

2018

TECHNOLOGY CONTENT MARKETING

BENCHMARKS, BUDGETS, AND TRENDS—NORTH AMERICA



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WELCOME

Greetings Technology Marketers,

Welcome to our annual *Technology Content Marketing: Benchmarks, Budgets, and Trends—North America* report.

I'm pleased to announce the percentage of technology marketers that reported high levels of overall content marketing success increased from 24% last year to 31% this year—another 50% reported moderate success. Like last year, nearly 70% said their organization is much/somewhat more successful with content marketing compared with one year ago.

For a glimpse into how the top-performing content marketers operate, see the chart on page 4. You'll note that these marketers report high levels of commitment; document their content marketing strategy; are focused on building audiences; and are given ample time to produce content marketing results, among other distinguishing factors.

Technology is rapidly changing the processes around content marketing. We look forward to watching how things progress and reporting back to you again next year.

Yours in content,



Lisa

Murton Beets

Research Director

Content Marketing Institute

COMPARISON CHART

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

	Most Successful	All Respondents	Least Successful
Organization is extremely/very committed to content marketing	91%	67%	38%
Organization's content marketing is sophisticated/mature	80%	45%	4%
Has a documented content marketing strategy	76%	43%	14%
Measures content marketing ROI	59%	43%	26%
Percentage of total marketing budget spent on content marketing (average)	30%	24%	17%
Rates project management flow during content-creation process as excellent/very good	69%	38%	14%
Agrees that organization is focused on building audiences	95%	83%	60%
Agrees that leadership team gives ample time to produce content marketing results	88%	66%	40%
Agrees that organization values creativity and craft in content creation and production	87%	73%	49%
Agrees that organization is realistic about what content marketing can achieve	86%	63%	35%
Always/frequently prioritize providing right content to right person at right time	78%	63%	40%
Always/frequently craft content based on specific points of the buyer's journey	67%	50%	24%

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.

2018 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: Technology content marketers.

USAGE & TEAM ORGANIZATION



33% of respondents said their organization has a centralized content marketing group that works with multiple brands/product lines throughout the organization.



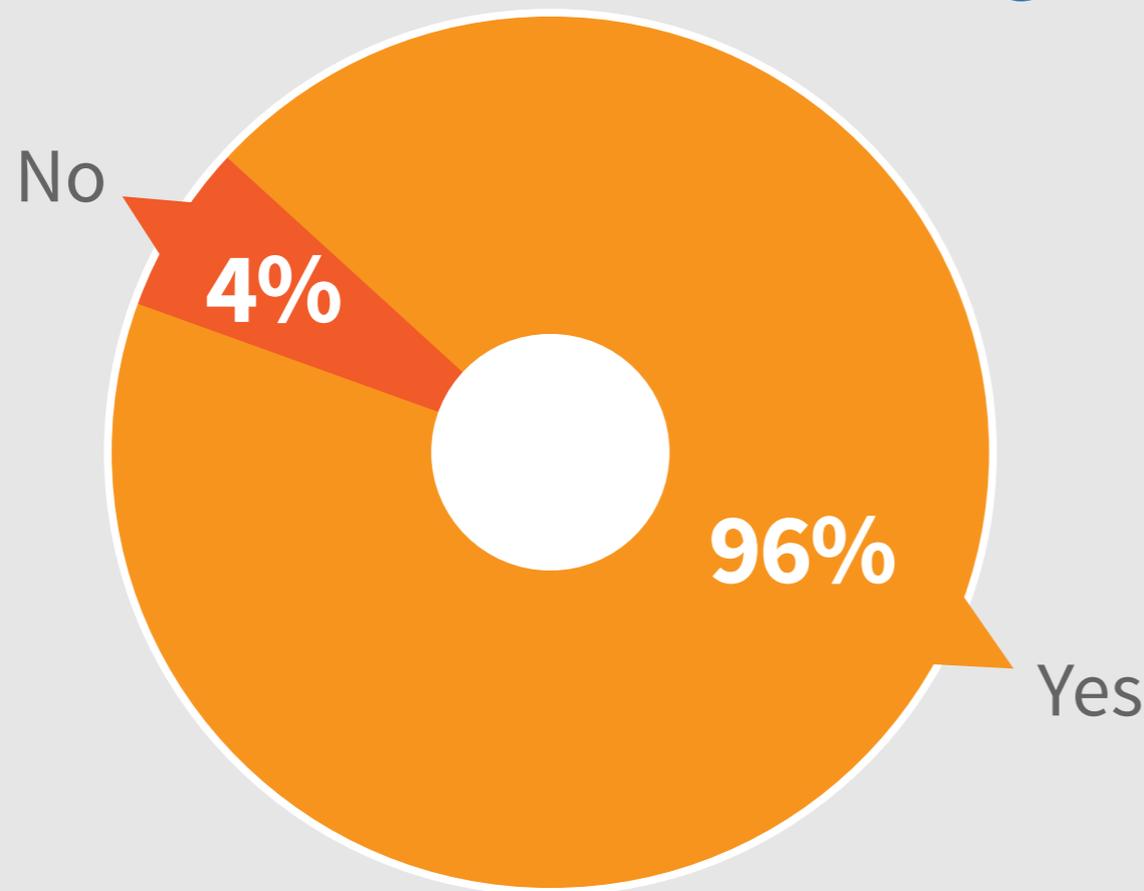
Nearly half the respondents (45%) reported their organization is in the sophisticated/mature phase of content marketing.



67% of technology marketers surveyed outsource at least one content creation activity (e.g., writing, design, video production).

Does your organization use content marketing?

Percentage of Technology Respondents Who Use Content Marketing



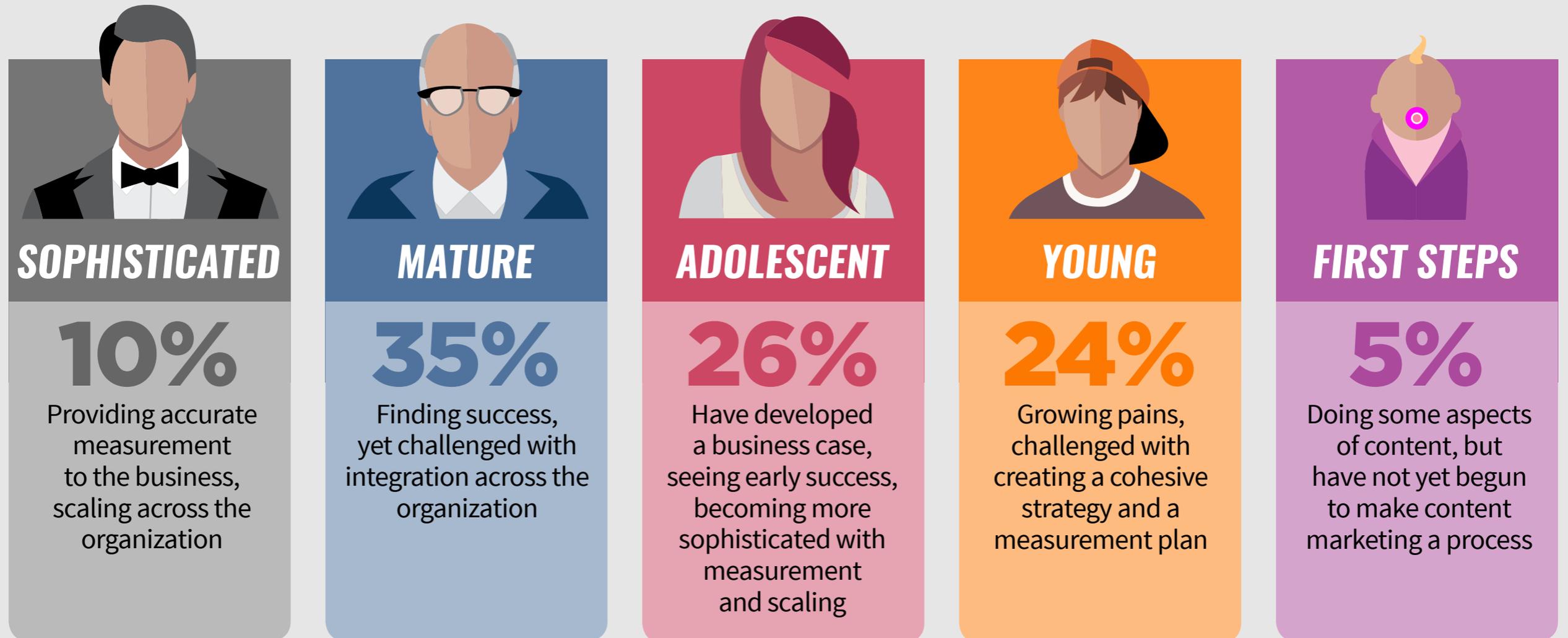
Content marketing is defined as “a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.”

Base: All Technology respondents.

2018 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

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

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



2018 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: Technology content marketers; aided list.

How is content marketing structured within your organization?

Technology Content Marketing Organizational Structure

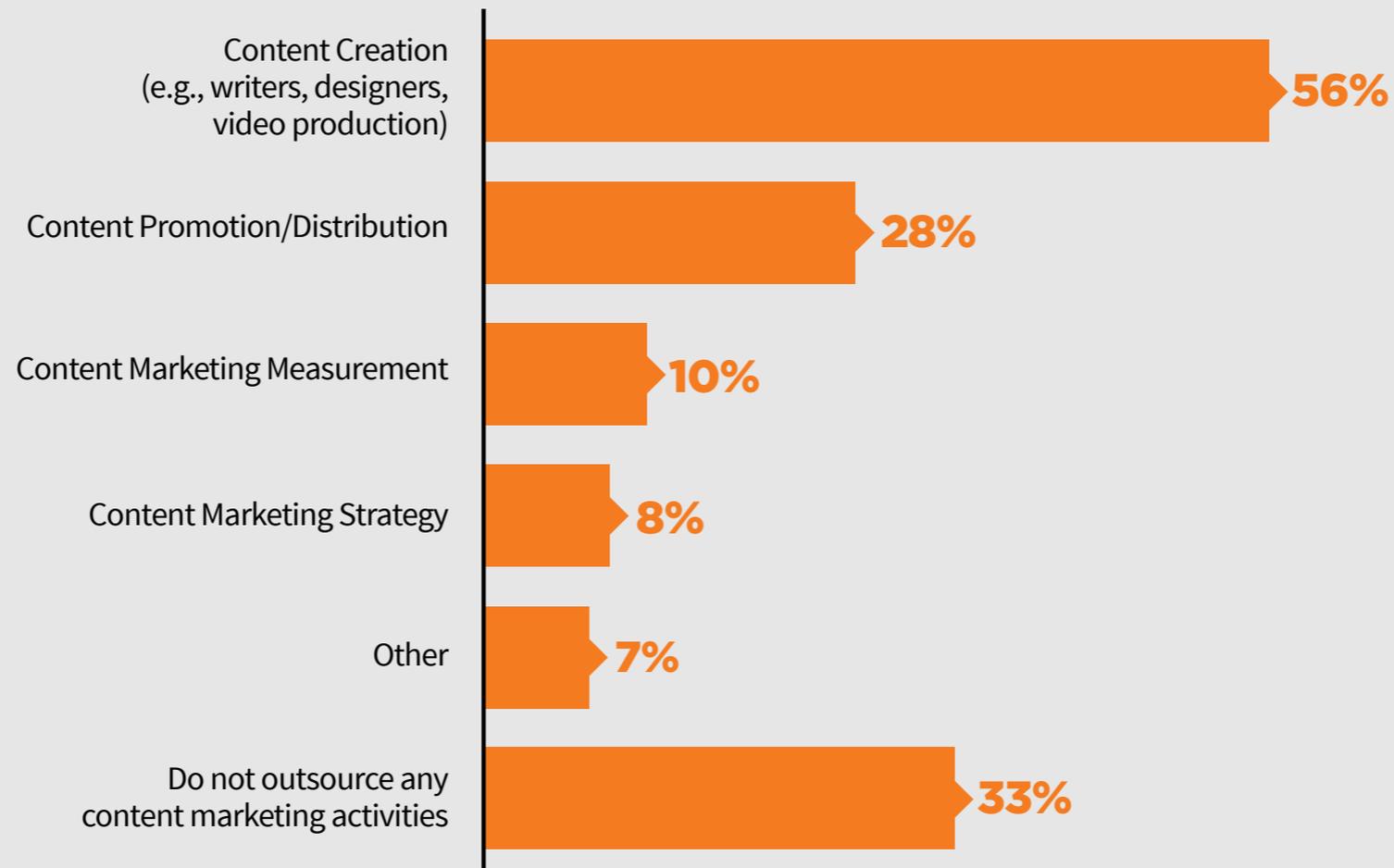


2018 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: Technology content marketers; aided list.

What content marketing activities does your organization outsource?

Content Marketing Activities Technology Marketers Outsource



Note: Approximately two out of three (67%) of respondents outsource at least one of the content marketing activities listed.

Base: Technology content marketers. Aided list; multiple responses permitted.

