

TECHNOLOGY CONTENT MARKETING 2020

BENCHMARKS, BUDGETS, AND TRENDS



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TABLE OF CONTENTS

■ WELCOME	3
■ KEY FINDINGS.....	4
■ TOP PERFORMERS VS. ALL RESPONDENTS	5
■ SUCCESS & MATURITY	7
■ STRATEGY, OPINIONS & TECHNOLOGY.....	10
■ TEAM STRUCTURE & OUTSOURCING.....	14
■ CONTENT CREATION & DISTRIBUTION.....	19
■ METRICS & GOALS	28
■ BUDGETS & SPENDING	33
■ CONTENT MARKETING PRIORITIES & UNIQUE CHALLENGES	38
■ METHODOLOGY	41
■ ABOUT.....	42

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: Achieving your organization’s desired/targeted results.

CHART TERM DEFINITIONS

All Respondents: Technology content marketers, all of whom indicated their organization has used content marketing for at least one year (see Methodology for more details).

Top Performers (aka Most Successful): The “most successful” are those who characterize their organization’s overall content marketing approach as extremely or very successful (Top 2). See page 8.

Company Size: Small (1-99 employees) and Large/Enterprise (1,000+ employees).

Some charts in this report compare all respondents with top performers. In most instances, charts reflect the findings based on all respondents. Some charts show notable differences we observed based on company size or annual content marketing budget.

NOTE

Use caution if comparing this year’s findings with past years. The survey methodology changed beginning with our 2019 version of this report, when we began asking respondents to confirm their content marketing role and whether their organization has used content marketing for at least one year.

Welcome to *Technology Content Marketing 2020: Benchmarks, Budgets, and Trends*. This report is based on the findings from our 10th annual content marketing survey.

Technology marketers continue to make progress with content marketing. Approximately one-third rate their organization's overall content marketing as extremely or very successful, and 76% report they are much more or somewhat more successful compared with one year ago.

What makes them successful? When we look at the top performers, we see they treat content marketing as a strategic business function, craft content thoughtfully, experiment with distribution, and measure their results. They use content marketing not only to create brand awareness and generate leads, but also to build loyalty and subscribed audiences.

What will 2020 hold for your content marketing? We hope these findings help as you fine-tune your efforts for the rest of this year. If there is anything we can do to assist, let us know!

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Differences Between Top-Performing Technology Content Marketers and All Technology Respondents

	Top Performers*	All Respondents
Organization's content marketing is sophisticated/mature	84%	45%
Has a documented content marketing strategy	71%	41%
Has a centralized content marketing group working throughout the organization	45%	30%
Uses metrics to measure content performance	96%	83%
<i>Among those who use metrics:</i>		
Has KPIs to measure content initiatives	82%	70%
Measures content marketing ROI	62%	48%
Rates ability to demonstrate ROI as excellent/very good	75%	52%
<i>Uses content marketing successfully to:</i>		
Nurture subscribers/audiences/leads	86%	72%
Build loyalty with existing clients/customers	85%	58%
Generate sales/revenue	84%	60%
Build a subscribed audience	72%	44%

*A top performer (aka "most successful") is a respondent who characterizes their organization's overall content marketing approach as extremely or very successful.
 Base: Technology content marketers.

2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

Differences Between Top-Performing Technology Content Marketers and All Technology Respondents (continued)

	Top Performers*	All Respondents
Always/frequently:		
Prioritizes audience’s informational needs over organization’s sales/promotional message	82%	64%
Crafts content based on specific stages of the customer journey	79%	55%
Strongly/somewhat agrees:		
Organization prioritizes delivering relevant content when and where a person is most likely to see it	88%	66%
Organization provides customers with optimal experiences across their engagement journey	82%	52%

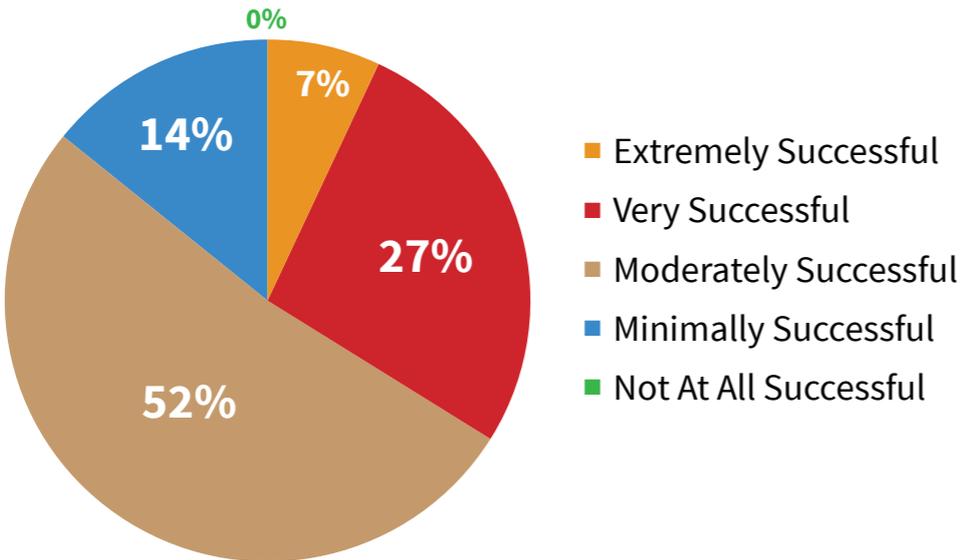
*A top performer (aka “most successful”) is a respondent who characterizes their organization’s overall content marketing approach as extremely or very successful.
 Base: Technology content marketers.

2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

SUCCESS & MATURITY

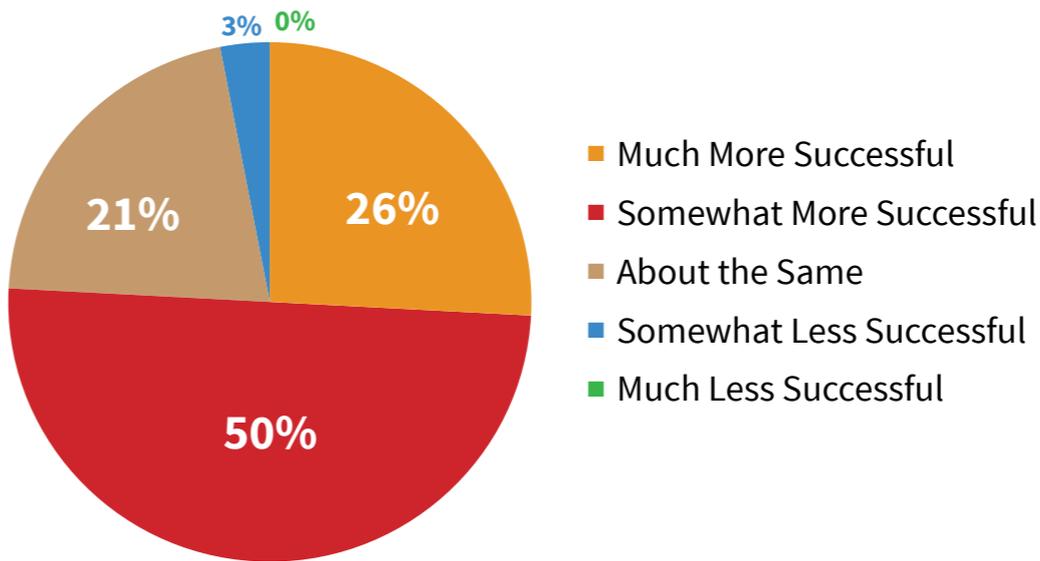
Approximately one-third of technology marketers (34%) say their organization is extremely or very successful with content marketing.

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



Base: Technology content marketers; aided list.
2020 Technology Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

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

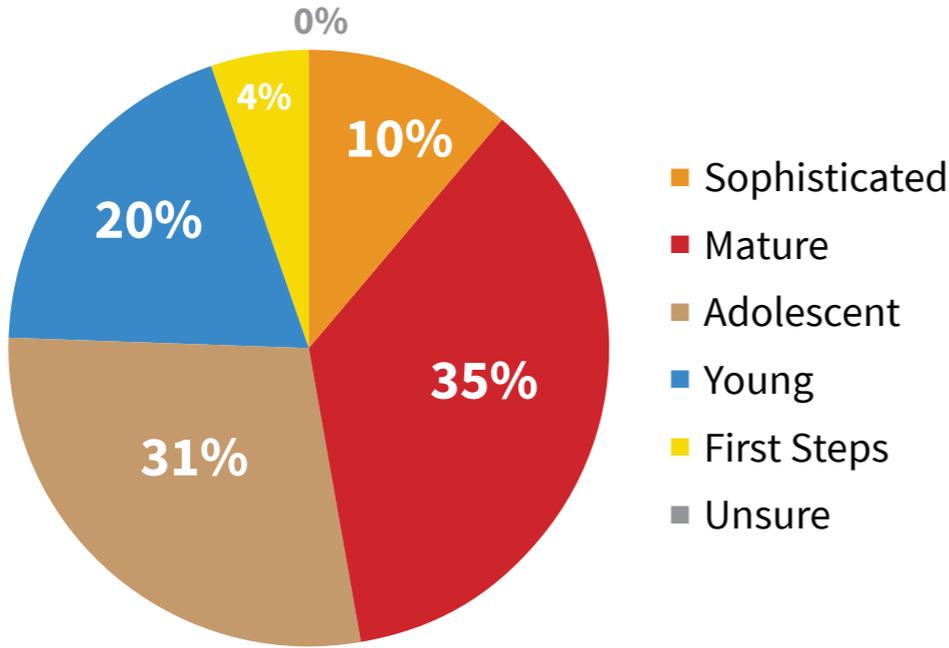


Base: Technology content marketers; aided list.
2020 Technology Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

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.”

45% of technology marketers say their organization is in the sophisticated/mature phase of content marketing maturity.

