

CONTENT MARKETING IN AUSTRALIA 2016:



BENCHMARKS, BUDGETS, AND TRENDS



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WELCOME

Hello, Content Marketers,

Welcome to the fourth annual *Content Marketing in Australia 2016: Benchmarks, Budgets, and Trends* report.

Compared with last year, for-profit Australian marketers reported higher levels of effectiveness this year with the content marketing tactics, social media platforms, and paid methods of content distribution/promotion they use. Even so, many are particularly challenged with producing engaging content; accordingly, a high percentage cite it as their top priority for internal content creators over the next year.

The annual content marketing survey, from which this report is based, also revealed new insights into areas such as content marketing maturity, organizational clarity around content marketing success, frequency of meetings, and more. And, as we found last year, having a documented content marketing strategy has a positive influence on effectiveness.

To obtain additional resources for improving your own content marketing program, see the last page of this report. Contact us ... we're happy to help.

Yours in content,

Joe & Jodie



Joe Pulizzi

Founder

Content Marketing Institute



Jodie Sangster

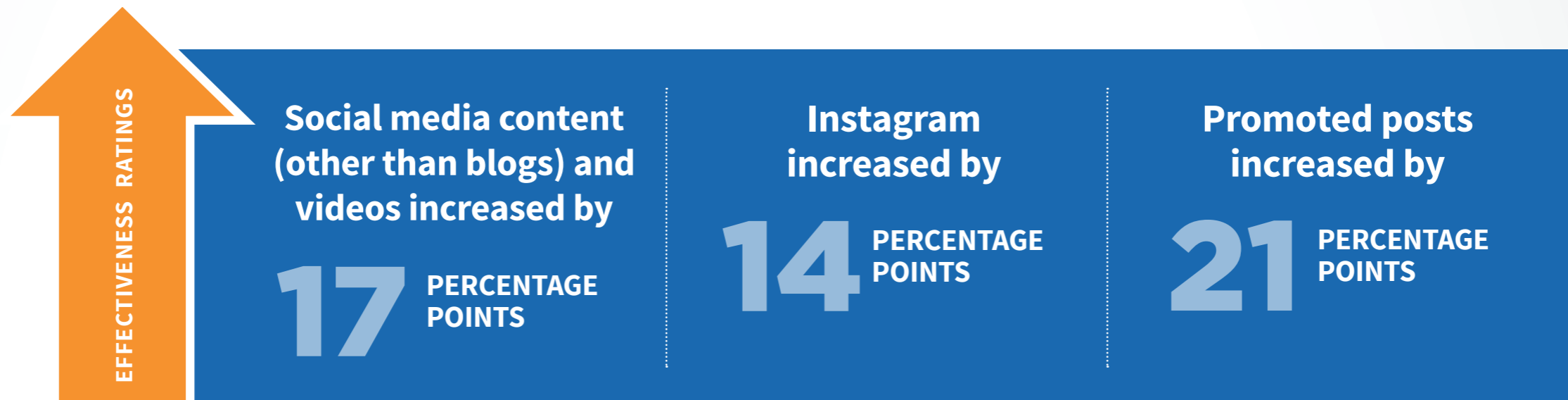
Chief Executive Officer

The Association for Data-driven
Marketing and Advertising

KEY TAKEAWAYS

55% of Australian marketers say their organizations are clear on what an effective or successful content marketing program looks like; however, only 28% of the overall sample say their organizations are effective.

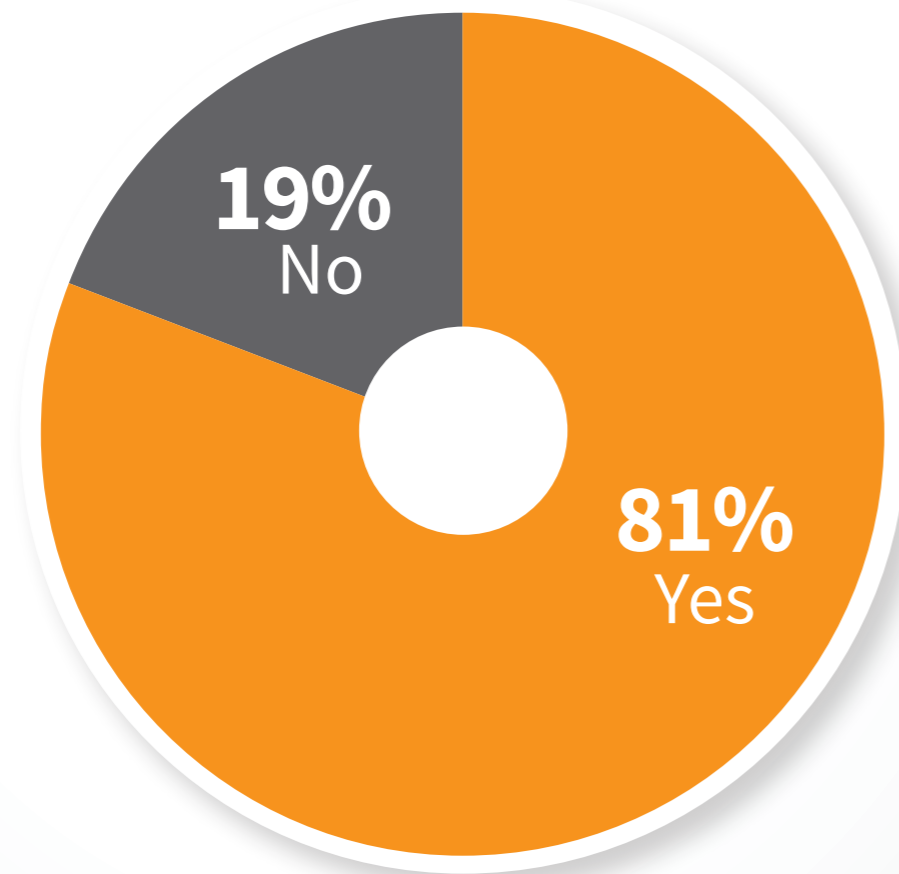
- Australian marketers have made impressive progress over the last year with documenting their content marketing strategy (46% have a documented content marketing strategy vs. 37% last year). Over the years, our research has consistently shown that marketers who have a documented content marketing strategy are more effective than those who have a verbal-only strategy or no strategy at all.
- Australian marketers reported higher levels of effectiveness for nearly all of the content marketing tactics, social media platforms, and paid methods of content promotion/distribution they use. In particular, effectiveness ratings have increased notably over the last year for:



Key takeaways continued:

- 64% of Australian marketers say their content marketing meetings are valuable. Even 59% of the least effective marketers say these meetings are valuable.
- 69% of Australian marketers are challenged with producing engaging content, which makes it their top challenge by far. Fewer than 55% of marketers cited the next top challenges of producing content consistently, measuring the ROI of their content marketing program, measuring content effectiveness, and producing a variety of content.
- Many Australian marketers have aligned their top priority for content creators with their biggest content marketing challenge: 84% say their top priority over the next year will be creating more engaging content.

Percentage of Australian Respondents Using Content Marketing



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Does your organization use content marketing?

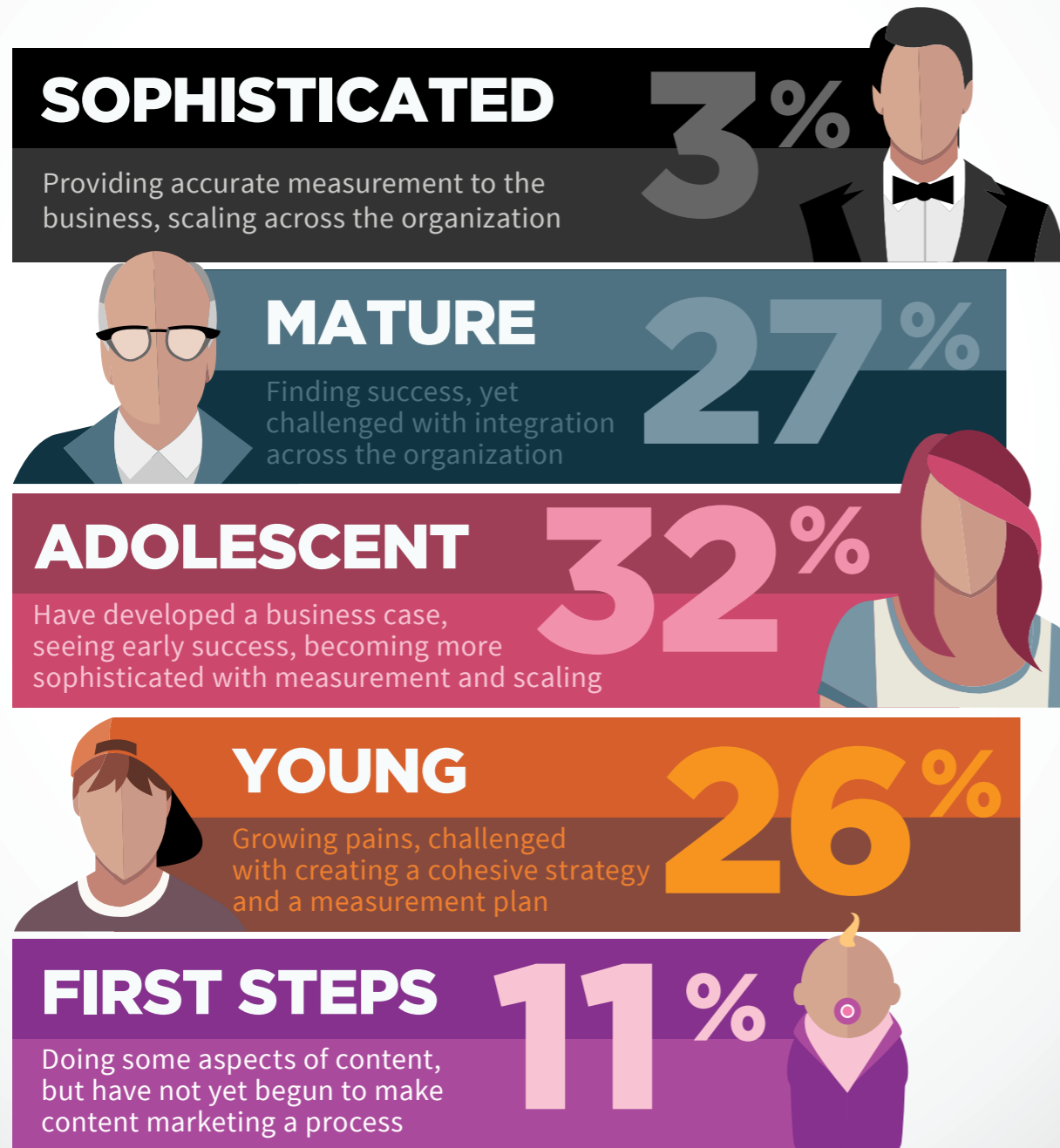
81% SAY YES

Last year, 89% of respondents said they use 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.”

USAGE & EFFECTIVENESS

How Australian Marketers Assess Their Content Marketing Maturity Level



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

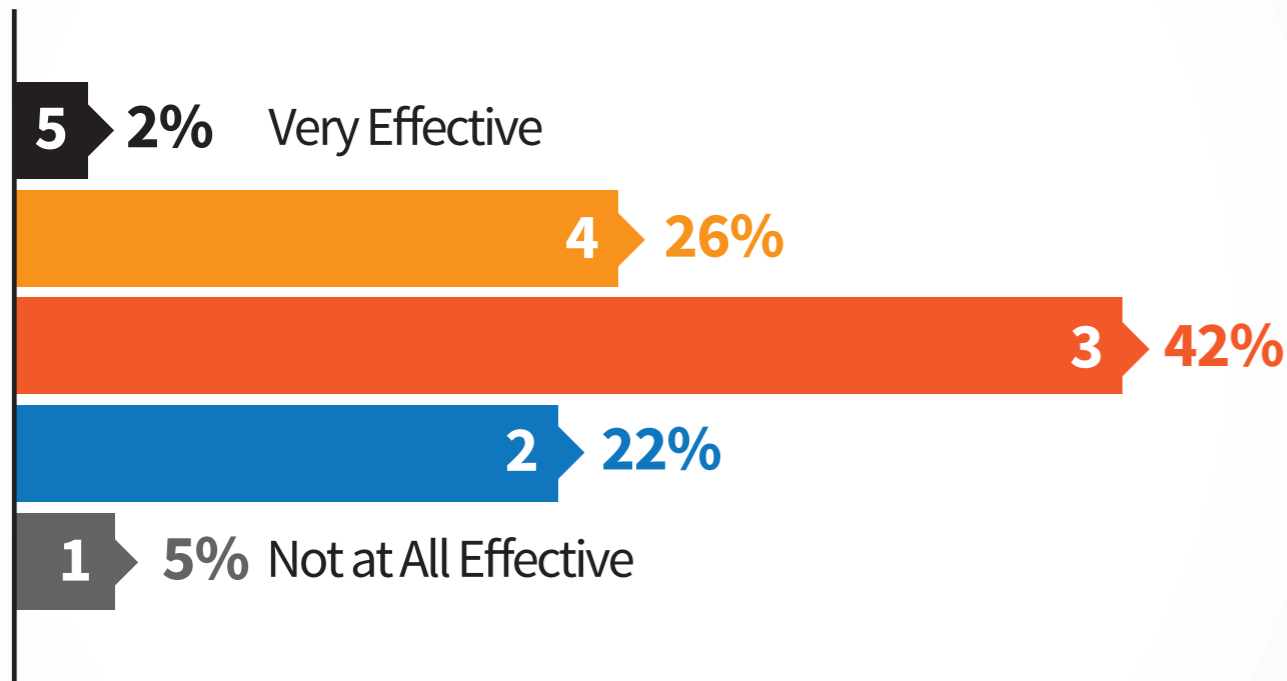
30% SAY SOPHISTICATED OR MATURE

This was a new question this year. In general, effectiveness levels are greater among marketers with higher levels of content marketing maturity.

