

B2B Content Marketing:

2013 Benchmarks, Budgets, and Trends—North America



OVERVIEW: THE STATE OF B2B CONTENT MARKETING IN NORTH AMERICA

More. If one word could describe content marketing at the end of 2012, that would be it. According to the latest findings from the Content Marketing Institute and MarketingProfs, B2B marketers are spending more, using more tactics, and distributing their content on more social networks than they have in years past. Unfortunately, there is also more uncertainty. B2B marketers are more uncertain whether they are using various content marketing tactics effectively.

- ▶ On average, B2B marketers are spending 33% of their marketing budgets on content marketing, which is up from 26% last year. 54% plan on increasing content marketing spending next year.
- ▶ All content tactics are being used more frequently, with research reports, videos, and mobile content seeing the largest increases.
- ▶ On average, B2B marketers are using 5 social distribution channels, the most popular being LinkedIn (Twitter was the most popular the previous 2 years).

This year, B2B marketers are most challenged with producing enough content, which is different from years past, when the top challenge was producing engaging content.

We applaud you for doing more and trying new tactics, although we must say we are pretty sure that throwing more content at customers is not the answer. But it's all part of the progress we are making as we evolve from marketing departments into what are starting to look like B2B publishing departments.

On with the content marketing revolution...



Joe Pulizzi

Founder & Executive Director
Content Marketing Institute

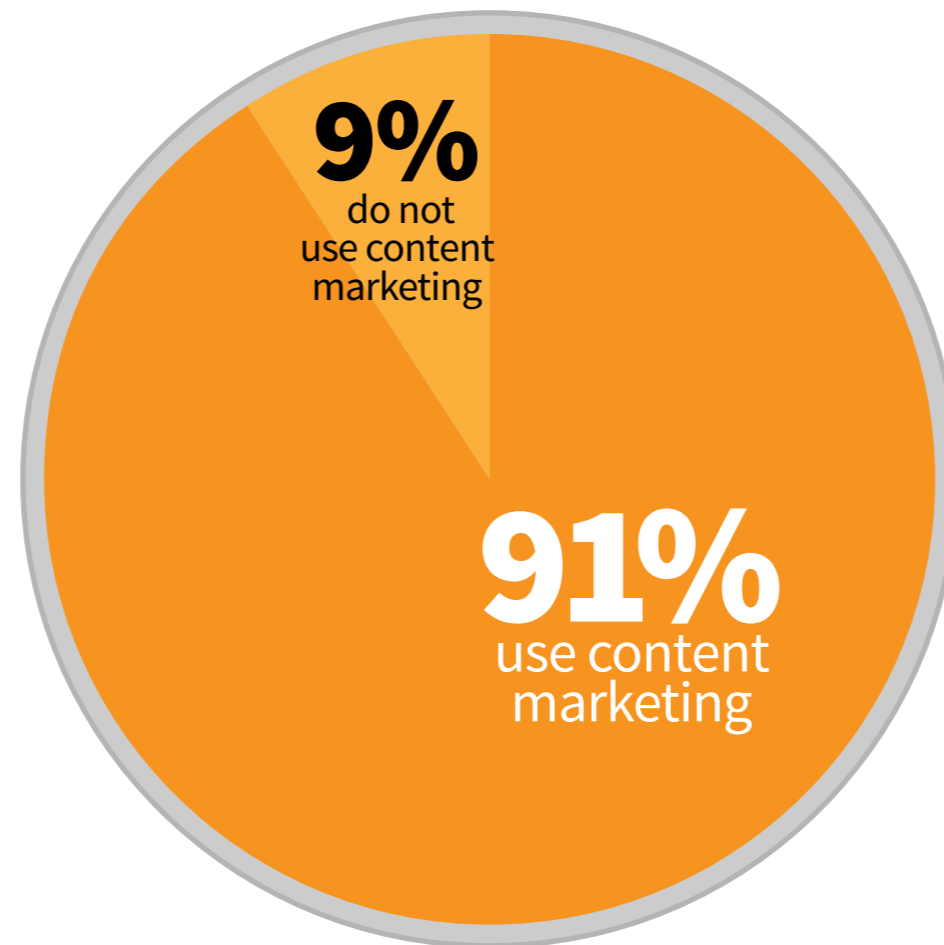


Ann Handley

Chief Content Officer
MarketingProfs

91% of B2B marketers use content marketing.

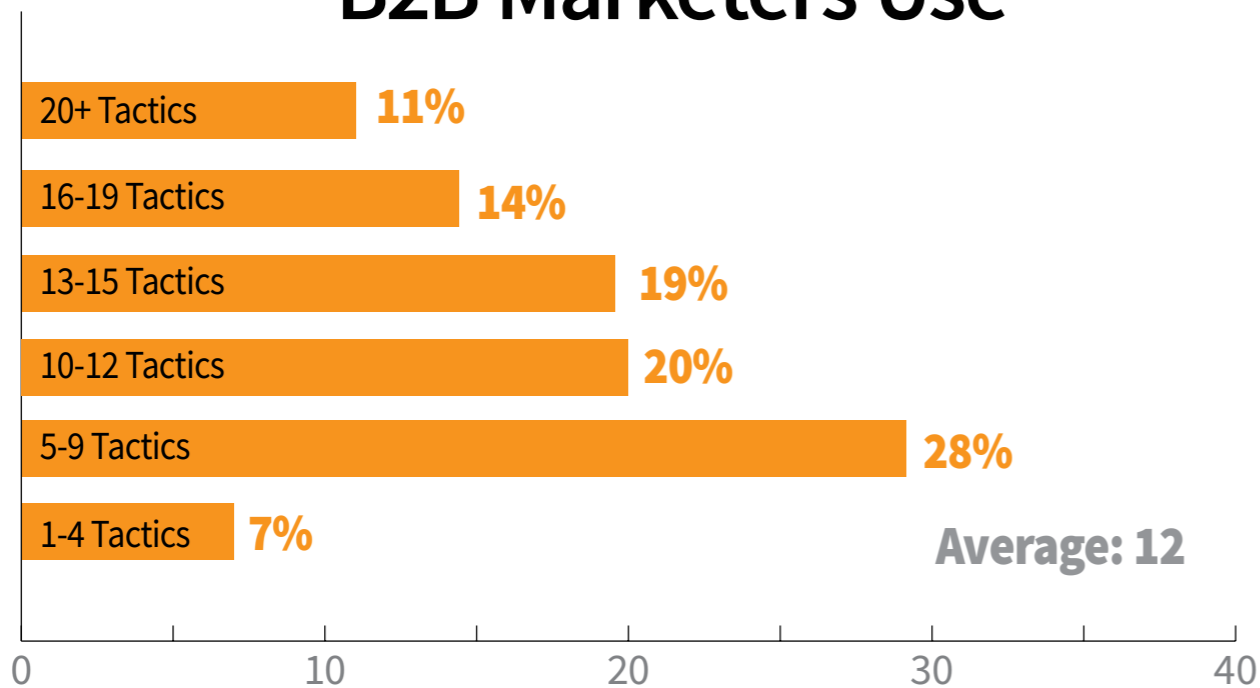
Percentage of B2B Respondents Using Content Marketing



2013 B2B Content Marketing Benchmarks–North America: CMI/MarketingProfs

B2B marketers use an average of 12 content marketing tactics.

