

CONTENT MARKETING IN AUSTRALIA

2017

Benchmarks, Budgets,
and Trends



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WELCOME

Hello, Content Marketers,

It is our pleasure to present the fifth annual *Content Marketing in Australia: Benchmarks, Budgets, and Trends* report.

As Australian marketers continue to grow in experience and content marketing maturity, so too does their overall success with the approach.

In addition, many who are just starting out appear to have the right idea: 71% whose companies are in the young/first steps phase agree that their company is focused more on building long-term relationships than on getting quick results from content marketing.

Our hope is that your company views content marketing as an opportunity to build an audience and create ongoing value—versus just another method to generate leads and sales. The right vision—along with a documented content marketing strategy and a strong commitment to content marketing—are the first steps toward tangible business results.

**Yours in content,
Joe & Jodie**



Joe Pulizzi

Founder
Content Marketing Institute



Jodie Sangster

Chief Executive Officer
The Association for
Data-driven Marketing
and Advertising

COMPARISON CHART

Differences Between Australian Marketers by Organization's Content Marketing Maturity Level

	Sophisticated/ Mature	Total Australia Sample	Young/ First Steps
Organization is extremely/very committed to content marketing	91%	59%	27%
Organization is clear on what an effective or successful content marketing program looks like	76%	49%	19%
Organization's overall content marketing approach is extremely or very successful	56%	25%	3%
Organization's overall content marketing approach is much more or somewhat more successful compared with one year ago	73%	59%	43%
Has a documented content marketing strategy	71%	44%	14%
Measures content marketing ROI	88%	76%	54%
Percentage of total marketing budget allocated to content marketing (average)	36%	30%	18%
Agrees that organization values creativity and craft in content creation and production	94%	68%	46%
Agrees that organization is focused more on building long-term relationships than on getting quick results from content marketing	91%	77%	71%
Agrees that organization is focused on building audiences (one or more subscriber bases)	91%	69%	51%
Always/frequently differentiates content from competition's	88%	60%	48%

See page 7 for a definition of content marketing maturity levels.

Content Marketing in Australia 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

AUSTRALIAN CONTENT MARKETING

USAGE & TEAM ORGANIZATION

35%

Are in the sophisticated/
mature phase of
content marketing
maturity

52%

Have small content
marketing teams
serving the entire
organization

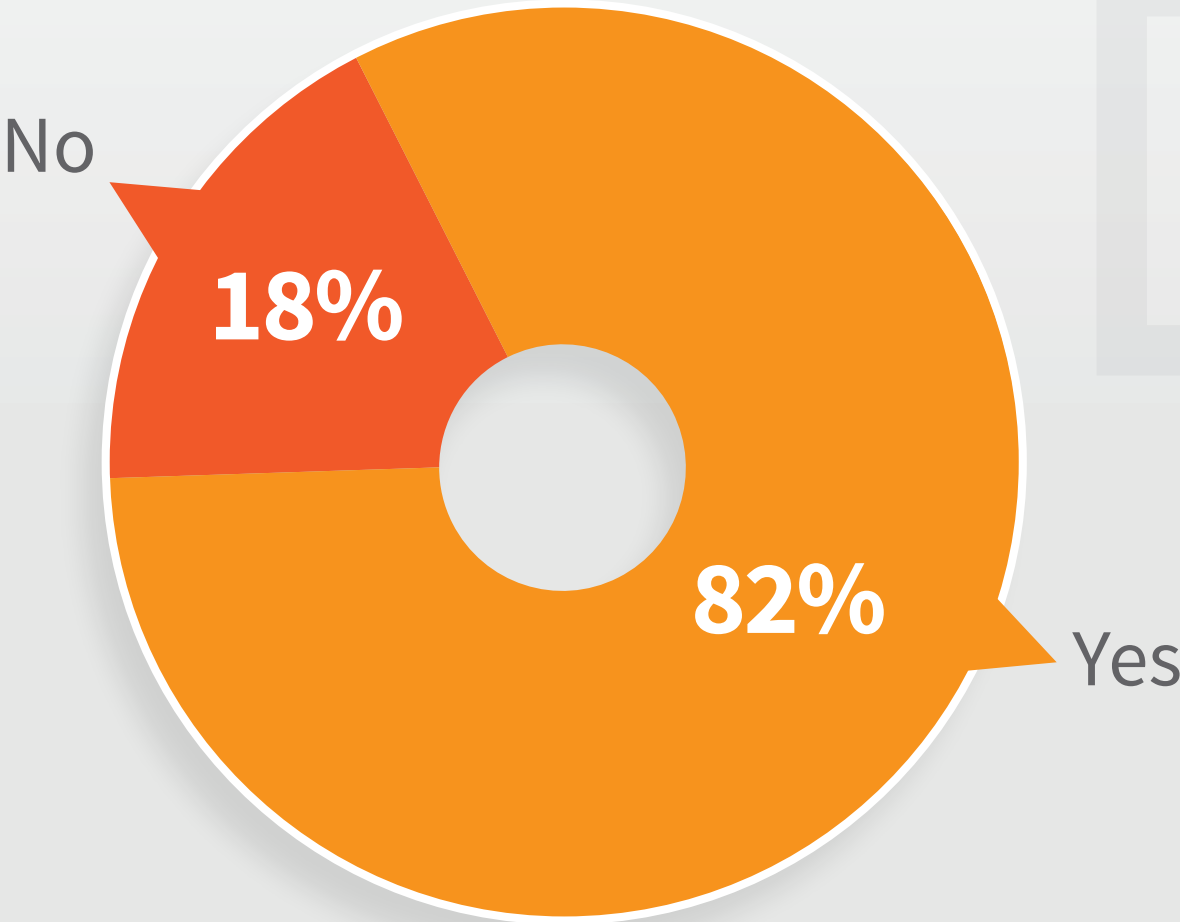
40%

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



Does your organization use content marketing?

Percentage of Australian Marketers Using Content Marketing



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

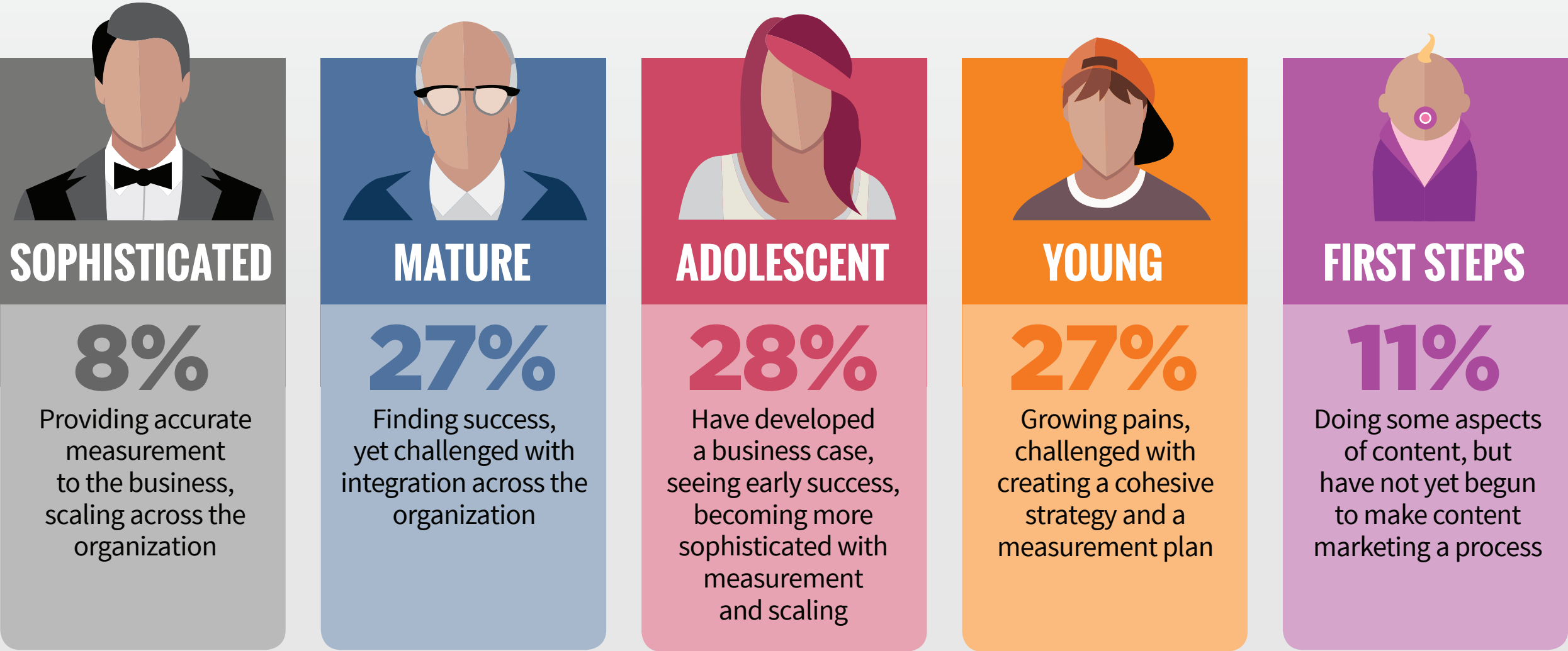
Note: Of the 18% of nonusers, 57% say they plan to launch a content marketing effort within 12 months; 43% had no immediate plans to begin using content marketing; and none of the respondents had used content marketing in the past and stopped.

Base = Australian marketers.

Content Marketing in Australia 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

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

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



Content Marketing in Australia 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

Base = Australian content marketers; aided list.

How is content marketing structured within your organization?

Australian Content Marketing Organizational Structure

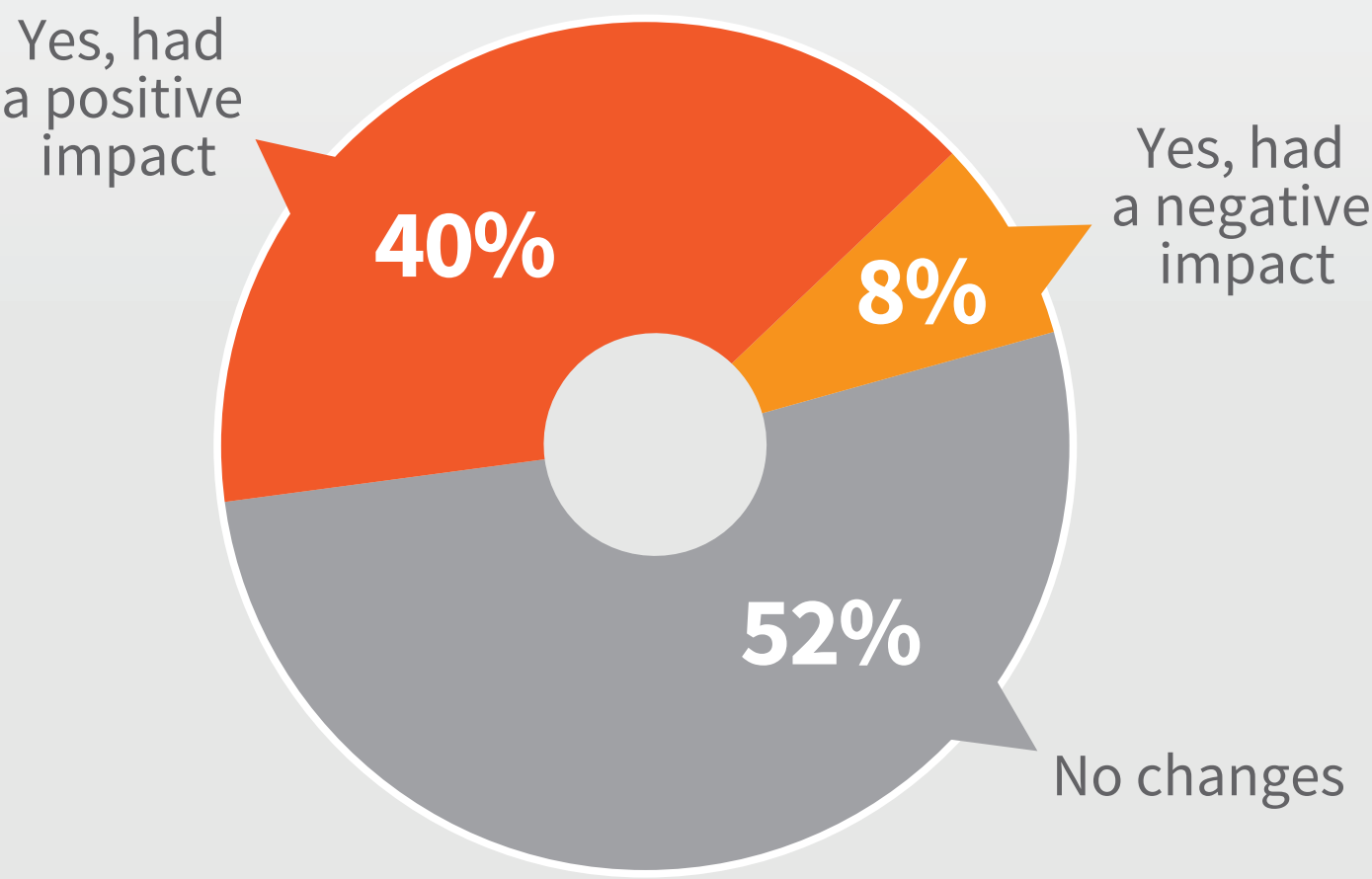


Content Marketing in Australia 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

Base = Australian content marketers; aided list.

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

Australian Management Changes Impacting Content Marketing



Content Marketing in Australia 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

Base = Australian content marketers; aided list.