Among those who reported being the most effective:

- 64% were in the sophisticated/mature phase
- 27% were in the adolescent phase
- 9% were in the young/first steps phase

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



Note: For this survey, we define effectiveness as “accomplishing your overall objectives.” We refer to those who rate their organizations as a 4 or 5 (on a scale of 1 to 5, with 5 being “Very Effective” and 1 being “Not at All Effective”) as the “most effective” or “best-in-class” marketers. The 1s and 2s are considered the “least effective,” while the 3s are neutral.

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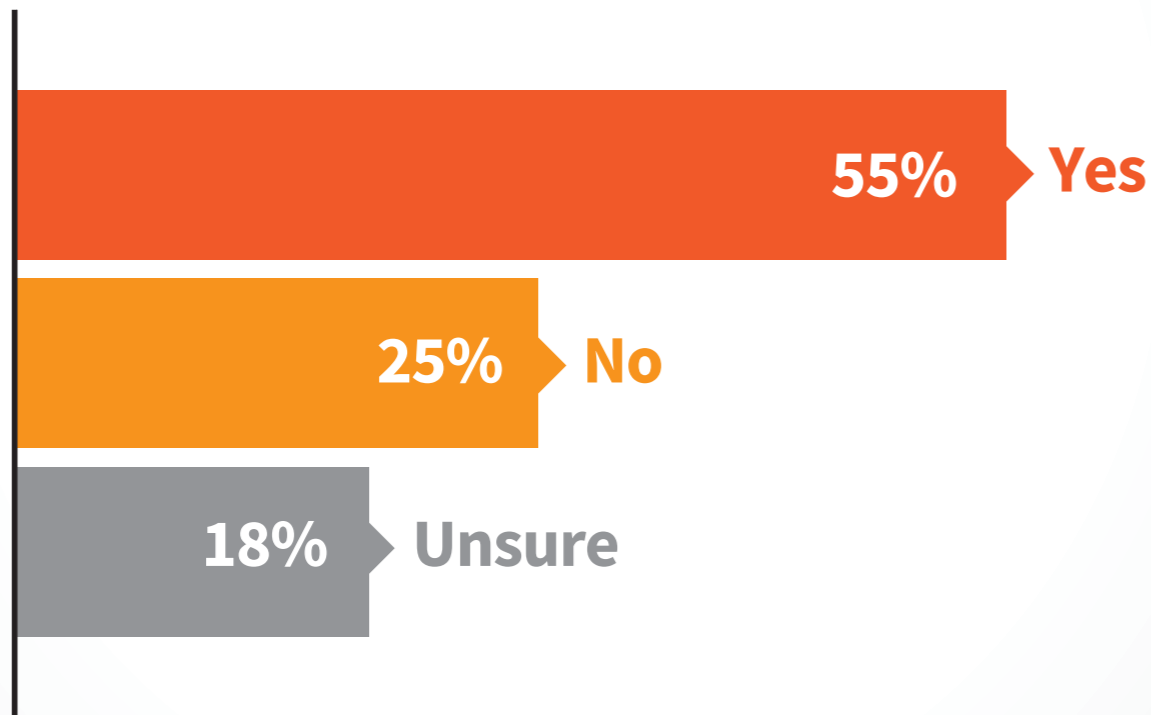
Overall, how effective is your organization at content marketing?

28% SAY THEY ARE EFFECTIVE

Last year, 29% of Australian marketers said their organizations were effective at content marketing. Having a documented content marketing strategy helps in this regard: 45% of marketers who have one say their organizations are effective.

In addition, effectiveness increases with experience: Among the organizations that are most effective at content marketing, 64% are in the sophisticated/mature phase.

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



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

55% SAY YES

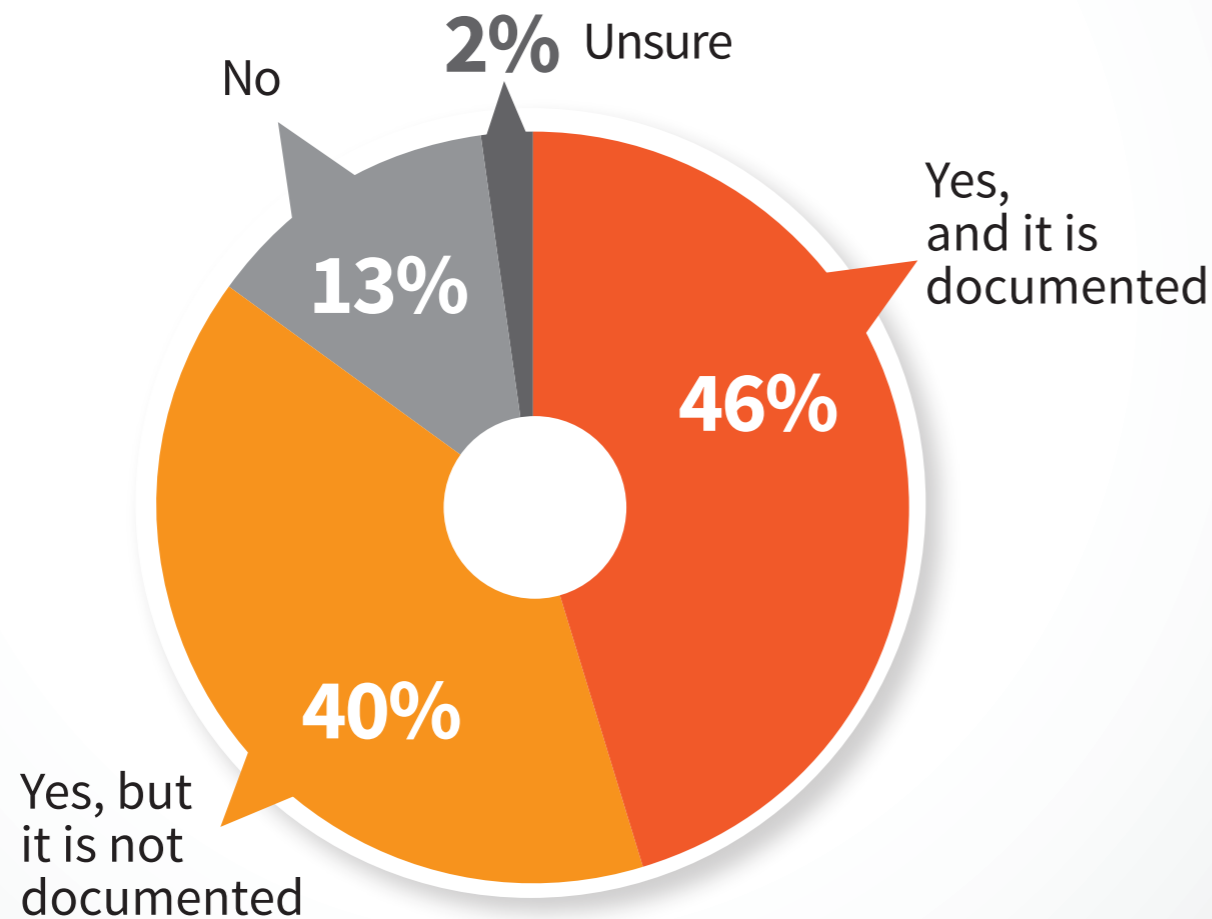
This was a new question this year.

Australian marketers whose organizations have a clear vision of content marketing success are more effective than those that do not.

Does your organization have a content marketing strategy?

46% HAVE A DOCUMENTED CONTENT MARKETING STRATEGY

Percentage of Australian Marketers Who Have a Content Marketing Strategy



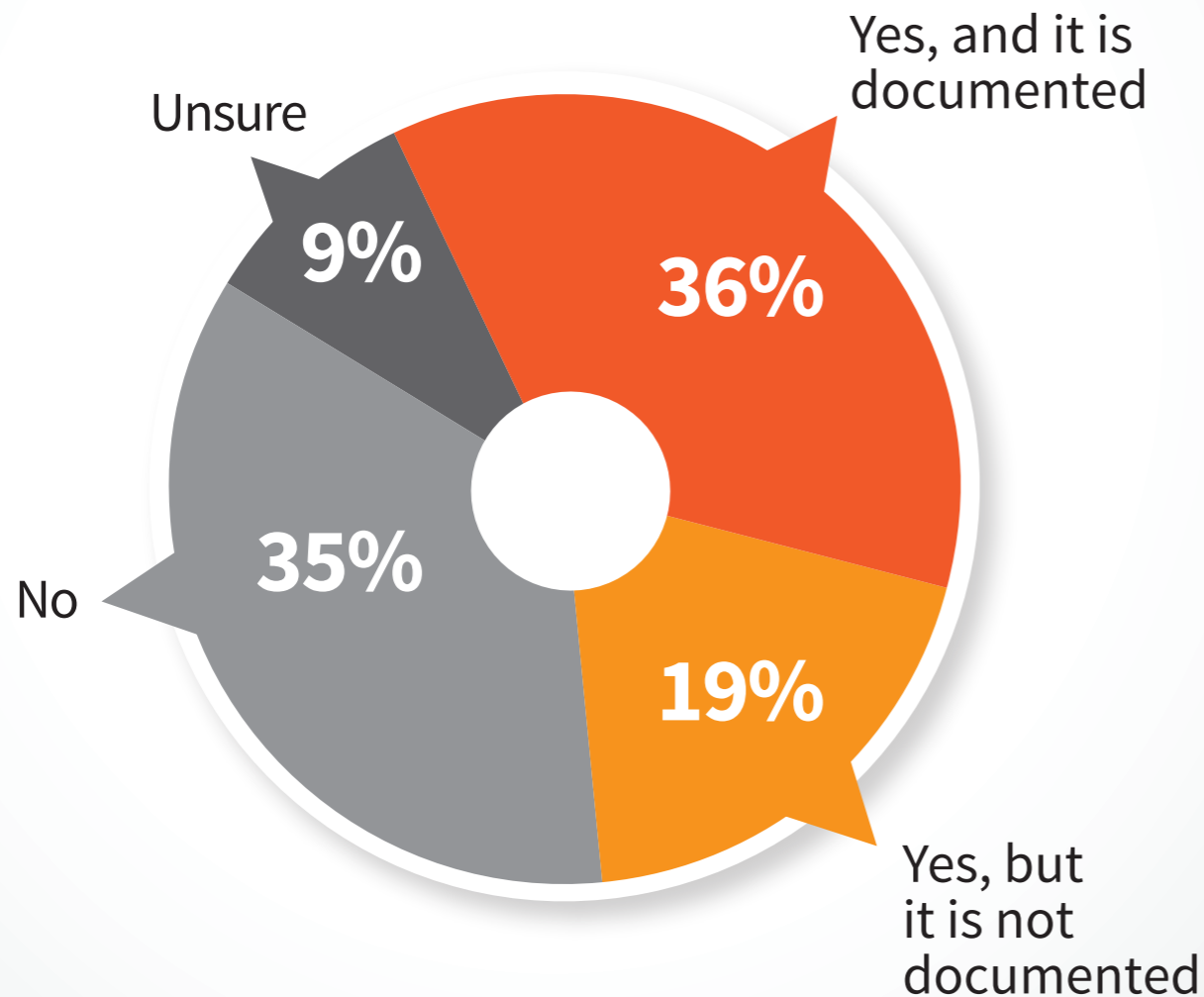
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Last year, 37% of Australian marketers said they had a documented content marketing strategy, 46% had a verbal-only strategy, and 12% had no strategy.

A documented content marketing strategy influences overall effectiveness: 73% of the most effective content marketers have a documented strategy. By comparison, only 31% of the least effective have a documented strategy.

Australian marketers who have a documented content marketing strategy get better results with many of the tactics, social media platforms, and paid advertising methods they use (i.e., they rate them as more effective).

Percentage of Australian Marketers Who Have an Editorial Mission Statement



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Does your organization have an editorial mission statement for the primary audience you target?

