2017 TECHNOLOGY CONTENT MARKETING
Benchmarks, Budgets, and Trends—North America

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</tbody>
</table>
Hello Technology Marketers,

Welcome to our annual report on the content marketing practices of technology marketers. This report focuses on the North American technology marketers who participated in our seventh annual content marketing survey.

New for this year, we asked technology marketers about their success with content marketing:

- 24% said their organization’s overall approach to content marketing is “extremely” or “very” successful
- 64% said that compared with one year ago, their organizations are “much more” or “somewhat more” successful with content marketing
- 92% of those reporting increased success attributed that success to doing a better job with content creation.

Seventy-four percent said their organization always or frequently prioritizes delivering content quality over content quantity. That stat is even higher (92%) among the top-performing technology marketers (see the chart on page 4 for our definition of a “top performer”).

Read on for more insights into how your peers are approaching their content marketing—and where they are heading over the next 12 months.

Yours in content,
Joe
## This Year’s Technology 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>82%</td>
<td>41%</td>
<td>7%</td>
</tr>
<tr>
<td>Organization is extremely/very committed to content marketing</td>
<td>95%</td>
<td>69%</td>
<td>35%</td>
</tr>
<tr>
<td>Describes organization as sophisticated/mature</td>
<td>68%</td>
<td>31%</td>
<td>0%</td>
</tr>
<tr>
<td>Has a documented content marketing strategy</td>
<td>68%</td>
<td>42%</td>
<td>15%</td>
</tr>
<tr>
<td>Content marketing strategy is extremely/very effective</td>
<td>86%</td>
<td>38%</td>
<td>0%</td>
</tr>
<tr>
<td>Measures content marketing ROI</td>
<td>91%</td>
<td>76%</td>
<td>58%</td>
</tr>
<tr>
<td>Percentage of total marketing budget allocated to content marketing (average)</td>
<td>38%</td>
<td>28%</td>
<td>15%</td>
</tr>
<tr>
<td>Always/frequently delivers content consistently</td>
<td>93%</td>
<td>62%</td>
<td>35%</td>
</tr>
<tr>
<td>Always/frequently prioritizes delivering content quality over content quantity</td>
<td>92%</td>
<td>74%</td>
<td>45%</td>
</tr>
<tr>
<td>Agrees that organization is realistic about what content marketing can achieve</td>
<td>91%</td>
<td>67%</td>
<td>34%</td>
</tr>
<tr>
<td>Agrees that leadership team gives ample time to produce content marketing results</td>
<td>81%</td>
<td>51%</td>
<td>20%</td>
</tr>
<tr>
<td>Always/frequently prioritizes providing right content to right person at right time</td>
<td>78%</td>
<td>49%</td>
<td>24%</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 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
31% Are in the sophisticated/mature phase of content marketing maturity

46% Have small content marketing teams serving the entire organization

50% Have experienced management changes that have had a positive impact on the organization’s content marketing
Does your organization use content marketing?

Percentage of Technology Marketers Using Content Marketing

Yes: 95%
No: 5%

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 nonusers, 64% said they plan to launch a content marketing effort within 12 months; 36% had no immediate plans to begin using content marketing; and none had used content marketing in the past, but stopped.

Base = Technology marketers.

2017 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
How would you describe your organization’s content marketing maturity level?

**How Technology Marketers Assess Their Organization’s Content Marketing Maturity Level**

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

- **MATURE**
  - 26%
  - Finding success, yet challenged with integration across the organization

- **ADOLESCENT**
  - 38%
  - Have developed a business case, seeing early success, becoming more sophisticated with measurement and scaling

- **YOUNG**
  - 26%
  - Growing pains, challenged with creating a cohesive strategy and a measurement plan

- **FIRST STEPS**
  - 5%
  - Doing some aspects of content, but have not yet begun to make content marketing a process

*Base = Technology content marketers; aided list.*

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

**Technology Content Marketing Organizational Structure**

- Centralized content marketing group that works with multiple brands/product lines throughout the organization: 26%
- Each brand (product line/property) has its own content marketing team: 9%
- Both: A centralized group as well as individual teams throughout the organization: 17%
- Small (or one-person) marketing/content marketing team serves the entire organization: 46%
- Other: 2%

Base = Technology content marketers; aided list.

