

2020 CONTENT MANAGEMENT & STRATEGY SURVEY



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SPONSOR'S MESSAGE

Customer experience is the new battleground for business. Market winners are crowned not on the basis of brand muscle or product quality, but on their ability to treat every customer like a preferred customer. With that comes the imperative for every company to deliver consistent, personalized experiences that give customers the information they need—and that means content.

This has led marketers into a full-scale content crunch. While it's promising that 78% of marketers say their organization takes a strategic approach to managing content, 73% of them also report they either don't have the technology in place to strategically manage content across the enterprise or they aren't fully using the technology they have. In many ways, this mirrors the top reason why the other 22% of marketers don't take a strategic approach to managing content: a lack of processes.

But gaining control over content creation and management processes is only half of the solution. The other half is figuring out how to create less content that's *more effective*. That requires a focus on the human being and putting their needs at the center of your content strategy. Still, marketers report that “showing empathy with customers’ values/interests/pain points” is secondary to “driving our brand’s value proposition.”

Helping marketers solve their content crunch is why Sitecore is proud to sponsor this study from Content Marketing Institute (CMI). We hope these findings give you the insight to focus your investments, refine your content strategy, and produce content that converts.

INTRODUCTION

Welcome to the *2020 Content Management & Strategy Survey* report. This survey was fielded in January/February 2020 in a pre-COVID world. When we reviewed the data, a few things stood out:

- ▶ While many organizations reported having a content strategy and were working hard to do the right things, they also reported too many silos getting in the way (60% cited communication between silos as a top challenge).
- ▶ Nearly half (45%) were delivering on customer experience and 50% felt their ability to connect with audiences via insightful content was the top factor contributing to their success; however, many reported a lack of efficient processes for managing and scaling that content.
- ▶ Seventy-two percent (72%) reported their business views content as a core business strategy, but the investment isn't where it should be (63% are challenged with a lack of skilled staff).

How will this look in the future? No one knows, but we think we'll see a much greater need for collaborative technologies and solutions. Working remotely in many ways will become a new normal. And an over-reliance on content and marketing technology that does not currently enable the collaboration, sharing, and agility of the new normal will become a prime motivator for change.

Now is a good time to assess your content operation model or develop one if you don't have one. An operation model will help flesh out the process for managing and scaling all the great content your organization creates. For guidance and to take a self-assessment, visit www.contentoperatingmodel.com.

KEY FINDINGS

As we reviewed the survey findings, new questions emerged on how the post-COVID environment will look.

Content professionals said the top factor contributing to the success of their content strategy was their “ability to connect with the audience’s values, interests, and/or pain points” (50%). See page 15.

Question:

For marketers who had not yet adapted authentic ways of connecting, will their focus shift to new ways of relating with audiences?

The top two considerations while planning content were “driving our brand’s value proposition” (82%) and “showing empathy with customers’ values/interests/pain points” (78%). See page 19.

Question:

If showing empathy is key to developing trusted relationships with audiences, will these two considerations flip in the post-COVID world?

The most common approach to creating content was project-focused/creating content in response to internal requests (43%). See page 21.

Question:

How many will shift toward a persona-based approach (creating content for particular audiences) and a platform-focused approach (creating content for specific platforms such as blogs or videos) both during and after the pandemic?

The top three reported content technologies in place were social media publishing/ analytics (90%), email marketing software (84%), and content management systems (71%). See page 17.

Question:

With the shift to remote working, will we see more collaborative functionality built into these three technologies, among others?

METHODOLOGY/DEMOGRAPHICS

To better understand the approach content professionals are taking to strategically managing content, Content Marketing Institute (CMI) surveyed a portion of its subscriber database as follows:

Nature of Organization's Business (Agencies and Consultants were excluded)

- ▶ For-profit
- ▶ Nonprofit

Organization's Employee Size

- ▶ 50+ Employees

CMI's research team designed, programmed, and hosted the online survey, and collected and tabulated the data.

CMI emailed the survey invitations on January 28, 2020 and sent a reminder email on February 11, 2020. By February 20, 2020, 249 usable surveys had been returned by respondents. Seventy-eight percent (78%) indicated their organization takes a strategic approach to managing content; of those, 98% indicated they are involved (directly or indirectly) 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 and ContentTECH Summit names and logos to capitalize on affinity for the brands.

METHODOLOGY/DEMOGRAPHICS

SURVEY DEFINITIONS

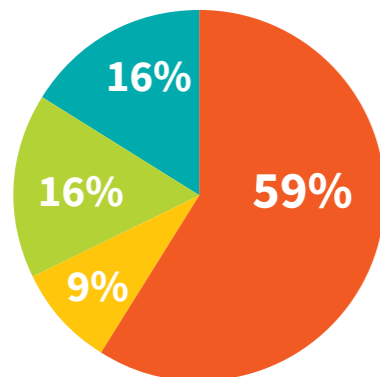
Strategic approach to managing content—an approach that involves setting up processes, people, and technology to better scale and deliver content with the intent to improve the overall customer experience.

A content management strategy—a strategy that addresses issues such as how your organization plans, develops, organizes, distributes, manages, and governs content.

Success—achieving your organization’s overall desired/targeted results for its content strategy.

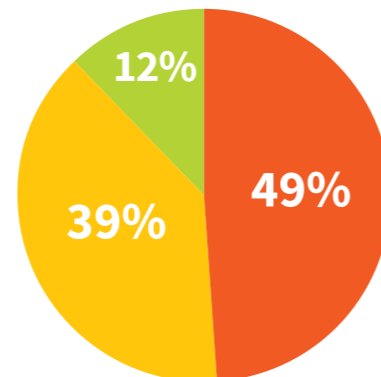
Note: Comparisons to last year’s survey findings should be made with caution due to changes in questions and differences in sample composition.

Nature of Organization



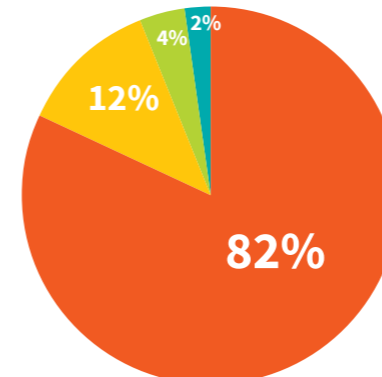
- For-profit B2B
- For-profit B2C
- For-profit B2B+B2C
- Nonprofit

Size of Organization



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

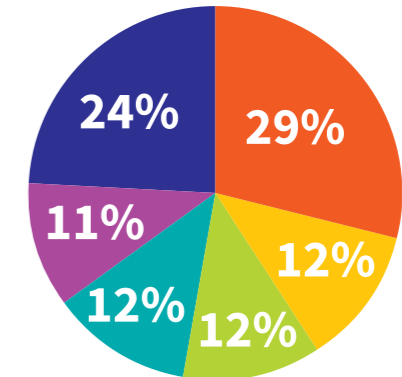
Location of Organization



- North America
- EMEA
- APAC
- South America

Note: 61% of respondents reported their organization is global in nature.

