MANUFACTURING CONTENT MARKETING
BENCHMARKS, BUDGETS, AND TRENDS

INSIGHTS FOR 2022
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.
Welcome to the Manufacturing Content Marketing Benchmarks, Budgets, and Trends with Insights for 2022 report. This report looks back on the last 12 months and includes expectations for 2022.

This year’s research suggested that the pandemic awoke a sleeping giant – content marketing, that is. Without in-person events and face-to-face selling, many who had previously paid little attention to content marketing suddenly became aware of its power. More content marketers got a seat at the table and helped keep many businesses on their audiences’ radar. Some discovered new audiences altogether.

Videos and virtual events/webinars were big over the last 12 months with the manufacturing marketers we surveyed. In addition, 85% expect continued investment in video in 2022, making it the top area of predicted investment.

Yet manufacturing marketers continue to face content marketing challenges within their organizations: 51% said they are challenged with creating valuable content instead of sales-oriented content as well as with overcoming the traditional marketing and sales mindset. Fifty percent said they are challenged with accessing subject matter experts to create content.

If manufacturing marketers can overcome these challenges, they’ll improve their odds of achieving greater content marketing success in the coming year.

Here’s to a successful 2022!
Manufacturing marketers were asked to do more with the same resources in the last 12 months. 75% of respondents said they were asked to do more with the same resources in the last 12 months. Most (59%) have small teams serving the entire organization. See pages 7 and 10.

Videos were the top content type produced as well as the top predicted area of content marketing investment for 2022. The top three types of content created in the last 12 months were videos (86%), short articles/posts (83%), and virtual events/webinars/online courses (70%). Videos also were the content type manufacturing marketers said produced the best results. It makes sense then, that 85% expect their organization to invest in video in 2022. See pages 16, 17, and 35.

The percentage of those who produced virtual events/webinars/online courses increased to 70% from 55% the previous year. 70% of respondents said their organization produced virtual events/webinars/online courses in the last 12 months. That’s up from 55% the previous year. See page 16.

Manufacturing marketers are mainly using content marketing to create brand awareness. While 88% said they used content marketing successfully to create brand awareness in the last 12 months, only 67% used it to build credibility/trust and 63% to educate the audience. See page 27.

64% expect their 2022 content marketing budget to be higher than their 2021 budget. 36% of respondents who are familiar with their company’s content marketing budget said their 2021 budget increased over 2020. In addition, 64% expect their 2022 content marketing budget to increase over their 2021 budget. See page 30.

56% expect to increase investment in in-person events in 2022. 56% said they expect to increase investment in in-person events, 31% in hybrid events, and 27% in digital events. See page 31.

Changes to SEO/search algorithms and data management/analytics are top-of-mind issues in 2021/2022. The top two content marketing-related areas that will be important to manufacturing marketers are changes to SEO/search algorithms (62%) and data management/analytics (61%). See page 34.

In addition to spending more on video, manufacturing marketers expect more investment in events, owned-media assets, and paid media in 2022. We asked respondents which areas of content marketing they expect their organizations to invest in during 2022. The top four answers were videos (85%), events (68%), owned-media assets (59%), and paid media (57%). See page 35.
STRATEGY, OPINIONS & OVERALL SUCCESS
66% of manufacturing marketers reported that their organization has a content marketing strategy. Of those, 60% said their strategy is moderately or slightly different now versus pre-pandemic.

**Percentage of Manufacturing Marketers With a Content Marketing Strategy**
- Yes, and it is documented: 36%
- Yes, but it is not documented: 24%
- No, but plan to within 12 months: 30%
- No, with no plans: 10%

**Difference in Manufacturing Content Marketing Strategy Now Vs. Pre-Pandemic**
- Extremely different: 2%
- Very different: 8%
- Moderately different: 10%
- Slightly different: 14%
- Not different at all: 40%
- Unsure: 6%
- We didn’t have a content marketing strategy one year ago: 2%

*Base: Manufacturing content marketers.*

12th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2021
Over the last year, 75% of manufacturing marketers have been asked to do more with the same resources.

