2017

TECHNOLOGY
CONTENT MARKETING
Benchmarks, Budgets, and Trends—North America

CM CONTENT MARKETING INSTITUTE™

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WELCOME

Hello Technology Marketers,

Welcome to our annual report on the content marketing practices of technology marketers. This report focuses on the North American technology marketers who participated in our seventh annual content marketing survey.

New for this year, we asked technology marketers about their success with content marketing:

- 24% said their organization's overall approach to content marketing is "extremely" or "very" successful

- 64% said that compared with one year ago, their organizations are "much more" or "somewhat more" successful with content marketing

- 92% of those reporting increased success attributed that success to doing a better job with content creation.

Seventy-four percent said their organization always or frequently prioritizes delivering content quality over content quantity. That stat is even higher (92%) among the top-performing technology marketers (see the chart on page 4 for our definition of a "top performer").

Read on for more insights into how your peers are approaching their content marketing—and where they are heading over the next 12 months.

Yours in content,
Joe

Joe Pulizzi
Founder
Content Marketing Institute

This Year's Technology Content Marketing Top Performers At-A-Glance

	Most Successful*	All Respondents	Least Successful*
Organization is clear on what an effective or successful content marketing program looks like	82%	41%	7%
Organization is extremely/very committed to content marketing	95%	69%	35%
Describes organization as sophisticated/mature	68%	31%	0%
Has a documented content marketing strategy	68%	42%	15%
Content marketing strategy is extremely/very effective	86%	38%	0%
Measures content marketing ROI	91%	76%	58%
Percentage of total marketing budget allocated to content marketing (average)	38%	28%	15%
Always/frequently delivers content consistently	93%	62%	35%
Always/frequently prioritizes delivering content quality over content quantity	92%	74%	45%
Agrees that organization is realistic about what content marketing can achieve	91%	67%	34%
Agrees that leadership team gives ample time to produce content marketing results	81%	51%	20%
Always/frequently prioritizes providing right content to right person at right time	78%	49%	24%

*Chart term definitions: A top performer (aka "most successful") is one who characterizes his or her organization's overall content marketing approach as extremely or very successful. The "least successful" characterize their organization's approach as minimally or not at all successful.

2017 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

USAGE & TEAM ORGANIZATION

31%

Are in the sophisticated/mature phase of content marketing maturity

46%

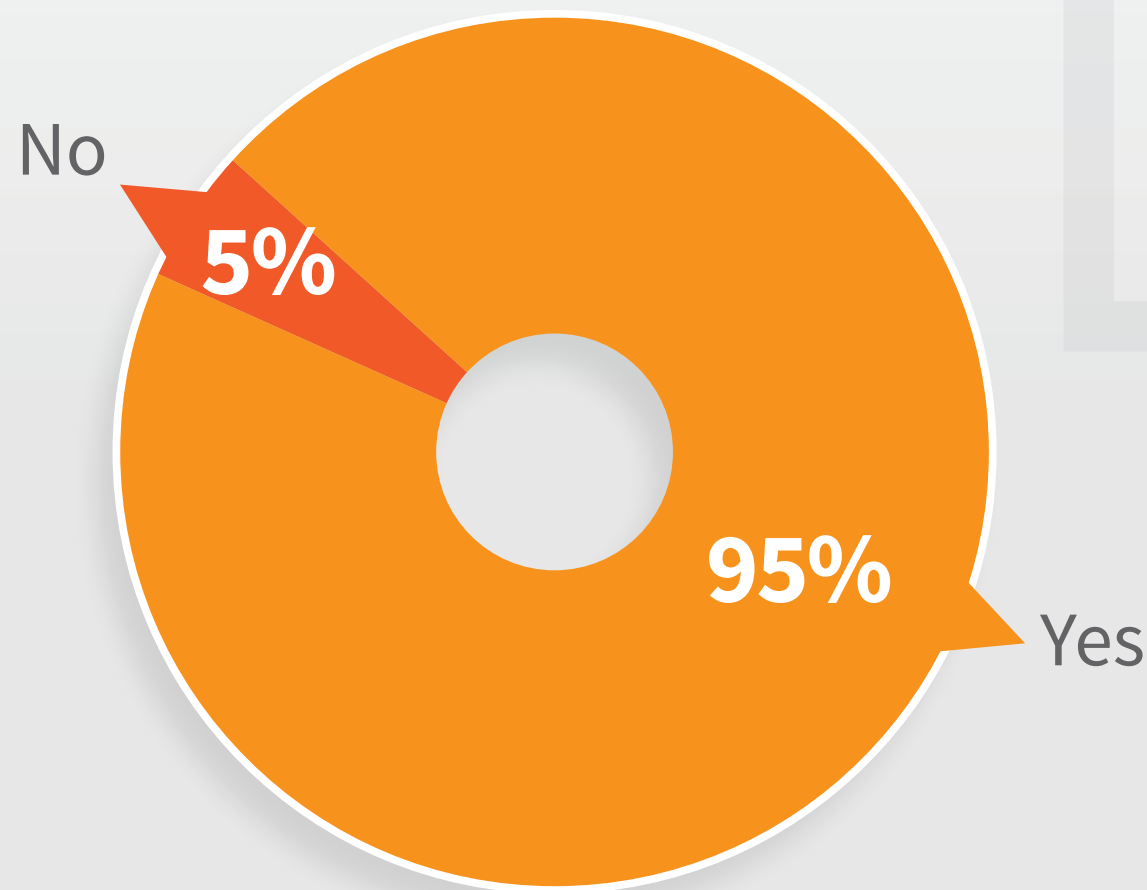**Have small content marketing teams serving the entire organization**

50%

Have experienced management changes that have had a positive impact on the organization's content marketing

Does your organization use content marketing?

Percentage of Technology Marketers Using Content Marketing

No

5%

95%

Yes

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."

Note: Of the nonusers, 64% said they plan to launch a content marketing effort within 12 months; 36% had no immediate plans to begin using content marketing; and none had used content marketing in the past, but stopped.

Base = Technology marketers.

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

How Technology Marketers Assess Their Organization's Content Marketing Maturity Level
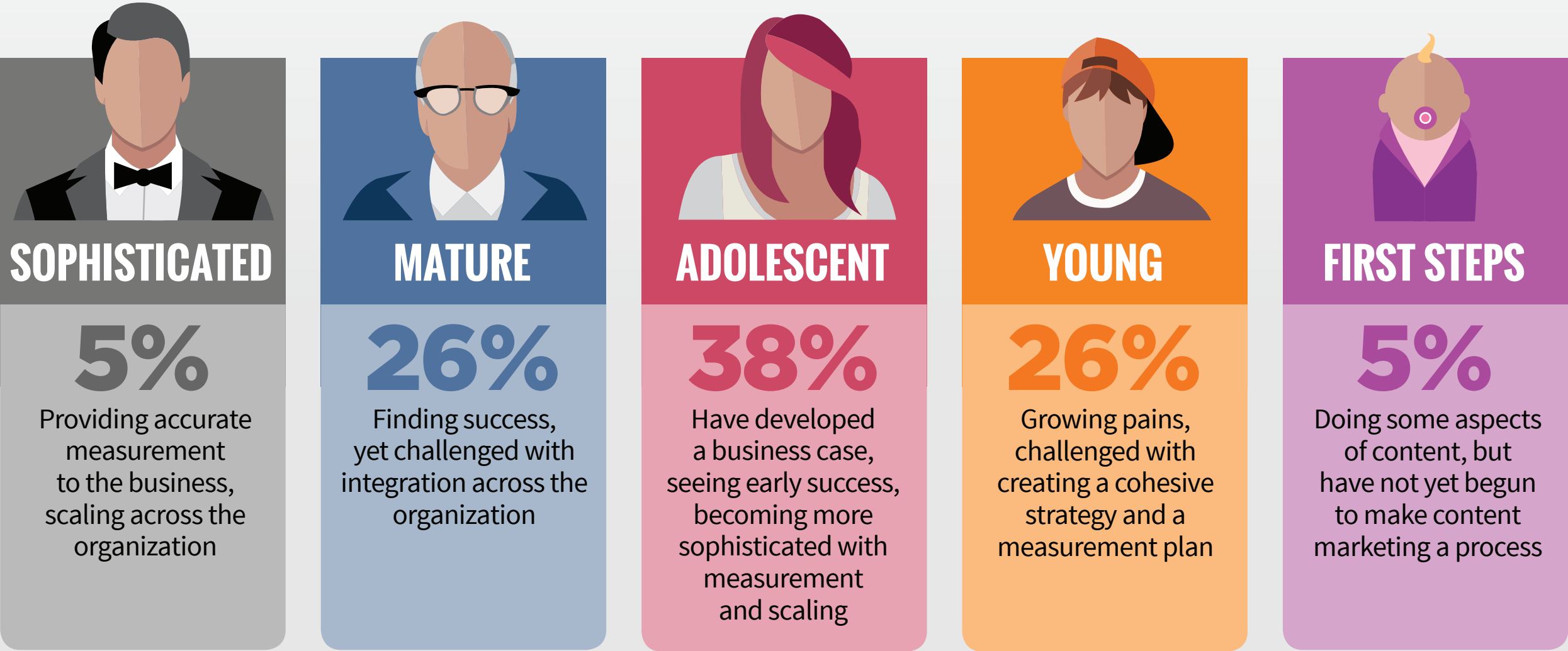
SOPHISTICATED	MATURE	ADOLESCENT	YOUNG	FIRST STEPS
5%	**26%**	**38%**	**26%**	**5%**
Providing accurate measurement to the business, scaling across the organization	Finding success, yet challenged with integration across the organization	Have developed a business case, seeing early success, becoming more sophisticated with measurement and scaling	Growing pains, challenged with creating a cohesive strategy and a measurement plan	Doing some aspects of content, but have not yet begun to make content marketing a process

2017 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Technology content marketers; aided list.

How is content marketing structured within your organization?

Technology Content Marketing Organizational Structure

Centralized content marketing group that works with multiple brands/product lines throughout the organization — **26%**

Each brand (product line/property) has its own content marketing team — **9%**

Both: A centralized group as well as individual teams throughout the organization — **17%**

Small (or one-person) marketing/ content marketing team serves the entire organization — **46%**
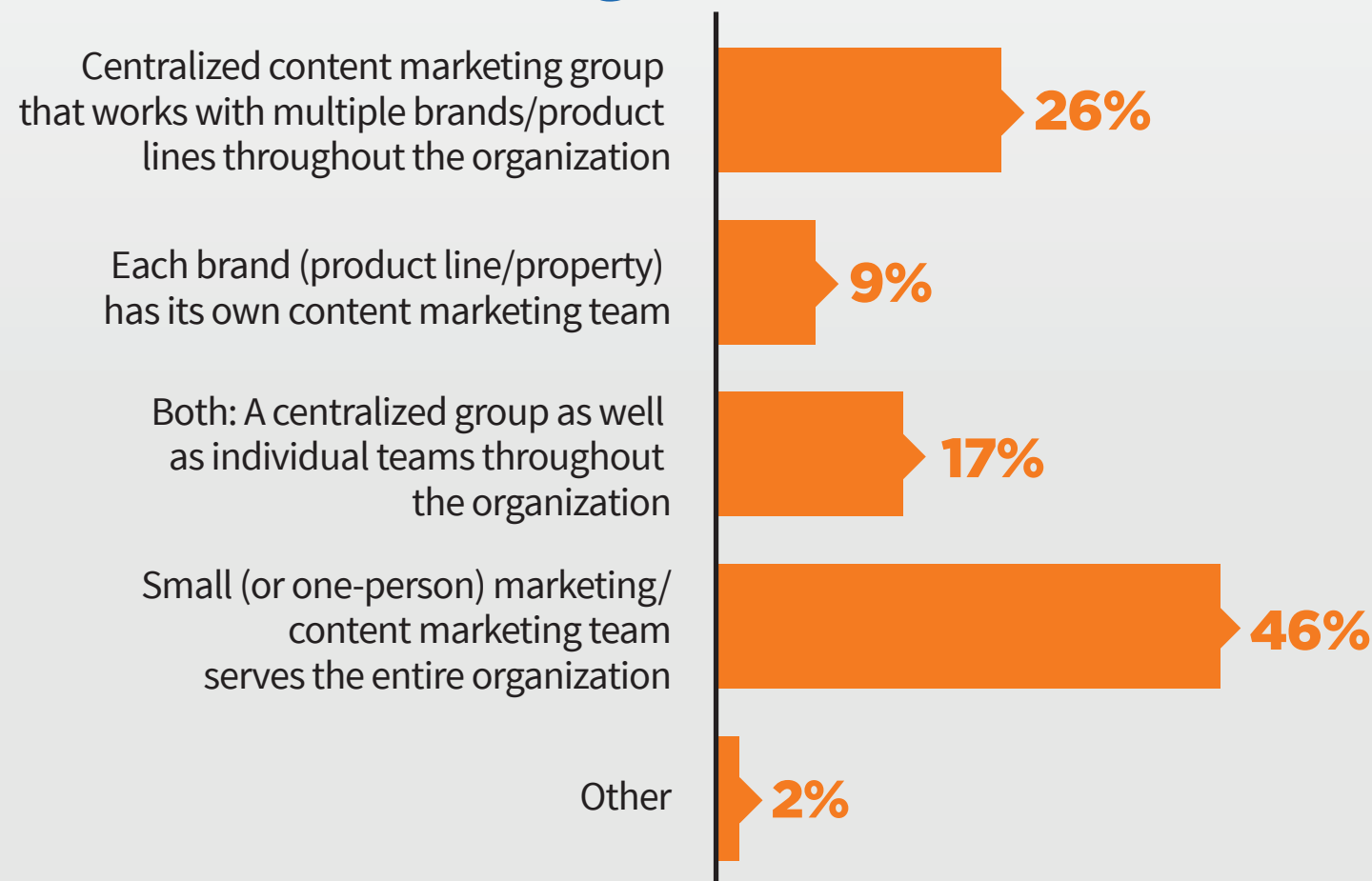
Other — **2%**

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Base = Technology content marketers; aided list.

Has your organization undergone any management and/or structural changes over the last 12 months that have impacted your content marketing approach?

Technology Management
Changes Impacting Content Marketing

Yes, had a positive impact

50%

Yes, had a negative impact

13%

37%

No changes

Base = Technology content marketers; aided list.

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CLARITY, COMMITMENT & OVERALL SUCCESS

69%
Are extremely or very committed to content marketing

24%
Are extremely or very successful with their overall approach to content marketing

64%
Are much more or somewhat more successful with content marketing than they were one year ago

