

# B2C CONTENT MARKETING

**2015**  
Benchmarks,  
Budgets,  
and Trends—  
North America



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## WELCOME

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### Hello Content Marketers,

Welcome to *B2C Content Marketing 2015: Benchmarks, Budgets, and Trends—North America*.

Five years ago, Content Marketing Institute and MarketingProfs launched the first annual content marketing survey. This year, the survey has grown to reach more than 5,000 marketers, both for-profit and nonprofit, in 25 industries in 109 countries.

Each year, we take the topline results and look at them in many different ways—by nature of organization, company size, effectiveness, and the presence or absence of a documented content marketing strategy. We then produce a variety of reports focusing on specific segments. In this report, you'll learn how the business-to-consumer (B2C) marketers from North America responded. This is the third year we've reported B2C findings.

We made changes to the survey this year to better reflect how the content marketing industry is maturing. We added new questions, changed the way we asked some of the old ones, and even removed a few. We also asked content marketers about the initiatives they're working on.

We're excited about the results and hope you find them as insightful as we do.

**Yours in content,**

**Joe & Ann**



**Joe Pulizzi**

Founder

Content Marketing Institute



**Ann Handley**

Chief Content Officer

MarketingProfs

**Business-to-consumer (B2C) content marketers struggle with measurement; so do business-to-business (B2B) and nonprofit marketers. You probably hear this a lot when you're at industry events or reading content marketing articles and news, but this year's research really helps put the problem into perspective.**

Based on the responses to one of this year's new survey questions, we found that only 23% of B2C marketers are successful at tracking the return on investment (ROI) of their content marketing program. Additionally, 51% say measuring content effectiveness is a challenge, compared with 36% last year.

Having a documented content marketing strategy helps in both regards: 43% of B2C marketers who have one say they are successful at tracking ROI, while the number who cite measuring content effectiveness as a challenge drops to 33%.

In fact, having a documented content marketing strategy helps increase effectiveness in all areas of content marketing. However, only 27% of B2C marketers have taken the time to put their strategy in writing. Many more than that (50% of the entire sample) have a verbal strategy only.

### Here are some other key takeaways:

- 45% of B2C marketers have a dedicated content marketing group in their organization.
- 69% are creating more content now than they did one year ago.
- The use of blogs dropped from 72% last year to 67% this year; the biggest increase in tactic usage has been for branded content tools (from 37% to 47%).
- B2C marketers are using, on average, 7 social media platforms this year, compared with 6 last year.
- 71% of B2C marketers use print or other offline promotion, making it the paid method they use most frequently to promote/distribute content, yet only 46% of them say it's effective; the method they find most effective is search engine marketing (57%).
- More B2C marketers are challenged with finding trained content marketing professionals this year (32%) than they were last year (10%).

### New for this year

We asked several new questions this year. Among them:

- How many different audiences do you target with separate content marketing strategies? The average is 4.
- How many paid advertising methods do you use to promote/distribute content? The average is 4.
- How often do you publish new content to support your content marketing program? 48% say daily or multiple times per week.
- How many content marketing initiatives are you presently working on? The average is 13.
- How many content marketing initiatives do you plan to begin working on within the next 12 months? The average is 9.

### B2C marketers are juggling many initiatives

When presented with a list of 28 possible content marketing initiatives and asked to indicate which they are presently working on, the largest percentages of B2C marketers said:

- Better converting visitors on website: 65%
- Creating more engaging/higher-quality content: 62%
- Becoming better storytellers: 61%
- Optimizing content: 61%
- Organizing website content: 61%

With regard to the next 12 months, the highest percentages said better mobile strategy (38%), marketing automation/lead nurturing (38%), and measuring content marketing ROI (37%).

### B2C marketers want to learn more about...

At the end of the survey, we asked B2C marketers for a write-in response to the question, “What one area of content marketing would you like to learn more about?” A large plurality of B2C marketers said they wanted information about measurement/tracking ROI. The second most mentioned was creating engaging/effective content, followed by marketing automation.

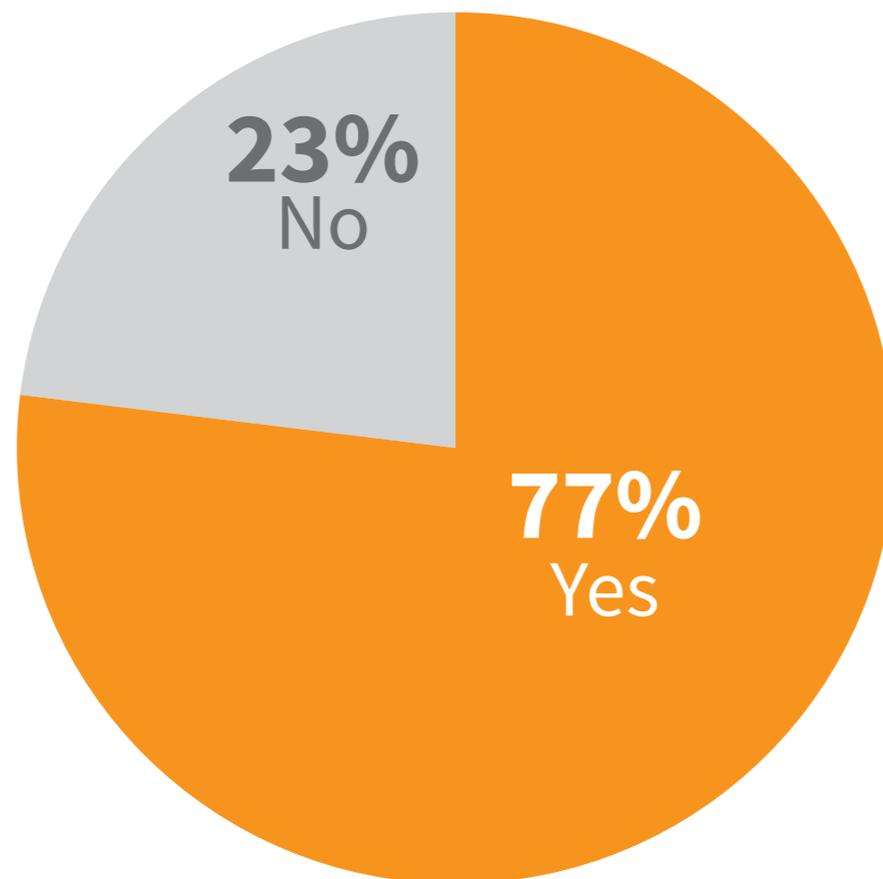
Although by no means comprehensive, this is a list of some other areas they mentioned:

- Content marketing strategy
- Email marketing
- Lead generation/nurturing
- Optimizing content
- Personalization
- Sales
- Social media
- Video
- Visual storytelling

One respondent simply said, “I want to develop a better understanding of what inspires.”

Here’s hoping these survey results inspire you on your journey to become a better content marketer.

### Percentage of B2C Respondents Using Content Marketing



2015 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

## Does your organization use content marketing?

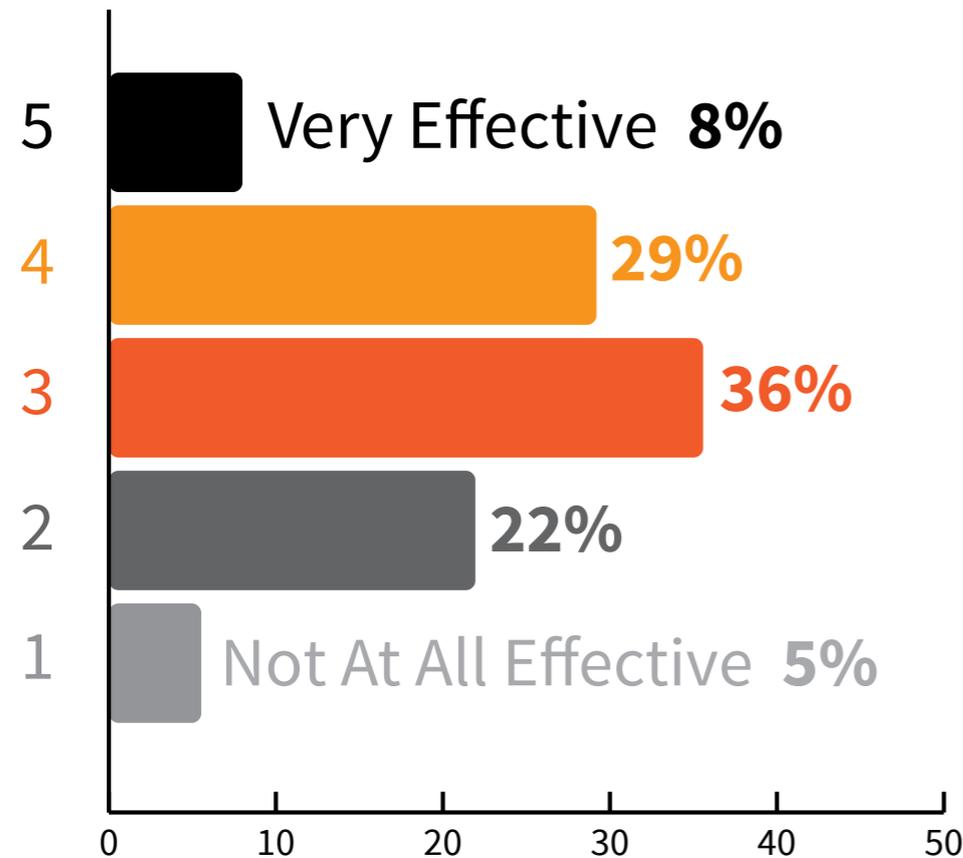
77% say yes

Last year, 90% of B2C respondents said they use content marketing. Back then, we defined content marketing as the “creation and distribution of educational and/or compelling content in multiple media formats to attract and/or retain customers.”

This year, we defined content marketing 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.”

The new definition—crafted by Content Marketing Institute in early 2014—better reflects how content marketing has grown from the mere “creation and distribution” of content to a formal business discipline.

## How B2C Marketers Rate the Effectiveness of Their Organization's Use of Content Marketing



2015 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

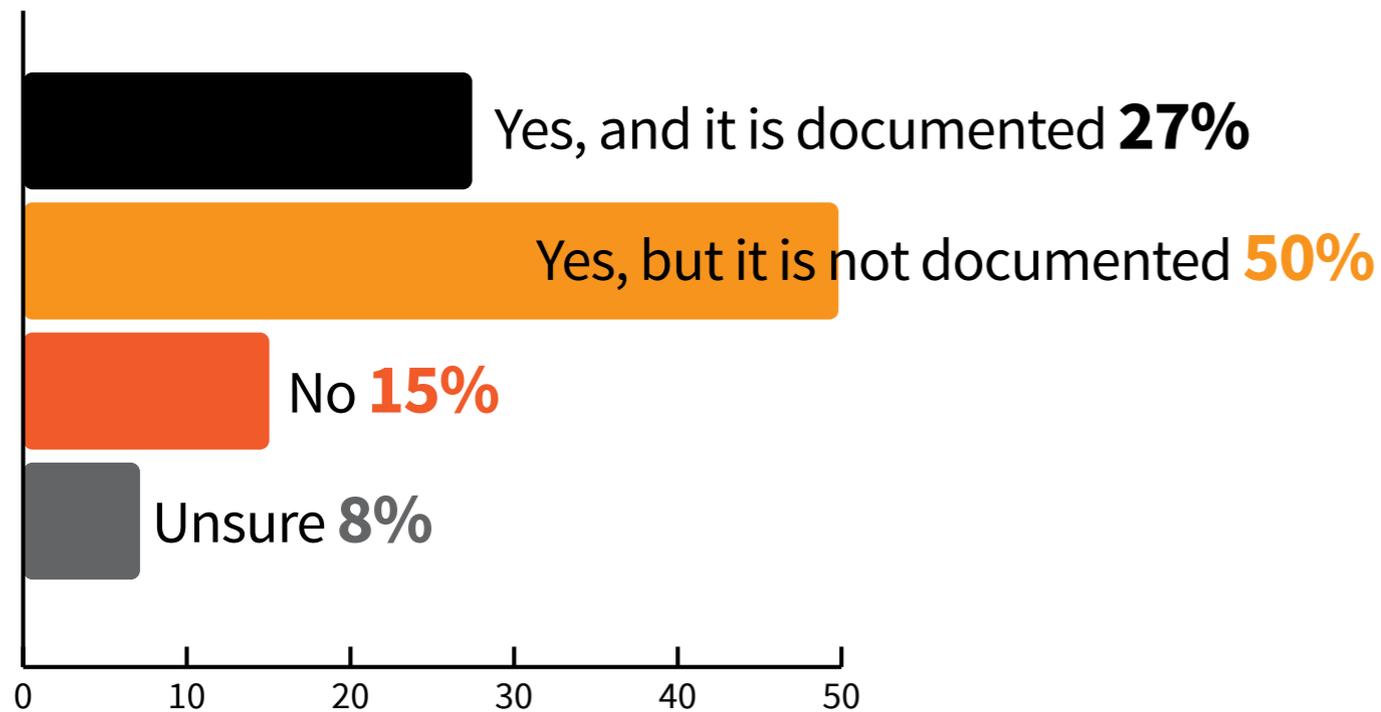
## Overall, how effective is your organization at content marketing?

**37% say they are effective**

B2C marketers continue to grow steadily in their confidence with content marketing. Three years ago, 32% said they were effective; last year, 34% said they were effective.

