B2C
CONTENT MARKETING
2017 Benchmarks, Budgets, and Trends—North America
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</table>
Greetings Marketers,

Welcome to B2C Content Marketing Benchmarks, Budgets, and Trends—North America. This is our fifth year reporting on how B2C marketers approach content marketing. Earlier this fall, we released our companion report on B2B marketing, now in its seventh year.

A lot has changed since we launched our first content marketing survey in 2010. This year, we redesigned the survey to dig deeper into how marketers are operating in the maturing content marketing industry. We were encouraged to see that 63% of B2C marketers report their organizations are much more or somewhat more successful with content marketing than they were one year ago.

What about the B2C marketers who indicated their success was stagnant? The top two reasons cited were strategy issues (lack of strategy, developing/adjusting strategy) and not enough time for content marketing. In addition, only 52% agreed that their leadership team gives them ample time to produce content marketing results.

The fact is, everything about content marketing takes time. It takes time to develop a strategy … time to develop and distribute quality content … time to evaluate what’s working and what isn’t … and time to see results. We hope these research insights will be helpful as you consider how much time to invest in content marketing—and where to spend it—in the year ahead.

Yours in content,

Joe & Ann

Joe Pulizzi
Founder
Content Marketing Institute

Ann Handley
Chief Content Officer
MarketingProfs
### This Year’s B2C Content Marketing Top Performers At-A-Glance

<table>
<thead>
<tr>
<th>Comparison</th>
<th>Most Successful</th>
<th>All Respondents</th>
<th>Least Successful</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization is clear on what an effective or successful content marketing program looks like</td>
<td>80%</td>
<td>40%</td>
<td>13%</td>
</tr>
<tr>
<td>Organization is extremely/very committed to content marketing</td>
<td>90%</td>
<td>60%</td>
<td>37%</td>
</tr>
<tr>
<td>Describes organization’s content marketing maturity as sophisticated/mature</td>
<td>65%</td>
<td>30%</td>
<td>5%</td>
</tr>
<tr>
<td>Has a documented content marketing strategy</td>
<td>63%</td>
<td>40%</td>
<td>20%</td>
</tr>
<tr>
<td>Content marketing strategy is extremely/very effective</td>
<td>78%</td>
<td>35%</td>
<td>5%</td>
</tr>
<tr>
<td>Measures content marketing ROI</td>
<td>91%</td>
<td>75%</td>
<td>54%</td>
</tr>
<tr>
<td>Percentage of total marketing budget allocated to content marketing (average)</td>
<td>38%</td>
<td>26%</td>
<td>21%</td>
</tr>
<tr>
<td>Agrees that organization is realistic about what content marketing can achieve</td>
<td>90%</td>
<td>69%</td>
<td>52%</td>
</tr>
<tr>
<td>Always/frequently considers how their content impacts overall experience a person has with their organization</td>
<td>90%</td>
<td>71%</td>
<td>50%</td>
</tr>
<tr>
<td>Always/frequently delivers content consistently</td>
<td>87%</td>
<td>61%</td>
<td>36%</td>
</tr>
<tr>
<td>Agrees that leadership gives ample time to produce results</td>
<td>75%</td>
<td>52%</td>
<td>38%</td>
</tr>
</tbody>
</table>

**Chart term definitions:** A top performer (aka, “most successful”) is one who characterizes his or her organization’s overall content marketing approach as extremely or very successful. The “least successful” characterize their organization’s approach as minimally or not at all successful.

---

2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
30% Are in the sophisticated/mature phase of content marketing maturity

49% Have small content marketing teams serving the entire organization

42% Have experienced management changes that have had a positive impact on the organization’s content marketing
Does your organization use content marketing?

Content marketing is defined as “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.”

Note: Of the 14% nonusers, 51% said they plan to launch a content marketing effort within 12 months; 46% had no immediate plans to begin using content marketing; and 3% had used content marketing in the past but stopped.

Base = B2C marketers.

Percentage of B2C Marketers Using Content Marketing

- Yes: 86%
- No: 14%

2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
How would you describe your organization’s content marketing maturity level?

