



2015 B2B Content Marketing Benchmarks, Budgets, and Trends

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The secret to content marketing success: document a strategy and adhere to it.

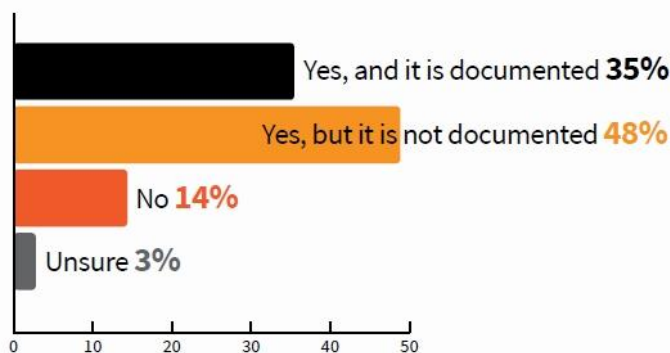
Two critical factors differentiate great content marketers from the rest: having a documented content marketing strategy, and following it very closely, according to the findings of the fifth annual content marketing study by [MarketingProfs](#) and the [Content Marketing Institute](#).

Just 35% of content marketers have a documented content marketing strategy, although 48% say they have one but it's not documented, the [B2B Content Marketing: 2015 Benchmarks, Budgets and Trends—North America](#) study found.

[B2B Content Marketing: 2015 Benchmarks, Budgets and Trends—North America](#) study found.

STRATEGY & ORGANIZATION

Percentage of B2B Marketers Who Have a Content Marketing Strategy



2015 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Does your organization have a content marketing strategy?

35% say “yes, and it is documented”

Last year, we asked marketers for the first time whether they had a documented content marketing strategy. The high percentage of those who said “no” (49%) left us wondering whether some had a strategy but had simply not taken the time to document it. So this year we asked the question a bit differently, and indeed we found that nearly half of marketers have a strategy, but it’s not in writing. The 35% who have documented their strategy are more effective in all aspects of content marketing than those who have not.

Content marketers who have a documented strategy are eight times more likely (60% vs. 7%) to rate themselves as being effective content marketers vs. those who have no strategy, written or otherwise.

Documented vs. Verbal or No Content Marketing Strategy

	Documented Strategy	Verbal Strategy	No Strategy
Considers organization to be effective at content marketing.....	60%	32%	7%
Content marketing strategy very closely guides efforts.....	62%	28%	N/A
Content marketing strategy somewhat guides efforts.....	37%	62%	N/A
Has a dedicated content marketing group	69%	40%	15%
Is successful at tracking ROI	35%	26%	5%
Average number of tactics used	14	12	11
Average number of social platforms used	7	6	5
Publishes new content daily or multiple times per week.....	55%	37%	25%
Percentage of total budget allocated to content marketing.....	36%	25%	16%
Challenged with producing engaging content	45%	57%	70%
Challenged with measuring effectiveness	38%	51%	67%
Average number of initiatives working on now	16	13	9
Average number of initiatives planning to begin working on within 12 months.....	6	8	10

2015 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

The No. 1 initiative that B2B marketers are working on now is "creating engaging content," the survey also found. That has been a persistent challenge, regularly cited by respondents in the past five years.

CHALLENGES & INITIATIVES

Challenges that B2B Marketers Face



2015 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

With regard to content marketing, how challenged are you with each of the following?

Producing engaging content is a persistent challenge

Note: Percentages shown represent marketers who rated each challenge a 4 or 5 on a 5-point scale where 5 = "Very Challenged" and 1 = "Not at all Challenged."

In years past, we presented a list of potential content marketing challenges and asked marketers to "select all that apply." This year, we wanted to dig deeper into their pain points, so we asked them to rate the level of challenge on a scale of 1 to 5 (with 5 being "Very Challenged" and 1 being "Not at all Challenged"). The percentages you see here represent the number of marketers who rated the challenge a 4 or 5.

"Producing engaging content" has been a perennial top challenge over the last five years. This year, we saw a big jump in "measuring content effectiveness" (from 33% to 49%) as well as "finding trained content marketing professionals" (from 10% to 32%).

This year, we replaced the option of "producing enough content" with "producing content consistently." New to the list this year is "technology-related challenges."

"This is a challenge that isn't going away," said Ann Handley, chief content officer of MarketingProfs and author of *Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content*. "With so much content being produced these days, companies really need to be focused on creating engaging, relevant content for their audience instead of just pushing their sales messages."

The study, sponsored by Brightcove, includes findings from 1,820 North American business-to-business (B2B) marketers from among 5,000+ marketers surveyed across 109 countries and 25 industries.

"This research is incredibly important so that savvy marketers can benchmark their content marketing strategy, processes, and budgets against their peer group," said Joe Pulizzi, founder of the Content Marketing Institute and author of *Epic Content*

Marketing.

Other key findings from the report:

70% of B2B marketers are creating more content than they did one year ago, even those who say they are least effective (58% of them say they are creating more content) and those without any type of strategy (56% of them say so).

Measurement is a key area where B2B marketers are struggling: Only 21% say they are successful at tracking ROI; however, having a documented strategy helps (35% of those with a strategy say they are successful).

Once again, infographics was the tactic that had the greatest increase in usage (from 51% last year to 62% this year).

94% of B2B marketers use LinkedIn to distribute content, making it the social media platform used most often (they also say it's the most effective social media platform).

58% of B2B marketers use search engine marketing, making it the paid method used most often to promote/distribute content (they also say it's the most effective paid method).

More B2B marketers say they are challenged with finding trained content marketing professionals this year (32%) than last year (10%).

For detailed findings, see the [full report](#):



2015 B2B

[Content Marketing Benchmarks, Budgets, and Trends for North America](#) from [MarketingProfs](#)

About the study: *B2B Content Marketing: 2015 Benchmarks, Budgets and Trends—North America* reports findings gathered from the fifth annual content marketing survey conducted by the Content Marketing Institute and MarketingProfs, and sponsored by Brightcove. It includes findings from 1,820 North American business-to-business (B2B) marketers from among 5,000+ marketers surveyed across 109 countries and 25 industries.



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