

B2C

CONTENT MARKETING 2019

Benchmarks, Budgets, and Trends



TABLE OF CONTENTS

- WELCOME 3
- KEY FINDINGS 4
- OVERALL SUCCESS 7
- MATURITY 8
- COMMITMENT 9
- STRATEGY & OPINIONS 10
- TECHNOLOGY USE & PROFICIENCY 14
- AUDIENCE RESEARCH & NURTURING 18
- CONTENT CREATION & DISTRIBUTION 22
- BUDGETS & SPENDING 30
- GOALS & METRICS 33
- CONTENT MARKETING ISSUES OF IMPORTANCE 37
- METHODOLOGY 39
- ABOUT 40

SURVEY TERM DEFINITIONS

Content Marketing: 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.

Success: Success is defined as achieving your organization’s desired/targeted results.



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Welcome to *B2C Content Marketing 2019—Benchmarks, Budgets, and Trends*. This report presents the results from the B2C marketers who took our ninth annual content marketing survey.

Our research has consistently shown that creating brand awareness is a top goal for B2C content marketing. However, many of this year's survey respondents also reported strong concern for using content to solidify existing relationships (see page 13).

Content that can be effective at building loyalty takes many shapes and forms today, for example:

- Videos and social media stories that *entertain*
- In-person events that *create a sense of community and belonging*
- Podcasts that *inspire*
- Live or virtual experiences that *evoke emotion*
- Articles, guides, newsletters, etc., that *provide information*

Obviously, the list goes on. The point is, that while driving people to content is critical, giving them reasons to keep coming back will grow long-term success!

KEY FINDINGS

B2C content marketing budgets are on this rise

Fifty-seven percent of B2C marketers surveyed expect their content marketing budget to increase in 2019 compared with 2018. Of that group, 29% expect it to increase by more than 9%.

If last year was any indication, B2C marketers will increase spending on content creation in 2019

Among respondents who increased content marketing spending in the last 12 months, 56% did so in the area of content creation, making it the top area of increased spending.

Using content to build customer loyalty is top-of-mind

Eighty-one percent of B2C marketers surveyed agree their organizations are concerned with creating content that builds loyalty with existing clients/customers. Of that group, 52% agreed “strongly” and 29% agreed “somewhat.”

A strong commitment to content marketing shows in overall results

B2C marketers who say their organizations are extremely/very committed to content marketing report a higher level of overall content marketing success than their less committed peers; they’re also more likely to report they’ve used content marketing successfully to reach goals such as educating the audience and building customer loyalty.

Sponsored content on social media is the top method of paid content distribution

Social media tops the list of paid methods B2C marketers use to distribute content. Of the 68% of respondents who use paid methods, three out of four (77%) use sponsored content on social media.



Differences Between B2C Marketers by Organization’s Commitment to Content Marketing

	Most Committed	All Respondents	Least Committed
Overall approach to content marketing is extremely/very successful	40%	28%	8%
Strongly agrees there is content marketing buy-in from the highest levels in their organization	49%	37%	16%
Has a documented content marketing strategy	39%	33%	22%
Measures content marketing ROI	58%	57%	55%
Is extremely/very proficient with using the content marketing metrics their team has selected	40%	32%	16%
Strongly agrees organization is concerned with creating content that builds loyalty with existing clients/customers	63%	52%	34%
Somewhat agrees organization is concerned with creating content that builds loyalty with existing clients/customers	21%	29%	45%
Has used content marketing successfully to build loyalty with existing customers in last 12 months	68%	63%	51%
Uses educational content to nurture audience	73%	71%	67%
Has used content marketing successfully to educate audience in last 12 months	72%	65%	53%
Uses paid methods to distribute content for content marketing purposes	66%	68%	71%

Chart term definitions: The “most committed” respondents are those who describe their organization’s commitment level to content marketing as extremely or very committed. The “least committed” describe it as somewhat or not very committed. None of the respondents said their organization was “not at all” committed.

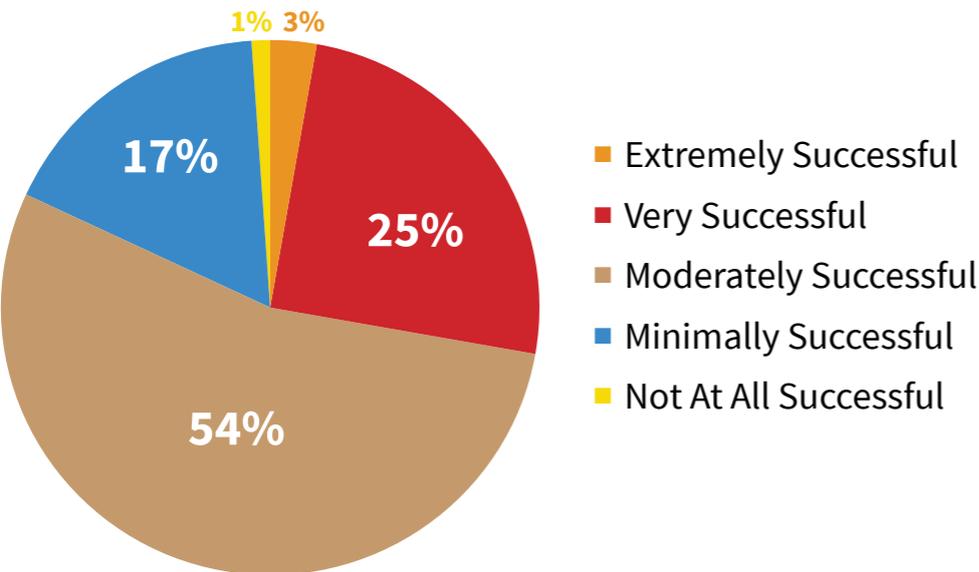
Base: B2C content marketers.

B2C Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

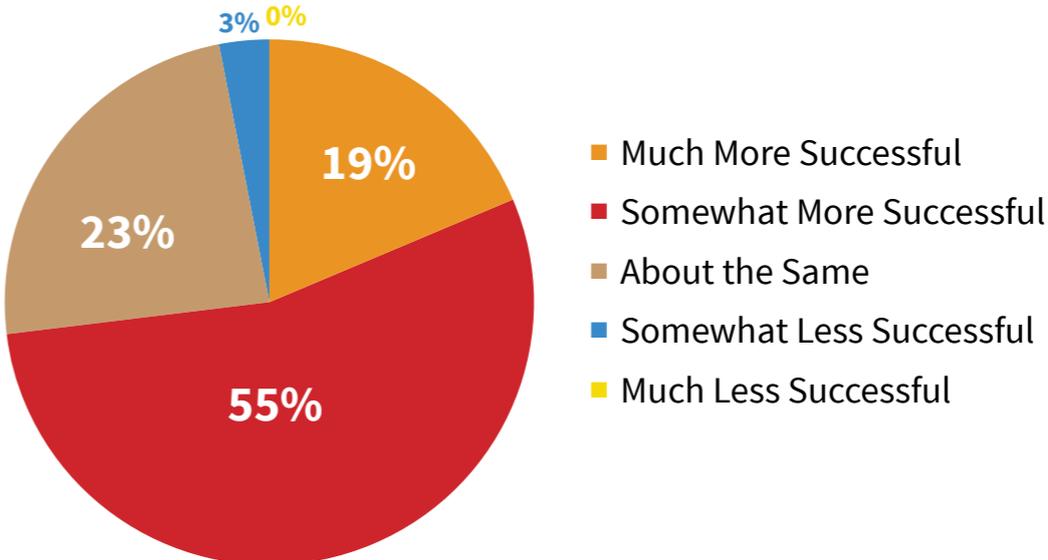
SUCCESS, MATURITY & COMMITMENT

74% of B2C content marketers say their organization’s content marketing is much/somewhat more successful compared with one year ago.

How B2C Marketers Rate Their Organization’s Overall Level of Content Marketing Success



How B2C Marketers Rate Their Organization’s Content Marketing Success Compared With One Year Ago



Note: The survey defined success as achieving your organization’s desired/targeted results.

Base: B2C content marketers; aided list.

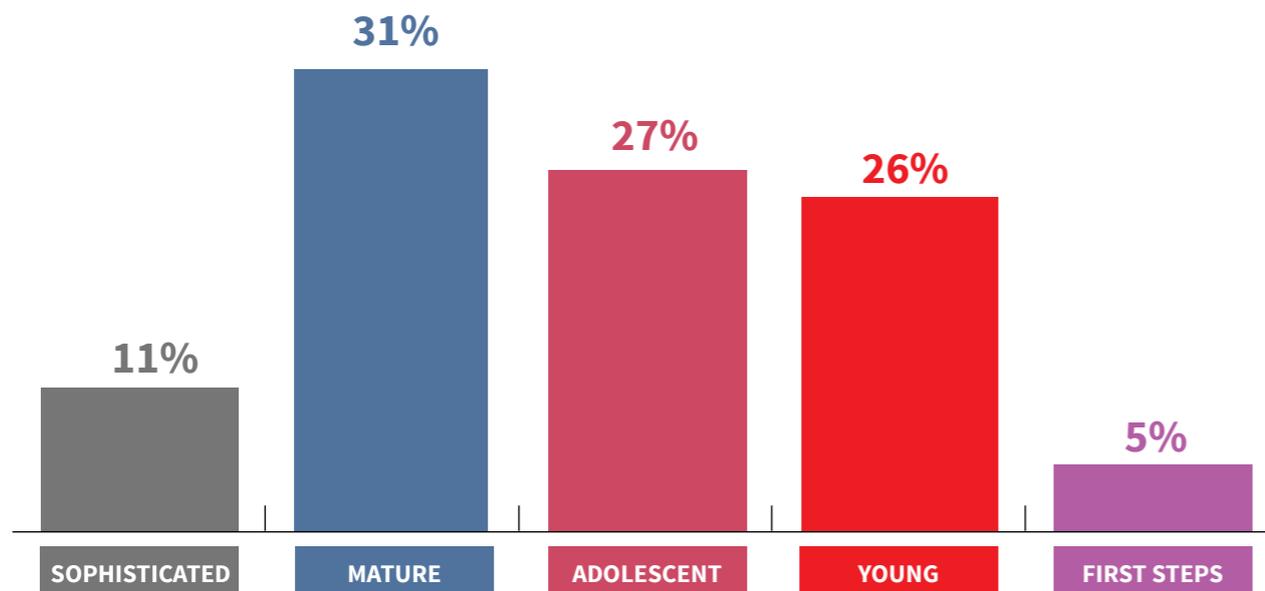
B2C Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

Base: B2C content marketers; aided list.

B2C Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

As an organization grows in content marketing maturity, its success is likely to increase.

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



Base: B2C content marketers; aided list.

