TECHNOLOGY
CONTENT MARKETING

BENCHMARKS, BUDGETS, AND TRENDS

Content Marketing Institute | MarketingProfs | FOUNDRY an IDG, Inc. company

CIO COMPUTERWORLD CSO InfoWorld NETWORKWORLD
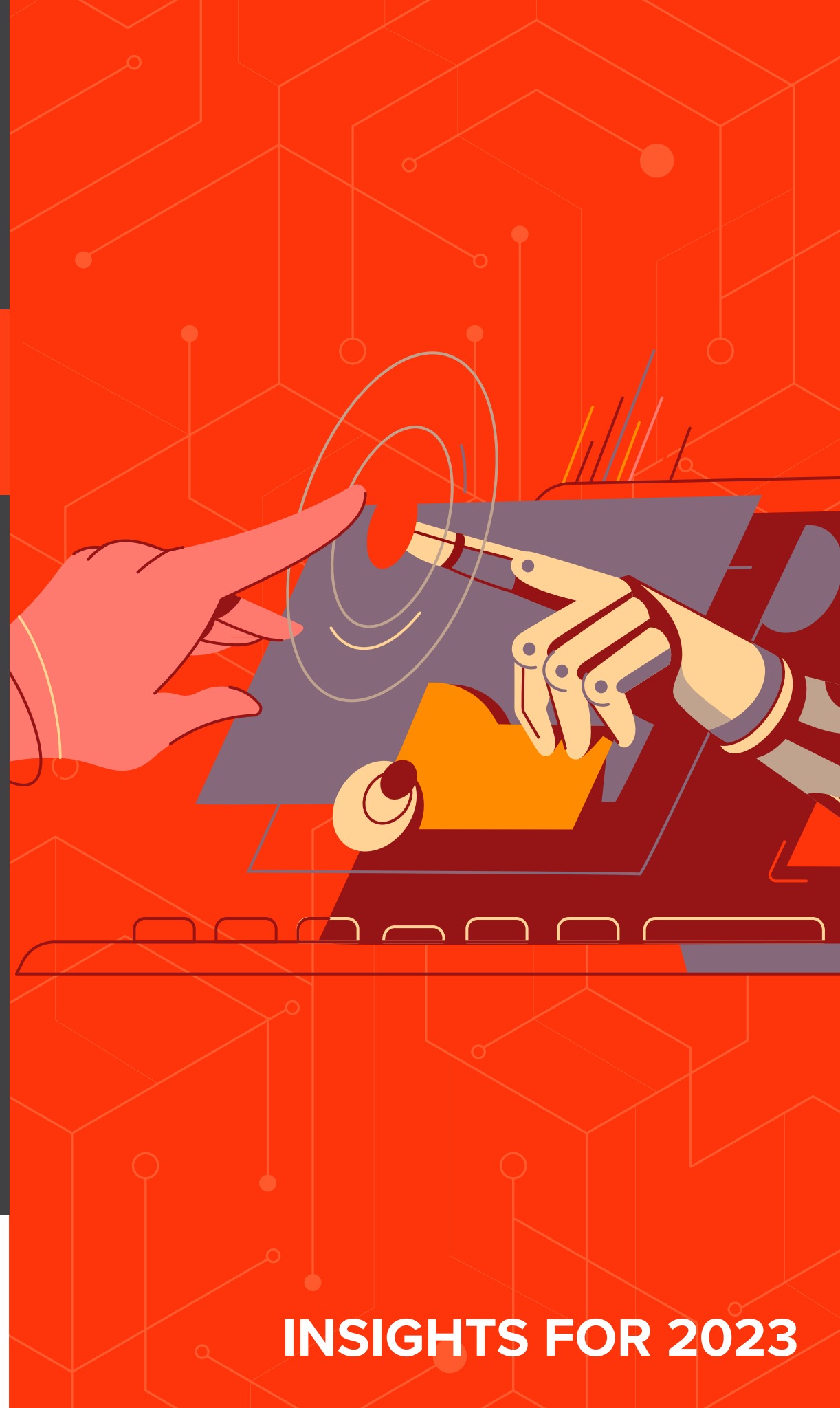
INSIGHTS FOR 2023

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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.

Most successful: Respondents who characterized their organization's overall content marketing approach as extremely or very successful (Top 2). See page 6.

CONTENT MARKETING INSTITUTE   MarketingProfs   FOUNDRY an IDG, Inc. company
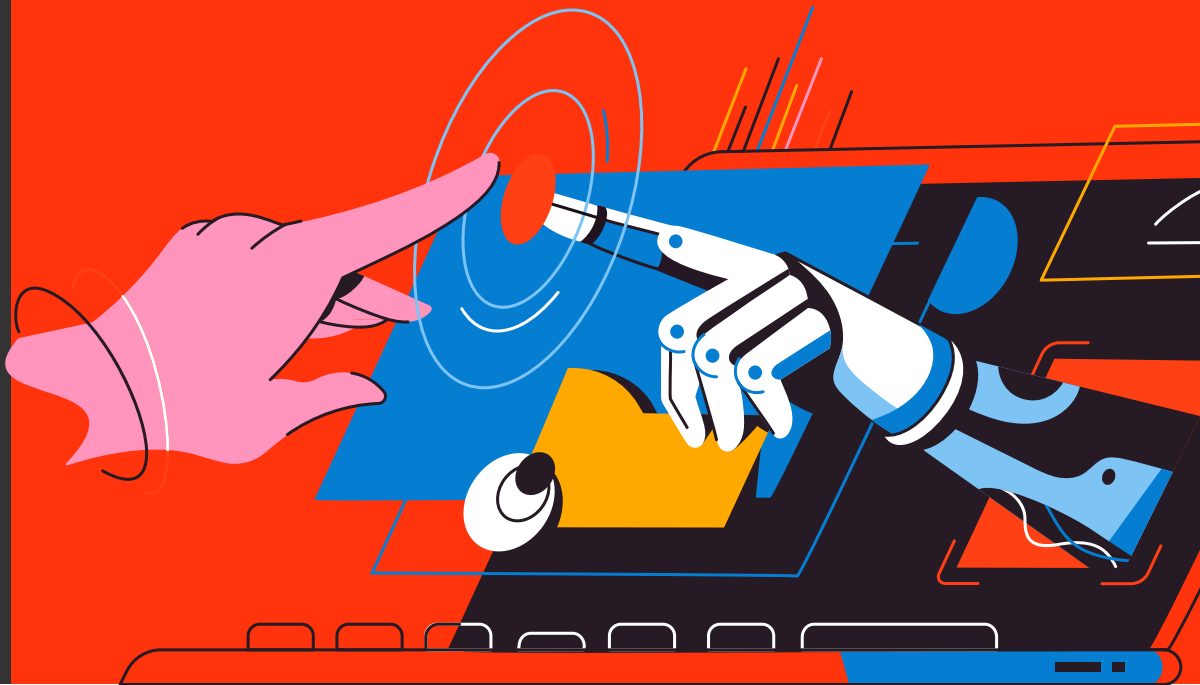
Welcome to the Technology Content Marketing Benchmarks, Budgets, and Trends: Insights for 2023 report. This report looks back on 2022 and includes expectations for 2023.
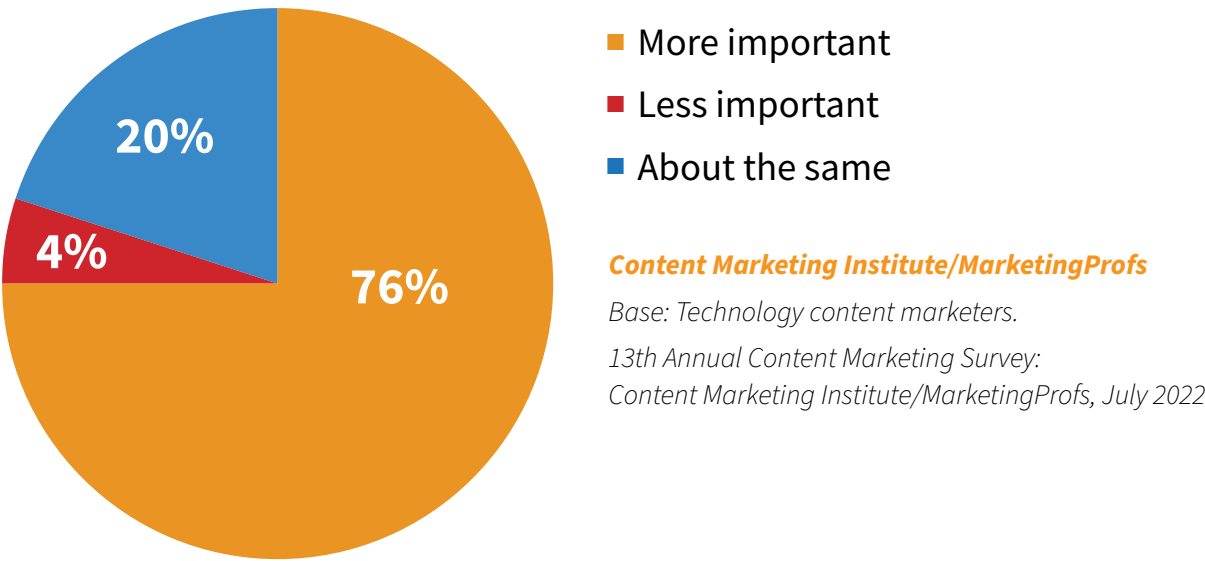
The research, conducted in July 2022, suggested that content marketing had become more prominent in organizations following the pandemic: 76% of technology marketers told us that content marketing had become more important to their organization over the last year.

Even so, many technology marketers lamented that content marketing needed to become more strategic in their company. Without a strategy, too many content marketers are creating content for the sake of creating content – in many cases this could mean responding to ad hoc requests.
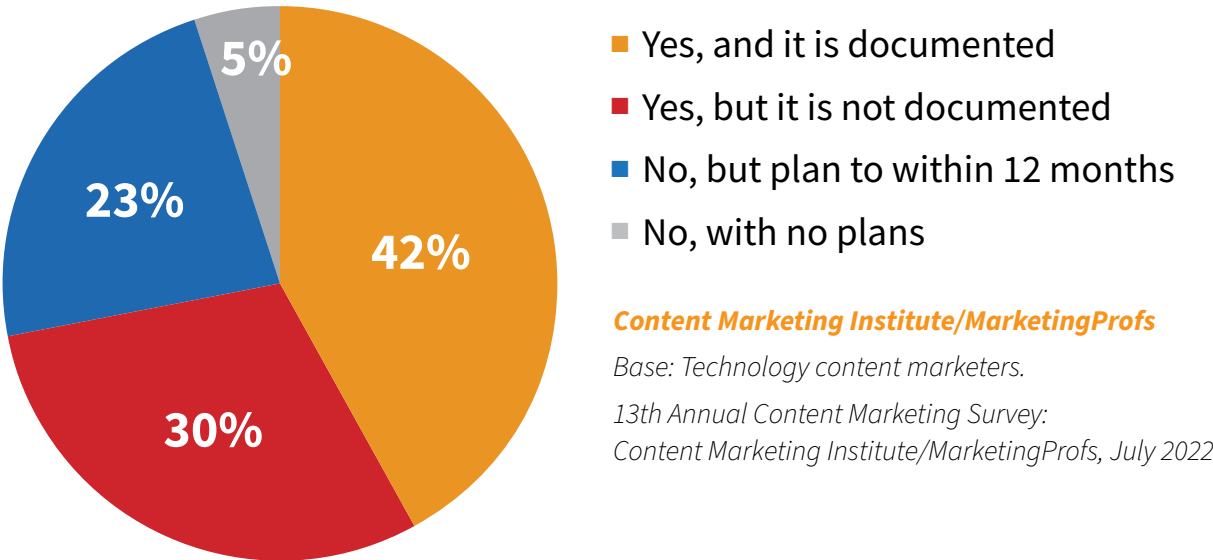
In addition, many technology marketers told us they wanted better technologies to help with content creation, distribution, measurement, and management.

As in the previous year, nearly one in three technology marketers said their organization was extremely or very successful with content marketing. These marketers, our "top performers," have certain characteristics that set them apart from their peers (see page 6). To be successful, they prioritize the audience's informational needs over their organization's, differentiate their content from the competition's, and craft content based on specific stages of the buyer's journey.

Importance of Technology Content Marketing in the Last Year

- More important
- Less important
- About the same

20%
4%
76%

Content Marketing Institute/MarketingProfs
Base: Technology content marketers.
13th Annual Content Marketing Survey:
Content Marketing Institute/MarketingProfs, July 2022

Percentage of Technology Marketers With a Content Marketing Strategy

- Yes, and it is documented
- Yes, but it is not documented
- No, but plan to within 12 months
- No, with no plans

5%
23%
42%
30%

Content Marketing Institute/MarketingProfs
Base: Technology content marketers.
13th Annual Content Marketing Survey:
Content Marketing Institute/MarketingProfs, July 2022

In a new area of the annual survey, we asked tech marketers if content marketing provides a rewarding and purposeful career path. Eighty-five percent said yes.
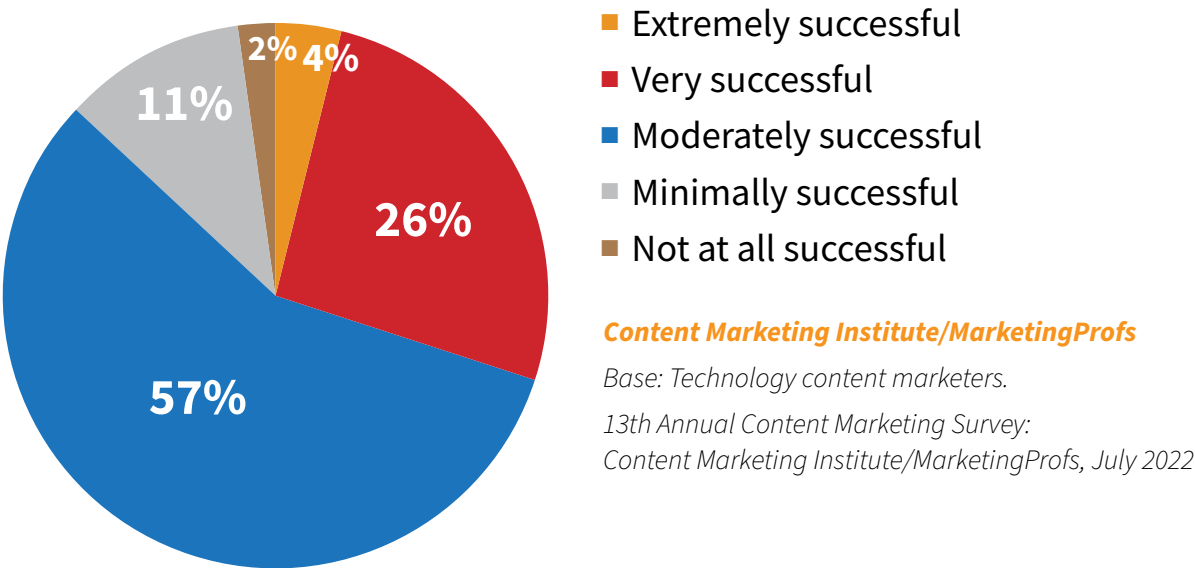
However, CMI's Content Marketing Career & Salary 2023 Outlook found that the lack of a clear career path in the organizations content marketers work for is a problem. Many content marketers indicated that they were willing to switch companies for better opportunities.