2017 Technology 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?

**Technology Management Changes Impacting Content Marketing**

- Yes, had a positive impact: 50%
- Yes, had a negative impact: 13%
- No changes: 37%

*Base = Technology content marketers; aided list.*

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2017 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
TECHNOLOGY CONTENT MARKETING

CLARITY, COMMITMENT & OVERALL SUCCESS

69% 
Are extremely or very committed to content marketing

24% 
Are extremely or very successful with their overall approach to content marketing

64% 
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 Technology Marketers Whose Organizations Have Clarity on Content Marketing Success

- Yes: 41%
- No: 31%
- Unsure: 28%

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

Technology Organizations’ Commitment to Content Marketing

- Very Committed: 47%
- Somewhat Committed: 26%
- Not Very Committed: 22%
- Not At All Committed: 5%
- Extremely Committed: 0%

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

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

- **Very Successful**: 19%
- **Extremely Successful**: 5%
- **Minimally Successful**: 1%
- **Moderately Successful**: 55%
- **Not At All Successful**: 20%

**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**: Technology content marketers; aided list.

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2017 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
CLARITY, COMMITMENT & OVERALL SUCCESS

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

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

- **42%** Much More Successful
- **22%** Somewhat More Successful
- **24%** About the Same as One Year Ago
- **4%** Somewhat Less Successful
- **1%** Much Less Successful
- **7%** Does Not Apply

*Base = Technology content marketers; aided list.*

2017 Technology 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 Technology Marketers’ Increased Success Over the Last Year

- **Content Creation (higher quality, more efficient)**: 92%
- **Strategy (development or adjustment)**: 74%
- **Content Distribution (better targeting, identification of what works)**: 55%
- **Content Marketing Has Become a Greater Priority**: 54%
- **Management/HR (organizational changes, staffing, new content marketing roles)**: 49%
- **Content Measurement (growing in ability to show results)**: 48%
- **Spending More Time on Content Marketing**: 48%

*Other reasons cited:* More Budget for Content Marketing (33%), Content Marketing Technologies/Tools (29%), We Have Given Our Efforts Time to Bear Fruit and Are Now Getting Results (22%), Content Marketing Training/Education (16%), Changes in Our Target Audience(s) (10%), Assistance of Outside Expertise (9%), and Other (3%).
To what factors do you attribute your organization’s stagnancy in success with content marketing?

Factors Contributing to Technology Marketers’ Stagnant Content Marketing Success Over the Last Year

- Strategy Issues (lack of strategy, developing/adjusting strategy): 53%
- Content-Creation Challenges: 46%
- Content Marketing Budget Issues (inadequate budget, budget cuts): 43%
- Management/HR (organizational changes, staffing issues): 43%
- Content Measurement Challenges: 37%
- Not Enough Time Devoted to Content Marketing: 37%
- Content Marketing Technologies/Tools (lack of, or new systems that require a learning curve): 31%
- Content Marketing Not Prioritized Highly Enough: 28%

Note: Due to the low percentage of technology 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 Technology Marketers’ Decreased Content Marketing Success Over the Last Year.”

Other reasons cited: Lack of Content Marketing Training/Education (22%), Our Program Hasn’t Had Enough Time to Bear Fruit/Produce Results (21%), Lack of Adequate or Effective Content Distribution (19%), Changes in Our Target Audience(s) (9%), and Other (7%).

Base = Technology content marketers who said their organizations’ content marketing success is about the same as 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.

