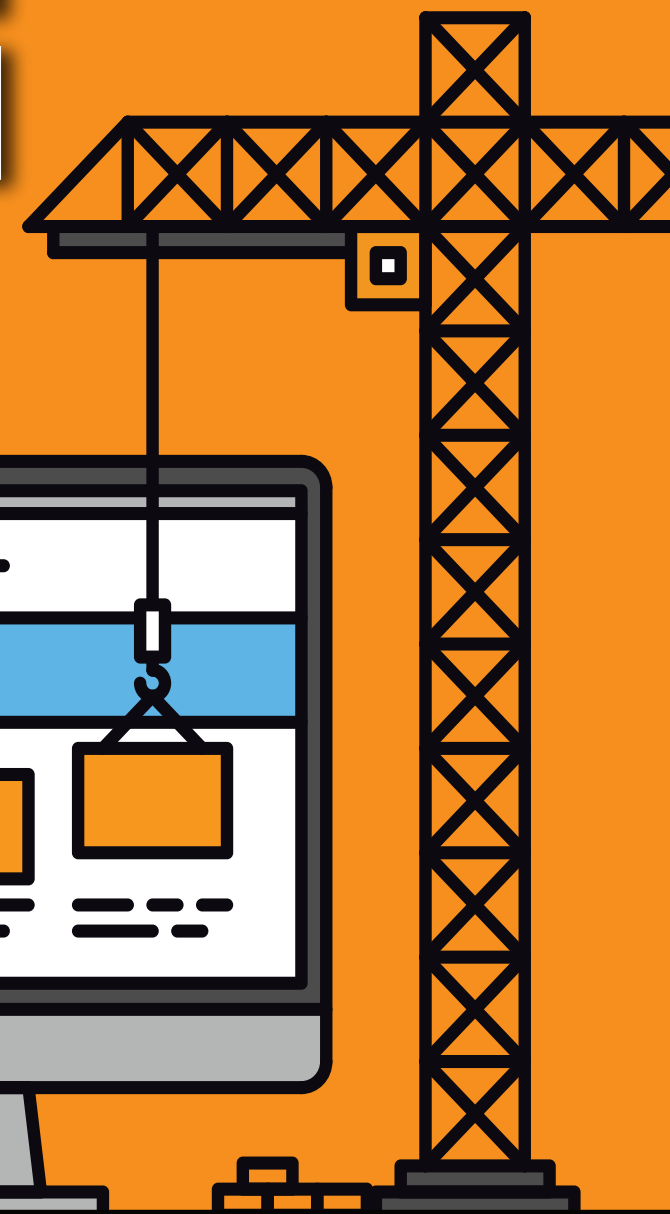


# MANUFACTURING

## B2B MANUFACTURING CONTENT MARKETING

2016 BENCHMARKS, BUDGETS,  
AND TRENDS — NORTH AMERICA



CONTENT  
MARKETING  
INSTITUTE™



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## WELCOME

### Greetings, Content Marketers,

Welcome to our third annual report on the content marketing practices of business-to-business (B2B) manufacturers in North America.

While manufacturing marketers reported lower overall effectiveness at content marketing this year, they expanded their use of content marketing tactics. They also became more effective with those tactics, closing the gap between usage and effectiveness that we observed last year.

At the same time, the usage and effectiveness ratings for social media platforms decreased slightly. YouTube is still the platform manufacturing marketers say is most effective, which isn't surprising considering that videos are at the top of the list of most widely used tactics.

Read on for more comparisons with last year, as well as with the overall sample of B2B marketers who took our annual content marketing survey.

**Yours in content,**

**Joe**

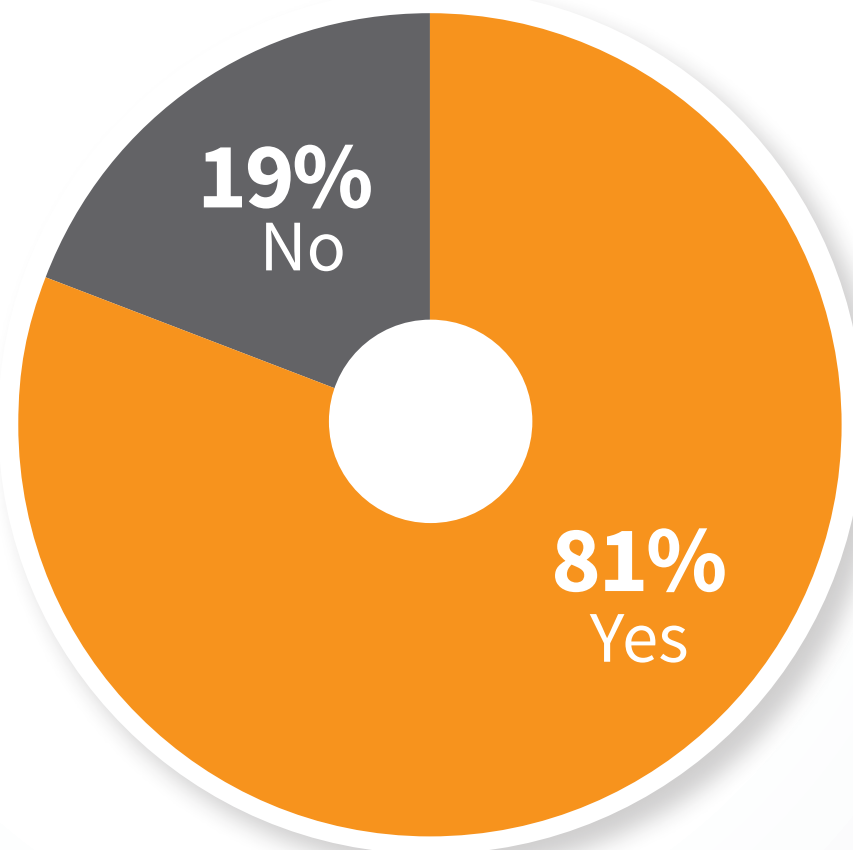


**Joe Pulizzi**

Founder

Content Marketing Institute

### Percentage of Manufacturing Marketers Using Content Marketing



2016 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

**Does your organization use content marketing?**

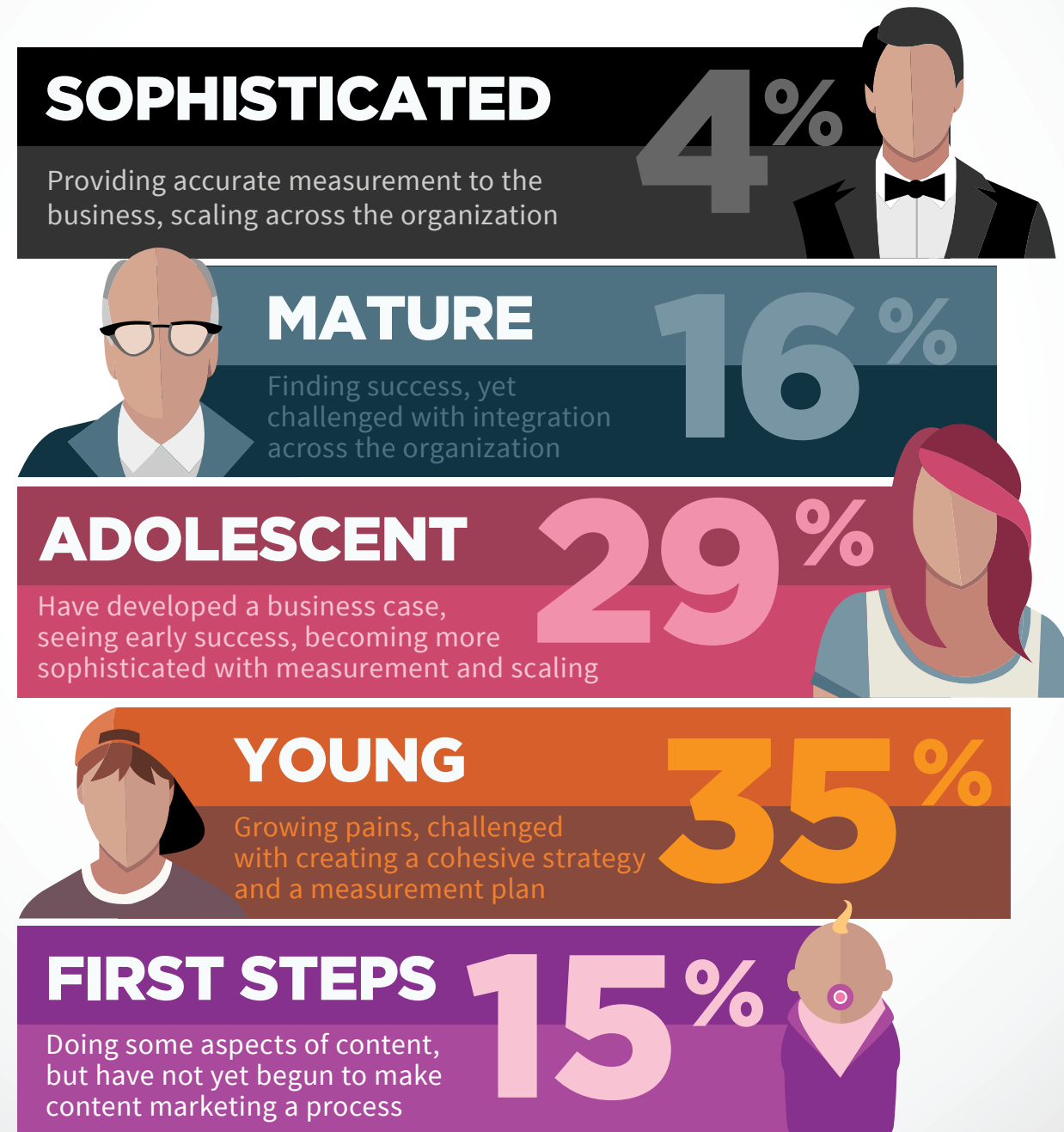
**81%** SAY YES

Last year, 82% of manufacturing marketers said they use 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.”



# How Manufacturing Marketers Assess Their Content Marketing Maturity Level



2016 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

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

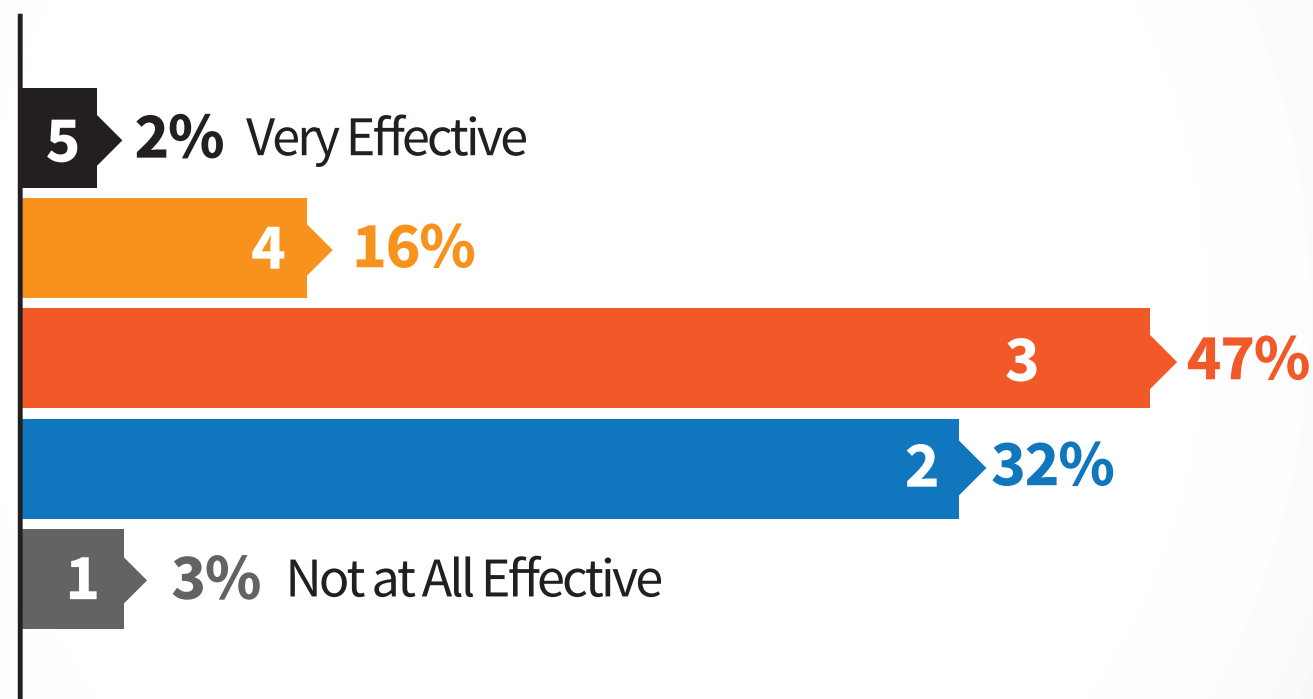
**50%** SAY YOUNG/  
FIRST STEPS PHASE

This was a new question this year. In general, effectiveness levels are greater among manufacturing organizations that have higher levels of content marketing maturity. Among those who reported being the most effective:

- 58% were in the sophisticated/mature phase
- 26% were in the adolescent phase
- 16% were in the young/first steps phase

## USAGE & EFFECTIVENESS

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



**Note:** For this survey, we define effectiveness as “accomplishing your overall objectives.” We refer to those who rate their organizations as a 4 or 5 (on a scale of 1 to 5, with 5 being “Very Effective” and 1 being “Not at All Effective”) as the “most effective” or “best-in-class” marketers. The 1s and 2s are considered the “least effective,” while the 3s are neutral.

