

2016

STATE OF CONTENT MARKETING

Survey Summary Report



Monthly Research Series Conducted in Partnership with Leading Marketing Solution Providers

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Survey Summary Report

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2016 STATE OF CONTENT MARKETING

Creating compelling content of interest to prospects and customers is one of the hallmarks of a successful content marketing strategy.

But what else are savvy companies doing to achieve content marketing success?

To find out, Ascend2 and our Research Partners fielded the State of Content Marketing Survey. We thank the participants of this survey for sharing their valuable insights about this important marketing topic with us, and you.

The charts in this edition of the study titled the *2016 State of Content Marketing Survey Summary Report* represent the average of all market segments responding to the survey. Specific segments from the survey are reported on separately and exclusively by our participating Research Partners.

This research has been produced for your use. Put it to work in your own marketing strategy. Clip the charts and write about them in your blog or post them on social media. Please share this research credited as published.

Methodology

Ascend2 benchmarks the performance of popular digital marketing technologies and strategies using a standardized questionnaire and proprietary 3-Minute Survey format.

This survey was fielded to a panel of marketing influencers during the week of June 5, 2016. The 219 respondents are representative of the following:

Number of Employees

More than 500	30%
50 to 500	32%
Fewer than 50	38%

Role in the Company

Owner / Partner / CXO	30%
VP / Director / Manager	57%
Non-Management	13%

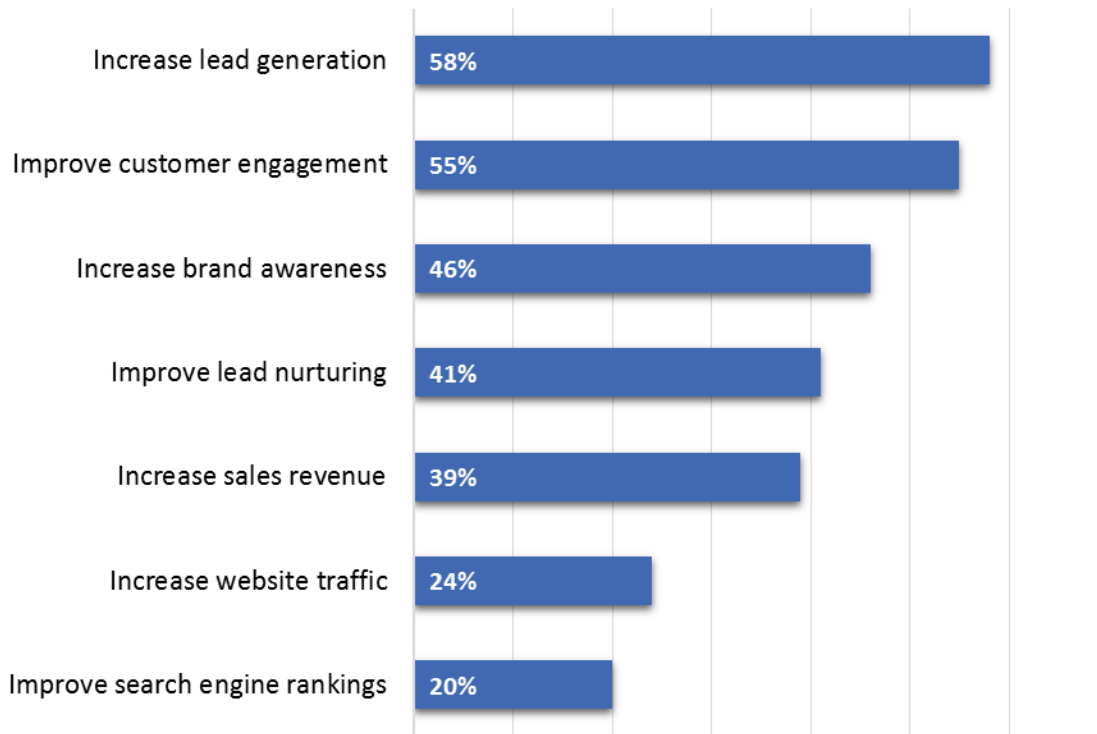
Primary Marketing Channel

B2B	69%
B2C	16%
B2B and B2C Equally	15%

MOST IMPORTANT STRATEGIC GOALS

Increasing lead generation and improving customer engagement are top priorities for 58% and 55% of companies respectively. The more engaged a prospective customer is with your content, the more likely they are to download it and convert to a lead.

