

ENTERPRISE

B2B ENTERPRISE CONTENT MARKETING:

2015 BENCHMARKS, BUDGETS, AND TRENDS – NORTH AMERICA



CONTENT
MARKETING
INSTITUTE™



SPONSORED BY:



TABLE OF CONTENTS

- Usage & Overall Effectiveness **4**
- Strategy & Organization **6**
- Goals & Metrics..... **10**
- Content Creation & Distribution **13**
- Budgets & Spending..... **22**
- Challenges & Initiatives..... **24**
- Comparison Chart: Differences Between B2B Enterprise Marketers
and B2B Marketers Overall **29**
- Comparison Chart: Most Effective vs. Least Effective B2B Enterprise Marketers..... **30**
- Comparison Chart: B2B Enterprise Marketers: Documented vs. Verbal
or No Content Marketing Strategy..... **31**
- Demographics **32**
- About..... **33**

Greetings Content Marketers,

Welcome to *B2B Enterprise Content Marketing: 2015 Benchmarks, Budgets, and Trends—North America*. Here we look at how the content marketing practices of enterprise marketers (1,000+ employees) have changed since last year and how they compare with other B2B marketers.

Of all the groups of marketers we've studied over the last year, enterprise marketers:

- Use the most content marketing tactics
- Target the most audiences
- Are the most likely to be organized into a formal group
- Are the most likely to report to product marketing
- Have the most difficulty with tracking the ROI of their content marketing programs.

Enterprise marketers are producing less content than they did last year, but they're allocating nearly as much budget for content marketing. Nearly 90% are focused on creating more engaging, higher-quality content over the next 12 months.

These are exciting times for content marketing. We're thrilled to be with you on the journey.

Yours in content,

Joe

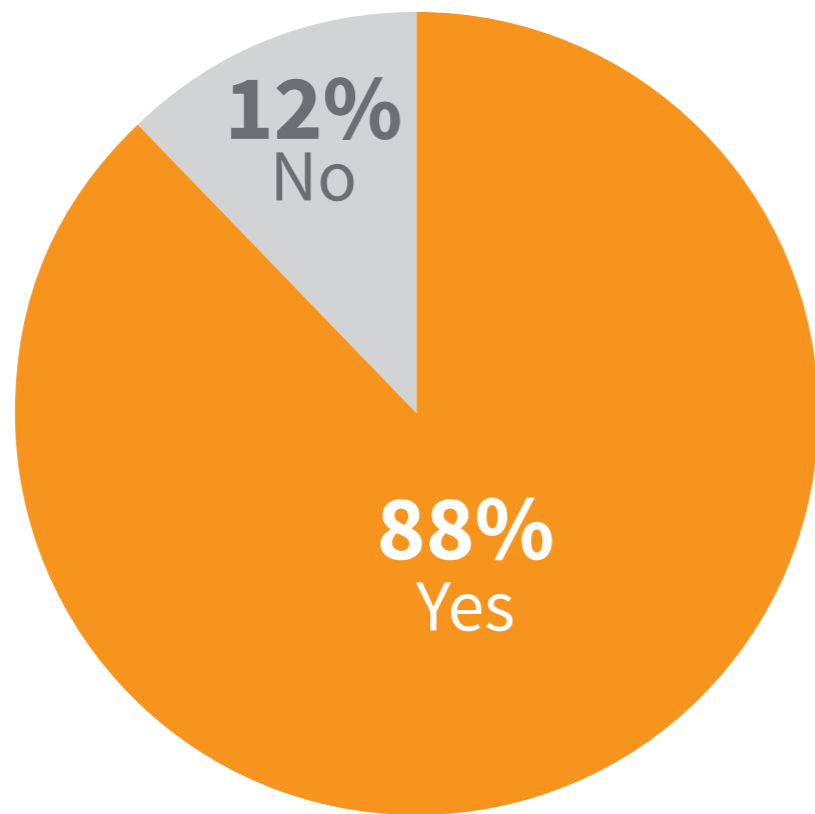


Joe Pulizzi

Founder

Content Marketing Institute

Percentage of Enterprise Marketers Using Content Marketing



2015 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Does your organization use content marketing?

88% say yes

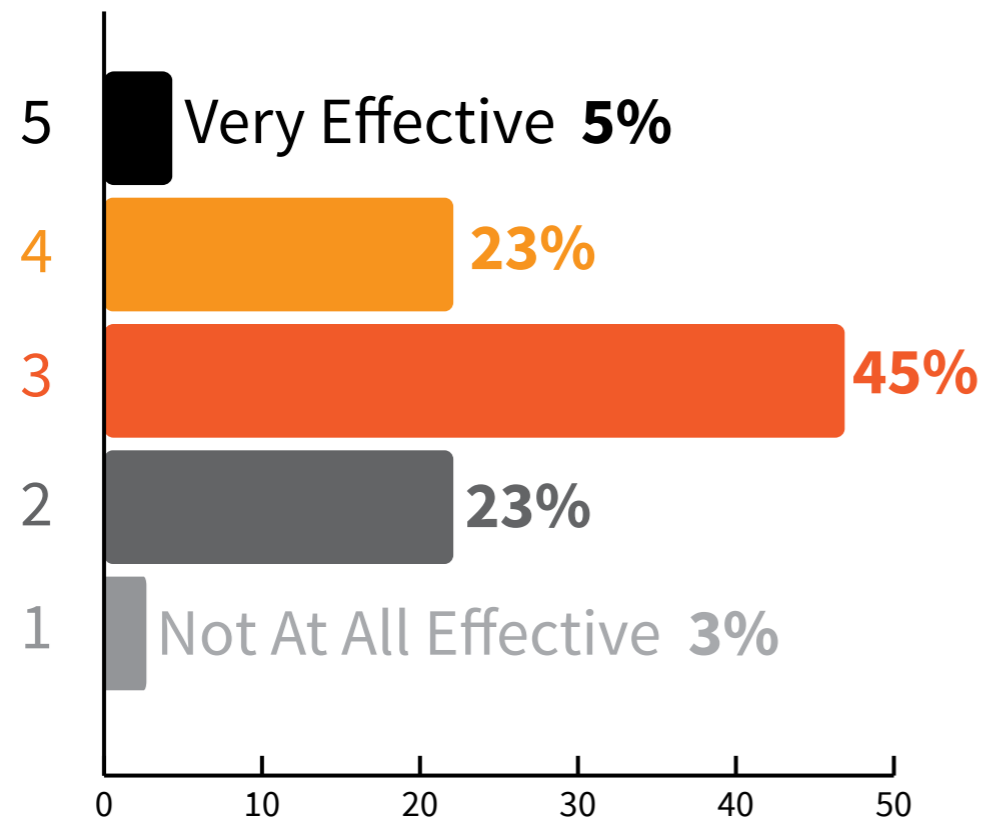
Last year, 96% of enterprise marketers said they use content marketing.

Back then, we defined content marketing as the “creation and distribution of educational and/or compelling content in multiple media formats to attract and/or retain customers.”

This year, we defined content marketing 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.”

The new definition—crafted by Content Marketing Institute in early 2014—better reflects how content marketing has grown from the mere “creation and distribution” of content to a formal business discipline.

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



2015 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

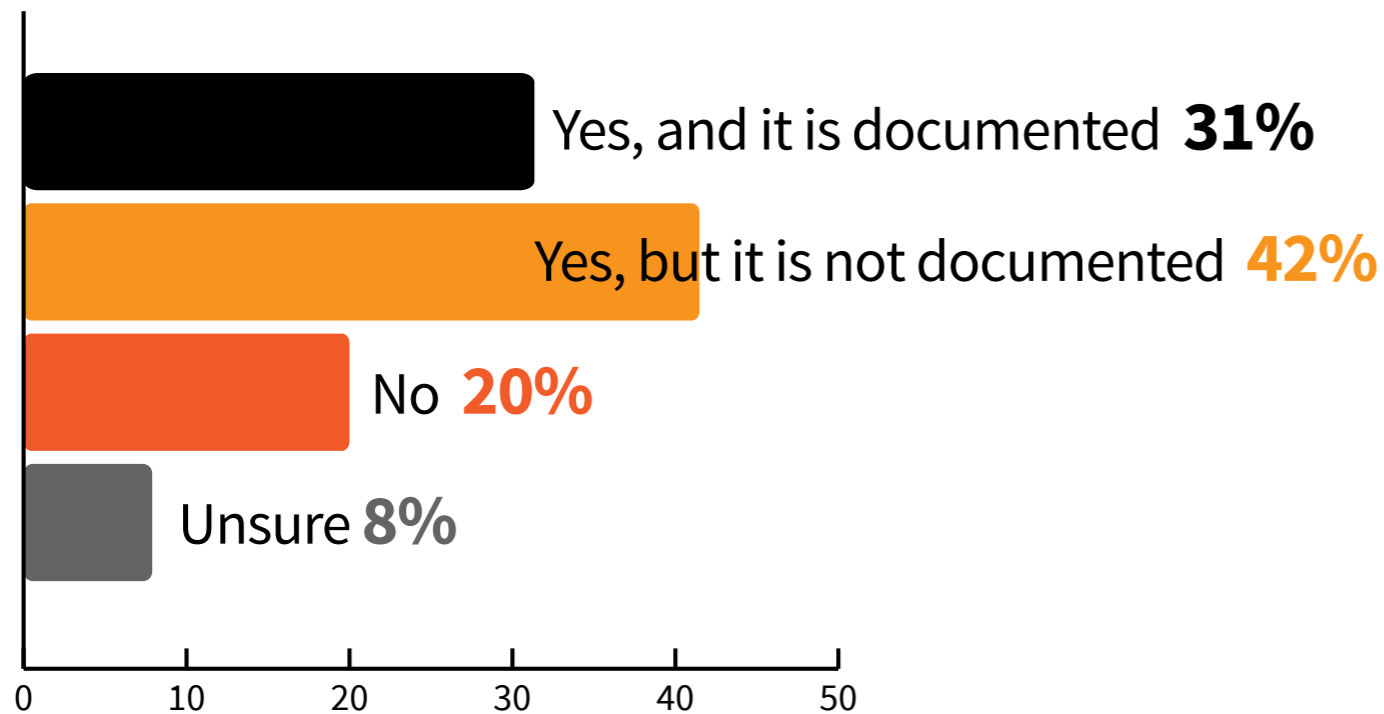
Overall, how effective is your organization at content marketing?

28% say they are effective

Note: For purposes of our annual survey, we define effectiveness as “accomplishing your overall objectives.” Those who rate their organizations a 4 or 5 (on a scale of 1 to 5, with 5 being “Very Effective” and 1 being “Not at all Effective”) are the “most effective” or “best-in-class.” The 1s and 2s are considered the “least effective,” while the 3s are neutral.