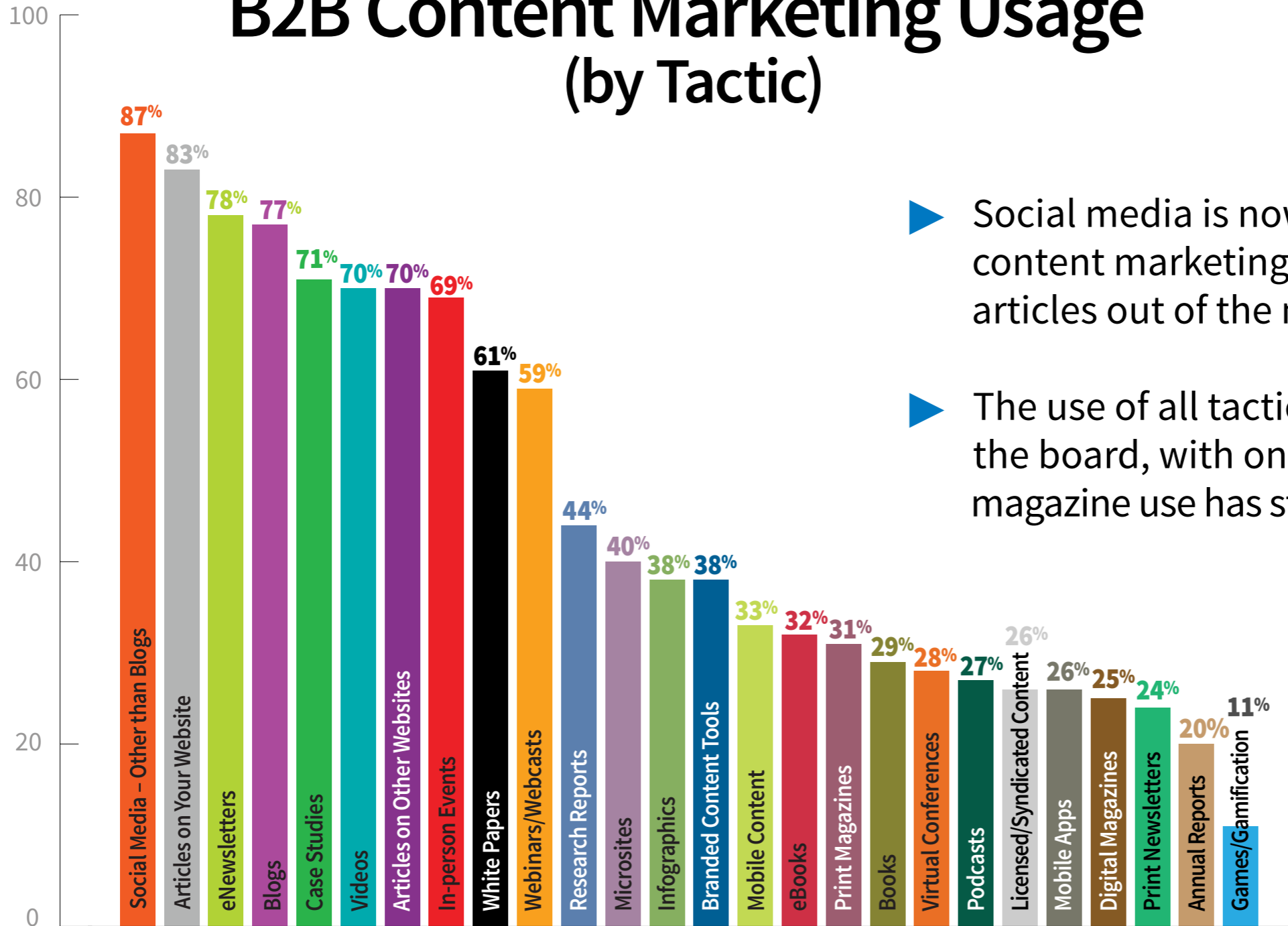
Average Number of Tactics B2B Marketers Use



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- ▶ In general, the larger the company, the more tactics used. Companies with 10,000 or more employees use an average of 18 tactics, while the smallest companies use an average of 11.

B2B Content Marketing Usage (by Tactic)

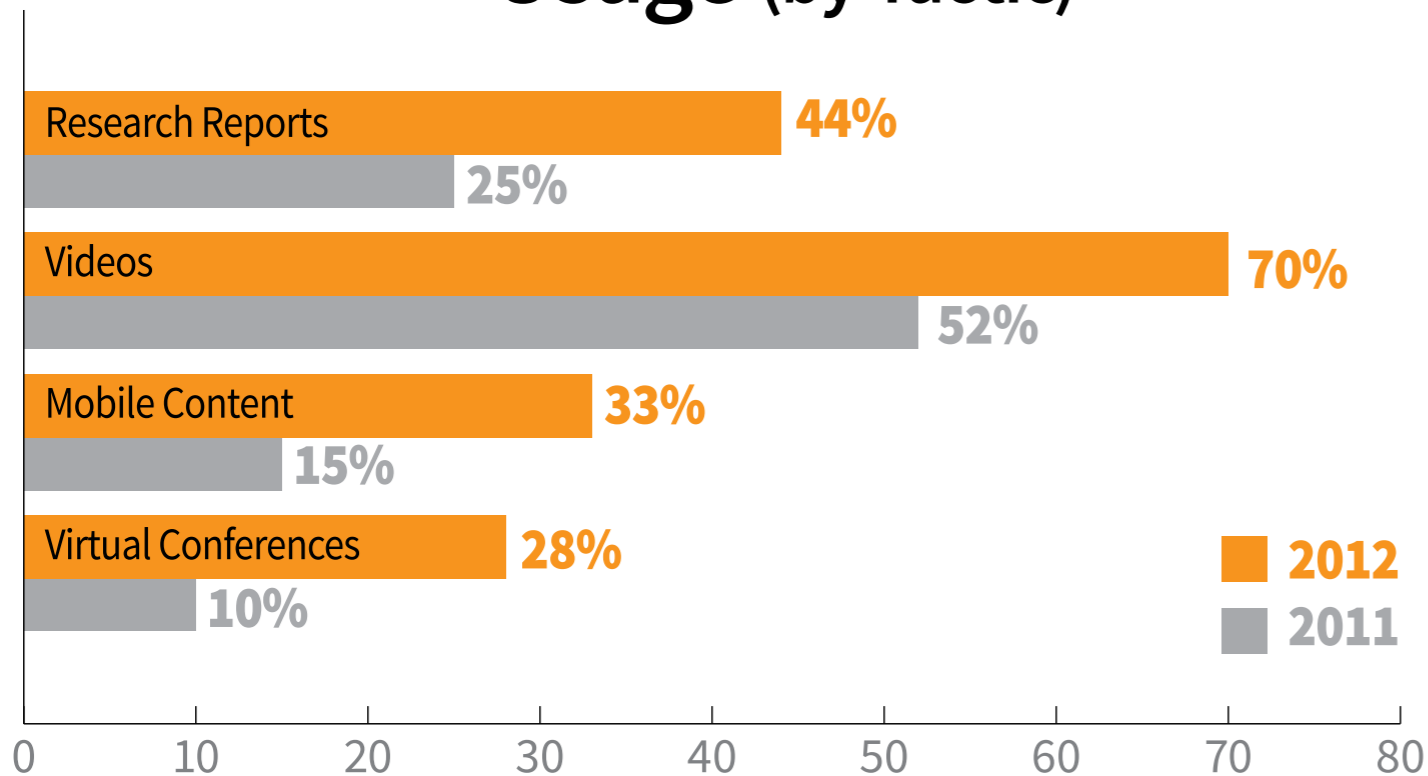


- ▶ Social media is now the most popular content marketing tactic, knocking articles out of the number one spot.
- ▶ The use of all tactics has risen across the board, with one exception: Print magazine use has stayed the same at 31%.