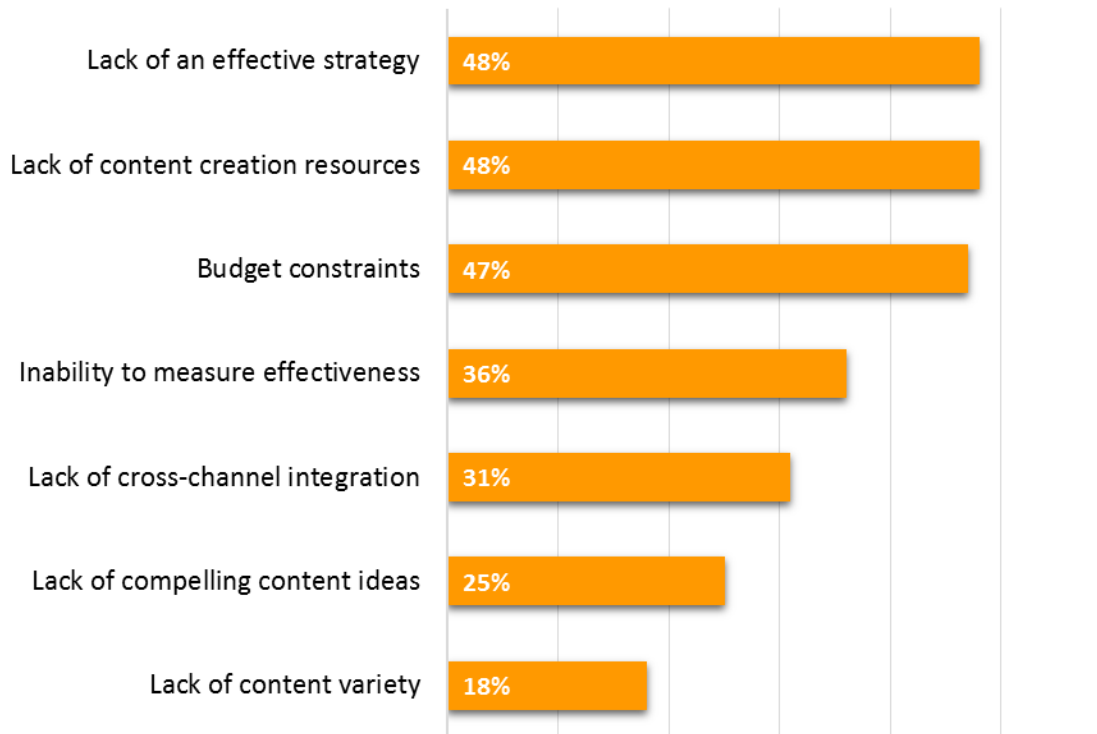
What are the MOST IMPORTANT GOALS of a content marketing strategy?



MOST SIGNIFICANT SUCCESS BARRIERS

Lack of an effective content marketing strategy and the resources required to create compelling content are often caused by the third most significant barrier to success – budget constraints.