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SOPHISTICATED

Providing accurate measurement to the business, scaling across the organization

MATURE

Finding success, yet challenged with integration across the organization

ADOLESCENT

Have developed a business case, seeing early success, becoming more sophisticated with measurement and scaling

YOUNG

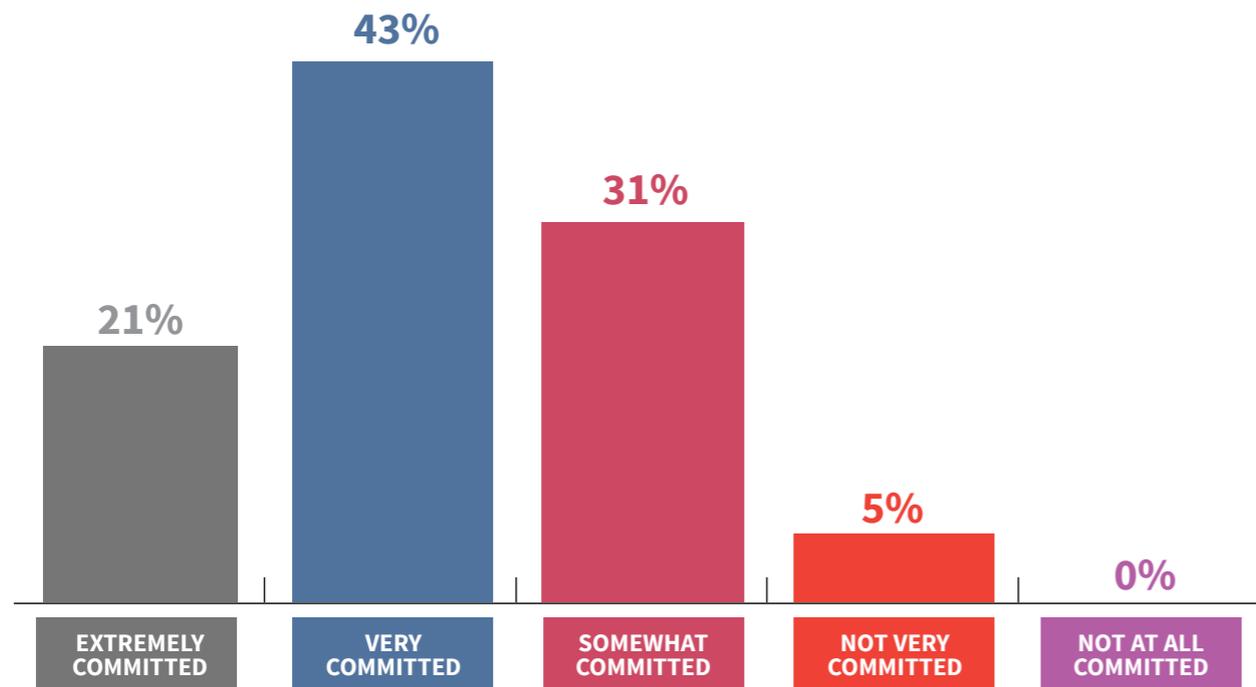
Growing pains, challenged with creating a cohesive strategy and a measurement plan

FIRST STEPS

Doing some aspects of content, but have not yet begun to make content marketing a process

64% of B2C content marketers report their organization is extremely/very committed to content marketing.

How B2C Marketers Rate Their Organization's Commitment to Content Marketing



Base: B2C content marketers; aided list.

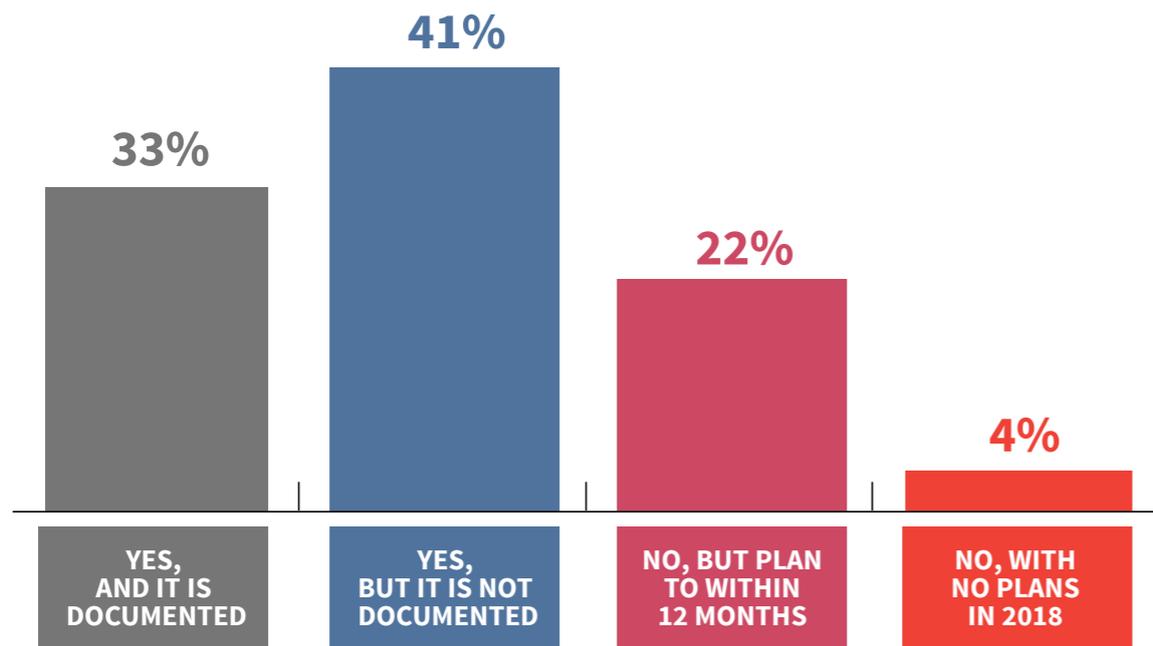
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CMI/MarketingProfs' annual research consistently shows that a strong commitment to content marketing often yields a higher level of overall success.

STRATEGY & OPINIONS

33% of B2C marketers surveyed have a documented content marketing strategy.

Proportion of B2C Marketers With a Content Marketing Strategy



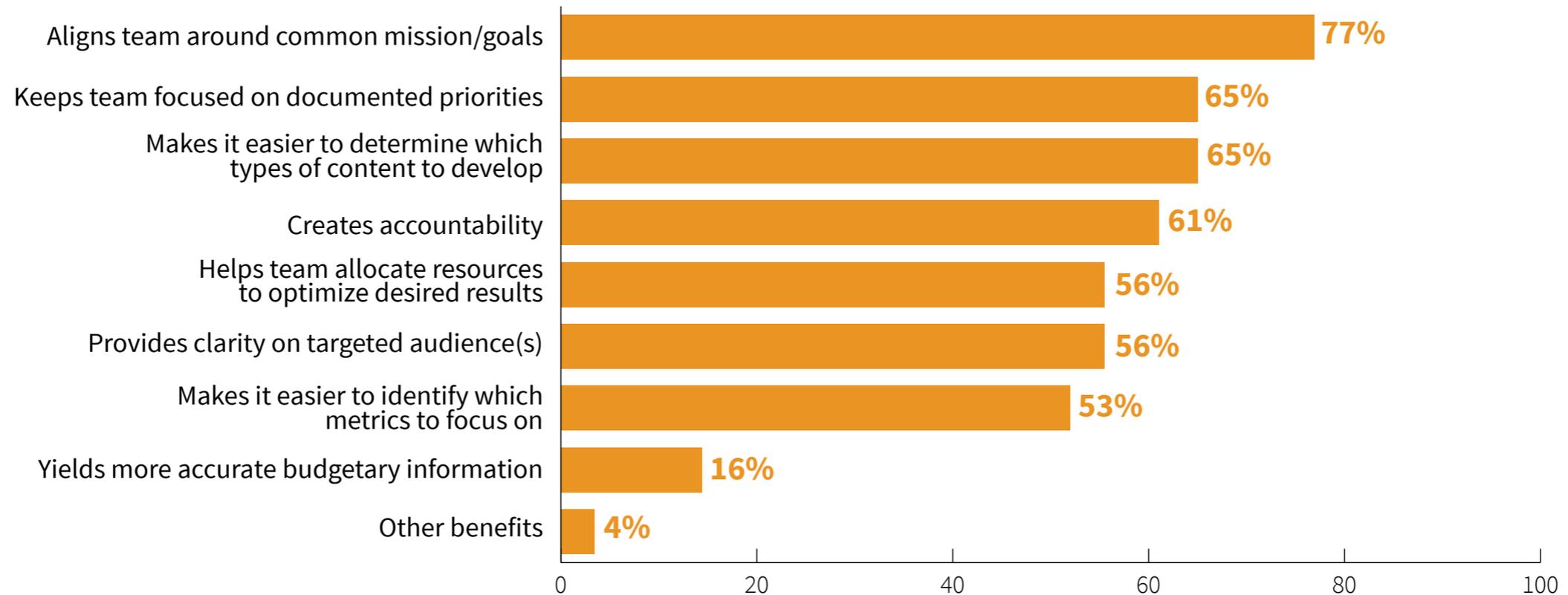
Base: B2C content marketers; aided list.

B2C Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

A documented content marketing strategy is often a key indicator of content marketing success; however, only one out of three B2C marketers surveyed possess one.

B2C marketers say the top benefit of a documented content marketing strategy is that it aligns the team around a common mission/goals.

Benefits of a Documented B2C Content Marketing Strategy

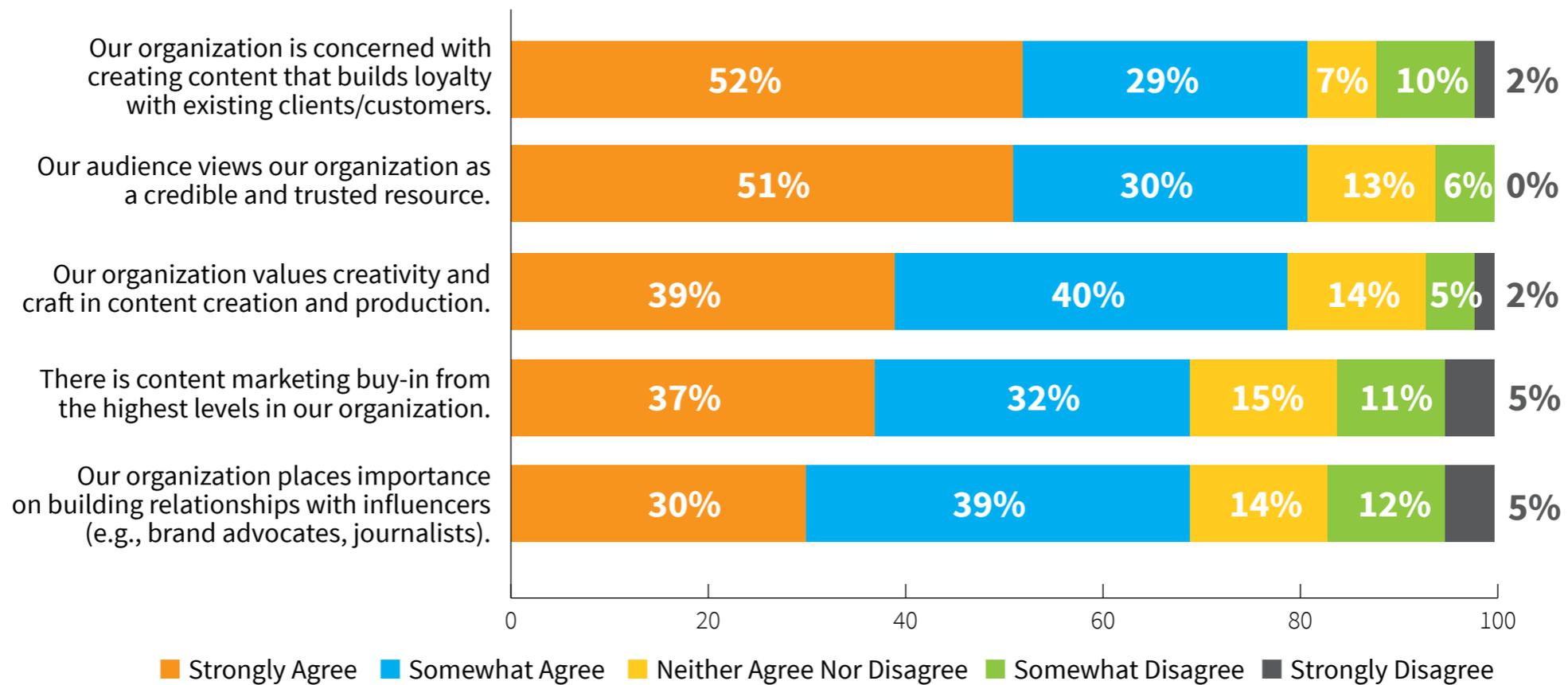


Base: B2C content marketers who have a documented content marketing strategy. Aided list; multiple responses permitted.

