



# 2018 CONTENT MANAGEMENT & STRATEGY SURVEY



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# SPONSORS' MESSAGE

Contentful and Publicis.Sapient are proud sponsors of this study from Content Marketing Institute and the Intelligent Content Conference.

At **Contentful**, we believe that innovation and agility come from the right mix of people, process, and technology. Content workflows should feel empowering, not repetitive, when distributing content across channels and experiences.

But to that end, the findings in this study show that content professionals still have a large gap in technology to support their operations: half of respondents (51%) say their organization has not yet acquired the right technology to manage content across the entire organization. Furthermore, 44% rarely/never can repurpose their content without major human intervention. This all speaks to the fact that content is still siloed across teams and channels, across multiple Content Management Systems (CMS) — or worse, manual processes.

How are innovative companies solving this? By thinking beyond the CMS box, to something more flexible: content infrastructure. It provides the missing layer of your digital/martech stack. A purpose-built platform like SendGrid for email, or Twilio for SMS and voice, content infrastructure provides a fast and ubiquitous solution for content in today's modern, multi-channel world. It takes care of the heavy lifting, while your team focuses on the things that matter most to your business: creating engaging and unique digital experiences.

At **Publicis.Sapient**, we recognize the unique demands of the “swipe left” era, where customers expect marketers to be clairvoyant. Updating the modern marketing organization and transforming the client's marketing system for this new world is more than marketing in real time; it's the right marketing at the right time.

To make inroads in this new world of marketing, companies must build enterprise content solutions to maximize efficiency and value across all channels. As this study indicates, developing this capability remains a work in progress for many companies. In fact, the top anticipated content management challenge for 2018 was reported as having “enough staff skilled in content strategy.”

Publicis.Sapient helps fill this gap by providing services that start with strategy and execution plans and extend into content and social media creation and activation. The goal? To help you create a data-driven experience, optimized in the moment to convert one-way monologue to two-way dialogue and mutual customer value.



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# INTRODUCTION

Rapid changes in technology are making it more critical than ever that executive, IT, marketing, and content marketing teams work together to ensure that content flows quickly and seamlessly throughout the enterprise. The complexities involved with reaching audiences will only become more challenging in the years ahead. And yet according to our survey results:

***Content professionals are struggling to acquire/fully implement the right technologies to manage content strategically across the enterprise.***

Nevertheless, organizations that manage content strategically are seeing benefits. According to our survey, the top five are extended reach of content (57%); ability to provide the right content to the right person at the right time (50%); easier to repurpose and reuse content (48%); enhanced customer experiences due to improved interactions (45%); and improved workflow (40%).

Of these benefits, the ability to deliver relevant content at the optimal time and provide better customer experiences may be the most advantageous over time, considering the fierce competition for audience attention. When content-related procedures are automated and integrated successfully, more time can be spent on audiences versus manual tasks and outdated, time-consuming internal processes.

—CMI Research Team, May 2018

# KEY TAKEAWAYS

- **A stronger view of “content as a business asset” is necessary.** 51% of content professionals surveyed say their organization views content as a business asset – to “some degree” (versus 42% who say to “a strong degree”). Without buy-in on the value of content as an asset, companies won’t invest in the technologies and processes necessary to increase the value of content over time.

- **Many are in the early stages of using automation to strategically manage content.** 36% describe their company’s proficiency level with automation to strategically manage content as “novice” or “beginner,” which could help explain why:

*Only 12% feel successful at their current efforts to strategically manage content.*

- **The majority lack the right technology to manage content across the organization.** 51% say their company has not acquired the right technology to manage content. Another 35% say they have the technology, but are not using it to its potential.

- **Education is needed on how to scale strategy and better use technology to manage content.**

Respondents cite their top-tier content management educational needs as:

- ▶ How to build a scalable content strategy (54%)
- ▶ How to better use technology to manage content as a business asset (53%).

- **Finding talent is a challenge.** Respondents say their biggest content management challenge in 2018 is finding staff skilled in content strategy (61%).

# METHODOLOGY/DEMOGRAPHICS

To better understand how content professionals are managing content strategy, Content Marketing Institute (CMI) surveyed all subscribers of the CMI Content Strategy Newsletter, as well as a portion of the broader CMI subscriber list, representing primarily North American organizations.

The CMI Content Strategy Newsletter recipients represented all organizational size classifications. The random names from the broader CMI list consisted of subscribers in the enterprise (1,000+ employees) and SMB (100 to 999 employees) organizational size classifications.

CMI's research team designed and programmed the online survey and performed the data analysis.

Invitations to participate were emailed during February and March 2018. By March 12, 2018, 161 usable surveys had been returned by respondents. Ninety-nine percent are involved with some aspect of strategic content management\* in their organization.

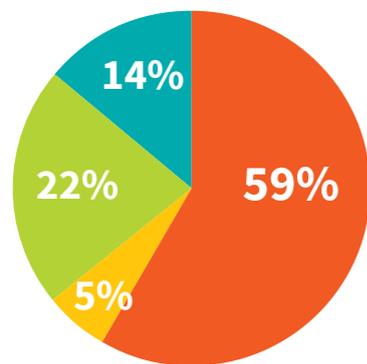
To encourage prompt response and optimize the response rate, a random drawing was held for two \$50 Amazon gift cards; a link was included in the invitation to route respondents directly to the online survey; and the invitation and survey were branded with the CMI name and logo to capitalize on affinity for the brand.

# METHODOLOGY/DEMOGRAPHICS

*\*The survey defined content management as a strategic approach to content where your organization sets up its processes, people, and technology to better scale and deliver content with the intent to improve the overall customer experience.*

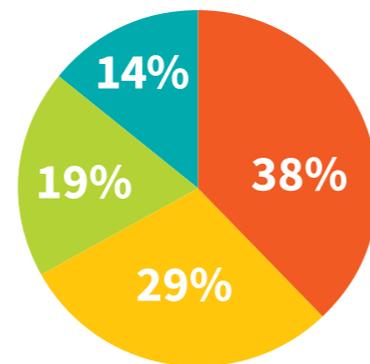
**Note:** Any comparisons to last year's survey findings should be done carefully due to changes to some of the questions and differences in the respondent profiles.

