

Content Marketing ROI

Per dollar, content marketing produces **3 times more leads**



- BLOG POST
- PODCAST
- VIDEO
- INTERVIEW
- ARTICLE
- ANNOUNCEMENT
- INFOGRAPHIC
- WHITEPAPER
- EBOOK

Why content marketing can become your most productive channel



The “soft” benefits of content marketing are obvious: public trust, more engaged prospects, happier clients. But what about the hard benefits. What about ROI? “Content Marketing ROI” is the first study to address the fundamental questions: How much does content marketing cost and is it a better financial investment than other marketing strategies? **The answer is, “Yes.” The eBook explains why. [continue reading](#)**

Content Marketing is Not a Campaign

Traditionally marketing has been executed through a series of campaigns. Marketers buy exposure from media outlets that already have audiences (whether TV, billboards, or online). Campaigns are run over time, results are measured at the end of the program, and subsequent campaigns are modified according to previous performance.

But as Pulizzi says, **content marketing is not a campaign**. The traditional dynamics of marketing are turned on their head. Instead of buying media, marketers are *becoming* the media, *owning* the media. Instead of renting an audience, they are earning an audience. This takes time.

The number of leads per \$1000 in content marketing starts very low. But at around 19 months, as the content marketing operation builds its audience, the number of leads per \$1000 surpasses that of paid search. As the audience continues to build, the effectiveness of content marketing continues to grow while the need to continue to pay for ads remains the same. After 36 months, content marketing has generated 31 leads per \$1000 spent, 3.3 greater than the 9 leads for paid search.

In content marketing, once you've built your audience, you own it and it continues to generate marketing results. You no longer have to pay rent to media.

The point is that those who embark on content marketing must understand that it is a long-term effort, requiring significant investments of time and resources before its results can measure up favorably.

The graph below compares the cumulative number of leads generated per \$1000 spent from the study's content marketing operation (large organization) and its paid search campaign:

