

# MFG

## **B2B MANUFACTURING CONTENT MARKETING:** 2014 Benchmarks, Budgets, and Trends – North America



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# B2B MANUFACTURING CONTENT MARKETING IN NORTH AMERICA

Greetings Content Marketers,

Welcome to our 2014 report on the content marketing practices of business-to-business (B2B) marketers working in the manufacturing industry. In this report, we look at how manufacturing marketers approach content marketing when compared with a wider group of B2B North American marketers representing a range of industry segments.

Manufacturing marketers have been slower than their peers to adopt content marketing (86% vs. 93%). It makes sense, then, that fewer say their organizations are effective at content marketing (30% vs. 42%) and still fewer have a documented content strategy (21% vs. 44%).

Although they use the same average number of content marketing tactics (13) as their peers, manufacturing marketers use social media platforms less frequently. They're also more likely to use print magazines and newsletters when compared with other B2B marketers.

Manufacturing marketers allocate only 21% of their total marketing budget to content marketing. However, 46% say they plan to increase content marketing spend over the next 12 months. We look forward to learning how that investment pays off next year.

On with the content marketing revolution...



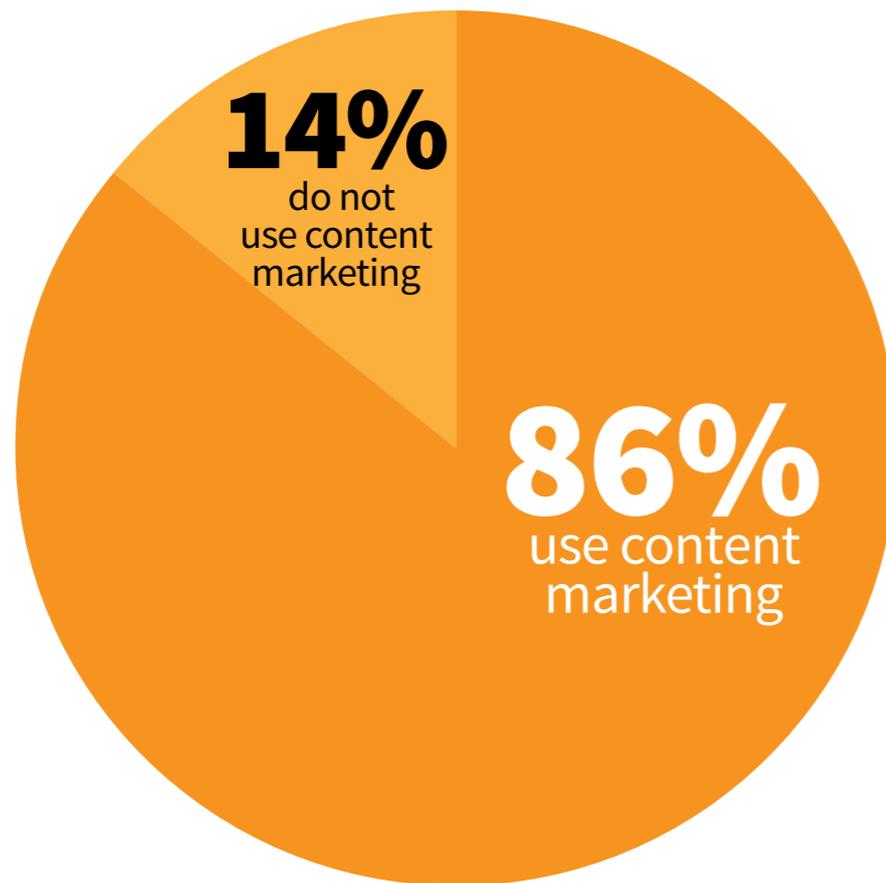
**Joe Pulizzi**

Founder

Content Marketing Institute

# 86% of manufacturing marketers use content marketing.

## Percentage of Manufacturing Marketers Using Content Marketing

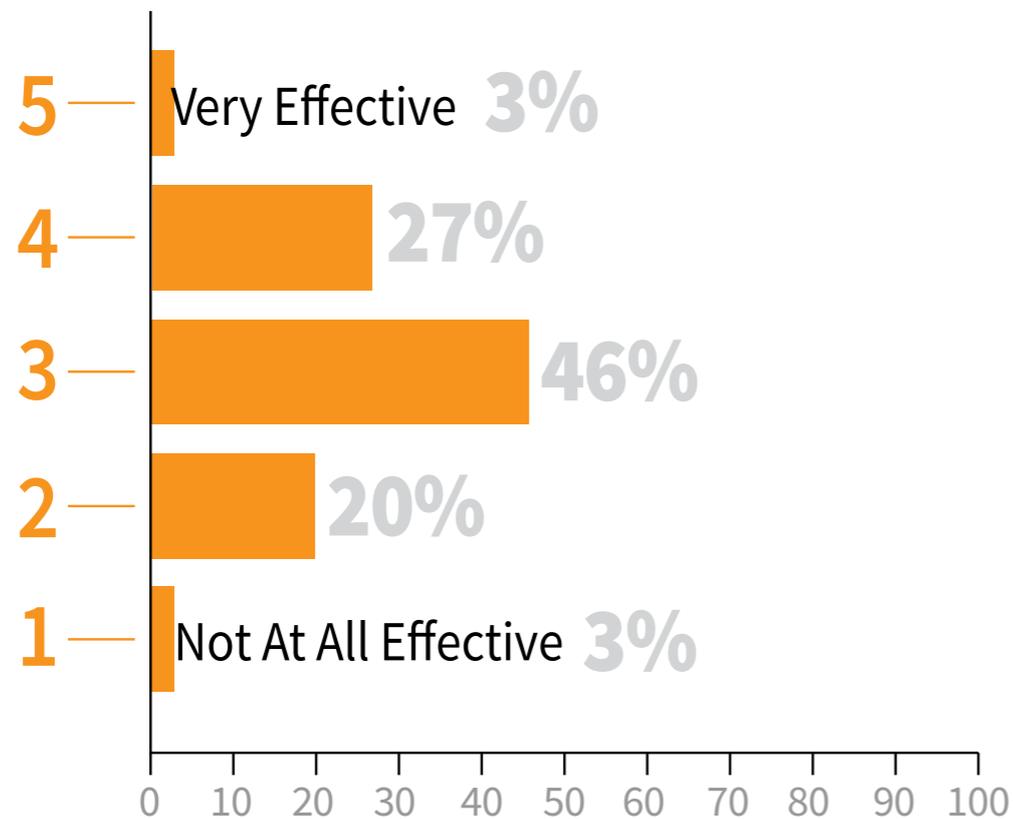


▶ 93% of B2B marketers overall use content marketing.

