



CONTENT MARKETING IN THE UNITED KINGDOM

2014 Benchmarks,
Budgets, and Trends



CONTENT
MARKETING
INSTITUTE™



VIEW & SHARE

OVERVIEW: THE STATE OF CONTENT MARKETING IN THE UK

Greetings Marketers,

Welcome to our second annual report on the content marketing practices of UK marketers. In this report, we provide comparisons of for-profit UK, North American, and Australian marketers. One of the key findings is that UK marketers (48%) consider themselves to be more effective at content marketing* when compared with their North American (41%) and Australian (33%) peers.

Among the other findings:

- ▶ Only 42% of UK marketers say they have a documented content strategy; however, 10% of those answering this question were unsure. This is the highest rate of uncertainty we saw around this question when comparing responses across continents.
- ▶ 76% of UK marketers are producing more content than they did one year ago, compared with 72% of North American and 81% of Australian marketers.
- ▶ UK marketers (89%) use Twitter more often than their North American (84%) and Australian (79%) peers do; however, like those peers, they rate LinkedIn highest in terms of effectiveness.
- ▶ UK marketers allocate more of their total marketing budget (31%) to content marketing when compared with North American (29%) and Australian (27%) marketers.

UK marketers are fairly challenged in regard to producing enough content (46%) and producing engaging content (44%). However, they use more content marketing tactics on average than their peers across the globe, and they use those tactics more frequently. That—in addition to their confidence in their effectiveness—leads us to conclude that content marketing is alive and well in the UK.

On with the content marketing revolution!



Joe Pulizzi

Founder

Content Marketing Institute



Chris Combemale

Executive Director

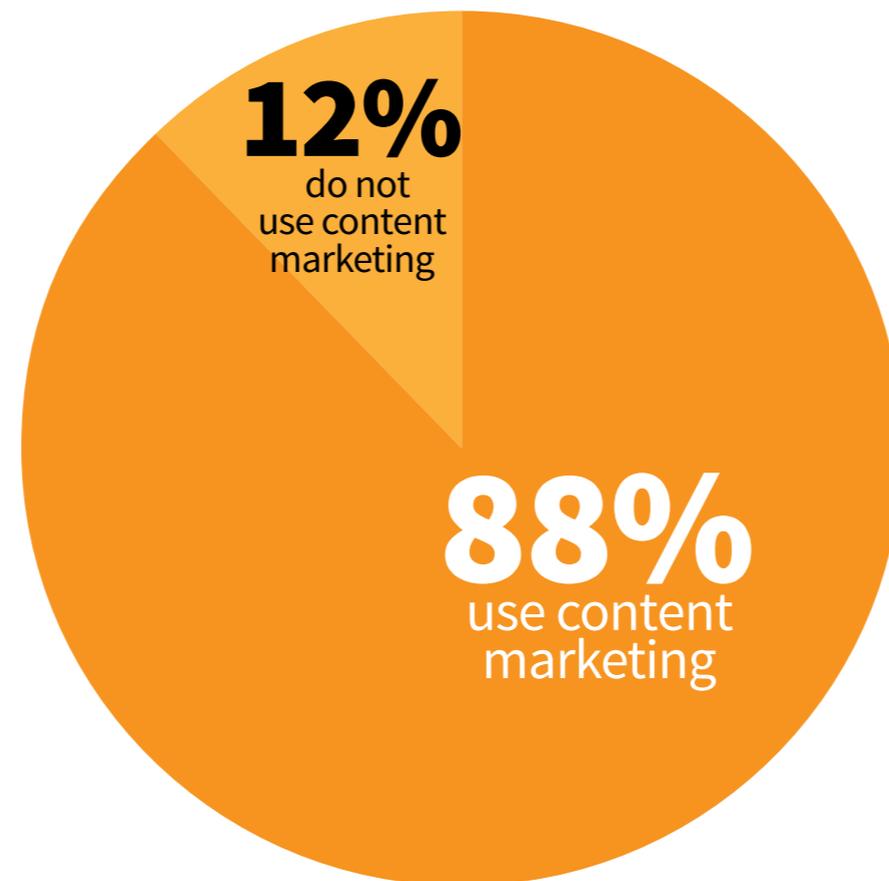
Direct Marketing Association UK

*Respondents who rated themselves as a 4 or 5 in terms of effectiveness (on a scale of 1 to 5, with 5 being “Very Effective”)



88% of UK marketers use content marketing.

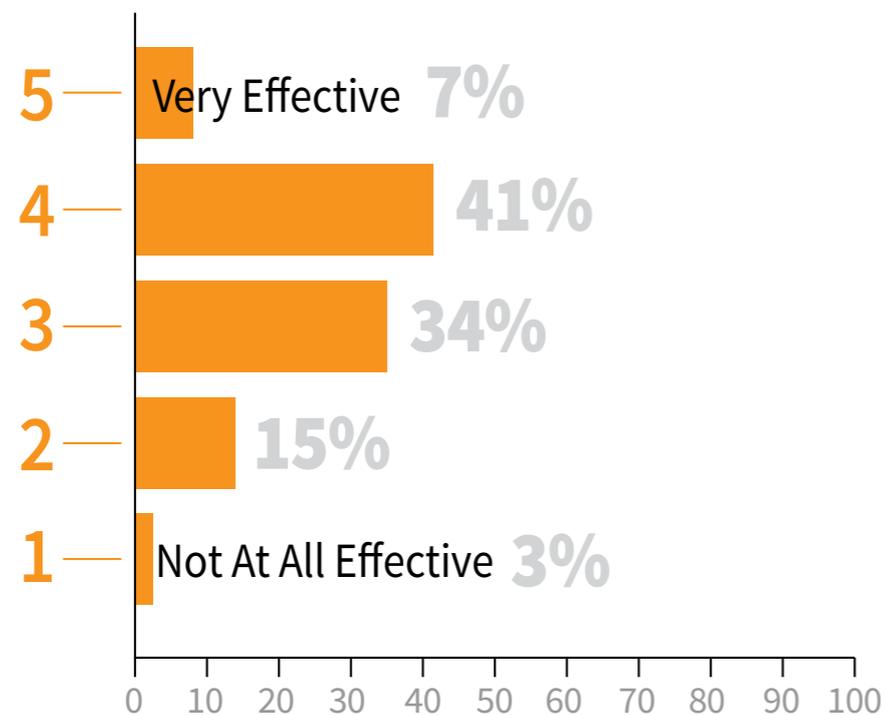
Percentage of UK Respondents Using Content Marketing



Content Marketing in the UK: 2014 Benchmarks, Budgets, and Trends: Content Marketing Institute/DMA UK

48% of UK marketers say they are effective at content marketing.

