

CONTENT MARKETING IN **AUSTRALIA**

2018 ***BENCHMARKS, BUDGETS, AND TRENDS***



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WELCOME

Greetings Marketers,

Welcome to the sixth annual Content Marketing in Australia: Benchmarks, Budgets, and Trends report.

One of the most striking findings was the increased percentage of Australian content marketers who have become more focused on building an audience (85%) compared with last year's survey results (69%). This finding was not unique to Australia; the Content Marketing Institute team observed it among all groups of content marketers studied.

Building a subscriber base is a key content marketing goal. However, what you do with that list is equally as important. The quality of content you create (does it speak to your audience's wants and needs?) ... how efficiently you produce it ... whether it's credible ... how/when/where you distribute it – these are just a handful of factors that impact overall content marketing success. And let us not forget the importance of a documented strategy and a strong commitment to the approach (see page 4 for a glimpse at commitment's influence).

We wish you success with using content marketing to provide meaningful, long-term value for your audience – and business results for your organisation. If you need educational resources, please let us know.

Yours in content,



Lisa Murton Beets
Research Director
Content Marketing Institute



Jodie Sangster
Chief Executive Officer
The Association for Data-driven Marketing and Advertising

Special thanks to: CMI team members Joe Pulizzi, founder; Stephanie Stahl, general manager; Robert Rose, chief strategy advisor; Kim Moutsos, vice president of content; Michele Linn, editorial strategy advisor; Nancy Reese, research consultant; Joseph Kalinowski, creative director; and Ann Handley, chief content officer, MarketingProfs. Thanks also to our report sponsor, LinkedIn Marketing Solutions.

COMPARISON CHART

Differences Between Australian Marketers by Organisation's Commitment* to Content Marketing

	Most Committed	All Respondents	Somewhat Committed
Organisation's overall content marketing approach is extremely or very successful	43%	22%	6%
Organisation's content marketing is sophisticated/mature	43%	28%	18%
Has a documented content marketing strategy	68%	43%	27%
Percentage of total marketing budget spent on content marketing (average)	30%	23%	19%
Rates project management flow during content-creation process as excellent/very good	52%	31%	14%
Agrees that organisation values creativity and craft in content creation and production	88%	66%	54%
Agrees that organisation has realistic expectations about what content marketing can achieve	84%	54%	35%
Agrees that leadership team gives ample time to produce content marketing results	80%	55%	43%
Always/frequently delivers content consistently	77%	48%	31%
Always/frequently crafts content based on specific points of the buyer's journey	55%	37%	29%

*Chart term definitions: The "most committed" respondents are those who describe their organisation's commitment level to content marketing as extremely or very committed. The "somewhat committed" describe it as somewhat committed.

Base: Australian content marketers.

2018 Content Marketing Trends—Australia: Content Marketing Institute/ADMA

AUSTRALIAN CONTENT MARKETING

USAGE & TEAM ORGANISATION



The larger the organisation, the more likely it is to have both a centralised content marketing group as well as individual teams throughout the organisation.



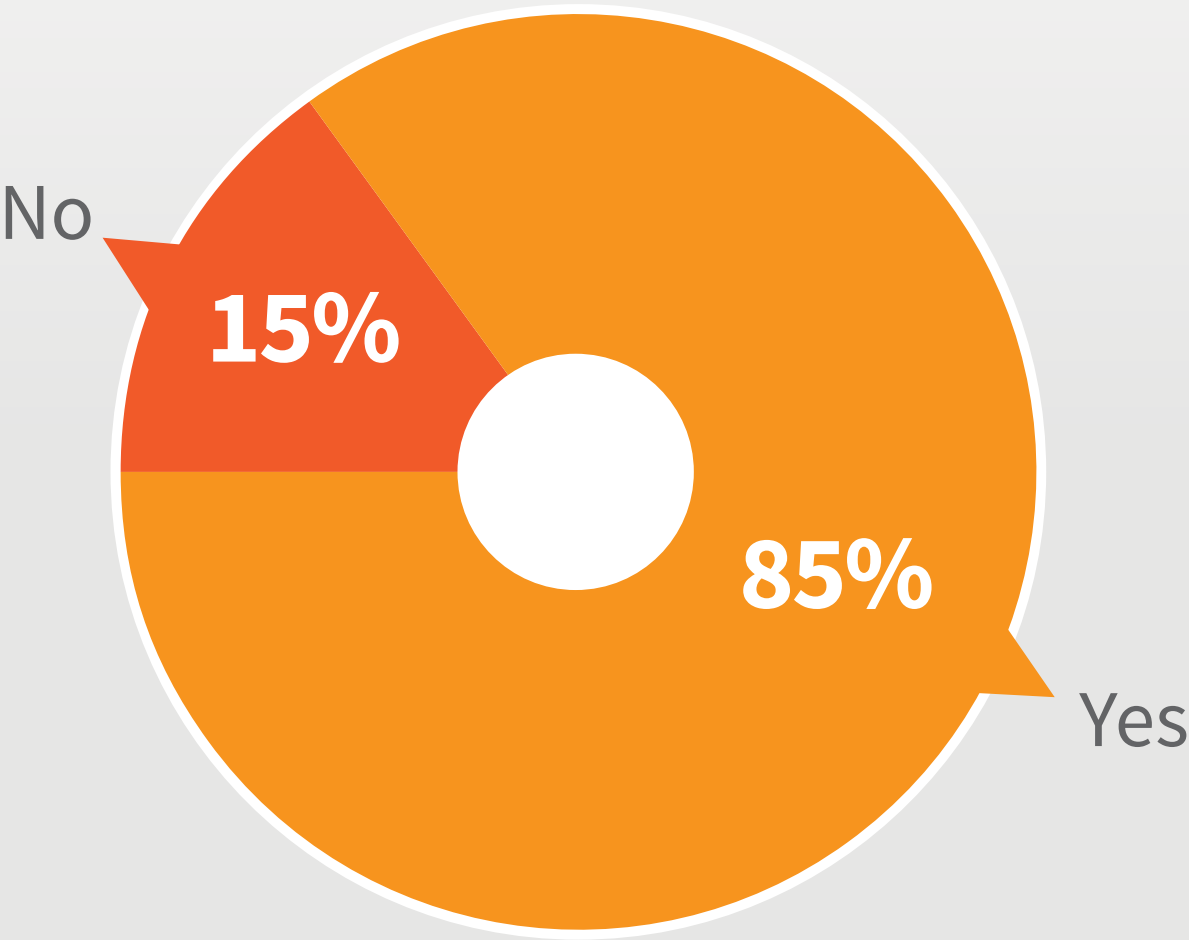
A higher percentage of respondents than last year reported their organisation is in the adolescent phase of content marketing (38% vs. 28%); fewer reported being in the young/first steps phase (32% vs. 38%) or the sophisticated/mature phase (28% vs. 35%).



