

B2B Enterprise Content Marketing: 2013 Benchmarks, Budgets, and Trends – North America



FOREWORD

Hello Enterprise Marketers!

Welcome to B2B Enterprise *Content Marketing: 2013 Benchmarks, Budgets, and Trends—North America*.

When we recently surveyed 1,416 business-to-business (B2B) marketers from North America, we found that B2B enterprise marketers, when compared with the entire sample:

- ▶ Use more content marketing tactics
- ▶ Outsource content creation more often
- ▶ Are more often challenged with lack of integration across marketing.

There also are similarities. No matter what size their company:

- ▶ Approximately half of all B2B marketers plan to increase their content marketing budgets over the next 12 months
- ▶ Nearly all marketers segment their content in at least one way
- ▶ Just over 30% rate their organizations as effective at content marketing.

Despite the struggle with effectiveness, marketers from companies of all sizes appear to believe that continued investment in content marketing will pay off: Approximately half of those who rate their organizations as least effective are planning to increase their content marketing spend by nearly as much as their more successful peers are.

In this report, we take a closer look at how B2B enterprise marketers approach content marketing when compared with their B2B peers overall.* We think you'll find the results interesting.

On with the content marketing revolution...



Joe Pulizzi

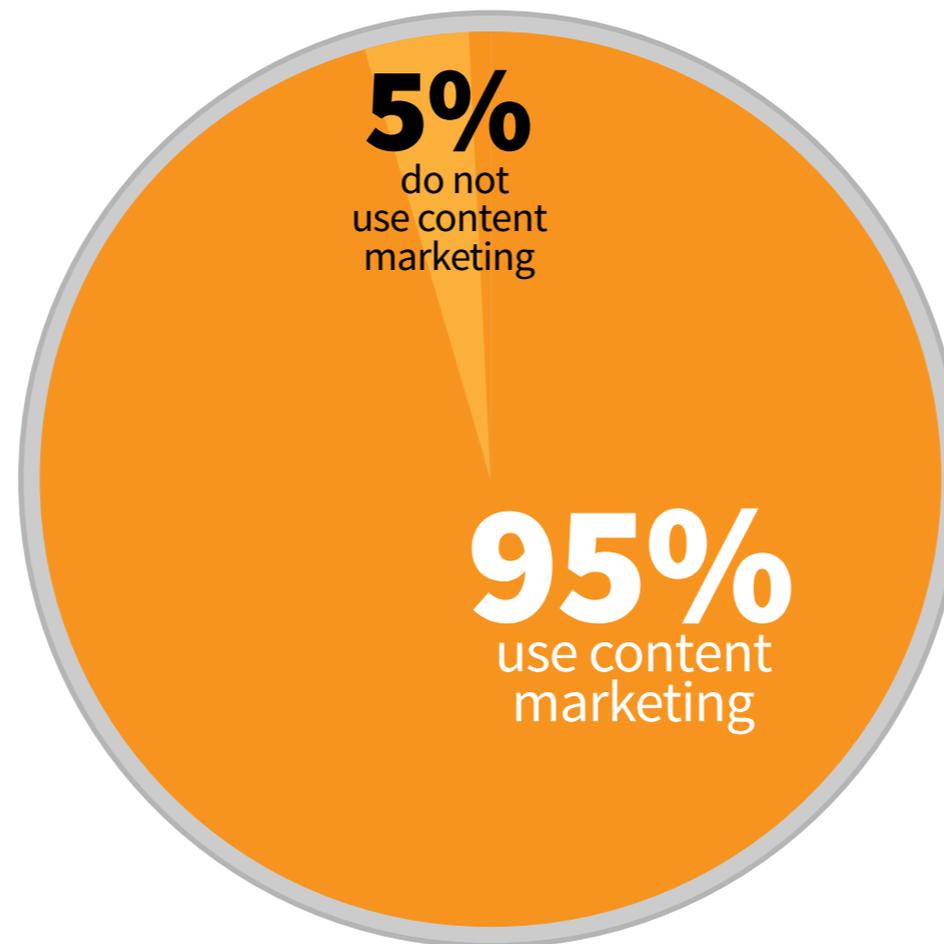
Founder

Content Marketing Institute

*See page 19 for study demographics.

95% of B2B enterprise marketers use content marketing.

