



B2C

CONTENT MARKETING

2018 Benchmarks, Budgets, and Trends—North America



CONTENT
MARKETING
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WELCOME

Greetings Marketers,

Welcome to B2C Content Marketing Benchmarks, Budgets, and Trends—North America. This is the companion report to the B2B research we released in September 2017. The data presented in both reports was generated from our eighth annual content marketing survey.

One of our key observations this year is that while B2C marketers reported slightly higher levels of overall content marketing success compared with last year, there was a decrease among those who agreed their organization has realistic expectations about what content marketing can achieve.

A documented content marketing strategy can help, as it sets expectations for what teams should prioritize; yet, only 38% of B2C marketers reported having one.

Our annual research has consistently shown that those who document their content marketing strategy get better results than those who don't. Another important key to success is an efficient workflow process (page 4 shows how top-performing B2C marketers rate their project management flow and other distinguishing characteristics that set them apart from their peers).

We hope these research findings will be helpful as you consider which content marketing priorities to focus on in the year ahead.

Yours in content,



**Lisa
Murton Beets**
Research Director
Content Marketing Institute



**Ann
Handley**
Chief Content Officer
MarketingProfs

COMPARISON CHART

This Year's B2C Content Marketing Top Performers At-A-Glance

	Most Successful	All Respondents	Least Successful
Organization is extremely/very committed to content marketing	93%	60%	23%
Organization's content marketing is sophisticated/mature	72%	36%	8%
Has a documented content marketing strategy	59%	38%	18%
Percentage of total marketing budget spent on content marketing (average)	26%	22%	18%
Expects organization to increase content marketing budget in the next 12 months	35%	37%	45%
Rates project management flow during content-creation process as excellent/very good	56%	36%	11%
Always/frequently delivers content consistently	82%	60%	16%
Agrees that organization has realistic expectations about what content marketing can achieve	82%	55%	40%
Agrees that leadership team gives ample time to produce content marketing results	80%	56%	36%
Always/frequently focuses on creating content for audience versus brand	84%	68%	43%
Always/frequently prioritizes delivering content quality over content quantity	87%	70%	46%

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. Base: B2C content marketers.

2018 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

USAGE & TEAM ORGANIZATION



When compared with all respondents, enterprise marketers (1,000+ employees) were more likely to report their organization has a centralized content marketing group (40% vs. 23%).



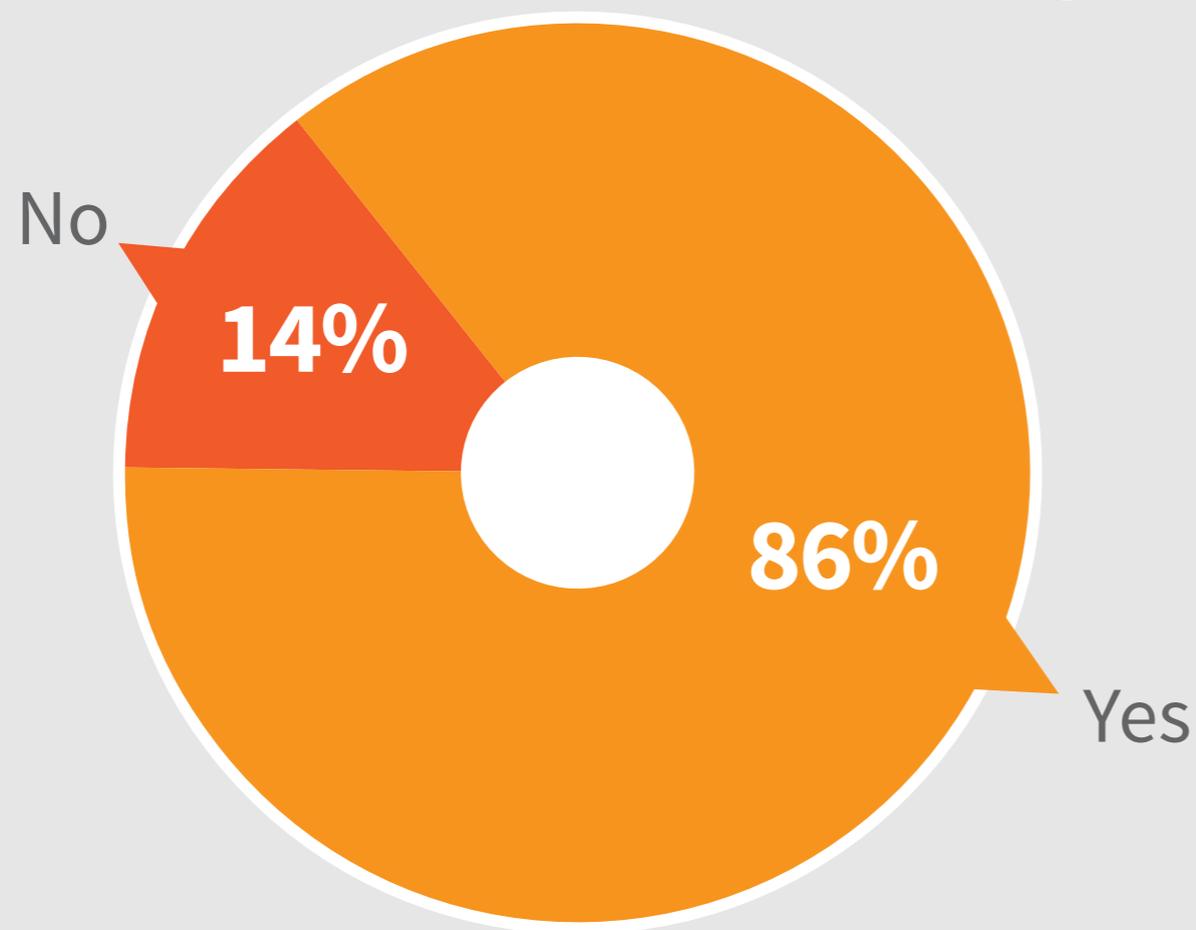
Thirty-six percent of respondents said their organizations are in the sophisticated/mature phase of content marketing; 28% are in the adolescent phase; and 36% are in the young/first steps phase.



Approximately half (49%) of B2C marketers surveyed outsource content creation activities (e.g., writing, design, video production).

Does your organization use content marketing?

Percentage of B2C Respondents Who Use Content Marketing



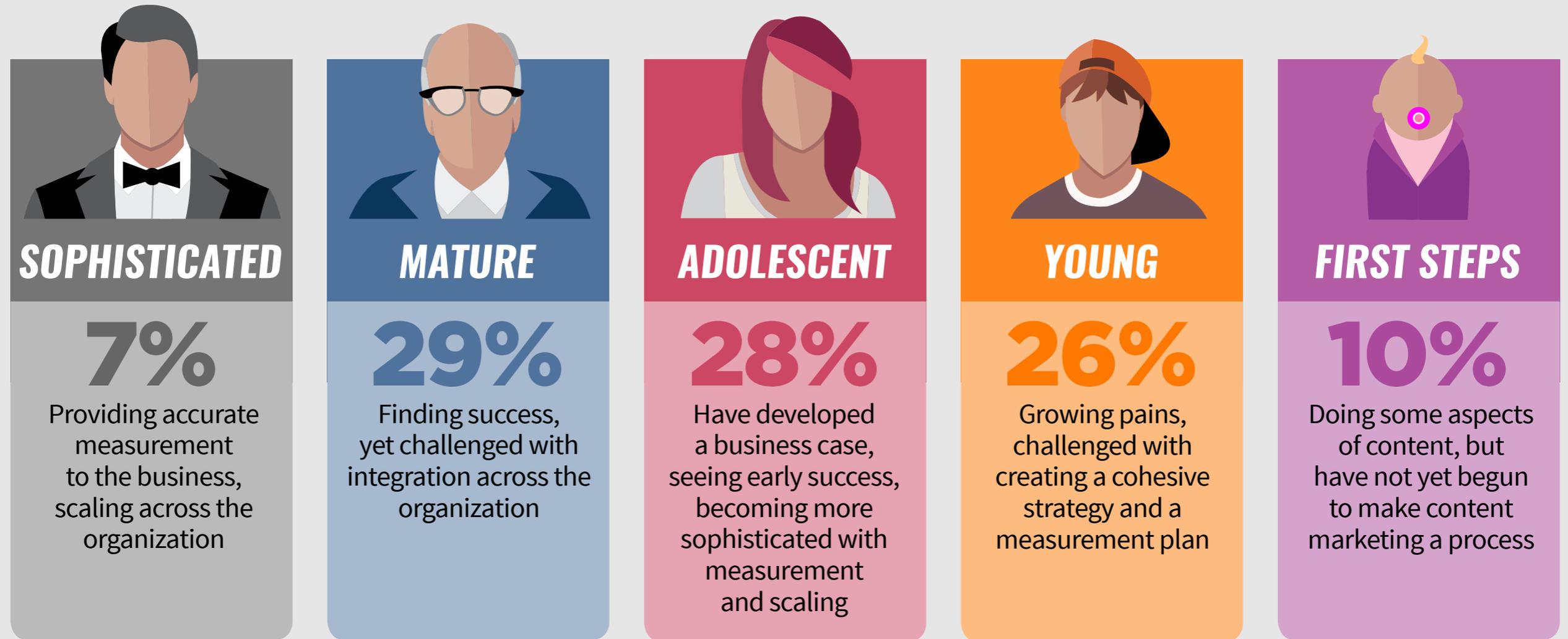
Content marketing is defined as “a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.”

Base = All B2C respondents.

2018 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

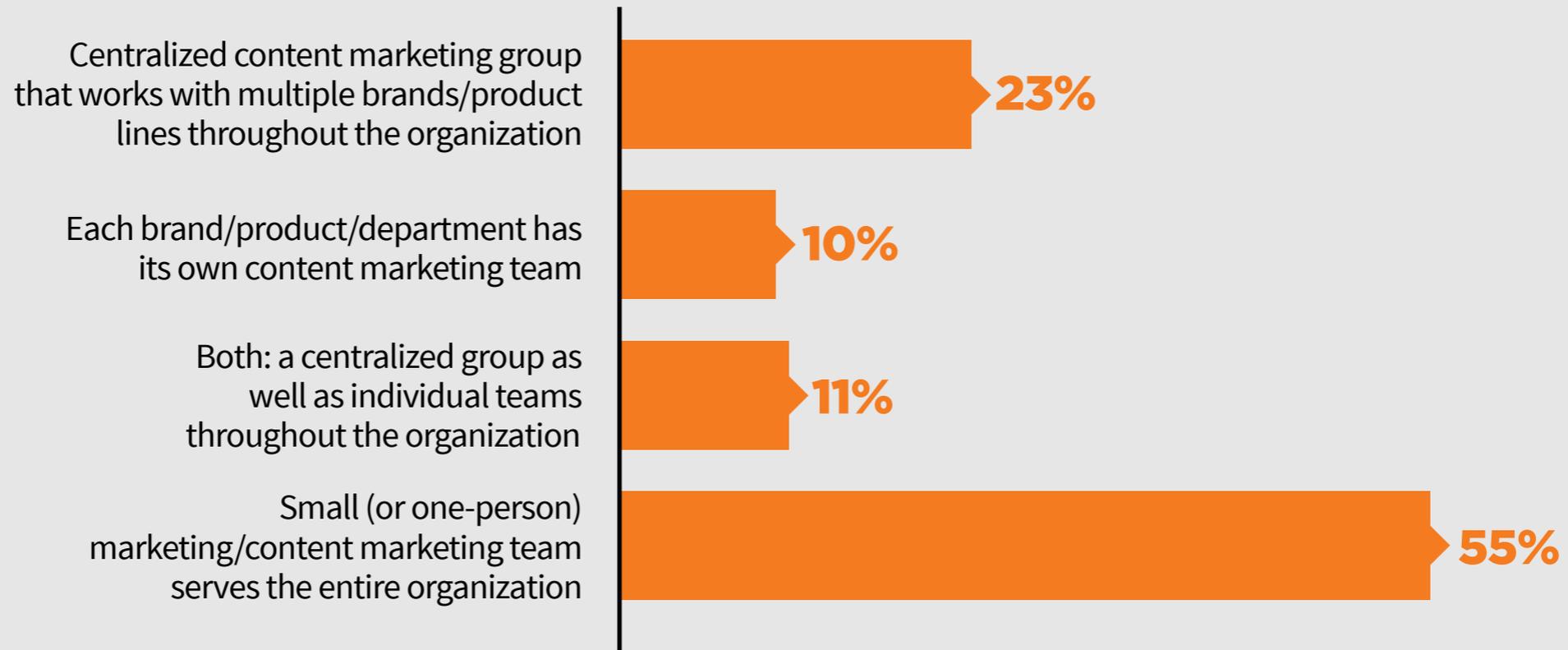


2018 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: B2C content marketers; aided list.