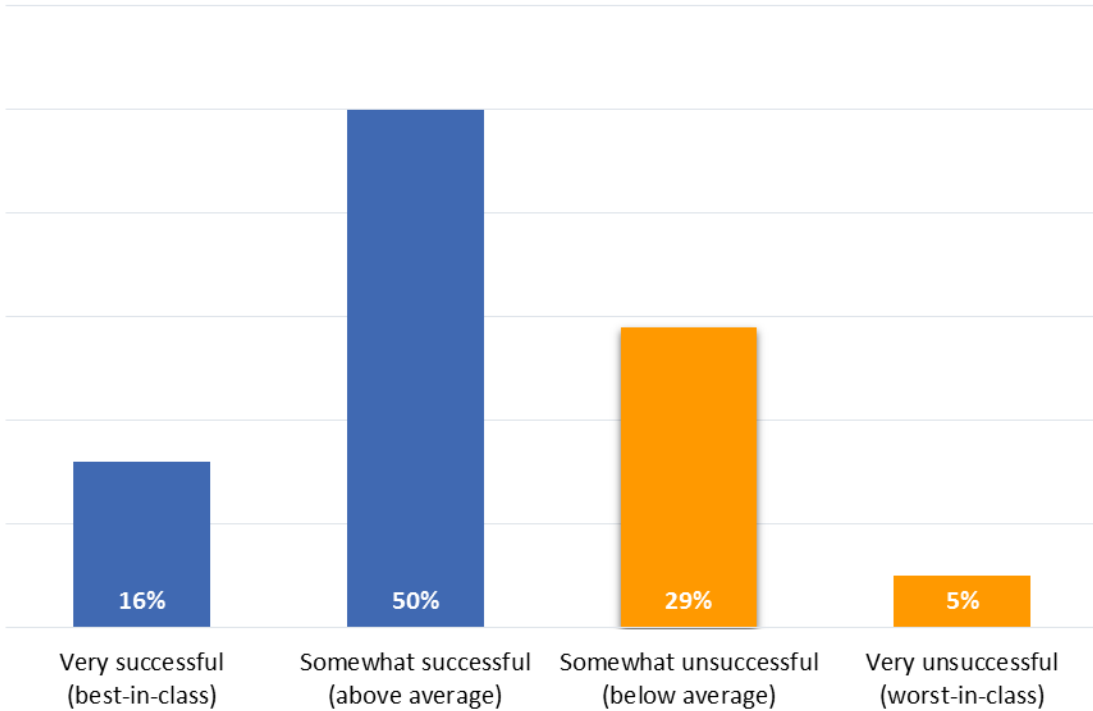
What are the MOST SIGNIFICANT BARRIERS to achieving important goals?



RATING COMPETITIVE SUCCESS

66% of companies consider their content marketing successful. But content marketing is a time-consuming tactic that requires a commitment from marketing leaders and their teams to compete with the top 16% for best-in-class status.

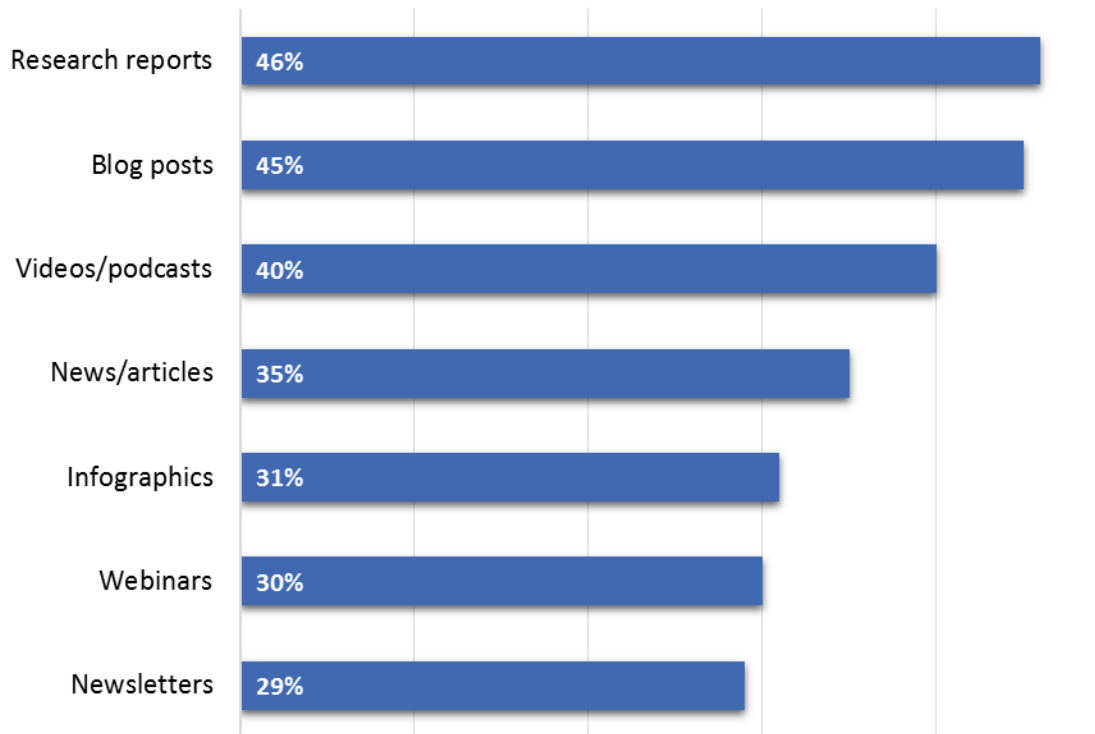
Which best describes the SUCCESS of your content marketing strategy compared to competitors?