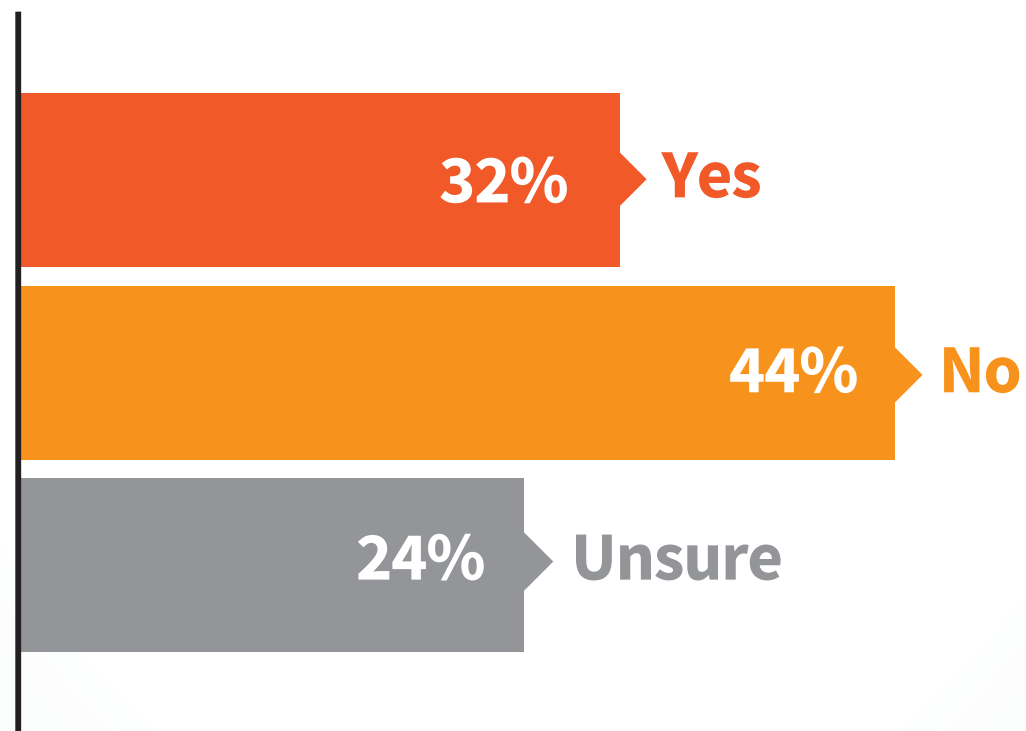
2016 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Overall, how effective is your organization at content marketing?

**18%** SAY THEY ARE EFFECTIVE

Last year, 26% of manufacturing marketers said their organizations were effective at content marketing. Having a documented content marketing strategy helps in this regard: 44% of manufacturing marketers who have one say their organizations are effective at content marketing.

### Percentage of Manufacturing Marketers Whose Organizations Have Clarity on Content Marketing Success



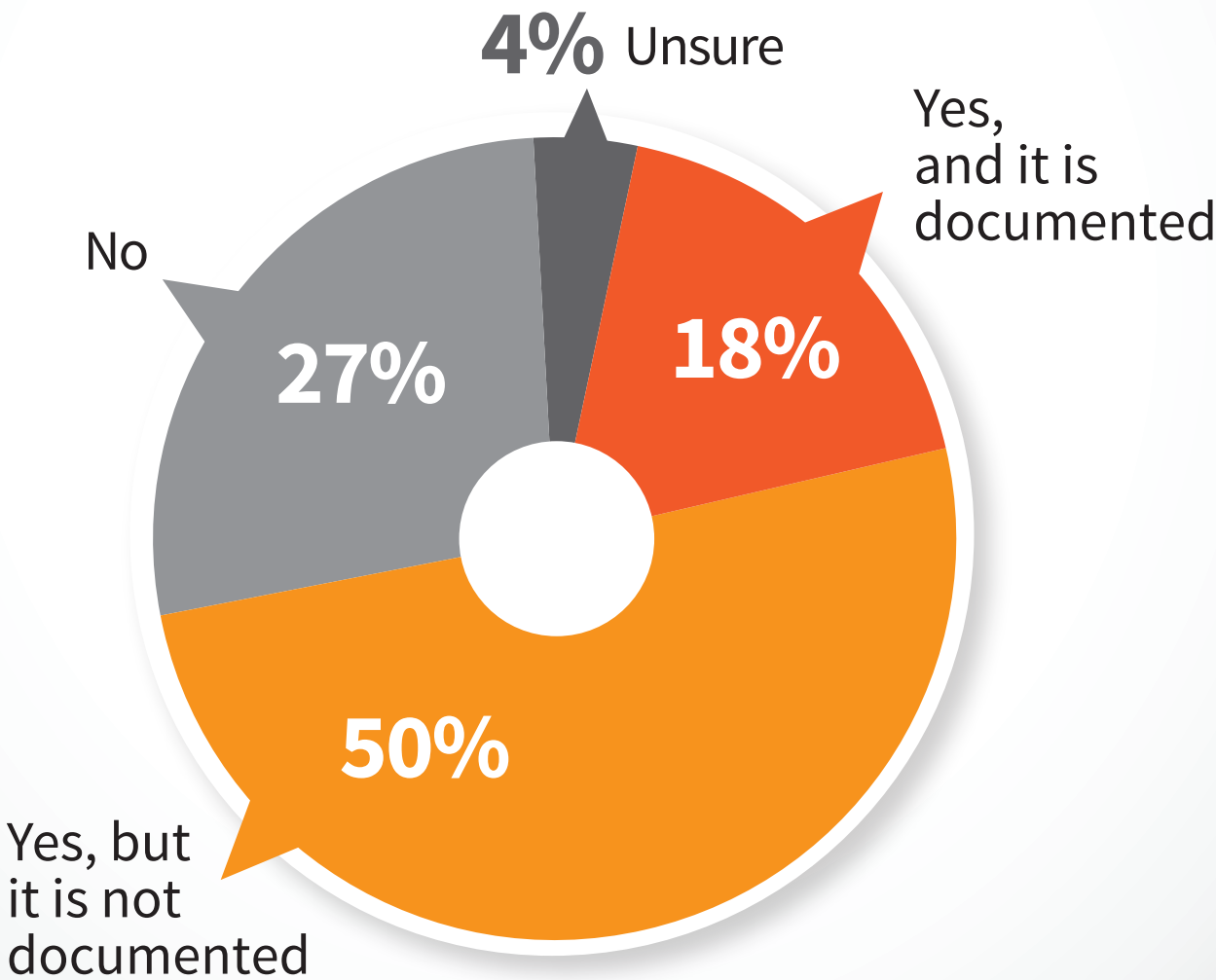
2016 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

**In your organization,  
is it clear what an effective  
or successful content marketing  
program looks like?**

**32%** SAY YES

This was a new question this year. 60% of manufacturing marketers whose organizations are in the sophisticated/mature phase of content marketing say they have clarity (vs. 39% of those in the adolescent phase and 16% of those in the young/first steps phase).

Percentage of Manufacturing Marketers Who Have a Content Marketing Strategy



2016 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Does your organization have a content marketing strategy?

**18%** HAVE A DOCUMENTED CONTENT MARKETING STRATEGY

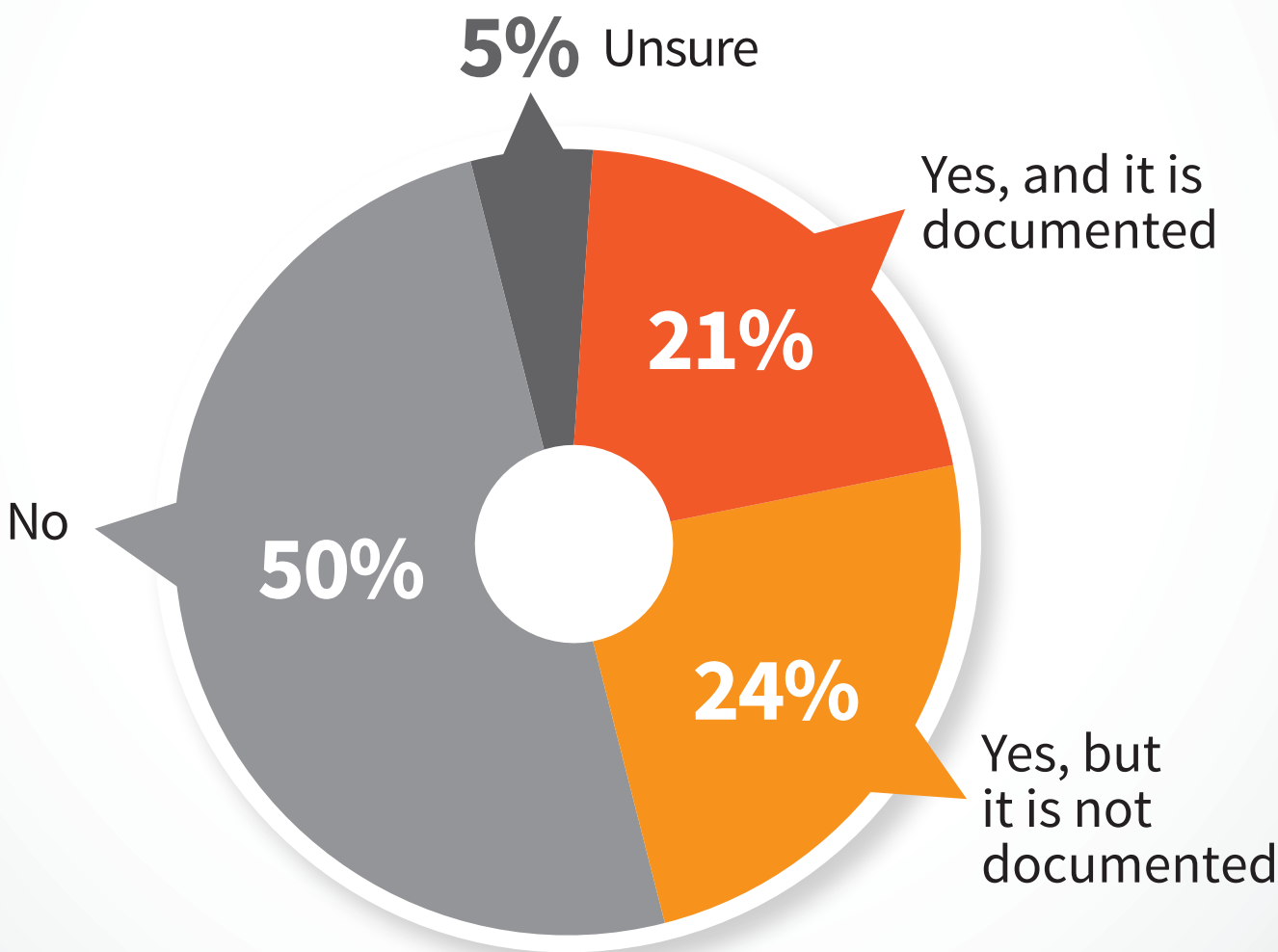
Last year, 20% of manufacturing marketers said they had a documented content marketing strategy, 50% had a verbal-only strategy, and 25% had no strategy.

A documented content marketing strategy influences overall effectiveness: 45% of the most effective manufacturing content marketers have a documented strategy. By comparison, only 11% of the least effective have a documented strategy.

Manufacturing marketers who have a documented content marketing strategy get better results with many of the tactics, social media platforms, and paid advertising methods they use (i.e., they rate them as more effective).



