

# B2B Small Business Content Marketing: 2013 Benchmarks, Budgets, and Trends – North America



# FOREWORD

Hello Content Marketers!

Welcome to *B2B Small Business Content Marketing: 2013 Benchmarks, Budgets, and Trends—North America*.

When we recently surveyed 1,416 business-to-business (B2B) marketers from North America,\* we found some key differences between B2B small business marketers (10-99 employees) and their B2B enterprise peers (1,000+ employees). For example, B2B small marketers:

- ▶ Use an average of 12 content marketing tactics, whereas their enterprise peers use 16
- ▶ Rate social media (other than blogs) as the content marketing tactic they use most often, whereas their enterprise peers use video most often
- ▶ Agree with their enterprise peers that in-person events are the most effective content marketing tactic, but have more confidence in books and blogs than those peers do
- ▶ Use an average of five social media platforms, whereas their enterprise peers use four
- ▶ Outsource content creation much less frequently than their enterprise peers do.

Plus, more B2B small business marketers (57%) than enterprise marketers (46%) are planning to increase their content marketing budgets over the next 12 months.

Of course there are similarities, too. For instance, both B2B small business and enterprise marketers have a ways to go in terms of content marketing effectiveness: Just over 30% of both groups rate their organizations as effective at content marketing.

Here we take a closer look at how B2B small business marketers approach content marketing. We think you'll find the results interesting.

## On with the content marketing revolution...



**Joe Pulizzi**

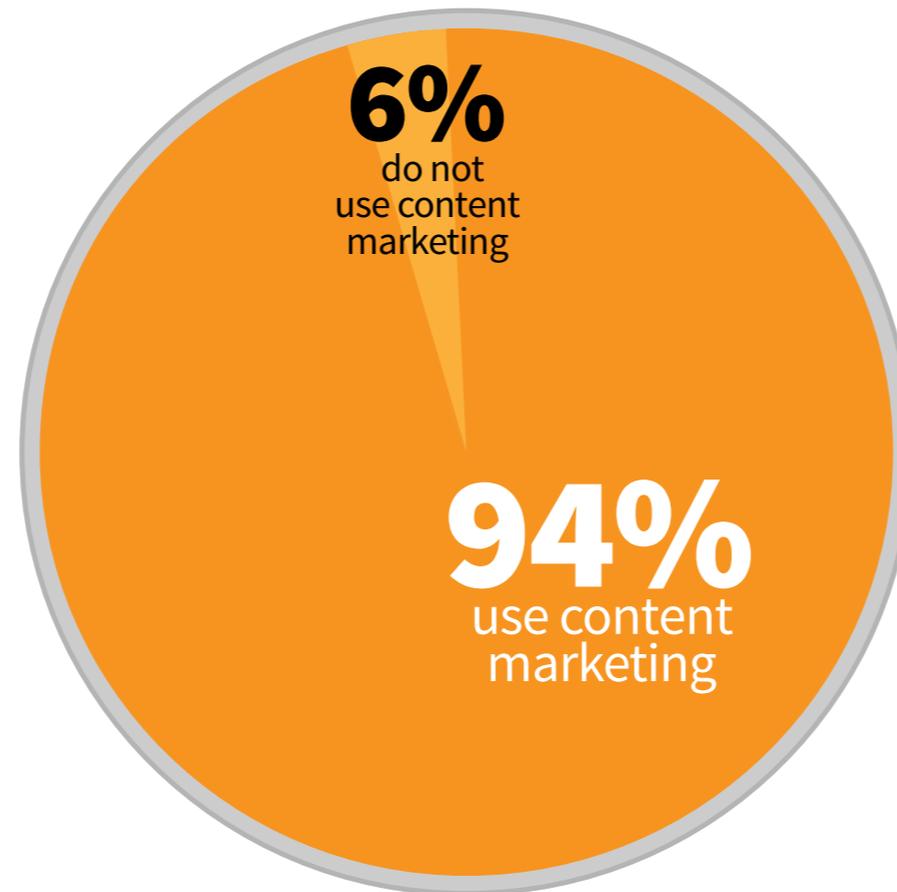
Founder

Content Marketing Institute

\*See page 19 for study demographics.

94% of B2B small business marketers use content marketing.

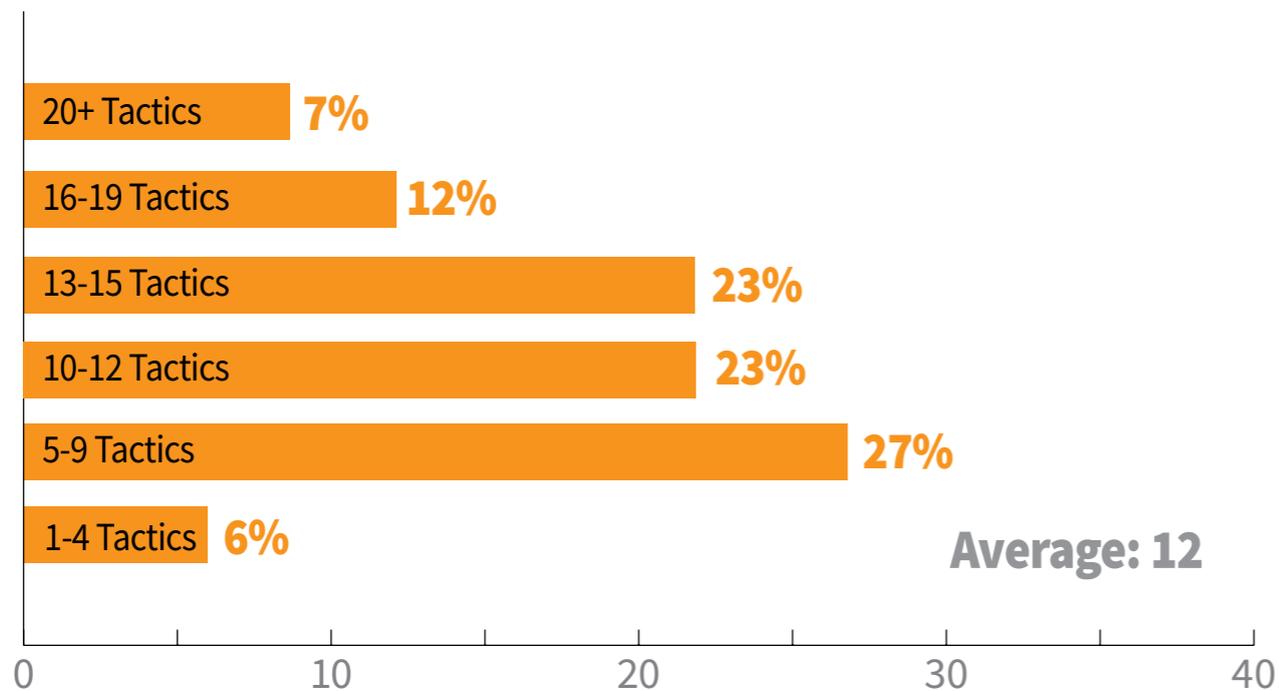
## Percentage of B2B Small Business Marketers Using Content Marketing



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# B2B small business marketers use an average of 12 content marketing tactics.