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



▶ UK marketers (48%) rate themselves as more effective than North American (41%) and Australian (33%) marketers rate themselves.

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For-Profit (B2B+B2C) Content Marketers At-A-Glance

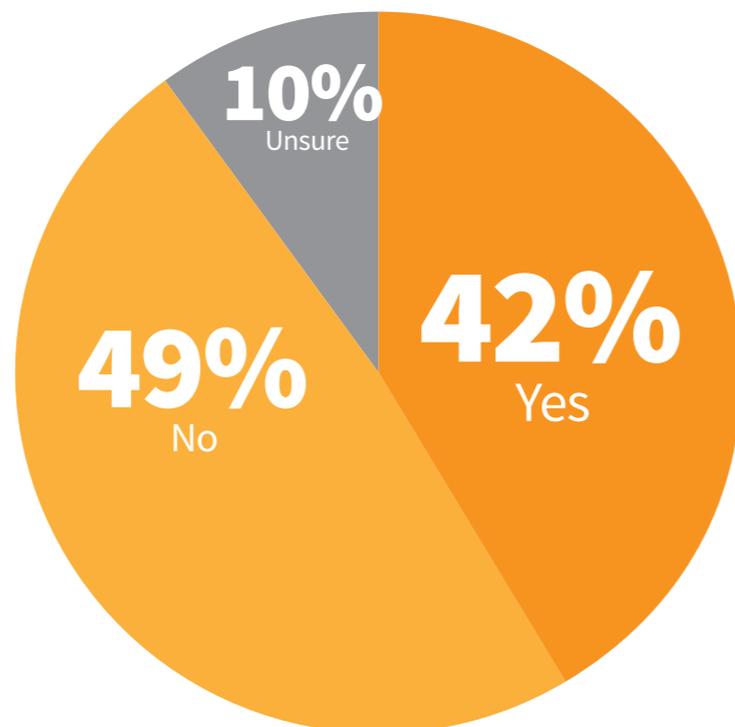
	UK	North America	Australia
Has a documented content strategy	42%	43%	52%
Has someone who oversees content marketing strategy	71%	72%	74%
Producing more content than one year ago	76%	72%	81%
Average number of tactics used	14	13	13
Average number of social media platforms used	6	6	5
Percent of marketing budget spent on content marketing	31%	29%	27%
Plans to increase content marketing spend over next 12 months	56%	58%	69%
Challenged with producing enough content	46%	53%	44%
Challenged with producing engaging content	44%	47%	41%
Challenged with producing a variety of content	33%	38%	41%
Challenged with lack of budget	38%	41%	38%

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42% of UK marketers have a documented content strategy.

Percentage of UK Marketers Who Have a Documented Content Strategy



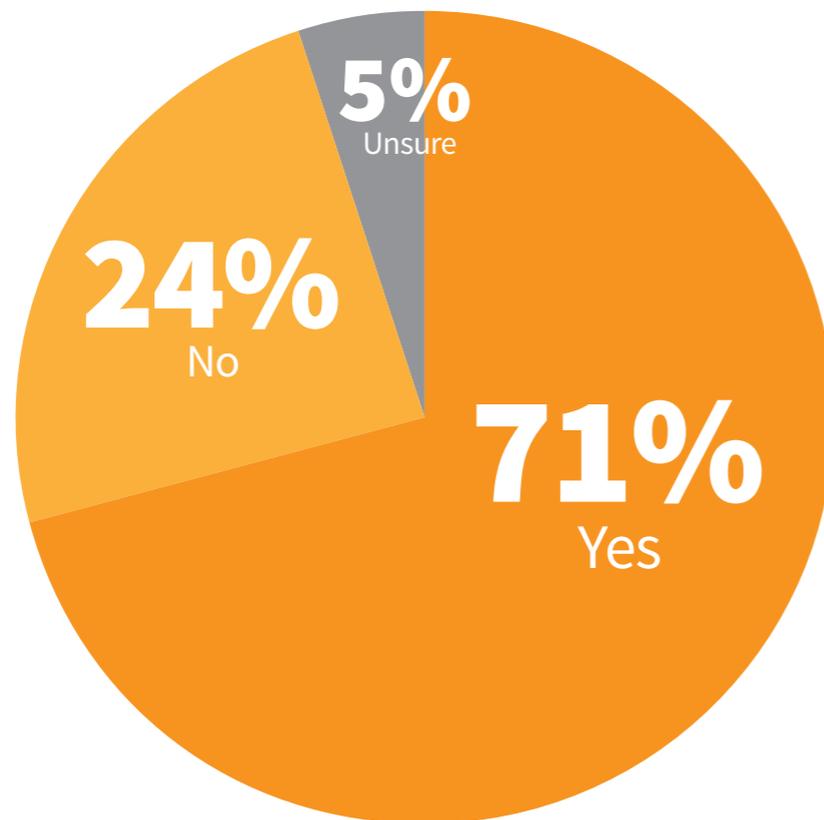
- ▶ UK marketers (42%) are less likely than North American (43%) and Australian (52%) marketers to have a documented content strategy; however, they also are less certain about whether they have a strategy when compared with North American (7%) and Australian (4%) marketers.

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71% of UK organizations have someone in place to oversee content marketing strategy.

