

B2B Content Marketing 2010:

# Mid-Size Organization Report

# FOREWORD

In September 2010, Junta42 and MarketingProfs in conjunction with the Business Marketing Association (BMA) and American Business Media (ABM) released the largest study to date, **2010 B2B Content Marketing Benchmarks, Budgets and Trends**, showing how B2B marketers are using content within their marketing mix. This report takes a more granular look at how marketers at mid-size companies—those with 100 to 999 employees—are using content marketing.

In many ways, marketers at mid-size firms fall in the middle of the road when compared to larger and smaller businesses. Here's a snapshot of what these companies are doing when it comes to content marketing.

## **Their content marketing adoption mirrors the overall sample.**

Eighty-nine percent of B2B marketers from mid-size firms have adopted content marketing and, on average, they use seven tactics. For the most part, they have higher adoption rates for tactics than their peers at small companies, but lower than their larger counterparts.

## **They are focused on customer retention and loyalty more than their peers.**

B2B marketers from mid-size companies cite customer retention and loyalty as a goal more than small or large businesses. This is a sound goal considering that 73% of their revenue comes from existing customers.

## **They spend more on content marketing than smaller companies but less than larger companies.**

Mid-size companies are spending 22% of their marketing budgets on content marketing, which is a bit less than the average marketer who spends 26% of his budget. However, the biggest factor of spend appears to be company size. The larger the company, the larger the spend, but the smaller percentage of the marketing budget.

I hope this report helps you better understand how B2B marketers from mid-size firms are executing on content marketing.

## **Michele Linn**

Content Development Director  
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# DETAILED FINDINGS

