

B2C

CONTENT MARKETING

2017 Benchmarks, Budgets,
and Trends—North America



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WELCOME

Greetings Marketers,

Welcome to *B2C Content Marketing Benchmarks, Budgets, and Trends—North America*. This is our fifth year reporting on how B2C marketers approach content marketing. Earlier this fall, we released our companion report on B2B marketing, now in its seventh year.

A lot has changed since we launched our first content marketing survey in 2010. This year, we redesigned the survey to dig deeper into how marketers are operating in the maturing content marketing industry. We were encouraged to see that 63% of B2C marketers report their organizations are much more or somewhat more successful with content marketing than they were one year ago.

What about the B2C marketers who indicated their success was stagnant? The top two reasons cited were strategy issues (lack of strategy, developing/adjusting strategy) and not enough time for content marketing. In addition, only 52% agreed that their leadership team gives them ample time to produce content marketing results.

The fact is, everything about content marketing takes time. It takes time to develop a strategy ... time to develop and distribute quality content ... time to evaluate what's working and what isn't ... and time to see results. We hope these research insights will be helpful as you consider how much time to invest in content marketing—and where to spend it—in the year ahead.

**Yours in content,
Joe & Ann**



Joe Pulizzi

Founder
Content Marketing Institute



Ann Handley

Chief Content Officer
MarketingProfs

COMPARISON CHART

This Year's B2C Content Marketing Top Performers At-A-Glance

	Most Successful	All Respondents	Least Successful
Organization is clear on what an effective or successful content marketing program looks like	80%	40%	13%
Organization is extremely/very committed to content marketing	90%	60%	37%
Describes organization's content marketing maturity as sophisticated/mature	65%	30%	5%
Has a documented content marketing strategy	63%	40%	20%
Content marketing strategy is extremely/very effective	78%	35%	5%
Measures content marketing ROI	91%	75%	54%
Percentage of total marketing budget allocated to content marketing (average)	38%	26%	21%
Agrees that organization is realistic about what content marketing can achieve	90%	69%	52%
Always/frequently considers how their content impacts overall experience a person has with their organization	90%	71%	50%
Always/frequently delivers content consistently	87%	61%	36%
Agrees that leadership gives ample time to produce results	75%	52%	38%

Chart term definitions: A top performer (aka, "most successful") is one who characterizes his or her organization's overall content marketing approach as extremely or very successful. The "least successful" characterize their organization's approach as minimally or not at all successful.

2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

USAGE & TEAM ORGANIZATION

30%

Are in the sophisticated/mature phase of content marketing maturity

49%

Have small content marketing teams serving the entire organization

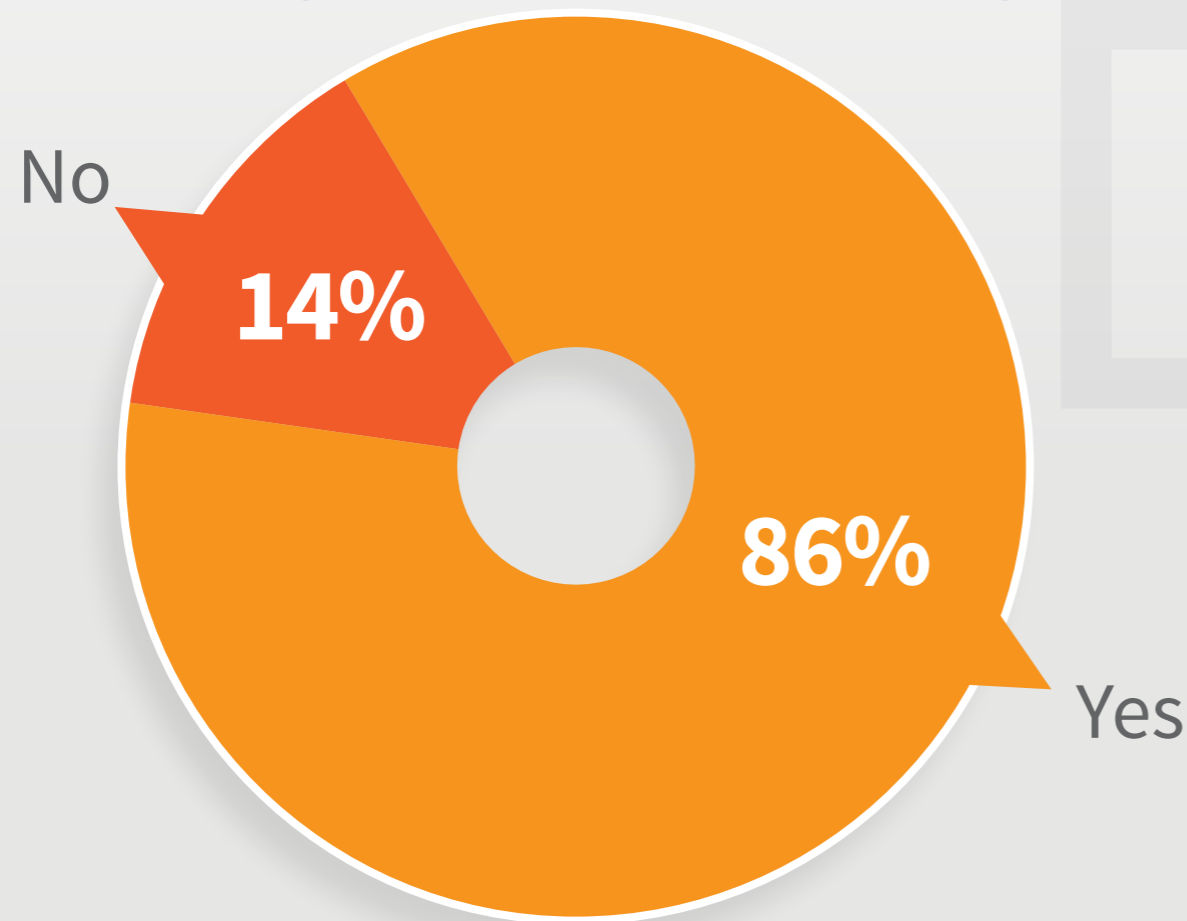
42%

Have experienced management changes that have had a positive impact on the organization's content marketing



Does your organization use content marketing?

Percentage of B2C Marketers Using Content Marketing



Content marketing is defined as “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.”

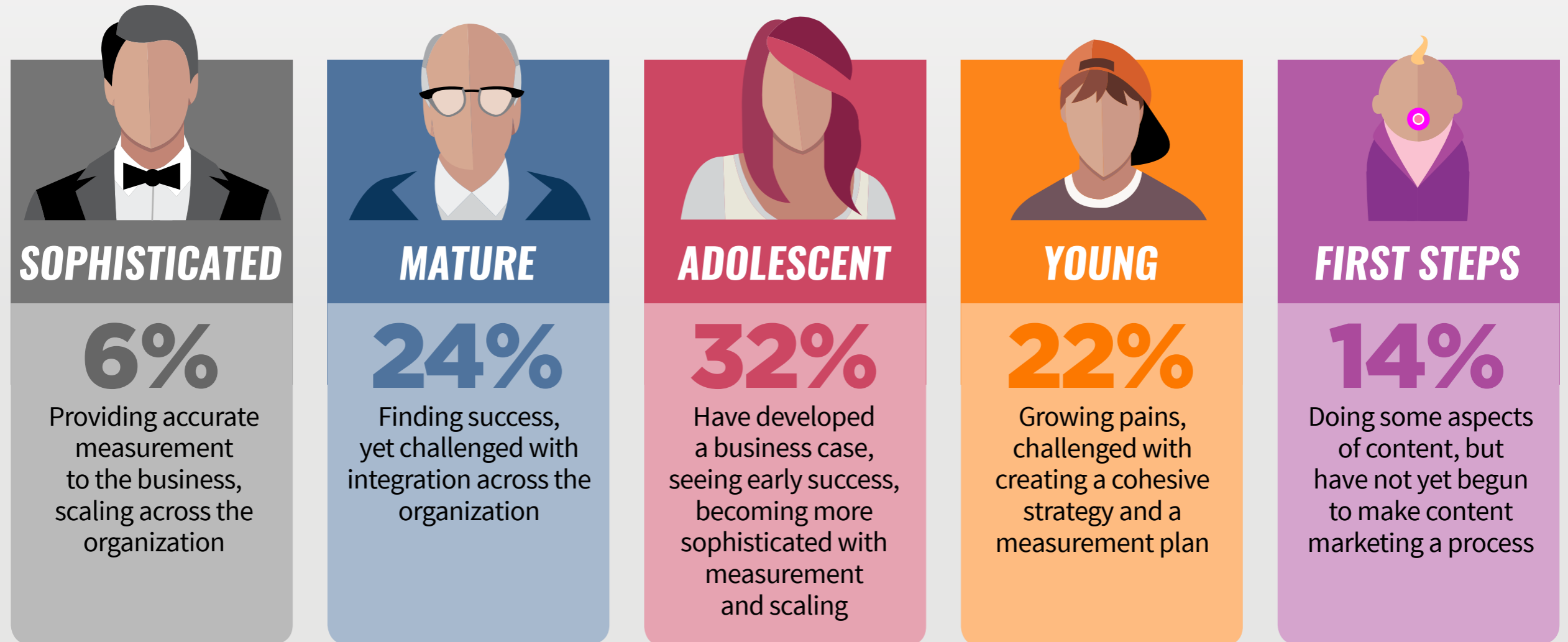
Note: Of the 14% nonusers, 51% said they plan to launch a content marketing effort within 12 months; 46% had no immediate plans to begin using content marketing; and 3% had used content marketing in the past but stopped.

Base = B2C marketers.

2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

How would you describe your organization's content marketing maturity level?

How B2C Marketers Assess Their Organization's Content Marketing Maturity Level



2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Content marketers; aided list.

How is content marketing structured within your organization?

B2C Content Marketing Organizational Structure



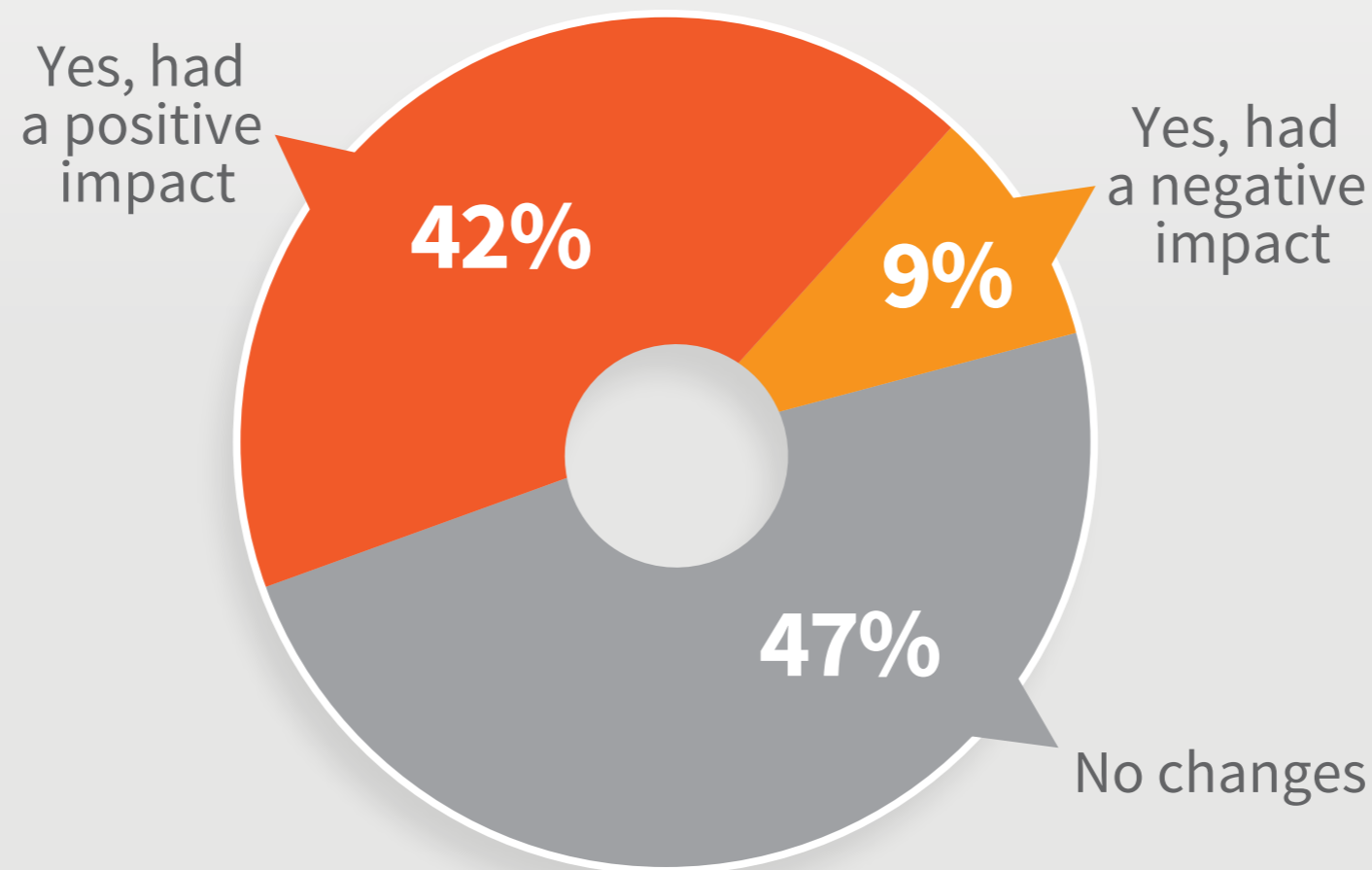
2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Content marketers; aided list.

USAGE & TEAM ORGANIZATION

Has your organization undergone any management and/or structural changes over the last 12 months that have impacted your content marketing approach?

B2C Management Changes Impacting Content Marketing



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Base = Content marketers; aided list.

CLARITY, COMMITMENT & OVERALL SUCCESS

60%

Are extremely or very committed to content marketing

25%

Are extremely or very successful with their overall approach to content marketing

63%

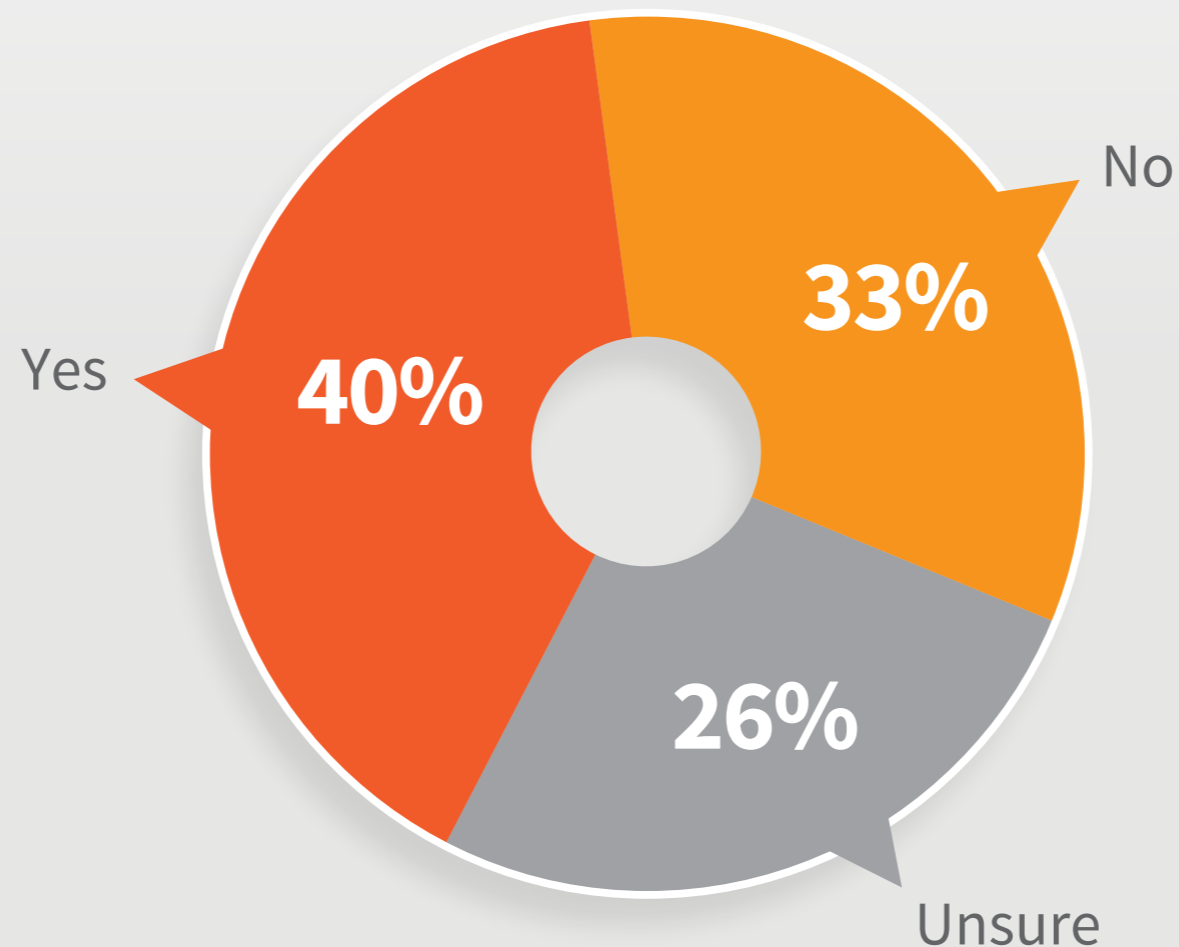
Are much more or somewhat more successful with content marketing than they were one year ago



CLARITY, COMMITMENT & OVERALL SUCCESS

In your organization, is it clear what an effective or successful content marketing program looks like?

