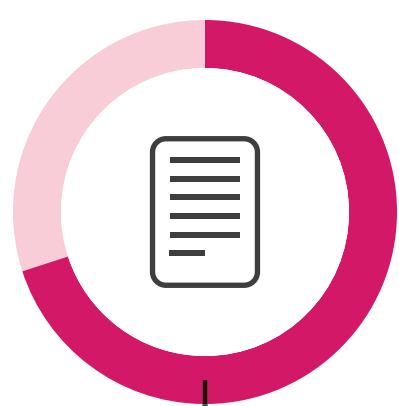
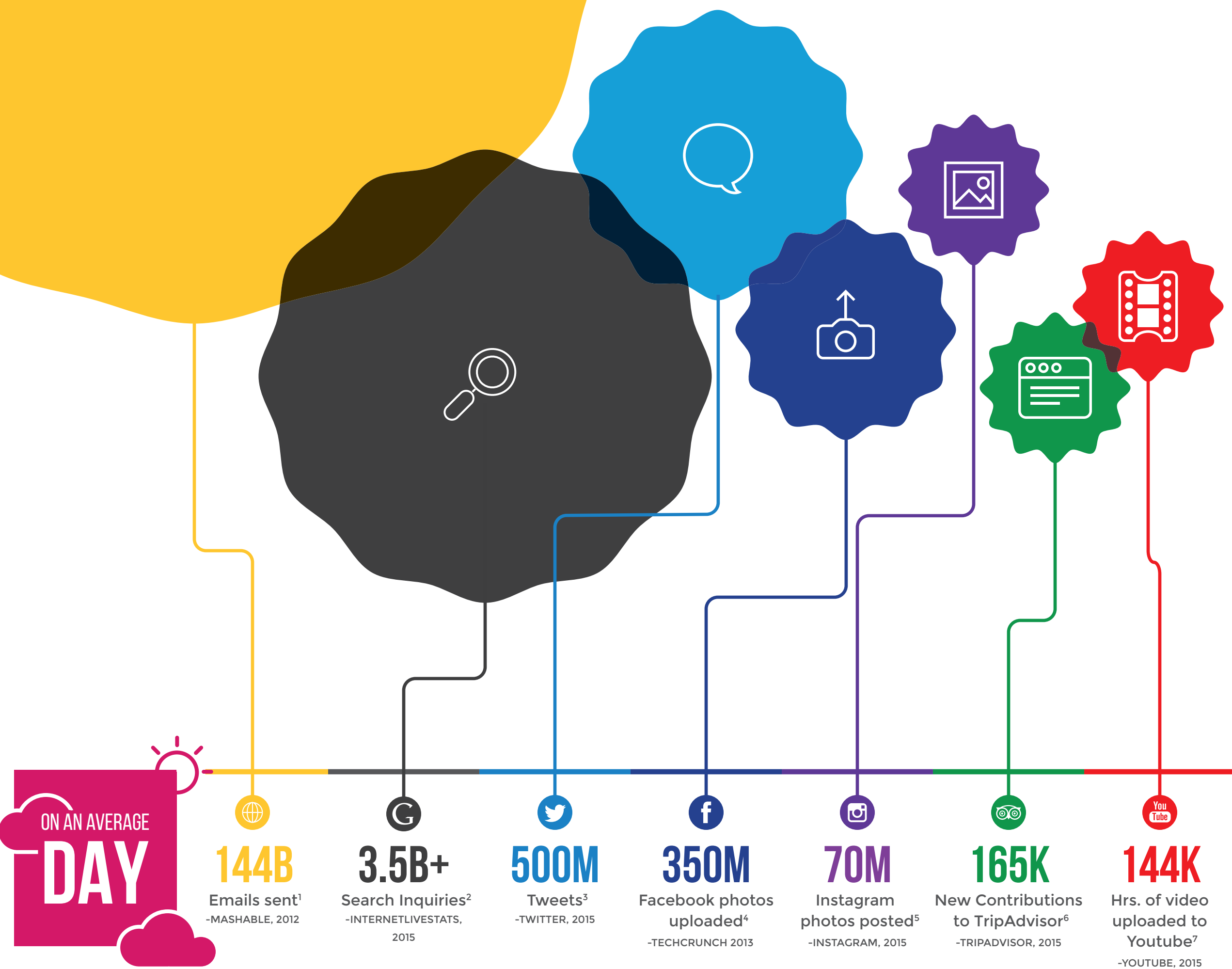


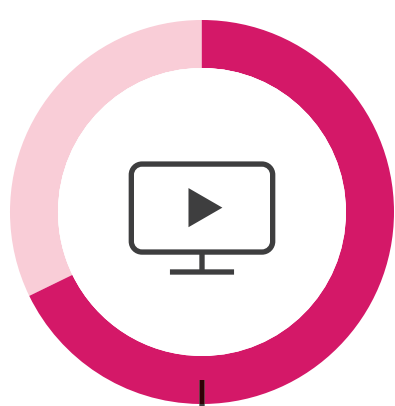
# CONTENT MARKETING BY THE NUMBERS

## The Stats Every Hotelier Needs To See



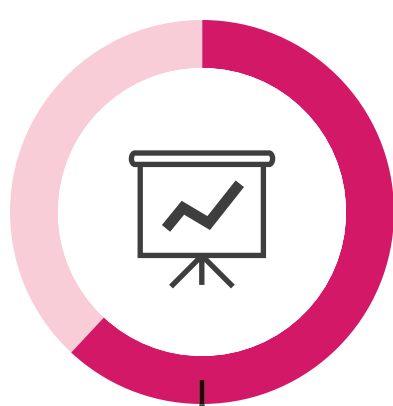
of people prefer learning about a company through articles rather than ads.<sup>8</sup>

-DEMANDMETRIC, 2015



of people say they are more encouraged to book a hotel after seeing a video of the hotel's amenities.<sup>9</sup>

-SOFTWAREADVICE, 2014



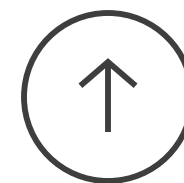
The amount content marketing costs less than traditional advertising & generates 3x the lead.<sup>10</sup>

-DEMANDMETRIC, 2015

Website conversions **6X HIGHER FOR BRANDS USING CONTENT MARKETING**

vs. brands that don't.<sup>11</sup>

-ABERDEEN, 2015



Businesses that use content marketing save over

**\$14 FOR EVERY NEW CUSTOMER ACQUIRED.**<sup>12</sup>

-STATEOFINBOUND, 2015

SOURCES 1. <http://mashable.com/2012/11/27/email-stats-infographic/#5lpbejYcb8q2> 2. <http://www.internetlivestats.com/google-search-statistics/> 3. <https://about.twitter.com/company> 4. <https://techcrunch.com/2013/11/19/snapchat-reportedly-sees-more-daily-photos-than-facebook/> 5. <https://www.instagram.com/press/> 6. [https://www.tripadvisor.com/PressCenter-c4-Fact\\_Sheet.html](https://www.tripadvisor.com/PressCenter-c4-Fact_Sheet.html) 7. <https://www.youtube.com/yt/press/statistics.html> 8. <http://www.demandmetric.com/content/content-marketing-infographic> 9. <http://www.softwareadvice.com/hotel-management/industryview/online-travel-videos-2014/> 10. <http://www.demandmetric.com/content/content-marketing-infographic> 11. <http://www.aberdeen.com/research/8641/ai-content-marketing-transformation/content.aspx> 12. <http://www.stateofinbound.com/>