Industry Classification

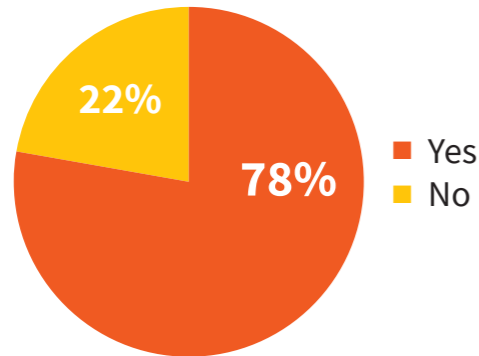


- Technology/IT/Software/Hardware
- Healthcare/Medical/Pharmaceuticals
- Financial Services
- Manufacturing
- Professional Services
- Other

USE OF STRATEGIC APPROACH

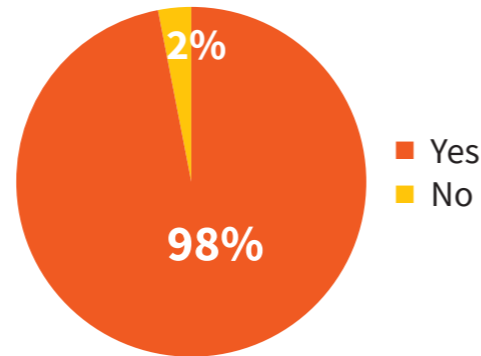
78% said their organization takes a strategic approach to managing content.

Strategic Approach to Managing Content



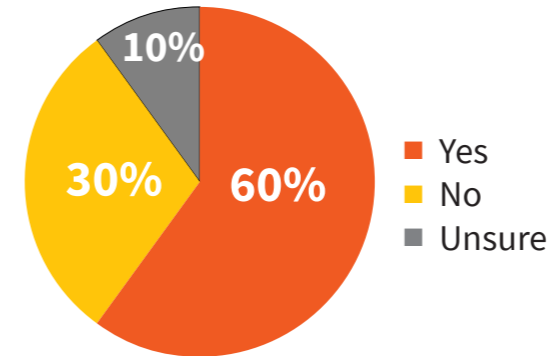
Base: All respondents.

Involvement in Strategic Content Management



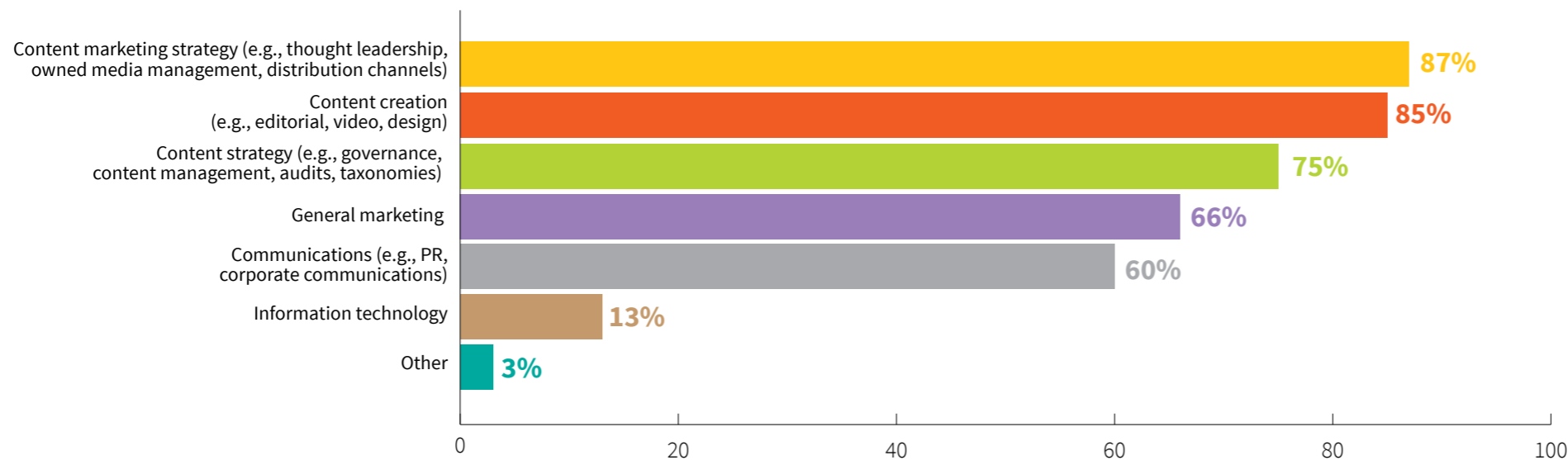
Base: Respondents whose organization takes a strategic approach to managing content.

Documented Content Management Strategy



Base: Those who are involved in strategic content management in their organization.

Areas of Involvement with Strategic Content Management

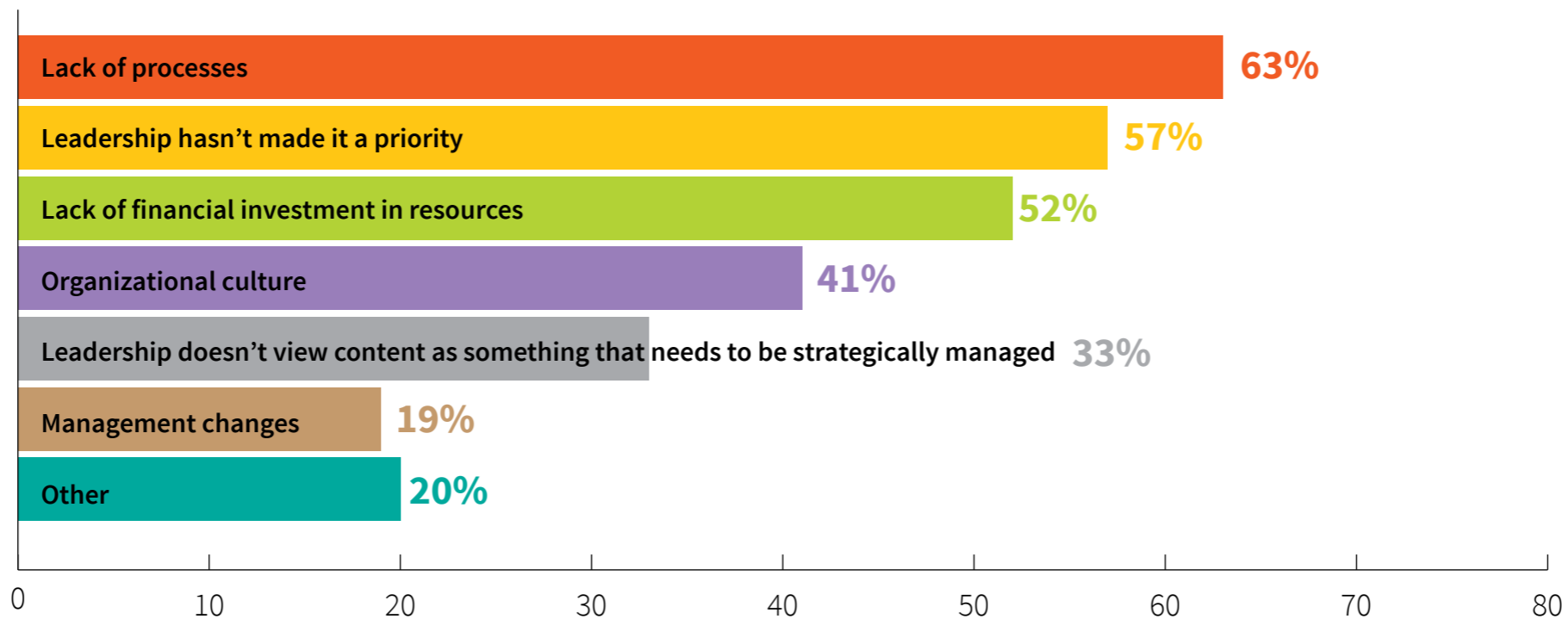


Base: Respondents involved with strategic content management in their organization. Aided list; multiple responses permitted. Content Marketing Institute 2020 Content Management & Strategy Survey

The top reason organizations don't take a strategic approach to managing content?
Lack of processes (63%).