AUSTRALIAN CONTENT MARKETING

CLARITY, COMMITMENT & OVERALL SUCCESS

59%

Are extremely or
very committed to
content marketing

25%

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

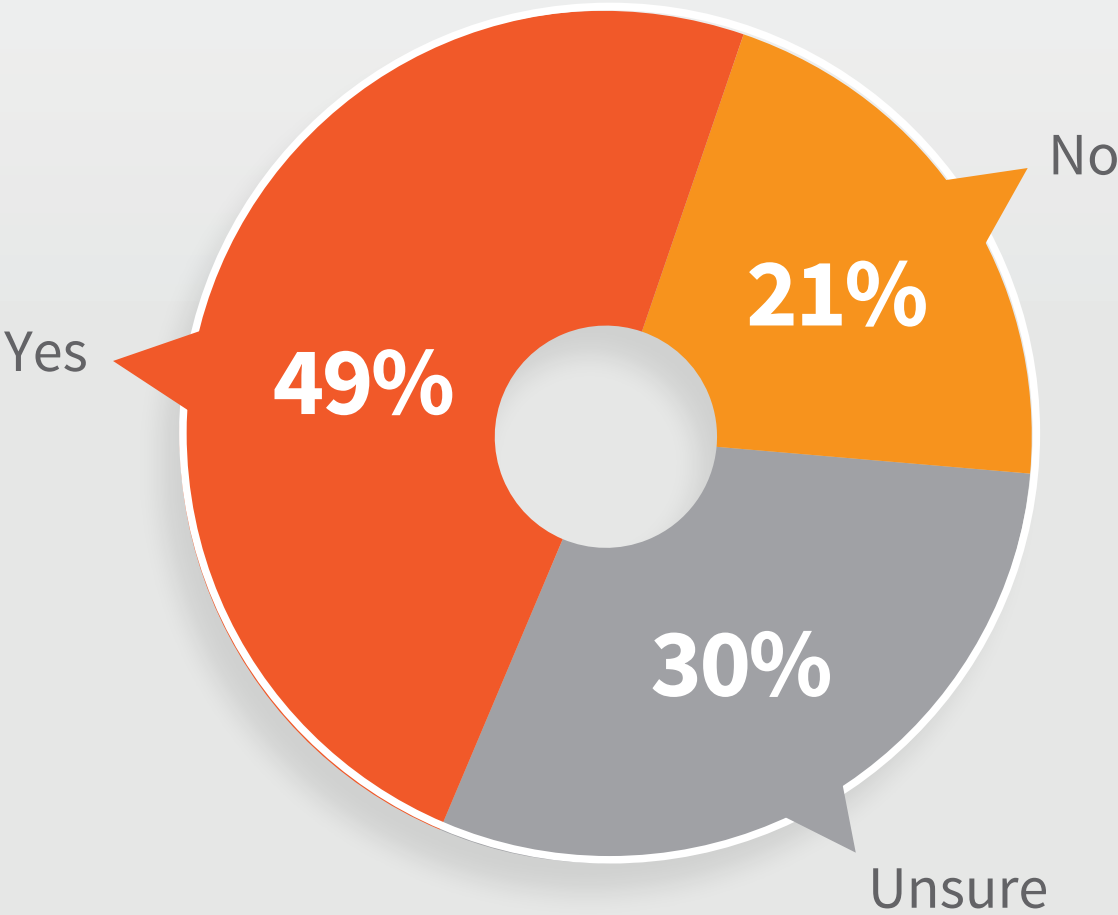
59%

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 Australian Marketers Whose Organizations Have Clarity on Content Marketing Success

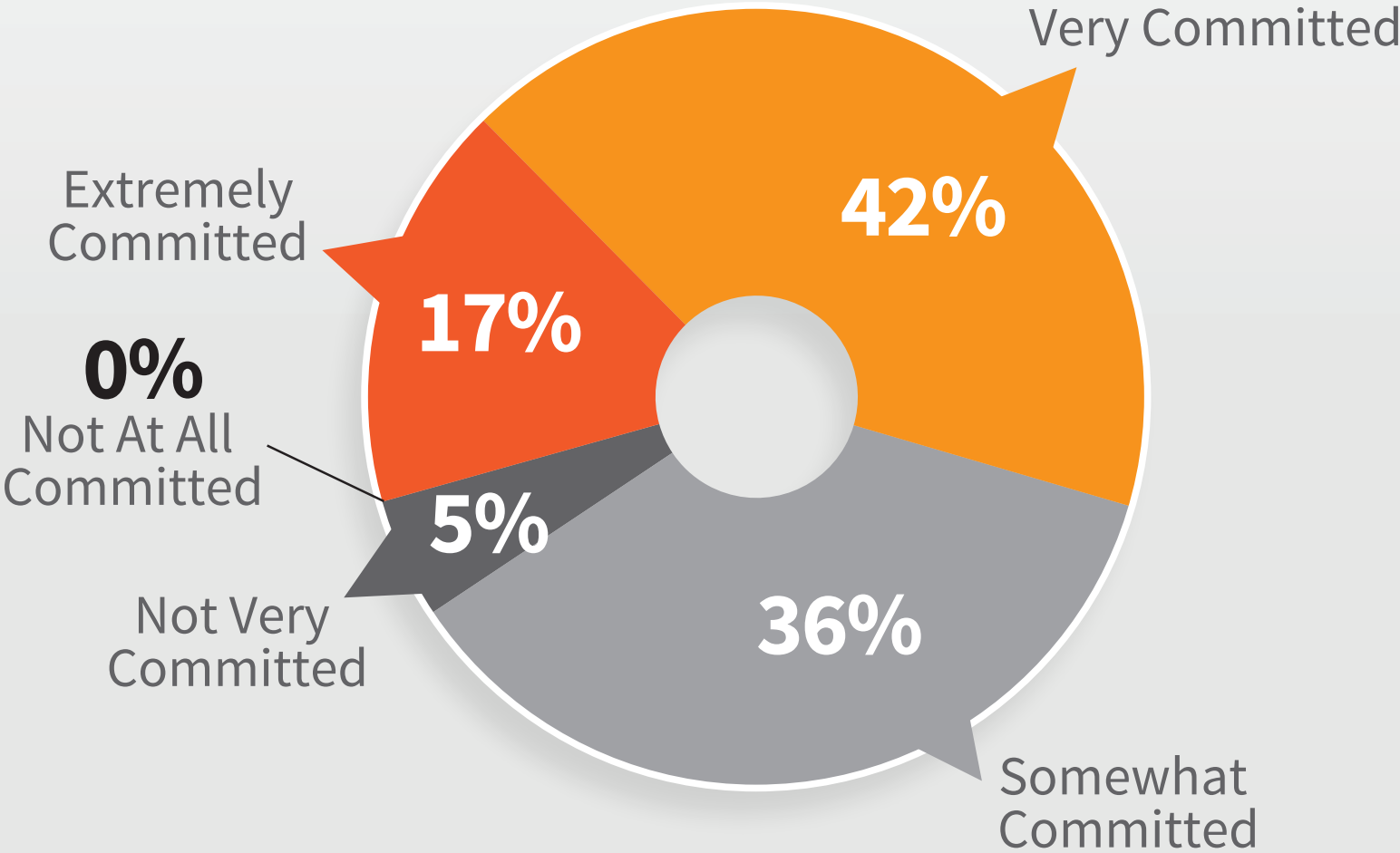


Content Marketing in Australia 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

Base = Australian content marketers; aided list.

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

Australian Organizations' Commitment to Content Marketing

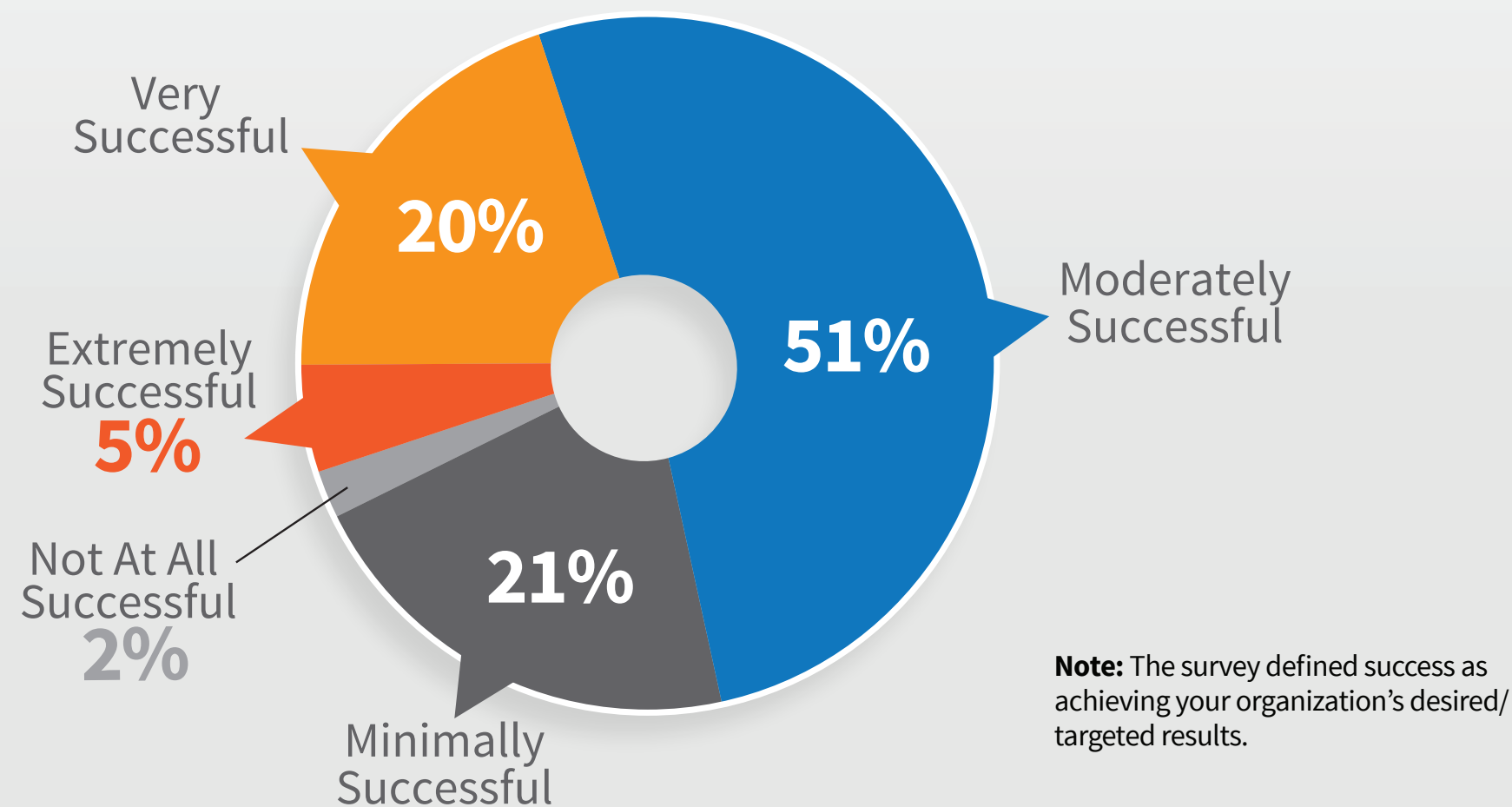


Content Marketing in Australia 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

Base = Australian content marketers; aided list.

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

How Australian Marketers Rate the Success of Their Organization's Overall Content Marketing Approach

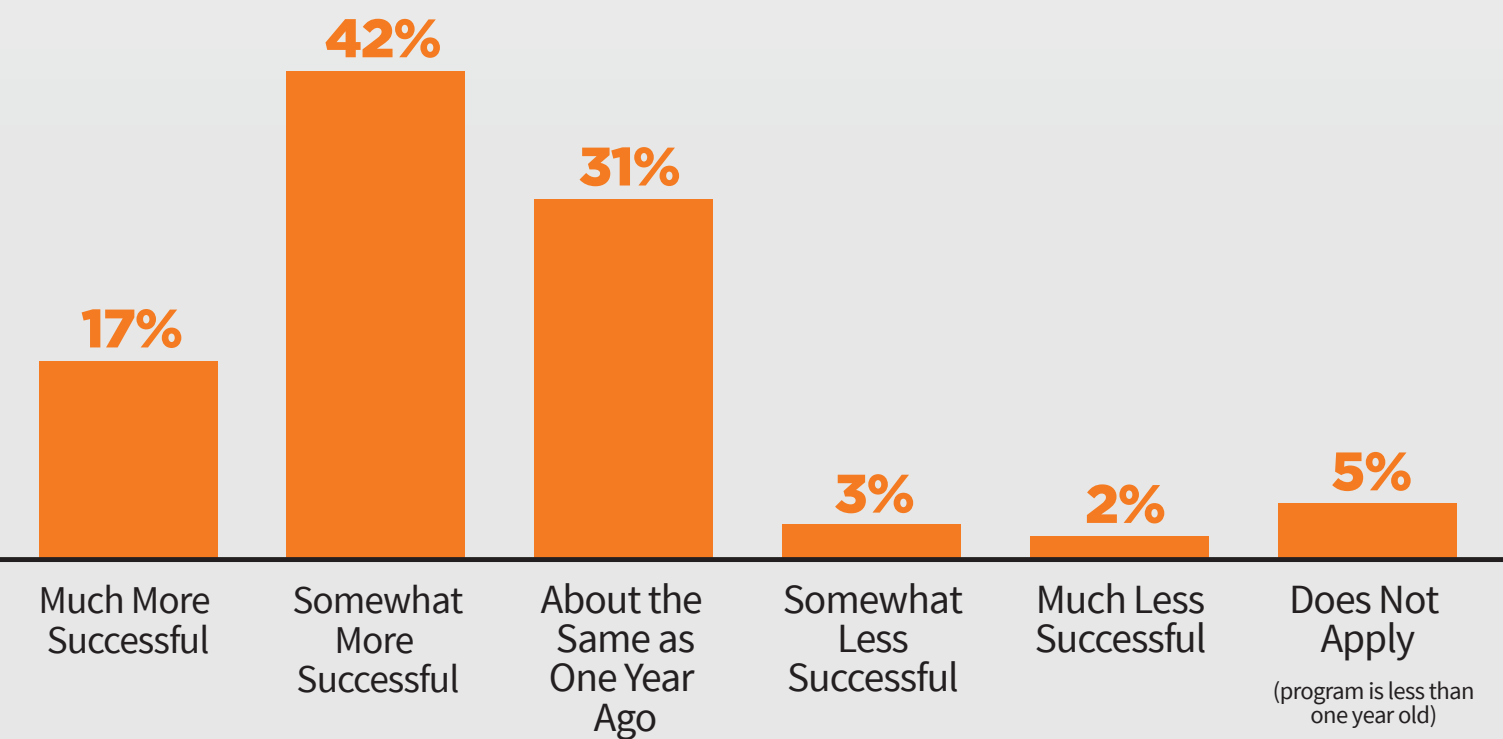


Content Marketing in Australia 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

Base = Australian content marketers; aided list.