B2C Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

81% of B2C marketers agree their organization is concerned with creating content that builds loyalty with existing clients/customers.

B2C Marketers' Opinions About Content Marketing in Their Organization



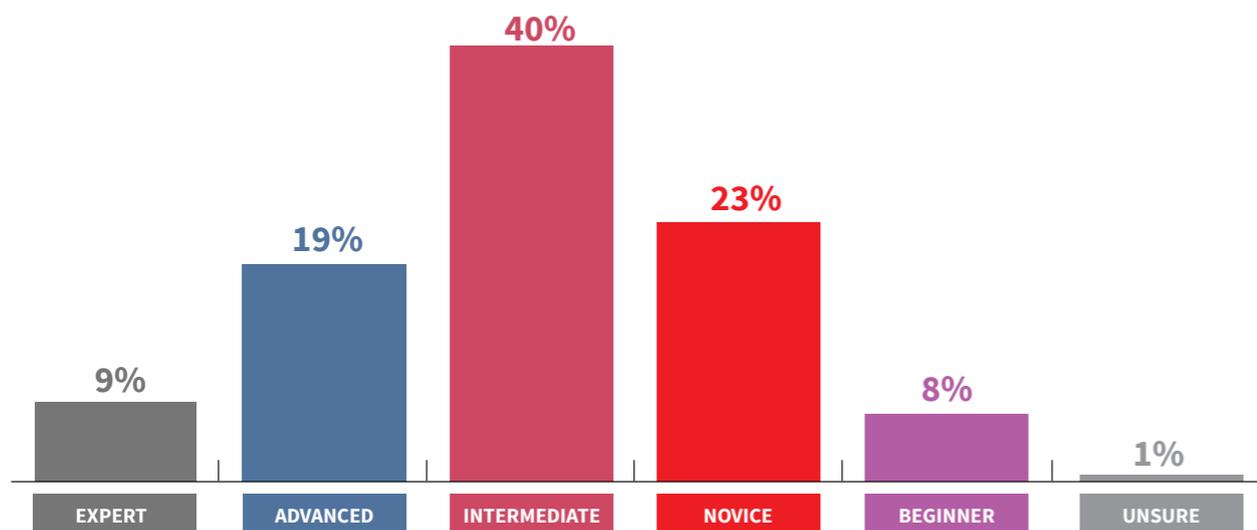
Base: B2C content marketers who answered each statement.

B2C Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

TECHNOLOGY USE & PROFICIENCY

40% of B2C marketers describe their organization’s proficiency with the use of content marketing technology as intermediate; another 30% describe it as novice.

**B2C Marketers’ Proficiency
With Use of Content Marketing Technology**



Base: B2C content marketers whose organizations use one or more of the listed technologies presented on the survey; aided list.

B2C Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

EXPERT

Content marketing technology is integrated across the organization, experiencing the benefits

ADVANCED

Finding success, yet challenged with integrating content marketing technology across the organization

INTERMEDIATE

Becoming more consistent with the use of content marketing technology, seeing early success

NOVICE

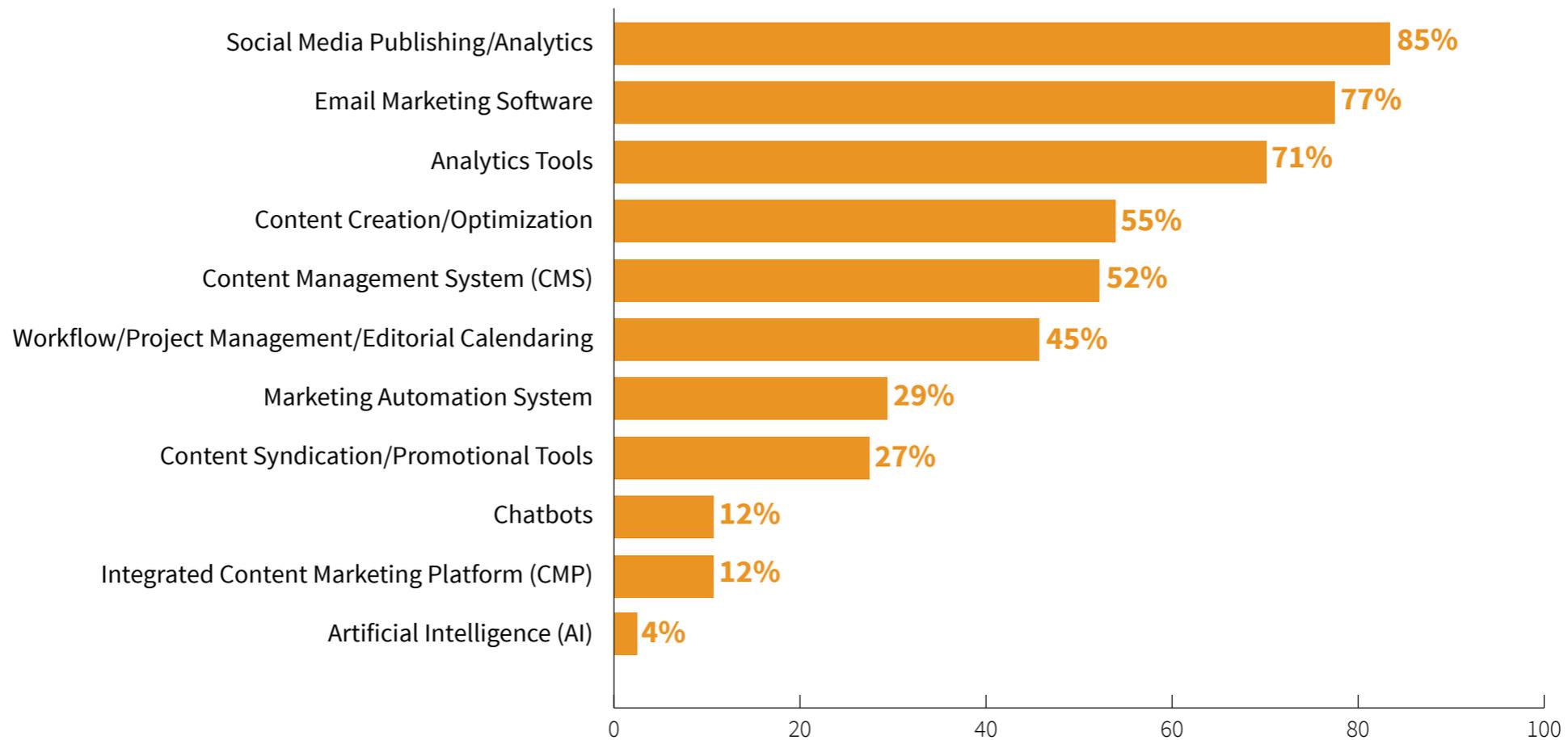
Growing in use of content marketing technology, but not using it consistently

BEGINNER

Just started using one or more content marketing technologies

The top three technologies B2C marketers use to assist with managing their content marketing efforts are social media publishing/analytics, email marketing software, and analytics tools.

Types of Technologies B2C Marketers Use to Assist With the Management of Content Marketing Efforts

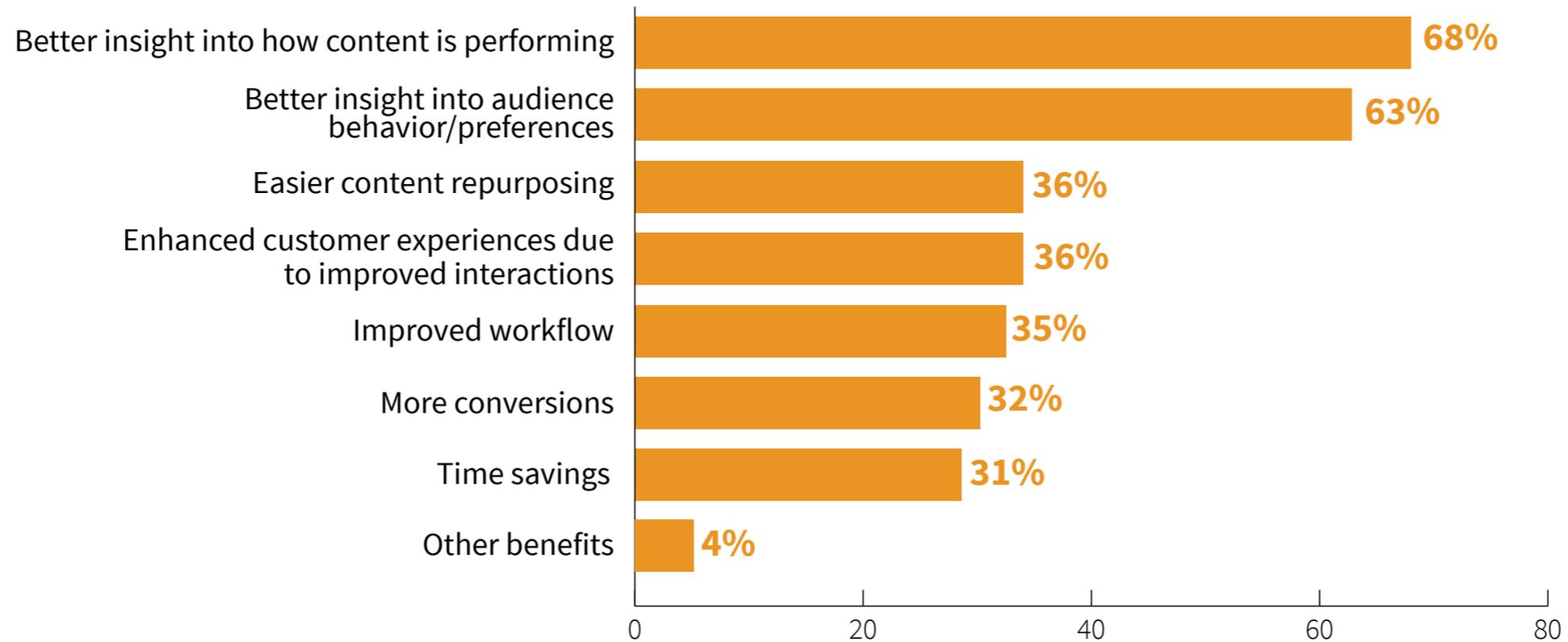


Base: B2C content marketers whose organizations use one or more of the technologies listed. Aided list; multiple responses permitted.

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B2C marketers say the top benefit of using content marketing technology is that it provides better insight into how content is performing.

