

CONTENT MARKETING IN THE UK 2016



BENCHMARKS, BUDGETS, AND TRENDS



CONTENT
MARKETING
INSTITUTE™

SPONSORED BY

Lionbridge

TABLE OF CONTENTS

- Welcome3
- Key Takeaways4
- Section 1: Usage & Effectiveness.....6
- Section 2: Strategy & Organization10
- Section 3: Content Creation & Distribution.....14
- Section 4: Goals & Metrics.....22
- Section 5: Budgets & Spending.....25
- Section 6: Challenges & Priorities.....27
- Comparison Chart: Profile of a Best-in-Class UK Content Marketer29
- Demographics30
- About31

WELCOME

Greetings, Content Marketers,

Welcome to *Content Marketing in the UK 2016: Benchmarks, Budgets, and Trends*. This year, we look at how UK for-profit marketers (both B2B and B2C) approach content marketing compared with last year.

We added questions to the survey this year, which yielded new insights on factors such as content marketing maturity levels, frequency and value of content marketing-related meetings, and organizational clarity around content marketing effectiveness.

Among the many interesting findings this year, we noted that UK marketers are using more content marketing tactics—and 66% say they expect their firm to increase its content marketing budget within the next 12 months; however, overall effectiveness has decreased, and fewer than 40% have a documented content marketing strategy or editorial mission statement. Even though many UK content marketers are seeing great results, others could benefit by taking a “back to basics” approach.

For resources to help you with your content marketing, see the last page of this report. We’re happy to help.

Yours in content,

Joe



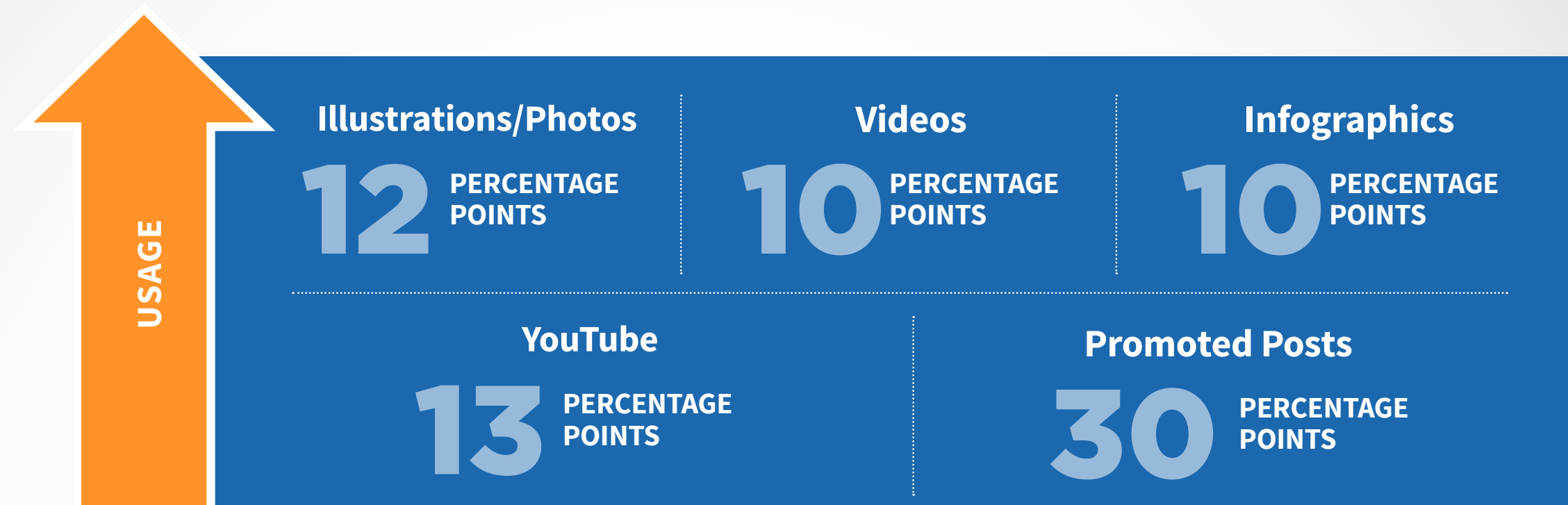
Joe Pulizzi

Founder

Content Marketing Institute

KEY TAKEAWAYS

The use of many content marketing tactics, social media platforms, and paid methods to promote/distribute content increased over last year.

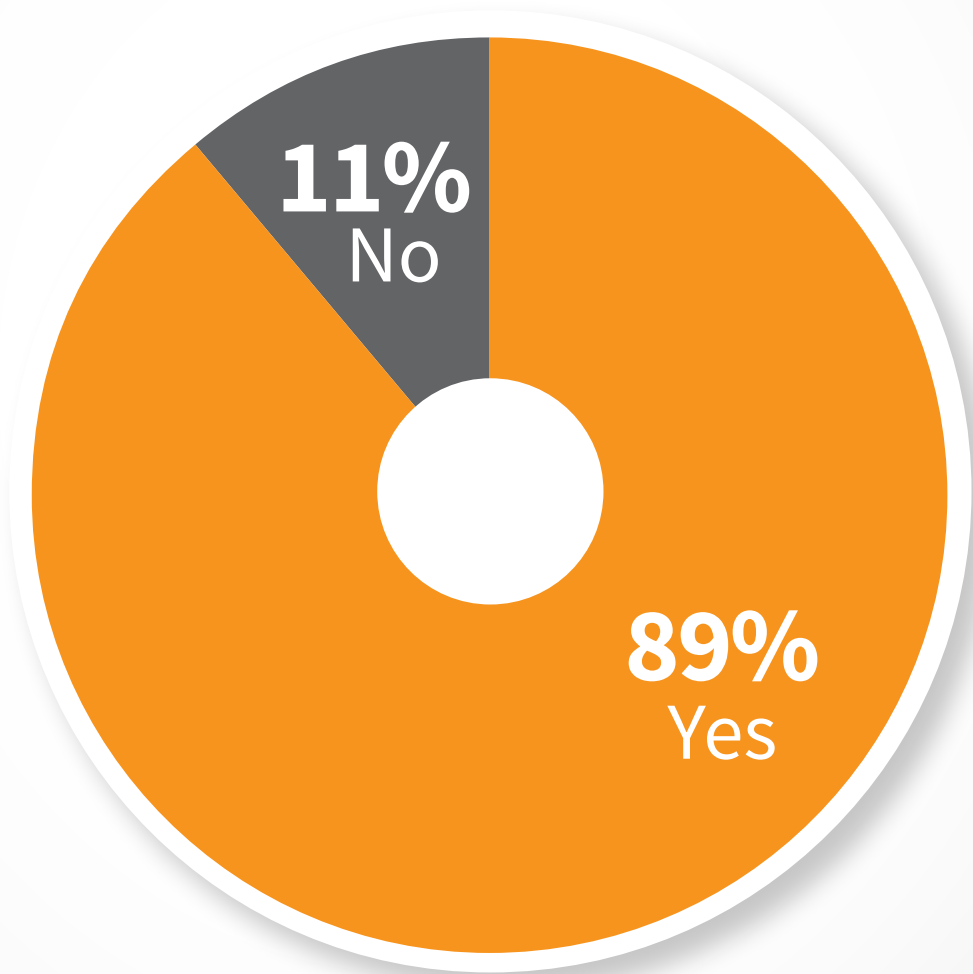


- The use of nearly all content marketing tactics increased over last year. The greatest increase was for illustrations/photos, which jumped from 63% last year to 75% this year. Videos and infographics both increased by 10 percentage points.
- The use of nearly all social media platforms increased over last year. The greatest increase was for YouTube, which jumped from 68% last year to 81% this year.
- The use of all paid methods to promote/distribute content increased over last year. The greatest increase was for promoted posts, which jumped from 34% last year to 64% this year.

KEY TAKEAWAYS

- When asked to identify the most important metric they use to measure content marketing effectiveness or success, 20% of UK marketers say sales and another 20% say sales lead quality.
- UK marketers are spending a higher average proportion of total marketing budget on content marketing this year (29% vs. 26% last year). The most effective UK marketers spend 33% (on average), which is the same percentage they reported last year.
- 66% of UK marketers say they expect their organization's content marketing budget to increase in the next 12 months.
- The most effective UK marketers say measuring content effectiveness is their top challenge (61%), whereas the overall sample says producing engaging content is their top challenge (61%).
- The most effective UK marketers say the top priority for internal content creators over the next 12 months is developing a better understanding of what content is effective—and what isn't (68%), whereas the overall sample says creating more engaging content is their top priority (70%).

Percentage of UK Respondents Using Content Marketing



Content Marketing in the UK 2016: Benchmarks, Budgets, and Trends: Content Marketing Institute

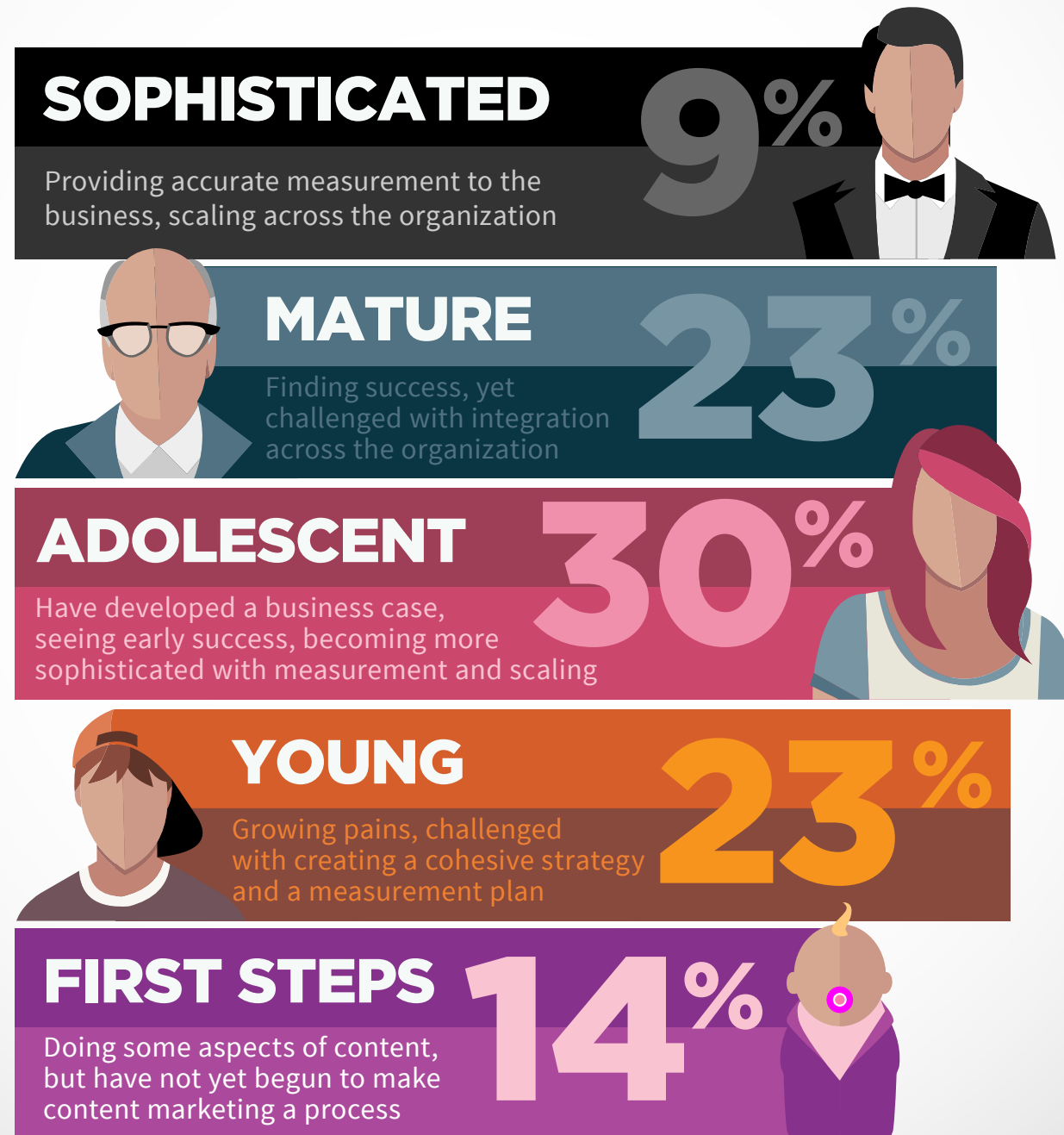
Does your organization use content marketing?

89% SAY YES

Last year, 85% 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.”

