



MANUFACTURING CONTENT MARKETING 2019

Benchmarks, Budgets, and Trends



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TABLE OF CONTENTS

- WELCOME 3
- KEY FINDINGS 4
- OVERALL SUCCESS 6
- MATURITY 7
- COMMITMENT 8
- STRATEGY & OPINIONS 9
- TECHNOLOGY USE & PROFICIENCY 12
- AUDIENCE RESEARCH & NURTURING 16
- CONTENT CREATION & DISTRIBUTION 20
- BUDGETS & SPENDING 28
- GOALS & METRICS 31
- CONTENT MARKETING ISSUES OF IMPORTANCE & UNIQUE CHALLENGES 35
- METHODOLOGY 38
- ABOUT 39



**LISA
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Research Director
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Welcome to our *Manufacturing Content Marketing 2019—
Benchmarks, Budgets, and Trends* report. We surveyed content marketers worldwide about a range of content marketing topics including strategy, audience development, technology proficiency, and content types. This report presents the data from the marketers who work in manufacturing organizations.

The data suggest that manufacturers have a way to go with putting the audience's informational needs before their own sales/promotional message. In addition, marketers in these organizations say they are uniquely challenged with creating content that appeals to multi-level roles within their target audience. Many are working to address these challenges, for example, by developing personas.

It's an exciting time to be a content marketer working in a manufacturing environment; there is plenty to learn and much to achieve. Best wishes for a successful 2019!

Audience is not always being put front-and-center

While manufacturing companies certainly need to explain how their products or services work, 51% of respondents said they always/frequently prioritize their sales/promotional message over the audience's informational needs while creating content for content marketing purposes.

Creating content that appeals to multi-level roles is a challenge, but resources are going toward content creation

Manufacturers face long sales cycles full of multiple decision makers, and our survey confirmed that creating content for multi-level roles is a top challenge for respondents (68%). Fifty-six percent of those who increased content marketing spending over the last 12 months did so on content creation.

66% expect to be using personas by the end of 2018

39% of respondents said they use personas for content marketing purposes, and another 27% said they planned to begin doing so in 2018, bringing the figure to an estimated 66% by the end of 2018. This brings manufacturers closer to their peers in other industries on this practice (for example, 73% of B2B North America content marketers we surveyed plan to be using personas in 2018*).

Those without a documented content marketing strategy miss out on benefits

Fewer than one in four (21%) respondents have a documented content marketing strategy; however, a broader base of B2B marketers who do have a written strategy report the top benefits as “aligns the team around common mission/goals” and “makes it easier to determine which types of content to develop”*.

An emphasis on social media

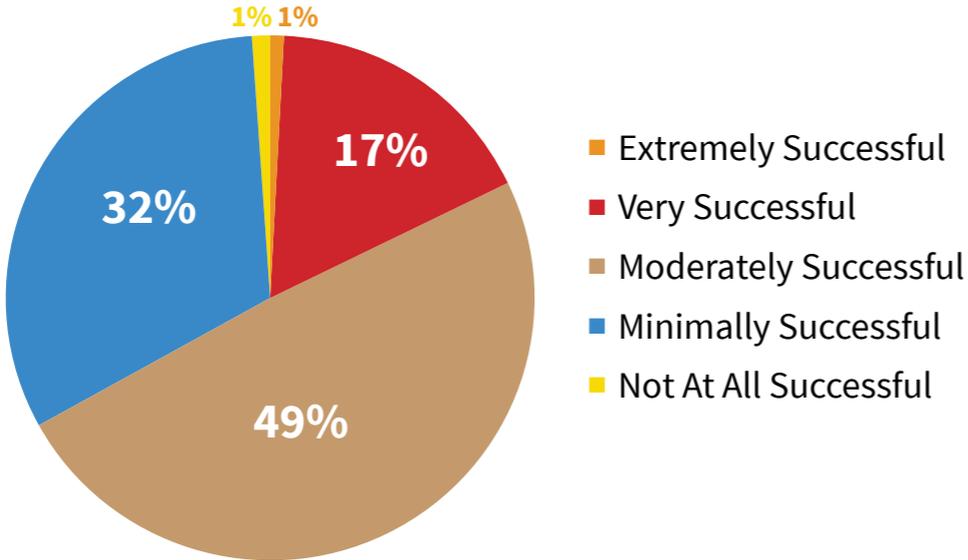
When asked which types of technologies they use to help manage their content marketing efforts, 81% of manufacturing marketers said social media publishing/ analytics tools (their top answer). In addition, 70% said they increased their use of social media for content marketing purposes compared with one year ago.

**As reported in our sister report, B2B Content Marketing 2019: Benchmarks, Budgets, and Trends—North America.*

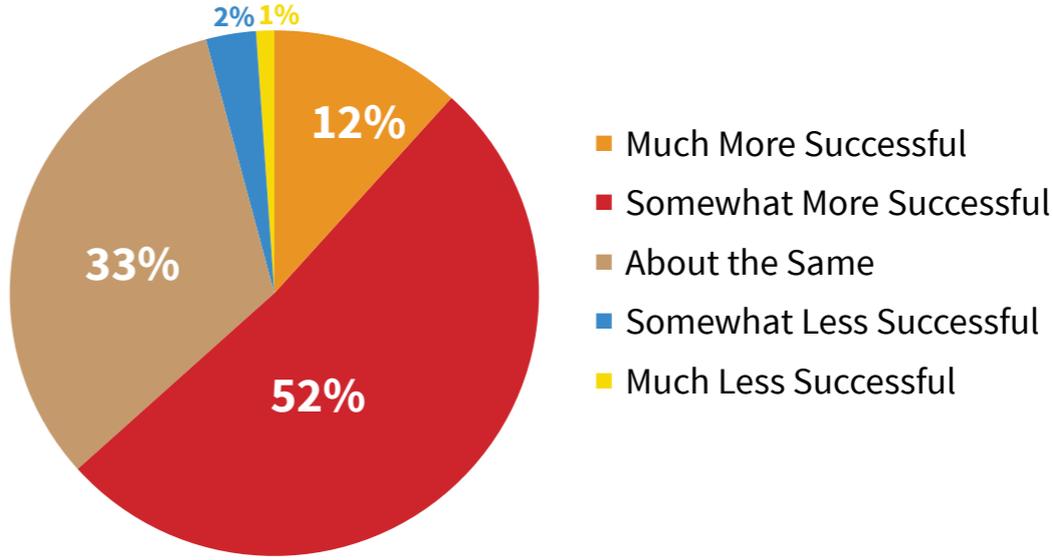
SUCCESS, MATURITY & COMMITMENT

64% of manufacturing content marketers say their organization’s content marketing is much/somewhat more successful compared with one year ago.

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



How Manufacturing 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: Manufacturing content marketers; aided list.

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

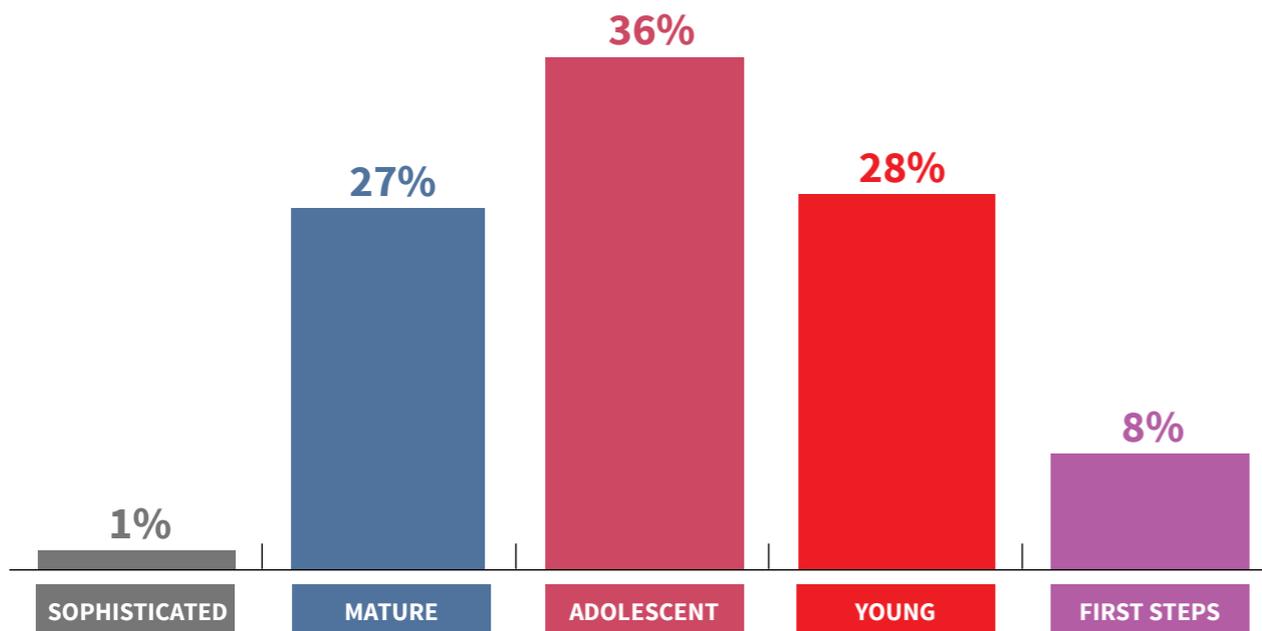
Base: Manufacturing content marketers; aided list.

Manufacturing 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.

41% of respondents in the sophisticated/mature phase say their organization is very successful with content marketing, whereas 52% of those in the young/first steps phase say they are minimally successful.

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



Base: Manufacturing content marketers; aided list.

