ENTERPRISE
CONTENT MARKETING 2019

Benchmarks, Budgets, and Trends–North America

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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: Success is defined as achieving your organization's desired/targeted results.

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LISA MURTON BEETS
Research Director
Content Marketing Institute

Welcome to Enterprise *Content Marketing 2019: Benchmarks, Budgets, and Trends—North America*. This report shows how for-profit enterprise marketers—those working in organizations with 1,000-plus employees—answered the questions on the ninth annual CMI/ MarketingProfs content marketing survey.

The unique nature of a large organization makes content marketing especially challenging. And yet, we see enterprise content marketers scoring wins year after year as evidenced by the many stories shared at Content Marketing World and elsewhere. We see it in our annual research, too. For example:

▶ 68% of enterprise respondents said their organization was much more/somewhat more successful with content marketing compared with one year ago

▶ 43% of respondents rated their organization's content marketing maturity as sophisticated/mature

▶ 61% reported their organization is extremely/very committed to content marketing

▶ 71% say content marketing technology is providing better insight into how their content is performing.

New this year, we asked enterprise marketers about their use of account-based management (ABM) and the alignment between their content marketing and sales teams. We look forward to delving into these and many other current topics with you in 2019.

Here's to winning with content marketing!

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Coordinating efforts across the enterprise: the struggle is real

Three out of four respondents (74%) cited "coordinating content marketing efforts among multiple departments and brands" as the top unique content marketing challenge they face. "Too many department silos" came in at a distant second (60%).

In many enterprises, a centralized group along with individual teams tackle content marketing responsibilities (38%)

Respondents were less likely to report having a centralized group only (26%) and few said each brand/product/department has its own content marketing team (14%). In addition, 19% indicated they have a small (or one-person) team serving the entire organization.

Technology is providing enterprise marketers with valuable information about content performance

71% of respondents said "better insight into how content is performing" is the top benefit they derive from using technology to manage their content marketing efforts. "Better insight into audience behavior/preferences" came in second (50%).

There is a need for better collaboration between content marketing and sales

Most enterprise respondents (70%) said their content marketing and sales teams are at least somewhat aligned; however, 28% reported they are not very/not at all aligned.

Around half of respondents may have ushered in 2019 with account-based management (ABM) in place

At the time of the survey, 34% of respondents said their organization used account-based marketing; another 21% indicated they had plans to do so by the end of 2018. If those plans came to fruition, 55% of our sample would have been using ABM by January 2019.

KEY FINDINGS

Differences Between Enterprise Marketers by Organization's Commitment to Content Marketing

	Most Committed	All Respondents	Least Committed
Overall approach to content marketing is extremely/very successful	31%	21%	5%
Has a documented content marketing strategy	44%	36%	24%
Measures content marketing ROI	49%	45%	40%
Has a centralized content marketing group that works with multiple brands/products/departments throughout the organization	34%	26%	14%
Content marketing and sales teams are extremely/very aligned	29%	19%	3%
Agrees their organization is concerned with creating content that builds loyalty with existing clients/customers	88%	83%	73%
Agrees their organization values creativity and craft in content creation and production	81%	70%	53%
Agrees there is content marketing buy-in from the highest levels in their organization	79%	65%	42%
Has used content marketing successfully to generate sales/revenue in last 12 months	43%	39%	31%

Chart term definitions: The "most committed" respondents are those who describe their organization's commitment level to content marketing as extremely or very committed. The "least committed" describe it as somewhat or not very committed. None of the respondents said their organization was "not at all" committed.
Base: Enterprise content marketers.
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SUCCESS, MATURITY, COMMITMENT & TEAM STRUCTURE

68% of enterprise content marketers say their organization's content marketing is much/somewhat more successful compared with one year ago.

How Enterprise Marketers Rate Their Organization's Overall Level of Content Marketing Success

- Extremely Successful
- Very Successful
- Moderately Successful
- Minimally Successful
- Not At All Successful

1% 2% 19% 19% 59%
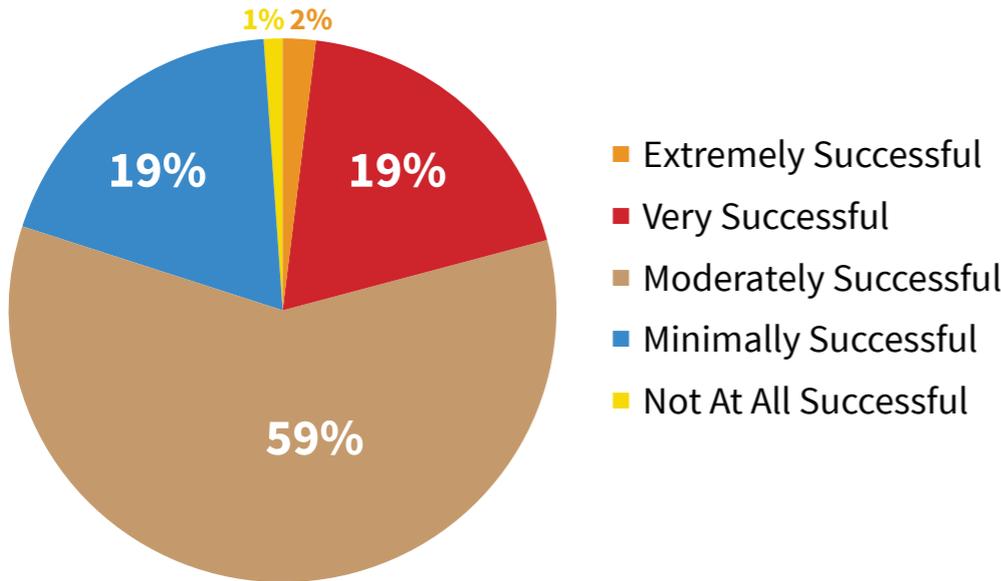
Note: The survey defined success as achieving your organization's desired/targeted results.

Base: Enterprise content marketers; aided list.

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How Enterprise Marketers Rate Their Organization's Content Marketing Success Compared With One Year Ago
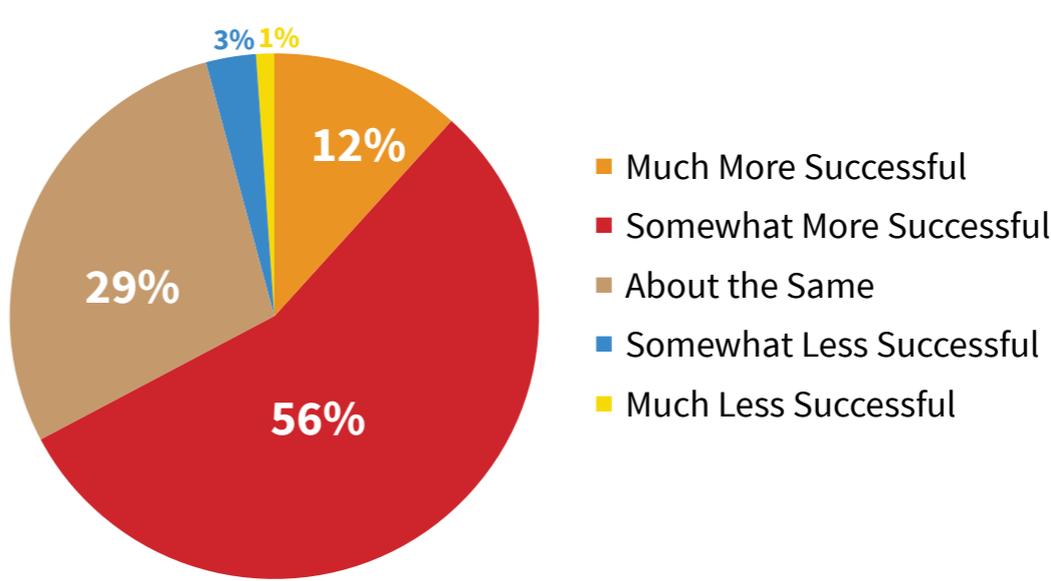
- Much More Successful
- Somewhat More Successful
- About the Same
- Somewhat Less Successful
- Much Less Successful

3% 1% 12% 29% 56%

Base: Enterprise content marketers; aided list.

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43% of enterprise marketers surveyed report their organization is in the sophisticated/mature phase of content marketing maturity.

How Enterprise Marketers Rate Their Organization's Content Marketing Maturity Level
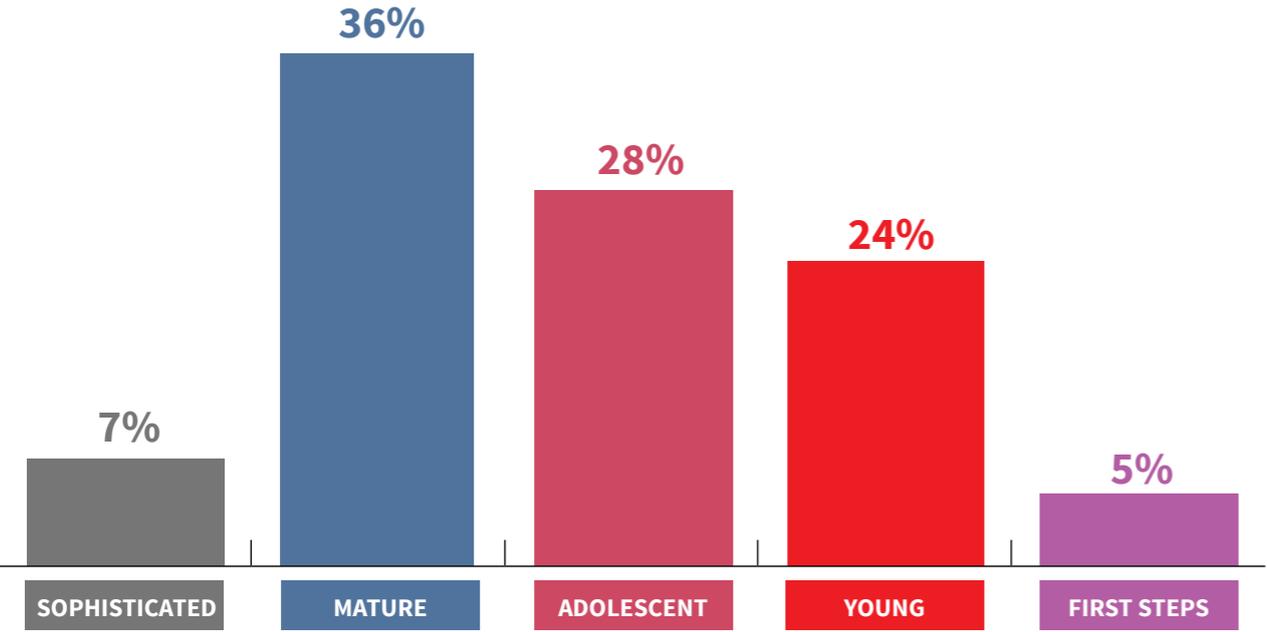
7% — SOPHISTICATED

36% — MATURE

28% — ADOLESCENT

24% — YOUNG

5% — FIRST STEPS

Base: Enterprise content marketers; aided list.

Enterprise Content Marketing 2019 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

61% of enterprise marketers say their organization is extremely/very committed to content marketing.

