

## BY THE NUMBERS....

# \$80B

Spent on content marketing this year

# 2 OUT OF 3

Local businesses use content marketing

# 42%

Of small businesses will prioritize content marketing this year

# \$20B

Increase in spending on content marketing since the pandemic

Meta  
**BRANDED** Content Project

 **BORRELL**



The amount spent on the creation and distribution of content marketing increased by nearly \$20 billion in the last two years, and 42% of local businesses said they expect to make content marketing even more of a priority this year.