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The use of certain B2B content marketing tactics has risen greatly.

Differences in B2B Content Marketing Usage (by Tactic)



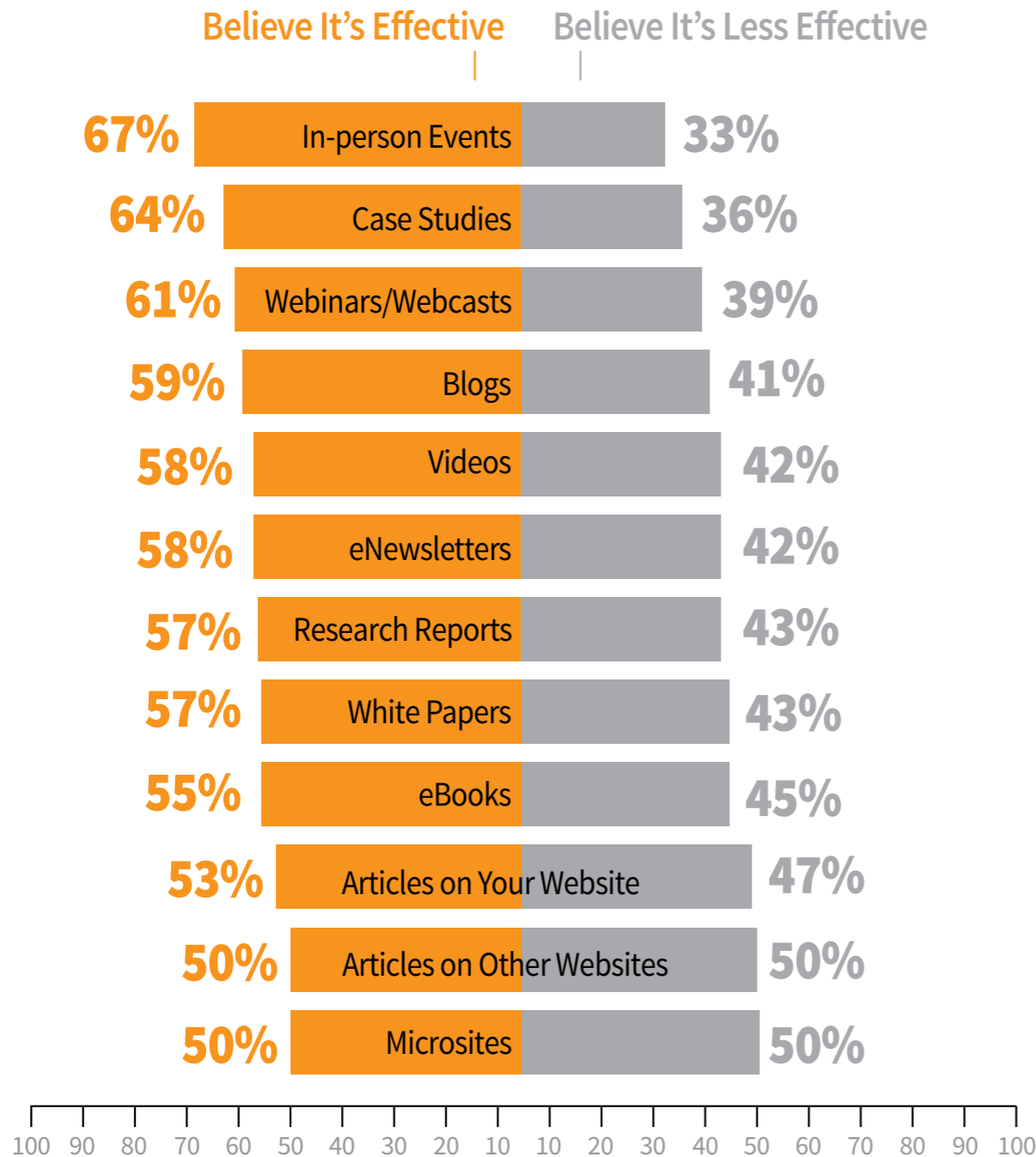
The biggest jumps in tactics have been in the use of:

- ▶ Research Reports
- ▶ Videos
- ▶ Mobile Content
- ▶ Virtual Conferences

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Confidence Gap

Effectiveness Ratings of Tactics Among B2B Users

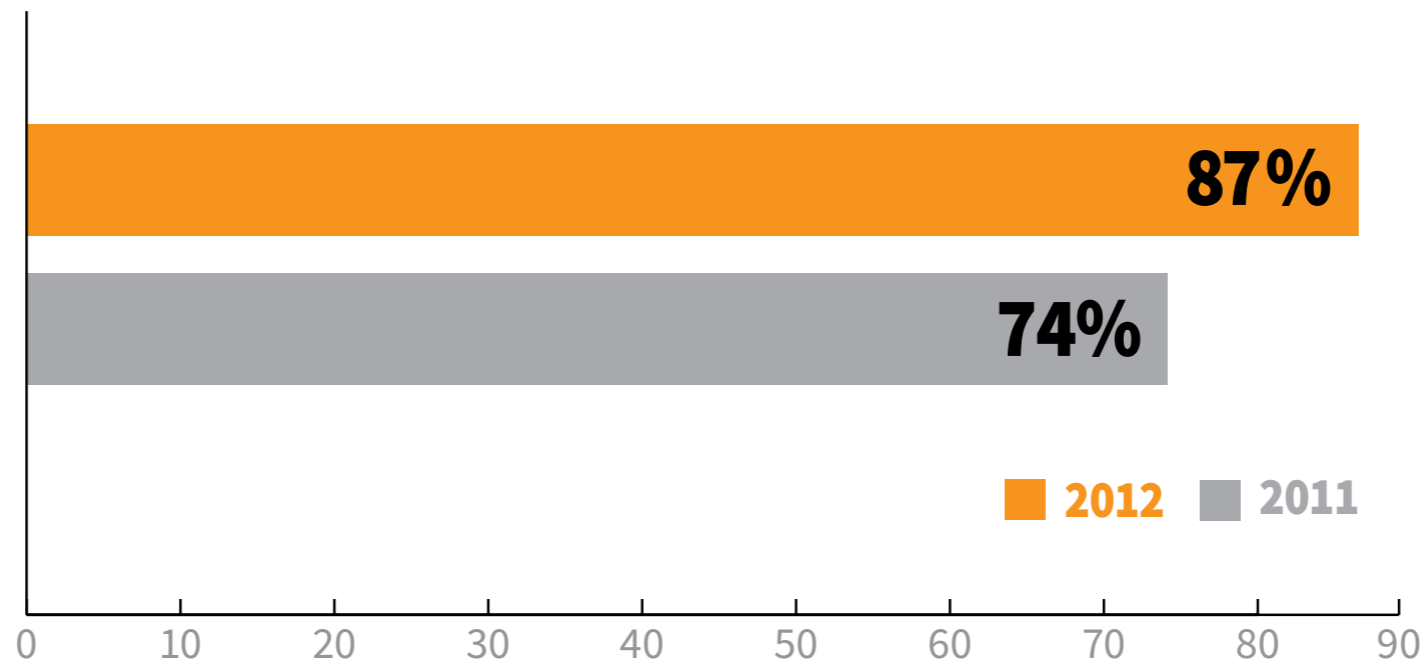


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- ▶ B2B marketers continue to rate in-person events as the most effective tactic they use.
- ▶ Case studies have inched slightly past webinars/webcasts in terms of effectiveness, while blogs have inched slightly past videos.
- ▶ Social media just missed the list of top tactics in terms of effectiveness, with 49% rating it “effective” or “very effective.”

