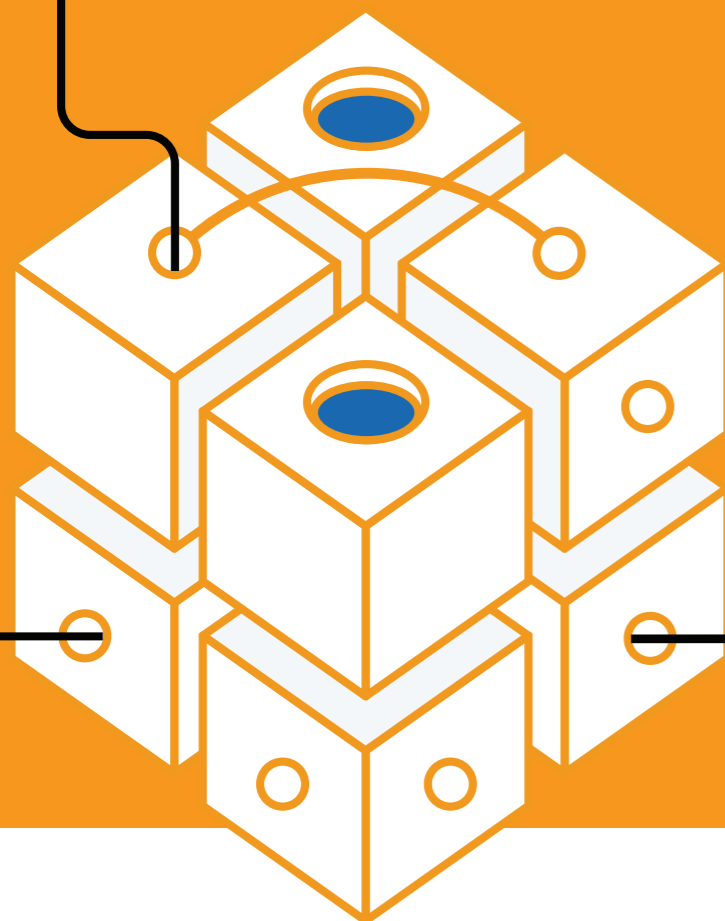


TECHNOLOGY

B2B TECHNOLOGY CONTENT MARKETING

2016: Benchmarks, Budgets,
and Trends—North America



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WELCOME

Hello Content Marketers,

Welcome to our yearly report on the content marketing practices of business-to-business (B2B) technology content marketers in North America. Here you'll see how technology marketers replied to our sixth annual content marketing survey, and how the results compare with the 2015 findings.

A new question about content marketing maturity level revealed that 71% of technology marketers who say their organizations are effective at content marketing are in the “sophisticated/mature” phase, indicating that success grows with experience.

Other key findings include:

- 36% of technology marketers have a documented content marketing strategy (up from 33% last year), a proven tool for improving content marketing effectiveness
- Effectiveness ratings for most content marketing tactics, social media platforms, and paid methods of content promotion/distribution are higher than they were last year
- Technology marketers allocate 29% of their total budget, on average, to content marketing (vs. 25% last year)
- 62% say producing engaging content is their greatest content marketing challenge (and accordingly, 70% are focused on creating more engaging content)

Read on for more information that we hope you find useful in executing your own content marketing strategy.

**Yours in content,
Joe**

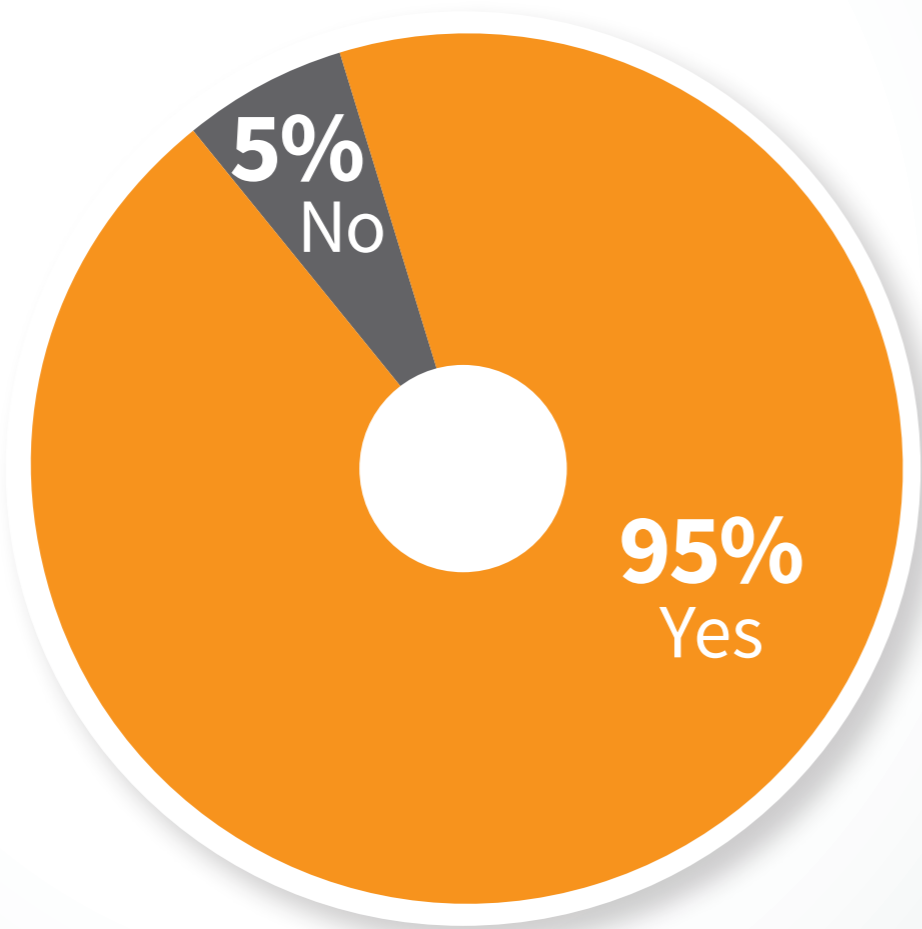


Joe Pulizzi

Founder

Content Marketing Institute

Percentage of
Technology Respondents
Using Content Marketing



2016 B2B Technology Trends, North America: Content Marketing Institute/MarketingProfs

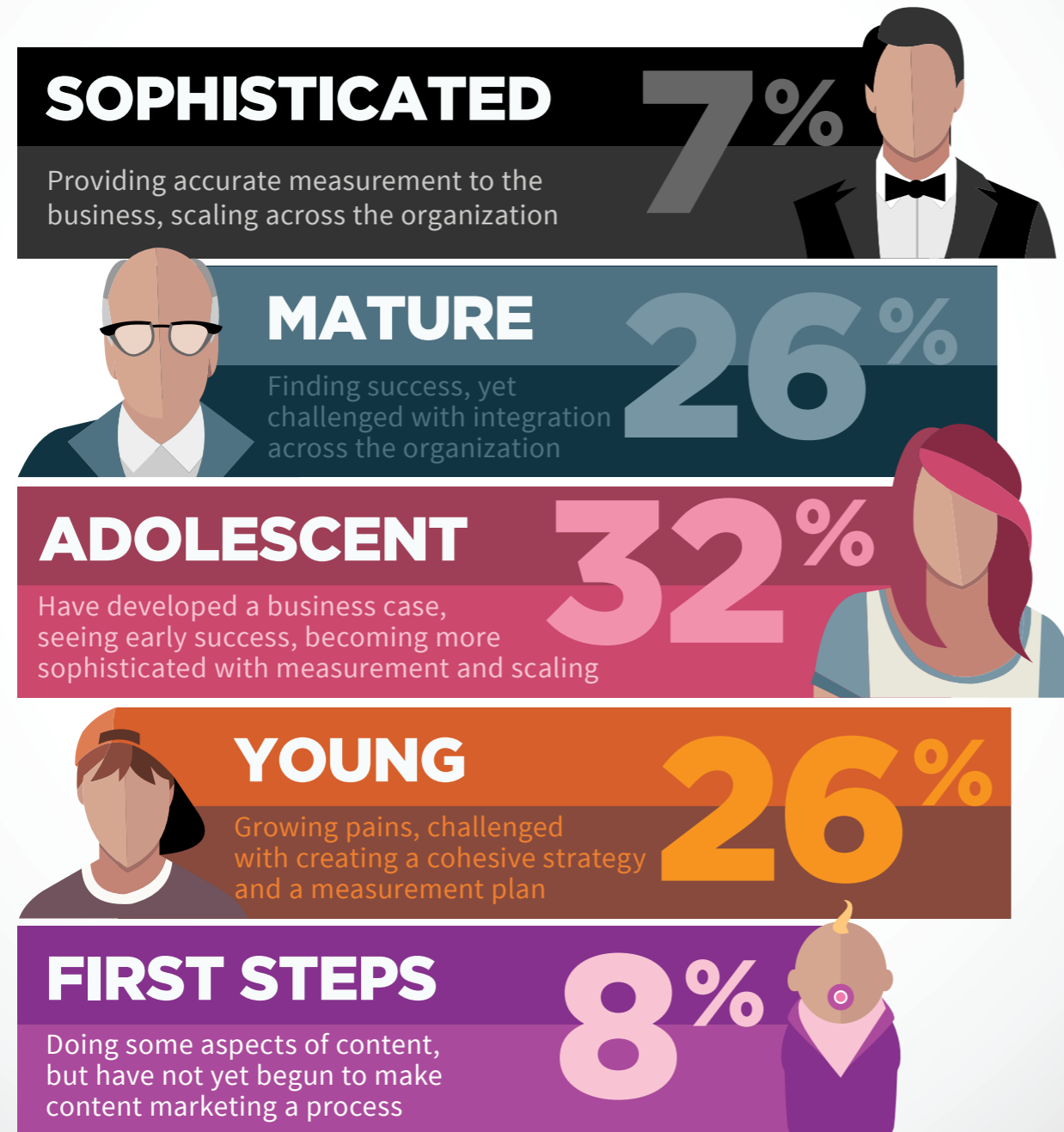
Does your organization
use content marketing?

95% SAY YES

Last year, 93% of technology marketers said they use content marketing.

Content marketing is defined 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.”

How Technology Marketers Assess Their Content Marketing Maturity Level



2016 B2B Technology Trends, North America: Content Marketing Institute/MarketingProfs

How would you describe your organization's content marketing maturity level?

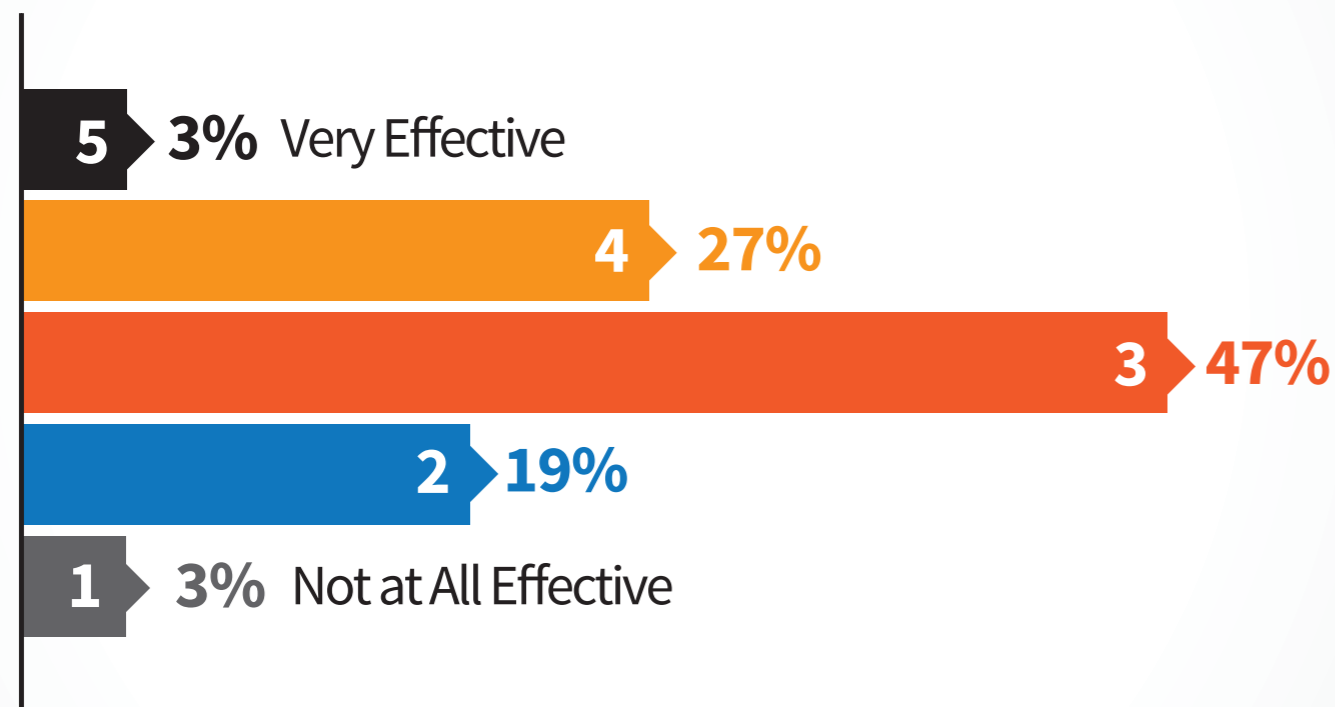
33% SAY SOPHISTICATED OR MATURE

This was a new question this year. In general, effectiveness levels are greater among technology organizations that have higher levels of content marketing maturity. Among those who reported being the most effective:

- 71% were in the sophisticated/mature phase
- 24% were in the adolescent phase
- 5% were in the young/first steps phase

USAGE & EFFECTIVENESS

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



Note: For this survey, we define effectiveness as “accomplishing your overall objectives.” We refer to those who rate their organizations as a 4 or 5 (on a scale of 1 to 5, with 5 being “Very Effective” and 1 being “Not at All Effective”) as the “most effective” or “best-in-class” marketers. The 1s and 2s are considered the “least effective,” while the 3s are neutral.

