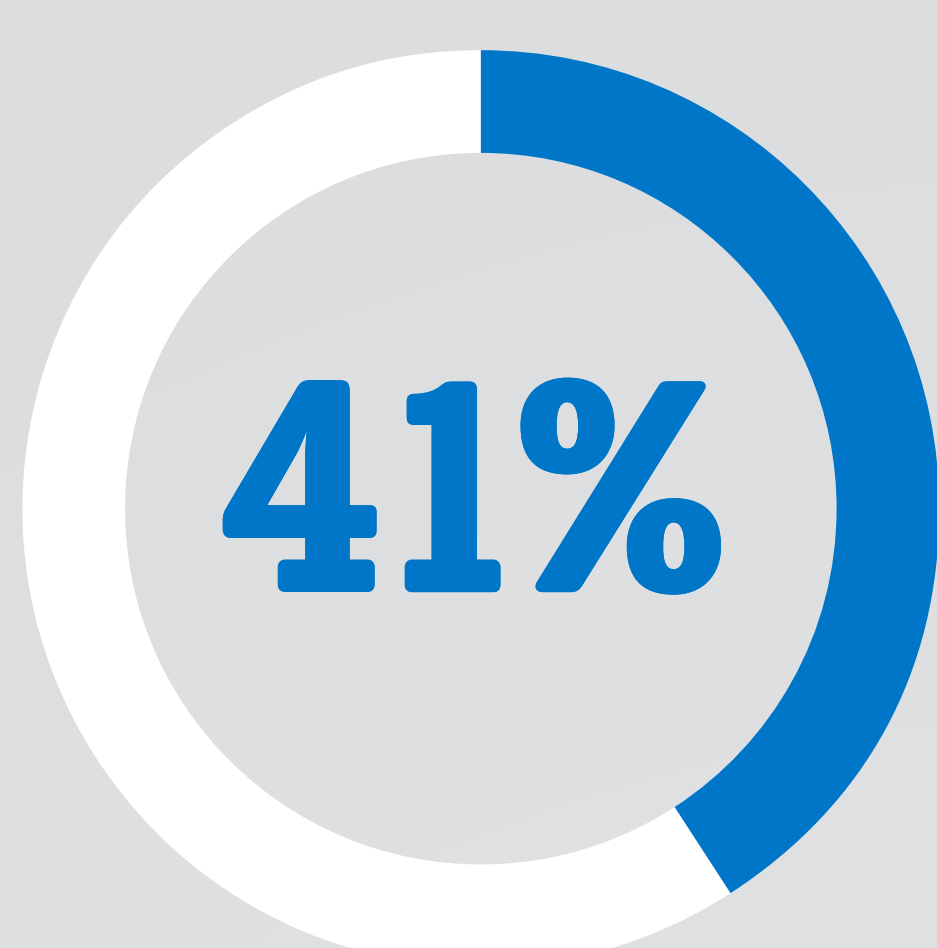


FINDING PURPOSE

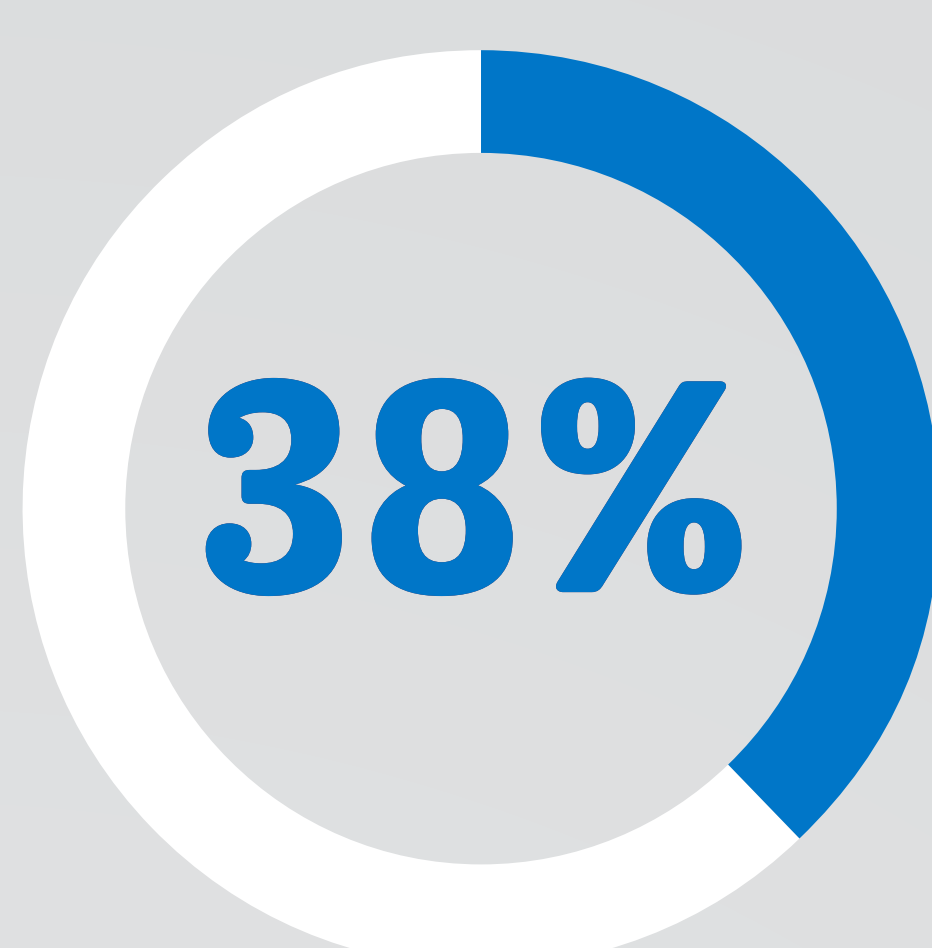
The top reasons for content marketing



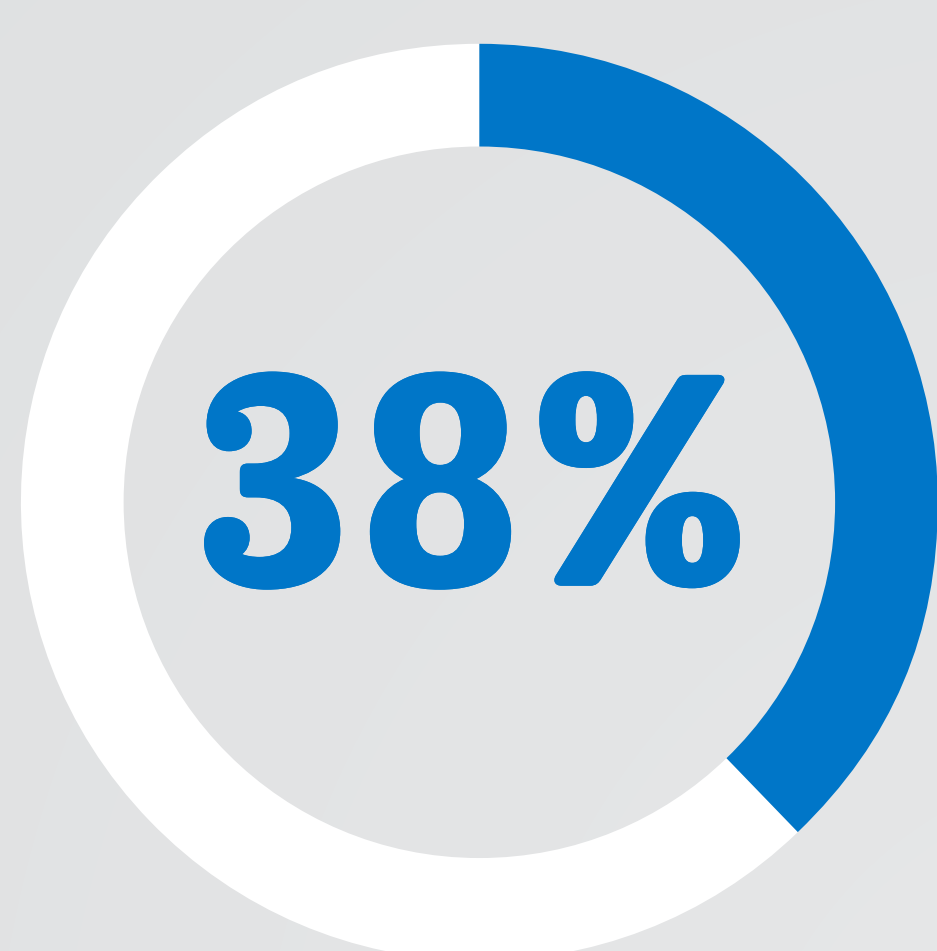
The top purpose of content marketing continues to be to create brand awareness, reports WordPress VIP in its Content Matters 2023 Report. However, 82% of marketers responding to the survey say that the importance of using content as a revenue driver has increased, and this goal has climbed the rankings this year.