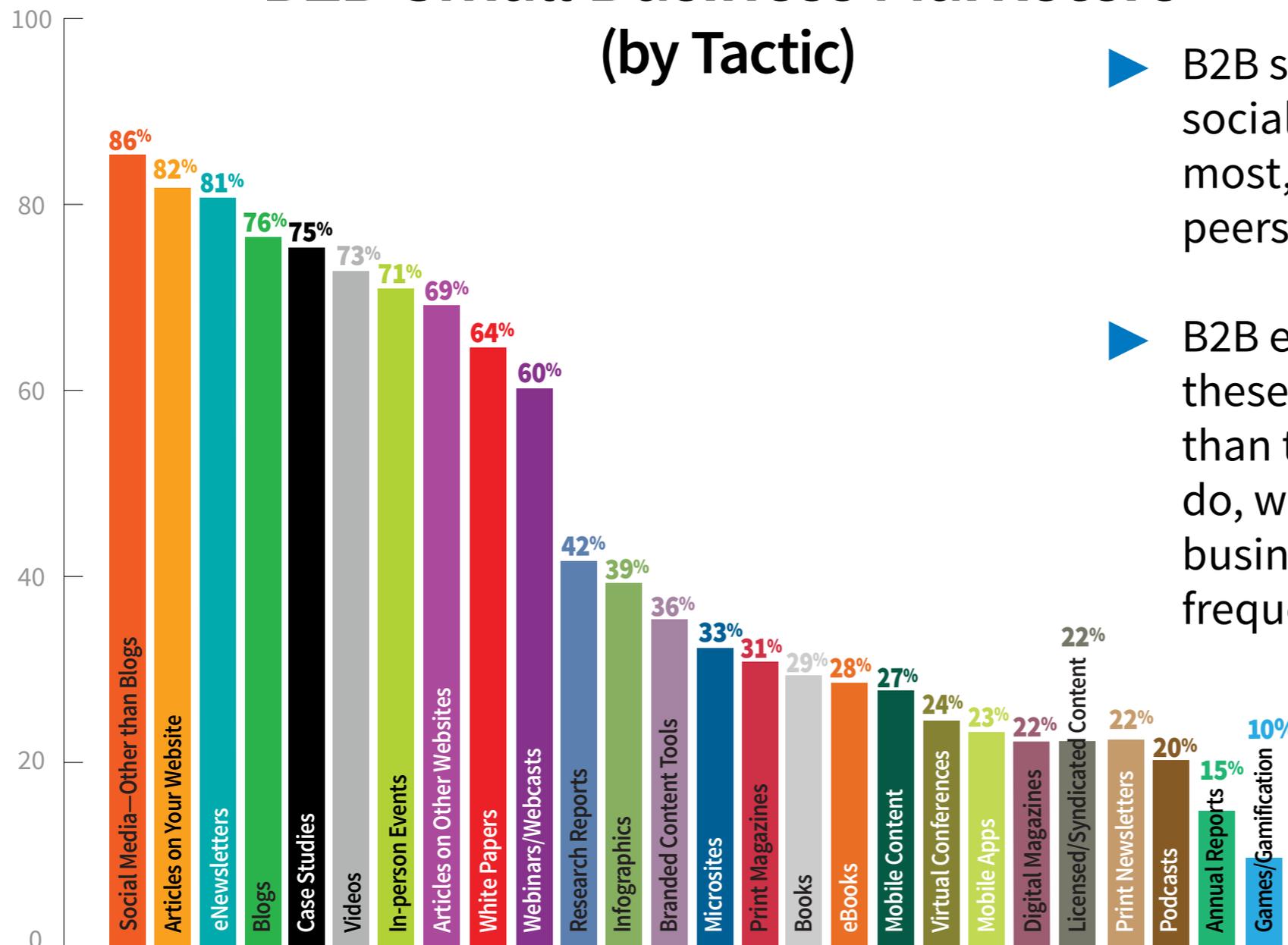
## Number of Tactics B2B Small Business Marketers Use



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▶ B2B small business marketers use an average of 12 content marketing tactics, whereas their B2B enterprise peers use 16.

