TECHNOLOGY

B2B Content Marketing:

2014 Benchmarks, Budgets, and Trends – North America

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FOREWORD

Greetings Content Marketers,

Welcome to this year's report on the content marketing practices of business-to-business (B2B) technology marketers in North America.

In this report, we highlight key areas of difference between the most effective technology marketers and their less effective peers. We also show some differences between those who have a documented content strategy and those who do not. For example:

- The most effective technology marketers allocate more budget to content marketing when compared with the overall sample of technology marketers (35% vs. 28%)
- Only 39% of technology marketers say their organizations are effective at content marketing, however having a documented strategy dramatically increases confidence (62% of those with a strategy say they are effective)

Technology marketers use a good mix of tactics and continue to invest in content marketing, with 58% planning to increase spend over the next 12 months. We look forward to seeing how this continued investment pays off over the next year.

On with the content marketing revolution…

Joe Pulizzi
Founder
Content Marketing Institute

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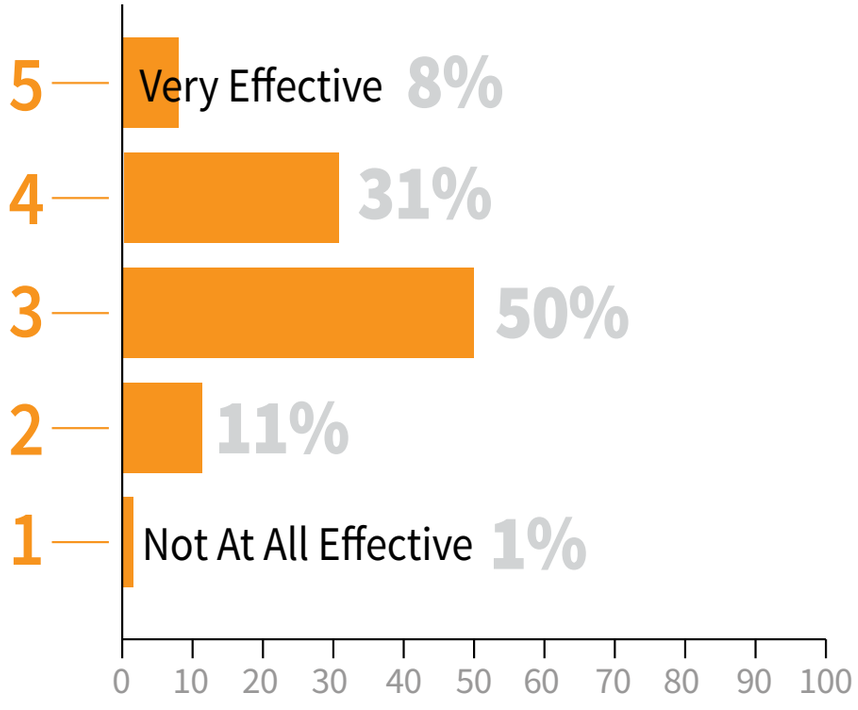
39% of technology marketers say they are effective at content marketing.

How Technology Marketers Rate the Effectiveness of Their Organization's Use of Content Marketing



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- Confidence rises when a technology marketer has a documented content strategy (62% of those with a documented strategy say they are effective).

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Comparison of Most Effective Technology Marketers with Least Effective Technology Marketers

	Most Effective	Overall/Average	Least Effective
Has a documented content strategy	75%	46%	10%
Has someone who oversees content marketing strategy	86%	73%	53%
Average number of tactics used	16	15	12
Average number of social media platforms used	7	6	6
Percentage of marketing budget spent on content marketing	35%	28%	26%
Plans to increase content marketing spend over next 12 months	63%	58%	50%
Challenged with producing engaging content	46%	55%	73%
Challenged with producing a variety of content	31%	42%	47%

- "Most Effective" = Respondents who rated their organization's use of content marketing as 4 or 5 in terms of effectiveness (on a scale of 1 to 5, with 5 being "Very Effective")
- "Least Effective" = Respondents who rated their organization's use of content marketing as 1 or 2 in terms of effectiveness (on a scale of 1 to 5, with 1 being "Not At All Effective")

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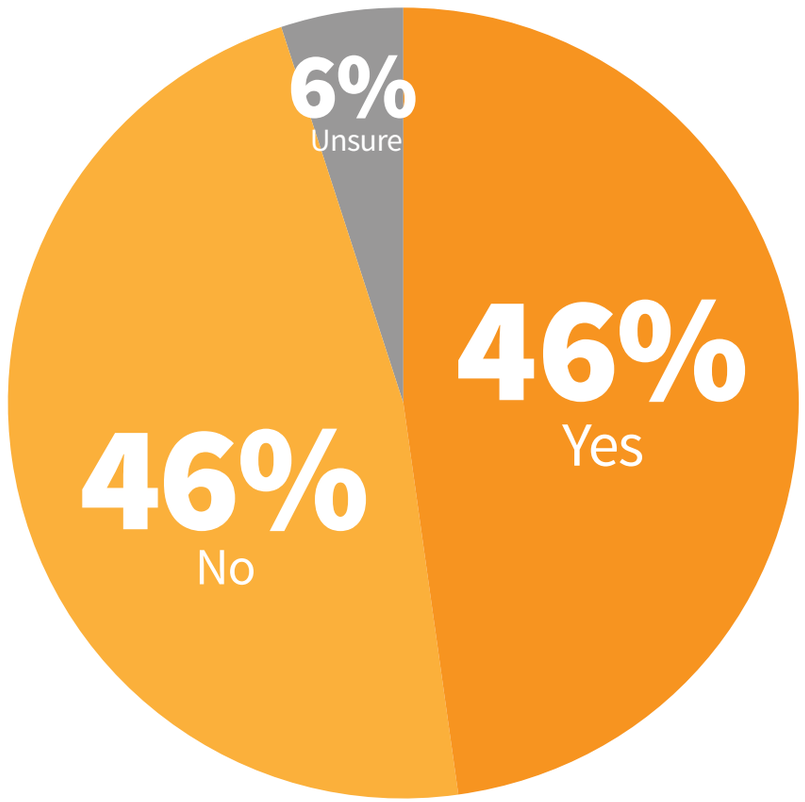
46% of technology marketers have a documented content strategy.

