B2B CONTENT MARKETING 2020

Benchmarks, Budgets, and Trends—North America
TABLE OF CONTENTS

- WELCOME ......................................................................................................... 3
- B2B CONTENT MARKETING TOP PERFORMERS AT-A-GLANCE ....................... 4
- KEY FINDINGS ................................................................................................. 6
- SUCCESS & MATURITY ...................................................................................... 8
- STRATEGY, OPINIONS & TECHNOLOGY ........................................................... 11
- TEAM STRUCTURE & OUTSOURCING .............................................................. 15
- CONTENT CREATION & DISTRIBUTION ........................................................... 20
- METRICS & GOALS ......................................................................................... 29
- BUDGETS & SPENDING ................................................................................... 34
- CONTENT MARKETING PRIORITIES ............................................................... 39
- METHODOLOGY ............................................................................................... 41
- ABOUT ............................................................................................................ 42

SURVEY TERM DEFINITIONS

**Content Marketing:** 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.

**Success:** Achieving your organization’s desired/targeted results.

**CHART TERM DEFINITIONS**

**All Respondents:** B2B North America content marketers, all of whom indicated their organization has used content marketing for at least one year (see Methodology for more details).

**Most and Least Successful:** The “most successful” (aka “top performers”) are those who characterize their organization’s overall content marketing approach as extremely or very successful (Top 2). The “least successful” characterize their organization’s approach as minimally or not at all successful (Bottom 2). See page 9.

Some charts in this report compare Most Successful vs. All Respondents vs. Least Successful. In many instances, charts reflect the findings based on All Respondents. Some charts show notable differences we observed based on things like company size or annual content marketing budget.

**Company Size:** Small (1-99 employees), medium (100-999 employees), and large/enterprise (1,000+).

**NOTE**
Use caution if making comparisons with past years. The survey methodology changed beginning with our 2019 version of this report, when we began asking respondents to confirm their content marketing role and whether their organization has used content marketing for at least one year.
Welcome to our annual B2B Content Marketing Benchmarks, Budgets, and Trends—North America report. We’re excited to present you with the findings from our latest content marketing survey.

Content marketing has changed a lot since we launched this research nearly a decade ago. We marketers are still focused on content creation, but our thinking about the audiences for whom we create that content has evolved. So, too, have the ways we distribute, measure, and improve upon our content marketing. Technology has played a big role, along with the knowledge we’ve gained through our content marketing experiences.

As you’ll see in this report, some organizations are more developed than others with their content marketing. But you’ll also recognize your own practices reflected in many of the findings. Where does your company stand? What do you need to get to where you want to be? If you need help, let us know!
# This Year’s B2B 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’s content marketing is sophisticated/mature</td>
<td>87%</td>
<td>42%</td>
<td>8%</td>
</tr>
<tr>
<td>Has a documented content marketing strategy</td>
<td>69%</td>
<td>41%</td>
<td>16%</td>
</tr>
<tr>
<td>Has a centralized content marketing group working throughout the organization</td>
<td>44%</td>
<td>25%</td>
<td>14%</td>
</tr>
<tr>
<td>Uses metrics to measure content performance</td>
<td>95%</td>
<td>80%</td>
<td>62%</td>
</tr>
<tr>
<td>Has KPIs to measure content initiatives</td>
<td>83%</td>
<td>65%</td>
<td>30%</td>
</tr>
<tr>
<td>Measures content marketing ROI</td>
<td>67%</td>
<td>43%</td>
<td>23%</td>
</tr>
<tr>
<td>Rates ability to demonstrate ROI as excellent/very good</td>
<td>84%</td>
<td>59%</td>
<td>25%</td>
</tr>
</tbody>
</table>