MOST EFFECTIVE CONTENT USED

Fact-based content such as research reports are at the top of the list for most effective types of content. Posting content on a blog is a well established method for the continuous engagement of prospects and customers with timely information.

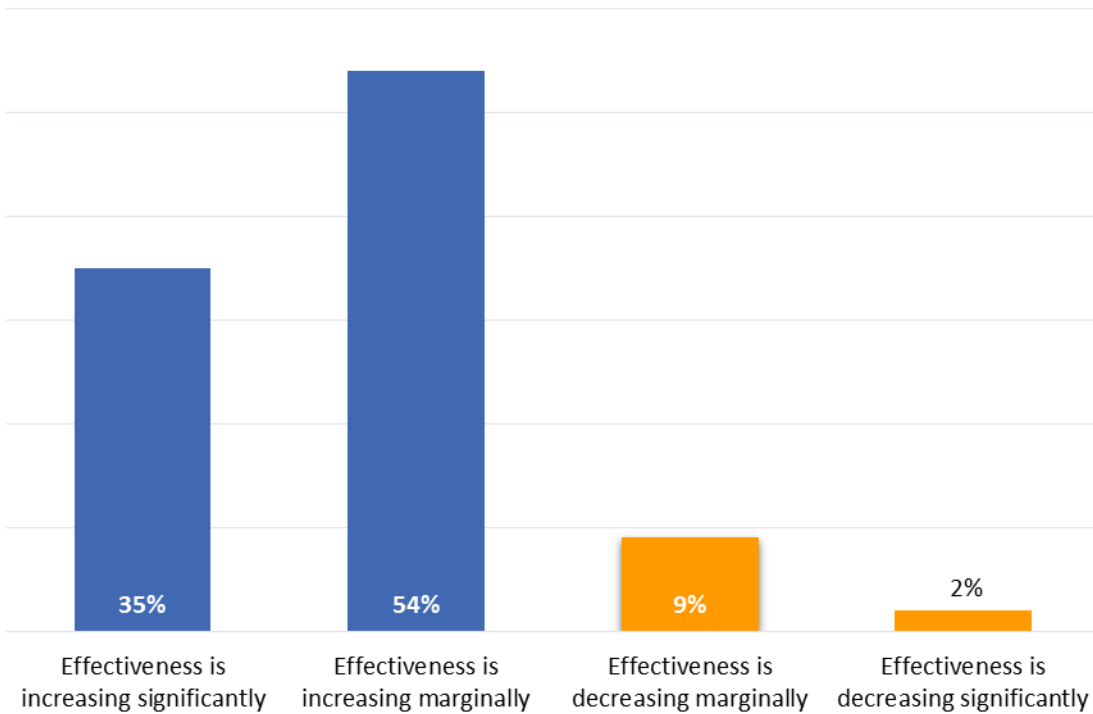
What are the MOST EFFECTIVE types of content used?



HOW EFFECTIVENESS IS CHANGING

A noteworthy share of companies (89%) say the effectiveness of their content marketing program is increasing, with more than one-third (35%) describing it as “increasing significantly”.