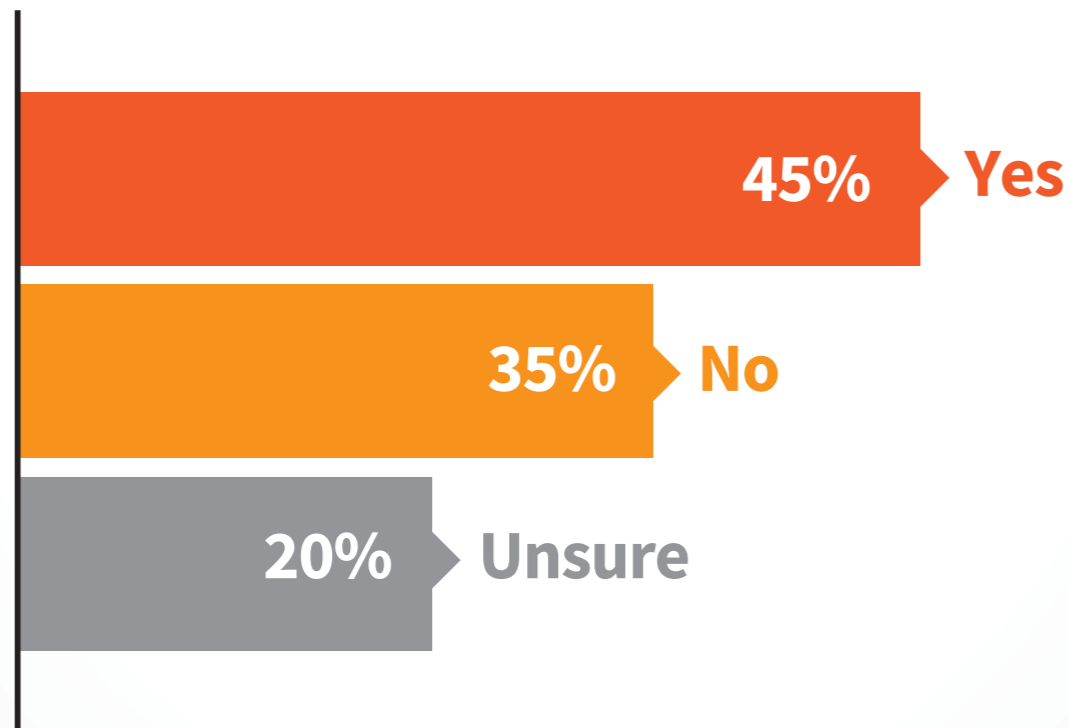
2016 B2B Technology Trends, North America: Content Marketing Institute/MarketingProfs

Overall, how effective is your organization at content marketing?

30% SAY THEY ARE EFFECTIVE

Last year, 34% of technology marketers said their organizations were effective at content marketing. Having a documented content marketing strategy helps in this regard: 48% of technology marketers who have one say their organizations are effective at content marketing.

Percentage of Technology Marketers Whose Organizations Have Clarity on Content Marketing Success



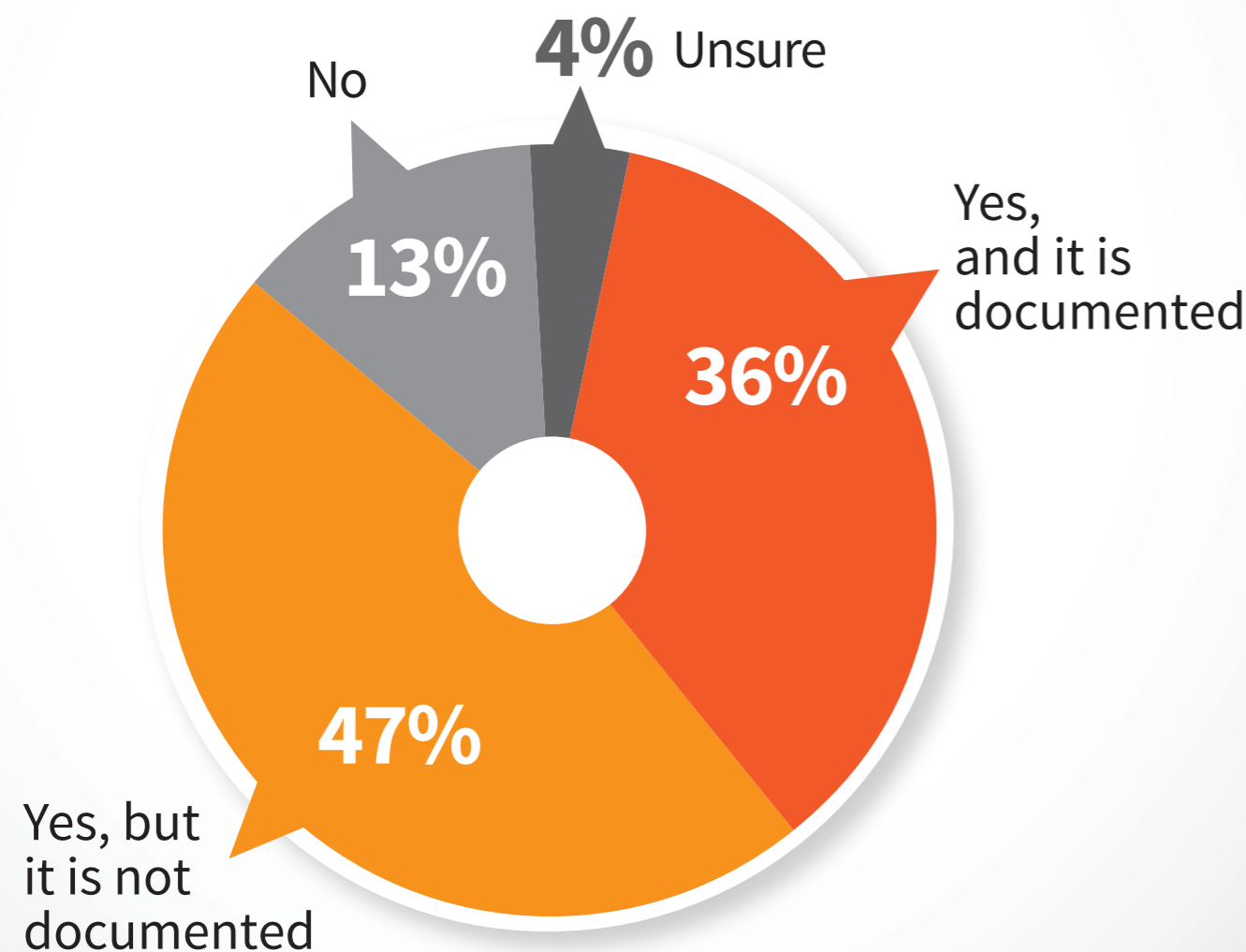
2016 B2B Technology Trends, North America: Content Marketing Institute/MarketingProfs

**In your organization,
is it clear what an effective
or successful content marketing
program looks like?**

45% SAY YES

This was a new question this year. The most effective technology marketers were more likely than the overall sample to report clarity around content marketing success (74% vs. 45%).

Percentage of Technology Marketers Who Have a Content Marketing Strategy



2016 B2B Technology Trends, North America: Content Marketing Institute/MarketingProfs

Does your organization have a content marketing strategy?

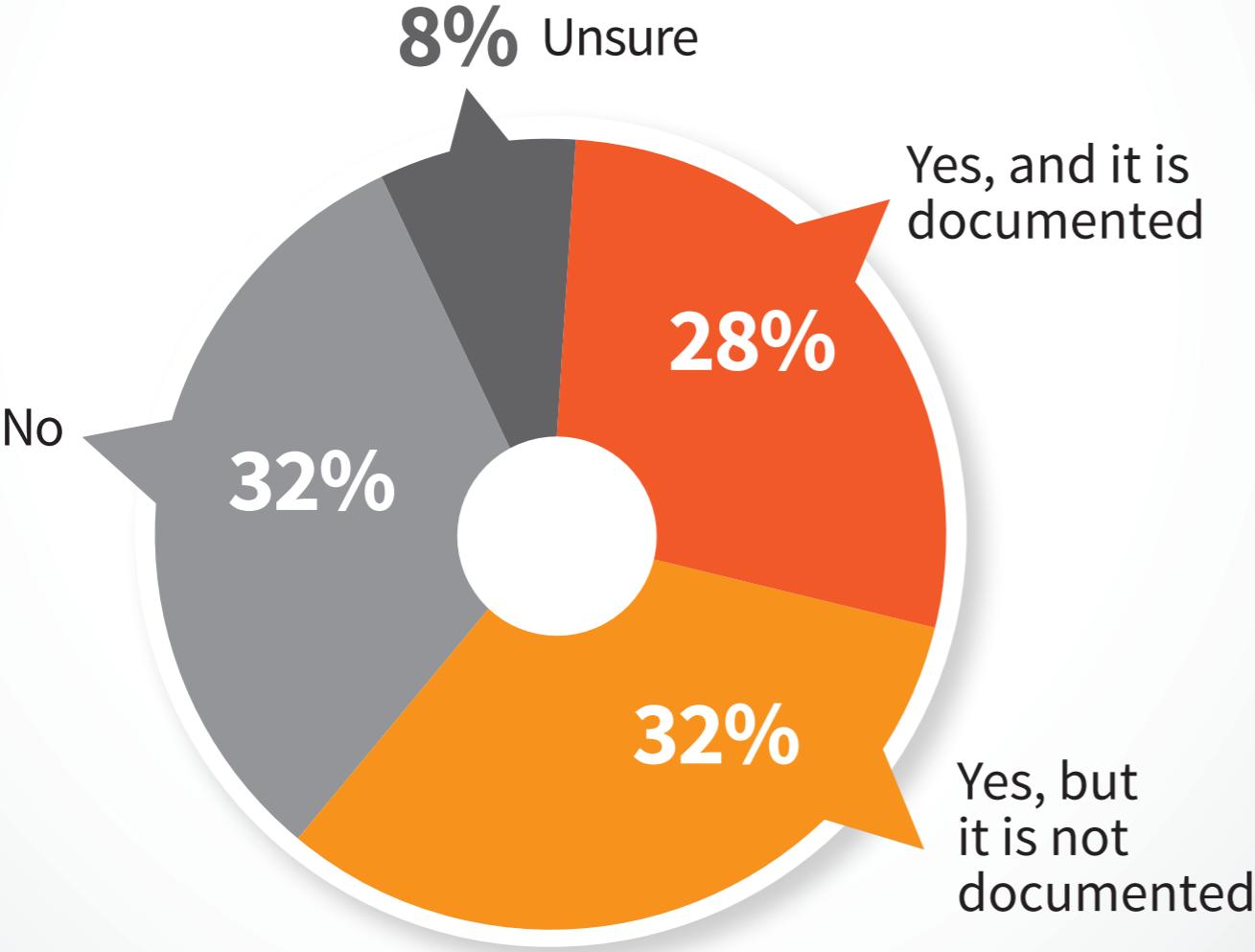
36% HAVE A DOCUMENTED CONTENT MARKETING STRATEGY

Last year, 33% of technology marketers said they had a documented content marketing strategy, 50% had a verbal-only strategy, and 14% had no strategy.

A documented content marketing strategy influences overall effectiveness: 57% of the most effective technology content marketers have a documented strategy. By comparison, only 10% of the least effective have a documented strategy.

Technology marketers who have a documented content marketing strategy get better results with many of the tactics, social media platforms, and paid advertising methods they use (i.e., they rate them as more effective).