Percentage of B2C Marketers Whose Organizations Have Clarity on Content Marketing Success

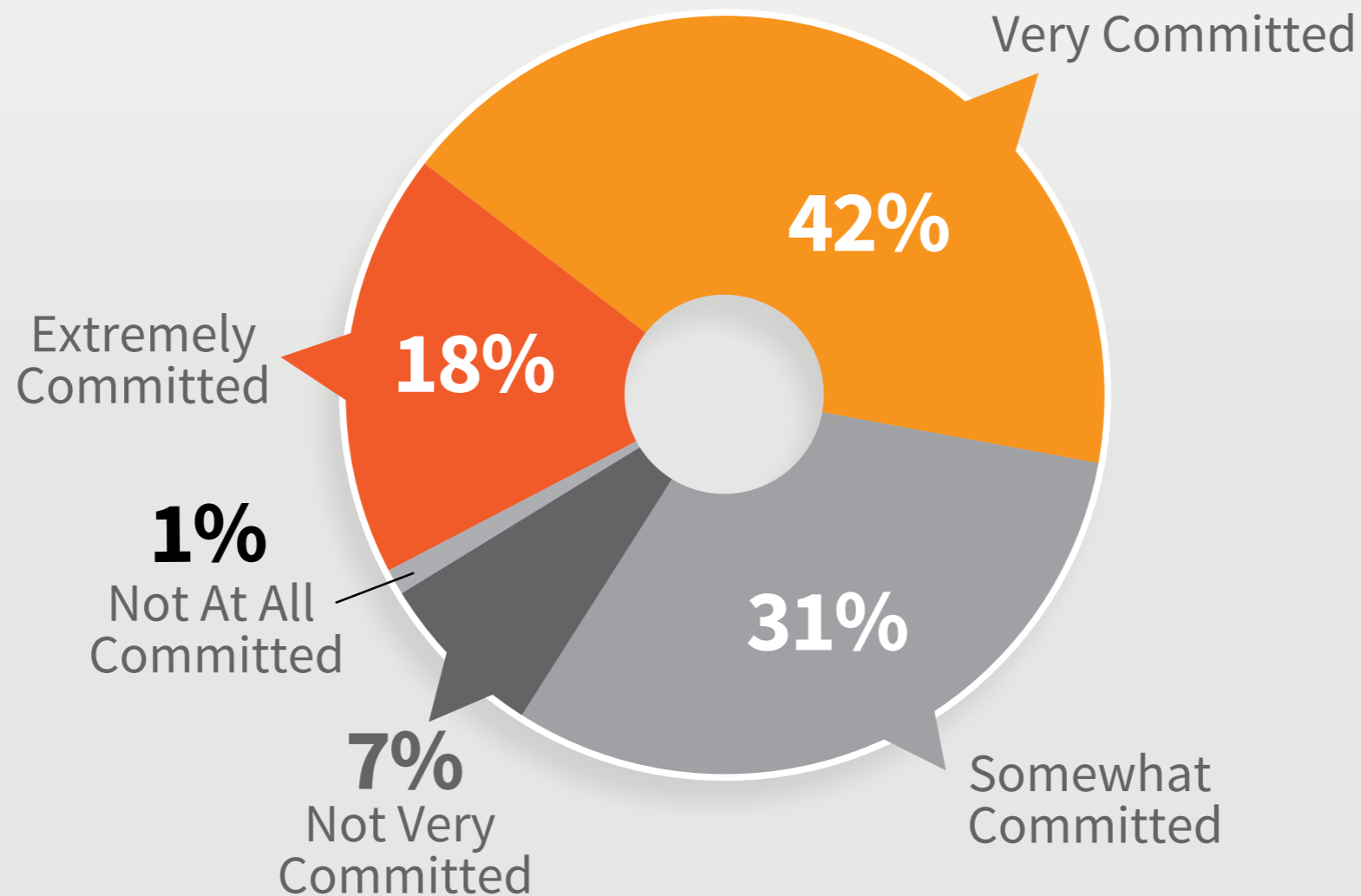


2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Content marketers; aided list.

How would you describe your organization's commitment level to content marketing?

B2C Organizations' Commitment to Content Marketing

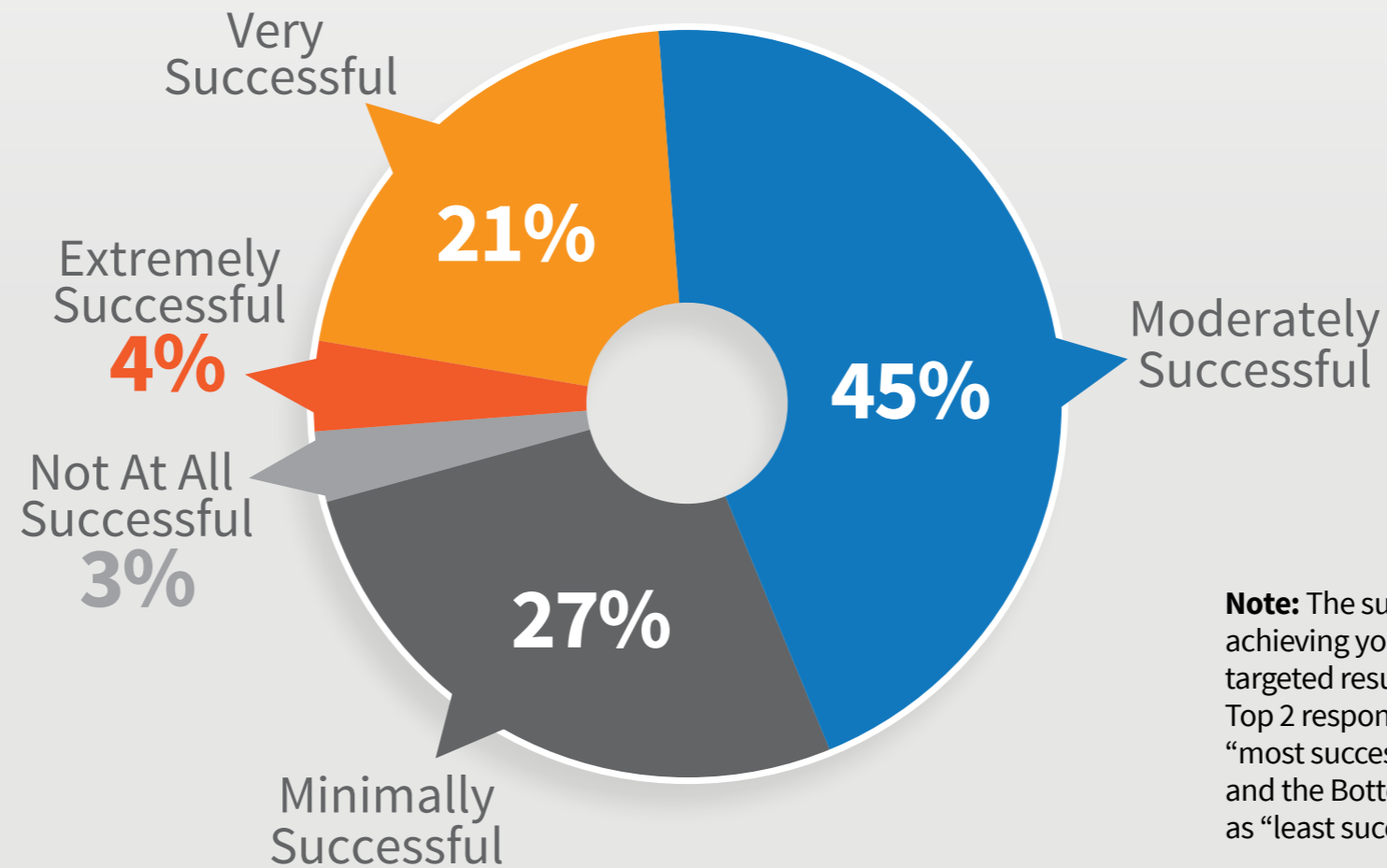


2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Content marketers; aided list.

How would you characterize the success of your organization's current overall content marketing approach?

How B2C Marketers Rate the Success of Their Organizations' Overall Content Marketing Approach



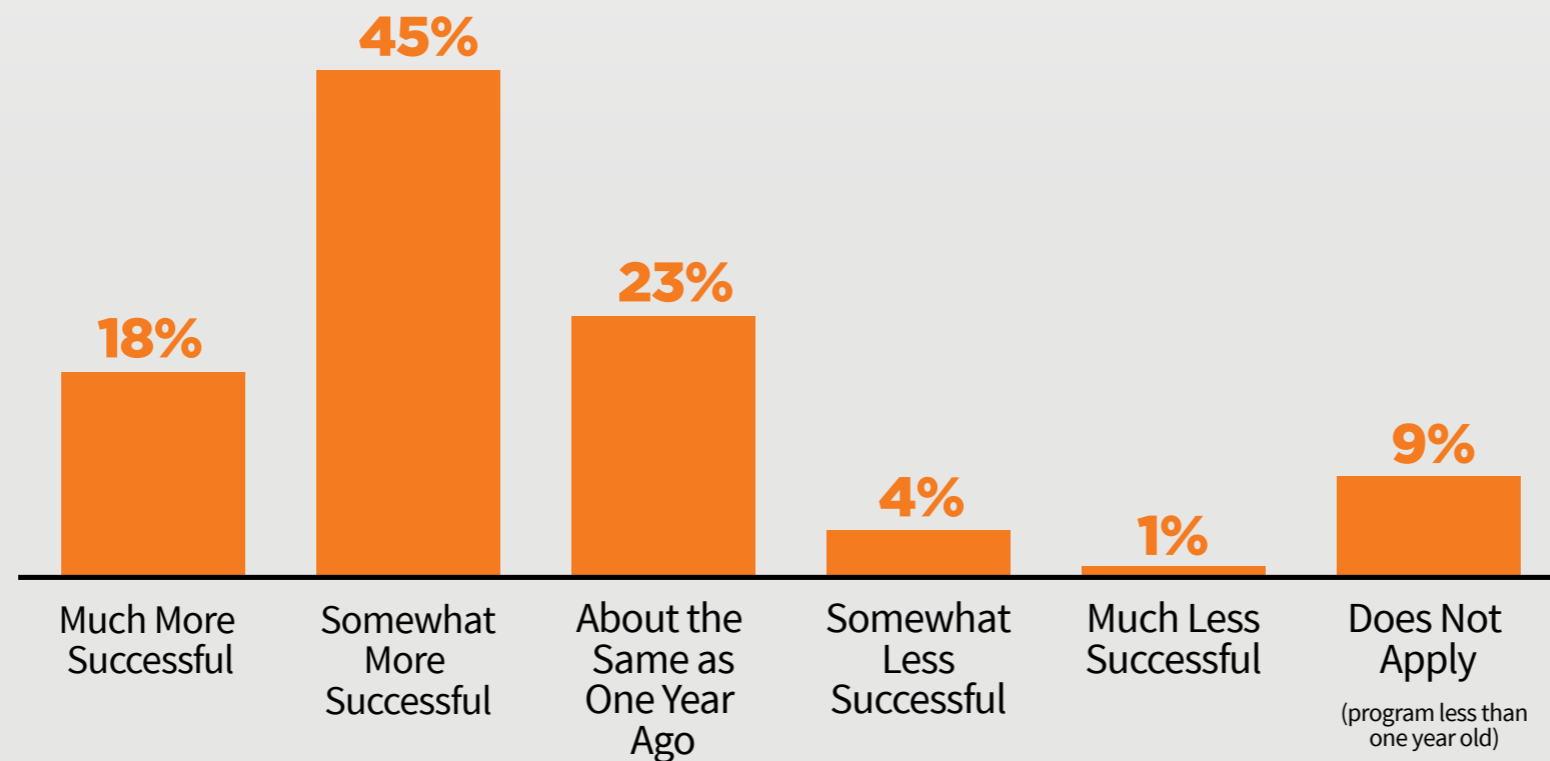
Note: The survey defined success as achieving your organization's desired/targeted results. This report defines the Top 2 respondents (extremely/very) as "most successful" or "top performers," and the Bottom 2 (minimally/not at all) as "least successful."

Base = Content marketers; aided list.

2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

How does the success of your organization's current overall content marketing approach compare with one year ago?