Percentage of Manufacturing Marketers Who Have an Editorial Mission Statement



2016 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

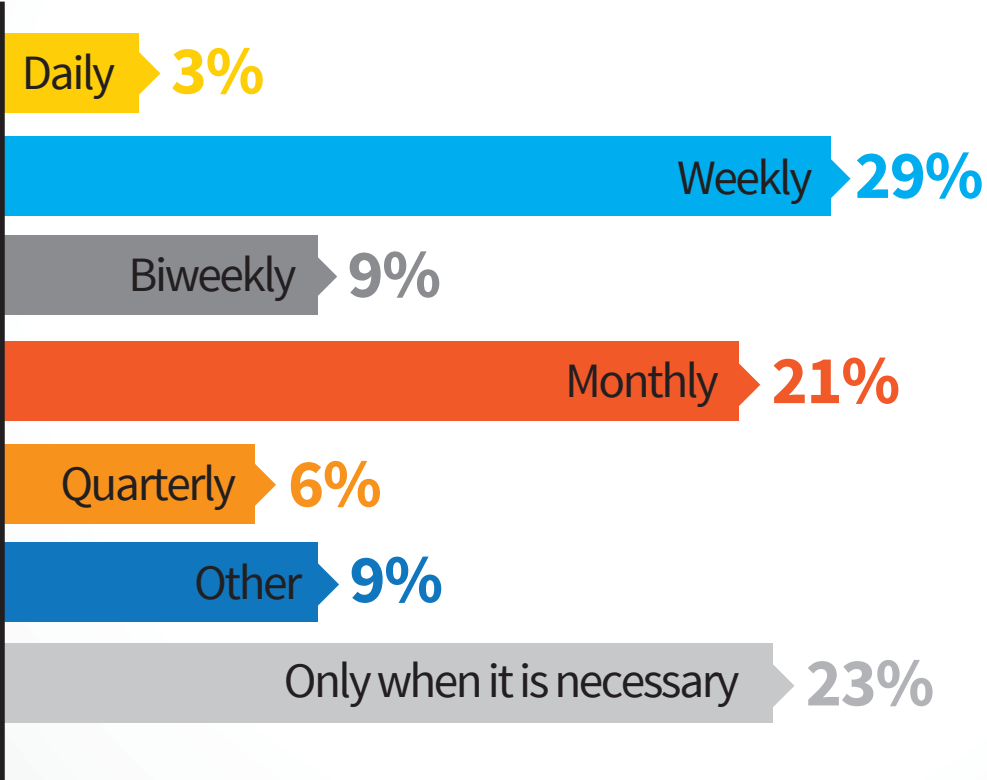
Does your organization have an editorial mission statement for the primary audience you target?

21% HAVE A DOCUMENTED EDITORIAL MISSION STATEMENT

This was a new question this year.

45% of the most effective manufacturing marketers have a documented editorial mission statement. In contrast, 61% of the least effective do not have a documented editorial mission statement or are unsure.

# How Often Manufacturing Marketers Meet to Discuss Their Content Marketing Program



2016 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

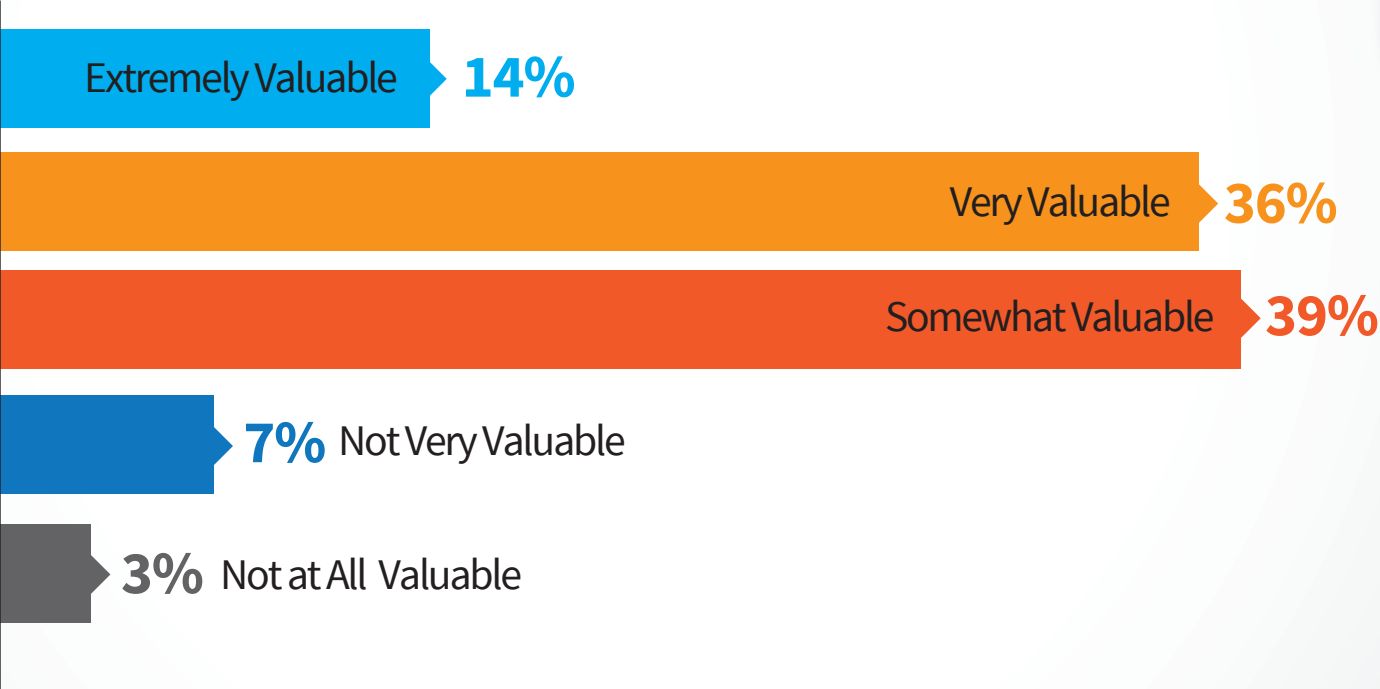
How often does your team meet (either in person or virtually) to discuss the progress/results of your content marketing program?

**32%** SAY DAILY OR WEEKLY

When compared with the overall sample, the most effective manufacturing marketers meet more frequently (45% of the most effective manufacturing marketers meet daily or weekly).



# How Manufacturing Marketers Perceive the Value of Internal Content Marketing Meetings



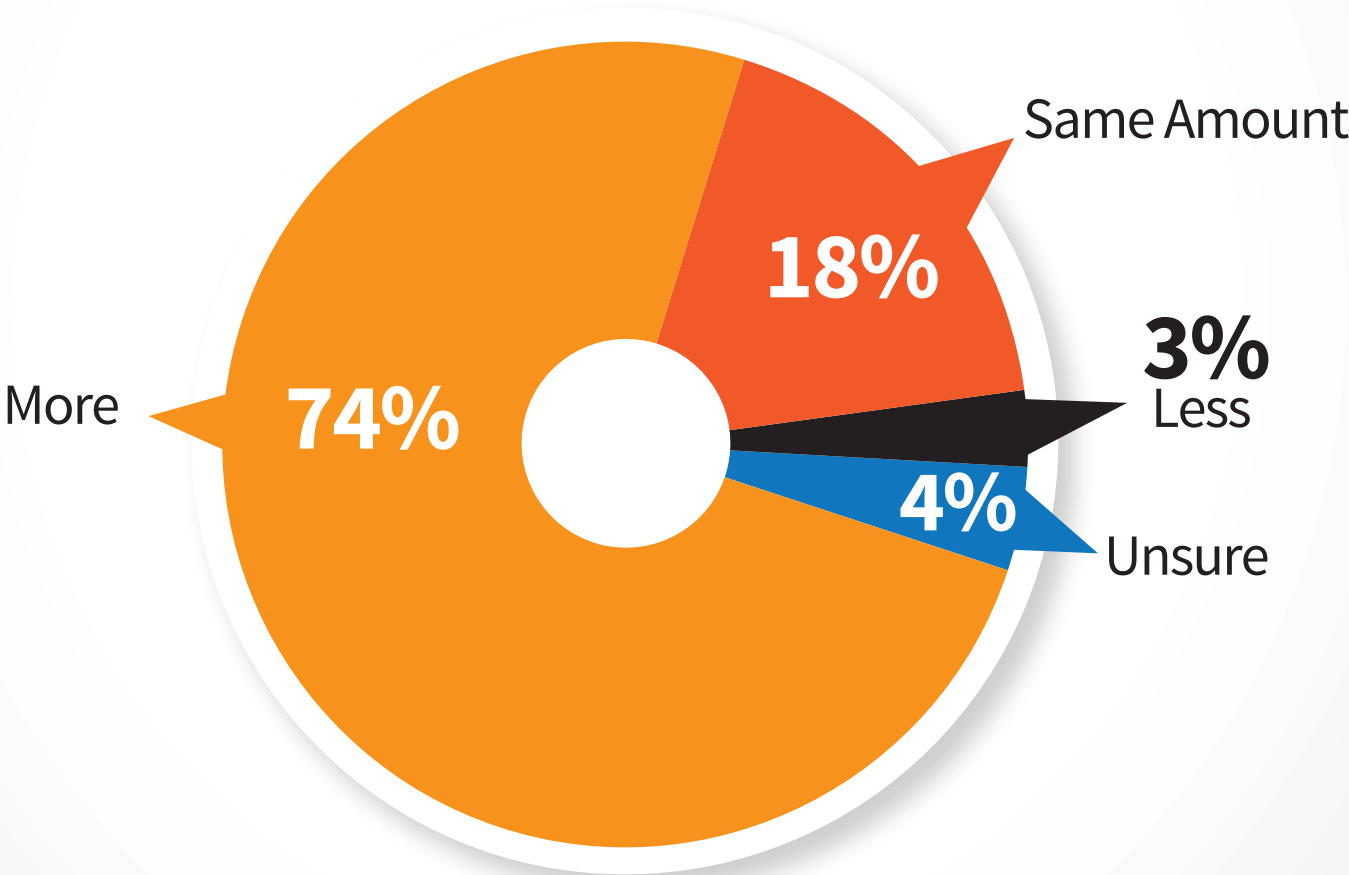
2016 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

How valuable are team meetings in helping your organization to be more effective at content marketing?

50% SAY MEETINGS ARE VALUABLE

When compared with the overall sample, the most effective manufacturing marketers are extracting more value from their content marketing meetings (68% of the most effective say meetings are valuable).

Expected Change in  
Manufacturing Marketers’  
Content Creation  
(2015 vs. 2016)