Q. Why do you think your organization is not taking a strategic approach to managing content?

Reasons Why Organizations Don't Take a Strategic Approach to Managing Content

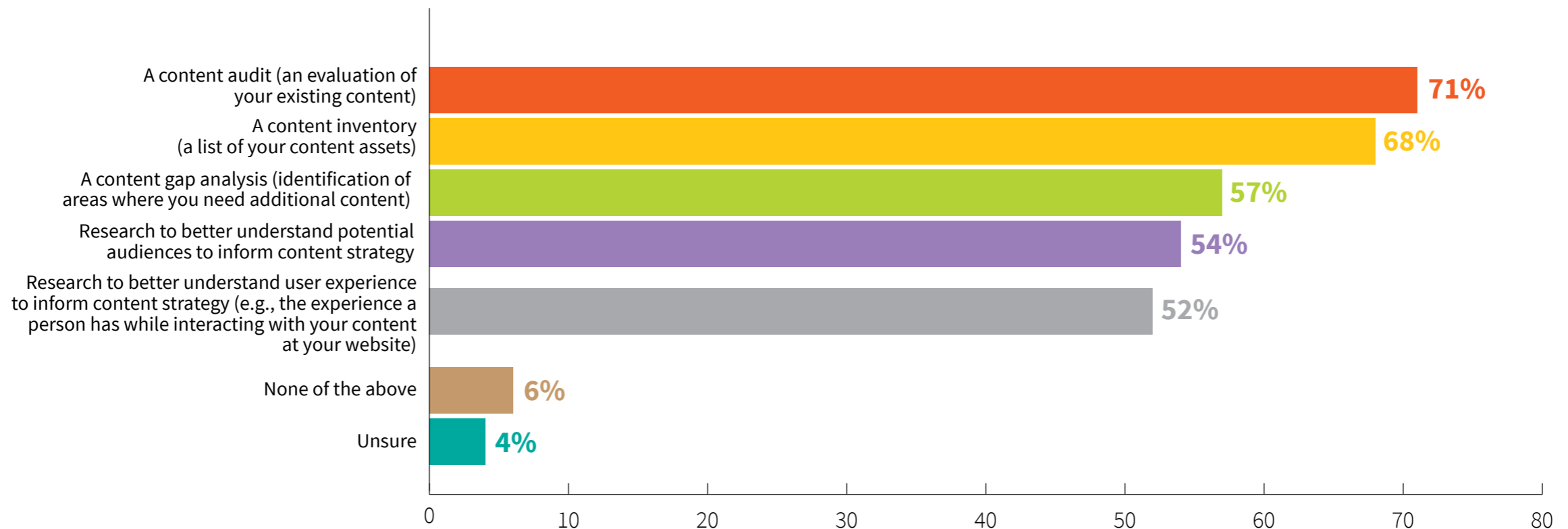


Base: Respondents whose organizations do not take a strategic approach to managing content. Aided list; multiple responses permitted.
Content Marketing Institute 2020 Content Management & Strategy Survey

Around 70% reported their organization has undertaken a content audit and a content inventory.

Q. Which of the following content-related activities have been undertaken in your organization?

Content-Related Activities Undertaken

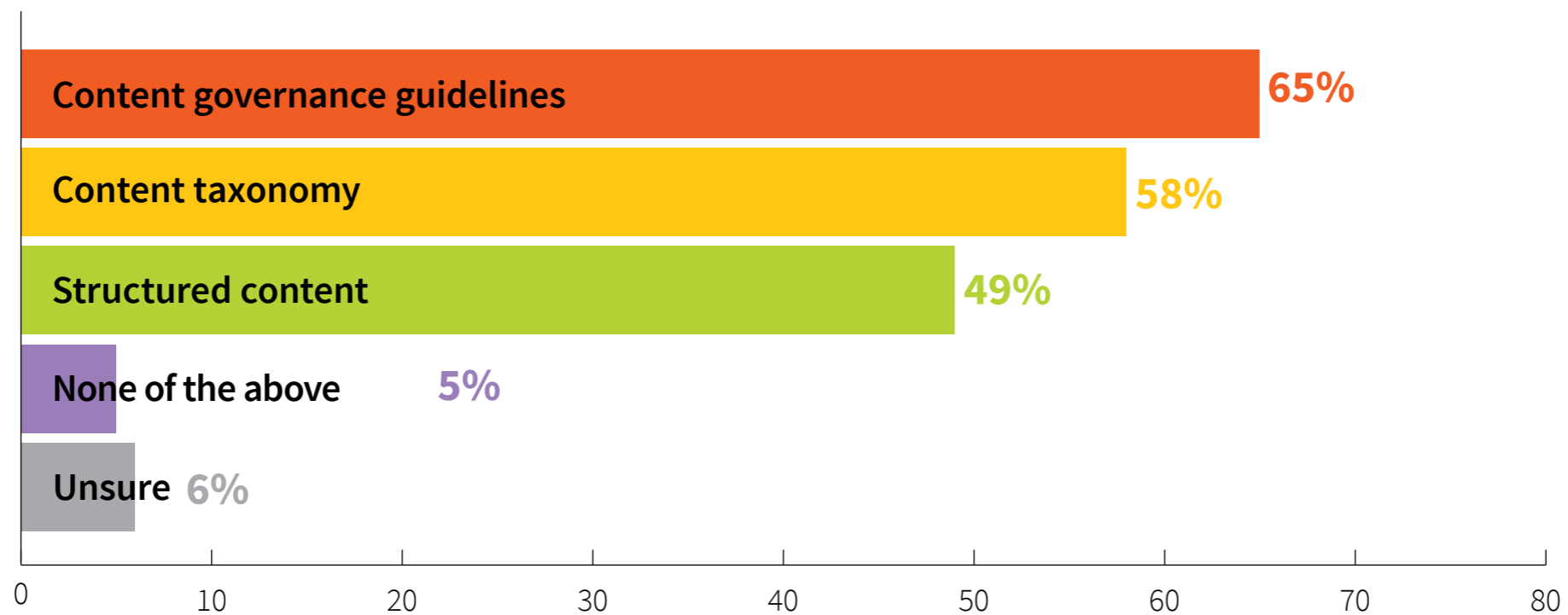


*Base: Respondents involved with strategic content management in their organization. Aided list; multiple responses permitted.
Content Marketing Institute 2020 Content Management & Strategy Survey*

65% reported their organization has content governance guidelines in place.