Percentage of UK Organizations With Someone Who Oversees Content Marketing Strategy



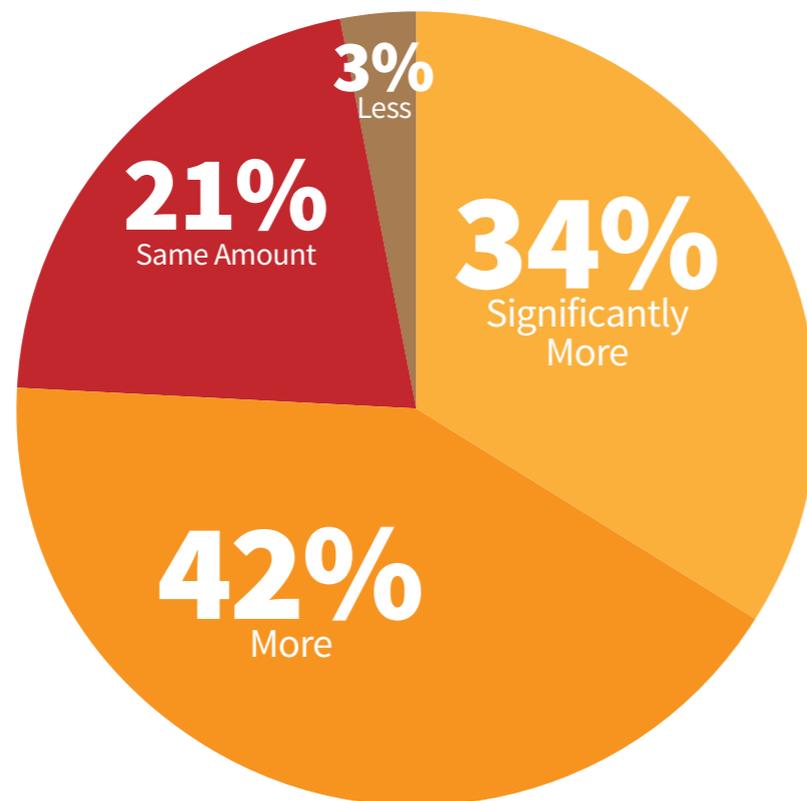
▶ UK companies (71%) are less likely than North American (72%) and Australian (74%) companies to have someone in place to oversee content marketing strategy.

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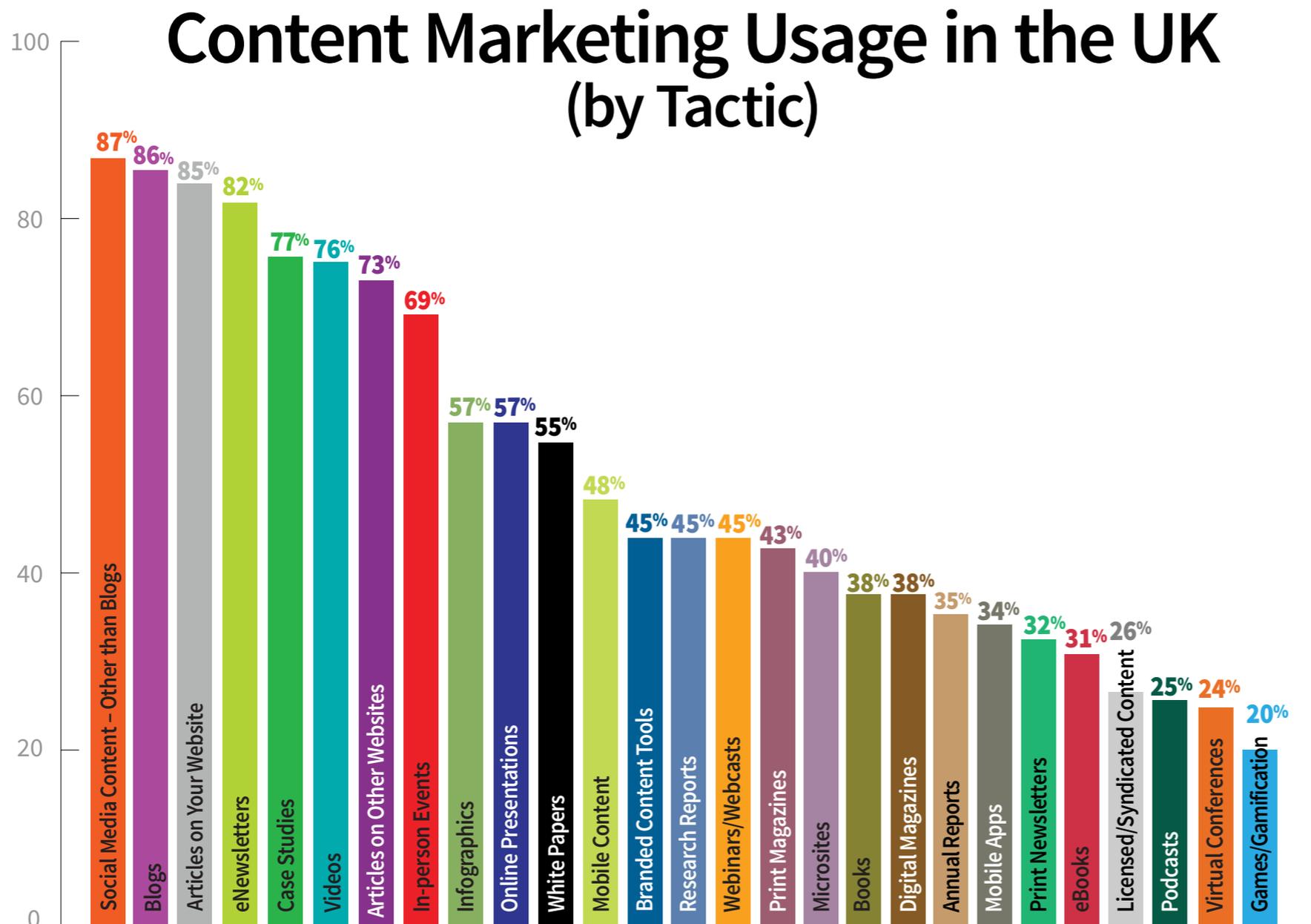
76% of UK marketers are producing more content than they did one year ago.