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



Base: Technology content marketers; aided list.
2020 Technology Content Marketing Benchmarks: 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

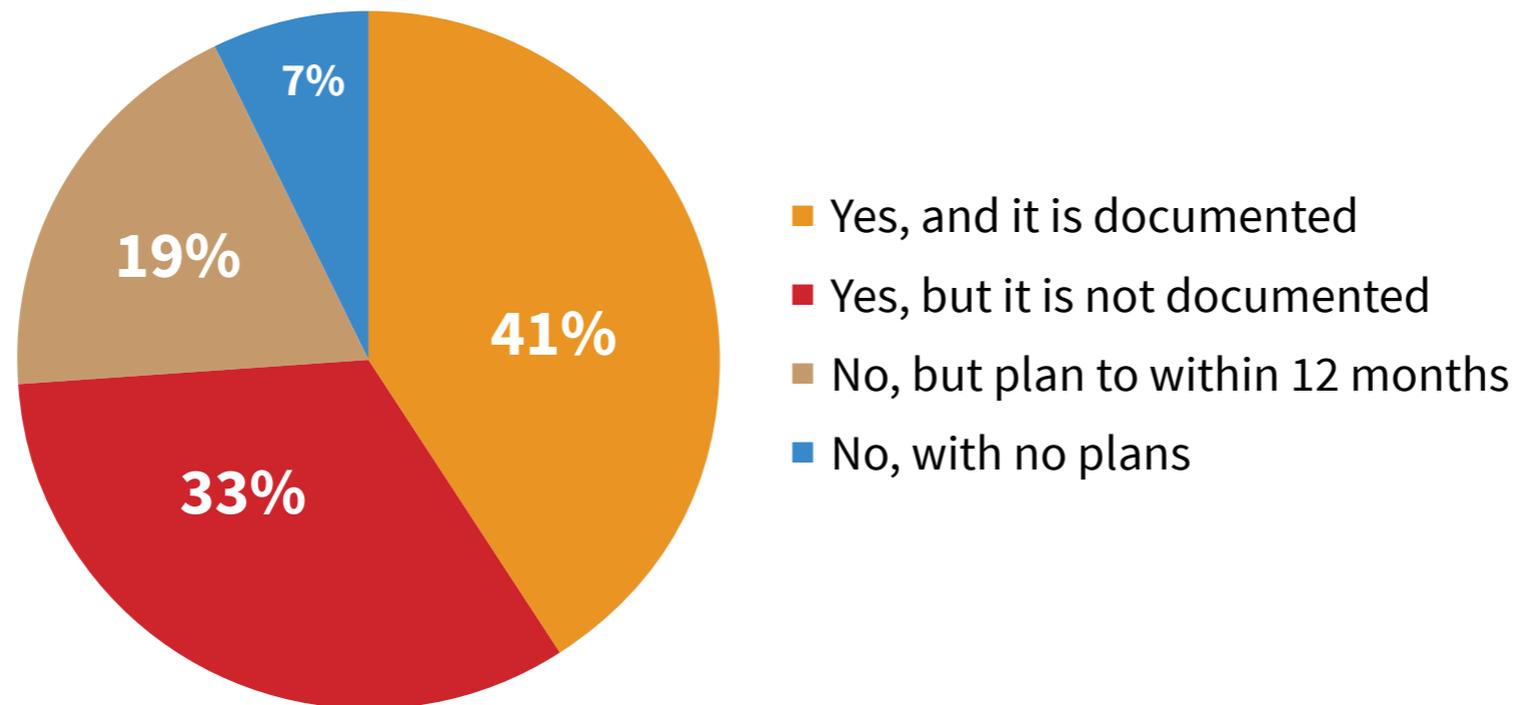
FIRST STEPS

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

STRATEGY, OPINIONS & TECHNOLOGY

74% of technology marketers have a content marketing strategy; among those, 41% have documented it.

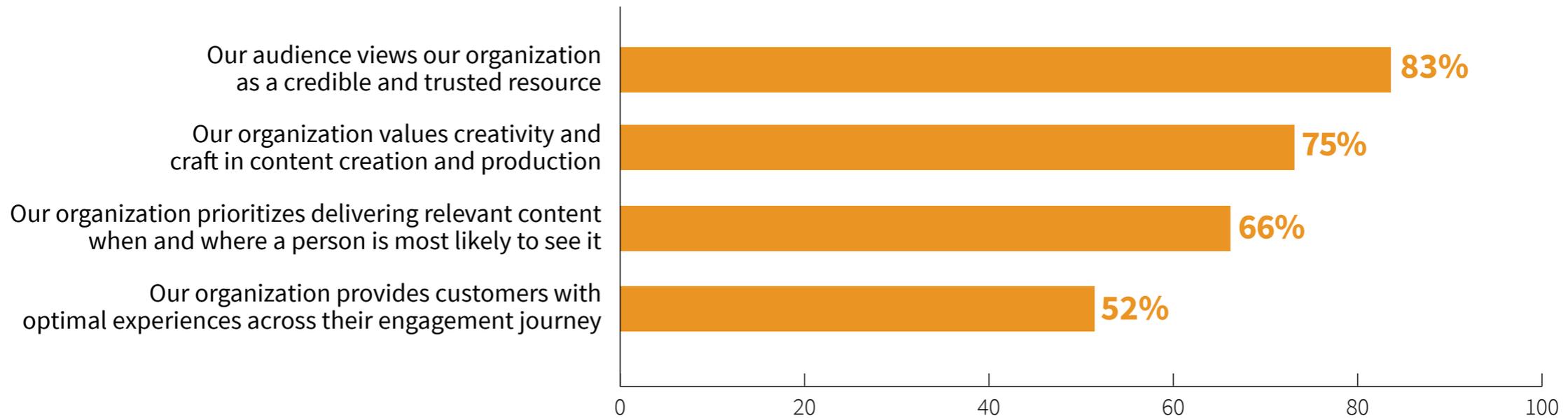
Percentage of Technology Marketers With a Content Marketing Strategy



*Base: Technology content marketers.
2020 Technology Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs*

52% of technology marketers agree their organization provides customers with optimal experiences across the engagement journey.

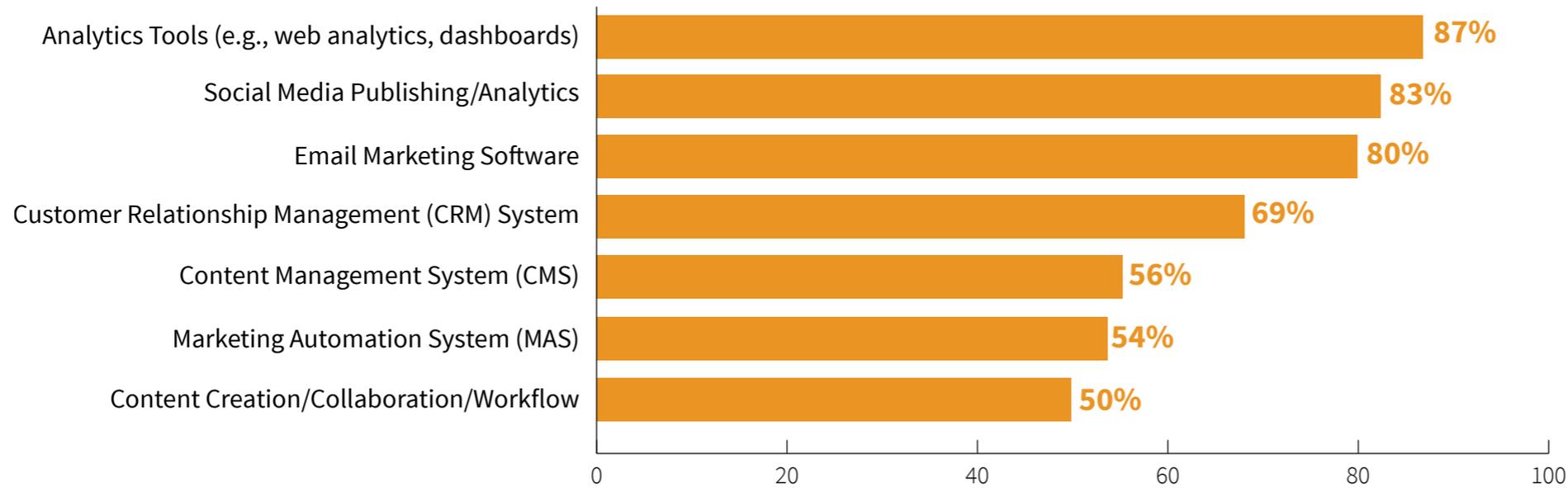
Technology Marketers' Opinions About Content Marketing in Their Organization (Strongly/Somewhat Agree)



Base: Technology content marketers who answered each statement.
2020 Technology Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

Technology marketers report the top three technologies they use to assist with content marketing are analytics tools (87%), social media publishing/analytics (83%), and email marketing software (80%).

Technology Marketers' Use of Technologies to Assist With Content Marketing (Top 7)



Base: Technology content marketers. Aided list; multiple responses permitted.
 2020 Technology Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

Other technologies used: Content Distribution Platform (33%); Content Optimization (25%); Content Performance/Recommendation Analytics (23%); Digital Asset Management (DAM) System (22%); and Integrated Content Marketing Platform (11%). 1% said none of the above.

TEAM STRUCTURE & OUTSOURCING

46% of technology marketers report their organization has a small (or one-person) marketing/content marketing team serving the entire organization.

The second most common reported way of organizing is the centralized group structure, although this varies by company size. In addition, the centralized structure is the most common reported method among the top performers (45%) (see page 5).

Technology Organizations’ Content Marketing Team Structure

	All Respondents	Small (1-99 Employees)	Large (1,000+ Employees)
We have a centralized content marketing group that works with multiple brands/products/departments	30%	24%	32%
Each brand/product/department has its own content marketing team	6%	1%	16%
Both—We have a centralized group and individual teams throughout the organization	16%	5%	38%
We have a small (or one-person) marketing/content marketing team serving the entire organization	46%	67%	14%
Other	2%	2%	0%

Base: Technology content marketers; aided list.
2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

47% of technology marketers say their organization has 2 to 5 internal team members who are full-time/dedicated to content marketing.

Teams grow with company size, but even large companies are most likely to have teams of 2 to 5 (52%).

Technology Organizations' Content Marketing Team Size (Full-Time/Dedicated to Content Marketing)

	All Respondents	Small (1-99 Employees)	Large (1,000+ Employees)
11+	3%	0%	10%
6-10	6%	2%	13%
2-5	47%	37%	52%
1	25%	33%	17%
0 (no one is full-time, dedicated)	19%	27%	8%

*Base: Technology content marketers.
2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs*

55% of technology marketers outsource at least one content marketing activity. Large companies are the most likely to outsource (75%).

Does Your Technology Organization Outsource Any Content Marketing Activities?