Approximately three out of five respondents (59%) outsource at least one content marketing activity; conversely, 41% do not outsource any content marketing activities.

Does your organisation use content marketing?

Percentage of Australian Respondents Who Use Content Marketing

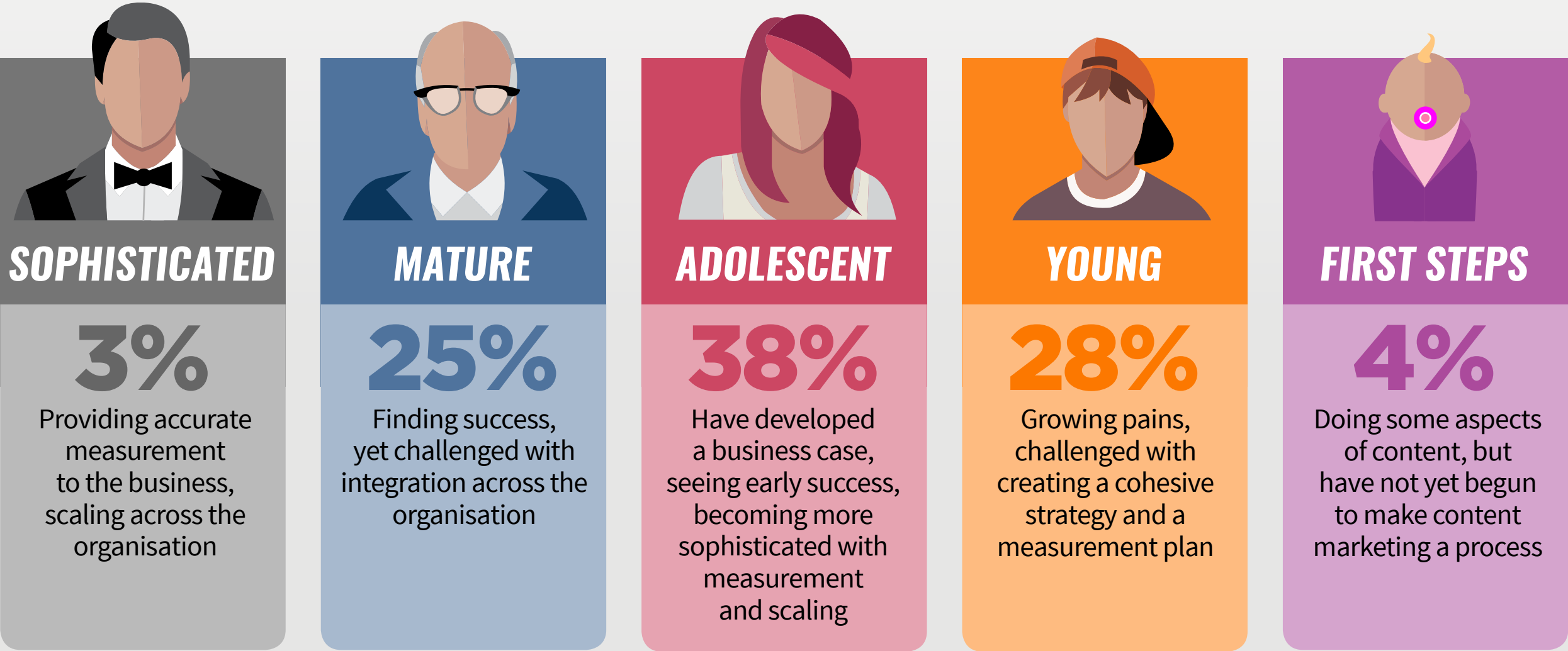


Content marketing is defined as “a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience—and, ultimately, to drive profitable customer action.”

Base: All Australian respondents.

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

How Australian Marketers Assess Their Organisation's Content Marketing Maturity Level