**Uses content marketing successfully to:**

<table>
<thead>
<tr>
<th></th>
<th>Most Successful</th>
<th>All Respondents</th>
<th>Least Successful</th>
</tr>
</thead>
<tbody>
<tr>
<td>Build loyalty with customers</td>
<td>84%</td>
<td>63%</td>
<td>39%</td>
</tr>
<tr>
<td>Nurture subscribers/audiences/leads</td>
<td>83%</td>
<td>68%</td>
<td>51%</td>
</tr>
<tr>
<td>Generate sales/revenue</td>
<td>75%</td>
<td>53%</td>
<td>29%</td>
</tr>
<tr>
<td>Build a subscribed audience</td>
<td>68%</td>
<td>45%</td>
<td>30%</td>
</tr>
</tbody>
</table>
## This Year’s B2B Content Marketing Top Performers At-A-Glance (continued)

<table>
<thead>
<tr>
<th>Always/frequently:</th>
<th>Most Successful</th>
<th>All Respondents</th>
<th>Least Successful</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prioritizes audience’s informational needs over organization’s sales/promotional message</td>
<td>88%</td>
<td>66%</td>
<td>50%</td>
</tr>
<tr>
<td>Crafts content based on specific stages of the customer journey</td>
<td>74%</td>
<td>48%</td>
<td>26%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Strongly/somewhat agrees:</th>
<th>Most Successful</th>
<th>All Respondents</th>
<th>Least Successful</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization prioritizes delivering relevant content when and where a person is most likely to see it</td>
<td>93%</td>
<td>71%</td>
<td>37%</td>
</tr>
<tr>
<td>Organization provides customers with optimal experiences across their engagement journey</td>
<td>83%</td>
<td>52%</td>
<td>23%</td>
</tr>
</tbody>
</table>

*Chart term definitions: A top performer (aka “most successful”) is a respondent who characterizes their 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: B2B content marketers.

2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs
Goals for content marketing are largely focused on the top of the funnel

Most B2B marketers use content marketing successfully to achieve top-of-funnel goals. Fewer report they use it successfully on activities that deepen relationships. There have, however, been notable year-over-year (YOY) increases in those who use it to nurture, build loyalty, and generate sales/revenue. See page 33.

Small teams are the norm

It’s rare to find internal teams of more than 5 full-time employees dedicated solely to content marketing. Even large companies are most likely to have teams in the 2 to 5 range. See page 17.

Half outsource at least one content marketing activity, with content creation being the most likely

84% of those who outsource cite content creation, with content distribution a distant second (31%). See pages 18 and 19.

Among the content types used, in-person events are the highest performing for securing and converting leads

Blog posts/short articles are the highest performing for building brand awareness, while email newsletters are highest for nurturing leads. See page 25.

Small teams are the norm

Half outsource at least one content marketing activity, with content creation being the most likely

Among the content types used, in-person events are the highest performing for securing and converting leads
KEY FINDINGS

Effectively targeted content distribution may be an issue for about one-third of all surveyed

71% agree their organization prioritizes delivering relevant content when and where a person is most likely to see it. The remaining 29% neither agree nor disagree (15%)—or disagree (14%). Top performers do a better job in this area. See page 13.

84% use paid distribution channels for content marketing purposes

Paid social is the top paid channel B2B marketers use for content marketing. LinkedIn is both the top organic and paid social media platform they use, and the one they say generates the best content marketing results for their organization. See page 27.

Most use metrics to measure content performance, but fewer have KPIs or measure content marketing ROI

Key performance indicators (KPIs) are more common among the top performers than all respondents (83% vs. 65%). Among all respondents who measure return on investment (ROI), 59% say they do an excellent or very good job at it (that number jumps to 84% for the top performers). See page 30.

Top performers are more likely than all surveyed to provide optimal experiences across the customer journey

83% of top performers agree their organization provides optimal experiences across all phases of the customer journey compared with just half (52%) of all respondents. See page 13.
Overall success with content marketing is similar to that reported for the last 3 years, with the largest percentage saying their organization is moderately successful.

