

8 TRENDS RULING DIGITAL CONTENT MARKETING IN 2019

1

84% OF U.S. COMPANIES

WITH AT LEAST 100 EMPLOYEES WILL UTILIZE
DIGITAL CONTENT MARKETING STRATEGIES IN 2019

**55% OF BUSINESS
PROFESSIONALS**

2

SAY BLOG CONTENT CREATION IS THEIR
TOP INBOUND MARKETING PRIORITY

3

**55% OF BUSINESS
PROFESSIONALS**

SAY A GREAT STORY CAPTURES
THEIR FOCUS & KEEPS THEM
ENGAGED WITH CONTENT



B-TO-C CONTENT MARKETERS HAVE INCREASED
THEIR USE OF CONTENT TYPES SINCE 2018

4

**63% INCREASE
IN IMAGE
CONTENT**

**69% INCREASE
IN AUDIO/VISUAL
CONTENT**

**64% INCREASE
IN WRITTEN
CONTENT**

5

TOP 3 TYPES OF CONTENT MOST USED BY
B-TO-B MARKETERS IN THE LAST 12 MONTHS

**LONG-FORM
CONTENT**

**VIDEO
SNIPPETS**

**SOCIAL MEDIA
STORIES**

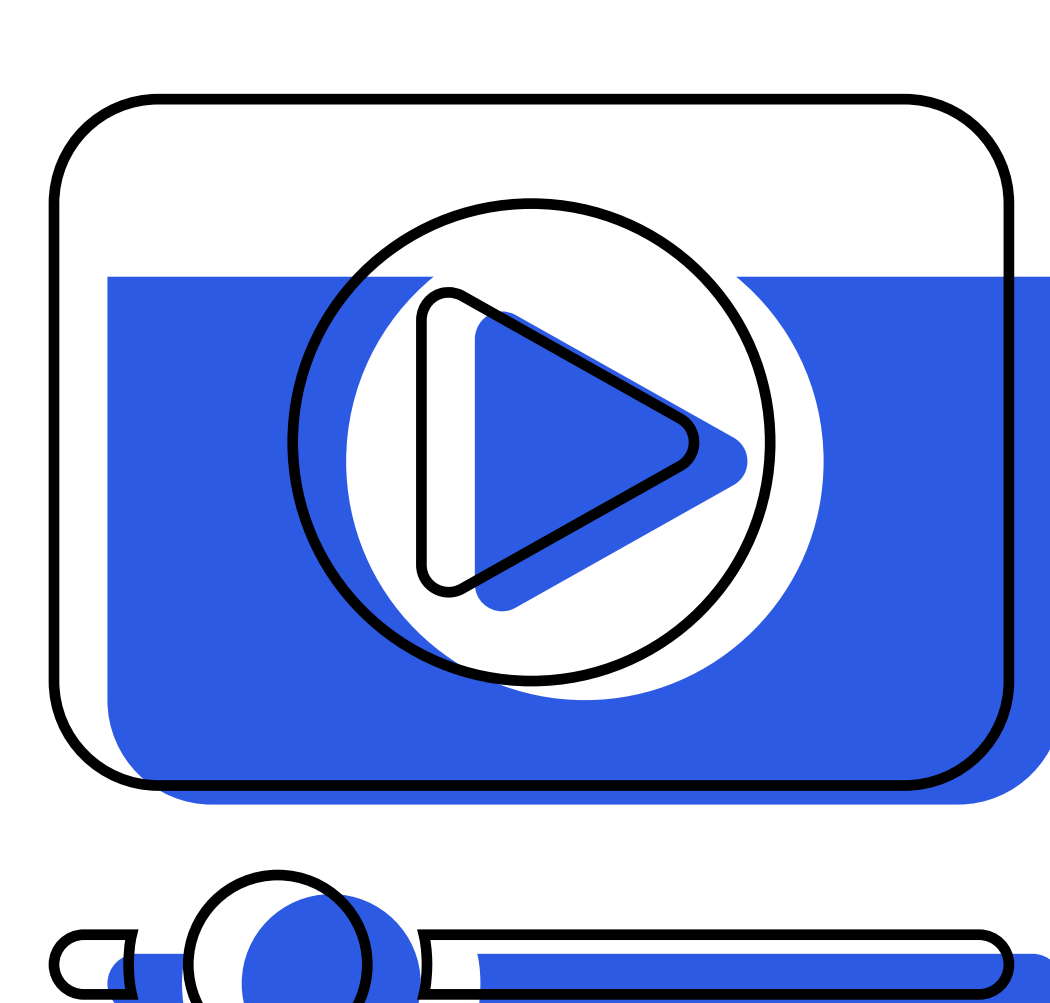
20% OF BRANDS

WILL ABANDON THEIR MOBILE APP

6

7

**80% OF ALL
INTERNET
TRAFFIC WILL
BE VIDEO**



BY THE END OF 2019, CISCO ESTIMATES

**SHORT-FORM VIDEO
IS ONE OF THE BEST
PERFORMING CONTENT
FORMATS IN 2019**

8

SOURCES:

1. <https://www.emarketer.com/content/who-is-using-digital-content-marketing-in-the-us?ECID=SOC1001>

2. <https://www.hubspot.com/marketing-statistics>

3. <https://prezi.com/resources/2018-state-of-attention-report/>

4. https://contentmarketinginstitute.com/wp-content/uploads/2018/12/2019_B2C_Research-FINAL-PDF-12_10_18.pdf

5. <https://contentmarketinginstitute.com/>

6. <https://www.gartner.com/en/newsroom/press-releases/2018-02-19-gartner-says-25-percent-of-customer-service-operations-will-use-virtual-customer-assistants-by-2020>

7. <https://www.mediapost.com/publications/article/329159/2019-poised-to-usher-in-new-era-of-video-marketing?edition=112091>

8. <https://www.prophet.com/altimeter/about/>