2017 MANUFACTURING CONTENT MARKETING: Benchmarks, Budgets, and Trends—North America
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Greetings Marketers,


In the four years we’ve been reporting on how manufacturers use content marketing, this year’s results reveal the most progress they’ve made thus far.

The fact that we see a 72% increase over last year in the percentage of manufacturing marketers who have a documented content marketing strategy (18% last year vs. 31% this year) indicates they’ve taken one of the most important steps toward achieving content marketing success: putting their strategy in writing.

Other important keys to their increased success over the last year included doing a better job with content creation, making content marketing a greater priority, and spending more time on content marketing.

While the progress is encouraging, more manufacturing leaders need to make it clear within their organizations what an effective or successful content marketing program looks like. And, perhaps most importantly, they need to more fully commit to content marketing.

Read on for the full results from our annual content marketing survey, and best wishes for a prosperous 2017.

Yours in content,

Joe
### COMPARISON CHART

This Year’s Manufacturing Content Marketing Top Performers At-A-Glance

<table>
<thead>
<tr>
<th></th>
<th>Most Successful</th>
<th>All Respondents</th>
<th>Least Successful</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization is clear on what an effective or successful content marketing program looks like</td>
<td>66%</td>
<td>33%</td>
<td>4%</td>
</tr>
<tr>
<td>Organization is extremely/very committed to content marketing</td>
<td>74%</td>
<td>49%</td>
<td>23%</td>
</tr>
<tr>
<td>Organization’s content marketing is sophisticated/mature</td>
<td>47%</td>
<td>19%</td>
<td>0%</td>
</tr>
<tr>
<td>Has a documented content marketing strategy</td>
<td>41%</td>
<td>31%</td>
<td>8%</td>
</tr>
<tr>
<td>Content marketing strategy is extremely/very effective</td>
<td>74%</td>
<td>32%</td>
<td>4%</td>
</tr>
<tr>
<td>Measures content marketing ROI</td>
<td>79%</td>
<td>68%</td>
<td>58%</td>
</tr>
<tr>
<td>Percentage of total marketing budget allocated to content marketing (average)</td>
<td>26%</td>
<td>23%</td>
<td>21%</td>
</tr>
<tr>
<td>Always/frequently considers how content impacts the overall experience a person has with their organization</td>
<td>91%</td>
<td>64%</td>
<td>38%</td>
</tr>
<tr>
<td>Always/frequently prioritizes delivering content quality over content quantity</td>
<td>88%</td>
<td>64%</td>
<td>38%</td>
</tr>
<tr>
<td>Agrees that organization values creativity and craft in content creation and production</td>
<td>85%</td>
<td>64%</td>
<td>26%</td>
</tr>
<tr>
<td>Agrees that organization is realistic about what content marketing can achieve</td>
<td>79%</td>
<td>55%</td>
<td>25%</td>
</tr>
<tr>
<td>Agrees that leadership team gives ample time to produce content marketing results</td>
<td>76%</td>
<td>49%</td>
<td>23%</td>
</tr>
</tbody>
</table>

*Chart term definitions: A top performer (aka, “most successful”) is one who characterizes his or her organization’s overall content marketing approach as extremely or very successful. The “least successful” characterize their organization’s approach as minimally or not at all successful.*

2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
## Differences Between Manufacturing Content Marketers and B2B Content Marketers Overall

<table>
<thead>
<tr>
<th>差异</th>
<th>制造内容营销人员</th>
<th>整体B2B内容营销人员*</th>
</tr>
</thead>
<tbody>
<tr>
<td>组织明确了解有效或成功的内容营销计划看起来像什么样</td>
<td>33%</td>
<td>41%</td>
</tr>
<tr>
<td>组织极其/非常致力于内容营销</td>
<td>49%</td>
<td>63%</td>
</tr>
<tr>
<td>组织的内容营销非常成熟/成熟</td>
<td>19%</td>
<td>28%</td>
</tr>
<tr>
<td>拥有内容营销策略</td>
<td>31%</td>
<td>37%</td>
</tr>
<tr>
<td>内容营销策略极其/非常有效</td>
<td>32%</td>
<td>34%</td>
</tr>
<tr>
<td>衡量内容营销ROI</td>
<td>68%</td>
<td>72%</td>
</tr>
<tr>
<td>总营销预算分配给内容营销（平均）</td>
<td>23%</td>
<td>29%</td>
</tr>
<tr>
<td>总是/经常考虑内容如何影响个人与他们的组织的总体体验</td>
<td>64%</td>
<td>71%</td>
</tr>
<tr>
<td>总是/经常优先考虑内容质量而不是内容数量</td>
<td>64%</td>
<td>76%</td>
</tr>
<tr>
<td>同意组织重视内容创作和生产的创造力和工艺</td>
<td>64%</td>
<td>74%</td>
</tr>
<tr>
<td>同意组织对内容营销能实现的目标是现实的</td>
<td>55%</td>
<td>68%</td>
</tr>
<tr>
<td>同意领导团队给了足够的时间来生成内容营销结果</td>
<td>49%</td>
<td>52%</td>
</tr>
</tbody>
</table>