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# 30% of manufacturing marketers say they are effective at content marketing.

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



▶ 42% of B2B marketers overall say they are effective at content marketing.

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Content Marketing Institute/MarketingProfs

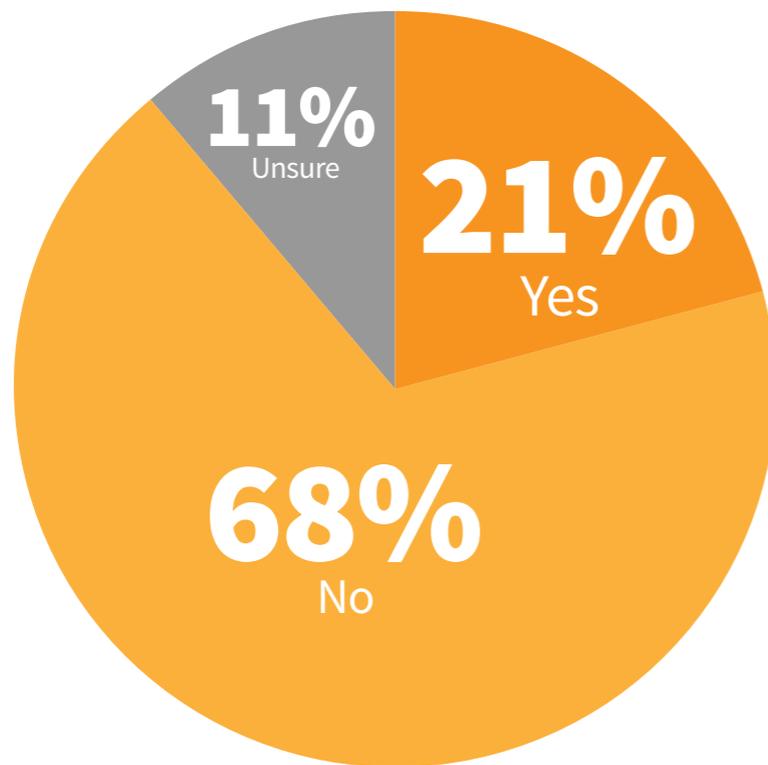
## B2B Content Marketers At-A-Glance

	Manufacturing Marketers	Overall Sample of B2B Marketers
Has a documented content strategy	21%	44%
Has someone who oversees content marketing strategy	60%	73%
Average number of tactics used	13	13
Average number of social media platforms used	5	6
Percentage of marketing budget spent on content marketing	21%	30%
Plans to increase content marketing spend over next 12 months	46%	58%
Percentage that outsources content creation	55%	44%
Challenged with producing engaging content	62%	47%
Challenged with inability to measure content effectiveness	48%	33%

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# 21% of manufacturing marketers have a documented content strategy.

## Percentage of Manufacturing Marketers Who Have a Documented Content Strategy

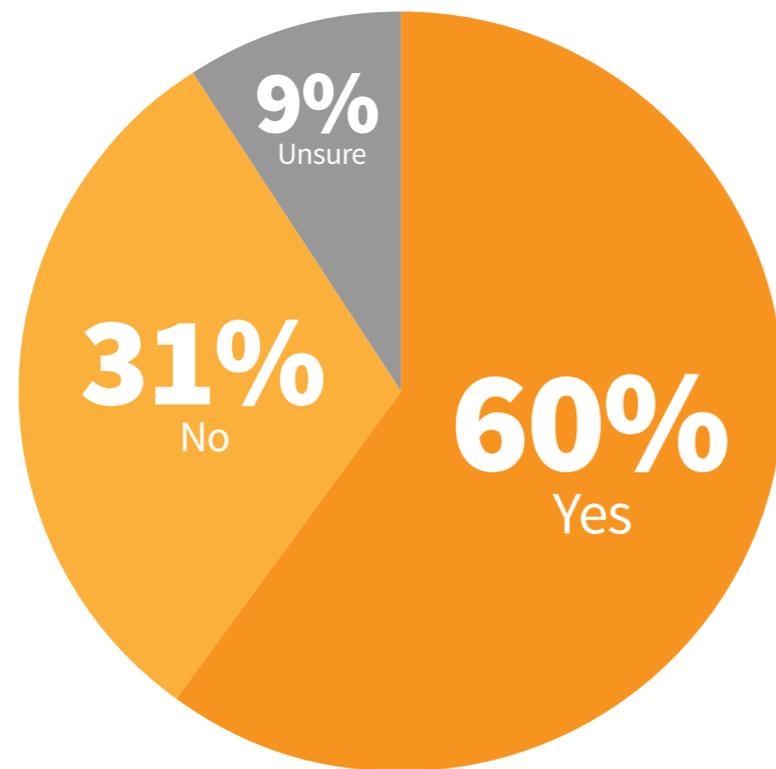


▶ 44% of B2B marketers overall have a documented content strategy.

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60% of manufacturing companies have someone in place to oversee content marketing strategy.

### Percentage of Manufacturing Organizations with Someone Who Oversees Content Marketing Strategy

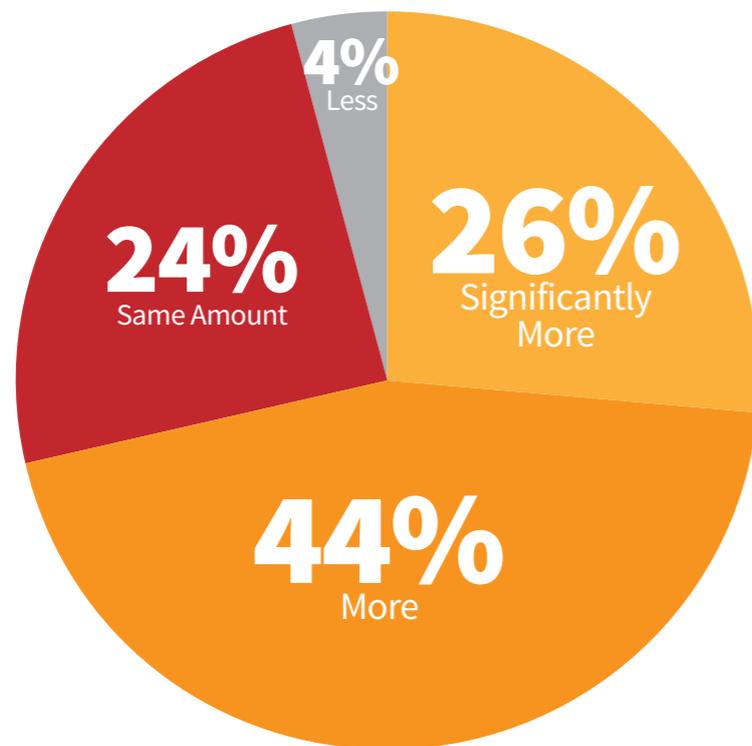


▶ 73% of B2B organizations overall have someone in place to oversee content marketing strategy.