How UK Marketers Assess Their Content Marketing Maturity Level



Content Marketing in the UK 2016: Benchmarks, Budgets, and Trends: Content Marketing Institute

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

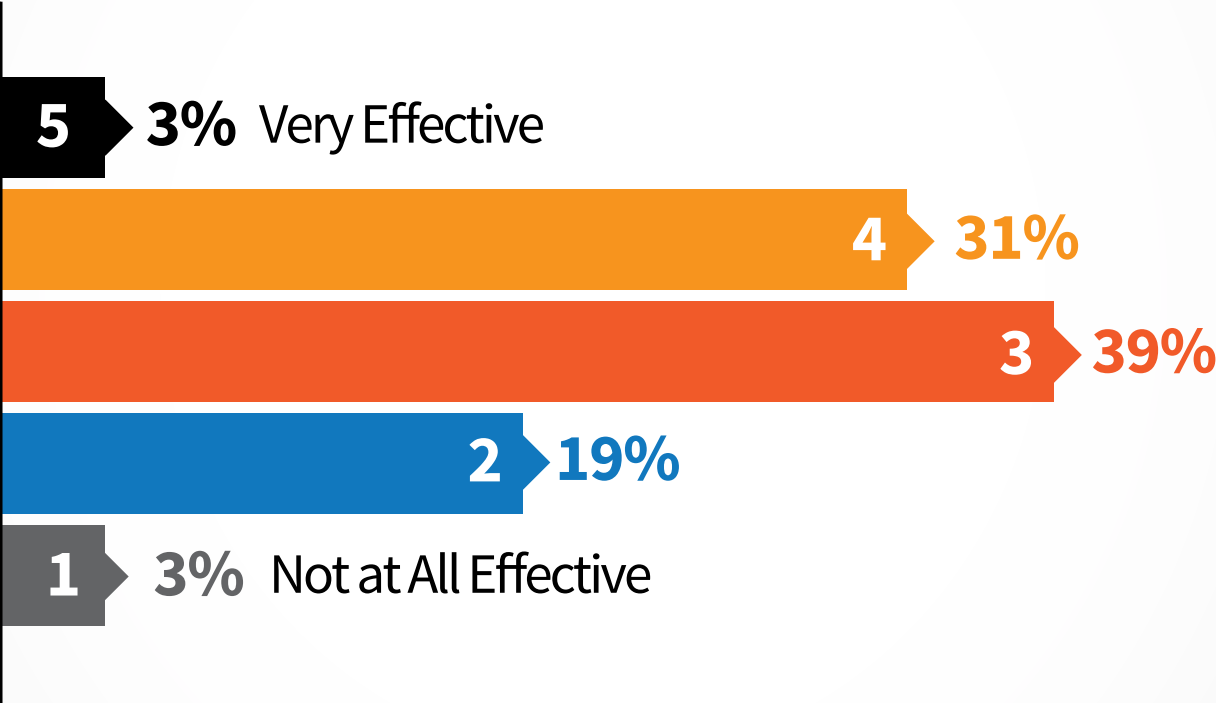
32% SAY SOPHISTICATED OR MATURE

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:

- 78% were in the sophisticated/mature phase
- 22% were in the adolescent phase
- 0% were in the young/first steps phase

How UK 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.

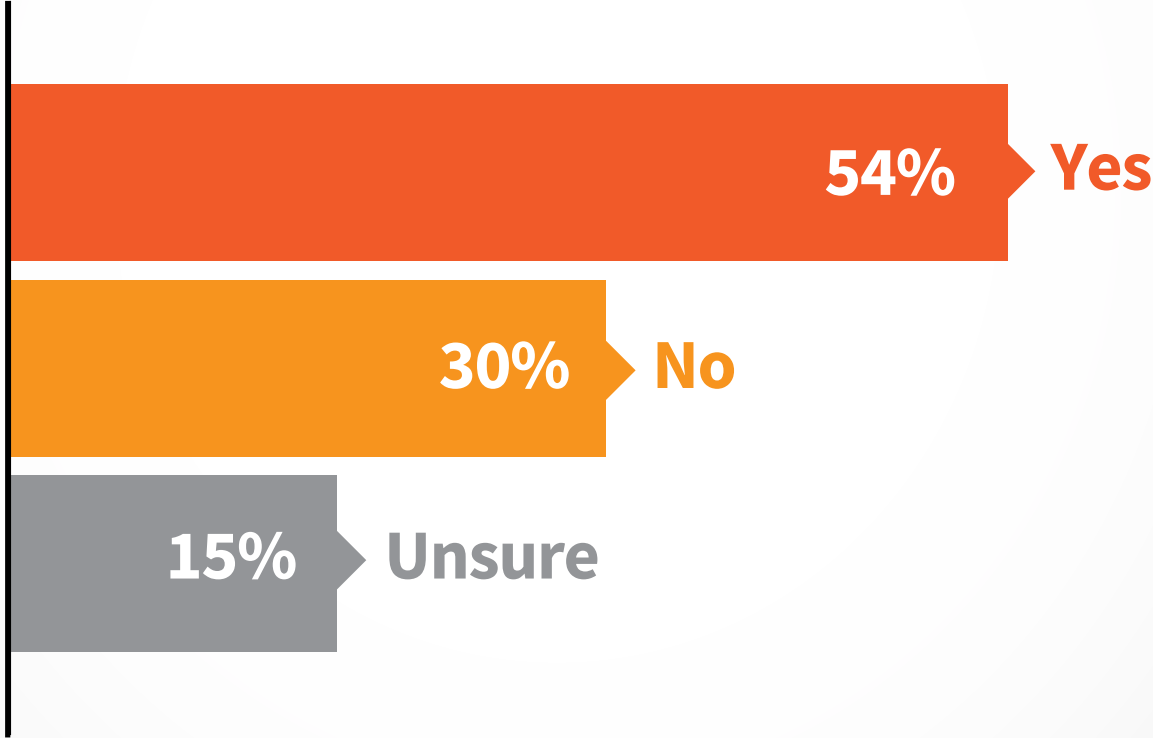
Content Marketing in the UK 2016: Benchmarks, Budgets, and Trends: Content Marketing Institute

Overall, how effective is your organization at content marketing?

34% SAY THEY ARE EFFECTIVE

Last year, 42% of UK marketers said their organizations were effective at content marketing. Having a documented content marketing strategy helps in this regard: 46% of UK marketers who have one say their organizations are effective at content marketing.

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



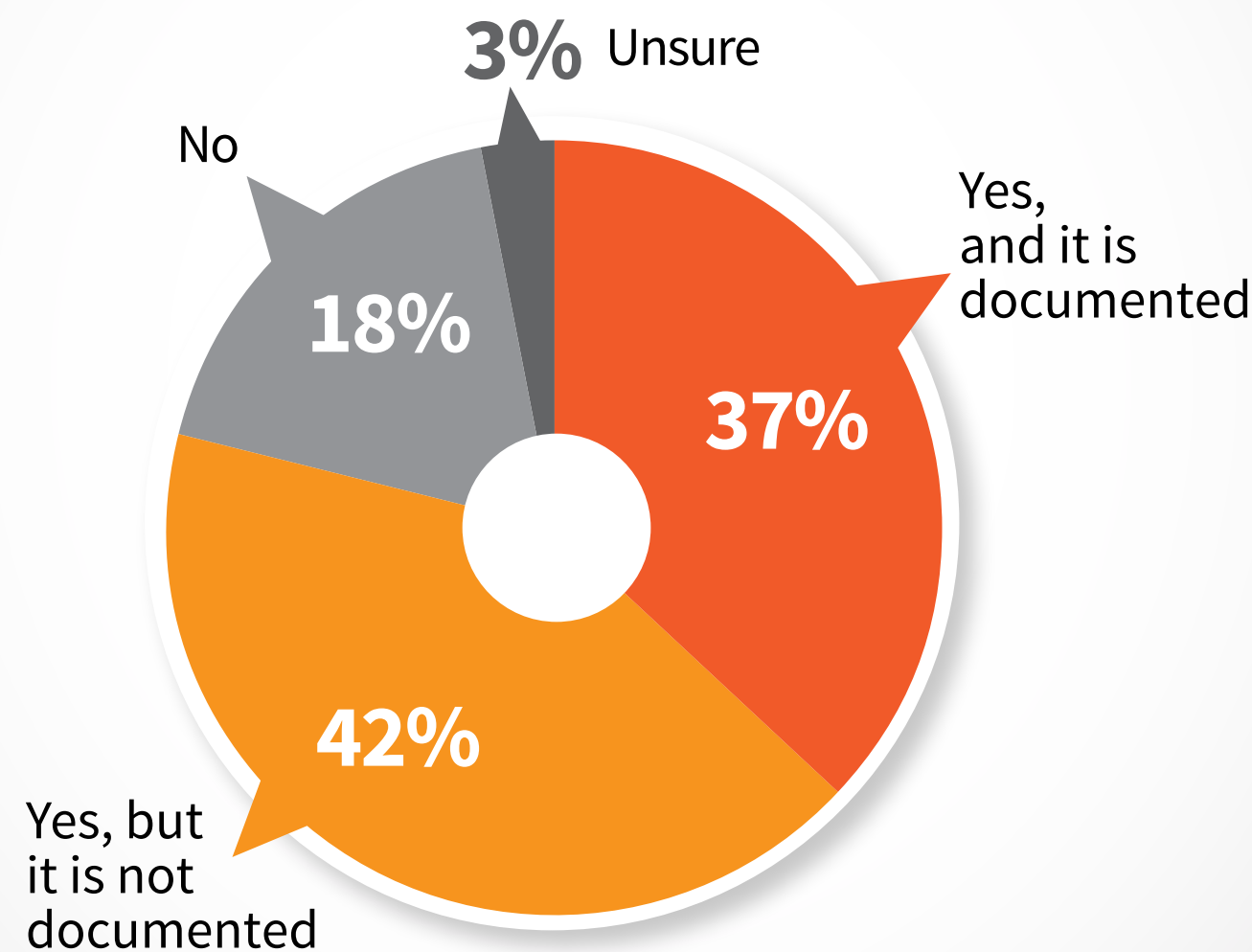
Content Marketing in the UK 2016: Benchmarks, Budgets, and Trends: Content Marketing Institute

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

54% SAY YES

This was a new question this year. 84% of UK marketers whose organizations are in the sophisticated/mature phase of content marketing say they have clarity (vs. 57% of those in the adolescent phase and 27% of those in the young/first steps phase).

Percentage of UK Marketers Who Have a Content Marketing Strategy



Content Marketing in the UK 2016: Benchmarks, Budgets, and Trends: Content Marketing Institute

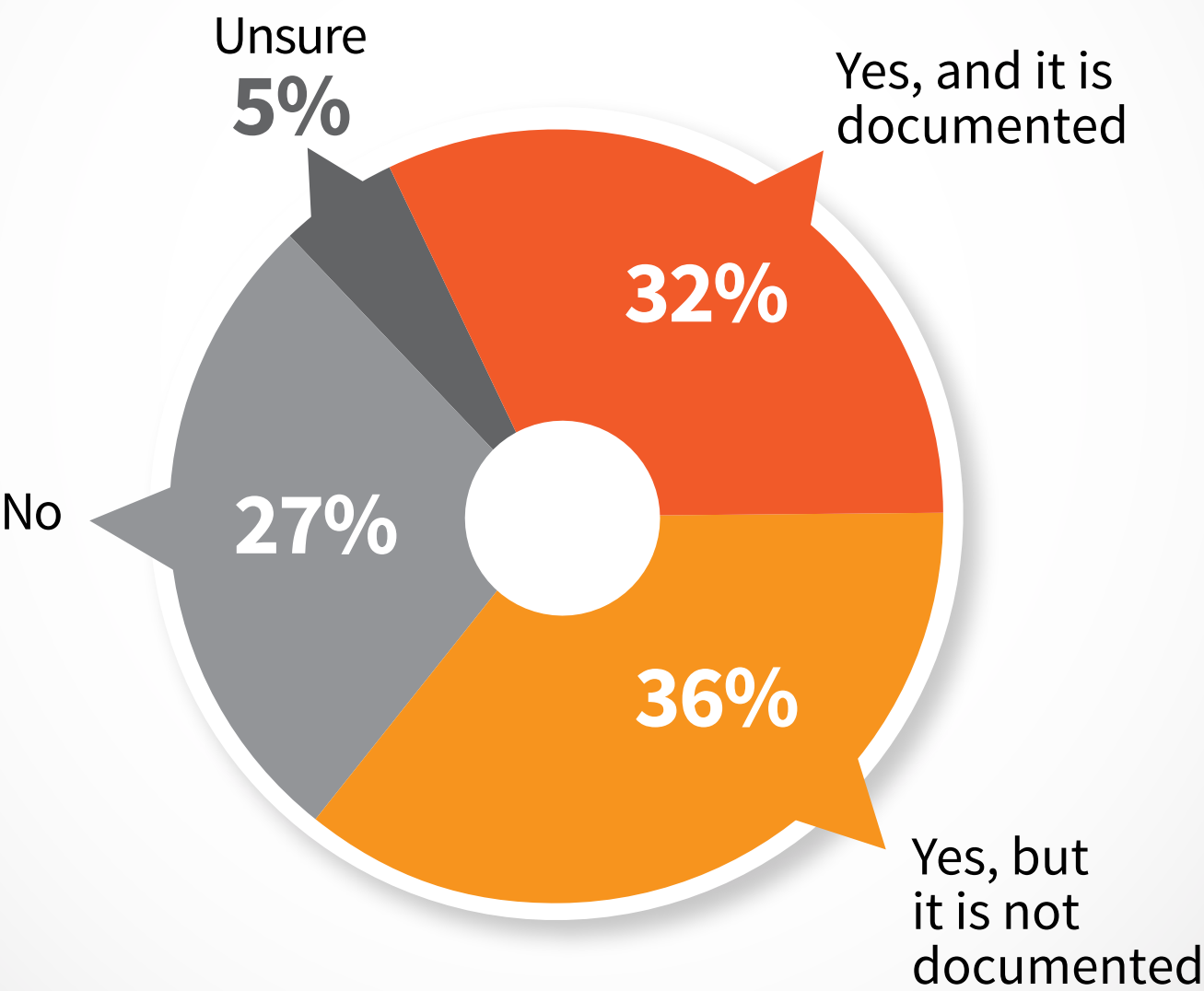
Does your organization have a content marketing strategy?