### Technology 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>92%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Our organization is focused on providing an overall exceptional experience for our audience</td>
<td>74%</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>Our organization values creativity and craft in content creation and production</td>
<td>69%</td>
<td>19%</td>
<td>12%</td>
</tr>
<tr>
<td>Our organization has realistic expectations about what content marketing can achieve</td>
<td>67%</td>
<td>16%</td>
<td>17%</td>
</tr>
<tr>
<td>We are able to respond quickly when necessary to adjust our content marketing strategy</td>
<td>66%</td>
<td>17%</td>
<td>17%</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>62%</td>
<td>14%</td>
<td>24%</td>
</tr>
<tr>
<td>Our organization is focused on building audiences (building one or more subscriber bases)</td>
<td>62%</td>
<td>21%</td>
<td>17%</td>
</tr>
<tr>
<td>Our leadership team gives us ample time to produce content marketing results</td>
<td>51%</td>
<td>23%</td>
<td>26%</td>
</tr>
</tbody>
</table>

2017 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Technology content marketers; aided list.
42% Have a documented content marketing strategy

73% Say their strategy includes a plan to operate content marketing as an ongoing business process, not simply a campaign

38% 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 Technology Marketers Who Have a Content Marketing Strategy

- Yes, and it is documented: 42%
- Yes, but it is not documented: 41%
- No, with no plans to have one within 12 months: 2%
- No, but plan to have one within 12 months: 15%

Base = Technology content marketers; aided list.

2017 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
Which of the following elements are included in your content marketing strategy?

### Elements Technology Marketers Include in Their Content Marketing Strategy

<table>
<thead>
<tr>
<th>Element</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A plan to operate content marketing as an ongoing business process, not simply a campaign</td>
<td>73%</td>
</tr>
<tr>
<td>Deep understanding of audience personas</td>
<td>62%</td>
</tr>
<tr>
<td>A process to align with other sales/marketing/loyalty initiatives</td>
<td>61%</td>
</tr>
<tr>
<td>Content mission and a differentiated story/value to deliver</td>
<td>60%</td>
</tr>
<tr>
<td>Well-defined business goals for content</td>
<td>57%</td>
</tr>
<tr>
<td>A measurement plan to provide both insight and progress toward the business goals</td>
<td>51%</td>
</tr>
<tr>
<td>The ability to scale over time (i.e., to grow along with your organization)</td>
<td>37%</td>
</tr>
<tr>
<td>Other elements</td>
<td>20%</td>
</tr>
<tr>
<td>Unsure</td>
<td>3%</td>
</tr>
</tbody>
</table>

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

- **Very Effective**: 31%
- **Extremely Effective**: 7%
- **Moderately Effective**: 51%
- **Minimally Effective**: 10%
- **Not At All Effective**: 1%

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

2017 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
How effective is your content marketing strategy compared with one year ago?

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

- **48%** Much More Effective
- **28%** Somewhat More Effective
- **18%** About the Same as One Year Ago
- **3%** Somewhat Less Effective
- **3%** Much Less Effective
- **3%** Does Not Apply (content marketing strategy is less than one year old)

*Base = Technology content marketers who have a content marketing strategy, aided list.*
TECHNOLOGY CONTENT MARKETING

CONTENT CREATION & DISTRIBUTION

74% Always/frequently prioritize delivering content quality over quantity

72% Always/frequently consider how their content impacts the overall experience a person has with their organization

71% Always/frequently focus on creating content for their audience versus their brand
Which content marketing tools does your organization currently use?

Technology Marketers’ Content Marketing Tool Usage

- Analytics Tools: 83%
- Marketing Automation Software: 74%
- Editorial Calendar: 68%
- Buyer Personas: 60%
- Content Management System: 60%
- Social Media Calendar: 60%
- Dedicated Email Platform: 59%
- Brand Style/Tone of Voice Guidelines: 58%

Fewer than 50% of technology marketers said they use the following tools: Measurement KPIs/Dashboard (49%), Social Media Guidelines (44%), Media Plan/Paid Advertising Calendar (35%), Content Collaboration/Workflow Software (19%), Editorial Mission Statement (15%), Digital Asset Management (DAM) System/File Storage (14%), Content Distribution Software (10%), Content Planning/Creation Software (9%), and Other (5%).

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

2017 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
Which techniques does your organization use to gain knowledge about its target audience(s), so you can create the right messages?