TECHNOLOGY CONTENT MARKETING

COMMITMENT & OVERALL SUCCESS



Like last year, nearly 70% of technology marketers indicated their organization is extremely/very committed to content marketing.



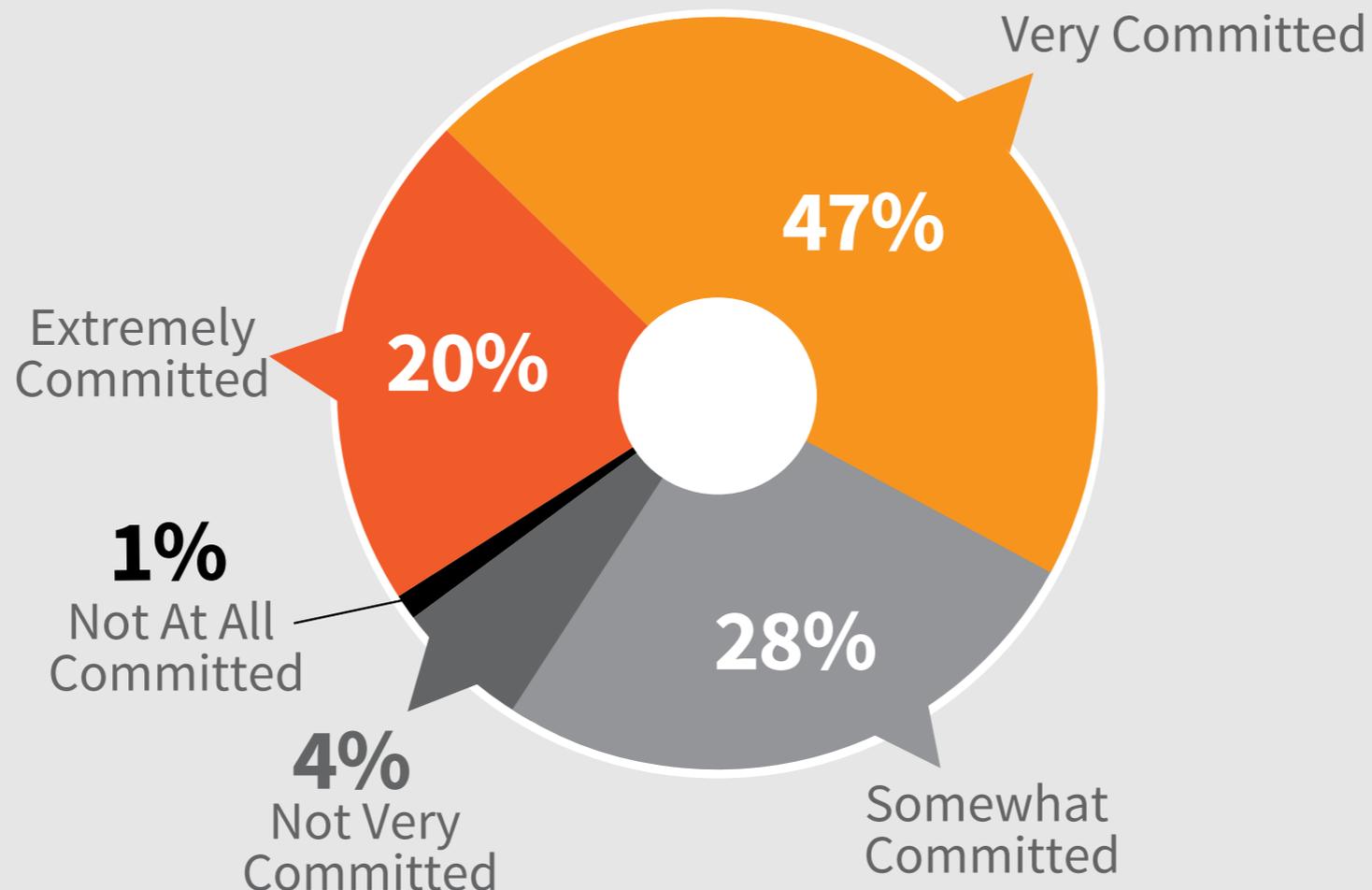
31% of respondents said their organization's overall content marketing approach is extremely/very successful, compared with 24% last year.



The percentage of technology marketers that agreed their leadership team gives them ample time to produce content marketing results increased from 51% last year to 66% this year.

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

Technology Organizations' Commitment to Content Marketing

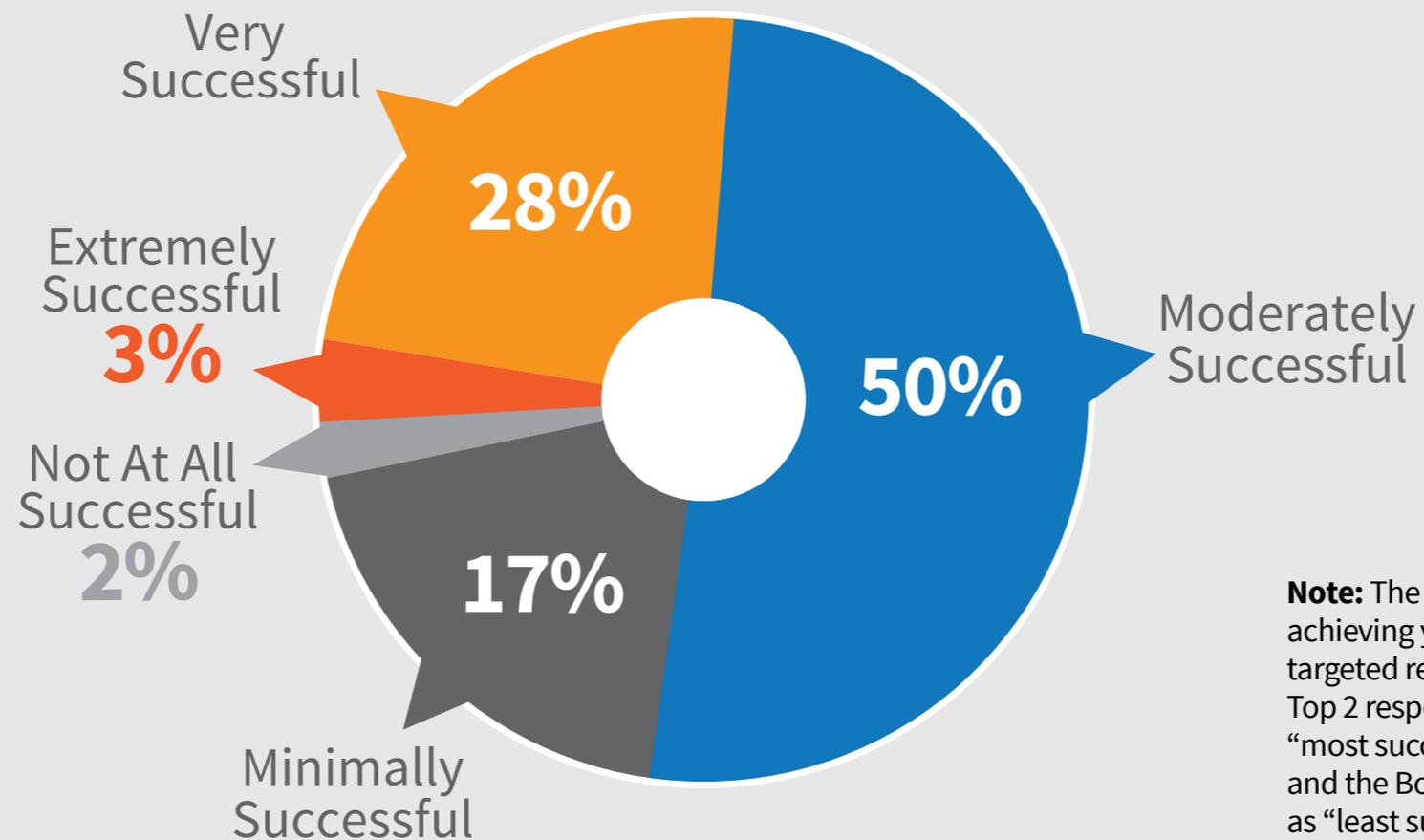


2018 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: Technology content marketers; aided list.

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

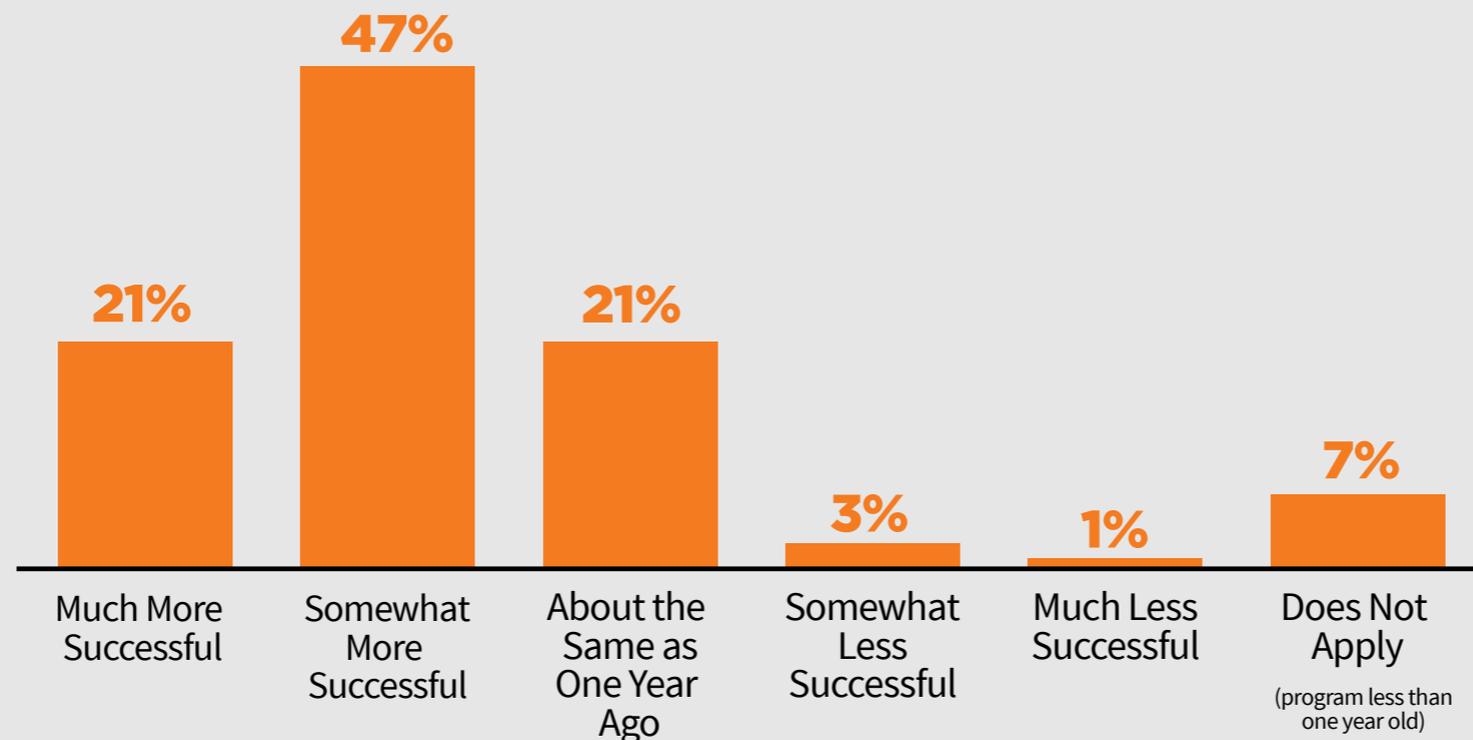
How Technology Marketers Rate the Success of Their Organization's Overall Content Marketing Approach



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."