Last year, 32% of enterprise marketers said they were effective at content marketing. Even though there is a decrease this year, having a documented content marketing strategy helps in this regard (51% of enterprise marketers who have one say they are effective).

Percentage of Enterprise Marketers Who Have a Content Marketing Strategy



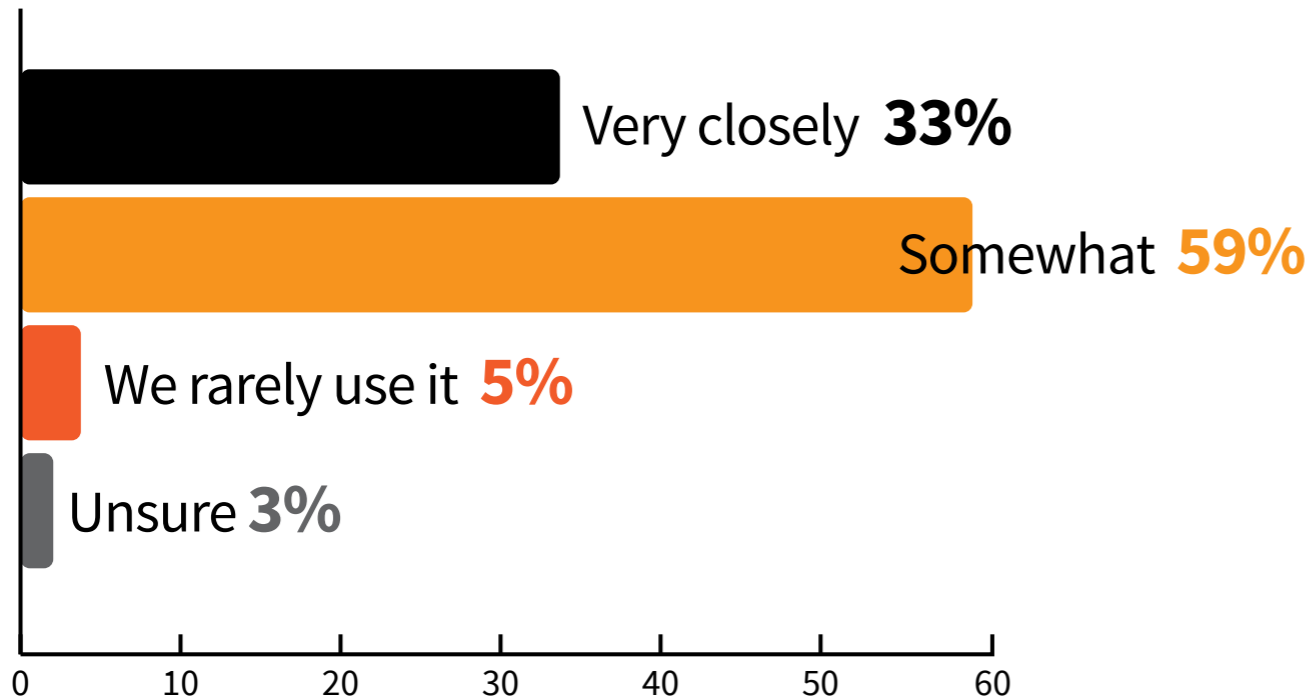
2015 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Does your organization have a content marketing strategy?

31% say they have a documented strategy

Enterprise marketers who have a documented content marketing strategy are more effective and less challenged with content marketing when compared with their peers who have a verbal-only strategy or no strategy at all.

Percentage of Enterprise Marketers Who Say Strategy Guides Efforts



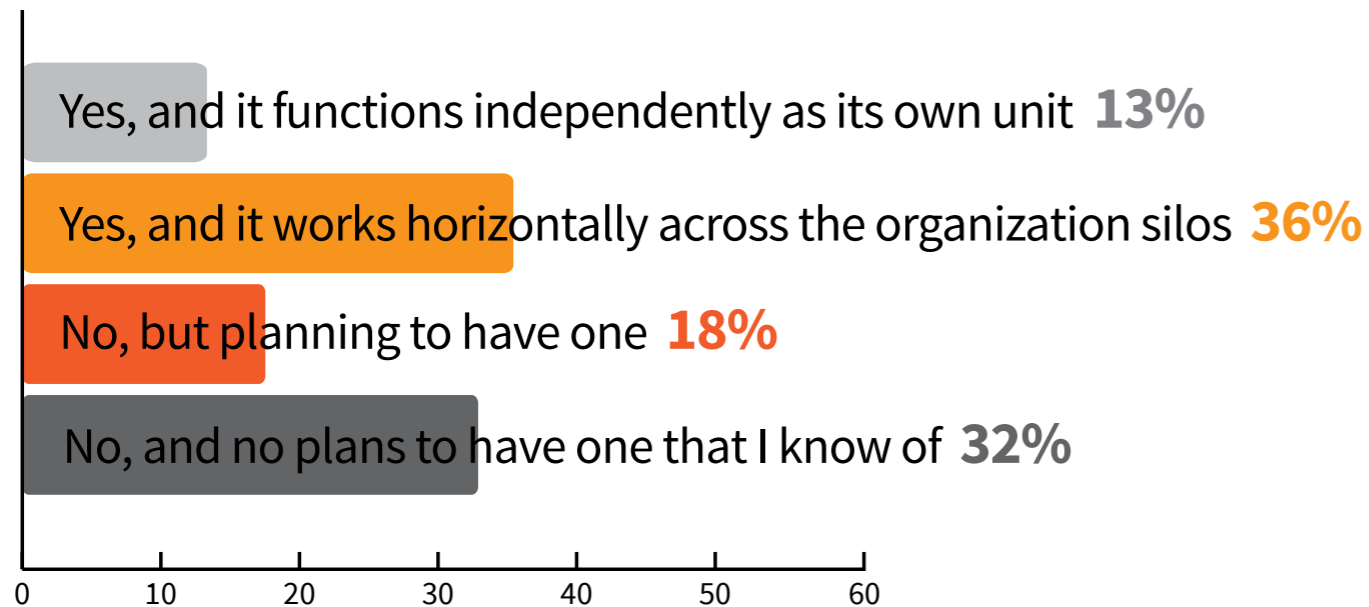
2015 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

How closely does your content marketing strategy guide your organization's content marketing efforts?

33% say very closely

Effective marketers are more likely to follow their strategy very closely (56% of the most effective follow their strategy very closely).

Percentage of Enterprise Marketers Who Have a Dedicated Content Marketing Group



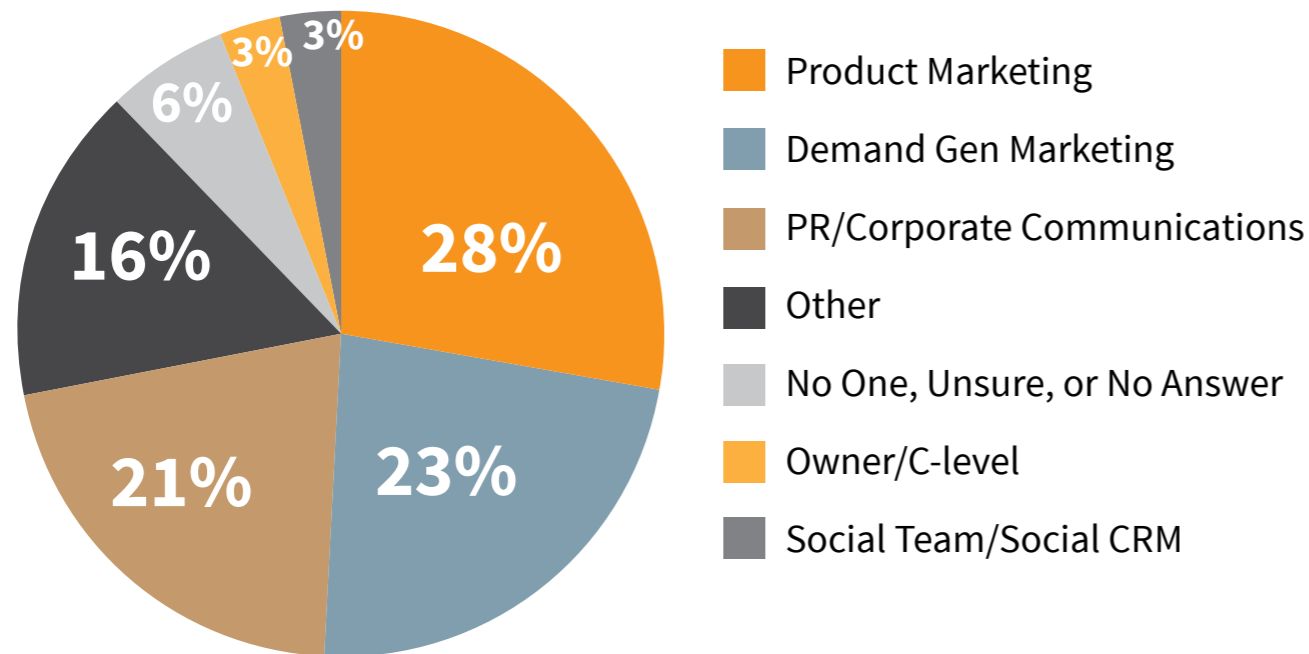
2015 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Does your organization have a dedicated content marketing group?

49% say yes

The numbers on this chart represent all enterprise marketers, but the most effective (82%) and those who have a documented content marketing strategy (81%) are more likely to have a group in place.

