

**CONTENT CREATION IN 2016:
HOW DOES CONTENT
MARKETING FIT INTO
YOUR BUSINESS?**

“ Content marketing is 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. ”

Source: Content Marketing Institute

“ 40% of companies feel they are not getting enough return on investment from their content strategy and over a third feel they don't have sufficient metrics to justify the spend. ”

Source: The Economist

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When delivered effectively, content marketing attracts and retains customers. It takes them on a journey. It captivates at every touch point during their experience, from consideration to purchase.

But the commercial return that content creates is difficult to measure. Remarkable Content, in partnership with Brand Republic Insight, surveyed over 100 companies across industry to understand their biggest hurdles and goals with regards to content marketing.

The majority of our respondents were Director / VP level, with the remaining respondents being at manager level or above, across a number of both B2B and B2C industries.

How do they use content marketing within their business? Has their content marketing budget changed? What are their biggest challenges? Which content outputs are the most effective? Does their content support their business objectives? Looking ahead, how does content sit within their business?

Here's what we found out...

KEY FINDINGS

75% of the organisations surveyed have a content marketing strategy in place

43% of respondents currently spend only 1–5 per cent of their marketing budget on content marketing

54% of respondents increased their content marketing budget in 2015, with a further 66 per cent planning to increase it in 2016



Lack of time/team was the biggest challenge cited when it comes to content marketing, closely followed by the inability to measure outputs



Video was listed as the most effective content marketing output, followed by newsletters, infographics and blogs.

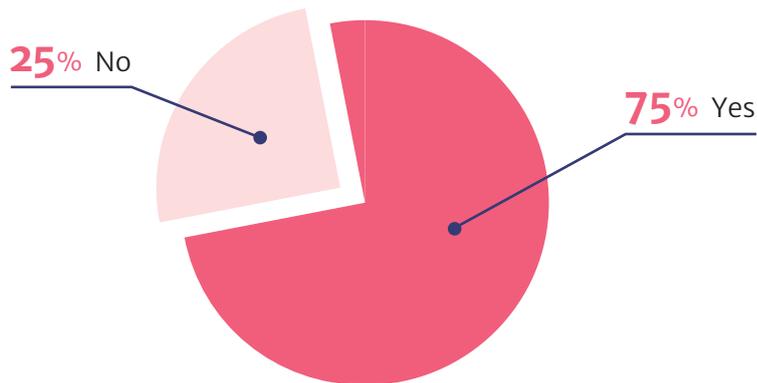
CUSTOMER ACQUISITION (58%)
LEAD GENERATION (55%)
CUSTOMER ENGAGEMENT (53%) } are the three main business goals that companies are looking to support with content marketing in 2016

1/4 Nearly a quarter of respondents said that not having a formalised content strategy in place was a hindrance to effective content marketing

RESULTS AND ANALYSIS

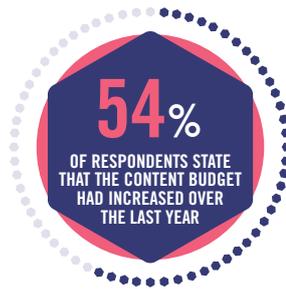
To begin, we asked companies if they have a content marketing strategy in place.

DOES YOUR ORGANISATION HAVE
A CONTENT MARKETING STRATEGY IN PLACE?



75 per cent answered yes, while a surprisingly large 25 per cent said they don't have a content marketing strategy.

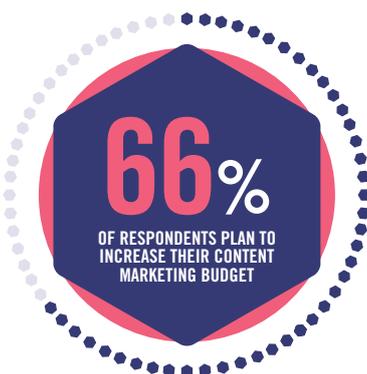
As we delve further, we will discover the percentage of spend on content marketing from the marketing budget. We will also find out if content marketing will start to own a larger portion of the marketing spend in the next twelve months.