How B2C Marketers Rate Their Organization's Content Marketing Approach Compared With One Year Ago

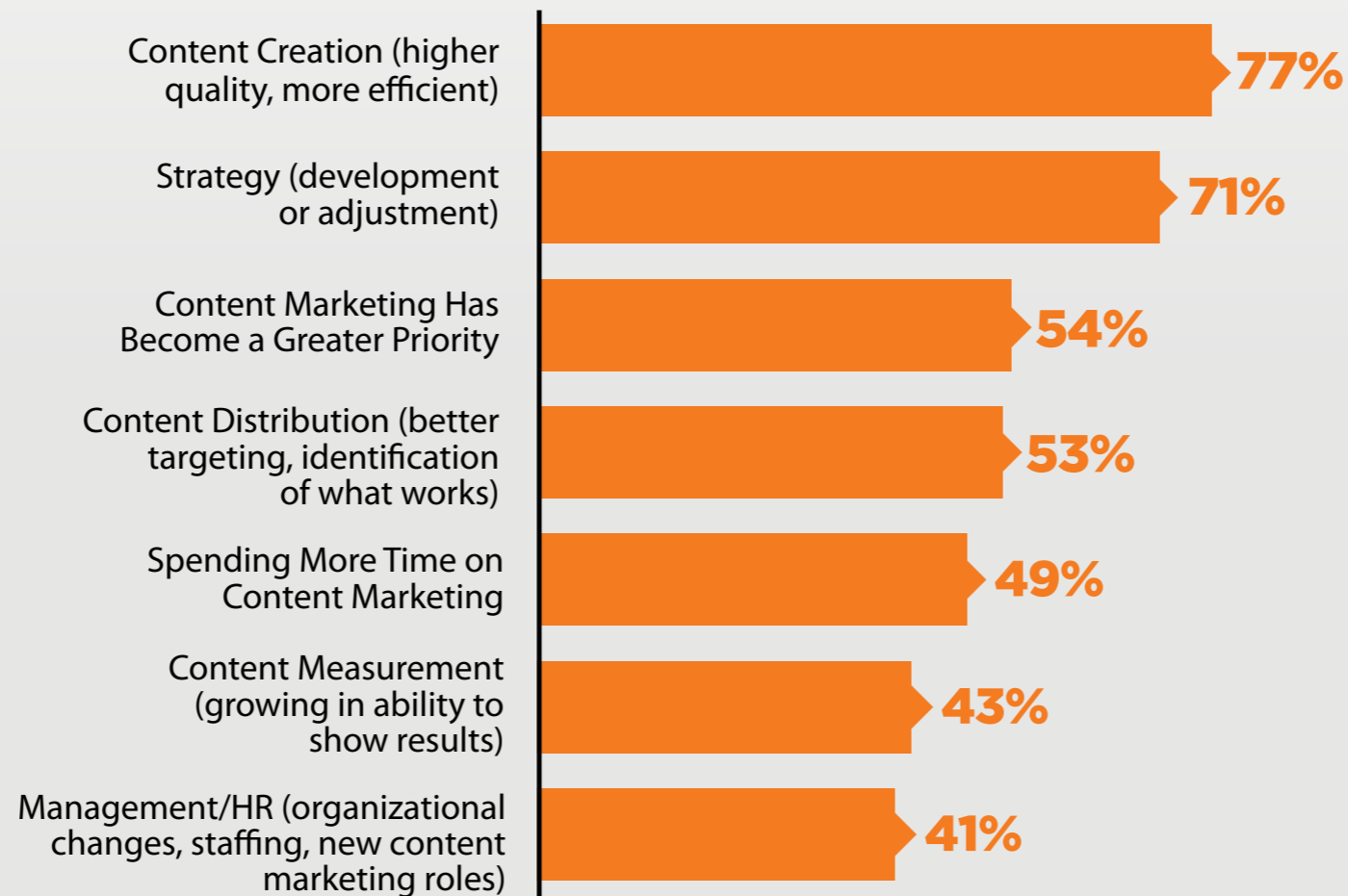


2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Content marketers; aided list.

To what factors do you attribute your organization's increase in overall success?

Factors Contributing to B2C Marketers' Increased Success Over the Last Year



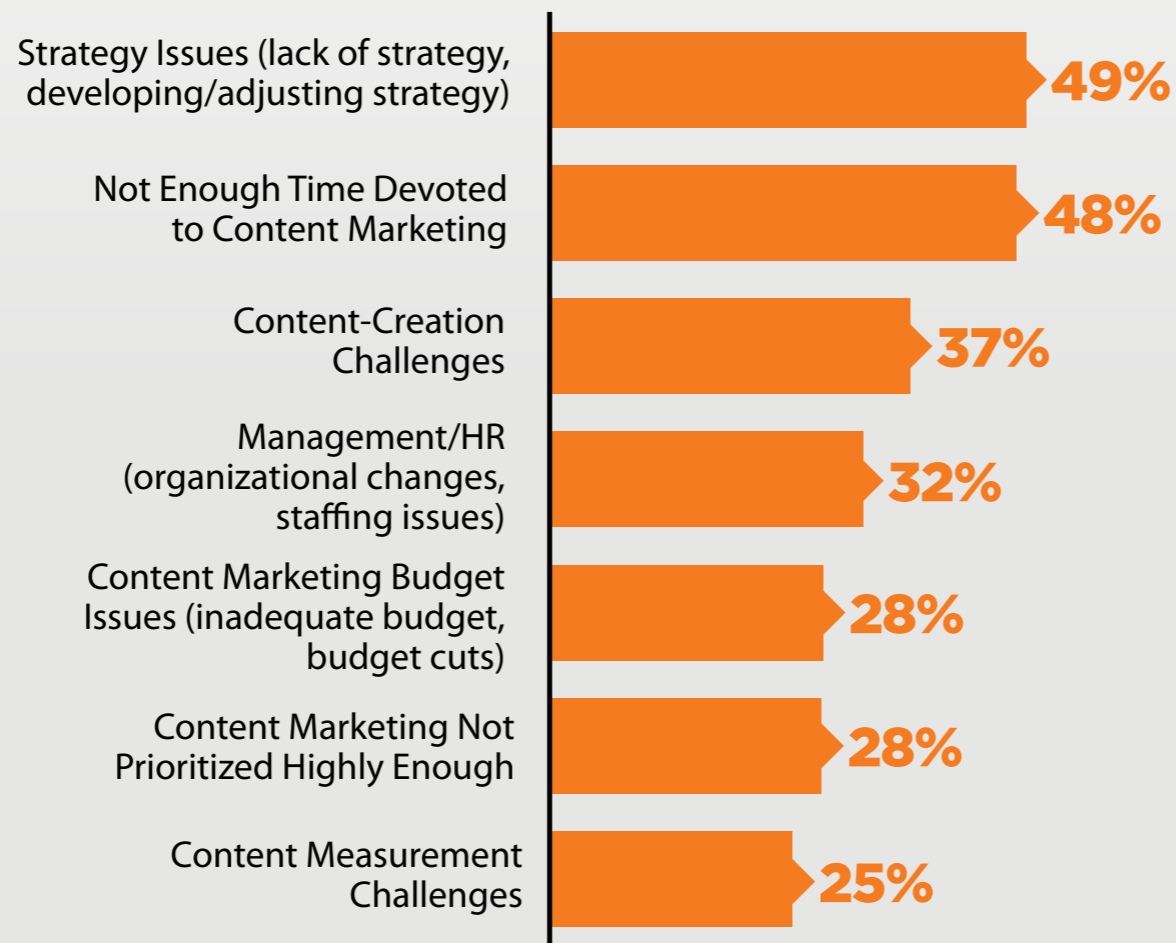
Other reasons cited: More Budget for Content Marketing (29%), Content Marketing Technologies/Tools (27%), Content Marketing Training/Education (26%), We Have Given Our Efforts Time to Bear Fruit and Are Now Getting Results (21%), Changes in Our Target Audience(s) (12%), Assistance of Outside Expertise (11%), and Other (4%).

2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Content marketers who said their organizations' content marketing success is much/somewhat more successful than one year ago. Aided list; multiple responses permitted.

To what factors do you attribute your organization's stagnancy in success with content marketing?

Factors Contributing to B2C Marketers' Stagnant Success Over the Last Year



Other reasons cited: Other reasons cited: Content Marketing Technologies/Tools [lack of, or new systems that require a learning curve] (21%), Lack of Content Marketing Training/Education (20%), Our Program Hasn't Had Enough Time to Bear Fruit/Produce Results (19%), Lack of Adequate or Effective Content Distribution (18%), Changes in Our Target Audience(s) (6%), and Other (8%).

Note: Due to the low percentage of marketers who said their organization's overall content marketing success is somewhat or much less successful compared with one year ago, this report does not include a chart for "Factors Contributing to B2C Marketers' Decreased Success Over the Last Year."

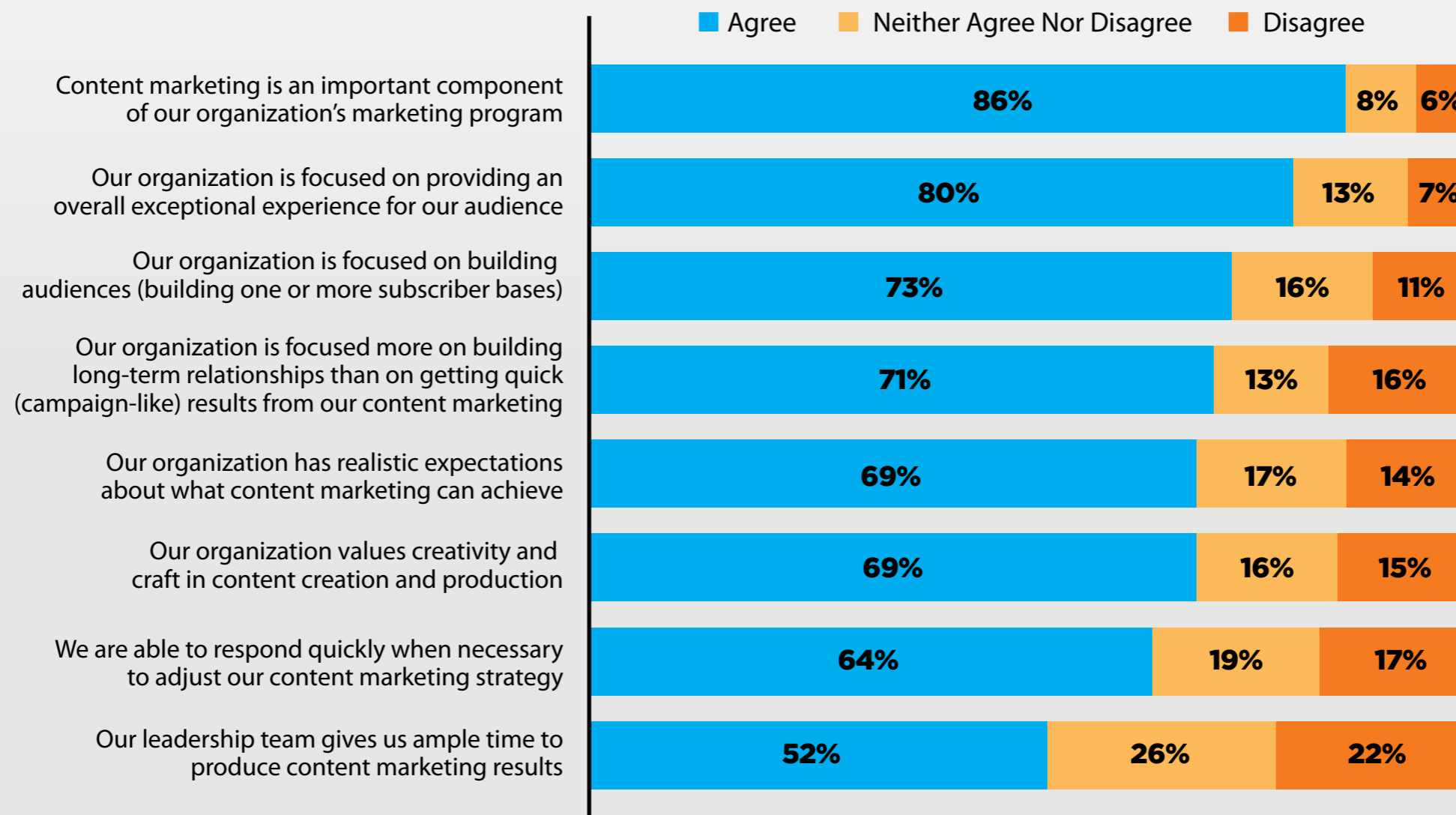
2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Content marketers who said their organizations' content marketing success is about the same as one year ago. Aided list; multiple responses permitted.

CLARITY, COMMITMENT & OVERALL SUCCESS

Indicate your level of agreement with the following statements concerning content marketing in your organization.

B2C Marketers' Opinions About Content Marketing



2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Content marketers; aided list.

B2C CONTENT MARKETING

CONTENT MARKETING STRATEGY

40%

Have a documented content marketing strategy

76%

Say their strategy includes a plan to operate content marketing as an ongoing business process, not simply a campaign

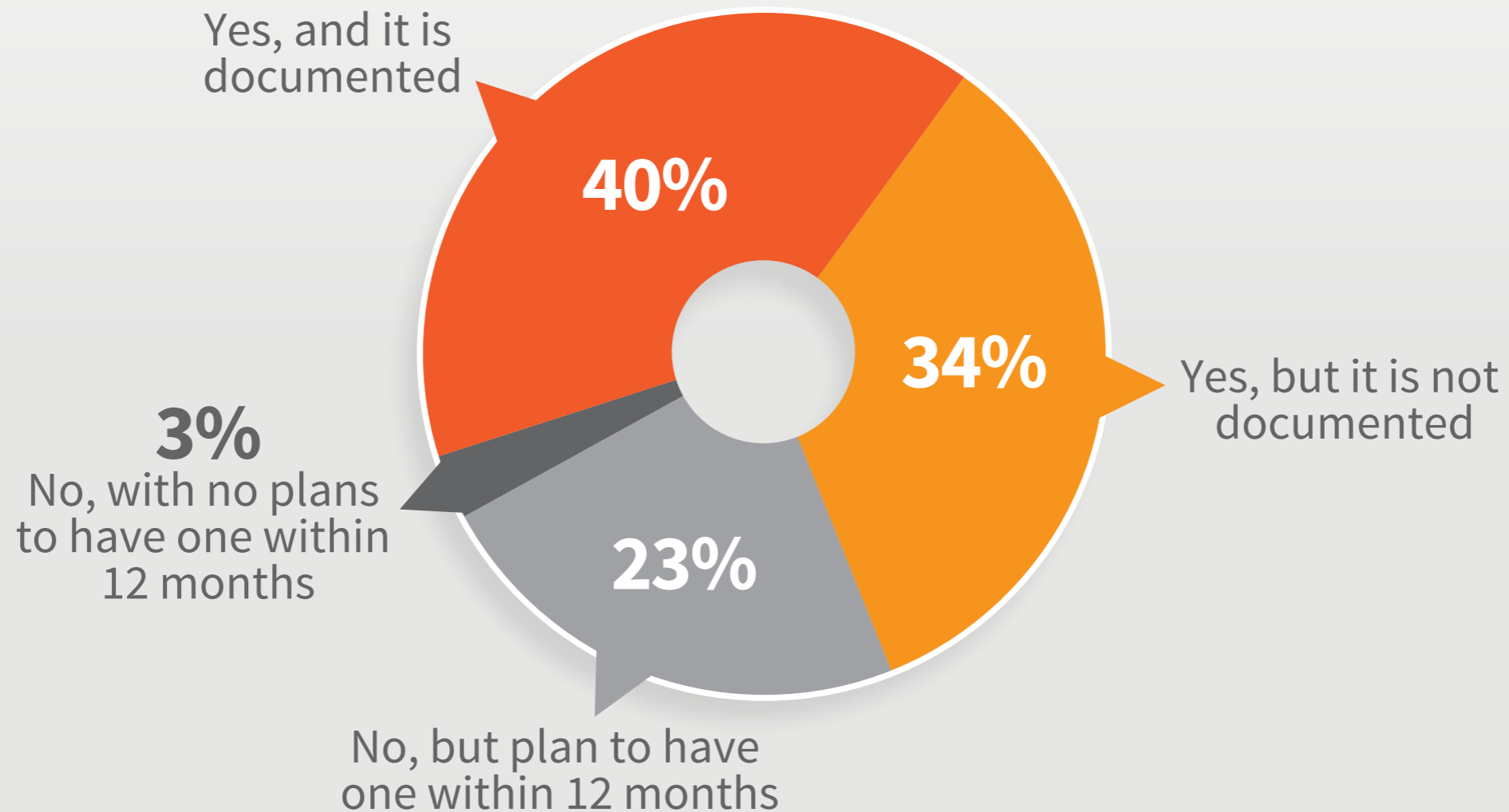
35%

Say their strategy is extremely or very effective at helping their organization achieve its current content marketing goals



Does your organization have a content marketing strategy?