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70% of manufacturing marketers are producing more content than they did one year ago.

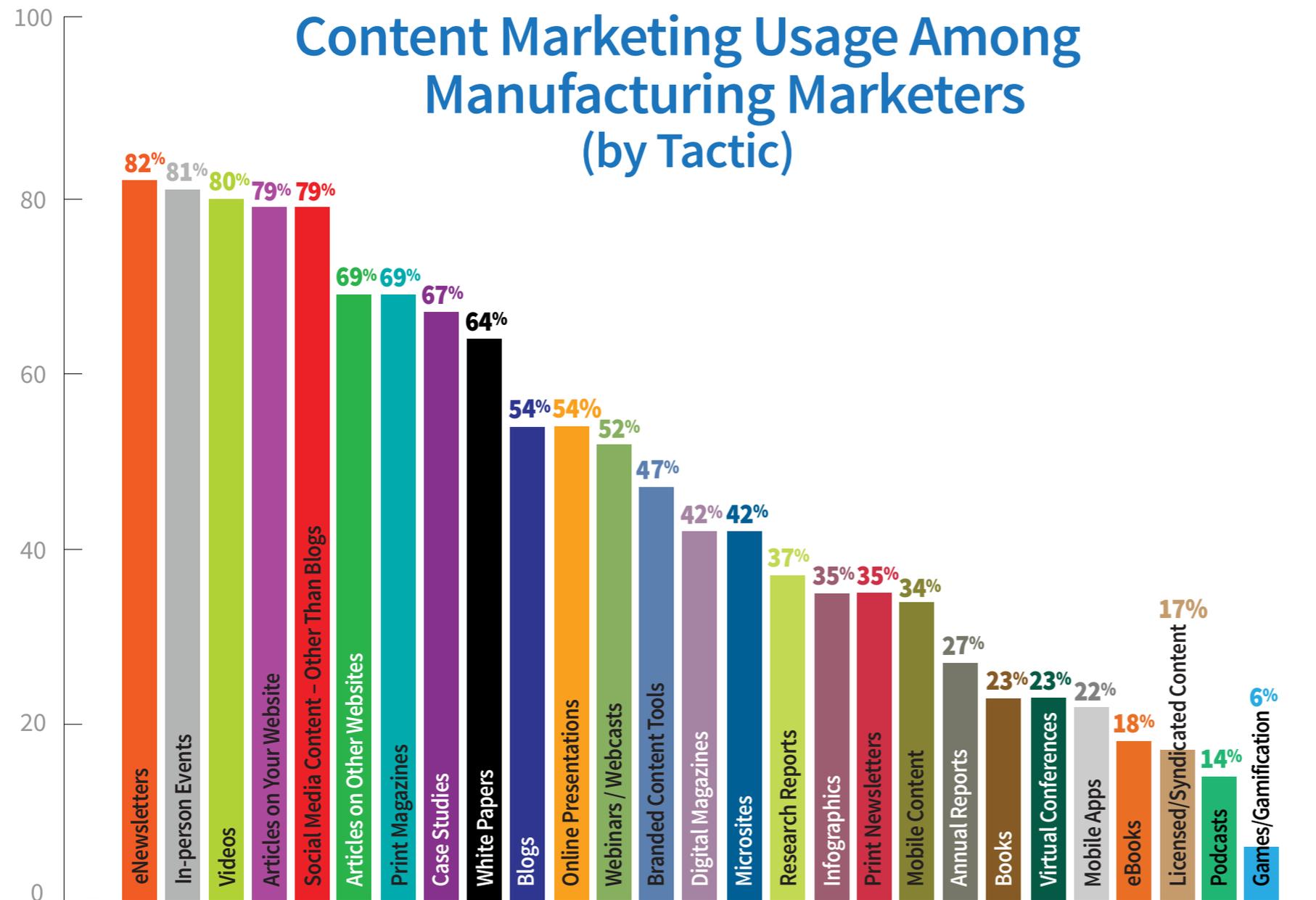
### Change in Amount of Content Creation Among Manufacturers (Over Last 12 Months)



▶ 73% of B2B marketers overall are producing more content than they did one year ago.

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# Manufacturing marketers use an average of 13 content marketing tactics.

