2017 Benchmarks, Budgets, and Trends—North America
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</table>
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
### COMPARISON CHART

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

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

**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.

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

Base = Content marketers; aided list.

2017 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
How is content marketing structured within your organization?

### B2B Content Marketing Organizational Structure

- **Centralized content marketing group** that works with multiple brands/product lines throughout the organization: 24%
- **Each brand (product line/property) has its own content marketing team**: 5%
- **Both: A centralized group as well as individual teams throughout the organization**: 13%
- **Small (or one-person) marketing/content marketing team serves the entire organization**: 55%
- **Other**: 2%

*Base = Content marketers; aided list.*

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

- **42%** Yes, had a positive impact
- **9%** Yes, had a negative impact
- **48%** No changes

*Base = Content marketers; aided list.*
CONTENT MARKETING

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
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

- **Yes**: 41%
- **No**: 30%
- **Unsure**: 29%

*Base = Content marketers; aided list.*
How would you describe your organization’s commitment level to content marketing?

B2B Organizations’ Commitment to Content Marketing

- **Very Committed**: 41%
- **Somewhat Committed**: 30%
- **Not Very Committed**: 6%
- **Not At All Committed**: 1%
- **Extremely Committed**: 22%

*Base = Content marketers; aided list.*

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

- Very Successful: 19%
- Moderately Successful: 53%
- Minimally Successful: 22%
- Not At All Successful: 3%
- Extremely Successful: 3%

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.
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

- **Many More Successful**: 17%
- **Somewhat More Successful**: 45%
- **About the Same as One Year Ago**: 28%
- **Somewhat Less Successful**: 2%
- **Much Less Successful**: 1%
- **Does Not Apply**: 7%

*Base = Content marketers; aided list.*
CLARITY, COMMITMENT & OVERALL SUCCESS

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

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

- Content Creation (higher quality, more efficient) - 85%
- Strategy (development or adjustment) - 72%
- Content Marketing Has Become a Greater Priority - 53%
- Spending More Time on Content Marketing - 53%
- Content Distribution (better targeting, identification of what works) - 50%
- Management/HR (organizational changes, staffing, new content marketing roles) - 43%
- Content Measurement (growing in ability to show results) - 42%

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%).

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

- Not Enough Time Devoted to Content Marketing: 52%
- Content Creation Challenges: 49%
- Strategy Issues (lack of strategy, developing/adjusting strategy): 49%
- Management/HR (organizational changes, staffing issues): 38%
- Content Marketing Budget Issues (inadequate budget, budget cuts): 37%
- Content Marketing Not Prioritized Highly Enough: 34%
- Content Measurement Challenges: 32%

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%)
- Other (7%)

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

- Not Enough Time Devoted to Content Marketing: 57%
- Content-creation Challenges: 47%
- Management/HR (organizational changes, staffing issues): 43%
- Strategy Issues (lack of strategy, developing/adjusting strategy): 40%
- Content Marketing Not Prioritized Highly Enough: 33%
- Content Marketing Budget Issues (inadequate budget, budget cuts): 27%

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%).

Base = Content marketers who said their organizations’ content marketing success is somewhat/much less successful than one year ago. Aided list; multiple responses permitted.
Indicate your level of agreement with the following statements concerning content marketing in your organization.

**B2B Marketers’ Opinions About Content Marketing**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree</th>
<th>Neither Agree Nor Disagree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content marketing is an important component of our organization's marketing program</td>
<td>88%</td>
<td>8%</td>
<td>4%</td>
</tr>
<tr>
<td>Our organization is focused on providing an overall exceptional experience for our audience</td>
<td>78%</td>
<td>13%</td>
<td>9%</td>
</tr>
<tr>
<td>Our organization values creativity and craft in content creation and production</td>
<td>74%</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>Our organization is focused more on building long-term relationships than on getting quick (campaign-like) results from our content marketing</td>
<td>72%</td>
<td>13%</td>
<td>15%</td>
</tr>
<tr>
<td>Our organization is focused on building audiences (building one or more subscriber bases)</td>
<td>68%</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>Our organization has realistic expectations about what content marketing can achieve</td>
<td>68%</td>
<td>18%</td>
<td>14%</td>
</tr>
<tr>
<td>We are able to respond quickly when necessary to adjust our content marketing strategy</td>
<td>66%</td>
<td>18%</td>
<td>16%</td>
</tr>
<tr>
<td>Our leadership team gives us ample time to produce content marketing results</td>
<td>52%</td>
<td>24%</td>
<td>24%</td>
</tr>
</tbody>
</table>

*Base = Content marketers; aided list.*
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
Does your organization have a content marketing strategy?

