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

- **Top Performers (aka Most Successful)**: The “most successful” are those who characterize their organization’s overall content marketing approach as extremely or very successful (Top 2). See page 8.

- **Company Size**: Small (1-99 employees) and Large/Enterprise (1,000+ employees).

Some charts in this report compare all respondents with top performers. In most instances, charts reflect the findings based on all respondents. Some charts show notable differences we observed based on company size or annual content marketing budget.

NOTE

Use caution if comparing this year’s findings 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 Technology Content Marketing 2020: Benchmarks, Budgets, and Trends. This report is based on the findings from our 10th annual content marketing survey.

Technology marketers continue to make progress with content marketing. Approximately one-third rate their organization’s overall content marketing as extremely or very successful, and 76% report they are much more or somewhat more successful compared with one year ago.

What makes them successful? When we look at the top performers, we see they treat content marketing as a strategic business function, craft content thoughtfully, experiment with distribution, and measure their results. They use content marketing not only to create brand awareness and generate leads, but also to build loyalty and subscribed audiences.

What will 2020 hold for your content marketing? We hope these findings help as you fine-tune your efforts for the rest of this year. If there is anything we can do to assist, let us know!
Technology marketers report ongoing content marketing success
76% report their organization is much more or somewhat more successful with content marketing compared with one year ago. See page 8.

Large companies—and those with bigger budgets—seek outside help with content distribution
Technology marketers who outsource are most likely to outsource content creation (88%). And while content distribution is a distant second (35%) among all respondents, the gap tightens when we look at large companies and those with bigger budgets (nearly half of both those groups outsource content distribution). See page 18.

Most use content marketing to create brand awareness and generate leads—but many leave opportunities to build long-term relationships on the table
More than 70% use content marketing successfully at the top of the sales funnel; however, only 44% use it to build a subscribed audience. See page 32.

The challenge to create content for multi-level roles continues
59% of technology content marketers say creating content that appeals to multi-level roles within the target audience(s) is the top challenge they face. This was their top reported challenge last year as well. See page 40.
### Differences Between Top-Performing Technology Content Marketers and All Technology Respondents

<table>
<thead>
<tr>
<th>Area</th>
<th>Top Performers*</th>
<th>All Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization’s content marketing is sophisticated/mature</td>
<td>84%</td>
<td>45%</td>
</tr>
<tr>
<td>Has a documented content marketing strategy</td>
<td>71%</td>
<td>41%</td>
</tr>
<tr>
<td>Has a centralized content marketing group working throughout the organization</td>
<td>45%</td>
<td>30%</td>
</tr>
<tr>
<td>Uses metrics to measure content performance</td>
<td>96%</td>
<td>83%</td>
</tr>
<tr>
<td><strong>Among those who use metrics:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Has KPIs to measure content initiatives</td>
<td>82%</td>
<td>70%</td>
</tr>
<tr>
<td>Measures content marketing ROI</td>
<td>62%</td>
<td>48%</td>
</tr>
<tr>
<td>Rates ability to demonstrate ROI as excellent/very good</td>
<td>75%</td>
<td>52%</td>
</tr>
<tr>
<td>Uses content marketing successfully to:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nurture subscribers/audiences/leads</td>
<td>86%</td>
<td>72%</td>
</tr>
<tr>
<td>Build loyalty with existing clients/customers</td>
<td>85%</td>
<td>58%</td>
</tr>
<tr>
<td>Generate sales/revenue</td>
<td>84%</td>
<td>60%</td>
</tr>
<tr>
<td>Build a subscribed audience</td>
<td>72%</td>
<td>44%</td>
</tr>
</tbody>
</table>

*A top performer (aka “most successful”) is a respondent who characterizes their organization’s overall content marketing approach as extremely or very successful.
Base: Technology content marketers.

