

# ENTERPRISE CONTENT MARKETING

BENCHMARKS, BUDGETS,  
AND TRENDS



INSIGHTS FOR 2023

# TABLE OF CONTENTS

- INTRODUCTION ..... 3
- KEY TAKEAWAYS ..... 6
- TOP ENTERPRISE PERFORMERS VS. ALL RESPONDENTS ..... 8
- STAFFING & OPINIONS ..... 9
- CONTENT CREATION & DISTRIBUTION ..... 13
- CONTENT MANAGEMENT & OPERATIONS ..... 24
- METRICS & GOALS ..... 28
- BUDGETS & SPENDING ..... 33
- CHALLENGES ..... 37
- LOOKING FORWARD ..... 39
- ACTION STEPS – BY ROBERT ROSE ..... 41
- METHODOLOGY ..... 43
- ABOUT ..... 44

## 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.

**Most successful:** Respondents who characterized their organization’s overall content marketing approach as extremely or very successful (Top 2). See page 8.



Welcome to the Enterprise Content Marketing Benchmarks, Budgets, and Trends: Insights for 2023 report. This report looks back on 2022 and includes expectations for 2023.

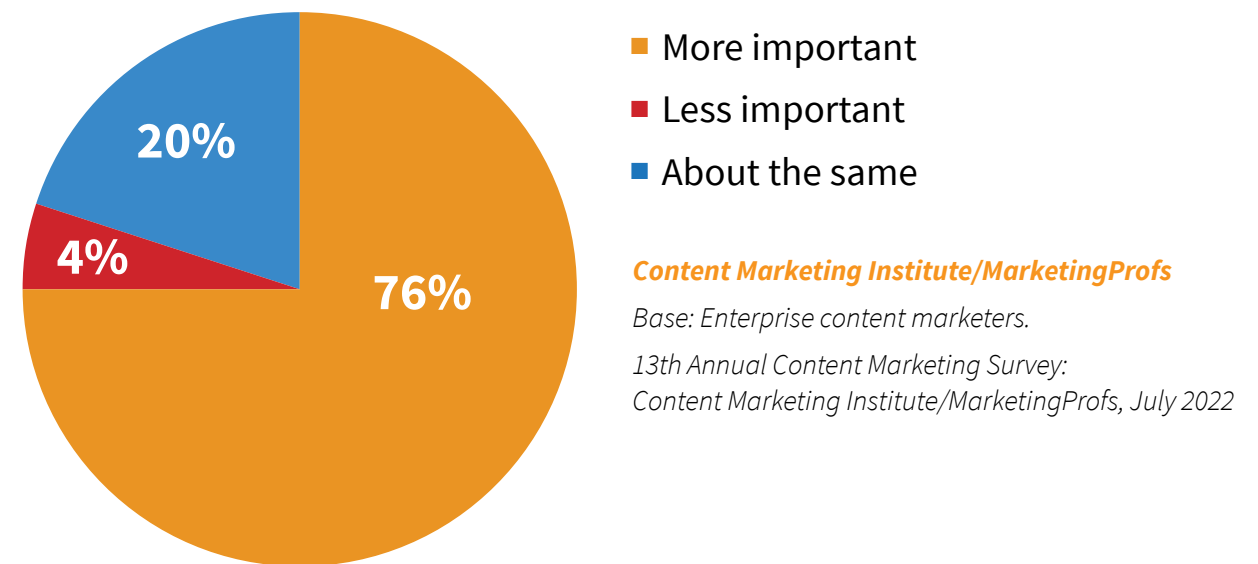
Last year’s theme, The Sleeping Giant Awakes, explored how the pandemic changed the way organizations perceive content marketing. We found that content marketing took a more prominent role as organizations lost the ability to meet face to face with prospects and customers.

Has that momentum continued?

Well, 76% of enterprise marketers told us that content marketing has become more important to their organization over the last year.

But with the increase in importance and growth comes a need for more resources. When we asked, “If you could change one thing about content marketing in your organization, what would that be?” many of those same

### Importance of Enterprise Content Marketing in the Last Year

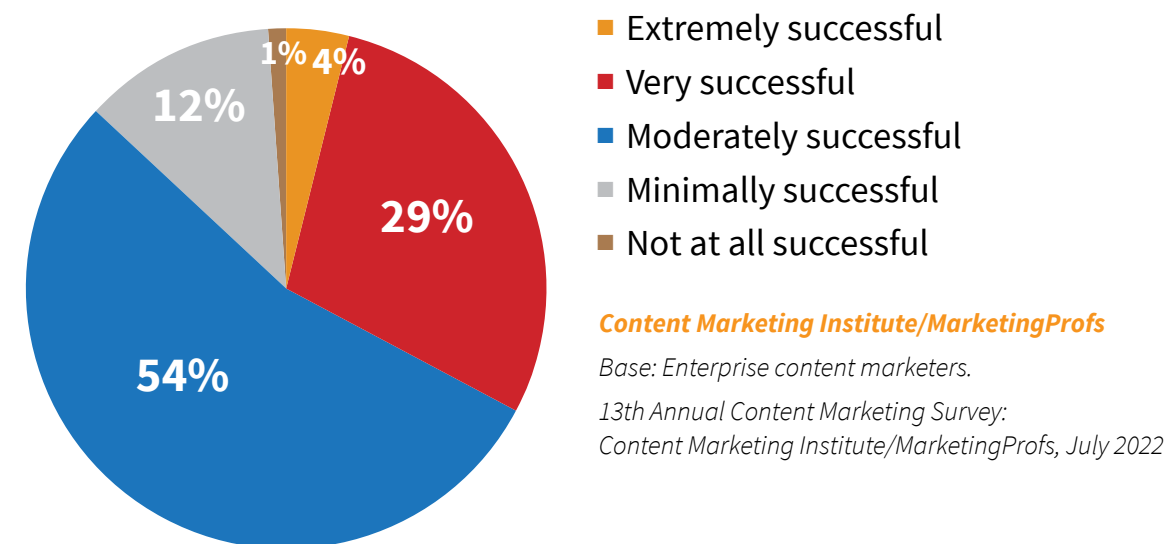


marketers told us they would like to see more skilled staff hired, more budget, more centralization of content marketing, better technology integration, and the tearing down of silos.

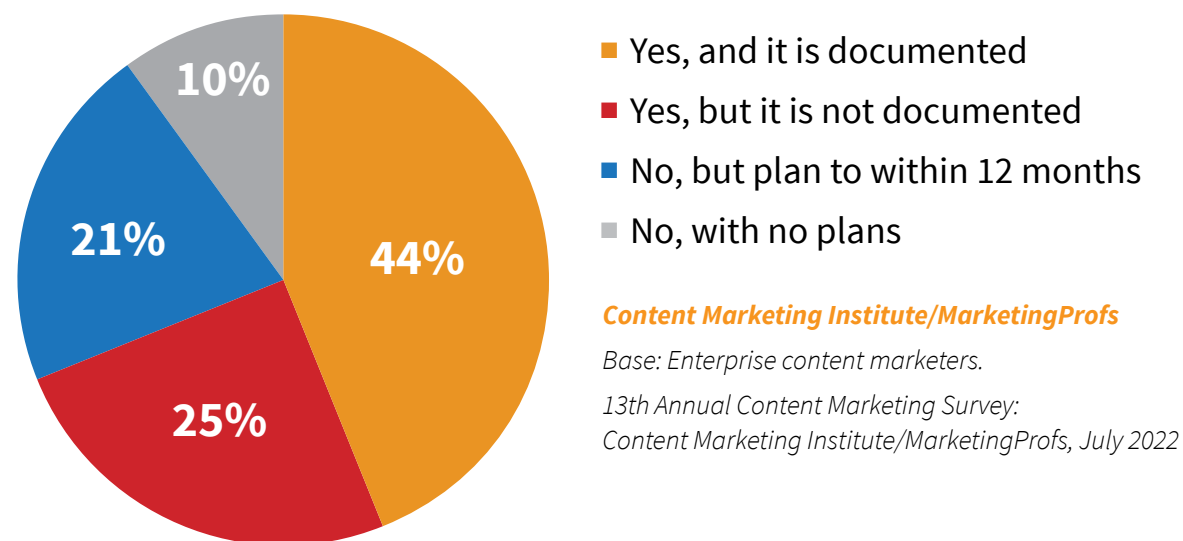
Many also wanted to see content marketing become more strategic in their company. Without a strategy, too many content marketers are creating content for the sake of creating content – in many cases this could mean responding to ad hoc requests.

As in the previous year, nearly one in three enterprise marketers said their organization was extremely or very successful with content marketing. These marketers, our “top performers,” have certain characteristics that set them apart from their peers (see page 8). To be successful, they differentiate their content from the competition's, provide customers with consistent experiences, and measure content performance accurately.

### How Enterprise Marketers Rate Their Organization’s Overall Level of Content Marketing Success in Last 12 Months

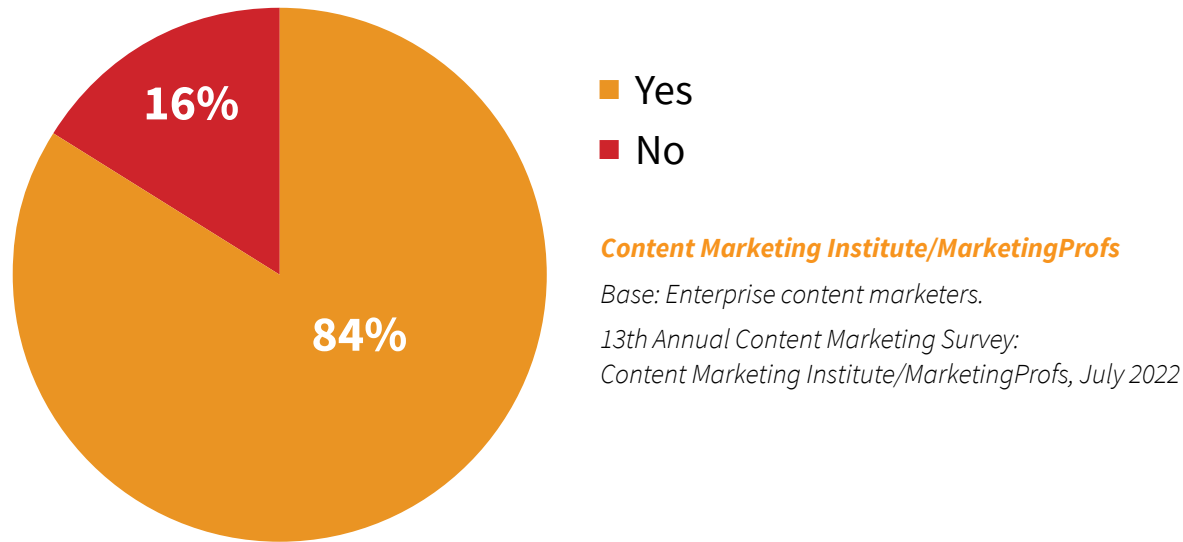


### Percentage of Enterprise Marketers With a Content Marketing Strategy



In a new area of the annual survey, we asked marketers if content marketing provides a rewarding and purposeful career path. Eighty-four percent said yes.

### Does Content Marketing Provide You With a Meaningful/Purposeful Career Path?



It's just not always with the company in which they're currently working. CMI's recent [Content Marketing Career & Salary 2023 Outlook](#) found that the lack of a clear career path in the organizations content marketers work for is a real problem. And many content marketers are willing to switch companies for better opportunities.

Our annual research suggests that content marketers would be happier in their current roles if their organizations prioritized content marketing, backed it with strategies and resources, and invested in technologies to help them do their jobs faster and more efficiently.

If one theme emerged from our annual research it was this: It's time for organizations to finally give content marketing the investment it deserves, staff it accordingly, and reap the rewards. The sleeping giant is awake. Now it's time to feed it.

# KEY TAKEAWAYS

---

## **There is a lack of consistency among organizations on how content gets created.**

Some organizations centralize their content marketing, while others spread it out across the enterprise. See page 10.

## **Enterprise marketers who differentiate their content cite two key things.**

Those who are excelling with content differentiation say they produce better-quality content and cover topics/stories their competitors don't. See page 14.

## **In-person events are back.**

In-person events came back up the list of content types used in the last 12 months, with 63% reporting they used in-person events to get in front of their audiences versus only 25% (understandably) the previous year. Furthermore, 56% expect their organization's investment in in-person events will increase in 2023 compared with their 2022 budget. See pages 15 and 36.

## **Investment in video will continue to increase.**

Eighty-seven percent of enterprise marketers reported that they used videos in the last 12 months. In addition, 83% said their organization will invest/continue to invest in video in 2023, making it the top area of content marketing investment. Video was also the top area of investment the previous year. See pages 15 and 40.