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

Percentage of Technology Marketers Whose Organizations Have Clarity on Content Marketing Success
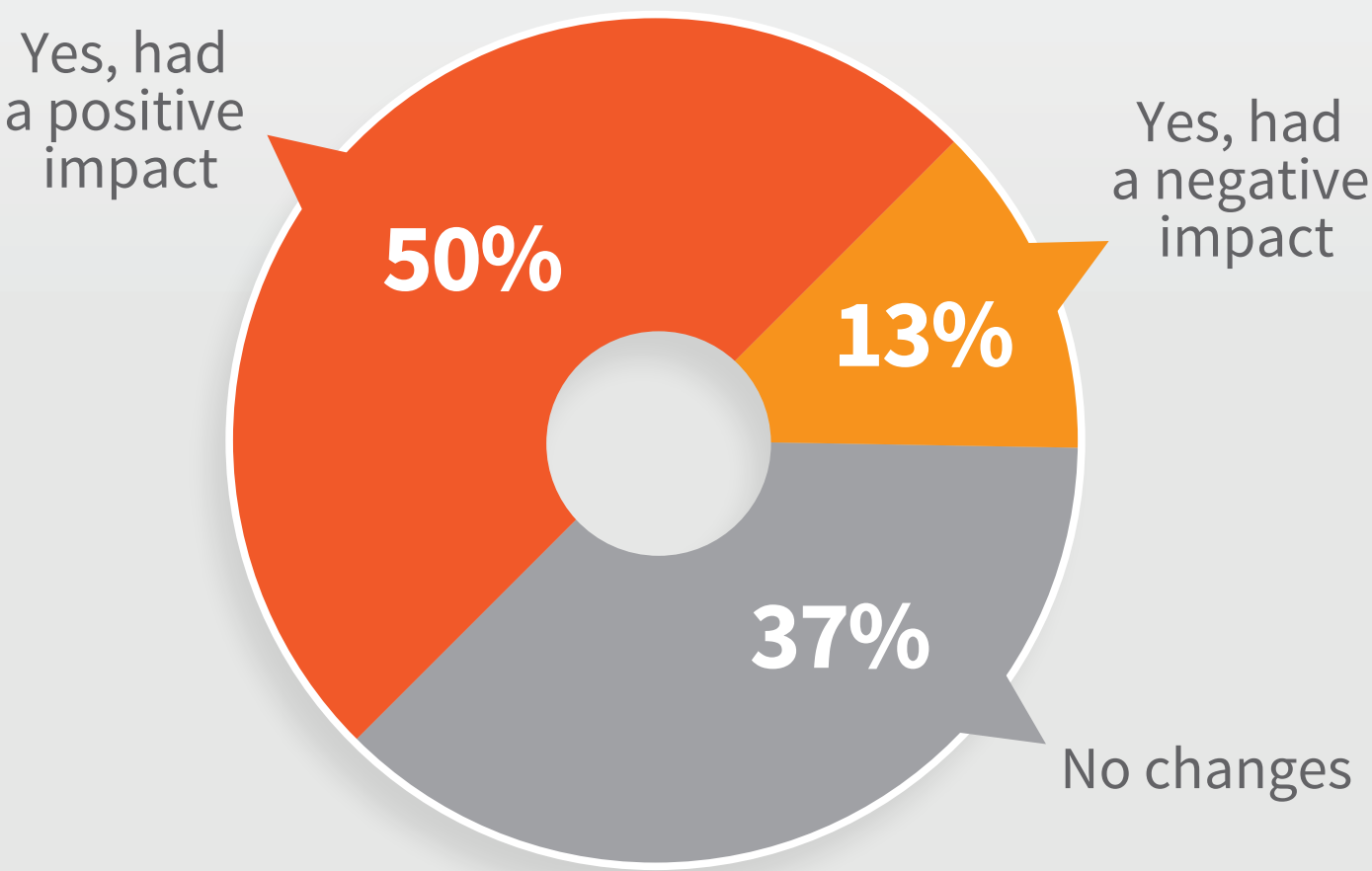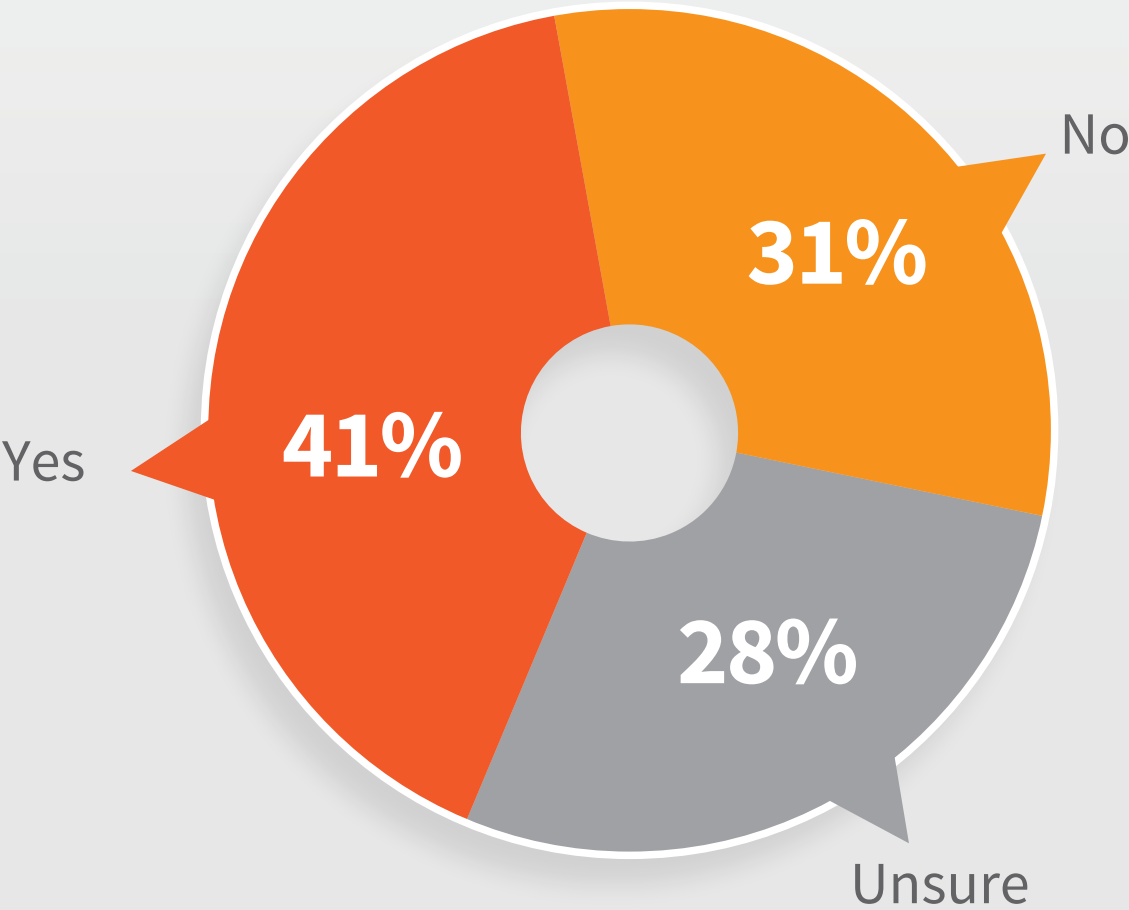
No
31%

Yes
41%

28%
Unsure

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Base = Technology content marketers; aided list.

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How would you characterize the success of your organization's current overall content marketing approach?

How Technology Marketers Rate the Success of Their Organization's Overall Content Marketing Approach

Very Successful

19%

Extremely Successful

5%

1%
Not At All Successful

55%
Moderately Successful

20%

Minimally Successful

Note: The survey defined success as achieving your organization's desired/targeted results. This report defines the Top 2 respondents (extremely/very) as "most successful" or "top performers," and the Bottom 2 (minimally/not at all) as "least successful."

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Base = Technology content marketers; aided list.

How does the success of your organization's current overall content marketing approach compare with one year ago?

How Technology Marketers Rate Their Organization's Content Marketing Approach Compared With One Year Ago
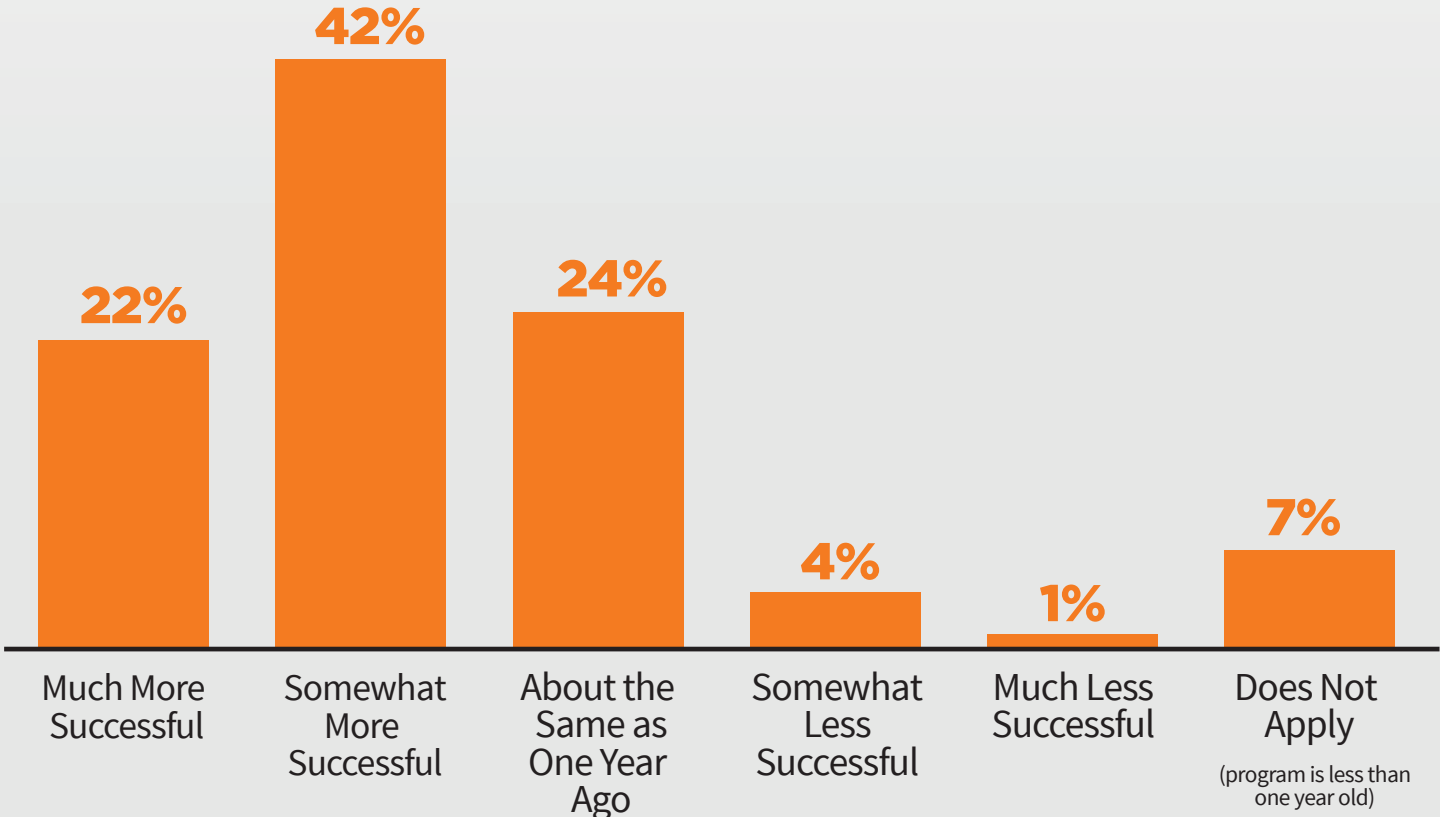
Bar chart values:
- Much More Successful: 22%
- Somewhat More Successful: 42%
- About the Same as One Year Ago: 24%
- Somewhat Less Successful: 4%
- Much Less Successful: 1%
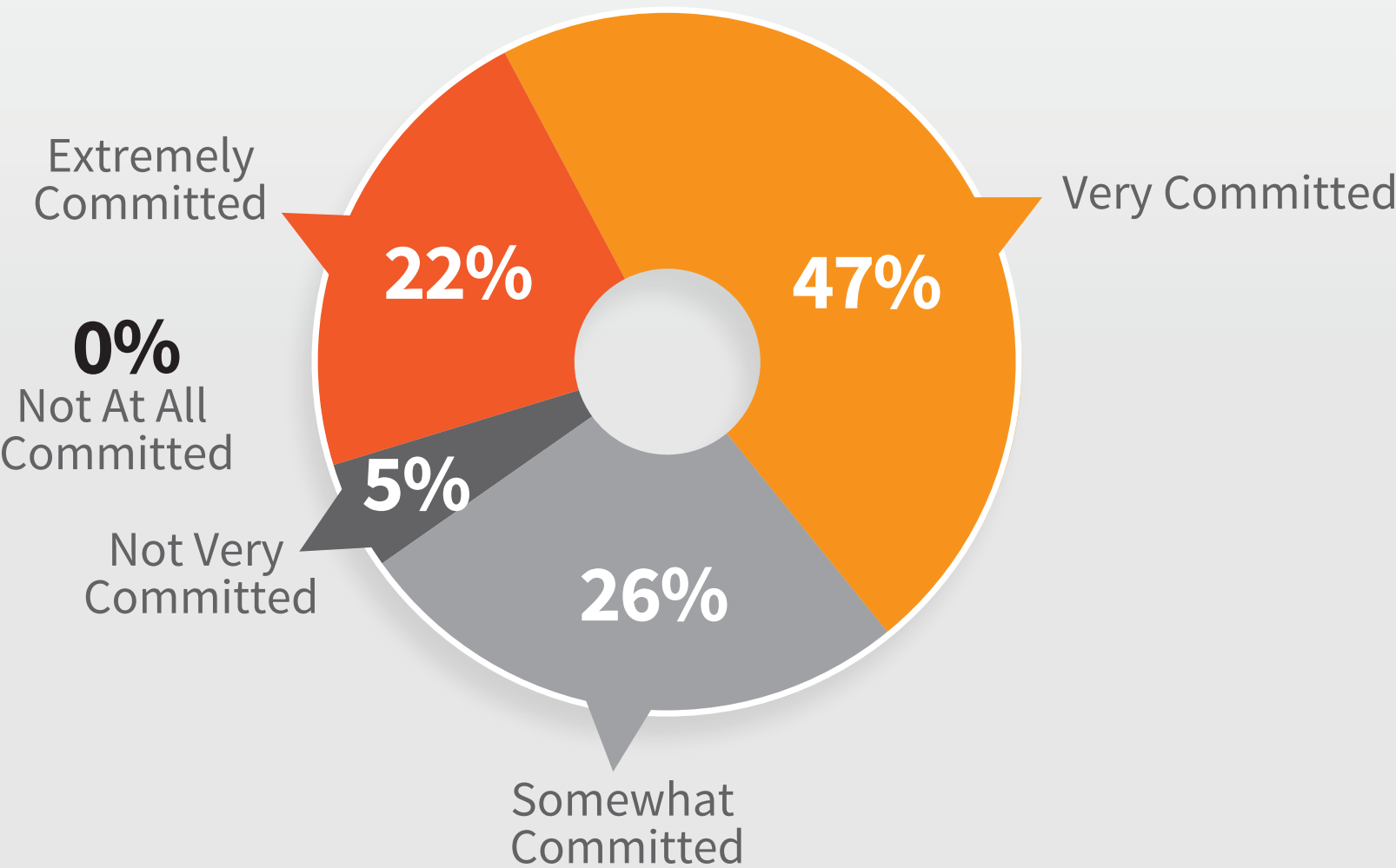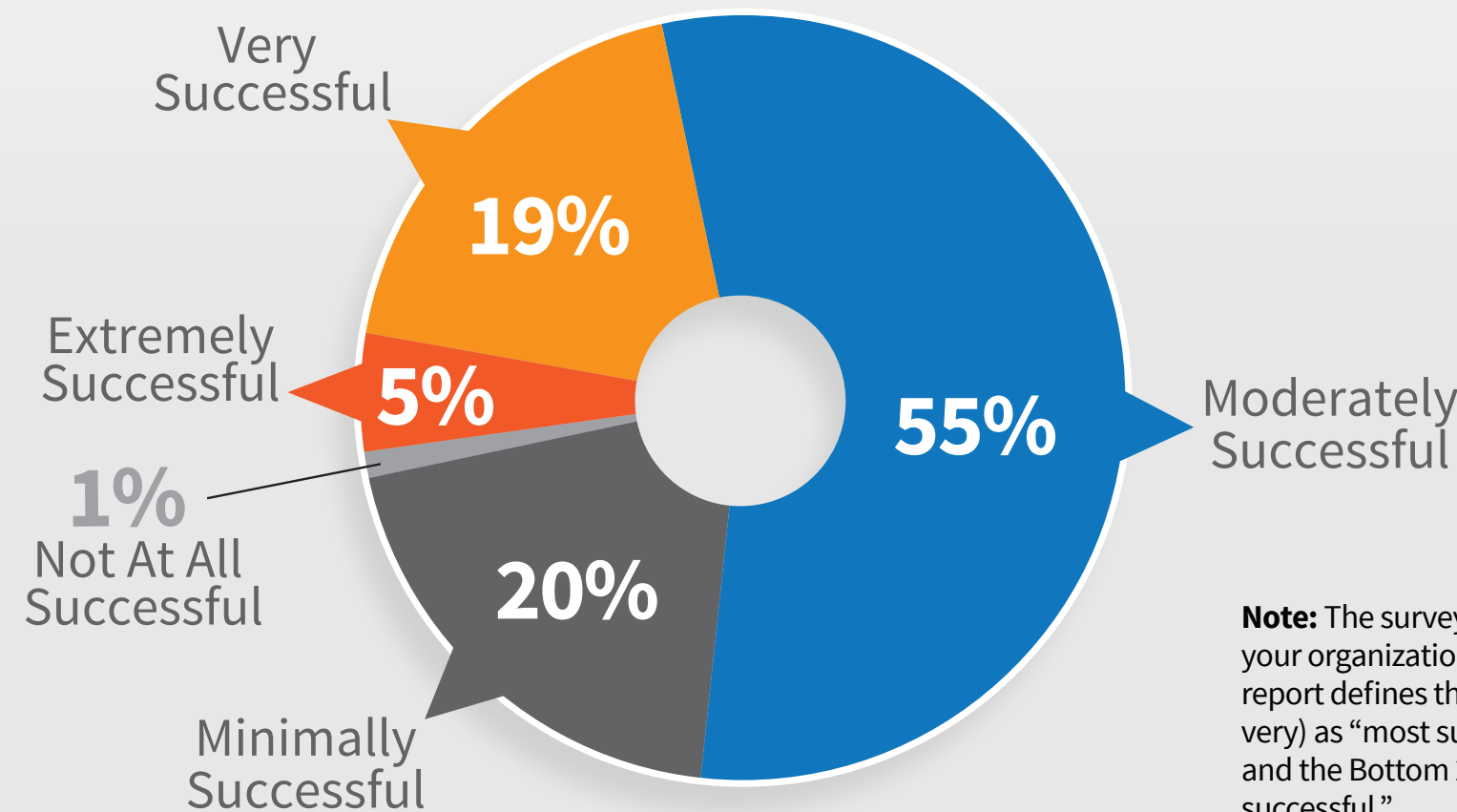- Does Not Apply (program is less than one year old): 7%

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Base = Technology content marketers; aided list.

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To what factors do you attribute your organization's increase in overall success with content marketing?

Factors Contributing to Technology Marketers' Increased Success Over the Last Year

Factor	Percentage
Content Creation (higher quality, more efficient)	92%
Strategy (development or adjustment)	74%
Content Distribution (better targeting, identification of what works)	55%
Content Marketing Has Become a Greater Priority	54%
Management/HR (organizational changes, staffing, new content marketing roles)	49%
Content Measurement (growing in ability to show results)	48%
Spending More Time on Content Marketing	48%

Other reasons cited: More Budget for Content Marketing (33%), Content Marketing Technologies/Tools (29%), We Have Given Our Efforts Time to Bear Fruit and Are Now Getting Results (22%), Content Marketing Training/Education (16%), Changes in Our Target Audience(s) (10%), Assistance of Outside Expertise (9%), and Other (3%).