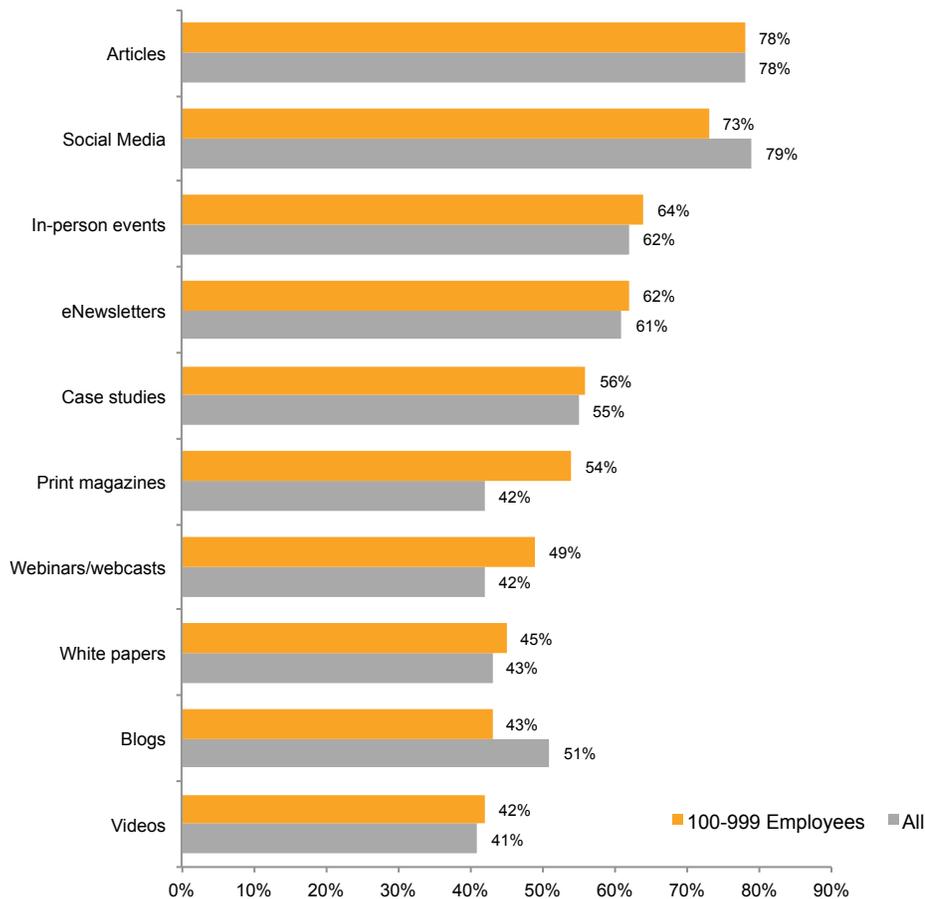
## ► USAGE AND EFFECTIVENESS

### Content Marketing Tactics Used

Similar to other B2B marketers, marketers from mid-size organizations use a wide variety of content tactics to build a solid portfolio of activities. On average, they use seven tactics, which is only slightly lower than the overall average of eight. The top five content marketing tactics used by mid-size marketers are:

- Articles (78%)
- Social media (73%)
- In-person events (64%)
- eNewsletters (62%)
- Case studies (56%)

**Top 10 Content Marketing Tactics Used**



Mid-size organizations have a higher adoption rate of all tactics when compared to smaller companies, but a lower adoption rate when compared to larger companies.

Source: B2B Content Marketing 2010: Mid-Size Organization Report

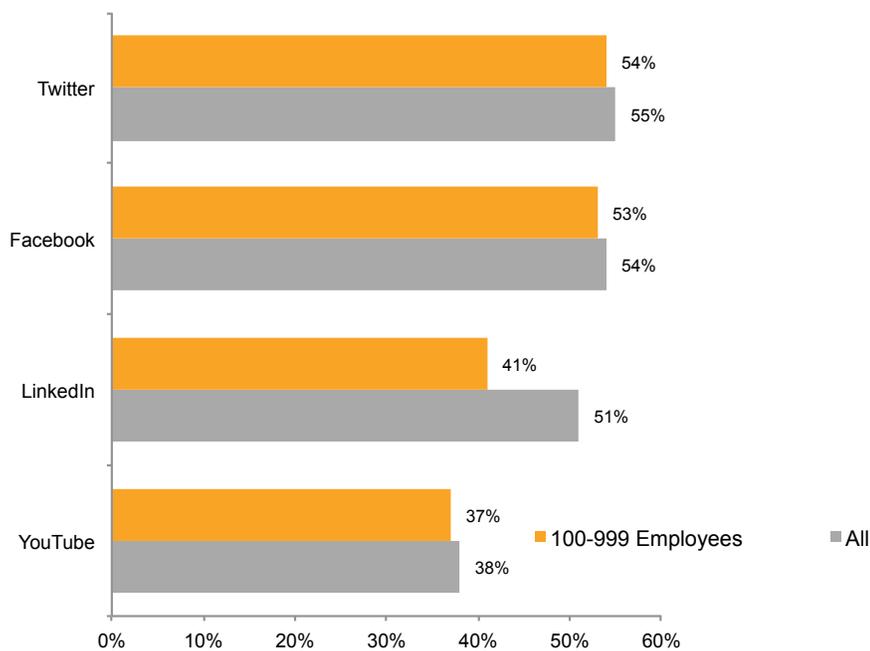
In many respects, the tactics used by mid-size companies mirror that of the overall sample. Except for the tactics below, they have a higher adoption rate of all tactics when compared to smaller companies, but a lower adoption rate when compared to larger companies.

Tactic	Overall	Large Companies	Mid-Size Companies	Small Companies	Micro Companies
<b>Social Media (excluding blogs)</b>	79%	71%	73%	84%	88%
<b>Blogs</b>	51%	39%	43%	57%	64%
<b>eBooks</b>	9%	7%	7%	8%	16%

## ► SOCIAL MEDIA DISTRIBUTION CHANNELS

Marketers at mid-size companies use social media to distribute content at a similar rate to the overall sample of B2B marketers. The one difference is that marketers at mid-size businesses use LinkedIn less frequently (41% versus 51% overall).

