

B2B Content Marketing 2010:

Agriculture Industry Report

FOREWORD

In September 2010, Junta42 and MarketingProfs in conjunction with the Business Marketing Association (BMA) and American Business Media (ABM) released the largest study to date, **2010 B2B Content Marketing Benchmarks, Budgets and Trends**, showing how B2B marketers are using content within their marketing mix. This report takes a more granular look at how agricultural marketers are using content marketing.

Compared to other industries, agricultural marketers are differentiated in a number of ways:

They have the lowest level of adoption for content marketing but high effectiveness

While these marketers report the lowest level of adoption for using content to market their products and services—78% versus 88% of all marketers—they report one of the highest levels of effectiveness.

They are focused on customer retention

The majority of agriculture organizations' sales revenue (80%) comes from existing customers, which is the highest among all of the industries surveyed. Not surprisingly, one of their primary goals for content marketing is customer retention.

They rely heavily on print-based media

More than any other industry, agricultural marketers rely on print media. They are the largest users of both print magazines (69%) and print newsletters (56%). Perhaps not surprisingly, they also widely use in-person events (68%); the only other industry that has a higher level of adoption for in-person events is healthcare.

They have not widely adopted social media

Agricultural marketers use social media the least of any group (60% versus 79% on average). Related to this, they also have the lowest adoption rate for blogs (29%).

They have a high level of executive buy-in

In our original study, one of the factors that differentiated self-described effective marketers from those who are less effective is executive buy-in. Agricultural organizations have the highest level of executive buy-in, along with professional services and radio/tv/publishing.

I hope this report helps you better understand how B2B marketers in the agriculture industry are executing on content marketing.

