CONTENT MARKETING IN THE UK 2017
Benchmarks, Budgets, and Trends
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ABOUT TONMORROW PEOPLE
Greetings Marketers,

Thank you for your interest in *Content Marketing in the UK 2017: Benchmarks, Budgets, and Trends*.

The annual content marketing survey, from which the results of this report were generated, revealed many new insights this year. We asked more questions about content marketing strategy, factors that influence content marketing success, marketers’ attitudes about content creation and content marketing in general, and much more.

We also asked respondents about their commitment level to content marketing. To see the types of content marketing activities that those who are more committed are prioritizing, see the chart on page 4.

I’d like to thank the sponsor of this report, UK B2B content agency, Tomorrow People.

We hope you enjoy the report and wish you the best on your continued content marketing journey.

*Yours in content,*

Joe
### How UK Marketers Differ Based on Organization’s Commitment Level to Content Marketing

<table>
<thead>
<tr>
<th></th>
<th>Top 2 - Commitment</th>
<th>All UK Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization is clear on what an effective or successful content marketing program looks like</td>
<td>63%</td>
<td>46%</td>
</tr>
<tr>
<td>Has a documented content marketing strategy</td>
<td>54%</td>
<td>40%</td>
</tr>
<tr>
<td>Content marketing strategy is extremely/very effective</td>
<td>50%</td>
<td>40%</td>
</tr>
<tr>
<td>Percentage of total marketing budget allocated to content marketing (average)</td>
<td>42%</td>
<td>36%</td>
</tr>
<tr>
<td>Agrees that organization values creativity and craft in content creation and production</td>
<td>93%</td>
<td>72%</td>
</tr>
<tr>
<td>Always/frequently prioritizes delivering content quality over content quantity</td>
<td>82%</td>
<td>71%</td>
</tr>
<tr>
<td>Always/frequently focuses on creating content for their audience vs. their brand</td>
<td>73%</td>
<td>65%</td>
</tr>
<tr>
<td>Agrees that leadership team gives ample time to produce content marketing results</td>
<td>69%</td>
<td>54%</td>
</tr>
<tr>
<td>Always/frequently delivers content consistently</td>
<td>68%</td>
<td>55%</td>
</tr>
</tbody>
</table>

*Chart term definitions: Top 2 – Commitment are marketers who said their organizations are extremely or very committed to content marketing.*
87% Of UK marketers surveyed use content marketing

74% Have small content marketing teams serving the entire organization

47% Have experienced management changes that have had a positive impact on the organization’s 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 action.”

Note: Of the 13% of nonusers, 73% say they plan to launch a content marketing effort within 12 months; 18% had no immediate plans to begin using content marketing; and 9% had used content marketing in the past, but stopped.

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

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

- **SOPHISTICATED**
  - 5%
  - Providing accurate measurement to the business, scaling across the organization

- **MATURE**
  - 17%
  - Finding success, yet challenged with integration across the organization

- **YOUNG**
  - 32%
  - Have developed a business case, seeing early success, becoming more sophisticated with measurement and scaling

- **FIRST STEPS**
  - 15%
  - Growing pains, challenged with creating a cohesive strategy and a measurement plan

- **ADOLESCENT**
  - 31%
  - Doing some aspects of content, but have not yet begun to make content marketing a process

Base = UK content marketers; aided list.

*Content Marketing in the UK 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute*
How is content marketing structured within your organization?

**UK Content Marketing Organizational Structure**

- Centralized content marketing group that works with multiple brands/product lines throughout the organization: 12%
- Each brand (product line/property) has its own content marketing team: 5%
- Both: A centralized group as well as individual teams throughout the organization: 7%
- Small (or one-person) marketing/content marketing team serves the entire organization: 74%
- Other: 2%

Base = UK content marketers; aided list.
Has your organization undergone any management and/or structural changes over the last 12 months that have impacted your content marketing approach?