2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs
## Differences Between Top-Performing Technology Content Marketers and All Technology Respondents (continued)

<table>
<thead>
<tr>
<th>Always/frequently:</th>
<th>Top Performers*</th>
<th>All Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prioritizes audience’s informational needs over organization’s sales/promotional message</td>
<td>82%</td>
<td>64%</td>
</tr>
<tr>
<td>Crafts content based on specific stages of the customer journey</td>
<td>79%</td>
<td>55%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Strongly/somewhat agrees:</th>
<th>Top Performers*</th>
<th>All Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization prioritizes delivering relevant content when and where a person is most likely to see it</td>
<td>88%</td>
<td>66%</td>
</tr>
<tr>
<td>Organization provides customers with optimal experiences across their engagement journey</td>
<td>82%</td>
<td>52%</td>
</tr>
</tbody>
</table>

*A top performer (aka “most successful”) is a respondent who characterizes their organization’s overall content marketing approach as extremely or very successful. Base: Technology content marketers.

2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs
SUCCESS & MATURITY
Approximately one-third of technology marketers (34%) say their organization is extremely or very successful with content marketing.
45% of technology marketers say their organization is in the sophisticated/mature phase of content marketing maturity.

**How Technology 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: Technology content marketers; aided list. 2020 Technology Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs*
STRATEGY, OPINIONS & TECHNOLOGY
74% of technology marketers have a content marketing strategy; among those, 41% have documented it.

**Percentage of Technology Marketers With a Content Marketing Strategy**

- Yes, and it is documented: 41%
- Yes, but it is not documented: 33%
- No, but plan to within 12 months: 19%
- No, with no plans: 7%

*Base: Technology content marketers.
2020 Technology Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs*
52% of technology marketers agree their organization provides customers with optimal experiences across the engagement journey.

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

- Our audience views our organization as a credible and trusted resource: 83%
- Our organization values creativity and craft in content creation and production: 75%
- Our organization prioritizes delivering relevant content when and where a person is most likely to see it: 66%
- Our organization provides customers with optimal experiences across their engagement journey: 52%

*Base: Technology content marketers who answered each statement. 2020 Technology Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs*
Technology marketers report the top three technologies they use to assist with content marketing are analytics tools (87%), social media publishing/analytics (83%), and email marketing software (80%).

### Technology Marketers’ Use of Technologies to Assist With Content Marketing (Top 7)

- Analytics Tools (e.g., web analytics, dashboards) 87%
- Social Media Publishing/Analytics 83%
- Email Marketing Software 80%
- Customer Relationship Management (CRM) System 69%
- Content Management System (CMS) 56%
- Marketing Automation System (MAS) 54%
- Content Creation/Collaboration/Workflow 50%

**Other technologies used:** Content Distribution Platform (33%); Content Optimization (25%); Content Performance/Recommendation Analytics (23%); Digital Asset Management (DAM) System (22%); and Integrated Content Marketing Platform (11%). 1% said none of the above.

*Base: Technology content marketers. Aided list; multiple responses permitted. 2020 Technology Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs*
TEAM STRUCTURE & OUTSOURCING
46% of technology 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 (45%) (see page 5).

### Technology Organizations’ Content Marketing Team Structure

<table>
<thead>
<tr>
<th></th>
<th>All Respondents</th>
<th>Small (1-99 Employees)</th>
<th>Large (1,000+ Employees)</th>
</tr>
</thead>
<tbody>
<tr>
<td>We have a centralized content marketing group that works with multiple brands/products/departments</td>
<td>30%</td>
<td>24%</td>
<td>32%</td>
</tr>
<tr>
<td>Each brand/product/department has its own content marketing team</td>
<td>6%</td>
<td>1%</td>
<td>16%</td>
</tr>
<tr>
<td>Both—we have a centralized group and individual teams throughout the organization</td>
<td>16%</td>
<td>5%</td>
<td>38%</td>
</tr>
<tr>
<td>We have a small (or one-person) marketing/content marketing team serving the entire organization</td>
<td>46%</td>
<td>67%</td>
<td>14%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
<td>2%</td>
<td>0%</td>
</tr>
</tbody>
</table>

*Base: Technology content marketers; aided list.
2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs*
47% of technology marketers say their organization has 2 to 5 internal team members who are full-time/dedicated to content marketing.