**How B2C Marketers Assess Their Organization’s Content Marketing Maturity Level**

<table>
<thead>
<tr>
<th>Level</th>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sophisticated</td>
<td>6%</td>
<td>Providing accurate measurement to the business, scaling across the organization</td>
</tr>
<tr>
<td>Mature</td>
<td>24%</td>
<td>Finding success, yet challenged with integration across the organization</td>
</tr>
<tr>
<td>Adolescent</td>
<td>32%</td>
<td>Have developed a business case, seeing early success, becoming more sophisticated with measurement and scaling</td>
</tr>
<tr>
<td>Young</td>
<td>22%</td>
<td>Growing pains, challenged with creating a cohesive strategy and a measurement plan</td>
</tr>
<tr>
<td>First Steps</td>
<td>14%</td>
<td>Doing some aspects of content, but have not yet begun to make content marketing a process</td>
</tr>
</tbody>
</table>

2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Content marketers; aided list.
How is content marketing structured within your organization?

B2C Content Marketing Organizational Structure

- Centralized content marketing group that works with multiple brands/product lines throughout the organization: 21%
- Each brand (product line/property) has its own content marketing team: 8%
- Both: A centralized group as well as individual teams throughout the organization: 18%
- Small (or one-person) marketing/content marketing team serves the entire organization: 49%
- Other: 3%

2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Content marketers; aided list.
Has your organization undergone any management and/or structural changes over the last 12 months that have impacted your content marketing approach?

**B2C Management Changes Impacting Content Marketing**

- 42% Yes, had a positive impact
- 9% Yes, had a negative impact
- 47% No changes

*Base = Content marketers; aided list.*
CLARITY, COMMITMENT & OVERALL SUCCESS

60% Are extremely or very committed to content marketing

25% Are extremely or very successful with their overall approach to content marketing

63% Are much more or somewhat more successful with content marketing than they were one year ago
In your organization, is it clear what an effective or successful content marketing program looks like?

Percentage of B2C Marketers Whose Organizations Have Clarity on Content Marketing Success

- Yes: 40%
- No: 33%
- Unsure: 26%

Base = Content marketers; aided list.

2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
How would you describe your organization’s commitment level to content marketing?

B2C Organizations’ Commitment to Content Marketing

- Very Committed: 42%
- Extremely Committed: 18%
- Somewhat Committed: 31%
- Not Very Committed: 7%
- Not At All Committed: 1%

Base = Content marketers; aided list.

2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
How would you characterize the success of your organization’s current overall content marketing approach?

**How B2C Marketers Rate the Success of Their Organizations’ Overall Content Marketing Approach**

- **21%** Very Successful
- **45%** Moderately Successful
- **27%** Minimally Successful
- **3%** Not at All Successful
- **4%** Extremely Successful

**Note:** The survey defined success as achieving your organization’s desired/targeted results. This report defines the Top 2 respondents (extremely/very) as “most successful” or “top performers,” and the Bottom 2 (minimally/not at all) as “least successful.”

*Base = Content marketers; aided list.*

2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
How does the success of your organization’s current overall content marketing approach compare with one year ago?

How B2C Marketers Rate Their Organization’s Content Marketing Approach Compared With One Year Ago

- **45%** Much More Successful
- **23%** Somewhat More Successful
- **18%** About the Same as One Year Ago
- **4%** Somewhat Less Successful
- **1%** Much Less Successful
- **9%** Does Not Apply (program less than one year old)

*Base = Content marketers; aided list.*
CLARITY, COMMITMENT & OVERALL SUCCESS

To what factors do you attribute your organization’s increase in overall success?

