



4 REASONS  
YOUR CONTENT  
**MONSTER**  
KEEPS GROWING



# 1 MULTIPLYING CHANNELS

Social media, video platforms, email, blogs, and niche channels are growing daily—not just in number but in complexity.

Each platform now offers a range of ad formats, making it essential to manage both the expanding breadth of channels and the depth of options within them.

**80%**

of marketers feel pressured to create content faster  
*(HubSpot)*

**5B+**

social media users globally  
*(DataReportal)*

**80%**

of global internet traffic use video  
*(Cisco)*

**10K**

new podcasts monthly, targeting niche audiences and topics  
*(Podcastpage)*



## 2 HUNGRY CUSTOMERS

Customers want instant gratification and content on demand.  
This creates endless pressure to stay ahead.

**53%**

of mobile users leave  
if a page takes over  
three seconds to load  
*(Google)*

**8**

seconds is the  
average human  
attention span  
*(Microsoft Study)*

**70%**

of Gen Z spend  
3+ hours daily on  
social media  
*(Global Web Index)*

**80%**

of internet traffic  
expected to view  
short-form video  
*(Cisco)*



# 3 LIMITED SHELF LIFE

Content gets old faster than you can create new material.  
The average lifespan of a social media post is incredibly short:



That's 100,000+ pieces of content a year to keep up.



# 4 THE NEED TO BREAK THROUGH

Everyone's shouting, and your voice is drowned out. Standing out is harder than ever.

**7M**

blog posts  
published daily  
*(Internet Live Stats)*

**500+**

hours of video  
uploaded to YouTube  
every minute  
*(YouTube)*

**82%**

of consumers  
expect new content  
constantly to stay  
engaged  
*(HubSpot)*

**60%**

of social media  
users unfollow brands  
due to repetitive, stale  
content  
*(Sprout Social)*



# FEED THE MONSTER STRATEGICALLY—OR ELSE

Don't let your team get eaten alive.  
Generate smarter, higher-performing content faster with Gelia.

Schedule 15 minutes to learn how  
Gelia is taming the monster:

[SCHEDULE NOW](#)

Contact Justin for a 15-minute  
chat to learn more.



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