How is content marketing structured within your organization?

B2C Content Marketing Organizational Structure

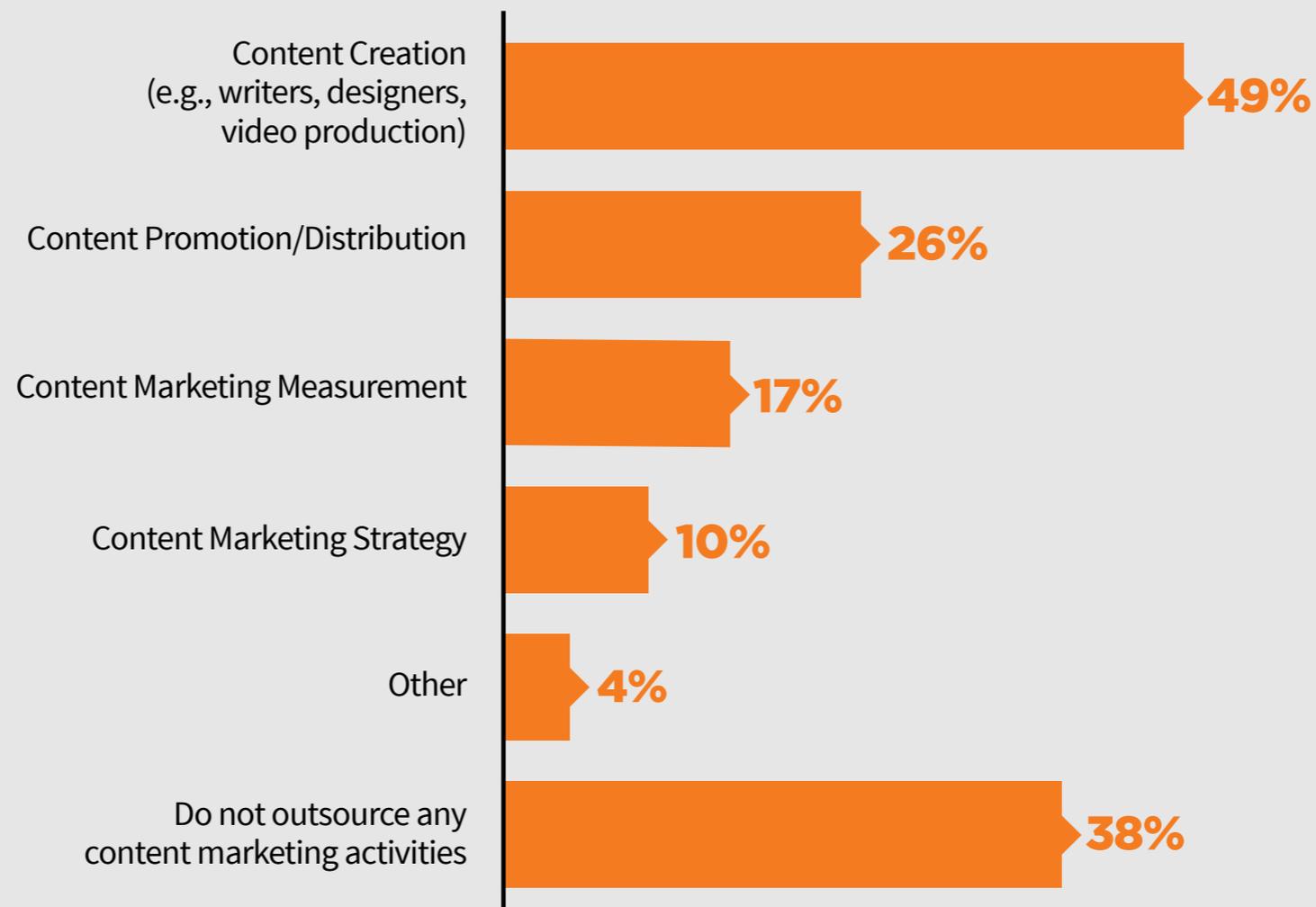


2018 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: B2C content marketers; aided list.

What content marketing activities does your organization outsource?

Content Marketing Activities B2C Marketers Outsource



Note: More than three out of five (62%) of respondents outsource at least one of the content marketing activities listed.

Base: B2C content marketers. Aided list; multiple responses permitted.

2018 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

COMMITMENT & OVERALL SUCCESS



Like last year, 60% of B2C marketers said their organizations are extremely/very committed to content marketing.



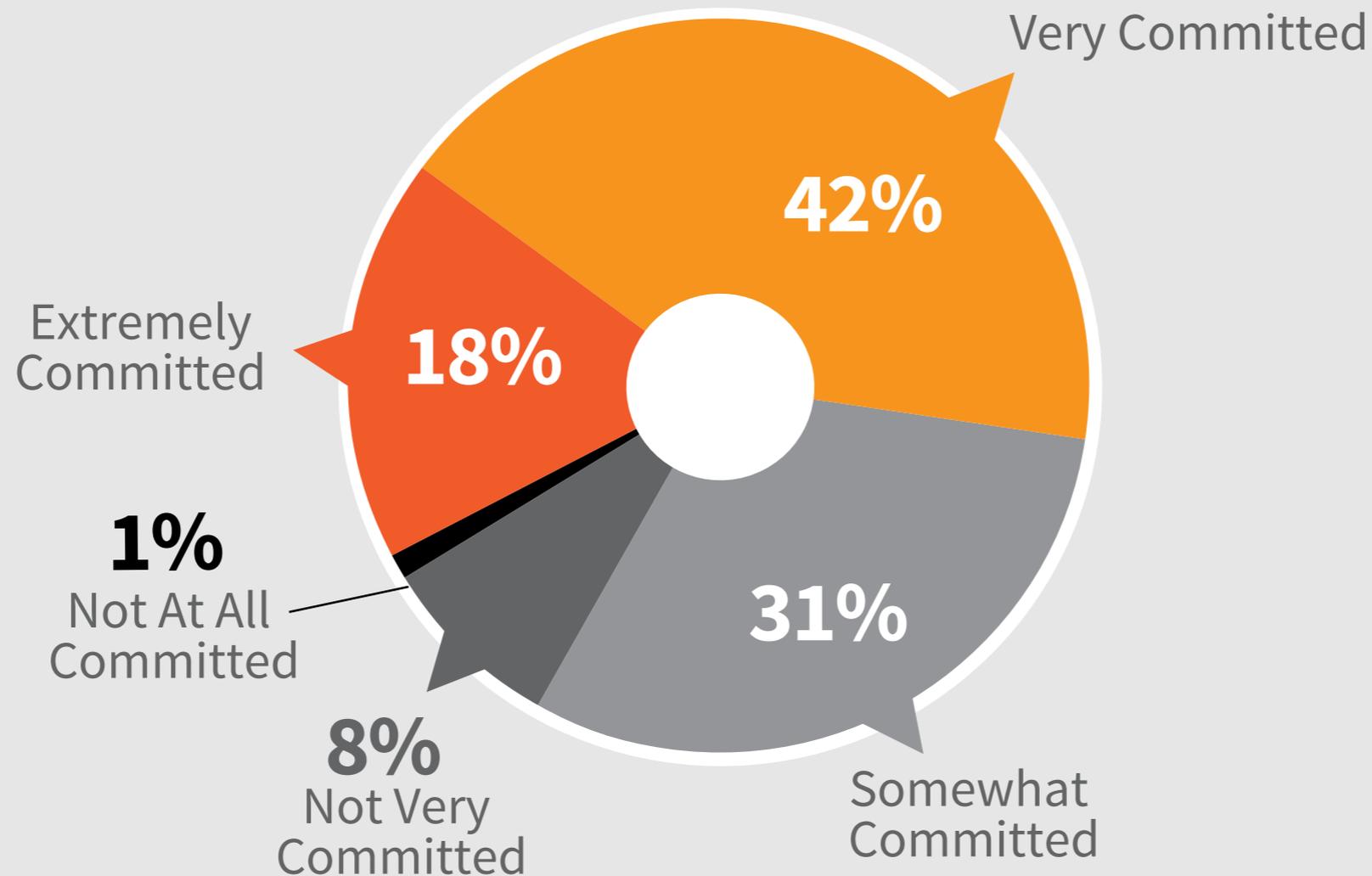
When compared with last year, a higher percentage of B2C marketers reported their organization's overall content marketing approach is extremely/very successful (28% vs. 25%) or moderately successful (50% vs. 45%). The percentage reporting minimal success decreased (19% vs. 27% last year).



The percentage of B2C marketers that agreed their organization has realistic expectations about what content marketing can achieve decreased from 69% last year to 55% this year.

How would you describe your organization's commitment level to content marketing?

B2C Organizations' Commitment to Content Marketing

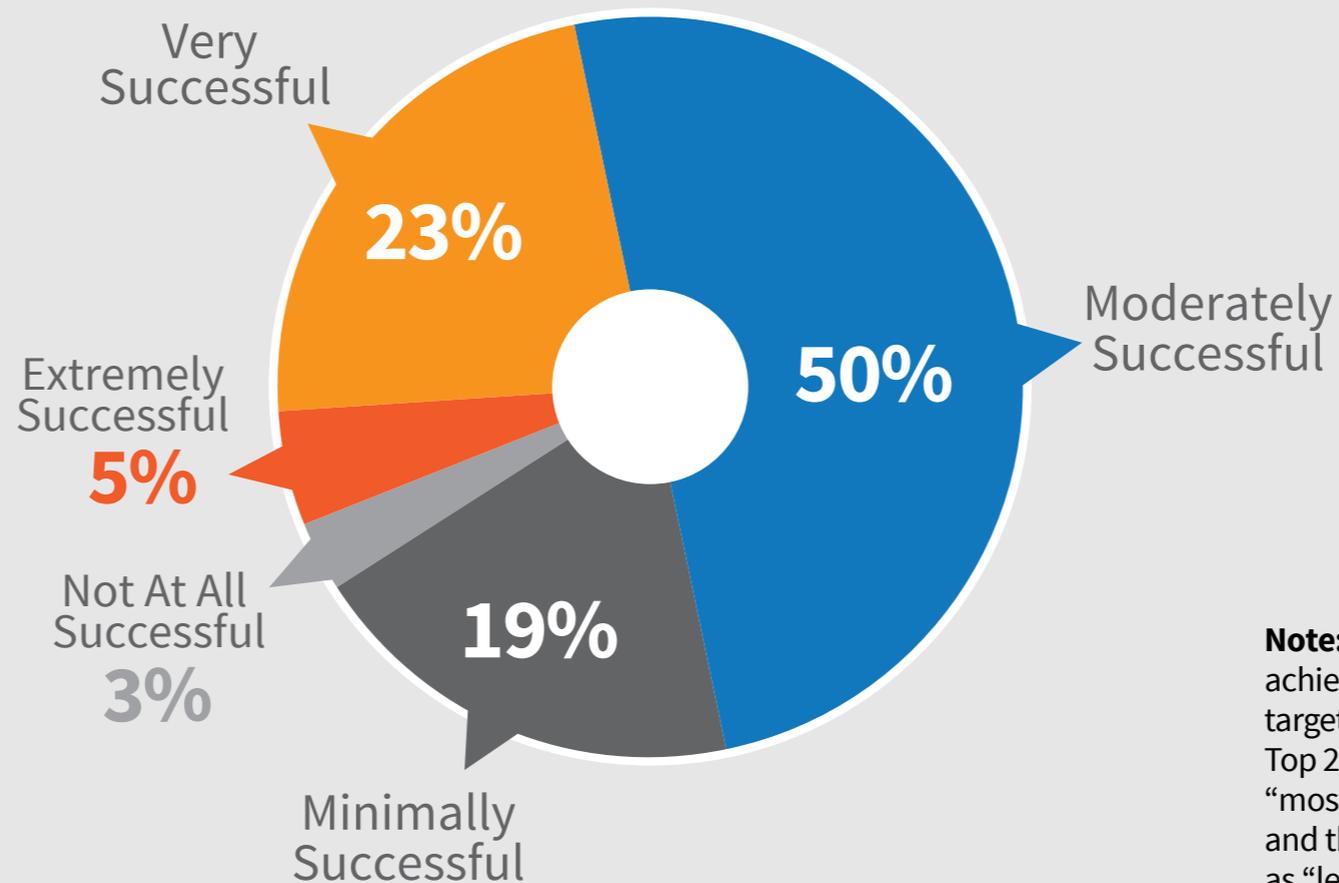


2018 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: B2C content marketers; aided list.

