

B2B Content Marketing 2010:

Small Business 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 B2B marketers from small organizations (10 to 99 employees) are using content marketing.

Overall, B2B marketers at smaller companies engage in content marketing as much as companies of other sizes: 87% of small business marketers use content marketing compared with 88% on average for all B2B marketers.

Compared to companies of other sizes, small business marketers with 10 to 99 employees:

Use fewer content marketing tactics

On average, the smaller the company, the fewer the number of content marketing tactics they use. The smallest companies use six tactics while the largest companies (over 1,000 employees) use nine.

Have a lower adoption rate for most content marketing tactics

In general, smaller companies report lower adoption rates of most tactics compared to larger companies. Some of the tactics with marked differences are: print magazines (used by 59% of the largest companies versus 37% of small companies); videos (used by 57% of the largest companies versus 36% of small companies); and microsites (used by 50% of the largest companies versus 23% of small companies).

Blog more than large companies

57% of businesses with 10 to 99 employees use blogs versus 39% of companies with more than 1,000 employees.

Use content marketing for lead generation more often

More than other B2B marketers, 68% of small businesses noted that lead generation was one of their primary goals for content marketing. This is in line with the fact, when compared to larger companies, smaller companies have a higher percentage of revenue coming from new customers (31% of small companies' revenue comes from new customers versus 24% of large companies' revenue).

Create content in-house more often than larger companies

Fifty-eight percent of businesses with 10 to 99 employees create content in-house only, compared with 23% of large companies with 1,000+ employees.

I hope this report helps you better understand how B2B marketers in companies of 10 to 99 employees are executing on their content marketing strategies.

Debbie Williams

Partner/Chief Content Officer
SPROUT Content

DETAILED FINDINGS

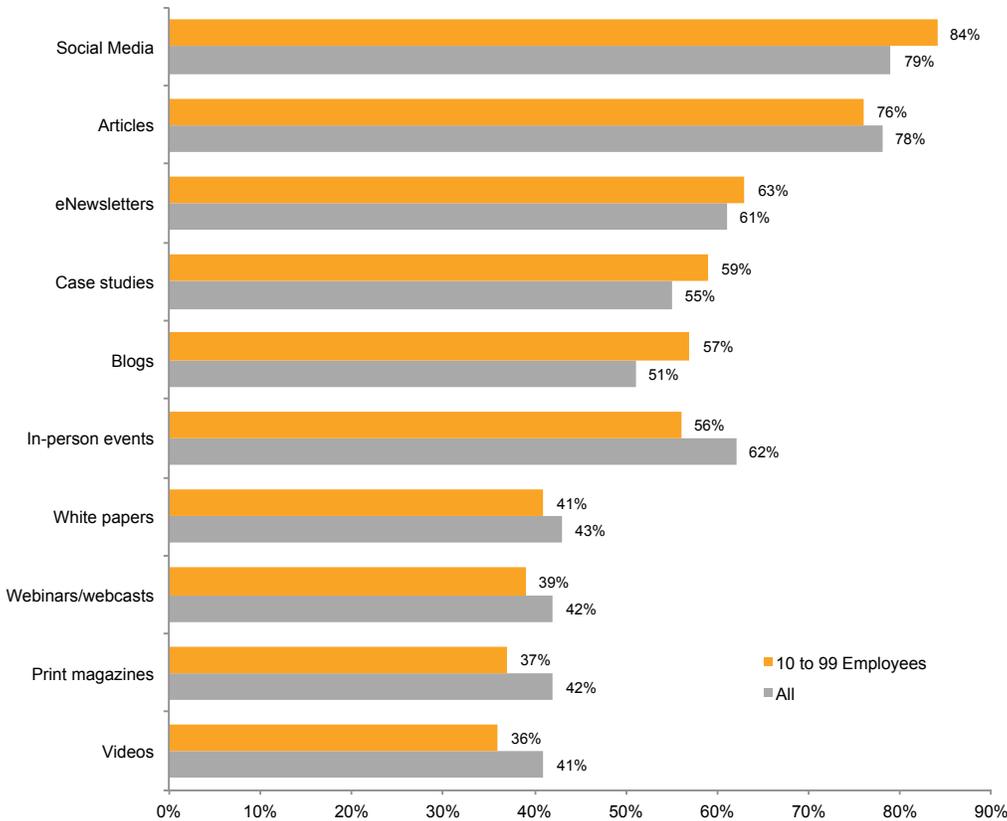
► USAGE AND EFFECTIVENESS

Content Marketing Tactics Used

Similar to other marketers, small businesses use a wide variety of content tactics as part of their marketing efforts. On average, they use six tactics, which is lower than the eight used on average. The top five content marketing tactics used by small businesses are:

- Social media (84%)
- Articles (76%)
- eNewsletters (63%)
- Case studies (59%)
- Blogs (57%)

Top 10 Content Marketing Tactics Used



Source: B2B Content Marketing 2010: Small Business Report

Small business marketers have a **similar content mix as the overall sample of B2B marketers, focusing on social media, article marketing and eNewsletters**. But, they use webinars, print magazines and videos at lower rates than larger businesses.

Smaller businesses are faster to adopt social media, eNewsletters and case studies. The most notable difference is with blogs: they are used by 57% of small businesses but only 39% of the largest companies.

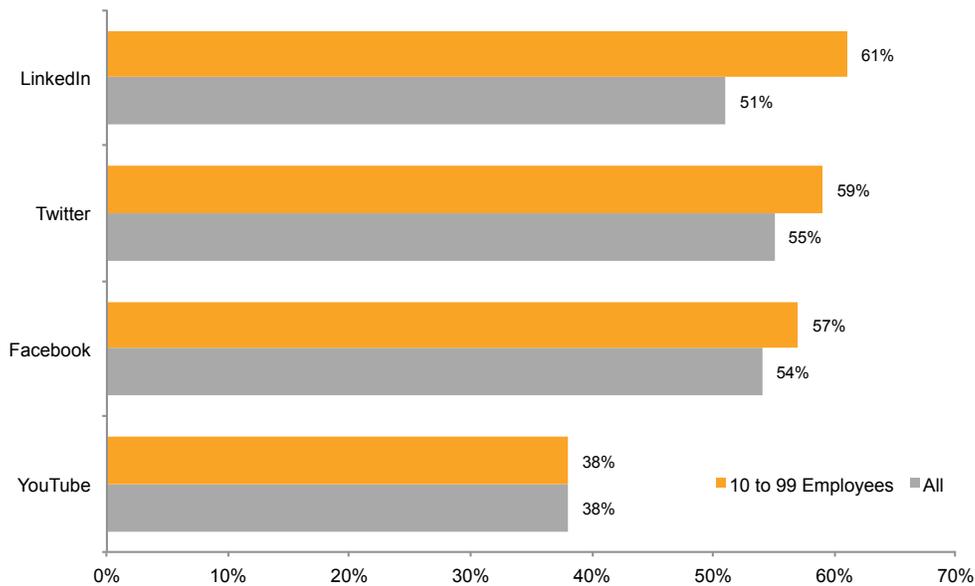
Although the chart above only provides data for the top ten tactics small business marketers use, only 25% of small businesses promote content in traditional media (i.e., promoting white papers/other content as part of display advertising) versus 50% of large businesses.

► SOCIAL MEDIA DISTRIBUTION CHANNELS

Small businesses use social media a great deal – even more than respondents overall – so it is no surprise they are distributing content via social media channels at higher levels as well.

However, even though B2B marketers from small organizations use video as a tactic less frequently than their peers from larger organizations, they use YouTube at the same rate.

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



Source: *B2B Content Marketing 2010: Small Business Report*

B2B marketers from small organizations use video as a tactic less frequently than their peers from larger organizations and use YouTube at the same rate.

► 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).