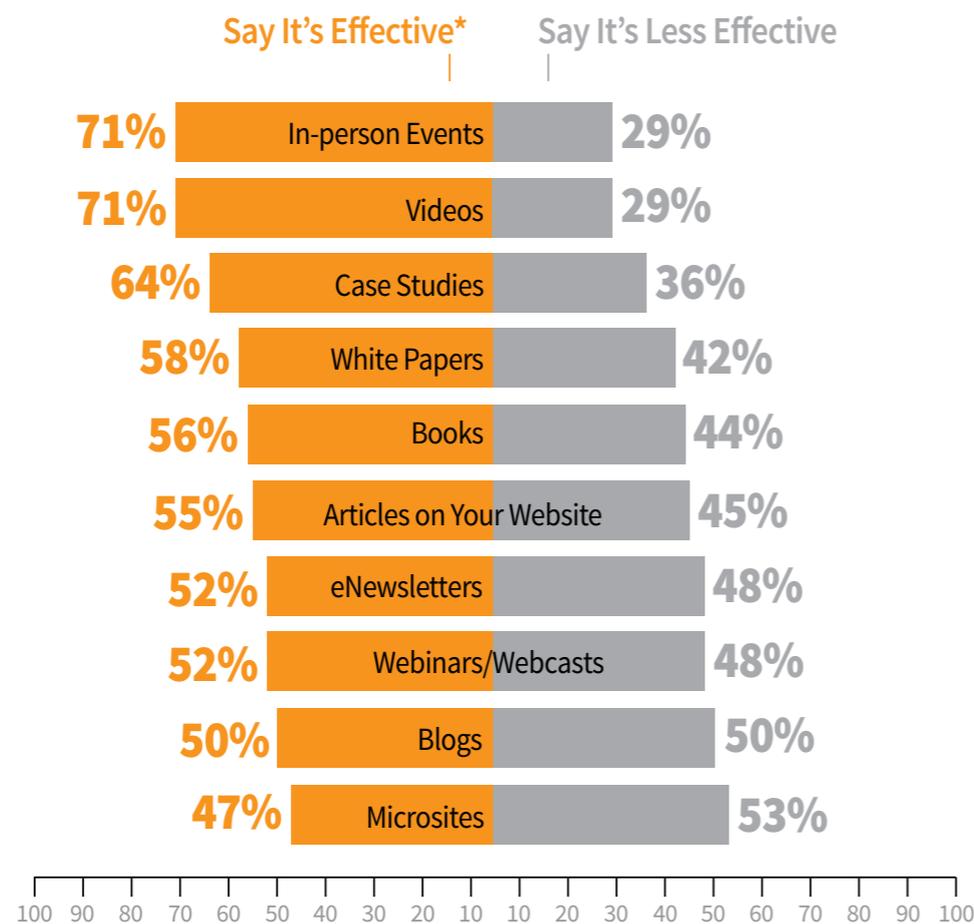


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- ▶ B2B manufacturing marketers are far more likely to use print magazines (69% vs. 35%) and print newsletters (35% vs. 22%) when compared with B2B marketers overall.
- ▶ B2B manufacturing marketers are far less likely than their B2B peers overall to use blogs as a tactic (54% vs. 76%).

# Manufacturing marketers say in-person events and videos are the most effective tactics they use.

## Effectiveness Ratings of Tactics Among Marketing Manufacturers Who Use Them



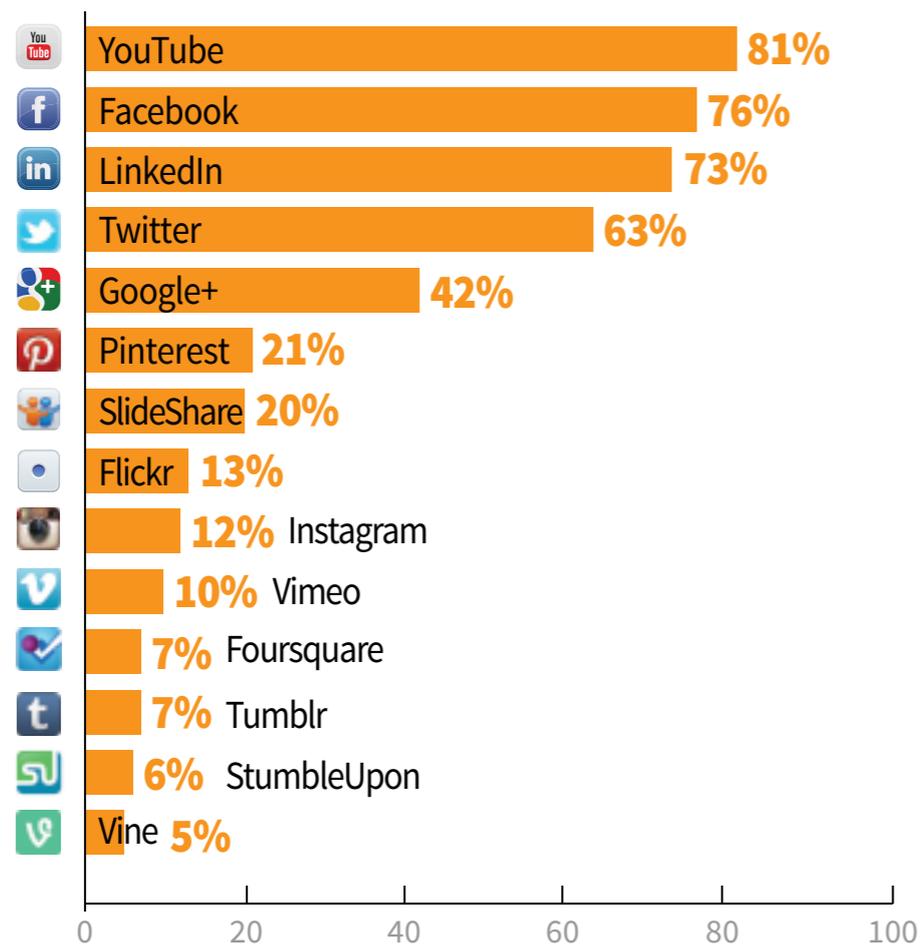
\* Percentage of respondents who rated these tactics as a 4 or 5 in terms of effectiveness (on a scale of 1 to 5, with 5 being "Very Effective")

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▶ B2B manufacturing marketers rate in-person events (71% vs. 70%) and videos (71% vs. 63%) as more effective when compared with their B2B peers overall.

# Manufacturing marketers cite YouTube as the social media platform they use most often to distribute content.

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

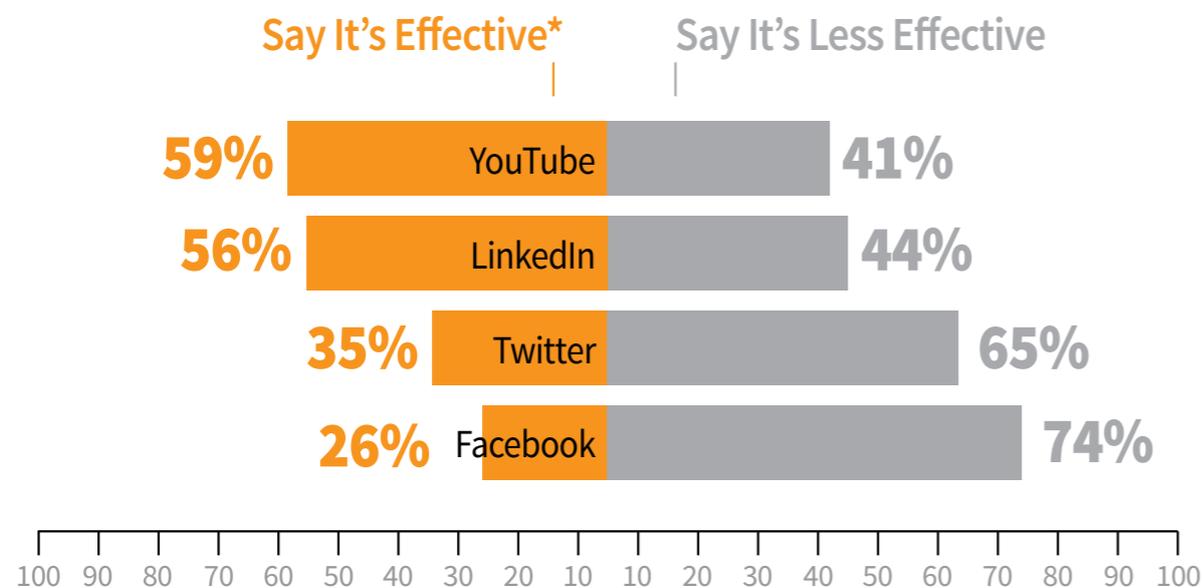


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- ▶ B2B manufacturing marketers use an average of five social media platforms to distribute content, whereas B2B marketers overall use six.
- ▶ B2B manufacturing marketers use YouTube more frequently when compared with their B2B peers overall (81% vs. 73%); however, they use all other platforms less frequently.

