

2017

B2B ENTERPRISE CONTENT MARKETING

Benchmarks, Budgets, and Trends—North America



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WELCOME

Greetings Enterprise Marketers,

Welcome to *B2B Enterprise Content Marketing 2017: Benchmarks, Budgets, and Trends—North America*. This report is based on the findings of our seventh annual content marketing survey.

Every year, the survey findings make clear that B2B enterprise marketers (1,000+ employees) face more internal challenges with content marketing than other groups we study, which makes sense considering their sheer size. For instance, when compared with our overall sample of B2B marketers, enterprises are less likely to be committed to content marketing, more likely to lack clarity on what content marketing success looks like for their particular company, and less likely to focus on their audience (versus their brand) while creating content (for more differences, see page 5).

Of course, some B2B enterprises are excelling with content marketing (for a snapshot of top performers, see page 4). We're always looking for great examples, so if you have a success story, let us know. If you need help with your content marketing, see the last page of this report for ways to get in touch. Contact us ... we're happy to help.

**Yours in content,
Joe**



Joe Pulizzi

Founder
Content Marketing Institute

COMPARISON CHART

This Year's B2B Enterprise Content Marketing Top Performers At-A-Glance

	Most Successful*	All Respondents	Least Successful*
Organization is clear on what an effective or successful content marketing program looks like	74%	25%	3%
Organization is extremely/very committed to content marketing	97%	53%	23%
Organization's content marketing is sophisticated/mature	79%	28%	0%
Has a documented content marketing strategy	76%	38%	19%
Content marketing strategy is extremely/very effective	74%	26%	0%
Measures content marketing ROI	82%	67%	56%
Percentage of total marketing budget allocated to content marketing (average)	31%	22%	18%
Always/frequently focuses on creating content for audience vs. brand	92%	53%	29%
Agrees that organization is realistic about what content marketing can achieve	89%	52%	23%
Always/frequently prioritizes providing the right content to the right person at the right time	84%	44%	19%
Always/frequently crafts content based on specific points of the buyer's journey	82%	50%	20%

*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.

Note: The frequency and agreement statements shown on this chart are those (among all frequency agreement statements that appeared on the survey) where we observed the largest gaps between the least successful and most successful respondents.

2017 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

COMPARISON CHART

Differences Between B2B Enterprise Content Marketers and B2B Content Marketers Overall

	B2B Enterprise Marketers	Overall Sample of B2B Marketers*
Organization is clear on what an effective or successful content marketing program looks like	25%	41%
Organization is extremely/very committed to content marketing	53%	63%
Organization's content marketing is sophisticated/mature	28%	28%
Has a documented content marketing strategy	38%	37%
Measures content marketing ROI	67%	72%
Percentage of total marketing budget allocated to content marketing (average)	22%	29%
Always/frequently prioritizes delivering content quality over quantity	64%	76%
Always/frequently focuses on creating content for audience vs. brand	53%	69%
Agrees that organization values creativity and craft in content creation and production	59%	74%
Agrees that organization is focused more on building long-term relationships than getting quick results from content marketing	58%	72%
Agrees that organization is realistic about what content marketing can achieve	52%	68%
Agrees that leadership team gives ample time to produce content marketing results	38%	52%

*As reported in B2B Content Marketing 2017: Benchmarks, Budgets, and Trends—North America.

Note: The frequency and agreement statements shown on this chart are those (among all frequency agreement statements that appeared on the survey) where we observed the largest gaps between B2B enterprise marketers and the overall sample of B2B marketers.

2017 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

B2B ENTERPRISE CONTENT MARKETING

USAGE & TEAM ORGANIZATION

28%

Are in the sophisticated/
mature phase of
content marketing
maturity

38%

Have both a
centralized
content marketing
group and
individual teams
throughout the
organization

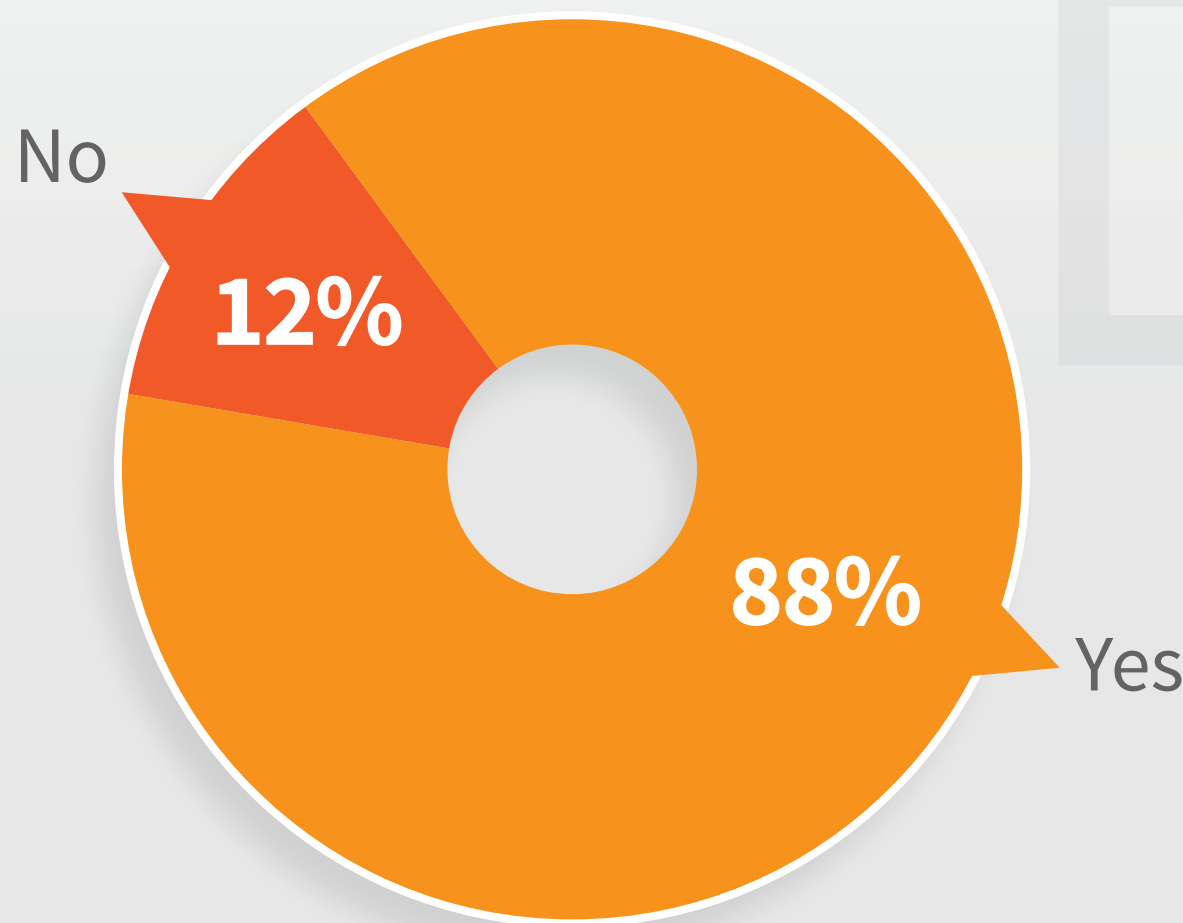
51%

Have experienced
management changes
that have had a
positive impact on
the organization's
content marketing



Does your organization use content marketing?

Percentage of B2B Enterprise Marketers Using Content Marketing



Content marketing is defined as “a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.”

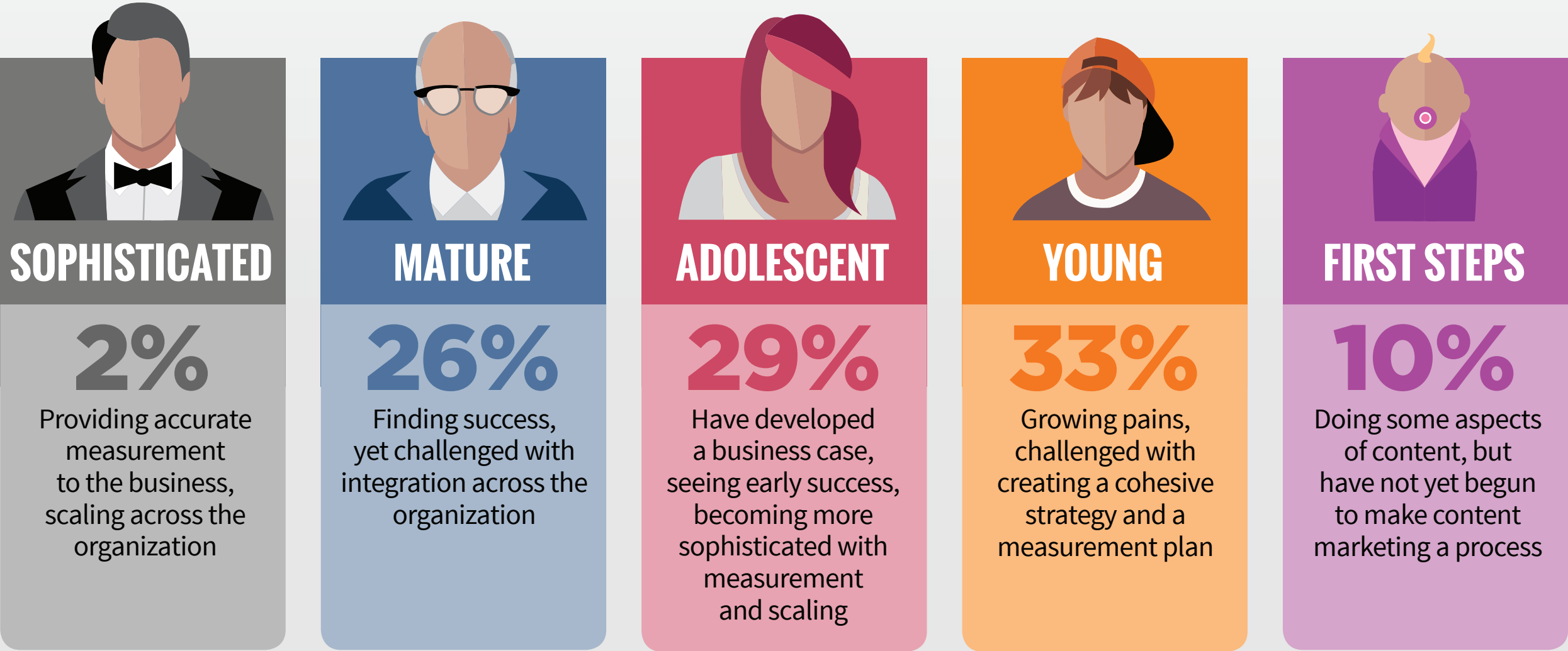
Note: Of the nonusers, 55% say they plan to launch a content marketing effort within 12 months; 41% had no immediate plans to begin using content marketing; and 3% had used content marketing in the past, but stopped.

Base = B2B enterprise marketers.

2017 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

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

How B2B Enterprise Marketers Assess Their Organization's Content Marketing Maturity Level



2017 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Base = B2B enterprise content marketers; aided list.

How is content marketing structured within your organization?

B2B Enterprise Content Marketing Organizational Structure

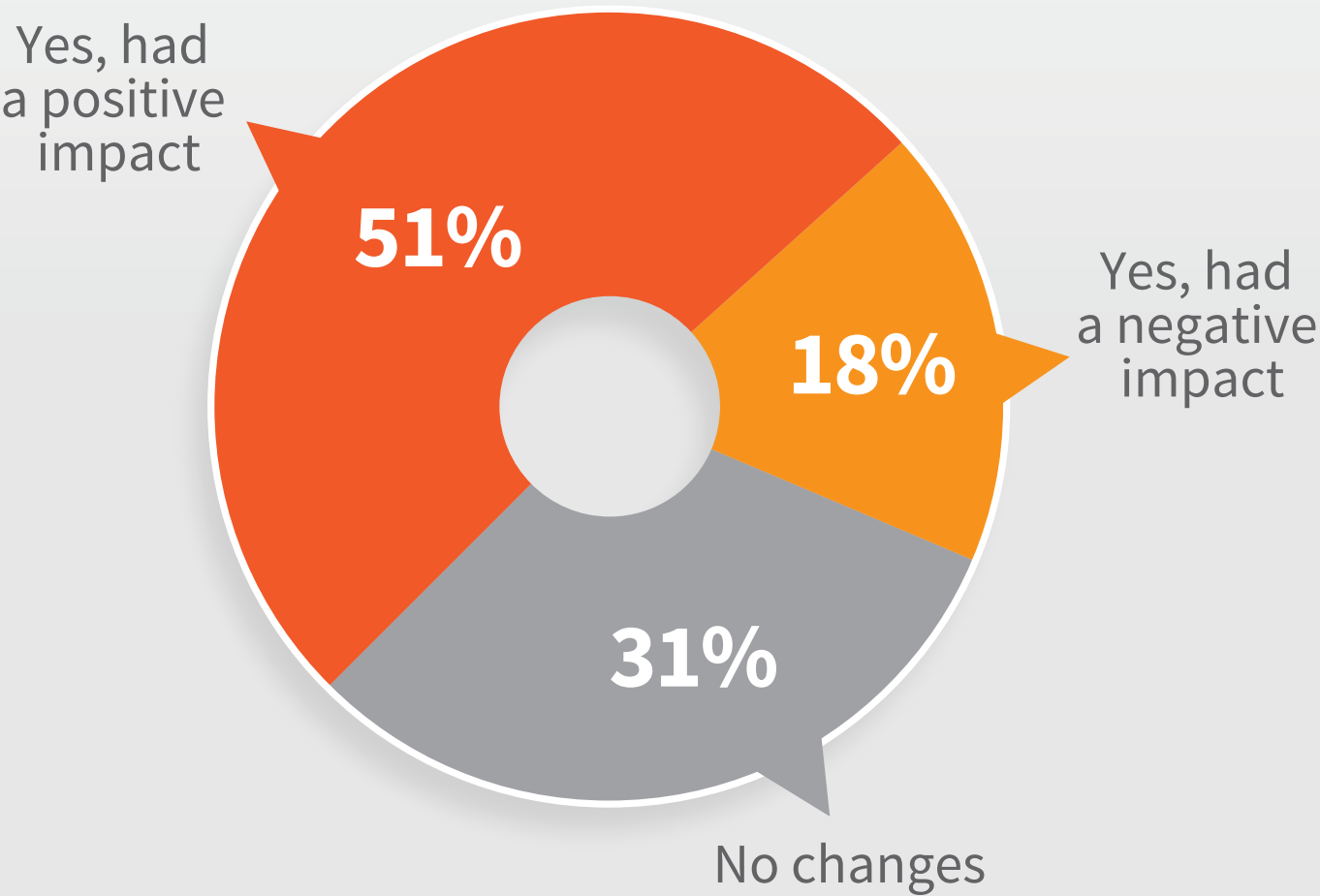


2017 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Base = B2B enterprise 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?

**B2B Enterprise Management
Changes Impacting Content Marketing**



2017 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Base = B2B enterprise content marketers; aided list.