Areas Accountable for Content Marketing in Enterprise Companies



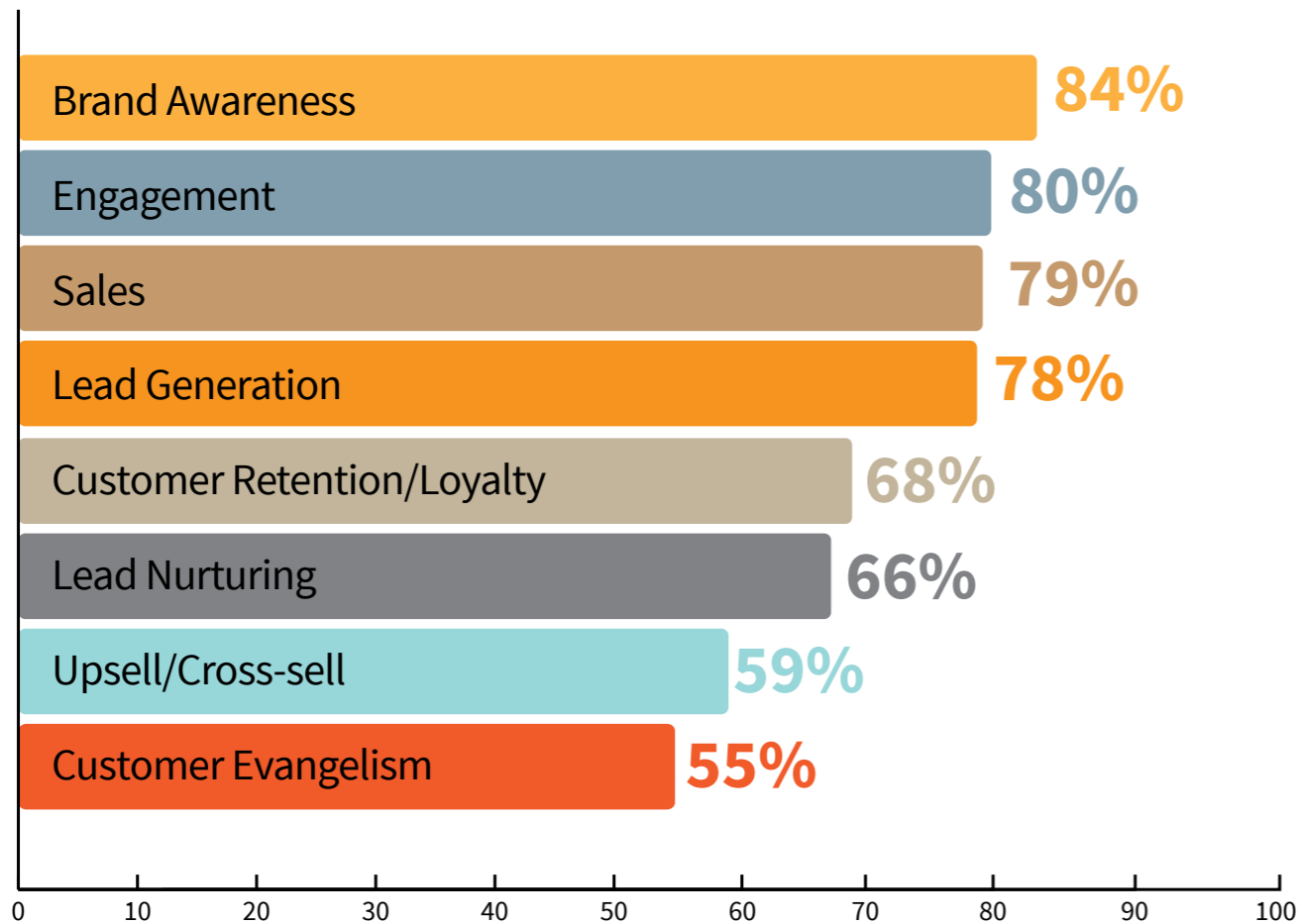
2015 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Which area in your organization is accountable for content marketing?

28% say product marketing

Enterprise marketers, when compared with marketers from all other sizes of organizations, are the most likely to report to product marketing.

Enterprise Marketers' Organizational Goals for Content Marketing



2015 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

How important are each of the following content marketing goals to your organization?

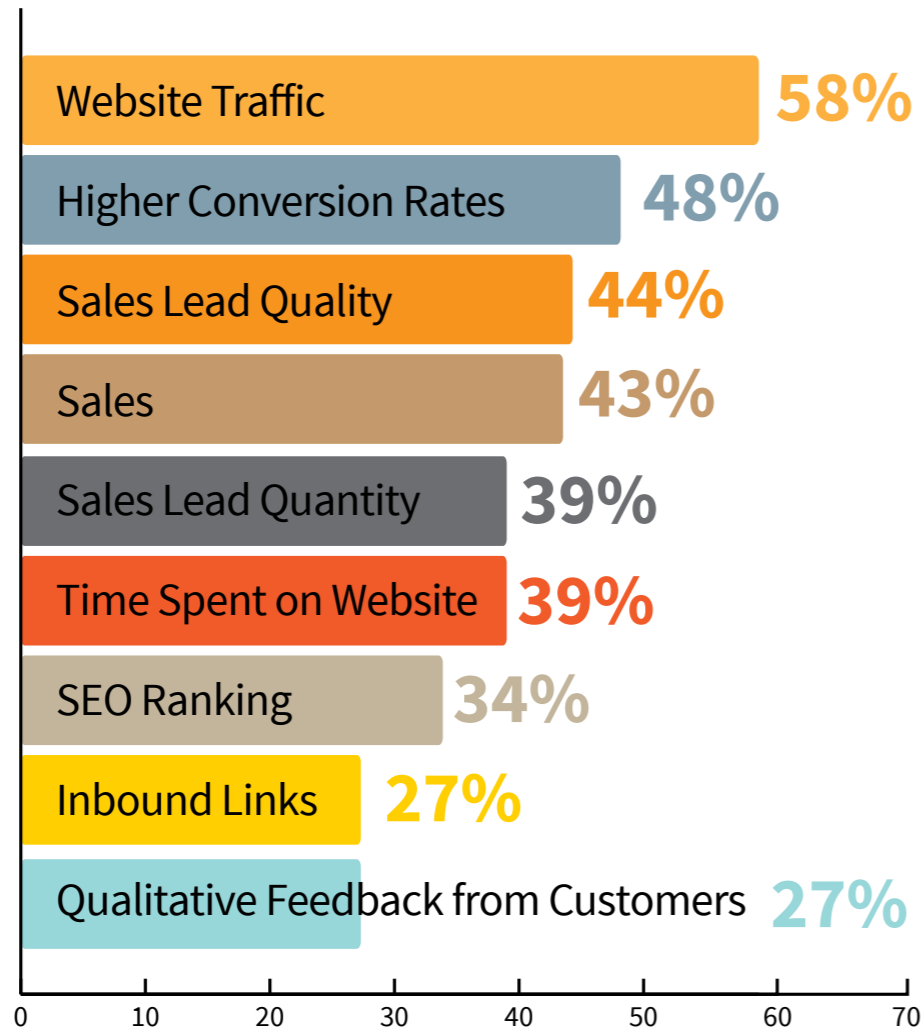
84% say brand awareness is an important goal

Note: Percentages shown represent marketers who rated each goal a 4 or 5 on a 5-point scale where 5 = “Very Important” and 1 = “Not at all Important.”

Once again this year, enterprise marketers say brand awareness is their top goal for content marketing (81% last year vs. 84% this year). Lead generation held fairly steady (74% last year vs. 78% this year).

The greatest increases were with engagement (65% last year vs. 80% this year) and sales (38% last year vs. 79%) this year.

Enterprise Marketers' Metrics for Content Marketing Success



2015 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Which metrics does your organization use to assess content marketing success?

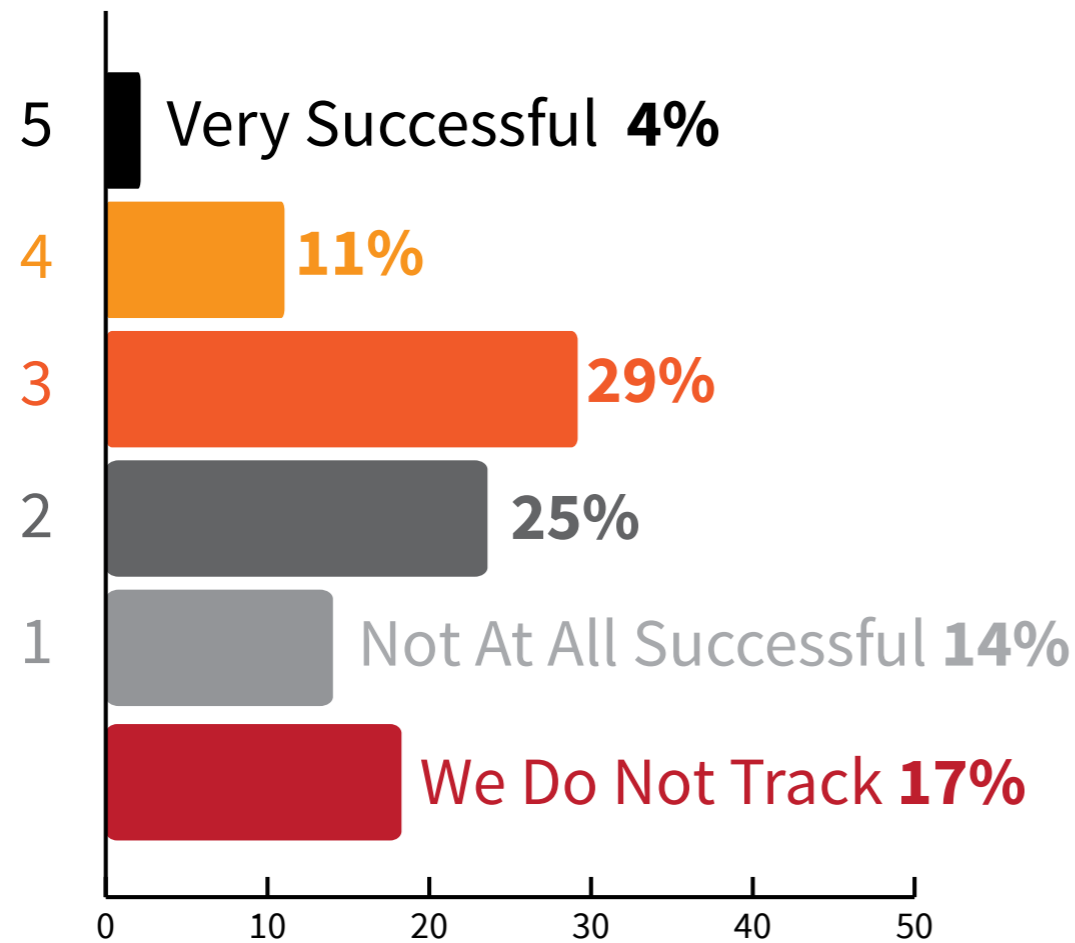
58% say website traffic

Note: Fewer than 25% cited the following metrics: Subscriber Growth (24%), Benchmark Lift of Company Awareness (23%), Benchmark Lift of Product/Service Awareness (17%), Customer Renewal Rates (12%), and Cost Savings (9%).

As with last year, enterprise marketers say website traffic is their top metric (62% last year vs. 58% this year).

The use of sales as a metric increased from 32% last year to 43% this year. The percentage who use all of the remaining metrics decreased (except for higher conversion rates, which was new to the list).