UK Management Changes Impacting Content Marketing

- Yes, had a positive impact: 47%
- Yes, had a negative impact: 7%
- No changes: 46%

Base = UK content marketers; aided list.
UK CONTENT MARKETING

CLARITY, COMMITMENT & OVERALL SUCCESS

- **61%** are extremely or very committed to content marketing.
- **25%** are extremely or very successful with their overall approach to content marketing.
- **60%** 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 UK Marketers Whose Organizations Have Clarity on Content Marketing Success

- Yes: 46%
- No: 38%
- Unsure: 16%

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

**UK Organizations’ Commitment to Content Marketing**

- Extremely Committed: 29%
- Very Committed: 32%
- Somewhat Committed: 32%
- Not Very Committed: 6%
- Not At All Committed: 1%

*Base = UK content marketers; aided list.*

*Content Marketing in the UK 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute*
How would you characterize the success of your organization’s current overall content marketing approach?

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

- 42% Moderately Successful
- 26% Minimally Successful
- 7% Not At All Successful
- 4% Extremely Successful
- 21% Very Successful

Note: The survey defined success as achieving your organization’s desired/targeted results.

Base = UK content marketers; aided list.

Content Marketing in the UK 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute
How does the success of your organization’s current overall content marketing approach compare with one year ago?

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

- **Much More Successful**: 18%
- **Somewhat More Successful**: 42%
- **About the Same as One Year Ago**: 22%
- **Somewhat Less Successful**: 4%
- **Much Less Successful**: 1%
- **Does Not Apply** (program is less than one year old): 12%

Base = UK content marketers; aided list.
To what factors do you attribute your organization’s increase in overall success with content marketing?

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

- Content Creation (higher quality, more efficient): 85%
- Strategy (development or adjustment): 72%
- Spending More Time on Content Marketing: 57%
- Content Distribution (better targeting, identification of what works): 52%
- Content Marketing Has Become a Greater Priority: 52%
- Content Measurement (growing in ability to show results): 46%
- Management/HR (organizational changes, staffing, new content marketing roles): 41%

Other reasons cited: We Have Given Our Efforts Time to Bear Fruit and Are Now Getting Results (26%), More Budget for Content Marketing (24%), Content Marketing Technologies/Tools (17%), Content Marketing Training/Education (15%), Changes in Our Target Audience(s) (13%), Assistance of Outside Expertise (9%), and Other (2%).

Note: Due to the low number of UK marketers who said their organization’s overall content marketing success is about the same, somewhat, or much less successful compared with one year ago, this report does not include charts for factors contributing to stagnant or decreased success over the last year.

Content Marketing in the UK 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute

Base = UK content marketers who said their organizations’ content marketing is much/somewhat more successful than one year ago. Aided list; multiple responses permitted.
OPINIONS ABOUT CONTENT MARKETING

Indicate your level of agreement with the following statements concerning content marketing in your organization.

UK Marketers’ Opinions About Content Marketing

- **Content marketing is an important component of our organization’s marketing program**: 88% Agree, 9% Neither Agree Nor Disagree, 3% Disagree
- **Our organization is focused on building audiences (building one or more subscriber bases)**: 76% Agree, 13% Neither Agree Nor Disagree, 11% Disagree
- **Our organization is focused on providing an overall exceptional experience for our audience**: 75% Agree, 12% Neither Agree Nor Disagree, 13% Disagree
- **Our organization has realistic expectations about what content marketing can achieve**: 74% Agree, 9% Neither Agree Nor Disagree, 17% Disagree
- **Our organization is focused more on building long-term relationships than on getting quick (campaign-like) results from our content marketing**: 72% Agree, 12% Neither Agree Nor Disagree, 16% Disagree
- **Our organization values creativity and craft in content creation and production**: 72% Agree, 16% Neither Agree Nor Disagree, 12% Disagree
- **We are able to respond quickly when necessary to adjust our content marketing strategy**: 65% Agree, 18% Neither Agree Nor Disagree, 17% Disagree
- **Our leadership team gives us ample time to produce content marketing results**: 54% Agree, 26% Neither Agree Nor Disagree, 20% Disagree