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

How Technology Marketers Rate Their Organization's Content Marketing Success Compared With One Year Ago



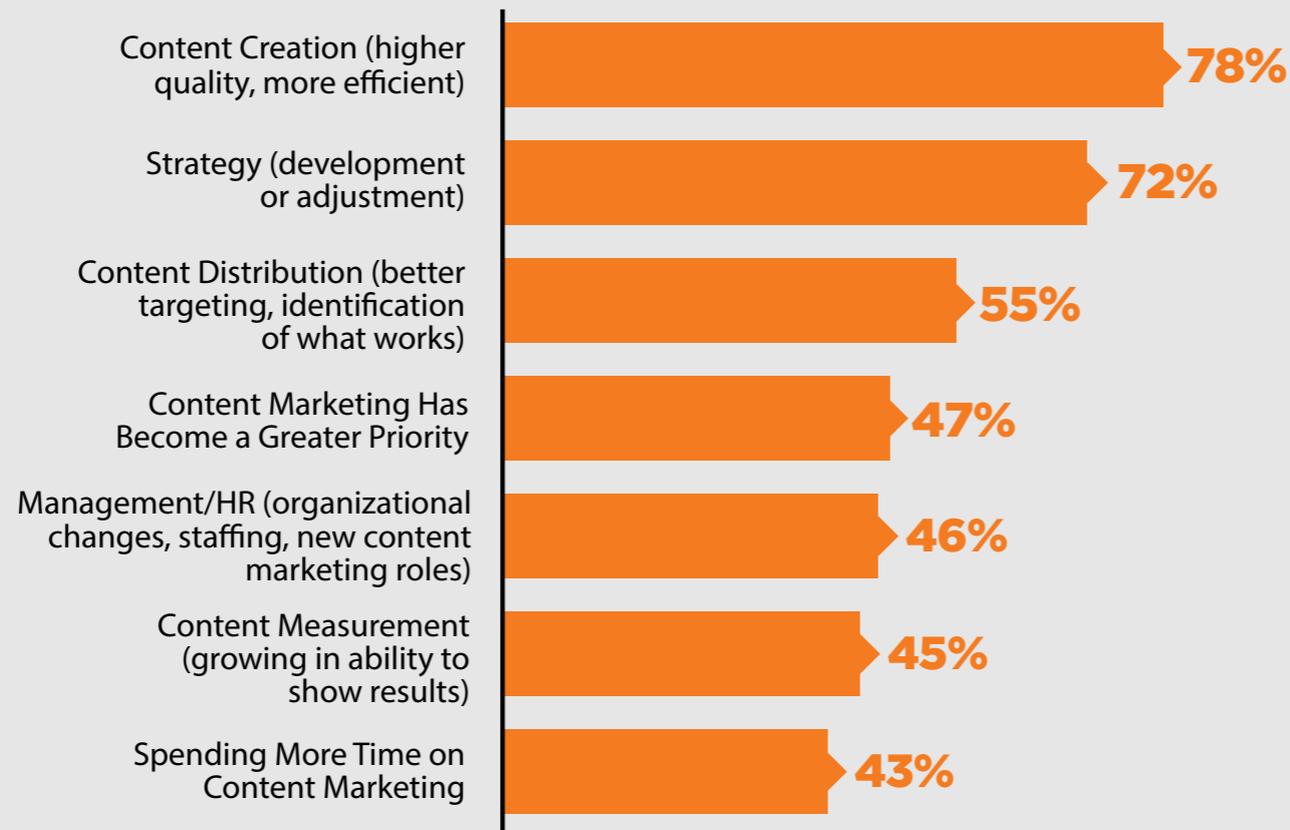
2018 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: Technology content marketers; aided list.

COMMITMENT & OVERALL SUCCESS

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

Factors Contributing to Technology Marketers' Increased Content Marketing Success Over the Last Year

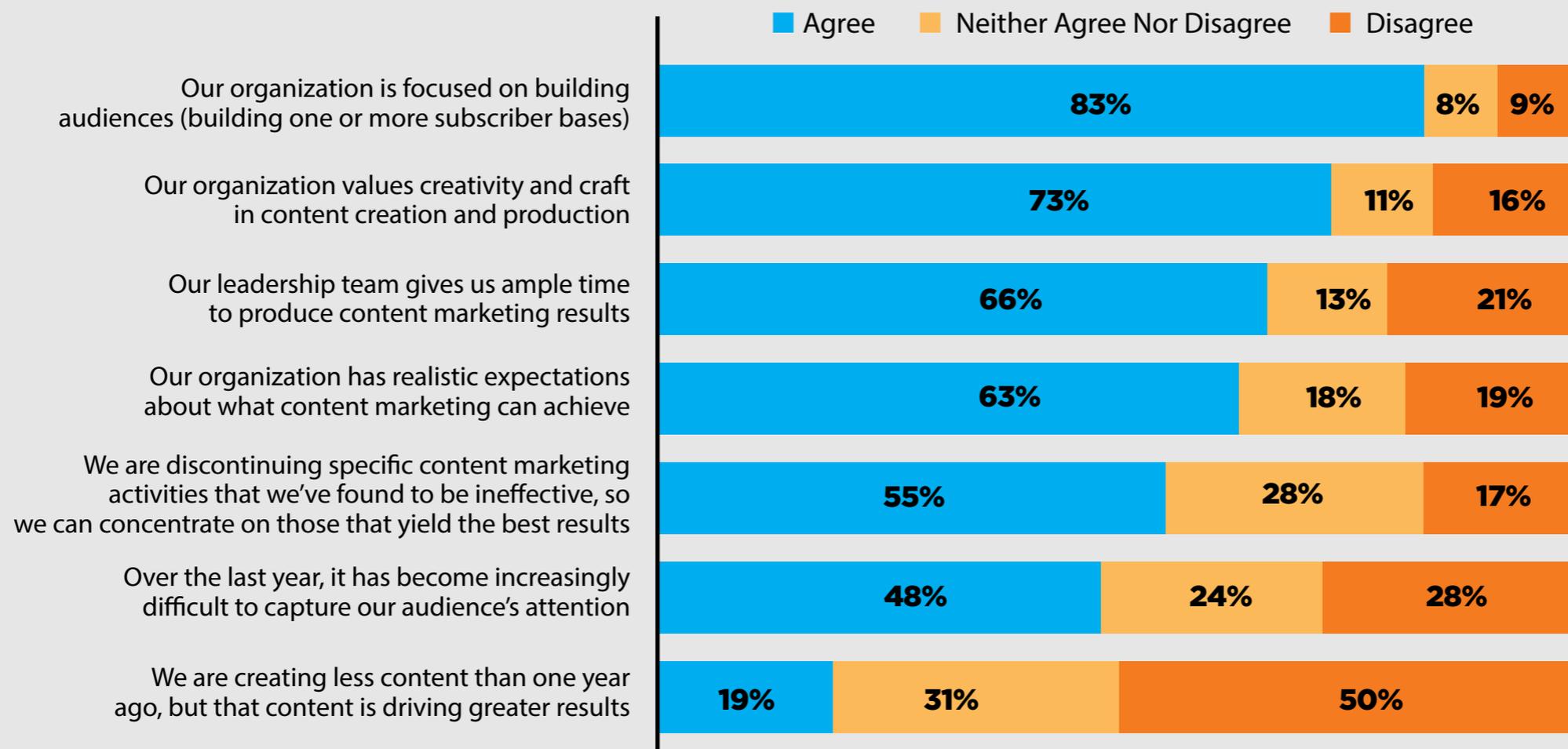


Other factors cited: Content Marketing Technologies/Tools (32%); We Have Given Our Efforts Time to Bear Fruit and Are Now Getting Results (30%); More Budget for Content Marketing (28%); Content Marketing Training/Education (15%); Changes in Our Target Audience(s) (7%); Assistance of Outside Expertise (5%); and Other (6%).

OPINIONS ABOUT CONTENT MARKETING

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

Technology Marketers' Opinions About Content Marketing



2018 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: Technology content marketers; aided list

CONTENT MARKETING STRATEGY & TECHNOLOGIES



The percentage of respondents that reported their organization has a documented content marketing strategy is nearly the same as last year (43% vs. 42%).



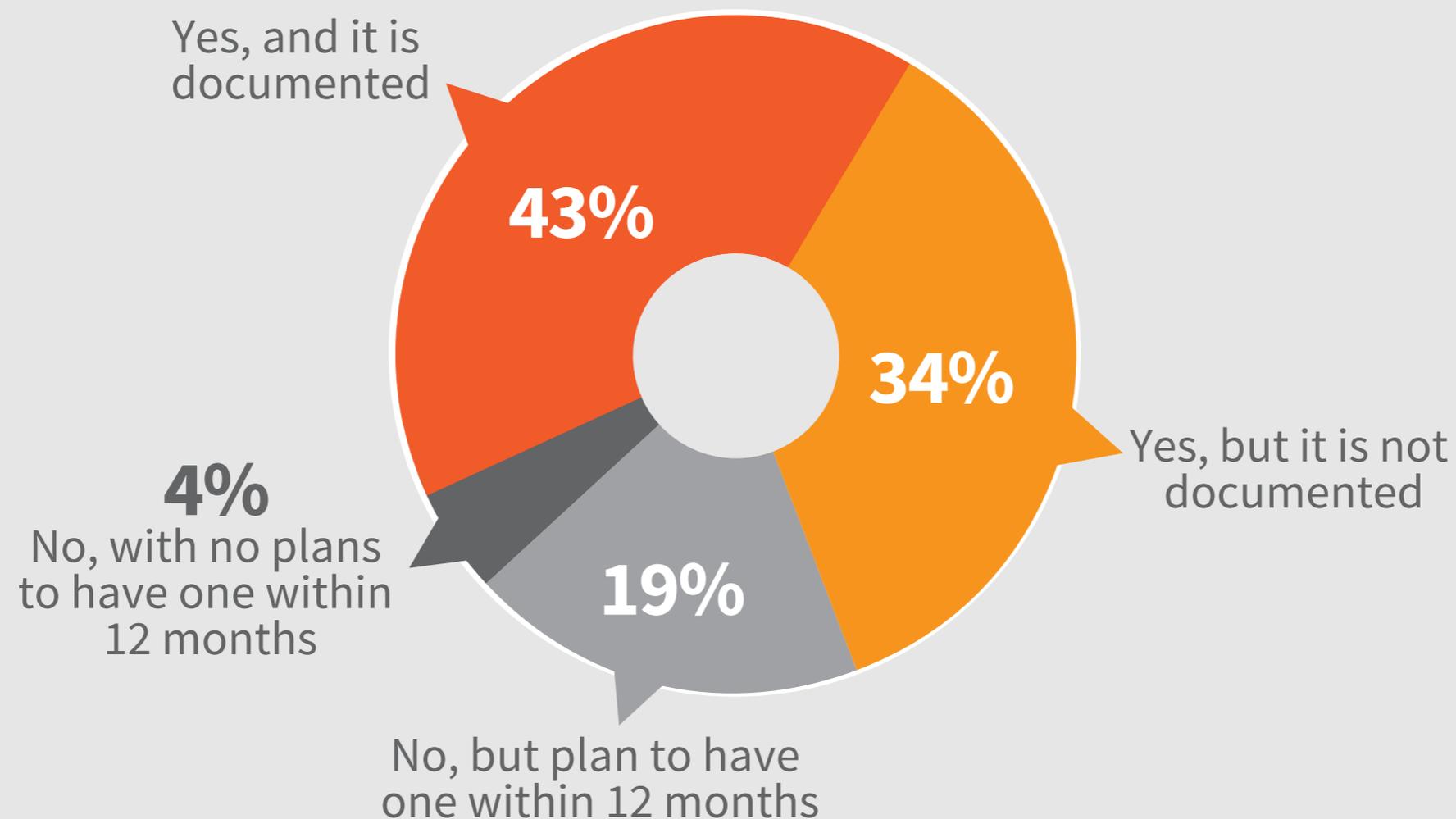
Respondents indicated their organizations use an average of five digital technologies specifically for managing content marketing efforts.



The two types of technology with the highest reported use are analytics tools (91%) and marketing automation software (75%).

Does your organization have a content marketing strategy?

Percentage of Technology Marketers Who Have a Content Marketing Strategy

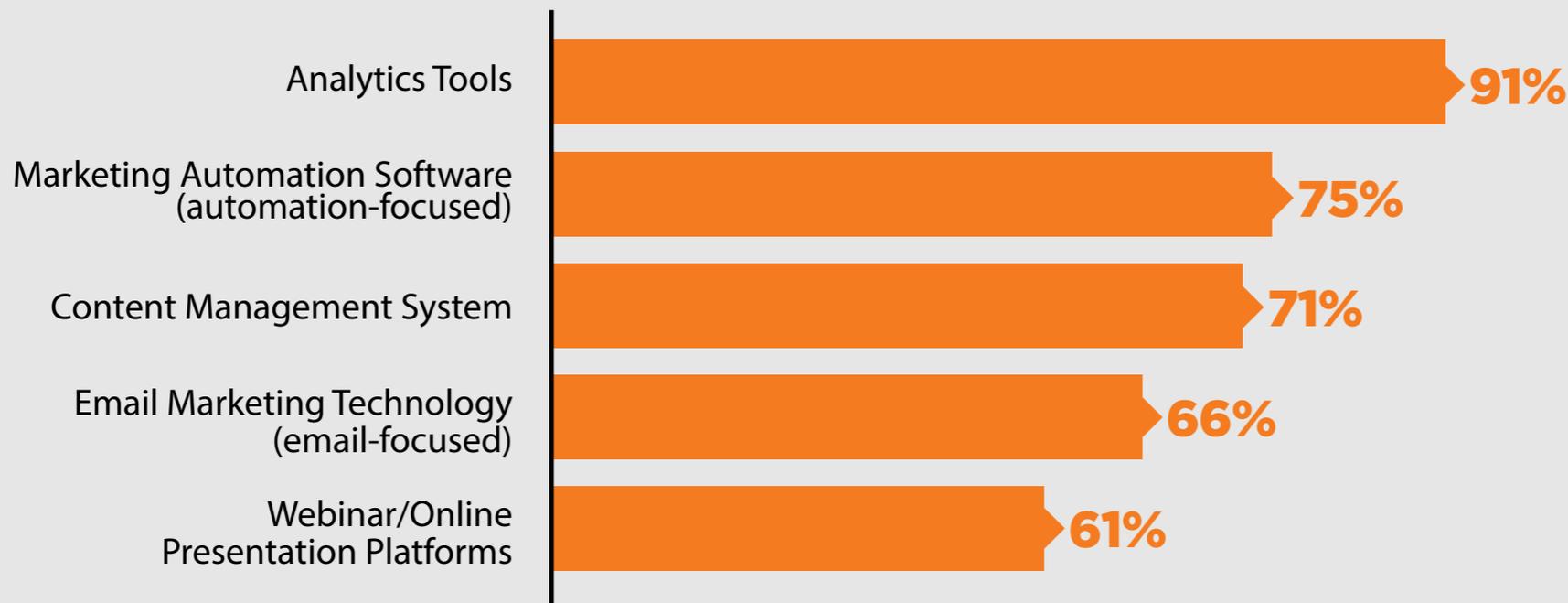


2018 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: Technology content marketers; aided list.