Percentage of B2C Marketers Who Have a Content Marketing Strategy

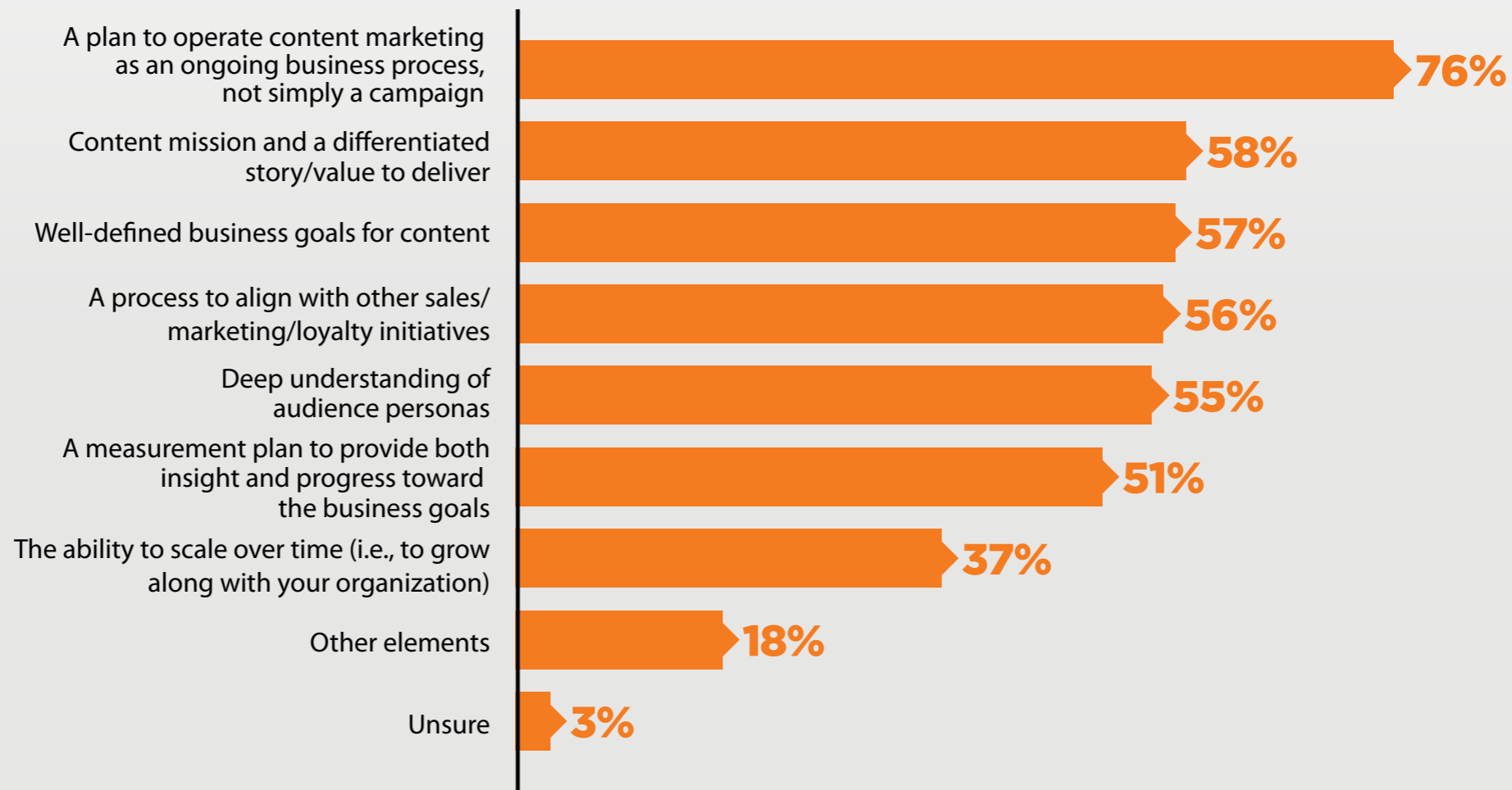


2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Content marketers; aided list.

Which of the following elements are included in your content marketing strategy?

Elements B2C Marketers Include in Their Content Marketing Strategy

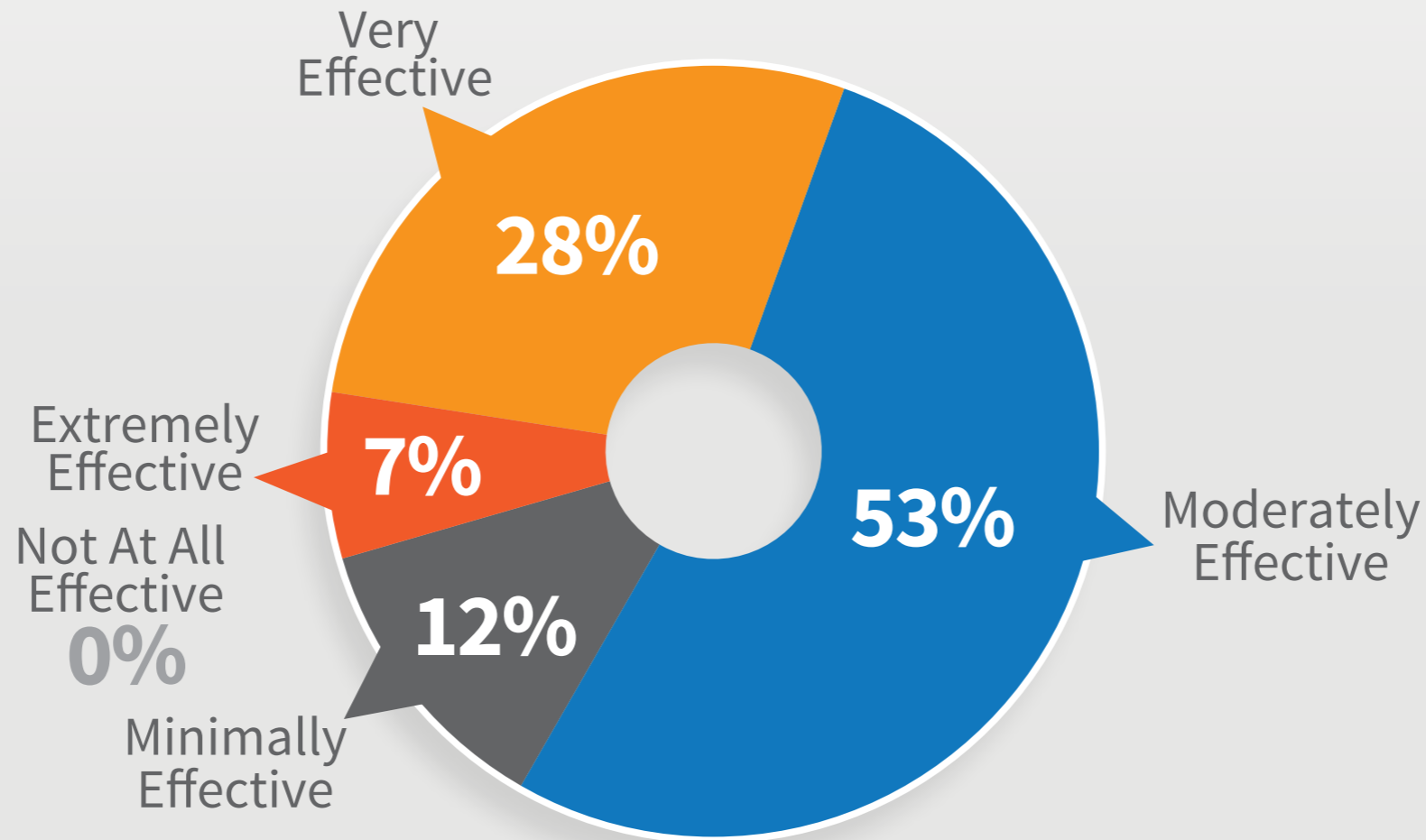


2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Content marketers who have a content marketing strategy.
Aided list; multiple responses permitted.

How effective is your content marketing strategy at helping your organization achieve its current content marketing goals?

How B2C Marketers Rate the Effectiveness of Their Content Marketing Strategy

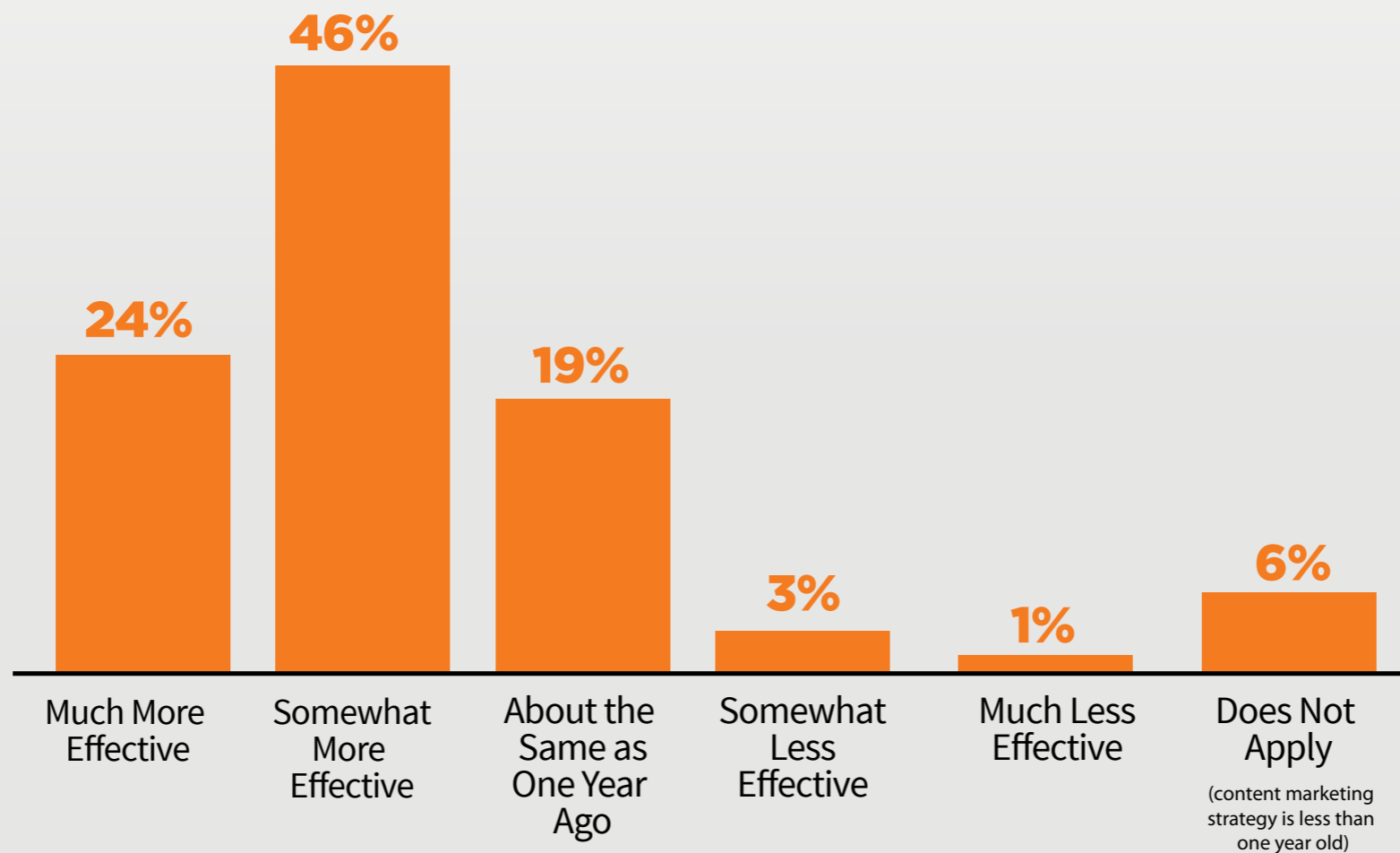


2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Content marketers who have a content marketing strategy; aided list.

How effective is your content marketing strategy compared with one year ago?

How B2C Marketers Rate the Effectiveness of Their Content Marketing Strategy Compared With One Year Ago



2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Content marketers who have a content marketing strategy; aided list.

CONTENT CREATION & DISTRIBUTION

71%

Always/frequently consider how their content impacts the overall experience a person has with their organization

70%

Always/frequently prioritize delivering content quality over quantity

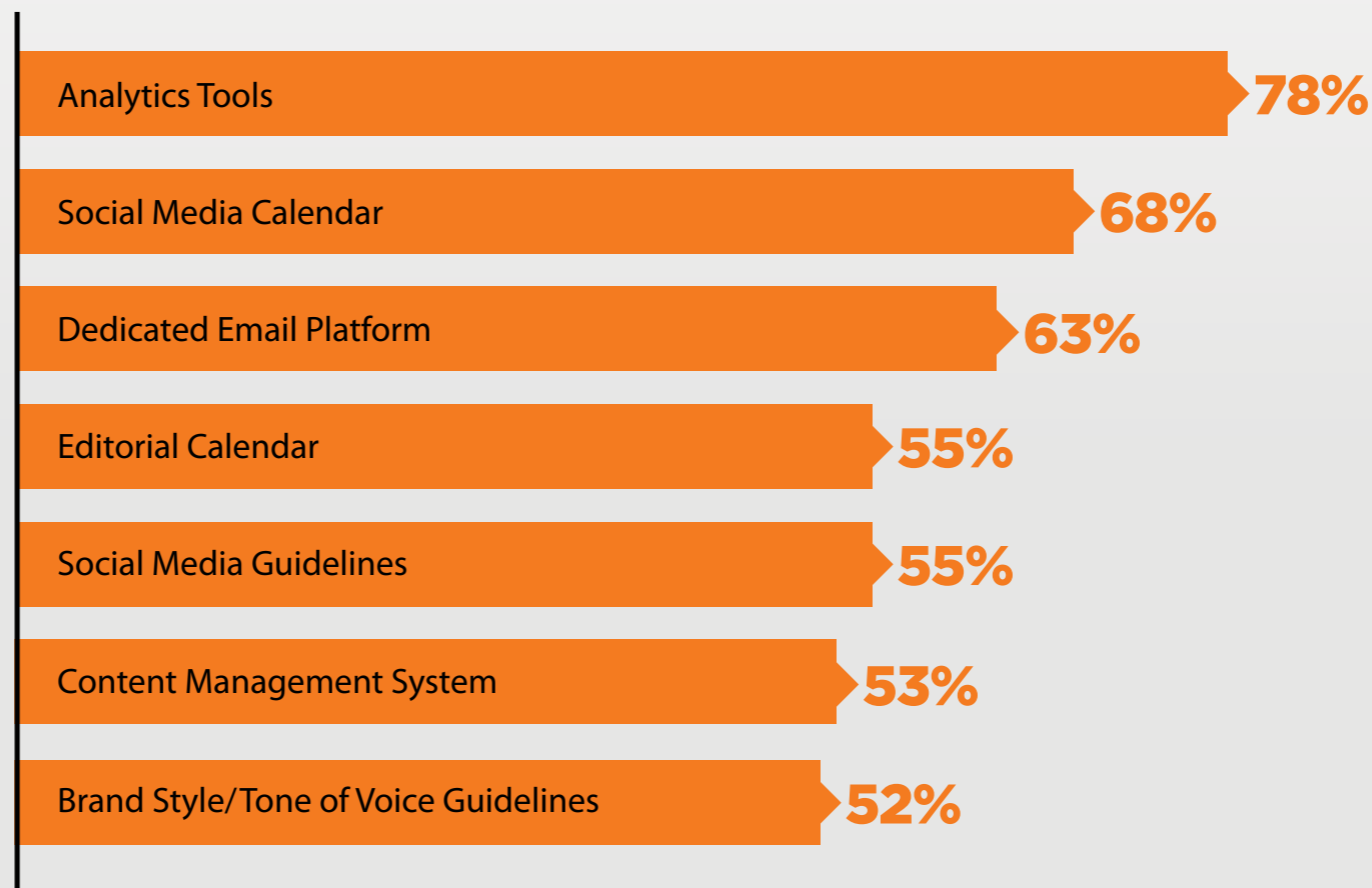
69%

Always/frequently focus on creating content for their audience versus their brand



Which content marketing tools does your organization currently use?