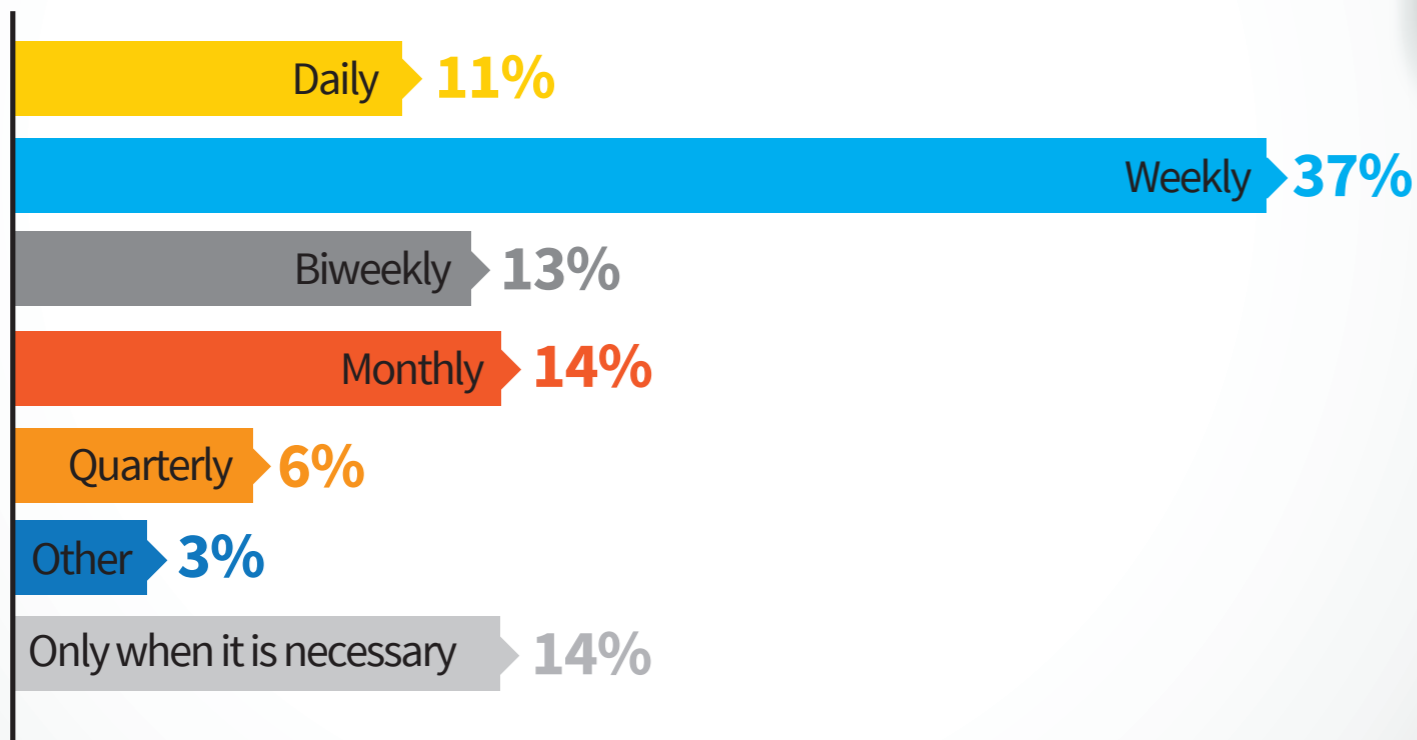
36% HAVE A DOCUMENTED EDITORIAL MISSION STATEMENT

This was a new question this year.

61% of the most effective Australian marketers have a documented editorial mission statement. In contrast, 76% of the least effective do not have a documented editorial mission statement or are unsure.

63% of those who have a documented content marketing strategy also have a documented editorial mission statement.

How Often Australian Marketers Meet to Discuss Their Content Marketing Program



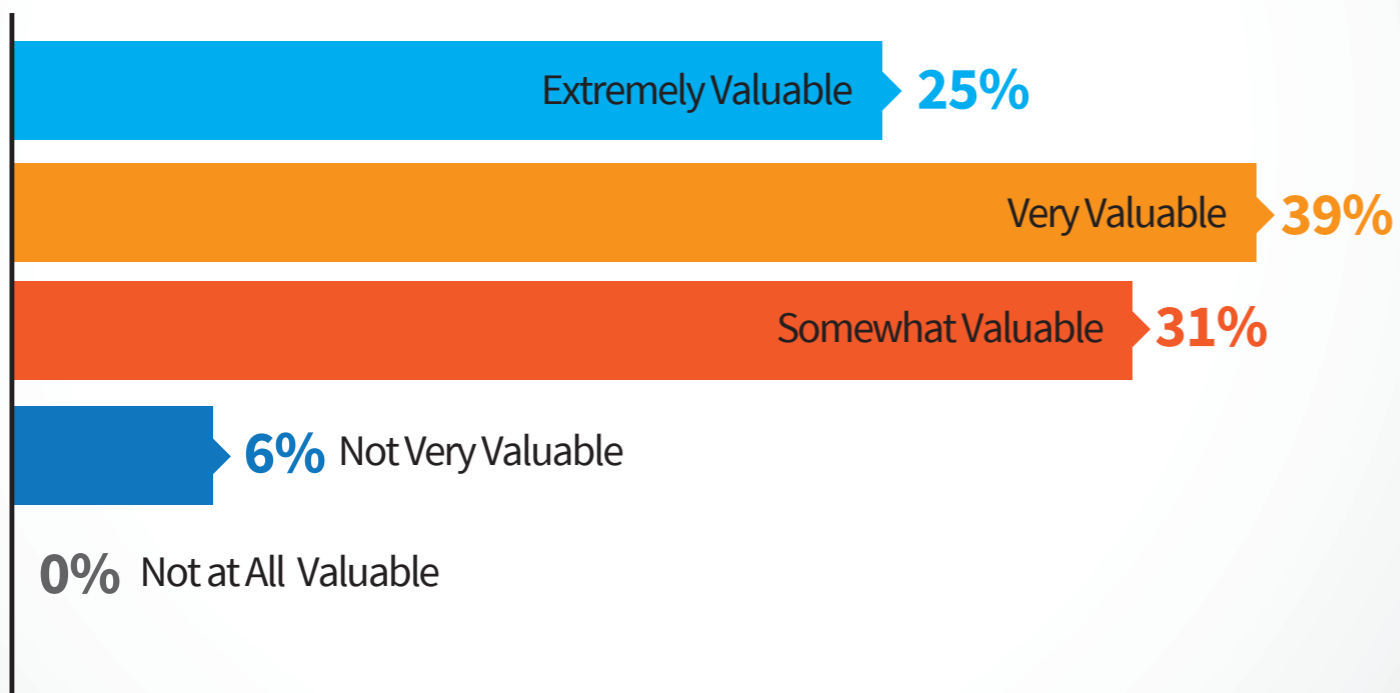
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How often does your team meet (either in person or virtually) to discuss the progress/results of your content marketing program?

48% SAY DAILY OR WEEKLY

The most effective Australian marketers meet even more frequently than the overall sample (57% of the most effective meet daily or weekly). In contrast, only 31% of the least effective meet daily or weekly.

How Australian Marketers Perceive the Value of Internal Content Marketing Meetings



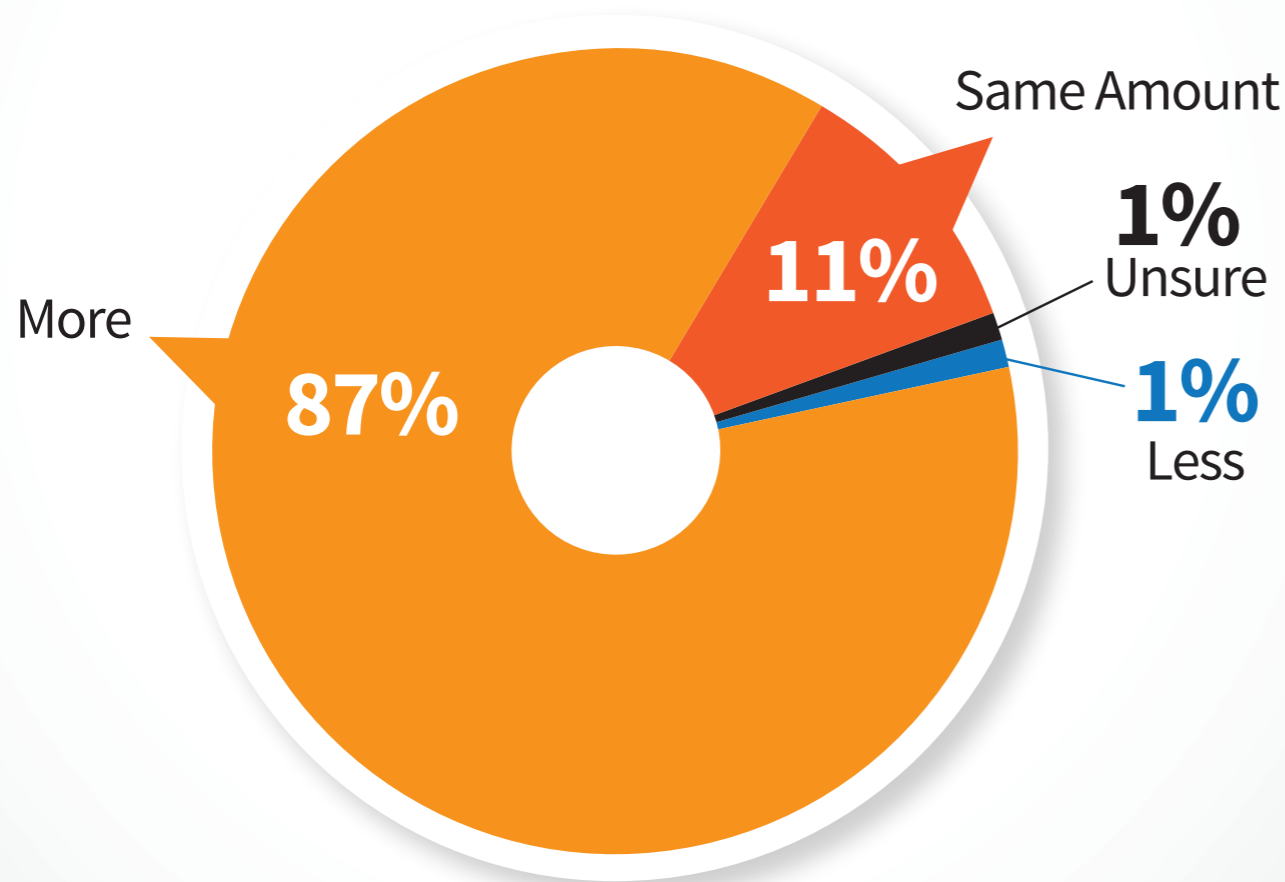
Content Marketing in Australia 2016: Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

How valuable are team meetings in helping your organization to be more effective at content marketing?

64% SAY MEETINGS ARE VALUABLE

Many Australian marketers report that they are extracting value from their content marketing meetings. Even 59% of the least effective say their meetings are valuable (vs. 57% of the most effective).