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

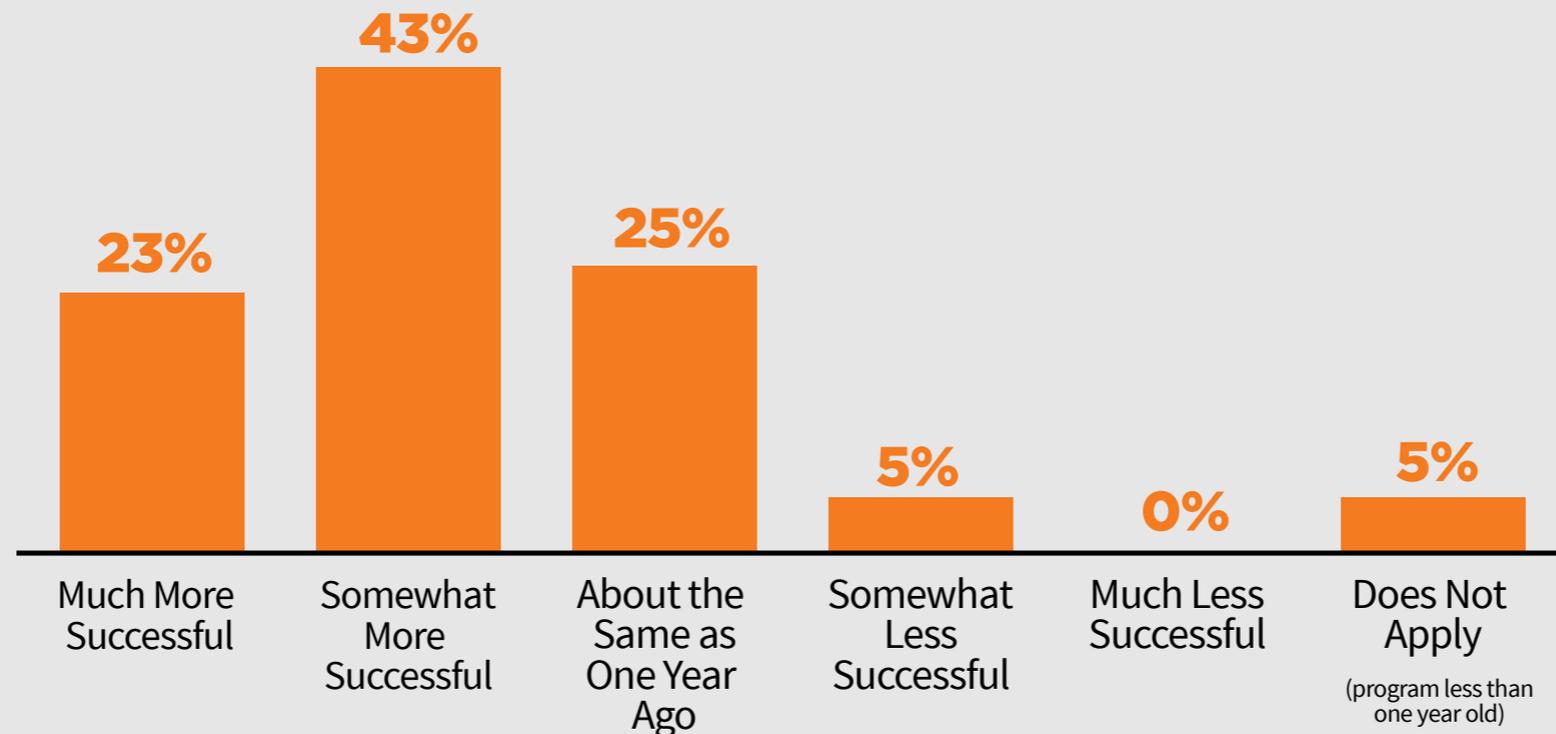


Note: The survey defined success as achieving your organization's desired/targeted results. This report defines the Top 2 respondents (extremely/very) as "most successful" or "top performers," and the Bottom 2 (minimally/not at all) as "least successful."

Base = B2C content marketers; aided list.

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 Success Compared With One Year Ago



2018 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: B2C content marketers; aided list.

To what factors do you attribute your organization's increase in overall success with content marketing?

Factors Contributing to B2C Marketers' Increased Content Marketing Success Over the Last Year



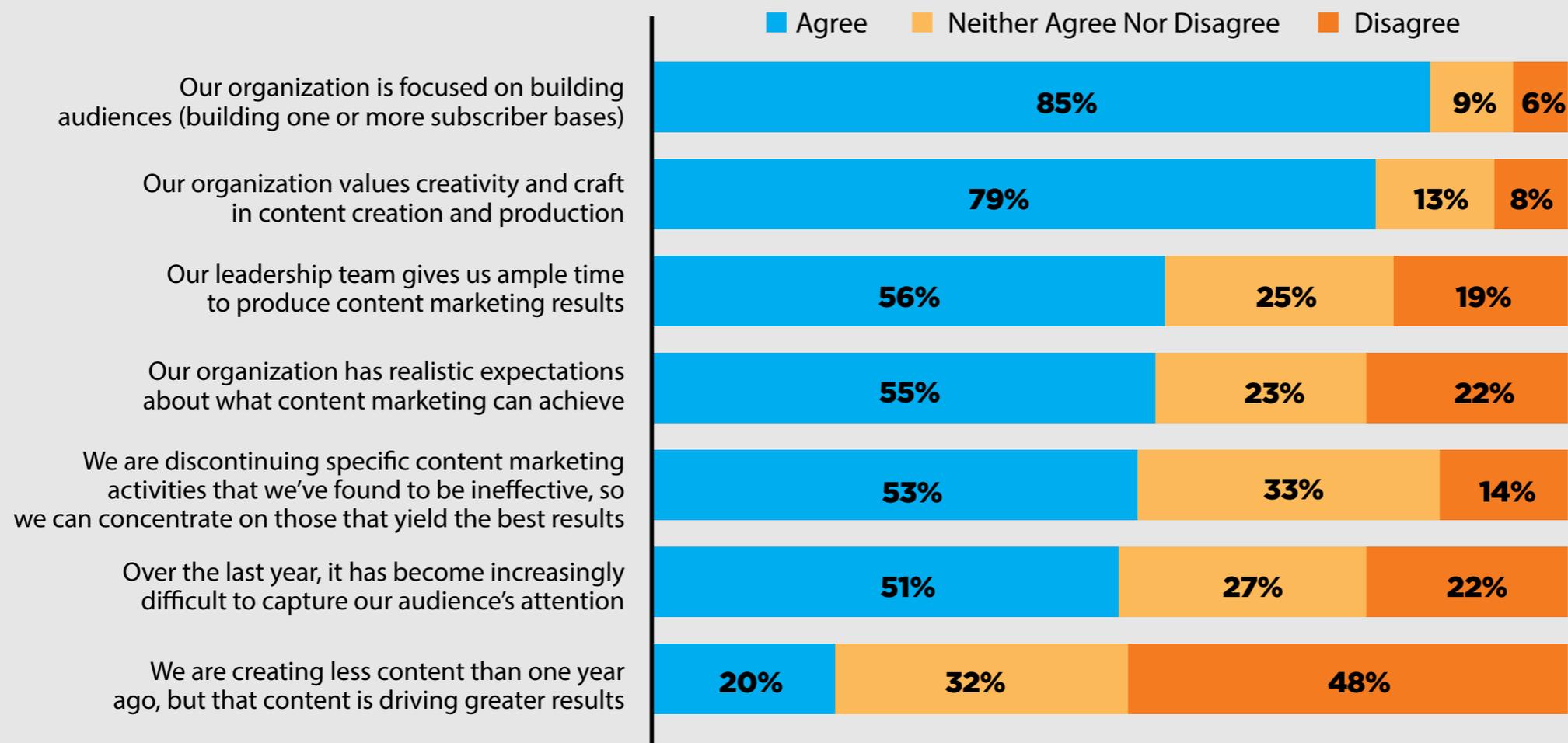
Other factors cited: Content Marketing Technologies/Tools (28%); More Budget for Content Marketing (25%); We Have Given Our Efforts Time to Bear Fruit and Are Now Getting Results (24%); Content Marketing Training/Education (21%); Changes in Our Target Audience(s) (12%); Assistance of Outside Expertise (10%); and Other (5%).

Note: Due to the low number of B2C respondents who said their organization's content marketing success had decreased compared with one year ago, this report does not include a chart showing factors contributing to decreased success.

OPINIONS ABOUT CONTENT MARKETING

Indicate your level of agreement with the following statements concerning content marketing in your organization.

B2C Marketers' Opinions About Content Marketing



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Base: B2C content marketers; aided list.

CONTENT MARKETING STRATEGY & TECHNOLOGIES



The percentage of respondents that reported their organization has a documented content marketing strategy is nearly the same as last year (38% vs. 40%).