B2B ENTERPRISE CONTENT MARKETING

CLARITY, COMMITMENT & OVERALL SUCCESS

53%

Are extremely or
very committed to
content marketing

17%

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

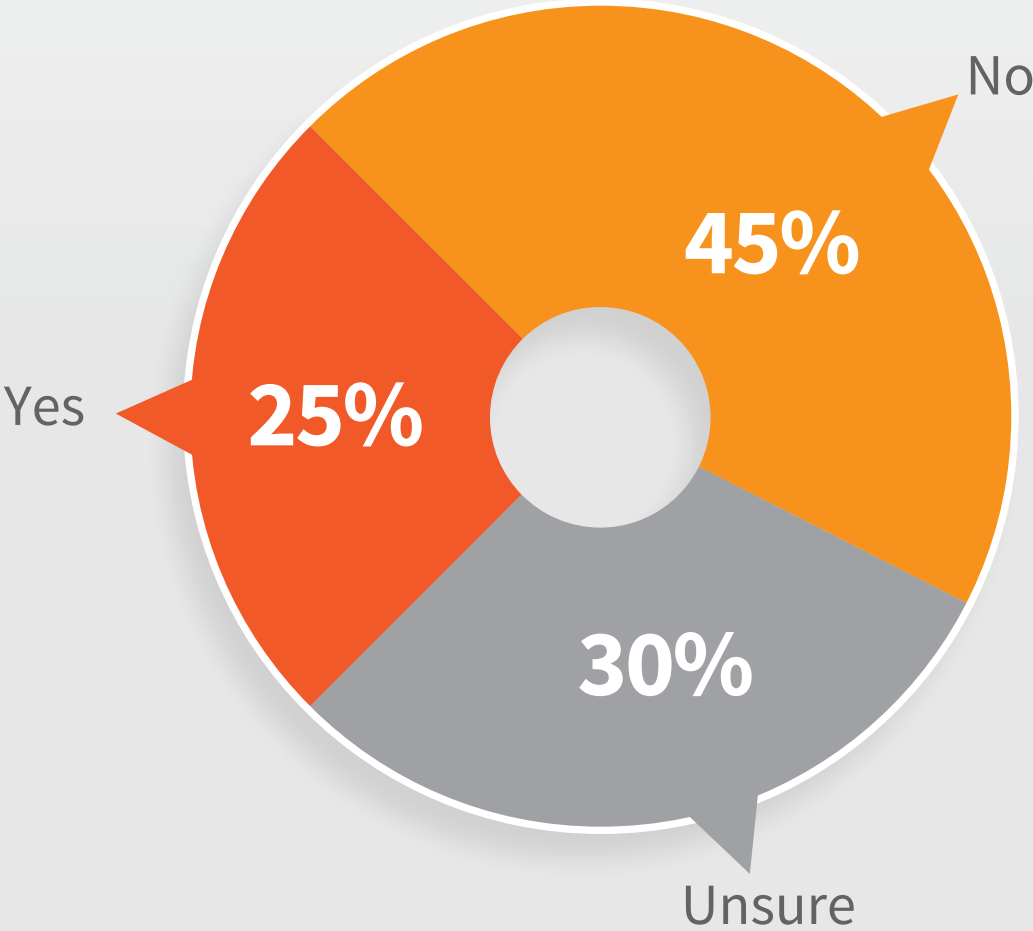
54%

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 B2B Enterprise Marketers
Whose Organizations Have Clarity
on Content Marketing Success**

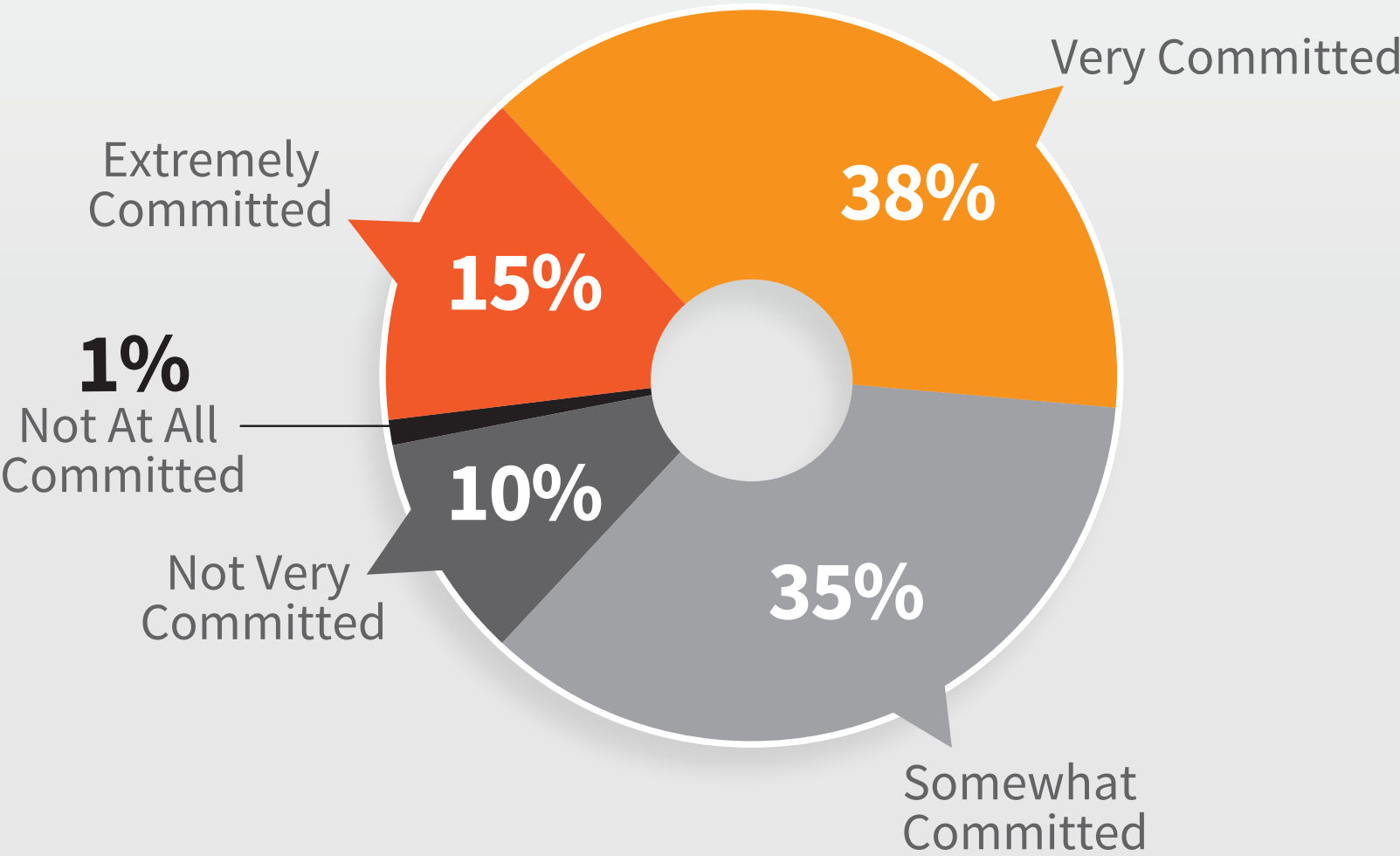


2017 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Base = B2B enterprise content marketers; aided list.

How would you describe your organization's commitment level to content marketing?

B2B Enterprise Organizations' Commitment to Content Marketing

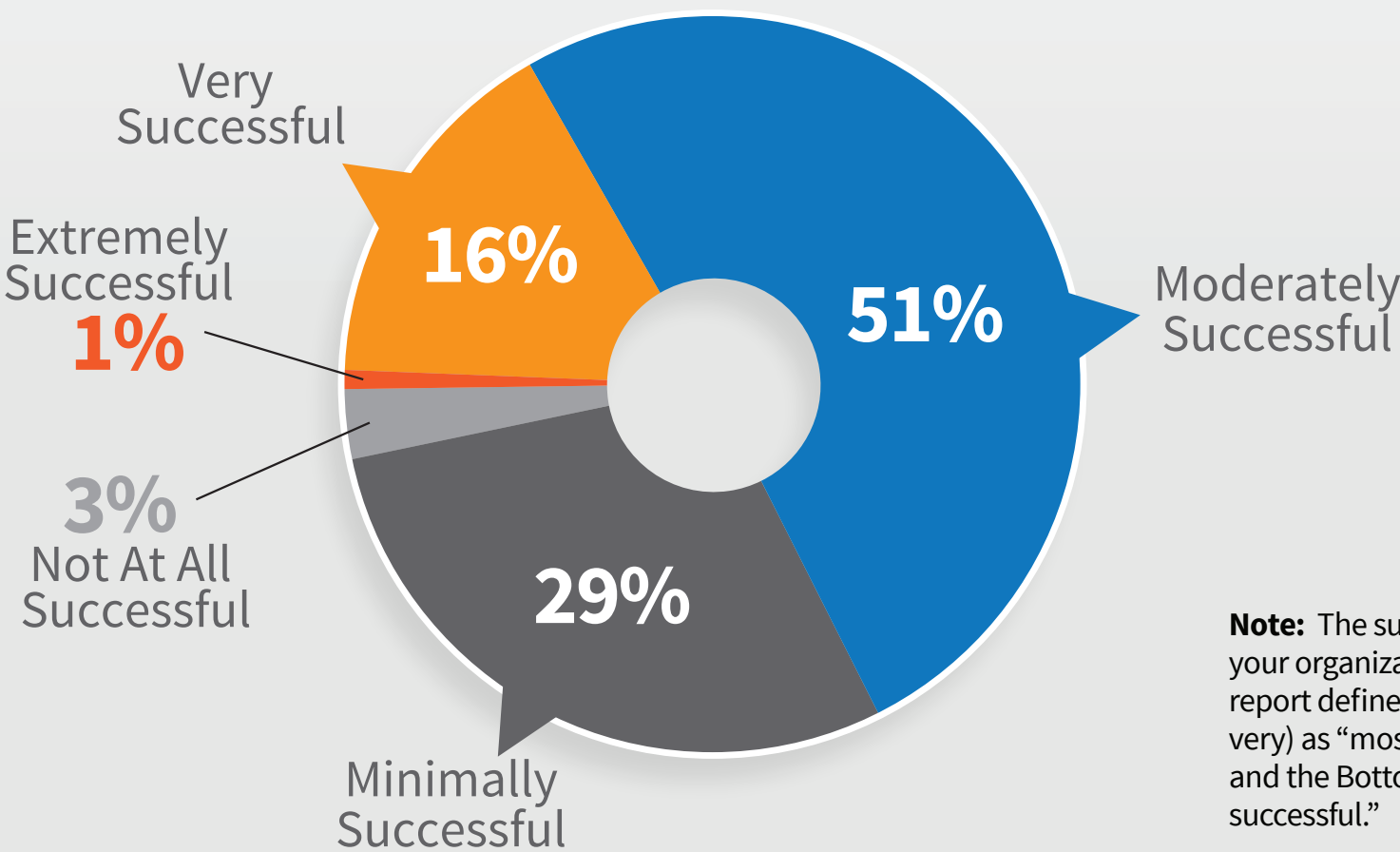


2017 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Base = B2B enterprise content marketers; aided list.

How would you characterize the success of your organization's current overall content marketing approach?

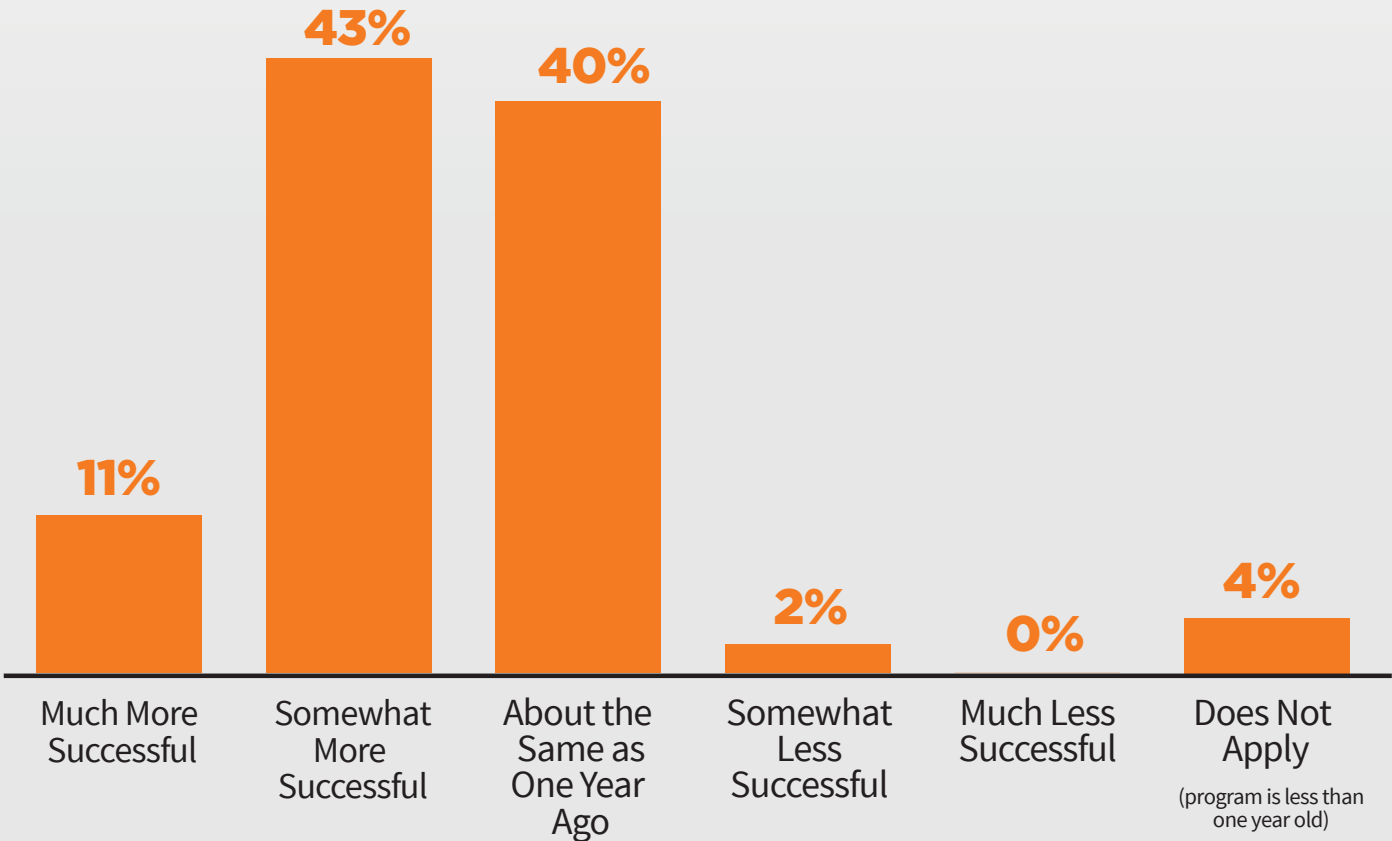
How B2B Enterprise Marketers Rate the Success of Their Organization's Overall Content Marketing Approach



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."