37% HAVE A DOCUMENTED CONTENT MARKETING STRATEGY

Last year, 36% of UK marketers said they had a documented content marketing strategy, 51% had a verbal-only strategy, and 11% had no strategy.

When compared with the overall sample, UK marketers who have a documented content marketing strategy report higher levels of effectiveness with many of the content marketing tactics, social media platforms, and paid methods of content promotion/distribution that they use.

Percentage of UK Marketers Who Have an Editorial Mission Statement



Content Marketing in the UK 2016: Benchmarks, Budgets, and Trends: Content Marketing Institute

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

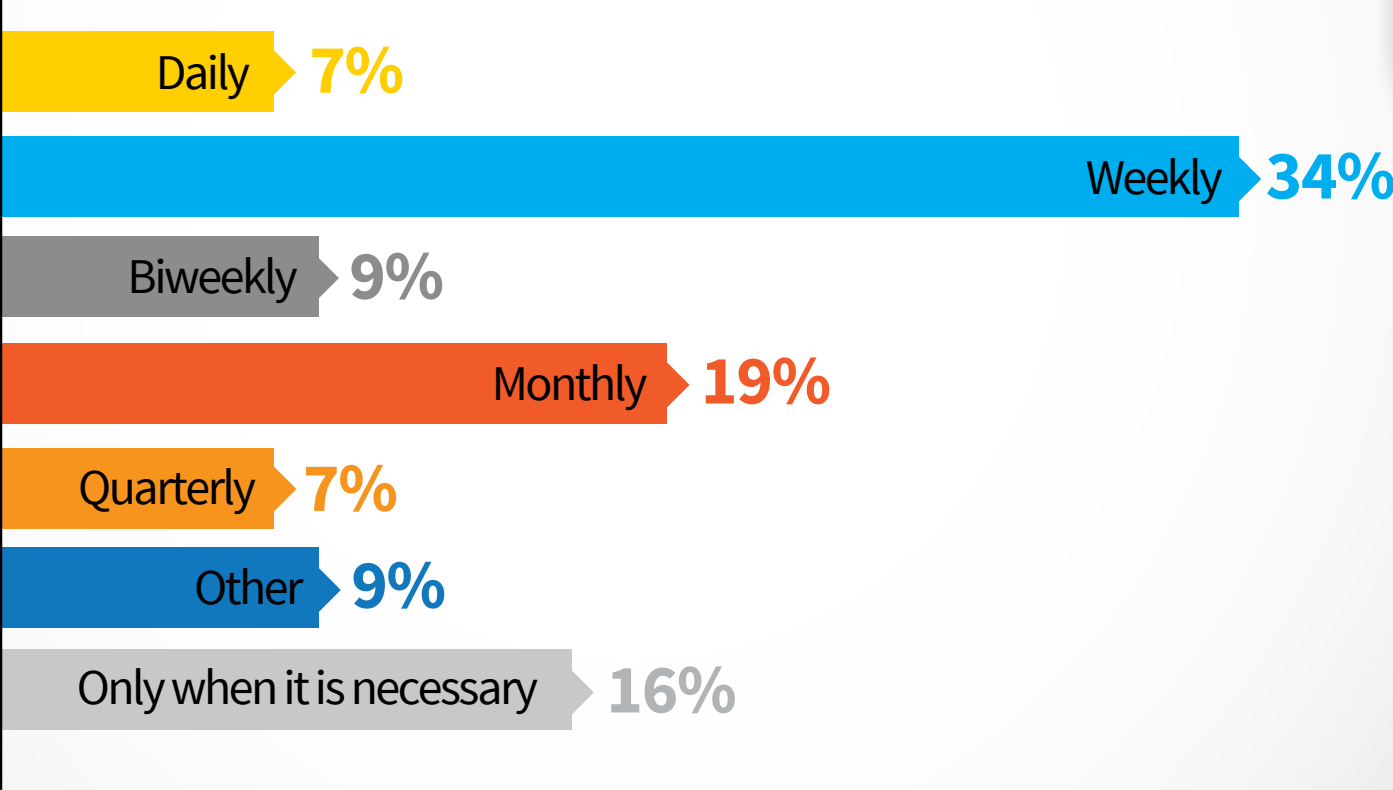
32% HAVE A DOCUMENTED EDITORIAL MISSION STATEMENT

This was a new question this year.

Nearly half (49%) of the most effective UK marketers have a documented editorial mission statement.

61% of those who have a documented content marketing strategy also have a documented editorial mission statement.

How Often UK Marketers Meet to Discuss Their Content Marketing Program



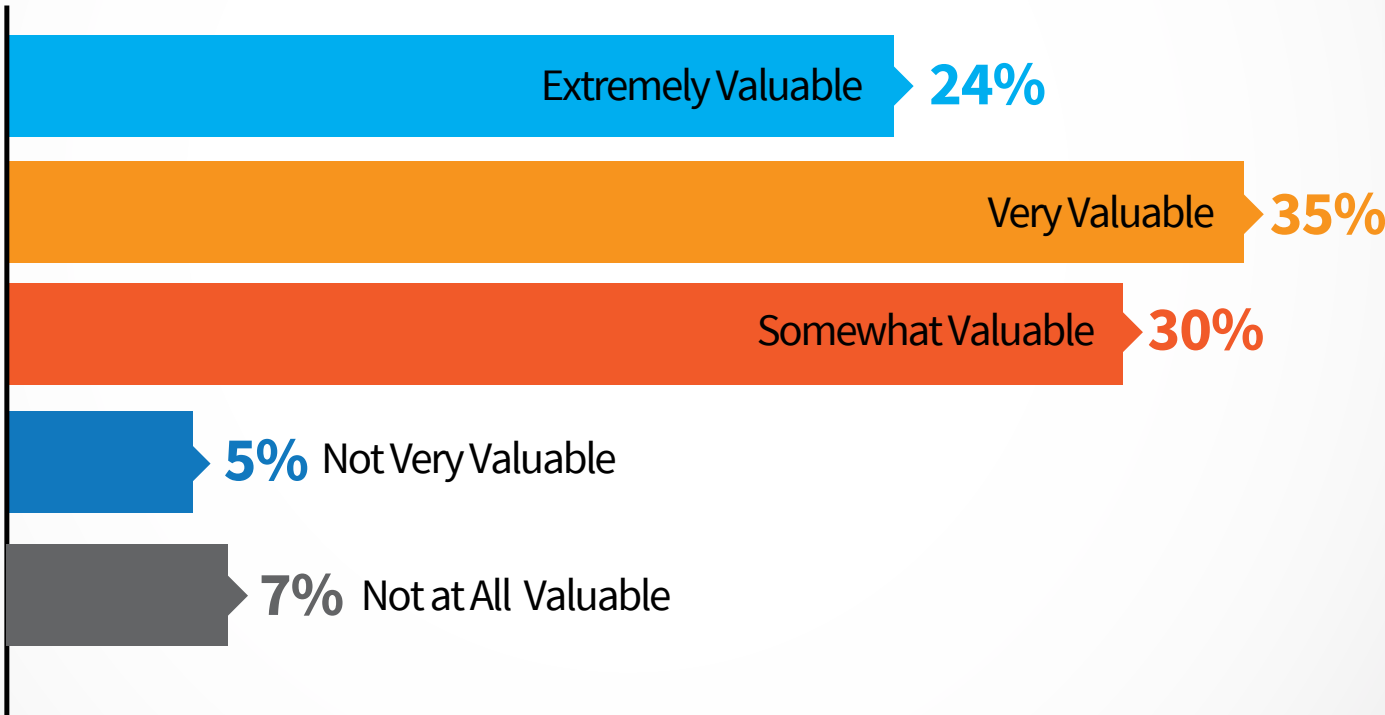
Content Marketing in the UK 2016: Benchmarks, Budgets, and Trends: Content Marketing Institute

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

41% SAY DAILY OR WEEKLY

When compared with the overall sample, the most effective UK marketers meet more frequently (56% of the most effective UK marketers meet daily or weekly).

How UK Marketers Perceive the Value of Internal Content Marketing Meetings



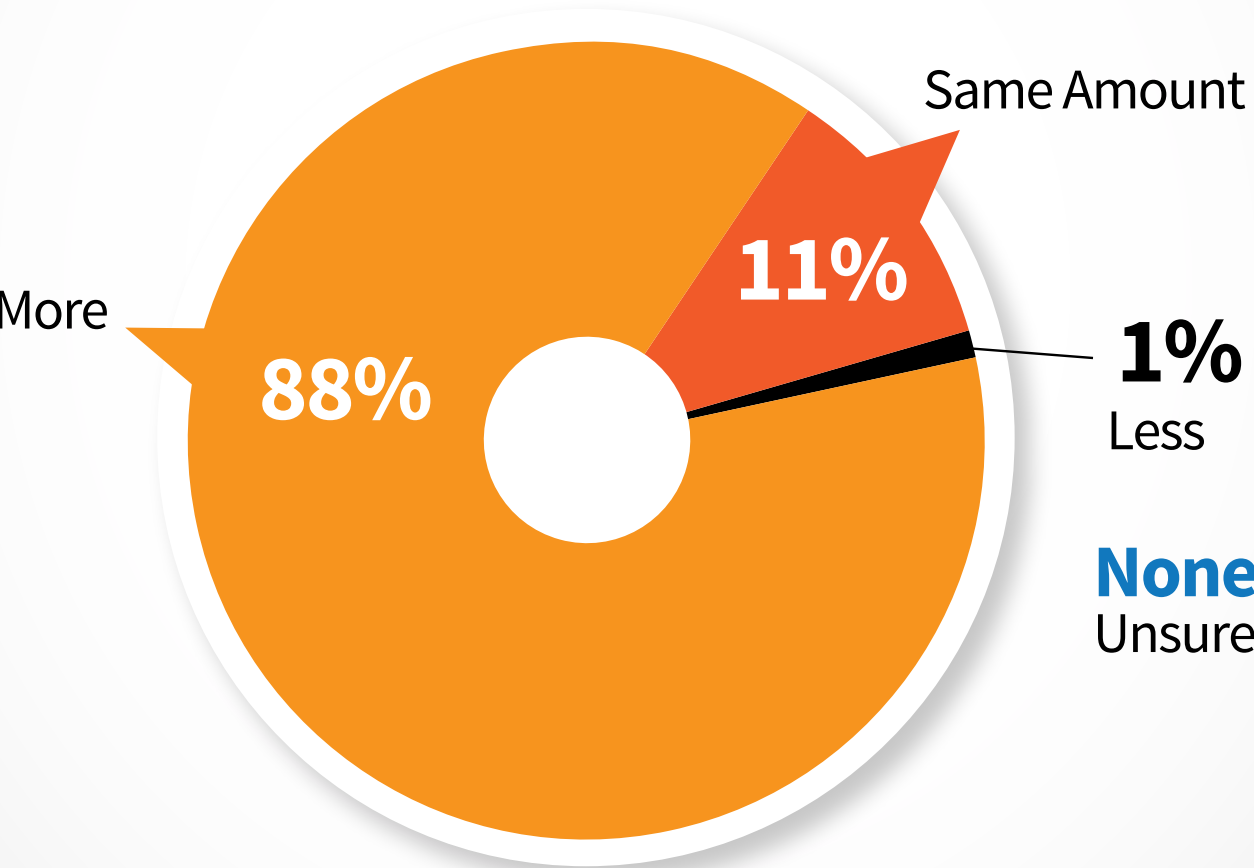
Content Marketing in the UK 2016: Benchmarks, Budgets, and Trends: Content Marketing Institute

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

59% SAY MEETINGS ARE VALUABLE

When compared with the overall sample, the most effective UK marketers are extracting more value from their content marketing meetings (78% of the most effective say meetings are valuable).