## **More enterprise marketers plan on investing in social media/community building.**

Fifty-three percent of respondents said their organization would invest in social media/community building in 2023, up from 34% the previous year. See page 40.

## **The use of paid content distribution channels has decreased.**

The percentage of enterprise marketers using one or more paid distribution channels decreased to 84%, compared with 96% the previous year. Of those who are using paid channels, 90% use paid social media. See page 21.

**Content technologies are an issue.**

In this new section of the survey, we asked content marketers whether their organization has the right technology in place to manage content across the organization. Among those who said no, 37% of all respondents said they have the technology but aren't using it to potential and 31% said they have not acquired the right technology. See page 26.

**Enterprise marketers struggle with internal communication and creating content that appeals to different stages of the buyer's journey.**

Enterprise marketers cited these as their top two content marketing challenges. Other issues included technology integration and accessing subject matter experts to create content. See page 38.





## How Enterprise Content Marketing Top Performers\* Describe Their Organizations – At a Glance

This chart shows key areas where we observed a gap of at least 10 percentage points between all enterprise marketers and the top performers among them.

	Top Enterprise Respondents	All Enterprise Respondents
Has a documented content marketing strategy	64%	44%
Uses content creation/calendaring/collaboration/workflow tools	77%	67%
Has the right technology in place to manage content across the entire organization	38%	23%
Is challenged with creating content that appeals to different stages of the buyer’s journey	49%	62%
<b>Strongly/somewhat agrees:</b>		
Diversity and inclusion play an integral role in the organization’s content decision-making and creative processes	84%	65%
Organization provides customers with a consistent experience across their journey	79%	55%
Organization measures content performance accurately	76%	46%
<b>Always/frequently</b>		
Prioritizes the audience’s informational needs over their organization’s	81%	61%
Differentiates their content from the competition’s	80%	53%
Crafts content based on specific stages of the buyer’s journey	72%	47%
<b>Uses content marketing successfully to:</b>		
Build/grow credibility/trust	87%	75%
Build/grow loyalty with existing clients/customers	82%	63%
Build/grow a subscribed audience	57%	42%
Generate sales/revenue	51%	36%

**Content Marketing Institute/MarketingProfs**

Chart term definitions: A top performer (aka “most successful”) is a respondent who characterized their organization’s overall content marketing approach as extremely or very successful.

Base: Enterprise content marketers.

13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022



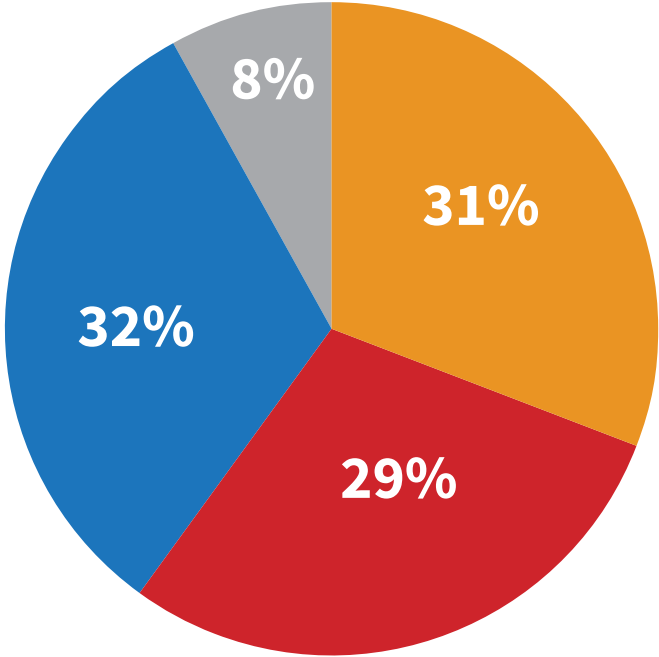
# STAFFING & OPINIONS



# There is a lack of consistency from one organization to the next regarding how content gets created.

Some organizations centralize content marketing, while others spread it out across the enterprise.

## How Enterprise Content Teams Are Organized



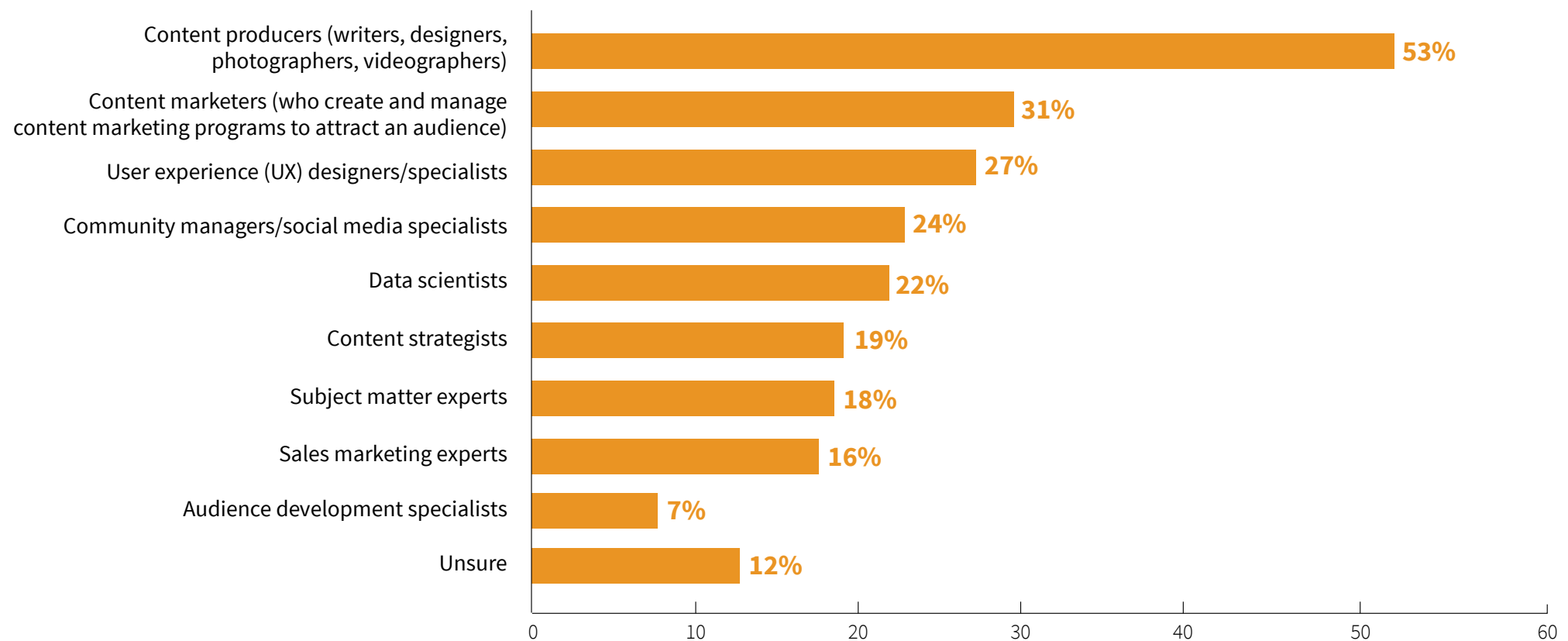
- One group (or person) focuses on content marketing – others handle content for areas such as advertising, marketing, and sales enablement.
- One group (or person) handles all types of content – including advertising, thought leadership, brochures, SEO content, etc.
- One group (or person) is responsible for the strategy and standards of ALL content – but content creation, production, and activation are handled in myriad ways across the company.
- Other

**Content Marketing Institute/MarketingProfs**  
Base: Enterprise content marketers.  
13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

## More than half of the enterprise marketers surveyed expected their organization to hire or contract for content producers in 2023.

Thirty-one percent also thought their organization would hire people to create and manage content marketing programs.

### Which of These Roles Do You Think Your Enterprise Organization Will Hire or Contract for in 2023?



**Content Marketing Institute/MarketingProfs**

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

13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

**Enterprise organizations have to work harder to measure content performance accurately – and to provide customers with consistent experiences.**

Thirty-seven percent indicated that they don't measure content performance accurately. In addition, 35% said they don't provide customers with a consistent experience across their engagement journey.

**Enterprise Marketers' Opinions About Content Marketing in Their Organizations**

	Strongly Agree	Somewhat Agree	Neither Agree Nor Disagree	Somewhat Disagree	Strongly Disagree
Our organization values creativity and craft in content creation and production.	39%	42%	5%	12%	1%
Diversity and inclusion play an integral role in our organization's content decision-making and creative processes.	31%	34%	20%	11%	4%
Our organization provides customers with a consistent experience across their engagement journey.	13%	42%	10%	28%	7%
Our organization measures content performance accurately.	10%	36%	17%	28%	9%

**Content Marketing Institute/MarketingProfs**

Base: Enterprise content marketers who answered each statement.

13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

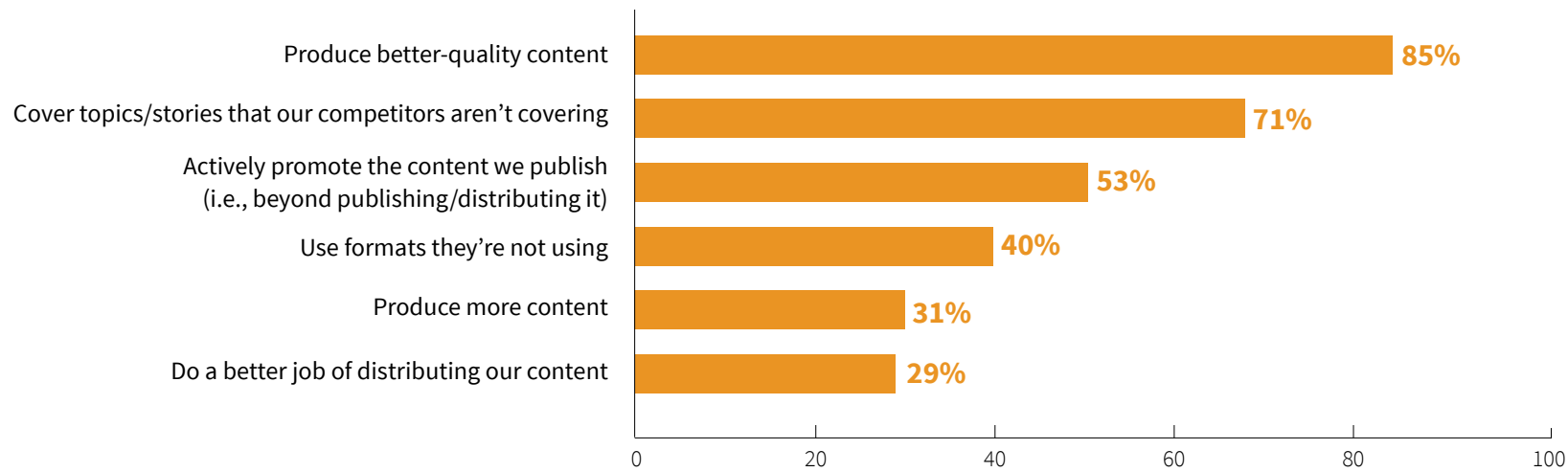
# CONTENT CREATION & DISTRIBUTION



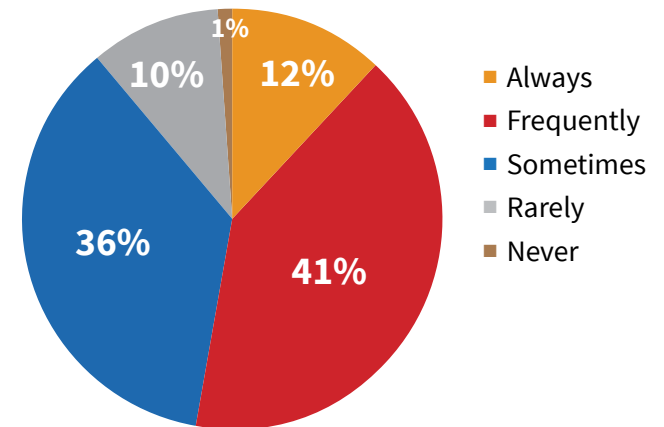
## Enterprise marketers who want to differentiate their content should focus on quality and unique stories.

Actively promoting content is another important key.

