

ENTERPRISE

B2B ENTERPRISE CONTENT MARKETING: 2014 Benchmarks, Budgets, and Trends – North America



VIEW & SHARE



Greetings Marketers,

Welcome to our 2014 report on the content marketing practices of business-to-business (B2B) enterprise marketers (1,000+ employees) in North America. In this report, we look at how the content marketing practices of enterprise marketers have changed over the last year and how enterprise marketers differ from their B2B peers overall.

Among the key findings:

- B2B enterprise marketers are using more content marketing tactics and social media platforms this year than last—they also use more content marketing tactics than marketers working in smaller organizations
- B2B enterprise marketers who have a documented content strategy are more effective than those who do not have a strategy (49% vs. 32%) and are more likely to be producing “significantly more” content than they did one year ago
- Lack of integration is the most often cited challenge among B2B enterprise marketers; over the last year they have made strides with producing enough content, but producing engaging content is still their biggest challenge.

Enterprise marketers are outsourcing more of their content creation this year compared with last year. In-person events have replaced videos as the most frequently used content marketing tactic, and LinkedIn and Twitter have replaced Facebook as the most frequently used social media platforms.

More enterprise marketers this year than last are planning to increase their content marketing spend over the next 12 months (52% vs. 46%). It will be interesting to see how that increased investment impacts content marketing performance over the next year.

Yours in content,



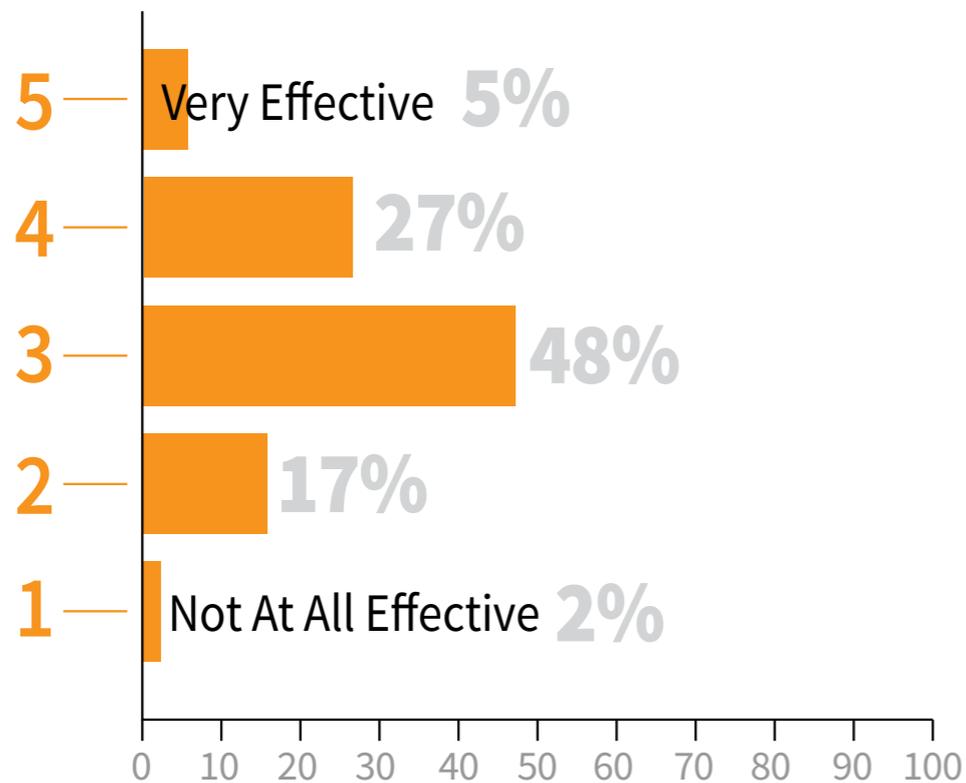
Joe Pulizzi

Founder

Content Marketing Institute

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

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



2014 B2B Enterprise Content Marketing Trends—North America:
Content Marketing Institute/MarketingProfs

- ▶ Only 32% of enterprise marketers say they are effective at content marketing, compared with 42% of B2B marketers overall.
- ▶ The 32% effectiveness rating shown here has neither increased nor decreased from last year.

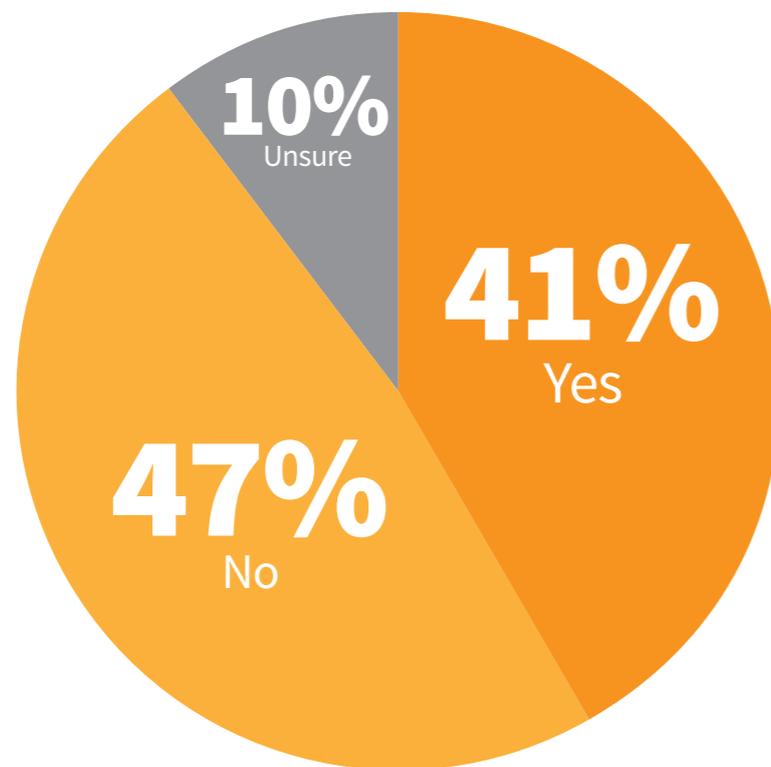
B2B Content Marketers At-A-Glance

	Enterprise Marketers	Overall Sample of B2B Marketers
Considers organization to be effective at content marketing	32%	42%
Has a documented content strategy	41%	44%
Has someone who oversees content marketing strategy	58%	73%
Average number of tactics used	17	13
Average number of social media platforms used	6	6
Percentage of marketing budget spent on content marketing	25%	30%
Plans to increase content marketing spend over next 12 months	52%	58%
Percent that outsources content creation	73%	44%
Challenged with lack of integration across marketing	60%	26%
Challenged with producing engaging content	59%	47%
Challenged with inability to measure content effectiveness	50%	33%

2014 B2B Enterprise Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

41% of B2B enterprise marketers have a documented content strategy.