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

## Percentage of B2C Marketers Who Have a Content Marketing Strategy



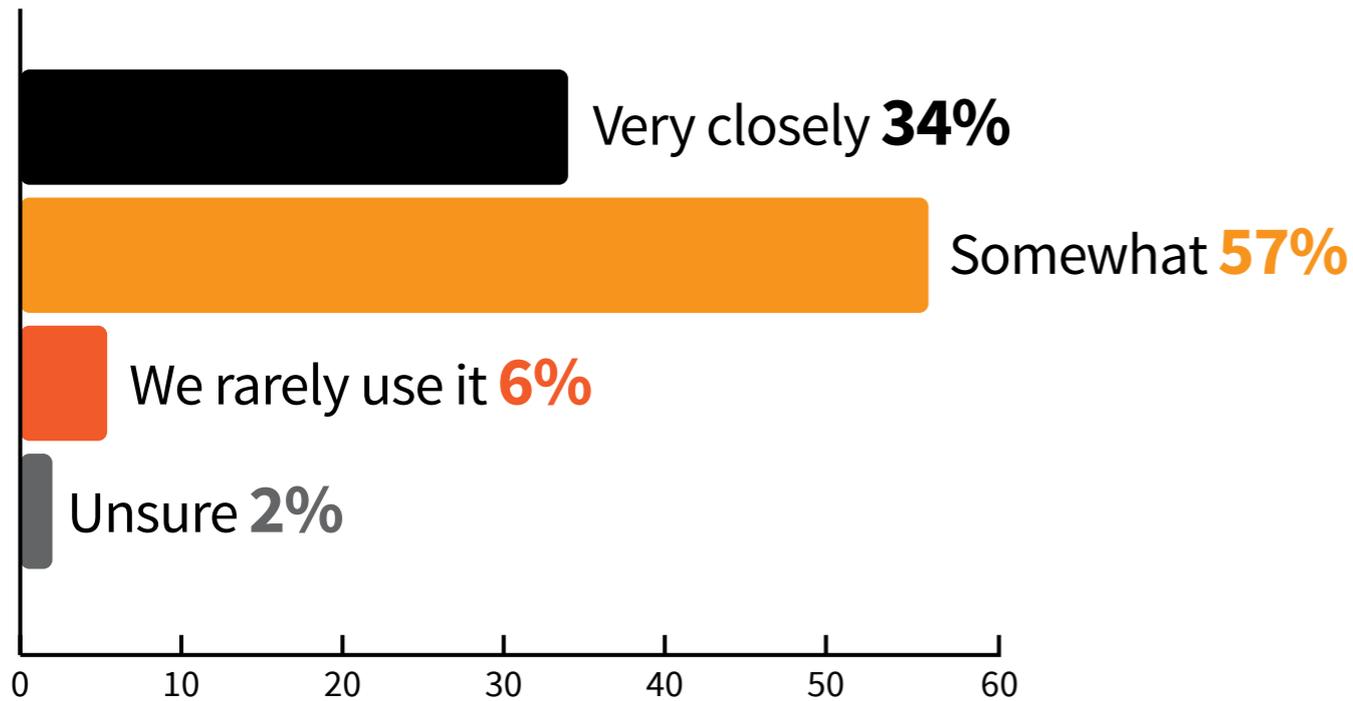
2015 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

## Does your organization have a content marketing strategy?

27% say they have a documented strategy

Last year, we asked marketers for the first time whether they had a documented content marketing strategy. The high percentage of B2C marketers who said no (52%) 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 we found that many more do indeed have a strategy, but for 50% of B2C marketers it is verbal only. The 27% who have documented their strategy are more effective in all aspects of content marketing than those who have not.

## Percentage of B2C Marketers Who Say Strategy Guides Efforts



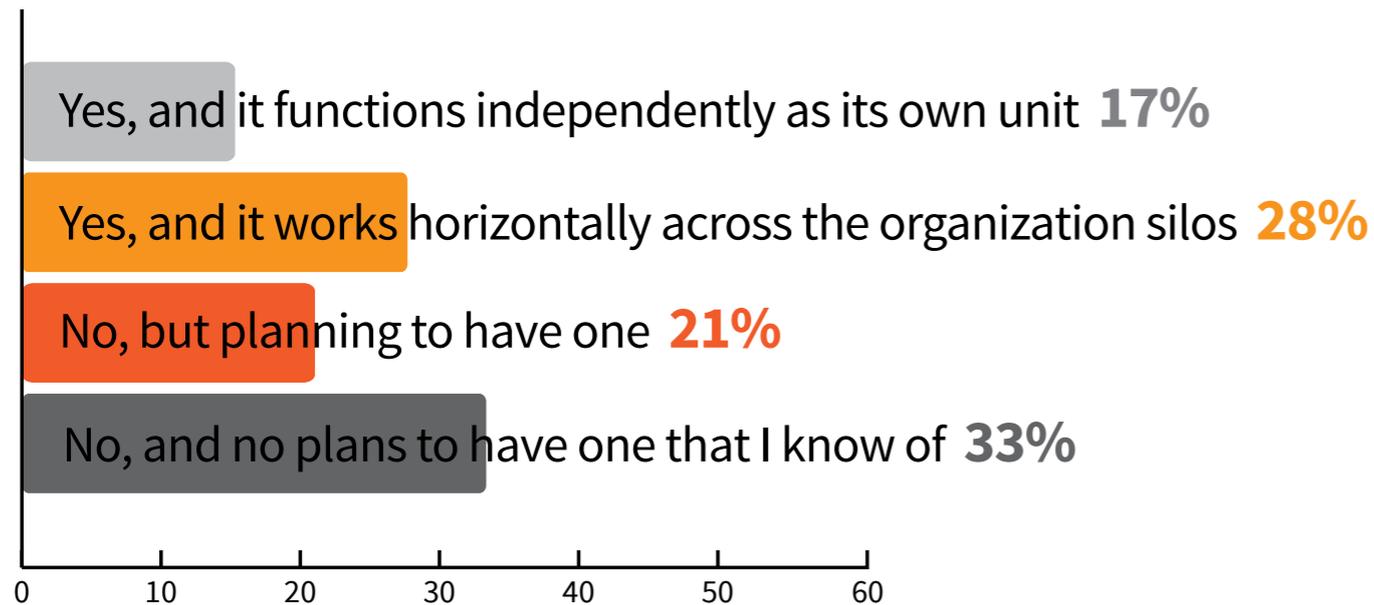
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## How closely does your content marketing strategy guide your organization's content marketing efforts?

**34% say very closely**

Having a strategy is one thing—following it is another. The more effective a B2C marketer is, the more likely it is that his or her organization follows the strategy very closely (52% of the most effective follow their strategy very closely).

## Percentage of B2C Marketers Who Have a Dedicated Content Marketing Group



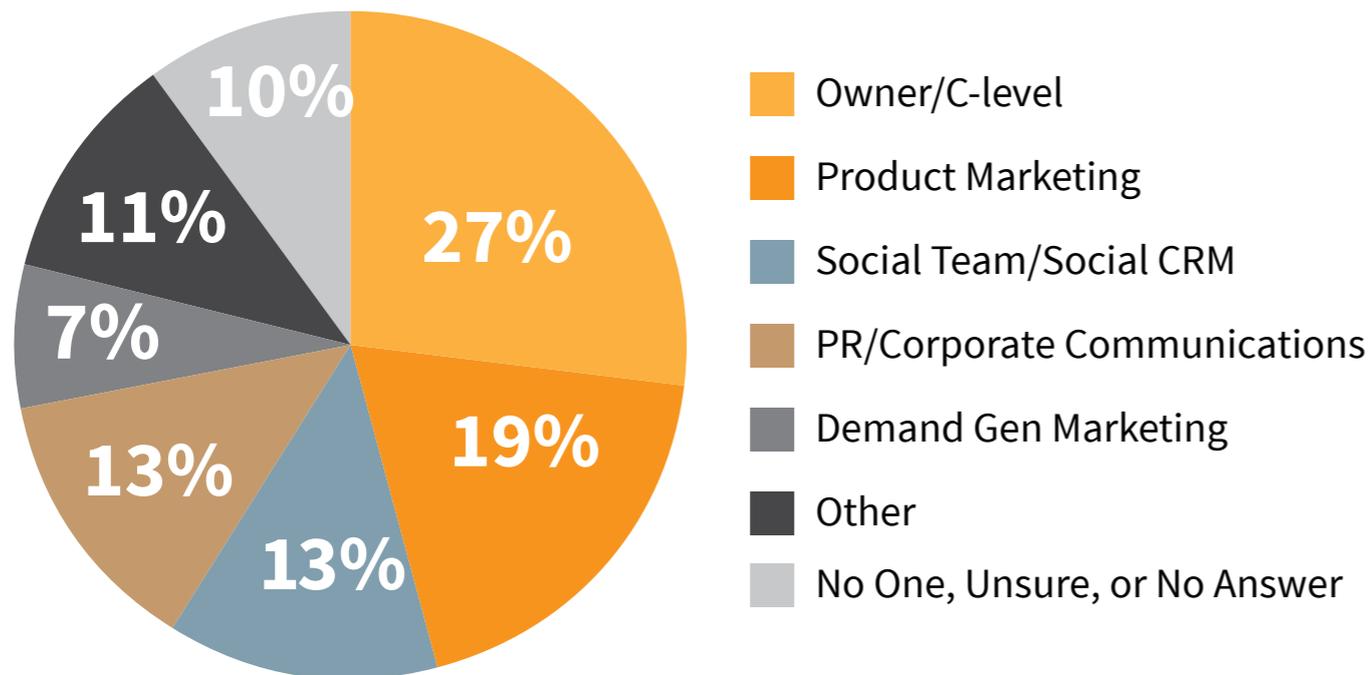
2015 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

## Does your organization have a dedicated content marketing group?

45% say yes

This is a new question on our annual survey. The numbers you see here are for all B2C content marketers, but the most effective (63%) as well as those who have a documented strategy (75%) are far more likely to have a structure, regardless of what that structure is.

## Areas Accountable for B2C Content Marketing



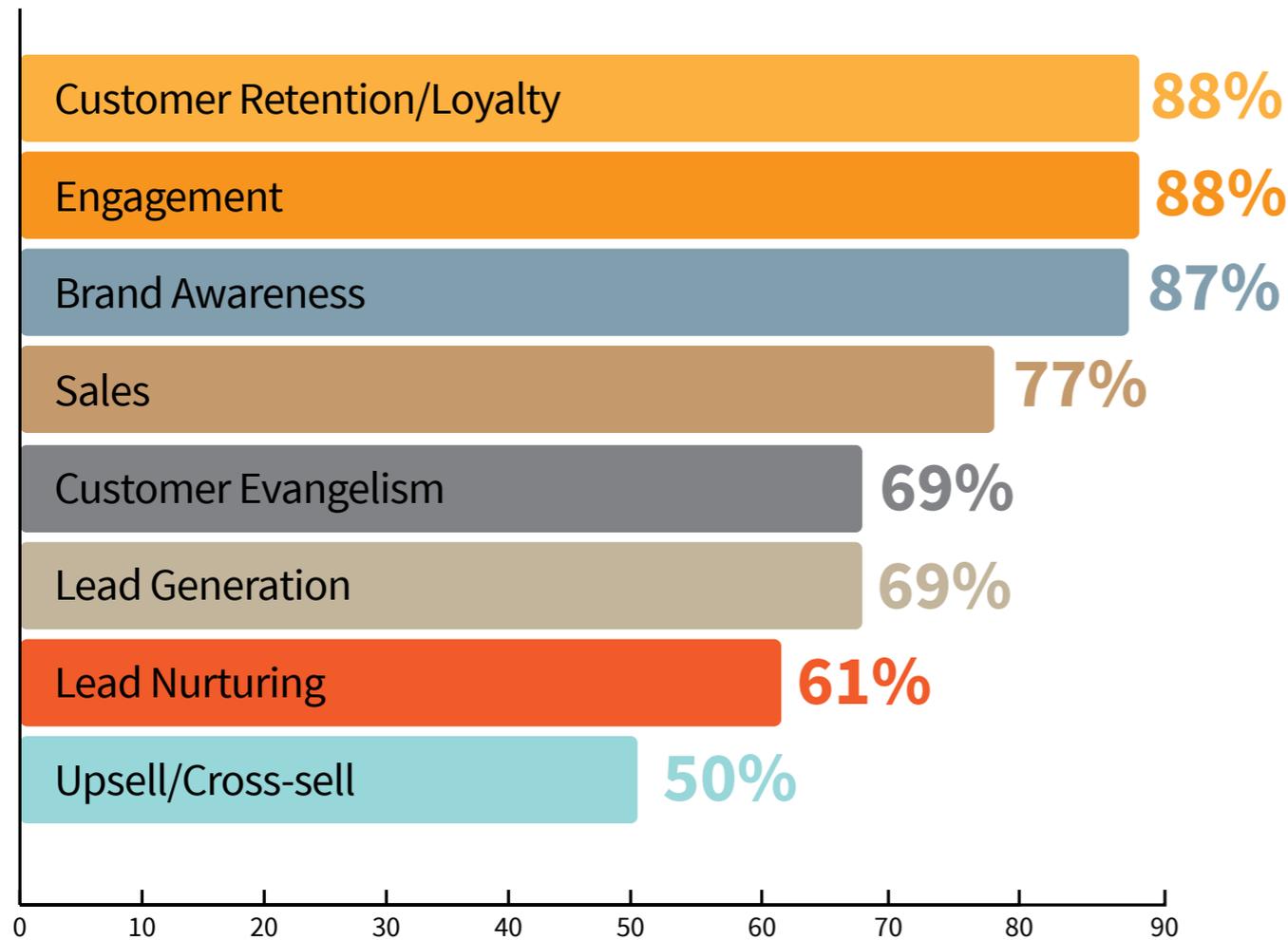
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## Which area in your organization is accountable for content marketing?

It often depends on company size

Where content marketing sits on the organizational chart has much to do with company size. The larger a B2C organization, the more likely it is that content marketing is situated under the product marketing umbrella. Teams in smaller companies are more likely to report to the owner/C-level.

## Organizational Goals for B2C Content Marketing



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## How important is each of the following content marketing goals to your organization?