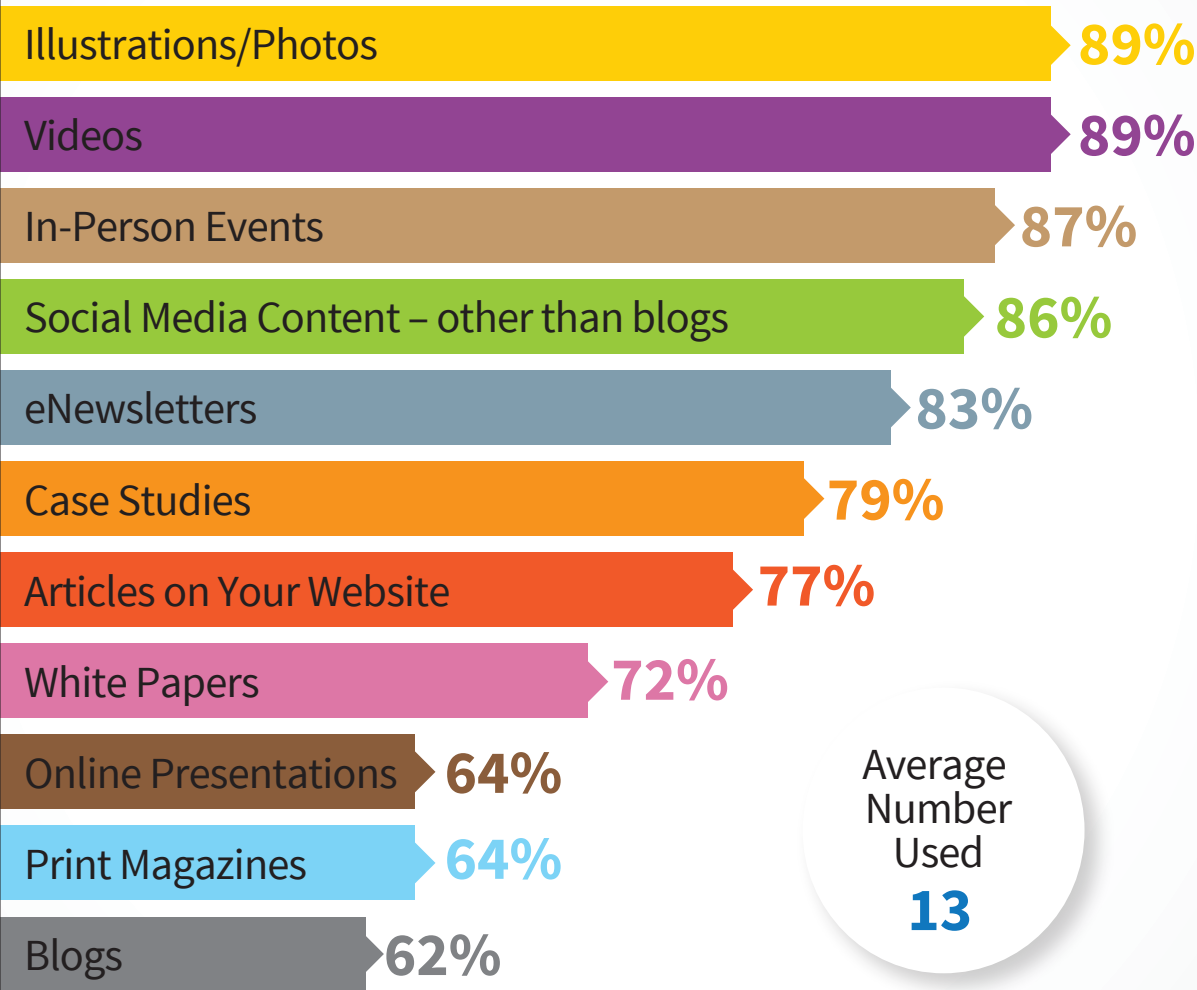
2016 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Compared with 2015,  
how much content  
will your organization  
produce in 2016?

**74%** SAY THEY WILL  
PRODUCE MORE

Approximately three out of four manufacturing marketers plan to produce more content in 2016 vs. 2015, regardless of company size, effectiveness, maturity level, or presence of a content marketing strategy.

# Manufacturers' Content Marketing Tactic Usage



Average Number Used  
**13**

**Note:** Fewer than 55% of B2B manufacturing marketers said they use the following tactics: Microsites/Separate Website Hubs (54%), Webinars/Webcasts (54%), Branded Content Tools (51%), Infographics (51%), Digital Magazines (42%), Mobile Apps (41%), Research Reports (38%), Print Newsletters (32%), eBooks (27%), Books (20%), Virtual Conferences (20%), Podcasts (16%), and Games/Gamification (9%).

2016 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

## Which content marketing tactics does your organization use?

**89%** USE ILLUSTRATIONS/PHOTOS AND VIDEOS

The average number of content marketing tactics that manufacturing marketers use increased from 12 last year to 13 this year.

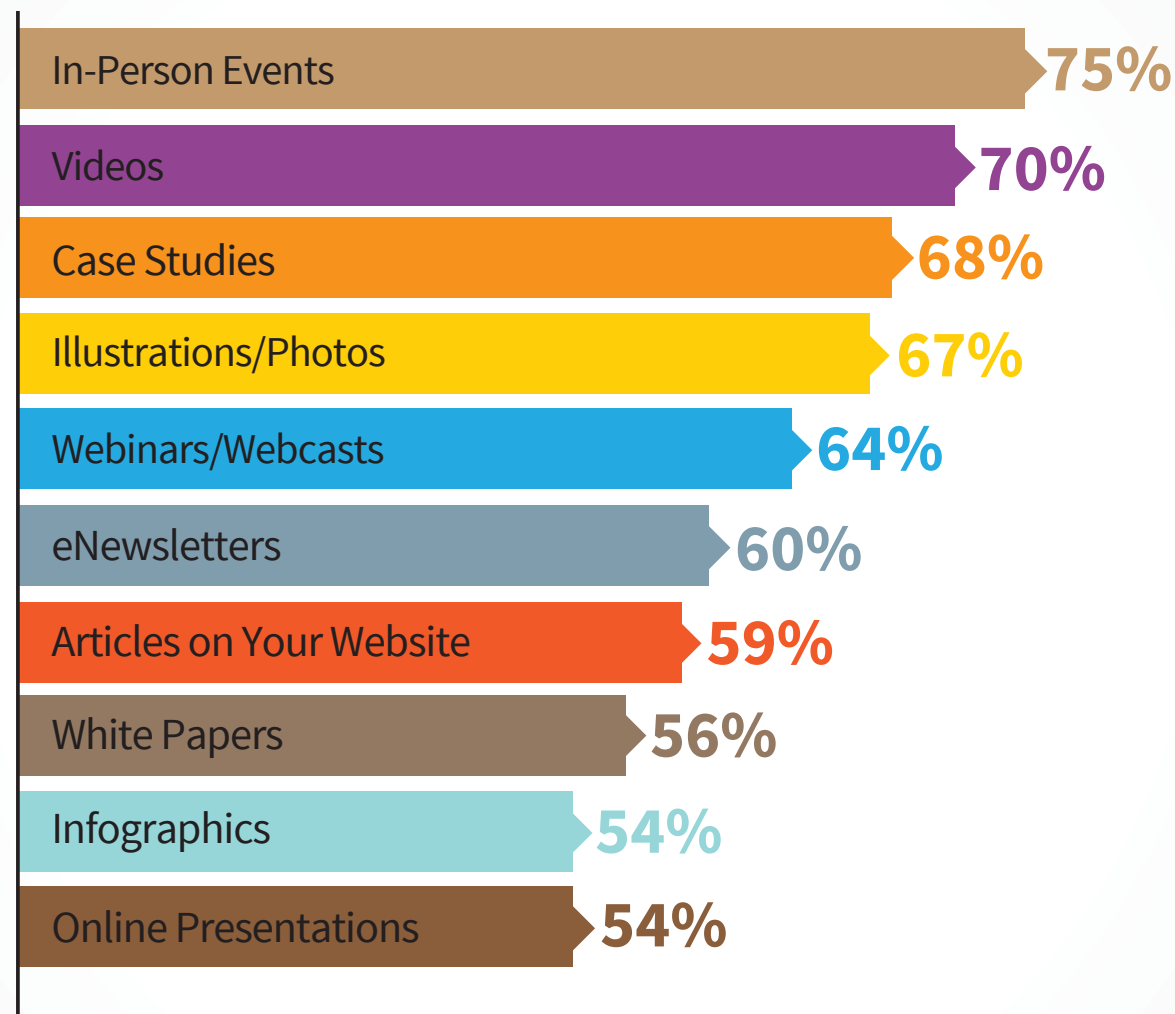
Manufacturing marketers continue to embrace video as a content marketing tactic (last year, 87% said they used video vs. 89% this year).

Other notable increases were reported for illustrations/photos (82% last year vs. 89% this year) and in-person events (79% last year vs. 87% this year).

However, the tactic with the largest increase was online presentations (52% last year vs. 64% this year).

Use of the other tactics shown on the accompanying chart increased slightly, except for eNewsletters and print magazines (which decreased very slightly), and articles on your website (which decreased by seven percentage points).

### Manufacturers' Effectiveness Ratings for Content Marketing Tactics



**Note:** Percentages comprise marketers who rated each content tactic as 4 or 5 on a 5-point scale where 5 = "Very Effective" and 1 = "Not at All Effective."

**Note:** Additional content marketing tactics with effectiveness ratings include: Virtual Conferences (51%), Research Reports (51%), Branded Content Tools (49%), Mobile Apps (49%), Microsites/Separate Website Hubs (47%), eBooks (45%), Blogs (44%), Social Media Content – Other than Blogs (41%), Digital Magazines (41%), Books (40%), Print Magazines (38%), Print Newsletters (34%), Games/Gamification (27%), and Podcasts (25%).

2016 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

## How effective are the tactics your organization uses?

**75%** SAY IN-PERSON EVENTS ARE EFFECTIVE

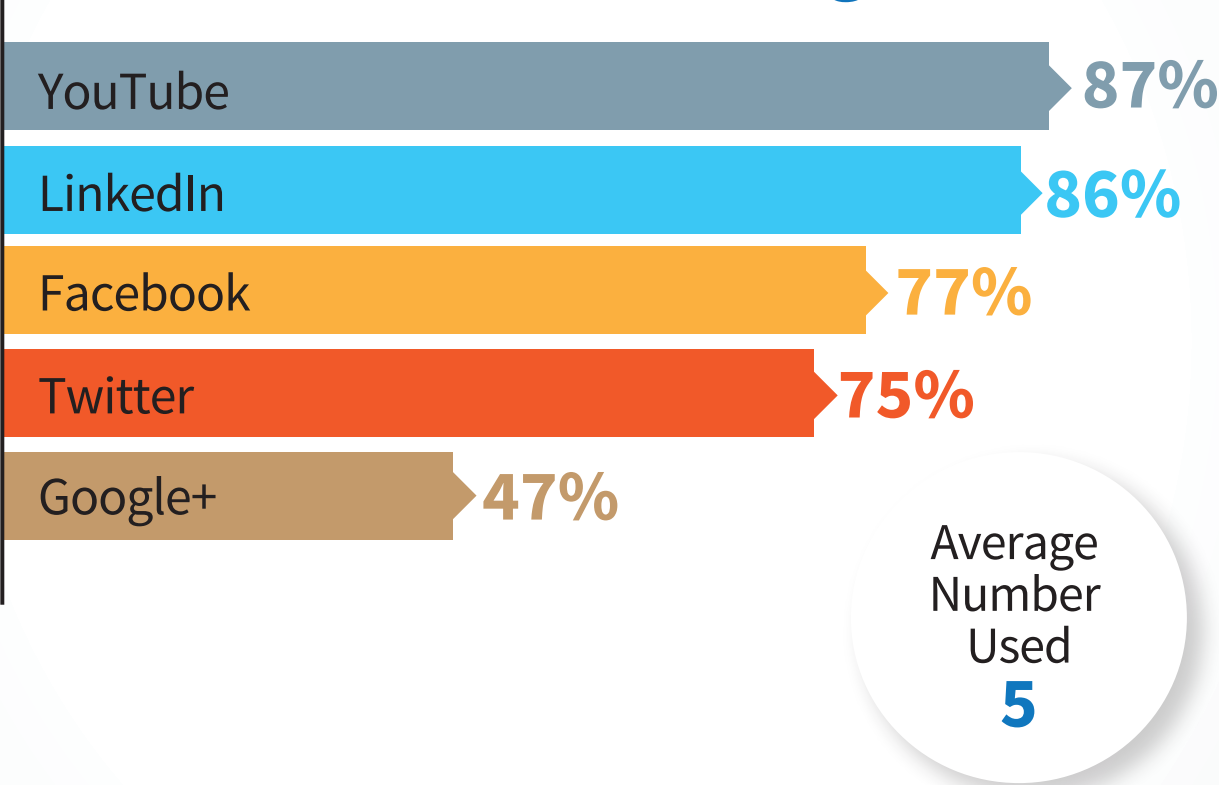
Of all the content marketing tactics that manufacturing marketers use, the accompanying chart shows the 10 they say are most effective. As they did last year, manufacturing marketers say in-person events are the most effective tactic (66% last year vs. 75% this year).

The effectiveness ratings for all tactics shown here have risen compared with last year. The largest increases were for:

- Illustrations/Photos (55% last year vs. 67% this year)
- Online Presentations (43% last year vs. 54% this year)



## Manufacturers' Social Media Platform Usage



**Note:** Fewer than 30% of manufacturing marketers said they use the following social media platforms: Instagram (25%), Pinterest (17%), SlideShare (16%), Vimeo (14%), iTunes (10%), Tumblr (4%), Vine (3%), Periscope (3%), Medium (2%), and Snapchat (2%).