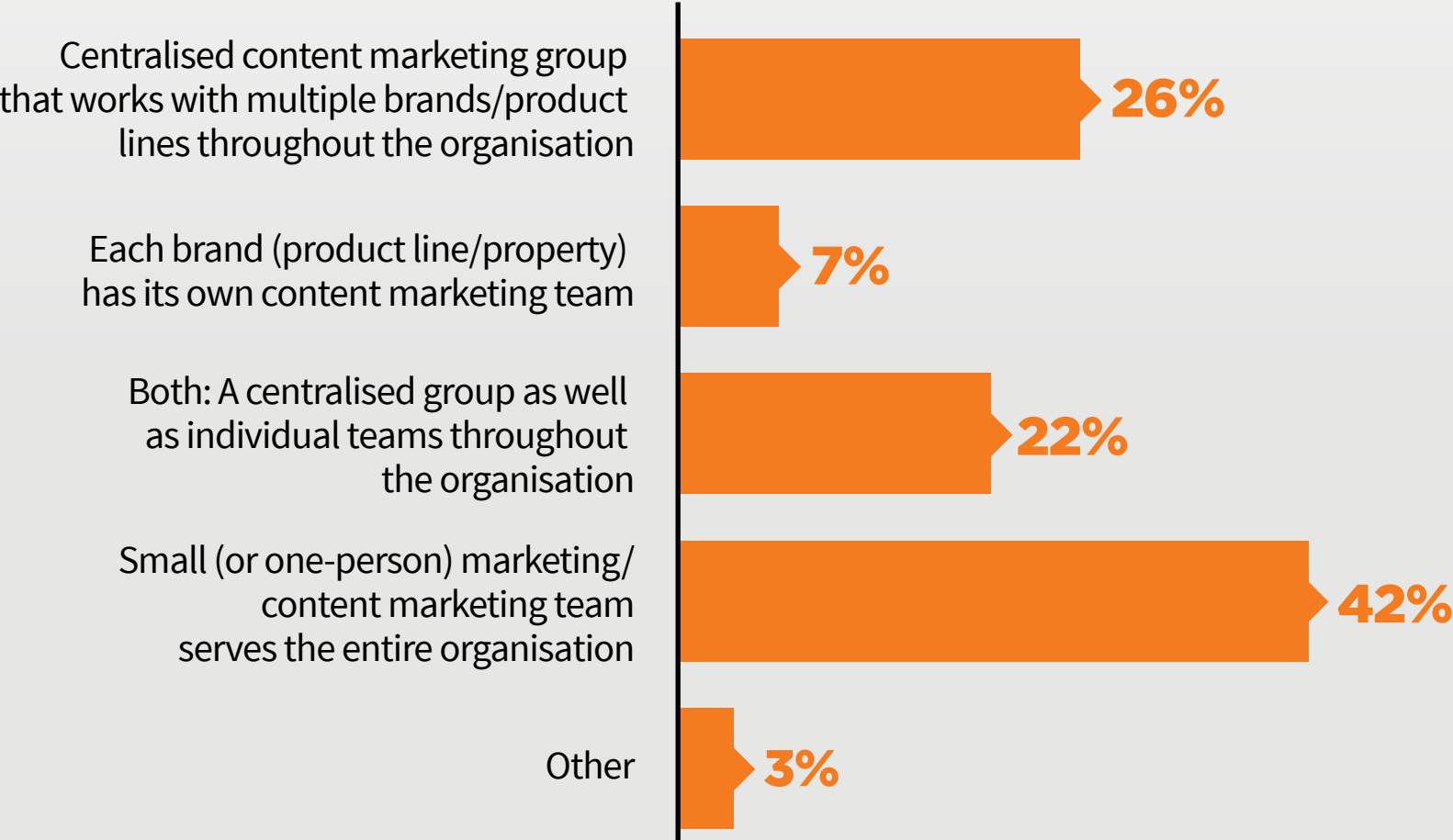


2018 Content Marketing Trends—Australia: Content Marketing Institute/ADMA

Base: Australian content marketers; aided list.

How is content marketing structured within your organisation?

Australian Content Marketing Organisational Structure

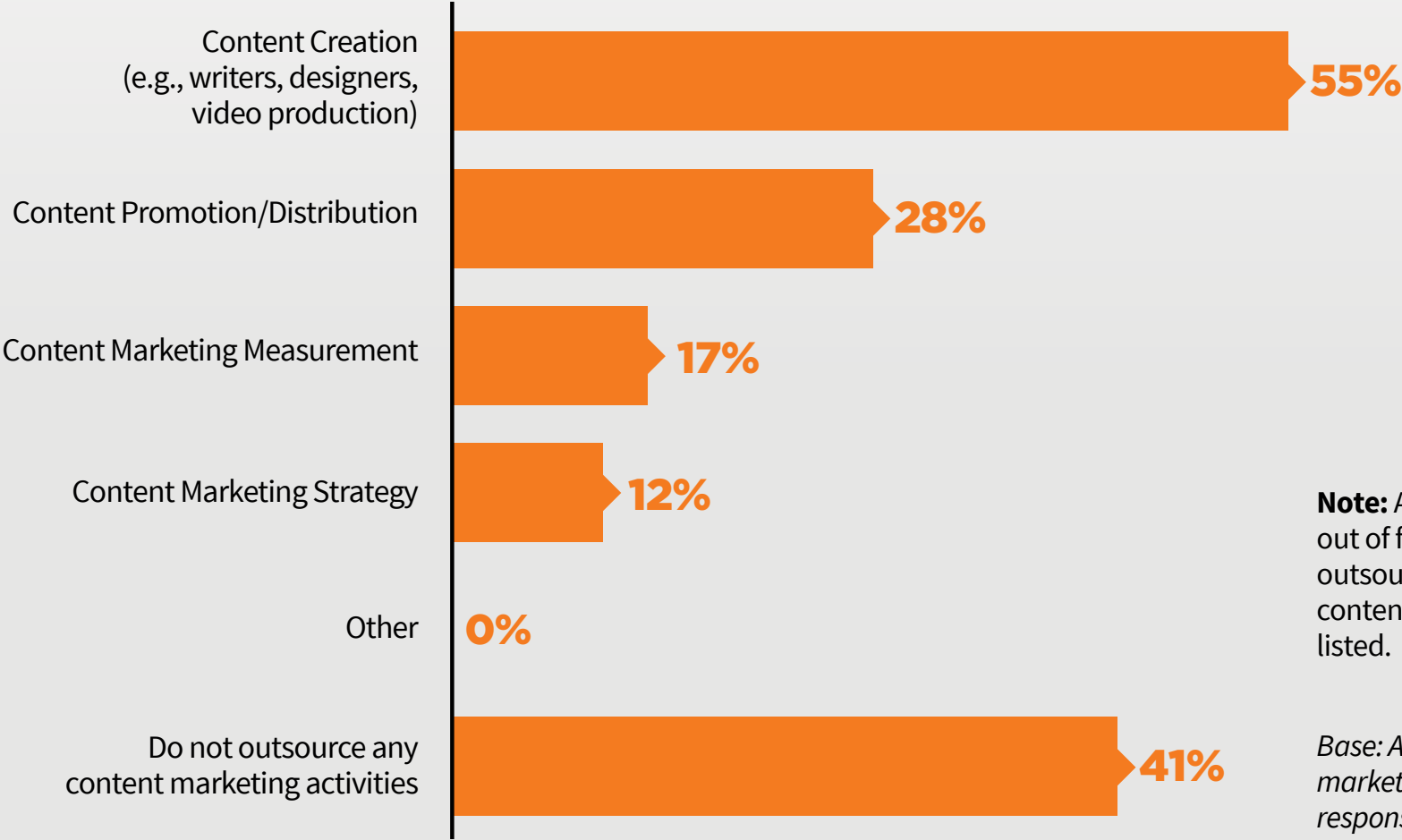


2018 Content Marketing Trends—Australia: Content Marketing Institute/ADMA

Base: Australian content marketers; aided list.