### How Enterprise Marketers Differentiate Their Content from the Competition



### How Often Do You Differentiate Your Content From the Competition?



**Content Marketing Institute/MarketingProfs**

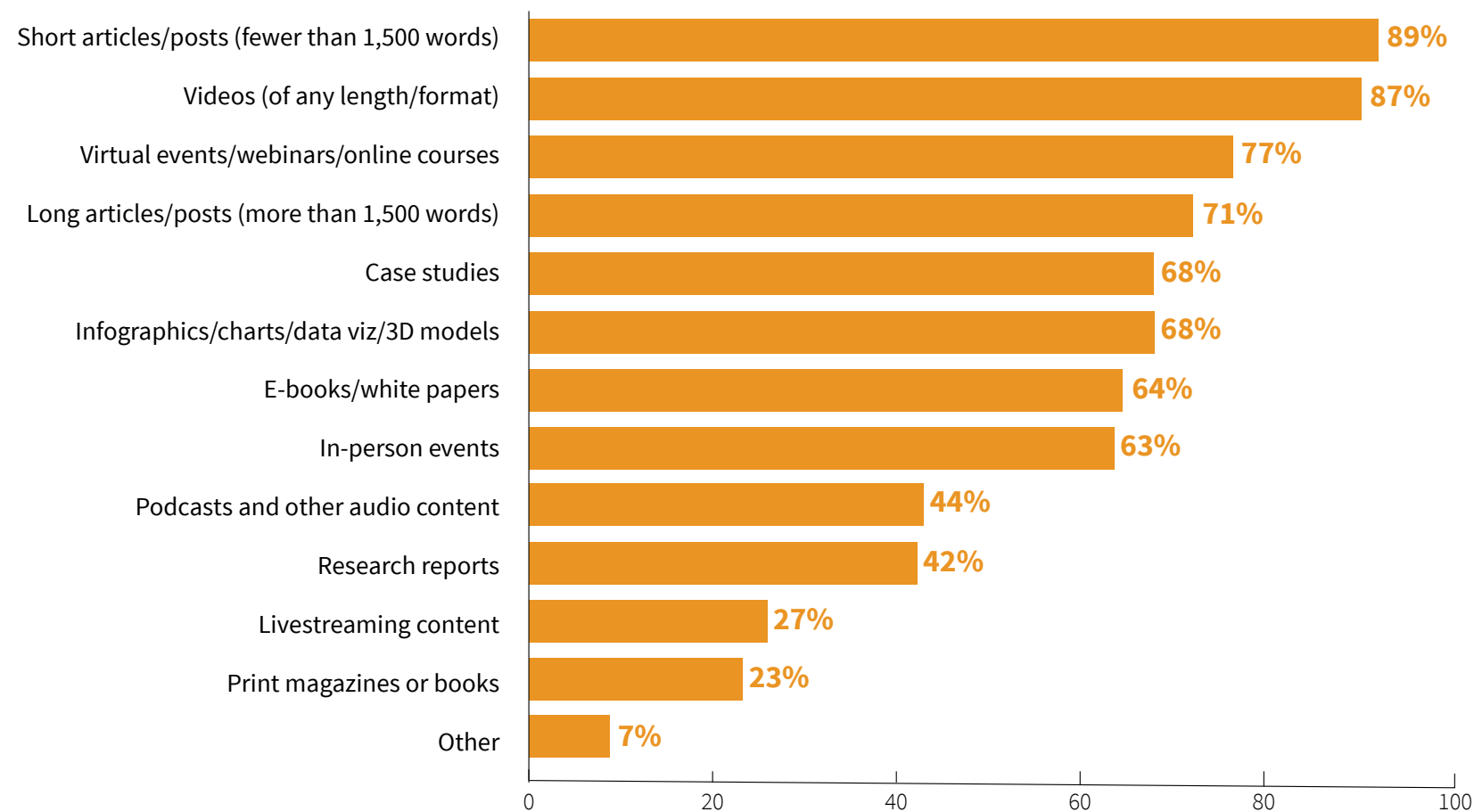
Base: Enterprise content marketers who always/frequently differentiate their content from the competition.

13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

## In-person events are back, while articles, videos, and virtual events remain popular for interacting with audiences.

Sixty-three percent reported using in-person events, compared with 25% the previous year. The use of videos increased to 87% from 79% the previous year. The use of other content types remained steady.

### Content Assets Enterprise Marketers Created/Used in Last 12 Months



**Content Marketing Institute/MarketingProfs**

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

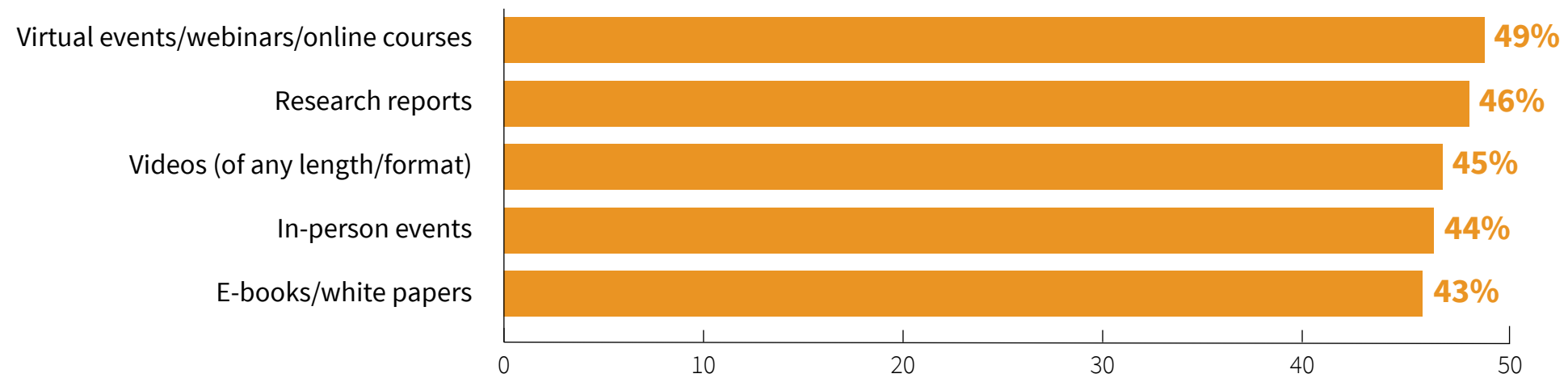
13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022



### Virtual events are producing results.

As they did the previous year, enterprise marketers said virtual events/webinars/online courses produced the best results for their content marketing in the last 12 months.

### Content Assets That Produced the Best Results for Enterprise Marketers in Last 12 Months (Top 5)



**Content Marketing Institute/MarketingProfs**

Note: Respondents were shown a display list of the content types they used in the last 12 months and asked, "Which content assets produced the best results for your content marketing in the last 12 months? (Select all that apply.)"

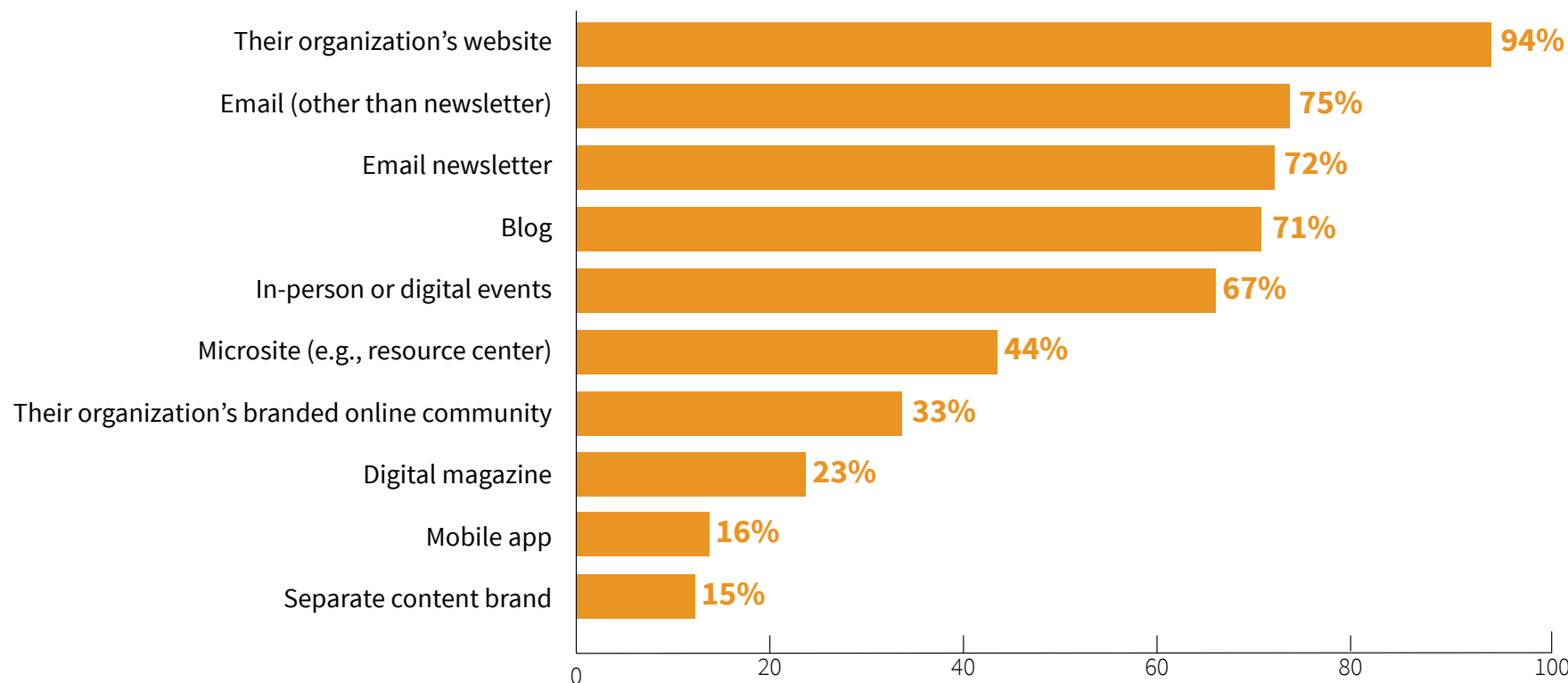
Base: Enterprise content marketers who use each content asset listed. Multiple responses permitted.

13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

## Enterprise marketers mostly used their own websites, email, and blogs to distribute content.

In-person and digital events also topped the list.

### Owned-Media Platforms Enterprise Marketers Used to Distribute Content in Last 12 Months



**83%**  
 said they publish their own  
 email newsletters  
 (they have their own email  
 list/provider)

*Base: Enterprise content marketers.  
 13th Annual Content Marketing Survey: Content  
 Marketing Institute/MarketingProfs, July 2022*

**Content Marketing Institute/MarketingProfs**

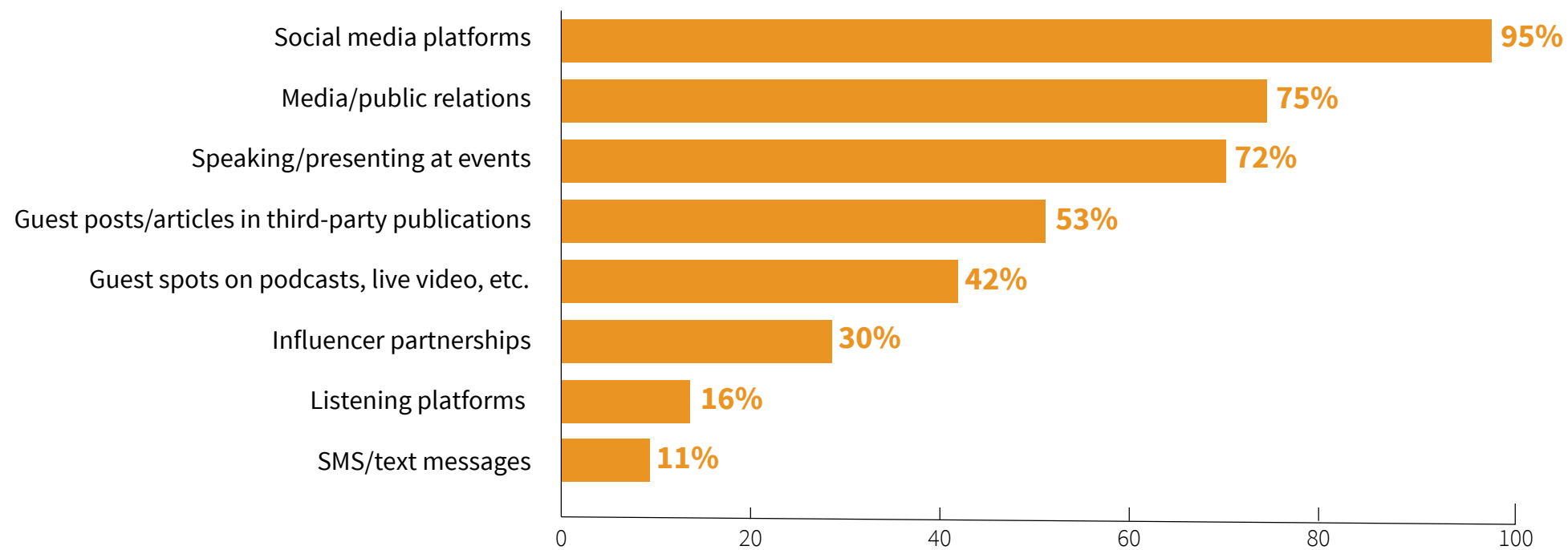
*Base: Enterprise content marketers. Aided list; multiple responses permitted.*

*13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022*

## Nearly all enterprise marketers surveyed used organic social media to distribute content in the last 12 months.

Speaking/presenting at events and media/public relations also topped the list.