Percentage of Technology Marketers Who Have an Editorial Mission Statement



2016 B2B Technology Trends, North America: Content Marketing Institute/MarketingProfs

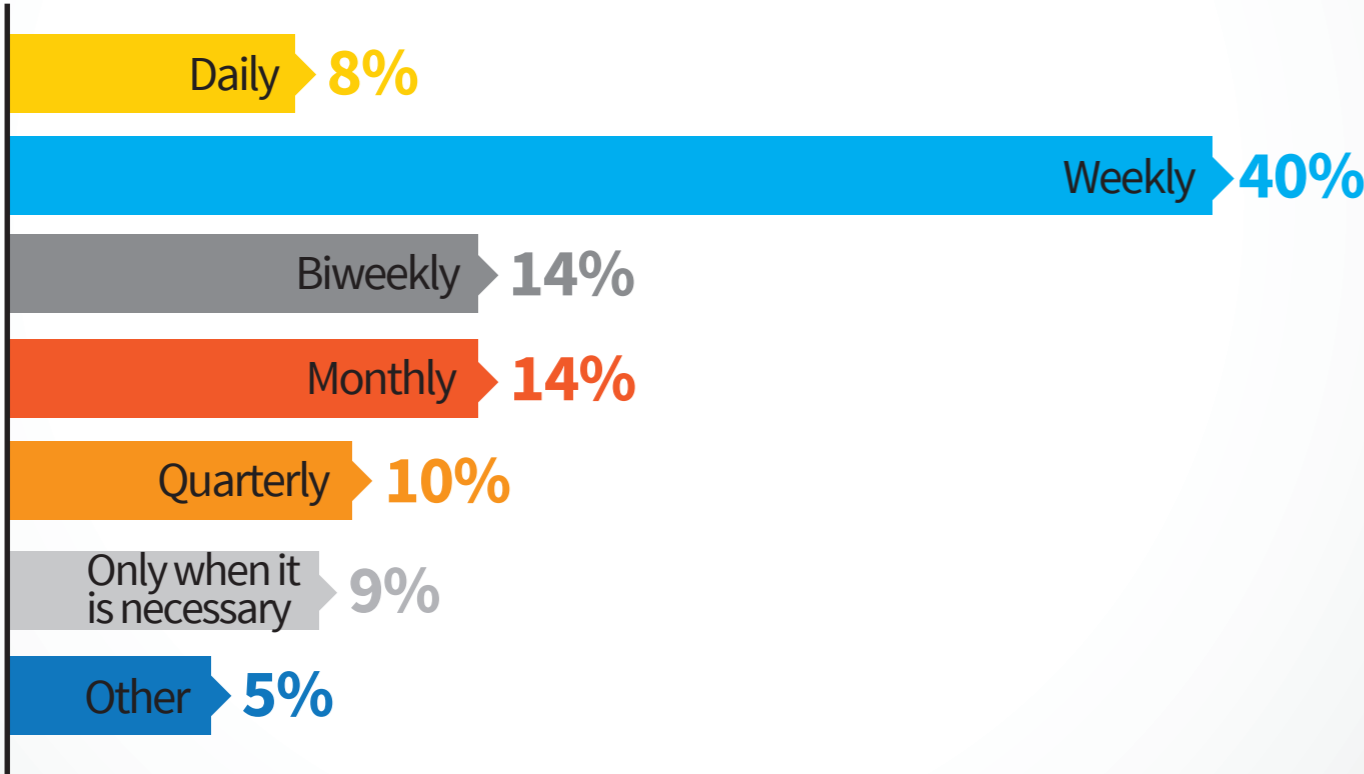
Does your organization have an editorial mission statement for the primary audience you target?

28% HAVE A DOCUMENTED EDITORIAL MISSION STATEMENT

This was a new question this year.

44% of the most effective technology marketers have a documented editorial mission statement. In contrast, 59% of the least effective do not have a documented editorial mission or are unsure.

How Often Technology Marketers Meet to Discuss Their Content Marketing Program



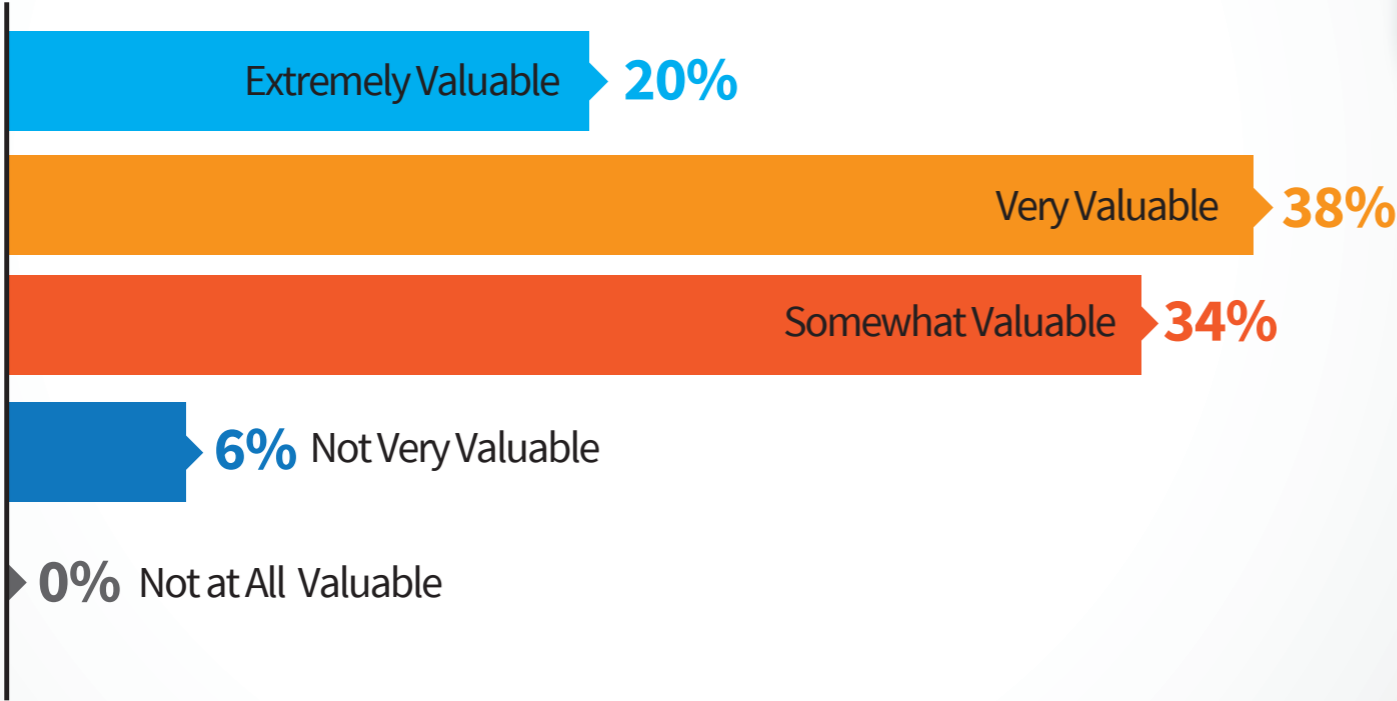
2016 B2B Technology Trends, North America: Content Marketing Institute/MarketingProfs

How often does your team meet (either in person or virtually) to discuss the progress/results of your content marketing program?

48% SAY DAILY OR WEEKLY

When compared with the overall sample, the most effective technology marketers meet more frequently (64% of the most effective technology marketers meet daily or weekly).

How Technology Marketers Perceive the Value of Internal Content Marketing Meetings



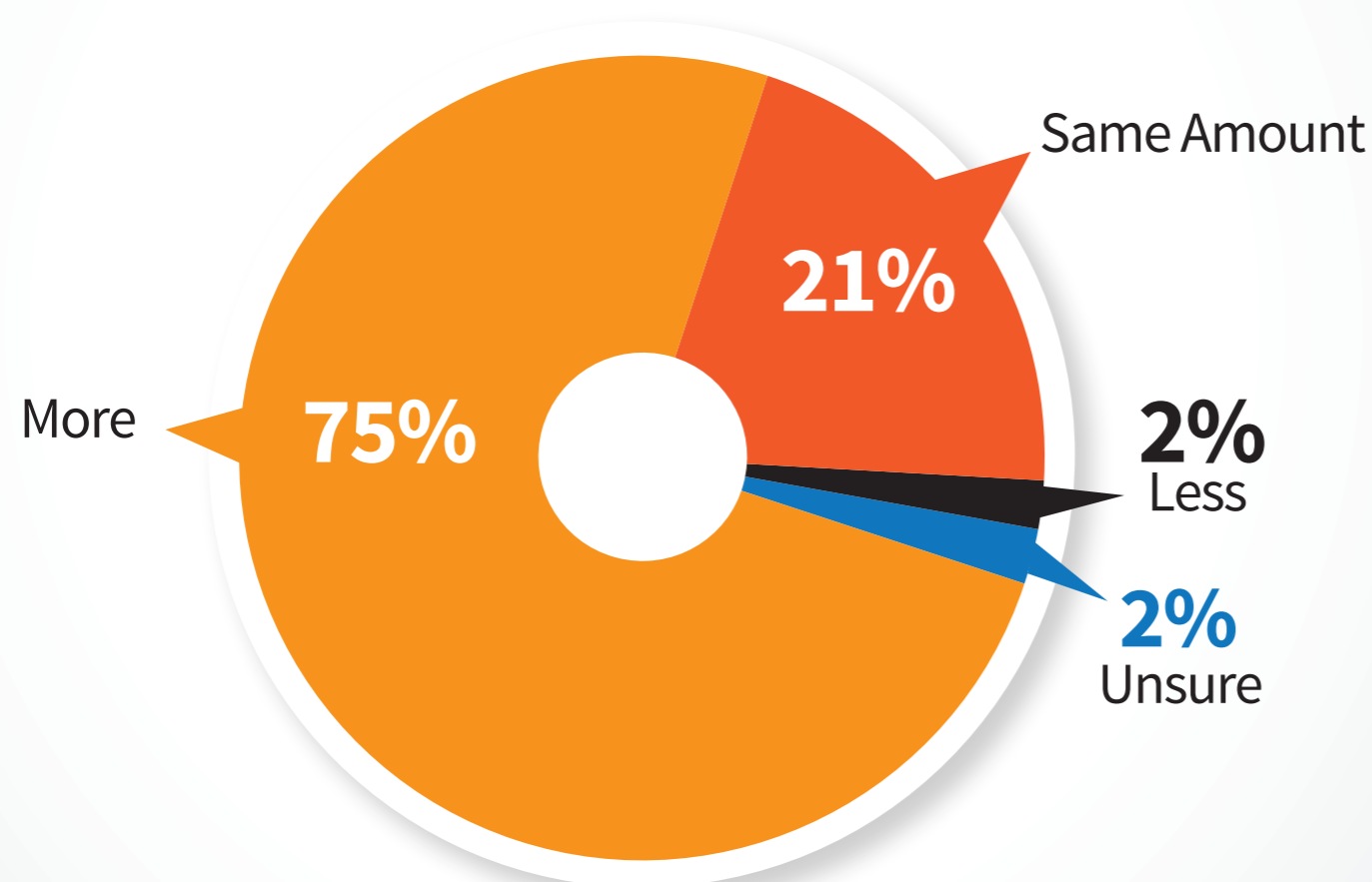
2016 B2B Technology Trends, North America: Content Marketing Institute/MarketingProfs

How valuable are team meetings in helping your organization to be more effective at content marketing?

58% SAY MEETINGS ARE VALUABLE

When compared with the overall sample, the most effective technology marketers are extracting more value from their content marketing meetings (80% of the most effective say meetings are valuable).

