

MEASUREMENT

Blogging ROI

100 stats for Content Marketers

BlogStar



Blogging ROI: 100 stats for Content Marketers



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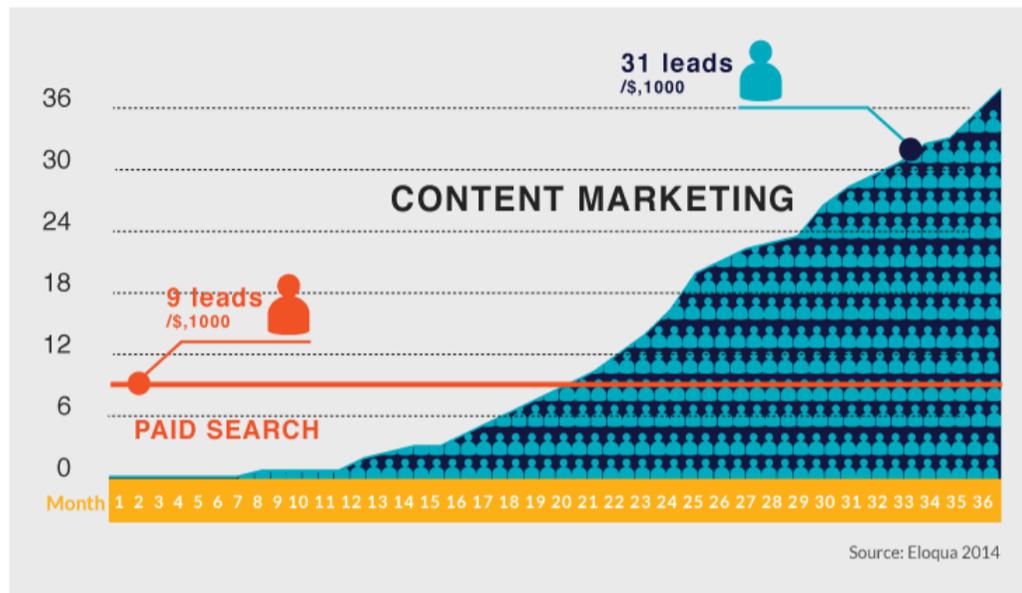
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Bloggging and SEO



1. Content creation is ranked as the single most effective SEO technique by 53% of businesses. (4)
2. 59% of SEO professionals rate blogging as one of their top inbound marketing activities, and have subsequently created a blog or increased their blogging efforts. (2)
3. Adding between 21 and 51 blog posts to your site boosts traffic by up to 30% (3)
4. When you've added at least 52 blog posts, your traffic increases by 77% (3)
5. SEO leads have a 14.6% close rate, while outbound leads such as direct mail or print advertising, have a 1.7% close rate. (40)
6. Blogging businesses have more than four times as many indexed pages (434%) as non-bloggers. The more indexed pages you have, the bigger your online footprint;and therefore, the better your search results rankings become. (1)
7. Marketers who have prioritized blogging are 13x more likely to enjoy positive ROI.
8. If you consistently blog, you will reap the benefits. Blogging helps you get found online.
9. Producing reliable, insightful industry news to your visitors pays off.Companies who blog receive 97% more links to their website. (1)

Companies that blog receive 434% more indexed pages than businesses which do not blog.



10. 70% of consumers learn about a company through content rather than ads. *(41)*

All the stats below are taken from the Top Rank Online Marketing survey, 'The Impact of Blogging on Search Engine Optimisation 2010.'

