<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Welcome</td>
</tr>
<tr>
<td>4</td>
<td>This Year’s Technology Content Marketing Top Performers At-A-Glance</td>
</tr>
<tr>
<td>5</td>
<td>Usage &amp; Team Organization</td>
</tr>
<tr>
<td>10</td>
<td>Commitment &amp; Overall Success</td>
</tr>
<tr>
<td>16</td>
<td>Content Marketing Strategy &amp; Technologies</td>
</tr>
<tr>
<td>19</td>
<td>Content Creation &amp; Distribution</td>
</tr>
<tr>
<td>29</td>
<td>Goals &amp; Metrics</td>
</tr>
<tr>
<td>34</td>
<td>Budgets &amp; Spending</td>
</tr>
<tr>
<td>37</td>
<td>Methodology &amp; Demographics</td>
</tr>
<tr>
<td>38</td>
<td>About</td>
</tr>
</tbody>
</table>
Greetings Technology Marketers,

Welcome to our annual Technology Content Marketing: Benchmarks, Budgets, and Trends—North America report.

I’m pleased to announce the percentage of technology marketers that reported high levels of overall content marketing success increased from 24% last year to 31% this year—another 50% reported moderate success. Like last year, nearly 70% said their organization is much/somewhat more successful with content marketing compared with one year ago.

For a glimpse into how the top-performing content marketers operate, see the chart on page 4. You’ll note that these marketers report high levels of commitment; document their content marketing strategy; are focused on building audiences; and are given ample time to produce content marketing results, among other distinguishing factors.

Technology is rapidly changing the processes around content marketing. We look forward to watching how things progress and reporting back to you again next year.

Yours in content,

Lisa
Murton Beets
Research Director
Content Marketing Institute
## This Year’s Technology Content Marketing Top Performers At-A-Glance

<table>
<thead>
<tr>
<th>Comparison</th>
<th>Most Successful</th>
<th>All Respondents</th>
<th>Least Successful</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization is extremely/very committed to content marketing</td>
<td>91%</td>
<td>67%</td>
<td>38%</td>
</tr>
<tr>
<td>Organization’s content marketing is sophisticated/mature</td>
<td>80%</td>
<td>45%</td>
<td>4%</td>
</tr>
<tr>
<td>Has a documented content marketing strategy</td>
<td>76%</td>
<td>43%</td>
<td>14%</td>
</tr>
<tr>
<td>Measures content marketing ROI</td>
<td>59%</td>
<td>43%</td>
<td>26%</td>
</tr>
<tr>
<td>Percentage of total marketing budget spent on content marketing (average)</td>
<td>30%</td>
<td>24%</td>
<td>17%</td>
</tr>
<tr>
<td>Rates project management flow during content-creation process as excellent/very good</td>
<td>69%</td>
<td>38%</td>
<td>14%</td>
</tr>
<tr>
<td>Agrees that organization is focused on building audiences</td>
<td>95%</td>
<td>83%</td>
<td>60%</td>
</tr>
<tr>
<td>Agrees that leadership team gives ample time to produce content marketing results</td>
<td>88%</td>
<td>66%</td>
<td>40%</td>
</tr>
<tr>
<td>Agrees that organization values creativity and craft in content creation and production</td>
<td>87%</td>
<td>73%</td>
<td>49%</td>
</tr>
<tr>
<td>Agrees that organization is realistic about what content marketing can achieve</td>
<td>86%</td>
<td>63%</td>
<td>35%</td>
</tr>
<tr>
<td>Always/frequently prioritize providing right content to right person at right time</td>
<td>78%</td>
<td>63%</td>
<td>40%</td>
</tr>
<tr>
<td>Always/frequently craft content based on specific points of the buyer’s journey</td>
<td>67%</td>
<td>50%</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.

Base: Technology content marketers.

2018 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
33% of respondents said their organization has a centralized content marketing group that works with multiple brands/product lines throughout the organization.

Nearly half the respondents (45%) reported their organization is in the sophisticated/mature phase of content marketing.

67% of technology marketers surveyed outsource at least one content creation activity (e.g., writing, design, video production).
Does your organization use content marketing?

Percentage of Technology Respondents Who Use Content Marketing

- Yes: 96%
- No: 4%

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.”

Base: All Technology respondents.

2018 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**
- 10%
- Providing accurate measurement to the business, scaling across the organization

**MATURE**
- 35%
- Finding success, yet challenged with integration across the organization

**adolescent**
- 26%
- Have developed a business case, seeing early success, becoming more sophisticated with measurement and scaling

**young**
- 24%
- 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.

2018 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: 33%
- Each brand/product/department has its own content marketing team: 5%
- 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: 43%
- Other: 2%

Base: Technology content marketers; aided list.
What content marketing activities does your organization outsource?