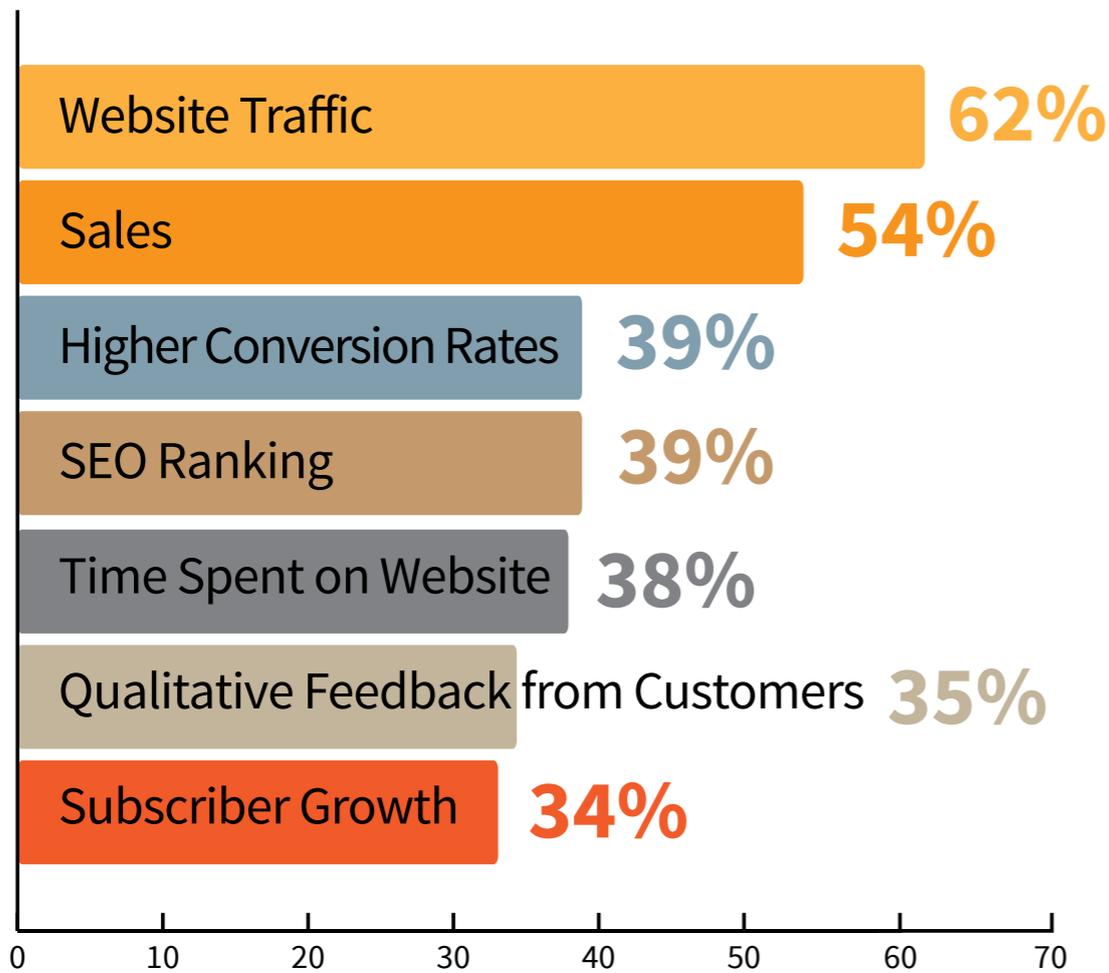
Multiple goals are rated almost equally as important

In years past, we asked marketers to “check all that apply” on a list of potential goals for content marketing. This year, we asked them to rate how important each goal is to their organization on a scale of 1 to 5 (with 5 being “Very Important” and 1 being “Not at all Important”).

The percentages on this chart indicate the proportion of marketers who rated each goal a 4 or 5.

New on the list this year is customer evangelism. 86% of the most effective marketers said this was an important goal, versus only 69% of the overall sample, making it the area of greatest difference between the two groups.

## Metrics for B2C Content Marketing Success



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## Which metrics does your organization use to assess content marketing success?

62% say website traffic

**Note:** Fewer than 30% of B2C marketers said they use the following metrics: Customer Renewal Rates (26%), Inbound Links (23%), Benchmark Lift of Company Awareness (23%), Benchmark Lift of Product/Service Awareness (21%), Sales Lead Quality (16%), Cost Savings (15%), and Sales Lead Quantity (15%).

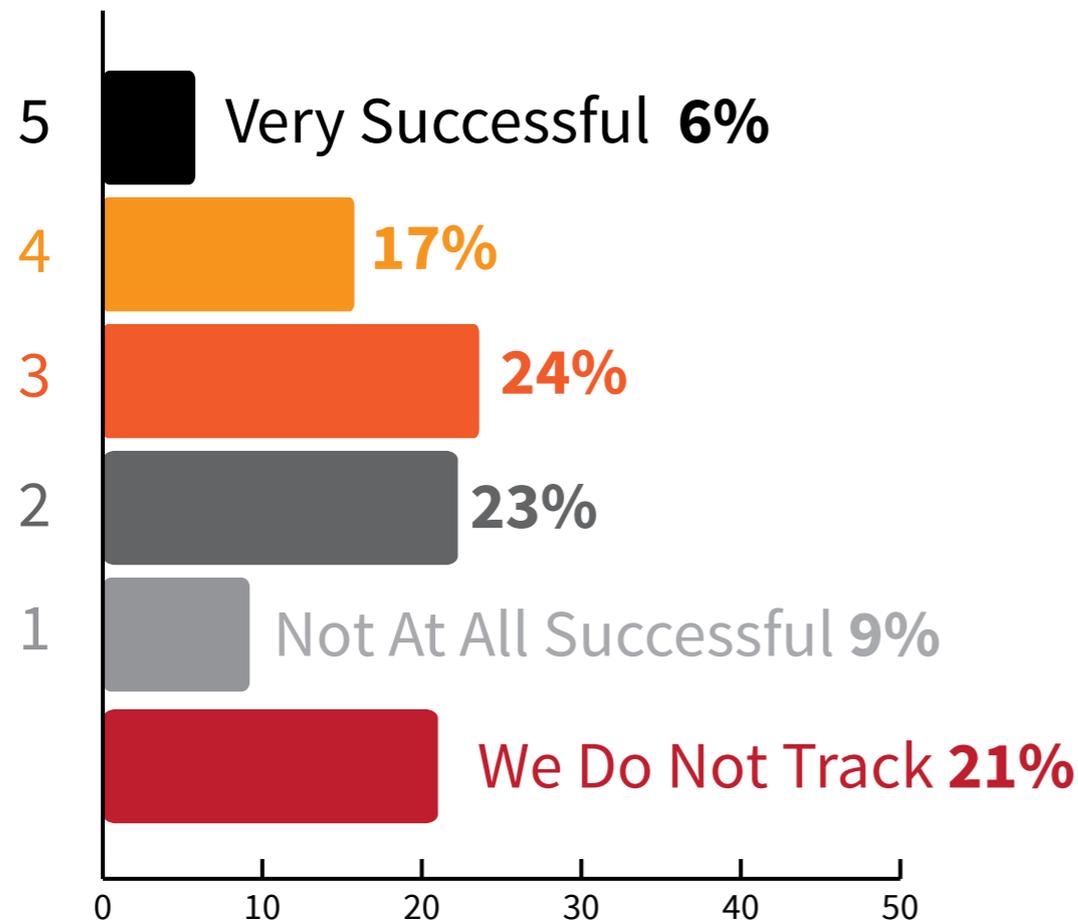
In our surveys, B2C marketers have consistently cited website traffic as the metric they look to most often—regardless of company size, effectiveness, or whether or not they have a documented strategy.

New on the list this year is higher conversion rates.

Those who cited sales increased from 44% last year to 54% this year. Time spent on website and qualitative feedback from customers both dropped 8 percentage points this year.

SEO ranking and subscriber growth both remained fairly steady.

## How B2C Marketers Rate Their Organization's Success at Tracking ROI



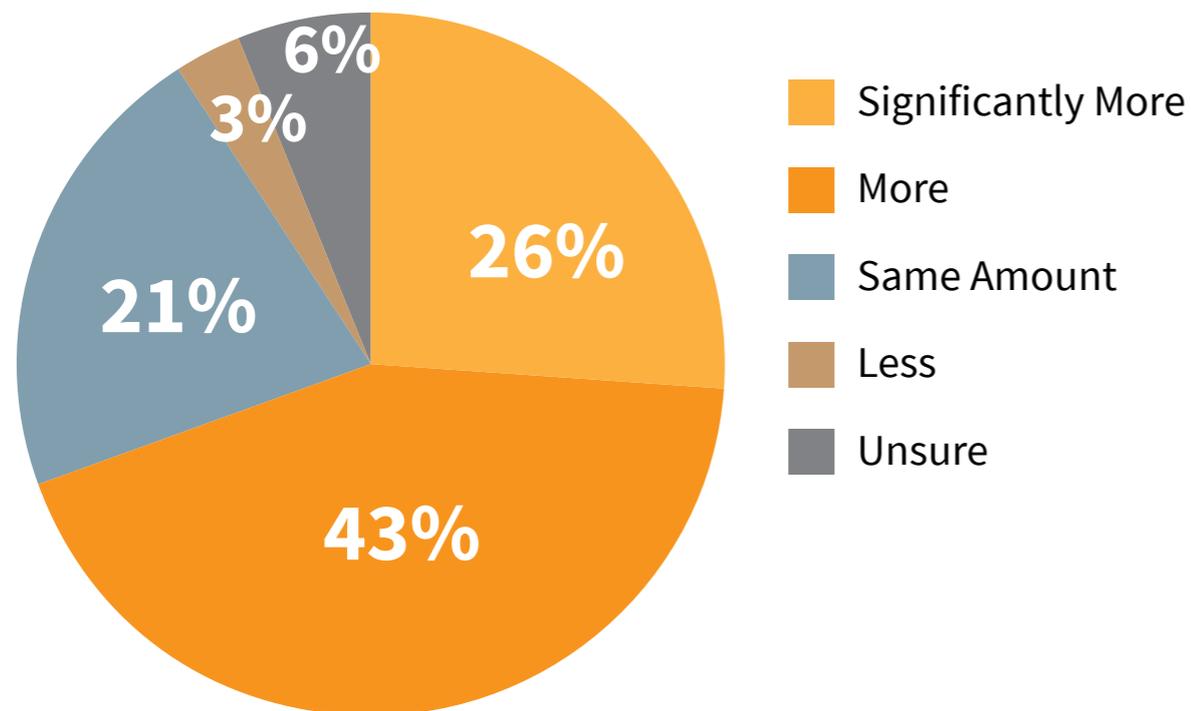
2015 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

## How successful is your organization at tracking the ROI of its content marketing program?

Only 23% say they are successful

As these percentages show, many B2C marketers have a difficult time tracking ROI. Having a documented content marketing strategy helps, though, as 43% of those who possess one are successful in this area, compared with the 23% average for the overall sample.

### Change in B2C Content Creation (Over Last 12 Months)



2015 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

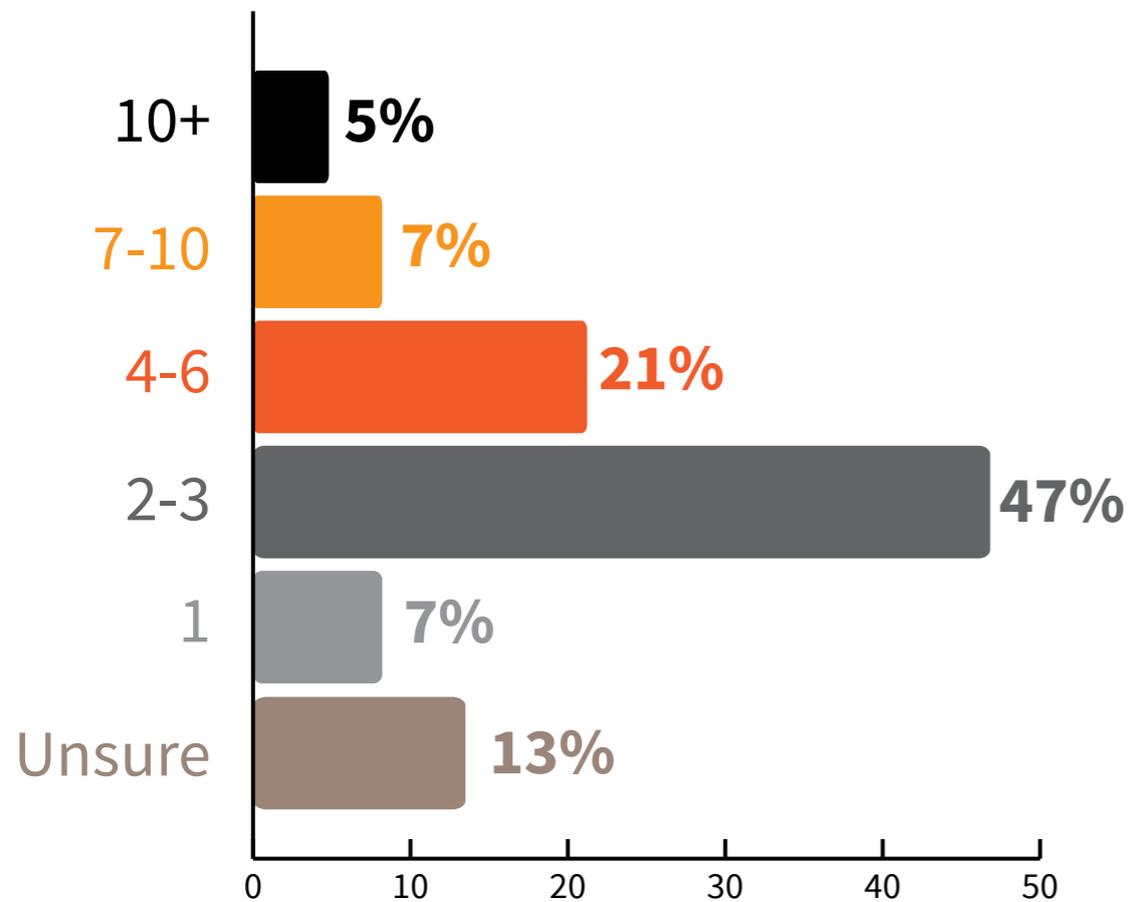
## Compared with one year ago, how much content is your organization creating?

