

12TH ANNUAL

B2C CONTENT MARKETING

BENCHMARKS, BUDGETS,
AND TRENDS



INSIGHTS FOR 2022

TABLE OF CONTENTS

■ INTRODUCTION	3
■ KEY FINDINGS.....	4
■ STRATEGY, OPINIONS & OVERALL SUCCESS	5
■ TEAM STRUCTURE & OUTSOURCING	9
■ CONTENT CREATION & DISTRIBUTION	13
■ METRICS & GOALS.....	24
■ BUDGETS & SPENDING.....	28
■ LOOKING FORWARD	32
■ ACTION STEPS – BY ROBERT ROSE	36
■ METHODOLOGY	37
■ ABOUT	38

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.

LISA MURTON BEETS

Research Director & Report Author, CMI

ANN HANDLEY

Chief Content Officer, MarketingProfs

STEPHANIE STAHL

General Manager, CMI

ROBERT ROSE

Chief Strategy Advisor, CMI

KIM MOUTSOS

VP Content, CMI

JOSEPH “JK” KALINOWSKI

Creative Director, CMI

AMIE CANGELOSI

Marketing Director, CMI

Welcome to the B2C Content Marketing Benchmarks, Budgets, and Trends: Insights for 2022 report. This report looks back on the last 12 months and includes expectations for 2022.

Our research suggested that, due to work-from-home requirements, content marketing piqued the interest of many who were previously unaware of its power. With more people than ever spending time online, content marketing presented a prime opportunity for businesses to get and stay in front of audiences. Some B2C marketers discovered new audiences altogether.

Short articles and videos were big over the last 12 months with the B2C marketers we surveyed. In addition, expect a lot of B2C investment in video in 2022: 72% forecast investment in this area. Paid media came in a distant second.

“EXPECT A LOT OF B2C INVESTMENT IN VIDEO IN 2022: 72% FORECAST INVESTMENT IN THIS AREA. PAID MEDIA CAME IN A DISTANT SECOND.”

Although most B2C marketers reported success with content marketing in the last 12 months, there are still challenges. Respondents said their top two content marketing challenges were creating content that appeals to multi-level roles within the target audience (42%) and internal communication between teams/silos (41%).

If B2C marketers can overcome these challenges, they'll improve their odds of achieving greater content marketing success in 2022.

Here's to a prosperous year!

KEY FINDINGS

Most B2C marketers are feeling successful with content marketing.

More than one out of four (26%) B2C respondents said their organization was extremely or very successful in the last 12 months. Another 55% said they were moderately successful. The top factor contributing to that success was “the value our content provides” (61%). See page 8.

B2C marketers were asked to do more with the same resources in the last 12 months.

66% of respondents said they were asked to do more with the same resources in the last 12 months. Most (53%) have small teams serving the entire organization. See pages 7 and 10.

80% of those who use paid distribution use paid social media advertising.

Among the B2C marketers who used paid content distribution channels, 43% said their organization increased spending on paid distribution in the last 12 months; 80% used social media advertising/promoted posts. See page 22.

61% expect their 2022 content marketing budget to be higher than their 2021 budget.

61% of respondents who are familiar with their company’s content marketing budget expected their 2022 content marketing budget to exceed their 2021 budget. See page 30.

Content creation for multi-level roles and internal communication are top challenges.

Respondents said their top two content marketing challenges were creating content that appeals to multi-level roles within the target audience (42%) and internal communication between teams/silos (41%). See page 33.

Video is the top predicted area of content marketing investment for 2022.

The top three types of content created in the last 12 months were short articles/posts (83%), videos (61%), and infographics/charts (51%). 72% expect their organization to invest in video in 2022. See pages 16 and 35.

Changes to algorithms and data management/analytics are top-of-mind issues in 2021/2022.

Changes to SEO/search algorithms (64%), changes to social media algorithms (53%), and data management/analytics (48%) are among top concerns for B2C marketers in 2021/2022. See page 34.

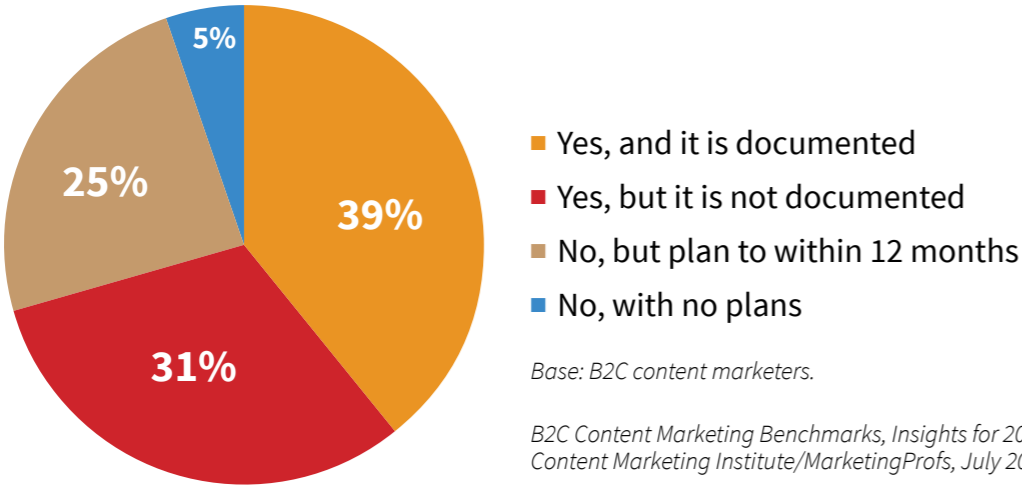


STRATEGY, OPINIONS & OVERALL SUCCESS



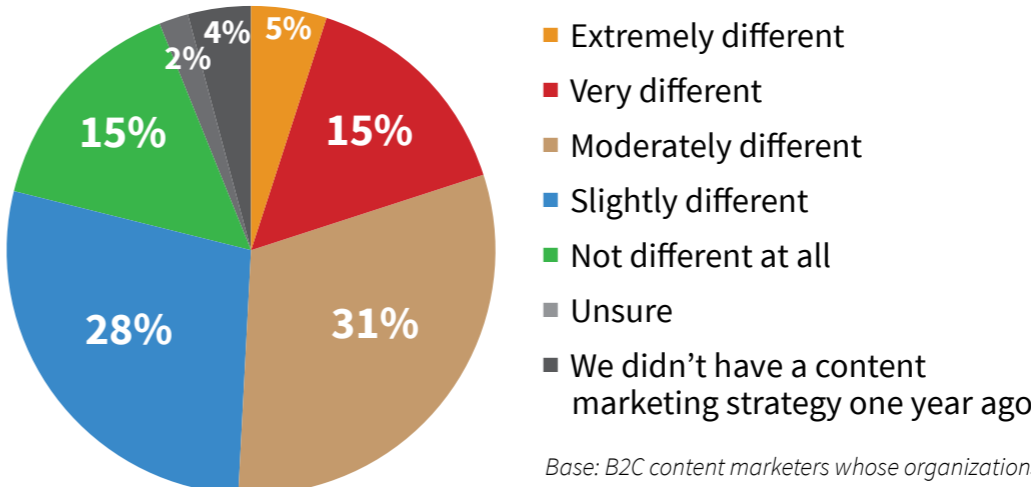
70% of B2C respondents reported that their organization has a content marketing strategy. Of those, 59% said their strategy is moderately or slightly different now versus pre-pandemic.

Percentage of B2C Marketers With a Content Marketing Strategy



Base: B2C content marketers.
 B2C Content Marketing Benchmarks, Insights for 2022.
 Content Marketing Institute/MarketingProfs, July 2021

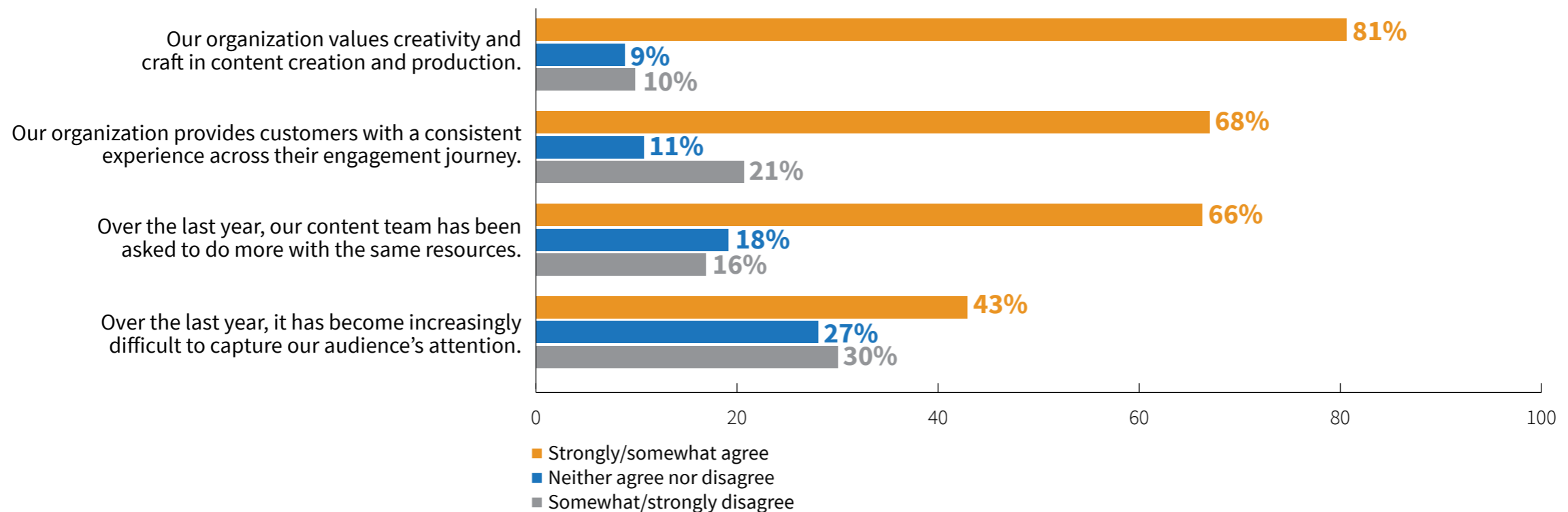
Difference in B2C Content Marketing Strategy Now Vs. Pre-Pandemic



Base: B2C content marketers whose organizations have a content marketing strategy.
 B2C Content Marketing Benchmarks, Insights for 2022.
 Content Marketing Institute/MarketingProfs, July 2021

Over the last year, 66% of B2C marketers have been asked to do more with the same resources.

B2C Marketers' Opinions About Content Marketing in Their Organizations

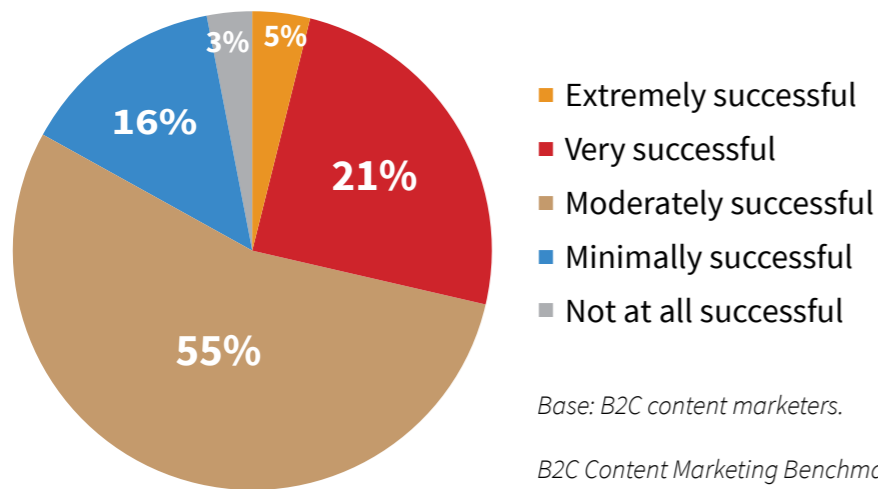


Base: B2C content marketers who answered each statement.