2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
19% are in the sophisticated/mature phase of content marketing maturity.

57% have small content marketing teams serving the entire organization.

41% have experienced management changes that have had a positive impact on the organization’s content marketing.
Does your organization use content marketing?

Percentage of Manufacturing Marketers Using Content Marketing

- Yes: 85%
- No: 15%

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.”

Note: Of the 15% of nonusers, 53% say they plan to launch a content marketing effort within 12 months; 43% had no immediate plans to begin using content marketing; and 3% had used content marketing in the past, but stopped.

Base = Manufacturing marketers.
How would you describe your organization’s content marketing maturity level?

How Manufacturing Marketers Assess Their Organization’s Content Marketing Maturity Level

**SOPHISTICATED**
- 1%
- Providing accurate measurement to the business, scaling across the organization

**MATURE**
- 18%
- Finding success, yet challenged with integration across the organization

**ADOLESCENT**
- 37%
- Have developed a business case, seeing early success, becoming more sophisticated with measurement and scaling

**YOUNG**
- 28%
- Growing pains, challenged with creating a cohesive strategy and a measurement plan

**FIRST STEPS**
- 14%
- Doing some aspects of content, but have not yet begun to make content marketing a process

Base = Manufacturing marketers; aided list.

2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
How is content marketing structured within your organization?

Manufacturing Content Marketing Organizational Structure

- Centralized content marketing group that works with multiple brands/product lines throughout the organization: 22%
- Each brand (product line/property) has its own content marketing team: 4%
- Both: A centralized group as well as individual teams throughout the organization: 14%
- Small (or one-person) marketing/content marketing team serves the entire organization: 57%
- Other: 2%

Base = Manufacturing content marketers; aided list.

2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
Has your organization undergone any management and/or structural changes over the last 12 months that have impacted your content marketing approach?

**Manufacturing Management Changes Impacting Content Marketing**

- **Yes, had a positive impact**: 41%
- **Yes, had a negative impact**: 10%
- **No changes**: 49%

*Base = Manufacturing content marketers; aided list.*
CLARITY, COMMITMENT & OVERALL SUCCESS

49% Are extremely or very committed to content marketing

20% 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 Manufacturing Marketers Whose Organizations Have Clarity on Content Marketing Success

- Yes: 33%
- No: 34%
- Unsure: 33%

Base = Manufacturing content marketers; aided list.
How would you describe your organization’s commitment level to content marketing?

**Manufacturing Organizations’ Commitment to Content Marketing**

- **Very Committed**: 38%
- **Extremely Committed**: 11%
- **Not Very Committed**: 38%
- **Somewhat Committed**: 12%
- **Not At All Committed**: 1%

Base = Manufacturing content marketers; aided list.
How would you characterize the success of your organization’s current overall content marketing approach?

How Manufacturing Marketers Rate the Success of Their Organization’s Overall Content Marketing Approach

- Very Successful: 19%
- Extremely Successful: 1%
- Moderately Successful: 49%
- Minimally Successful: 28%
- Not At All Successful: 3%

Note: The survey defined success as achieving your organization’s desired/targeted results. This report defines the Top 2 respondents (extremely/very) as “most successful” or “top performers,” and the Bottom 2 (minimally/not at all) as “least successful.”