What content marketing activities does your organisation outsource?

Content Marketing Activities Australian Marketers Outsource



Note: Approximately three out of five (59%) respondents outsource at least one of the content marketing activities listed.

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

AUSTRALIAN CONTENT MARKETING

COMMITMENT & OVERALL SUCCESS



43% of respondents described their organisation's commitment level to content marketing as extremely or very committed; 48% described it as somewhat committed; and 9% described it as not very or not at all committed.



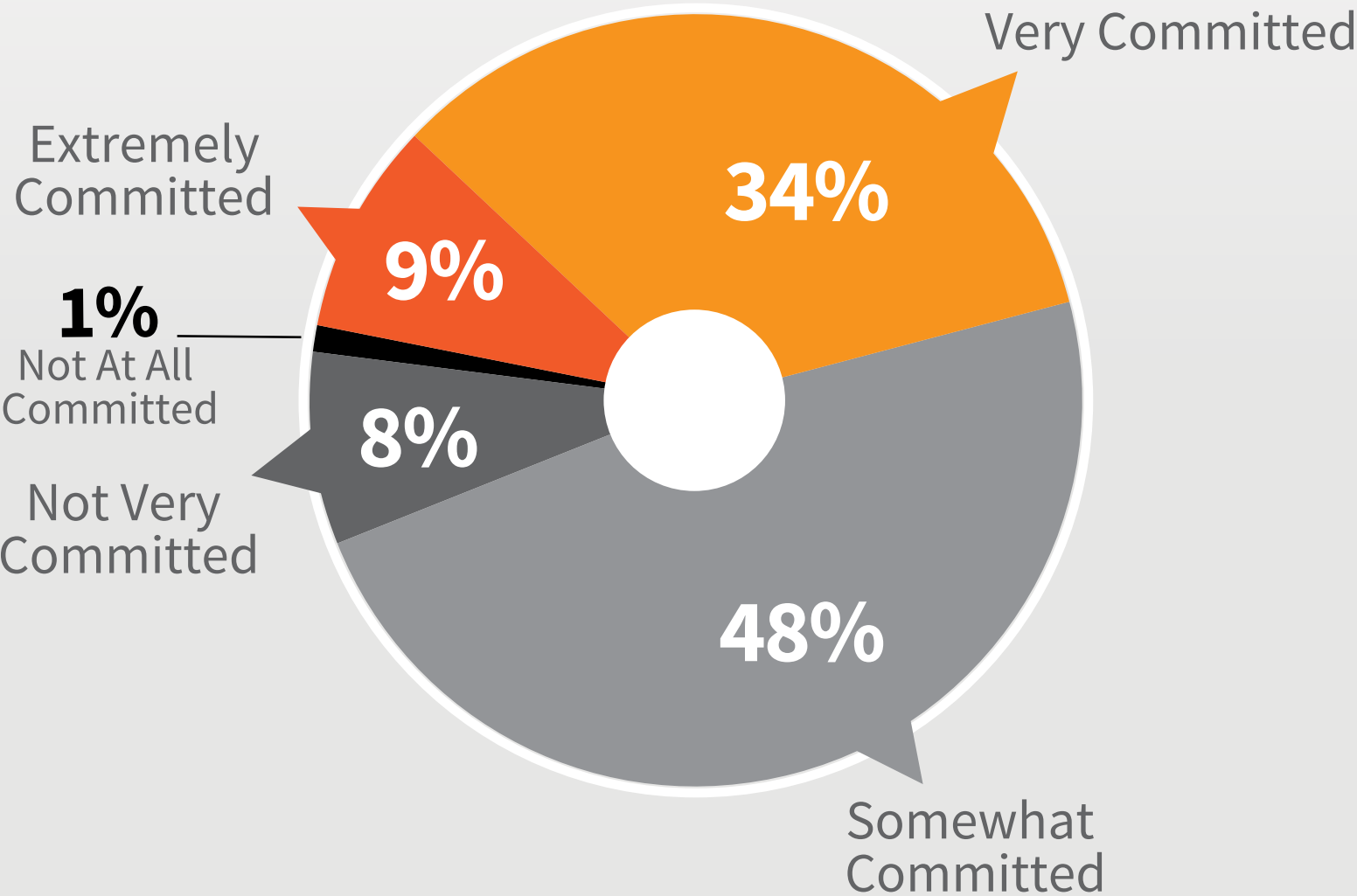
Nearly 60% of respondents characterised their organisation's overall content marketing approach as moderately successful.



66% of respondents reported that their organisation's overall content marketing success increased (much more/somewhat more) compared with one year ago.

How would you describe your organisation's commitment level to content marketing?