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

How B2B Enterprise Marketers Rate Their Organization's Content Marketing Approach Compared With One Year Ago



2017 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Base = B2B enterprise content marketers; aided list.

To what factors do you attribute your organization's increase in overall success with content marketing?

Factors Contributing to B2B Enterprise Marketers' Increased Success Over the Last Year



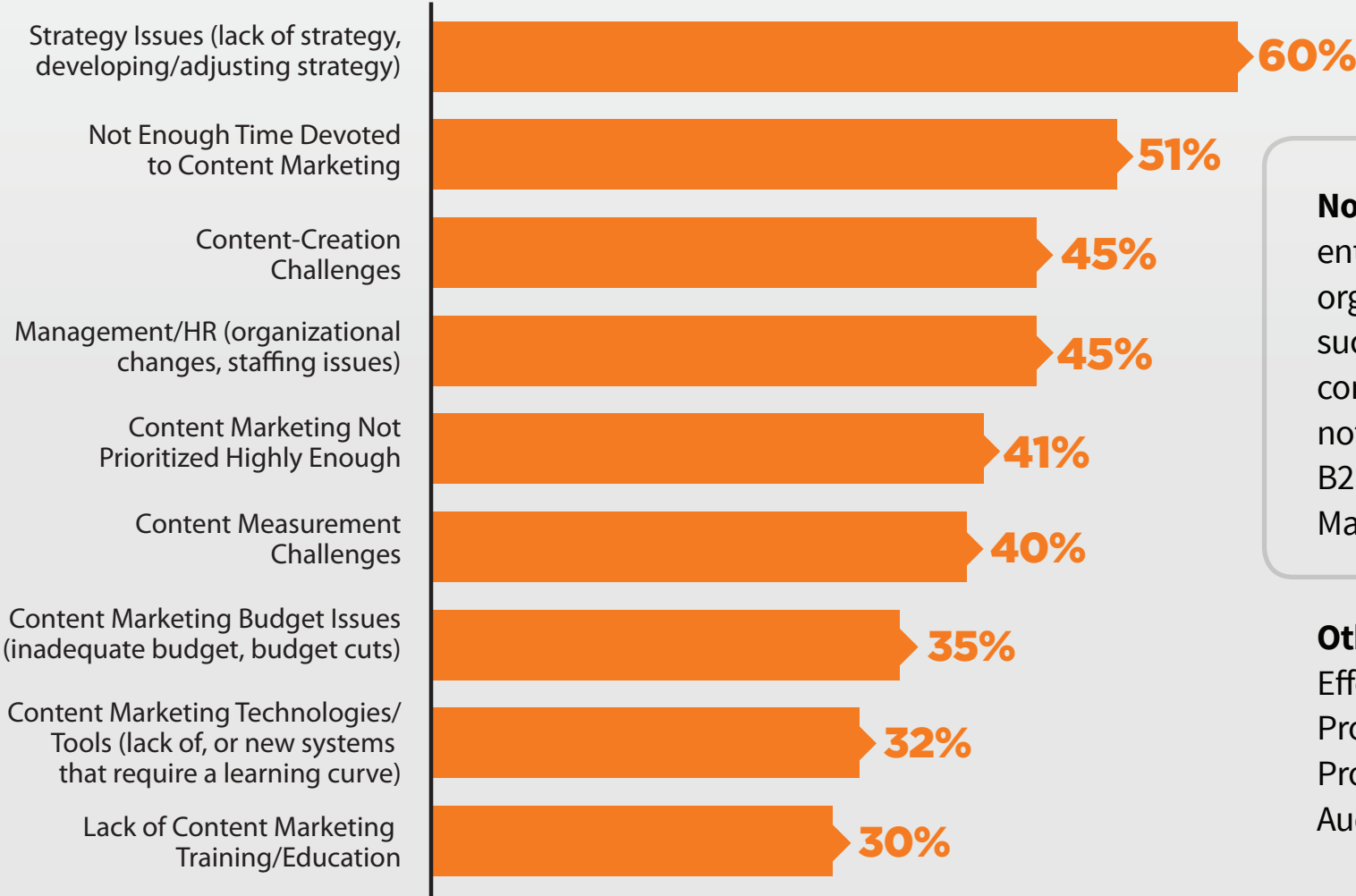
Other reasons cited: Content Marketing Technologies/Tools (31%), More Budget for Content Marketing (27%), Content Marketing Training/Education (26%), We Have Given Our Efforts Time to Bear Fruit and Are Now Getting Results (17%), Assistance of Outside Expertise (10%), Changes in Our Target Audience(s) (3%), and Other (3%).

2017 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Base = B2B enterprise content marketers who said their organizations' content marketing is much or 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 B2B Enterprise Marketers' Stagnant Content Marketing Success Over the Last Year



Note: Due to the low percentage of B2B enterprise 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 B2B Enterprise Marketers' Decreased Content Marketing Success Over the Last Year."

Other reasons cited: Lack of Adequate or Effective Content Distribution (22%), Our Program Hasn't Had Enough Time to Bear Fruit/Produce Results (16%), Changes in Our Target Audience(s) (3%), and Other (6%).

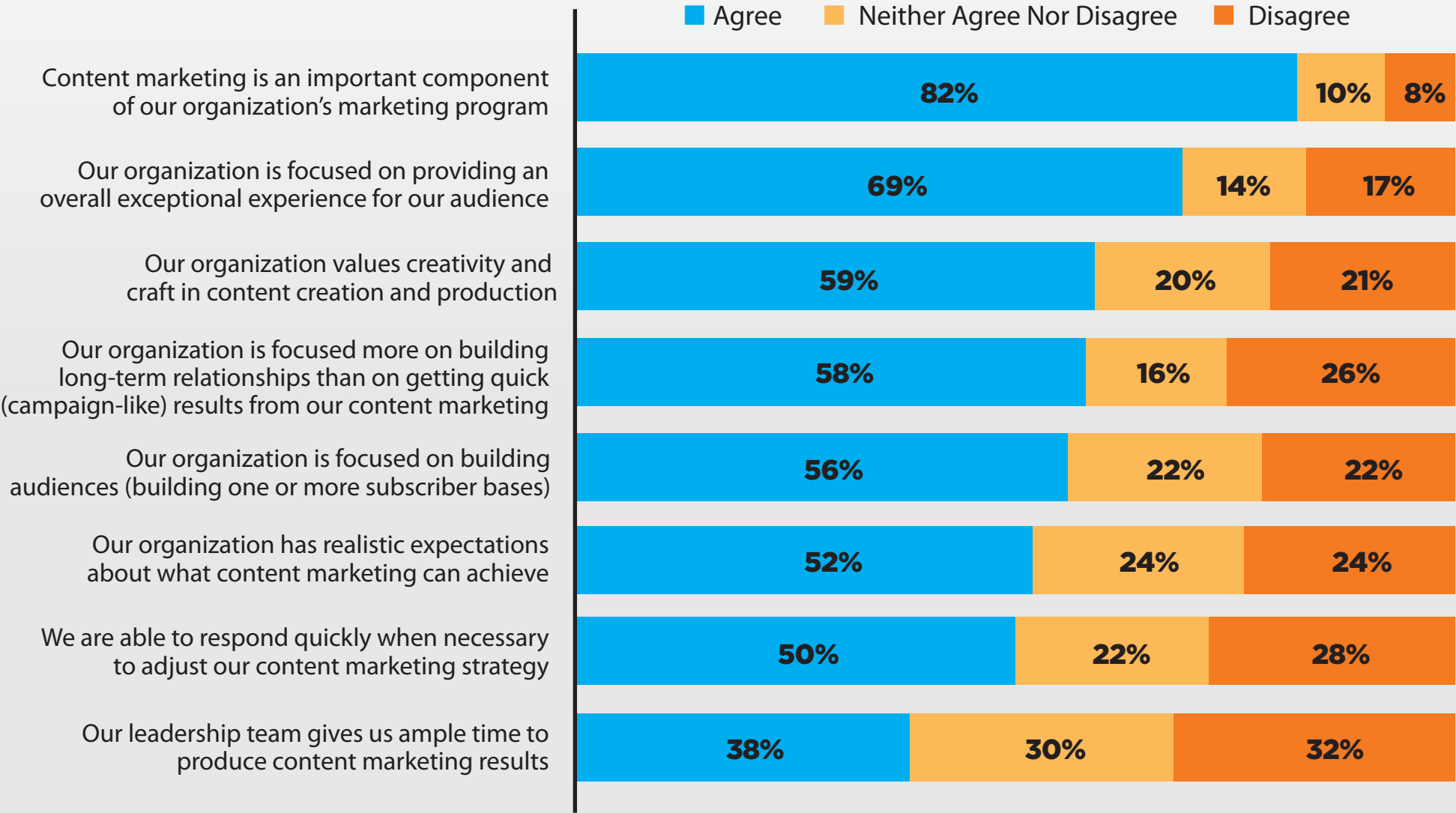
2017 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Base = B2B enterprise content marketers who said their organizations' content marketing 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.

B2B Enterprise Marketers' Opinions About Content Marketing



2017 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Base = B2B enterprise content marketers; aided list.

B2B ENTERPRISE CONTENT MARKETING

CONTENT MARKETING STRATEGY

38%

Have a documented content marketing strategy

68%

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

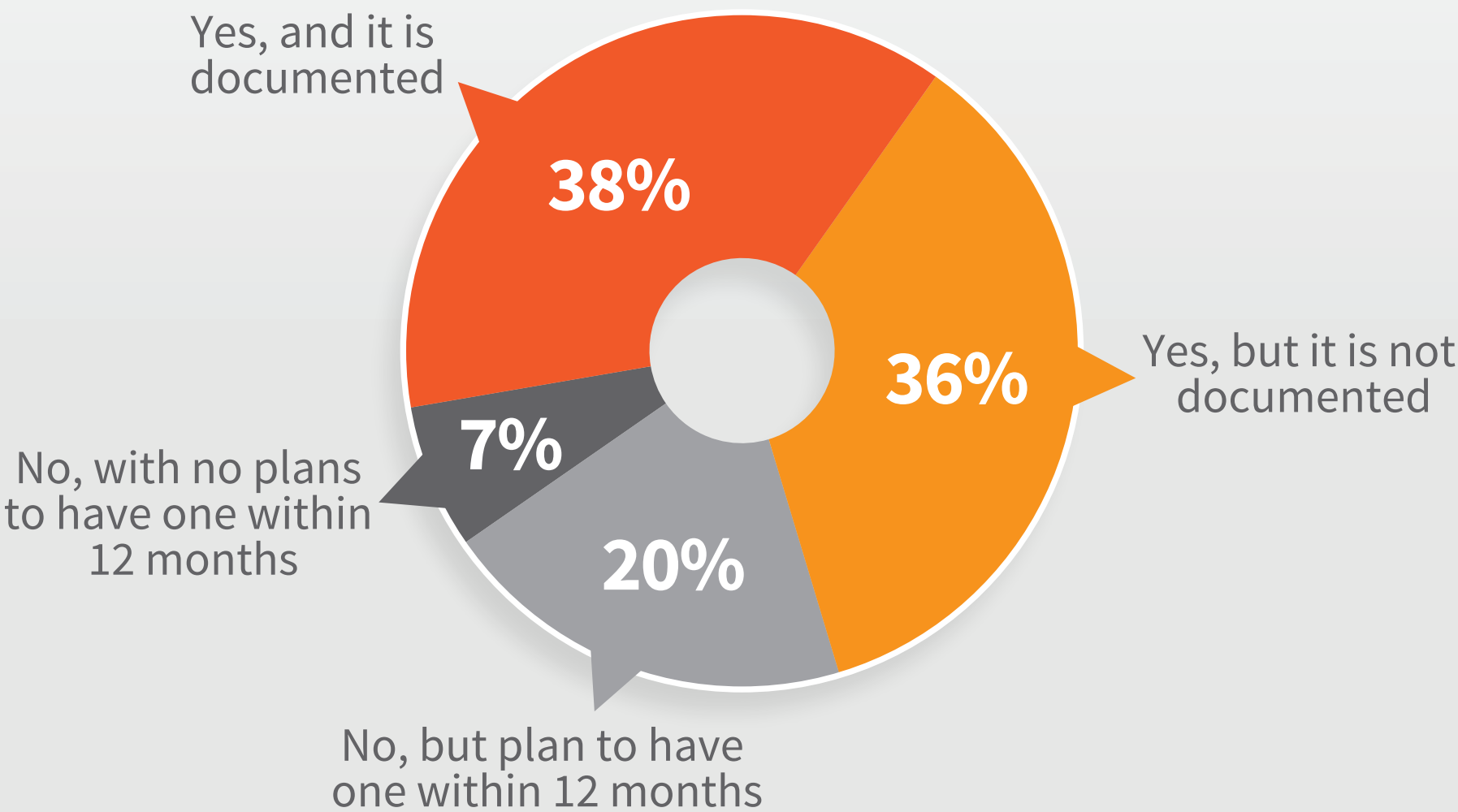
26%

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 B2B Enterprise Marketers Who Have a Content Marketing Strategy

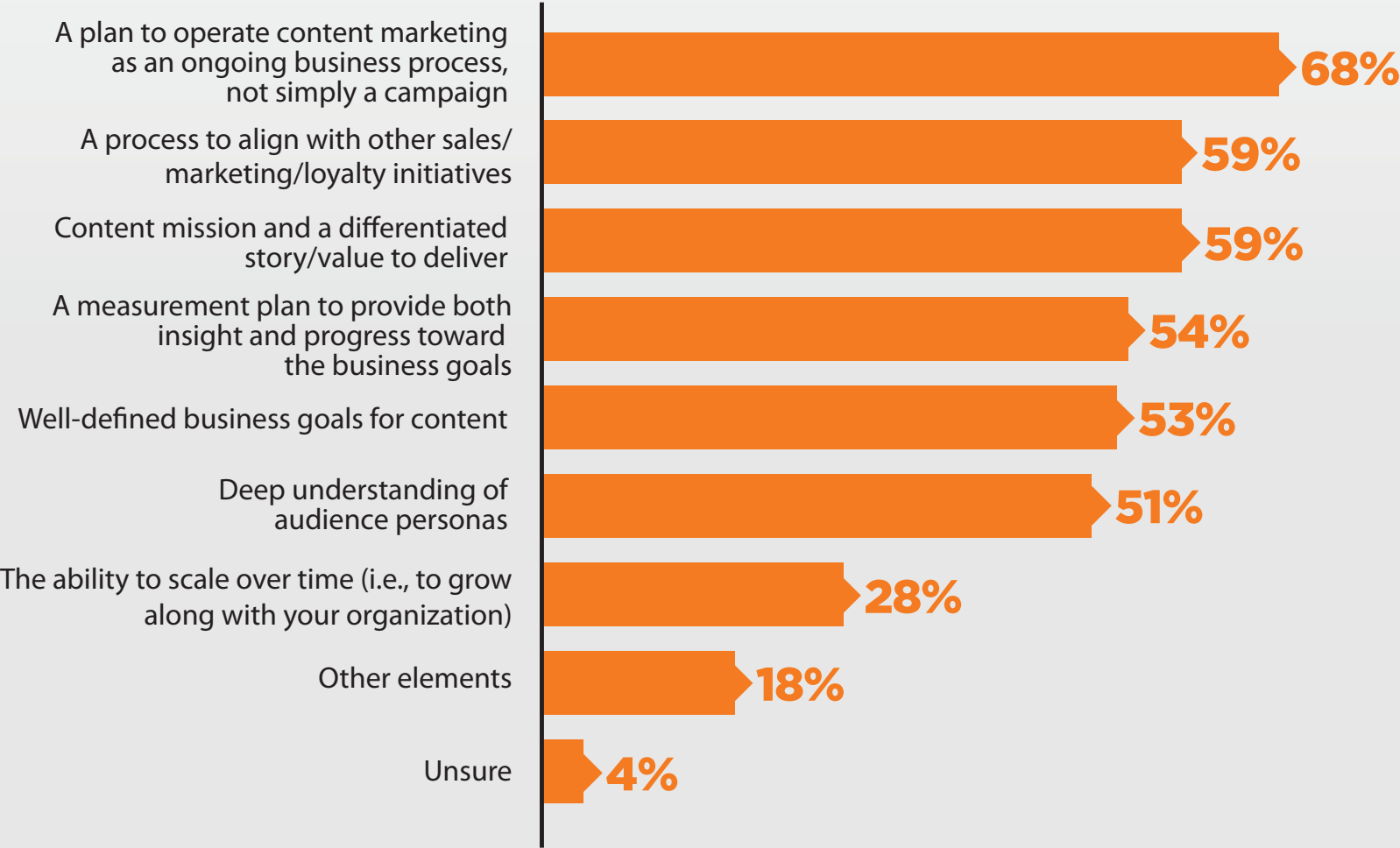


2017 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Base = B2B enterprise content marketers; aided list.