B2C Marketers' Content Marketing Tool Usage



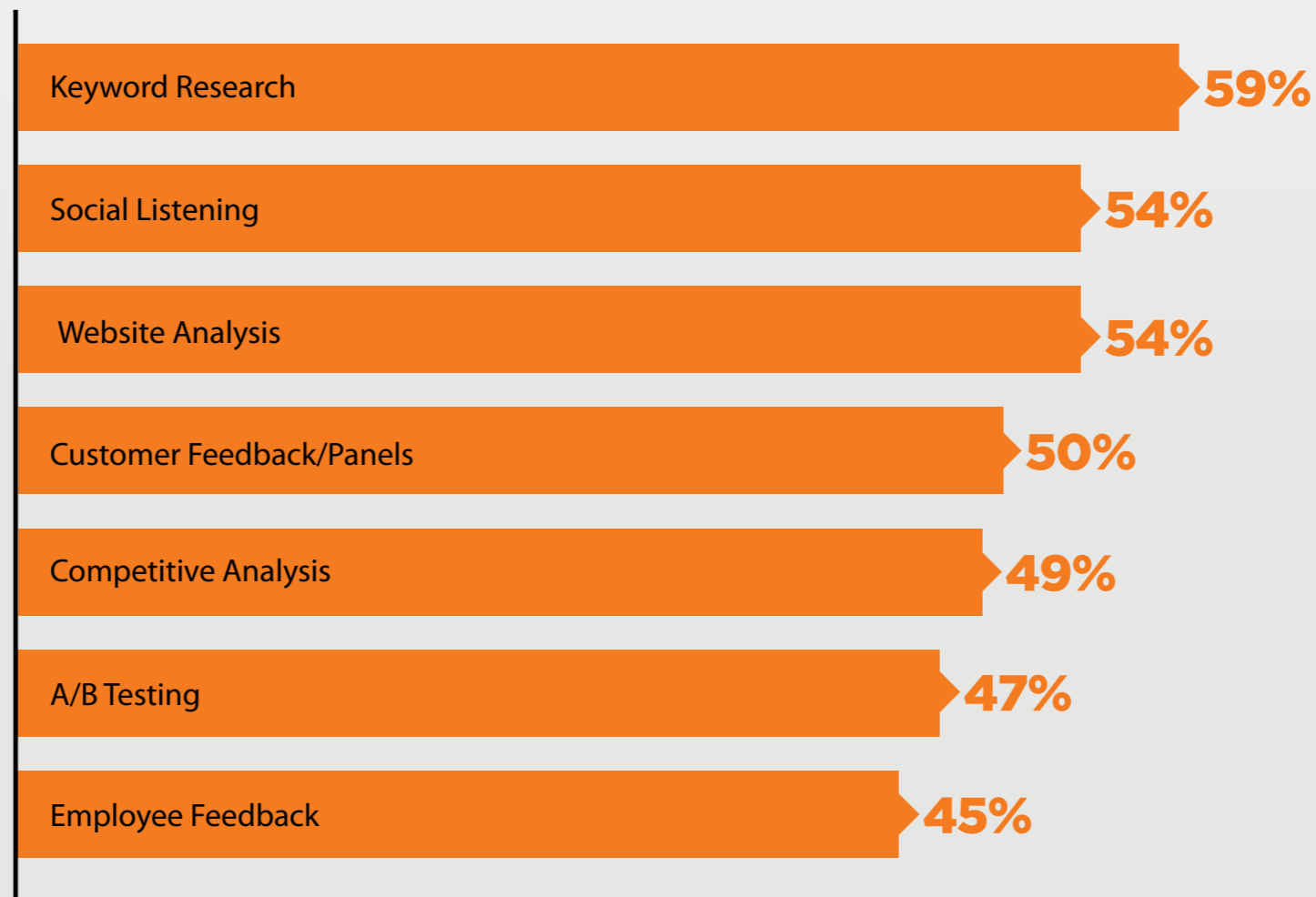
Fewer than 50% of respondents said they use the following tools: Buyer Personas (40%), Media Plan/Paid Advertising Calendar (39%), Measurement KPIs/Dashboard (39%), Marketing Automation Software (27%), Editorial Mission Statement (23%), Content Collaboration/Workflow Software (15%), Content Distribution Software (13%), Digital Asset Management (DAM) System/File Storage (13%), Content Planning/Creation Software (11%), and Other (6%).

2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Content marketers. Aided list; multiple responses permitted.

Which techniques does your organization use to gain knowledge about its target audience(s)?

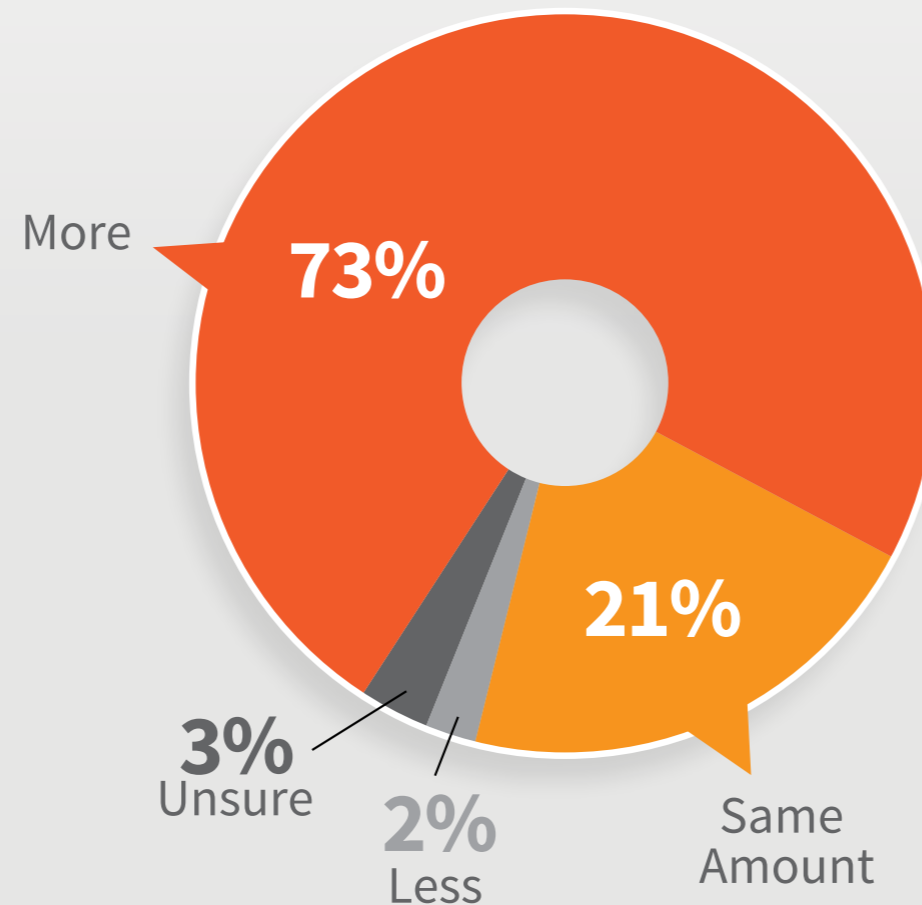
Techniques B2C Marketers Use to Learn About Audience(s)



Fewer than 40% of respondents said they use the following techniques: Database Analysis (35%), Secondary Data Analysis (35%), Quantitative Primary Research (33%), Qualitative Primary Research (30%), Auditing Existing Buyer Data (27%), Usability Testing (18%), Expert Advisory Boards (12%), and Other (3%). 4% said they do not use techniques.

Compared with 2016, do you expect your organization to produce more, the same amount, or less original content in 2017?

Expected Change in B2C Content Creation (2016 vs. 2017)

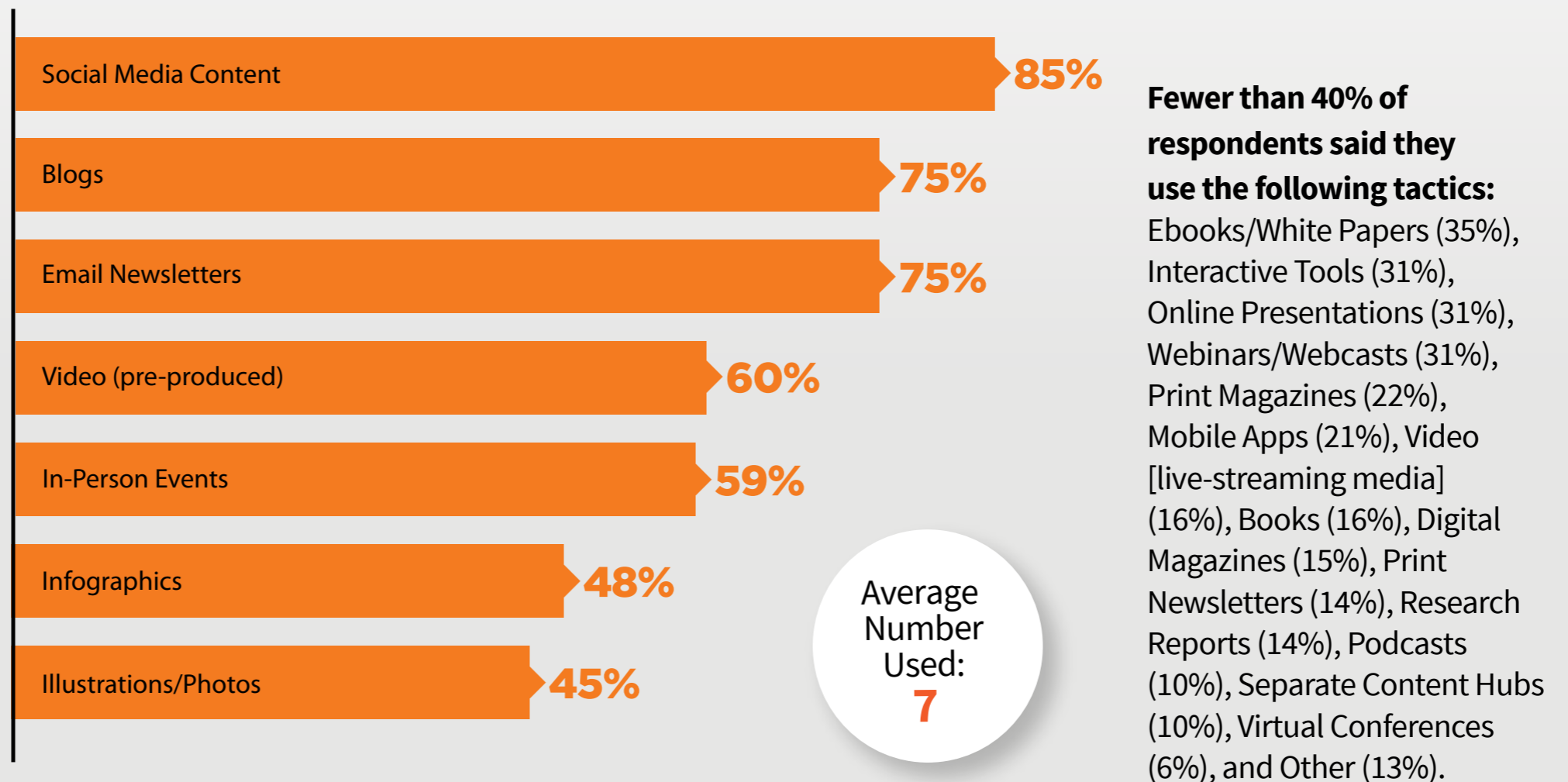


2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Content marketers; aided list.

Which content marketing tactics does your organization use?

B2C Marketers' Content Marketing Tactic Usage

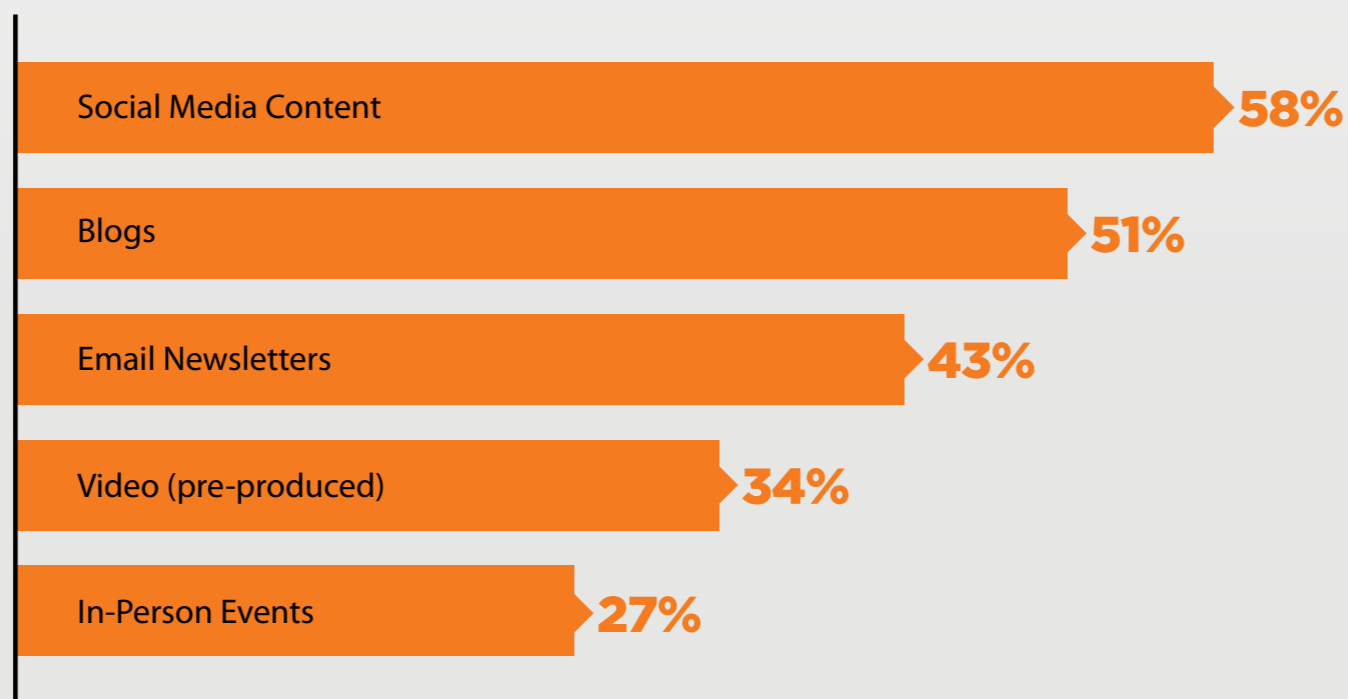


2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Content marketers. Aided list; multiple responses permitted.

Which content marketing tactics that your organization uses will be most critical to its overall content marketing success in 2017?

