

HAPPY BIRTHDAY

Q

HAPPY 11TH BIRTHDAY TO US!

THEN AND NOW

It might seem odd to be making a song and dance of our 11th birthday. But, let's be honest, we couldn't do much celebrating last year for our 10th...

11 years is only a relatively short time to be in existence compared to some businesses, but in the context of content marketing, that's a lifetime!

**So what's changed in the last decade or so?
A fair old bit actually...**

Annual meeting minutes on Zoom

2011

0

YOU'RE ON MUTE

2022

3.3 trillion



Percentage of adults using social media

2011

45%

2022

78%



45%

78%

Time spent online each day

2011

1 HOUR
15 MINS

2022

3 HOURS
37 MINS



Number of social media influencers

2011

Zoella

2022

400,000 in the UK



Most used app

2011

ANGRY BIRDS

2022

Tik Tok



Best-selling smartphone

2011

iPhone 4s

2022

iPhone 13



Average trending Twitter topic

2011

EVERY
17.5
HOURS

2022

EVERY
11
MINUTES



Amount of operations Ben (our Founder and MD) has had

2011

1

2022

6



Average number of cups of tea consumed daily at Q

2011

1

2022

10



Number of services at Q

2011

2

2022

12



Number of Instagram users

2011

5 MILLION

2022

1 BILLION



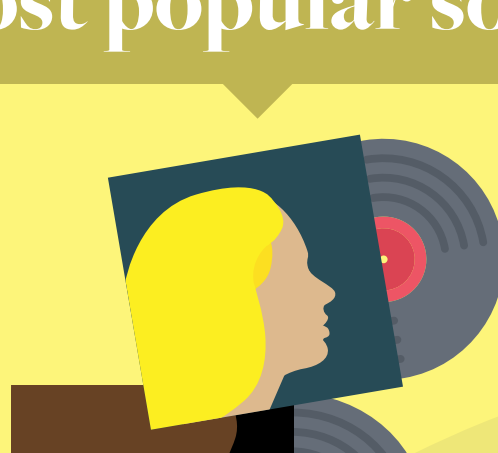
Most popular song

2011

ADELE
"Someone Like You"

2022

ADELE
"Easy On Me"



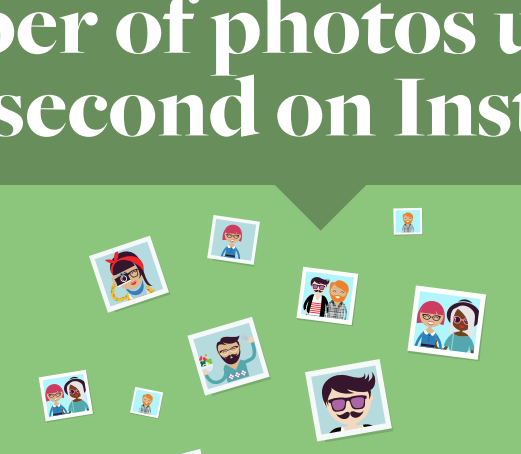
Number of photos uploaded per second on Instagram

2011

60

2022

1.074



Average word count per blog written by Q

2011

300

2022

1500



Number of electric cars

2011

50,000

2022

5.5 Million



Number of staff dogs

2011

0

2022

8



What will the next 11 years hold for us? Be part of our journey!
Contact us today to see how we can work together:

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