

B2C Content Marketing:

2013 Benchmarks, Budgets, and Trends—North America



OVERVIEW: THE STATE OF B2C CONTENT MARKETING IN NORTH AMERICA

Hello Consumer Marketers!

Welcome to *B2C Content Marketing: 2013 Benchmarks, Budgets, and Trends—North America*.

For three years we've looked at B2B content marketing trends, and this year, we are excited to bring you these compelling B2C findings.

Here are some of the key research results:

- ▶ 86% of B2C marketers use content marketing, employing 12 individual tactics on average.
- ▶ B2B marketers use social media more often than their B2C counterparts; however, B2C marketers consider it more effective (57% of B2C marketers think social media is effective vs. 49% of B2B marketers). On average, B2C marketers use four social media platforms, compared with the five used by B2B marketers.
- ▶ On average, 28% of B2C marketing budgets are allocated to content marketing, and 55% of consumer marketers plan to increase their content marketing spend.

According to our research, both B2B and B2C marketers are still struggling with the effectiveness of their content marketing. So while we are happy that more marketers are engaging in content marketing to attract and retain customers, we also realize we have a ways to go.

On with the content marketing revolution...



Joe Pulizzi

Founder & Executive Director
Content Marketing Institute

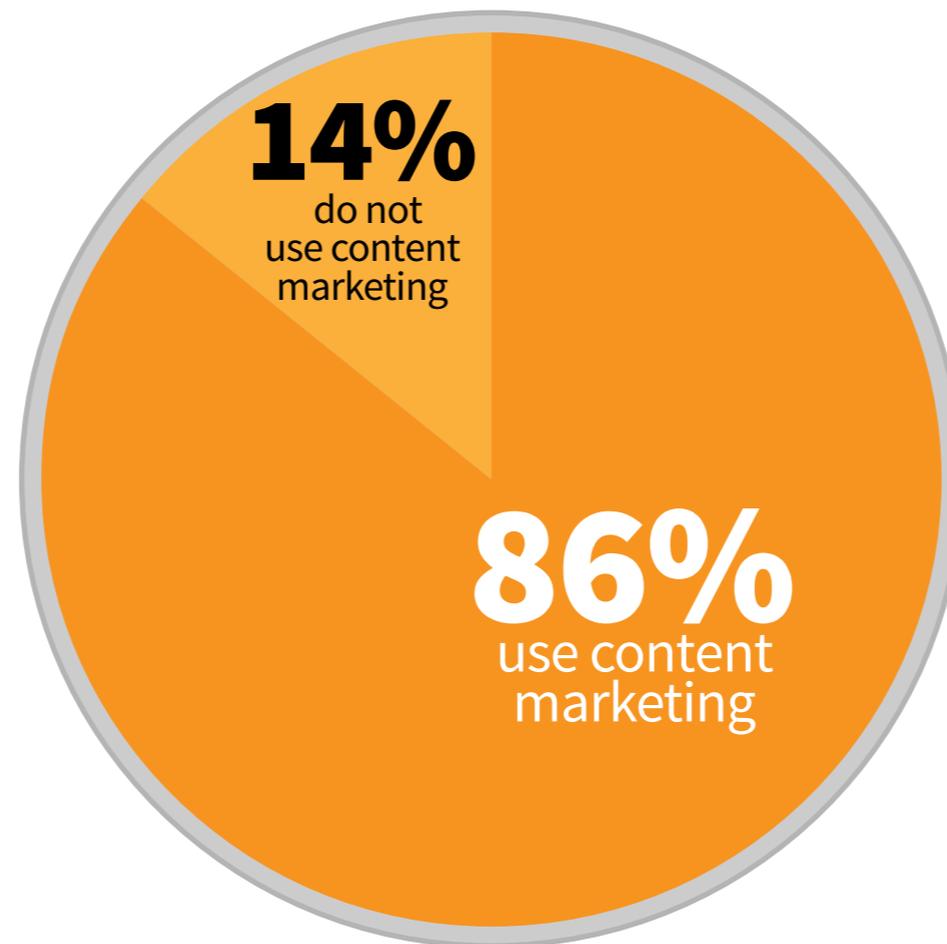


Ann Handley

Chief Content Officer
MarketingProfs

86% of B2C marketers use content marketing.

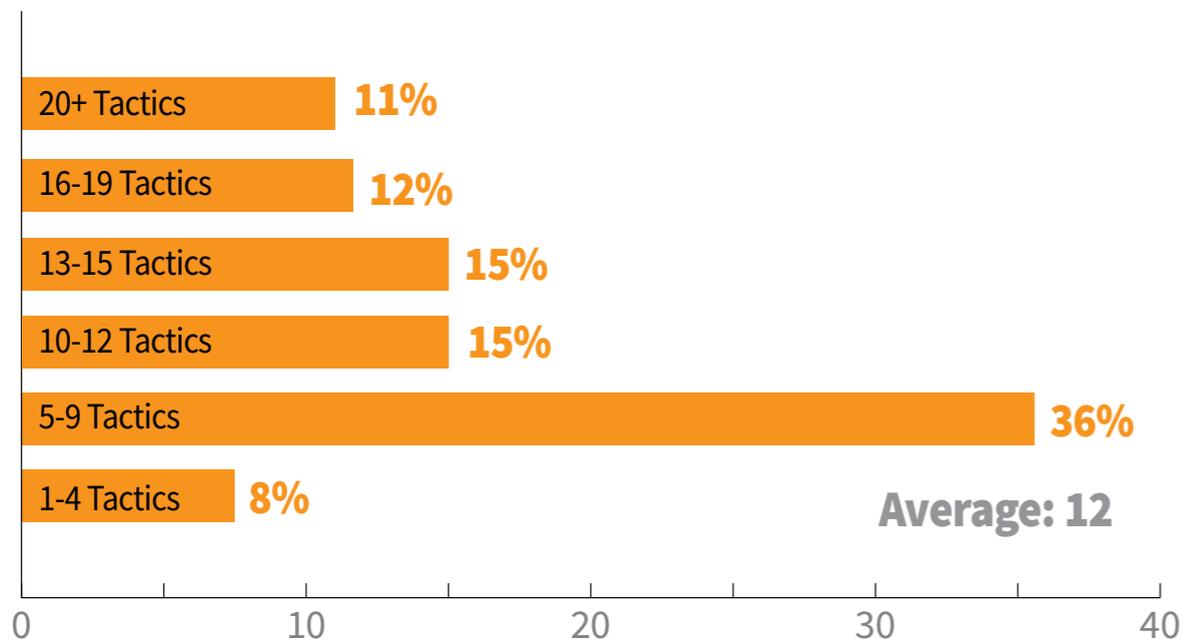
Percentage of B2C Respondents Using Content Marketing



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B2C marketers use an average of 12 content marketing tactics.