### Organic (Nonpaid) Platforms Enterprise Marketers Used to Distribute Content in Last 12 Months



**Content Marketing Institute/MarketingProfs**

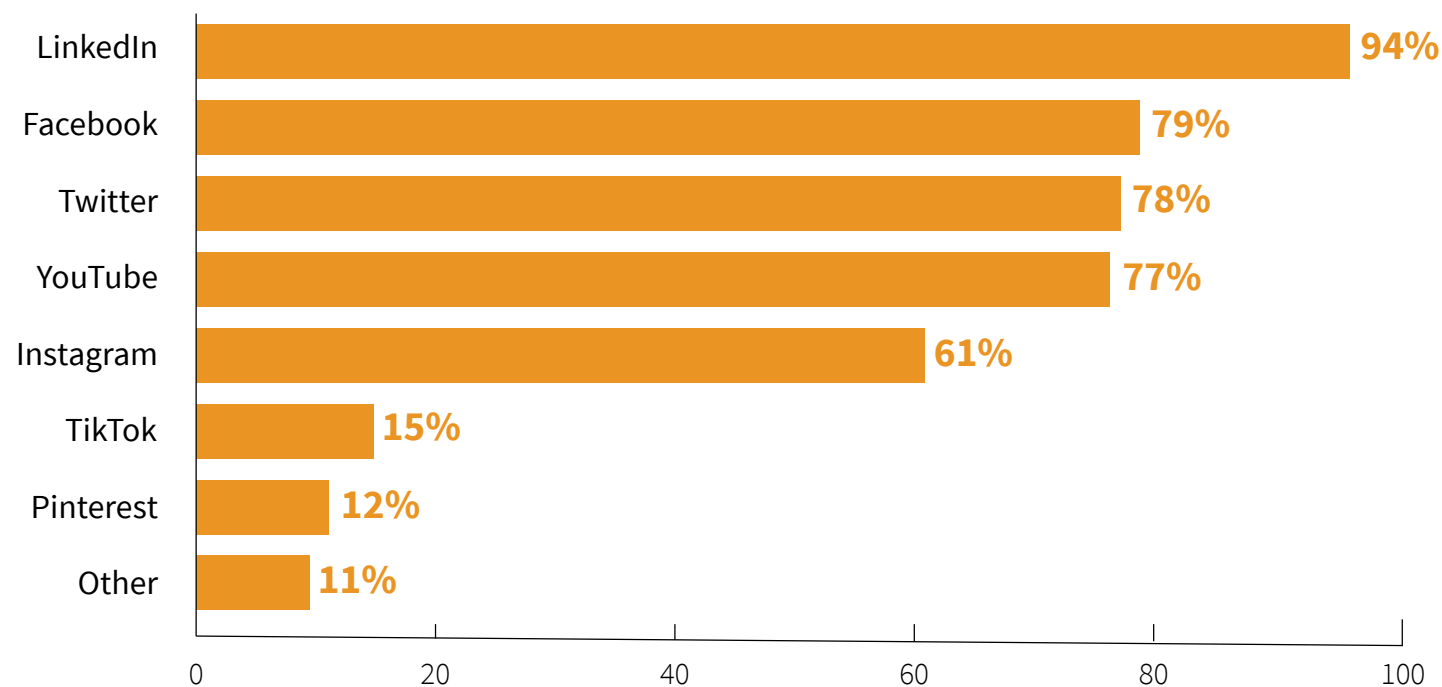
Base: Enterprise content marketers. Aided list; multiple responses permitted.

13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

## LinkedIn and Facebook were the top organic social media platforms enterprise marketers used.

The use of organic social media platforms remained steady when compared with the previous year.

### Organic (Nonpaid) Social Media Platforms Enterprise Content Marketers Used in Last 12 Months



**Content Marketing Institute/MarketingProfs**

Base: Enterprise content marketers who used organic social media platforms in the last 12 months. Aided list; multiple responses permitted.

13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022

**Enterprise users of LinkedIn and YouTube rated those two platforms the most effective.**

Twitter came in lowest, with 30% rating it as not very or not at all effective.

## How Effective Are These Organic Social Media Platforms in Helping Your Enterprise Organization Reach Its Content Marketing Goals?

	Extremely Effective	Very Effective	Somewhat Effective	Not Very Effective	Not At All Effective
LinkedIn	24%	41%	30%	5%	0%
YouTube	14%	36%	41%	9%	0%
TikTok	13%	23%	46%	18%	0%
Facebook	7%	21%	44%	26%	2%
Instagram	11%	21%	44%	24%	1%
Twitter	6%	16%	48%	26%	4%

**Content Marketing Institute/MarketingProfs**

Base: Enterprise content marketers who used the platforms listed in the last 12 months.

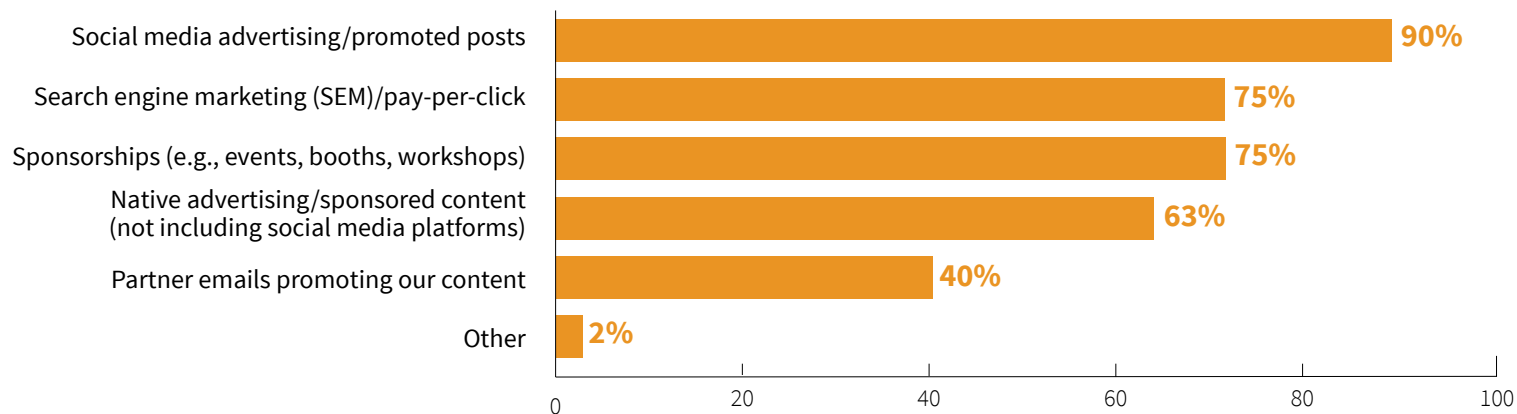
13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022

**Eighty-four percent of enterprise marketers said their organization used one or more paid content distribution channels in the last 12 months, down from 96% the previous year.**

Among those, the percentage of those using SEM/pay-per-click and partner emails held steady. The percentage of those using:

- Social media advertising/promoted posts increased to 90% from 77% the previous year
- Sponsorships increased to 75% from 56% the previous year
- Native advertising/sponsored content increased to 63% from 50% the previous year

**Paid Content Distribution Channels Enterprise Marketers Used in Last 12 Months**

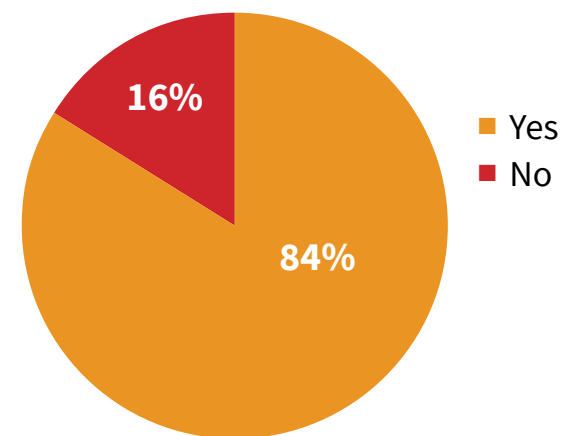


**Content Marketing Institute/MarketingProfs**

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

13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022

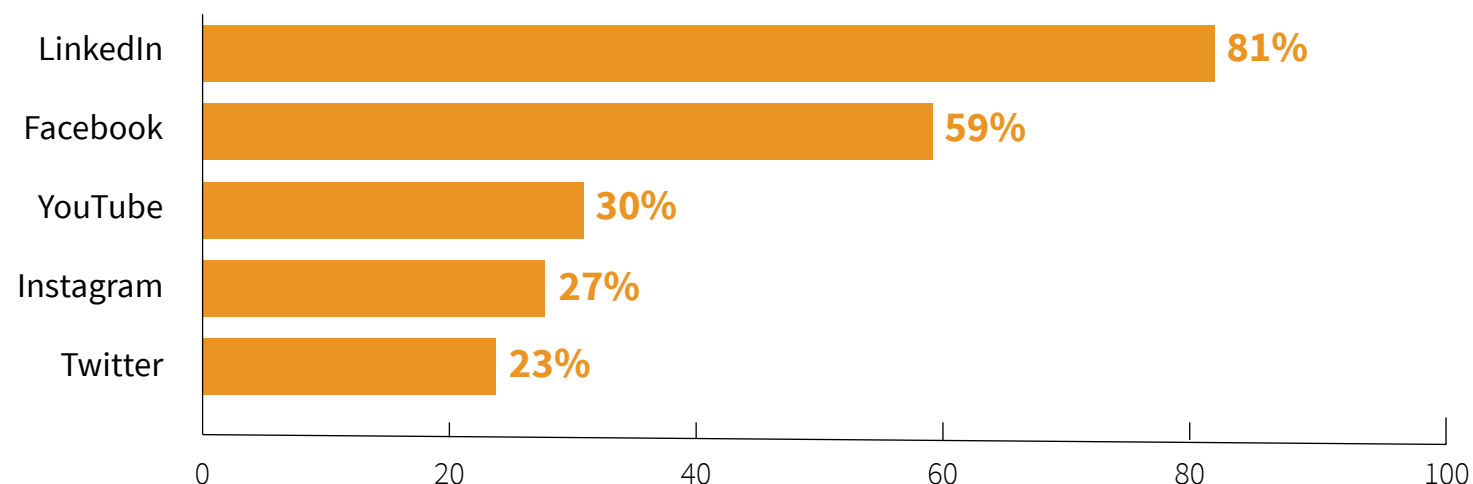
**Does Your Enterprise Organization Use One or More Paid Content Distribution Channels for Content Marketing?**



## Eighty-one percent of enterprise marketers who used social media advertising in the last year said they used LinkedIn advertising.

The use of all the paid platforms remained steady when compared with the previous year, except for Twitter, which decreased to 23% from 34%.

### Paid Social Media Platforms Enterprise Content Marketers Used in Last 12 Months



**Content Marketing Institute/MarketingProfs**

Base: Enterprise content marketers who paid to promote content on social media platforms in the last 12 months.

13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022



**Enterprise marketers who used paid social media advertising said they got the best results with LinkedIn.**

Twitter and Facebook had the lowest effectiveness ratings.