Tactics Used That B2C Marketers Say Will be Most Critical to Content Marketing Success in 2017

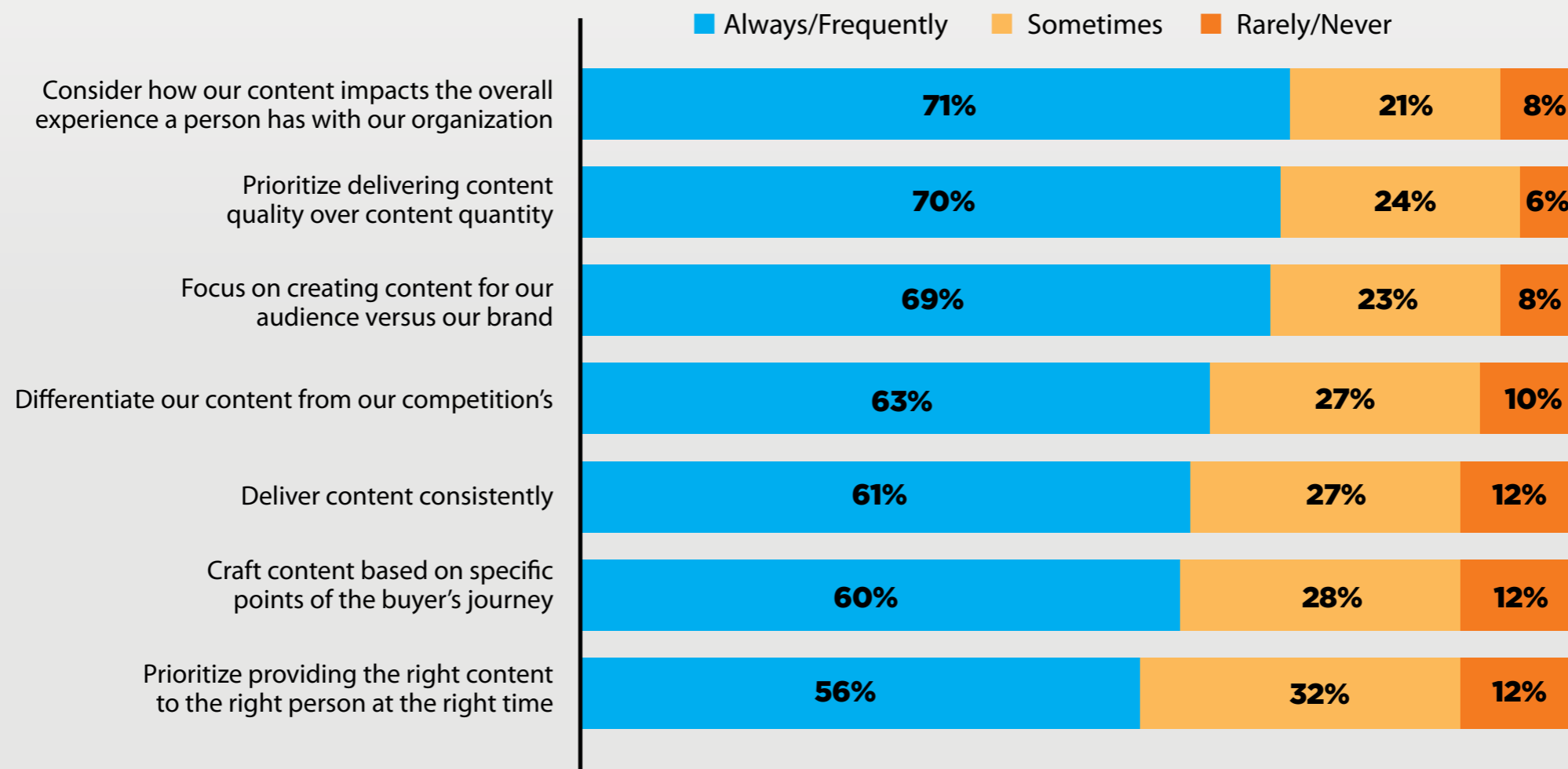


Fewer than 20% of respondents whose organizations use the following tactics said the tactic will be critical to overall content marketing success in 2017:

Ebooks/White Papers (17%), Infographics (15%), Illustrations/Photos (14%), Webinars/Webcasts (14%), Interactive Tools (12%), Online Presentations (10%), Mobile Apps (10%), Video [live-streaming media] (8%), Books (5%), Research Reports (5%), Print Magazines (5%), Digital Magazines (4%), Podcasts (4%), Separate Content Hubs (4%), Print Newsletters (3%), Virtual Conferences (3%), and Other (7%).

How often do you take the following concepts into account while creating content for your organization?

How Often B2C Marketers Consider Various Concepts While Creating Content

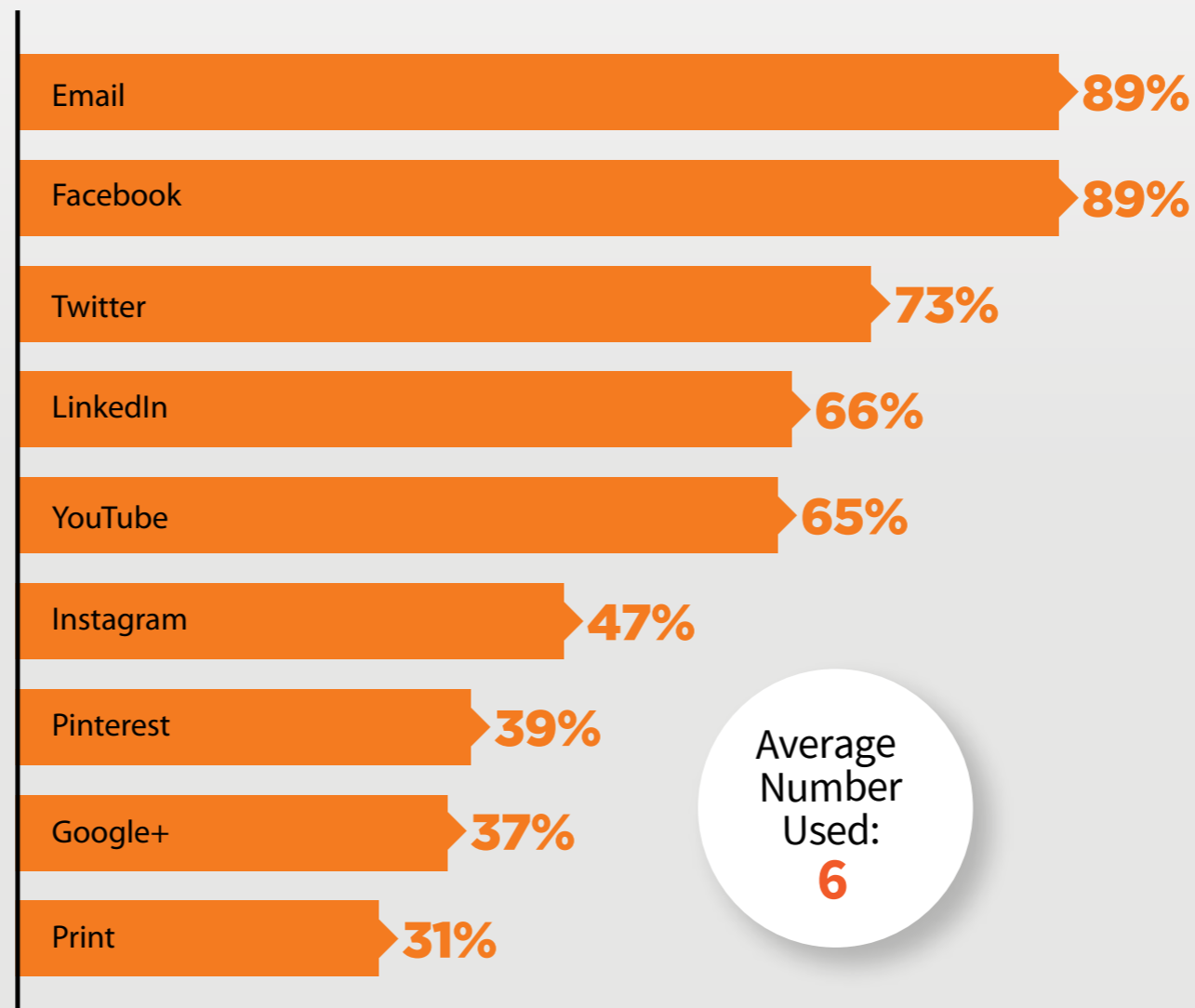


2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: Content marketers; aided list.

Which channels does your organization use to distribute content?

Channels B2C Marketers Use to Distribute Content



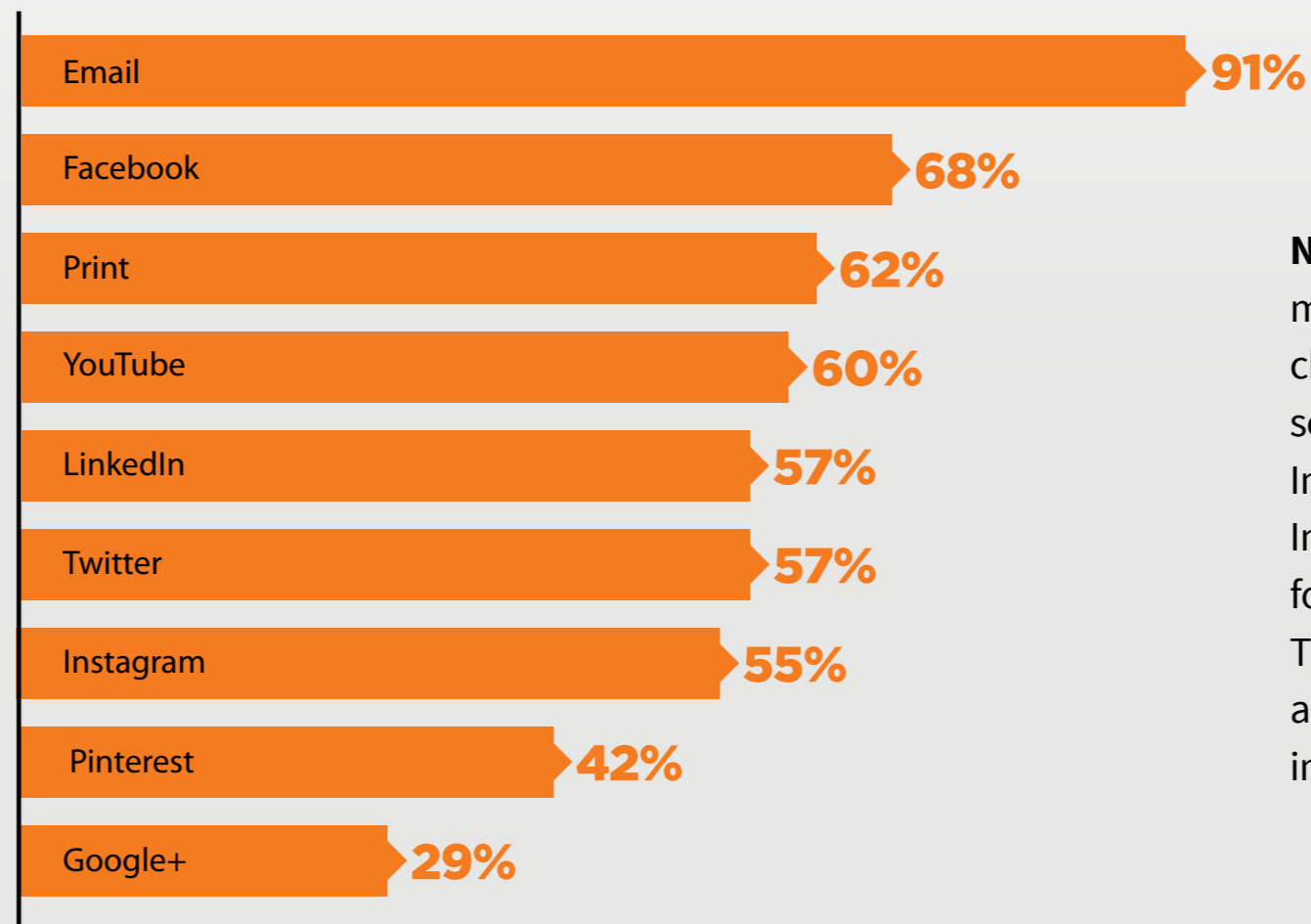
Fewer than 15% of respondents said they use the following channels: Snapchat (11%), SlideShare (10%), Tumblr (8%), iTunes (5%), Medium (5%), and Other (15%).

2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Content marketers. Aided list; multiple responses permitted.

How important is each channel your organization uses to its overall content marketing success?

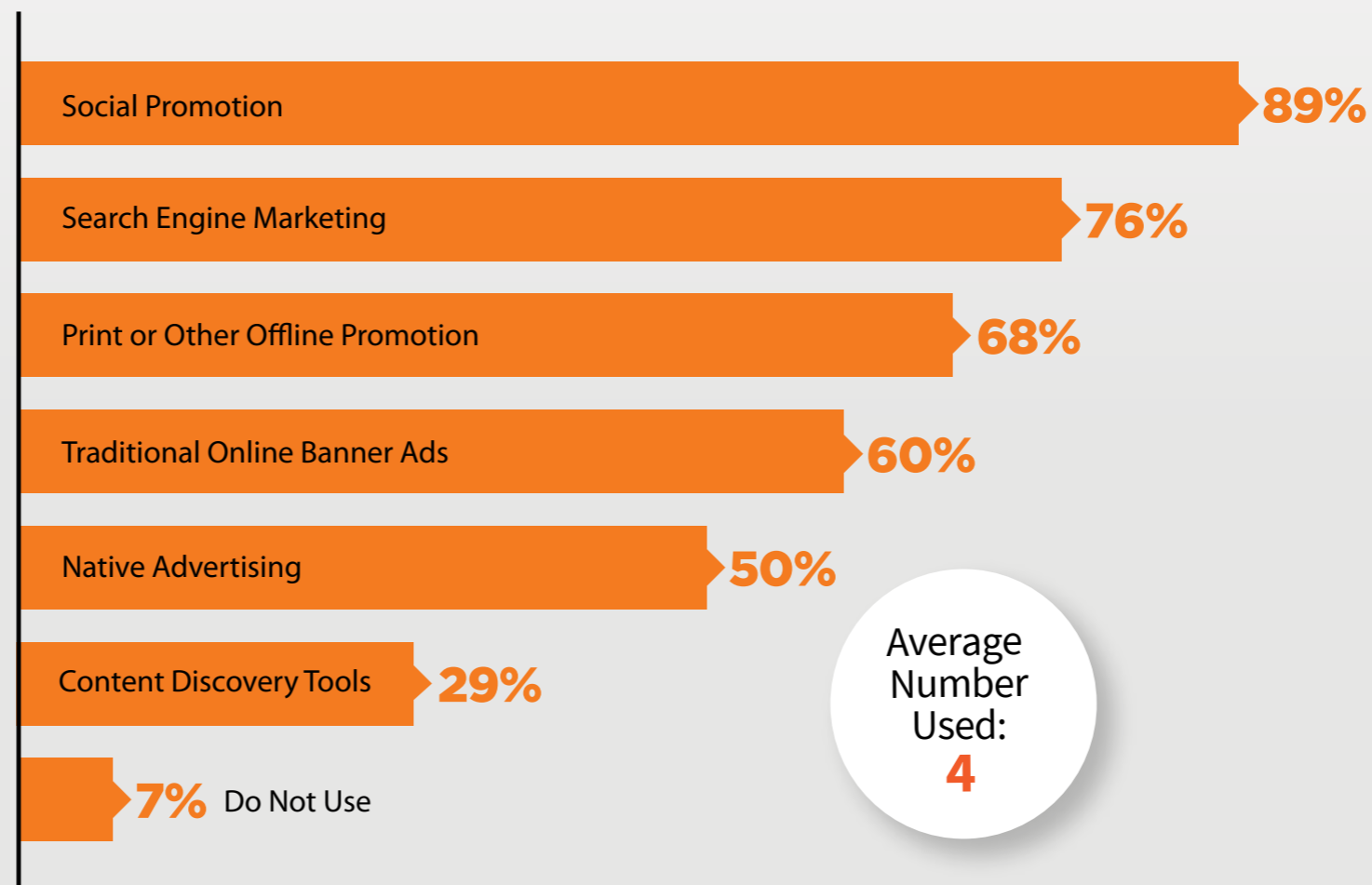
Channels B2C Marketers Use to Distribute Content Rated by Importance to Overall Content Marketing Success



Note: Percentages comprise marketers who rated each channel a 4 or 5 on a 5-point scale where 5 = Extremely Important and 1 = Not At All Important. Importance ratings for Snapchat, SlideShare, Tumblr, iTunes, and Medium are not reported due to low incidence of use.

Which paid methods of content promotion does your organization use in its content marketing efforts?

Paid Methods B2C Marketers Use to Promote Content



2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Content marketers. Aided list; multiple responses permitted.

How effective are the paid methods of content promotion that your organization uses?

Paid Methods B2C Marketers Use to Promote Content Rated by Effectiveness



Note: Percentages comprise marketers who rated each paid method a 4 or 5 on a 5-point scale where 5 = Extremely Effective and 1 = Not At All Effective. The survey defined effectiveness as accomplishing your content marketing objectives.

