Any brands use agencies to support or entirely run their content marketing. So watching trends in how agencies use content marketing to support their own businesses offers valuable insight. Here's a peek at what 235 agency professionals told us about their practices in our 2020 Benchmarks, Budgets, and Trends research.

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**WHAT AGENCIES DO IN 2020**

**83%** of those use paid social media:
- Facebook (82%)
- Instagram (36%)
- Twitter (21%)
- YouTube (12%)

38% of the agency respondents who use more than one paid social channel use LinkedIn. The best results followed by Facebook (35%).

76% of those use paid content distribution channels.

**76%** use paid content distribution channels.

**86%** say blog posts are best for creating awareness and in-person events are best for converting leads.

71% prioritize informational needs over their own sales/promotional message.

86% use content marketing successfully to build brand awareness.

They say that blog posts are best for creating awareness and in-person events are best for converting leads.

76% have a content marketing strategy (45% actually document it).

71% invest in traditional paid advertising.

55% spend on traditional ads in addition to content marketing.

They have a strategy.

**76%** use paid content distribution channels.

**76%** use paid content distribution channels.

They invest in content promotion.

They say that blog posts are best for creating awareness and in-person events are best for converting leads.

They prioritize informational needs over their own sales/promotional message.

They match channels to their goals.

They have a strategy.

**WHAT AGENCIES (MOSTLY) DON'T DO**

**ONLY 22%** invest in traditional paid advertising.

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**JUST 23%** invest in native advertising/sponsored content.

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**ONLY 44%** measure ROI.

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To learn more about how agencies and brands use content marketing to create awareness and build relationships with audiences, read our 2020 research reports at https://contentmarketinginstitute.com/research/.