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

How Australian Marketers Rate Their Organization's Content Marketing Approach Compared With One Year Ago



Content Marketing in Australia 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

Base = Australian content marketers; aided list.

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

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



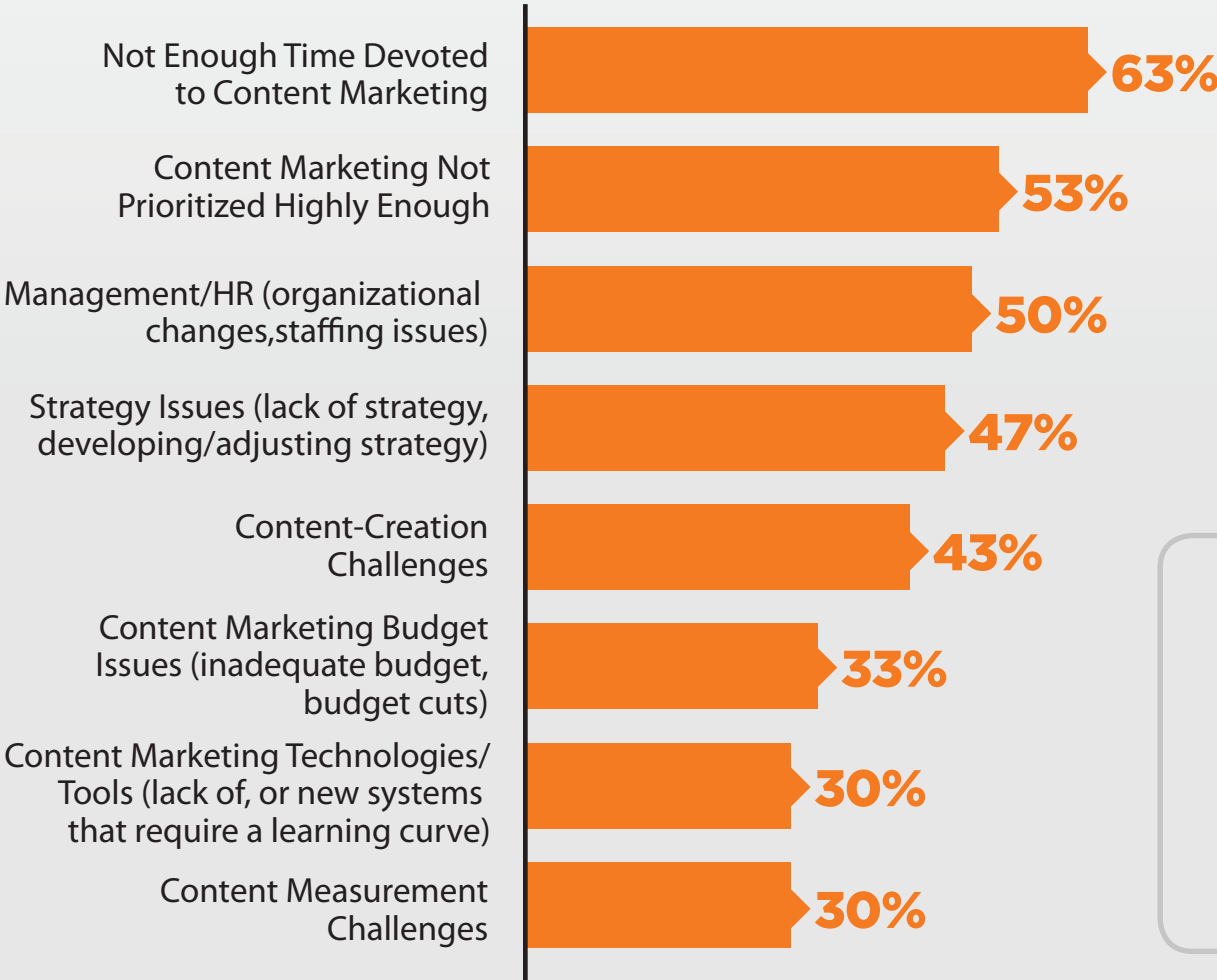
Other reasons cited: More Budget for Content Marketing (28%), Content Marketing Technologies/Tools (21%), We Have Given Our Efforts Time to Bear Fruit and Are Now Getting Results (21%), Content Marketing Training/Education (14%), Assistance of Outside Expertise (7%), Changes in Our Target Audience(s) (3%), and Other (2%).

Content Marketing in Australia 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

Base = Australian content marketers who said their organizations' content marketing 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 Australian Marketers' Stagnant Success Over the Last Year



Other reasons cited: Lack of Content Marketing Training/Education (23%), Our Program Hasn't Had Enough Time to Bear Fruit/Produce Results (17%), Lack of Adequate or Effective Content Distribution (13%), Changes in Our Target Audience(s) (0%), and Other (7%).

Note: Due to the low percentage of Australian marketers who said their organization's overall content marketing success is somewhat or much less successful compared with one year ago, this report does not include a chart for "Factors Contributing to Australian Marketers' Decreased Success Over the Last Year."

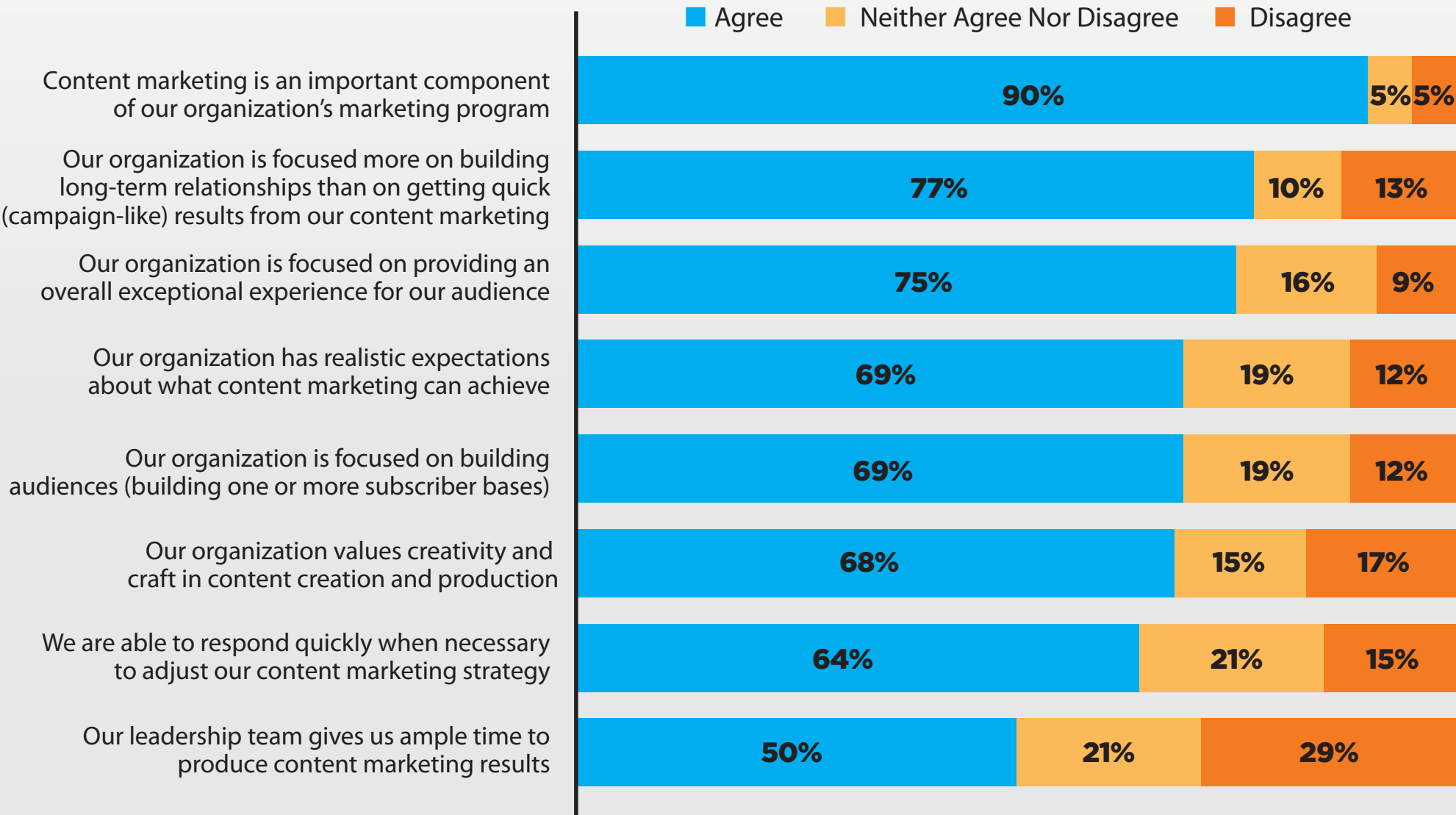
Content Marketing in Australia 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

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

OPINIONS ABOUT CONTENT MARKETING

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

Australian Marketers' Opinions About Content Marketing



Content Marketing in Australia 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

Base = Australian content marketers; aided list.

AUSTRALIAN CONTENT MARKETING

CONTENT MARKETING STRATEGY

44%

Have a documented content marketing strategy

71%

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

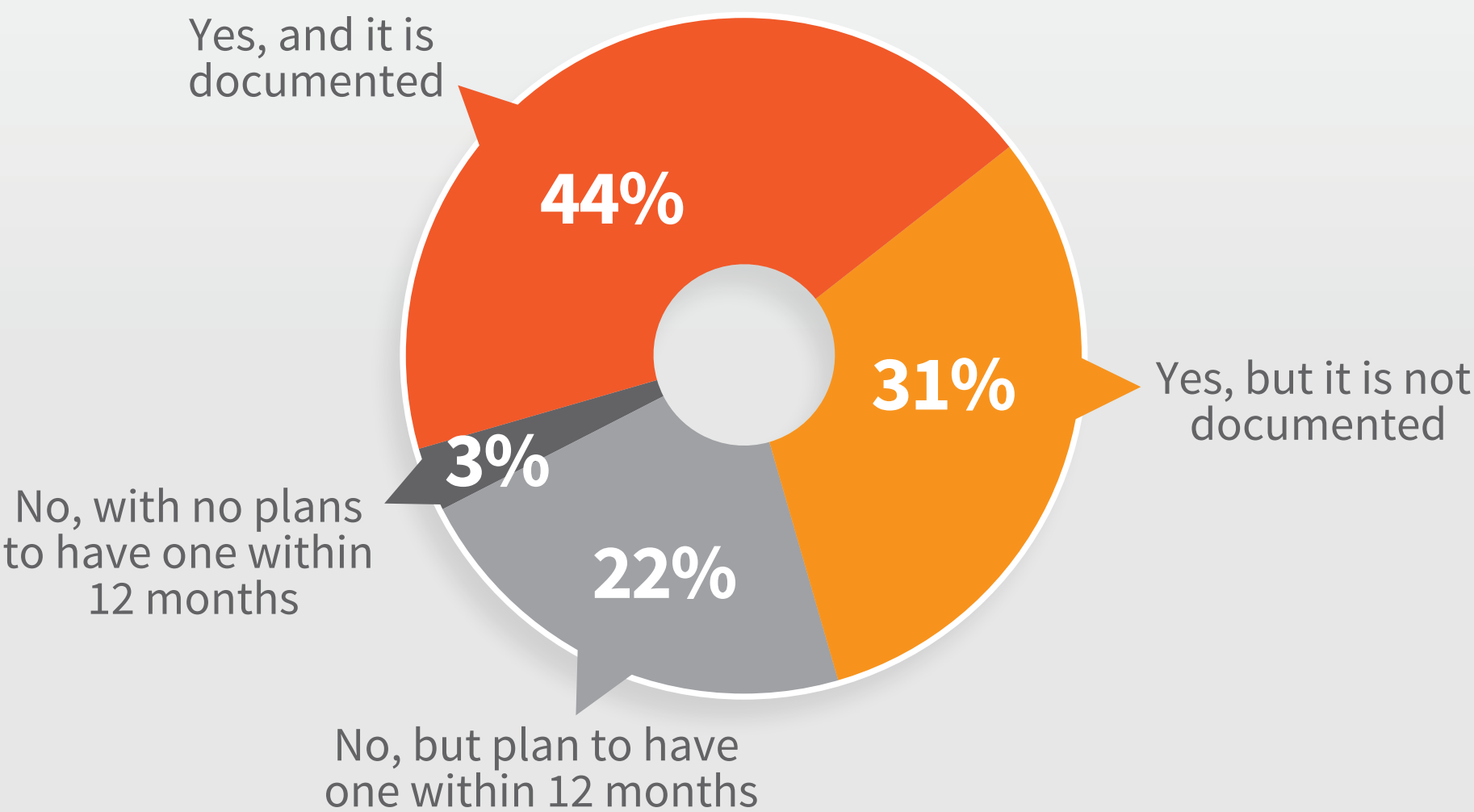
48%

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 Australian Marketers Who Have a Content Marketing Strategy