GOALS & METRICS

74%

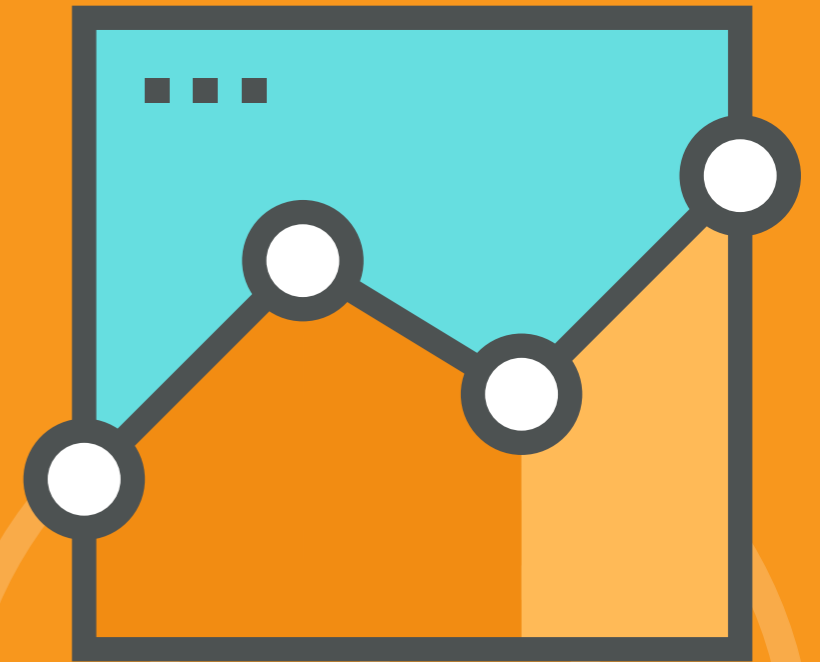
Will focus on brand awareness as a content marketing goal over the next 12 months

73%

Use website traffic to measure how well their content marketing is producing results

78%

Can demonstrate how content marketing has increased audience engagement



Which content marketing goals will your organization focus on over the next 12 months?

Organizational Goals for B2C Content Marketing Over Next 12 Months

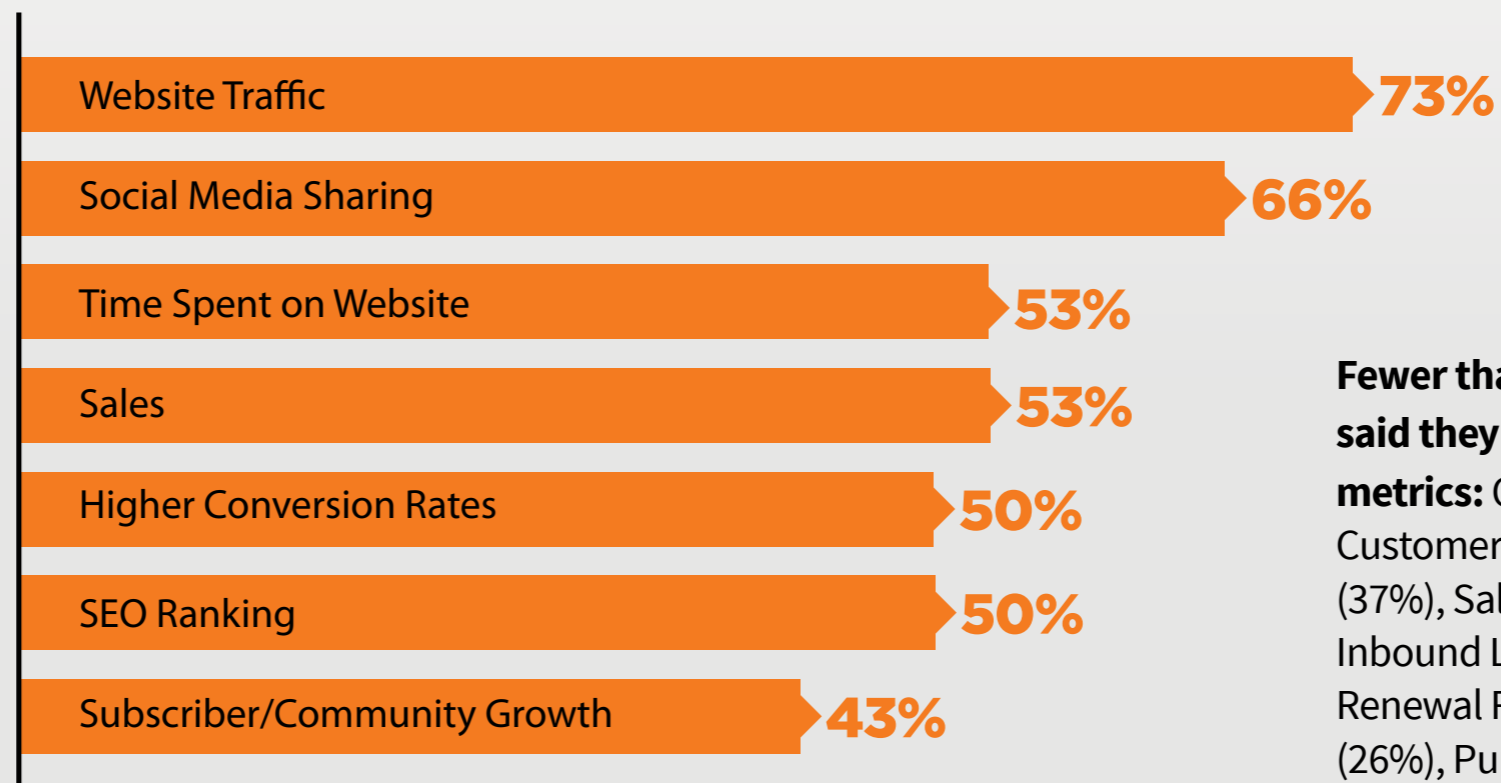


Fewer than 50% of respondents cited the following goals:

Customer Evangelism/Creating Brand Advocates (46%), Lead Nurturing (45%), Upsell/Cross-Sell (30%), Cost Savings (22%), and Other (3%).

Which metrics does your organization use to determine how well its content marketing is producing results?

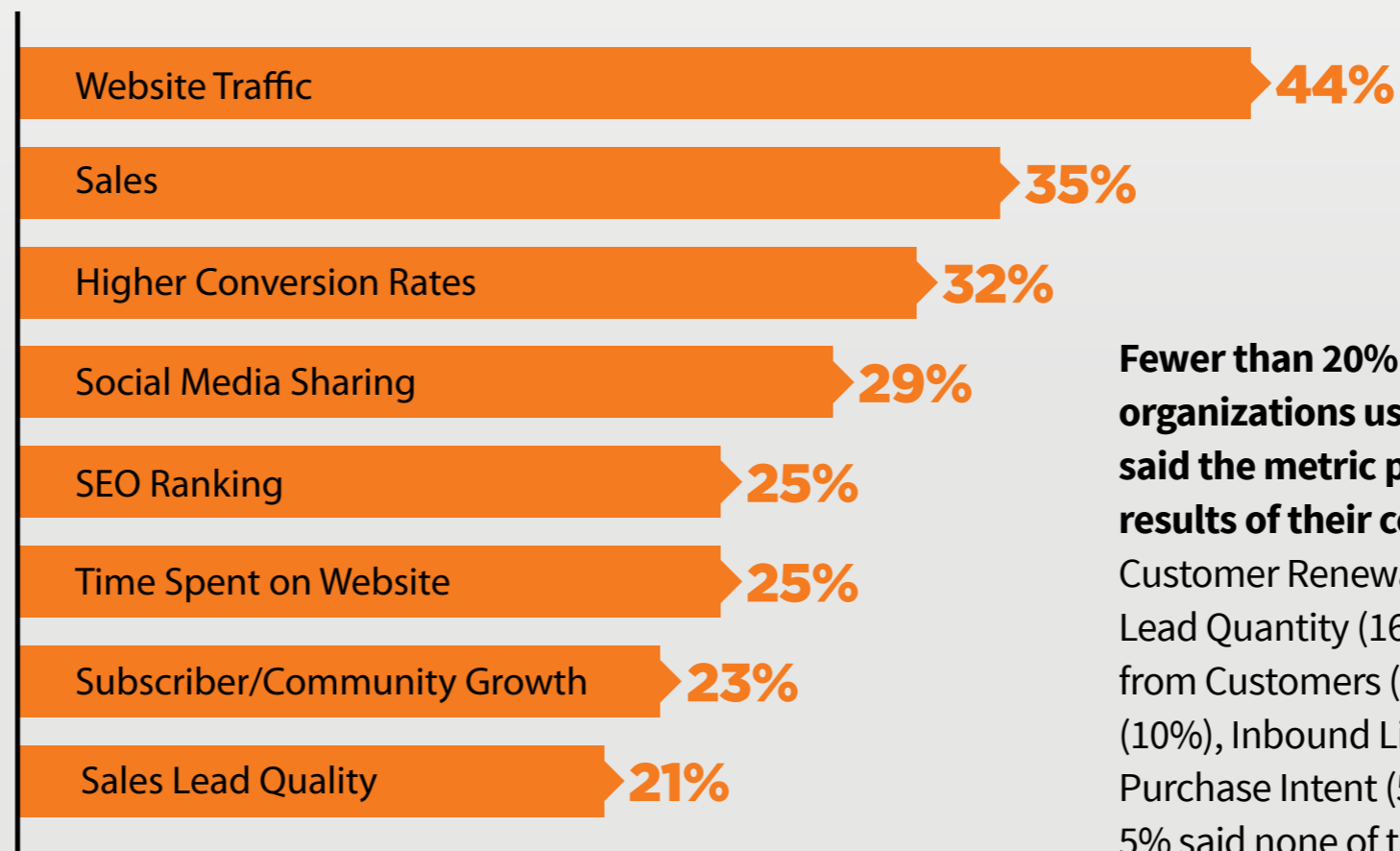
B2C Marketers' Content Marketing Metrics Usage



Fewer than 40% of respondents said they use the following metrics: Qualitative Feedback from Customers (38%), Sales Lead Quality (37%), Sales Lead Quantity (32%), Inbound Links (29%), Customer Renewal Rates (27%), Data Capture (26%), Purchase Intent (21%), Brand Lift (21%), and Other (6%). 5% said they do not use metrics.

Which metrics that your organization uses provide truly measurable results of your content marketing efforts?

Metrics Used That B2C Marketers Say Provide Truly Measurable Results of Content Marketing Efforts



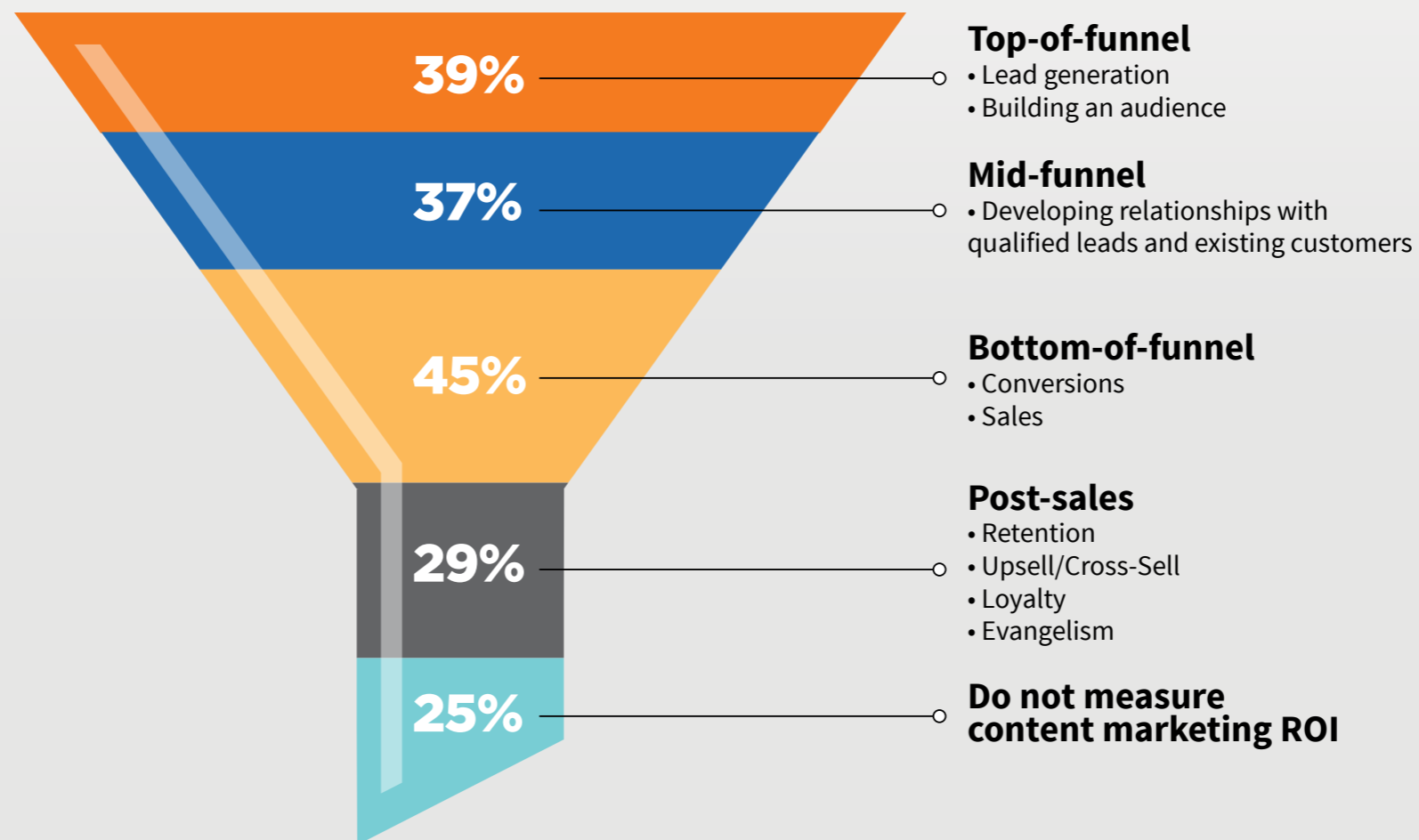
Fewer than 20% of respondents whose organizations use the following metrics said the metric provides truly measurable results of their content marketing efforts: Customer Renewal Rates (16%), Sales Lead Quantity (16%), Qualitative Feedback from Customers (14%), Data Capture (10%), Inbound Links (7%), Brand Lift (6%), Purchase Intent (5%), and Other (2%). 5% said none of the metrics they use provide truly measurable results.

2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Content marketers who use the metrics shown; multiple responses permitted.

At which phases of the buyer's journey does your organization measure content marketing ROI?

