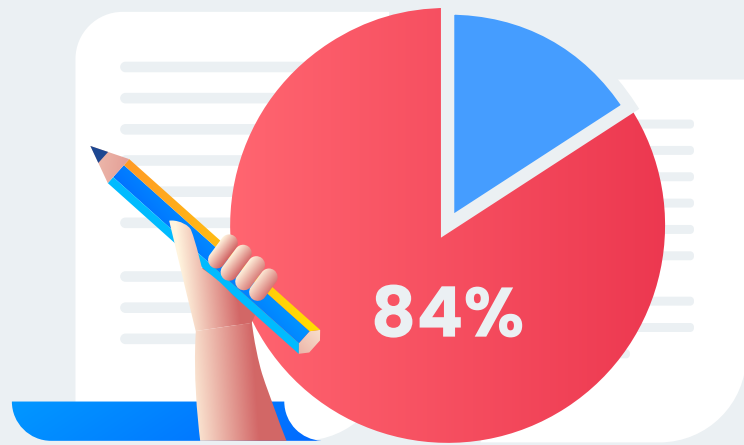
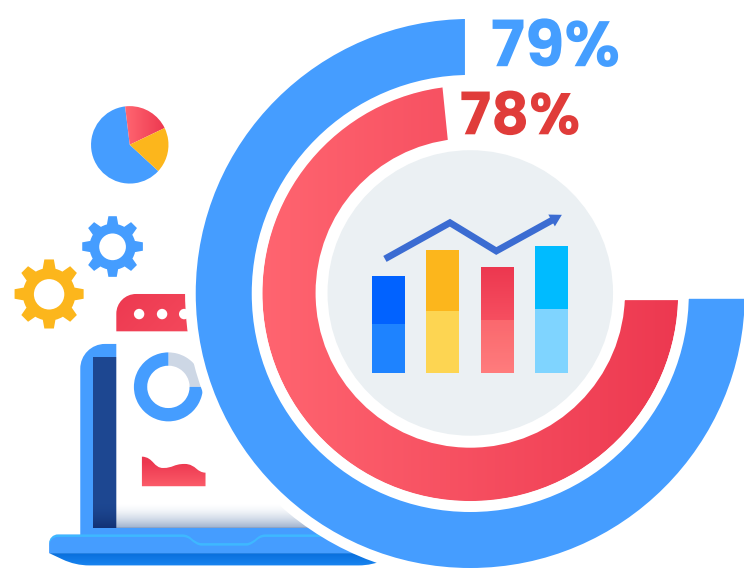


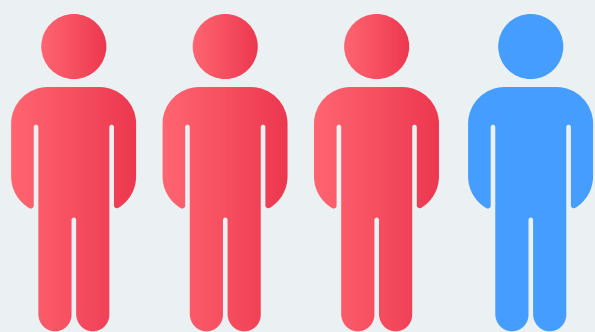
# B2C Content Marketing Statistics



- **84%** of 1500 B2C and B2B companies have a content marketing strategy.



- **79%** uses content marketing to generate quality leads.
- Of these companies, **78%** believe in the effectiveness of content marketing.



- **3 out of 4** B2C marketers believe that their content marketing efforts are successful.

Sources: SEMrush | MarketingProfs