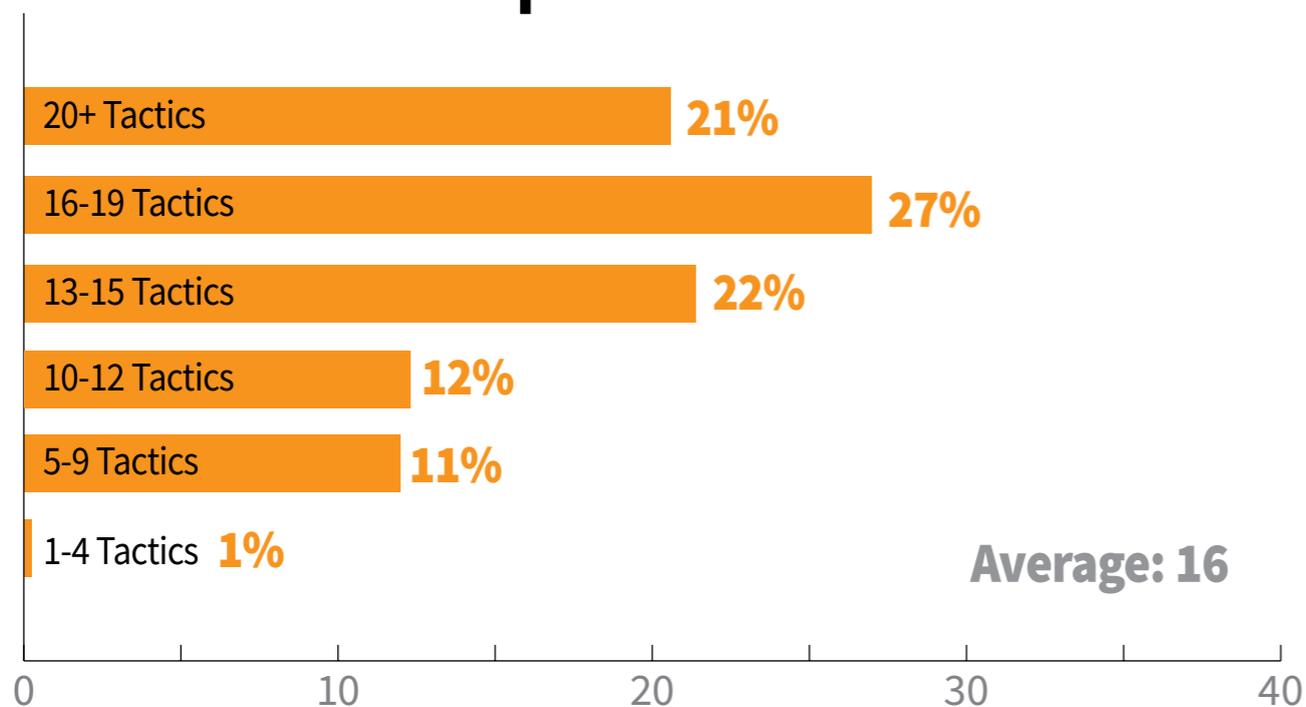
Percentage of B2B Enterprise Marketers Using Content Marketing



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Content Marketing Institute/Marketo

B2B enterprise marketers use an average of 16 content marketing tactics.

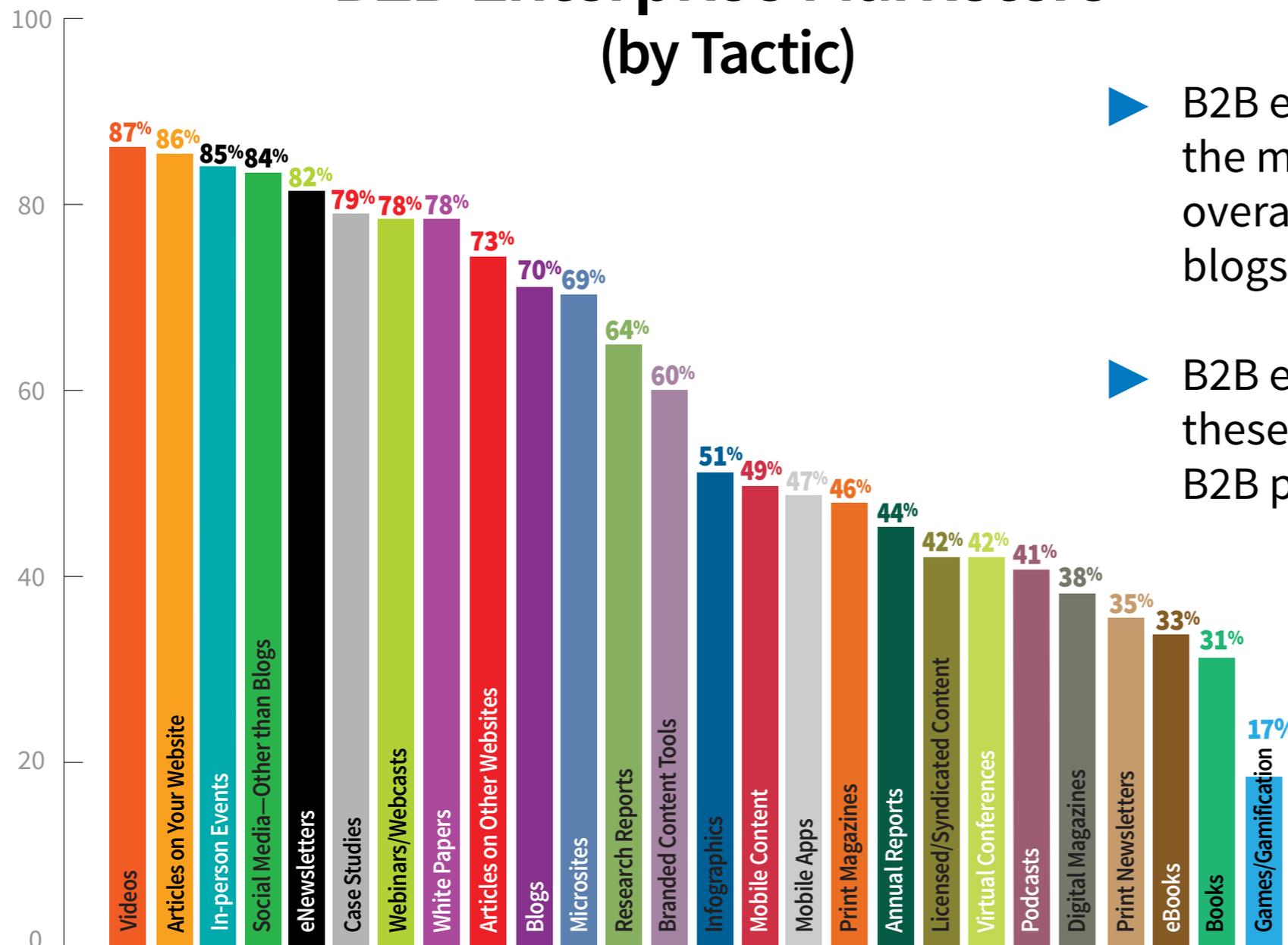
Number of Tactics B2B Enterprise Marketers Use



▶ B2B enterprise marketers use more tactics than their B2B peers overall, who use an average of 12.

