

# ENTERPRISE

## B2B ENTERPRISE CONTENT MARKETING 2016



BENCHMARKS,  
BUDGETS, AND  
TRENDS—  
NORTH AMERICA



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## WELCOME

### Greetings, Content Marketers,

Welcome to *B2B Enterprise Content Marketing 2016: Benchmarks, Budgets, and Trends—North America*. Here we look at how enterprise marketers (1,000+ employees) responded to the sixth annual content marketing survey conducted by Content Marketing Institute and MarketingProfs.

#### Among the findings:

- 22% of enterprise marketers say their organizations are effective at content marketing (vs. 28% last year)
- 35% have a documented content marketing strategy, a proven tool for increasing content marketing effectiveness (vs. 31% last year)
- Enterprise marketers spend 25% (on average) of their total marketing budget on content marketing (vs. 23% last year)
- 47% say they plan to increase their content marketing budget in the next 12 months (vs. 51% last year).

Read on to learn about the tactics, social media platforms, and paid methods of content promotion they use, as well as their metrics, goals, challenges, and more.

### Yours in content,

**Joe**

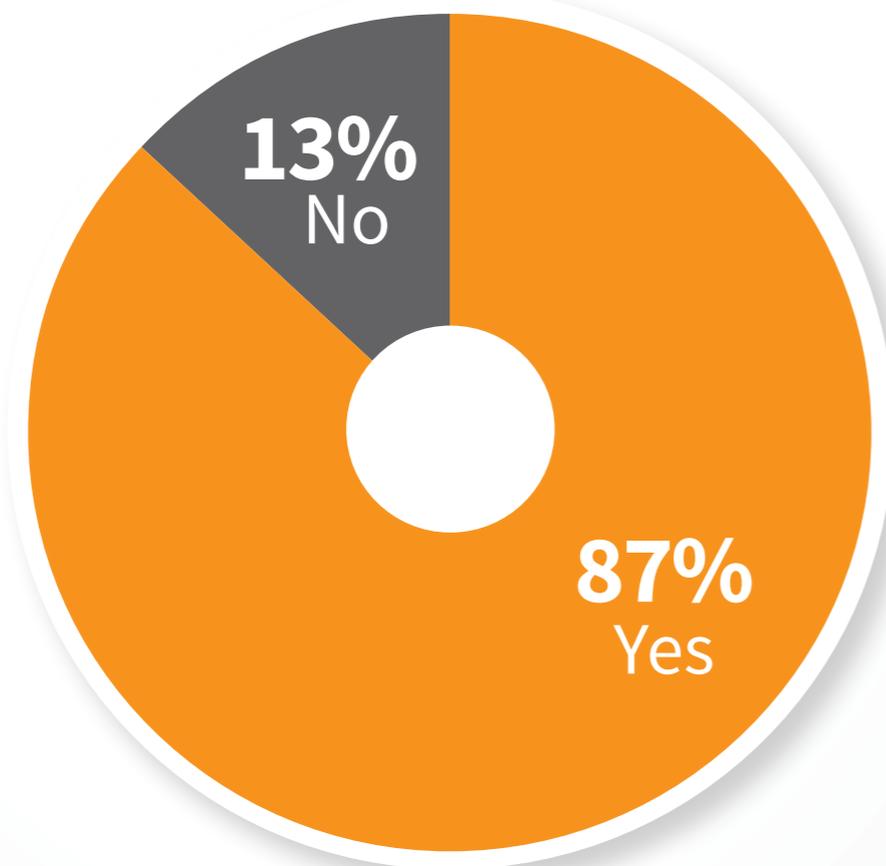


**Joe Pulizzi**

Founder

Content Marketing Institute

## Percentage of Enterprise Respondents Using Content Marketing



2016 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

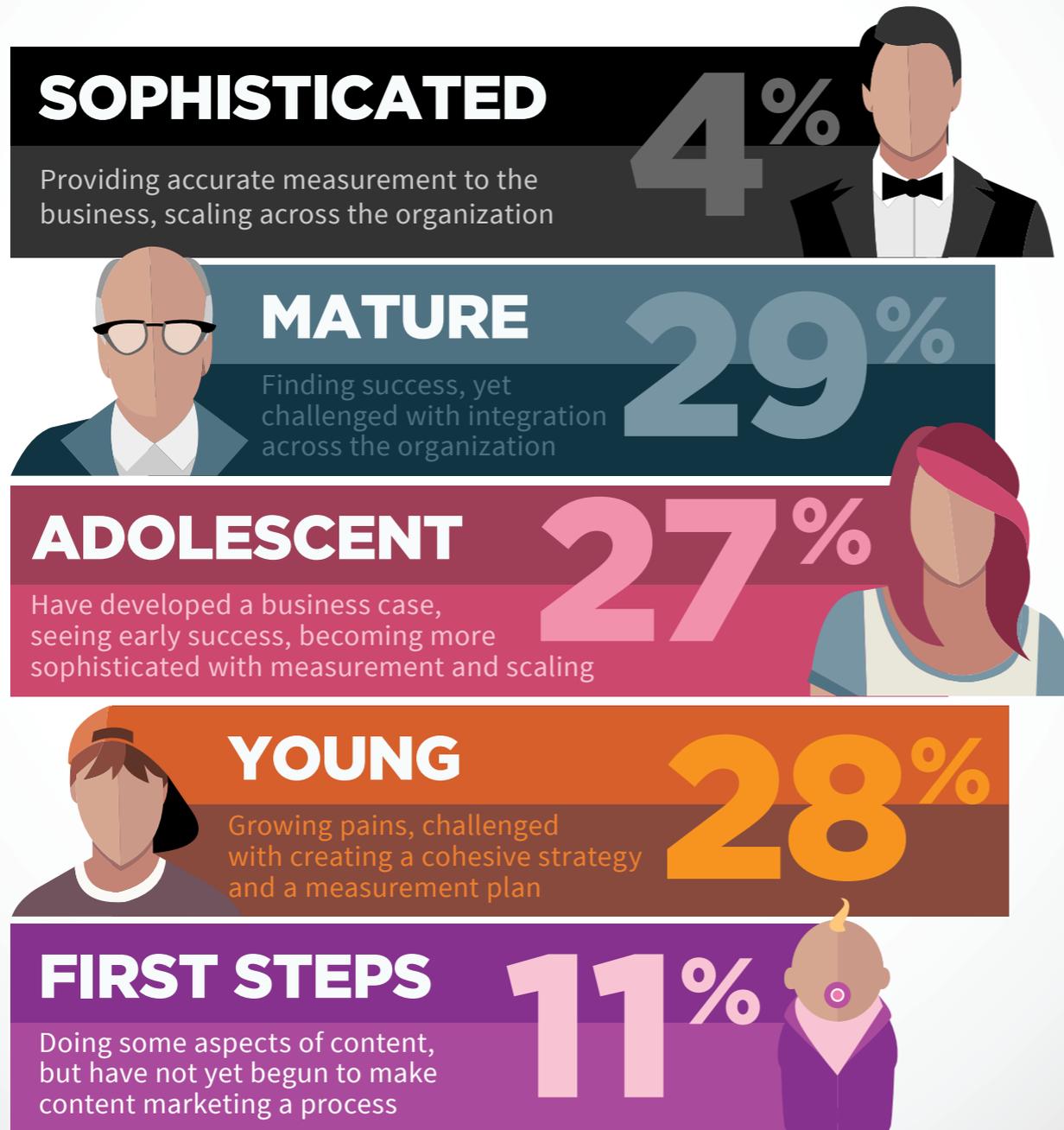
**Does your organization use content marketing?**

**87%** SAY YES

Last year, 88% of enterprise marketers said they 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.”

## How Enterprise Marketers Assess Their Content Marketing Maturity Level



2016 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

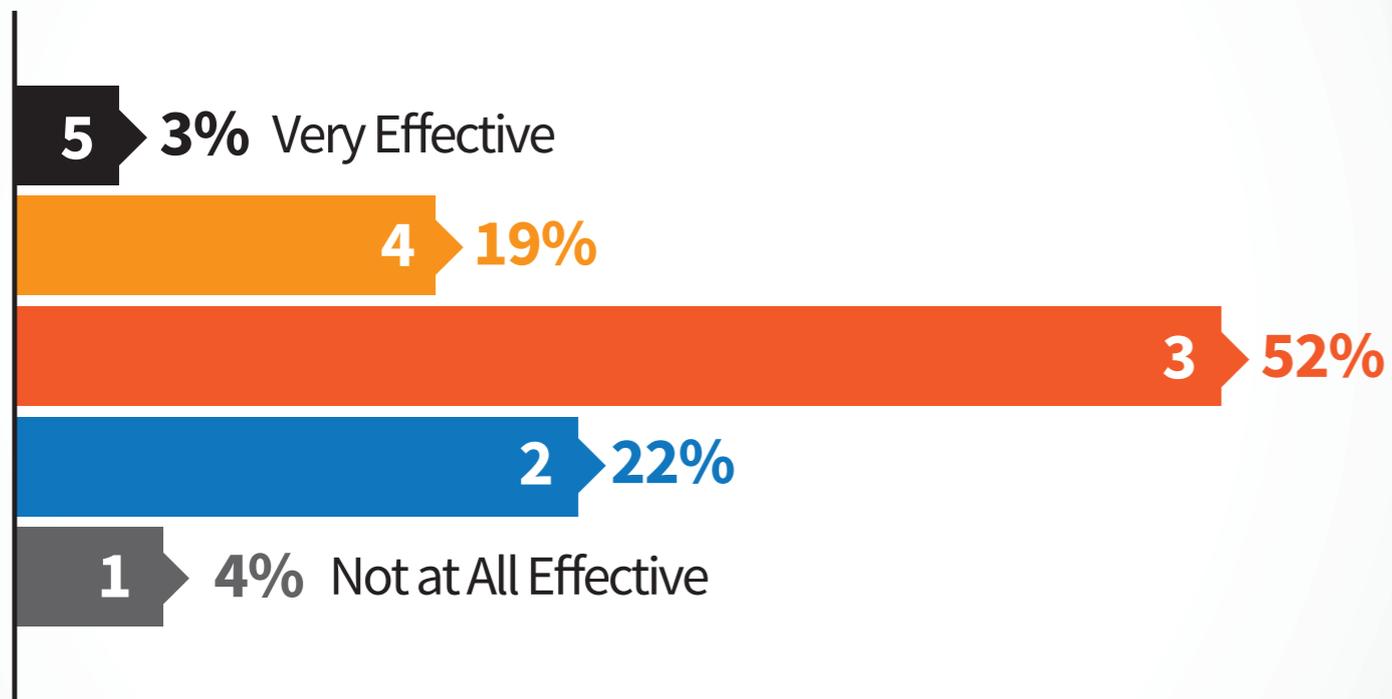
## How would you describe your organization's content marketing maturity level?

**33%** SAY SOPHISTICATED/  
MATURE

This was a new question this year. In general, effectiveness levels are greater among technology organizations that have higher levels of content marketing maturity. Among those who reported being the most effective:

- 82% were in the sophisticated/mature phase
- 14% were in the adolescent phase
- 4% were in the young/first steps phase.