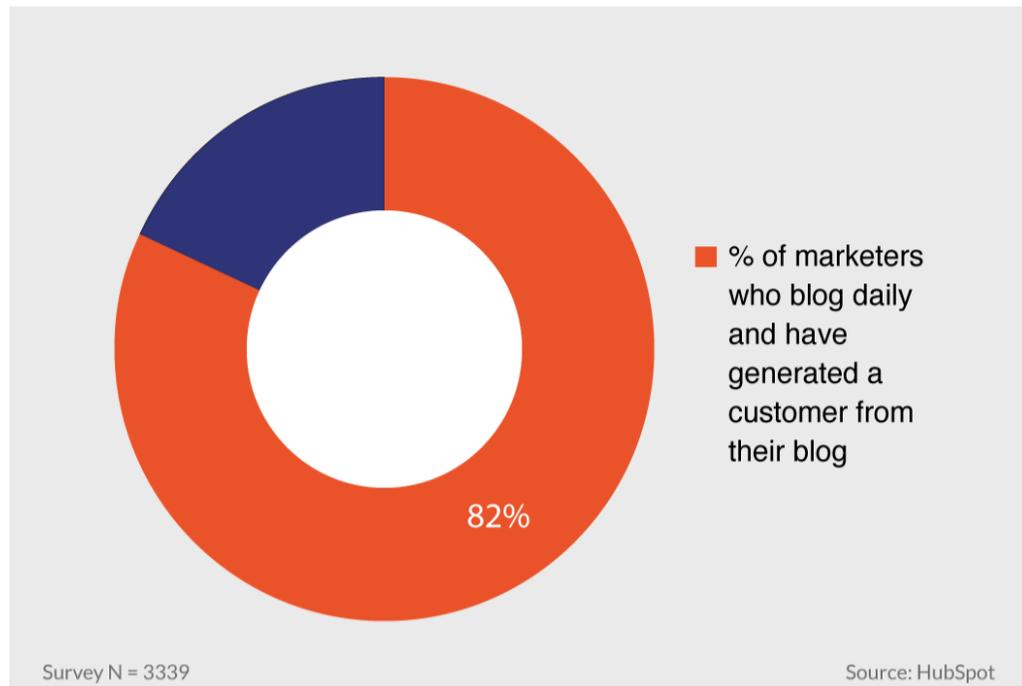
11. 95% of survey respondents indicated that they do incorporate blogs as part of their search engine optimisation efforts.
12. 87.4% of respondents "successfully increased measurable SEO objectives as a direct result of blogging".
13. 90% cited blogging as important, significantly important or a primary SEO tactic.
14. 54% of respondents start to see SEO benefits from blogging very quickly (0-3months).
15. 94% of bloggers reported seeing measurable SEO benefits from blogging within 12 months.
16. 67.2% cited resource issues as the most common objection to implementing a blog.
17. 92% of respondents feel blogging will continue to be an important content optimisation and marketing tactic for the next 3+ years.

Summary:

Those in the know about SEO certainly rate blogging as a key part of positioning a website as high as possible in the Google search results. Volume is important: a repository of at least 52 blog posts (that's one a week for a year!) doesn't just result in an incremental increase in traffic: it leads to a big spike.



Blogging Frequency



18. Blog frequency impacts customer acquisition. 92% of companies who blogged multiple times a day acquired a customer through their blog. (1)
19. Companies that do moderate blog posting between 1-2 times per month have 67% more sales opportunities than companies that do not blog. (5)
20. 38% of marketers publish content weekly or more often. (32)
21. 91% of the best business bloggers publish weekly or more often - only 70% of all other bloggers post at this frequency. (6)
22. More than two-thirds of bloggers have not updated their blogs in over a year. (35)

All the stats below are taken from HubSpot's 2013 Marketing Benchmarks survey of more than 7,000 businesses:

23. Small businesses with 1-10 employees receive the biggest benefit of blogging more frequently: they can double their sales leads by increasing their number of blog posts from 3-5 to 6-8 per month.
24. Businesses that blog more than 15 times a month generate 5 times more web traffic than those that don't blog at all.

Companies that do moderate blog posting between 1-2 times per month have 67% more sales opportunities than companies that do not blog.



