

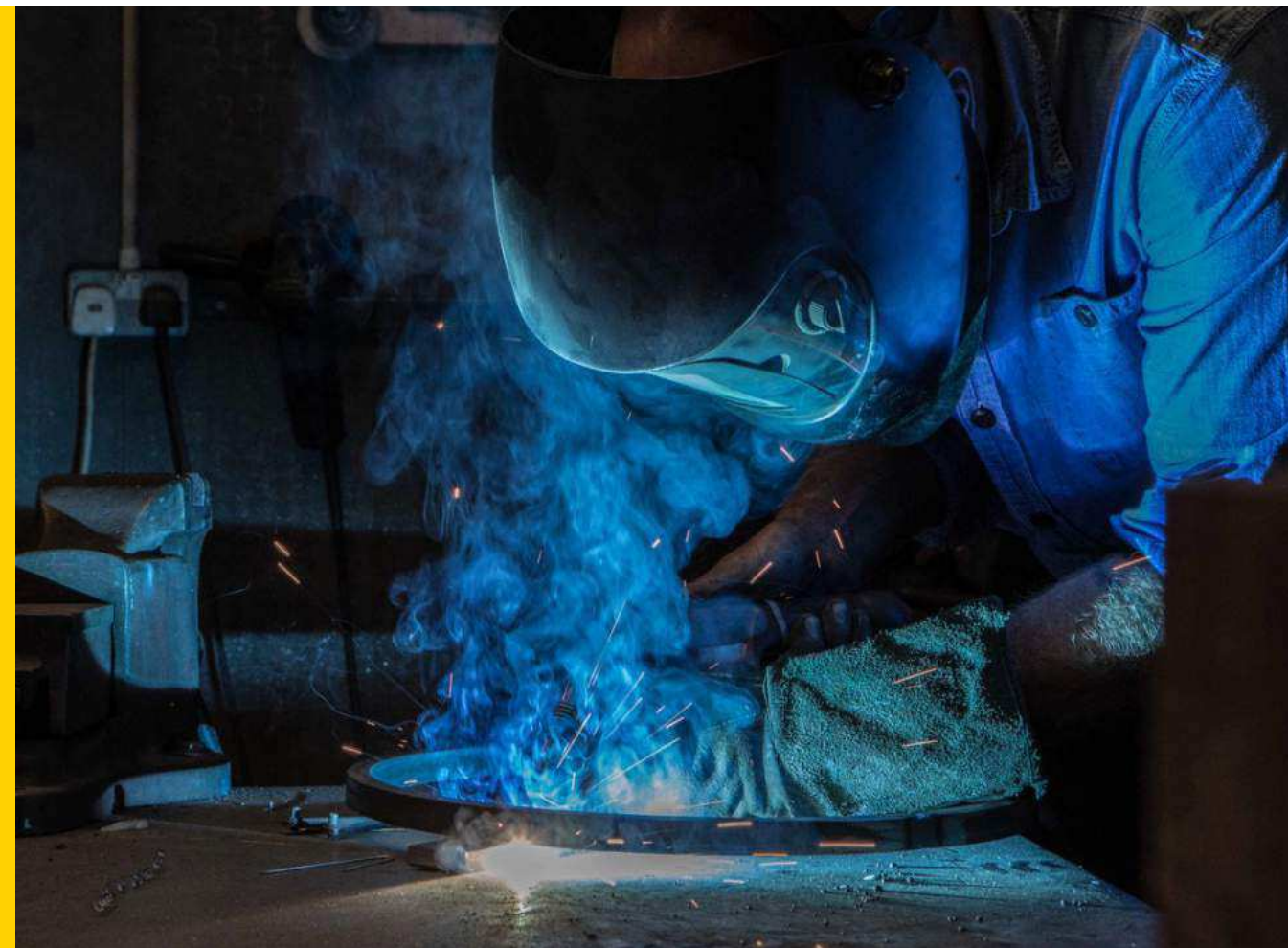
Afforester

This is why content marketing
can power your business growth



60% of people feel more positive about a company after experiencing their custom content.

* Referral Candy



4x as many consumers would rather watch a video about a product than read about it.

* eMarketer





67% of customers say quality of photography is paramount in their purchasing decision.

* MDGAdvertising

54% of companies state their biggest challenge is producing content that engages buyers.

* Custom Content Council





73/100 of people
respond better to
branded content than
magazine advertising.

* Custom Content Council



7/10 companies say
video is the most effective
content marketing tactic.

* Ascend2





1/2 of all video plays on mobile devices (a 203% increase from 2014), making it crucial to optimise for this.

* Ooyala

85% of B2B marketers state quality content creation is the top factor contributing to success, along with strategy at 72%.

* MarketingProfs





49% faster year-on-year revenues accrue to companies utilising video to market their products.

* Aberdeen



47% of companies fail to market effectively as they do not have a documented content marketing strategy.