Base = Manufacturing content marketers; aided list.
CLARITY, COMMITMENT & OVERALL SUCCESS

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

How Manufacturing Marketers Rate Their Organization’s Content Marketing Approach Compared With One Year Ago

- 46% Somewhat More Successful
- 32% About the Same as One Year Ago
- 13% Much More Successful
- 3% Somewhat Less Successful
- 1% Much Less Successful
- 5% Does Not Apply (program is less than one year old)

Base = Manufacturing content marketers; aided list.

2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
To what factors do you attribute your organization’s increase in overall success with content marketing?

Factors Contributing to Manufacturing Marketers’ Increased Success Over the Last Year

1. Content Creation (higher quality, more efficient) - 82%
2. Strategy (development or adjustment) - 69%
3. Content Marketing Has Become a Greater Priority - 62%
4. Spending More Time on Content Marketing - 57%
5. Content Distribution (better targeting, identification of what works) - 49%
6. Content Measurement (growing in ability to show results) - 43%
7. Management/HR (organizational changes, staffing, new content marketing roles) - 39%

Other reasons cited: More Budget for Content Marketing (31%), Content Marketing Training/Education (29%), Content Marketing Technologies/Tools (28%), We Have Given Our Efforts Time to Bear Fruit and Are Now Getting Results (21%), Assistance of Outside Expertise (17%), Changes in Our Target Audience(s) (6%), and Other (1%).

Base = Manufacturing content marketers who said their organizations’ content marketing success 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 Manufacturing Marketers’ Stagnant Success Over the Last Year

- Not Enough Time Devoted to Content Marketing: 67%
- Content-Creation Challenges: 62%
- Strategy Issues (lack of strategy, developing/adjusting strategy): 51%
- Content Marketing Budget Issues (inadequate budget, budget cuts): 45%
- Content Marketing Not Prioritized Highly Enough: 42%
- Management/HR (organizational changes, staffing issues): 40%
- Lack of Content Marketing Training/Education: 36%
- Content Measurement Challenges: 33%

Other reasons cited: Content Marketing Technologies/Tools [lack of, or new systems that require a learning curve] (24%), Lack of Adequate or Effective Content Distribution (18%), Our Program Hasn’t Had Enough Time to Bear Fruit/Produce Results (11%), Changes in Our Target Audience(s) (0%), and Other (5%).

Note: Due to the low percentage of manufacturing 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 Manufacturing Marketers’ Decreased Success Over the Last Year.”

Base = Manufacturing content marketers who said their organizations’ content marketing success is about the same as one year ago. Aided list; multiple responses permitted.
### Manufacturing Marketers’ Opinions About Content Marketing

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree</th>
<th>Neither Agree Nor Disagree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content marketing is an important component of our organization's marketing program</td>
<td>80%</td>
<td>12%</td>
<td>8%</td>
</tr>
<tr>
<td>Our organization is focused more on building long-term relationships than on getting quick (campaign-like) results from our content marketing</td>
<td>70%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Our organization is focused on providing an overall exceptional experience for our audience</td>
<td>70%</td>
<td>17%</td>
<td>13%</td>
</tr>
<tr>
<td>We are able to respond quickly when necessary to adjust our content marketing strategy</td>
<td>64%</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>Our organization values creativity and craft in content creation and production</td>
<td>64%</td>
<td>17%</td>
<td>19%</td>
</tr>
<tr>
<td>Our organization is focused on building audiences (building one or more subscriber bases)</td>
<td>61%</td>
<td>22%</td>
<td>17%</td>
</tr>
<tr>
<td>Our organization has realistic expectations about what content marketing can achieve</td>
<td>55%</td>
<td>27%</td>
<td>18%</td>
</tr>
<tr>
<td>Our leadership team gives us ample time to produce content marketing results</td>
<td>49%</td>
<td>26%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Base = Manufacturing content marketers; aided list.
31% 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

32% 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 Manufacturing Marketers Who Have a Content Marketing Strategy**

- Yes, and it is documented: 31%
- Yes, but it is not documented: 46%
- No, with no plans to have one within 12 months: 7%
- No, but plan to have one within 12 months: 16%

*Base = Manufacturing content marketers; aided list.*
Which of the following elements are included in your content marketing strategy?