More B2B marketers are using social media to distribute content.

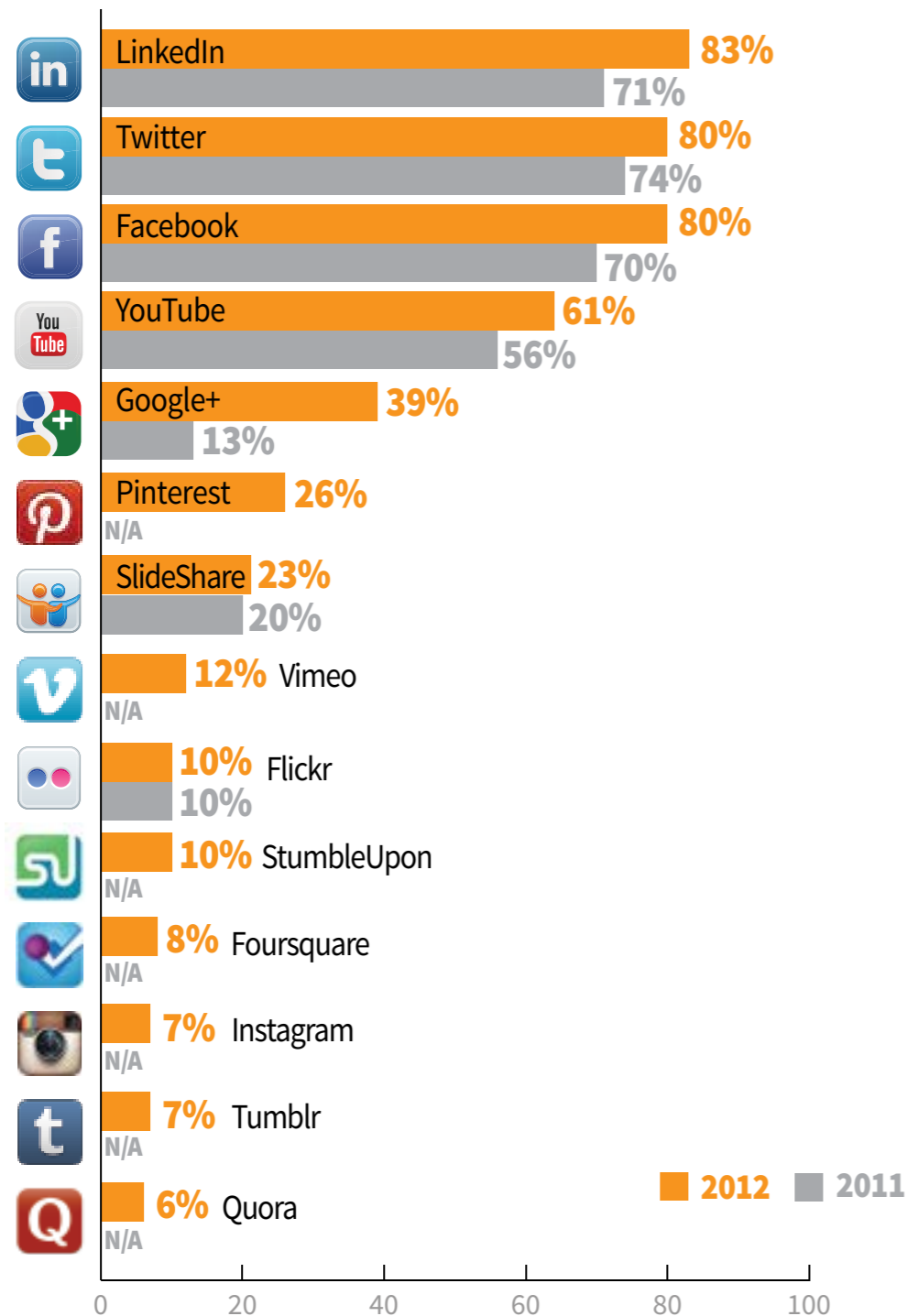
Percentage of B2B Marketers Using Social Media to Distribute Content



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SOCIAL MEDIA & CONTENT MARKETING GROWTH TRENDS

Percentage of B2B Marketers Who Use Various Social Media Sites to Distribute Content

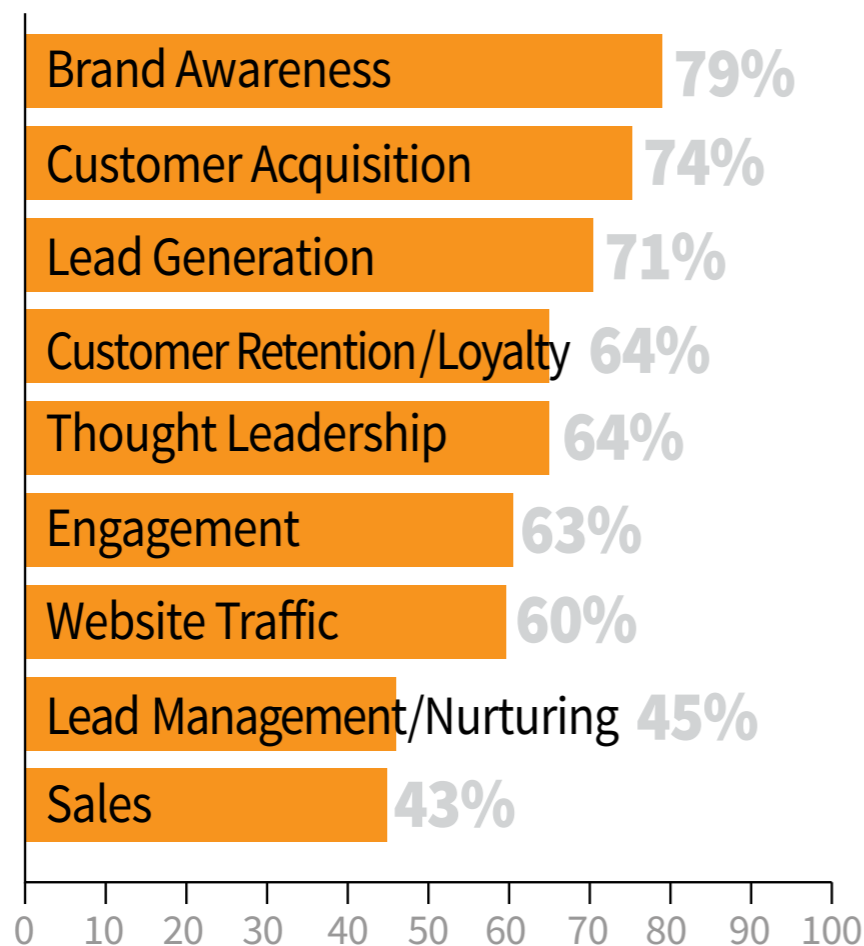


2013 B2B Content Marketing Benchmarks—North America: CMI/MarketingProfs

- ▶ B2B marketers use an average of 5 social media sites to distribute content.
- ▶ LinkedIn has bumped Twitter out of the top spot as the site B2B marketers use most to distribute content.
- ▶ Pinterest is being used by more than 25% of B2B marketers.

