

More than three-quarters of marketers plan to improve lead generation in 2021

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eMarketer Editors

Marketers' goals for 2021 are highly performance-based. When asked about their priorities for the year in SEMRush's "State of Content Marketing" report, the most popular answer, with 79% of marketers agreeing, was generating quality leads; in second place, at 75%, was attracting more web traffic. Somewhat less important were brand-oriented goals like improving reputation (57%) or customer loyalty (47%).

Priority Goals Marketers Worldwide Plan to Achieve Through Content Marketing in 2021, Oct 2020

% of respondents



Source: SEMRush, "The State of Content Marketing 2020 Global Report," Nov 18, 2020

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This also means that the most popular tools marketers plan to use for content marketing this year are those that deal with data and metrics, as opposed to those that deal with content creation itself: 88% said they planned to leverage web analytics tools, and 82% said they would use SEO tools, according to SEMRush.

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