

IS CONTENT MARKETING TRADITIONAL ADVERTISING'S NEW RIVAL?



Content Marketing is a force to be reckoned with. As companies seek to expand their reach online, budgets for Content Marketing are growing and new tactics and promotion strategies are being explored. Here we dive into the ins-and-outs of Content Marketing, how companies are currently using it, and the budgets that are being allocated to this massive new platform.

WHY SHOULD COMPANIES USE CONTENT MARKETING?

RISK MITIGATION



Content marketing develops trust by providing the buyer with information that will help them make the right decision, thus reducing organizational and personal risk.

LEAD GENERATION



Content drives traffic as well as captures leads through forms.

LEAD NURTURING



As a lead develops, strong content will educate and inform, developing a robust lead nurturing program.

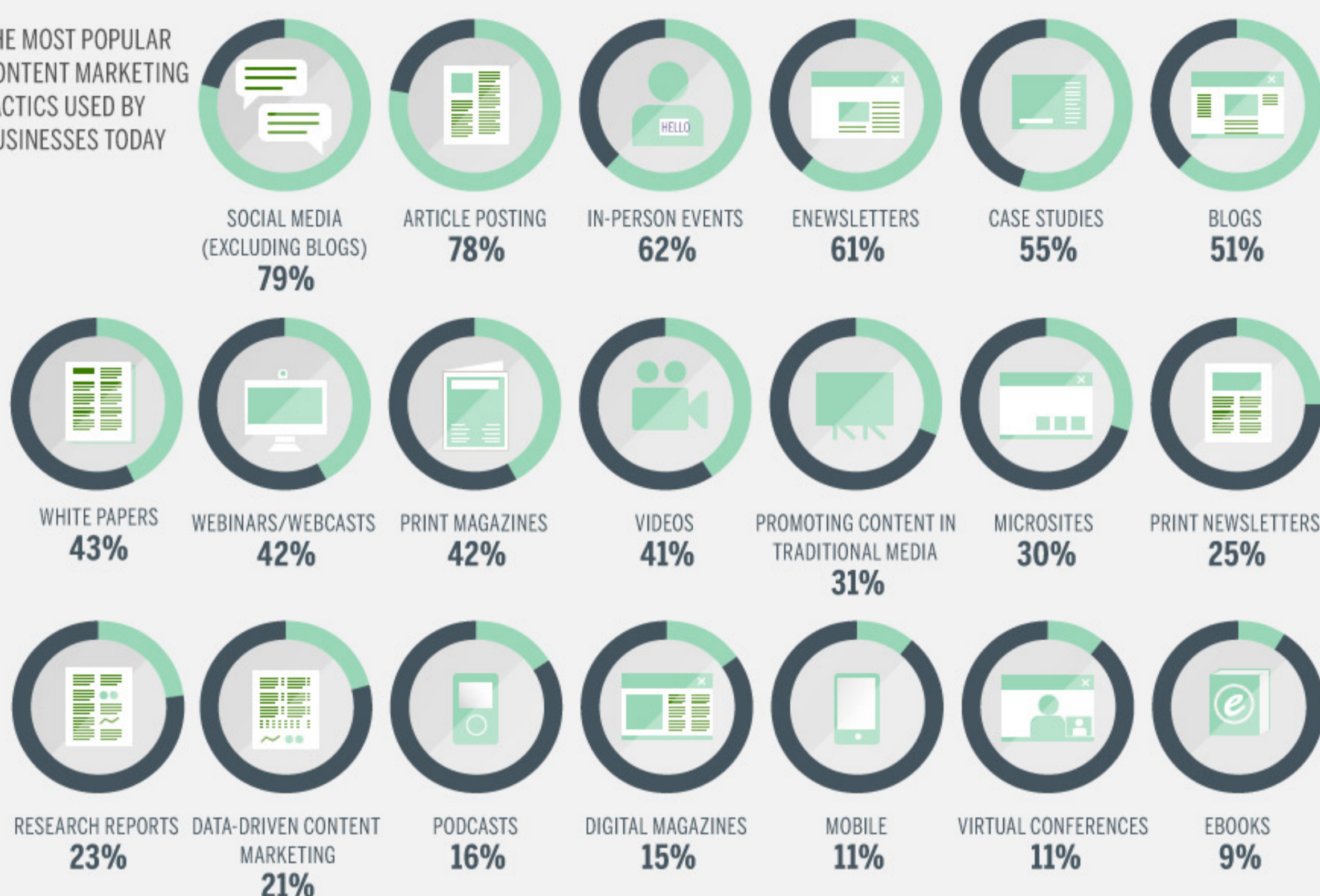
LEAD SCORING



It's based on how a prospect interacts with the content and through nurturing campaigns.

