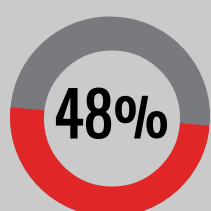


110

DIGITAL MARKETING stats



SEO



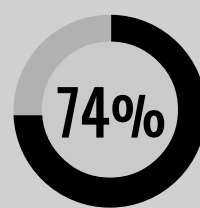
Of those surveyed, identified keyword/phrase research as the most effective SEO tactic - MarketingProfs

Search is the #1 driver of traffic to content sites, beating social media - Iron Paper

300x

DIGITAL MARKETING TECH

Of B2B marketers use marketing automation tools to deliver targeted content by stage of the buyer's journey - Kapost



INFLUENCER MARKETING

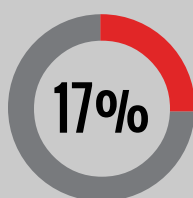
22%

Of marketers rated influencer marketing and email as the most cost-effective online customer acquisition channel - Tomoson

1 in 3

People come to a brand through recommendation - Brandon Murphy

ANALYTICS & REPORTING



Of marketers said they have no content effectiveness measurements in place and 49% are using only basic metrics such as clicks and downloads - IonInteractive

CONTENT MARKETING

Content marketing costs 62% less than traditional marketing and generates 3x as many leads - Demand Metric



of marketers create at least one piece of content each week - emarketer

SOCIAL MEDIA

28%

Of teens selected Snapchat as the most important service in 2016, edging Instagram's 27% - AdWeek

+80%

Of pins on Pinterest are re-pins compared to 1.4% of tweets retweeted - Jeff Bullas

MOBILE



Of local searches lead mobile visitors to visit stores within one day - Search Engine Land

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