Number of Tactics B2C Marketers Use



- ▶ In general, the larger the B2C company, the more tactics used. Companies with 10,000 or more employees use an average of 16 tactics, whereas the smallest companies use an average of 10.

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B2C Content Marketing Usage (by Tactic)

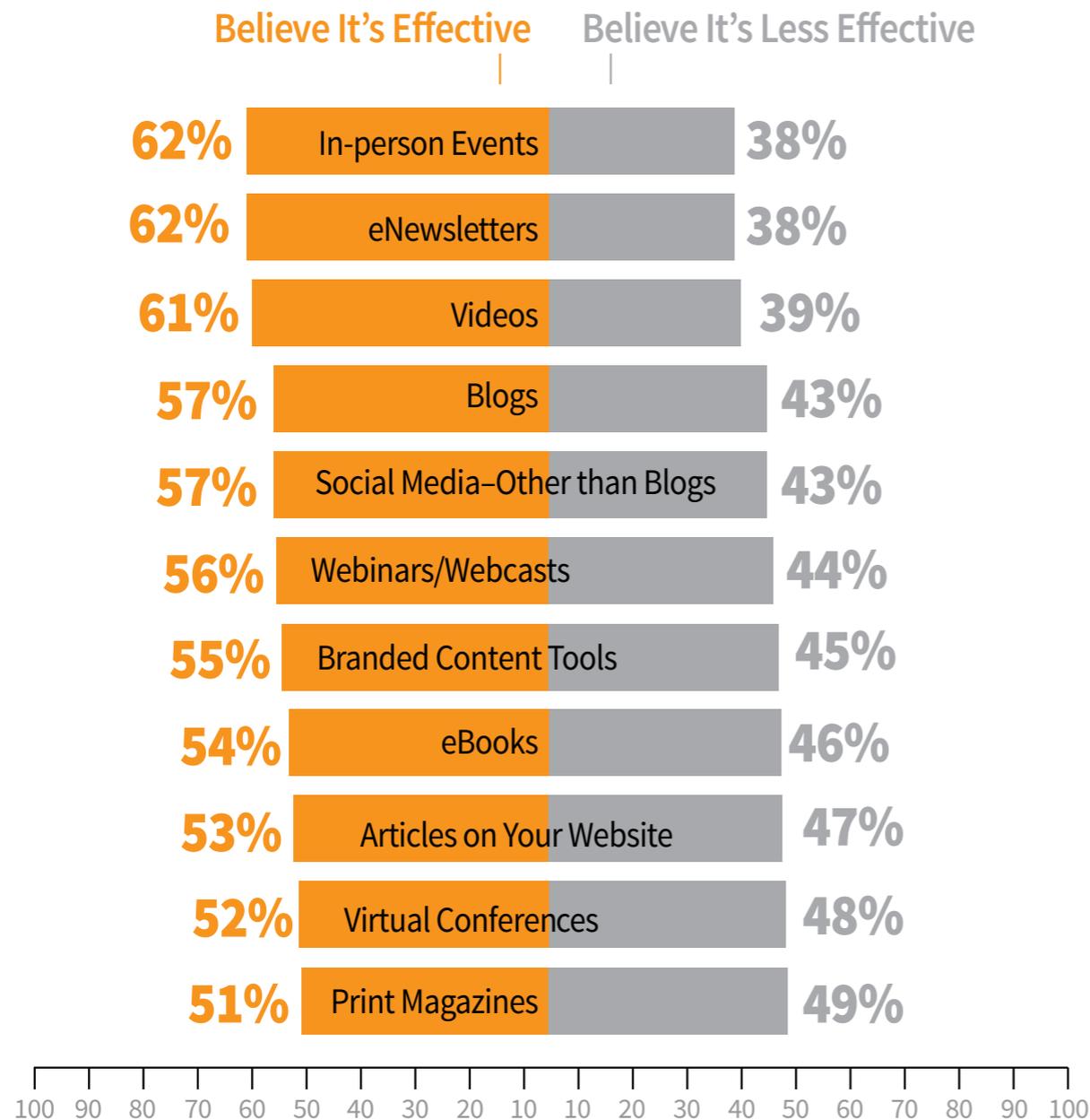


- ▶ Compared with their B2B counterparts, B2C marketers use more mobile content, mobile apps, print magazines, and print newsletters.
- ▶ Compared with their B2B counterparts, B2C marketers use far fewer case studies, white papers, webinars/webcasts, and research reports.