## How Enterprise Marketers Rate the Effectiveness of Their Organization's Use of Content Marketing



**Note:** For this survey, we define effectiveness as “accomplishing your overall objectives.” We refer to those who rate their organizations as a 4 or 5 (on a scale of 1 to 5, with 5 being “Very Effective” and 1 being “Not at All Effective”) as the “most effective” or “best-in-class” marketers. The 1s and 2s are considered the “least effective,” while the 3s are neutral.

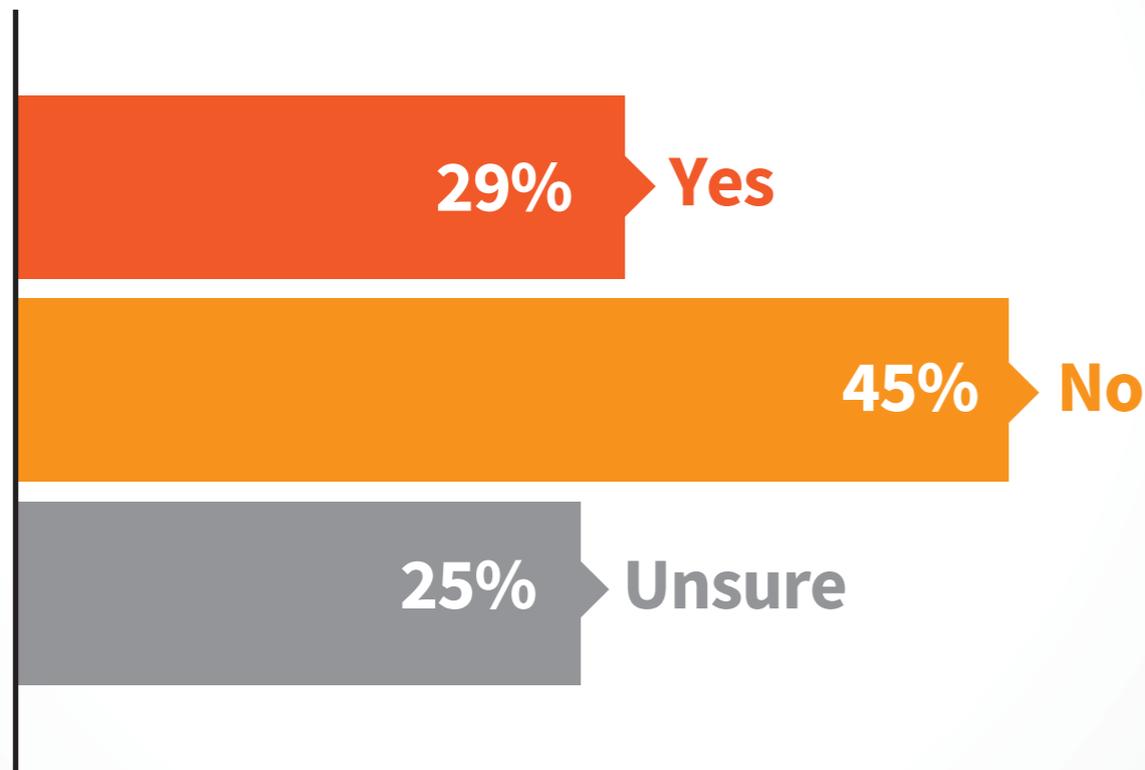
2016 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

Overall, how effective is your organization at content marketing?

**22%** SAY THEY ARE EFFECTIVE

Last year, 28% of enterprise marketers said their organizations were effective at content marketing. Having a documented content marketing strategy helps in this regard: 46% of enterprise marketers who have one say their organizations are effective at content marketing.

## Percentage of Enterprise Marketers Whose Organizations Have Clarity on Content Marketing Success



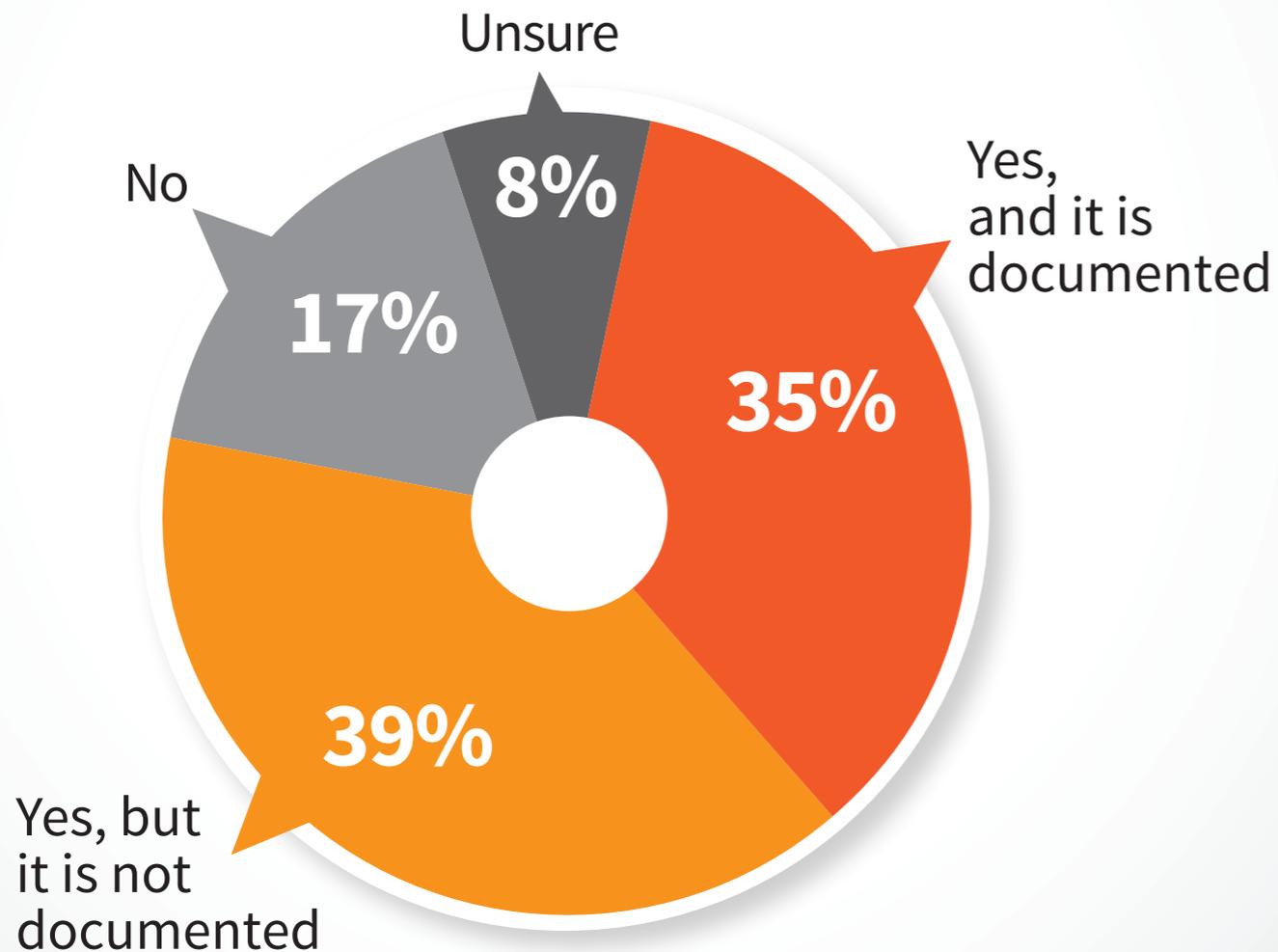
2016 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

**In your organization, is it clear what an effective or successful content marketing program looks like?**

**29%** SAY YES

This was a new question this year. The most effective enterprise marketers were more likely than the overall sample to report clarity around content marketing success (64% vs. 29%).

## Percentage of Enterprise Marketers Who Have a Content Marketing Strategy



2016 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

## Does your organization have a content marketing strategy?

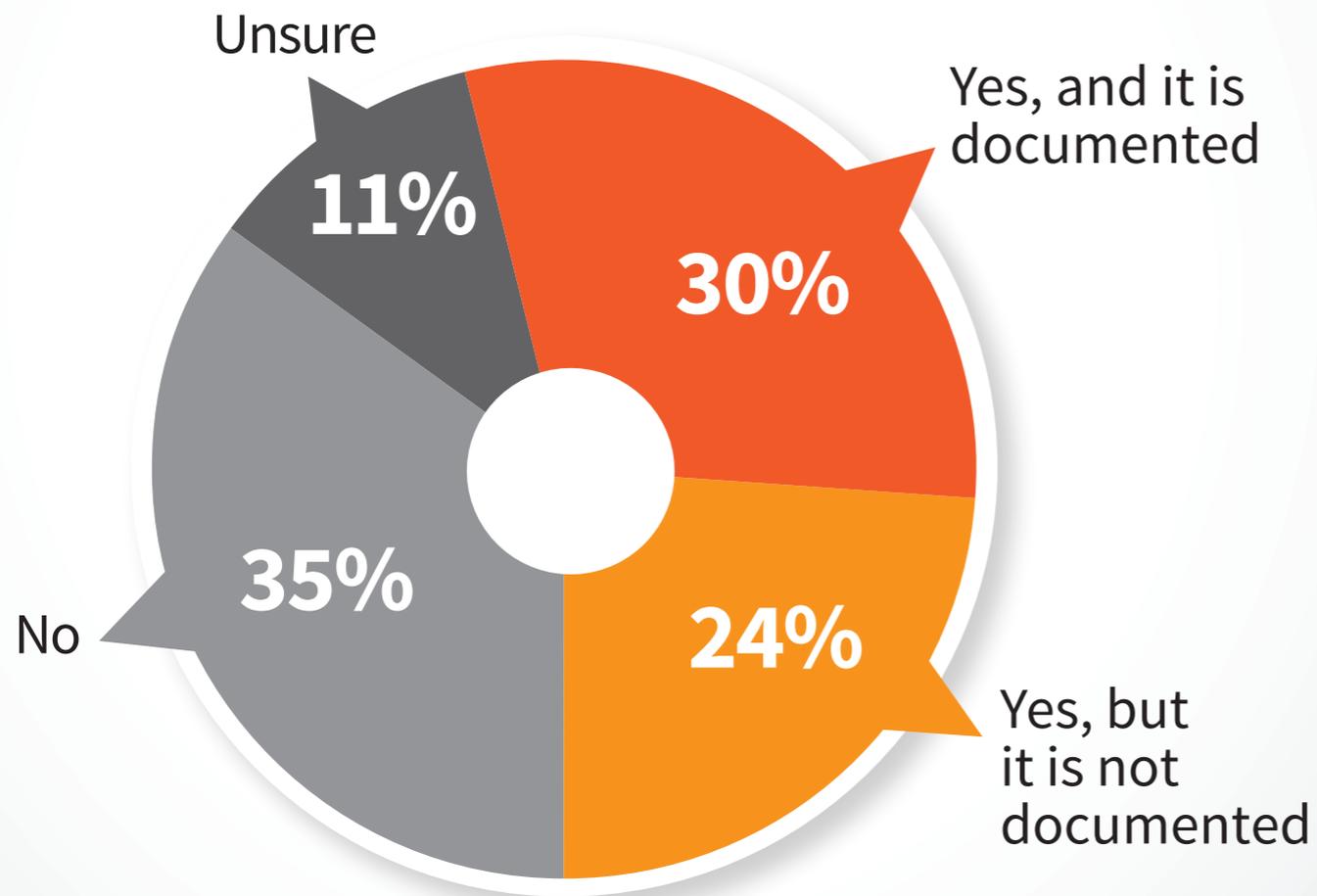
**35%** HAVE A DOCUMENTED CONTENT MARKETING STRATEGY

Last year, 31% of enterprise marketers said they had a documented content marketing strategy, 42% had a verbal-only strategy, and 20% had no strategy.