Benefits B2C Marketers Derive from Using Content Marketing Technologies



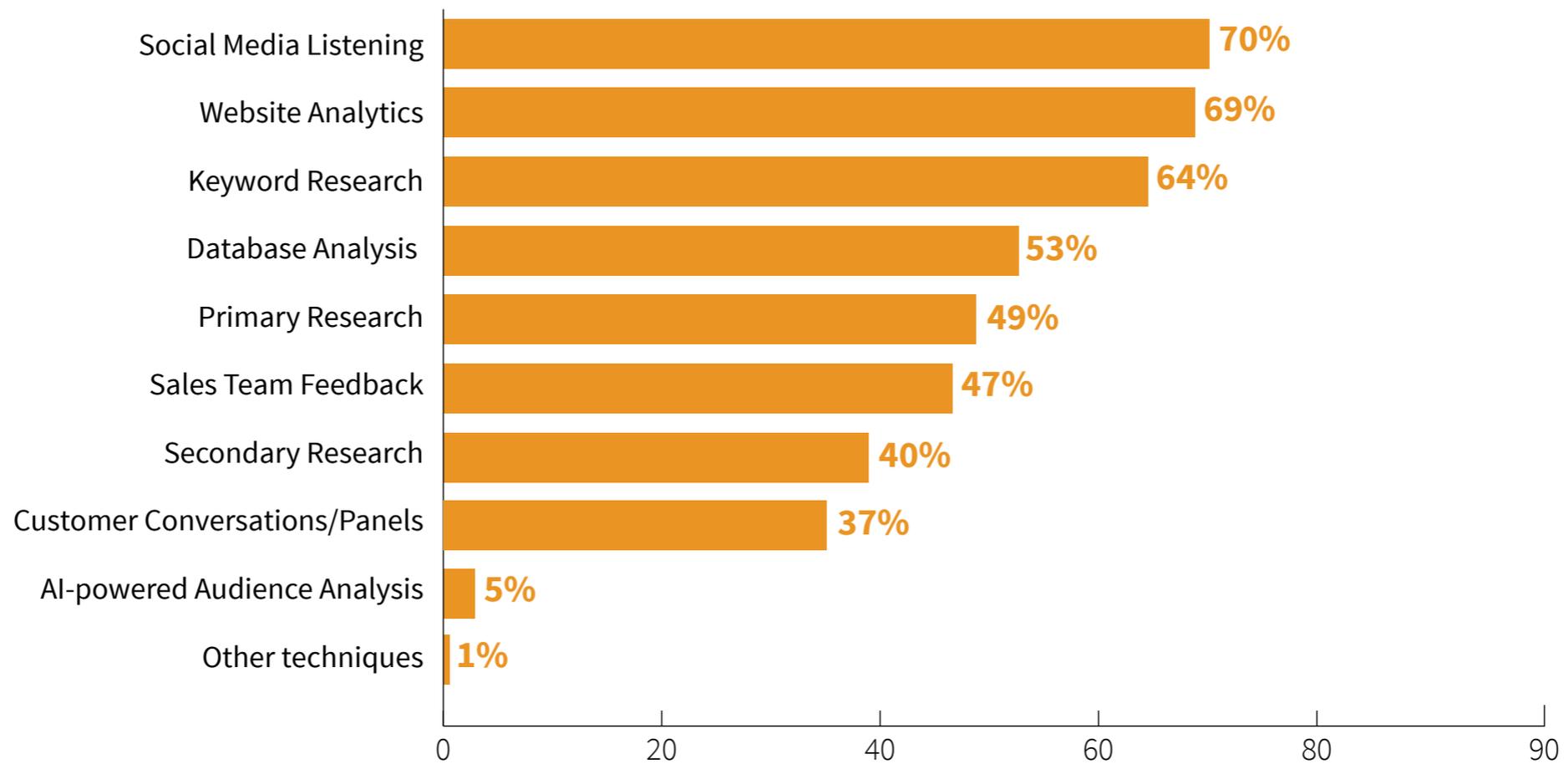
Base: B2C content marketers whose organizations use one or more of the technologies listed. Aided list; multiple responses permitted.

B2C Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

AUDIENCE RESEARCH & NURTURING

Social media listening, website analytics, and keyword research are the top three techniques B2C content marketers use to research their audience(s).

Techniques B2C Marketers Use to Research Their Target Audience for Content Marketing

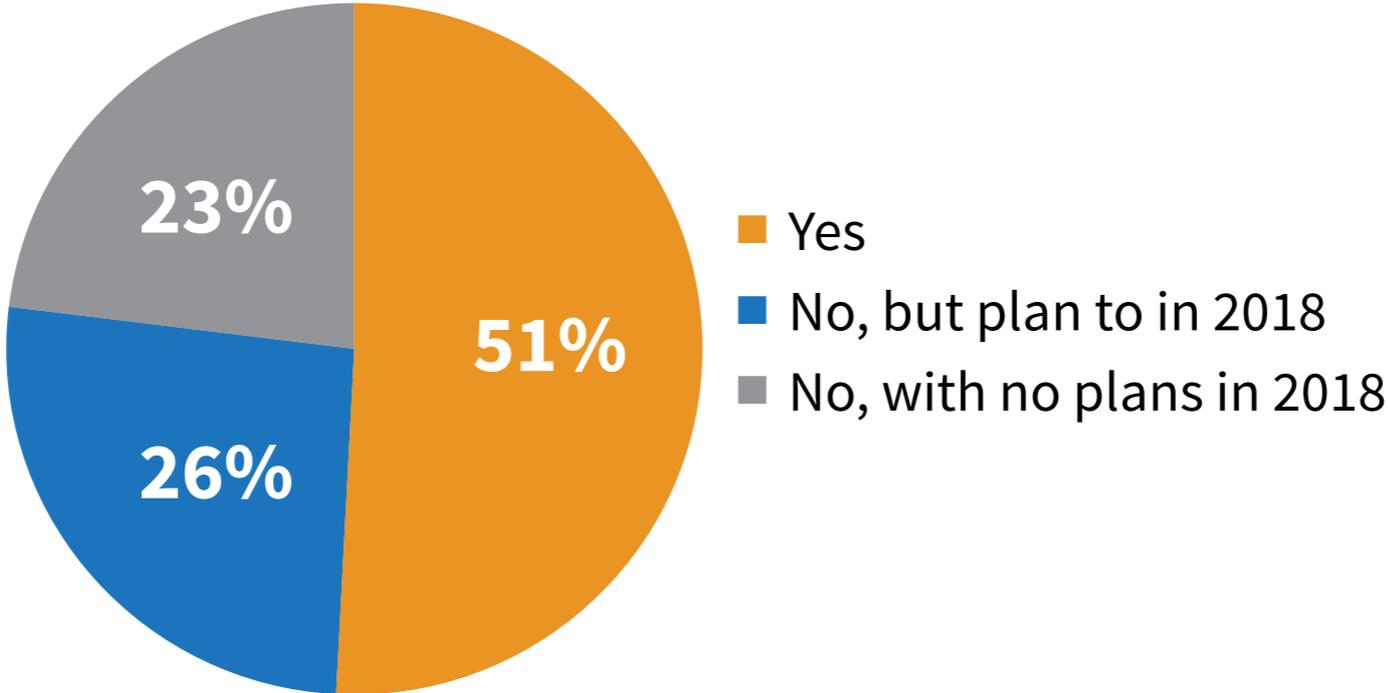


Base: B2C content marketers whose organizations research target audiences. Aided list; multiple responses permitted.

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By January 2019, an estimated 77% of B2C marketers surveyed will be using personas.

Proportion of B2C Marketers That Use Personas for Content Marketing Purposes

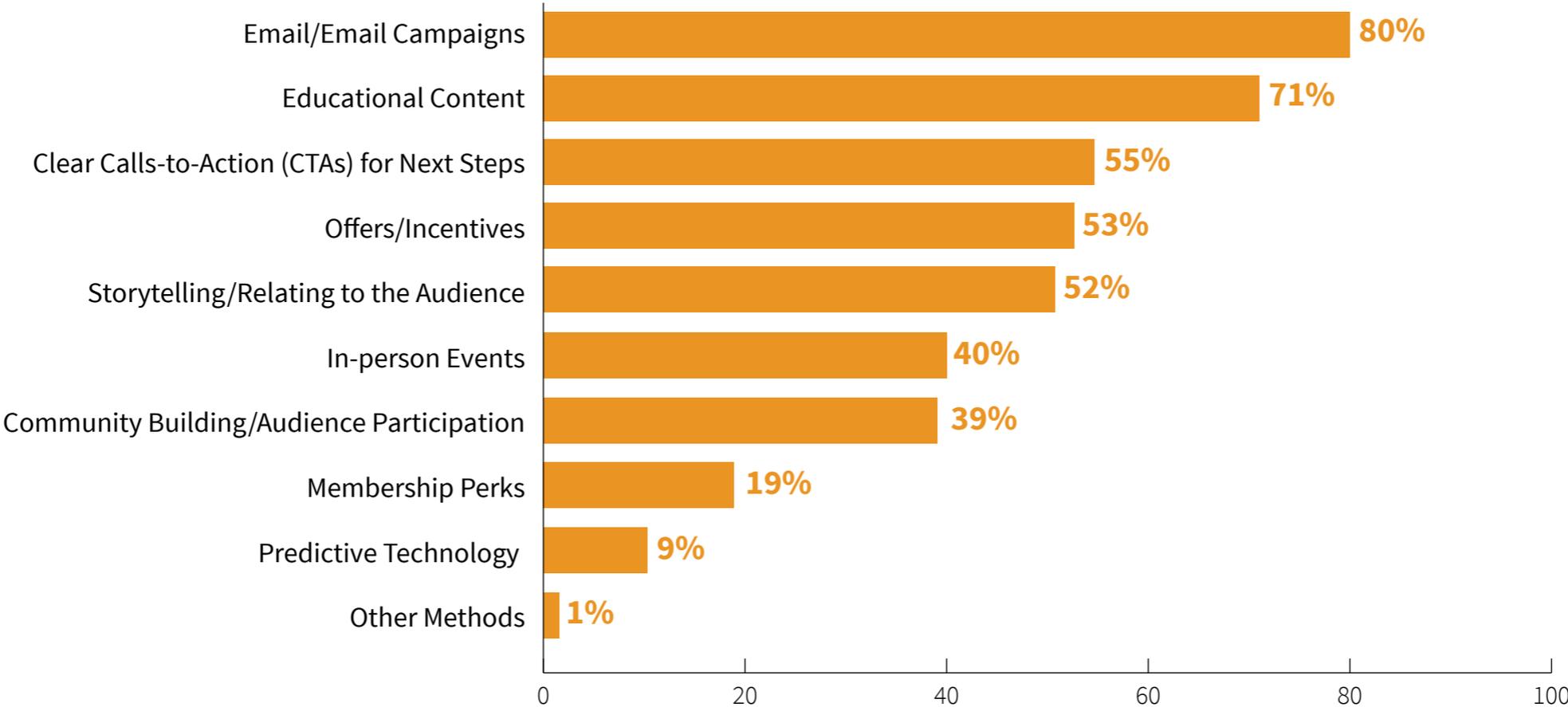


Base: B2C content marketers; aided list.

B2C Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

B2C content marketers say they nurture their audiences primarily via email.