How Enterprise Marketers Rate Their Organization's Commitment to Content Marketing
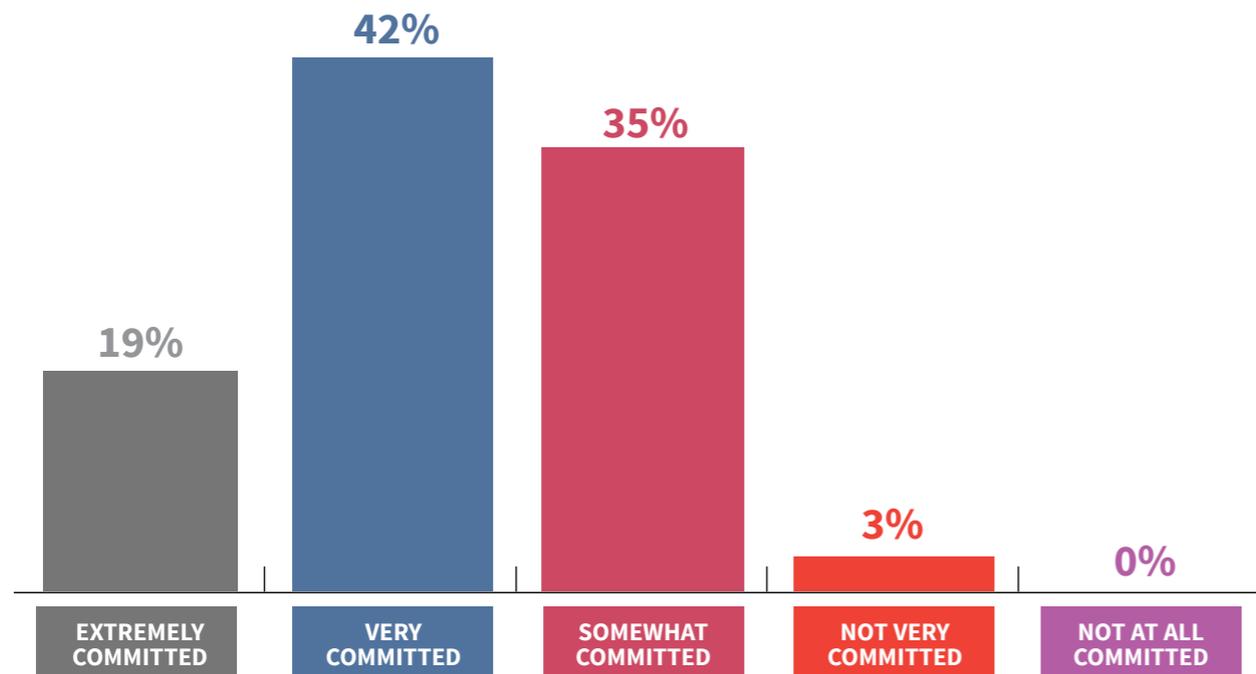
19%	42%	35%	3%	0%
EXTREMELY COMMITTED	VERY COMMITTED	SOMEWHAT COMMITTED	NOT VERY COMMITTED	NOT AT ALL COMMITTED

Base: Enterprise content marketers; aided list.

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CMI/MarketingProfs' annual research consistently shows that a strong commitment to content marketing often yields a higher level of overall success.

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Where does content marketing sit on the organizational chart? 38% of enterprise respondents say their organization has a central group as well as individual teams throughout the organization.

Enterprise Organizations' Content Marketing Team Structure
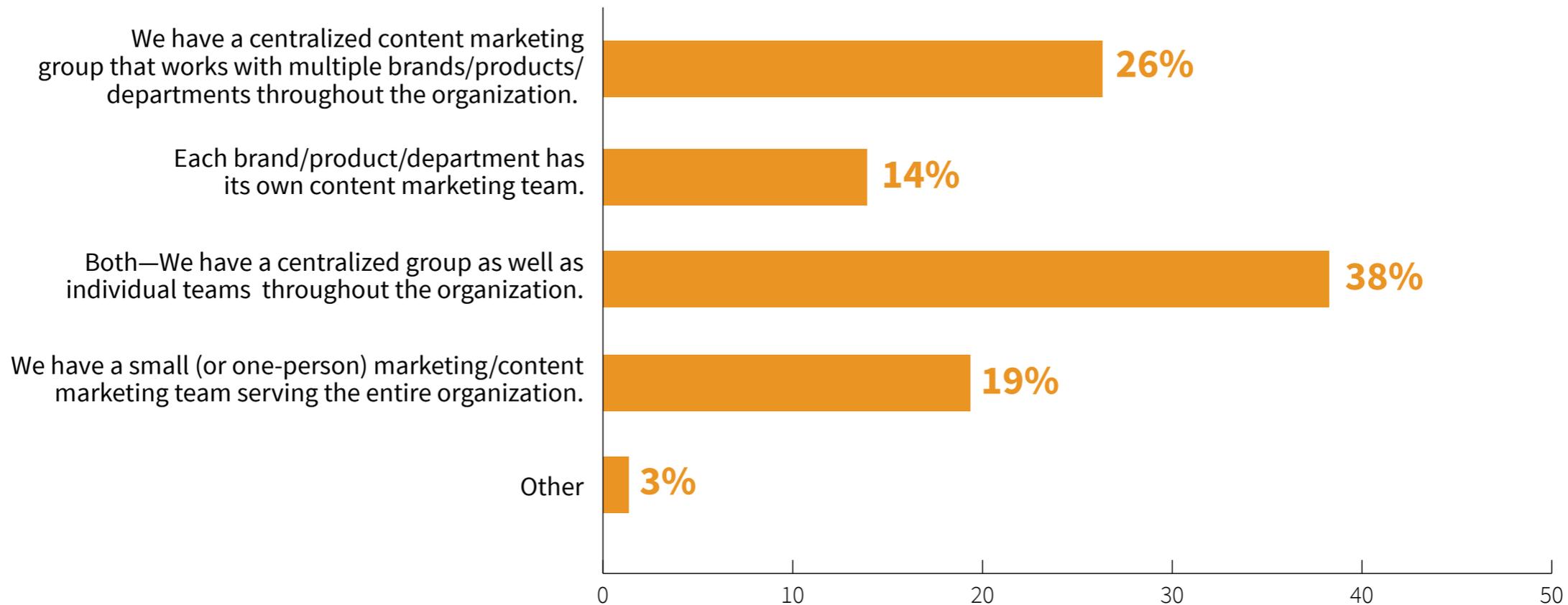
Category	Percentage
We have a centralized content marketing group that works with multiple brands/products/ departments throughout the organization.	26%
Each brand/product/department has its own content marketing team.	14%
Both—We have a centralized group as well as individual teams throughout the organization.	38%
We have a small (or one-person) marketing/content marketing team serving the entire organization.	19%
Other	3%

Base: Enterprise content marketers; aided list.

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CONTENT MARKETING/SALES ALIGNMENT & ACCOUNT-BASED MANAGEMENT (ABM) USE

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Nearly 30% of enterprise marketers say content marketing and sales are not very/not at all aligned in their organization.

How Enterprise Marketers Rate Alignment of Content Marketing and Sales in Their Organization

2% 1%
5%
18%
23%
51%

- Extremely Aligned
- Very Aligned
- Somewhat Aligned
- Not Very Aligned
- Not At All Aligned
- We do not employ a sales function

Base: Enterprise content marketers; aided list.

Enterprise Content Marketing 2019 Benchmarks—Content Marketing Institute/MarketingProfs
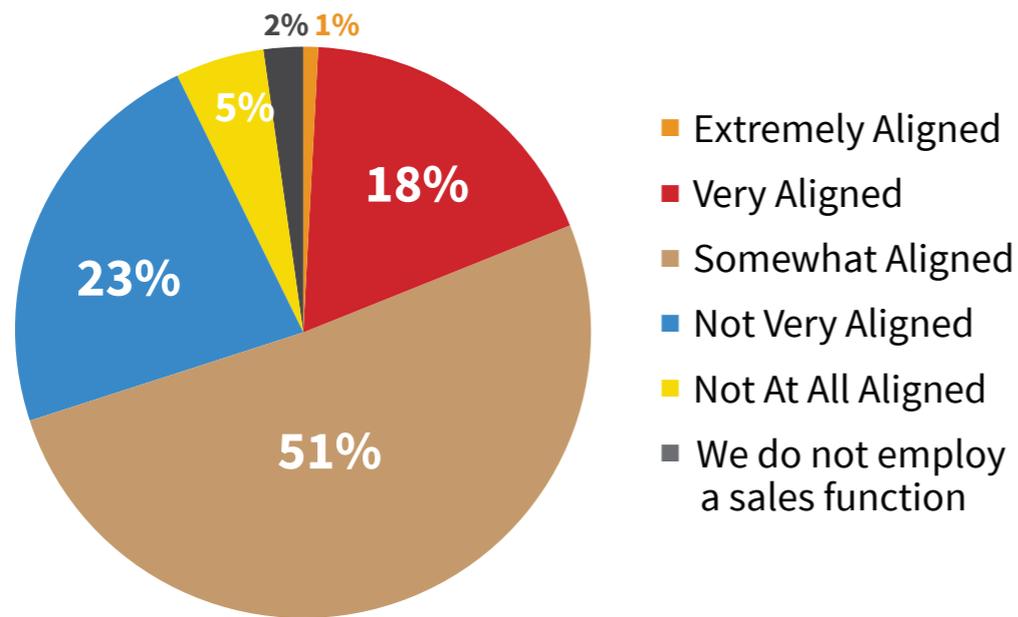
On this survey, content marketing and sales alignment was broadly defined as a collaborative working relationship that results in positive business results.

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34% of enterprise marketers reported their organization uses account-based marketing; another 21% said it had plans to prior to year-end 2018.

Enterprise Marketers' Use of Account-based Marketing (ABM) in 2018

- **Yes**
- **No, but had plans to in 2018**
- **No, and had no plans to in 2018**
- **Unsure**

Base: Enterprise content marketers; aided list.

Enterprise Content Marketing 2019 Benchmarks—Content Marketing Institute/MarketingProfs
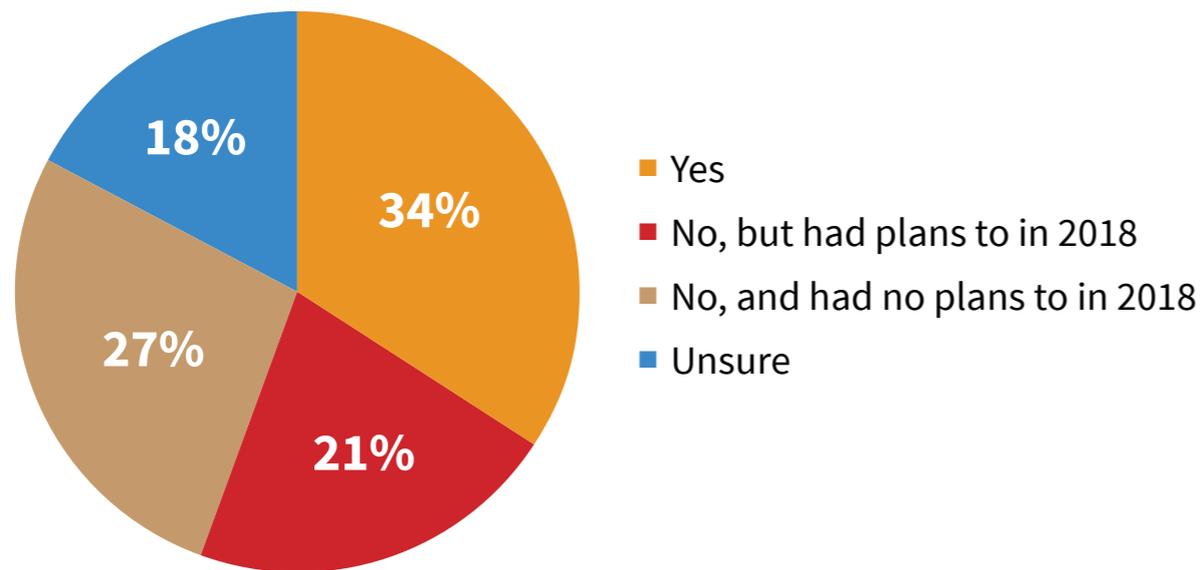
On this survey, account-based marketing (ABM) was defined as an approach that concentrates sales and marketing resources on a clearly defined set of target accounts within a market and employs personalized marketing campaigns designed to resonate with each account.

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STRATEGY & OPINIONS

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36% of enterprise marketers say their organization has a documented content marketing strategy.