# Manufacturing marketers say YouTube and LinkedIn are the most effective social media platforms.

## Effectiveness Ratings of Social Media Platforms Among Manufacturing 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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▶ When compared with their B2B peers overall, manufacturing marketers have more confidence in YouTube (59% vs. 48%) and less confidence in LinkedIn (56% vs. 62%) and Twitter (35% vs. 50%). Both rate Facebook low (26% and 30%).

# Manufacturing marketers cite brand awareness as their organization's top goal for content marketing.

## Organizational Goals for Content Marketing (Manufacturers)

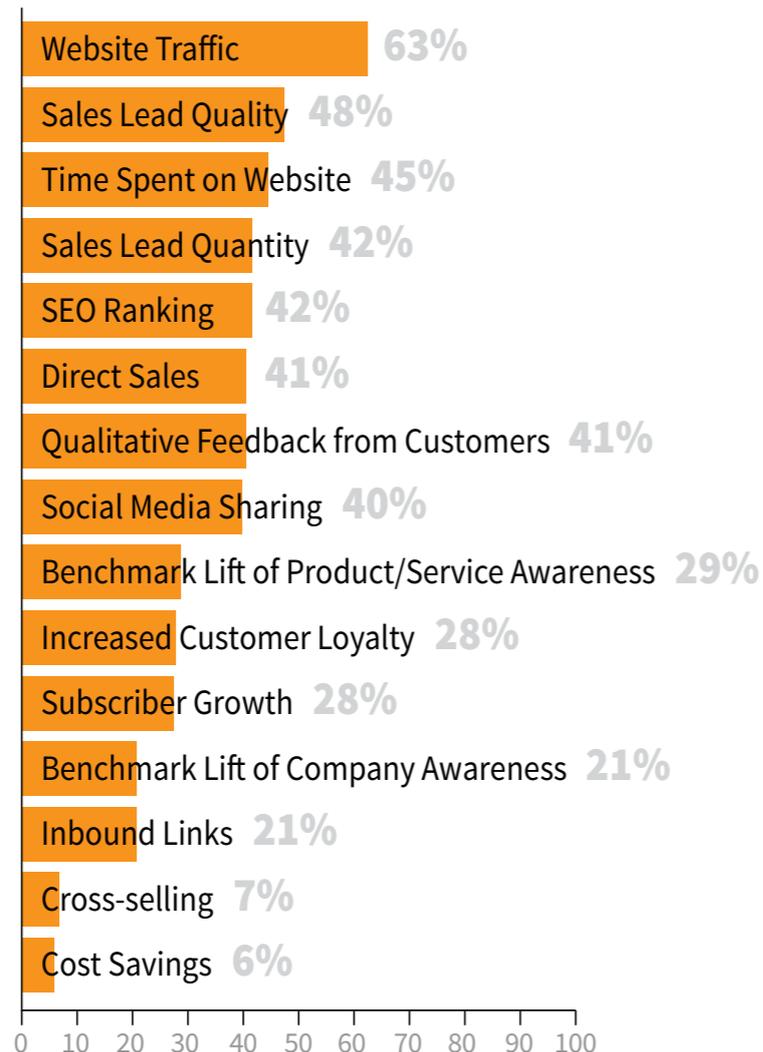


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- ▶ B2B manufacturing marketers and their B2B peers overall cite brand awareness as their top goal. Otherwise, they have very different goals, with manufacturing marketers placing more emphasis on customer retention/loyalty (68% vs. 57%) and less on lead generation (67% vs. 74%). The biggest difference, however, is with thought leadership (44% vs. 68%).

# Manufacturing marketers cite Website traffic as their top content marketing metric.

## Metrics for Content Marketing Success (Manufacturers)

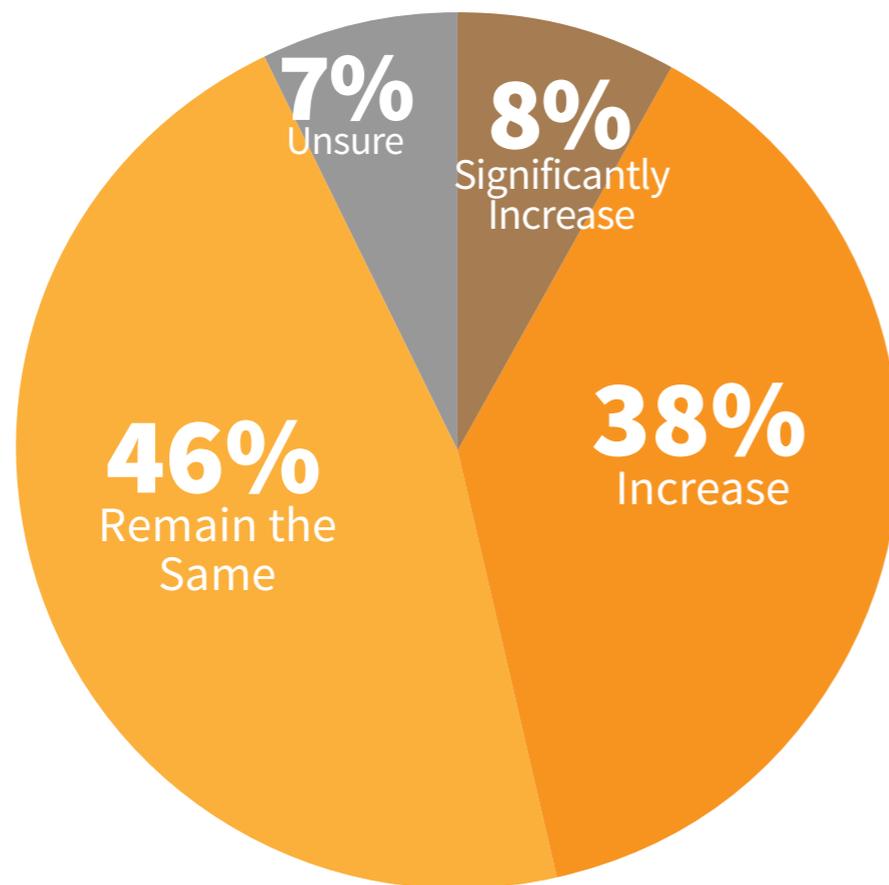


- ▶ Like almost all other B2B content marketers, manufacturing marketers cite Website traffic as their top metric.
- ▶ Manufacturing marketers place less emphasis on social media sharing when compared with their B2B peers overall (40% vs. 50%).