Expected Change in Technology Marketers' Content Creation (2015 vs. 2016)



2016 B2B Technology Trends, North America: Content Marketing Institute/MarketingProfs

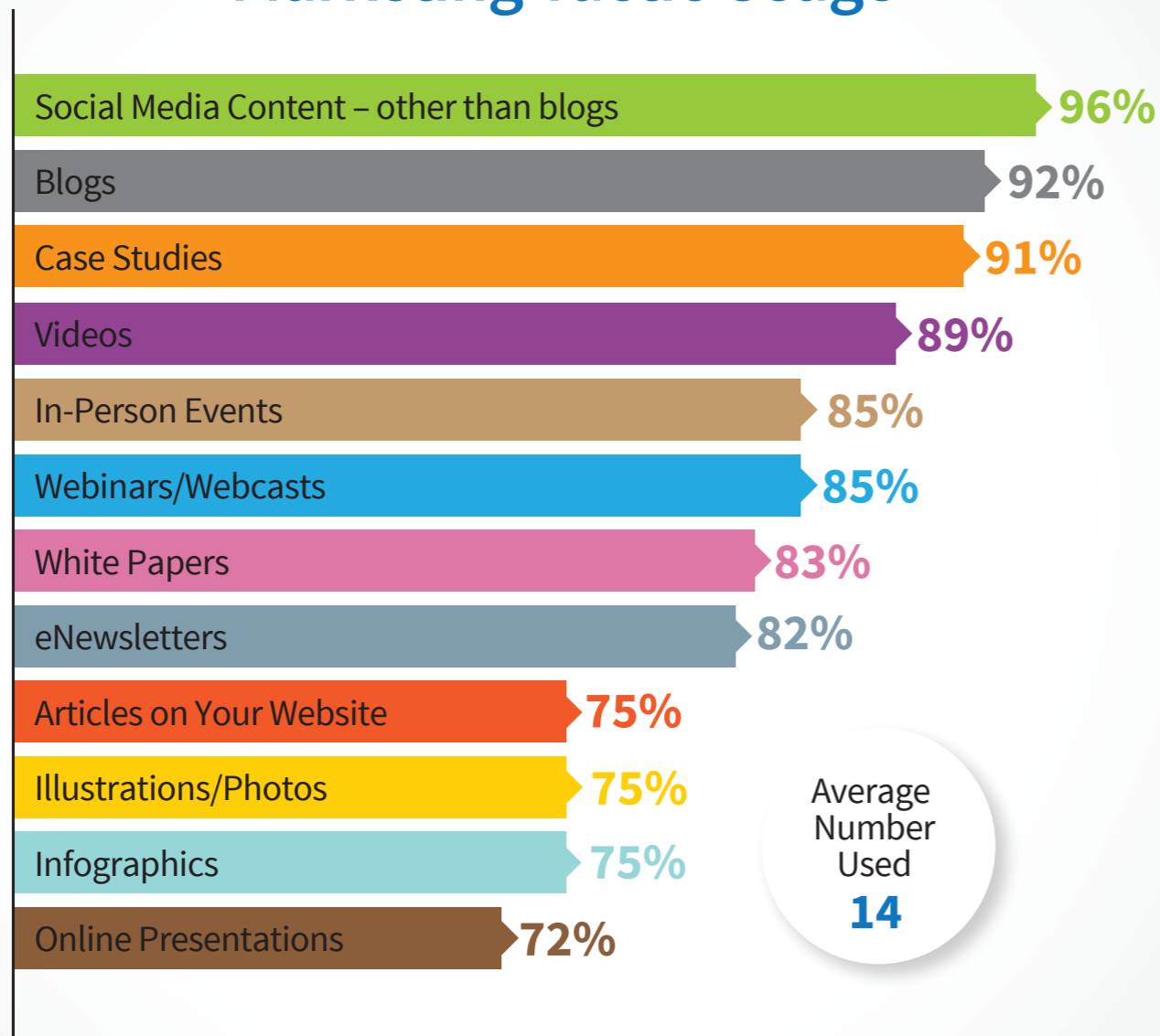
**Compared with 2015,
how much content
will your organization
produce in 2016?**

75% SAY THEY WILL
PRODUCE MORE

While 75% of technology marketers (overall) plan to produce more content in 2016 vs. 2015, the percentage is higher among companies with 1 to 9 employees (83%) and those that are in the young/first steps of content marketing (80%).

In terms of effectiveness, 71% of the most effective plan to produce more content vs. 82% of the least effective.

Technology Marketers' Content Marketing Tactic Usage



Note: Fewer than 60% of technology marketers said they use the following tactics: Research Reports (58%), eBooks (55%), Microsites/Separate Website Hubs (50%), Branded Content Tools (44%), Books (34%), Virtual Conferences (31%), Mobile Apps (29%), Print Magazines (28%), Digital Magazines (24%), Podcasts (24%), Print Newsletters (15%), and Games/Gamification (13%).

2016 B2B Technology Trends, North America: Content Marketing Institute/MarketingProfs

Which content marketing tactics does your organization use?

96% USE SOCIAL MEDIA CONTENT

Like last year:

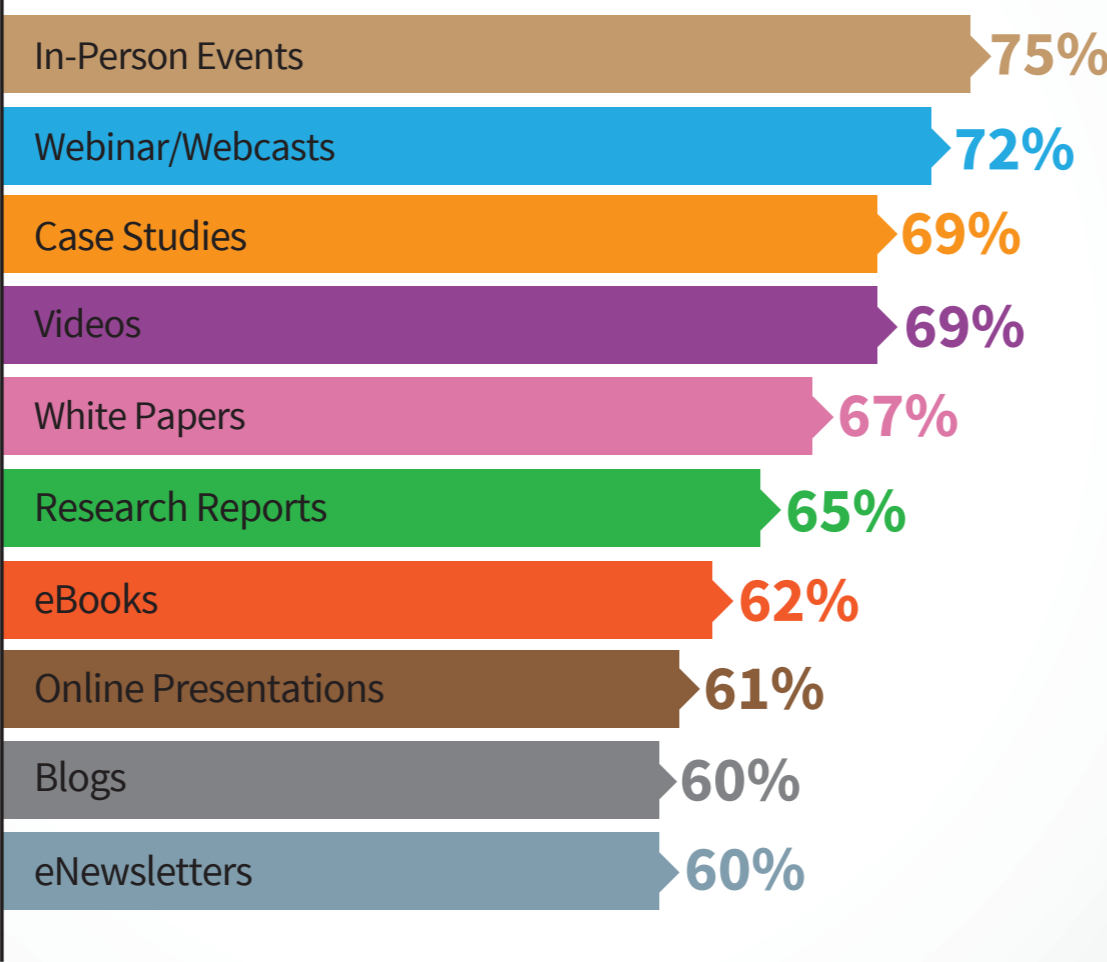
- Technology marketers use an average of 14 content marketing tactics
- Social media content (other than blogs), blogs, and case studies are the top three most often cited tactics

The use of all of the tactics shown on the accompanying chart either increased or decreased within three percentage points over the last year.

The exceptions are:

- White papers, which stayed the same
- eNewsletters (87% last year vs. 82% this year)
- Articles on your website (81% last year vs. 75% this year)
- Illustrations/photos (68% last year vs. 75% this year, representing the greatest increase among all tactics)

Technology Marketers’
Effectiveness Ratings for
Content Marketing Tactics



Note: Percentages comprise marketers who rated each content tactic as 4 or 5 on a 5-point scale where 5 = “Very Effective” and 1 = “Not at All Effective.”

2016 B2B Technology Trends, North America: Content Marketing Institute/MarketingProfs

How effective are the tactics
your organization uses?

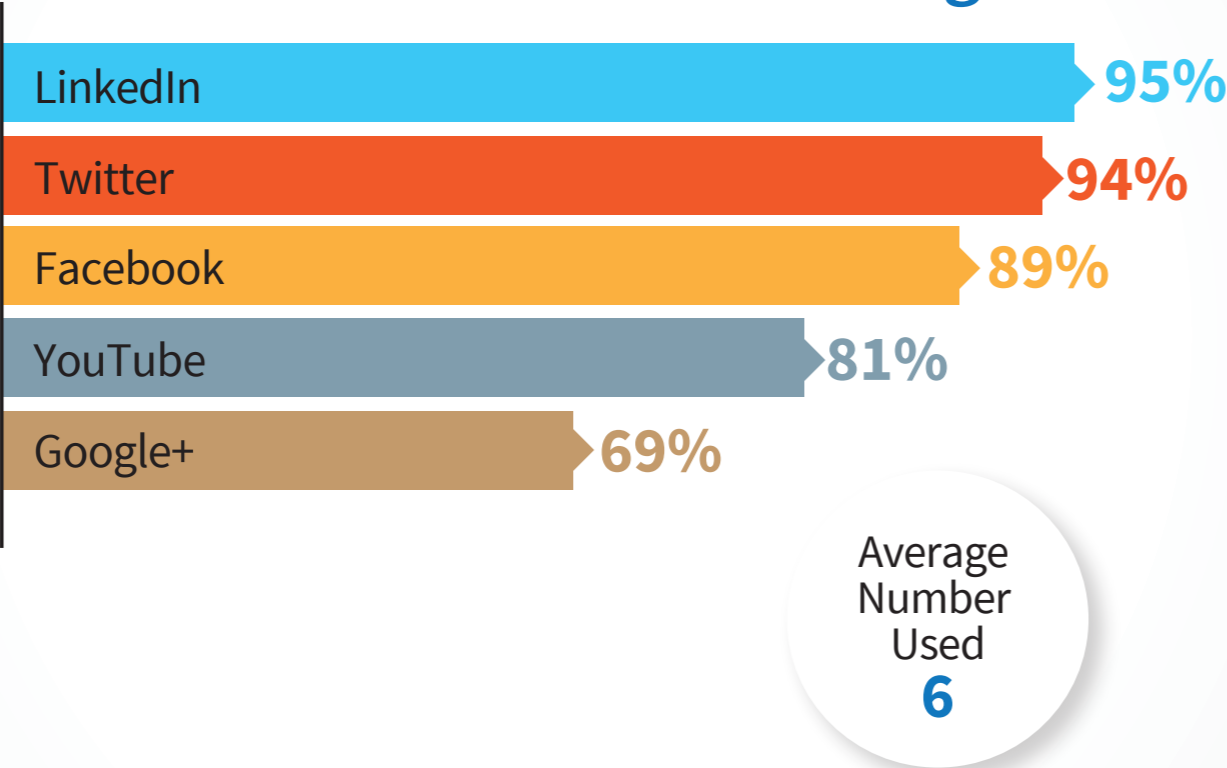
75% SAY IN-PERSON
EVENTS
ARE EFFECTIVE

Of all the content marketing tactics they use, those shown on the accompanying chart are the 10 that technology marketers say are most effective. Like last year, in-person events are rated the most effective.

Respondents reported higher effectiveness this year for all the tactics shown on the chart, except for research reports, which decreased by three percentage points.

Note: Additional content tactics with effectiveness ratings include: Infographics (57%), Articles on Your Website (56%), Microsites/ Separate Website Hubs (54%), Mobile Apps (52%), Illustrations/ Photos (50%), Social Media Content – other than Blogs (50%), Virtual Conferences (49%), Branded Content Tools (48%), Books (45%), Podcasts (39%), Digital Magazines (24%), Games/Gamification (22%), Print Magazines (21%), and Print Newsletters (19%).

Technology Marketers’
Social Media Platform Usage



Note: Fewer than 50% of technology marketers said they use the following social media platforms: SlideShare (46%), Instagram (29%), Vimeo (23%), Pinterest (21%), iTunes (10%), Tumblr (6%), Medium (6%), Vine (6%), Periscope (5%), and Snapchat (5%).

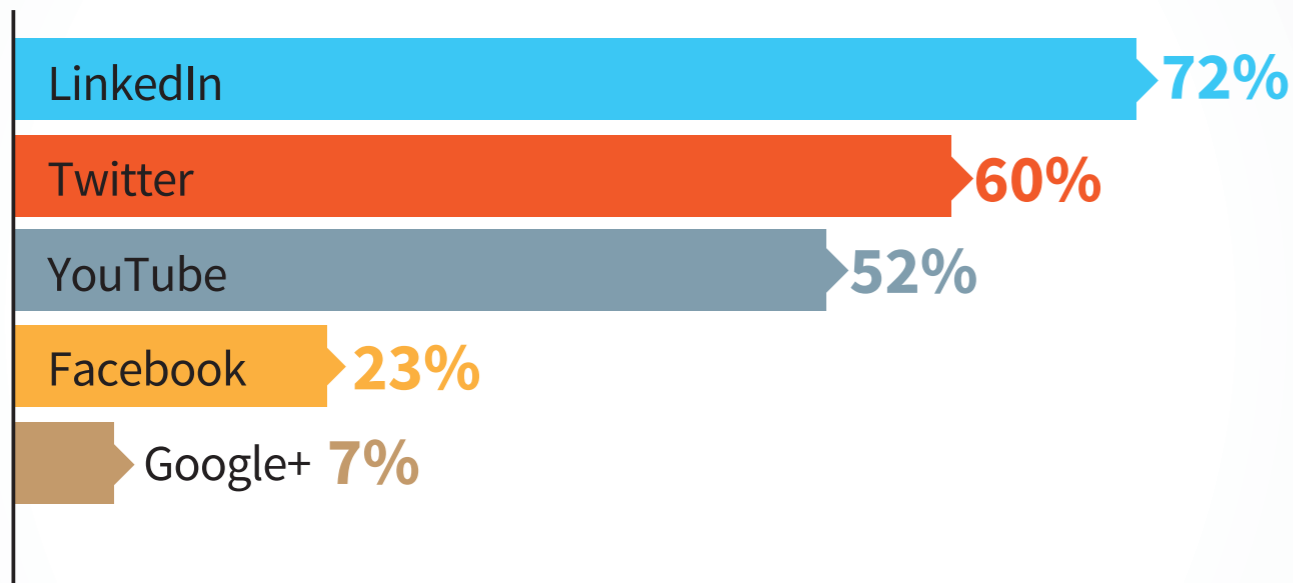
2016 B2B Technology Trends, North America: Content Marketing Institute/MarketingProfs

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

95% **USE LinkedIn**

Technology marketers use an average of six social media platforms, the same as last year. LinkedIn is still the platform they use the most (98% last year vs. 95% this year). Use of each of the other platforms shown on the accompanying chart either increased or decreased slightly (within three percentage points) over last year.

