



POWER OF CONTENT:

How Content Marketing Impacts Purchase Decisions,
Brand Affinity, and Trust



WHY THIS REPORT MATTERS

Early-stage content – content that provides educational value and does not explicitly sell products – is frequently leveraged as a strategy for brand building and lead nurturing. After all, 50% of leads are qualified but are not immediately ready to buy.

And while the investment in content marketing is increasing – 87% of marketing executives reported they were spending more on content in 2017 – the impact of content marketing on purchase decisions has yet to be proven.

To fill that gap, this study investigates the impact that educational content has on consumers' likelihood to purchase, trust and brand affinity, both immediately and after time.

Conductor surveyed hundreds of consumers to discover:

- The likelihood to purchase immediately after consuming content
- The likelihood to purchase a week after consuming content
- The effect of educational content on brand affinity and trust

KEY FINDINGS

Content's Impact on Purchase Decisions

Consuming educational content dramatically increases likelihood to purchase. The effect is strongest immediately, and decreases somewhat a week later.

- Immediately after reading a piece of content by the brand, consumers were **131% more likely to buy from that brand** than consumers who did not read any content.
- One week after reading educational content, consumers were still **48% more likely to purchase from that brand** compared to consumers who had not read a piece of educational content.
- When deciding between 4 brands, **83.6% of consumers who read a piece of educational content by a brand chose that brand** when prompted to purchase.



KEY FINDINGS

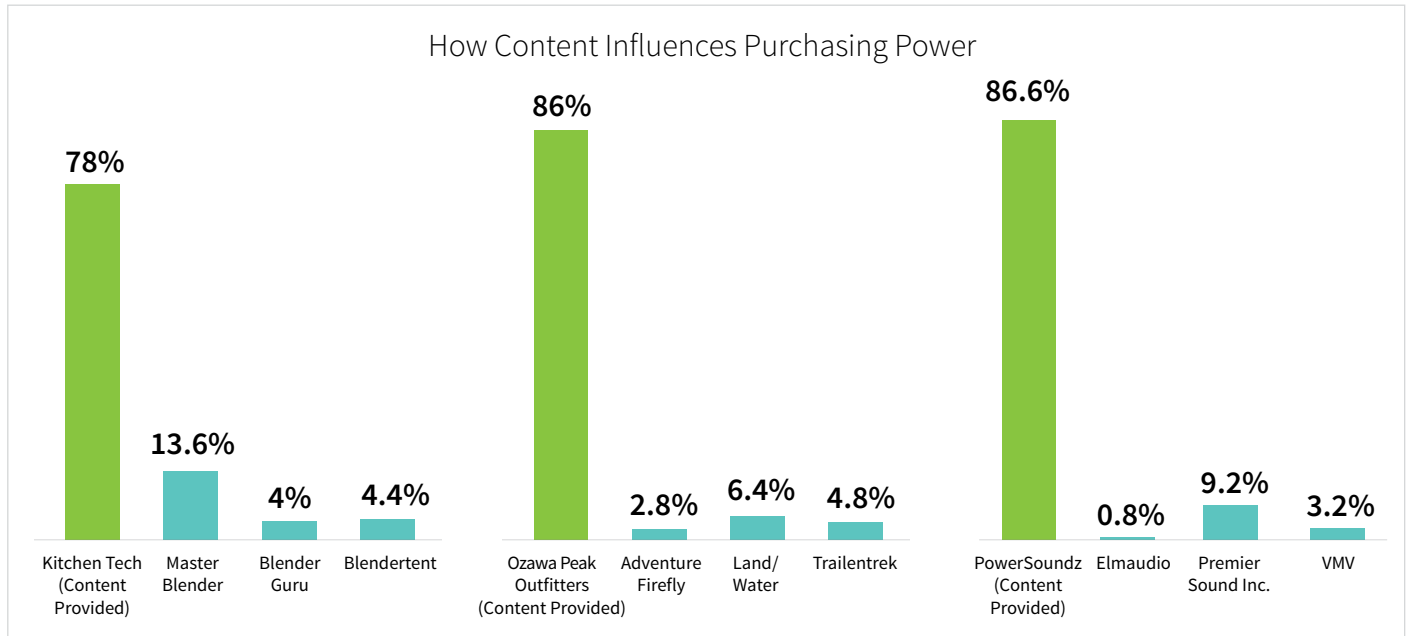
Content's Impact on Brand Affinity and Trust

Consuming content greatly increases affinity and trust, and those positive feelings for the brand actually increase over time, suggesting a subliminal impact.

