B2B CONTENT MARKETING

2017 Benchmarks, Budgets, and Trends—North America

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WELCOME

Greetings Marketers,

Welcome to the *7th Annual B2B Content Marketing Benchmarks, Budgets, and Trends—North America* report. We've made quite a few changes to our annual survey this year to reflect the maturing content marketing industry.

This year's research paints a brighter picture than the last few years, indicating that content marketing is alive and well! Content marketers are on track—with 62% reporting that their organizations are much more or somewhat more successful with their overall content marketing approach compared with one year ago.

Like last year, those who are further along with their approach are the most successful, while the vast majority of the least successful are in the young/early phases of content marketing. With time, a documented strategy, creativity, meaningful goals and metrics, a willingness to experiment, and perhaps most importantly, *a commitment to content marketing*, those marketers will succeed.

Please watch for continuing editorial coverage of our research findings throughout 2017. We hope you will find the insights useful as you prepare for the year ahead.

Yours in content,
Joe & Ann

Joe Pulizzi
Founder
Content Marketing Institute

Ann Handley
Chief Content Officer
MarketingProfs

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COMPARISON CHART

This Year's B2B Content Marketing Top Performers At-A-Glance

	Most Successful	All Respondents	Least Successful
Organization is clear on what an effective or successful content marketing program looks like	**81%**	**41%**	**14%**
Organization is extremely/very committed to content marketing	**91%**	**63%**	**35%**
Describes organization's content marketing maturity as sophisticated/mature	**72%**	**28%**	**2%**
Has a documented content marketing strategy	**61%**	**37%**	**13%**
Content marketing strategy is extremely/very effective	**83%**	**34%**	**2%**
Measures content marketing ROI	**88%**	**72%**	**56%**
Percentage of total marketing budget allocated to content marketing (average)	**39%**	**29%**	**22%**
Agrees that organization is realistic about what content marketing can achieve	**91%**	**68%**	**41%**
Agrees that organization is able to quickly adjust content marketing strategy	**87%**	**66%**	**41%**
Always/frequently delivers content consistently	**85%**	**58%**	**32%**
Agrees that leadership gives ample time to produce results	**77%**	**52%**	**26%**

Chart term definitions: *A top performer (aka, "most successful") is one who characterizes his or her organization's overall content marketing approach as extremely or very successful. The "least successful" characterize their organization's approach as minimally or not at all successful.*

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USAGE & TEAM ORGANIZATION

28%

Are in the sophisticated/ mature phase of content marketing maturity

55%

Have small content marketing teams serving the entire organization

42%

Have experienced management changes that have had a positive impact on the organization's content marketing

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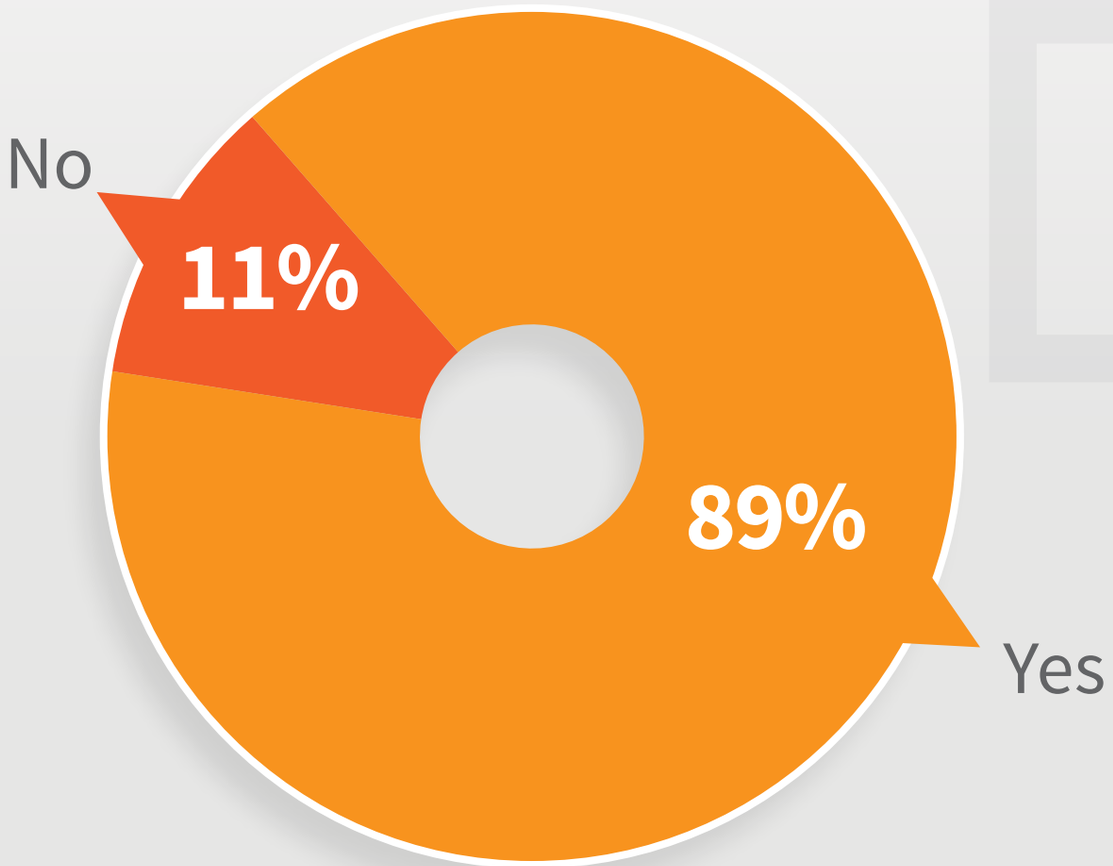
Does your organization use content marketing?

Percentage of B2B Marketers Using Content Marketing



Content marketing is defined as "a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience—and, ultimately, to drive profitable customer action."

Note: Of the 11% nonusers, 52% say they plan to launch a content marketing effort within 12 months; 43% had no immediate plans to begin using content marketing; and 5% had used content marketing in the past but stopped.

Base = B2B marketers.

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How would you describe your organization's content marketing maturity level?

How B2B Marketers Assess Their Organization's Content Marketing Maturity Level

SOPHISTICATED

6%

Providing accurate measurement to the business, scaling across the organization

MATURE

22%

Finding success, yet challenged with integration across the organization

ADOLESCENT

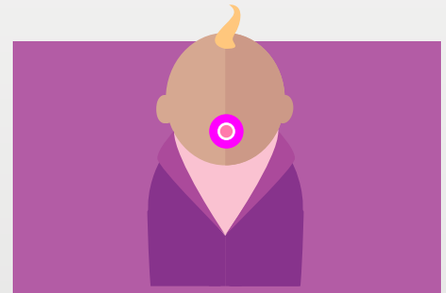
35%

Have developed a business case, seeing early success, becoming more sophisticated with measurement and scaling

YOUNG

26%

Growing pains, challenged with creating a cohesive strategy and a measurement plan



FIRST STEPS

10%

Doing some aspects of content, but have not yet begun to make content marketing a process

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Base = Content marketers; aided list.

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How is content marketing structured within your organization?

B2B Content Marketing Organizational Structure

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Base = Content marketers; aided list.

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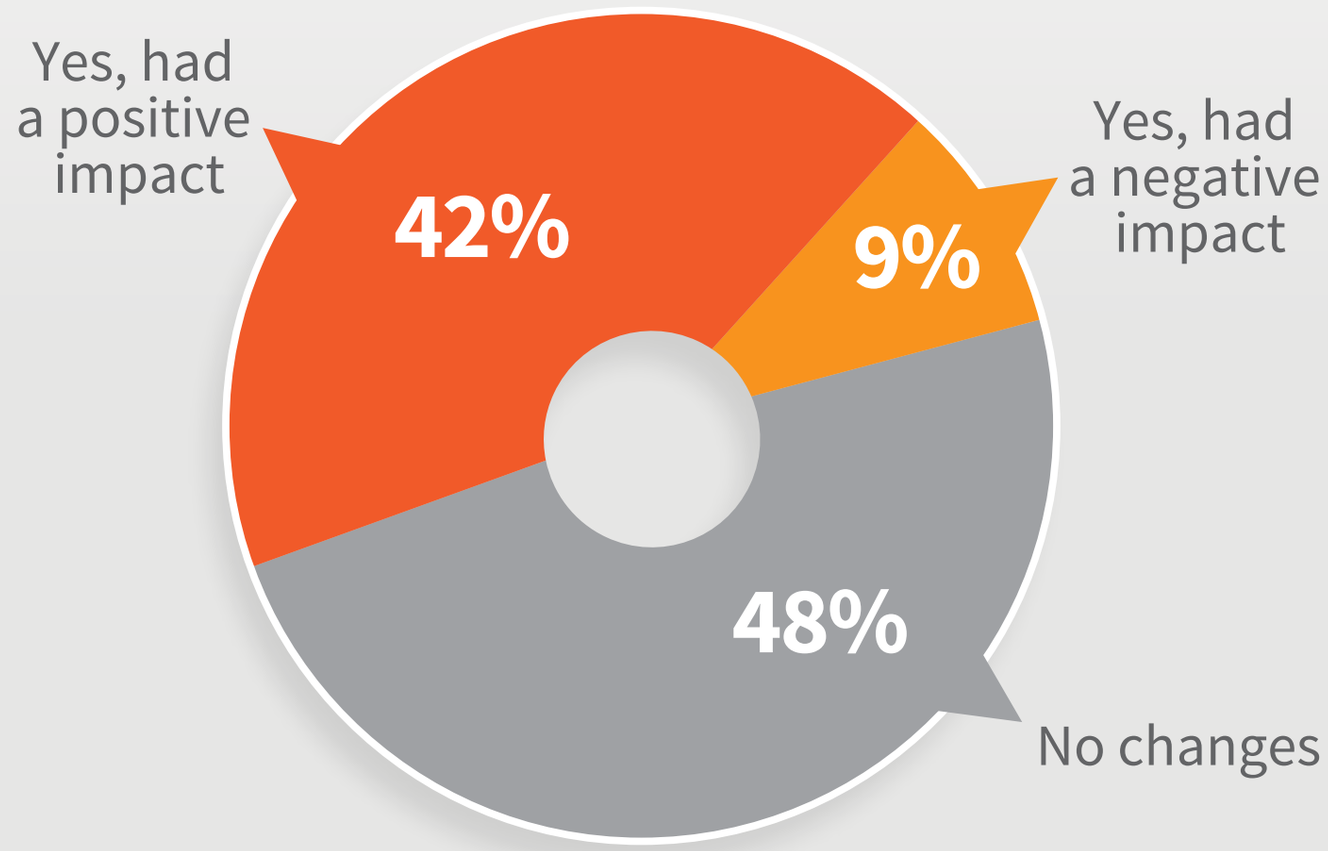
Has your organization undergone any management and/or structural changes over the last 12 months that have impacted your content marketing approach?

B2B Management Changes Impacting Content Marketing



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Base = Content marketers; aided list.

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CLARITY, COMMITMENT & OVERALL SUCCESS

63%

Are extremely or very committed to content marketing

22%

Are extremely or very successful with their overall approach to content marketing

62%

Are much more or somewhat more successful with content marketing than they were one year ago

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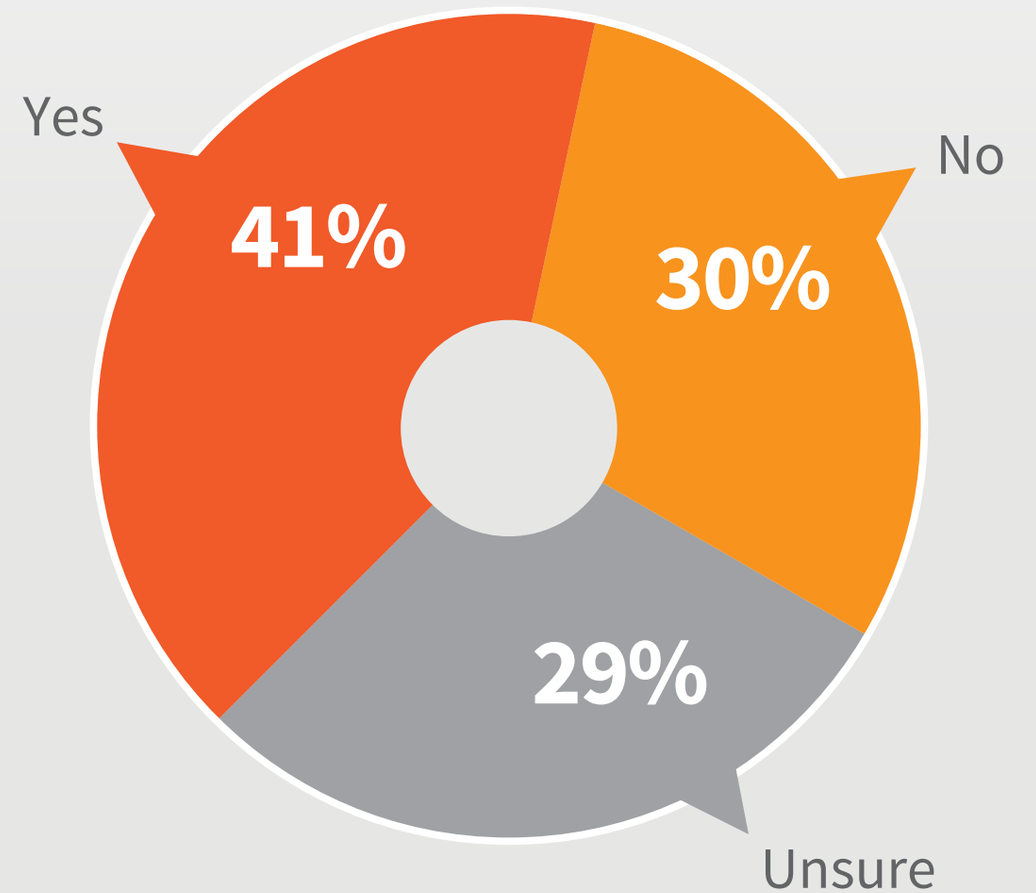
In your organization, is it clear what an effective or successful content marketing program looks like?

Percentage of B2B Marketers Whose Organizations Have Clarity on Content Marketing Success



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Base = Content marketers; aided list.