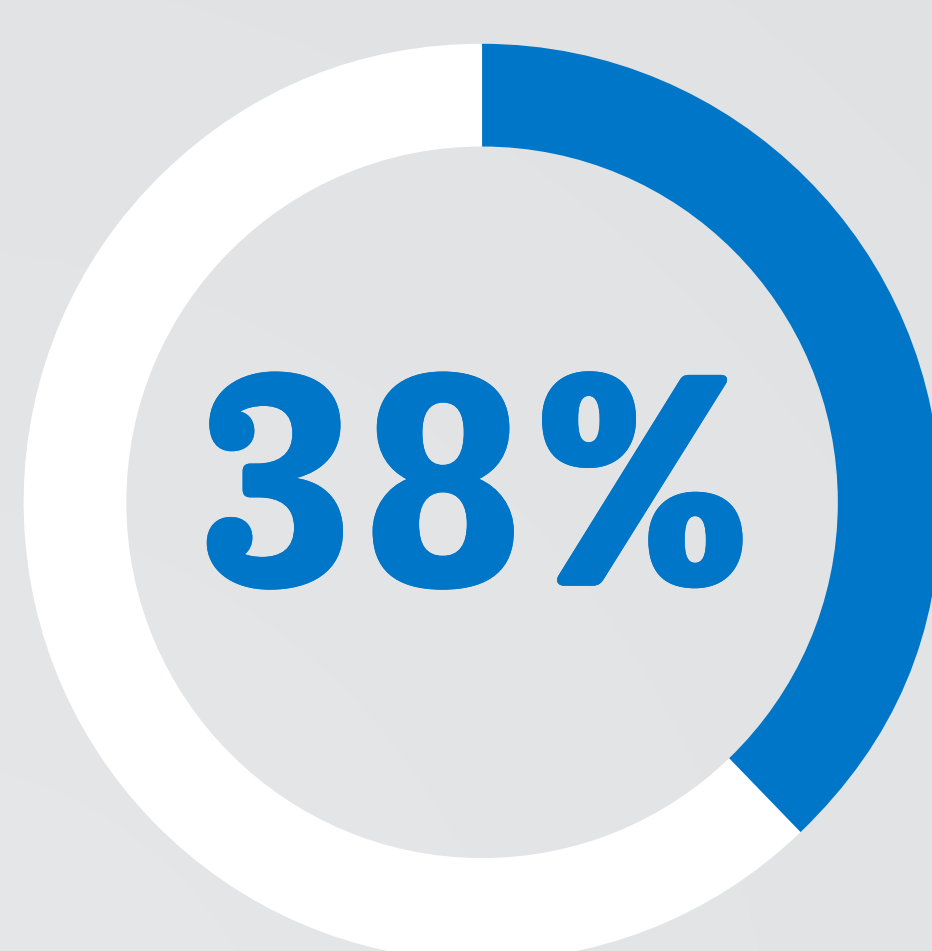
Create Brand Awareness



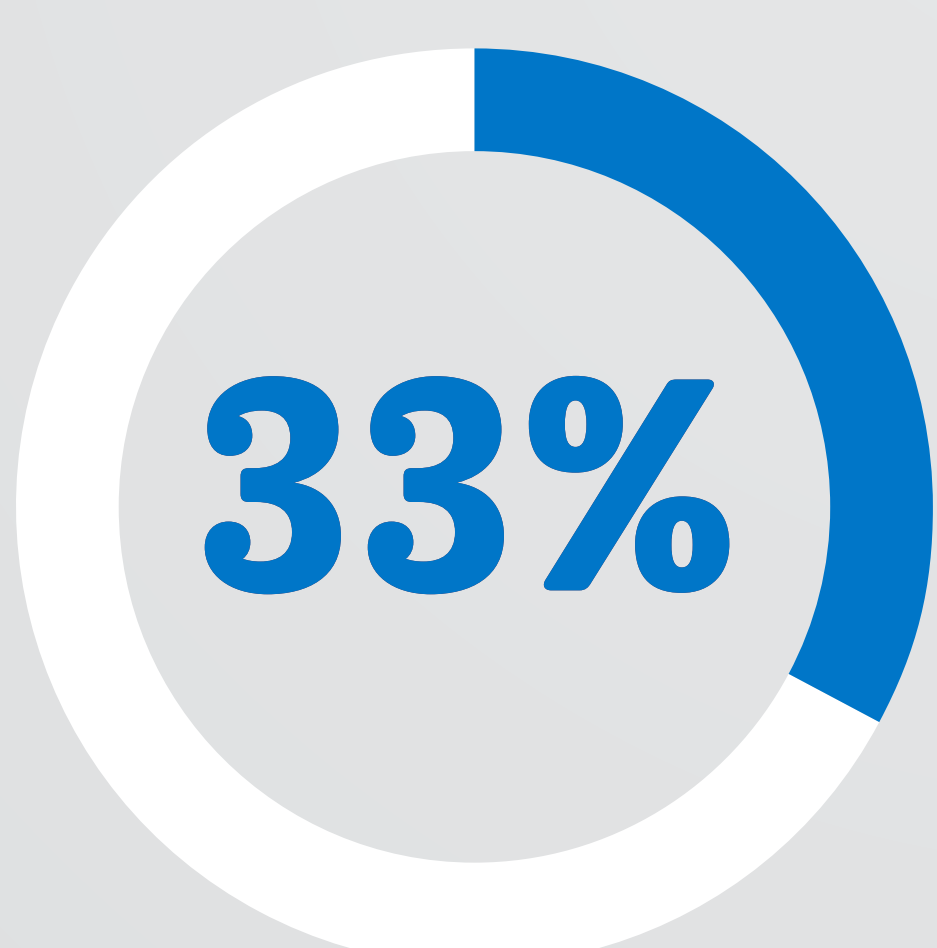
Generate Sales/Revenue