Australian Organisations' Commitment to Content Marketing

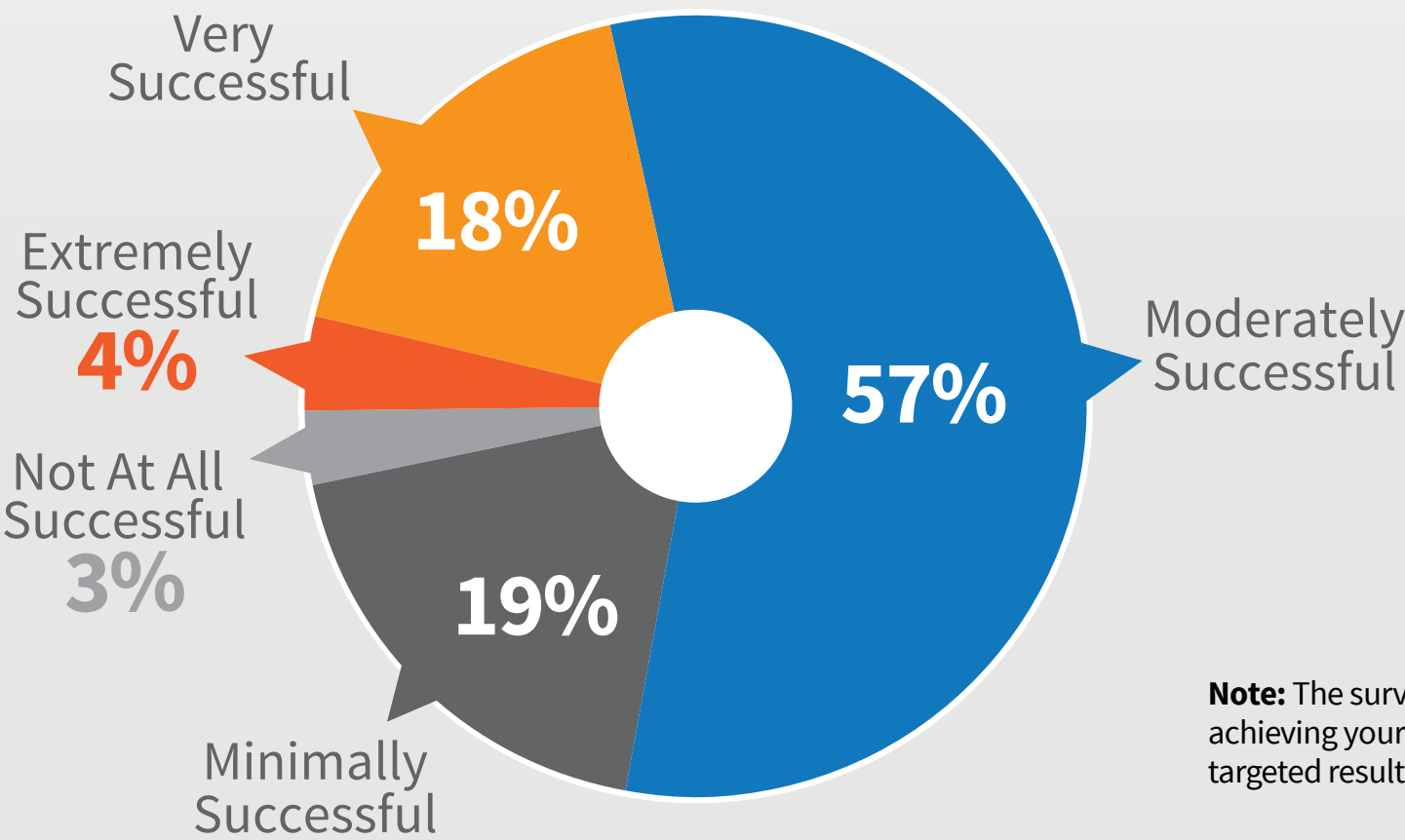


2018 Content Marketing Trends—Australia: Content Marketing Institute/ADMA

Base: Australian content marketers; aided list.

How would you characterise the success of your organisation's current overall content marketing approach?

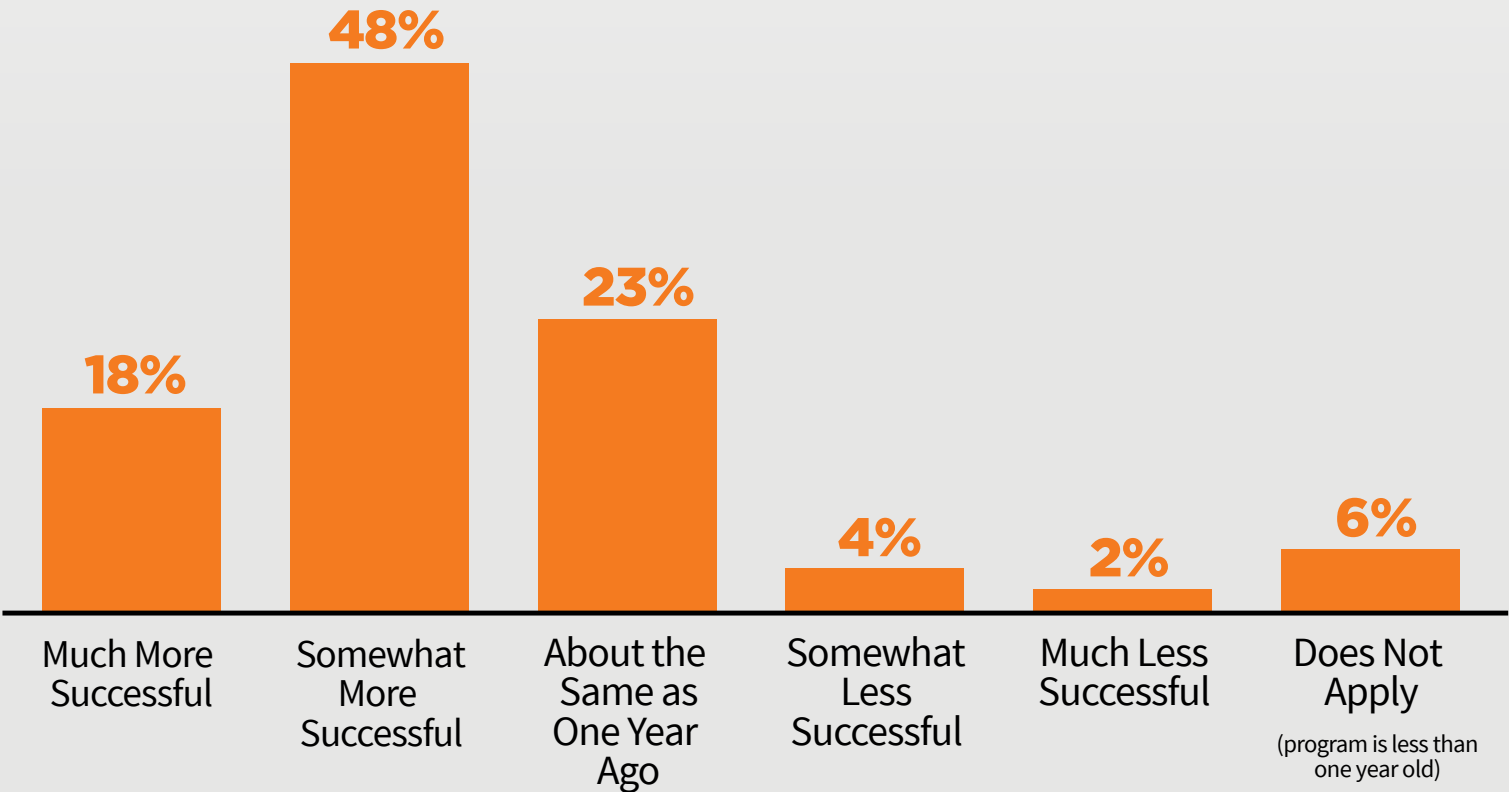
How Australian Marketers Rate the Success of Their Organisation's Overall Content Marketing Approach