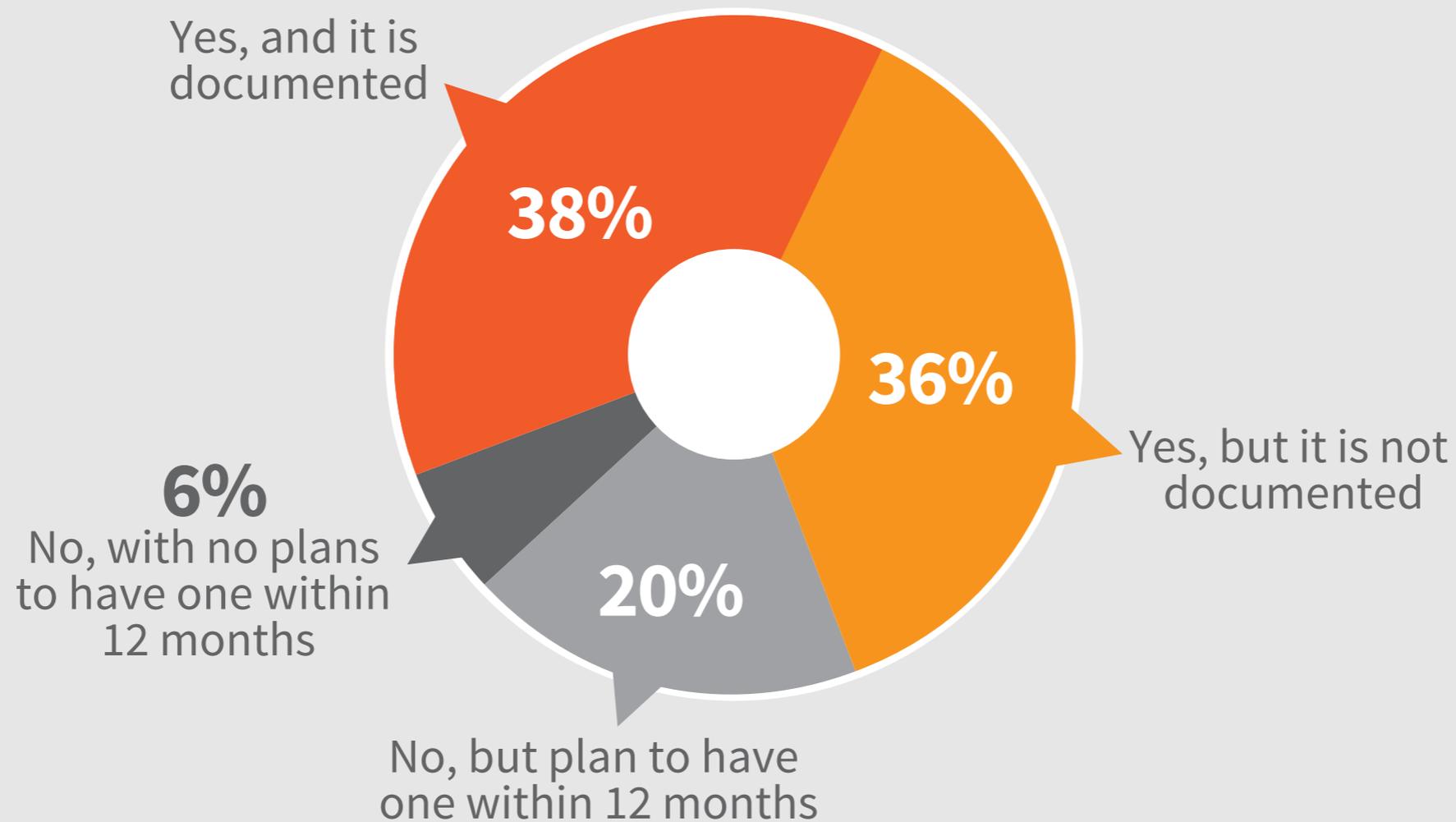
Respondents said their organizations use an average of four digital technologies specifically for managing content marketing efforts.



The two types of technology with the highest reported use are analytics tools (85%) and email-focused marketing technology (78%).

Does your organization have a content marketing strategy?

Percentage of B2C Marketers Who Have a Content Marketing Strategy

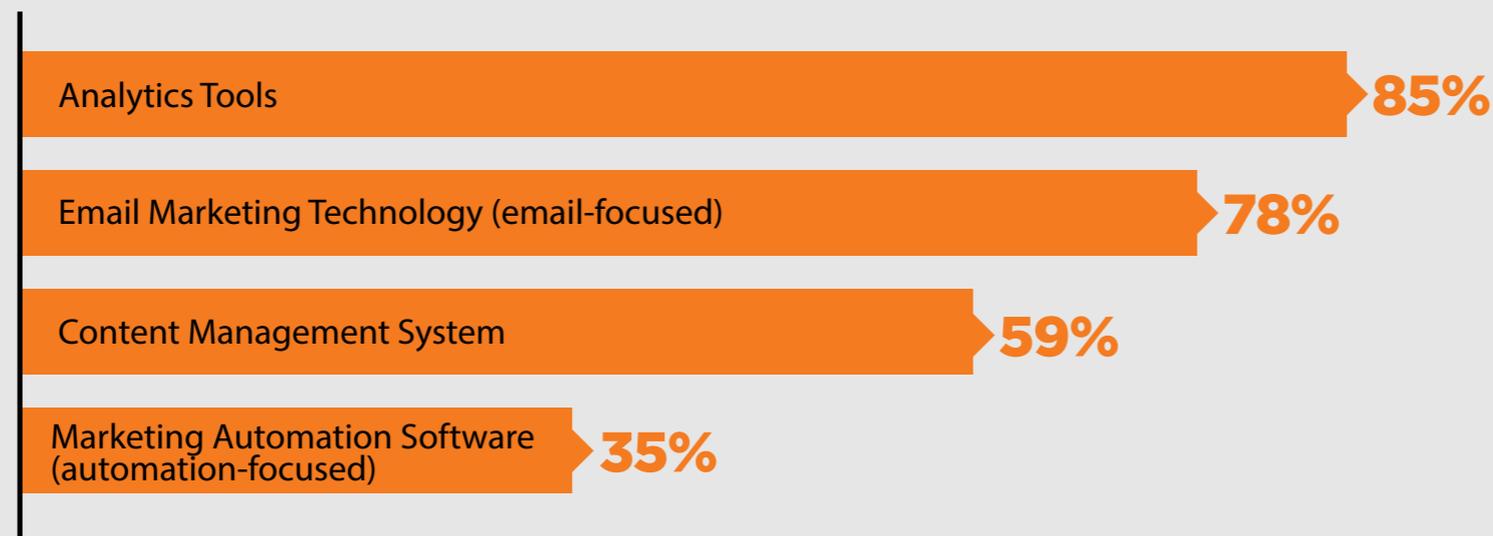


2018 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: B2C content marketers; aided list.

Which types of digital technologies does your organization use specifically for managing its content marketing efforts?

Technologies B2C Marketers Use to Manage Content Marketing Efforts (Top 4)

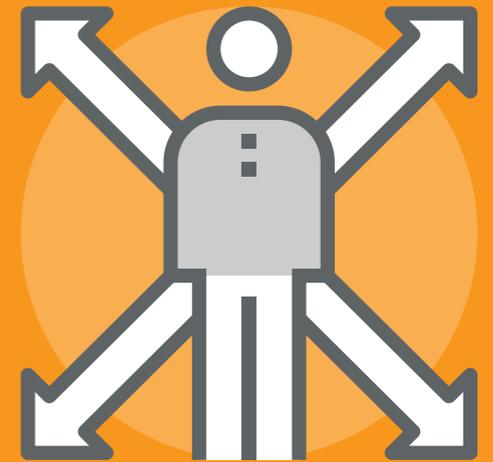


Other technologies used:
Video Tools/Platforms (19%);
Content Collaboration/Workflow Software (17%);
Content Promotion/Distribution Software (17%);
Webinar/Online Presentation Platforms (17%);
Content Planning/Creation Software (13%);
Digital Asset Management (DAM) System/File Storage (12%);
Content Optimization Software (5%);
and Other (7%).

AVERAGE NUMBER USED:

Most Successful 4
All Respondents 4
Least Successful 3

CONTENT CREATION & DISTRIBUTION



When asked how well content-creation projects flow within their organizations, 36% of respondents rated the flow as excellent/very good; 38% rated it as good; and 26% rated it as fair/poor.



Among the content types, distribution formats, and social media platforms that respondents use, they rated social media posts, email, and Facebook as most effective in helping their organizations achieve specific objectives.

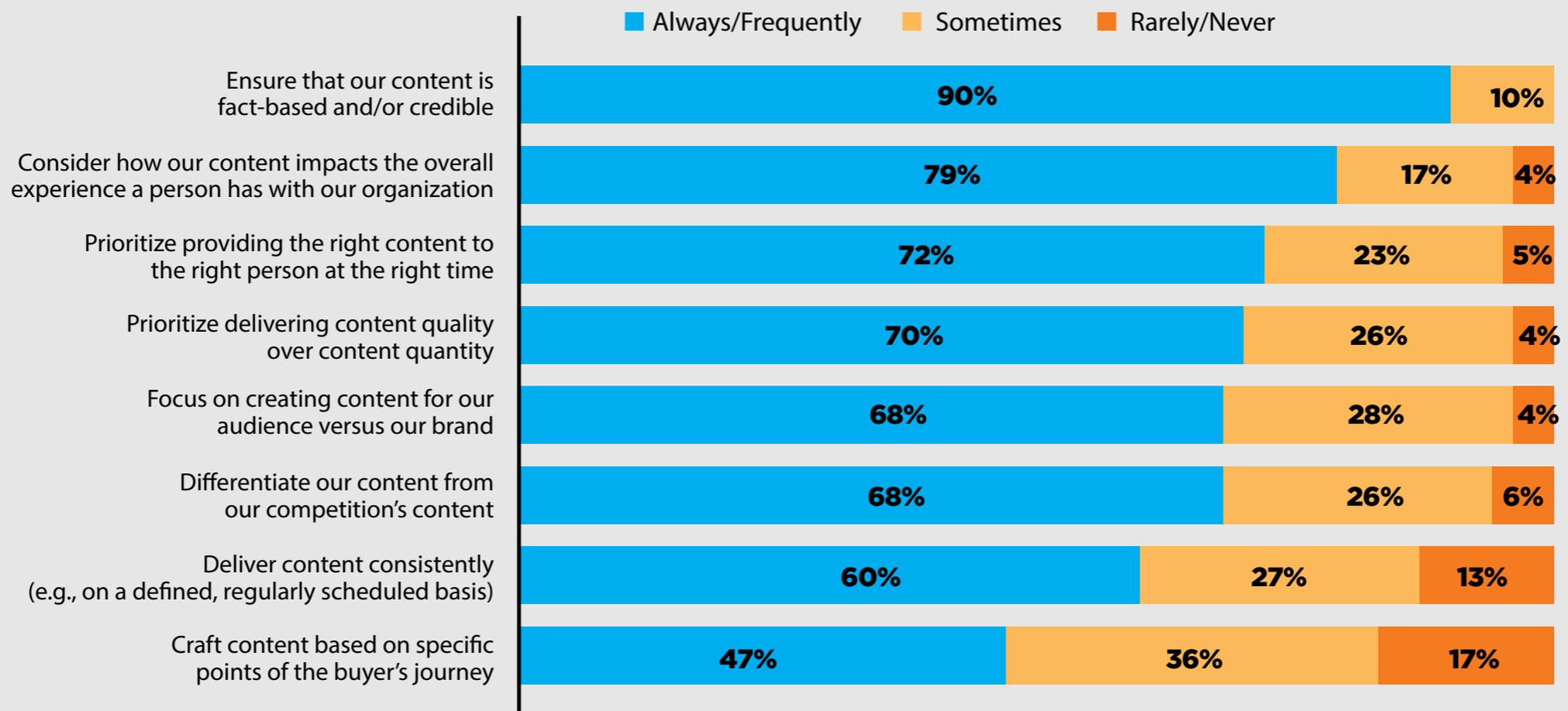


86% of respondents said they use email for content marketing purposes; automated confirmation emails (e.g., a welcome email) is the type of email they use most often (58%).

CONTENT CREATION & DISTRIBUTION

How often do you take the following concepts into account while creating content for your organization?

How Often B2C Marketers Consider Various Concepts While Creating Content



2018 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: B2C content marketers; aided list.

CONTENT CREATION & DISTRIBUTION

How would you rate the project management flow during the content creation process (from concept through completion) within your organization?