**69% are creating more**

B2C marketers from companies of all sizes are creating more content—even the least effective and those who have no strategy. This number is, however, down slightly from last year, when 72% said they were creating more (with 32% having said significantly more).

The most effective B2C marketers and those who have a documented content marketing strategy are creating the most content (80% of both of those segments say they are creating more, versus 69% of the overall sample).

## Number of Audiences that B2C Marketers Target



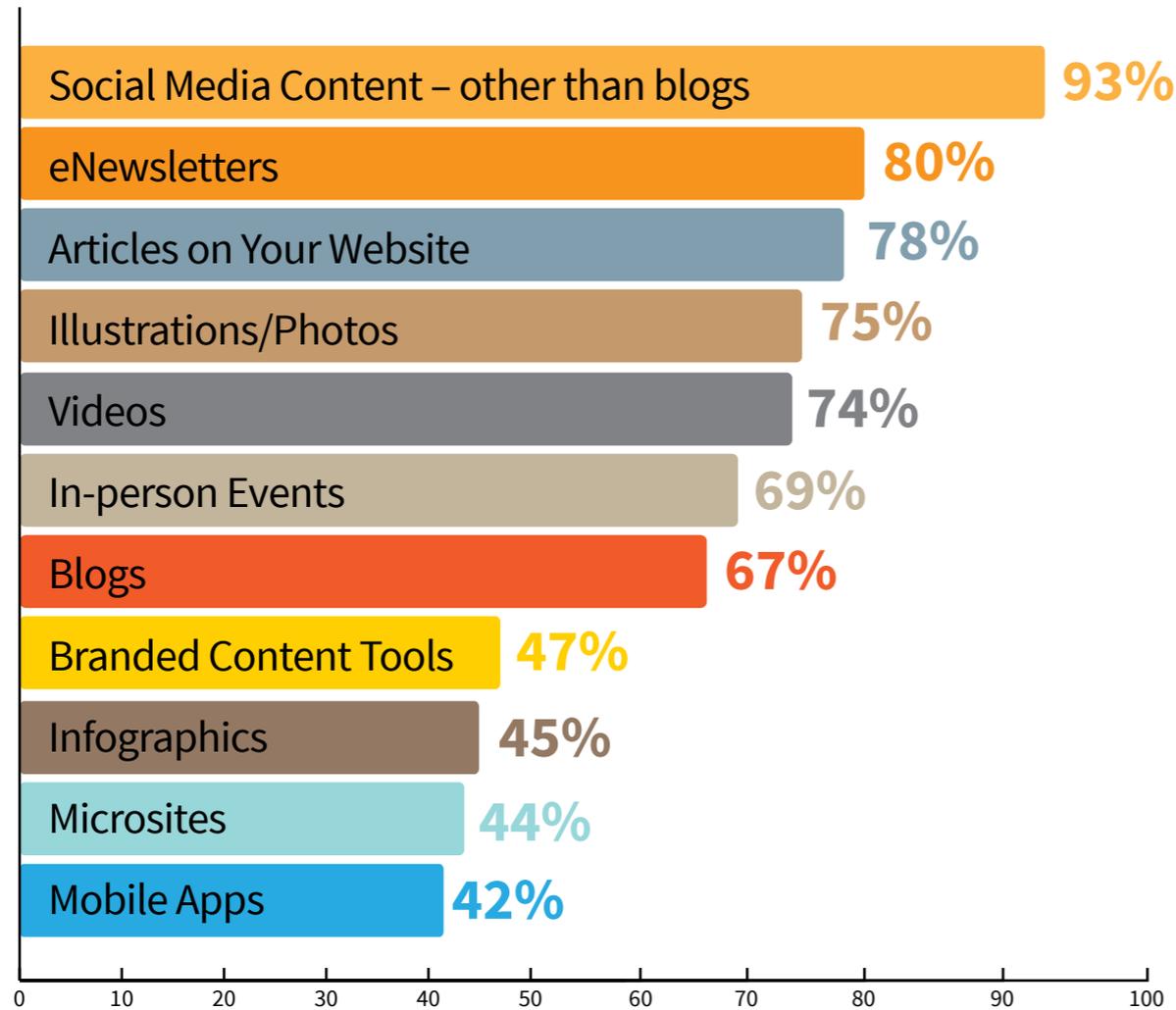
2015 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

# How many different audiences does your organization target with separate content marketing strategies?

The average number is 4

B2C marketers target an average of 4 audiences, regardless of how large the B2C marketer's company is. This is different from B2B companies: large B2B companies target more audiences than small B2B companies do.

### B2C Content Marketing Tactic Usage



2015 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

## Which content marketing tactics does your organization use?

### Social media content and eNewsletters top the list

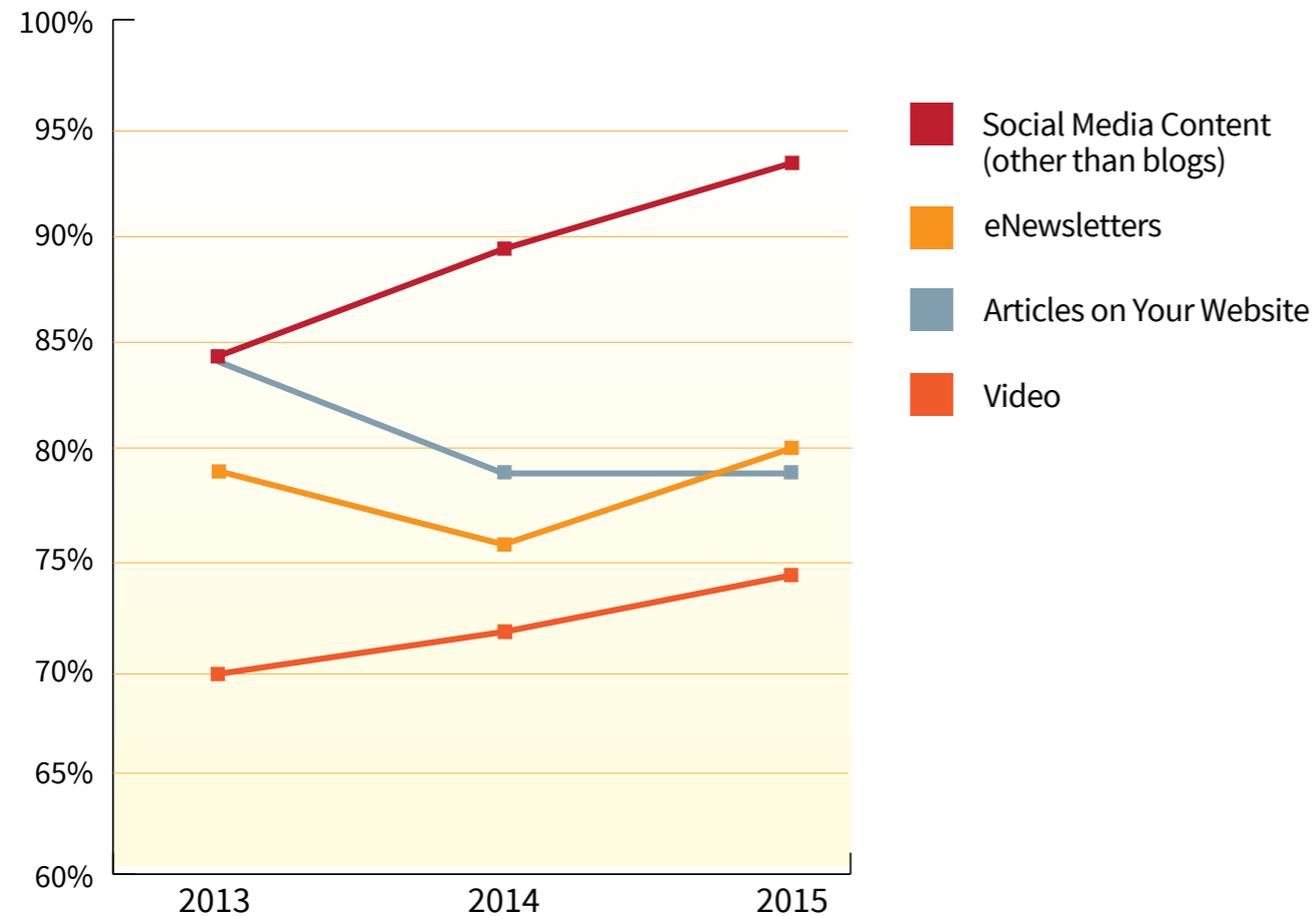
**Average Number Used: 11**

**Note:** Fewer than 40% of B2C marketers said they use the following tactics: Print Magazines (37%), Online Presentations (36%), Case Studies (35%), Print Newsletters (34%), Webinars/Webcasts (31%), Books (30%), Research Reports (28%), White Papers (28%), Digital Magazines (27%), eBooks (25%), Podcasts (22%), Virtual Conferences (22%), and Games/Gamification (20%).

Usage of almost all of the tactics on this chart has risen this year over last year. The exceptions are blogs (down 5 percentage points) and articles on your website (which has stayed the same).

The biggest jump in usage has been for branded content tools (from 37% to 47%). Illustrations/photos is new to the list this year.

### Changes in B2C Content Marketing Tactic Usage



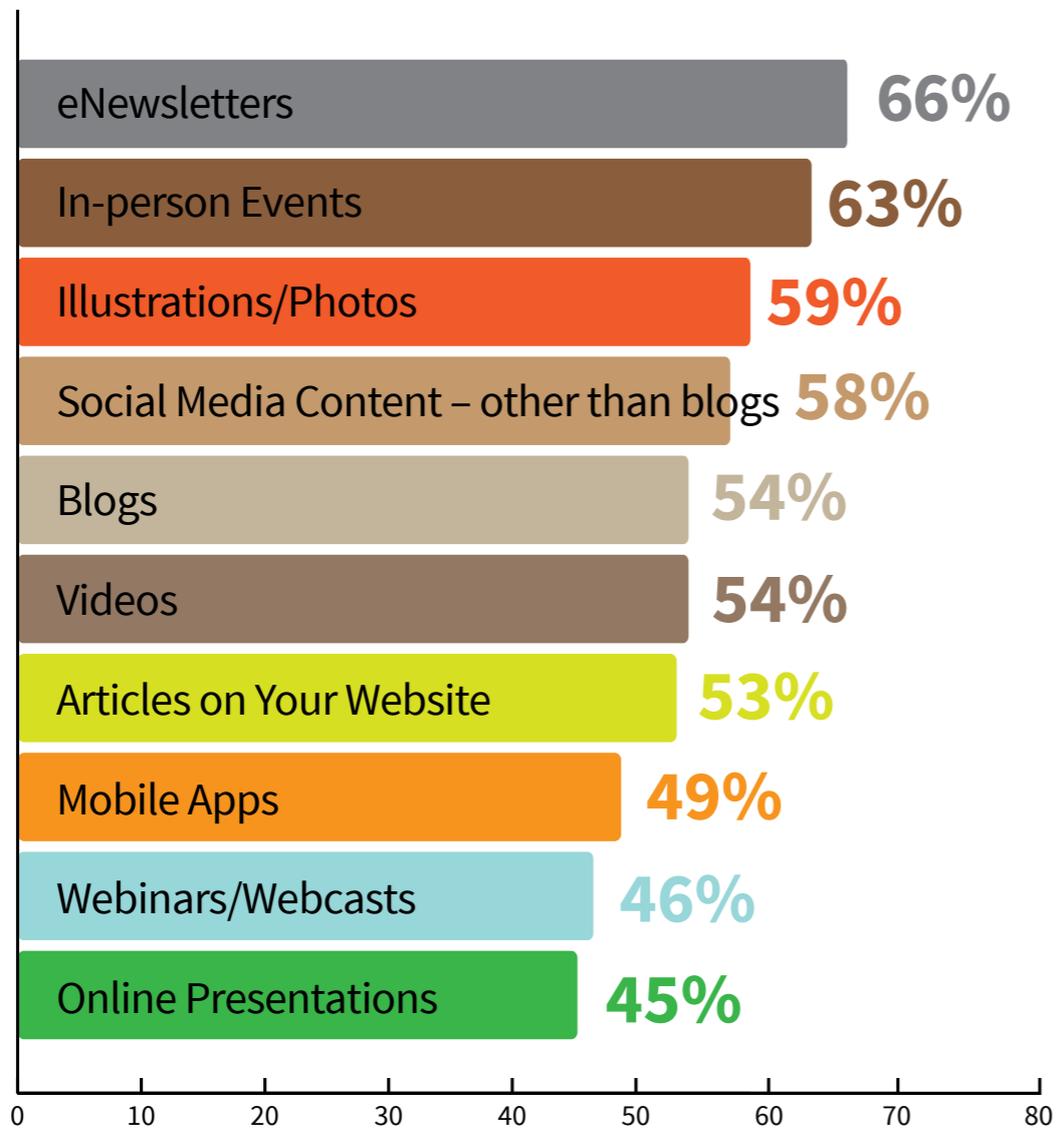
2015 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

## Trending data for the tactics that are used most often

### Tactic usage continues to grow

This chart takes a closer look at the tactics that more than 70% of B2C marketers use, and how that usage has changed over the last few years. As you can see, usage has steadily risen for these 4 key tactics, with the exception of articles on your website, which has stayed flat. Illustrations/photos, which 75% of B2C marketers use, is not shown on this chart because this is the first year we asked about it.

