

# Content Marketing in Australia: 2013 Benchmarks, Budgets, and Trends



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# OVERVIEW: THE STATE OF CONTENT MARKETING IN AUSTRALIA

## Hello Marketers!

Welcome to *Content Marketing in Australia: 2013 Benchmarks, Budgets, and Trends*.

The Content Marketing Institute (CMI) and The Association for data-driven marketing & advertising (ADMA) are pleased to present this premier study of content marketing in Australia. This landmark study provides new insight into how B2B and B2C marketers are using content marketing to engage with customers and prospects, and gives Australian marketers the ability to benchmark their content marketing efforts against their North American and UK counterparts.

### Here are some of the key research results:

- ▶ 96% of Australian marketers use content marketing, with businesses using 12 individual tactics on average.
- ▶ Both B2B and B2C Australian marketers use an average of four social media platforms.
- ▶ Currently, Australian businesses outsource content more often than their North American and UK peers.
- ▶ On average, Australian marketers allocate 25% of their marketing budgets to content marketing, and 61% of them plan to increase their content marketing spend over the next 12 months.

According to our research, the major challenge facing Australian content marketers is ensuring the effectiveness of their content marketing: Only 29% believe their content marketing is “very effective” or “effective.” However, Australian businesses are continuing to invest in content marketing, with many planning to increase their spend in the coming year. It seems that content marketing Down Under has nowhere to go but up.

On with the content marketing revolution!



**Joe Pulizzi**

Founder & Executive Director  
Content Marketing Institute

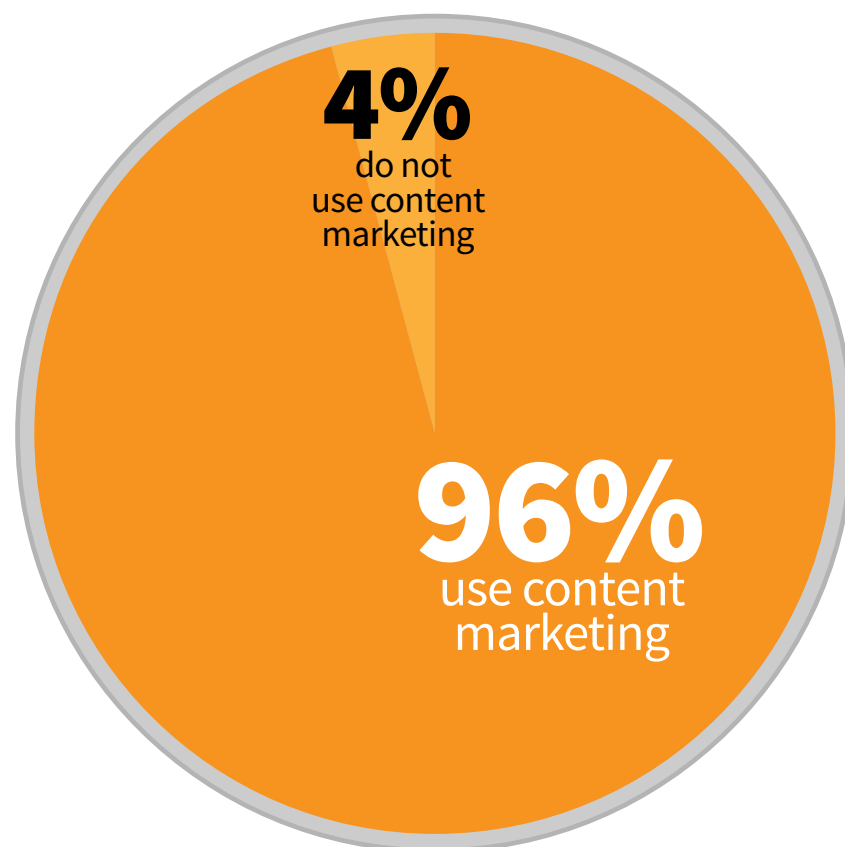


**Jodie Sangster**

Chief Executive Officer  
The Association for data-driven marketing & advertising (ADMA)

# 96% of Australian marketers use content marketing.

## Percentage of Australian Respondents Using Content Marketing

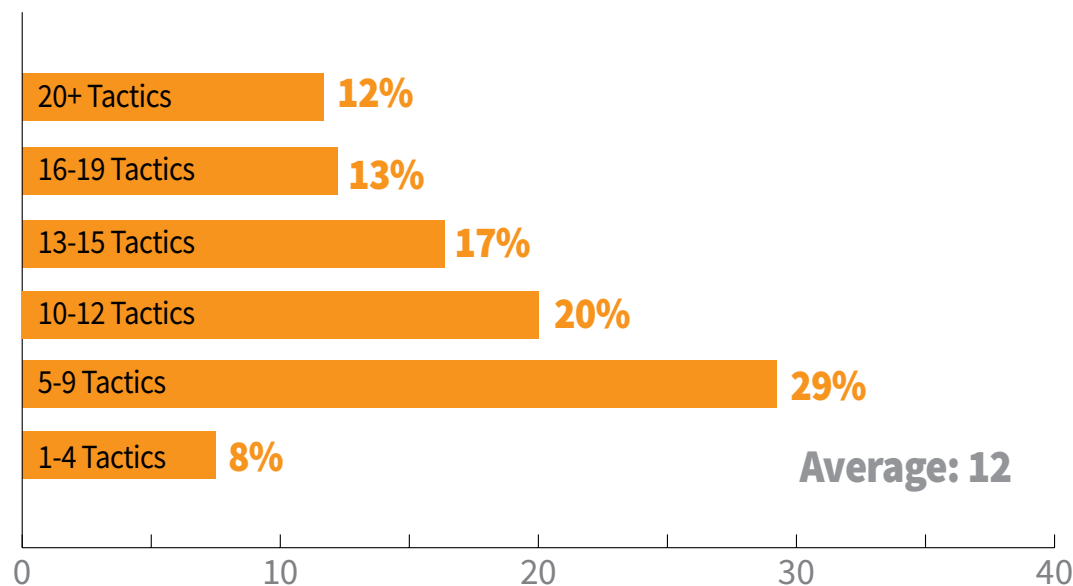


- ▶ 98% of Australian B2B marketers are using content marketing, versus 89% of their B2C peers.
- ▶ Australian B2B marketers use content marketing (98%) more often than their North American (91%) and UK B2B (95%) peers do.

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# Australian marketers use an average of 12 content marketing tactics.