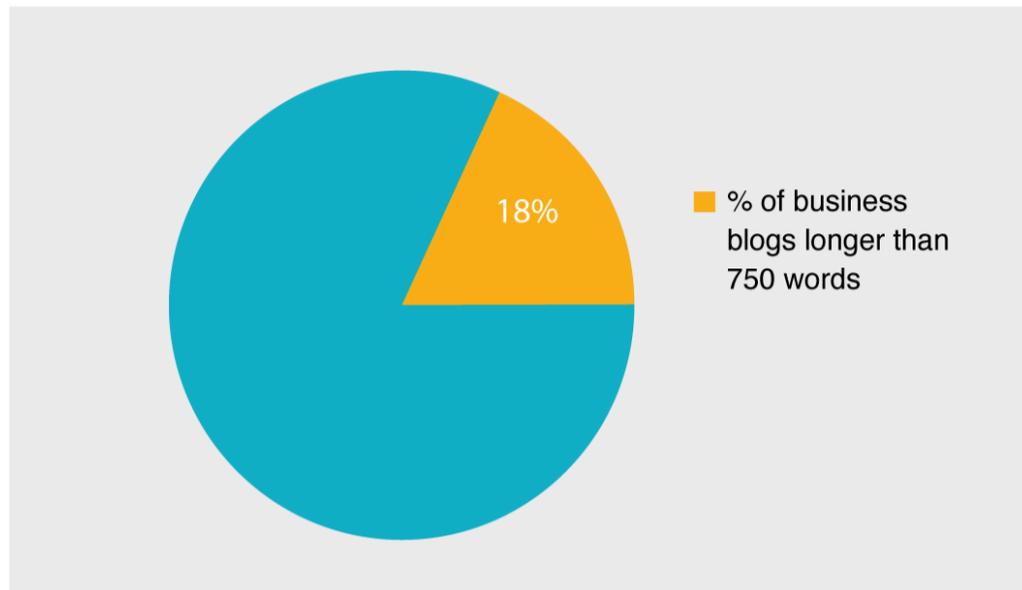
25. Similarly, businesses that blog more than 20 times a month generate 5 times more traffic than those who blog fewer than 4 times/month.
26. 82% of marketers who blog daily have converted readers into customers, as opposed to 57% of marketers who blog monthly.
27. The more you blog, the better it gets: Blogging continually increases traffic; when you surpass 50 blog posts, your traffic increases 53%; surpassing 100 posts leads to a 300% jump, and surpassing 200 posts causes traffic to increase by a whopping 450%. *(8)*
28. 73% of B2B marketers and 72% of B2B marketers are producing more content than they did last year. *(9)*
29. 53% of bloggers are publishing at least weekly, with a significant number of bloggers doing more work *(7)*

Summary:

Bloggng frequently, or even semi-frequently, is great news for small businesses. They can outperform their non-blogging competitors with up to 5 times more traffic and twice as many sales leads!



Length of blog posts



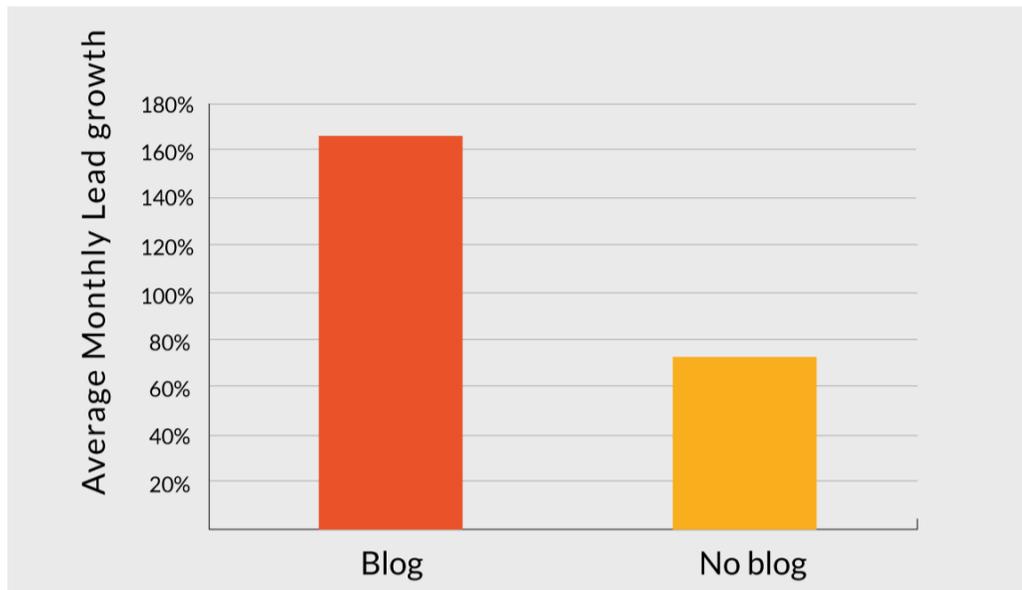
30. Blog posts with more than 1,800 words receive the most links from other websites. *(2)*
31. The ideal blog piece takes 7 minutes to read – that’s between 1,000 and 1,600 words long, depending on use of imagery. *(10)*
32. If a blog post is greater than 1,500 words, on average it receives 68.1% more tweets and 22.6% more Facebook likes *(11)*
33. There is no difference in the amount of search traffic generated by longer or shorter posts. *(12)*
34. On average, 18% of companies’ blog posts are 750 words or more. *(6)*
35. Long-form blog posts generate 9x more leads than short-form blog posts. *(6)*
36. B2B & B2C blogs with 101 to 200 pages generate 2.5x more leads than those with less than 50. *(1)*

Summary:

Length isn’t everything – but it helps, especially if you want your content referenced by others around the web. Remember that Google will ignore anything under 200 words. Longer articles succeed not necessarily because of the number of words they contain, but the amount of insight, data and research they contain. Put simply, if you want links and retweets from other people, your content needs to be helpful – and a longer article gives you the space to go into detail.