### Effectiveness Ratings for B2C Tactics



2015 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

## How effective are the following tactics that you use?

**eNewsletters are rated the most effective**

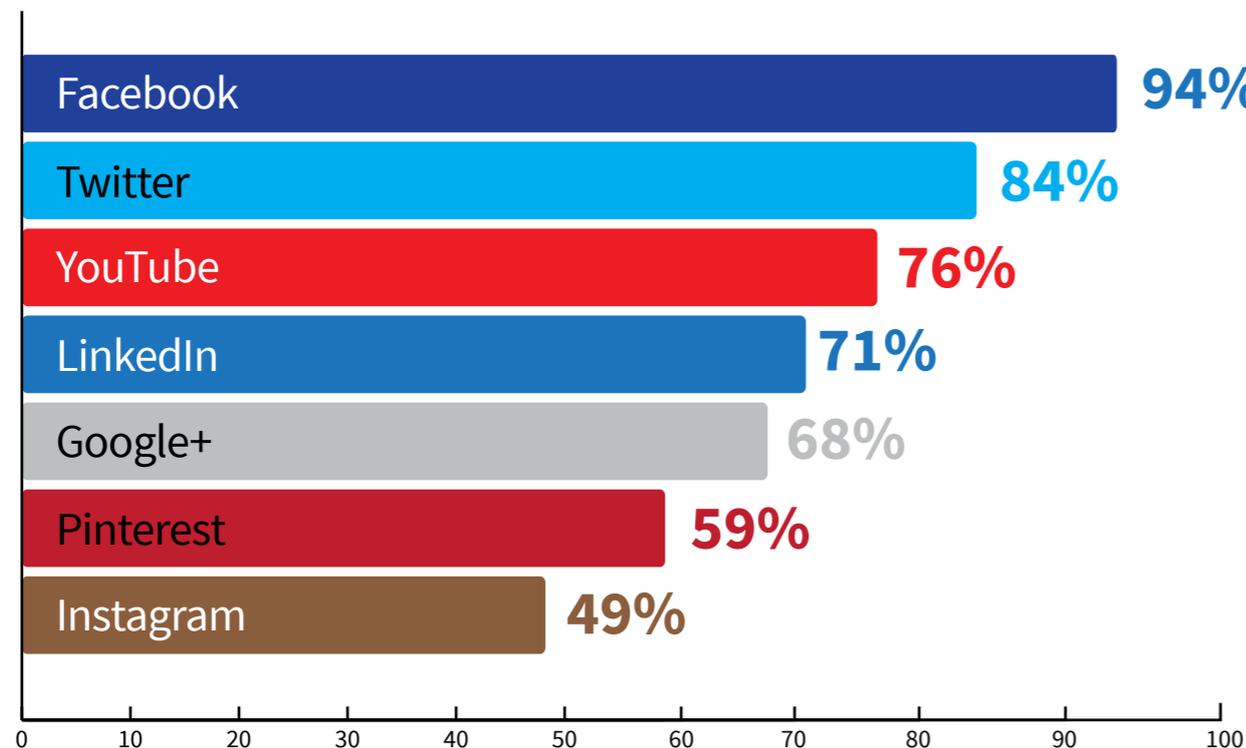
**Note:** Percentages shown represent marketers who rated each tactic a 4 or 5 on a 5-point scale where 5 = “Very Effective” and 1 = “Not at all Effective.”

Of all the tactics B2C marketers use, these are the 10 they say are most effective.

B2C marketers rated all of these as less effective than they did last year.

However, when we look only at the highest-performing (“most effective”) B2C marketers, we see that they view all of these tactics as more effective than the overall sample does; 80% say that social media content is effective, making it the tactic they view most favorably.

### B2C Content Marketing Social Media Platform Usage



2015 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

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

### Facebook is used most often

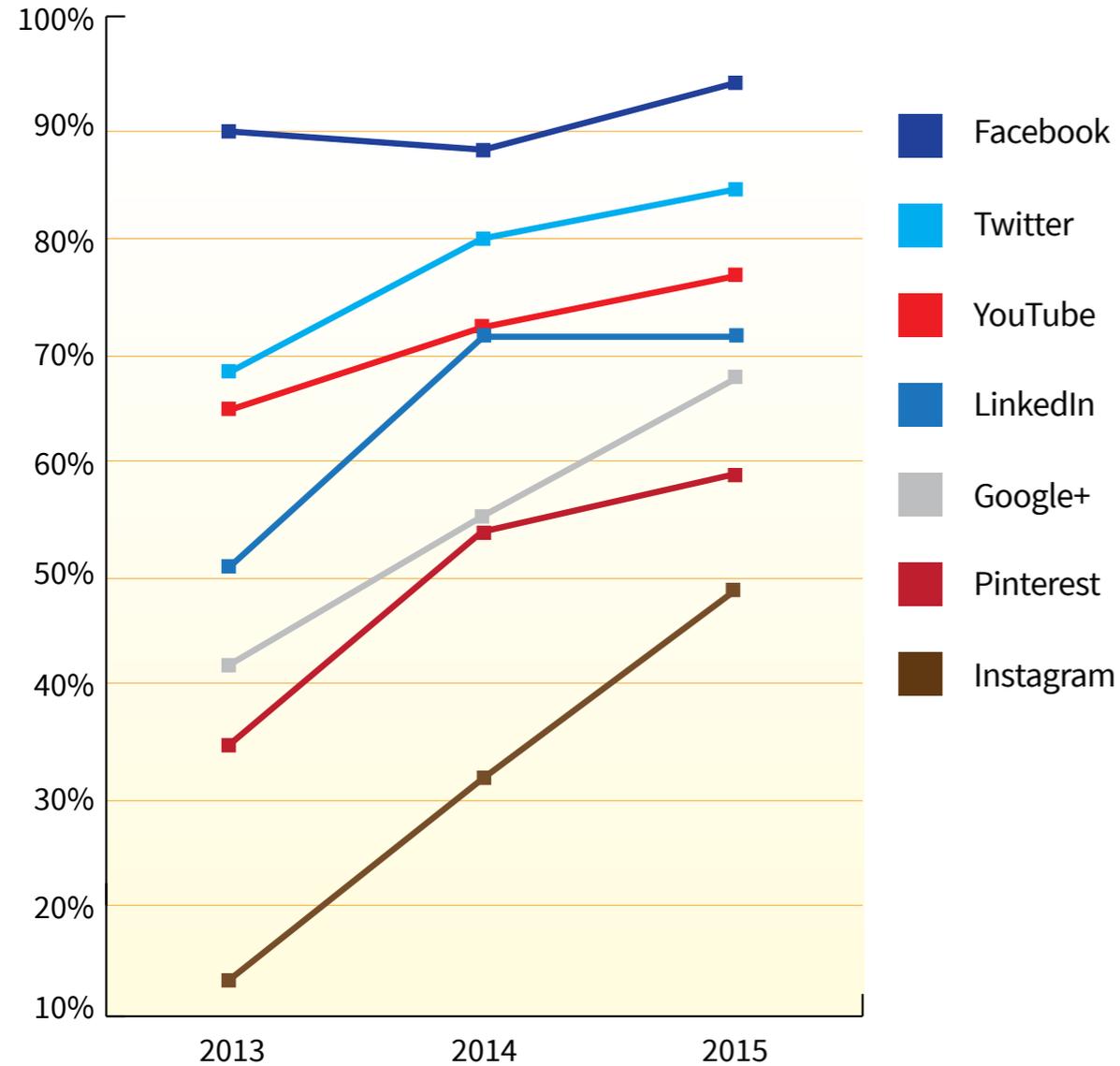
#### Average Number Used: 7

**Note:** Fewer than 45% of B2C marketers said they use the following social media platforms: Tumblr (29%), Foursquare (28%), Vimeo (27%), Flickr (26%), Vine (21%), SlideShare (20%), StumbleUpon (20%), and SnapChat (15%).

B2C marketers are now using an average of 7 social media platforms to distribute content, compared with 6 last year. All platforms have experienced some level of increase this year (except for LinkedIn, which has stayed the same).

The biggest increase this year has been with Instagram (up 17 percentage points), followed by Google+ (up 13 percentage points).

## Changes in B2C Content Marketing Social Media Platform Usage



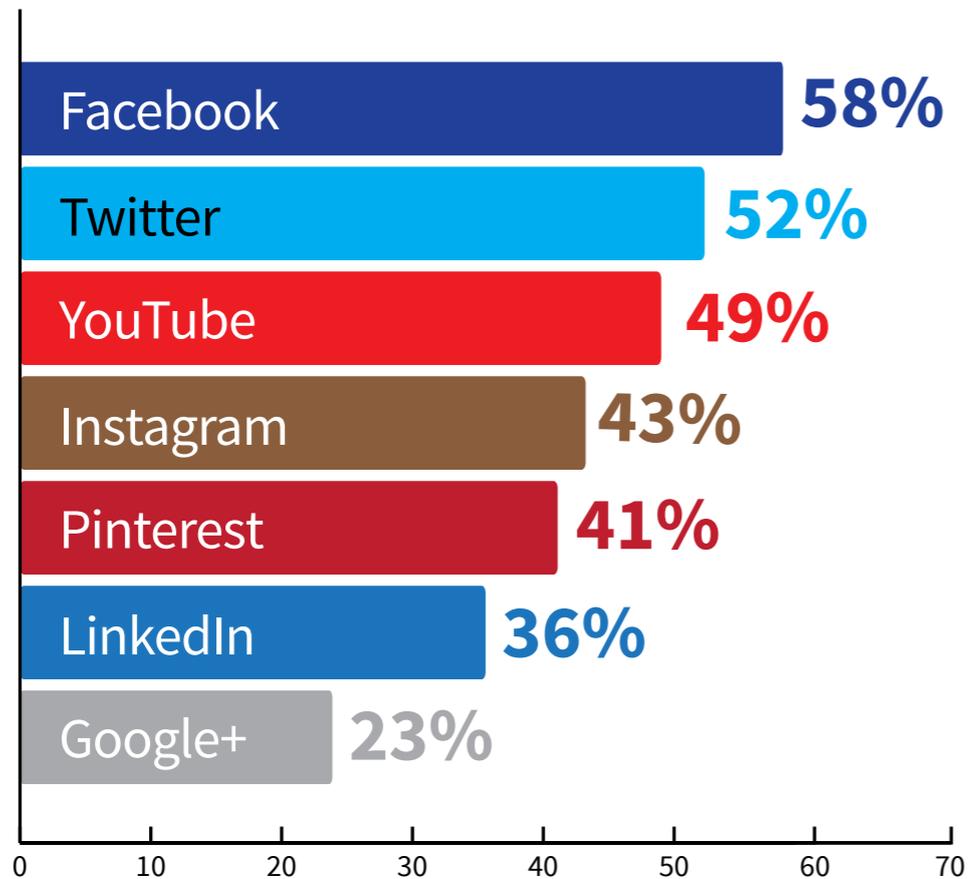
2015 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

## Trending data for the social media platforms that are used most often

The numbers make clear the rise of social media

After a dramatic rise in usage between 2013 and 2014, LinkedIn has leveled off. The use of all the other platforms shown here continues to increase.

### Effectiveness Ratings for B2C Social Media Platforms



2015 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

## How effective are the social media platforms that you use?

### Facebook is rated the most effective

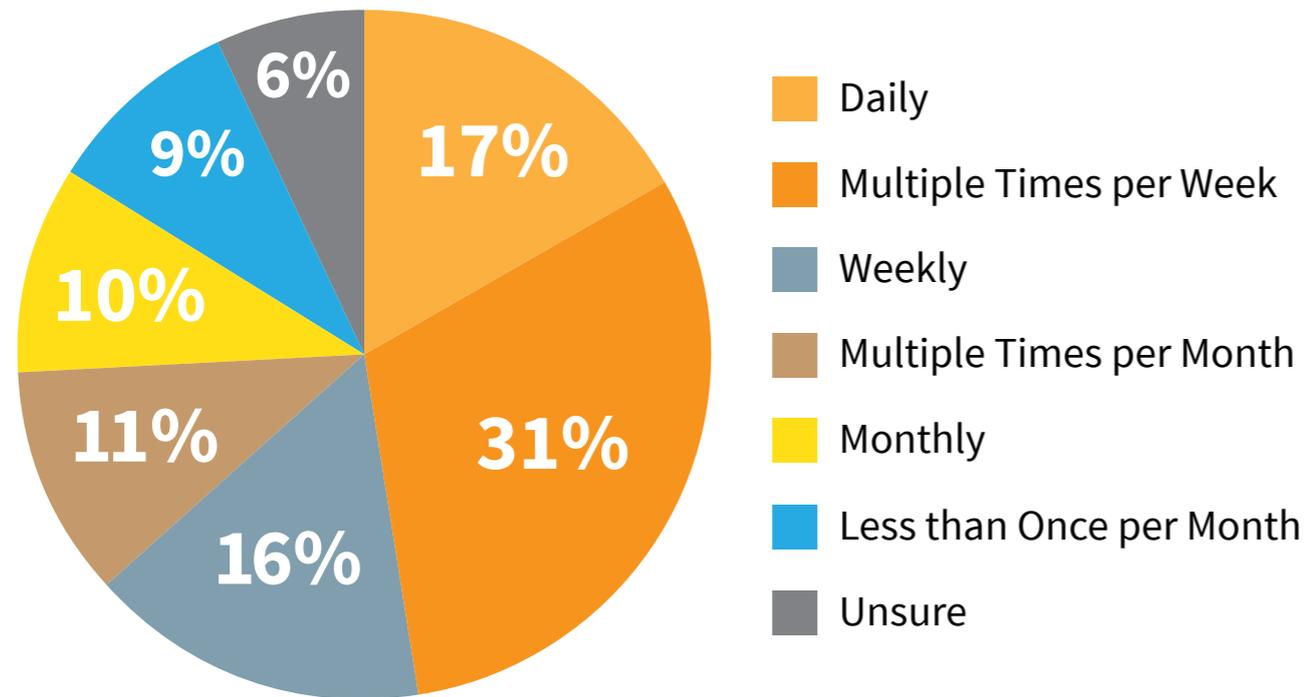
**Note:** Percentages shown represent marketers who rated each platform a 4 or 5 on a 5-point scale where 5 = “Very Effective” and 1 = “Not at all Effective.”