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Confidence Gap

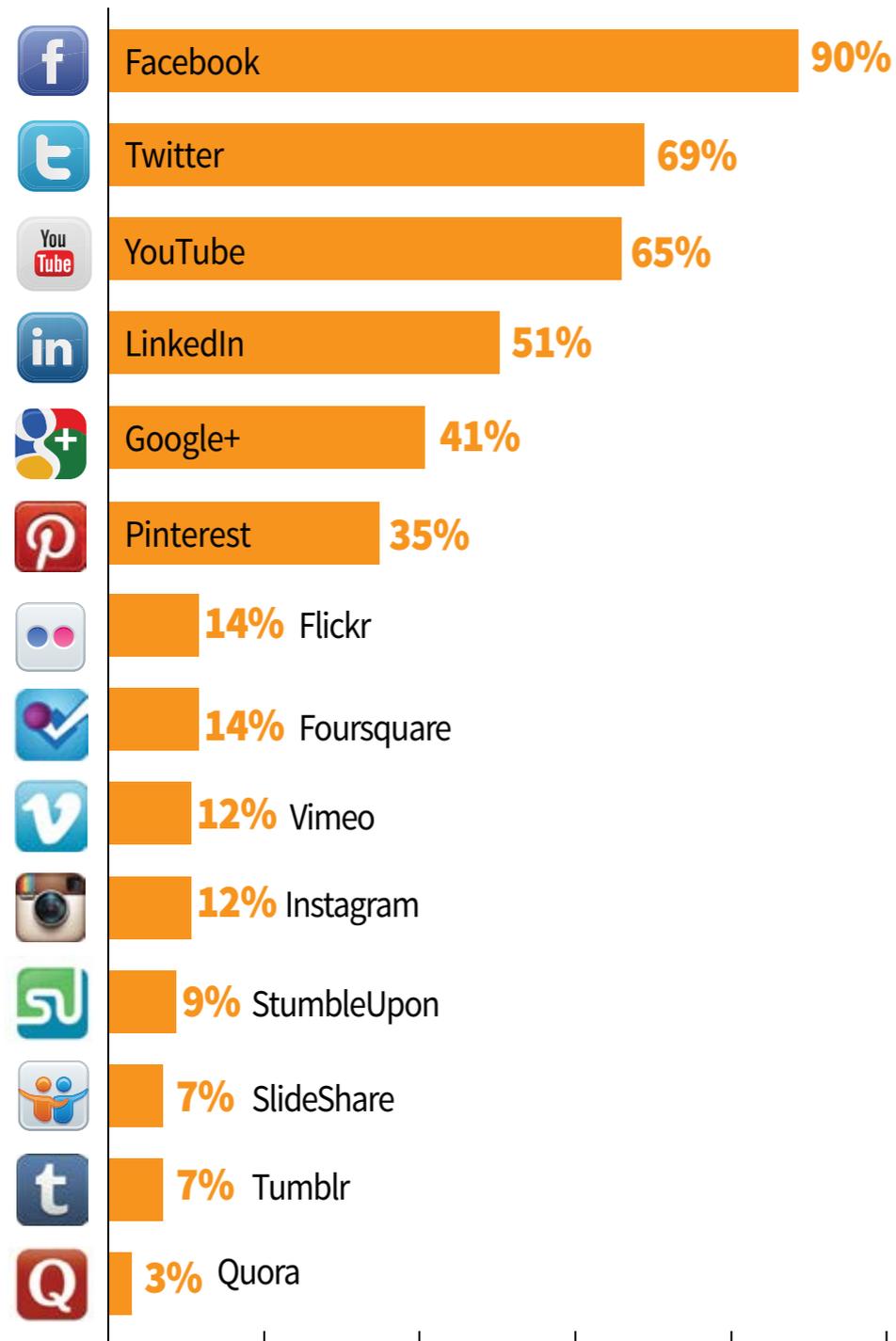
Effectiveness Ratings of Tactics Among B2C Users



- ▶ More B2C marketers rank social media as “effective” or “very effective” than B2B marketers (57% of B2C marketers vs. 49% of B2B marketers).
- ▶ More B2C marketers rank print materials (both magazines and newsletters) as “effective” or “very effective” than B2B marketers (51% of B2C marketers vs. 34% of B2B marketers for print magazines, and 42% of B2C marketers vs. 28% of B2B marketers for print newsletters).

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Percentage of B2C Marketers Who Use Various Social Media Sites to Distribute Content

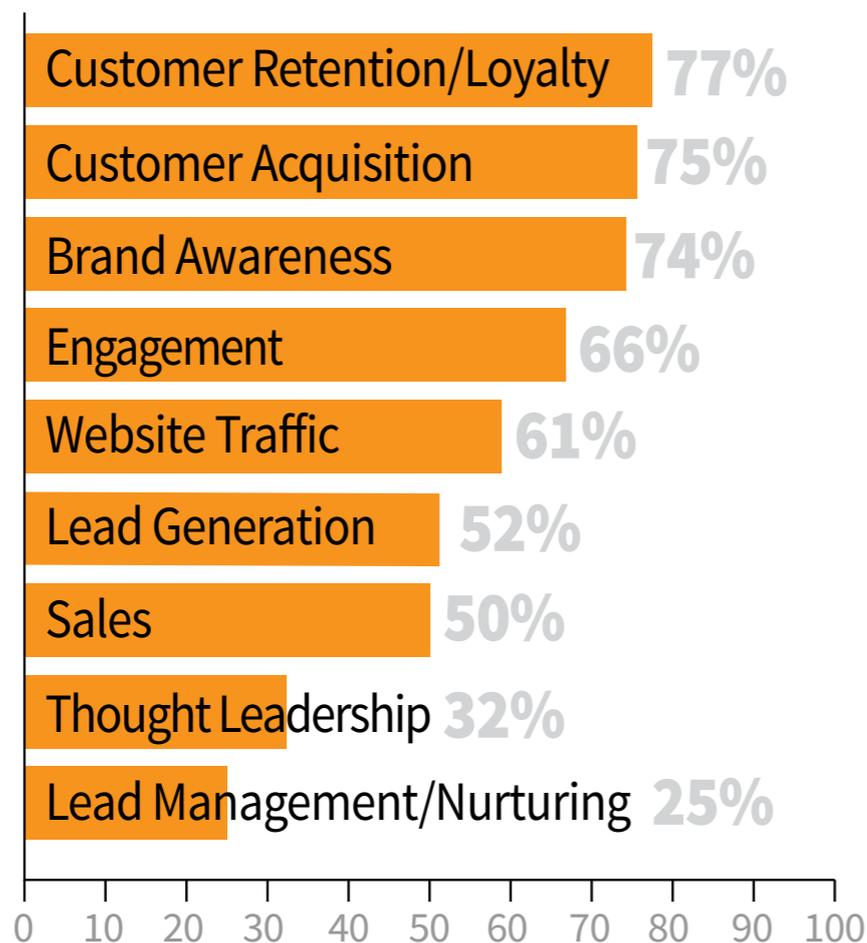


- ▶ B2C marketers use an average of four social media sites to distribute content, whereas B2B marketers use an average of five.
- ▶ B2C marketers most often use Facebook, whereas B2B marketers most often use LinkedIn.

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B2C marketers cite customer retention/loyalty as their top content marketing goal.