Expected Change in Australian Content Creation (2015 vs. 2016)



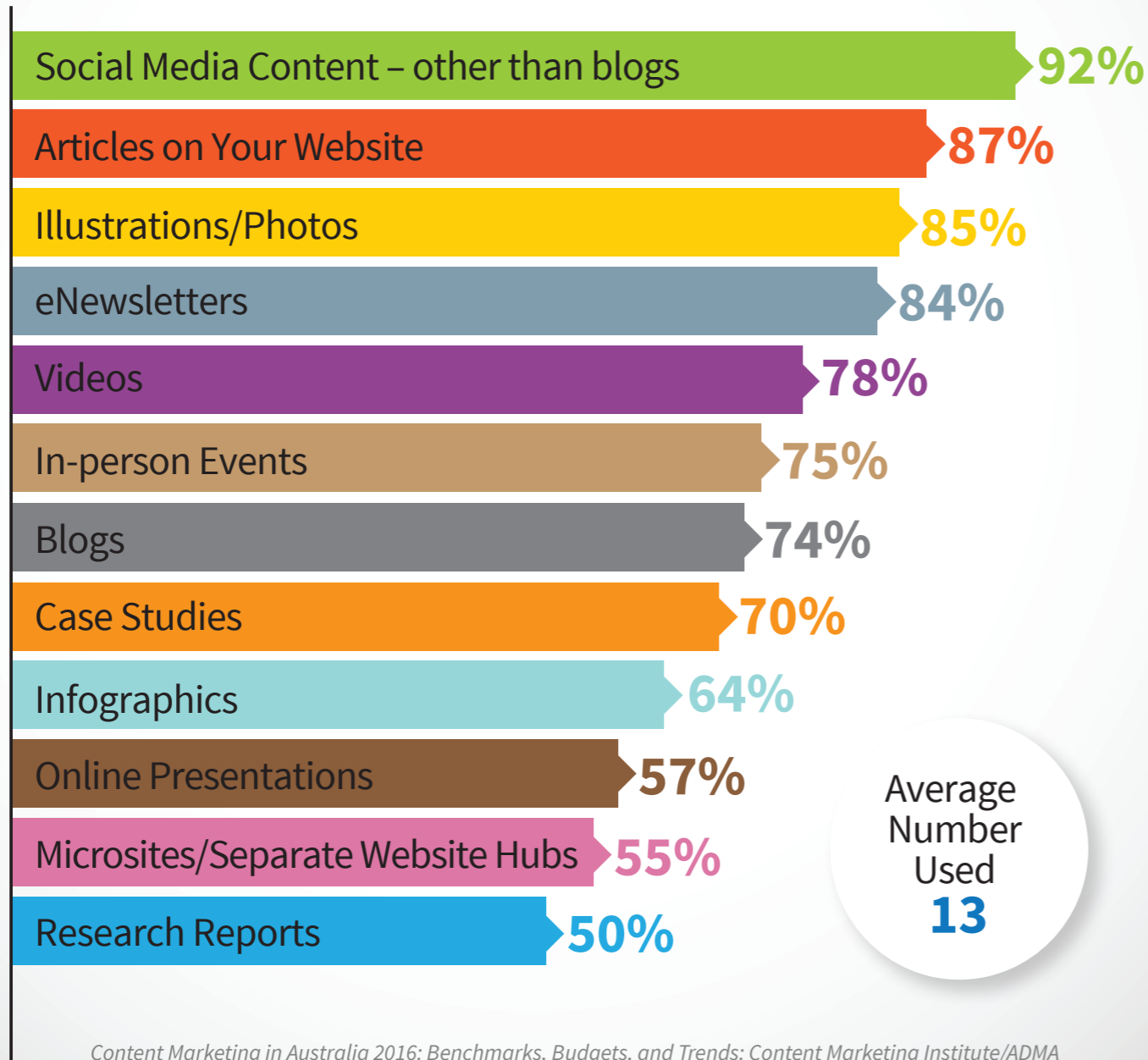
Content Marketing in Australia 2016: Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

Compared with 2015, how much content will your organization produce in 2016?

87% SAY THEY WILL PRODUCE MORE

Nearly all Australian marketers plan to produce more content in 2016 vs. 2015, regardless of company size, effectiveness, maturity level, or presence of a content marketing strategy.

Australian Content Marketing Tactic Usage



Which content marketing tactics does your organization use?

92% USE SOCIAL MEDIA CONTENT

Like last year, Australian marketers use an average of 13 content marketing tactics. Social media content (other than blogs) is once again the tactic they use most (86% last year vs. 92% this year).

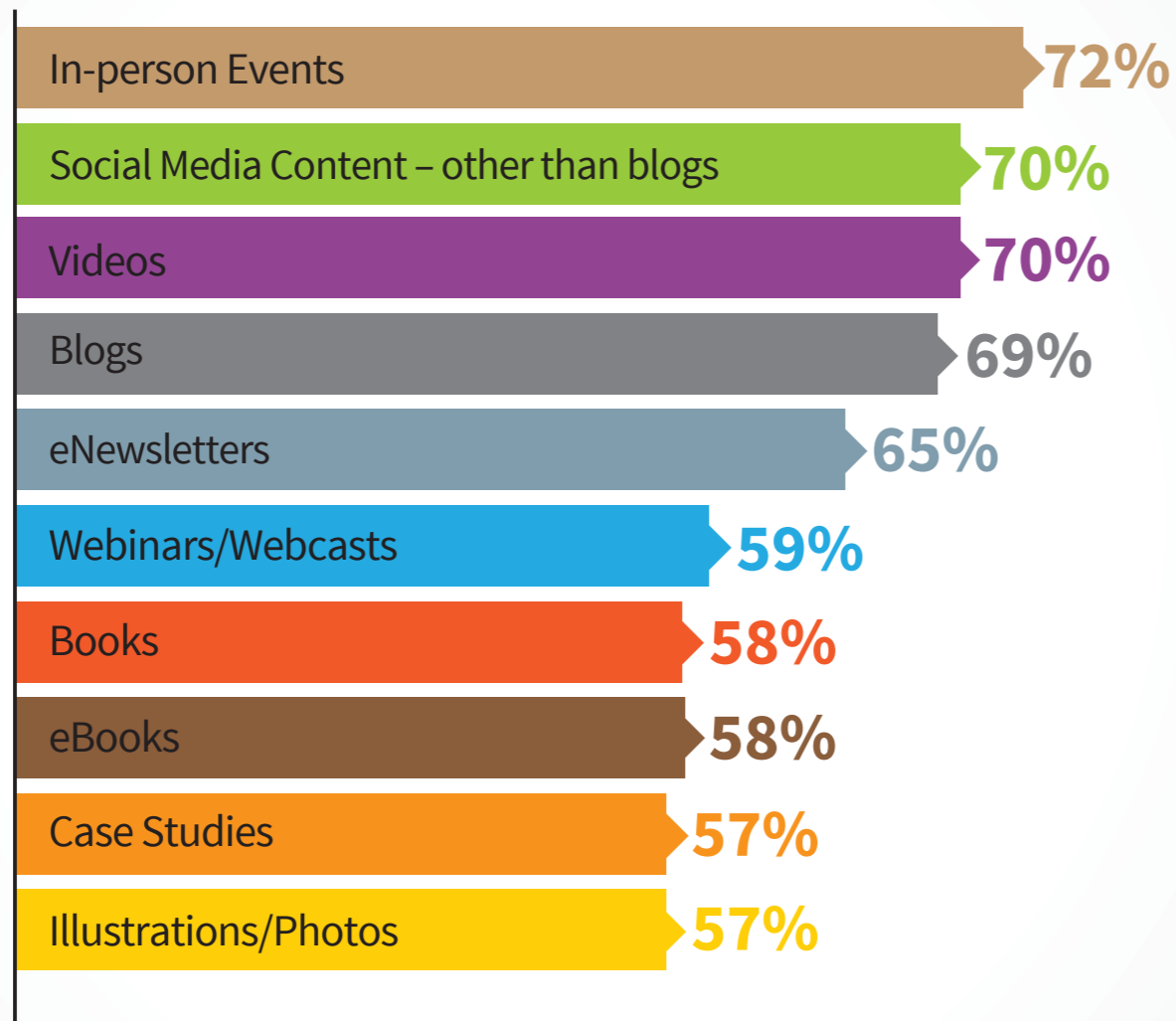
Use of all the tactics shown on the accompanying chart has increased over the last year, except for case studies, which decreased by 2 percentage points.

The greatest increases were for:

- Illustrations/photos (66% last year vs. 85% this year)
- Online presentations (47% last year vs. 57% this year)

Note: Fewer than 50% of Australian marketers said they use the following tactics: Branded Content Tools (47%), Print Magazines (42%), White Papers (42%), Webinars/Webcasts (37%), Digital Magazines (34%), eBooks (34%), Mobile Apps (33%), Books (32%), Podcasts (27%), Print Newsletters (25%), Virtual Conferences (18%), and Games/Gamification (8%).

Effectiveness Ratings for Australian Content Marketing Tactics



Note: Percentages comprise marketers who rated each content type as 4 or 5 on a 5-point scale where 5 = “Very Effective” and 1 = “Not at All Effective.”

Note: Additional content types with effectiveness ratings include: Articles on Your Website (56%), Online Presentations (55%), Microsites/Separate Website Hubs (54%), White Papers (52%), Infographics (51%), Research Reports (51%), Branded Content Tools (44%), Mobile Apps (44%), Print Magazines (42%), and Podcasts (41%).

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How effective are the tactics your organization uses?

72% SAY IN-PERSON EVENTS ARE EFFECTIVE

Of the content marketing tactics they use, the accompanying chart shows the 10 that Australian marketers say are most effective. As they did last year, Australian marketers say in-person events are the most effective tactic (65% last year vs. 72% this year).

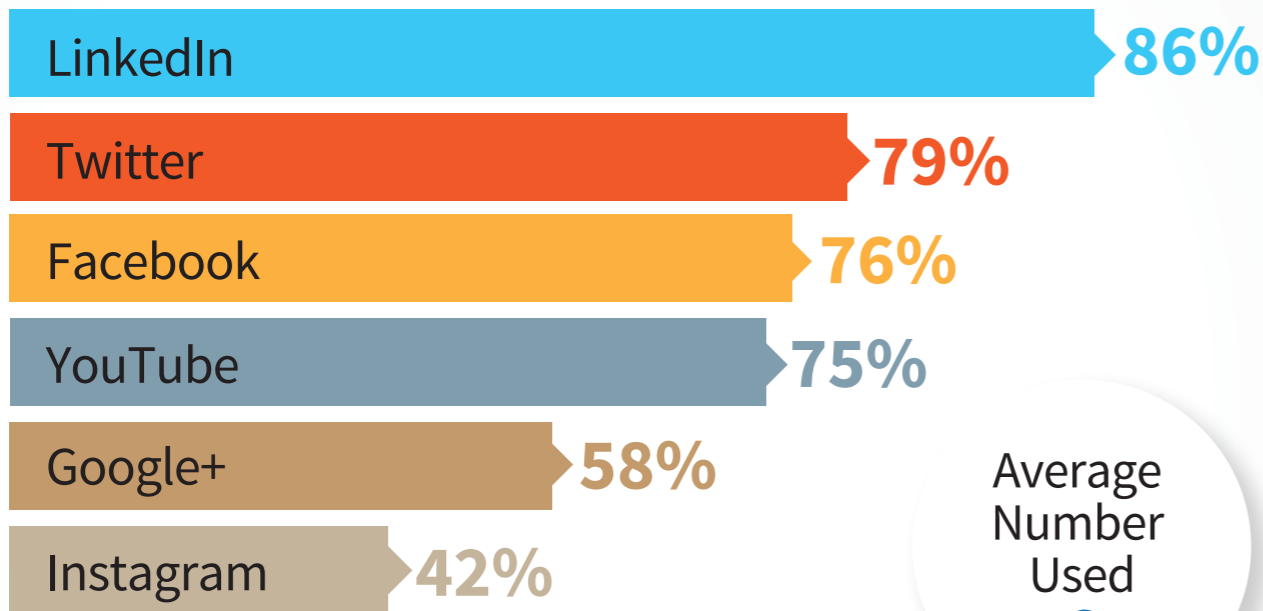
The effectiveness ratings for all of the other tactics shown on the chart also increased over last year, except for case studies, which stayed the same.

The greatest increases in effectiveness were for social media content and videos, both of which increased by 17 percentage points (they increased from 53% to 70%).

Four tactics that didn’t appear on the top 10 most effective chart last year are:

- Webinars/webcasts (49% last year vs. 59% this year)
- Books (42% last year vs. 58% this year)
- eBooks (43% last year vs. 58% this year)
- Illustrations/photos (47% last year vs. 57% this year)

Australian Content Marketing Social Media Platform Usage



Average Number Used
6

Which social media platforms does your organization use to distribute content?

86% USE LINKEDIN

Like last year, Australian marketers use an average of six social media platforms. LinkedIn is still the platform they use most (83% last year vs. 86% this year). The percentage of those who use Twitter stayed the same.

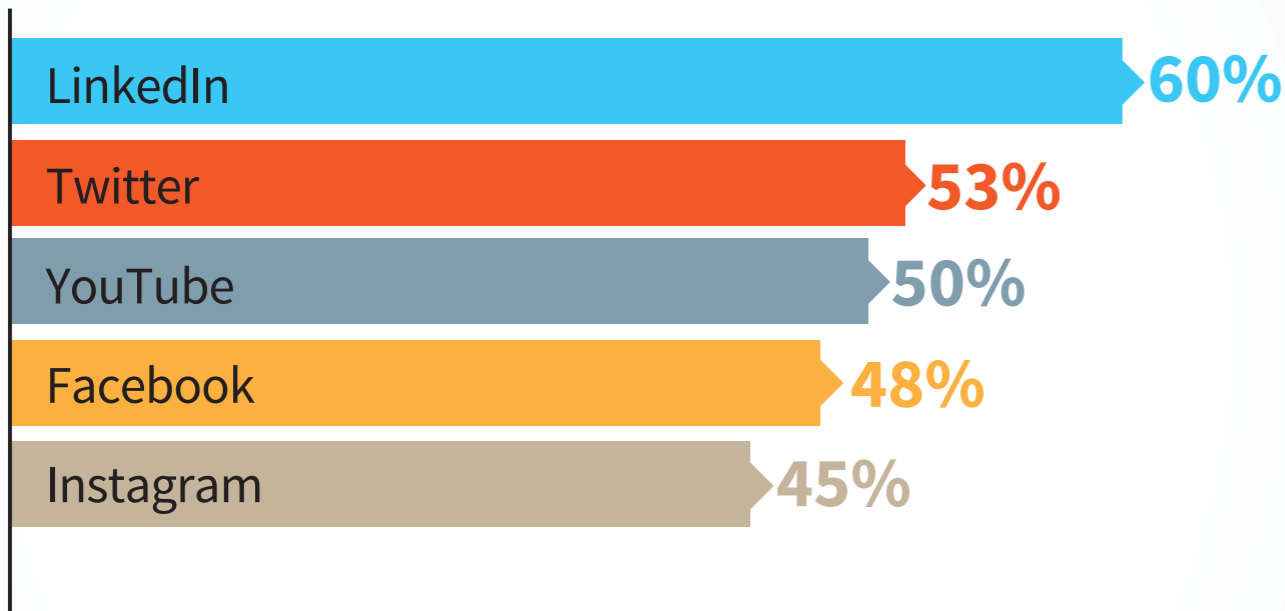
Use of Facebook and Google+ decreased (by 5 and 1 percentage points, respectively).