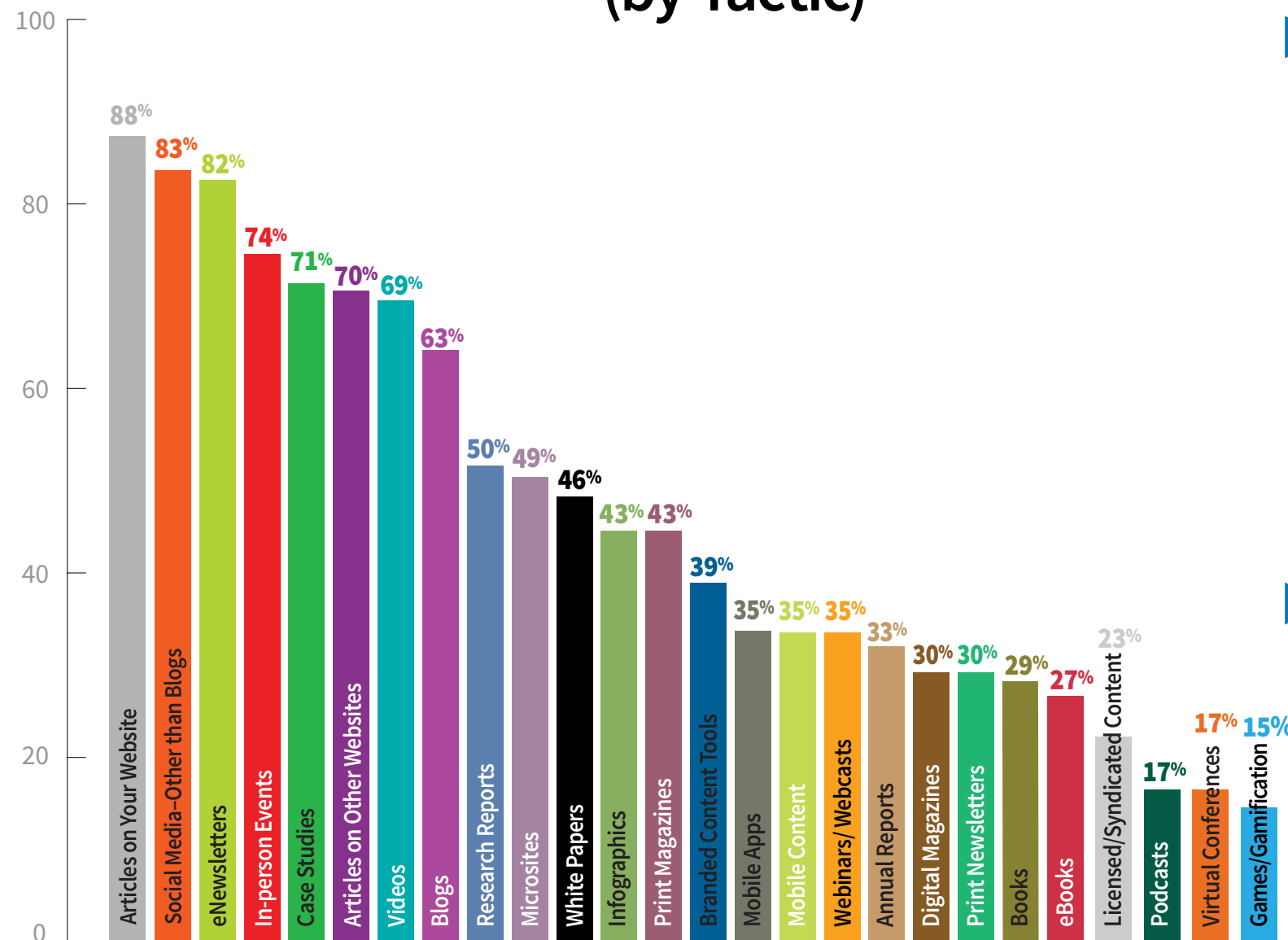
## Number of Tactics Australian Marketers Use



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- ▶ Australian and North American marketers use an average of 12 content marketing tactics, whereas UK marketers use an average of 13.
- ▶ While both B2B and B2C marketers in Australia use an average of 12 tactics, B2B marketers are slightly ahead percentage-wise (12.2 tactics versus 11.8 tactics).