SPEND ALLOCATION FOR CONTENT MARKETING

In 2015, a small 28 per cent of respondents spent between 20 and 40 per cent of their marketing budget on content marketing, whilst 53 per cent of respondents devoted less than 10 per cent to content. Six per cent didn't allocate any spend to content marketing and 12 per cent didn't know.

The survey showed that these budgets present an improving picture: 54 per cent of respondents stating that the content budget had increased over the last year, while 28 per cent said content budgets had stayed the same. Only six per cent had decreased their content budgets. When questioned about budget plans for 2016, 66 per cent of respondents plan to increase their content marketing budget. 16 per cent plan to keep it the same and only two per cent will decrease their content budgets.



These statistics indicate that content spend is improving within organisations and increasing to around 20 per cent of the marketing budget allocation.

Now we look further into why this might be, and the effectiveness and challenges that content presents to marketing teams.

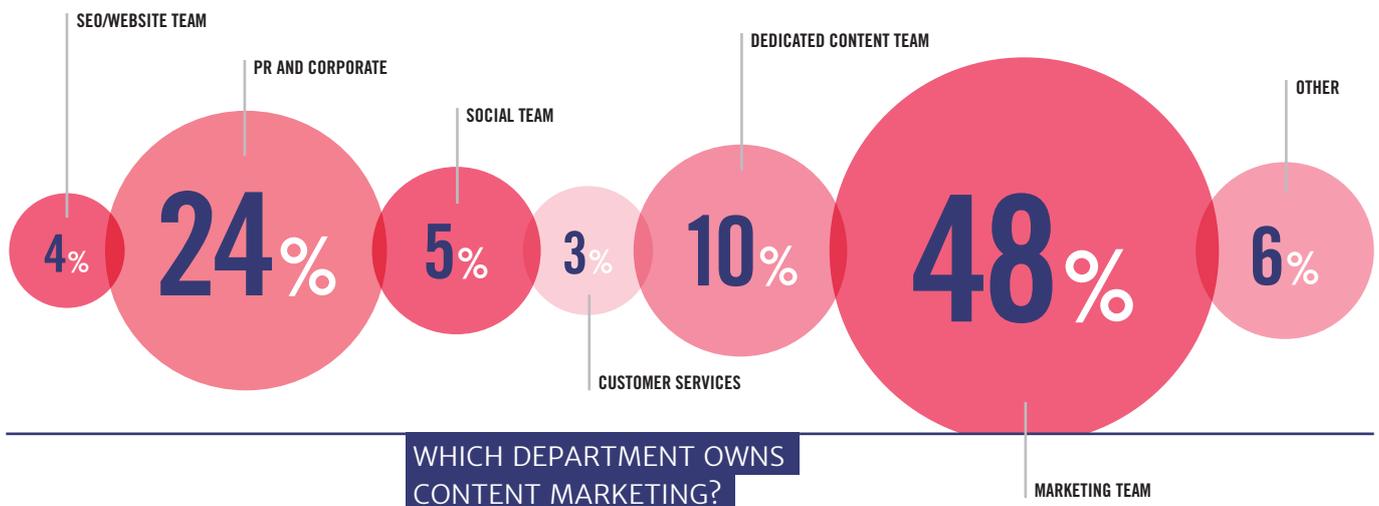


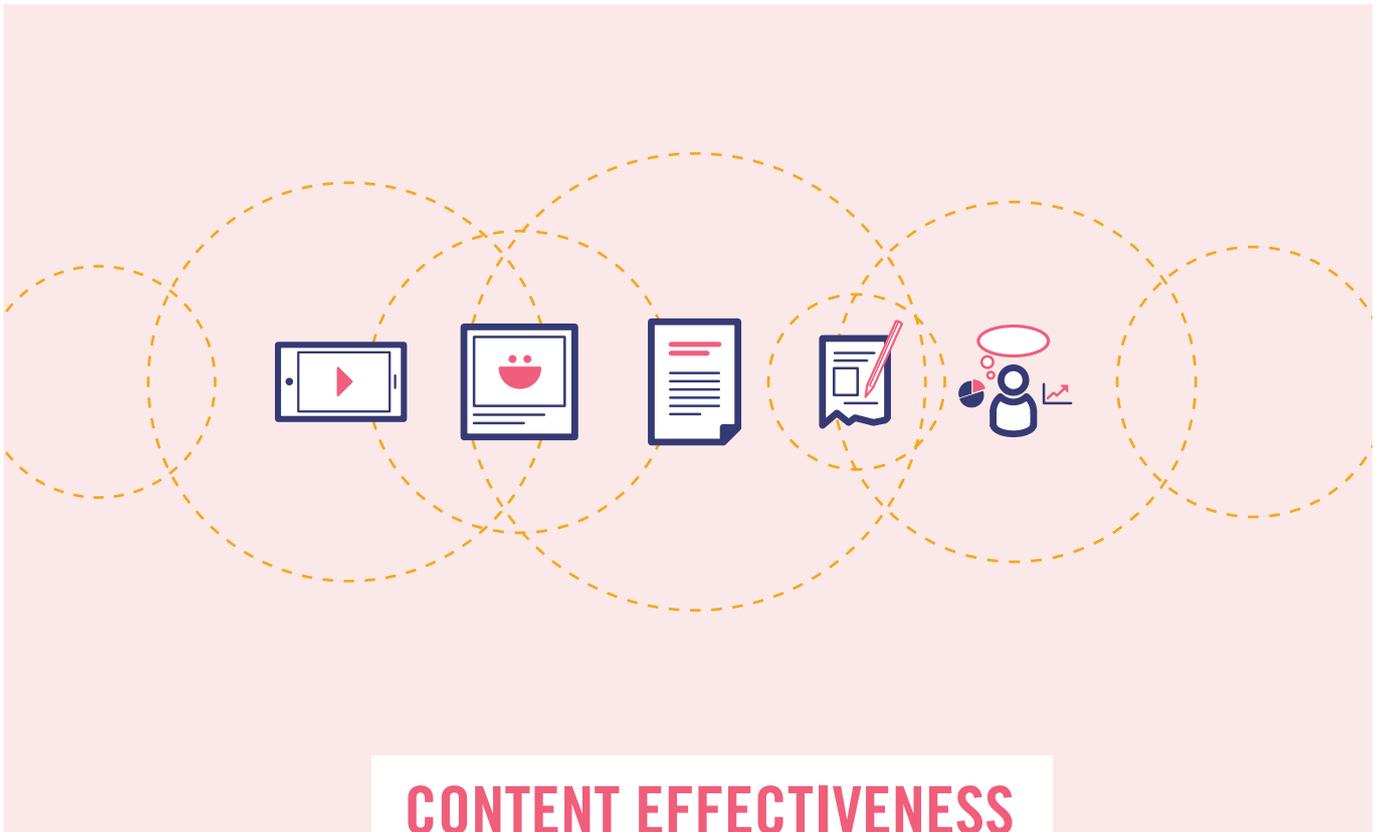
CONTENT CHALLENGES AND OWNERSHIP

Over half of the survey respondents saw their main content marketing challenge as a lack of time or lack of team resource. This was closely followed by 40 per cent who found the inability to measure the effectiveness of content a major challenge. A further 30 per cent cited budget constraints.

Nearly a quarter of respondents said that not having a formalised content strategy in place was a hindrance to effective content marketing. Many (over 60 per cent) cited a combination of major challenges: not having the skills in-house, not having cross-channel integration, and lacking the creative drive to produce compelling content. 19 per cent felt that competition in the digital space was an obstacle. Picking up on the statistic that many respondents felt that a lack of skills or resource was a challenge, we investigated further into where content marketing sits within their organisations.