A documented content marketing strategy influences overall effectiveness: 75% of the most effective enterprise content marketers have a documented strategy. By comparison, only 11% of the least effective have a documented strategy.

Enterprise marketers who have a documented content marketing strategy get better results with many of the tactics, social media platforms, and paid advertising methods they use (i.e., they rate them as more effective).

## Percentage of Enterprise Marketers Who Have an Editorial Mission Statement



2016 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

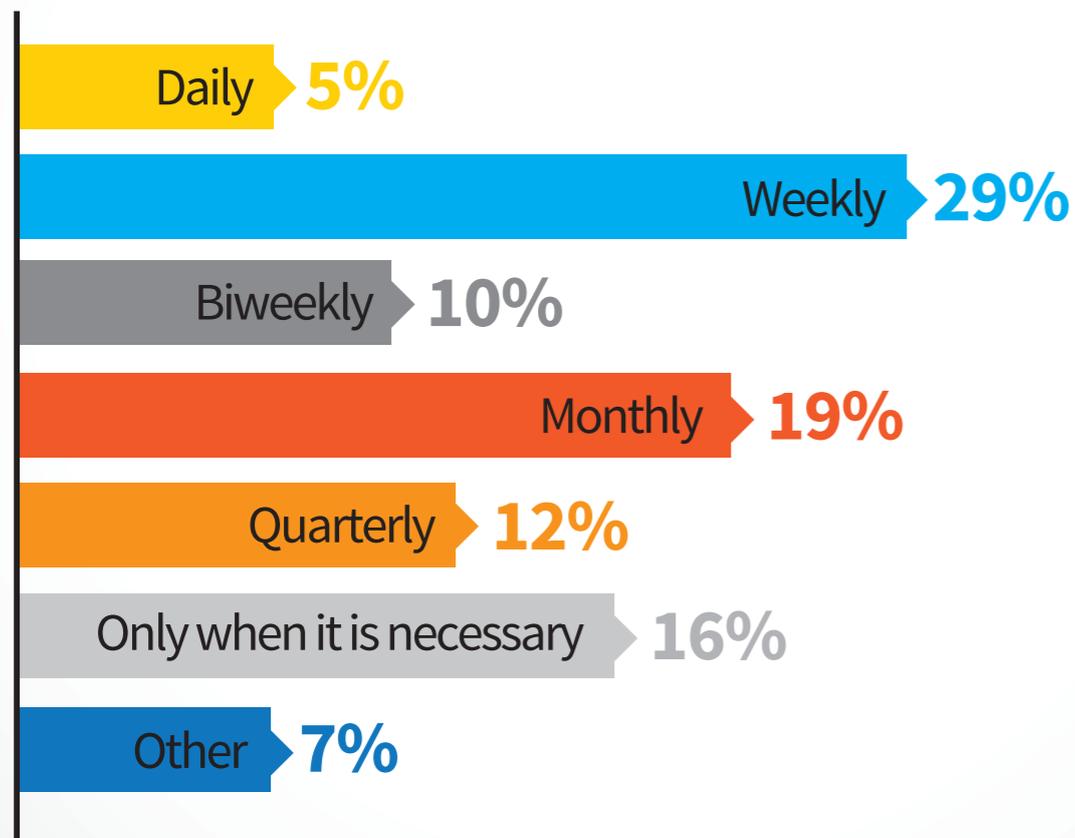
**Does your organization have an editorial mission statement for the primary audience you target?**

**30%** HAVE A DOCUMENTED EDITORIAL MISSION STATEMENT

This was a new question this year.

58% of the most effective enterprise marketers have a documented editorial mission statement. In contrast, 58% of the least effective do not have a documented editorial mission statement or are unsure.

## How Often Enterprise Marketers Meet to Discuss Their Content Marketing Program



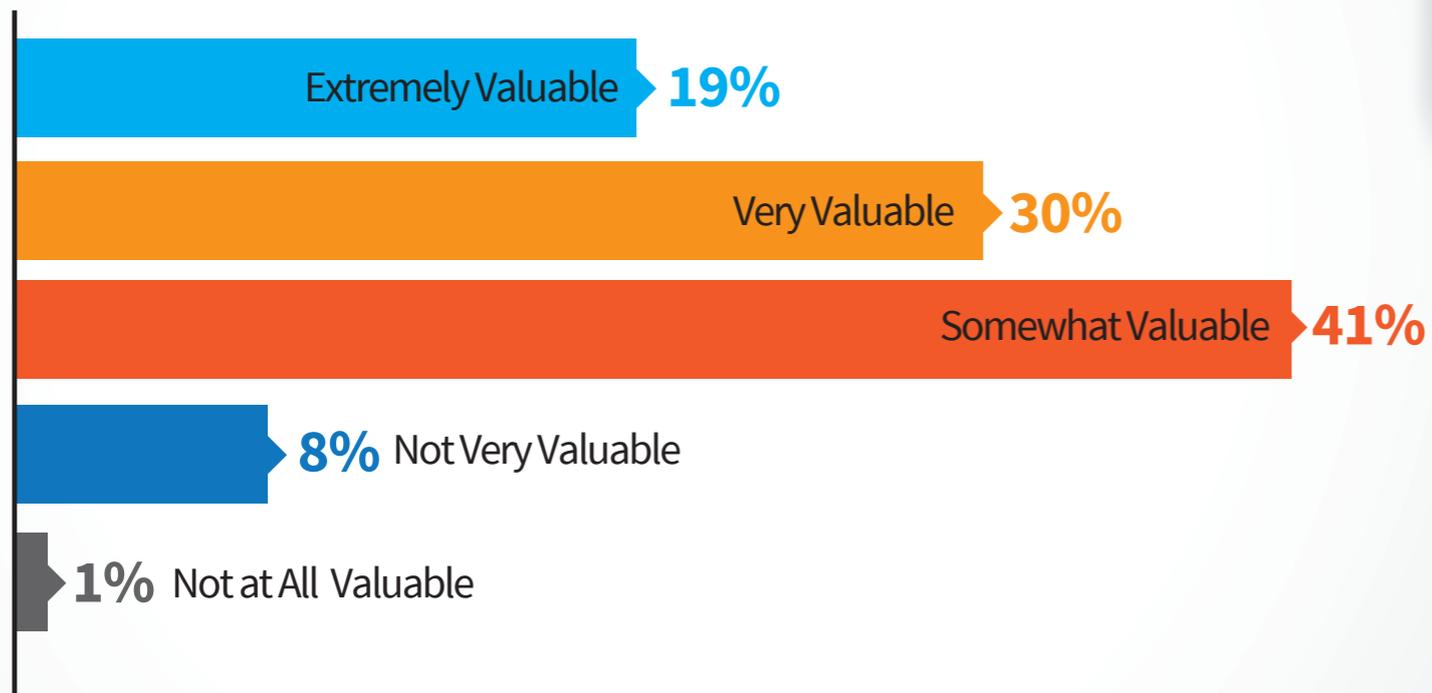
2016 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

**How often does your team meet (either in person or virtually) to discuss the progress/results of your content marketing program?**

**34%** SAY DAILY OR WEEKLY

When compared with the overall sample, the most effective enterprise marketers meet more frequently (58% of the most effective enterprise marketers meet daily or weekly).

## How Enterprise Marketers Perceive the Value of Internal Content Marketing Meetings



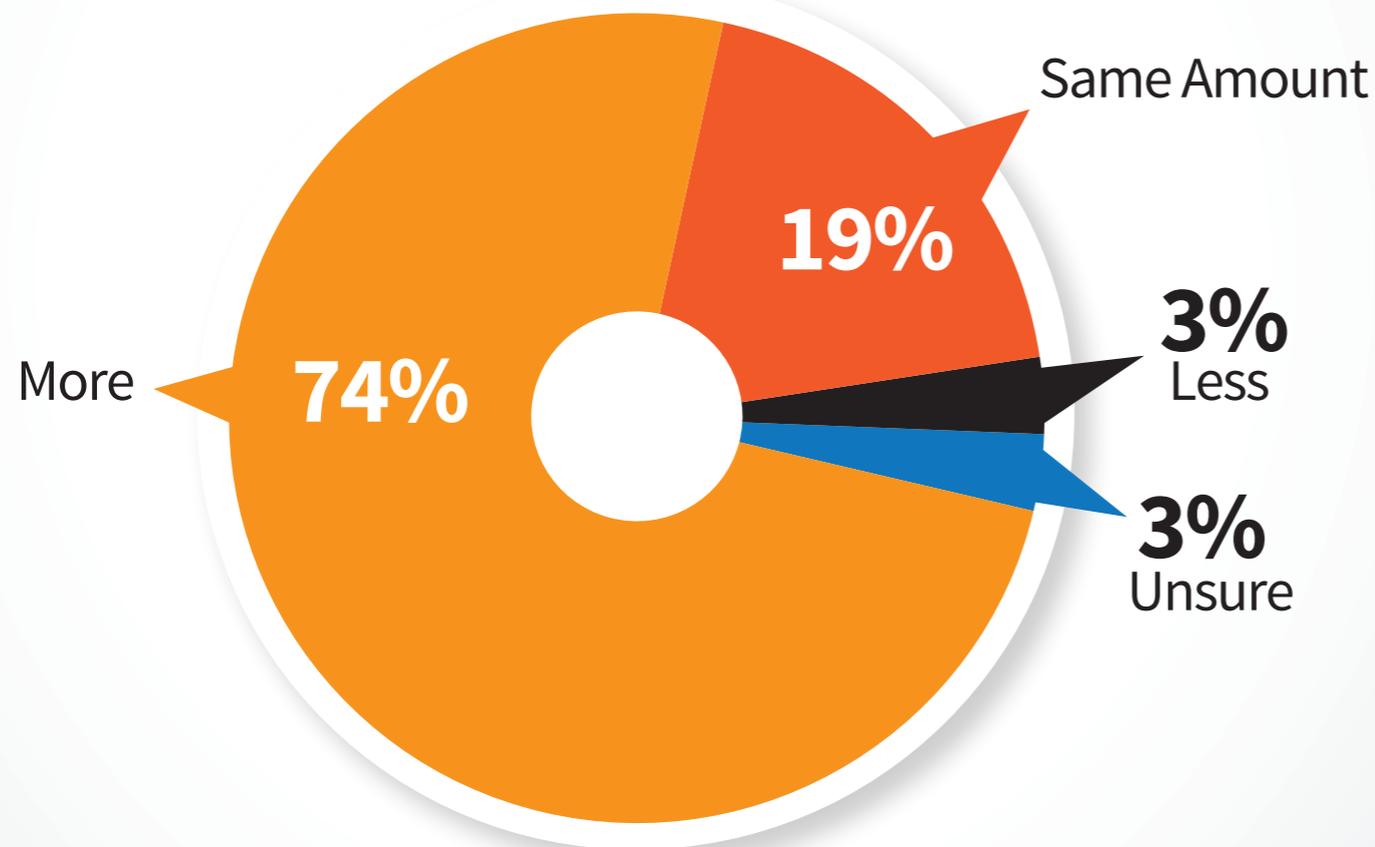
2016 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

**How valuable are team meetings in helping your organization to be more effective at content marketing?**

**49%** SAY MEETINGS ARE VALUABLE

When compared with the overall sample, the most effective enterprise marketers are extracting more value from their content marketing meetings (73% of the most effective say meetings are valuable).