Proportion of Enterprise Marketers With a Content Marketing Strategy
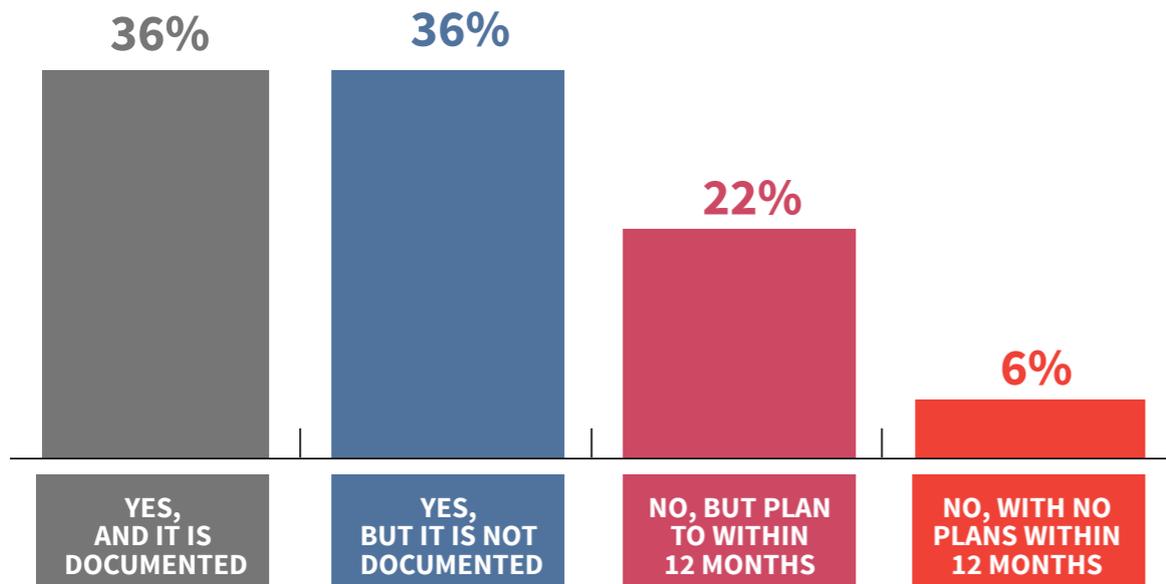
CMI/MarketingProfs' annual research consistently shows that content marketers who have a documented strategy often report higher levels of overall content marketing success.

36% — YES, AND IT IS DOCUMENTED
36% — YES, BUT IT IS NOT DOCUMENTED
22% — NO, BUT PLAN TO WITHIN 12 MONTHS
6% — NO, WITH NO PLANS WITHIN 12 MONTHS

Base: Enterprise content marketers; aided list.

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Enterprise marketers say the top benefits of a documented content marketing strategy are that it aligns the team around a common mission/goals and makes it easier to determine which types of content to develop.

Benefits of a Documented Enterprise Content Marketing Strategy

Benefit	Percentage
Aligns team around common mission/goals	78%
Makes it easier to determine which types of content to develop	71%
Keeps team focused on documented priorities	66%
Creates accountability	63%
Provides clarity on targeted audience(s)	59%
Helps team allocate resources to optimize desired results	55%
Makes it easier to identify which metrics to focus on	49%
Yields more accurate budgetary information	19%
Other benefits	2%
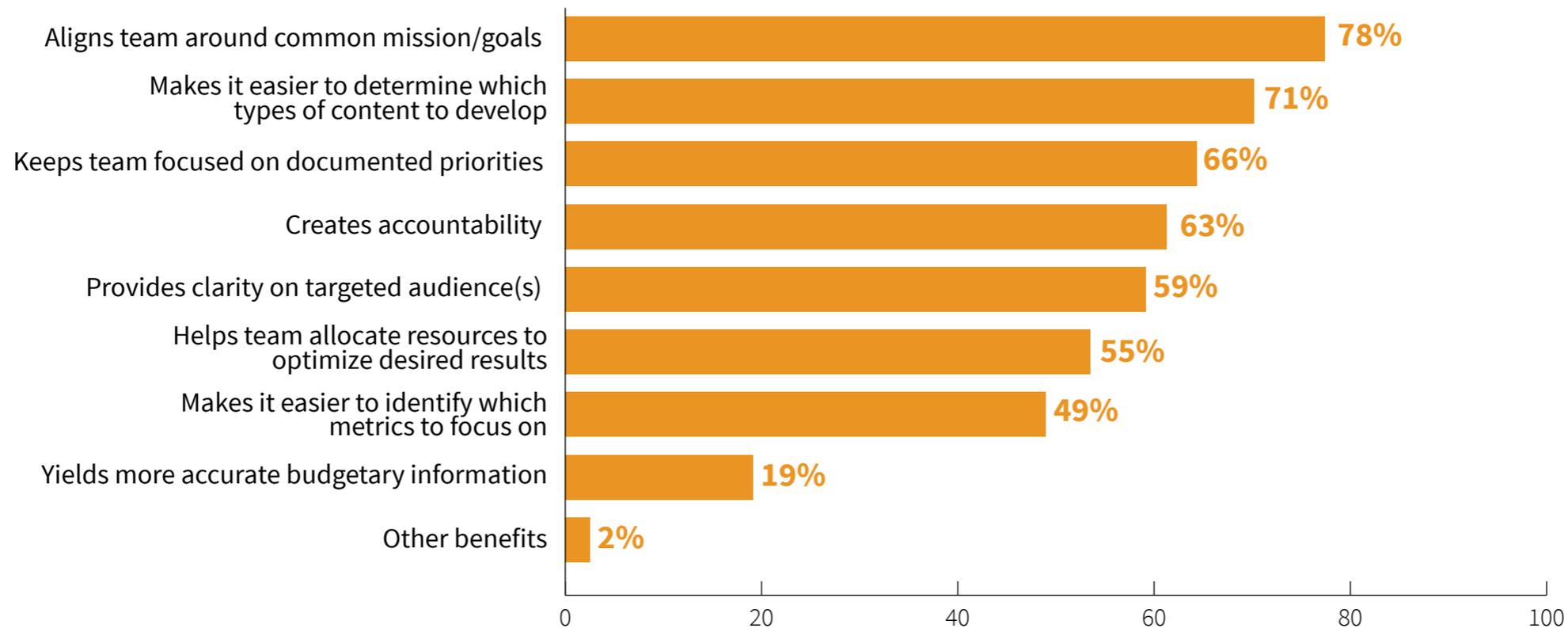
Base: Enterprise content marketers whose organizations have a documented content marketing strategy. Aided list; multiple responses permitted.

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88% of enterprise marketers agree their organization is viewed as a credible and trusted resource.

Enterprise Marketers' Opinions About Content Marketing in Their Organization

Statement	Strongly Agree	Somewhat Agree	Neither Agree Nor Disagree	Somewhat Disagree	Strongly Disagree
Our audience views our organization as a credible and trusted resource.	44%	44%	10%	2%	0%
Our organization is concerned with creating content that builds loyalty with existing clients/customers.	40%	43%	9%	7%	1%
Our organization values creativity and craft in content creation and production.	30%	40%	17%	12%	1%
There is content marketing buy-in from the highest levels in our organization.	27%	38%	22%	10%	3%
Our organization places importance on building relationships with influencers (e.g., brand advocates, journalists).	27%	38%	17%	12%	6%

Legend: ■ Strongly Agree ■ Somewhat Agree ■ Neither Agree Nor Disagree ■ Somewhat Disagree ■ Strongly Disagree

Base: Enterprise content marketers who answered each statement.

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TECHNOLOGY USE & PROFICIENCY

38% of enterprise marketers describe their organization's proficiency with the use of content marketing technology as intermediate; another 30% describe it as novice.

Enterprise Marketers' Proficiency With Use of Content Marketing Technology

Category	Percentage
EXPERT	4%
ADVANCED	20%
INTERMEDIATE	38%
NOVICE	29%
BEGINNER	7%
UNSURE	2%
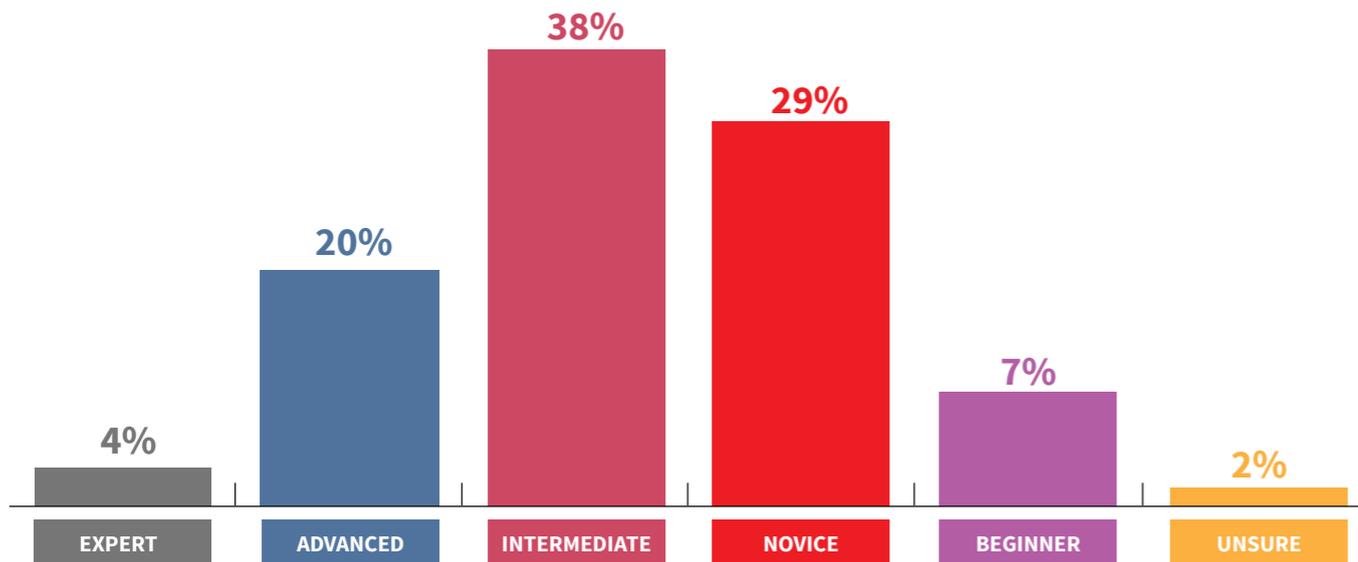
Base: Enterprise content marketers whose organizations use one or more of the listed technologies presented on the survey; aided list.

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EXPERT
Content marketing technology is integrated across the organization, experiencing the benefits

ADVANCED
Finding success, yet challenged with integrating content marketing technology across the organization

INTERMEDIATE
Becoming more consistent with the use of content marketing technology, seeing early success

NOVICE
Growing in use of content marketing technology, but not using it consistently

BEGINNER
Just started using one or more content marketing technologies

The top two technologies enterprise marketers use to assist with managing their content marketing efforts are social media publishing/analytics and email marketing software.