Technology Marketers' Effectiveness Ratings for Social Media Platforms



Note: Percentages comprise marketers who rated each social media platform as 4 or 5 on a 5-point scale where 5 = "Very Effective" and 1 = "Not at All Effective."

Note: The effectiveness ratings for platforms that had lower usage rates were reported as follows: Vimeo (46%), SlideShare (40%), Instagram (11%), and Pinterest (6%). Effectiveness ratings for additional social media platforms are not reported here due to low incidence of use.

2016 B2B Technology Trends, North America: Content Marketing Institute/MarketingProfs

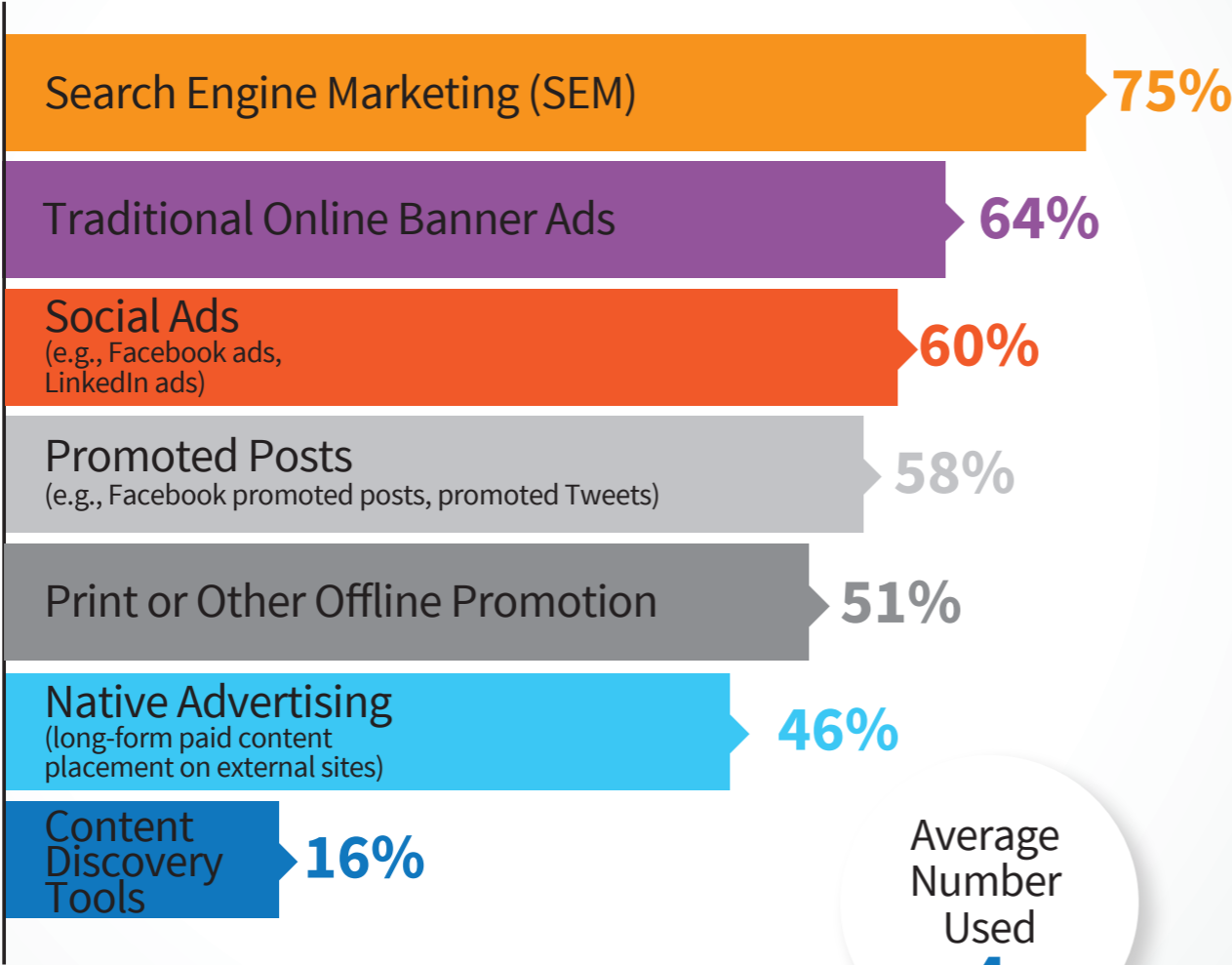
How effective are the social media platforms your organization uses?

72%

SAY LinkedIn IS EFFECTIVE

As they did last year, technology marketers said LinkedIn, Twitter, and YouTube are the most effective social media platforms they use. The effectiveness rating for all three increased over last year; LinkedIn increased the most (64% last year vs. 72% this year). The effectiveness rating for Facebook stayed the same. Google+ decreased from 15% last year to 7% this year.

Technology Marketers' Paid Advertising Usage



Average Number Used
4

2016 B2B Technology Trends, North America: Content Marketing Institute/MarketingProfs

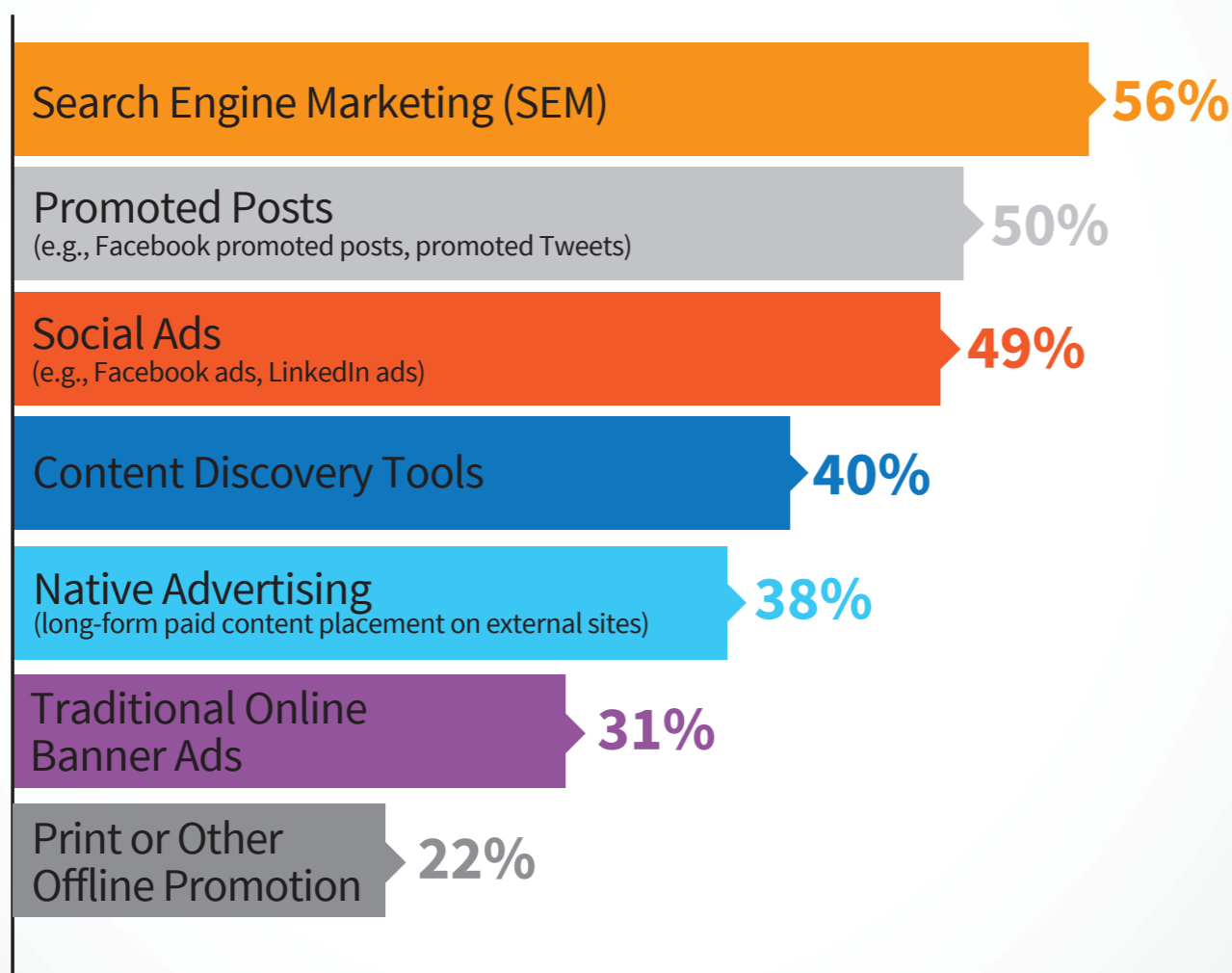
Which paid advertising methods does your organization use to promote/distribute content?

75% USE SEM

- Like last year:
- Technology marketers use an average of four paid methods to promote/distribute content
 - SEM is the most often used method (75% last year and this year)

The other percentages shown on the accompanying chart are similar to those reported last year, with one exception: the use of promoted posts increased from 50% last year to 58% this year.

Technology Marketers' Effectiveness Ratings for Paid Advertising Methods



Note: Percentages comprise marketers who rated each paid advertising method as 4 or 5 on a 5-point scale where 5 = "Very Effective" and 1 = "Not at All Effective."

2016 B2B Technology Trends, North America: Content Marketing Institute/MarketingProfs

How effective are the paid advertising methods your organization uses to promote/distribute content?

56%

SAY SEM IS EFFECTIVE

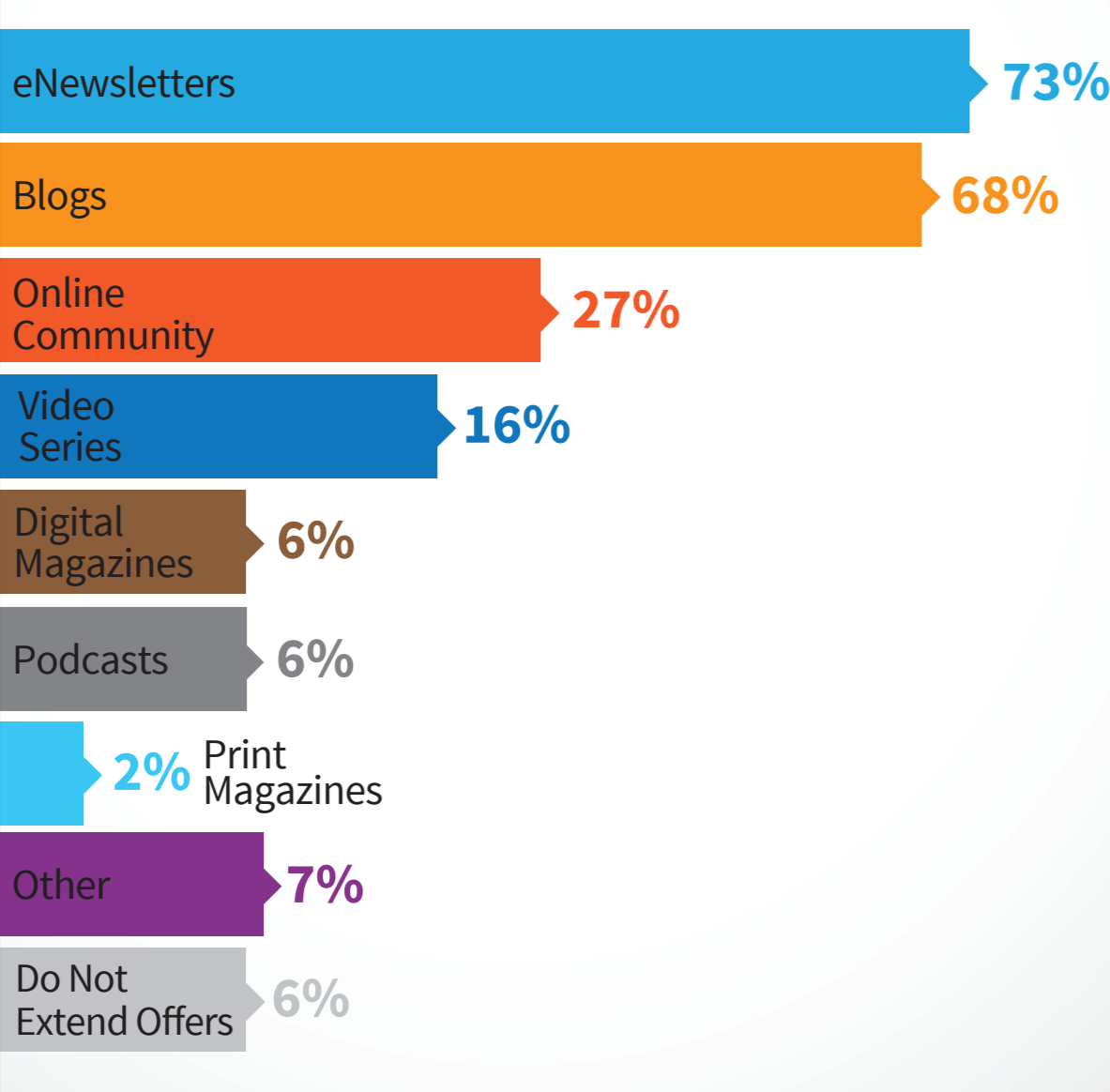
Technology marketers reported greater effectiveness this year with all of the paid methods of content promotion/distribution shown on the accompanying chart, except for native advertising, which stayed the same.