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Content Marketing Usage Among B2B Enterprise Marketers (by Tactic)

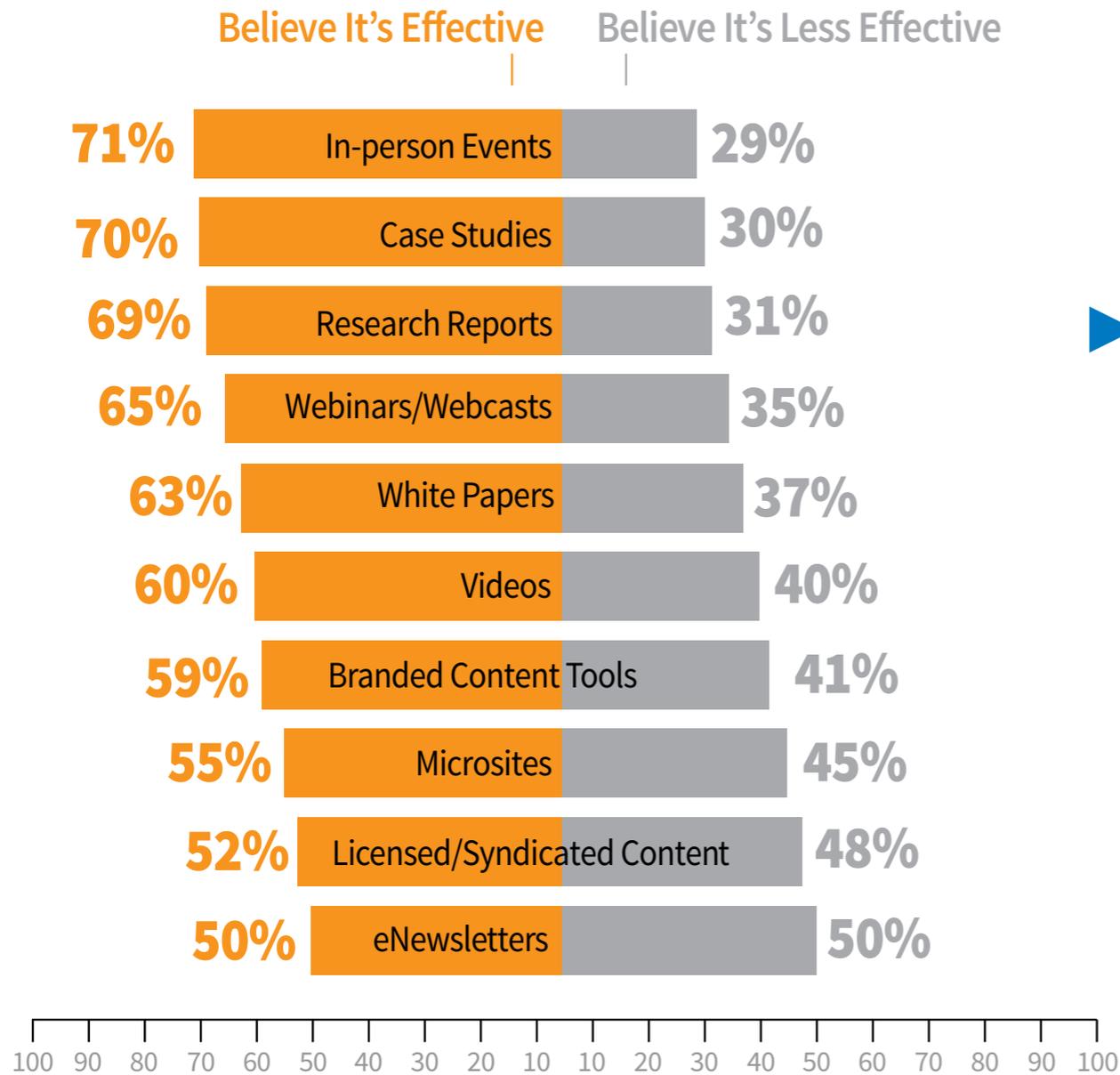


- ▶ B2B enterprise marketers use videos the most, whereas their B2B peers overall use social media (other than blogs) the most (87%).
- ▶ B2B enterprise marketers use all of these tactics more often than their B2B peers overall do.