Use of YouTube and Instagram increased (by 5 and 9 percentage points, respectively).

Note: Fewer than 40% of Australian marketers said they use the following social media platforms: SlideShare (24%), Vimeo (24%), Pinterest (23%), iTunes (14%), Tumblr (8%), Vine (7%), Periscope (5%), Medium (4%), and SnapChat (4%).

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Effectiveness Ratings for Australian Content Marketing Social Media Platforms



Note: Percentages comprise marketers who rated each social media platform as 4 or 5 on a 5-point scale where 5 = “Very Effective” and 1 = “Not at All Effective.”

Note: Additional social media platforms with effectiveness ratings include: Pinterest (41%), SlideShare (39%), iTunes (35%), Tumblr (33%), Vimeo (25%), Google+ (19%), and Periscope (17%).

Content Marketing in Australia 2016: Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

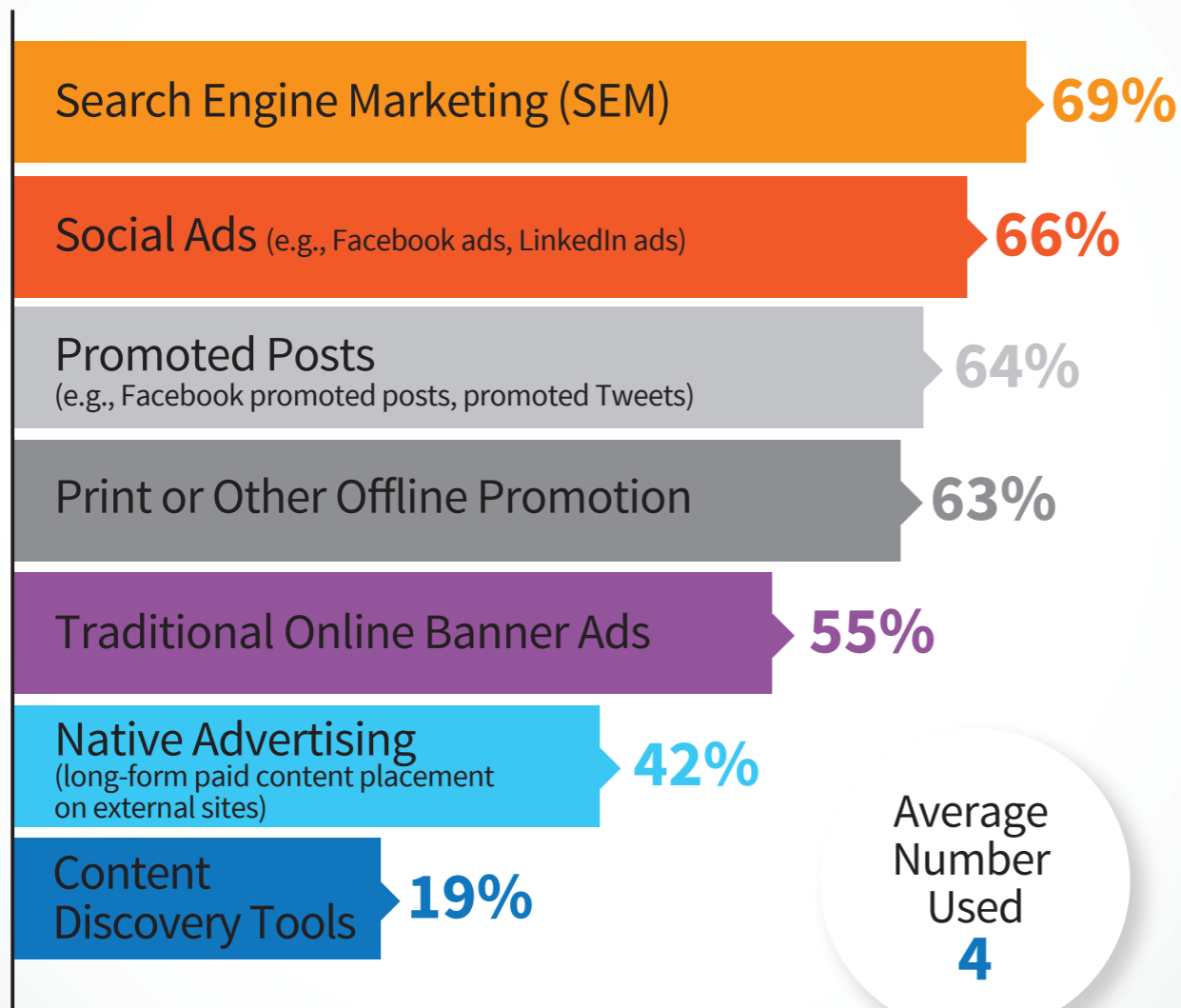
How effective are the social media platforms your organization uses?

60% SAY LINKEDIN IS EFFECTIVE

Of the social media platforms that Australian marketers use, the accompanying chart shows the five they say are most effective. Effectiveness ratings increased for all five, with the exception of Twitter, which stayed the same:

- LinkedIn increased from 57% last year to 60% this year
- YouTube increased from 48% last year to 50% this year
- Facebook increased from 46% last year to 48% this year
- Instagram increased from 31% last year to 45% this year

Australian Paid Advertising Usage



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Which paid advertising methods does your organization use to promote/distribute content?

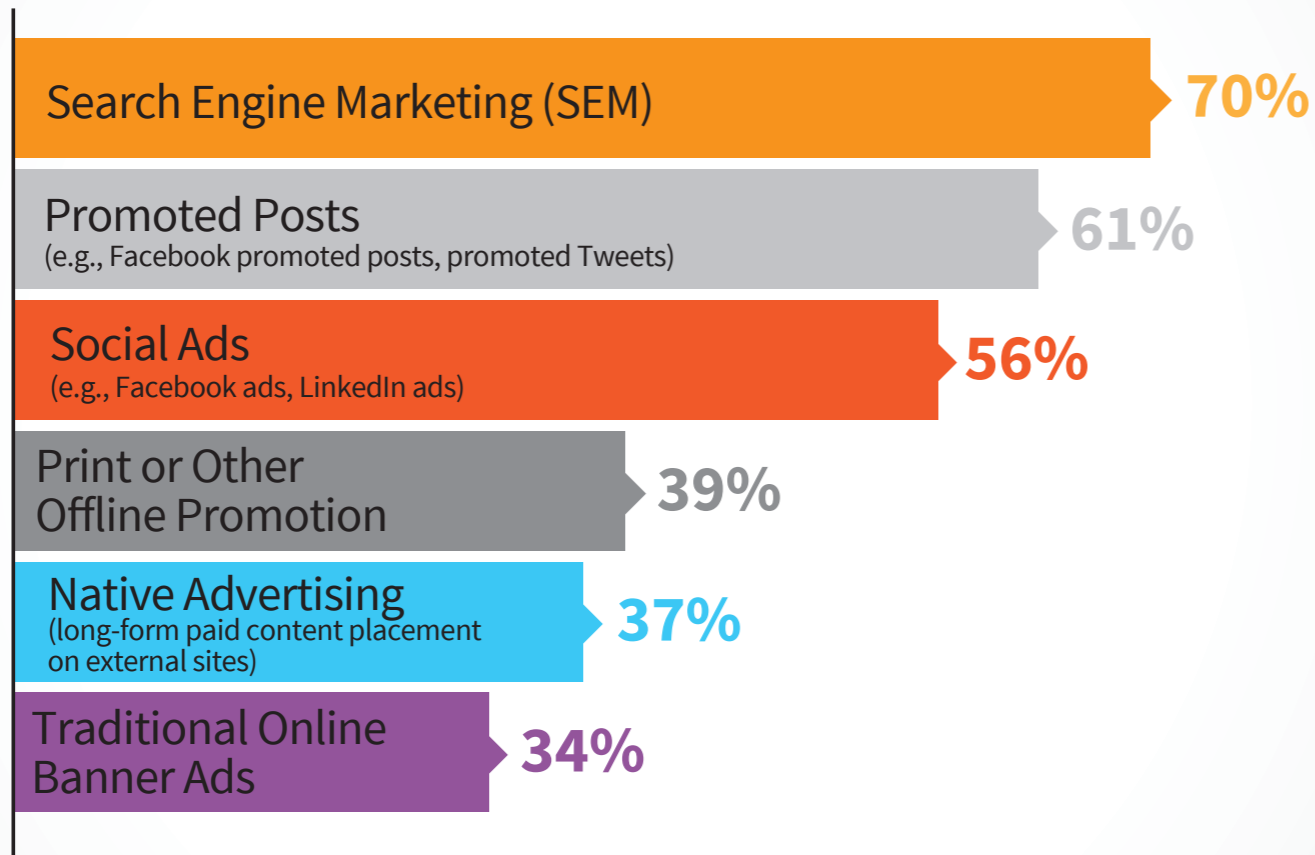
69% USE SEARCH ENGINE MARKETING

Like last year, Australian marketers used an average of four paid methods to promote/distribute content. Search engine marketing (SEM) remains the most often used method (68% last year vs. 69% this year).

The use of all methods shown here increased over last year, except for traditional online banner ads (down by 3 percentage points) and native advertising, which stayed the same (42%).

The method with the greatest increase in use was promoted posts (50% last year vs. 64% this year).

Effectiveness Ratings for Australian Paid Advertising Methods



Note: Percentages comprise marketers who rated each paid advertising method as 4 or 5 on a 5-point scale where 5 = “Very Effective” and 1 = “Not at All Effective.”

Note: Content Discovery Tools does not appear on the paid methods effectiveness chart due to the low incidence of use.

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How effective are the paid advertising methods your organization uses to distribute content?

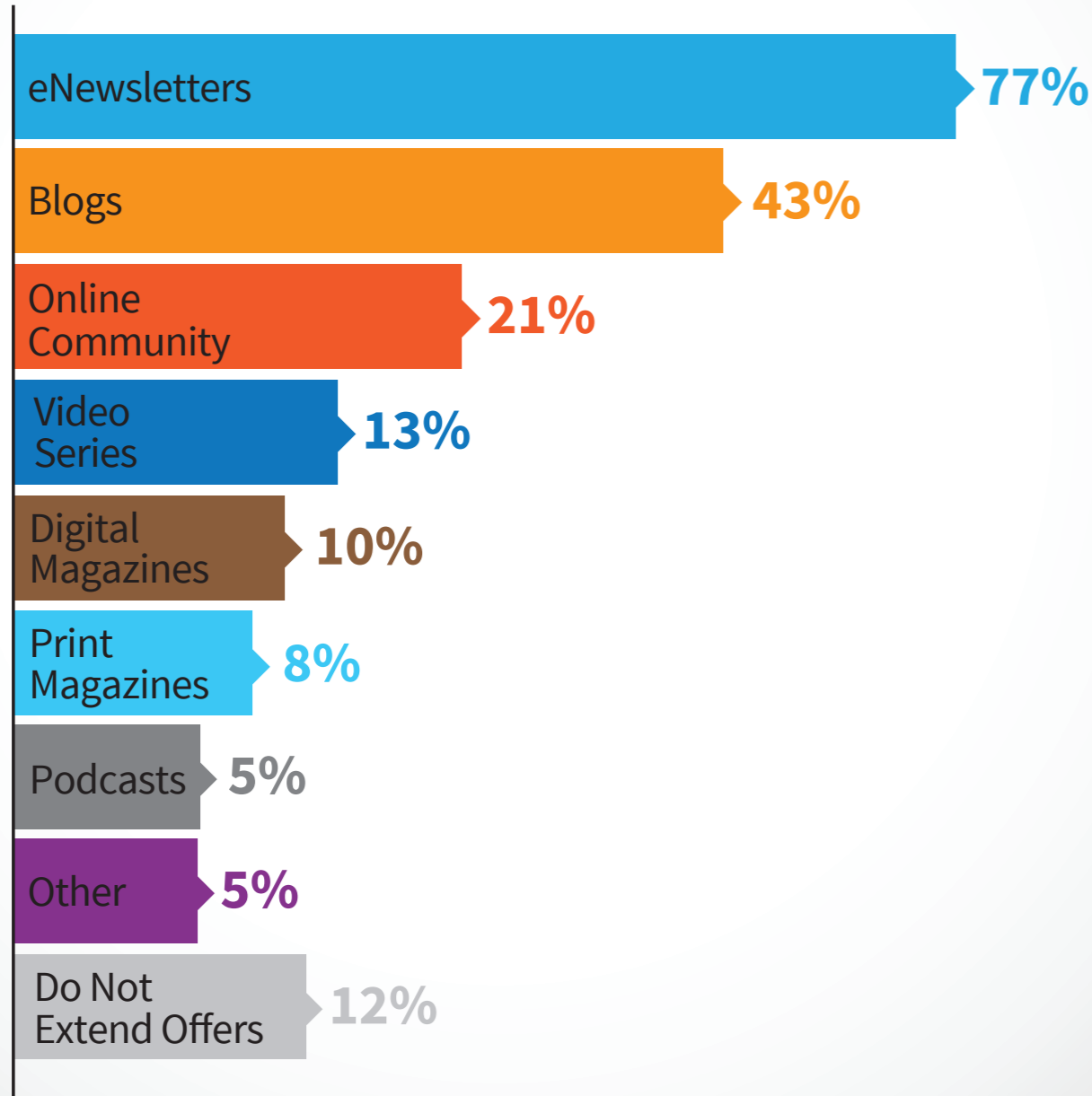
70% SAY SEM IS EFFECTIVE

Once again this year, Australian marketers say search engine marketing (SEM) is the most effective paid method they use to promote/distribute content (61% last year vs. 70% this year).

