



Content Marketing Trends for 2019

Insights from our network of content marketers on the current state of content marketing.

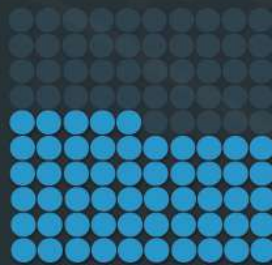
61% of marketers are publishing content several times per week

68% of these marketers reported higher quality leads as a result

89% of respondents who publish content daily reported higher quality leads



3 out of 4 respondents publishing **1x per month** or less reported lower quality leads



Out of all respondents, **55%** say content marketing has a positive impact on overall quality of leads

39% of respondents increased their content marketing budget over the previous year



Content marketing vs. other forms of marketing

Respondents were asked to compare how content marketing compares to all other forms of marketing within their organizations in terms of ROI

42% Higher ROI

35% Equal ROI

23% Lower ROI