Note: The survey defined success as achieving your organisation's desired/targeted results.

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

How Australian Marketers Rate Their Organisation's Content Marketing Approach Compared With One Year Ago

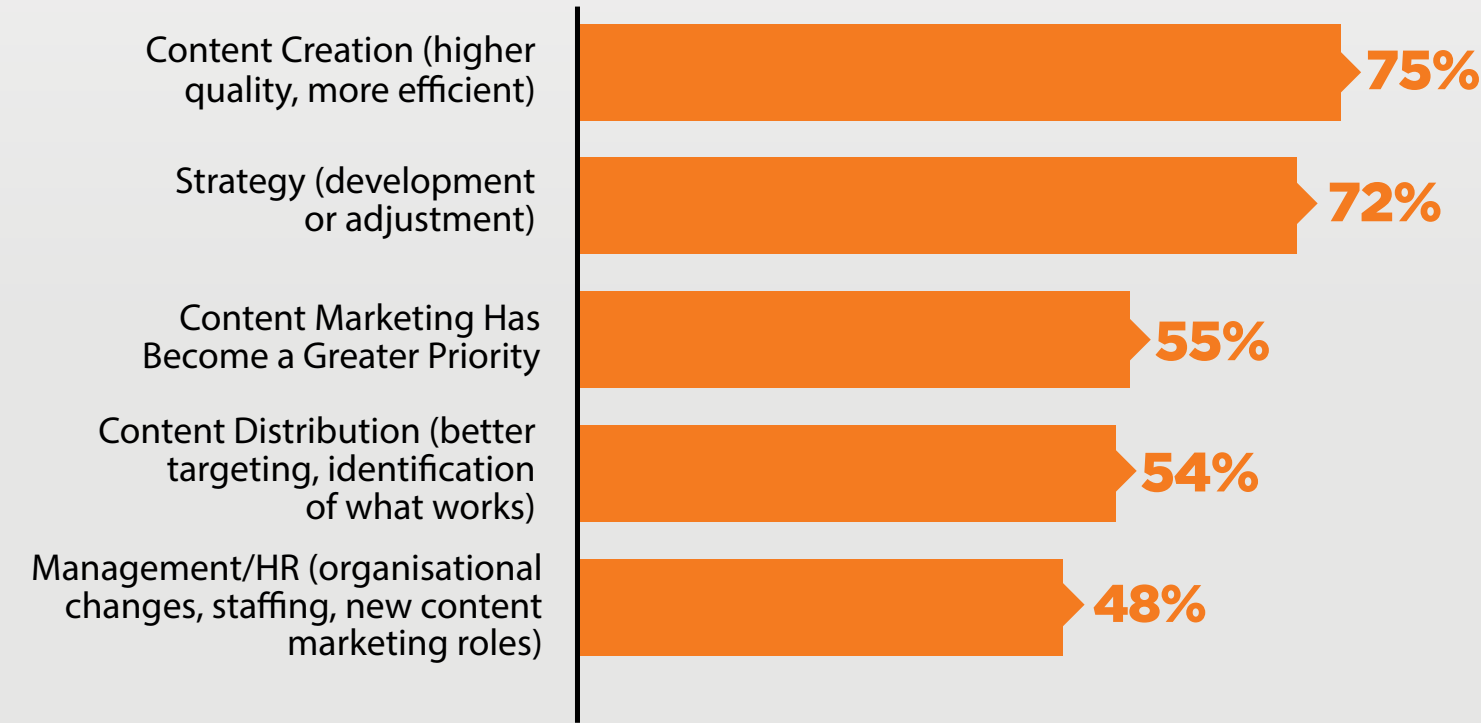


2018 Content Marketing Trends—Australia: Content Marketing Institute/ADMA

Base: Australian content marketers; aided list.

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

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



Other factors cited: Content Measurement (growing in ability to show results) (37%); Spending More Time on Content Marketing (36%); More Budget for Content Marketing (24%); Content Marketing Technologies/Tools (24%); We Have Given Our Efforts Time to Bear Fruit and Are Now Getting Results (22%); Content Marketing Training/Education (16%); Assistance of Outside Expertise (16%); Changes in Our Target Audience(s) (4%); and Other (1%).