Types of Technologies Enterprise Marketers Use to Assist With the Management of Content Marketing Efforts
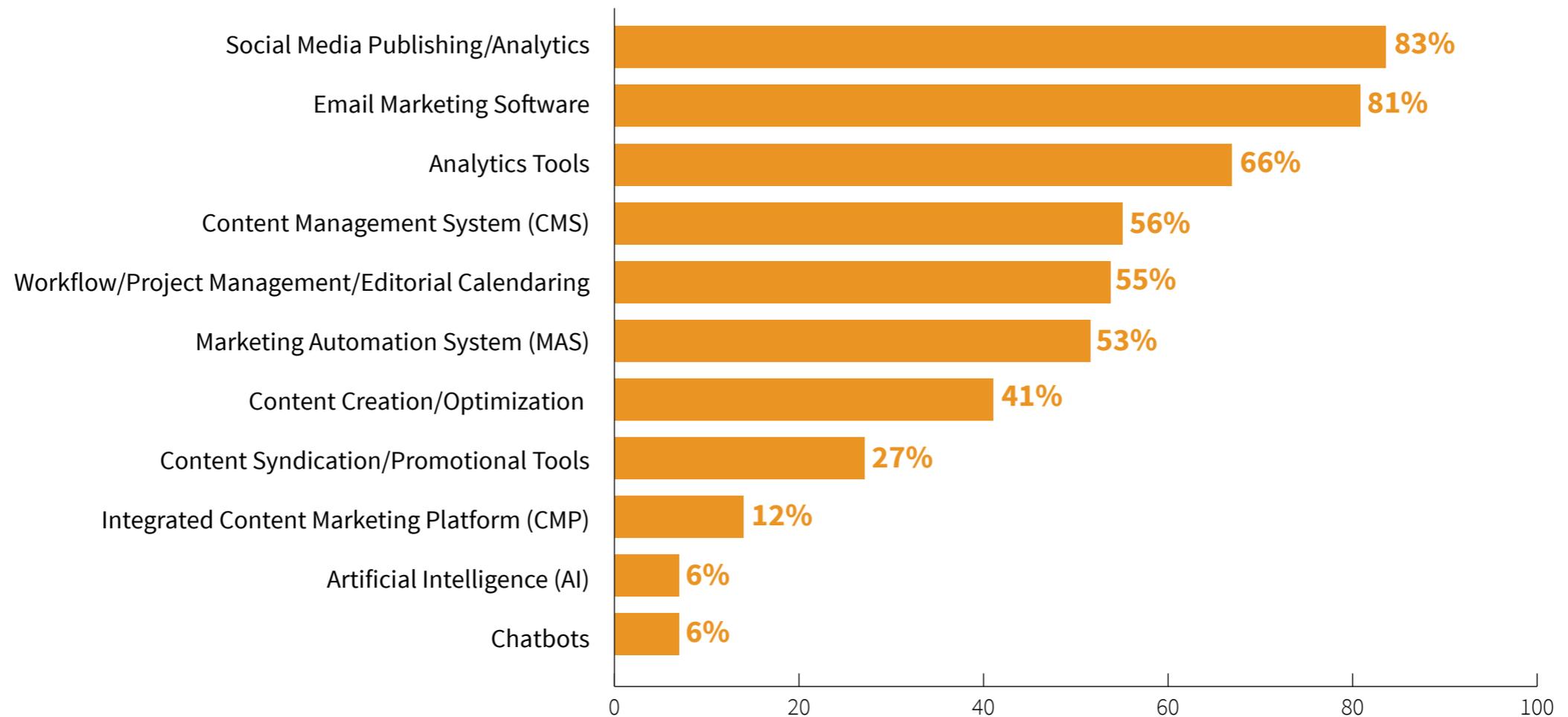
Technology	Percentage
Social Media Publishing/Analytics	83%
Email Marketing Software	81%
Analytics Tools	66%
Content Management System (CMS)	56%
Workflow/Project Management/Editorial Calendaring	55%
Marketing Automation System (MAS)	53%
Content Creation/Optimization	41%
Content Syndication/Promotional Tools	27%
Integrated Content Marketing Platform (CMP)	12%
Artificial Intelligence (AI)	6%
Chatbots	6%

Base: Enterprise content marketers whose organizations use one or more of the technologies listed. Aided list; multiple responses permitted.

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Enterprise marketers say the top benefit of using content marketing technology is that it provides better insight into how content is performing.

Benefits Enterprise Marketers Derive from Using Content Marketing Technologies
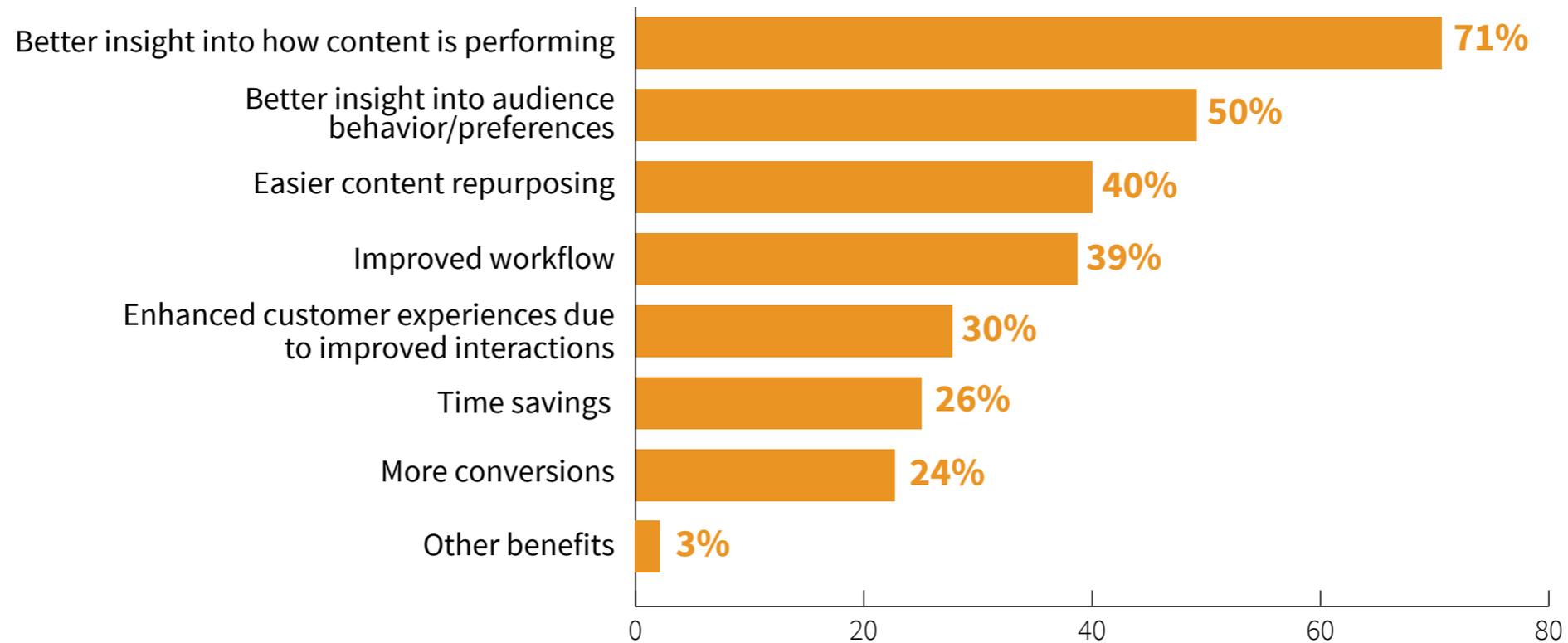
Benefit	Percentage
Better insight into how content is performing	71%
Better insight into audience behavior/preferences	50%
Easier content repurposing	40%
Improved workflow	39%
Enhanced customer experiences due to improved interactions	30%
Time savings	26%
More conversions	24%
Other benefits	3%

Base: Enterprise content marketers whose organizations use one or more of the technologies listed. Aided list; multiple responses permitted.

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AUDIENCE RESEARCH & NURTURING

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Website analytics and sales team feedback are the top two techniques enterprise content marketers use to research their audience(s).

Techniques Enterprise Marketers Use to Research Their Target Audience(s) for Content Marketing

Technique	Percentage
Website Analytics	69%
Sales Team Feedback	68%
Keyword Research	59%
Database Analysis	54%
Social Media Listening	53%
Primary Research	52%
Customer Conversations/Panels	44%
Secondary Research	43%
AI-powered Audience Analysis	4%
Other techniques	2%
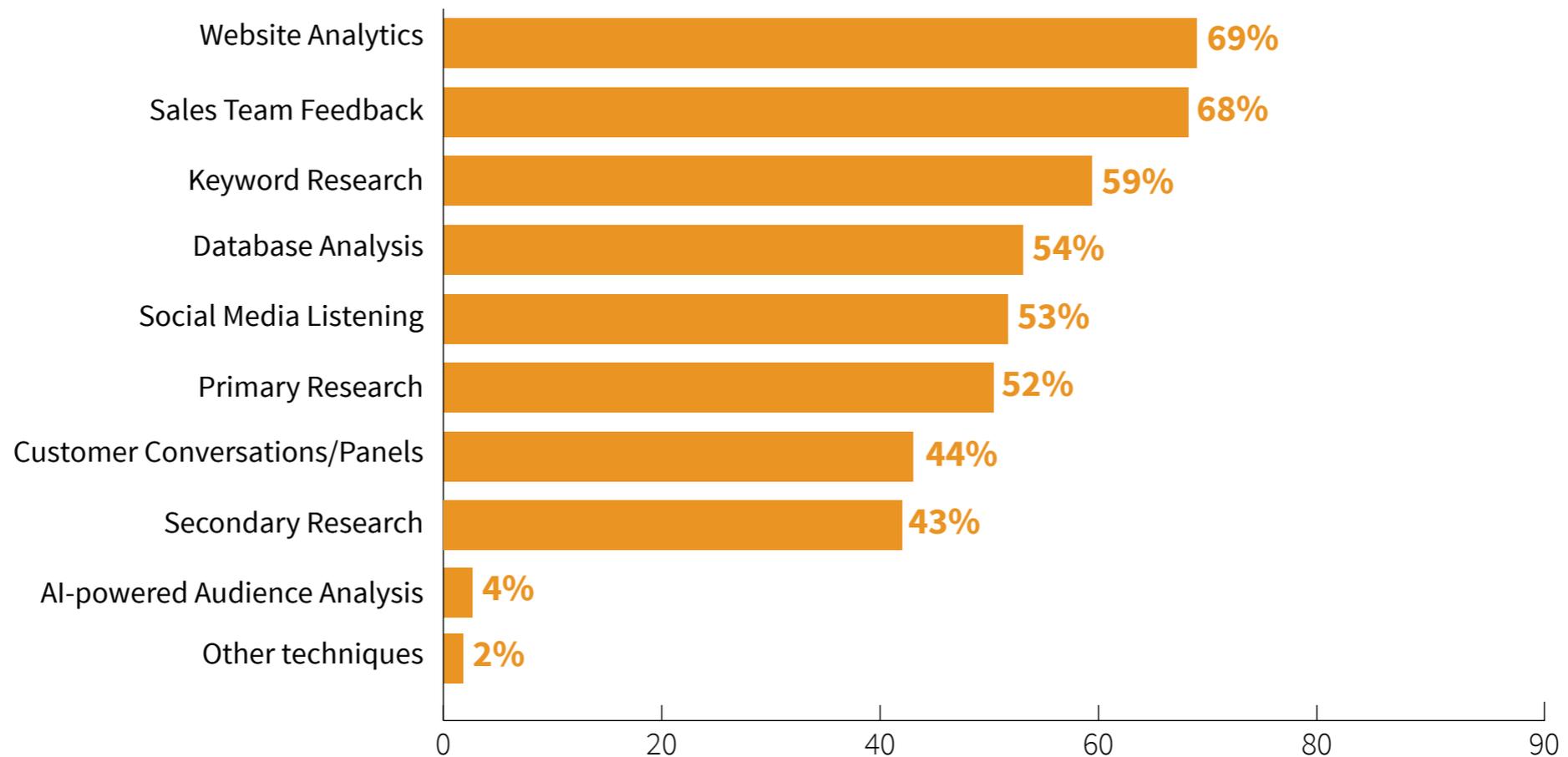
Base: Enterprise content marketers whose organizations research target audiences. Aided list; multiple responses permitted.

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57% of enterprise marketers reported their organization uses personas; another 17% said it had plans to prior to year-end 2018.