Phases of Buyer's Journey Where B2C Marketers Measure Content Marketing ROI



2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

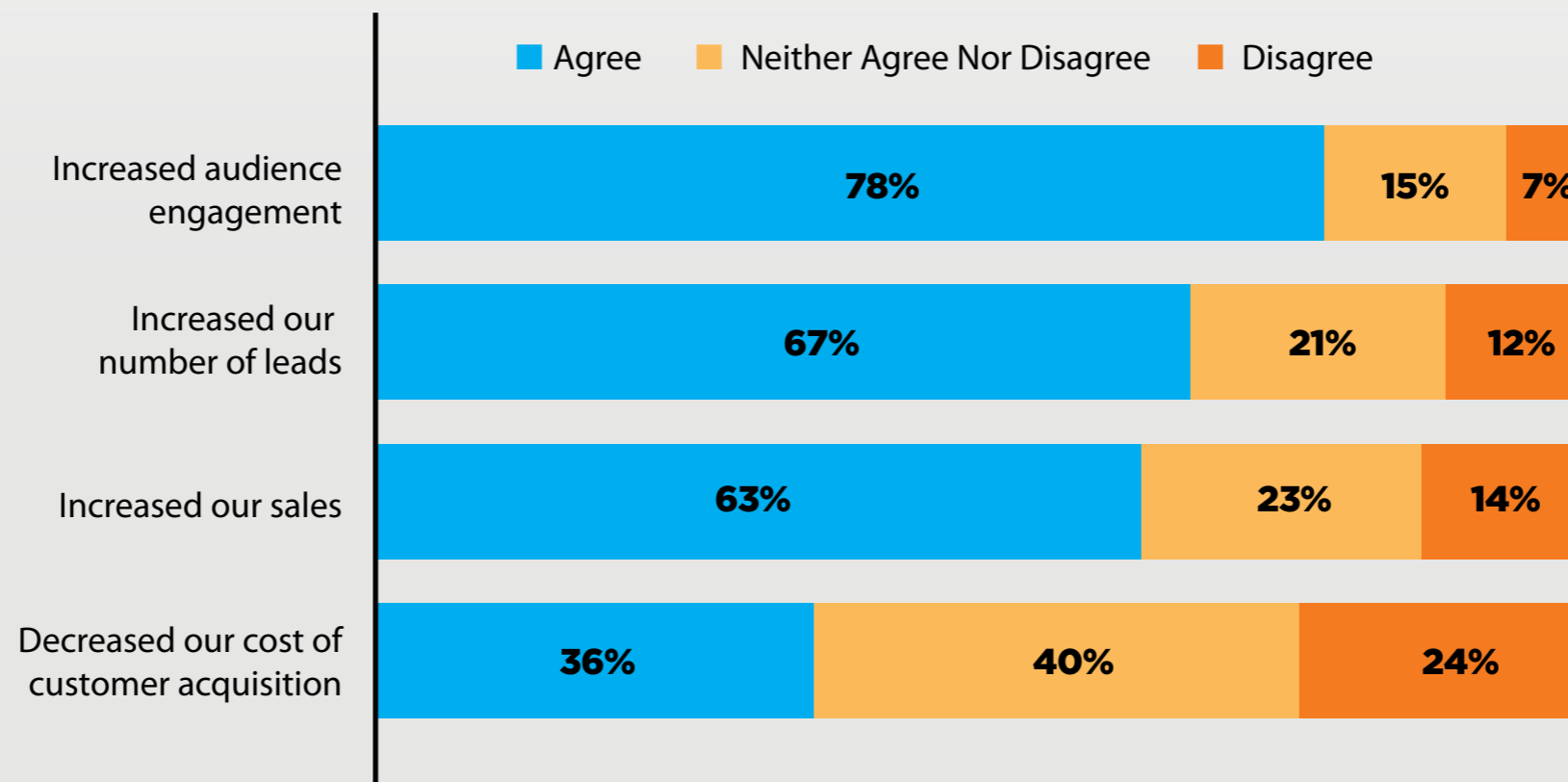
Base = Content marketers. Aided list; multiple responses permitted.

GOALS & METRICS

Indicate your level of agreement with each statement concerning the content marketing metrics used in your organization.

B2C Marketers' Metrics Agreement Statements

I/my team can demonstrate how content marketing has...



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Base = Content marketers who use metrics to determine content marketing results; aided list.

BUDGETS & SPENDING

26%

Is the average proportion of total marketing budget that is spent on content marketing

42%

Plan to increase their content marketing spending over the next 12 months

39%

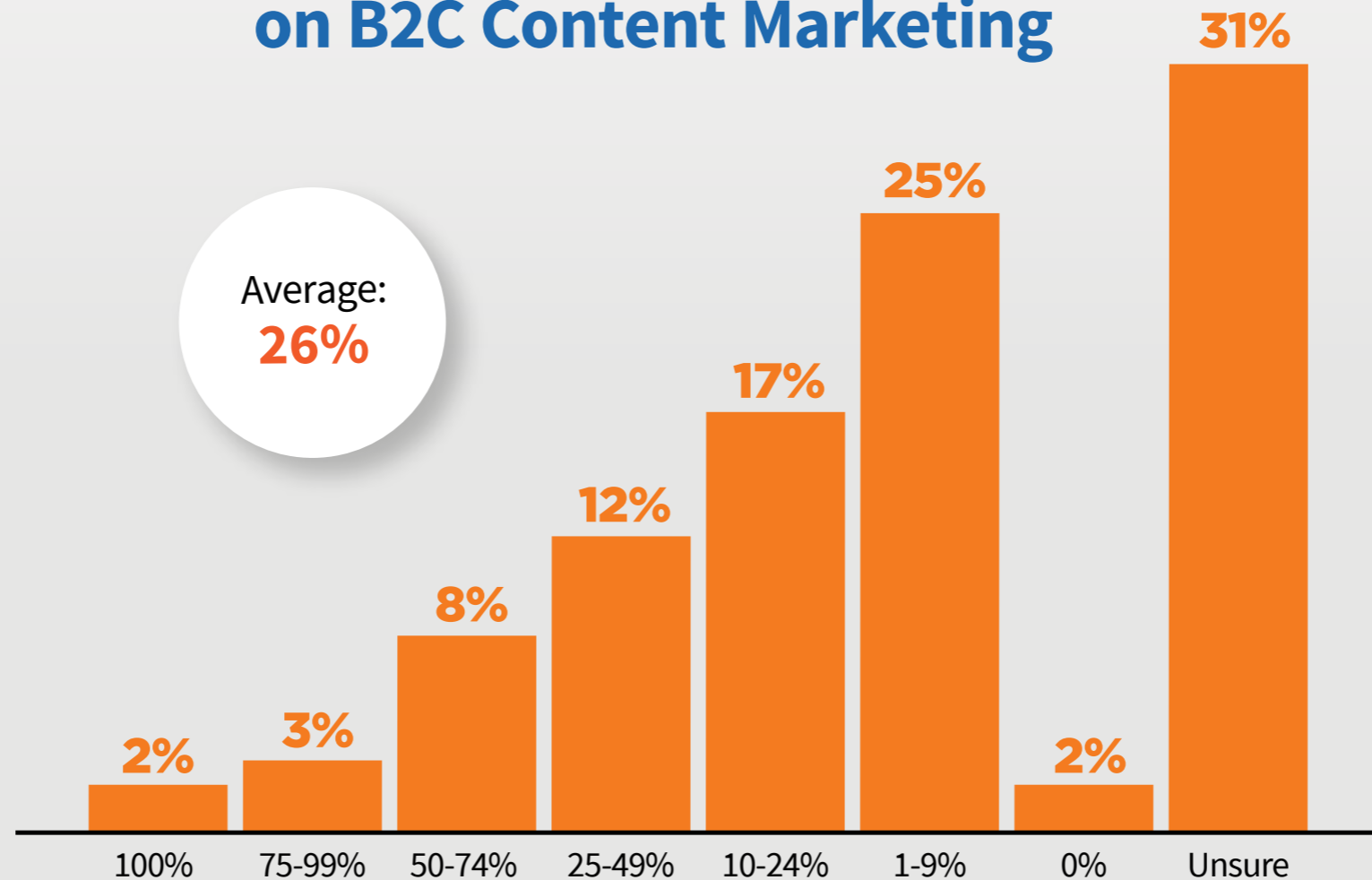
Plan to keep their content marketing spending around the same level over the next 12 months



BUDGETS & SPENDING

Approximately what percentage of your organization's total marketing budget (not including staff) is spent on content marketing?

Percentage of Total Marketing Budget Spent on B2C Content Marketing

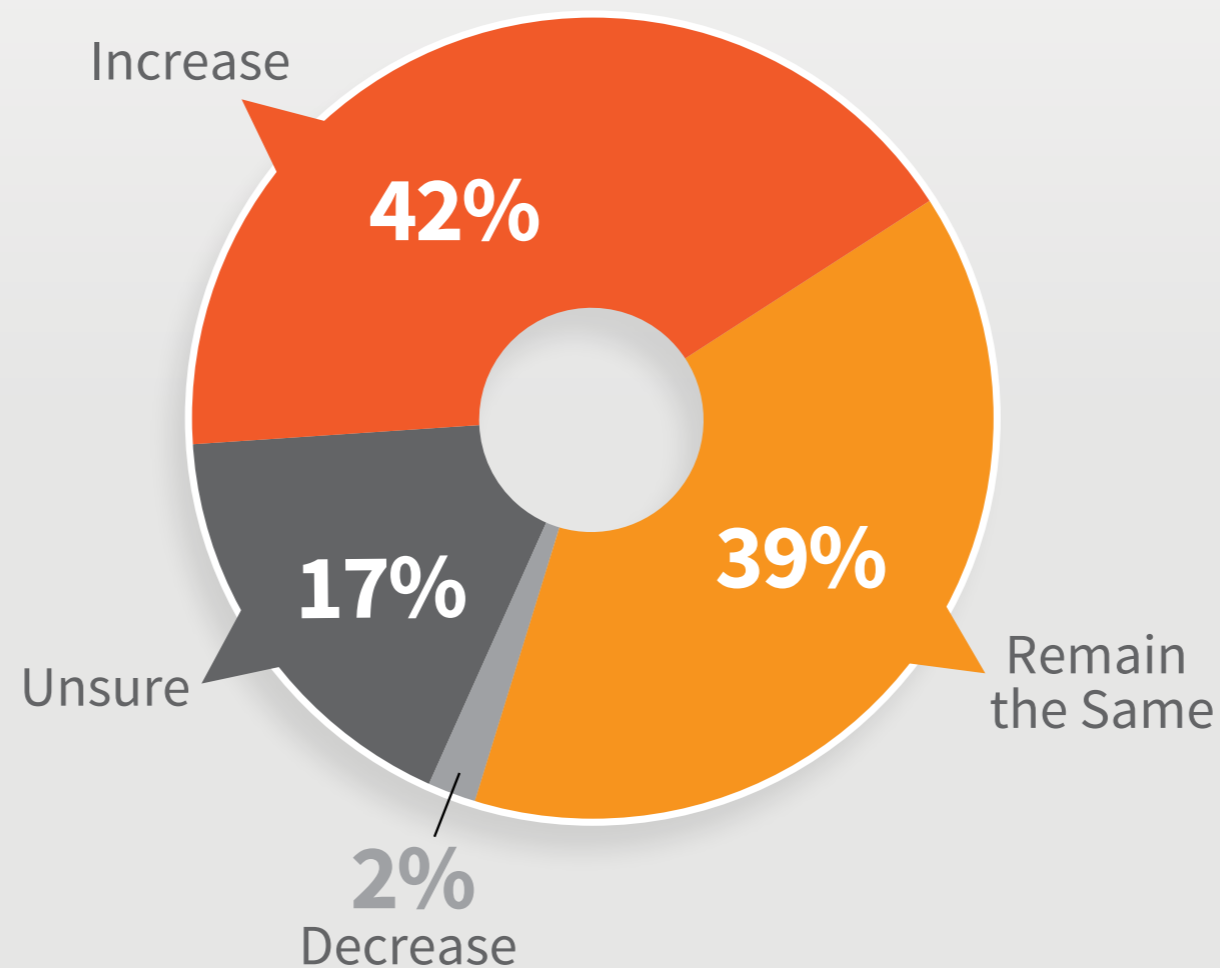


2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Content marketers; aided list.

How do you expect your organization's content marketing budget to change in the next 12 months?

B2C Content Marketing Spending (Over Next 12 Months)



2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Content marketers; aided list.

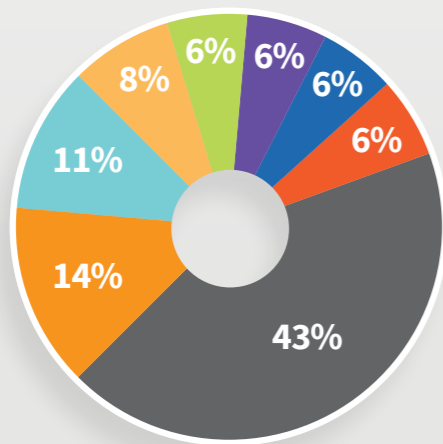
METHODOLOGY/DEMOGRAPHICS

B2C Content Marketing: 2017 Benchmarks, Budgets, and Trends—North America was produced by **Content Marketing Institute** and **MarketingProfs** and sponsored by **Hightail**.

The seventh annual Content Marketing Survey, from which the results of this report were generated, was mailed electronically to a sample of marketers using lists from Content Marketing Institute, MarketingProfs, The Association for Data-driven Marketing & Advertising (ADMA), and WTWH Media.

A total of 2,562 recipients from around the globe—representing a full range of industries, functional areas, and company sizes—completed the survey during July and August 2016. This report presents the findings from the 480 respondents who indicated their organizations primarily sell products/ services to consumers (B2C) [31%] or to both consumers and businesses (B2C+B2B) [69%] in North America.

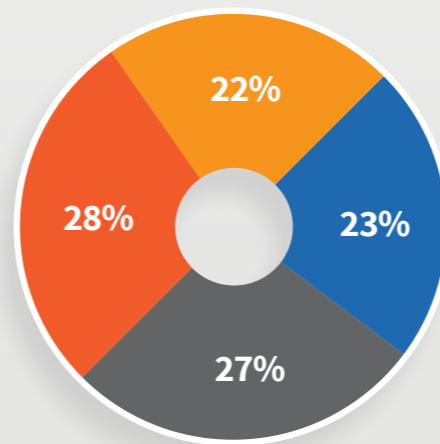
Industry Classification



- Agency (Advertising, Digital Marketing, Content Marketing, PR, Marcom)
- Retail Trade/Distribution
- Banking/Accounting/Financial
- Consulting
- Healthcare/Medical/Pharmaceuticals
- Manufacturing
- Technology
- Other

n = 480

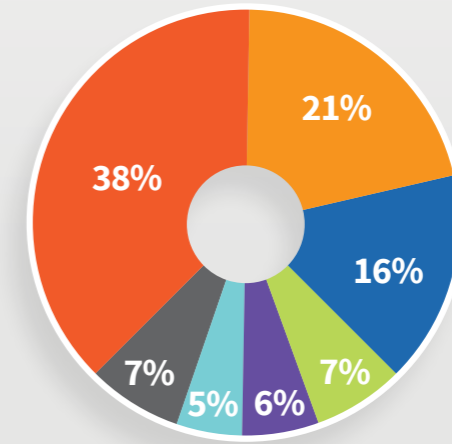
Size of Company (by Employees)



- Micro (Fewer than 10 Employees)
- Small (10-99 Employees)
- Midsize (100-999 Employees)
- Large (1,000+ Employees)

n = 480

Job Title/Function



- Marketing/Advertising/Communications/PR Management
- Corporate Management (Owner/President, CEO, CMO)
- Content Creation/Management
- Marketing - Staff/Support
- General Management (GM, VP)
- Consultant
- Other

n = 411 respondents who indicated their organization uses content marketing.

2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

ABOUT

Content Marketing Institute and MarketingProfs thank all the survey respondents and the distribution partners who made this survey possible.

About Content Marketing Institute (CMI)

Content Marketing Institute is the leading global content marketing education and training organization, teaching enterprise brands how to attract and retain customers through compelling, multichannel storytelling. CMI's **Content Marketing World** event, the largest content marketing-focused event, is held every September in Cleveland, Ohio, USA, and the **Intelligent Content Conference** event is held every spring. CMI publishes the bi-monthly magazine **Chief Content Officer**, and provides strategic consulting and content marketing research for some of the best-known brands in the world. Watch this **video** to learn more about CMI, a UBM company. To view all research and to subscribe to our emails, visit www.contentmarketinginstitute.com.

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About Hightail

Hightail is how marketers and their creative teams review, improve, and approve great content. Teams easily share and discuss images, videos, infographics, presentations, and other visual files in one place, streamlining creative collaboration and getting their best work in front of audiences faster. Based in Campbell, CA, Hightail serves more than 50 million creative collaborators worldwide. #createbetter with <http://www.hightail.com>