Factors Contributing to B2C Marketers’ Increased Success Over the Last Year

- Content Creation (higher quality, more efficient): 77%
- Strategy (development or adjustment): 71%
- Content Marketing Has Become a Greater Priority: 54%
- Content Distribution (better targeting, identification of what works): 53%
- Spending More Time on Content Marketing: 49%
- Content Measurement (growing in ability to show results): 43%
- Management/HR (organizational changes, staffing, new content marketing roles): 41%

Other reasons cited: More Budget for Content Marketing (29%), Content Marketing Technologies/Tools (27%), Content Marketing Training/Education (26%), We Have Given Our Efforts Time to Bear Fruit and Are Now Getting Results (21%), Changes in Our Target Audience(s) (12%), Assistance of Outside Expertise (11%), and Other (4%).

Base = Content marketers who said their organizations’ content marketing success is much/somewhat more successful than one year ago. Aided list; multiple responses permitted.
To what factors do you attribute your organization’s stagnancy in success with content marketing?

**Factors Contributing to B2C Marketers’ Stagnant Success Over the Last Year**

- **Strategy Issues** (lack of strategy, developing/adjusting strategy): 49%
- **Not Enough Time Devoted to Content Marketing**: 48%
- **Content-Creation Challenges**: 37%
- **Management/HR (organizational changes, staffing issues)**: 32%
- **Content Marketing Budget Issues** (inadequate budget, budget cuts): 28%
- **Content Marketing Not Prioritized Highly Enough**: 28%
- **Content Measurement Challenges**: 25%

**Other reasons cited:**

- Content Marketing Technologies/Tools [lack of, or new systems that require a learning curve] (21%)
- Lack of Content Marketing Training/Education (20%)
- Our Program Hasn’t Had Enough Time to Bear Fruit/Produce Results (19%)
- Lack of Adequate or Effective Content Distribution (18%)
- Changes in Our Target Audience(s) (6%)
- Other (8%)

**Note:** Due to the low percentage of marketers who said their organization’s overall content marketing success is somewhat or much less successful compared with one year ago, this report does not include a chart for “Factors Contributing to B2C Marketers’ Decreased Success Over the Last Year.”

*Base = Content marketers who said their organizations’ content marketing success is about the same as one year ago. Aided list; multiple responses permitted.*
Indicate your level of agreement with the following statements concerning content marketing in your organization.

### B2C Marketers’ Opinions About Content Marketing

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree</th>
<th>Neither Agree Nor Disagree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content marketing is an important component of our organization’s marketing program</td>
<td>86%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Our organization is focused on providing an overall exceptional experience for our audience</td>
<td>80%</td>
<td>13%</td>
<td>7%</td>
</tr>
<tr>
<td>Our organization is focused on building audiences (building one or more subscriber bases)</td>
<td>73%</td>
<td>16%</td>
<td>11%</td>
</tr>
<tr>
<td>Our organization is focused more on building long-term relationships than on getting quick (campaign-like) results from our content marketing</td>
<td>71%</td>
<td>13%</td>
<td>16%</td>
</tr>
<tr>
<td>Our organization has realistic expectations about what content marketing can achieve</td>
<td>69%</td>
<td>17%</td>
<td>14%</td>
</tr>
<tr>
<td>Our organization values creativity and craft in content creation and production</td>
<td>69%</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td>We are able to respond quickly when necessary to adjust our content marketing strategy</td>
<td>64%</td>
<td>19%</td>
<td>17%</td>
</tr>
<tr>
<td>Our leadership team gives us ample time to produce content marketing results</td>
<td>52%</td>
<td>26%</td>
<td>22%</td>
</tr>
</tbody>
</table>

*Base = Content marketers; aided list.*
**B2C CONTENT MARKETING**

**CONTENT MARKETING STRATEGY**

40% Have a documented content marketing strategy

76% Say their strategy includes a plan to operate content marketing as an ongoing business process, not simply a campaign

35% Say their strategy is extremely or very effective at helping their organization achieve its current content marketing goals
Does your organization have a content marketing strategy?

Percentage of B2C Marketers Who Have a Content Marketing Strategy

- Yes, and it is documented: 40%
- Yes, but it is not documented: 34%
- No, with no plans to have one within 12 months: 3%
- No, but plan to have one within 12 months: 23%

Base = Content marketers; aided list.