Content Marketing Methods B2C Marketers Use to Nurture Their Audience

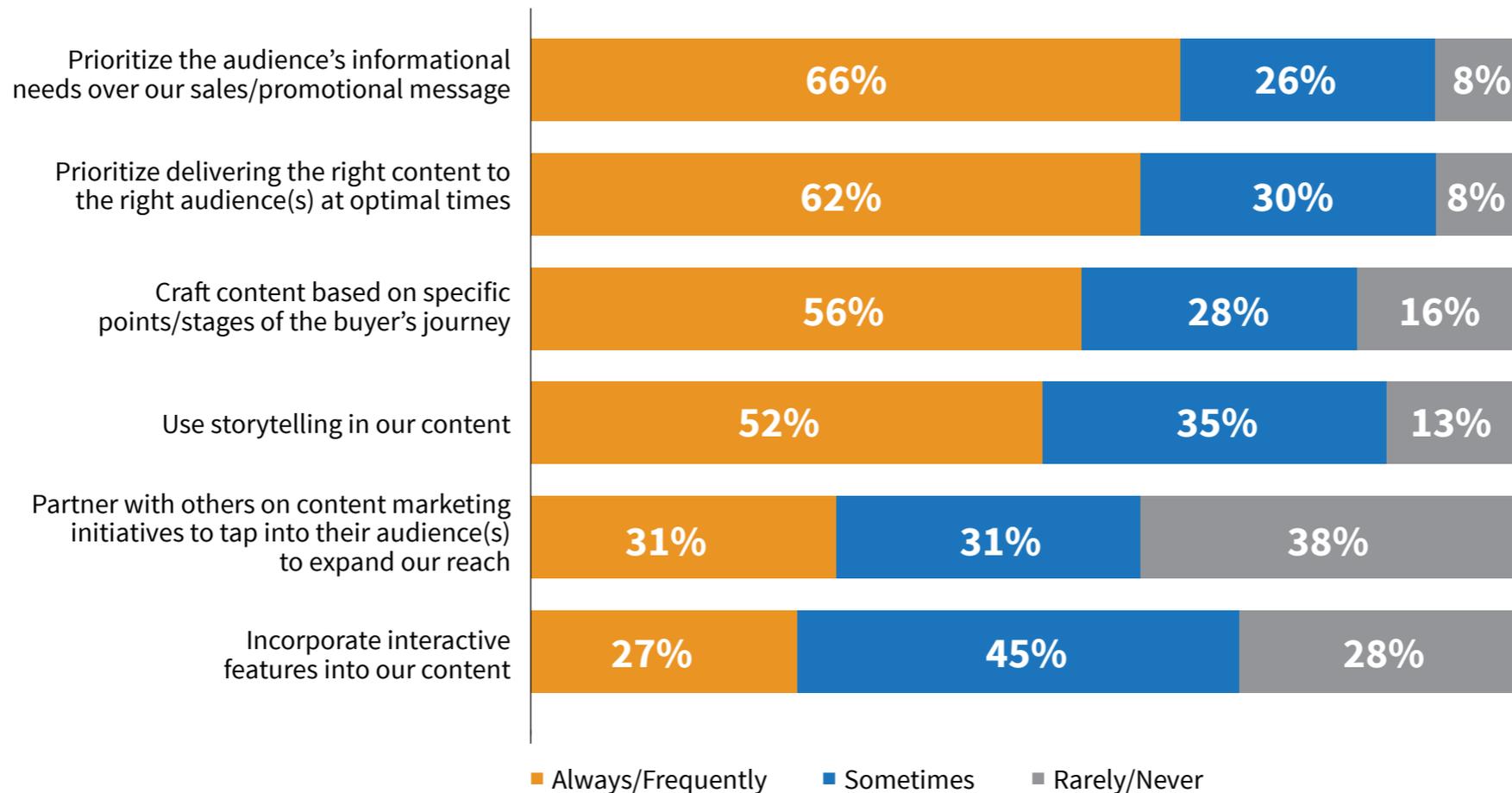


Base: B2C content marketers whose organizations nurture their audience. Aided list; multiple responses permitted.
B2C Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

CONTENT CREATION & DISTRIBUTION

Half of B2C content marketers say their organization always/frequently uses storytelling in its content.

Concepts B2C Marketers Take Into Account While Creating Content for Their Organization

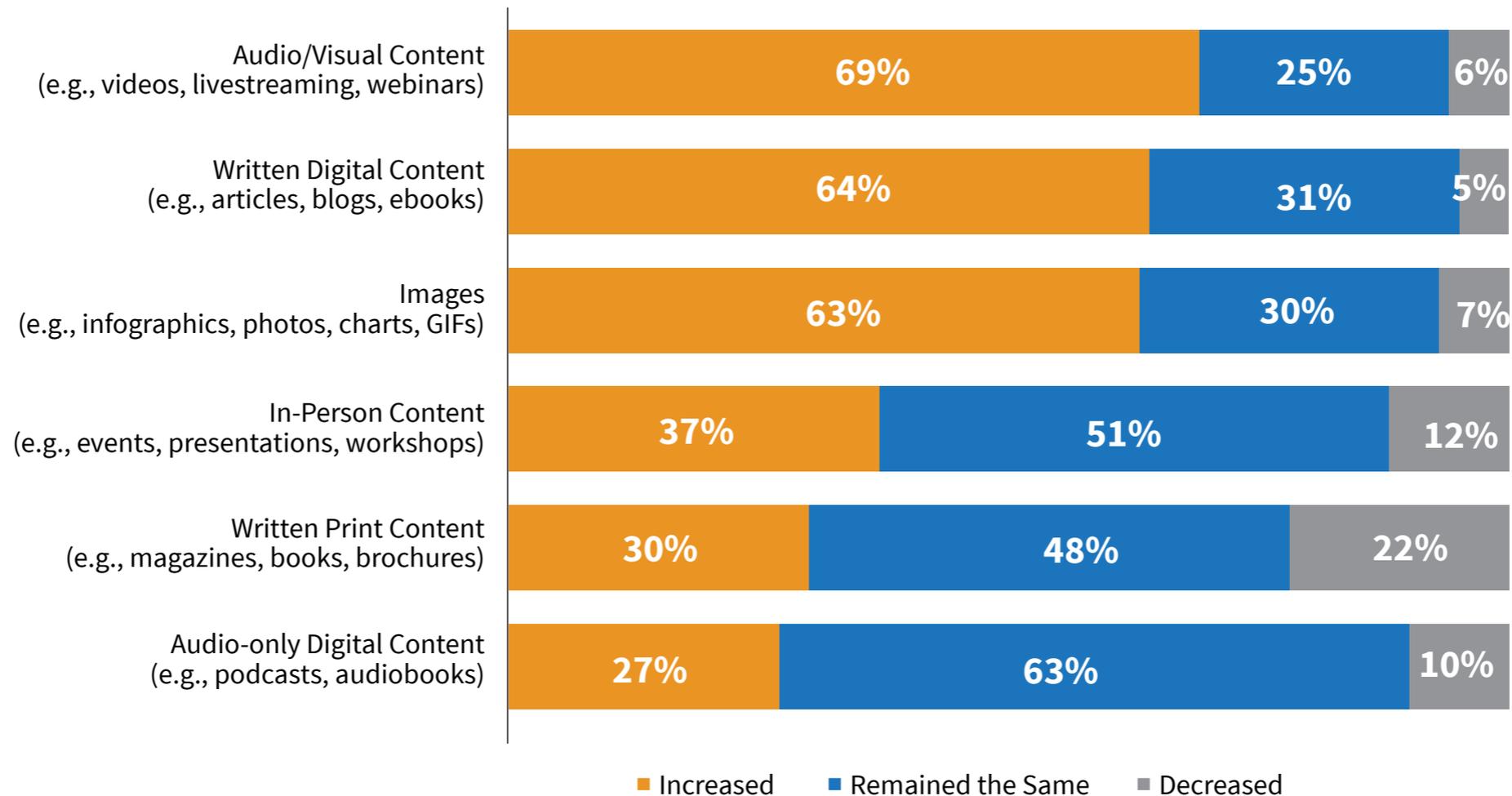


Base: B2C content marketers who answered each concept; aided list.

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The majority of B2C content marketers increased their use of audio/visual content, written digital content, and images compared with one year ago.

How B2C Marketers Have Changed Their Use of Content Types/Formats Compared With One Year Ago

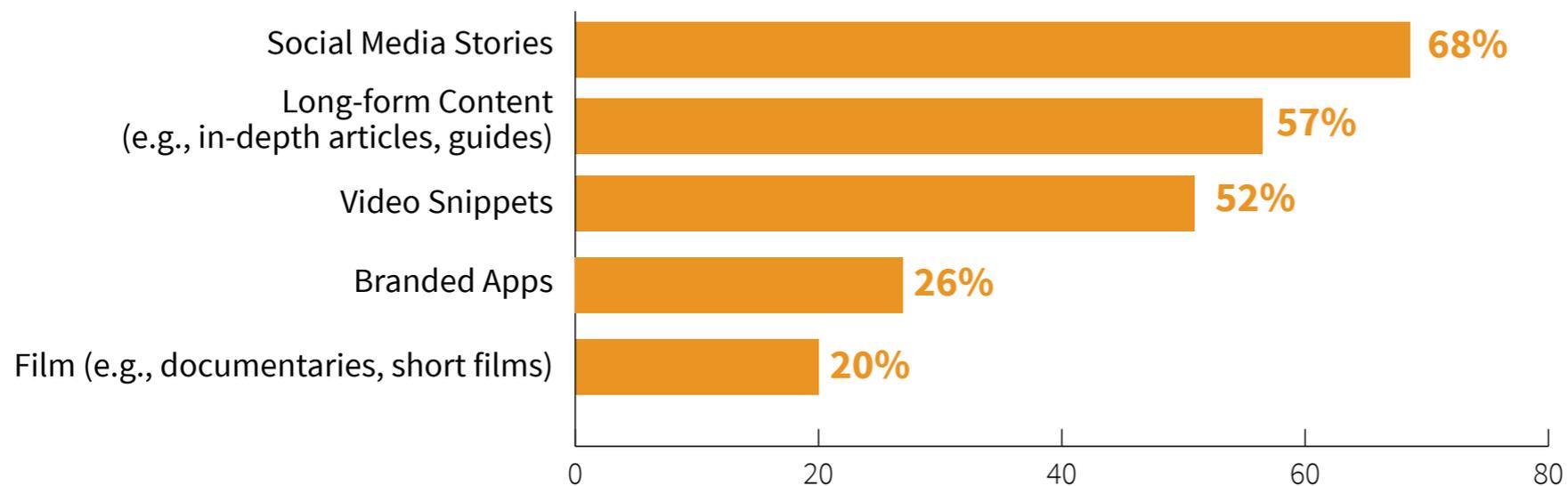


Base: B2C content marketers whose organizations use each type/format listed.

B2C Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

68% of B2C content marketers surveyed say they've used or developed social media stories in the last 12 months.

B2C Content Marketers' Use or Development of Select Types of Content in the Last 12 Months



Base: B2C content marketers. Aided list; multiple responses permitted.

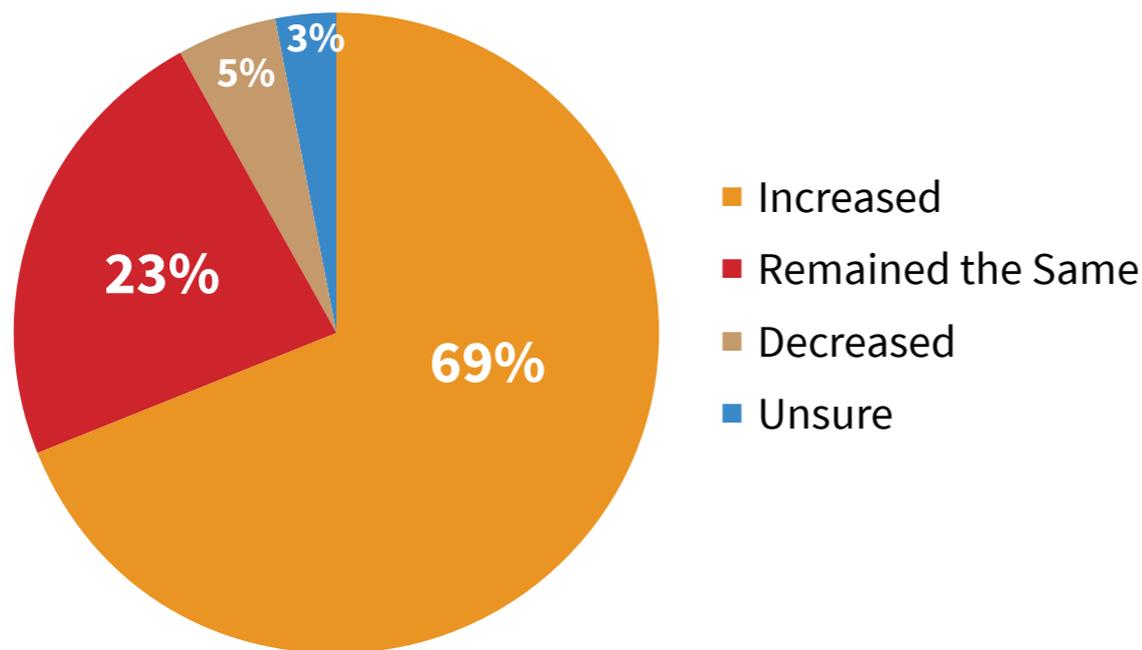
B2C Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

Other types used or developed in last 12 months:

Digital Out-of-Home (DOOH) Placement (16%); Games/Gamification (e.g., contests, badges) (14%); Dedicated Livestreaming Channel(s) (10%); Experiential Content (e.g., VR/AR, immersive) (8%); None of the nine types/formats listed (7%).