# Content Marketing Usage in Australia (by Tactic)

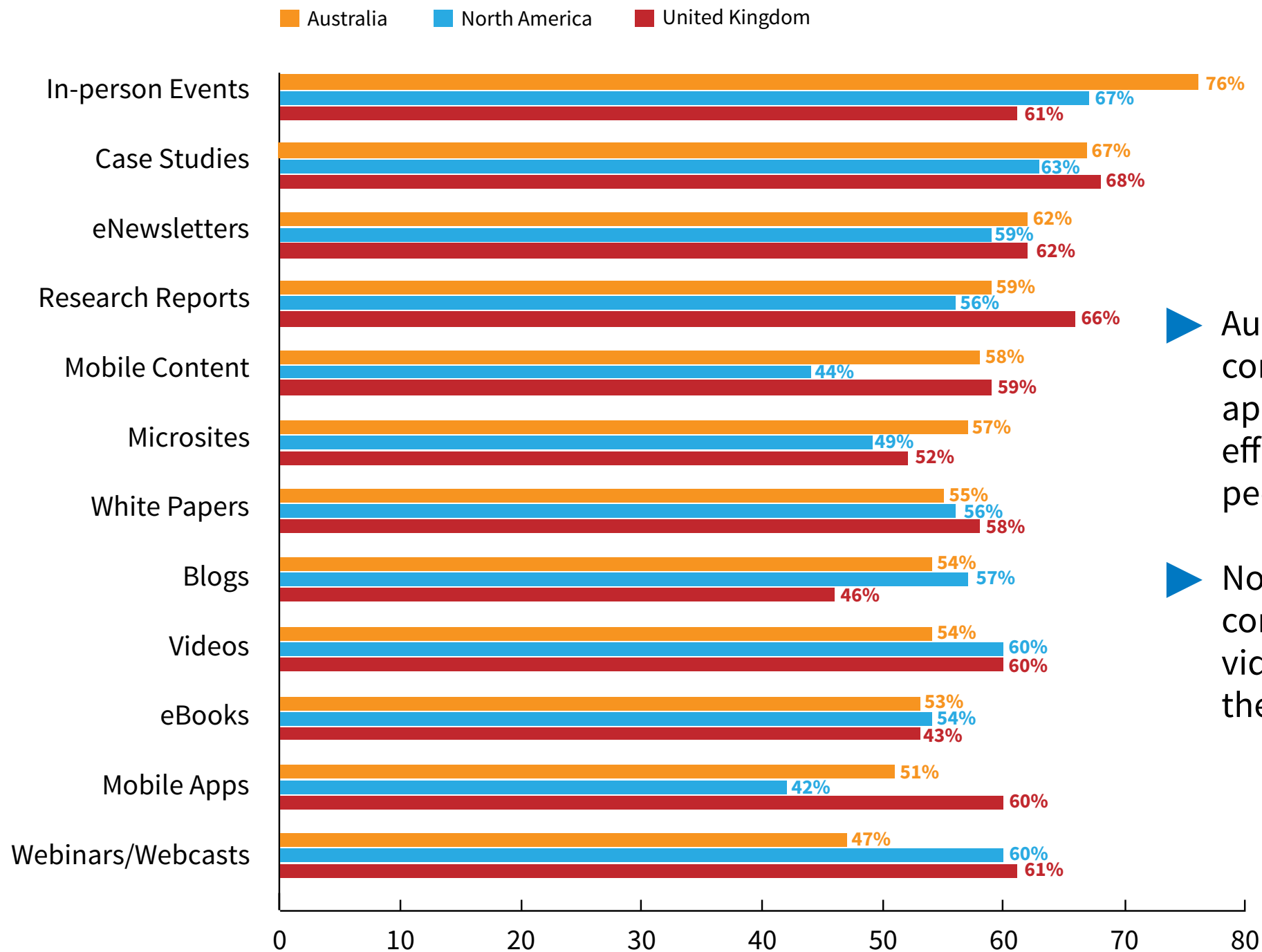


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- ▶ As with their peers in North America and the UK:
  - Australian B2C marketers use more mobile apps, mobile content, and print magazines/newsletters than their B2B counterparts do;
  - Australian B2B marketers use more case studies, white papers, webinars/webcasts, and research reports than their B2C counterparts do.
- ▶ Australian and UK B2C marketers use mobile apps and mobile content more often than their North American B2C peers do.

# Effectiveness Ratings of Tactics

Percentage of Respondents that Consider the Following Tactics Effective

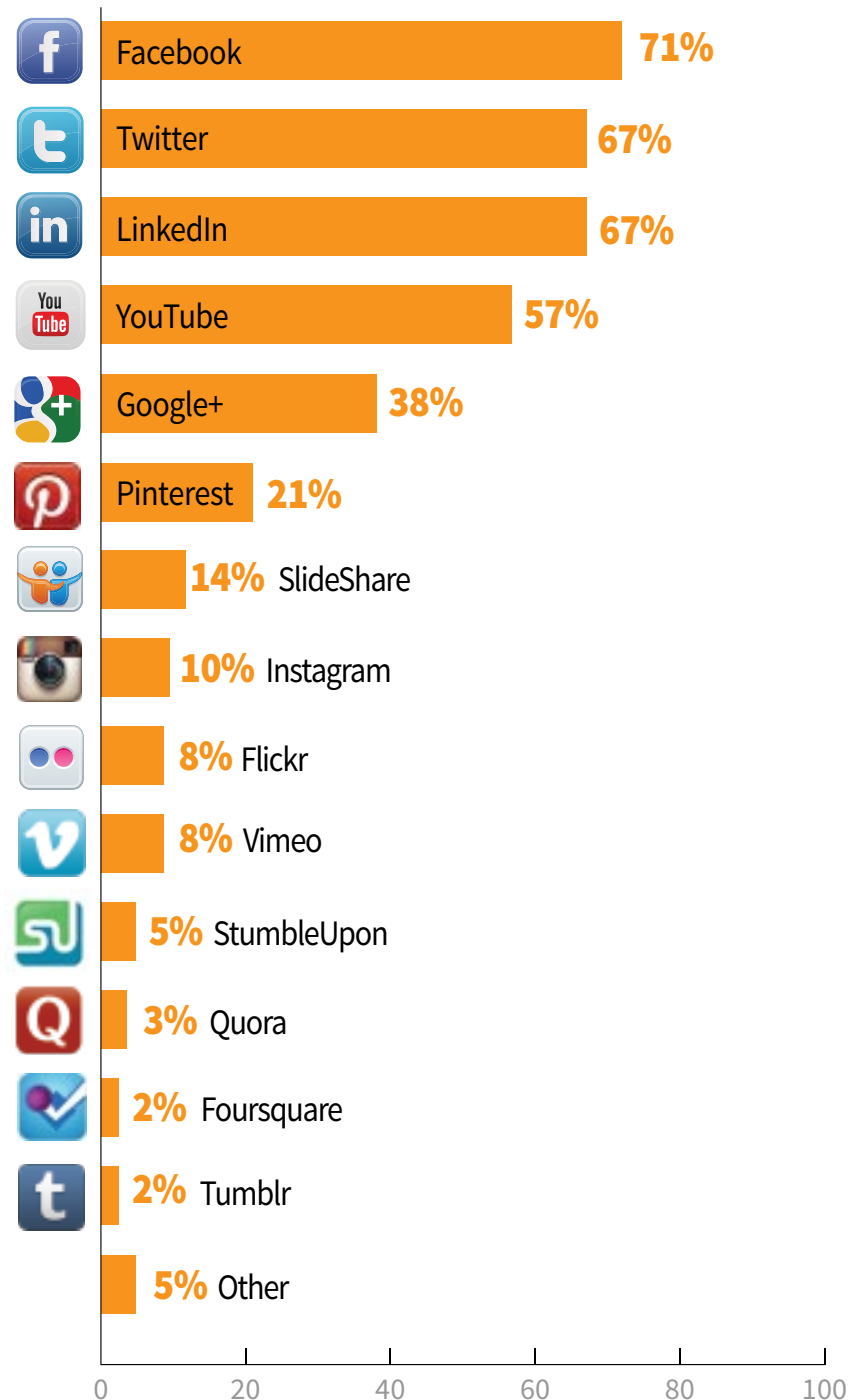


▶ Australian and UK marketers consider mobile content, mobile apps, and microsites to be more effective than their North American peers do.

▶ North American and UK marketers consider webinars/webcasts and videos to be more effective than their Australian peers do.

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### Percentage of Australian Marketers that Use Various Social Media Platforms to Distribute Content