We discovered that only 10 per cent of respondents have a dedicated content team with the majority of content sitting with the marketing team (48 per cent) and the PR and Corporate Comms team (24 per cent).





CONTENT EFFECTIVENESS

Not surprisingly, rich, innovative, visual media such as video and infographics, newsletters, blogs and podcasts came out as being the most effective content marketing outputs.

OUTPUT EFFECTIVENESS



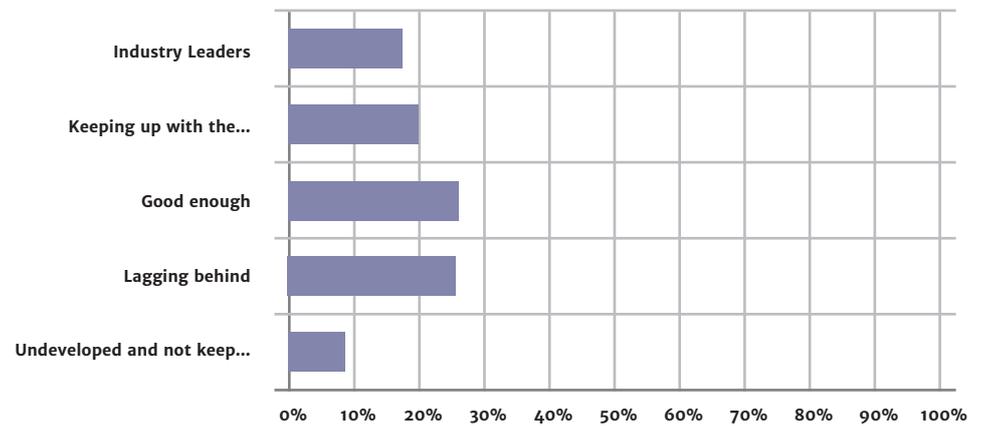


Many organisations (27 per cent) felt that they are good enough when asked to rate their content marketing effectiveness.

An impressive 17 per cent considered themselves industry leaders in content effectiveness, whilst 20 per cent felt they were keeping up with the competition.

However a significant 35 per cent felt they are lagging behind or underdeveloped and not keeping up at all.

HOW DO YOU RATE THE EFFECTIVENESS OF YOUR ORGANISATION'S CONTENT MARKETING?