Effectiveness ratings increased for all methods shown here, except for print or other offline promotion, which decreased by 3 percentage points. The others increased as follows:

- Promoted posts (40% last year vs. 61% this year)
- Social ads (42% last year vs. 56% this year)
- Native advertising (33% last year vs. 37% this year)
- Traditional online banner ads (32% last year vs. 34% this year)

Content Offers Australian Marketers Ask Audience to Subscribe to



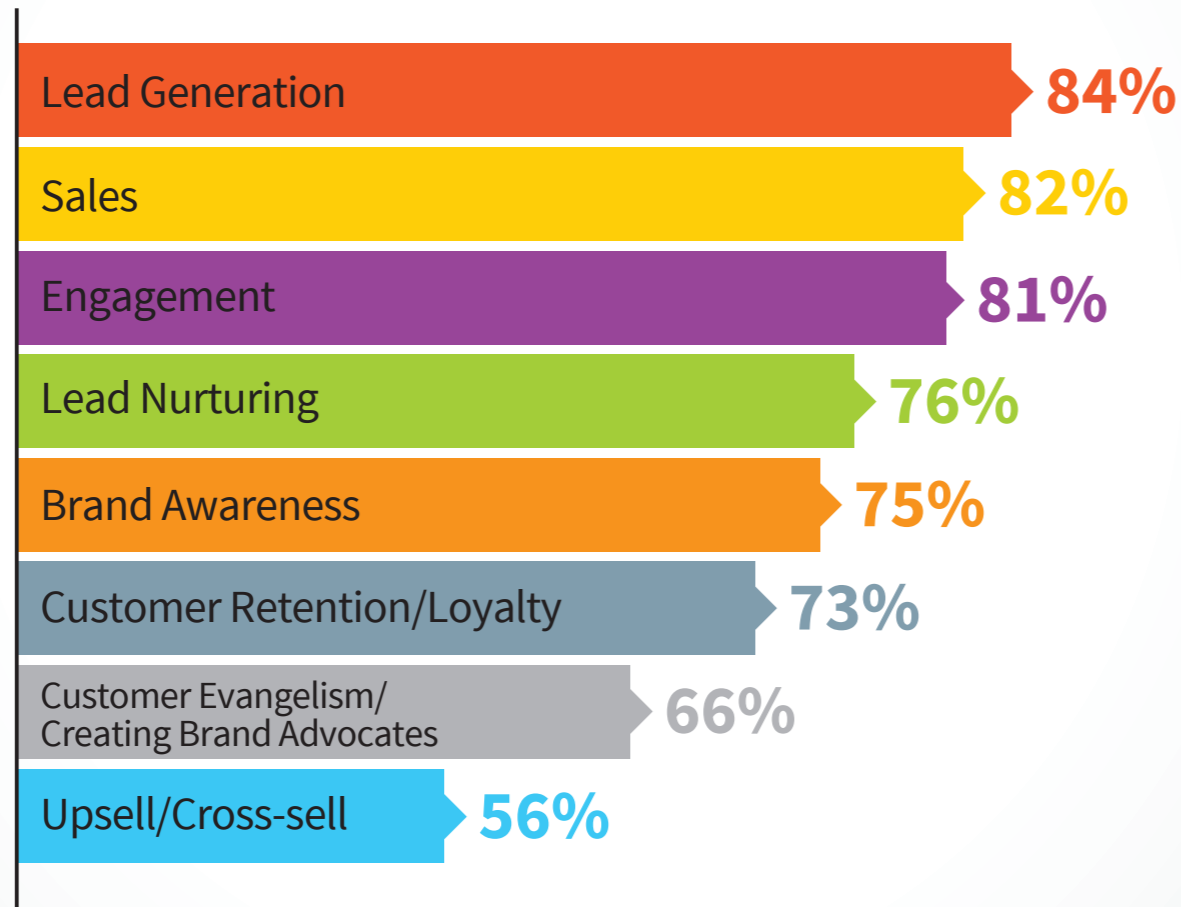
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Which content offers does your organization ask its audience to subscribe to?

77% SAY eNEWSLETTERS

86% of Australian marketers extend at least one content offer. Like their peers overall, the most effective Australian marketers tend to focus most on eNewsletters and blogs.

Organizational Goals for Australian Content Marketing



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How important will each of these content marketing goals be to your organization in the next 12 months?

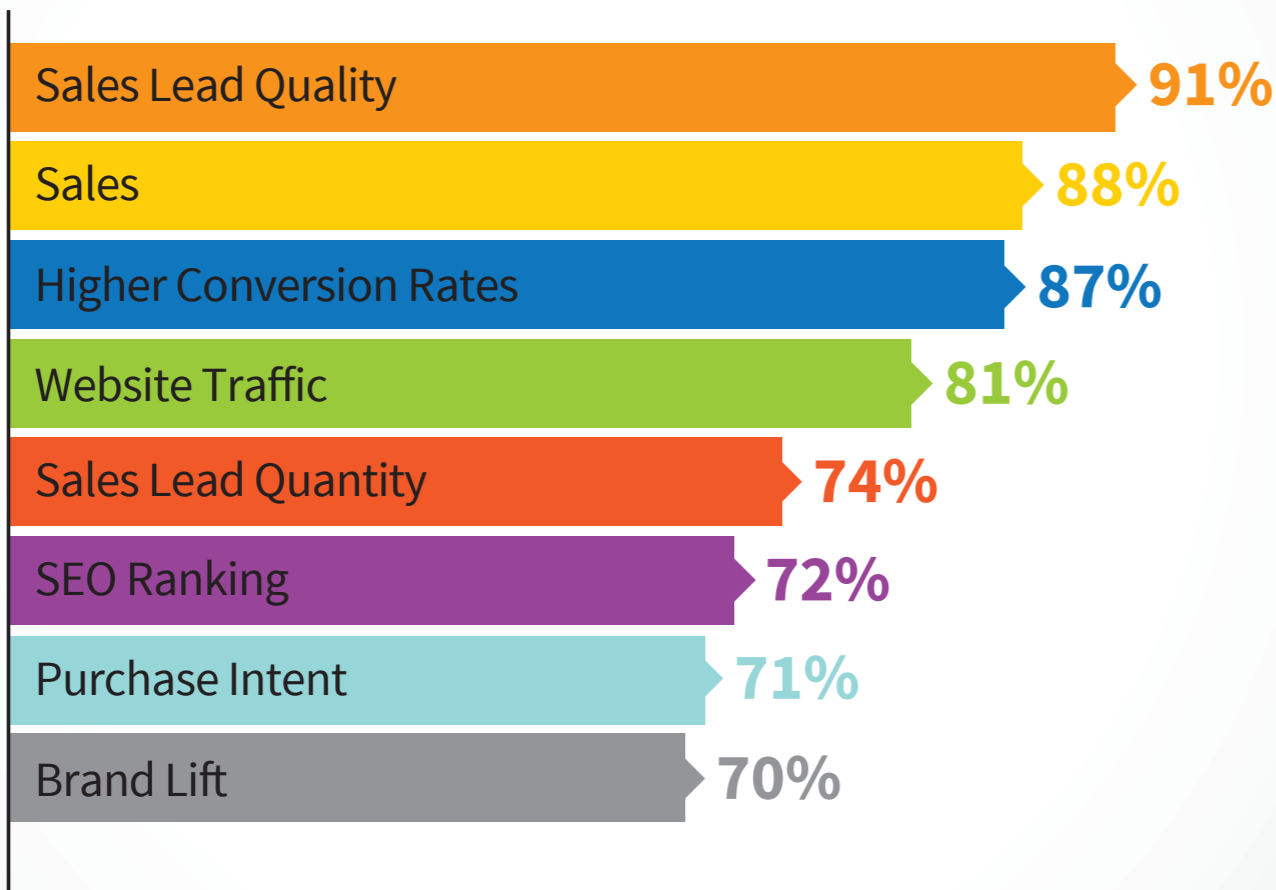
84% SAY LEAD GENERATION IS AN IMPORTANT GOAL

Last year, Australian marketers said engagement (87%) and brand awareness (85%) were their top goals.

When compared with the most effective Australian marketers, the least effective say all of these goals will be more important to them over the next 12 months.

Note: Percentages comprise marketers who rated each goal a 4 or 5 on a 5-point scale where 5 = "Very Important" and 1 = "Not at All Important."

Important Metrics That Australian Content Marketers Use



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How important are the following metrics that your organization uses?

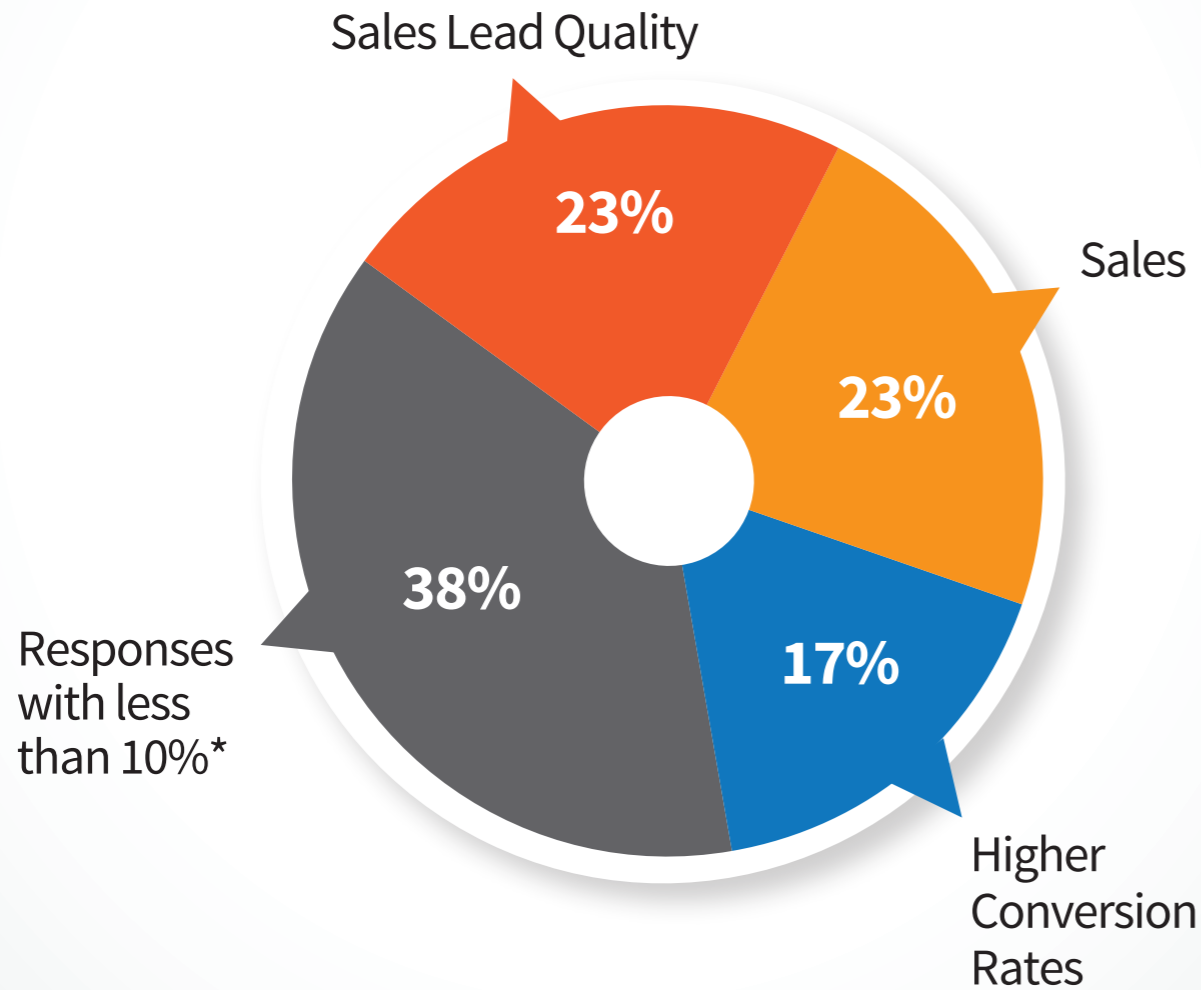
91% SAY SALES LEAD QUALITY IS AN IMPORTANT METRIC

Nearly all Australian marketers rated sales lead quality highly in terms of importance. However, the least effective and those with no content marketing strategy rated website traffic as their most important metric.