Which types of digital technologies does your organization use specifically for managing its content marketing efforts?

Technologies Technology Marketers Use to Manage Content Marketing Efforts (Top 5)



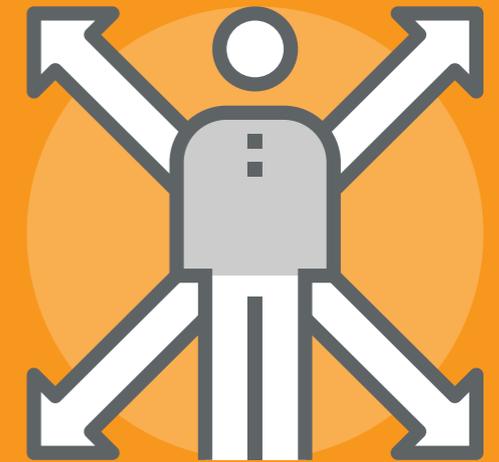
Other technologies used: Video Tools/ Platforms (30%); Content Collaboration/ Workflow Software (27%); Content Planning/Creation Software (14%); Content Promotion/Distribution Software (13%); Digital Asset Management (DAM) System/ File Storage (11%); Content Optimization Software (11%); and Other (9%).

Base: Technology content marketers. Aided list; multiple responses permitted.

AVERAGE NUMBER USED:

Most Successful 5
All Respondents 5
Least Successful 4

CONTENT CREATION & DISTRIBUTION



Compared with last year, there was a notable a) decrease in the percentage of respondents that always/frequently craft content based on specific points of the buyer's journey (60% last year vs. 50% this year), and b) increase in the percentage that always/frequently prioritize providing the right content to the right person at the right time (49% last year vs. 63% this year).



When asked how well content-creation projects flow within their organizations, 38% of respondents rated the flow as excellent/very good; 34% rated it as good; and 28% rated it as fair/poor.

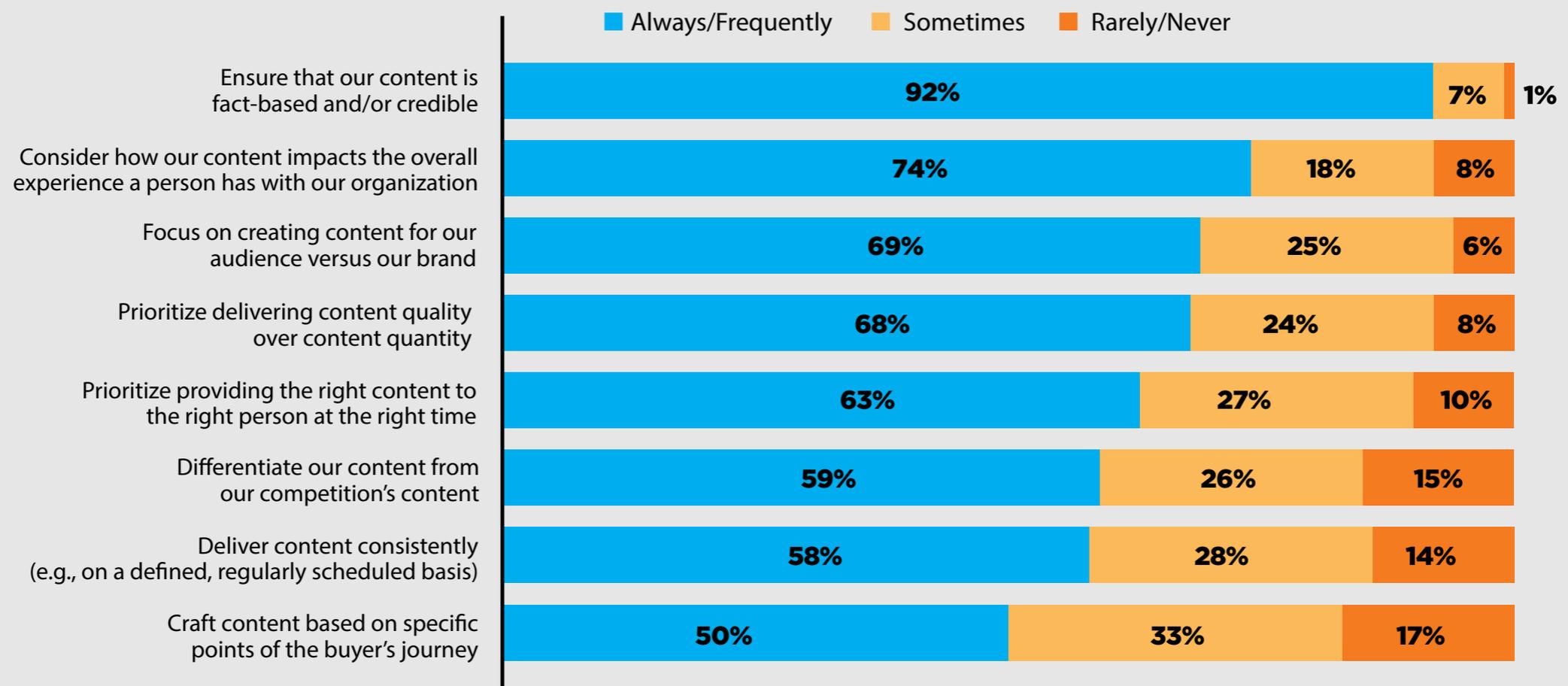


Among the content types, distribution formats, and social media platforms that respondents use, they rated ebooks/white papers, email, and LinkedIn as most effective in helping their organizations achieve specific objectives.

CONTENT CREATION & DISTRIBUTION

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

How Often Technology Marketers Consider Various Concepts While Creating Content



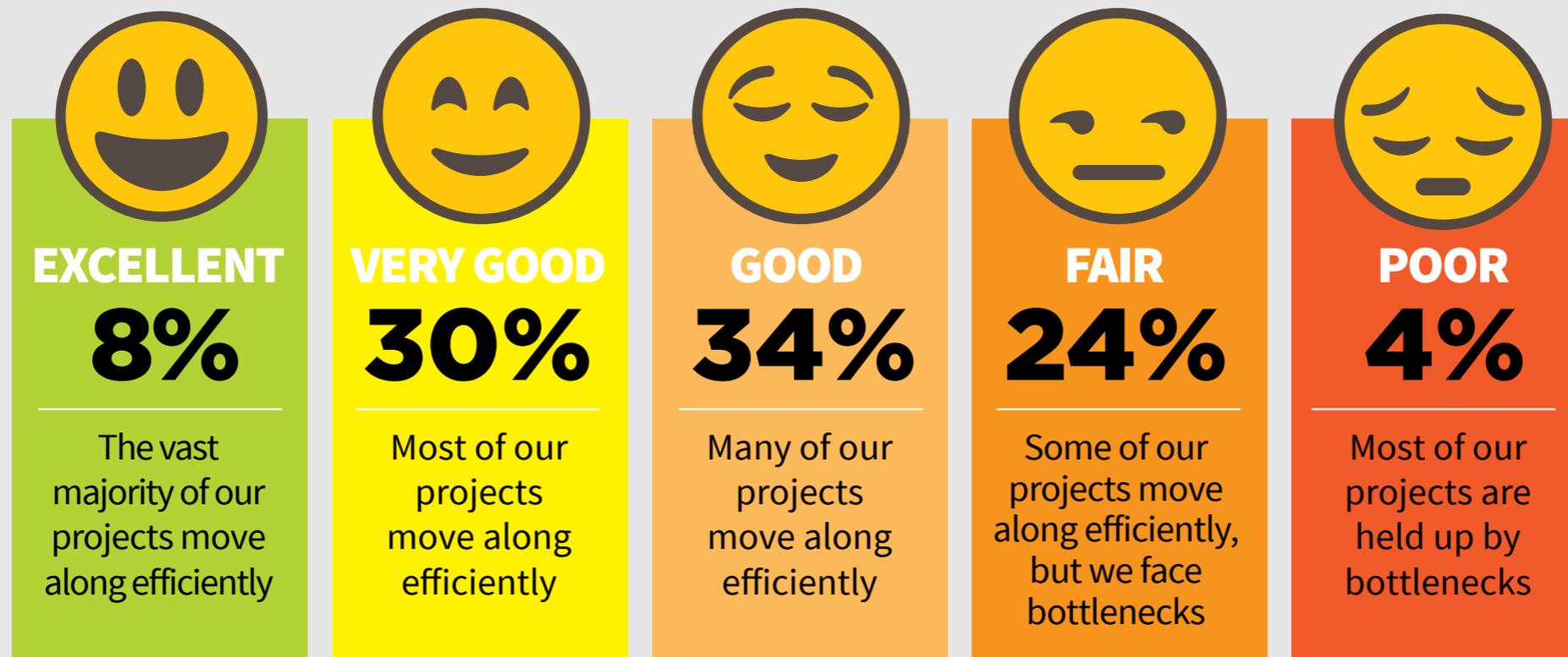
2018 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: Technology content marketers; aided list.

CONTENT CREATION & DISTRIBUTION

How would you rate the project management flow during the content creation process (from concept through completion) within your organization?

How Technology Marketers Rate Project Management Flow During the Content Creation Process

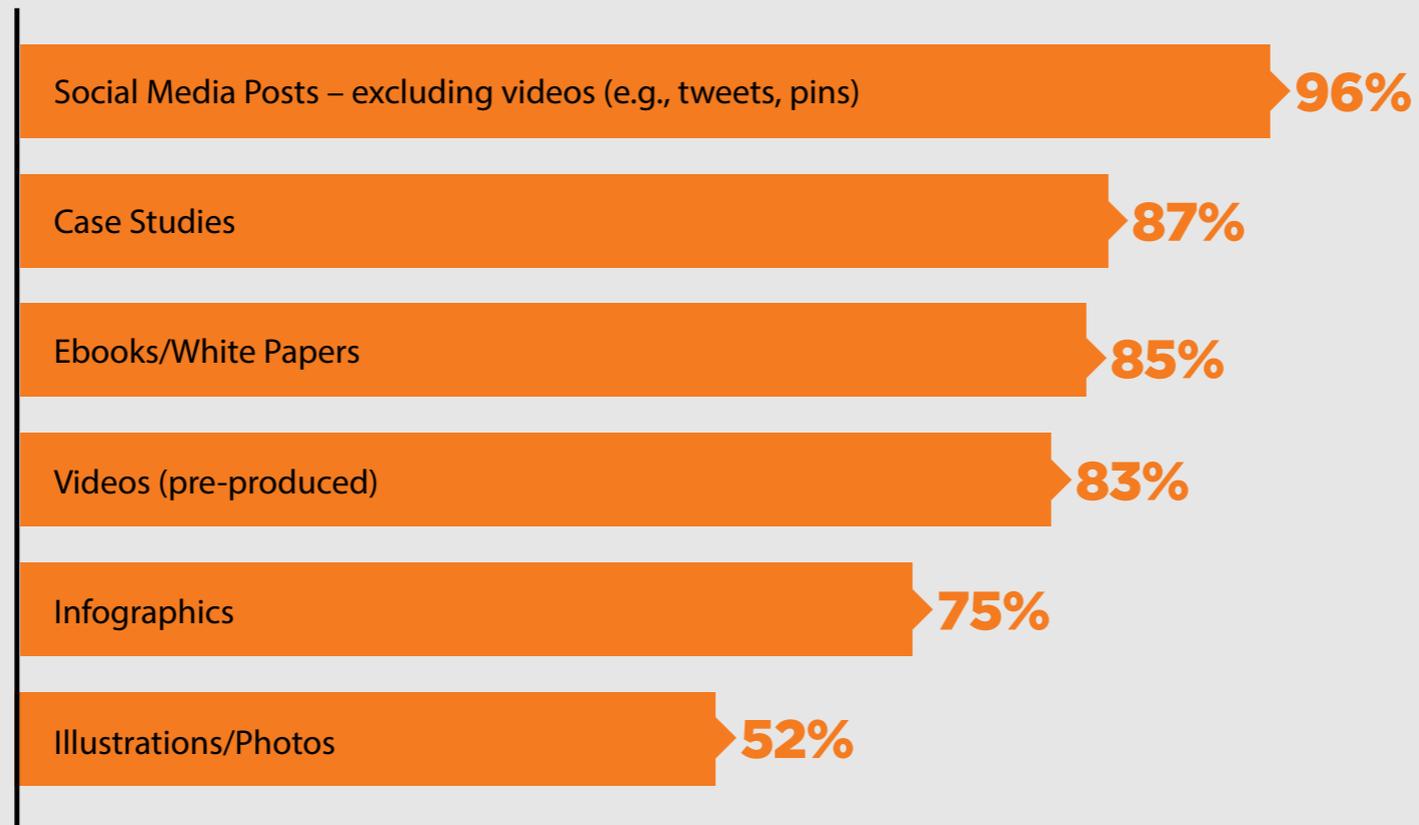


2018 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: Technology content marketers; aided list.