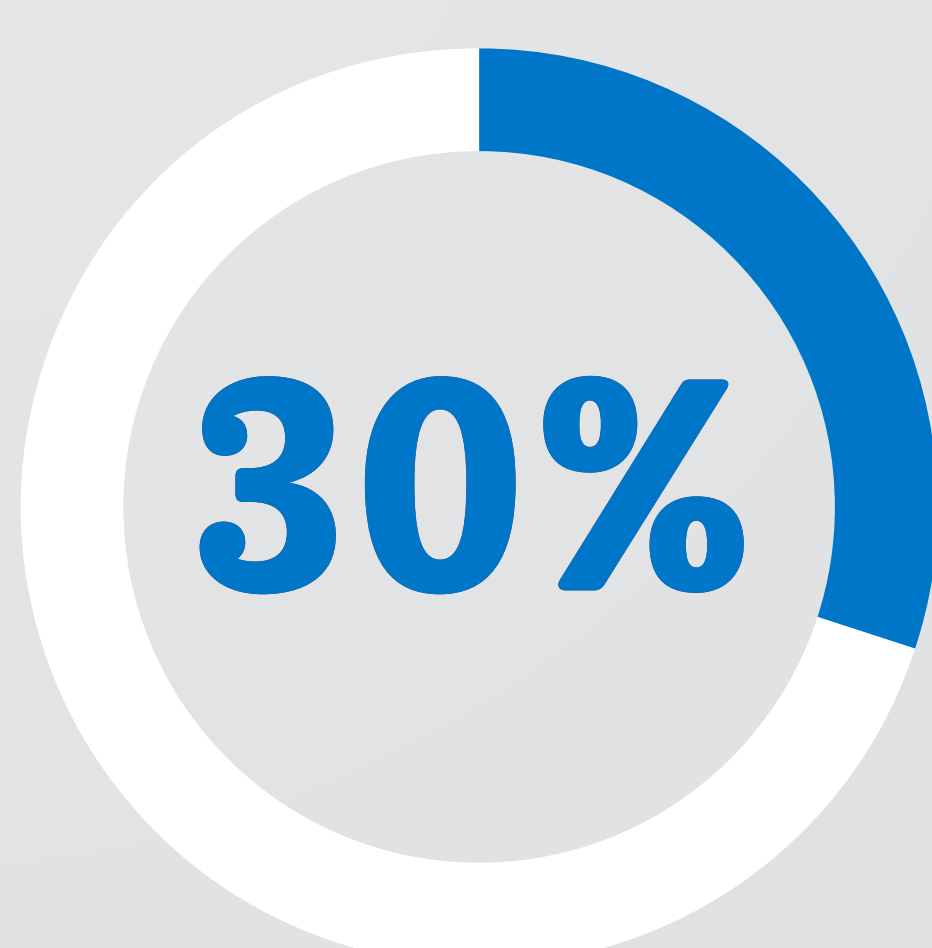
Generate demand/leads



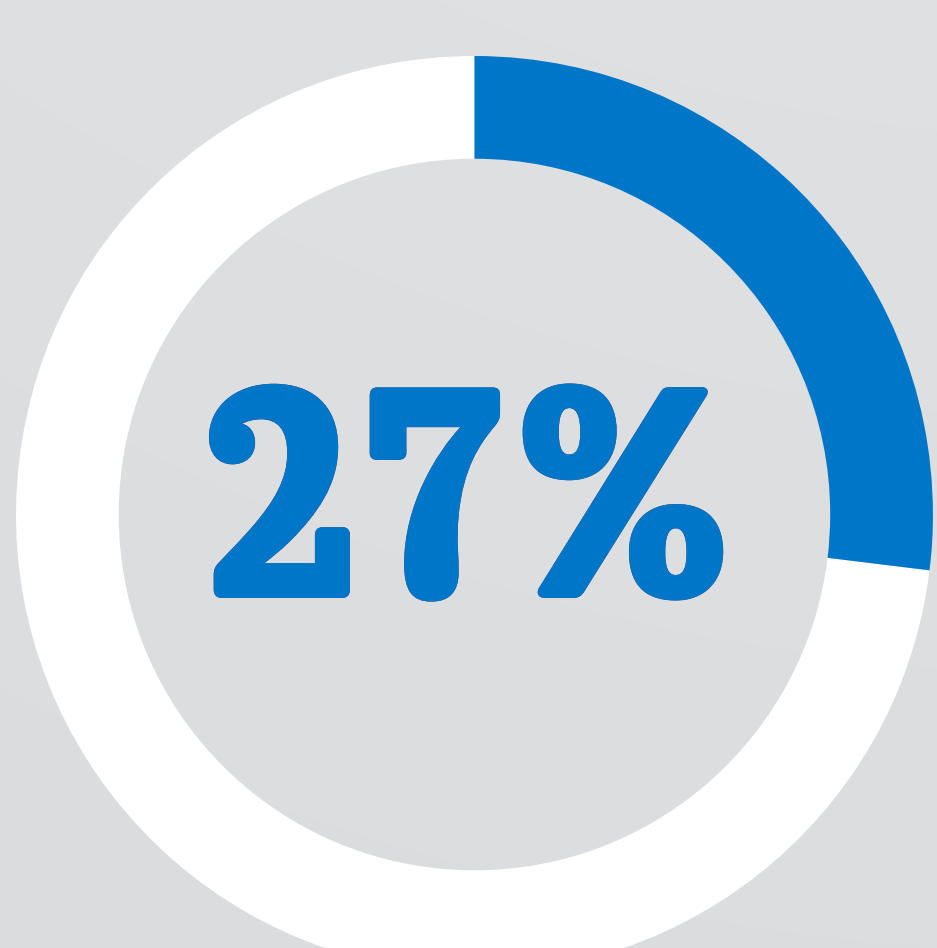
Build credibility/trust