2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
Which of the following elements are included in your content marketing strategy?

**Elements B2C Marketers Include in Their Content Marketing Strategy**

- A plan to operate content marketing as an ongoing business process, not simply a campaign: 76%
- Content mission and a differentiated story/value to deliver: 58%
- Well-defined business goals for content: 57%
- A process to align with other sales/marketing/loyalty initiatives: 56%
- Deep understanding of audience personas: 55%
- A measurement plan to provide both insight and progress toward the business goals: 51%
- The ability to scale over time (i.e., to grow along with your organization): 37%
- Other elements: 18%
- Unsure: 3%

Base = Content marketers who have a content marketing strategy. Aided list; multiple responses permitted.

2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
How effective is your content marketing strategy at helping your organization achieve its current content marketing goals?

How B2C Marketers Rate the Effectiveness of Their Content Marketing Strategy

- **Very Effective**: 28%
- **Extremely Effective**: 7%
- **Moderately Effective**: 53%
- **Minimally Effective**: 12%
- **Not At All Effective**: 0%

Base = Content marketers who have a content marketing strategy; aided list.
How effective is your content marketing strategy compared with one year ago?

<table>
<thead>
<tr>
<th>Rating</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Much More Effective</td>
<td>24%</td>
</tr>
<tr>
<td>Somewhat More Effective</td>
<td>46%</td>
</tr>
<tr>
<td>About the Same as One Year Ago</td>
<td>19%</td>
</tr>
<tr>
<td>Somewhat Less Effective</td>
<td>3%</td>
</tr>
<tr>
<td>Much Less Effective</td>
<td>1%</td>
</tr>
<tr>
<td>Does Not Apply (content marketing strategy is less than one year old)</td>
<td>6%</td>
</tr>
</tbody>
</table>

*Base = Content marketers who have a content marketing strategy; aided list.*
B2C CONTENT MARKETING

CONTENT CREATION & DISTRIBUTION

71% Always/frequently consider how their content impacts the overall experience a person has with their organization.

70% Always/frequently prioritize delivering content quality over quantity.

69% Always/frequently focus on creating content for their audience versus their brand.
Which content marketing tools does your organization currently use?

**B2C Marketers’ Content Marketing Tool Usage**

- Analytics Tools: 78%
- Social Media Calendar: 68%
- Dedicated Email Platform: 63%
- Editorial Calendar: 55%
- Social Media Guidelines: 55%
- Content Management System: 53%
- Brand Style/Tone of Voice Guidelines: 52%

Fewer than 50% of respondents said they use the following tools: Buyer Personas (40%), Media Plan/Paid Advertising Calendar (39%), Measurement KPIs/Dashboard (39%), Marketing Automation Software (27%), Editorial Mission Statement (23%), Content Collaboration/Workflow Software (15%), Content Distribution Software (13%), Digital Asset Management (DAM) System/File Storage (13%), Content Planning/Creation Software (11%), and Other (6%).

Base = Content marketers. Aided list; multiple responses permitted.

2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
Which techniques does your organization use to gain knowledge about its target audience(s)?

### Techniques B2C Marketers Use to Learn About Audience(s)

<table>
<thead>
<tr>
<th>Technique</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keyword Research</td>
<td>59%</td>
</tr>
<tr>
<td>Social Listening</td>
<td>54%</td>
</tr>
<tr>
<td>Website Analysis</td>
<td>54%</td>
</tr>
<tr>
<td>Customer Feedback/Panel</td>
<td>50%</td>
</tr>
<tr>
<td>Competitive Analysis</td>
<td>49%</td>
</tr>
<tr>
<td>A/B Testing</td>
<td>47%</td>
</tr>
<tr>
<td>Employee Feedback</td>
<td>45%</td>
</tr>
<tr>
<td>A/B Testing</td>
<td>47%</td>
</tr>
<tr>
<td>Competitive Analysis</td>
<td>49%</td>
</tr>
<tr>
<td>Customer Feedback/Panel</td>
<td>50%</td>
</tr>
<tr>
<td>Website Analysis</td>
<td>54%</td>
</tr>
<tr>
<td>Social Listening</td>
<td>54%</td>
</tr>
<tr>
<td>Keyword Research</td>
<td>59%</td>
</tr>
</tbody>
</table>

Fewer than 40% of respondents said they use the following techniques: Database Analysis (35%), Secondary Data Analysis (35%), Quantitative Primary Research (33%), Qualitative Primary Research (30%), Auditing Existing Buyer Data (27%), Usability Testing (18%), Expert Advisory Boards (12%), and Other (3%). 4% said they do not use techniques.