Organizational Goals for B2C Content Marketing

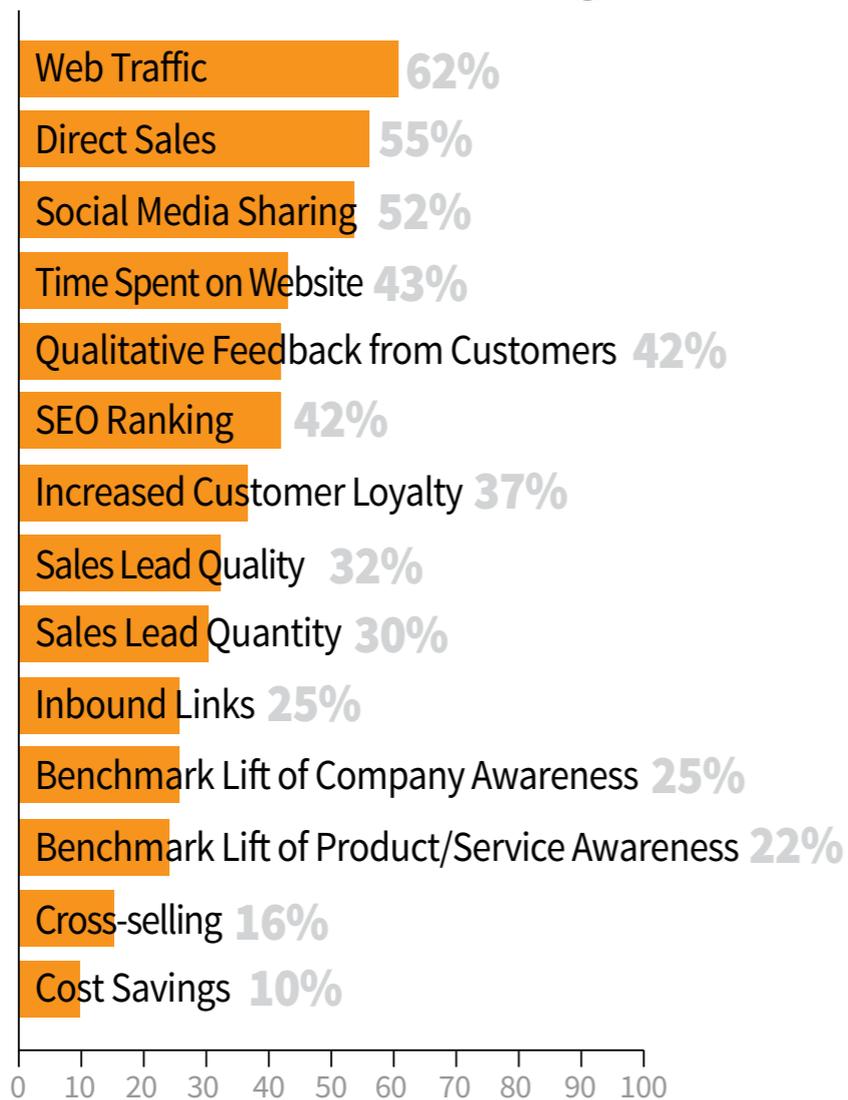


- ▶ Though customer retention/loyalty is the top organizational goal for B2C marketers, B2B marketers rank it fourth.
- ▶ Customer acquisition and brand awareness are top goals both for B2C and B2B marketers.
- ▶ More B2C marketers cite sales as a goal than do B2B marketers; however, more B2B marketers cite lead generation, lead management/nurturing, and thought leadership as priorities.

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B2C marketers most often use web traffic to measure content marketing success.

Measurement Criteria for B2C Content Marketing Success

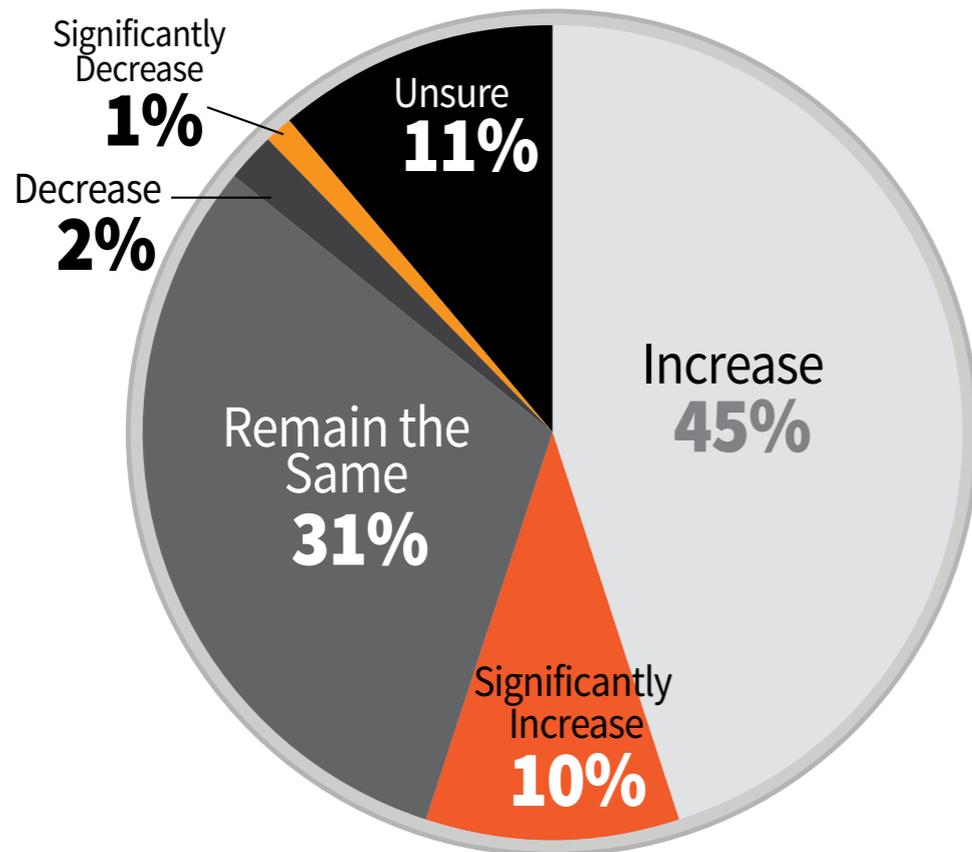


- ▶ Both B2C and B2B marketers rank web traffic the most important measurement criterion.
- ▶ B2C marketers place more emphasis on direct sales, whereas B2B marketers place more emphasis on the quality and quantity of sales leads.

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More than half of B2C marketers plan to increase their content marketing budget over the next 12 months.

B2C Content Marketing Spending (Over Next 12 Months)