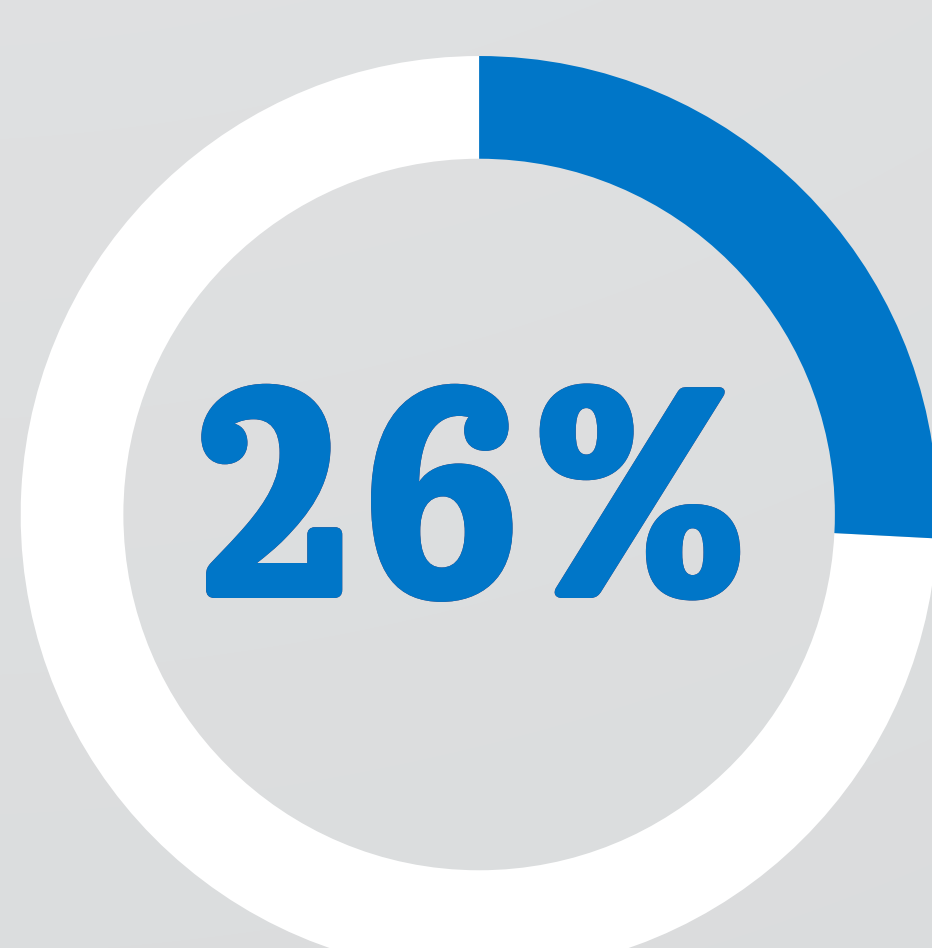
Build loyalty with existing customers



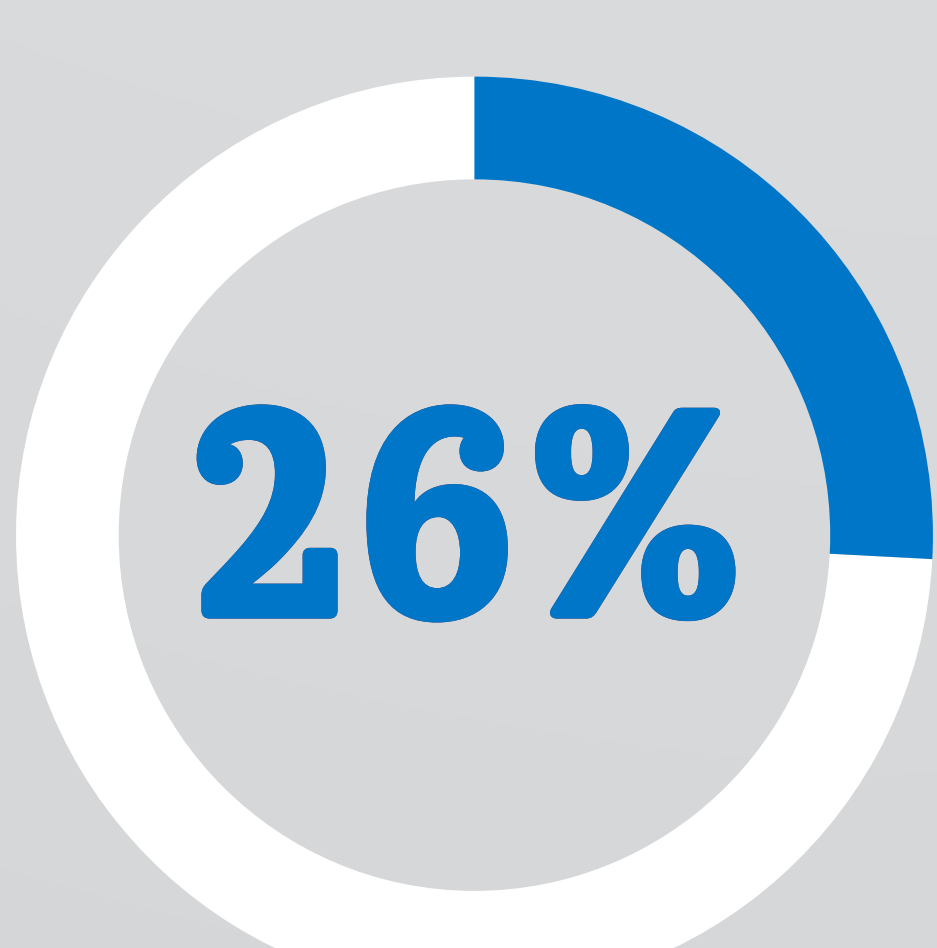