**How B2B Marketers Rate Their Organization’s Overall Level of Content Marketing Success**

- Extremely Successful: 5%
- Very Successful: 15%
- Moderately Successful: 21%
- Minimally Successful: 58%
- Not At All Successful: 1%

**How B2B Marketers Rate Their Organization’s Content Marketing Success Compared With One Year Ago**

- Much More Successful: 2%
- Somewhat More Successful: 18%
- About the Same: 51%
- Somewhat Less Successful: 29%
- Much Less Successful: 0%

Base: B2B content marketers; aided list.
2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

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.”
42% of B2B marketers say their organization is in the sophisticated/mature phase of content marketing maturity. The percentages shown here are similar to last year.

**How B2B Marketers Rate Their Organization’s Content Marketing Maturity Level**

- **Sophisticated**: Providing accurate measurement to the business, scaling across the organization
- **Mature**: Finding success, yet challenged with integration across the organization
- **Adolescent**: Have developed a business case, seeing early success, becoming more sophisticated with measurement and scaling
- **Young**: Growing pains, challenged with creating a cohesive strategy and a measurement plan
- **First Steps**: Doing some aspects of content, but have not yet begun to make content marketing a process

Base: B2B content marketers; aided list.
2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs
STRATEGY, OPINIONS & TECHNOLOGY
The percentage of content marketers who document their content marketing strategy has inched up slowly year over year. Our annual research consistently shows that a documented strategy is often a key indicator of content marketing success.

Percentage of B2B Marketers With a Documented Content Marketing Strategy

<table>
<thead>
<tr>
<th>Year</th>
<th>Most Successful</th>
<th>All Respondents</th>
<th>Least Successful</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>69%</td>
<td>41%</td>
<td>16%</td>
</tr>
<tr>
<td>2019*</td>
<td>65%</td>
<td>39%</td>
<td>14%</td>
</tr>
<tr>
<td>2018*</td>
<td>62%</td>
<td>37%</td>
<td>16%</td>
</tr>
</tbody>
</table>

*As reported in the 2019 and 2018 versions of this report.

Base: B2B content marketers; aided list.
52% of B2B marketers agree their organization provides customers with optimal experiences across the engagement journey.

B2B Marketers’ Opinions About Content Marketing in Their Organization (Strongly/Somewhat Agree)

- **Our audience views our organization as a credible and trusted resource**
  - Most Successful: 95%
  - All Respondents: 86%
  - Least Successful: 72%

- **Our organization prioritizes delivering relevant content when and where a person is most likely to see it**
  - Most Successful: 93%
  - All Respondents: 71%
  - Least Successful: 37%

- **Our organization values creativity and craft in content creation and production**
  - Most Successful: 92%
  - All Respondents: 78%
  - Least Successful: 65%

- **Our organization provides customers with optimal experiences across their engagement journey**
  - Most Successful: 83%
  - All Respondents: 52%
  - Least Successful: 23%

*Base: B2B content marketers who answered each statement.*

2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs
The top 2 technologies B2B organizations use to assist with content marketing are analytics tools (86%) and email marketing software (85%).

Other technologies used:
- Content Distribution Platform (33%)
- Content Optimization (24%)
- Content Performance/Recommendation Analytics (22%)
- Digital Asset Management (DAM) System (20%)
- Integrated Content Marketing Platform (10%)
- 2% said none of the above.

2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs
TEAM STRUCTURE & OUTSOURCING
**TEAM STRUCTURE & OUTSOURCING**

52% of B2B marketers report their organization has a small (or one-person) marketing/content marketing team serving the entire organization.

The second most common reported way of organizing is the centralized group structure, although this varies by company size. In addition, the centralized structure is the most common reported method among the top performers (see page 4).