*Base = Content marketers. Aided list; multiple responses permitted.*
Compared with 2016, do you expect your organization to produce more, the same amount, or less original content in 2017?

**Expected Change in B2C Content Creation (2016 vs. 2017)**

- **More:** 73%
- **Same Amount:** 21%
- **Less:** 3%
- **Unsure:** 2%

*Base = Content marketers; aided list.*
Which content marketing tactics does your organization use?

**B2C Marketers’ Content Marketing Tactic Usage**

- **Social Media Content**: 85%
- **Blogs**: 75%
- **Email Newsletters**: 75%
- **Video (pre-produced)**: 60%
- **In-Person Events**: 59%
- **Infographics**: 48%
- **Illustrations/Photos**: 45%

**Average Number Used: 7**

Fewer than 40% of respondents said they use the following tactics: Ebooks/White Papers (35%), Interactive Tools (31%), Online Presentations (31%), Webinars/Webcasts (31%), Print Magazines (22%), Mobile Apps (21%), Video [live-streaming media] (16%), Books (16%), Digital Magazines (15%), Print Newsletters (14%), Research Reports (14%), Podcasts (10%), Separate Content Hubs (10%), Virtual Conferences (6%), and Other (13%).

*Base = Content marketers. Aided list; multiple responses permitted.*
Which content marketing tactics that your organization uses will be most critical to its overall content marketing success in 2017?

<table>
<thead>
<tr>
<th>Tactics Used That B2C Marketers Say Will be Most Critical to Content Marketing Success in 2017</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Content</td>
<td>58%</td>
</tr>
<tr>
<td>Blogs</td>
<td>51%</td>
</tr>
<tr>
<td>Email Newsletters</td>
<td>43%</td>
</tr>
<tr>
<td>Video (pre-produced)</td>
<td>34%</td>
</tr>
<tr>
<td>In-Person Events</td>
<td>27%</td>
</tr>
</tbody>
</table>

Fewer than 20% of respondents whose organizations use the following tactics said the tactic will be critical to overall content marketing success in 2017: Ebooks/White Papers (17%), Infographics (15%), Illustrations/Photos (14%), Webinars/Webcasts (14%), Interactive Tools (12%), Online Presentations (10%), Mobile Apps (10%), Video [live-streaming media] (8%), Books (5%), Research Reports (5%), Print Magazines (5%), Digital Magazines (4%), Podcasts (4%), Separate Content Hubs (4%), Print Newsletters (3%), Virtual Conferences (3%), and Other (7%).

Base = Content marketers who use the tactics shown; multiple responses permitted.
How often do you take the following concepts into account while creating content for your organization?

<table>
<thead>
<tr>
<th>Concept</th>
<th>Always/Frequently</th>
<th>Sometimes</th>
<th>Rarely/Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consider how our content impacts the overall experience a person has</td>
<td>71%</td>
<td>21%</td>
<td>8%</td>
</tr>
<tr>
<td>with our organization</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prioritize delivering content quality over content quantity</td>
<td>70%</td>
<td>24%</td>
<td>6%</td>
</tr>
<tr>
<td>Focus on creating content for our audience versus our brand</td>
<td>69%</td>
<td>23%</td>
<td>8%</td>
</tr>
<tr>
<td>Differentiate our content from our competition’s</td>
<td>63%</td>
<td>27%</td>
<td>10%</td>
</tr>
<tr>
<td>Delivered content consistently</td>
<td>61%</td>
<td>27%</td>
<td>12%</td>
</tr>
<tr>
<td>Craft content based on specific points of the buyer’s journey</td>
<td>60%</td>
<td>28%</td>
<td>12%</td>
</tr>
<tr>
<td>Prioritize providing the right content to the right person at the right time</td>
<td>56%</td>
<td>32%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Base: Content marketers; aided list.