- **65% of consumers feel a brand is trustworthy/positive** immediately after they read a piece of educational content from that brand.
- **78% agree or strongly agree that they found the brand “helpful”** immediately after they read a piece of educational content from that brand.
- A week after reading a piece of educational content from a brand, **74.49% of consumers identified the brand as “positive,” an 8% increase since initially reading the content. (66.0% to 74.49%)**
- A week after reading a piece of educational content from a brand, **73.3% of consumers identified the brand as “trustworthy,” an 9% increase since initially reading the content. (64.4% to 73.3%)**

I. EFFECT OF EDUCATIONAL CONTENT ON PURCHASE POWER

Immediately after reading a piece of educational content, consumers were asked which brand they would like to purchase from — overwhelmingly, they selected the brands that **had provided content**.



Brands in green are the brands that provided educational content

CONTENT VS. CONTROL: IMMEDIATELY AFTER READING A PIECE OF CONTENT

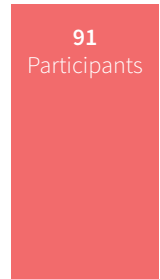
Immediately after reading a piece of content by the brand, consumers were **131% more likely to buy from that brand** compared to consumers who did not read any content.

Consumers were 131% more likely to buy after reading a piece of educational content

+131%
More Likely



Content



Control

CONTENT VS. CONTROL: A WEEK LATER

A week later, content still impacts purchase power. **48% are more likely to purchase from the brand one week later**, compared to a control group who read no content.

Consumers who read an educational piece of content were 48% more likely to buy one week later.

+48%
More Likely



Content



Control

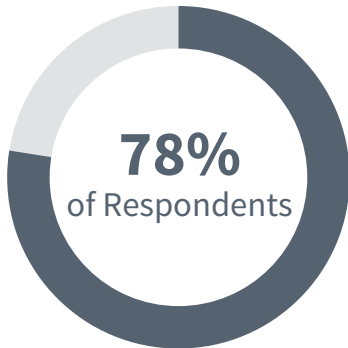
II.

EFFECT OF EDUCATIONAL CONTENT ON BRAND AFFINITY

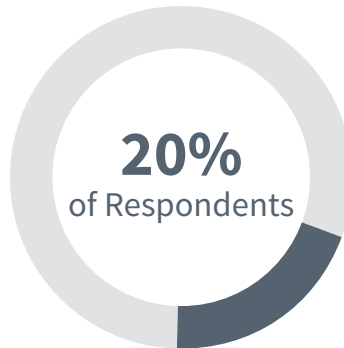
1. Helpfulness in Brand

78% agree or strongly agree that they found the brand “helpful” immediately after they read a piece of educational content from that brand.

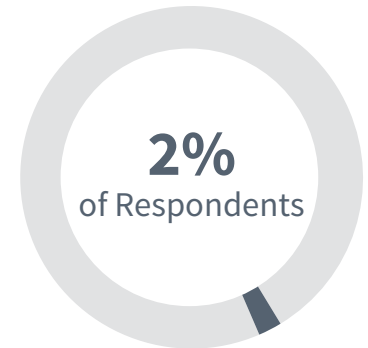
“AFTER READING A PIECE OF EDUCATIONAL CONTENT, I FIND THE BRAND WHO WROTE IT TO BE HELPFUL.”



**STRONGLY AGREE /
AGREE**



NEUTRAL

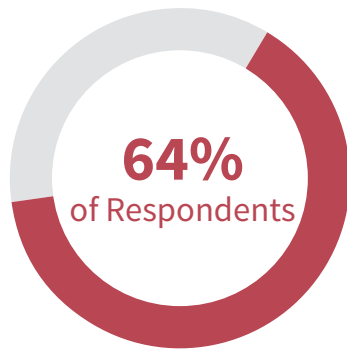


DISAGREE

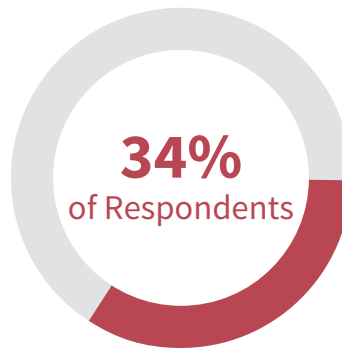
2. Trust in Brand

64% of consumers feel a brand is trustworthy immediately after they read a piece of educational content from that brand.