Which of the following elements are included in your content marketing strategy?

Elements B2B Enterprise Marketers Include in Their Content Marketing Strategy

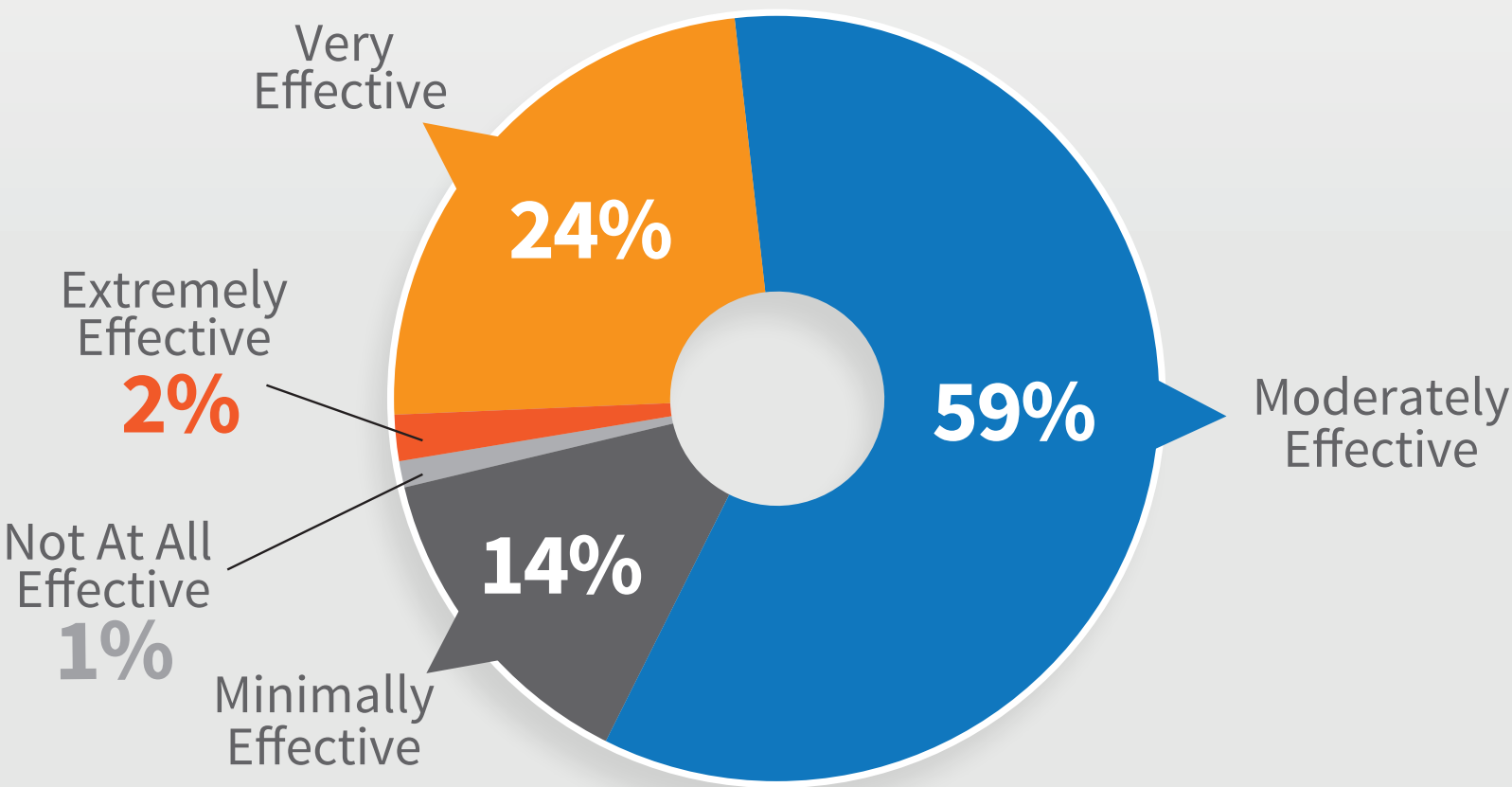


2017 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Base = B2B enterprise 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 B2B Enterprise Marketers Rate the Effectiveness of Their Content Marketing Strategy

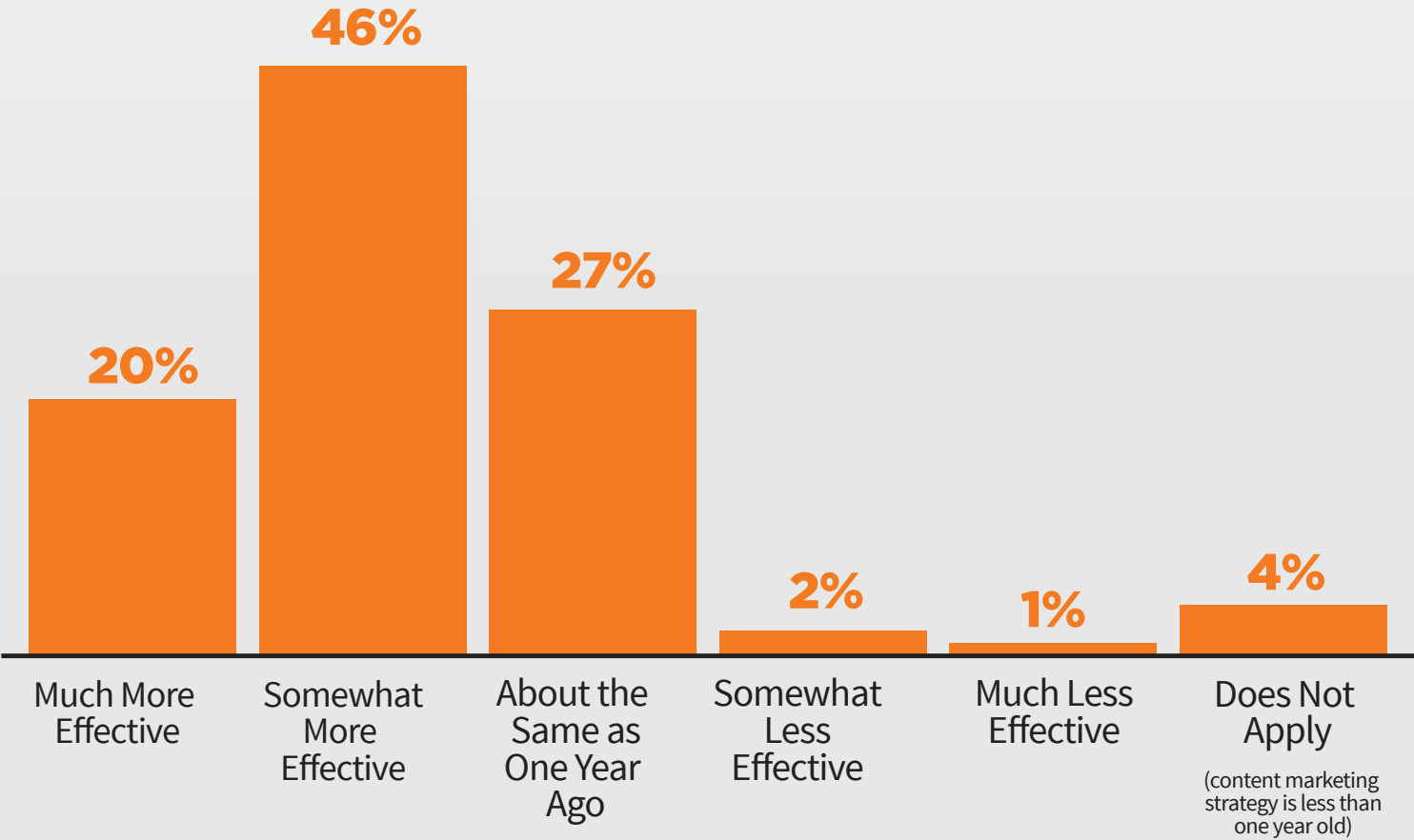


2017 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Base = B2B enterprise content marketers who have a content marketing strategy; aided list.

How effective is your content marketing strategy compared with one year ago?

How B2B Enterprise Marketers Rate the Effectiveness of Their Content Marketing Strategy Compared With One Year Ago



2017 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Base = B2B enterprise content marketers who have a content marketing strategy; aided list.

CONTENT CREATION & DISTRIBUTION

52%

Agree their organization is realistic about what content marketing can achieve

53%

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

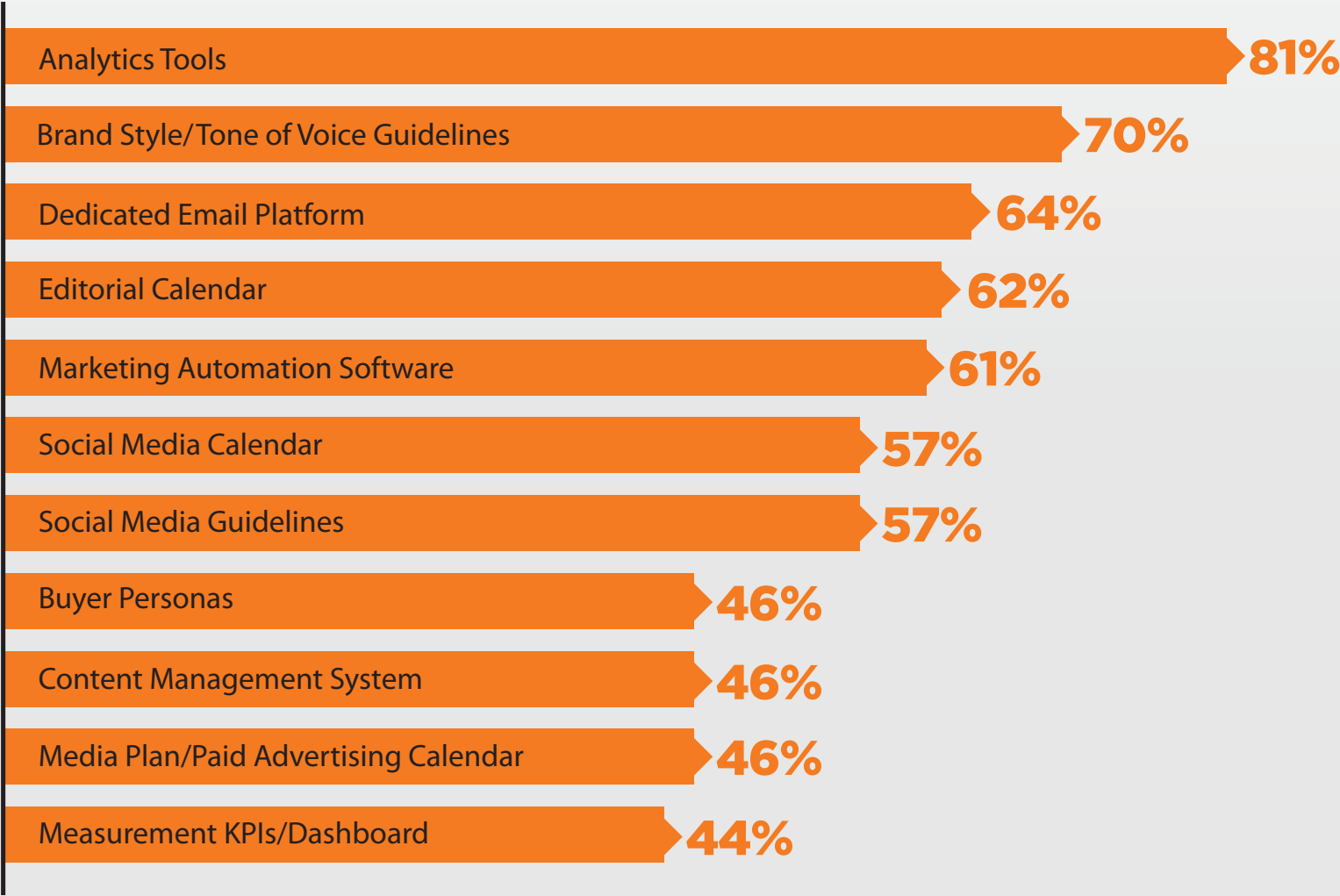
64%

Always/frequently prioritize delivering content quality over quantity



Which content marketing tools does your organization currently use?

B2B Enterprise Marketers' Content Marketing Tool Usage



Fewer than 30% of B2B enterprise marketers said they use the following tools: Digital Asset Management (DAM) System/File Storage (23%), Content Collaboration/Workflow Software (19%), Editorial Mission Statement (16%), Content Distribution Software (10%), Content Planning/Creation Software (8%), and Other (3%).

2017 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Base = B2B enterprise content marketers. Aided list; multiple responses permitted.

