Asking the right questions:

How to say something completely original and uniquely valuable with original research

Audience

Today's presenters

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Part 1: Why use original research in content marketing?

| SEO Magic | Brand Awareness | Strong Partnerships | Demand Generation |

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Blogging Statistics and Trends: The 2018 Survey of 1000+ Bloggers

ANALYTICS | DIGITAL STRATEGY | SEO & CONTENT MARKETING | 40 COMMENTS

SHARE THIS 826
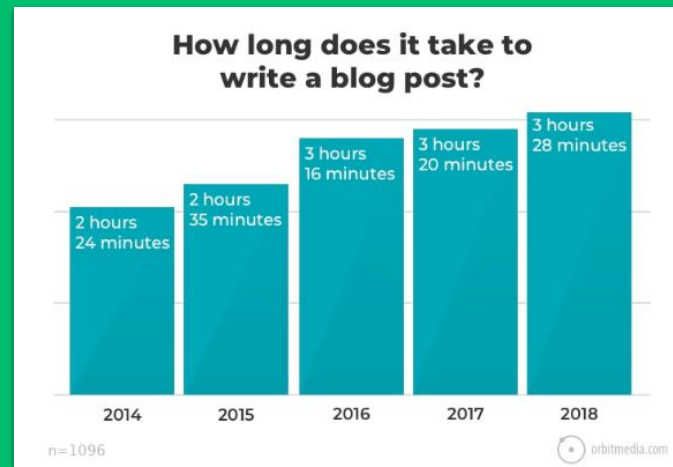
Why are some bloggers so much more successful than others? What do top bloggers do differently? How can I be more like them?

Millions of bloggers each spend hundreds of hours every year creating content. It's a big job that a lot of us are trying to do well. And there's only one way to find out what we're all doing: ask a few questions, get some answers and look at the data.
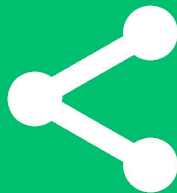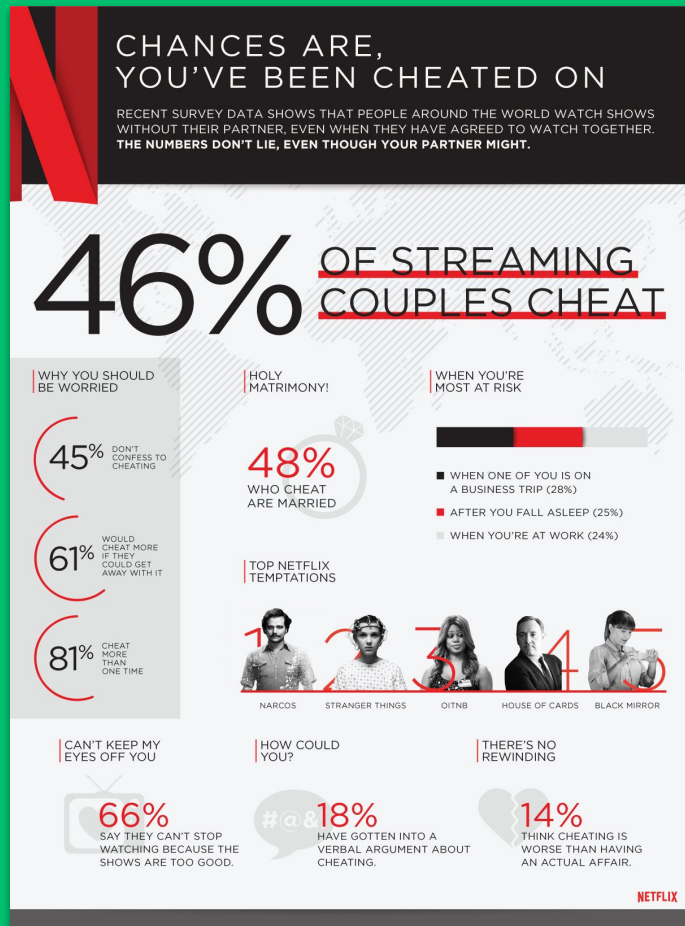
BY ANDY CRESTODINA

How long does it take to write a blog post?