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

- Employee Feedback: 61%
- Keyword Research: 61%
- Website Analysis: 57%
- A/B Testing: 56%
- Customer Feedback/panels: 51%
- Competitive Analysis: 50%
- Social Listening: 47%

Fewer than 45% of technology marketers said they use the following techniques: Secondary Data Analysis/Internet Searches (38%), Database Analysis (36%), Qualitative Primary Research (35%), Quantitative Primary Research (31%), Auditing Existing Buyer Data (29%), Expert Advisory Boards (14%), Usability Testing (11%), and Other (1%). 2% said they do not use any techniques.

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

- More: 70%
- Same Amount: 22%
- Less: 3%
- Unsure: 5%

Base = Technology content marketers; aided list.

2017 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
Which content marketing tactics does your organization use?

**Technology Content Marketing Tactic Usage**

- **Blogs**: 91%
- **Social Media Content**: 89%
- **Ebooks/White Papers**: 81%
- **Email Newsletters**: 81%
- **Webinars/Webcasts**: 79%
- **Video (pre-produced)**: 78%
- **In-Person Events**: 75%
- **Infographics**: 74%

**Average Number Used:** 10

Fewer than 60% of technology marketers said they use the following tactics: Online Presentations (54%), Illustrations/Photos (40%), Interactive Tools (40%), Research Reports (38%), Mobile Apps (17%), Separate Content Hubs (17%), Print Magazines (16%), Video [live-streaming media] (15%), Books (14%), Virtual Conferences (14%), Digital Magazines (13%), Podcasts (12%), Print Newsletters (6%), and Other (12%).

*Base = Technology 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 Technology Marketers Say Will Be Most Critical to Content Marketing Success in 2017

- **Blogs**: 57%
- **Ebooks/White Papers**: 49%
- **Webinars/Webcasts**: 49%
- **Video (pre-produced)**: 42%
- **In-Person Events**: 40%
- **Social Media Content**: 40%
- **Email Newsletters**: 36%

Fewer than 20% of technology marketers whose organizations use the following tactics said the tactic will be critical to overall content marketing success in 2017: Infographics (18%), Research Reports (16%), Interactive Tools (12%), Online Presentations (12%), Illustrations/Photos (6%), Mobile Apps (5%), Separate Content Hubs (5%), Video [live-streaming media] (4%), Books (3%), Print Magazines (3%), Virtual Conferences (3%), Digital Magazines (2%), Podcasts (2%), Print Newsletters (1%), and Other (4%).

*Base = Technology 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 Technology 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>74%</td>
<td>21%</td>
<td>5%</td>
</tr>
<tr>
<td>Consider how our content impacts the overall experience a person has with our organization</td>
<td>72%</td>
<td>18%</td>
<td>10%</td>
</tr>
<tr>
<td>Focus on creating content for our audience versus our brand</td>
<td>71%</td>
<td>20%</td>
<td>9%</td>
</tr>
<tr>
<td>Deliver content consistently</td>
<td>62%</td>
<td>26%</td>
<td>12%</td>
</tr>
<tr>
<td>Craft content based on specific points of the buyer’s journey</td>
<td>60%</td>
<td>28%</td>
<td>12%</td>
</tr>
<tr>
<td>Differentiate our content from our competition’s</td>
<td>60%</td>
<td>28%</td>
<td>12%</td>
</tr>
<tr>
<td>Prioritize providing the right content to the right person at the right time</td>
<td>49%</td>
<td>34%</td>
<td>17%</td>
</tr>
</tbody>
</table>

2017 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: Technology content marketers; aided list.
Which channels does your organization use to distribute content?

Channels Technology Marketers Use to Distribute Content

- Email: 98%
- LinkedIn: 92%
- Twitter: 84%
- Facebook: 80%
- YouTube: 74%
- Google+: 38%
- SlideShare: 33%
- Instagram: 26%
- Print: 23%

Average Number Used: 6

Fewer than 15% of technology marketers said they use the following channels: Pinterest (12%), Medium (8%), Snapchat (4%), iTunes (3%), Tumblr (2%), and Other (23%).

Base = Technology content marketers who use any channels. Aided list; multiple responses permitted.
How important is each channel your organization uses to its overall content marketing success?