Percentage of Technology Marketers Who Have a Documented Content Strategy



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- Technology marketers who have a documented content strategy—when compared with those who do not—are more effective in all areas of content marketing and face fewer content marketing challenges.

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Comparison of Technology Marketers Who Have a Documented Content Strategy with Those Who Do Not

	Documented Strategy	Overall/Average	No Documented Strategy
Considers organization to be effective at content marketing	62%	39%	14%
Average number of tactics used	16	15	13
Average number of social media platforms used	7	6	6
Producing more content compared with one year ago	82%	78%	73%
Percentage of marketing budget spent on content marketing	31%	28%	25%
Plans to increase content marketing spend over next 12 months	63%	58%	57%
Percentage that outsources content creation	63%	57%	49%
Challenged with producing a variety of content	35%	42%	51%

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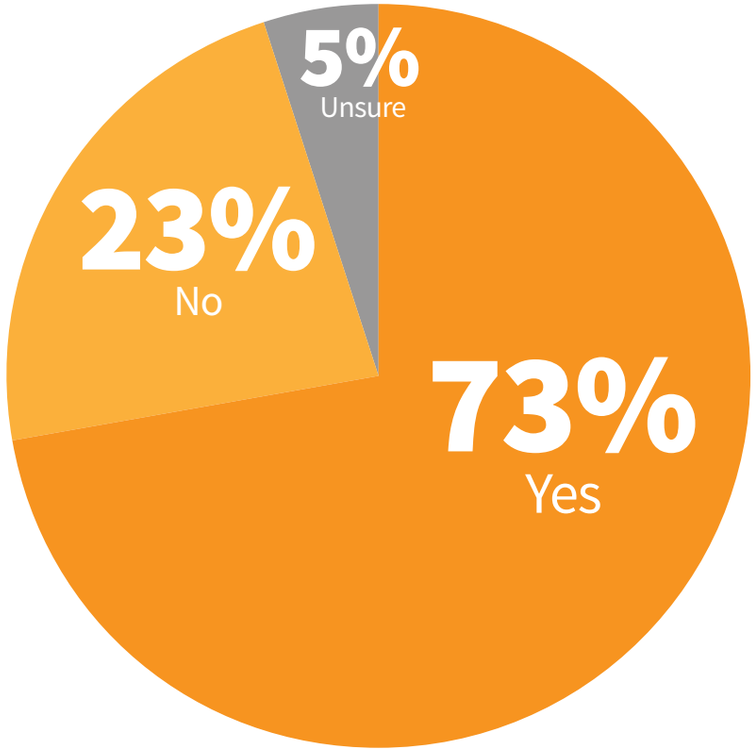
73% of technology companies have someone in place who oversees content marketing strategy.

Percentage of Technology Organizations with Someone Who Oversees Content Marketing Strategy



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- 86% of the most effective technology marketers say their company has someone in place who oversees content marketing strategy.

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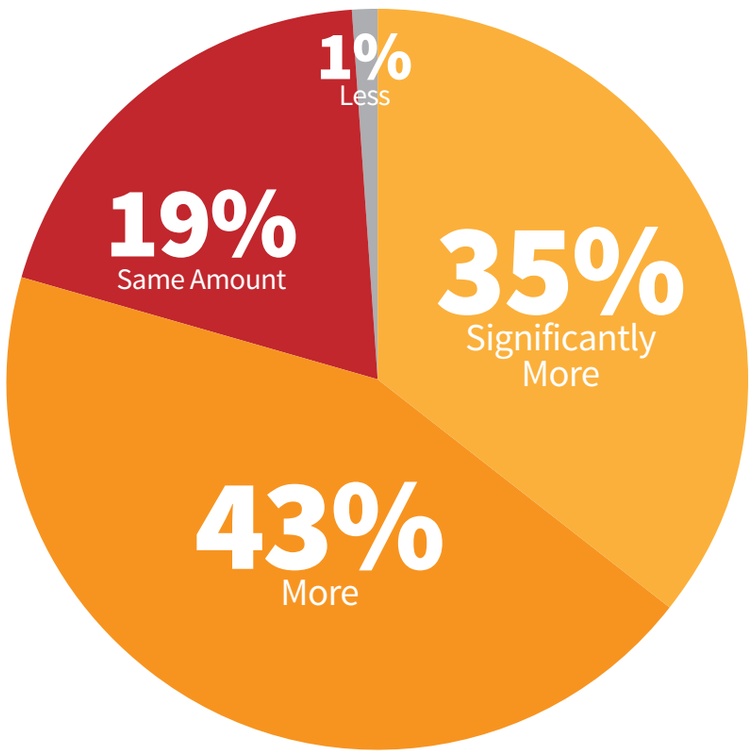
78% of technology marketers are producing more content than they did one year ago.

Change in Amount of Content Creation Among Technology Marketers
(Over Last 12 Months)



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- The most effective technology marketers are creating more content when compared with the overall sample (83% vs. 78%).
- Technology marketers who don't have a documented content strategy increased their content production by nearly as much as those who do have a strategy (73% vs. 82%).