Base: B2C content marketers who answered each statement.
 B2C Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

26% of B2C 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.

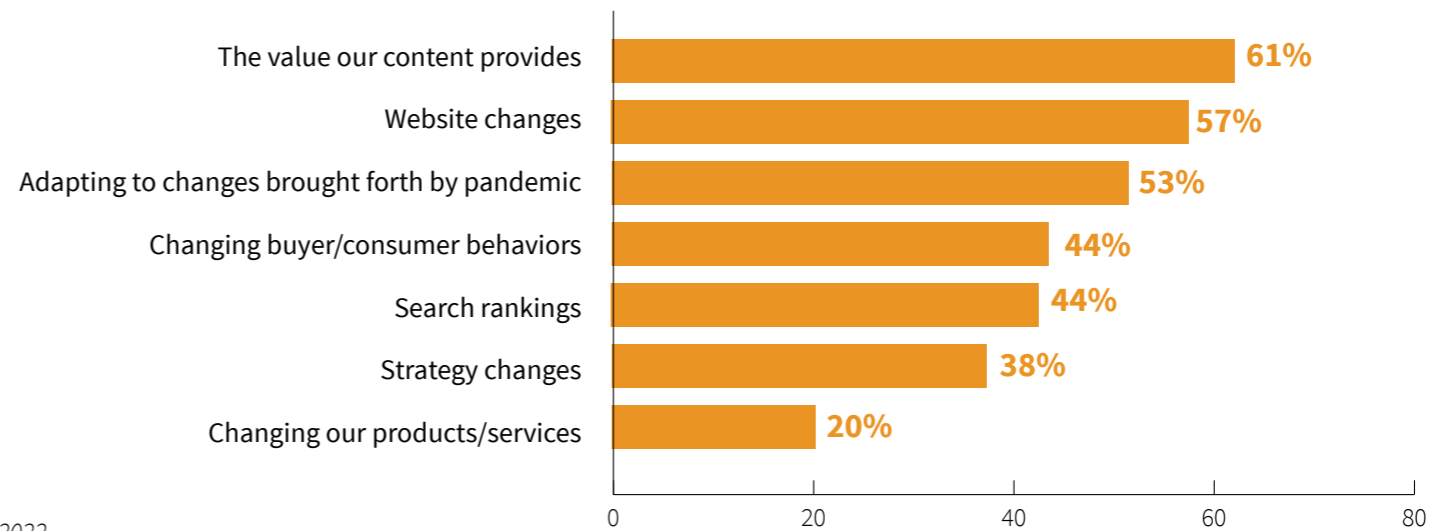
How B2C Marketers Rate Their Organization's Overall Level of Content Marketing Success in Last 12 Months



Base: B2C content marketers.

B2C Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

Factors Contributing to B2C Content Marketing Success in Last 12 Months



Base: B2C content marketers who said their organizations were extremely/very successful with content marketing.

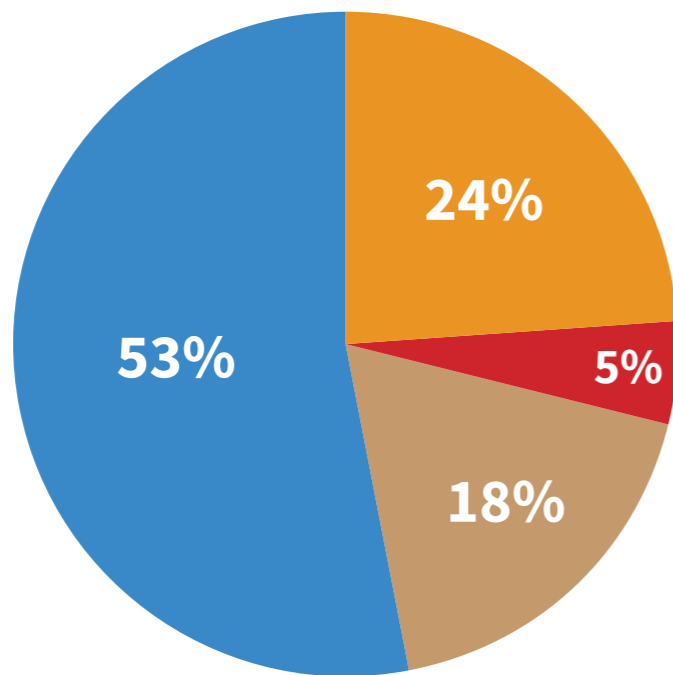
B2C Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

TEAM STRUCTURE & OUTSOURCING



Most B2C organizations have small (or one-person) marketing/content marketing teams serving the entire organization (53%).

B2C Organizations' Content Marketing Team Structure

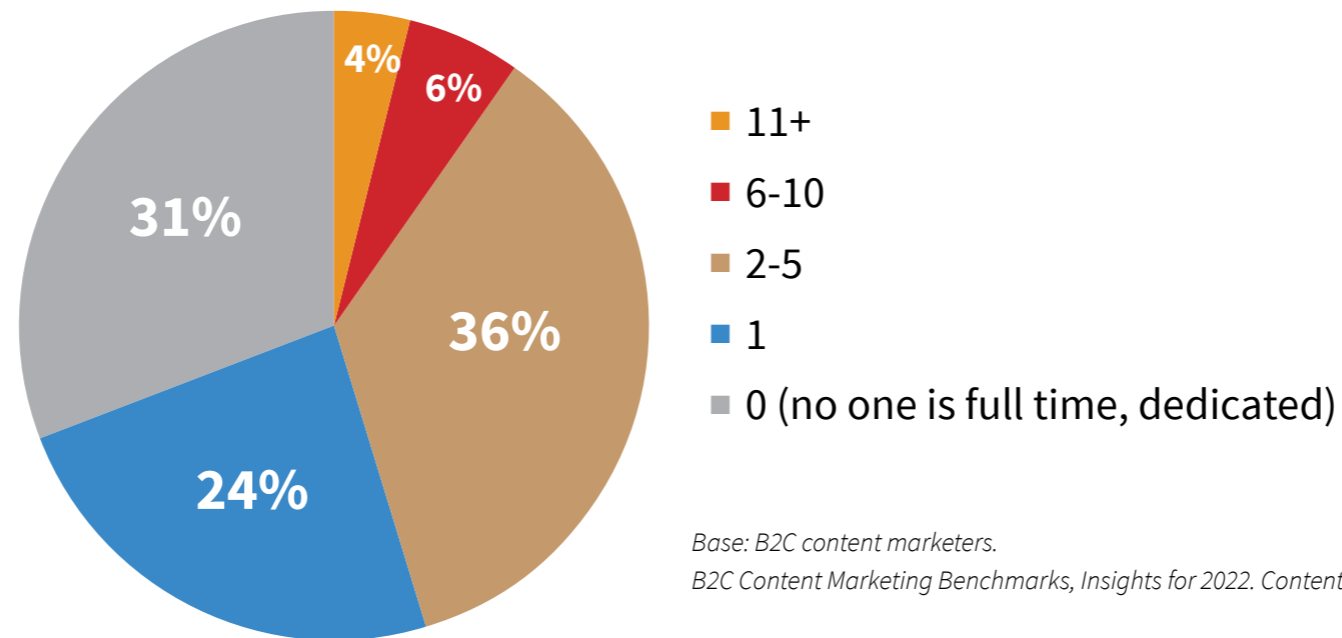


- We have a centralized content marketing group that works with multiple brands/products/departments throughout the organization.
- Each brand/product/department has its own content marketing team.
- Both of the above — We have a centralized group and individual teams throughout the organization.
- We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

*Base: B2C content marketers.
B2C Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021*

55% of B2C respondents said their organization has either one or no full-time employees dedicated to content marketing.

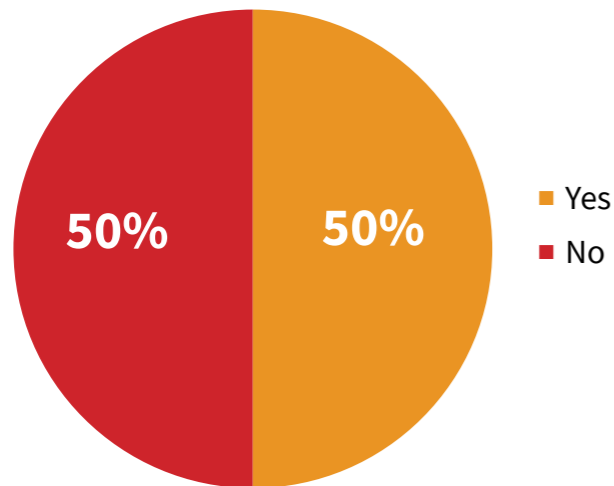
B2C Organizations' Content Marketing Team Size (Full-Time/Dedicated to Content Marketing)



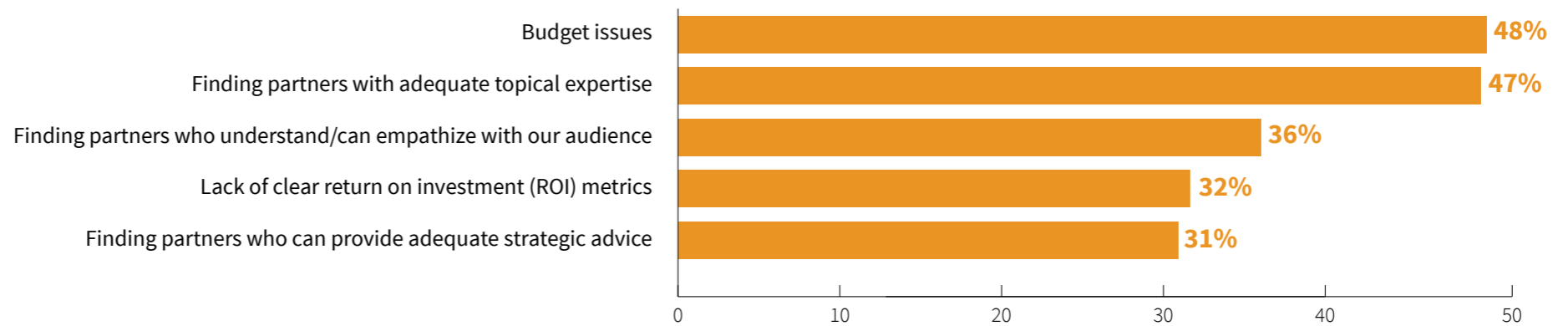
Base: B2C content marketers.
B2C Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

Half of B2C respondents said their organization outsources at least one content marketing activity. Their top two challenges are budget issues (48%) and finding partners with adequate topical expertise (47%).

Does Your B2C Organization Outsource Any Content Marketing Activities?



