



Below are a few of the many statistics available discussing the importance and growing trends in content marketing

- The most common measurement of success for content marketing programs is Total Sales. (HubSpot, 2020)  
(Source: <https://www.hubspot.com/marketing-statistics>)
- 24% of marketers plan on increasing their investment in content marketing in 2020. (HubSpot, 2020)  
(Source: <https://www.hubspot.com/marketing-statistics>)
- 94% of marketers use social media for content distribution. (SEMrush, 2019) (Source: <https://www.hubspot.com/marketing-statistics>)
- 51% of companies say updating old content has proven the most efficient tactic implemented. (SEMrush, 2019)  
(Source: <https://www.hubspot.com/marketing-statistics>)
- 80% of video marketers claim that video has directly increased sales. (Wyzowl, 2020)  
(Source: <https://www.hubspot.com/marketing-statistics>)