## Enterprise Marketers' Expected Change in Content Creation (2015 vs. 2016)



2016 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

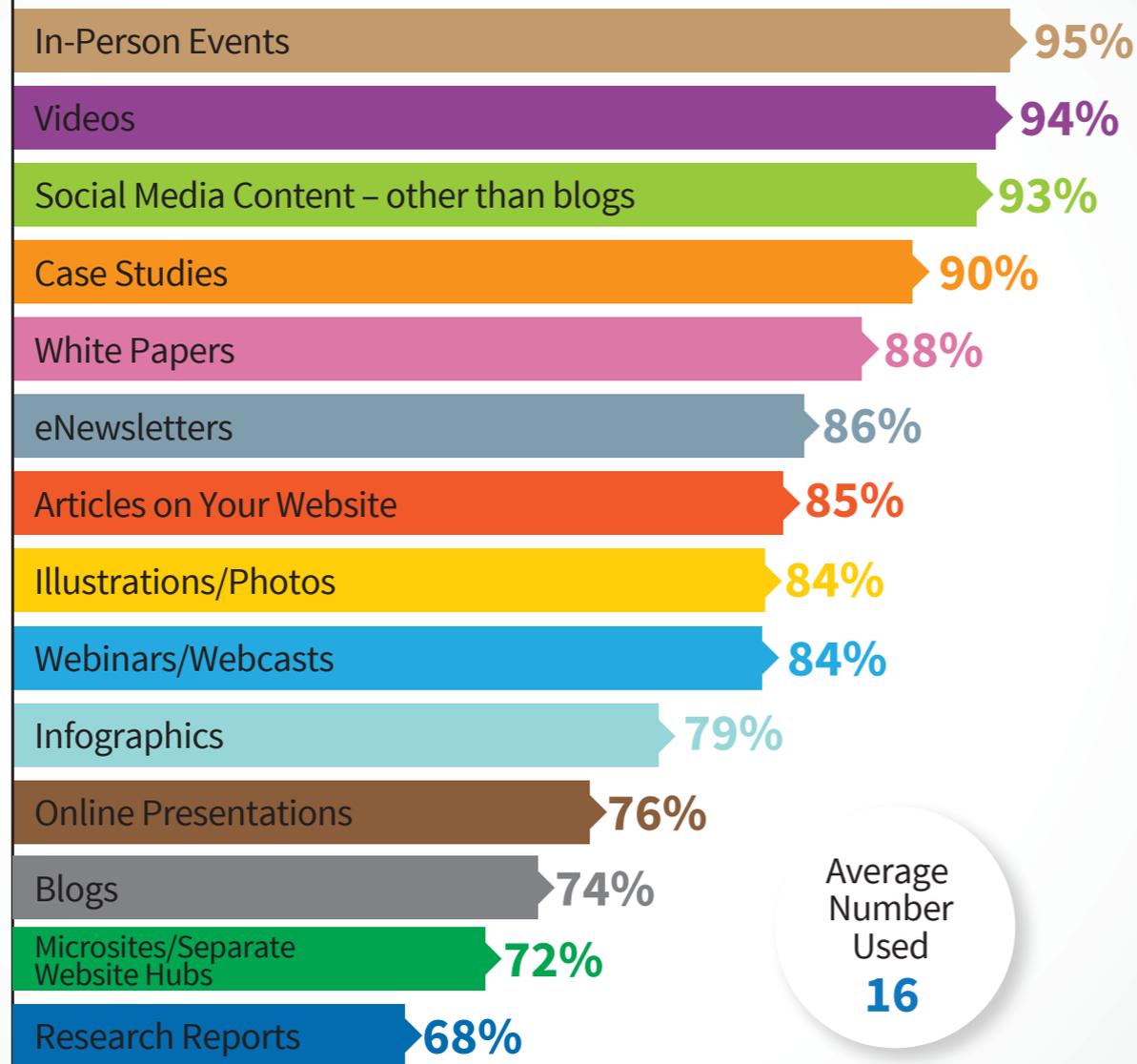
Compared with 2015, how much content will your organization produce in 2016?

**74%** SAY THEY WILL PRODUCE MORE

When looking at the overall sample, 74% of enterprise marketers plan to produce more content in 2016 vs. 2015.

In terms of effectiveness, 69% of the most effective enterprise marketers plan to produce more content vs. 74% of the least effective.

## Enterprise Marketers' Content Marketing Tactic Usage



**Note:** Fewer than 60% of enterprise marketers said they use the following tactics: Branded Content Tools (59%), Mobile Apps (49%), Print Magazines (45%), Digital Magazines (42%), eBooks (42%), Books (41%), Virtual Conferences (38%), Podcasts (32%), Print Newsletters (32%), and Games/Gamification (22%).

2016 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

## Which content marketing tactics does your organization use?

**95%** USE IN-PERSON EVENTS

Like last year:

- Enterprise marketers use an average of 16 content marketing tactics
- In-person events, videos, and social media content (other than blogs) are the top three most often cited tactics.

The use of all of the tactics shown on the accompanying chart either increased or decreased within four percentage points over the last year.

The exceptions are:

- Illustrations/photos (78% last year vs. 84% this year)
- Microsites/separate website hubs (78% last year vs. 72% this year).

### Enterprise Marketers' Effectiveness Ratings for Content Marketing Tactics



**Note:** Percentages comprise marketers who rated each content tactic as 4 or 5 on a 5-point scale where 5 = "Very Effective" and 1 = "Not at All Effective."

2016 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

## How effective are the tactics your organization uses?

**76%** SAY IN-PERSON EVENTS ARE EFFECTIVE

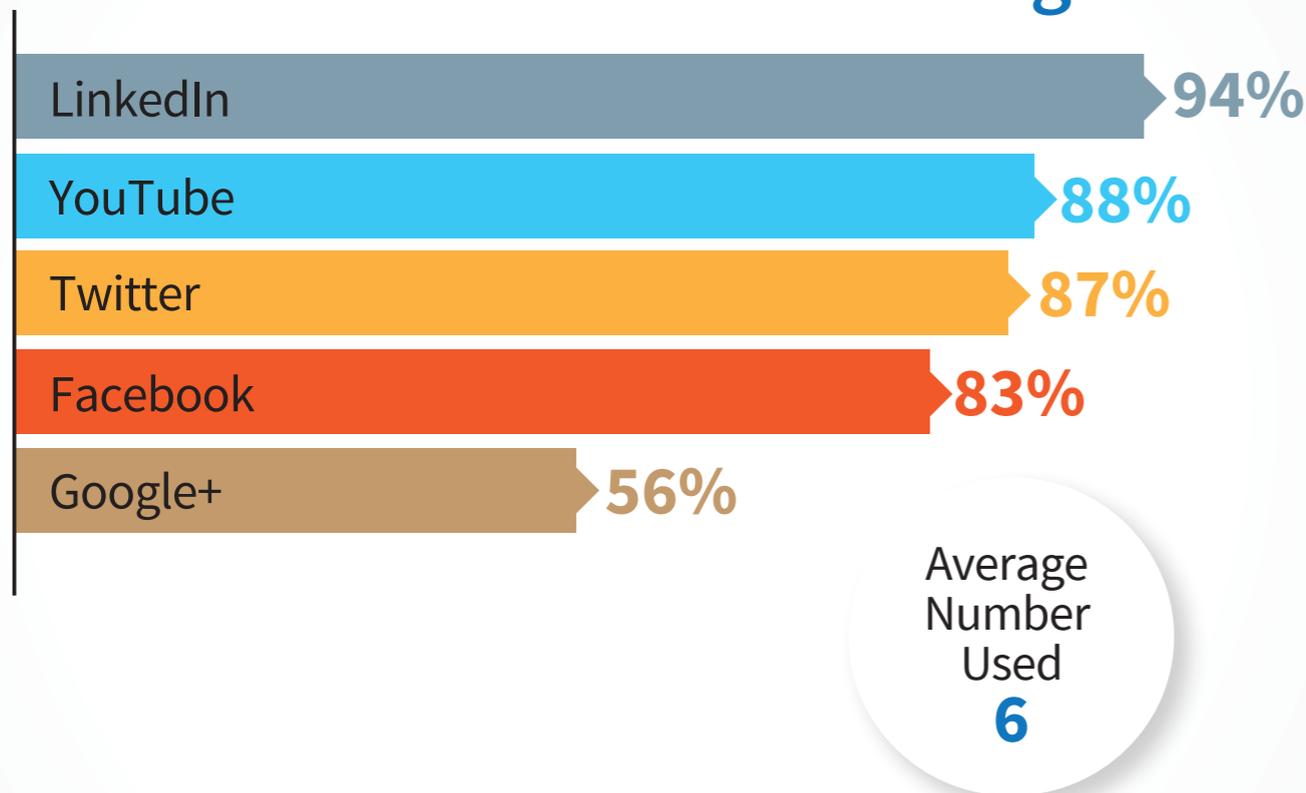
Of all the content marketing tactics they use, the accompanying chart shows the 12 that enterprise marketers say are most effective.

Respondents reported higher effectiveness for all of the tactics shown on the accompanying chart. The largest increases were for:

- eBooks (34% last year vs. 54% this year)
- Infographics (49% last year vs. 63% this year)
- Illustrations/Photos (43% last year vs. 54% this year).

**Note:** Additional content tactics with effectiveness ratings include: Branded Content Tools (53%), Online Presentations (53%), Blogs (52%), Social Media Content – other than Blogs (48%), Mobile Apps (47%), Virtual Conferences (45%), Books (40%), Podcasts (39%), Games/Gamification (33%), Digital Magazines (30%), Print Magazines (29%), and Print Newsletters (29%).