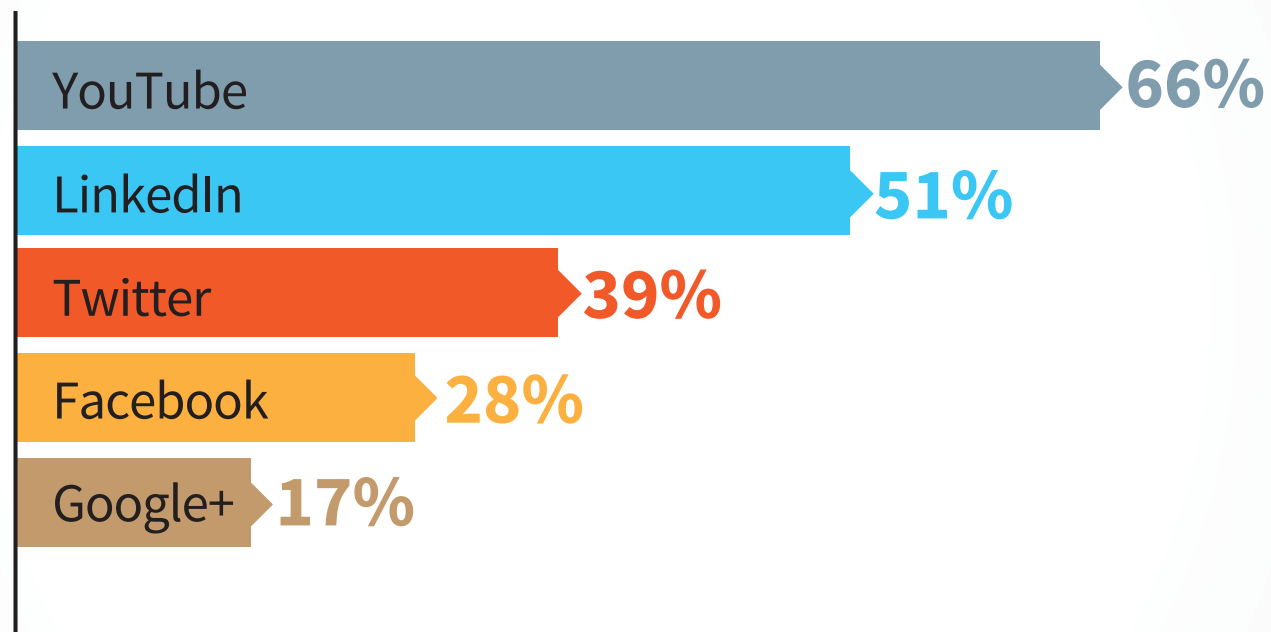
2016 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Which social media platforms does your organization use to distribute content?

**87%** USE YouTube

Like last year, manufacturing marketers said they used an average of five social media platforms. YouTube is still the platform they use the most (89% last year vs. 87% this year). Use of each of the platforms shown here decreased slightly (within four percentage points) over last year.

### Manufacturers' Effectiveness Ratings for Social Media Platforms



**Note:** Percentages comprise marketers who rated each social media platform as 4 or 5 on a 5-point scale where 5 = “Very Effective” and 1 = “Not at All Effective.”

**Note:** Effectiveness ratings for additional social media platforms are not reported here due to low incidence of use.

2016 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

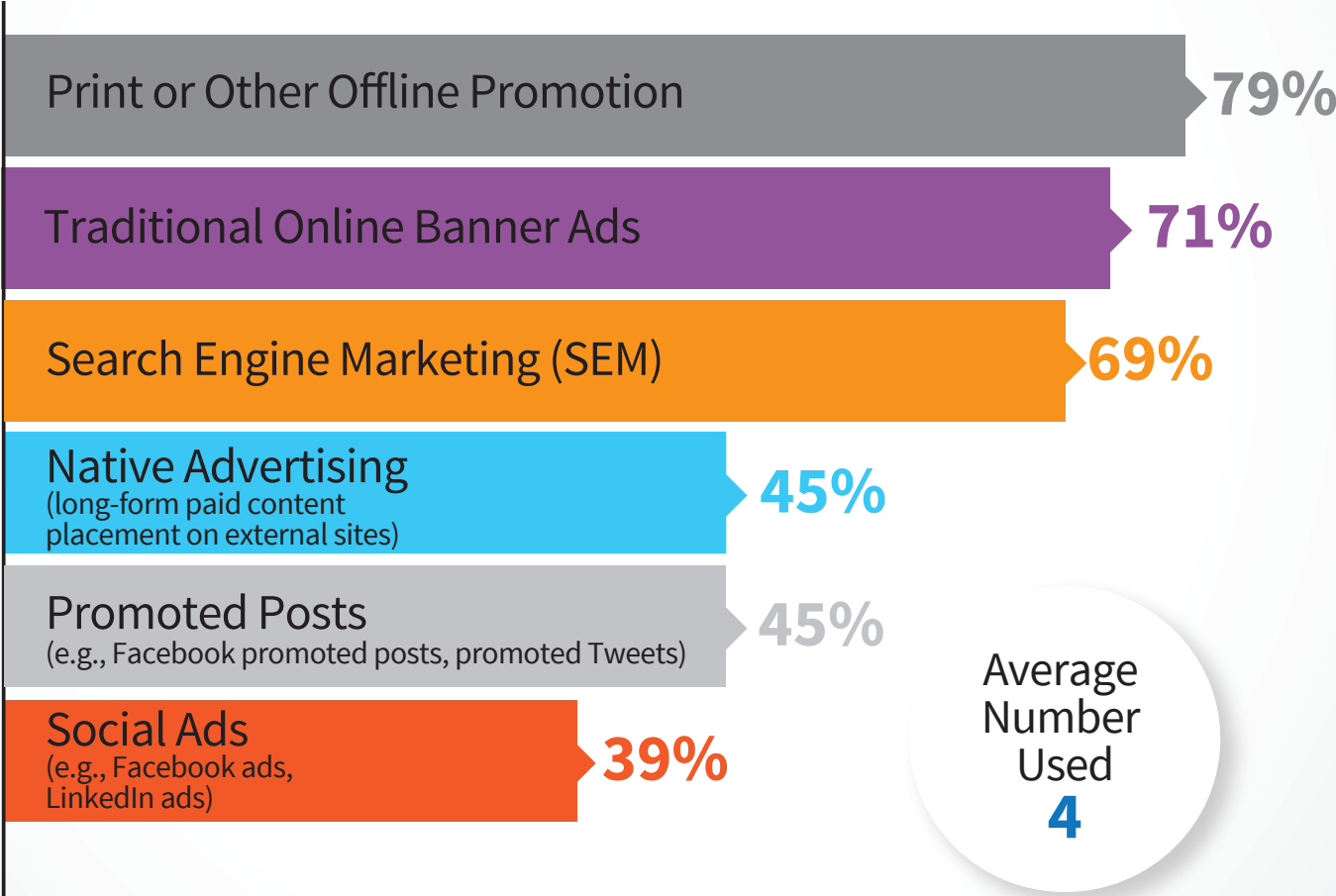
**How effective are the  
social media platforms  
your organization uses?**

**66%** SAY YouTube  
IS EFFECTIVE

Manufacturing marketers say YouTube is the most effective social media platform they use (last year, 66% said it was effective--same as this year). Effectiveness ratings for each of the other platforms shown here decreased slightly (within four percentage points) over last year.



# Manufacturers' Paid Advertising Usage



2016 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Which paid advertising methods does your organization use to promote/distribute content?

79% USE PRINT OR OTHER OFFLINE PROMOTION

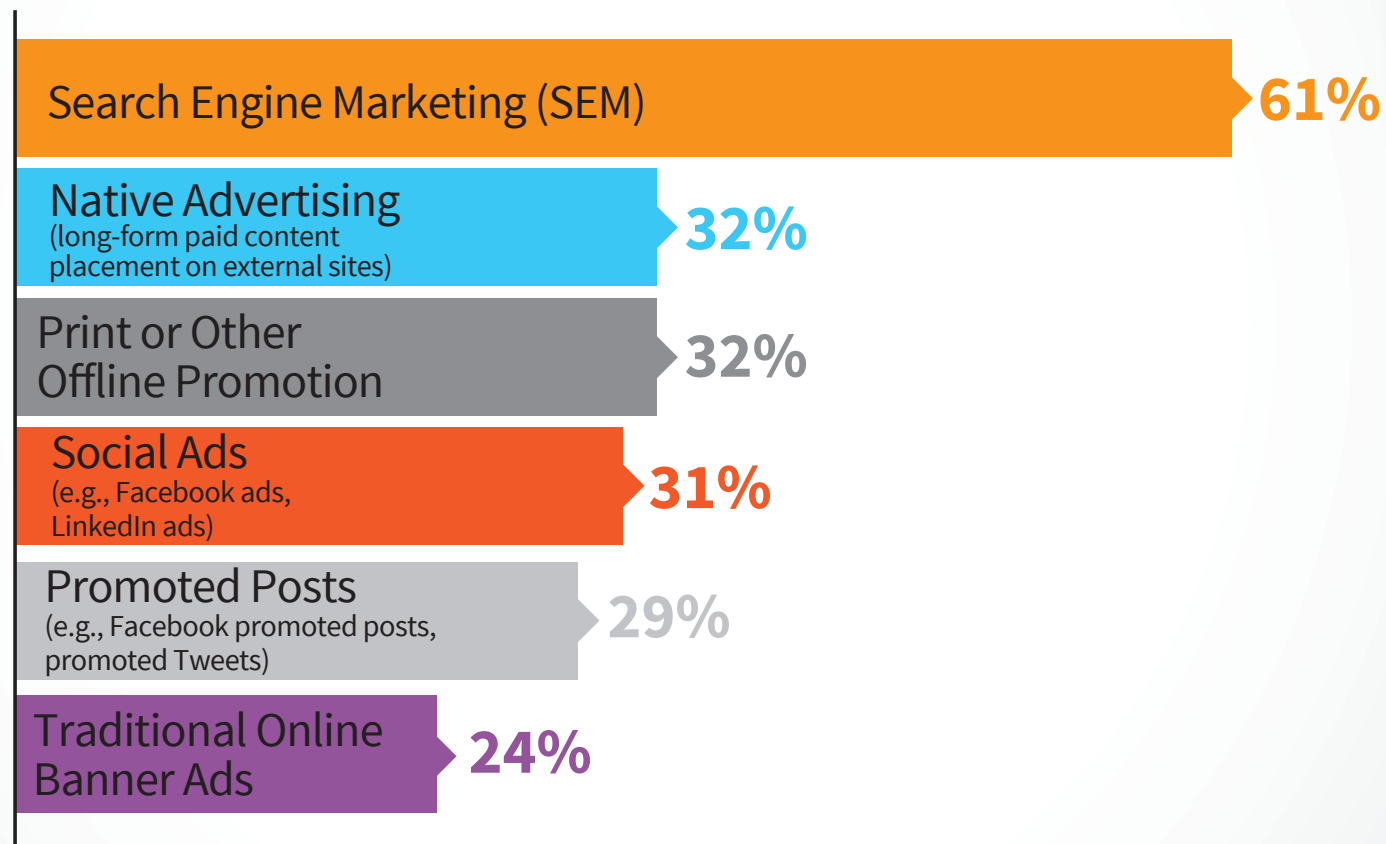
Like last year, manufacturing marketers said they used an average of four paid methods to promote/distribute content.

While it is still the most often used paid method, the usage of print or other offline promotion decreased from last year (85% last year vs. 79% this year).

The use of promoted posts increased the most (38% last year vs. 45% this year).

The use of all the other methods shown here increased or decreased slightly.

### Manufacturers' Effectiveness Ratings for Paid Advertising Methods



**Note:** Percentages comprise marketers who rated each paid advertising method as 4 or 5 on a 5-point scale where 5 = "Very Effective" and 1 = "Not at All Effective."