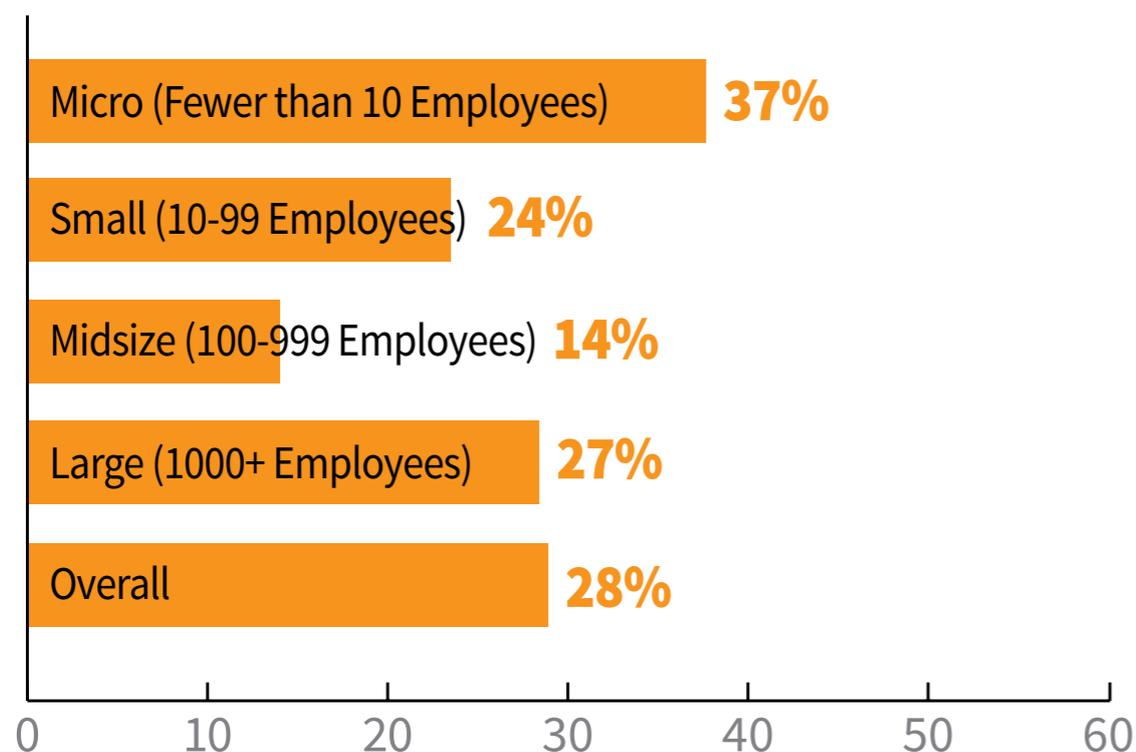


- ▶ 55% of B2C marketers say they will increase their content marketing spend.
- ▶ Overall, B2C marketers are planning to increase content marketing spend at a rate similar to B2B marketers.

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28% of B2C marketing budgets are allocated to content marketing.

Total Marketing Budget Spent on B2C Content Marketing

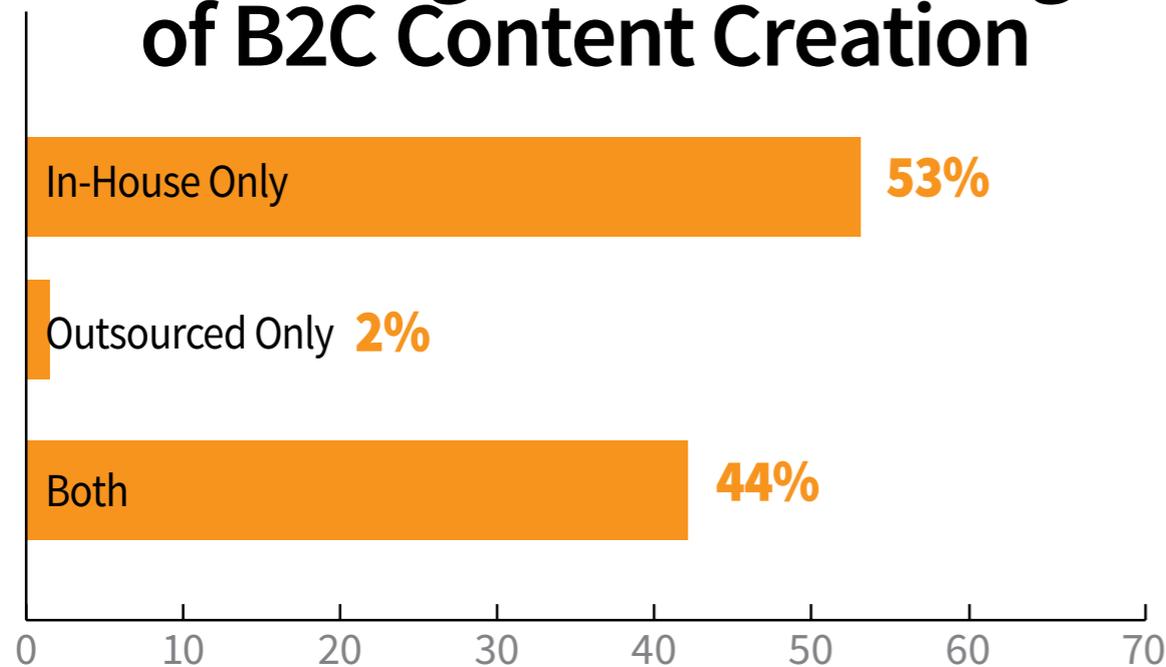


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- ▶ The average share of marketing budget spent on B2C content marketing is 28% (on average, B2B marketers allocate a bit more: 33%).
- ▶ Large B2C companies allocate a greater share (27%) of their total marketing budget to content marketing than large B2B companies do (22%); however, B2B companies of all other sizes allocate slightly more budget than B2C companies.

53% of B2C marketers say they create content only in-house.