As they did last year, B2C marketers rated Facebook as the most effective platform; however, their confidence in it dropped 4 percentage points this year.

The biggest increase in confidence was with Instagram (up 9 percentage points). The biggest decrease was with LinkedIn (down 6 percentage points).

Google+ stayed the same, while the remaining platforms fluctuated slightly.

## How Often B2C Marketers Publish New Content



2015 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

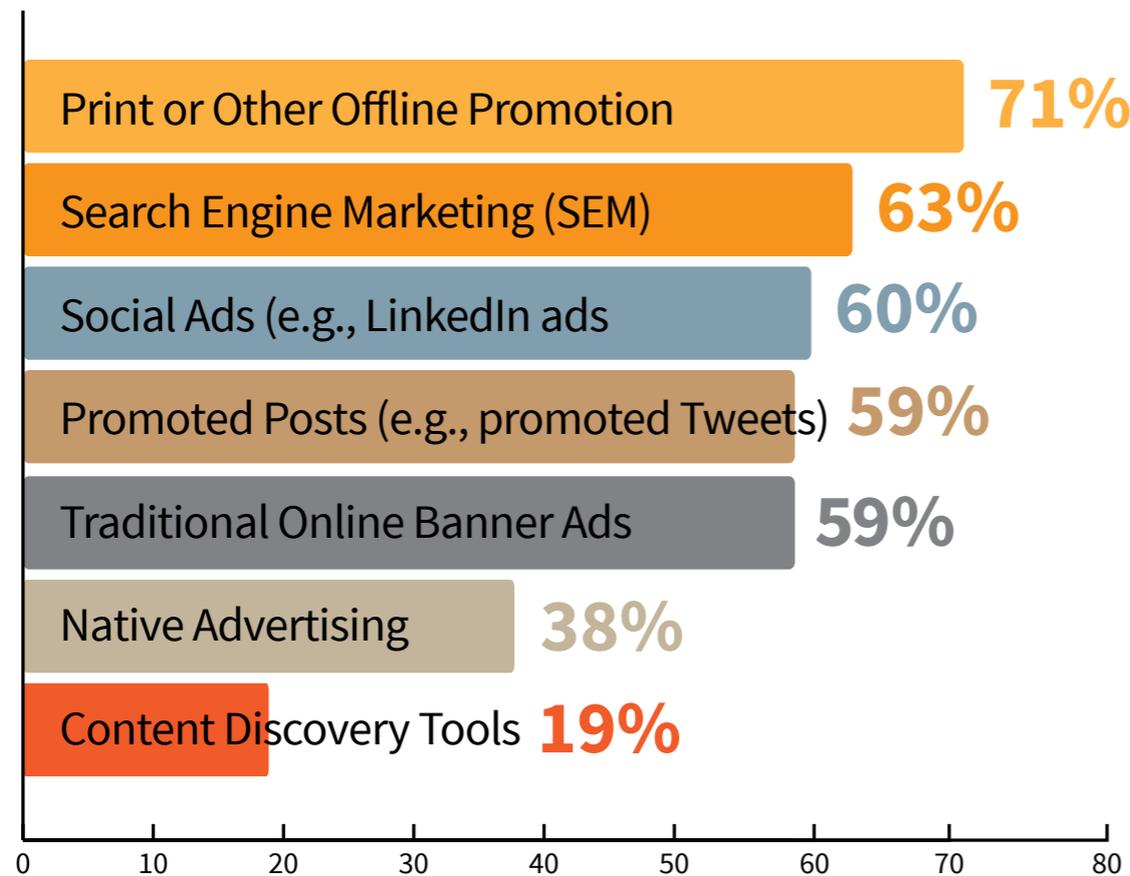
## How often does your organization publish new content that supports its content marketing program?

**48% say daily or multiple times per week**

B2C marketers publish content more frequently than their B2B counterparts do (42% of B2B marketers publish daily or multiple times per week).

B2C marketers who rate themselves as most effective are the most likely to publish new content daily (20%), although 45% publish multiple times per week.

### B2C Paid Advertising Usage



2015 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

## Which paid advertising methods do you use to promote/distribute content?

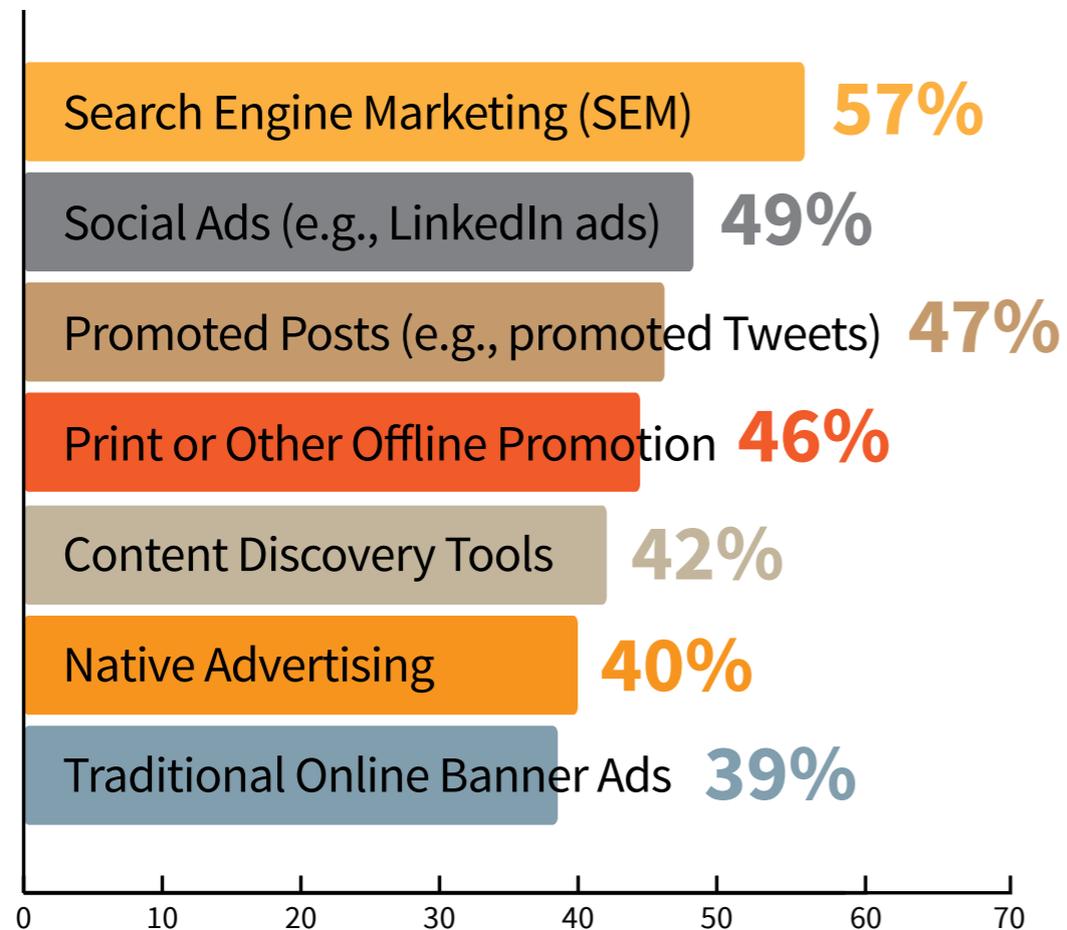
**92% use at least one**

**Average Number Used: 4**

This year is the first time we asked this question. The most effective B2C marketers, as well as those who have a documented strategy, use all of these paid methods a bit more frequently than the overall sample.

In addition, B2C marketers use more paid methods than their B2B counterparts (who use an average of 3). In fact, more B2C than B2B marketers use each of the methods shown here. The biggest difference is in the use of print or other offline promotion, which only 52% of B2B marketers use.

### Effectiveness Ratings for B2C Paid Advertising Methods



2015 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

## How effective are the paid advertising methods that you use to distribute content?

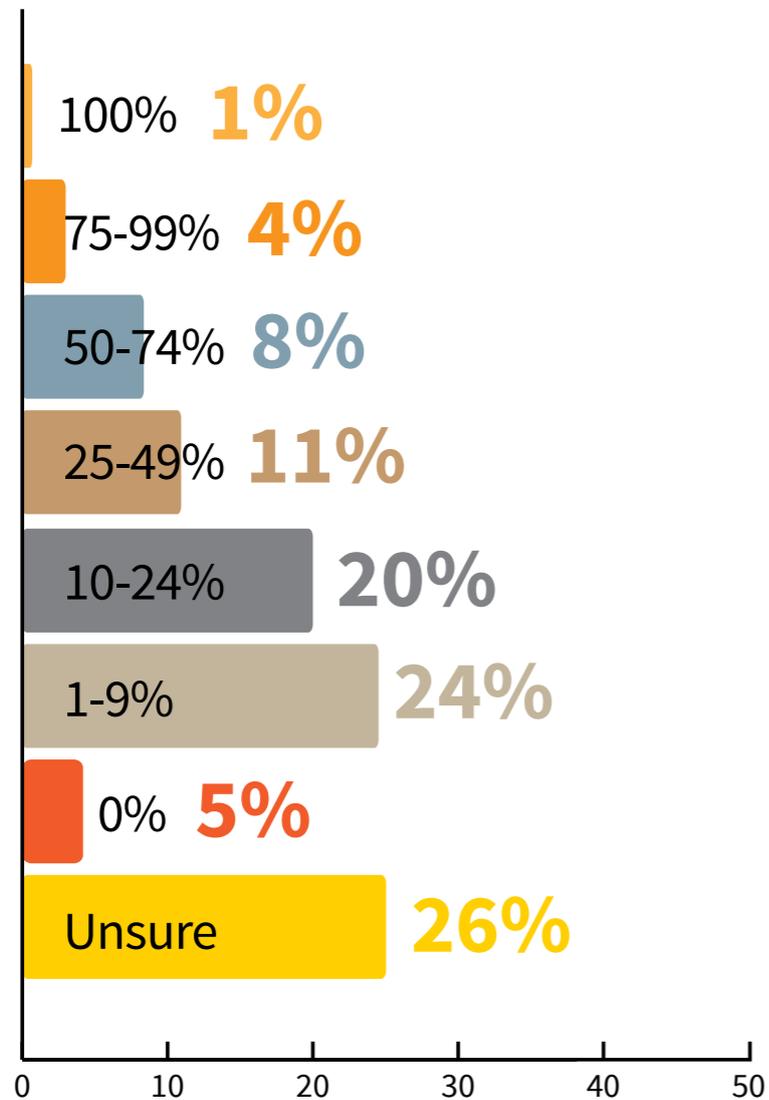
**B2C marketers have the most confidence in search engine marketing (SEM)**

**Note:** Percentages shown represent marketers who rated each method a 4 or 5 on a 5-point scale where 5 = “Very Effective” and 1 = “Not at all Effective.”

Even though 71% of B2C marketers use “print or other offline promotion,” only 46% of them say it is effective.

Although the percentage of B2C marketers who use “newer” paid methods such as native advertising and content discovery tools isn’t very high yet, 40% to 42% of those who use them say they are effective. This is a higher confidence rating than B2C marketers give for the more established method of “traditional online banner ads.”

## Percentage of Total Marketing Budget Spent on B2C Content Marketing



2015 B2C Content Marketing 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?**

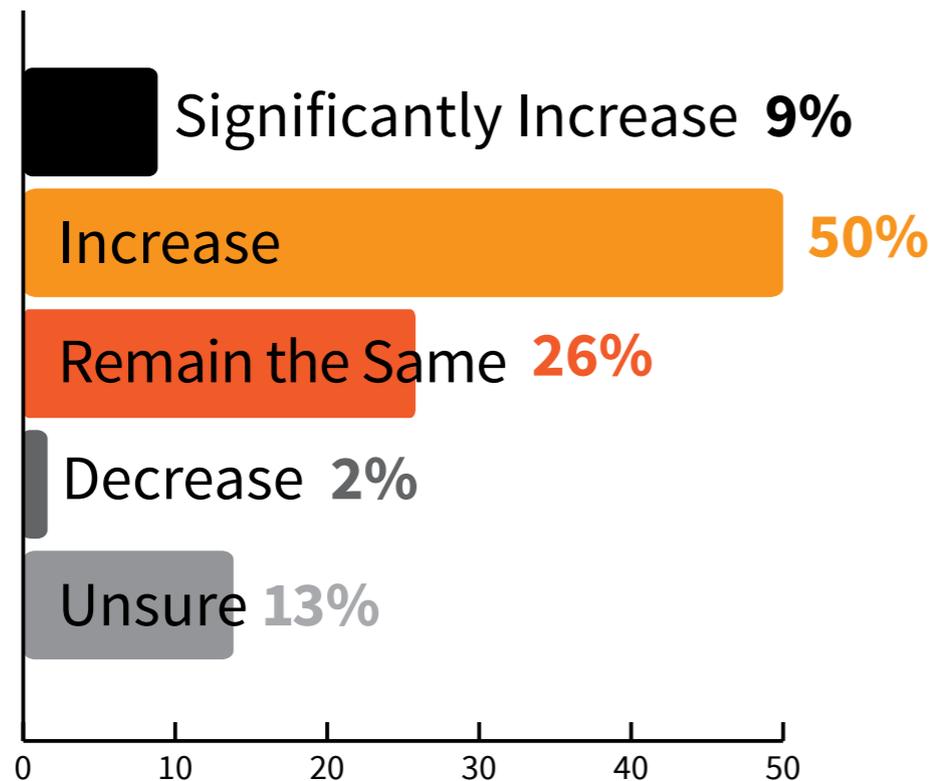
**The average is 25%**

Last year, B2C marketers said they allocated 24% of their budget to content marketing.