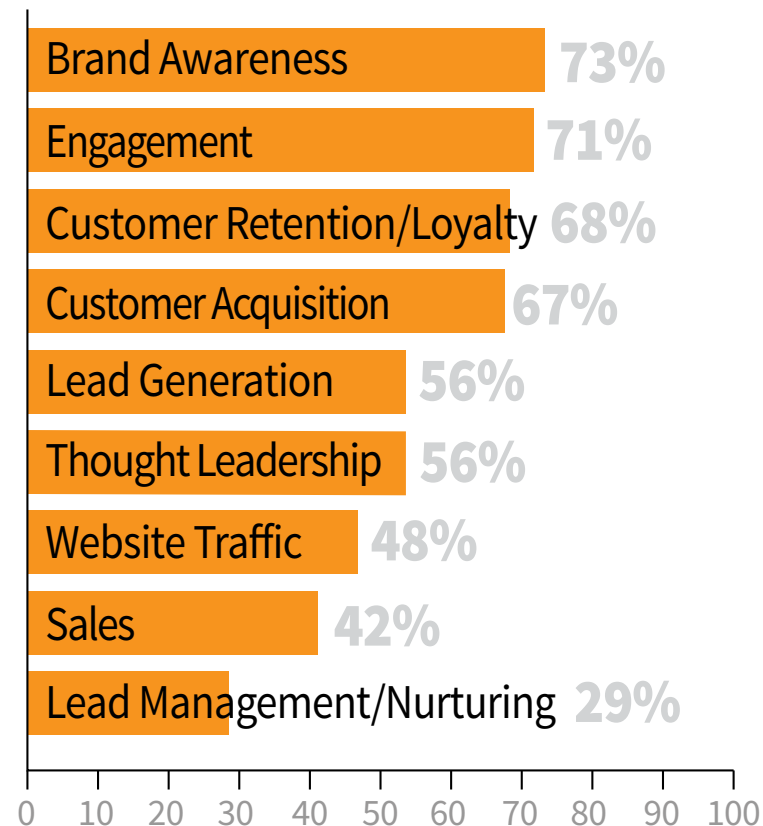


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- ▶ B2B and B2C content marketers in Australia and the UK, along with B2C marketers in North America, use an average of four social media platforms to distribute content, whereas B2B marketers in North America use five.
- ▶ Australian B2B marketers use LinkedIn (76%) the most, whereas their B2C peers use Facebook (85%) the most.

Overall, Australian marketers cite brand awareness as their top content marketing goal.

### Organizational Goals for Content Marketing in Australia



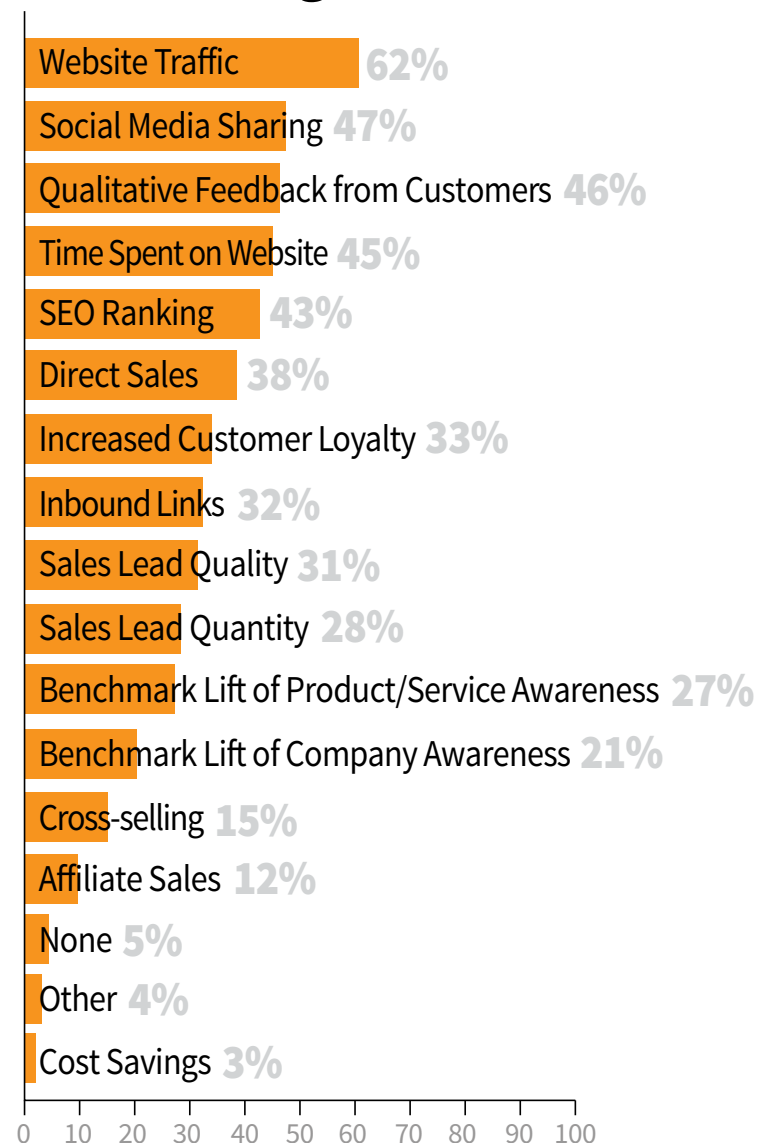
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- ▶ Australian B2B marketers cite brand awareness as their top content marketing goal (75%), whereas their B2C peers cite customer retention/loyalty (80%).
- ▶ North American and UK firms rank website traffic higher on their list of goals than Australian marketers do. And while they do not rank website traffic as a top goal, Australian companies use website traffic as their primary tool for measuring content marketing effectiveness (see page 9), indicating a conflict between goals and measurement tools.