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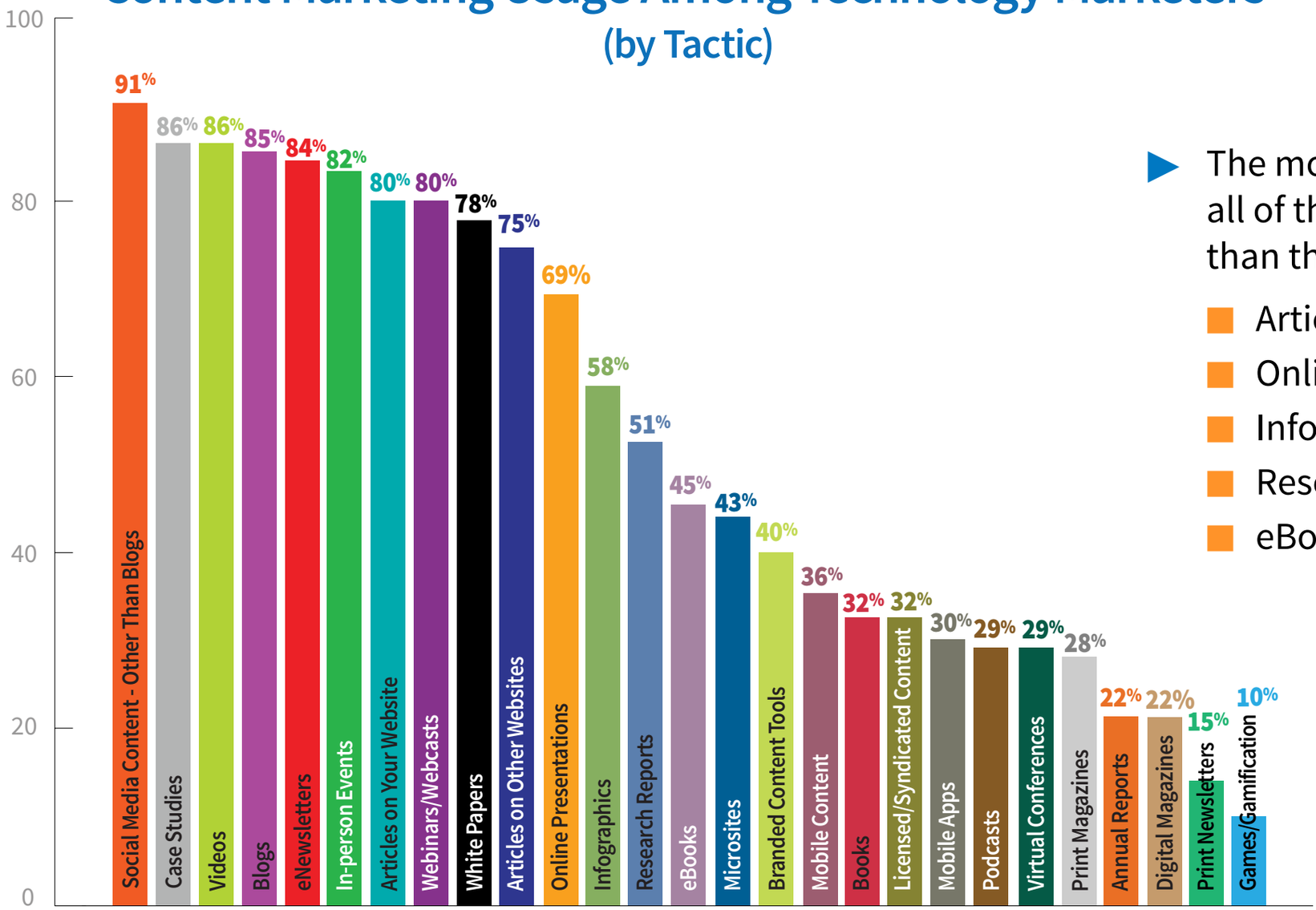
Technology marketers use an average of 15 content marketing tactics.

Content Marketing Usage Among Technology Marketers
(by Tactic)



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- The most effective technology marketers use all of the tactics shown here more frequently than their peers, especially:
  - Articles on other websites: 87% vs. 75%
  - Online presentations: 79% vs. 69%
  - Infographics: 71% vs. 58%
  - Research reports: 63% vs. 51%
  - eBooks: 60% vs. 45%

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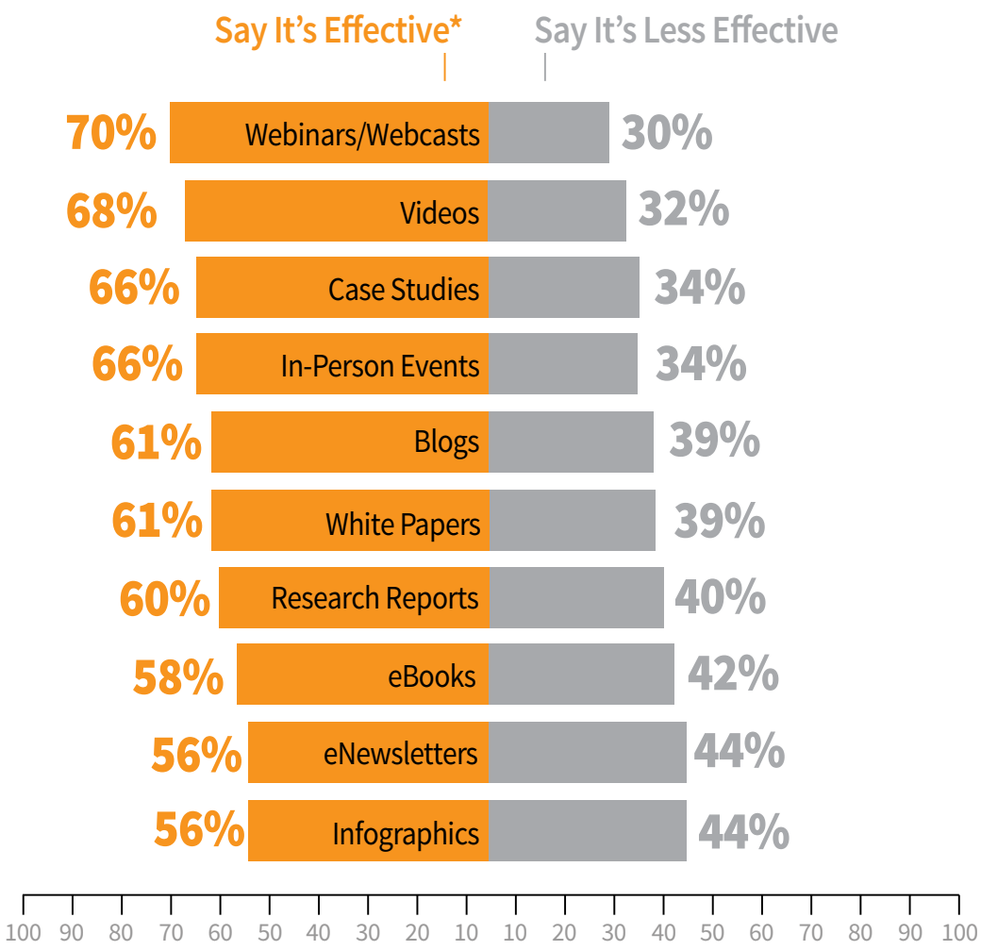
Technology marketers say webinars and videos are the most effective tactics they use.

Effectiveness Ratings of Tactics Among Technology Manufacturers Who Use Them



- Social media content (other than blogs) is not one of the top 10 effective tactics (and is not shown on this chart); however, the most effective marketers gave it a much higher rating (64% vs. 46%).