<table>
<thead>
<tr>
<th>Content Marketing Activities</th>
<th>Technology Marketers Outsource</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content Creation (e.g., writers, designers, video production)</td>
<td>56%</td>
</tr>
<tr>
<td>Content Promotion/Distribution</td>
<td>28%</td>
</tr>
<tr>
<td>Content Marketing Measurement</td>
<td>10%</td>
</tr>
<tr>
<td>Content Marketing Strategy</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
</tr>
<tr>
<td>Do not outsource any content marketing activities</td>
<td>33%</td>
</tr>
</tbody>
</table>

Note: Approximately two out of three (67%) of respondents outsource at least one of the content marketing activities listed.

Base: Technology content marketers. Aided list; multiple responses permitted.
Like last year, nearly 70% of technology marketers indicated their organization is extremely/very committed to content marketing.

31% of respondents said their organization’s overall content marketing approach is extremely/very successful, compared with 24% last year.

The percentage of technology marketers that agreed their leadership team gives them ample time to produce content marketing results increased from 51% last year to 66% this year.
How would you describe your organization’s commitment level to content marketing?

Technology Organizations’ Commitment to Content Marketing

- **Very Committed**: 47%
- **Extremely Committed**: 20%
- **Somewhat Committed**: 28%
- **Not Very Committed**: 4%
- **Not At All Committed**: 1%

Base: Technology content marketers; aided list.

2018 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
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

- Extremely Successful: 3%
- Very Successful: 28%
- Moderately Successful: 50%
- Minimally Successful: 17%
- Not At All Successful: 2%

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.

2018 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
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 Success Compared With One Year Ago**

- **Much More Successful**: 21%
- **Somewhat More Successful**: 47%
- **About the Same as One Year Ago**: 21%
- **Somewhat Less Successful**: 3%
- **Much Less Successful**: 1%
- **Does Not Apply (program less than one year old)**: 7%

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

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

- Content Creation (higher quality, more efficient): 78%
- Strategy (development or adjustment): 72%
- Content Distribution (better targeting, identification of what works): 55%
- Content Marketing Has Become a Greater Priority: 47%
- Management/HR (organizational changes, staffing, new content marketing roles): 46%
- Content Measurement (growing in ability to show results): 45%
- Spending More Time on Content Marketing: 43%

Other factors cited: Content Marketing Technologies/Tools (32%); We Have Given Our Efforts Time to Bear Fruit and Are Now Getting Results (30%); More Budget for Content Marketing (28%); Content Marketing Training/Education (15%); Changes in Our Target Audience(s) (7%); Assistance of Outside Expertise (5%); and Other (6%).

Base: Technology content marketers who said their organization’s overall content marketing approach is much more or somewhat more successful compared with one year ago.
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>Our organization is focused on building audiences (building one or more subscriber bases)</td>
<td>83%</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>Our organization values creativity and craft in content creation and production</td>
<td>73%</td>
<td>11%</td>
<td>16%</td>
</tr>
<tr>
<td>Our leadership team gives us ample time to produce content marketing results</td>
<td>66%</td>
<td>13%</td>
<td>21%</td>
</tr>
<tr>
<td>Our organization has realistic expectations about what content marketing can achieve</td>
<td>63%</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td>We are discontinuing specific content marketing activities that we've found to be ineffective, so we can concentrate on those that yield the best results</td>
<td>55%</td>
<td>28%</td>
<td>17%</td>
</tr>
<tr>
<td>Over the last year, it has become increasingly difficult to capture our audience's attention</td>
<td>48%</td>
<td>24%</td>
<td>28%</td>
</tr>
<tr>
<td>We are creating less content than one year ago, but that content is driving greater results</td>
<td>19%</td>
<td>31%</td>
<td>50%</td>
</tr>
</tbody>
</table>

Base: Technology content marketers; aided list

2018 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
The percentage of respondents that reported their organization has a documented content marketing strategy is nearly the same as last year (43% vs. 42%).

Respondents indicated their organizations use an average of five digital technologies specifically for managing content marketing efforts.

The two types of technology with the highest reported use are analytics tools (91%) and marketing automation software (75%).
Does your organization have a content marketing strategy?

Percentage of Technology Marketers Who Have a Content Marketing Strategy

- Yes, and it is documented: 43%
- Yes, but it is not documented: 34%
- No, with no plans to have one within 12 months: 4%
- No, but plan to have one within 12 months: 19%

Base: Technology content marketers; aided list.
Which types of digital technologies does your organization use specifically for managing its content marketing efforts?