**Percentage of Marketers Who Use Various Social Media Sites to Distribute Content**



Source: B2B Content Marketing 2010: Mid-Size Organization Report

Marketers at mid-size businesses use LinkedIn less frequently than the other businesses.

## ► CONTENT MARKETING EFFECTIVENESS

In addition to asking survey respondents to tell us which content marketing products they currently employ in their companies, we also asked them to rate the effectiveness of each of these products in their marketing efforts on a scale of one (low effectiveness) to five (high effectiveness).

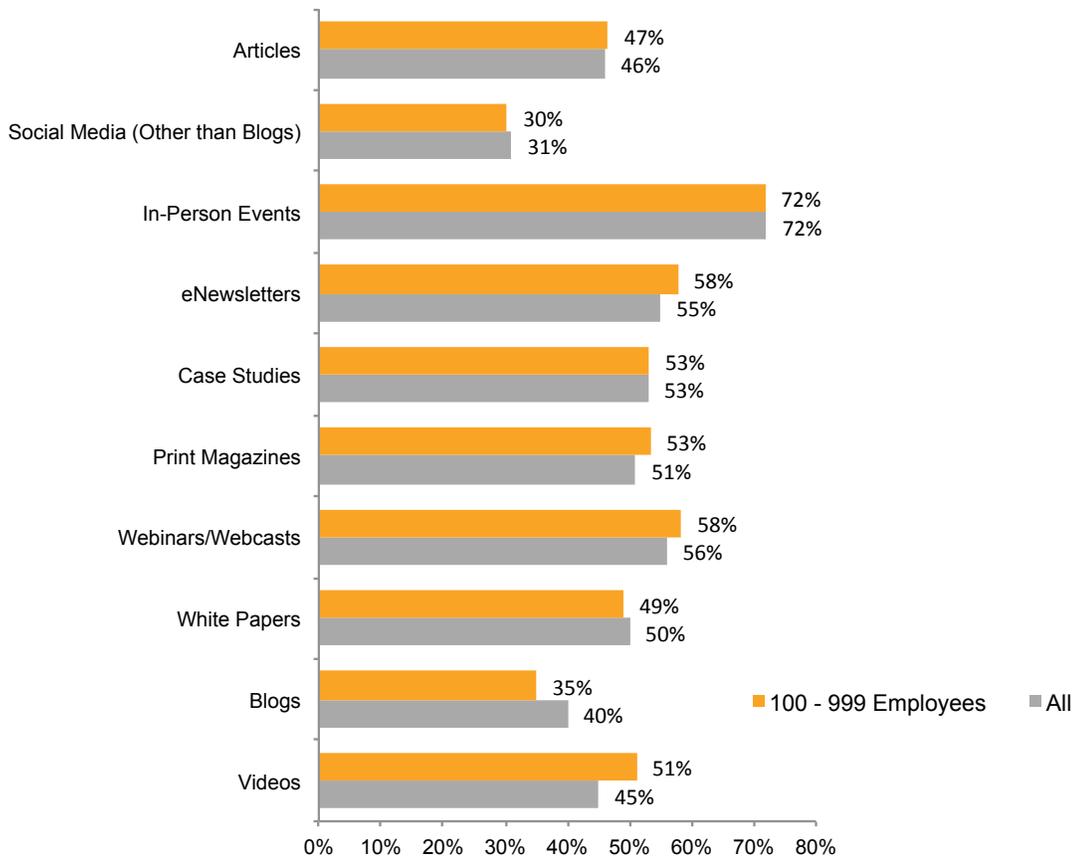
When we consider the adoption rates of each content vehicle measured against the perceived effectiveness of that particular vehicle among those who use that tactic, we find a “confidence gap.” That is, while companies invested in a number of content marketing products, they may not have confidence in how they are using each of those products.