How Enterprise Marketers Rate their Organization's Success at Tracking ROI



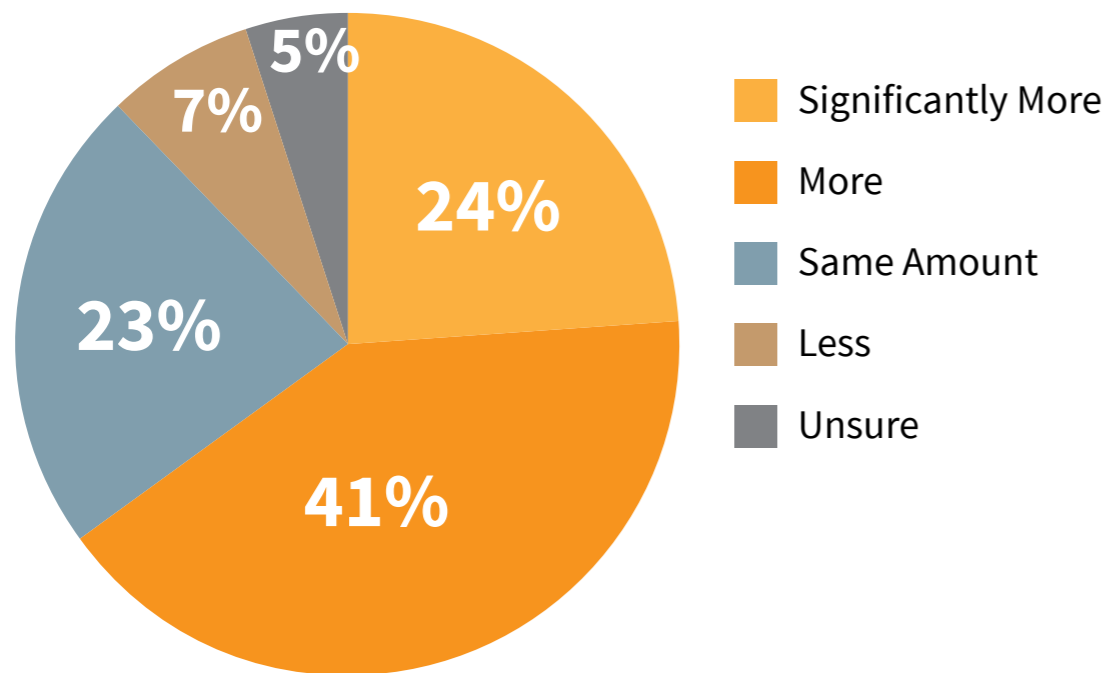
2015 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

How successful is your organization at tracking the ROI of its content marketing program?

15% say they are successful

Enterprise marketers are the most challenged group we've studied in terms of how successful they are at tracking ROI. Having a documented content marketing strategy can help; 29% of enterprise marketers who have one say they are successful in this area.

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



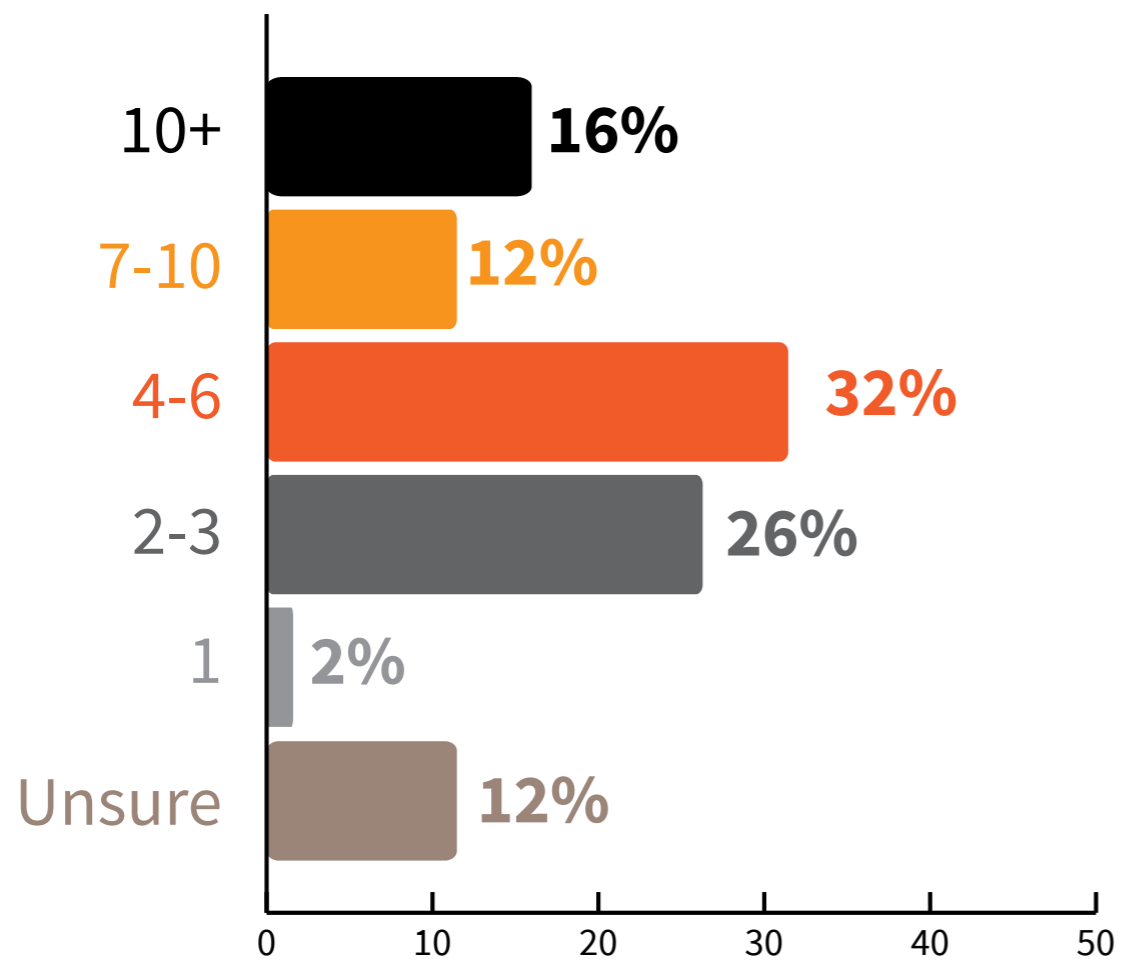
2015 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Compared with one year ago, how much content is your organization creating?

65% are creating more

Last year, 70% of enterprise marketers said they were creating more content.

Number of Audiences that Enterprise Marketers Target



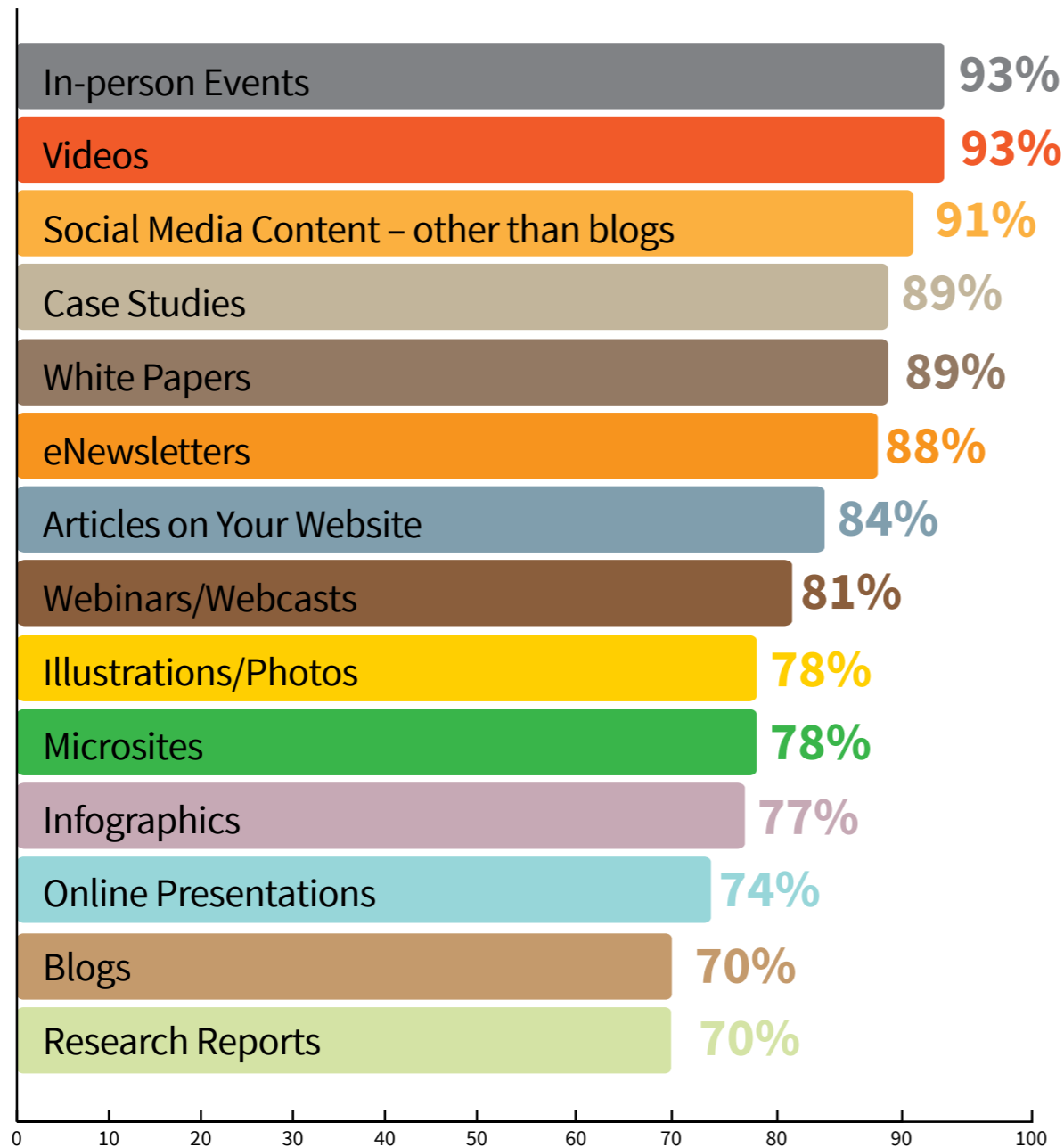
2015 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

How many different audiences does your organization target with separate content marketing strategies?

The average number is 6

Enterprise marketers target more audiences, on average, than any other size of organization.

Enterprise Marketers' Content Marketing Tactic Usage



2015 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Which content marketing tactics does your organization use?

93% use in-person events and videos

Note: Fewer than 55% said they use the following tactics: Mobile Apps (54%), Branded Content Tools (51%), Print Magazines (50%), Digital Magazines (40%), Books (36%), eBooks (36%), Podcasts (35%), Print Newsletters (33%), Virtual Conferences (33%), and Games/Gamification (18%).

When compared with last year, a higher percentage of enterprise marketers are using all of the tactics on this chart, except for articles on their website (86% last year vs. 84% this year), blogs (which stayed the same), and illustrations/photos (which is new on the list).

Once again this year, in-person events, videos, and social media content (other than blogs) are the most often cited tactics.