More B2B marketers are using content marketing to achieve organizational goals.

Organizational Goals for B2B Content Marketing



- ▶ Brand awareness, customer acquisition, and lead generation remain the top B2B content marketing goals.
- ▶ Compared with last year, more B2B marketers are using content marketing to achieve all of these goals, with one exception: Slightly fewer are using content marketing to generate sales.

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B2B marketers still use web traffic and sales lead quality most often to measure the effectiveness of content marketing.

Measurement Criteria for B2B Content Marketing Success

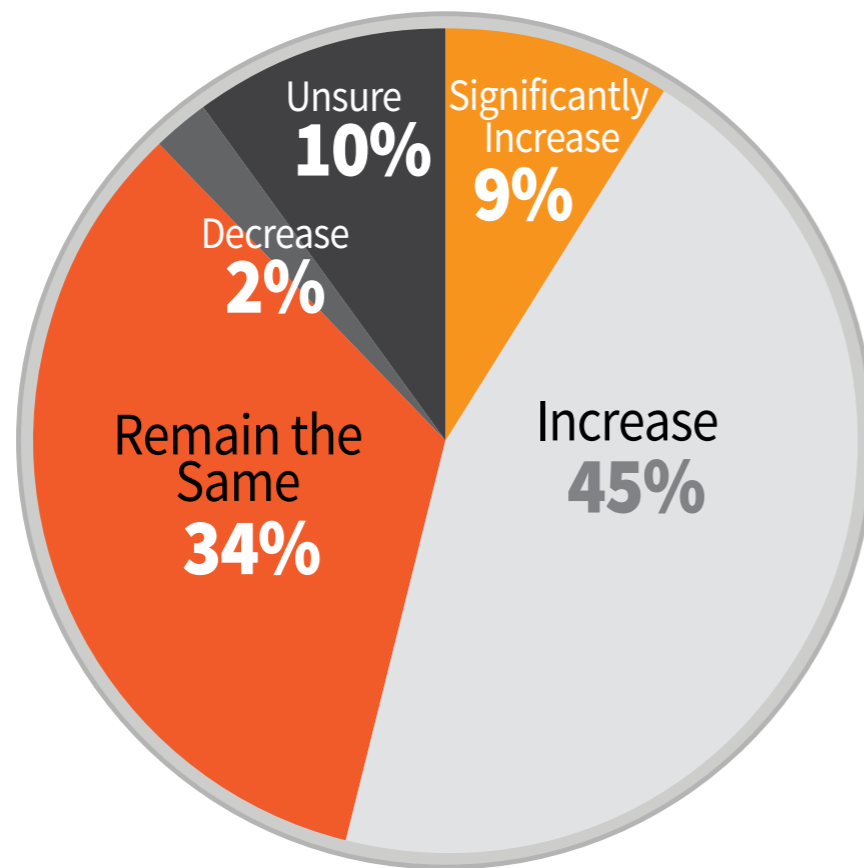


- ▶ In this the first year respondents could select social media sharing as a measurement tool, 45% said they use it to measure effectiveness of B2B content marketing.
- ▶ The objectives of increased customer loyalty, benchmark lift, cross-selling, and cost savings all decreased year-over-year.

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More than half of B2B marketers plan to increase their content marketing budget over the next 12 months.

B2B Content Marketing Spending (Over Next 12 Months)

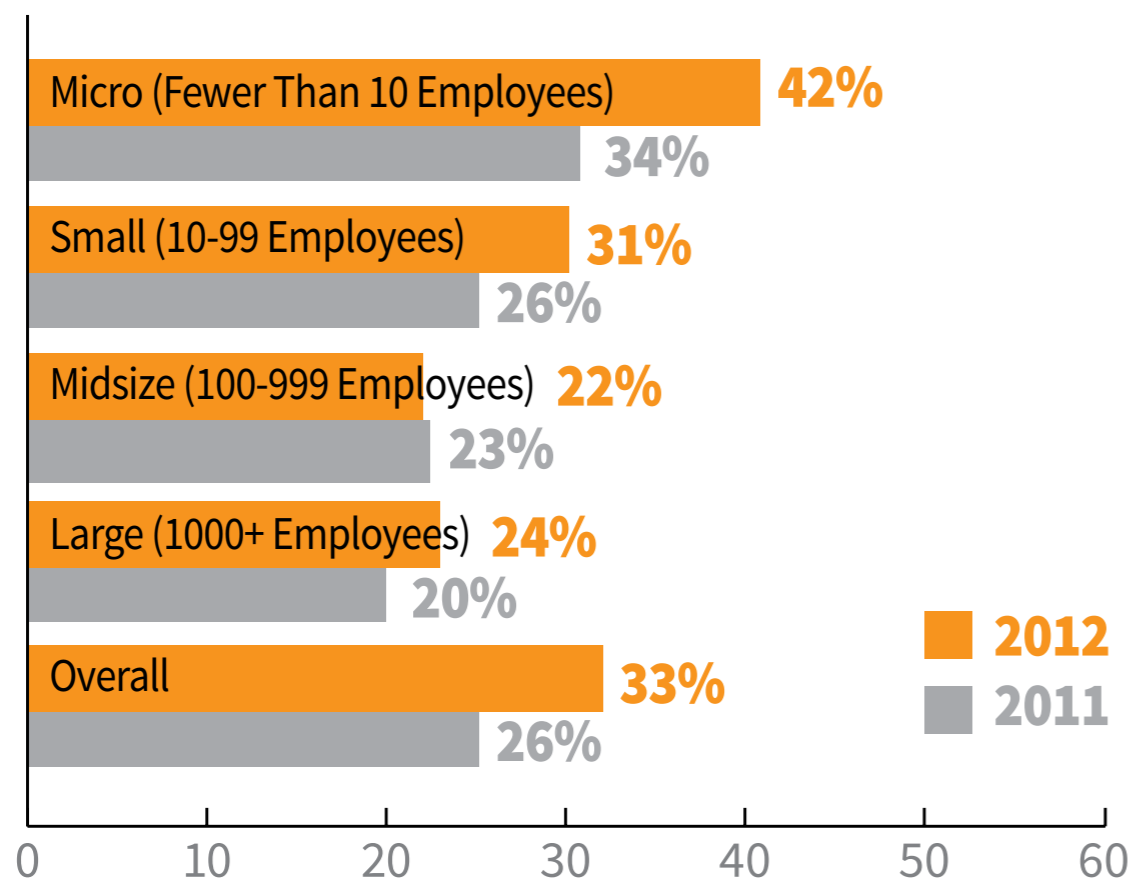


▶ 54% of B2B marketers say they will increase their content marketing spending.

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33% of B2B marketing budgets are now allocated to content marketing.

