



# 18 Blog Statistics You Need to Know

Business Blogging is an important part of an effective Inbound Marketing Strategy. Is blogging right for your business? Yes, definitely! Here is the proof:

**6.7** million people are on blogging sites



6 out of 10 US online consumers have made a purchase based on recommendations from a blog



blogs are in the top 5 most trusted sources for accurate online information



70% of consumers learn about a company through a blog rather than ads



81% of consumers trust advice and information from blogs

**12** million people blog via social networks

Longer in-depth blog posts generate **9x** more leads than short ones



97% more indexed leads on websites that have blogs than those without

## Why Blogging is Good for your Business

**13x more**

Marketers who prioritize blogging are 13 times more likely to see positive ROI

**67% more**

On average, companies with blogs produce 67% more leads per month than those without

**97% more**

The average company that blogs gets 97% more inbound links

**126% more**

Small businesses with blogs have 126% increases in lead generation.

**90%**

of consumers find custom content useful

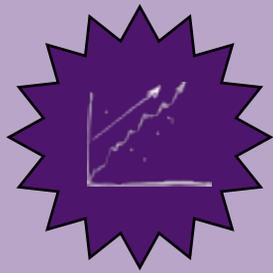
**45%**

of online marketers say that *blogging* is an important part of their sales strategy

**23%**

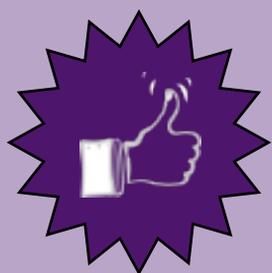
of top executives say they read blogs regularly

## Blogging for B2B Businesses



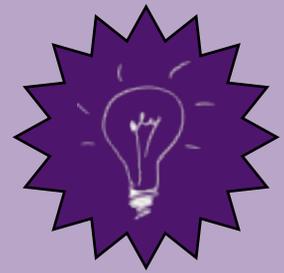
**67%**

more leads every month for B2B companies who regularly blog every month versus companies who do not



**59%**

of B2B marketers consider blogs the most valuable channel



**47%**

of B2B buyers read 3-5 blog posts or content pieces prior to talking with a salesperson

Blogging makes sense. With minimal effort and expense, you can build credibility, boost search engine rankings, increase website traffic, and foster relationships with potential and current customers. This is an opportunity that no small business should pass up.

Are you interested in creating a blog for your company? We can help! Contact us to leverage the power of business blogging to significantly increase your website traffic and quality leads.

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