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# 46% of manufacturing marketers plan to increase their content marketing budget over the next 12 months.

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

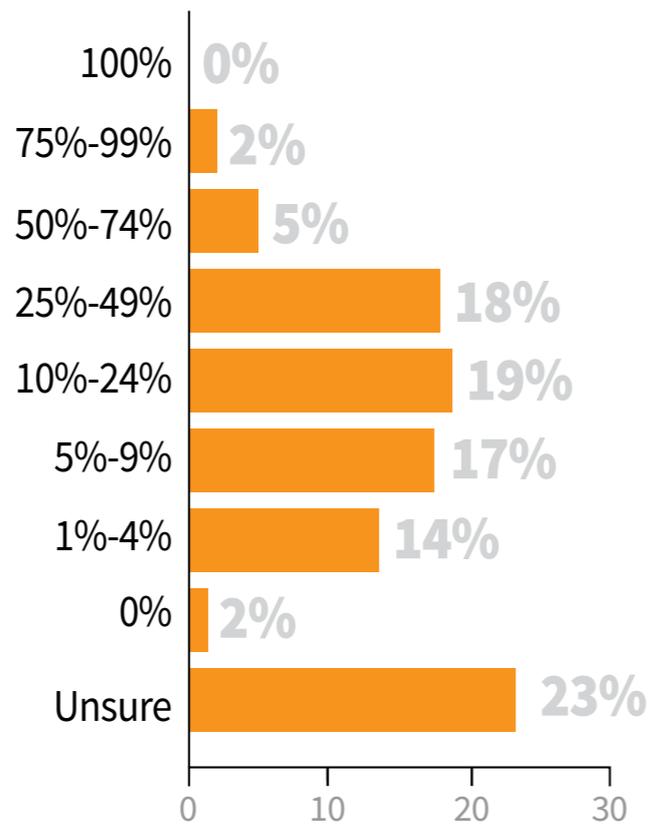


- ▶ 58% of B2B marketers overall plan to increase spending over the next 12 months.
- ▶ None of the manufacturing marketers surveyed said they would decrease content marketing spending over the next 12 months.

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On average, manufacturing marketers allocate 21% of their total budget to content marketing.

Percentage of Marketing Budget Spent on Content Marketing (Manufacturers)



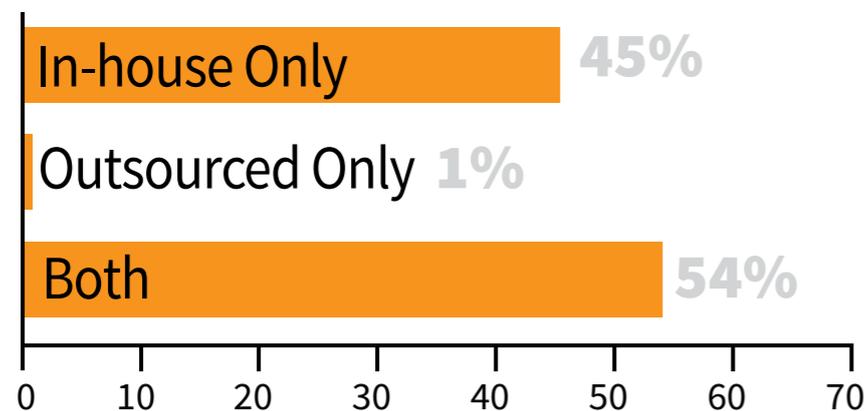
Average Spent: 21%

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▶ B2B marketers overall allocate 30% of their total budget to content marketing.

# 55% of manufacturing marketers outsource content creation.

### Insourcing vs. Outsourcing of Content Creation (Manufacturers)

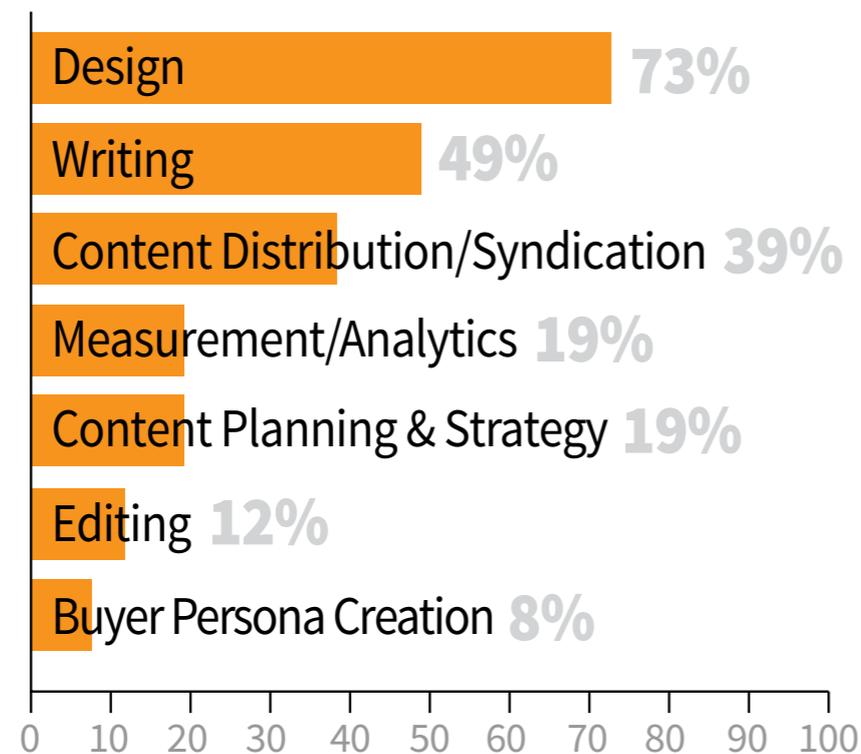


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- ▶ Manufacturing marketers outsource more frequently when compared with B2B marketers overall (55% vs. 44%).