Top 5 Challenges When Seeking Outsourced B2C Content Marketing Help



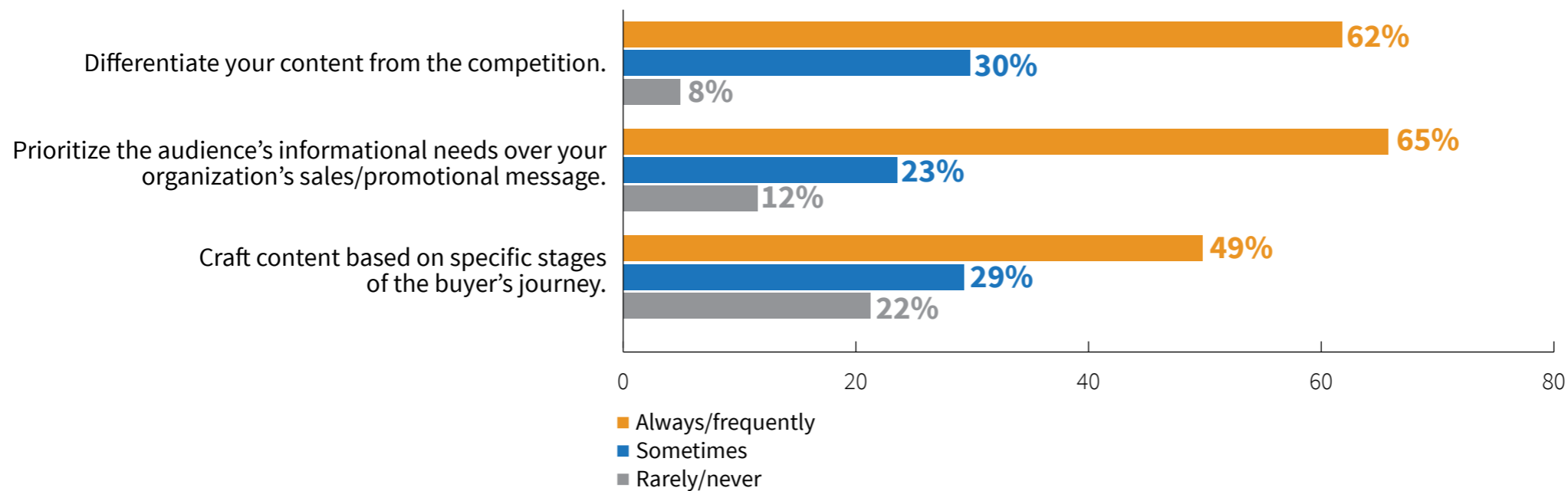
Base: B2C content marketers who outsourced at least one content marketing activity. Aided list; up to five responses permitted. B2C Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

CONTENT CREATION & DISTRIBUTION



65% of B2C marketers always/frequently prioritize the audience’s informational needs over their organization’s sales/promotional message. The remainder only do so sometimes, rarely, or never.

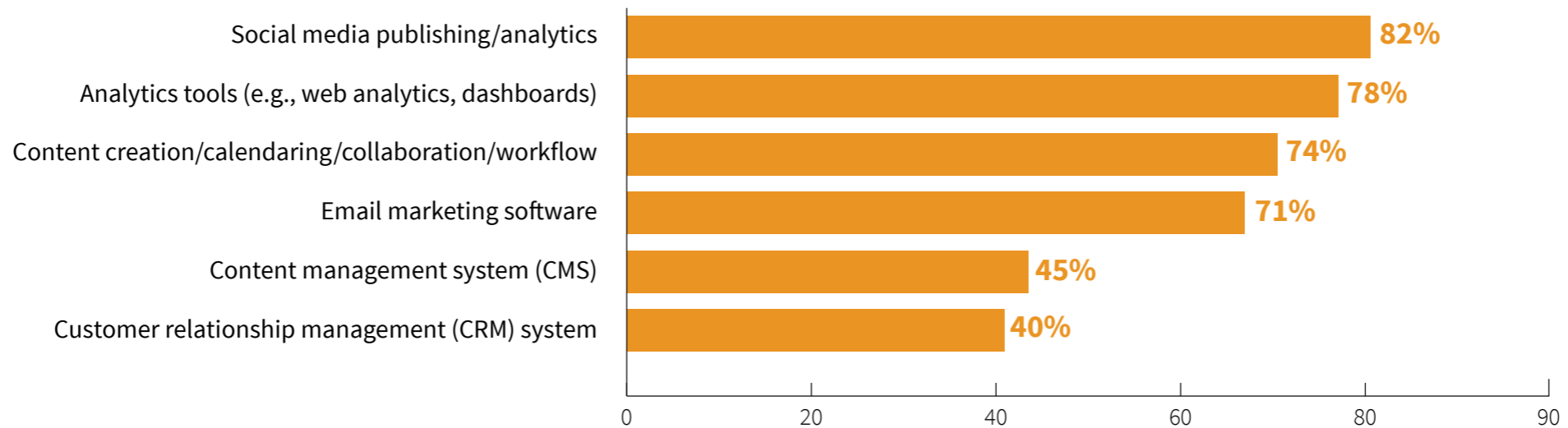
Concepts B2C Marketers Always/Frequently Take Into Account While Creating Content for Their Organization



Base: B2C content marketers who answered each statement.
B2C Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

The top technologies B2C organizations use to assist with content marketing are social media publishing/analytics (82%), analytics tools (78%), and content creation/calendaring/collaboration/workflow tools (74%).

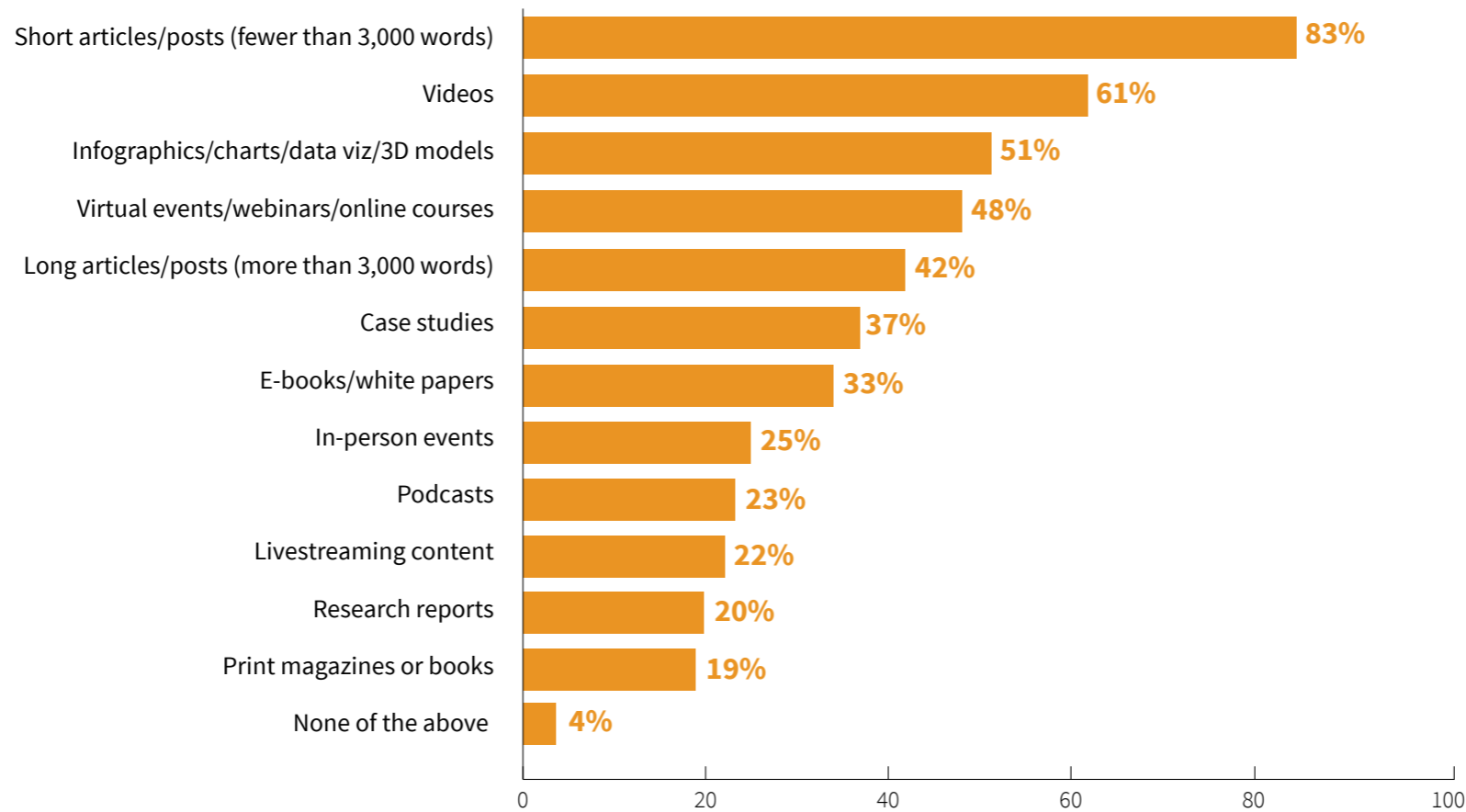
Technologies B2C Organizations Use to Assist With Content Marketing



Base: B2C content marketers. Aided list; multiple responses permitted.
B2C Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

Short articles/posts (83%) and videos (61%) are the top two content types that B2C marketers used in the last 12 months. Their use of long-form articles increased to 42% from 22% last year.

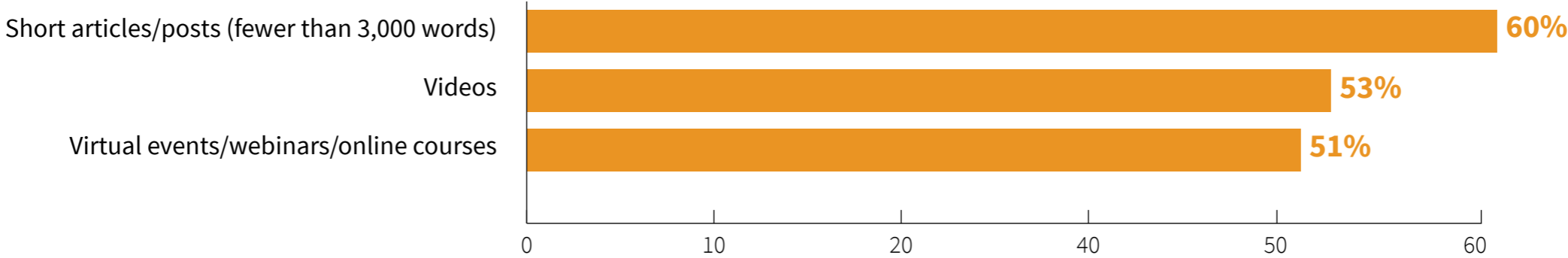
Content Assets B2C Marketers Created/Used in Last 12 Months



Base: B2C content marketers. Aided list; multiple responses permitted.
B2C Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

B2C marketers said short articles/posts produced the best results for their content marketing in the last 12 months (60%).