Nature of Organization



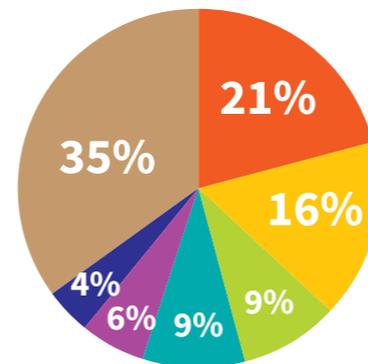
- For-profit B2B
- For-profit B2C
- For-profit B2B+B2C
- Nonprofit

Size of Organization



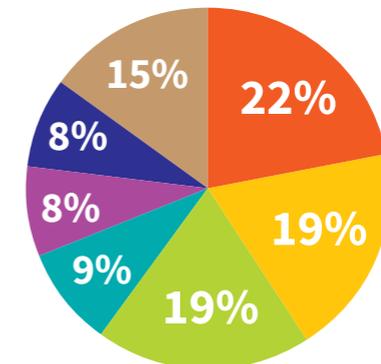
- 1,000 or more
- 100 - 999
- 10 - 99
- 1 - 9

Industry Classification



- Technology/IT/Software/Hardware
- Agency (Advertising, Digital, Content Marketing, PR, Marcom)
- Healthcare/Medical/Pharmaceuticals
- Financial Services
- Professional Services
- Manufacturing
- Other

Primary Role Related to Content



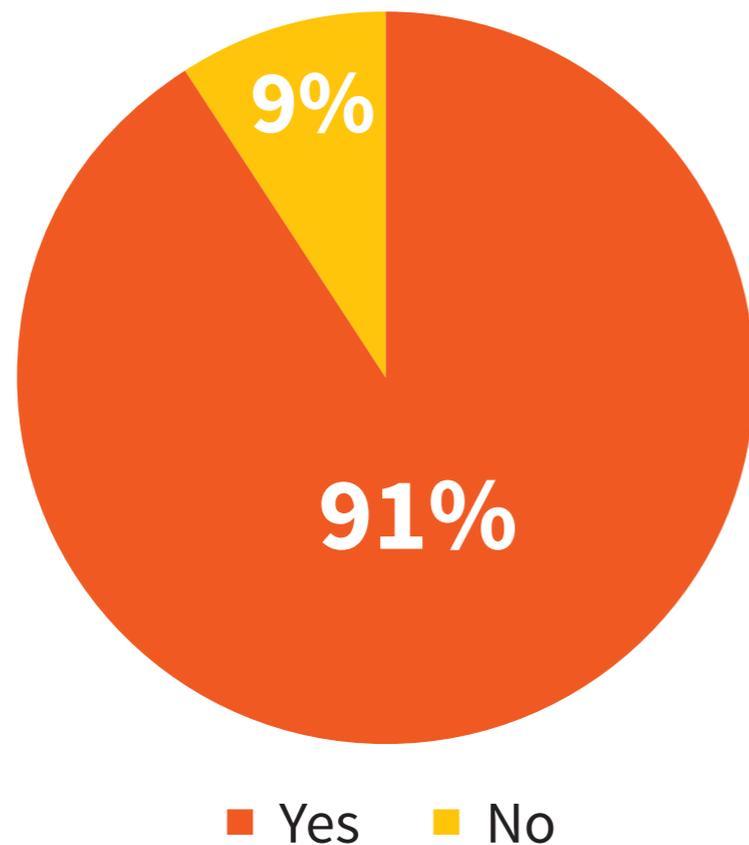
- Content marketing strategist
- Content strategist
- Communications professional
- Content marketer
- General marketer
- Content creator (e.g., writer, designer, video producer)
- Other

**Note:** 57% of respondents reported their organization is global in nature.

## CONTENT MARKETING USAGE

Does your organization use content marketing to market its products, services, or support to prospects or existing customers?

### Use of Content Marketing



Content marketing is 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.

*Base: All respondents.*

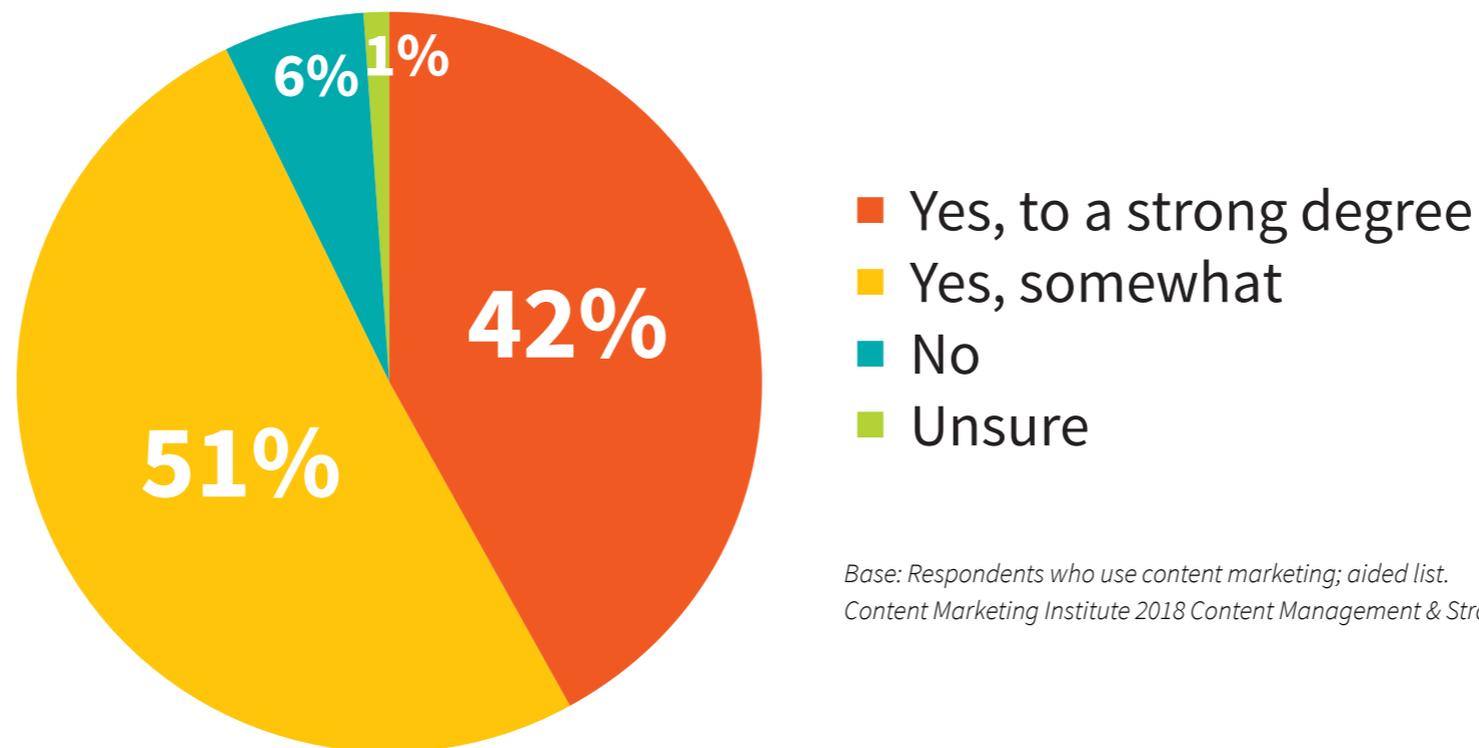
*Content Marketing Institute 2018 Content Management & Strategy Survey*