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

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

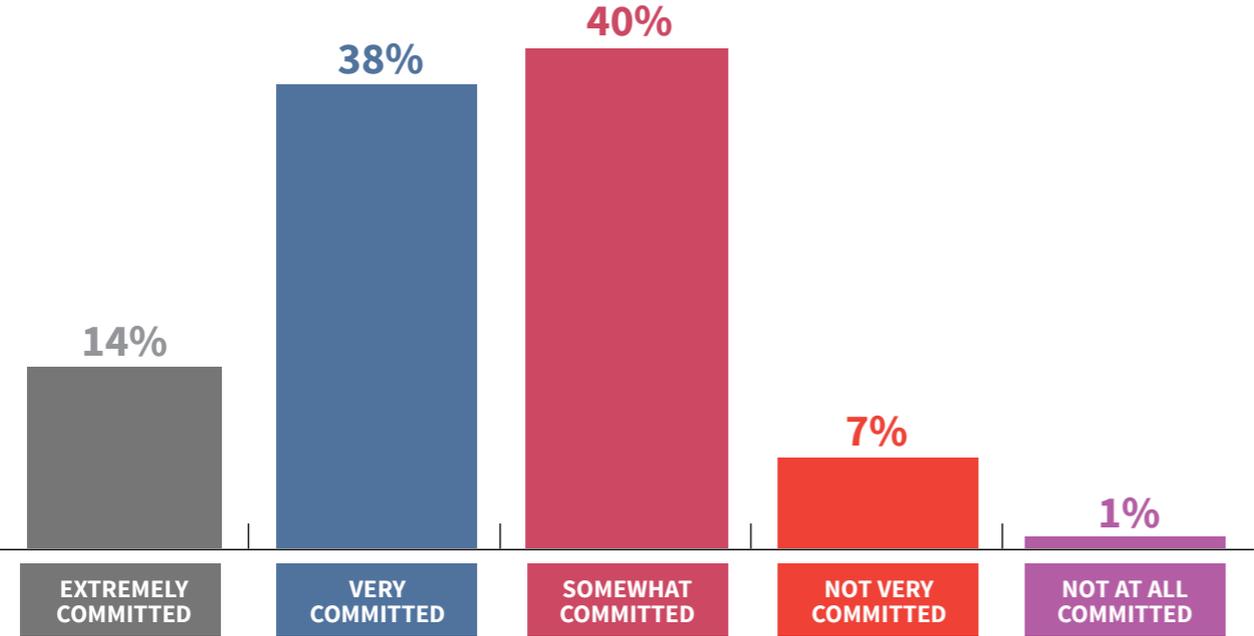
Growing pains, challenged with creating a cohesive strategy and a measurement plan.

FIRST STEPS

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

52% of manufacturing content marketers report their organization is extremely/very committed to content marketing.

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



Base: Manufacturing content marketers; aided list.

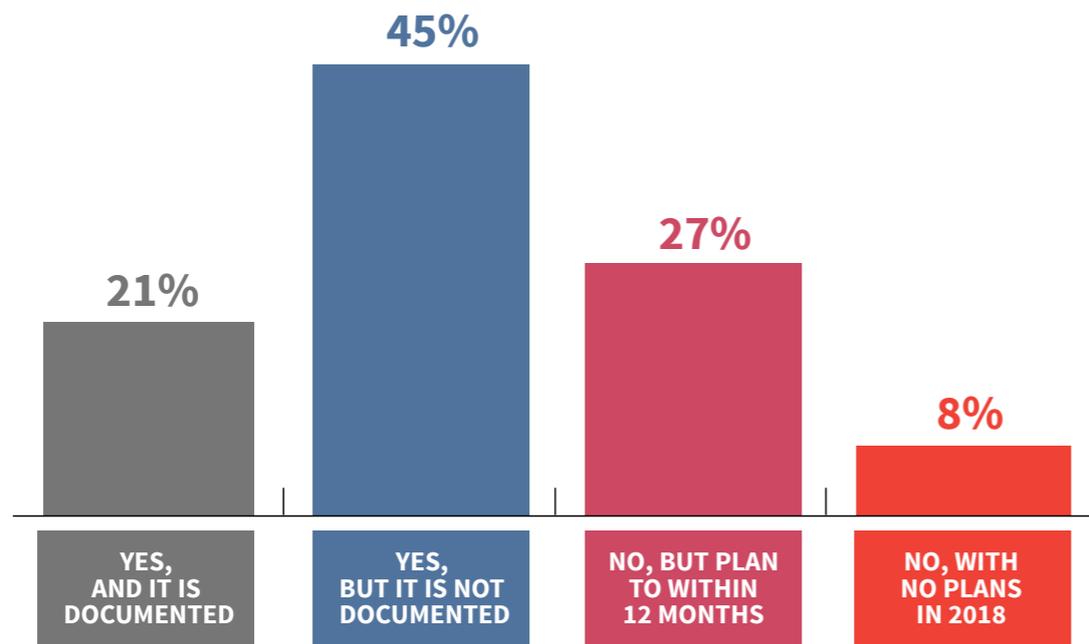
Manufacturing Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

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

STRATEGY & OPINIONS

Fewer than one in four manufacturing marketers report that their organization has a documented content marketing strategy.

Proportion of Manufacturing Marketers With a Content Marketing Strategy



Base: Manufacturing content marketers; aided list.

Manufacturing 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, few manufacturing marketers possess one.

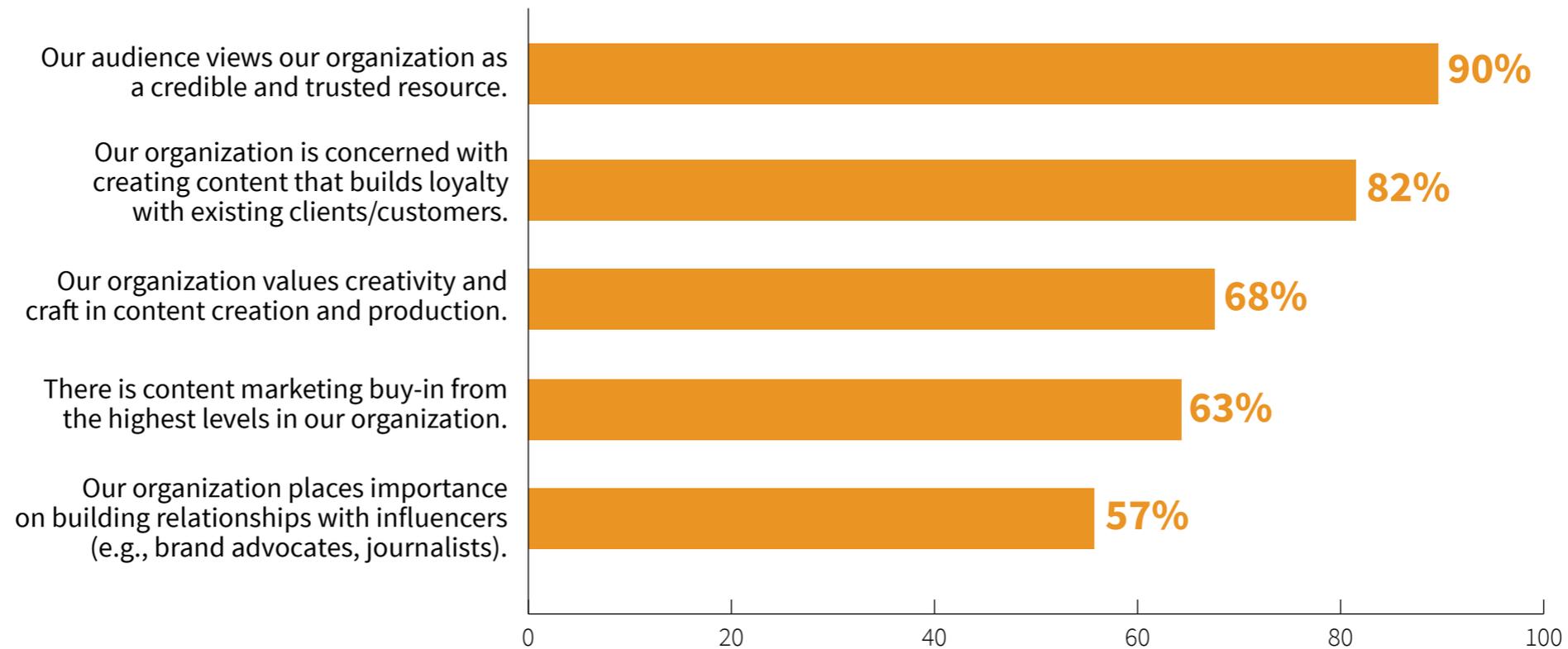
The top benefit of a documented content marketing strategy?

- ▶ Makes it easier to determine which types of content to develop (81%)

Base: Respondents who have a documented content marketing strategy. Small base; shown for display purposes only.

90% of manufacturing content marketers agree that their audience views their organization as a credible and trusted resource.

Manufacturing Marketers' Opinions About Content Marketing in Their Organization (Strongly/Somewhat Agree)



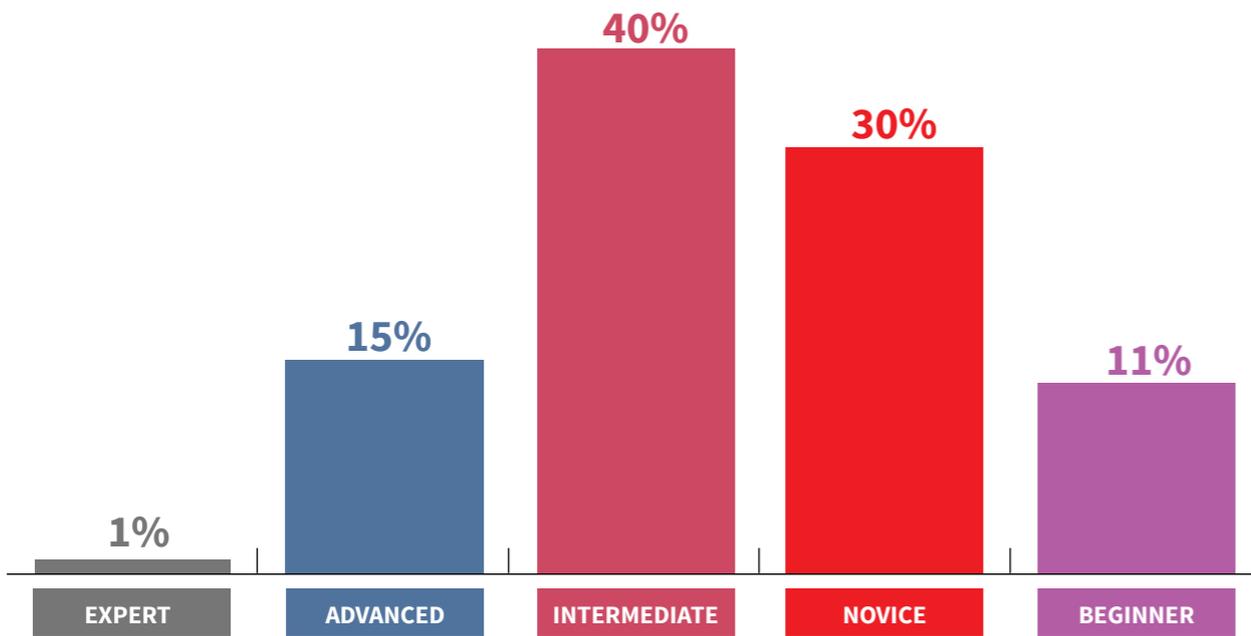
Base: Manufacturing content marketers who answered each statement.

