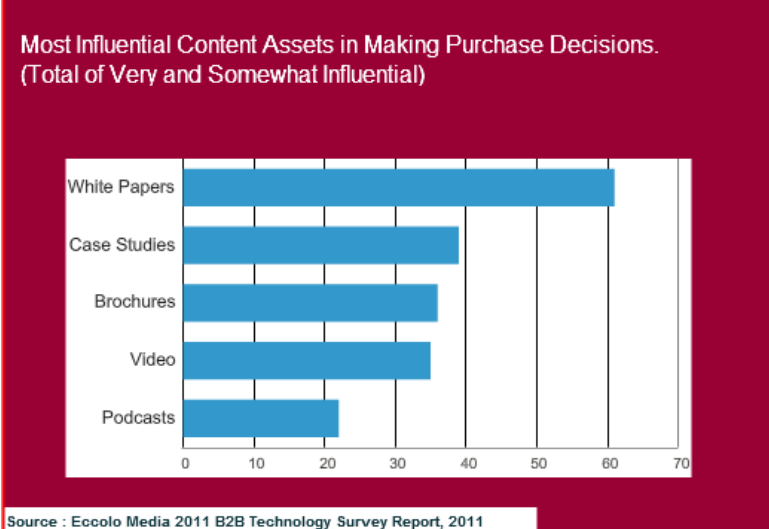
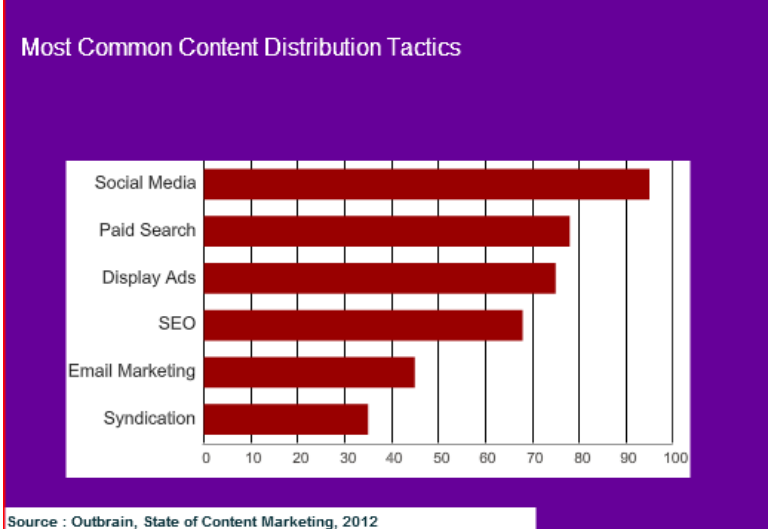
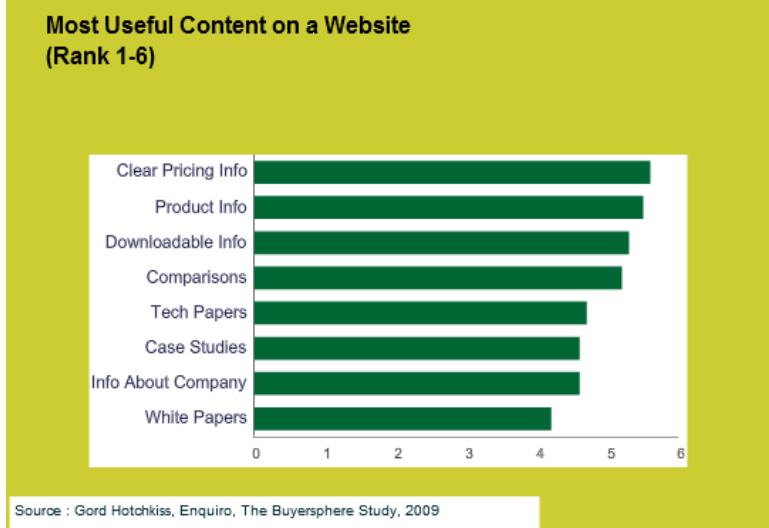
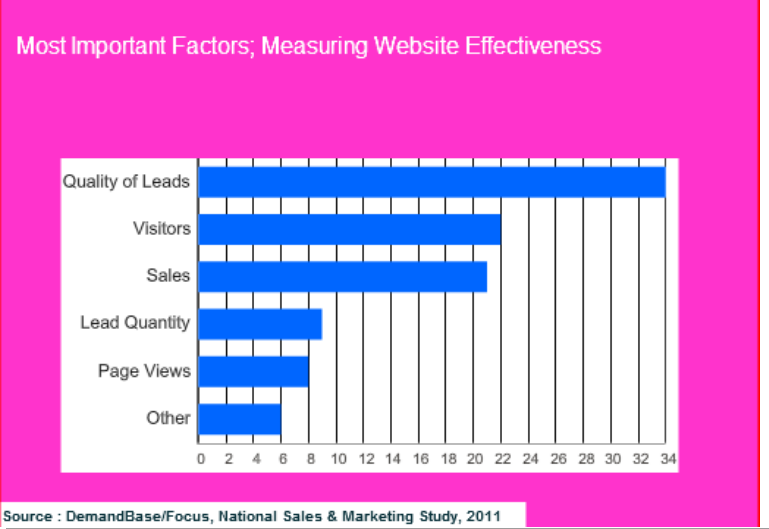
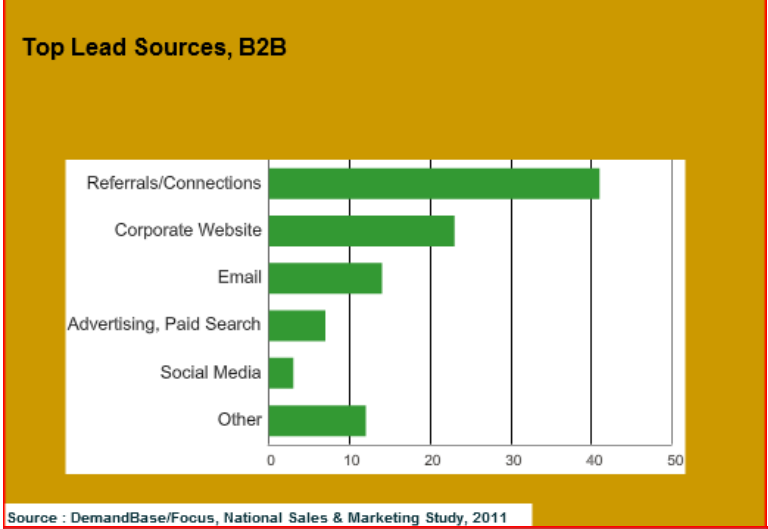
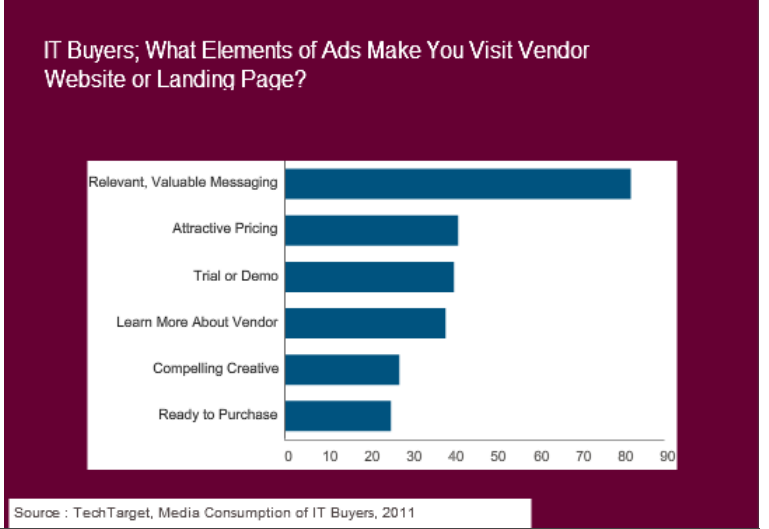
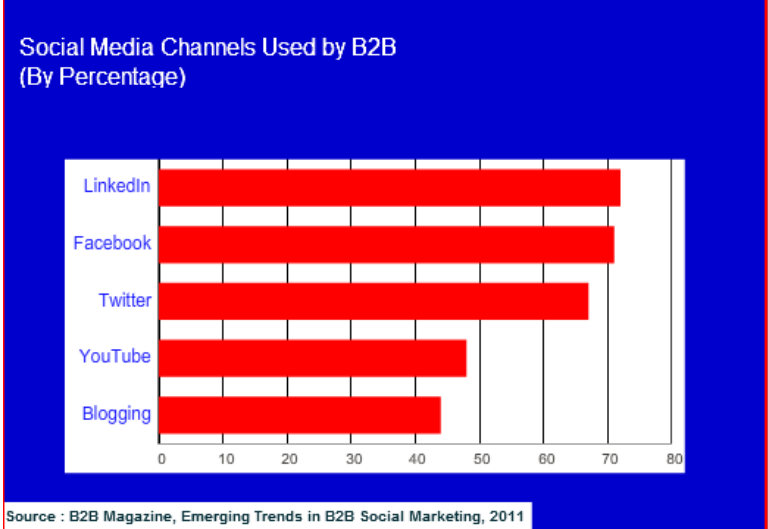
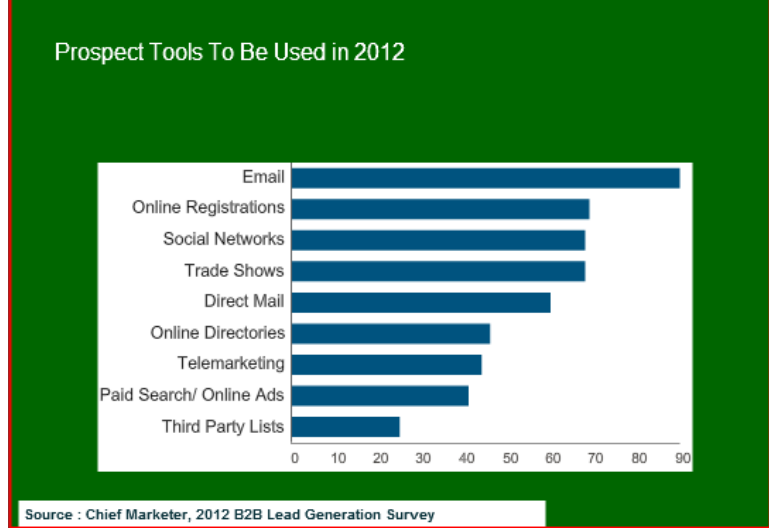
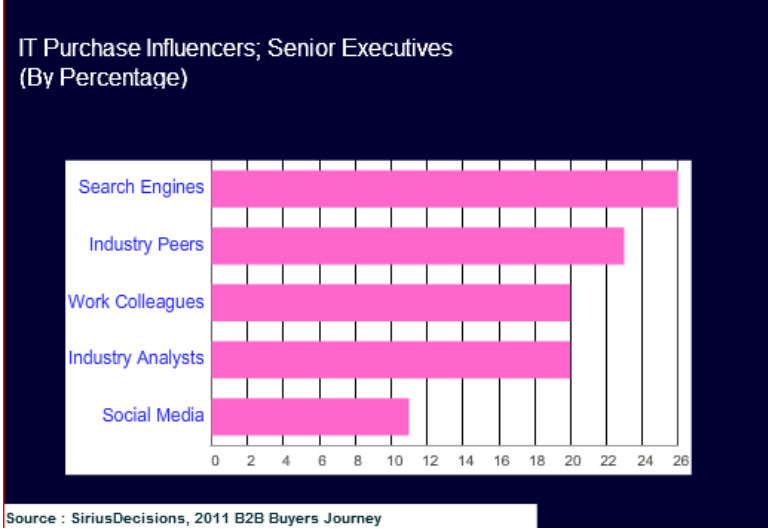
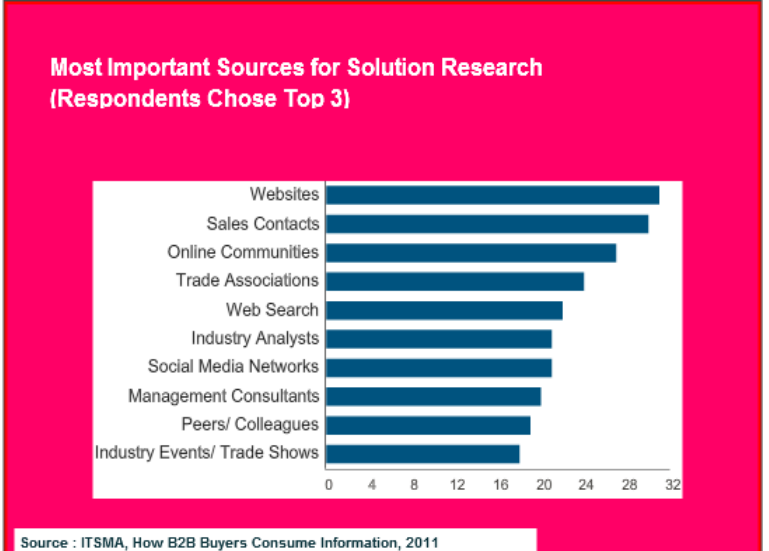


Marketing to B2B Buyers: Channels & Content



This infographic summarizes recent studies on how B2B buyers research products, what mediums they use, and what messages they prefer. By understanding how buyers buy, a true content marketing, lead generation, and funnel optimization strategy can be optimized.

Most charts below denote percentages unless noted. Charts by www.icharts.net



Some Lead Nurturing Statistics

- According to *Forrester Research*, companies that excel at lead nurturing are able to generate **50% more** sales-ready leads at **33% lower** cost per lead.
- According to *CSO Insights*, companies that excel at lead nurturing have **9% more sales reps make quota**, and enjoy a **10% shorter ramp up time** for new reps.
- According to *DemandGen Report*, nurtured leads produce, on average, a **20 percent increase** in sales opportunities versus non-nurtured leads.



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