How B2C Marketers Rate the Project Management Flow During the Content Creation Process

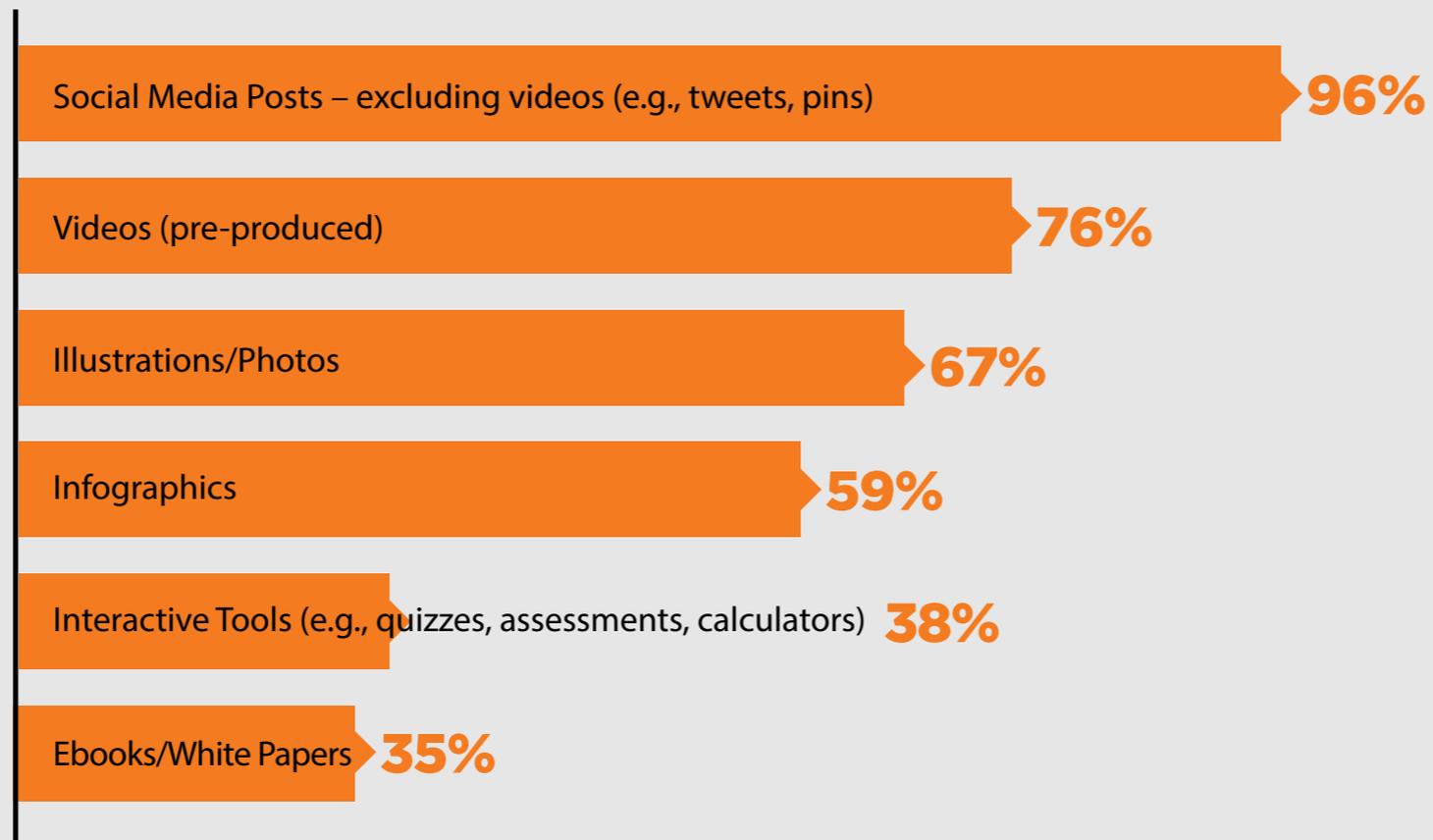


2018 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: B2C content marketers; aided list.

Which types of content does your organization use for content marketing purposes?

Types of Content B2C Marketers Use for Content Marketing Purposes (Top 6)



Other types of content used:

Case Studies (30%); Videos (live-streaming) (22%); Research Reports (20%); Mobile Apps (17%); Podcasts (13%); Film/TV (e.g., documentaries, short films) (8%); Virtual Reality/Augmented Reality (VR/AR) Experiences (4%); and Other (8%).

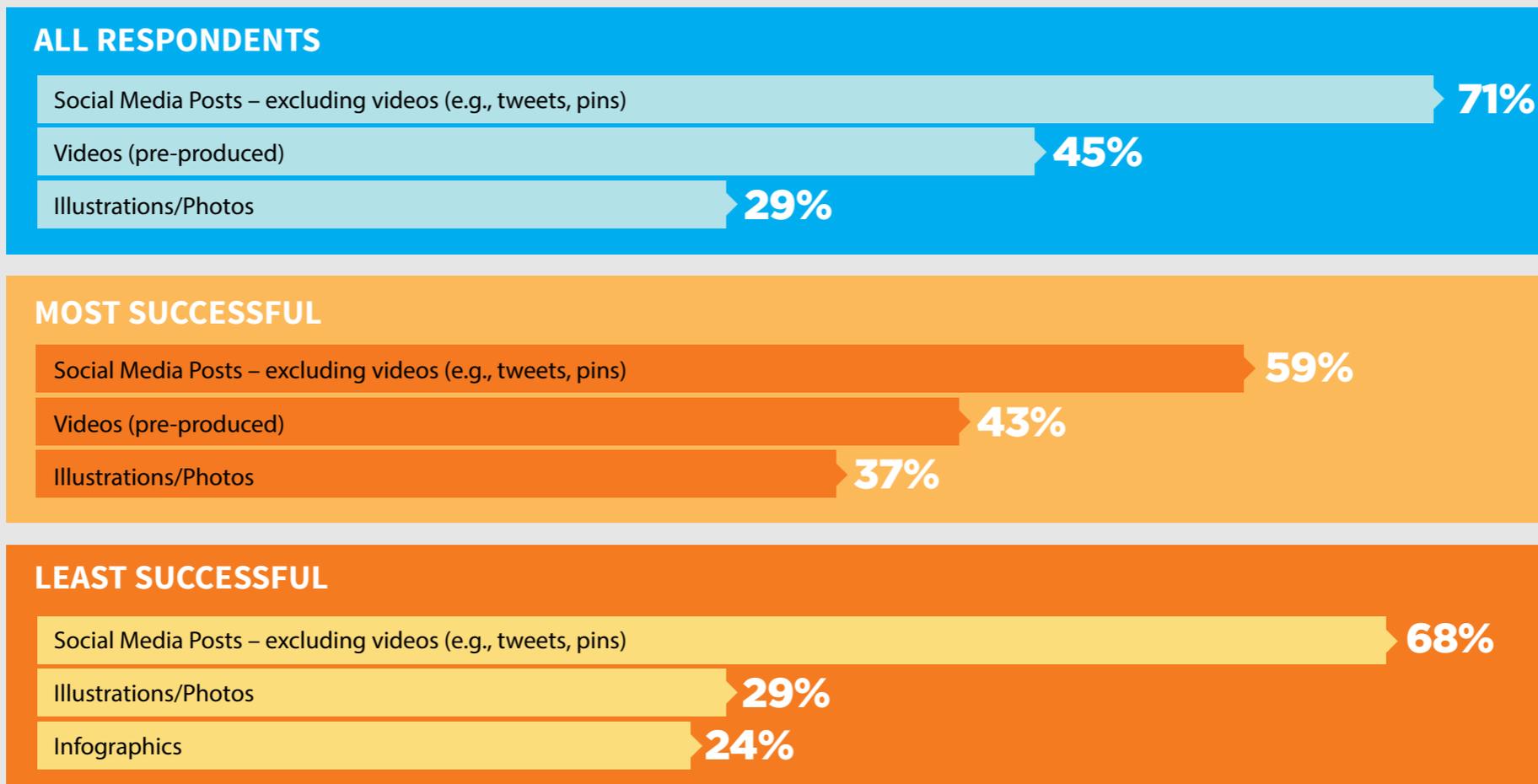
AVERAGE NUMBER USED:

Most Successful 6
All Respondents 5
Least Successful 4

CONTENT CREATION & DISTRIBUTION

Of the content marketing types you use, which three are the most effective at helping your organization achieve specific objectives?

Top 3 Most Effective Types of Content B2C Marketers Use for Content Marketing Purposes

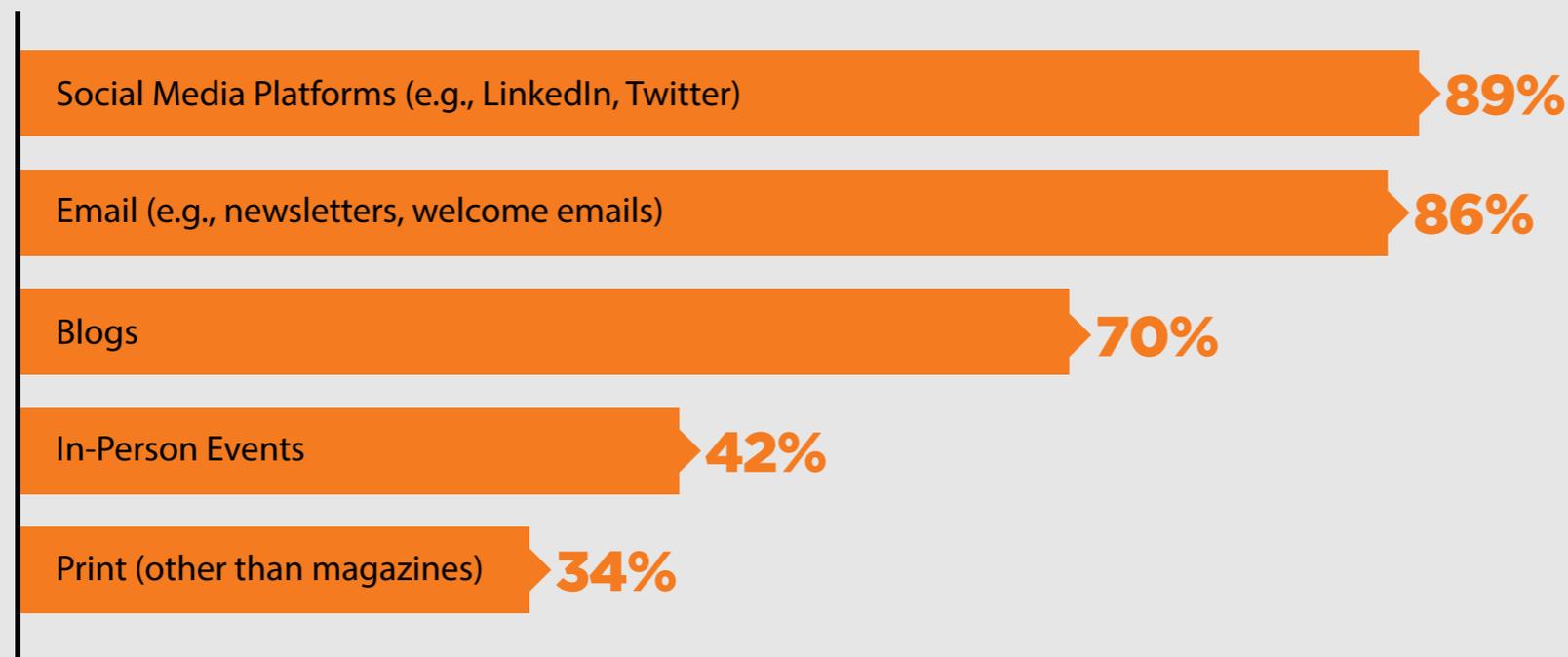


2018 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: B2C content marketers who use the types listed. Maximum of three responses permitted. Results shown based on response frequencies.

Which formats does your organization use to distribute content for content marketing purposes?

Formats B2C Marketers Use to Distribute Content for Content Marketing Purposes (Top 5)



Other formats used:

Separate Content Hubs (e.g., microsites, resource centers) (27%); Webinars/Webcasts/Virtual Events (19%); Online Presentations (17%); Print Magazines (17%); Digital Magazines (12%); and Other (3%).