While it is unclear if this lack of confidence is due to true ineffectiveness of any given strategy or simply the inability to measure effectiveness, this gap exists across all industries and company sizes.

Here are the effectiveness ratings for the tactics mid-size organization marketers use the most often:

- Articles: 47% effectiveness (78% usage)
- Social media (excluding blogs): 30% effectiveness (73% usage)
- In-person events: 72% effectiveness (64% usage)
- eNewsletters: 58% effectiveness (62% usage)
- Case studies: 53% effectiveness (56% usage)

### Effectiveness Ratings: Top 10 Content Marketing Tactics Used in Mid-Size Organizations



*B2B Content Marketing 2010: Mid-Size Organization Report*

Similar to large businesses, out of the top three tactics used by B2B marketers from mid-size companies, only in-person events are deemed to be effective by more than half of those who use them. Social media, while the second most-frequently used tactic, is deemed least effective by its users (only 30% effectiveness). The only tactic deemed less effective than social media are podcasts, which are 29% effective. Article posting is deemed effective by 47% of its users.

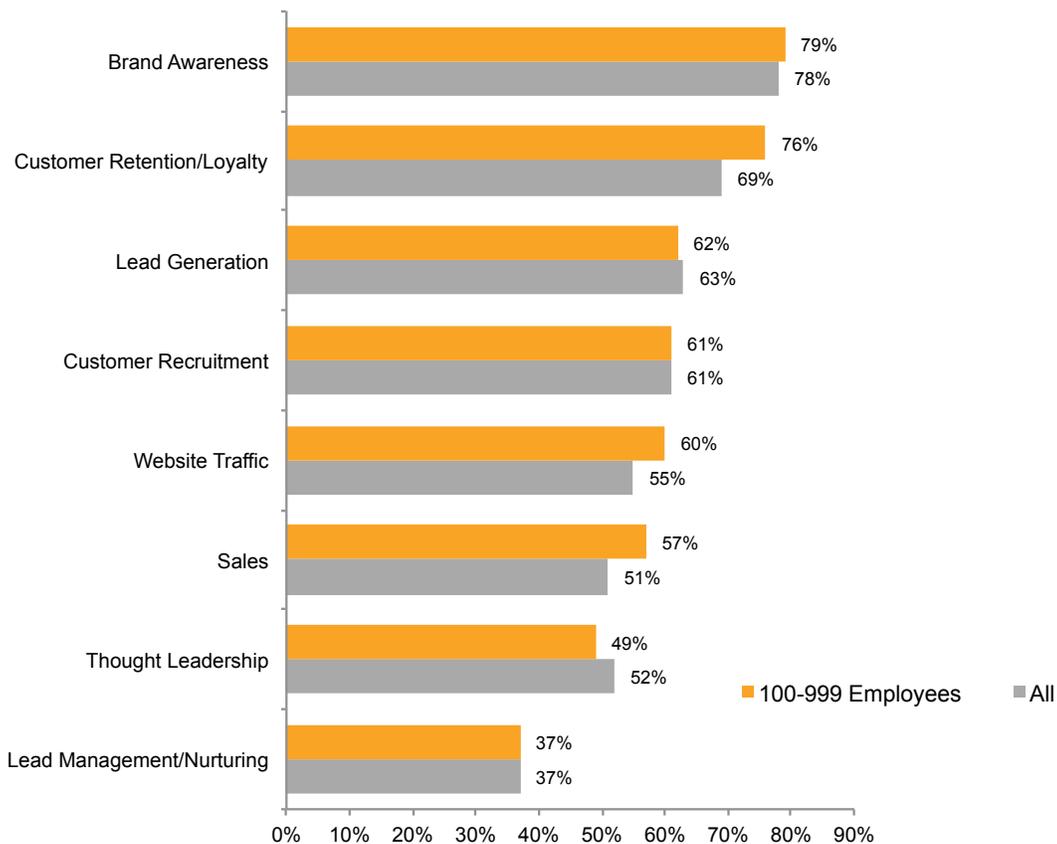
# GOALS AND MEASUREMENT

## ► ORGANIZATIONAL GOALS

Like all B2B content marketers, marketers from mid-size companies have numerous goals for content marketing. Their top five goals are:

- Brand awareness (79%)
- Customer retention/loyalty (76%)
- Lead generation (62%)
- Customer recruitment (61%)
- Website traffic (60%)

### Organizational Goals for Content Marketing



Source: B2B Content Marketing 2010: Mid-Size Organization Report

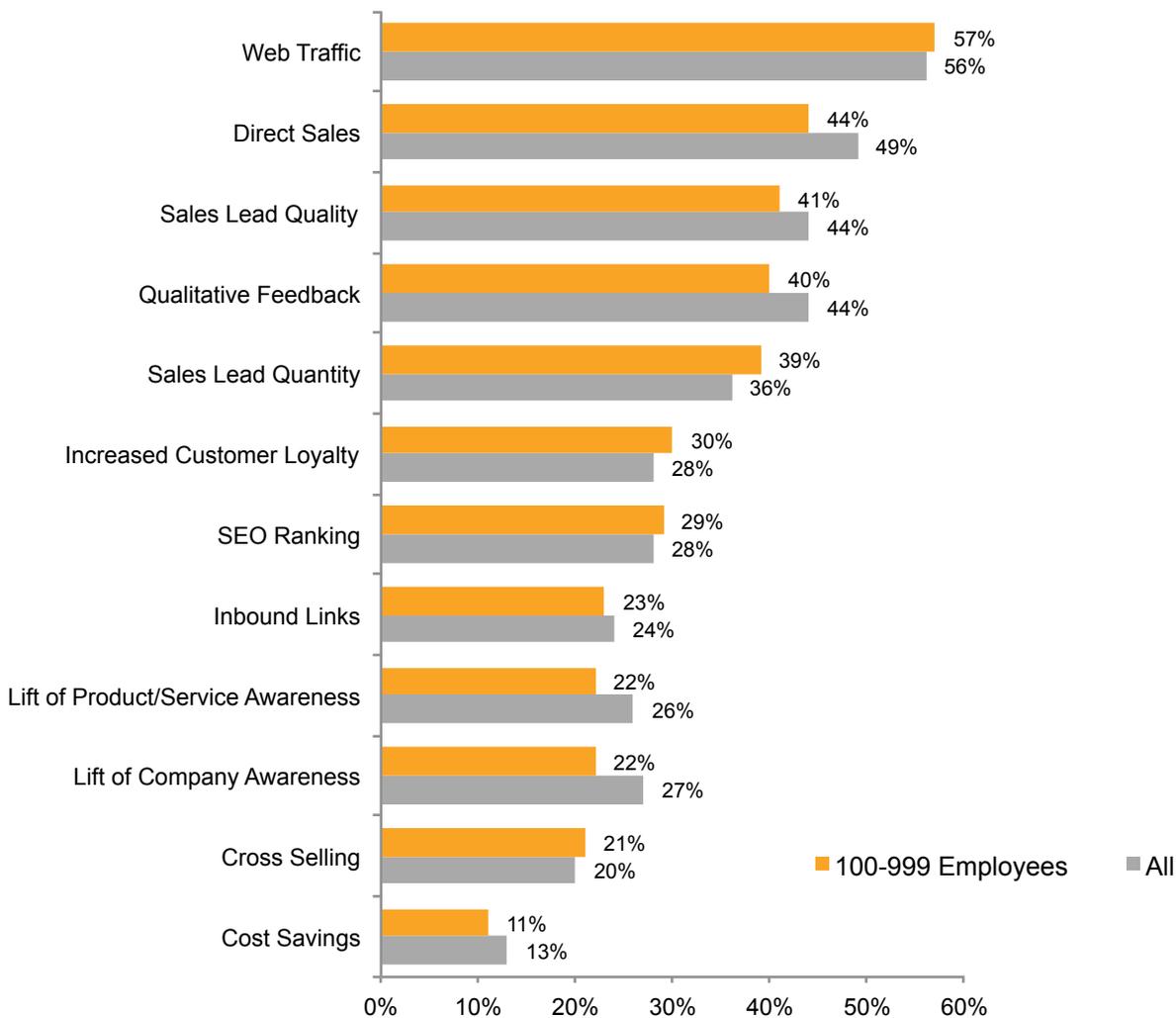
Again, mid-size marketers seem to have similar goals as the overall sample. However, they do cite customer retention and loyalty as a goal more often than the average marketer, and at higher rates than their peers at both large and small companies. Considering that 73% of their revenue comes from existing customers, this goal is in line with business objectives. As a note, only large companies have a higher percentage of revenue coming from existing customers (76%), but only 70% of those marketers cite customer retention and loyalty as a goal.