# Content Marketing Usage Among B2B Small Business Marketers (by Tactic)

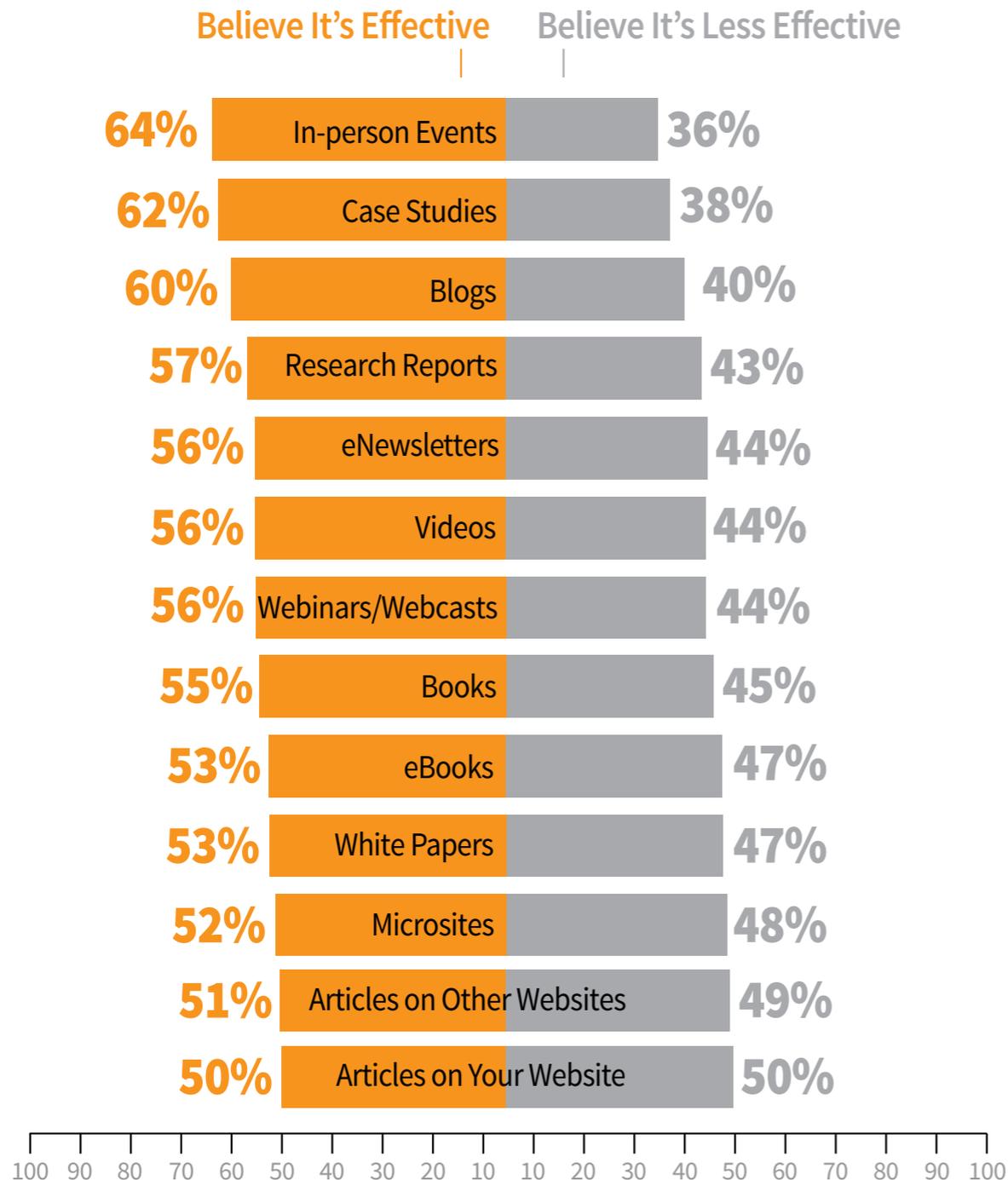


- ▶ B2B small business marketers use social media (other than blogs) the most, whereas their B2B enterprise peers use videos the most (87%).
- ▶ B2B enterprise marketers use all of these tactics with greater frequency than their B2B small business peers do, with one exception: B2B small business marketers use blogs more frequently (76% vs. 70%).

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# Confidence Gap

## Effectiveness Ratings of Tactics Among B2B Small Business Marketers

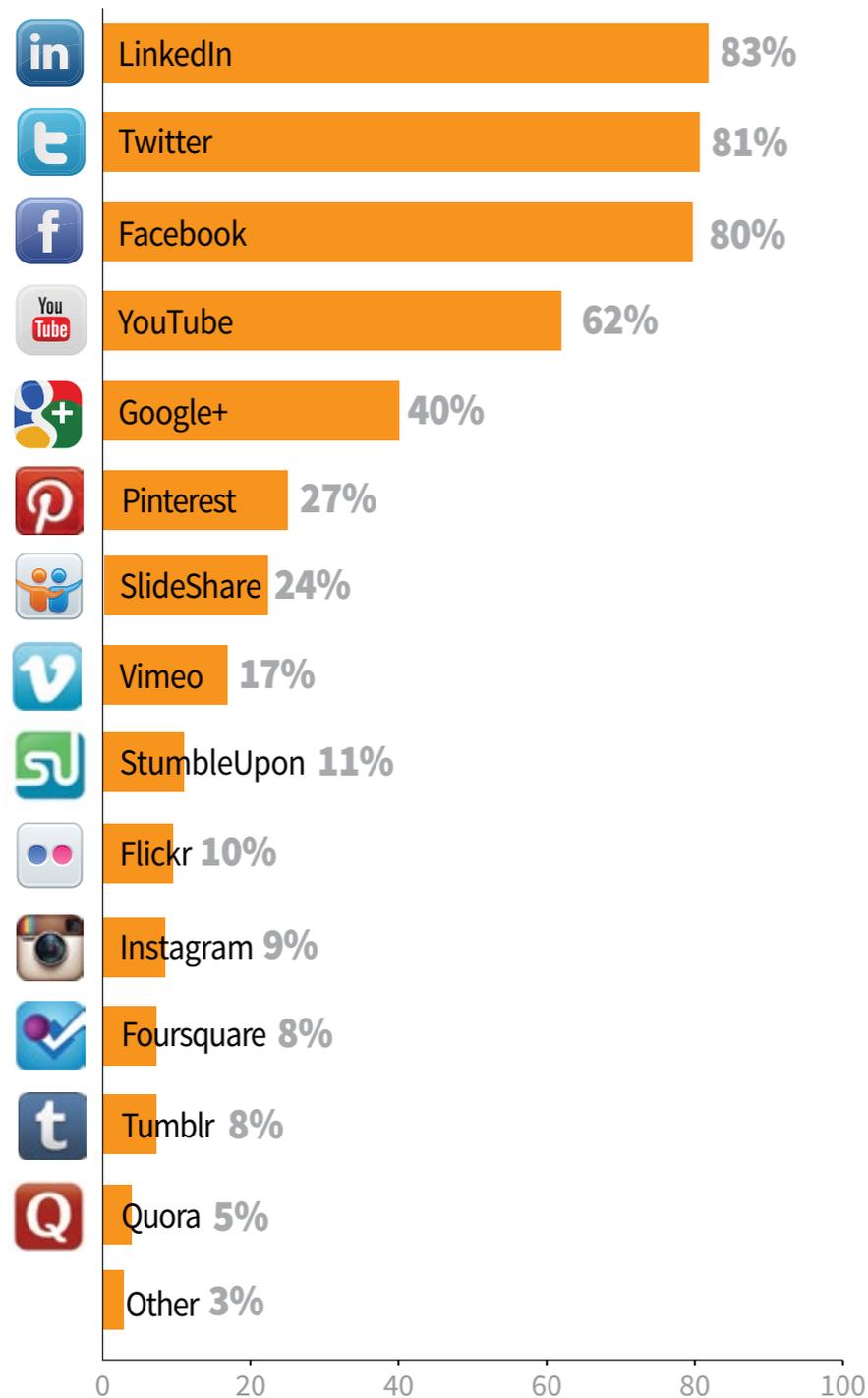


- ▶ Like their B2B enterprise peers (71%), B2B small business marketers consider in-person events to be the most effective content marketing tactic.
- ▶ B2B small business marketers and their enterprise peers rate most items here similarly in terms of effectiveness, with two exceptions: Small business marketers have more confidence in books (55% vs. 35%) and blogs (60% vs. 46%) than their enterprise peers do.