Total Marketing Budget Spent on B2B Content Marketing

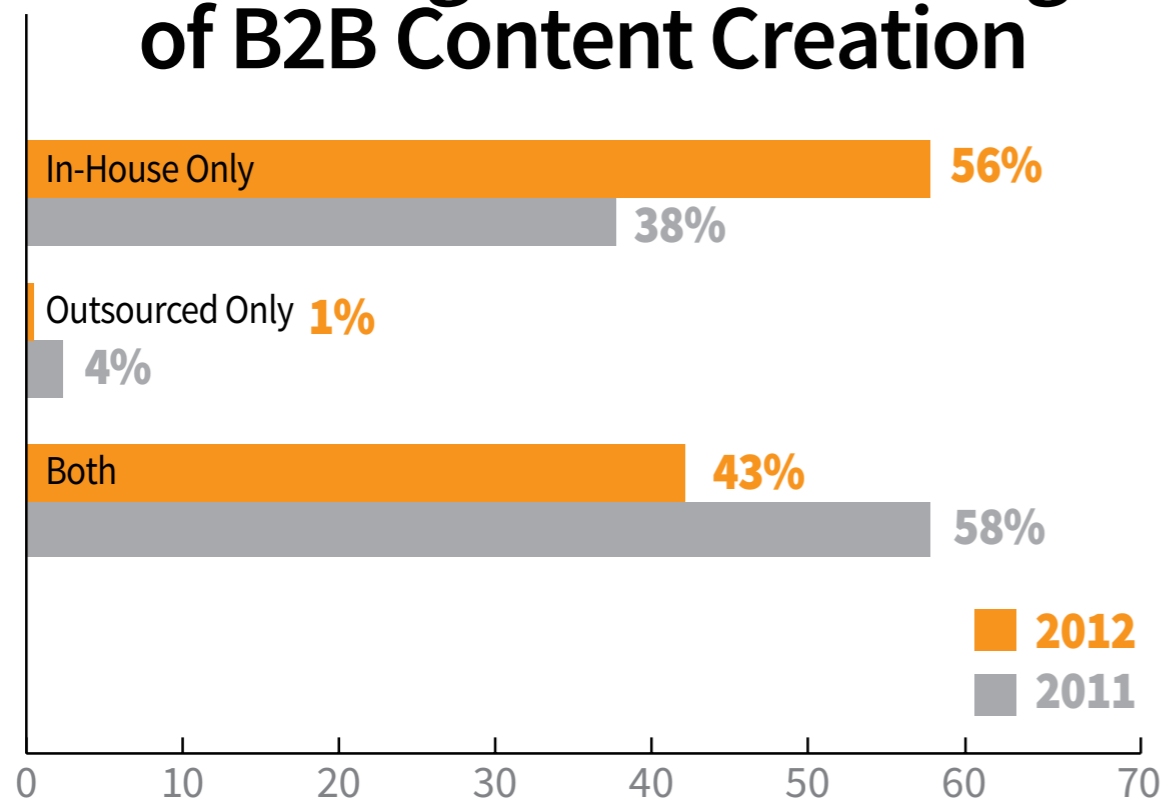


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- ▶ The average amount of marketing budget spent on B2B content marketing is 33%, up from 26% in 2011.
- ▶ Most companies are spending more on B2B content marketing, with the exception of midsize companies, which are spending slightly less.

More companies are creating B2B marketing content in-house.

Insourcing vs. Outsourcing of B2B Content Creation

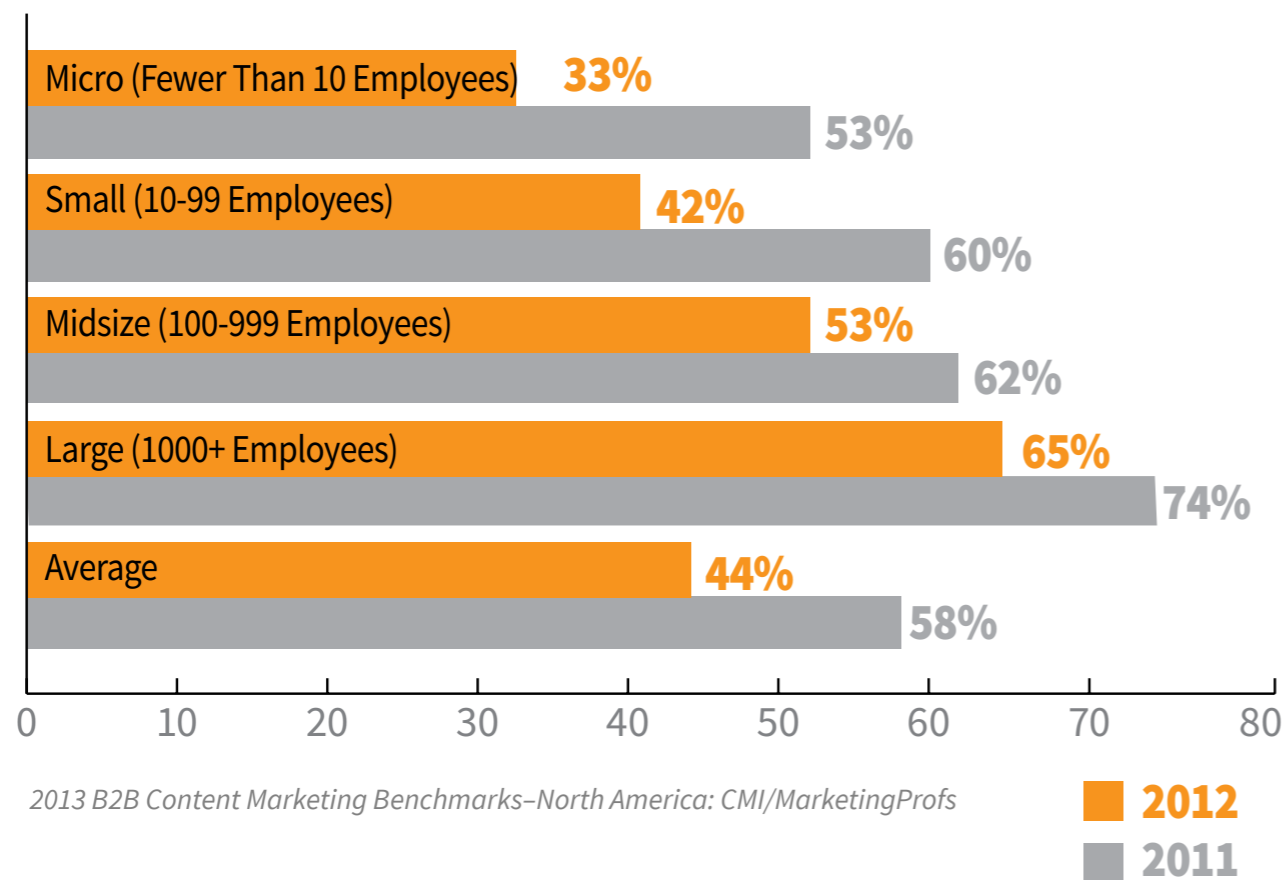


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- ▶ B2B marketers still use a combination of insourcing and outsourcing to create content, but they are outsourcing it less frequently.
- ▶ The number of B2B marketers creating content in-house has risen by 18 percentage points.

On average, 44% of companies outsource B2B content creation.