Percentage of B2B Enterprise Marketers Who Have a Documented Content Strategy



▶ 44% of B2B marketers overall have a documented content strategy, compared with 41% of enterprise marketers.

2014 B2B Enterprise Content Marketing Trends—North America:
Content Marketing Institute/MarketingProfs

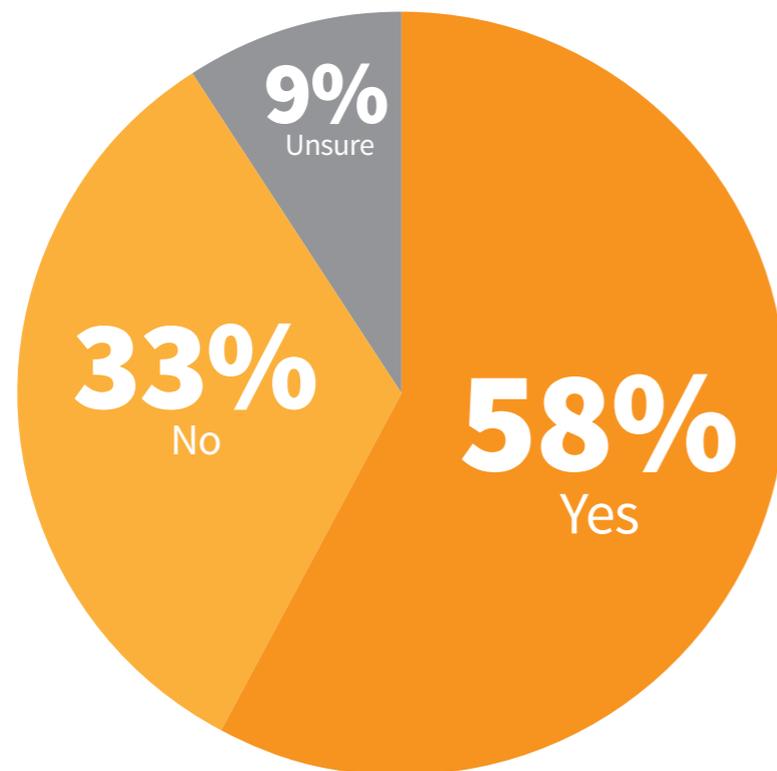
Comparison of B2B Enterprise Marketers Who Have a Documented Content Strategy with Those Who Do Not

	Documented Strategy	Overall Enterprise	No Documented Strategy
Considers organization to be effective at content marketing	49%	32%	15%
Average number of tactics used	18	17	16
Average number of social media platforms used	7	6	5
Producing more content compared with one year ago	76%	70%	67%
Percentage of marketing budget spent on content marketing	27%	25%	22%
Plans to increase content marketing spend over next 12 months	65%	52%	45%
Percent that outsources content creation	77%	73%	69%
Challenged with a lack of integration across marketing	52%	60%	70%
Challenged with producing engaging content	57%	59%	60%
Challenged with inability to measure content effectiveness	37%	50%	63%

2014 B2B Enterprise Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

58% of B2B enterprise companies have someone in place to oversee content marketing strategy.

Percentage of B2B Enterprise Organizations with Someone Who Oversees Content Marketing Strategy

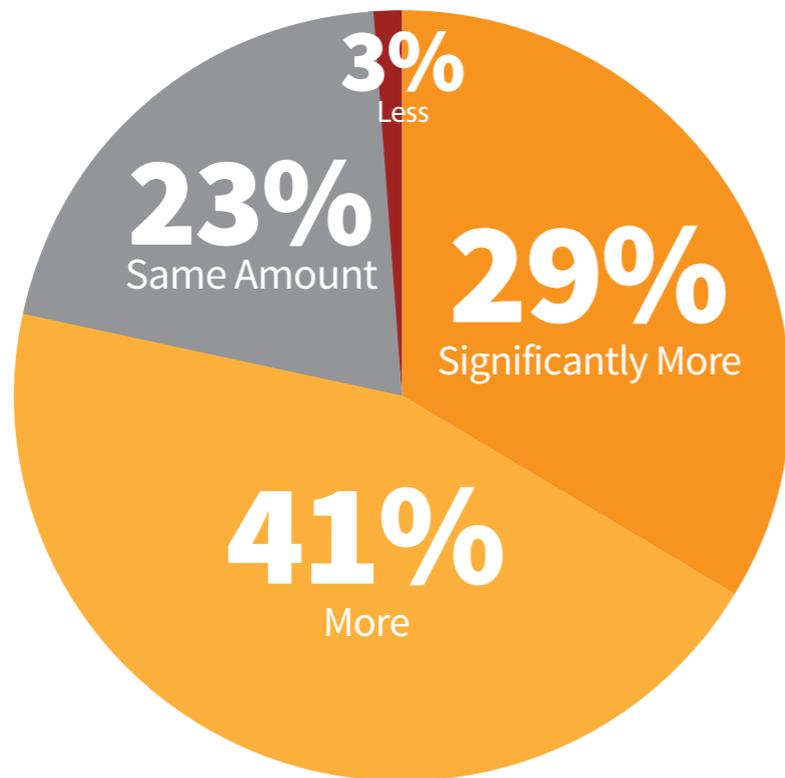


▶ 73% of B2B organizations overall have someone in place to oversee content strategy, compared with 58% of enterprise companies.

2014 B2B Enterprise Content Marketing Trends—North America:
Content Marketing Institute/MarketingProfs

70% of B2B enterprise marketers are producing more content than they did one year ago.