# Australian marketers most often use website traffic to measure content marketing success.

## Measurement Criteria for Content Marketing Success in Australia

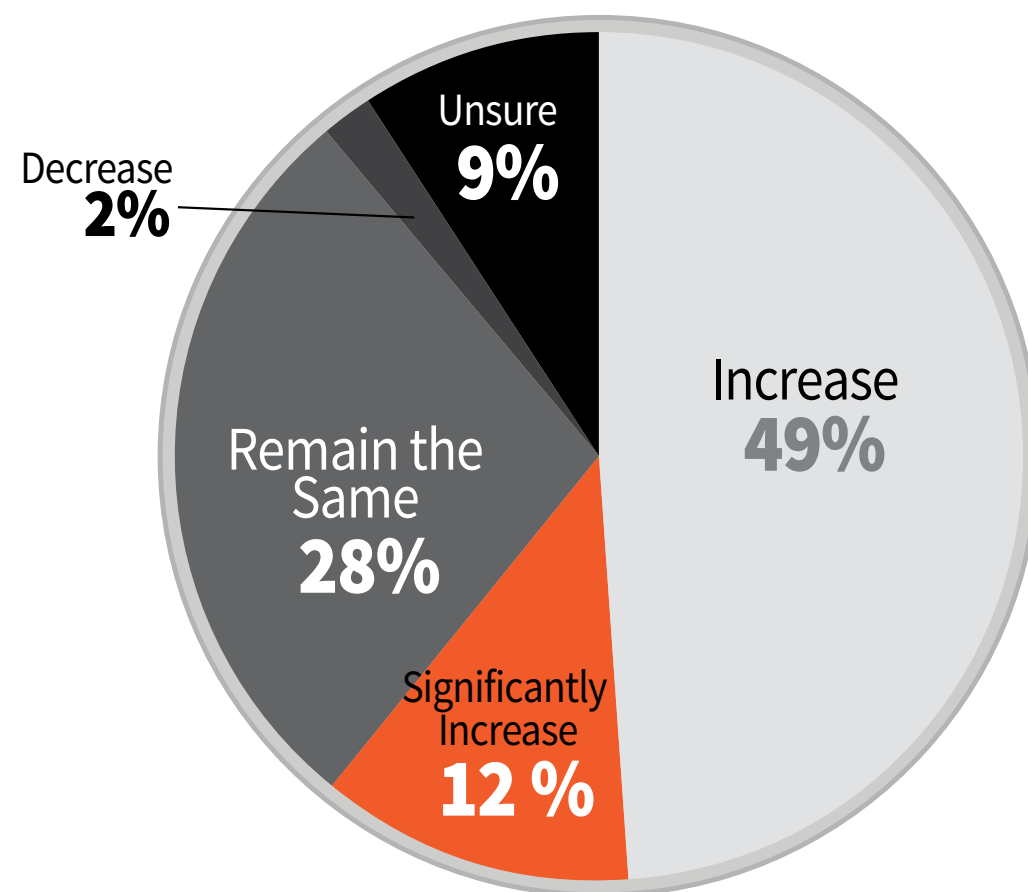


- ▶ B2B and B2C content marketers – no matter whether they are from Australia, North America, or the UK – consistently rank website traffic as their top measurement criterion.
- ▶ Like their North American peers, Australian B2C marketers place more emphasis on direct sales, whereas B2B marketers place more emphasis on the quality and quantity of sales leads.

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**Overall, 61% of Australian marketers plan to increase their content marketing budget over the next 12 months.**

### Content Marketing Spending in Australia (Over Next 12 Months)

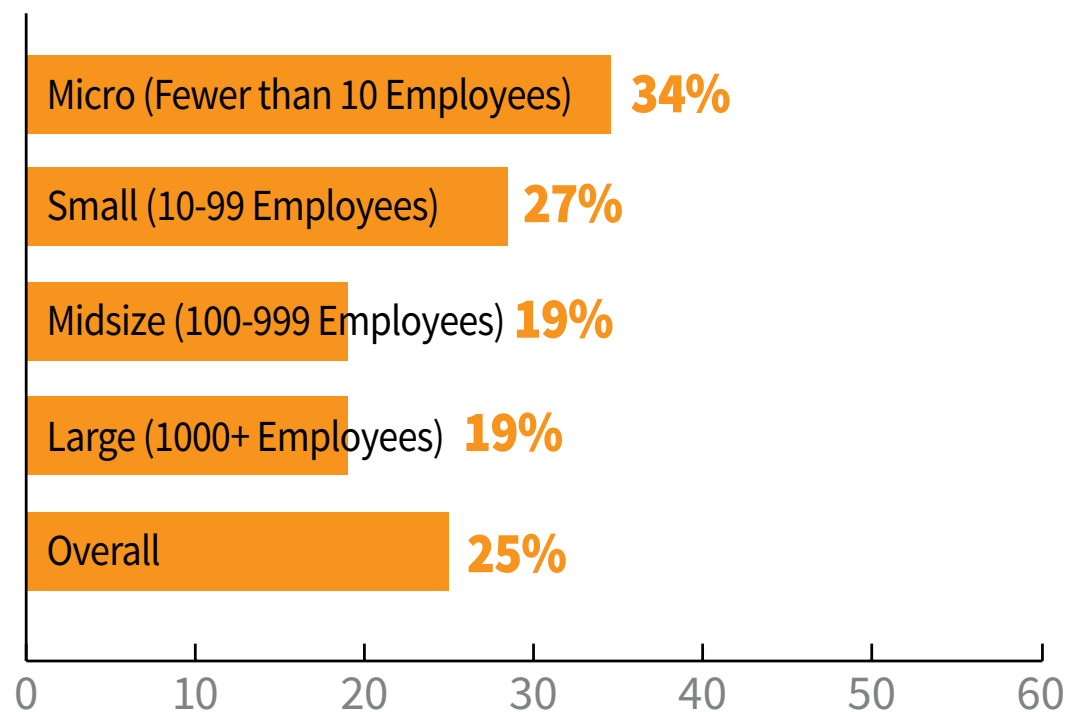


- ▶ 64% of UK marketers plan to increase spending, followed by 61% of Australian marketers, and 54% of North American marketers.
- ▶ 70% of Australian B2C marketers will increase spending, compared with 59% of their B2B peers.

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**On average, 25% of marketing budgets in Australia are allocated to content marketing.**

## Total Marketing Budget Spent on Content Marketing in Australia

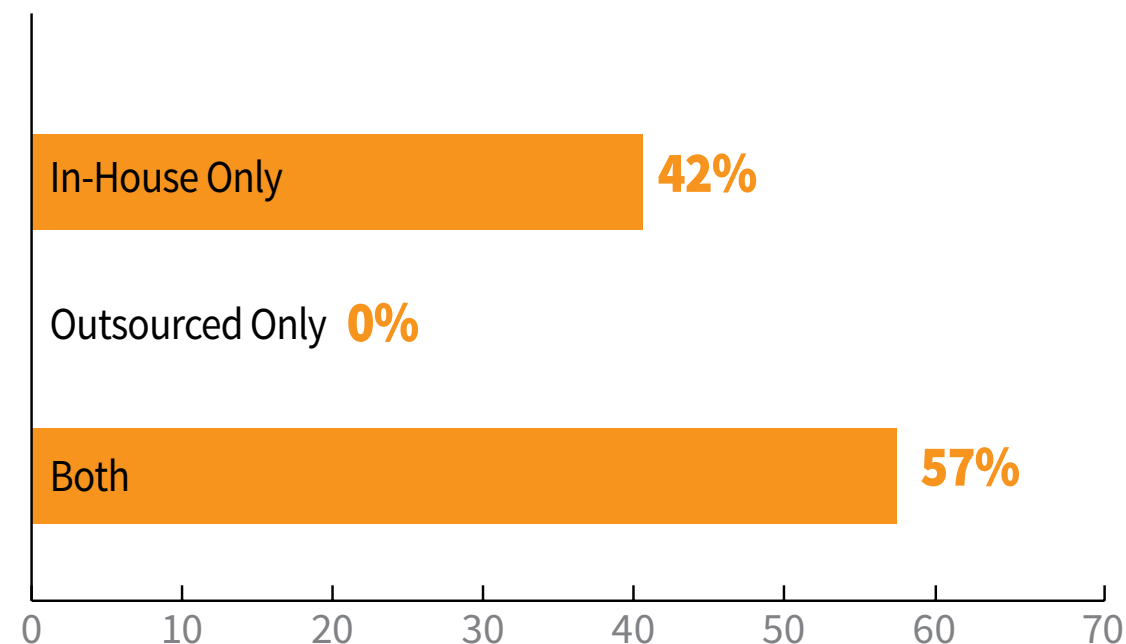


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- ▶ Just as in North America and the UK, Australian B2B marketers allocate a higher percentage of budget for content marketing (25%) than their B2C counterparts (20%) do.
- ▶ Overall, North American (31%) and UK (27%) companies allocate more budget to content marketing than Australian companies do.