Teams grow with company size, but even large companies are most likely to have teams of 2 to 5 (52%).

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

<table>
<thead>
<tr>
<th>Team Size</th>
<th>All Respondents</th>
<th>Small (1-99 Employees)</th>
<th>Large (1,000+ Employees)</th>
</tr>
</thead>
<tbody>
<tr>
<td>11+</td>
<td>3%</td>
<td>0%</td>
<td>10%</td>
</tr>
<tr>
<td>6-10</td>
<td>6%</td>
<td>2%</td>
<td>13%</td>
</tr>
<tr>
<td>2-5</td>
<td>47%</td>
<td>37%</td>
<td>52%</td>
</tr>
<tr>
<td>1</td>
<td>25%</td>
<td>33%</td>
<td>17%</td>
</tr>
<tr>
<td>0 (no one is full-time, dedicated)</td>
<td>19%</td>
<td>27%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Base: Technology content marketers.
2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs
55% of technology marketers outsource at least one content marketing activity. Large companies are the most likely to outsource (75%).

**Does Your Technology Organization Outsource Any Content Marketing Activities?**

<table>
<thead>
<tr>
<th></th>
<th>All Respondents</th>
<th>Small (1-99 Employees)</th>
<th>Large (1,000+ Employees)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>55%</td>
<td>40%</td>
<td>75%</td>
</tr>
<tr>
<td>No</td>
<td>45%</td>
<td>60%</td>
<td>25%</td>
</tr>
</tbody>
</table>

*Base: Technology content marketers.*

2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs
Among those who outsource, content creation is the activity they are most likely to outsource, no matter the company size or content marketing budget.

There were two notable differences, however, with content distribution, the second most frequently outsourced activity: 48% of large technology companies (1,000+ employees) and those with content marketing budgets of $100,000 or more say they outsource content distribution, compared with 35% of all respondents.

### Content Marketing Activities Technology Organizations Outsource

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content Creation</td>
<td>88%</td>
</tr>
<tr>
<td>Content Distribution</td>
<td>35%</td>
</tr>
<tr>
<td>Content Technology</td>
<td>25%</td>
</tr>
<tr>
<td>Content Strategy</td>
<td>10%</td>
</tr>
<tr>
<td>Measurement</td>
<td>11%</td>
</tr>
<tr>
<td>Editorial Planning</td>
<td>7%</td>
</tr>
<tr>
<td>Other</td>
<td>19%</td>
</tr>
</tbody>
</table>

*Base: Technology content marketers whose organization outsources at least one content marketing activity. Aided list; multiple responses permitted. 2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs.*
64% of technology marketers always/frequently prioritize the audience’s informational needs over their sales/promotional message.

### Concepts Technology Marketers Always/Frequently Take Into Account While Creating Content for Their Organization

- **Fact check our content to ensure accuracy**
  - 92%
- **Prioritize the audience’s informational needs over our sales/promotional message**
  - 64%
- **Craft content based on specific stages of the customer journey**
  - 55%

*Base: Technology content marketers who answered each concept.  
2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs*
The average number of audiences technology marketers create content for is 3.8. The average is higher in large companies (4.1) and lower in small companies (3.4).

**Number of Different Audiences Technology Marketers Create Content For**

- 42%: 6+
- 28%: 4-5
- 24%: 2-3
- 6%: 1

Base: Technology content marketers; aided list.
2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs
Regardless of their organization’s size, technology marketers say half the content they produce is created for audiences in the early stages of the customer journey.

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

- 47% Top-of-the-funnel (generating awareness/interest)
- 21% Mid-funnel (consideration/intent)
- 16% Late-stage (evaluation/purchase)
- 12% Post-sale (loyalty/brand advocacy)
- 4% Other areas

*Base: Technology content marketers who answered the question. Percentages were required to equal 100%. 2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs*
The top three types of content technology marketers use are social media content (96%), blog posts/short articles (93%), and in-person events (83%).