## Enterprise Marketers' Social Media Platform Usage



## Which social media platforms does your organization use to distribute content?

94% USE LinkedIn

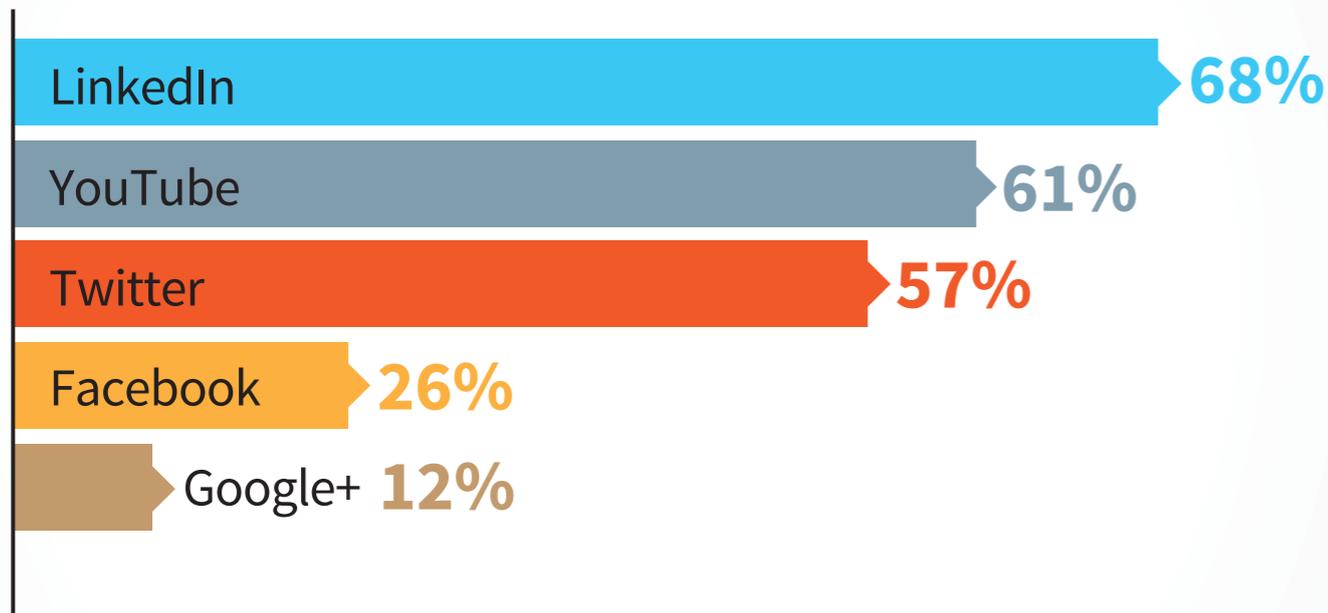
Enterprise marketers use an average of six social media platforms, the same as last year. LinkedIn is still the platform they use the most.

Use of LinkedIn, YouTube, and Google+ all increased by three percentage points. Use of Twitter increased by one percentage point, and use of Facebook stayed the same.

**Note:** Fewer than 55% of enterprise marketers said they use the following social media platforms: SlideShare (39%), Instagram (32%), Vimeo (21%), Pinterest (20%), iTunes (17%), Vine (10%), Tumblr (9%), Periscope (8%), Snapchat (8%), and Medium (8%).

2016 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

## Enterprise Marketers' Effectiveness Ratings for Social Media Platforms



**Note:** Percentages comprise marketers who rated each social media platform as 4 or 5 on a 5-point scale where 5 = "Very Effective" and 1 = "Not at All Effective."

**Note:** The effectiveness ratings for platforms that had lower usage rates were reported as follows: SlideShare (42%), Vimeo (41%), Instagram (20%), Pinterest (18%), and iTunes (29%). Effectiveness ratings for additional social media platforms are not reported here due to low incidence of use.

2016 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

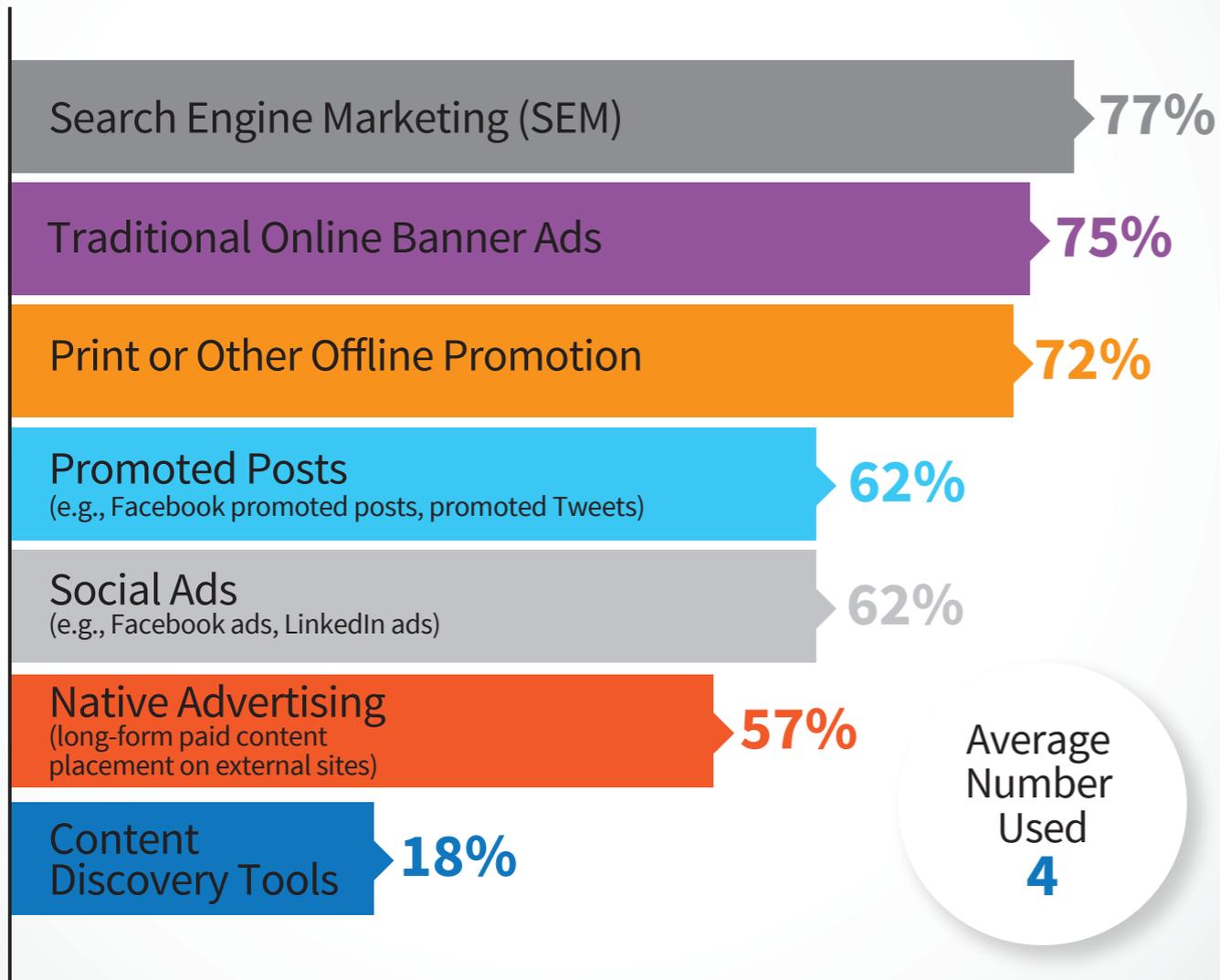
### How effective are the social media platforms your organization uses?

**68%** SAY LinkedIn IS EFFECTIVE

As they did last year, enterprise marketers said LinkedIn, YouTube, and Twitter are the most effective social media platforms they use. The effectiveness rating for all three increased over last year; LinkedIn increased the most (61% last year vs. 68% this year).

The effectiveness ratings for Facebook (30% last year vs. 26% this year) and Google+ (18% last year vs. 12% this year) decreased.

## Enterprise Marketers' Paid Advertising Usage



2016 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

## Which paid advertising methods does your organization use to promote/distribute content?

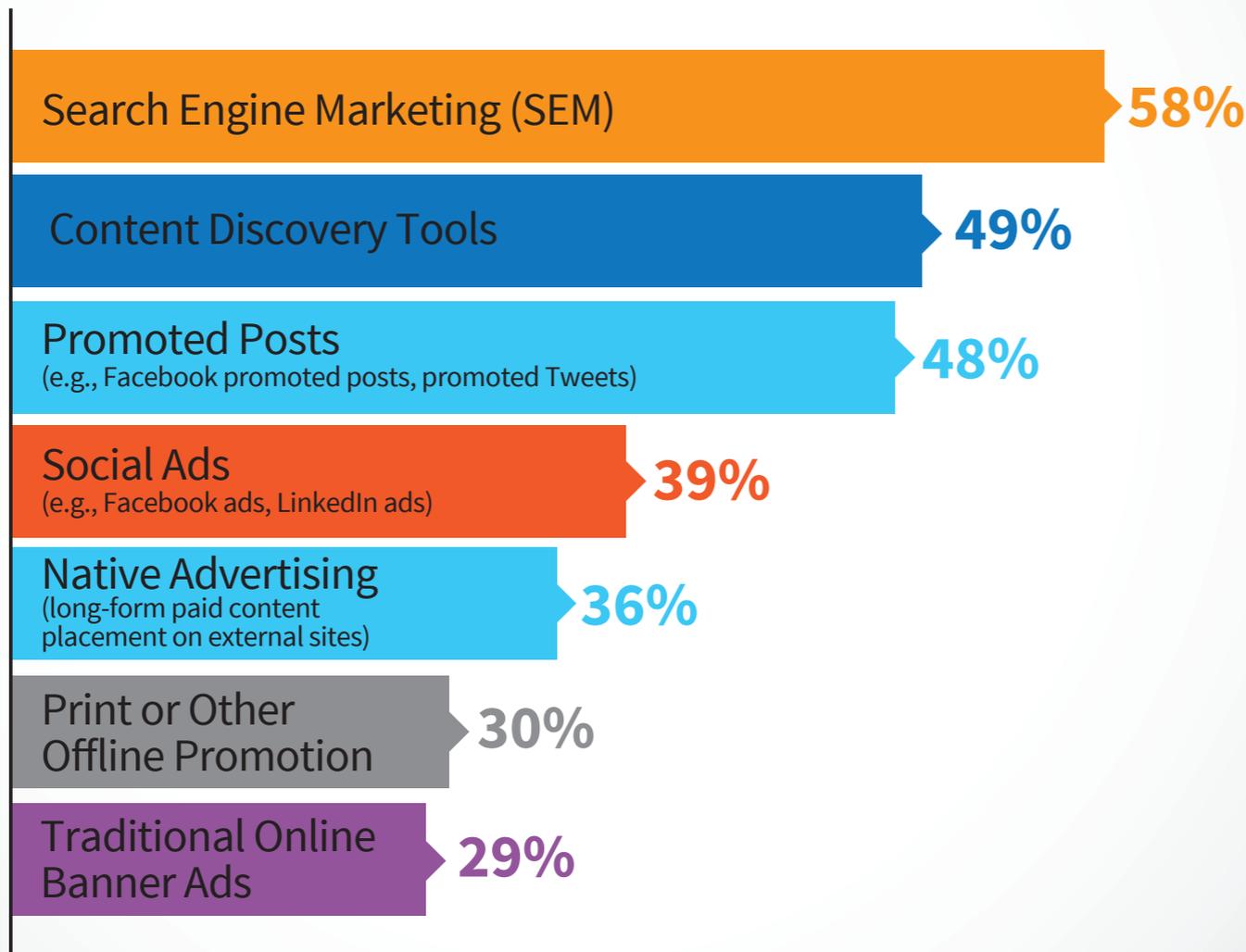
**77%** USE SEM

Like last year, enterprise marketers use an average of four paid methods to promote/distribute content. Search engine marketing (SEM) surpassed traditional online banner ads as the most often used paid method (last year, 74% of enterprise marketers said they used traditional online banner ads and 73% said they used SEM).