Of course, there are tech marketers who have had the decision made for them because of layoffs. The magnitude of the layoffs varies depending on the source. In a brief follow-up survey in February 2023, CMI found that, among 155 tech marketers who responded:
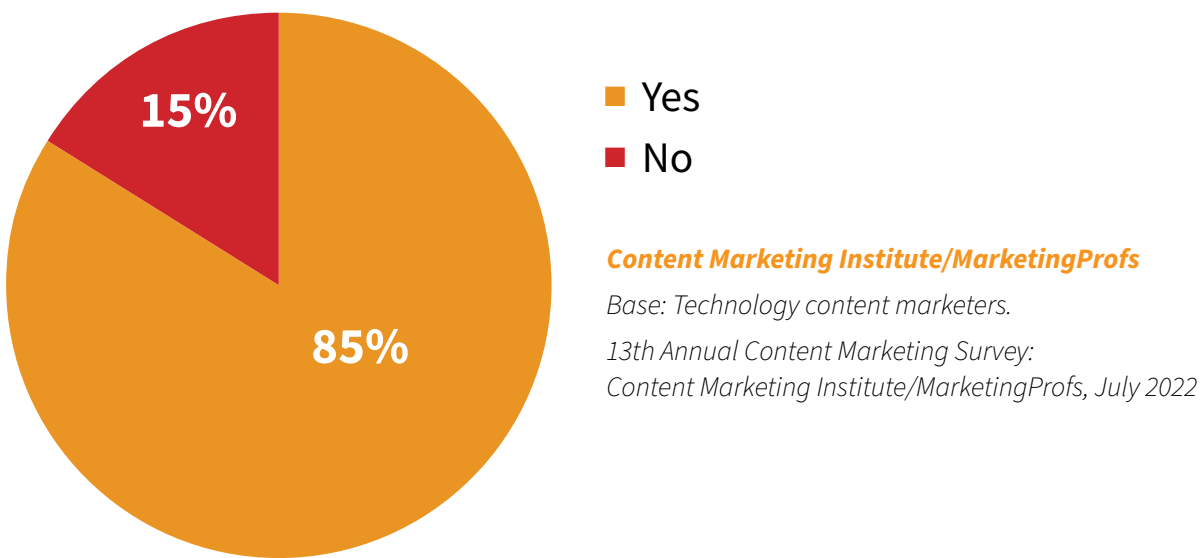
- 12% had been laid off
- 49% had not been laid off, but their companies had laid off others
- 39% reported there were no layoffs at their companies

How will layoffs and current economic factors impact content marketing for the remainder of 2023? That remains to be seen. But in the meantime, companies that prioritize content marketing and back it with strategies, processes, and resources will see the greatest returns on investment.

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

- Extremely successful
- Very successful
- Moderately successful
- Minimally successful
- Not at all successful

Content Marketing Institute/MarketingProfs
Base: Technology content marketers.
13th Annual Content Marketing Survey:
Content Marketing Institute/MarketingProfs, July 2022

Does Content Marketing Provide You With a Meaningful/Purposeful Career Path?

- Yes
- No

Content Marketing Institute/MarketingProfs
Base: Technology content marketers.
13th Annual Content Marketing Survey:
Content Marketing Institute/MarketingProfs, July 2022

KEY TAKEAWAYS

Technology marketers focus on quality and telling unique stories to differentiate their content.

Those who are excelling with content differentiation attributed it to better-quality content and to covering unique topics and stories. See page 9.

In-person events are back.

In-person events came back up the list of content types used in the last 12 months, with 62% reporting they used in-person events to get in front of their audiences versus only 17% (understandably) the previous year. Furthermore, 57% expected their organization's investment in in-person events to increase in 2023 compared with their 2022 budget. See pages 10 and 31.

Investment in video will continue to increase.

Eighty-seven percent of technology marketers reported that they used videos in the last 12 months. In addition, 84% said their organization will invest/continue to invest in video in 2023, making it the top area of content marketing investment. Video was also the top area of investment the previous year. See pages 10 and 35.

More technology marketers plan to invest in social media/community building.

Fifty-four percent of respondents said their organization would invest in social media/community building in 2023, up from 37% the previous year. See page 35.

The use of paid content distribution channels has decreased.

The percentage of technology marketers using one or more paid distribution channels decreased to 82%, compared with 93% the previous year. Of those who said they used paid media, 88% used paid social media advertising. See page 16.

Content technologies are an issue.

In a new section of the survey, we asked technology marketers whether their organization has the right technology in place to manage content across the organization. Among those who said no, 32% of all respondents said they have the technology but aren't using it to potential and 29% said they have not acquired the right technology. See page 21.

Technology marketers struggle with creating content that appeals to different stages of the buyer's journey and aligning content efforts across sales and marketing.

Technology marketers cited these as their top two content marketing challenges. Other issues included developing consistency with measurement and communicating internally. See page 33.

How Technology Content Marketing Top Performers* Describe Their Organizations – At a Glance

This chart shows key areas where we observed a gap of at least 10 percentage points between all technology marketers and the top performers among them.

	Top Technology Respondents	All Technology Respondents
Has a documented content marketing strategy	61%	42%
Uses content creation/calendaring/collaboration/workflow tools	83%	72%
Has the right technology in place to manage content across the entire organization	44%	28%
Measures content performance	93%	82%
Strongly/somewhat agrees:		
Diversity and inclusion play an integral role in the organization's content decision-making and creative processes	65%	51%
Organization provides customers with a consistent experience across their journey	80%	62%
Organization measures content performance accurately	73%	47%
Always/frequently		
Crafts content based on specific stages of the buyer's journey	74%	58%
Prioritizes the audience's informational needs over the organization's	87%	67%
Differentiates their content from the competition's	78%	60%
Uses content marketing successfully to:		
Build/grow credibility/trust	92%	78%
Build/grow loyalty with existing clients/customers	78%	63%
Generate sales/revenue	74%	48%
Build/grow a subscribed audience	59%	43%

Content Marketing Institute/MarketingProfs

Chart term definitions: A top performer (aka "most successful") is a respondent who characterized their organization's overall content marketing approach as extremely or very successful. Base: Technology content marketers.

13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

CONTENT CREATION & DISTRIBUTION

MarketingProfs
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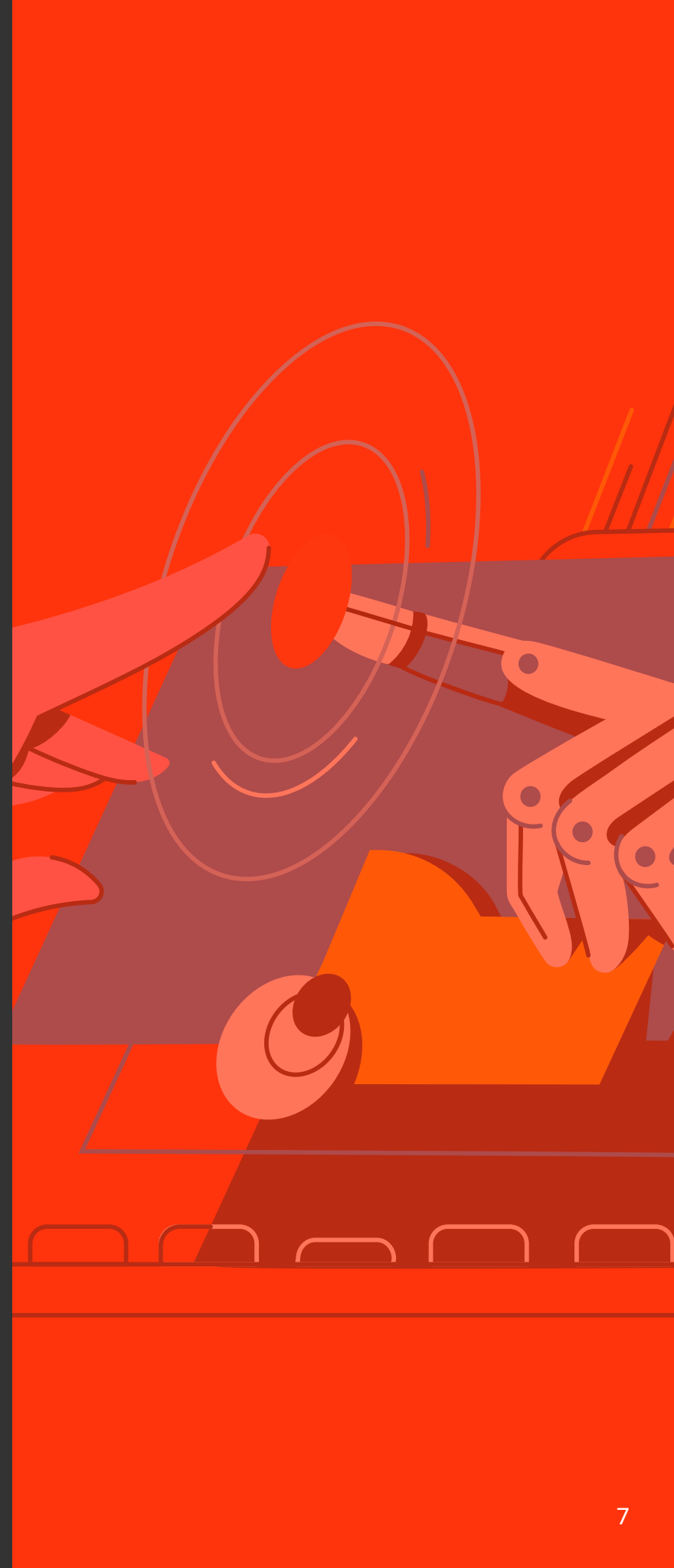
Technology organizations have to work harder to measure content performance accurately — and to provide customers with consistent experiences.

Thirty-one percent of respondents indicated that they don't measure content performance accurately. In addition, 29% said they don't provide customers with a consistent experience across their engagement journey.

Technology Marketers' Opinions About Content Marketing in Their Organizations

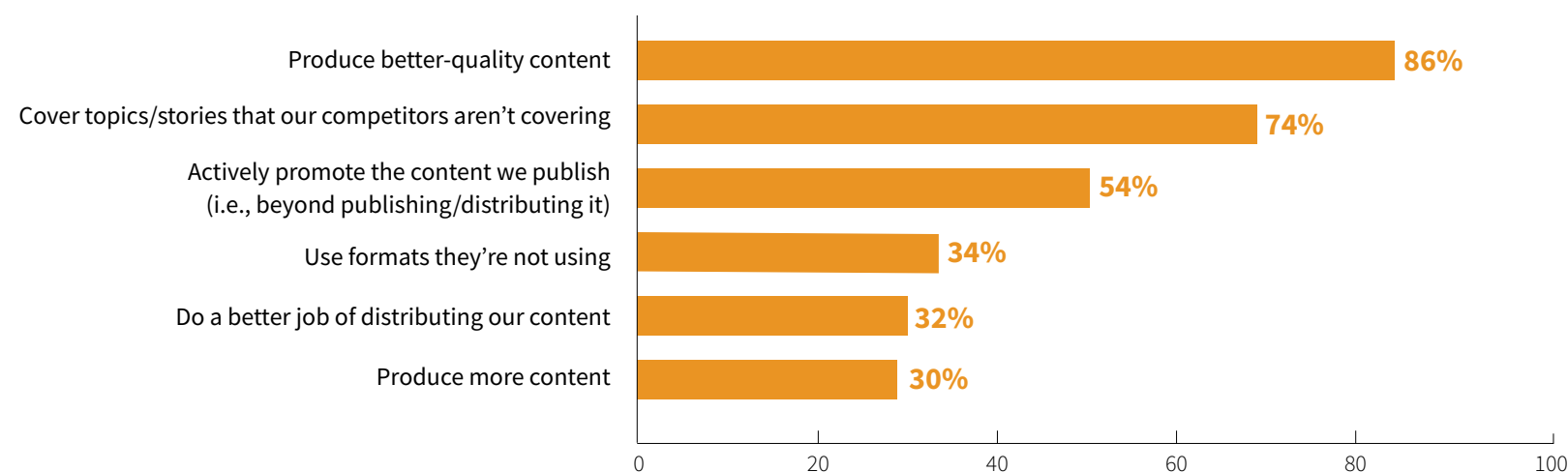|	Strongly Agree	Somewhat Agree	Neither Agree Nor Disagree	Somewhat Disagree	Strongly Disagree
Our organization values creativity and craft in content creation and production.	44%	39%	5%	10%	2%
Our organization provides customers with a consistent experience across their engagement journey.	11%	51%	9%	23%	6%
Diversity and inclusion play an integral role in our organization's content decision-making and creative processes.	26%	25%	29%	14%	6%
Our organization measures content performance accurately.	9%	38%	20%	25%	6%

Content Marketing Institute/MarketingProfs
Base: Technology content marketers who answered each statement.
13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022
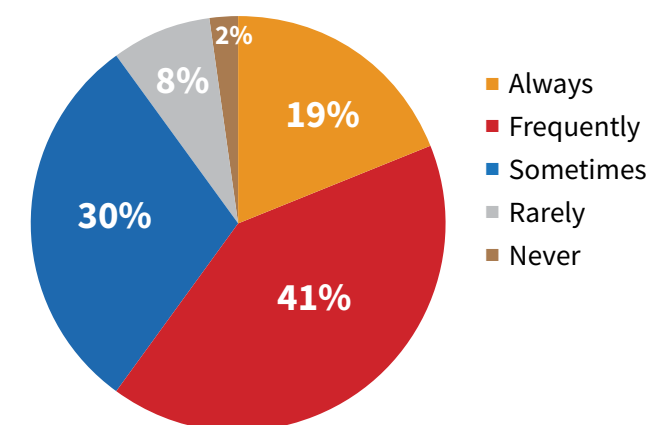
Technology marketers who want to differentiate their content should focus on quality and unique stories.

Actively promoting content is another important key.

How Technology Marketers Differentiate Their Content from the Competition's

Category	Percentage
Produce better-quality content	86%
Cover topics/stories that our competitors aren't covering	74%
Actively promote the content we publish (i.e., beyond publishing/distributing it)	54%
Use formats they're not using	34%
Do a better job of distributing our content	32%
Produce more content	30%

How Often Do You Differentiate Your Content From the Competition's?