*Base = UK content marketers; aided list.*
40% Have a documented content marketing strategy

79% Say their strategy includes a plan to operate content marketing as an ongoing business process, not simply a campaign

40% 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 UK Marketers Who Have a Content Marketing Strategy

- Yes, and it is documented: 40%
- Yes, but it is not documented: 30%
- No, with no plans to have one within 12 months: 5%
- No, but plan to have one within 12 months: 25%

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

**Elements UK Marketers Include in Their Content Marketing Strategy**

- A plan to operate content marketing as an ongoing business process, not simply a campaign: 79%
- Well-defined business goals for content: 72%
- Deep understanding of audience personas: 66%
- Content mission and a differentiated story/value to deliver: 57%
- A process to align with other sales/marketing/loyalty initiatives: 51%
- A measurement plan to provide both insight and progress toward the business goals: 49%
- The ability to scale over time (i.e., to grow along with your organization): 38%
- Other elements: 13%
- Unsure: 4%

Base = UK 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 UK Marketers Rate the Effectiveness of Their Content Marketing Strategy**

- **Very Effective**: 34%
- **Extremely Effective**: 6%
- **Moderately Effective**: 41%
- **Minimally Effective**: 17%
- **Not At All Effective**: 2%

*Base = UK content marketers who have a content marketing strategy; aided list.*

Content Marketing in the UK 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute
How effective is your content marketing strategy compared with one year ago?

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

- **42%** Much More Effective
- **24%** Somewhat More Effective
- **21%** About the Same as One Year Ago
- **0%** Somewhat Less Effective
- **0%** Much Less Effective
- **13%** Does Not Apply (content marketing strategy is less than one year old)

*Base = UK content marketers who have a content marketing strategy; aided list.*
71% Always/frequently prioritize delivering content quality over quantity

65% Always/frequently focus on creating content for their audience versus their brand

62% Always/frequently consider how their content impacts the overall experience a person has with their organization
Which content marketing tools does your organization currently use?

UK Marketers’ Content Marketing Tool Usage

- Analytics Tools: 84%
- Dedicated Email Platform: 72%
- Brand Style/Tone of Voice Guidelines: 57%
- Content Management System: 55%
- Editorial Calendar: 54%
- Buyer Personas: 50%
- Social Media Calendar: 49%

Fewer than 40% of UK marketers said they use the following tools: Marketing Automation Software (38%), Measurement KPIs/Dashboard (37%), Social Media Guidelines (36%), Media Plan/Paid Advertising Calendar (25%), Editorial Mission Statement (20%), Content Collaboration/Workflow Software (13%), Content Distribution Software (12%), Content Planning/Creation Software (5%), Digital Asset Management (DAM) System/File Storage (5%), and Other (8%).

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

Content Marketing in the UK 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute
Which techniques does your organization use to gain knowledge about its target audience(s), so you can create the right messages?

**Techniques UK 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>Keyword Research</td>
<td>61%</td>
</tr>
<tr>
<td>Website Analysis</td>
<td>58%</td>
</tr>
<tr>
<td>Social Listening</td>
<td>54%</td>
</tr>
<tr>
<td>Competitive Analysis</td>
<td>43%</td>
</tr>
<tr>
<td>Customer Feedback/Panels</td>
<td>41%</td>
</tr>
<tr>
<td>Employee Feedback</td>
<td>39%</td>
</tr>
<tr>
<td>Secondary Data Analysis/Internet Searches</td>
<td>38%</td>
</tr>
</tbody>
</table>

Fewer than 35% of UK marketers said they use the following techniques: Quantitative Primary Research (32%), A/B Testing (28%), Database Analysis (28%), Qualitative Primary Research (28%), Auditing Existing Buyer Data (26%), Usability Testing (14%), Expert Advisory Boards (12%), and Other (3%).