Insourcing vs. Outsourcing of B2C Content Creation

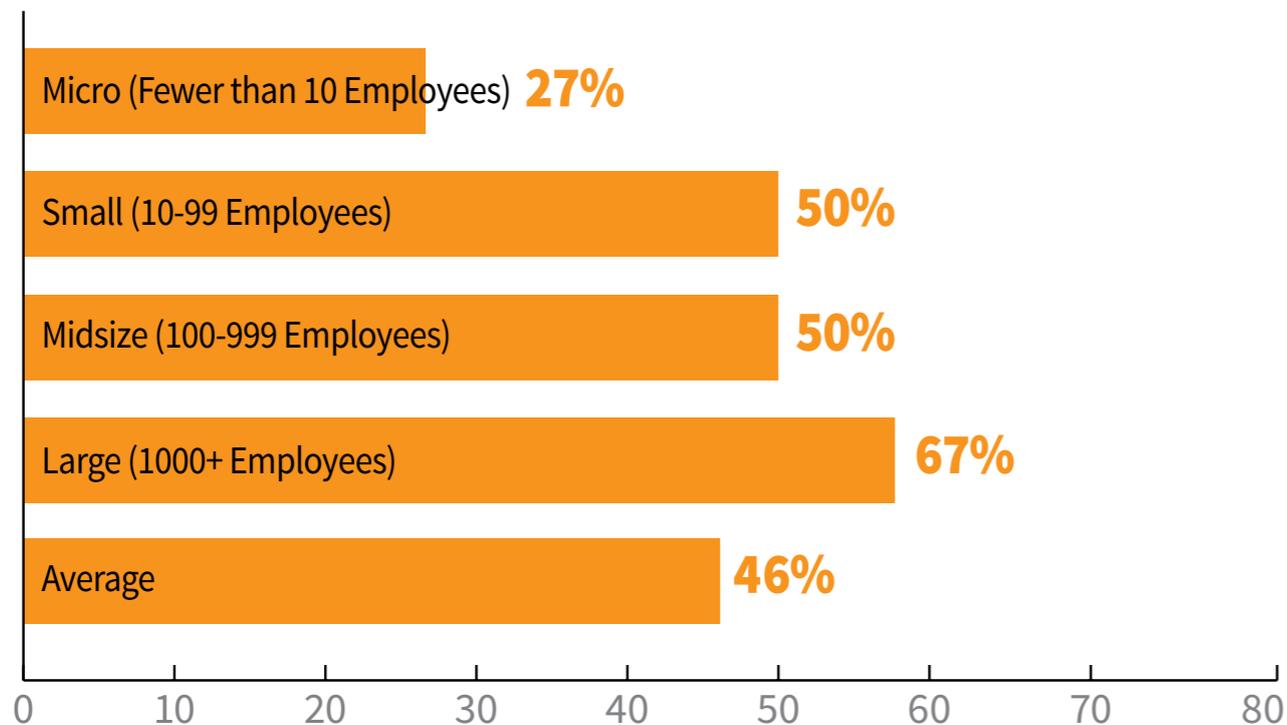


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- ▶ B2C marketers create content in-house and outsource it in proportions that are nearly equal to those reported by B2B marketers.
- ▶ It's rare for either a B2C or a B2B company to completely outsource content creation.

On average, 46% of B2C companies outsource content creation.

Percentage of B2C Companies that Outsource Content Creation

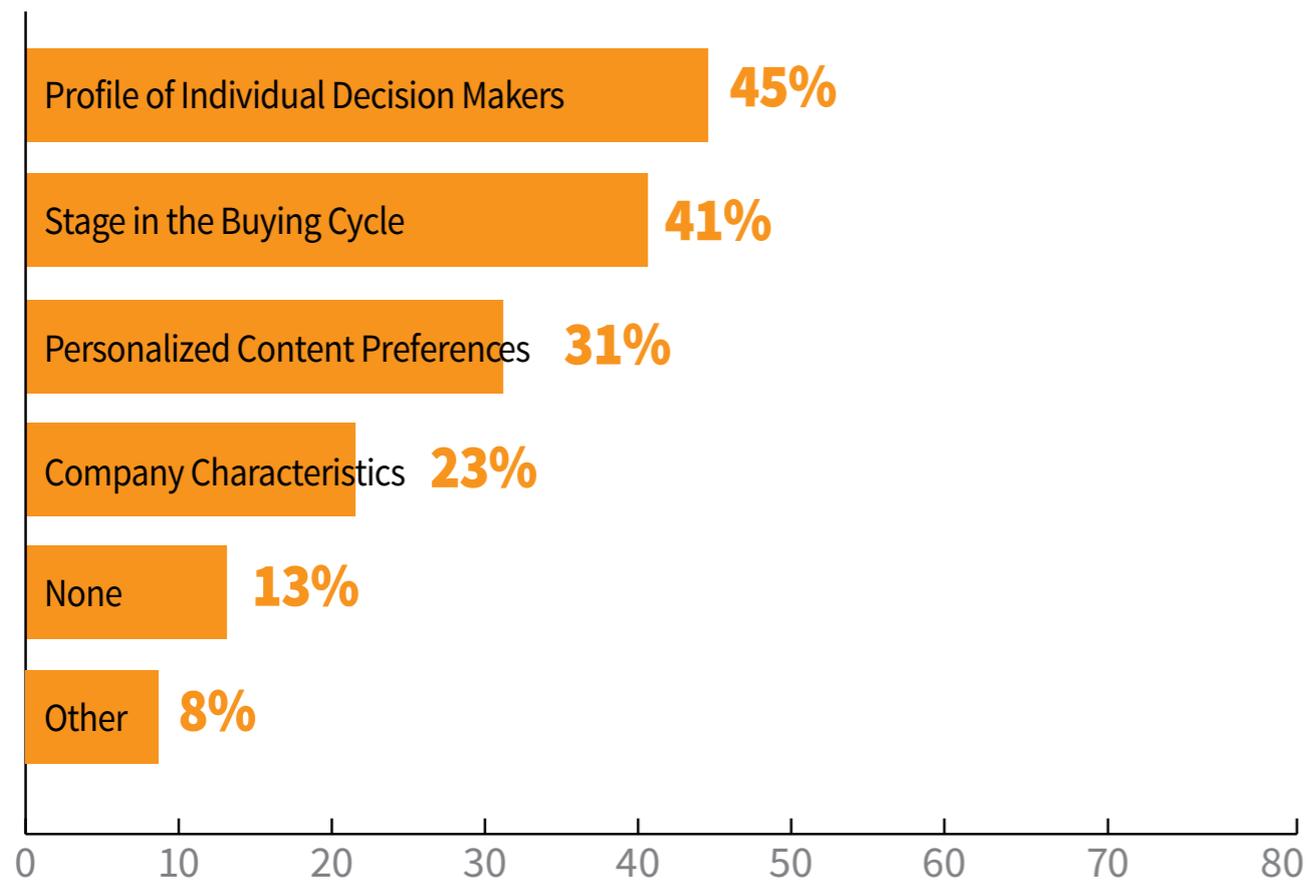


- ▶ The larger a B2C company is, the more likely it is to outsource content creation.
- ▶ Large B2C companies outsource content creation more frequently than large B2B companies.

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Most B2C marketers tailor their content.