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## SOCIAL MEDIA USAGE

### Percentage of B2B Small Business Marketers Who Use Various Social Media Platforms to Distribute Content

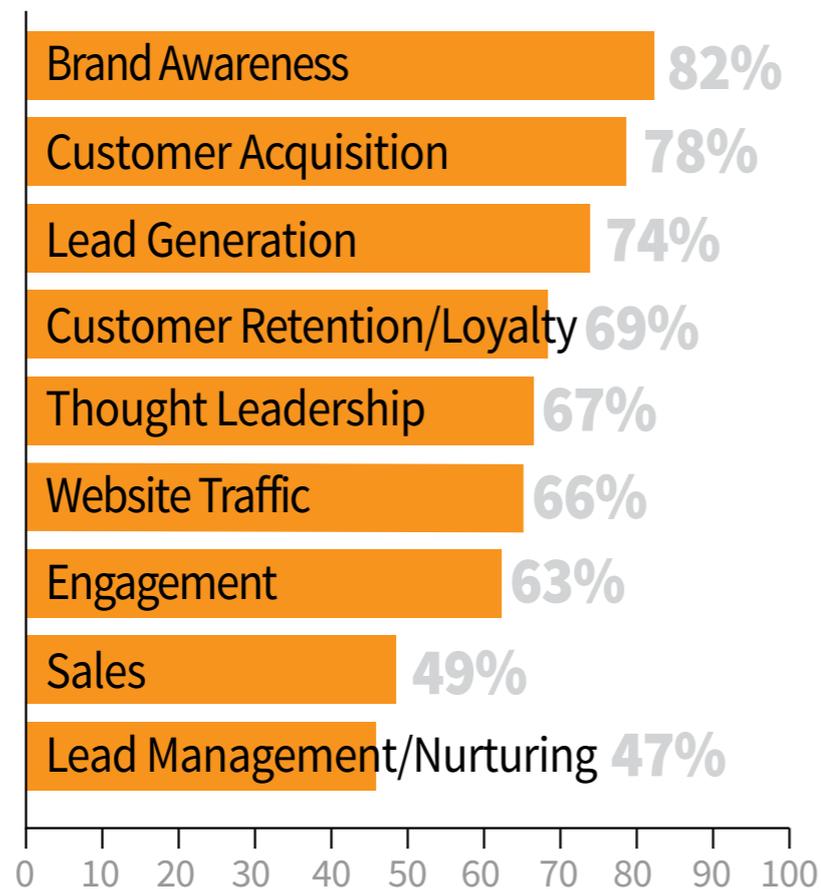


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- ▶ B2B small business marketers use an average of five social media platforms, whereas their B2B enterprise peers use an average of four.
- ▶ B2B small business marketers most often use LinkedIn, Twitter, and Facebook, whereas their B2B enterprise peers most often use Facebook, Twitter, and YouTube.

# B2B small business marketers cite brand awareness as their top goal for content marketing.

## Organizational Goals for Content Marketing (B2B Small Businesses)



▶ Brand awareness is the top goal for both B2B small business marketers and their B2B enterprise peers.

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# B2B small business marketers most often use website traffic to measure content marketing success.

## Measurement Criteria for Content Marketing Success (B2B Small Businesses)

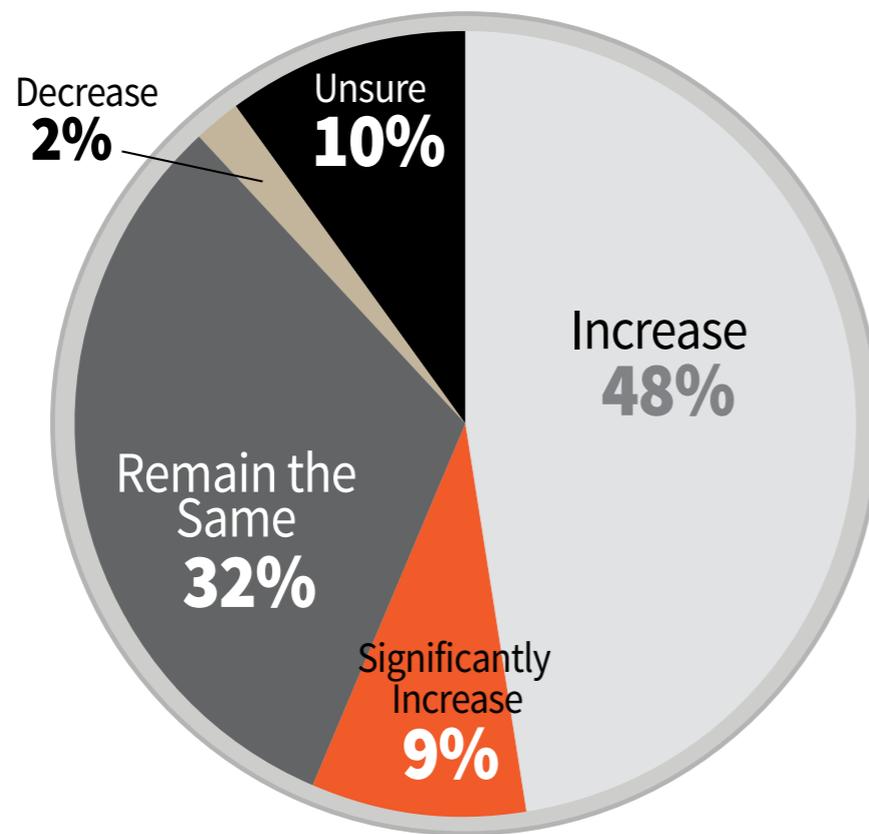


▶ Like their B2B enterprise peers (64%), B2B small business marketers most often use website traffic to measure content marketing success.

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57% of B2B small business marketers plan to increase their content marketing budget over the next 12 months.