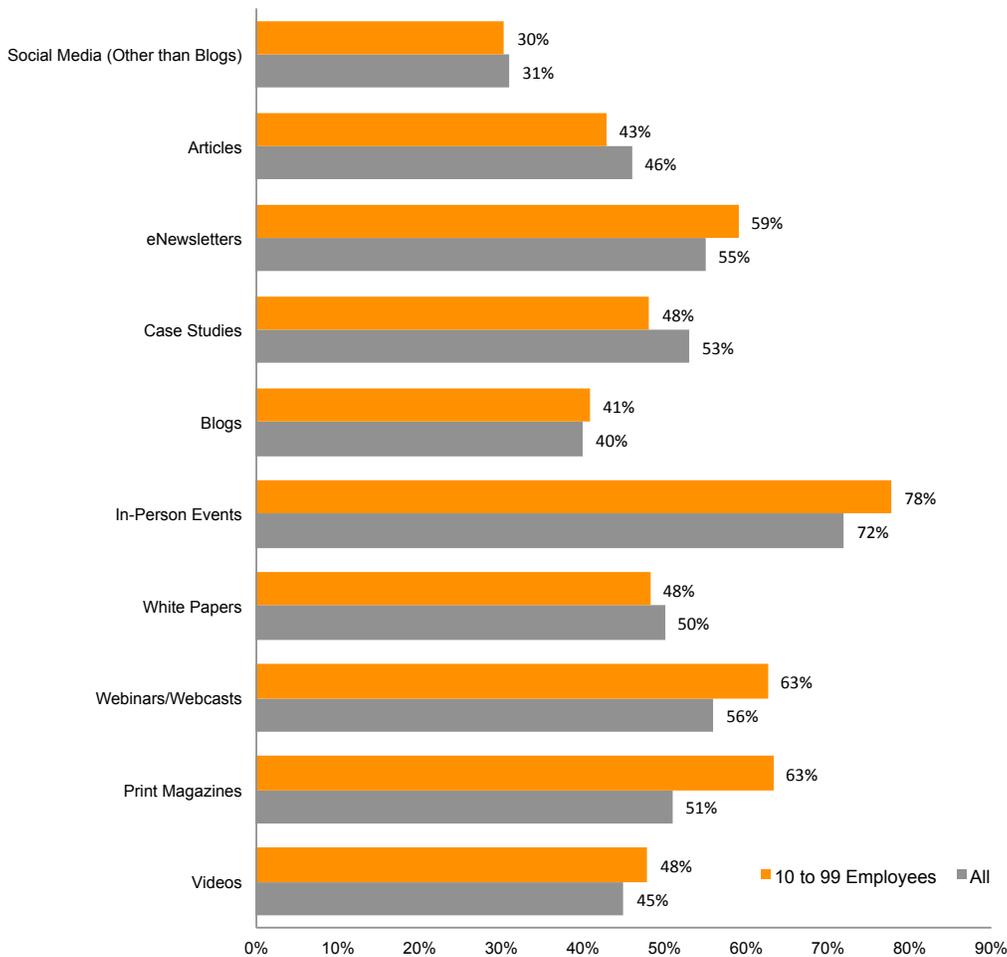
When we consider the adoption rates of each content vehicle measured against the perceived effectiveness of that particular vehicle among those who use that tactic, we find a “confidence gap”. That is, while companies invested in a number of content marketing products, they may not have confidence in 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 five tactics that small business marketers use the most often:

- Social media (excluding blogs): 30% effectiveness (84% usage)
- Articles: 43% effectiveness (76% usage)
- eNewsletters: 59% effectiveness (63% usage)
- Case studies: 48% effectiveness (59% usage)
- Blogs: 41% effectiveness (57% usage)

Effectiveness Ratings: Top 10 Content Marketing Tactics Used in Small Business Organizations



Source: B2B Content Marketing 2010: Small Business Report

Small companies are finding print magazines more effective than the average user.

A few noteworthy observations:

- In-person events have the highest level of effectiveness, which is in line with the overall sample. Seventy-eight percent of users from small companies consider them to be effective versus 72% across all segments.
- Similar to the overall sample, social media is a tactic that is widely used but which is believed to have very low effectiveness.
- In general, effectiveness scores for small companies mirror the overall sample within 8%. However, small companies are finding print magazines more effective than the average user: 63% of small-company marketers think they are effective versus 51% overall.