Change in Amount of Content Creation Among UK Marketers (Over Last 12 Months)



▶ More UK (76%) and Australian (81%) marketers increased their content production over the last year when compared with North American (72%) marketers.

UK marketers use an average of 14 content marketing tactics.



- ▶ UK marketers use nearly all of these tactics more frequently than North American and Australian marketers do.
- ▶ UK (86%) and Australian (80%) marketers use blogs more frequently than North American (75%) marketers do.
- ▶ UK (69%) and Australian (64%) marketers use in-person events less frequently than North American (74%) marketers do.

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UK marketers say in-person events are the most effective tactic they use.

Effectiveness Ratings of Tactics Among UK Marketers Who Use Them

Percentage of Respondents that Consider the Following Tactics Effective*

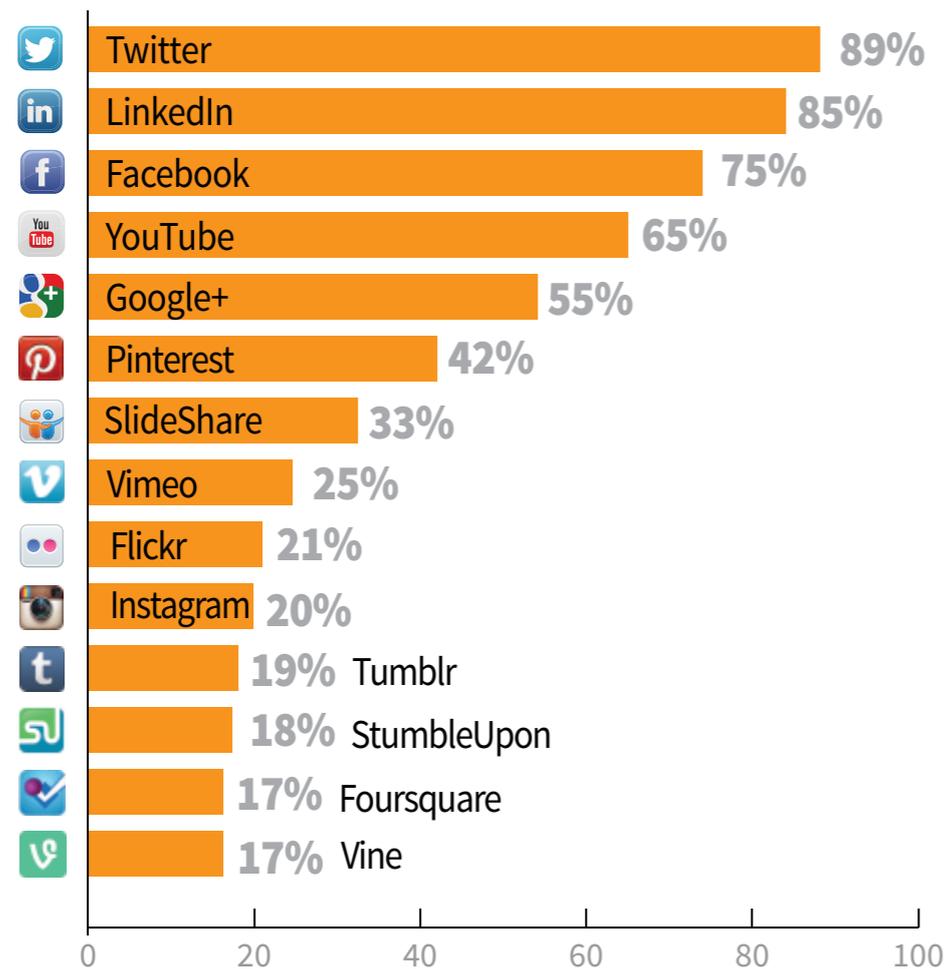


*Percentage of respondents who rated these tactics as a 4 or 5 in terms of effectiveness (on a scale of 1 to 5, with 5 being “Very Effective”)

- ▶ UK (74%) and North American (70%) marketers rate in-person events as more effective than Australian (66%) marketers do.
- ▶ UK marketers (70%) rate case studies as more effective than North American (64%) and Australian (62%) marketers do.

UK marketers cite Twitter as the social media platform they use most often to distribute content.

Percentage of UK Marketers Who Use Various Social Media Platforms to Distribute Content