## Enterprise Content Marketers' Use of Personas in 2018
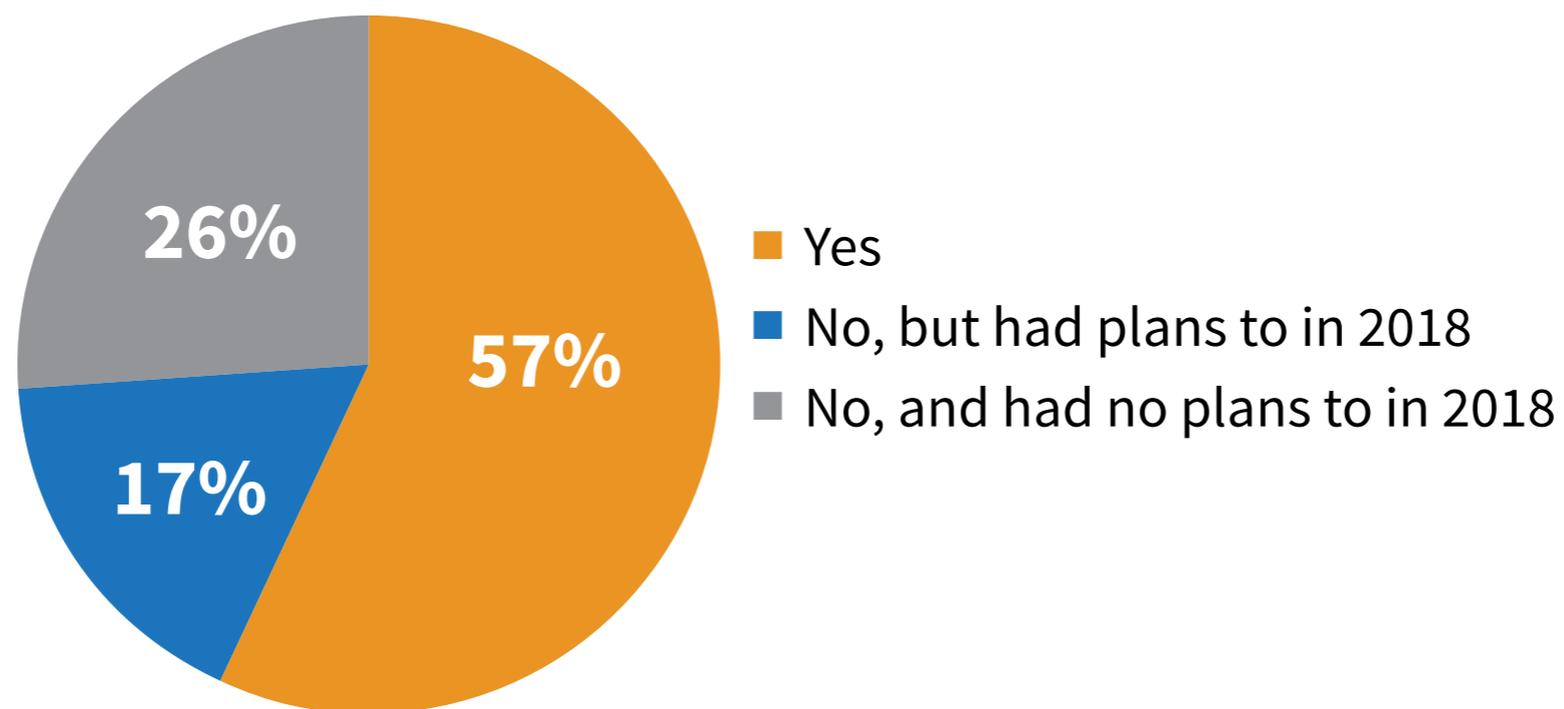
- ■ Yes
- ■ No, but had plans to in 2018
- ■ No, and had no plans to in 2018

Base: Enterprise content marketers; aided list.

Enterprise Content Marketing 2019 Benchmarks—Content Marketing Institute/MarketingProfs

Email, educational content, and in-person events are the top three ways enterprise marketers nurture their audience.

Content Marketing Methods Enterprise Marketers Use to Nurture Their Audience

Method	Percentage
Email/Email Campaigns	86%
Educational Content	70%
In-person Events	67%
Clear Calls-to-Action (CTAs) for Next Steps	47%
Storytelling/Relating to the Audience	41%
Offers/Incentives	35%
Community Building/Audience Participation	18%
Membership Perks	9%
Predictive Technology	9%
Other Methods	3%
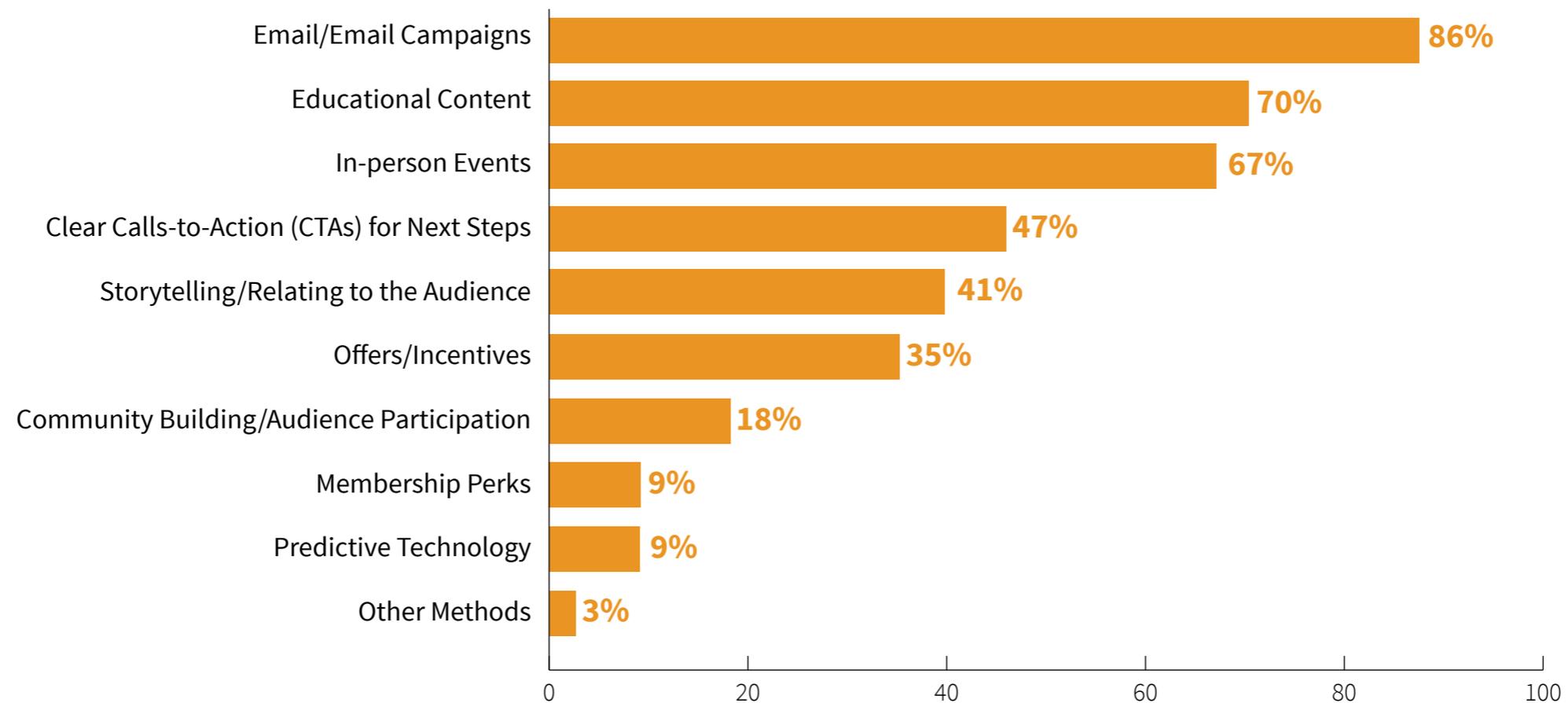
Base: Enterprise content marketers whose organizations nurture their audience. Aided list; multiple responses permitted.

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CONTENT CREATION & DISTRIBUTION

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59% of enterprise marketers say they always/frequently prioritize the audience's informational needs over their organization's sales/promotional message.

Concepts Enterprise Marketers Take Into Account While Creating Content for Their Organization

Concept	Always/Frequently	Sometimes	Rarely/Never
Prioritize the audience's informational needs over our sales/promotional message.	59%	31%	10%
Prioritize delivering the right content to the right audience(s) at optimal times.	50%	37%	13%
Craft content based on specific points/stages of the buyer's journey.	46%	33%	21%
Use storytelling in our content.	44%	36%	20%
Incorporate interactive features into our content.	27%	39%	34%
Partner with others on content marketing initiatives to tap into their audience(s) to expand our reach.	24%	42%	34%

■ Always/Frequently   ■ Sometimes   ■ Rarely/Never

Base: Enterprise content marketers who answered each concept; aided list.

Enterprise Content Marketing 2019 Benchmarks—Content Marketing Institute/MarketingProfs

The majority of enterprise content marketers say their organization increased its use of audio/ visual content, written digital content, and images compared with one year ago.

How Enterprise Marketers Who Use Various Content Types/Formats Changed Frequency Compared With One Year Ago

Content Type	Increased	Remained the Same	Decreased
Audio/Visual Content (e.g., videos, livestreaming, webinars)	65%	30%	5%
Written Digital Content (e.g., articles, blogs, ebooks)	59%	38%	3%
Images (e.g., infographics, photos, charts, GIFs)	56%	38%	6%
Audio-only Digital Content (e.g., podcasts, audiobooks)	41%	53%	6%
In-Person Content (e.g., events, presentations, workshops)	32%	62%	6%
Written Print Content (e.g., magazines, books, brochures)	25%	56%	19%

■ Increased   ■ Remained the Same   ■ Decreased

Base: Enterprise content marketers who use each type/format listed.

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68% of enterprise content marketers say their organization has used or developed long-form content in the last 12 months.

Enterprise Content Marketers' Use or Development of Select Types of Content in the Last 12 Months
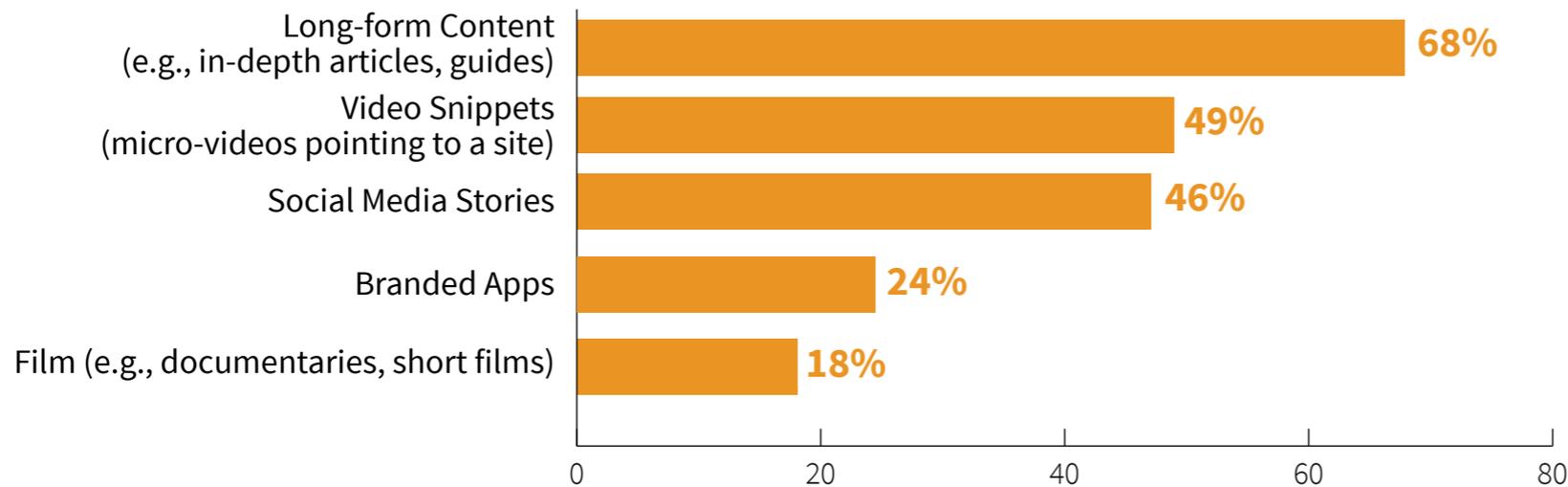
Long-form Content
(e.g., in-depth articles, guides) — **68%**

Video Snippets
(micro-videos pointing to a site) — **49%**

Social Media Stories — **46%**

Branded Apps — **24%**

Film (e.g., documentaries, short films) — **18%**

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

Enterprise Content Marketing 2019 Benchmarks—Content Marketing Institute/MarketingProfs

Other types used or developed in last 12 months:

Experiential Content (e.g., VR/AR, immersive) (12%); Games/Gamification (e.g., contests, badges) (11%); Digital Out-of-Home (DOOH) Placement (location and context-specific messaging) (10%); Dedicated Livestreaming Channel(s) (9%); none of the nine types/ formats listed (9%).

66% of enterprise marketers report their organization has increased its use of social media for content marketing purposes compared with one year ago; only 3% reported a decrease.