2016 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

## How effective are the paid advertising methods your organization uses to promote/distribute content?

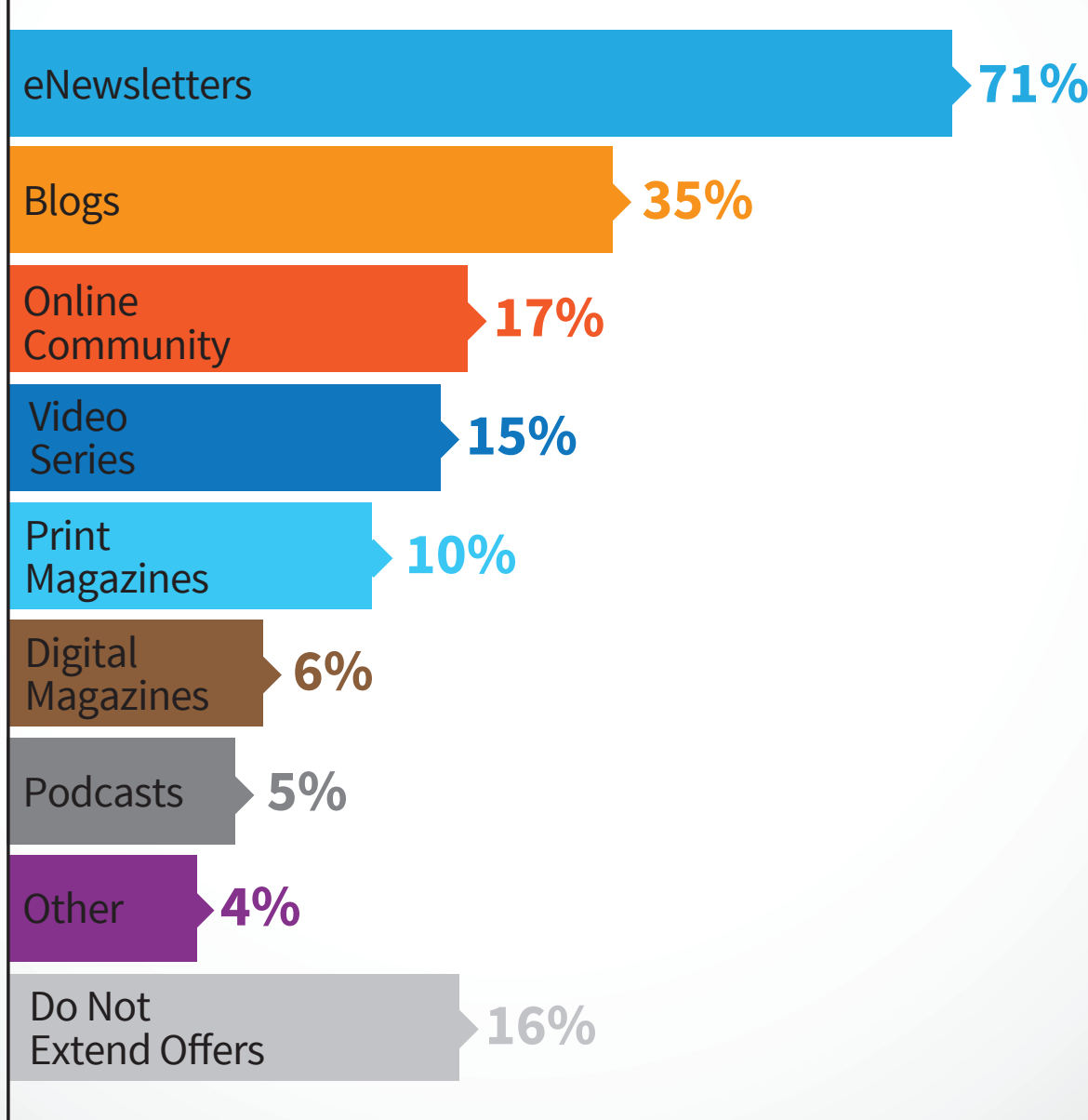
# 61%

SAY SEM IS EFFECTIVE

Although print or other offline promotion is the paid method that manufacturing marketers use most often, they report greater effectiveness with search engine marketing (SEM), which was their most effective paid method last year as well (52% last year vs. 61% this year).

While manufacturing marketers' use of promoted posts increased over the last year, the effectiveness rating decreased (39% last year vs. 29% this year). The effectiveness ratings for all of the other methods shown here varied slightly.

Content Offers  
Manufacturing Marketers Ask  
Audience to Subscribe to



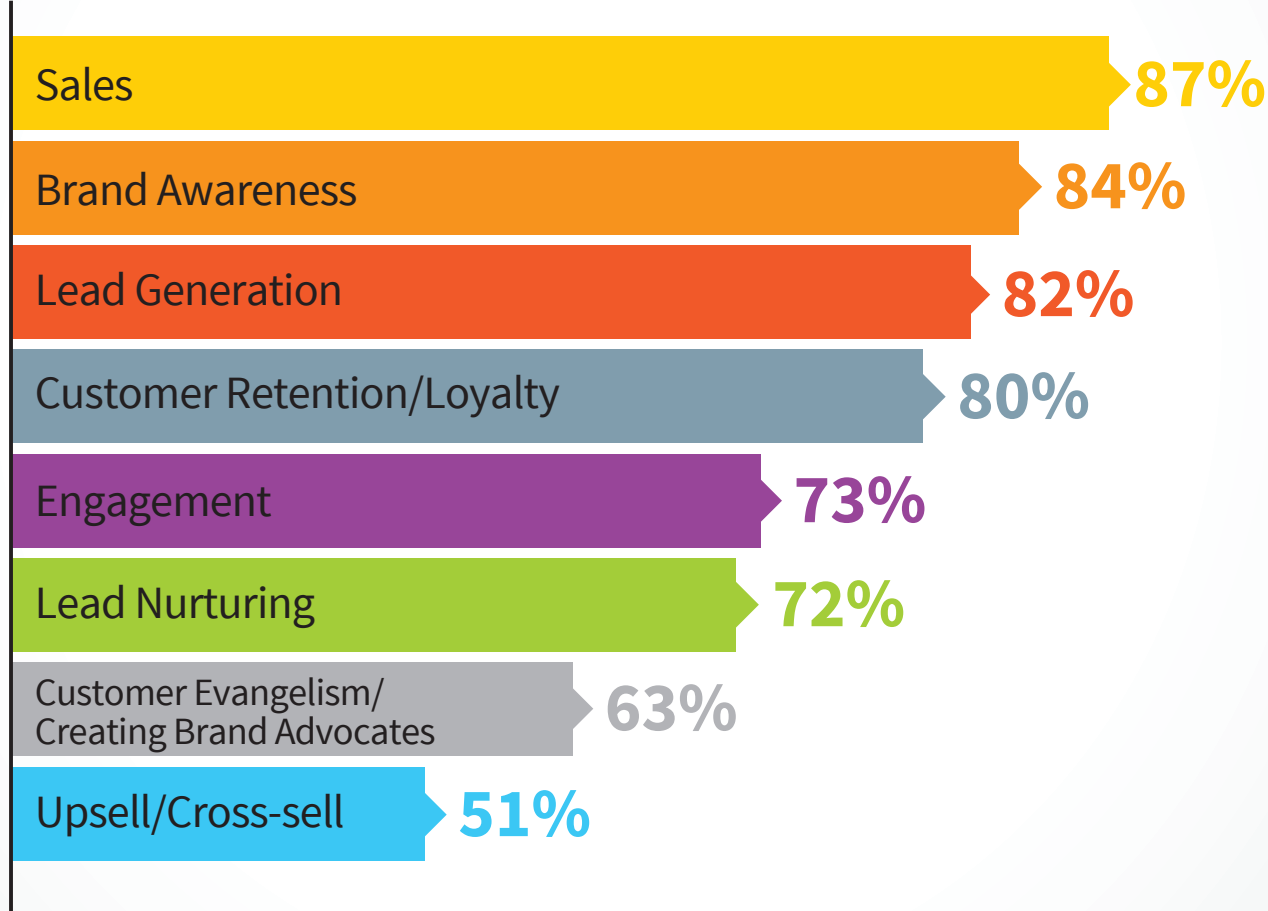
2016 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Which content offers does  
your organization ask its  
audience to subscribe to?

71% SAY eNEWSLETTERS

82% of manufacturing marketers extend at least one content subscription offer. Nearly all who extend subscription offers focus primarily on eNewsletters.

# Organizational Goals for Manufacturers' Content Marketing



**Note:** Percentages comprise marketers who rated each goal a 4 or 5 on a 5-point scale where 5 = “Very Important” and 1 = “Not at All Important.”

2016 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

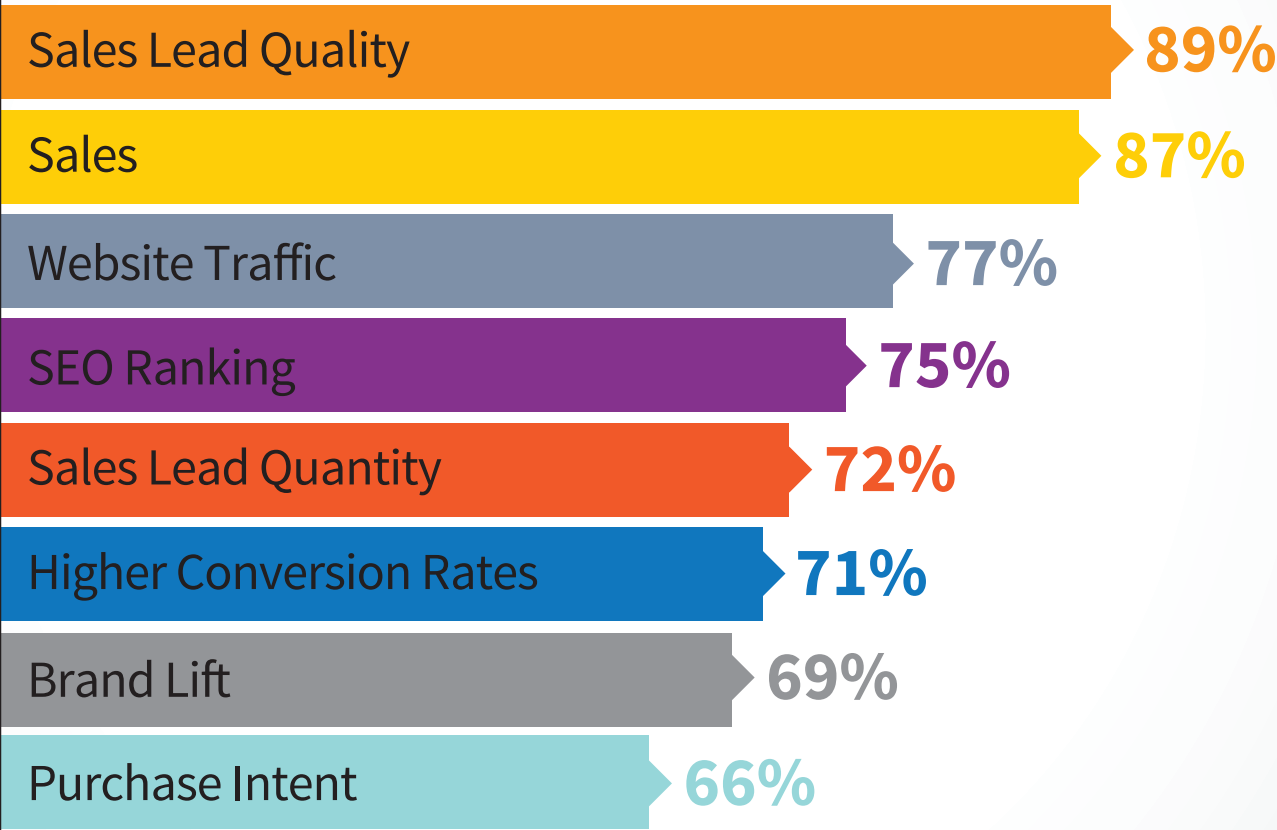
How important will each of these content marketing goals be to your organization in the next 12 months?

**87%** SAY SALES IS AN IMPORTANT GOAL

The most effective manufacturing marketers place more importance on every content marketing goal shown here when compared with the overall sample.



# Important Metrics That Manufacturing Content Marketers Use



**Note:** Percentages comprise marketers who rated each metric a 4 or 5 on a 5-point scale where 5 = “Very Important” and 1 = “Not at All Important.”