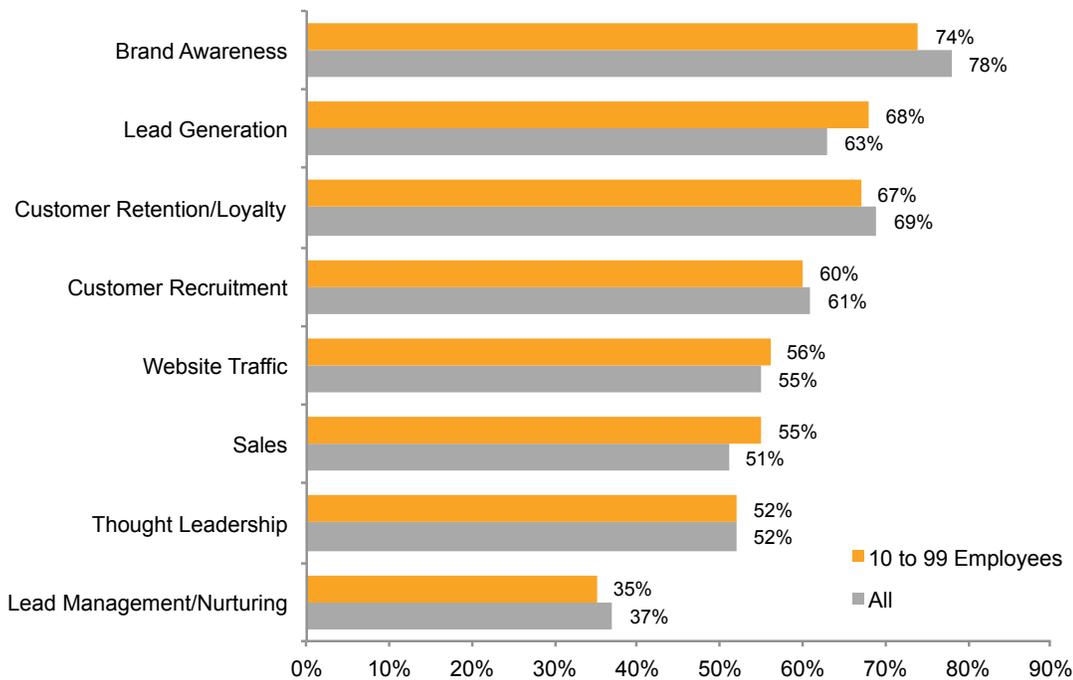
GOALS AND MEASUREMENT

► ORGANIZATIONAL GOALS

Like all B2B content marketers, small business marketers have numerous goals for content marketing. The top four are:

- Brand awareness (74%)
- Lead generation (68%)
- Customer retention/loyalty (67%)
- Customer recruitment (60%)

Organizational Goals for Content Marketing



Source: B2B Content Marketing 2010: Small Business Report

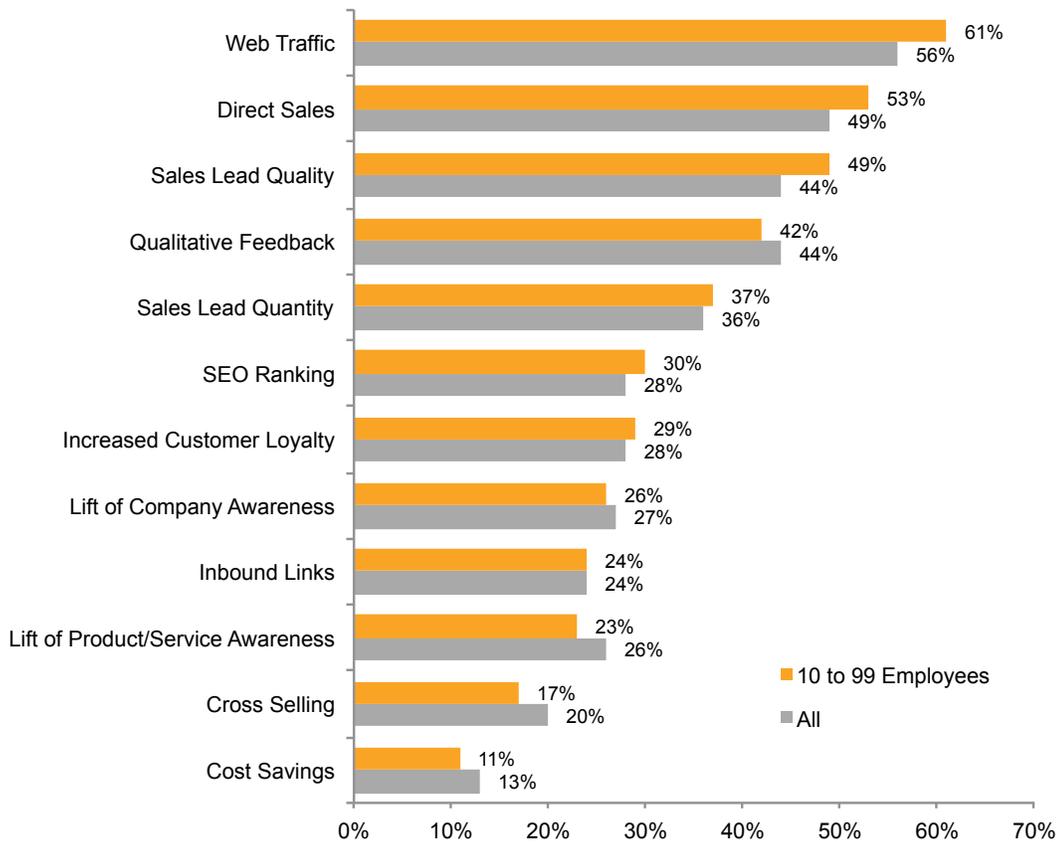
When compared to other marketers, **small businesses more often cite lead generation and website traffic as a content marketing goal.**