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

TECHNOLOGY USE & PROFICIENCY

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

Manufacturing Marketers’ Proficiency With Use of Content Marketing Technology



Note: 3% of respondents said unsure.

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

Manufacturing 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

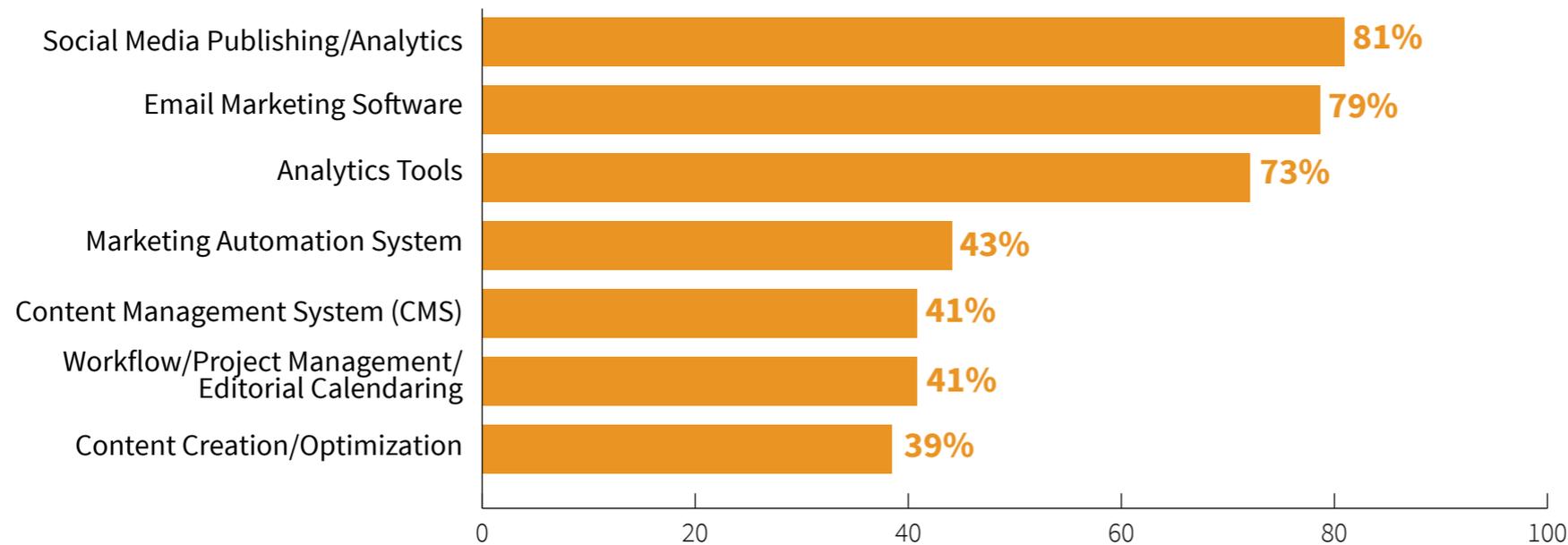
Growing in use of content marketing technology, but not using it consistently.

BEGINNER

Just started using one or more content marketing technologies.

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

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



Note: 99% of respondents use one or more of the listed technologies.

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

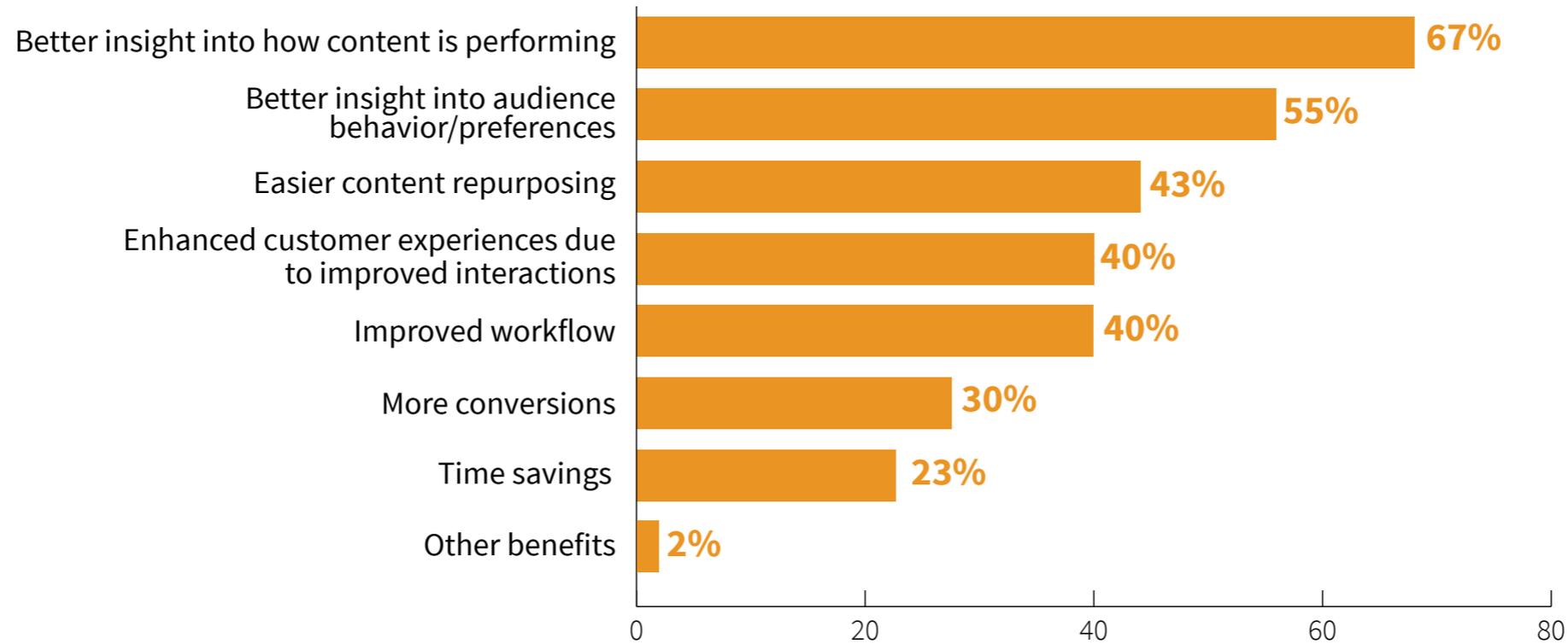
Manufacturing Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

Other technologies used:

Content Syndication/Promotional Tools (13%); Integrated Content Marketing Platform (CMP) (7%); Chatbots (6%); and Artificial Intelligence (AI) (1%).

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

Benefits Manufacturing Marketers Derive from Using Content Marketing Technologies



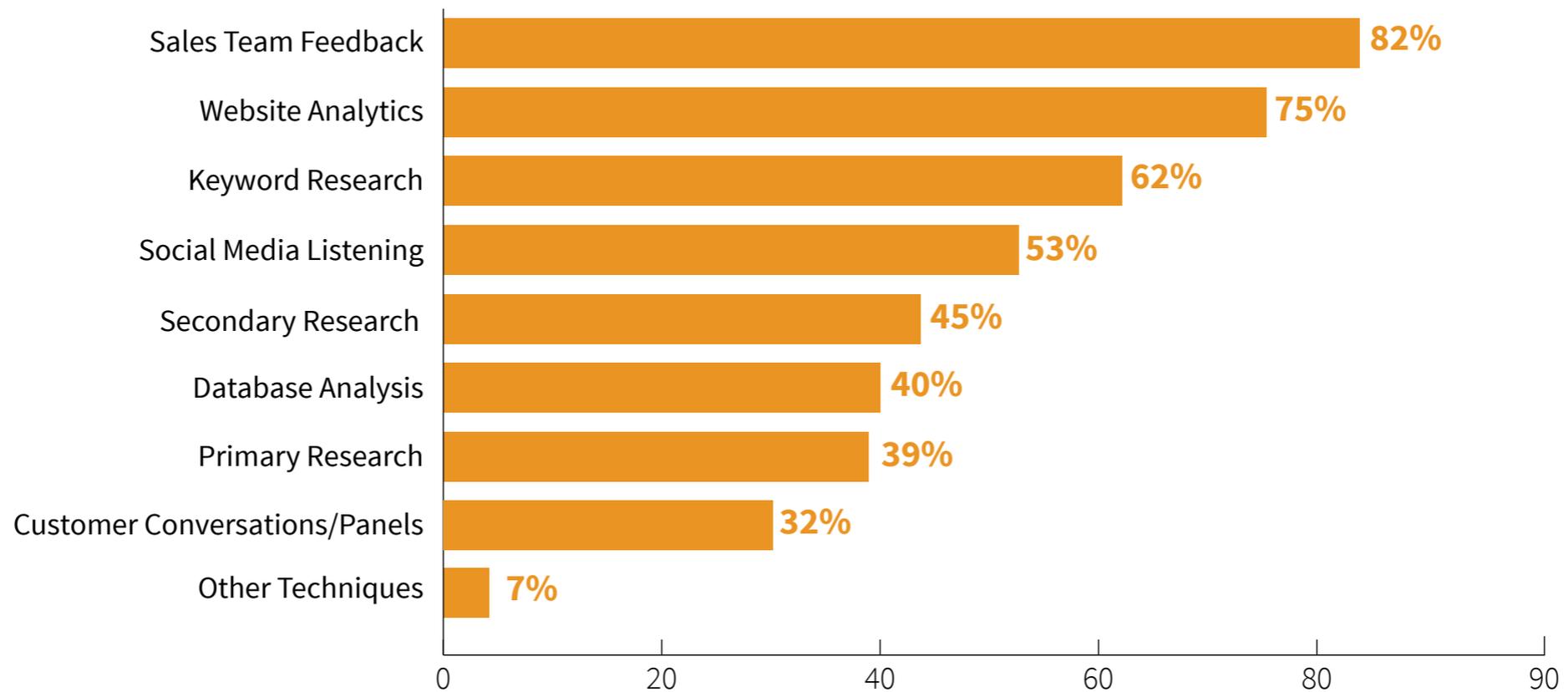
Base: Manufacturing content marketers whose organizations use one or more of the technologies listed. Aided list; multiple responses permitted.