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

Techniques B2B Enterprise Marketers Use to Learn About Target Audience(s) for Purposes of Creating the Right Messages

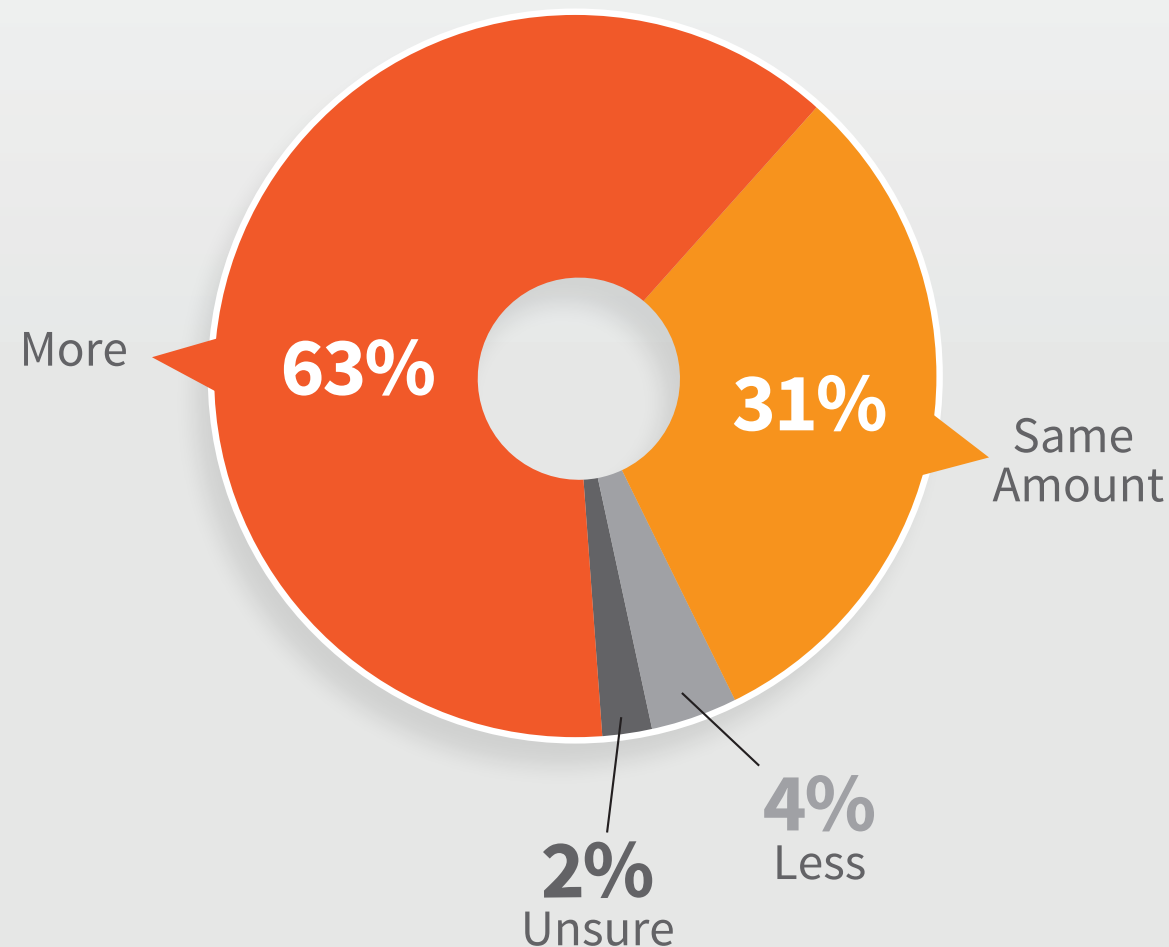


Fewer than 30% of B2B enterprise marketers said they use the following techniques:

Auditing Existing Buyer Data (20%), Expert Advisory Boards (20%), Usability Testing (13%), and Other (1%). 4% do not use any techniques.

Compared with 2016, do you expect your organization to produce more, the same amount, or less original content in 2017?

Expected Change in B2B Enterprise Content Creation (2016 vs. 2017)

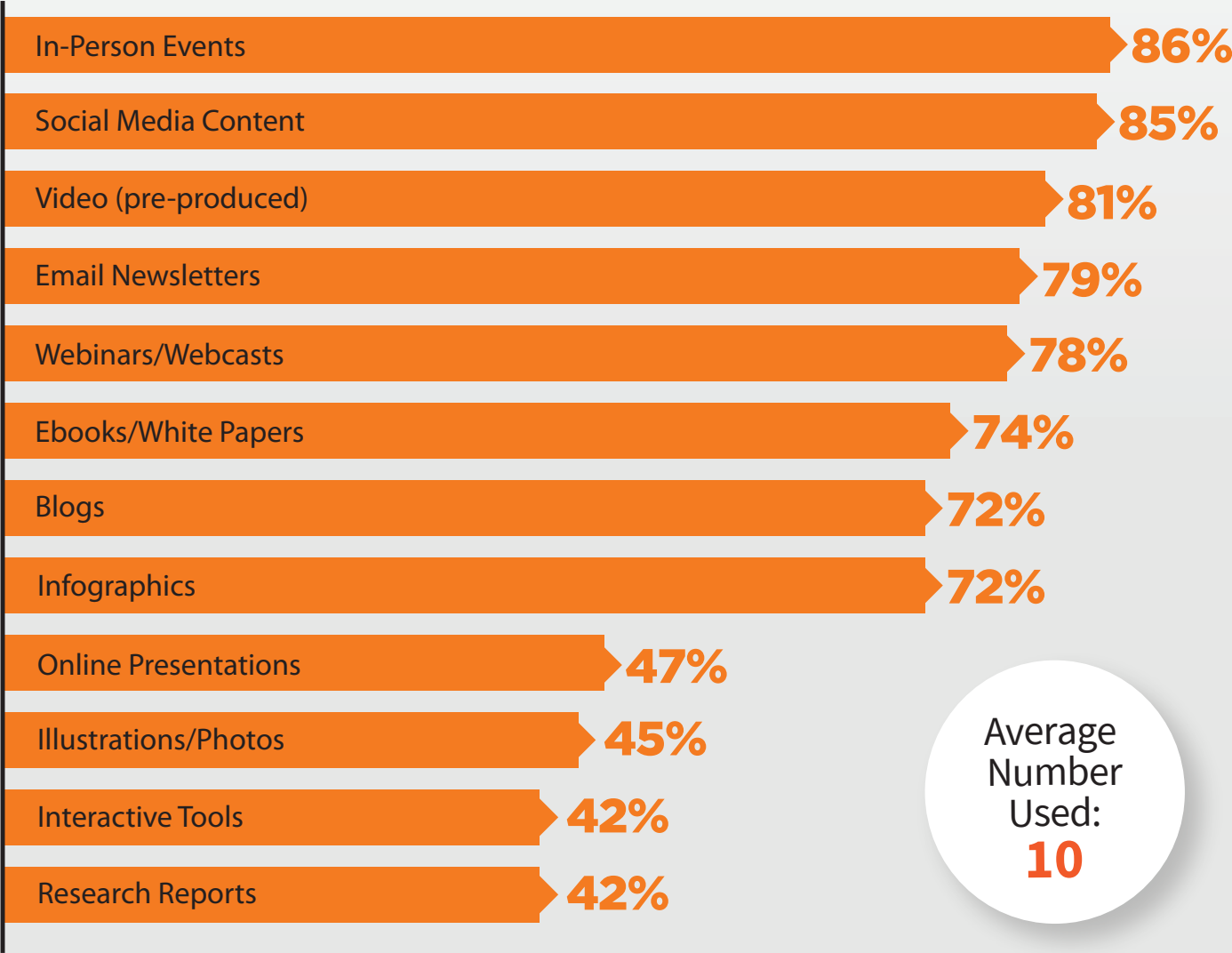


2017 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Base = B2B enterprise content marketers; aided list.

Which content marketing tactics does your organization use?

B2B Enterprise Content Marketing Tactic Usage



Average
Number
Used:
10

Fewer than 40% of B2B enterprise marketers said they use the following tactics: Print Magazines (30%), Digital Magazines (25%), Mobile Apps (24%), Separate Content Hubs (17%), Podcasts (15%), Video [live-streaming media] (15%), Books (14%), Virtual Conferences (14%), Print Newsletters (10%), and Other (13%).

2017 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Base = B2B enterprise 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?

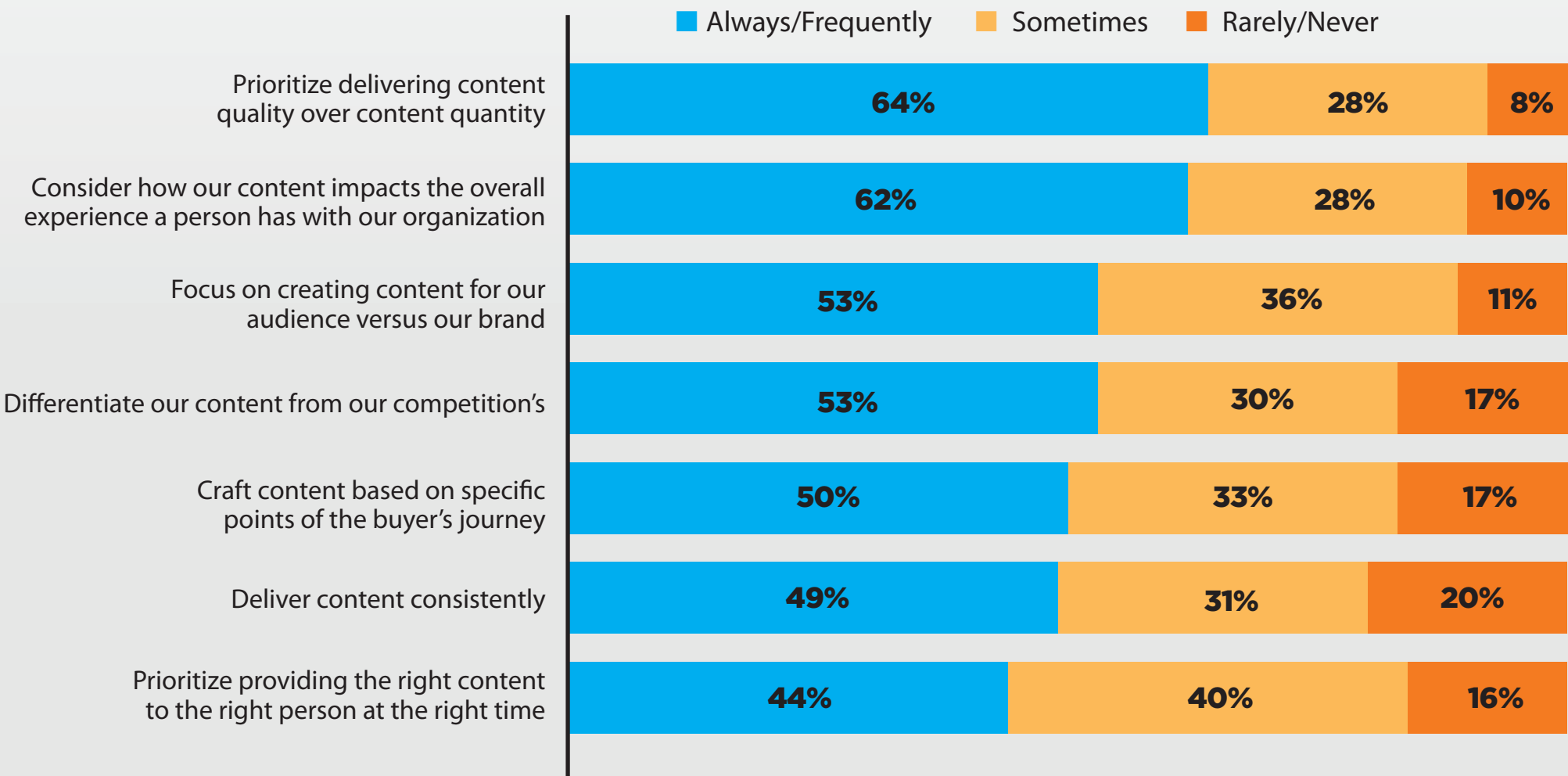
Tactics Used That B2B Enterprise Marketers Say Will be Most Critical to Content Marketing Success in 2017



Fewer than 25% of B2B enterprise marketers whose organizations use the following tactics said the tactic will be critical to overall content marketing success in 2017: Infographics (21%), Research Reports (20%), Interactive Tools (16%), Online Presentations (11%), Mobile Apps (9%), Separate Content Hubs (9%), Digital Magazines (8%), Print Magazines (7%), Illustrations/Photos (5%), Virtual Conferences (5%), Video [live-streaming media] (4%), Books (3%), Print Newsletters (2%), Podcasts (1%), and Other (5%).

How often do you take the following concepts into account while creating content for your organization?

How Often B2B Enterprise Marketers Consider Various Concepts While Creating Content

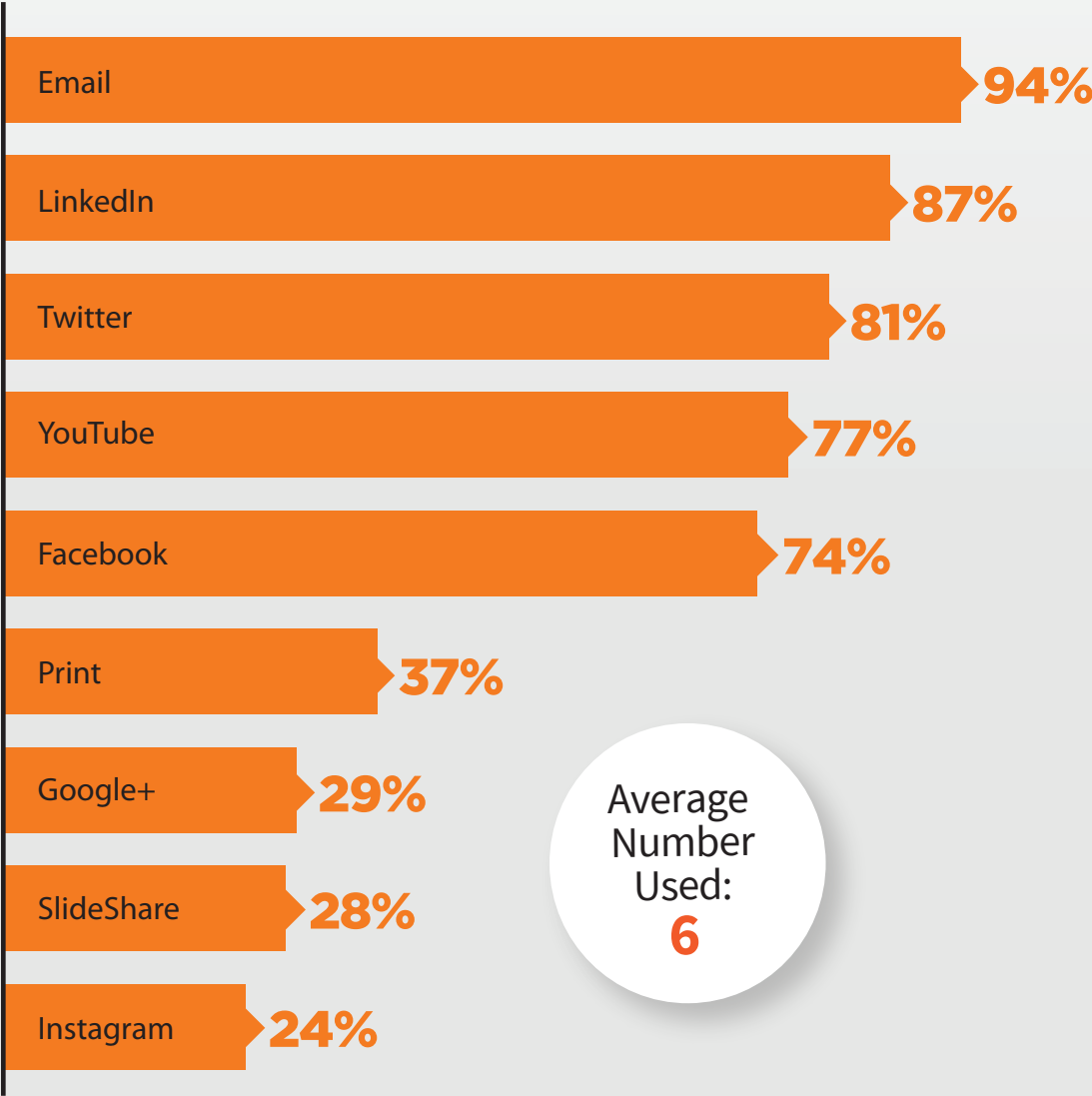


2017 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Base = B2B enterprise content marketers; aided list.