## CONTENT STRATEGY

Does your organization view content as a business asset (i.e., an asset or process where there is direct investment and a goal of increasing value over time)?

### Content Viewed as a Business Asset



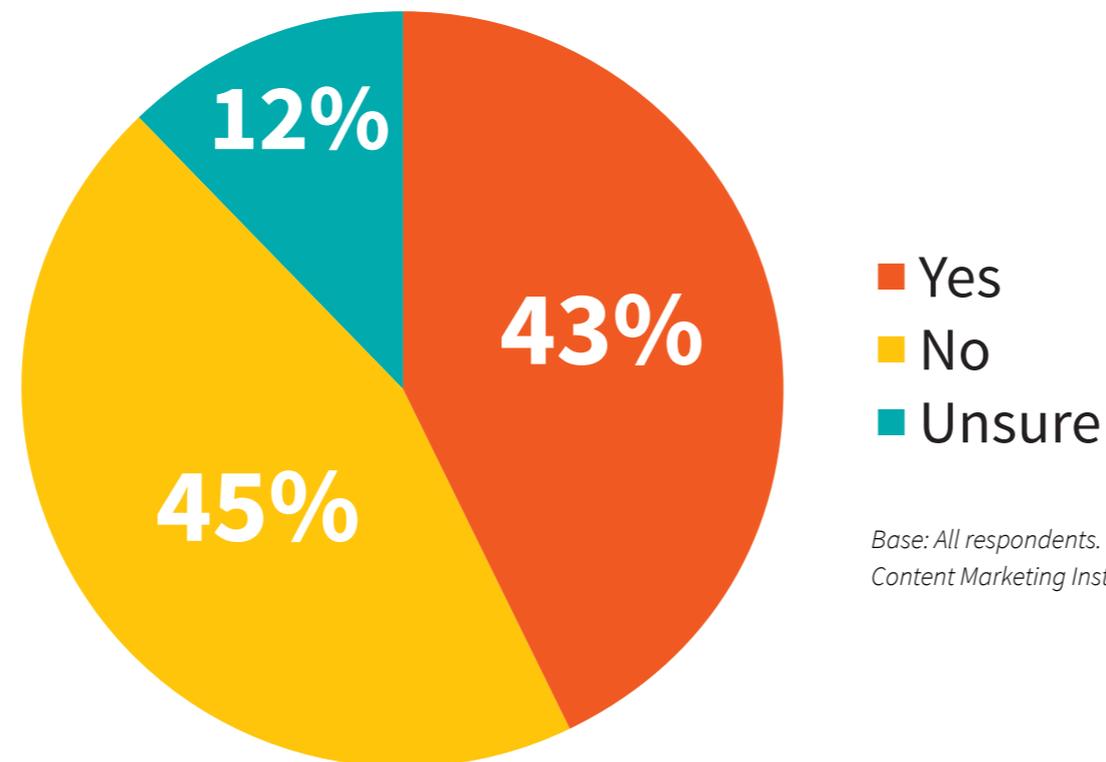
*Base: Respondents who use content marketing; aided list.  
Content Marketing Institute 2018 Content Management & Strategy Survey*



## CONTENT STRATEGY

Does your organization have a documented strategy for managing content as a business asset?

### Documented Strategy for Managing Content as a Business Asset



*Base: All respondents.  
Content Marketing Institute 2018 Content Management & Strategy Survey*



# OPINIONS ABOUT CONTENT MANAGEMENT

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

## Opinions About Content Management

Our organization is challenged with managing its content strategically.



Our organization has experienced a positive return on its investment as a result of employing a strategic approach to content management.



A strategic approach to content management enables us to deliver highly targeted, personalized messages at each stage of the buyer's journey.



