

How can sellers make their content stand out?

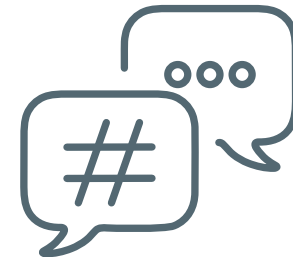
B2B buyers are bombarded with content



128.8B
emails¹
received
each day



500 hours
of video²
uploaded on
YouTube every
minute



70M
posts³
published on
WordPress
monthly

Most buyers ignore that content

57%

agreed that much of the material they receive from vendors is useless⁴.

& 97%

said it was important that vendor websites had relevant content that spoke to their company⁵.

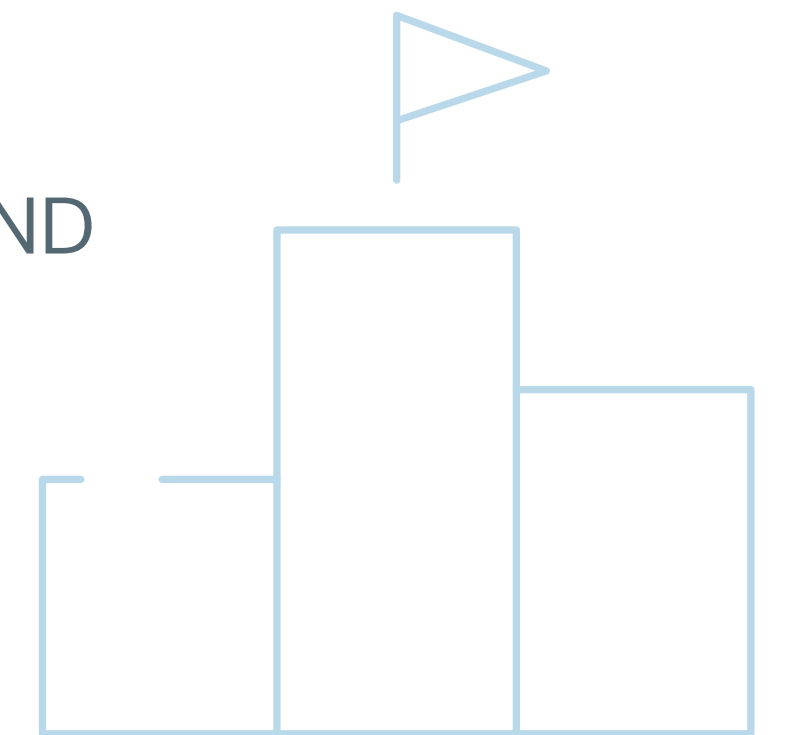
**That's why
successful
sellers use
personalized
content to
engage
buyers**

88% of the most successful B2B marketers surveyed report prioritizing the audience's informational needs over promotional messaging⁶

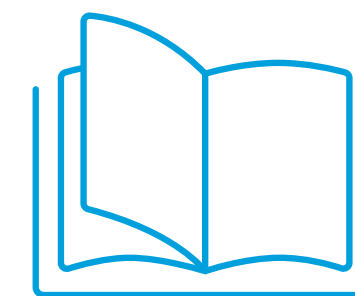
& 74% craft their content for specific customer journey stages⁶

The three keys to successful personalization:

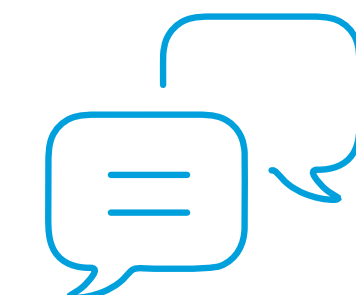
1. Know your buyer and where they are in the customer journey
2. Make the messaging relevant — address your buyer's pain points AND the current business environment
3. Curate content carefully — send only relevant material



Customers who use the Seismic Storytelling Platform™ for personalization see results:



350%
increase in
content usage



275%
boost in
conversations

Interested in learning how you can use personalization to engage with buyers? Read Seismic's eBook, [*Breaking through the Content Clutter: Using Personalization to Engage Buyers.*](#)

¹ <https://www.radicati.com/wp/wp-content/uploads/2015/02/Email-Statistics-Report-2015-2019-Executive-Summary.pdf> Note: 128.8 B is a projected number for 2019

² <https://youtube.googleblog.com/2020/02/youtube-at-15-my-personal-journey.html>

³ <https://wordpress.com/activity/>

⁴ <https://go.forrester.com/blogs/crap-content-continues-to-describe-b2b-marketing-dont-let-it-describe-yours/>

⁵ <https://www.demandgenreport.com/resources/research/the-2019-b2b-buyers-survey-report>

⁶ <https://contentmarketinginstitute.com/2019/10/success-differentiators-b2b-research/>