
MARKET FACTS!

MARKET FACT #153

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1,200

posts PER DAY is what The Washington Post published in 2016. That's how much competition exists nowadays in content marketing.

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COMMENT: The goal here is to map The Market as much as possible. Hence why it's worth mentioning this "old" statistics. For those who don't know, The Washington Post alone was publishing 1200 posts a day, [growing the amount of web visitors by 28% \(!!!\) in 2015.](#) Impressive? No. High-volume publishing works. Too many pieces of content eventually bursts through the noise and they get you ATTENTION. The necessary asset for businesses to survive. Although this usually means sacrificing quality, it works. Jeff Bezos knew what he was doing.

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