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

AUDIENCE RESEARCH & NURTURING

Sales team feedback and website analytics are the top two techniques manufacturing content marketers use to research their audience.

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



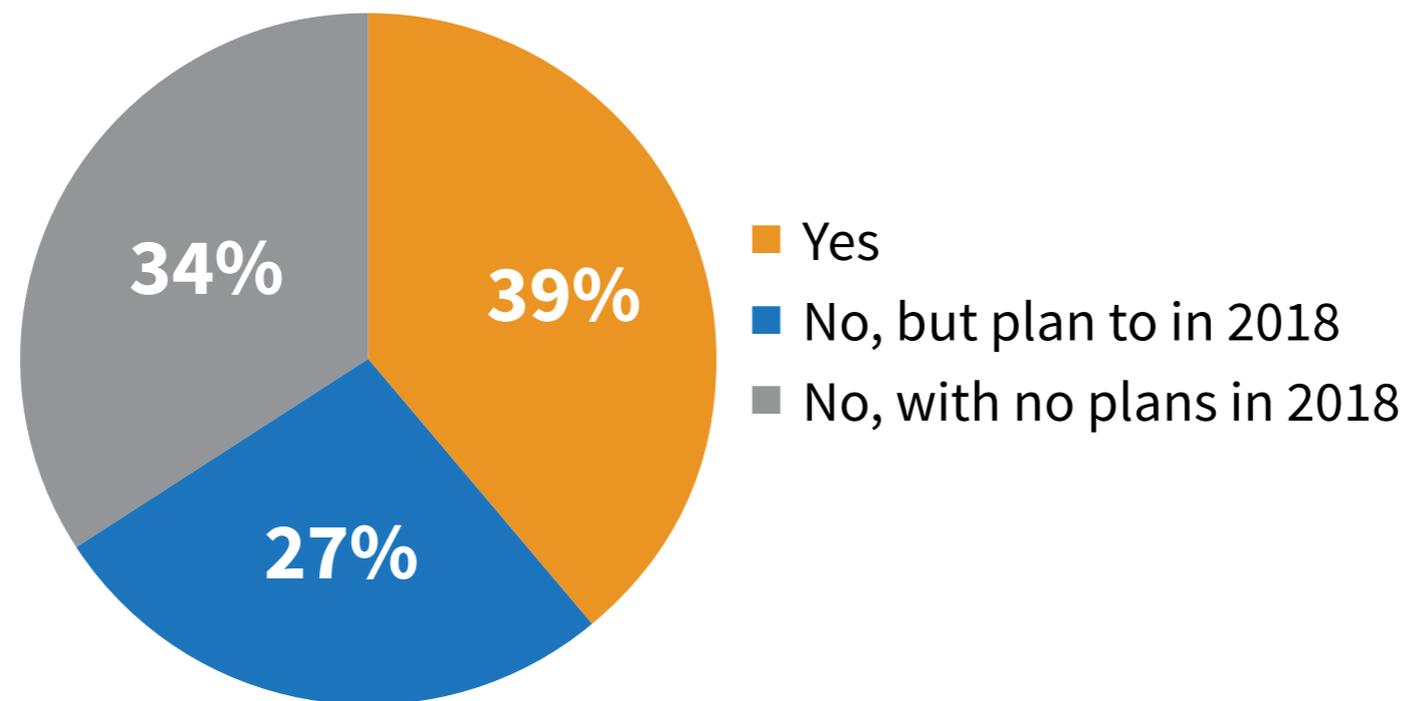
Note: 92% of respondents' organizations research their target audience for content marketing purposes.

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

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

66% of manufacturing marketers plan to be using personas by the end of 2018.

Proportion of Manufacturing Marketers That Use Personas for Content Marketing Purposes

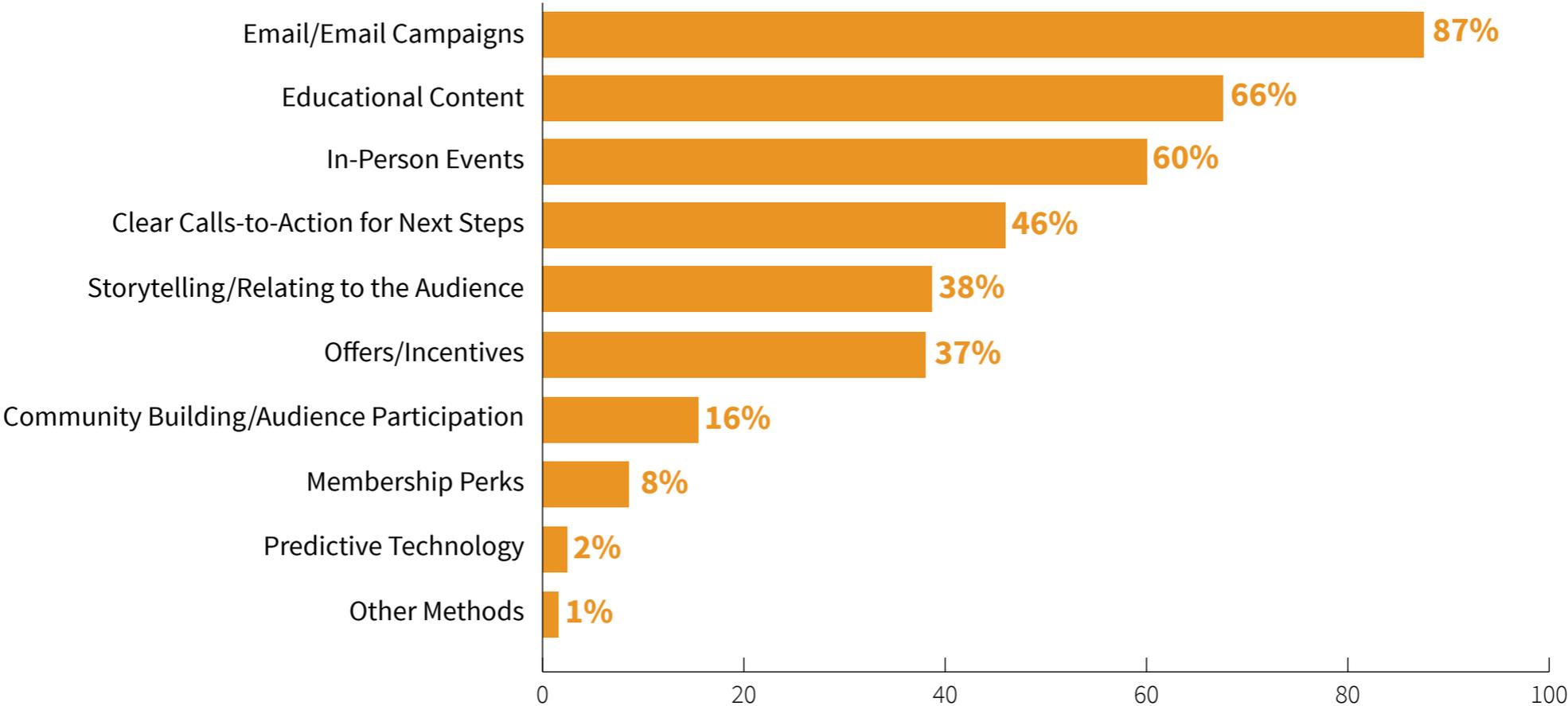


Base: Manufacturing content marketers; aided list.

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

Manufacturing content marketers nurture their audiences primarily via email.

Content Marketing Methods Manufacturing Marketers Use to Nurture Their Audience

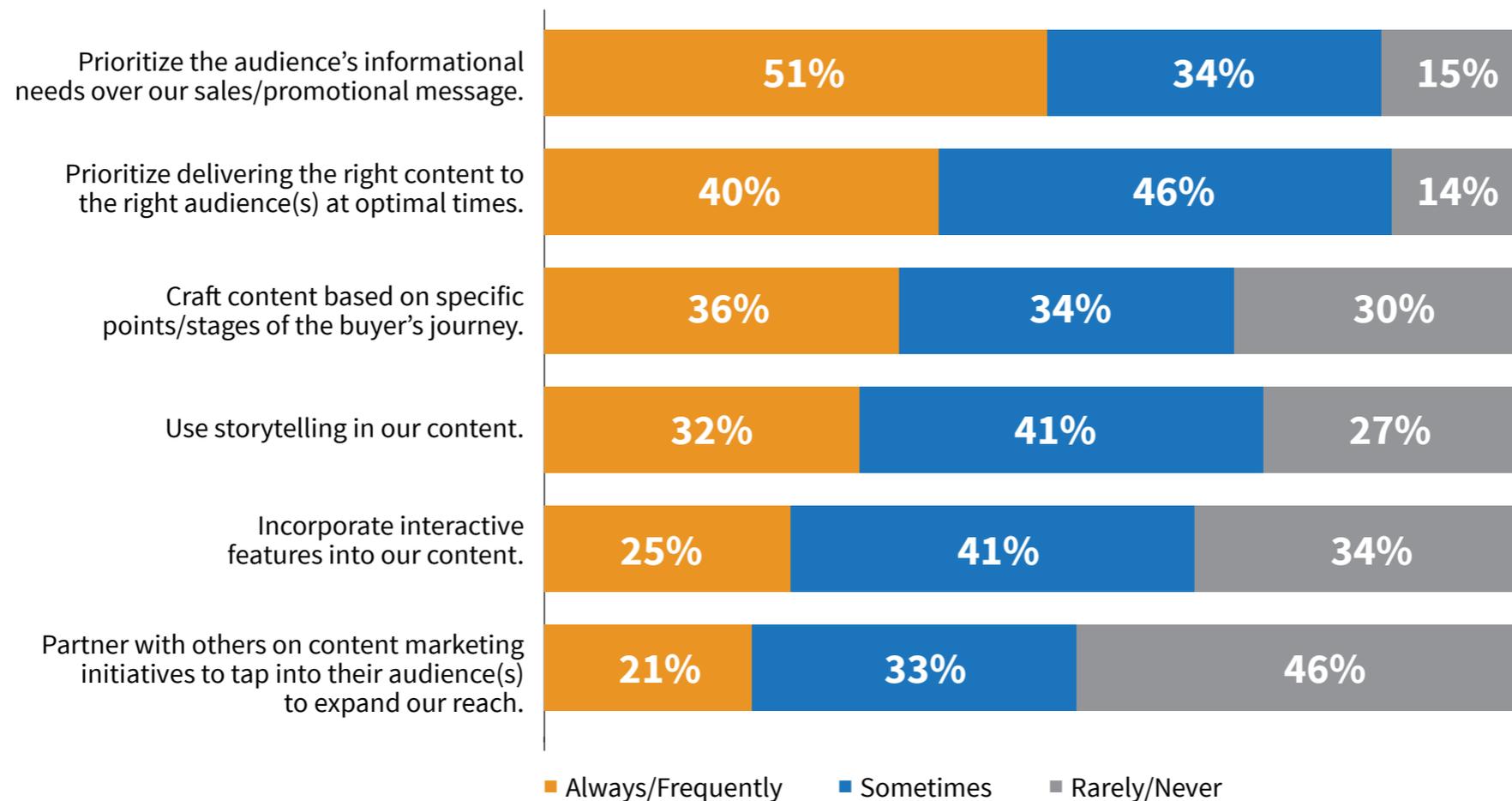


*Note: 92% of respondents' organizations use content marketing methods to nurture their audience.
Base: Manufacturing content marketers whose organizations nurture their audience. Aided list; multiple responses permitted.
Manufacturing Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs*