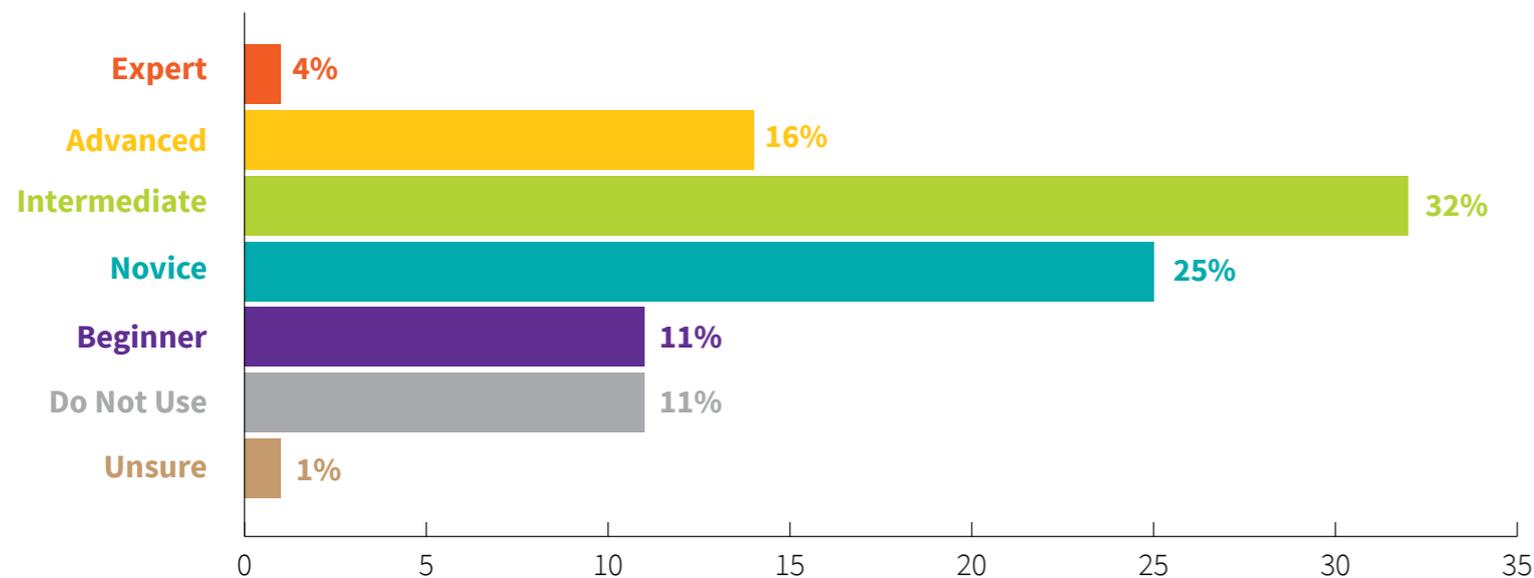
- Strongly/Somewhat Agree
- Neither Agree Nor Disagree
- Somewhat/Strongly Disagree

*Base: Respondents who use content marketing; aided list.  
Content Marketing Institute 2018 Content Management & Strategy Survey*

# DIGITAL CONTENT MANAGEMENT TECHNOLOGIES

Which of the following best describes your company's proficiency with the use of automation to strategically manage content across the entire organization?

## Proficiency at Managing Content Strategically Across the Organization



Base: Respondents who use content marketing; aided list.

Content Marketing Institute 2018 Content Management & Strategy Survey

### Expert

Content is fully automated across the business; scaling across the organization; experiencing the benefits.

### Advanced

Finding success, yet challenged with integrating automation into the business culture.

### Intermediate

Have developed a business case; becoming more adept at structuring content for automation; identified or are using a platform; seeing early success.

### Novice

Growing pains; building a team and business case for structuring content for automation, yet challenged with the changes required.

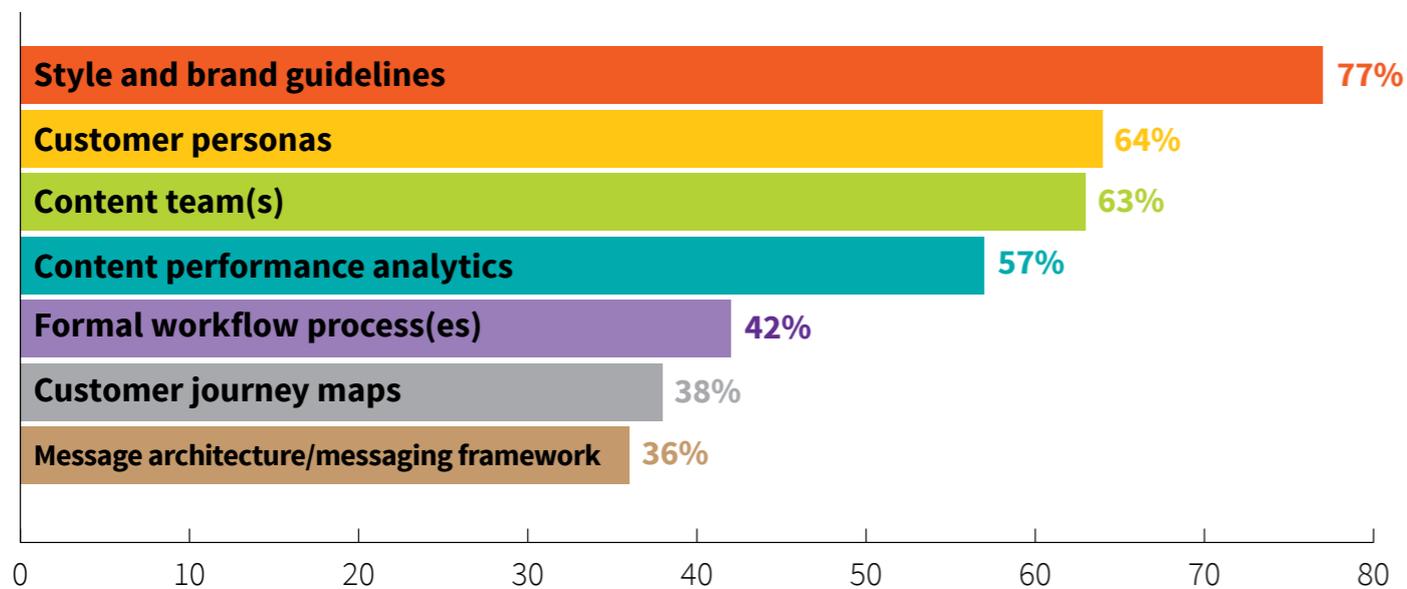
### Beginner

Starting to address aspects of managing content and/or how to use automated content, but are not yet doing so strategically.

# DIGITAL CONTENT MANAGEMENT TECHNOLOGIES

Which of the following content management processes/structures does your organization have in place?

