

# HOW DO AGENCIES USE CONTENT MARKETING?

## WHAT AGENCIES DO IN 2020

**M**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 230 agency professionals told us about their practices in our 2020 Benchmarks, Budgets, and Trends research.



## THEY INVEST IN CONTENT PROMOTION

**76%** USE PAID CONTENT DISTRIBUTION CHANNELS

83% OF THOSE USE PAID SOCIAL MEDIA:

- Facebook (82%)
- LinkedIn (58%)
- Instagram (36%)
- Twitter (21%)
- YouTube (12%)

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



## THEY FOCUS ON THE AUDIENCE'S NEEDS

**71%** PRIORITIZE INFORMATIONAL NEEDS OVER THEIR OWN SALES/PROMOTIONAL MESSAGE



## THEY MATCH CHANNELS TO THEIR GOALS

**86%** USE CONTENT MARKETING SUCCESSFULLY TO BUILD BRAND AWARENESS

They say **BLOG POSTS** are best for creating awareness and **IN-PERSON EVENTS** are best for converting leads.



## THEY HAVE A STRATEGY

**76%** HAVE A CONTENT MARKETING STRATEGY (45% ACTUALLY DOCUMENT IT)

## WHAT AGENCIES (MOSTLY) DON'T DO



▶ INVEST IN TRADITIONAL PAID ADVERTISING

**ONLY 22%** SPEND ON TRADITIONAL ADS IN ADDITION TO CONTENT MARKETING

▶ INVEST IN NATIVE ADVERTISING/SPONSORED CONTENT

**JUST 23%** USE NATIVE ADS OR SPONSORED CONTENT (OTHER THAN PAID SOCIAL)

▶ MEASURE ROI

**ONLY 44%** MEASURE CONTENT MARKETING ROI (BUT OF THOSE WHO DO, 71% SAY THEY'RE DOING AN EXCELLENT OR VERY GOOD JOB OF IT).

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/>.



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