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Confidence Gap

Effectiveness Ratings of Tactics Among B2B Enterprise Marketers

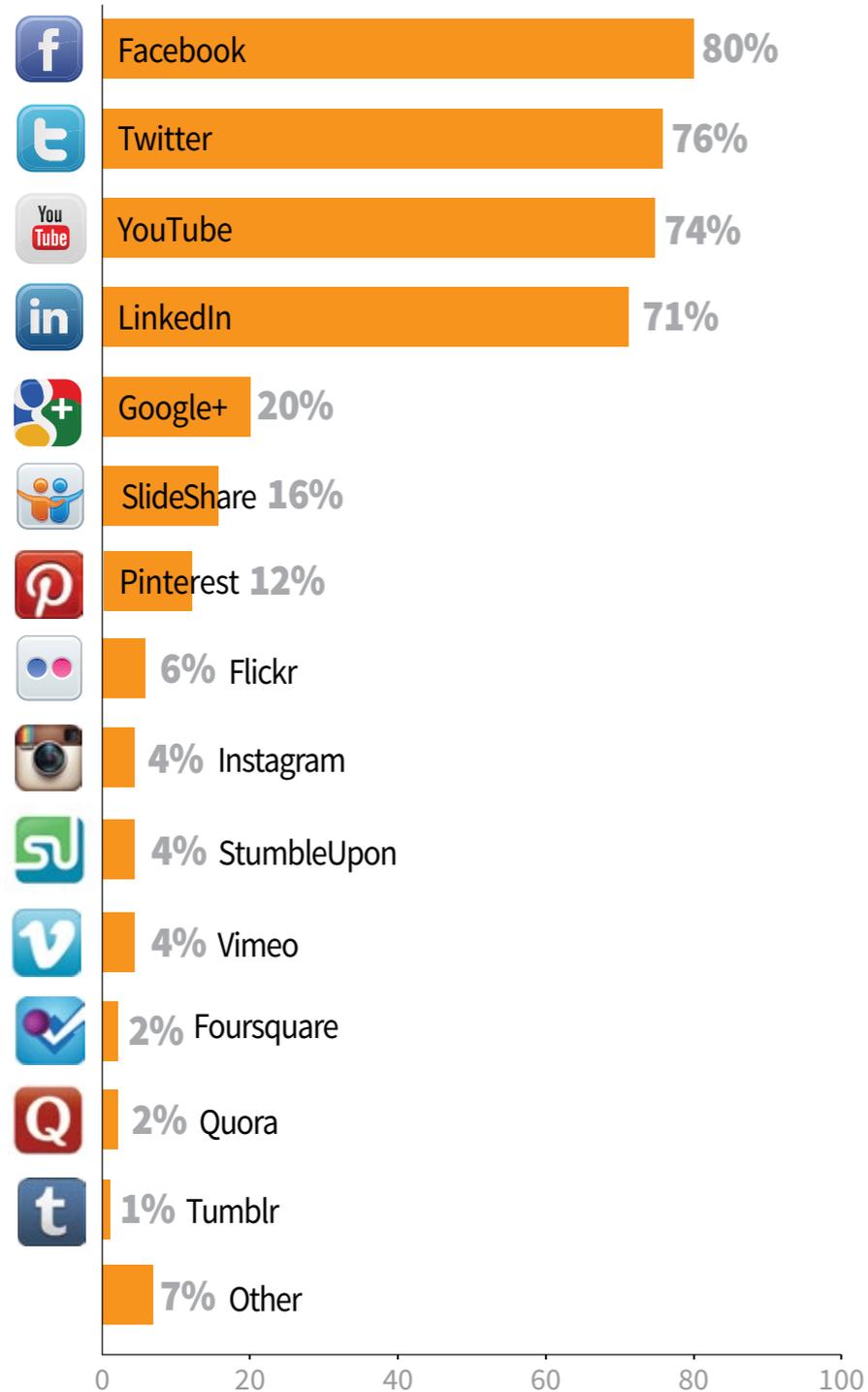


▶ Like their B2B peers overall (67%), B2B enterprise marketers consider in-person events to be the most effective content marketing tactic.

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SOCIAL MEDIA USAGE

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



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- ▶ B2B enterprise marketers use an average of four social media platforms, whereas their B2B peers overall use an average of five.
- ▶ B2B enterprise marketers use Facebook as often as their B2B peers overall do; however, they use Twitter (76% vs. 80%) and LinkedIn (71% vs. 83%) less often, and they use YouTube (74% vs. 61%) more often.

B2B enterprise marketers cite brand awareness as their top goal for content marketing.

Organizational Goals for Content Marketing (B2B Enterprise Companies)