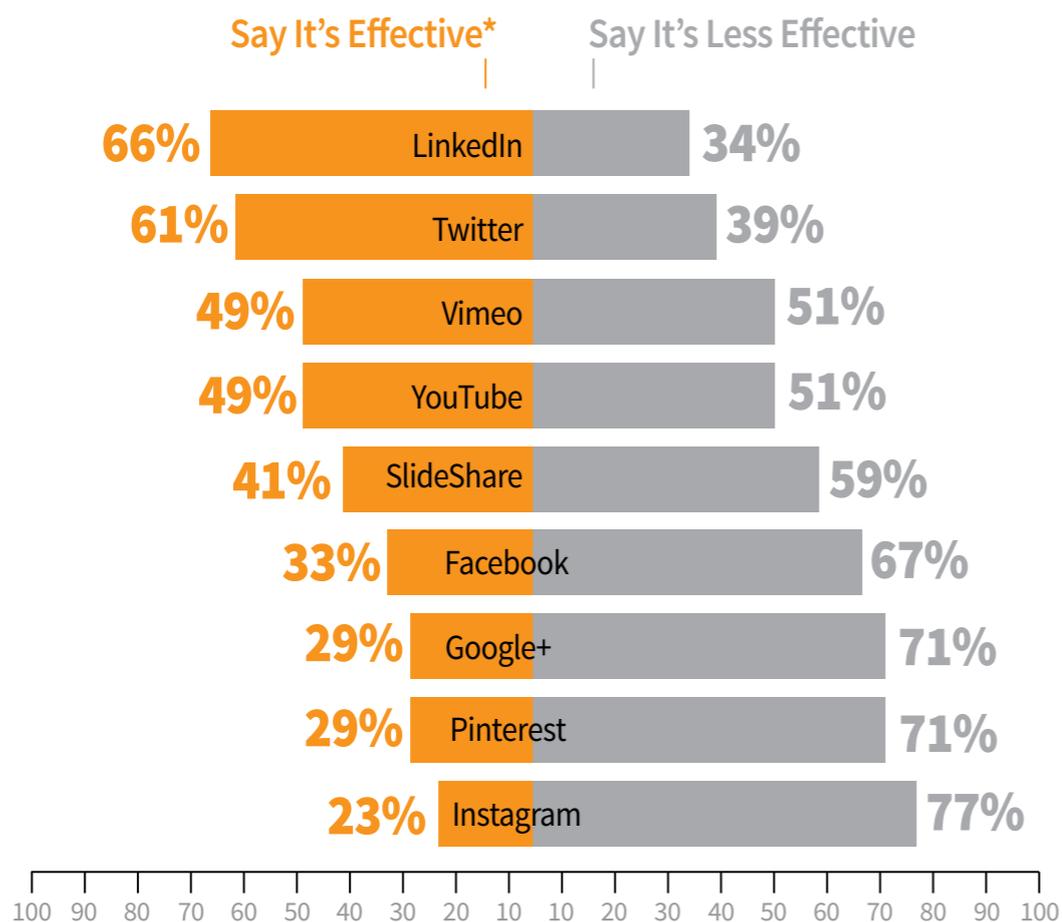
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- ▶ UK and North American marketers use an average of six social media platforms to distribute content, whereas Australian marketers use five.
- ▶ UK marketers (89%) use Twitter most often, whereas North American (87%) and Australian (86%) marketers use LinkedIn most often.

UK marketers are unsure about the effectiveness of social media.

Confidence Gap

Effectiveness Ratings of Social Media Platforms Among UK Marketers Who Use Them



*Percentage of respondents who rated these tactics as a 4 or 5 in terms of effectiveness (on a scale of 1 to 5, with 5 being "Very Effective")

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- ▶ UK (66%), North American (59%), and Australian (52%) marketers say LinkedIn is the most effective social media platform they use to distribute content.
- ▶ UK (61%) and North American (50%) marketers rate Twitter as more effective than Australian (45%) marketers do.
- ▶ UK, North American, and Australian marketers all rate YouTube the same in terms of effectiveness (49%).



Brand awareness is the top goal for content marketing in the UK.

Organizational Goals for Content Marketing in the UK



- ▶ UK, North American, and Australian marketers all cite brand awareness as their top goal for content marketing.
- ▶ UK (74%) and Australian (72%) marketers are more likely to cite engagement as a goal when compared with North American (64%) marketers.
- ▶ UK (48%) marketers are less likely to cite thought leadership as a goal when compared with North American (62%) and Australian (54%) marketers.

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UK marketers cite Web traffic as their top content marketing metric.

Metrics for Content Marketing Success in the UK



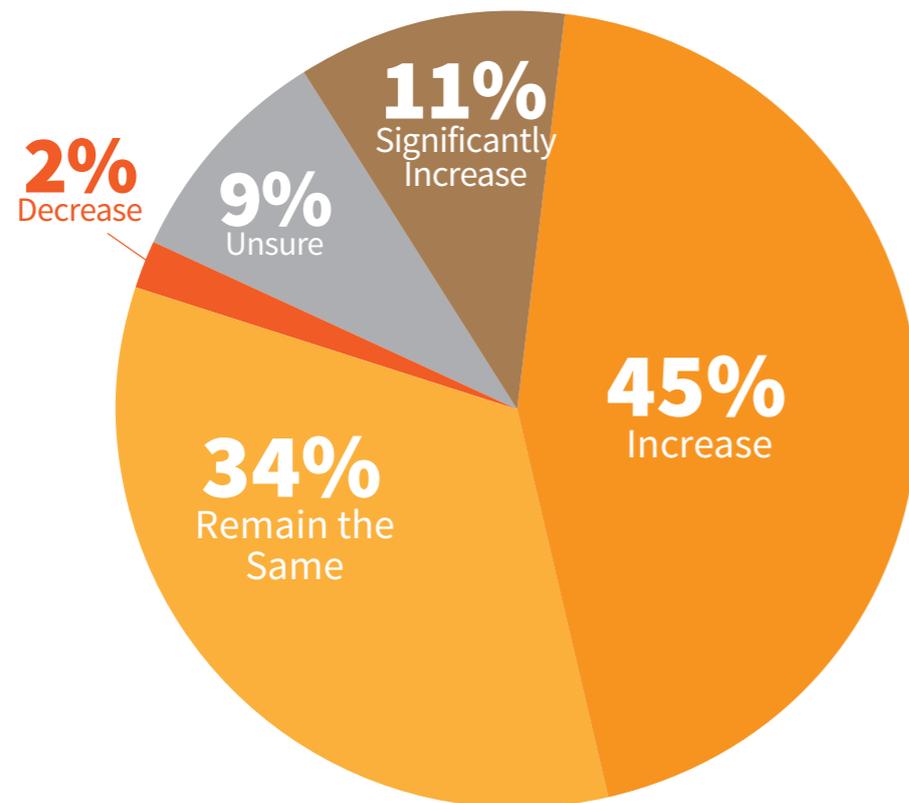
▶ UK, North American, and Australian marketers all cite Web traffic as the metric they use most often to measure content marketing success.

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56% of UK marketers plan to increase their content marketing budget over the next 12 months.