How Enterprise Marketers' Use of Social Media for Content Marketing Has Changed Compared with One Year Ago

- Increased
- Remained the Same
- Decreased
- Unsure

66%

26%

3%

5%
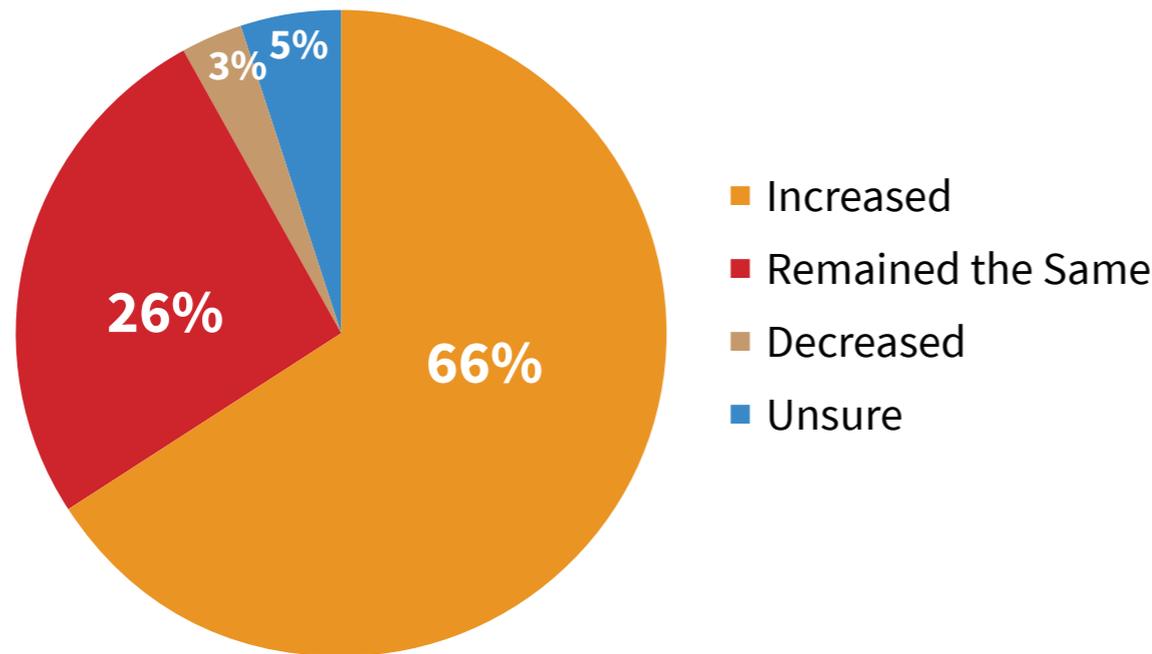
Base: Enterprise content marketers whose organizations have used social media for content marketing for at least one year.

Enterprise Content Marketing 2019 Benchmarks—Content Marketing Institute/MarketingProfs

CMI/MarketingProfs' 2018 content marketing research indicated that LinkedIn (92%), Facebook (88%), Twitter (88%), and YouTube (73%) were the top four social media platforms for-profit enterprise marketers used for content marketing purposes.

On our ninth annual survey, instead of asking about specific platforms, we asked if issues such as changes in social media algorithms and data privacy had led content marketers to decrease their use of social media; the answer was a resounding no.

Three out of four (74%) enterprise marketers say their organization uses paid methods to distribute content.

Proportion of Enterprise Marketers That Have Used Paid Methods to Distribute Content in the Last 12 Months
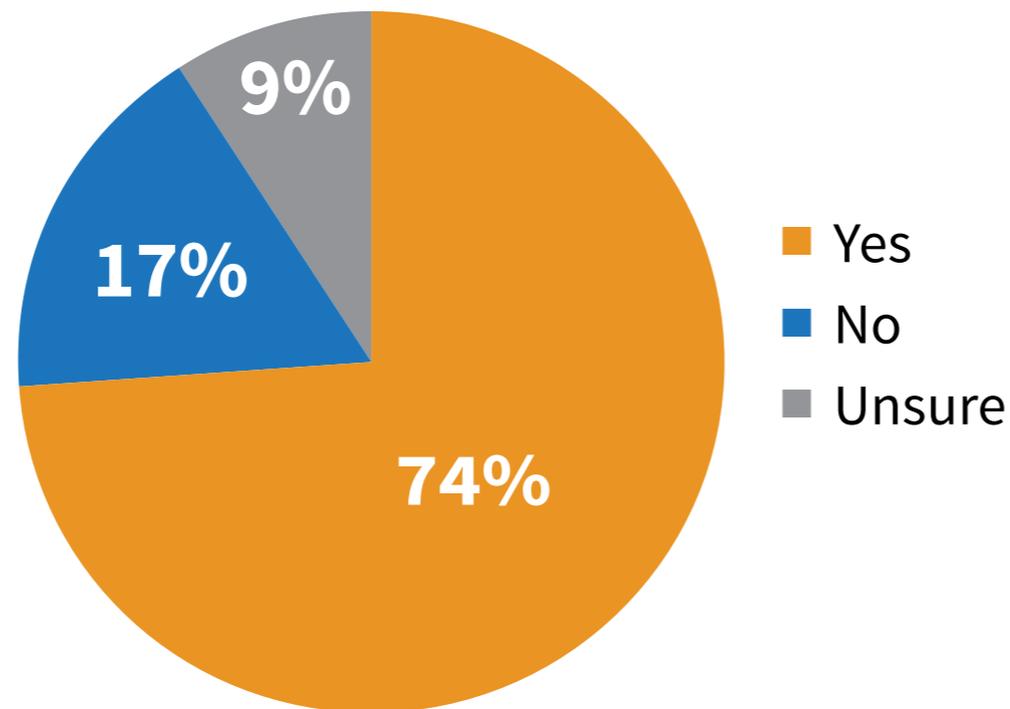
9%

17%

74%

- Yes
- No
- Unsure

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

Enterprise Content Marketing 2019 Benchmarks—Content Marketing Institute/MarketingProfs

CMI/MarketingProfs' 2018 content marketing research found that email (93%), social media platforms (91%), blogs (67%), and in-person events (63%) were the top four formats enterprise marketers used to distribute content for content marketing purposes.

On our ninth annual survey, we asked respondents if they use paid methods to distribute content. The majority said yes.

Enterprise marketers say the top reason their organization uses paid methods to distribute content is to attract a new audience.

Reasons Why Enterprise Marketers Use Paid Methods to Distribute Content

Reason	Percentage
Attract a new audience	74%
Generate traffic when organic search isn't producing desired results	64%
Promote foundational content	48%
Launch a new product or service	43%
Reach a niche audience	43%
Give new life to old content	25%
Other reasons	3%
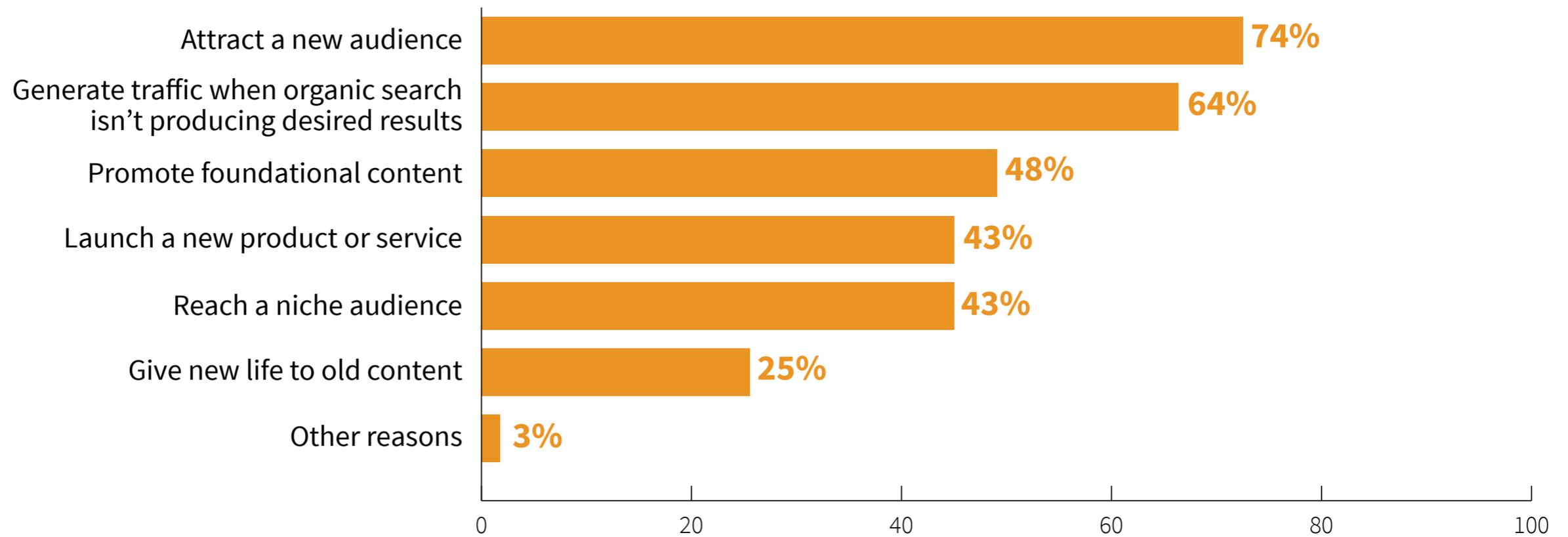
Base: Enterprise content marketers whose organizations have used paid methods to distribute content in the last 12 months. Aided list; multiple responses permitted.

Enterprise Content Marketing 2019 Benchmarks—Content Marketing Institute/MarketingProfs

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Sponsored content on social media is the most often cited method enterprise marketers use to distribute content.

Types of Paid Content Distribution Methods Enterprise Marketers Use

| Method	Percentage
Sponsored Content—on social media	71%
Banner Ads Promoting Your Content (e.g., ebook, webinar)	68%
Search Engine Marketing (SEM)/Pay-per-Click	68%
Sponsored Content—on websites other than your own	52%
Native Advertising	45%
Partner Emails Promoting Your Content (e.g., ebook, webinar)	39%
Content Recommendation Engines	13%
Other	3%
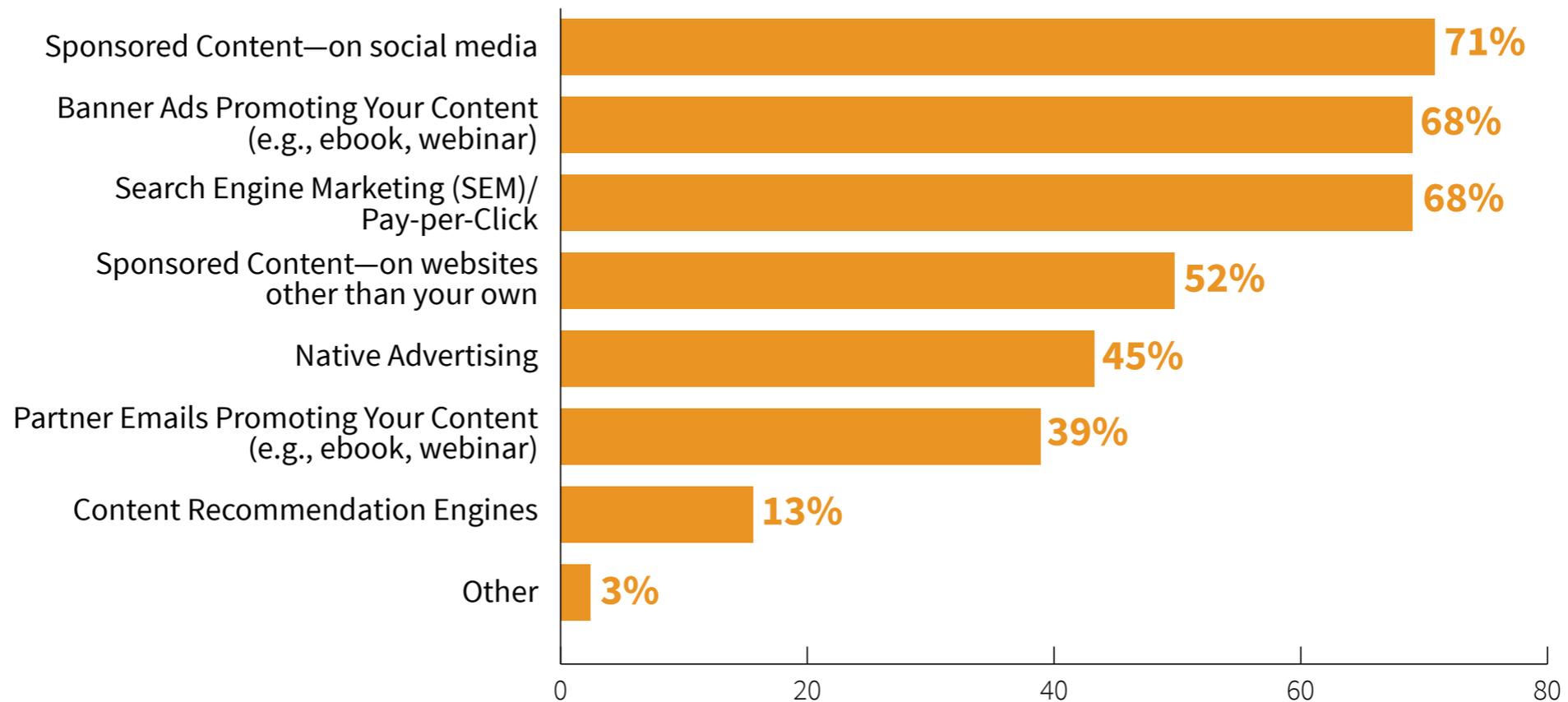
Base: Enterprise content marketers whose organizations used paid methods in the last 12 months. Aided list; multiple responses permitted.