### Content Marketing Spending Among B2B Small Business Marketers (Over Next 12 Months)

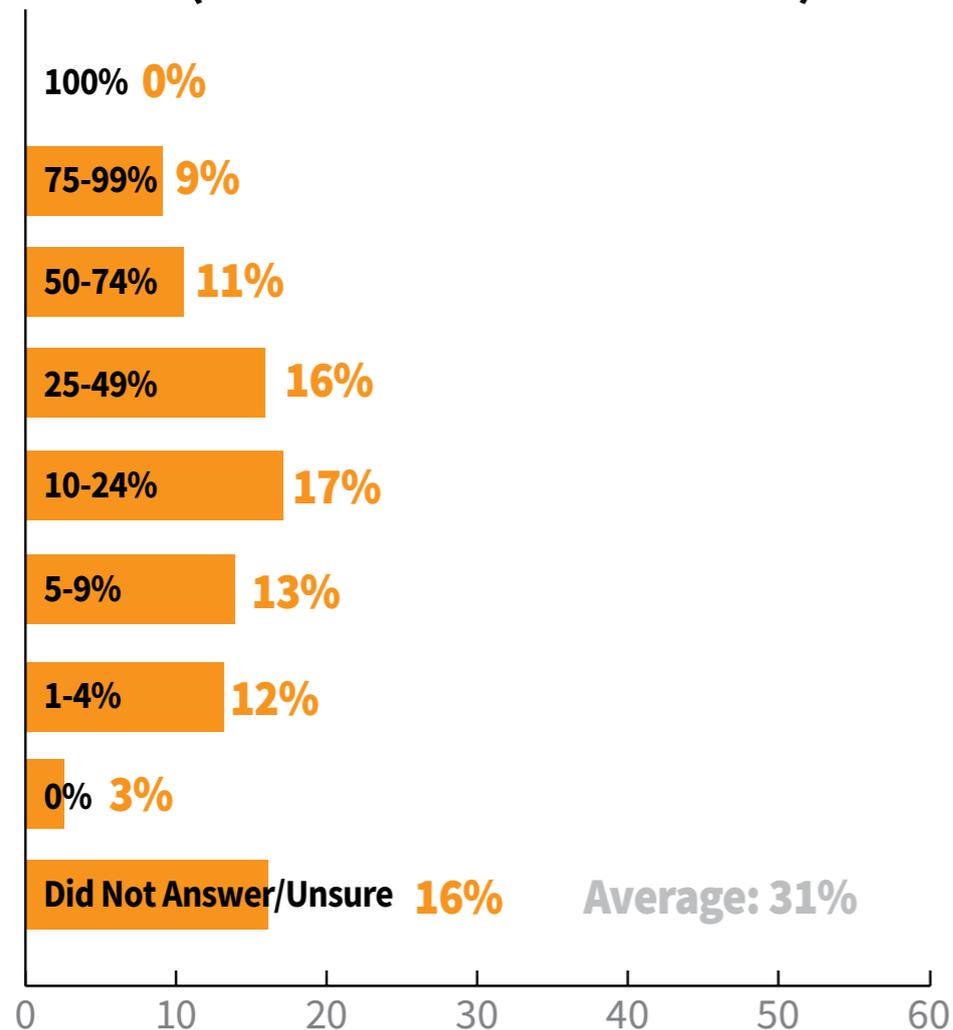


▶ 57% of B2B small business marketers plan to increase the amount they allocate to content marketing, compared with 46% of their B2B enterprise peers.

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On average, B2B small business marketers allocate 31% of their marketing budget to content marketing.

### Percentage of Marketing Budget Spent on Content Marketing (B2B Small Businesses)

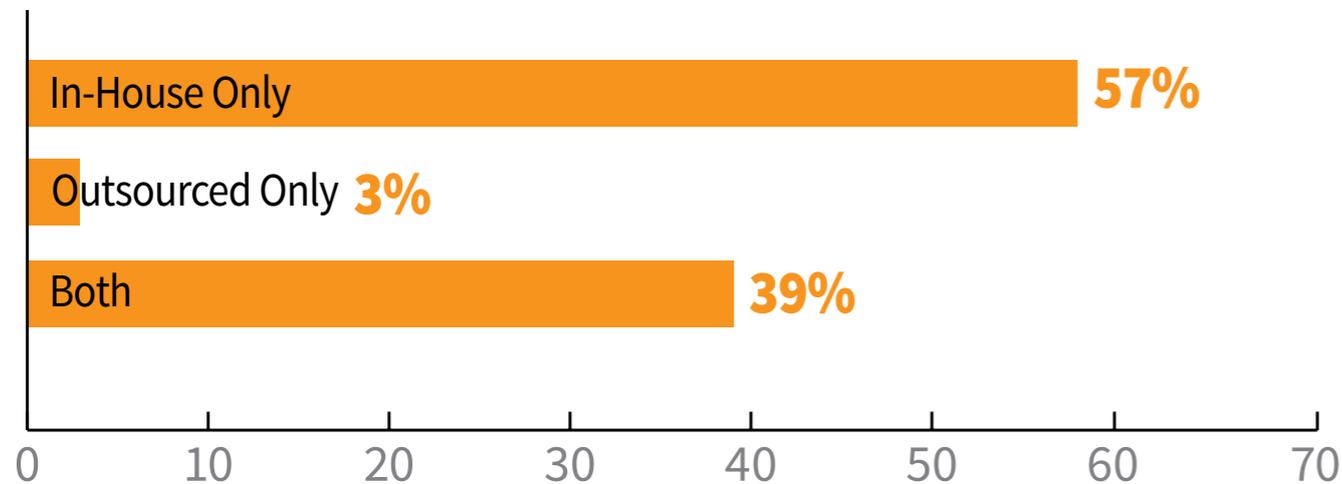


▶ B2B small business marketers allocate 31% of their budget to content marketing, whereas their B2B enterprise peers allocate 24%.

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# 39% of B2B small business marketers outsource content creation.