Lead generation from blogging



37. Small businesses that blog get 126% more lead growth than those that do not blog. (13)
38. The average cost to generate a lead through inbound marketing techniques such as blogging is about half the average for traditional outbound marketing, such as cold calling. (14)
39. Inbound marketing leads have a 14.6% close rate, while outbound marketing leads have a 1.7% close rate. (1)
40. 79% of companies who have a blog reported a positive ROI for inbound marketing in 2013, compared with just 20% of businesses without a blog. (1)
41. Marketers in the B2B space get 67% more leads than those who don't. That basically means bloggers get five leads for every three leads a non-blogging company generates. (1)
42. Companies with over 200 blog articles have >5x the leads than those with 10 or fewer. (1)
43. Blogging generates new visitors: When it comes to daily blog traffic, 80% of it comes from brand new visitors. (15)
44. Many people agree it works: According to Marketing Sherpa, 53% of businesses say that content creation is the most effective SEO technique.

Businesses that blog more than 20 times a month generate 5 times more traffic than those who blog fewer than 4 times/month.



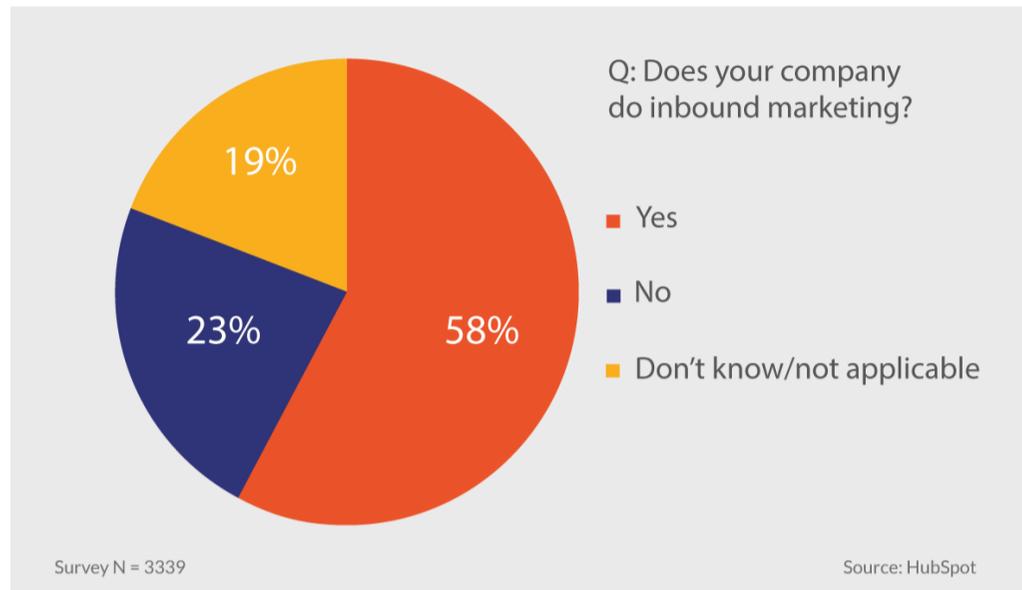
45. 81% of businesses have reported their blog as useful or critical to B2B lead generation. **(16)**
46. 43% of marketers generated a customer via their blog this year. **(1)**
47. Among those who use e-mail marketing, businesses that blog get twice as much traffic from their email campaigns than those who do not blog **(1)**
48. 25% of European marketers report below average cost per leads from blogging. **(1)**
49. 49% of European marketers said they'd acquired sales through social media channels, which are often fuelled by syndicated links to blog articles. **(1)**
50. 69% of businesses attribute their lead generation success to blogging. **(39)**
51. 41% of marketers that curate content indicate that it has increased the number and/or quality of their sales-ready leads. **(6).**

Summary:

Blogging can generate good quality leads for small businesses at a much cheaper cost than traditional outbound marketing. The 'pull' rather than 'push' approach of inbound vs outbound marketing appears to pay dividends in terms of lead cost and conversion rate.