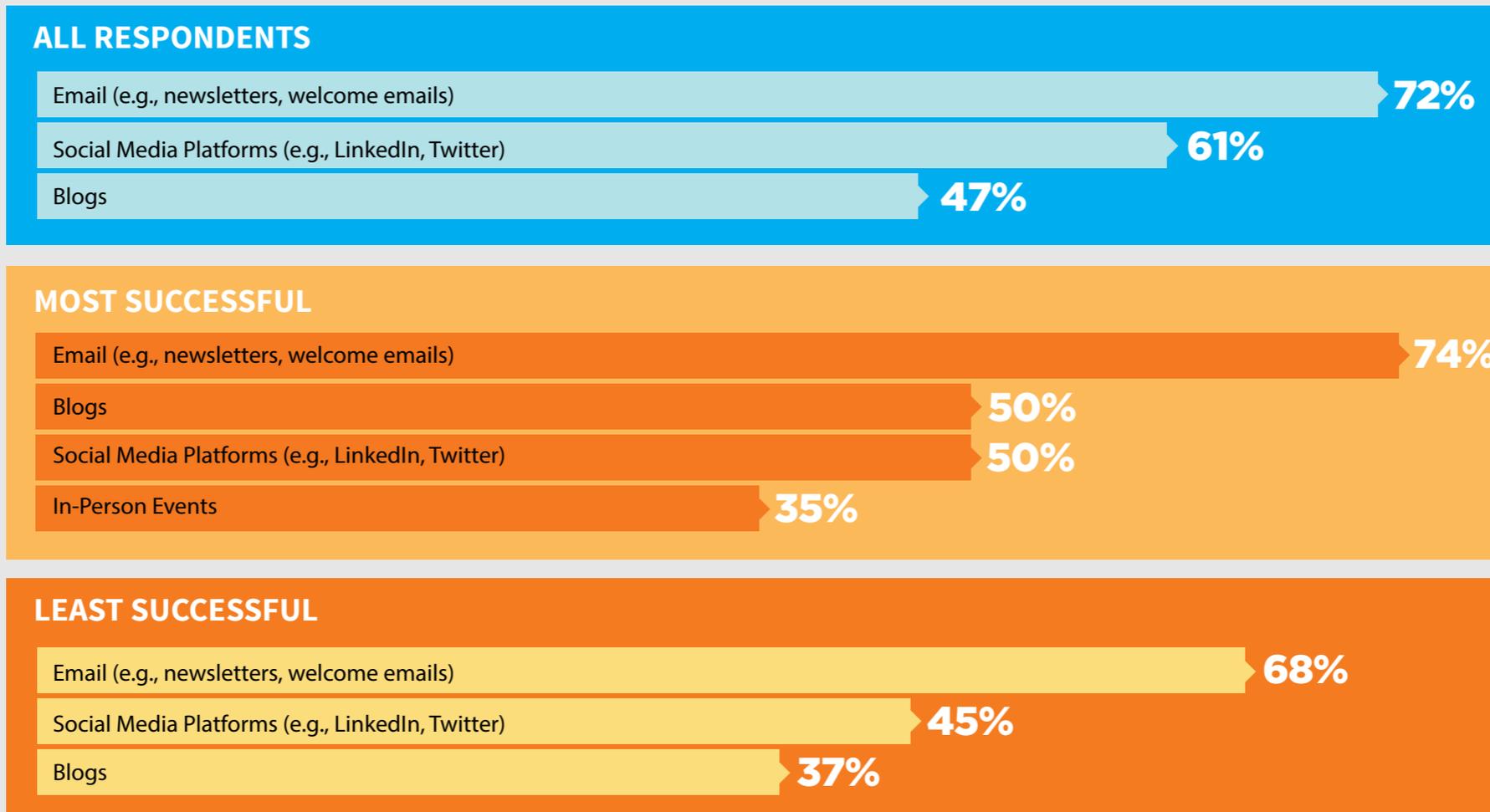
AVERAGE NUMBER USED:

Most Successful 4
All Respondents 4
Least Successful 3

CONTENT CREATION & DISTRIBUTION

Of the formats you use to distribute content, which three are the most effective at helping your organization achieve specific objectives?

Top 3 Most Effective Formats B2C Marketers Use to Distribute Content for Content Marketing Purposes

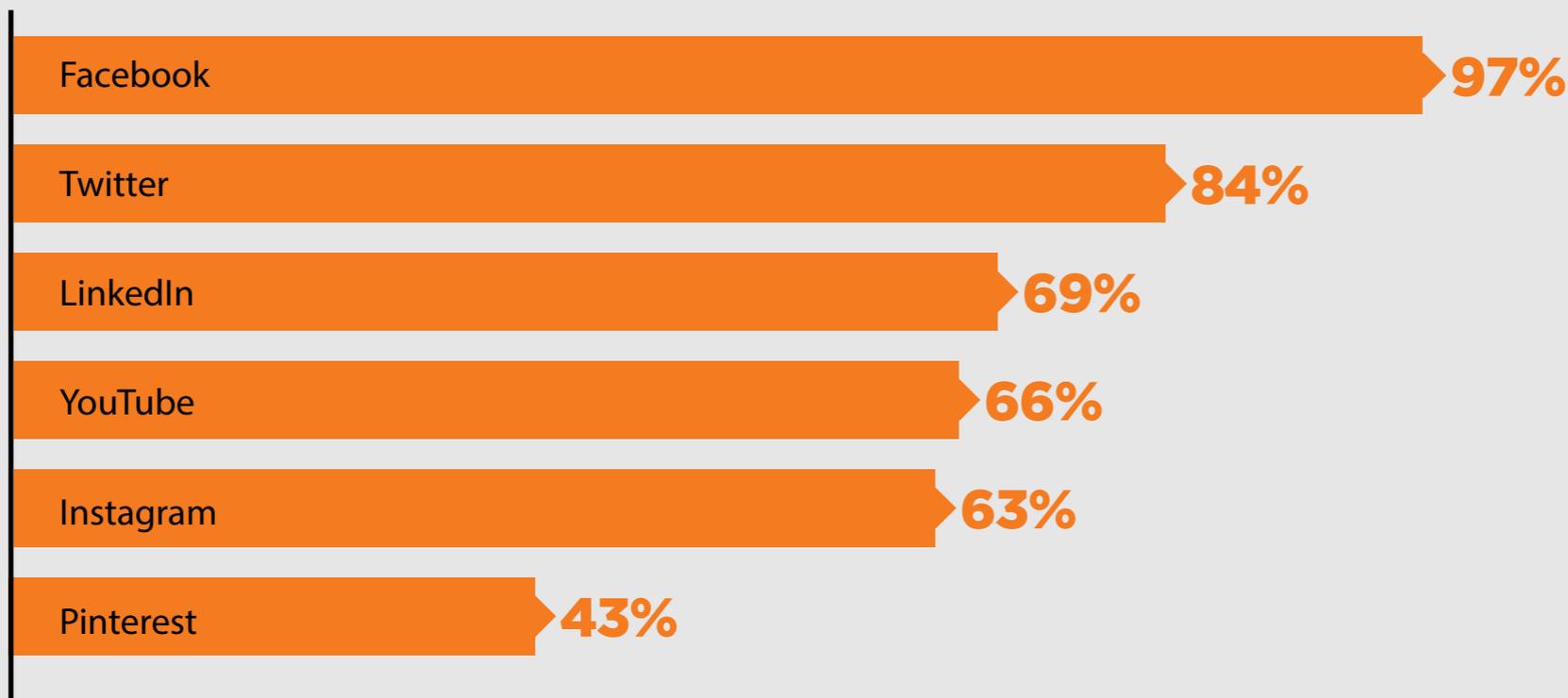


2018 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: B2C content marketers who use the formats listed. Maximum of three responses permitted. Results shown based on response frequencies.

Which social media platforms does your organization use as part of its content marketing efforts?

Social Media Platforms B2C Marketers Use for Content Marketing Purposes (Top 6)



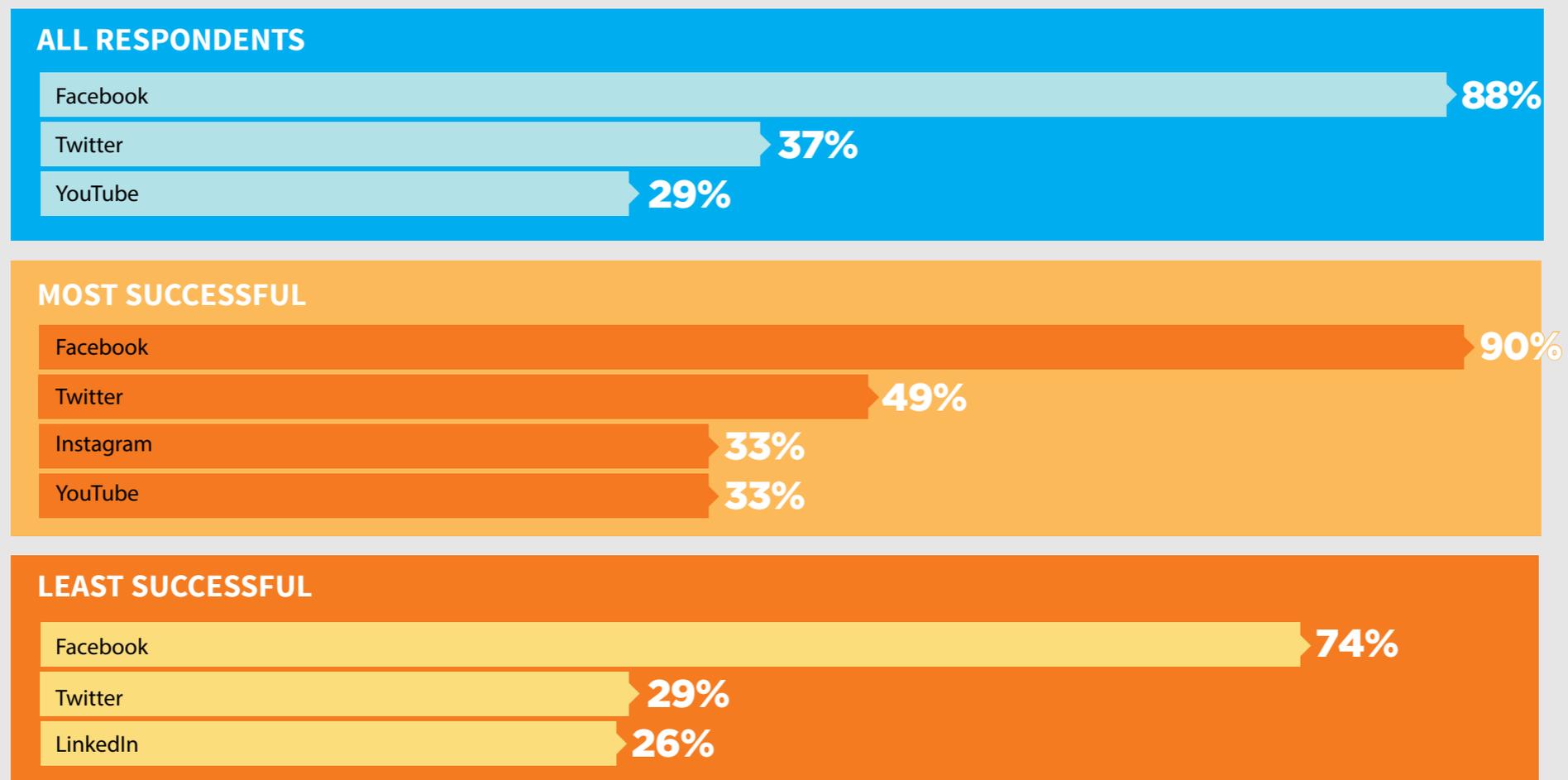
Other social media platforms used: Google+ (37%); Snapchat (11%); SlideShare (8%); Medium (5%); and Other (8%).

AVERAGE NUMBER USED:
Most Successful 6
All Respondents 5
Least Successful 4

CONTENT CREATION & DISTRIBUTION

Of the social media platforms you use, which three are the most effective at helping your organization achieve specific objectives?

Top 3 Most Effective Social Media Platforms B2C Marketers Use for Content Marketing Purposes



2018 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: B2C content marketers who use the social media platforms listed. Maximum of three responses permitted. Results shown based on response frequencies.

Which types of email does your organization use as part of its content marketing efforts?