- Always — 19%
- Frequently — 41%
- Sometimes — 30%
- Rarely — 8%
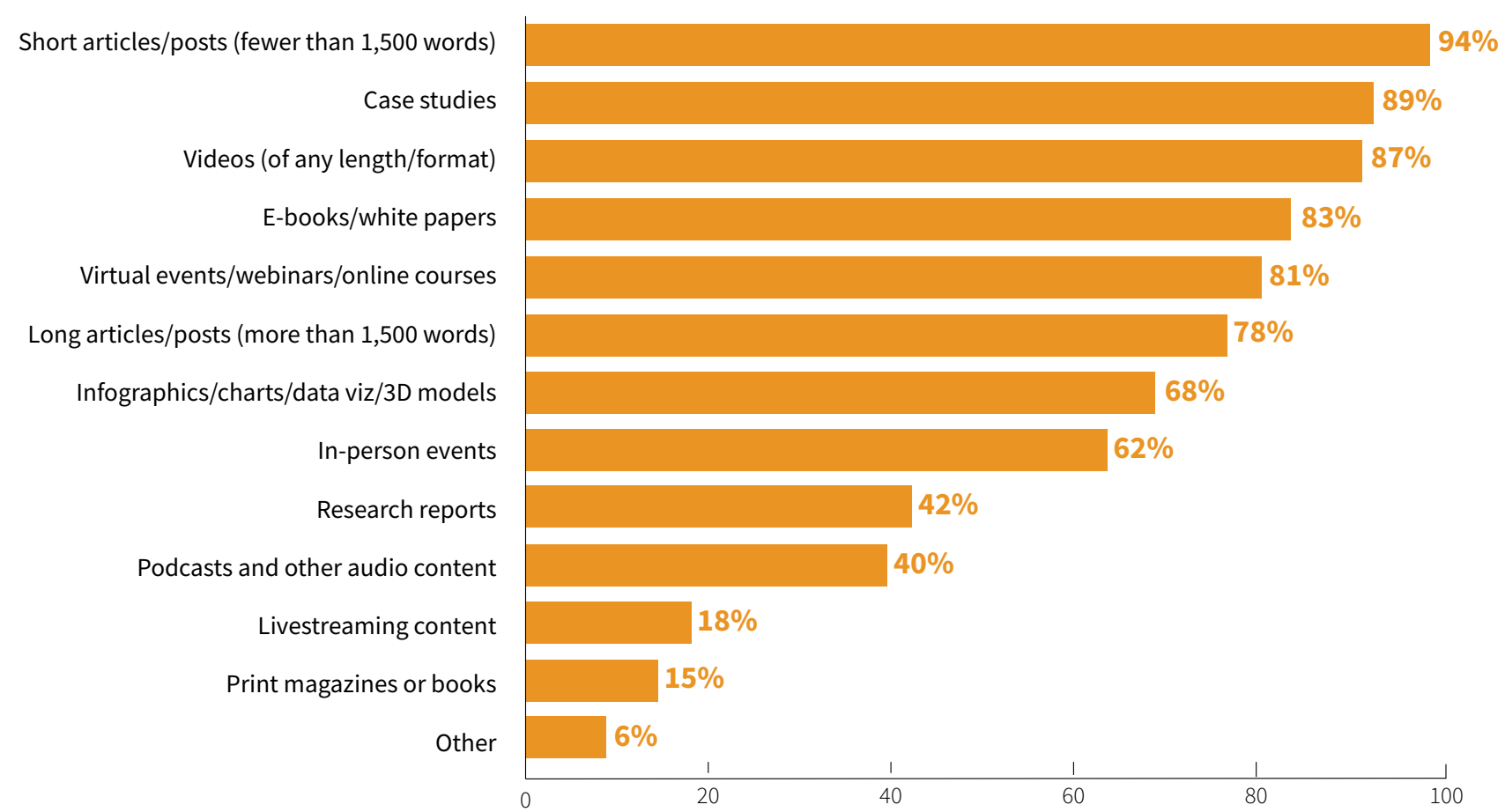- Never — 2%

Content Marketing Institute/MarketingProfs

Base: Technology content marketers who always/frequently differentiate their content from the competition.
13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

CONTENT MARKETING INSTITUTE   MarketingProfs   FOUNDRY *an IDG, Inc. company*

Technology marketers reported using a good mix of content types to interact with audiences.

Sixty-two percent reported using in-person events, compared with 17% the previous year. The use of videos increased to 87% from 73% the previous year. The use of other content types remained steady.

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

Content Asset	Percentage
Short articles/posts (fewer than 1,500 words)	94%
Case studies	89%
Videos (of any length/format)	87%
E-books/white papers	83%
Virtual events/webinars/online courses	81%
Long articles/posts (more than 1,500 words)	78%
Infographics/charts/data viz/3D models	68%
In-person events	62%
Research reports	42%
Podcasts and other audio content	40%
Livestreaming content	18%
Print magazines or books	15%
Other	6%

Content Marketing Institute/MarketingProfs
Base: Technology content marketers. Aided list; multiple responses permitted.
13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

Research reports and virtual events are producing results.

As they did the previous year, technology marketers said research reports and virtual events/webinars/online courses produced the best results for their content marketing in the last 12 months.

Content Assets That Produced the Best Results for Technology Marketers in Last 12 Months (Top 4)

Content Asset	Percentage
Research reports	60%
Virtual events/webinars/online courses	56%
In-person events	50%
E-books/white papers	45%
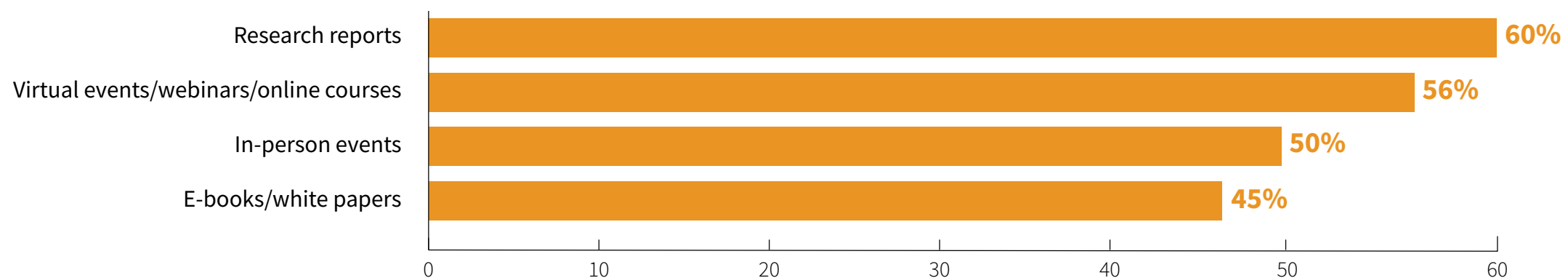
Content Marketing Institute/MarketingProfs

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.)"
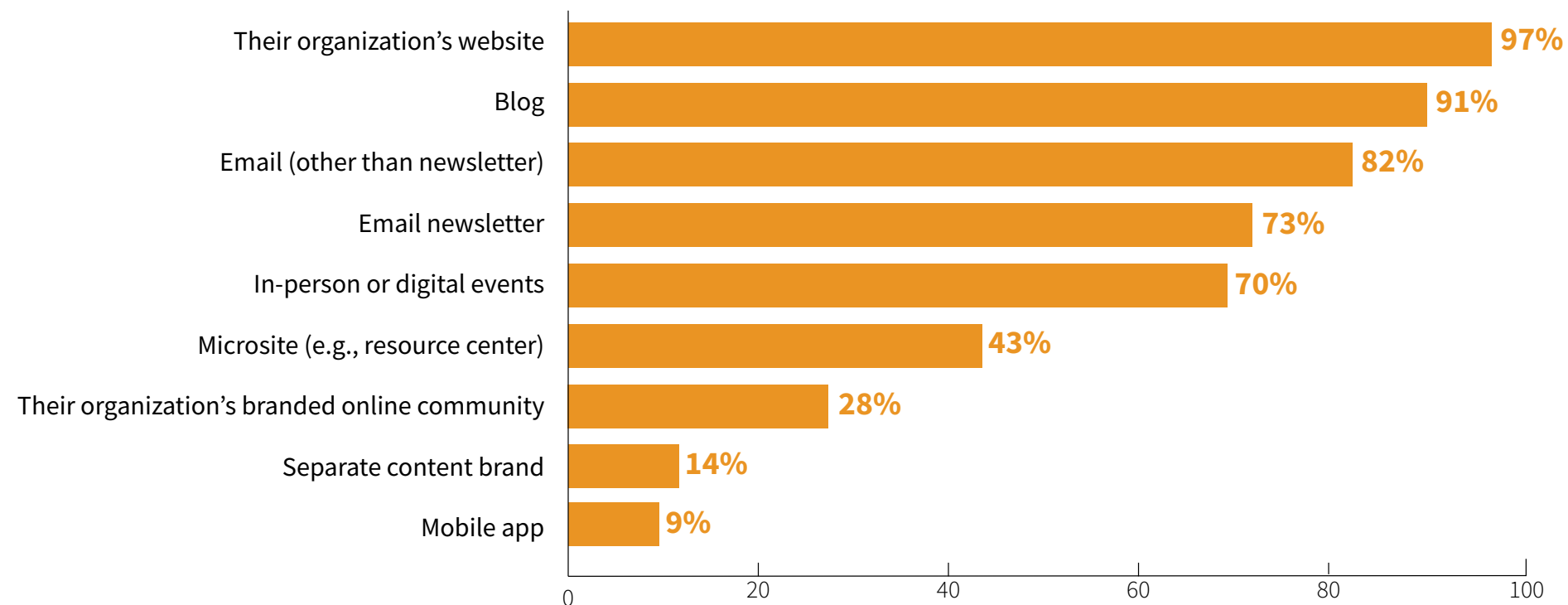
Base: Technology content marketers who use each content asset listed. Multiple responses permitted.
13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

Technology marketers mostly used their own websites, blogs, and email to distribute content.

In-person and digital events also topped the list.

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

Platform	Percentage
Their organization's website	97%
Blog	91%
Email (other than newsletter)	82%
Email newsletter	73%
In-person or digital events	70%
Microsite (e.g., resource center)	43%
Their organization's branded online community	28%
Separate content brand	14%
Mobile app	9%

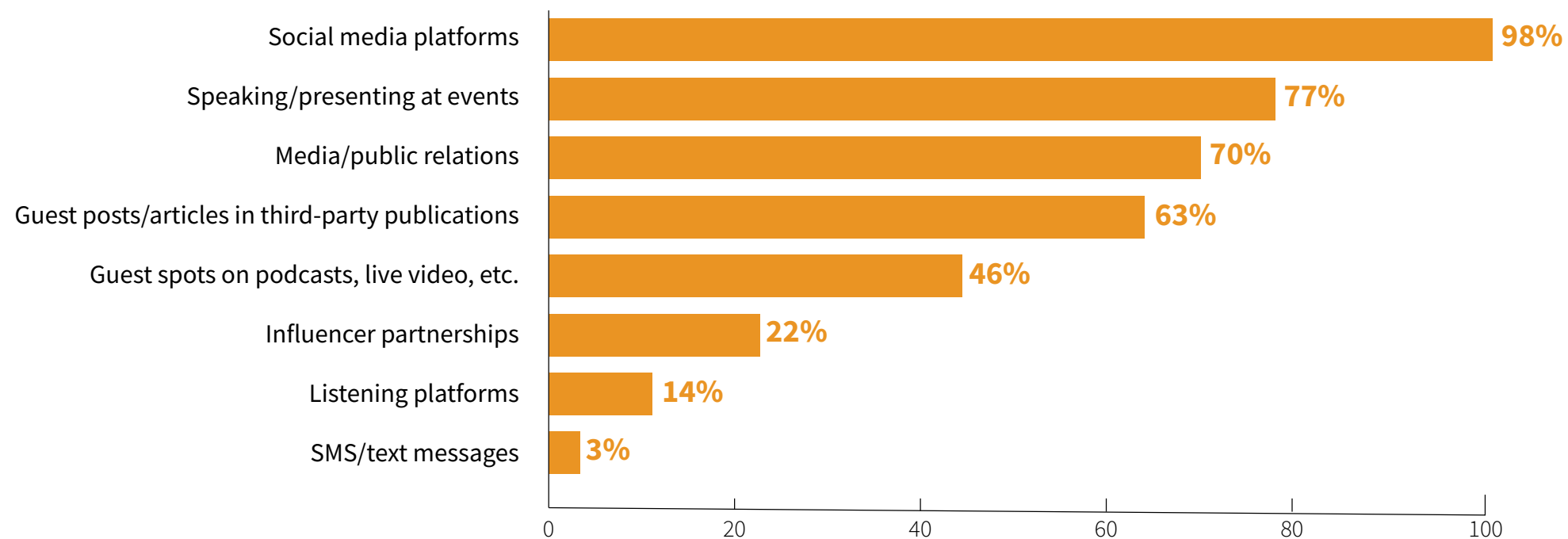**Content Marketing Institute/MarketingProfs**
Base: Technology content marketers. Aided list; multiple responses permitted.
13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

Nearly all technology marketers surveyed used organic social media to distribute content in the last 12 months.

Speaking/presenting at events and media/public relations also topped the list.

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

Platform	Percentage
Social media platforms	98%
Speaking/presenting at events	77%
Media/public relations	70%
Guest posts/articles in third-party publications	63%
Guest spots on podcasts, live video, etc.	46%
Influencer partnerships	22%
Listening platforms	14%
SMS/text messages	3%

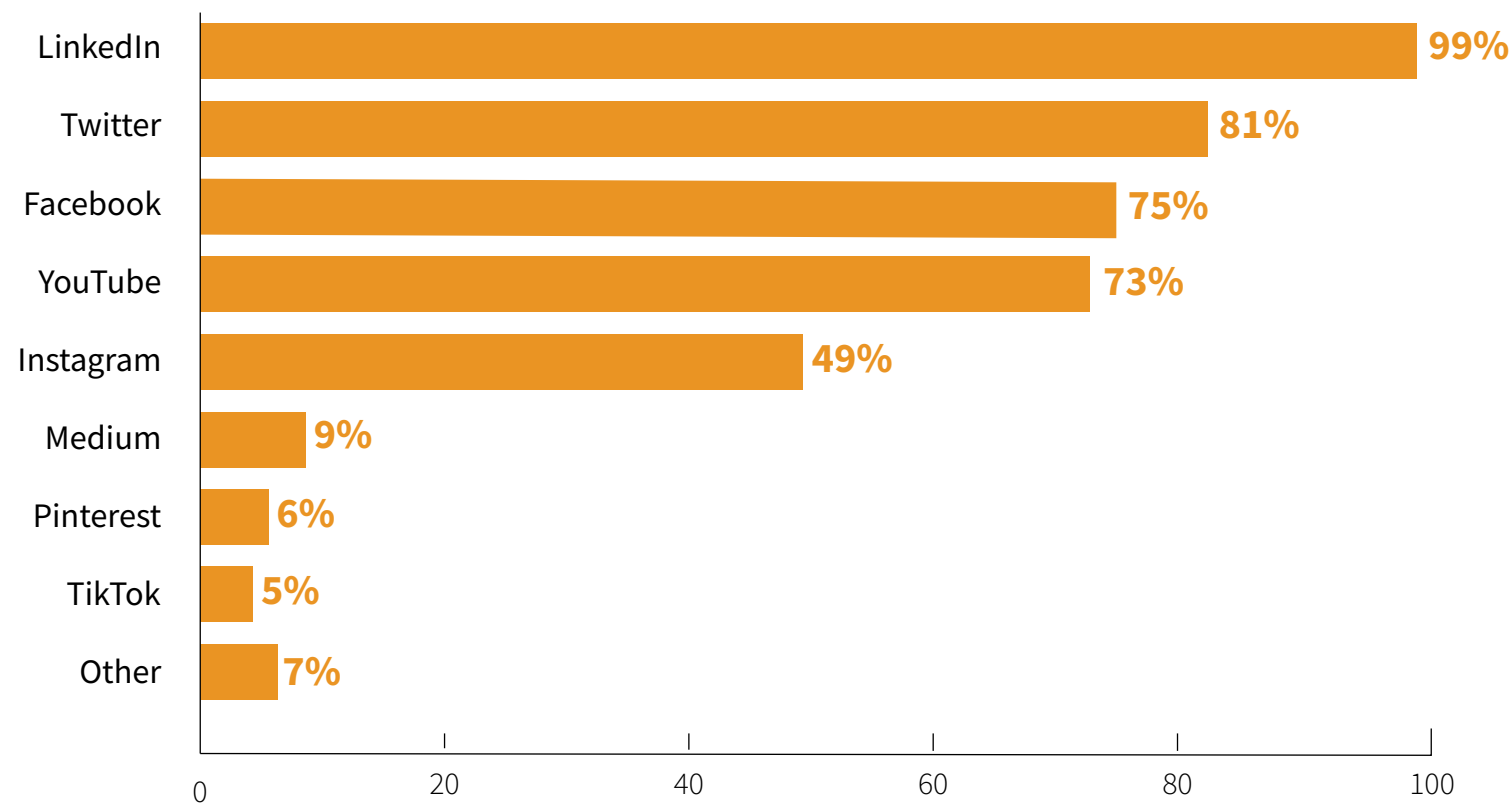*Content Marketing Institute/MarketingProfs*
Base: Technology content marketers who used organic social media platforms in the last 12 months.
Aided list; multiple responses permitted.

LinkedIn and Twitter were the top organic social media platforms technology marketers used.

The use of organic social media platforms remained steady when compared with the previous year.

Organic (Nonpaid) Social Media Platforms Technology Content Marketers Used in Last 12 Months

Platform	Percentage
LinkedIn	99%
Twitter	81%
Facebook	75%
YouTube	73%
Instagram	49%
Medium	9%
Pinterest	6%
TikTok	5%
Other	7%

Content Marketing Institute/MarketingProfs
Base: Technology content marketers who used organic social media platforms in the last 12 months. Aided list; multiple responses permitted.
13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022

Technology marketers rated LinkedIn and YouTube as the most effective organic social media platforms they use.