Note: Percentages comprise marketers who rated each goal a 4 or 5 on a 5-point scale where 5 = "Very Important" and 1 = "Not at All Important."

Note: Additional metrics with importance ratings include: Subscriber Growth (68%), Data Capture (66%), Time Spent on Website (65%), Qualitative Feedback from Customers (61%), Customer Renewal Rates (56%), Social Media Sharing (55%), Inbound Links (51%), and Cost Savings (31%).

The Most Important Metric That Australian Content Marketers Use



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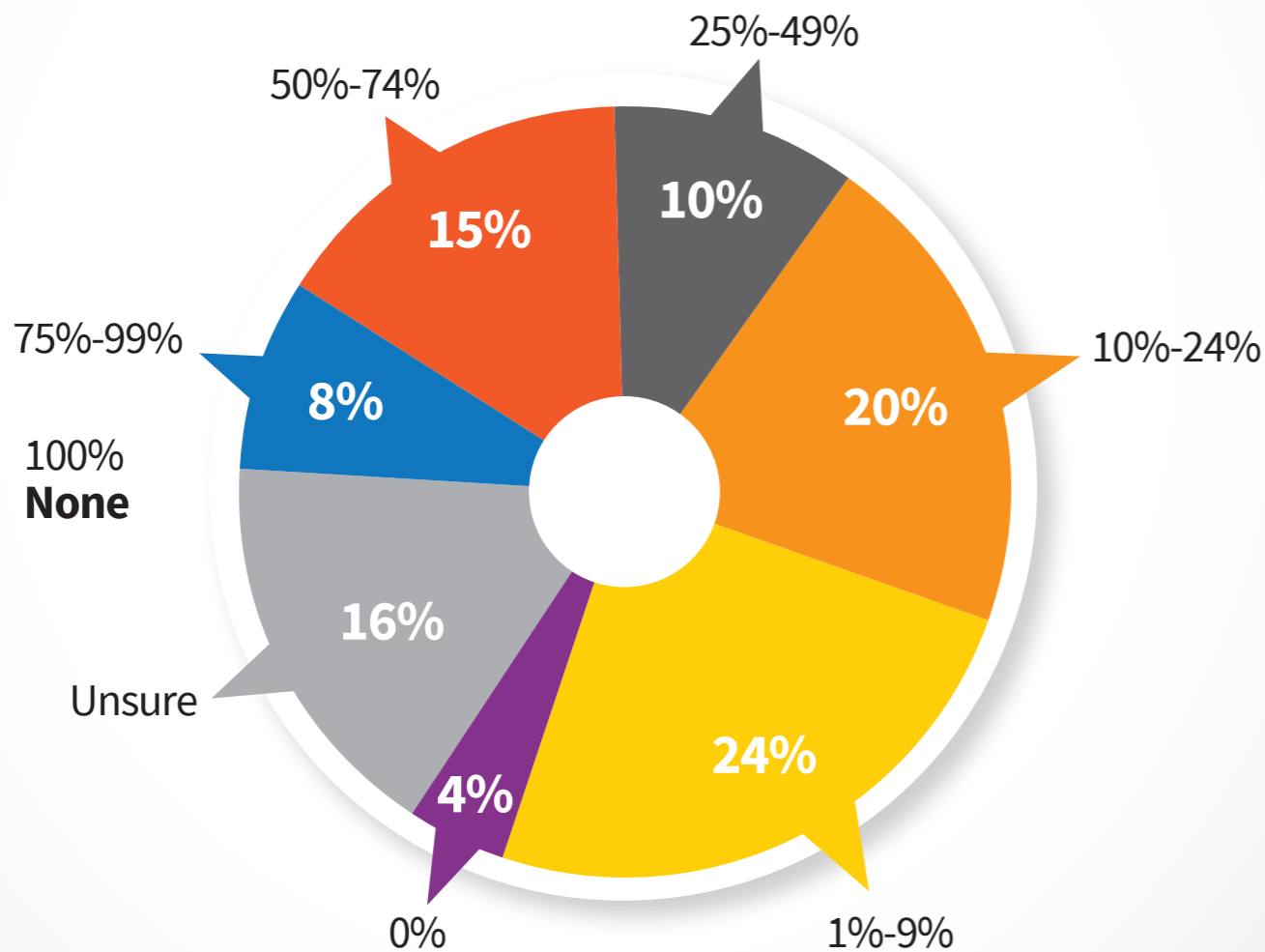
What is THE MOST important metric that your organization uses?

23% SAY SALES AND ANOTHER 23% SAY SALES LEAD QUALITY

When presented with the same list of metrics shown on p. 23 of this report—and asked, “which is the most important metric that your organization uses”—Australian marketers were equally divided between sales and sales lead quality.

***Responses with less than 10% include:** Sales Lead Quantity (7%), Website Traffic (7%), Subscriber Growth (6%), Brand Lift (4%), Data Capture (3%), Time Spent on Website (3%), Customer Renewal Rates (2%), SEO Ranking (2%), Social Media Sharing (2%), and Other (1%).

Percentage of Total Marketing Budget Spent on Australian Content Marketing



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

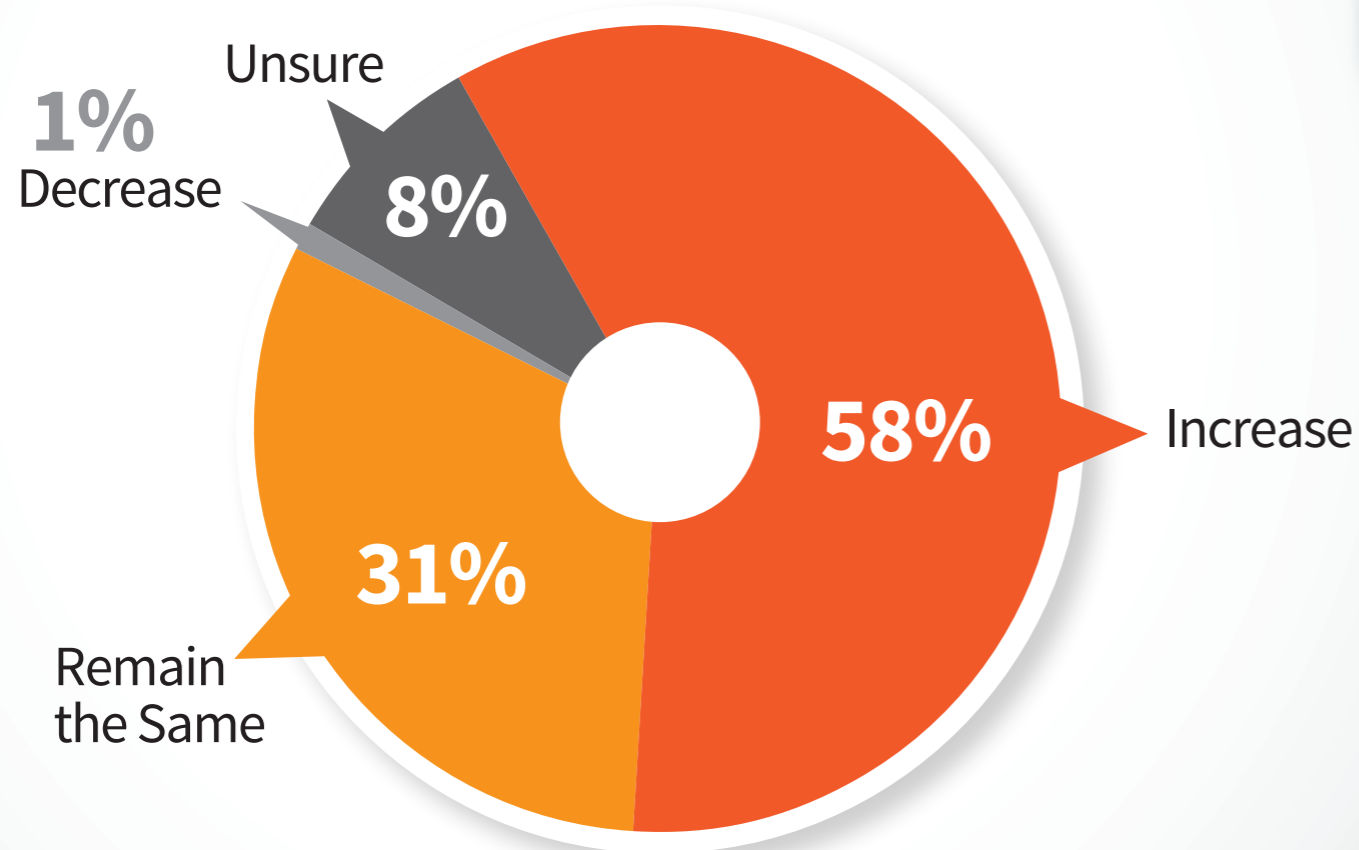
30% IS THE AVERAGE

Australian marketers are allocating a higher average proportion of total marketing budget to content marketing this year (30% vs. 27% last year). The most effective allocate even more (44%, up from 36% last year).

When we look at different segments of respondents, this is how the percentages compare:

- Those with a documented content marketing strategy spend a higher percentage of total marketing budget on content marketing (33%) than those with a verbal strategy (32%) or no strategy (18%).
- The most effective nonprofit marketers spend a higher percentage (44%) than the least effective (17%).
- Marketers at small organizations with 10-99 employees spend a higher percentage (38%) than marketers at large organizations with 1,000+ employees (23%).

Australian Content Marketing Spending (Over Next 12 Months)



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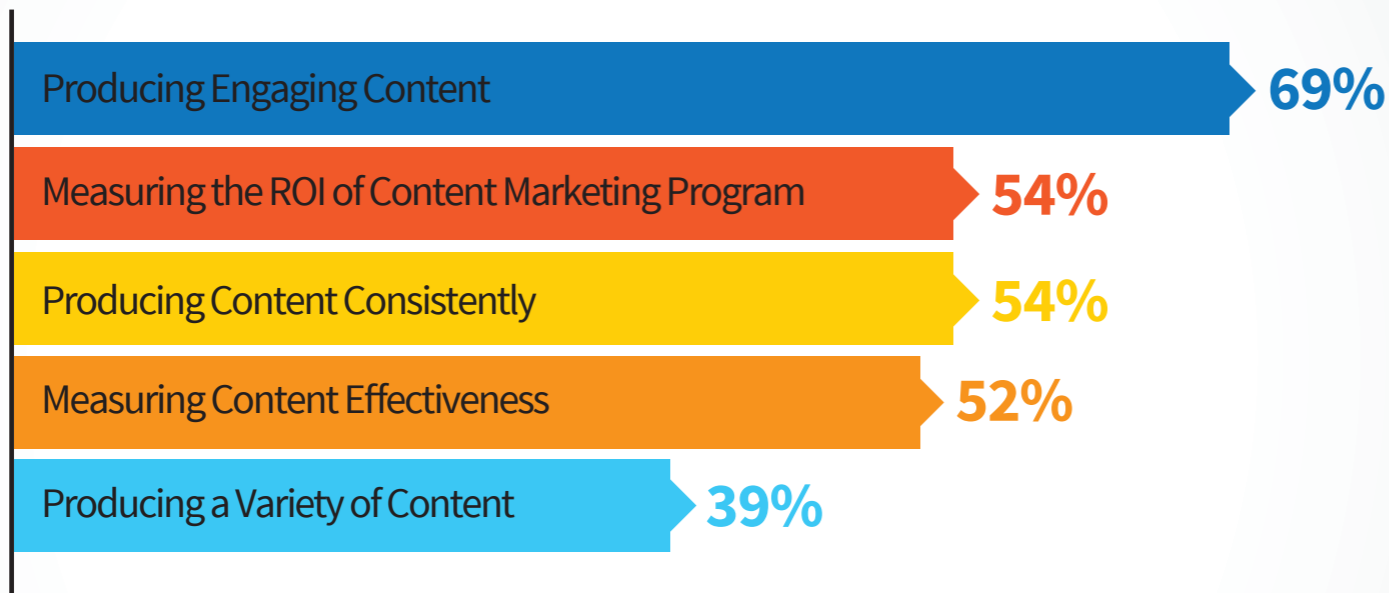
**How do you expect
your organization's content
marketing budget to change
in the next 12 months?**

58% SAY THEY WILL
INCREASE SPENDING

Last year, 63% of Australian marketers said they would increase spending.