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

### Functions that Manufacturing Marketers Outsource

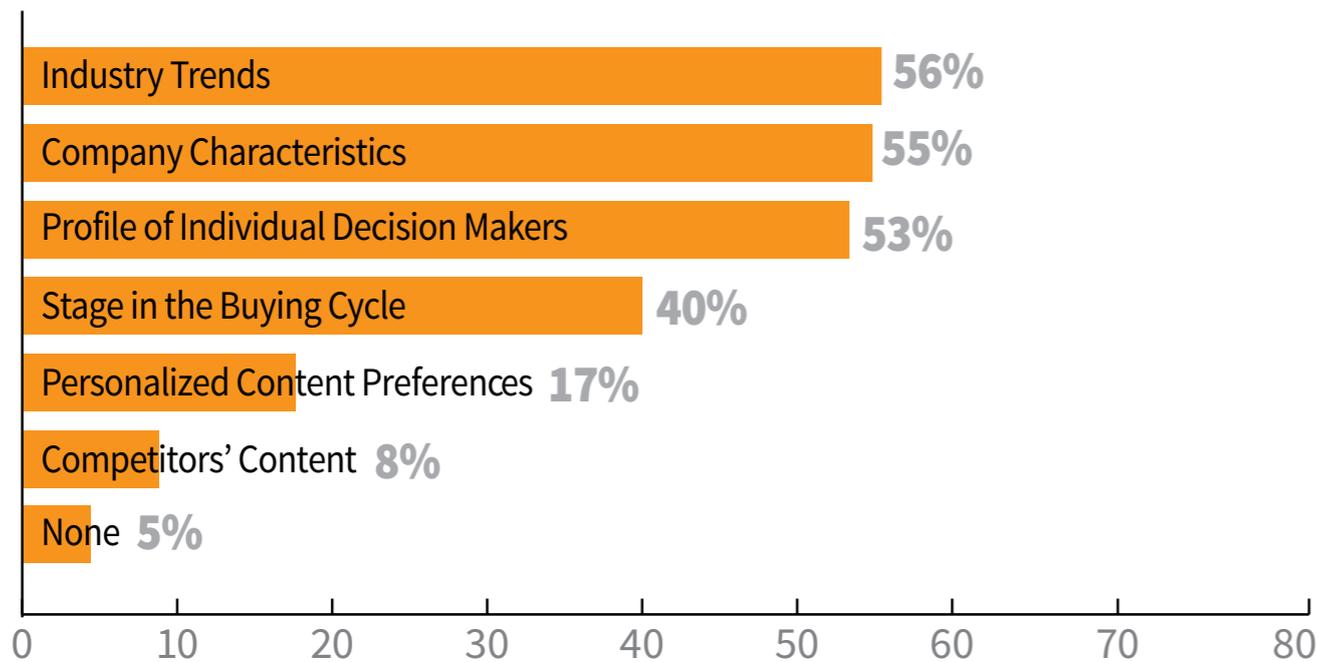


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- ▶ While their B2B peers also cite design and writing as the top two functions they outsource, manufacturing marketers outsource design more frequently (73% vs. 54%), whereas their peers outsource writing more frequently (64% vs. 49%).
- ▶ Manufacturing marketers outsource content planning and strategy more frequently when compared with B2B marketers overall (19% vs. 8%).

# Manufacturing marketers most often tailor content based on industry trends.

## How Manufacturing Marketers Tailor Content



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- ▶ 94% of B2B manufacturing marketers segment their content in at least one way, compared with 95% of their B2B peers overall.
- ▶ With the exception of tailoring content based on company characteristics, manufacturing marketers tailor content less frequently than their B2B peers overall.

# Lack of time and producing engaging content are top challenges that manufacturing marketers face.

## Challenges that B2B Content Marketers Face

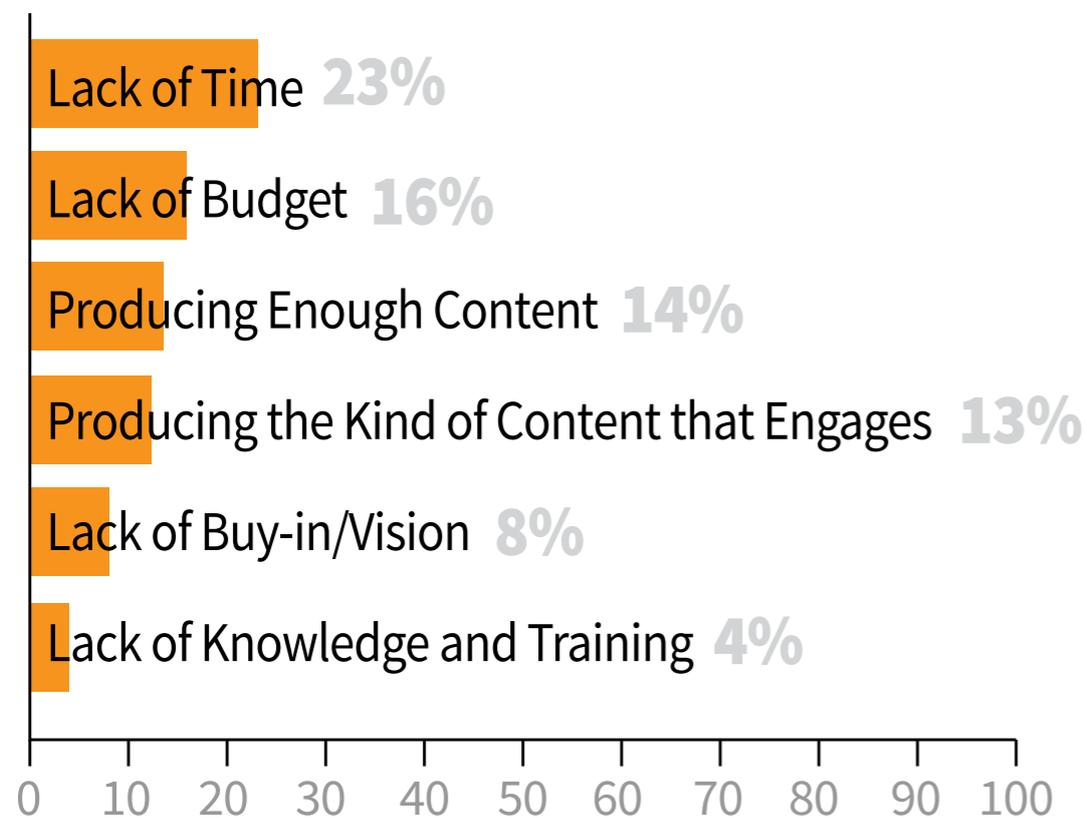
	Manufacturing Marketers	Overall Sample of B2B Marketers
Lack of Time	69%	69%
Producing the Kind of Content that Engages	62%	47%
Producing Enough Content	56%	55%
Inability to Measure Content Effectiveness	48%	33%
Lack of Budget	43%	39%
Producing a Variety of Content	43%	38%
Lack of Knowledge and Training	31%	25%
Inability to Collect Information from SMEs	30%	25%
Lack of Buy-in/Vision	28%	23%
Lack of Integration Across HR	24%	15%
Lack of Integration Across Marketing	27%	26%
Finding Trained Content Marketing Professionals	6%	10%

▶ When compared with their B2B peers overall, manufacturing marketers are far more challenged with producing the kind of content that engages (62% vs. 47%) and inability to measure content effectiveness (48% vs. 33%).