2017 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

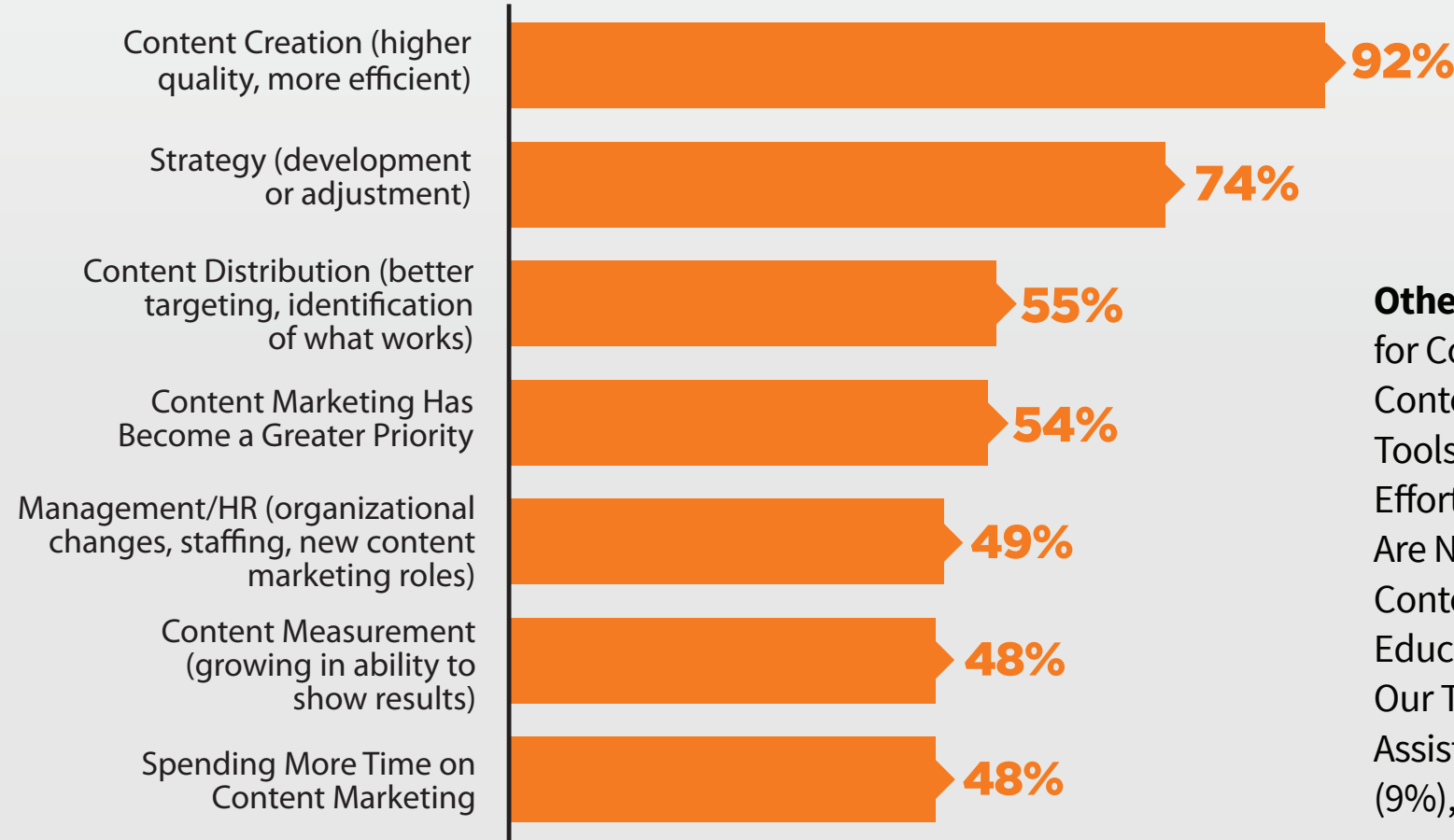*2017 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs*

Base = Technology content marketers who said their organizations' content marketing is much/somewhat more successful than one year ago. Aided list; multiple responses permitted.

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To what factors do you attribute your organization's stagnancy in success with content marketing?

Factors Contributing to Technology Marketers' Stagnant Content Marketing Success Over the Last Year

Factor	Percentage
Strategy Issues (lack of strategy, developing/adjusting strategy)	53%
Content-Creation Challenges	46%
Content Marketing Budget Issues (inadequate budget, budget cuts)	43%
Management/HR (organizational changes, staffing issues)	43%
Content Measurement Challenges	37%
Not Enough Time Devoted to Content Marketing	37%
Content Marketing Technologies/Tools (lack of, or new systems that require a learning curve)	31%
Content Marketing Not Prioritized Highly Enough	28%

Note: Due to the low percentage of technology marketers who said their organization's overall content marketing success is somewhat or much less successful compared with one year ago, this report does not include a chart for "Factors Contributing to Technology Marketers' Decreased Content Marketing Success Over the Last Year."

Other reasons cited: Lack of Content Marketing Training/Education (22%), Our Program Hasn't Had Enough Time to Bear Fruit/Produce Results (21%), Lack of Adequate or Effective Content Distribution (19%), Changes in Our Target Audience(s) (9%), and Other (7%).
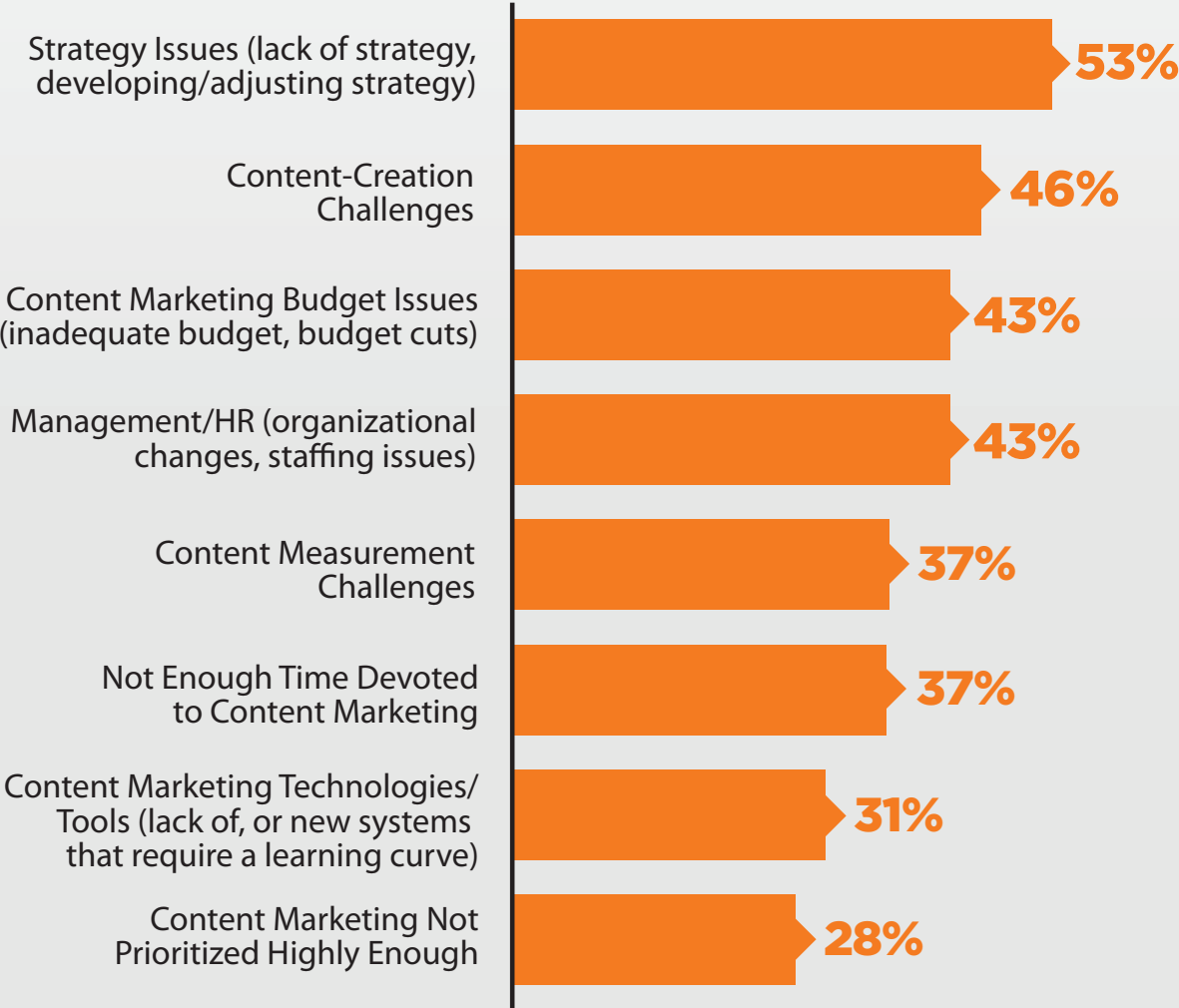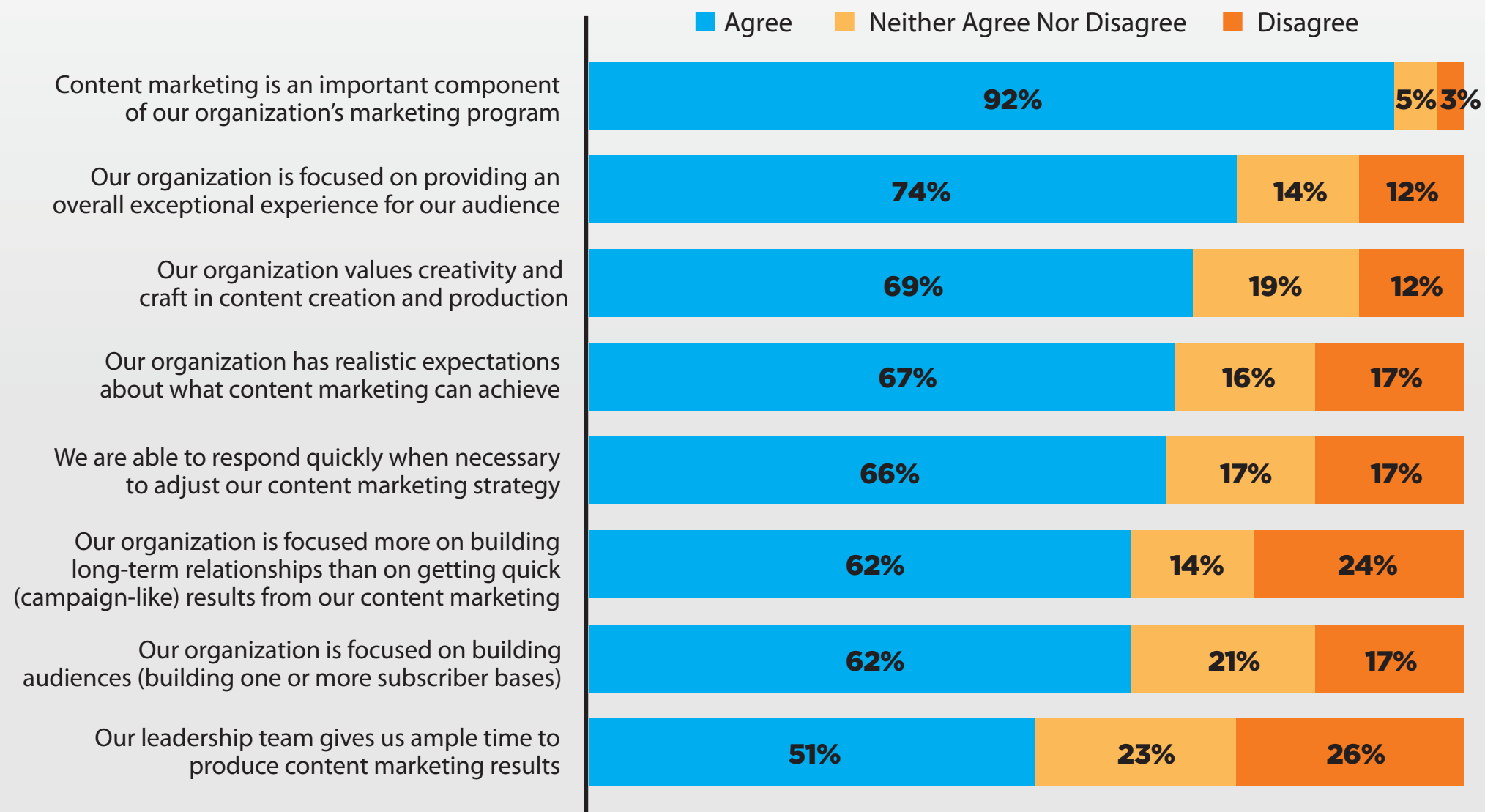
2017 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Technology content marketers who said their organizations' content marketing success is about the same as one year ago. Aided list; multiple responses permitted.

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Indicate your level of agreement with the following statements concerning content marketing in your organization.

Technology Marketers' Opinions About Content Marketing

Legend: ■ Agree ■ Neither Agree Nor Disagree ■ Disagree

Statement	Agree	Neither Agree Nor Disagree	Disagree
Content marketing is an important component of our organization's marketing program	92%	5%	3%
Our organization is focused on providing an overall exceptional experience for our audience	74%	14%	12%
Our organization values creativity and craft in content creation and production	69%	19%	12%
Our organization has realistic expectations about what content marketing can achieve	67%	16%	17%
We are able to respond quickly when necessary to adjust our content marketing strategy	66%	17%	17%
Our organization is focused more on building long-term relationships than on getting quick (campaign-like) results from our content marketing	62%	14%	24%
Our organization is focused on building audiences (building one or more subscriber bases)	62%	21%	17%
Our leadership team gives us ample time to produce content marketing results	51%	23%	26%

2017 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Technology content marketers; aided list.

CONTENT MARKETING STRATEGY

42%
Have a documented content marketing strategy

73%
Say their strategy includes a plan to operate content marketing as an ongoing business process, not simply a campaign

38%
Say their strategy is extremely or very effective at helping their organization achieve its current content marketing goals

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Does your organization have a content marketing strategy?

Percentage of Technology Marketers Who Have a Content Marketing Strategy
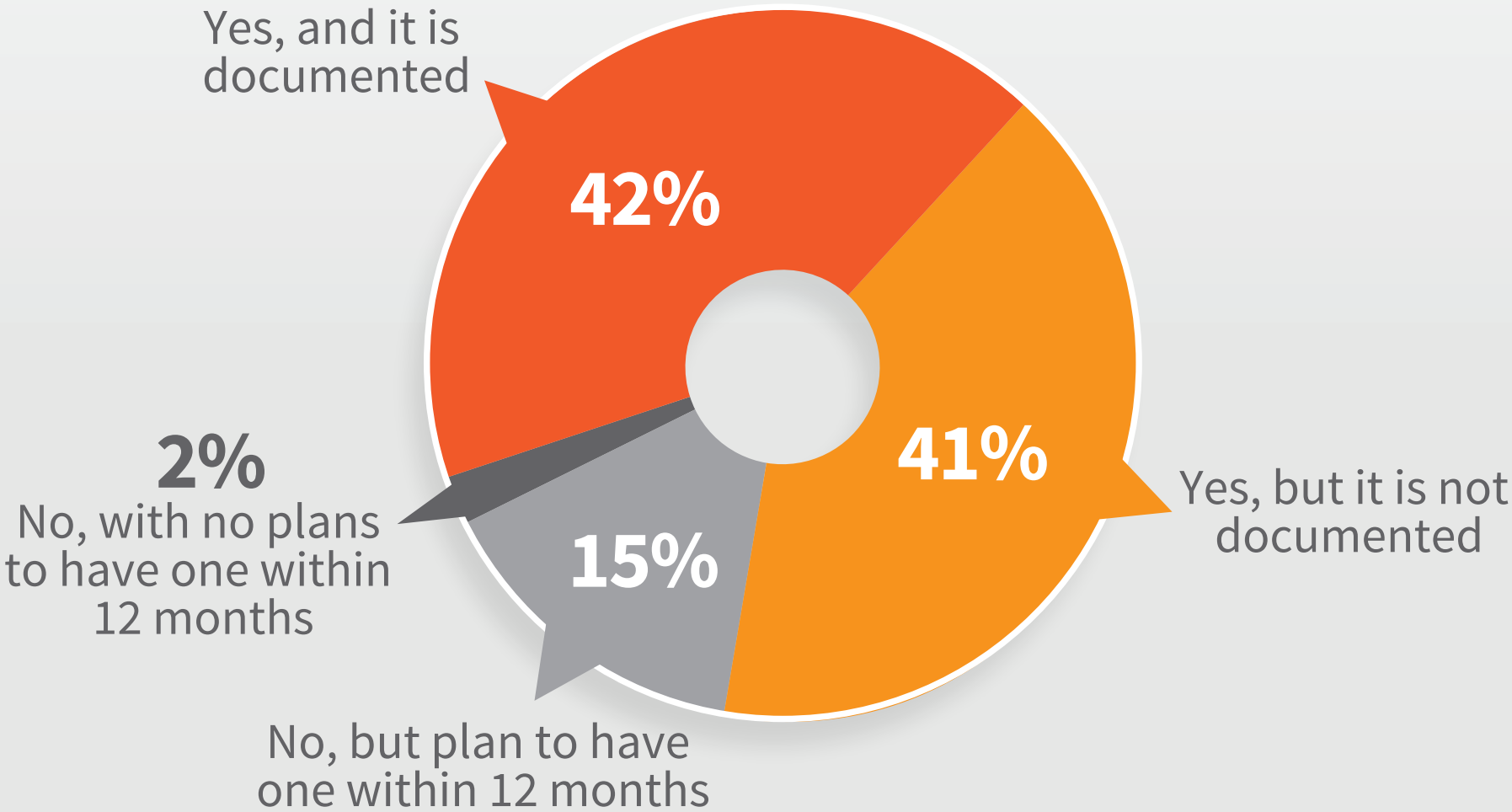
Yes, and it is documented

42%

41%
Yes, but it is not documented

2%
No, with no plans to have one within 12 months

15%

No, but plan to have one within 12 months

Base = Technology content marketers; aided list.

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Which of the following elements are included in your content marketing strategy?