Michele Linn

Content Development Director
Content Marketing Institute

DETAILED FINDINGS

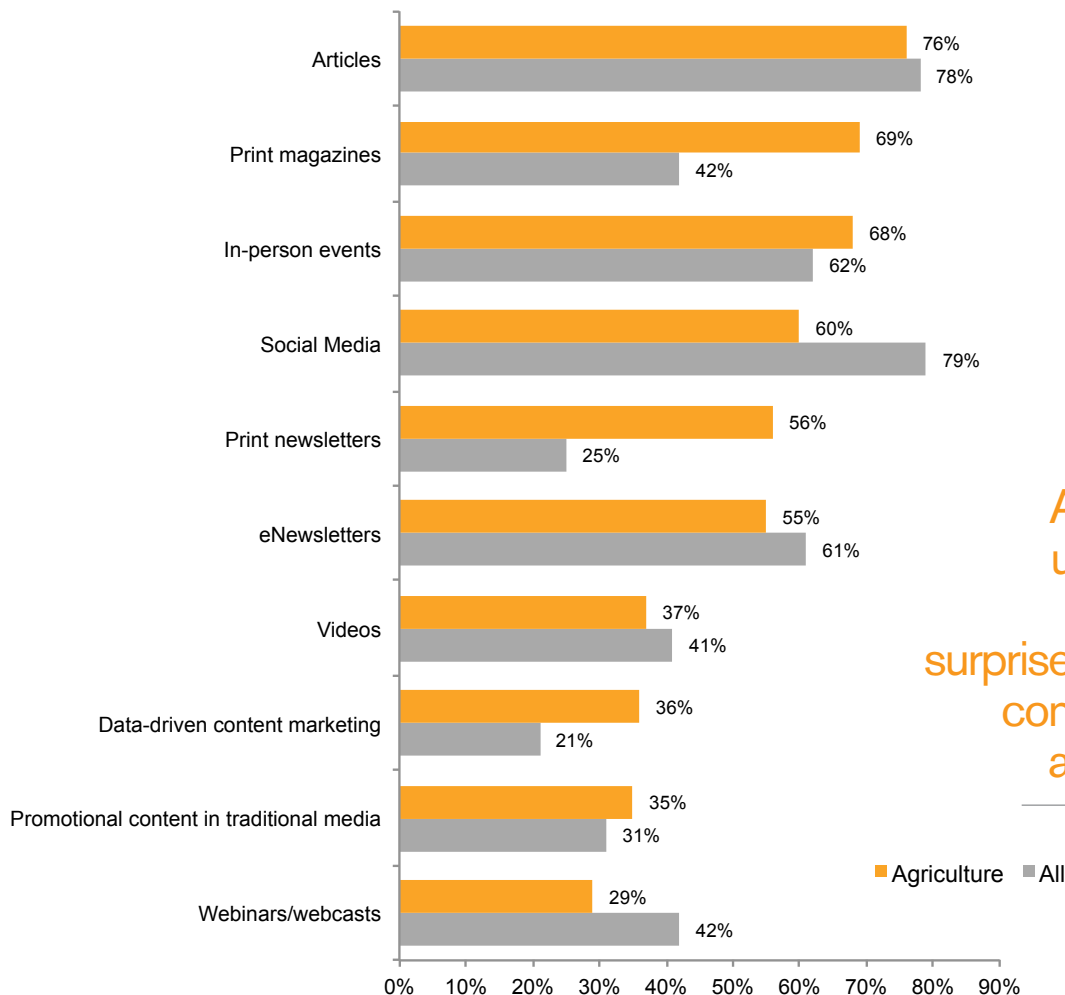
► USAGE AND EFFECTIVENESS

Content Marketing Tactics Used

Similar to other B2B marketers, agricultural marketers use a wide variety of content tactics in their content marketing efforts. **On average, they use seven tactics**, slightly less than the average of eight. The top five content marketing tactics used by agricultural firms are:

- Articles (76%)
- Print magazines (69%)
- In-person events (68%)
- Social media (60%)
- Print newsletters (56%)

Top 10 Content Marketing Tactics Used



Agriculture marketers use social media less frequently, so it is no surprise they are distributing content via social media at lower rates as well.

Source: B2B Content Marketing 2010: Agriculture Industry Report

Agricultural marketers have a noticeably different content mix than the overall sample of B2B marketers, focusing on non-digital channels. Like the others, they rely on article marketing, **but print magazines, in-person events and print newsletters play a key role in their marketing.** Likewise, they use social media, webinars and blogs at much lower rates than their peers in other industries.

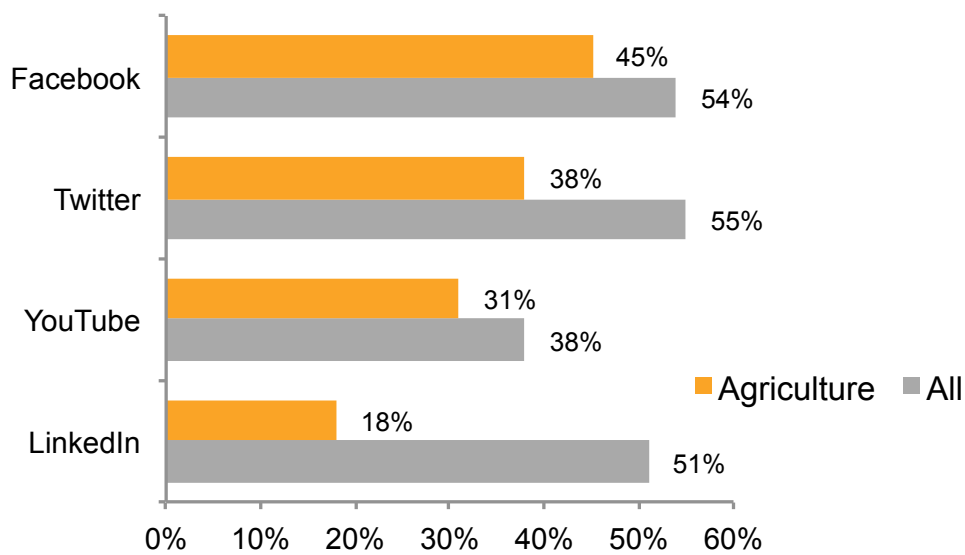
Although Figure 1 only provides data for the top ten tactics agricultural marketers use, **there are some other noteworthy differences as well.** Agricultural marketers:

- Have adopted mobile tactics at twice the rate of all B2B marketers (23% versus 11%)
- Use white papers and case studies far less than their peers.

► SOCIAL MEDIA DISTRIBUTION CHANNELS

As mentioned, agricultural marketers have a much lower adoption rate for social media, so it is no surprise **they are distributing content via social media channels at much lower rates as well.**

Percentage of Marketers Who Use Various Social Media Sites to Distribute Content



Source: B2B Content Marketing 2010: Agriculture Industry Report

► CONTENT MARKETING EFFECTIVENESS

In addition to asking survey respondents to tell us which content marketing products they currently employ in their companies, we also asked them to rate the effectiveness of each of these products in their marketing efforts on a scale of one (low effectiveness) to five (high effectiveness).