** Percentage of respondents who rated these tactics as a 4 or 5 in terms of effectiveness (on a scale of 1 to 5, with 5 being "Very Effective")*

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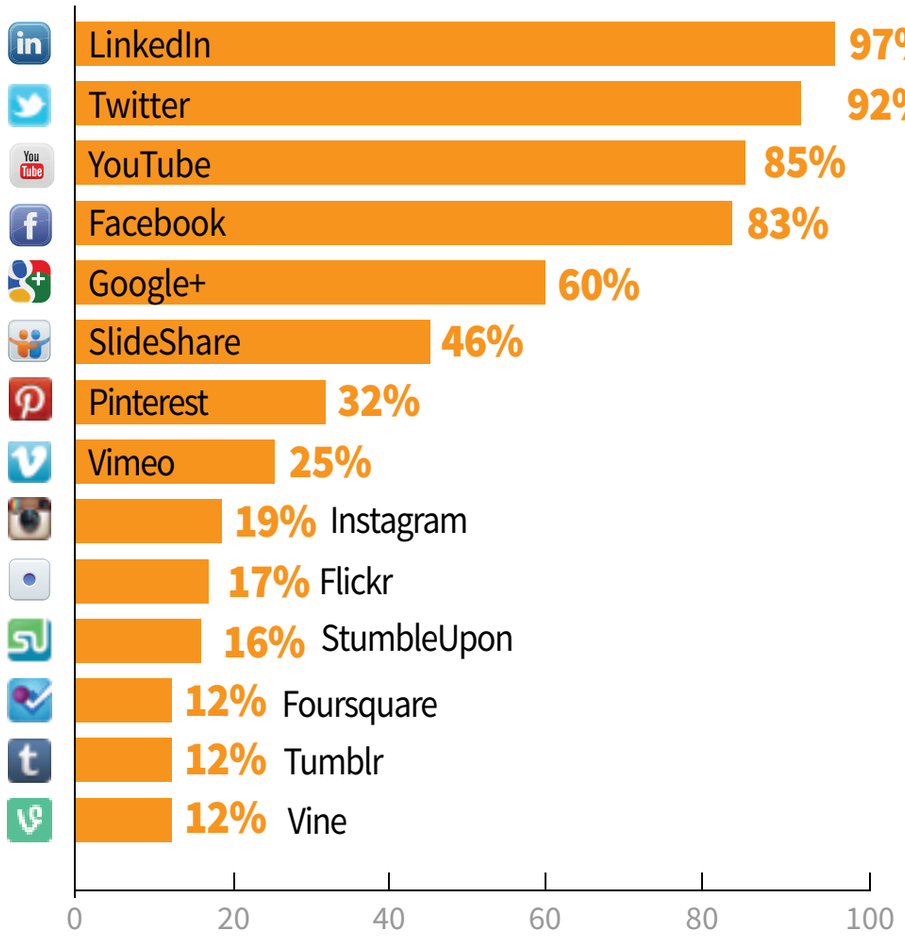
Technology marketers cite LinkedIn as the social media platform they use most often to distribute content.

Percentage of Technology Marketers Who Use Various Social Media Platforms to Distribute Content



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- Nearly all technology marketers, regardless of company size or effectiveness, use LinkedIn to distribute content.
- The most effective technology marketers use all of these platforms more frequently when compared with their peers.

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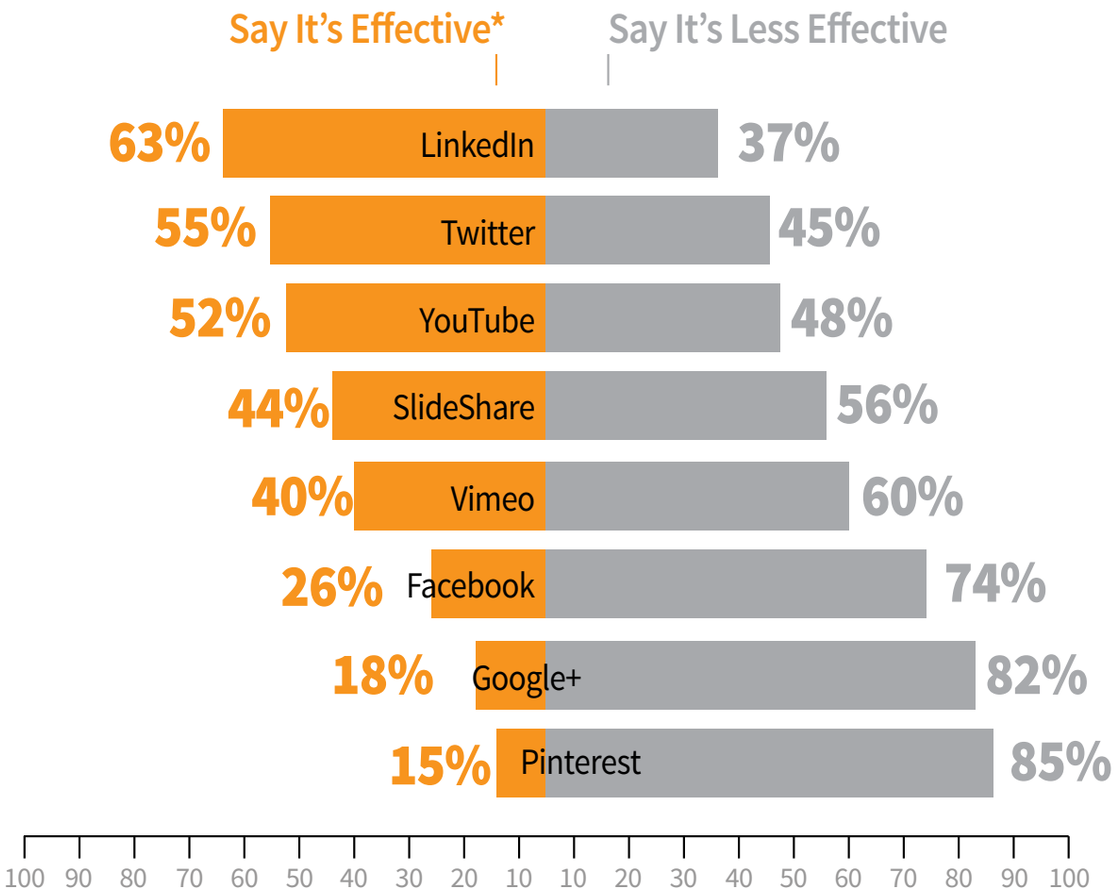
Although adoption rates for social media are high, technology marketers are unsure of its effectiveness.