USING CONTENT TO SUPPORT BUSINESS GOALS

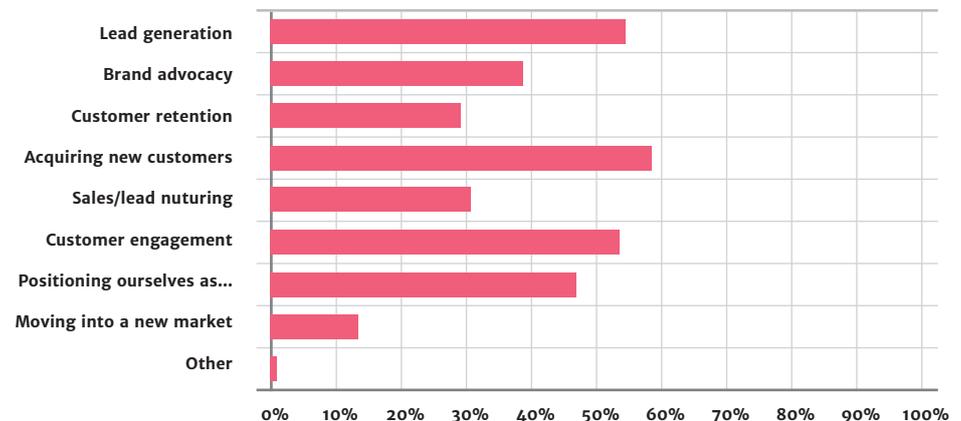


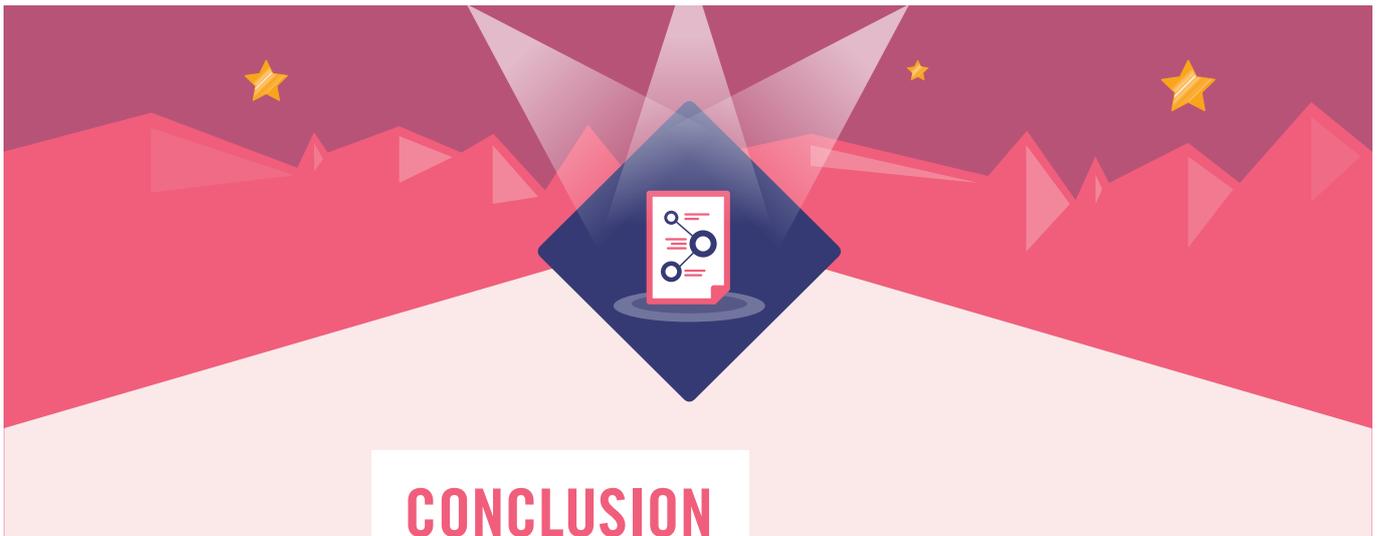
As part of the marketing mix, and to justify return on investment, content must support the objectives, goals and growth strategies of organisations.

When questioned, our respondents believed that content marketing played a major role in supporting both customer acquisition (58 per cent) and lead generation (55 per cent), whilst 53 per cent felt that content would support their customer engagement roles.

Thought-leadership positioning (47 per cent) and brand advocacy (39 per cent) also ranked highly.

These statistics demonstrate that organisations expect their content to work hard and resonate with their target audiences, take their customers on a brand journey and use content to support their corporate goals.





CONCLUSION

Our survey reveals how the roots of content marketing have grown deeper into the communications landscape. Like the best campaign, the figures tell a clear story: 75 per cent of respondents now have a devoted strategy, while its share of spending is expanding too.

But for content marketing to establish itself firmly there are challenges that need to be faced head-on.

How do we best measure effectiveness? How do we stand out among the competition? How do we nurture the right skills?

A key step is to convince business leaders to free up the time and resources needed to set and implement a clear strategy, with measurement and review processes in place, to achieve the return on investment they demand.

By its very nature, content marketing is a strategy which needs time to take root but, once in place, can be incredibly fruitful.

From the results of our research, the shoots of growth are clearly visible with the next 12 months set to see yet further development and progress for content marketing.



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