Change in Amount of Content Creation Among B2B Enterprise Marketers (Over Last 12 Months)

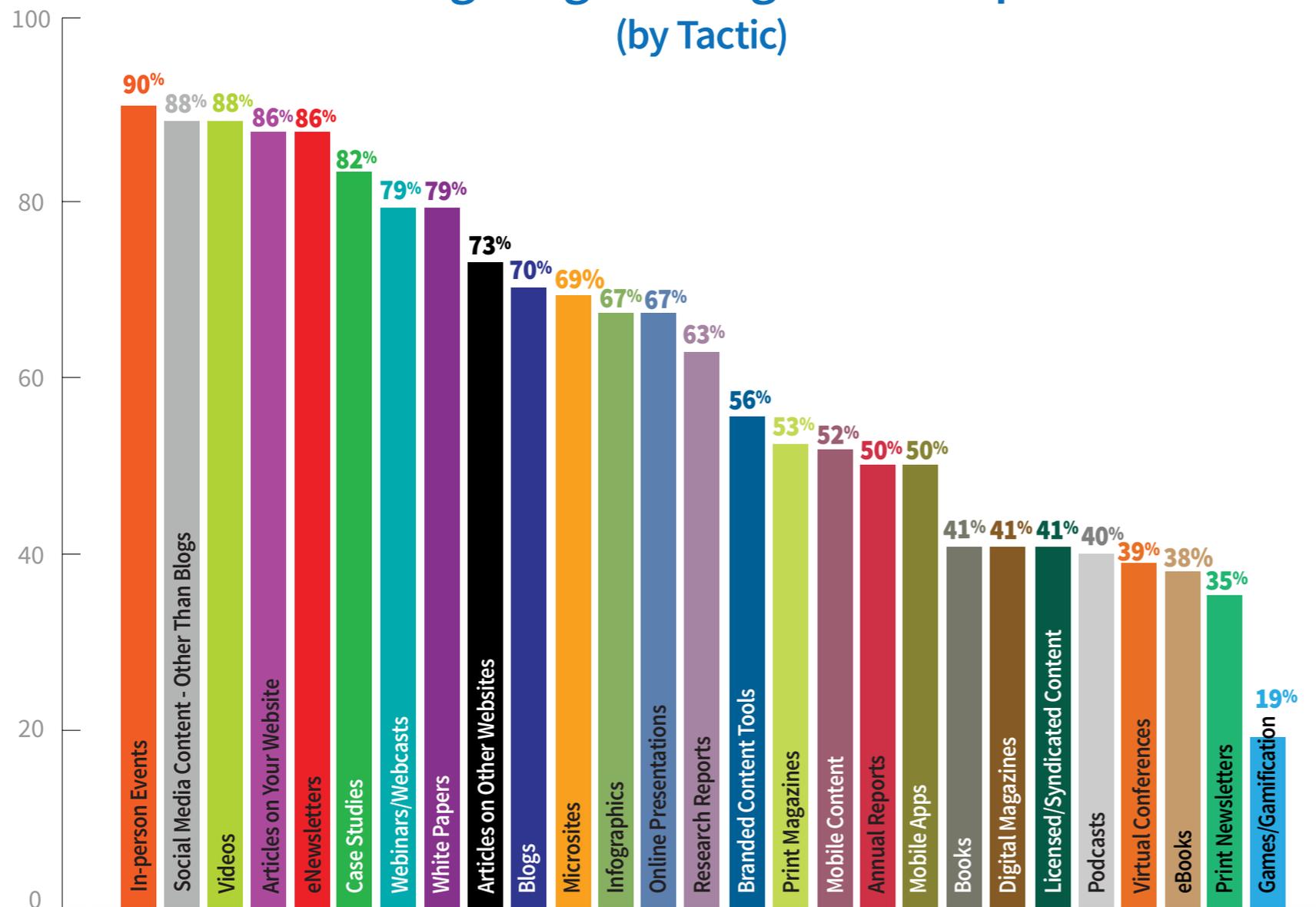


▶ B2B enterprise marketers who have a documented content strategy have increased their content production by even more than the figures shown here (76% vs. 70%), with 45% reporting that they are creating “significantly more.”

2014 B2B Enterprise Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

B2B enterprise marketers use an average of 17 content marketing tactics.

Content Marketing Usage Among B2B Enterprise Marketers (by Tactic)

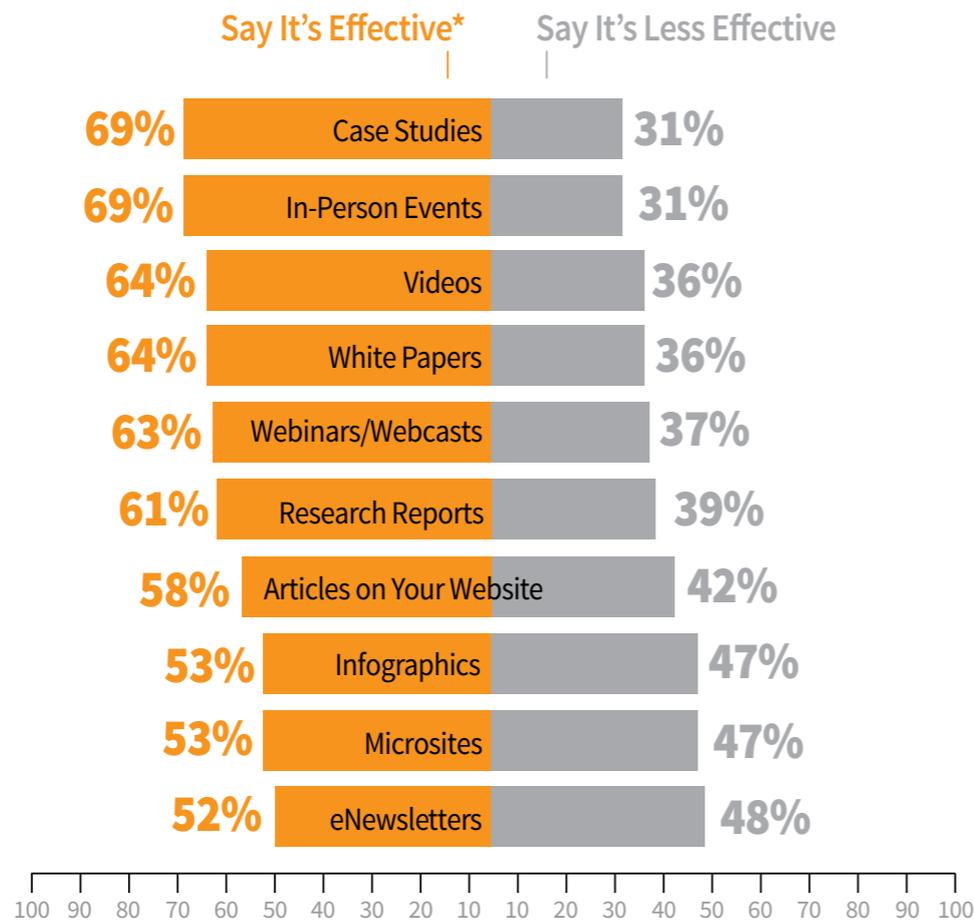


2014 B2B Enterprise Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

- ▶ B2B enterprise marketers are using more tactics this year than they did last year (17 vs. 16).
- ▶ Among the B2B marketers working for all sizes of companies, enterprise marketers use the most content marketing tactics.
- ▶ In-person events have replaced videos as the tactic that B2B enterprise marketers use most often.