Use of all of the other paid methods shown on the accompanying chart increased as well. The greatest increases were for:

- Promoted posts (49% last year vs. 62% this year)
- Social ads (53% last year vs. 62% this year).

## Enterprise Marketers' Effectiveness Ratings for Paid Advertising Methods



**Note:** Percentages comprise marketers who rated each paid advertising method as 4 or 5 on a 5-point scale where 5 = "Very Effective" and 1 = "Not at All Effective."

2016 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

### How effective are the paid advertising methods your organization uses to promote/distribute content?

**58%** SAY SEM IS EFFECTIVE

Enterprise marketers reported greater effectiveness with all of the paid methods of content promotion/distribution shown on the accompanying chart.

Like last year, search engine marketing (SEM) was said to be most effective (53% last year vs. 58% this year).

The method with the greatest increase in effectiveness was promoted posts (42% last year vs. 48% this year).

## Content Offers Enterprise Marketers Ask Audience to Subscribe to



2016 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

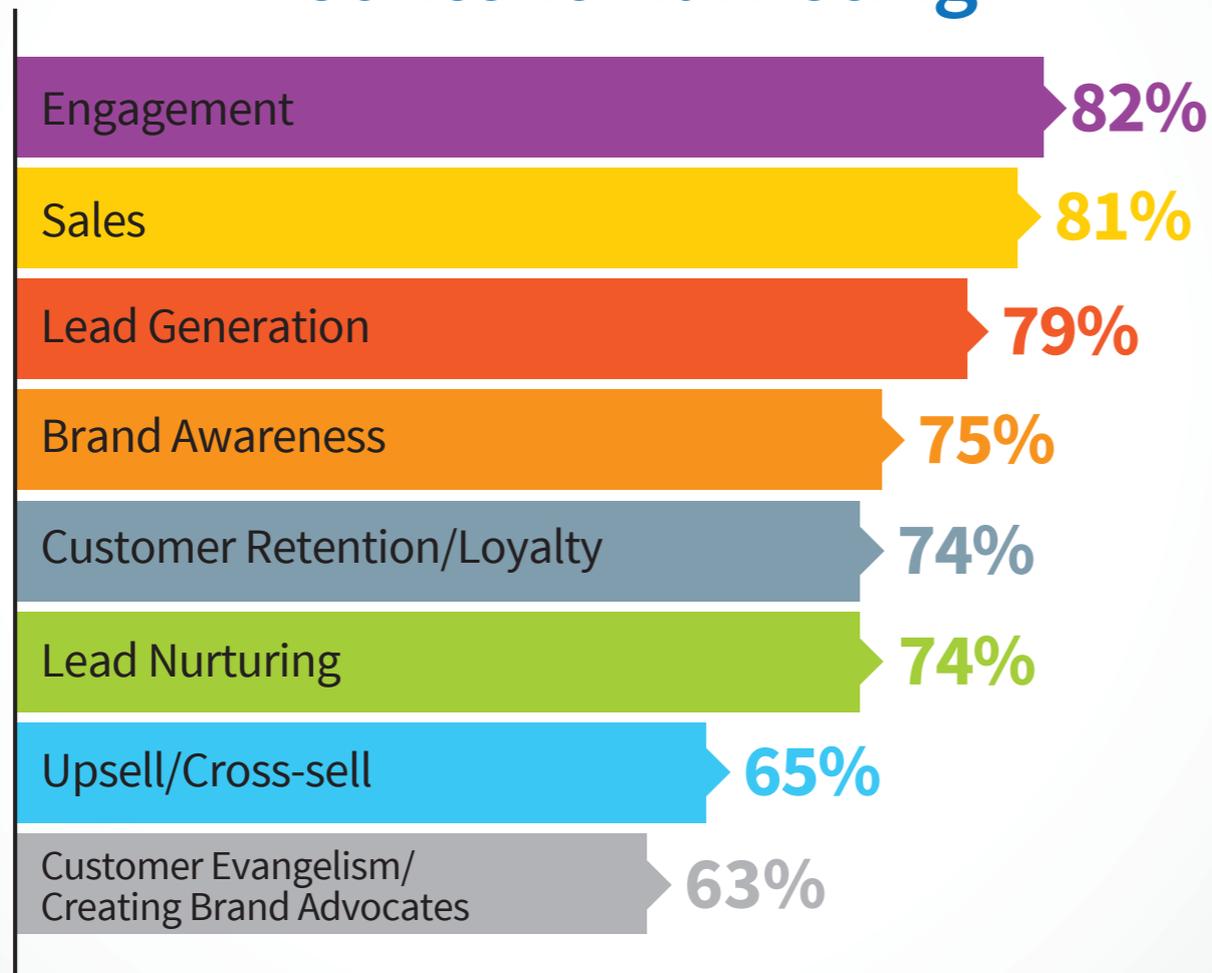
# Which content offers does your organization ask its audience to subscribe to?

# 74%

 SAY eNEWSLETTERS

This was a new question this year. Across all groups studied, the majority of marketers focus primarily on eNewsletters and blogs in order to generate subscribers.

## Enterprise Marketers' Organizational Goals for Content Marketing



**Note:** Percentages comprise marketers who rated each goal as 4 or 5 on a 5-point scale where 5 = "Very Important" and 1 = "Not at All Important."

2016 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

How important will each of these content marketing goals be to your organization in the next 12 months?

**82%** SAY ENGAGEMENT IS AN IMPORTANT GOAL

The most effective enterprise marketers place more importance on every content marketing goal shown on the accompanying chart when compared with the overall sample. In addition, they say sales is the most important goal (91%), followed by lead generation (88%), engagement (84%), and lead nurturing (84%).

## Importance of Metrics That Enterprise Content Marketers Use



**Note:** Percentages comprise marketers who rated each metric as 4 or 5 on a 5-point scale where 5 = "Very Important" and 1 = "Not at All Important."

2016 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

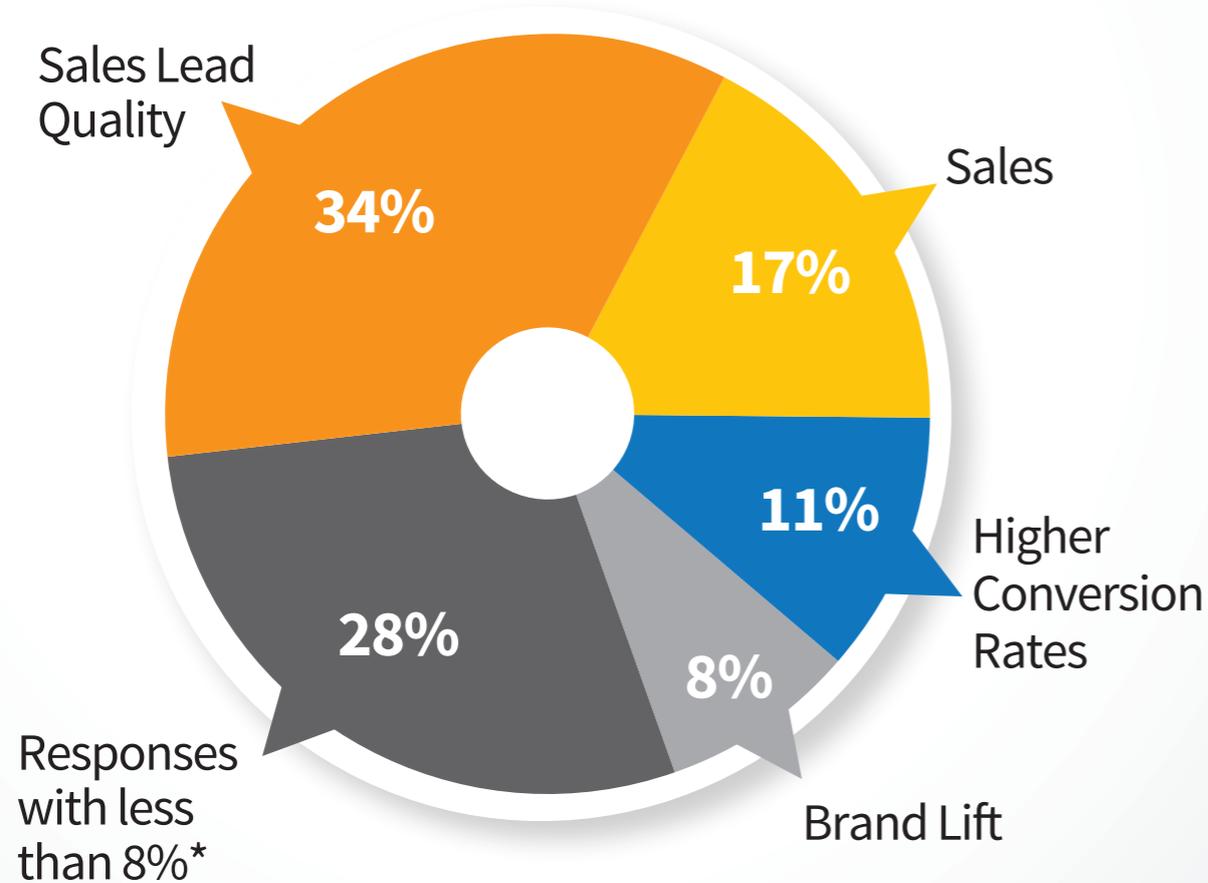
### How important are the following metrics that your organization uses?

**85%** SAY SALES LEAD QUALITY IS AN IMPORTANT METRIC

Regardless of how effective they are at content marketing, enterprise marketers consistently cite sales lead quality, sales, and higher conversion rates as the three most important metrics they use to measure the effectiveness or success of their content marketing efforts.

**Note:** Additional metrics with importance ratings include: Subscriber Growth (60%), Time Spent on Website (57%), Qualitative Feedback from Customers (55%), Inbound Links (52%), Social Media Sharing (47%), and Cost Savings (37%).

