

The State of DIGITAL MEDIA

Fuel your digital marketing with data-driven insights from Influence & Co.'s whitepaper "The State of Digital Media."

WHAT EDITORS HAD TO SAY



96 percent of editors say they're going to publish the same amount or more of contributed content in 2017.

THE NO. 1 REASON EDITORS REJECT CONTENT AND OTHER COMMON PROBLEMS WITH CONTRIBUTED CONTENT



• **62 percent** of editors say the main reason they reject content is because it doesn't fit their guidelines.

- **71 percent** say the content isn't professionally written or edited.
- **71 percent** say the content is too promotional.

Coming in behind those two big reasons are not being a fit for readership and having unoriginal insights.

HOW EDITORS MEASURE SUCCESS



66 percent say social shares



62 percent say page views

INSIGHTS FROM 4 MILLION PUBLISHED ARTICLES



- On average, top-performing headlines contain **between 8 and 11 words**.
- They're **long enough** to tee up your content but **short enough** for readers to quickly digest.
- They directly address the target reader's problem in a **clear, compelling, and concise** way.

- Content with **1,000+ shares** has an average word count of 590-790 words.
- Content on publications with **1 million or more monthly visits** has an average word count of 480-695 words.



Methodology: We surveyed more than 140 editors from leading publications and examined more than 4 million pieces of digital content using our proprietary software and data.

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