Elements Technology Marketers Include in Their Content Marketing Strategy

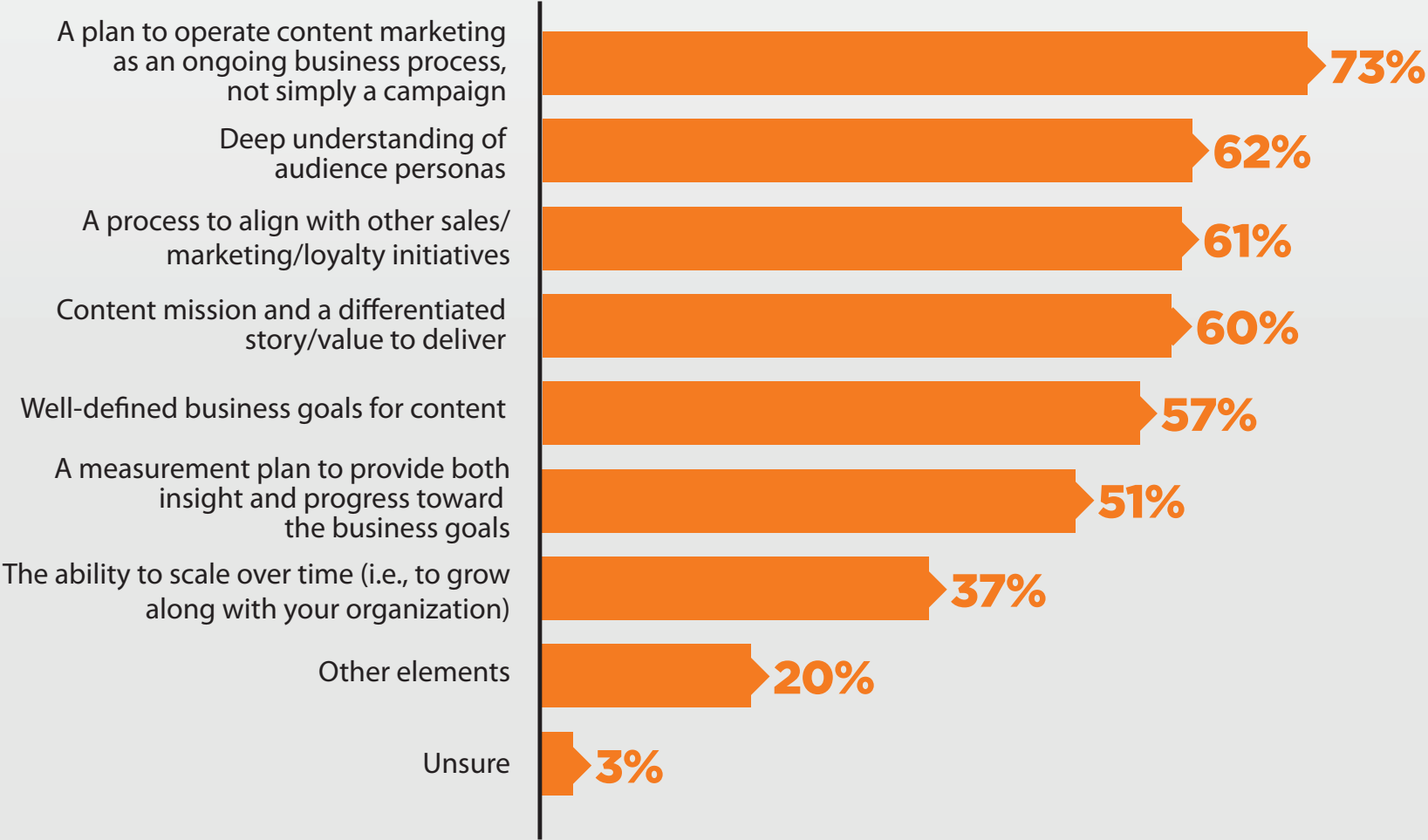| Element	Percentage
A plan to operate content marketing as an ongoing business process, not simply a campaign	73%
Deep understanding of audience personas	62%
A process to align with other sales/marketing/loyalty initiatives	61%
Content mission and a differentiated story/value to deliver	60%
Well-defined business goals for content	57%
A measurement plan to provide both insight and progress toward the business goals	51%
The ability to scale over time (i.e., to grow along with your organization)	37%
Other elements	20%
Unsure	3%

2017 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Technology content marketers who have a content marketing strategy. Aided list; multiple responses permitted.

How effective is your content marketing strategy at helping your organization achieve its current content marketing goals?

How Technology Marketers Rate the Effectiveness of Their Content Marketing Strategy

Very Effective **31%**

Extremely Effective **7%**

Not At All Effective **1%**

Minimally Effective **10%**
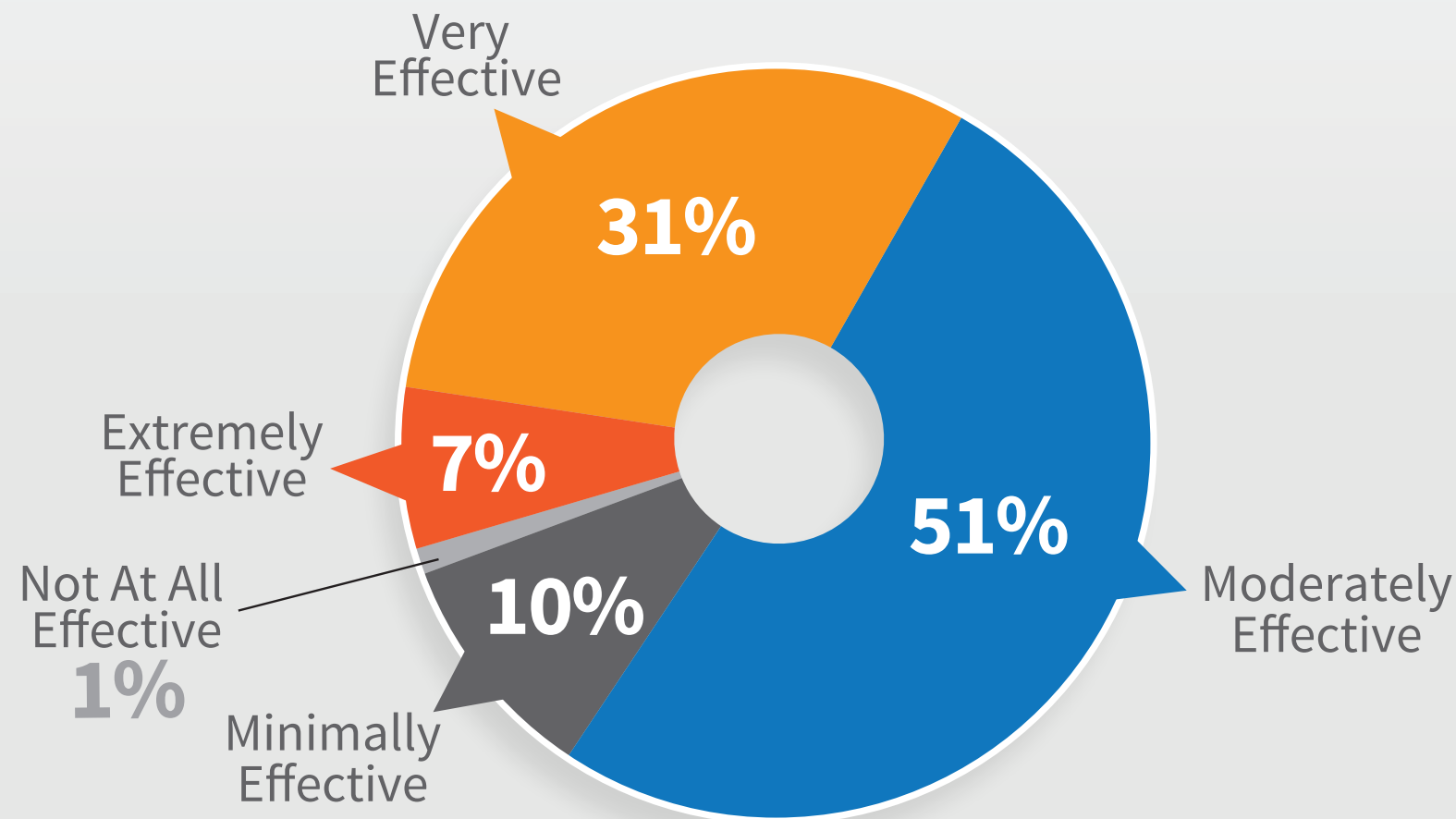
Moderately Effective **51%**

2017 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Technology content marketers who have a content marketing strategy; aided list.

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How effective is your content marketing strategy compared with one year ago?

How Technology Marketers Rate the Effectiveness of Their Content Marketing Strategy Compared With One Year Ago

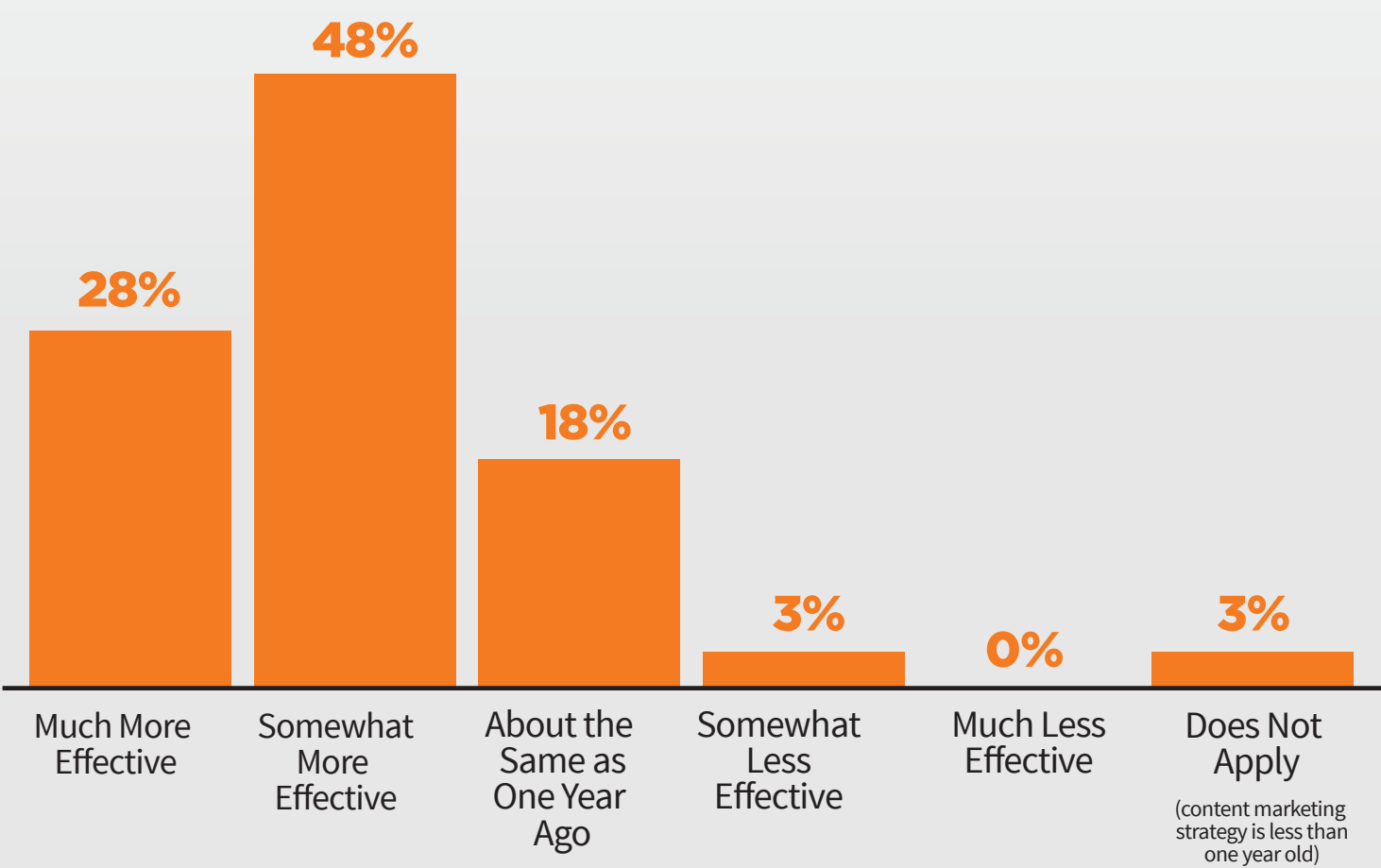| Much More Effective	Somewhat More Effective	About the Same as One Year Ago	Somewhat Less Effective	Much Less Effective	Does Not Apply (content marketing strategy is less than one year old)
28%	48%	18%	3%	0%	3%

2017 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Technology content marketers who have a content marketing strategy; aided list.

CONTENT CREATION & DISTRIBUTION

74%
Always/frequently prioritize delivering content quality over quantity

72%
Always/frequently consider how their content impacts the overall experience a person has with their organization
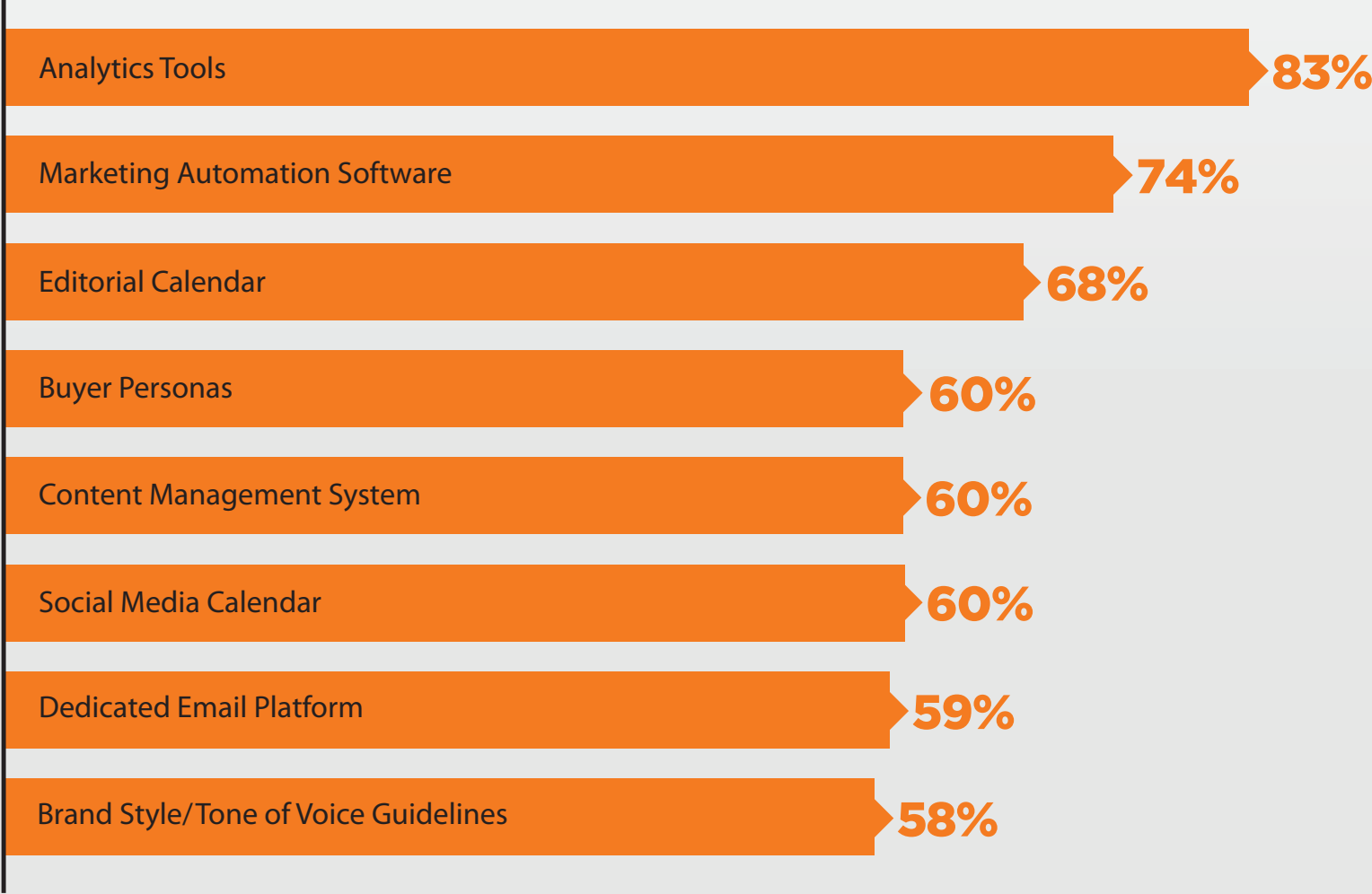
71%
Always/frequently focus on creating content for their audience versus their brand

Which content marketing tools does your organization currently use?

Technology Marketers' Content Marketing Tool Usage

Tool	Percentage
Analytics Tools	83%
Marketing Automation Software	74%
Editorial Calendar	68%
Buyer Personas	60%
Content Management System	60%
Social Media Calendar	60%
Dedicated Email Platform	59%
Brand Style/Tone of Voice Guidelines	58%

Fewer than 50% of technology marketers said they use the following tools: Measurement KPIs/Dashboard (49%), Social Media Guidelines (44%), Media Plan/Paid Advertising Calendar (35%), Content Collaboration/Workflow Software (19%), Editorial Mission Statement (15%), Digital Asset Management (DAM) System/File Storage (14%), Content Distribution Software (10%), Content Planning/Creation Software (9%), and Other (5%).

Base = Technology content marketers. Aided list; multiple responses permitted.

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Which techniques does your organization use to gain knowledge about its target audience(s), so you can create the right messages?

## Techniques Technology Marketers Use to Learn About Target Audience(s) for Purposes of Creating the Right Messages

Technique	Percentage
Employee Feedback	61%
Keyword Research	61%
Website Analysis	57%
A/B Testing	56%
Customer Feedback/Panels	51%
Competitive Analysis	50%
Social Listening	47%

Fewer than 45% of technology marketers said they use the following techniques: Secondary Data Analysis/Internet Searches (38%), Database Analysis (36%), Qualitative Primary Research (35%), Quantitative Primary Research (31%), Auditing Existing Buyer Data (29%), Expert Advisory Boards (14%), Usability Testing (11%), and Other (1%). 2% said they do not use any techniques.