69% of B2C marketers surveyed increased their use of social media for content marketing purposes compared with one year ago; only 5% reported a decrease.

How B2C Marketers' Use of Social Media for Content Marketing Has Changed Compared with One Year Ago



Base: B2C content marketers whose organizations have used social media for content marketing for at least one year.

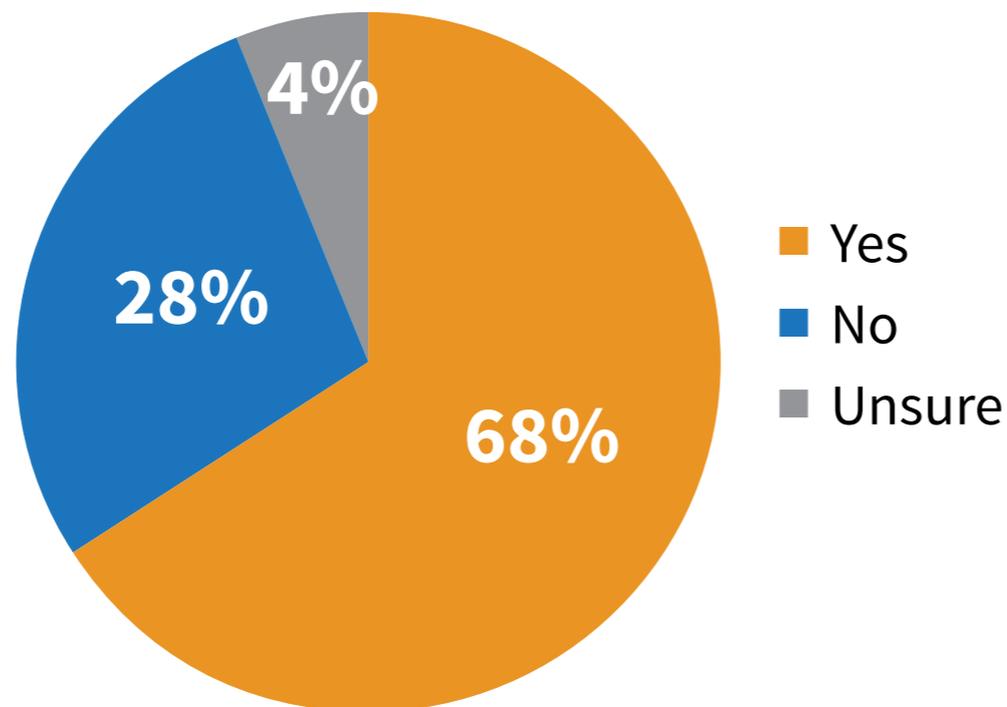
B2C Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

Past CMI/MarketingProfs annual content marketing research has consistently identified Facebook, Twitter, LinkedIn, YouTube, and Instagram as the top social media platforms B2C content marketers use.

Instead of inquiring this year about specific platforms, we asked if issues such as changes in social media algorithms and data privacy had led content marketers to decrease their use of social media. We found no signs of slowing down, with only 4% of B2C marketers reporting a decrease in use.

68% of B2C content marketers surveyed use paid methods to distribute content.

Proportion of B2C Marketers That Have Used Paid Methods to Distribute Content in the Last 12 Months



Base: B2C content marketers. Aided list; multiple responses permitted.

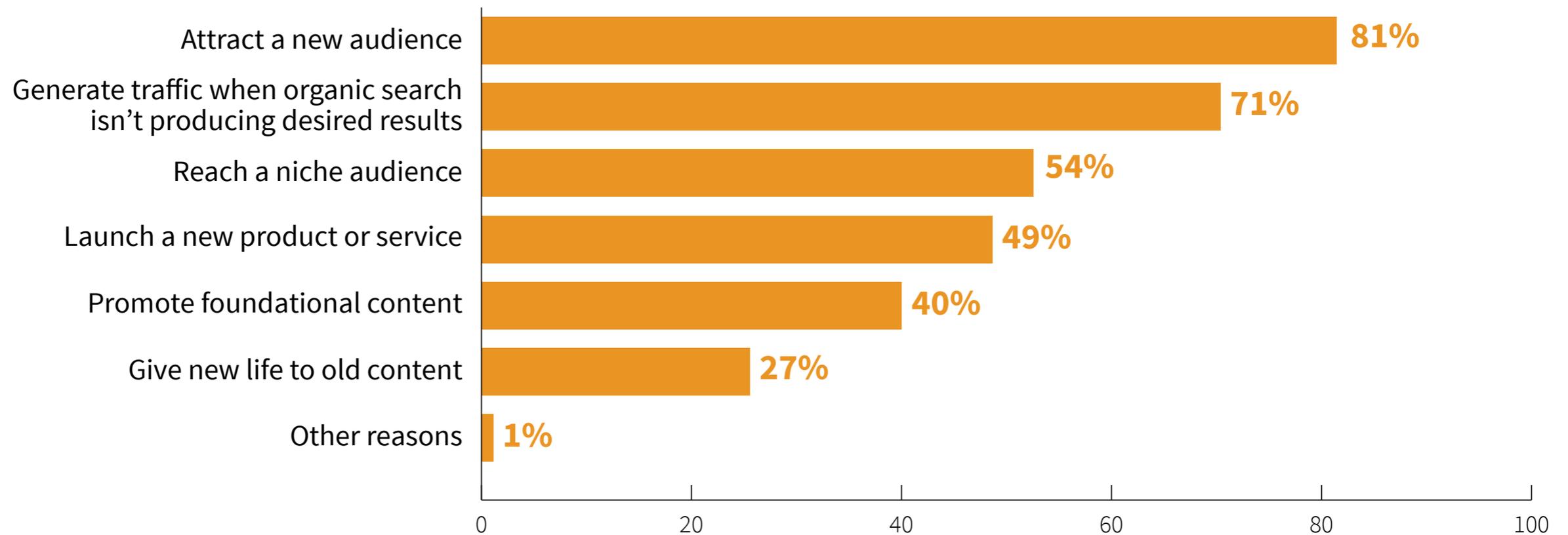
B2C Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

Last year's CMI/MarketingProfs annual content marketing research (as reported in the 2018 version of this report) found that social media platforms, email, and blogs were the top three formats B2C marketers used to distribute content.

This year, we asked respondents if they use paid methods to distribute content. The majority said yes.

The top reason why B2C marketers use paid methods to distribute content is to attract a new audience.

Reasons Why B2C Marketers Use Paid Methods to Distribute Content

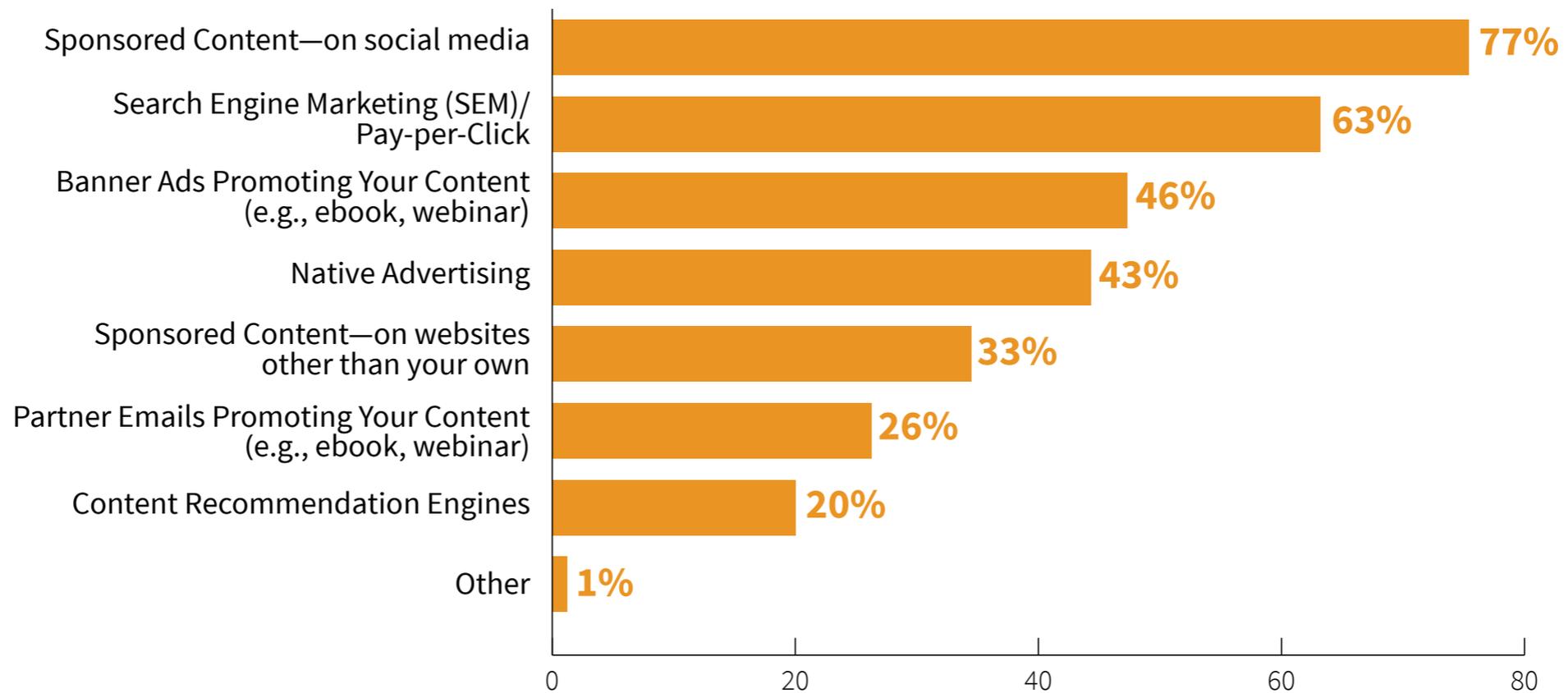


Base: B2C content marketers whose organizations have used paid methods to distribute content in the last 12 months. Aided list; multiple responses permitted.

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Sponsored content on social media is the top paid method respondents use to distribute content.

Types of Paid Content Distribution Methods B2C Marketers Use



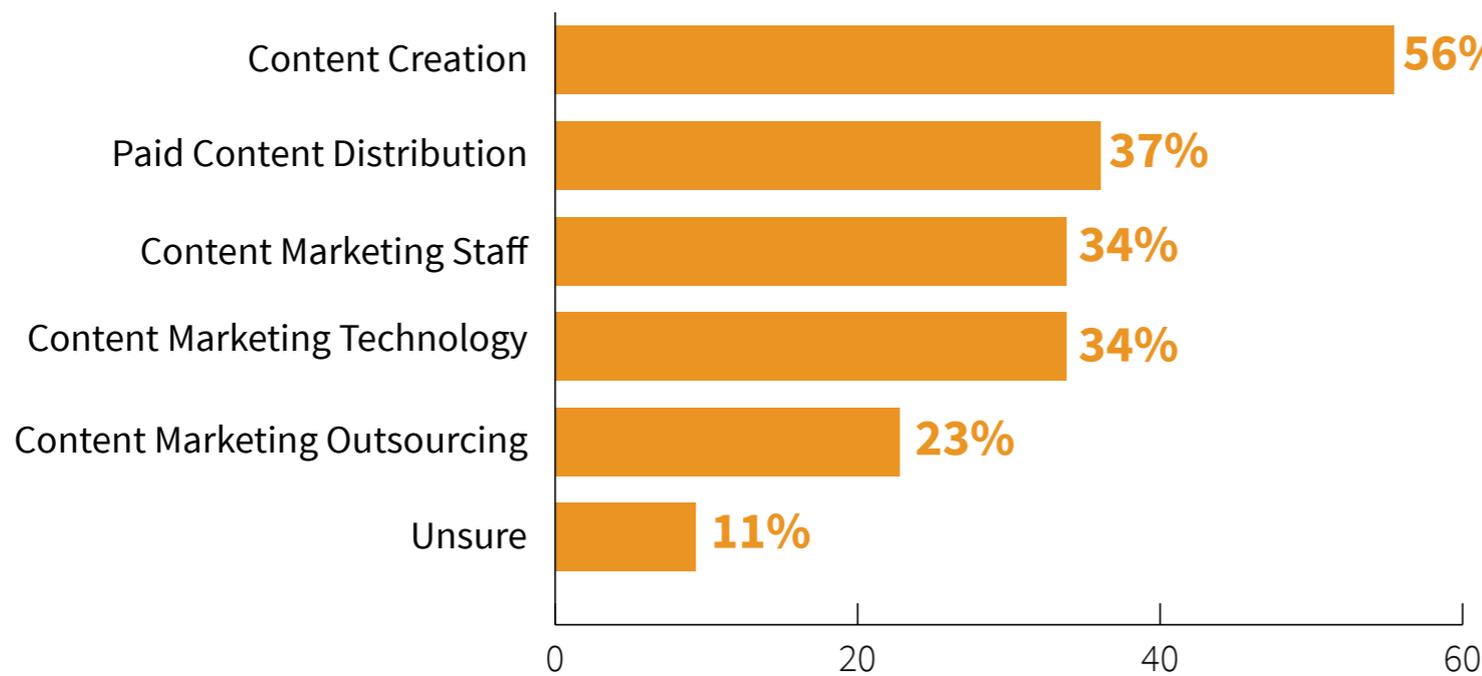
Base: B2C content marketers whose organizations used paid methods in the last 12 months. Aided list; multiple responses permitted.

