

Content Marketing requires Quality Content

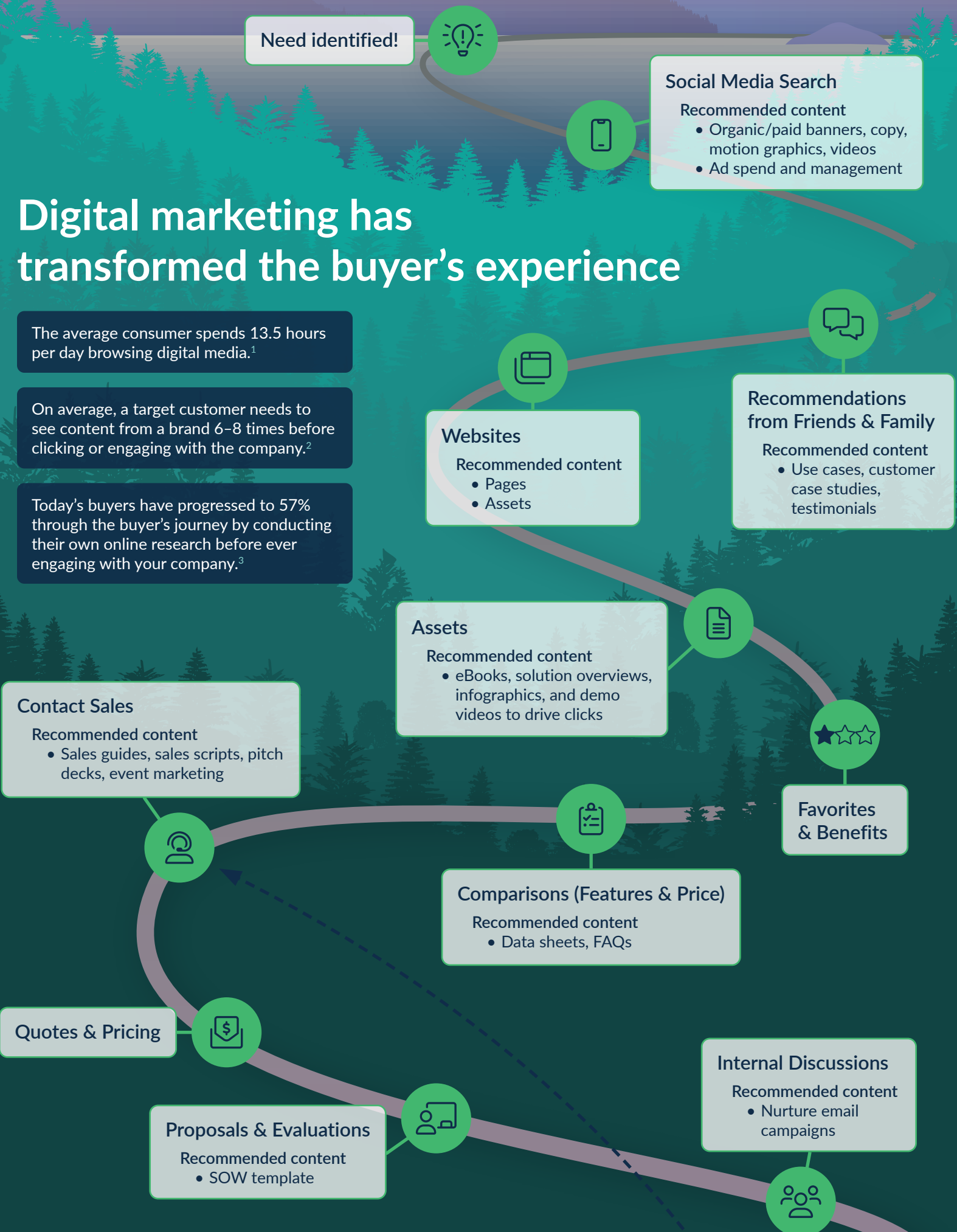
Provide timely, relevant content – no matter where your buyer is in their journey

Digital marketing has transformed the buyer's experience

The average consumer spends 13.5 hours per day browsing digital media.¹

On average, a target customer needs to see content from a brand 6–8 times before clicking or engaging with the company.²

Today's buyers have progressed to 57% through the buyer's journey by conducting their own online research before ever engaging with your company.³



Buyers want to self-educate before engaging directly with your company

Given the voracious rate of digital content consumption, every campaign requires at least 10+ unique deliverables per buyer persona to capture the audience's attention.²

Multiple campaigns targeting multiple personas or multiple industries require more content to resonate effectively with each target audience.

Content has always been King, but now more than ever, **QUALITY** content reigns supreme over massive quantities of content your customers are viewing online.

Quality content speaks volumes

"We were able to achieve the following results with digital content produced by The Odigo Group and optimized for our platforms: 1M impressions and growing 40% month over month, 169K clicks and growing 38% month over month, and 118 leads generated for 56 partners."

- Global Enterprise | Digital Content for a targeted partner marketing platform

"The Odigo Group's expertise in project management, content creation, and overall marketing strategy was just what I needed to exercise the ... bias for action necessary to create a program ... from scratch that is now used by thousands of partners around the world."

- Global Enterprise | Partner Marketing

"Wow! Your team actually writes content – unlike the other vendors we've worked with who just repackage what we send them. Thank you for applying original thought and providing quality content for our marketing budget."

- CMO | Global Technology Company

Contact us to talk about your marketing goals and learn how content marketing could help you achieve them.

Let's chat!