## Content Management Processes/ Structures in Place (Top 7)



Base: Respondents who use content marketing. Aided list; multiple responses permitted.  
Content Marketing Institute 2018 Content Management & Strategy Survey

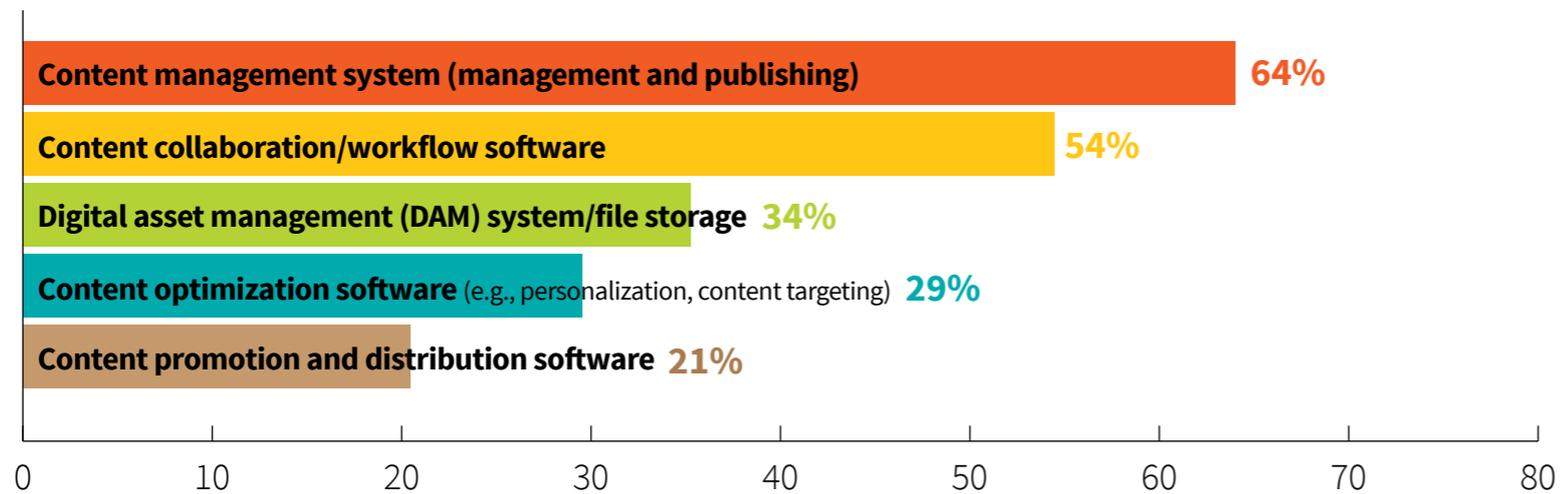
### Other processes/structures

**in place:** Structured content (i.e., predictable content that humans can read and understand and that computers can automatically process) (31%); Content Audit Report(s) (30%); Content Governance Process (29%); Content Inventory Report(s) (28%); Taxonomies (25%); User-experience (UX) Research (behavioral/attitudinal) (24%); Other (16%); and None of the Above (2%).

# DIGITAL CONTENT MANAGEMENT TECHNOLOGIES

Which of the following technologies does your organization use to manage content?

## Content Technologies in Place (Top 5)



### Other content technologies

**in place:** Chatbots (7%); Artificial Intelligence (4%); Other (24%); and None of the Above (11%).

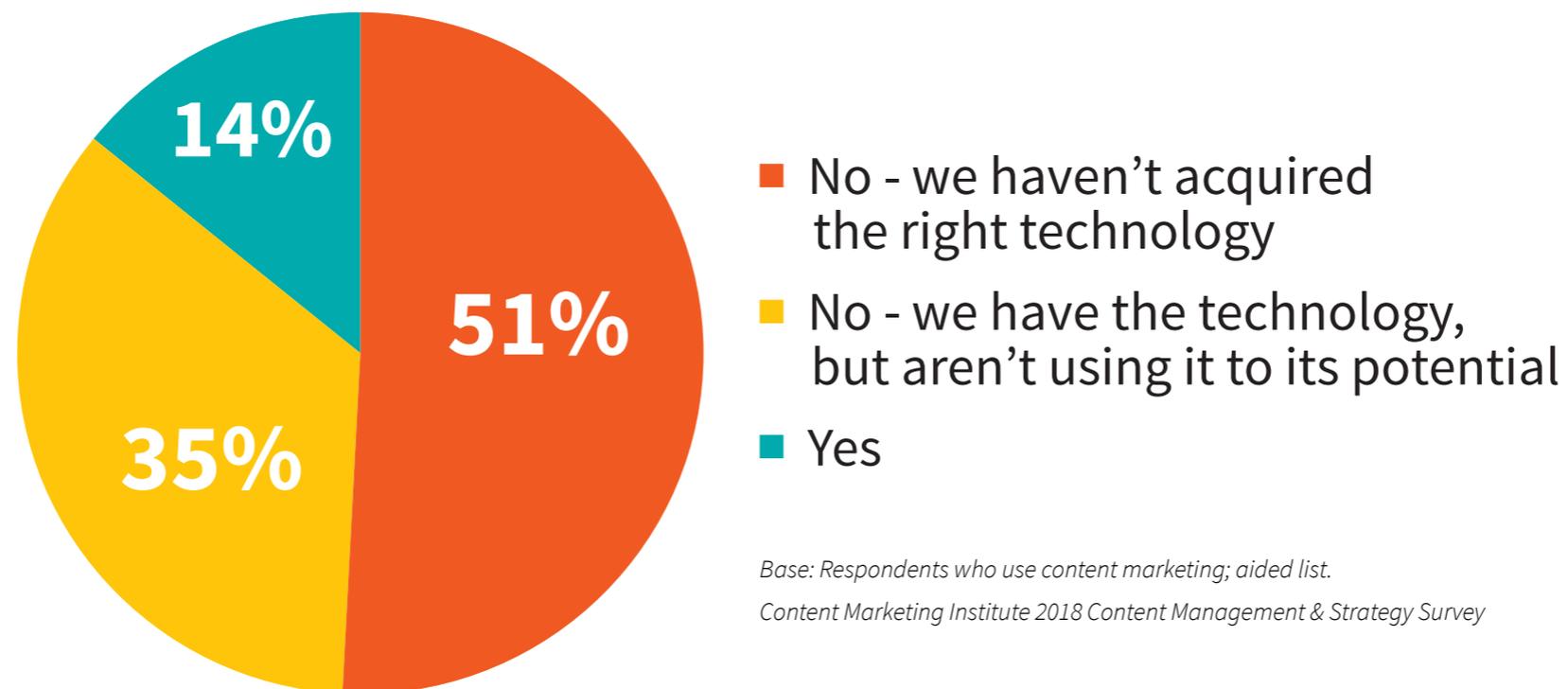
Base: Respondents who use content marketing. Aided list; multiple responses permitted.