CONTENT CREATION & DISTRIBUTION

Half of manufacturing marketers always/frequently prioritize the audience’s informational needs over their sales/promotional message.

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

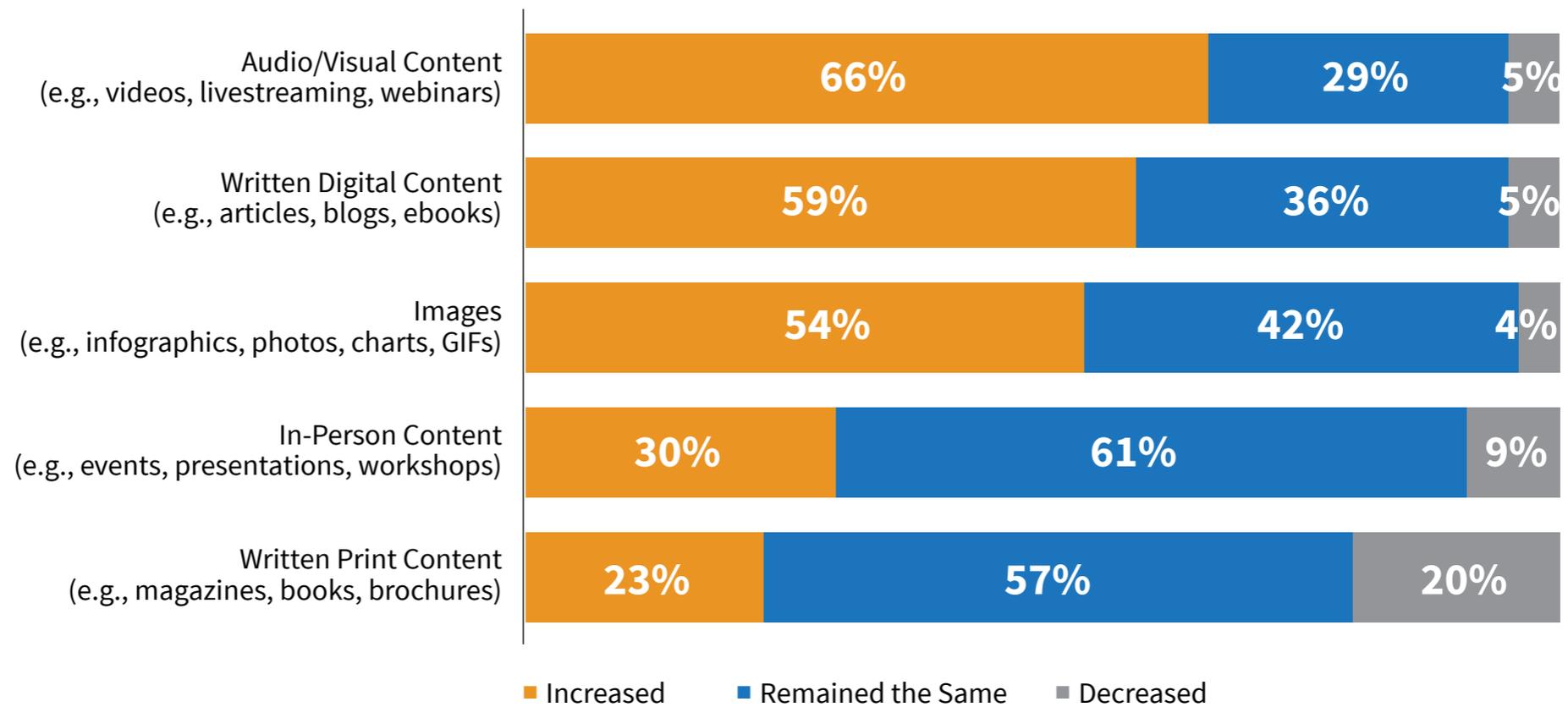


Base: Manufacturing content marketers who answered each concept.

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

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

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



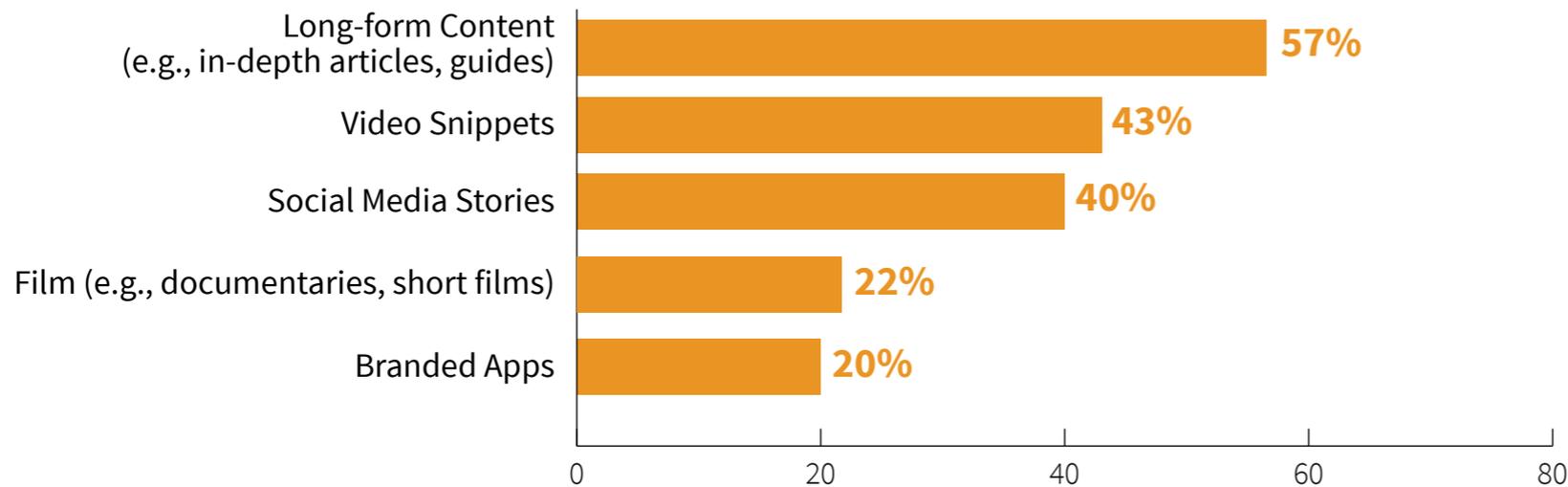
Note: Audio-only digital content (e.g., podcasts, audiobooks) is not shown here due to small proportion of respondents reporting use.

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

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

57% of manufacturing content marketers say they've used or developed long-form content in the last 12 months.

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



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

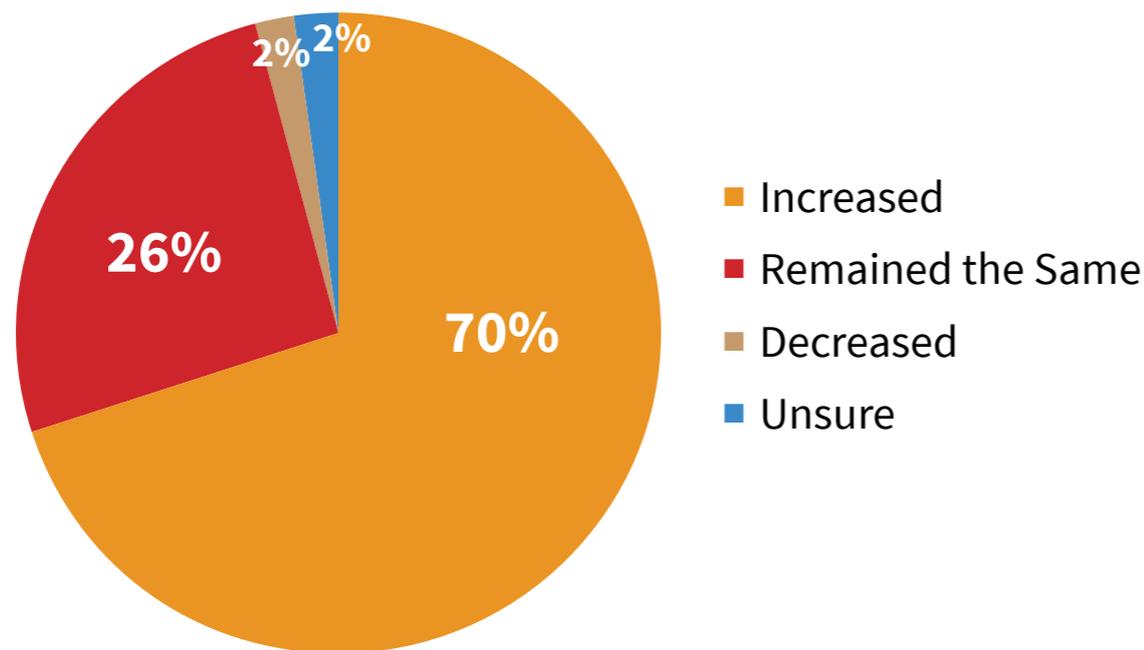
Manufacturing Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

Other types used or developed:

Experiential Content (e.g., VR/AR, immersive) (10%); Digital Out-of-Home (DOOH) Placement (7%); Games/Gamification (e.g., contests, badges) (5%); Dedicated Livestreaming Channel(s) (3%); None of the nine types/formats listed (18%).