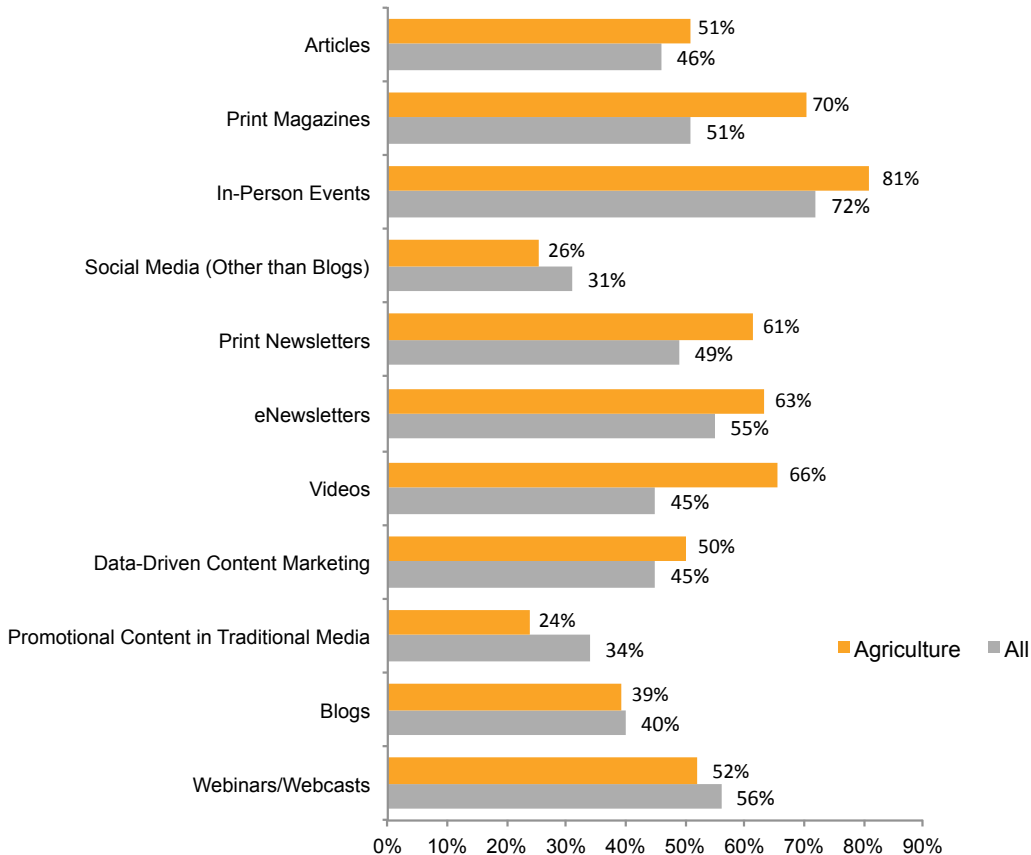
When we consider the adoption rates of each content vehicle measured against the perceived effectiveness of that particular vehicle among those who use that tactic, we find a “confidence gap.” That is, while companies invested in a number of content marketing products, they may not have confidence in how they are using each of those products.

While it is unclear if this lack of confidence is due to true ineffectiveness of any given strategy or simply the inability to measure effectiveness, this gap exists across all industries and company sizes.

Here are the effectiveness ratings for the tactics agricultural marketers use the most often:

- Articles: 51% effectiveness (76% usage)
- Print magazines: 70% effectiveness (69% usage)
- In-person events: 81% effectiveness (68% usage)
- Social media (excluding blogs): 26% effectiveness (60% usage)
- Print newsletters: 61% effectiveness (56% usage)
- eNewsletters: 63% effectiveness (55% usage)

Effectiveness Ratings: Top 10 Content Marketing Tactics Used in Agriculture Organizations



Source: B2B Content Marketing 2010: Agriculture Industry Report

For the most part, agricultural marketers have more confidence in the tactics they are using than the overall sample. For some tactics, the increased effectiveness is substantial:

	Percentage of Agricultural Marketers Who Use	Percentage of Agricultural Marketers Who Think it is Effective	Percentage of Overall Sample Who Think it is Effective
Print magazines.....	69%.....	70%.....	51%
Print newsletters.....	56%.....	61%.....	49%
Videos.....	37%.....	66%.....	45%
Microsites.....	28%.....	55%.....	44%
Mobile content.....	23%.....	53%.....	39%