### B2B Organizations’ Content Marketing Team Structure

<table>
<thead>
<tr>
<th>Description</th>
<th>All Respondents</th>
<th>Small (1-99 Employees)</th>
<th>Medium (100-999 Employees)</th>
<th>Large (1,000+ Employees)</th>
</tr>
</thead>
<tbody>
<tr>
<td>We have a centralized content marketing group that works with multiple</td>
<td>25%</td>
<td>19%</td>
<td>32%</td>
<td>28%</td>
</tr>
<tr>
<td>brands/products/departments throughout the organization</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Each brand/product/department has its own content marketing team</td>
<td>6%</td>
<td>1%</td>
<td>4%</td>
<td>21%</td>
</tr>
<tr>
<td>Both—we have a centralized group and individual teams throughout the</td>
<td>15%</td>
<td>8%</td>
<td>11%</td>
<td>36%</td>
</tr>
<tr>
<td>organization</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>We have a small (or one-person) marketing/content marketing team serving</td>
<td>52%</td>
<td>70%</td>
<td>52%</td>
<td>12%</td>
</tr>
<tr>
<td>the entire organization</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>3%</td>
</tr>
</tbody>
</table>

**Base:** B2B content marketers; aided list.

2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs
35% of B2B marketers say their organization has 2 to 5 internal team members who are full-time/dedicated to content marketing; another 32% have no full-time person.

Teams grow with company size, but even large companies are most likely to have teams of 2 to 5 (49%).

### B2B Organizations’ Content Marketing Team Size (Full-Time/Dedicated to Content Marketing)

<table>
<thead>
<tr>
<th></th>
<th>All Respondents</th>
<th>Small (1-99 Employees)</th>
<th>Medium (100-999 Employees)</th>
<th>Large (1,000+ Employees)</th>
</tr>
</thead>
<tbody>
<tr>
<td>11+</td>
<td>4%</td>
<td>0%</td>
<td>3%</td>
<td>12%</td>
</tr>
<tr>
<td>6-10</td>
<td>5%</td>
<td>2%</td>
<td>4%</td>
<td>14%</td>
</tr>
<tr>
<td>2-5</td>
<td>35%</td>
<td>25%</td>
<td>40%</td>
<td>49%</td>
</tr>
<tr>
<td>1</td>
<td>24%</td>
<td>29%</td>
<td>27%</td>
<td>13%</td>
</tr>
<tr>
<td>0 (no one is full-time, dedicated)</td>
<td>32%</td>
<td>44%</td>
<td>26%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Base: B2B content marketers.
2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs
Half of B2B marketers outsource at least one content marketing activity.

Large companies are the most likely to outsource. Overall content marketing success has little bearing on whether a company outsources.

### Does Your B2B Organization Outsource Any Content Marketing Activities?

<table>
<thead>
<tr>
<th></th>
<th>All Respondents</th>
<th>Small (1-99 Employees)</th>
<th>Medium (100-999 Employees)</th>
<th>Large (1,000+ Employees)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>50%</td>
<td>37%</td>
<td>56%</td>
<td>71%</td>
</tr>
<tr>
<td>No</td>
<td>50%</td>
<td>63%</td>
<td>44%</td>
<td>29%</td>
</tr>
</tbody>
</table>

Base: B2B content marketers.
2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs
Content creation is the activity B2B marketers are most likely to outsource, regardless of company size, content marketing budget, or overall content marketing success.

Content Marketing Activities B2B Organizations Outsource

- Content Creation: 84%
- Content Distribution: 31%
- Content Technology: 22%
- Content Strategy: 13%
- Measurement: 13%
- Editorial Planning: 12%
- Other: 18%

Base: B2B content marketers whose organization outsources at least one content marketing activity. Aided list; multiple responses permitted.

2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs
These findings are similar to last year’s with one notable exception: There is a slight decrease in those prioritizing their audience’s informational needs over their company’s sales/promotional message.

**Concepts B2B Marketers Always/Frequently Take Into Account While Creating Content for Their Organization**

- **Fact check our content to ensure accuracy**: 95% Most Successful, 81% All Respondents, 92% Least Successful
- **Prioritize the audience’s informational needs over our sales/promotional message**: 88% Most Successful, 66% All Respondents, 81% Least Successful
- **Craft content based on specific stages of the customer journey**: 74% Most Successful, 48% All Respondents, 50% Least Successful

Note: Slight decrease is defined here as a decrease of 2 to 7 percentage points.

Base: B2B content marketers who answered each concept.