Technologies Technology Marketers Use to Manage Content Marketing Efforts (Top 5)

- Analytics Tools: 91%
- Marketing Automation Software (automation-focused): 75%
- Content Management System: 71%
- Email Marketing Technology (email-focused): 66%
- Webinar/Online Presentation Platforms: 61%

Other technologies used: Video Tools/Platforms (30%); Content Collaboration/Workflow Software (27%); Content Planning/Creation Software (14%); Content Promotion/Distribution Software (13%); Digital Asset Management (DAM) System/File Storage (11%); Content Optimization Software (11%); and Other (9%).

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

AVERAGE NUMBER USED:
Most Successful .......... 5
All Respondents .......... 5
Least Successful .......... 4
Compared with last year, there was a notable a) decrease in the percentage of respondents that always/frequently craft content based on specific points of the buyer’s journey (60% last year vs. 50% this year), and b) increase in the percentage that always/frequently prioritize providing the right content to the right person at the right time (49% last year vs. 63% this year).

When asked how well content-creation projects flow within their organizations, 38% of respondents rated the flow as excellent/very good; 34% rated it as good; and 28% rated it as fair/poor.

Among the content types, distribution formats, and social media platforms that respondents use, they rated ebooks/white papers, email, and LinkedIn as most effective in helping their organizations achieve specific objectives.
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>Ensure that our content is fact-based and/or credible</td>
<td>92%</td>
<td>7%</td>
<td>1%</td>
</tr>
<tr>
<td>Consider how our content impacts the overall experience a person has</td>
<td>74%</td>
<td>18%</td>
<td>8%</td>
</tr>
<tr>
<td>Focus on creating content for our audience versus our brand</td>
<td>69%</td>
<td>25%</td>
<td>6%</td>
</tr>
<tr>
<td>Prioritize delivering content quality over content quantity</td>
<td>68%</td>
<td>24%</td>
<td>8%</td>
</tr>
<tr>
<td>Prioritize providing the right content to the right person at the right time</td>
<td>63%</td>
<td>27%</td>
<td>10%</td>
</tr>
<tr>
<td>Differentiate our content from our competition’s content</td>
<td>59%</td>
<td>26%</td>
<td>15%</td>
</tr>
<tr>
<td>Deliver content consistently (e.g., on a defined, regularly scheduled basis)</td>
<td>58%</td>
<td>28%</td>
<td>14%</td>
</tr>
<tr>
<td>Craft content based on specific points of the buyer’s journey</td>
<td>50%</td>
<td>33%</td>
<td>17%</td>
</tr>
</tbody>
</table>

*Base: Technology content marketers; aided list.*
How would you rate the project management flow during the content creation process (from concept through completion) within your organization?

How Technology Marketers Rate Project Management Flow During the Content Creation Process

- **EXCELLENT**: 8%
  - The vast majority of our projects move along efficiently

- **VERY GOOD**: 30%
  - Most of our projects move along efficiently

- **GOOD**: 34%
  - Many of our projects move along efficiently

- **FAIR**: 24%
  - Some of our projects move along efficiently, but we face bottlenecks

- **POOR**: 4%
  - Most of our projects are held up by bottlenecks

*Base: Technology content marketers; aided list.*
Which types of content does your organization use for content marketing purposes?

Content Types Technology Marketers Use for Content Marketing Purposes (Top 6)

<table>
<thead>
<tr>
<th>Content Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Posts – excluding videos (e.g., tweets, pins)</td>
<td>96%</td>
</tr>
<tr>
<td>Case Studies</td>
<td>87%</td>
</tr>
<tr>
<td>Ebooks/White Papers</td>
<td>85%</td>
</tr>
<tr>
<td>Videos (pre-produced)</td>
<td>83%</td>
</tr>
<tr>
<td>Infographics</td>
<td>75%</td>
</tr>
<tr>
<td>Illustrations/Photos</td>
<td>52%</td>
</tr>
</tbody>
</table>

Other types of content used:
- Research Reports (47%)
- Interactive Tools (e.g., quizzes, assessments, calculators) (45%)
- Videos (live-streaming) (24%)
- Podcasts (20%)
- Mobile Apps (9%)
- Virtual Reality/Augmented Reality (VR/AR) Experiences (5%)
- Film/TV (e.g., documentaries, short films) (4%)
- and Other (14%)

Average number used:
- Most Successful: 8
- All Respondents: 7
- Least Successful: 5

Base: Technology content marketers. Aided list; multiple responses permitted.
Of the content marketing types you use, which three are the most effective at helping your organization achieve specific objectives?