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



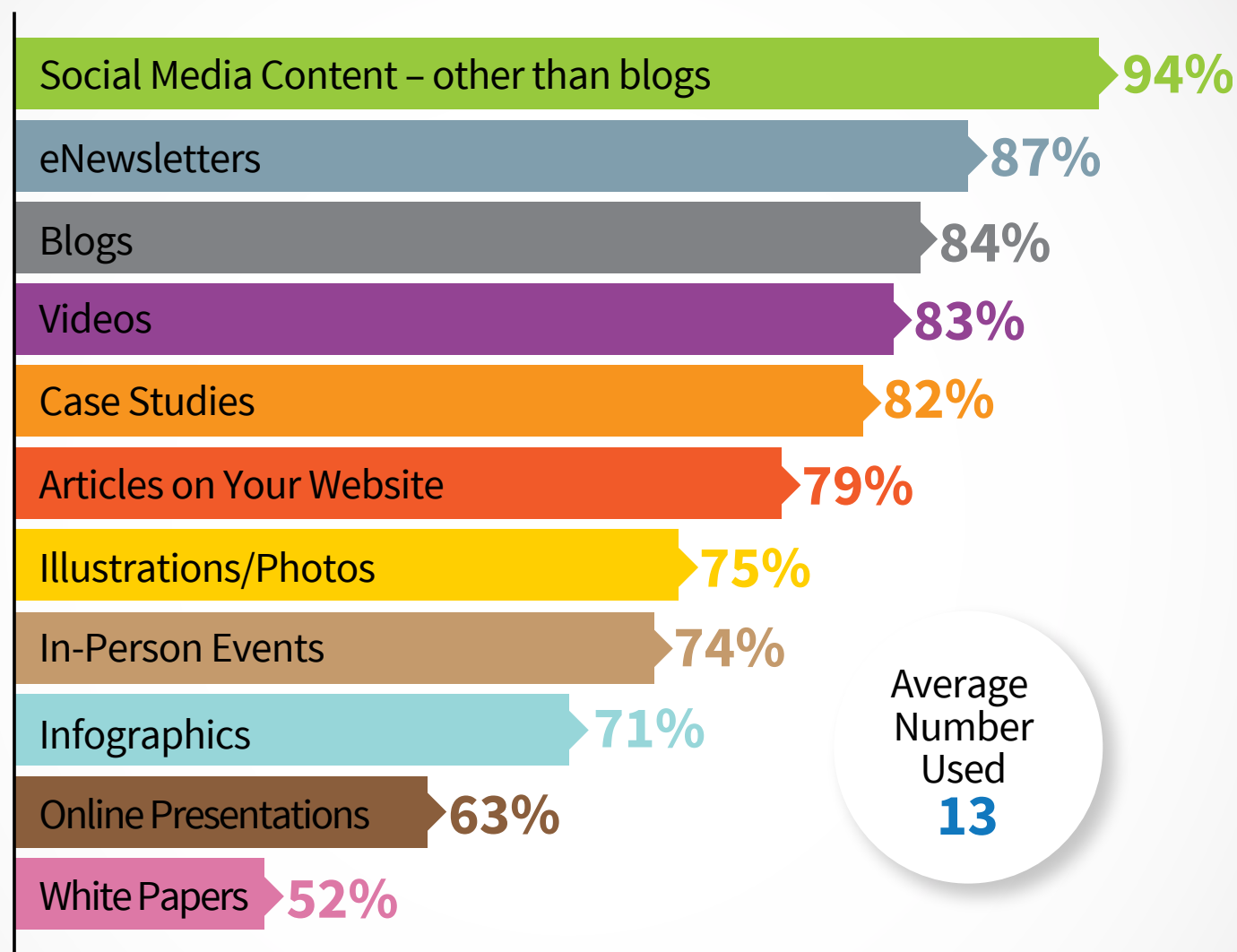
Content Marketing in the UK 2016: Benchmarks, Budgets, and Trends: Content Marketing Institute

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

88% SAY THEY WILL
PRODUCE MORE

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

UK Content Marketing Tactic Usage



Note: Fewer than 50% of UK marketers said they use the following tactics: Research Reports (48%), Webinars/Webcasts (43%), Microsites/Separate Website Hubs (39%), Branded Content Tools (38%), eBooks (38%), Print Magazines (35%), Books (32%), Digital Magazines (29%), Mobile Apps (27%), Podcasts (25%), Print Newsletters (19%), Virtual Conferences (19%), and Games/Gamification (13%).

Content Marketing in the UK 2016: Benchmarks, Budgets, and Trends: Content Marketing Institute

Which content marketing tactics does your organization use?

94% USE SOCIAL MEDIA CONTENT

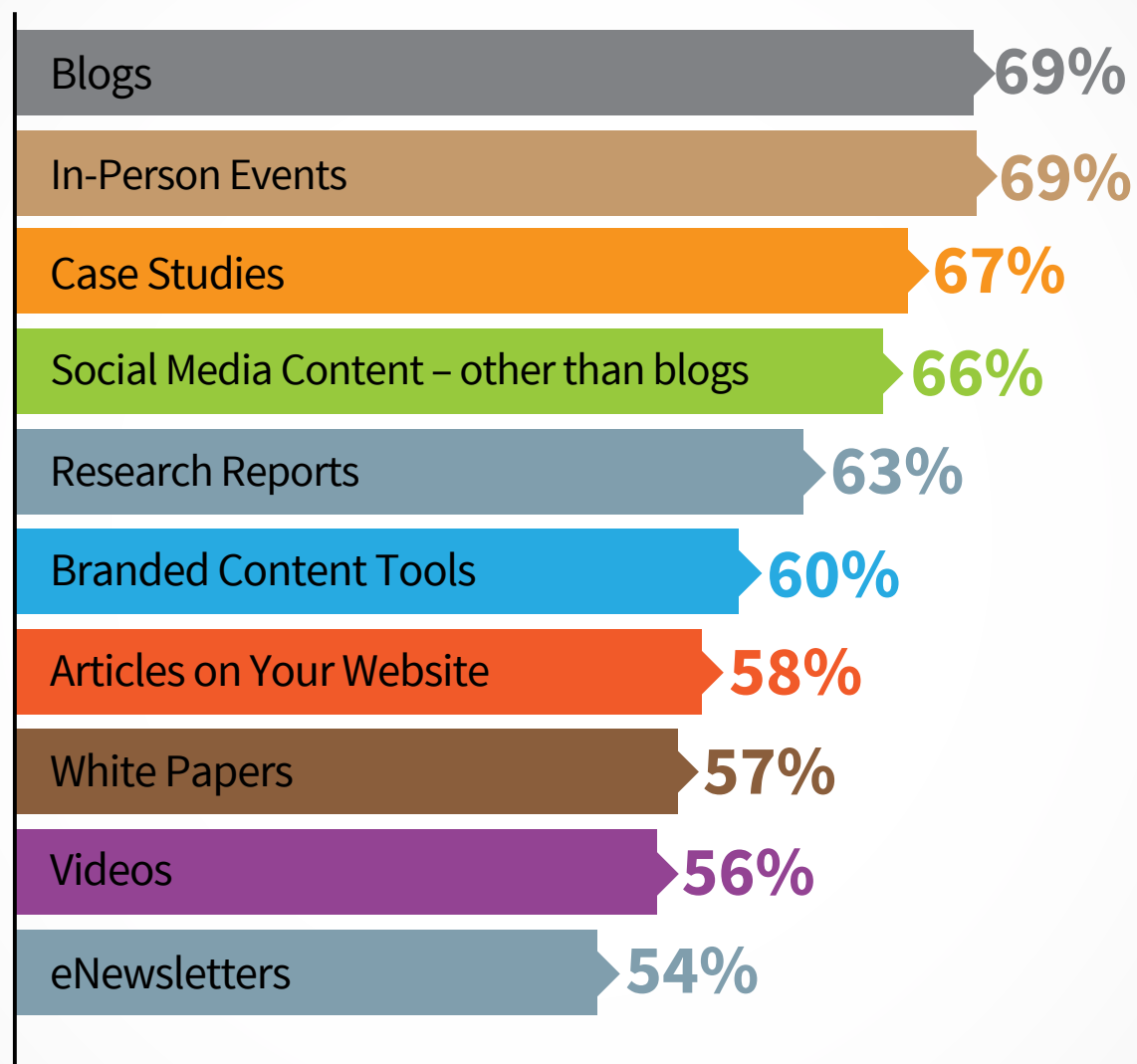
Last year, UK marketers used an average of 12 content marketing tactics. Their use of all the tactics shown on the accompanying chart has increased over last year, except for eNewsletters and articles on your website, which dipped very slightly.

Social media content (other than blogs) is once again the most often used tactic (89% last year vs. 94% this year).

The greatest increases in use over last year were for:

- Illustrations/photos (63% last year vs. 75% this year)
- Videos (73% last year vs. 83% this year)
- Infographics (61% last year vs. 71% this year)

Effectiveness Ratings for UK 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 marketing tactics with effectiveness ratings include the following: Infographics (52%), Microsites/Separate Website Hubs (50%), eBooks (49%), Webinars/Webcasts (49%), Illustrations/Photos (48%), Online Presentations (45%), and Print Magazines (32%). Additional tactics may not appear here due to their low incidence of use.

Content Marketing in the UK 2016: Benchmarks, Budgets, and Trends: Content Marketing Institute

How effective are the tactics your organization uses?

69% SAY BLOGS AND IN-PERSON EVENTS ARE EFFECTIVE

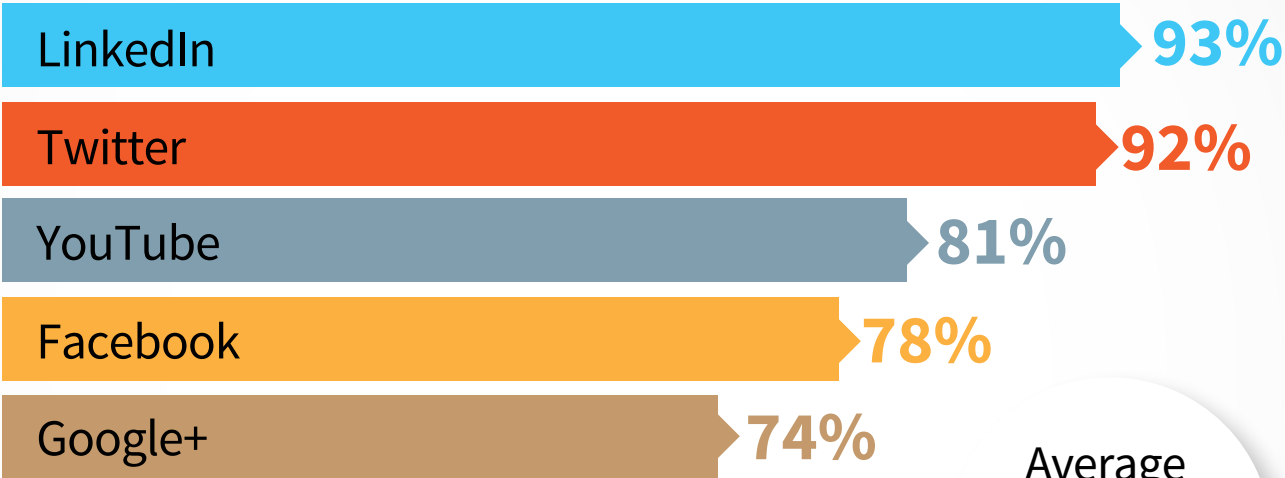
Of the content marketing tactics they use, the accompanying chart shows the 10 that UK marketers say are most effective.

Two tactics that appeared on this chart last year (webinars/webcasts and infographics) have been replaced by two tactics whose effectiveness ratings have increased (research reports and branded content tools). To summarize:

- Research reports increased from 51% last year to 63% this year
- Branded content tools increased from 44% last year to 60% this year
- Webinars/webcasts decreased from 60% last year to 49% this year
- Infographics decreased from 55% last year to 52% this year

Each of the other tactics shown on the chart either increased slightly or decreased slightly.

UK Content Marketing Social Media Platform Usage



Average
Number
Used
6

Note: Fewer than 50% of UK marketers said they use the following social media platforms: SlideShare (49%), Instagram (39%), Pinterest (36%), Vimeo (32%), Vine (15%), iTunes (14%), Tumblr (12%), SnapChat (6%), Periscope (5%), and Medium (3%).