70% of manufacturing marketers increased their use of social media for content marketing purposes compared with one year ago.

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



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

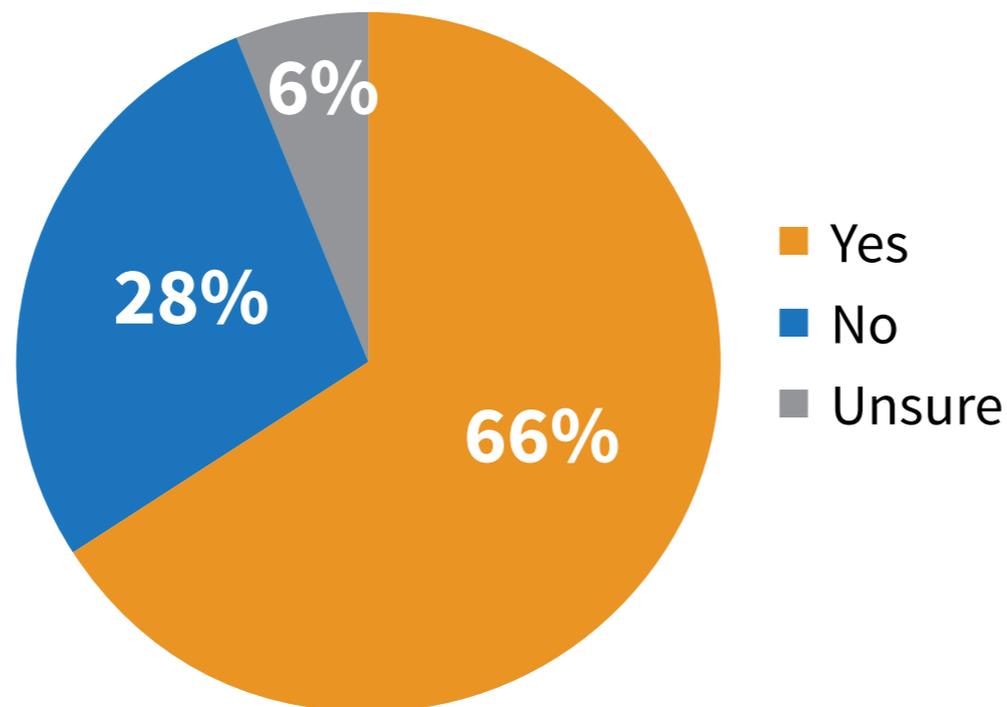
Manufacturing Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

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

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 2% of manufacturing marketers reporting a decrease in use.

66% of manufacturing content marketers use paid methods to distribute content.

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



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

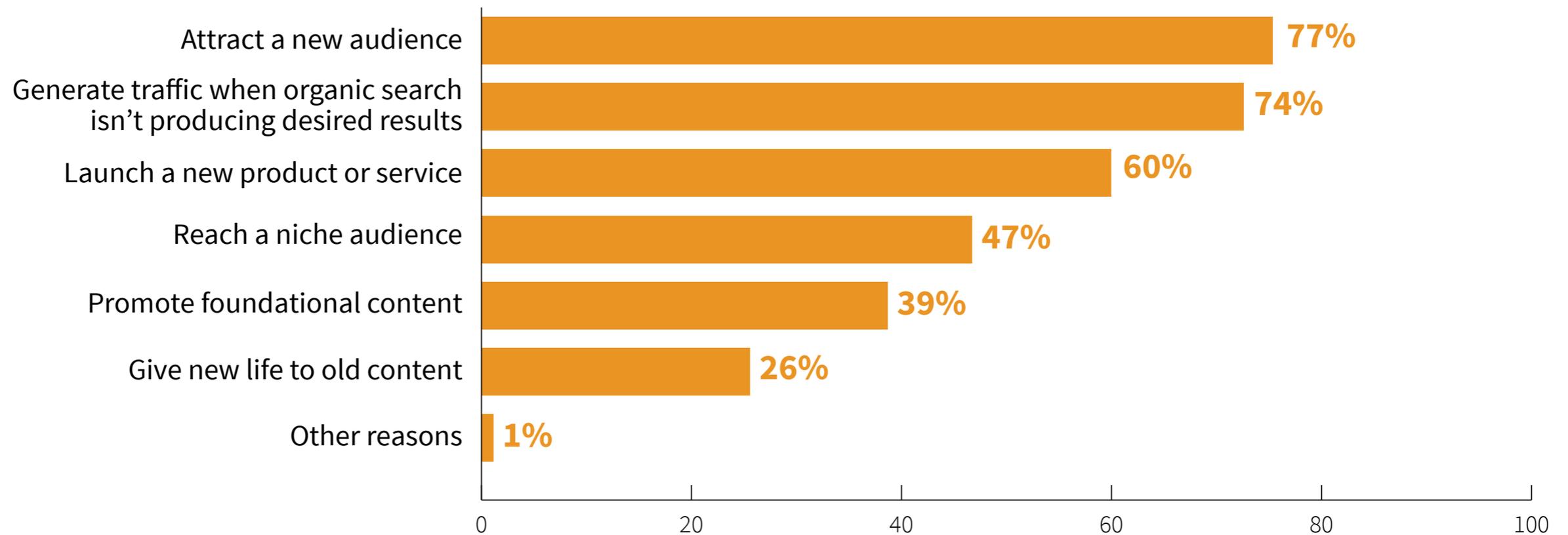
Manufacturing Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

Last year's CMI/MarketingProfs annual content marketing research (as reported in the 2018 version of this report) found that email, social media platforms, and blogs were the top three formats manufacturing 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 manufacturing marketers use paid methods to distribute content is to attract a new audience.

Reasons Why Manufacturing Marketers Use Paid Methods to Distribute Content

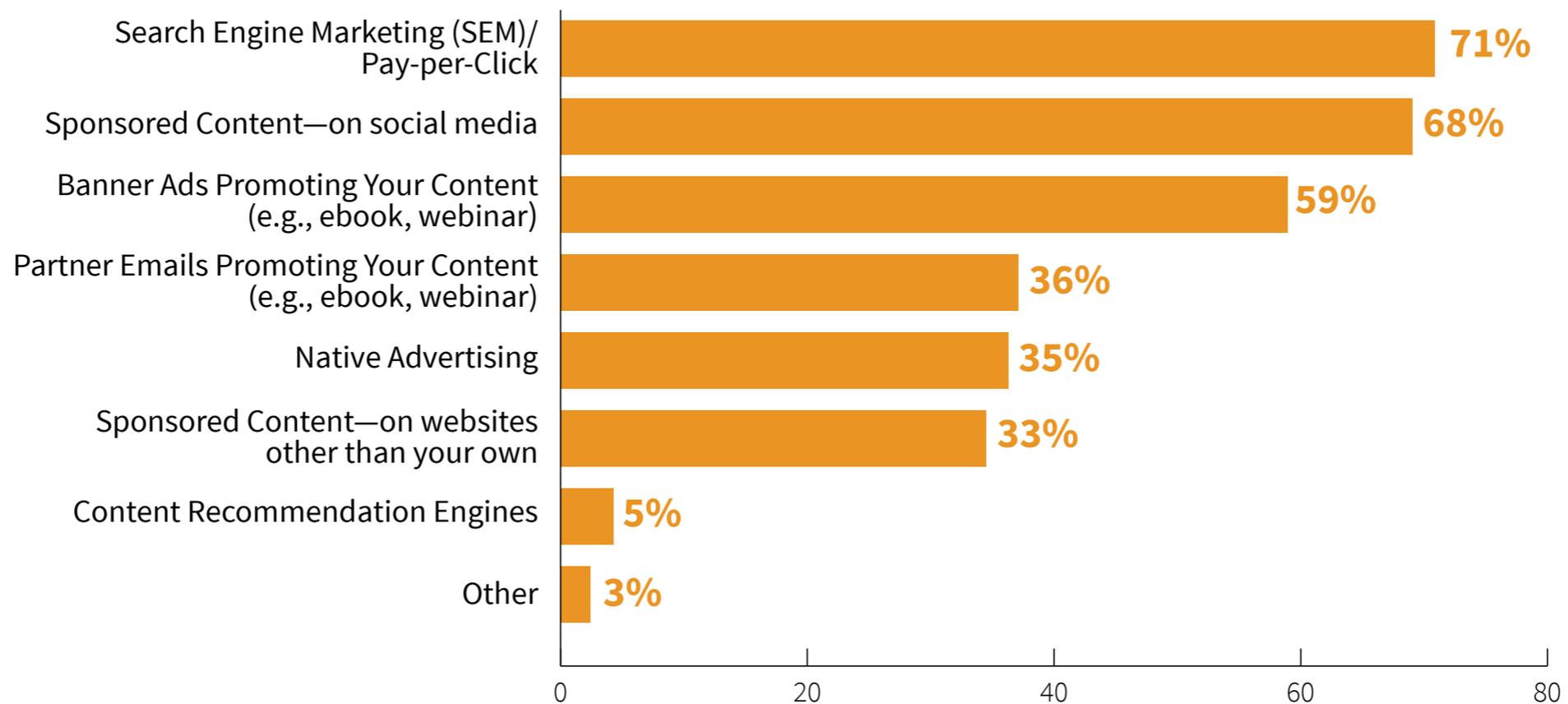


Base: Manufacturing content marketers whose organizations have used paid methods to distribute content in the last 12 months. Aided list; multiple responses permitted.

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

Search engine marketing (SEM) and sponsored content on social media are the top two paid methods used.