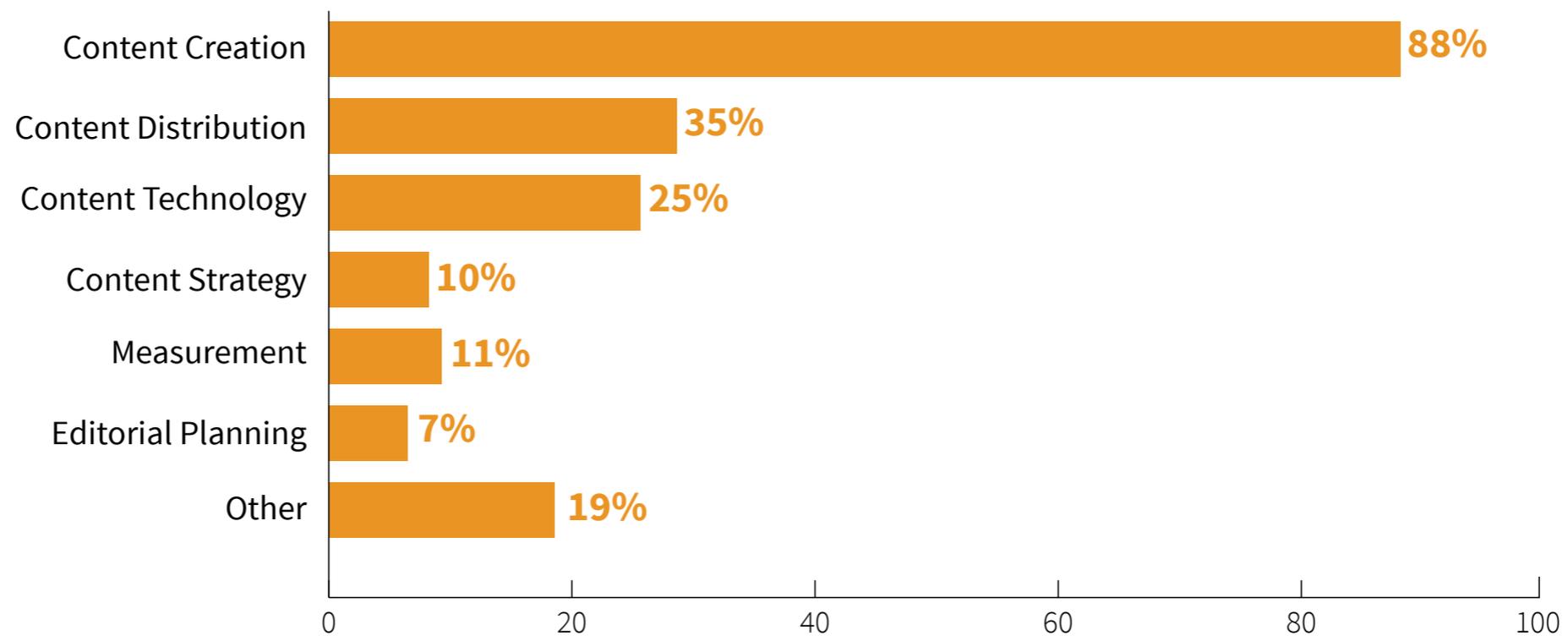
	All Respondents	Small (1-99 Employees)	Large (1,000+ Employees)
Yes	55%	40%	75%
No	45%	60%	25%

*Base: Technology content marketers.
2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs*

Among those who outsource, content creation is the activity they are most likely to outsource, no matter the company size or content marketing budget.

There were two notable differences, however, with content distribution, the second most frequently outsourced activity: 48% of large technology companies (1,000+ employees) and those with content marketing budgets of \$100,000 or more say they outsource content distribution, compared with 35% of all respondents.

Content Marketing Activities Technology Organizations Outsource

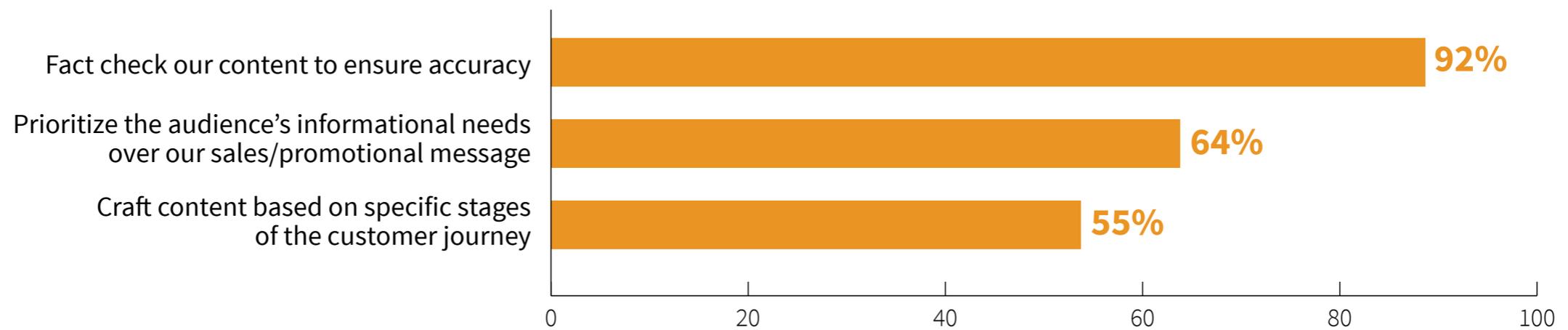


Base: Technology content marketers whose organization outsources at least one content marketing activity. Aided list; multiple responses permitted. 2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

CONTENT CREATION & DISTRIBUTION

64% of technology marketers always/frequently prioritize the audience’s informational needs over their sales/promotional message.

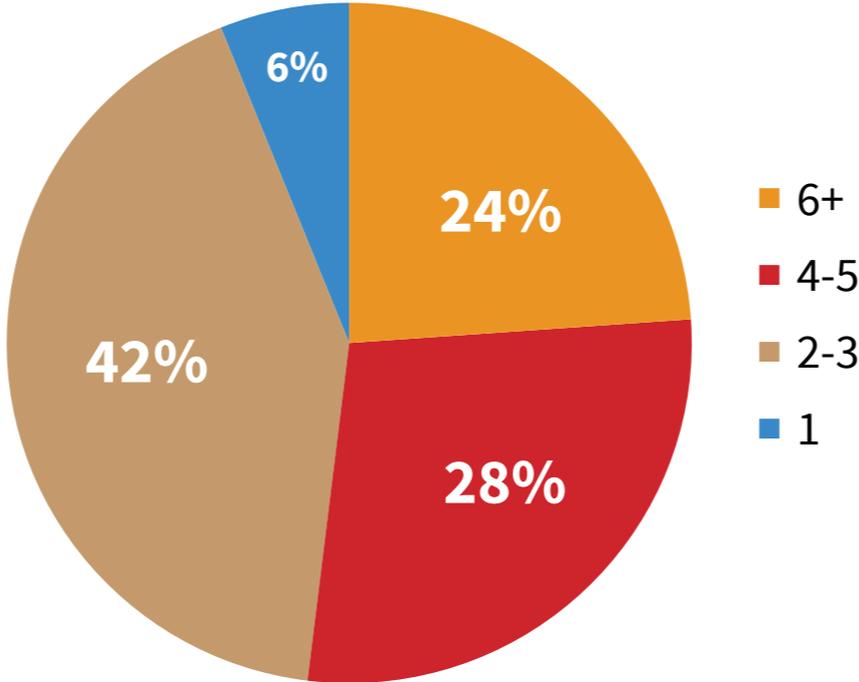
Concepts Technology Marketers Always/Frequently Take Into Account While Creating Content for Their Organization



Base: Technology content marketers who answered each concept.
2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

The average number of audiences technology marketers create content for is 3.8. The average is higher in large companies (4.1) and lower in small companies (3.4).

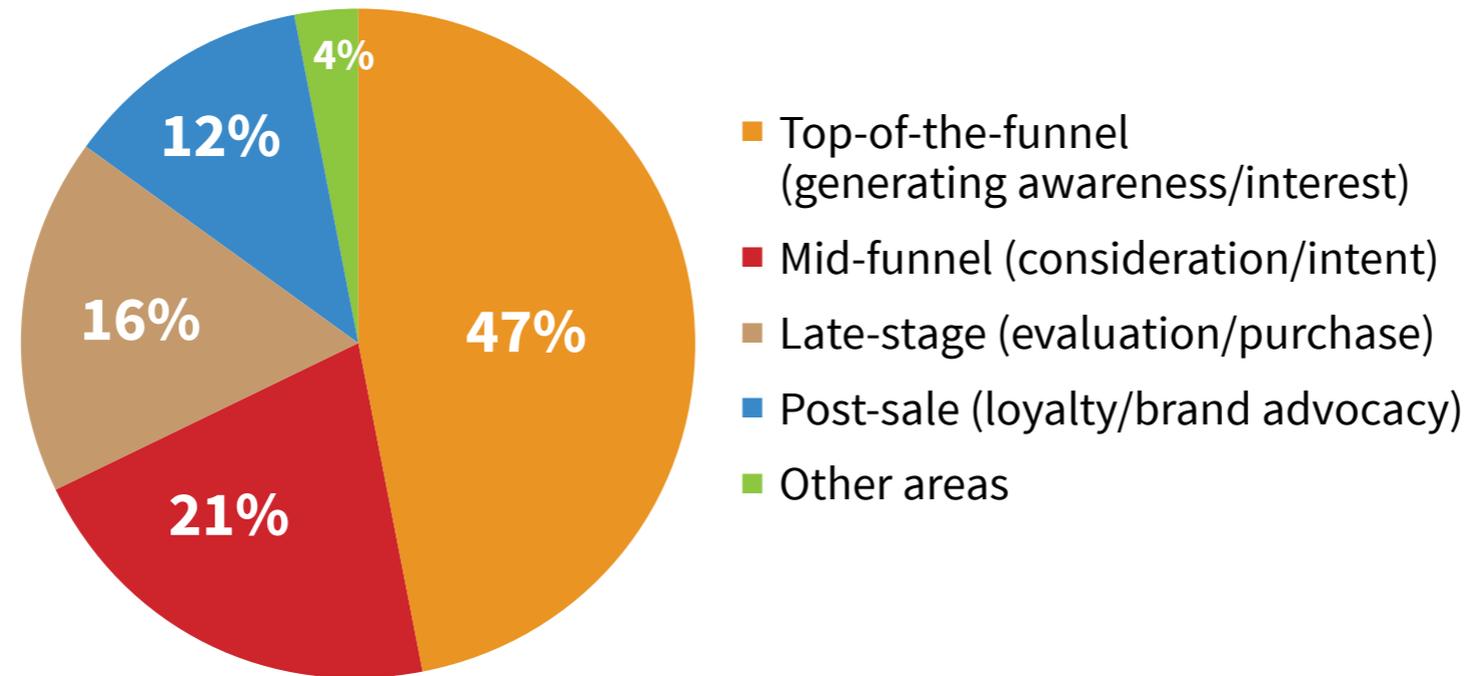
Number of Different Audiences Technology Marketers Create Content For



Base: Technology content marketers; aided list.
2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

Regardless of their organization’s size, technology marketers say half the content they produce is created for audiences in the early stages of the customer journey.