Content Marketing in the UK 2016: Benchmarks, Budgets, and Trends: Content Marketing Institute

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

93% USE LINKEDIN

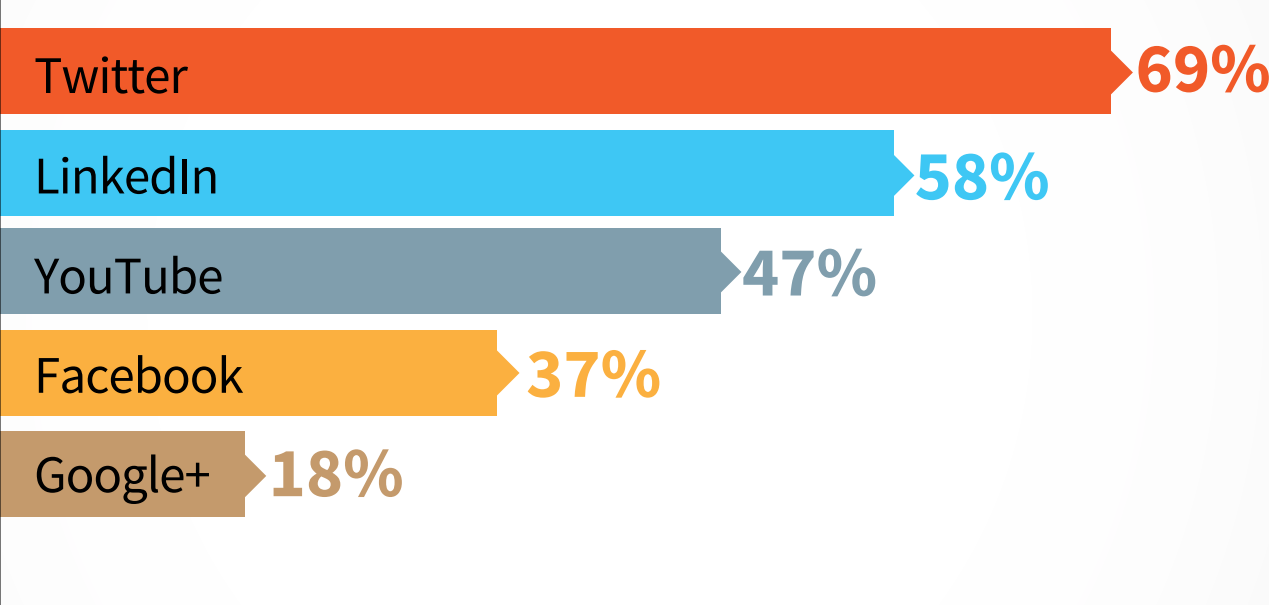
Like last year, UK marketers use an average of six social media platforms. LinkedIn is still the platform they use the most (96% last year vs. 93% this year).

Usage of all of the other four platforms shown on the accompanying chart increased over last year. The greatest increase was for YouTube (68% last year vs. 81% this year).

Effectiveness Ratings for UK Content Marketing Social Media Platforms

How effective are the social media platforms your organization uses?

69% SAY TWITTER IS EFFECTIVE



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.”

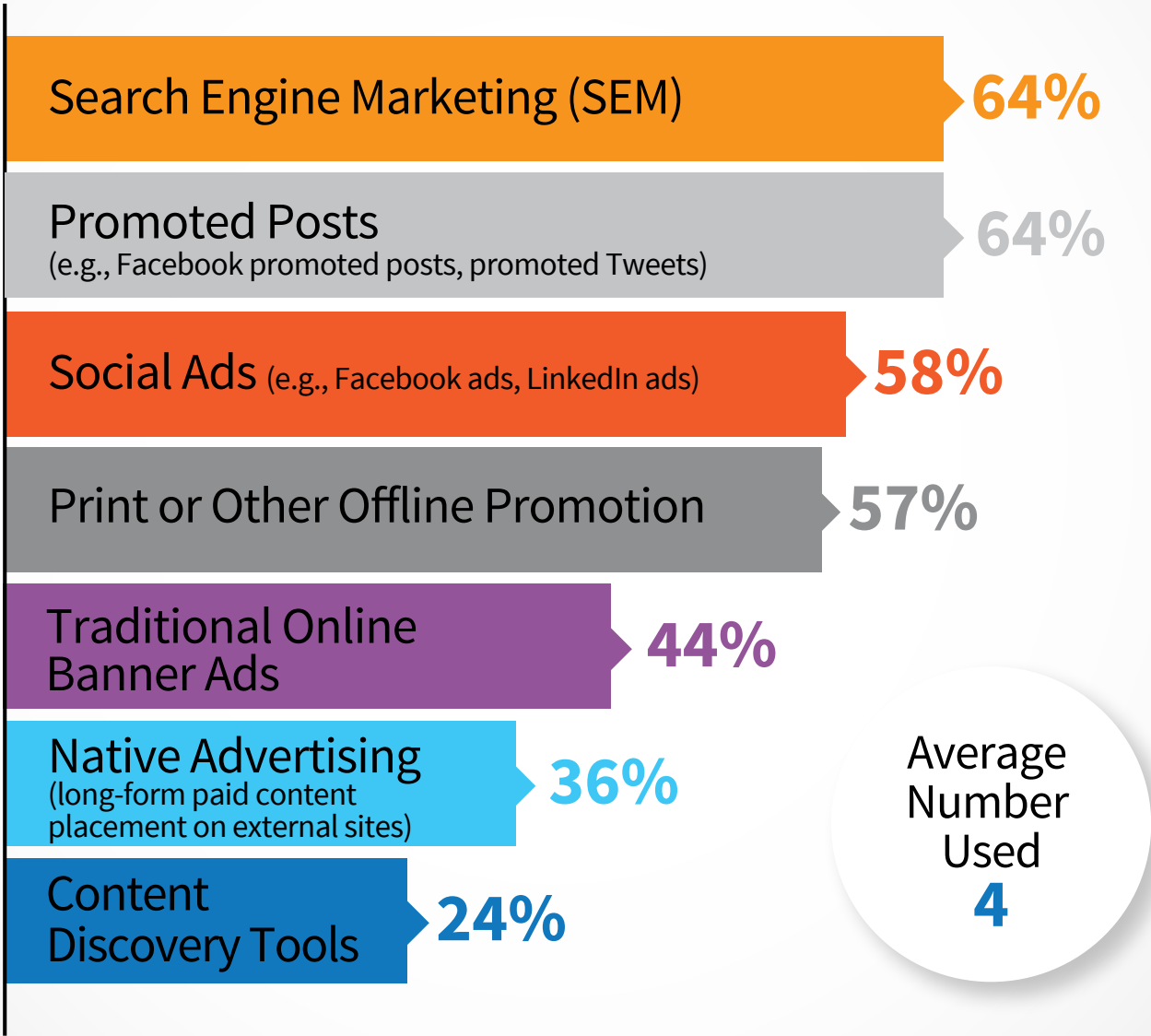
Content Marketing in the UK 2016: Benchmarks, Budgets, and Trends: Content Marketing Institute

This chart shows how UK marketers rate the five social media platforms they use most often in terms of effectiveness.

Like last year, UK marketers say Twitter is the most effective social media platform; however, the percentage who said it is effective decreased this year (75% last year vs. 69% this year). The effectiveness ratings for all of the other platforms shown on the chart decreased very slightly over last year as well, except for Facebook.

The effectiveness rating for Facebook increased from 29% last year to 37% this year.

UK Paid Advertising Usage



Content Marketing in the UK 2016: Benchmarks, Budgets, and Trends: Content Marketing Institute

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

SEM AND PROMOTED POSTS
TOP THE LIST

Use of each of the paid methods to promote/distribute content shown on the accompanying chart increased over last year (last year, the average number used was three).

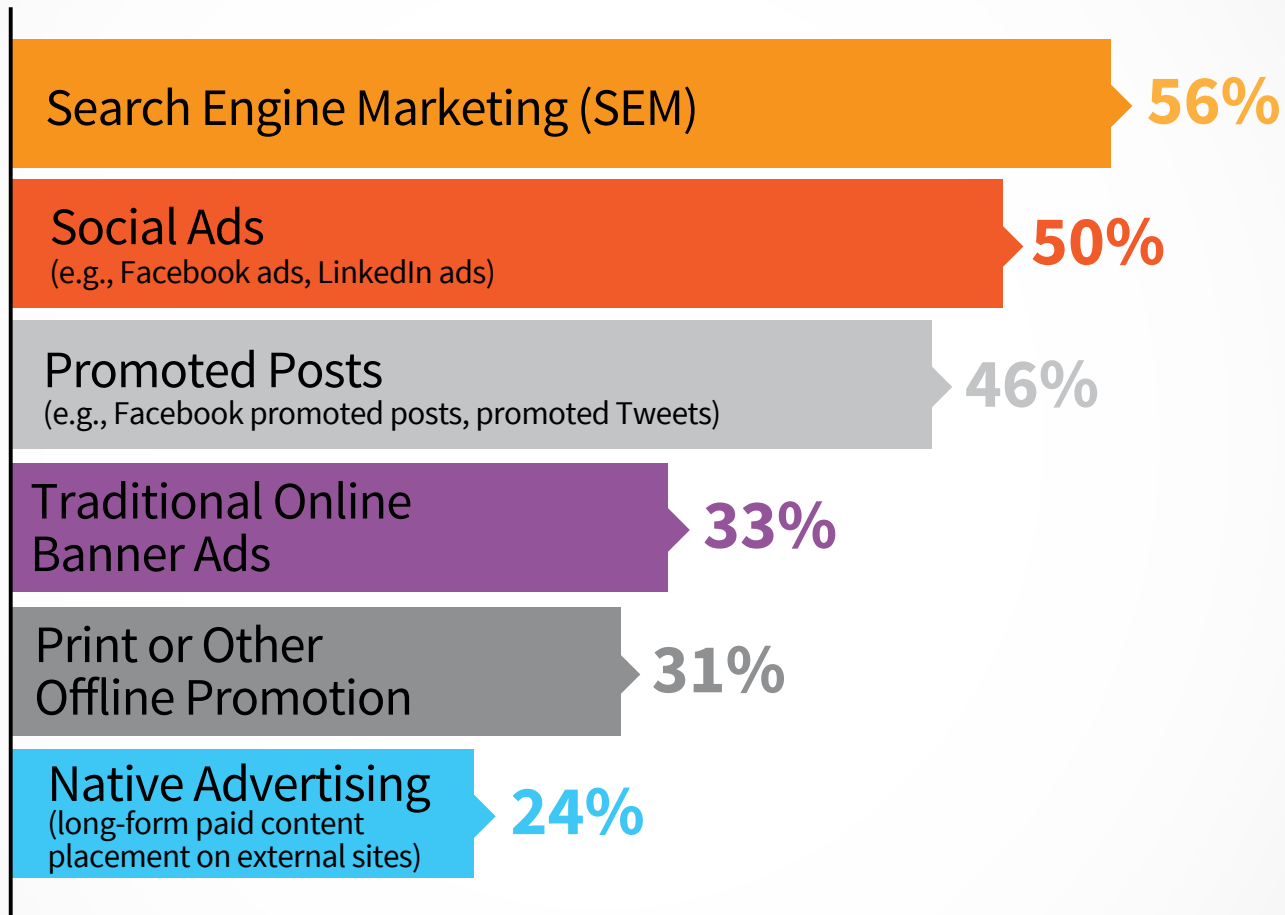
Last year, search engine marketing (SEM) and print or other offline promotion tied for the top spot on this list (at 54%).

Promoted posts are now being used as often as SEM, and the use of social ads increased by 10 percentage points.

To summarize the greatest increases:

- SEM increased from 54% to 64%
- Promoted posts increased from 34% to 64%
- Social ads increased from 48% to 58%

Effectiveness Ratings for UK 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 their low incidence of use.