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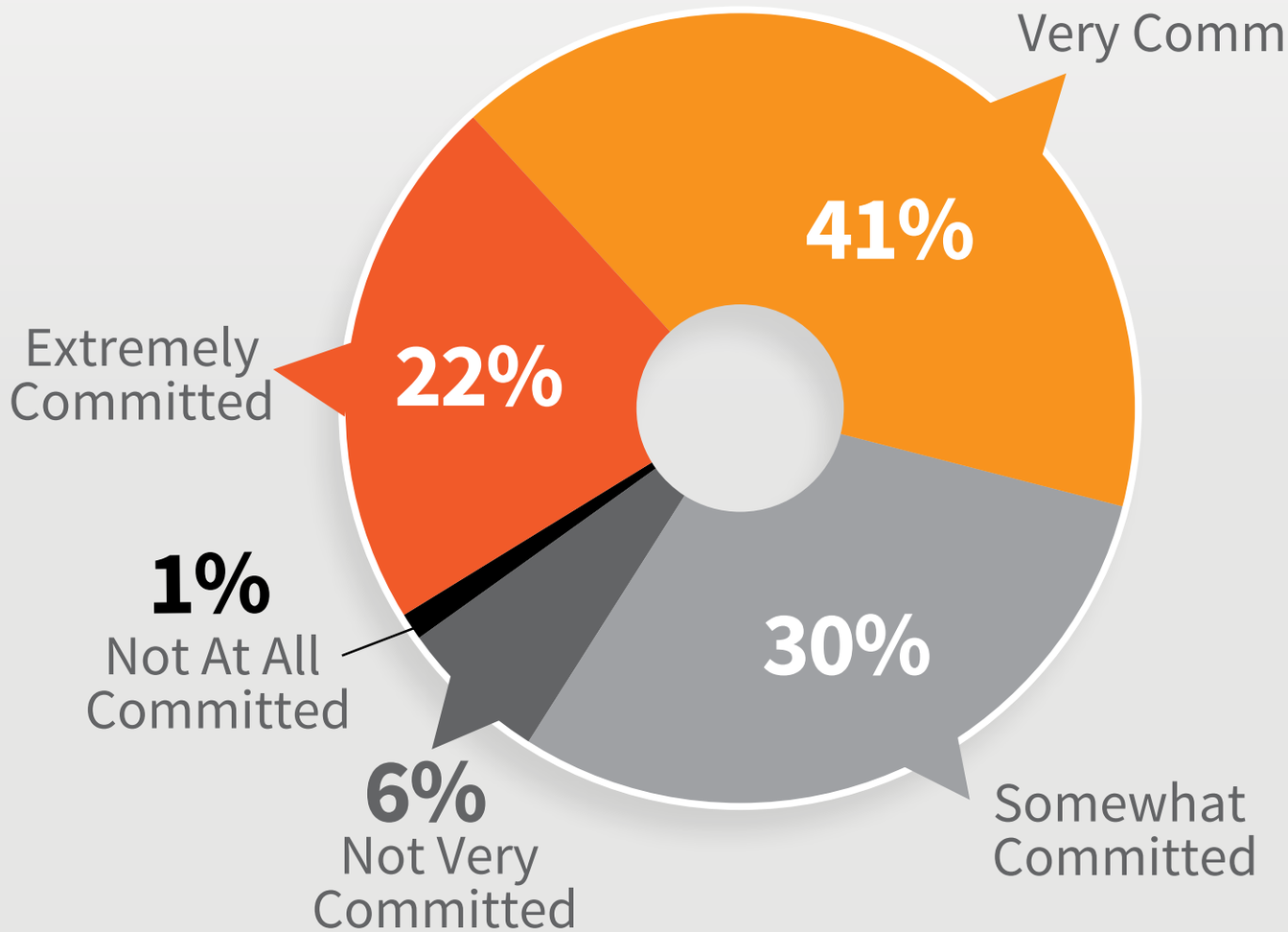
How would you describe your organization's commitment level to content marketing?

B2B Organizations' Commitment to Content Marketing



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Base = Content marketers; aided list.

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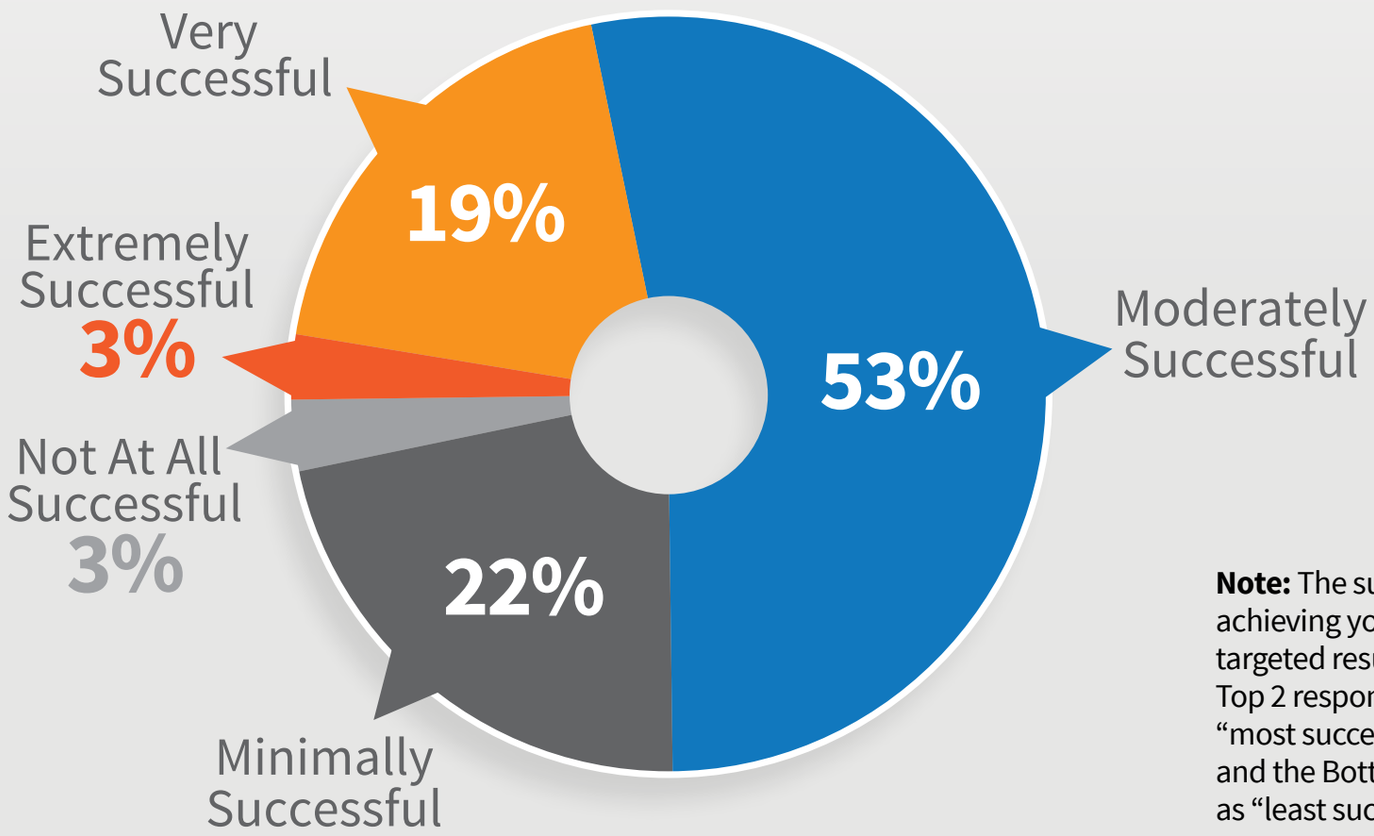
How would you characterize the success of your organization's current overall content marketing approach?

How B2B Marketers Rate the Success of Their Organizations' Overall Content Marketing Approach



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Note: The survey defined success as achieving your organization's desired/targeted results. This report defines the Top 2 respondents (extremely/very) as "most successful" or "top performers," and the Bottom 2 (minimally/not at all) as "least successful."

Base = Content marketers; aided list.

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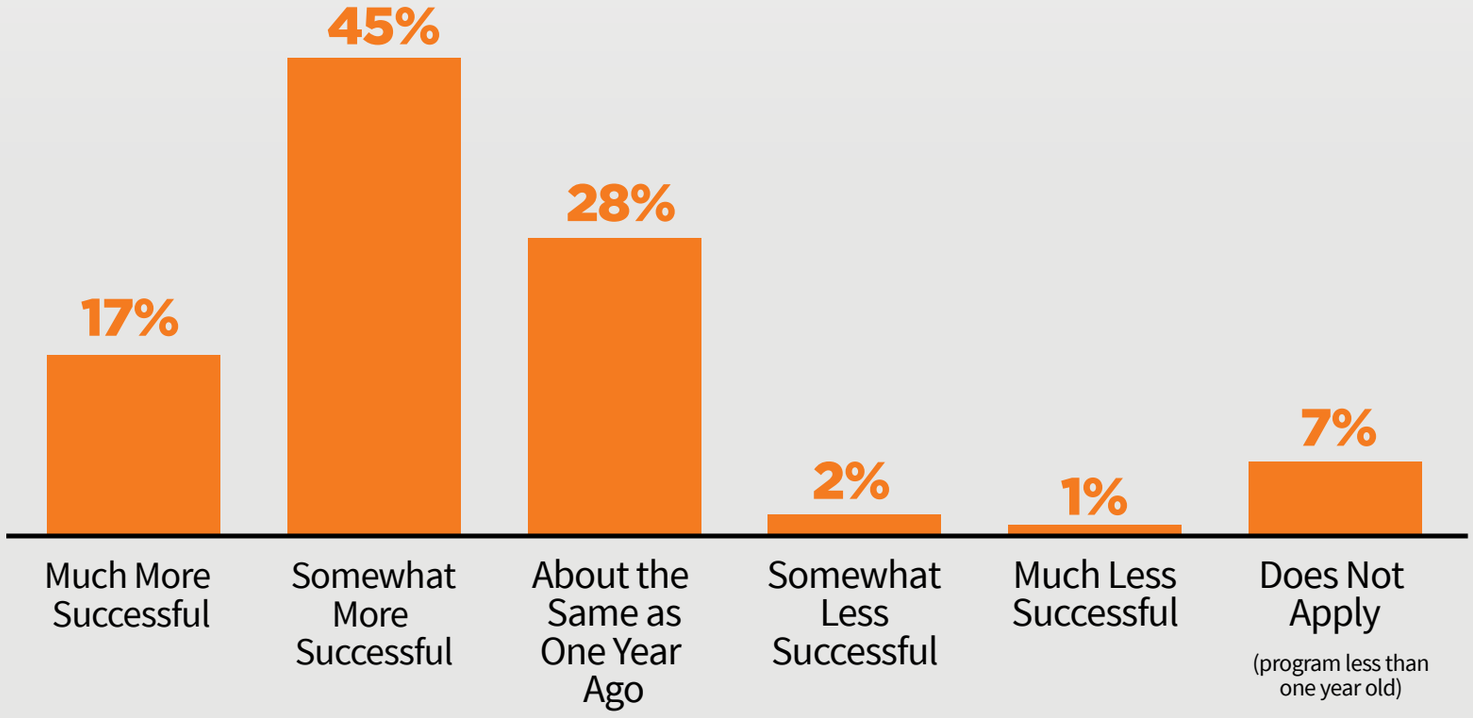
How does the success of your organization's current overall content marketing approach compare with one year ago?

How B2B Marketers Rate Their Organization's Content Marketing Success Compared With One Year Ago



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Base = Content marketers; aided list.

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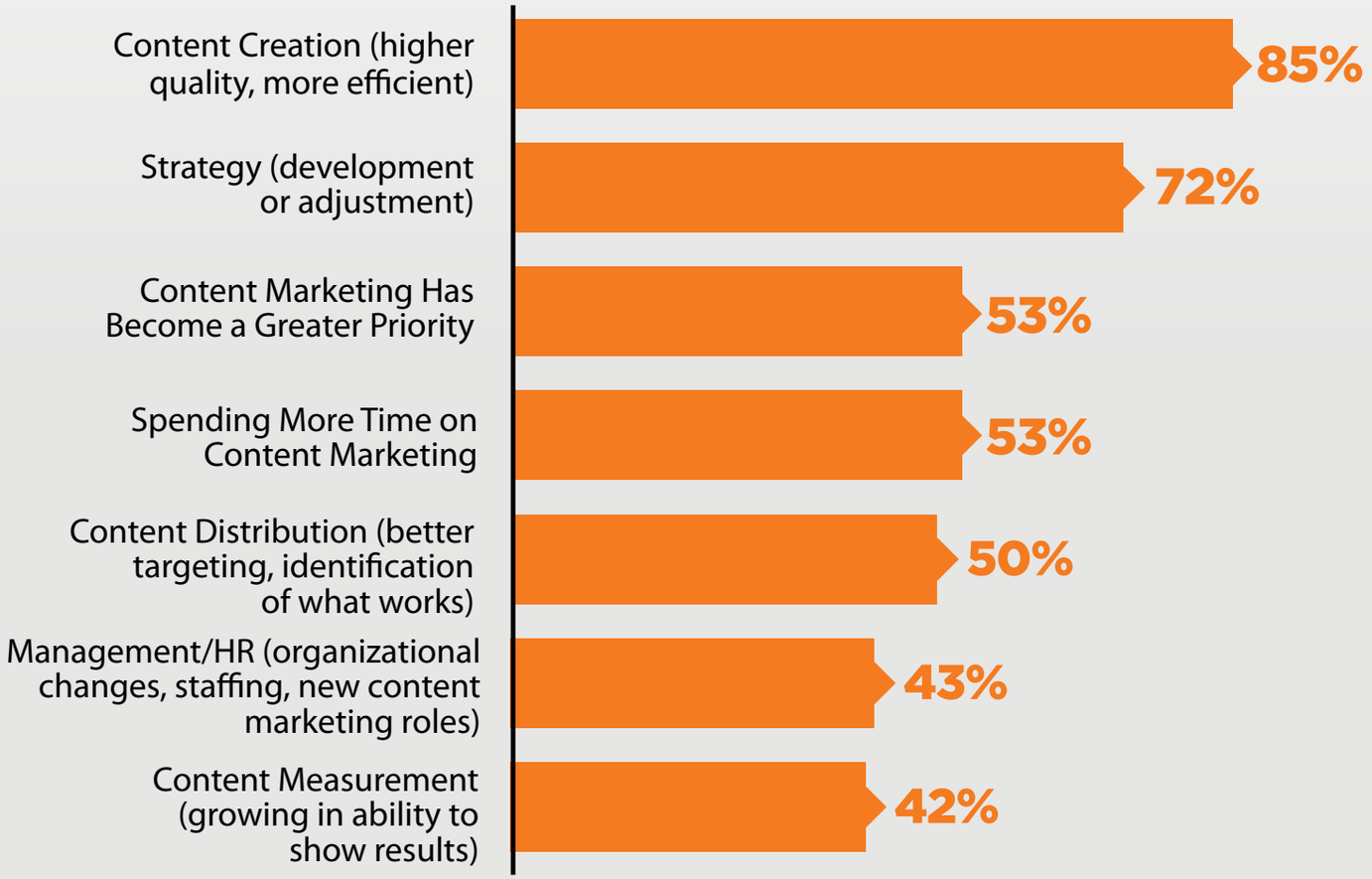
To what factors do you attribute your organization's increase in overall success?

Factors Contributing to B2B Marketers' Increased Success Over the Last Year



Other reasons cited: Content Marketing Technologies/Tools (28%), More Budget for Content Marketing (25%), Content Marketing Training/Education (23%), We Have Given Our Efforts Time to Bear Fruit and Are Now Getting Results (21%), Assistance of Outside Expertise (10%), Changes in Target Audience (7%), and Other (3%).

2017 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Content marketers who said their organizations' content marketing success is much/somewhat more successful than one year ago. Aided list; multiple responses permitted.

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To what factors do you attribute your organization's stagnancy in success with content marketing?

Factors Contributing to B2B Marketers' Stagnant Success Over the Last Year

Other reasons cited: Content Marketing Technologies/Tools [lack of, or new systems that require a learning curve] (24%), Lack of Content Marketing Training/Education (22%), Lack of Adequate or Effective Content Distribution (20%), Program Hasn't Had Enough Time to Bear Fruit/Produce Results (14%), Changes in Target Audience (5%), and Other (7%).

2017 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Content marketers who said their organizations' content marketing success is about the same as one year ago. Aided list; multiple responses permitted.