HOW ARE COMPANIES USING IT?

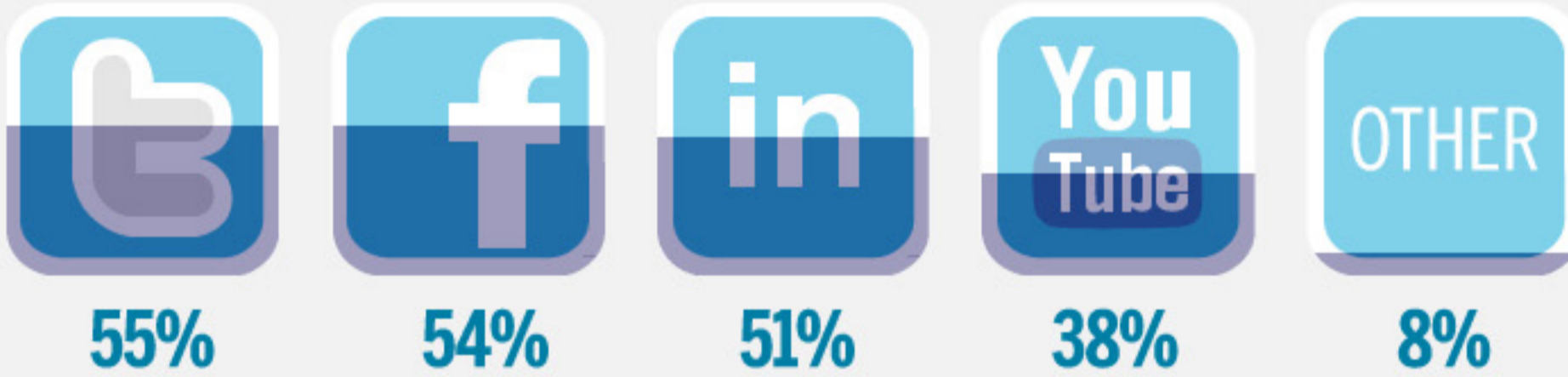
THE MOST POPULAR CONTENT MARKETING TACTICS USED BY BUSINESSES TODAY



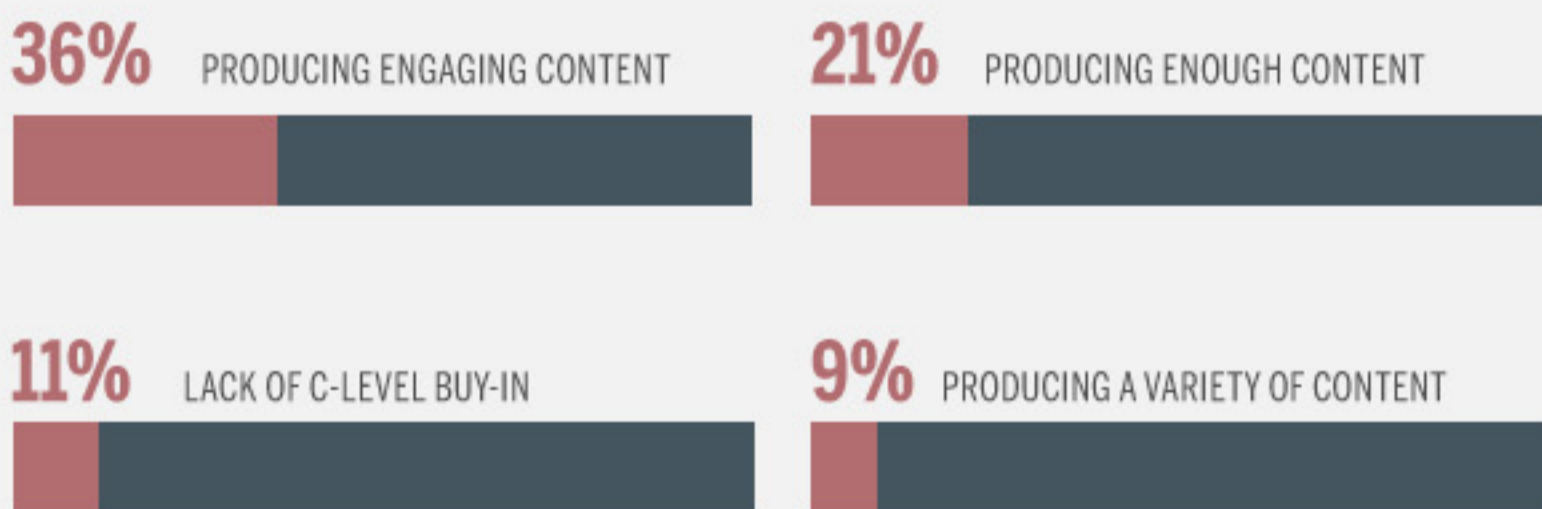
COMPANIES WITH OVER 1,000 EMPLOYEES USE AN AVERAGE OF 9 CONTENT MARKETING TACTICS.