Content Marketing Spending in the UK (Over Next 12 Months)

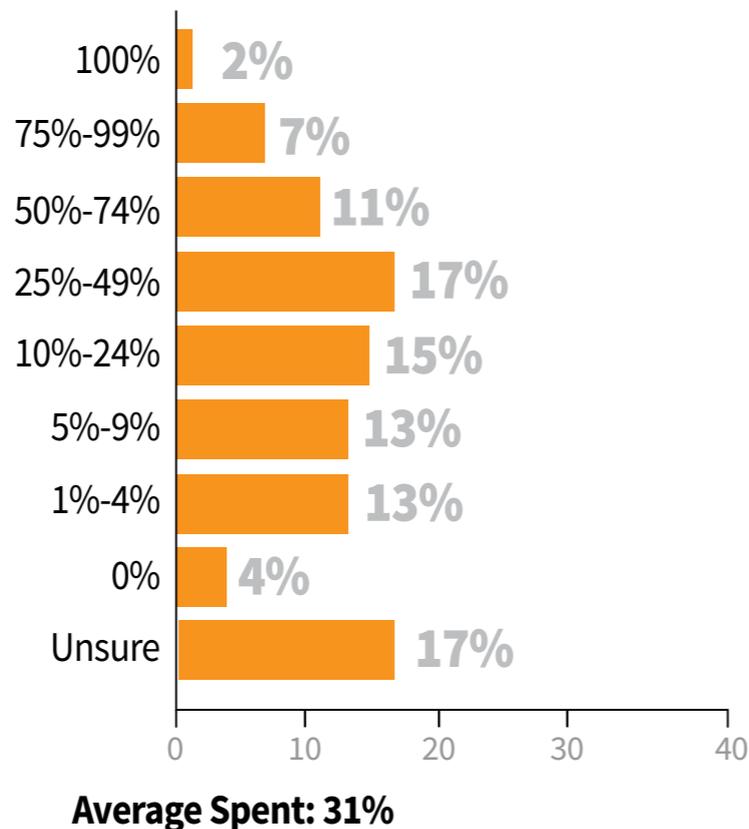


▶ More marketers in North America (58%) and Australia (69%) say they will increase spend when compared with UK (56%) marketers.

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On average, UK marketers allocate 31% of their total budget to content marketing.

Percent of Total Marketing Budget Spent on Content Marketing in the UK

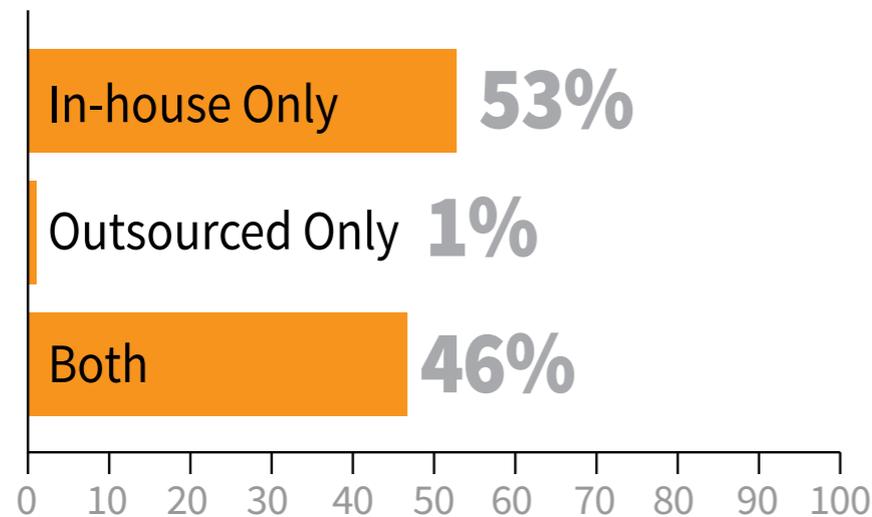


▶ UK marketers allocate more (31%) of their total marketing budget to content marketing when compared with North American (29%) and Australian (27%) marketers.

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47% of UK companies outsource content creation.

Insourcing vs. Outsourcing of Content Creation in the UK

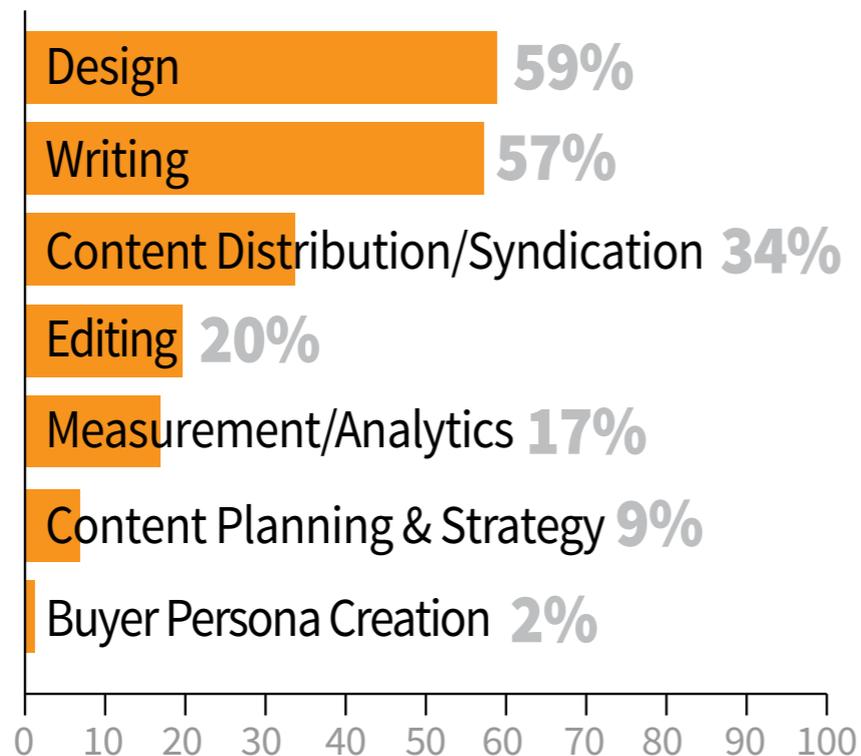


- ▶ UK (47%) and Australian (51%) marketers outsource content creation more often than North American (45%) marketers do.

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Design and writing are the functions that UK marketers are most likely to outsource.