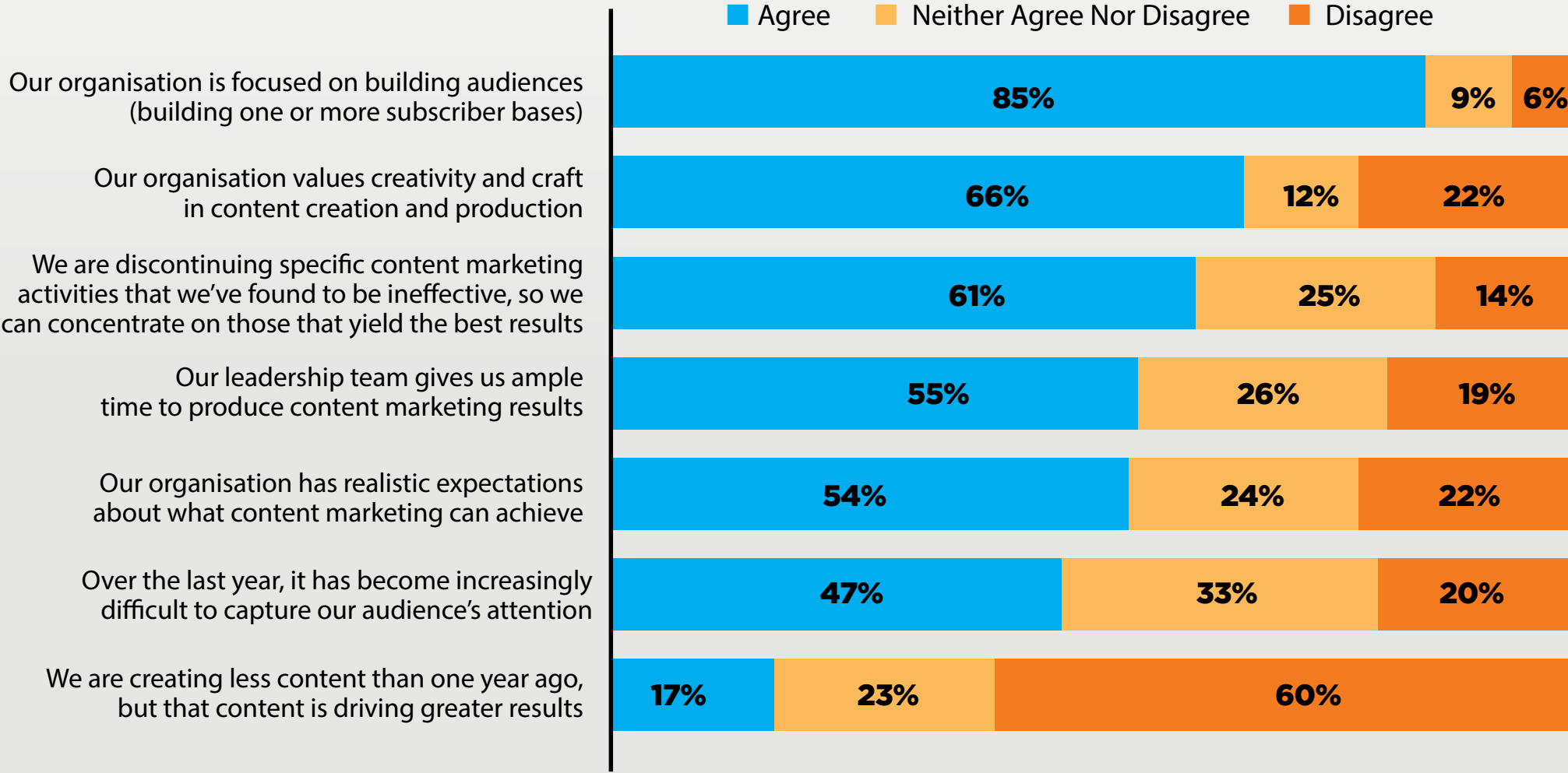
Base: Australian content marketers who said their organisation's overall content marketing approach is much more or somewhat more successful compared with one year ago.

Note: Due to the low number of Australian respondents who said their organisation's content marketing success had decreased compared with one year ago, this report does not include a chart showing factors contributing to decreased success.

OPINIONS ABOUT CONTENT MARKETING

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

Australian Marketers' Opinions About Content Marketing



2018 Content Marketing Trends—Australia: Content Marketing Institute/ADMA

Base: Australian content marketers; aided list.

CONTENT MARKETING STRATEGY & TECHNOLOGIES



The percentage of respondents that said their organisation has a documented content marketing strategy is nearly the same as last year (43% vs. 44%).



Respondents reported their organisations use an average of four digital technologies specifically for managing content marketing efforts.