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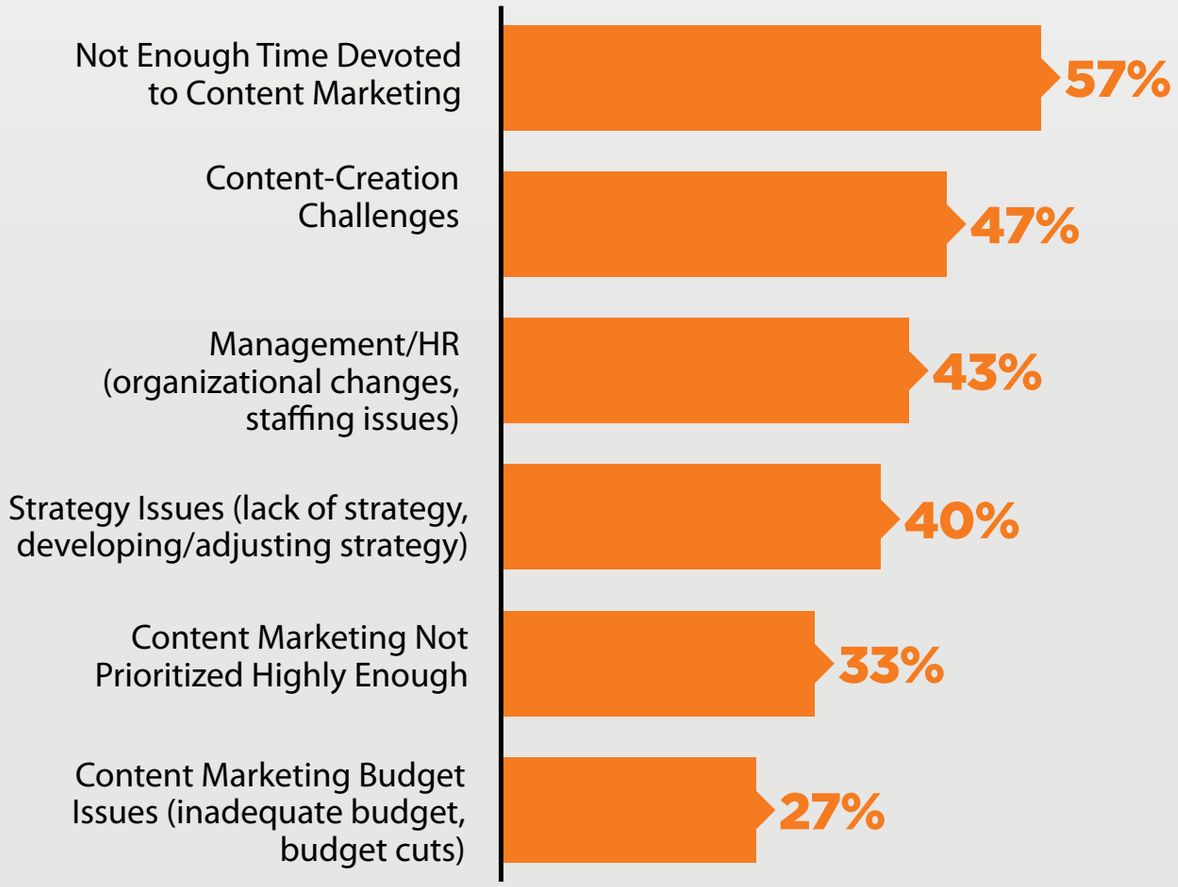
To what factors do you attribute your organization's decrease in success with content marketing?

Factors Contributing to B2B Marketers' Decreased Success Over the Last Year



Other reasons cited: Changes in Target Audience (20%), Lack of Adequate or Effective Content Distribution (20%), Lack of Content Marketing Training/ Education (20%), Content Measurement Challenges (13%), Content Marketing Technologies/Tools [lack of, or new systems that require a learning curve] (10%), Program Hasn't Had Enough Time to Bear Fruit/Produce Results (10%), and Other (23%).

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Base = Content marketers who said their organizations' content marketing success is somewhat/much less successful than one year ago. Aided list; multiple responses permitted.

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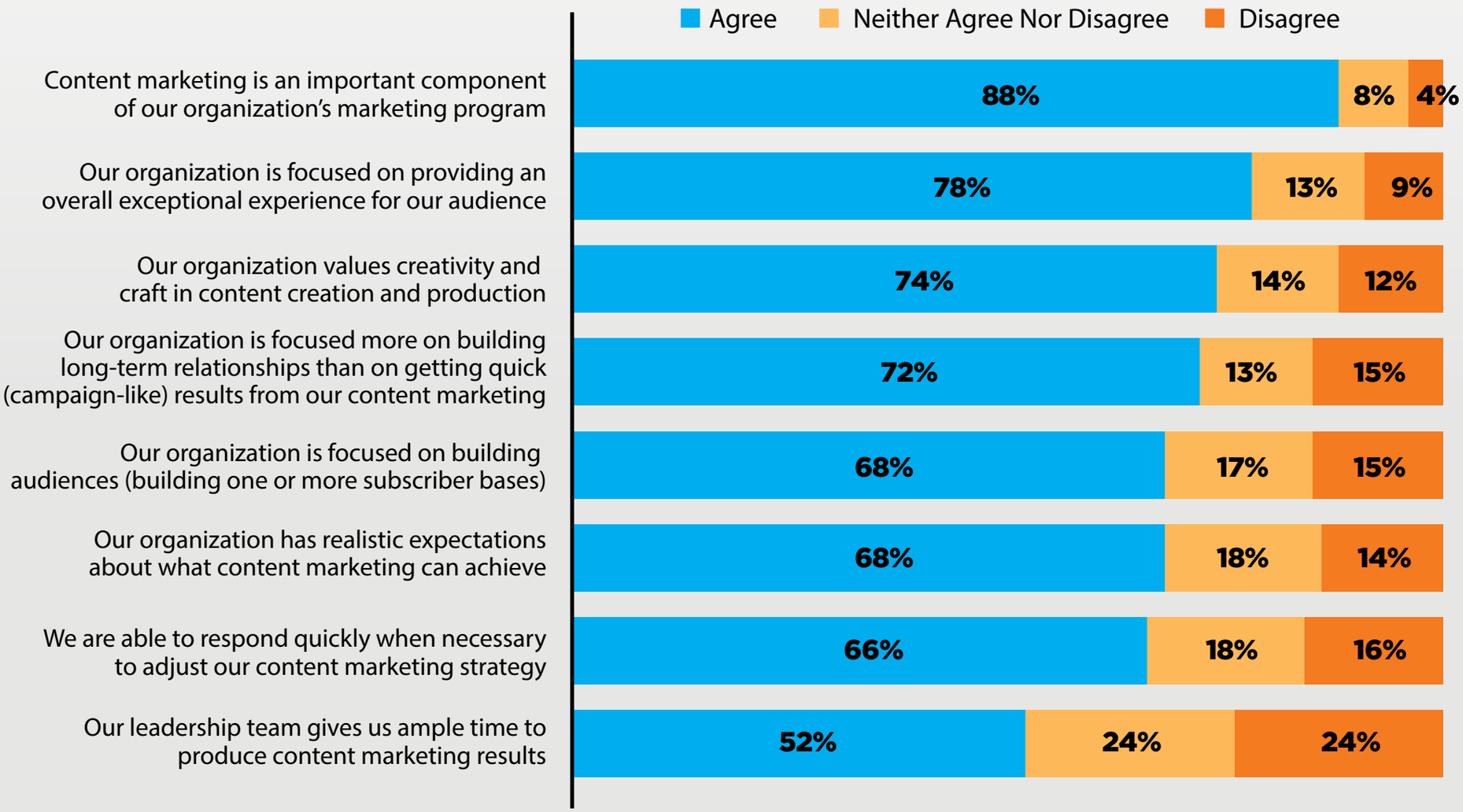
Indicate your level of agreement with the following statements concerning content marketing in your organization.

B2B Marketers' Opinions About Content Marketing



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Base = Content marketers; aided list.

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CONTENT MARKETING STRATEGY

37%

Have a documented content marketing strategy

73%

Say their strategy includes a plan to operate content marketing as an ongoing business process, not simply a campaign

34%

Say their strategy is extremely or very effective at helping their organization achieve its current content marketing goals

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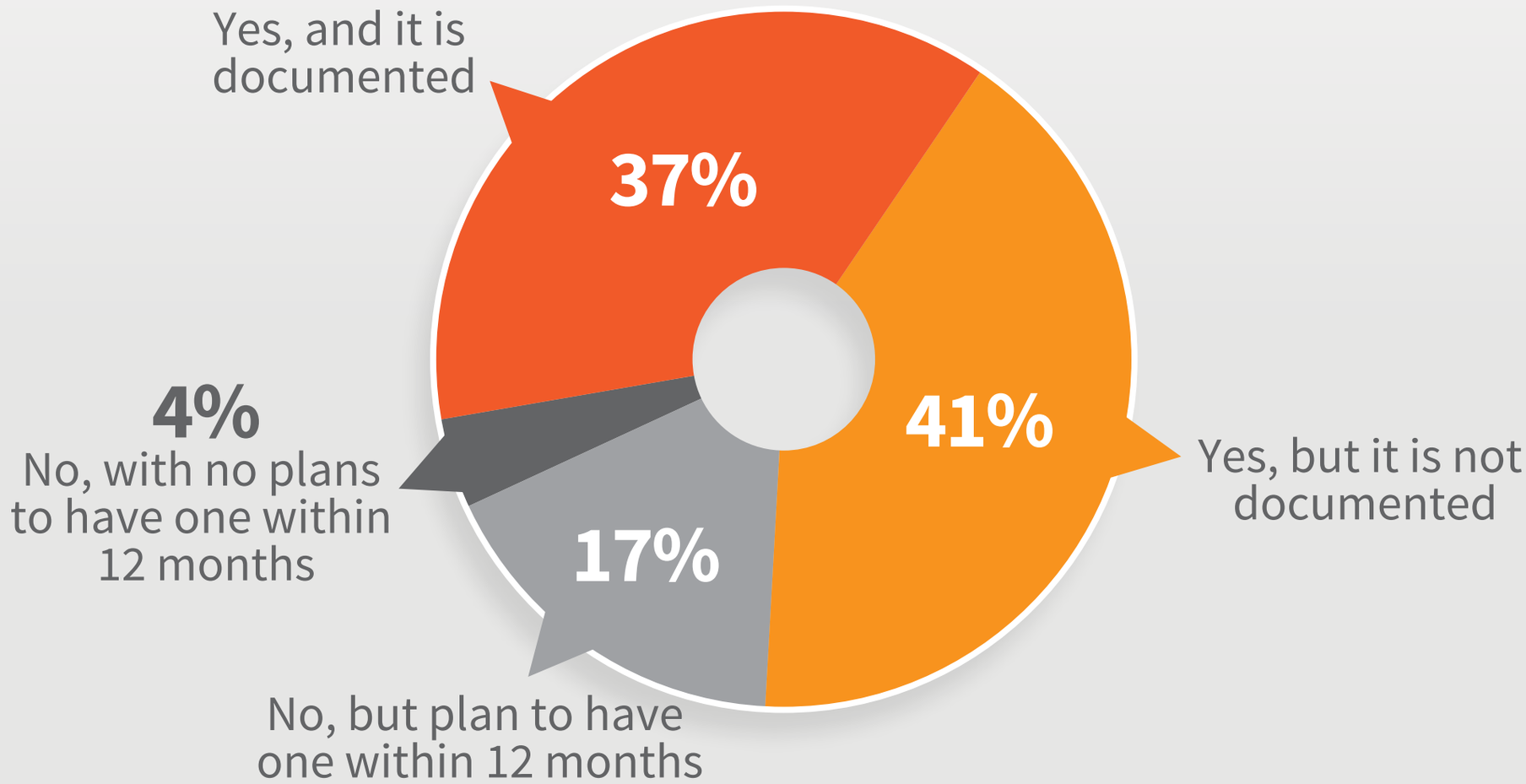
Does your organization have a content marketing strategy?

Percentage of B2B Marketers Who Have a Content Marketing Strategy



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Base = Content marketers; aided list.

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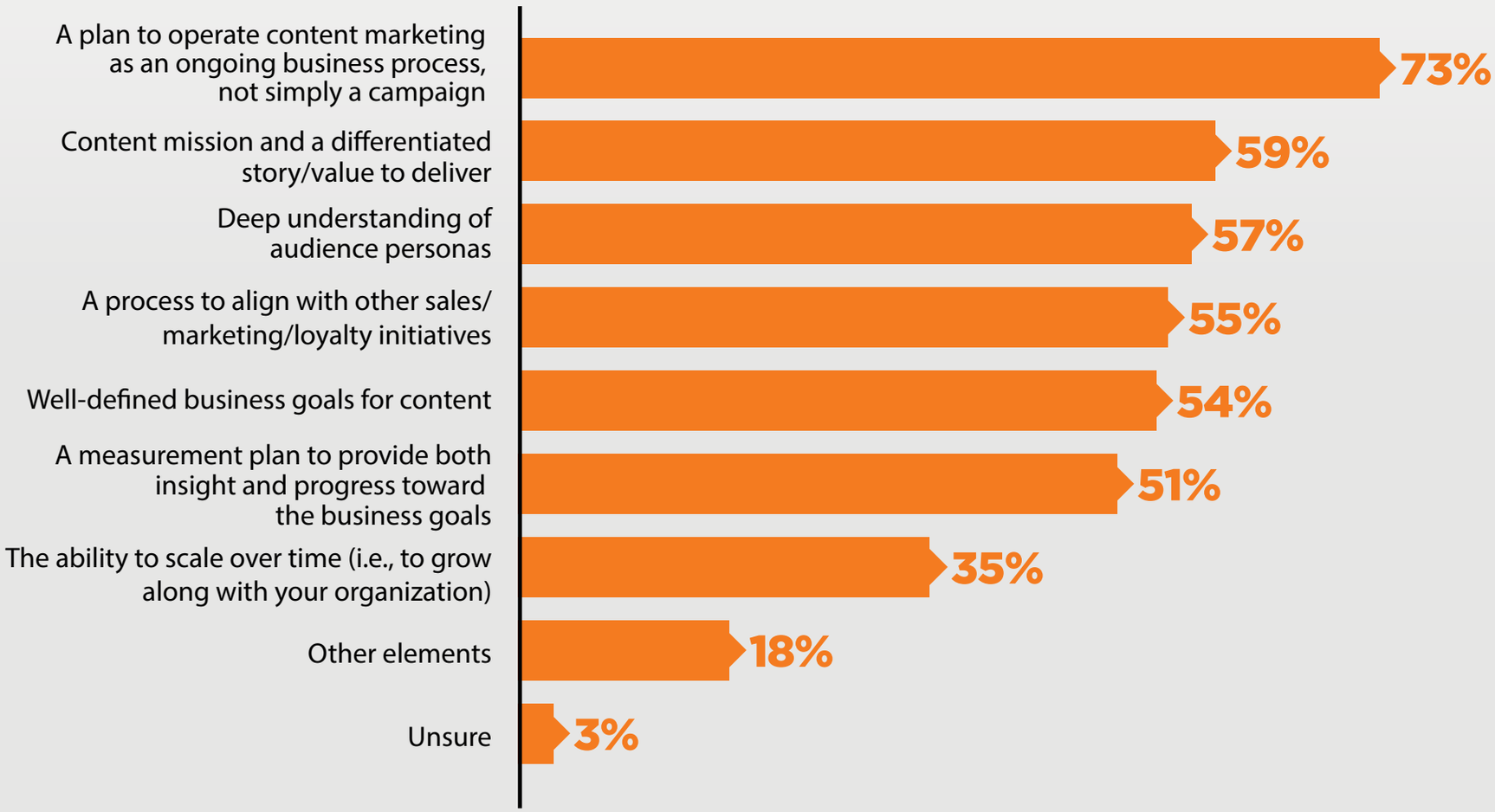
Which of the following elements are included in your content marketing strategy?