2016 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

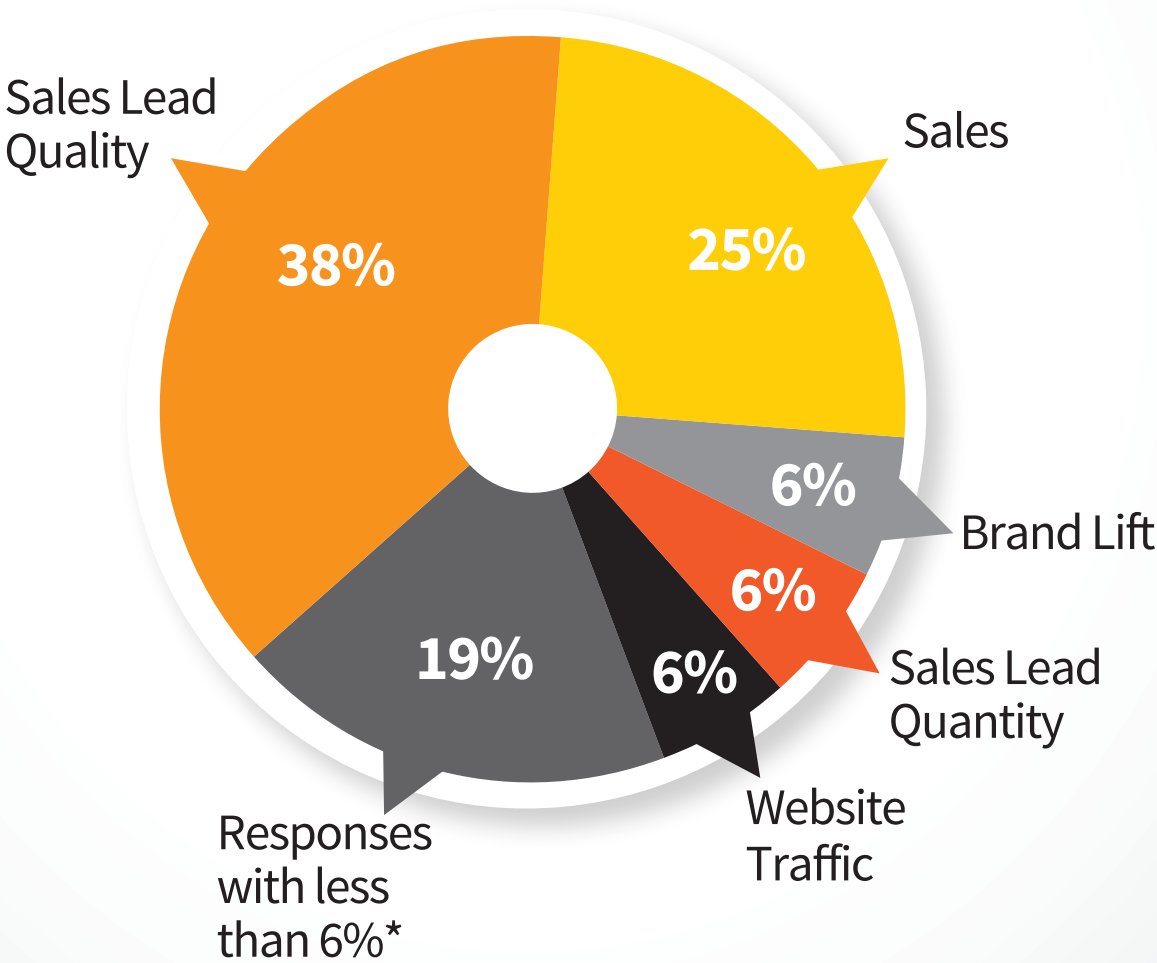
How important are the following metrics that your organization uses?

89% SAY SALES LEAD QUALITY TOPS THE LIST

Manufacturing marketers rated sales lead quality, sales, and website traffic most highly in terms of how important they are to measuring the effectiveness or success of their organization’s content marketing program.

**Note:** Additional metrics with importance ratings include: Data Capture (64%), Qualitative Feedback from Customers (61%), Time Spent on Website (60%), Customer Renewal Rates (55%), Subscriber Growth (51%), Inbound Links (50%), and Cost Savings (40%).

# The Most Important Metric That Manufacturing Content Marketers Use



2016 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

What is THE MOST important metric that your organization uses?

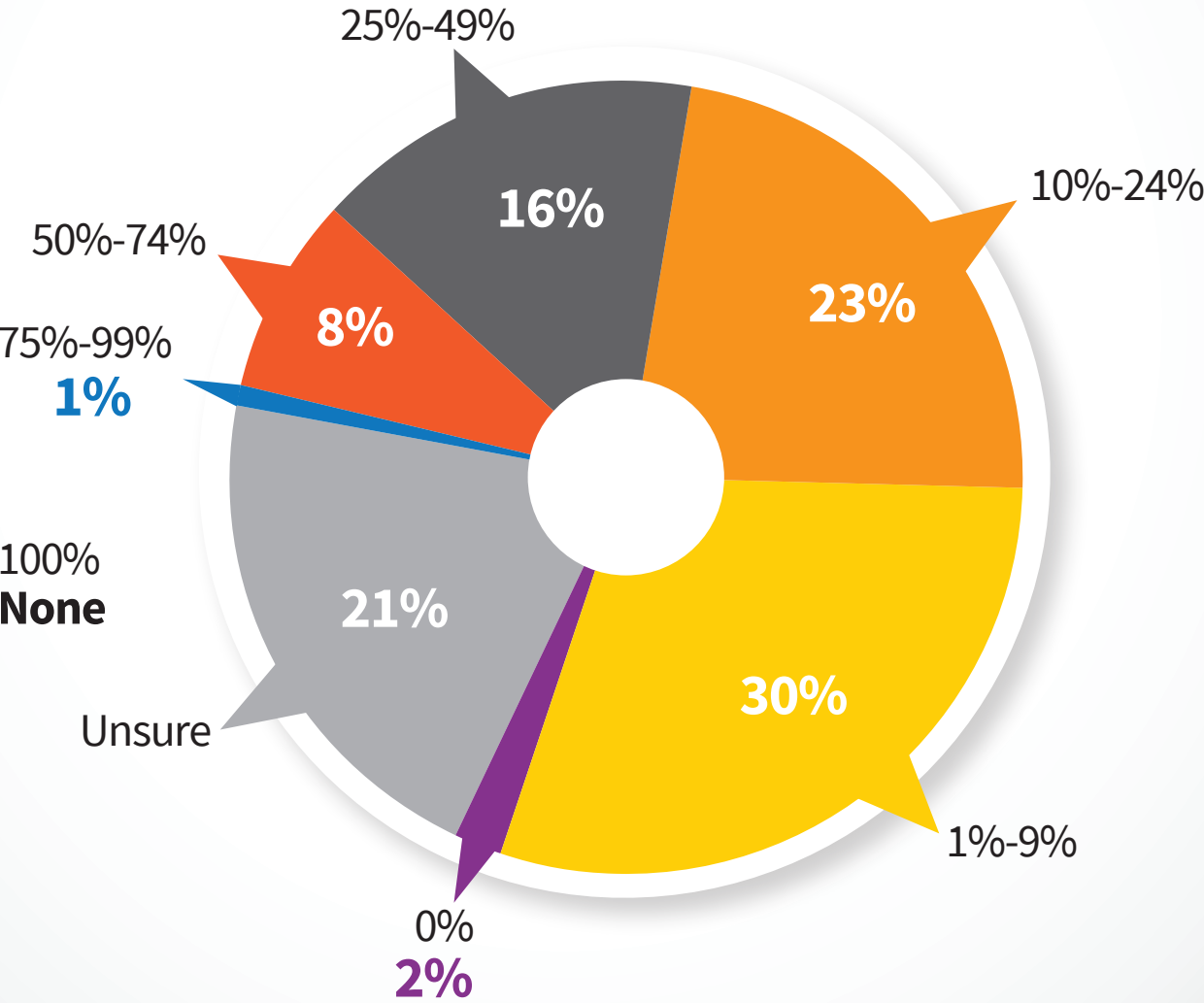
38% SAY SALES LEAD QUALITY

When presented with the same list of metrics shown on p. 21 of this report—and asked, “which is the most important metric that your organization uses”—manufacturing marketers most often cited sales lead quality.

*\*Responses with less than 6% include: Higher Conversion Rates (5%), SEO Ranking (3%), Subscriber Growth (3%), Qualitative Feedback from Customers (2%), Data Capture (1%), Social Media Sharing (1%), Time Spent on Website (1%), Purchase Intent (1%), and Other (2%).*



Percentage of Total Marketing Budget  
Manufacturers Spend on  
Content Marketing



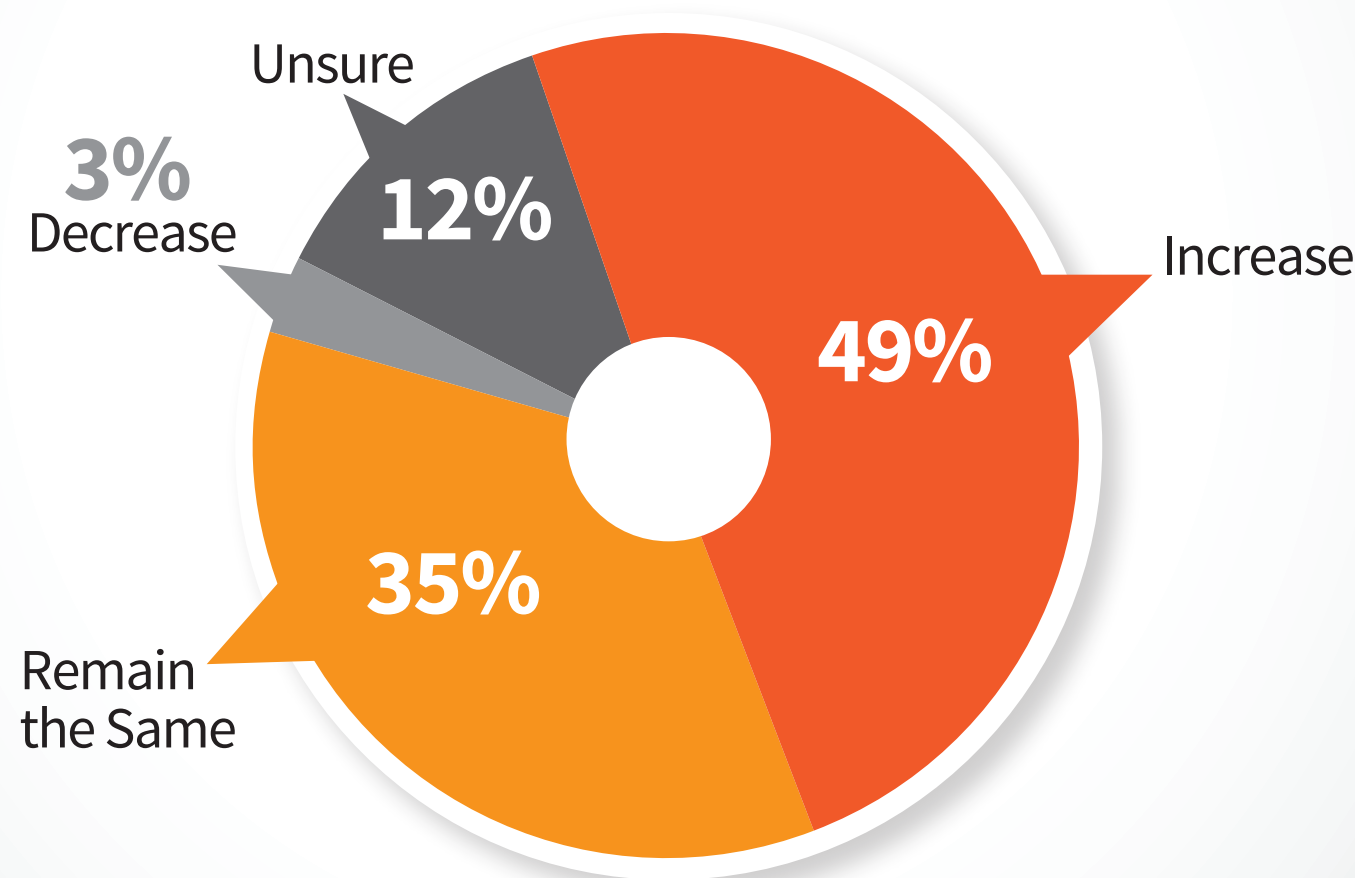
2016 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Approximately what  
percentage of your  
organization’s total marketing  
budget (not including staff) is  
spent on content marketing?

21% IS THE AVERAGE

Manufacturing marketers allocate less of their total budget, on average, to content marketing when compared with their B2B peers overall (21% vs. 28%). Last year, manufacturing marketers allocated 22%, on average.