2017 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Technology content marketers. Aided list; multiple responses permitted.

Compared with 2016, do you expect your organization to produce more, the same amount, or less original content in 2017?

Expected Change in Technology Content Creation
(2016 vs. 2017)
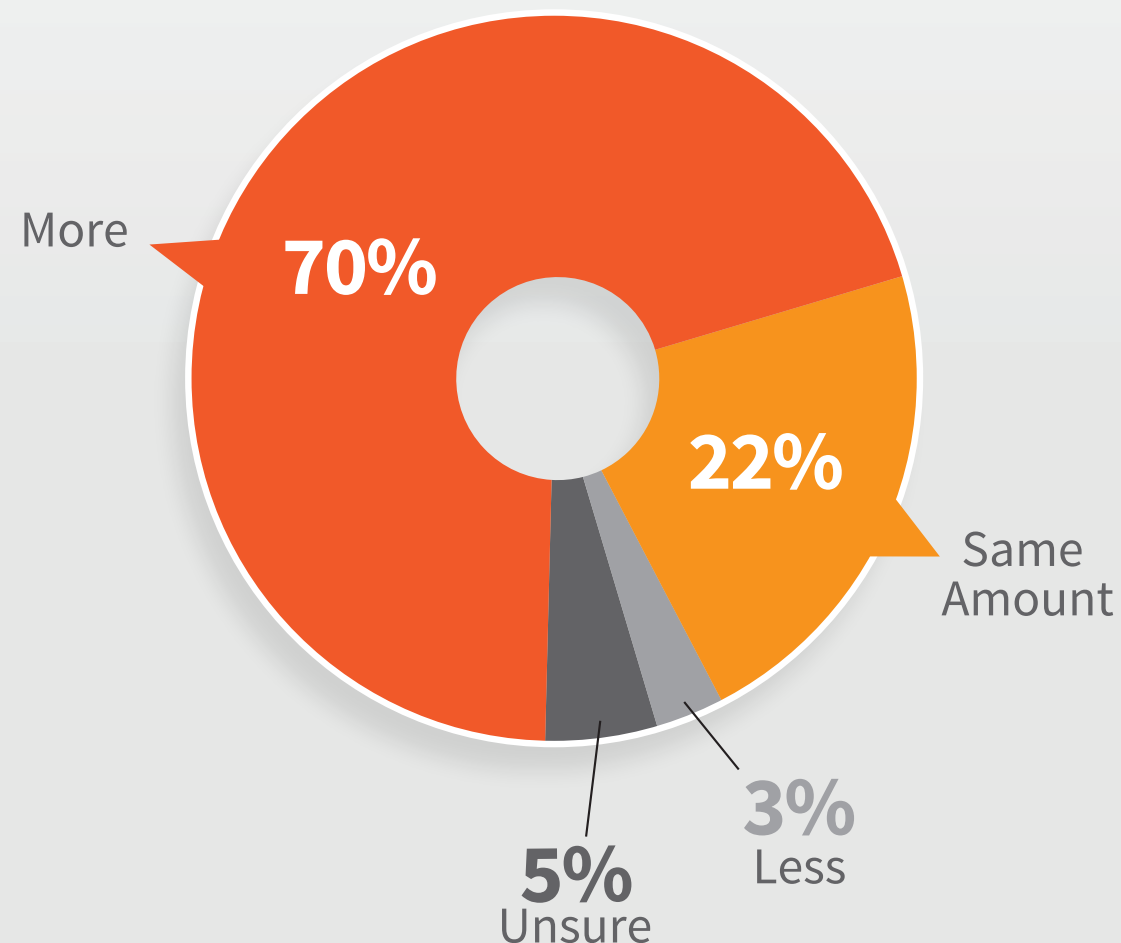
More **70%**

22% Same Amount

3% Less

5% Unsure

2017 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Technology content marketers; aided list.

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Which content marketing tactics does your organization use?

Technology Content Marketing Tactic Usage

Tactic	Usage
Blogs	91%
Social Media Content	89%
Ebooks/White Papers	81%
Email Newsletters	81%
Webinars/Webcasts	79%
Video (pre-produced)	78%
In-Person Events	75%
Infographics	74%

Average Number Used: **10**

Fewer than 60% of technology marketers said they use the following tactics: Online Presentations (54%), Illustrations/Photos (40%), Interactive Tools (40%), Research Reports (38%), Mobile Apps (17%), Separate Content Hubs (17%), Print Magazines (16%), Video [live-streaming media] (15%), Books (14%), Virtual Conferences (14%), Digital Magazines (13%), Podcasts (12%), Print Newsletters (6%), and Other (12%).
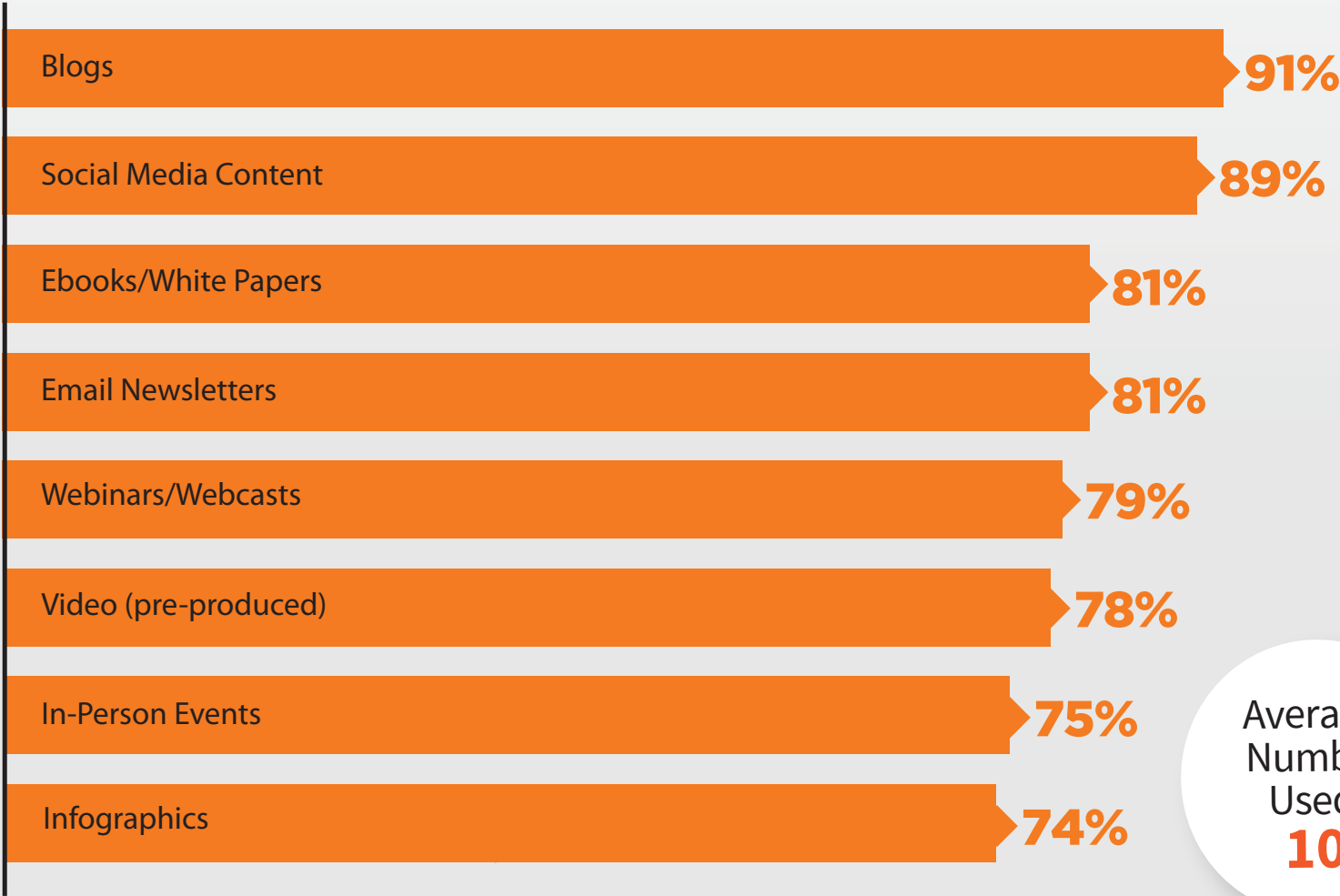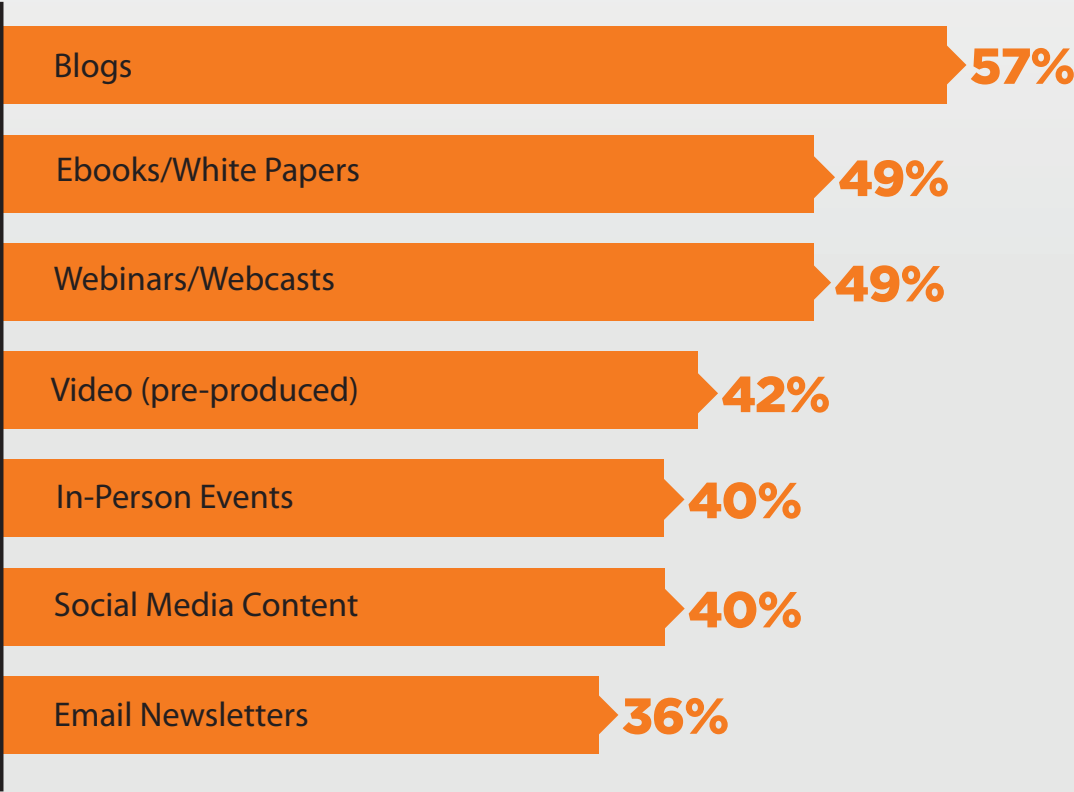
2017 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Technology content marketers. Aided list; multiple responses permitted.

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Which content marketing tactics that your organization uses will be most critical to its overall content marketing success in 2017?

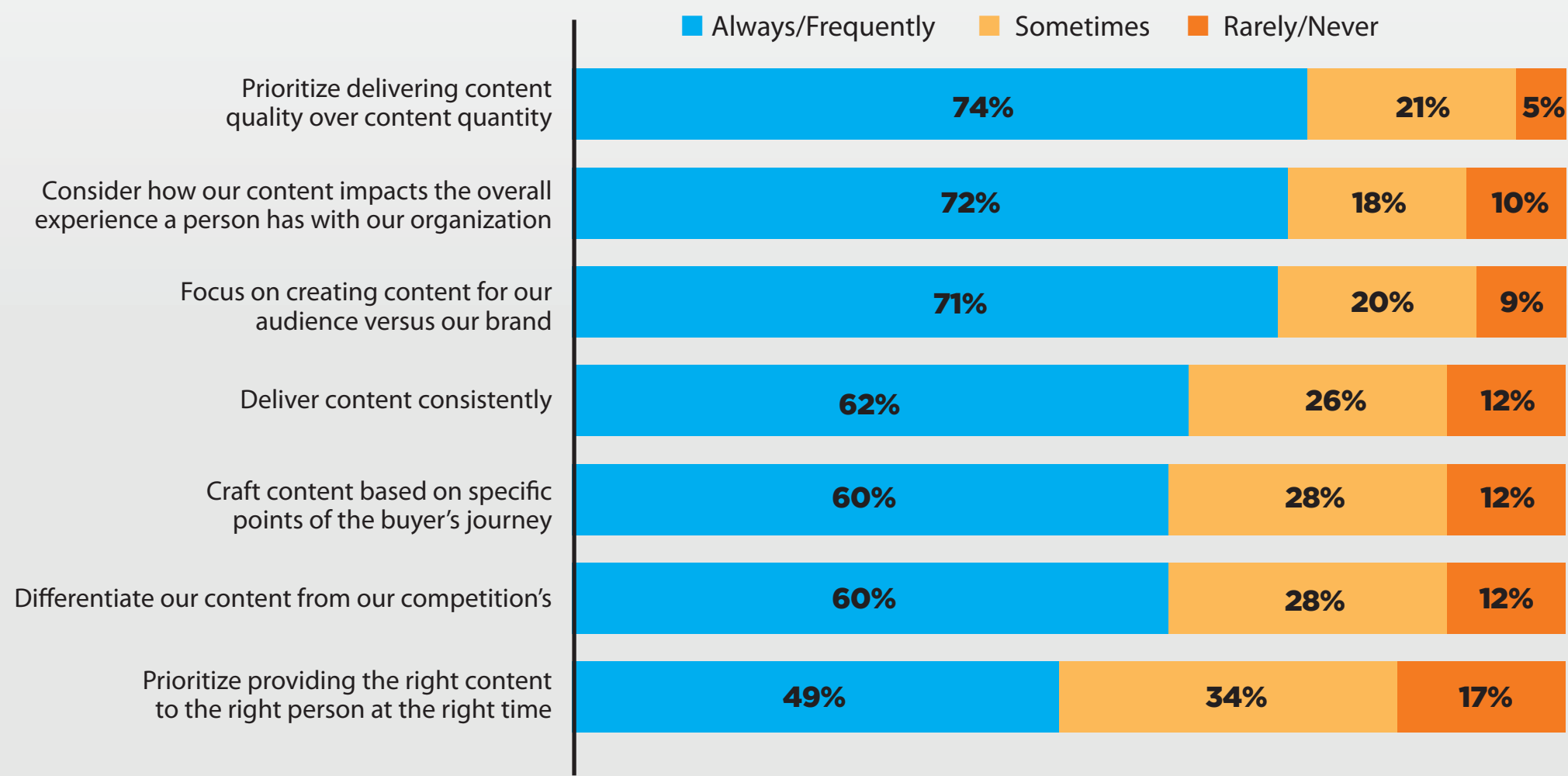## Tactics Used That Technology Marketers Say Will be Most Critical to Content Marketing Success in 2017

Tactic	Percentage
Blogs	57%
Ebooks/White Papers	49%
Webinars/Webcasts	49%
Video (pre-produced)	42%
In-Person Events	40%
Social Media Content	40%
Email Newsletters	36%

Fewer than 20% of technology marketers whose organizations use the following tactics said the tactic will be critical to overall content marketing success in 2017: Infographics (18%), Research Reports (16%), Interactive Tools (12%), Online Presentations (12%), Illustrations/Photos (6%), Mobile Apps (5%), Separate Content Hubs (5%), Video [live-streaming media] (4%), Books (3%), Print Magazines (3%), Virtual Conferences (3%), Digital Magazines (2%), Podcasts (2%), Print Newsletters (1%), and Other (4%).

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Base = Technology content marketers who use the tactics shown; multiple responses permitted.

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How often do you take the following concepts into account while creating content for your organization?