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BUDGETS & SPENDING

Enterprise content marketers say their organization increased spending on content creation more so than other areas of content marketing in the last 12 months.

Areas Where Enterprise Marketers Increased Content Marketing Spending in the Last 12 Months

Category	Percentage
Content Creation	54%
Content Marketing Staff	33%
Paid Content Distribution	33%
Content Marketing Technology	32%
Content Marketing Outsourcing	22%
Unsure	14%

(x-axis: 0, 20, 40, 60, 80)

The top three skills sought by those who increased spending on content marketing staff:

▶ Marketing 74%
▶ Business/Strategy 38%
▶ Journalism 28%
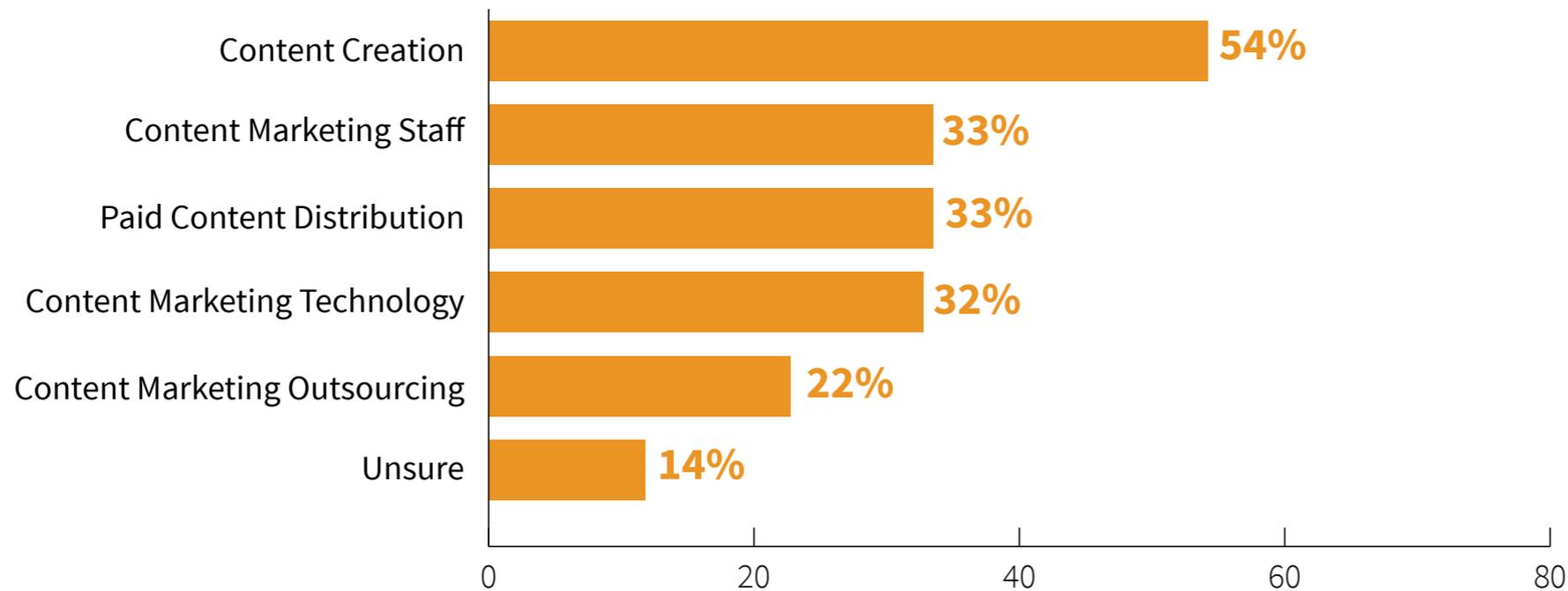
Note: 13% of respondents indicated their organization did not increase content marketing spending in the last 12 months.

Base: Enterprise content marketers whose organizations increased spending in the last 12 months; aided list; multiple responses permitted.

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47% of enterprise marketers expected their content marketing budget to increase in 2019.

Enterprise Marketers' Expected Change in 2019 Content Marketing Budget Compared With 2018
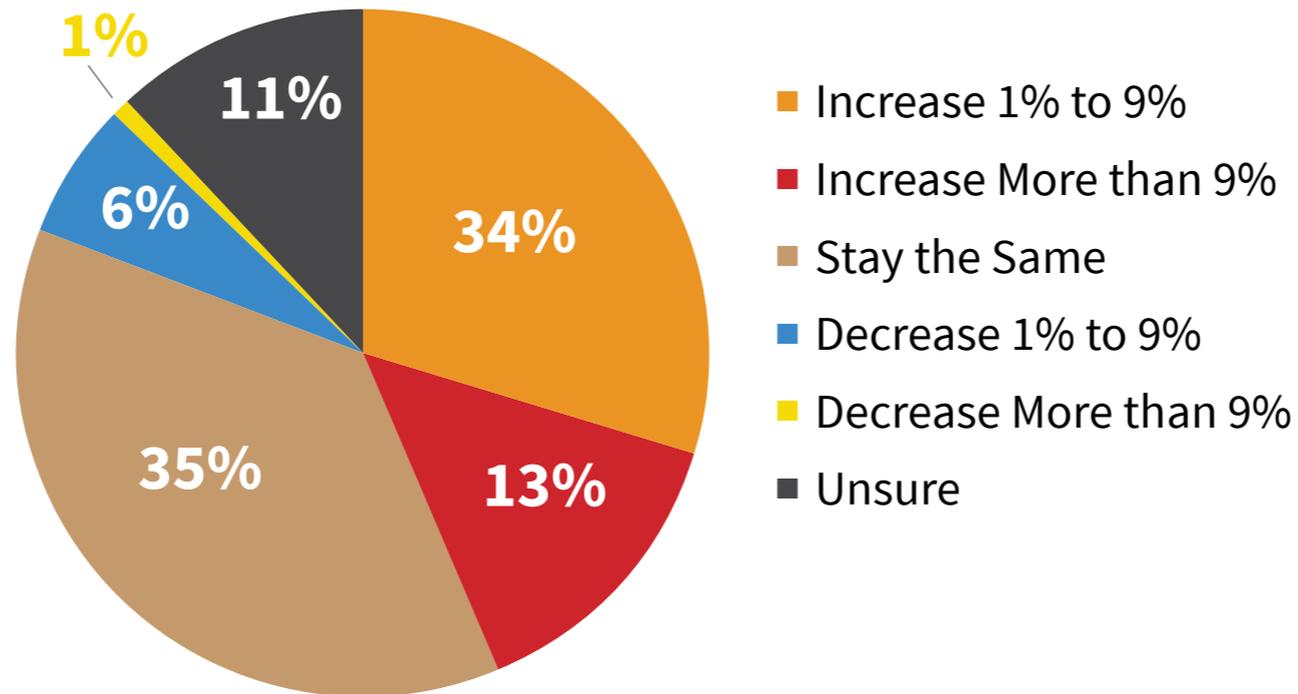
1%

11%

6%

34%

35%

13%

- Increase 1% to 9%
- Increase More than 9%
- Stay the Same
- Decrease 1% to 9%
- Decrease More than 9%
- Unsure

Base: Enterprise content marketers; aided list.

Enterprise Content Marketing 2019 Benchmarks—Content Marketing Institute/MarketingProfs

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GOALS & METRICS

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79% of enterprise marketers report their organization has used content marketing successfully over the last 12 months to create brand awareness.

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

Goal	Percentage
Create brand awareness	79%
Educate audience(s)	70%
Generate demand/leads	63%
Build credibility/trust	62%
Nurture subscribers/audience/leads	58%
Drive attendance to one or more in-person events	53%
Build loyalty with existing clients/customers	53%
Support the launch of a new product	49%
Generate sales/revenue	39%
Build a subscribed audience	37%

Note: 2% said none of the above.

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

Enterprise Content Marketing 2019 Benchmarks—Content Marketing Institute/MarketingProfs

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45% of enterprise content marketers report their organization measures content marketing ROI.

Proportion of Enterprise Marketers
That Measure Content Marketing ROI
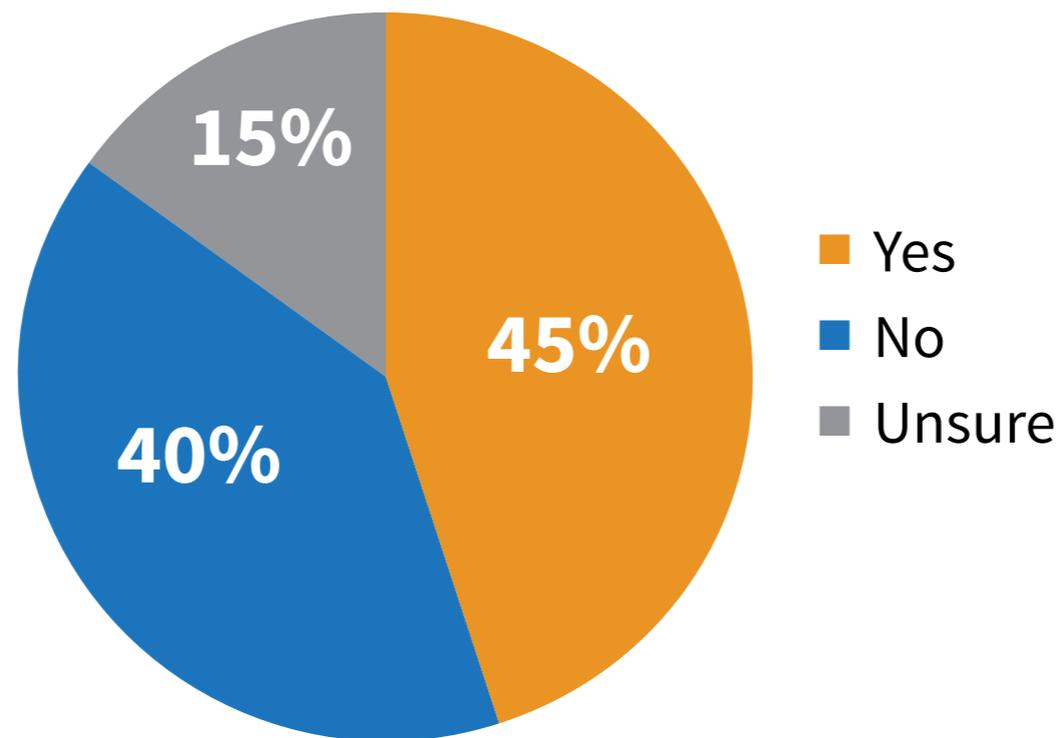
15%

45%

40%

■ Yes

■ No

■ Unsure

Base: Enterprise content marketers.