Base = UK 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 UK Content Creation (2016 vs. 2017)

- More: 79%
- Same Amount: 3%
- Less: 17%
- Unsure: 1%

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

**UK Content Marketing Tactic Usage**

<table>
<thead>
<tr>
<th>Tactic</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blogs</td>
<td>93%</td>
</tr>
<tr>
<td>Social Media Content</td>
<td>80%</td>
</tr>
<tr>
<td>Email Newsletters</td>
<td>78%</td>
</tr>
<tr>
<td>In-Person Events</td>
<td>64%</td>
</tr>
<tr>
<td>Ebooks/White Papers</td>
<td>55%</td>
</tr>
<tr>
<td>Video (pre-produced)</td>
<td>55%</td>
</tr>
<tr>
<td>Infographics</td>
<td>54%</td>
</tr>
<tr>
<td>Illustrations/Photos</td>
<td>43%</td>
</tr>
<tr>
<td>Online Presentations</td>
<td>39%</td>
</tr>
<tr>
<td>Webinars/Webcasts</td>
<td>37%</td>
</tr>
</tbody>
</table>

Average Number Used: **8**

Fewer than 35% of UK marketers said they use the following tactics: Interactive Tools (28%), Research Reports (22%), Print Magazines (18%), Digital Magazines (16%), Books (14%), Podcasts (14%), Print Newsletters (13%), Video [live-streaming media] (11%), Separate Content Hubs (9%), Mobile Apps (8%), Virtual Conferences (7%), and Other (7%).

Base = UK content marketers. Aided list; multiple responses permitted.
Which content marketing tactics that your organization uses will be most critical to its overall content marketing success in 2017?

**Tactics Used That UK Marketers Say Will be Most Critical to Content Marketing Success in 2017**

<table>
<thead>
<tr>
<th>Tactics</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blogs</td>
<td>74%</td>
</tr>
<tr>
<td>Email Newsletters</td>
<td>50%</td>
</tr>
<tr>
<td>Social Media Content</td>
<td>46%</td>
</tr>
<tr>
<td>Ebooks/White Papers</td>
<td>36%</td>
</tr>
<tr>
<td>In-Person Events</td>
<td>30%</td>
</tr>
<tr>
<td>Video (pre-produced)</td>
<td>28%</td>
</tr>
</tbody>
</table>

Fewer than 25% of UK marketers whose organizations use the following tactics said the tactic will be critical to overall content marketing success in 2017: Infographics (20%), Webinars/Webcasts (18%), Online Presentations (11%), and Illustrations/Photos (9%). Percentages of those who rated the following tactics critical are not shown due to low number who reported use: Interactive Tools, Research Reports, Print Magazines, Digital Magazines, Books, Podcasts, Print Newsletters, Video [live-streaming media], Separate Content Hubs, Mobile Apps, Virtual Conferences, and Other.

*Base = UK 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 UK 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>71%</td>
<td>24%</td>
<td>5%</td>
</tr>
<tr>
<td>Focus on creating content for our audience versus our brand</td>
<td>65%</td>
<td>20%</td>
<td>15%</td>
</tr>
<tr>
<td>Consider how our content impacts the overall experience a person has with our organization</td>
<td>62%</td>
<td>25%</td>
<td>13%</td>
</tr>
<tr>
<td>Differentiate our content from our competition’s</td>
<td>60%</td>
<td>25%</td>
<td>15%</td>
</tr>
<tr>
<td>Craft content based on specific points of the buyer’s journey</td>
<td>59%</td>
<td>29%</td>
<td>12%</td>
</tr>
<tr>
<td>Deliver content consistently</td>
<td>55%</td>
<td>25%</td>
<td>20%</td>
</tr>
<tr>
<td>Prioritize providing the right content to the right person at the right time</td>
<td>53%</td>
<td>32%</td>
<td>15%</td>
</tr>
</tbody>
</table>

*Base = UK content marketers; aided list.*
Which channels does your organization use to distribute content?

