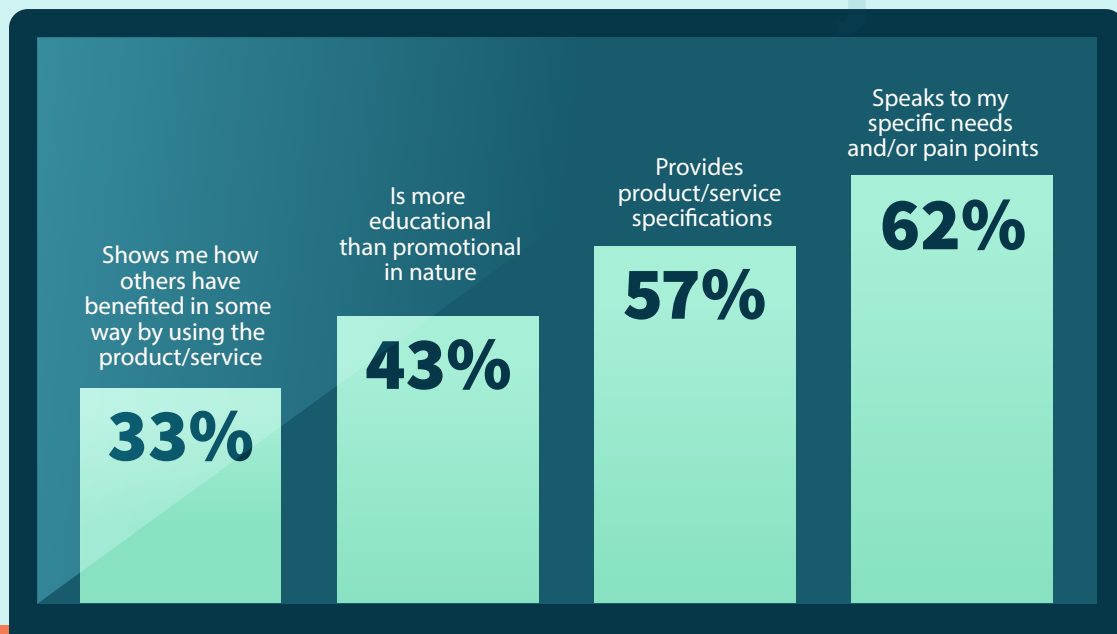


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Survey identifies how content influences the purchasing decisions

Your words matter. Content matters. Today's business leaders are searching for content that speaks to them. They want information that addresses their specific needs and pain points, and educates rather than sells them on a product or service.

That's why more than 89 percent of B2B marketers say they are creating and distributing relevant and consistent content to build their audience and drive sales, according to "How Content Influences the Purchasing Process" by the SmartBrief and the Content Marketing Institute. The survey queried more than 1,200 senior business leaders across 18 industry verticals. Here's a look at the five most important qualities of content they reviewed in their purchasing-decision processes:



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