Functions that UK Marketers Outsource

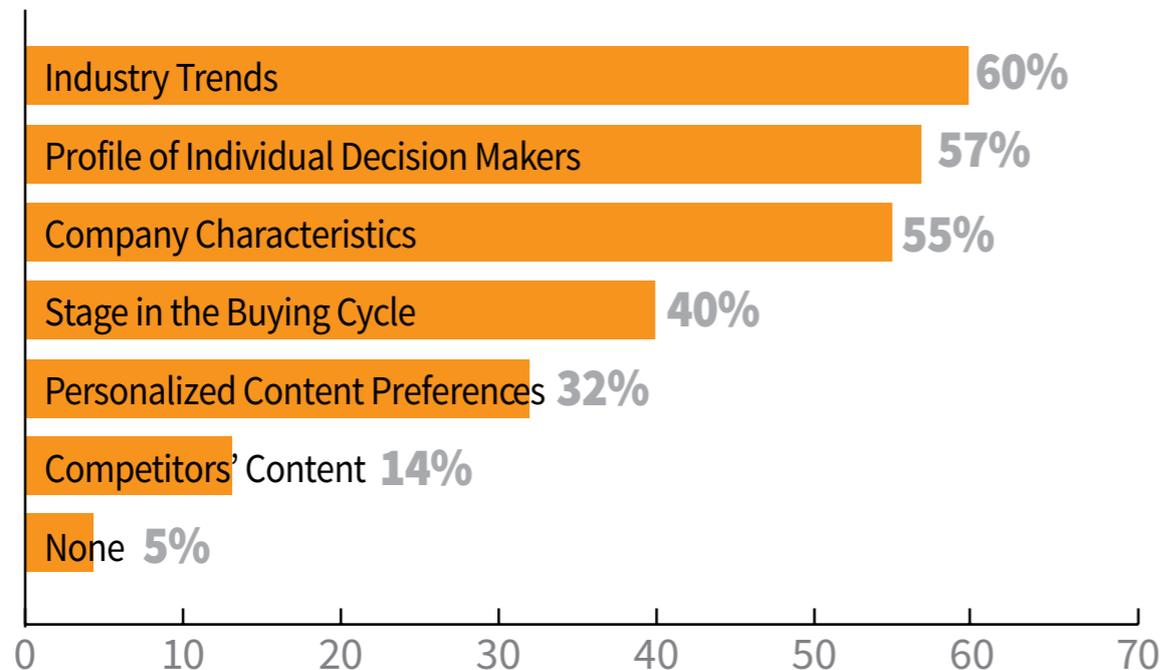


► Design and writing are the top two content marketing functions outsourced in the UK, North America, and Australia; however, North American and Australian marketers outsource more writing than design.

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94% of UK marketers tailor their content in at least one way.

How UK Organizations Tailor Content



▶ These patterns are fairly similar to those in North America and Australia.

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Time and content production issues top the list of challenges faced by UK marketers.

Challenges that UK Content Marketers Face

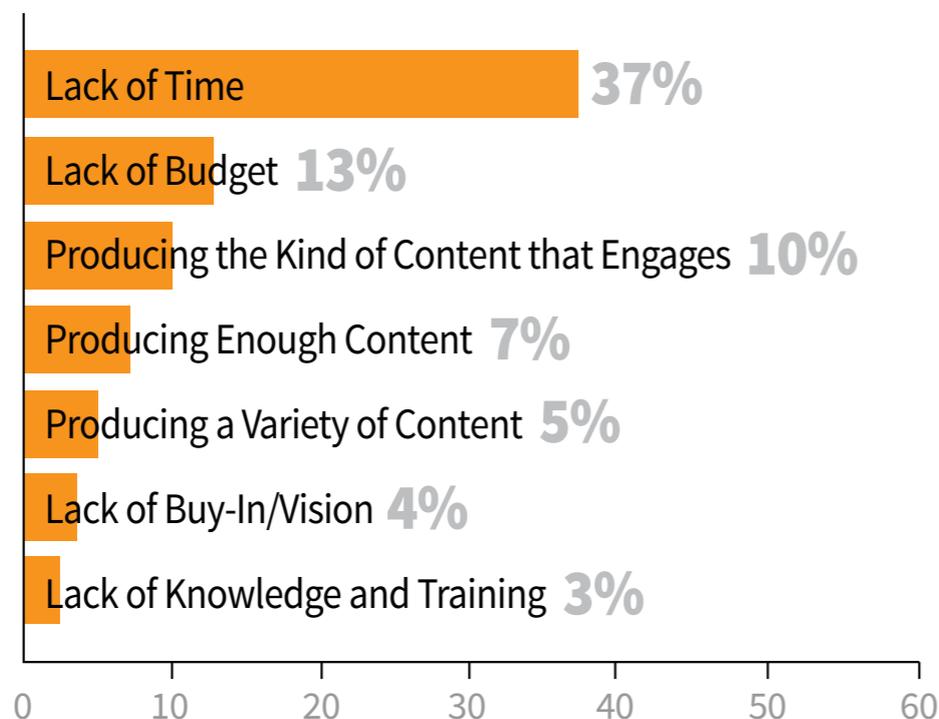


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- ▶ UK (46%) and North American (53%) marketers are more challenged with producing enough content when compared with Australian (44%) marketers.
- ▶ UK (44%) and North American (47%) marketers are more challenged with producing engaging content when compared with Australian (41%) marketers.
- ▶ UK (33%) and North American (38%) marketers are less challenged with producing a variety of content when compared with Australian (41%) marketers.

Lack of time and budget are the biggest content marketing challenges for UK marketers.

Biggest Content Marketing Challenge for UK Marketers



- ▶ The biggest challenges for UK, North American, and Australian marketers are fairly similar; however, North American marketers (11%) are more likely to cite producing enough content as their biggest challenge.