**How Effective Are These Paid Social Media Platforms in Helping Your Enterprise Organization Reach Its Content Marketing Goals?**

	Extremely Effective	Very Effective	Somewhat Effective	Not Very Effective	Not At All Effective
LinkedIn	14%	45%	32%	8%	1%
YouTube	14%	32%	46%	7%	2%
Instagram	15%	29%	47%	7%	2%
Twitter	13%	38%	34%	15%	0%
Facebook	11%	33%	40%	12%	4%

*Content Marketing Institute/MarketingProfs*

*Base: Enterprise content marketers who paid to promote content on the platforms listed in the last 12 months.*

*13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022*

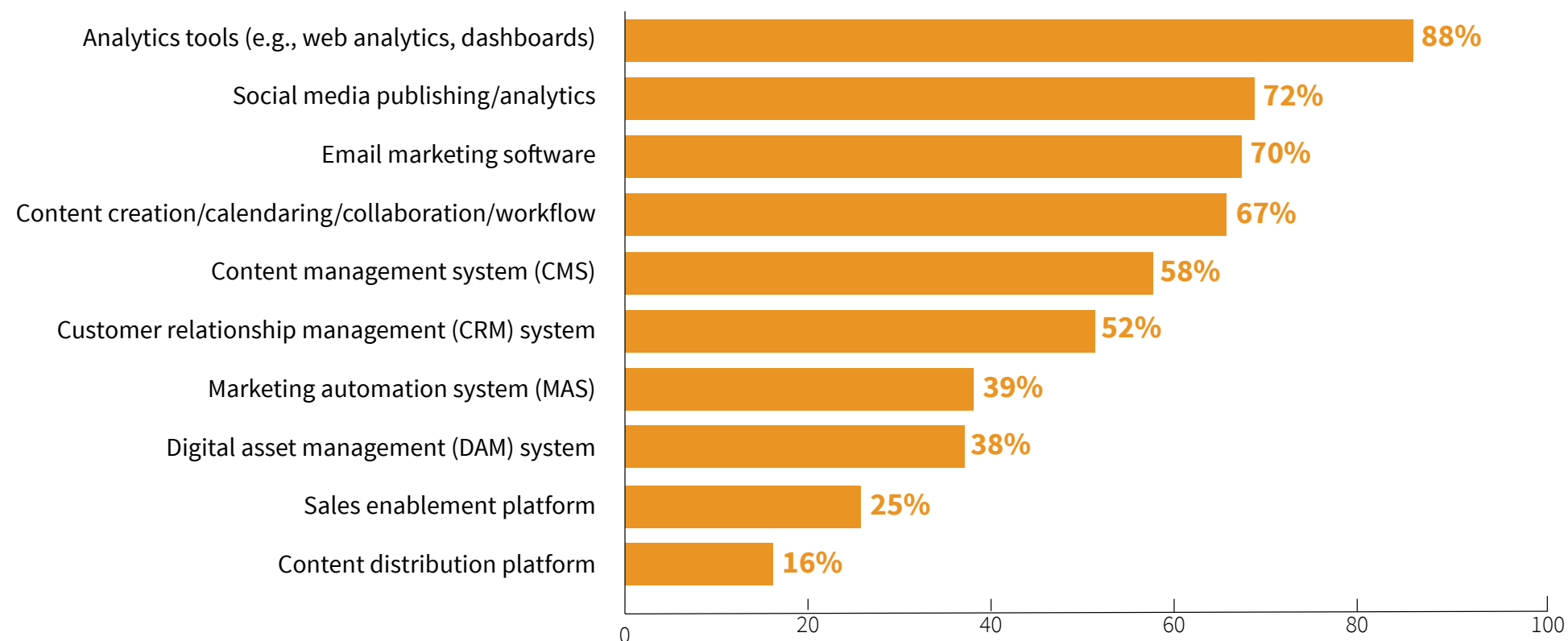
# CONTENT MANAGEMENT & OPERATIONS



## Eighty-eight percent of enterprise marketers said their organization uses analytics tools to manage content.

Social media publishing/analytics tools came in second, at 72%.

### Technologies Enterprise Organizations Use to Manage Content



**Content Marketing Institute/MarketingProfs**

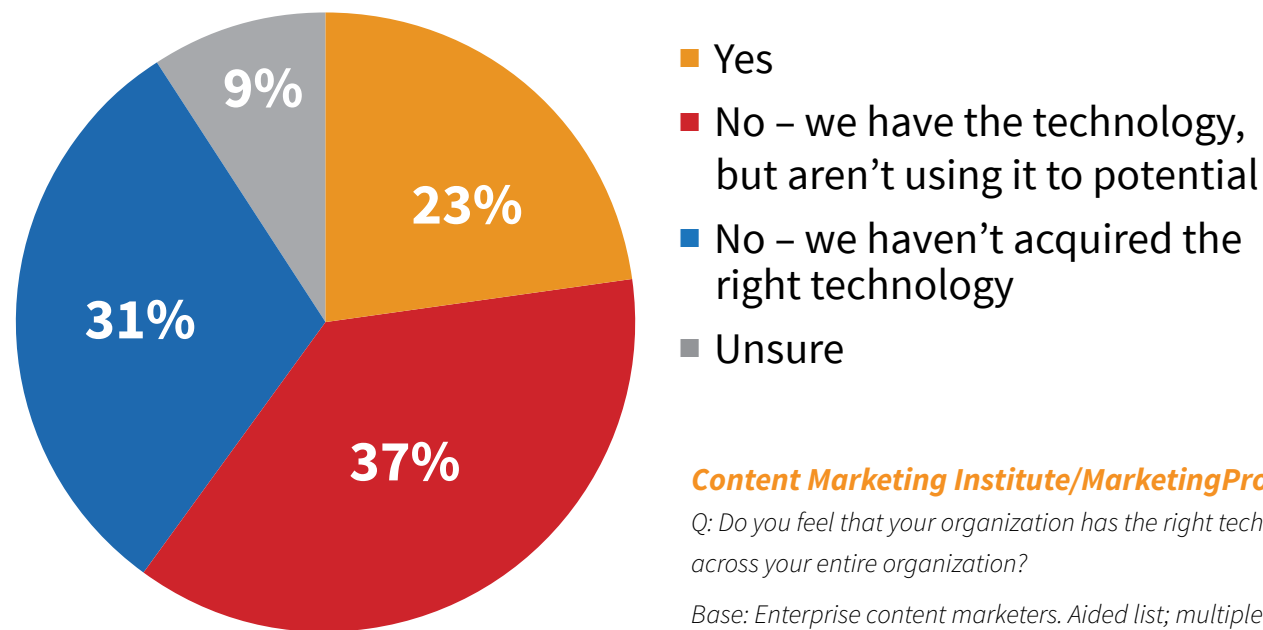
Base: Enterprise content marketers. Aided list; multiple responses permitted.

13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

## Thirty-one percent of enterprise marketers said their organization hasn't acquired the right content management technology.

Another 37% said they have the technology but aren't using it to potential.

### The Right Technology in Place to Manage Content Across the Enterprise Organization?



- Yes
- No – we have the technology, but aren't using it to potential
- No – we haven't acquired the right technology
- Unsure

**Content Marketing Institute/MarketingProfs**

Q: Do you feel that your organization has the right technology in place to manage content across your entire organization?

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

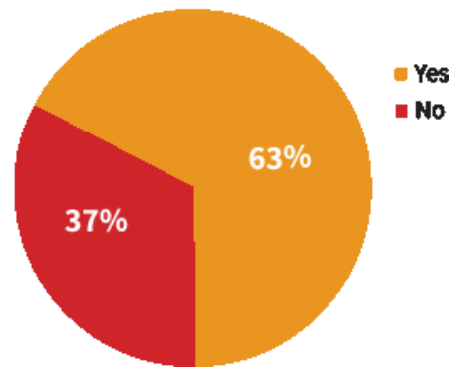
13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

## Sixty-three percent of enterprise marketers said their organization translates content into different languages using a variety of methods.

Nearly three out of four who translate content also localize it, mostly using in-house teams.

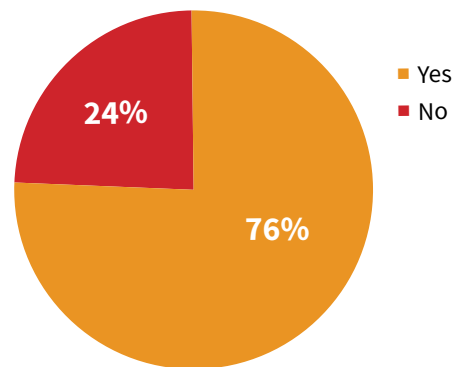
### Does Your Organization Translate Content Into Different Languages?

(Translation is defined as the process of changing content into another language.)

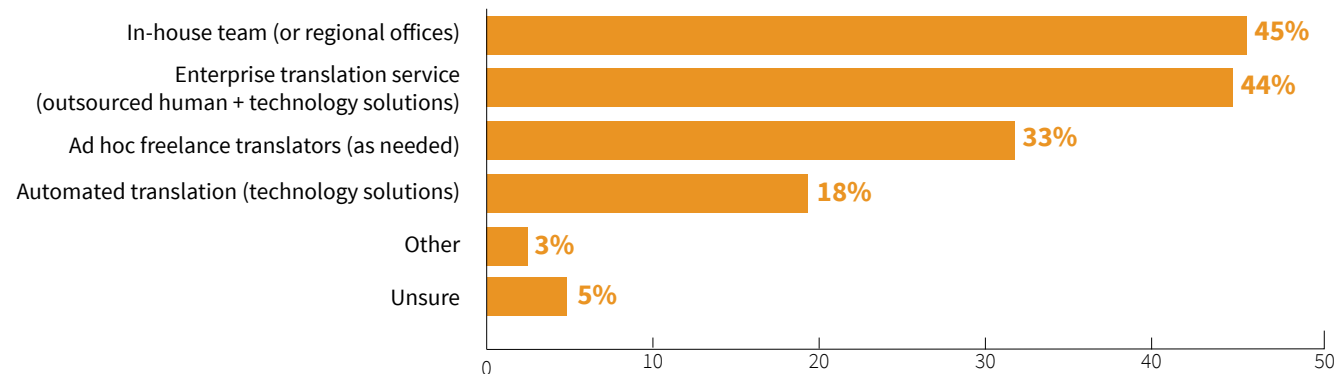


### In Addition to Translation, Does Your Organization Also Localize Content?

(Localization is defined as the process of adapting content to meet the needs of local culture or target market.)



### Enterprise Organizations' Approach to Translation

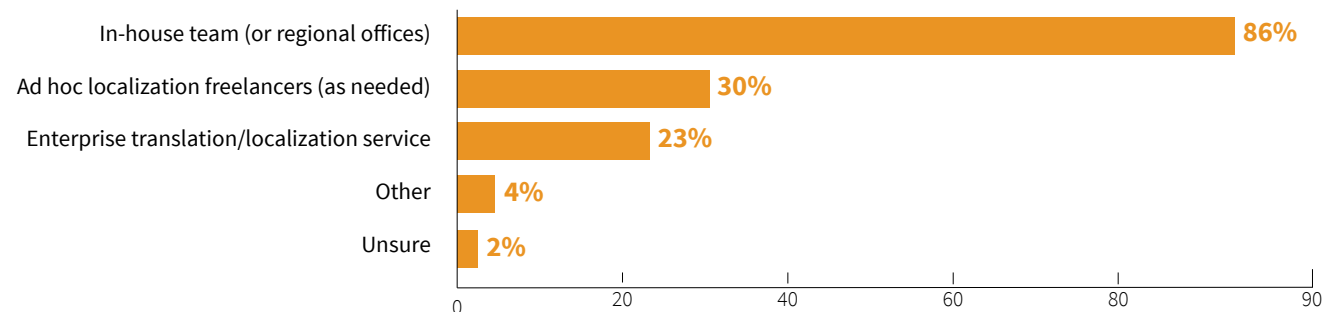


Content Marketing Institute/MarketingProfs

Base: Enterprise content marketers whose organizations translate content into different languages. Aided list; multiple responses permitted.

13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

### Enterprise Organizations' Approach to Localization



Content Marketing Institute/MarketingProfs

Base: Enterprise content marketers whose organizations translate content into different languages. Aided list; multiple responses permitted.

13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

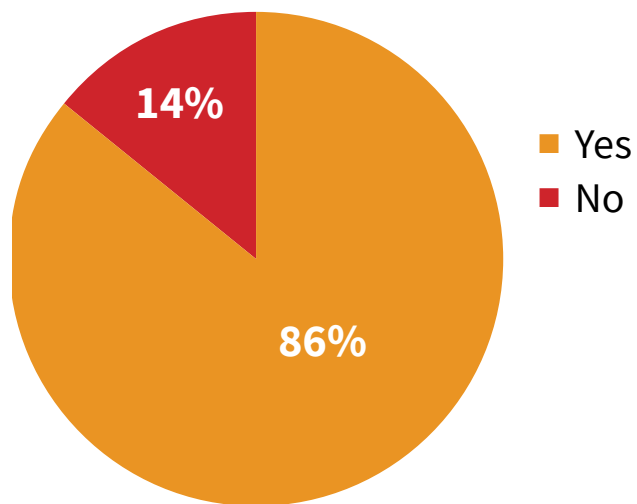
# METRICS & GOALS



## Eighty-six percent of enterprise marketers measure content performance.

Website traffic (91%) is the metric enterprise marketers look at most often.