B2B blogging



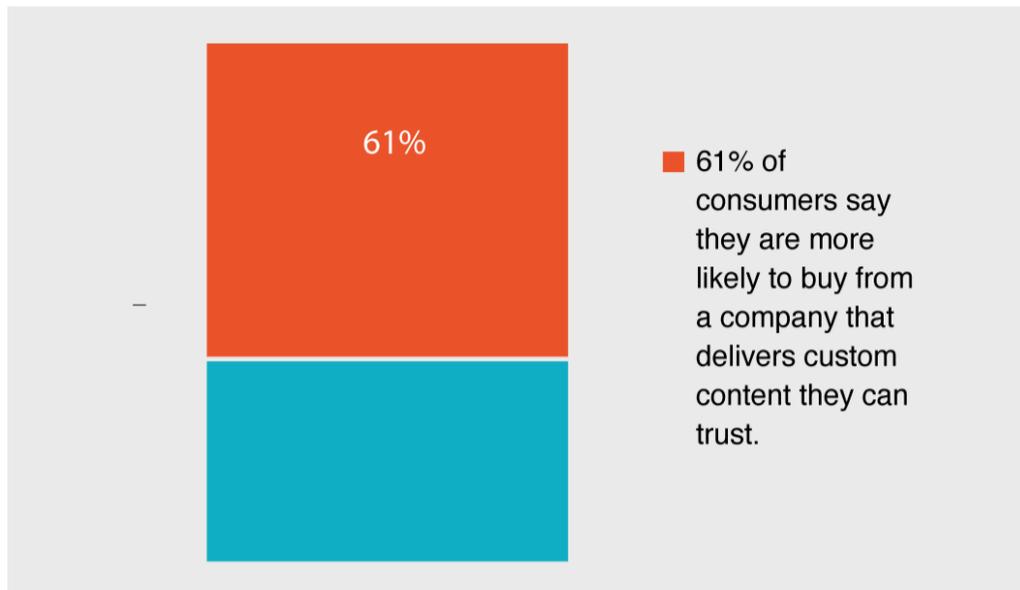
52. 33% of people who work for B2B companies actively use blogs (17)
53. The most successful B2B marketers rate blogging as the most effective content marketing tactic, with 59% stating that blogging helped them achieve their business goals. (9)
54. 87% of B2B marketers use social media to distribute content. (9)
55. 57% of all B2B buying decisions are made before a person ever contacts a company's sales force. (18)
56. 64% of B2B content marketers say that their biggest challenge is producing enough content (9)
57. 56% of buyers used blog posts to research B2B purchasing decisions in the past 12 months.
58. 93% of B2B marketers are using content marketing. 76% are blogging.(9)

Summary:

Bloggng is an integral part of a B2B marketing strategy but the challenge lies in producing enough content. B2B companies who already use blogging report success in generating leads and meeting their business goals.



The audience



- 59. 20% of users' total Internet time is spent on content-led websites. (19)
- 60. 61% of consumers say they are more likely to buy from a company that delivers custom content they can trust. (20)
- 61. 78% of consumers believe that businesses providing custom content are interested in building good relationships. (21)
- 62. 90% of consumers find custom content useful. (21)
- 63. 58% of consumers trust editorial content. (22)
- 64. 68% of consumers spend time reading content from a brand they are interested in. (19)
- 65. 60% of consumers feel more positive about a company after reading custom content on its site. (25)
- 66. Each month, 329 million people read blogs. (24)
- 67. 40% of business buyers frequently share blogposts with colleagues. (23)
- 68. 46% of people read blogs more than once a day. (1)
- 69. By 2020, customers will manage 85% of their relationships without talking to a human. One of the easiest ways for them to learn more about your company is through your blog.

78% of consumers believe that businesses providing custom content are interested in building good relationships.