2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs
The average number of audiences B2B marketers create content for is 4. The average is higher in large companies (5) and lower in small companies (3).
Regardless of their organization’s size, B2B marketers say half the content they produce is created for audiences in the early stages of the customer journey.

**Percentage of Total Content B2B Marketers Created for Content Marketing Purposes in Last 12 Months**

- **50%** Top-of-the-funnel (generating awareness/interest)
- **22%** Mid-funnel (consideration/intent)
- **14%** Late-stage (evaluation/purchase)
- **11%** Post-sale (loyalty/brand advocacy)
- **3%** Other areas

Base: B2B content marketers who answered the question. Percentages were required to equal 100%. 2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs
The top 3 types of content B2B marketers use are social media content (95%), blog posts/short articles (89%), and email newsletters (81%).

Other content types used in last 12 months: Long-Form Text (e.g., articles 3,000+ words) (38%); Research Reports (34%); Print Magazines (24%); Podcasts (21%); Livestreaming Content (10%); Print Books (9%); and Other (12%).


2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs
We asked respondents which content types are the highest performing for their organization for building brand awareness, securing leads, nurturing leads, and converting leads. Their top 3 responses in each category are shown here.

**TO BUILD BRAND AWARENESS**
- Blog Posts/Short Articles (31%)
- Social Media Content (e.g., tweets, stories) (25%)
- In-Person Events (8%)

**TO SECURE LEADS**
- In-Person Events (19%)
- Webinars/Online Events (16%)
- Ebooks/Guides (13%)

**TO NURTURE LEADS**
- Email Newsletters (31%)
- Blog Posts/Short Articles (13%)
- In-Person Events & Case Studies (tied at 9%)

**TO CONVERT LEADS**
- In-Person Events (25%)
- Case Studies (23%)
- Webinars/Online Events (11%)

*Base: B2B content marketers whose organization used more than one content type for content marketing purposes in the last 12 months.*

2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs
The top 3 organic (free) content distribution channels B2B marketers use are social media (91%), their organization’s website/blog (89%), and email (87%). The top performers are more likely to take advantage of additional opportunities such as speaking, guest articles, and media/influencer relations.

**Organic Content Distribution Channels B2B Marketers Used in Last 12 Months**

- Social Media: 91%
- Their Organization’s Website/Blog: 89%
- Email: 87%
- Speaking/Events: 63%
- Guest Posts/Articles in Third-Party Publications: 48%
- Media/Influencer Relations: 34%
- Other: 15%

**Notable Differences Between Top Performers and All Respondents (B2B Use of Organic Content Distribution Channels)**

- Speaking/Events: Top Performers 70%, All Respondents 63%
- Guest Posts/Articles in Third-Party Publications: Top Performers 63%, All Respondents 48%
- Media/Influencer Relations: Top Performers 46%, All Respondents 34%

2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs
84% of B2B marketers use paid distribution channels for content marketing purposes; of that group, 72% use paid social media/promoted posts.

Paid Content Distribution Channels B2B Marketers Used in Last 12 Months

- Social Media Advertising/Promoted Posts: 72%
- Sponsorships (e.g., booths, workshops, branding): 66%
- Search Engine Marketing (SEM)/Pay-Per-Click: 61%
- Banner Ads Promoting Your Content (e.g., ebook, webinar): 46%
- Partner Emails Promoting Your Content (e.g., ebook, webinar): 32%
- Native Advertising/Sponsored Content (not including social media platforms): 31%
- Other: 14%

Note: 16% of respondents indicated their organization did not use paid distribution channels in the last 12 months.

Base: B2B content marketers whose organization used at least one paid distribution channel in the last 12 months.

2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs
 Nearly all B2B marketers use LinkedIn for organic content marketing. LinkedIn is also the top choice among those who use paid social media platforms.

Respondents also selected LinkedIn as both the organic and paid social media platform that generates the best content marketing results for their organization.