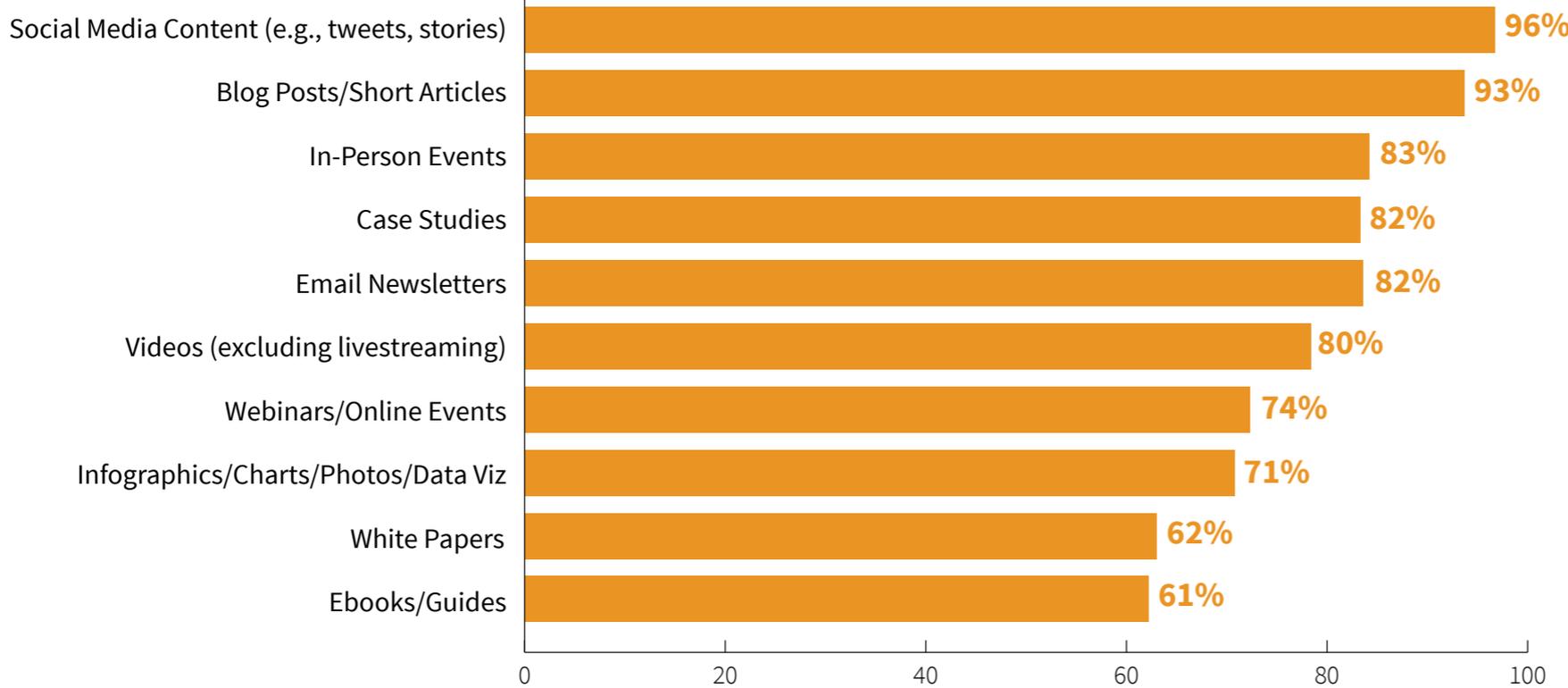
Percentage of Total Content Technology Marketers Created for Content Marketing Purposes in Last 12 Months



Base: Technology content marketers who answered the question. Percentages were required to equal 100%.
2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

The top three types of content technology marketers use are social media content (96%), blog posts/short articles (93%), and in-person events (83%).

Content Types Technology Marketers Used in Last 12 Months (Top 10)



Base: Technology content marketers. Aided list; multiple responses permitted.
 2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

Other content types used in last 12 months: Long-Form Text (e.g., articles 3,000+ words) (43%); Research Reports (43%); Podcasts (23%); Livestreaming Content (13%); Print Magazines (10%); Print Books (10%); and Other (13%).

We asked respondents which content types are the highest performing for their organization for building brand awareness, securing leads, nurturing leads, and converting leads. Their top three responses in each category are shown here.



TO BUILD BRAND AWARENESS

Blog Posts/Short Articles (36%)
 Social Media Content (e.g., tweets, stories) (18%)
 In-Person Events (12%)

TO SECURE LEADS

In-Person Events (21%)
 Webinars/Online Events (19%)
 Ebooks/Guides (15%)

TO NURTURE LEADS

Email Newsletters (27%)
 Blog Posts/Short Articles (12%)
 Case Studies (12%)

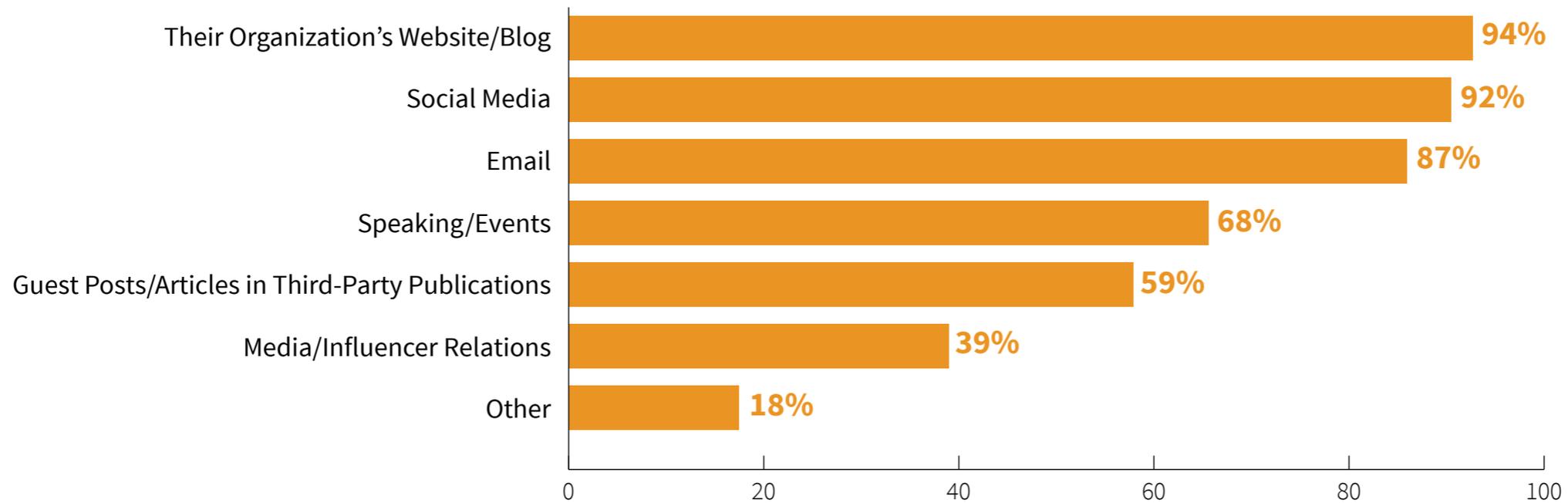
TO CONVERT LEADS

Case Studies (29%)
 In-Person Events (22%)
 Webinars/Online Events (12%)

*Base: Technology content marketers whose organization used more than one content type for content marketing purposes in the last 12 months.
 2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs*

The top three organic content distribution channels technology marketers use are their organization’s website/blog (94%), social media (92%), and email (87%).

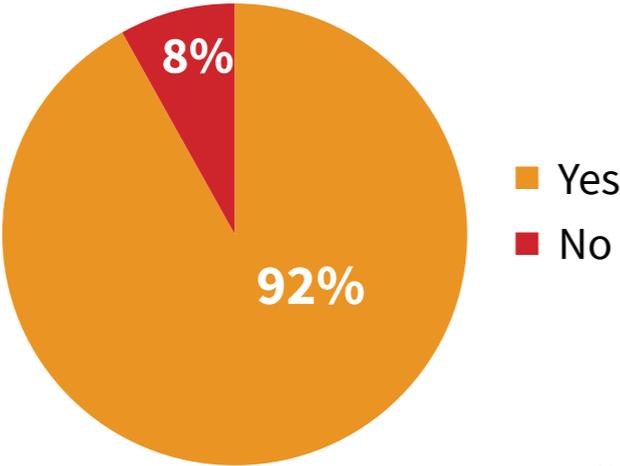
Organic Content Distribution Channels Technology Marketers Used in Last 12 Months



Base: Technology content marketers. Aided list; multiple responses permitted.
2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

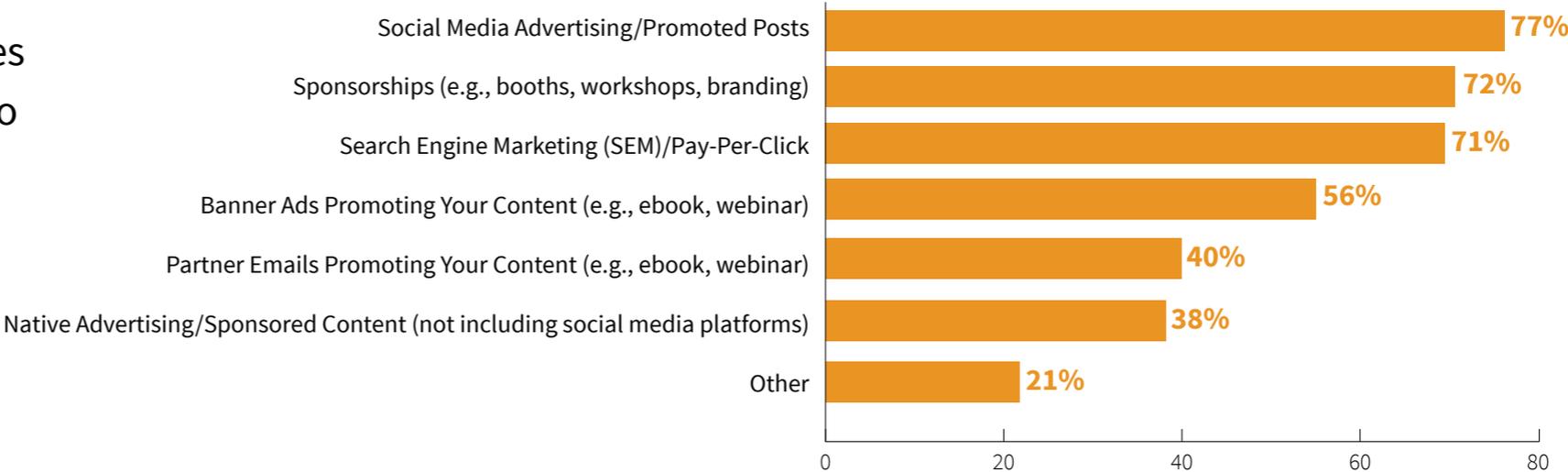
92% of technology marketers use paid distribution channels for content marketing purposes; of that group, 77% use paid social media advertising/promoted posts.

Did Your Technology Organization Use Paid Content Distribution Channels in the Last 12 Months?