Elements Manufacturing Marketers Include in Their Content Marketing Strategy

- A plan to operate content marketing as an ongoing business process, not simply a campaign: 71%
- Content mission and a differentiated story/value to deliver: 53%
- A process to align with other sales/marketing/loyalty initiatives: 50%
- A measurement plan to provide both insight and progress toward the business goals: 49%
- Deep understanding of audience personas: 47%
- Well-defined business goals for content: 41%
- The ability to scale over time (i.e., to grow along with your organization): 33%
- Other elements: 13%
- Unsure: 8%

Base = Manufacturing 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 Manufacturing Marketers Rate the Effectiveness of Their Content Marketing Strategy

- **Very Effective**: 28%
- **Extremely Effective**: 4%
- **Moderately Effective**: 54%
- **Minimally Effective**: 13%
- **Not At All Effective**: 1%

*Base = Content marketers who have a content marketing strategy; aided list.*
How effective is your content marketing strategy compared with one year ago?

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

<table>
<thead>
<tr>
<th>Rating</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Much More Effective</td>
<td>30%</td>
</tr>
<tr>
<td>Somewhat More Effective</td>
<td>36%</td>
</tr>
<tr>
<td>About the Same as One Year Ago</td>
<td>26%</td>
</tr>
<tr>
<td>Somewhat Less Effective</td>
<td>2%</td>
</tr>
<tr>
<td>Much Less Effective</td>
<td>1%</td>
</tr>
<tr>
<td>Does Not Apply</td>
<td>5%</td>
</tr>
</tbody>
</table>

*Base = Manufacturing content marketers who have a content marketing strategy; aided list.*
64% Always/frequently consider how their content impacts the overall experience a person has with their organization

64% Always/frequently prioritize delivering content quality over quantity

56% Always/frequently focus on creating content for their audience versus their brand
Which content marketing tools does your organization currently use?

### Manufacturing Marketers’ Content Marketing Tool Usage

<table>
<thead>
<tr>
<th>Tool</th>
<th>Usage Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analytics Tools</td>
<td>76%</td>
</tr>
<tr>
<td>Dedicated Email Platform</td>
<td>65%</td>
</tr>
<tr>
<td>Media Plan/Paid Advertising Calendar</td>
<td>55%</td>
</tr>
<tr>
<td>Editorial Calendar</td>
<td>51%</td>
</tr>
<tr>
<td>Content Management System</td>
<td>48%</td>
</tr>
<tr>
<td>Brand Style/Tone of Voice Guidelines</td>
<td>47%</td>
</tr>
<tr>
<td>Social Media Calendar</td>
<td>46%</td>
</tr>
</tbody>
</table>

Fewer than 45% of manufacturing marketers said they use the following tools: Social Media Guidelines (41%), Marketing Automation Software (37%), Buyer Personas (35%), Measurement KPIs/Dashboard (29%), Digital Asset Management (DAM) System/File Storage (16%), Editorial Mission Statement (16%), Content Distribution Software (9%), Content Collaboration/Workflow Software (7%), Content Planning/Creation Software (6%), and Other (2%).

Base = Manufacturing content marketers. Aided list; multiple responses permitted.
CONTENT CREATION & DISTRIBUTION

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

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

<table>
<thead>
<tr>
<th>Technique</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employee Feedback</td>
<td>63%</td>
</tr>
<tr>
<td>Website Analysis</td>
<td>58%</td>
</tr>
<tr>
<td>Keyword Research</td>
<td>53%</td>
</tr>
<tr>
<td>Competitive Analysis</td>
<td>51%</td>
</tr>
<tr>
<td>Customer Feedback/ Panels</td>
<td>49%</td>
</tr>
</tbody>
</table>
| Fewer than 40% of manufacturing marketers said they use the following techniques: Social Listening (38%), Secondary Data Analysis/Internet Searches (36%), Database Analysis (35%), A/B Testing (29%), Quantitative Primary Research (29%), Auditing Existing Buyer Data (20%), Qualitative Primary Research (20%), Usability Testing (11%), Expert Advisory Boards (6%), and Other (1%). 4% said they do not use any techniques.

Base = Manufacturing 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 Manufacturers’ Content Creation (2016 vs. 2017)**

- More: 68%
- Same Amount: 29%
- Less: 2%
- Unsure: 1%

*Base = Manufacturing content marketers; aided list.*
Which content marketing tactics does your organization use?