Elements B2B Marketers Include in Their Content Marketing Strategy



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Base = Content marketers who have a content marketing strategy.
Aided list; multiple responses permitted.

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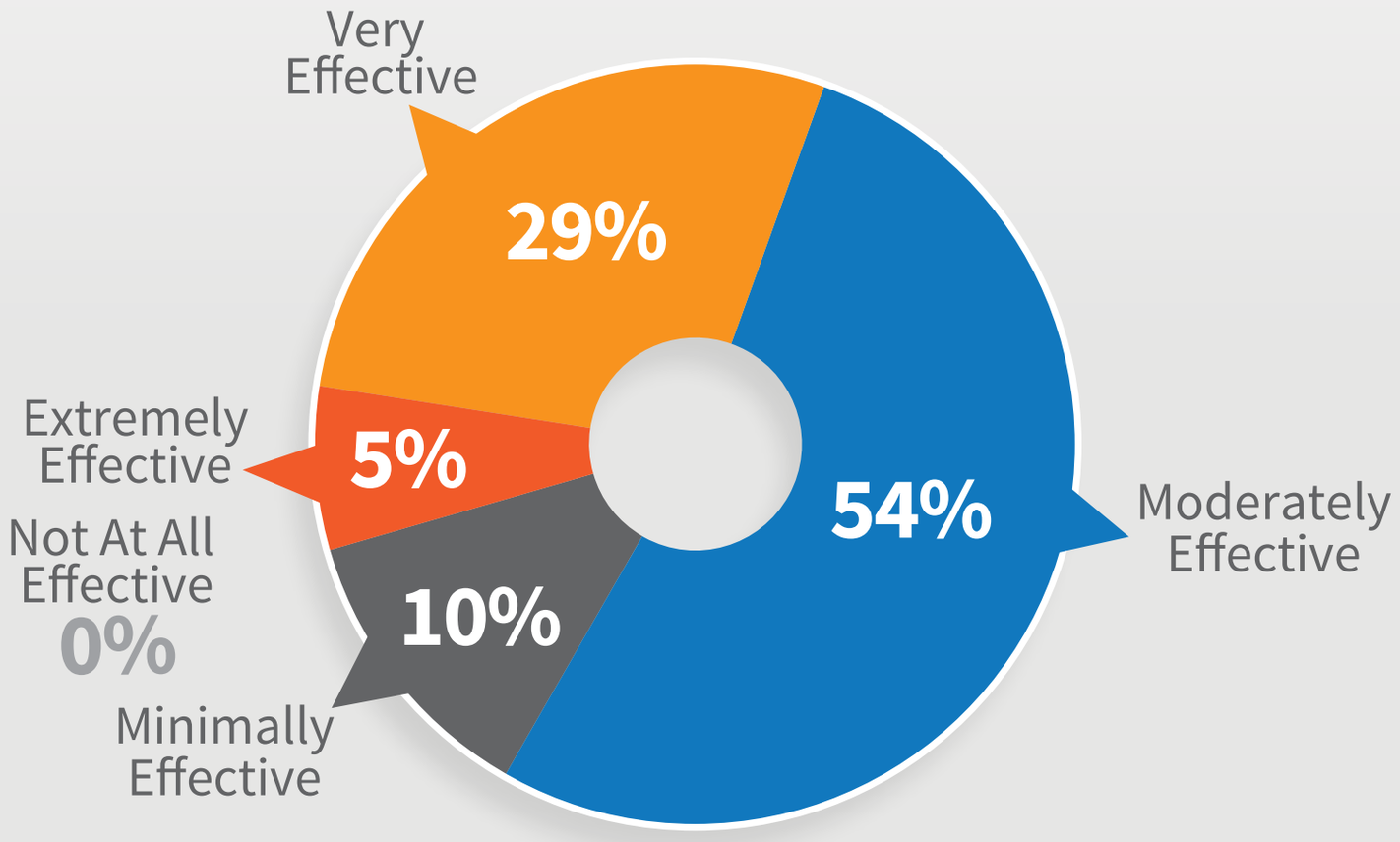
How effective is your content marketing strategy at helping your organization achieve its current content marketing goals?

How B2B Marketers Rate the Effectiveness of Their Content Marketing Strategy



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Base = Content marketers who have a content marketing strategy; aided list.

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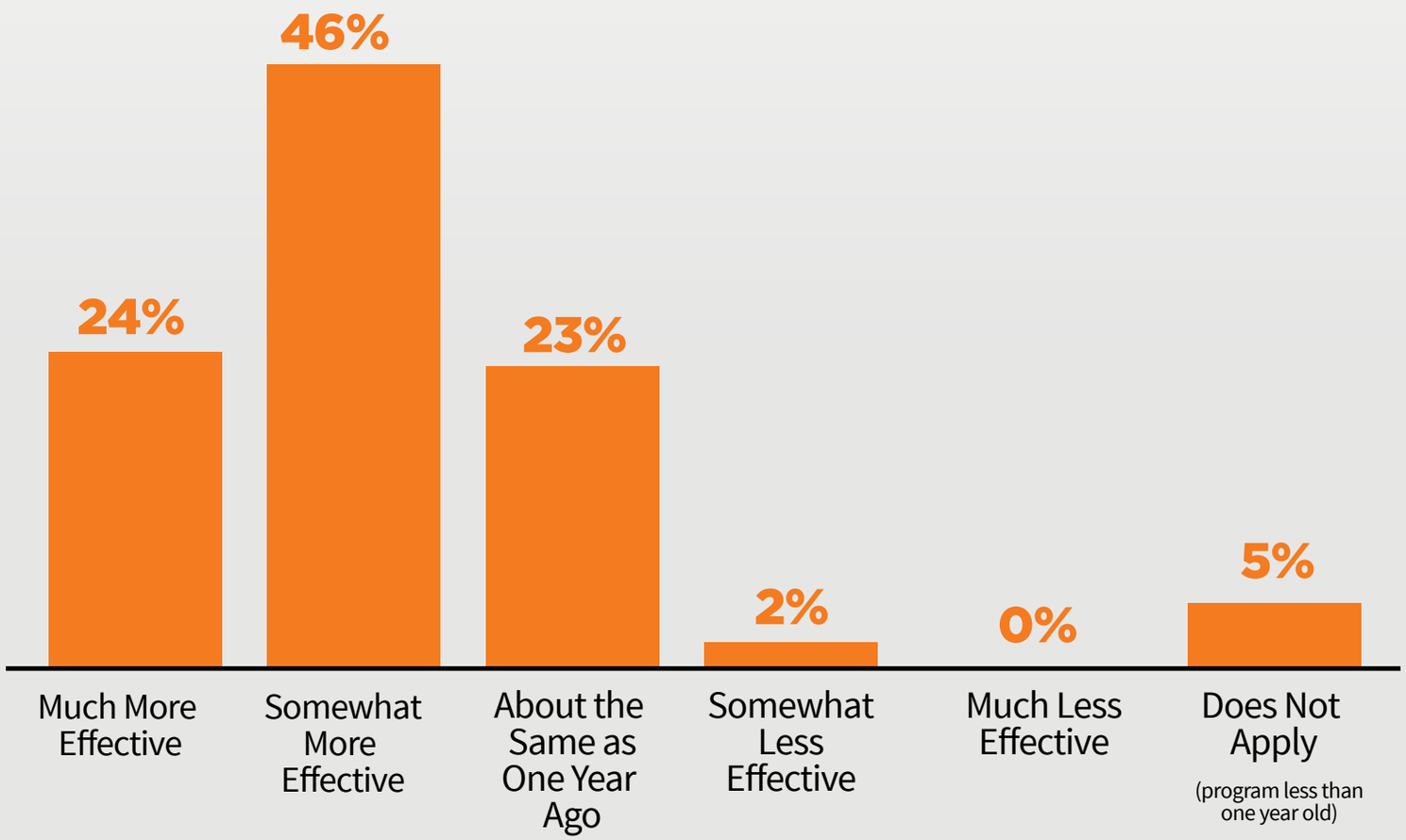
How effective is your content marketing strategy compared with one year ago?

How B2B Marketers Rate the Effectiveness of Their Content Marketing Strategy Compared With One Year Ago



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Base = Content marketers who have a content marketing strategy; aided list.

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CONTENT MARKETING

CONTENT CREATION & DISTRIBUTION

76%

Prioritize delivering content quality over quantity

71%

Consider how their content impacts the overall experience a person has with their organization

69%

Focus on creating content for their audience versus their brand

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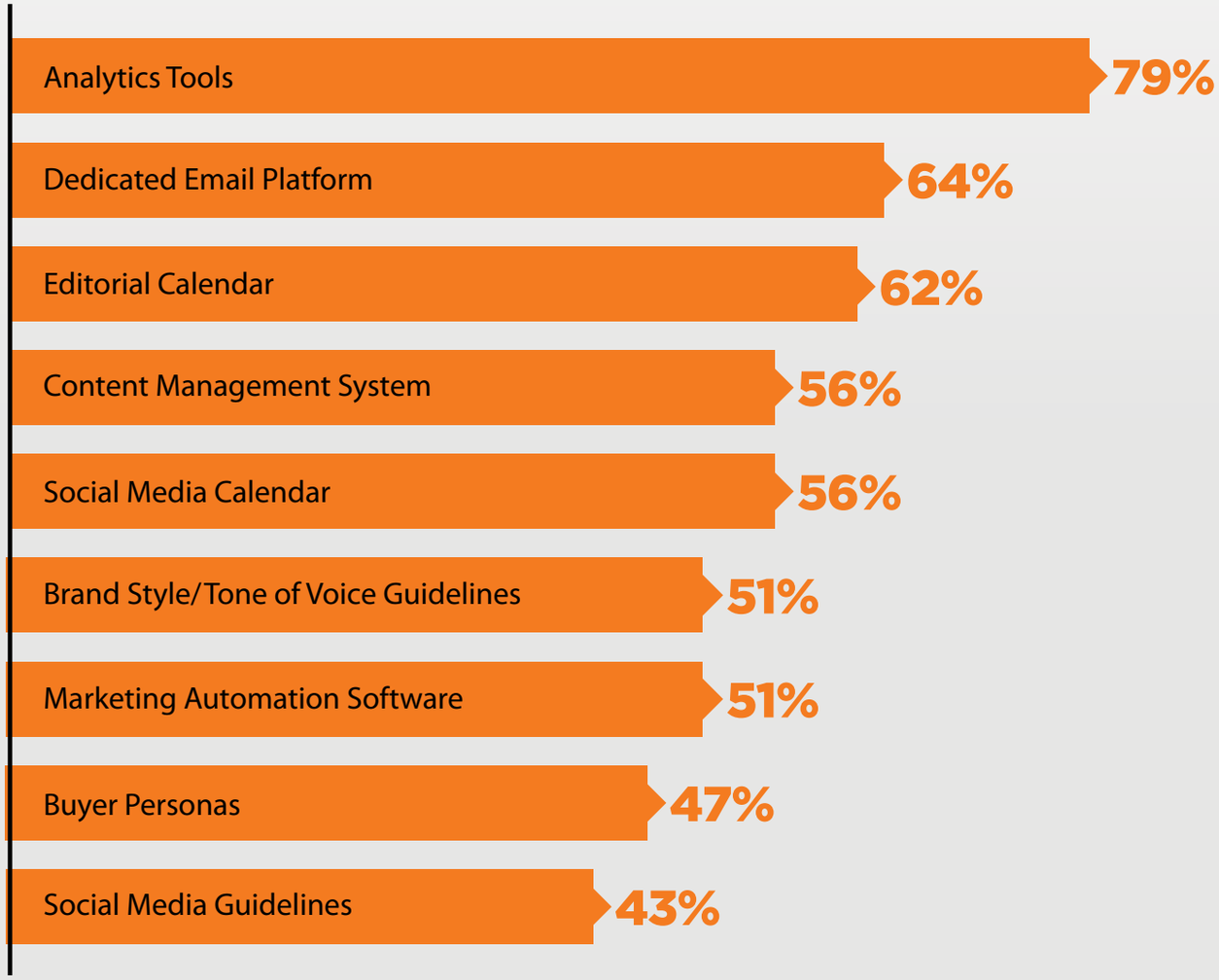
Which content marketing tools does your organization currently use?

B2B Marketers' Content Marketing Tool Usage



Fewer than 40% of B2B marketers said they use the following tools: Measurement KPIs/Dashboard (36%), Media Plan/Paid Advertising Calendar (32%), Editorial Mission Statement (18%), Content Collaboration/ Workflow Software (13%), Digital Asset Management (DAM) System/File Storage (11%), Content Distribution Software (9%), Content Planning/Creation Software (8%), and Other (5%).

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Base = Content marketers. Aided list; multiple responses permitted.

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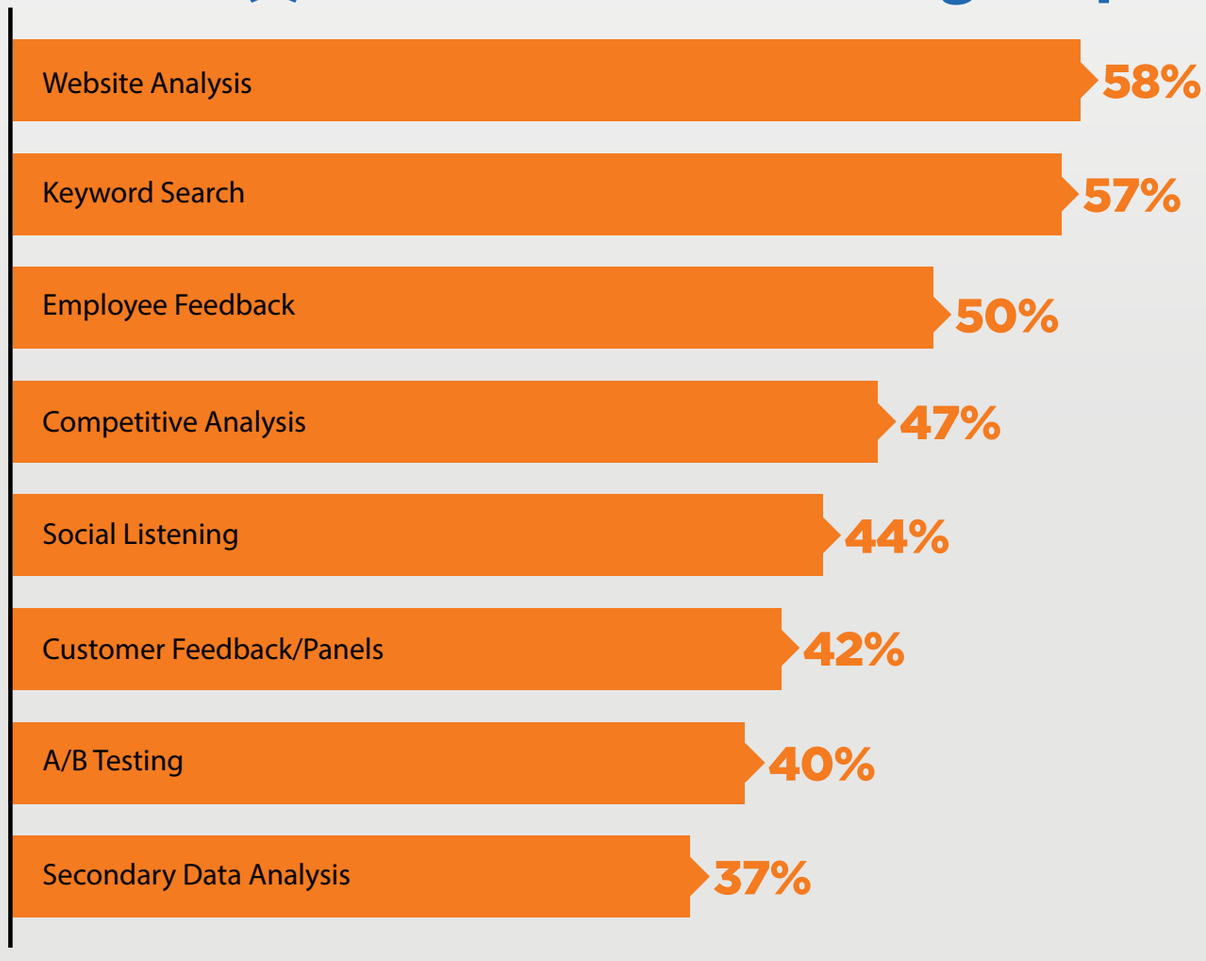
Which techniques does your organization use to gain knowledge about its target audience(s)?