How Often Technology Marketers Consider Various Concepts While Creating Content

Legend: ■ Always/Frequently ■ Sometimes ■ Rarely/Never

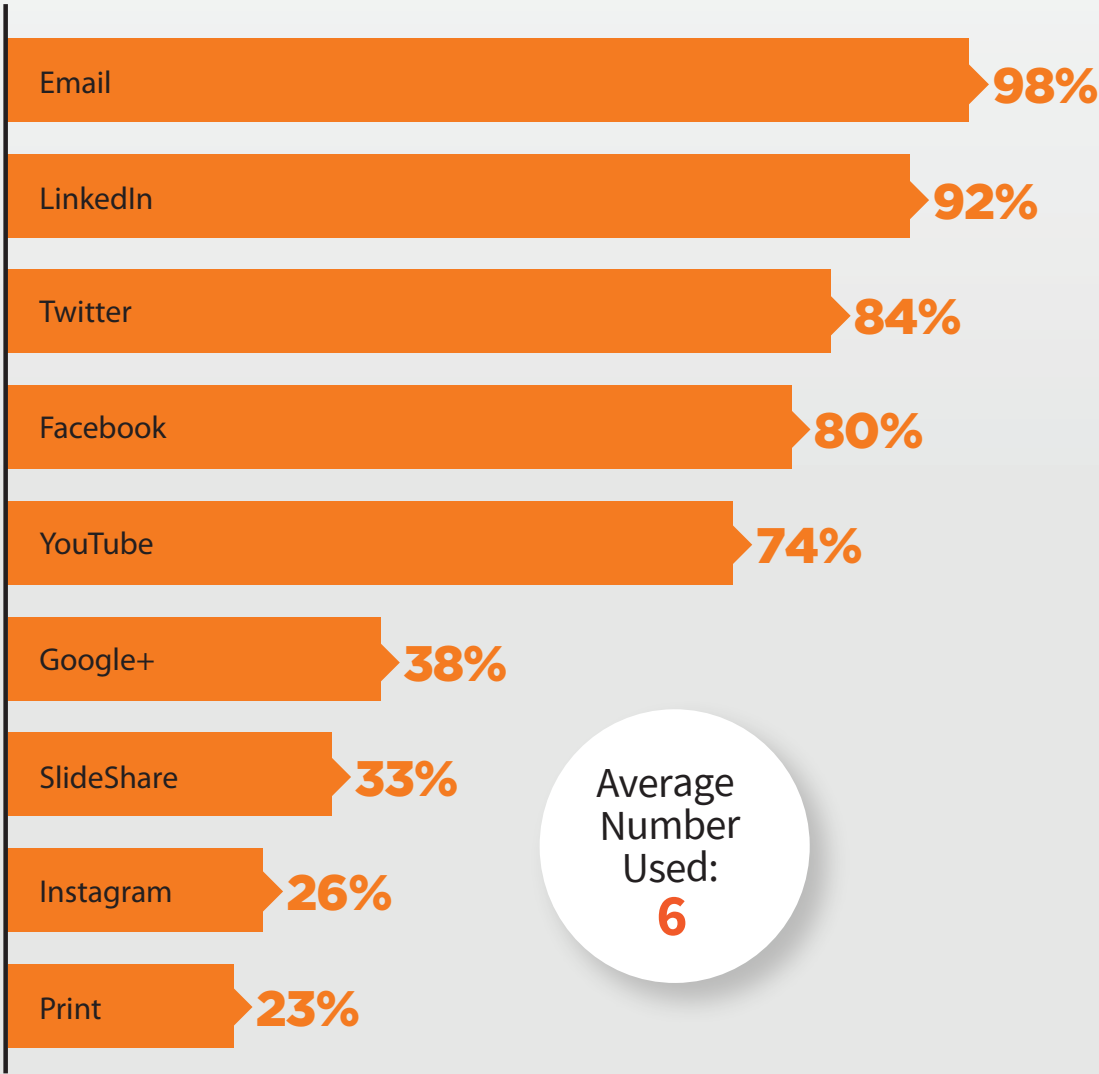| Concept	Always/Frequently	Sometimes	Rarely/Never
Prioritize delivering content quality over content quantity	74%	21%	5%
Consider how our content impacts the overall experience a person has with our organization	72%	18%	10%
Focus on creating content for our audience versus our brand	71%	20%	9%
Deliver content consistently	62%	26%	12%
Craft content based on specific points of the buyer's journey	60%	28%	12%
Differentiate our content from our competition's	60%	28%	12%
Prioritize providing the right content to the right person at the right time	49%	34%	17%

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Base: Technology content marketers; aided list.

Which channels does your organization use to distribute content?

Channels Technology Marketers Use to Distribute Content

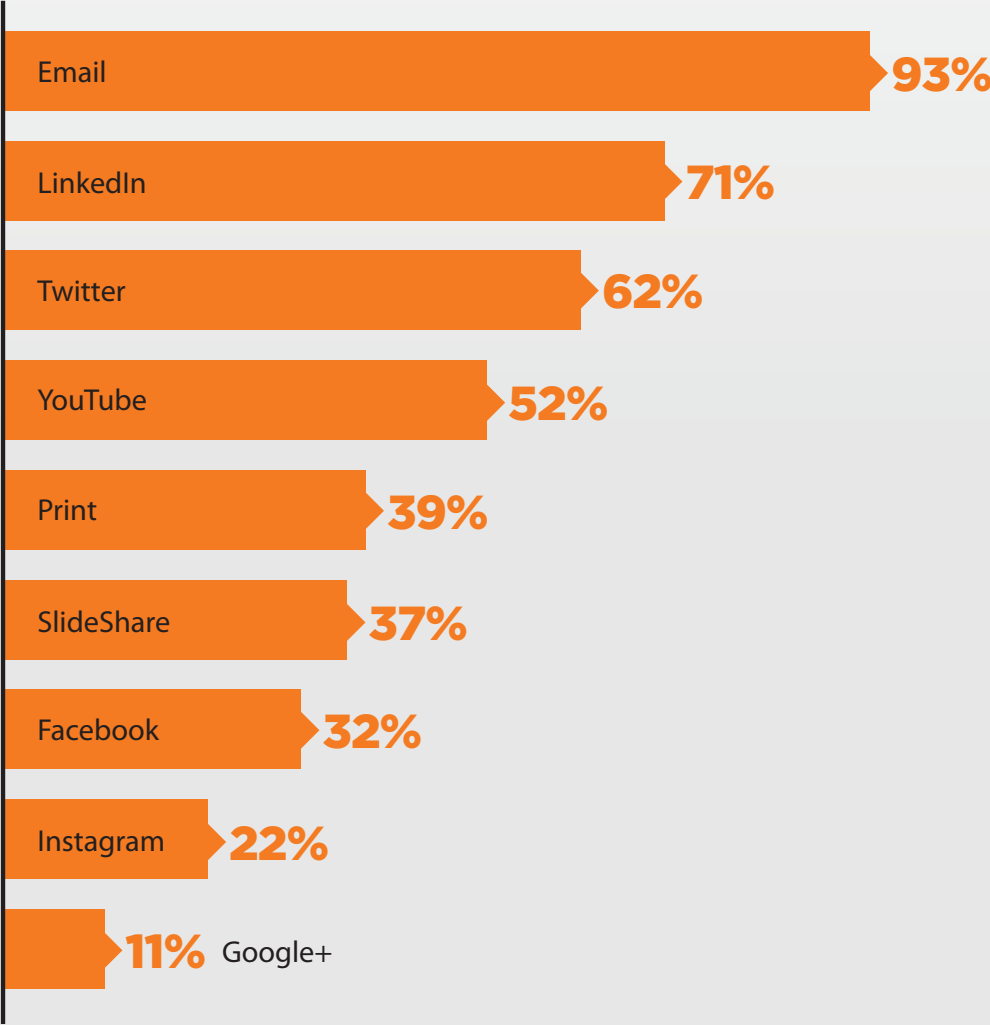| Channel	Percentage
Email	98%
LinkedIn	92%
Twitter	84%
Facebook	80%
YouTube	74%
Google+	38%
SlideShare	33%
Instagram	26%
Print	23%

Average Number Used: **6**

Fewer than 15% of technology marketers said they use the following channels: Pinterest (12%), Medium (8%), Snapchat (4%), iTunes (3%), Tumblr (2%), and Other (23%).

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Base = Technology content marketers who use any channels. Aided list; multiple responses permitted.

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How important is each channel your organization uses to its overall content marketing success?

Channels Technology Marketers Use to Distribute Content Rated by Importance to Overall Content Marketing Success

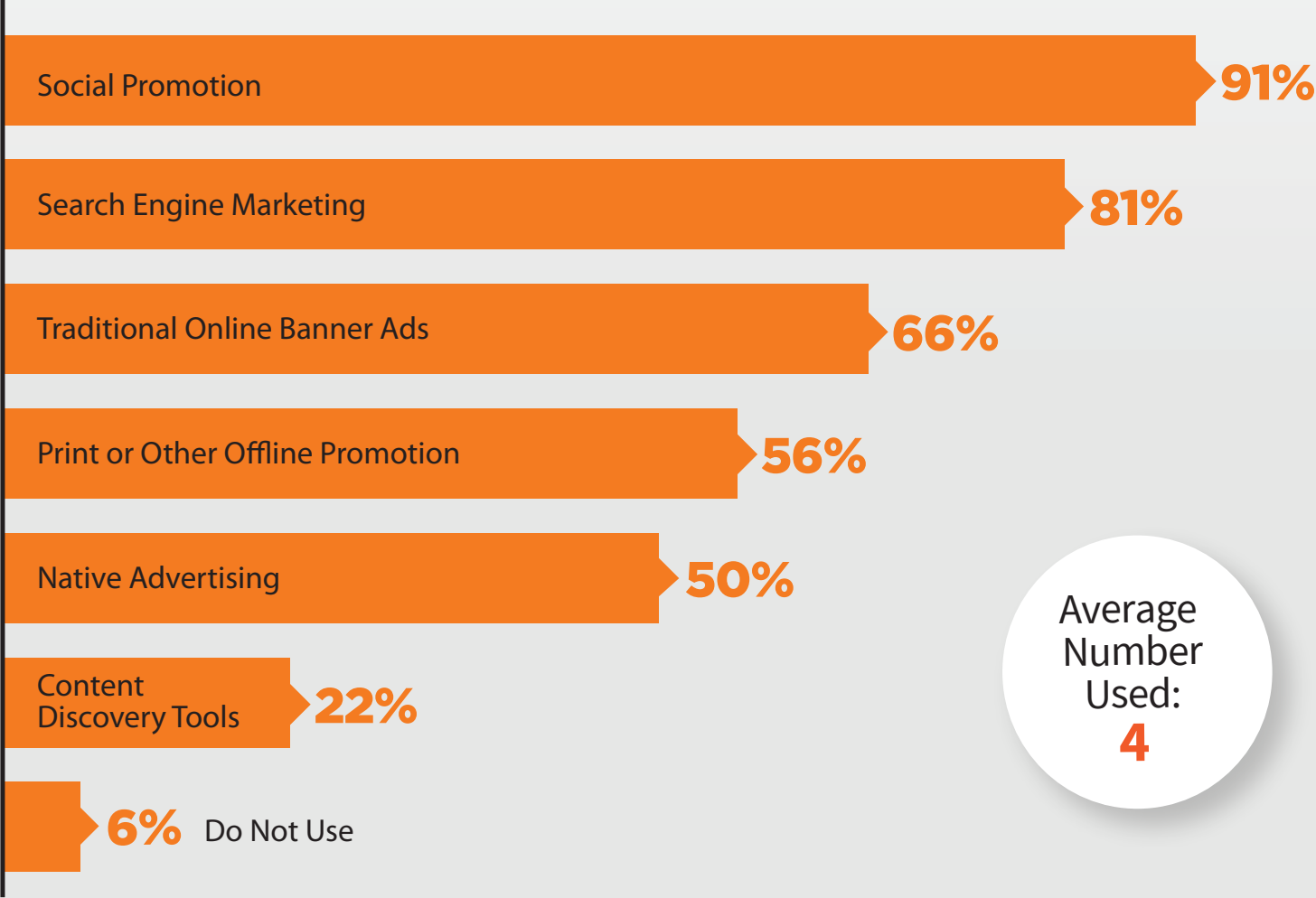| Channel	Percentage
Email	93%
LinkedIn	71%
Twitter	62%
YouTube	52%
Print	39%
SlideShare	37%
Facebook	32%
Instagram	22%
Google+	11%

Note: Percentages comprise marketers who rated each channel a 4 or 5 on a 5-point scale where 5 = Extremely Important and 1 = Not At All Important. Importance ratings for iTunes, Medium, Pinterest, Snapchat, and Tumblr are not reported due to low incidence of use.

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Base = Technology content marketers who use the channels shown; multiple responses permitted.

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Which paid methods of content promotion does your organization use in its content marketing efforts?

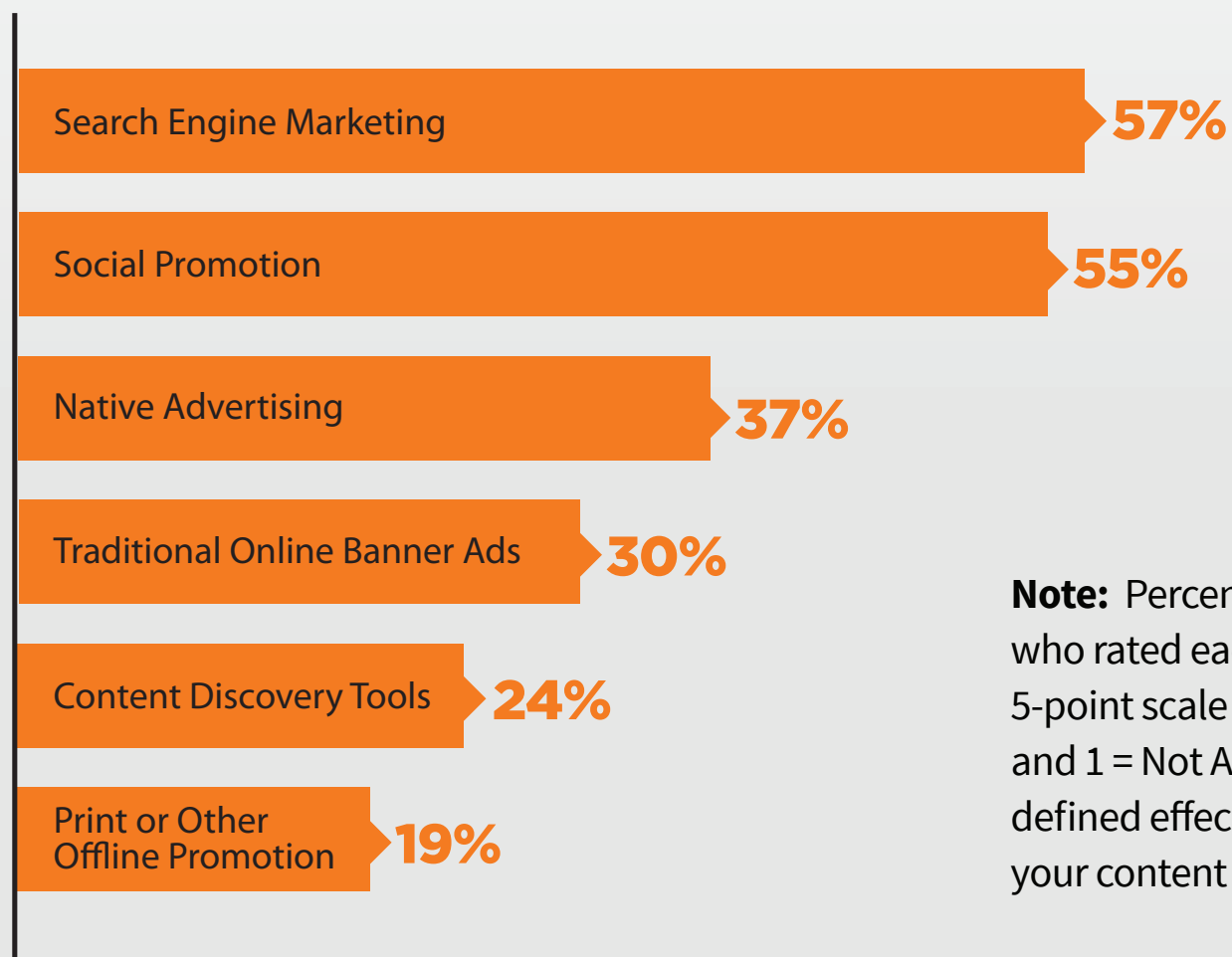## Paid Methods Technology Marketers Use to Promote Content

Method	%
Social Promotion	91%
Search Engine Marketing	81%
Traditional Online Banner Ads	66%
Print or Other Offline Promotion	56%
Native Advertising	50%
Content Discovery Tools	22%
Do Not Use	6%

Average Number Used: 4

Base = Technology content marketers.
Aided list; multiple responses permitted.

2017 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

How effective are the paid methods of content promotion that your organization uses?

Paid Methods Technology Marketers Use to Promote Content Rated by Effectiveness

Method	%
Search Engine Marketing	57%
Social Promotion	55%
Native Advertising	37%
Traditional Online Banner Ads	30%
Content Discovery Tools	24%
Print or Other Offline Promotion	19%

Note: Percentages comprise marketers who rated each paid method a 4 or 5 on a 5-point scale where 5 = Extremely Effective and 1 = Not At All Effective. The survey defined effectiveness as accomplishing your content marketing objectives.

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Base = Technology content marketers who use the paid methods shown; multiple responses permitted.