B2B enterprise marketers say case studies and in-person events are the most effective tactics they use.

Effectiveness Ratings of Tactics Among B2B Enterprise Marketers Who Use Them



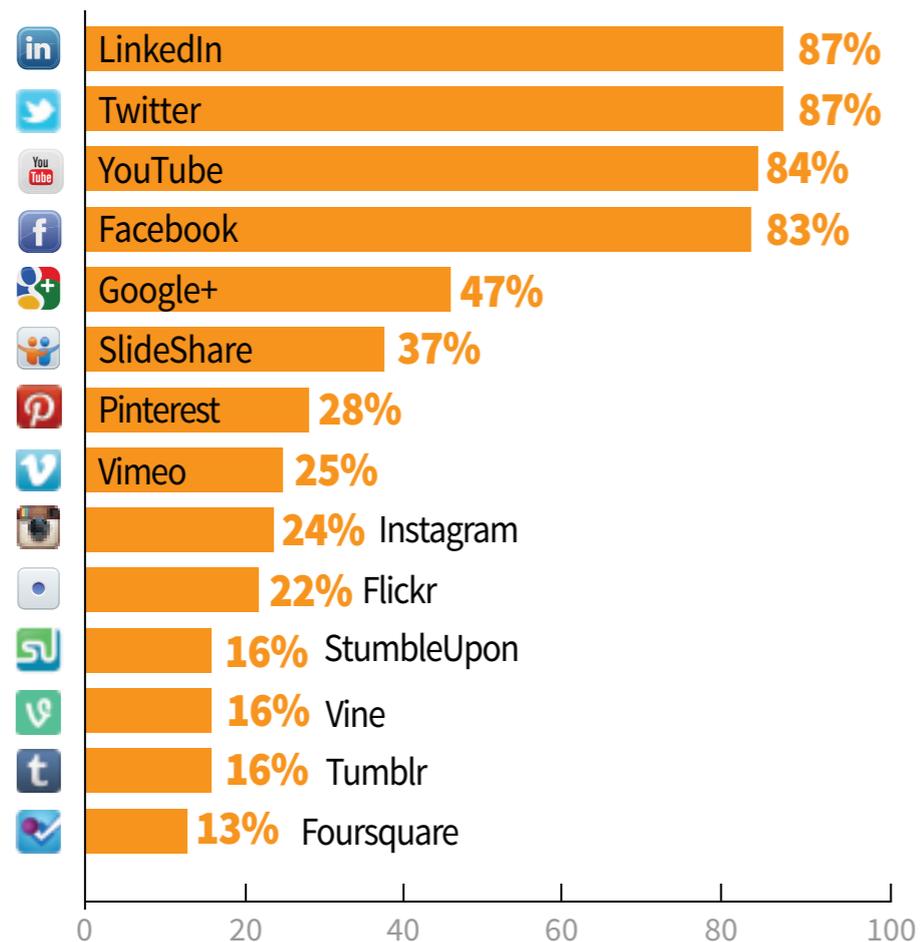
* Percentage of respondents who rated these tactics as a 4 or 5 in terms of effectiveness (on a scale of 1 to 5, with 5 being "Very Effective")

- ▶ B2B enterprise marketers are getting better results this year with infographics and articles on their websites, neither of which appeared on this list of top 10 most effective tactics last year.
- ▶ Two tactics that appeared on this list last year but didn't make it this year are branded content tools (59% last year vs. 50% this year) and licensed/syndicated content (52% last year vs. 39% this year).

2014 B2B Enterprise Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

B2B enterprise marketers cite LinkedIn and Twitter as the social media platforms they use most often to distribute content.

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

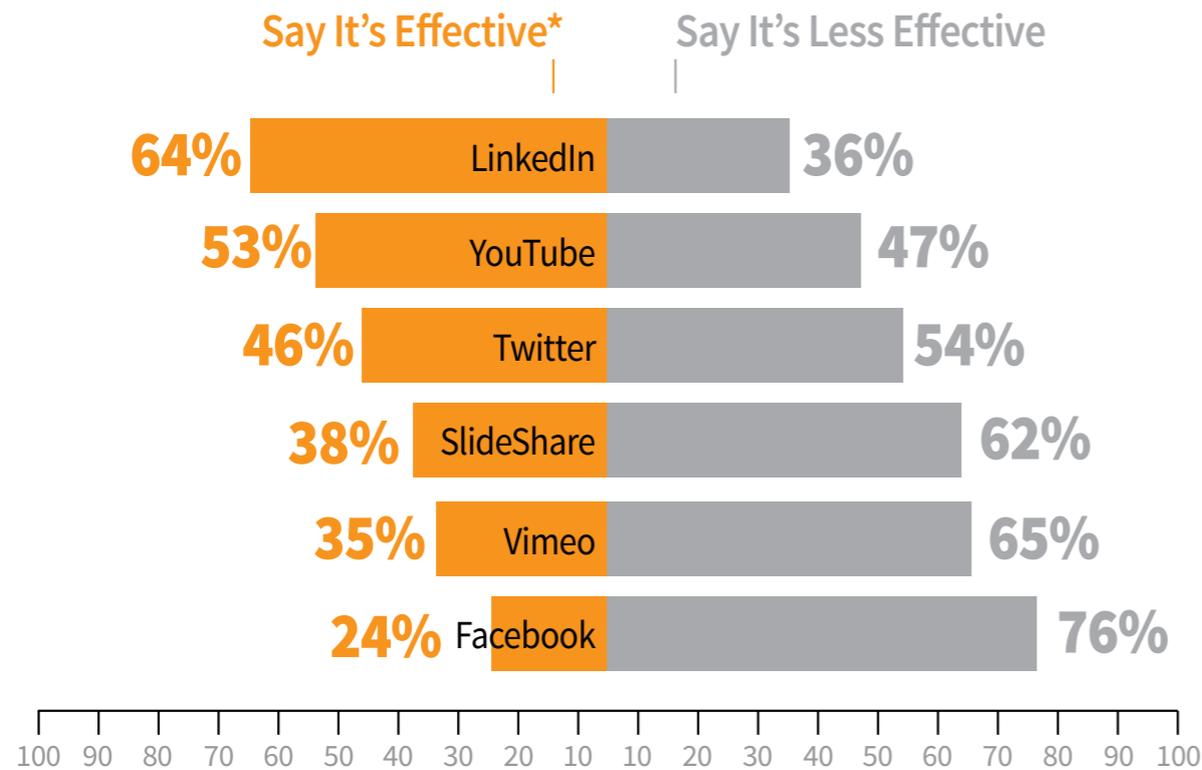


2014 B2B Enterprise Content Marketing Trends—North America:
Content Marketing Institute/MarketingProfs

- ▶ B2B enterprise marketers use an average of six social media platforms, compared with four last year.
- ▶ LinkedIn and Twitter have replaced Facebook as the platforms that B2B enterprise marketers use most often.