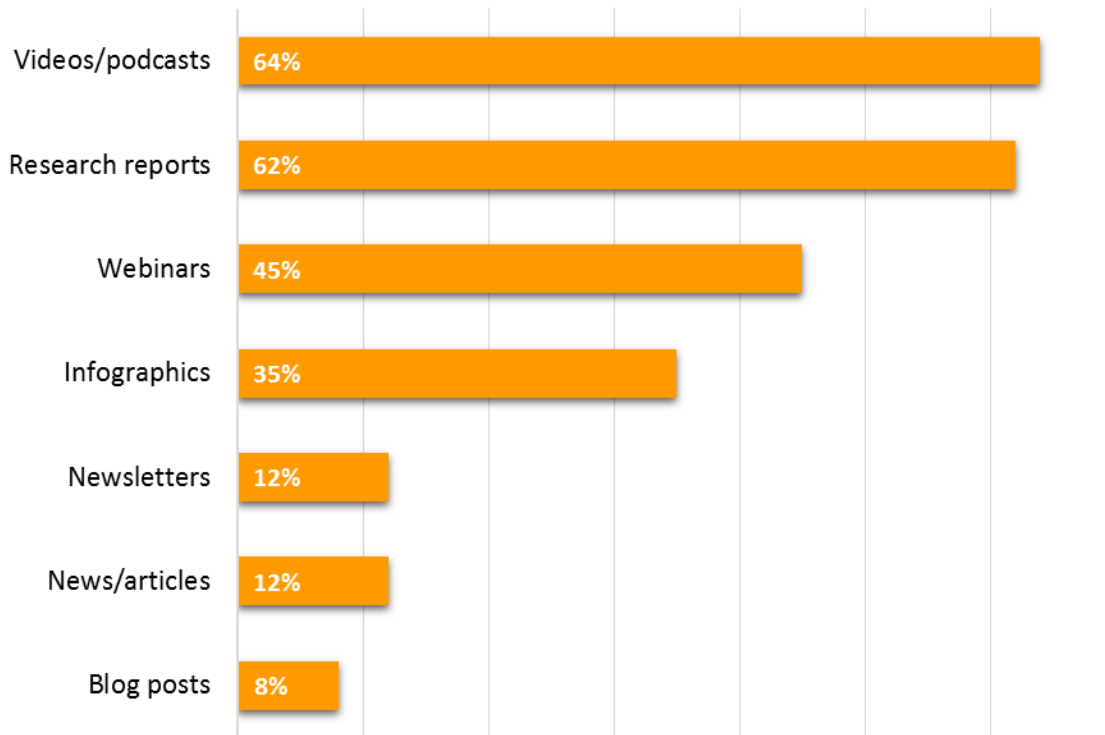
To what extent is content marketing EFFECTIVENESS CHANGING?



MOST DIFFICULT CONTENT TO CREATE

The most difficult types of content to create, such as videos/podcasts (64%) and research reports (62%), often require resources and capabilities not available in-house.

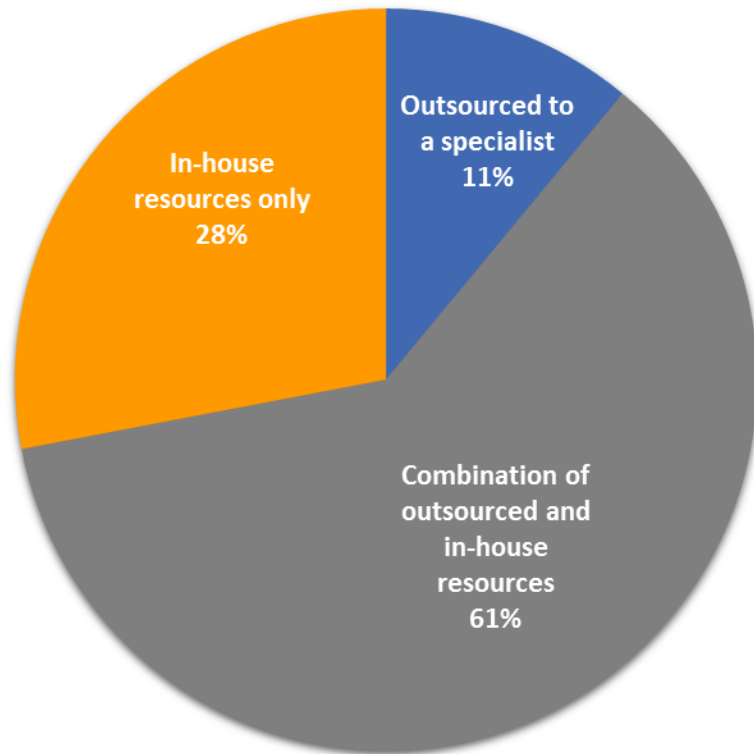
What are the MOST DIFFICULT types of content to create?



RESOURCES USED TO CREATE CONTENT

The degree of difficulty required to create many types of content is driving the need to outsource content creation. 72% of companies outsource all or part of their content creation, allowing them to access specialized resources and capabilities not available in-house.