<table>
<thead>
<tr>
<th>Channels Technology Marketers Use to Distribute Content</th>
<th>Rated by Importance to Overall Content Marketing Success</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>93%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>71%</td>
</tr>
<tr>
<td>Twitter</td>
<td>62%</td>
</tr>
<tr>
<td>YouTube</td>
<td>52%</td>
</tr>
<tr>
<td>Print</td>
<td>39%</td>
</tr>
<tr>
<td>SlideShare</td>
<td>37%</td>
</tr>
<tr>
<td>Facebook</td>
<td>32%</td>
</tr>
<tr>
<td>Instagram</td>
<td>22%</td>
</tr>
<tr>
<td>Google+</td>
<td>11%</td>
</tr>
</tbody>
</table>

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

Base = Technology 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 Technology Marketers Use to Promote Content

- **Social Promotion**: 91%
- **Search Engine Marketing**: 81%
- **Traditional Online Banner Ads**: 66%
- **Print or Other Offline Promotion**: 56%
- **Native Advertising**: 50%
- **Content Discovery Tools**: 22%
- **Do Not Use**: 6%

**Average Number Used: 4**

*Base = Technology content marketers. Aided list; multiple responses permitted.*
How effective are the paid methods of content promotion that your organization uses?

Paid Methods Technology Marketers Use to Promote Content Rated by Effectiveness

- Search Engine Marketing: 57%
- Social Promotion: 55%
- Native Advertising: 37%
- Traditional Online Banner Ads: 30%
- Content Discovery Tools: 24%
- Print or Other Offline Promotion: 19%

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.

Base = Technology content marketers who use the paid methods shown; multiple responses permitted.

2017 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
**Technology Content Marketing**

**Goals & Metrics**

88% Will focus on lead generation as a content marketing goal over the next 12 months

80% Use website traffic to measure how well their content marketing is producing results

79% Can demonstrate how content marketing has increased audience engagement
Which content marketing goals will your organization focus on over the next 12 months?

### Organizational Goals for Technology Content Marketing for Next 12 Months

<table>
<thead>
<tr>
<th>Goal</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead Generation</td>
<td>88%</td>
</tr>
<tr>
<td>Lead Nurturing</td>
<td>79%</td>
</tr>
<tr>
<td>Brand Awareness</td>
<td>75%</td>
</tr>
<tr>
<td>Sales</td>
<td>71%</td>
</tr>
<tr>
<td>Engagement</td>
<td>70%</td>
</tr>
<tr>
<td>Customer Retention/Loyalty</td>
<td>53%</td>
</tr>
<tr>
<td>Customer Evangelism/Creating Brand Advocates</td>
<td>52%</td>
</tr>
<tr>
<td>Building Our Audience via Subscription Growth</td>
<td>51%</td>
</tr>
</tbody>
</table>

Fewer than 50% of technology marketers cited the following goals: Upsell/Cross-Sell (45%), Cost Savings (16%), and Other (2%).
**GOALS & METRICS**

Which metrics does your organization use to determine how well its content marketing is producing results?

### Technology Content Marketing Metrics Usage

<table>
<thead>
<tr>
<th>Metric</th>
<th>Usage Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website Traffic</td>
<td>80%</td>
</tr>
<tr>
<td>Sales Lead Quality</td>
<td>72%</td>
</tr>
<tr>
<td>Higher Conversion Rates</td>
<td>63%</td>
</tr>
<tr>
<td>SEO Ranking</td>
<td>60%</td>
</tr>
<tr>
<td>Sales Lead Quantity</td>
<td>59%</td>
</tr>
<tr>
<td>Social Media Sharing</td>
<td>57%</td>
</tr>
<tr>
<td>Time Spent on Website</td>
<td>54%</td>
</tr>
<tr>
<td>Sales</td>
<td>53%</td>
</tr>
</tbody>
</table>

Fewer than 50% of technology marketers said they use the following metrics: Subscriber/Community Growth (42%), Inbound Links (39%), Data Capture (30%), Qualitative Feedback from Customers (28%), Customer Renewal Rates (20%), Brand Lift (19%), Purchase Intent (16%), and Other (5%). 1% said they do not use metrics.

*Base = Technology content marketers who use metrics. Aided list; multiple responses permitted.*

2017 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
Which metrics that your organization uses provide truly measurable results of your content marketing efforts?