Which types of content does your organization use for content marketing purposes?

Content Types Technology Marketers Use for Content Marketing Purposes (Top 6)



Other types of content used:

Research Reports (47%); Interactive Tools (e.g., quizzes, assessments, calculators) (45%); Videos (live-streaming) (24%); Podcasts (20%); Mobile Apps (9%); Virtual Reality/Augmented Reality (VR/AR) Experiences (5%); Film/TV (e.g., documentaries, short films) (4%); and Other (14%).

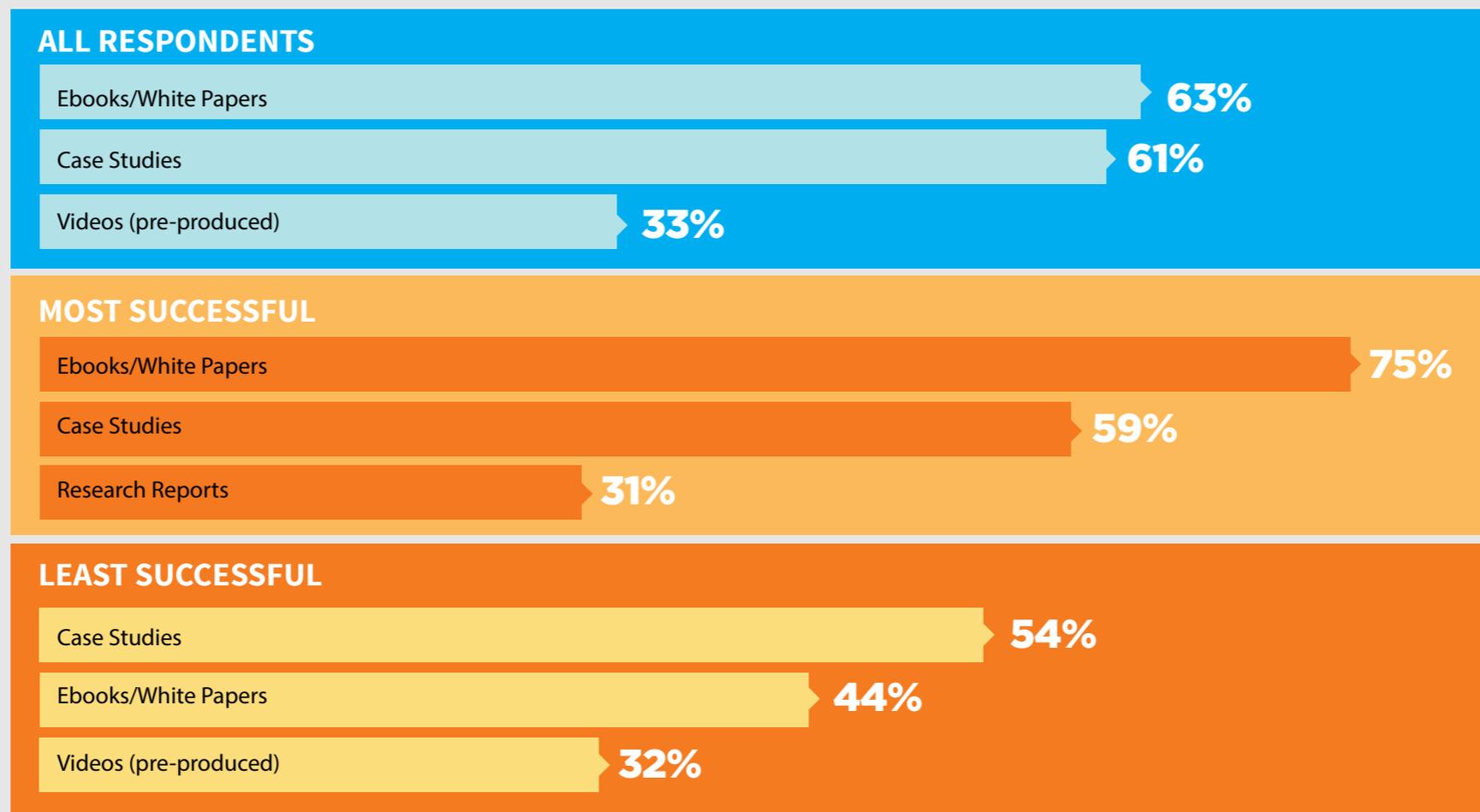
AVERAGE NUMBER USED:

Most Successful 8
All Respondents 7
Least Successful 5

CONTENT CREATION & DISTRIBUTION

Of the content marketing types you use, which three are the most effective at helping your organization achieve specific objectives?

Top 3 Most Effective Content Types Technology Marketers Use for Content Marketing Purposes

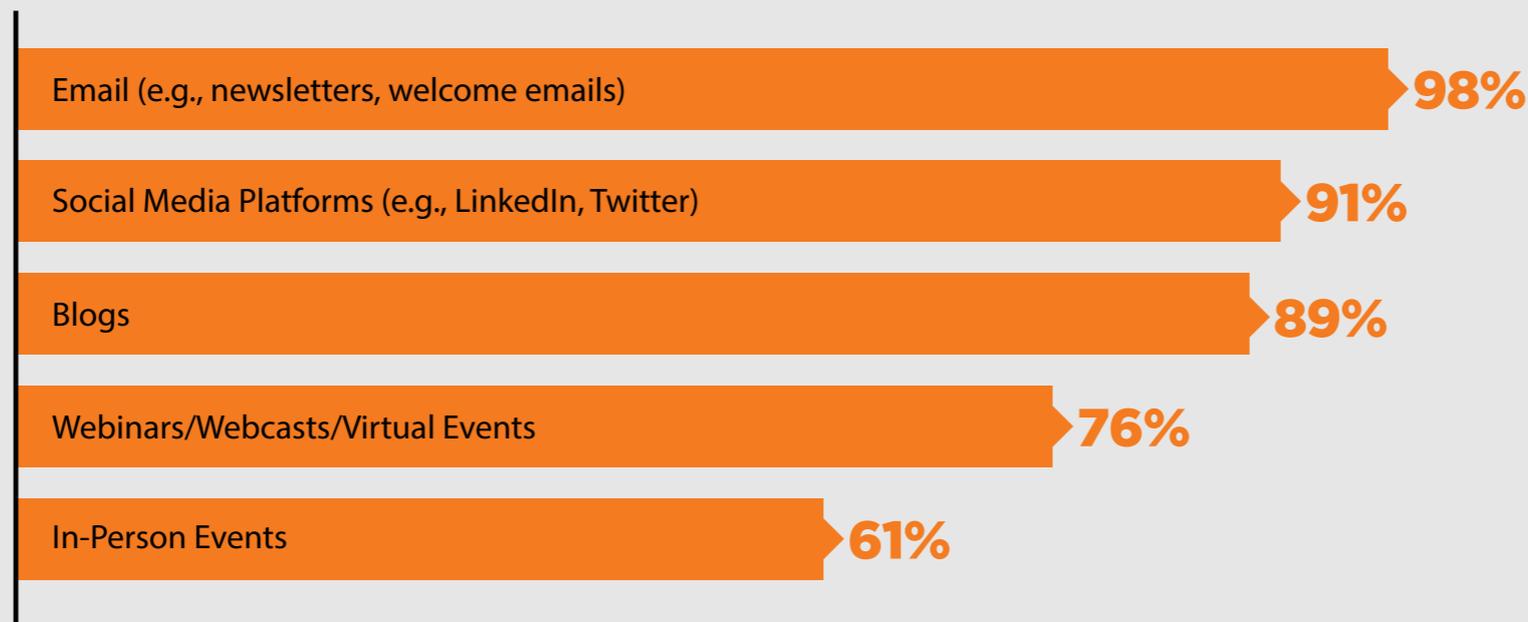


2018 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: Technology content marketers who use the types listed. Maximum of three responses permitted. Results shown based on response frequencies.

Which formats does your organization use to distribute content for content marketing purposes?

Formats Technology Marketers Use to Distribute Content for Content Marketing Purposes (Top 5)



Other formats used:

Separate Content Hubs (e.g., microsites, resource centers) (33%); Online Presentations (28%); Digital Magazines (23%); Print (other than magazines) (19%); Print Magazines (19%); and Other (3%).

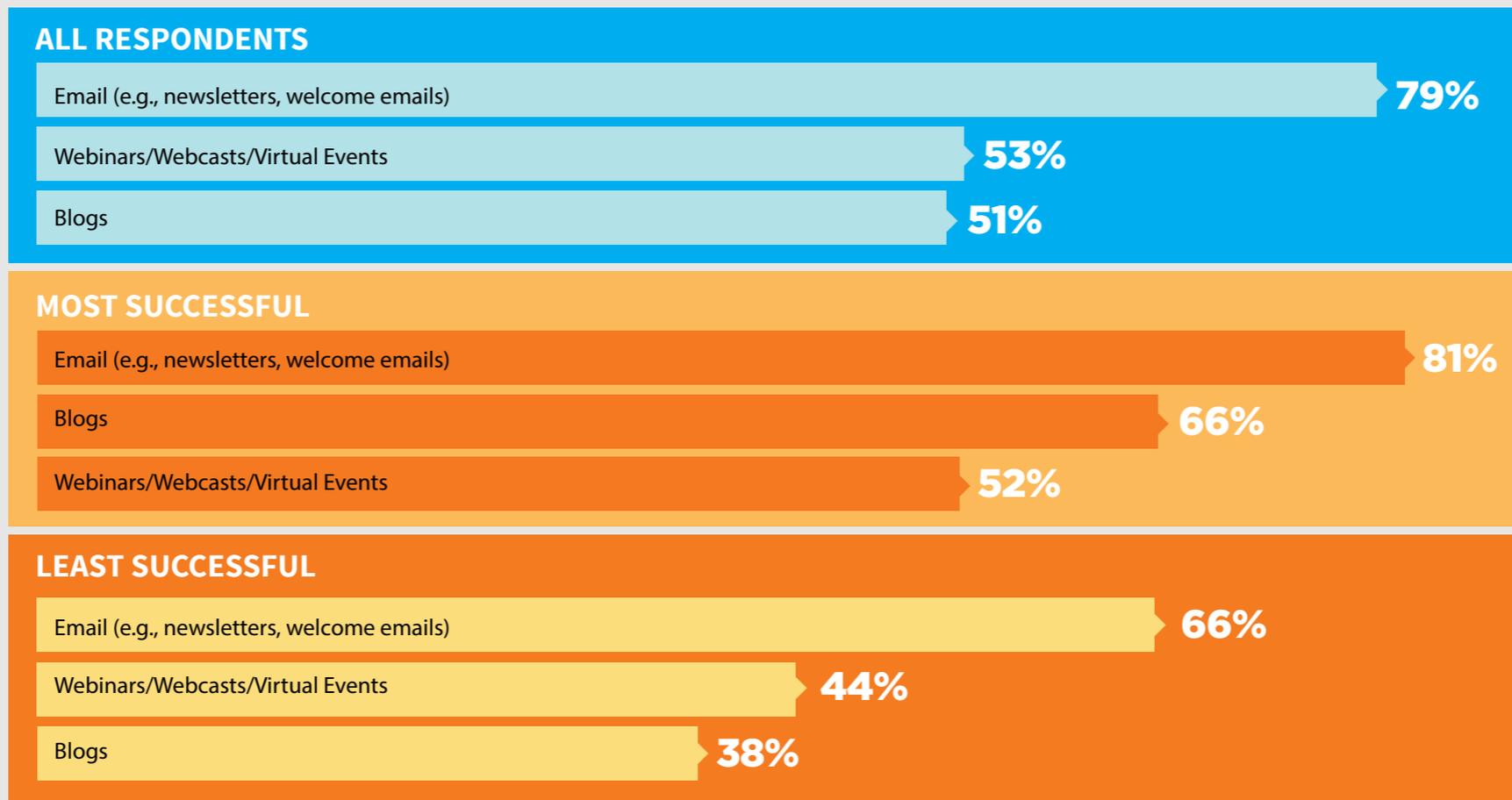
AVERAGE NUMBER USED:

Most Successful 6
All Respondents 5
Least Successful 5

CONTENT CREATION & DISTRIBUTION

Of the formats you use to distribute content, which three are the most effective at helping your organization achieve specific objectives?