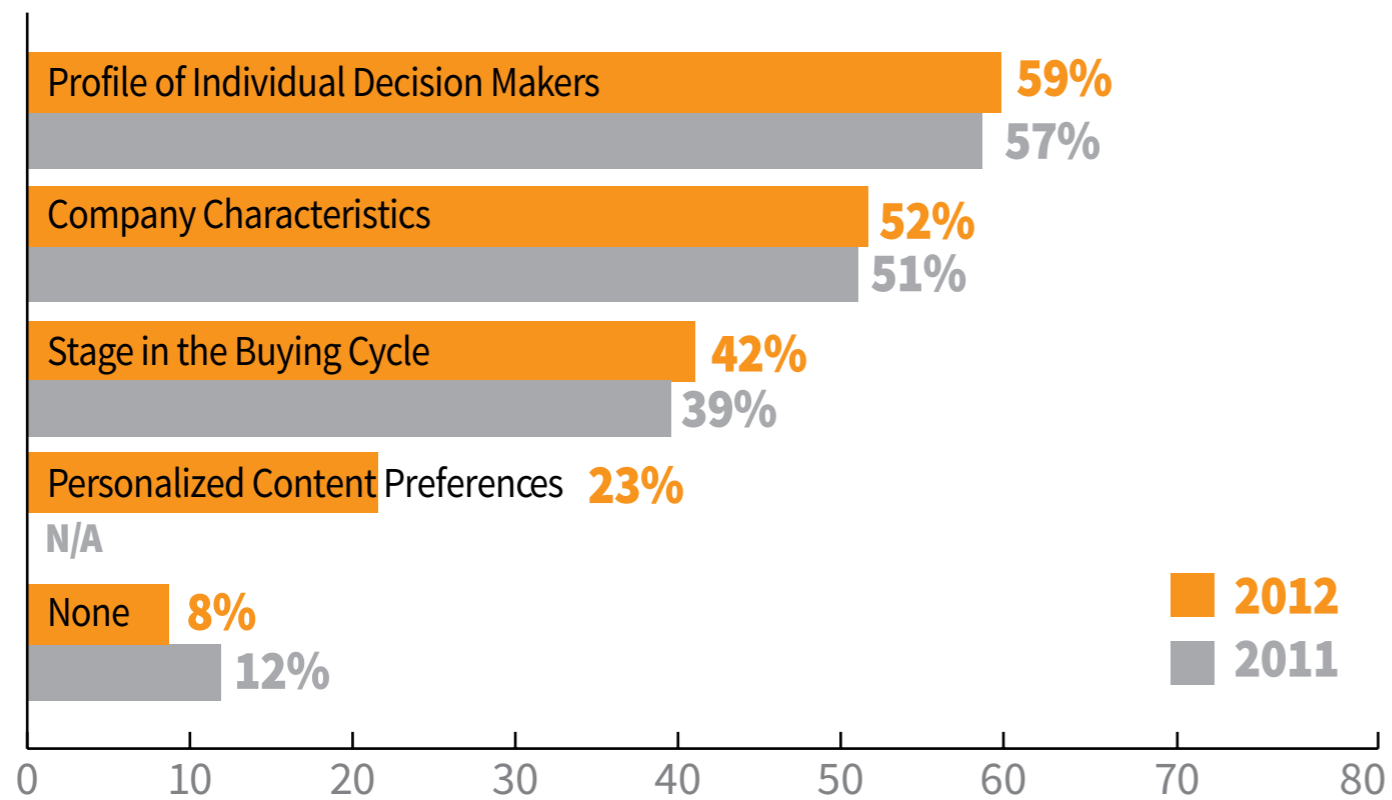
Percentage of Companies that Outsource B2B Content Creation



► The larger the company, the more likely it is to outsource content creation; nevertheless, even among larger companies, fewer are outsourcing.

Nearly all B2B marketers segment their content.

How B2B Organizations Tailor Content



▶ 91% of B2B content marketers tailor their content in at least one way, compared with 88% last year.

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Producing enough content is now the #1 challenge faced by B2B content marketers.

Challenges that B2B Content Marketers Face



▶ 64% of B2B content marketers say they are challenged with producing enough content.

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Biggest B2B Content Marketing Challenge

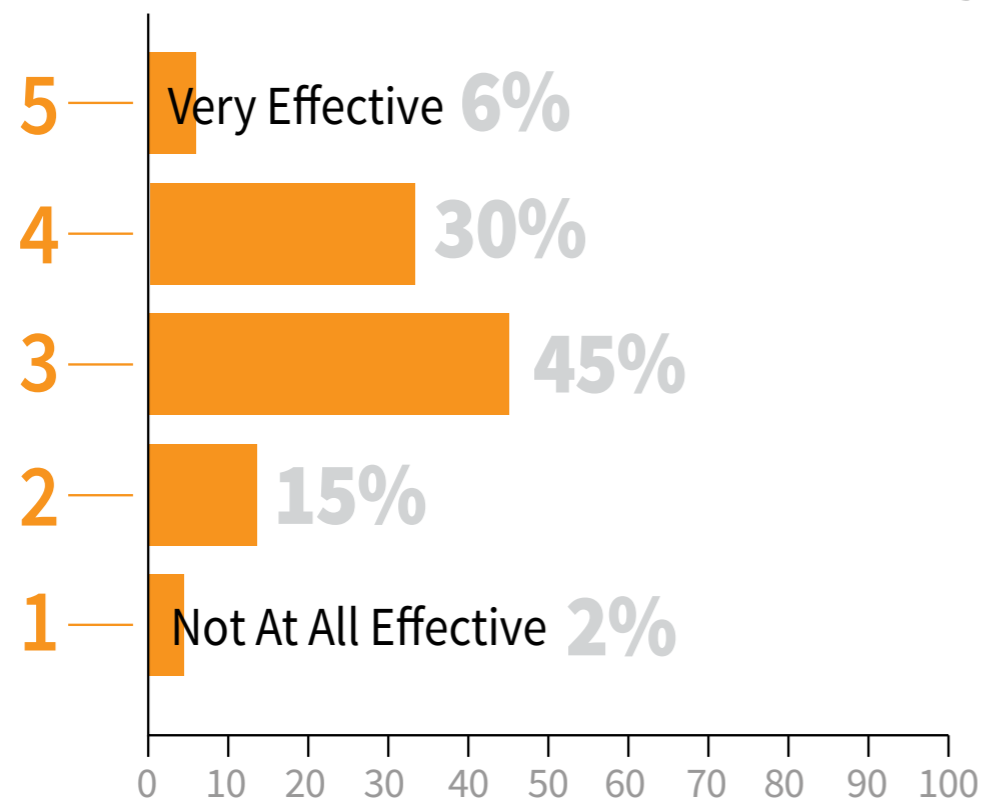


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- ▶ Producing enough content has surpassed producing the kind of content that engages as the top challenge faced.
- ▶ Producing content that engages is still a challenge; however, the number of marketers who said it was their *biggest* challenge decreased by 23 percentage points.
- ▶ More higher-ups are buying into content marketing, and lack of budget is not as much of a challenge as it was last year.

Just 36% of B2B marketers believe they are effective at content marketing.

How B2B Marketers Rate the Effectiveness of Their Organization's Use of Content Marketing



▶ Last year, 40% of B2B marketers identified their content marketing as “Effective” or “Very Effective” (defined as an answer of 4 or 5 on a scale of 1 to 5).

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Profile of a best-in-class B2B content marketer.

Comparison of Most Effective B2B Content Marketers with Least Effective B2B Content Marketers

| | Most Effective | Overall/Average | Least Effective |
|---|----------------|-----------------|-----------------|
| Percentage of marketing budget allocated to content marketing | 46% | 33% | 16% |
| Average number of tactics used | 14 | 12 | 8 |
| Average number of social platforms used | 6 | 5 | 3 |
| Percentage that plans to increase content marketing spend next year | 54% | 54% | 53% |
| Tailor content to profile of decision maker | 71% | 59% | 41% |
| Challenged with producing engaging content | 39% | 52% | 70% |
| Challenged with lack of buy-in/vision from higher-ups | 12% | 22% | 14% |

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Profile of a best-in-class B2B content marketer.