Q. Which of the following content-related structure(s) are currently used in your organization?

Content-Related Structures in Place

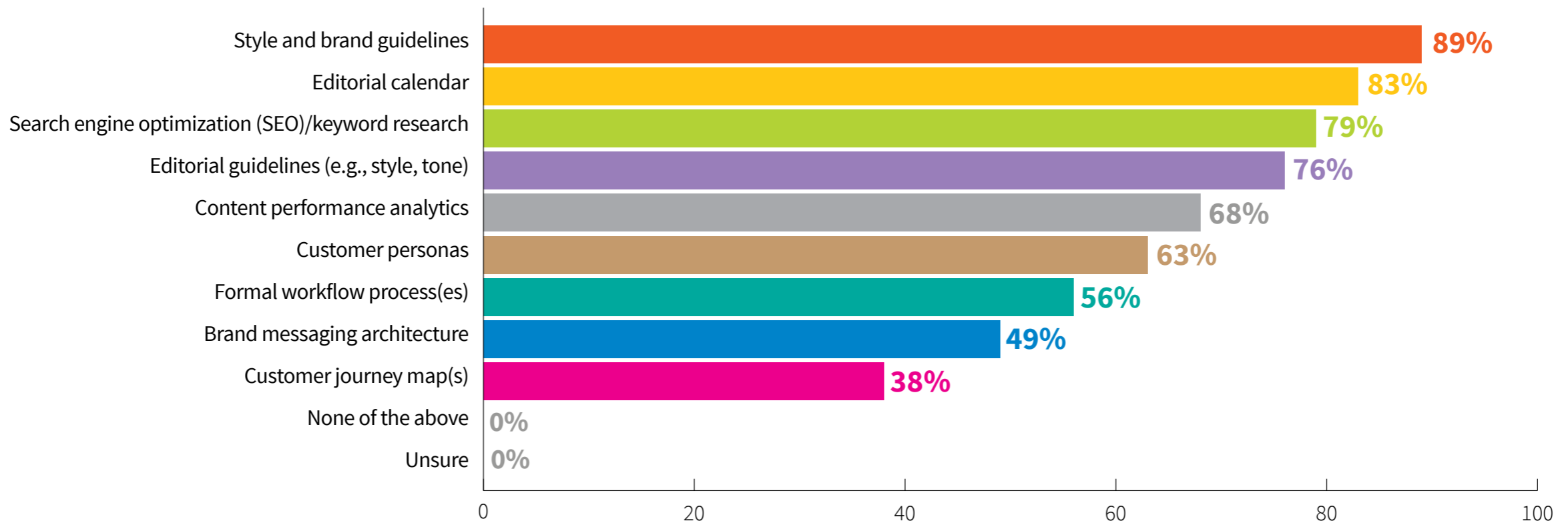


Base: Respondents involved with strategic content management in their organization. Aided list; multiple responses permitted.
Content Marketing Institute 2020 Content Management & Strategy Survey

89% said their organization has style and brand guidelines in place.

Q. Which of the following content development aids are currently used in your organization?

Content Development Aids Currently in Use

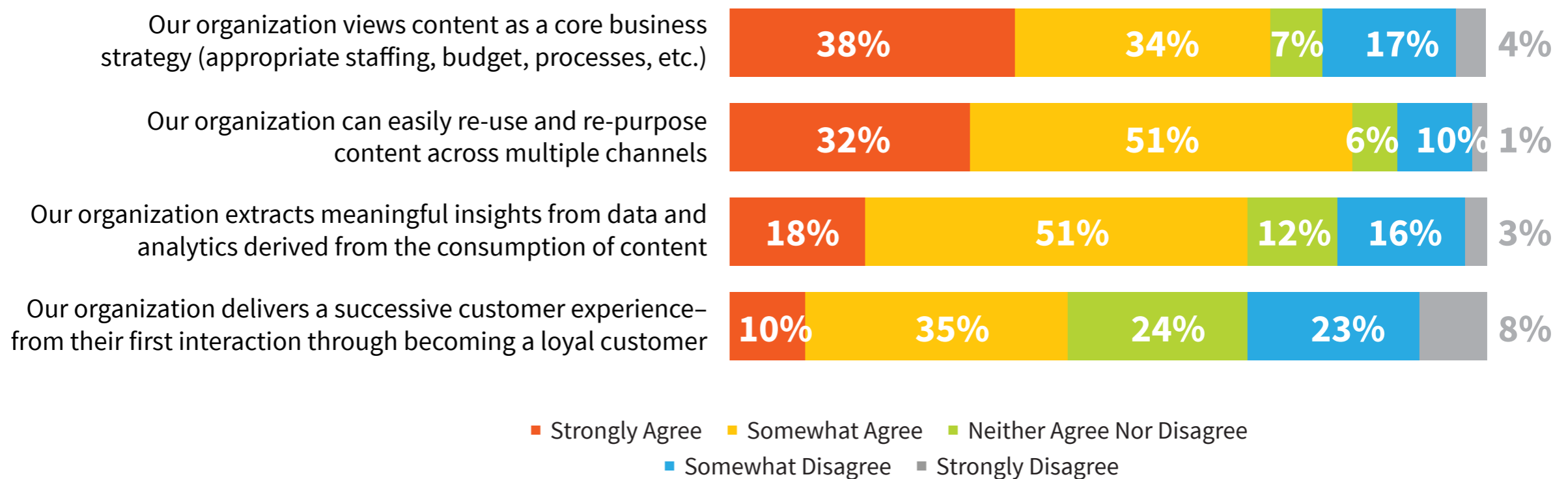


*Base: Respondents involved with strategic content management in their organization. Aided list; multiple responses permitted.
Content Marketing Institute 2020 Content Management & Strategy Survey*

72% strongly or somewhat agreed their organization views content as a core business strategy.

Q. Indicate your level of agreement with the following statements.

Opinions About Content Management

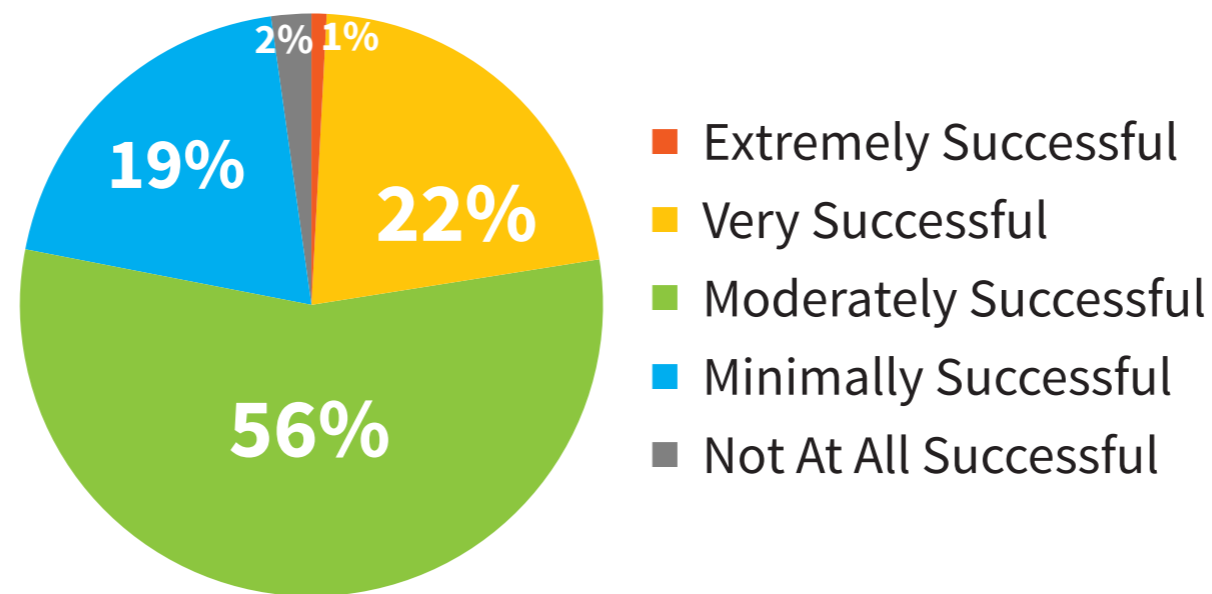


Base: Respondents involved with strategic content management in their organization who answered each statement; aided list.
Content Marketing Institute 2020 Content Management & Strategy Survey

23% said their organization is extremely or very successful with strategically managing content across the enterprise.