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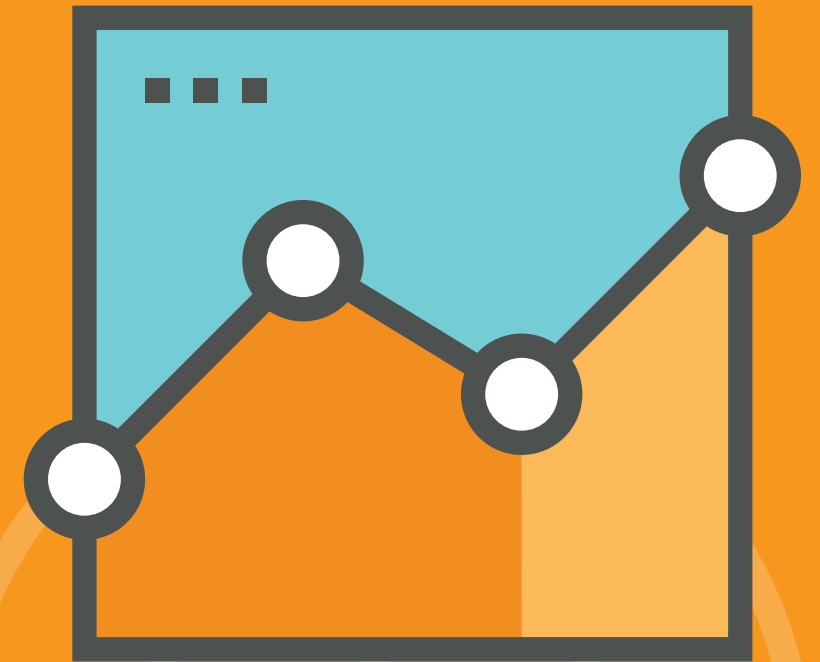TECHNOLOGY CONTENT MARKETING

GOALS & METRICS

88%
Will focus on lead generation as a content marketing goal over the next 12 months

80%
Use website traffic to measure how well their content marketing is producing results
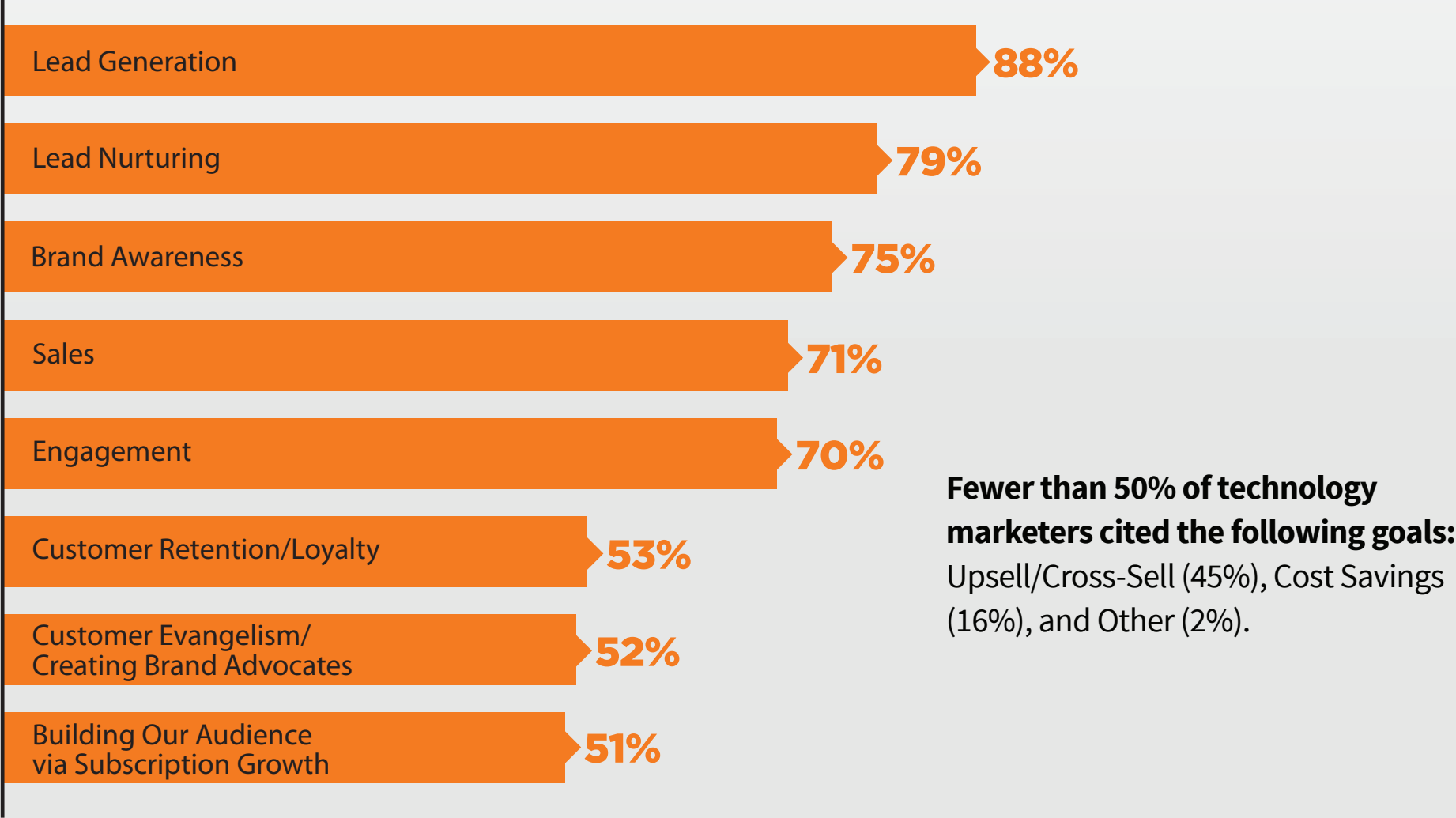
79%
Can demonstrate how content marketing has increased audience engagement

Which content marketing goals will your organization focus on over the next 12 months?

Organizational Goals for Technology Content Marketing for Next 12 Months

Goal	Percentage
Lead Generation	**88%**
Lead Nurturing	**79%**
Brand Awareness	**75%**
Sales	**71%**
Engagement	**70%**
Customer Retention/Loyalty	**53%**
Customer Evangelism/Creating Brand Advocates	**52%**
Building Our Audience via Subscription Growth	**51%**

Fewer than 50% of technology marketers cited the following goals: Upsell/Cross-Sell (45%), Cost Savings (16%), and Other (2%).
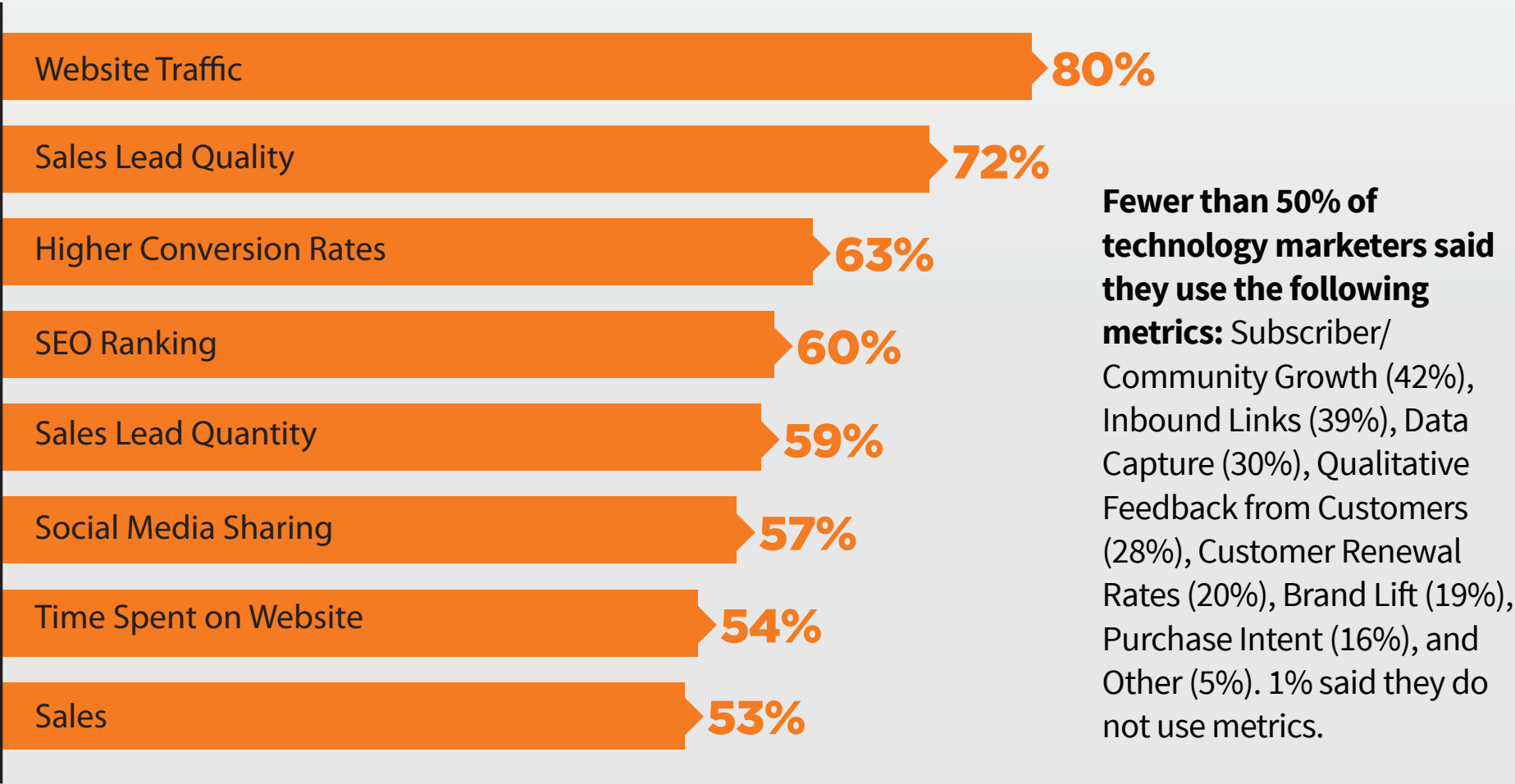
2017 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: Technology content marketers. Aided list; multiple responses permitted.

Which metrics does your organization use to determine how well its content marketing is producing results?

Technology Content Marketing Metrics Usage

Metric	Percentage
Website Traffic	**80%**
Sales Lead Quality	**72%**
Higher Conversion Rates	**63%**
SEO Ranking	**60%**
Sales Lead Quantity	**59%**
Social Media Sharing	**57%**
Time Spent on Website	**54%**
Sales	**53%**

Fewer than 50% of technology marketers said they use the following metrics: Subscriber/ Community Growth (42%), Inbound Links (39%), Data Capture (30%), Qualitative Feedback from Customers (28%), Customer Renewal Rates (20%), Brand Lift (19%), Purchase Intent (16%), and Other (5%). 1% said they do not use metrics.
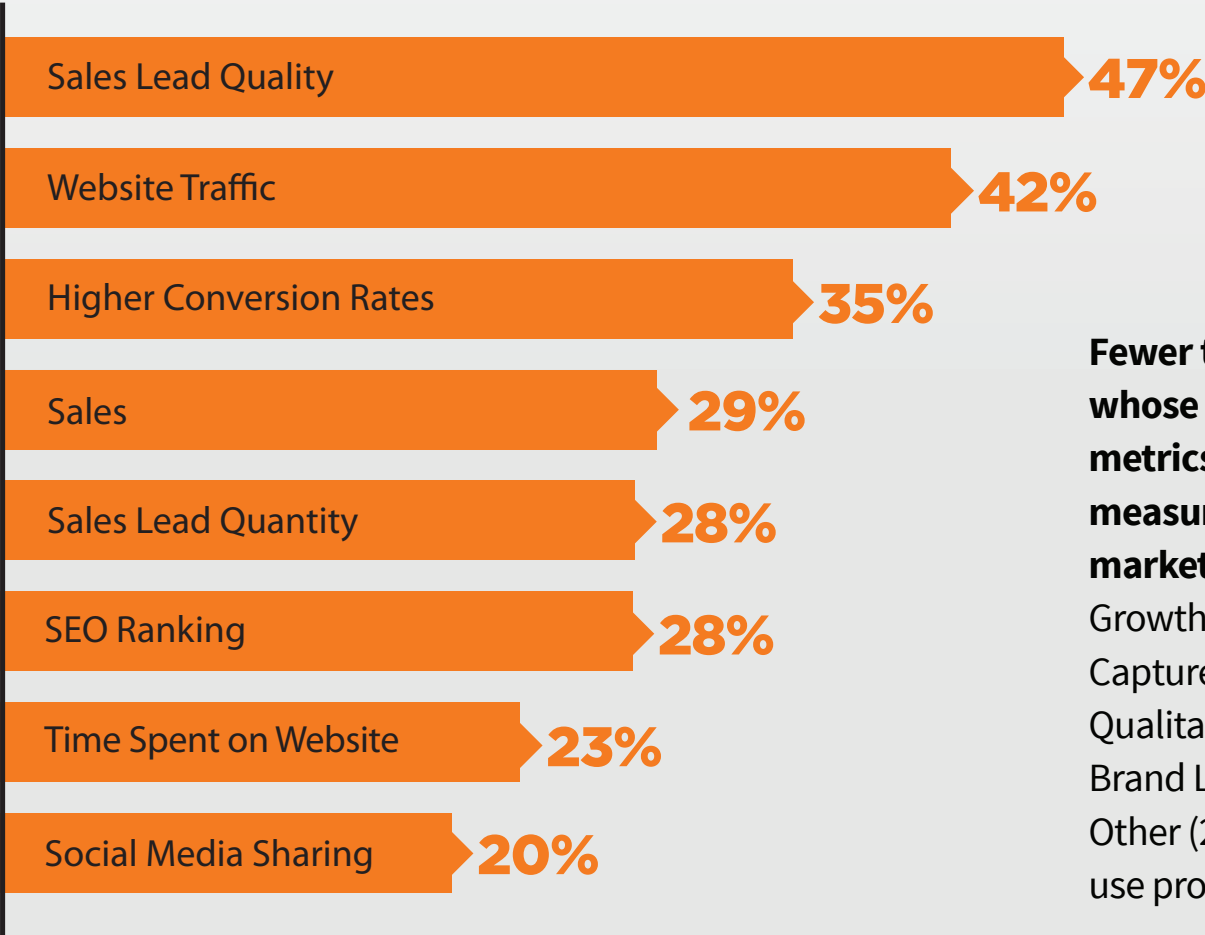
2017 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Technology content marketers who use metrics. Aided list; multiple responses permitted.

Which metrics that your organization uses provide truly measurable results of your content marketing efforts?

Metrics Used That Technology Marketers Say Provide Truly Measurable Results of Content Marketing Efforts

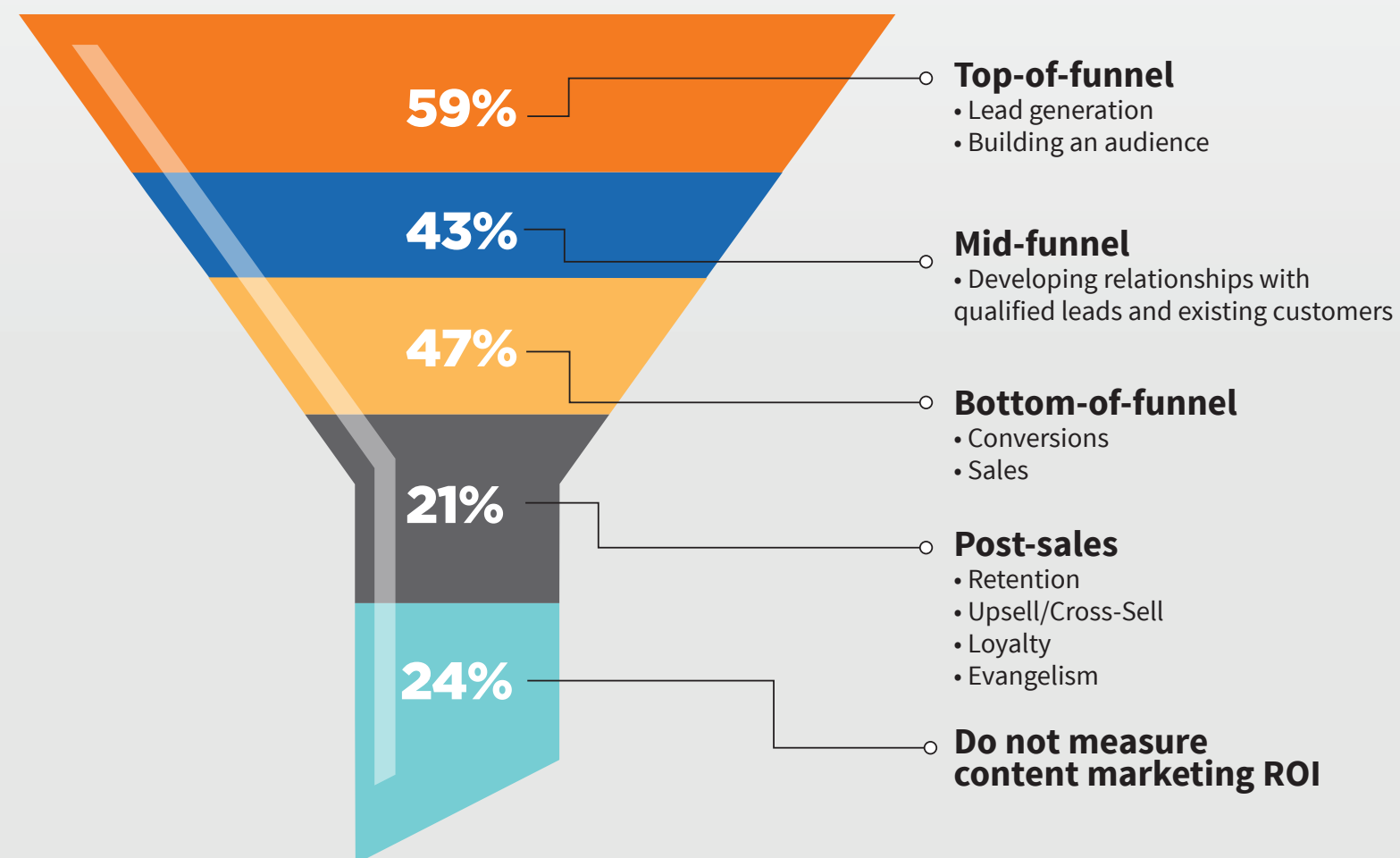| Metric	Percentage
Sales Lead Quality	47%
Website Traffic	42%
Higher Conversion Rates	35%
Sales	29%
Sales Lead Quantity	28%
SEO Ranking	28%
Time Spent on Website	23%
Social Media Sharing	20%

Fewer than 20% of technology marketers whose organizations use the following metrics said the metric provides truly measurable results of their content marketing efforts: Subscriber/Community Growth (18%), Inbound Links (11%), Data Capture (9%), Customer Renewal Rates (7%), Qualitative Feedback from Customers (7%), Brand Lift (6%), Purchase Intent (6%), and Other (2%). 5% said none of the metrics they use provide truly measurable results.

Base = Technology content marketers who use the metrics shown; multiple responses permitted.

At which phases of the buyer's journey does your organization measure content marketing ROI?