Instagram and Facebook came in lowest, with 47% rating them as not very or not at all effective.

How Effective Are These Organic Social Media Platforms in Helping Your Technology Organization Reach Its Content Marketing Goals?

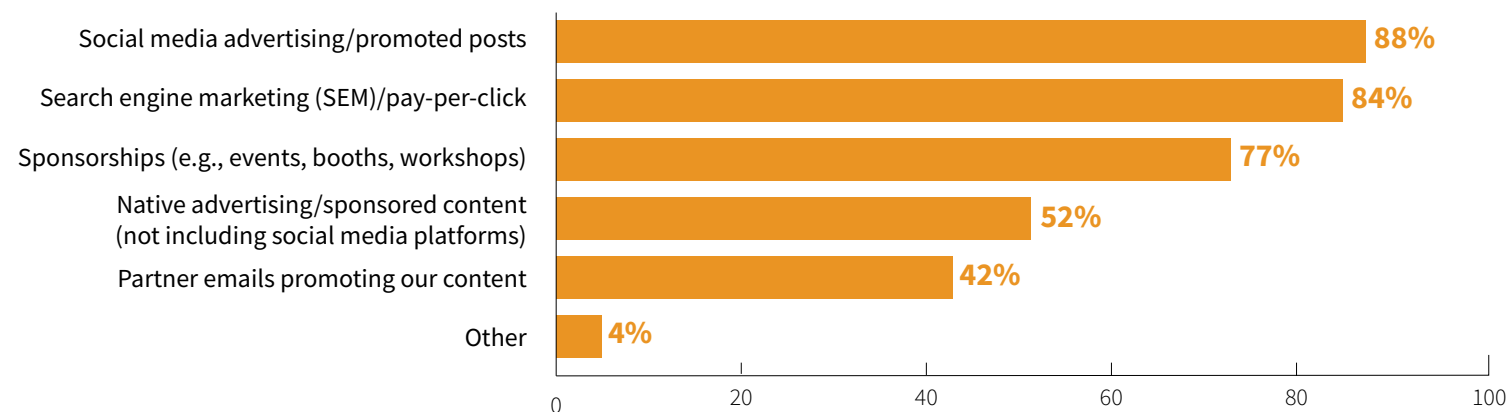|	Extremely Effective	Very Effective	Somewhat Effective	Not Very Effective	Not At All Effective
LinkedIn	21%	42%	33%	4%	0%
YouTube	8%	34%	40%	17%	2%
Twitter	2%	17%	45%	31%	6%
Instagram	3%	9%	42%	38%	9%
Facebook	2%	10%	41%	38%	9%

Content Marketing Institute/MarketingProfs

Base: Technology content marketers who used the platforms listed in the last 12 months.

13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022

CONTENT CREATION & DISTRIBUTION

Eighty-two percent of technology marketers said their organization used one or more paid content distribution channels in the last 12 months, down from 93% the previous year.

Among those who used paid channels, the percentage of those using social media advertising/promoted posts increased to 88% from 76% the previous year.

- SEM/pay-per-click increased to 84% from 77% the previous year.
- Sponsorships increased to 77% from 61% the previous year.

Paid Content Distribution Channels Technology Marketers Used in Last 12 Months

| Channel	%
Social media advertising/promoted posts	88%
Search engine marketing (SEM)/pay-per-click	84%
Sponsorships (e.g., events, booths, workshops)	77%
Native advertising/sponsored content (not including social media platforms)	52%
Partner emails promoting our content	42%
Other	4%

Content Marketing Institute/MarketingProfs

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

13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022

Does Your Technology Organization Use One or More Paid Content Distribution Channels for Content Marketing?

- Yes: 82%
- No: 18%
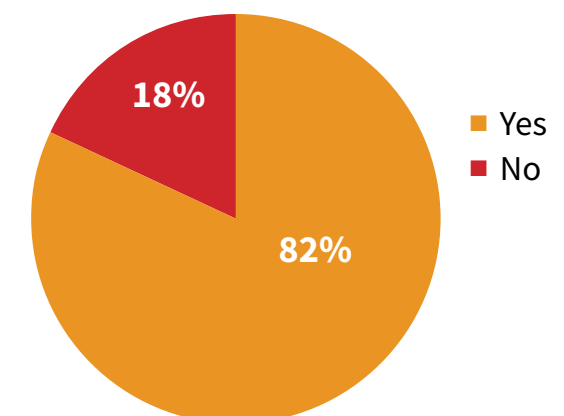
Ninety-two percent of technology marketers who used social media advertising in the last year said they used LinkedIn advertising.

The use of the paid platforms remained steady, except for:

- Facebook decreased to 41% from 58% the previous year.
- Twitter decreased to 20% from 32% the previous year.

Paid Social Media Platforms Technology Content Marketers Used in Last 12 Months
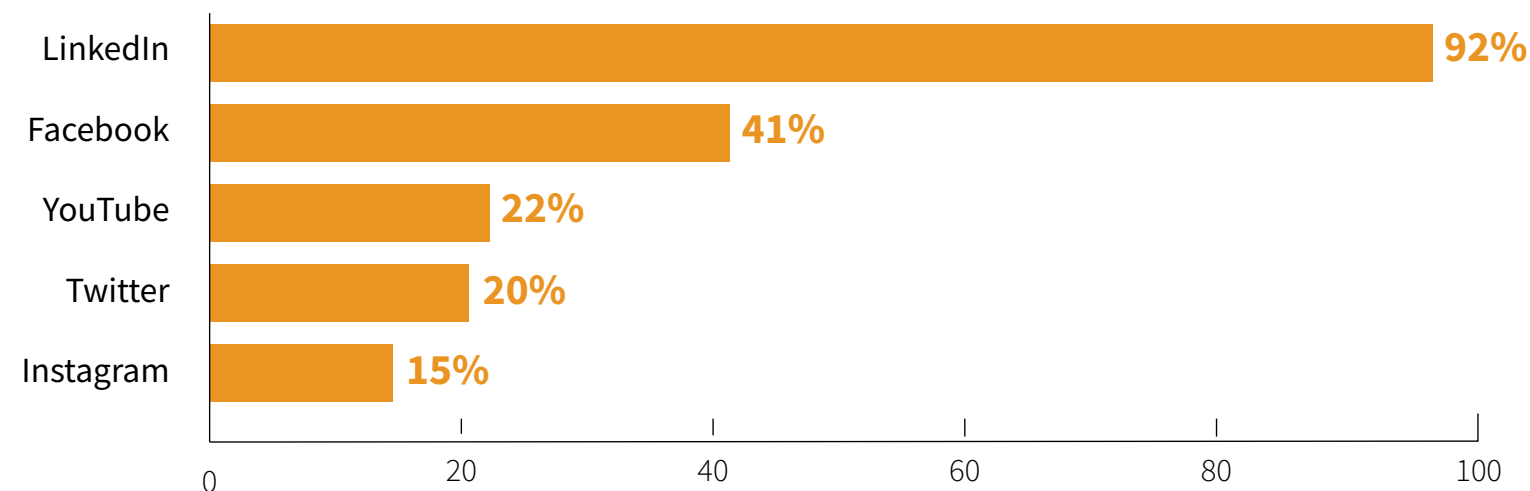
Platform	Percentage
LinkedIn	92%
Facebook	41%
YouTube	22%
Twitter	20%
Instagram	15%

Content Marketing Institute/MarketingProfs
Base: Technology content marketers who paid to promote content on social media platforms in the last 12 months.
13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022

Technology marketers who used paid social are getting the best results with LinkedIn advertising.

Facebook and Instagram had the lowest effectiveness ratings.

How Effective Are These Paid Social Media Platforms in Helping Your Technology Organization Reach Its Content Marketing Goals?

	Extremely Effective	Very Effective	Somewhat Effective	Not Very Effective	Not At All Effective
LinkedIn	12%	35%	41%	10%	2%
YouTube	11%	30%	46%	11%	2%
Twitter	7%	27%	51%	15%	0%
Facebook	6%	22%	46%	19%	7%
Instagram	3%	24%	45%	21%	7%

Content Marketing Institute/MarketingProfs

Base: Technology content marketers who paid to promote content on the platforms listed in the last 12 months.

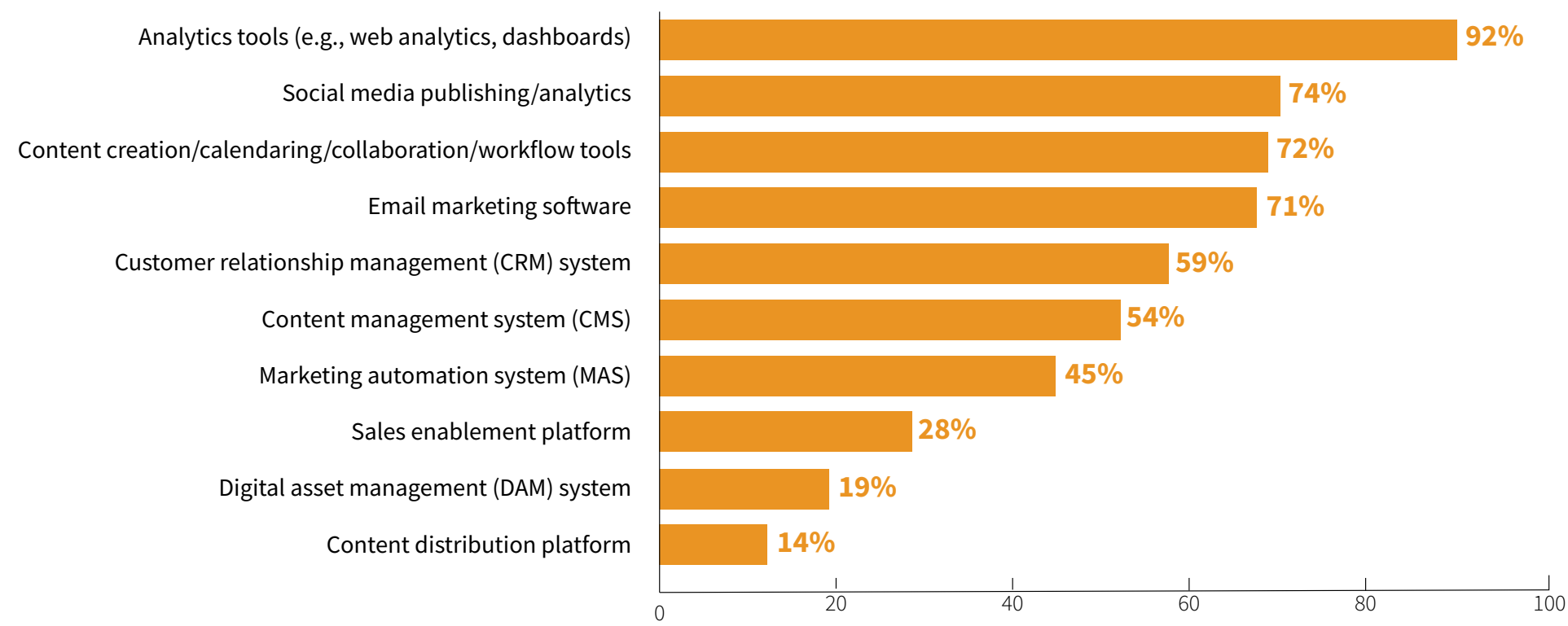*13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022*

CONTENT
MANAGEMENT
& OPERATIONS
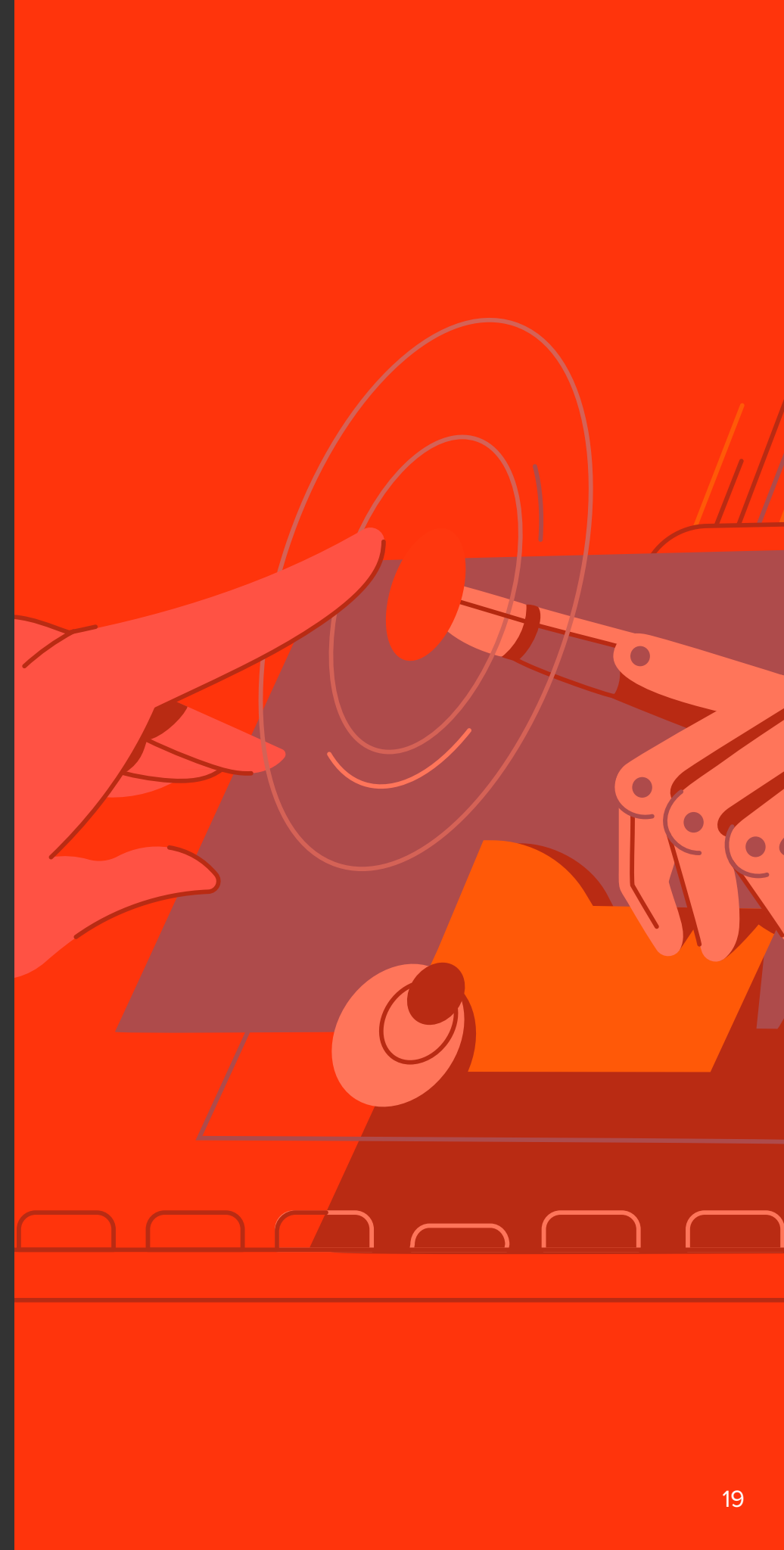
Ninety-two percent of technology marketers said their organization uses analytics tools to manage content.

Social media publishing/analytics tools came in second, at 74%.

## Technologies Technology Organizations Use to Manage Content

Technology	Percentage
Analytics tools (e.g., web analytics, dashboards)	92%
Social media publishing/analytics	74%
Content creation/calendaring/collaboration/workflow tools	72%
Email marketing software	71%
Customer relationship management (CRM) system	59%
Content management system (CMS)	54%
Marketing automation system (MAS)	45%
Sales enablement platform	28%
Digital asset management (DAM) system	19%
Content distribution platform	14%

Content Marketing Institute/MarketingProfs

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

13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

Twenty-nine percent of technology marketers said their organization hasn't acquired the right content management technology.