Effectiveness Ratings of Social Media Platforms Among Technology Marketers Who Use Them



**Percentage of respondents who rated these tactics as a 4 or 5 in terms of effectiveness (on a scale of 1 to 5, with 5 being "Very Effective")*

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- The most effective technology marketers have more confidence in all of these platforms, and they especially rate Twitter higher (70% vs. 55%).

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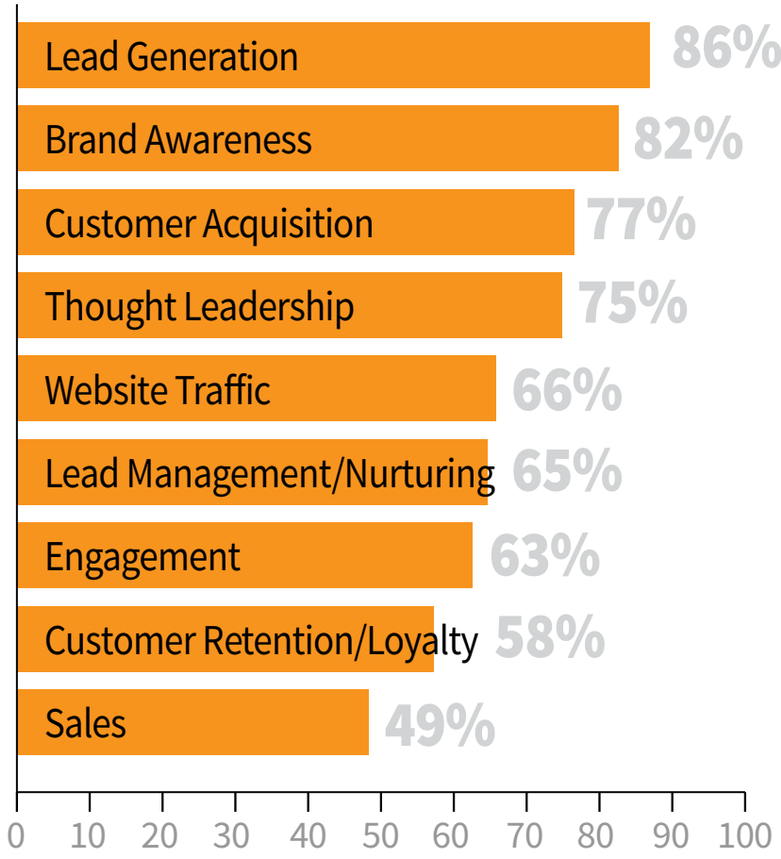
Technology marketers say lead generation is their top goal for content marketing.

Organizational Goals for Content Marketing (Technology Marketers)



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- Whereas most other B2B marketers (across all industry segments) cite brand awareness as their top goal for content marketing, technology marketers cite lead generation.

- The most effective technology marketers place higher emphasis on thought leadership when compared with the overall sample (81% vs. 75%).

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Technology marketers cite Website traffic as their top metric for content marketing success.

Metrics for Content Marketing Success (Technology Marketers)

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- Like most other B2B marketers (across all industry segments), technology marketers say Website traffic is their top goal.

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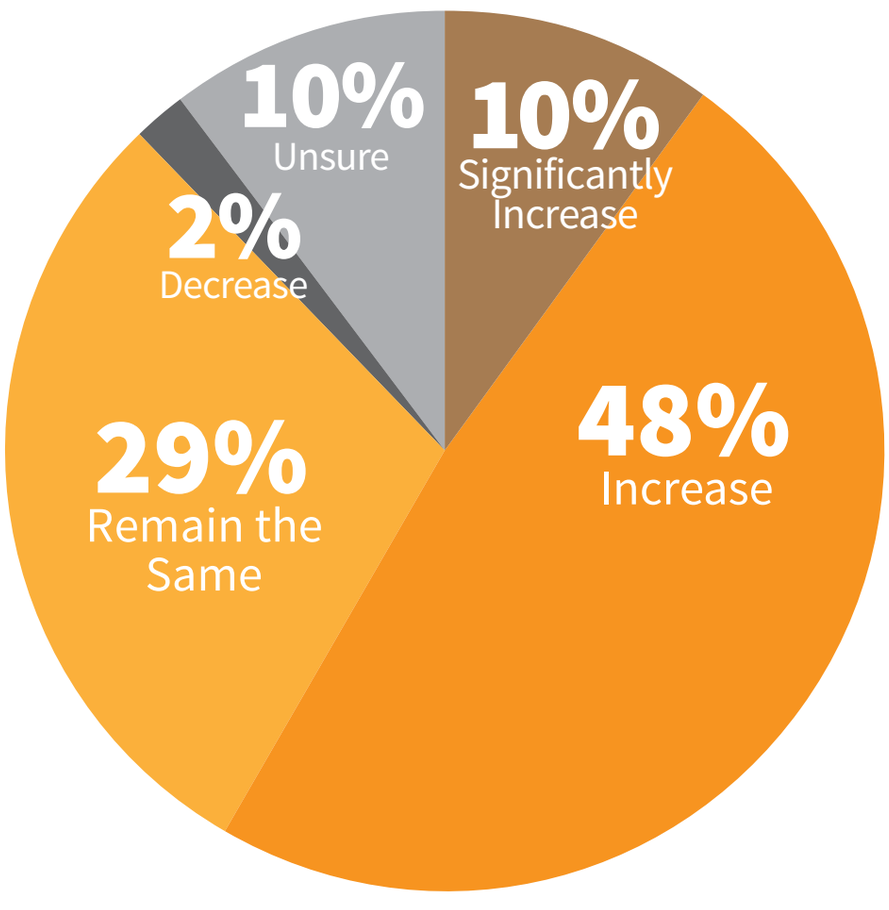
58% of technology marketers plan to increase their content marketing budget over the next 12 months.

Content Marketing Spending Among Technology Marketers (Over Next 12 Months)



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- The most effective technology marketers are more likely than their peers to say they will increase spend over the next 12 months (63% vs. 58%).