B2C Content Assets That Produced the Best Results in Last 12 Months (Top 3)

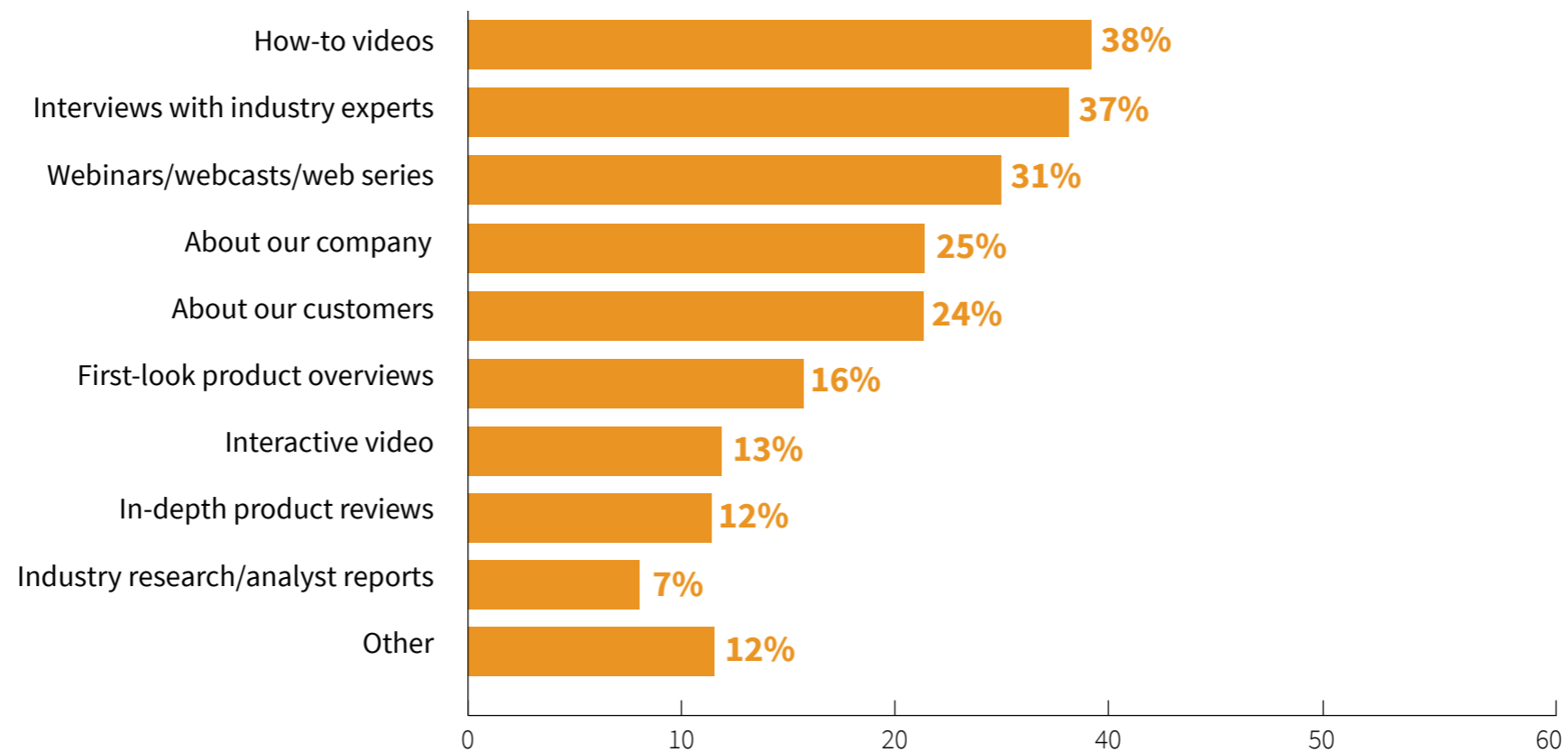


Note: Respondents were shown a display list of the content types they used in the last 12 months and asked, "Which content assets produced the best results for your content marketing in the last 12 months? (Select all that apply.)"

*Base: B2C content marketers who use each content asset listed. Multiple responses permitted.
B2C Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021*

Among the video formats they used, B2C respondents said how-to videos produced the best content marketing results in the last 12 months (38%).

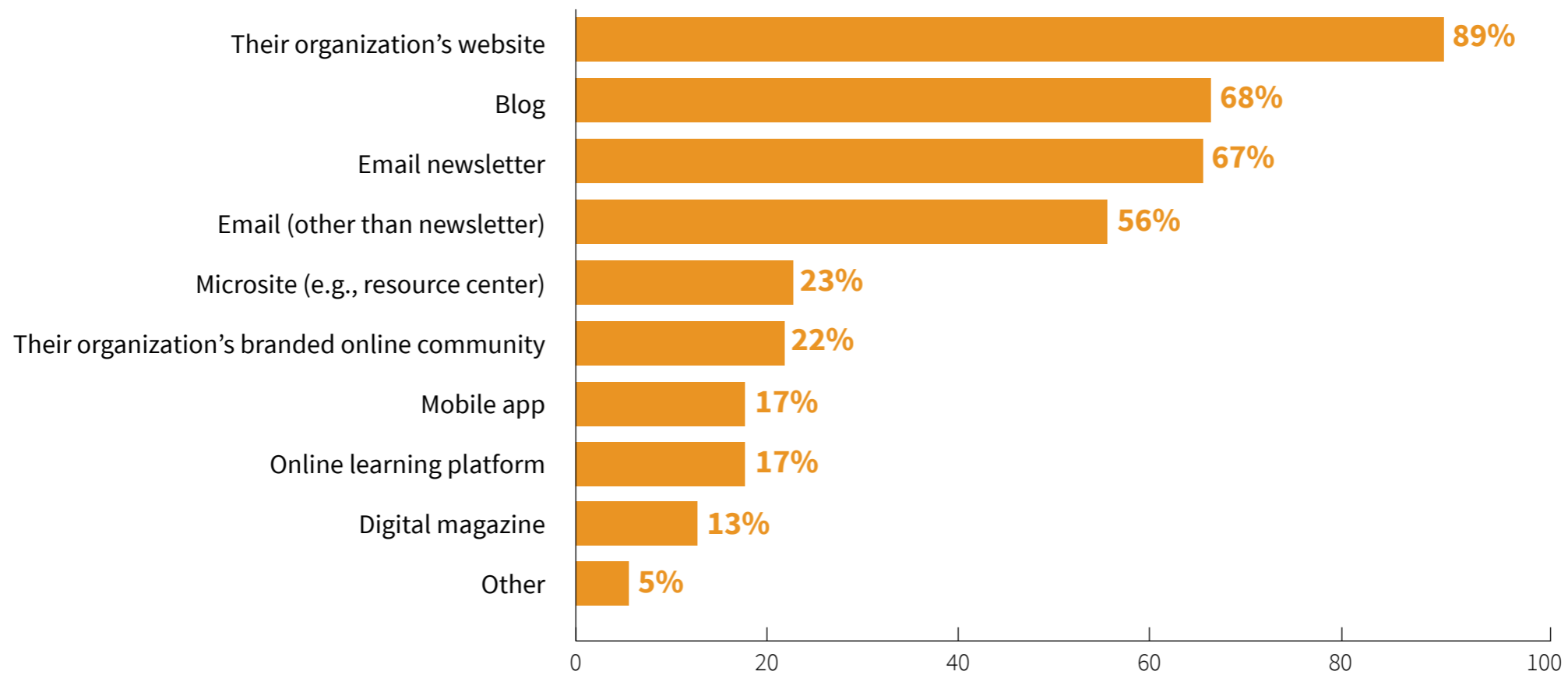
B2C Video Formats That Produced the Best Results in Last 12 Months



Base: B2C content marketers who used videos in the last 12 months. Aided list; multiple responses permitted.
B2C Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

In addition to using their organization’s website to distribute content in the last 12 months, more than 50% of B2C respondents used blogs, email newsletters, and email.

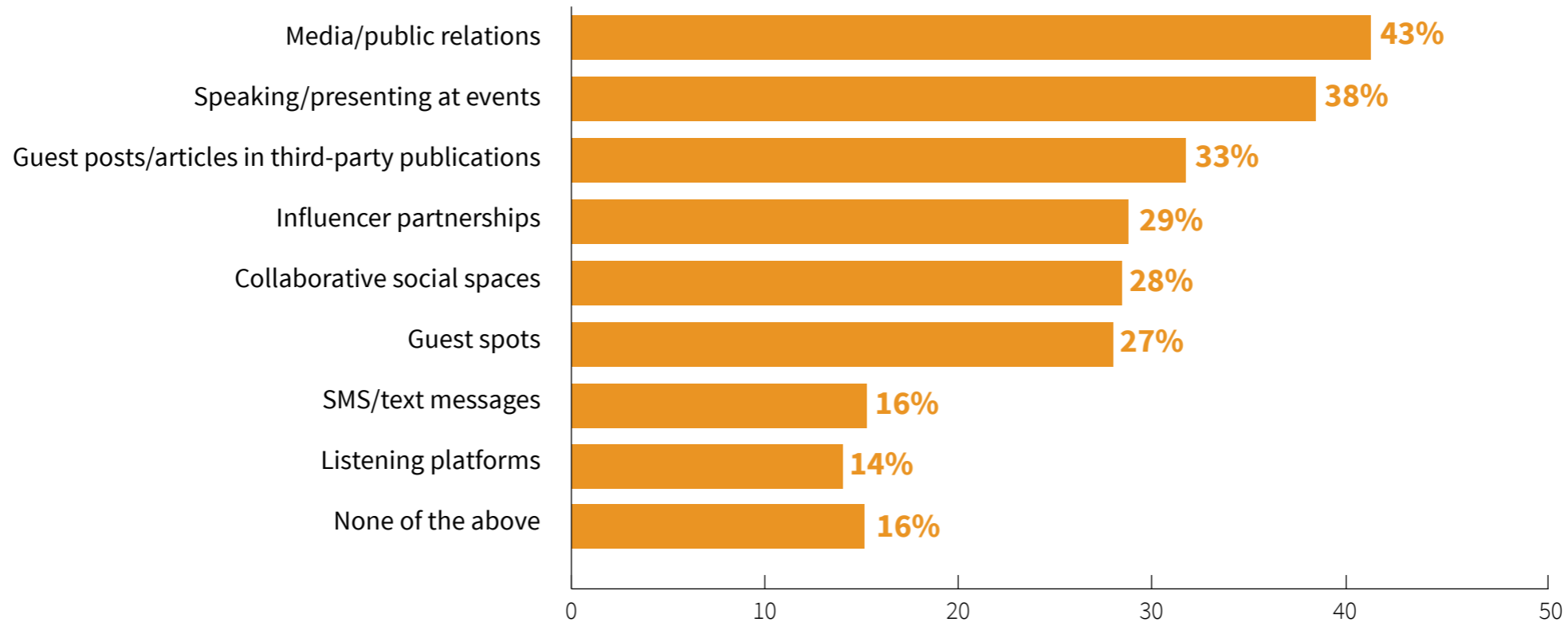
Owned-Media Platforms B2C Marketers Used to Distribute Content in Last 12 Months



Base: B2C content marketers. Aided list; multiple responses permitted.
B2C Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

43% of B2C respondents used media/public relations to distribute content in the last 12 months.

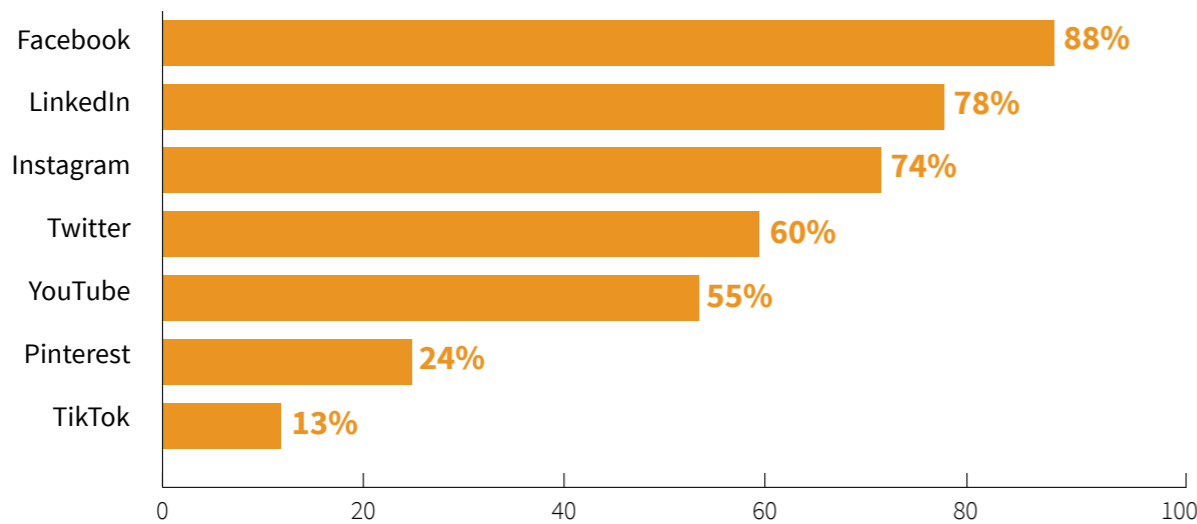
Organic (Nonpaid) Platforms B2C Marketers Used to Distribute Content in Last 12 Months



*Base: B2C content marketers. Aided list; multiple responses permitted.
B2C Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021*

Facebook is the organic social media platform that B2C content marketers used the most and the one they said produced the best results.