Percentage of B2B Marketers Who Have a Content Marketing Strategy

- Yes, and it is documented: 37%
- Yes, but it is not documented: 41%
- No, with no plans to have one within 12 months: 4%
- No, but plan to have one within 12 months: 17%

Base = Content marketers; aided list.

2017 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
Which of the following elements are included in your content marketing strategy?

**Elements B2B Marketers Include in Their Content Marketing Strategy**

- A plan to operate content marketing as an ongoing business process, not simply a campaign: 73%
- Content mission and a differentiated story/value to deliver: 59%
- Deep understanding of audience personas: 57%
- A process to align with other sales/marketing/loyalty initiatives: 55%
- Well-defined business goals for content: 54%
- A measurement plan to provide both insight and progress toward the business goals: 51%
- The ability to scale over time (i.e., to grow along with your organization): 35%
- Other elements: 18%
- Unsure: 3%

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

2017 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
How effective is your content marketing strategy at helping your organization achieve its current content marketing goals?

Here is how B2B marketers rate the effectiveness of their content marketing strategy:

- **Very Effective**: 29%
- **Extremely Effective**: 5%
- **Moderately Effective**: 54%
- **Minimally Effective**: 10%
- **Not At All Effective**: 0%

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

- Much More Effective: 24%
- Somewhat More Effective: 46%
- About the Same as One Year Ago: 23%
- Somewhat Less Effective: 2%
- Much Less Effective: 0%
- Does Not Apply (program less than one year old): 5%

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

2017 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
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
Which content marketing tools does your organization currently use?

B2B Marketers’ Content Marketing Tool Usage

- Analytics Tools: 79%
- Dedicated Email Platform: 64%
- Editorial Calendar: 62%
- Content Management System: 56%
- Social Media Calendar: 56%
- Brand Style/Tone of Voice Guidelines: 51%
- Marketing Automation Software: 51%
- Buyer Personas: 47%
- Social Media Guidelines: 43%

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%).

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

<table>
<thead>
<tr>
<th>Technique</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website Analysis</td>
<td>58%</td>
</tr>
<tr>
<td>Keyword Search</td>
<td>57%</td>
</tr>
<tr>
<td>Employee Feedback</td>
<td>50%</td>
</tr>
<tr>
<td>Competitive Analysis</td>
<td>47%</td>
</tr>
<tr>
<td>Social Listening</td>
<td>44%</td>
</tr>
<tr>
<td>Customer Feedback/Panels</td>
<td>42%</td>
</tr>
<tr>
<td>A/B Testing</td>
<td>40%</td>
</tr>
<tr>
<td>Secondary Data Analysis</td>
<td>37%</td>
</tr>
</tbody>
</table>

**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%)
- Other (1%)

3% said they do not use techniques.

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

- **70%** More
- **25%** Same Amount
- **3%** Unsure
- **2%** Less

*Base = Content marketers; aided list.*
Which content marketing tactics does your organization use?

**B2B Marketers’ Content Marketing Tactic Usage**

<table>
<thead>
<tr>
<th>Tactic</th>
<th>Usage Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Content</td>
<td>83%</td>
</tr>
<tr>
<td>Blogs</td>
<td>80%</td>
</tr>
<tr>
<td>Email Newsletters</td>
<td>77%</td>
</tr>
<tr>
<td>In-Person Events</td>
<td>68%</td>
</tr>
<tr>
<td>Ebooks/White Papers</td>
<td>65%</td>
</tr>
<tr>
<td>Video (pre-produced)</td>
<td>60%</td>
</tr>
<tr>
<td>Infographics</td>
<td>58%</td>
</tr>
<tr>
<td>Webinars/Webcasts</td>
<td>58%</td>
</tr>
</tbody>
</table>

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%)
- Other (12%)