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

Overall Success With Strategically Managing Content Across the Organization



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

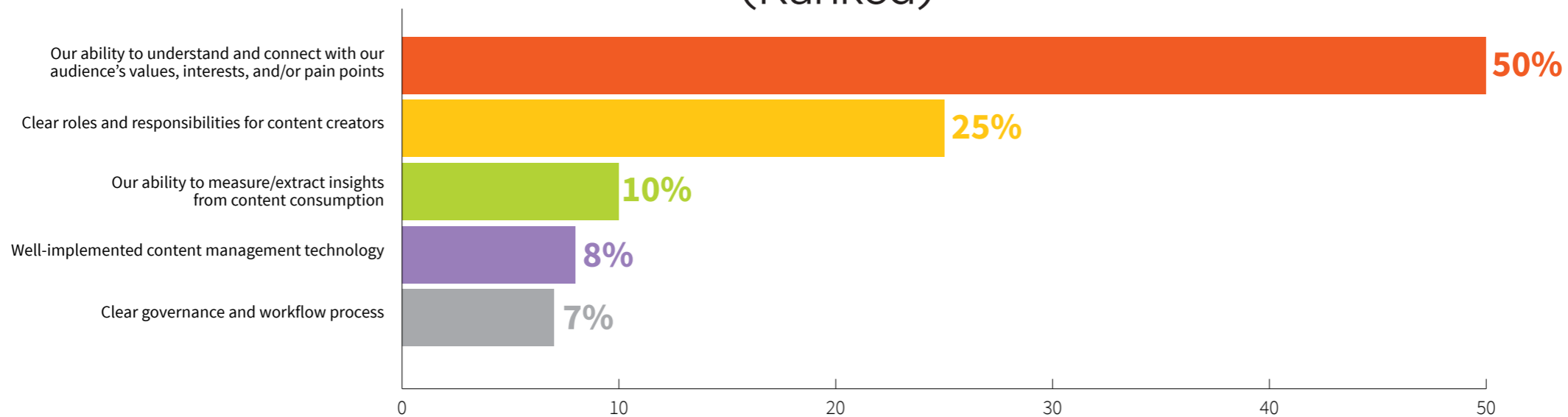
Base: Respondents involved with strategic content management in their organization; aided list.

Content Marketing Institute 2020 Content Management & Strategy Survey

The top factor contributing to the success of the content strategy? The ability to understand and connect with the audience's values, interests, and/or pain points.

Q. To what factors do you attribute the success of your organization's content strategy?

Factors Contributing to Success of Content Strategy (Ranked)



Note: Respondents were asked to rank each factor based on its impact using a scale where 1 = Most Impact, 2 = Second Most Impact, 3 = Third Most Impact, etc.

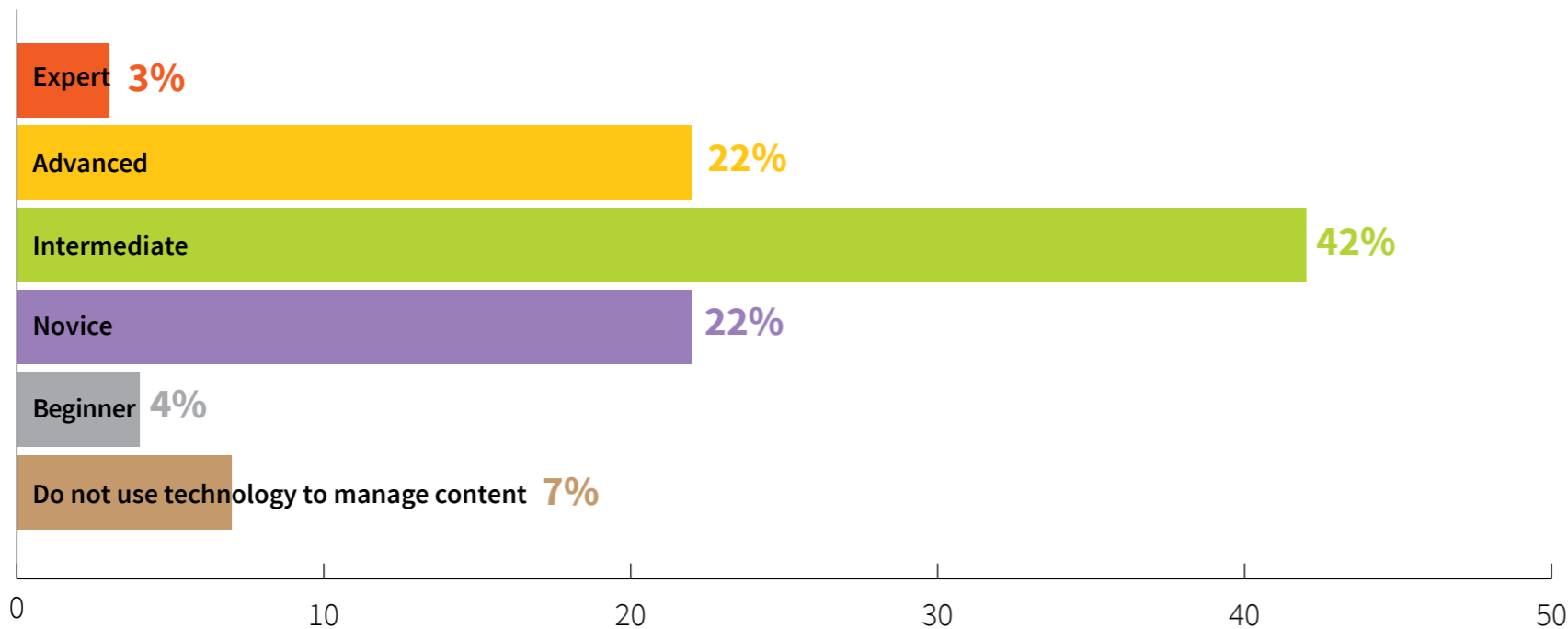
Base: Respondents who characterized their organization as extremely, very, or moderately successful with strategically managing content across the organization.

Content Marketing Institute 2020 Content Management & Strategy Survey

67% described their organization's level of proficiency with using technology to manage content across the enterprise as expert, advanced, or intermediate.

Q. Which of the following do you feel best describes your company's proficiency with using technology to manage content across the entire organization?