Organic (Nonpaid) Social Media Platforms B2C Marketers Used to Distribute Content in Last 12 Months

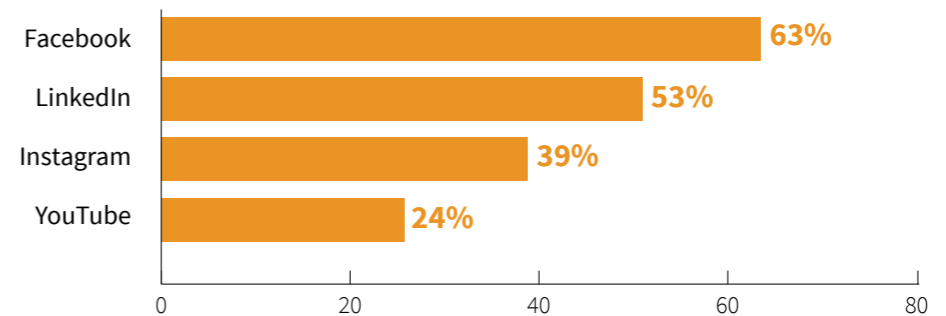


Base: B2C content marketers. Aided list; multiple responses permitted.
 B2C Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

Other nonpaid social media platforms used in last 12 months:

Medium (7%), Quora (4%), Reddit (4%), Snapchat (4%),
 Twitter Spaces (2%), and Other (3%).

B2C Organic (Nonpaid) Social Media Platforms That Produced Best Results in Last 12 Months (Top 4)



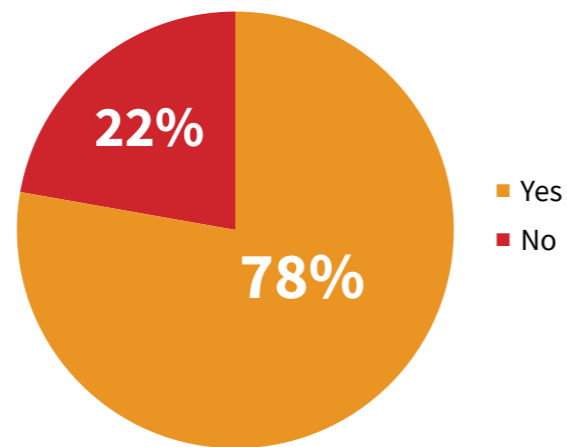
Base: Content marketers who used the nonpaid social media platforms listed to distribute content in the last 12 months.
 B2C Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

CONTENT CREATION & DISTRIBUTION

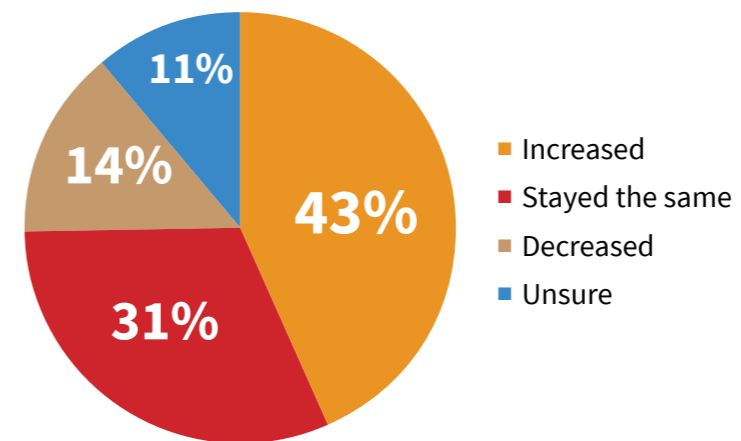
Among the B2C marketers who used paid content distribution channels:

- 43% said their organization increased spending on paid distribution in the last 12 months
- 80% used social media advertising/promoted posts.

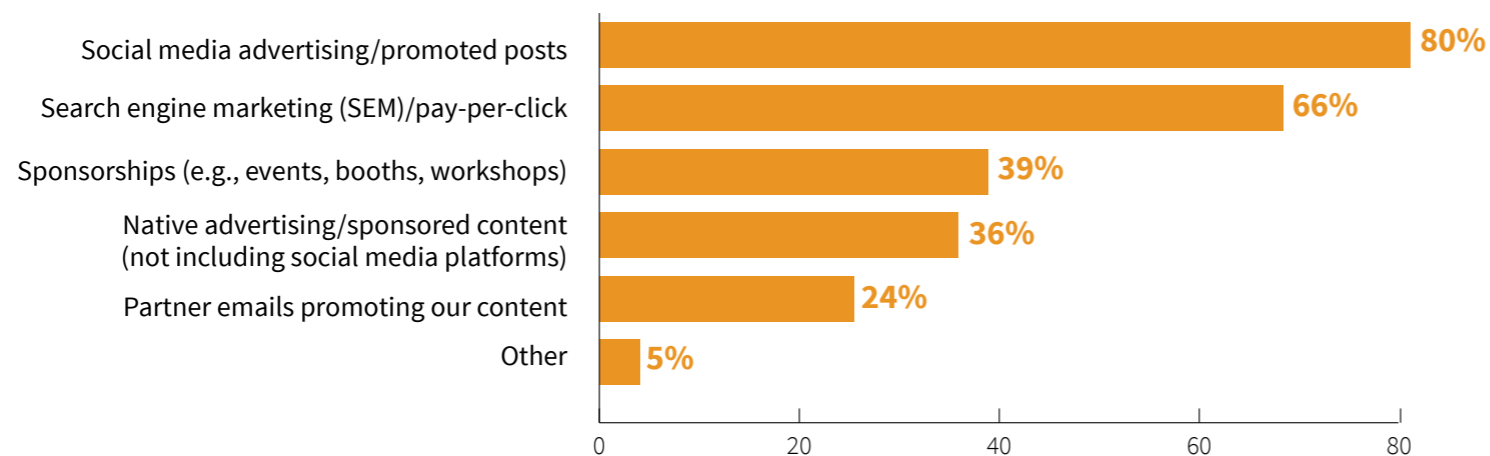
Do You Use Paid Methods to Promote Content?



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



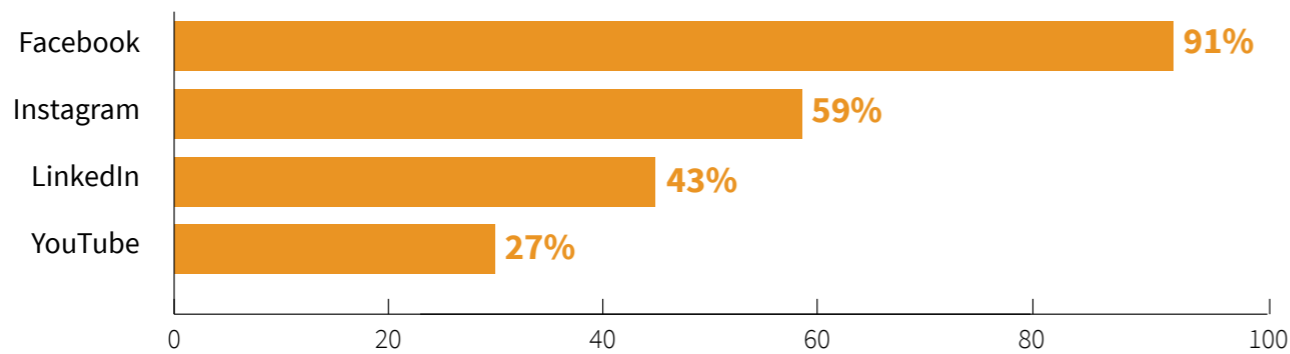
Paid Content Distribution Channels B2C Marketers Used in Last 12 Months



Base: B2C content marketers who use paid channels. Aided list; multiple responses permitted. B2C Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingPros, July 2021

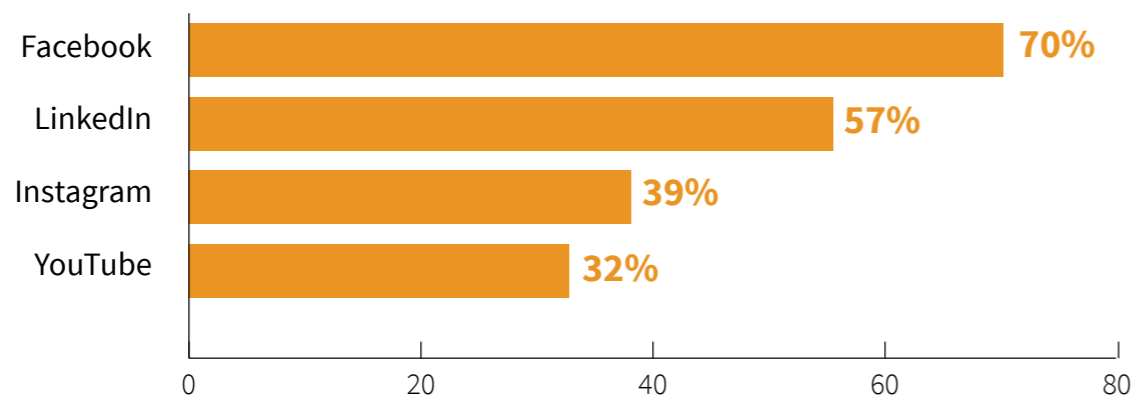
Among the B2C marketers who used paid social media platforms, the majority chose Facebook (91%) and Instagram (59%). Respondents said Facebook produced the best results.