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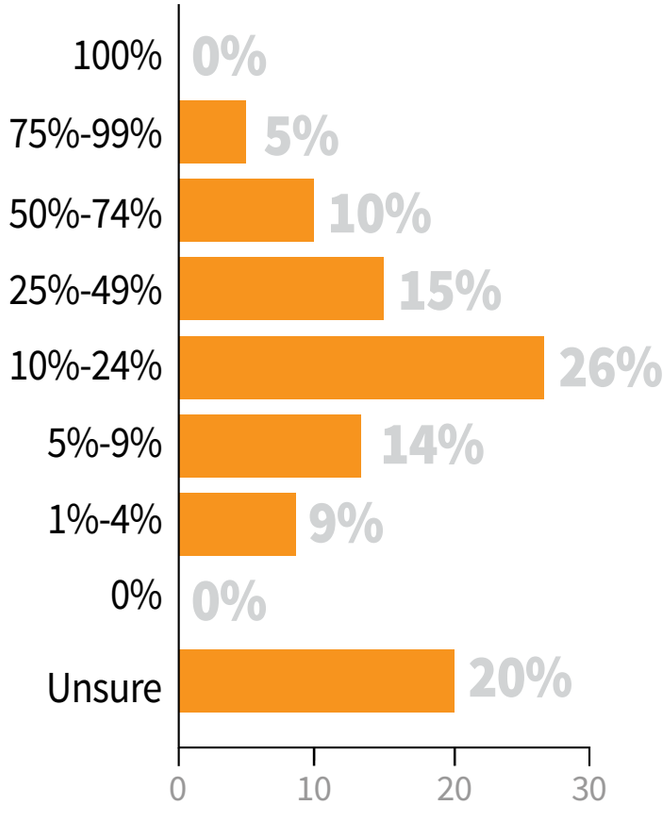
On average, technology marketers allocate 28% of their total budget to content marketing.

Percentage of Marketing Budget Spent on Content Marketing (Technology Marketers)



Average Spent: 28%

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- The most effective technology marketers allocate more budget to content marketing when compared with the overall sample (35% vs. 28%).

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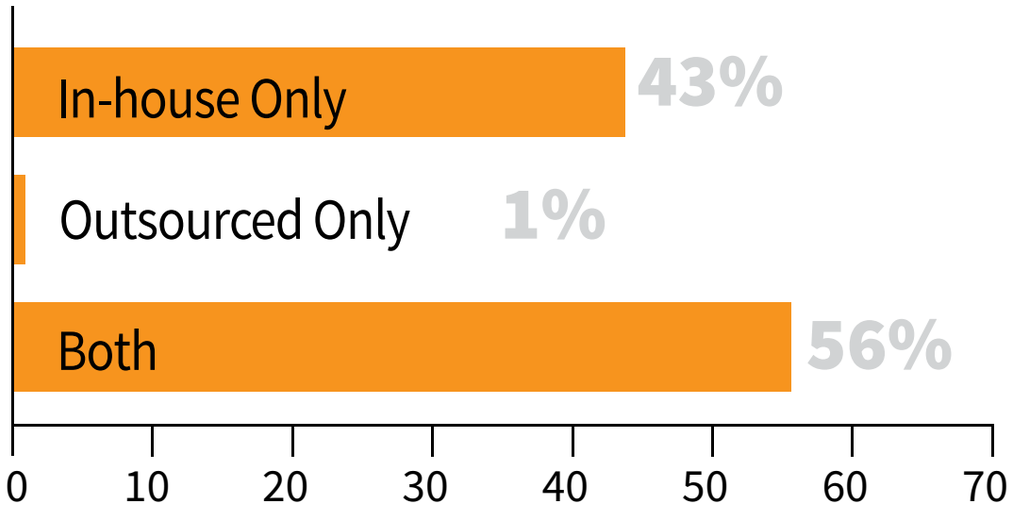
57% of technology marketers outsource content creation.

Insourcing vs. Outsourcing of Content Creation (Technology Marketers)



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- Technology marketers who have a documented content strategy are more likely to outsource content creation when compared with the overall sample (63% vs. 57%).

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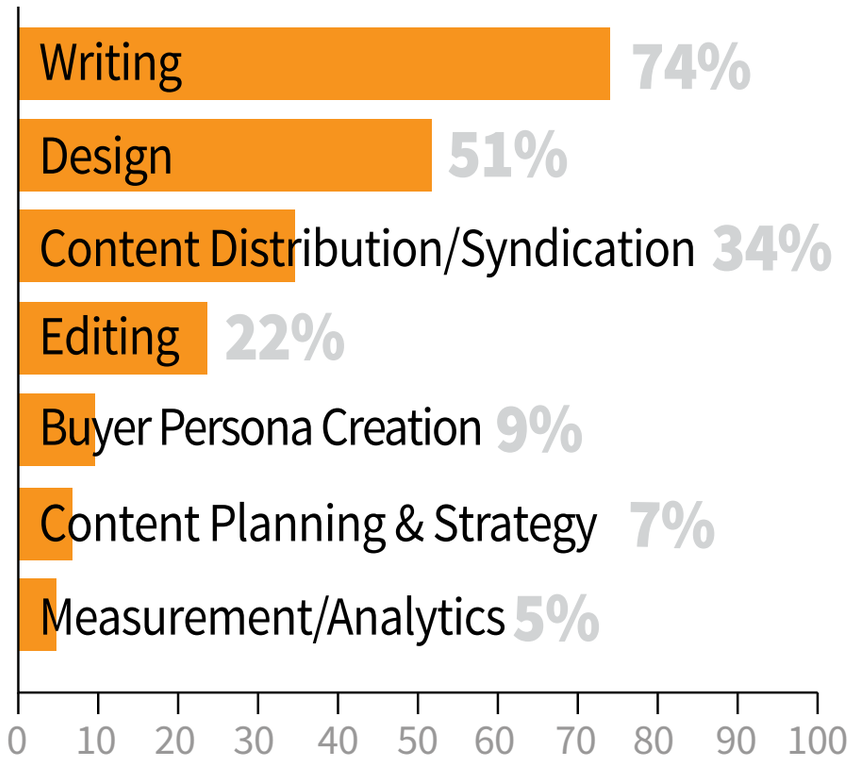
Writing and design are the functions that technology marketers are most likely to outsource.

