

# [The Latest Trends in B2B Content](#)

More evidence that providing quality content is the name of the social media marketing game.

This is a great infographic available on a Hubspot blog, [How Does Your Company Stack Up? The Latest Trends in B2B Content](#). To check it out, click [here](#).

Here's the beginning of the blog:

One of my favorite things in grade school was that whole "gold star" system. Remember it? You do something well in the classroom and you get a shiny gold star next to your name on a chart of your whole classmates. So, at any given time, you can look around and see how you're stacking up against the rest of the class.

But once you get out of that grade-school classroom, the gold-star system often goes away. You can't see how you stack up against your competitors and peers because you don't have access to their data.

That's why benchmark studies, like one recently released by Content Marketing Institute, Marketing Profs, and Brightcove about [the current state of content marketing](#), are just so darn awesome.

Take a look at the latest trends to find out if your company deserves a gold star or not. Trust me — it'll be just as exciting as the time you got a gold star in the fourth grade.