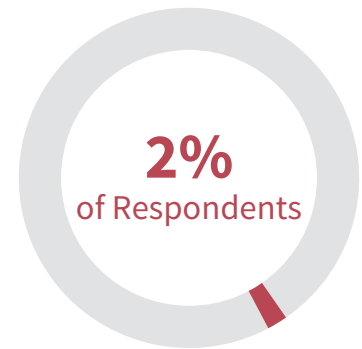
“AFTER READING A PIECE OF EDUCATIONAL CONTENT, I TRUST THE BRAND WHO WROTE IT AS AN EXPERT IN THEIR INDUSTRY.”



**STRONGLY AGREE /
AGREE**



NEUTRAL

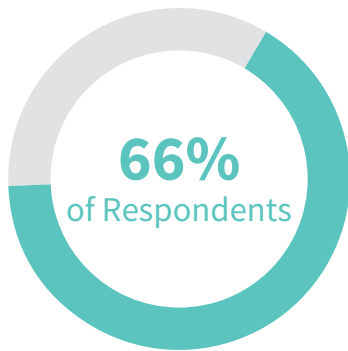


DISAGREE

3. Positive Feelings For Brand

66% of consumers have positive feelings of a brand immediately after they read a piece of educational content from that brand.

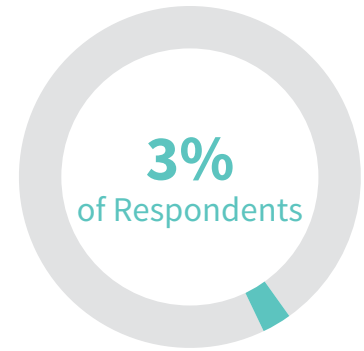
“AFTER READING A PIECE OF EDUCATIONAL CONTENT, I HAVE POSITIVE FEELINGS OF THE BRAND WHO WROTE IT.”



**STRONGLY AGREE /
AGREE**



NEUTRAL



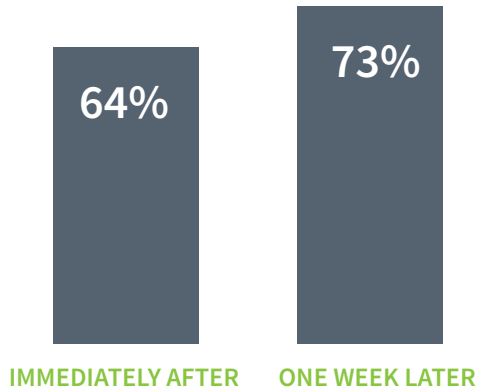
DISAGREE

TIME DELAY INCREASES BRAND AFFINITY

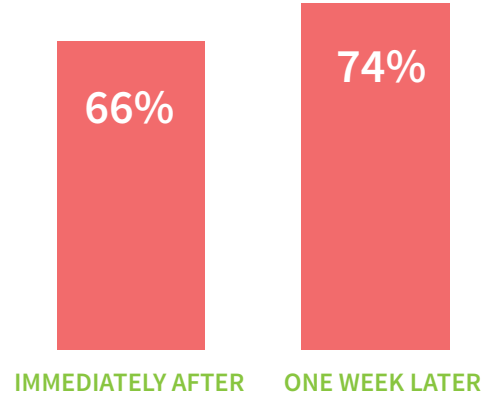
A week after reading a piece of educational content from a brand, there was an **9% increase in number of consumers who identified the brand as “trustworthy.”** (64% to 73%)

A week after reading a piece of educational content from a brand, there was an **8% increase in number of consumers who identified the brand as “positive.”** (66% to 74%)

AFTER READING A PIECE OF EDUCATIONAL CONTENT, I **TRUST** THE BRAND WHO WROTE IT AS AN EXPERT IN THEIR INDUSTRY.



AFTER READING A PIECE OF EDUCATIONAL CONTENT, I HAVE **POSITIVE FEELINGS** OF THE BRAND WHO WROTE IT.



III.

CONCLUSION

Early stage content has a powerful impact on consumers' likelihood to purchase. Educational content also has a powerful, positive impact on consumers feelings about that brand, dramatically increasing brand affinity and trust.

These findings strongly support **the importance of customer-first marketing**: when brands create valuable content that educates consumers, both brands and consumers win.

To learn more about creating a customer-first content marketing strategy, visit [Conductor.com](https://www.conductor.com)



500 incentivized respondents were split into two groups: control group and content group.

Using a survey platform, we screened out respondents who:

- Have never purchased anything online.
- Have never searched for anything online.
- Are experts or have interacted heavily with products similar to those in the survey.

Groups were asked to participate and answer one questionnaire and a secondary questionnaire one week later to examine the lasting effect of test variables.