Phases of Buyer's Journey Where Technology Marketers Measure Content Marketing ROI

59% — **Top-of-funnel**
• Lead generation
• Building an audience

43% — **Mid-funnel**
• Developing relationships with qualified leads and existing customers

47% — **Bottom-of-funnel**
• Conversions
• Sales

21% — **Post-sales**
• Retention
• Upsell/Cross-Sell
• Loyalty
• Evangelism

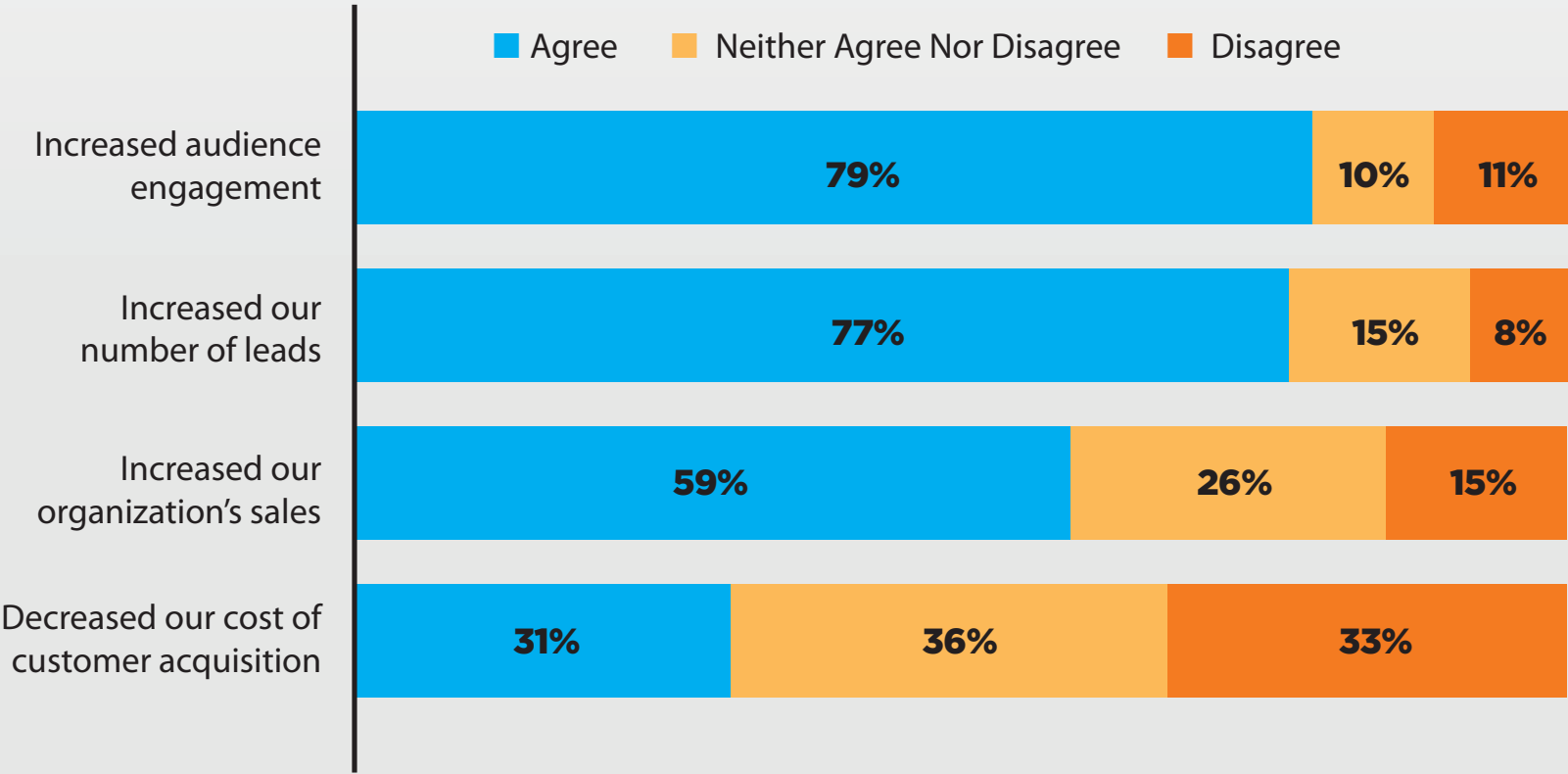**24%** — **Do not measure content marketing ROI**

2017 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Technology content marketers. Aided list; multiple responses permitted.

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Indicate your level of agreement with each statement concerning the content marketing metrics used in your organization.

Technology Marketers' Metrics Agreement Statements

I/my team can demonstrate how content marketing has…

- Agree
- Neither Agree Nor Disagree
- Disagree

Statement	Agree	Neither Agree Nor Disagree	Disagree
Increased audience engagement	79%	10%	11%
Increased our number of leads	77%	15%	8%
Increased our organization's sales	59%	26%	15%
Decreased our cost of customer acquisition	31%	36%	33%

2017 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Technology content marketers who use metrics to determine content marketing results; aided list.

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BUDGETS & SPENDING

28%
Is the average proportion of total marketing budget that is spent on content marketing

43%
Plan to increase their content marketing spending over the next 12 months
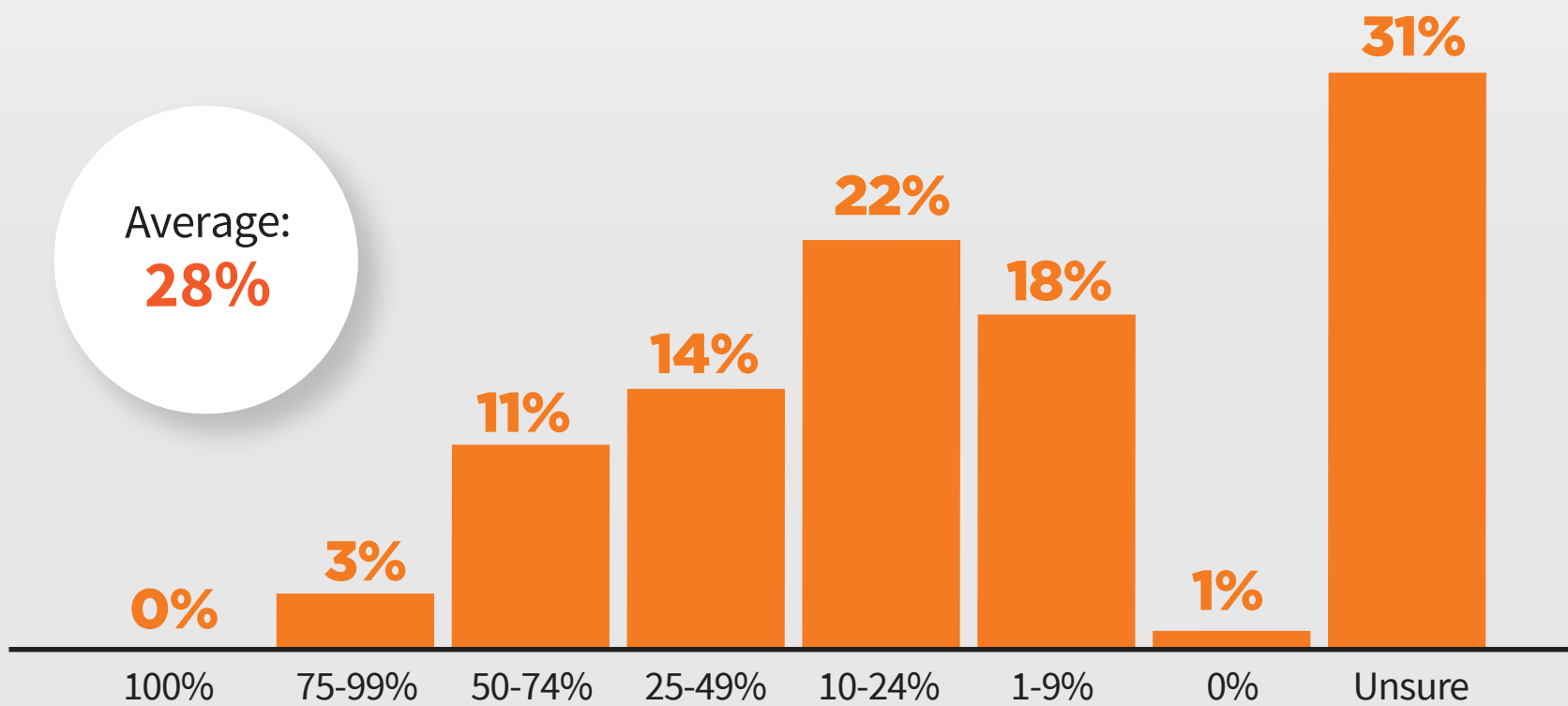
38%
Plan to keep their content marketing spending around the same level over the next 12 months

Approximately what percentage of your organization's total marketing budget (not including staff) is spent on content marketing?

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

Average:
28%

100%	75-99%	50-74%	25-49%	10-24%	1-9%	0%	Unsure
0%	3%	11%	14%	22%	18%	1%	31%

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Base = Technology content marketers; aided list.

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

Technology Content Marketing Spending (Over Next 12 Months)
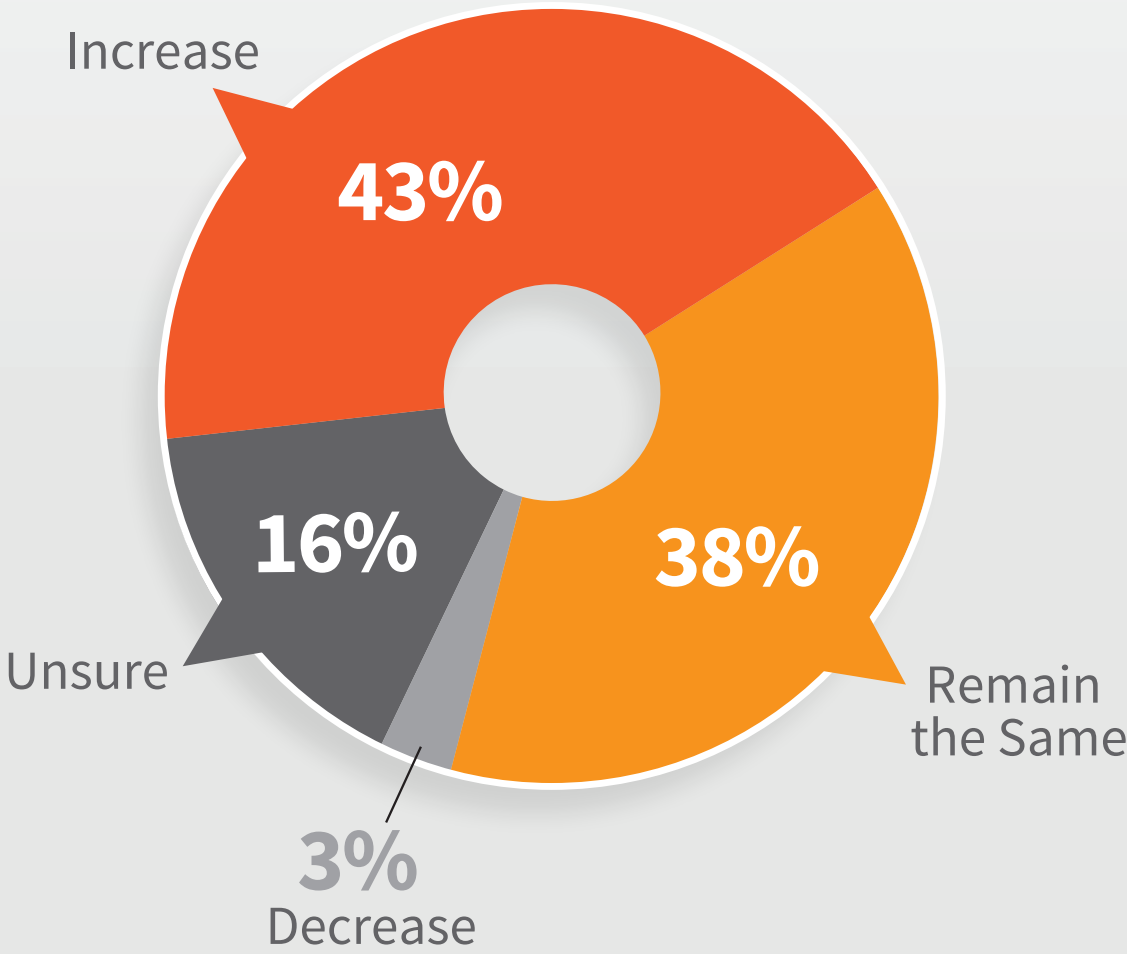
Increase — **43%**

Remain the Same — **38%**

Unsure — **16%**

Decrease — **3%**

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Base = Technology content marketers; aided list

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METHODOLOGY/DEMOGRAPHICS

Technology Content Marketing 2017: Benchmarks, Budgets, and Trends—North America was produced by **Content Marketing Institute** and sponsored by **IDG**.
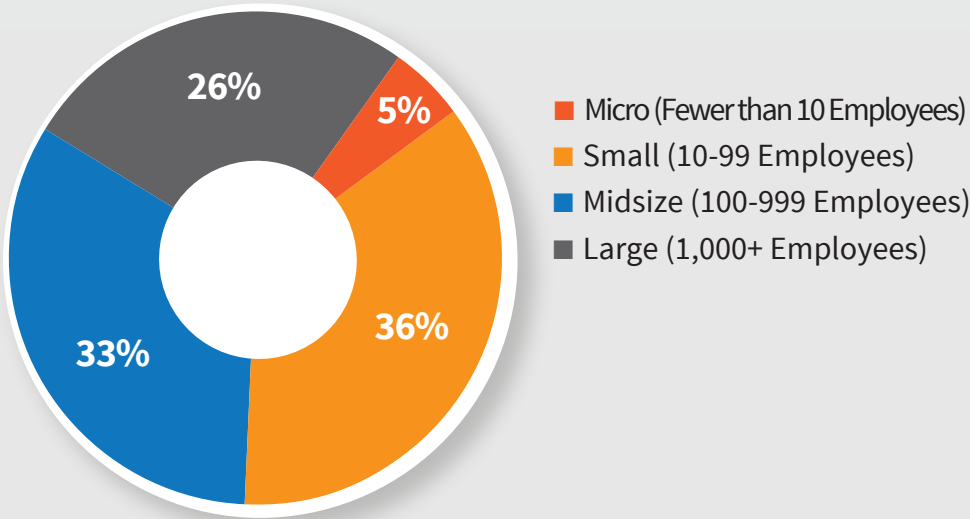
The seventh annual content marketing survey, from which the results of this report were generated, was mailed electronically to a sample of marketers using lists from Content Marketing Institute, MarketingProfs, The Association for Data-driven Marketing & Advertising (ADMA), and WTWH Media.

A total of 2,562 recipients from around the globe—representing a full range of industries, functional areas, and company sizes—completed the survey during July and August 2016.
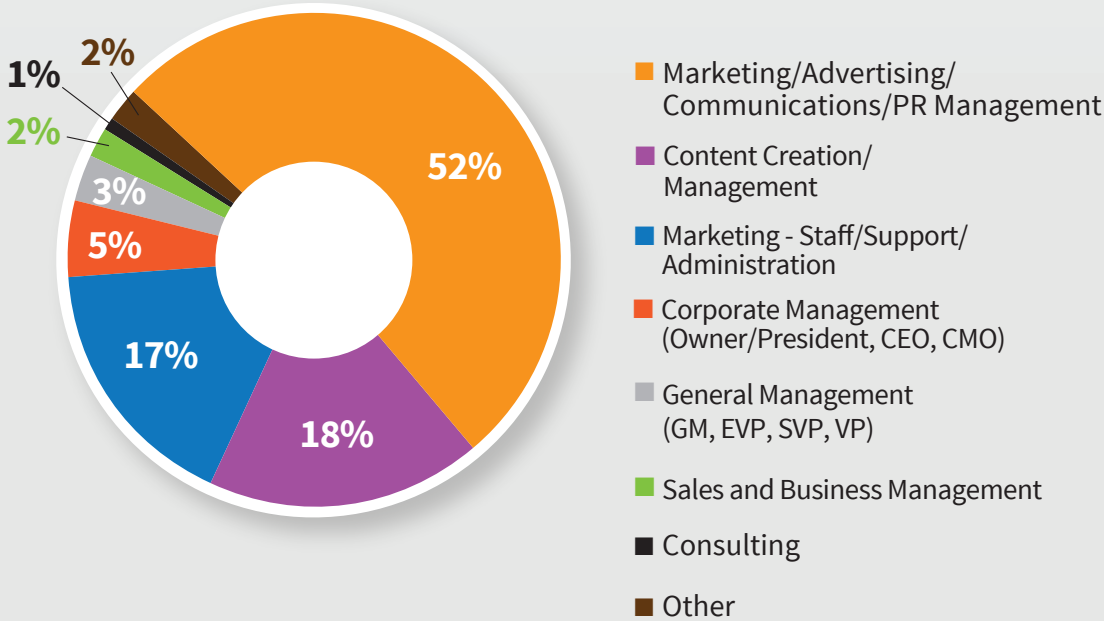
This report presents the findings from the 300 respondents who indicated they worked for technology organizations in North America that primarily sell products/services to businesses (B2B) [92%] or to both businesses and consumers (B2B+B2C) [8%].

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)

- 5%
- 36%
- 33%
- 26%

- Micro (Fewer than 10 Employees)
- Small (10-99 Employees)
- Midsize (100-999 Employees)
- Large (1,000+ Employees)

Technology Job Title/Function

- 2%
- 1%
- 2%
- 3%
- 5%
- 17%
- 18%
- 52%

- Marketing/Advertising/ Communications/PR Management
- Content Creation/ Management
- Marketing - Staff/Support/ Administration
- Corporate Management (Owner/President, CEO, CMO)
- General Management (GM, EVP, SVP, VP)
- Sales and Business Management
- Consulting
- Other

2017 Technology Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

ABOUT

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, multichannel 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. Watch this video to learn more about CMI, a UBM company. To view all research and to subscribe to our emails, visit www.contentmarketinginstitute.com.

> To learn more about content marketing for technology marketers, attend a full-day **Industry Lab** at Content Marketing World on September 8, 2017.

About 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. We execute complex campaigns that fulfill marketers' global ambitions seamlessly with consistency that delivers results.

For complementary research on the content consumption habits of enterprise tech buyers throughout the IT purchase process, including how that content is consumed, discussed, and shared, and insights on lead nurture/sales follow-up strategies specific to tech marketing, visit www.idgenterprise.com.

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