### Content Types Technology Marketers Used in Last 12 Months (Top 10)

<table>
<thead>
<tr>
<th>Content Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Content (e.g., tweets, stories)</td>
<td>96%</td>
</tr>
<tr>
<td>Blog Posts/Short Articles</td>
<td>93%</td>
</tr>
<tr>
<td>In-Person Events</td>
<td>83%</td>
</tr>
<tr>
<td>Case Studies</td>
<td>82%</td>
</tr>
<tr>
<td>Email Newsletters</td>
<td>82%</td>
</tr>
<tr>
<td>Videos (excluding livestreaming)</td>
<td>80%</td>
</tr>
<tr>
<td>Webinars/Online Events</td>
<td>74%</td>
</tr>
<tr>
<td>Infographics/Charts/Photos/Data Viz</td>
<td>71%</td>
</tr>
<tr>
<td>White Papers</td>
<td>62%</td>
</tr>
<tr>
<td>Ebooks/Guides</td>
<td>61%</td>
</tr>
</tbody>
</table>

**Other content types used in last 12 months:** Long-Form Text (e.g., articles 3,000+ words) (43%); Research Reports (43%); Podcasts (23%); Livestreaming Content (13%); Print Magazines (10%); Print Books (10%); and Other (13%).
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 three responses in each category are shown here.

**TO BUILD BRAND AWARENESS**
- Blog Posts/Short Articles (36%)
- Social Media Content (e.g., tweets, stories) (18%)
- In-Person Events (12%)

**TO SECURE LEADS**
- In-Person Events (21%)
- Webinars/Online Events (19%)
- Ebooks/Guides (15%)

**TO NURTURE LEADS**
- Email Newsletters (27%)
- Blog Posts/Short Articles (12%)
- Case Studies (12%)

**TO CONVERT LEADS**
- Case Studies (29%)
- In-Person Events (22%)
- Webinars/Online Events (12%)

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

2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs
The top three organic content distribution channels technology marketers use are their organization’s website/blog (94%), social media (92%), and email (87%).
92% of technology marketers use paid distribution channels for content marketing purposes; of that group, 77% use paid social media advertising/promoted posts.

**Did Your Technology Organization Use Paid Content Distribution Channels in the Last 12 Months?**

- **Yes**: 92%
- **No**: 8%

**Paid Content Distribution Channels Technology Marketers Used in the Last 12 Months**

- Social Media Advertising/Promoted Posts: 77%
- Sponsorships (e.g., booths, workshops, branding): 72%
- Search Engine Marketing (SEM)/Pay-Per-Click: 71%
- Banner Ads Promoting Your Content (e.g., ebook, webinar): 56%
- Partner Emails Promoting Your Content (e.g., ebook, webinar): 40%
- Native Advertising/Sponsored Content (not including social media platforms): 38%
- Other: 21%

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

Beyond use, we also asked technology marketers which social media platform generates the best content marketing results for their organization. LinkedIn is the clear winner for organic (61%), with Facebook trailing a distant second (13%). LinkedIn also wins as best paid platform (53%), followed by Facebook (30%).

**Organic Social Media Platforms Technology Content Marketers Used in Last 12 Months**

- **LinkedIn**: 97%
- **Twitter**: 93%
- **Facebook**: 87%
- **YouTube**: 59%
- **Instagram**: 46%

Other organic social used in last 12 months: Medium (12%); Reddit (10%); Quora (9%); Pinterest (8%); Snapchat (2%); and Other (9%).

**Paid Social Media Platforms Technology Content Marketers Used in Last 12 Months**

- **LinkedIn**: 84%
- **Facebook**: 63%
- **Twitter**: 35%
- **Instagram**: 15%
- **YouTube**: 13%

Other paid social used in last 12 months: Reddit (2%); Medium (1%); Pinterest (1%); Quora (1%); Snapchat (0%); and Other (7%).

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

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

2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs
83% of technology marketers use metrics to measure content performance. Of those, 70% have established KPIs and 48% measure content marketing ROI.