2014	2015	2016	2017	2018
2 hours 24 minutes	2 hours 35 minutes	3 hours 16 minutes	3 hours 20 minutes	3 hours 28 minutes

n=1096

orbitmedia.com

Google blogging statistics and trends

All | News | Images | Shopping | Videos | More | Settings | Tools

About 5,740,000 results (0.23 seconds)

Scholarly articles for blogging statistics and trends
Secular trends in ischemic stroke subtypes and stroke ... - Bogiatzi - Cited by 45
Stroke trends in the WHO MONICA project - Thorvaldsen - Cited by 312
Trends in stroke incidence in Auckland, New Zealand, ... - Anderson - Cited by 157

Blogging Statistics and Trends: The 2017 Survey of 1000+ Bloggers ...
https://www.orbitmedia.com/blog/blogging-statistics/
We asked 1377 bloggers how they create, promote, and analyze. They answered. Our 2017 Blogging Statistics survey shows the power of length and Analytics.

28 Little-Known Blogging Statistics to Help Shape Your Strategy in 2018
https://www.impactbnd.com/blog/blogging-statistics-to-boost-your-strategy
New blogging statistics and facts to help you rank higher in search engines, drive ... You'll notice some trends are changing, but there are several things that ...

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CHANCES ARE, YOU'VE BEEN CHEATED ON

RECENT SURVEY DATA SHOWS THAT PEOPLE AROUND THE WORLD WATCH SHOWS WITHOUT THEIR PARTNER, EVEN WHEN THEY HAVE AGREED TO WATCH TOGETHER. **THE NUMBERS DON'T LIE, EVEN THOUGH YOUR PARTNER MIGHT.**

46% OF STREAMING COUPLES CHEAT

WHY YOU SHOULD BE WORRIED

- 45% DON'T CONFESS TO CHEATING
- 61% WOULD CHEAT MORE IF THEY COULD GET AWAY WITH IT
- 81% CHEAT MORE THAN ONE TIME

HOLY MATRIMONY!

48% WHO CHEAT ARE MARRIED

TOP NETFLIX TEMPTATIONS

1. NARCOS
2. STRANGER THINGS
3. OITNB
4. HOUSE OF CARDS
5. BLACK MIRROR

WHEN YOU'RE MOST AT RISK

- ■ WHEN ONE OF YOU IS ON A BUSINESS TRIP (28%)
- ■ AFTER YOU FALL ASLEEP (25%)
- □ WHEN YOU'RE AT WORK (24%)

CAN'T KEEP MY EYES OFF YOU

66% SAY THEY CAN'T STOP WATCHING BECAUSE THE SHOWS ARE TOO GOOD.

HOW COULD YOU?

18% HAVE GOTTEN INTO A VERBAL ARGUMENT ABOUT CHEATING.

THERE'S NO REWINDING

14% THINK CHEATING IS WORSE THAN HAVING AN ACTUAL AFFAIR.

NETFLIX

BUSINESS INSIDER — TECH   FINANCE   POLITICS   STRATEGY   LIFE   INTELLIGENCE   ALL

I 'Netflix-cheat' on my partner — here's how it affects our relationship

Mashable — VIDEO   ENTERTAINMENT   CULTURE   TECH   SCIENCE   SOCIAL GOOD   MORE

Netflix cheating is a phenomenon that can put a pause on your relationship

GQ — "Netflix Cheating" Is Real and It's Probably Happened (or *Happening*) to You

CNN entertainment — Stars   Screen   Binge   Culture   Media

Are you a Netflix cheater?

Money — SUBSCRIBE

Netflix Reveals That Nearly Half of All Couples Cheat — When it Comes to TV

THE VERGE — TECH   SCIENCE   CULTURE   CARS   REVIEWS   LONGFORM   VIDEO   MORE

ENTERTAINMENT   TV   NETFLIX

Netflix's 'cheater test' tells you what you already know: you're a streaming cheater