Types of Email B2C Marketers Use for Content Marketing Purposes (Top 7)



Other types of email used:

Bi-weekly Newsletters (every other week) (20%); Weekly Newsletters (17%); Partnership Emails (15%); Daily Newsletters (3%); and Other (4%).

GOALS & METRICS



More than half of respondents (53%) said their organization does an excellent, very good, or good job in terms of aligning metrics with content marketing goals; however, another 31% rated their organization as doing a fair or poor job.



Respondents who do not measure content marketing ROI (34%) cited the top reason, by far, as “we need an easier way to do this” (45%).



Nearly 80% of respondents reported they can demonstrate, with metrics, how content marketing has increased audience engagement.

What type of job does your organization do in terms of aligning metrics with content marketing goals (i.e., are you measuring the “right things”)?

How B2C Marketers Rate Alignment of Their Metrics and Content Marketing Goals

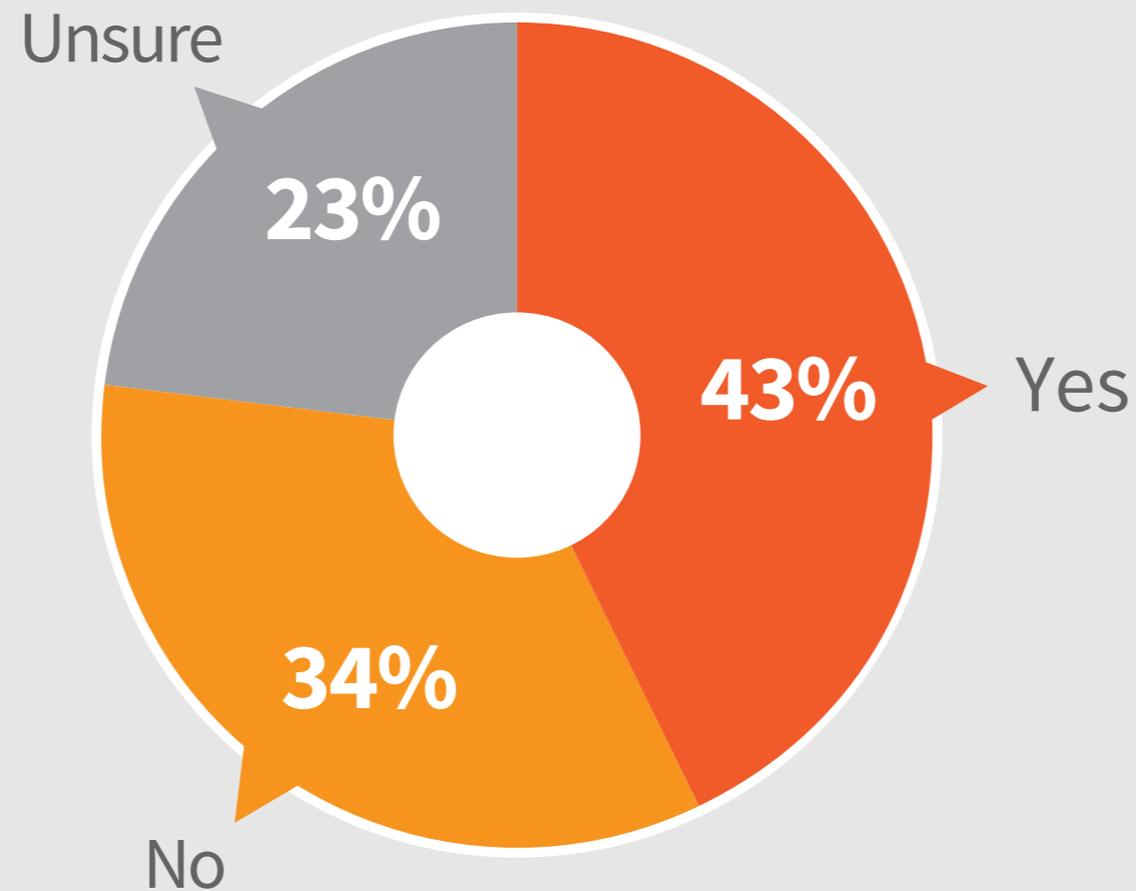


2018 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: B2C content marketers; aided list.

Does your organization measure the return on investment (ROI) of its content marketing efforts?

Percentage of B2C Marketers Who Measure Content Marketing ROI

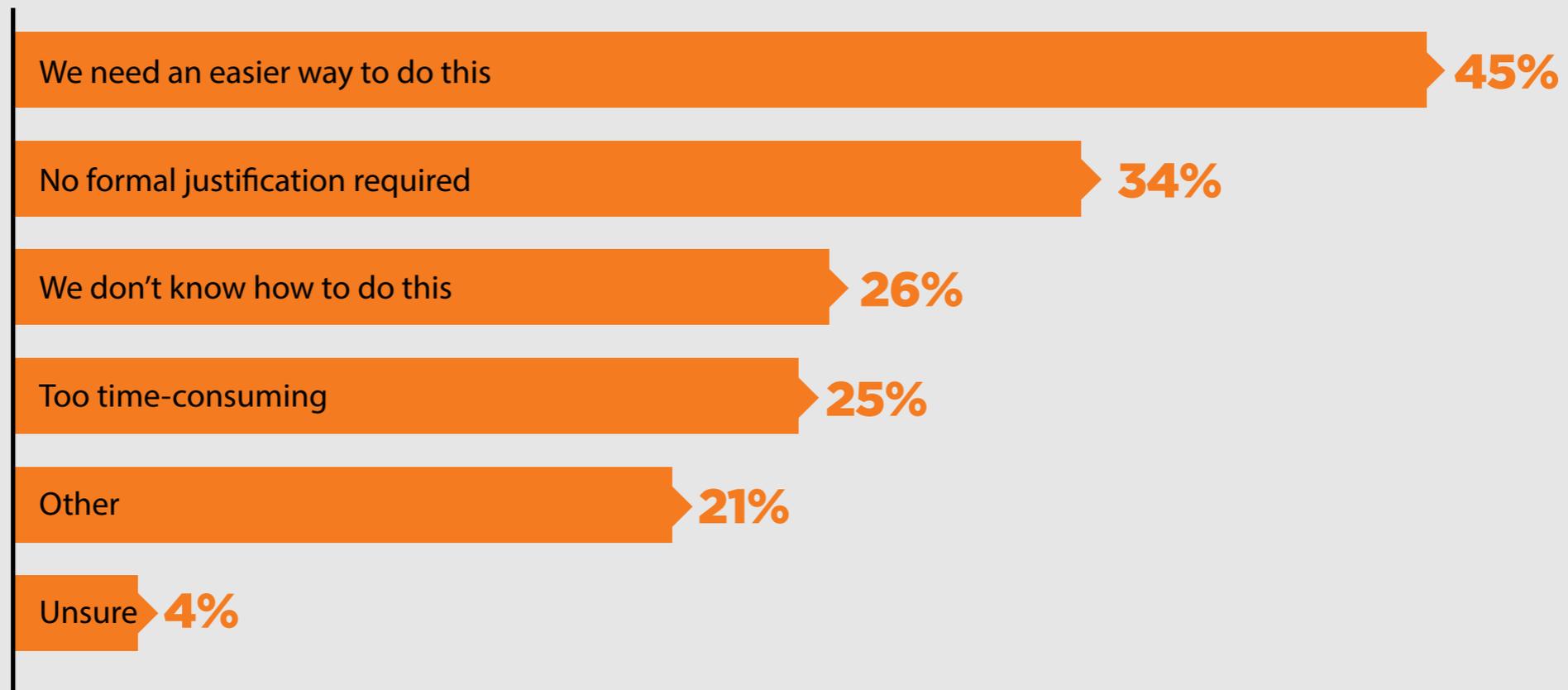


2018 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: B2C content marketers; aided list.

Why doesn't your organization measure the return on investment (ROI) of its content marketing efforts?

Why B2C Marketers Don't Measure Content Marketing ROI



2018 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

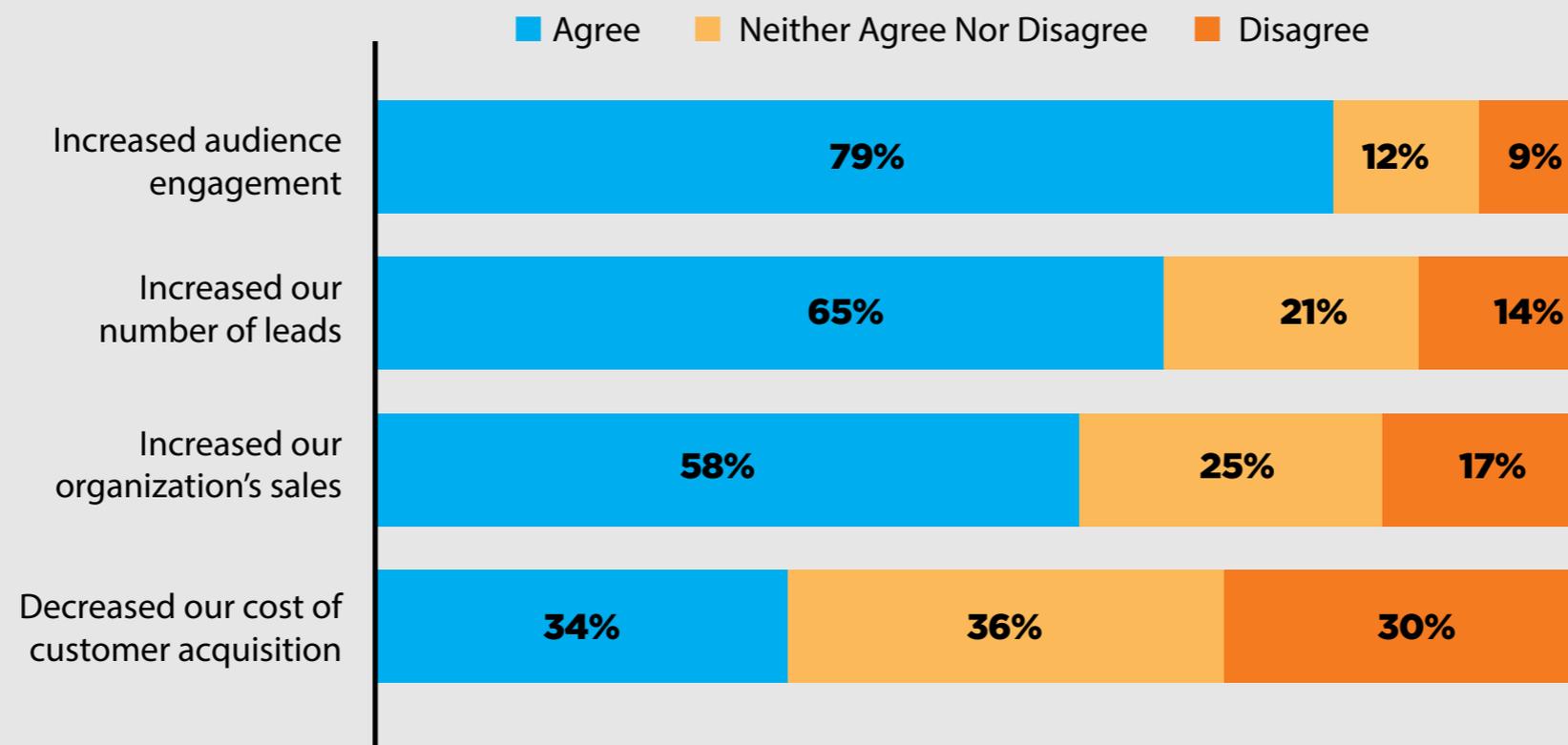
Base: B2C content marketers whose organizations do not measure content marketing ROI. Aided list; multiple responses permitted.

GOALS & METRICS

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...



2018 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: B2C content marketers who use metrics to determine content marketing results. Aided list.

