

## IS YOUR CONTENT MARKETING STRATEGY READY?



\$23.1 total Mother's Day BILLION spend 2018 (NRF)





**86%** of Americans will celebrate Mother's Day (NRF)

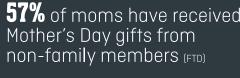




of consumers plan to shop online

(GeoMarketing)

## IS GIVING WHAT





44% will only shop brands that reflect their social or political values (NRF)



131% more likely to buy (Twitter via Nudge)

The number of programmatic direct details executed by retail advertisers grew 2.8 times from 2014 to 2016

Marketers who prioritize blogging are 13x more likely to generate a positive ROI (Shopify)

Content can help double website conversion rates from 6% to 12% (Shopify)

⅔ of shoppers say online video nas given inem laeas ana inspiration for their purchases (Business Insider UK)

67% of smartphone users are more likely to purchase from companies whose mobile sites or apps customize information to their location (Google/Ipsos)



**Drive Traffic to Blog Content** 



Offer Driven Creative

**Drive Sales** 

Content makes consumers

**\*40**%

of millennial parents already use a product subscription service (NRF)



are very interested in trying one (NRF)



of children in the United States have a parent who is 37 or younger (NRF)













BILLION gift cards

BILLION clothing

## POPULAR GIFTS ACCORDING TO STATISTA



69% Flowers

55% Outing (such as dinner or brunch) Gift cards/gift certificates **36%** Clothing/accessories

Jewelry





**76%** Flowers

64% Plants 44% Jewelry Candy