Manufacturing Content Marketing Tactic Usage

- Email Newsletters: 78%
- Social Media Content: 78%
- Video (pre-produced): 71%
- In-Person Events: 70%
- Print Magazines: 57%
- Blogs: 55%
- Illustrations/Photos: 53%
- Ebooks/White Papers: 49%

Fewer than 45% of manufacturing marketers said they use the following tactics: Webinars/Webcasts (44%), Infographics (40%), Online Presentations (37%), Digital Magazines (30%), Interactive Tools (27%), Print Newsletters (18%), Mobile Apps (16%), Research Reports (12%), Books (9%), Virtual Conferences (6%), Podcasts (5%), Separate Content Hubs (5%), Video [live-streaming media] (5%), and Other (9%).

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

2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
Which content marketing tactics that your organization uses will be most critical to its overall content marketing success in 2017?

<table>
<thead>
<tr>
<th>Tactics Used That Manufacturing Marketers Say Will be Most Critical to Content Marketing Success in 2017</th>
<th>2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Content</td>
<td>44%</td>
</tr>
<tr>
<td>Email Newsletters</td>
<td>43%</td>
</tr>
<tr>
<td>Video (pre-produced)</td>
<td>43%</td>
</tr>
<tr>
<td>In-Person Events</td>
<td>40%</td>
</tr>
<tr>
<td>Blogs</td>
<td>30%</td>
</tr>
<tr>
<td>Ebooks/White Papers</td>
<td>29%</td>
</tr>
</tbody>
</table>

Fewer than 25% of manufacturing marketers whose organizations use the following tactics said the tactic will be critical to overall content marketing success in 2017: Webinars/Webcasts (23%), Print Magazines (16%), Illustrations/Photos (12%), Online Presentations (12%), Infographics (11%), Interactive Tools (11%), Digital Magazines (10%), Mobile Apps (6%), Print Newsletters (5%), Separate Content Hubs (4%), Virtual Conferences (4%), Video [live-streaming media] (3%), Books (2%), Research Reports (2%), and Podcasts (1%).

Base = Manufacturing 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 Manufacturing Marketers Consider Various Concepts While Creating Content

<table>
<thead>
<tr>
<th>Concept</th>
<th>Always/Frequently</th>
<th>Sometimes</th>
<th>Rarely/Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prioritize delivering content quality over content quantity</td>
<td>64%</td>
<td>30%</td>
<td>6%</td>
</tr>
<tr>
<td>Consider how our content impacts the overall experience a person has</td>
<td>64%</td>
<td>28%</td>
<td>8%</td>
</tr>
<tr>
<td>Differentiate our content from our competition’s</td>
<td>57%</td>
<td>33%</td>
<td>10%</td>
</tr>
<tr>
<td>Focus on creating content for our audience versus our brand</td>
<td>56%</td>
<td>34%</td>
<td>10%</td>
</tr>
<tr>
<td>Deliver content consistently</td>
<td>46%</td>
<td>32%</td>
<td>22%</td>
</tr>
<tr>
<td>Prioritize providing the right content to the right person at the right time</td>
<td>44%</td>
<td>39%</td>
<td>17%</td>
</tr>
<tr>
<td>Craft content based on specific points of the buyer’s journey</td>
<td>39%</td>
<td>43%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Base = Manufacturing content marketers; aided list.

2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
Which channels does your organization use to distribute content?

**Channels Manufacturing Marketers Use to Distribute Content**

- Email: 92%
- LinkedIn: 78%
- Facebook: 77%
- YouTube: 74%
- Twitter: 68%
- Print: 50%
- Google+: 33%

Average Number Used: 5

Fewer than 25% of manufacturing marketers said they use the following channels: Instagram (19%), Pinterest (14%), SlideShare (8%), Snapchat (3%), iTunes (1%), Medium (1%), Tumblr (1%), and Other (9%). 1% said they do not use any channels.

Base = Manufacturing content marketers. Aided list, multiple responses permitted.
How important is each channel your organization uses to its overall content marketing success?

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

- Email: 93%
- Print: 67%
- YouTube: 64%
- LinkedIn: 54%
- Twitter: 39%
- Facebook: 31%
- Google+: 21%

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 Instagram, iTunes, Medium, Pinterest, SlideShare, Snapchat, and Tumblr are not reported due to low incidence of use.

Base = Manufacturing content marketers who use the channels shown; multiple responses permitted.
Which paid methods of content promotion does your organization use in its content marketing efforts?