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

- Blogs: 52%
- Email Newsletters: 40%
- Social Media Content: 40%
- Ebooks/White Papers: 38%
- In-Person Events: 36%
- Webinars/Webcasts: 32%
- Video (pre-produced): 30%

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

<table>
<thead>
<tr>
<th>Concept</th>
<th>Always/Frequently</th>
<th>Sometimes</th>
<th>Rarely/Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prioritize delivering content quality over content quantity</td>
<td>76%</td>
<td>20%</td>
<td>4%</td>
</tr>
<tr>
<td>Consider how our content impacts the overall experience a person has</td>
<td>71%</td>
<td>22%</td>
<td>7%</td>
</tr>
<tr>
<td>Focus on creating content for our audience versus our brand</td>
<td>69%</td>
<td>23%</td>
<td>8%</td>
</tr>
<tr>
<td>Differentiate our content from our competition's</td>
<td>64%</td>
<td>26%</td>
<td>10%</td>
</tr>
<tr>
<td>Deliver content consistently</td>
<td>58%</td>
<td>28%</td>
<td>14%</td>
</tr>
<tr>
<td>Craft content based on specific points of the buyer's journey</td>
<td>53%</td>
<td>32%</td>
<td>15%</td>
</tr>
<tr>
<td>Prioritize providing the right content to the right person at the right time</td>
<td>50%</td>
<td>34%</td>
<td>16%</td>
</tr>
</tbody>
</table>

Base: Content marketers; aided list.

2017 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
### Channels B2B Marketers Use to Distribute Content

<table>
<thead>
<tr>
<th>Channel</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>93%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>89%</td>
</tr>
<tr>
<td>Twitter</td>
<td>77%</td>
</tr>
<tr>
<td>Facebook</td>
<td>76%</td>
</tr>
<tr>
<td>YouTube</td>
<td>59%</td>
</tr>
<tr>
<td>Google+</td>
<td>35%</td>
</tr>
<tr>
<td>Print</td>
<td>30%</td>
</tr>
<tr>
<td>Instagram</td>
<td>26%</td>
</tr>
<tr>
<td>SlideShare</td>
<td>26%</td>
</tr>
</tbody>
</table>

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%).

**Average Number Used:** 6

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

<table>
<thead>
<tr>
<th>Channel</th>
<th>Importance to Overall Content Marketing Success</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>91%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>71%</td>
</tr>
<tr>
<td>Print</td>
<td>58%</td>
</tr>
<tr>
<td>YouTube</td>
<td>56%</td>
</tr>
<tr>
<td>Twitter</td>
<td>55%</td>
</tr>
<tr>
<td>SlideShare</td>
<td>40%</td>
</tr>
<tr>
<td>Facebook</td>
<td>38%</td>
</tr>
<tr>
<td>Instagram</td>
<td>30%</td>
</tr>
<tr>
<td>Google+</td>
<td>16%</td>
</tr>
</tbody>
</table>

**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.

*Base = Content marketers who use the channels shown; multiple responses permitted.*
Which paid methods of content promotion does your organization use in its content marketing efforts?

Paid Methods B2B Marketers Use to Promote Content

- Social Promotion: 84%
- Search Engine Marketing: 67%
- Print or Other Offline Promotion: 58%
- Traditional Online Banner Ads: 55%
- Native Advertising: 41%
- Content Discovery Tools: 18%

8% Do Not Use

Average Number Used: 3

Base = Content marketers. Aided list; multiple responses permitted.
How effective are the paid methods of content promotion that your organization uses?

Paid Methods B2B Marketers Use to Promote Content Rated by Effectiveness

- Search Engine Marketing: 54%
- Social Promotion: 50%
- Native Advertising: 35%
- Traditional Online Banner Ads: 27%
- Content Discovery Tools: 24%
- Print or Other Offline Promotion: 24%

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.

Base = Content marketers who use the paid methods shown; multiple responses permitted.
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
Which content marketing goals will your organization focus on over the next 12 months?