Another 32% said they have the technology but aren't using it to potential.

The Right Technology in Place to Manage Content Across the Technology Organization?

Pie chart:
- 28% Yes
- 32% No – we have the technology, but aren't using it to potential
- 29% No – we haven't acquired the right technology
- 11% Unsure

Legend:
- ■ Yes
- ■ No – we have the technology, but aren't using it to potential
- ■ No – we haven't acquired the right technology
- ■ Unsure
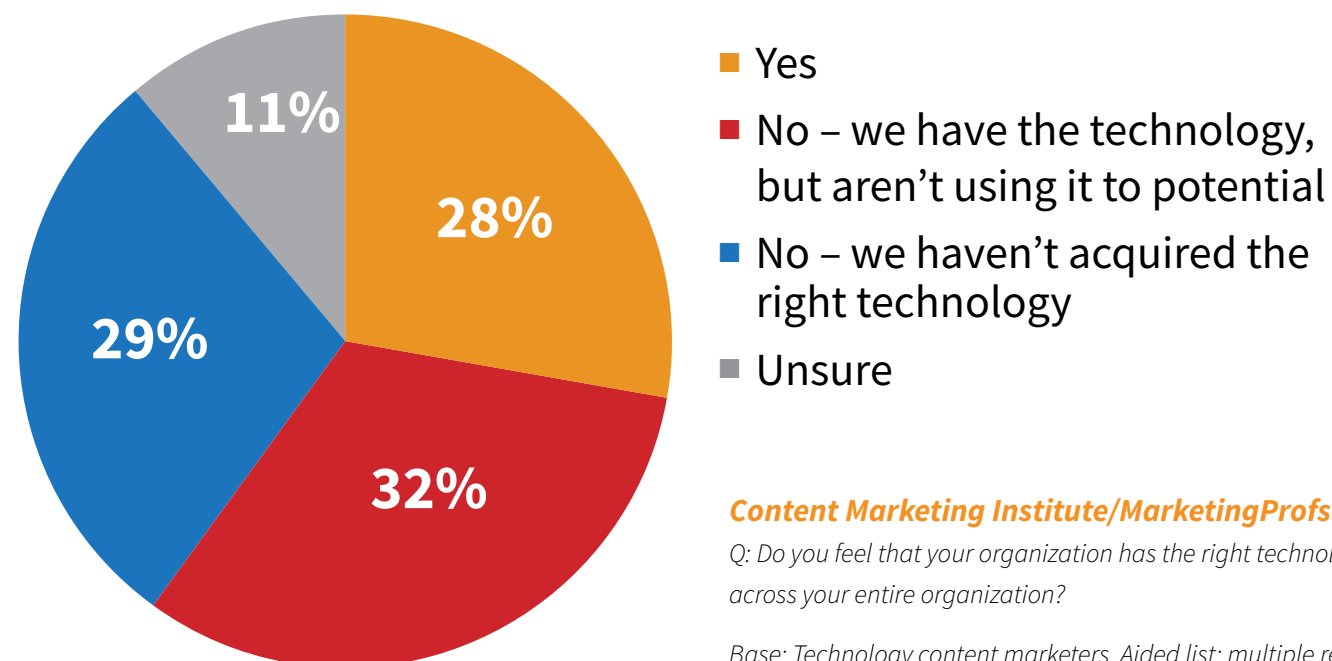
Content Marketing Institute/MarketingProfs

Q: Do you feel that your organization has the right technology in place to manage content across your entire organization?

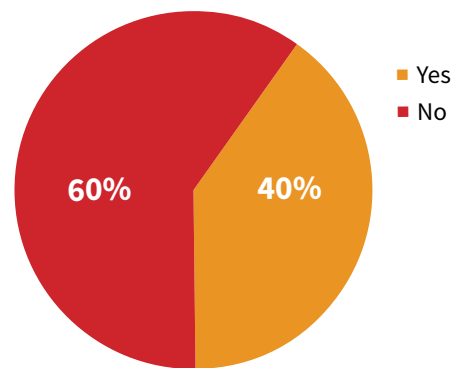*Base: Technology content marketers. Aided list; multiple responses permitted.*
13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

Forty percent of technology marketers said their organization translates content into different languages using a variety of methods.

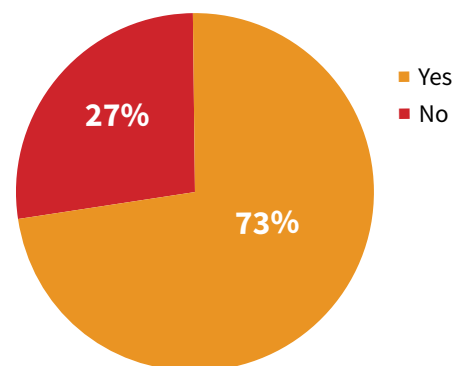Nearly three out of four who translate content also localize it, mostly using in-house teams.

Does Your Organization Translate Content Into Different Languages?

(Translation is defined as the process of changing content into another language.)
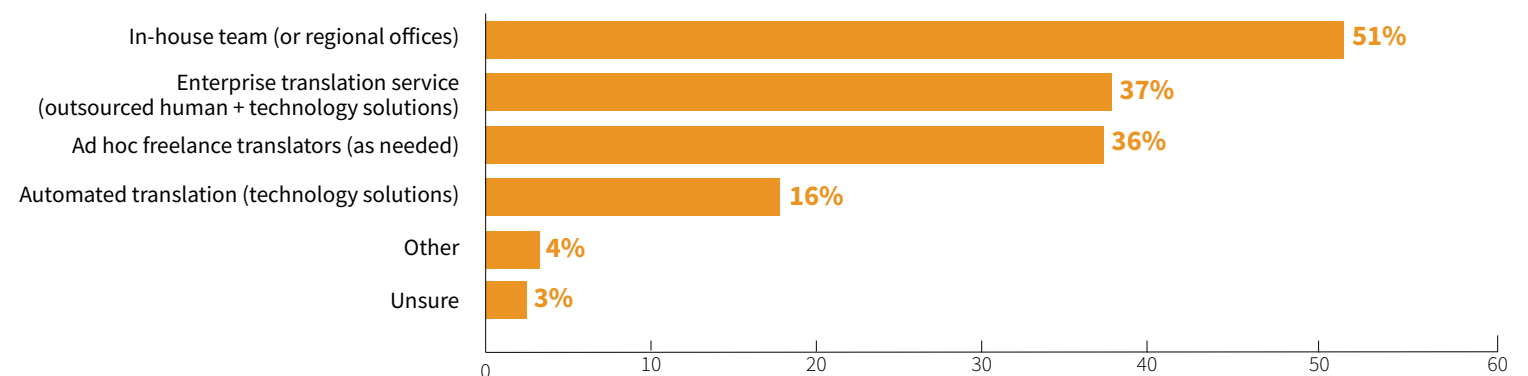
- **60%** No
- **40%** Yes

- Yes
- No

In Addition to Translation, Does Your Organization Also Localize Content?

(Localization is defined as the process of adapting content to meet the needs of local culture or target market.)

- **27%** No
- **73%** Yes

- Yes
- No

Technology Organizations' Approach to Translation

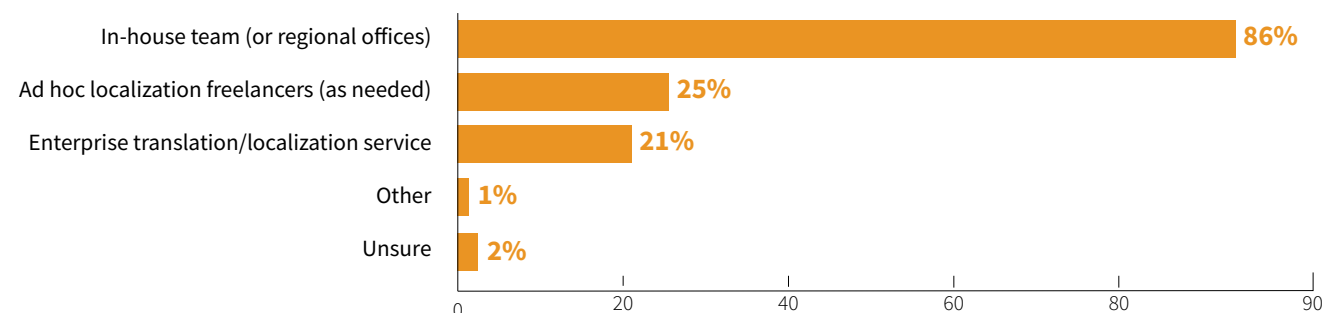| Category	Percentage
In-house team (or regional offices)	51%
Enterprise translation service (outsourced human + technology solutions)	37%
Ad hoc freelance translators (as needed)	36%
Automated translation (technology solutions)	16%
Other	4%
Unsure	3%

Content Marketing Institute/MarketingProfs

Base: Technology content marketers whose organizations translate content into different languages.
Aided list; multiple responses permitted.
13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

Technology Organizations' Approach to Localization

| Category	Percentage
In-house team (or regional offices)	86%
Ad hoc localization freelancers (as needed)	25%
Enterprise translation/localization service	21%
Other	1%
Unsure	2%

Content Marketing Institute/MarketingProfs

Base: Technology content marketers whose organizations translate content into different languages.
Aided list; multiple responses permitted.
13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022
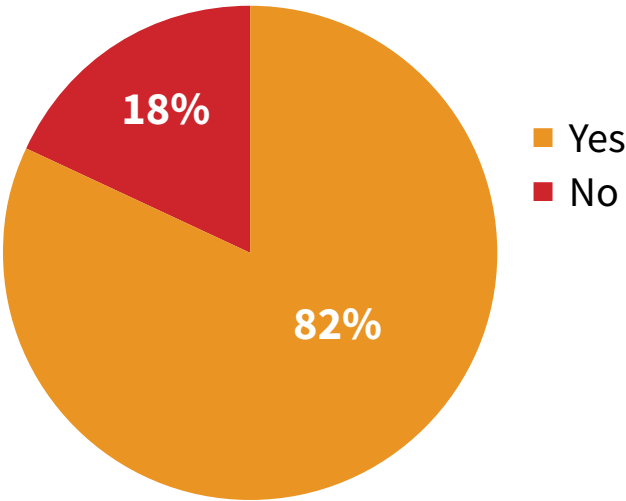
METRICS & GOALS
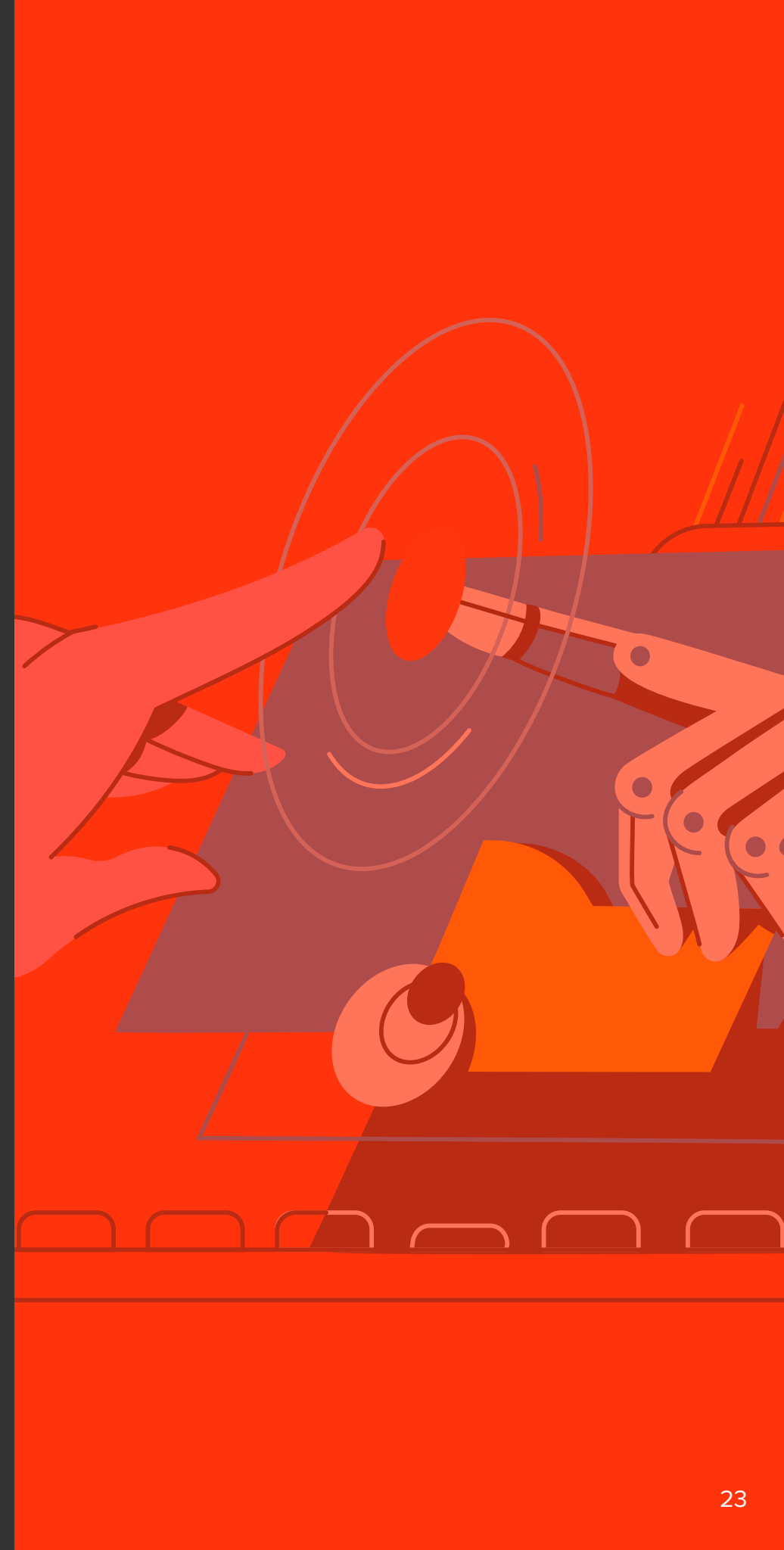
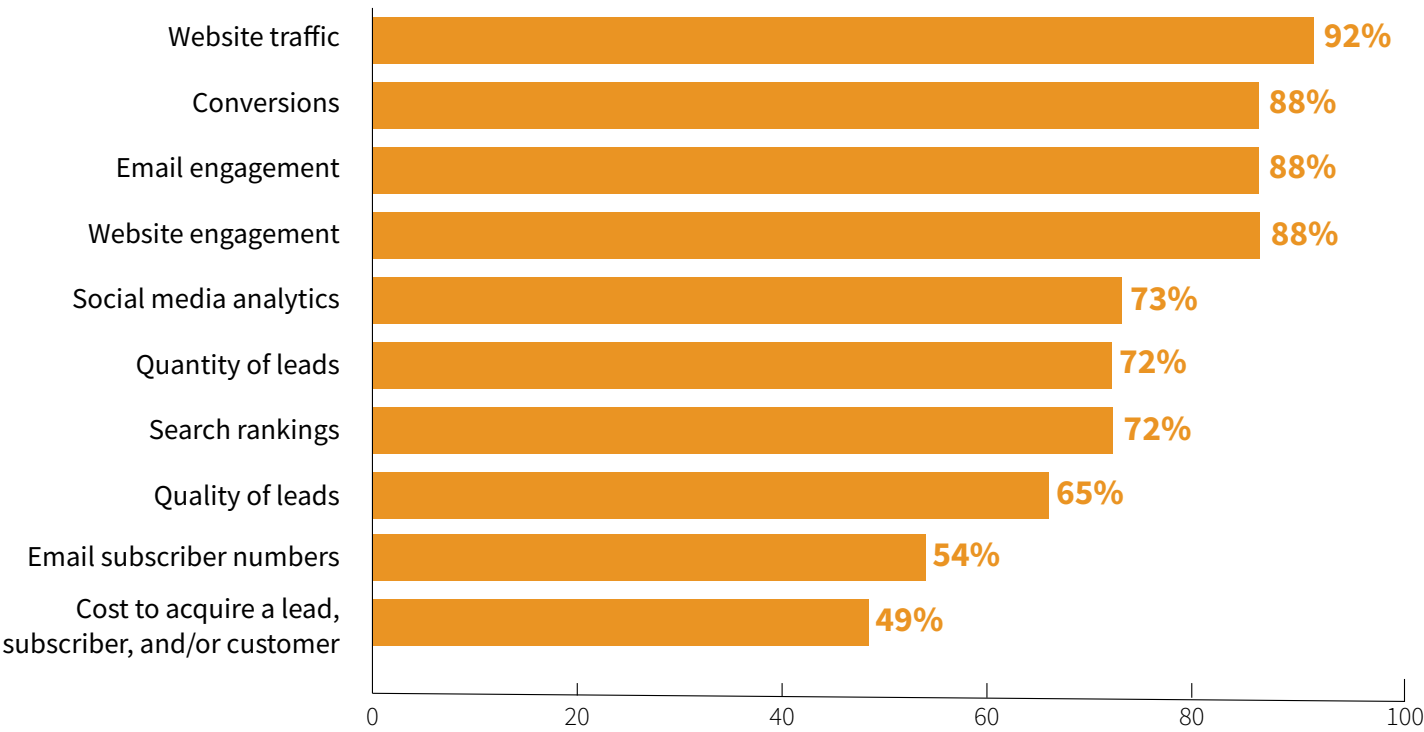# Eighty-two percent of technology marketers measure content performance.