Like last year, search engine marketing (SEM) was said to be most effective (48% last year vs. 56% this year).

The greatest increase was for social ads (38% last year vs. 49% this year). As for the others:

- Promoted posts increased from 40% to 50%
- Content discovery tools increased from 33% to 40%
- Traditional online banners ads increased from 23% to 31%
- Print or other offline promotion increased from 18% to 22%

Content Offers
Technology Marketers Ask
Audience to Subscribe to



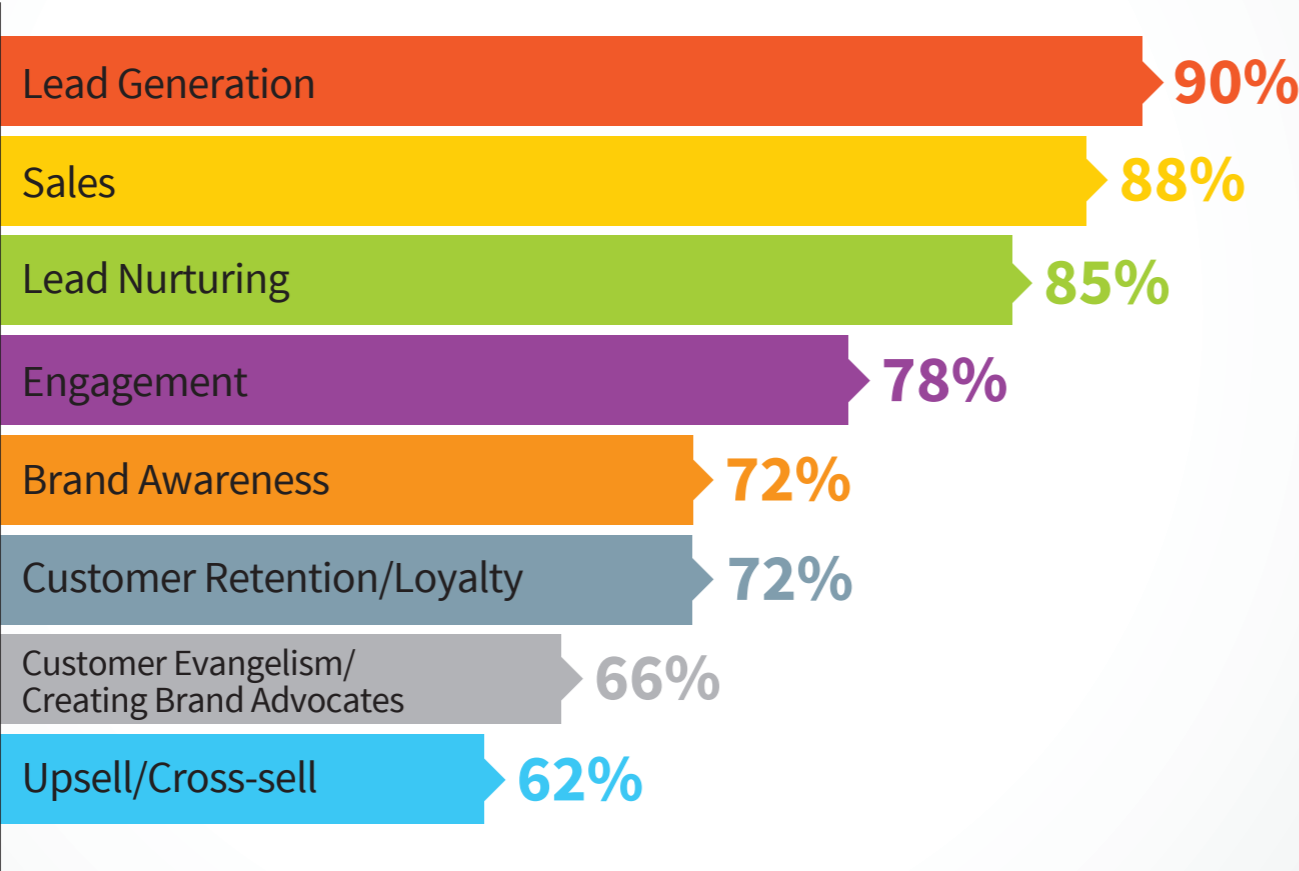
2016 B2B Technology Trends, North America: Content Marketing Institute/MarketingProfs

Which content offers does
your organization ask its
audience to subscribe to?

73% SAY eNEWSLETTERS

This was a new question this year. Across all groups studied, the majority of marketers focus primarily on eNewsletters and blogs in order to generate subscribers.

Technology Marketers’ Organizational Goals for Content Marketing



Note: Percentages comprise marketers who rated each goal a 4 or 5 on a 5-point scale where 5 = “Very Important” and 1 = “Not at All Important.”

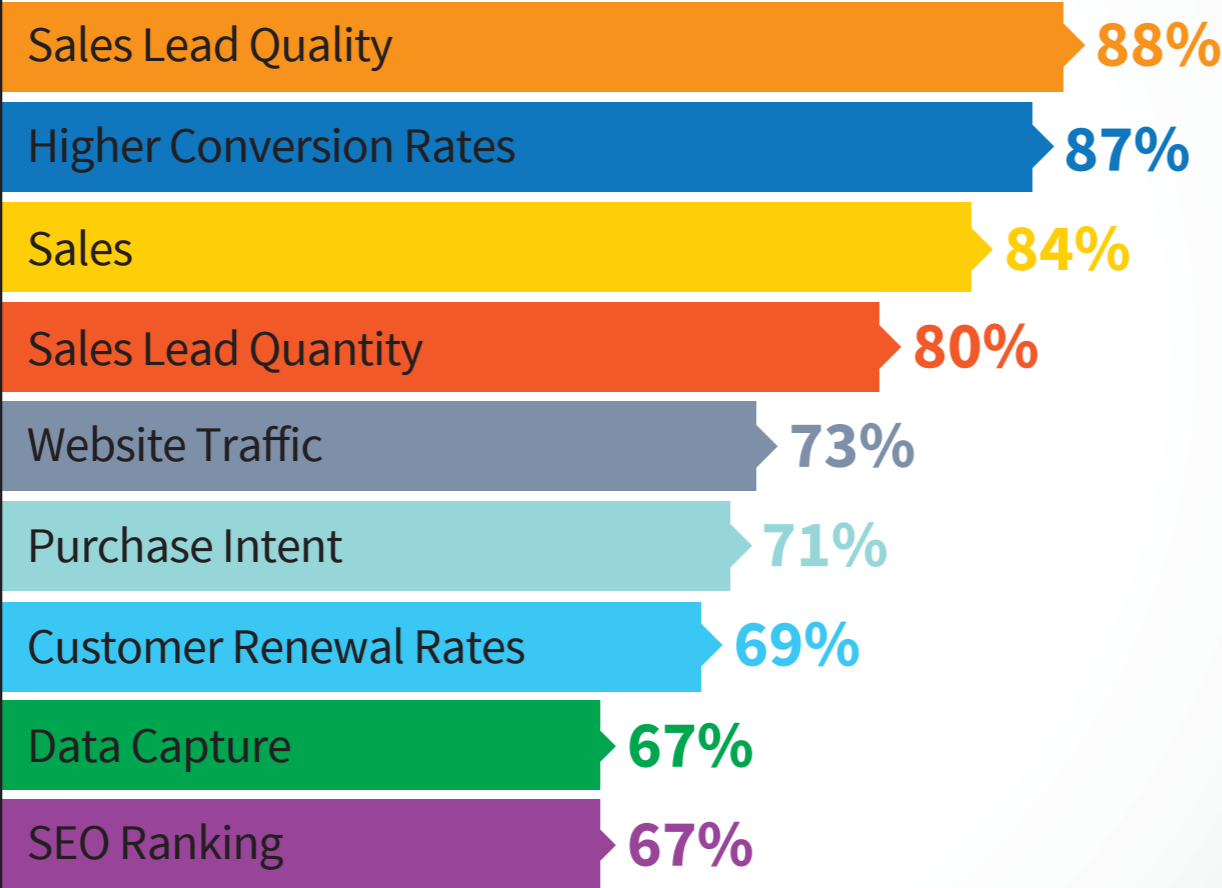
2016 B2B Technology Trends, North America: Content Marketing Institute/MarketingProfs

How important will each of these content marketing goals be to your organization in the next 12 months?

90% SAY LEAD GENERATION IS AN IMPORTANT GOAL

The most effective technology marketers place more importance on every content marketing goal shown here when compared with the overall sample.

Important Metrics That
Technology Content
Marketers Use



Note: Percentages comprise marketers who rated each metric a 4 or 5 on a 5-point scale where 5 = “Very Important” and 1 = “Not at All Important.”

2016 B2B Technology Trends, North America: Content Marketing Institute/MarketingProfs

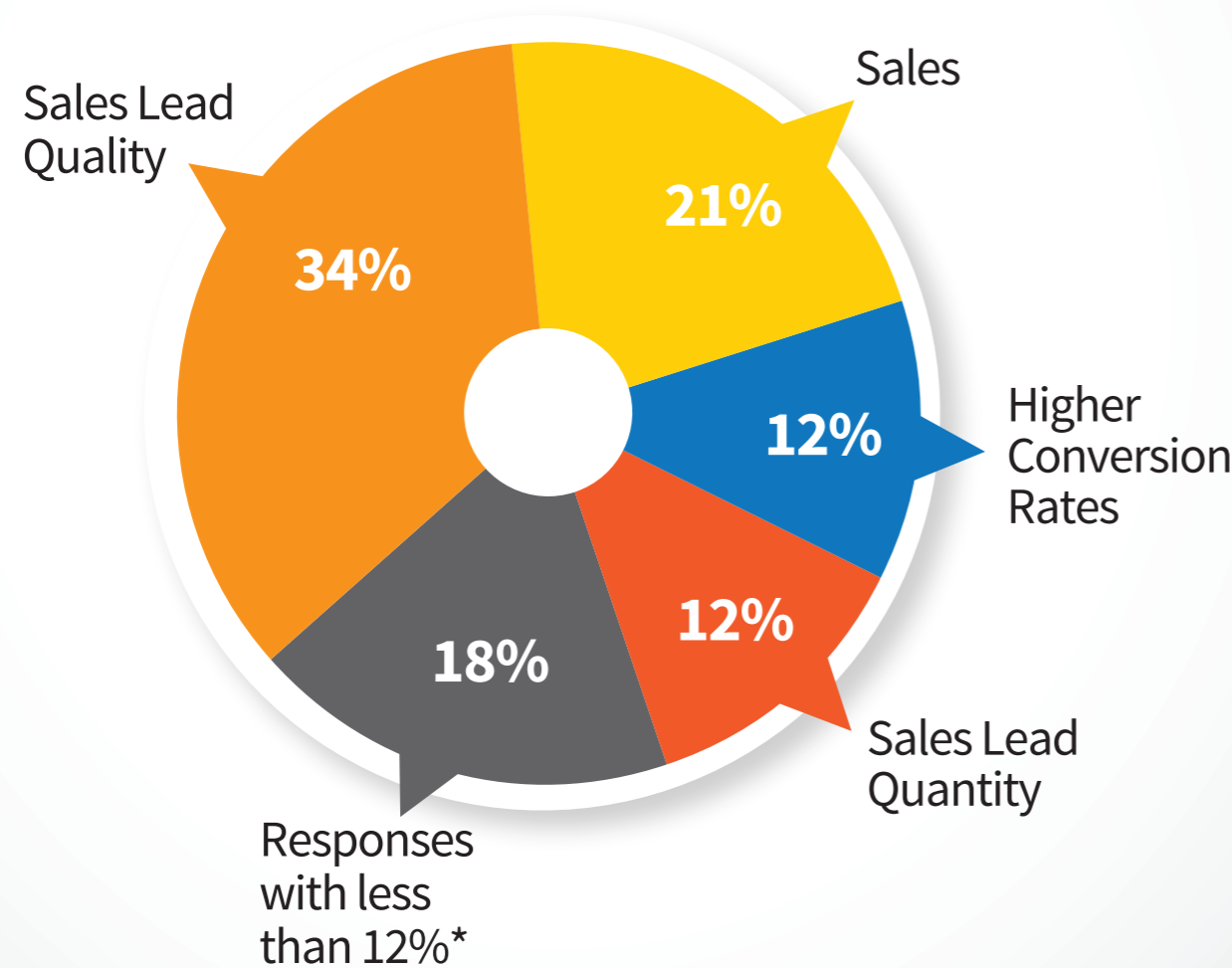
How important are
the following metrics
your organization uses?