Types of Paid Content Distribution Methods Manufacturing Marketers Use



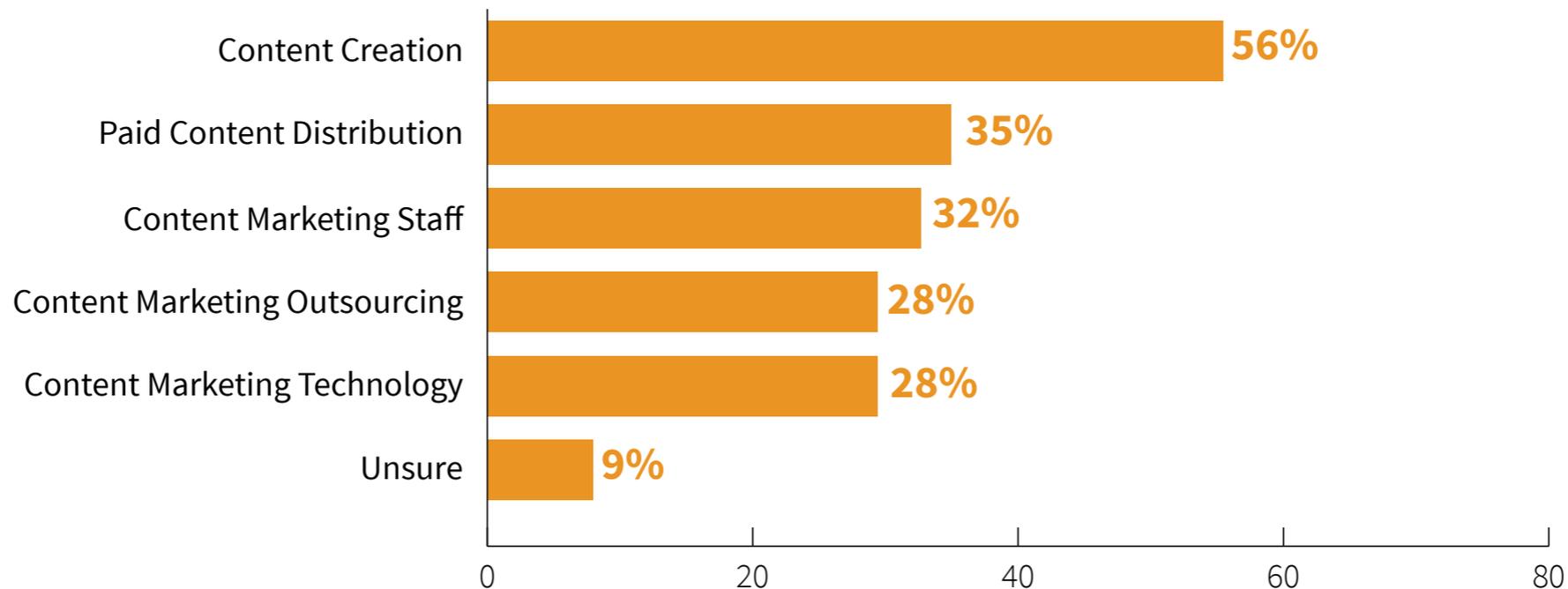
Base: Manufacturing content marketers who have used paid methods in the last 12 months. Aided list; multiple responses permitted.

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

BUDGETS & SPENDING

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

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



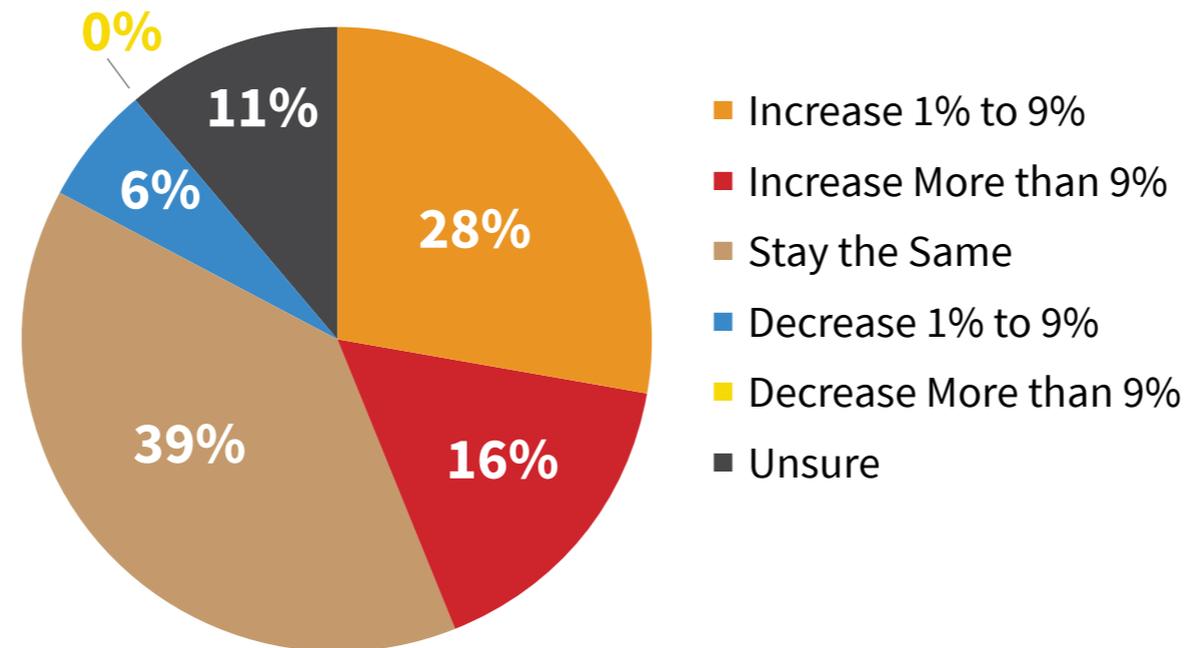
Note: 79% of respondents' organizations increased spending in the last 12 months.

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

2019 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

44% of manufacturing marketers expect their content marketing budget to increase in 2019.

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



Base: Manufacturing content marketers; aided list.

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

GOALS & METRICS

Manufacturing marketers have used content marketing successfully over the last 12 months to create brand awareness, educate audience(s), generate demand/leads, build credibility/trust, and more.

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



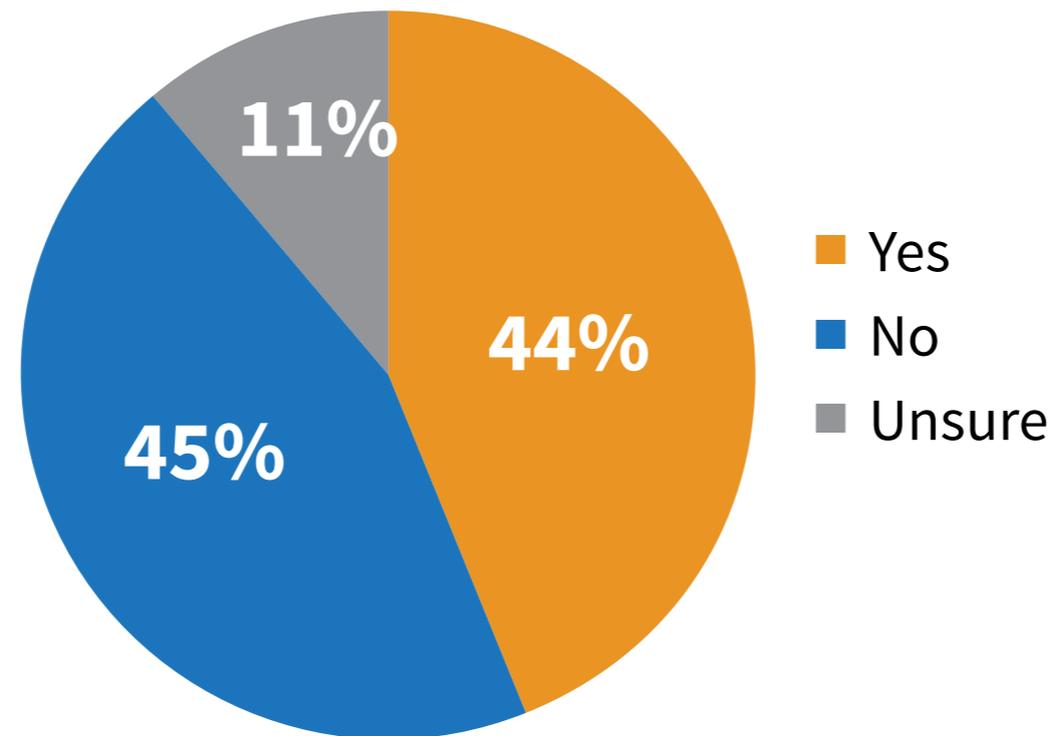
Note: 4% said none of the above.

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

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

44% of manufacturing content marketers report their organization measures content marketing ROI.

Proportion of Manufacturing Marketers That Measure Content Marketing ROI

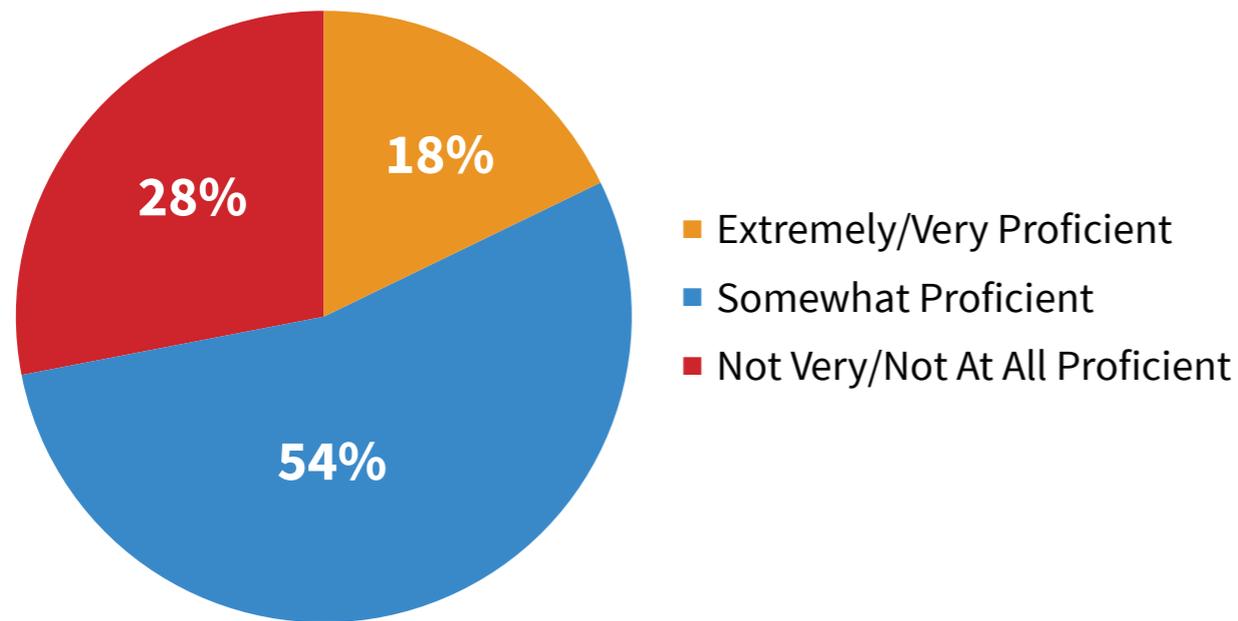


Base: Manufacturing content marketers.