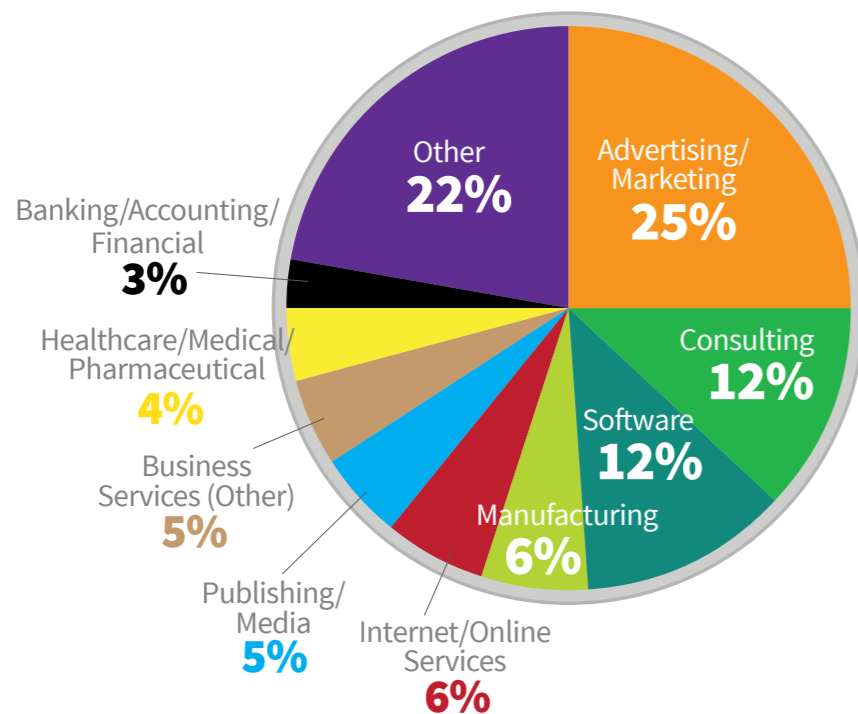
The most effective B2B content marketers:

- ▶ Spend a higher percentage of their marketing budget on content marketing (note, however, that slightly over half of B2B marketers across all groups plan to increase content marketing spend next year)
- ▶ Use more tactics and distribute content on more social networks
- ▶ Tailor content to specific profiles/personas much more frequently
- ▶ Are far less challenged in terms of producing engaging content
- ▶ Are less challenged by lack of buy-in/vision from higher-ups

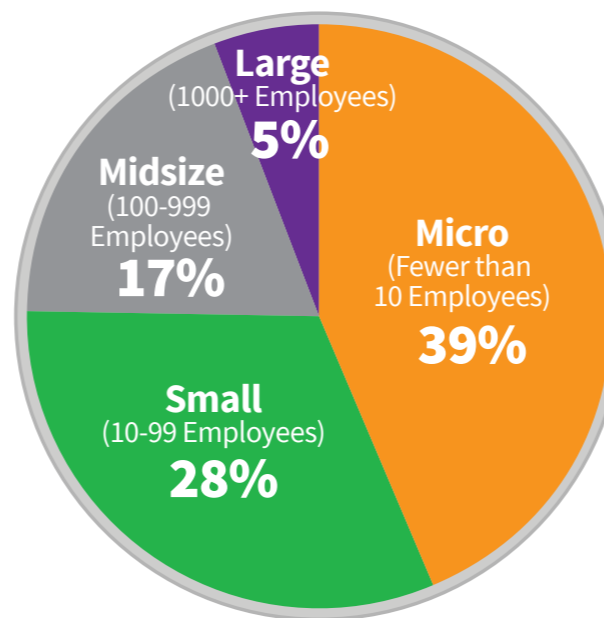
DEMOGRAPHICS

B2B Content Marketing: 2013 Benchmarks, Budgets, and Trends–North America was produced by Content Marketing Institute and MarketingProfs and sponsored by Brightcove. The survey was mailed electronically to a sample of B2B marketers from among members and subscribers of MarketingProfs and Content Marketing Institute. A total of 1,416 responded from North American companies in August 2012, representing a full range of industries, functional areas, and company sizes.

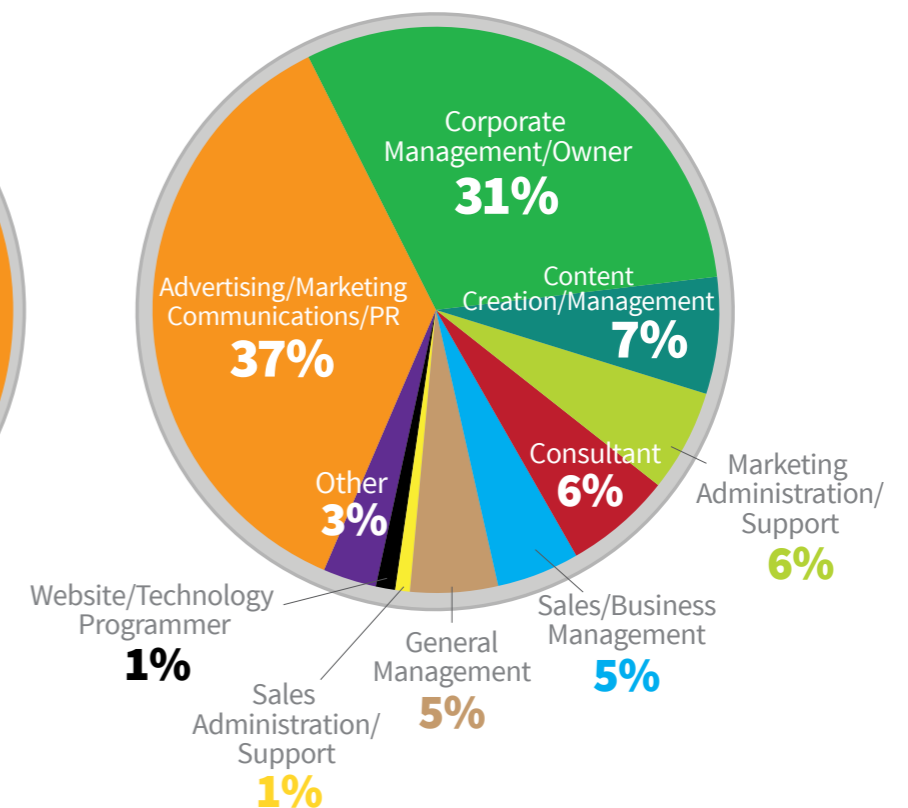
B2B Industry Classification



Size of B2B Company (by Employees)



B2B Job Title/Function



About Content Marketing Institute:

Content Marketing Institute (CMI) is the leading global content marketing education and training organization. CMI teaches enterprise brands how to attract and retain customers through compelling, multi-channel storytelling. CMI's **Content Marketing World** event is the largest content marketing-focused event. CMI also produces the quarterly magazine *Chief Content Officer*, and provides strategic consulting and content marketing research for some of the best-known brands in the world. Get more content marketing resources at ContentMarketingInstitute.com. CMI is a division of Z Squared Media, a 2012 Inc. 500 company.

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MarketingProfs is a professional development resource that offers actionable know-how designed to make you a smarter marketer. More than 423,000 MarketingProfs subscribers rely on us to stay up-to-date on the most important trends in marketing—from social media and content marketing to lead generation and email marketing. MarketingProfs delivers enhanced professional development training via online seminars and short webcasts, in-depth how-to reports, research, interactive planning tools, online courses, and in-person events. Subscribe to our actionable daily newsletter at MarketingProfs.com.

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