**Top 3 Most Effective Content Types Technology Marketers Use for Content Marketing Purposes**

<table>
<thead>
<tr>
<th>Type</th>
<th>ALL RESPONDENTS</th>
<th>MOST SUCCESSFUL</th>
<th>LEAST SUCCESSFUL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ebooks/White Papers</td>
<td>63%</td>
<td>75%</td>
<td>44%</td>
</tr>
<tr>
<td>Case Studies</td>
<td>61%</td>
<td>59%</td>
<td>54%</td>
</tr>
<tr>
<td>Videos (pre-produced)</td>
<td>33%</td>
<td>31%</td>
<td>32%</td>
</tr>
</tbody>
</table>

Base: Technology content marketers who use the types listed. Maximum of three responses permitted. Results shown based on response frequencies.
Which formats does your organization use to distribute content for content marketing purposes?

**Formats Technology Marketers Use to Distribute Content for Content Marketing Purposes (Top 5)**

- **Email (e.g., newsletters, welcome emails)**: 98%
- **Social Media Platforms (e.g., LinkedIn, Twitter)**: 91%
- **Blogs**: 89%
- **Webinars/Webcasts/Virtual Events**: 76%
- **In-Person Events**: 61%

**AVERAGE NUMBER USED:**
- Most Successful: 6
- All Respondents: 5
- Least Successful: 5

**Other formats used:**
- Separate Content Hubs (e.g., microsites, resource centers) (33%)
- Online Presentations (28%)
- Digital Magazines (23%)
- Print (other than magazines) (19%)
- Print Magazines (19%)
- Other (3%)

*Base: Technology content marketers. Aided list; multiple responses permitted.*
Of the formats you use to distribute content, which three are the most effective at helping your organization achieve specific objectives?

### Top 3 Most Effective Formats Technology Marketers Use to Distribute Content for Content Marketing Purposes

<table>
<thead>
<tr>
<th>All Respondents</th>
<th>MOST SUCCESSFUL</th>
<th>LEAST SUCCESSFUL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email (e.g., newsletters, welcome emails)</td>
<td>79%</td>
<td>81%</td>
</tr>
<tr>
<td>Webinars/Webcasts/Virtual Events</td>
<td>53%</td>
<td>52%</td>
</tr>
<tr>
<td>Blogs</td>
<td>51%</td>
<td>38%</td>
</tr>
</tbody>
</table>

Base: Technology content marketers who use the formats listed. Maximum of three responses permitted. Results shown based on response frequencies.
Which social media platforms does your organization use as part of its content marketing efforts?

Social Media Platforms Technology Marketers Use for Content Marketing Purposes (Top 7)

<table>
<thead>
<tr>
<th>Platform</th>
<th>Usage Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn</td>
<td>97%</td>
</tr>
<tr>
<td>Twitter</td>
<td>94%</td>
</tr>
<tr>
<td>Facebook</td>
<td>89%</td>
</tr>
<tr>
<td>YouTube</td>
<td>69%</td>
</tr>
<tr>
<td>Google+</td>
<td>29%</td>
</tr>
<tr>
<td>Instagram</td>
<td>27%</td>
</tr>
<tr>
<td>SlideShare</td>
<td>27%</td>
</tr>
</tbody>
</table>

Other social media platforms used: Pinterest (13%); Medium (9%); Snapchat (3%); and Other (4%).

Average number used:
- Most Successful: ............ 5
- All Respondents: ............. 5
- Least Successful: ............ 4

Base: Technology content marketers who use social media platforms to distribute content. Aided list; multiple responses permitted.
Of the social media platforms you use, which three are the most effective at helping your organization achieve specific objectives?

### Top 3 Most Effective Social Media Platforms Technology Marketers Use for Content Marketing Purposes

<table>
<thead>
<tr>
<th>Platform</th>
<th>All Respondents</th>
<th>Most Successful</th>
<th>Least Successful</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn</td>
<td>80%</td>
<td>81%</td>
<td>83%</td>
</tr>
<tr>
<td>Twitter</td>
<td>62%</td>
<td>76%</td>
<td>40%</td>
</tr>
<tr>
<td>Facebook</td>
<td>37%</td>
<td>44%</td>
<td>34%</td>
</tr>
</tbody>
</table>

Base: Technology content marketers who use the social media platforms listed. Maximum of three responses permitted. Results shown based on response.
Which types of email does your organization use as part of its content marketing efforts?