## Insourcing vs. Outsourcing of Content Creation (B2B Small Businesses)

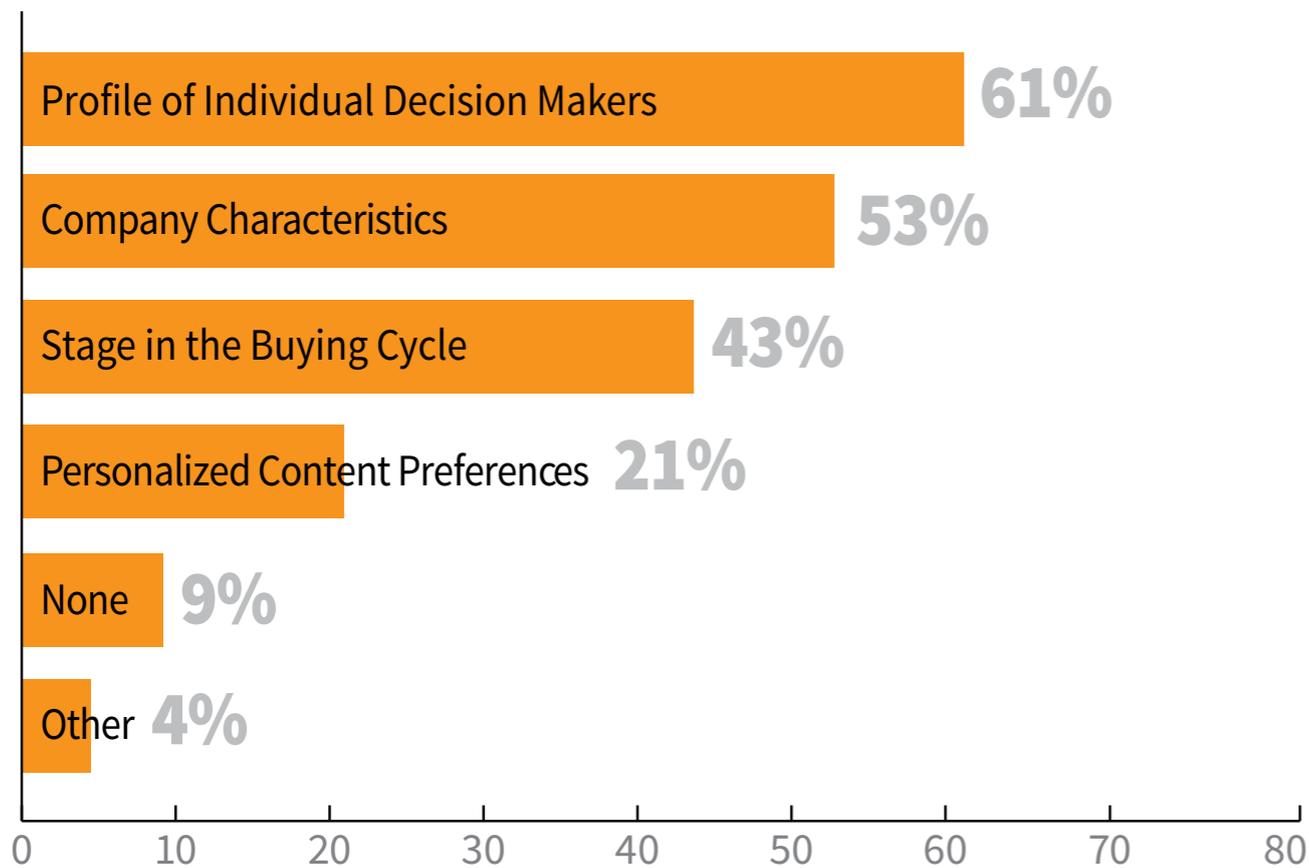


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▶ B2B small business marketers outsource content creation less frequently (39%) than their B2B enterprise peers (65%) do.

# Nearly all B2B small business marketers segment their content.

## How B2B Small Business Marketers Tailor Content

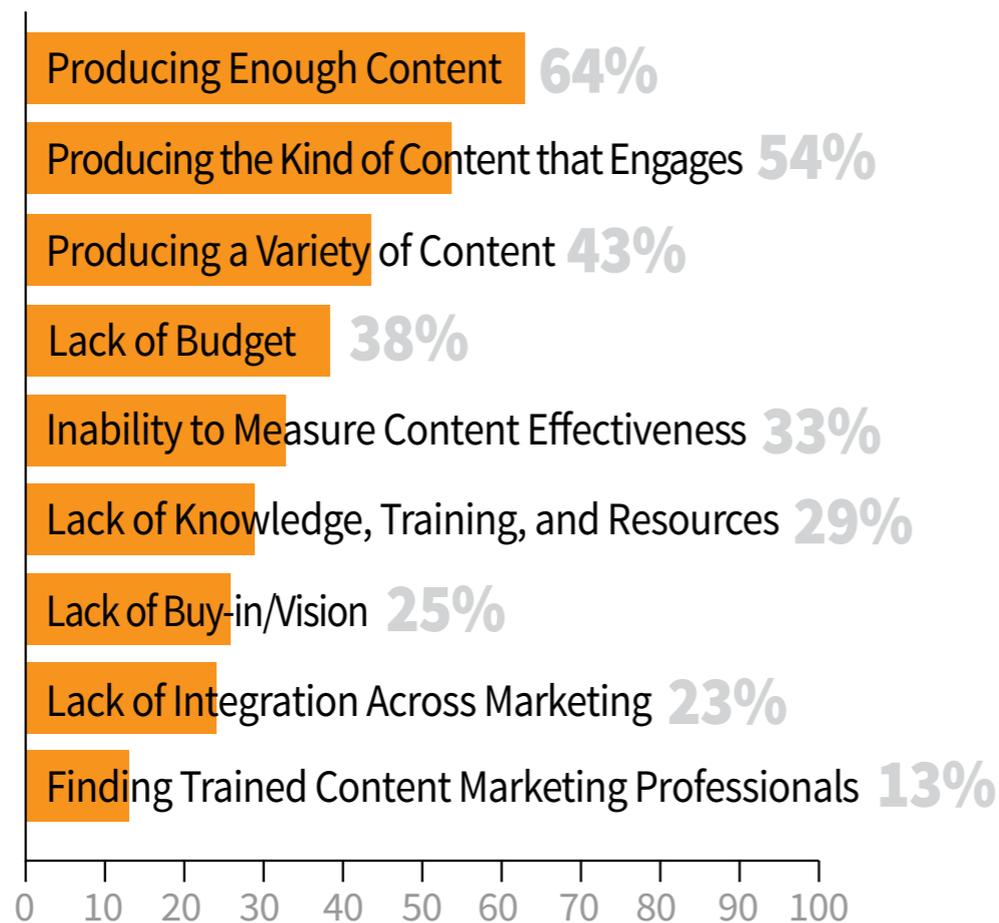


▶ 90% of B2B small business marketers tailor their content in at least one way, compared with 92% of their B2B enterprise peers.

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# Producing enough content is the top challenge faced by B2B small business marketers.

