“...when marketers persist in pulling bait-and-switch tactics, mistrust bites back, sinking its sharp teeth not only into the thigh of the perpetrator but also, more generally, into others as well.”

Dan Ariely
Predictably Irrational: The Hidden Forces That Shape Our Decisions
Content marketing is one of the most popular strategies in the wider world, but it’s surprisingly disregarded in SaaS. It’s used by only 11% of companies. Given its efficiency at attracting new leads and nurturing the existing ones, though, content marketing is a perfect opportunity to respond to your potential customers’ needs in a unique way.
In a recent study, Company analyzed the content marketing efforts of over 250 successful SaaS companies and turned the data they found into action items you can use to improve your SaaS content marketing strategy in an infographic. Here’s a look at the most impactful statistics that can set you on the right path and help you outperform your competitors.

1. **Only 11% of SaaS Companies are Investing in Content Marketing**

Content marketing is a great strategy for educating your audience and improving your organic traffic.
We analysed the content marketing strategies of 250 of the world's biggest software as a service companies, to understand what works (or doesn't) in SaaS.

Here's what we learned:

1. **Not everyone is investing in content marketing:**

   - 11% of the world's biggest SaaS companies don't have a blog.
   - 89% have a blog.

2. **Wordpress was the top choice of content**
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MARKETERS

CONFIRMATION BIAS
small business loans
It’s no secret that many people discover new software through blog posts, videos, social media and other forms of digital content.

Unfortunately, only 11% of SaaS companies invest in content marketing and only 32% of B2B marketers say they have a documented content marketing strategy.

This gives your company lots of opportunities to get discovered, rank in search engines, and gain authority with great content.

So, how can you build a compelling content marketing strategy? How will you use content to attract more audiences?

Here’s what you need to know:

1. Publish Use-Case Content Periodically
   Testimonials and reviews can help you get new customers, but how will they learn to use your software? How can they maximize your
CONTENT IS
Almost Half of Kim Kardashian's Instagram Followers Are Fake, and She's Not the Only One

Amanda Harding
August 12, 2019

Police found 2 fake neurological conferences advertised for Toronto

The hotel listed by the conference says it was never booked for the event

CBC News   Posted: Jan 19, 2017 4:38 PM ET   |   Last Updated: January 19, 2017
THE TRUTH IS MORE VALUABLE THAN EVER
Think Fast
The 2019 Page Speed Report
Stats & Trends for Marketers
#1
START FROM A PLACE OF CUSTOMER CURiosity...
1 START FROM A PLACE OF CUSTOMER CURIOSITY...

GENERATE CONVERSATION.

ADDRESS A QUESTION YOU’RE PARTICULARLY POSITIONED TO ANSWER.

CONNECT TO YOUR PRODUCT OR SERVICE.
1. Start from a place of customer curiosity...

Address a question you’re particularly positioned to answer.

Generate conversation.

Connect to your product or service.
1 START FROM A PLACE OF CUSTOMER **CURIOSITY**...

**CONNECT TO YOUR PRODUCT OR SERVICE.**

**GENERATE CONVERSATION.**

**ADDRESS A QUESTION YOU’RE PARTICULARLY POSITIONED TO ANSWER.**
Most marketers' landing pages don’t hit acceptable speeds

- 21 seconds or more: 5%
- 11-20 seconds: 34%
- 6-10 seconds: 46%
- 4-5 seconds: 13%
- 3 seconds: 2%

Google recommends 5 seconds or less at 3G.
#2

CHOOSE RESEARCH THAT FITS YOUR CAPABILITIES...
“Get a large group of people to answer a few questions in an online survey. Analyze the data. Publish.”

Andy Crestodina
Cofounder & Strategic Director
Orbit Media Studios
This survey was fielded to a panel of marketing experts and digital marketing customers.
Q.

How many times a day do you touch your hair?
Q. How many times have you farted (silently or otherwise) since this presentation began?
Visitors won’t wait long for a page to load

How long will you wait for a website to load on your phone?

- 1-3 sec: 26.9%
- 4-6 sec: 32.3%
- 7-10 sec: 24.0%
- 11-13 sec: 5.3%
- Over 13 sec: 11.5%

599 respondents

Google reports most people actually bounce after 3 seconds.
#3

TELL A STORY WITH YOUR RESEARCH...
Like, way faster.

That was our hunch, anyway, but we wanted to investigate. At 2018’s Call to Action Conference (CTAConf) in Vancouver, we chatted with 188 attendees to look at the performance of their landing pages. During a brief session, they ran a page through Google’s “Test My Site” tool to see how fast it loaded. Despite the small sample size, the results startled us.

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Based on this check-in, **85% of participants**’ landing pages were slower than Google’s recommendation of 5 seconds or less at a 3G connection. That’s not good news.
THE TRUTH IS MORE VALUABLE THAN EVER