**On average, 57% of Australian companies outsource content creation.**

### Insourcing vs. Outsourcing of Content Creation in Australia

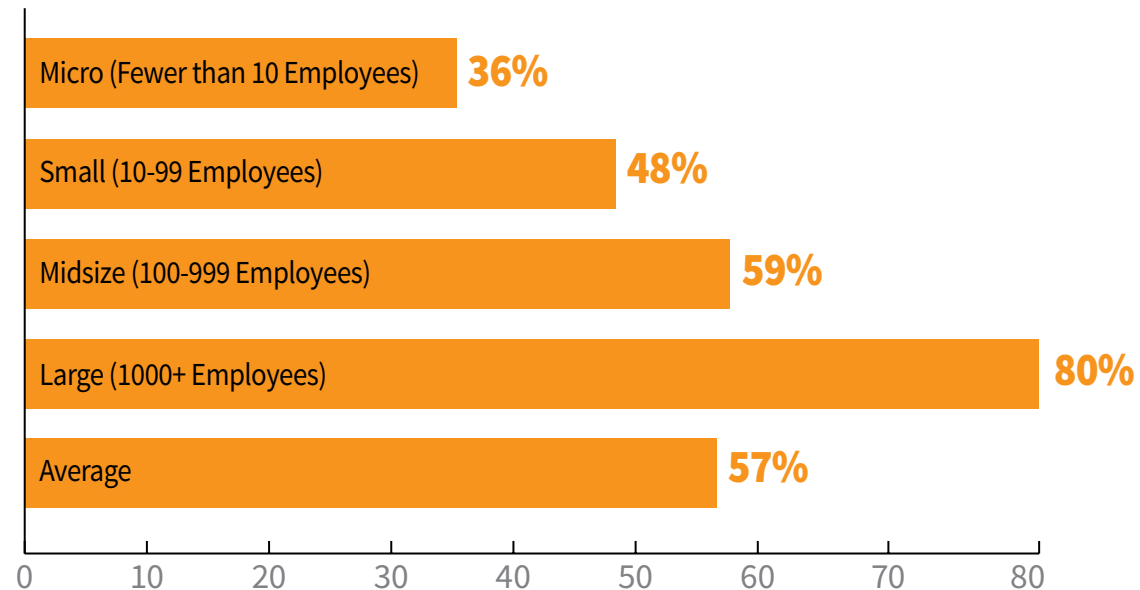


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- ▶ Overall, Australian marketers (57%) outsource content more often than their North American (45%) and UK (55%) peers do.
- ▶ Australian B2C marketers (74%) outsource content more often than their B2B peers (54%) do.

# Large companies outsource content creation more often than smaller companies.

### Percentage of Australian Companies that Outsource Content Creation in Australia (by Size)

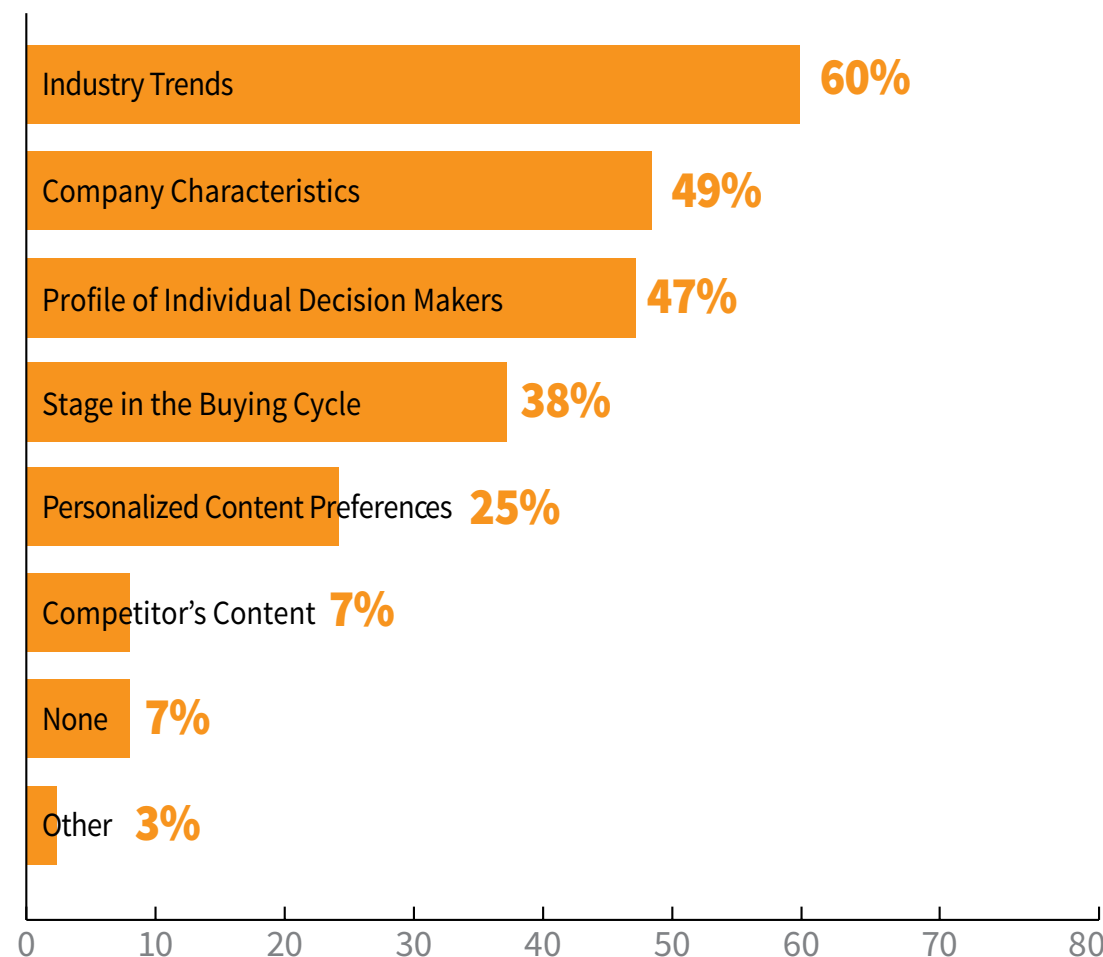


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- ▶ Just as in North America and the UK, the larger an Australian company is, the more likely it is to outsource content creation.