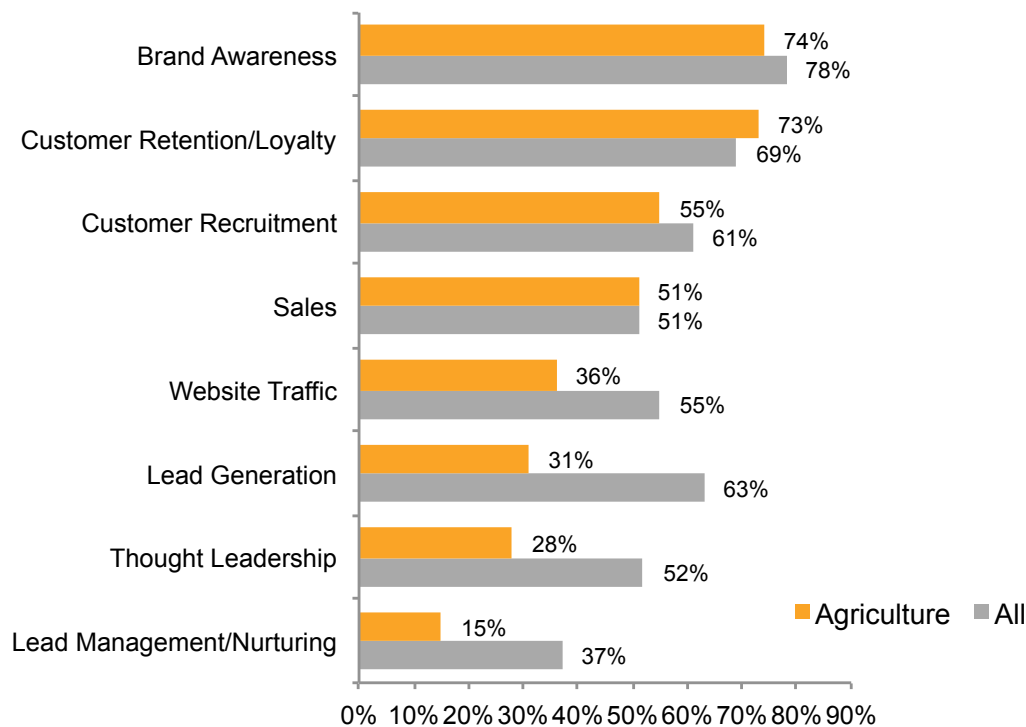
GOALS AND MEASUREMENT

► ORGANIZATIONAL GOALS

Like all B2B content marketers, agricultural marketers have numerous goals for content marketing. The top four are:

- Brand awareness (74%)
- Customer retention/loyalty (73%)
- Customer recruitment (55%)
- Sales (51%)

Organizational Goals for Content Marketing



Source: B2B Content Marketing 2010: Agriculture Industry Report

When compared to other marketers, **agricultural marketers more often cite customer retention and loyalty as a goal, which is in line with their need to sell into existing accounts** (on average, only 20% of sales revenue comes from new customers).

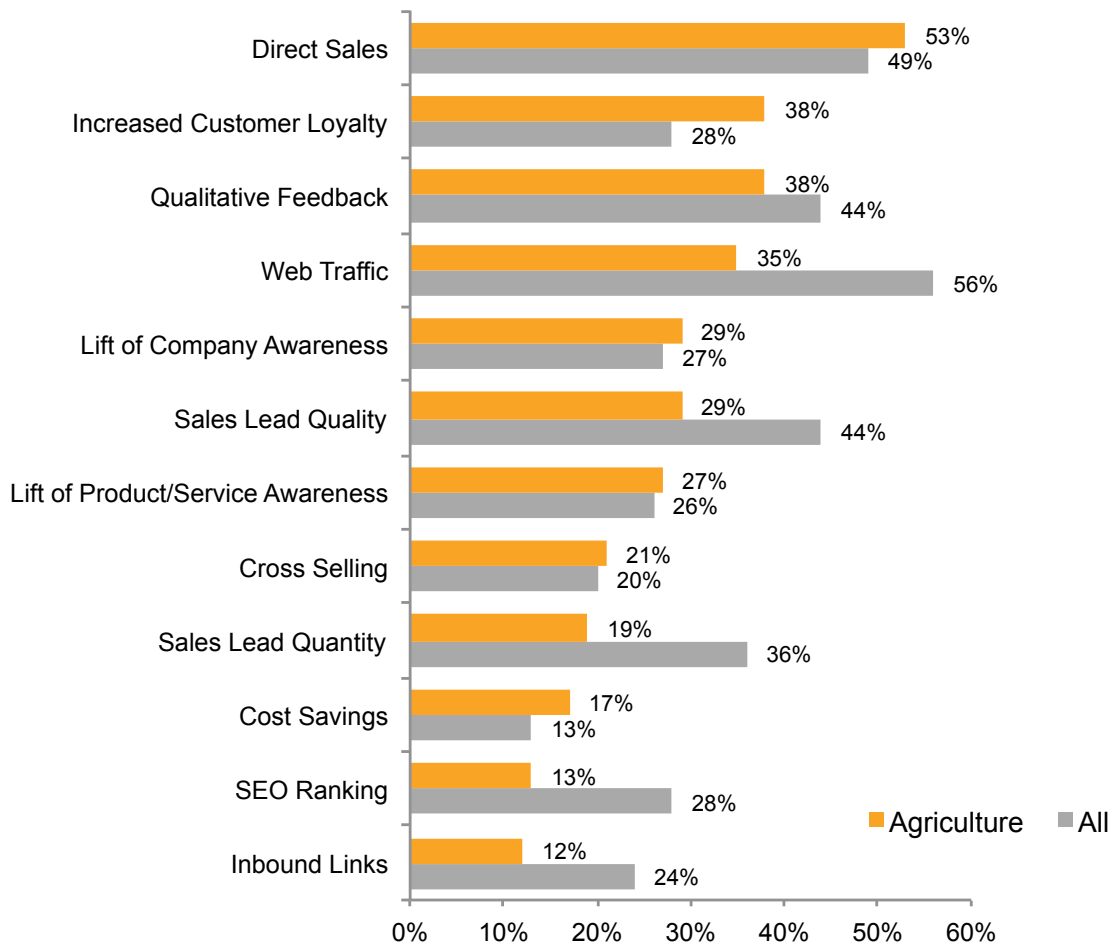
Considering the tactics that agricultural marketers use, it is not that surprising that they cite goals of website traffic, lead generation, thought leadership and lead management/nurturing at far lower rates than other marketers.