Paid Social Media Platforms B2C Content Marketers Used in Last 12 Months (Top 4)



Base: B2C content marketers who used social media platforms for paid content promotion in the last 12 months. Aided list; multiple responses permitted.
B2C Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

B2C Paid Social Media Platforms That Produced Best Results in Last 12 Months (Top 4)



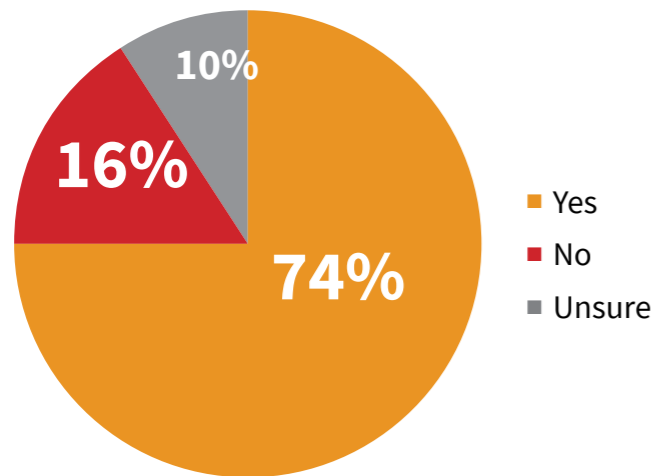
Base: B2C content marketers who used the social media platforms listed for paid content promotion in the last 12 months. Multiple responses permitted.
B2C Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

METRICS & GOALS



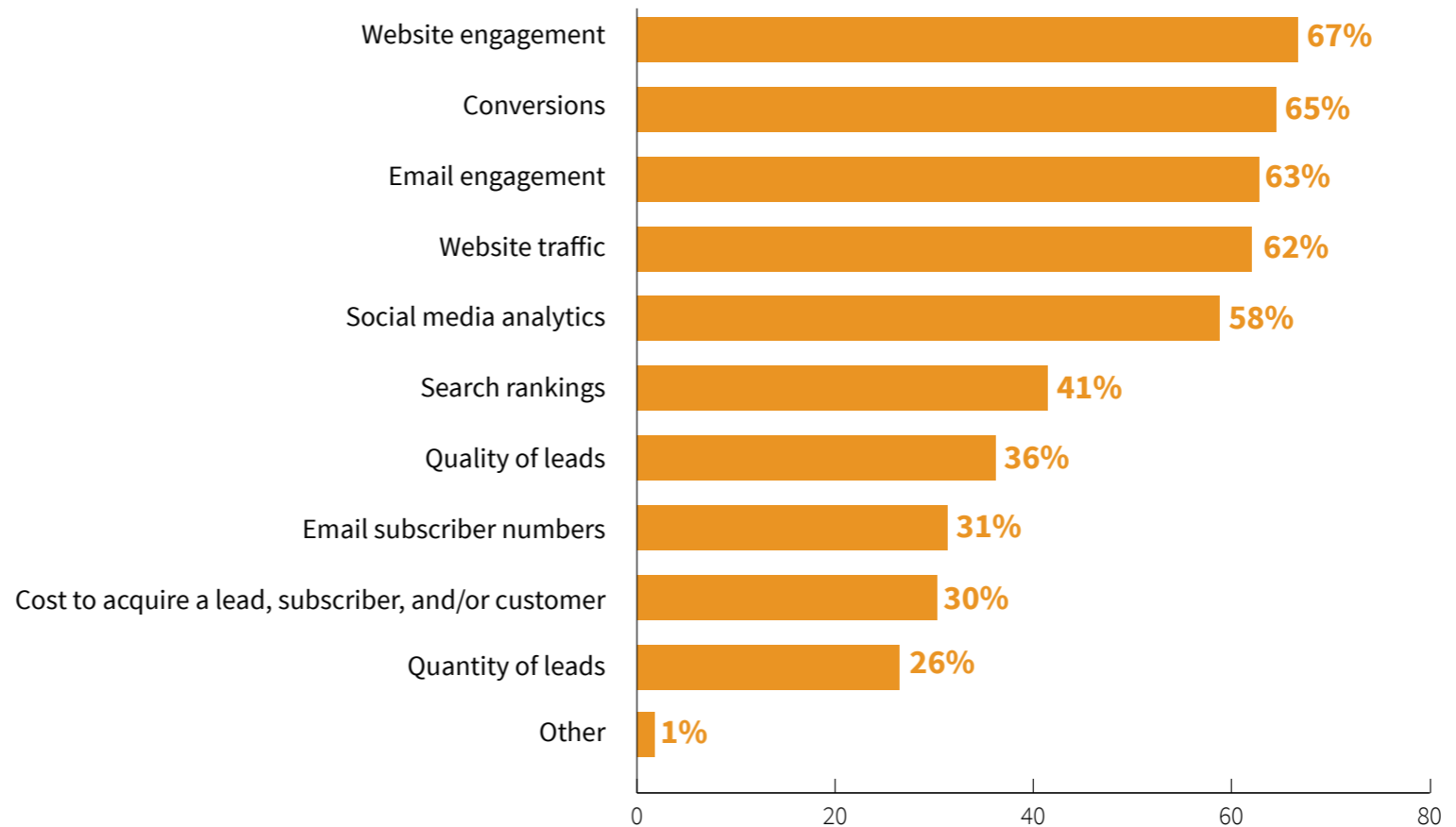
74% of B2C respondents said their organization measures content performance. Among those, 67% said website engagement provided the most insight into performance.

Does Your B2C Organization Use Metrics to Measure Content Performance?



B2C Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

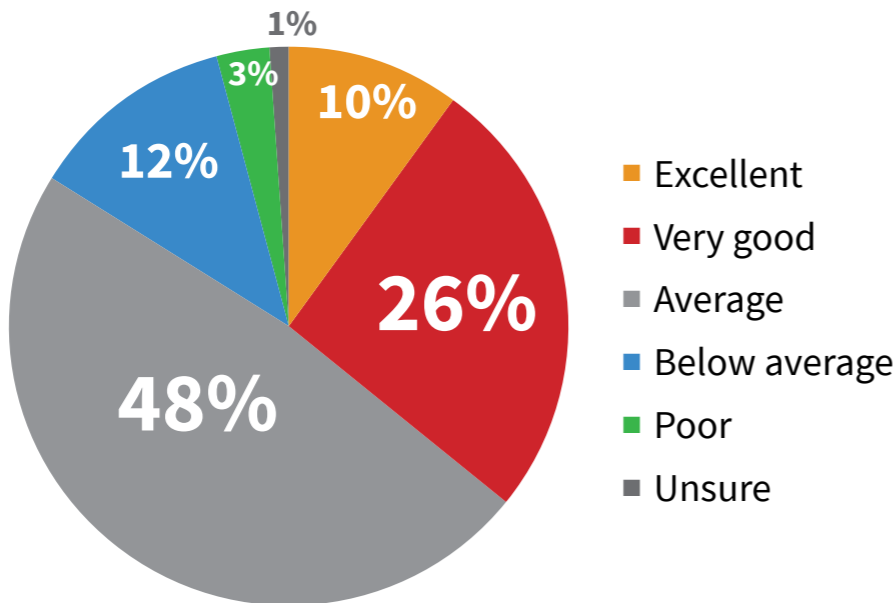
Metrics That Have Provided Most Insight Into B2C Content Performance in Last 12 Months



Base: B2C content marketers who measure content performance. Aided list; multiple responses permitted. B2C Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

Among the 74% of respondents who measured content performance, 36% indicated they were doing an excellent or very good job.

How B2C Marketers Characterize Their Teams' Ability to Demonstrate Content Marketing ROI



Base: B2C content marketers who measure content performance. Aided list. B2C Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

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.

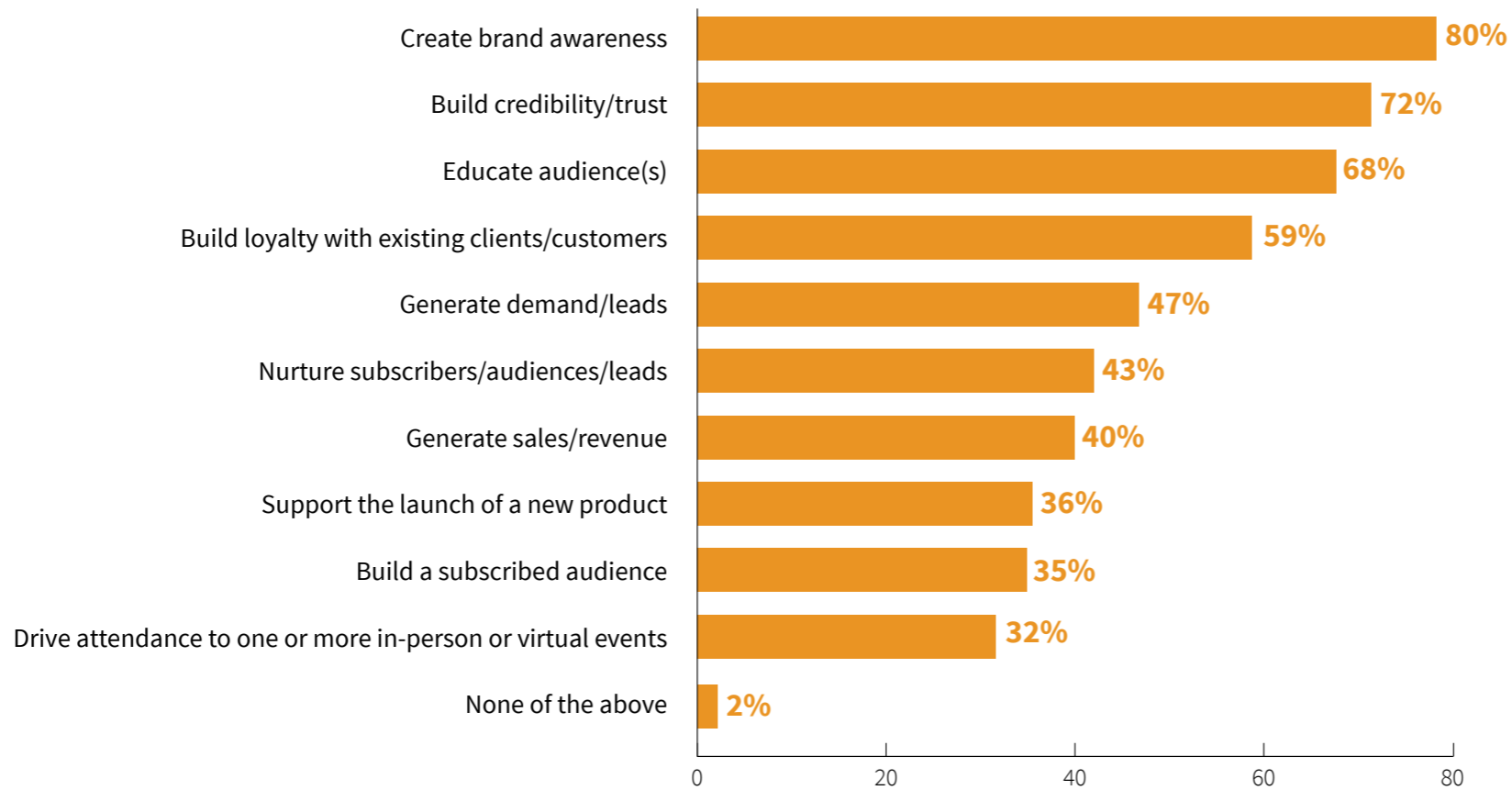
Average — We have well-informed insights, but lack measurement data showing ROI.

Below average — We have only speculative insights at this point.

Poor — We have little insight into what works and what doesn't.

B2C marketers said the top three goals content marketing helps them achieve are creating brand awareness, building credibility/trust, and educating the audience.

Goals B2C Marketers Have Achieved by Using Content Marketing Successfully in Last 12 Months



Base: B2C content marketers. Aided list; multiple responses permitted.