COMPANIES WITH LESS THAN 10 EMPLOYEES SEE AN AVERAGE OF 6 CONTENT MARKETING TACTICS.

PERCENTAGE OF MARKETERS WHO USE THE FOLLOWING SITES TO DISTRIBUTE THEIR CONTENT



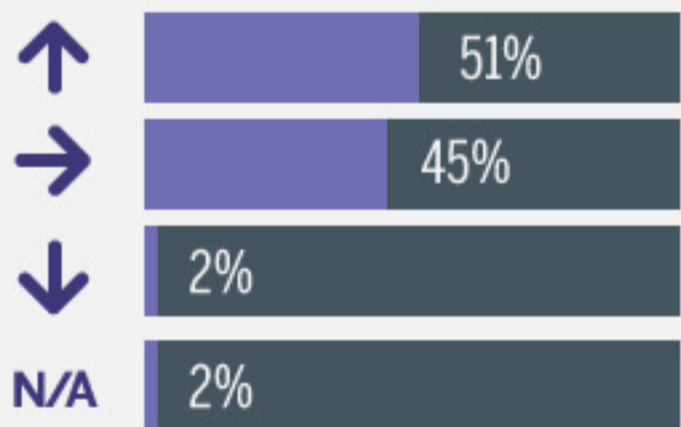
BIGGEST CHALLENGES FACING CONTENT MARKETERS TODAY



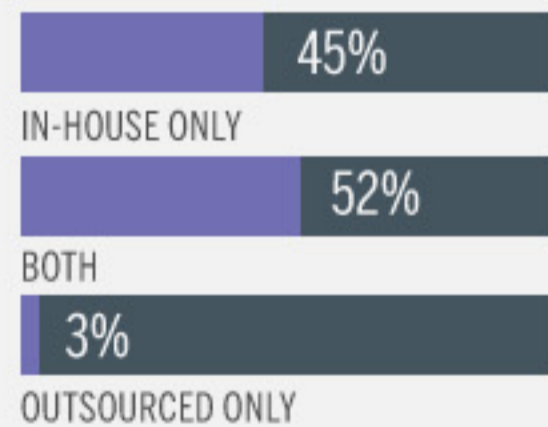
ARE BUDGETS GROWING?

51% OF B2B MARKETERS PLAN TO INCREASE SPEND IN CONTENT MARKETING OVER THE NEXT 12 MONTHS.

CONTENT MARKETING SPENDING OVER THE NEXT 12 MONTHS



IN-HOUSE VS. OUTSOURCE



B2B MARKETERS ALLOCATE APPROXIMATELY 26% OF THEIR TOTAL MARKETING BUDGETS TO CONTENT MARKETING

CONTENT MARKETING SPENDING BY COMPANY SIZE

While Content Marketing spend is significantly smaller than traditional advertising, it is not to be dismissed as inconsequential. One day Content Marketing may directly rival traditional advertising.

	% OF BUDGET	CREATION	DISTRIBUTION	TOTAL
AVERAGE	26%	\$78,600	\$301,000	\$379,600
1,000+ EMPLOYEES	21%	\$182,300	\$875,000	\$1,057,300
100-999 EMPLOYEES	22%	\$77,200	\$258,000	\$335,200
10-99 EMPLOYEES	25%	\$42,400	\$100,000	\$142,400
FEWER THAN 10 EMPLOYEES	34%	\$22,700	\$34,000	\$56,700