Manufacturing Marketers’ Opinions About Content Marketing in Their Organizations

- **Our organization values creativity and craft in content creation and production.**
  - Strongly/somewhat agree: 8%
  - Neither agree nor disagree: 10%
  - Somewhat/strongly disagree: 80%

- **Over the last year, our content team has been asked to do more with the same resources.**
  - Strongly/somewhat agree: 9%
  - Neither agree nor disagree: 16%
  - Somewhat/strongly disagree: 75%

- **Our organization provides customers with a consistent experience across their engagement journey.**
  - Strongly/somewhat agree: 13%
  - Neither agree nor disagree: 31%
  - Somewhat/strongly disagree: 55%

- **Over the last year, it has become increasingly difficult to capture our audience’s attention.**
  - Strongly/somewhat agree: 22%
  - Neither agree nor disagree: 28%
  - Somewhat/strongly disagree: 50%

*Base: Manufacturing content marketers who answered each statement. 12th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2021*
25% of respondents said their organization was extremely or very successful with content marketing in the last 12 months. The top contributing factor was the value their content provides.

### How Manufacturing Marketers Rate Their Organization’s Overall Level of Content Marketing Success in Last 12 Months

- 17% Extremely successful
- 24% Very successful
- 57% Moderately successful
- 3% Minimally successful
- 1% Not at all successful

Base: Manufacturing content marketers.

**12th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2021**

### Factors Contributing to Manufacturing Content Marketing Success in Last 12 Months

- The value our content provides: 74%
- Website changes: 63%
- Search rankings: 47%
- Adapting to changes brought forth by pandemic: 42%
- Changing buyer/consumer behaviors: 42%
- Strategy changes: 16%
- Changing our products/services: 11%

Base: Manufacturing content marketers who said their organizations were extremely/very successful with content marketing.

**12th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2021**
TEAM STRUCTURE & OUTSOURCING
Most organizations have small (or one-person) marketing/content marketing teams serving the entire organization (59%).

**Manufacturing Organizations’ Content Marketing Team Structure**

- 59%: We have a small (or one-person) marketing/content marketing team serving the entire organization.
- 18%: We have a centralized content marketing group that works with multiple brands/products/departments throughout the organization.
- 17%: Each brand/product/department has its own content marketing team.
- 5%: Both of the above — We have a centralized group and individual teams throughout the organization.

Base: Manufacturing content marketers.
12th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2021
59% of respondents said their organization has either one or no full-time employees dedicated to content marketing.

**Manufacturing Organizations’ Content Marketing Team Size (Full-Time/Dedicated to Content Marketing)**

- 36%: 1
- 29%: 2-5
- 30%: 6-10
- 5%: 11+
- 0%: 0 (no one is full time, dedicated)

Base: Manufacturing content marketers.
12th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2021
59% of respondents said their organization outsources at least one content marketing activity. Their top challenge is finding partners with adequate topical expertise (60%).

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

- Yes: 59%
- No: 41%

**Top 5 Challenges When Seeking Outsourced Manufacturing Content Marketing Help**

- Finding partners with adequate topical expertise: 60%
- Finding partners who understand/can empathize with our audience: 47%
- Budget issues: 44%
- Lack of clear return on investment (ROI) metrics: 42%
- Finding partners who can provide adequate strategic advice: 33%

*Base: Manufacturing content marketers who outsourced at least one content marketing activity. Aided list; up to five responses permitted.*

*12th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2021*
CONTENT CREATION & DISTRIBUTION
Approximately one in four manufacturing marketers rarely or never craft content for specific stages of the buyer’s journey.

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

- Differentiate your content from the competition: 59% always/frequently, 33% sometimes, 8% rarely/never.
- Prioritize the audience's informational needs over your organization's sales/promotional message: 56% always/frequently, 28% sometimes, 16% rarely/never.
- Craft content based on specific stages of the buyer's journey: 40% always/frequently, 34% sometimes, 26% rarely/never.