Website traffic (92%) is the metric technology marketers said they look at most often.

Does Your Technology Organization Measure Content Performance?

- 18% No
- 82% Yes

■ Yes
■ No

Content Marketing Institute/MarketingProfs

Base: Technology content marketers.
13th Annual Content Marketing Survey:
Content Marketing Institute/Marketing Profs, July 2022

Metrics Technology Marketers Have Used to Track Content Performance in Last 12 Months

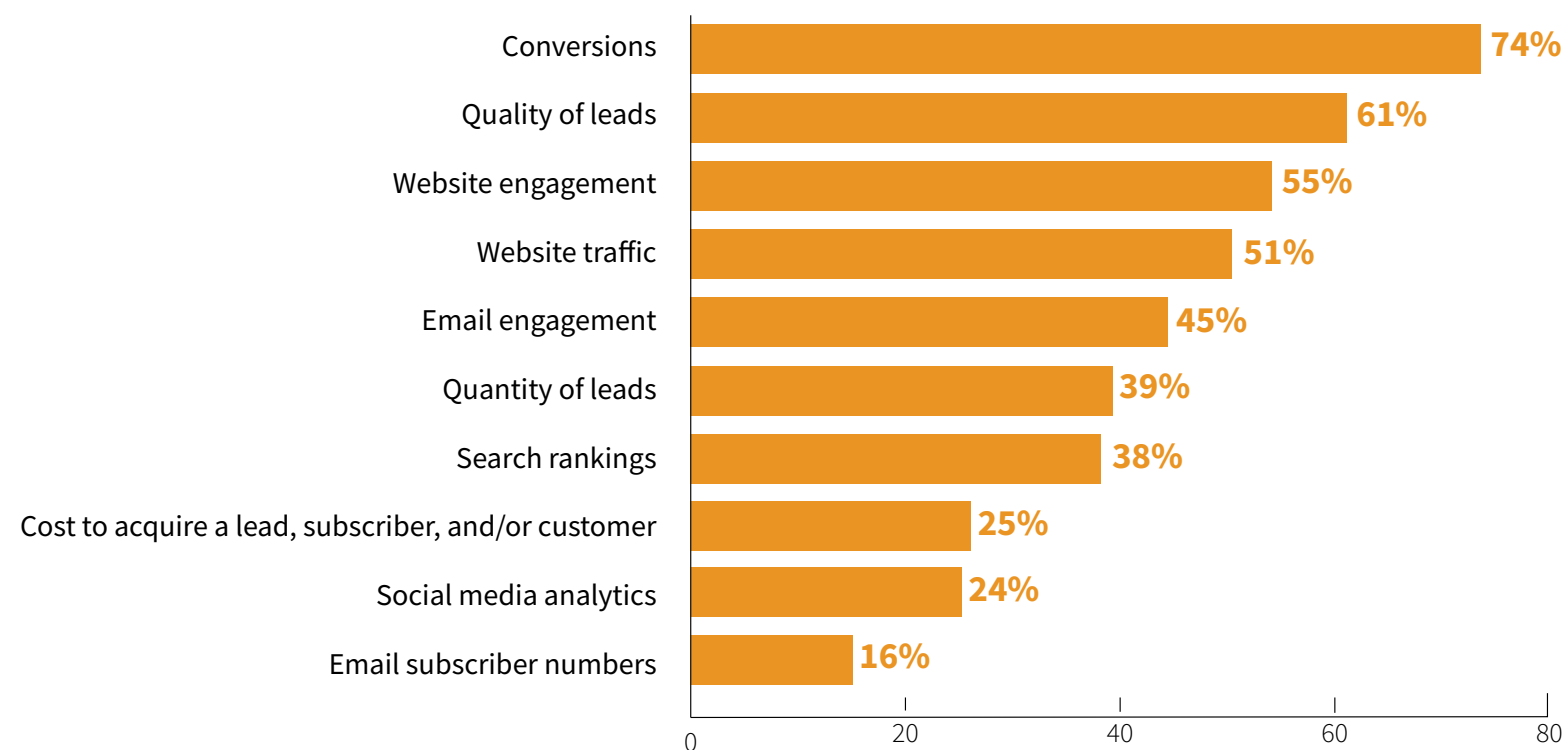| Metric	%
Website traffic	92%
Conversions	88%
Email engagement	88%
Website engagement	88%
Social media analytics	73%
Quantity of leads	72%
Search rankings	72%
Quality of leads	65%
Email subscriber numbers	54%
Cost to acquire a lead, subscriber, and/or customer	49%

Content Marketing Institute/MarketingProfs

Base: Technology content marketers who measure content performance.
Aided list; multiple responses permitted.
13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022

Technology marketers rely most on conversions when evaluating content performance.

Quality of leads, website engagement, website traffic, and email engagement rounded out the top five metrics.

Metrics Technology Marketers Rely on Most When Evaluating Content Performance

Metric	Percentage
Conversions	74%
Quality of leads	61%
Website engagement	55%
Website traffic	51%
Email engagement	45%
Quantity of leads	39%
Search rankings	38%
Cost to acquire a lead, subscriber, and/or customer	25%
Social media analytics	24%
Email subscriber numbers	16%

Content Marketing Institute/MarketingProfs
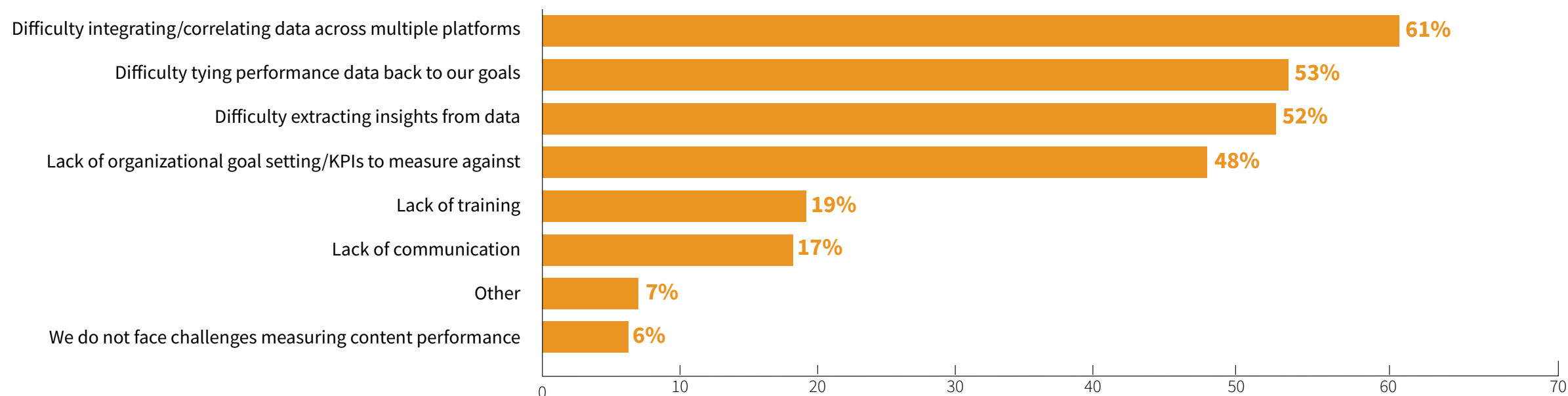*Base: Technology content marketers who measure the content performance metrics listed.*
Aided list; multiple responses permitted.
13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022

25

Sixty-one percent of technology marketers said it was difficult to integrate/correlate data across multiple platforms.

Other top challenges included tying performance data back to goals, extracting insights from data, and lack of organizational goal setting/KPIs to measure against.

Challenges Technology Marketers Face With Measuring Content Performance

Challenge	Percentage
Difficulty integrating/correlating data across multiple platforms	61%
Difficulty tying performance data back to our goals	53%
Difficulty extracting insights from data	52%
Lack of organizational goal setting/KPIs to measure against	48%
Lack of training	19%
Lack of communication	17%
Other	7%
We do not face challenges measuring content performance	6%

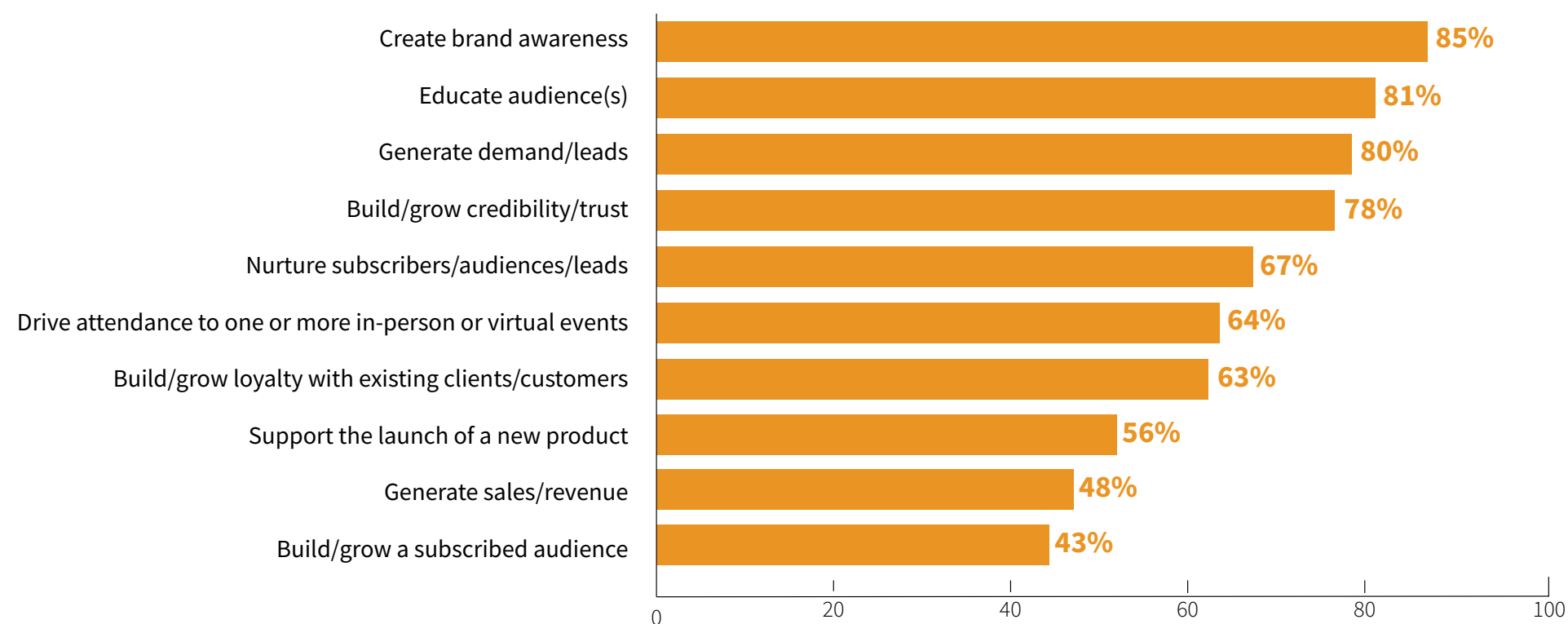*Content Marketing Institute/MarketingProfs*

Base: Technology content marketers who measure content performance. Aided list; multiple responses permitted.
13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022

Eighty-five percent of technology marketers said they were using content marketing successfully to create brand awareness.

More than three-quarters of survey respondents also reported that they've successfully used content marketing to educate audiences (81%), generate demand/leads (80%), and build/grow credibility/trust (78%).

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

Goal	Percentage
Create brand awareness	85%
Educate audience(s)	81%
Generate demand/leads	80%
Build/grow credibility/trust	78%
Nurture subscribers/audiences/leads	67%
Drive attendance to one or more in-person or virtual events	64%
Build/grow loyalty with existing clients/customers	63%
Support the launch of a new product	56%
Generate sales/revenue	48%
Build/grow a subscribed audience	43%

Content Marketing Institute/MarketingProfs
Base: Technology content marketers. Aided list; multiple responses permitted.
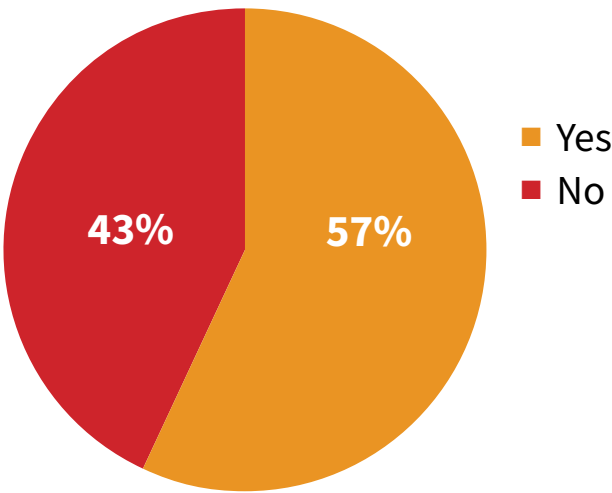*13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022*