Content Marketing Spending  
Among Manufacturers  
(Over Next 12 Months)



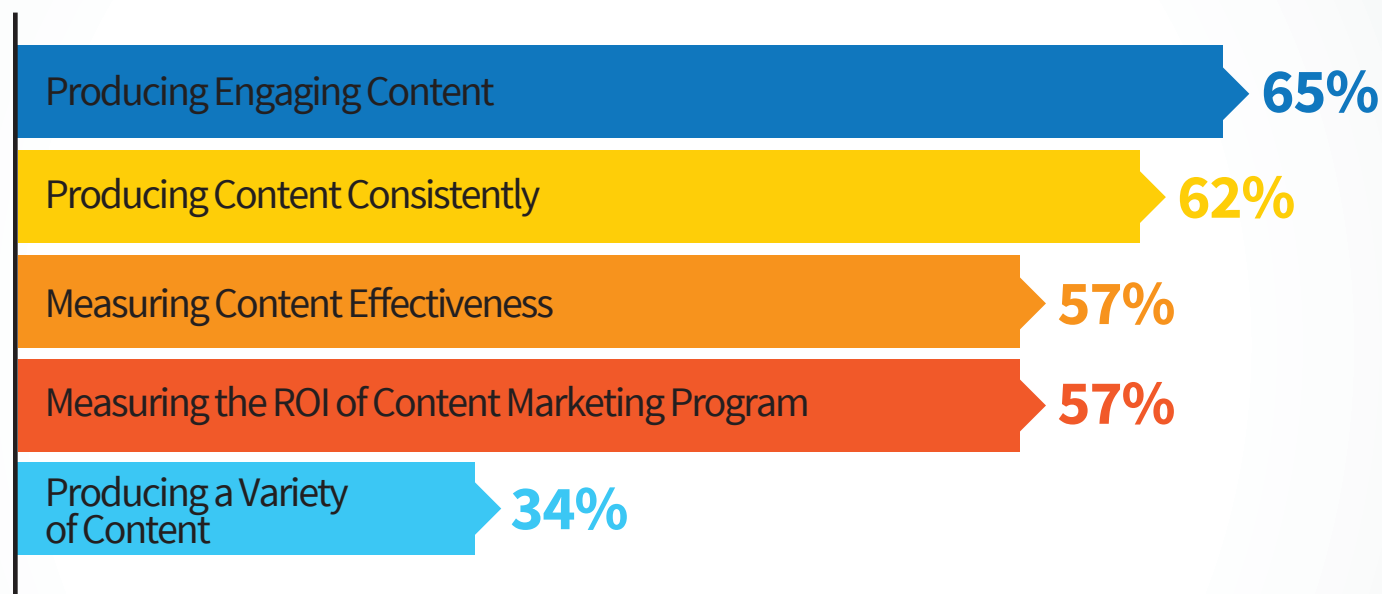
2016 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

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

**49%** SAY THEY WILL  
INCREASE SPENDING

Nearly half (49%) of manufacturing marketers plan to increase their content marketing spending during the next 12 months vs. 51% of B2B marketers overall. Last year, 47% of manufacturing marketers said they planned to increase spending.

### Top Five Content Marketing Challenges for Manufacturers



**Note:** Other challenges from the list (aided) include: Lack of Budget (30%), Lack of Buy-In/Vision from Higher-Ups Inside Our Organization (28%), Understanding/Choosing Technologies Needed (26%), Gaps in Knowledge and Skills of Internal Team (25%), Lack of Integration Across Marketing (24%), Finding/Training Skilled Content Marketing Professionals/Content Creators (20%), Implementing the Technology Already in Place (14%), and Other Challenges (5%).

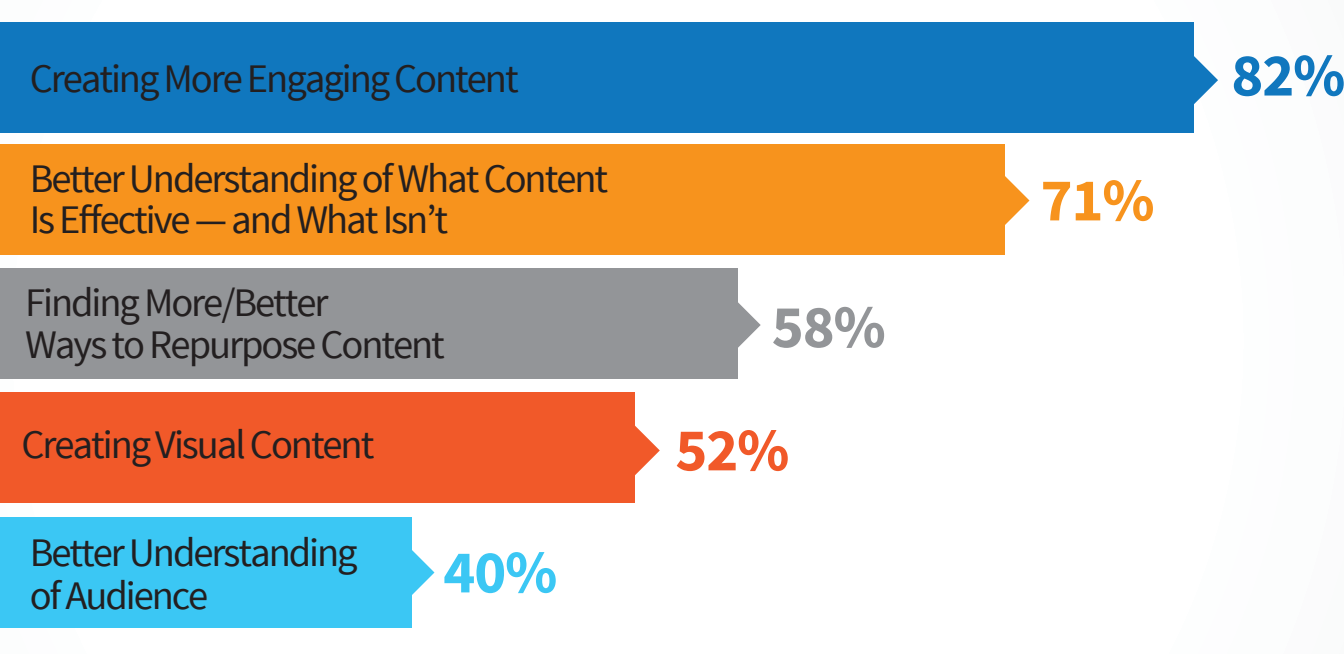
2016 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

## What are your organization's top five content marketing challenges this year?

**65%** SAY PRODUCING ENGAGING CONTENT

The challenges that manufacturing marketers face are very similar to those experienced by all B2B marketers. Like their B2B peers overall, manufacturing marketers cite producing engaging content as their top challenge.

Top Five Priorities for  
Manufacturers' Content Creators



**Note:** Other priorities from the list (aided) include: Becoming Better Storytellers (39%), Content Optimization (38%), Content Curation (23%), Content Personalization (20%), Becoming Stronger Writers (16%), and Other Priorities (3%).

2016 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

What are the top five priorities that your organization's internal content creators will focus on this year?

82% SAY CREATING MORE ENGAGING CONTENT

Manufacturing marketers, like B2B marketers overall, cite creating more engaging content as their top priority for content creators. Their other priorities closely match those cited by B2B marketers overall.

# Differences Between B2B Manufacturing Content Marketers and B2B Content Marketers Overall

	MANUFACTURING MARKETERS	OVERALL SAMPLE OF B2B MARKETERS*
Considers organization to be effective at content marketing	18%	30%
Organization is clear on what an effective or successful content marketing program looks like	32%	44%
Describes organization as sophisticated/mature	20%	32%
Meets daily or weekly to discuss content marketing program	32%	44%
Finds meetings extremely or very valuable	50%	54%
Has a documented content marketing strategy	18%	32%
Has a documented editorial mission statement	21%	28%
Average number of content marketing tactics used	13	13
Average number of social media platforms used	5	6
Average number of paid advertising methods used	4	3
Percentage of total marketing budget spent on content marketing (average)	21%	28%
Plans to increase content marketing budget in next 12 months	49%	51%

\*As reported in *B2B Content Marketing 2016: Benchmarks, Budgets, and Trends—North America*.

2016 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs



# DEMOGRAPHICS

*B2B Manufacturing Content Marketing 2016: Benchmarks, Budgets, and Trends—North America* was produced by **Content Marketing Institute** and sponsored by **Lionbridge**.

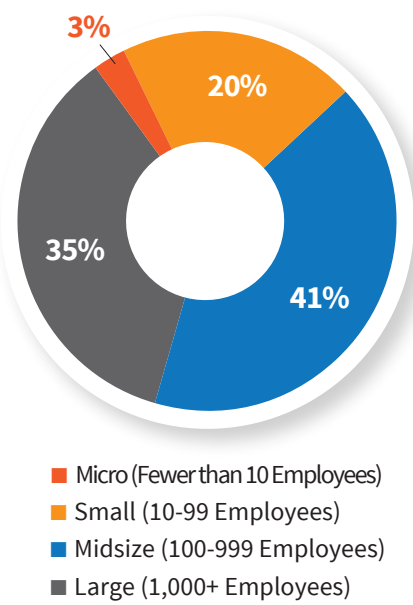
The sixth annual content marketing survey, from which the results of this report were generated, was mailed electronically to a sample of marketers using lists from Content Marketing Institute, MarketingProfs, the Association for Data-driven Marketing and Advertising (ADMA), the Business Marketing Association (BMA), Blackbaud, *Industry Week*, *New Equipment Digest*, and WTWH Media.

A total of 3,714 recipients from around the globe—representing a full range of industries, functional areas, and company sizes—completed the survey during July and August 2015. This report presents the findings from the 214 respondents who said they were B2B manufacturing marketers in North America.

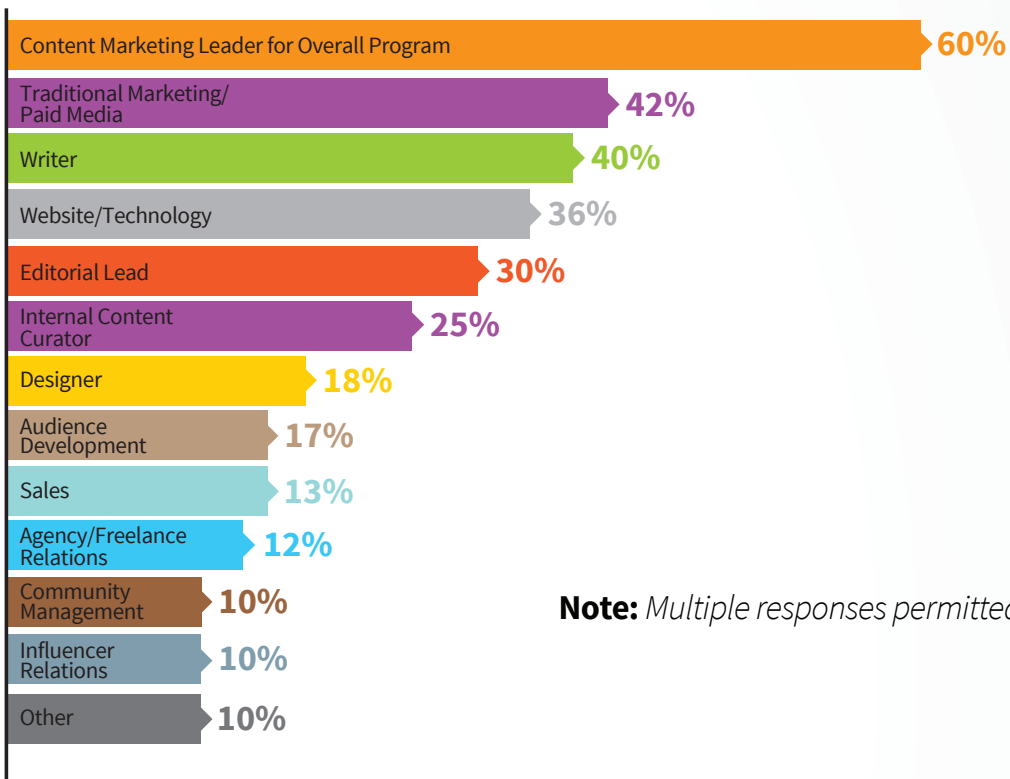
Sections of this report compare the manufacturing respondents with the overall sample of 1,521 B2B marketers from North America, whose responses were previously presented in the Content Marketing Institute/MarketingProfs report, *B2B Content Marketing 2016: Benchmarks, Budgets, and Trends—North America*.

Additional reports based on the annual survey are available at [www.contentmarketinginstitute.com/research](http://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.

Size of B2B Manufacturing Company (by Employees)



B2B Manufacturing Job Title/Function



Note: Multiple responses permitted.



*Thanks to all the survey respondents and survey distribution partners who made this study 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, multi-channel 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. CMI is a 2012-2015 Inc. 500/5000 company. Watch this [video](#) to learn more about CMI. View all CMI research at [www.contentmarketinginstitute.com/research](http://www.contentmarketinginstitute.com/research).

To learn more about content marketing for manufacturers, attend a full-day **Industry Lab** at Content Marketing World on September 9, 2016.

### About Lionbridge

As the world's largest marketing localization firm, **Lionbridge** combines language expertise and operational capabilities to enable more than 800 world-leading brands to engage their global customers with the greatest impact. We provide industry-leading translation and localization services, as well as highly scalable global marketing solutions to fuel customer loyalty, enhance client service, ensure brand messaging, and drive global growth. By leveraging our global operating model, flexible approach to technology, and deep language and cultural expertise to support global marketing execution, brands are able to deliver local relevance on a global scale.