*Base: Manufacturing content marketers who answered each statement. 12th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2021*
The top technologies manufacturing organizations use to assist with content marketing are social media publishing/analytics (85%), analytics tools (78%), and email marketing software (75%).

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Technologies Manufacturing Organizations Use to Assist With Content Marketing

- **Social media publishing/analytics**: 85%
- **Analytics tools (e.g., web analytics, dashboards)**: 78%
- **Email marketing software**: 75%
- **Content creation/calendaring/collaboration/workflow**: 64%
- **Customer relationship management (CRM) system**: 49%
- **Content management system (CMS)**: 45%
- **Marketing automation system (MAS)**: 25%
- **Content distribution platform**: 23%
- **Content performance/recommendation analytics**: 9%
- **Other**: 1%

*Base: Manufacturing content marketers. Aided list; multiple responses permitted. 12th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2021*
86% of respondents used videos for content marketing purposes in the last 12 months.

**Content Assets Manufacturing Marketers Created/Used in Last 12 Months**

- Videos: 86%
- Short articles/posts (fewer than 3,000 words): 83%
- Virtual events/webinars/online courses: 70%
- Infographics/charts/data viz/3D models: 50%
- Case studies: 46%
- E-books/white papers: 46%
- Long articles/posts (more than 3,000 words): 45%
- Print magazines or books: 33%
- Livestreaming content: 30%
- In-person events: 28%
- Podcasts: 22%
- Research reports: 15%
- None of the above: 3%

Base: Content marketers. Aided list; multiple responses permitted.

*12th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2021*
Respondents said videos produced the best results for their content marketing in the last 12 months (52%).

Manufacturing Content Assets That Produced the Best Results in Last 12 Months (Top 4)

- Videos: 52%
- Virtual events/webinars/online courses: 48%
- E-books/white papers: 47%
- Short articles/posts (fewer than 3,000 words): 43%

Note: Respondents were shown a display list of the content types they used in the last 12 months and asked, “Which content assets produced the best results for your content marketing in the last 12 months? (Select all that apply.)”

Base: Manufacturing content marketers who use each content asset listed. Multiple responses permitted. 12th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2021
Among the video formats they used, respondents said how-to videos produced the best content marketing results in the last 12 months (53%).

### Manufacturing Video Formats That Produced the Best Results in Last 12 Months

<table>
<thead>
<tr>
<th>Format</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>How-to videos</td>
<td>53%</td>
</tr>
<tr>
<td>Webinars/webcasts/web series</td>
<td>35%</td>
</tr>
<tr>
<td>Interviews with industry experts</td>
<td>30%</td>
</tr>
<tr>
<td>About our company</td>
<td>24%</td>
</tr>
<tr>
<td>First-look product overviews</td>
<td>20%</td>
</tr>
<tr>
<td>In-depth product reviews</td>
<td>14%</td>
</tr>
<tr>
<td>Interactive video</td>
<td>12%</td>
</tr>
<tr>
<td>About our customers</td>
<td>9%</td>
</tr>
<tr>
<td>Industry research/analyst reports</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>8%</td>
</tr>
</tbody>
</table>

*Base: Manufacturing content marketers who used videos in the last 12 months. Aided list; multiple responses permitted.*

*12th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2021*
The top four owned-media platforms that manufacturing marketers used in the last 12 months were their organization’s website, email newsletters, email, and blogs.

**Owned-Media Platforms Manufacturing Marketers Used to Distribute Content in Last 12 Months**

- Their organization’s website: 92%
- Email newsletter: 74%
- Email (other than newsletter): 63%
- Blog: 50%
- Microsite (e.g., resource center): 34%
- Their organization’s branded online community: 22%
- Digital magazine: 18%
- Online learning platform: 8%
- Mobile app: 5%
- Other: 5%

*Base: Manufacturing content marketers. Aided list; multiple responses permitted.*

*12th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2021*
61% of respondents used media/public relations to distribute content in the last 12 months.