Base: Technology content marketers.
2020 Technology Content Marketing Benchmarks,
North America: Content Marketing Institute/
MarketingProfs

Paid Content Distribution Channels Technology Marketers Used in Last 12 Months



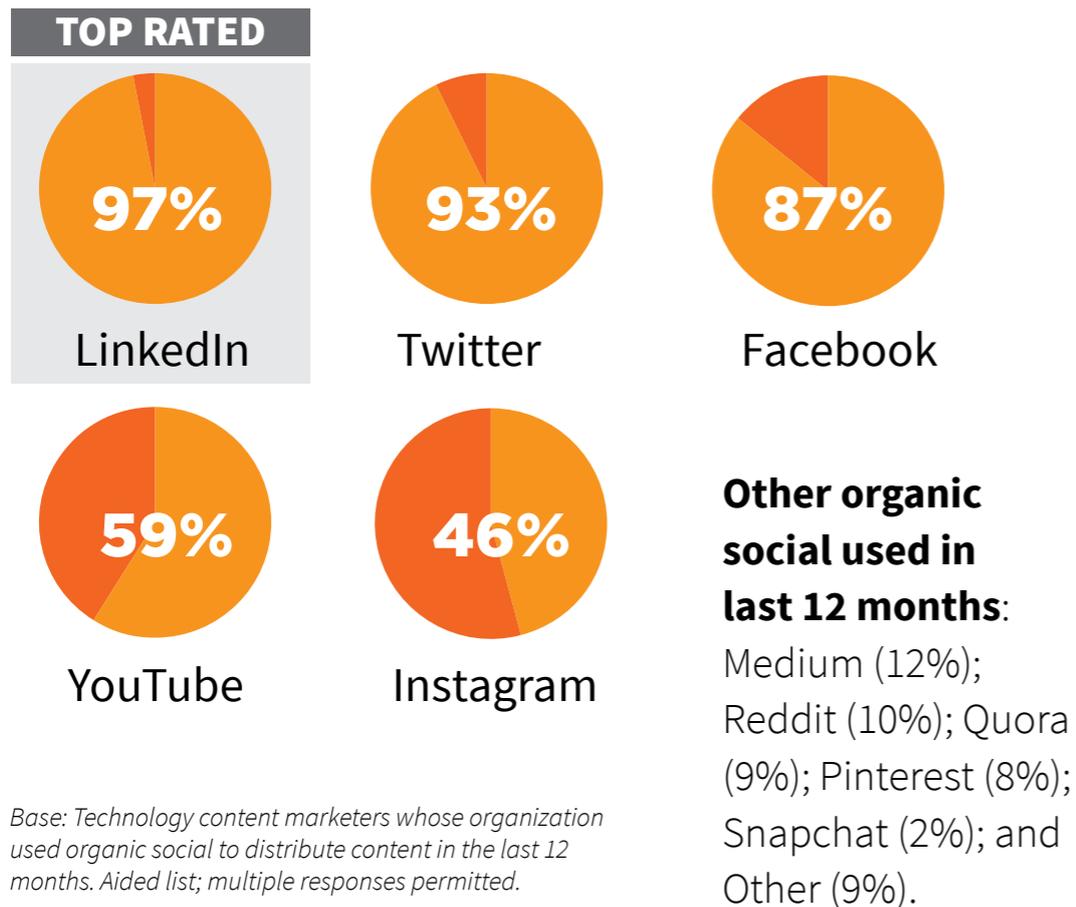
Base: Technology content marketers whose organization used at least one paid distribution channel in the last 12 months.
Aided list; multiple responses permitted.

2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

Nearly all technology marketers use LinkedIn for organic content marketing. LinkedIn also is the top choice among those who use paid social media platforms.

Beyond use, we also asked technology marketers which social media platform generates the best content marketing results for their organization. LinkedIn is the clear winner for organic (61%), with Facebook trailing a distant second (13%). LinkedIn also wins as best paid platform (53%), followed by Facebook (30%).

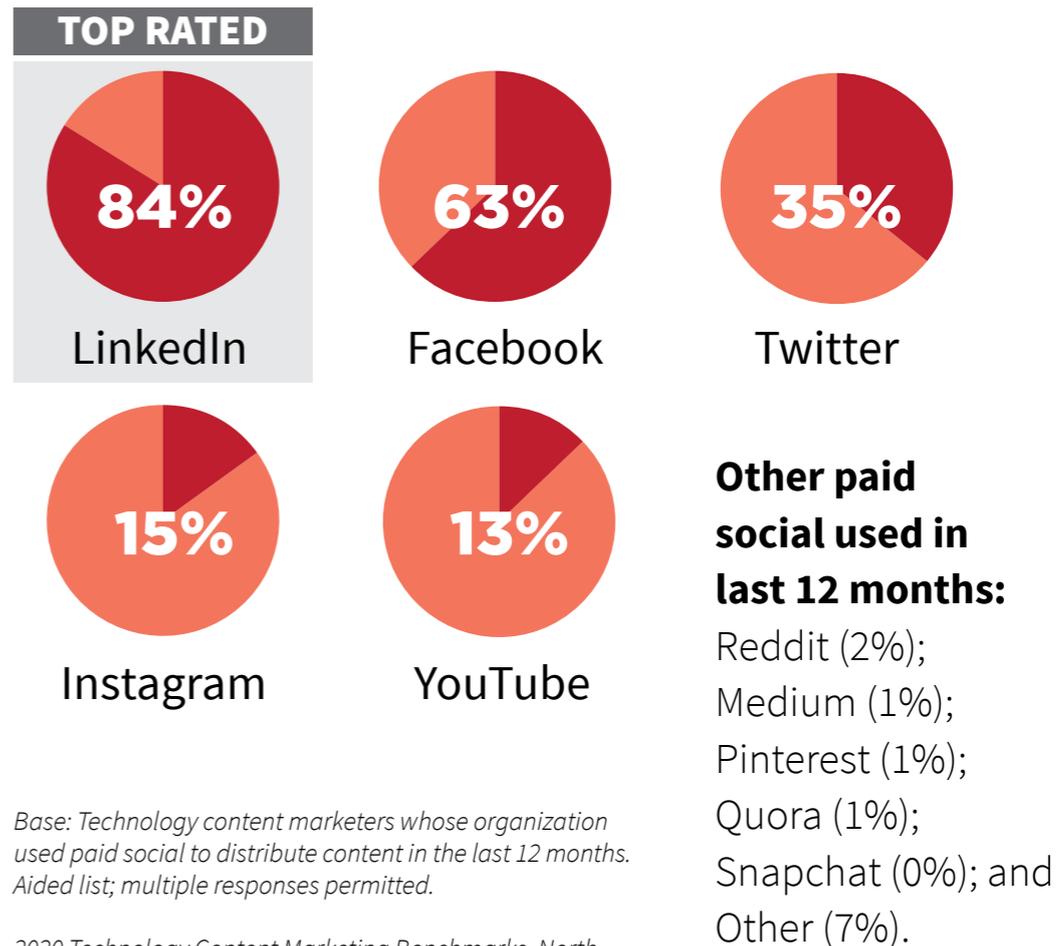
Organic Social Media Platforms Technology Content Marketers Used in Last 12 Months



Base: Technology content marketers whose organization used organic social to distribute content in the last 12 months. Aided list; multiple responses permitted.

2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

Paid Social Media Platforms Technology Content Marketers Used in Last 12 Months



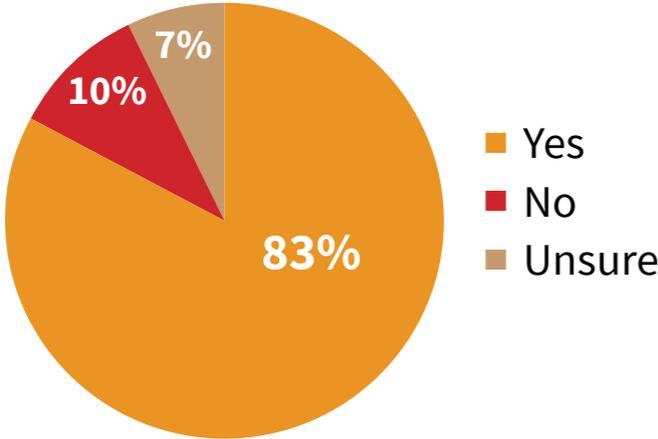
Base: Technology content marketers whose organization used paid social to distribute content in the last 12 months. Aided list; multiple responses permitted.

2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

METRICS & GOALS

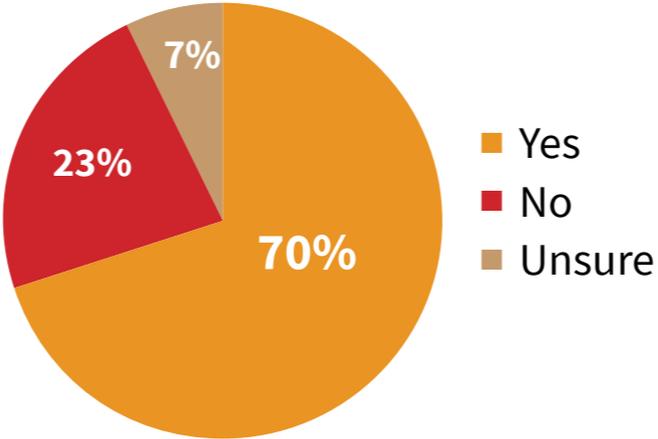
83% of technology marketers use metrics to measure content performance. Of those, 70% have established KPIs and 48% measure content marketing ROI.

Does Your Technology Organization Use Metrics to Track Content Performance?



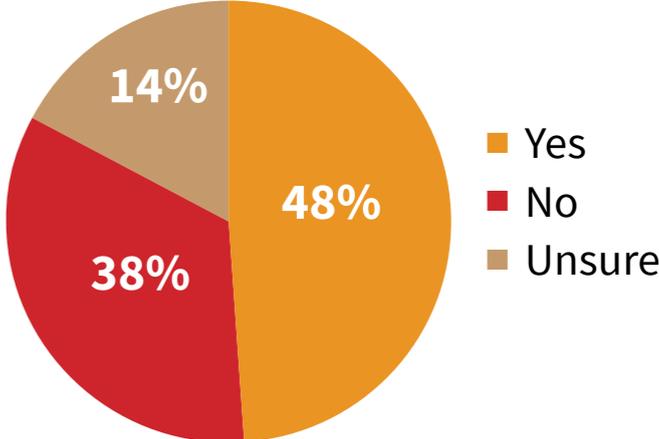
Base: Technology content marketers.

Did Your Technology Organization Establish KPIs to Measure Content Marketing Initiatives in the Last 12 Months?



Base: Technology content marketers whose organization uses metrics to measure content performance.

Does Your Technology Organization Measure Content Marketing ROI?