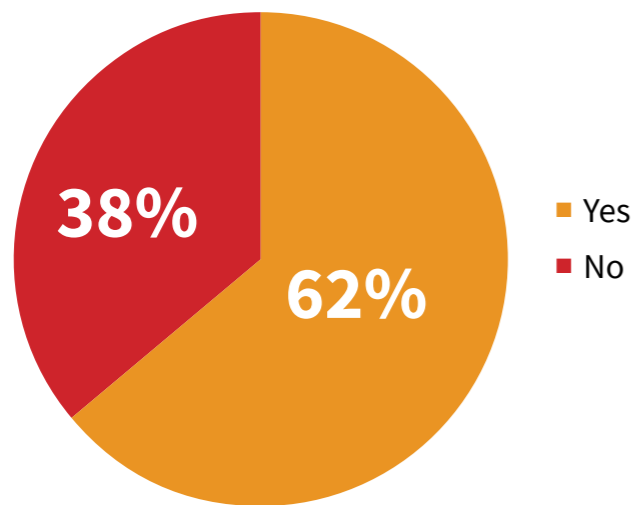
B2C Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

BUDGETS & SPENDING



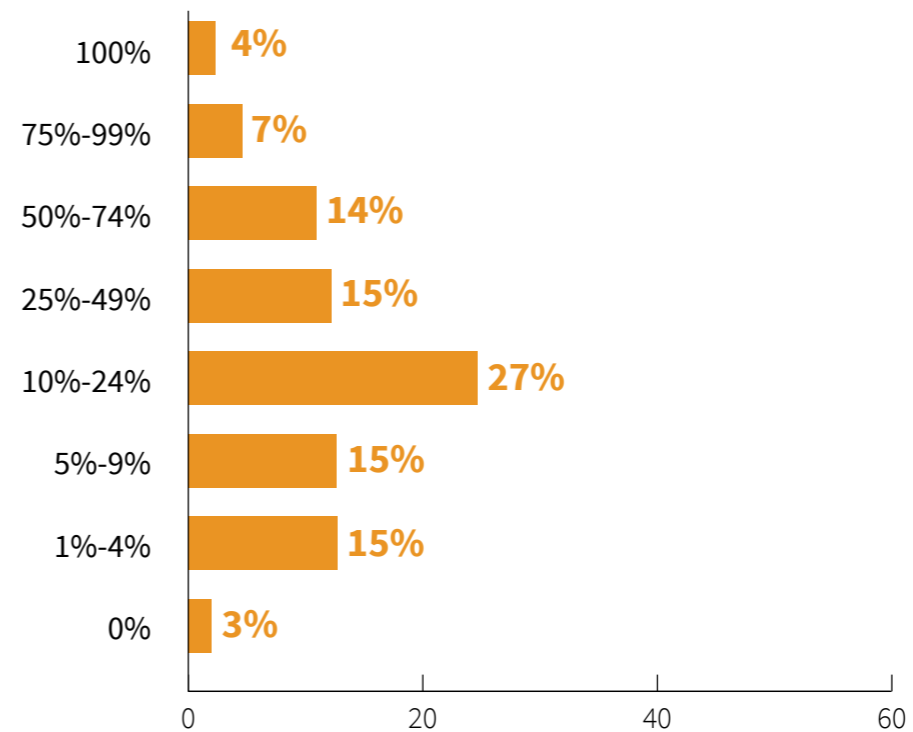
62% of B2C respondents said they had knowledge of their company’s content marketing budget.

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



Base: B2C content marketers.
B2C Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

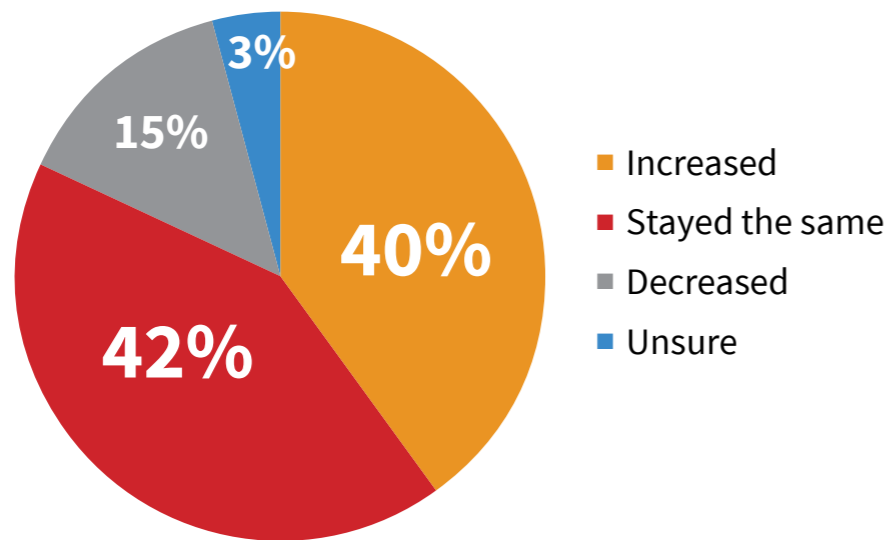
Percentage of Total Marketing Budget Spent on B2C Content Marketing



Base: B2C content marketers who know their organizations’ budget/budgeting process for content marketing. Aided list.
B2C Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

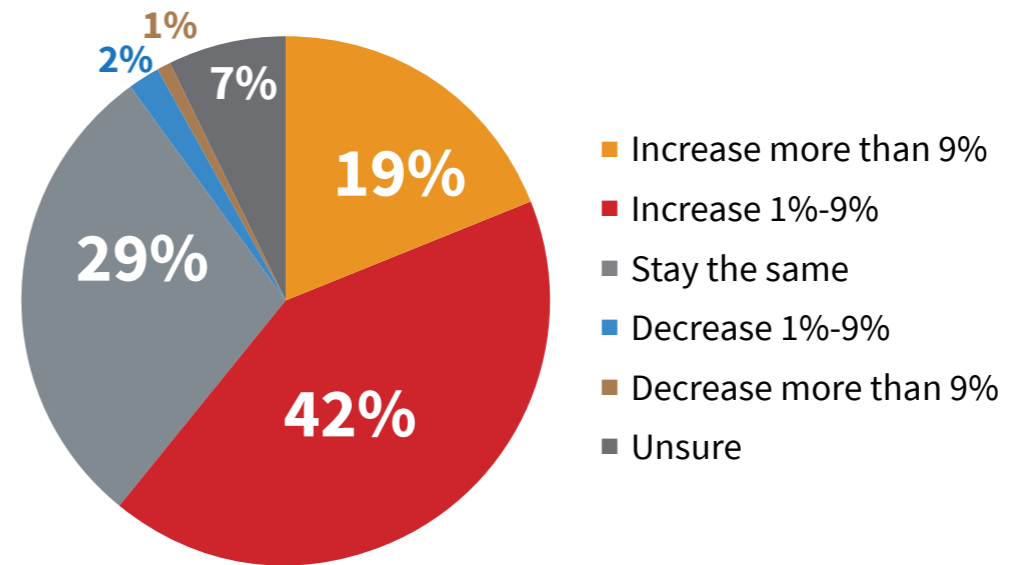
61% of B2C respondents said their 2022 content marketing budget would exceed their 2021 budget.

How 2021 B2C Content Marketing Budget Compares with 2020



Base: B2C content marketers who know their organizations' budget/budgeting process for content marketing.
 B2C Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

How B2C Content Marketing Budget Will Change in 2022 Compared with 2021



Base: B2C content marketers who know their organizations' budget/budgeting process for content marketing.
 B2C Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

In a post-COVID-vaccine business environment, investment is expected to increase in in-person events (40%).

Investment in hybrid events is expected to increase (33%) more so than stay the same (29%), even though 23% do not use hybrid events at all.

Regarding digital events, many marketers appear to want to stay the course (40% say spending will stay the same), although 33% plan to increase spending.

How B2C Organizations' Investment Will Change in Following Areas Post-Vaccine

	Increase	Stay the same	Decrease	Will be a new area of investment	Do not/will not use
Digital/virtual events	33%	40%	13%	4%	10%
In-person events	40%	30%	15%	3%	12%
Hybrid events	33%	29%	6%	10%	23%

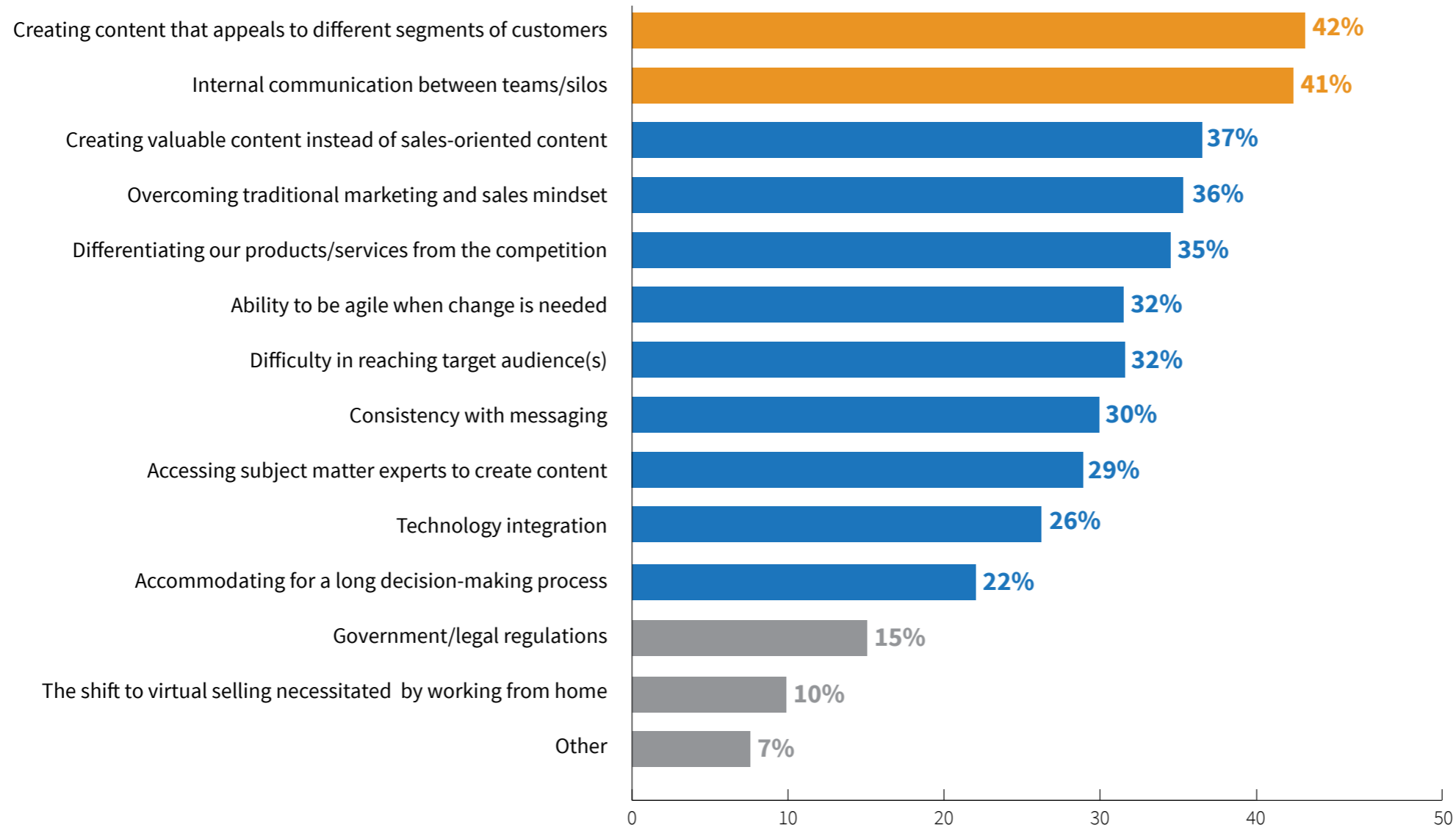
Base: B2C content marketers who know their organizations' budget/budgeting process for content marketing. B2C Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

LOOKING FORWARD



Respondents said their top two content marketing challenges were creating content that appeals to different segments of customers (42%) and internal communication between teams/silos (41%).

