

See what marketers are making a top priority for the coming year

WHICH CONTENT MARKETING STRATEGIES GET THE BEST ROI?

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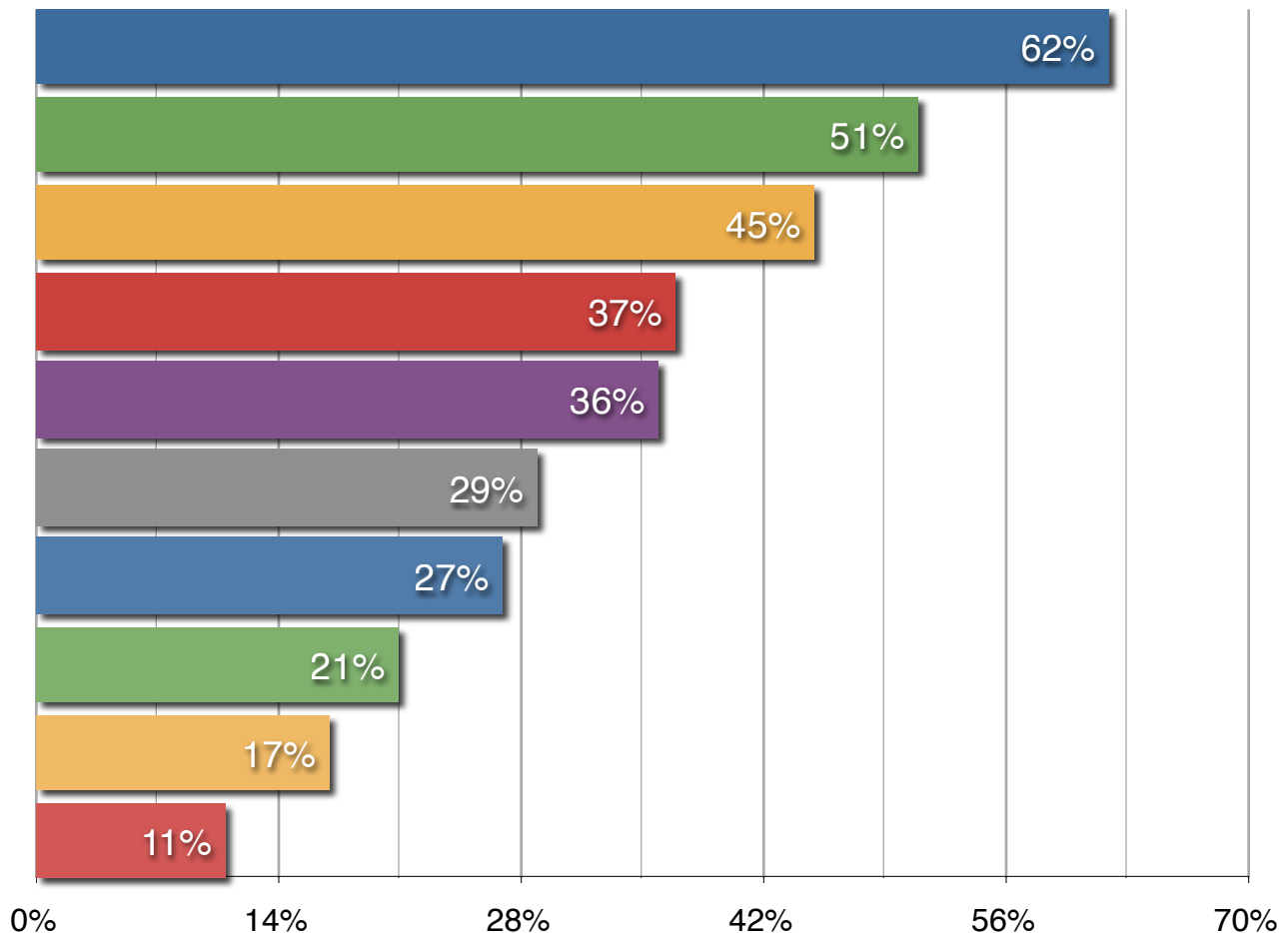
CONTENT WITH THE BEST ROI

Compelling content can help marketers tell a story, but it can also be cumbersome—and expensive—to create. So which content strategies are generating attractive return on investment (ROI) for marketers? The most cost-effective content types are articles, video and white papers, according to a January 2013 study of marketing decision-makers worldwide conducted by CopyPress, a software company specializing in content marketing tools.

In particular, marketers were most widely satisfied by the ROI from featured articles, with 62.2% saying they provided some of the best content ROI.*