# Most Australian marketers tailor their content.

## How Australian Organizations Tailor Content

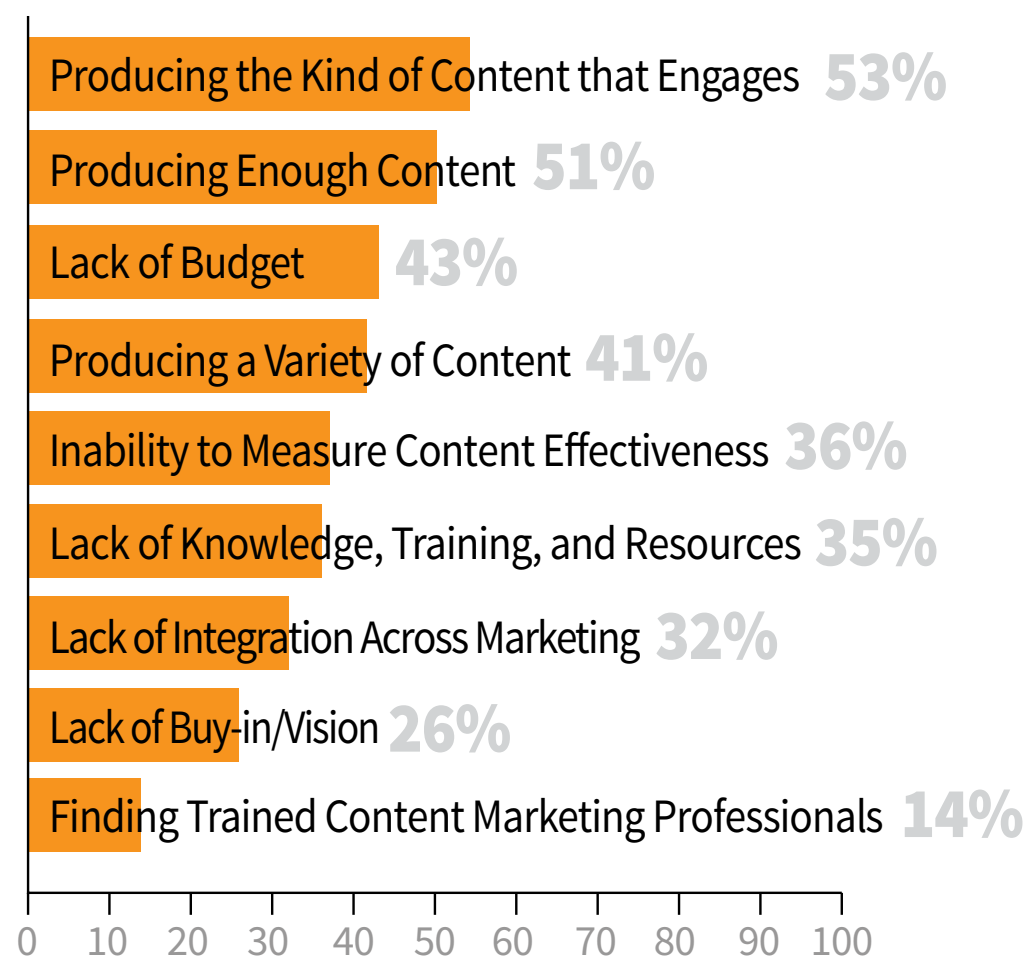


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- ▶ 97% of Australian B2C marketers tailor their content in at least one way – this is more often than all other content marketers in Australia, North America, and the UK.
- ▶ 88% of Australian B2B marketers tailor their content in at least one way – this is less often than their UK (96%) and North American (91%) B2B peers.

# Producing the kind of content that engages is the top challenge cited by Australian content marketers.

## Challenges that Australian Content Marketers Face



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- ▶ Australian B2C marketers (63%) more often cite producing the kind of content that engages as a challenge, whereas their B2B peers more often cite producing enough content (60%).
- ▶ Producing the kind of content that engages and producing enough content are universal challenges for Australian, North American, and UK marketers alike.

# Biggest Content Marketing Challenge for Australian Companies



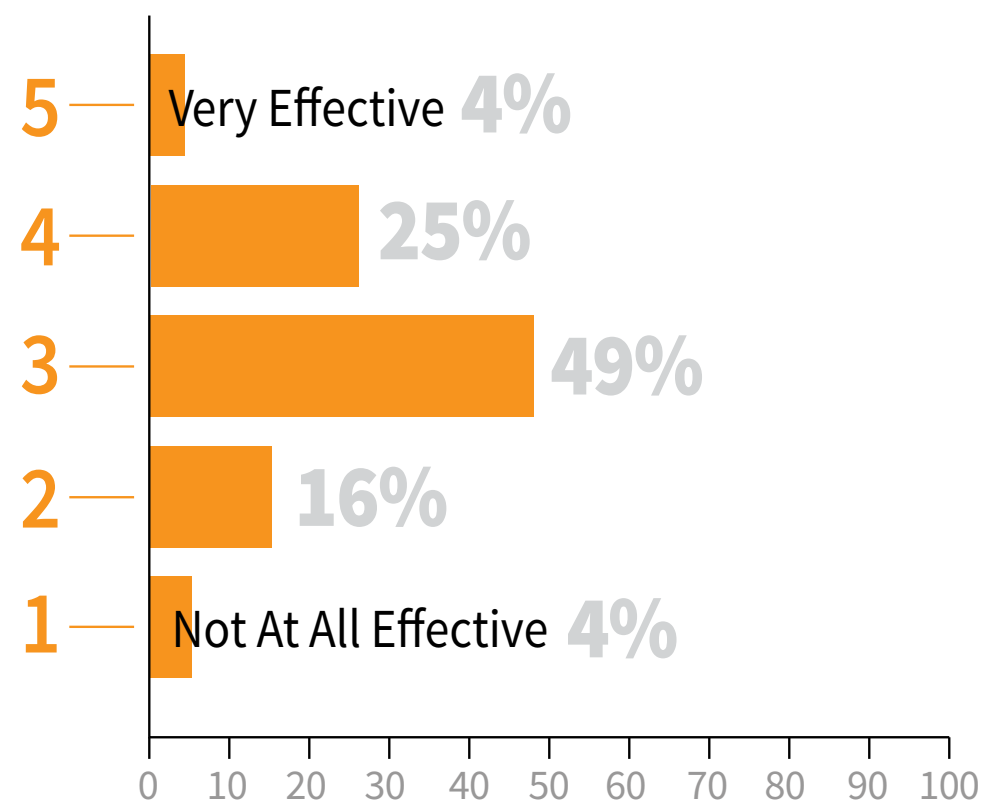
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- ▶ Australian B2B marketers are more challenged with producing enough content than their B2C peers are.
- ▶ Australian marketers are more challenged by a lack of buy-in/vision (13%) than their North American (8%) and UK (7%) peers are; otherwise, the challenges among the three are fairly similar.



**Just 29% of Australian marketers believe they are effective at content marketing.**

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



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- ▶ More B2B marketers (31%) than B2C marketers (20%) believe they are “effective” or “very effective” at content marketing (defined as an answer of 4 or 5 on a scale of 1 to 5).
- ▶ Australian marketers rank themselves lowest in terms of effectiveness when compared to their UK (39%) and North American (37%) peers.