88% SAY SALES LEAD
QUALITY IS AN
IMPORTANT METRIC

Regardless of how effective they are at content marketing, technology marketers consistently cite sales lead quality, higher conversion rates, and sales as the top three most important metrics they use to measure the effectiveness or success of their content marketing efforts.

Note: Additional metrics with importance ratings include: Brand Lift (64%), Subscriber Growth (60%), Inbound Links (57%), Qualitative Feedback from Customers (57%), Time Spent on Website (56%), Social Media Sharing (53%), and Cost Savings (35%).

The Most Important Metric That Technology Content Marketers Use



2016 B2B Technology Trends, North America: Content Marketing Institute/MarketingProfs

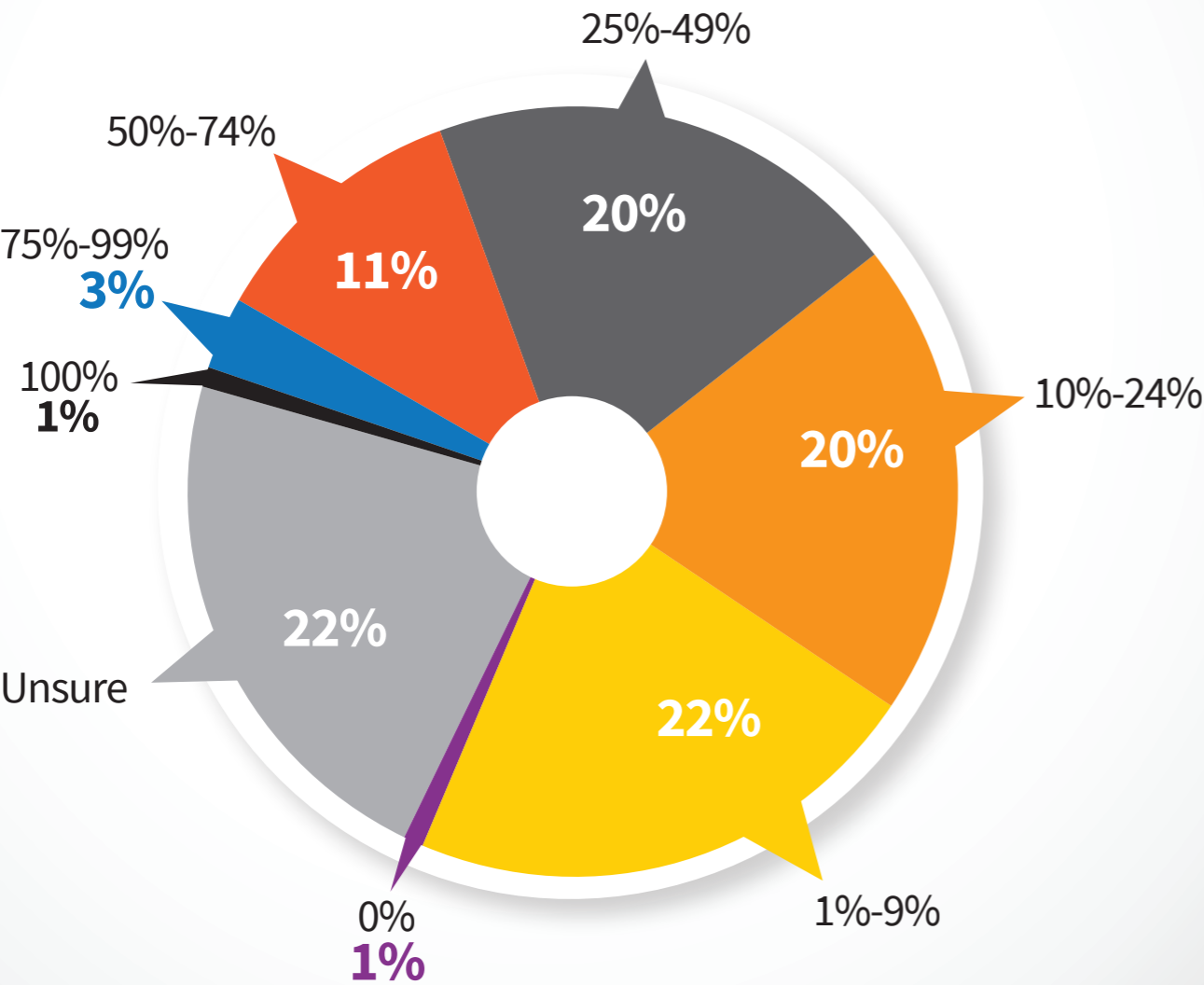
What is THE MOST important metric your organization uses?

34% SAY SALES LEAD QUALITY

Many technology marketers, regardless of company size, effectiveness, or content marketing maturity level, say sales lead quality is the most important metric. A notable exception is technology marketers who lack any type of content marketing strategy; that group cites sales as its most important goal (37%), followed by sales lead quality (11%).

**Responses with less than 12% include: Website Traffic (3%), Brand Lift (3%), SEO Ranking (2%), Subscriber Growth (2%), Customer Renewal Rates (1%), Purchase Intent (1%), Inbound Links (1%), Time Spent on Website (1%), Data Capture (1%), Qualitative Feedback from Customers (1%), Social Media Sharing (1%), and Other (1%).*

Percentage of Total Marketing Budget
Technology Marketers Spend on
Content Marketing



2016 B2B Technology 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?

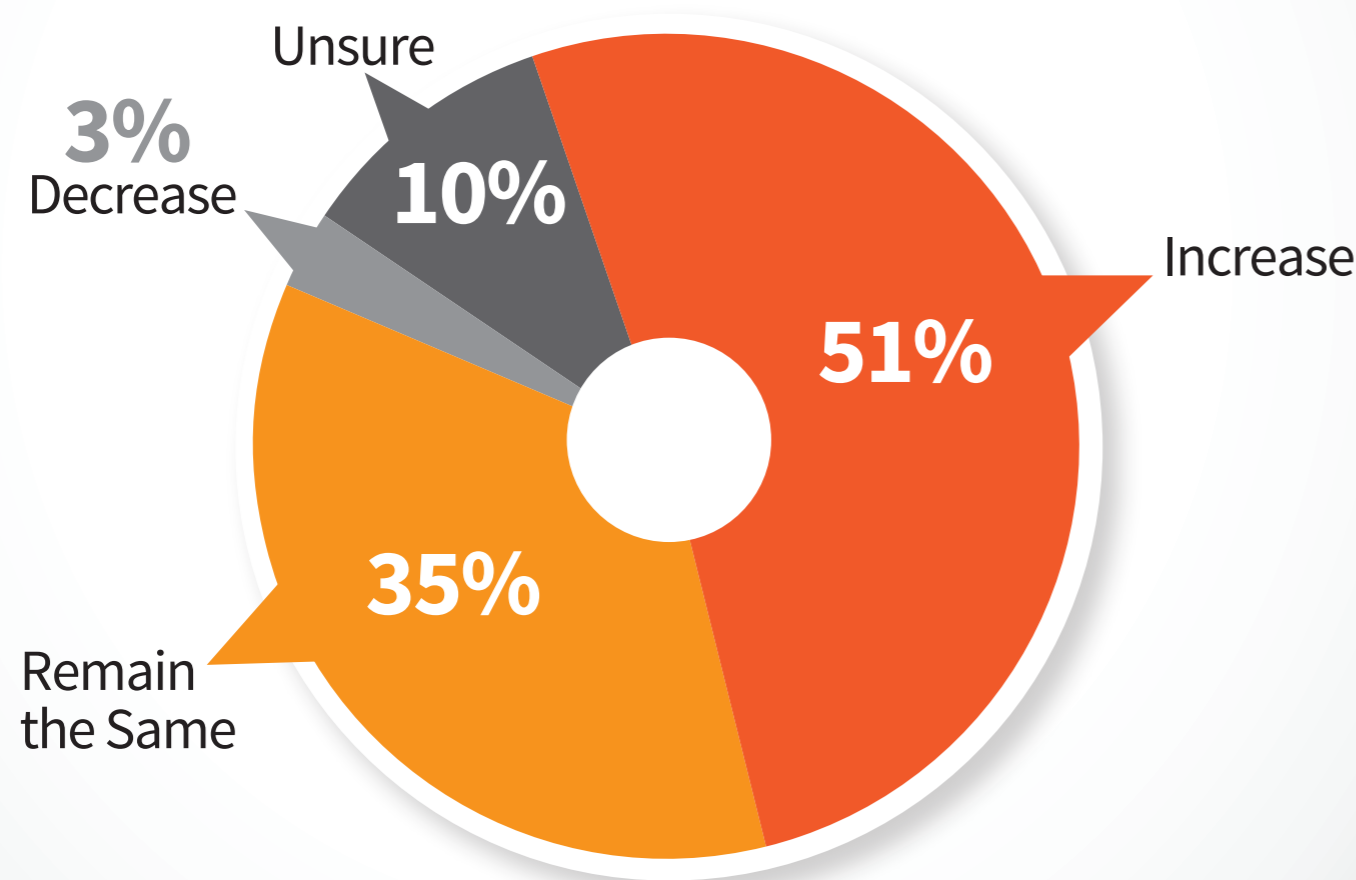
29% IS THE AVERAGE

Last year, technology marketers allocated 25% of their total budget, on average, to content marketing.

The most effective technology marketers allocate 37%, on average (up from 36% last year), whereas the least effective allocate 18% (up from 15% last year).

Technology marketers whose organizations are sophisticated/mature, in terms of content marketing maturity level, allocate the most (38%, on average).

Content Marketing Spending
Among Technology Marketers
(Over Next 12 Months)



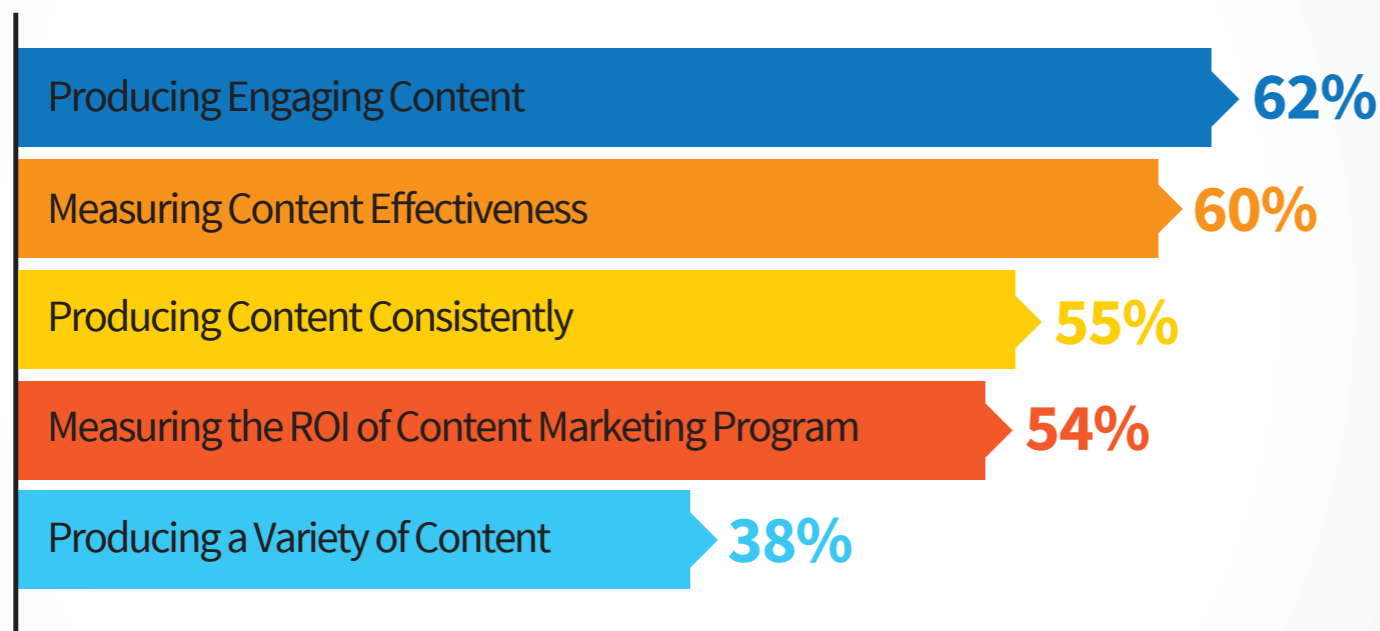
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How do you expect
your organization’s content
marketing budget to change
in the next 12 months?