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DEMOGRAPHICS

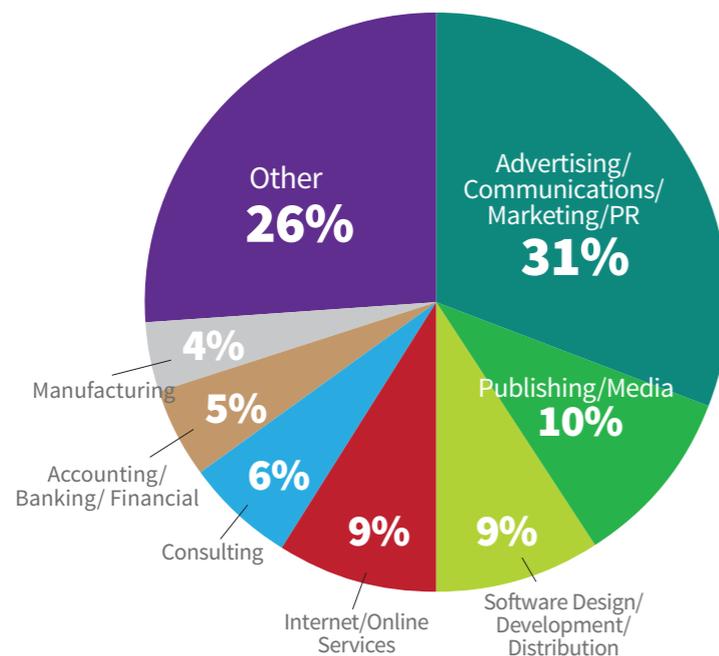
Content Marketing in the UK: 2014 Benchmarks, Budgets, and Trends was produced by Content Marketing Institute in partnership with the Direct Marketing Association UK (DMA).

The fourth annual Content Marketing Survey, from which the results of this second annual UK report were generated, was mailed electronically to a sample of marketers using lists from Content Marketing Institute, MarketingProfs, Brightcove, Blackbaud, King Content, The Association for Data-driven Marketing & Advertising (ADMA), the Direct Marketing Association UK (DMA), *Industry Week*, and *New Equipment Digest*. A total of 4,397 recipients from around the globe—representing a full range of industries, functional areas, and company sizes—responded throughout July and August 2013.

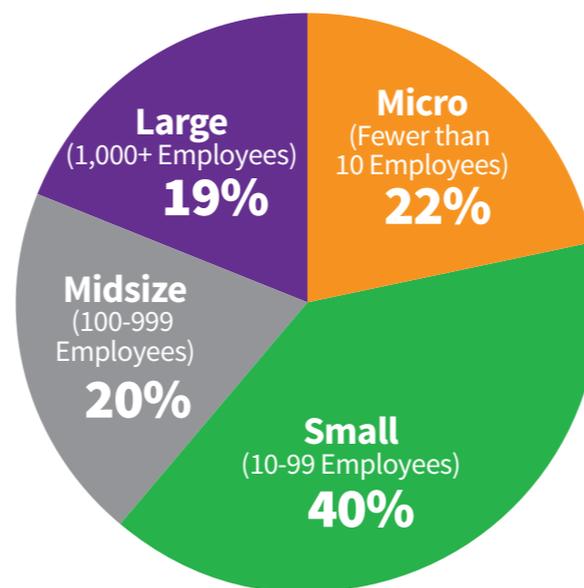
Of those 4,397 respondents, 198 identified themselves as for-profit marketers in the UK (155 B2B and 43 B2C); 1,622 identified themselves as for-profit marketers in North America (1,315 B2B and 307 B2C); and 159 identified themselves as for-profit marketers in Australia (116 B2B and 43 B2C).

Content Marketing in the UK: 2014 Benchmarks, Budgets, and Trends reports primarily on the findings from the 198 UK respondents, and, in some cases, provides comparisons against the responses that the North American and Australian for-profit marketers provided.

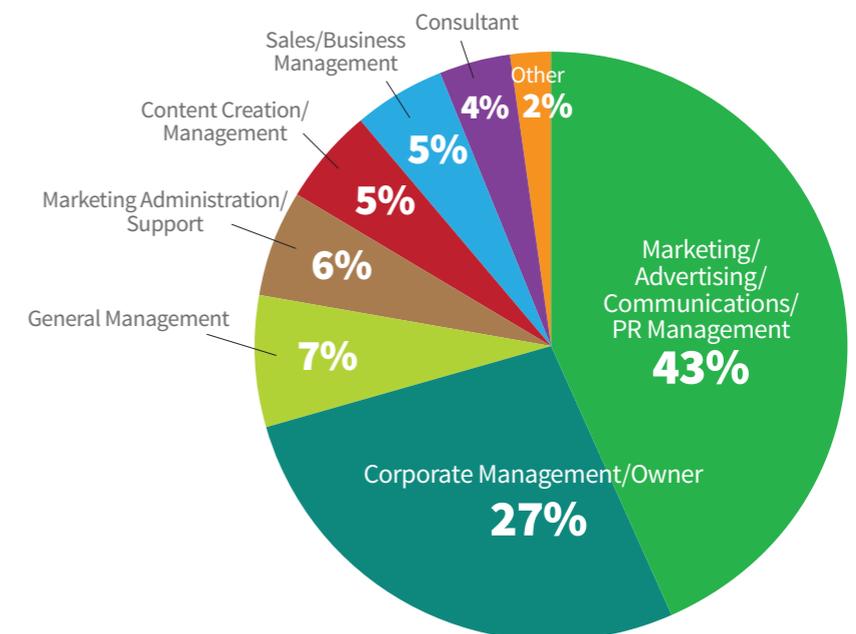
UK Industry Classification



Size of UK Company (by Employees)



UK Job Title/Function



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](#), the largest content marketing-focused event, is held every September, and [Content Marketing World Sydney](#), every March. 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. CMI is a 2012 and 2013 Inc. 500 company.

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About the Direct Marketing Association UK (DMA):

[The Direct Marketing Association UK \(DMA\)](#) is Europe's largest professional body representing the direct marketing industry. We have a large in-house team of specialists offering everything from free legal advice and government lobbying on direct marketing issues to research papers and best practices.

As well as being at the forefront of developments in digital and direct marketing, we continue to lead the way in traditional direct channels. That's why the DMA is such a great platform for sharing expertise and DMA membership is synonymous with better business.