Content Marketing in the UK 2016: Benchmarks, Budgets, and Trends: Content Marketing Institute

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

56%

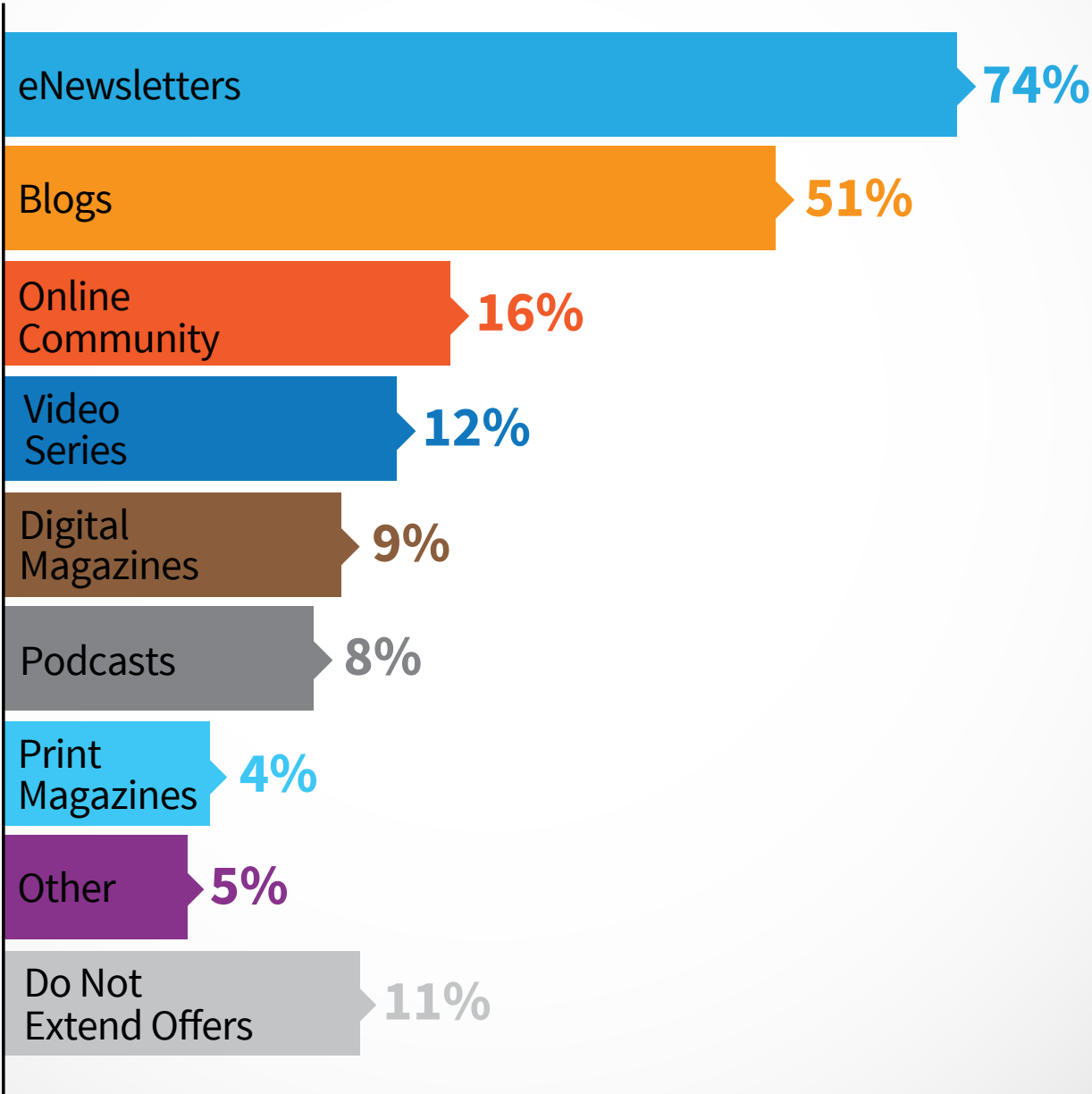
SAY SEM IS EFFECTIVE

Once again this year, UK marketers say search engine marketing (SEM) is the most effective paid method they use to promote/distribute content (46% last year vs. 56% this year).

Effectiveness ratings increased for all methods shown here, except for print or other offline promotion (34% last year vs. 31% this year). The other methods increased as follows:

- Promoted posts (44% last year vs. 46% this year)
- Social ads (44% last year vs. 50% this year)
- Native advertising (20% last year vs. 24% this year)
- Traditional online banner ads (23% last year vs. 33% this year)

Content Offers UK Marketers
Ask Audience to Subscribe to



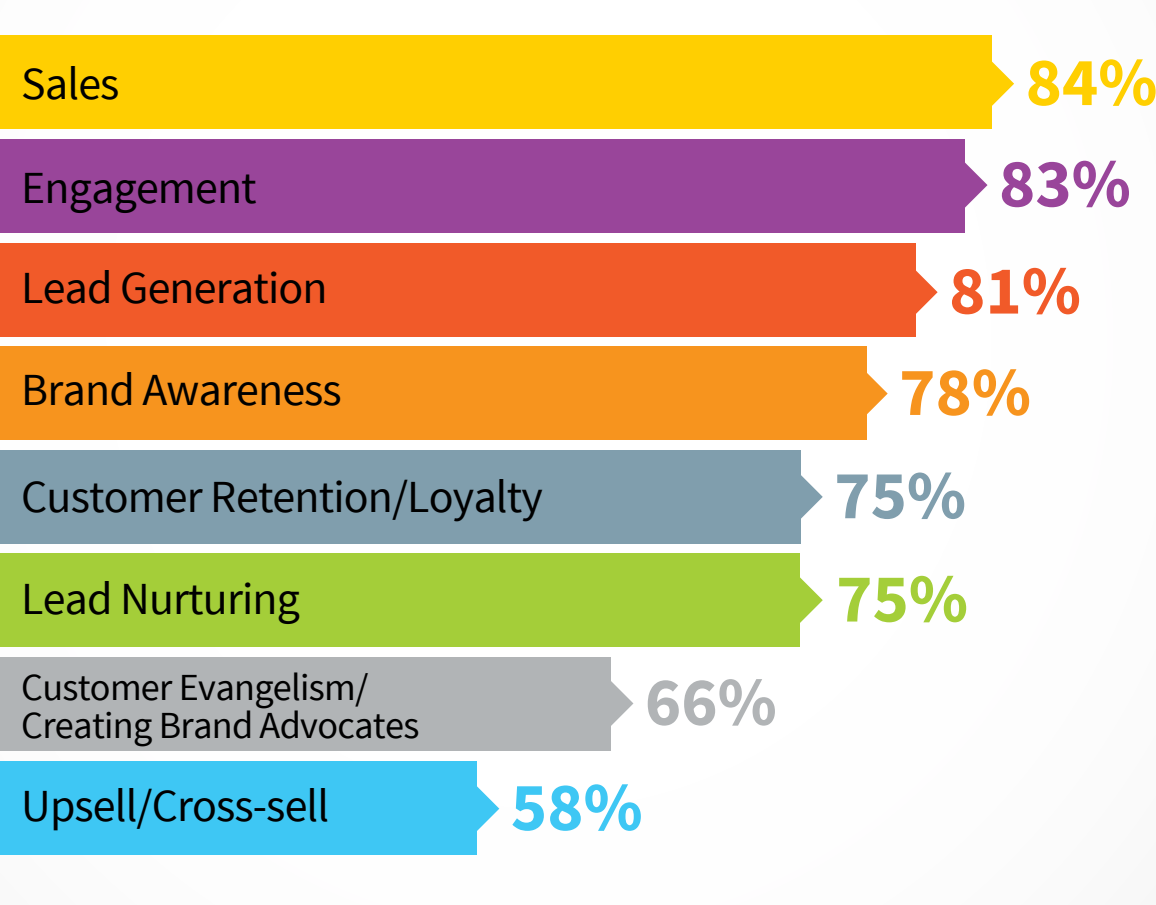
Content Marketing in the UK 2016: Benchmarks, Budgets, and Trends: Content Marketing Institute

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

74% SAY eNEWSLETTERS

86% of UK marketers extend at least one
content offer. Nearly all who extend offers
focus primarily on eNewsletters and blogs.

Organizational Goals for UK Content Marketing



Content Marketing in the UK 2016: Benchmarks, Budgets, and Trends: Content Marketing Institute

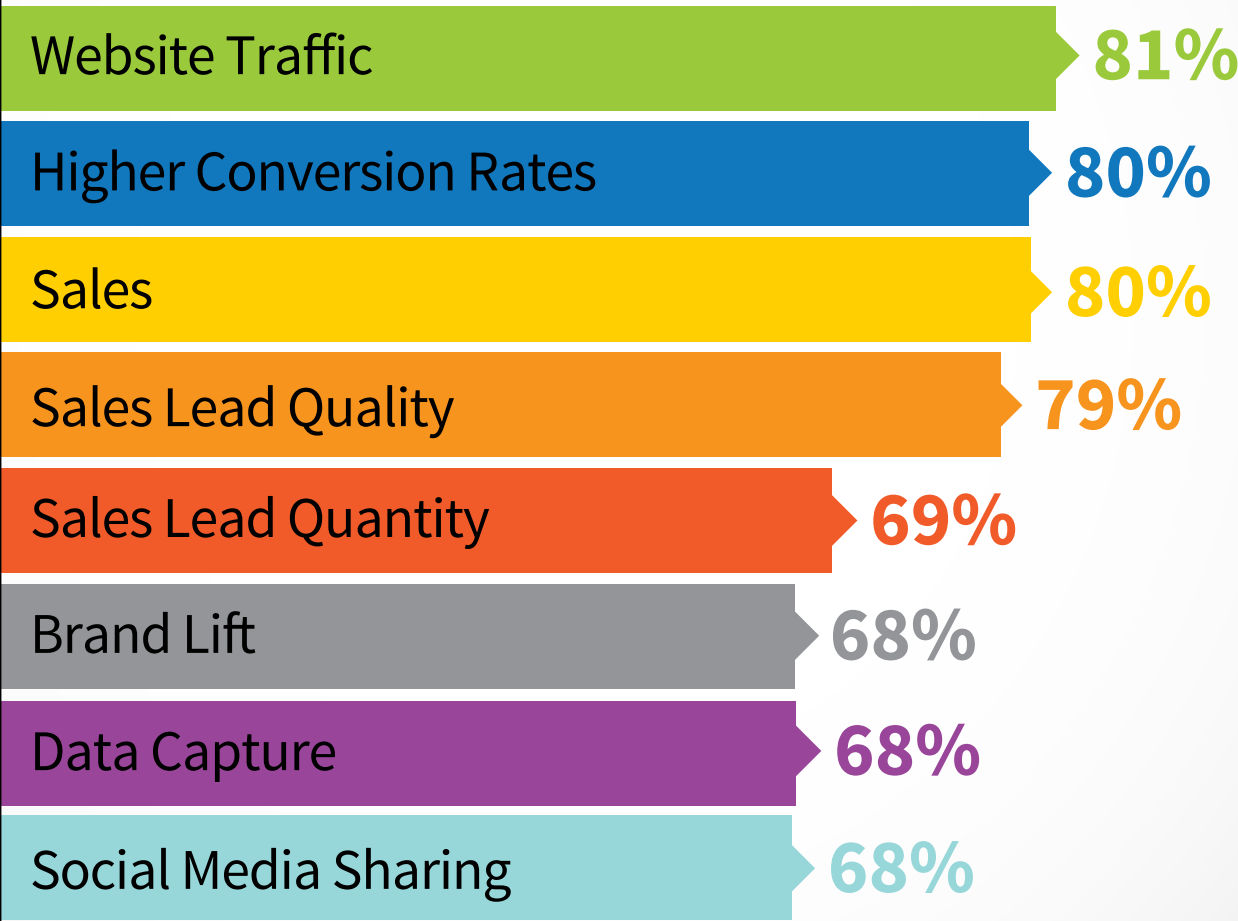
How important will each of these content marketing goals be to your organization in the next 12 months?

84% SAY SALES IS AN IMPORTANT GOAL

Last year, 91% of UK marketers said engagement was an important goal. More are focused on sales this year than they were last year (84% this year vs. 77% last year).

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 UK Content Marketers Use



Content Marketing in the UK 2016: Benchmarks, Budgets, and Trends: Content Marketing Institute

How important are the following metrics that your organization uses?