BUDGETS & SPENDING
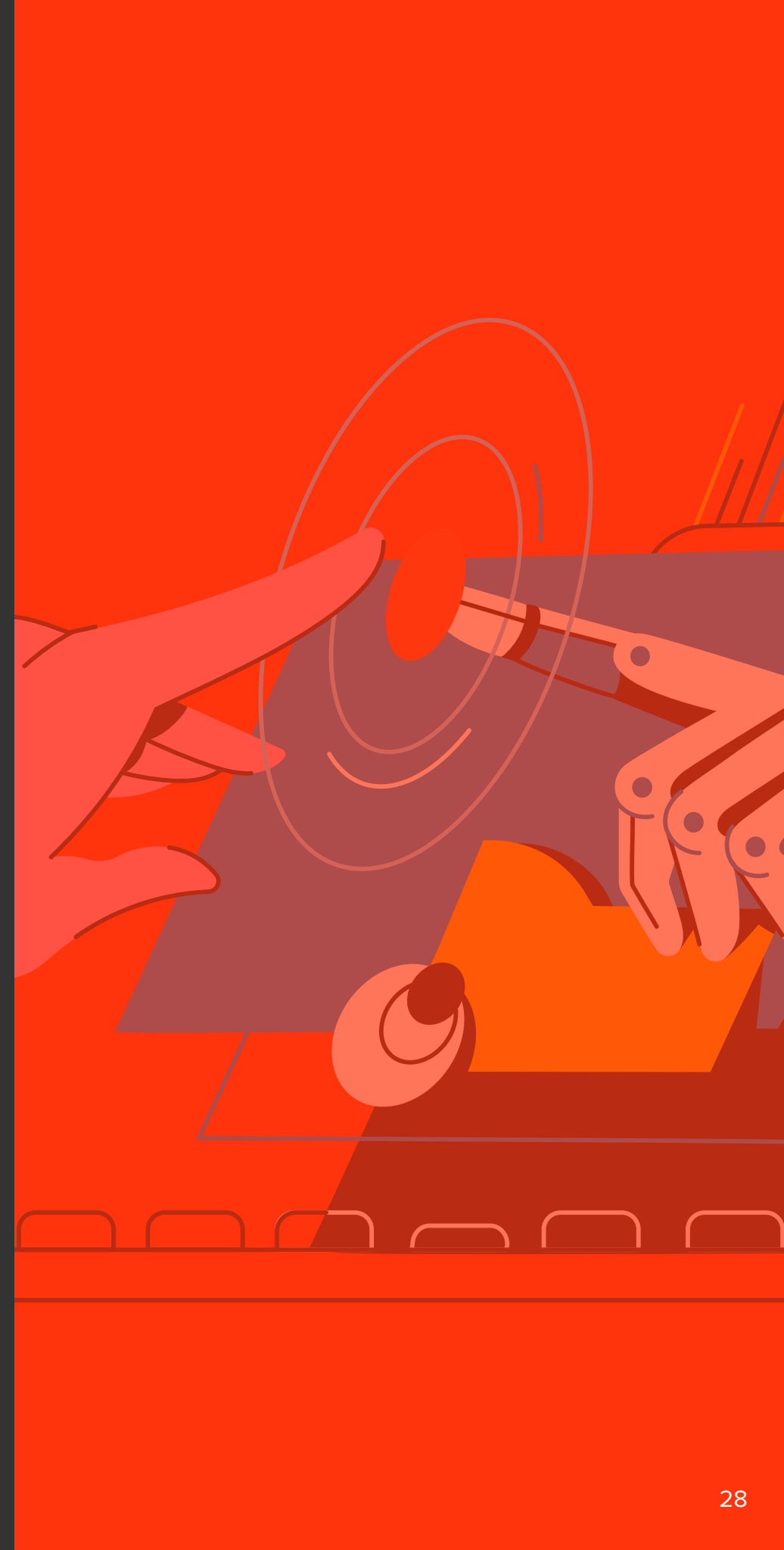
The percentage of technology marketers spending 25% to 49% of their total marketing budget on content marketing increased to 31% from 23% the previous year.

The percentage of those spending 50% or more remained steady.

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

- Yes
- No

43% 57%

Percentage of Total Marketing Budget Spent on Technology Content Marketing
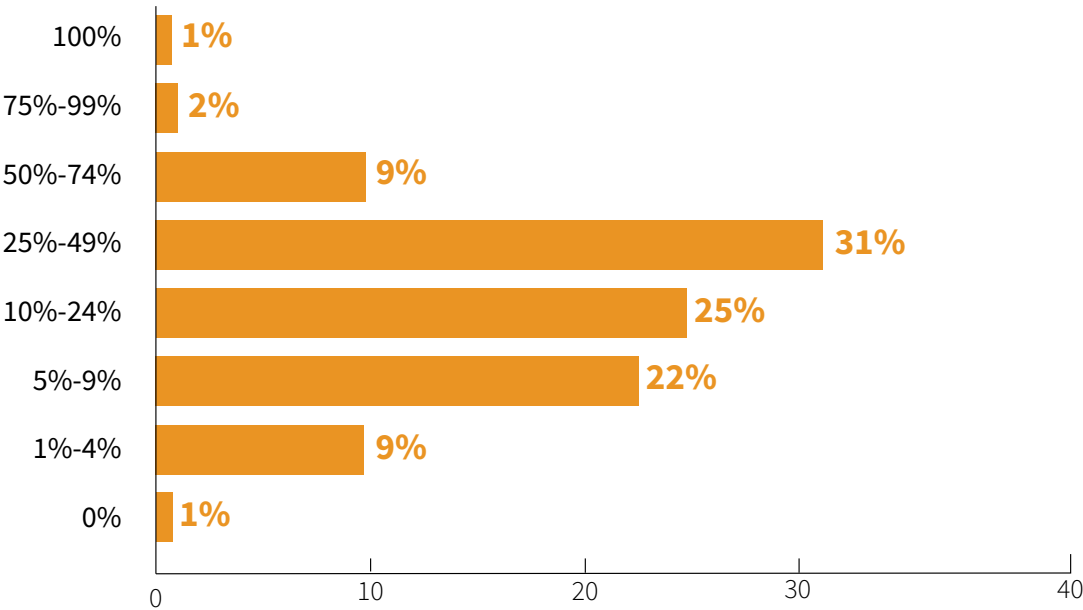
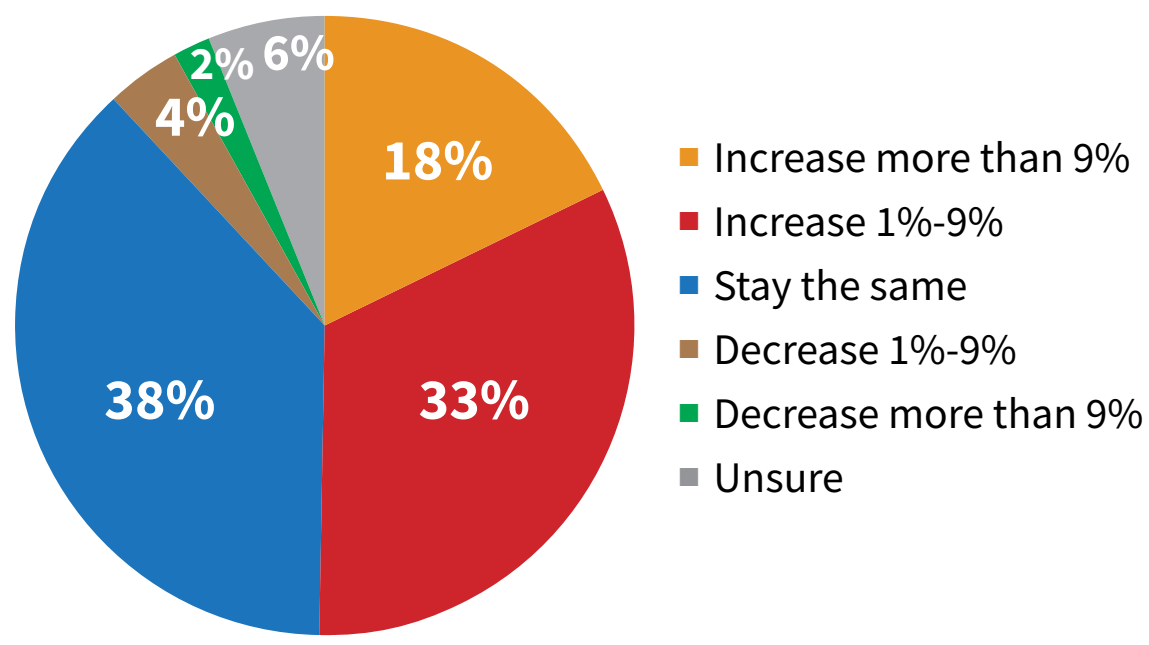| Category	Value
100%	1%
75%-99%	2%
50%-74%	9%
25%-49%	31%
10%-24%	25%
5%-9%	22%
1%-4%	9%
0%	1%

Content Marketing Institute/MarketingProfs

Base: Technology content marketers who know their organizations' budget/budgeting process for content marketing. Aided list.

13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022

Fifty-one percent of technology respondents thought their content marketing budget would increase in 2023.

Thirty-eight percent thought their budget would stay the same.

How Technology Content Marketing Budget Will Change in 2023 Compared with 2022

- Increase more than 9%
- Increase 1%-9%
- Stay the same
- Decrease 1%-9%
- Decrease more than 9%
- Unsure

Content Marketing Institute/MarketingProfs

Base: Technology content marketers who know their organizations' budget/budgeting process for content marketing. Aided list.

13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022

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Fifty-seven percent of technology marketers expected their organization's investment in in-person events to increase in 2023.

Nearly half expected their investment in digital/virtual events to stay the same in 2023.

How Technology Organizations' Investment Will Change in 2023 Compared With 2022

	Increase	Stay the same	Decrease	Will be a new area of investment	Do not/will not use
Digital/virtual events	26%	47%	21%	2%	4%
In-person events	57%	34%	5%	1%	3%
Hybrid events	27%	34%	10%	5%	24%

Content Marketing Institute/MarketingProfs

Base: Technology content marketers who know their organizations' budget/budgeting process for content marketing. Aided list.

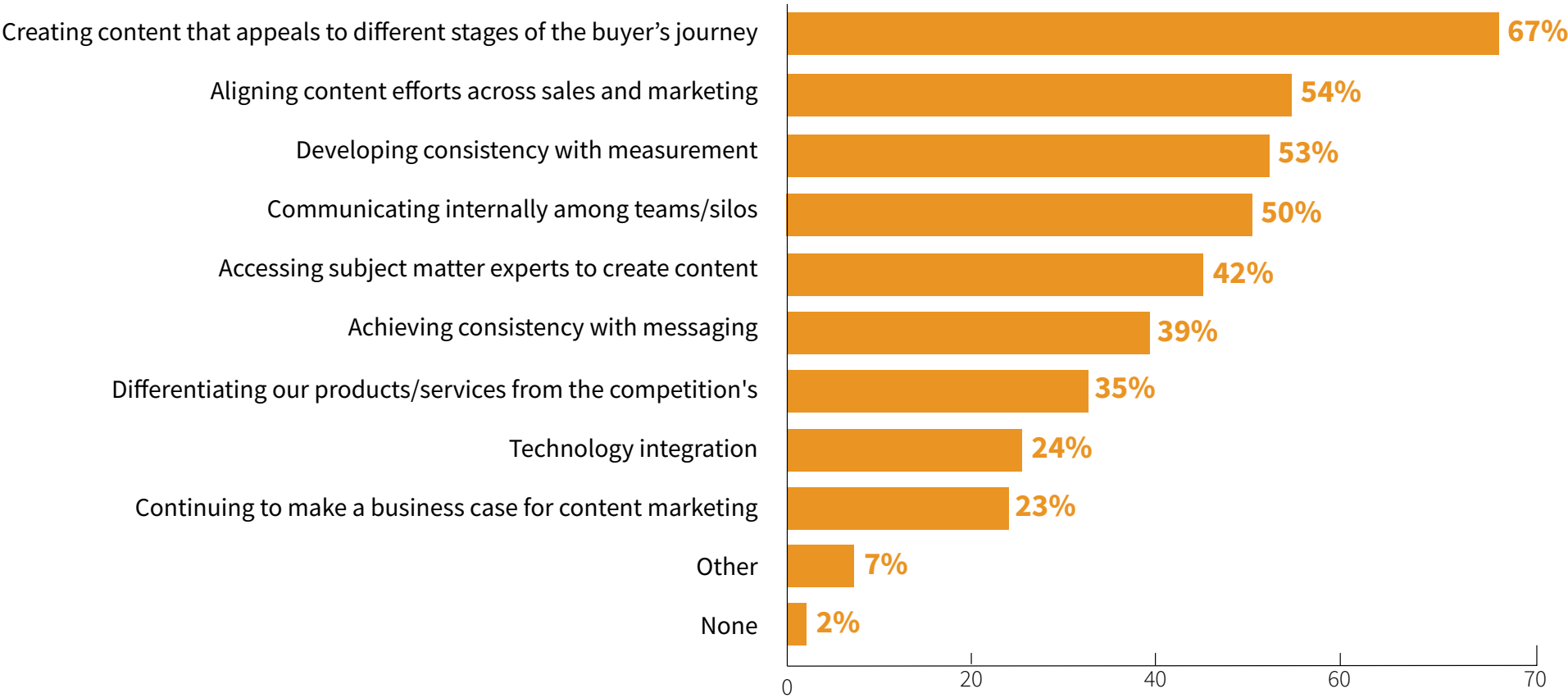*13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021*

CHALLENGES
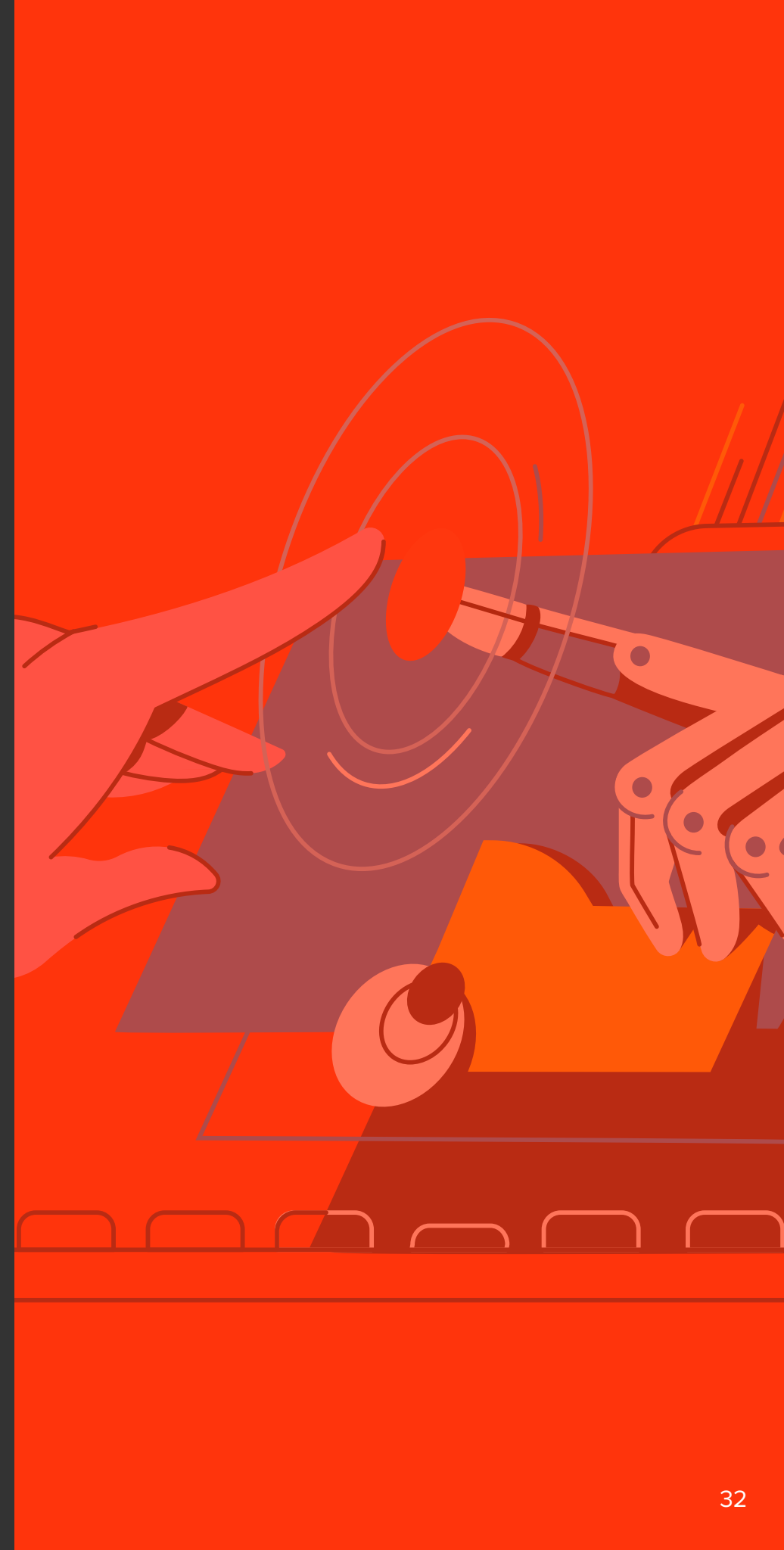
Sixty-seven percent of technology marketers said they were challenged with creating content that appeals to different stages of the buyer's journey.