Which channels does your organization use to distribute content?

Channels B2B Enterprise Marketers Use to Distribute Content



Average
Number
Used:
6

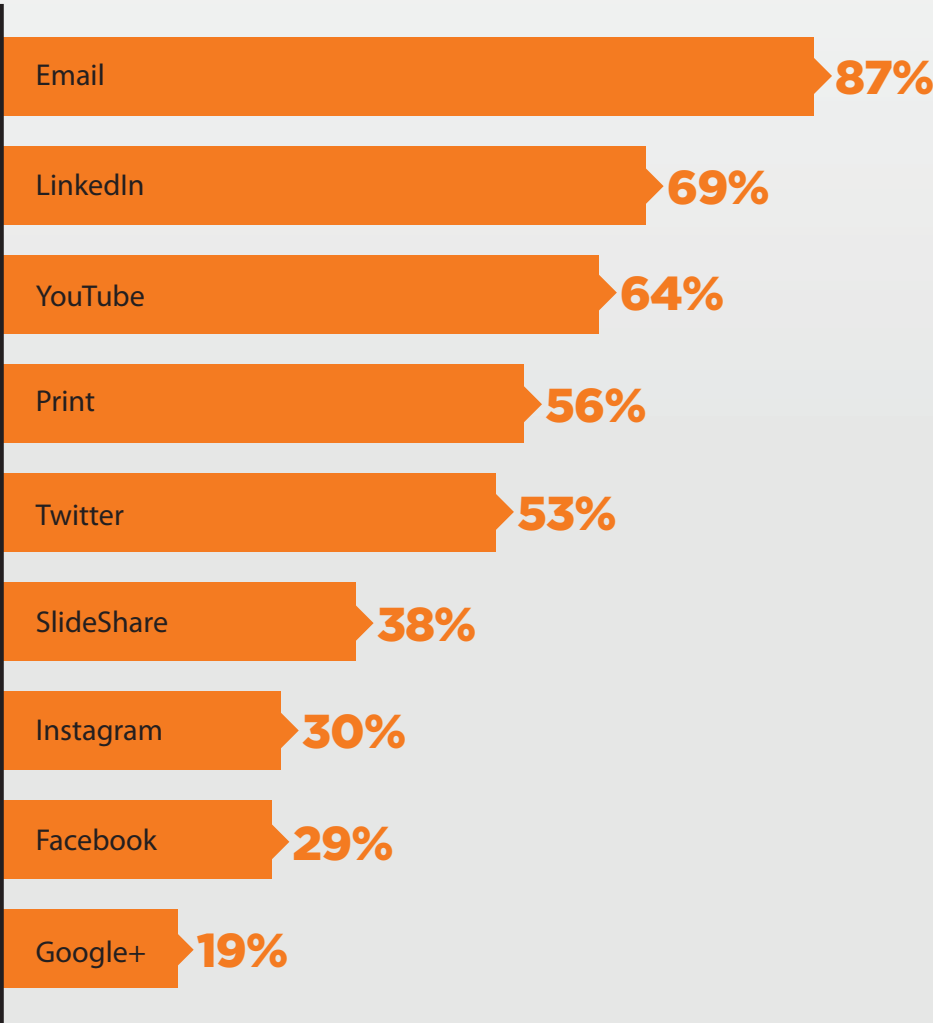
Fewer than 20% of B2B enterprise marketers said they use the following channels: Pinterest (14%), Snapchat (4%), iTunes (3%), Medium (2%), and Tumblr (2%). 25% indicated Other.

2017 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Base = B2B enterprise 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?

Channels B2B Enterprise Marketers Use to Distribute Content Rated by Importance to Overall Content Marketing Success



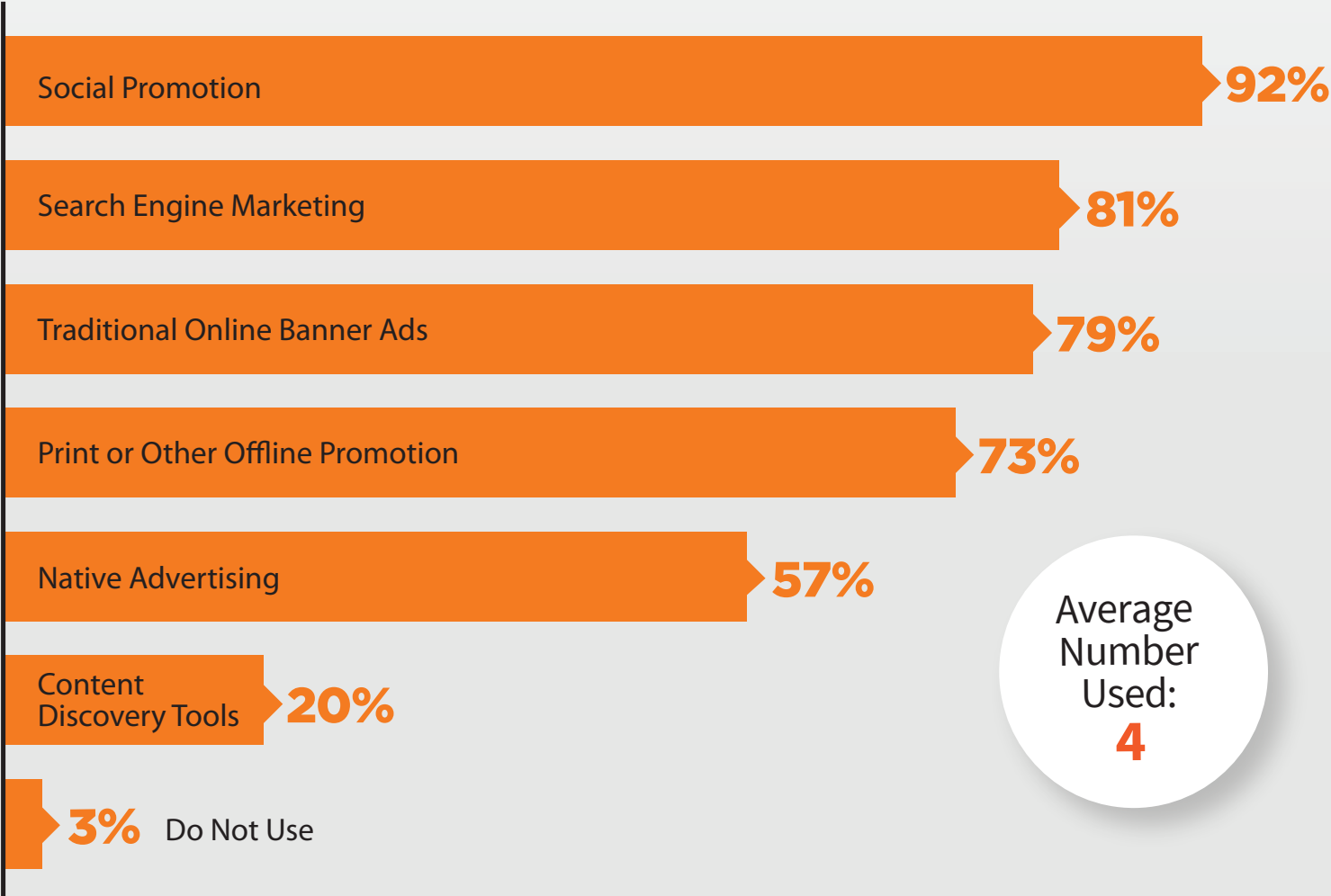
Note: Percentages comprise marketers who rated each channel a 4 or 5 on a 5-point scale where 5 = Extremely Important and 1 = Not At All Important. Importance ratings for Pinterest, Snapchat, iTunes, Medium, and Tumblr are not reported due to low incidence of reported use.

2017 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Base = B2B enterprise 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 B2B Enterprise Marketers Use to Promote Content

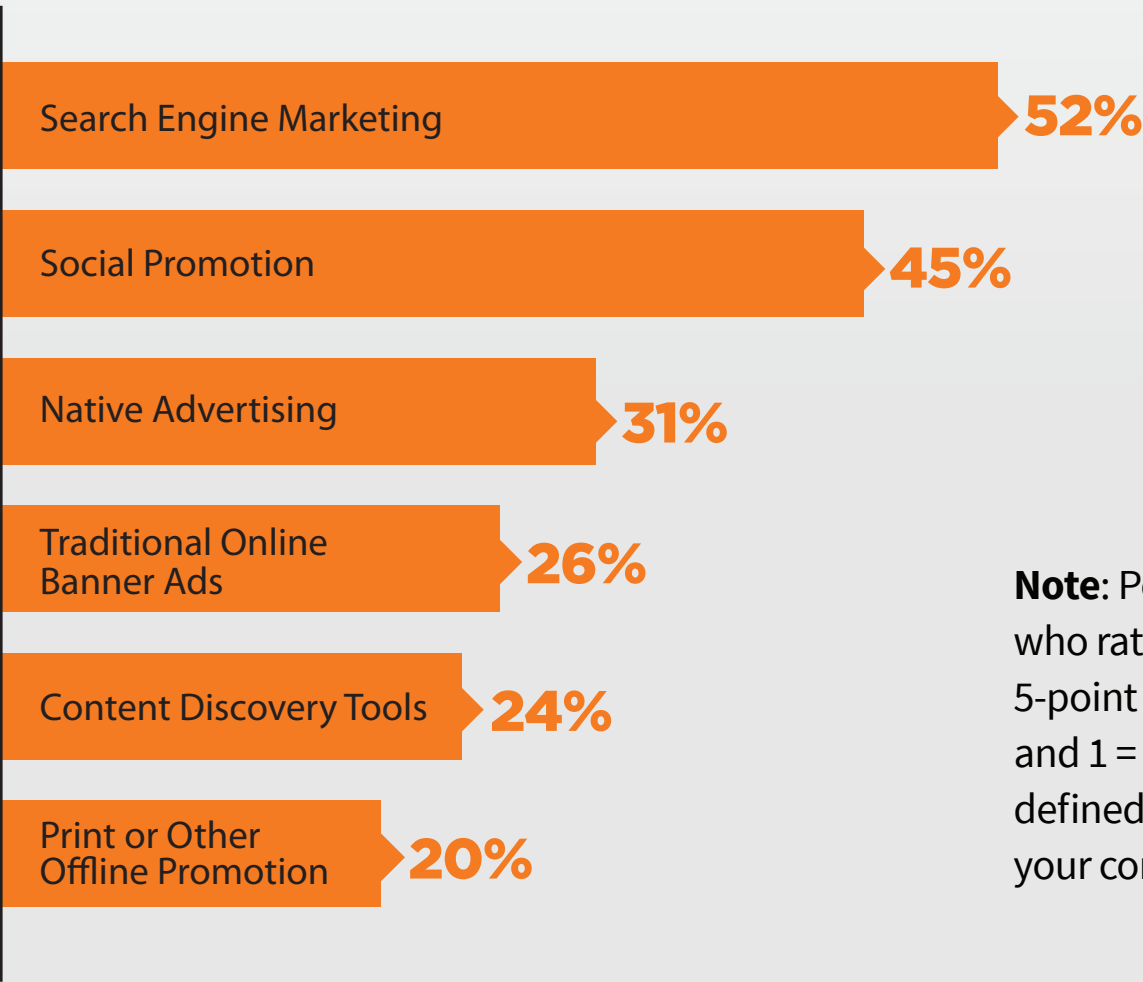


2017 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Base = B2B enterprise content marketers.
Aided list; multiple responses permitted.

How effective are the paid methods of content promotion that your organization uses?

Paid Methods B2B Enterprise Marketers Use to Promote Content Rated by Effectiveness



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 = B2B enterprise content marketers who use the paid methods shown; multiple responses permitted.

GOALS & METRICS

76%

Will focus on brand awareness, engagement, and lead gen as content marketing goals over the next 12 months

83%

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

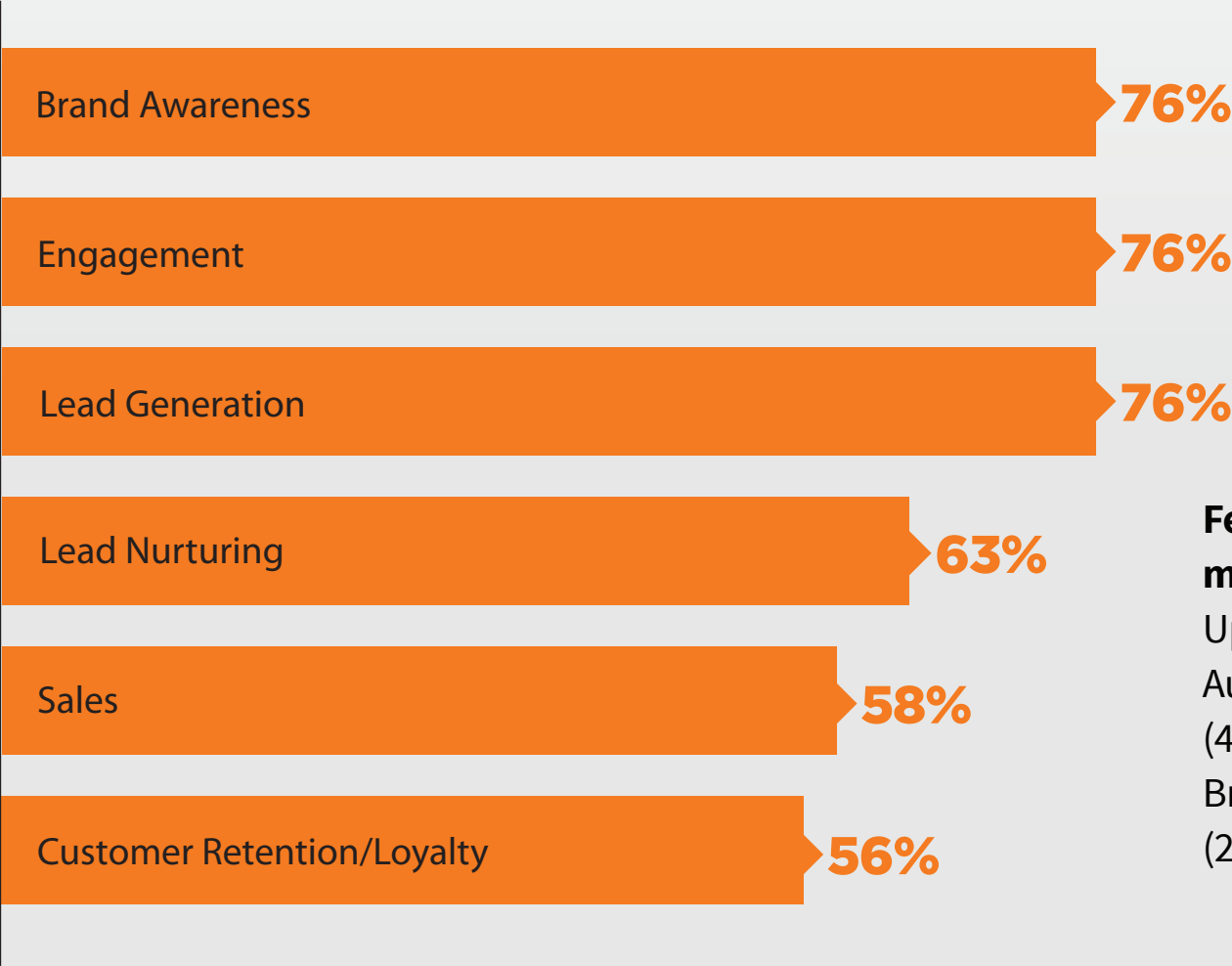
70%

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 B2B Enterprise Content Marketing for Next 12 Months