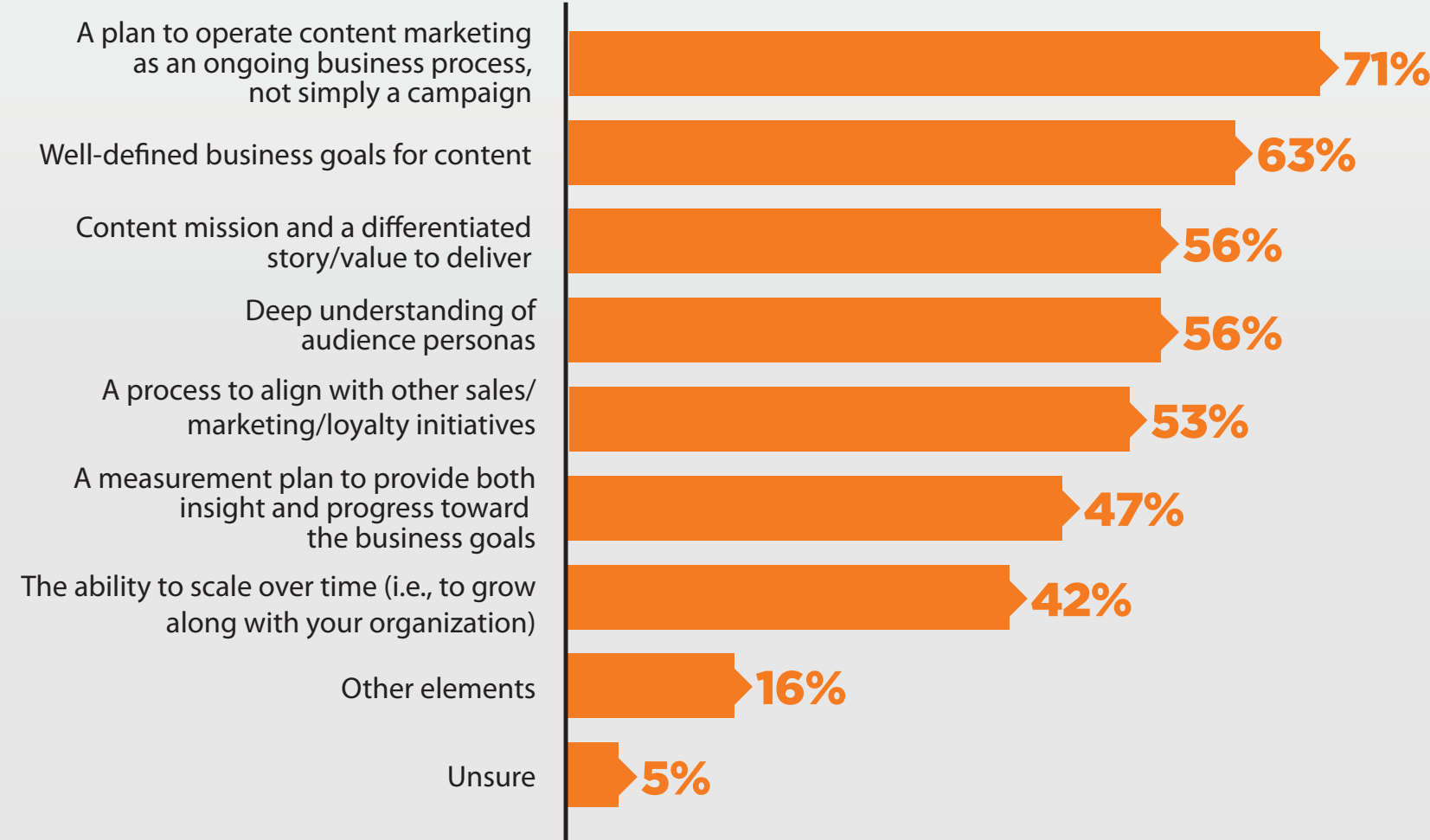


Content Marketing in Australia 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

Base = Australian content marketers; aided list.

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

Elements Australian Marketers Include in Their Content Marketing Strategy

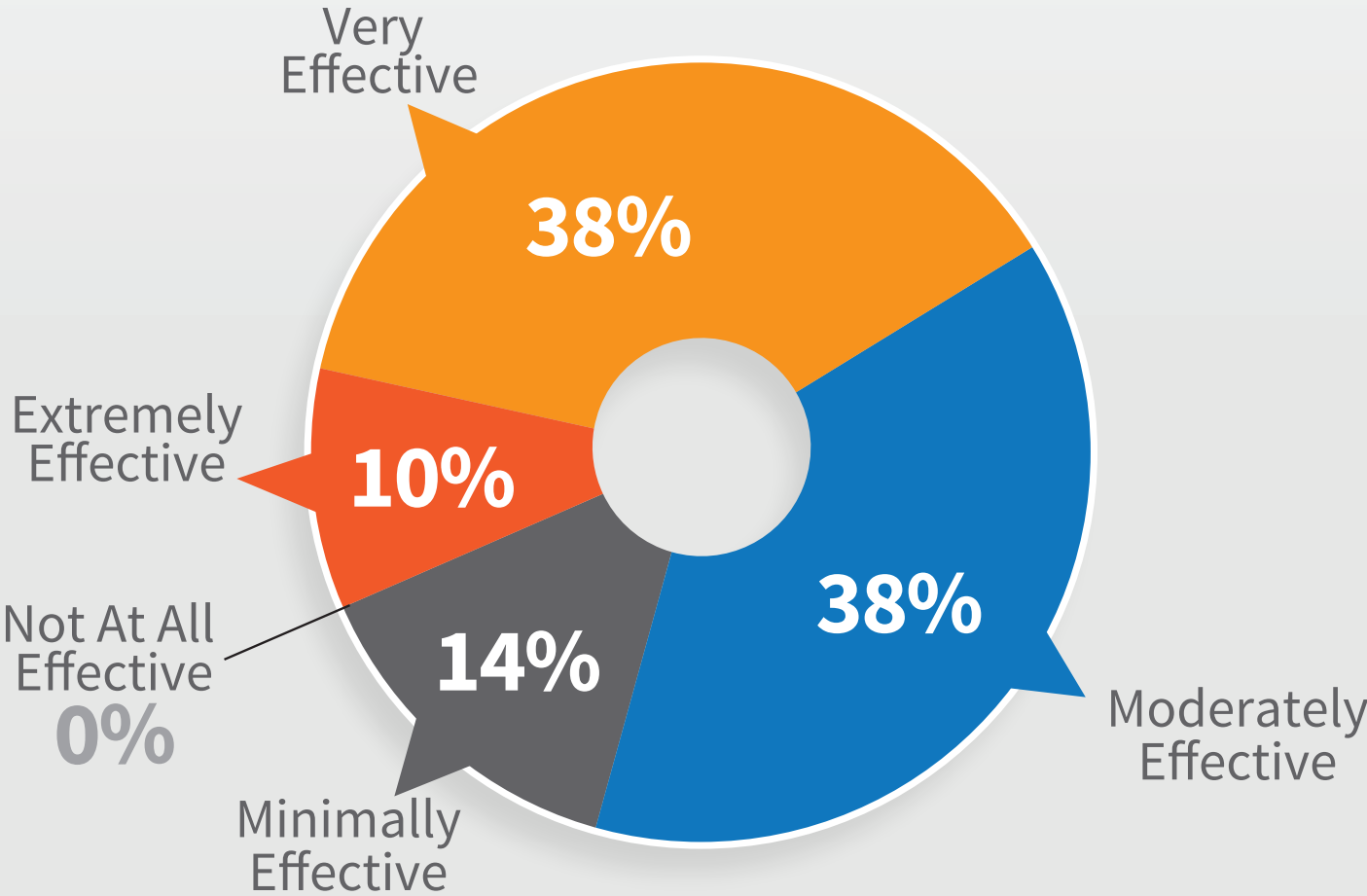


Content Marketing in Australia 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

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

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

How Australian Marketers Rate the Effectiveness of Their Content Marketing Strategy

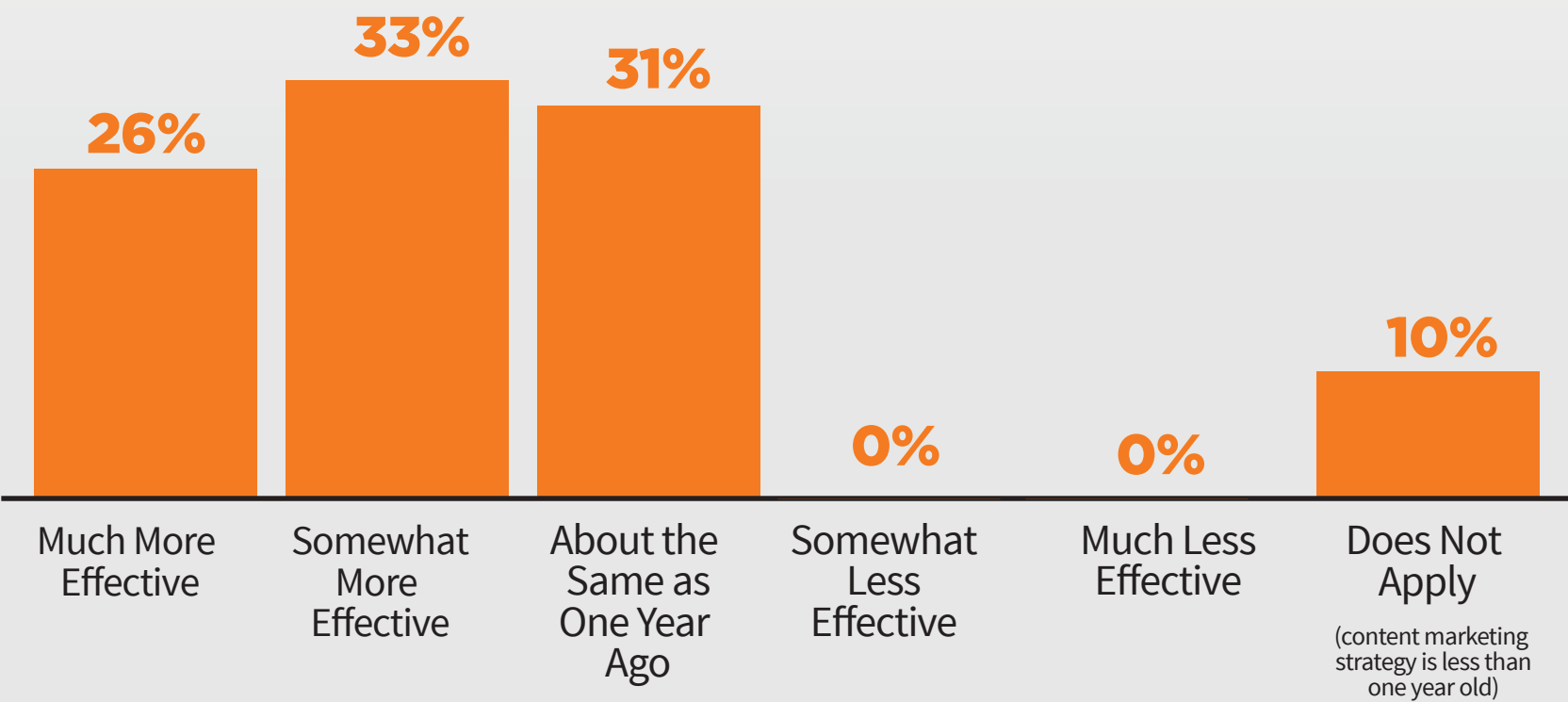


Content Marketing in Australia 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

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

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

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



Content Marketing in Australia 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

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

AUSTRALIAN CONTENT MARKETING

CONTENT CREATION & DISTRIBUTION

72%

Always/frequently
focus on creating
content for their
audience versus
their brand

72%

Always/frequently
prioritize
delivering content
quality over
quantity

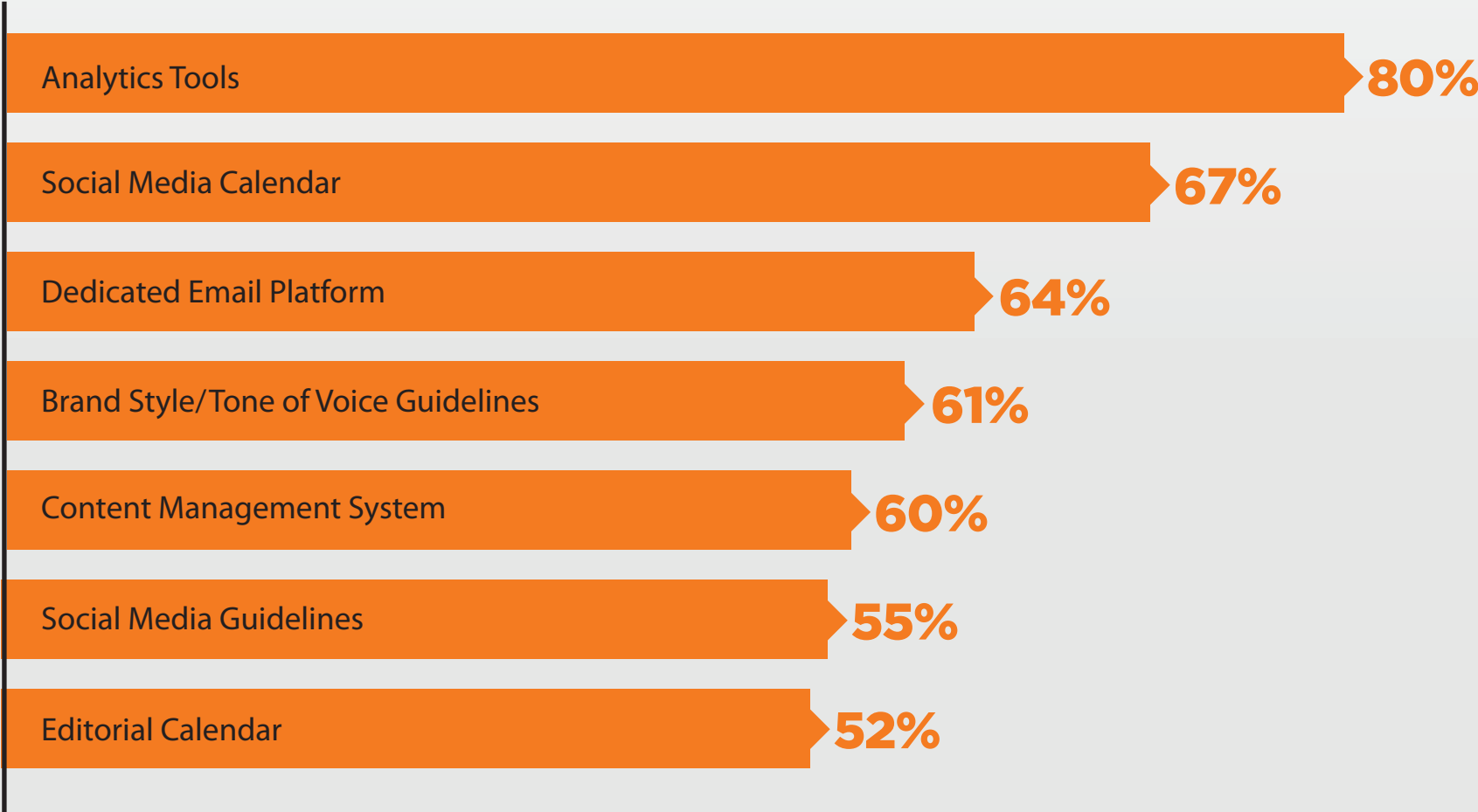
69%

Always/frequently
consider how their
content impacts the
overall experience a
person has with their
organization



Which content marketing tools does your organization currently use?