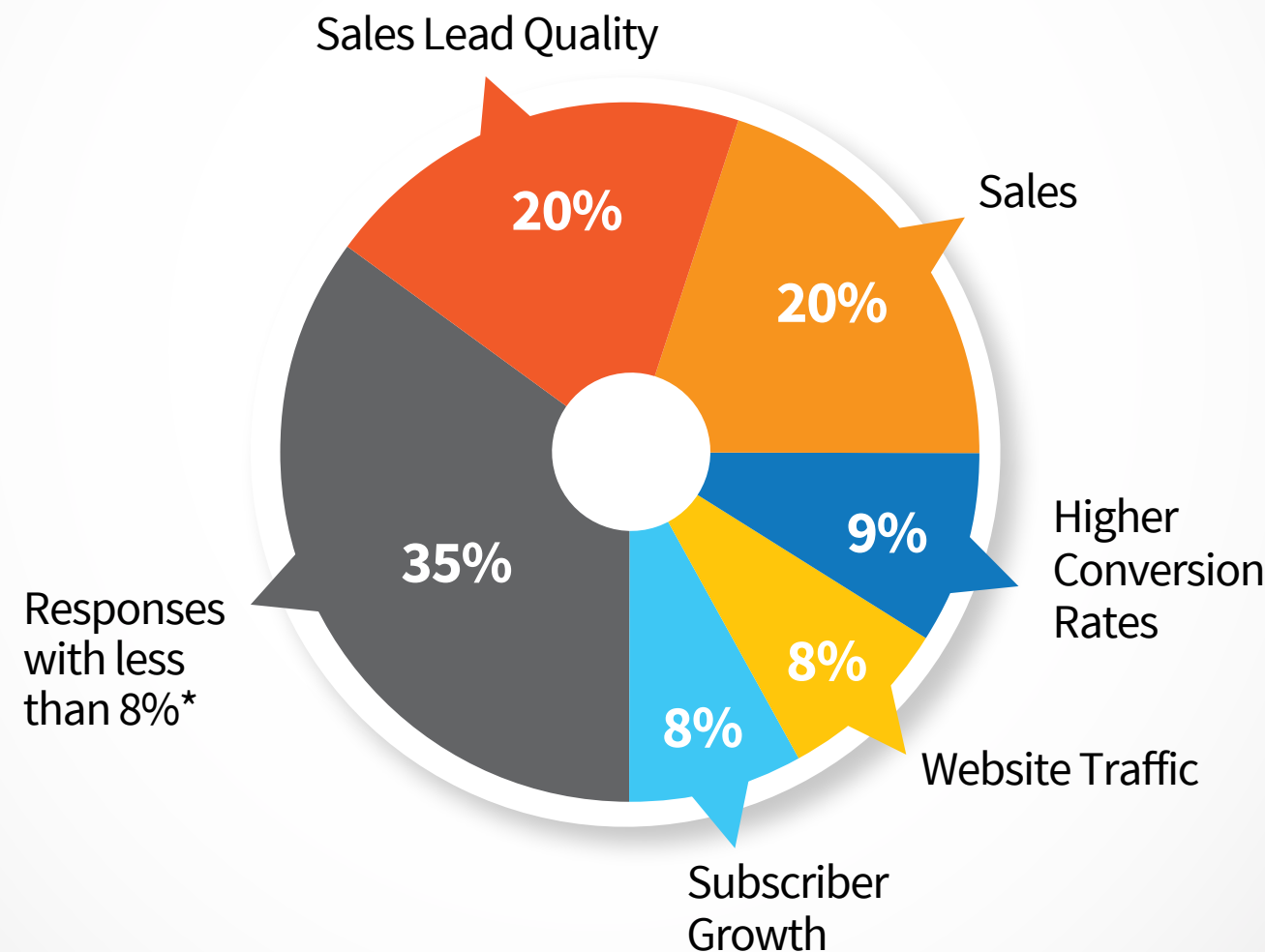
81% SAY WEBSITE TRAFFIC IS AN IMPORTANT METRIC

UK marketers rated website traffic, higher conversion rates, sales, and sales lead quality most highly in terms of how important they are to measuring the effectiveness or success of their organization’s content marketing program.

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 (66%), Customer Renewal Rates (66%), SEO Ranking (66%), Time Spent on Website (64%), Inbound Links (64%), Purchase Intent (62%), Qualitative Feedback from Customers (60%), and Cost Savings (30%).

The Most Important Metric That UK Content Marketers Use



Content Marketing in the UK 2016: Benchmarks, Budgets, and Trends: Content Marketing Institute

What is THE MOST important metric that your organization uses?

20% SAY SALES AND ANOTHER 20% SAY SALES LEAD QUALITY

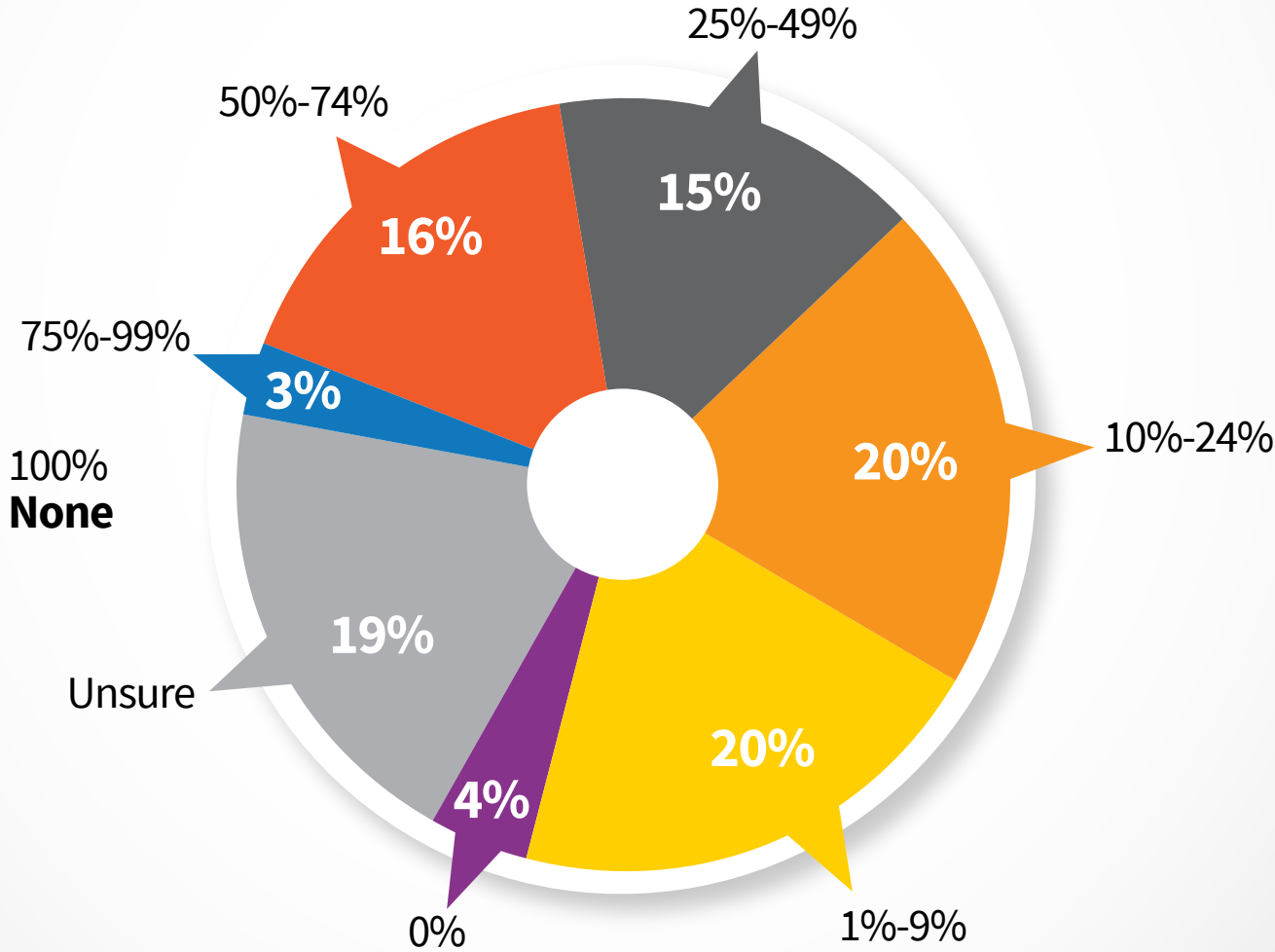
When presented with the same list of metrics shown on p. 23 of this report—and asked, “which is the most important metric that your organization uses”—UK marketers were equally divided between sales and sales lead quality.

***Responses with less than 8% include:** Sales Lead Quantity (7%), Brand Lift (6%), SEO Ranking (3%), Social Media Sharing (3%), Data Capture (3%), Qualitative Feedback from Customers (3%), Inbound Links (2%), Purchase Intent (2%), Cost Savings (1%), Customer Renewal Rates (1%), Time Spent on Website (1%), and Other (3%).

Percentage of Total Marketing Budget
Spent on UK Content Marketing

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

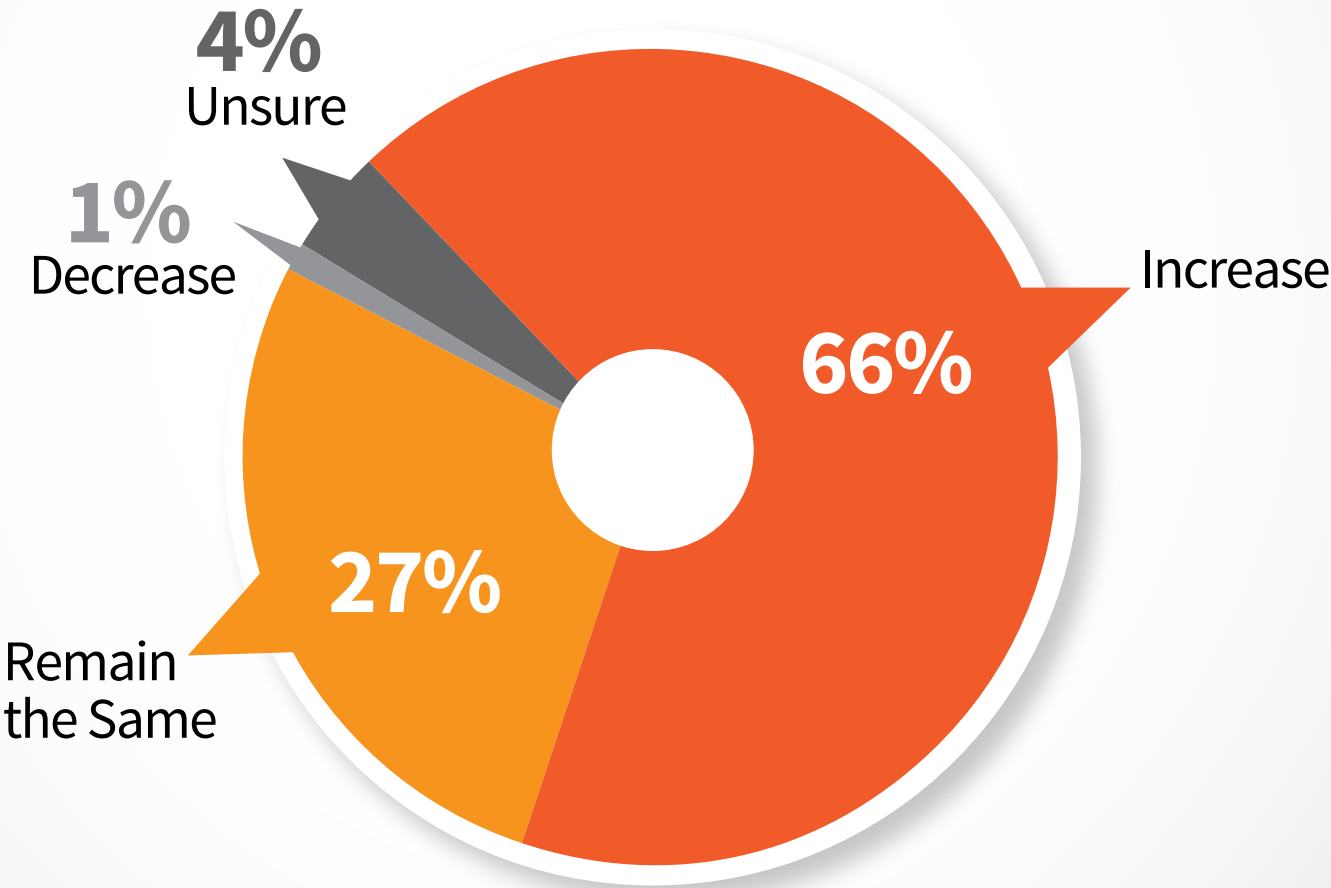
29% IS THE AVERAGE



UK marketers are spending a higher average proportion of total marketing budget on content marketing this year (29% this year vs. 26% last year). The most effective UK marketers spend 33% (on average), which is the same percentage they reported last year.

Content Marketing in the UK 2016: Benchmarks, Budgets, and Trends: Content Marketing Institute

UK Content Marketing Spending
(Over Next 12 Months)



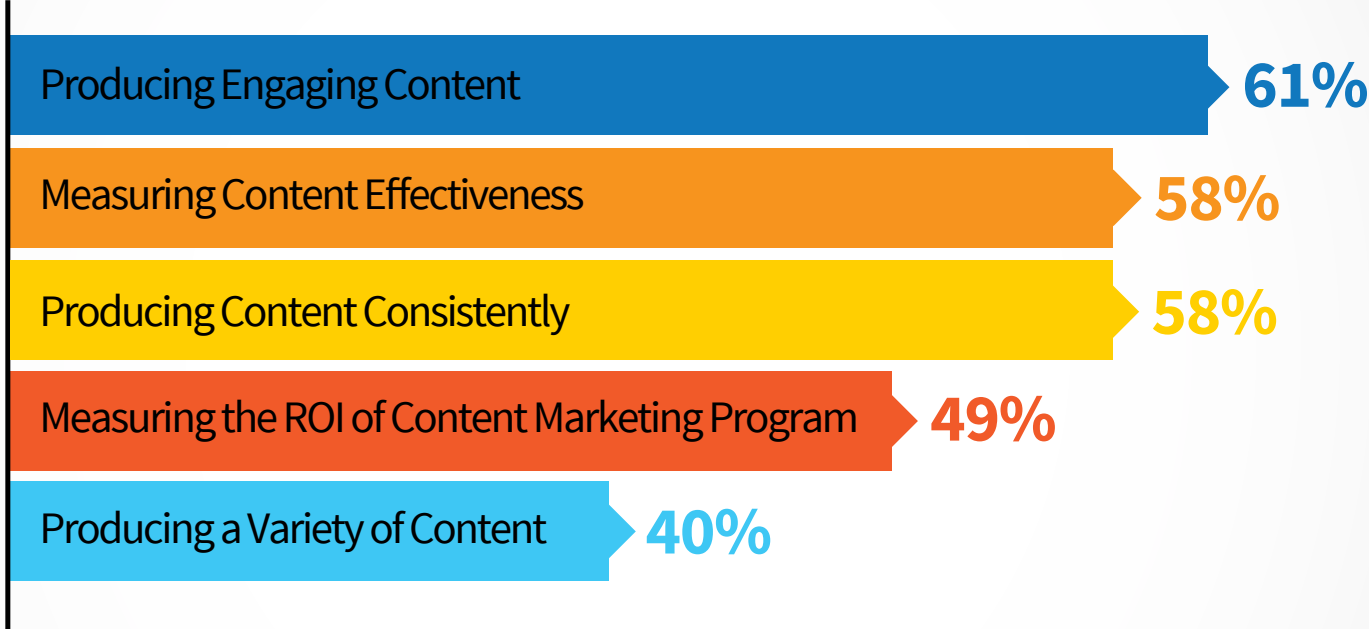
Content Marketing in the UK 2016: Benchmarks, Budgets, and Trends: Content Marketing Institute

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

66% SAY THEY WILL
INCREASE SPENDING

Last year, 64% of UK marketers said they
would increase spending vs. 66% this year.