B2C Organizations' Current Content Marketing Challenges

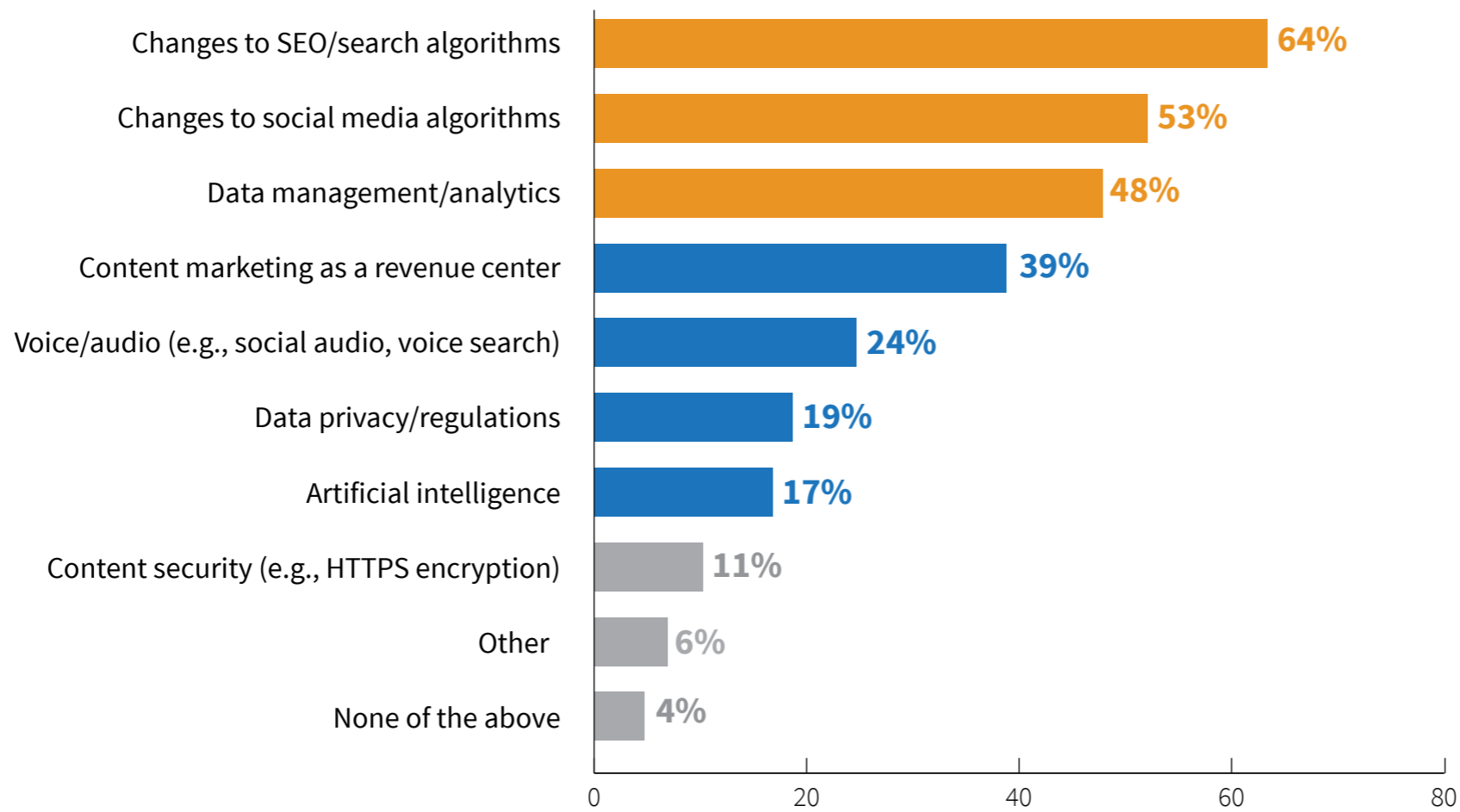


Base: B2C content marketers. Aided list; multiple responses permitted.

B2C Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

Changes to SEO/search algorithms (64%), changes to social media algorithms (53%), and data management/analytics (48%) are top of mind for B2C marketers in 2021/2022.

Content Marketing-Related Areas That Will Be Most Important to B2C Organizations in 2021/2022



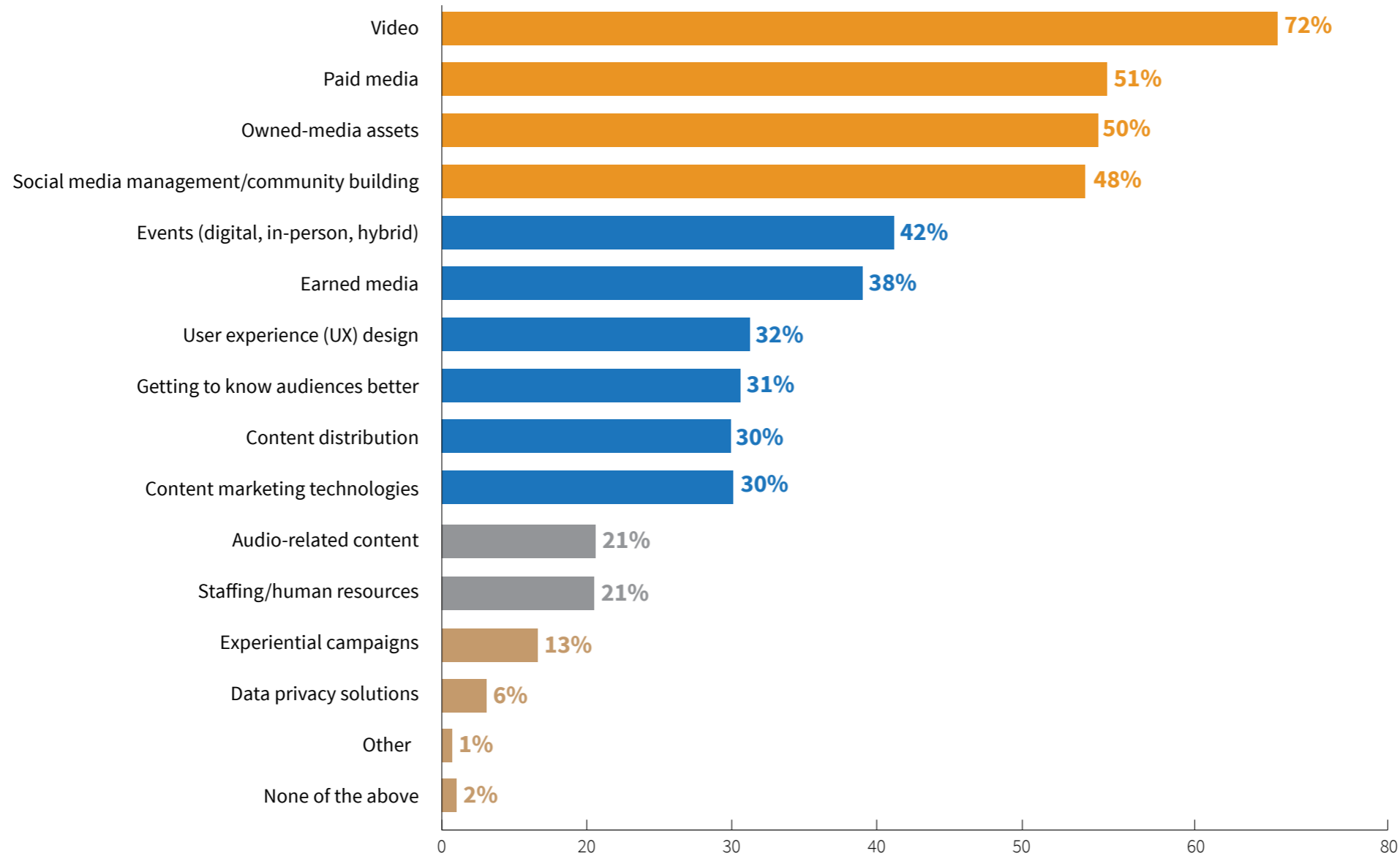
Base: B2C content marketers. Aided list; multiple responses permitted.

B2C Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

LOOKING FORWARD

B2C marketers indicated video would be a top content marketing area of investment by far: 72% predicted their organization would invest in video in 2022, followed by paid media (51%), owned-media assets (50%), and social media management/community building (48%).

Areas of B2C Content Marketing Investment in 2022



Base: B2C content marketers. Aided list; multiple responses permitted.

B2C Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

ACTION STEPS

By Robert Rose, Chief Strategy Advisor, CMI



Our research points to transformational shifts to make content marketing an ever 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 2,000 years ago. We're just one step away." Indy responds, "That's usually when the ground falls out from underneath your feet."

In business today, everyone creates content — from the web team to the marketing automation/demand gen executives, even front-line 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 our quest. Our attempts to complete it require us to develop not just great content, but an operational strategy that supports all content. Without a strategy, an inconsistent voice and inability to measure success make our failure imminent.

But don't overcorrect 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 front-line 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 lines (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 enables everyone else to be the storytellers.

Remember: It's your story — don't forget that you need everyone to tell it well.

METHODOLOGY & DEMOGRAPHICS

The 12th Annual B2C Content Marketing Benchmarks, Budgets, and Trends: Insights for 2022 report was produced by **Content Marketing Institute (CMI)** and **MarketingProfs**.

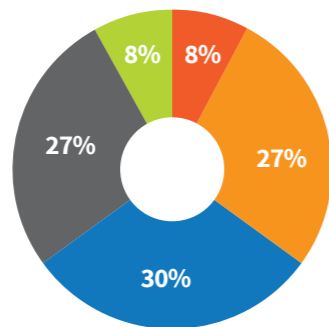
The results are from CMI/MarketingProfs 12th Annual Content Marketing Survey. The online survey was emailed to a sample of marketers using lists from CMI and MarketingProfs.

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 337 marketers who indicated that their company is either B2C or B2B+B2C and that they are a content marketer, involved with the content marketing function, and/or someone to whom content marketing reports. Most of the respondents are based in North America.

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. Find all CMI research at contentmarketinginstitute.com/research.

B2C Respondent Profile by Organization’s Content Marketing Maturity Level



- Sophisticated
- Mature
- Adolescent
- Young
- First steps

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

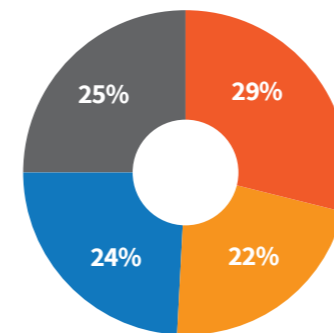
YOUNG

Growing pains, challenged with creating a cohesive strategy and a measurement plan

FIRST STEPS

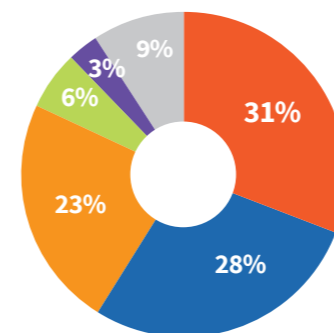
Doing some aspects of content, but have not yet begun to make content marketing a process

Size of B2C Company (by Employees)



- Micro (1 to 9 employees)
- Small (10 to 99 employees)
- Medium (100 to 999 employees)
- Large (1,000+ employees)

B2C Job Function



- Senior leadership (e.g., owner, CEO, CMO, VP, GM)
- Content creation/content management
- Marketing management
- Marketing operations
- Advertising/PR/communications management
- Other

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 (CMI) exists to do one thing: advance the practice of content marketing through online education and in-person and digital events. We create and curate content experiences that teach marketers and creators from enterprise brands, small businesses, and agencies how to attract and retain customers through compelling, multichannel storytelling. Global brands turn to CMI for strategic consultation, training, and research. Organizations from around the world send teams to Content Marketing World, the largest content marketing-focused event, ContentTECH Summit, and CMI virtual events. Our community of 215,000+ content marketers shares camaraderie and conversation. CMI is organized by Informa Connect. To learn more, visit www.contentmarketinginstitute.com.

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 MarketingProfs

MarketingProfs has been fueling the success of marketers at some of the world's most iconic brands since 2000—first through webinars, newsletters, and other content; then world-class training; and best-in-class consulting services.

The products and delivery have evolved, yet throughout we have been laser-focused on helping marketers and their teams set priorities, solve problems, and fuel business growth.

We focus also on something equally important: Helping marketers do work they're proud of.

Learn why 700,000+ marketers rely on MarketingProfs as their partner in Marketing. Our clients speak for themselves. Find out how we can help you at MarketingProfs.com.