Australian Marketers' Content Marketing Tool Usage



Fewer than 45% of Australian marketers said they use the following tools: Media Plan/Paid Advertising Calendar (44%), Measurement KPIs/ Dashboard (40%), Marketing Automation Software (39%), Buyer Personas (38%), Editorial Mission Statement (21%), Content Distribution Software (18%), Content Collaboration/Workflow Software (7%), Digital Asset Management (DAM) System/ File Storage (5%), Content Planning/Creation Software (4%), and Other (3%).

Which techniques does your organization use to gain knowledge about its target audience(s) so you can create the right messages?

Techniques Australian Marketers Use to Learn About Target Audience(s), for Purposes of Creating the Right Messages



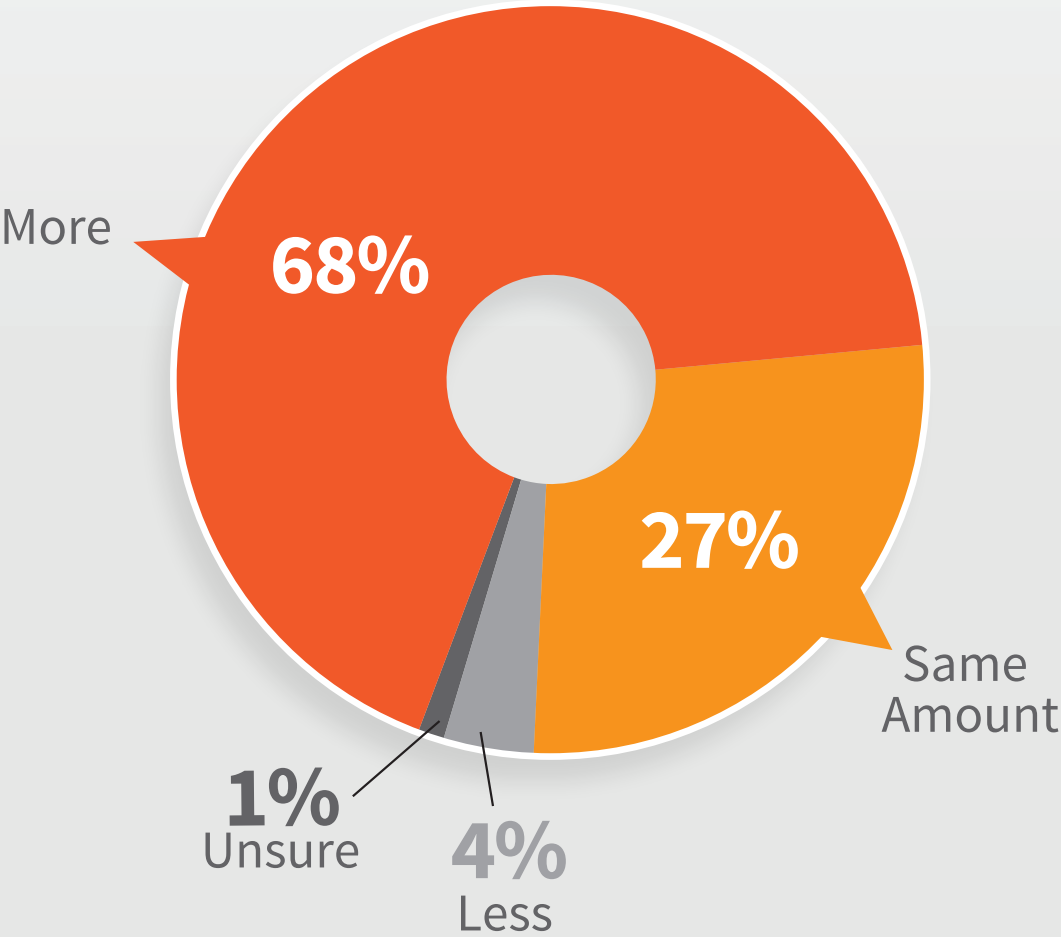
Fewer than 35% of Australian marketers said they use the following techniques: Qualitative Primary Research (32%), Auditing Existing Buyer Data (27%), Expert Advisory Boards (13%), Usability Testing (12%), and Other (2%). 6% said they do not use techniques.

Content Marketing in Australia 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

Base = Australian 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 Australian Content Creation
(2016 vs. 2017)**

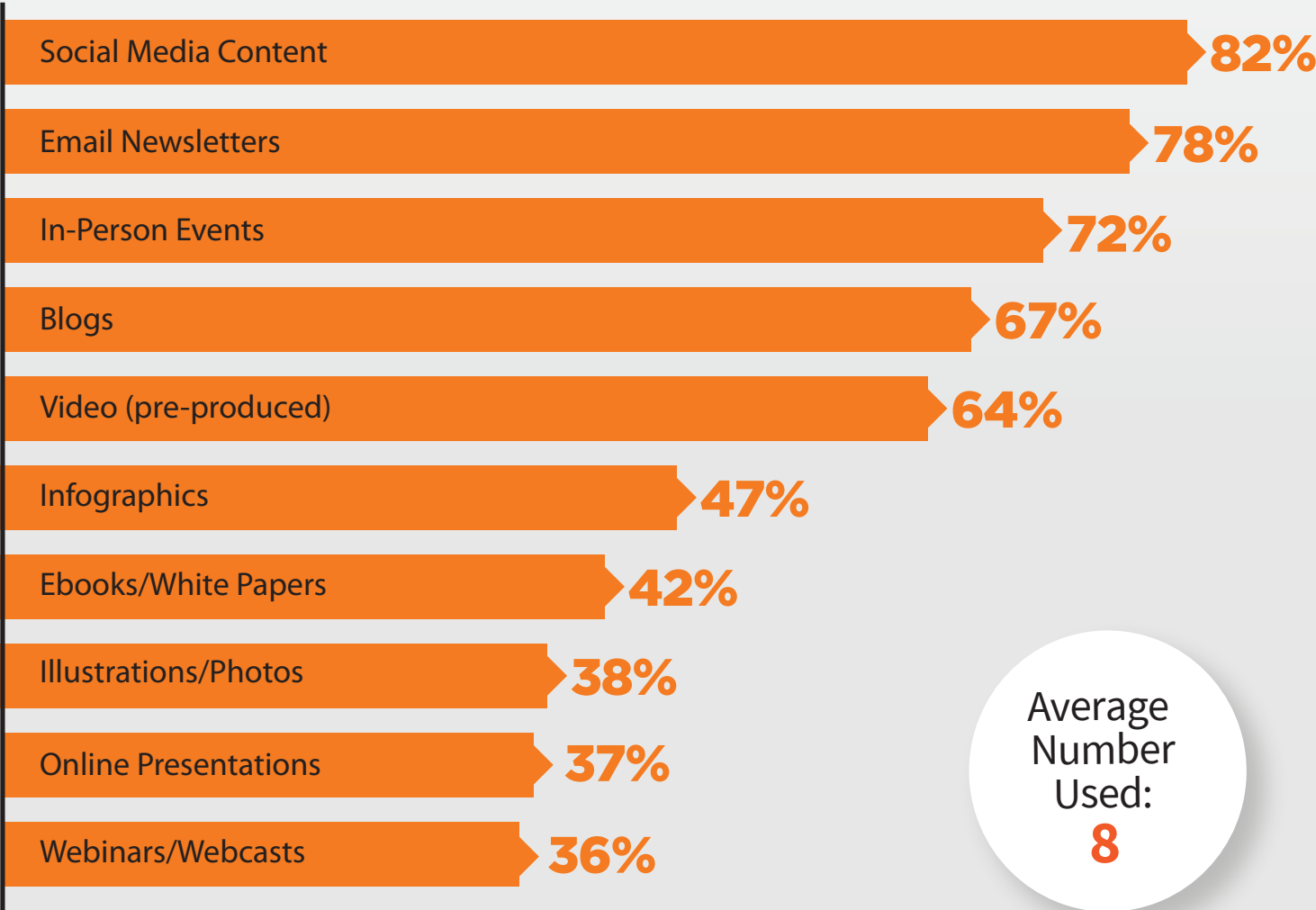


Content Marketing in Australia 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

Base = Australian content marketers; aided list.

Which content marketing tactics does your organization use?

Australian Content Marketing Tactic Usage



Fewer than 35% of Australian marketers said they use the following tactics: Interactive Tools (30%), Print Magazines (27%), Digital Magazines (23%), Research Reports (23%), Mobile Apps (21%), Separate Content Hubs (16%), Podcasts (15%), Video [live-streaming media] (13%), Print Newsletters (12%), Books (11%), Virtual Conferences (3%), and Other (10%).

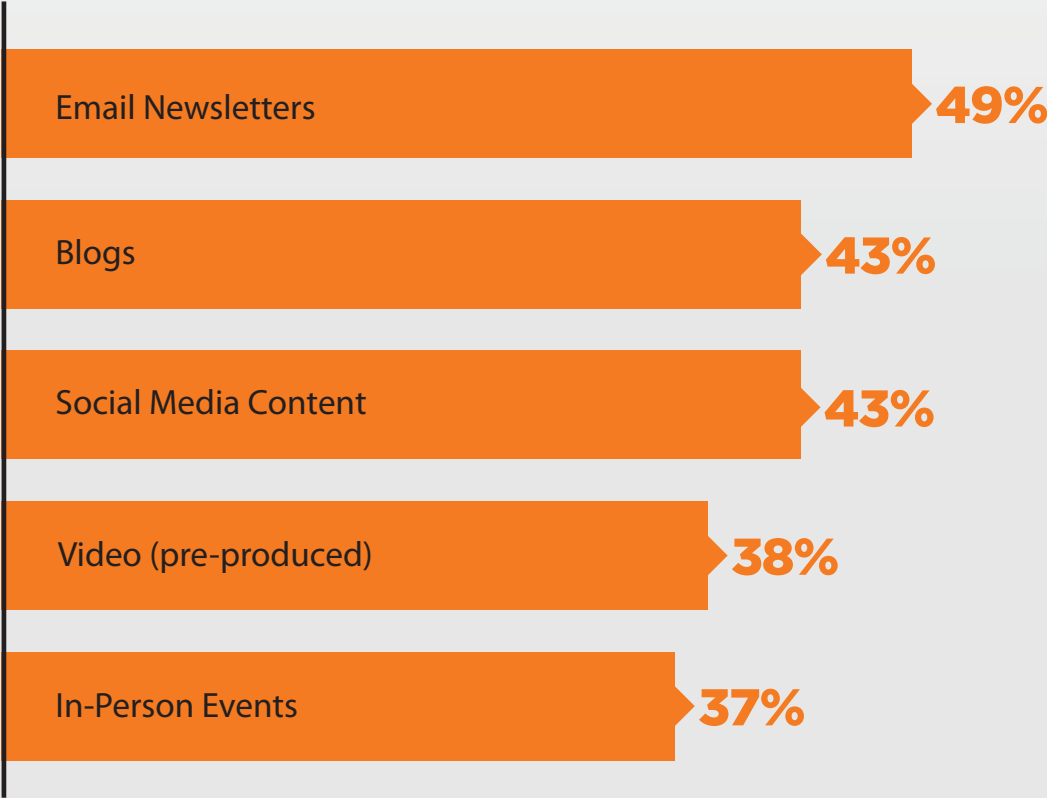
Average Number Used:
8

Content Marketing in Australia 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

Base = Australian 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 Australian Marketers Say Will be Most Critical to Content Marketing Success in 2017



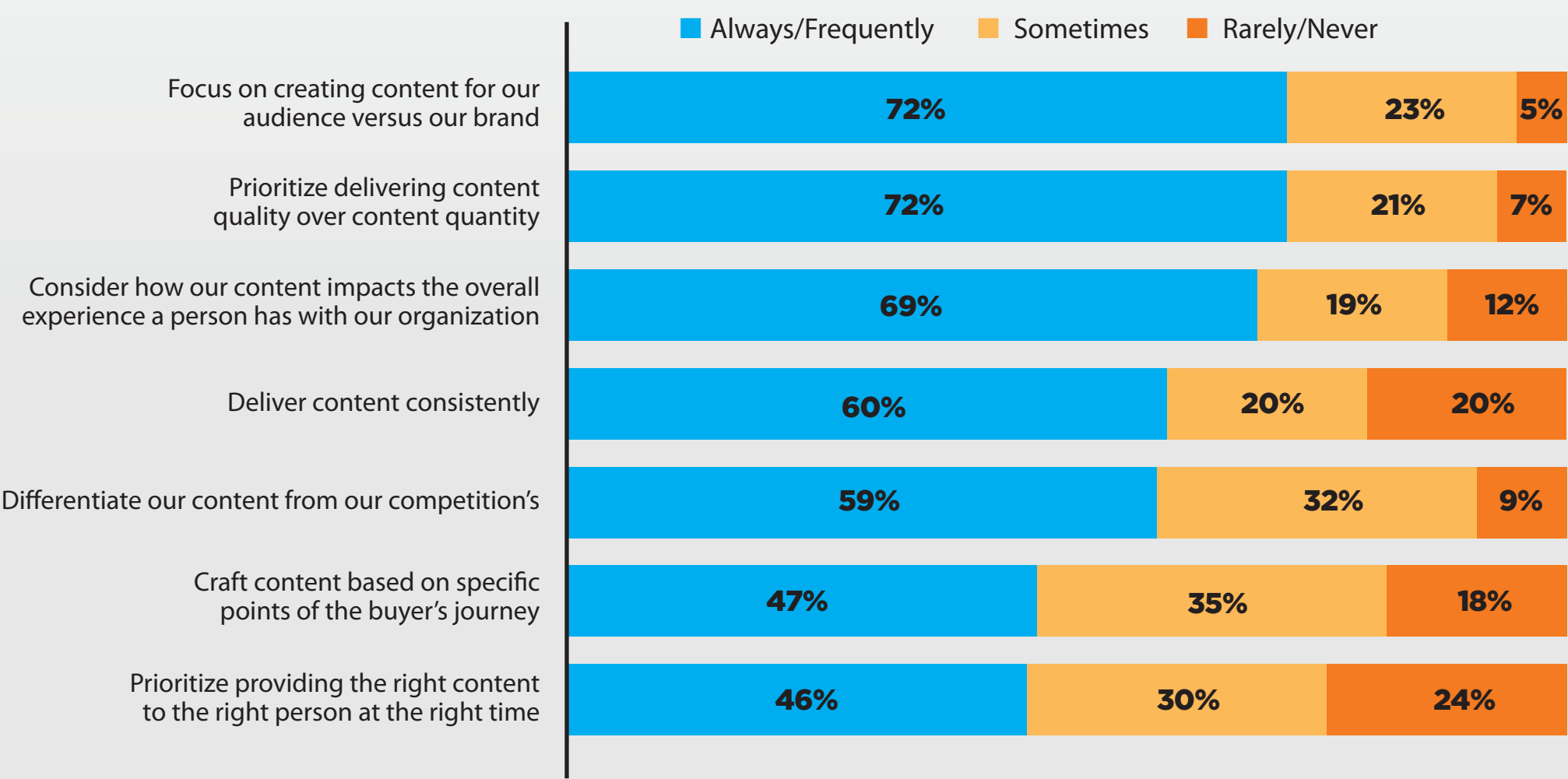
Fewer than 20% of Australian marketers whose organizations use the following tactics said the tactic will be critical to content marketing success in 2017: Ebooks/White Papers (17%), Infographics (12%), Print Magazines (11%), Online Presentations (10%), Webinars/Webcasts (10%), Digital Magazines (8%), Mobile Apps (8%), Separate Content Hubs (8%), Interactive Tools (7%), Research Reports (7%), Podcasts (5%), Video [live-streaming media] (5%), Books (4%), Illustrations/Photos (4%), Print Newsletters (2%), Virtual Conferences (0%), and Other (5%).