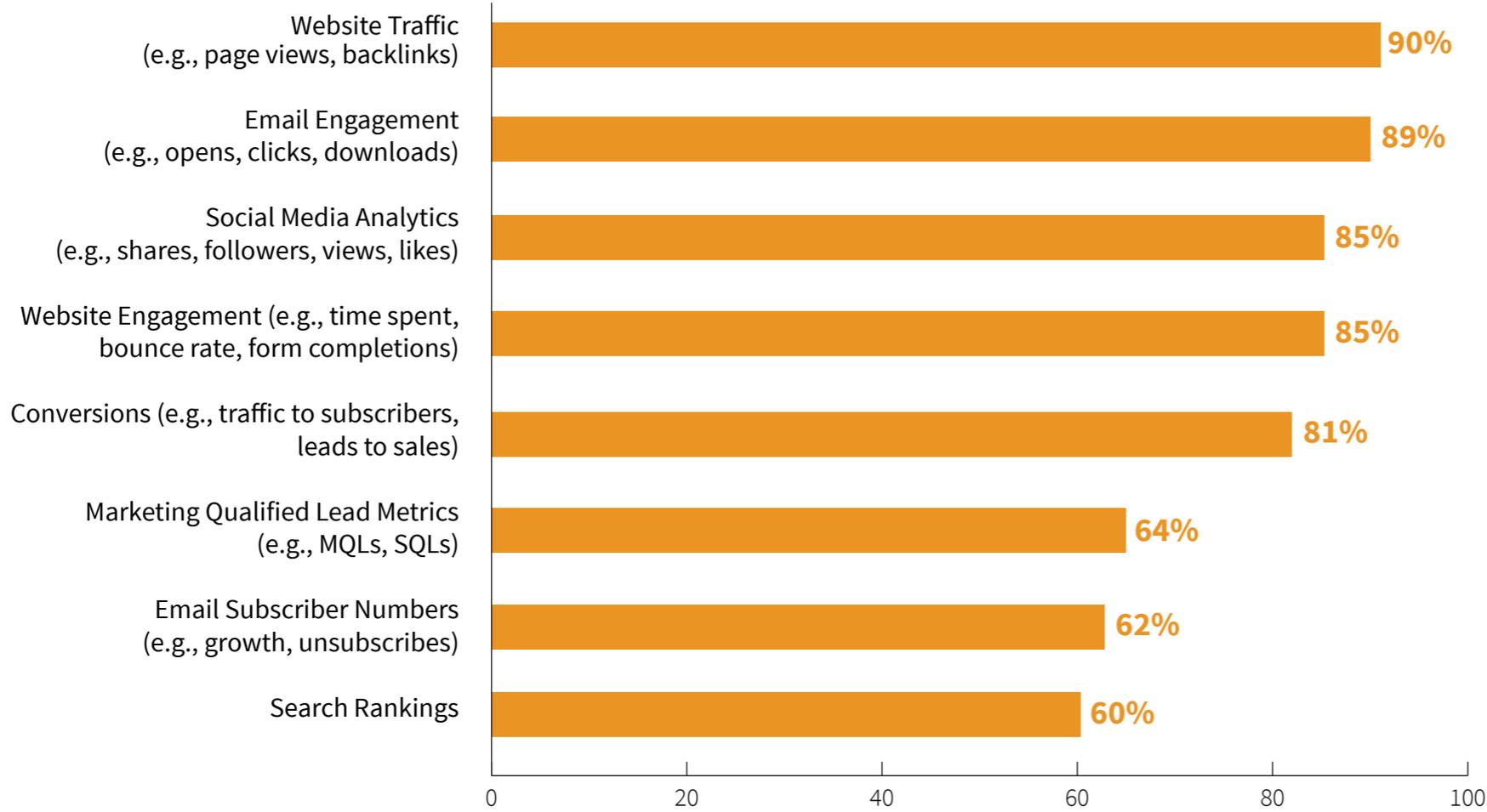


Base: Technology content marketers whose organization uses metrics to measure content performance.

2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

The top five metrics technology marketers track to measure content performance are website traffic (90%), email engagement (89%), social media analytics (85%), website engagement (85%), and conversions (81%).

Metrics Technology Marketers Tracked to Measure Content Performance in Last 12 Months (Top 8)



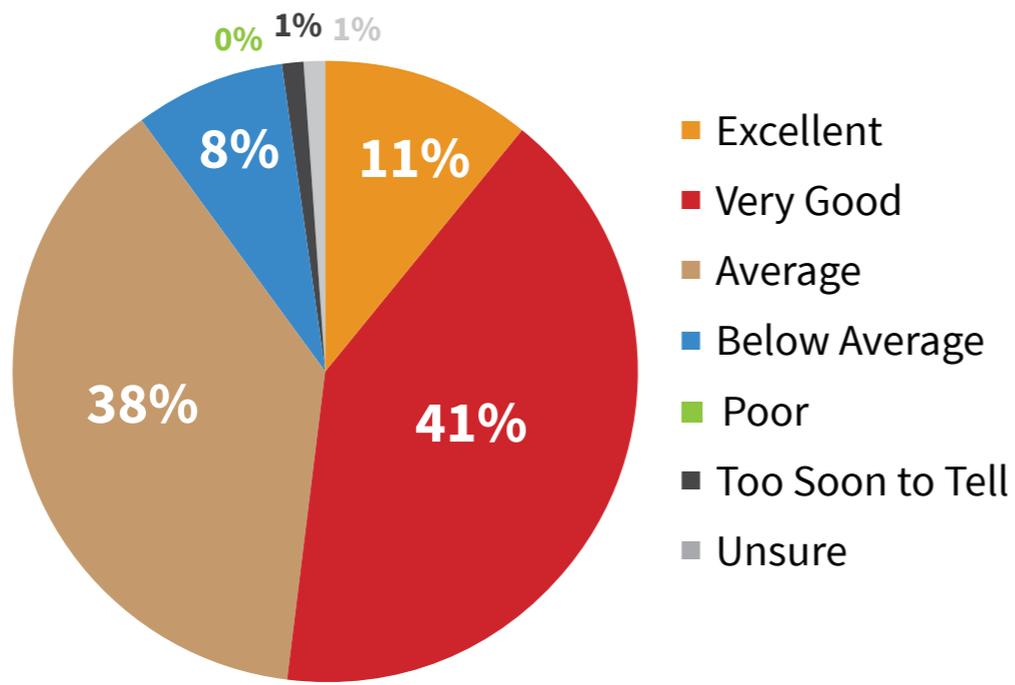
Other metrics tracked in last 12 months:

PR Mentions/Media Coverage (54%); Cost of a Lead, Subscribers, and/or Customer Acquisition Cost (CAC) (47%); Sales Effectiveness (e.g., sales cycle time, sales team performance) (30%); Customer Mobile Analytics (e.g., traffic, time spent, conversions) (25%); Retention Rates (23%); Customer Satisfaction Metrics (22%); Lifetime Customer Value (13%); and Other (3%).

Base: Technology content marketers whose organization uses metrics to measure content performance. Aided list; multiple responses permitted. 2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

Among the technology marketers who measure content marketing ROI, 52% rate their ability to demonstrate ROI as excellent or very good.

Technology Marketers' Ability to Demonstrate ROI for Content Marketing Initiatives



Base: Technology content marketers whose organization uses metrics and whose team measured ROI on overall content marketing initiatives in the last 12 months. Aided list.
2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

EXCELLENT

We have measurement data showing ROI on overall content marketing approach

VERY GOOD

We have measurement data showing ROI on at least one content marketing initiative with well-informed insights in other areas

AVERAGE

We have well-informed insights, but lack measurement data showing ROI

BELOW AVERAGE

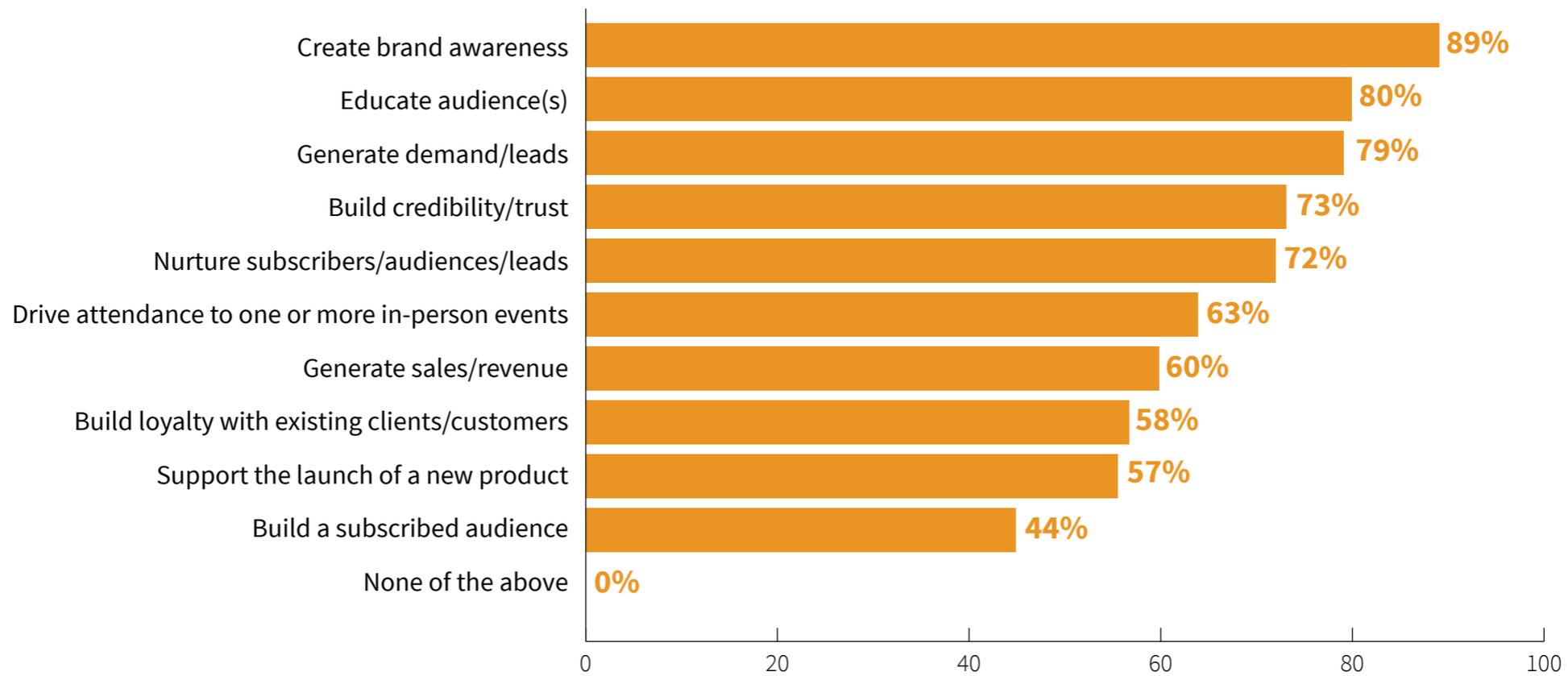
We only have speculative insights at this point

POOR

We have little insight into what works and what doesn't

89% of technology marketers have used content marketing successfully to create brand awareness in the last 12 months; however, fewer than half (44%) have used it to build a subscribed audience.