A greater percentage of the least effective marketers say they will increase spending (59%) than the most effective marketers (48%).

Top Five Challenges for Australian Content Marketers



Note: Other challenges include: Lack of Budget (29%), Finding/Training Skilled Content Marketing Professionals/Content Creators (26%), Implementing the Technology Already in Place (25%), Understanding/Choosing Technologies Needed (25%), Lack of Integration Across Marketing (23%), Gaps in Knowledge and Skills of Internal Team (17%), Lack of Buy-In/Vision From Higher-Ups Inside Our Organization (14%), and Other Challenges (10%).

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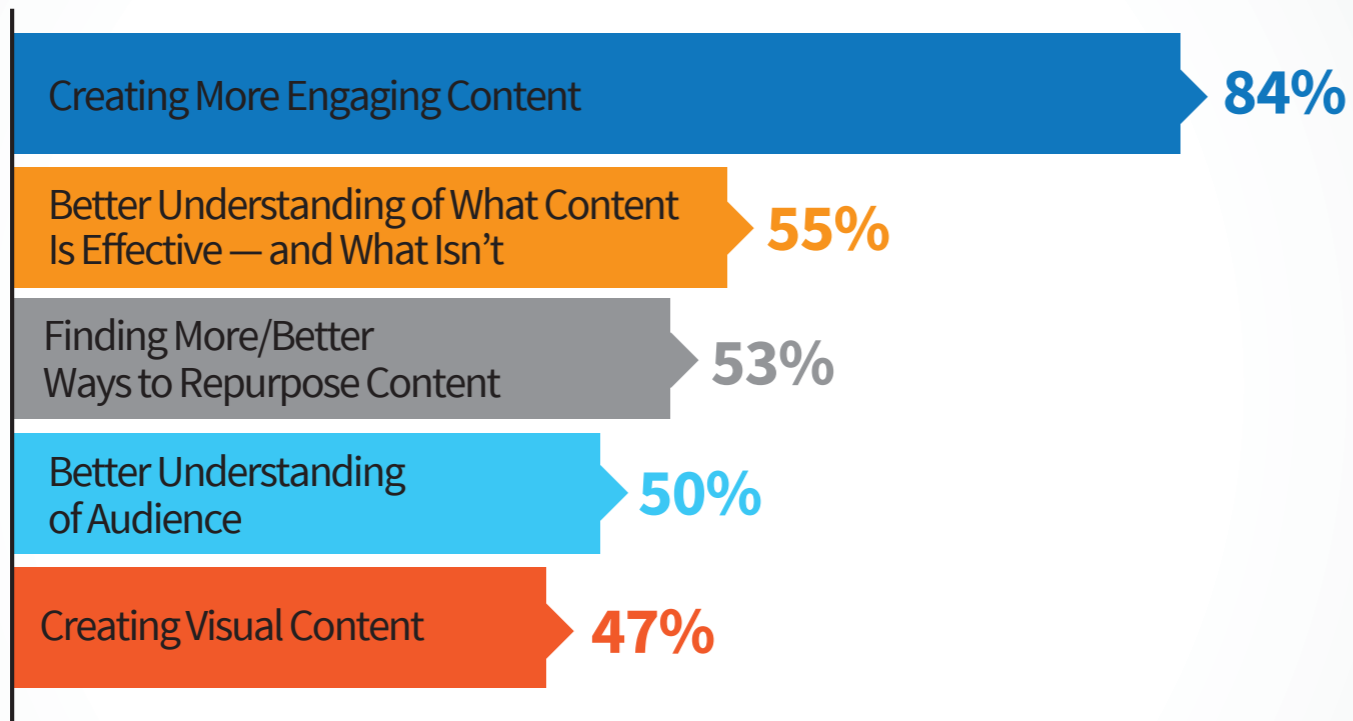
What are your organization's top five content marketing challenges this year?

69% SAY PRODUCING ENGAGING CONTENT

Producing engaging content is a perennial challenge for Australian marketers.

In terms of producing engaging content, the most effective Australian marketers are less challenged than the least effective (67% vs. 72%); however, the gap between those with a documented content marketing strategy and those with a verbal-only strategy is even greater (59% vs. 81%).

Top Five Priorities for Australian Content Creators



Note: Other priorities include: Content Optimization (41%), Becoming Better Storytellers (38%), Content Curation (31%), Content Personalization (25%), Becoming Stronger Writers (20%), Other Priorities (2%), and No Priorities This Year (1%).

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What are the top five priorities that your organization's internal content creators will focus on this year?

84% SAY CREATING MORE ENGAGING CONTENT

The most effective Australian marketers cite the same top five priorities as the overall sample, with a similar gap between the top two priorities (85% and 61%).

The most effective Australian marketers, however, are more focused on creating visual content (61%), ranking it their third priority, followed by better understanding of audience (48%) and finding more/better ways to repurpose content (45%).

COMPARISON CHART

Profile of a Best-in-Class Australian Content Marketer

	Most Effective	Average/ Overall	Least Effective
Organization is clear on what an effective or successful content marketing program looks like	88%	55%	19%
Describes organization as sophisticated/mature	64%	30%	3%
Meets daily or weekly to discuss content marketing program	57%	48%	31%
Finds meetings extremely or very valuable	57%	64%	59%
Has a documented content marketing strategy	73%	46%	31%
Has a documented editorial mission statement	61%	36%	9%
Average number of tactics used	14	13	10
Average number of social media platforms used	6	6	4
Average number of paid advertising methods used	4	4	4
Average percentage of total marketing budget spent on content marketing	44%	30%	17%
Plans to increase content marketing budget in next 12 months	48%	58%	59%

Chart term definitions: A “best-in-class” content marketer (aka “most effective”) is one who rates his or her organization a 4 or 5 in effectiveness on a scale of 1 to 5, with 5 being “Very Effective” and 1 being “Not at All Effective.” Those who rate their organization a 1 or 2 are “least effective.” The numbers under “average/overall” represent total respondents.

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DEMOGRAPHICS

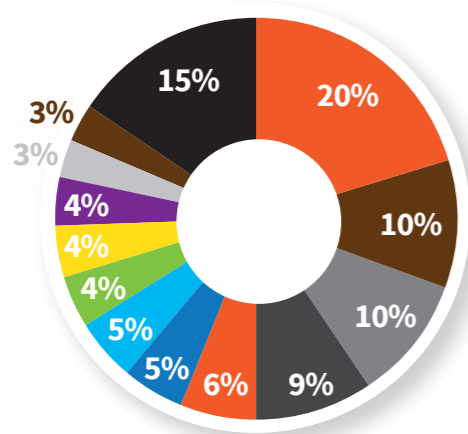
Content Marketing in Australia 2016: Benchmarks, Budgets, and Trends was produced by **Content Marketing Institute** in partnership with the **Association for Data-driven Marketing and Advertising (ADMA)** and sponsored by **made by Fairfax Media**.

The sixth annual content marketing survey, from which the results of this report were generated, was mailed electronically to a sample of marketers using lists from Content Marketing Institute, ADMA, MarketingProfs, the Business Marketing Association (BMA), Blackbaud, *Industry Week*, *New Equipment Digest*, and WTW Media.

A total of 3,714 recipients from around the globe—representing a full range of industries, functional areas, and company sizes—completed the survey during July and August 2015. This report presents the findings from the 146 respondents who said they were for-profit marketers in Australia (78 B2B, 21 B2C, and 47 both B2B+B2C).

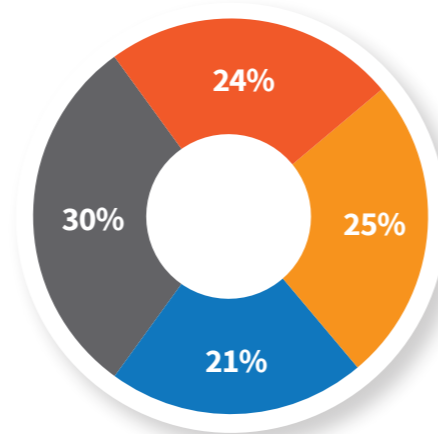
Additional reports based on the annual survey are available at www.contentmarketinginstitute.com/research. Special thanks to MarketingProfs for their assistance with the annual survey and the B2B North America and B2C North America reports.

Australian Industry Classification



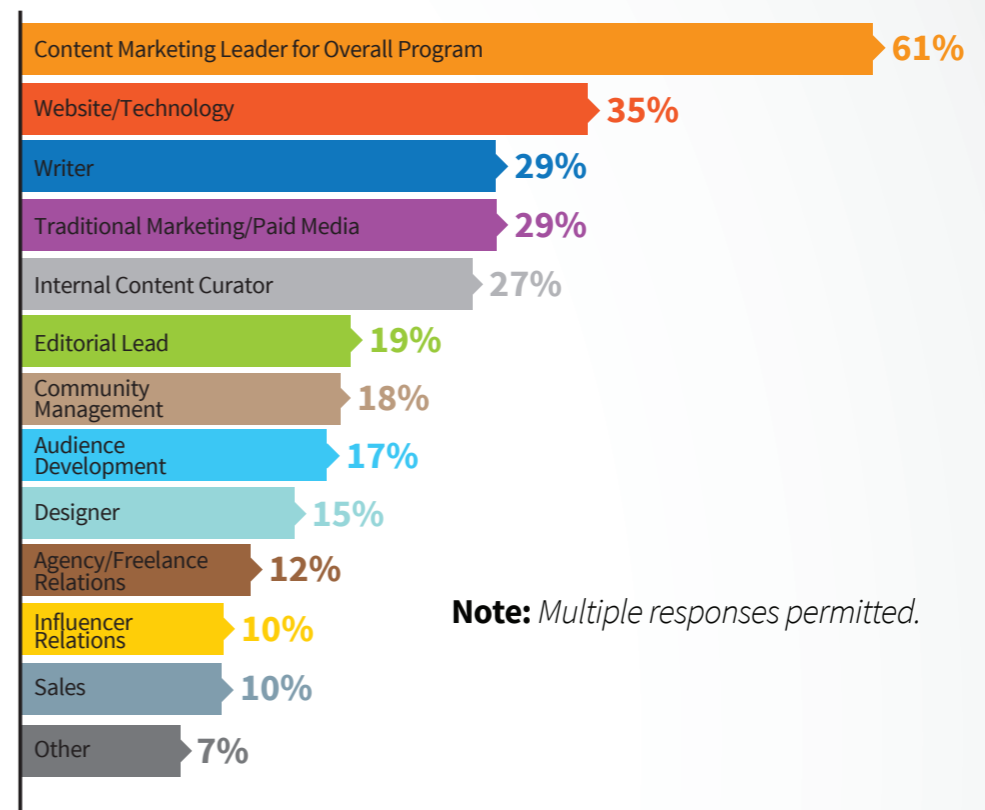
- Advertising/Communications/Marketing/Promotions/PR
- Consulting
- Technology/IT/Software/Hardware
- Accounting/Banking/Financial Institutions
- Retail Trade/Retail Distribution
- Manufacturing
- Travel/Tourism/Hospitality
- Education
- Publishing/Media
- Wholesale Trade/Distribution
- Insurance
- Real Estate
- Other

Size of Australian Company (by Employees)



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

Australian Content Marketing Roles



Note: Multiple responses permitted.

ABOUT

Thanks to all the survey respondents and survey distribution partners who made this study 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, multi-channel 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. CMI is a 2012-2015 Inc. 500/5000 company. Watch this [video](#) to learn more about CMI. View all CMI research at www.contentmarketinginstitute.com/research.

About the Association for Data-driven Marketing and Advertising

The Association for Data-driven Marketing and Advertising (ADMA) is the principal industry body for information-based marketing and advertising and is the largest marketing and advertising body in Australia with more than 600 member organisations.

ADMA represents the new era of marketing and advertising—a 360 view from end-to-end.

- From marketing to advertising
- From effective to creative
- From above to below
- From measurable to engaging

ADMA is the leading authority and go-to resource for creative and effective data-driven marketing across all channels and platforms, providing knowledge, advocacy, insight, and innovation to advance responsive and enlightened marketing.

About made by Fairfax Media

made is Fairfax Media's brand & content studio, established to help brands engage with audiences to tell their story in an authentic and genuine way. With its deep understanding of how content can connect brands to audiences, made is ideally positioned to create, publish, and promote trusted, quality, and engaging content for advertiser brands across digital, TV, newspapers, magazines, and radio. The made studio enables Fairfax to work with advertisers and agencies to fulfill a range of content needs, to publish via owned channels, or create brand messages to engage Fairfax's audience. The division comprises client service, creative, strategy, and commercial product development and innovation.