Types of Email Technology Marketers Use for Content Marketing Purposes (Top 6)

- Event Emails: 75%
- Lead Nurturing: 74%
- Drip Campaigns (e.g., welcome series): 64%
- Automated Confirmation Emails (e.g., a welcome email): 57%
- Monthly Newsletters: 53%
- Promotional Emails: 47%

Other types of email used:
- Partnership Emails (26%)
- Ad Hoc Newsletters (i.e., no set schedule) (25%)
- Bi-weekly Newsletters (every other week) (16%)
- Weekly Newsletters (10%)
- Daily Newsletters (2%)
- Other (8%)

Average number used:
- Most Successful: 5
- All Respondents: 5
- Least Successful: 4

Base: Technology content marketers who use email to distribute content for content marketing purposes. Aided list; multiple responses permitted.
Nearly half of respondents (48%) said their organization does an excellent, very good, or good job in terms of aligning metrics with content marketing goals; however, another 38% rated their organization as doing a fair or poor job.

Respondents who do not measure content marketing ROI (39%) cited the top reason as “we need an easier way to do this” (41%).

Nearly 80% of respondents reported they can demonstrate, with metrics, how content marketing has increased audience engagement and number of leads.
What type of job does your organization do in terms of aligning metrics with content marketing goals (i.e., are you measuring the “right things”)?

How Technology Marketers Rate Alignment of Their Metrics and Content Marketing Goals

- Excellent: 4%
- Very Good: 17%
- Good: 27%
- Fair: 27%
- Poor: 11%
- Too Soon to Tell: 8%
- Unsure: 3%
- Don’t Use Content Marketing Metrics: 3%

Base: Technology content marketers; aided list.

2018 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
Does your organization measure the return on investment (ROI) of its content marketing efforts?

Percentage of Technology Marketers Who Measure Content Marketing ROI

- Yes: 43%
- No: 39%
- Unsure: 18%

Base: Technology content marketers; aided list.

2018 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
Why doesn’t your organization measure the return on investment (ROI) of its content marketing efforts?

Why Technology Marketers Don’t Measure Content Marketing ROI

- We need an easier way to do this: 41%
- No formal justification required: 36%
- We don’t know how to do this: 31%
- Too time-consuming: 20%
- Other: 27%
- Unsure: 1%

Base: Technology content marketers whose organizations do not measure content marketing ROI. 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>Metric</th>
<th>Agree</th>
<th>Neither Agree Nor Disagree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased audience engagement</td>
<td>76%</td>
<td>15%</td>
<td>9%</td>
</tr>
<tr>
<td>Increased our number of leads</td>
<td>77%</td>
<td>14%</td>
<td>9%</td>
</tr>
<tr>
<td>Increased our organization’s sales</td>
<td>60%</td>
<td>23%</td>
<td>17%</td>
</tr>
<tr>
<td>Decreased our cost of customer acquisition</td>
<td>31%</td>
<td>34%</td>
<td>35%</td>
</tr>
</tbody>
</table>

Base: Technology content marketers who use metrics to determine content marketing results. Aided list.
Technology marketers reported they spend 24%, on average, of their total budget on content marketing; those whose organizations are “extremely” committed to content marketing spend the most (35% on average).

42% of total respondents reported they expect their organization’s content marketing budget to increase in the next 12 months.

More than half of respondents (54%) whose organizations are in the first steps/young phase of content marketing maturity said they plan to increase their content marketing budget in 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 Technology Content Marketing

0% 1% 8% 12% 24% 20% 1% 34% 100% 75-99% 50-74% 25-49% 10-24% 1-9% 0% Unsure

AVERAGE SPENT:
Most Successful .......... 30%
All Respondents .......... 24%
Least Successful .......... 17%

Base: Technology content marketers; aided list.

2018 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: 42%
- Remain the Same: 42%
- Unsure: 13%
- Decrease: 3%

Base: Technology content marketers; aided list.
Technology Content Marketing: 2018 Benchmarks, Budgets, and Trends—North America was produced by Content Marketing Institute and sponsored by IDG Communications, Inc.

The eighth 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), WTWH Media, and Technology for Marketing (TFM).

A total of 2,190 recipients from around the globe—representing a full range of industries, functional areas, and company sizes—responded to the survey during June and July 2017. This report presents the findings from the 274 respondents who indicated they work in for-profit technology organizations in North America (90% B2B; 8% B2B+B2C; and 2% B2C).

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.

Note: The technology content marketers referred to in the base lines and bullet points in this report are respondents who indicated their organization uses content marketing.
Thanks to all the survey distribution partners and respondents 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. To view all research and subscribe to our emails, visit www.contentmarketinginstitute.com.

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