2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
Which channels does your organization use to distribute content?

### Channels B2C Marketers Use to Distribute Content

<table>
<thead>
<tr>
<th>Channel</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>89%</td>
</tr>
<tr>
<td>Facebook</td>
<td>89%</td>
</tr>
<tr>
<td>Twitter</td>
<td>73%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>66%</td>
</tr>
<tr>
<td>YouTube</td>
<td>65%</td>
</tr>
<tr>
<td>Instagram</td>
<td>47%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>39%</td>
</tr>
<tr>
<td>Google+</td>
<td>37%</td>
</tr>
<tr>
<td>Print</td>
<td>31%</td>
</tr>
<tr>
<td></td>
<td><strong>Average Number Used:</strong> 6</td>
</tr>
</tbody>
</table>

Fewer than 15% of respondents said they use the following channels: Snapchat (11%), SlideShare (10%), Tumblr (8%), iTunes (5%), Medium (5%), and Other (15%).
How important is each channel your organization uses to its overall content marketing success?

Channels B2C Marketers Use to Distribute Content Rated by Importance to Overall Content Marketing Success

<table>
<thead>
<tr>
<th>Channel</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>91%</td>
</tr>
<tr>
<td>Facebook</td>
<td>68%</td>
</tr>
<tr>
<td>Print</td>
<td>62%</td>
</tr>
<tr>
<td>YouTube</td>
<td>60%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>57%</td>
</tr>
<tr>
<td>Twitter</td>
<td>57%</td>
</tr>
<tr>
<td>Instagram</td>
<td>55%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>42%</td>
</tr>
<tr>
<td>Google+</td>
<td>29%</td>
</tr>
</tbody>
</table>

Note: Percentages comprise marketers who rated each channel a 4 or 5 on a 5-point scale where 5 = Extremely Important and 1 = Not At All Important. Importance ratings for Snapchat, SlideShare, Tumblr, iTunes, and Medium are not reported due to low incidence of use.

Base = Content marketers who use the channels shown; multiple responses permitted.

2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
Which paid methods of content promotion does your organization use in its content marketing efforts?

**Paid Methods B2C Marketers Use to Promote Content**

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Promotion</td>
<td>89%</td>
</tr>
<tr>
<td>Search Engine Marketing</td>
<td>76%</td>
</tr>
<tr>
<td>Print or Other Offline Promotion</td>
<td>68%</td>
</tr>
<tr>
<td>Traditional Online Banner Ads</td>
<td>60%</td>
</tr>
<tr>
<td>Native Advertising</td>
<td>50%</td>
</tr>
<tr>
<td>Content Discovery Tools</td>
<td>29%</td>
</tr>
<tr>
<td>Do Not Use</td>
<td>7%</td>
</tr>
</tbody>
</table>

*Average Number Used: 4*

Base = Content marketers. Aided list; multiple responses permitted.
How effective are the paid methods of content promotion that your organization uses?

Paid Methods B2C Marketers Use to Promote Content Rated by Effectiveness

- Social Promotion: 66%
- Search Engine Marketing: 65%
- Print or Other Offline Promotion: 42%
- Native Advertising: 38%
- Traditional Online Banner Ads: 37%
- Content Discovery Tools: 34%

Note: Percentages comprise marketers who rated each paid method a 4 or 5 on a 5-point scale where 5 = Extremely Effective and 1 = Not At All Effective. The survey defined effectiveness as accomplishing your content marketing objectives.

Base = Content marketers who use the paid methods shown; multiple responses permitted.
GOALS & METRICS

74% Will focus on brand awareness as a content marketing goal over the next 12 months

73% Use website traffic to measure how well their content marketing is producing results

78% Can demonstrate how content marketing has increased audience engagement
Which content marketing goals will your organization focus on over the next 12 months?