Techniques B2B Marketers Use to Learn About Audience(s) for Content Marketing Purposes



Fewer than 35% of B2B marketers said they use the following techniques: Database Analysis (31%), Qualitative Primary Research (28%), Quantitative Primary Research (27%), Auditing Existing Buyer Data (24%), Expert Advisory Boards (11%), Usability Testing (11%), and Other (1%). 3% said they do not use techniques.

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Base = Content marketers. Aided list; multiple responses permitted.

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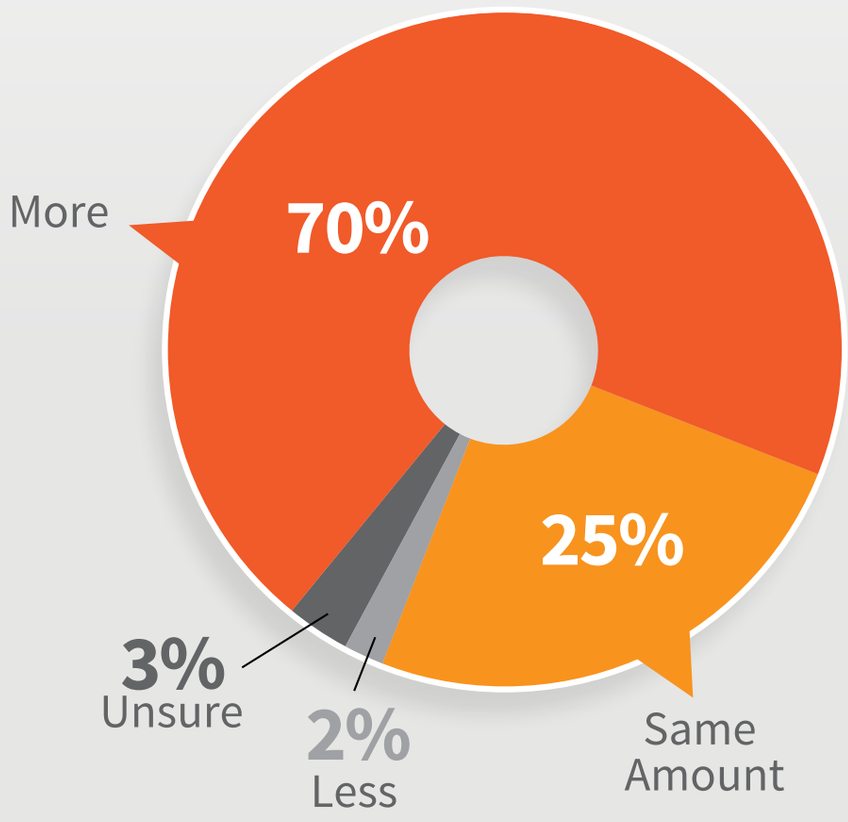
Compared with 2016, do you expect your organization to produce more, the same amount, or less original content in 2017?

Expected Change in B2B Content Creation (2016 vs. 2017)



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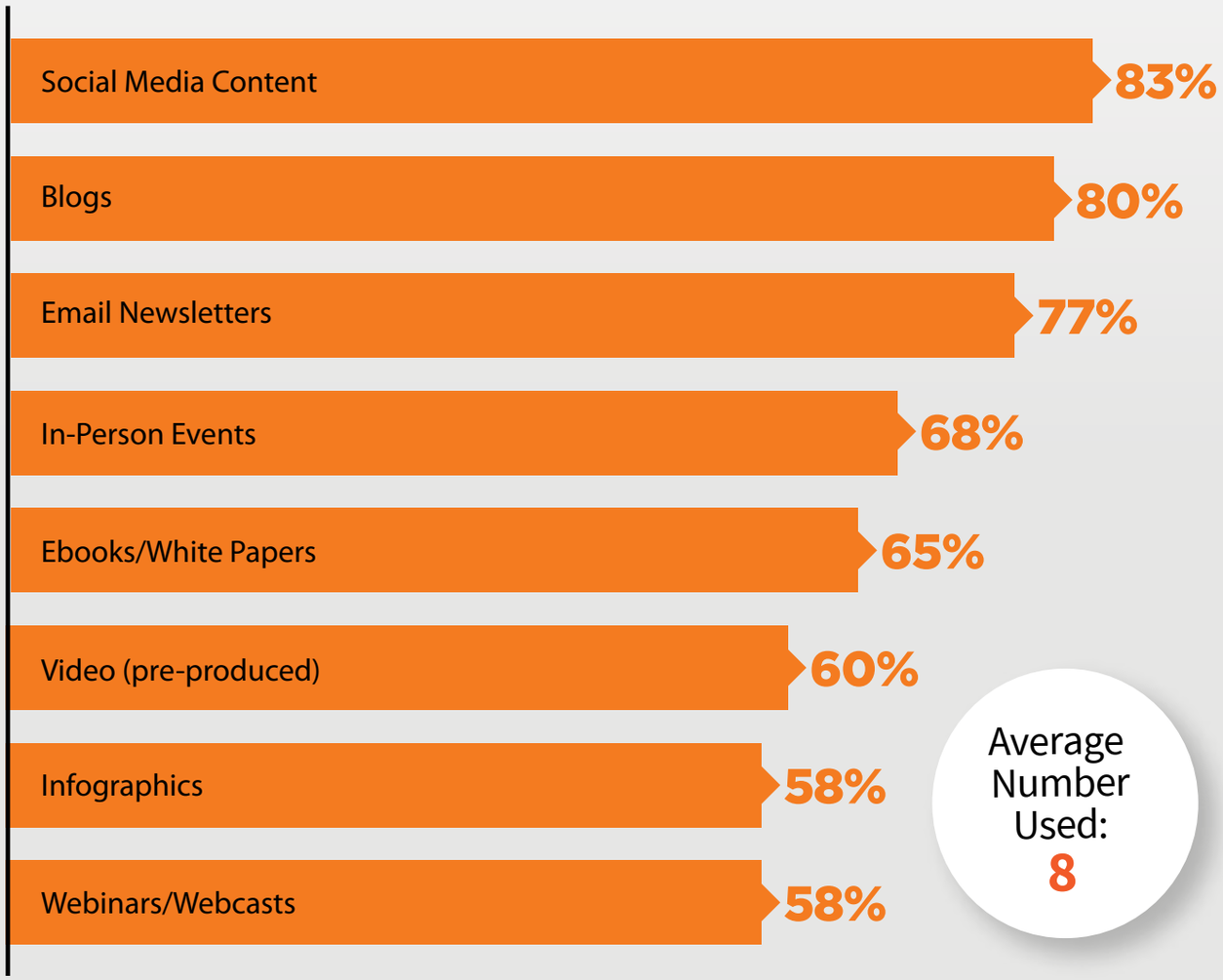
Which content marketing tactics does your organization use?

B2B Marketers' Content Marketing Tactic Usage



Fewer than 50% of B2B marketers said they use the following tactics:
Online Presentations (42%), Illustrations/Photos (39%), Research Reports (28%), Interactive Tools (28%), Print Magazines (23%), Digital Magazines (17%), Books (15%), Mobile Apps (14%), Podcasts (12%), Separate Content Hubs (10%), Video [live-streaming media] (10%), Print Newsletters (9%), Virtual Conferences (8%), and Other (12%).

2017 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Content marketers. Aided list; multiple responses permitted.

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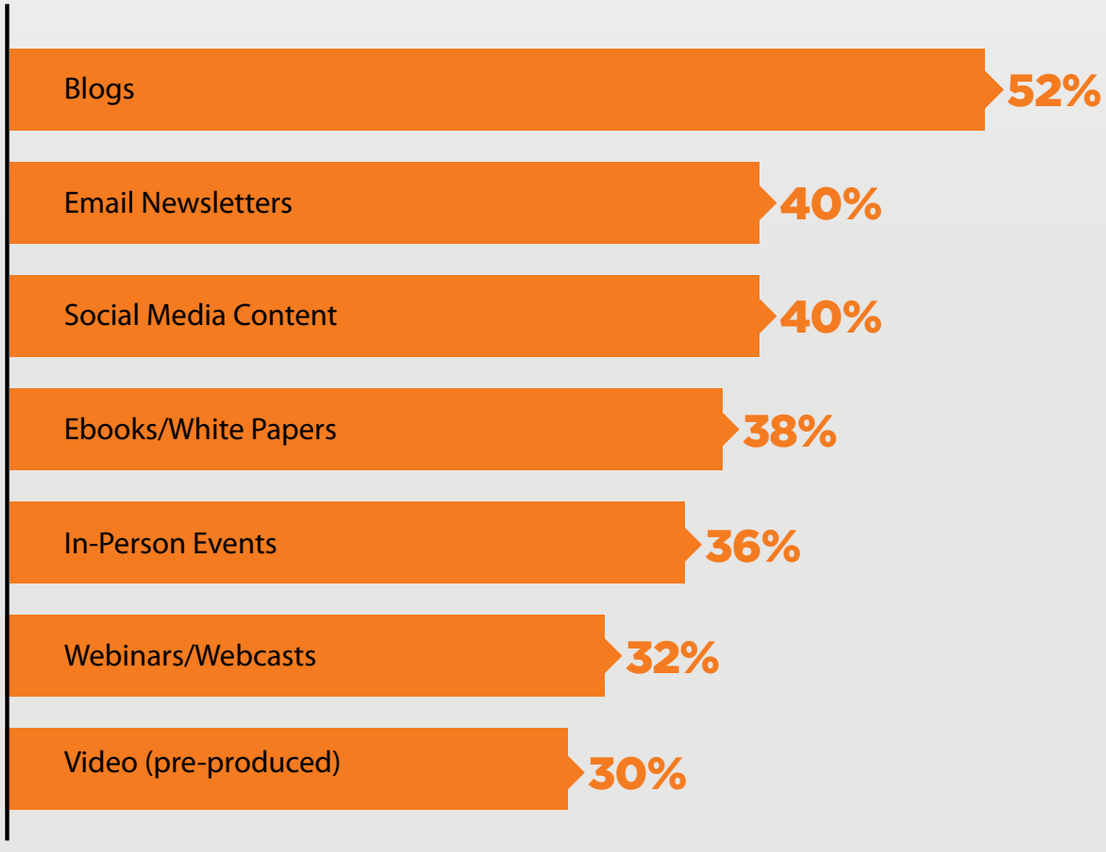
Which content marketing tactics that your organization uses will be most critical to its overall content marketing success in 2017?

Tactics Used That B2B Marketers Say Will be Most Critical to Content Marketing Success in 2017



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Fewer than 30% of B2B marketers whose organizations use the following tactics said the tactic will be critical to overall content marketing success in 2017: Infographics (15%), Research Reports (12%), Online Presentations (11%), Interactive Tools (9%), Illustrations/Photos (7%), Print Magazines (6%), Digital Magazines (5%), Books (4%), Mobile Apps (4%), Video [live-streaming media] (4%), Separate Content Hubs (4%), Podcasts (3%), Print Newsletters (2%), Virtual Conferences (2%), and Other (4%).

Base = Content marketers who use the tactics shown; multiple responses permitted.

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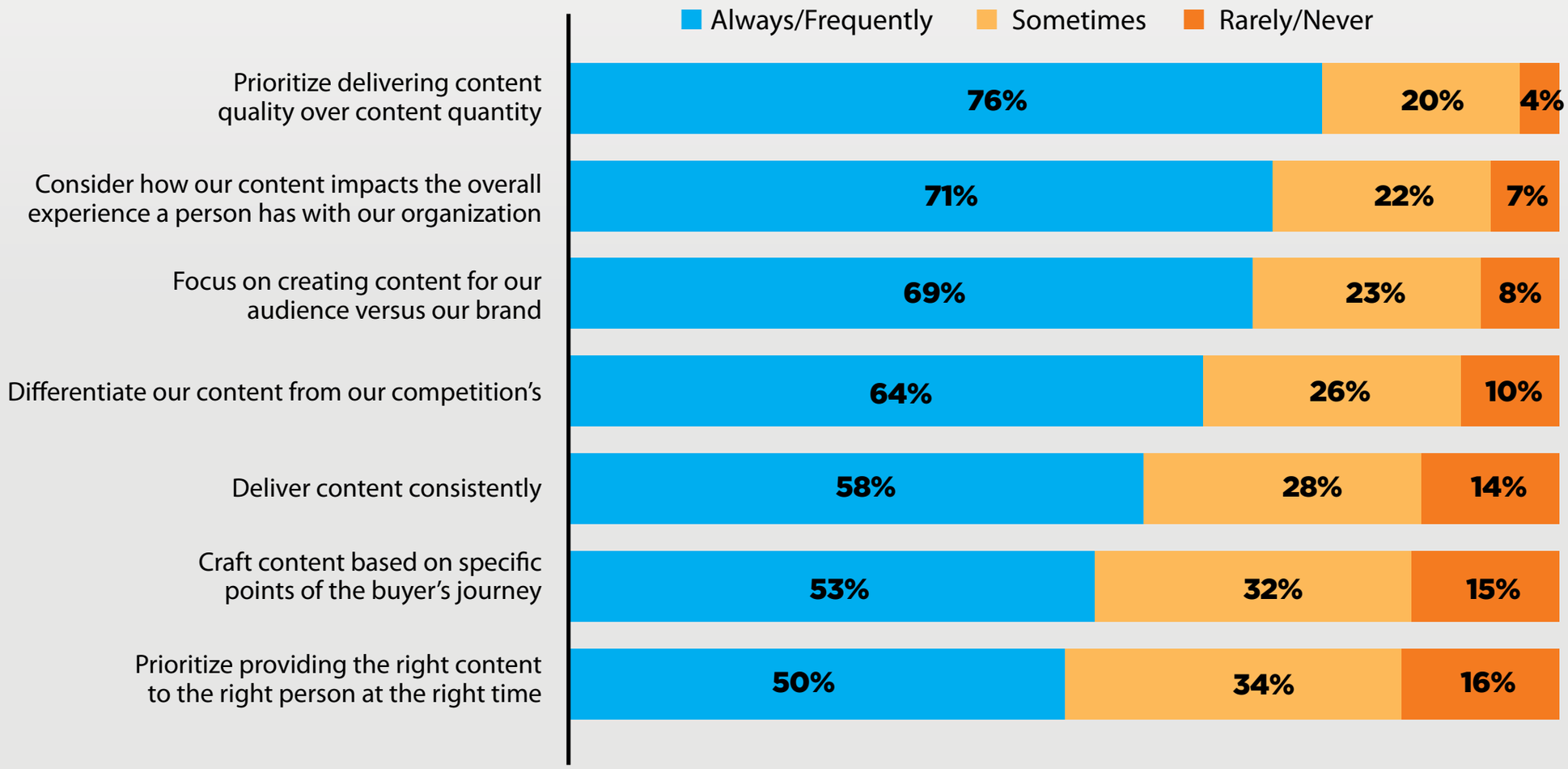
How often do you take the following concepts into account while creating content for your organization?