Top 3 Most Effective Formats Technology Marketers Use to Distribute Content for Content Marketing Purposes

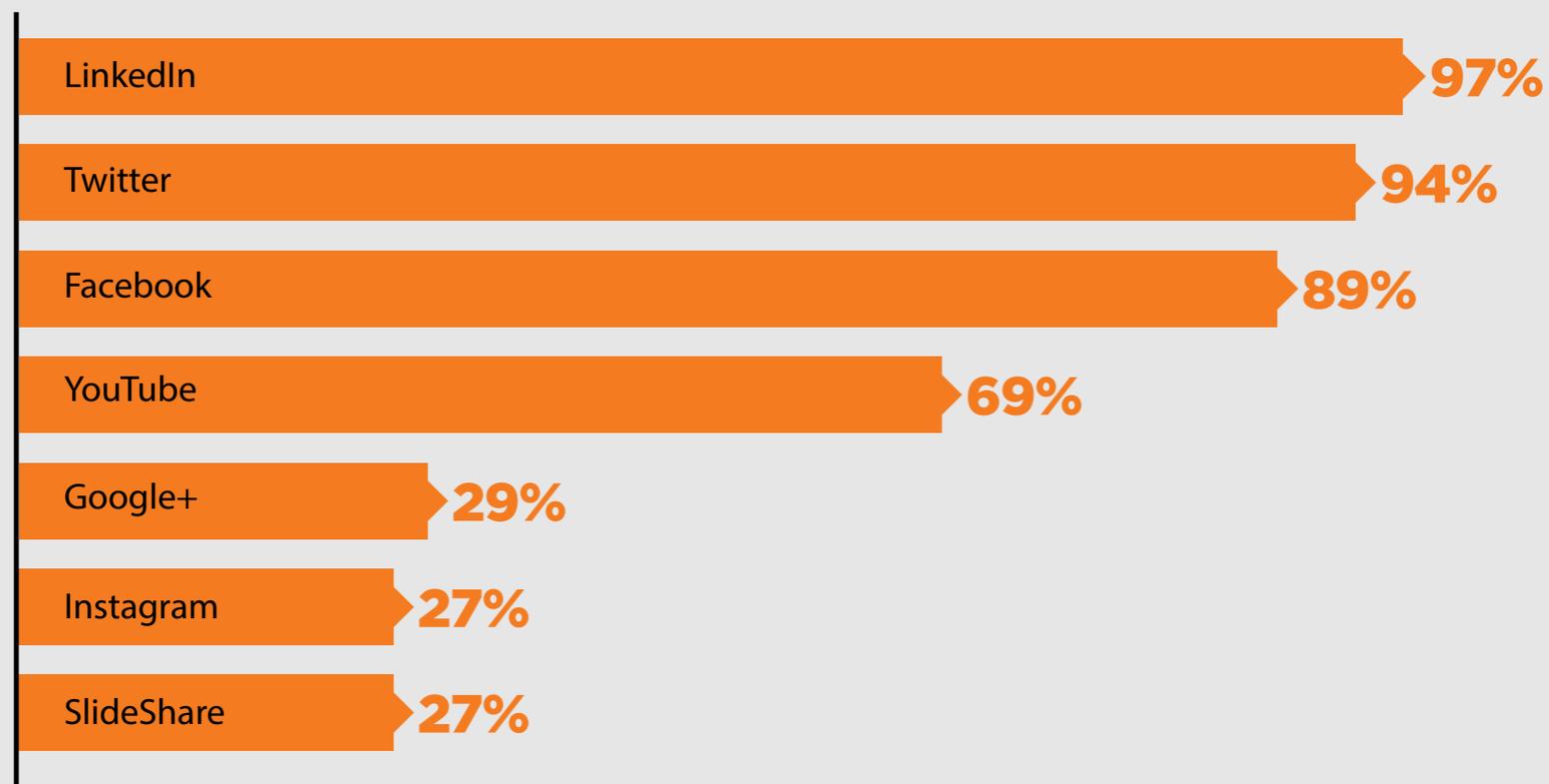


2018 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: Technology content marketers who use the formats listed. Maximum of three responses permitted. Results shown based on response frequencies.

Which social media platforms does your organization use as part of its content marketing efforts?

Social Media Platforms Technology Marketers Use for Content Marketing Purposes (Top 7)



Other social media platforms used:

Pinterest (13%); Medium (9%); Snapchat (3%); and Other (4%).

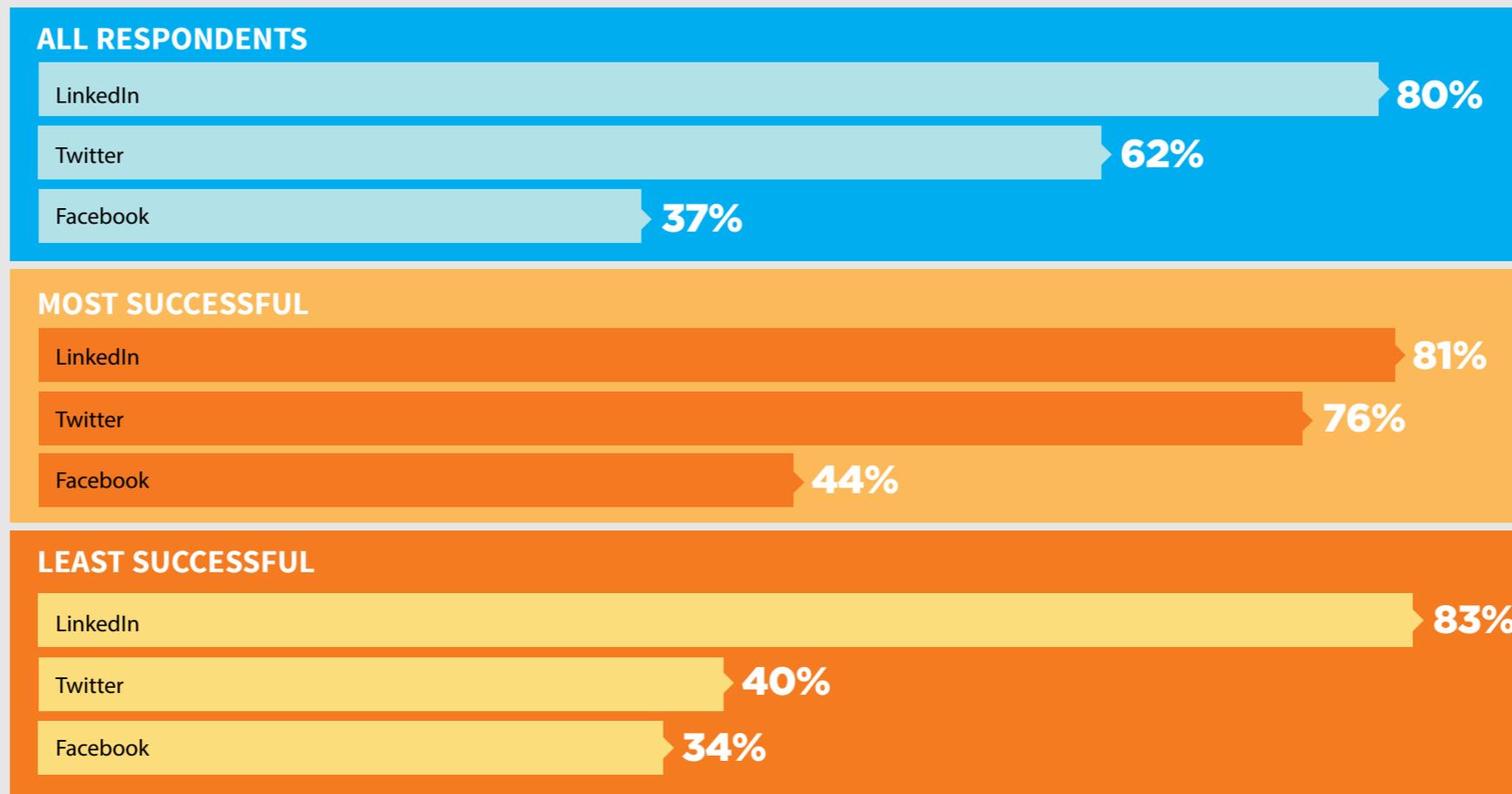
AVERAGE NUMBER USED:

Most Successful 5
All Respondents 5
Least Successful 4

CONTENT CREATION & DISTRIBUTION

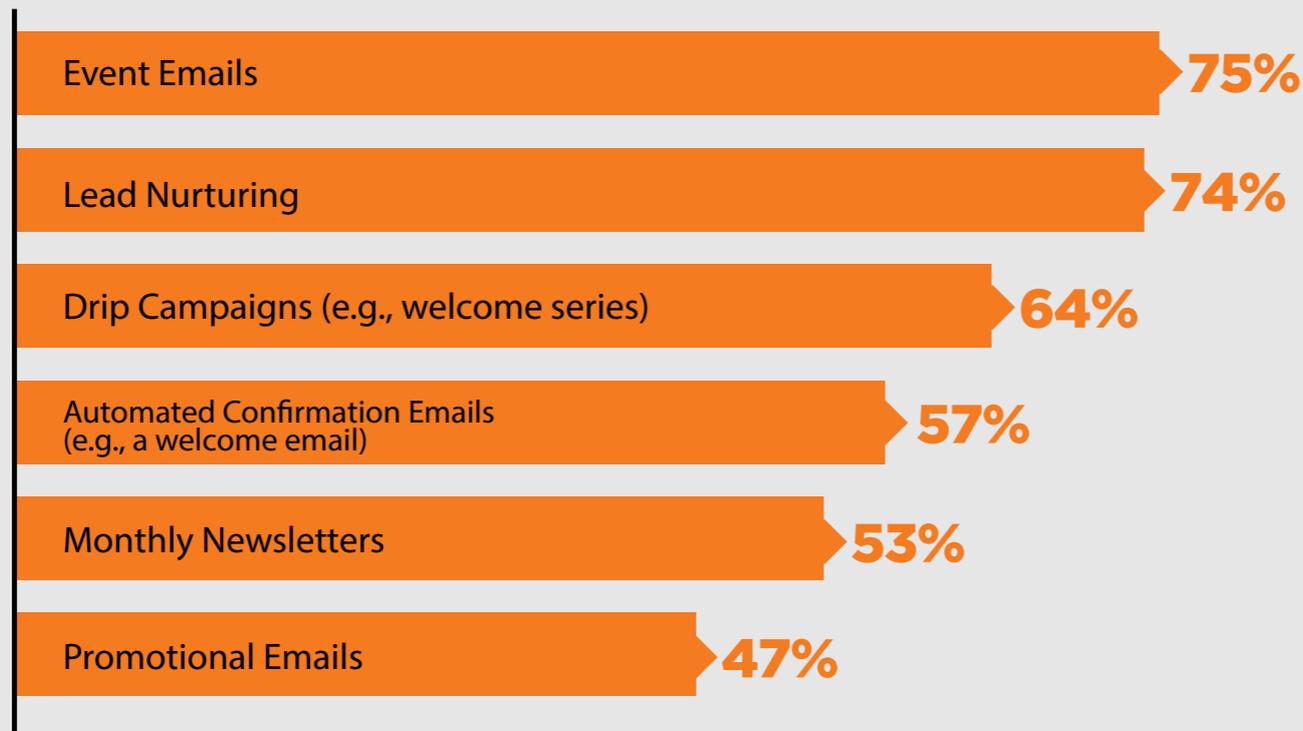
Of the social media platforms you use, which three are the most effective at helping your organization achieve specific objectives?

Top 3 Most Effective Social Media Platforms Technology Marketers Use for Content Marketing Purposes



Which types of email does your organization use as part of its content marketing efforts?

Types of Email Technology Marketers Use for Content Marketing Purposes (Top 6)



Other types of email used:

Partnership Emails (26%); Ad Hoc Newsletters (i.e., no set schedule) (25%); Bi-weekly Newsletters (every other week) (16%); Weekly Newsletters (10%); Daily Newsletters (2%); and Other (8%).

AVERAGE NUMBER USED:

Most Successful 5
All Respondents 5
Least Successful 4

GOALS & METRICS



Nearly half of respondents (48%) said their organization does an excellent, very good, or good job in terms of aligning metrics with content marketing goals; however, another 38% rated their organization as doing a fair or poor job.



