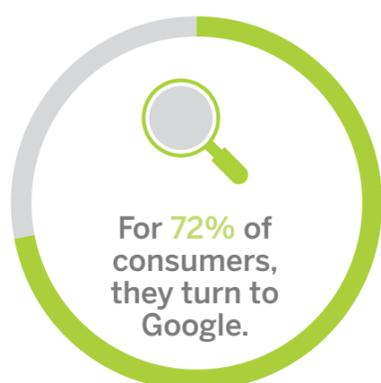


The Buyer's Journey

Consumers use content throughout the entire process — but where does your brand fit in?

THE "AWARENESS" STAGE "Something is wrong, but I'm not sure what."



A picture is worth a thousand words. Articles with images get 94% more views. Make it count!

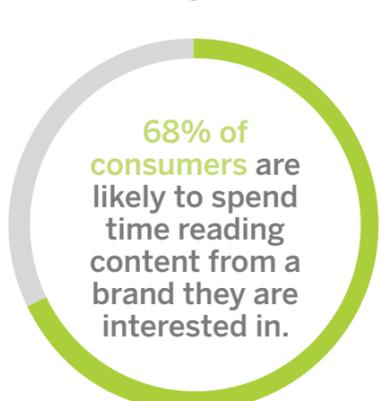


Did you know? The average person watches 182 online videos per month.

Fun fact: People are most likely to engage with branded content on social media that has pictures (44%), status updates (40%) and videos (37%).

Do tell. After a presentation, 63% of attendees remember stories. Only 5% remember statistics.

THE "CONSIDERATION" STAGE "I know the problem and am researching solutions."



Make them smile! 60% of consumers feel more positive about a company after reading custom content on its site.

Let them speak. Brand engagement rises by 28% when consumers are exposed to both professional content and user-generated product video.

THE "DECISION" STAGE "I've narrowed down my options and choosing the best one."



Wow! Twitter users are 506% more likely to write a blog, and 314% more likely to post a comment or review than other internet users.

SOURCES

- Business to Community, "27 Amazing Sales Facts That Will Change How You Sell"
- Business to Community, "The Purchasing Path"
- Social Media Today, "How Much Are Online Reviews Actually Worth?"
- Social Media Today, "Is Social Media Just a Myth?"
- Pardot, "Understanding the Buyer's Journey"
- Writtent, "Top Blogging Statistics: 45 Reasons to Blog"

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