How Often B2B Marketers Consider Various Concepts While Creating Content



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Base: Content marketers; aided list.

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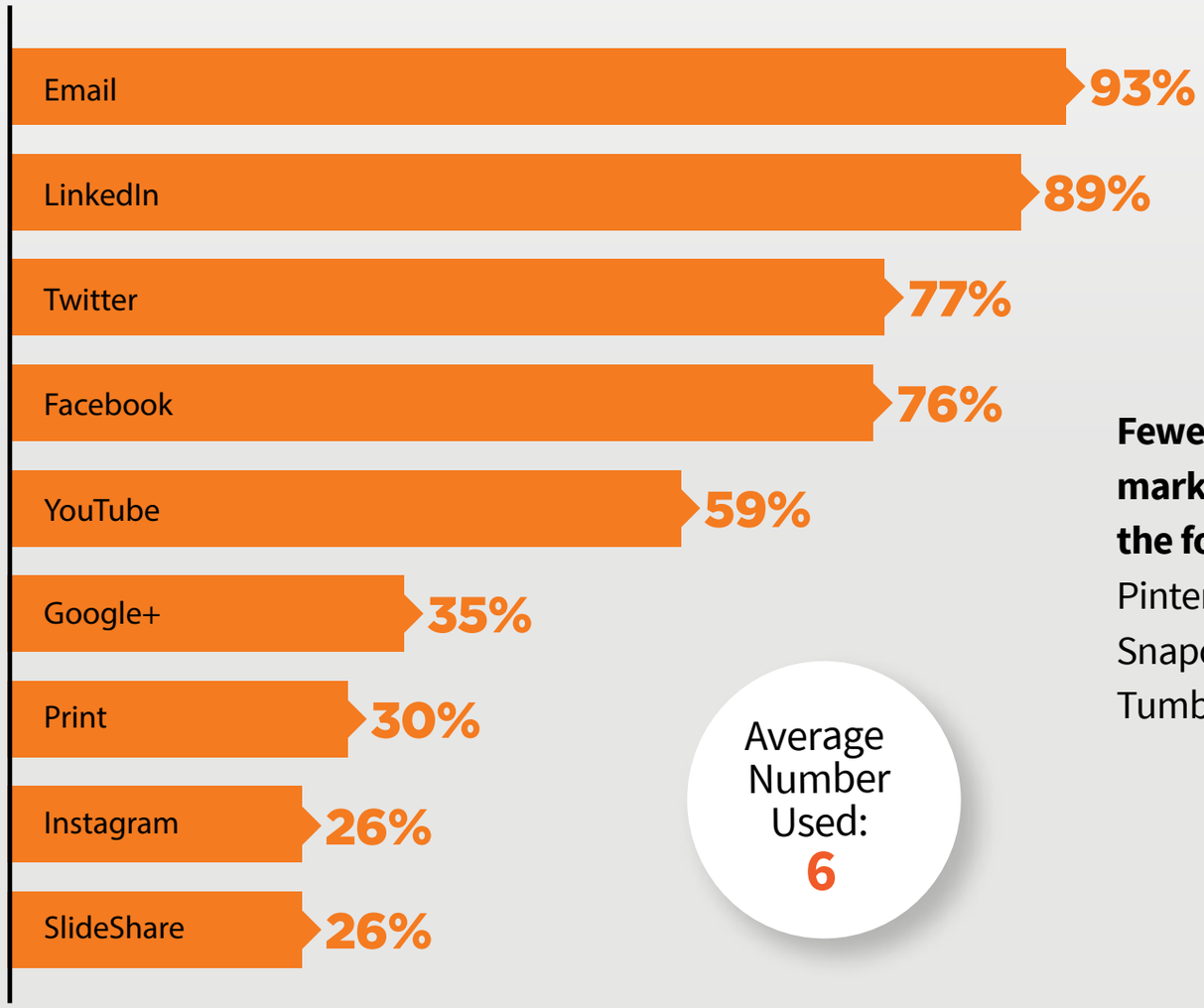
Which channels does your organization use to distribute content?

Channels B2B Marketers Use to Distribute Content



Fewer than 25% of B2B marketers said they use the following channels:
Pinterest (14%), Medium (6%), Snapchat (3%), iTunes (3%), Tumblr (2%), and Other (18%).

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Base = Content marketers. Aided list; multiple responses permitted.

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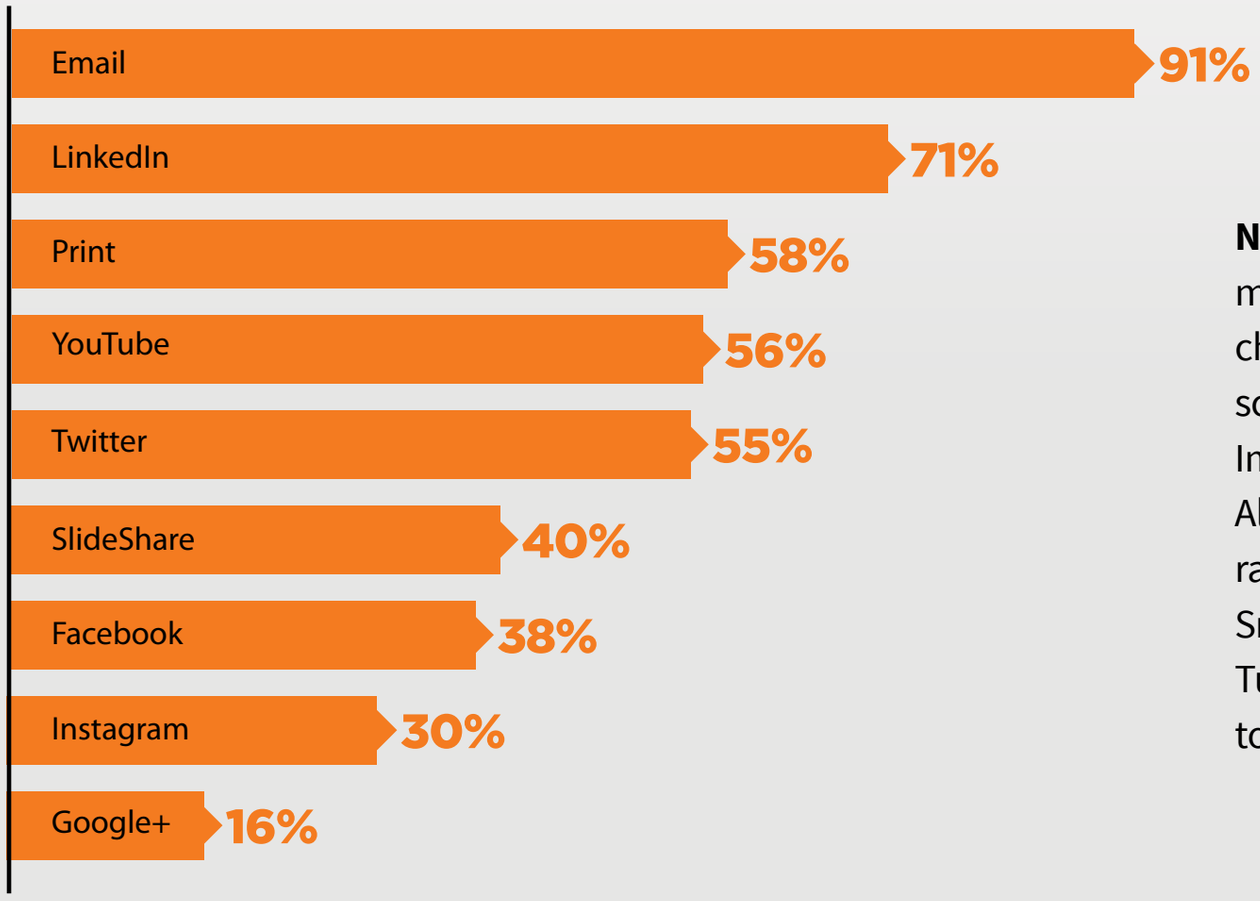
How important is each channel your organization uses to its overall content marketing success?

Channels B2B Marketers Use to Distribute Content Rated by Importance to Overall Content Marketing Success



Note: Percentages comprise marketers who rated each channel a 4 or 5 on a 5-point scale where 5 = Extremely Important and 1 = Not At All Important. Importance ratings for Pinterest, Medium, Snapchat, iTunes, and Tumbler are not reported due to low incidence of use.

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Base = Content marketers who use the channels shown; multiple responses permitted.

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Which paid methods of content promotion does your organization use in its content marketing efforts?

Paid Methods B2B Marketers Use to Promote Content

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Base = Content marketers. Aided list; multiple responses permitted.

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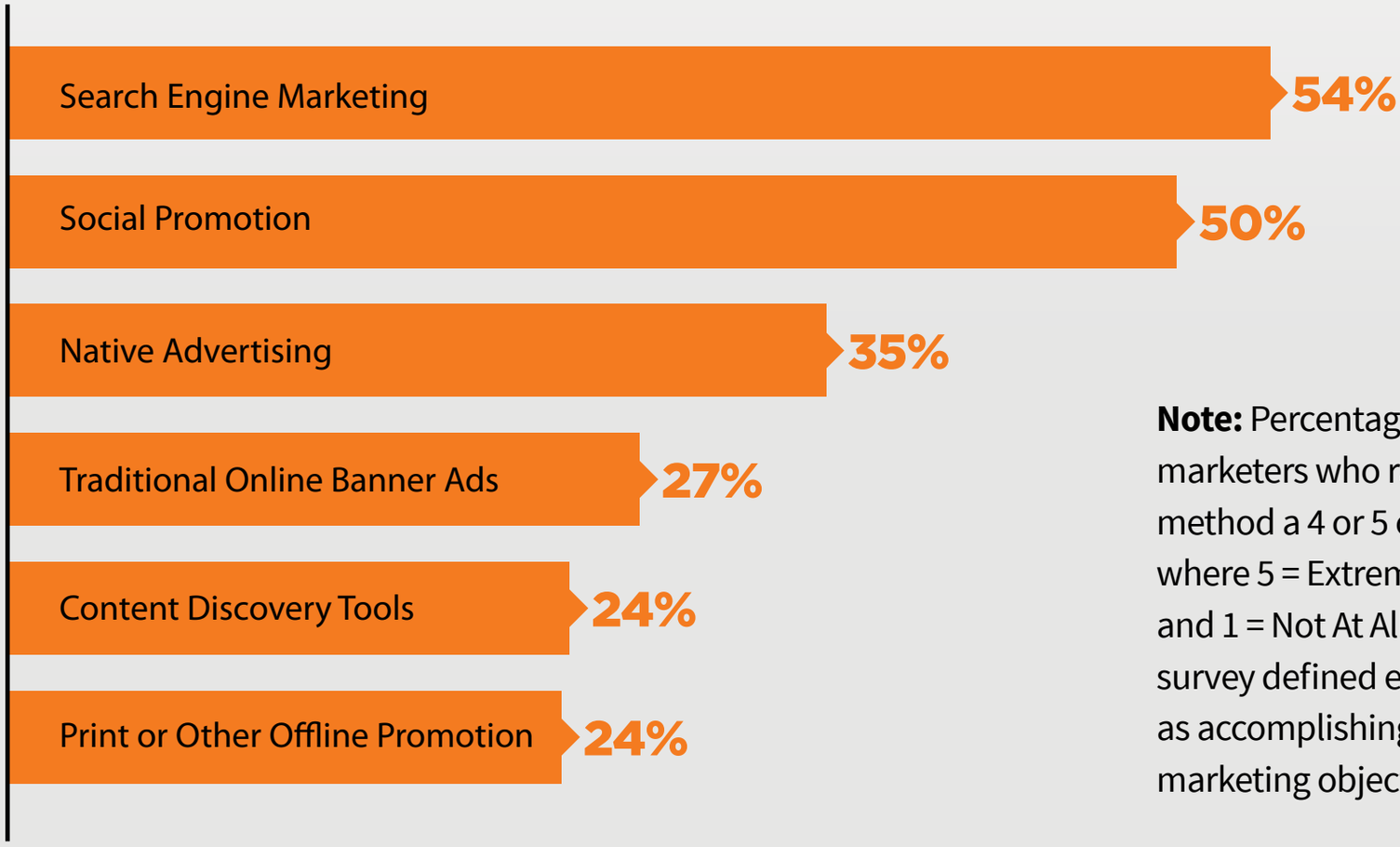
How effective are the paid methods of content promotion that your organization uses?

Paid Methods B2B Marketers Use to Promote Content Rated by Effectiveness



Note: Percentages comprise marketers who rated each paid method a 4 or 5 on a 5-point scale where 5 = Extremely Effective and 1 = Not At All Effective. The survey defined effectiveness as accomplishing your content marketing objectives.

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Base = Content marketers who use the paid methods shown; multiple responses permitted.

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CONTENT MARKETING

GOALS & METRICS

80%

Will focus on lead gen as a content marketing goal over the next 12 months

78%

Use website traffic to measure how well their content marketing is producing results

75%

Can demonstrate how content marketing has increased audience engagement

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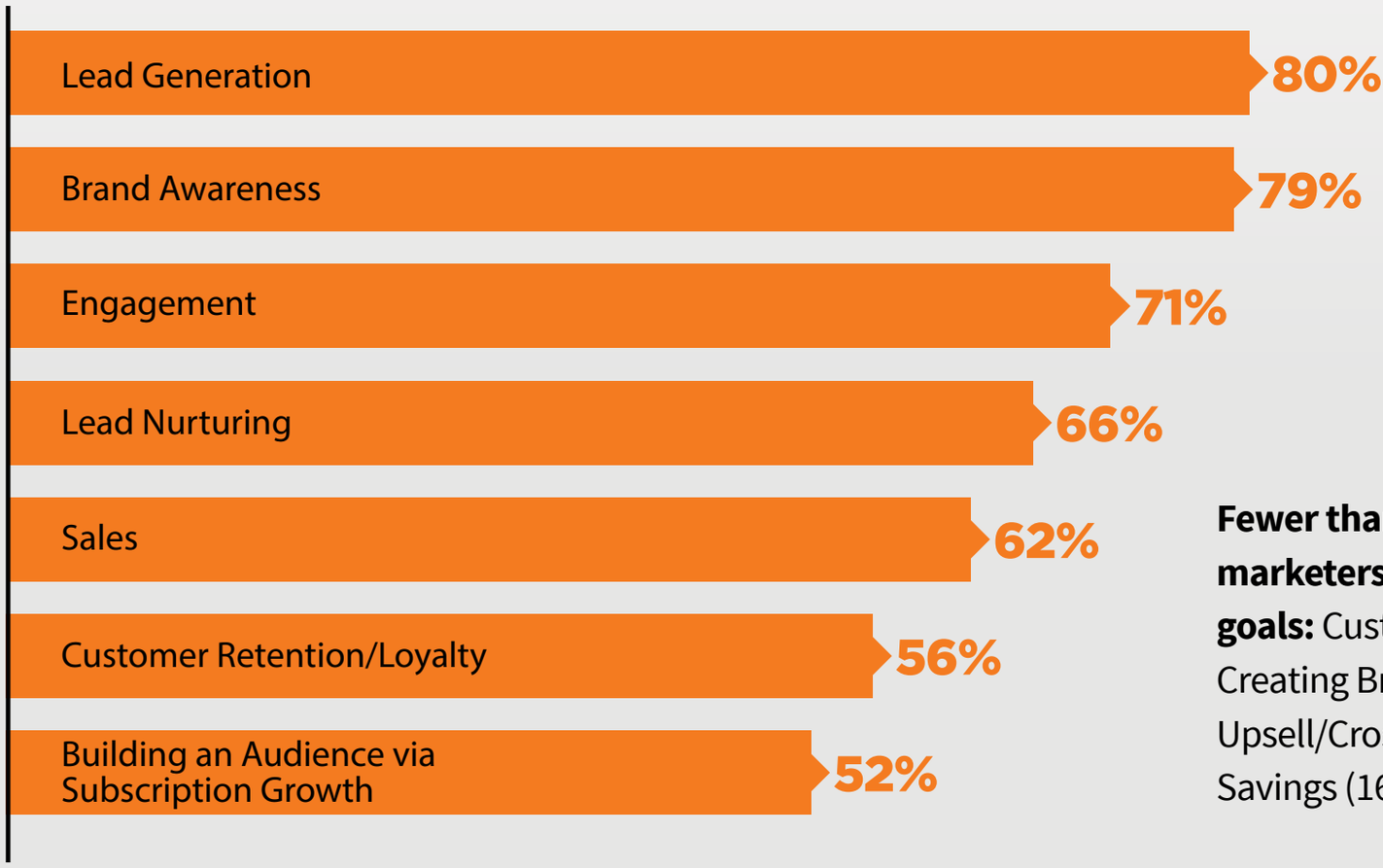
Which content marketing goals will your organization focus on over the next 12 months?