Aligning content efforts across sales and marketing and developing consistency with measurement were also top challenges.

Technology Organizations' Current Content Marketing Challenges

Challenge	Percentage
Creating content that appeals to different stages of the buyer's journey	67%
Aligning content efforts across sales and marketing	54%
Developing consistency with measurement	53%
Communicating internally among teams/silos	50%
Accessing subject matter experts to create content	42%
Achieving consistency with messaging	39%
Differentiating our products/services from the competition's	35%
Technology integration	24%
Continuing to make a business case for content marketing	23%
Other	7%
None	2%

Content Marketing Institute/MarketingProfs
Base: Technology content marketers. Aided list; multiple responses permitted.
13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022
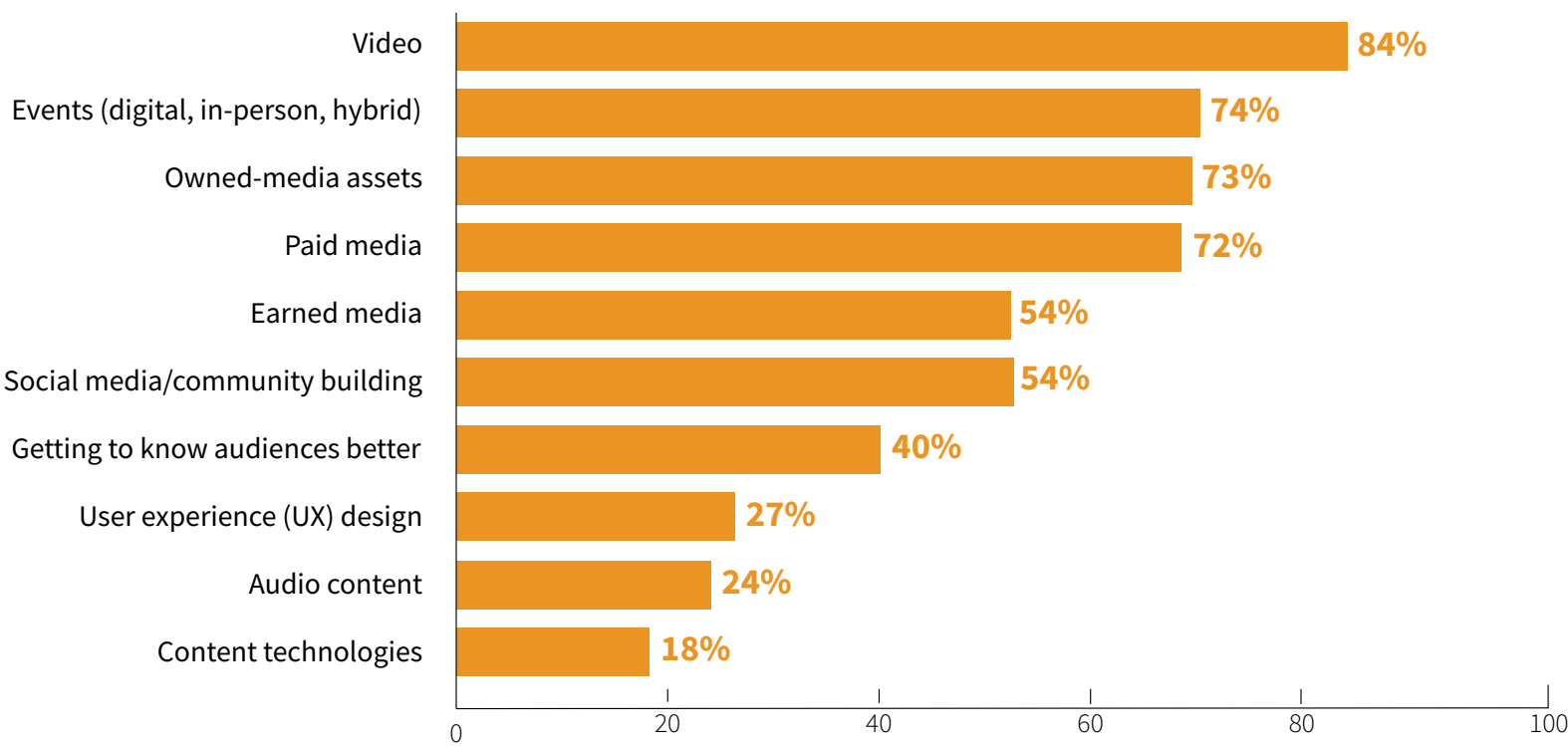
LOOKING FORWARD
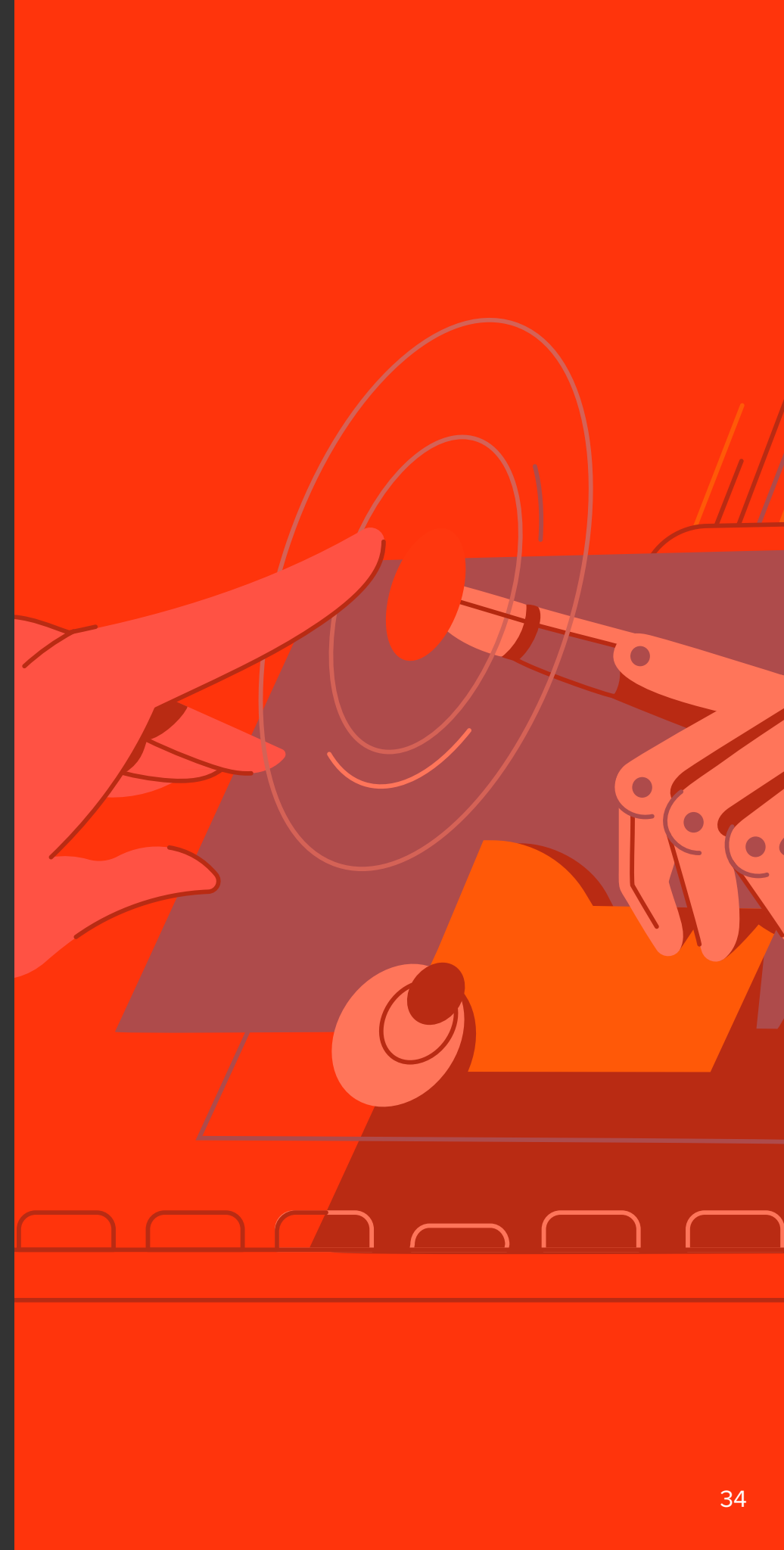
Eighty-four percent of technology marketers expected their organizations to invest in video in 2023, compared with 72% the previous year.

Events (74%), owned-media assets (73%), and paid media (72%) were also expected to be top areas of investment. Those expecting investment in social media/community building increased to 54% from 37% the previous year.

Areas of Technology Content Marketing Investment in 2023

Category	Percent
Video	84%
Events (digital, in-person, hybrid)	74%
Owned-media assets	73%
Paid media	72%
Earned media	54%
Social media/community building	54%
Getting to know audiences better	40%
User experience (UX) design	27%
Audio content	24%
Content technologies	18%

Content Marketing Institute/MarketingProfs
Base: Technology content marketers. Aided list; up to seven responses permitted.
13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022

ACTION STEPS

PLAN A PROCESS, NOT A PROJECT

ROBERT ROSE
Chief Strategy Advisor
CMI

What I find fascinating in this year's research is that, yes, it's time to feed the giant – but we should be careful not to get distracted by the food, and instead focus on our ability to cook. Too often, content marketers get wrapped up in content creation, rather than their ability to lead the efforts to create.

One of my go-to books of the last decade is Rita Gunther McGrath's, *The End of Competitive Advantage*. In that book, she illustrates that all competitive advantage is transient – perhaps now more than ever. This fact, she contends, is understood. But then she asks, "Why hasn't basic strategy practice changed?" As she says:

"Most executives, even when they realize that competitive advantages are going to be ephemeral, are still using strategy frameworks and tools designed for achieving a sustainable competitive advantage, not for quickly exploiting and moving in and out of advantages."

That last part has the deepest implications for the evolving practice of strategic content marketing in a business. After working with hundreds of enterprise brands over the last 10 years, I've concluded: **Most businesses think about how they can change content to fit marketing's purpose instead of how they might change marketing to fit content's purpose.**

Content will never be a sustainable competitive advantage or differentiator – all content is easily replicable and, at best, only transient in differentiated value.

Instead, consider looking at content operations as the catalyst that can change everything for the content marketing challenges you face. Recognize that you and the activities you perform are the competitive advantage. Your future success hinges on the ability as a team (of 1 or 100) to be dynamic and fluid – moving in and out of "arenas" (as McGrath calls them) of content and creating temporary advantages.

Here's the real takeaway: Ask everyone in your business – including your CEO – if they believe compelling, engaging, useful, and dynamic content-driven experiences will move the business forward.

If the answer is yes, then the *strategic* value is in your ability to evolve and coordinate all the activities to repeatedly create those valuable experiences. It is not the content itself or where you distribute it. The content team's job is not to be good at content; their job is to enable the business to be good at content. Realizing this strategic value presents a to-do list:

- Businesses must increasingly stop organizing and scaling new marketing teams based on platforms, technologies, or inside-looking-out views of the customer journey. The successful business becomes skilled and integrated at operating and managing all manners of content-driven experiences. The format and placement of those experiences on multiple channels will always be temporal.

- Businesses must stop looking at content from a container-first perspective – solely designed to support marketing tactics or initiatives. Instead, businesses must identify content operations as a function, supporting the fluid use of content to fuel better customer experiences.

- Businesses will win with content marketing when they can constantly reconfigure their activities and manage portfolios of content-driven experiences. When one experience is no longer advantageous to the business, they do not say, "That's the way we've always done it." Instead, they healthily disengage and dismantle these experiences.

Content strategy = different activities that fit together

One of the first signs of trouble in any content marketing approach is if the first question is, "How do we get more efficient at content?" Getting to efficiency assumes there is a working, standard operation that is providing value. The goal is to change that process to remove the friction. But when there's no repeatable standard operation, focusing on efficiency means trying to produce the same or more content with the same resources.

That rarely works out to be better for the business.

The more difficult task is to determine the *different* activities the business will undertake to create or augment the existing processes, or which activities the business will undertake differently.

Your business's content capabilities reflect its ability to communicate. And your ability to evolve the activities that impact communication is the only thing that creates any competitive advantage.

The content you create will provide you with no sustainable competitive advantage. But a strategic content operation just might.

The Technology Content Marketing Benchmarks, Budgets, and Trends: Insights for 2023 report was produced by Content Marketing Institute (CMI) and sponsored by Foundry.
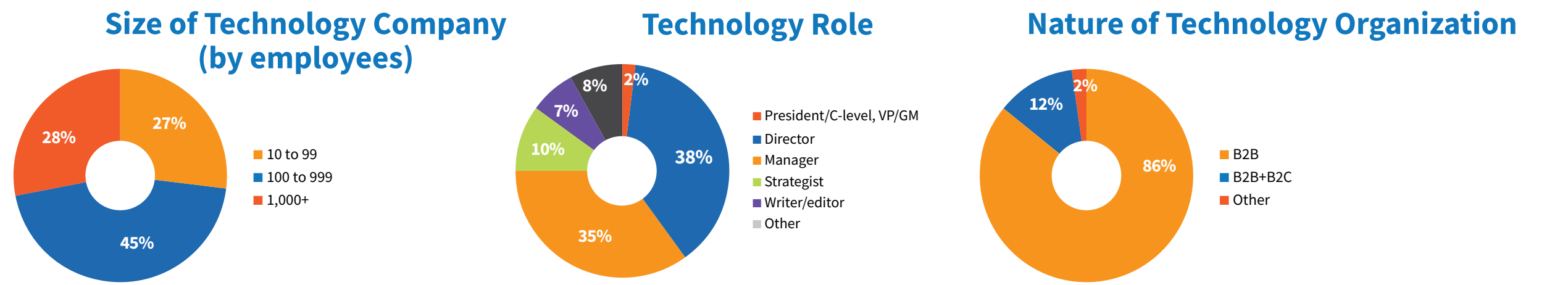
The online survey, from which the results of this report were generated, was emailed to a sample of marketers using lists from CMI and MarketingProfs.

A total of 1,104 recipients from around the globe — representing a range of industries, functional areas, and company sizes — replied to the survey during July 2022.

This report presents the findings from the 278 respondents who indicated:
• Their organization is a technology company, 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.

Find all CMI research at contentmarketinginstitute.com/research.

Size of Technology Company (by employees)

- 10 to 99 — 27%
- 100 to 999 — 45%
- 1,000+ — 28%

Technology Role

- President/C-level, VP/GM — 2%
- Director — 38%
- Manager — 35%
- Strategist — 10%
- Writer/editor — 7%
- Other — 8%

Nature of Technology Organization

- B2B — 86%
- B2B+B2C — 12%
- Other — 2%

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 Foundry, an IDG Inc. Company

Foundry helps companies bring their visions to reality through a combination of media, marketing technologies, and proprietary data on a global scale. Our intent data and martech platforms are powered by data from an owned and operated ecosystem of global editorial brands, awards, and events, all engineered and integrated to drive marketing campaigns for technology companies. Foundry is dedicated to generating and innovating with data, driving demand for technology marketers with 38 offices in markets around the globe. Foundry is a wholly owned subsidiary of International Data Group, Inc. (IDG), the world's leading tech media, data, research and marketing services company. To learn more about Foundry, visit www.foundryco.com.