**Organic (Nonpaid) Platforms Manufacturing Marketers Used to Distribute Content in Last 12 Months**

- Media/public relations: 61%
- Speaking/presenting at events: 27%
- Collaborative social spaces: 26%
- Guest posts/articles in third-party publications: 26%
- Guest spots: 26%
- Influencer partnerships: 24%
- Listening platforms: 16%
- SMS/text messages: 10%
- None of the above: 4%

*Base: Manufacturing content marketers who use paid methods to promote content.*

*12th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2021*
LinkedIn is the organic social media platform that manufacturing content marketers used the most and the one they said produced the best results.

### Organic (Nonpaid) Social Media Platforms Manufacturing Marketers Used to Distribute Content in Last 12 Months

- LinkedIn: 93%
- Facebook: 86%
- YouTube: 80%
- Twitter: 66%
- Instagram: 61%
- Pinterest: 13%

### Organic (Nonpaid) Social Media Platforms That Produced Best Results for Manufacturers in Last 12 Months (Top 5)

- LinkedIn: 79%
- YouTube: 35%
- Facebook: 34%
- Instagram: 29%
- Twitter: 18%

Other organic social media platforms used in last 12 months:
- TikTok (5%), Twitter Spaces (5%), Reddit (3%), Discord (1%), Snapchat (1%), Quora (1%), Clubhouse (0%), Other (3%), and None (3%).
Among the respondents whose organizations used paid content distribution channels, 77% used social media advertising/promoted posts.

**Do You Use Paid Methods to Promote Content?**

- Yes: 85%
- No: 15%

**Over the Last 12 Months, How Has Your Spending on Paid Content Distribution Channels Evolved?**

- Increased: 42%
- Stayed the same: 34%
- Decreased: 7%
- Unsure: 17%

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

- Social media advertising/promoted posts: 77%
- Search engine marketing (SEM)/pay-per-click: 55%
- Sponsorships (e.g., events, booths, workshops): 45%
- Native advertising/sponsored content (not including social media platforms): 45%
- Partner emails promoting our content: 32%
- Other: 2%

*Base: Manufacturing content marketers. Aided list; multiple responses permitted. 12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021*
Among the respondents who used paid social media platforms, the majority chose Facebook (76%) and LinkedIn (62%). Respondents said LinkedIn produced the best results.

**Paid Social Media Platforms Manufacturing Marketers Used in Last 12 Months (Top 5)**

- **Facebook**: 76%
- **LinkedIn**: 62%
- **Instagram**: 32%
- **YouTube**: 26%
- **Twitter**: 16%

**Paid Social Media Platforms That Produced Best Results for Manufacturers in Last 12 Months (Top 3)**

- **LinkedIn**: 74%
- **Facebook**: 66%
- **Instagram**: 50%
METRICS & GOALS
75% of respondents said their organization measures content performance. Among those, 73% said website traffic provided the most insight into performance.

### Does Your Manufacturing Organization Measure Content Performance?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>75</td>
<td>16</td>
<td>9</td>
</tr>
</tbody>
</table>

Base: Manufacturing content marketers.
12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021

### Metrics That Have Provided Most Insight Into Manufacturers’ Content Performance in Last 12 Months

<table>
<thead>
<tr>
<th>Metric</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website traffic</td>
<td>73%</td>
</tr>
<tr>
<td>Website engagement</td>
<td>69%</td>
</tr>
<tr>
<td>Email engagement</td>
<td>67%</td>
</tr>
<tr>
<td>Social media analytics</td>
<td>67%</td>
</tr>
<tr>
<td>Conversions</td>
<td>55%</td>
</tr>
<tr>
<td>Search rankings</td>
<td>42%</td>
</tr>
<tr>
<td>Email subscriber numbers</td>
<td>42%</td>
</tr>
<tr>
<td>Quality of leads</td>
<td>29%</td>
</tr>
<tr>
<td>Quantity of leads</td>
<td>29%</td>
</tr>
<tr>
<td>Cost to acquire a lead, subscriber, and/or customer</td>
<td>15%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>

Base: Manufacturing content marketers who measure content performance.
Aided list, multiple responses permitted.
12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021
Among the 75% of respondents who measured content performance, 26% indicated they’re doing an excellent or very good job.