Organizational Goals for B2B Content Marketing Over Next 12 Months



Fewer than 45% of B2B marketers cited the following goals: Customer Evangelism/ Creating Brand Advocates (42%), Upsell/Cross-Sell (38%), Cost Savings (16%), and Other (2%).

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Base: Content marketers. Aided list; multiple responses permitted.

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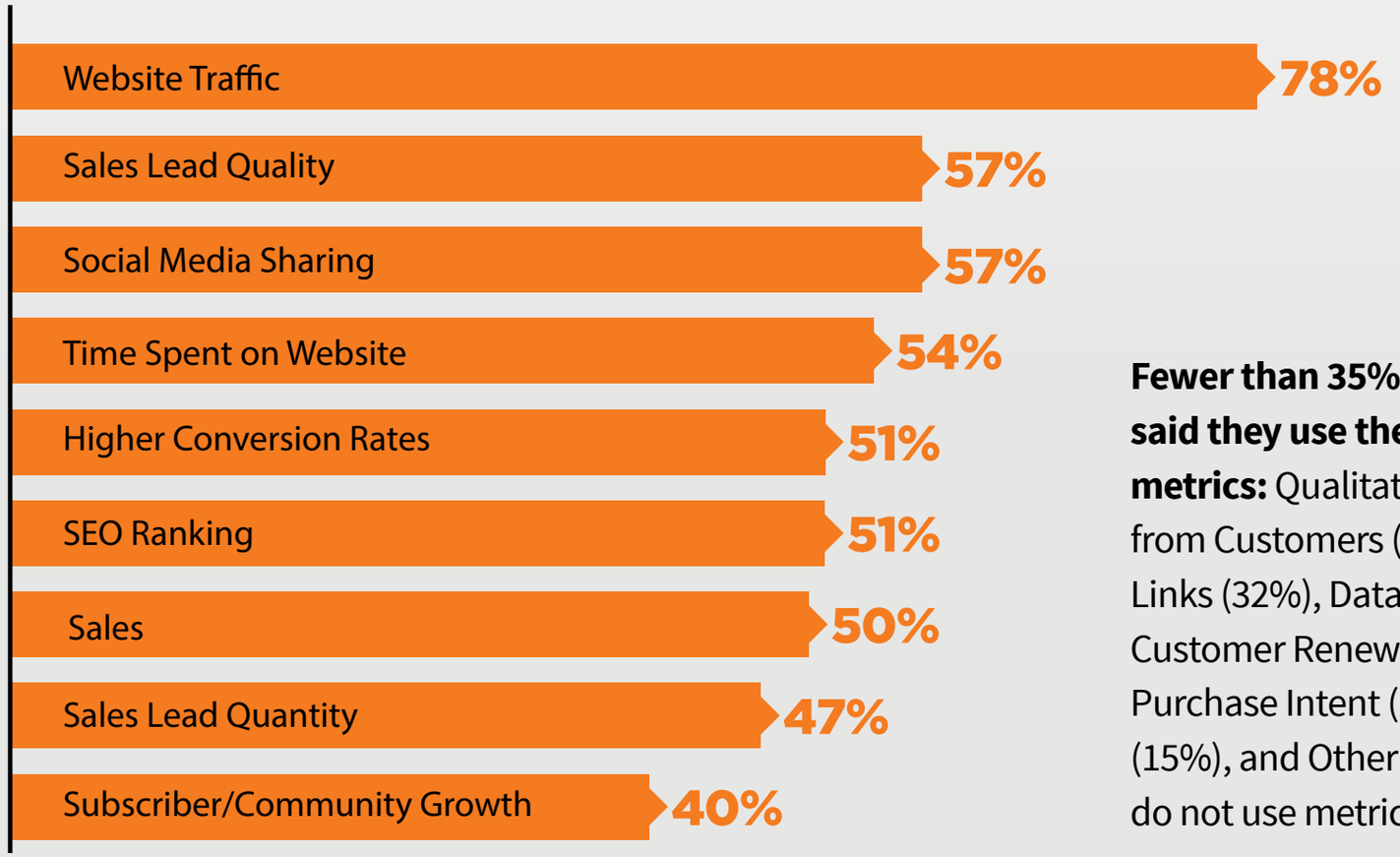
Which metrics does your organization use to determine how well its content marketing is producing results?

B2B Marketers' Content Marketing Metrics Usage



Fewer than 35% of B2B marketers said they use the following metrics: Qualitative Feedback from Customers (33%), Inbound Links (32%), Data Capture (28%), Customer Renewal Rates (19%), Purchase Intent (17%), Brand Lift (15%), and Other (4%). 2% said they do not use metrics.

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Base = Content marketers. Aided list; multiple responses permitted.

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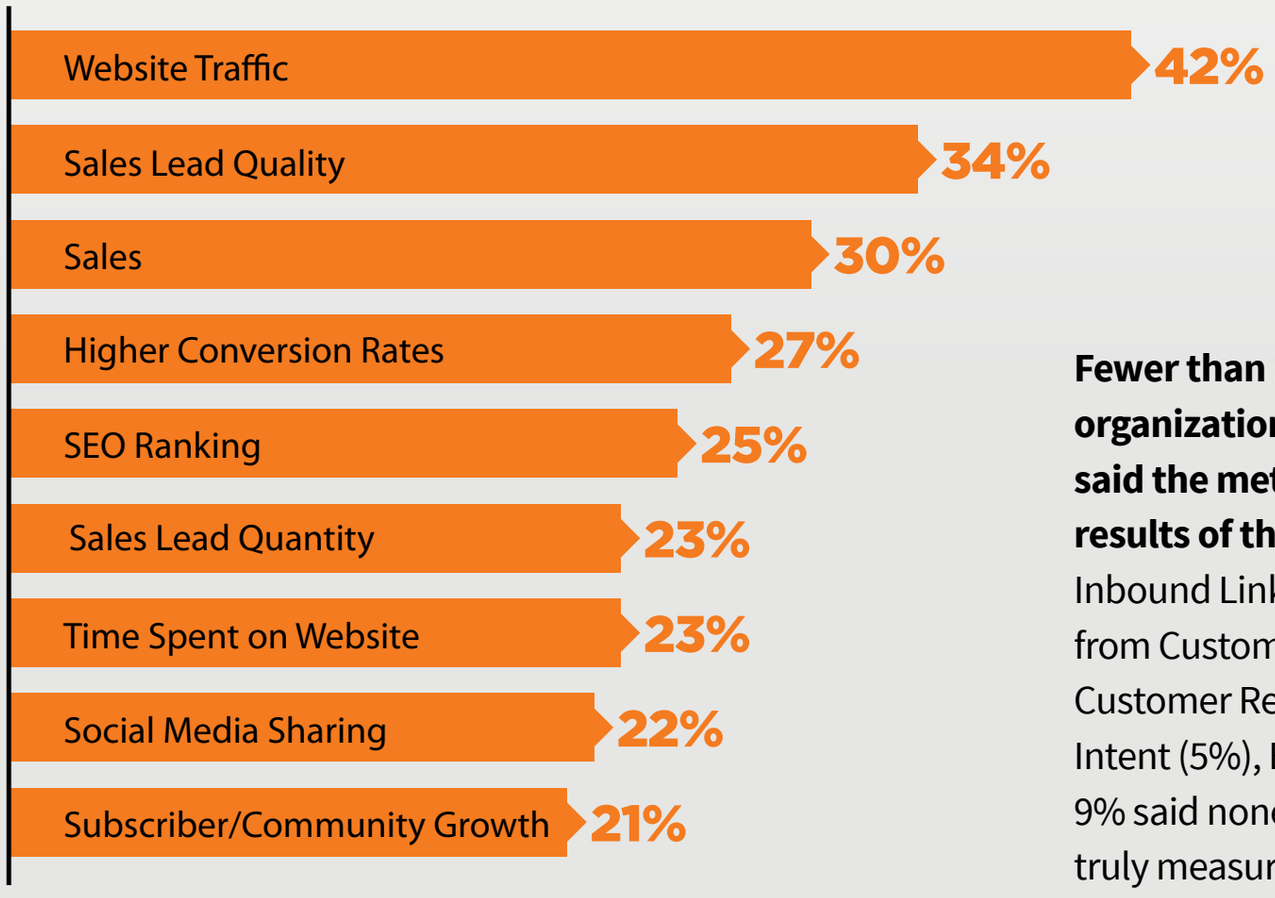
Which metrics that your organization uses provide truly measurable results of your content marketing efforts?

Metrics Used That B2B Marketers Say Provide Truly Measurable Results of Content Marketing Efforts



Fewer than 15% of B2B marketers whose organizations use the following metrics said the metric provides truly measurable results of their content marketing efforts: Inbound Links (11%), Qualitative Feedback from Customers (10%), Data Capture (9%), Customer Renewal Rates (8%), Purchase Intent (5%), Brand Lift (4%), and Other (2%). 9% said none of the metrics they use provide truly measurable results.

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Base = Content marketers who use the metrics shown; multiple responses permitted.

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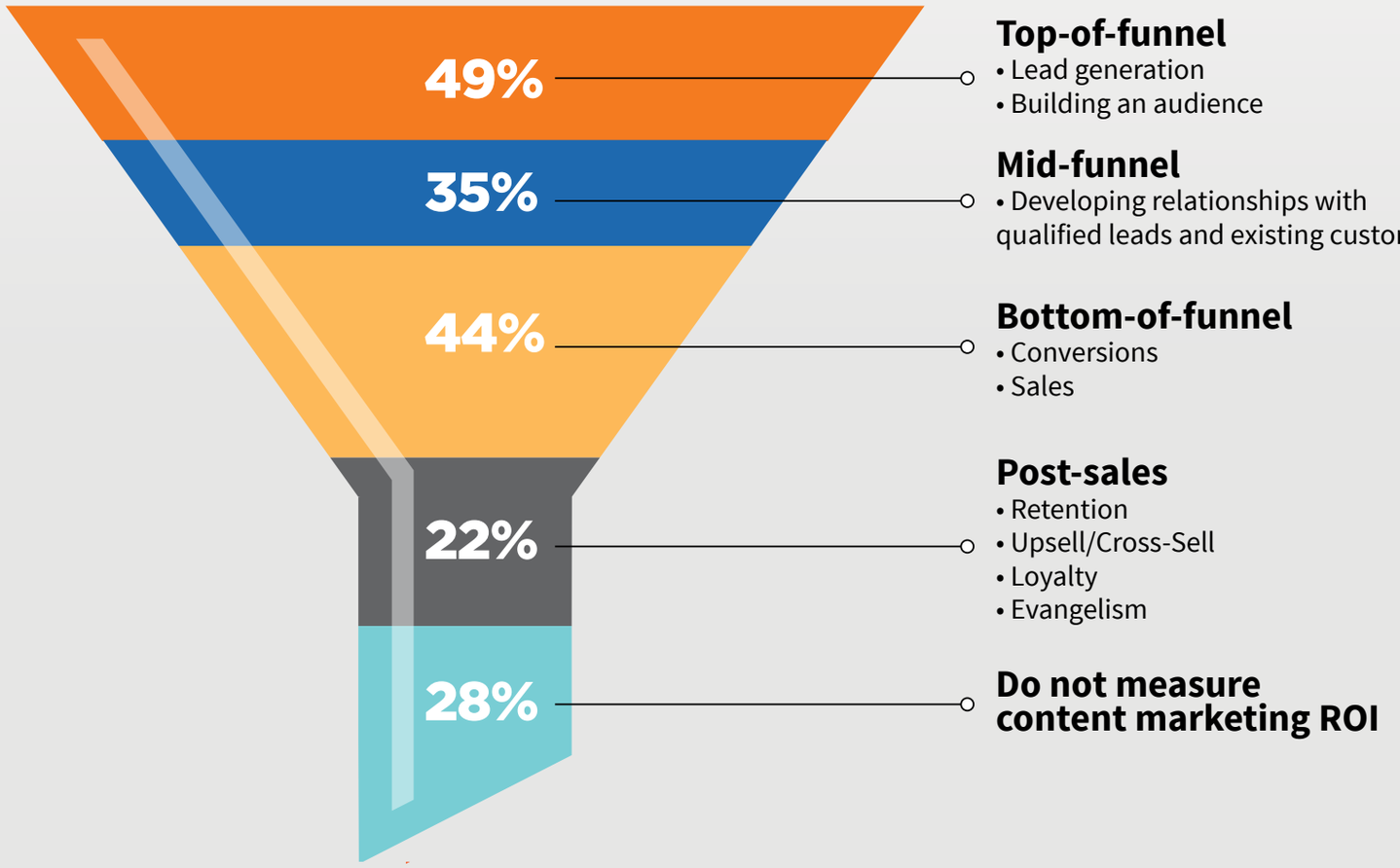
At which phases of the buyer's journey does your organization measure content marketing ROI?

Phases of Buyer's Journey Where B2B Marketers Measure Content Marketing ROI



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Base = Content marketers. Aided list; multiple responses permitted.