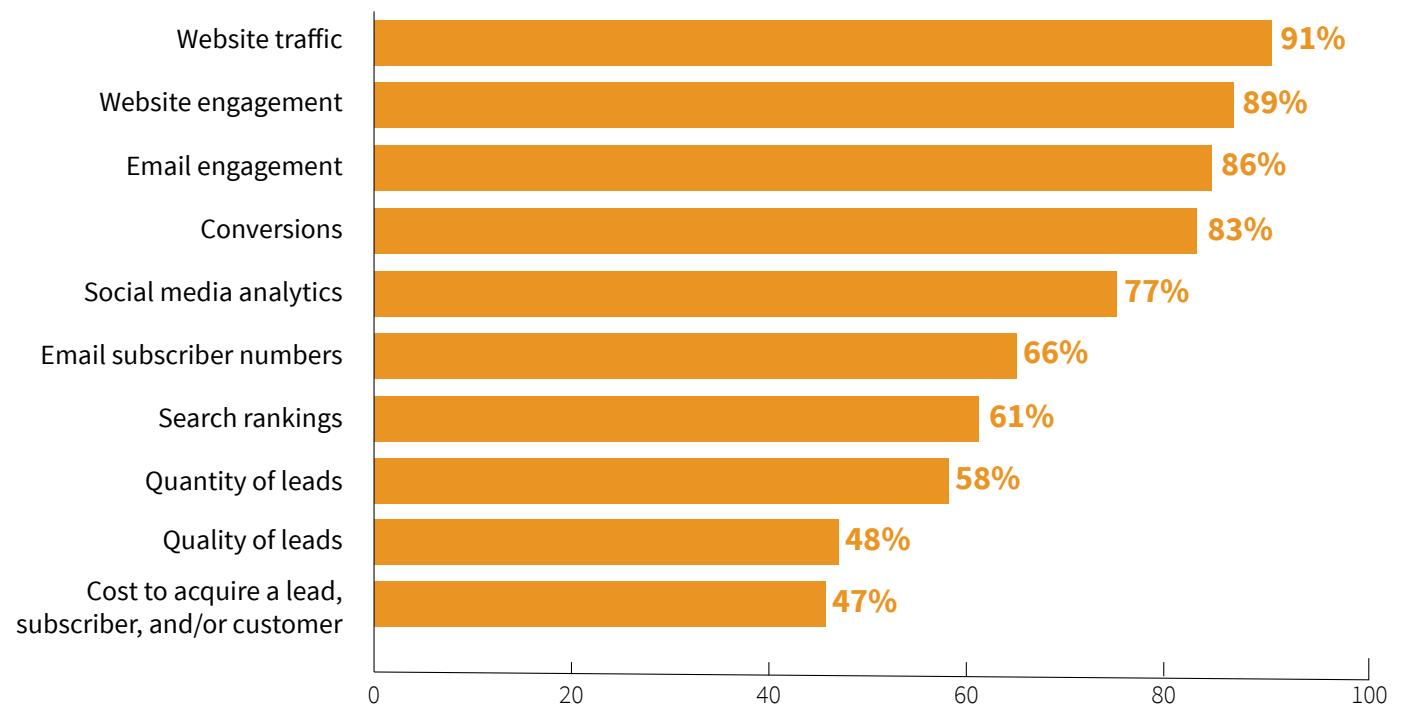
### Does Your Enterprise Organization Measure Content Performance?



**Content Marketing Institute/MarketingProfs**

Base: Enterprise content marketers.  
 13th Annual Content Marketing Survey:  
 Content Marketing Institute/Marketing Profs, July 2022

### Metrics Enterprise Marketers Have Used to Track Content Performance in Last 12 Months



**Content Marketing Institute/MarketingProfs**

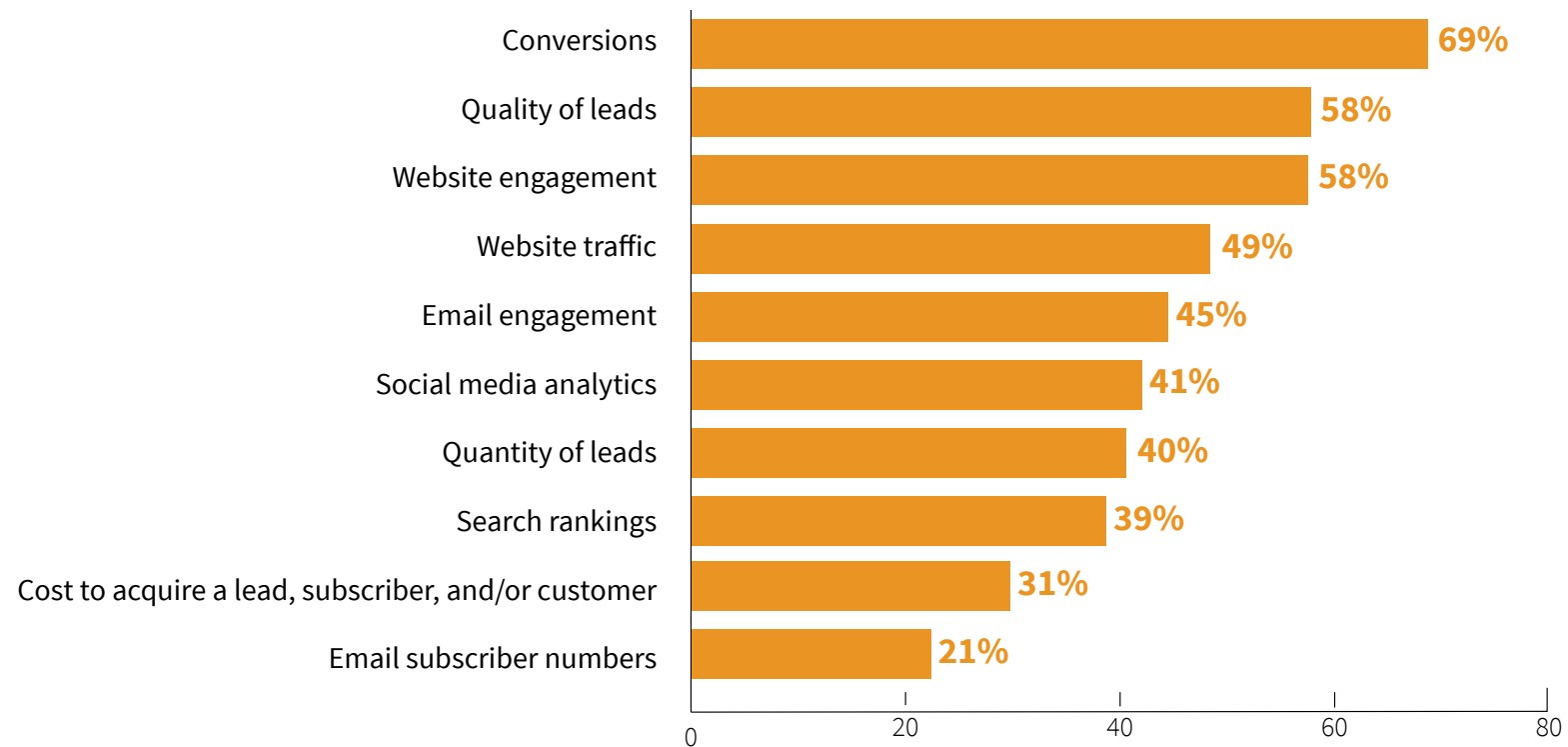
Base: Enterprise content marketers who measure content performance.  
 Aided list; multiple responses permitted.  
 13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022  
 Content Marketing Institute/Marketing Profs, July 2022



## Enterprise marketers rely most on conversions when evaluating content performance.

Quality of leads, website engagement, website traffic, and email engagement rounded out the top five metrics.

### Metrics Enterprise Marketers Rely on Most When Evaluating Content Performance



**Content Marketing Institute/MarketingProfs**

*Base: Enterprise content marketers who measure the content performance metrics listed.*

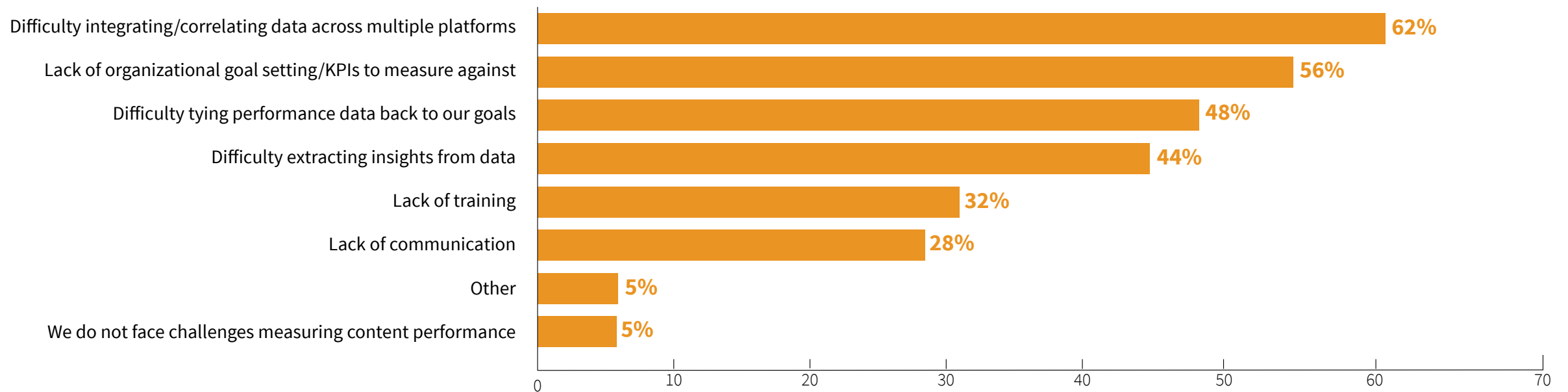
*Aided list; multiple responses permitted.*

*13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022*

## Sixty-two percent of enterprise marketers said it was difficult to integrate/correlate data across multiple platforms.

Other top challenges included lack of organizational goal setting/KPIs to measure against, tying performance data back to goals, and extracting insights from data.

### Challenges Enterprise Marketers Face With Measuring Content Performance



**Content Marketing Institute/MarketingProfs**

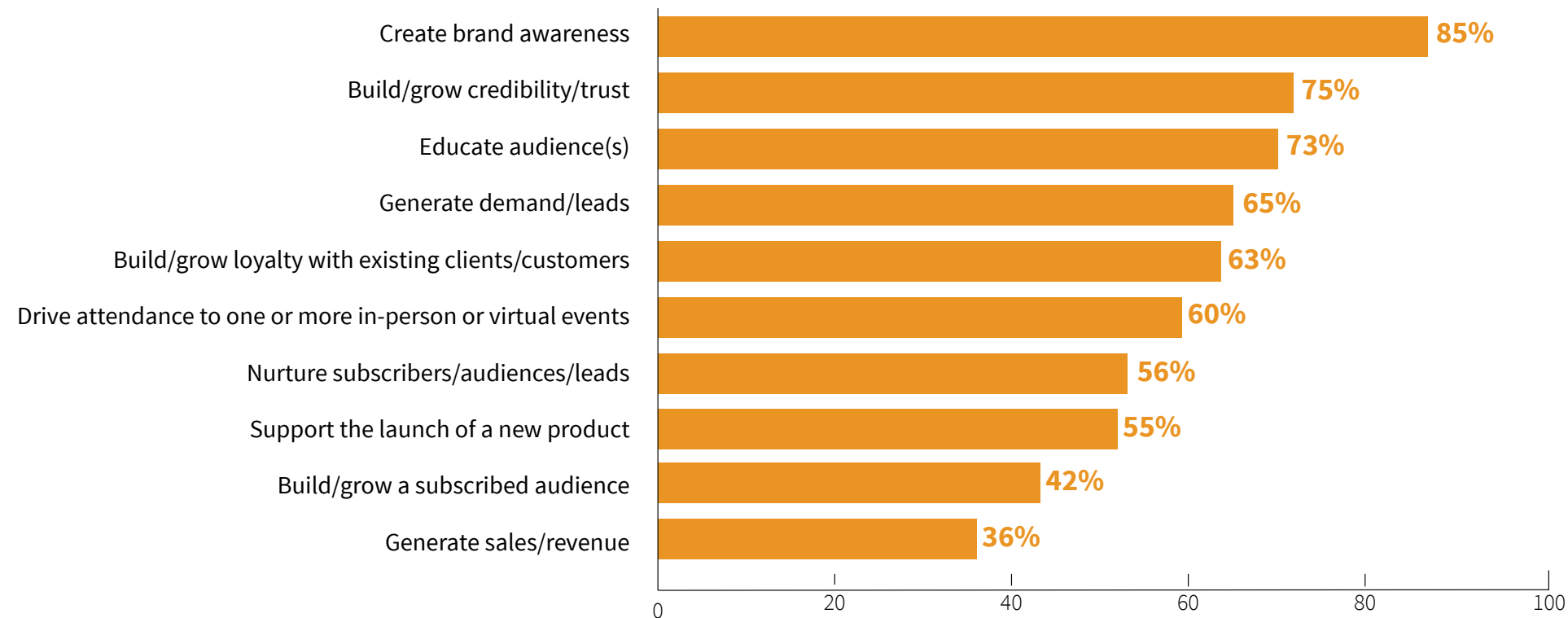
Base: Enterprise content marketers who measure content performance. Aided list; multiple responses permitted.