## The Most Important Metric That Enterprise Content Marketers Use



2016 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

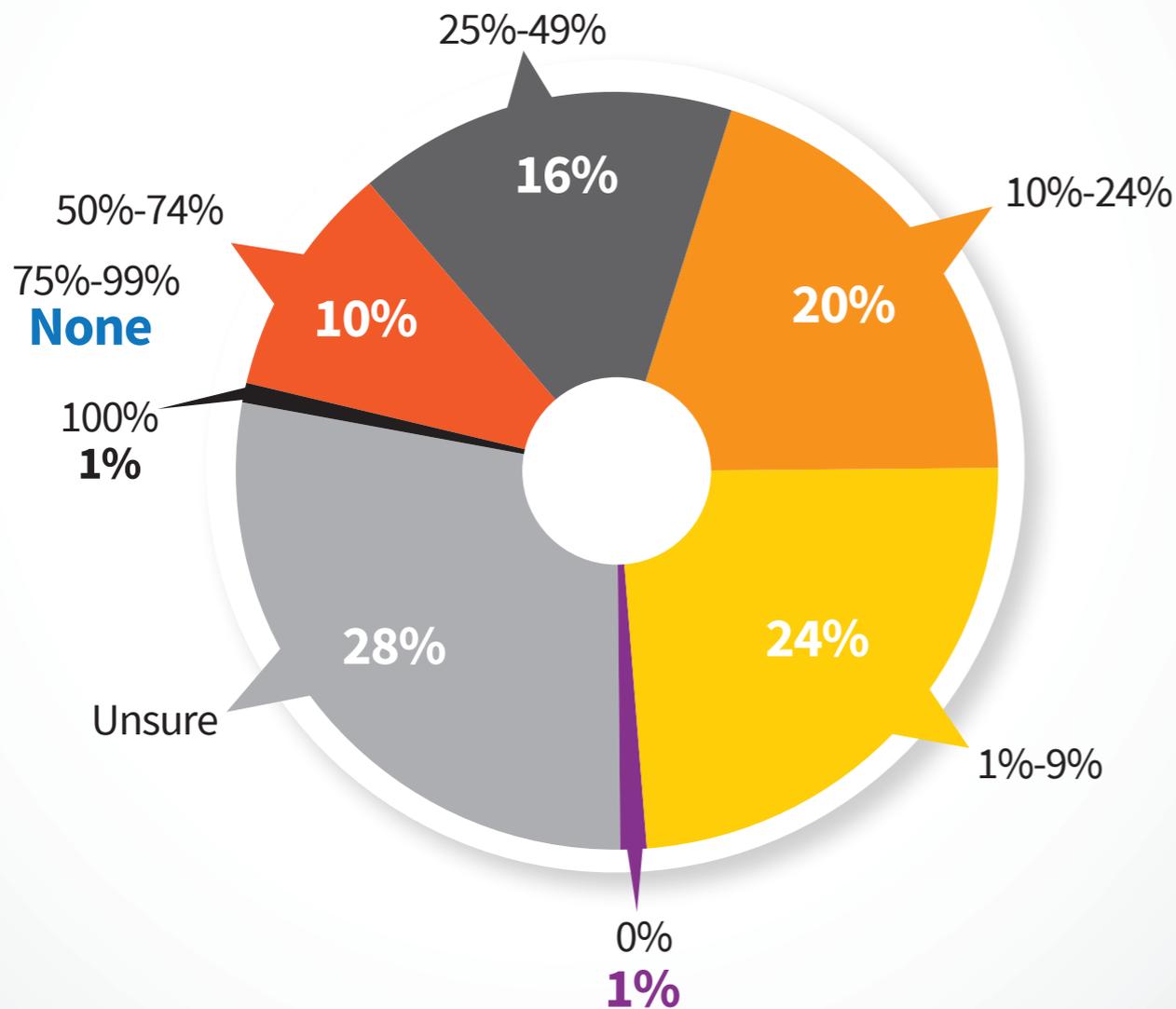
### What is THE MOST important metric that your organization uses?

**34%** SAY SALES LEAD QUALITY

Many enterprise marketers, regardless of company size, effectiveness, or content marketing maturity level, say sales lead quality is the most important metric.

*\*Responses with less than 8% include: Website Traffic (5%), Sales Lead Quantity (4%), Qualitative Feedback from Customers (3%), Subscriber Growth (2%), Purchase Intent (2%), SEO Ranking (2%), Time Spent on Website (2%), Cost Savings (1%), Customer Renewal Rates (1%), Social Media Sharing (1%), Inbound Links (1%), and Other (3%).*

## Percentage of Total Marketing Budget Enterprise Marketers Spend on Content Marketing



2016 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

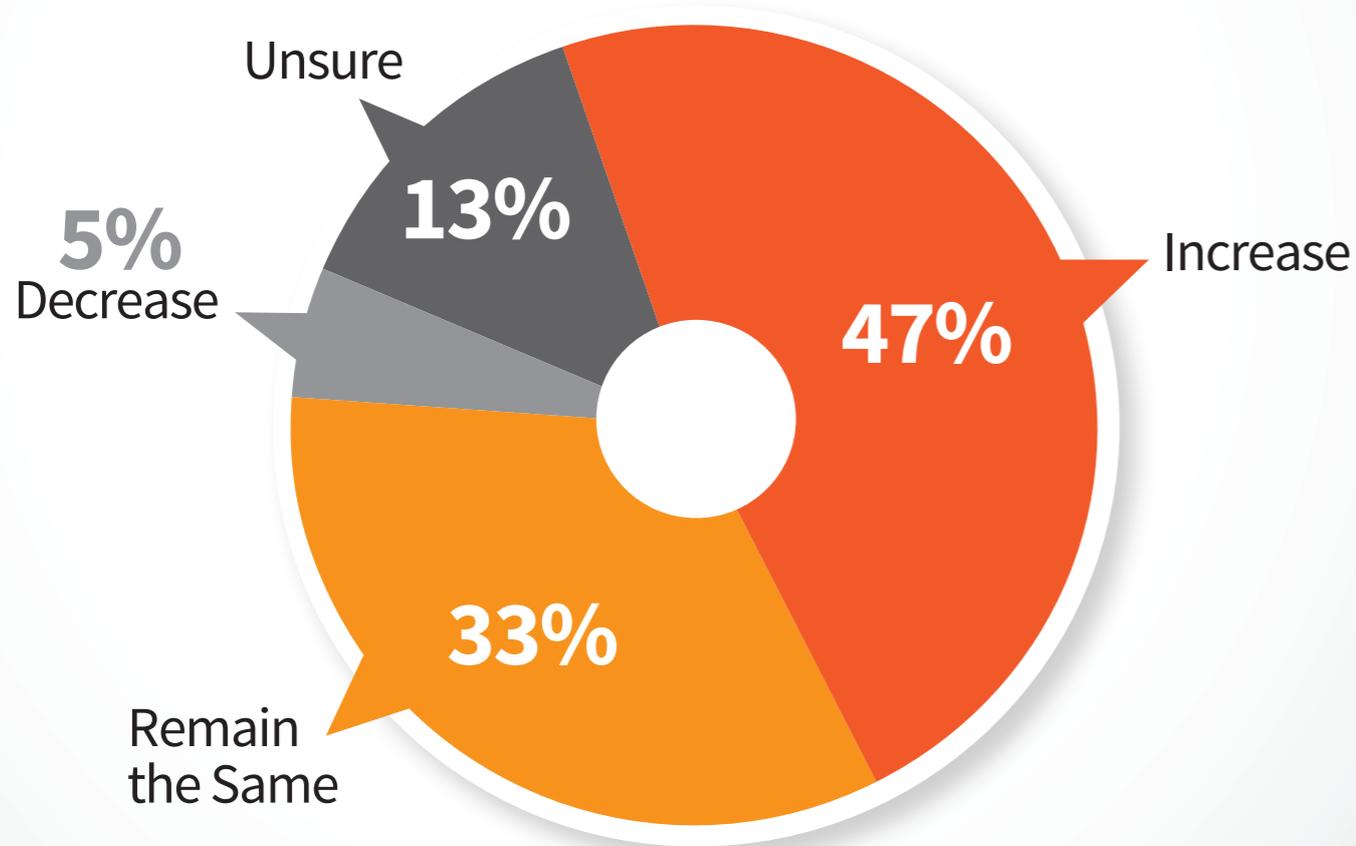
Approximately what percentage of your organization's total marketing budget (not including staff) is spent on content marketing?

**25%** IS THE AVERAGE

Last year, enterprise marketers allocated 23% of their total budget, on average, to content marketing.

The most effective enterprise marketers allocate 36%, on average (up from 31% last year), whereas the least effective allocate 15% (up from 14% last year).

## Content Marketing Spending Among Enterprise Marketers (Over Next 12 Months)



2016 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

**How do you expect  
your organization's content  
marketing budget to change  
in the next 12 months?**

**47%** SAY THEY WILL  
INCREASE SPENDING

47% of enterprise marketers plan to increase their content marketing spending in the next 12 months. Last year, 51% said they would increase spending.

### Top Five Challenges for Enterprise Content Marketers



**Note:** Other challenges from the list (aided) include: Lack of Budget (33%), Producing a Variety of Content (27%), Gaps in Knowledge and Skills of Internal Team (26%), Lack of Buy-In/Vision from Higher Ups Inside our Organization (24%), Implementing the Technology Already in Place (21%), Understanding/Choosing Technologies Needed (21%), Finding or Training Content Marketing Professionals/Content Creators (18%), and Other (6%).

2016 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

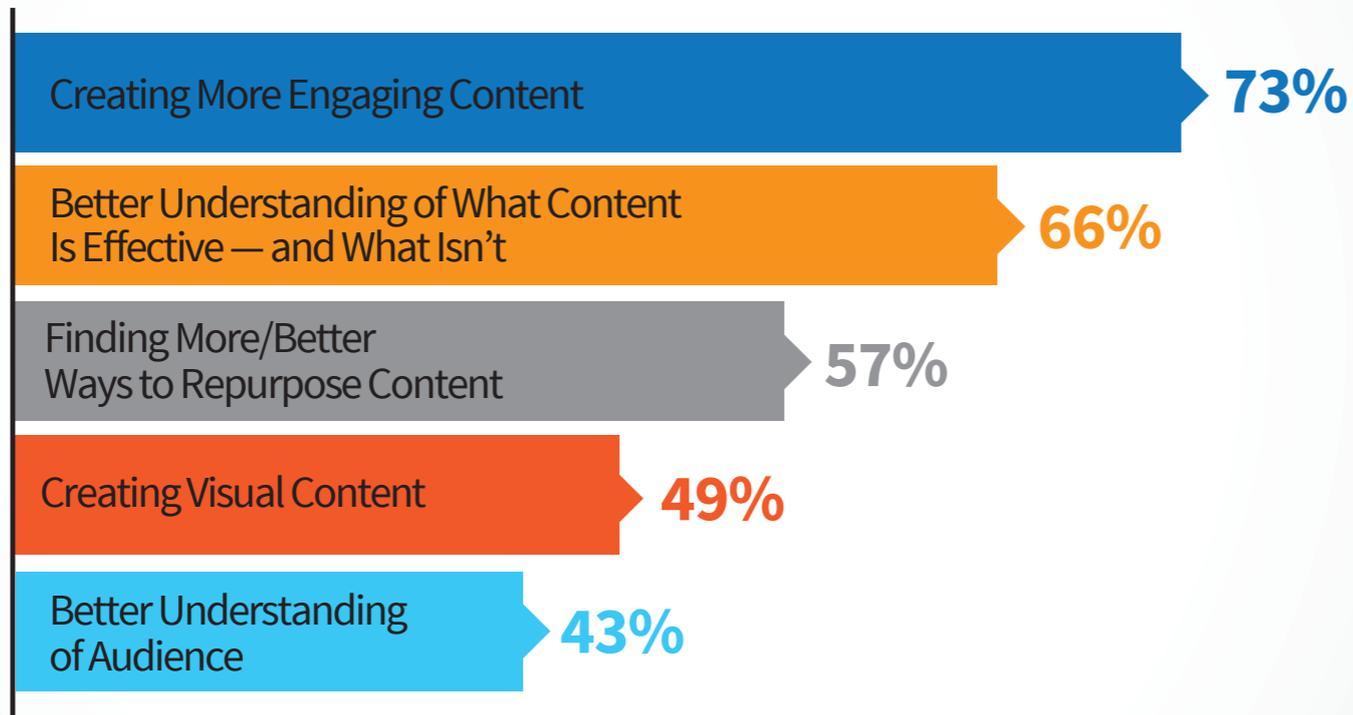
## What are your organization's top five content marketing challenges this year?

