Content Marketing Tactics

In general, content marketers are using a good mix of tactics.

One notable, recent increase includes videos up 27%.

Content Marketing Usage (by Tactic) 79% Articles Social Media (other than blogs) **74% Blogs** 65% **eNewsletters** 63% 58% 56% **In-Person Events Videos 52% Print Magazines** 31% **Traditional Media** 30%

Let's talk.

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