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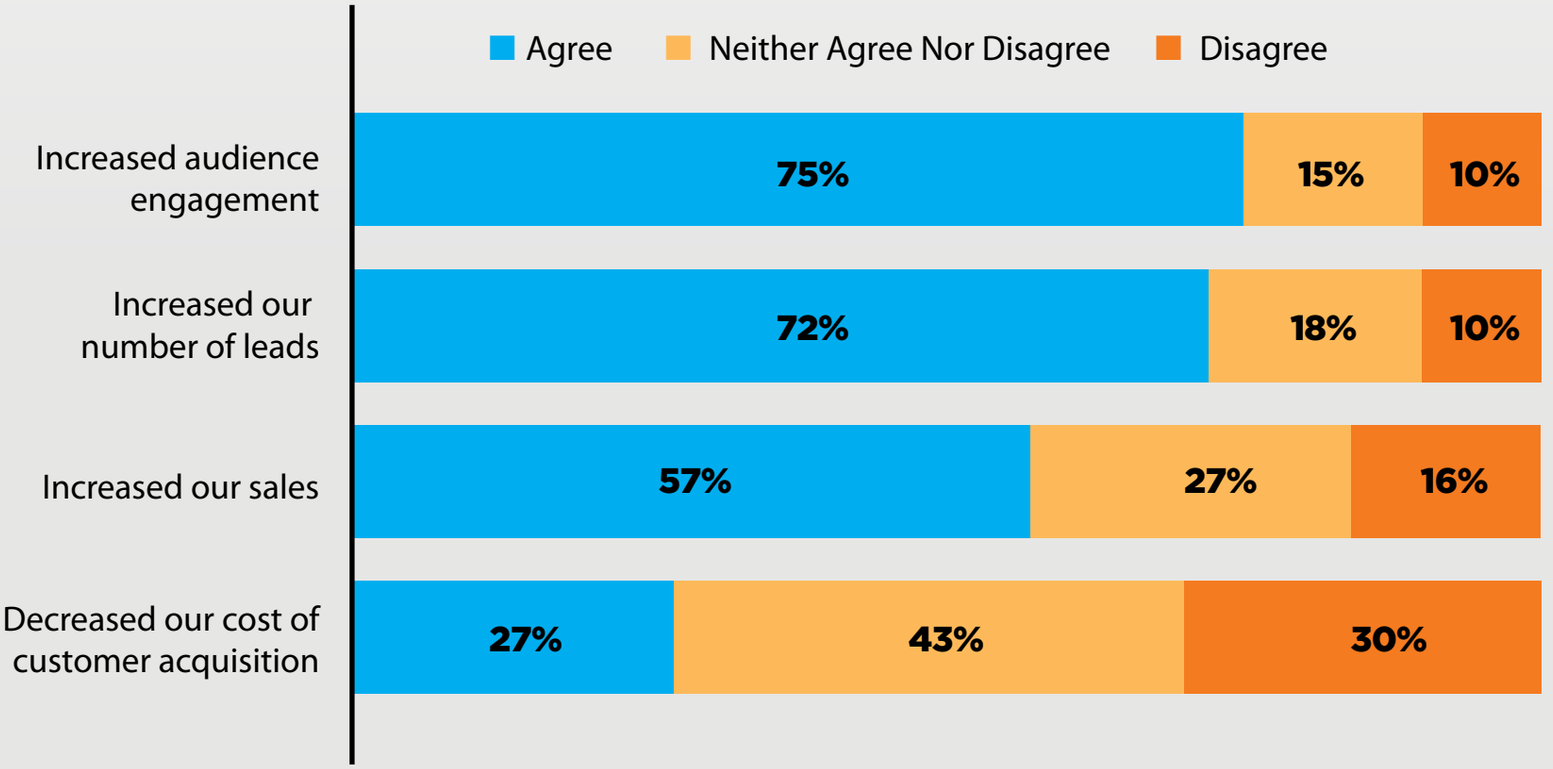
Indicate your level of agreement with each statement concerning the content marketing metrics used in your organization.

B2B Marketers' Metrics Agreement Statements

I/my team can demonstrate how content marketing has…



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Base = Content marketers who use metrics to determine content marketing results; aided list.

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CONTENT MARKETING

BUDGETS & SPENDING

29%

Is the average proportion of total marketing budget that is spent on content marketing

39%

Plan to increase their content marketing spending over the next 12 months

45%

Plan to keep their content marketing spending around the same level over the next 12 months

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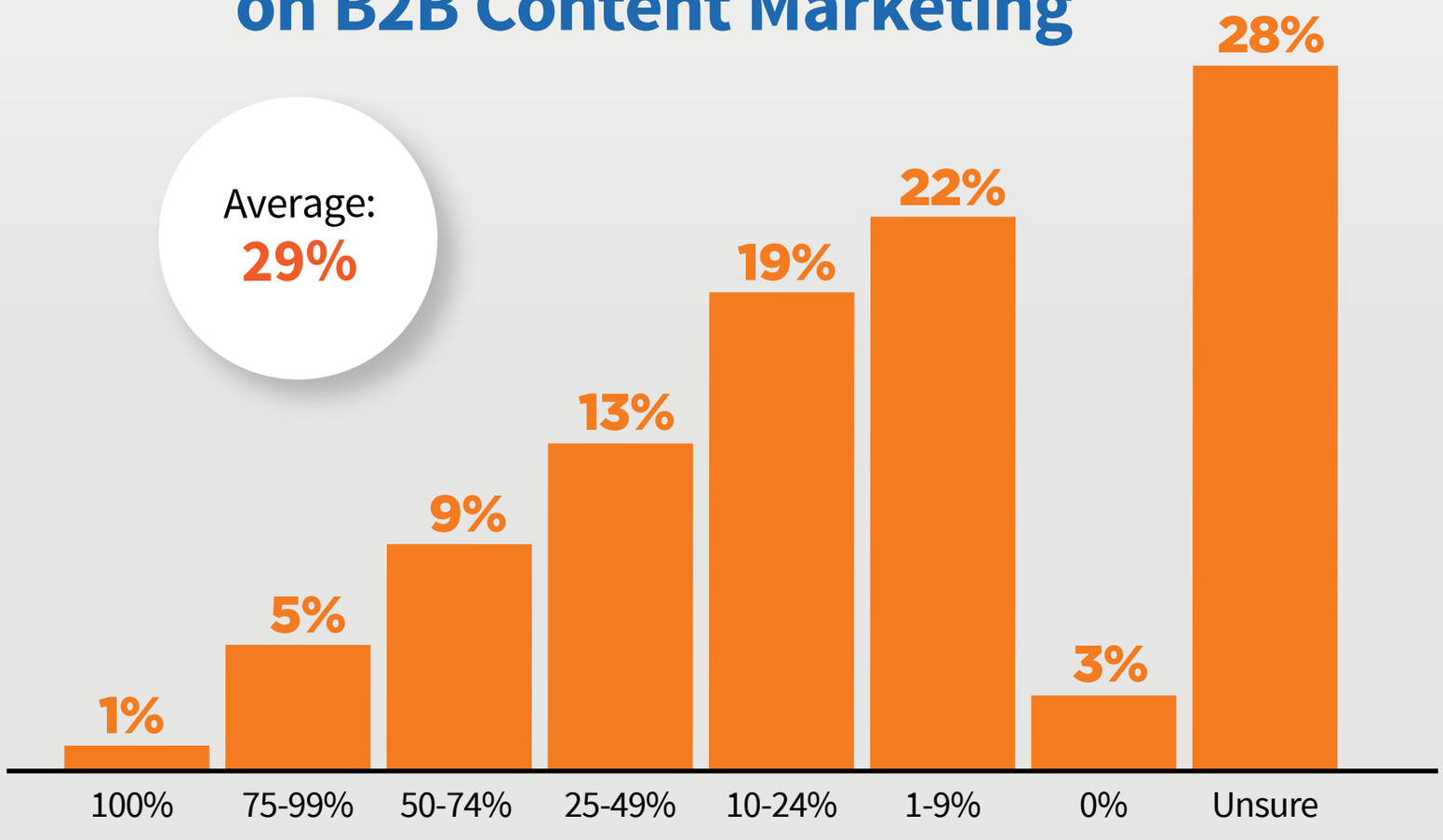
Approximately what percentage of your organization's total marketing budget (not including staff) is spent on content marketing?

Percentage of Total Marketing Budget Spent on B2B Content Marketing



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Base = Content marketers; aided list.

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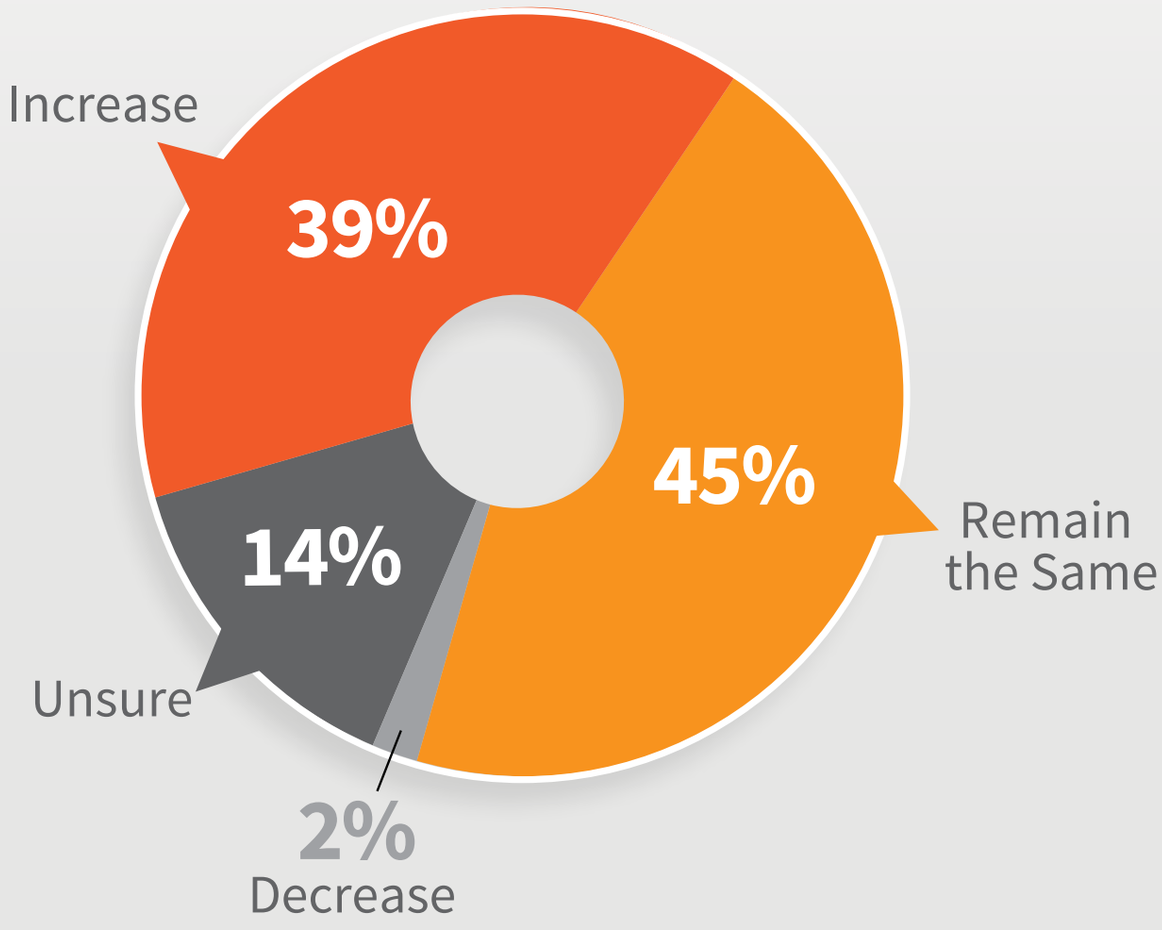
How do you expect your organization's content marketing budget to change in the next 12 months?

B2B Content Marketing Spending (Over Next 12 Months)



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Base = Content marketers; aided list.

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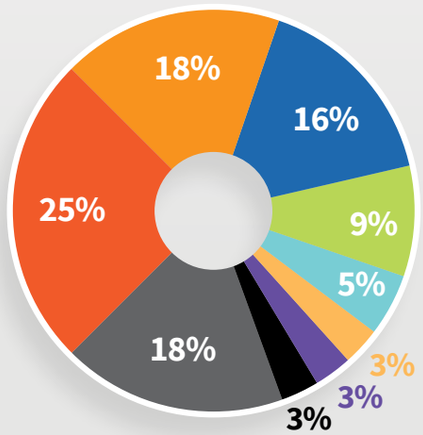
METHODOLOGY/DEMOGRAPHICS

B2B Content Marketing: 2017 Benchmarks, Budgets, and Trends—North America was produced by **Content Marketing Institute** and **MarketingProfs** and sponsored by **Brightcove**.

The *7th Annual Content Marketing Survey*, from which the results of this report were generated, was mailed electronically to a sample of marketers included in lists from Content Marketing Institute, MarketingProfs, The Association for Data-driven Marketing & Advertising (ADMA), and WTWH Media.

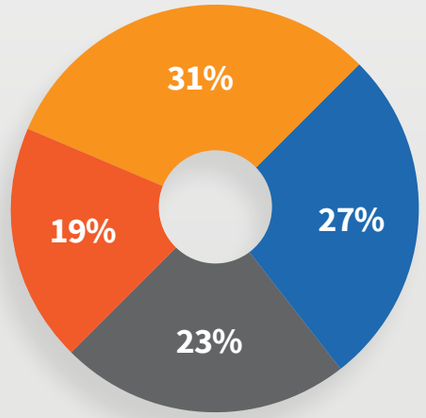
A total of 2,562 recipients from around the globe—representing a full range of industries, functional areas, and company sizes—completed the survey during July and August 2016. This report presents the findings from the 1,102 respondents who said they were B2B marketers in North America.

B2B Industry Classification



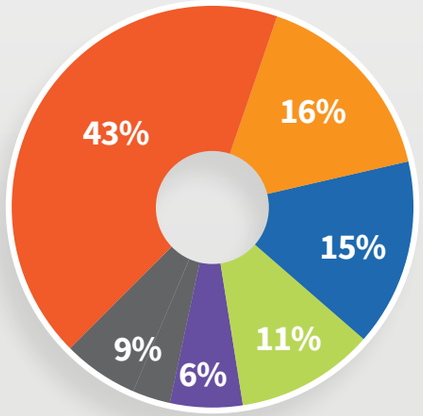
- Technology
- Agency (Advertising, Digital Marketing, Content Marketing, PR, Marcom)
- Manufacturing
- Consulting
- Publishing/Media
- Banking/Accounting/Financial
- Healthcare/Pharmaceuticals
- Engineering/Construction/Architecture
- Other

Size of B2B Company (by Employees)



- Micro (Fewer than 10 Employees)
- Small (10-99 Employees)
- Midsize (100-999 Employees)
- Large (1,000+ Employees)

B2B Job Title/ Function



- Marketing/Advertising/ Communications/PR Management
- Corporate Management (Owner/President, CEO, CMO)
- Content Creation/Management
- Marketing – Staff/Support
- General Management (GM, VP)
- Other

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ABOUT

Content Marketing Institute and MarketingProfs thank all the survey respondents and the distribution partners who made this survey possible.

About Content Marketing Institute (CMI)

Content Marketing Institute is the leading global content marketing education and training organization, teaching enterprise brands how to attract and retain customers through compelling, multichannel storytelling. CMI's **Content Marketing World** event, the largest content marketing-focused event, is held every September in Cleveland, Ohio, USA, and the **Intelligent Content Conference** event is held every spring. CMI publishes the bi-monthly magazine ***Chief Content Officer***, and provides strategic consulting and content marketing research for some of the best-known brands in the world. Watch this **video** to learn more about CMI, a UBM company. To view all research and to subscribe to our emails, visit **www.contentmarketinginstitute.com**.

About MarketingProfs

MarketingProfs offers real-world education for modern marketers. More than 600,000 marketing professionals worldwide rely on our free daily publications, virtual conferences, **MarketingProfs University**, and more to stay up to date on the most important trends and tactics in marketing—and how to apply them to their businesses. Visit **MarketingProfs.com** for more information.

About Brightcove

Brightcove Inc. (NASDAQ:BCOV) is the leading global provider of powerful cloud solutions for delivering and monetizing video across connected devices. The company offers a full suite of products and services that reduce the cost and complexity associated with publishing, distributing, measuring, and monetizing video across devices. Brightcove has nearly 5,000 customers in over 70 countries that rely on the company's cloud solutions to successfully publish high-quality video experiences to audiences everywhere. To learn more, visit **www.brightcove.com**.