Participants were asked to interact with 3 different products, and 12 different brands.

Group 1: 250 participants were asked to read a piece of educational content, and answer comprehension questions based on the content. Then, they interacted with the products and brands in question.

Group 2 (control): 250 participants did not read a piece of educational content. They interacted with the products and brands.

Both Group 1 and 2 interacted with 3 different products from mock brands: blenders, hiking backpacks, and outdoor speakers. Group 1 was asked to read a piece of educational content related to each product.

▶

How to Make Almond Milk (written by KitchenTech Blenders)

KITCHENTECH BLENDERS

ABOUT SHOP RECIPES

HOW TO MAKE ALMOND MILK

While we love the convenience of store-bought almond milk, sometimes it's fun to make it yourself! This recipe allows you to control the amount of sweetness and infuse flavors, as well as play around with the thickness. It will be your go-to when craving homemade dairy-free milk.

VANILLA ALMOND MILK ★★★★★ (2 from 13 reviews)

Prep time	Total time
5 mins	5 mins

Simple homemade almond milk that's creamy, delicious and entirely customizable! Perfect for cereal, baking and drinking straight alongside baked goods.

Author: Minimalist Baker
 Recipe type: Beverage
 Cuisine: Vegan, Gluten Free
 Serves: 5 cups

Ingredients

- 1 cup (112 g) raw almonds, soaked overnight in cool water (or 1-2 hours in very hot water)
- 5 cups (1200 ml) filtered water (less to thicken, more to thin)
- 2 dates, pitted, or other sweetener of choice (omit for unsweetened)
- 1 tsp vanilla extract or one vanilla bean, scraped (omit for plain)
- pinch sea salt

PRINT FRIENDLY VERSION

SHOP KITCHENTECH BLENDERS AND GET STARTED ON MAKING HOMEMADE RECIPES TODAY!

▶

Backpacking 101: What You Need To Know to Get Started (written by Ozawa Peak Outfitters)



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Backpacking 101: What You Need to Know to Get Started

By Jennifer Smith
For [OzawaPeakOutfitters.com](#)



Sleep under the stars in a remote wilderness destination, fall asleep next to a babbling creek, and sip coffee while the rising sun casts a golden light on your backcountry camp. Yes, backpacking is as inspiring as it sounds.

Backpacking is essentially the combination of camping and hiking, but even if you are a seasoned camper, there are a few things to consider before you hit the trail and go backpacking for the first time.

Get Fit Before You Go

Many first-time backpackers complain about their aching back and shoulders, or those darn blisters on their feet. If you get fit before you go backpacking, you'll feel better and have more fun.

Find the Right Backpack

In the backpack world, there are three main distinctions for sizes: day packs, overnight, and long haul. Which you need depends completely on what you plan on doing. Ozawa Peak Outfitters has a great rundown of some of the best packs for each type.

It also helps to pack all of your gear into your pack before walking out the door to go backpacking. You'll want to make sure everything fits, that your pack isn't heavier than you can handle, and that you know how to pack according to weight distribution.

More Ozawa Peak Outfitters Articles

- [The Best Energy Bars for Outdoor Activities](#)
- [10 Least Visited National Parks and Why You Have to See Them](#)
- [7 Scenic U.S. Summits](#)

Shop Our Backpacks



Throwing a Party This Summer? Here are 25 Backyard Party Ideas (written by PowerSoundz)

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Throwing a Party This Summer? Here are 25 Backyard Party Ideas.

Everything you need to know to secure a flyaway tablecloth and prevent bugs from diving into drinks.

1. Entertain with hidden speakers

Nothing is more magical than listening to your favorite tunes in the backyard while you're entertaining your closest friends. Here's a tip: invest in portable or bluetooth speakers, and hide them behind in secret spots around your backyard. Check out our [top picks for best outdoor speakers](#).



2. Serve icy cold drinks

Keep drinks chilled without watering them down by placing your punch bowl into a larger bowl filled with ice. Use a plastic container to freeze a giant ice cube, which will melt slower than a ton of smaller cubes. To go the extra mile, prepare flavored ice. Simply pour whatever juice or lemonade you plan to serve into an ice cube tray and allow it to freeze. For added pizzazz, pop a berry into each cube. Try these [creative uses for ice-cube trays](#).

Read This Next

1 [The Ultimate PowerSoundz Summer Party Playlist](#)



CUSTOMER-FIRST MARKETING IS HERE

It's never been more important to listen to your customer, provide real value, and meet their needs. Conductor will help.

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