### Channels UK Marketers Use to Distribute Content

<table>
<thead>
<tr>
<th>Channel</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>88%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>84%</td>
</tr>
<tr>
<td>Twitter</td>
<td>82%</td>
</tr>
<tr>
<td>Facebook</td>
<td>68%</td>
</tr>
<tr>
<td>YouTube</td>
<td>54%</td>
</tr>
</tbody>
</table>

**Average Number Used:** 6

Fewer than 40% of UK marketers said they use the following channels: Google+ (38%), SlideShare (34%), Print (24%), Instagram (20%), Pinterest (13%), Medium (12%), Tumblr (5%), iTunes (4%), Snapchat (3%), and Other (18%).

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

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

- Email: 94%
- LinkedIn: 75%
- YouTube: 54%
- Twitter: 52%
- Facebook: 29%

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 Google+, SlideShare, Print, Instagram, Pinterest, Medium, Tumblr, iTunes, and Snapchat are not shown due to low number of respondents who reported use.

Base = UK 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 UK Marketers Use to Promote Content

- **Social Promotion**: 76%
- **Search Engine Marketing**: 57%
- **Print or Other Offline Promotion**: 50%
- **Traditional Online Banner Ads**: 33%
- **Content Discovery Tools**: 25%
- **Native Advertising**: 24%
- **Do Not Use**: 21%

Average Number Used: **3**

*Base = UK content marketers. Aided list; multiple responses permitted.*

Content Marketing in the UK 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute
How effective are the paid methods of content promotion that your organization uses?

Paid Methods UK Marketers Use to Promote Content Rated by Effectiveness

- Social Promotion: 53%
- Search Engine Marketing: 51%
- Print or Other Offline Promotion: 34%

*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 ratings for Traditional Online Banner Ads, Content Discovery Tools, and Native Advertising are not shown due to low number of respondents who reported use.

*Base = UK content marketers who use the paid methods shown; multiple responses permitted.*
UK CONTENT MARKETING

GOALS & METRICS

82%
Will focus on lead generation as a content marketing goal over the next 12 months

70%
Use website traffic to measure how well their content marketing is producing results

65%
Can demonstrate how content marketing has increased their number of leads
GOALS & METRICS

Which content marketing goals will your organization focus on over the next 12 months?

Organizational Goals for UK Content Marketing for Next 12 Months

- Lead Generation: 82%
- Brand Awareness: 79%
- Engagement: 72%
- Lead Nurturing: 58%
- Sales: 55%
- Customer Retention/Loyalty: 54%
- Building Our Audience via Subscription Growth: 50%

Fewer than 50% of UK marketers cited the following goals: Customer Evangelism/Creating Brand Advocates (47%), Upsell/Cross-sell (37%), Cost Savings (13%), and Other (4%).

Base: UK content marketers. Aided list; multiple responses permitted.

Content Marketing in the UK 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute
Which metrics does your organization use to determine how well its content marketing is producing results?

### UK Content Marketing Metrics Usage

<table>
<thead>
<tr>
<th>Metric</th>
<th>Usage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website Traffic</td>
<td>70%</td>
</tr>
<tr>
<td>Sales</td>
<td>63%</td>
</tr>
<tr>
<td>Social Media Sharing</td>
<td>63%</td>
</tr>
<tr>
<td>SEO Ranking</td>
<td>60%</td>
</tr>
<tr>
<td>Sales Lead Quality</td>
<td>57%</td>
</tr>
<tr>
<td>Higher Conversion Rates</td>
<td>51%</td>
</tr>
<tr>
<td>Inbound Links</td>
<td>50%</td>
</tr>
<tr>
<td>Sales Lead Quantity</td>
<td>44%</td>
</tr>
<tr>
<td>Time Spent on Website</td>
<td>43%</td>
</tr>
</tbody>
</table>

Fewer than 40% of UK marketers said they use the following metrics: Subscriber/Community Growth (39%), Qualitative Feedback from Customers (39%), Data Capture (33%), Purchase Intent (20%), Customer Renewal Rates (14%), Brand Lift (10%), and Other (1%). 8% said they do not use metrics.
Which metrics that your organization uses provide truly measurable results of your content marketing efforts?