How B2C Organizations Tailor Content

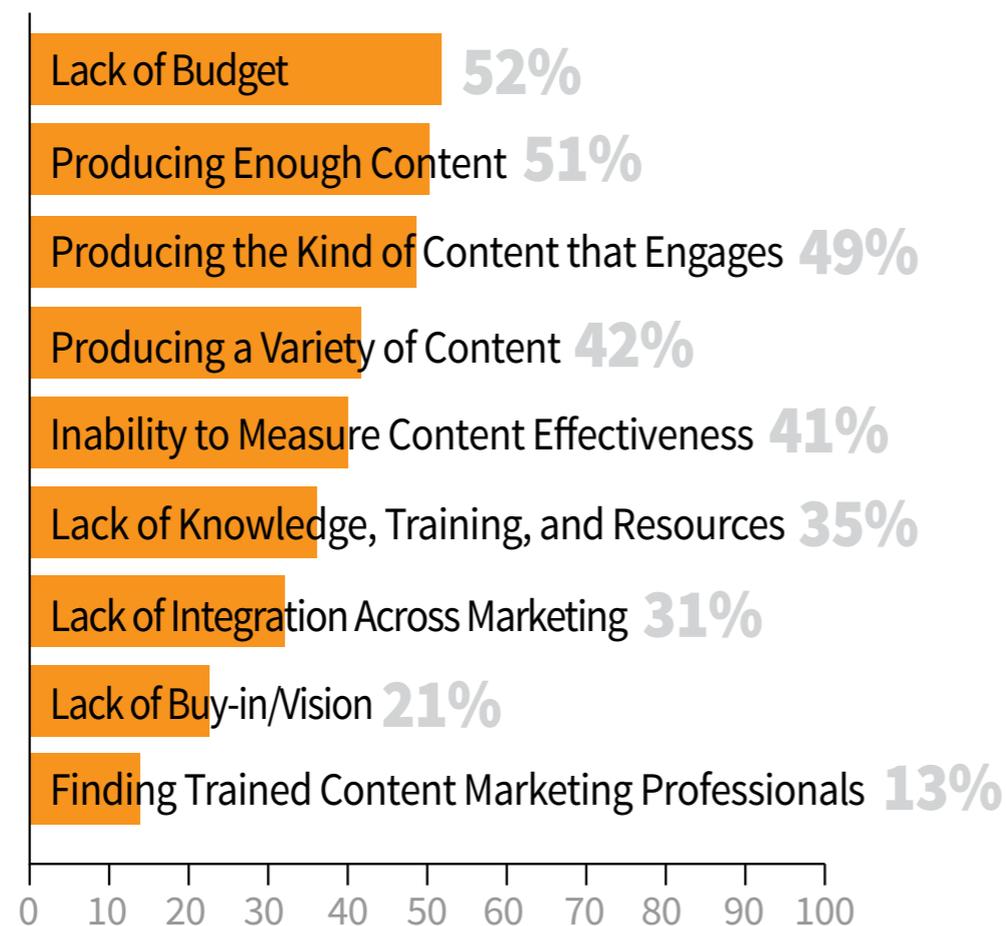


▶ 85% of B2C content marketers tailor their content in at least one way, compared with 91% of B2B marketers.

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Lack of budget is the top challenge faced by B2C content marketers.

Challenges that B2C Content Marketers Face



► 52% of B2C content marketers are challenged with lack of budget, compared with 39% of B2B content marketers.

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Biggest B2C Content Marketing Challenge

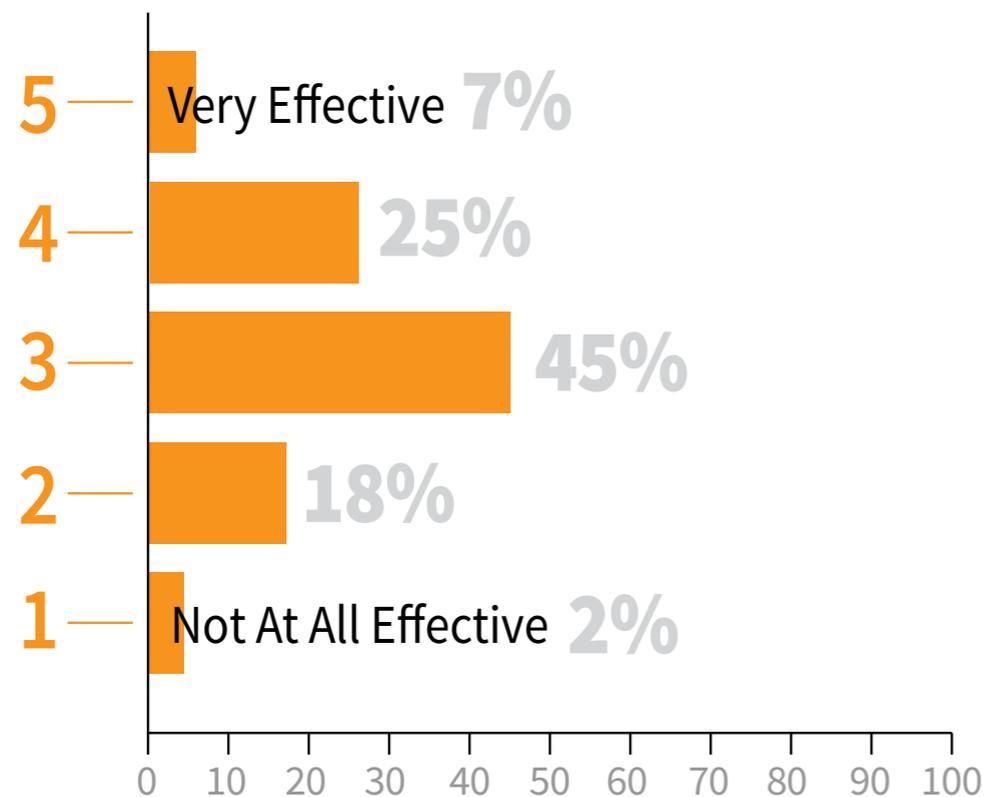


- ▶ More B2C marketers than B2B marketers cite lack of budget as their biggest challenge (23% B2C vs. 14% B2B).
- ▶ More B2B marketers than B2C marketers cite producing enough content as their biggest challenge (29% B2B vs. 15% B2C).
- ▶ Nearly the same percentage of B2C and B2B marketers cite producing the kind of content that engages as their biggest challenge (15% B2C vs. 18% B2B).

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Just 32% of B2C marketers believe they are effective at content marketing.

How B2C Marketers Rate the Effectiveness of Their Organization's Use of Content Marketing



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- ▶ Slightly more B2B marketers (36%) than B2C marketers (32%) believe they are “effective” or “very effective” at content marketing (defined as an answer of 4 or 5 on a scale of 1 to 5).
- ▶ B2C companies with 1,000 employees or more rate their organizations as “effective” or “very effective” more often than smaller B2C companies do.

Profile of a best-in-class B2C content marketer.

Comparison of Most Effective B2C Content Marketers with Least Effective B2C Content Marketers

	Most Effective	Overall/Average	Least Effective
Share of marketing budget allocated to content marketing	40%	28%	17%
Number of tactics used	14	12	8
Number of social platforms used	5	4	3
Plans to increase content marketing spend next year	49%	55%	59%
Tailor content to profile of decision maker	46%	45%	30%
Challenged with producing engaging content	35%	49%	63%
Challenged with lack of buy-in/vision from higher-ups	14%	21%	33%

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Profile of a best-in-class B2C content marketer.