Content Marketing in Australia 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

Base = Australian 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?

How Often Australian Marketers Consider Various Concepts While Creating Content

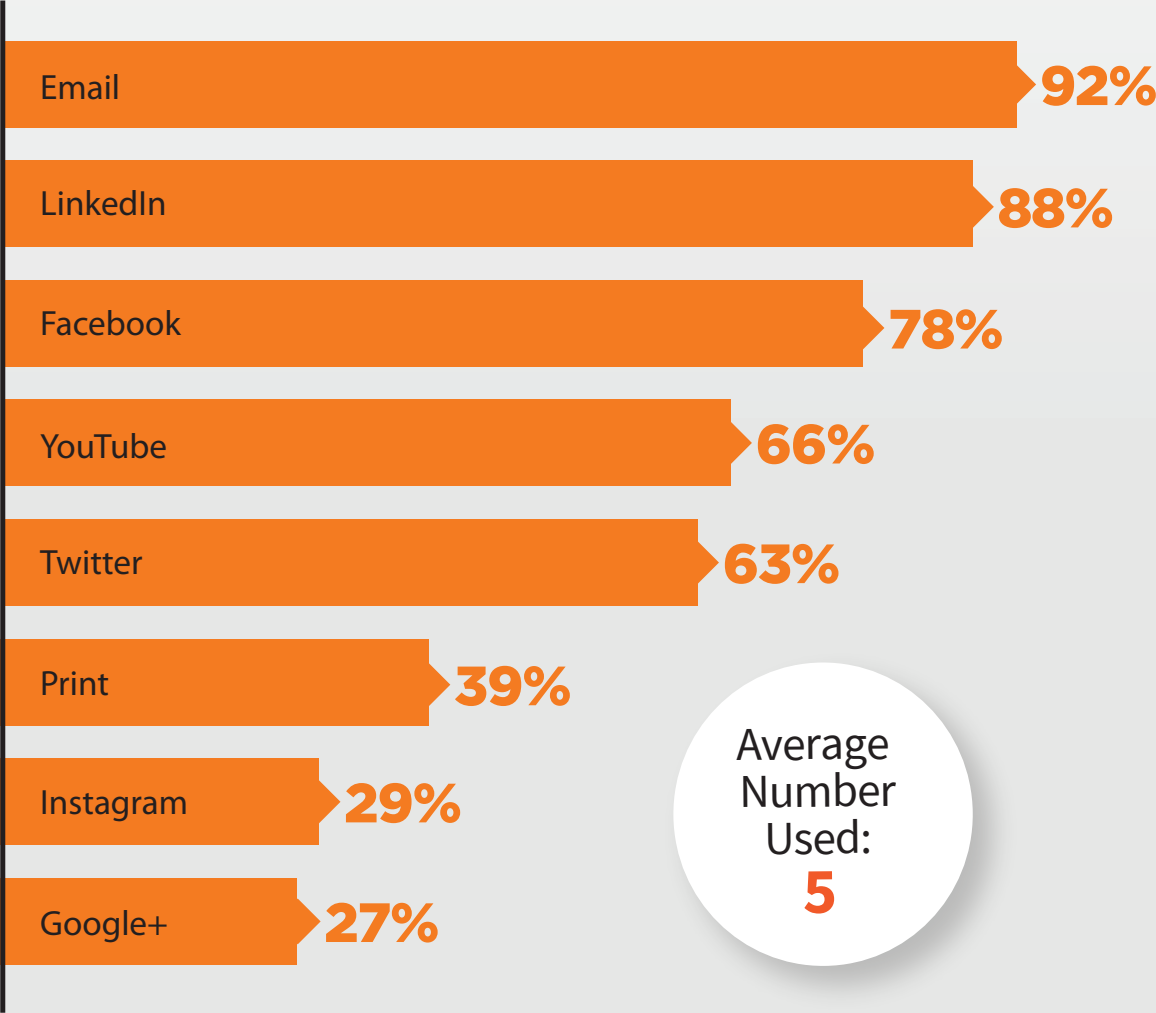


Content Marketing in Australia 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

Base = Australian content marketers; aided list.

Which channels does your organization use to distribute content?

Channels Australian Marketers Use to Distribute Content



Average Number Used:
5

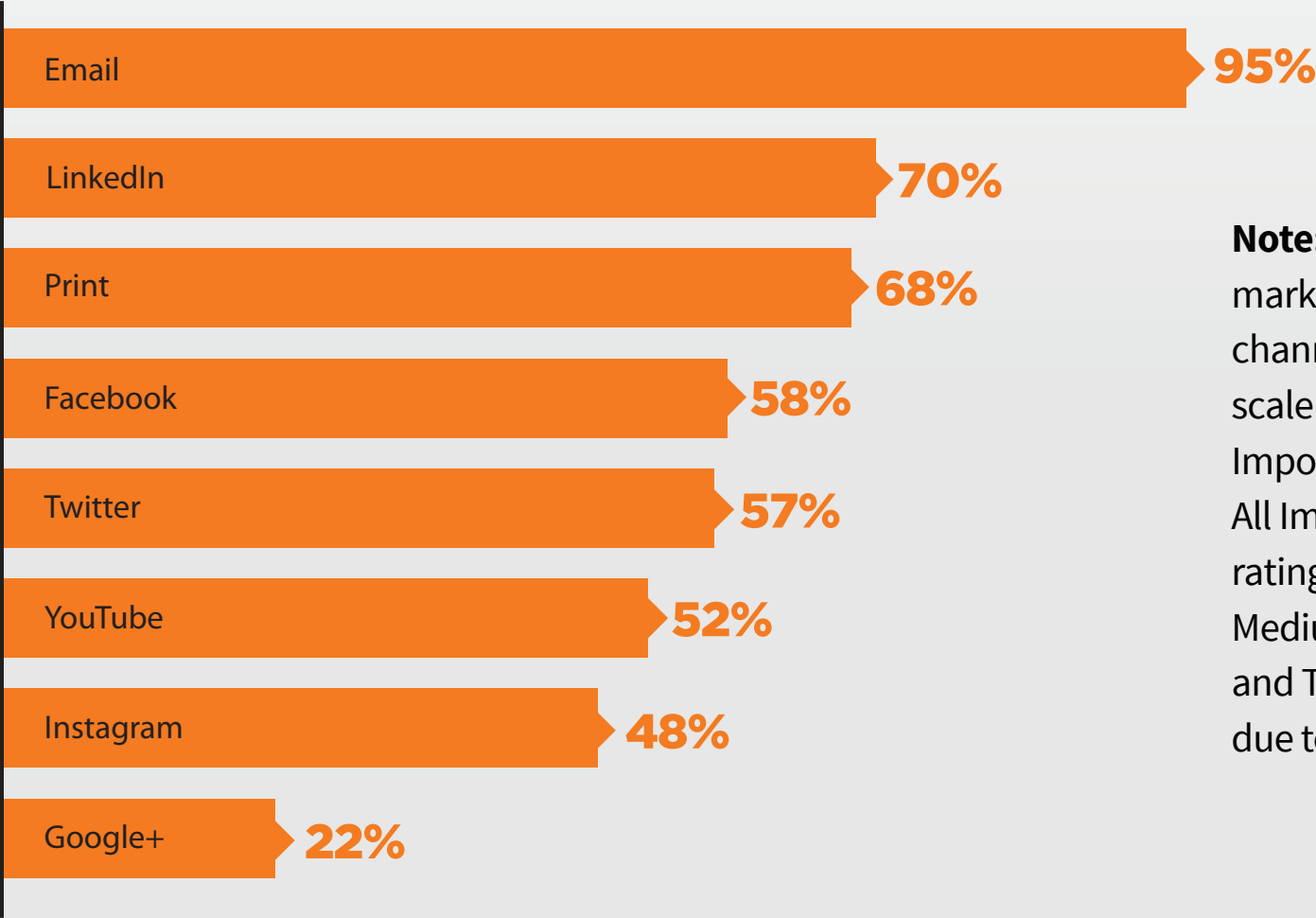
Fewer than 20% of Australian marketers said they use the following channels: SlideShare (14%), iTunes (9%), Medium (5%), Pinterest (4%), Snapchat (4%), Tumblr (1%), and Other (17%).

Content Marketing in Australia 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

Base = Australian content marketers.
Aided list; multiple responses permitted.

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

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



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

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

Paid Methods Australian Marketers Use to Promote Content

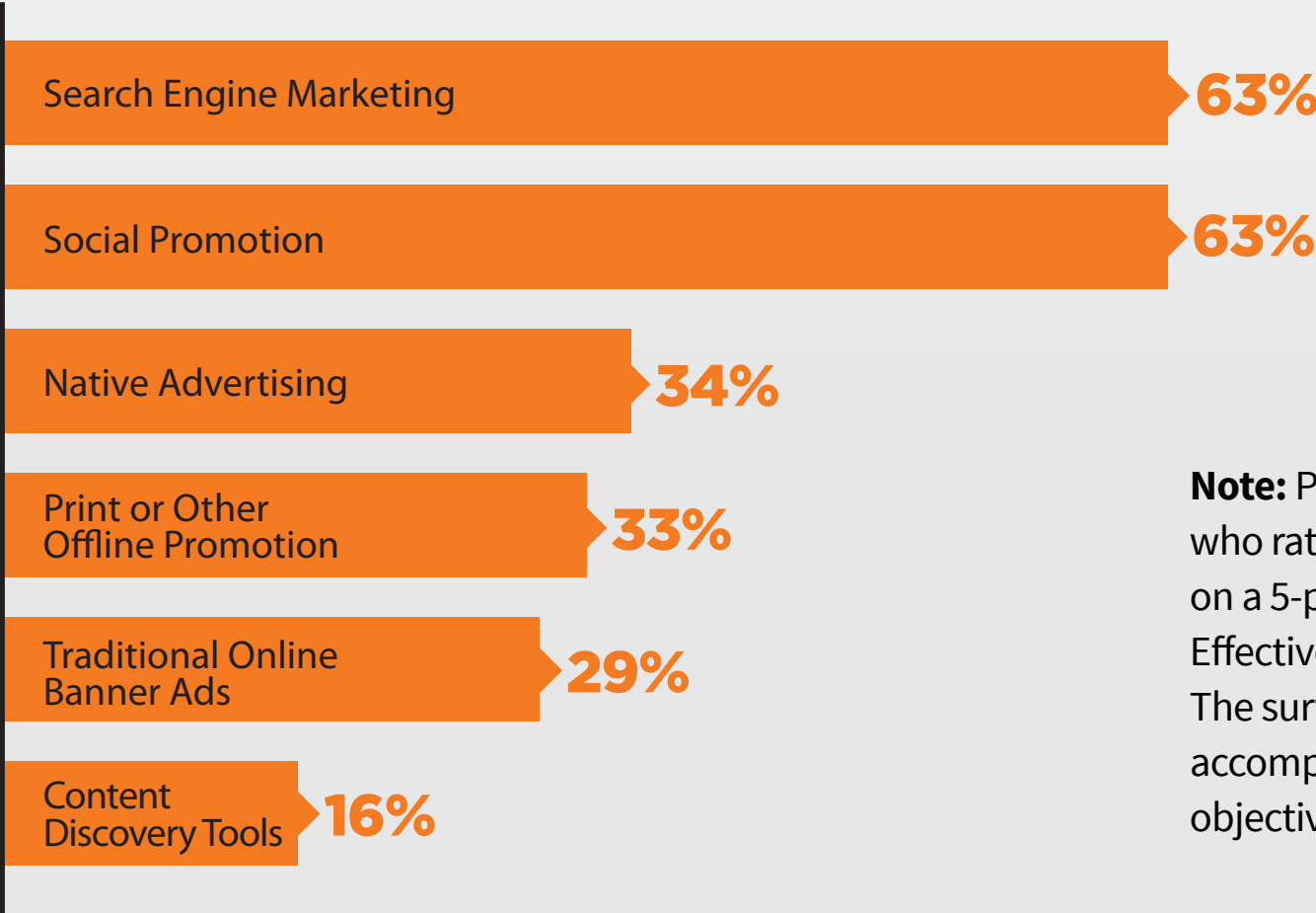


Content Marketing in Australia 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

Base = Australian content marketers.
Aided list; multiple responses permitted.