* SEJ Search Engine Journal





26% of consumers use ad-blockers, making unique content, not simply ads, increasingly pivotal to reaching customers.

* PageFair

4/5 marketers say customer data insights are strategically important, but only 40% of businesses have a strategy to act on these.

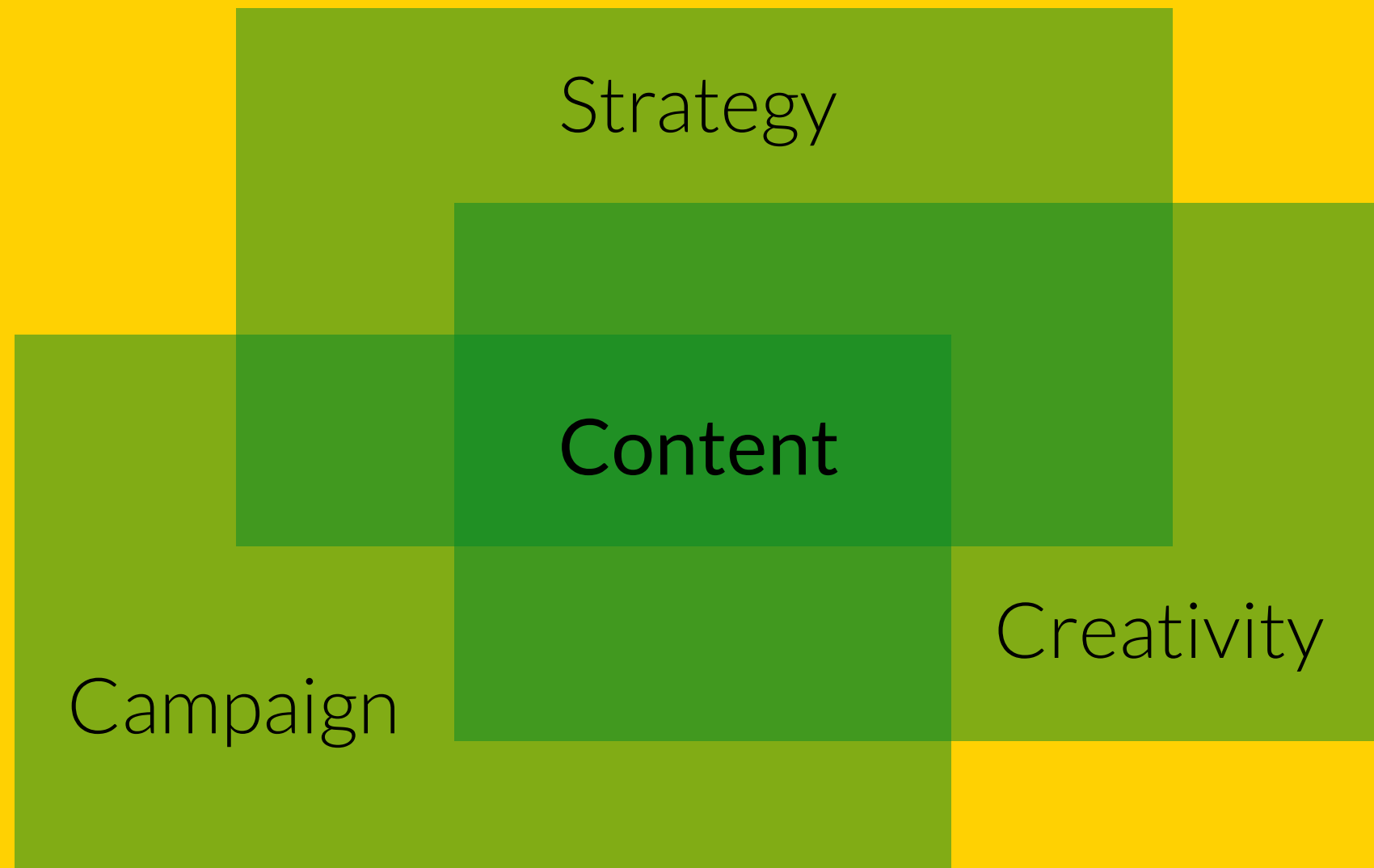
* Harvard Business Review



Marketing today is impossible without great content.

Content is nothing without a clear reason to be.

Strategy creates winning content-led campaigns.



Results-oriented content marketing is the answer.





+Afforester

Your brand deserves to stand out.

Our award-winning creative team craft **content and campaigns** that have a real impact on clients and consumers.

Our mission is to bring **beautiful content** and big agency **strategy** within the reach of everyone.

We focus on providing **results-driven visuals** and **video** to give your company a competitive edge.

+ Services

Strategic



Audits



Strategy



Distribution



Data

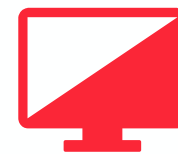
Production



Photography



Video



Visuals



Branding



Get in touch, we'd love to help.

*As a bonus we'll give you a free digital content audit.

 afforester.com

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ENDS