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CNBC

CNBC and SurveyMonkey Release Latest Small Business Survey Results
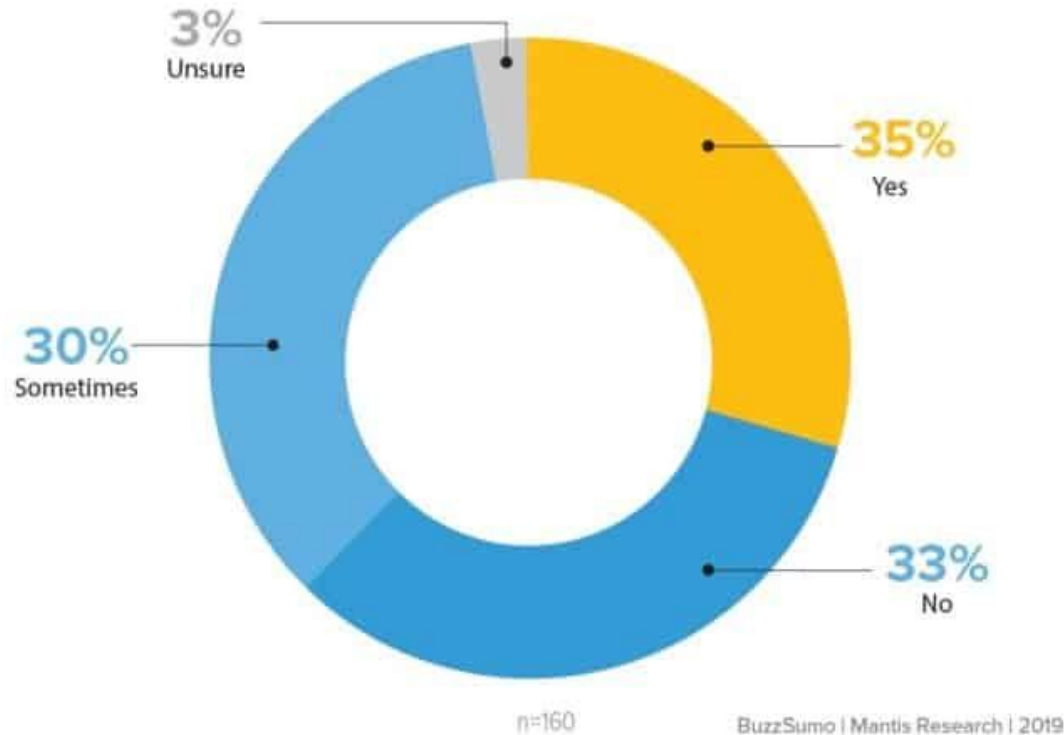
HubSpot

MARKETING | 5 MIN READ

Global Buying Behavior in 2019 [New Data]

Bonusly

Bridging the Appreciation Gap: How Employees Prefer to Give and Receive Recognition at Work

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82%

of people would rather read an article based on data than the writer's opinion.

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Part 2: Doing survey research right

SurveyMonkey study: microaggressions in the workplace

How employees think aggressors should be managed

Required apology	67%
Talk with manager	47%
HR intervention	40%
Anti-bias training	30%
Termination	9%

SurveyMonkey

"A senior partner asked to 'touch my hair' in order to confirm it was 'all mine.'"

"My hearing disability was written up as 'making communication difficult for my co-workers.'"
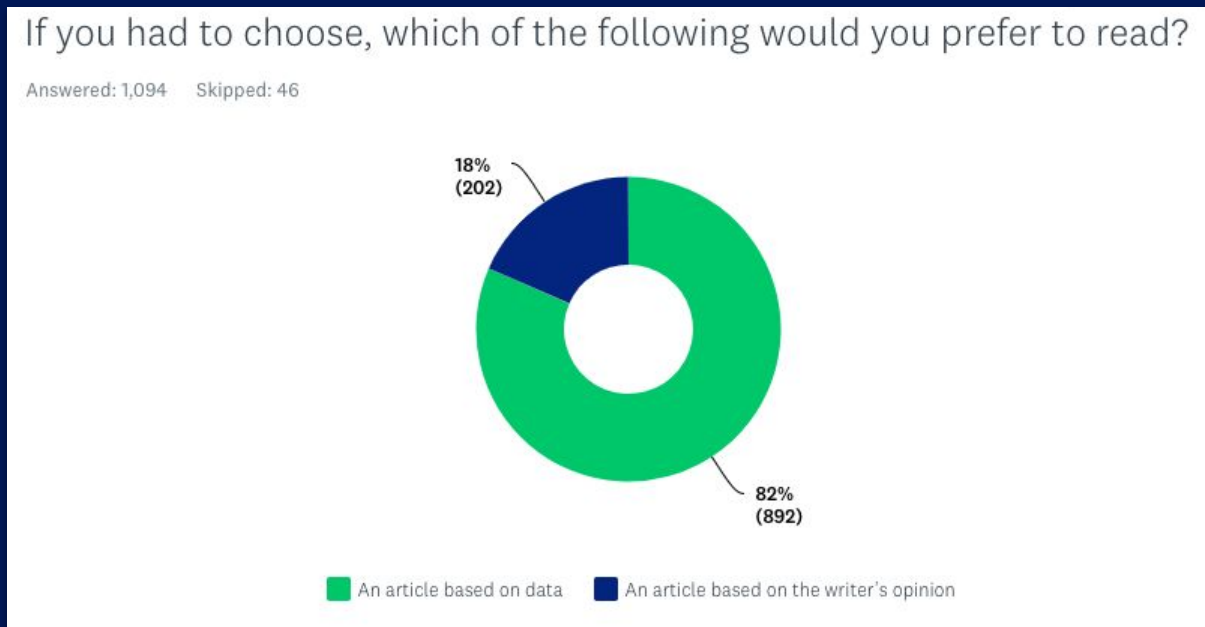
Scaled answer options work well for content