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

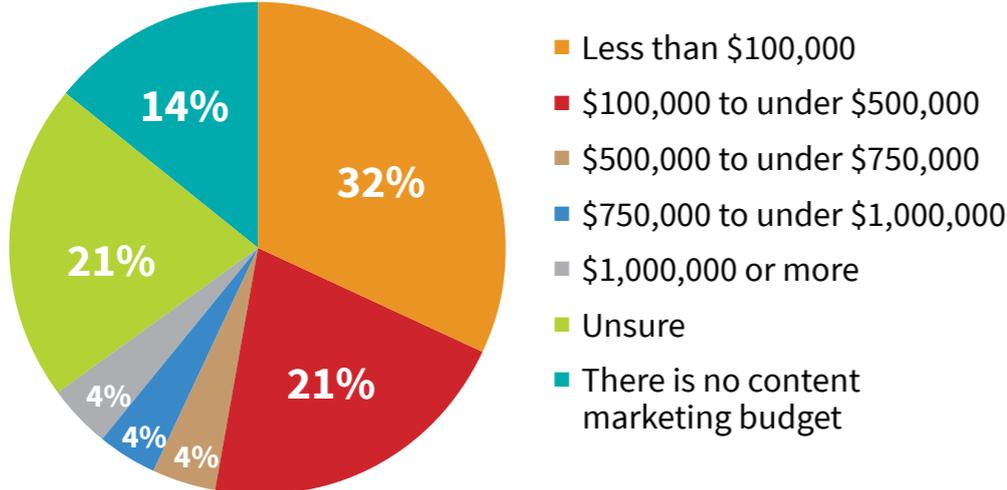


Base: Technology content marketers. Aided list; multiple responses permitted.
 2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

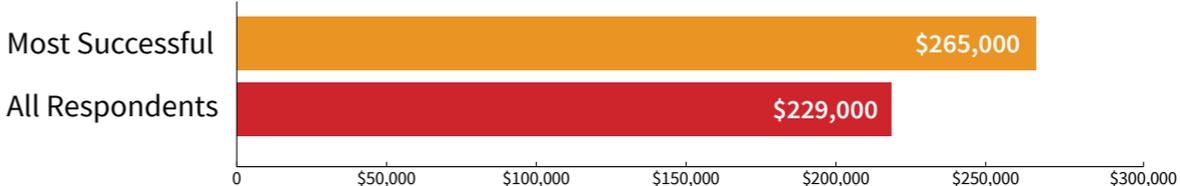
BUDGETS & SPENDING

33% of technology marketers reported a 2019 annual content marketing budget of \$100,000 or more. The average annual budget among all respondents was \$229,000.

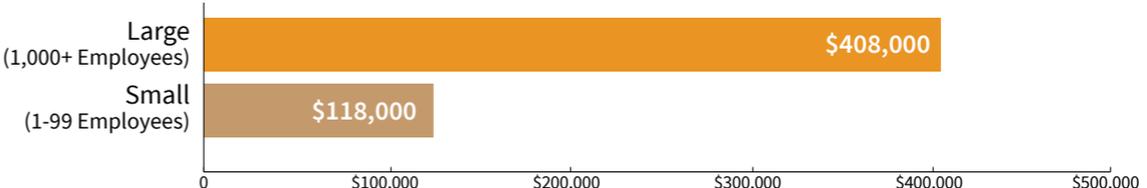
2019 Annual Budget for Technology Content Marketing (Average) (All Respondents)



2019 Annual Budget for Technology Content Marketing (Average) (By Content Marketing Success Level)



2019 Annual Budget for Technology Content Marketing (Average) (By Company Size)



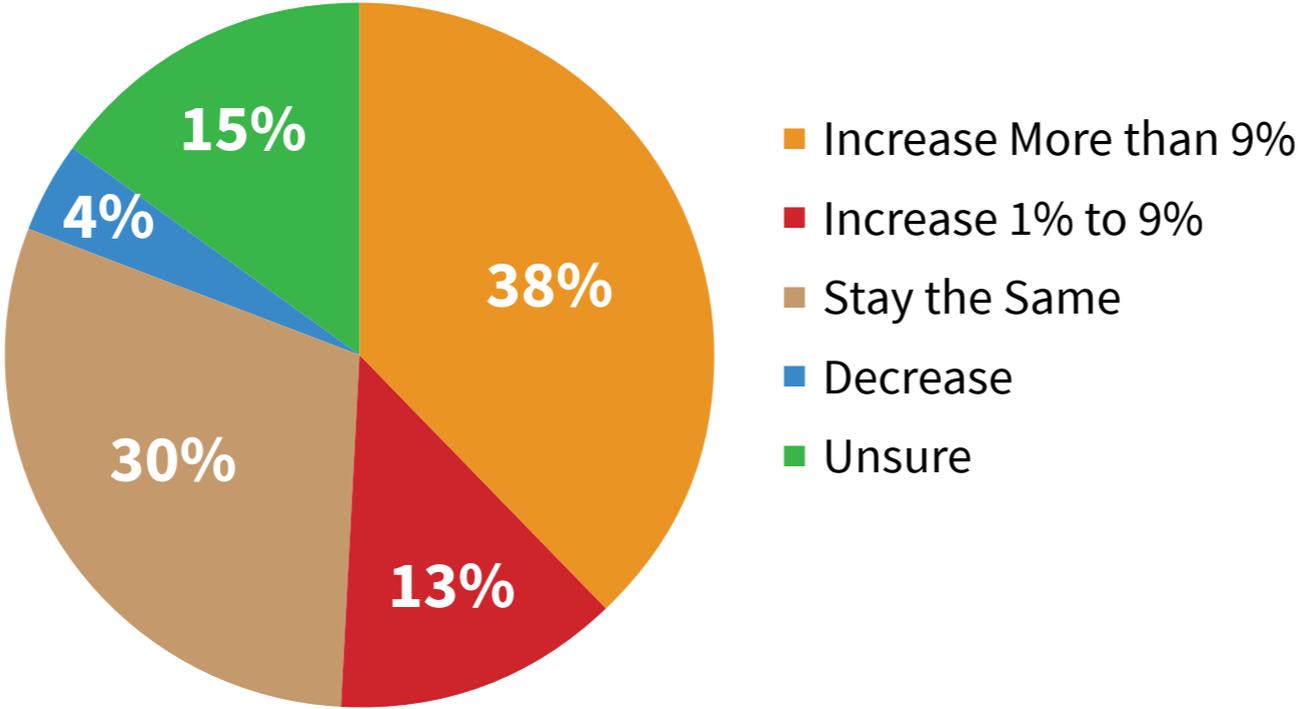
Note: Marketers who reported their organization has no content marketing budget were not asked to specify if the expenditures come from a general marketing or other fund. The survey did not specify whether to include content marketing salaries, nor did it ask respondents to break out areas of content marketing spend.

Base: Technology content marketers. Aided list.

2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

Half of technology marketers (51%) expected their 2020 content marketing budget to be higher than it was in 2019.

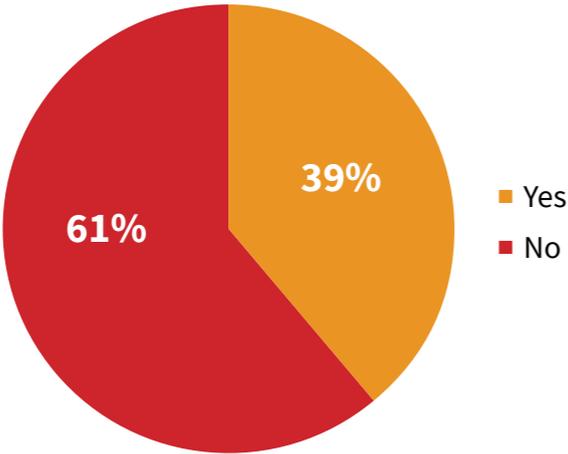
Technology Marketers' Expected Change in 2020 Content Marketing Budget Compared With 2019



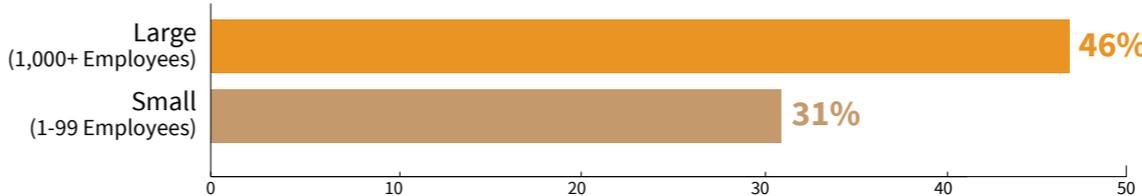
Base: Technology content marketers who reported having an annual budget for content marketing in 2019. 2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

Organization size and available budget impact whether technology companies use paid advertising in addition to content marketing.

Does Your Technology Organization Use Traditional Paid Advertising in Addition to Content Marketing? (All Respondents)



Percentage of Technology Marketers Who Use Traditional Paid Advertising in Addition to Content Marketing (By Company Size)



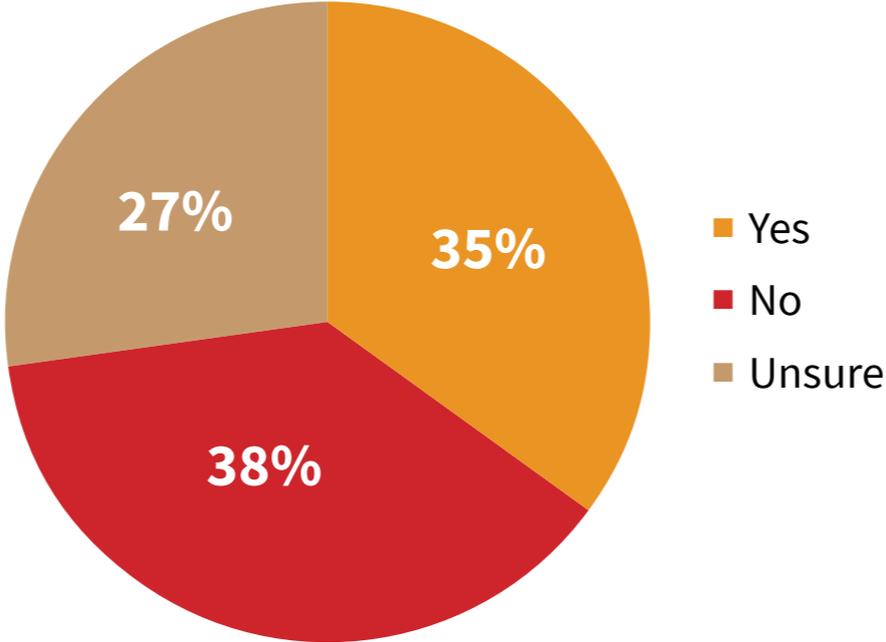
Percentage of Technology Marketers Who Use Traditional Paid Advertising in Addition to Content Marketing (By Annual Content Marketing Budget)

	Yes	No
Over \$100,000	47%	53%
Under \$100,000	38%	63%

Base: Technology content marketers. 2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

Of those who use paid advertising, 35% say they've shifted paid advertising dollars to content marketing in the last 12 months.

Did Your Technology Organization Shift Paid Advertising Dollars to Content Marketing in the Last 12 Months?