### Metrics Used That UK 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>50%</td>
</tr>
<tr>
<td>Sales</td>
<td>43%</td>
</tr>
<tr>
<td>Sales Lead Quality</td>
<td>34%</td>
</tr>
<tr>
<td>SEO Ranking</td>
<td>30%</td>
</tr>
<tr>
<td>Higher Conversion Rates</td>
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<td>19%</td>
</tr>
<tr>
<td>Subscriber/Community Growth</td>
<td></td>
</tr>
<tr>
<td>Qualitative Feedback from Customers</td>
<td></td>
</tr>
<tr>
<td>Data Capture</td>
<td></td>
</tr>
<tr>
<td>Purchase Intent</td>
<td></td>
</tr>
<tr>
<td>Customer Renewal Rates</td>
<td></td>
</tr>
<tr>
<td>Brand Lift</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
</tbody>
</table>

Note: Percentages of those who said the following metrics provide truly measurable results are not shown due to low number who reported use: Subscriber/Community Growth, Qualitative Feedback from Customers, Data Capture, Purchase Intent, Customer Renewal Rates, Brand Lift, and Other. 9% said none of the metrics they use provide truly measurable results.

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

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

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

- **Mid-funnel (32%)**
  - Developing relationships with qualified leads and existing customers

- **Bottom-of-funnel (42%)**
  - Conversions
  - Sales

- **Post-sales (16%)**
  - Retention
  - Upsell/Cross-Sell
  - Loyalty
  - Evangelism

- **Do not measure content marketing ROI (36%)**

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

**UK Marketers’ Metrics Agreement Statements**

*I/my team can demonstrate how content marketing has…*

<table>
<thead>
<tr>
<th>Metric</th>
<th>Agree</th>
<th>Neither Agree Nor Disagree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased our number of leads</td>
<td>65%</td>
<td>22%</td>
<td>13%</td>
</tr>
<tr>
<td>Increased audience engagement</td>
<td>61%</td>
<td>23%</td>
<td>16%</td>
</tr>
<tr>
<td>Increased our organization’s sales</td>
<td>54%</td>
<td>26%</td>
<td>20%</td>
</tr>
<tr>
<td>Decreased our cost of customer acquisition</td>
<td>31%</td>
<td>35%</td>
<td>34%</td>
</tr>
</tbody>
</table>

Base = UK content marketers who use metrics to determine content marketing results; aided list.
UK CONTENT MARKETING

BUDGETS & SPENDING

36%
Is the average proportion of total marketing budget that is spent on content marketing

53%
Plan to increase their content marketing spending over the next 12 months

41%
Plan to keep their content marketing spending around the same level over the next 12 months
BUDGETS & SPENDING

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 UK Content Marketing

Average: 36%

0% 16% 11% 14% 14% 22% 4% 18%

100% 75-99% 50-74% 25-49% 10-24% 1-9% 0% Unsure

Content Marketing in the UK 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute

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

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

- **Increase**: 53%
- **Remain the Same**: 41%
- **Decrease**: 6%
- **Unsure**: 0%

*Base = UK content marketers; aided list.*

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*Content Marketing in the UK 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute*
Content Marketing in the UK 2017: Benchmarks, Budgets, and Trends was produced by Content Marketing Institute and sponsored by Tomorrow People.

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 87 respondents who indicated their companies are for-profit organizations in the UK (80% B2B; 9% B2C; and 11% both B2B+B2C).
ABOUT

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, 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.

About Tomorrow People

Tomorrow People is an award-winning specialist B2B content agency based in Birmingham, UK. They use modern marketing techniques to redefine B2B brand experiences for some of the world’s best-known companies. They do this by creating compelling content for everyone from tech start-ups right through to established financial service providers.

Founded by two partners in 2000, Tomorrow People employs over 30 people across editorial, web development, account management, design, and digital marketing teams, and works closely with a pool of sector expert copywriters and videographers.

Tomorrow People are pioneers of the inbound marketing approach, using highly relevant, targeted content to drive leads through a nurturing process and convert them into customers.