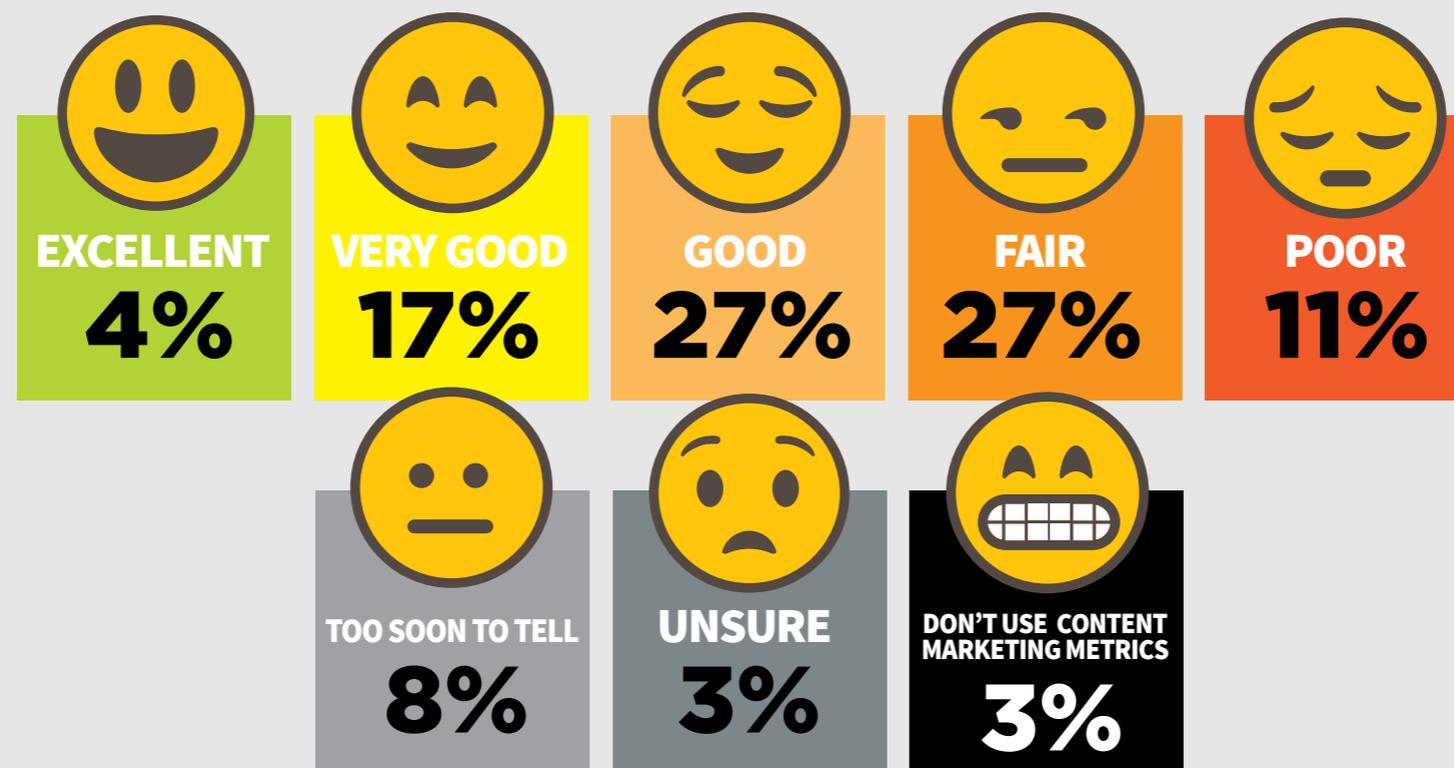
Respondents who do not measure content marketing ROI (39%) cited the top reason as “we need an easier way to do this” (41%).



Nearly 80% of respondents reported they can demonstrate, with metrics, how content marketing has increased audience engagement and number of leads.

What type of job does your organization do in terms of aligning metrics with content marketing goals (i.e., are you measuring the “right things”)?

How Technology Marketers Rate Alignment of Their Metrics and Content Marketing Goals

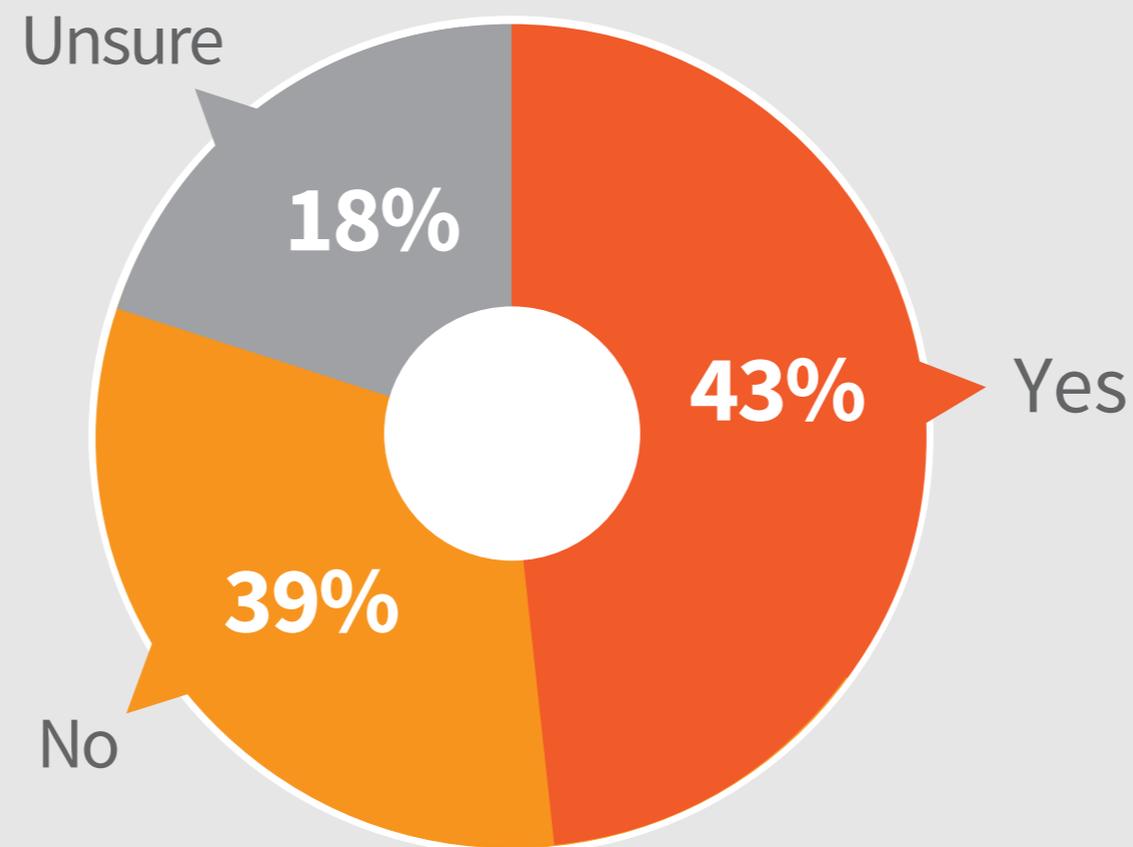


2018 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: Technology content marketers; aided list.

Does your organization measure the return on investment (ROI) of its content marketing efforts?

Percentage of Technology Marketers Who Measure Content Marketing ROI

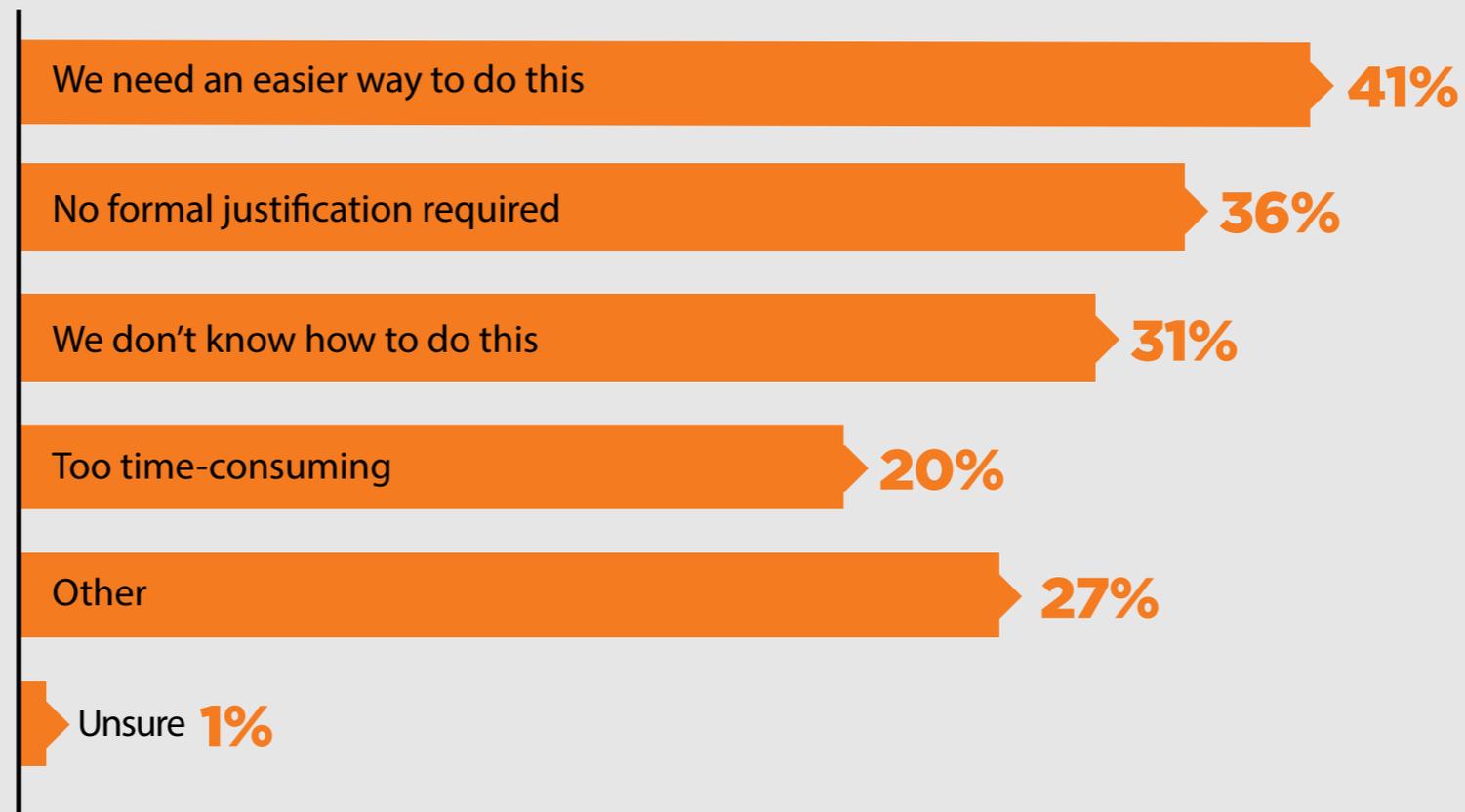


2018 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: Technology content marketers; aided list.

Why doesn't your organization measure the return on investment (ROI) of its content marketing efforts?

Why Technology Marketers Don't Measure Content Marketing ROI

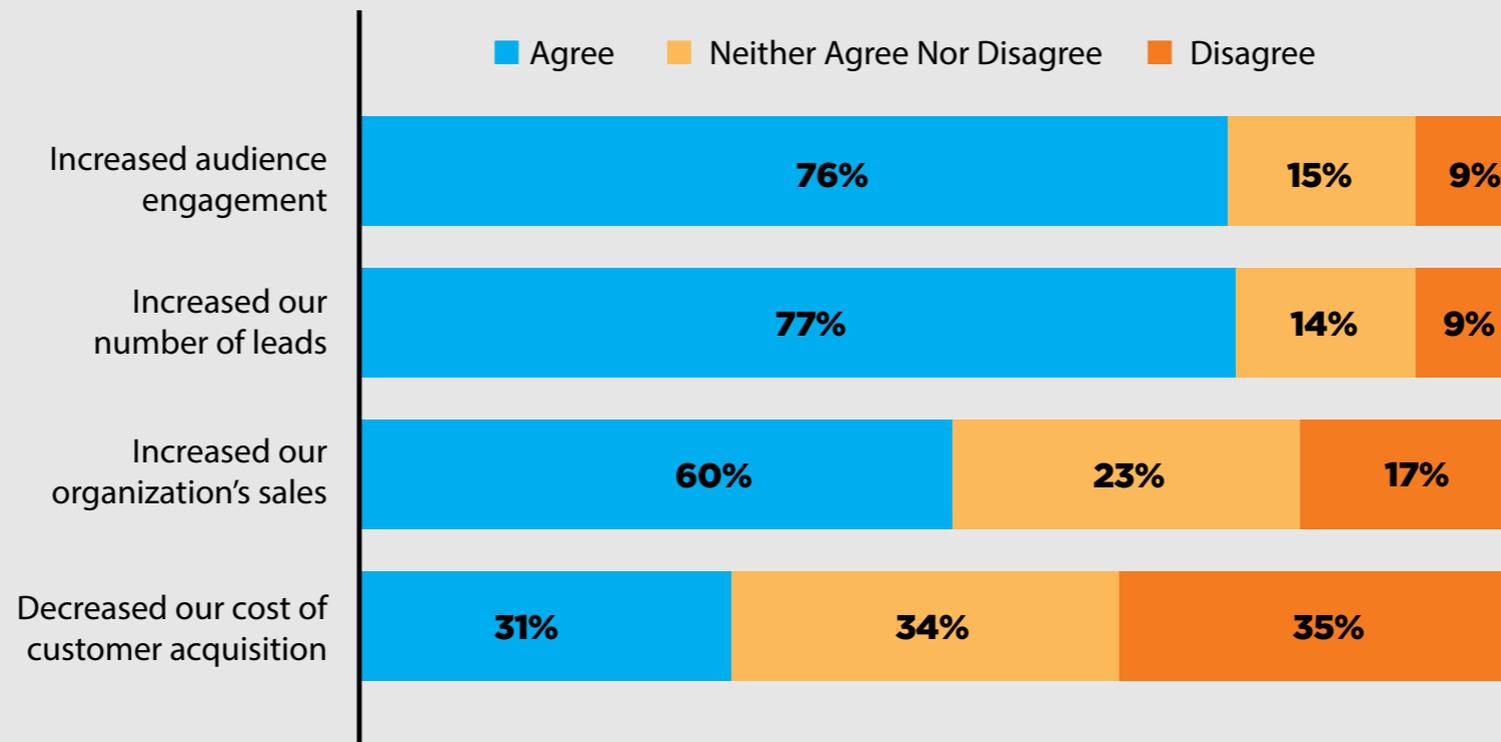


GOALS & METRICS

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

Technology Marketers' Metrics Agreement Statements

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



2018 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: Technology content marketers who use metrics to determine content marketing results. Aided list.