BUDGETS & SPENDING



Last year, B2C top performers reported their organizations spent, on average, 38% of their total marketing budget on content marketing vs. 26% this year.



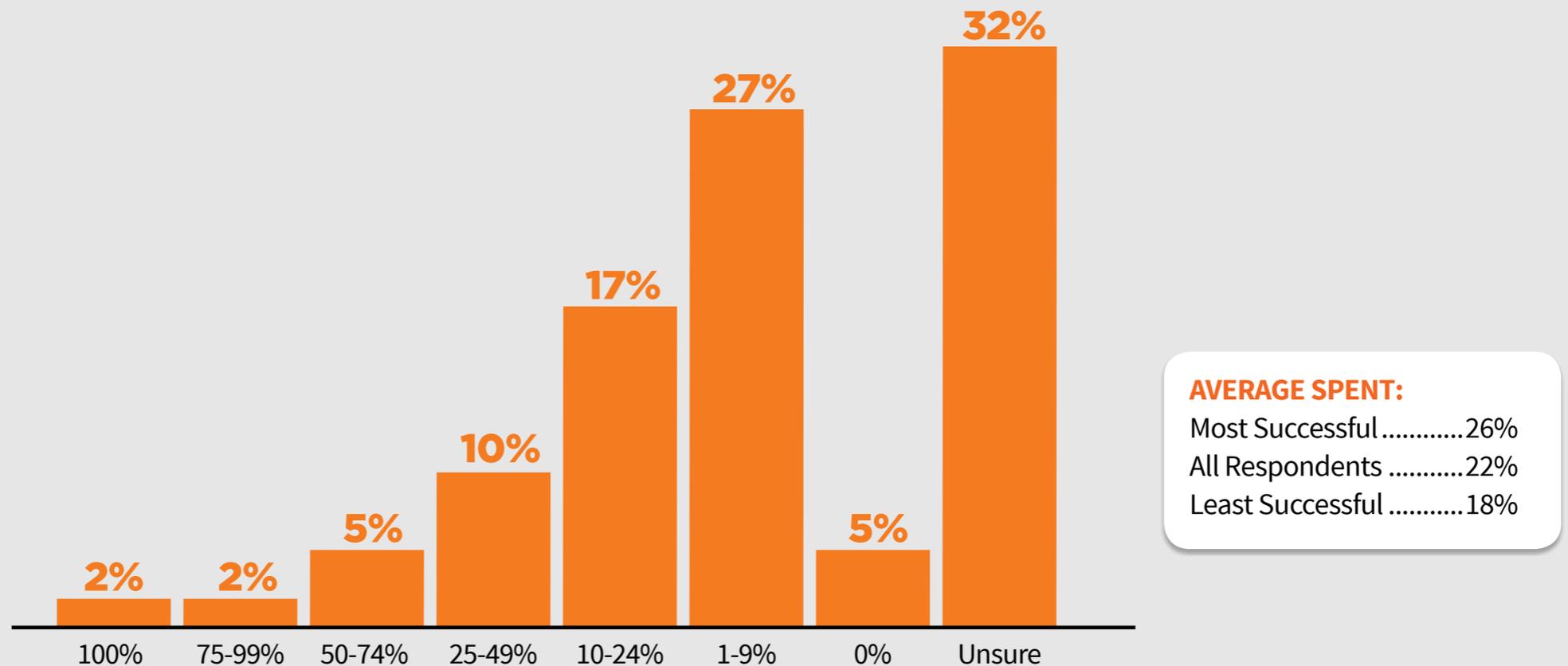
37% of all respondents said they expect their organization's content marketing budget to increase in the next 12 months.



When broken out by overall content marketing success rates, the least successful respondents were most likely to indicate they will increase their content marketing budget in the next 12 months (45%).

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

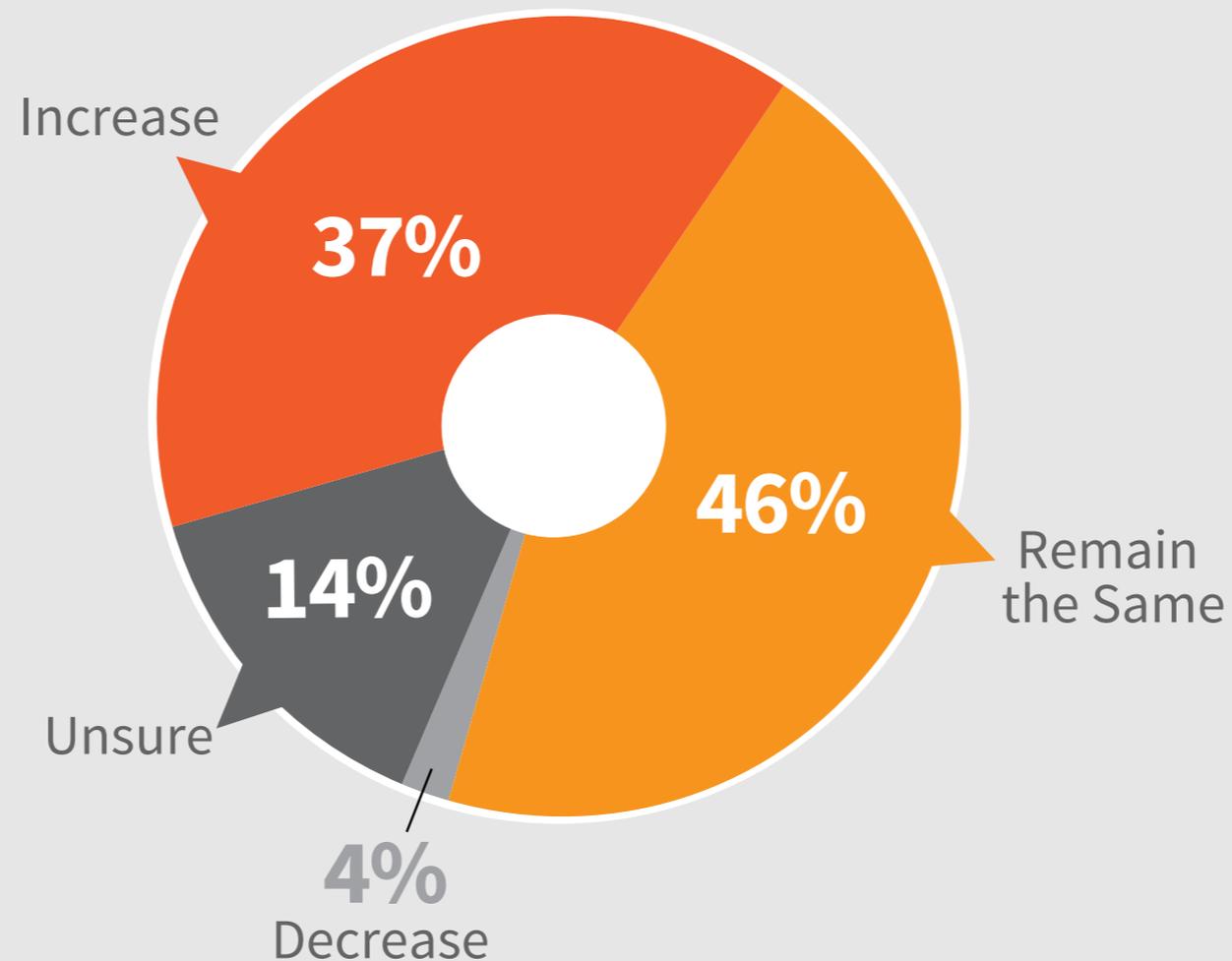


2018 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: B2C 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)



2018 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: B2C content marketers; aided list.

METHODOLOGY/DEMOGRAPHICS

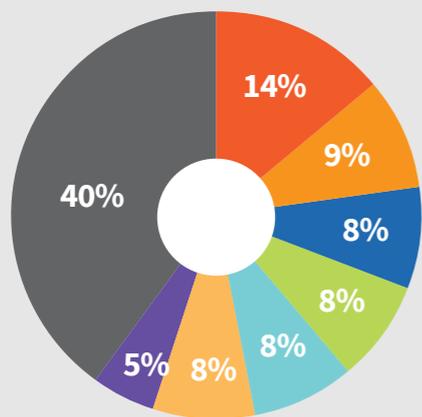
B2C Content Marketing: 2018 Benchmarks, Budgets, and Trends—North America was produced by **Content Marketing Institute** and **MarketingProfs**.

The eighth 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), WTWH Media, and Technology for Marketing (TFM).

A total of 2,190 recipients from around the globe—representing a full range of industries, functional areas, and company sizes—responded to the survey during June and July 2017. This report presents the findings from the 195 respondents who indicated their organization is for-profit in North America, primarily selling products/services to consumers (B2C) or to both businesses and consumers (B2B and B2C), with the percentage of B2C business exceeding 50%.

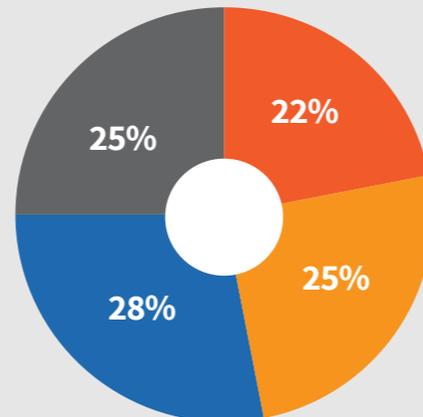
Note: The B2C content marketers referred to in the base lines and bullet points in this report are respondents who indicated their organization uses content marketing.

B2C Industry Classification



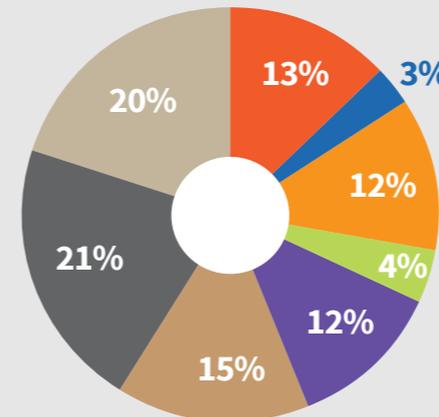
- Retail/E-Commerce
- Agency (Advertising, Digital Marketing, Content Marketing, PR, Marcom)
- Education
- Financial Services
- Insurance
- Professional Services
- Travel/Tourism/Hospitality
- Other

Size of B2C Company (by Employees)



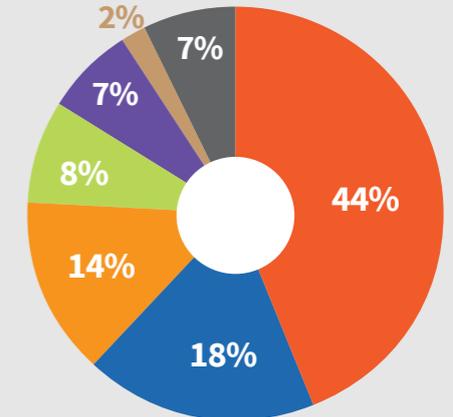
- Micro (Fewer than 10 Employees)
- Small (10-99 Employees)
- Midsize (100-999 Employees)
- Large (1,000+ Employees)

B2C Organization 2016 Total Annual Revenue



- More than \$1 Billion
- \$500,000,001 - \$1 Billion
- \$100,000,001 - \$500,000,000
- \$50,000,001 - \$100,000,000
- \$10,000,001 - \$50,000,000
- \$1,000,000 - \$10,000,000
- Less than \$1,000,000
- Unsure

B2C Job Title/Function



- Marketing/Advertising/Communications/PR Management
- Content Creation/Management
- Corporate Management (Owner/President, CEO, CMO)
- Marketing - Staff/Support
- General Management (GM, VP)
- Consultant
- Other

2018 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

ABOUT

Content Marketing Institute and MarketingProfs thank all the survey respondents and survey distribution partners who made this research 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. To view all research and subscribe to our emails, visit www.contentmarketinginstitute.com.

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