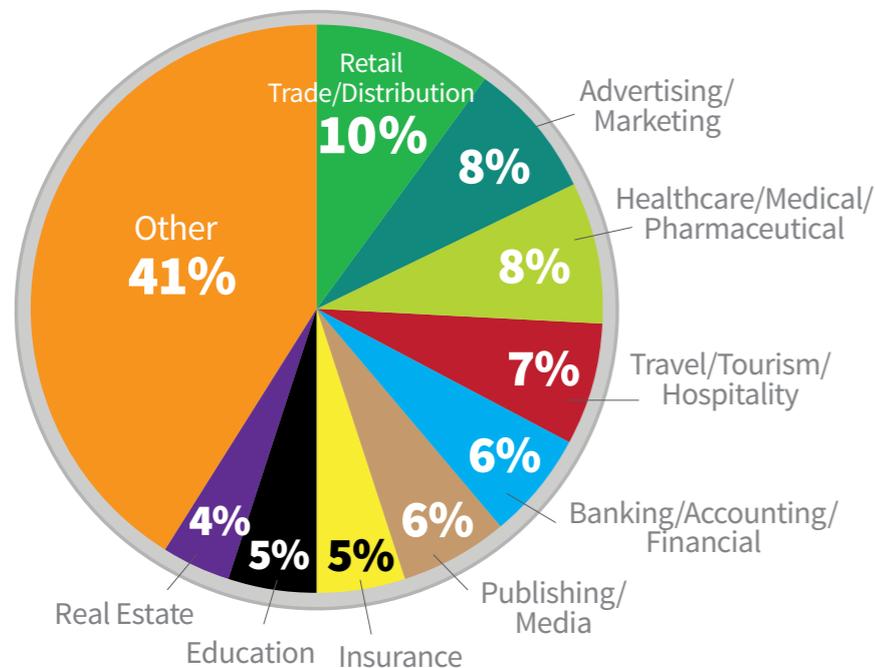
The most effective B2C content marketers:

- ▶ Spend a higher percentage of their marketing budget on content marketing
- ▶ Use more tactics and distribute content on more social networks
- ▶ Tailor content to specific profiles/personas more frequently
- ▶ Are far less challenged in terms of producing engaging content
- ▶ Are less challenged with lack of buy-in/vision from higher-ups

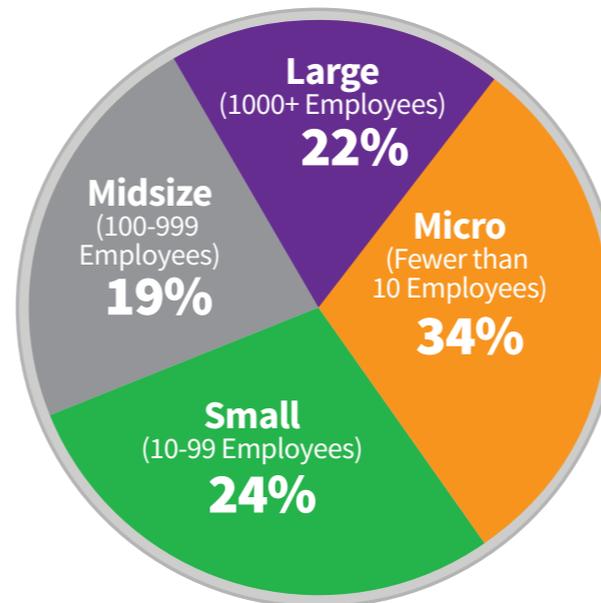
DEMOGRAPHICS

B2C Content Marketing: 2013 Benchmarks, Budgets, and Trends–North America was produced by Content Marketing Institute and MarketingProfs and sponsored by Pace. The survey was mailed electronically to a sample of B2C marketers from among members and subscribers of MarketingProfs and Content Marketing Institute. A total of 354 responded from North American companies in August 2012, representing a full range of industries, functional areas, and company sizes.

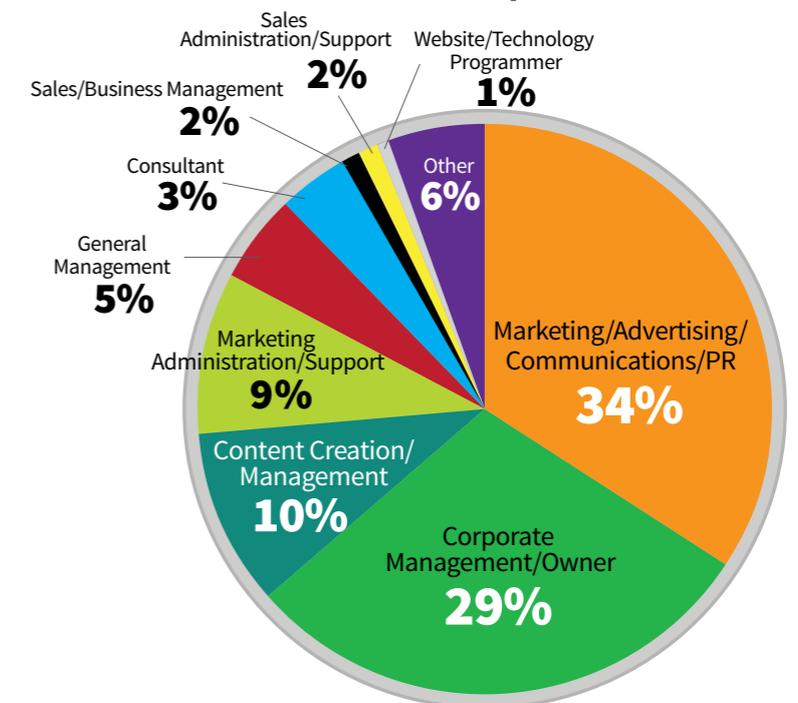
B2C Industry Classification



Size of B2C Company (by Employees)



B2C 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.

About MarketingProfs:

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.

About Pace:

Pace is a custom content marketing leader, producing multi-channel content that delivers results for a diverse client base. Our staff of more than 300 professionals consistently produces award-winning work in a variety of media, including digital, mobile content, social media, magazines, catalogs, books, videos, and e-commerce solutions. Pace was founded and is owned by Bonnie McElveen-Hunter, the current chair of the American Red Cross, and is based in Greensboro, NC. For more information, please visit paceco.com, <http://twitter.com/PaceComm>, or <http://www.linkedin.com/company/pace-communications>.