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BUDGETS & SPENDING

B2C content marketers increased spending on content creation more so than other areas of content marketing in the last 12 months.

Areas Where B2C Content Marketers Increased Spending in the Last 12 Months



Note: 12% of respondents indicated their organization did not increase content marketing spending in the last 12 months.

Base: B2C content marketers whose organizations increased spending in the last 12 months. Aided list; multiple responses permitted.

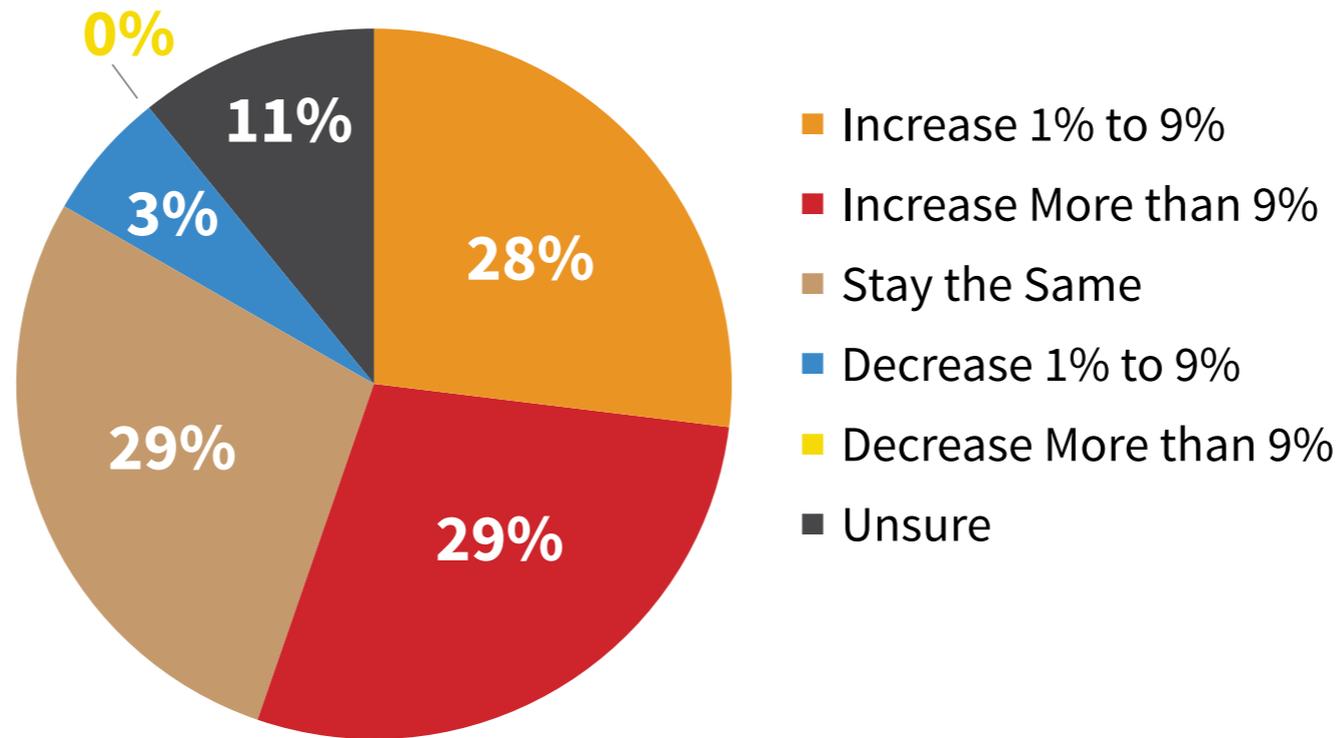
The top three skills they're looking for?

- ▶ Marketing 70%
- ▶ Business/Strategy.... 39%
- ▶ Journalism 31%

Base: Respondents who increased spending on content marketing staff.

57% of B2C marketers expect their content marketing budget to increase in 2019.

B2C Marketers' Expected Change in 2019 Content Marketing Budget Compared With 2018



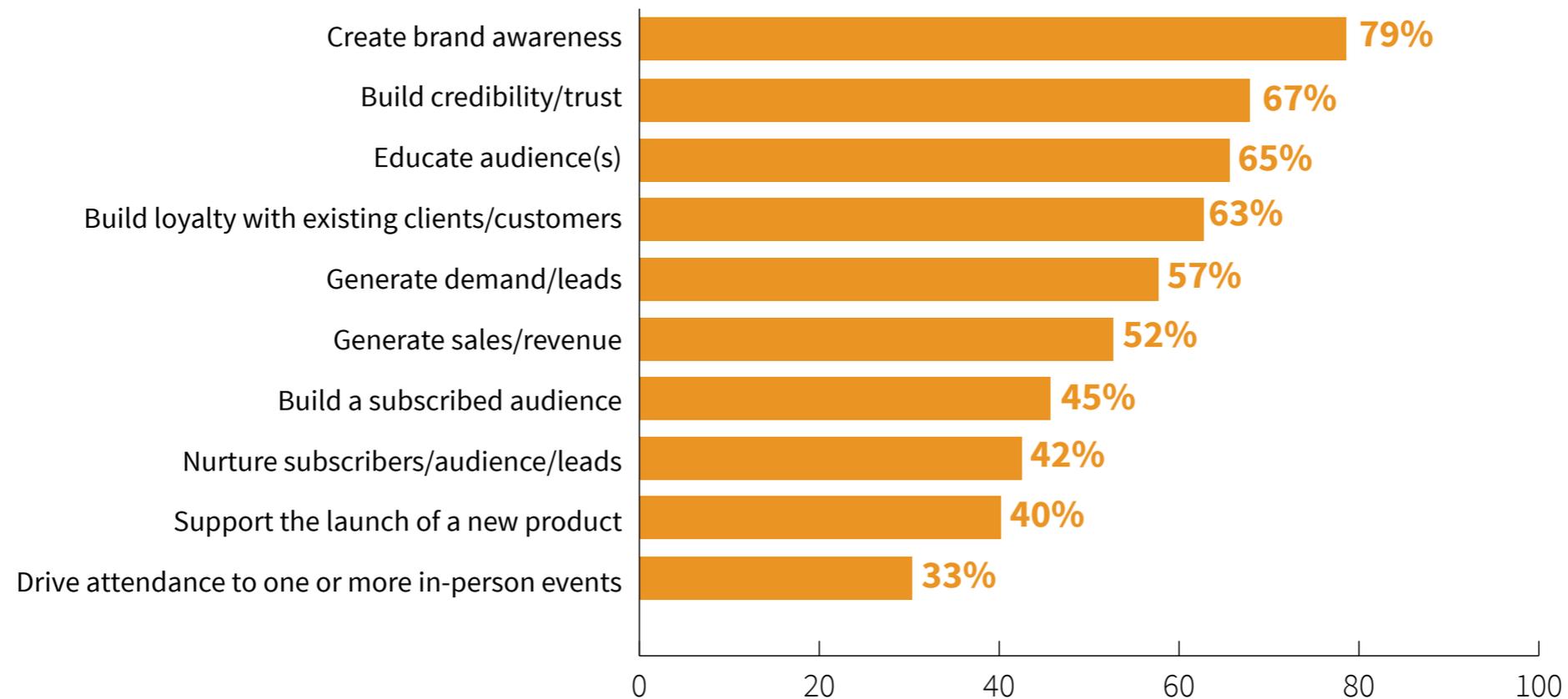
Base: B2C content marketers; aided list.

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GOALS & METRICS

B2C marketers have used content marketing successfully over the last 12 months to create brand awareness, build credibility/trust, educate audience(s), build loyalty with existing customers, and more.

Goals B2C Marketers Have Achieved by Using Content Marketing Successfully in Last 12 Months



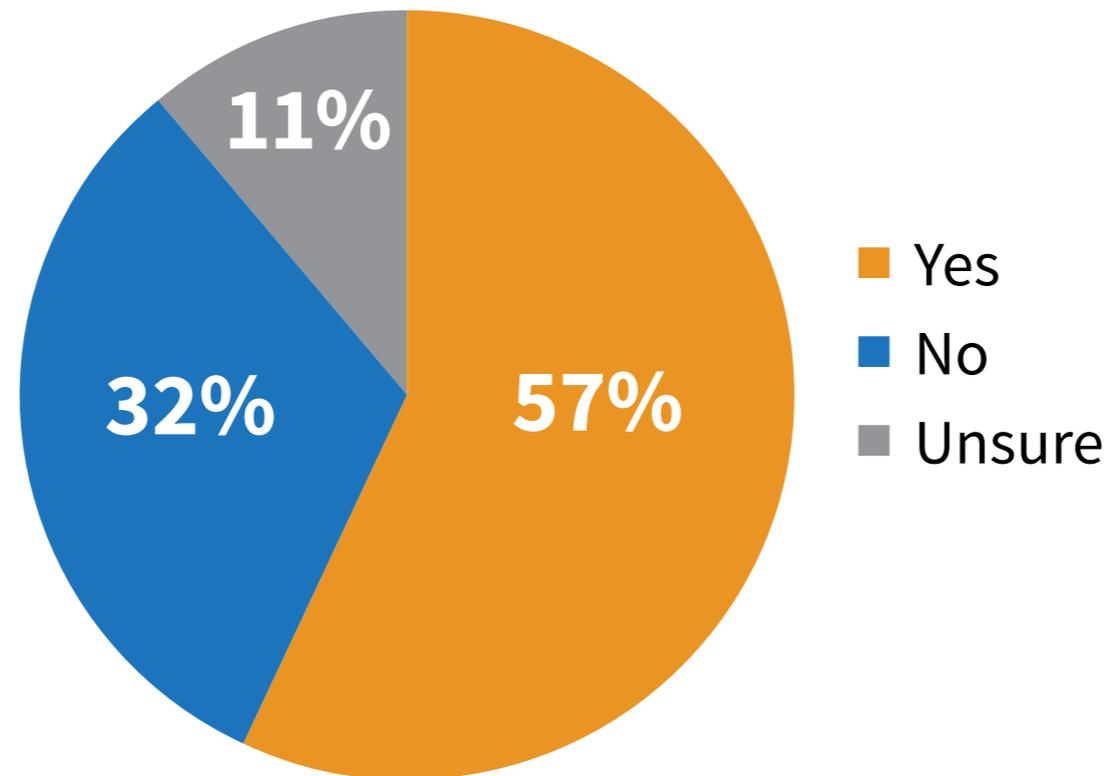
Note: 1% said none of the above.