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

<table>
<thead>
<tr>
<th>Metric</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales Lead Quality</td>
<td>47%</td>
</tr>
<tr>
<td>Website Traffic</td>
<td>42%</td>
</tr>
<tr>
<td>Higher Conversion Rates</td>
<td>35%</td>
</tr>
<tr>
<td>Sales</td>
<td>29%</td>
</tr>
<tr>
<td>Sales Lead Quantity</td>
<td>28%</td>
</tr>
<tr>
<td>SEO Ranking</td>
<td>28%</td>
</tr>
<tr>
<td>Time Spent on Website</td>
<td>23%</td>
</tr>
<tr>
<td>Social Media Sharing</td>
<td>20%</td>
</tr>
</tbody>
</table>

Fewer than 20% of technology marketers whose organizations use the following metrics said the metric provides truly measurable results of their content marketing efforts: Subscriber/Community Growth (18%), Inbound Links (11%), Data Capture (9%), Customer Renewal Rates (7%), Qualitative Feedback from Customers (7%), Brand Lift (6%), Purchase Intent (6%), and Other (2%). 5% said none of the metrics they use provide truly measurable results.

Base = Technology 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 Technology Marketers Measure Content Marketing ROI**

- **Top-of-funnel**
  - Lead generation
  - Building an audience
  - 59%

- **Mid-funnel**
  - Developing relationships with qualified leads and existing customers
  - 43%

- **Bottom-of-funnel**
  - Conversions
  - Sales
  - 47%

- **Post-sales**
  - Retention
  - Upsell/Cross-Sell
  - Loyalty
  - Evangelism
  - 21%

- **Do not measure content marketing ROI**
  - 24%

*Base = Technology content marketers. Aided list; multiple responses permitted.*
## GOALS & METRICS

Indicate your level of agreement with each statement concerning the content marketing metrics used in your organization.

### Technology Marketers’ Metrics Agreement Statements

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

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree</th>
<th>Neither Agree Nor Disagree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased audience engagement</td>
<td>79%</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>Increased our number of leads</td>
<td>77%</td>
<td>15%</td>
<td>8%</td>
</tr>
<tr>
<td>Increased our organization’s sales</td>
<td>59%</td>
<td>26%</td>
<td>15%</td>
</tr>
<tr>
<td>Decreased our cost of customer acquisition</td>
<td>31%</td>
<td>36%</td>
<td>33%</td>
</tr>
</tbody>
</table>

*Base = Technology content marketers who use metrics to determine content marketing results, aided list.*

2017 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
Is the average proportion of total marketing budget that is spent on content marketing: 28%

Plan to increase their content marketing spending over the next 12 months: 43%

Plan to keep their content marketing spending around the same level over the next 12 months: 38%
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 Technology Content Marketing

- **0%**
- **3%**
- **11%**
- **14%**
- **22%**
- **18%**
- **1%**
- **0%**
- **31%**

**Average:** 28%

*Base = Technology content marketers; aided list.*

2017 Technology 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?

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

- Increase: 43%
- Remain the Same: 38%
- Unsure: 16%
- Decrease: 3%

*Base = Technology content marketers; aided list*
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 300 respondents who indicated they worked for technology organizations in North America that primarily sell products/services to businesses (B2B) [92%] or to both businesses and consumers (B2B+B2C) [8%].

Additional reports based on the annual survey are available at 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.
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 IDG

IDG connects the world of tech buyers with insights, intent, and engagement. IDG is the world’s leading media, data, and marketing services company that activates and engages the most influential technology buyers. Our premium brands, including CIO®, Computerworld®, PCWorld®, and Macworld®, engage the most powerful audience of technology buyers, providing essential guidance on the evolving technology landscape. Our global data intelligence platform activates purchasing intent, powering our clients’ success. We execute complex campaigns that fulfill marketers’ global ambitions seamlessly with consistency that delivers results.

For complementary research on the content consumption habits of enterprise tech buyers throughout the IT purchase process, including how that content is consumed, discussed, and shared, and insights on lead nurture/sales follow-up strategies specific to tech marketing, visit www.idgenterprise.com.