**Does Your Technology Organization Use Metrics to Track Content Performance?**
- Yes: 83%
- No: 10%
- Unsure: 7%

**Did Your Technology Organization Establish KPIs to Measure Content Marketing Initiatives in the Last 12 Months?**
- Yes: 70%
- No: 23%
- Unsure: 7%

**Does Your Technology Organization Measure Content Marketing ROI?**
- Yes: 48%
- No: 38%
- Unsure: 14%

*Base: Technology content marketers.*

*Base: Technology content marketers whose organization uses metrics to measure content performance.*

*Base: Technology content marketers whose organization uses metrics to measure content performance.*

2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs
The top five metrics technology marketers track to measure content performance are website traffic (90%), email engagement (89%), social media analytics (85%), website engagement (85%), and conversions (81%).

**Metrics Technology Marketers Tracked to Measure Content Performance in Last 12 Months (Top 8)**

- **Website Traffic** (e.g., page views, backlinks) - 90%
- **Email Engagement** (e.g., opens, clicks, downloads) - 89%
- **Social Media Analytics** (e.g., shares, followers, views, likes) - 85%
- **Website Engagement** (e.g., time spent, bounce rate, form completions) - 85%
- **Conversions** (e.g., traffic to subscribers, leads to sales) - 81%
- **Marketing Qualified Lead Metrics** (e.g., MQLs, SQLs) - 64%
- **Email Subscriber Numbers** (e.g., growth, unsubscribes) - 62%
- **Search Rankings** - 60%

**Other metrics tracked in last 12 months:**
- PR Mentions/Media Coverage (54%)
- Cost of a Lead, Subscribers, and/or Customer Acquisition Cost (CAC) (47%)
- Sales Effectiveness (e.g., sales cycle time, sales team performance) (30%)
- Customer Mobile Analytics (e.g., traffic, time spent, conversions) (25%)
- Retention Rates (23%)
- Customer Satisfaction Metrics (22%)
- Lifetime Customer Value (13%)
- and Other (3%)

Base: Technology content marketers whose organization uses metrics to measure content performance. Aided list; multiple responses permitted.

2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs
Among the technology marketers who measure content marketing ROI, 52% rate their ability to demonstrate ROI as excellent or very good.

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

- **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

Base: Technology content marketers whose organization uses metrics and whose team measured ROI on overall content marketing initiatives in the last 12 months. Aided list. 2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs
89% of technology marketers have used content marketing successfully to create brand awareness in the last 12 months; however, fewer than half (44%) have used it to build a subscribed audience.

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

- Create brand awareness: 89%
- Educate audience(s): 80%
- Generate demand/leads: 79%
- Build credibility/trust: 73%
- Nurture subscribers/audiences/leads: 72%
- Drive attendance to one or more in-person events: 63%
- Generate sales/revenue: 60%
- Build loyalty with existing clients/customers: 58%
- Support the launch of a new product: 57%
- Build a subscribed audience: 44%
- None of the above: 0%

Base: Technology content marketers. Aided list; multiple responses permitted.
2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs
BUDGETS & SPENDING
33% of technology marketers reported a 2019 annual content marketing budget of $100,000 or more. The average annual budget among all respondents was $229,000.

2019 Annual Budget for Technology Content Marketing (Average) (All Respondents)

- 32%: Less than $100,000
- 21%: $100,000 to under $500,000
- 21%: $500,000 to under $750,000
- 14%: $750,000 to under $1,000,000
- 4%: $1,000,000 or more
- 4%: Unsure
- 4%: There is no content marketing budget

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

- Most Successful: $265,000
- All Respondents: $229,000

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

- Large (1,000+ Employees): $408,000
- Small (1-99 Employees): $118,000

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.

Base: Technology content marketers. Aided list.

2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs
Half of technology marketers (51%) expected their 2020 content marketing budget to be higher than it was in 2019.

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

- 38% Increase More than 9%
- 15% Increase 1% to 9%
- 30% Stay the Same
- 4% Decrease
- 13% Unsure

Base: Technology content marketers who reported having an annual budget for content marketing in 2019.

2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs
Organization size and available budget impact whether technology companies use paid advertising in addition to content marketing.