Content Marketing Institute 2018 Content Management & Strategy Survey

# DIGITAL CONTENT MANAGEMENT TECHNOLOGIES

Do you feel your organization has the right technology in place to manage content across your entire organization?

## The Right Technology in Place to Manage Content Across the Organization



*Base: Respondents who use content marketing; aided list.*

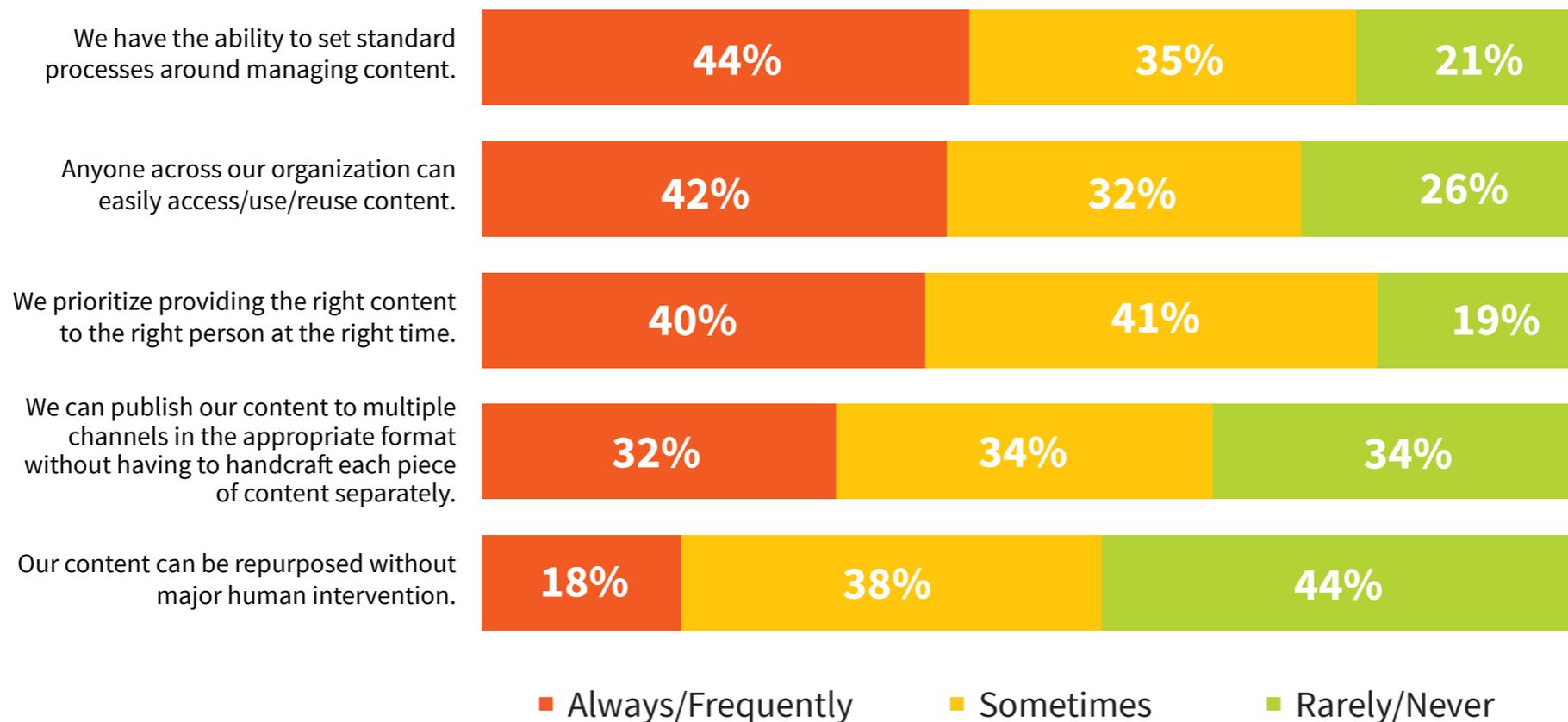
*Content Marketing Institute 2018 Content Management & Strategy Survey*



# CONTENT MANAGEMENT PROCESSES

How often do your organization's content-related processes meet each of the following conditions?