Base: B2C content marketers. Aided list; multiple responses permitted.

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57% of B2C content marketers report their organization measures content marketing ROI.

Proportion of B2C Marketers That Measure Content Marketing ROI

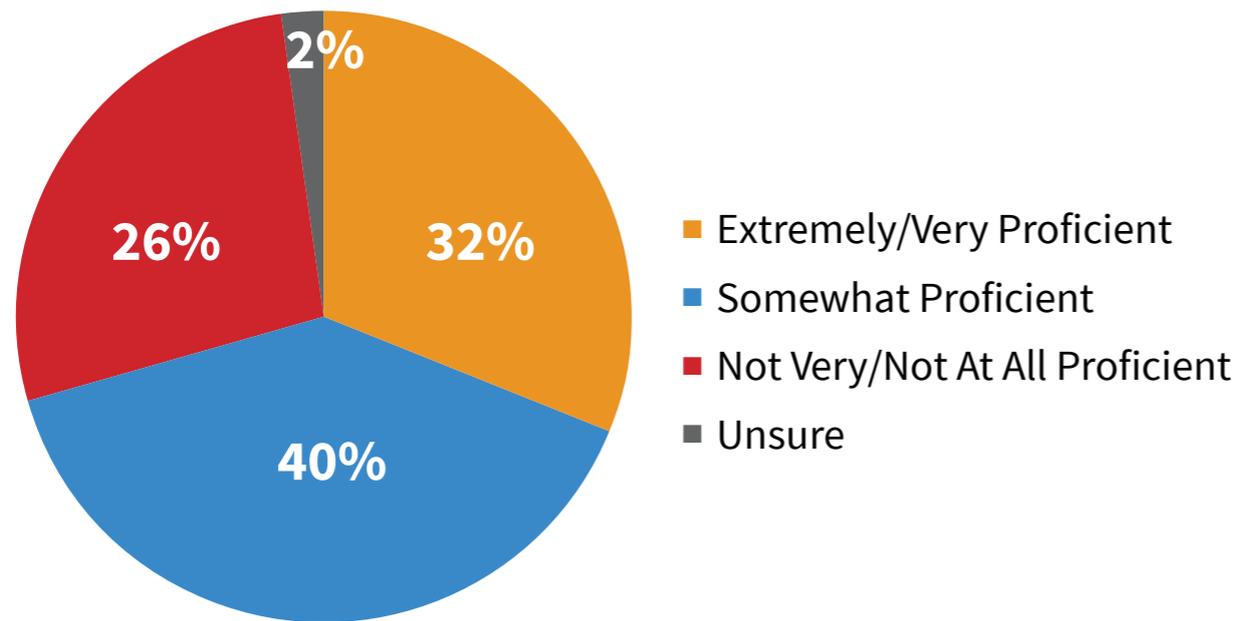


Base: B2C content marketers.

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32% of B2C respondents say their teams are extremely/very proficient with using the metrics they've selected to monitor content marketing performance.

How B2C Content Marketers Rate Their Proficiency With Using Selected Metrics



Base: B2C content marketers whose organizations use metrics to measure content marketing performance; aided list.

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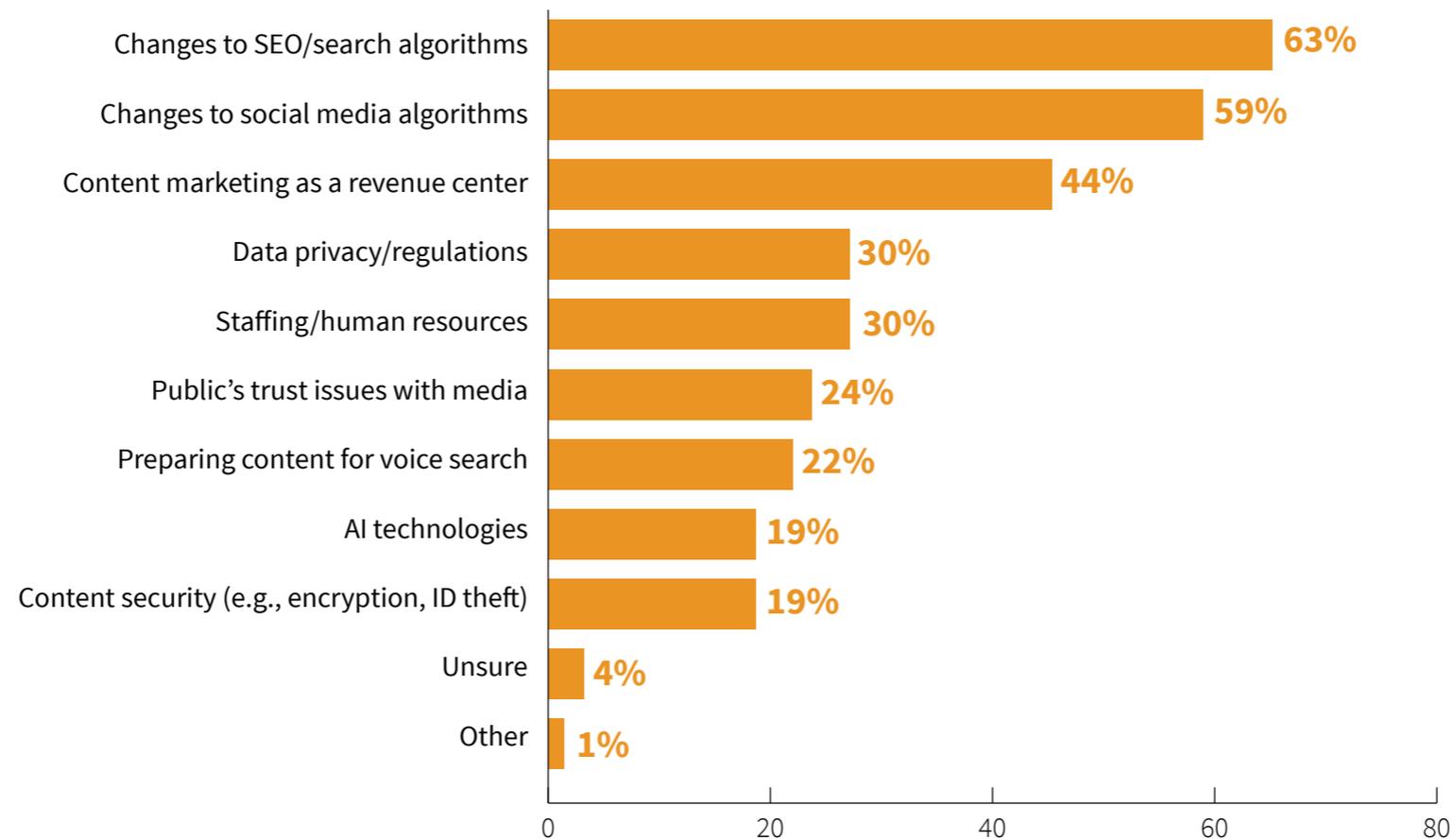
There are many metrics and techniques available for measuring content marketing results. The key is to identify the metrics that will yield the most meaningful insights based on specific goals.

This chart shows how proficient B2C content marketers say their teams are with using the metrics they've selected. Those reporting low proficiency may have a need for additional resources, or the metrics used may need to be reevaluated.

ISSUES OF IMPORTANCE

B2C marketers say changes to SEO/search algorithms is a top content marketing issue of importance to their organization.

Content Marketing Issues That Were Important to B2C Organizations in 2018



Base: B2C content marketers. Aided list; multiple responses permitted.

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METHODOLOGY

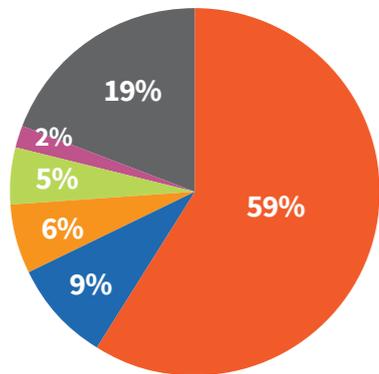
B2C Content Marketing 2019: Benchmarks, Budgets, and Trends was produced by **Content Marketing Institute** and **MarketingProfs**.

The ninth annual CMI/MarketingProfs 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), WTWH Media, and UBM Technology Group.

A total of 1,947 recipients from around the globe—representing a full range of industries, functional areas, and company sizes—replied to the survey during June and July 2018. This report presents the findings from the 299 respondents who indicated their organization is for-profit, primarily selling products/services to consumers (B2C) or to both businesses and consumers (B2B and B2C), with the percentage of B2C business exceeding 50%.

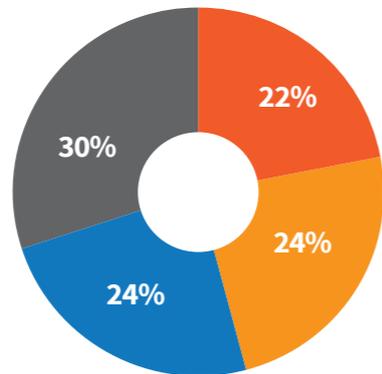
Additional reports based on the annual survey are available at www.contentmarketinginstitute.com/research.

Geographic Location of B2C Company



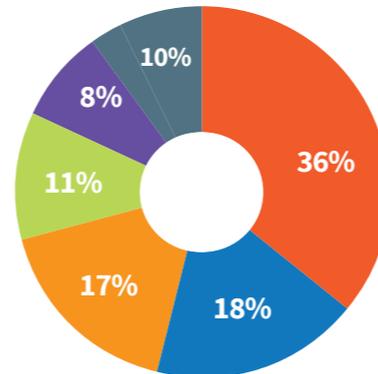
- United States
- Australia
- India
- Canada
- United Kingdom
- Other Locations

Size of B2C Company (by Employees)



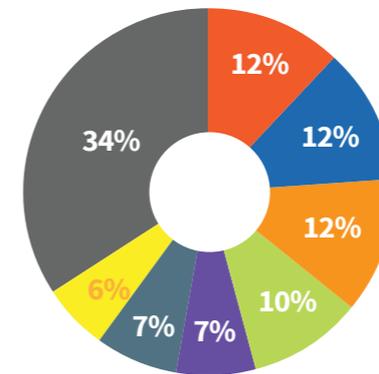
- Micro (Fewer than 10 Employees)
- Small (10-99 Employees)
- Midsize (100-999 Employees)
- Large (1,000+ Employees)

B2C Content Marketing Job Title/Function



- Marketing/Advertising/Communications/PR Management
- Content Creation/Management (Writer/Creative Director/Editor)
- Corporate Management (CEO/Owner/President/CMO/CCO)
- Marketing—Staff/Support/Administration
- General Management (GM, VP)
- Other

B2C Industry Classification



- Retail/Ecommerce
- Education
- Financial Services
- Agency (Content Marketing, Advertising, Digital, PR)
- Healthcare/Medical/Pharmaceuticals
- Technology/IT/Software/Hardware
- Travel/Tourism/Hospitality
- Other

Note: This year's methodology differs from prior years. This year, we qualified respondents based on whether their organization has been using content marketing for at least one year, and whether they are a content marketer, someone who is involved with the content marketing function, and/or someone to whom content marketing reports.

Thanks to all the survey participants and distribution partners and to everyone who helps disseminate these findings throughout the content marketing industry.

About Content Marketing Institute

[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 [ContentTECH Summit](#) event is held every spring. CMI publishes the quarterly 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. Content Marketing Institute is organized by UBM, which in June 2018 combined with Informa PLC to become a leading B2B information services group and the largest B2B Events organizer in the world. To learn more and for the latest news and information, visit www.ubm.com and www.informa.com.

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