Enterprise Marketers' Effectiveness Ratings for Content Marketing Tactics



2015 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

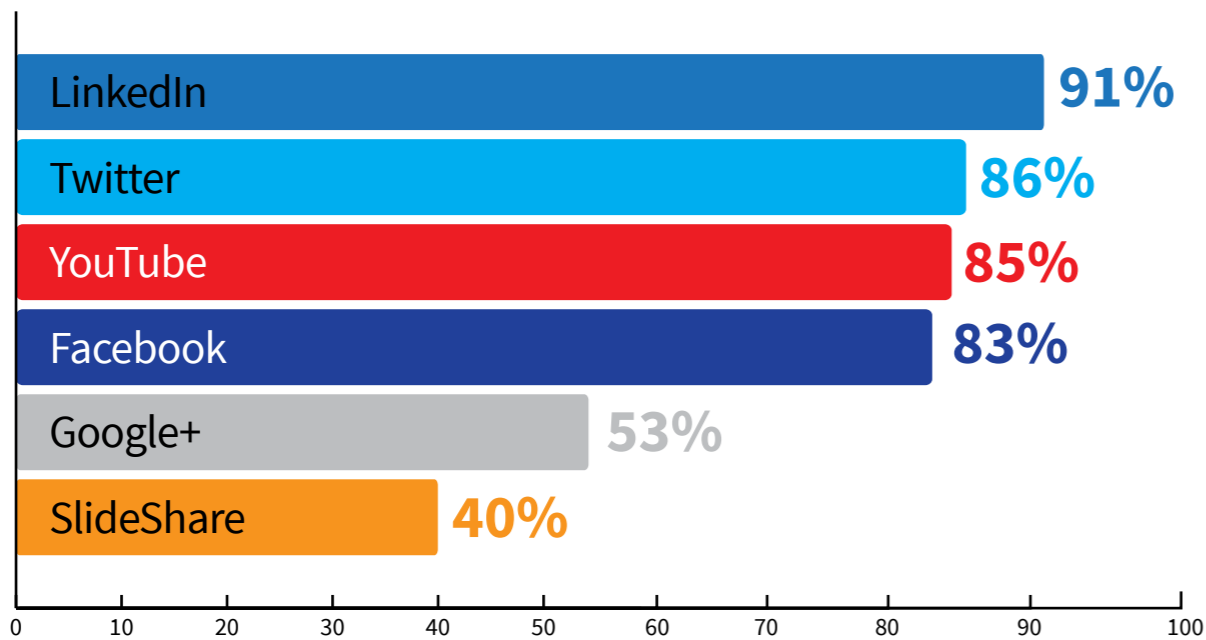
How effective are the following tactics that you use?

73% say in-person events are effective

Of all the tactics they use, these are the 12 that enterprise marketers say are most effective.

Like last year, in-person events tops the list, with an even greater percentage saying this year that they're effective (69% last year vs. 73% this year).

Enterprise Marketers' Social Media Platform Usage



2015 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Which social media platforms does your organization use to distribute content?

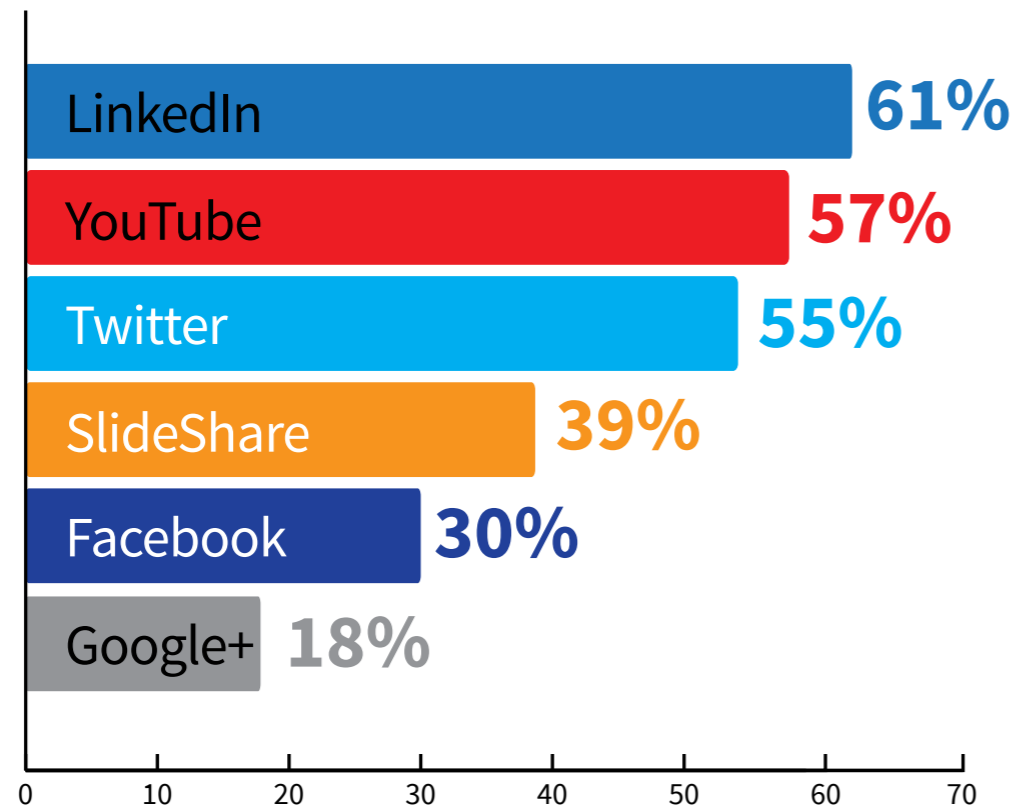
91% use LinkedIn

Note: Fewer than 30% said they use the following platforms: Pinterest (28%), Instagram (24%), Flickr (19%), Vimeo (19%), Vine (12%), Foursquare (10%), StumbleUpon (9%), Tumblr (9%), and SnapChat (7%).

Enterprise marketers use an average of 6 social media platforms (the same as last year). LinkedIn, Twitter, and YouTube were the most often cited last year as well.

The usage of all platforms shown here increased steadily over the last year, with the exception of Facebook, which stayed the same.

Enterprise Marketers' Effectiveness Ratings for Social Media Platforms



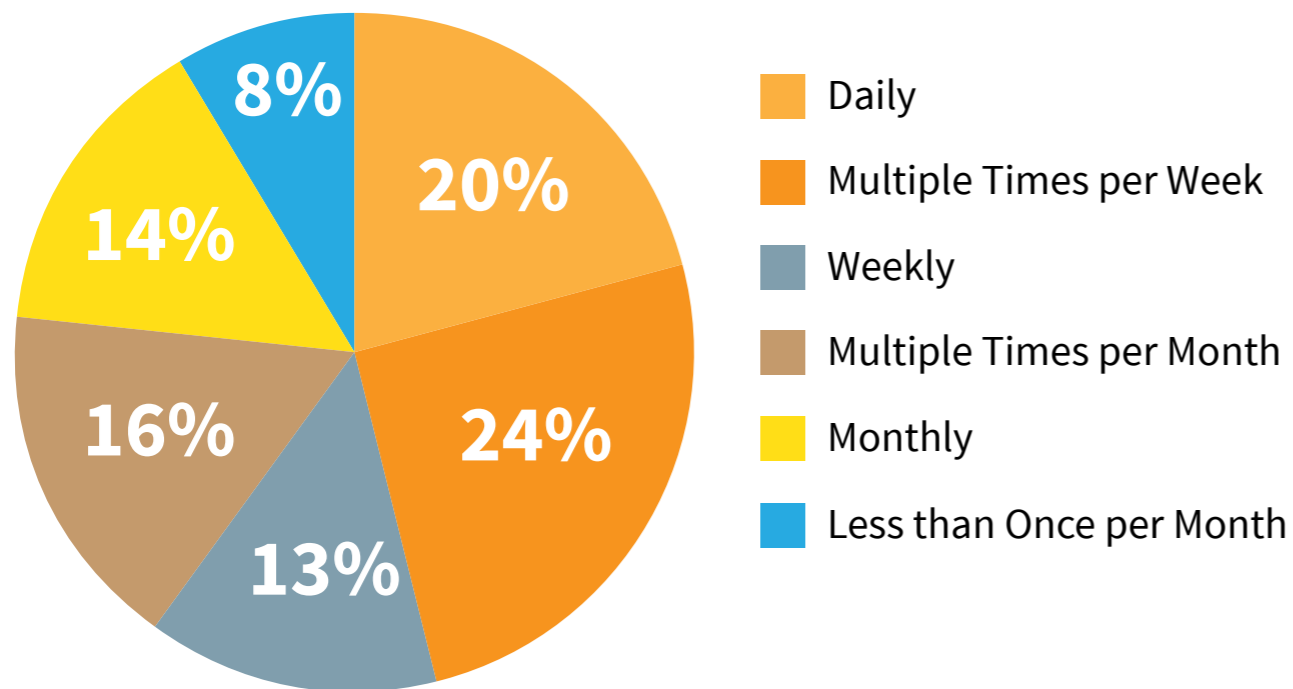
2015 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

How effective are the social media platforms that you use?

61% say LinkedIn is effective

As they did last year, enterprise marketers say LinkedIn and YouTube are the most effective social media platforms. Their confidence rose the most in Twitter (46% last year vs. 55% this year).

How Often Enterprise Marketers Publish New Content



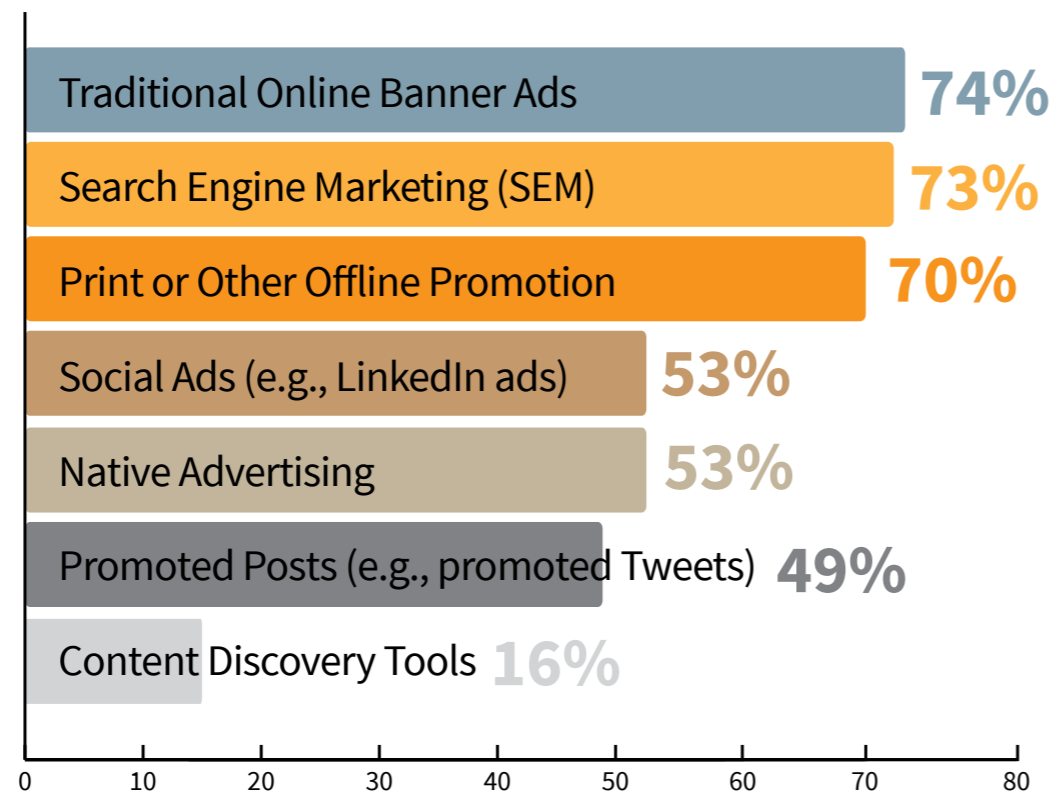
2015 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

How often does your organization publish new content that supports its content marketing program?