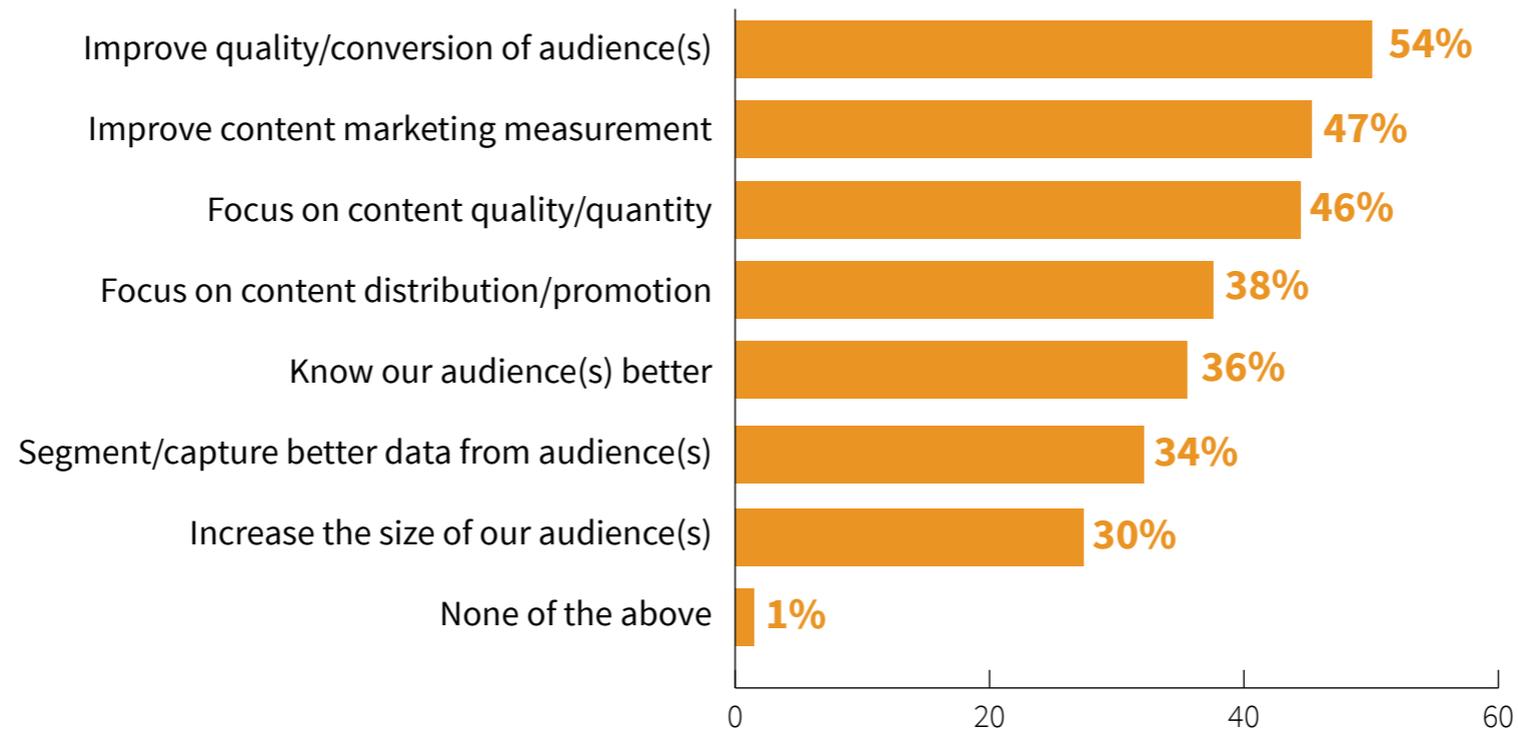


Base: Technology content marketers whose organization uses traditional paid advertising in addition to content marketing. 2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

CONTENT MARKETING PRIORITIES & UNIQUE CHALLENGES

Improving the quality/conversion of audiences, content marketing measurement, and content quality/quantity are expected to be top content marketing priorities in 2020.

Top 3 Content Marketing Priorities Technology Marketers Anticipate for Their Organization in 2020

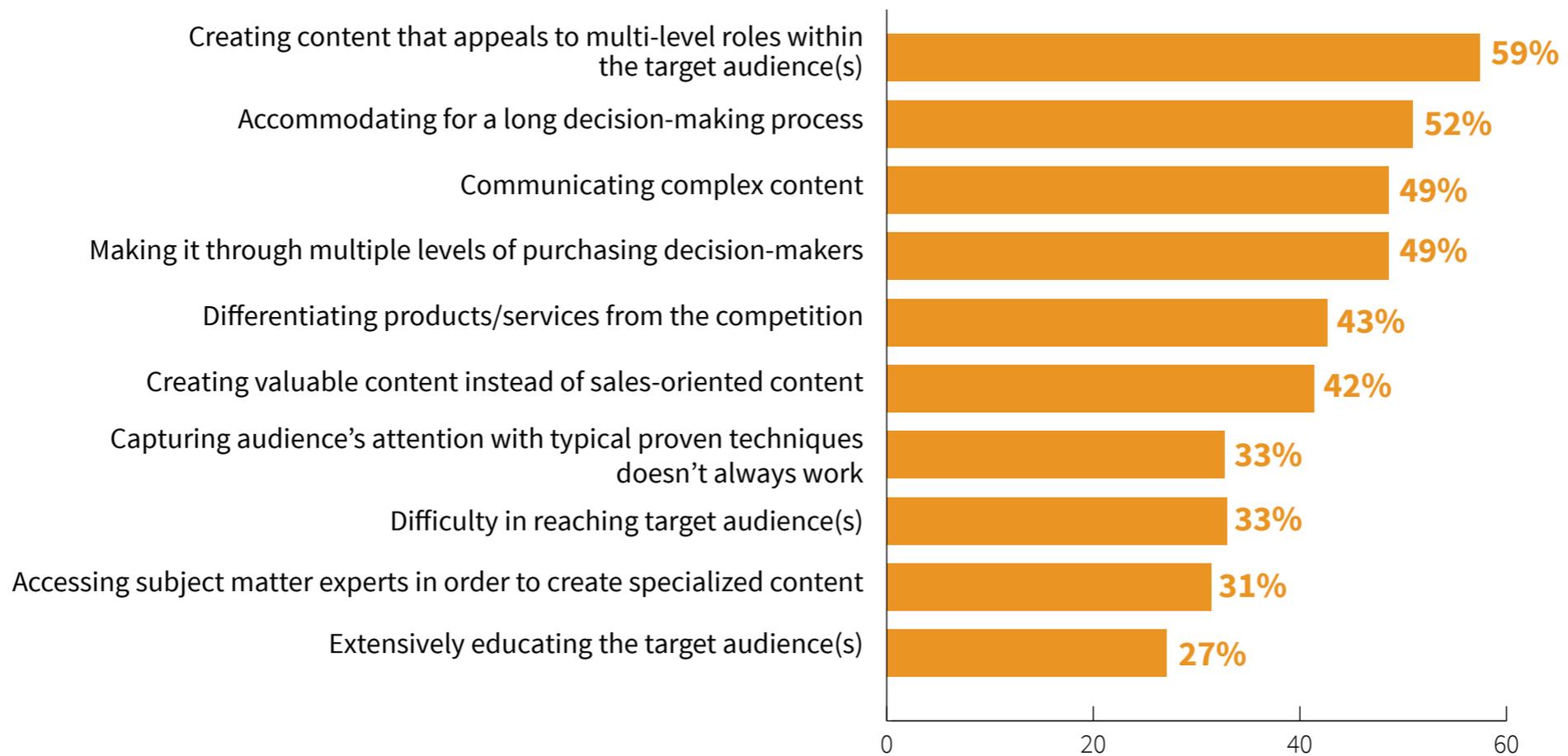


Note: The survey did not ask respondents to rate their organization's current success with any of the activities shown on the aided list. Therefore, use caution if making assumptions about current challenges organizations may be facing in any of the areas listed.

*Base: Technology content marketers; aided list. Up to three responses permitted.
2020 Technology Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs*

Technology marketers say their top content marketing challenge is creating content that appeals to multi-level roles within the target audience(s).

Unique Challenges Technology Content Marketers Face



Note: 4% said technology organizations face the same content marketing challenges as any other organization.

*Base: Technology content marketers. Aided list; multiple responses permitted.
2020 Technology Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs*

METHODOLOGY

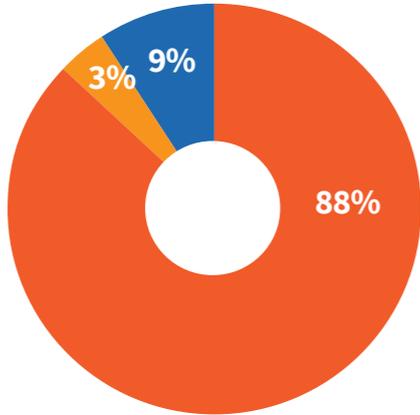
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The CMI/MarketingProfs 10th annual content marketing survey, from which the results of this report were generated, was emailed to a sample of marketers using lists from Content Marketing Institute and MarketingProfs. Online survey hosting, data collection, and tabulation was provided by Readex Research.

A total of 1,798 recipients from around the globe—representing a full range of industries, functional areas, and company sizes—replied to the survey during June/July 2019. 303 respondents indicated their organization is a for-profit, technology company. This report presents the findings from the 256 who indicated a) their organization has used content marketing for at least one year and b) they are a content marketer, involved with the content marketing function, and/or someone to whom content marketing reports. Most technology respondents are based in North America (81%), followed by Europe (11%), Asia (5%), and Other (3%).

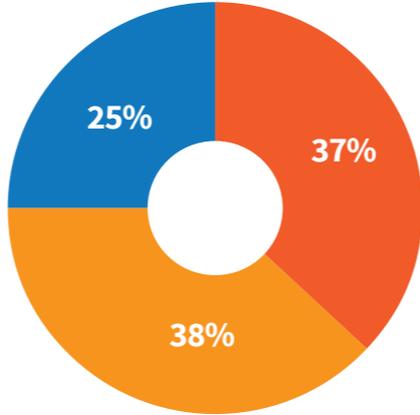
Find our archive of past reports at contentmarketinginstitute.com/research. Special thanks to MarketingProfs for their assistance with the annual survey and the B2B and B2C content marketing reports.

Nature of Technology Organization



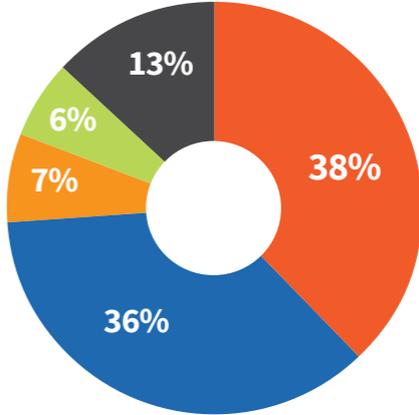
- B2B
- B2C
- Both B2B and B2C

Size of Technology Organization (by Employees)



- Small (1-99 Employees)
- Medium (100-999 Employees)
- Large (1,000+ Employees)

Technology Content Marketing Job Title/Function



- Content Creation/Management
- Marketing Management
- Corporate/Executive Management
- Marketing Operations
- Other

Thanks to all the survey participants who made this research possible 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 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.

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[IDG Communications](#) connects the world of tech buyers with insights, intent and engagement. Our premium brands, including CIO®, Computerworld®, PCWorld® and Macworld®, engage the most powerful audience of technology buyers by providing essential guidance with quality content that provides the context needed to help inform technology purchase decisions. We execute complex campaigns using premium 1st party data 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/tools-for-marketers.