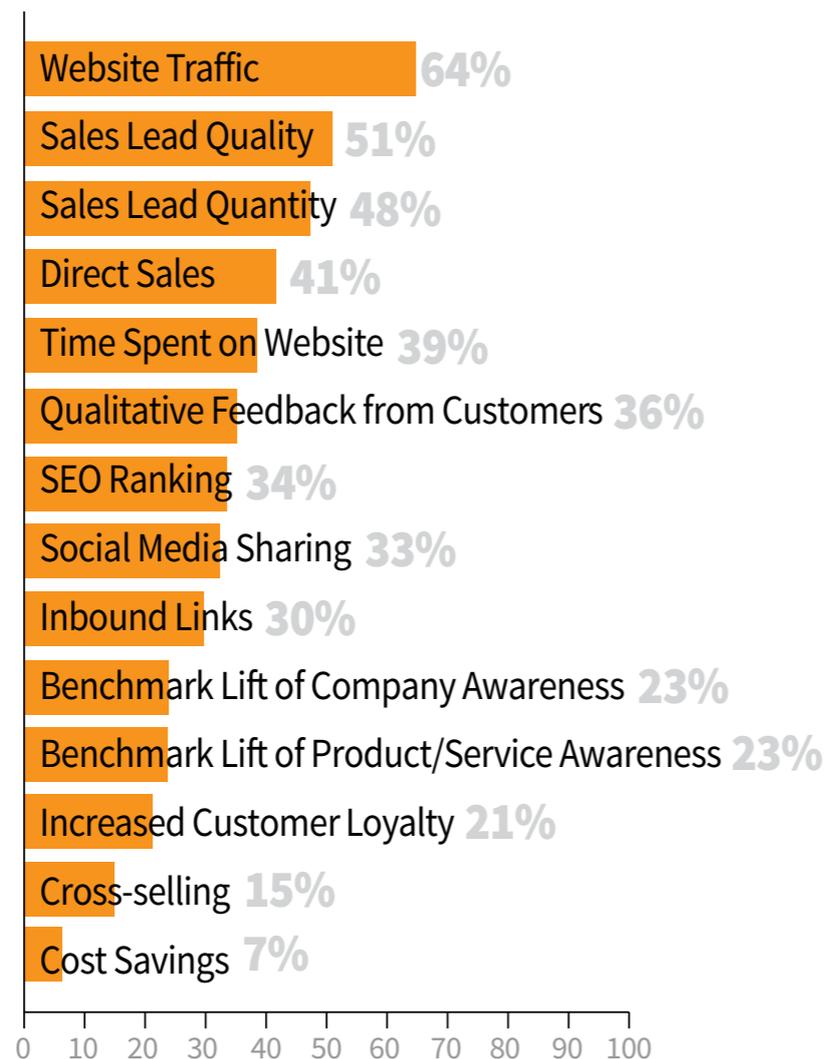


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- ▶ Brand awareness is the top goal for B2B enterprise marketers and their B2B peers overall.
- ▶ B2B enterprise marketers (52%) put more emphasis on lead management/nurturing than their B2B peers overall (45%) do; however, most of the other goals cited here are similar for both groups.

B2B enterprise marketers most often use website traffic to measure content marketing success.

Measurement Criteria for Content Marketing Success (B2B Enterprise Companies)

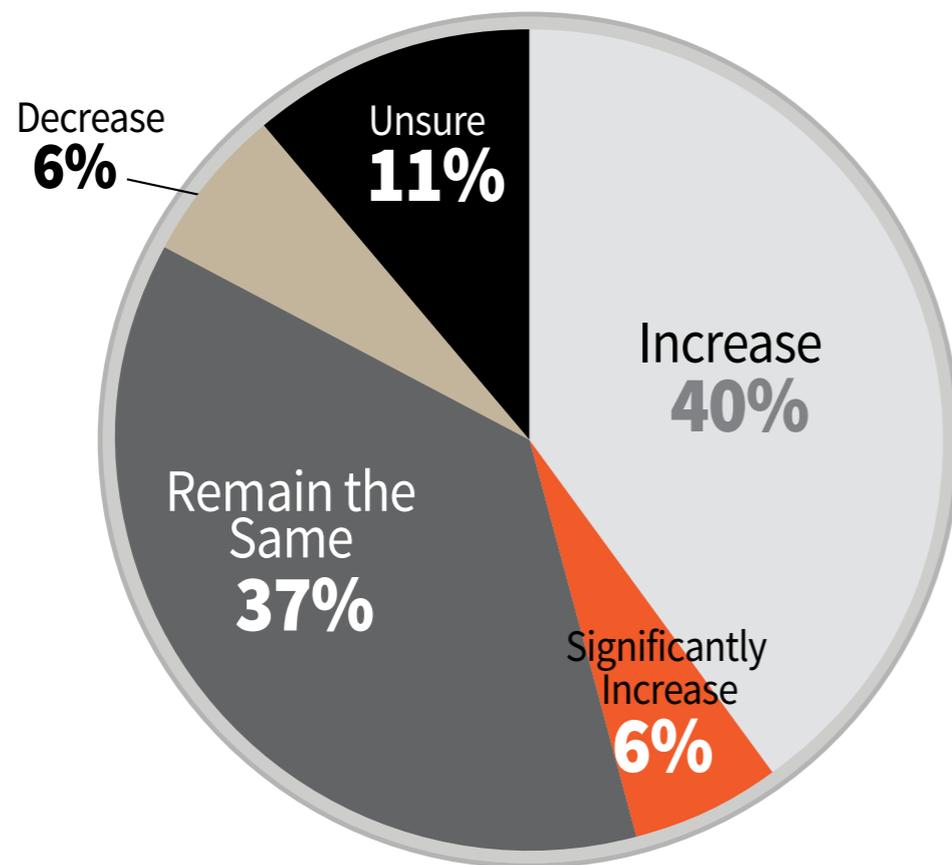


▶ Like their B2B peers overall (60%), B2B enterprise marketers most often use website traffic to measure content marketing success.

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46% of B2B enterprise marketers plan to increase their content marketing budget over the next 12 months.

Content Marketing Spending Among B2B Enterprise Marketers (Over Next 12 Months)

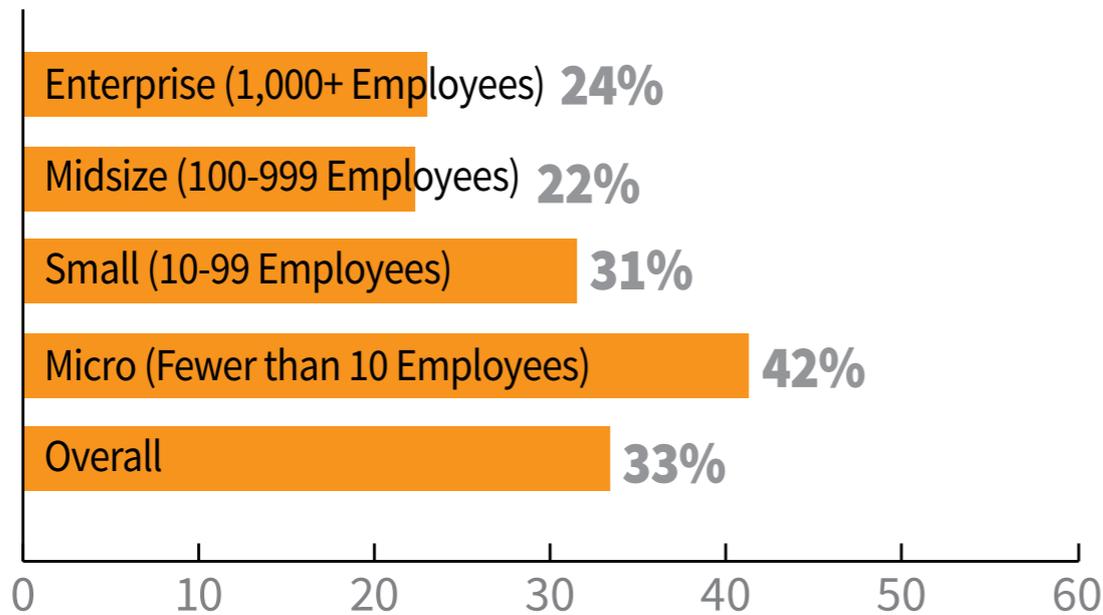


► Fewer B2B enterprise marketers (46%) plan to increase their content marketing budgets, when compared with their B2B peers overall (54%).