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

Paid Methods Australian Marketers Use to Promote Content Rated by Effectiveness



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

Content Marketing in Australia 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

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

GOALS & METRICS

72%

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

71%

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

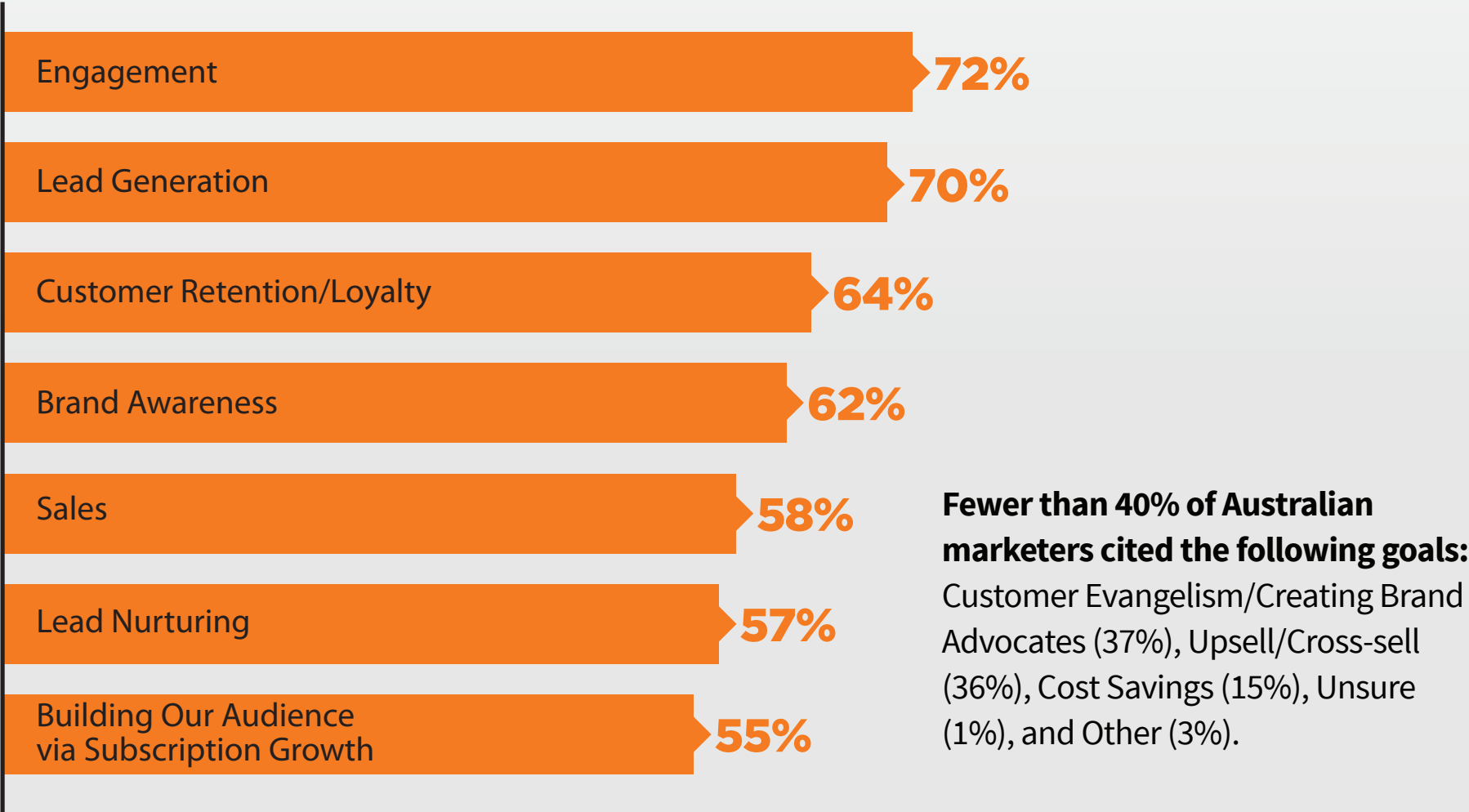
80%

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 Australian Content Marketing for Next 12 Months

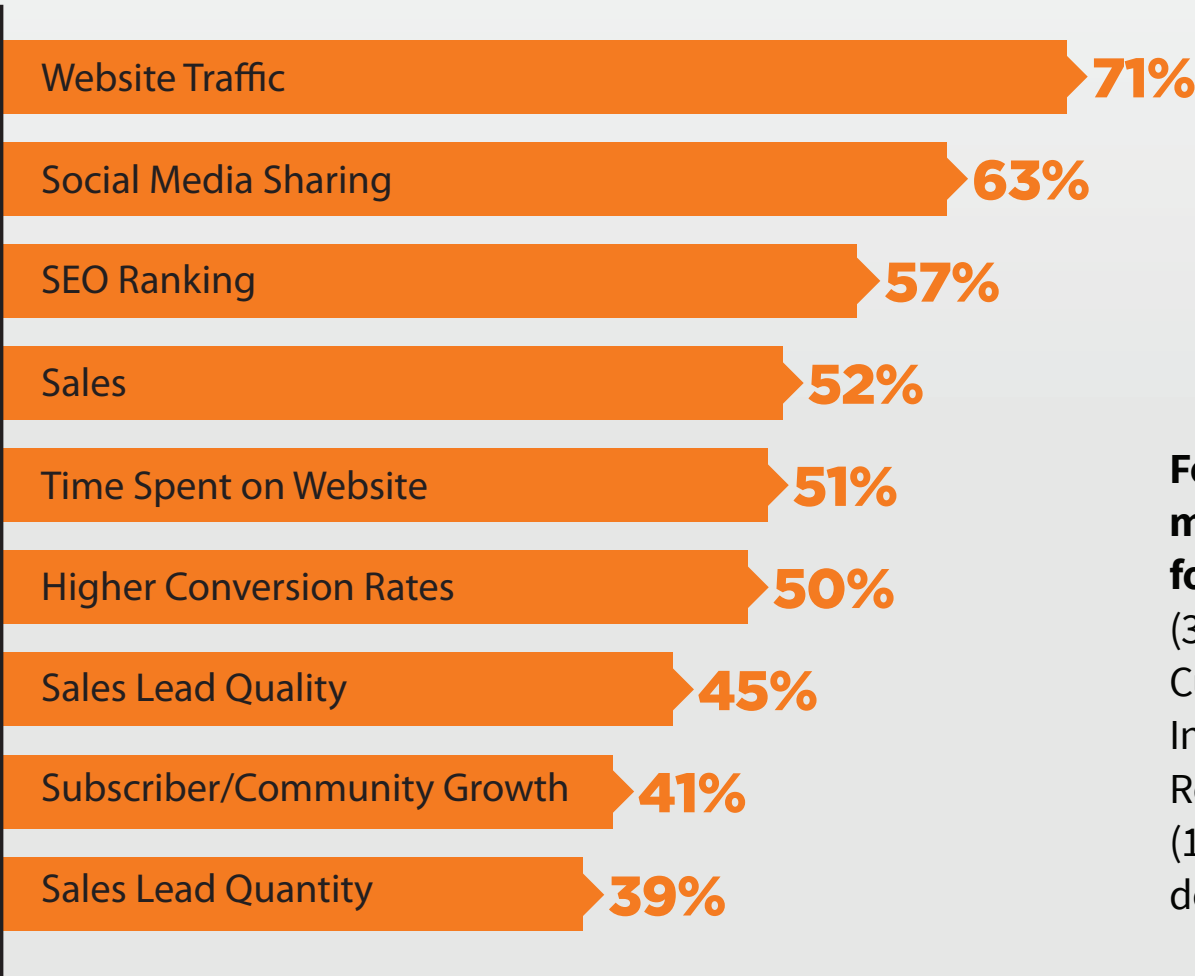


Content Marketing in Australia 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

Base: Australian content marketers. Aided list; multiple responses permitted.

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

Australian Content Marketing Metrics Usage



Fewer than 35% of Australian marketers said they use the following metrics: Data Capture (33%), Qualitative Feedback from Customers (32%), Brand Lift (23%), Inbound Links (23%), Customer Renewal Rates (17%), Purchase Intent (13%), and Other (6%). 2% said they do not use metrics.

Content Marketing in Australia 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

Base = Australian 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 Australian Marketers Say Provide Truly Measurable Results of Content Marketing Efforts



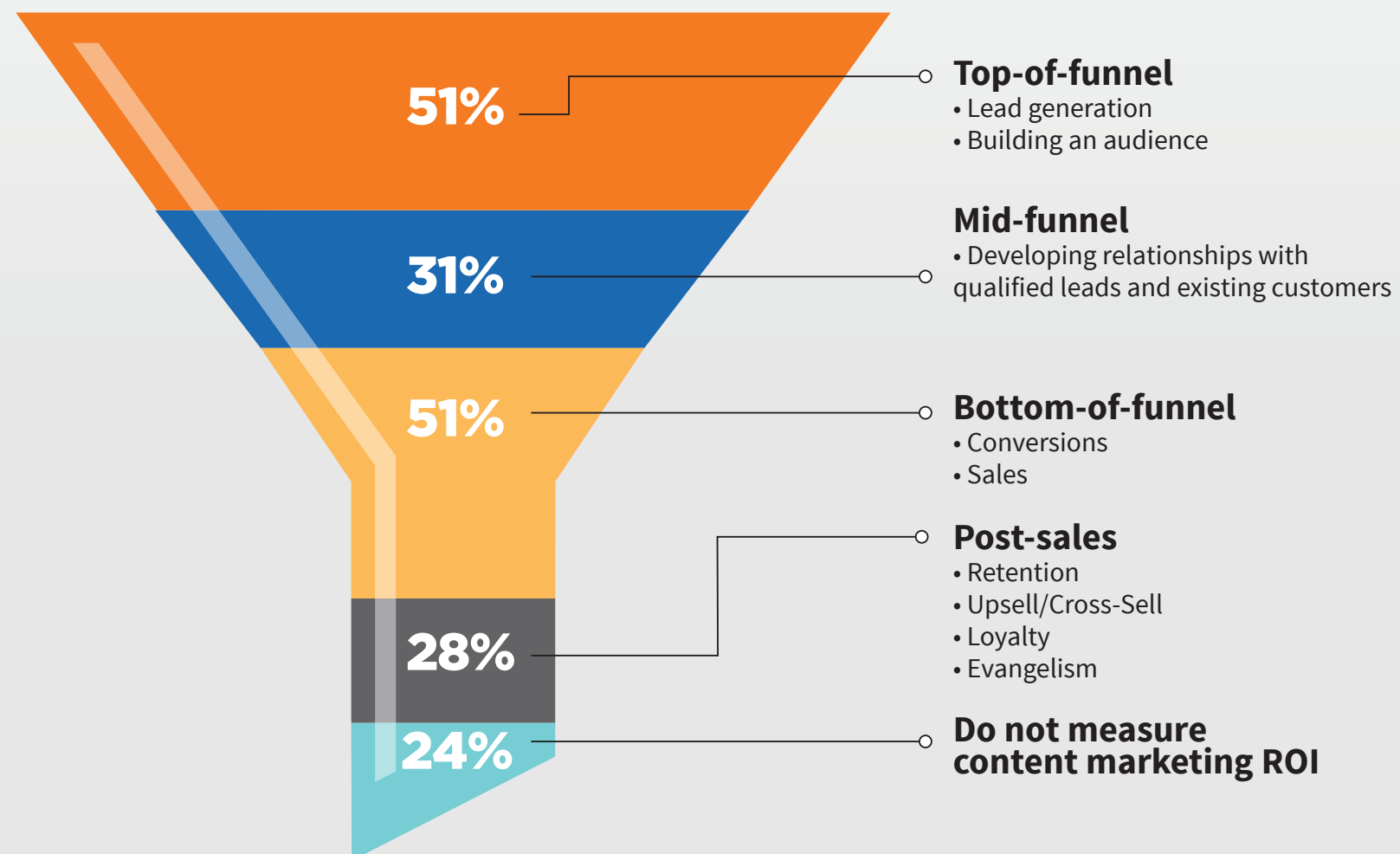
Fewer than 15% of Australian marketers whose organizations use the following metrics said the metric provides truly measurable results of their content marketing efforts: Data Capture (10%), Brand Lift (9%), Customer Renewal Rates (9%), Purchase Intent (5%), Inbound Links (4%), and Other (1%). 8% said none of the metrics they use provide truly measurable results.

Content Marketing in Australia 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

Base = Australian content marketers who use the metrics shown. Aided list; multiple responses permitted.