Organizational Goals for B2C Content Marketing Over Next 12 Months

- Brand Awareness: 74%
- Engagement: 71%
- Lead Generation: 66%
- Customer Retention/Loyalty: 63%
- Sales: 53%
- Building an Audience via Subscription Growth: 50%

Fewer than 50% of respondents cited the following goals:
Customer Evangelism/Creating Brand Advocates (46%), Lead Nurturing (45%), Upsell/Cross-Sell (30%), Cost Savings (22%), and Other (3%).

Base: Content marketers. Aided list; multiple responses permitted.
Which metrics does your organization use to determine how well its content marketing is producing results?

**B2C Marketers’ Content Marketing Metrics Usage**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Usage Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website Traffic</td>
<td>73%</td>
</tr>
<tr>
<td>Social Media Sharing</td>
<td>66%</td>
</tr>
<tr>
<td>Time Spent on Website</td>
<td>53%</td>
</tr>
<tr>
<td>Sales</td>
<td>53%</td>
</tr>
<tr>
<td>Higher Conversion Rates</td>
<td>50%</td>
</tr>
<tr>
<td>SEO Ranking</td>
<td>50%</td>
</tr>
<tr>
<td>Subscriber/Community Growth</td>
<td>43%</td>
</tr>
</tbody>
</table>

Fewer than 40% of respondents said they use the following metrics: Qualitative Feedback from Customers (38%), Sales Lead Quality (37%), Sales Lead Quantity (32%), Inbound Links (29%), Customer Renewal Rates (27%), Data Capture (26%), Purchase Intent (21%), Brand Lift (21%), and Other (6%). 5% said they do not use metrics.

Base = Content marketers. Aided list; multiple responses permitted.
Which metrics that your organization uses provide truly measurable results of your content marketing efforts?

### Metrics Used That B2C Marketers Say Provide Truly Measurable Results of Content Marketing Efforts

<table>
<thead>
<tr>
<th>Metric</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website Traffic</td>
<td>44%</td>
</tr>
<tr>
<td>Sales</td>
<td>35%</td>
</tr>
<tr>
<td>Higher Conversion Rates</td>
<td>32%</td>
</tr>
<tr>
<td>Social Media Sharing</td>
<td>29%</td>
</tr>
<tr>
<td>SEO Ranking</td>
<td>25%</td>
</tr>
<tr>
<td>Time Spent on Website</td>
<td>25%</td>
</tr>
<tr>
<td>Subscriber/Community Growth</td>
<td>23%</td>
</tr>
<tr>
<td>Sales Lead Quality</td>
<td>21%</td>
</tr>
</tbody>
</table>

Fewer than 20% of respondents whose organizations use the following metrics said the metric provides truly measurable results of their content marketing efforts: Customer Renewal Rates (16%), Sales Lead Quantity (16%), Qualitative Feedback from Customers (14%), Data Capture (10%), Inbound Links (7%), Brand Lift (6%), Purchase Intent (5%), and Other (2%). 5% said none of the metrics they use provide truly measurable results.

*Base = Content marketers who use the metrics shown; multiple responses permitted.*

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At which phases of the buyer’s journey does your organization measure content marketing ROI?

**Phases of Buyer’s Journey Where B2C Marketers Measure Content Marketing ROI**

- **Top-of-funnel**
  - Lead generation
  - Building an audience
  - 39%

- **Mid-funnel**
  - Developing relationships with qualified leads and existing customers
  - 37%

- **Bottom-of-funnel**
  - Conversions
  - Sales
  - 45%

- **Post-sales**
  - Retention
  - Upsell/Cross-Sell
  - Loyalty
  - Evangelism
  - 29%

- **Do not measure content marketing ROI**
  - 25%

Base = Content marketers. Aided list; multiple responses permitted.
Indicate your level of agreement with each statement concerning the content marketing metrics used in your organization.