51% SAY THEY WILL
INCREASE SPENDING

51% of technology marketers plan to increase their content marketing spending during the next 12 months. Last year, 56% said they would increase spending.

Top Five Challenges for Technology Content Marketers



Note: Other challenges from the list (aided) include: Lack of Budget (36%), Lack of Integration Across Marketing (25%), Gaps in Knowledge and Skills of Internal Team (25%), Finding/Training Skilled Content Marketing Professionals/Content Creators (23%), Understanding/Choosing Technologies Needed (20%), Implementing the Technology Already in Place (17%), and Lack of Buy-In/Vision from Higher-Ups Inside Our Organization (14%).

2016 B2B Technology Trends, North America: Content Marketing Institute/MarketingProfs

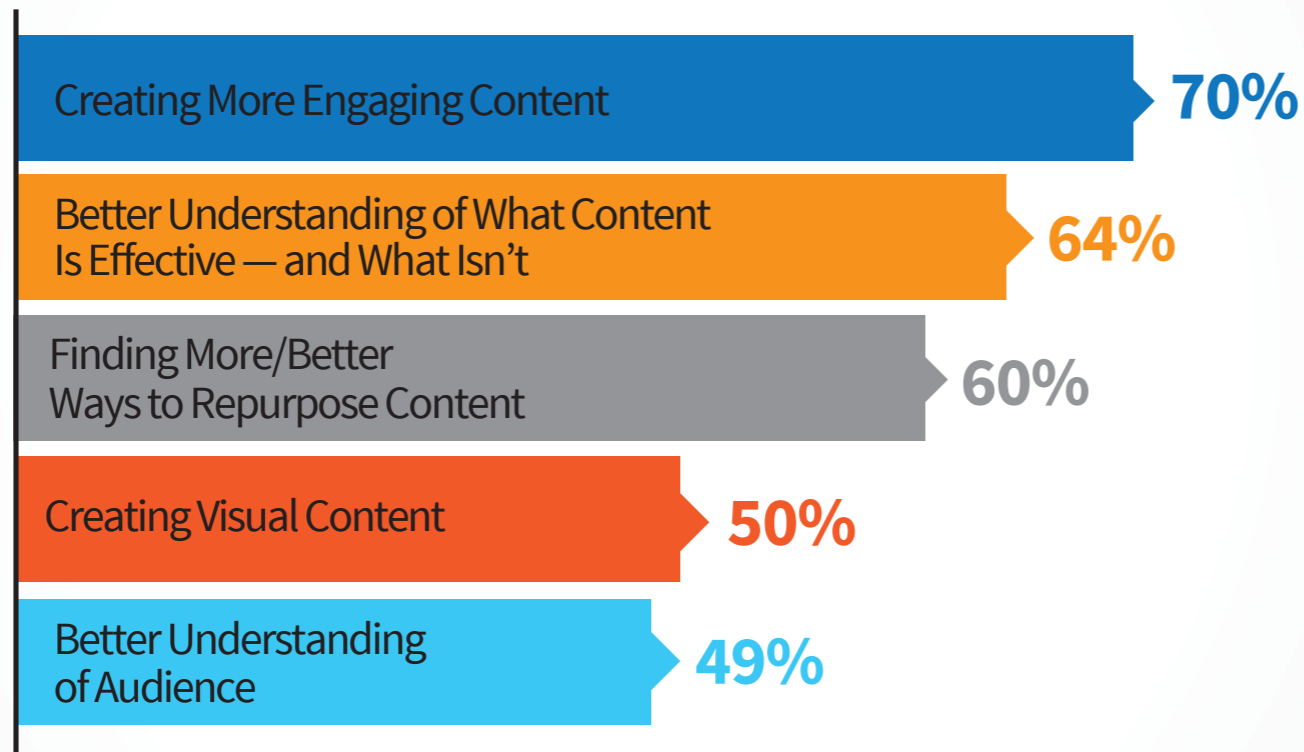
What are your organization's top five content marketing challenges this year?

62%

SAY PRODUCING ENGAGING CONTENT

The challenges that technology marketers face are similar to those experienced by all B2B marketers. Like their B2B peers overall, technology marketers cite producing engaging content as their top challenge.

Top Five Priorities for Technology Content Creators



Note: Other priorities from the list (aided) include: Becoming Better Storytellers (43%), Content Optimization (37%), Content Personalization (23%), Content Curation (20%), Becoming Stronger Writers (18%), and Other Priorities (4%).

2016 B2B Technology Trends, North America: Content Marketing Institute/MarketingProfs

What are the top five priorities that your organization's internal content creators will focus on this year?

70% SAY CREATING MORE ENGAGING CONTENT

Technology marketers, like B2B marketers overall, cite creating more engaging content as their top priority for content creators. Their other priorities closely match those cited by B2B marketers overall.

COMPARISON CHART

Most Effective vs. Least Effective Technology Content Marketers

	MOST EFFECTIVE	AVERAGE/ OVERALL	LEAST EFFECTIVE
Organization is clear on what an effective or successful content marketing program looks like	74%	45%	21%
Describes organization as sophisticated/mature	71%	33%	1%
Meets daily or weekly to discuss content marketing program	64%	48%	31%
Finds meetings extremely or very valuable	80%	58%	45%
Has a documented content marketing strategy	57%	36%	10%
Has a documented editorial mission statement	44%	28%	16%
Average number of tactics used	16	14	13
Average number of social media platforms used	7	6	5
Average number of paid advertising methods used	4	4	3
Average percentage of total marketing budget spent on content marketing	37%	29%	18%
Plans to increase content marketing budget in next 12 months	46%	51%	60%

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 their organization a 1 or 2 are “least effective.” The numbers under “average/overall” represent total respondents.

2016 B2B Technology Trends, North America: Content Marketing Institute/MarketingProfs

Differences Between B2B Technology Content Marketers and B2B Content Marketers Overall

	TECHNOLOGY MARKETERS	OVERALL SAMPLE OF B2B MARKETERS*
Considers organization to be effective at content marketing	30%	30%
Organization is clear on what an effective or successful content marketing program looks like	45%	44%
Describes organization as sophisticated/mature	33%	32%
Meets daily or weekly to discuss content marketing program	48%	44%
Finds meetings extremely or very valuable	58%	54%
Has a documented content marketing strategy	36%	32%
Has a documented editorial mission statement	28%	28%
Average number of content marketing tactics used	14	13
Average number of social media platforms used	6	6
Average number of paid advertising methods used	4	3
Percentage of total marketing budget spent on content marketing (average)	29%	28%
Plans to increase content marketing budget in next 12 months	51%	51%

*As reported in *B2B Content Marketing 2016: Benchmarks, Budgets, and Trends—North America*.

2016 B2B Technology Trends, North America: Content Marketing Institute/MarketingProfs

DEMOGRAPHICS

B2B Technology Content Marketing 2016: Benchmarks, Budgets, and Trends—North America was produced by **Content Marketing Institute** and sponsored by **International Data Group (IDG)**.

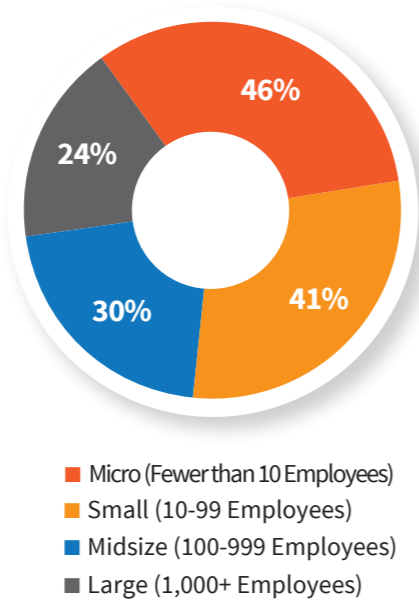
The sixth annual content marketing survey, from which the results of this report were generated, was mailed electronically to a sample of marketers using lists from Content Marketing Institute, MarketingProfs, the Association for Data-driven Marketing and Advertising (ADMA), the Business Marketing Association (BMA), Blackbaud, *Industry Week*, *New Equipment Digest*, and WTWH Media.

A total of 3,714 recipients from around the globe—representing a full range of industries, functional areas, and company sizes—completed the survey during July and August 2015. This report presents the findings from the 392 respondents who said they were B2B technology marketers in North America.

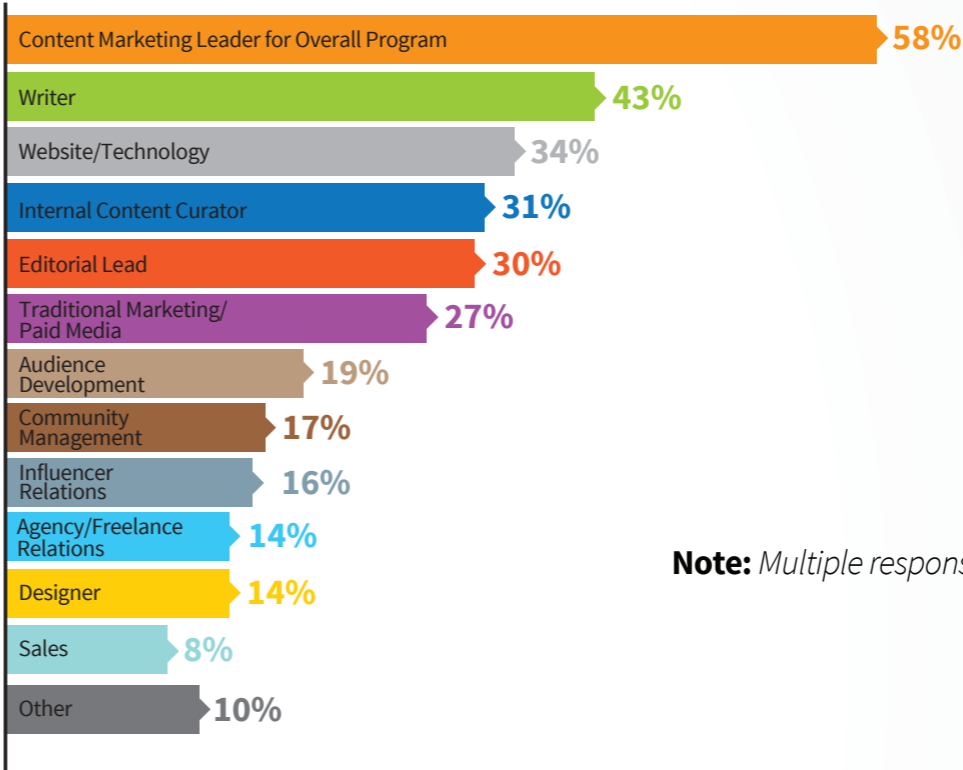
Sections of this report compare the technology respondents with the overall sample of 1,521 B2B marketers from North America, whose responses were previously presented in the Content Marketing Institute/MarketingProfs report, *B2B Content Marketing 2016: Benchmarks, Budgets, and Trends—North America*.

Additional reports based on the annual survey are available at www.contentmarketinginstitute.com/research. Special thanks to MarketingProfs for their assistance with the annual survey and the B2B North America and B2C North America reports.

Size of Technology Company
(by Employees)



Technology Content Marketing Roles



Note: Multiple responses permitted.

Thanks to all the survey respondents and survey distribution partners who made this study possible.

About Content Marketing Institute (CMI)

Content Marketing Institute is the leading global content marketing education and training organization, teaching 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, and the **Intelligent Content Conference** event is held every spring. CMI 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 2012-2015 Inc. 500/5000 company. Watch this [video](#) to learn more about CMI. View all CMI research at www.contentmarketinginstitute.com/research.

To learn more about content marketing for technology marketers, attend a full-day **Industry Lab** at Content Marketing World on September 9, 2016.

About International Data Group (IDG)

IDG connects the world of tech buyers with insights, intent and engagement. IDG is the world's leading media, data and marketing services company that activates and engages the most influential technology buyers. Our premium brands, including CIO®, Computerworld®, PCWorld® and MacWorld®, engage the most powerful audience of technology buyers providing essential guidance on the evolving technology landscape. Our global data intelligence platform activates purchasing intent, powering our clients' success.

IDG Marketing Services creates custom content with marketing impact across video, mobile, social and digital. We execute complex campaigns that fulfill marketers' global ambitions seamlessly with consistency that delivers results and wins awards.