Functions that Technology Marketers Outsource



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- As is the case with other B2B marketers across all industry segments, writing and design are the top two functions that technology marketers outsource.

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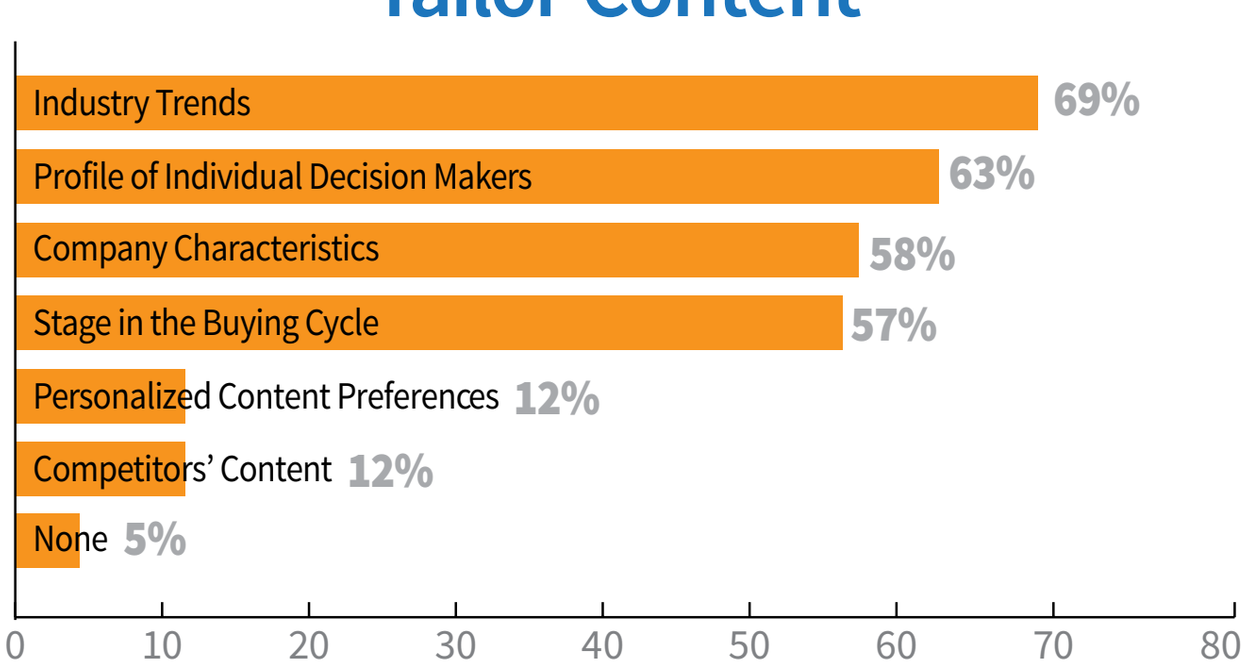
Technology marketers tailor content most often by industry trends.

How Technology Marketers Tailor Content



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- The most effective technology marketers tailor content more frequently in each of these areas when compared with their peers.

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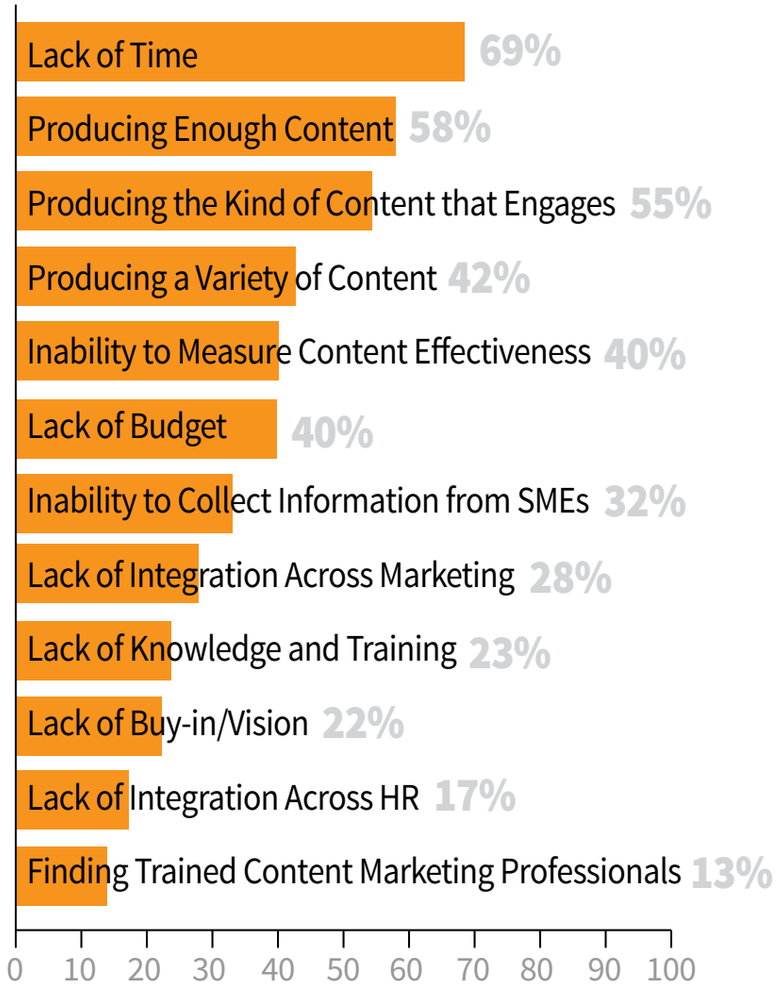
Time and content production issues top the list of challenges that technology marketers face.

Challenges that Technology Marketers Face



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- 72% of the most effective technology marketers are challenged with a lack of time; however, they are less challenged in all other areas shown here, especially with producing engaging content (46% vs. 55%) and producing a variety of content (31% vs. 42%).