Support the launch of a new product



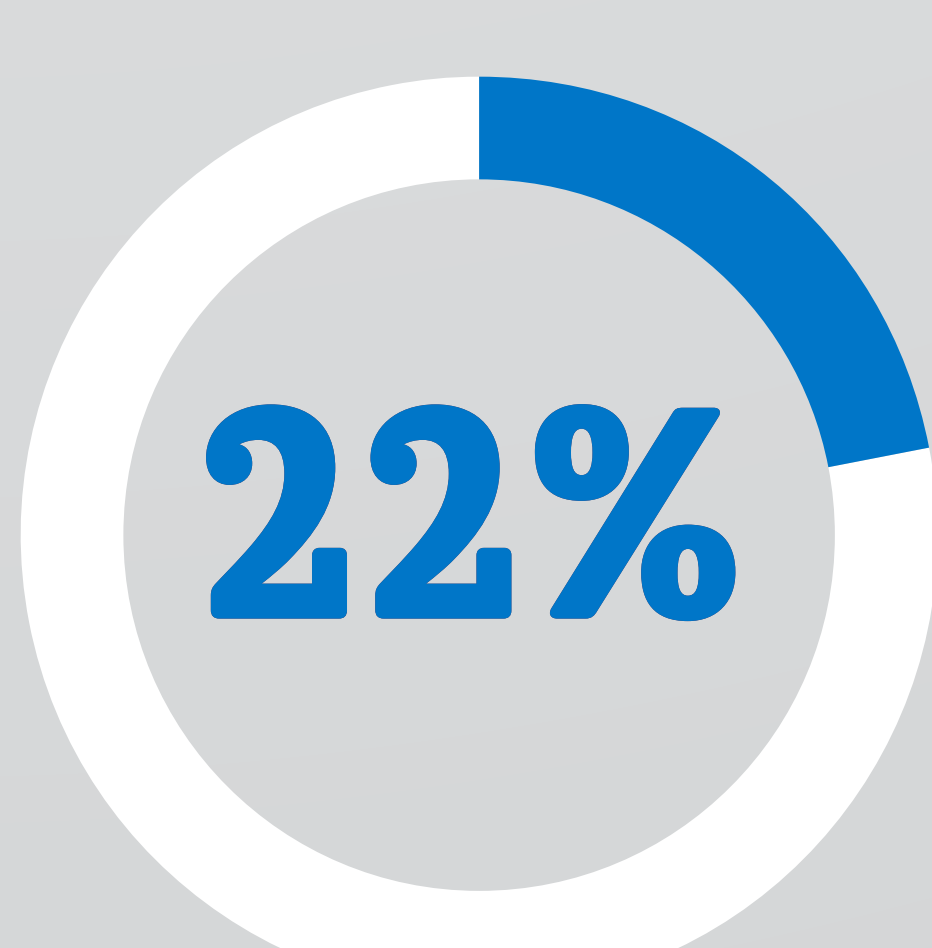
Educate audience



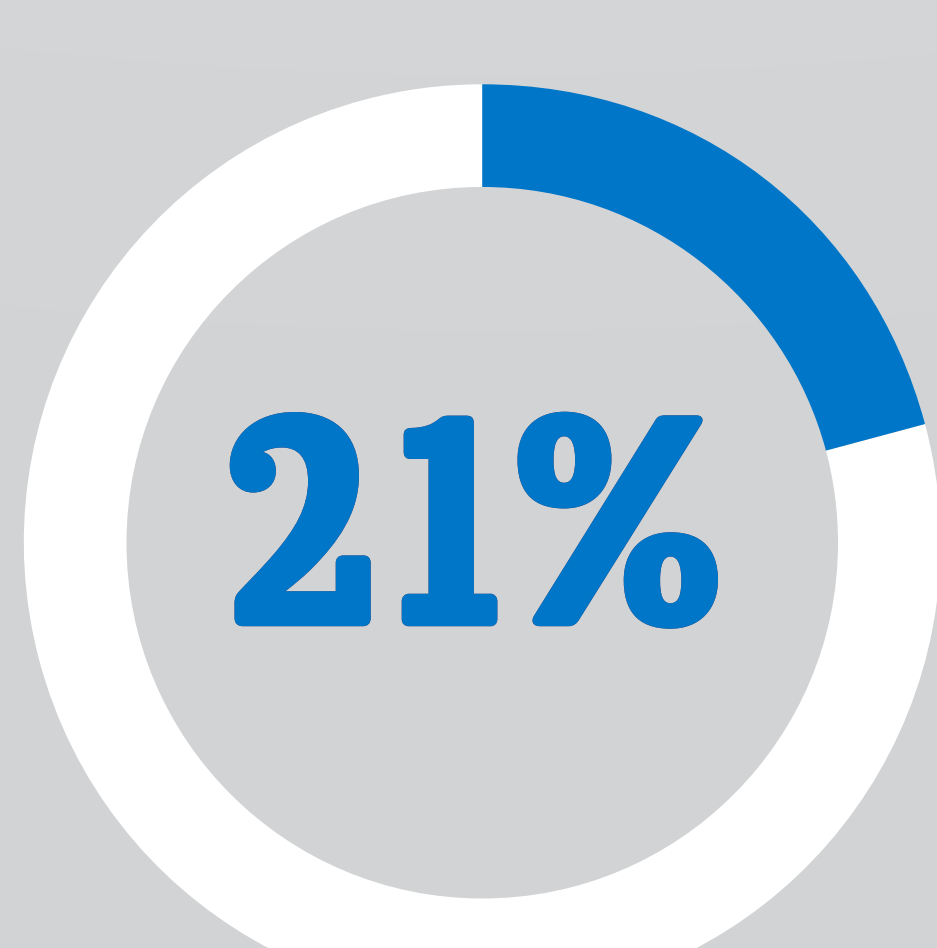
Drive traffic to ads



Build a subscriber audience



Nurture leads



Drive attendance to events

Source: WordPress VIP, published on MarketingCharts.com
Based on a November 2022 survey of 1,554 marketers across industries, roles, and company types (B2B, B2C, etc.)