There is a correlation between effectiveness and the amount of budget allocated to content marketing. The most effective B2C marketers allocate 29%, on average, whereas the least effective allocate 17%.

B2C marketers who have a documented content marketing strategy allocate even more budget (32%).

### B2C Content Marketing Spending (Over Next 12 Months)



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

**59% say they will increase spending**

Last year, 60% of B2C marketers said they would increase spending, compared with 59% this year.

55% of the most effective B2C marketers plan to increase their spending, which is the same percentage as last year.

Their lack of success thus far isn't going to stop the least effective B2C marketers from increasing their content marketing budget: 61% of them say they plan to do so.

### Challenges that B2C Marketers Face



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

**51% cite measuring content effectiveness**

**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.”

Last year, 36% of B2C marketers said measuring content effectiveness was a challenge, compared with 51% this year. We also saw a big jump this year in finding trained content marketing professionals (from 10% to 32%). Coincidentally, we saw big increases in both of these areas for B2B marketers this year as well.

As it is for their B2B counterparts, producing engaging content is a perennial top challenge for B2C marketers.

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

# Which content marketing initiatives are you working on?

### “Better converting visitors on website” tops the list of 28 potential choices.

New this year, we presented marketers with a list of 28 initiatives. We asked them to select one of three options for each: working on now, plan to begin working on within 12 months, and not a priority.

B2C marketers are working on an average of 13 initiatives, and plan to begin working on an average of 9 over the next 12 months.

The largest percentages of B2C marketers are working on:

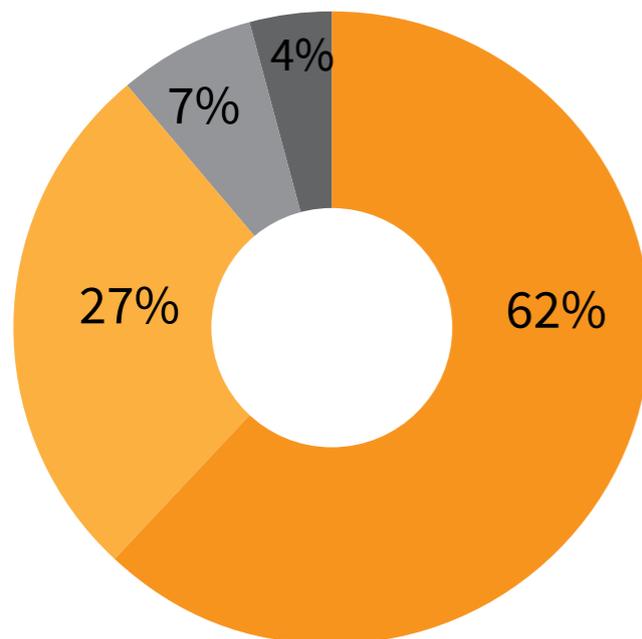
- Better converting visitors on website: 65%
- Creating more engaging/higher-quality content: 62%
- Becoming better storytellers: 61%
- Optimizing content: 61%
- Organizing website content: 61%

As for which they are planning to begin working on within 12 months, the highest percentages selected:

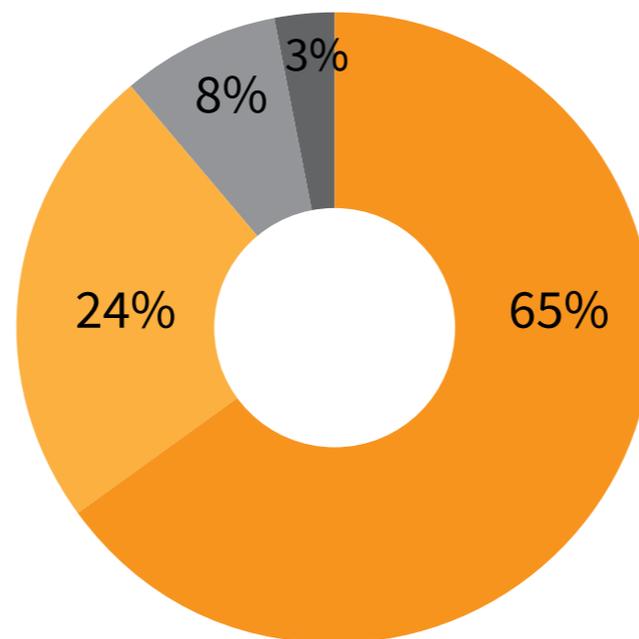
- Better mobile strategy: 38%
- Marketing automation/lead nurturing: 38%
- Measuring content marketing ROI: 37%
- Better understanding of what content is effective—and what isn't: 35%
- Leveraging user- or fan-generated content: 35%
- Understanding/using content marketing technology: 35%

The initiatives you see presented on the next few pages are the 10 that received the highest combined percentages of “working on now” and “plan to begin working on within 12 months.”

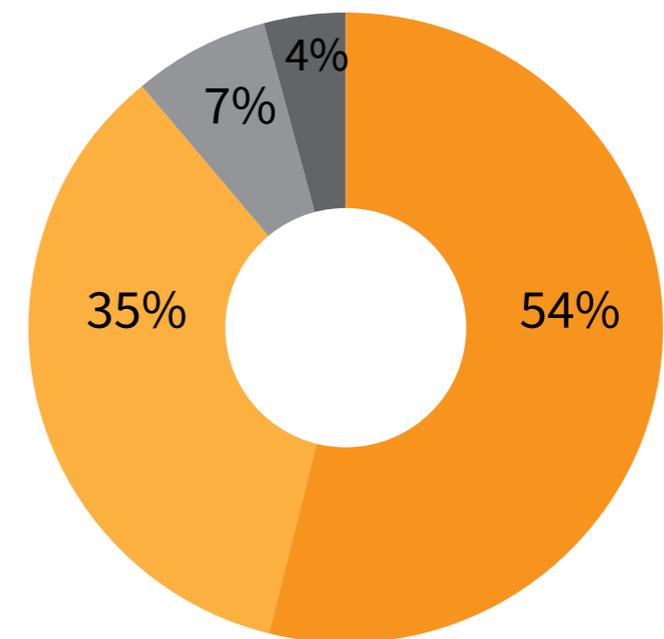
## Creating More Engaging/Higher-Quality Content



## Better Converting Visitors on Website



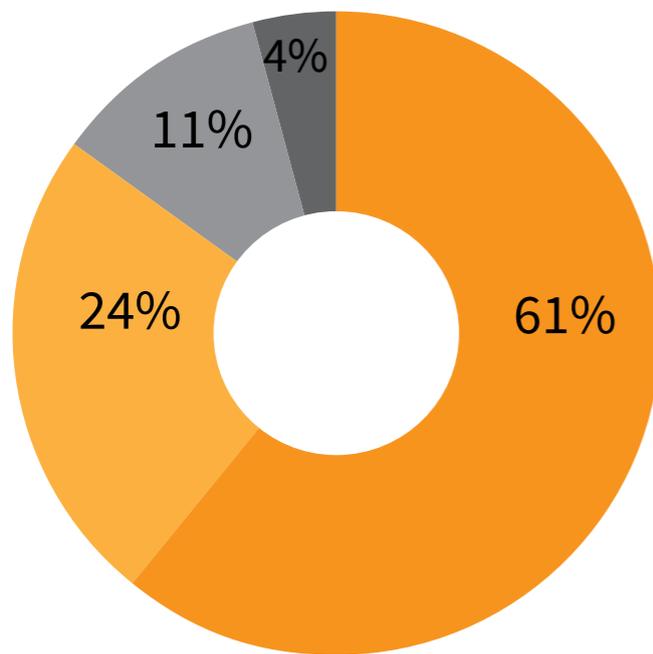
## Better Understanding of What Content is Effective—and What isn't



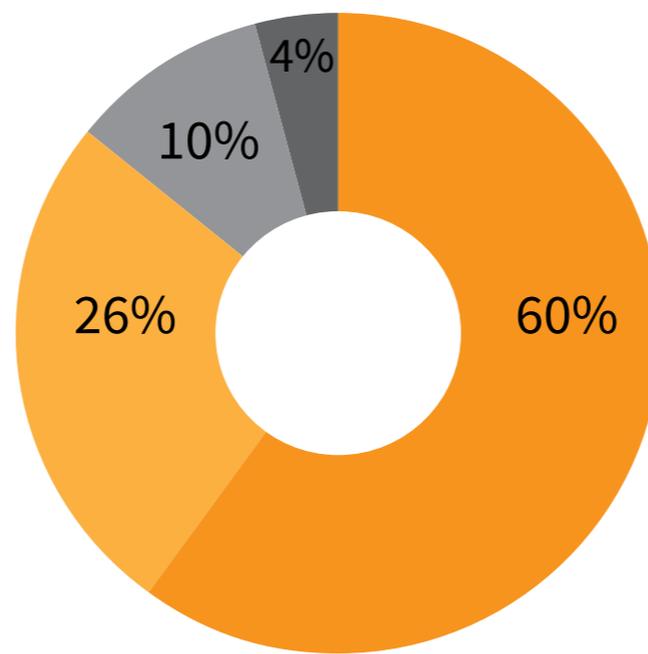
Now    Within 12 Months    Not a Priority    No Answer

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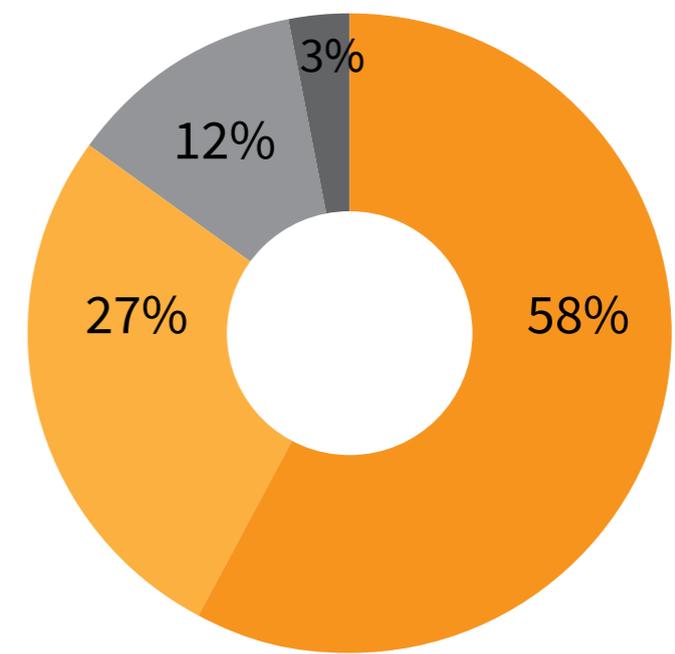
## Optimizing Content



## Creating Visual Content



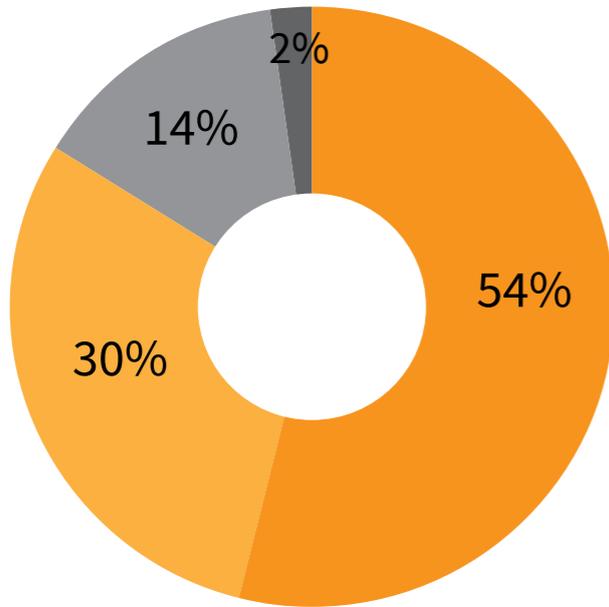
## Better Understanding of Audience



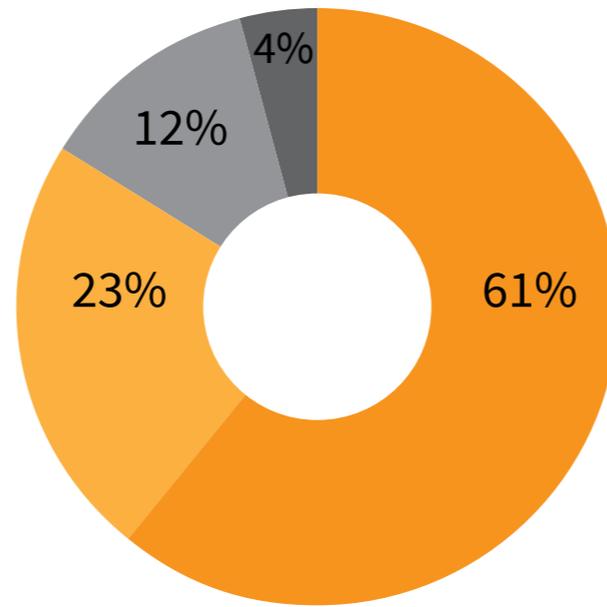
■ Now    ■ Within 12 Months    ■ Not a Priority    ■ No Answer