## Frequency in Which Content-Related Processes Meet Various Conditions

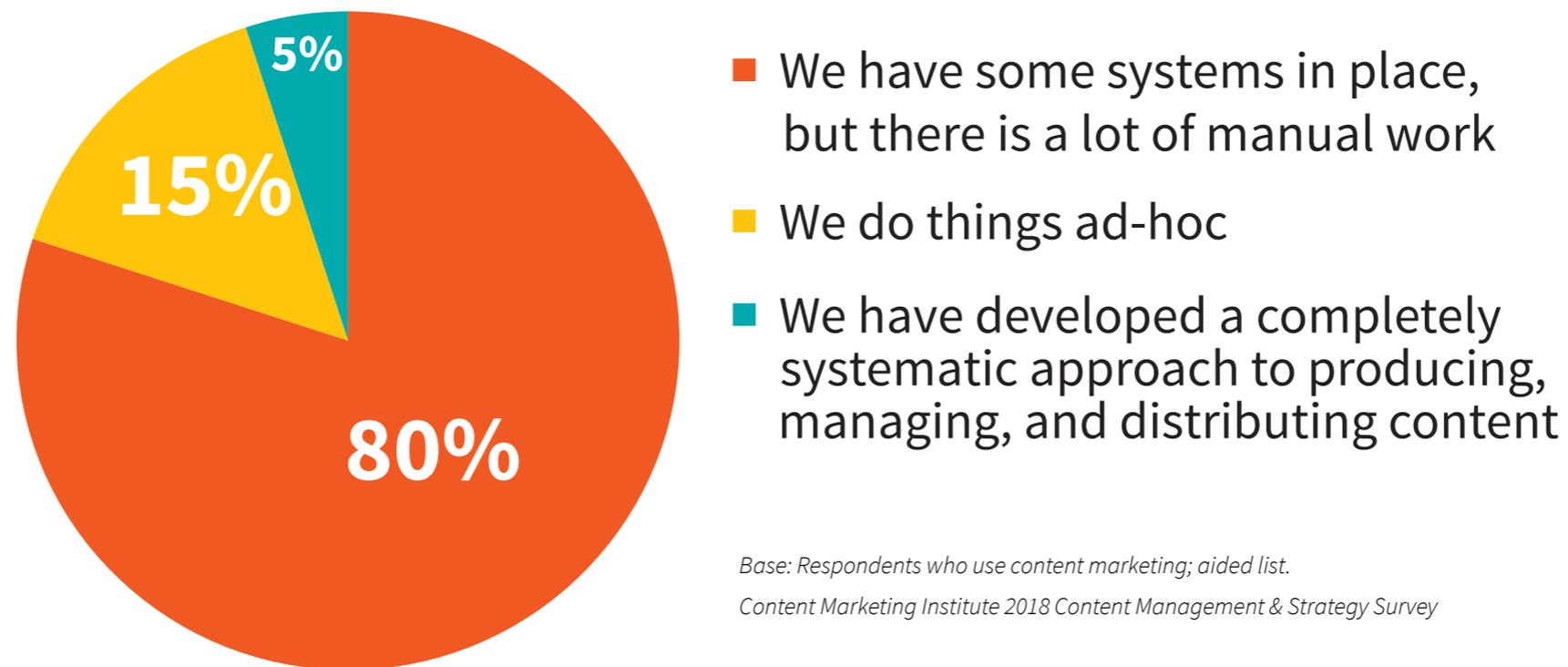


Base: Respondents who use content marketing; aided list.  
Content Marketing Institute 2018 Content Management & Strategy Survey

# CONTENT MANAGEMENT PROCESSES

How would you describe the scalability of your organization's content-related efforts?

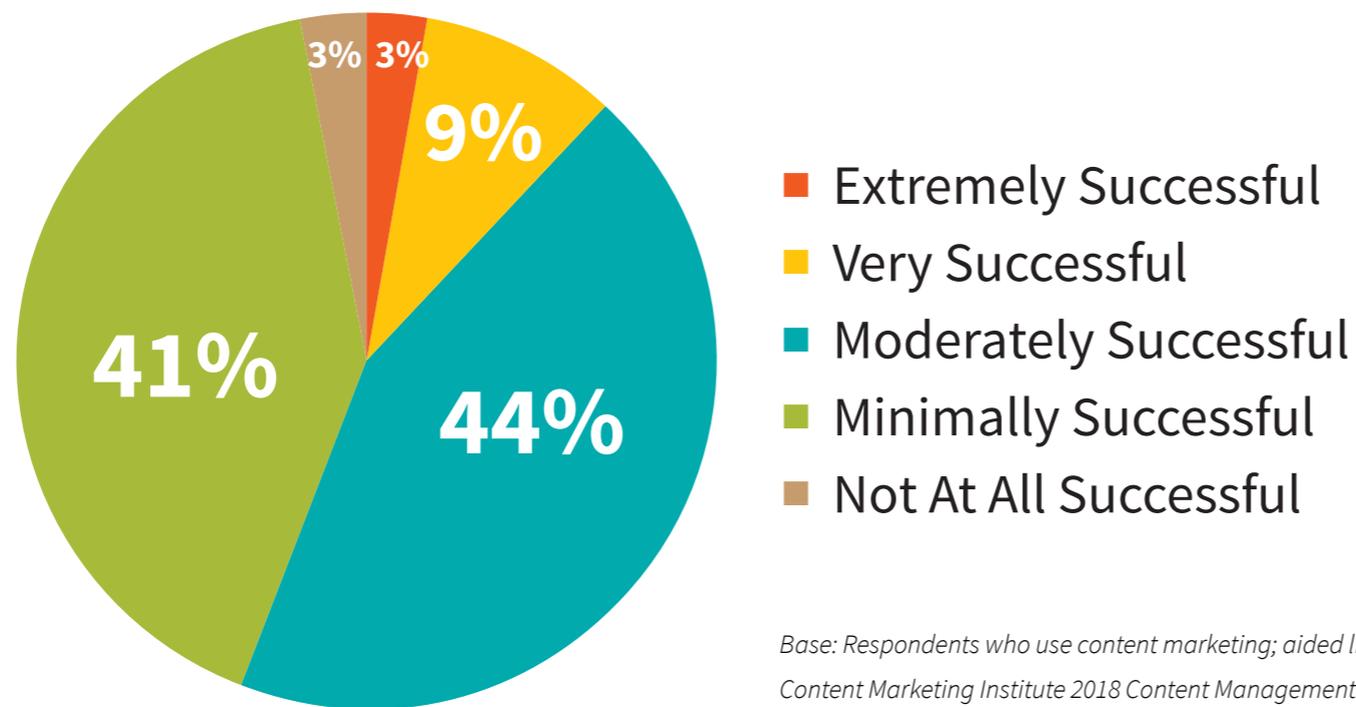
## Scalability of Content-Related Efforts



## OVERALL SUCCESS

How would you characterize the success of your company's current overall approach to strategically managing content across the organization?