Top Five Challenges for UK Content Marketers



Note: Other challenges include: Gaps in Knowledge and Skills of Internal Team (32%), Lack of Budget (26%), Finding/Training Skilled Content Marketing Professionals/Content Creators (24%), Lack of Integration Across Marketing (22%), Lack of Buy-In/Vision from Higher-Ups Inside Our Organization (19%), Understanding/Choosing Technologies Needed (18%), Implementing the Technology Already in Place (10%), and Other Challenges (4%).

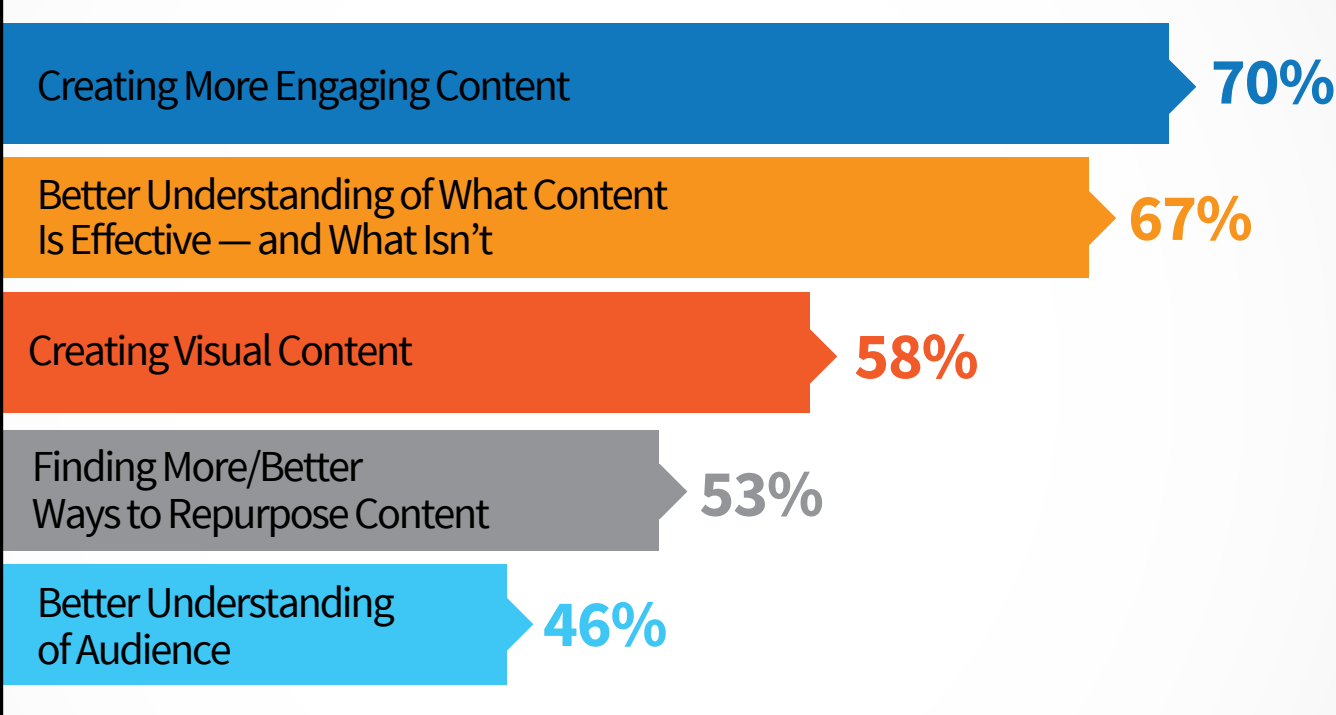
Content Marketing in the UK 2016: Benchmarks, Budgets, and Trends: Content Marketing Institute

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

61% SAY PRODUCING ENGAGING CONTENT

In terms of producing engaging content, the most effective UK marketers are less challenged than the overall sample (49% vs. 61%). The most effective UK marketers say measuring content effectiveness is their greatest challenge (61%).

Top Five Priorities for UK Content Creators



Note: Other priorities include: *Becoming Better Storytellers* (42%), *Content Optimization* (35%), *Becoming Stronger Writers* (27%), *Content Curation* (20%), *Content Personalization* (20%), and *Other Priorities* (3%).

Content Marketing in the UK 2016: Benchmarks, Budgets, and Trends: Content Marketing Institute

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

70% SAY CREATING MORE ENGAGING CONTENT

When compared with the overall sample, the most effective UK marketers put creating more engaging content fourth on their list of priorities (54%). Their top priority is developing a better understanding of what content is effective—and what isn’t (68%), followed by creating visual content (63%) and finding more/better ways to repurpose content (61%).

Additionally, when compared with the overall sample, the most effective UK marketers put more emphasis on becoming better storytellers, which is their fifth priority (46%), than on developing a better understanding of their audience (39%).

Profile of a Best-in-Class UK Content Marketer

	Most Effective	Average/ Overall
Organization is clear on what an effective or successful content marketing program looks like	88%	54%
Describes organization as sophisticated/mature	78%	32%
Meets daily or weekly to discuss content marketing program	56%	41%
Finds meetings extremely or very valuable	78%	59%
Has a documented content marketing strategy	46%	37%
Has a documented editorial mission statement	49%	32%
Average number of tactics used	14	13
Average number of social media platforms used	7	6
Average number of paid advertising methods used	4	4
Average percentage of total marketing budget spent on content marketing	33%	29%
Plans to increase content marketing budget in next 12 months	63%	66%

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.

Content Marketing in the UK 2016: Benchmarks, Budgets, and Trends: Content Marketing Institute

DEMOGRAPHICS

Content Marketing in the UK 2016: Benchmarks, Budgets, and Trends was produced by **Content Marketing Institute** and sponsored by **Lionbridge**.

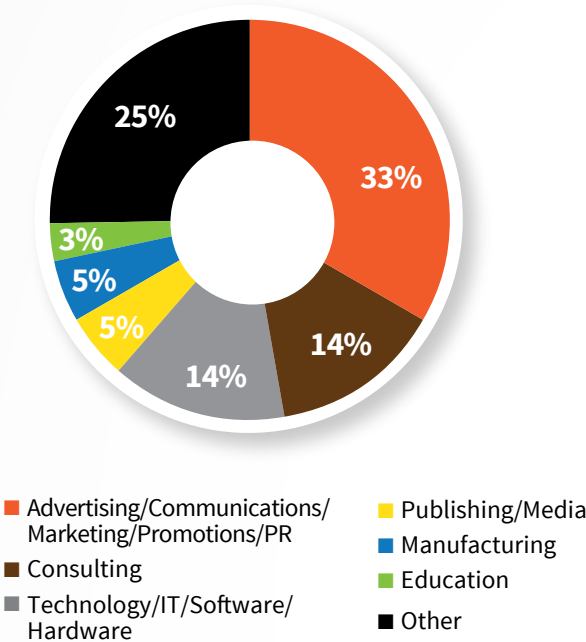
The sixth annual content marketing survey, from which the results of this report were generated, was mailed electronically to a sample of marketers using lists from Content Marketing Institute, MarketingProfs, the Association for Data-driven Marketing and Advertising (ADMA), the Business Marketing Association (BMA), Blackbaud, *Industry Week*, *New Equipment Digest*, and WTWH 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 133 respondents who said they were for-profit marketers in the UK (65% B2B, 11% B2C, and 24% both B2B+B2C).

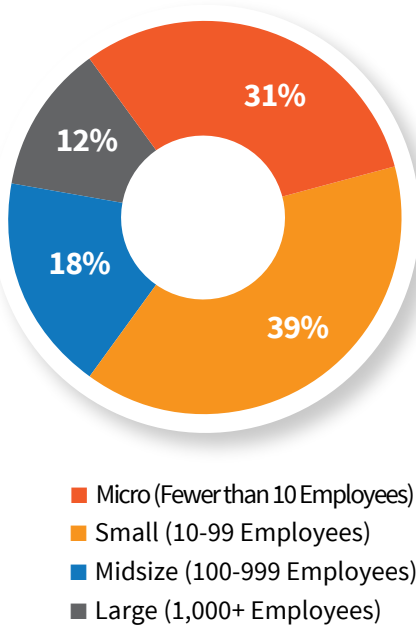
Any for-profit North America and Australia data referred to in this report also derive from the sixth annual content marketing survey.

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.

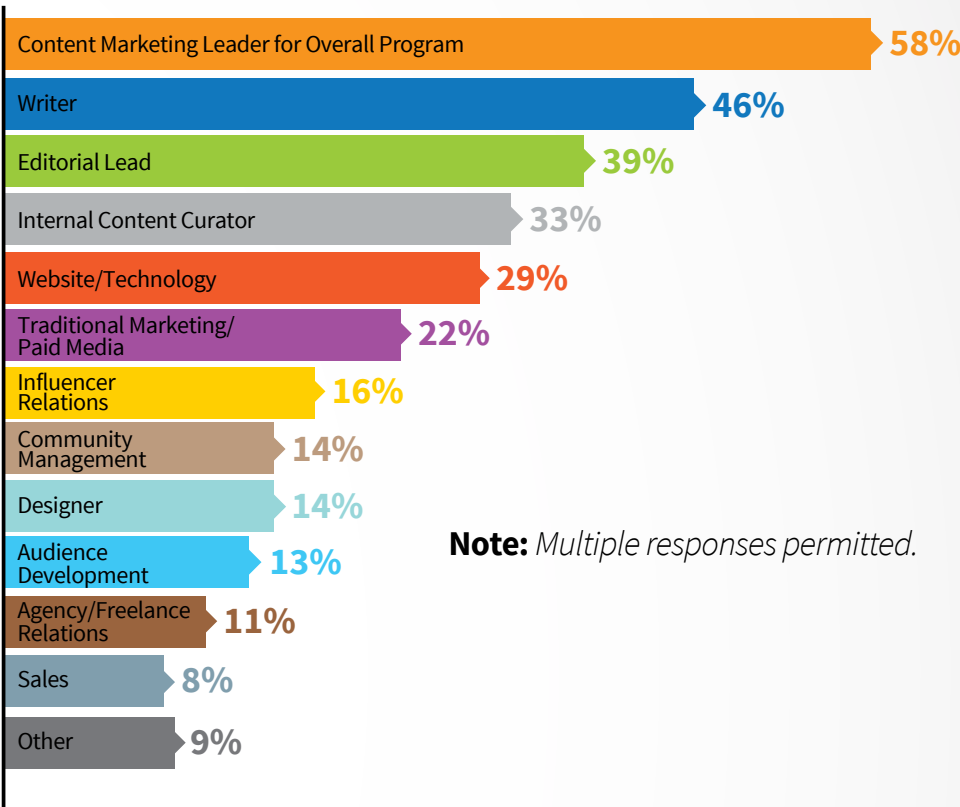
UK Industry Classification



Size of UK Company (by Employees)



UK Content Marketing Roles



Note: Multiple responses permitted.

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 Lionbridge

As the world's largest marketing localization firm, **Lionbridge** combines language expertise and operational capabilities to enable more than 800 world-leading brands to engage their global customers with the greatest impact. We provide industry-leading translation and localization services, as well as highly scalable global marketing solutions to fuel customer loyalty, enhance client service, ensure brand messaging, and drive global growth. By leveraging our global operating model, flexible approach to technology, and deep language and cultural expertise to support global marketing execution, brands are able to deliver local relevance on a global scale.