### How Manufacturers Characterize Their Team’s Ability to Demonstrate Content Marketing ROI

- **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 have only speculative insights at this point.
- **Poor** — We have little insight into what works and what doesn’t.

Base: Manufacturing content marketers who measure content performance. Aided list. 12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021
The top goal content marketing helps manufacturing marketers achieve is creating brand awareness.

<table>
<thead>
<tr>
<th>Goals</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create brand awareness</td>
<td>88%</td>
</tr>
<tr>
<td>Build credibility/trust</td>
<td>67%</td>
</tr>
<tr>
<td>Educate audience(s)</td>
<td>63%</td>
</tr>
<tr>
<td>Support the launch of a new product</td>
<td>58%</td>
</tr>
<tr>
<td>Generate demand/leads</td>
<td>55%</td>
</tr>
<tr>
<td>Build loyalty with existing clients/customers</td>
<td>53%</td>
</tr>
<tr>
<td>Nurture subscribers/audiences/leads</td>
<td>41%</td>
</tr>
<tr>
<td>Drive attendance to one or more in-person or virtual events</td>
<td>38%</td>
</tr>
<tr>
<td>Build a subscribed audience</td>
<td>34%</td>
</tr>
<tr>
<td>Generate sales/revenue</td>
<td>33%</td>
</tr>
<tr>
<td>None of the above</td>
<td>1%</td>
</tr>
</tbody>
</table>

Base: Manufacturing content marketers. Aided list; multiple responses permitted.
12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021
78% of respondents said they had knowledge of their company’s content marketing budget.

**Do You Have Knowledge of Your Organization’s Budget/Budgeting Process for Content Marketing?**

- Yes: 78%
- No: 22%

Base: Manufacturing content marketers.
12th Annual Content Marketing Survey. Content Marketing Institute/Marketing Profs, July 2021

**Percentage of Total Marketing Budget Spent on Manufacturing Content Marketing**

- 100%: 0%
- 75%-99%: 7%
- 50%-74%: 17%
- 25%-49%: 12%
- 10%-24%: 20%
- 5%-9%: 25%
- 1%-4%: 14%
- 0%: 5%

Base: Manufacturing content marketers who know their organizations' budget/budgeting process for content marketing. Aided list.
12th Annual Content Marketing Survey. Content Marketing Institute/Marketing Profs, July 2021
36% said their 2021 content marketing budget increased over 2020 levels.

64% expect their 2022 content marketing budget to increase over their 2021 budget.

Base: Manufacturing content marketers who know their organizations’ budget/budgeting process for content marketing. Aided list.
12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021

Base: Content marketers who know their organizations’ budget/budgeting process for content marketing. Aided list.
12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021
In a post-COVID-vaccine business environment, investment is expected to increase in in-person events (56%).

Investment in hybrid events is expected to increase (31%) more so than stay the same (26%), even though 29% do not use hybrid events at all.

Regarding digital events, many marketers appear to want to stay the course (39% say spending will stay the same), although 27% plan to increase spending.