B2B enterprise marketers say LinkedIn is the most effective social media platform they use.

Effectiveness Ratings of Social Media Platforms Among B2B Enterprise Marketers Who Use Them



▶ Like most other B2B marketers, enterprise marketers say LinkedIn is the most effective social media platform they use, and rate Facebook low in terms of effectiveness.

2014 B2B Enterprise Content Marketing Trends—North America:
Content Marketing Institute/MarketingProfs

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

Organizational Goals for Content Marketing (B2B Enterprise Companies)

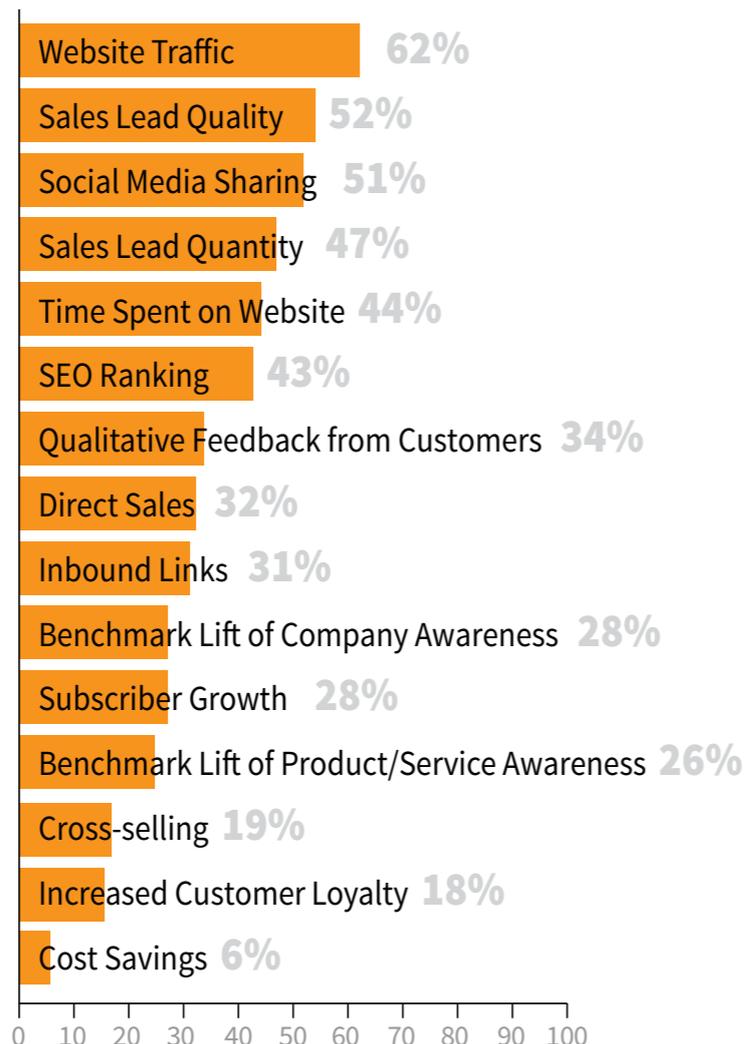


2014 B2B Enterprise Content Marketing Trends—North America:
Content Marketing Institute/MarketingProfs

- ▶ Like most other B2B marketers, enterprise marketers say brand awareness is their top goal for content marketing.
- ▶ B2B enterprise marketers are placing less emphasis on sales this year than they did last year (38% vs. 45%).

B2B enterprise marketers cite Website traffic as their top content marketing metric.

Metrics for Content Marketing Success (B2B Enterprise Companies)

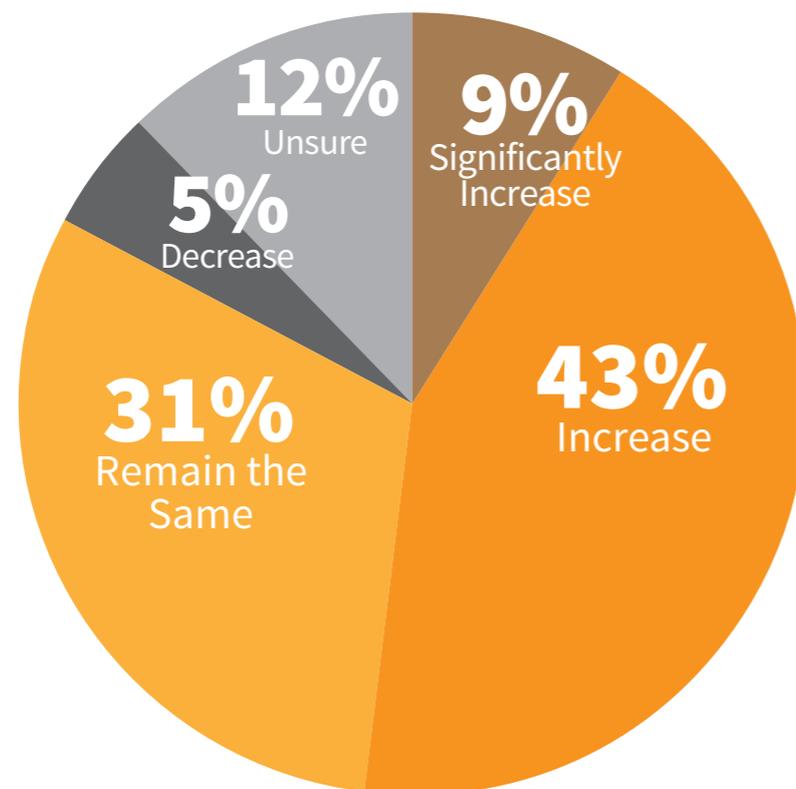


- ▶ Like most other B2B marketers, enterprise marketers say Website traffic is their top content marketing metric.
- ▶ More B2B enterprise marketers are using social media sharing (from 33% to 51%) and SEO (from 34% to 43%) as metrics this year when compared with last year.
- ▶ Fewer B2B enterprise marketers are using direct sales (from 41% to 32%) as a metric this year when compared with last year.