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

54% of manufacturing respondents say their teams are somewhat proficient at using the metrics they've selected to monitor content marketing success.

How Manufacturing Content Marketers Rate Their Proficiency With Using Selected Metrics



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

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

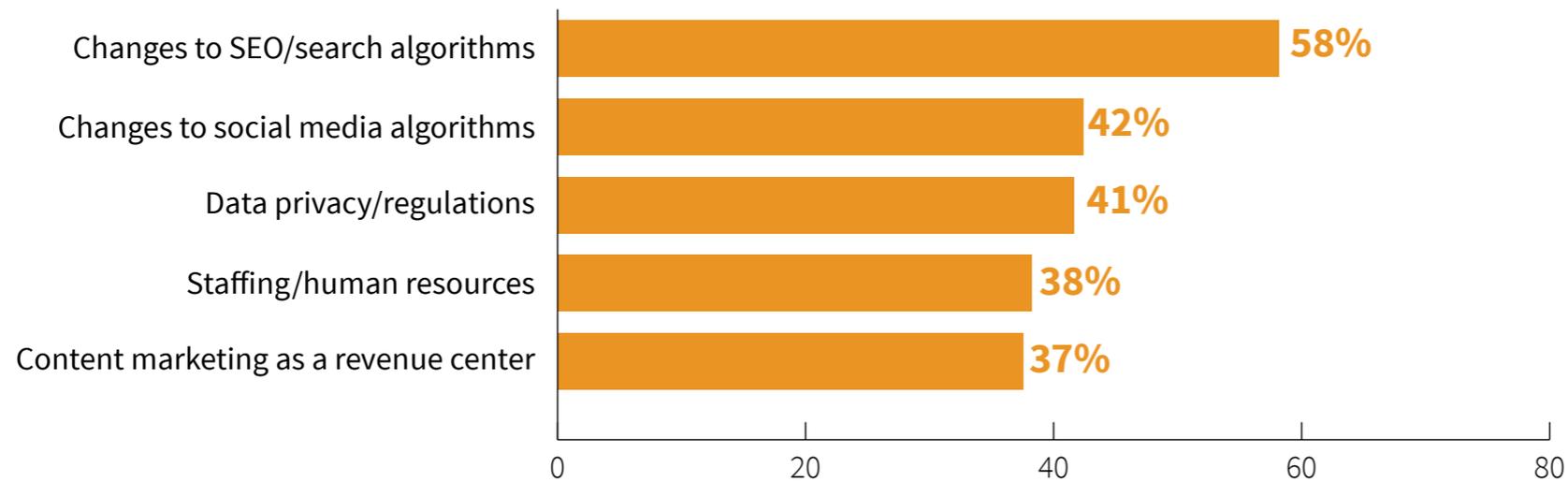
There are many metrics and techniques available for measuring content marketing results. The key is to identify the metrics that will yield the most meaningful insights based on specific goals.

This chart shows how proficient manufacturing 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 & UNIQUE CHALLENGES

Manufacturing marketers say changes to SEO/search algorithms is the top content marketing issue of importance to their organization in 2018.

Top 5 Content Marketing Issues of Importance to Manufacturing Organizations in 2018



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

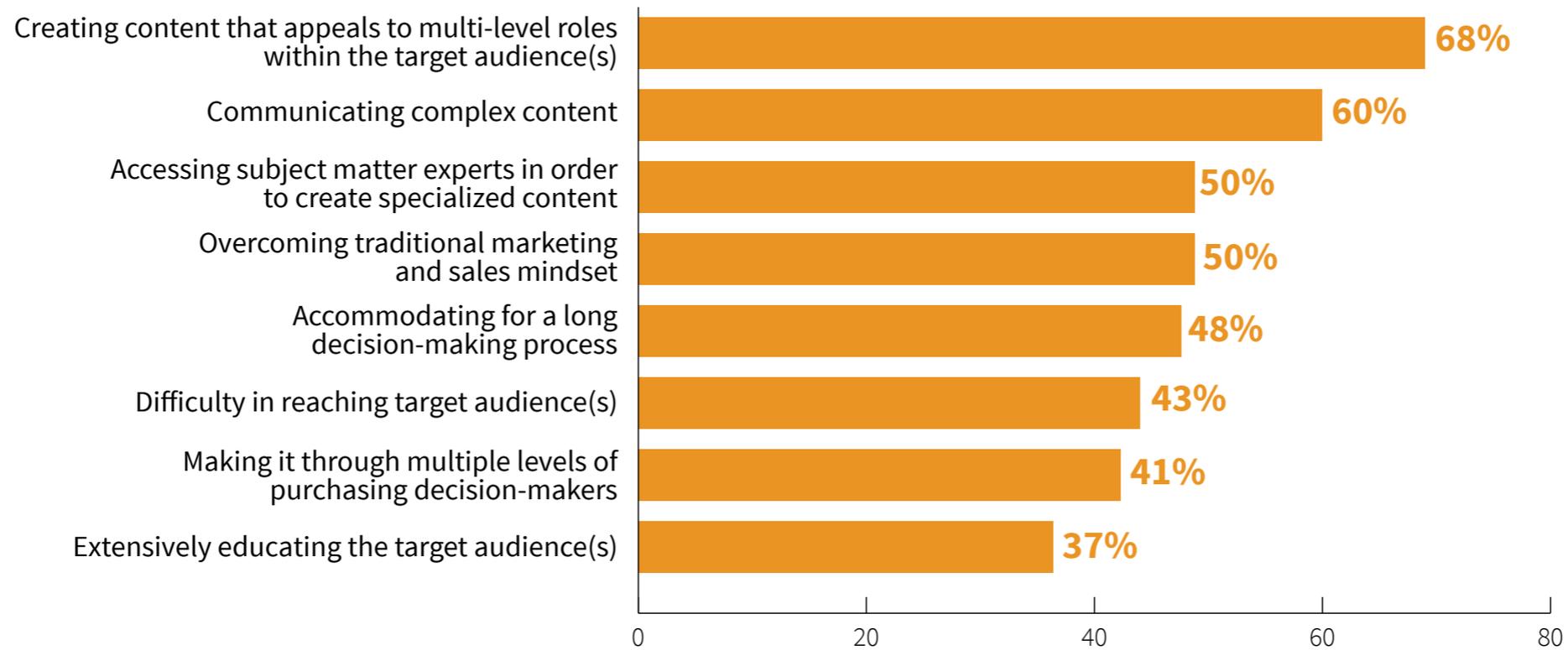
Manufacturing Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

Other issues cited:

Content Security (e.g., encryption, ID theft) (14%); Preparing Content for Voice Search (10%); AI Technologies (9%); Public's Trust Issues with Media (8%); Other Issues (3%); and Unsure (5%).

Manufacturing marketers say they are uniquely challenged with creating content that appeals to multi-level roles within their target audience(s).

Unique Challenges Manufacturing Content Marketers Face



Note: 2% said manufacturing faces the same content marketing challenges as any industry.

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

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

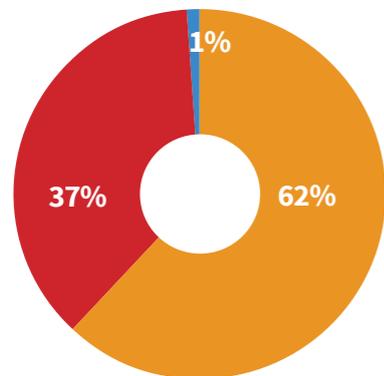
Manufacturing Content Marketing 2019—Benchmarks, Budgets, and Trends was produced by **Content Marketing Institute** and sponsored by **IEEE GlobalSpec**.

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 146 respondents who indicated their organization is for-profit manufacturing and has been using content marketing for at least one year. The majority of respondents were B2B manufacturers based in North America.

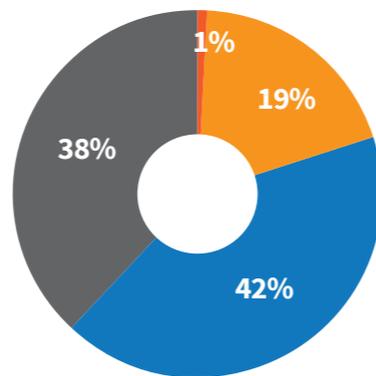
Additional reports based on the annual survey are available at www.contentmarketinginstitute.com/research. Special thanks to MarketingProfs for their assistance with the annual survey and the B2B North America and B2C North America reports.

Organization’s Primary Manufacturing Category



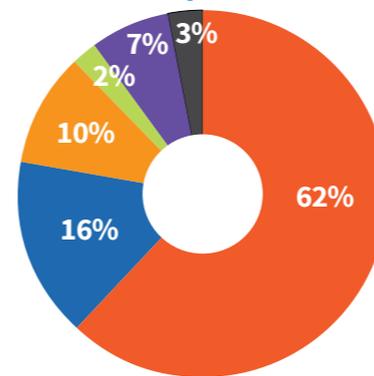
- **Capital Items**—Long-lasting goods acquired and owned by an organization (e.g., machinery, lab equipment, vehicles)
- **Non-Capital Items**—Goods consumed in the normal course of business (e.g., supplies, repairs, equipment leases)
- **Professional Services**—Provide services to manufacturers (e.g., legal, accounting, consulting)

Size of Manufacturing Company (by Employees)



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

Manufacturing Content Marketing Job Title/Function



- Marketing/Advertising/Communications/PR Management
- Marketing—Staff/Support/Administration
- Content Creation/Management (Writer/Creative Director/Editor)
- Corporate Management (CEO/Owner/President/CMO/CCO)
- General Management (GM, VP)
- 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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We deliver deep industry intelligence, customized marketing programs, and measurable campaign performance.

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