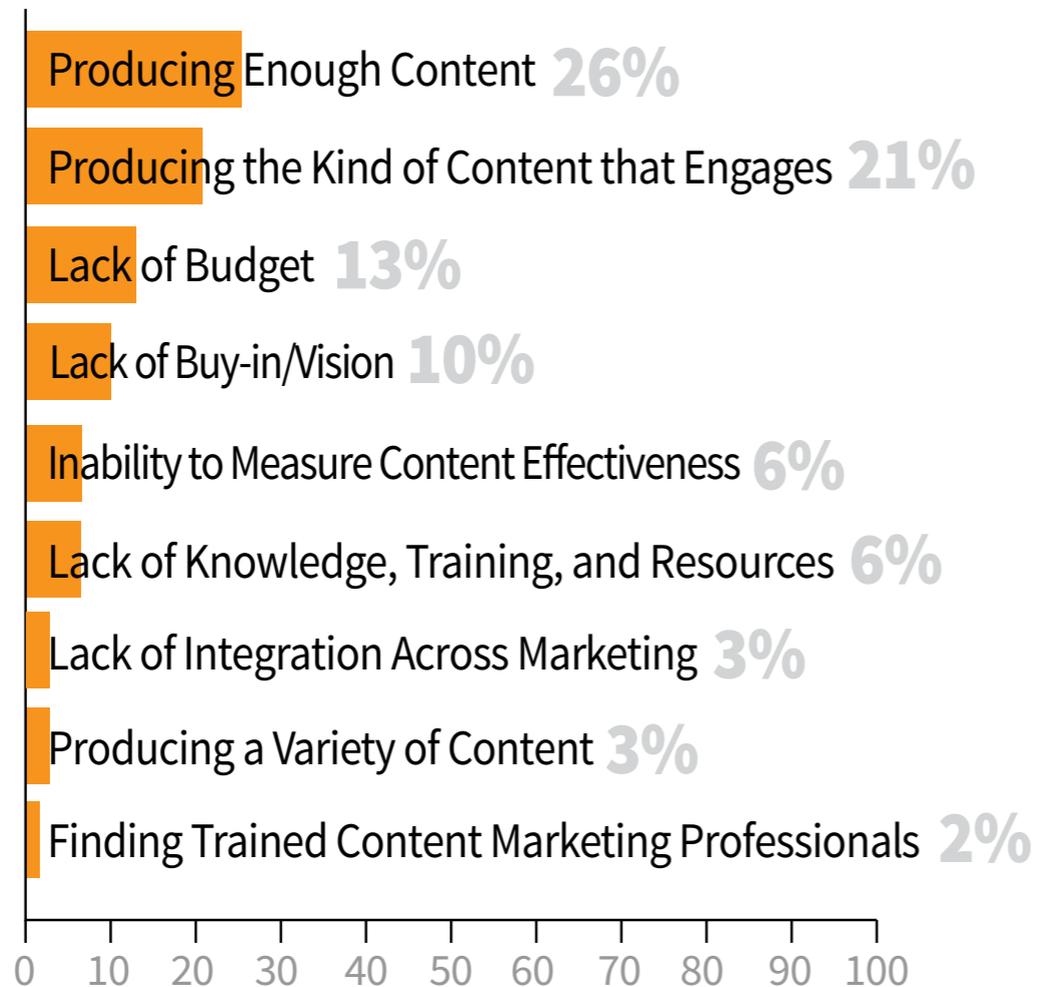
## Challenges that B2B Small Business Content Marketers Face



▶ B2B small business marketers are more challenged with producing enough content than their B2B enterprise peers are (64% vs. 53%); however, they are less challenged in all others areas shown here, especially with lack of integration across marketing (23% vs. 58%) and lack of buy-in/vision (25% vs. 38%).

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# Biggest Content Marketing Challenge for B2B Small Business Marketers

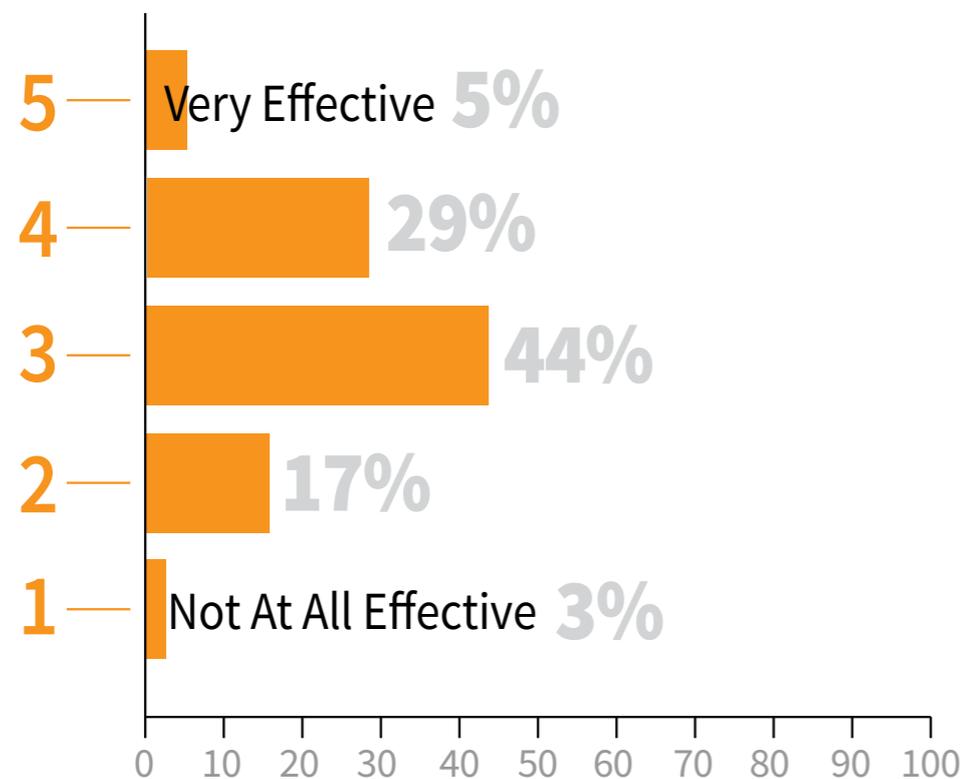


▶ B2B small business marketers cite producing enough content as their biggest challenge, whereas their B2B enterprise peers cite producing the kind of content that engages.

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Just 34% of B2B small business marketers believe they are effective at content marketing.

## How B2B Small Business Marketers Rate the Effectiveness of Their Organization's Use of Content Marketing



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▶ B2B small business marketers and their B2B enterprise peers rate their organizations similarly in terms of content marketing effectiveness, with just 32% of enterprise marketers rating their organizations a 5 or 4.

# Profile of a best-in-class B2B small business marketer.

## Comparison of Most Effective B2B Small Business Content Marketers with Least Effective B2B Small Business Content Marketers

	Most Effective	Overall/Average	Least Effective
Percentage of marketing budget allocated to content marketing	46%	31%	14%
Average number of tactics used	14	12	9
Average number of social platforms used	6	5	3
Plan to increase content marketing spend over the next year	60%	57%	46%
Tailor content to profile of decision maker	73%	60%	43%
Challenged with producing engaging content	41%	54%	65%
Challenged with producing enough content	60%	63%	68%

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## Profile of a best-in-class B2B small business marketer.