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

- Yes: 61%
- No: 39%

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

- Large (1,000+ Employees): 46%
- Small (1-99 Employees): 31%

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

<table>
<thead>
<tr>
<th>Budget Level</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over $100,000</td>
<td>47%</td>
<td>53%</td>
</tr>
<tr>
<td>Under $100,000</td>
<td>38%</td>
<td>63%</td>
</tr>
</tbody>
</table>

Base: Technology content marketers.
2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs
Of those who use paid advertising, 35% say they’ve shifted paid advertising dollars to content marketing in the last 12 months.

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

- Yes: 35%
- No: 38%
- Unsure: 27%

Base: Technology content marketers whose organization uses traditional paid advertising in addition to content marketing.

2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs
CONTENT MARKETING PRIORITIES & UNIQUE CHALLENGES
Improving the quality/conversion of audiences, content marketing measurement, and content quality/quantity are expected to be top content marketing priorities in 2020.

**Top 3 Content Marketing Priorities Technology Marketers Anticipate for Their Organization in 2020**

- Improve quality/conversion of audience(s): 54%
- Improve content marketing measurement: 47%
- Focus on content quality/quantity: 46%
- Focus on content distribution/promotion: 38%
- Know our audience(s) better: 36%
- Segment/capture better data from audience(s): 34%
- Increase the size of our audience(s): 30%
- None of the above: 1%

*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.*

*Base: Technology content marketers; aided list. Up to three responses permitted.*

2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs
Technology marketers say their top content marketing challenge is creating content that appeals to multi-level roles within the target audience(s).

**Unique Challenges Technology Content Marketers Face**

- Creating content that appeals to multi-level roles within the target audience(s) - 59%
- Accommodating for a long decision-making process - 52%
- Communicating complex content - 49%
- Making it through multiple levels of purchasing decision-makers - 49%
- Differentiating products/services from the competition - 43%
- Creating valuable content instead of sales-oriented content - 42%
- Capturing audience’s attention with typical proven techniques doesn’t always work - 33%
- Difficulty in reaching target audience(s) - 33%
- Accessing subject matter experts in order to create specialized content - 31%
- Extensively educating the target audience(s) - 27%

Note: 4% said technology organizations face the same content marketing challenges as any other organization.

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

2020 Technology Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs
Technology Content Marketing 2020: Benchmarks, Budgets, and Trends was produced by Content Marketing Institute (CMI) and sponsored by IDG Communications, Inc.

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. 303 respondents indicated their organization is a for-profit, technology company. This report presents the findings from the 256 who indicated a) their organization has used content marketing for at least one year and b) they are a content marketer, involved with the content marketing function, and/or someone to whom content marketing reports. Most technology respondents are based in North America (81%), followed by Europe (11%), Asia (5%), and Other (3%).

Find our archive of past reports at contentmarketinginstitute.com/research. Special thanks to MarketingProfs for their assistance with the annual survey and the B2B and B2C content marketing reports.
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 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. Watch this video to learn more about CMI. Content Marketing Institute is organized by Informa Connect.

About Informa Connect
Informa Connect is a specialist in content-driven events and digital communities that allow professionals to meet, connect, learn and share knowledge. We operate major branded events in Marketing, Global Finance, Life Sciences and Pharma, Construction & Real Estate, and in a number of other specialist markets and connect communities online year-round.

About IDG Communications, Inc.
IDG Communications connects the world of tech buyers with insights, intent and engagement. Our premium brands, including CIO®, Computerworld®, PCWorld® and Macworld®, engage the most powerful audience of technology buyers by providing essential guidance with quality content that provides the context needed to help inform technology purchase decisions. We execute complex campaigns using premium 1st party data that fulfill marketers’ global ambitions seamlessly with consistency that delivers results and wins awards. For complementary research on the content consumption habits of enterprise tech buyers throughout the IT purchase process, including how that content is consumed, discussed, and shared, and insights on lead nurture/sales follow-up strategies specific to tech marketing, visit www.idg.com/tools-for-marketers.