**Organic Social Media Platforms**

**B2B Content Marketers Used in Last 12 Months**

- **LinkedIn**: 95%
- **Twitter**: 86%
- **Facebook**: 83%
- **YouTube**: 53%
- **Instagram**: 46%

*Other organic social used in last 12 months:* Medium (11%); Pinterest (10%); Quora (5%); Reddit (5%); Snapchat (3%); and Other (7%).

**Paid Social Media Platforms**

**B2B Content Marketers Used in Last 12 Months**

- **LinkedIn**: 76%
- **Facebook**: 66%
- **Twitter**: 29%
- **Instagram**: 17%
- **YouTube**: 11%

*Other paid social used in last 12 months:* Pinterest (2%); Snapchat (2%); Medium (2%); Reddit (1%); Quora (1%); and Other (5%).

*Base: B2B content marketers whose organization used organic social to distribute content in the last 12 months. Aided list; multiple responses permitted.*

*Base: B2B content marketers whose organization used paid social to distribute content in the last 12 months. Aided list; multiple responses permitted.*
80% of B2B marketers use metrics to measure content performance, 65% have established KPIs, and 43% measure content marketing ROI.

**Does Your B2B Organization Use Metrics to Measure Content Performance?**

- Yes: 80%
- No: 6%
- Unsure: 14%

**Did Your B2B Organization Establish KPIs to Measure Content Marketing Initiatives in the Last 12 Months?**

- Yes: 65%
- No: 27%
- Unsure: 8%

**Does Your B2B Organization Measure Content Marketing ROI?**

- Yes: 44%
- No: 13%
- Unsure: 43%

*Base: B2B content marketers.*

*2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs*
The top 5 metrics B2B marketers track to measure content performance are email engagement (90%), website traffic (88%), website engagement (86%), social media analytics (83%), and conversions (78%).

Other metrics tracked in last 12 months: Cost of a Lead, Subscribers, and/or Customer/ Customer Acquisition Cost (CAC) (41%); PR Mentions/ Media Coverage (39%); Mobile Analytics (e.g., traffic, time spent, conversions) (32%); Sales Effectiveness (e.g., sales cycle time, sales team performance) (24%); Customer Retention Rates (19%); Customer Satisfaction Metrics (18%); Lifetime Customer Value (12%); and Other (2%).
59% of the B2B marketers who measure content marketing ROI (43%) rate their ability to demonstrate ROI as excellent or very good.

**B2B Marketers’ Ability to Demonstrate ROI for Content Marketing Initiatives**

- **Excellent**: 14%
- **Very Good**: 2%
- **Average**: 36%
- **Below Average**: 45%
- **Poor**: 0%
- **Too Soon to Tell**: 3%

*Base: B2B content marketers whose organization uses metrics and whose team measured ROI of overall content marketing initiatives in the last 12 months. Aided list.*

**EXCELLENT**
We have measurement data showing ROI on overall content marketing approach

**VERY GOOD**
We have measurement data showing ROI on at least one content marketing initiative with well-informed insights in other areas

**AVERAGE**
We have well-informed insights, but lack measurement data showing ROI

**BELOW AVERAGE**
We only have speculative insights at this point

**POOR**
We have little insight into what works and what doesn’t

2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs
Most respondents are focused on top-of-funnel goals; however, there are notable year-over-year differences among those using content marketing successfully to nurture, build loyalty, and generate sales/revenue.