13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022

## Eighty-five percent of enterprise marketers said they were using content marketing successfully to create brand awareness.

Survey respondents said the top three goals content marketing has helped them achieve are creating brand awareness, building credibility/trust, and educating audience(s).

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



**Content Marketing Institute/MarketingProfs**

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

13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022

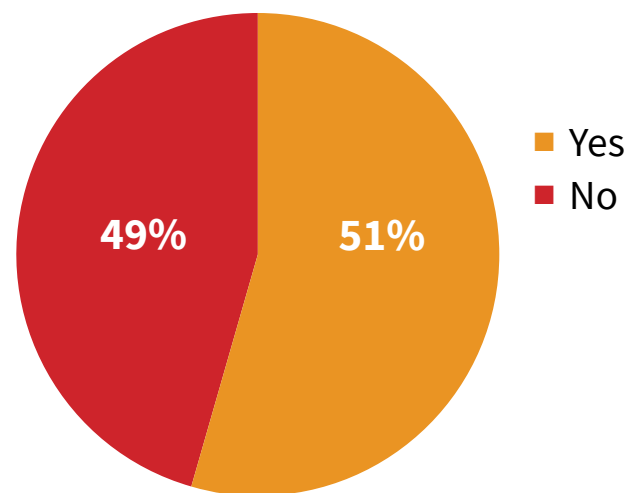
# BUDGETS & SPENDING



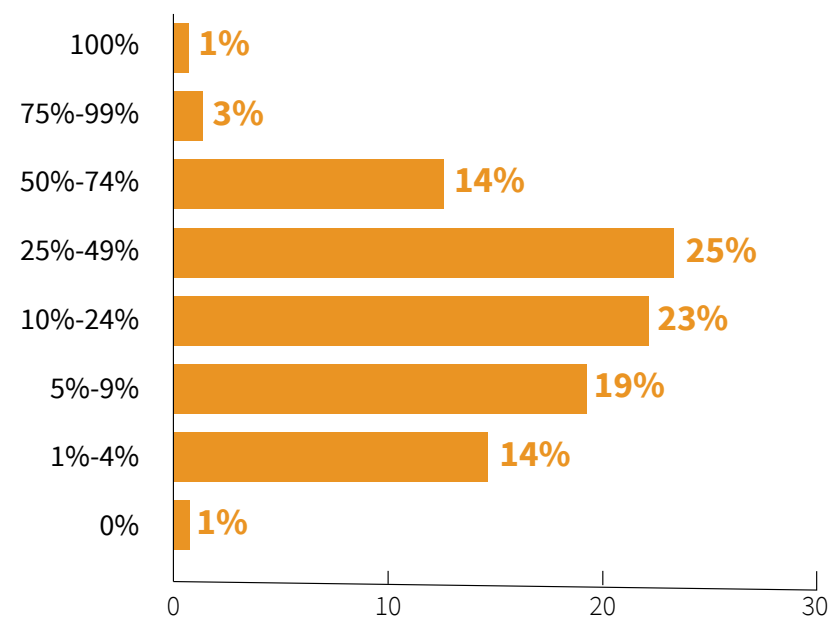
**The percentage of enterprise marketers spending 25% to 49% of their total marketing budget on content marketing increased to 25% from 15% the previous year.**

The percentage of those spending 50% or more remained steady.

**Do You Have Knowledge of Your Enterprise Organization’s Budget/Budgeting Process for Content Marketing?**



**Percentage of Total Marketing Budget Spent on Enterprise Content Marketing**



**Content Marketing Institute/MarketingProfs**

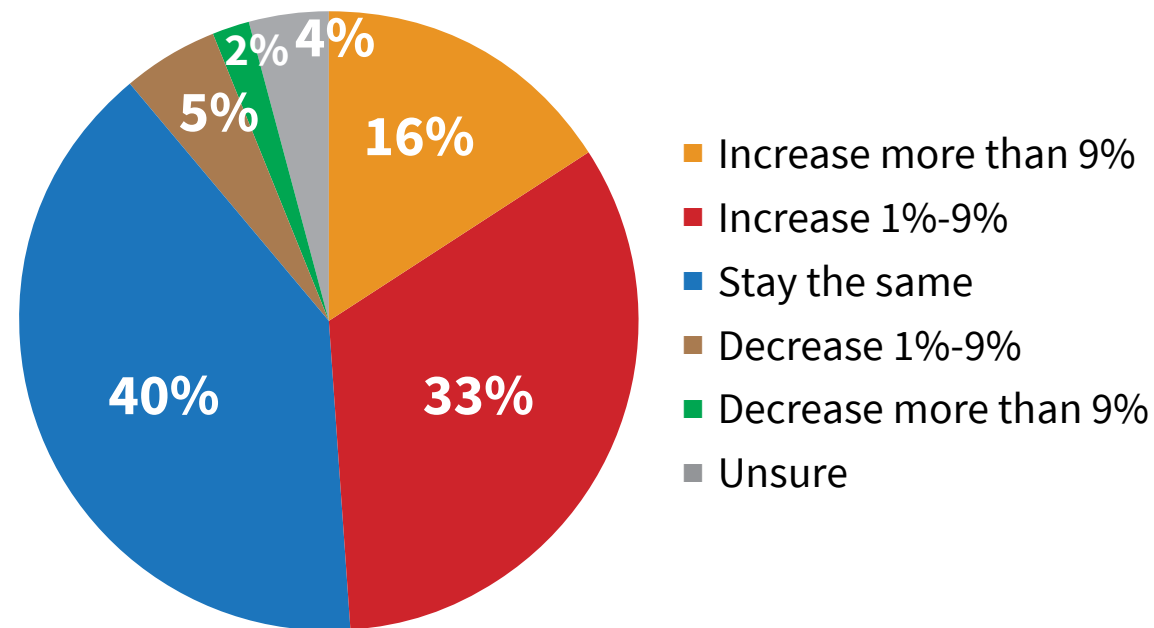
Base: Enterprise content marketers who know their organizations’ budget/budgeting process for content marketing. Aided list.

13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022

## Forty-nine percent of enterprise respondents thought their content marketing budget would increase in 2023.

Forty percent thought their budget would stay the same.

### How Enterprise Content Marketing Budget Will Change in 2023 Compared with 2022



**Content Marketing Institute/MarketingProfs**

Base: Enterprise content marketers who know their organizations' budget/budgeting process for content marketing. Aided list.

13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022

**Fifty-six percent of enterprise marketers expect their organization’s investment in in-person events to increase in 2023.**

Half expect their investment in digital/virtual events to stay the same in 2023.

**How Enterprise Organizations’ Investment Will Change in 2023 Compared With 2022**

	Increase	Stay the same	Decrease	Will be a new area of investment	Do not/will not use
Digital/virtual events	23%	50%	18%	0%	9%
In-person events	56%	34%	6%	1%	3%
Hybrid events	30%	43%	9%	1%	17%

**Content Marketing Institute/MarketingProfs**

Base: Enterprise content marketers who know their organizations’ budget/budgeting process for content marketing. Aided list.

13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021



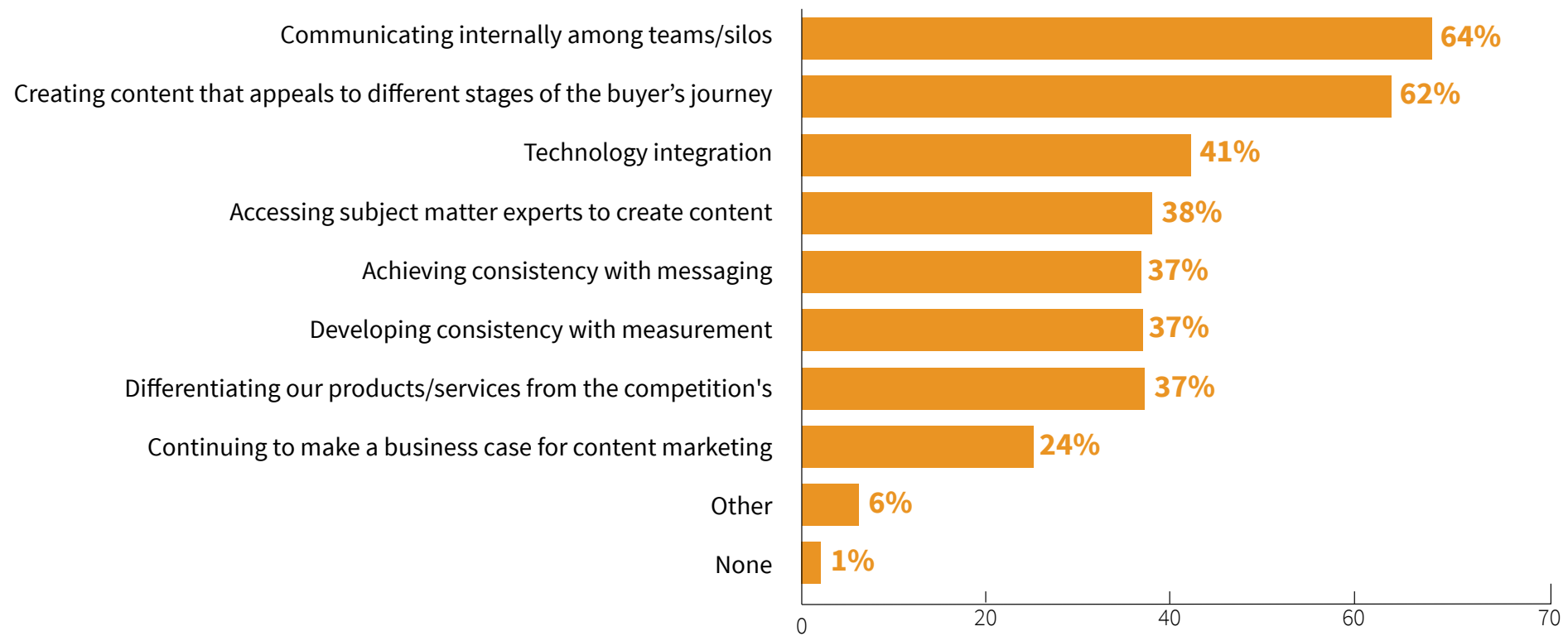
# CHALLENGES



## Sixty-four percent of enterprise marketers said they were challenged with communicating internally among teams/silos.

Creating content that appeals to different stages of the buyer’s journey was also a top challenge.