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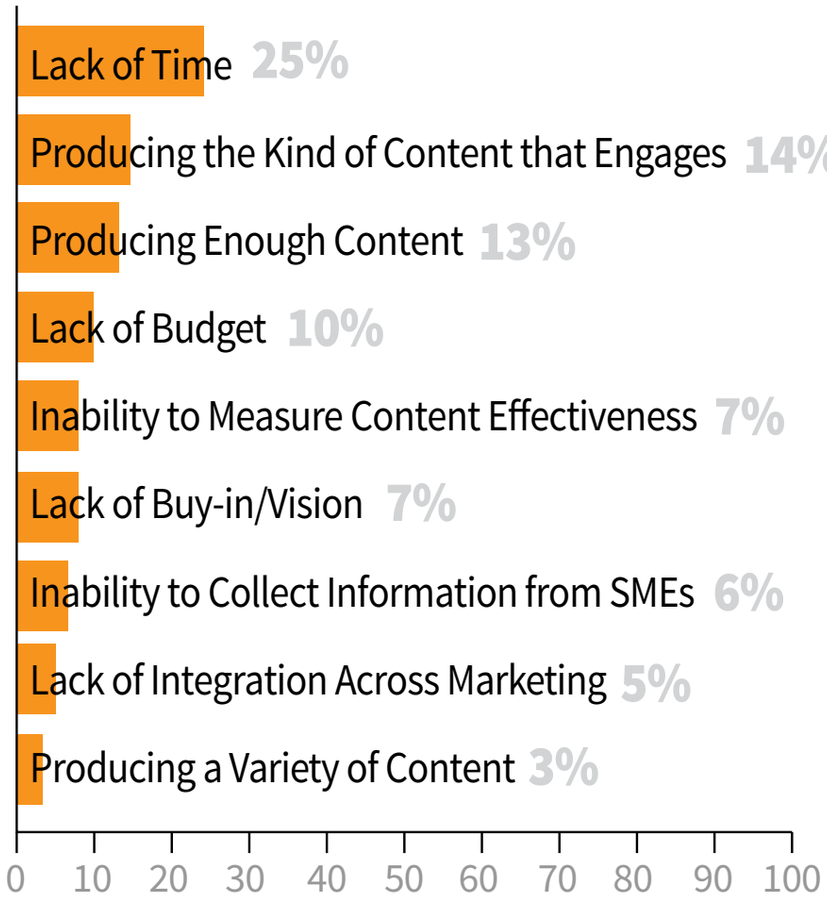
Biggest Content Marketing Challenge for Technology Marketers



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- The most effective technology marketers are more likely than their peers to say that lack of time is their biggest challenge (35% vs. 25%).

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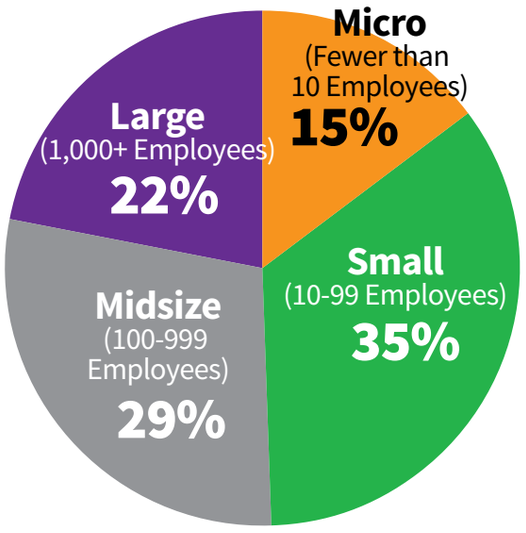
DEMOGRAPHICS

B2B Technology Content Marketing: 2014 Benchmarks, Budgets, and Trends–North America was produced by Content Marketing Institute and sponsored by International Data Group (IDG). It is based on the responses of a subset of 270 business-to-business (B2B) technology marketers located in North America who replied to the fourth annual Content Marketing Survey.

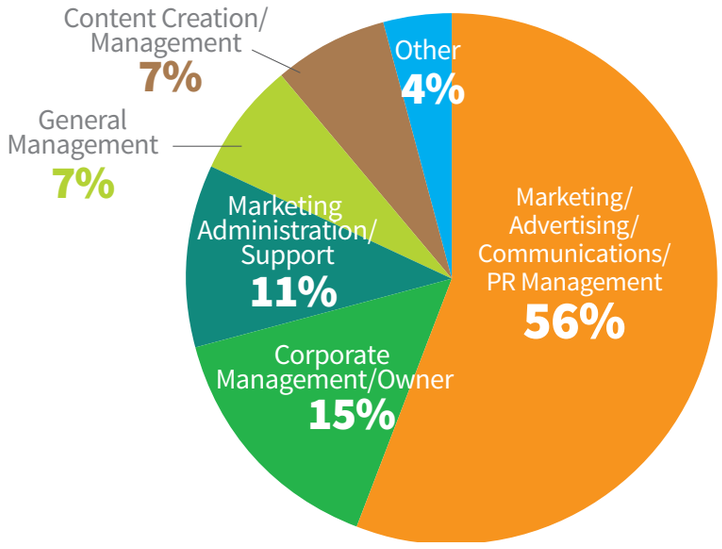
Sections of this report compare the technology respondents with the overall sample of 1,217 B2B marketers in North America, whose responses were previously reported on in the CMI/MarketingProfs study, *B2B Content Marketing: 2014 Benchmarks, Budgets, and Trends—North America.*

The fourth annual Content Marketing Survey was mailed electronically to a sample of marketers using lists from CMI, MarketingProfs, Brightcove, Blackbaud, King Content, The Association for Data-driven Marketing & Advertising (ADMA), the Direct Marketing Association UK (DMA), *Industry Week*, and *New Equipment Digest*. A total of 4,397 recipients from around the globe—representing a full range of industries, functional areas, and company sizes—responded throughout July and August 2013.

Size of B2B Technology Company (by Employees)



B2B Technology Job Title/Function



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Content Marketing Institute (CMI) is the leading global content marketing education and training organization.

CMI teaches enterprise brands how to attract and retain customers through compelling, multi-channel storytelling. CMI's Content Marketing World, the largest content marketing-focused event, is held every September, and Content Marketing World Sydney, every March. CMI also produces the quarterly magazine *Chief Content Officer*, and provides strategic consulting and content marketing research for some of the best-known brands in the world. CMI is a 2012 and 2013 Inc. 500 company.

To learn more, attend a full-day **Technology/Software Industry Lab** at **Content Marketing World** on September 11, 2014.

View all original CMI research at www.contentmarketinginstitute.com/research. Learn how to create a documented content marketing strategy, a key component for improving overall content marketing effectiveness.

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