Enterprise Content Marketing 2019 Benchmarks—Content Marketing Institute/MarketingProfs

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22% of enterprise marketers say their teams are extremely/very proficient with using the metrics they've selected to monitor content marketing success.

How Enterprise Content Marketers Rate Their Proficiency With Using Selected Metrics

- 22% — Extremely/Very Proficient
- 41% — Somewhat Proficient
- 34% — Not Very/Not At All Proficient
- 3% — Unsure
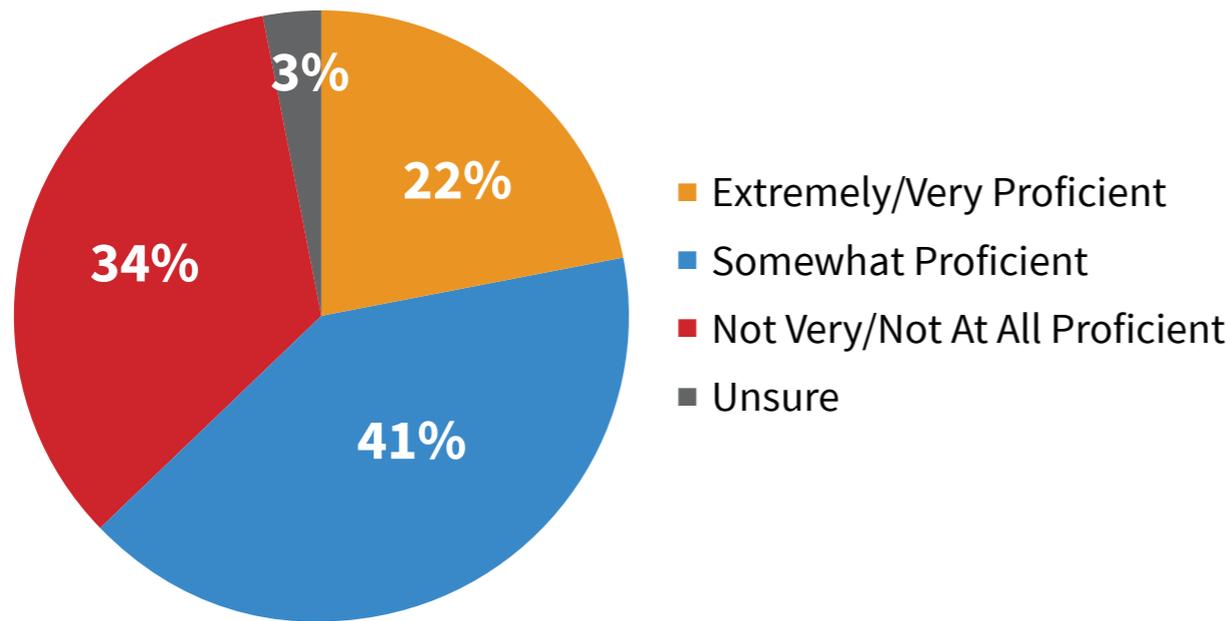
Base: Enterprise content marketers whose organizations use metrics to measure content marketing performance; aided list.

Enterprise Content Marketing 2019 Benchmarks—Content Marketing Institute/MarketingProfs

There are many metrics and techniques available for measuring content marketing results. The key is to identify the metrics that will yield the most meaningful insights based on specific goals.

This chart shows how enterprise content marketers rate their teams' proficiency with using the metrics they've selected. Those reporting low proficiency may have a need for additional resources (e.g., training or the addition of skilled staff) or they may need to reevaulate which metrics to use.

ISSUES OF IMPORTANCE & UNIQUE CHALLENGES

Enterprise marketers say changes to SEO/search algorithms is a top content marketing issue of importance to their organization.

Top 5 Content Marketing Issues That Were Important to Enterprise Organizations in 2018
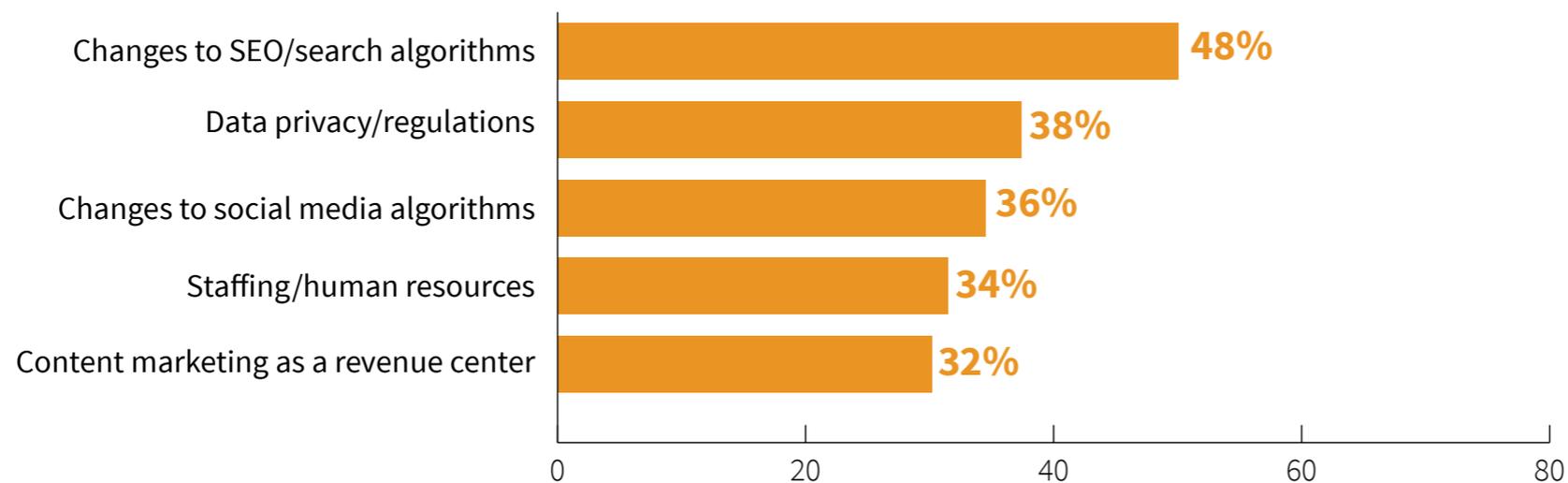
Issue	Percentage
Changes to SEO/search algorithms	48%
Data privacy/regulations	38%
Changes to social media algorithms	36%
Staffing/human resources	34%
Content marketing as a revenue center	32%

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

Enterprise Content Marketing 2019 Benchmarks—Content Marketing Institute/MarketingProfs

Other issues cited:
AI Technologies (18%); Content Security (e.g., HTTPS encryption, ID theft) (14%); Public's Trust Issues with Media (11%); Preparing Content for Voice Search (10%); Unsure (7%); and Other Issues (4%).

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Three out of four (74%) enterprise content marketers report their organization is challenged with coordinating content marketing efforts among multiple departments and brands.

Unique Challenges Enterprise Content Marketers Face

Challenge	Percent
Coordinating content marketing efforts among multiple departments and brands	74%
Too many departmental silos	60%
Technology integration (e.g., marketing automation, CRM systems)	50%
Ability to be agile when change is needed	49%
Consistency with messaging	45%
Ongoing need to "sell the benefits" of content marketing throughout the enterprise	36%
Corporate content marketing directives inappropriate for brand audience	35%
Translation and localization issues	31%
Government regulations	17%

Note: 2% said enterprise organizations face the same content marketing challenges as any organization.

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

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Enterprise Content Marketing 2019: Benchmarks, Budgets, and Trends—North America was produced by **Content Marketing Institute** and sponsored by **Seismic**.

The ninth annual CMI/MarketingProfs content marketing survey, from which the results of this report were generated, was mailed electronically to a sample of marketers using lists from Content Marketing Institute, MarketingProfs, The Association for Data-driven Marketing & Advertising (ADMA), WTWH Media, and UBM Technology Group.

A total of 1,947 recipients from around the globe—representing a full range of industries, functional areas, and company sizes—replied to the survey during June and July 2018. This report presents the findings from the 236 respondents who indicated their organization is a for-profit enterprise (1,000+ employees) in North America.

Additional reports based on the annual survey are available at www.contentmarketinginstitute.com/research. Special thanks to MarketingProfs for their assistance with the annual survey and the B2B and B2C content marketing reports.

Nature of Enterprise Organization

- 67%
- 20%
- 13%
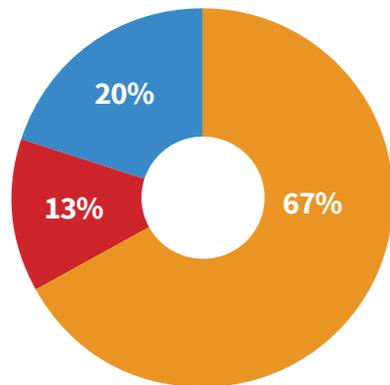
■ B2B
■ B2C
■ Both B2B and B2C

Enterprise Industry Classification

- 23%
- 18%
- 10%
- 9%
- 7%
- 5%
- 28%
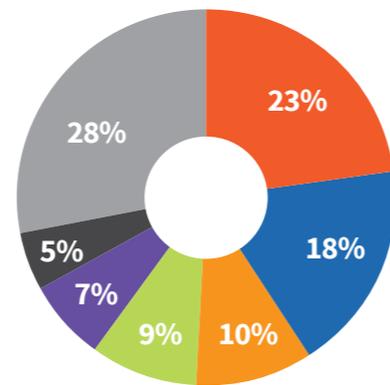
■ Technology/IT/Software/Hardware
■ Manufacturing
■ Financial Services
■ Healthcare/Medical/Pharmaceuticals
■ Insurance
■ Professional Services
■ Other

Enterprise Content Marketing Job Title/Function

- 50%
- 20%
- 13%
- 5%
- 12%
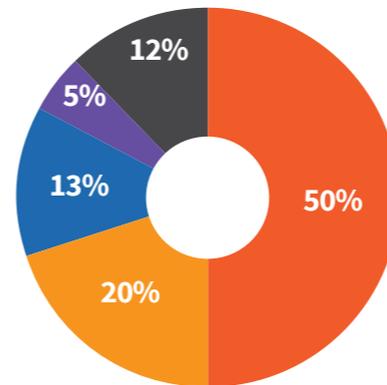
■ Marketing/Advertising/
  Communications/PR Management
■ Content Creation/Management
  (Writer/Creative Director/Editor)
■ Marketing—Staff/Support/Administration
■ General Management (GM, VP)
■ Other

Note: This year's methodology differs from prior years. This year, we qualified respondents based on whether their organization has been using content marketing for at least one year, and whether they are a content marketer, someone who is involved with the content marketing function, and/or someone to whom content marketing reports.

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Thanks to all the survey participants and distribution partners 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 September in Cleveland, Ohio, USA, and ContentTECH Summit event is held every spring. CMI publishes the quarterly magazine Chief Content Officer, 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 UBM, which in June 2018 combined with Informa PLC to become a leading B2B information services group and the largest B2B Events organizer in the world. To learn more and for the latest news and information, visit www.ubm.com and www.informa.com.

About MarketingProfs

MarketingProfs is the most trusted name in marketing education, giving marketers worldwide the tools and training they need to exceed their goals. Its on-demand training, live online events, and in-person conferences help individuals, small teams, and large teams increase efficiency, productivity, and (best of all!) revenue. Find out how learning can change your life: marketingprofs.com.

About Seismic

Seismic is the recognized leader in sales and marketing enablement, equipping global sales teams with the knowledge, messaging, and automatically personalized content proven to be the most effective for any buyer interaction. Powerful content intelligence and analytics enable marketers to prove and improve their impact on the bottom line, revealing what is really driving revenue and what needs to be adjusted. The result for more than 500 global enterprises including IBM, American Express, PayPal, and Quest Diagnostics is better win rates, larger deals, and higher customer retention. Seismic is headquartered in San Diego with additional offices in North America, Europe, and Australia.
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