44% say daily or multiple times per week

The most effective enterprise marketers (54%), as well as those who have a documented content marketing strategy (61%), are the most likely to publish new content daily or multiple times per week.

Enterprise Marketers' Paid Advertising Usage



2015 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

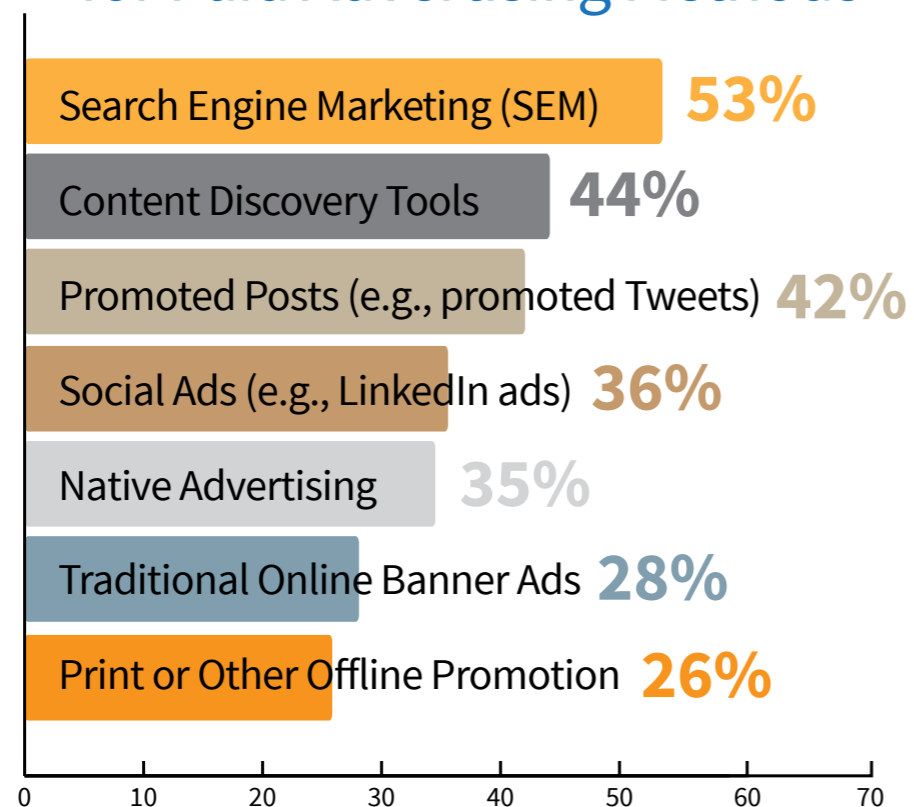
Which paid advertising methods do you use to promote/distribute content?

74% use traditional online banner ads

This was a new question on the survey.

Enterprise marketers use more paid advertising when compared with their B2B peers overall (an average of 4 vs. 3). In particular, they use far more traditional online banner ads (74% vs. 49%), SEM (73% vs. 58%), and print or other offline promotion (70% vs. 52%).

Enterprise Marketers' Effectiveness Ratings for Paid Advertising Methods



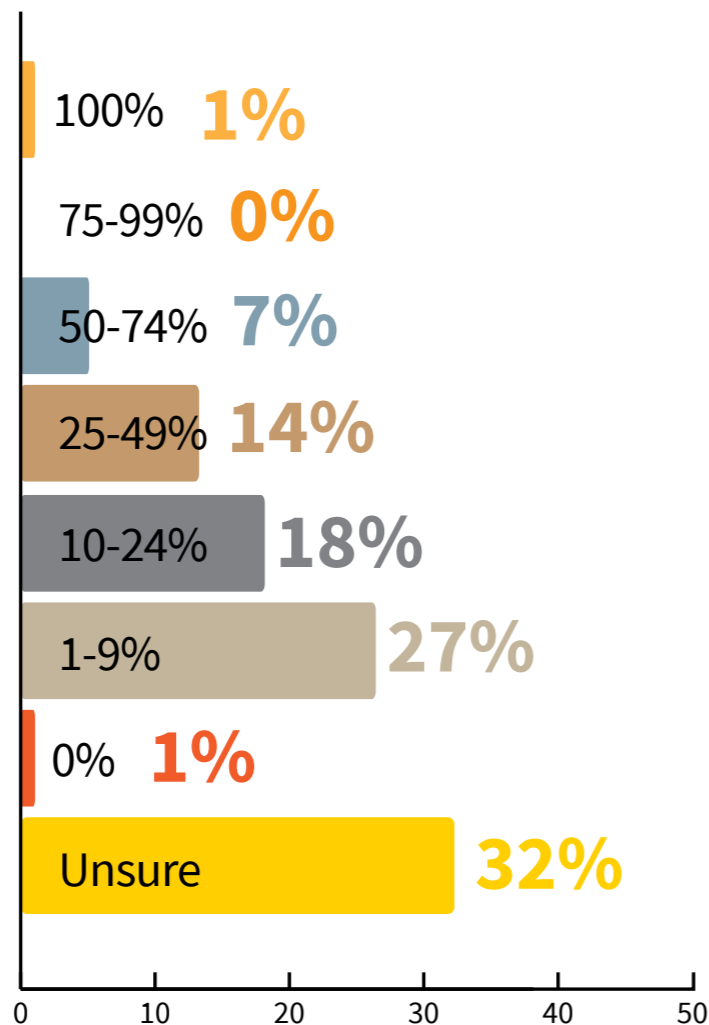
2015 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

How effective are the paid advertising methods that you use to distribute content?

Search engine marketing (SEM) is considered to be the most effective

Even though enterprise marketers use a great deal of traditional online banner advertising (74%) and print/other offline promotion (70%), they say that other forms of advertising are more effective.

Percentage of Marketing Budget Enterprise Marketers Spend on Content Marketing



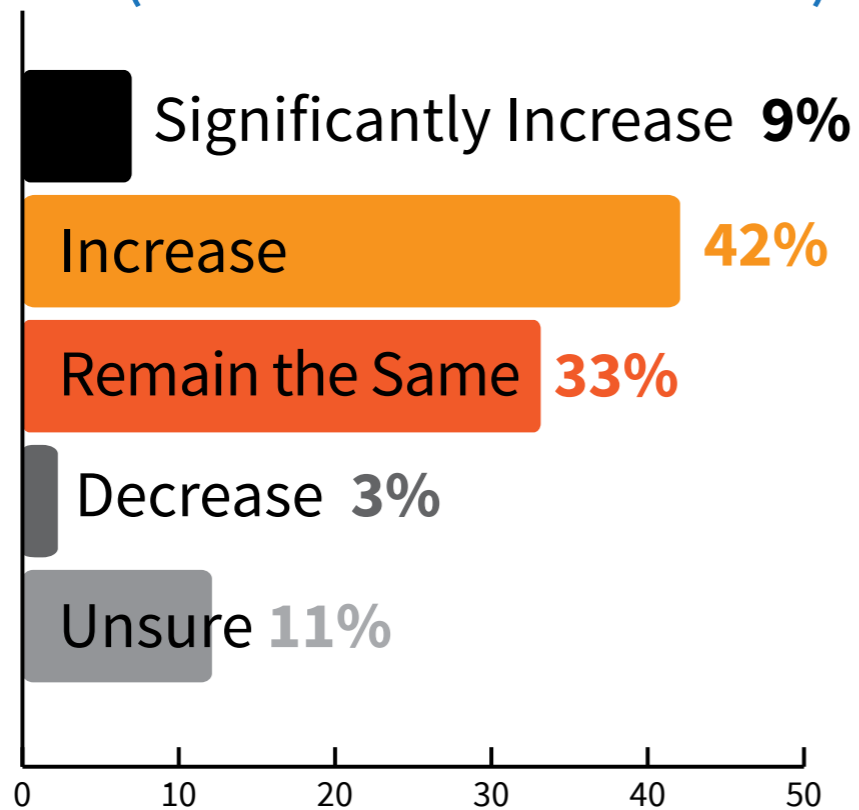
2015 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

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

The average is 23%

Last year, enterprise marketers spent an average of 25% of their budget on content marketing. B2B marketers overall spend an average of 28%.

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



2015 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

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

51% say they will increase spending

Last year, 55% of enterprise marketers said they would increase spending. 55% of B2B marketers overall plan to increase spending.

With regard to content marketing, how challenged are you with each of the following?

Measuring content effectiveness is the most often cited challenge

	Enterprise Marketers	Overall Sample of B2B Marketers
■ Measuring Content Effectiveness	65%	49%
■ Lack of Integration Across Marketing.....	61%	30%
■ Producing Engaging Content.....	58%	54%
■ Gaps in Knowledge and Skills of Internal Team	49%	34%
■ Producing Content Consistently	49%	50%
■ Lack of Buy-in/Vision from Higher-Ups.....	47%	29%
■ Lack of Budget.....	46%	41%
■ Producing a Variety of Content.....	44%	42%
■ Finding Trained Content Marketing Professionals	39%	32%
■ Technology-related Challenges.....	32%	20%

Measuring content effectiveness is the biggest challenge for enterprise marketers, including the most effective and those who have a documented content marketing strategy.

2015 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Which content marketing initiatives are you working on?

89% are focused on creating more engaging, higher-quality content over the next 12 months

New this year, we presented marketers with a list of 28 initiatives. We asked them to select one of three options for each: working on now, plan to begin working on within 12 months, and not a priority.

Enterprise marketers are working on an average of 13 initiatives, and plan to begin working on 8 more, on average, over the next 12 months.