# Profile of a best-in-class Australian content marketer.

## Comparison of Most Effective Australian Content Marketers with Least Effective Australian Content Marketers

	Most Effective	Overall/Average	Least Effective
Percentage of marketing budget allocated to content marketing	36%	25%	16%
Average number of tactics used	15	12	9
Average number of social platforms used	5	4	2
Plan to increase content marketing spend in the next year	47%	61%	67%
Tailor content to profile of decision maker	66%	46%	33%
Challenged with producing engaging content	37%	53%	77%
Challenged with lack of buy-in/vision from higher-ups	12%	26%	37%

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## Profile of a best-in-class Australian content marketer.

**Just as in North America and the UK, best-in-class Australian content marketers, when compared with their peers:**

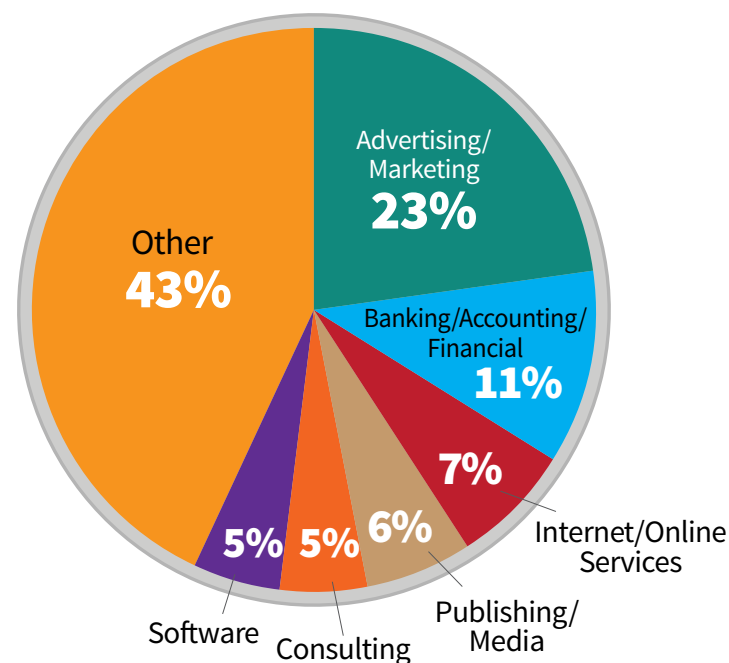
- ▶ Allocate a greater share of their marketing budgets to content marketing
- ▶ Use more content marketing tactics
- ▶ Use more social media platforms to distribute content
- ▶ Tailor content more often to specific personas/decision makers
- ▶ Are slightly more challenged with producing enough content, but far less challenged with producing engaging content

## DEMOGRAPHICS

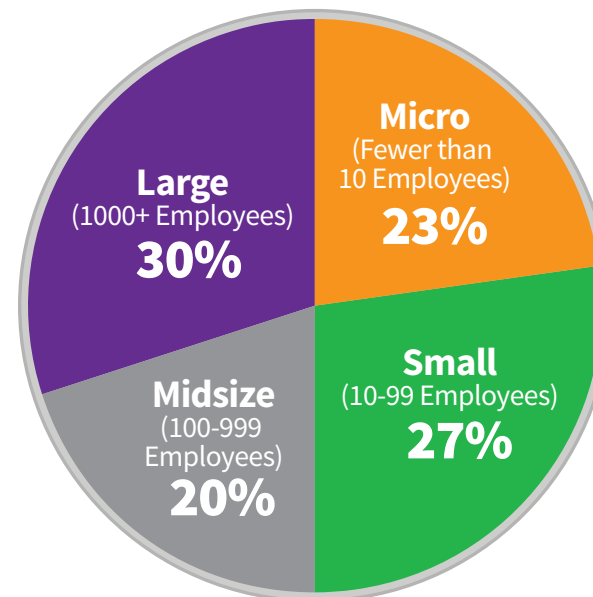
**Content Marketing in Australia: 2013 Benchmarks, Budgets, and Trends** was produced by Content Marketing Institute (CMI) and The Association for data-driven marketing & advertising (ADMA). The survey was mailed electronically to a sample of marketers from among members, subscribers, and partner lists of CMI and ADMA. Special thanks to MarketingProfs for their participation in the North American comparisons used in this report.

A total of 216 participants responded from Australian companies (including 139 B2B companies and 45 B2C companies) during the time period of August 2012 through January 2013, representing a range of industries, functional areas, and company sizes.

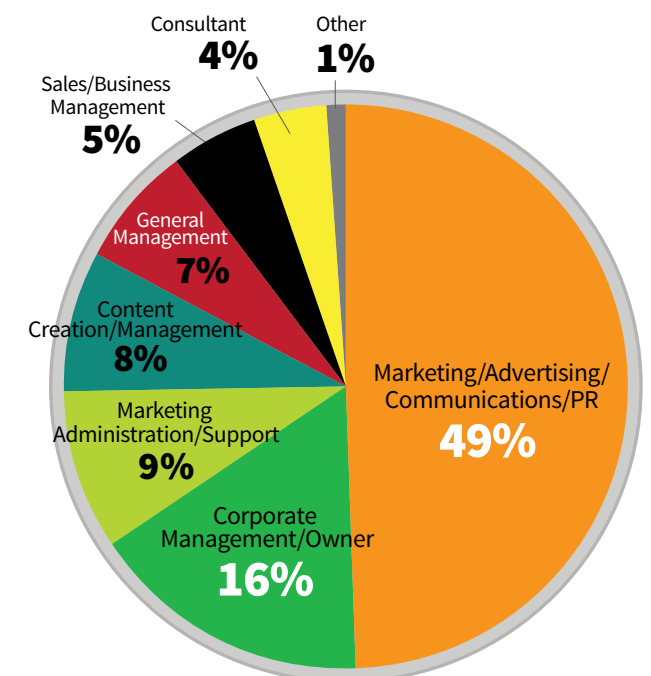
### Industry Classification, Australia



### Size of Company, Australia (by Employees)



### Job Title/Function, Australia





## The Premier Content Marketing Event in Sydney, produced by CMI and ADMA

### About Content Marketing Institute:

The [Content Marketing Institute](#) (CMI) is the leading global content marketing education and training organization. CMI teaches enterprise brands how to attract and retain customers through compelling, multi-channel storytelling. CMI's [Content Marketing World](#) event is the largest content marketing-focused event. CMI also produces the quarterly magazine [Chief Content Officer](#), and provides strategic consulting and content marketing research for some of the best-known brands in the world. Get more content marketing resources at [ContentMarketingInstitute.com](#). CMI is a division of Z Squared Media, a 2012 Inc. 500 company.

### About ADMA:

The [Association for data-driven marketing & advertising](#) (ADMA) is the principal industry body for information-based marketing and advertising and is the largest marketing and advertising body in Australia with over 500 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.