## ► MEASUREMENT CRITERIA

Similar to their peers in other industries, mid-size marketers struggle to identify measurement criteria and execute measurement programs. The top five primary measurement criteria for mid-size marketers who use content marketing as a strategy are:

- Web traffic (57%)
- Direct sales (44%)
- Sales lead quality (41%)
- Qualitative feedback (40%)
- Sales lead quantity (39%)

### Measurement Criteria for Content Marketing Success



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## BUDGETS AND PRODUCTION

### ► CONTENT MARKETING SPENDING

Forty-nine percent of B2B marketers from mid-size companies expected to increase their budgets for content marketing in the coming 12 months, while 47% claimed their investment in content marketing will remain the same. Almost no marketers (2%) reported their content marketing budgets would decrease in the coming year.

On average, mid-size marketers are planning to spend 22% of their marketing budgets on content marketing, which is very similar to the 26% reported overall. This is a larger percentage than larger companies spend but less than smaller companies.

On average, B2B marketers from mid-size companies spend \$77,200 per year on content creation and \$258,000 on content distribution. The biggest factor of spend appears to be company size: the bigger the company size, the bigger the budget.

### ► CONTENT MARKETING OUTSOURCING

The majority of B2B marketers from mid-size companies (54%) use a combination of outsourced and in-house resources while 4% outsource all content creation.

## CHALLENGES IN CONTENT MARKETING

Mid-size company marketers were asked to cite their biggest content marketing challenge, and this is how they rank:

- Producing the kind of content that engages prospects/customers (31%)
- Producing enough content (19%)
- Budget to produce enough content (18%)
- Lack of buy-in from higher-ups (15%)
- Producing a variety of content (13%)

Even though producing a variety of content is a challenge that is cited least often, it is notable that marketers from mid-size organizations cite this more often than marketers from organizations of other sizes. Additionally, they cite producing the kind of content that engages less often than marketers from other company sizes.

A mid-size company's offerings likely have more complexity than their peers at smaller companies, which may explain why they feel more challenged to produce a variety of content. However, they have more budget and outsource content creation more often, which is why they may struggle less to create engaging content because they can get the help they need.

## RESEARCH DETAIL

Of the 1,124 respondents to the **2010 B2B Content Marketing Benchmarks, Budgets and Trends** survey, 262 respondents were from mid-size firms (100 – 999 employees).

### Industries most often represented:

Manufacturing/processing .....	15%
Computing/software.....	12%
Agriculture.....	9%
Radio/TV/publishing .....	9%
Advertising/marketing.....	8%
Professional services.....	6%
Banking/financial/insurance.....	6%
Healthcare.....	6%

### For further information about this report, please contact:

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### About Michele Linn

Michele is the Content Development Director of the Content Marketing Institute where she works with a fabulous group of contributors who know a lot about content marketing. She's also a B2B content marketing consultant who has a passion for helping companies use content to connect with their ideal buyers. You can follow her on Twitter @michelelinn or read more of her posts on Savvy B2B Marketing.

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