### Paid Methods Manufacturing Marketers Use to Promote Content

- **Social Promotion**: 85%
- **Print or Other Offline Promotion**: 82%
- **Search Engine Marketing**: 73%
- **Traditional Online Banner Ads**: 71%
- **Native Advertising**: 53%
- **Content Discovery Tools**: 15%
- **Do Not Use**: 2%

**Average Number Used:** 4

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

2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
How effective are the paid methods of content promotion that your organization uses?

**Paid Methods Manufacturing Marketers Use to Promote Content Rated by Effectiveness**

- **Search Engine Marketing**: 63%
- **Social Promotion**: 40%
- **Native Advertising**: 35%
- **Traditional Online Banner Ads**: 31%
- **Print or Other Offline Promotion**: 29%

**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. Effectiveness rating for Content Discovery Tools is not reported due to low incidence of use.

*Base = Manufacturing content marketers who use the paid methods shown; multiple responses permitted.*
GOALS & METRICS

82% Will focus on brand awareness as a content marketing goal over the next 12 months

78% Use website traffic to measure how well their content marketing is producing results

71% Can demonstrate how content marketing has increased number of leads
Which content marketing goals will your organization focus on over the next 12 months?

### Organizational Goals for Manufacturing Content Marketing Over Next 12 Months

<table>
<thead>
<tr>
<th>Goal</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Awareness</td>
<td>82%</td>
</tr>
<tr>
<td>Lead Generation</td>
<td>71%</td>
</tr>
<tr>
<td>Engagement</td>
<td>70%</td>
</tr>
<tr>
<td>Sales</td>
<td>62%</td>
</tr>
<tr>
<td>Lead Nurturing</td>
<td>58%</td>
</tr>
<tr>
<td>Customer Retention/Loyalty</td>
<td>53%</td>
</tr>
</tbody>
</table>

Fewer than 50% of manufacturing marketers cited the following goals: Customer Evangelism/Creating Brand Advocates (40%), Building Our Audience via Subscription Growth (39%), Upsell/Cross-sell (22%), Cost Savings (20%), and Other (1%).

Base: Manufacturing content marketers. Aided list; multiple responses permitted.
Which metrics does your organization use to determine how well its content marketing is producing results?

Manufacturing Content Marketing Metrics Usage

<table>
<thead>
<tr>
<th>Metric</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website Traffic</td>
<td>78%</td>
</tr>
<tr>
<td>Sales</td>
<td>63%</td>
</tr>
<tr>
<td>SEO Ranking</td>
<td>57%</td>
</tr>
<tr>
<td>Sales Lead Quality</td>
<td>54%</td>
</tr>
<tr>
<td>Time Spent on Website</td>
<td>49%</td>
</tr>
<tr>
<td>Social Media Sharing</td>
<td>47%</td>
</tr>
<tr>
<td>Higher Conversion Rates</td>
<td>46%</td>
</tr>
<tr>
<td>Sales Lead Quantity</td>
<td>46%</td>
</tr>
</tbody>
</table>

Fewer than 40% of manufacturing marketers said they use the following metrics: Qualitative Feedback from Customers (36%), Data Capture (32%), Inbound Links (29%), Subscriber/Community Growth (25%), Purchase Intent (20%), Brand Lift (15%), Customer Renewal Rates (10%), and Other (2%).

Base = Manufacturing content marketers who use metrics. Aided list; multiple responses permitted.
Which metrics that your organization uses provide truly measurable results of your content marketing efforts?

### Metrics Used That Manufacturing Marketers Say Provide Truly Measurable Results of Content Marketing Efforts

<table>
<thead>
<tr>
<th>Metric</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website Traffic</td>
<td>46%</td>
</tr>
<tr>
<td>Sales</td>
<td>38%</td>
</tr>
<tr>
<td>Sales Lead Quality</td>
<td>31%</td>
</tr>
<tr>
<td>Higher Conversion Rates</td>
<td>25%</td>
</tr>
<tr>
<td>SEO Ranking</td>
<td>25%</td>
</tr>
<tr>
<td>Sales Lead Quantity</td>
<td>24%</td>
</tr>
</tbody>
</table>

Fewer than 20% of manufacturing marketers whose organizations use the following metrics said the metric provides truly measurable results of their content marketing efforts: Social Media Sharing (19%), Time Spent on Website (17%), Subscriber/Community Growth (11%), Qualitative Feedback from Customers (10%), Data Capture (8%), and Inbound Links (8%). Ratings are not reported for Brand Lift and Customer Renewal Rates due to low incidence of use.