### Overall Success With Strategically Managing Content Across the Organization



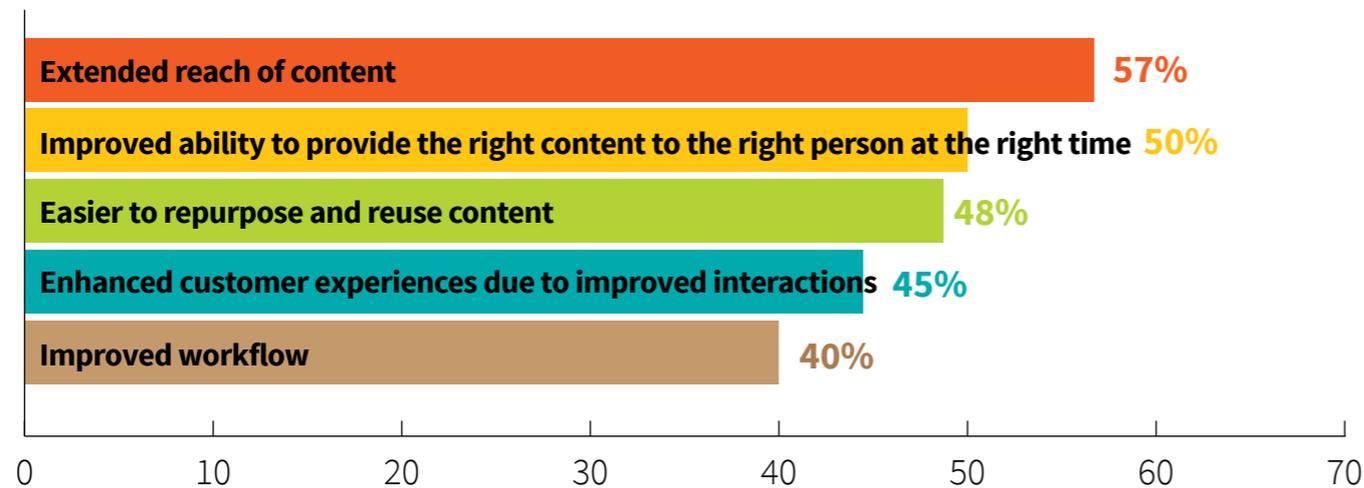
Base: Respondents who use content marketing; aided list.  
Content Marketing Institute 2018 Content Management & Strategy Survey

**Note:** The survey defined success as achieving your organization's overall desired/targeted results for its content strategy.

# BENEFITS OF STRATEGIC CONTENT MANAGEMENT

Which of the following benefits is your organization experiencing as a result of taking a strategic approach to managing content?

## Benefits of Strategic Content Management (Top 5)



Base: Respondents who use content marketing. Aided list; multiple responses permitted.  
Content Marketing Institute 2018 Content Management & Strategy Survey

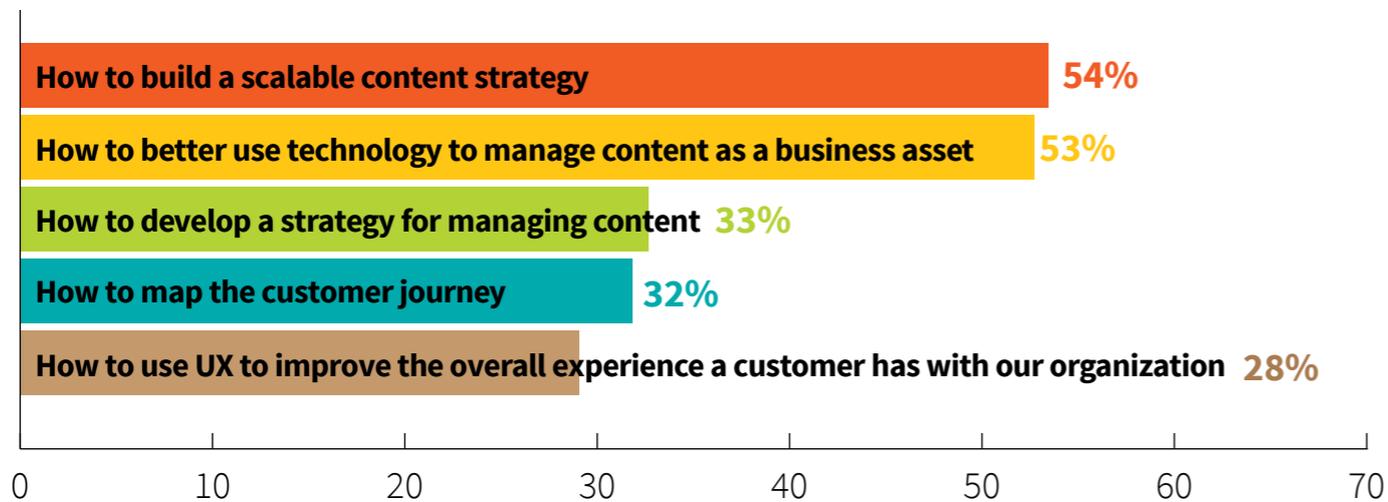
### Other benefits cited:

Fewer Manual and Repetitive Tasks (29%); Better Governance (28%); Enables Us to Scale Our Processes for Improved Efficiency (27%); Better Coordination Between Marketing Teams Across All Locations (27%); and Other (5%).

# EDUCATIONAL NEEDS

What are your three greatest educational needs regarding managing content strategically across the organization?

## Educational Needs Regarding Managing Content Strategically (Top 5)



Base: Respondents who use content marketing. Aided list; maximum of three responses permitted.  
Content Marketing Institute 2018 Content Management & Strategy Survey

**Other educational needs cited:** How to Communicate Our Vision to Upper Management (25%); How to Use/Improve Our Use of Artificial Intelligence (24%); How to Develop Workflows (13%); How to Set Up and Manage a Global Content Team (12%); and Other (8%).



# CHALLENGES

What do you anticipate will be your organization's three biggest content management challenges in 2018?

## Content Management Challenges in 2018 (Top 6)



Base: Respondents who use content marketing. Aided list; maximum of three responses permitted.  
Content Marketing Institute 2018 Content Management & Strategy Survey

### Other challenges cited:

Getting Buy-In from People in Our Organization (31%); Leveraging Content Across Different Content Management Systems (30%); Choosing the Right Technology (28%); Coordinating Efforts Globally (for Global Companies) (26%); Use of Artificial Intelligence (18%); and Other (3%).

# ABOUT

## 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. To view all research and subscribe to our emails, visit **www.contentmarketinginstitute.com**.

## About Contentful

Contentful provides content infrastructure for digital teams to power websites, apps, and devices. Unlike a CMS, Contentful was built to integrate with the modern software stack. It offers a central hub for structured content, powerful management and delivery APIs, and a customizable web app that enable developers and content creators to get their digital products to market faster. For more information, visit **www.contentful.com**.

## About Publicis.Sapient

Publicis.Sapient, the digital business transformation hub of Publicis Groupe, helps clients drive growth and evolve the way they work, in a world where consumer behavior and technology are catalyzing social and commercial change at an unprecedented pace. With 19,000 people and over 100 global offices, our expertise spanning technology, data sciences, consulting, and creative combined with our culture of innovation enables us to deliver on complex transformation initiatives. For more information, visit **www.publicis.sapient.com**.