Level of Proficiency With Using Technology to Manage Content Across the Organization



Base: Respondents involved with strategic content management in their organization; aided list.
Content Marketing Institute 2020 Content Management & Strategy Survey

Descriptors used for each level of proficiency:

EXPERT

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

ADVANCED

Finding success, yet challenged with fully integrating content technology into our business culture and operations

INTERMEDIATE

Have developed a business case for using technology to manage content; identified or are using a content management platform; seeing early success

NOVICE

Growing pains; building a team and business case for using technology to manage content, yet challenged with the changes required

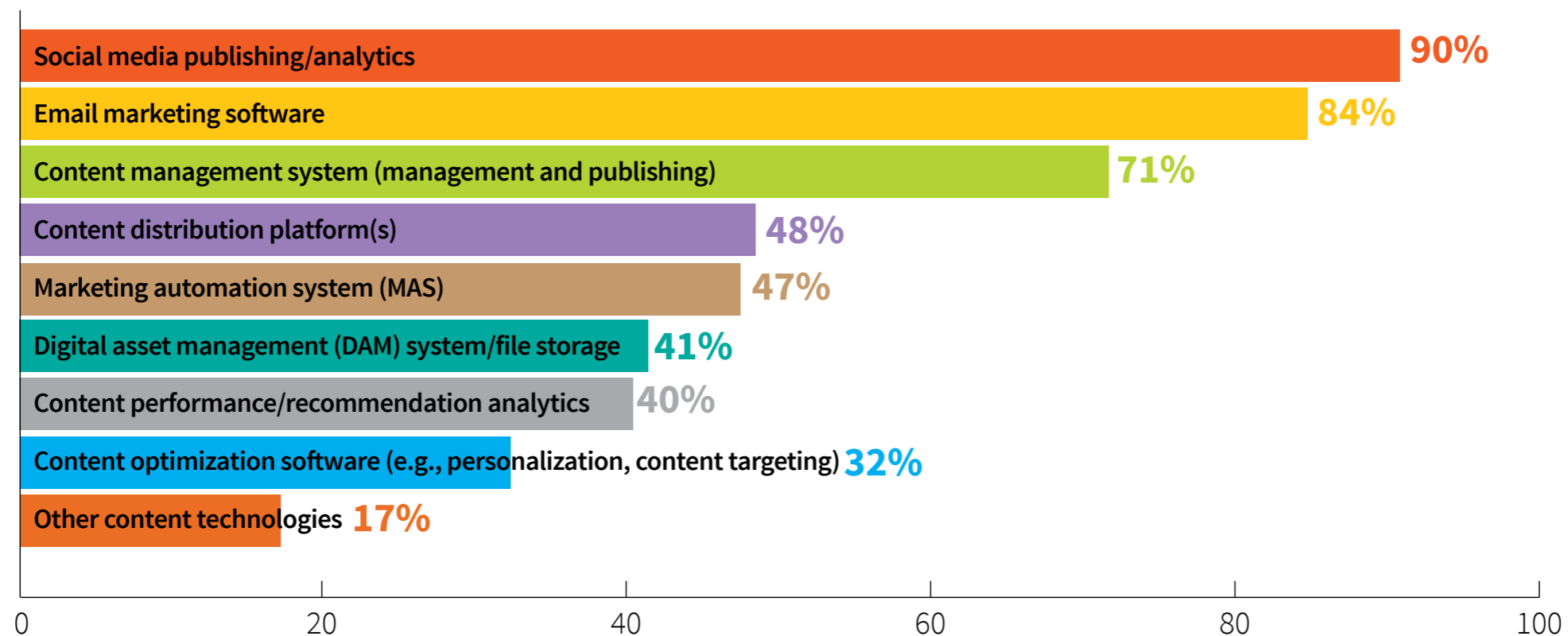
BEGINNER

Starting to address aspects of using technology to manage content

The top three reported content technologies in place are social media publishing/analytics, email marketing software, and content management systems.

Q. Which of the following content technology(ies) does your organization currently have in place?

Content Technologies in Place



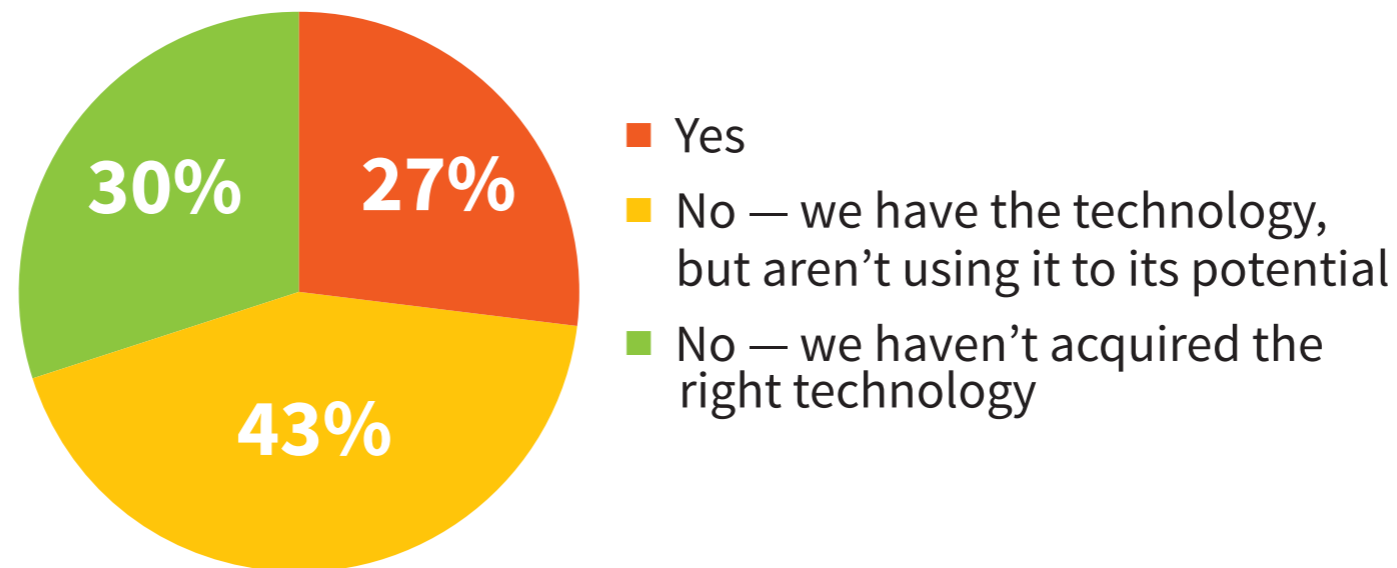
Base: Respondents involved with strategic content management in their organization. Aided list; multiple responses permitted.

Content Marketing Institute 2020 Content Management & Strategy Survey

43% said their organization doesn't use its technology to full potential.