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On average, B2B enterprise marketers allocate 24% of their budget to content marketing.

Percentage of Marketing Budget Spent on B2B Content Marketing

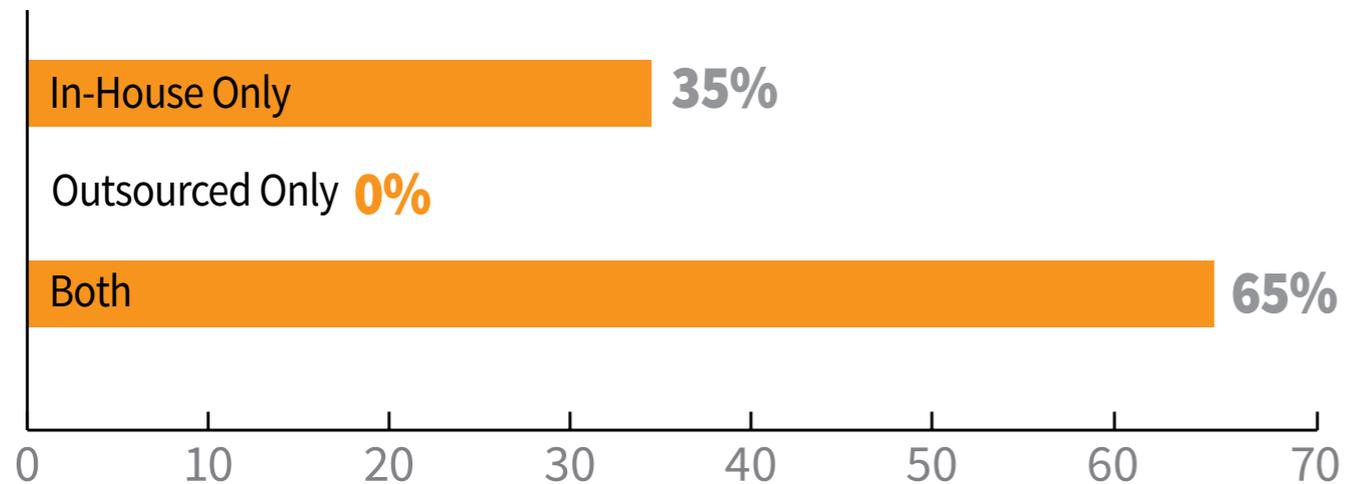


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▶ B2B enterprise marketers who rate their companies as most effective at content marketing allocate more budget (33%) to content marketing than the average B2B enterprise marketer (24%); those who rate their companies as least effective allocate just 16%.

65% of B2B enterprise marketers outsource content creation.

Insourcing vs. Outsourcing of Content Creation (B2B Enterprise Companies)