2014 B2B Enterprise Content Marketing Trends—North America:
Content Marketing Institute/MarketingProfs

52% 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)

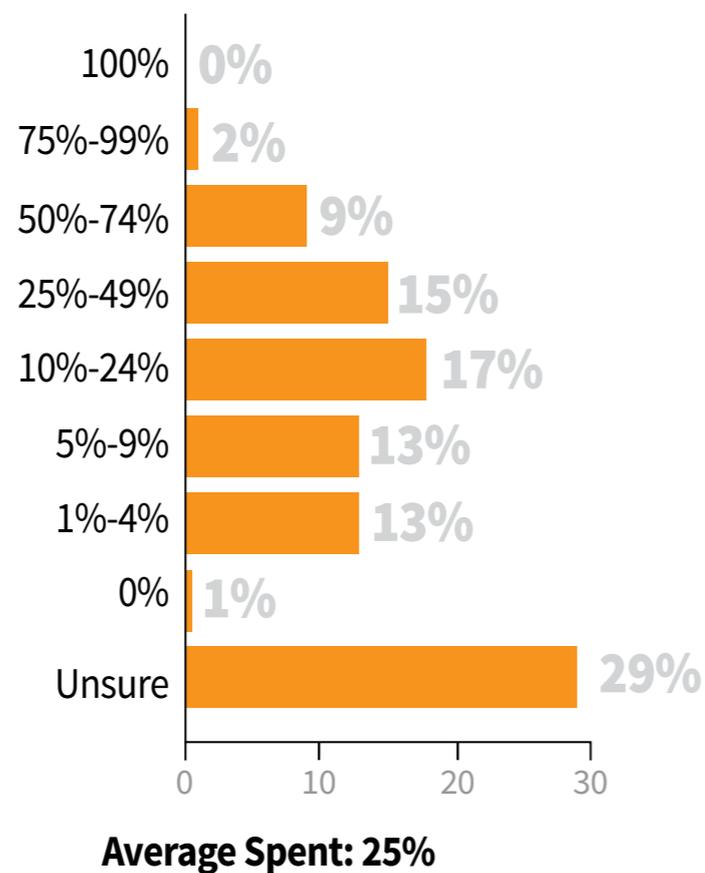


2014 B2B Enterprise Content Marketing Trends—North America:
Content Marketing Institute/MarketingProfs

- ▶ More B2B enterprise marketers plan to increase spending this year when compared with last year (52% vs. 46%).
- ▶ Fewer B2B enterprise marketers are planning to increase spending when compared with their B2B peers overall (52% vs. 58%).

On average, B2B enterprise marketers allocate 25% of their total budget to content marketing.

Percentage of Marketing Budget Spent on Content Marketing (B2B Enterprise Companies)

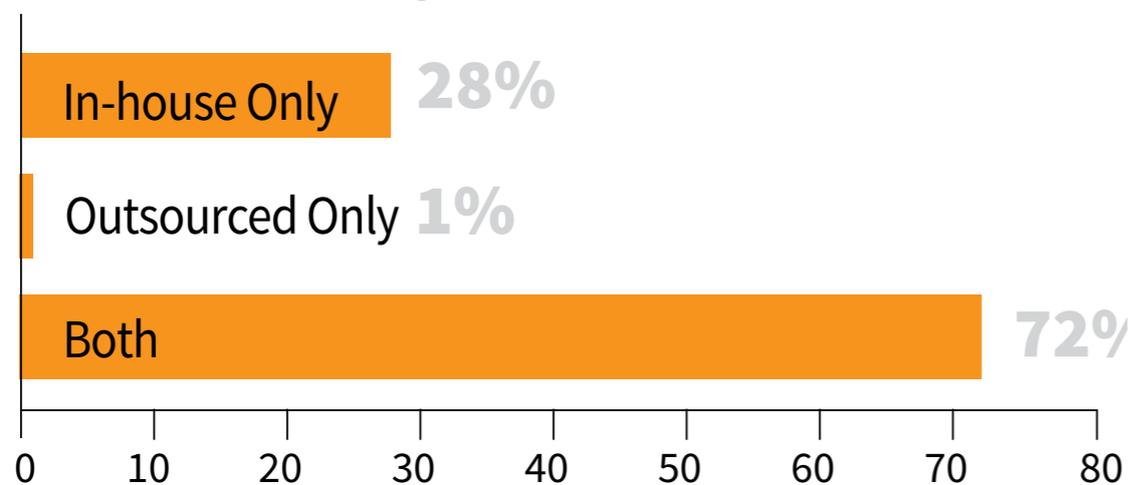


2014 B2B Enterprise Content Marketing Trends—North America:
Content Marketing Institute/MarketingProfs

- ▶ Last year, B2B enterprise marketers allocated 24% of their total budget to content marketing.
- ▶ When compared with their B2B peers overall, enterprise marketers allocate less of their total budget to content marketing (25% vs. 30%).

73% of B2B enterprise marketers outsource content creation.

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

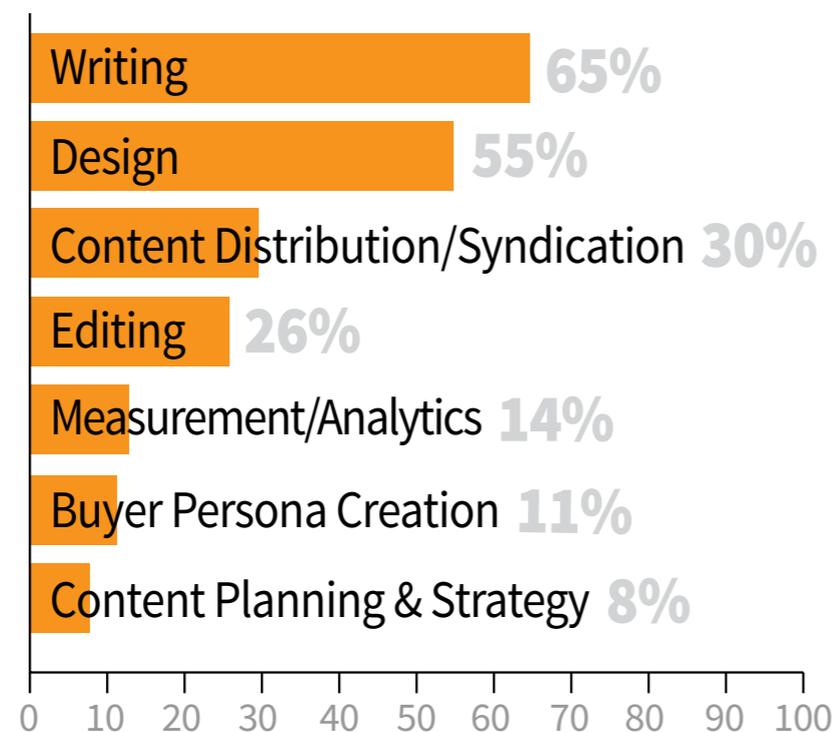


2014 B2B Enterprise Content Marketing Trends—North America:
Content Marketing Institute/MarketingProfs

- ▶ When compared with last year, B2B enterprise marketers are creating less content in-house only (28% vs. 35%) and outsourcing more content (73% vs. 65%).
- ▶ B2B enterprise marketers outsource content creation more frequently when compared with their B2B peers overall (73% vs. 44%).