*Base = Manufacturing content marketers who use the metrics shown; multiple responses permitted.*
At which phases of the buyer’s journey does your organization measure content marketing ROI?

**Phases of Buyer’s Journey Where Manufacturing Marketers Measure Content Marketing ROI**

- **Top-of-funnel**
  - Lead generation
  - Building an audience
  - 42%

- **Mid-funnel**
  - Developing relationships with qualified leads and existing customers
  - 33%

- **Bottom-of-funnel**
  - Conversions
  - Sales
  - 39%

- **Post-sales**
  - Retention
  - Upsell/Cross-Sell
  - Loyalty
  - Evangelism
  - 19%

- **Do not measure content marketing ROI**
  - 32%

*Base = Manufacturing content marketers. Aided list; multiple responses permitted.*
Indicate your level of agreement with each statement concerning the content marketing metrics used in your organization.

Manufacturing Marketers’ Metrics Agreement Statements

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

- Increased our number of leads: 71% Agree, 17% Neither Agree Nor Disagree, 12% Disagree
- Increased audience engagement: 70% Agree, 19% Neither Agree Nor Disagree, 11% Disagree
- Increased our organization’s sales: 53% Agree, 29% Neither Agree Nor Disagree, 18% Disagree
- Decreased our cost of customer acquisition: 28% Agree, 42% Neither Agree Nor Disagree, 30% Disagree

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

2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
23% 36% 48%

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

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

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 Manufacturing Content Marketing**

- 0%: 22%
- 3%: 100%
- 6%: 75-99%
- 15%: 50-74%
- 23%: 25-49%
- 28%: 10-24%
- 2%: 1-9%
- 0%: Unsure

Average: 23%

*Base = Manufacturing content marketers; aided list.*
How do you expect your organization’s content marketing budget to change in the next 12 months?

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

- **Increase**: 36%
- **Remain the Same**: 48%
- **Decrease**: 12%
- **Unsure**: 4%

Base = Manufacturing content marketers; aided list.

2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
**METHODOLOGY/DEMOGRAPHICS**

*Manufacturing Content Marketing 2017: Benchmarks, Budgets, and Trends—North America* was produced by [Content Marketing Institute](https://contentmarketinginstitute.com) and [MarketingProfs](https://marketingprofs.com) and sponsored by [IEEE Engineering360](https://www.ieee.org). 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, MarketingProfs, The Association for Data-driven Marketing & Advertising (ADMA), and WTWH 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 201 respondents who indicated they worked for manufacturing organizations in North America that primarily sell products/services to businesses (B2B) [87%] or to both businesses and consumers (B2B+B2C) [13%].


### Size of Manufacturing Company (by Employees)

<table>
<thead>
<tr>
<th>Size of Company</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Micro (Fewer than 10 Employees)</td>
<td>3%</td>
</tr>
<tr>
<td>Small (10-99 Employees)</td>
<td>28%</td>
</tr>
<tr>
<td>Midsize (100-999 Employees)</td>
<td>37%</td>
</tr>
<tr>
<td>Large (1,000+ Employees)</td>
<td>32%</td>
</tr>
</tbody>
</table>

* n = 201

### Manufacturing Job Title/Function

<table>
<thead>
<tr>
<th>Job Title/Function</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing/Advertising/Communications/PR Management</td>
<td>56%</td>
</tr>
<tr>
<td>Marketing – Staff/Support/Administration</td>
<td>13%</td>
</tr>
<tr>
<td>Corporate Management (President/CEO/CMO)</td>
<td>8%</td>
</tr>
<tr>
<td>General Management (GM/EVP/SVP/VP)</td>
<td>8%</td>
</tr>
<tr>
<td>Content Creation/Management</td>
<td>8%</td>
</tr>
<tr>
<td>Sales and Business Management</td>
<td>6%</td>
</tr>
<tr>
<td>Website/Technology</td>
<td>7%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>

* n = 171 manufacturing respondents who indicated their organization uses content marketing.
Content Marketing Institute and MarketingProfs thank all the survey respondents and the 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.

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