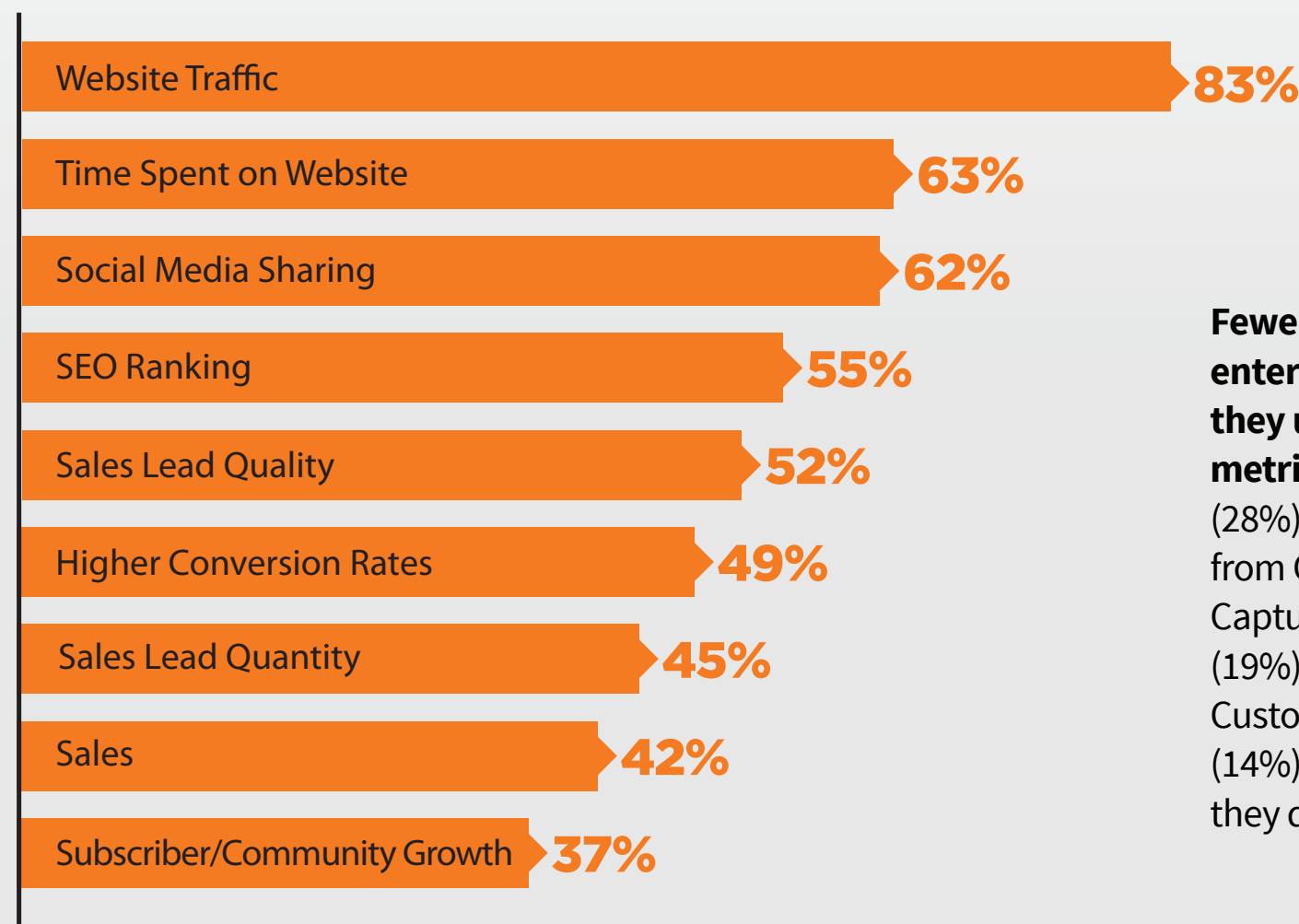
Fewer than 45% of B2B enterprise marketers cited the following goals: Upsell/Cross-sell (43%), Building Our Audience via Subscription Growth (42%), Customer Evangelism/Creating Brand Advocates (38%), Cost Savings (22%), Unsure (1%), and Other (2%).

2017 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Base: B2B enterprise content marketers. Aided list; multiple responses permitted.

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

B2B Enterprise Content Marketing Metrics Usage



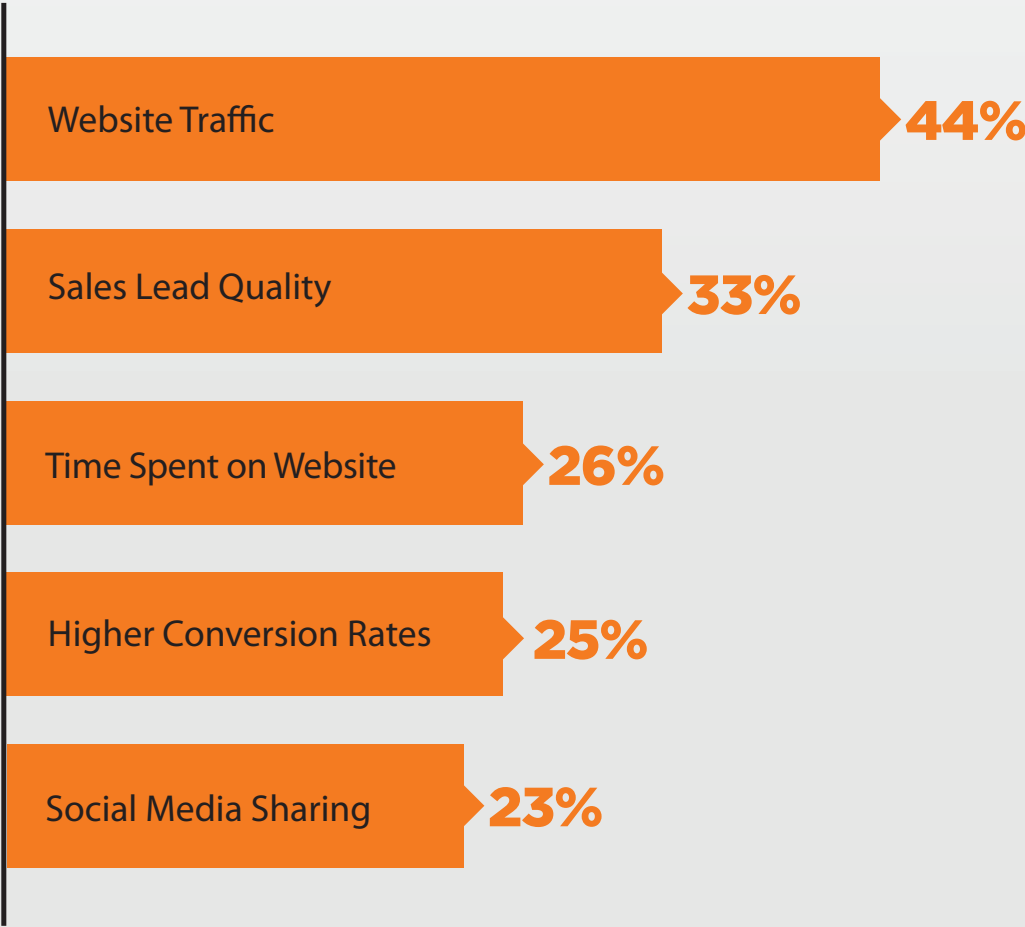
Fewer than 30% of B2B enterprise marketers said they use the following metrics: Inbound Links (28%), Qualitative Feedback from Customers (28%), Data Capture (27%), Brand Lift (19%), Purchase Intent (18%), Customer Renewal Rates (14%), and Other (6%). 1% said they do not use metrics.

2017 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Base = B2B enterprise content marketers. Aided list; multiple responses permitted.

Which metrics that your organization uses provide truly measurable results of your content marketing efforts?

Metrics Used That B2B Enterprise Marketers Say Provide Truly Measurable Results of Content Marketing Efforts



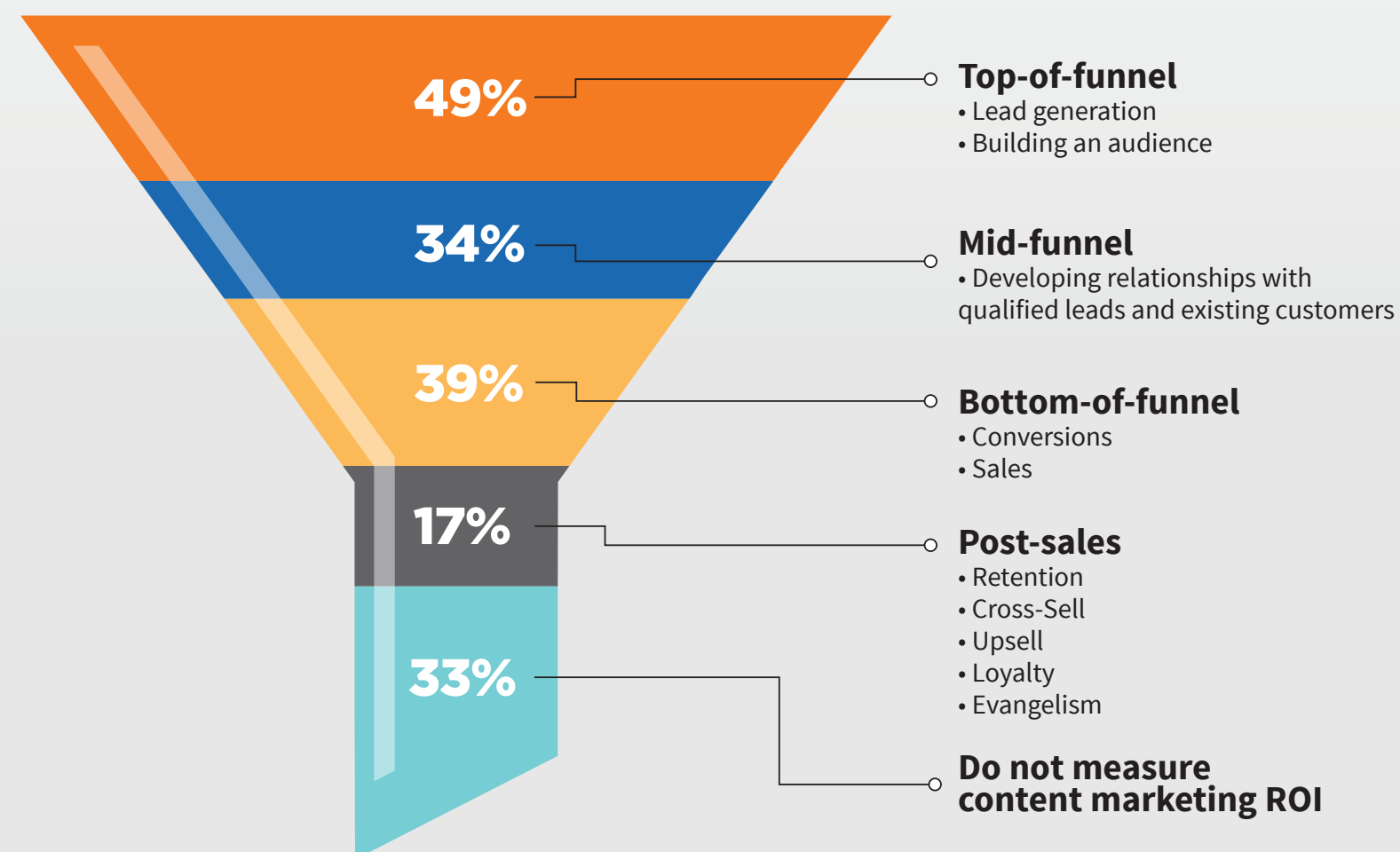
Fewer than 20% of B2B enterprise marketers whose organizations use the following metrics said the metric provides truly measurable results of their content marketing efforts: Sales (18%), SEO Ranking (18%), Sales Lead Quantity (17%), Subscriber/Community Growth (17%), Data Capture (11%), Inbound Links (10%), Qualitative Feedback from Customers (10%), Brand Lift (6%), Customer Renewal Rates (4%), Purchase Intent (4%), and Other (4%). 12% said none of the metrics they use provide truly measurable results.