Writing and design are the functions that B2B enterprise marketers are most likely to outsource.

Functions that B2B Enterprise Marketers Outsource

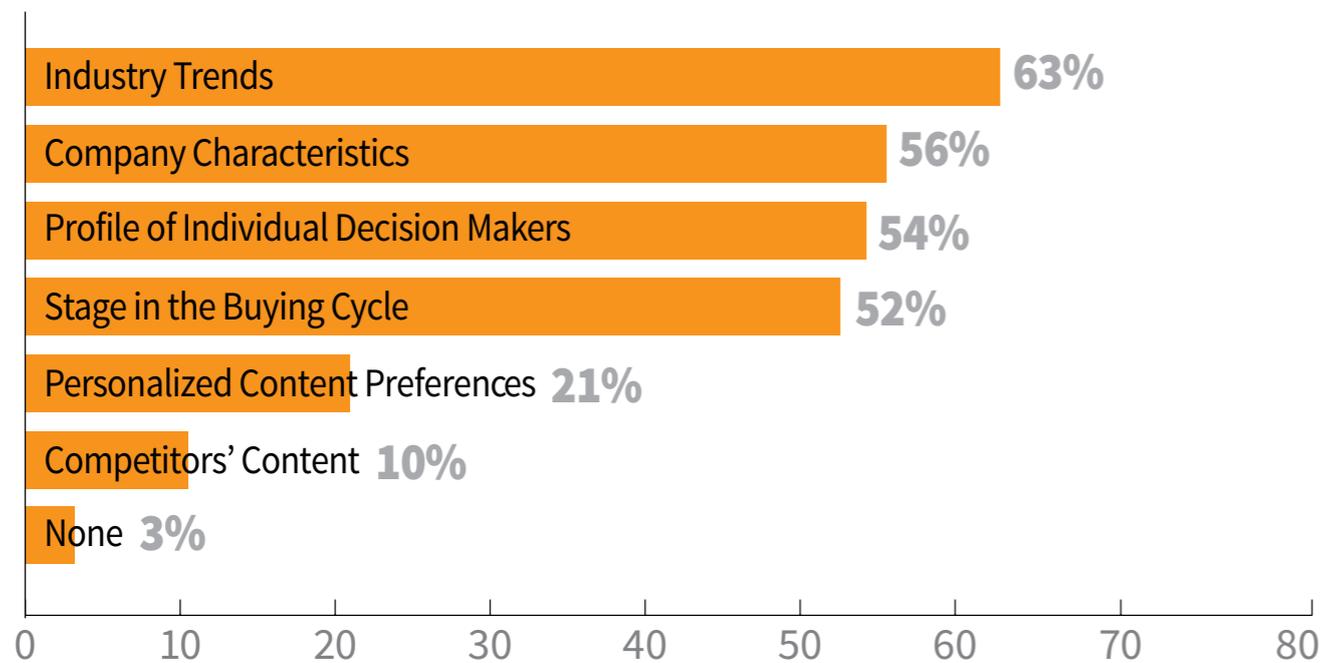


2014 B2B Enterprise Content Marketing Trends—North America:
Content Marketing Institute/MarketingProfs

- ▶ Like most other B2B marketers, enterprise marketers are most likely to outsource writing and design.

B2B enterprise marketers most often tailor content based on industry trends.

How B2B Enterprise Marketers Tailor Content



2014 B2B Enterprise Content Marketing Trends—North America:
Content Marketing Institute/MarketingProfs

- ▶ 96% of B2B enterprise marketers segment their content in at least one way.
- ▶ B2B enterprise marketers are more likely than their B2B peers overall to tailor content based on stage in the buying cycle (52% vs. 43%).

Lack of integration across marketing is the most often cited challenge among B2B enterprise marketers.

Content Marketing Challenges that B2B Enterprise Marketers Face



- ▶ Compared with last year, more B2B enterprise marketers are challenged with lack of integration across marketing (60% vs. 58%), producing engaging content (59% vs. 58%), and inability to measure content effectiveness (50% vs. 42%).
- ▶ Compared with last year, fewer B2B enterprise marketers are challenged with producing enough content (43% vs. 53%), lack of budget (45% vs. 48%), and producing a variety of content (39% vs. 45%).

Producing engaging content is the biggest content marketing challenge that B2B enterprise marketers face.