ACCORDING TO MARKETING PROFESSIONALS WORLDWIDE 2013

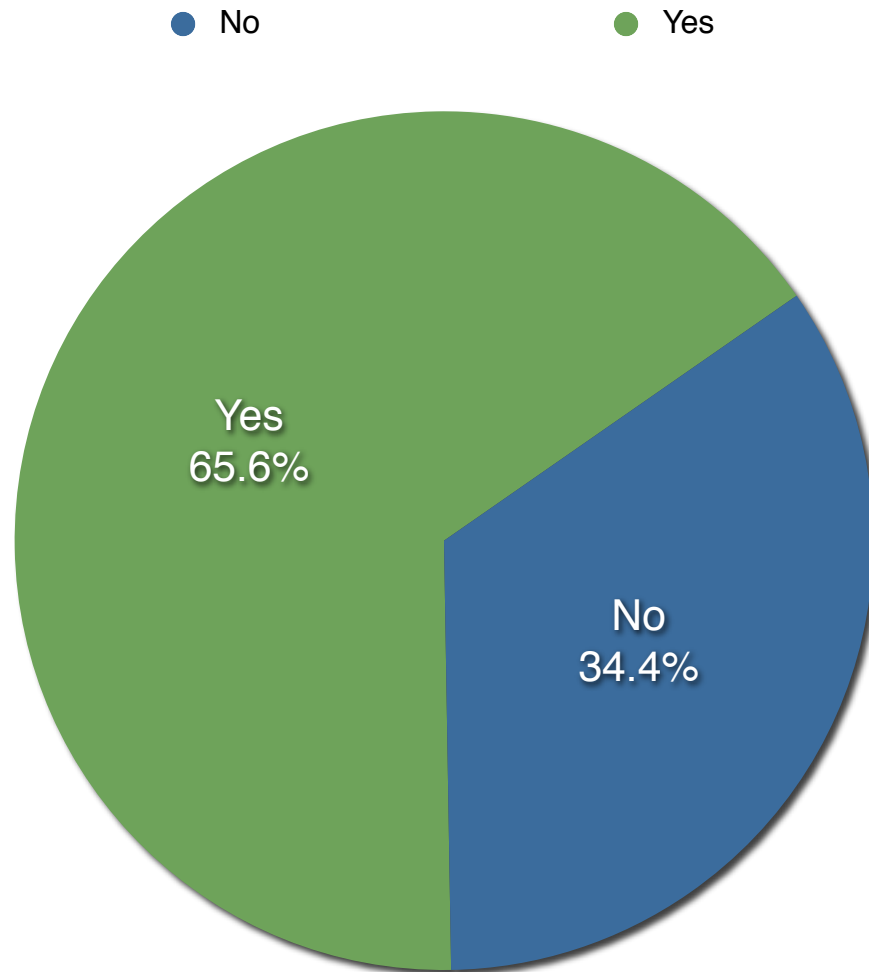
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|---------------------|-------------------|----------------|-----------------|
| ■ Featured Articles | ■ Videos | ■ Whitepapers | ■ Photos |
| ■ Interactive Media | ■ Sales Copy | ■ Infographics | ■ Buyer's Guide |
| ■ Illustrations | ■ Motion Graphics | | |



**From a January 2013 study of marketing decision-makers worldwide conducted by CopyPress, a software company specializing in content marketing tools.*

Approximately two-thirds of respondents considered authorship to play an important role in their content marketing strategy, while one-third did not.* Authorship generally refers to whether articles are bylined, and whether those bylines are from high-profile individuals.

ACCORDING TO MARKETING PROFESSIONALS WORLDWIDE 2013

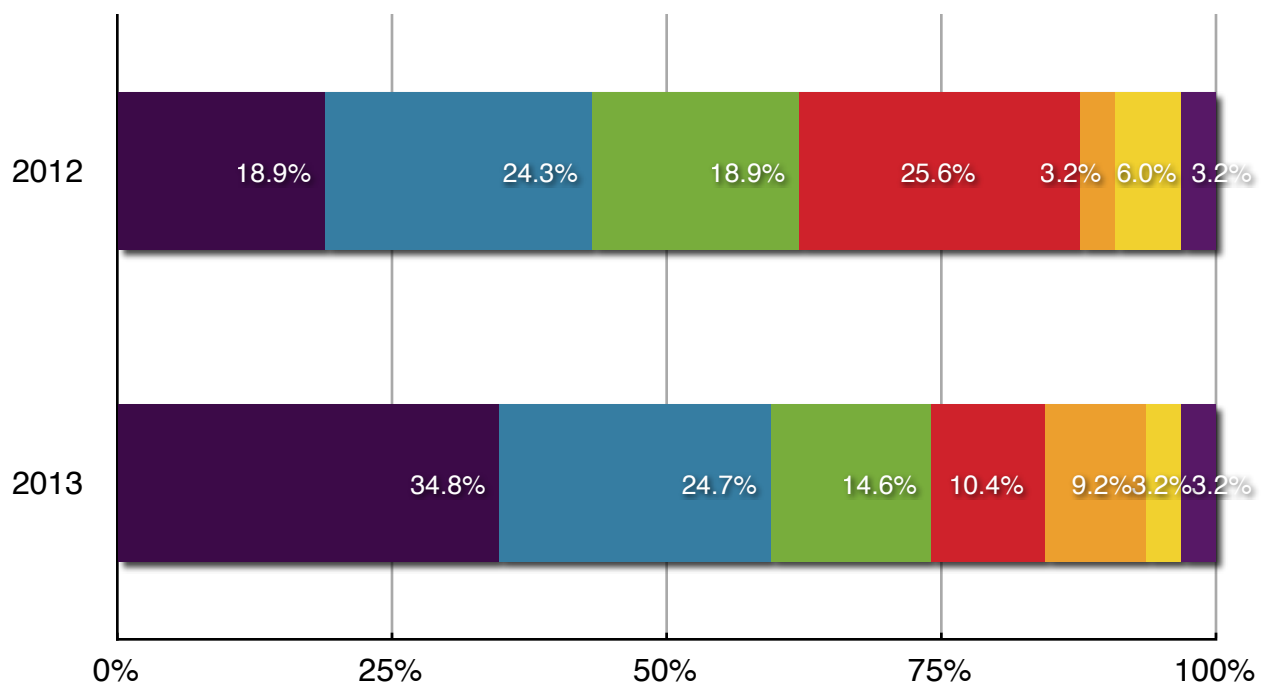


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When asked to name their “leading focus” in 2012, 18.9% of marketers cited content marketing, ranking it behind both email and social media, and tied with SEO. For the coming year, the number of marketers listing content marketing as their top priority nearly doubled, to 34.8%, making it the top focus for the highest percentage of respondents in 2013.*

ACCORDING TO MARKETING PROFESSIONALS WORLDWIDE 2012 & 2013

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