B2B Small Business Content Marketing:
2013 Benchmarks, Budgets, and Trends – North America
Hello Content Marketers!


When we recently surveyed 1,416 business-to-business (B2B) marketers from North America,* we found some key differences between B2B small business marketers (10-99 employees) and their B2B enterprise peers (1,000+ employees). For example, B2B small marketers:

► Use an average of 12 content marketing tactics, whereas their enterprise peers use 16
► Rate social media (other than blogs) as the content marketing tactic they use most often, whereas their enterprise peers use video most often
► Agree with their enterprise peers that in-person events are the most effective content marketing tactic, but have more confidence in books and blogs than those peers do
► Use an average of five social media platforms, whereas their enterprise peers use four
► Outsource content creation much less frequently than their enterprise peers do.

Plus, more B2B small business marketers (57%) than enterprise marketers (46%) are planning to increase their content marketing budgets over the next 12 months.

Of course there are similarities, too. For instance, both B2B small business and enterprise marketers have a ways to go in terms of content marketing effectiveness: Just over 30% of both groups rate their organizations as effective at content marketing.

Here we take a closer look at how B2B small business marketers approach content marketing. We think you’ll find the results interesting.

*On with the content marketing revolution…*

---

**Joe Pulizzi**  
Founder  
Content Marketing Institute

*See page 19 for study demographics.*
94% of B2B small business marketers use content marketing.

Percentage of B2B Small Business Marketers Using Content Marketing

6% do not use content marketing

94% use content marketing

B2B small business marketers use an average of 12 content marketing tactics.

Number of Tactics
B2B Small Business Marketers Use

- 20+ Tactics: 7%
- 16-19 Tactics: 12%
- 13-15 Tactics: 23%
- 10-12 Tactics: 23%
- 5-9 Tactics: 27%
- 1-4 Tactics: 6%

Average: 12

B2B small business marketers use an average of 12 content marketing tactics, whereas their B2B enterprise peers use 16.

B2B small business marketers use social media (other than blogs) the most, whereas their B2B enterprise peers use videos the most (87%).

B2B enterprise marketers use all of these tactics with greater frequency than their B2B small business peers do, with one exception: B2B small business marketers use blogs more frequently (76% vs. 70%).
Like their B2B enterprise peers (71%), B2B small business marketers consider in-person events to be the most effective content marketing tactic.

B2B small business marketers and their enterprise peers rate most items here similarly in terms of effectiveness, with two exceptions: Small business marketers have more confidence in books (55% vs. 35%) and blogs (60% vs. 46%) than their enterprise peers do.
B2B small business marketers use an average of five social media platforms, whereas their B2B enterprise peers use an average of four.

B2B small business marketers most often use LinkedIn, Twitter, and Facebook, whereas their B2B enterprise peers most often use Facebook, Twitter, and YouTube.
B2B small business marketers cite brand awareness as their top goal for content marketing.

Organizational Goals for Content Marketing (B2B Small Businesses)

- Brand Awareness: 82%
- Customer Acquisition: 78%
- Lead Generation: 74%
- Customer Retention/Loyalty: 69%
- Thought Leadership: 67%
- Website Traffic: 66%
- Engagement: 63%
- Sales: 49%
- Lead Management/Nurturing: 47%

Brand awareness is the top goal for both B2B small business marketers and their B2B enterprise peers.

B2B small business marketers most often use website traffic to measure content marketing success.

Measurement Criteria for Content Marketing Success (B2B Small Businesses)

- Website Traffic: 62%
- Sales Lead Quality: 53%
- Sales Lead Quantity: 48%
- Social Media Sharing: 48%
- SEO Ranking: 47%
- Direct Sales: 44%
- Qualitative Feedback from Customers: 44%
- Time Spent on Website: 41%
- Inbound Links: 38%
- Benchmark Lift of Company Awareness: 27%
- Increased Customer Loyalty: 24%
- Benchmark Lift of Product/Service Awareness: 22%
- Cross-selling: 15%
- Cost Savings: 5%

Like their B2B enterprise peers (64%), B2B small business marketers most often use website traffic to measure content marketing success.
57% of B2B small business marketers plan to increase their content marketing budget over the next 12 months.

Content Marketing Spending Among B2B Small Business Marketers (Over Next 12 Months)

- **Increase:** 48%
- **Remain the Same:** 32%
- **Significantly Increase:** 9%
- **Decrease:** 2%
- **Unsure:** 10%

57% of B2B small business marketers plan to increase the amount they allocate to content marketing, compared with 46% of their B2B enterprise peers.

On average, B2B small business marketers allocate 31% of their marketing budget to content marketing.

B2B small business marketers allocate 31% of their budget to content marketing, whereas their B2B enterprise peers allocate 24%.
39% of B2B small business marketers outsource content creation.

B2B small business marketers outsource content creation less frequently (39%) than their B2B enterprise peers (65%) do.