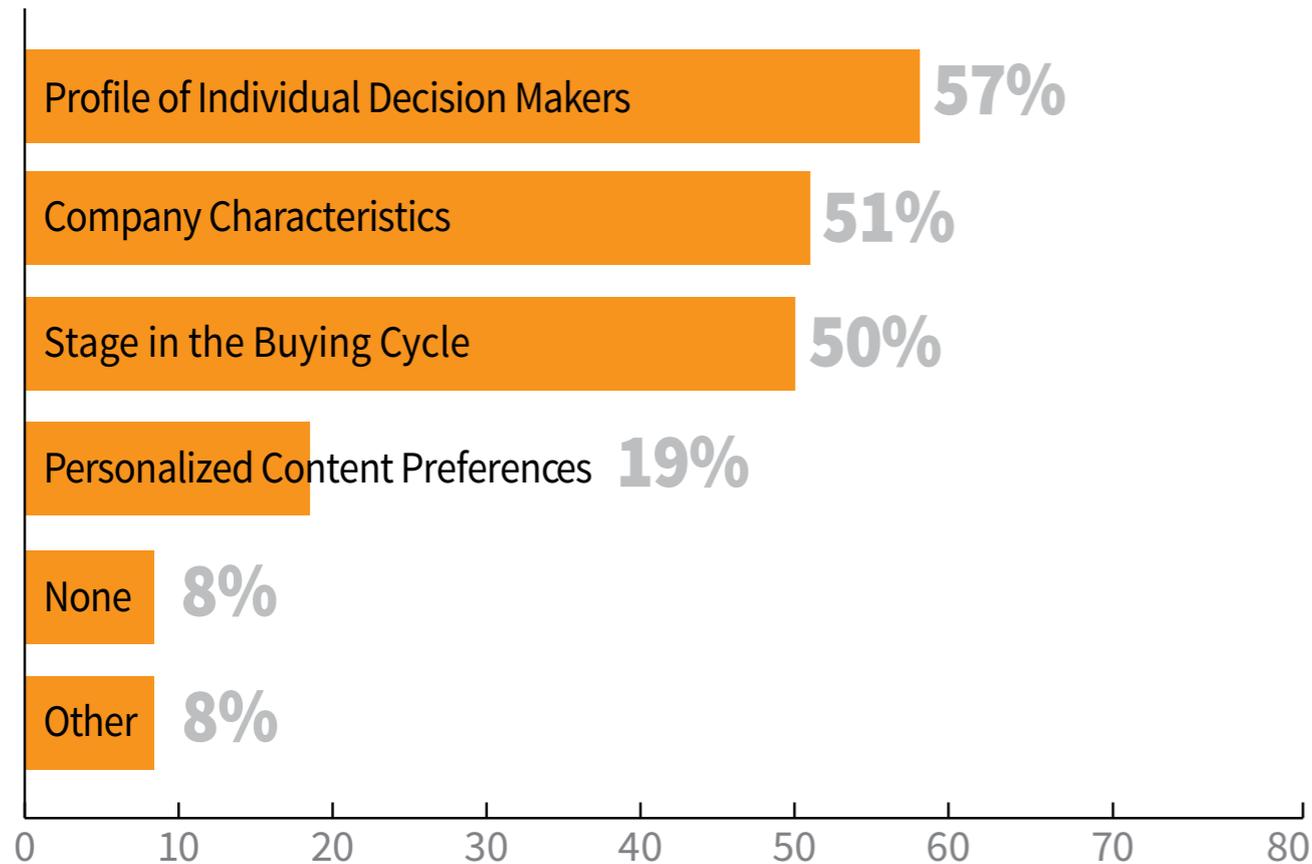


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▶ B2B enterprise marketers (65%) outsource content creation more frequently than their B2B peers overall (43%) do.

Nearly all B2B enterprise marketers segment their content.

How B2B Enterprise Marketers Tailor Content



▶ 92% of B2B enterprise marketers tailor their content in at least one way, compared with 91% of their B2B peers overall.

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Producing the kind of content that engages is the top challenge faced by B2B enterprise marketers.

Challenges that B2B Enterprise Content Marketers Face



▶ B2B enterprise marketers (53%) are less challenged with producing enough content than their B2B peers overall (64%) are; however, they are more challenged in nearly all other areas shown here, especially with lack of integration across marketing (58% vs. 25%).

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Biggest Content Marketing Challenge for B2B Enterprise Marketers

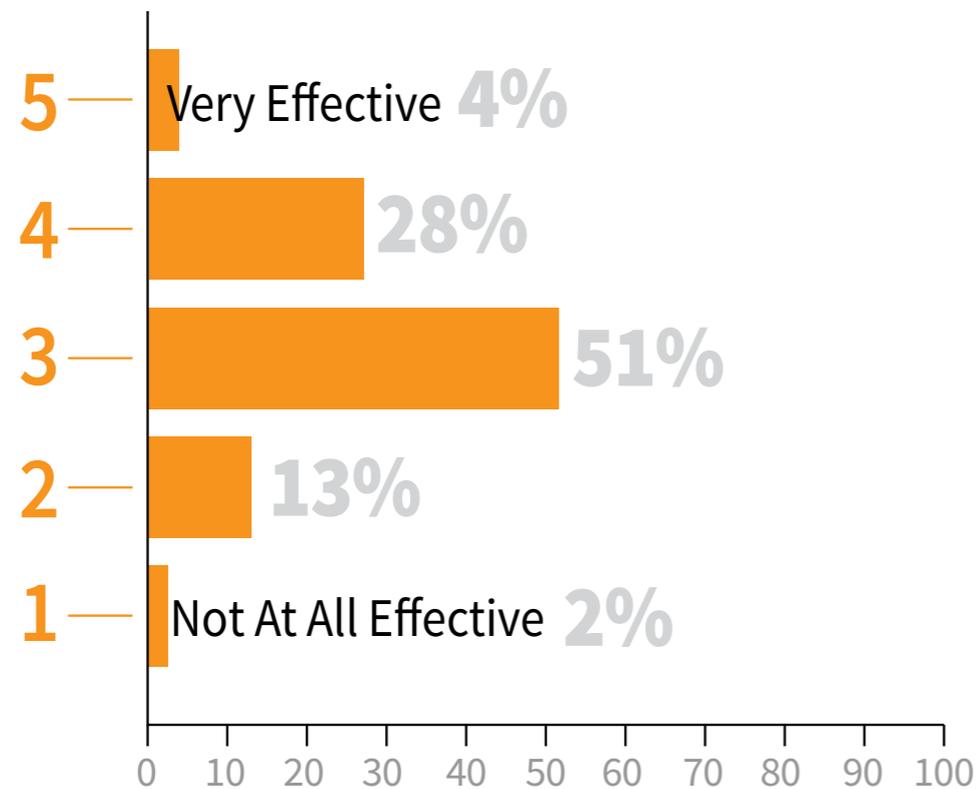


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- ▶ Producing the kind of content that engages is the biggest challenge for B2B enterprise marketers (20%), whereas producing enough content is the biggest challenge for their B2B peers overall (29%).
- ▶ Three-times more B2B enterprise marketers (13%) say lack of integration across marketing is their biggest challenge, when compared with their B2B peers overall (4%).

Just 32% of B2B enterprise marketers believe they are effective at content marketing.

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



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▶ B2B enterprise marketers and their B2B peers overall rate their organizations fairly similar in terms of content marketing effectiveness.