### Enterprise Organizations’ Current Content Marketing Challenges



Content Marketing Institute/MarketingProfs

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

13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022

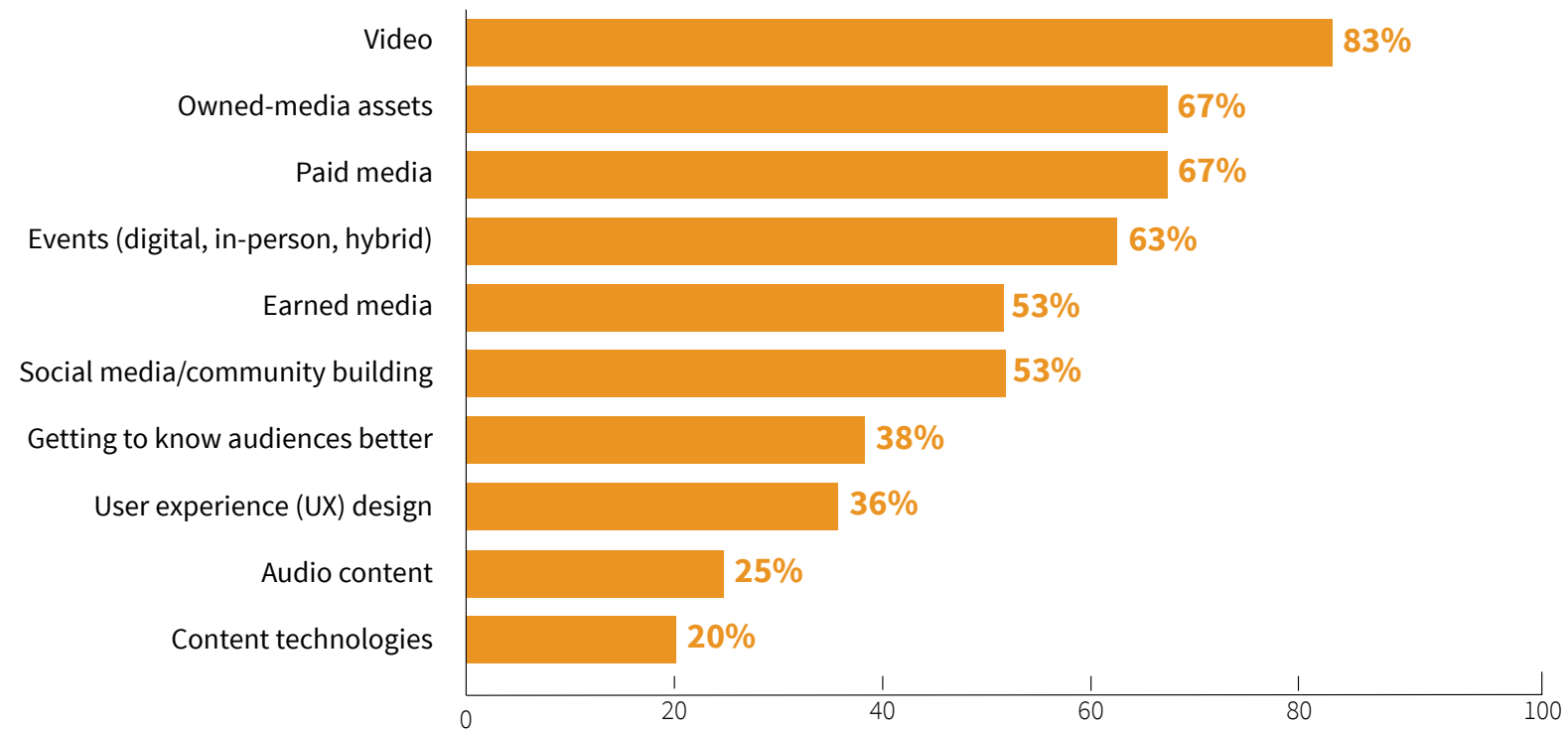
# LOOKING FORWARD



## Investment in video will continue to grow.

Owned-media assets, paid media, and events are also expected to be top areas of investment.

### Areas of Enterprise Content Marketing Investment in 2023



**Content Marketing Institute/MarketingProfs**

Base: Enterprise content marketers. Aided list; up to seven responses permitted.

13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022

# ACTION STEPS

## PLAN A PROCESS, NOT A PROJECT



**ROBERT ROSE**  
Chief Strategy Advisor  
CMI

**W**hat I find fascinating in this year’s research is that, yes, it’s time to feed the giant – but we should be careful not to get distracted by the food, and instead focus on our ability to cook. Too often, content marketers get wrapped up in content creation, rather than their ability to lead the efforts to create.

One of my go-to books of the last decade is Rita Gunther McGrath’s, *The End of Competitive Advantage*. In that book, she illustrates that all competitive advantage is transient – perhaps now more than ever. This fact, she contends, is understood. But then she asks, “Why hasn’t basic strategy practice changed?” As she says:

*“Most executives, even when they realize that competitive advantages are going to be ephemeral, are still using strategy frameworks and tools designed for achieving a sustainable competitive advantage, not for quickly exploiting and moving in and out of advantages.”*

That last part has the deepest implications for the evolving practice of strategic content marketing in a business. After working with hundreds of enterprise brands over the last 10 years, I’ve concluded: **Most businesses think about how they can change content to fit marketing’s purpose instead of how they might change marketing to fit content’s purpose.**

Content will never be a sustainable competitive advantage or differentiator – all content is easily replicable and, at best, only transient in differentiated value.

Instead, consider looking at content operations as the catalyst that can change everything for the content marketing challenges you face. Recognize that you and the activities you perform are the competitive advantage. Your future success hinges on the ability as a team (of 1 or 100) to be dynamic and fluid – moving in and out of “arenas” (as McGrath calls them) of content and creating temporary advantages.

Here’s the real takeaway: Ask everyone in your business – including your CEO – if they believe compelling, engaging, useful, and dynamic content-driven experiences will move the business forward.

If the answer is yes, then the *strategic* value is in your ability to evolve and coordinate all the activities to repeatedly create those valuable experiences. It is not the content itself or where you distribute it. The content team's job is not to be good at content; their job is to enable the business to be good at content.

Realizing this strategic value presents a to-do list:

- Businesses must increasingly stop organizing and scaling new marketing teams based on platforms, technologies, or inside-looking-out views of the customer journey. The successful business becomes skilled and integrated at operating and managing all manners of content-driven experiences. The format and placement of those experiences on multiple channels will always be temporal.
- Businesses must stop looking at content from a container-first perspective – solely designed to support marketing tactics or initiatives. Instead, businesses must identify content operations as a function, supporting the fluid use of content to fuel better customer experiences.
- Businesses will win with content marketing when they can constantly reconfigure their activities and manage portfolios of content-driven experiences. When one experience is no longer advantageous to the business, they do not say, “That’s the way we’ve always done it.” Instead, they healthily disengage and dismantle these experiences.

### **Content strategy = different activities that fit together**

One of the first signs of trouble in any content marketing approach is if the first question is, “How do we get more efficient at content?” Getting to efficiency assumes there is a working, standard operation that is providing value. The goal is to change that process to remove the friction. But when there’s no repeatable standard operation, focusing on efficiency means trying to produce the same or more content with the same resources.

That rarely works out to be better for the business.

The more difficult task is to determine the *different* activities the business will undertake to create or augment the existing processes, or which activities the business will undertake differently.

Your business’s content capabilities reflect its ability to communicate. And your ability to evolve the activities that impact communication is the only thing that creates any competitive advantage.

The content you create will provide you with no sustainable competitive advantage. But a strategic content operation just might.

# METHODOLOGY & DEMOGRAPHICS

The Enterprise Content Marketing Benchmarks, Budgets, and Trends: Insights for 2023 report was produced by **Content Marketing Institute (CMI)**.

The online survey, from which the results of this report were generated, was emailed to a sample of marketers using lists from CMI and MarketingProfs.

A total of 1,104 recipients from around the globe — representing a range of industries, functional areas, and company sizes — replied to the survey during July 2022.

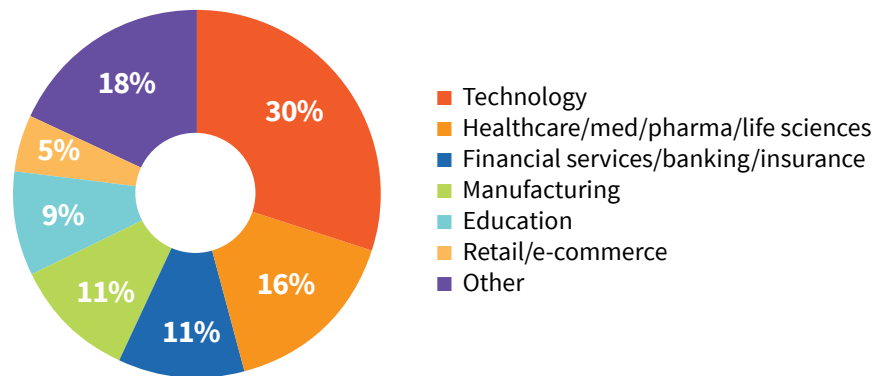
This report presents the findings from the 278 respondents who indicated:

Their organization is an enterprise company (employs 1,000+ people), with the majority based in North America.

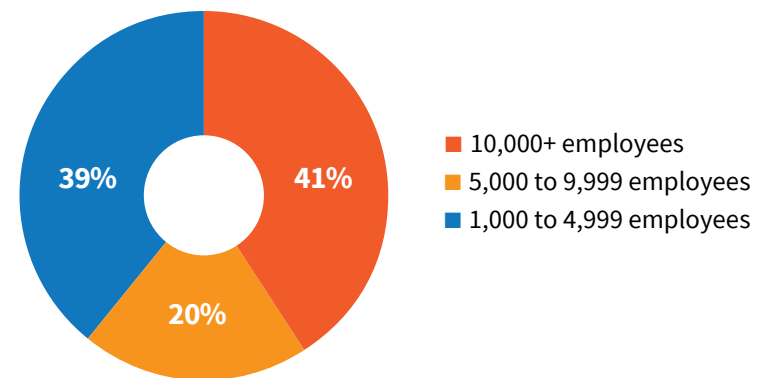
They are a content marketer, involved with the content marketing function, and/or someone to whom content marketing reports.

Find all CMI research at [contentmarketinginstitute.com/research](https://contentmarketinginstitute.com/research).

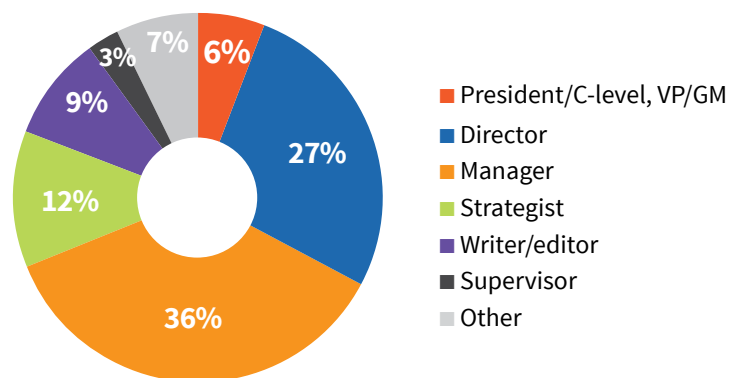
### By Industry



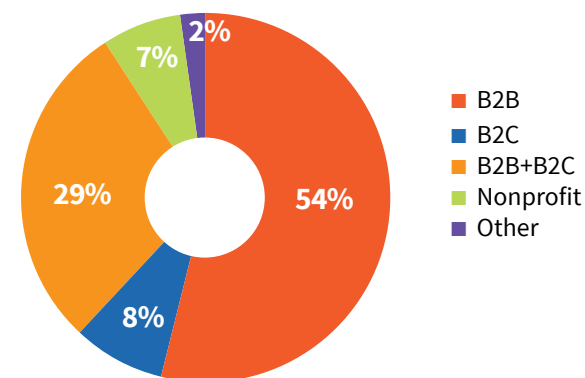
### Size of Enterprise Company



### By Role



### Nature of Enterprise Organization



***Thanks to 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 (CMI) exists to do one thing: advance the practice of content marketing through online education and in-person and digital events. We create and curate content experiences that teach marketers and creators from enterprise brands, small businesses, and agencies how to attract and retain customers through compelling, multichannel storytelling. Global brands turn to CMI for strategic consultation, training, and research. Organizations from around the world send teams to Content Marketing World, the largest content marketing-focused event, ContentTECH Summit, and CMI virtual events. Our community of 215,000+ content marketers shares camaraderie and conversation. CMI is organized by Informa Connect. To learn more, visit [www.contentmarketinginstitute.com](http://www.contentmarketinginstitute.com).

### **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 and Real Estate, and in a number of other specialist markets and connect communities online year-round.

### **About MarketingProfs**

[MarketingProfs](http://MarketingProfs.com) offers real-world education for modern marketers. More than 600,000 marketing professionals worldwide rely on our free daily publications, virtual conferences, [MarketingProfs University](http://MarketingProfs.com/University), and more to stay up to date on the most important trends and tactics in marketing—and how to apply them to their businesses. Visit [MarketingProfs.com](http://MarketingProfs.com) for more information.

### **About ON24**

[ON24](http://ON24.com) is on a mission to re-imagine how companies engage, understand and build relationships with their audience in a digital world. Through our leading sales and marketing platform for digital engagement, businesses use our portfolio of webinar, virtual event and content experiences to drive engagement and generate first-party data, delivering revenue growth across the enterprise – from demand generation to customer success to partner enablement.

ON24 powers digital engagement for industry-leading customers worldwide, including 3 of the 5 largest global technology companies, 3 of the 6 largest US banks, 3 of the 5 largest global healthcare companies, and 3 of the 5 largest global industrial manufacturers, enabling organizations to reach millions of professionals a month for billions of engagement minutes per year with all the first-party data being captured, generated and integrated from one place. ON24 is headquartered in San Francisco with global offices in North America, EMEA, and APAC. For more information, visit [www.ON24.com](http://www.ON24.com).