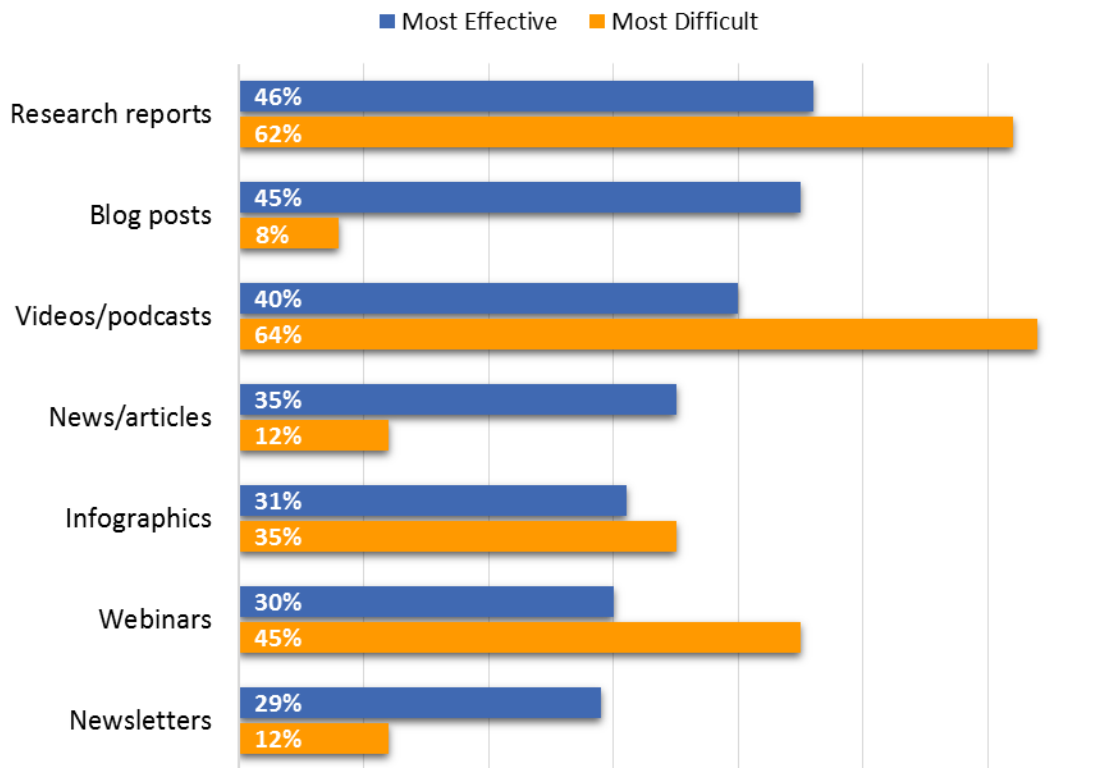
Which best describes the RESOURCES USED to create content?



EFFECTIVENESS VERSUS DIFFICULTY

Lack of an effective strategy is the top obstacle to content marketing success. Planning an effective strategy requires a balance of what is most effective with what is realistic to create.

Most effective versus most difficult types of content.



RESEARCH-BASED DEMAND GENERATION

Research Partner Programs rapidly deliver research-based content and a guaranteed number of leads in two simple steps:

1. Choose marketing topics of interest to your target market.
2. Choose an exclusive data segment for each marketing topic.
 - Successful Strategy Benchmarks
 - Leadership Benchmarks
 - B2B Benchmarks
 - B2C Benchmarks
 - Enterprise Benchmarks
 - SMB Benchmarks
 - Agency Benchmarks
 - Complex Sale Benchmarks and more!

A Few of the Leading Marketing Solution Providers that Partner with Ascend2.



According to a CMO Council study, research is the most influential type of content marketers use. Research-Based Demand Generation is a process we developed to generate leads using research content of interest to your target customers, and nurture those leads to sales-ready status in the name of your brand.

As a marketing software or data company, or digital marketing agency, your prospective customers are marketing influencers with an interest in the facts about improving marketing performance; and facts are what our research provides.

Our unique process enables us to provide the quick-win turnkey programs and longer term demand generation needed to achieve your goals.

ABOUT ASCEND2

Research-Based Demand Generation for Marketing Solution Providers

Marketing software and data companies, and digital marketing agencies, partner with Ascend2 to reliably generate demand and supplement marketing content for their firms. Our Research Partner Programs are transparent – focusing entirely on your brand and the interests of your market.

Learn more at Ascend2.com

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