4. Is content that contains supporting data more or less **trustworthy** than content without any supporting data?

- ○ Much more trustworthy
- ● Somewhat more trustworthy
- ○ Neither more nor less trustworthy
- ○ Somewhat less trustworthy
- ○ Much less trustworthy

These answer options can be combined during analysis

Polarized questions give you strong stats

"Would you rather?"

If you had to choose, which of the following would you prefer to read?

Answered: 1,094   Skipped: 46

18% (202)

82% (892)

■ An article based on data   ■ An article based on the writer's opinion

Capture key demographics for data breakouts:

- Generation

- Gender

- Geography (state, country, city, urban vs. suburban)

- Career seniority/ income range

- Education level

- Ethnicity

Audience

Decide who should take your survey

Your contacts

Your customers

Your followers

Research panel

Part 3: Making the most of your original research

What types of content do you produce from your original research?
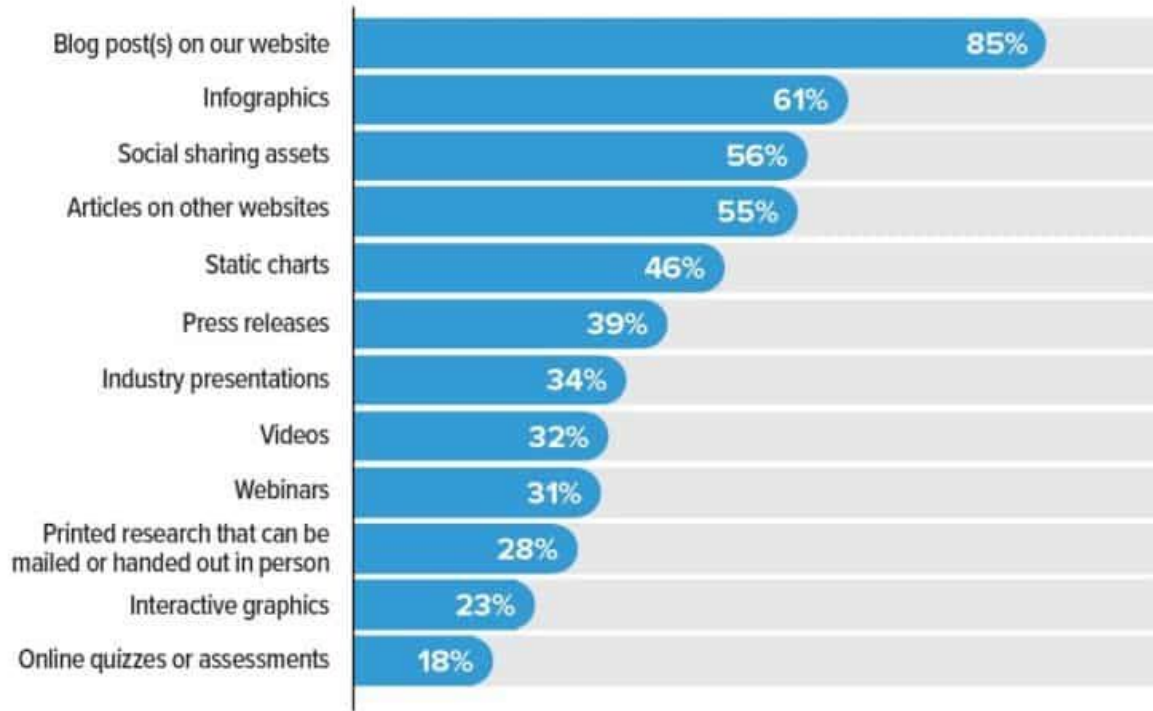
Content Type	Percentage
Blog post(s) on our website	85%
Infographics	61%
Social sharing assets	56%
Articles on other websites	55%
Static charts	46%
Press releases	39%
Industry presentations	34%
Videos	32%
Webinars	31%
Printed research that can be mailed or handed out in person	28%
Interactive graphics	23%
Online quizzes or assessments	18%

BuzzSumo | Mantis Research | 2019

n=248

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The ultimate guide to using surveys for content marketing