**B2C Marketers’ Metrics Agreement Statements**

*I/my team can demonstrate how content marketing has…*

- **Increased audience engagement**: 78% Agree, 15% Neither Agree Nor Disagree, 7% Disagree
- **Increased our number of leads**: 67% Agree, 21% Neither Agree Nor Disagree, 12% Disagree
- **Increased our sales**: 63% Agree, 23% Neither Agree Nor Disagree, 14% Disagree
- **Decreased our cost of customer acquisition**: 36% Agree, 40% Neither Agree Nor Disagree, 24% Disagree

*Base = Content marketers who use metrics to determine content marketing results; aided list.*
### B2C Content Marketing

#### Budgets & Spending

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>26%</td>
<td>Is the average proportion of total marketing budget that is spent on content marketing</td>
</tr>
<tr>
<td>42%</td>
<td>Plan to increase their content marketing spending over the next 12 months</td>
</tr>
<tr>
<td>39%</td>
<td>Plan to keep their content marketing spending around the same level over the next 12 months</td>
</tr>
</tbody>
</table>
Approximately what percentage of your organization’s total marketing budget (not including staff) is spent on content marketing?

**Percentage of Total Marketing Budget Spent on B2C Content Marketing**

- 2% 3% 8% 12% 17% 25% 31%

Average: 26%

*Base = Content marketers; aided list.*
How do you expect your organization’s content marketing budget to change in the next 12 months?

B2C Content Marketing Spending (Over Next 12 Months)

- Increase: 42%
- Remain the Same: 39%
- Decrease: 17%
- Unsure: 2%

Base = Content marketers; aided list.
METHODOLOGY/DEMOGRAPHICS

*B2C Content Marketing: 2017 Benchmarks, Budgets, and Trends—North America* was produced by Content Marketing Institute and MarketingProfs and sponsored by Hightail.

The seventh annual 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), and WTWH Media.

A total of 2,562 recipients from around the globe—representing a full range of industries, functional areas, and company sizes—completed the survey during July and August 2016. This report presents the findings from the 480 respondents who indicated their organizations primarily sell products/services to consumers (B2C) [31%] or to both consumers and businesses (B2C+B2B) [69%] in North America.

### Industry Classification

- Agency (Advertising, Digital Marketing, Content Marketing, PR, Marcom): 11%
- Retail Trade/Distribution: 14%
- Banking/Accounting/Financial: 14%
- Consulting: 14%
- Healthcare/Medical/Pharmaceuticals: 6%
- Manufacturing: 6%
- Technology: 6%
- Other: 6%
- Total: 100%

### Size of Company (by Employees)

- Micro (Fewer than 10 Employees): 22%
- Small (10-99 Employees): 28%
- Midsize (100-999 Employees): 23%
- Large (1,000+ Employees): 27%
- Total: 100%

### Job Title/Function

- Marketing/Advertising/Communications/PR Management: 21%
- Corporate Management (Owner/President, CEO, CMO): 16%
- Content Creation/Management: 14%
- Marketing – Staff/Support: 7%
- General Management (GM, VP): 6%
- Consultant: 6%
- Other: 5%
- Total: 100%

2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs
Content Marketing Institute and MarketingProfs thank all the survey respondents and the distribution partners who made this survey possible.

About Content Marketing Institute (CMI)

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 the Intelligent Content Conference event is held every spring. CMI publishes the bi-monthly 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, a UBM company. To view all research and to subscribe to our emails, visit www.contentmarketinginstitute.com.

About MarketingProfs

MarketingProfs offers real-world education for modern marketers. More than 600,000 marketing professionals worldwide rely on our free daily publications, virtual conferences, MarketingProfs 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 for more information.

About Hightail

Hightail is how marketers and their creative teams review, improve, and approve great content. Teams easily share and discuss images, videos, infographics, presentations, and other visual files in one place, streamlining creative collaboration and getting their best work in front of audiences faster. Based in Campbell, CA, Hightail serves more than 50 million creative collaborators worldwide. #createbetter with http://www.hightail.com