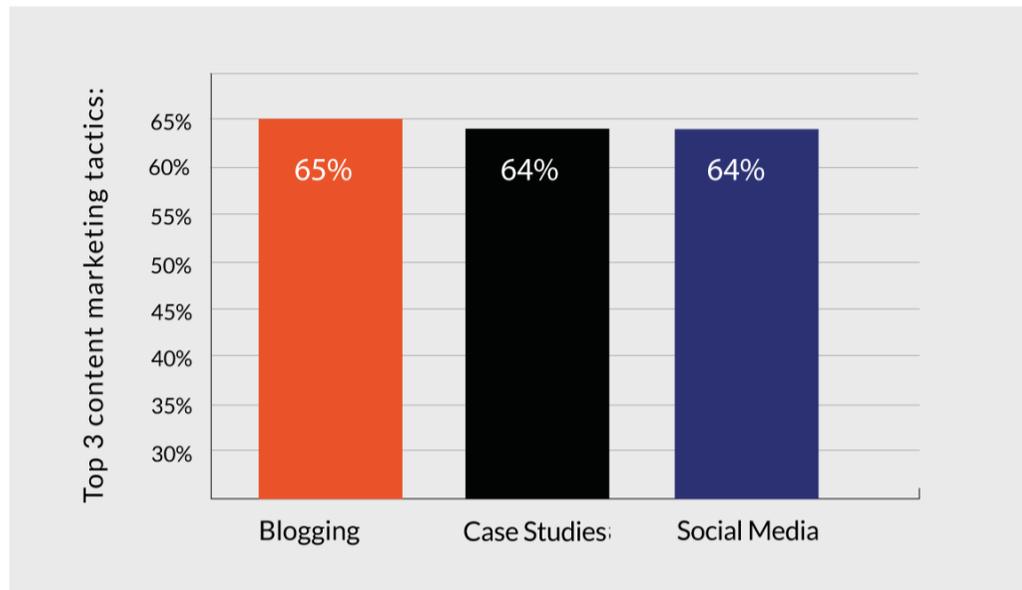
70. Blogs have been rated as the 5th most trusted source for accurate online information.
71. Blogs are very popular: The average internet user spends 23% of their online time on social media sites and blogs. **(30)**
72. Twitter users are 506% more likely to write a blog, and 314% more likely to post a comment or review than other internet users. **(27)**
73. 77 % of internet users say they spend time reading blogs online. **(30)**
74. 46% of people read blogs for initial product investigation. **(29)**
75. 84% of people make purchases after reading about products on a blog. **(29)**

Summary:

Consumers enjoy reading blogs from businesses when the blog is a trustworthy source of useful information. They are comfortable progressing the relationship to the point of a purchase, and appreciate the effort made by blogging businesses to provide non-promotional, interesting content for them to read.



24 more stats on blogging



76. 46% of Marketers said their company blog was their top social platform. (2)
77. 62% of companies outsource their blogging and content marketing (26)
78. Small businesses with fewer than 10 employees allocate 42% of their marketing budget to content (9)
79. 90% of B2C marketers are using content marketing.
80. Blog posts with images receive 94% more views than plain text posts (31)
81. The top 2 most outsourced content marketing activities: Writing (44%); Design (41%). (32)
82. Business bloggers outsource 14% of their blog posts. The best practitioners outsource 24%. (6)
83. 21% of all business bloggers send posts through a newsletter to their subscriber base at least weekly: 39% of best practitioners do this weekly. (6)
84. Top 3 content marketing tactics: Blogging (65%); Social Media (64%); Case Studies (64%) (32)



85. 71% of business bloggers have some type of centre of excellence team. (i.e., a team that provides a blogging code of conduct, audience engagement guidelines, best practices and guidance to help internal teams execute their own blogging activities. **(6)**
86. 81% of marketers rated their blog as useful or better. **(1)**
87. The top 3 metrics used by business bloggers today include: page views, shares or likes, and time spent on site. **(6)**
88. 82% of marketers who blog see positive ROI for their inbound marketing. **(1)**
89. Nearly 40% of U.S. companies use blogs for marketing purposes. **(33)**
90. 52% of Technorati's top 100 blogs are managed with WordPress. **(34)**
91. Businesses currently operating a company blog total 60%. **(35)**
92. Businesses that actively blog total more than 34%. **(35)**
93. 72% of B2C marketers are blogging. **(9)**
94. 71% of respondents reporting increased demand for content marketing **(2)**
95. 43% of marketers have a mobile-optimised blog. **(36)**
96. Blogging holds the top spot for future plans: A significant 68% of marketers plan on increasing their use of blogging, making it the top area marketers will invest in for 2014. **(37)**
97. 93% of bloggers said they share their posts on social media first. **(7)**
98. To share content, 96% of bloggers surveyed in the UK use Twitter, while 83% link to Facebook and 61% to Pinterest. **(38)**
99. 49% of UK bloggers are paid to blog, with 93% of bloggers in the UK contacted for PR and marketing purposes, compared to just 68% in Europe.
100. 67% of marketers deem blog posts or articles as the most effective content format **(1)**

67% of marketers deem blog posts or articles as the most effective content format.



Summary:

Blogging works best when combined with imagery, and can boost email marketing campaigns. Small businesses spend a large portion of their marketing budgets on blogging and content marketing, and the majority of businesses of all sizes outsource content production rather than manage it in-house.

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