► MEASUREMENT CRITERIA

Similar to their peers in larger companies, small business marketers need to better identify measurement criteria and execute measurement programs. The top five primary measurement criteria for small business marketers who use content marketing as a strategy are:

- Web traffic (61%)
- Direct sales (53%)
- Sales lead quality (49%)
- Qualitative feedback (42%)
- Sales lead quantity (37%)

Criteria for Content Marketing Success



Source: B2B Content Marketing 2010: Small Business Report

Most businesses still struggle with measurement when it comes to content marketing. Because the tactics are still fairly new, setting up measures to evaluate results based on goals will continue to grow and evolve.

BUDGETS AND PRODUCTION

► CONTENT MARKETING SPENDING

Fifty-four percent of small business marketers expected to increase their budgets for content marketing in the coming 12 months, while 41% claimed their investment in content marketing would remain the same. Almost no marketers (1%) reported their content marketing budgets would decrease in the coming year.

On average, small business marketers are planning to spend 25% of their marketing budgets on content marketing, which is very similar to the 26% reported overall.

On average, small business marketers spend \$42,000 per year on content creation and \$100,000 on distributing content. The biggest factor of spend appears to be company size, as these numbers greatly differ from the largest companies (1,000+ employees) and smallest companies (those with fewer than 10 employees). On average, the largest companies spend \$182,000 on content creation and \$875,000 on distribution, while businesses with less than 10 employees spend \$23,000 and \$34,000 respectively.

► CONTENT MARKETING OUTSOURCING

Small businesses use some outsourcing for their content marketing efforts, but they keep most of it in-house. The majority of small business marketers (58%) keep all of the work in-house, compared to 45% on average among B2B marketers. Forty percent use a combination of outsourced and in-house resources while only 2% outsource all content creation.

CHALLENGES IN CONTENT MARKETING

Small business marketers were asked to cite their biggest content marketing challenge, and this is how they ranked:

- Producing the kind of content that engages (35%)
- Producing enough content (22%)
- Budget to produce content (18%)
- Lack of buy-in/vision from higher-ups (11%)
- Producing a variety of content (9%)

Like all marketers, small business marketers cite producing engaging content as the biggest challenge. All of the challenges are relatively similar across businesses of all sizes, although **producing enough content is a greater challenge for small businesses (22%) compared to the largest organizations (14%).**

RESEARCH DETAIL

Of the 1,124 respondents to the **2010 B2B Content Marketing Benchmarks, Budgets and Trends** survey, 322 (19%) were from small businesses with 10 to 99 employees. The majority of small businesses in this category reported being corporations (45%) or agencies (20%) while the fewest were non-profits (3%).

Industries Most Often Represented

Computing/software.....	16%
Advertising/marketing.....	15%
Professional services.....	11%
Manufacturing/processing	10%
Radio/TV/publishing	8%
Agriculture.....	6%
Banking/financial/insurance.....	6%

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About Debbie Williams

As co-founder of SPROUT Content, Debbie Williams is passionate about developing strategic, creative content that eloquently captures the spirit and emotion of brands through words. After more than 10 years of copywriting and creative marketing experience for global beauty brands and consumer goods companies, she now knows that content marketing is what she's been doing all along. Connect with her @sproutcontent.

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