2017 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Base = B2B enterprise 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 B2B Enterprise Marketers Measure Content Marketing ROI



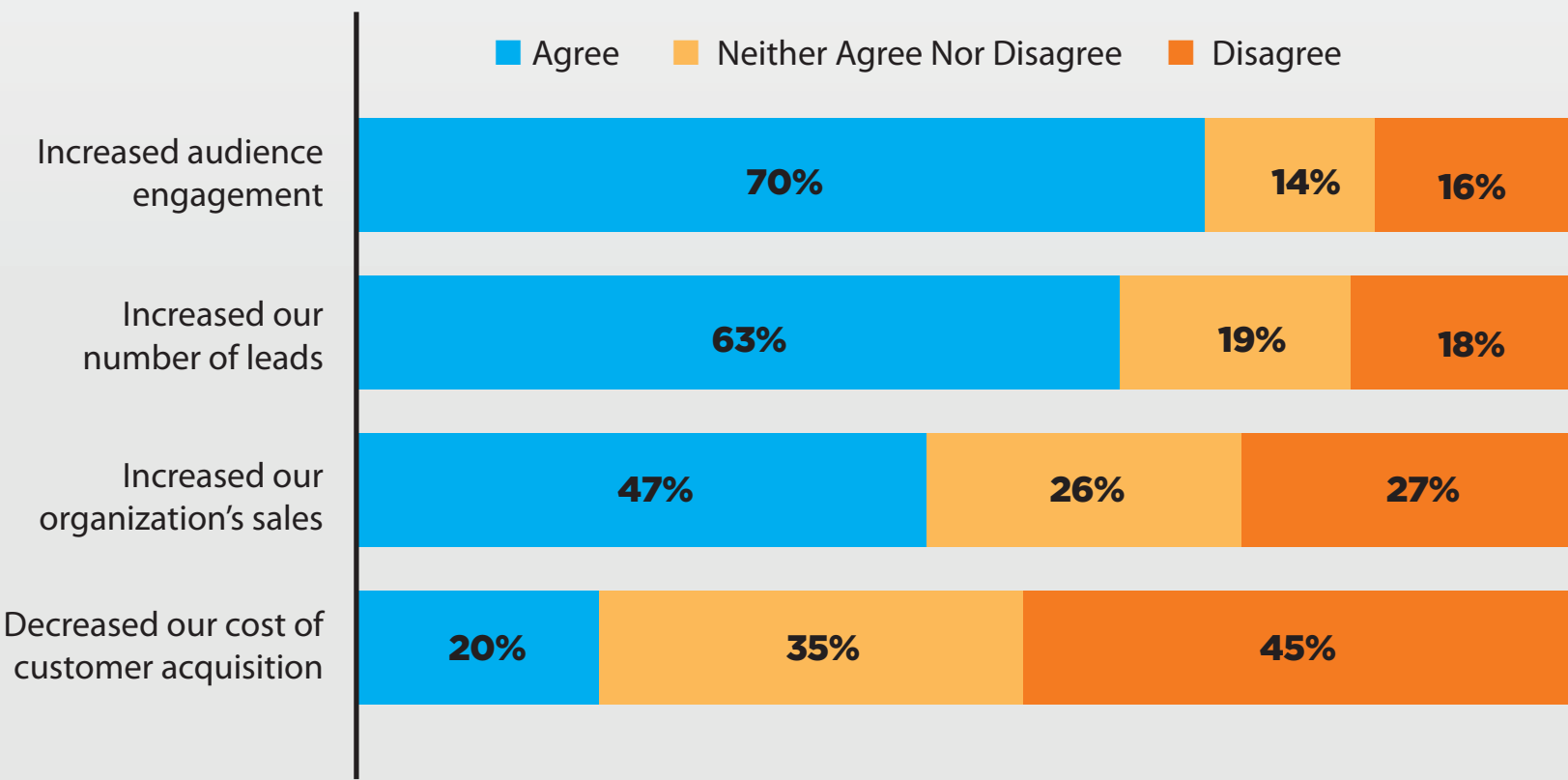
2017 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Base = B2B enterprise content marketers. Aided list; multiple responses permitted.

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

B2B Enterprise Marketers’ Metrics Agreement Statements

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



2017 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Base = B2B enterprise content marketers who use metrics to determine content marketing results; aided list.

BUDGETS & SPENDING

22%

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

32%

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

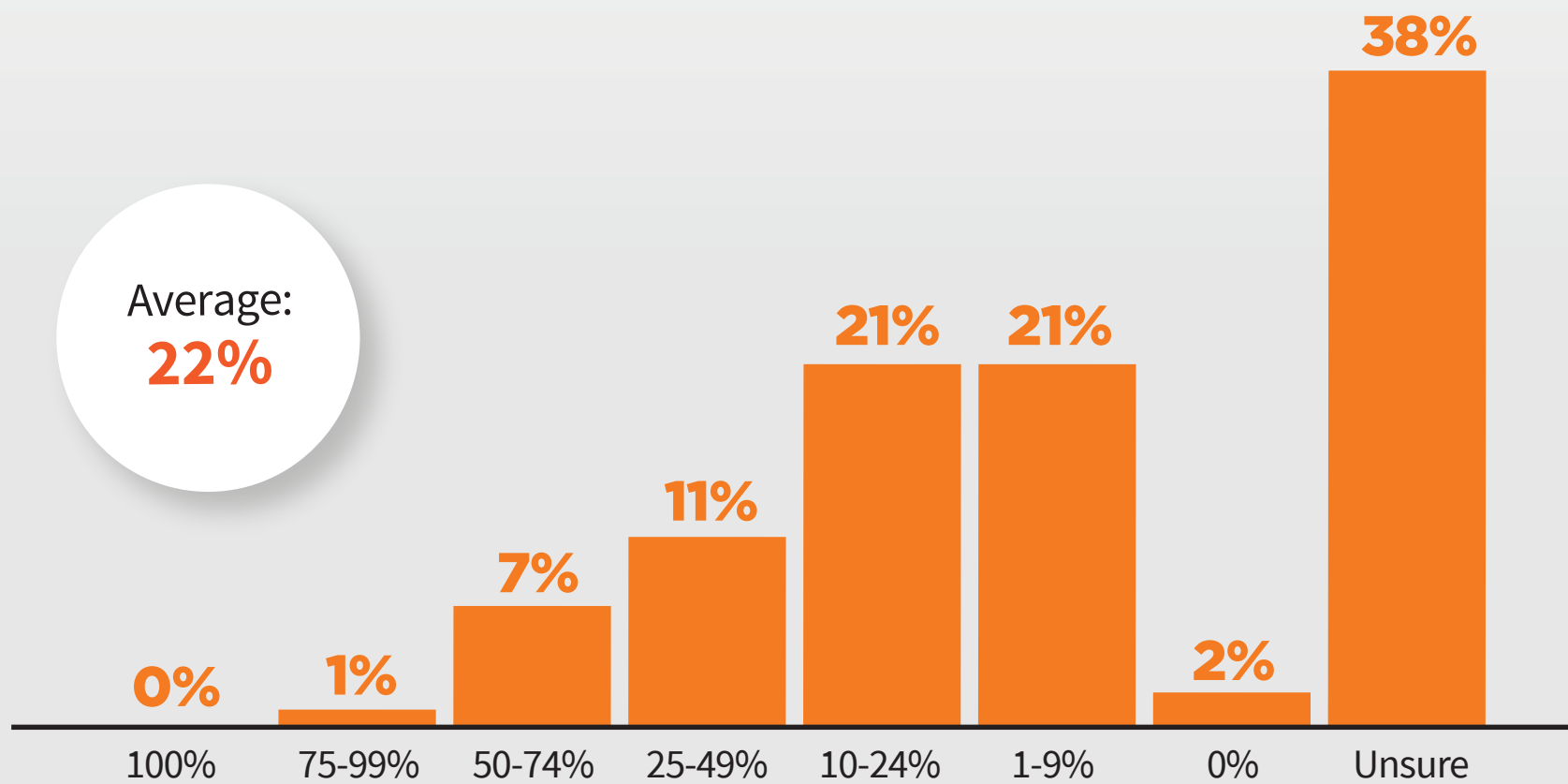
48%

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 B2B Enterprise Content Marketing

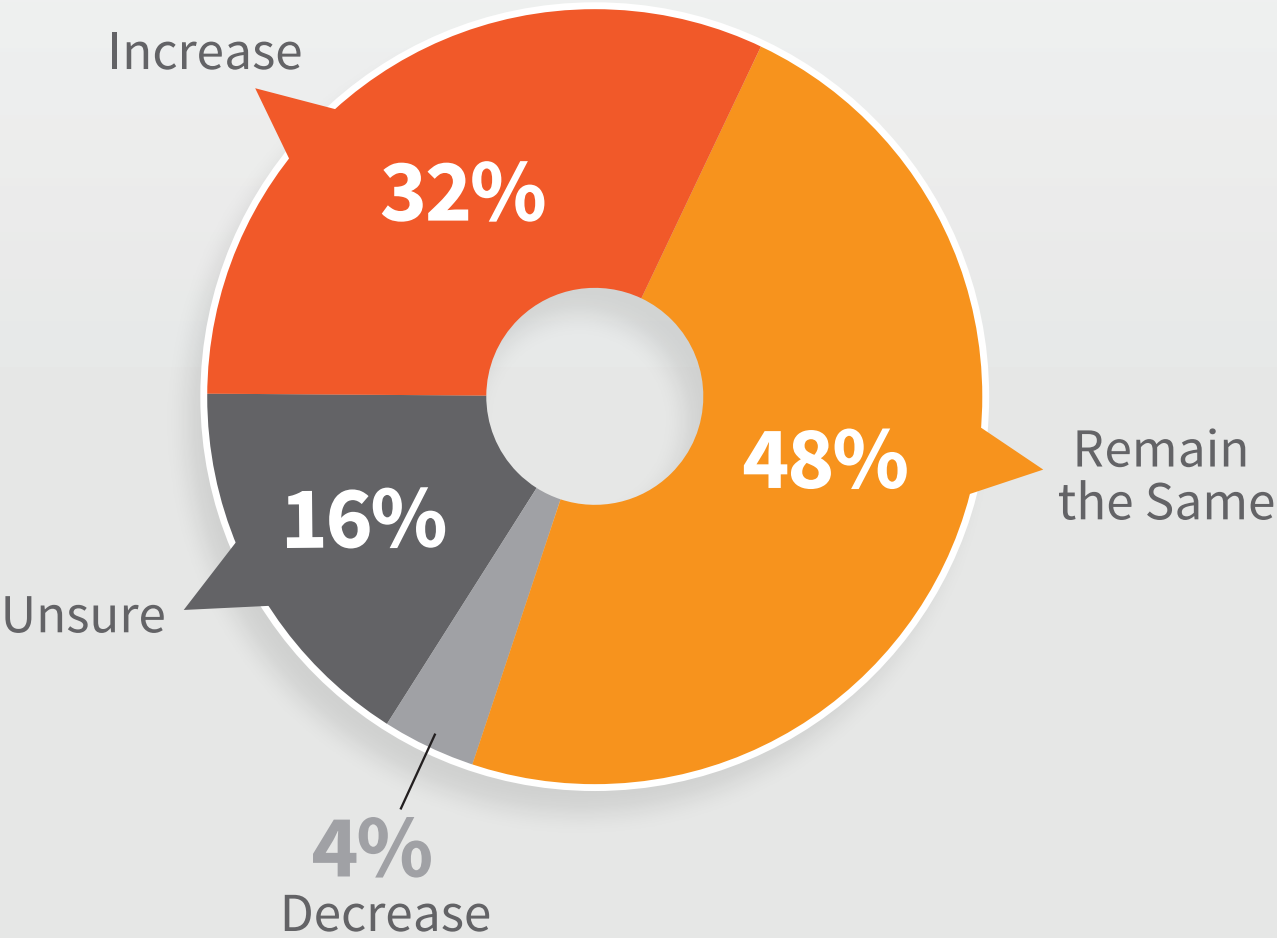


2017 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Base = B2B enterprise content marketers; aided list.

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

**B2B Enterprise Content Marketing Spending
(Over Next 12 Months)**



2017 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Base = B2B enterprise content marketers; aided list.

METHODOLOGY/DEMOGRAPHICS

B2B Enterprise Content Marketing 2017: Benchmarks, Budgets, and Trends—North America was produced by **Content Marketing Institute** and sponsored by **Knowledgevision®**.

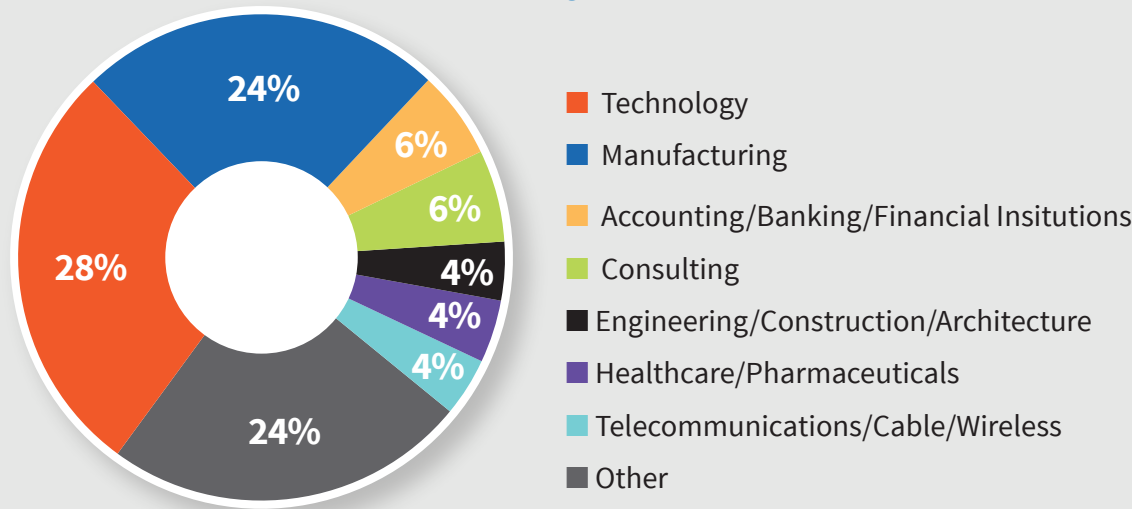
The seventh annual content marketing survey, from which the results of this report were generated, was mailed electronically to a sample of marketers using lists from Content Marketing Institute, MarketingProfs, The Association for Data-driven Marketing & Advertising (ADMA), and WTWH Media.

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 250 respondents who indicated they worked for enterprise (1,000+ employees) organizations in North America that primarily sell products/services to businesses (B2B).

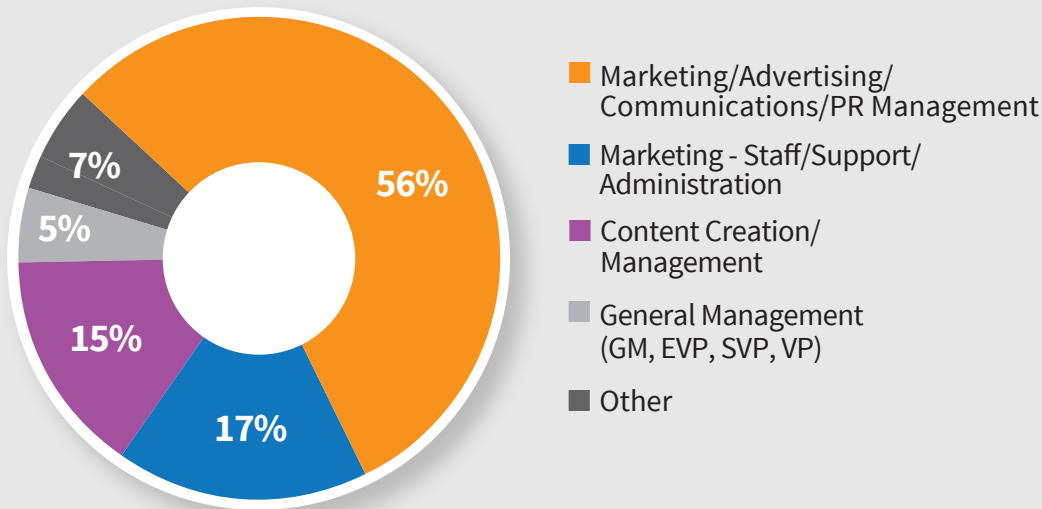
The chart on p. 5 of this report compares the B2B enterprise respondents with the overall sample of 1,102 B2B marketers from North America, whose responses were previously presented in the Content Marketing Institute/MarketingProfs report, *B2B Content Marketing 2017: Benchmarks, Budgets, and Trends—North America*.

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.

**B2B Enterprise Industry Classification
(1,000+ Employees)**



B2B Enterprise Job Title/Function



2017 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

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.

To learn more about content marketing, attend **Content Marketing World** being held September 5-8, 2017, in Cleveland, OH.

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