How Manufacturing Organizations’ Investment Will Change in Following Areas

<table>
<thead>
<tr>
<th></th>
<th>Increase</th>
<th>Stay the same</th>
<th>Decrease</th>
<th>Will be a new area of investment</th>
<th>Do not/will not use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital/virtual events</td>
<td>27%</td>
<td>39%</td>
<td>19%</td>
<td>5%</td>
<td>10%</td>
</tr>
<tr>
<td>In-person events</td>
<td>56%</td>
<td>20%</td>
<td>15%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Hybrid events</td>
<td>31%</td>
<td>26%</td>
<td>5%</td>
<td>9%</td>
<td>29%</td>
</tr>
</tbody>
</table>

Base: Manufacturing content marketers who know their organizations’ budget/budgeting process for content marketing. Aided list.
12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021
LOOKING FORWARD
Respondents said their top three content marketing challenges were creating valuable content instead of sales-oriented content, overcoming the traditional marketing and sales mindset, and accessing subject matter experts to create content.

Manufacturing Organizations’ Current Content Marketing Challenges

- Creating valuable content instead of sales-oriented content: 51%
- Overcoming traditional marketing and sales mindset: 51%
- Accessing subject matter experts to create content: 50%
- Creating content that appeals to multi-level roles within the target audience: 41%
- Internal communication between teams/silos: 37%
- Difficulty in reaching target audience(s): 36%
- Ability to be agile when change is needed: 34%
- Differentiating our products/services from the competition: 33%
- Technology integration: 33%
- Consistency with messaging: 32%
- Accommodating for a long decision-making process: 26%
- The shift to virtual selling necessitated by working from home: 11%
- Government/legal regulations: 9%
- Other: 5%
- No challenges: 3%

Base: Manufacturing content marketers. Aided list; multiple responses permitted.
12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021
Changes to SEO/search algorithms (62%) and data management/analytics (61%) are top-of-mind for manufacturing content marketers in 2021/2022.

### Content Marketing-Related Areas That Will Be Most Important to Manufacturing Organizations in 2021/2022

<table>
<thead>
<tr>
<th>Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Changes to SEO/search algorithms</td>
<td>62%</td>
</tr>
<tr>
<td>Data management/analytics</td>
<td>61%</td>
</tr>
<tr>
<td>Changes to social media algorithms</td>
<td>46%</td>
</tr>
<tr>
<td>Content marketing as a revenue center</td>
<td>37%</td>
</tr>
<tr>
<td>Artificial intelligence</td>
<td>18%</td>
</tr>
<tr>
<td>Data privacy/regulations</td>
<td>17%</td>
</tr>
<tr>
<td>Voice/audio (e.g., social audio, voice search)</td>
<td>13%</td>
</tr>
<tr>
<td>Content security (e.g., HTTPS encryption)</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
<tr>
<td>None of the above</td>
<td>4%</td>
</tr>
</tbody>
</table>

*Base: Manufacturing content marketers. Aided list; multiple responses permitted.*

12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021
85% predicted their organization will invest in video in 2022, followed by events (68%), owned-media assets (59%), and paid media (57%).

**Areas of Manufacturing Content Marketing Investment in 2022**

- **Video**: 85%
- **Events (digital, in-person, hybrid)**: 68%
- **Owned-media assets**: 59%
- **Paid media**: 57%
- **Earned media**: 41%
- **Social media management/community building**: 40%
- **Getting to know audiences better**: 32%
- **User experience (UX) design**: 32%
- **Staffing/human resources**: 27%
- **Content marketing technologies**: 25%
- **Content distribution**: 19%
- **Experiential campaigns**: 13%
- **Audio-related content**: 9%
- **Data privacy solutions**: 4%
- **Other**: 1%
- **None of the above**: 3%

*Base: Manufacturing content marketers. Aided list; multiple responses permitted.
12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021*
As we mentioned in the beginning of this report, the pandemic has awakened a sleeping giant (content marketing, that is). Our research points to transformational shifts to make content marketing an even more important part of the integrated marketing mix.

But what can go unnoticed are the dangers that lurk when we’re so close. There’s a wonderful scene in the movie *Indiana Jones and the Last Crusade* when the rich investor, Walter Donovan, is trying to convince Indy to go after the Holy Grail. He says, “We’re on the verge of completing a quest that began almost two thousand years ago. We’re just one step away.” Indy responds, “That’s usually when the ground falls out from underneath your feet.”