Nearly all B2B small business marketers segment their content.

90% of B2B small business marketers tailor their content in at least one way, compared with 92% of their B2B enterprise peers.

How B2B Small Business Marketers Tailor Content

- Profile of Individual Decision Makers: 61%
- Company Characteristics: 53%
- Stage in the Buying Cycle: 43%
- Personalized Content Preferences: 21%
- None: 9%
- Other: 4%

**Producing enough content is the top challenge faced by B2B small business marketers.**

### Challenges that B2B Small Business Content Marketers Face

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Producing Enough Content</td>
<td>64%</td>
</tr>
<tr>
<td>Producing the Kind of Content that Engages</td>
<td>54%</td>
</tr>
<tr>
<td>Producing a Variety of Content</td>
<td>43%</td>
</tr>
<tr>
<td>Lack of Budget</td>
<td>38%</td>
</tr>
<tr>
<td>Inability to Measure Content Effectiveness</td>
<td>33%</td>
</tr>
<tr>
<td>Lack of Knowledge, Training, and Resources</td>
<td>29%</td>
</tr>
<tr>
<td>Lack of Buy-in/Vision</td>
<td>25%</td>
</tr>
<tr>
<td>Lack of Integration Across Marketing</td>
<td>23%</td>
</tr>
<tr>
<td>Finding Trained Content Marketing Professionals</td>
<td>13%</td>
</tr>
</tbody>
</table>

B2B small business marketers are more challenged with producing enough content than their B2B enterprise peers are (64% vs. 53%); however, they are less challenged in all other areas shown here, especially with lack of integration across marketing (23% vs. 58%) and lack of buy-in/vision (25% vs. 38%).

B2B small business marketers cite producing enough content as their biggest challenge, whereas their B2B enterprise peers cite producing the kind of content that engages.
Just 34% of B2B small business marketers believe they are effective at content marketing.

How B2B Small Business Marketers Rate the Effectiveness of Their Organization’s Use of Content Marketing

- Very Effective: 5%
- 4: 29%
- 3: 44%
- 2: 17%
- Not At All Effective: 3%

B2B small business marketers and their B2B enterprise peers rate their organizations similarly in terms of content marketing effectiveness, with just 32% of enterprise marketers rating their organizations a 5 or 4.
**OVERALL EFFECTIVENESS**


<table>
<thead>
<tr>
<th>Percentage of Marketing Budget Allocated to Content Marketing</th>
<th>Most Effective</th>
<th>Overall/Average</th>
<th>Least Effective</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>46%</td>
<td>31%</td>
<td>14%</td>
</tr>
<tr>
<td>Average Number of Tactics Used</td>
<td>14</td>
<td>12</td>
<td>9</td>
</tr>
<tr>
<td>Average Number of Social Platforms Used</td>
<td>6</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Plan to Increase Content Marketing Spend Over the Next Year</td>
<td>60%</td>
<td>57%</td>
<td>46%</td>
</tr>
<tr>
<td>Tailor Content to Profile of Decision Maker</td>
<td>73%</td>
<td>60%</td>
<td>43%</td>
</tr>
<tr>
<td>Challenged with Producing Engaging Content</td>
<td>41%</td>
<td>54%</td>
<td>65%</td>
</tr>
<tr>
<td>Challenged with Producing Enough Content</td>
<td>60%</td>
<td>63%</td>
<td>68%</td>
</tr>
</tbody>
</table>

The most effective B2B small business marketers, when compared with their less effective B2B small business peers:

- Allocate a greater percentage of their marketing budget to content marketing
- Use more content marketing tactics
- Use more social media platforms to deliver content
- Tailor content to specific profiles/personas much more frequently
- Are far less challenged with producing engaging content
- Are less challenged with producing enough content
DEMOGRAPHICS


This report is based on the responses of 398 small business (10-99 employees) and 216 enterprise (1,000+ employees) marketers, who were part of a larger business-to-business (B2B) North America survey, _B2B Content Marketing: 2013 Benchmarks, Budgets, and Trends—North America_.

The electronic survey was mailed to a sample of B2B marketers from among subscribers of MarketingProfs and Content Marketing Institute in August 2012. A total of 1,416 B2B marketers from North America responded, representing a full range of industries (advertising/marketing, software, consulting, manufacturing, healthcare, finance, and others), functional areas, and company sizes.
About the 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 Outbrain:
Outbrain, the leading content discovery platform, is on a mission to help readers find the most interesting content online, while giving publishers and brands the ability to reach a highly engaged audience.

Using personalized links, Outbrain recommends content across a network of more than 300 premium publishers, including CNN, Fox News, Hearst, Rolling Stone, US Weekly, and Mashable. Links to content on a publisher’s own site increase stickiness, while links to high-quality third-party content increase site traffic and generate revenue.

Outbrain is currently installed on more than 100,000 sites and generates more than 85 billion recommendations per month.