Q. 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

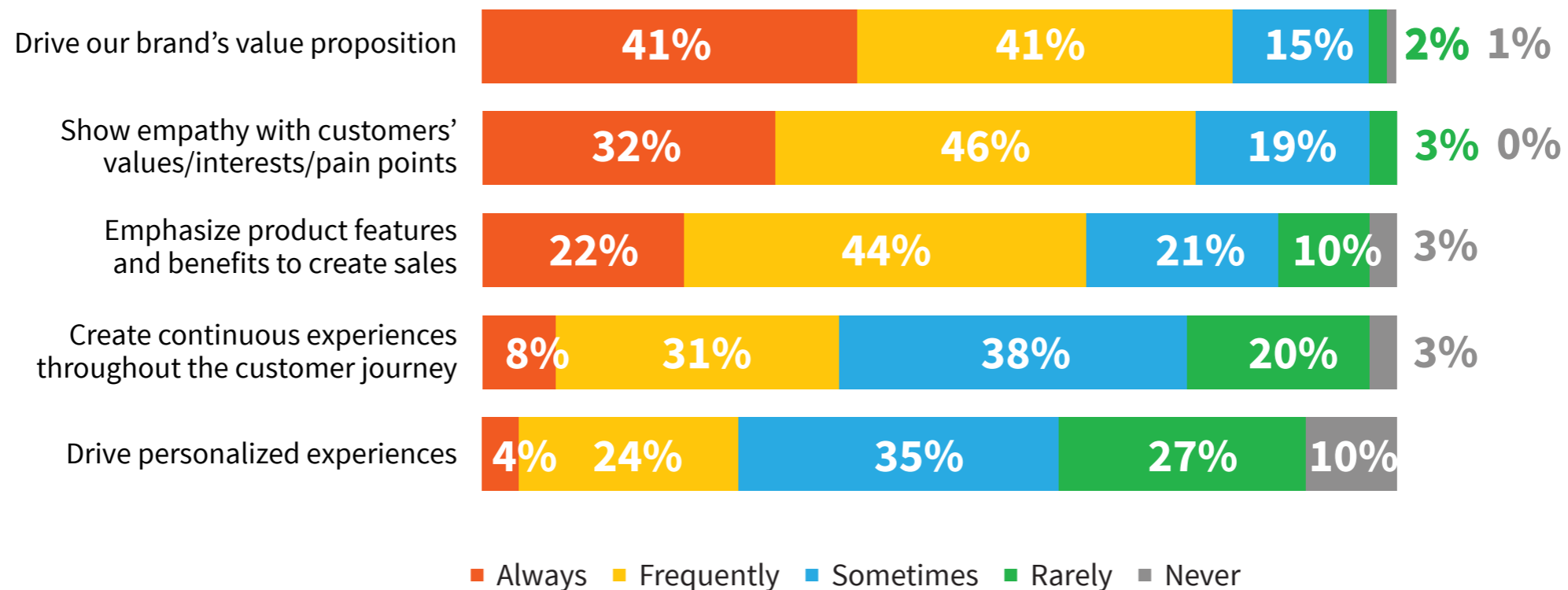


*Base: Respondents involved with strategic content management at organizations that use technology to manage content; aided list.
Content Marketing Institute 2020 Content Management & Strategy Survey*

Respondents said “driving our brand’s value proposition” and “showing empathy with customers’ values/interests/pain points” were the top two considerations while planning content.

Q. How often does your organization take the following factors into account during the content planning process?

Factors Taken Into Account During Content Planning Process



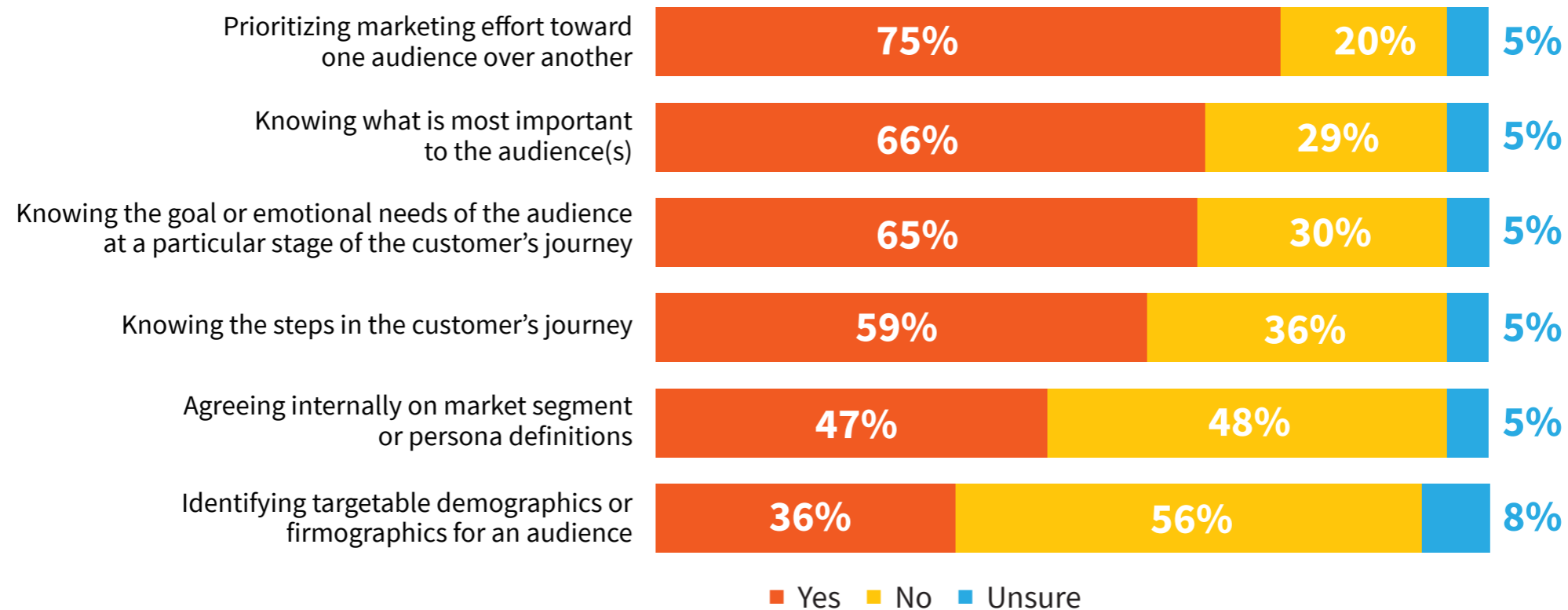
Base: Respondents involved with strategic content management in their organization; aided list.

Content Marketing Institute 2020 Content Management & Strategy Survey

75% said they are challenged with prioritizing marketing effort toward one audience over another.

Q. Do you/your team face any of the following challenges when thinking about the audience(s) within your organization's market?