**The most effective B2B small business marketers, when compared with their less effective B2B small business peers:**

- ▶ Allocate a greater percentage of their marketing budget to content marketing
- ▶ Use more content marketing tactics
- ▶ Use more social media platforms to deliver content
- ▶ Tailor content to specific profiles/personas much more frequently
- ▶ Are far less challenged with producing engaging content
- ▶ Are less challenged with producing enough content

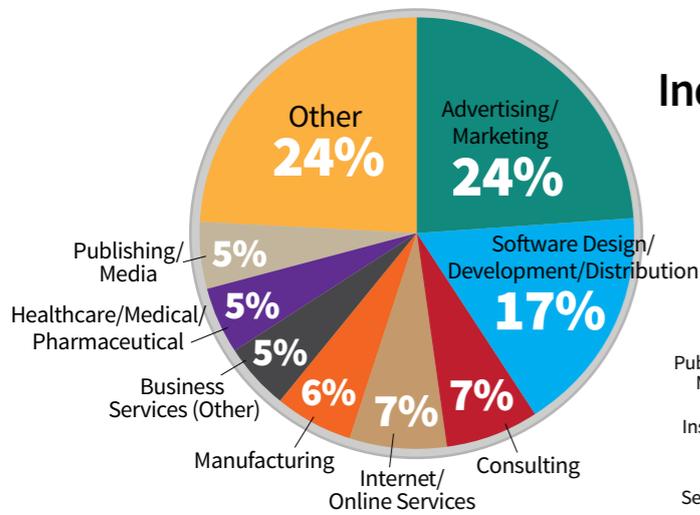
## DEMOGRAPHICS

*B2B Small Business Content Marketing: 2013 Benchmarks, Budgets, and Trends—North America* was produced by Content Marketing Institute and sponsored by Outbrain.

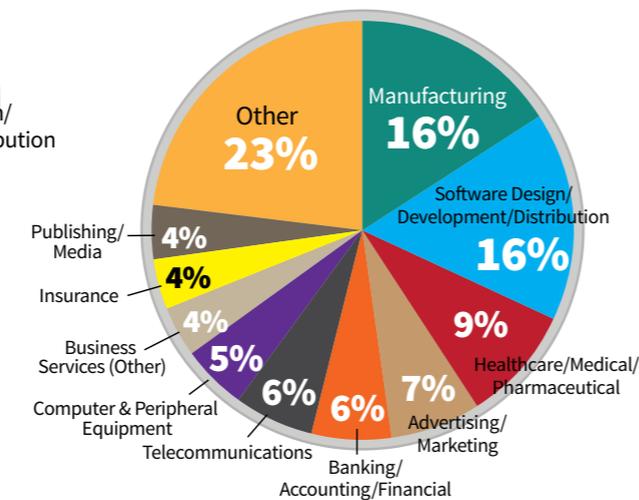
This report is based on the responses of 398 small business (10-99 employees) and 216 enterprise (1,000+ employees) marketers, who were part of a larger business-to-business (B2B) North America survey, *B2B Content Marketing: 2013 Benchmarks, Budgets, and Trends—North America*.

The electronic survey was mailed to a sample of B2B marketers from among subscribers of MarketingProfs and Content Marketing Institute in August 2012. A total of 1,416 B2B marketers from North America responded, representing a full range of industries (advertising/marketing, software, consulting, manufacturing, healthcare, finance, and others), functional areas, and company sizes.

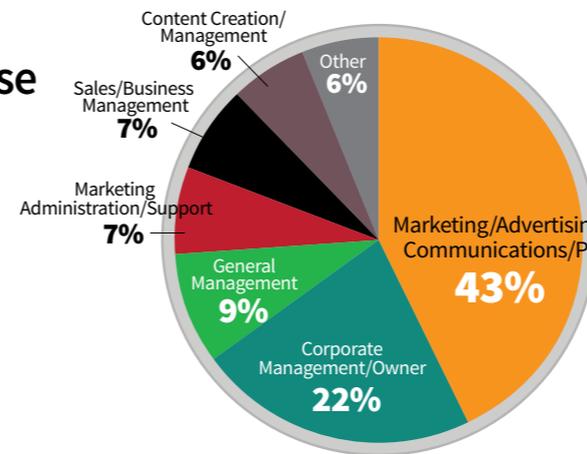
Industry Classification, B2B Small Business



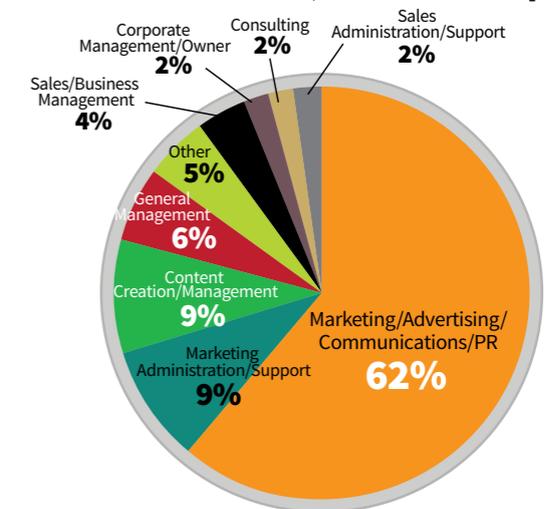
Industry Classification, B2B Enterprise



Job Title/Function, B2B Small Business



Job Title/Function, B2B Enterprise



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## About the Content Marketing Institute:

The [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 is the largest content marketing-focused event. CMI also produces the quarterly magazine [Chief Content Officer](#), and provides strategic consulting and content marketing research for some of the best-known brands in the world. Get more content marketing resources at [ContentMarketingInstitute.com](#). CMI is a division of Z Squared Media, a 2012 Inc. 500 company.

View additional **content marketing research** at the CMI website. For more insights on content marketing for small businesses, register for the **Content Marketing World Small Biz Summit** being held September 12, 2013.

## About Outbrain:

[Outbrain](#), the leading content discovery platform, is on a mission to help readers find the most interesting content online, while giving publishers and brands the ability to reach a highly engaged audience.

Using personalized links, Outbrain recommends content across a network of more than 300 premium publishers, including CNN, Fox News, Hearst, Rolling Stone, US Weekly, and Mashable. Links to content on a publisher's own site increase stickiness, while links to high-quality third-party content increase site traffic and generate revenue.

Outbrain is currently installed on more than 100,000 sites and generates more than 85 billion recommendations per month.