In today’s modern business, everyone creates content — from the web team to the marketing automation/demand gen executives, even frontline account representatives. It’s probably easier to count who DOESN’T create content-driven experiences for customers these days. But we must realize that this explosive trend is actually the awakened giant. And our attempts to slay the giant require us to develop a content marketing strategy. Without a strategy, an inconsistent voice and inability to measure success make our failure imminent.

But don’t over-correct and let the ground fall out from underneath you.

When businesses create a content strategy, there is a tendency to limit the production of content and remove the voices of all frontline managers. We centralize the “storytelling” function, and not only centralize the creation of the voice but the expression of it as well.

What happens? Increasingly we see companies creating much more consistent and customer-centric sets of content. They get their voice and story back. But unfortunately, they remove their best storytellers — the rest of the business — from telling it. And as a friend of mine who was cut from a huge Hollywood movie once told me, “It’s hard to be excited about a story that you were removed from telling.”

My advice?

A scalable, successful, and differentiating content marketing strategy will help you more easily create, manage, activate, and measure digital content. You will define success by how well the content marketing strategy empowers everybody on the front line (sales, account reps, executives, and even accounting and legal) to tell your stories — and the best “next stories” — to your audience.

A strategic content marketing operation isn’t the storyteller of the business. It’s what enables everyone else to be the storytellers.

Remember: It’s your story — don’t forget that you need everyone to tell it well.
This report was produced by Content Marketing Institute (CMI) and sponsored by GlobalSpec.

The results are from the CMI/MarketingProfs 12th Annual Content Marketing Survey. The online survey was emailed to a sample of marketers using lists from CMI and MarketingProfs.

A total of 1,275 recipients from around the globe — representing a range of industries, functional areas, and company sizes — replied to the survey during July 2021.

This report presents the findings from the 82 respondents who indicated:

• Their organization is a for-profit manufacturing company (69% indicated B2B, 26% indicated both B2B+B2C, and 5% indicated B2C, with the majority based in North America).

• They are a content marketer, involved with the content marketing function, and/or someone to whom content marketing reports.

Note: Use caution when comparing this report’s findings to past years, as our methodology changed slightly. For the last several years, one of our qualifying criteria was that the respondent’s company had used content marketing for at least one year. This year, we enabled respondents whose companies have not been using content marketing for at least one year to complete the survey. We also broadened the respondent pool to include worldwide respondents rather than North America only.

Find all CMI research at contentmarketinginstitute.com/research. Special thanks to MarketingProfs for their assistance with the annual survey and the B2B and B2C reports.

Manufacturing Respondent Profile by Organization’s Content Marketing Maturity Level

- Sophisticated: 29%
- Mature: 32%
- Adolescent: 14%
- Young: 3%
- First Steps: 22%

Size of Manufacturing Company (by Employees)

- Small (1-99 employees): 23%
- Medium (100-999 employees): 45%
- Large (1,000+ employees): 32%

Manufacturing Job Function

- Marketing management: 50%
- Content creation/content management: 17%
- Senior leadership (e.g., CEO, owner, CMO, VP, GM): 12%
- Marketing operations: 8%
- Advertising/PR/communications management: 8%
- Other: 5%

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
Thanks to 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 and Real Estate, and in a number of other specialist markets and connect communities online year-round.

About GlobalSpec
GlobalSpec is a provider of data-driven industrial marketing solutions designed to help companies promote their products and grow their businesses.

Our audience of engineers and technical professionals relies on the GlobalSpec family of brands as a trusted resource for content, community, and engagement at all stages of the research, design, and purchasing process.

Our clients count on us to deliver deep industry intelligence, customized marketing programs, and measurable campaign performance. For more information about GlobalSpec, visit www.globalspec.com/advertising.