**63%** SAY PRODUCING ENGAGING CONTENT

Like their B2B peers overall, enterprise marketers cite producing engaging content as their top challenge. And while their challenges are similar in some ways, enterprise marketers are more likely than B2B marketers overall to cite measuring the ROI of our content marketing program (59% vs. 52%) and lack of integration across marketing (41% vs. 23%) as top five challenges.

B2B marketers overall are more likely than enterprise marketers to cite producing content consistently as a top five challenge (57% vs. 46%).

## Top Five Priorities for Enterprise Content Creators



**Note:** Other priorities from the list (aided) include: *Becoming Better Storytellers* (40%), *Content Optimization* (38%), *Content Personalization* (27%), *Content Curation* (21%), *Becoming Stronger Writers* (14%), and *Other* (5%).

2016 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

What are the top five priorities that your organization's internal content creators will focus on this year?

**73%** SAY CREATING MORE ENGAGING CONTENT

Enterprise marketers, like B2B marketers overall, cite creating more engaging content as their top priority for content creators. Their other priorities closely match those cited by B2B marketers overall.

## COMPARISON CHART

# Most Effective vs. Least Effective B2B Enterprise Content Marketers

	MOST EFFECTIVE	AVERAGE/OVERALL	LEAST EFFECTIVE
Organization is clear on what an effective or successful content marketing program looks like	64%	29%	18%
Describes organization as sophisticated/mature at content marketing	82%	33%	3%
Meets daily or weekly to discuss content marketing program	58%	34%	19%
Finds meetings extremely or very valuable	73%	49%	38%
Has a documented content marketing strategy	75%	35%	11%
Has a documented editorial mission statement	58%	30%	16%
Average number of tactics used	18	16	14
Average number of social media platforms used	7	6	5
Average number of paid advertising methods used	5	4	4
Average percentage of total marketing budget spent on content marketing	36%	25%	15%
Plans to increase content marketing budget in next 12 months	47%	47%	51%

**Chart term definitions:** A “best-in-class” content marketer (aka “most effective”) is one who rates his or her organization a 4 or 5 in effectiveness on a scale of 1 to 5, with 5 being “Very Effective” and 1 being “Not at All Effective.” Those who rate their organization a 1 or 2 are “least effective.” The numbers under “average/overall” represent total respondents.

2016 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

## Differences Between B2B Enterprise Content Marketers and B2B Content Marketers Overall

	ENTERPRISE MARKETERS	OVERALL SAMPLE OF B2B MARKETERS*
Considers organization to be effective at content marketing	22%	30%
Organization is clear on what an effective or successful content marketing program looks like	29%	44%
Describes organization as sophisticated/mature at content marketing	33%	32%
Meets daily or weekly to discuss content marketing program	34%	44%
Finds meetings extremely or very valuable	49%	54%
Has a documented content marketing strategy	35%	32%
Has a documented editorial mission statement	30%	28%
Average number of content marketing tactics used	16	13
Average number of social media platforms used	6	6
Average number of paid advertising methods used	4	3
Percentage of total marketing budget spent on content marketing (average)	25%	28%
Plans to increase content marketing budget in next 12 months	47%	51%

\*As reported in *B2B Content Marketing 2016: Benchmarks, Budgets, and Trends—North America*.

2016 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

## COMPARISON CHART

# B2B Enterprise Content Marketers: Documented vs. Verbal or No Content Marketing Strategy

	DOCUMENTED STRATEGY	VERBAL STRATEGY	NO STRATEGY
Considers organization to be effective at content marketing	46%	13%	0%
Organization is clear on what an effective or successful content marketing program looks like	55%	21%	4%
Describes organization as sophisticated/mature at content marketing	58%	25%	0%
Meets daily or weekly to discuss content marketing program	48%	35%	14%
Finds meetings extremely or very valuable	66%	44%	34%
Has a documented editorial mission statement	58%	16%	6%
Average number of content marketing tactics used	16	16	14
Average number of social media platforms used	7	6	4
Average number of paid advertising methods used	5	4	4
Percentage of total marketing budget spent on content marketing (average)	32%	21%	15%
Plans to increase content marketing budget in next 12 months	53%	43%	51%

\*As reported in *B2B Content Marketing 2016: Benchmarks, Budgets, and Trends—North America*.

2016 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

## DEMOGRAPHICS

*B2B Enterprise Content Marketing 2016: Benchmarks, Budgets, and Trends—North America* was produced by **Content Marketing Institute** and sponsored by **Marketo**.

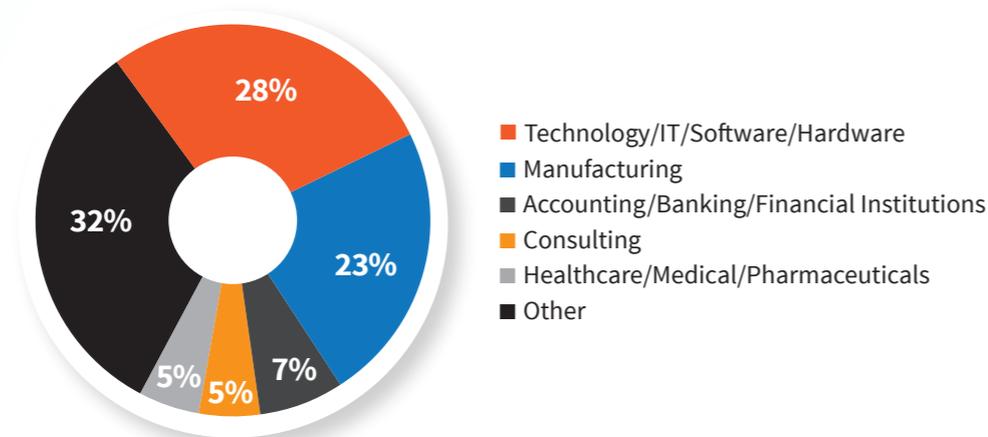
The sixth annual content marketing survey, from which the results of this report were generated, was mailed electronically to a sample of marketers using lists from Content Marketing Institute, MarketingProfs, the Association for Data-driven Marketing and Advertising (ADMA), the Business Marketing Association (BMA), Blackbaud, *Industry Week*, *New Equipment Digest*, and WTWH Media.

A total of 3,714 recipients from around the globe—representing a full range of industries, functional areas, and company sizes—completed the survey during July and August 2015. This report presents the findings from the 335 respondents who said they were B2B enterprise marketers (1,000+ employees) in North America.

Sections of this report compare the enterprise respondents with the overall sample of 1,521 B2B marketers from North America, whose responses were previously presented in the Content Marketing Institute/MarketingProfs report, *B2B Content Marketing 2016: Benchmarks, Budgets, and Trends—North America*.

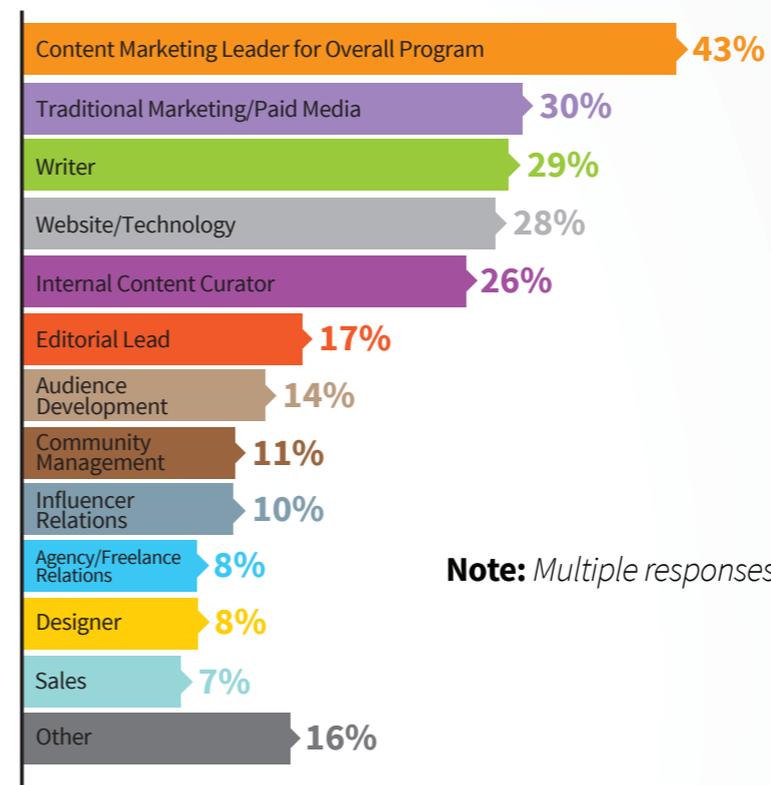
Additional reports based on the annual survey are available at [www.contentmarketinginstitute.com/research](http://www.contentmarketinginstitute.com/research). Special thanks to MarketingProfs for their assistance with the annual survey and the B2B North America and B2C North America reports.

### Industry Classification, B2B Enterprise Companies (1,000+ Employees)



2016 B2B Enterprise Trends—North America: Content Marketing Institute/MarketingProfs

### B2B Enterprise Content Marketing Roles



Note: Multiple responses permitted.

## ABOUT

*Thanks to all the survey respondents and survey distribution partners who made this study 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, multi-channel 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. CMI is a 2012-2015 Inc. 500/5000 company. Watch this [video](#) to learn more about CMI. View all CMI research at [www.contentmarketinginstitute.com/research](http://www.contentmarketinginstitute.com/research).

To learn more about content marketing, attend **Content Marketing World** being held September 6-9, 2016, in Cleveland, OH.

### About Marketo

**Marketo** (NASDAQ: MKTO) provides the leading engagement marketing software and solutions designed to help marketers develop long-term relationships with their customers--from acquisition to advocacy. Marketo is built for marketers, by marketers, and is setting the innovation agenda for marketing technology. Marketo puts Marketing First. Headquartered in San Mateo, CA, with offices around the world, Marketo serves as a strategic partner to large enterprise and fast-growing small companies across a wide variety of industries. To learn more about Marketo's Engagement Marketing Platform, LaunchPoint® partner ecosystem, and the vast community that is the Marketo Marketing Nation®, visit [www.marketo.com](http://www.marketo.com).