► MEASUREMENT CRITERIA

Considering agricultural marketers' need to sell into existing accounts, it is no surprise that direct sales (53%) and increased customer loyalty (38%) top the list of ways they measure success of their content marketing programs. Other top measures include:

- Qualitative feedback (38%)
- Web traffic (35%)
- Lift of company awareness (29%)
- Sales lead quality (29%)

Measurement Criteria for Content Marketing Success



Source: B2B Content Marketing 2010: Agriculture Industry Report

BUDGETS AND PRODUCTION

► CONTENT MARKETING SPENDING

Forty-seven percent of agricultural marketers expected to increase their budgets for content marketing in the coming 12 months, while 50% claimed their investment in content marketing will remain the same. No marketers (0%) reported their content marketing budgets would decrease in the coming year.

On average, agricultural marketers are planning to spend 25% of their marketing budgets on content marketing, which is very similar to the 26% reported overall.

On average, agricultural marketers spend \$129,000 per year on content creation and \$486,000 on distributing content. This is higher than the average among all marketers. However, it is important to note that the biggest factor of spend appears to be company size. The majority of agricultural marketers surveyed are mid- to large-sized organizations, which, in part, explains the higher spend. Reliance on non-digital channels likely has an impact on spend as well.

► CONTENT MARKETING OUTSOURCING

Agricultural firms use outsourcing for their content marketing efforts more than their peers. Only 36% of agricultural marketers keep all of the work in-house, compared to 45% on average among B2B marketers. The majority of agricultural marketers (58%) use a combination of outsourced and in-house resources while 6% outsource all content creation.

CHALLENGES IN CONTENT MARKETING

Agricultural marketers were asked to cite their biggest content marketing challenge, and ranked them as follows:

- Producing the kind of content that engages prospects/customers (37%)
- Budget to produce enough content (28%)
- Producing enough content (15%)
- Producing a variety of content (8%)
- Lack of buy-in from higher-ups (6%)

Like all marketers, agricultural marketers cite producing engaging content as the biggest challenge. While agricultural marketers cite budget to produce content as a bigger challenge than the average marketer (28% versus 19%), they are less likely to have issues with producing enough content (15% versus 21%) and getting executive buy-in (6% versus 11%).

RESEARCH DETAIL

Of the 1,124 respondents to the **2010 B2B Content Marketing Benchmarks, Budgets and Trends** survey, 100 respondents came from agricultural firms. Agricultural firm respondents were more likely to be mid- to large-sized businesses, as indicated in the table below.

Number of Employees

Fewer than 10	21%
10 – 99.....	19%
100 - 999.....	24%
More than 1,000.....	35%

For further information about this report, please contact:

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About Michele Linn

Michele is the Content Development Director of the Content Marketing Institute where she works with a fabulous group of contributors who know a lot about content marketing. She's also a B2B content marketing consultant who has a passion for helping companies use content to connect with their ideal buyers. You can follow her on Twitter @michelelinn or read more of her posts on Savvy B2B Marketing.

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