The highest percentages of enterprise marketers are presently working on:

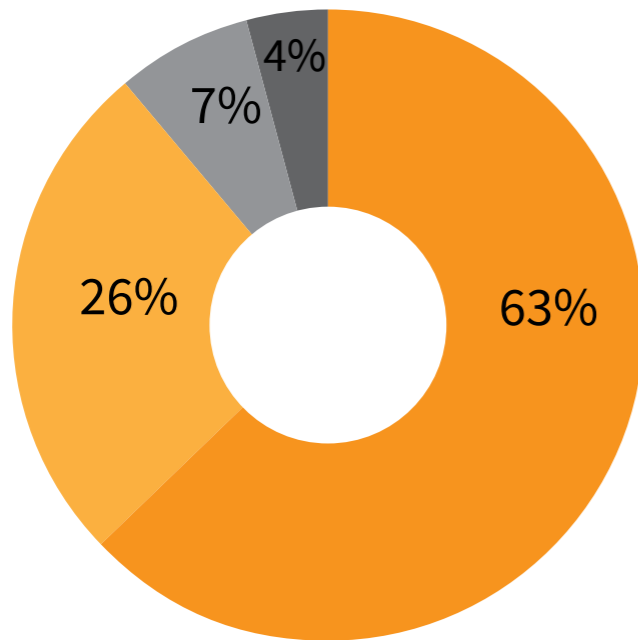
- Organizing content on website: 65%
- Better understanding of audience: 63%
- Creating more engaging/higher-quality content: 63%
- Creating visual content: 63%
- Finding more/better ways to repurpose content: 62%

As for which they plan to begin working on within 12 months, the highest percentages selected:

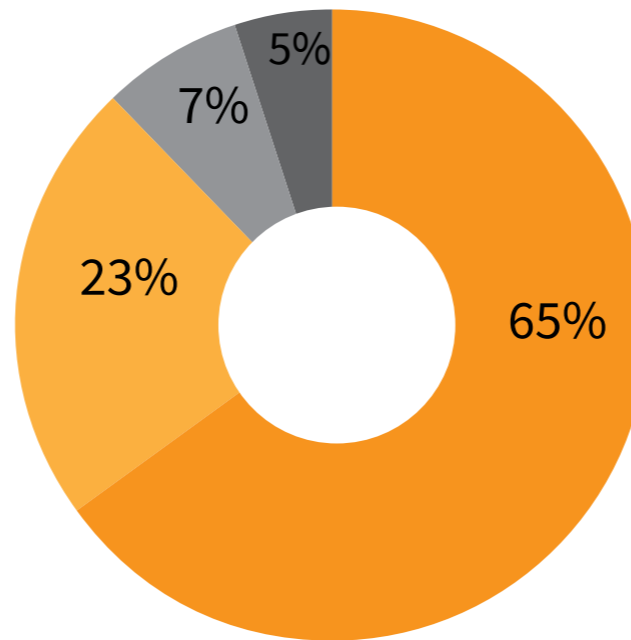
- Measuring content marketing ROI: 40%
- Content personalization: 39%
- Developing a documented content marketing strategy: 37%
- Better understanding of what content is effective—and what isn't: 34%
- Content curation strategies: 34%
- Progressive profiling: 34%

The initiatives appearing on the following pages are the 10 that received the highest combined percentages of “working on now” and “plan to begin working on within 12 months.”

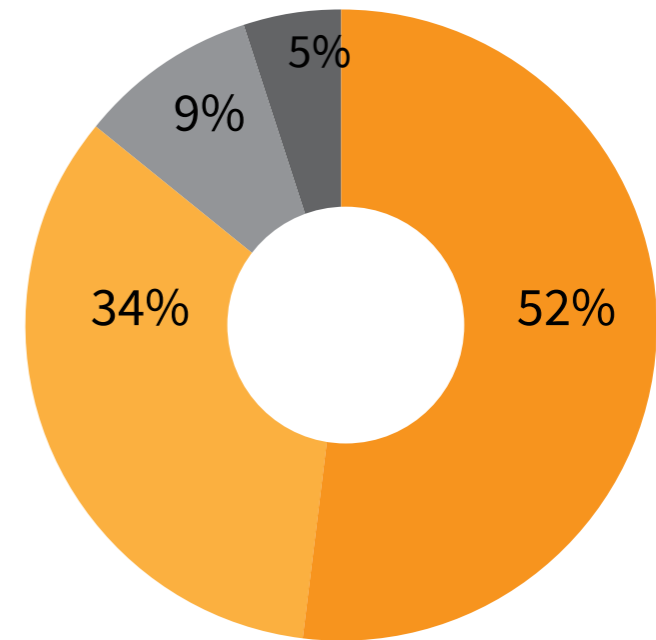
Creating More Engaging/Higher-Quality Content



Organizing Content on Website



Better Understanding of What Content is Effective—and What Isn't

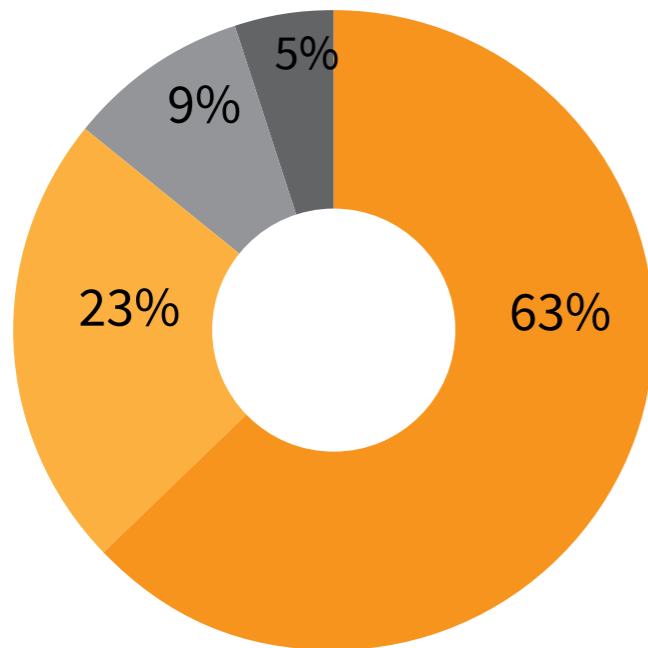


Now Within 12 Months Not a Priority No Answer

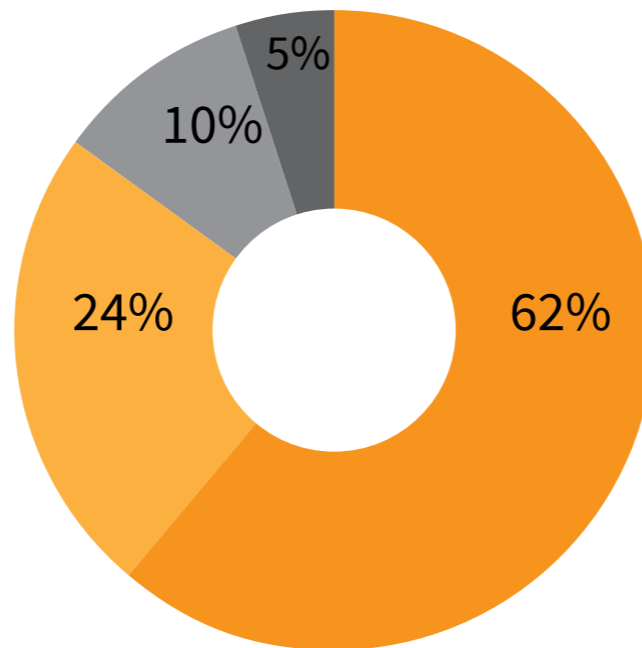
2015 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs



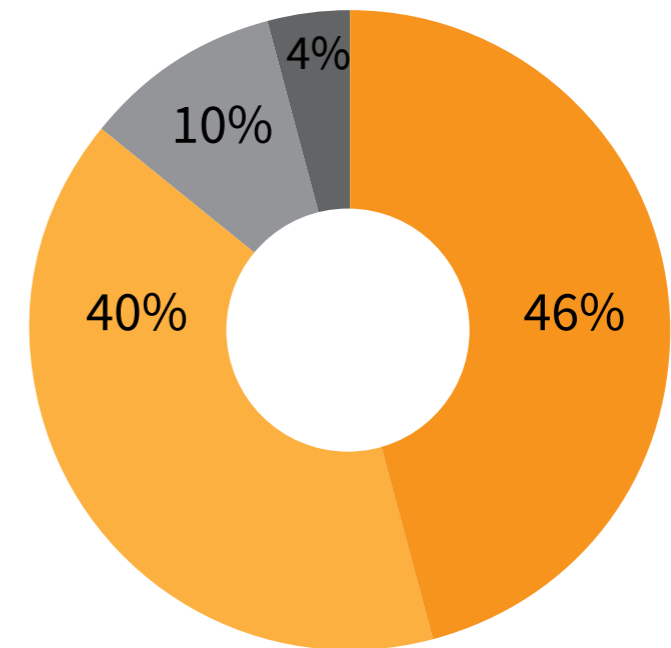
Creating Visual Content



Finding More/Better Ways to Repurpose Content



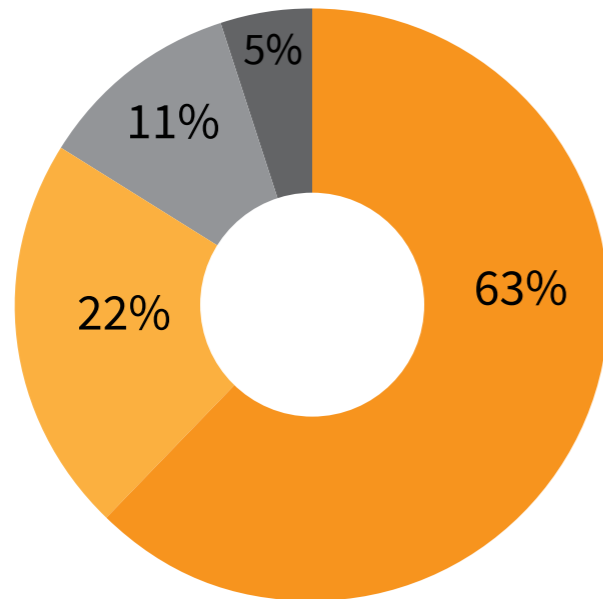
Measuring Content Marketing ROI



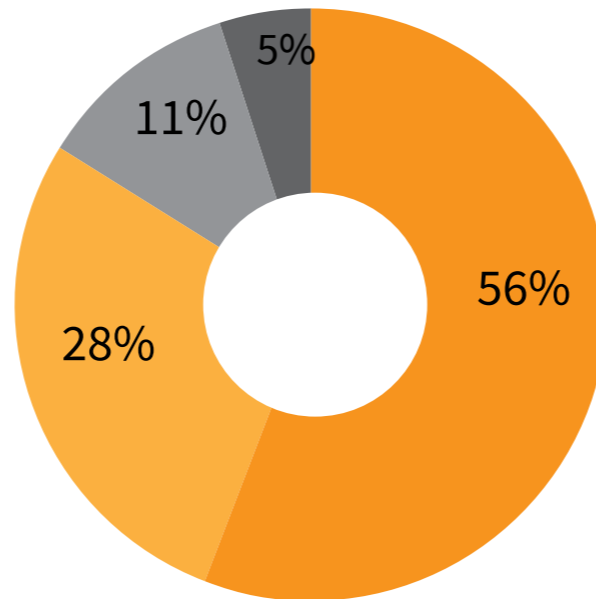
Now Within 12 Months Not a Priority No Answer