BUDGETS & SPENDING



Technology marketers reported they spend 24%, on average, of their total budget on content marketing; those whose organizations are “extremely” committed to content marketing spend the most (35% on average).



42% of total respondents reported they expect their organization’s content marketing budget to increase in the next 12 months.

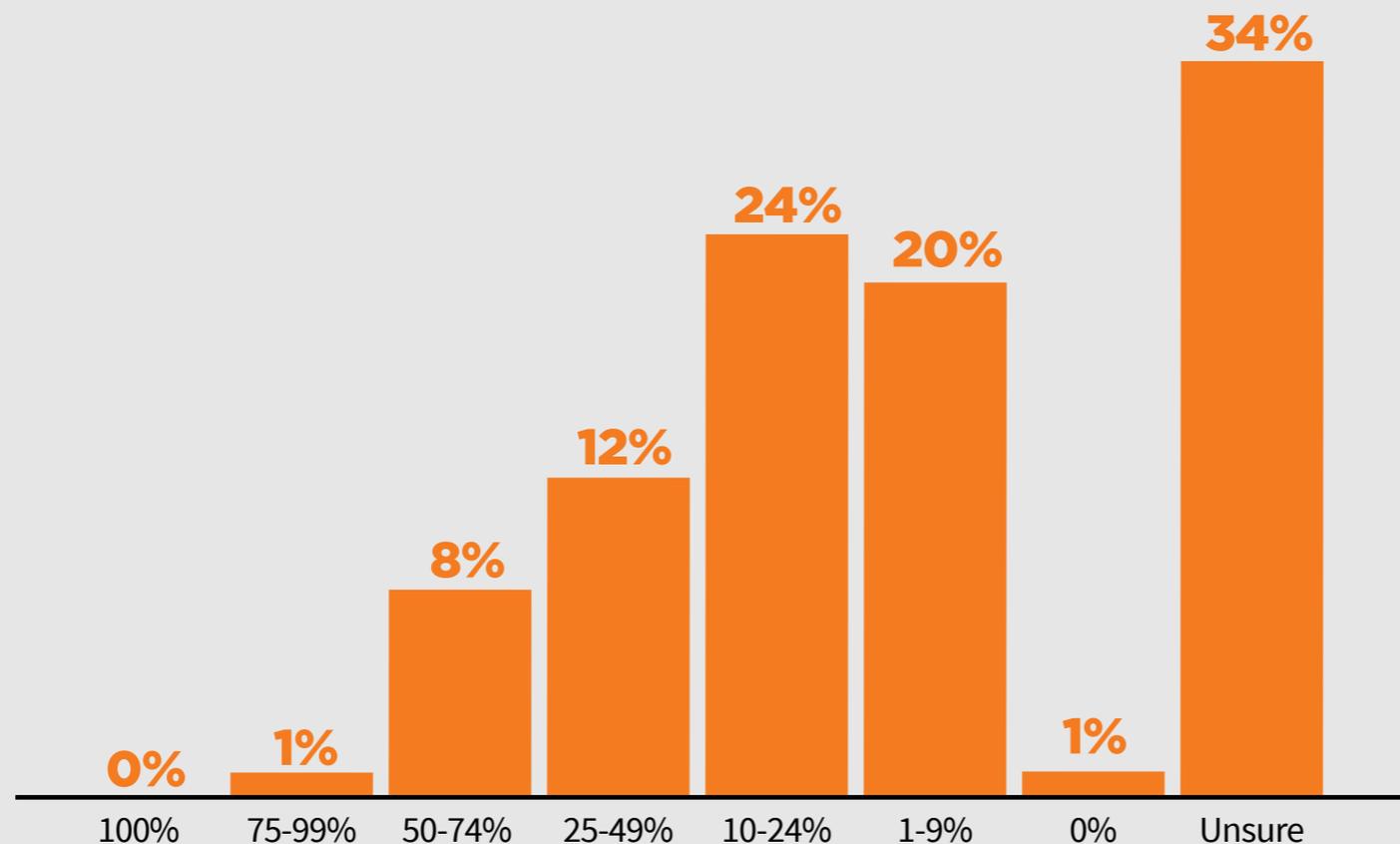


More than half of respondents (54%) whose organizations are in the first steps/young phase of content marketing maturity said they plan to increase their content marketing budget in the next 12 months.

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 Technology Content Marketing



AVERAGE SPENT:

Most Successful 30%

All Respondents 24%

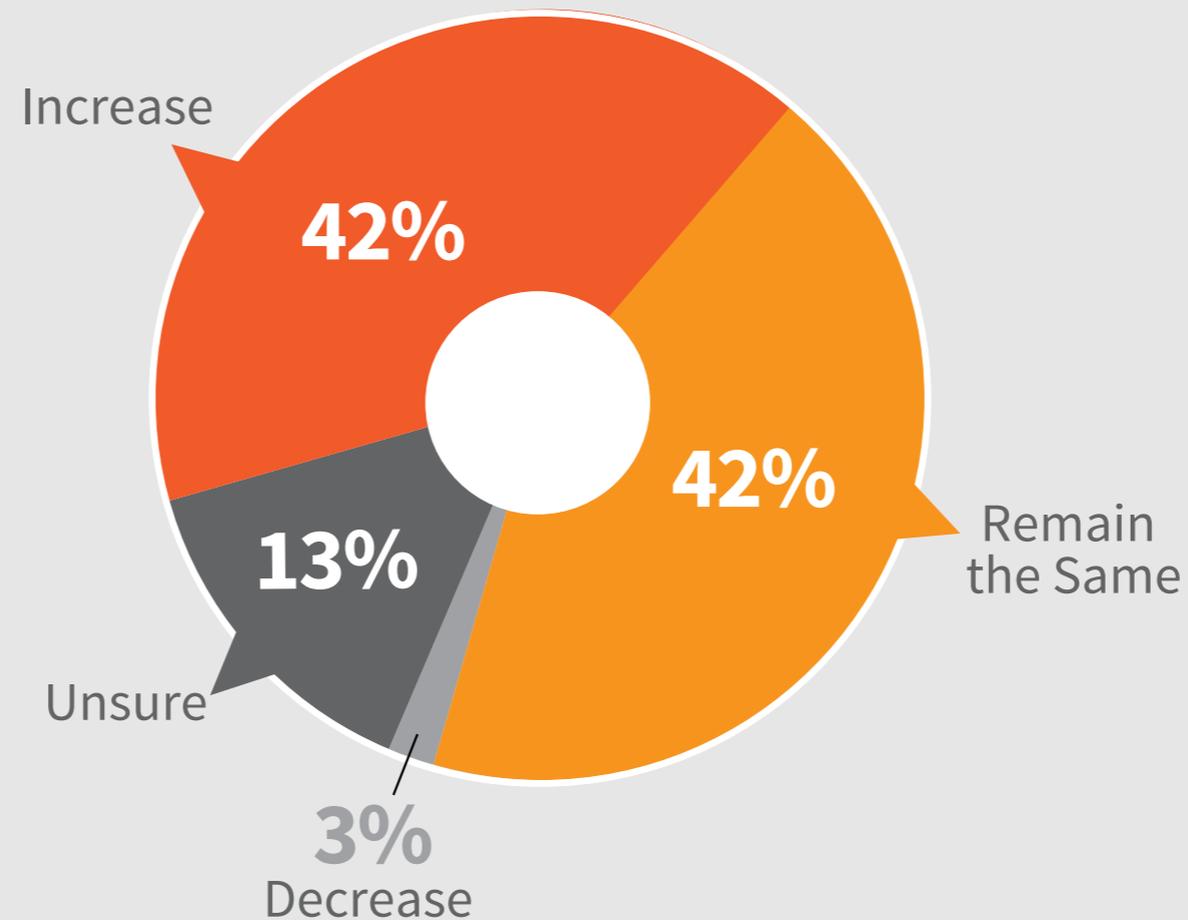
Least Successful 17%

2018 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: Technology content marketers; aided list.

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

Technology Content Marketing Spending (Over Next 12 Months)



2018 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: Technology content marketers; aided list.

METHODOLOGY/DEMOGRAPHICS

Technology Content Marketing: 2018 Benchmarks, Budgets, and Trends—North America was produced by **Content Marketing Institute** and sponsored by **IDG Communications, Inc.**

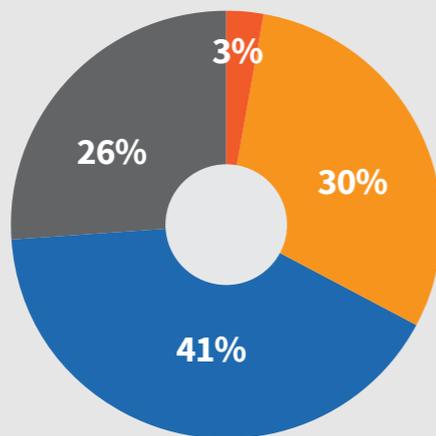
The eighth annual content marketing survey, from which the results of this report were generated, was mailed electronically to a sample of marketers using lists from Content Marketing Institute, MarketingProfs, The Association for Data-driven Marketing & Advertising (ADMA), WTW Media, and Technology for Marketing (TFM).

A total of 2,190 recipients from around the globe—representing a full range of industries, functional areas, and company sizes—responded to the survey during June and July 2017. This report presents the findings from the 274 respondents who indicated they work in for-profit technology organizations in North America (90% B2B; 8% B2B+B2C; and 2% B2C).

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.

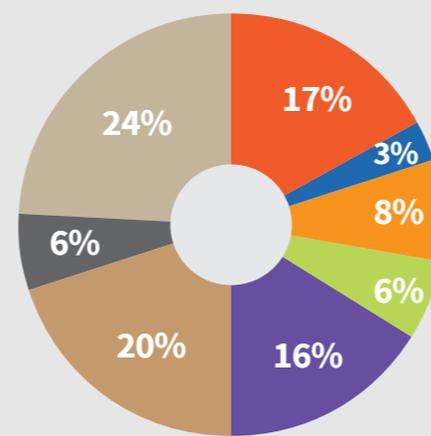
Note: The technology content marketers referred to in the base lines and bullet points in this report are respondents who indicated their organization uses content marketing.

Size of Technology Company (by Employees)



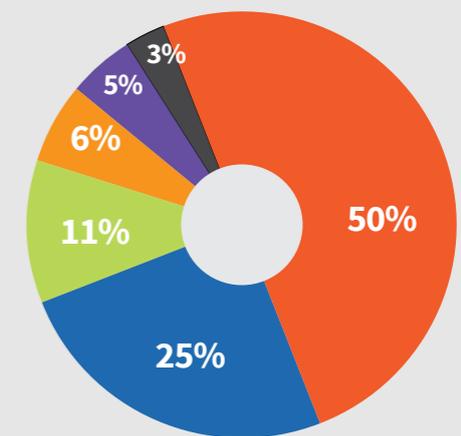
- Micro (Fewer than 10 Employees)
- Small (10-99 Employees)
- Midsize (100-999 Employees)
- Large (1,000+ Employees)

Technology Organization 2016 Total Annual Revenue



- More than \$1 Billion
- \$500,000,001 - \$1 Billion
- \$100,000,001 - \$500,000,000
- \$50,000,001 - \$100,000,000
- \$10,000,001 - \$50,000,000
- \$1,000,000 - \$10,000,000
- Less than \$1,000,000
- Unsure

Technology Job Title/Function



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

2018 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

ABOUT

Thanks to all the survey distribution partners and respondents who made this study 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. To view all research and subscribe to our emails, visit www.contentmarketinginstitute.com.

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IDG Communications connects the world of tech buyers with insights, intent and engagement, and activates and engages the most influential technology buyers. Our premium brands, including CIO®, Computerworld®, PCWorld® and Macworld®, engage the most powerful audience of technology buyers providing essential guidance on the evolving technology landscape. We execute complex campaigns that fulfill marketers' global ambitions seamlessly with consistency that delivers results and wins awards. For complementary research on the content consumption habits of enterprise tech buyers throughout the IT purchase process, including how that content is consumed, discussed, and shared, and insights on lead nurture/sales follow-up strategies specific to tech marketing, visit www.idg.com.