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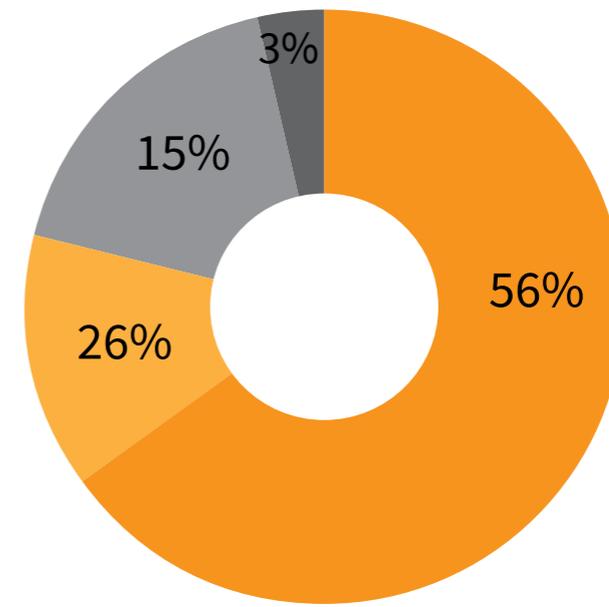
## Finding More/Better Ways to Repurpose Content



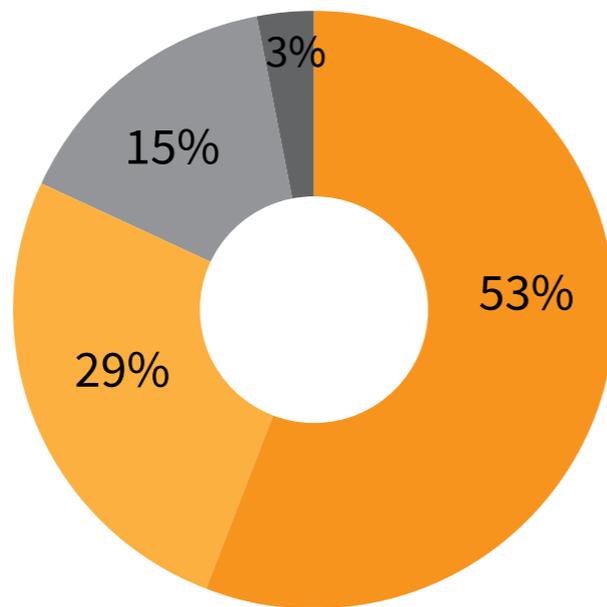
## Organizing Content on Website



## Developing an Email Strategy



## Creating a Greater Variety of Content



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## Profile of a Best-in-Class B2C Content Marketer

	Most Effective	Average/Overall	Least Effective
■ Has a documented content marketing strategy .....	47%	27%	5%
■ Has a content marketing strategy, but it's not documented .....	38%	50%	52%
■ Content marketing strategy very closely guides efforts.....	50%	34%	11%
■ Content marketing strategy somewhat guides efforts.....	45%	57%	61%
■ Has a dedicated content marketing group .....	63%	45%	25%
■ Places high importance on customer evangelism as a goal .....	86%	69%	59%
■ Is successful at tracking ROI .....	43%	23%	7%
■ Average number of tactics used .....	12	11	9
■ Average number of social platforms used .....	8	7	6
■ Publishes new content daily or multiple times per week .....	65%	48%	44%
■ Percentage of total budget allocated to content marketing.....	29%	25%	16%
■ Challenged with measuring effectiveness .....	39%	51%	67%
■ Challenged with producing engaging content .....	36%	50%	65%
■ Average number of initiatives working on now .....	15	13	10
■ Average number of initiatives planning to begin working on within 12 months .....	8	9	11

**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 themselves 1 or 2 are the “least effective.” The numbers under “average/overall” represent total respondents.

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## Documented vs. Verbal or No Content Marketing Strategy

	Documented Strategy	Verbal Strategy	No Strategy
■ Considers organization to be effective at content marketing.....	65%	28%	11%
■ Content marketing strategy very closely guides efforts.....	52%	25%	N/A
■ Content marketing strategy somewhat guides efforts.....	44%	63%	N/A
■ Has a dedicated content marketing group .....	75%	38%	11%
■ Is successful at tracking ROI .....	43%	19%	3%
■ Average number of tactics used .....	13	11	8
■ Average number of social platforms used .....	8	7	6
■ Publishes new content daily or multiple times per week .....	52%	51%	30%
■ Percentage of total budget allocated to content marketing.....	32%	25%	11%
■ Challenged with producing engaging content .....	37%	56%	58%
■ Challenged with measuring effectiveness .....	33%	58%	72%
■ Average number of initiatives working on now .....	16	13	9
■ Average number of initiatives planning to begin working on within 12 months.....	7	8	11

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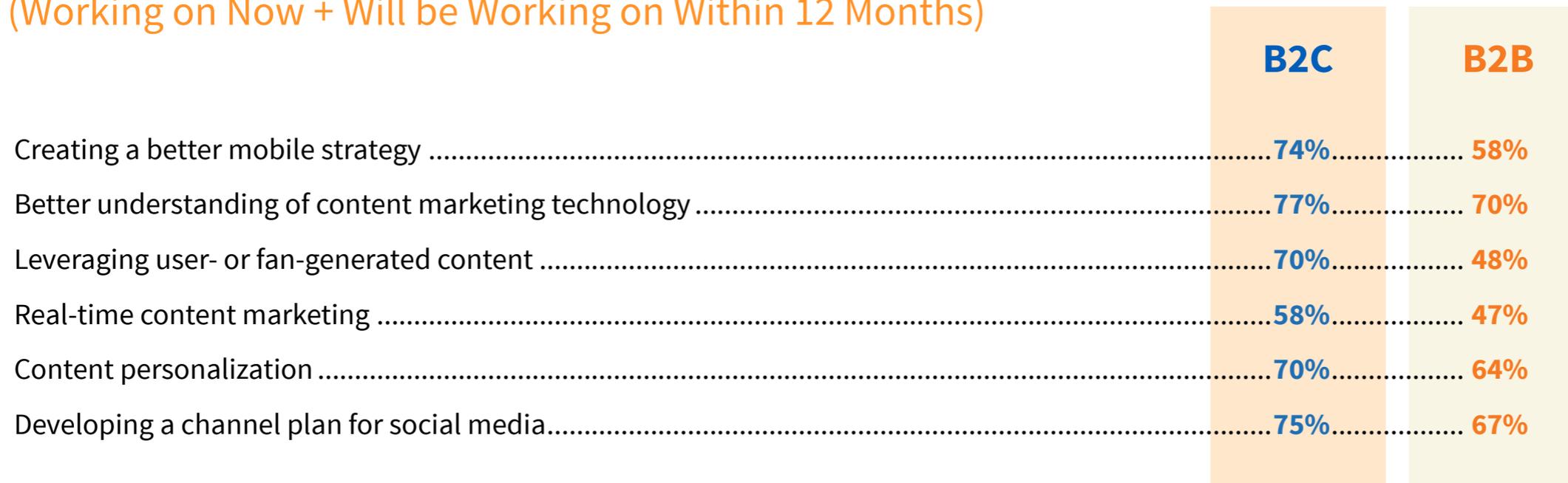
## Differences Between B2C and B2B Content Marketers

	B2C	B2B
■ Uses content marketing.....	77%	86%
■ Considers organization to be effective at content marketing.....	37%	38%
■ Has a documented content marketing strategy.....	27%	35%
■ Has a content marketing strategy, but it's not documented.....	50%	48%
■ Does not have a documented strategy.....	15%	14%
■ Has a dedicated content marketing group.....	45%	47%
■ Is successful at tracking ROI.....	23%	21%
■ Average number of tactics used.....	11	13
■ Average number of social platforms used.....	7	6
■ Average number of paid advertising methods used to promote/distribute content.....	4	3
■ Publishes new content daily or multiple times per week.....	48%	42%
■ Percentage of total budget allocated to content marketing.....	25%	28%
■ Challenged with measuring content effectiveness.....	51%	49%
■ Average number of initiatives working on now.....	13	13
■ Average number of initiatives planning to begin working on within 12 months.....	9	8

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## Key Areas of Difference Between B2C and B2B Content Marketing Initiatives

(Working on Now + Will be Working on Within 12 Months)



**Note:** B2C and B2B marketers have prioritized many of the same initiatives over the next 12 months (e.g., doing a better job of converting website visitors, creating more engaging content, measuring content marketing ROI, etc.). This chart shows where the biggest gaps are.

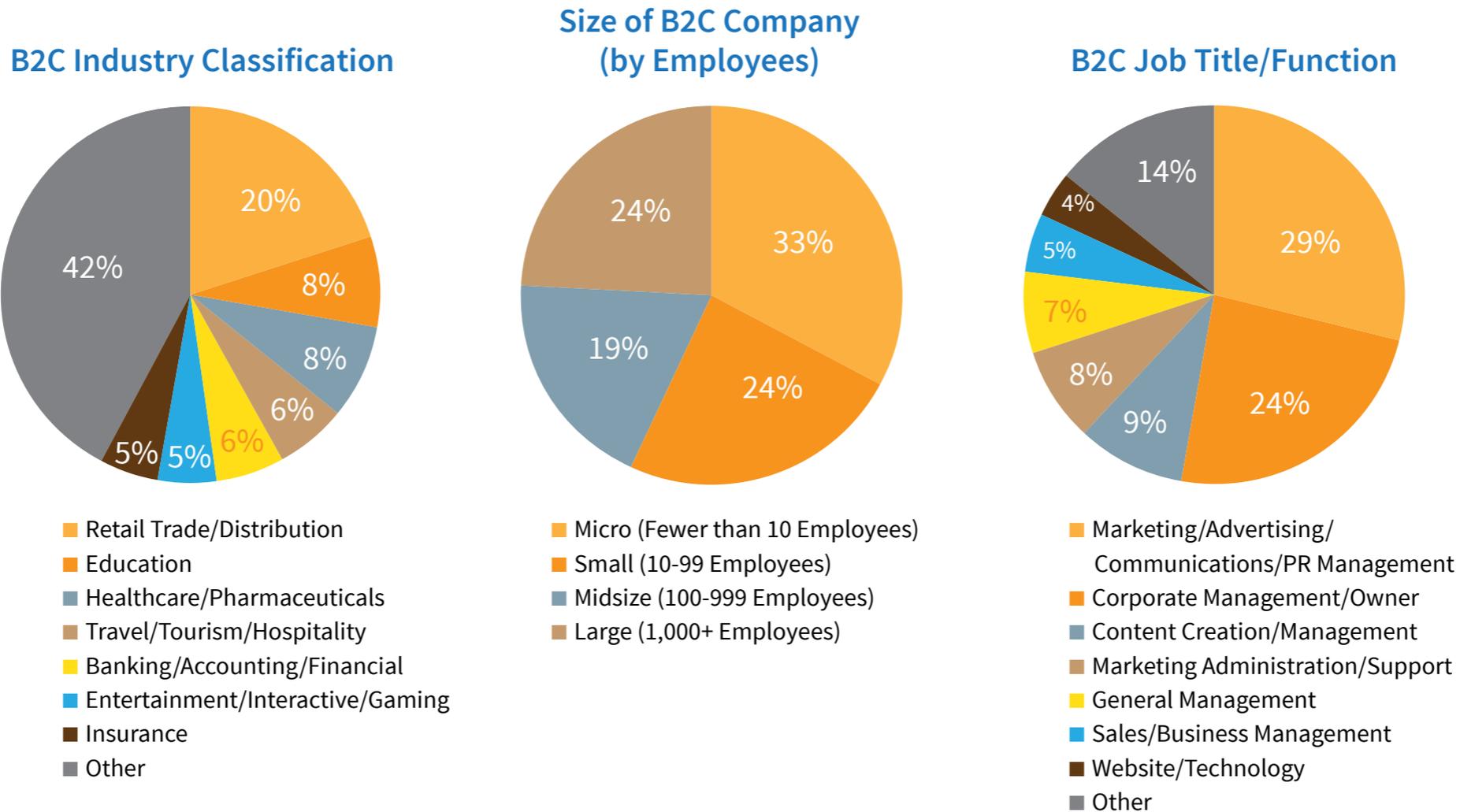
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# DEMOGRAPHICS

*B2C Content Marketing: 2015 Benchmarks, Budgets, and Trends—North America* was produced by **Content Marketing Institute** and **MarketingProfs** and sponsored by **EnVeritas Group**.

The fifth 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 Business Marketing Association (BMA), Brightcove, Blackbaud, EnVeritas Group (EVG), The Association for Data-driven Marketing & Advertising (ADMA), the Direct Marketing Association UK (DMA), *Industry Week*, *New Equipment Digest*, WTWH Media, and Corporate Financial Group.

A total of 5,167 recipients from around the globe—representing a full range of industries, functional areas, and company sizes—responded throughout July and August 2014. This report presents the findings from the 307 respondents who said they were B2C marketers in North America (235 of whom said “yes, our organization uses content marketing”). The B2B percentages referred to in this report derive from the same research study. The full findings for B2B North America are available in a separate report.



### About Content Marketing Institute

**Content Marketing Institute** (CMI) is the leading global content marketing education and training organization. CMI teaches 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. CMI also produces **Intelligent Content Conference**, Content Marketing Sydney and Content Marketing Singapore. CMI also 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, 2013 and 2014 Inc. 500 company. View all CMI research at [www.contentmarketinginstitute.com/research](http://www.contentmarketinginstitute.com/research). Learn how to create a **documented content marketing strategy**, a key component for improving overall content marketing effectiveness.

### About MarketingProfs

**MarketingProfs** offers real-world education for modern marketers. More than 640,000 marketing professionals worldwide rely on our free daily publications, virtual conferences, and more to stay up-to-date on the most important trends in marketing—and how to apply them to their business. Visit [MarketingProfs.com](http://MarketingProfs.com) for more.

### About EnVeritas Group

**EnVeritas Group** is a little global giant. From our offices in Greenville and London, we work with clients to tell stories. The EVG team is a group of strategists and yarn-weavers, big thinkers and painters, number crunchers, and poets. We develop strategies, deeply anchored in storytelling and content creation that will move your needle. A lot. Our services include content strategy and creation, social media marketing, multicultural content marketing, web design, content management, graphic design, and more.

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For more information about this report, contact [research@contentinstitute.com](mailto:research@contentinstitute.com).