Biggest Content Marketing Challenge that B2B Enterprise Marketers Face



2014 B2B Enterprise Content Marketing Trends—North America:
Content Marketing Institute/MarketingProfs

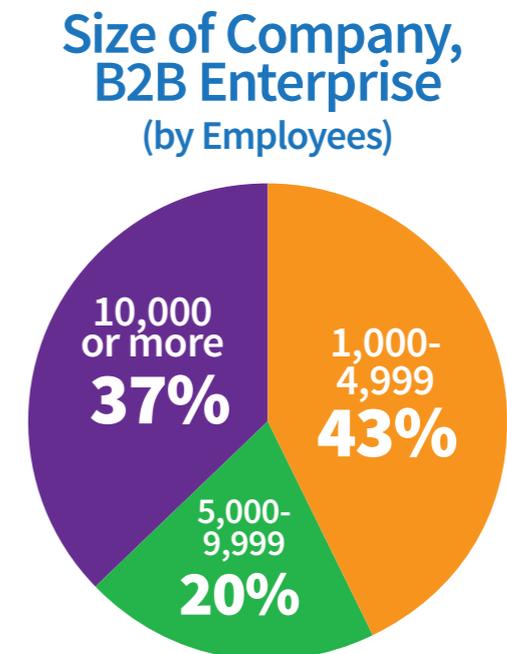
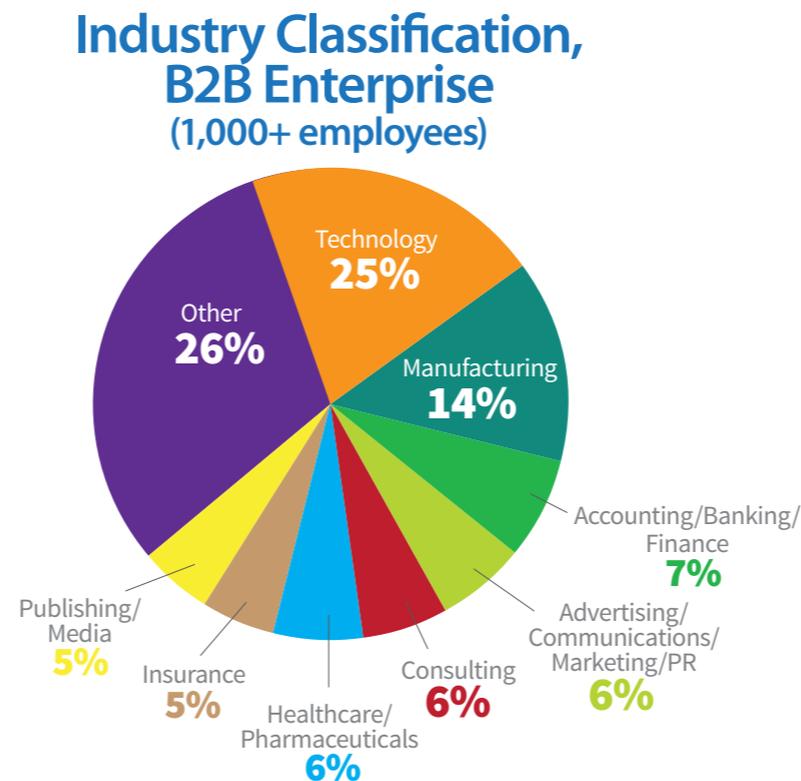
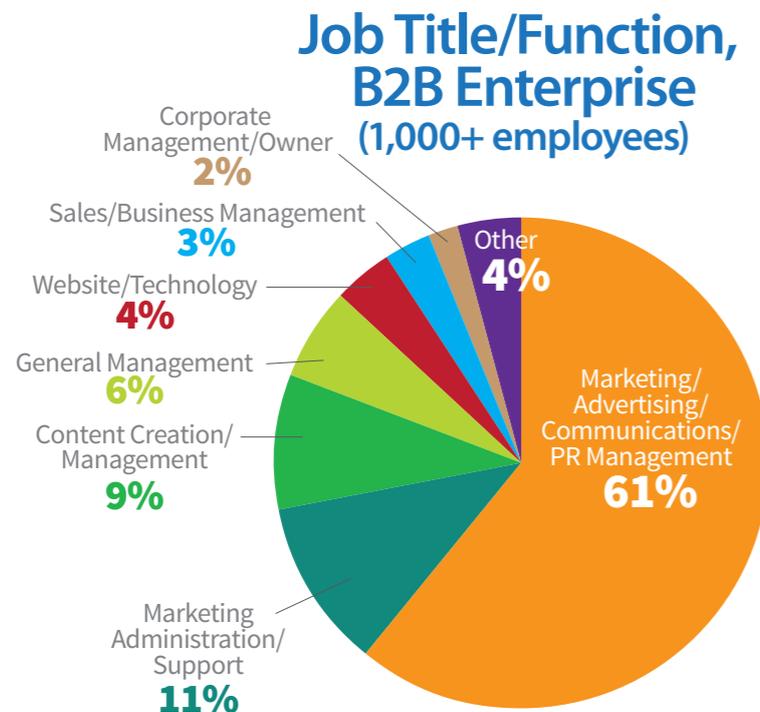
- ▶ Producing engaging content remains the biggest challenge B2B enterprise marketers face this year (last year 20% said it was their biggest challenge).
- ▶ The percentage of B2B enterprise marketers who say producing enough content is their biggest challenge has dropped from 17% last year to 5% this year.

DEMOGRAPHICS

B2B Enterprise Content Marketing: 2014 Benchmarks, Budgets, and Trends—North America was produced by Content Marketing Institute (CMI) and sponsored by Marketo. It is based on the responses of a subset of 241 business-to-business (B2B) enterprise marketers (1,000+ employees) located in North America who replied to the fourth annual Content Marketing Survey.

Sections of this report compare the enterprise respondents with the overall sample of 1,217 B2B marketers in North America, whose responses were previously reported on in the CMI/MarketingProfs study, *B2B Content Marketing: 2014 Benchmarks, Budgets, and Trends—North America*.

The fourth annual Content Marketing Survey was mailed electronically to a sample of marketers using lists from CMI, MarketingProfs, Brightcove, Blackbaud, King Content, The Association for Data-driven Marketing & Advertising (ADMA), the Direct Marketing Association UK (DMA), *Industry Week*, and *New Equipment Digest*. A total of 4,397 recipients from around the globe—representing a full range of industries, functional areas, and company sizes—responded throughout July and August 2013.



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](#), the largest content marketing-focused event, is held every September, and [Content Marketing World Sydney](#), every March. 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.

CMI is a 2012 and 2013 Inc. 500 company.

View all original CMI research at www.contentmarketinginstitute.com/research. Learn how to create a [documented content marketing strategy](#), a key component for improving overall content marketing effectiveness.

About Marketo:

Marketo provides the leading marketing software for companies of all sizes to build and sustain engaging customer relationships. Spanning today's digital, social, mobile and offline channels, Marketo's® customer engagement platform powers a set of breakthrough applications to help marketers tackle all aspects of digital marketing from the planning and orchestration of marketing activities to the delivery of personalized interactions that can be optimized in real-time. Marketo's applications are known for their ease-of-use, and are complemented by the Marketing Nation™, a thriving network of more than 250 LaunchPoint™ ecosystem partners and over 40,000 marketers who share and learn from each other to grow their collective marketing expertise. The result for modern marketers is unprecedented agility and superior results. Headquartered in San Mateo, CA with offices in Europe, Australia and a joint-venture in Japan, Marketo serves as a strategic marketing partner to more than 3,000 large enterprises and fast-growing small companies across a wide variety of industries. For more information, visit www.marketo.com.

To learn more about content marketing, attend **Content Marketing World** being held on September 8-11, 2014 in Cleveland, OH.