### Goals B2B Marketers Have Achieved by Using Content Marketing Successfully in Last 12 Months

<table>
<thead>
<tr>
<th>Metric</th>
<th>All Respondents</th>
<th>As Reported One Year Ago*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create brand awareness</td>
<td>86%</td>
<td>81%</td>
</tr>
<tr>
<td>Educate audience(s)</td>
<td>79%</td>
<td>73%</td>
</tr>
<tr>
<td>Build credibility/trust</td>
<td>75%</td>
<td>68%</td>
</tr>
<tr>
<td>Generate demand/leads</td>
<td>70%</td>
<td>68%</td>
</tr>
<tr>
<td>Nurture subscribers/audiences/leads</td>
<td>68%</td>
<td>58%</td>
</tr>
<tr>
<td>Build loyalty with existing clients/customers</td>
<td>63%</td>
<td>54%</td>
</tr>
<tr>
<td>Drive attendance to one or more in-person events</td>
<td>52%</td>
<td>49%</td>
</tr>
<tr>
<td>Generate sales/revenue</td>
<td>53%</td>
<td>45%</td>
</tr>
<tr>
<td>Build a subscribed audience</td>
<td>45%</td>
<td>43%</td>
</tr>
<tr>
<td>Support the launch of a new product</td>
<td>45%</td>
<td>40%</td>
</tr>
<tr>
<td>None of the above</td>
<td>0%</td>
<td>1%</td>
</tr>
</tbody>
</table>

*See 2019 B2B Content Marketing Benchmarks, Budgets, and Trends--North America


2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs
36% of B2B marketers reported a 2019 annual content marketing budget of less than $100,000. The average reported annual budget (all respondents) was $185,000.

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### 2019 Annual Budget for B2B Content Marketing (Average) (All Respondents)

- 36% Less than $100,000
- 18% $100,000 to under $500,000
- 18% $500,000 to under $750,000
- 4% $750,000 to under $1,000,000
- 3% $1,000,000 or more
- 2% Unsure
- 4% There is no content marketing budget

### 2019 Annual Budget for B2B Content Marketing (Average) (By Content Marketing Success Level)

- **Most Successful**
  - $185,000
- **All Respondents**
  - $185,000
- **Least Successful**
  - $109,000

### 2019 Annual Budget for B2B Content Marketing (Average) (By Company Size)

- **Large** (1,000+ Employees)
  - $405,000
- **Medium** (100-999 Employees)
  - $213,000
- **Small** (1-99 Employees)
  - $81,500

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Note: Marketers who reported their organization has no content marketing budget were not asked to specify if the expenditures come from a general marketing or other fund. The survey did not specify whether to include content marketing salaries, nor did it ask respondents to break out areas of content marketing spend.


2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs
Nearly half of B2B marketers expect their content marketing budget to increase in 2020.

These figures are similar among organizations of all sizes regardless of their overall content marketing success. They’re also similar to the percentages reported last year.

**B2B Marketers’ Expected Change in 2020 Content Marketing Budget Compared With 2019**

- 35% increase by 1% to 9%
- 12% increase more than 9%
- 4% stay the same
- 15% decrease
- 12% unsure

Organization size and available budget impact whether a company uses paid advertising in addition to content marketing.

Does Your B2B Organization Use Traditional Paid Advertising in Addition to Content Marketing? (All Respondents)

- Yes: 65%
- No: 35%

Percentage of B2B Marketers Who Use Traditional Paid Advertising in Addition to Content Marketing (By Company Size)

- Large (1,000+ Employees): 54%
- Medium (100-999 Employees): 41%
- Small (1-99 Employees): 23%

Percentage of B2B Marketers Who Use Traditional Paid Advertising in Addition to Content Marketing (By Annual Content Marketing Budget)

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over $100,000</td>
<td>49%</td>
<td>51%</td>
</tr>
<tr>
<td>Under $100,000</td>
<td>28%</td>
<td>72%</td>
</tr>
</tbody>
</table>

Base: B2B content marketers.
2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs
Of those who use paid advertising, 38% say they’ve shifted paid advertising dollars to content marketing in the last 12 months. There were no notable differences by company size or amount of the annual content marketing budget.

**Did Your B2B Organization Shift Paid Advertising Dollars to Content Marketing in the Last 12 Months?**

- Yes: 38%
- No: 40%
- Unsure: 22%

*Base: B2B content marketers whose organization uses traditional paid advertising in addition to content marketing. 2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs*
CONTENT MARKETING PRIORITIES
Nearly half of B2B marketers think their organization might prioritize improving the quality/conversion of audiences in 2020.