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

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

	Most Effective	Overall/Average	Least Effective
Percentage of marketing budget allocated to content marketing	33%	24%	16%
Average number of tactics used	17	16	12
Average number of social platforms used	4	4	3
Plan to increase content marketing spend over the next year	47%	46%	47%
Tailor content to profile of decision maker	71%	57%	25%
Challenged with producing engaging content	44%	58%	78%
Challenged with producing enough content	52%	53%	72%

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

The most effective B2B enterprise marketers:

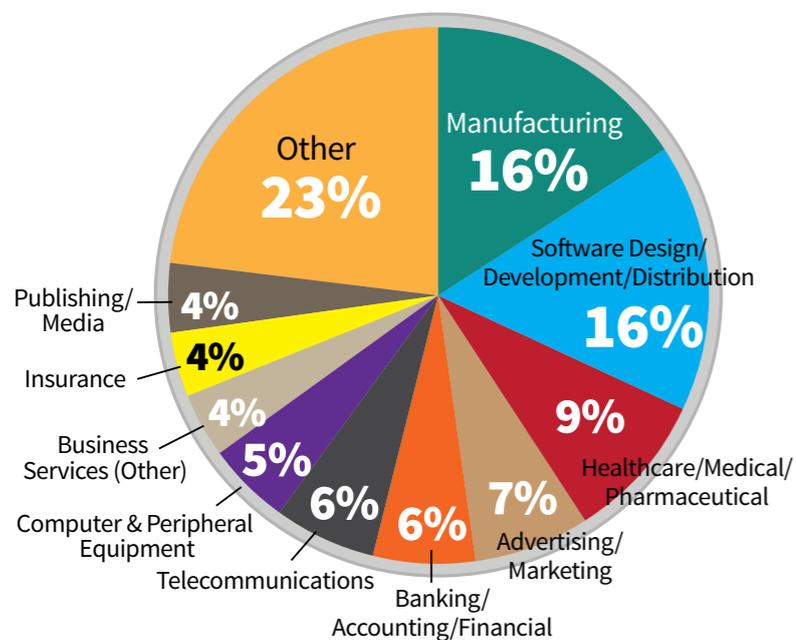
- ▶ Allocate a greater percentage of their marketing budget to content marketing
- ▶ Use more content marketing tactics
- ▶ Tailor content to specific profiles/personas much more frequently
- ▶ Are far less challenged with producing engaging content

DEMOGRAPHICS

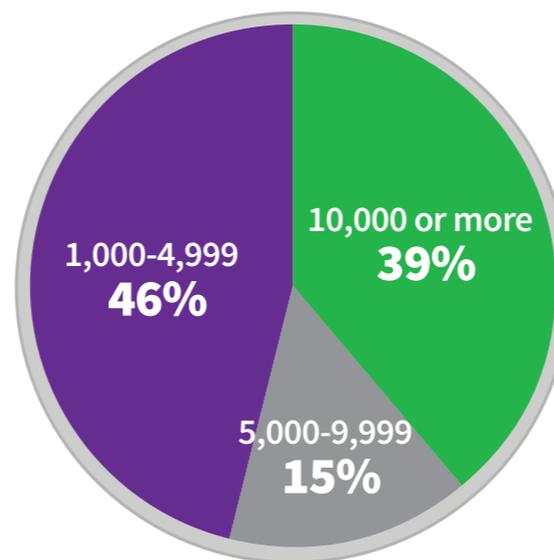
B2B Enterprise Content Marketing: 2013 Benchmarks, Budgets, and Trends—North America was produced by Content Marketing Institute and sponsored by Marketo.

This report is based on the responses of 216 enterprise (1,000+ employees) marketers who were part of a larger business-to-business (B2B) North America (United States and Canada) survey, from which the overall comparisons in this report were drawn (for more information, see [B2B Content Marketing: 2013 Benchmarks, Budgets, and Trends—North America](#)). The electronic survey was mailed to a sample of B2B marketers from among subscribers of MarketingProfs and Content Marketing Institute in August 2012. A total of 1,416 B2B marketers from North America responded, representing a full range of industries (advertising/marketing, software, consulting, manufacturing, healthcare, finance, and others), functional areas, and company sizes. Special thanks to MarketingProfs for their participation in the overall B2B comparisons used in this report.

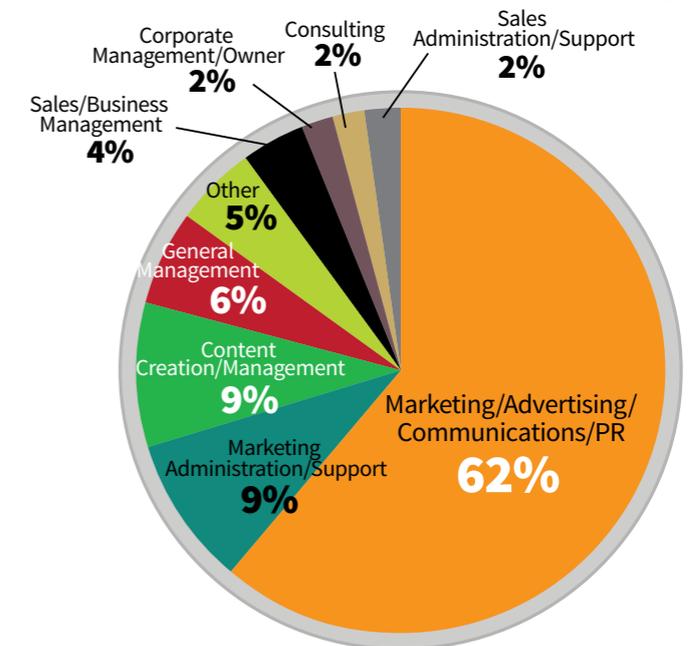
Industry Classification, B2B Enterprise



Size of Company, B2B Enterprise (by Employees)



Job Title/Function, B2B Enterprise



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About the Content Marketing Institute:

The [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.

View additional **content marketing research** at the CMI website. For more insights on content marketing in the software industry, register for the **Content Marketing World Tech Summit** being held September 12, 2013 in Cleveland.

About Marketo: *Marketing Software. Easy, Powerful, Complete.*

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