2015 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

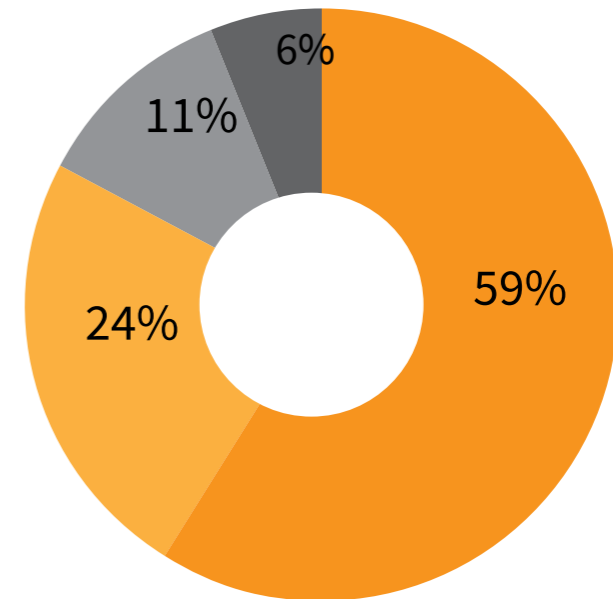
Better Understanding of Audience



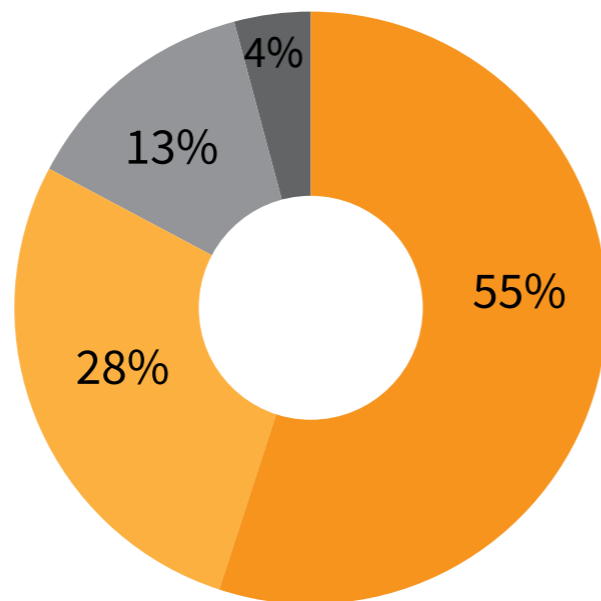
Optimizing Content



Better at Converting Website Visitors



Better Internal Communications/Collaboration



2015 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Differences Between B2B Enterprise Marketers and B2B Marketers Overall

	Enterprise Marketers	Overall Sample of B2B Marketers
■ Uses content marketing.....	88%	86%
■ Considers organization to be effective at content marketing.....	28%	38%
■ Has a documented content marketing strategy.....	31%	35%
■ Has a content marketing strategy, but it's not documented	42%	48%
■ Does not have a content marketing strategy.....	20%	14%
■ Has a dedicated content marketing group	49%	47%
■ Is successful at tracking ROI	15%	21%
■ Average number of tactics used	16	13
■ Average number of social platforms used	6	6
■ Average number of paid advertising methods used to promote/distribute content	4	3
■ Publishes new content daily or multiple times per week.....	44%	42%
■ Percentage of total budget allocated to content marketing.....	23%	28%
■ Plan to increase content marketing spend over next 12 months.....	51%	55%
■ Average number of initiatives working on now	14	13
■ Average number of initiatives planning to begin working on within 12 months.....	7	8

2015 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Most Effective vs. Least Effective B2B Enterprise Marketers

	Most Effective, Enterprise	Total Sample, Enterprise	Least Effective, Enterprise
■ Has a documented content marketing strategy	57%	31%	11%
■ Has a content marketing strategy, but it's not documented	37%	42%	34%
■ Does not have a content marketing strategy	1%	20%	49%
■ Has a dedicated content marketing group	82%	49%	23%
■ Is successful at tracking ROI	35%	15%	3%
■ Average number of tactics used	17	16	14
■ Average number of social platforms used	7	6	5
■ Average number of paid advertising methods used to promote/distribute content.....	4	4	4
■ Publishes new content daily or multiple times per week	54%	44%	28%
■ Percentage of total budget allocated to content marketing.....	31%	23%	14%
■ Plan to increase content marketing spend over next 12 months	45%	51%	48%
■ Average number of initiatives working on now	15	13	11
■ Average number of initiatives planning to begin working on within 12 months	7	8	10

Chart term definitions: A “best-in-class” content marketer (aka “most effective”) is one who rates his or her organization a 4 or 5 in terms of effectiveness on a scale of 1 to 5, with 5 being “Very Effective” and 1 being “Not at all Effective.” Those who rate themselves 1 or 2 are the “least effective.” The numbers under “total sample” represent total enterprise respondents.

2015 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

B2B Enterprise Marketers: Documented vs. Verbal or No Content Marketing Strategy

	Documented Strategy	Verbal Strategy	No Strategy
■ Considers organization to be effective at content marketing.....	51%	24%	1%
■ Content marketing strategy very closely guides efforts.....	57%	15%	N/A
■ Content marketing strategy somewhat guides efforts.....	42%	71%	N/A
■ Has a dedicated content marketing group	81%	40%	20%
■ Is successful at tracking ROI	29%	9%	4%
■ Average number of tactics used	17	15	14
■ Average number of social platforms used	7	6	5
■ Average number of paid advertising methods used to promote/distribute content.....	4	4	4
■ Publishes new content daily or multiple times per week	61%	41%	22%
■ Percentage of total budget allocated to content marketing.....	28%	23%	14%
■ Plan to increase content marketing spend over next 12 months	50%	52%	54%
■ Average number of initiatives working on now	15	13	11
■ Average number of initiatives planning to begin working on within 12 months.....	6	8	10

2015 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

DEMOGRAPHICS

B2B Enterprise Content Marketing: 2015 Benchmarks, Budgets, and Trends—North America was produced by Content Marketing Institute and sponsored by Marketo.

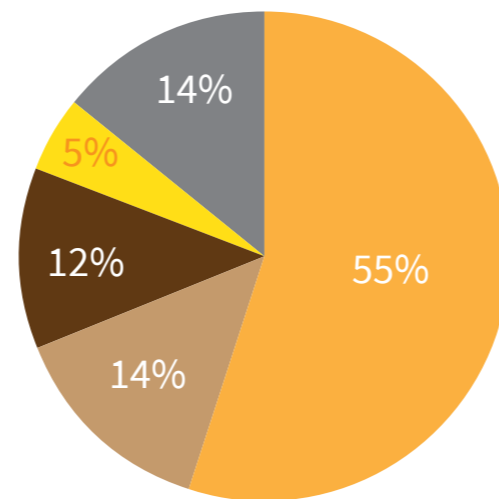
The fifth annual content marketing survey, from which the results of this report were generated, was mailed electronically to a sample of marketers using lists from Content Marketing Institute, MarketingProfs, Brightcove, Blackbaud, the Business Marketing Association (BMA), EnVeritas Group (EVG), The Association for Data-driven Marketing & Advertising (ADMA), the Direct Marketing Association UK (DMA), *Industry Week*, *New Equipment Digest*, WTWH Media, and Corporate Financial Group. A total of 5,167 recipients from around the globe—representing a full range of industries, functional areas, and company sizes—responded throughout July and August 2014.

This report presents the findings from the 395 respondents who said they were B2B enterprise marketers in North America.

Sections of this report compare the enterprise respondents with the overall sample of 1,820 B2B marketers from North America, whose responses were previously reported on in the Content Marketing Institute/MarketingProfs study, *B2B Content Marketing: 2015 Benchmarks, Budgets, and Trends—North America*.

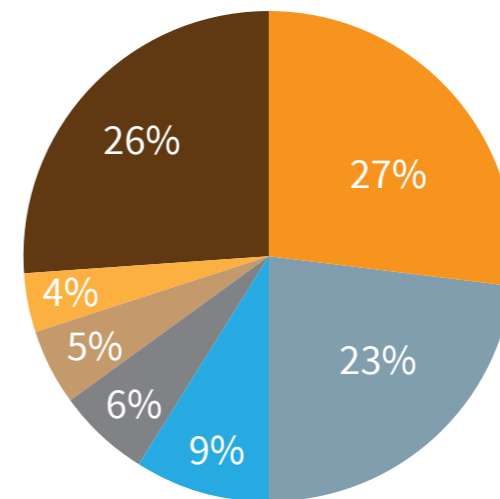
Additional reports based on the annual survey are available at www.contentmarketinginstitute.com/research. Special thanks to MarketingProfs for their assistance with the annual survey and the B2B North America and B2C North America reports.

B2B Enterprise Job Title/Function



- Marketing/Advertising/Communications/PR Management
- Marketing Administration/Support
- Content Creation/Management
- General Management (GM/VP)
- Other

Industry Classification, B2B Enterprise Companies (1,000+ employees)



- Technology
- Manufacturing
- Accounting/Banking/Financial
- Healthcare/Pharmaceutical
- Consulting
- Advertising/Communications/Marketing/PR
- Other

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, 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, 2013, and 2014 Inc. 500 company. View all 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.

To learn more about content marketing, attend Content Marketing World being held September 8-11, 2015 in Cleveland, OH.

About Marketo

Marketo (NASDAQ: MKTO) provides the leading marketing software and solutions designed to help marketers master the art and science of digital marketing. Through a unique combination of innovation and expertise, Marketo is focused solely on helping marketers keep pace in an ever-changing digital world. Spanning today's digital, social, mobile, and offline channels, Marketo's Engagement Marketing 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 400 third-party solutions through our LaunchPoint® ecosystem and over 50,000 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 Japan, Marketo serves as a strategic marketing partner to more than 3,750 large enterprises and fast-growing small companies across a wide variety of industries. For more information, visit www.marketo.com.