Challenges Faced When Thinking About Audiences(s) Within Their Market

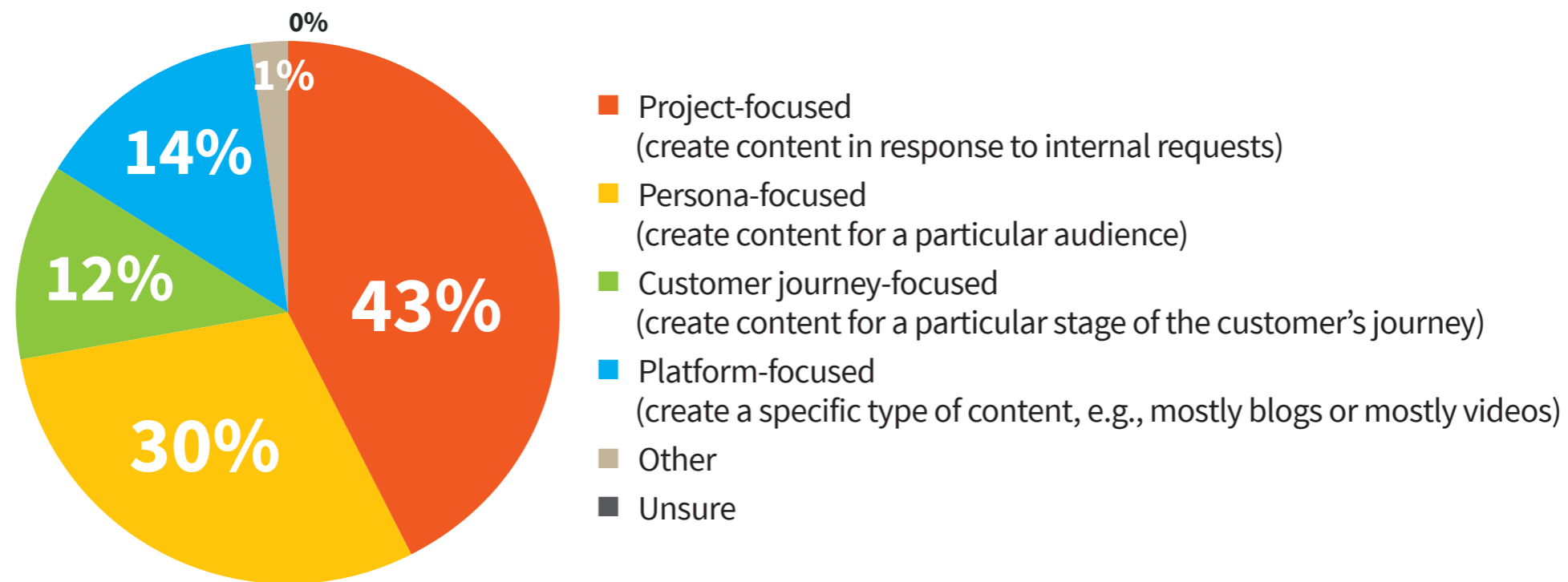


*Base: Respondents involved with strategic content management in their organization; aided list.
Content Marketing Institute 2020 Content Management & Strategy Survey*

43% said the typical approach to creating content in their organization is project-focused (i.e., they create content in response to internal requests).

Q. Please indicate the typical approach taken by content creators in your organization.

Typical Approach Taken by Content Creators

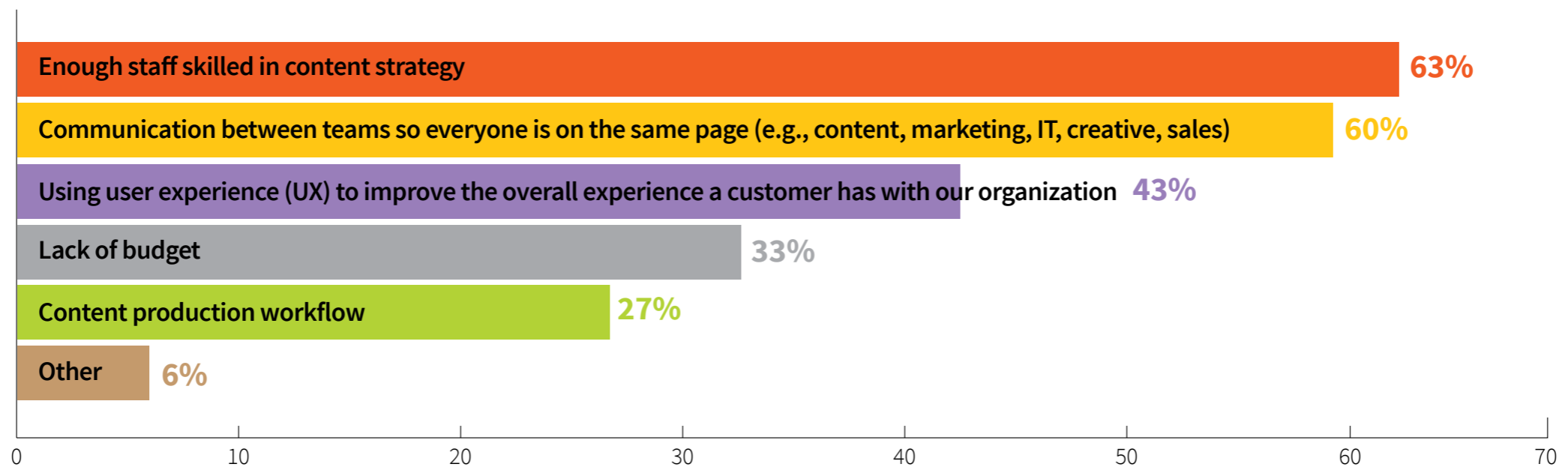


Base: Respondents involved with strategic content management in their organization; aided list.
Content Marketing Institute 2020 Content Management & Strategy Survey

Skilled staff and communication were the top two reported strategic content management challenges.

Q. What do you anticipate will be your organization's biggest strategic content management challenges in 2020?

Strategic Content Management Challenges



Base: Respondents involved with strategic content management in their organization. Aided list; multiple responses permitted.

Content Marketing Institute 2020 Content Management & Strategy Survey

If there was one thing you could do to improve your organization's success with managing content across the entire organization, what would it be?

This was a fill-in question. Recurrent themes included the customer journey and the need for more staff and better collaboration. Here are some of the verbatim responses:

- ▶ A single content management system that would enable development, editing, approval, and publishing of all content.
- ▶ Having a clear audience journey map, audit of existing content along that journey, and focus to minimize redundant content.
- ▶ Understand and document the customer journey, not only for the content creators, but also for the subject matter experts. We need to be on the same page in understanding what is important to our members.
- ▶ Additional staff skilled in content marketing (as opposed to traditional marketing).
- ▶ Hire strong digital content creators and invest in customer journey mapping software.
- ▶ Our business is complex with numerous marketing teams creating and delivering content. We're struggling with an editorial calendar that helps us have visibility over all our content and campaigns to see sharing or collaboration opportunities and the types of content we're creating.
- ▶ Being able to understand/map our customer journey and modify content/emails based on that understanding.
- ▶ Make sure the content is distributed frequently and strategically/relevant across the full customer journey.
- ▶ Bridge the gap between our CMS and CRM.
- ▶ More collaboration and better documentation/governance.

TAKEAWAYS

As you prepare for content management in a post-COVID environment, do the following:

- 1. Assess/Review**—How has your team been operating during this crisis? For many, the discovery of triage operating models for getting content created, managed, activated, and measured quickly have created new lessons of what the future can look like. Do we really understand the balance of content we are creating? Do we really need the number and kind of approvals we've been circumventing during the crisis? Have we learned new ways of operating during the crisis that can help us develop more agile, forward-leaning people, processes, and technologies?
- 2. Research/Learn**—Are your customer journey maps still accurate? Do you understand the different audience needs in a post-COVID world? Now is the time to re-engage your content inventory and ensure that the content in your archive isn't tone-deaf to the exponential change that's happened under our feet.
- 3. Document**—Now is the time to build team charters, document your content marketing and content management strategies, and communicate to the business the purpose of every content channel. In a crisis, your website, social channels, email newsletter, blog, and webinar programs may have organically become extraordinarily focused and purposeful. What worked? Record what you want to start, change, and stop doing in the new normal.

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 fall in Cleveland, Ohio, and ContentTECH Summit event is held every spring in San Diego, California. CMI publishes Chief Content Officer for executives 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 Informa Connect.

About Informa Connect

Informa Connect is a specialist in content-driven events and digital communities that allow professionals to meet, connect, learn and share knowledge. We operate major branded events in Marketing, Global Finance, Life Sciences and Pharma, Construction & Real Estate, and in a number of other specialist markets and connect communities online year-round.

About Sitecore

Sitecore delivers a digital experience platform that empowers the world's smartest brands to build lifelong relationships with their customers. A highly decorated industry leader, Sitecore is the only company bringing together content, commerce, and data into one connected platform that delivers millions of digital experiences every day. Leading companies including American Express, ASOS, Carnival Cruise Lines, Kimberly-Clark, L'Oréal, and Volvo Cars rely on Sitecore to provide more engaging, personalized experiences for their customers. Learn more at Sitecore.com.