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

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



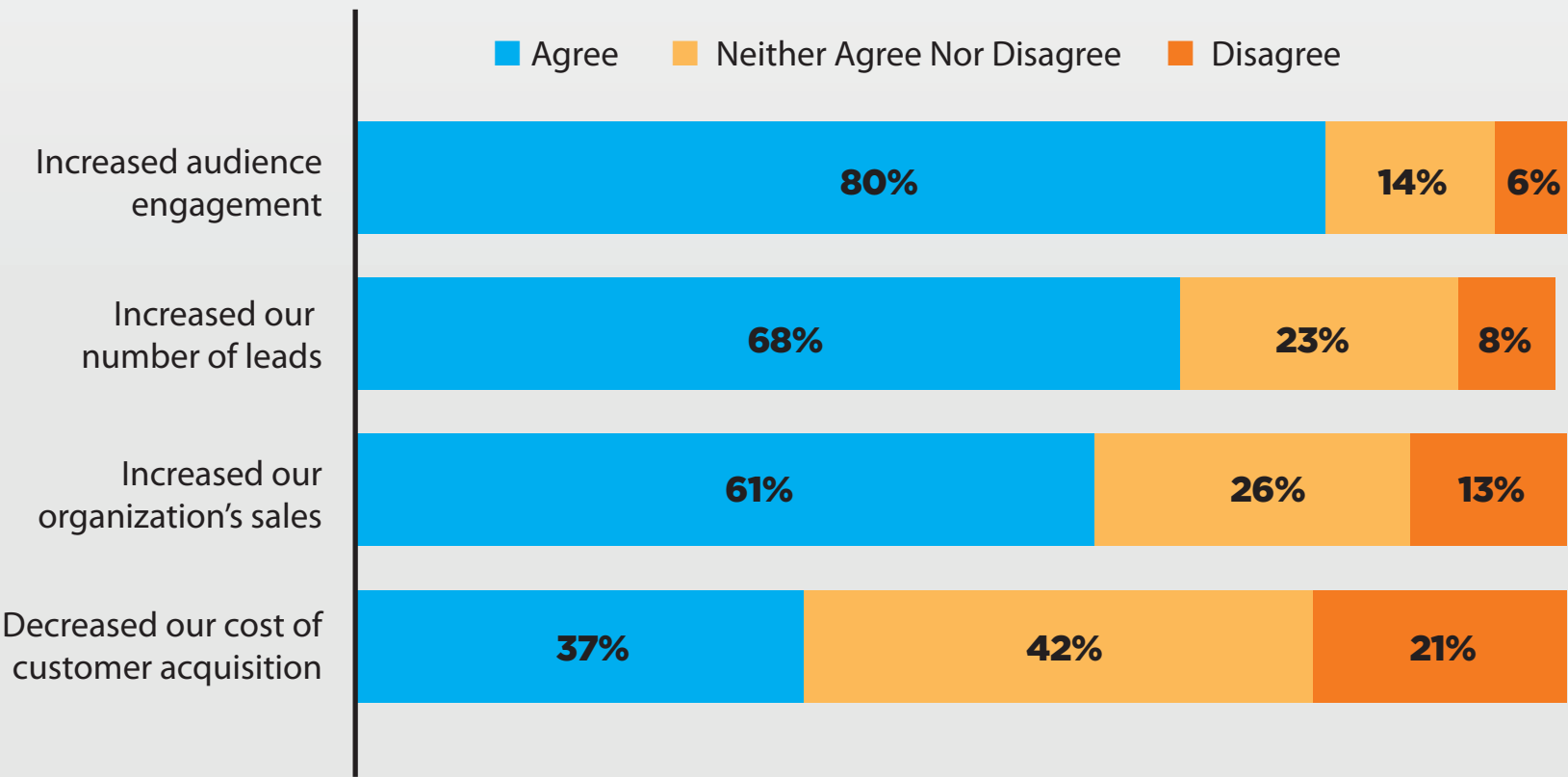
Content Marketing in Australia 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

Base = Australian content marketers. Aided list; multiple responses permitted.

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

Australian Marketers' Metrics Agreement Statements

I/my team can demonstrate how content marketing has...



Content Marketing in Australia 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

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

BUDGETS & SPENDING

30%

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

47%

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

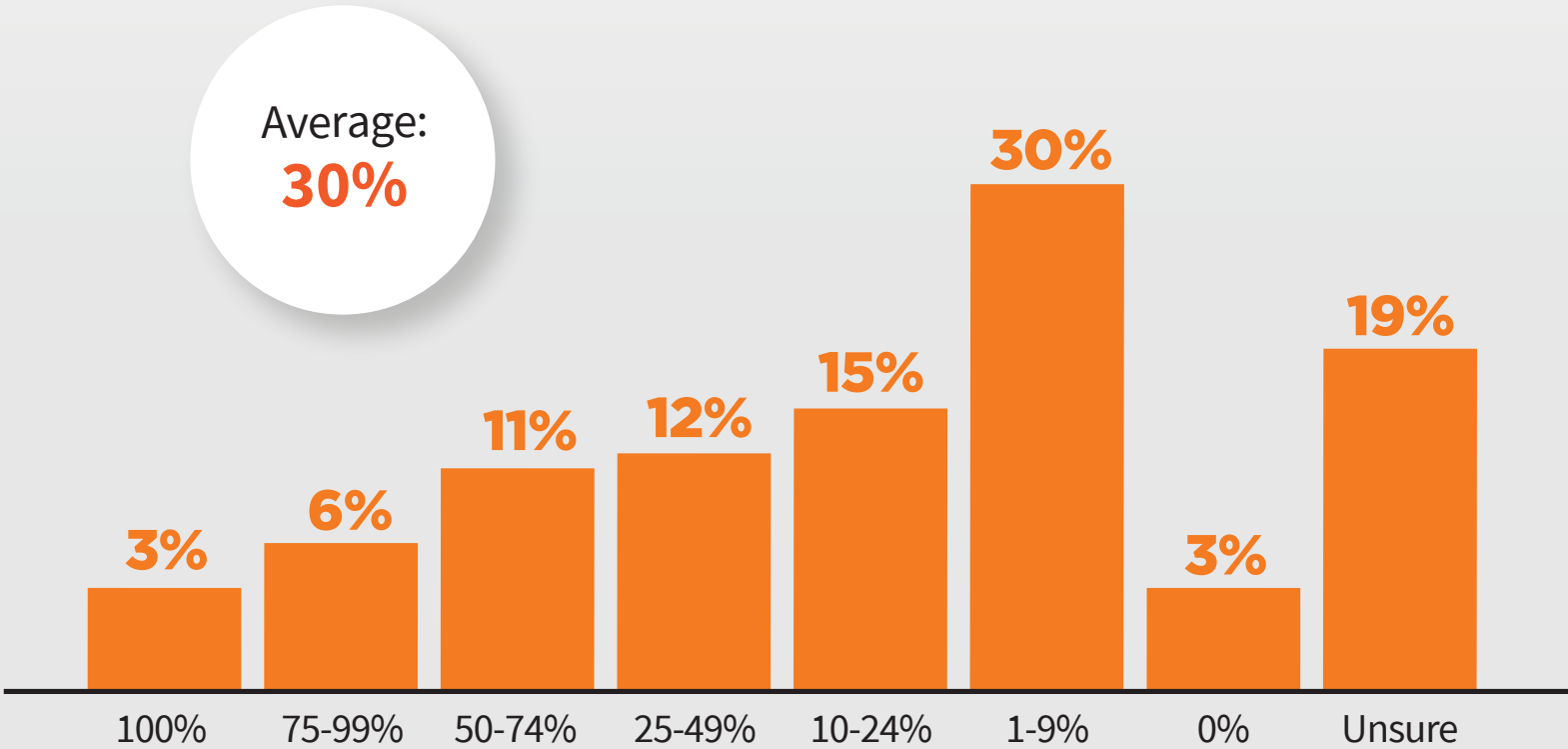
42%

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



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 Australian Content Marketing

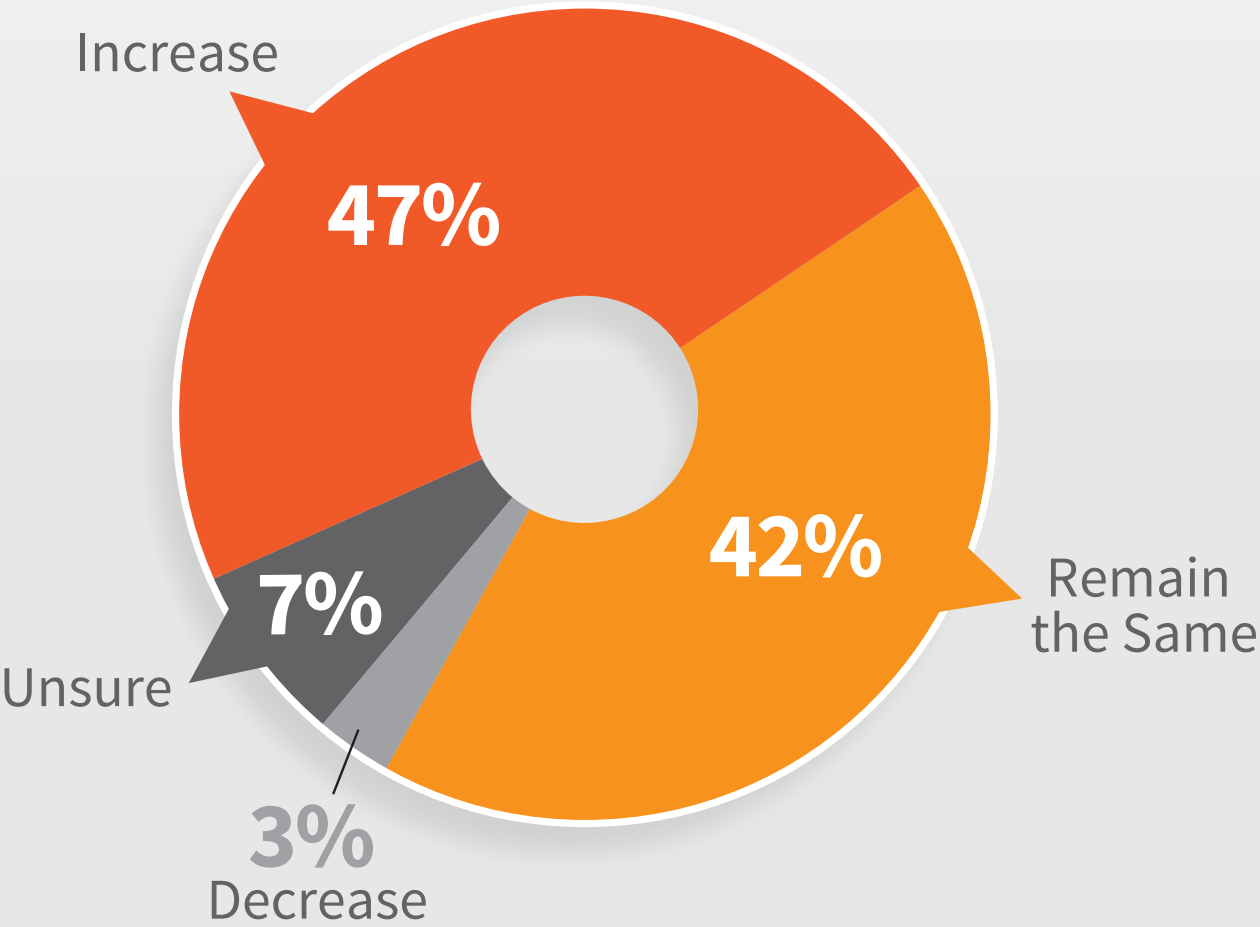


Content Marketing in Australia 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

Base = Australian content marketers; aided list.

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

**Australian Content Marketing Spending
(Over Next 12 Months)**



Content Marketing in Australia 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA

Base = Australian content marketers; aided list.

METHODOLOGY/DEMOGRAPHICS

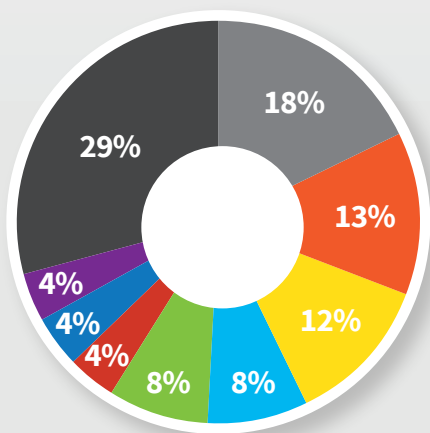
Content Marketing in Australia 2017: Benchmarks, Budgets, and Trends was produced by **Content Marketing Institute** in partnership with the **Association for Data-driven Marketing and Advertising (ADMA)** and sponsored by **LinkedIn Marketing Solutions**.

The seventh 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, and WTW 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 119 respondents who indicated they were for-profit marketers in Australia (65% B2B, 13% B2C, and 22% both B2B+B2C).

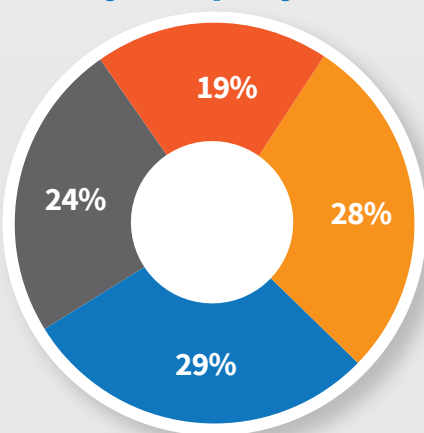
Additional reports based on the annual survey are available at www.contentmarketinginstitute.com/research. Special thanks to MarketingProfs for their assistance with the annual survey and the B2B North America and B2C North America reports.

Australian Industry Classification



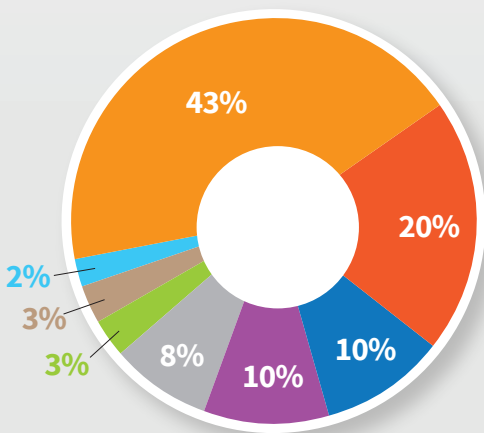
- Technology/IT/Software/Hardware
- Agency (Advertising, Digital, Content Marketing, PR, Marcom)
- Publishing/Media
- Accounting/Banking/Financial Institutions
- Consulting
- Healthcare/Medical/Pharmaceuticals
- Manufacturing
- Real Estate
- Other

Size of Australian Company (by Employees)



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

Australian Job Title/Function



- Marketing/Advertising/Communications/PR Management
- Corporate Management (Owner/President, CEO, CMO)
- Marketing - Staff/Support/Administration
- Content Creation/Management
- Sales and Business Management
- General Management (GM/VP)
- Consulting
- Website/Technology

ABOUT

Thanks to all the survey respondents and survey distribution partners who made this survey possible.

About Content Marketing Institute (CMI)

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

About 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 ultimate 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 LinkedIn Marketing Solutions

LinkedIn connects the world's professionals to make them more productive and successful and transforms the ways companies hire, market, and sell. Our vision is to create economic opportunity for every member of the global workforce through the ongoing development of the world's first Economic Graph. LinkedIn has more than 450 million members worldwide and over 8 million in Australia.

With **LinkedIn Marketing Solutions**, brands can build a presence, establish relationships, and reach the people that matter most through content marketing and advertising solutions.