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# Lack of time and budget are the biggest content marketing challenges that manufacturing marketers face.

## Biggest Content Marketing Challenge for Manufacturing Marketers



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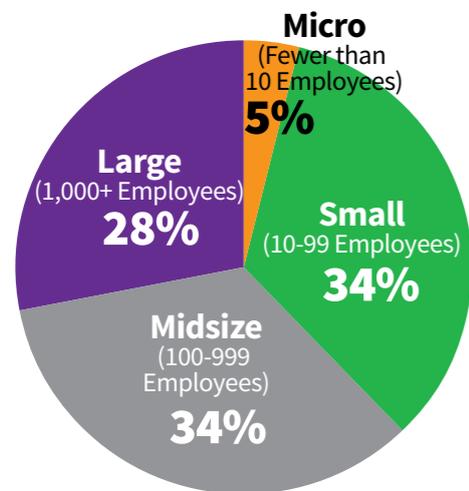
- ▶ Fewer B2B manufacturing marketers say lack of time is their biggest challenge when compared with their B2B peers overall (23% vs. 30%).
- ▶ Manufacturing marketers are more likely to say lack of budget is their biggest challenge when compared with their B2B peers overall (16% vs. 11%).

## DEMOGRAPHICS

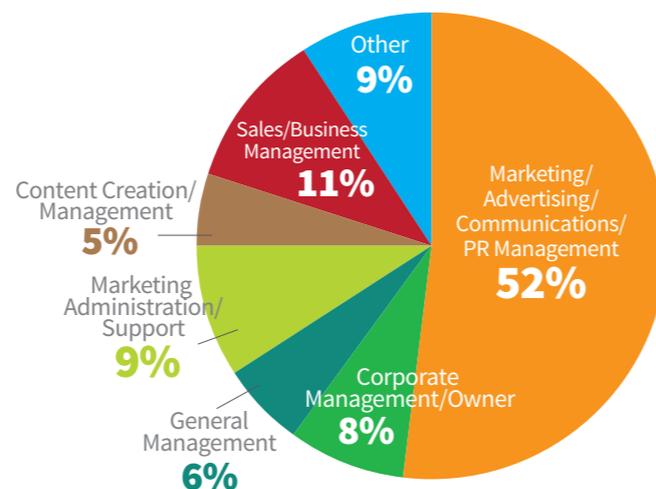
**B2B Manufacturing Content Marketing: 2014 Benchmarks, Budgets, and Trends—North America** was produced by Content Marketing Institute (CMI) and sponsored by Oracle Marketing Cloud. It is based on the responses of a subset of 125 business-to-business (B2B) manufacturing marketers located in North America who replied to the fourth annual Content Marketing Survey. Sections of this report compare the manufacturing respondents with the overall sample of 1,217 B2B marketers from North America, whose responses were previously reported on in the CMI/MarketingProfs study, *B2B Content Marketing: 2014 Benchmarks, Budgets, and Trends—North America*.

The fourth annual Content Marketing Survey was mailed electronically to a sample of marketers using lists from CMI, 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.

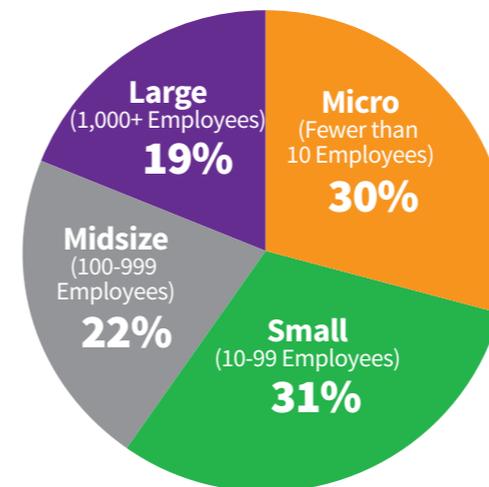
**Size of B2B Manufacturing Company (by Employees)**



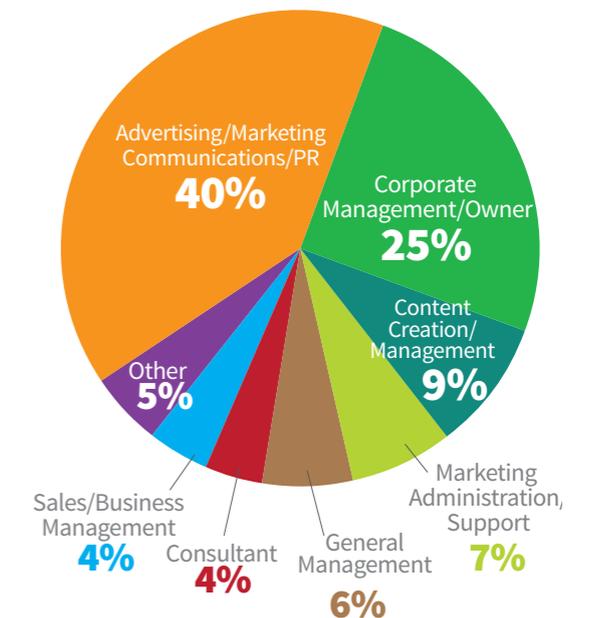
**B2B Manufacturing Job Title/Function**



**Size of B2B Company (by Employees)**



**B2B Job Title/Function**



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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.

View all original 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.

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Modern marketers choose Oracle Marketing Cloud to build customer-obsessed cultures, create and manage ideal customers, and power revenue performance. They use award-winning technology and expertise to transform marketing by truly knowing the customer, engaging with always-on multichannel marketing, and achieving data driven accountability. Integrated data from Digital Body Language™, content marketing, social marketing, big data, and dozens of AppCloud apps enables them to target, engage, convert, analyze, and use marketing technology to orchestrate the customer experience. Visit [eloqua.com](http://eloqua.com), subscribe to the It's All About Revenue blog, call 1.866.327.8764, or email [demand@eloqua.com](mailto:demand@eloqua.com).

To learn more about content marketing for manufacturers, attend a full-day [Industry Lab](#) sponsored by Oracle at [Content Marketing World](#) on September 11, 2014.