**Top 3 Content Marketing Activities B2B Marketers Think Their Organization Might Prioritize in 2020**

- Improve quality/conversion of audience(s) 48%
- Improve on content distribution/promotion 46%
- Focus on content quality/quantity 46%
- Improve on content marketing measurement 44%
- Increase the size of our audience(s) 34%
- Know our audience(s) better 32%
- Segment/capture better data from audience(s) 31%
- None of the above 4%

*Note: The survey did not ask respondents to rate their organization’s current success with any of the activities shown on the aided list. Therefore, use caution if making assumptions about current challenges organizations may be facing in any of the areas listed.*


*2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs*
**METHODOLOGY**

*B2B Content Marketing 2020: Benchmarks, Budgets, and Trends—North America* was produced by **Content Marketing Institute (CMI) and MarketingProfs** and sponsored by **Sitecore**.

The CMI/MarketingProfs 10th annual content marketing survey, from which the results of this report were generated, was emailed to a sample of marketers using lists from Content Marketing Institute and MarketingProfs. Online survey hosting, data collection, and tabulation was provided by Readex Research.

A total of 1,798 recipients from around the globe—representing a full range of industries, functional areas, and company sizes—replied to the survey during June/July 2019.

This report presents the findings from the 679 respondents who indicated:

- Their organization is a for-profit company in North America, primarily selling products/services to businesses (B2B)
- Their organization has used content marketing for at least one year
- They are a content marketer, involved with the content marketing function, and/or someone to whom content marketing reports

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**B2B Industry Classification**

- Technology/IT/Software/Hardware: 14%
- Agency (Content Marketing, Advertising, Digital, PR): 4%
- Manufacturing: 4%
- Consulting: 8%
- Professional Services: 9%
- Healthcare/Medical/Pharma/Life Sciences: 11%
- Financial Services: 19%
- Publishing/Media: 27%
- Other: 4%

**Size of B2B Company (by Employees)**

- Micro (Fewer than 10 Employees): 22%
- Small (10-99 Employees): 19%
- Medium (100-999 Employees): 31%
- Large (1,000+ Employees): 28%

**B2B Content Marketing Job Title/Function**

- Marketing Management: 34%
- Content Creation/Management: 14%
- Corporate/Executive Management: 29%
- Marketing Operations: 2%
- Advertising/PR/Comm Management: 8%
- Consulting: 6%
- Other: 2%
Thanks to all the survey participants who made this research possible and to everyone who helps disseminate these findings throughout the content marketing industry.

About Content Marketing Institute
Content Marketing Institute (CMI) 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 fall in Cleveland, Ohio, and ContentTECH Summit event is held every spring in San Diego, California. CMI publishes Chief Content Officer for executives and provides strategic consulting and content marketing research for some of the best-known brands in the world. Content Marketing Institute is organized by Informa Tech. To learn more: ContentMarketingInstitute.com.

About MarketingProfs
MarketingProfs is a training and education company dedicated to helping large organizations, small teams, and individuals execute marketing campaigns that drive real results. MarketingProfs produces training programs, online events, conferences, including the MarketingProfs B2B Forum. More than 600,000 marketers globally trust MarketingProfs as their top marketing resource.

About Sitecore
Sitecore is the global leader in experience management software that combines content management, commerce, and customer insights. The Sitecore Experience Cloud™ empowers marketers to deliver personalized content in real time and at scale across every channel—before, during, and after a sale. More than 5,200 brands—including American Express, Carnival Cruise Lines, Dow Chemical, and L’Oréal—have trusted Sitecore to deliver the personalized interactions that delight audiences, build loyalty, and drive revenue.
TRANSFORM YOUR CONTENT DELIVERY

Sitecore and SoDA research shows that publishing personalized content faster or more cost effectively is a priority for over 95% of global marketing leaders.

Your customers expect memorable moments at every brand touchpoint. It’s a never-ending challenge. We call it “The Content Crisis.” Fortunately, there’s a way forward.

Check our guides for advice on how to better plan, manage, publish, and organize your content in ways that optimize your ability to deliver high-quality, personalized content consistently and efficiently.

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