**Organizational Goals for B2B Content Marketing Over Next 12 Months**

<table>
<thead>
<tr>
<th>Goal</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead Generation</td>
<td>80%</td>
</tr>
<tr>
<td>Brand Awareness</td>
<td>79%</td>
</tr>
<tr>
<td>Engagement</td>
<td>71%</td>
</tr>
<tr>
<td>Lead Nurturing</td>
<td>66%</td>
</tr>
<tr>
<td>Sales</td>
<td>62%</td>
</tr>
<tr>
<td>Customer Retention/Loyalty</td>
<td>56%</td>
</tr>
<tr>
<td>Building an Audience via Subscription Growth</td>
<td>52%</td>
</tr>
</tbody>
</table>

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%).

Base: Content marketers. Aided list; multiple responses permitted.
Which metrics does your organization use to determine how well its content marketing is producing results?

**B2B Marketers’ Content Marketing Metrics Usage**

- Website Traffic: 78%
- Sales Lead Quality: 57%
- Social Media Sharing: 57%
- Time Spent on Website: 54%
- Higher Conversion Rates: 51%
- SEO Ranking: 51%
- Sales: 50%
- Sales Lead Quantity: 47%
- Subscriber/Community Growth: 40%

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.

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

<table>
<thead>
<tr>
<th>Metric</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website Traffic</td>
<td>42%</td>
</tr>
<tr>
<td>Sales Lead Quality</td>
<td>34%</td>
</tr>
<tr>
<td>Sales</td>
<td>30%</td>
</tr>
<tr>
<td>Higher Conversion Rates</td>
<td>27%</td>
</tr>
<tr>
<td>SEO Ranking</td>
<td>25%</td>
</tr>
<tr>
<td>Sales Lead Quantity</td>
<td>23%</td>
</tr>
<tr>
<td>Time Spent on Website</td>
<td>23%</td>
</tr>
<tr>
<td>Social Media Sharing</td>
<td>22%</td>
</tr>
<tr>
<td>Subscriber/Community Growth</td>
<td>21%</td>
</tr>
</tbody>
</table>

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.

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

- **Top-of-funnel**
  - Lead generation
  - Building an audience
  - 49%

- **Mid-funnel**
  - Developing relationships with qualified leads and existing customers
  - 35%

- **Bottom-of-funnel**
  - Conversions
  - Sales
  - 44%

- **Post-sales**
  - Retention
  - Upsell/Cross-Sell
  - Loyalty
  - Evangelism
  - 22%

- **Do not measure content marketing ROI**
  - 28%

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

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree</th>
<th>Neither Agree Nor Disagree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased audience engagement</td>
<td>75%</td>
<td>15%</td>
<td>10%</td>
</tr>
<tr>
<td>Increased our number of leads</td>
<td>72%</td>
<td>18%</td>
<td>10%</td>
</tr>
<tr>
<td>Increased our sales</td>
<td>57%</td>
<td>27%</td>
<td>16%</td>
</tr>
<tr>
<td>Decreased our cost of customer acquisition</td>
<td>27%</td>
<td>43%</td>
<td>30%</td>
</tr>
</tbody>
</table>

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

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

- 1% (1%)
- 5% (5%)
- 9% (9%)
- 13% (13%)
- 19% (19%)
- 22% (22%)
- 3% (3%)
- 0% (0%)
- Unsure (28%)

Average: 29%

Base = Content marketers; aided list.
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)**

- Increase: 39%
- Remain the Same: 45%
- Decrease: 14%
- Unsure: 2%

*Base = Content marketers; aided list.*

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


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: 25%
- Agency (Advertising, Digital Marketing, Content Marketing, PR, Marcom): 18%
- Manufacturing: 18%
- Consulting: 16%
- Publishing/Media: 9%
- Banking/Accounting/Financial: 5%
- Healthcare/Pharmaceuticals: 3%
- Engineering/Construction/Architecture: 3%
- Other: 3%

### Size of B2B Company (by Employees)

- Micro (Fewer than 10 Employees): 43%
- Small (10-99 Employees): 16%
- Midsize (100-999 Employees): 15%
- Large (1,000+ Employees): 11%

### B2B Job Title/Function

- Marketing/Advertising/Communications/PR Management: 43%
- Corporate Management (Owner/President, CEO, CMO): 16%
- Content Creation/Management: 15%
- Marketing – Staff/Support: 9%
- General Management (GM, VP): 6%
- Other: 11%
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.

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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.

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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.