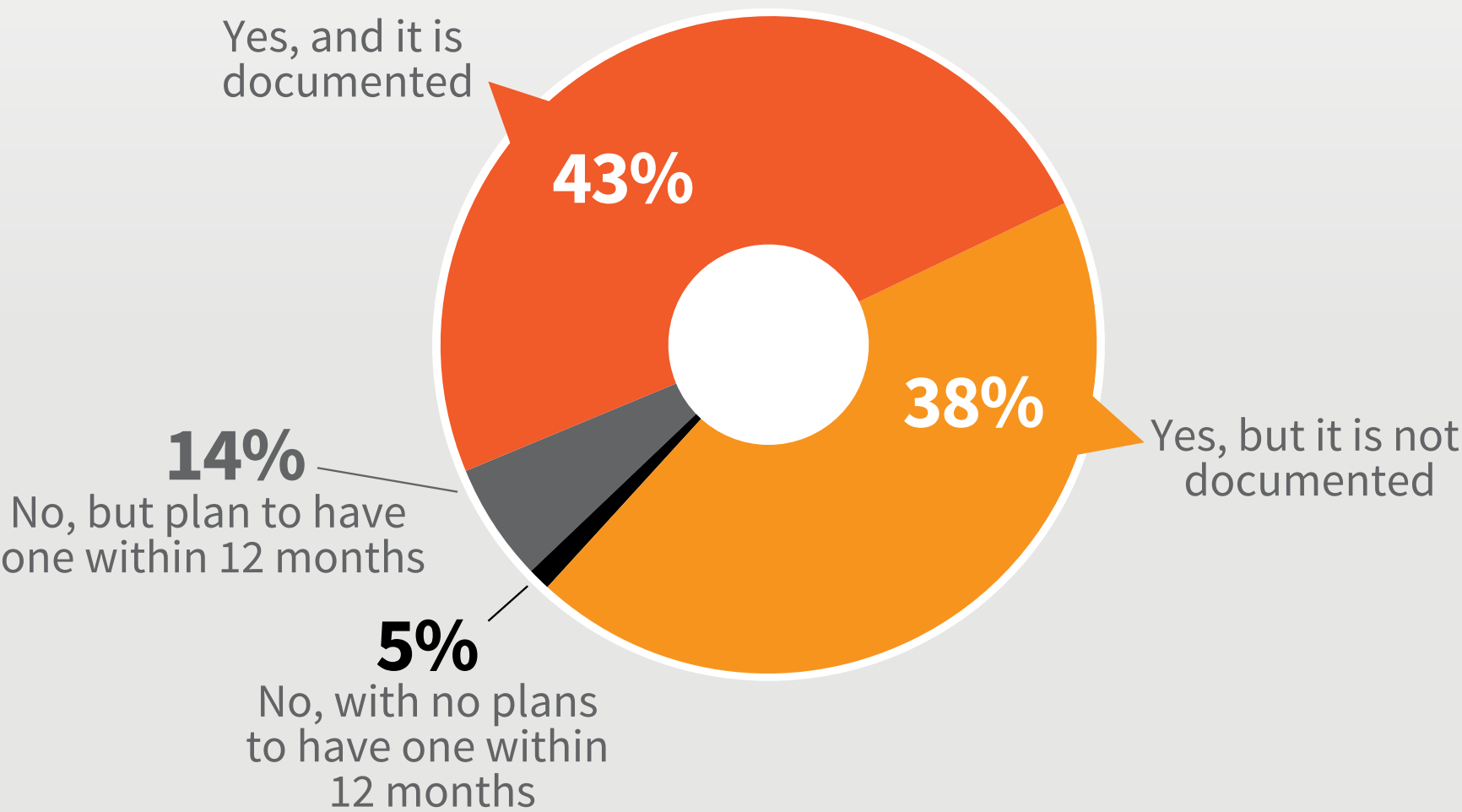


The two types of technology with the highest reported use are analytics tools (88%) and email marketing-focused technology (78%).



Does your organisation have a content marketing strategy?

Percentage of Australian Marketers Who Have a Content Marketing Strategy

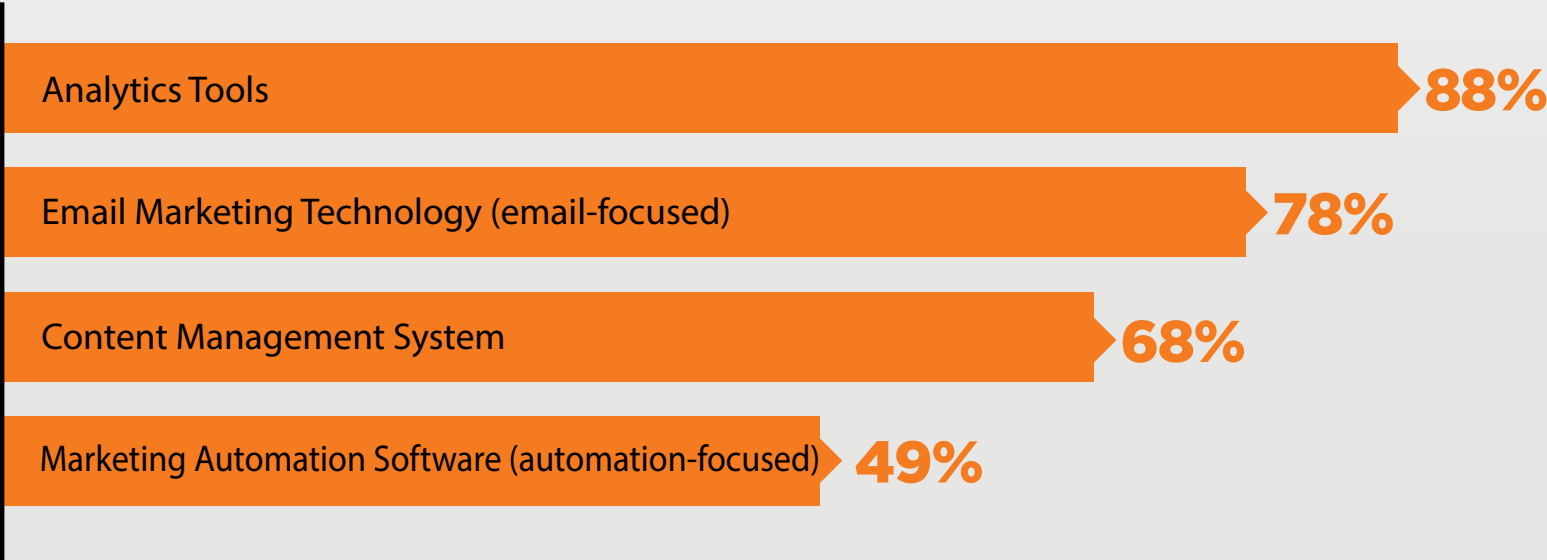


2018 Content Marketing Trends—Australia: Content Marketing Institute/ADMA

Base: Australian content marketers; aided list.

Which type(s) of digital technologies does your organisation use specifically for managing its content marketing efforts?

Technologies Australian Marketers Use to Manage Content Marketing Efforts (Top 4)



Other technologies used: Video Tools/Platforms (24%); Webinar/ Online Presentation Platforms (22%); Content Promotion/ Distribution Software (19%); Content Collaboration/Workflow Software (17%); Content Planning/ Creation Software (12%); Digital Asset Management (DAM) System/ File Storage (11%); Content Optimisation Software (6%); and Other (4%).

AVERAGE NUMBER USED:
Most Committed 4.7
All Respondents 4.0
Somewhat Committed ... 3.5

CONTENT CREATION & DISTRIBUTION



When asked how well content-creation projects flow within their organisations, 31% of respondents rated the flow as excellent or very good; 35% rated it as good; and 34% rated it as fair or poor.



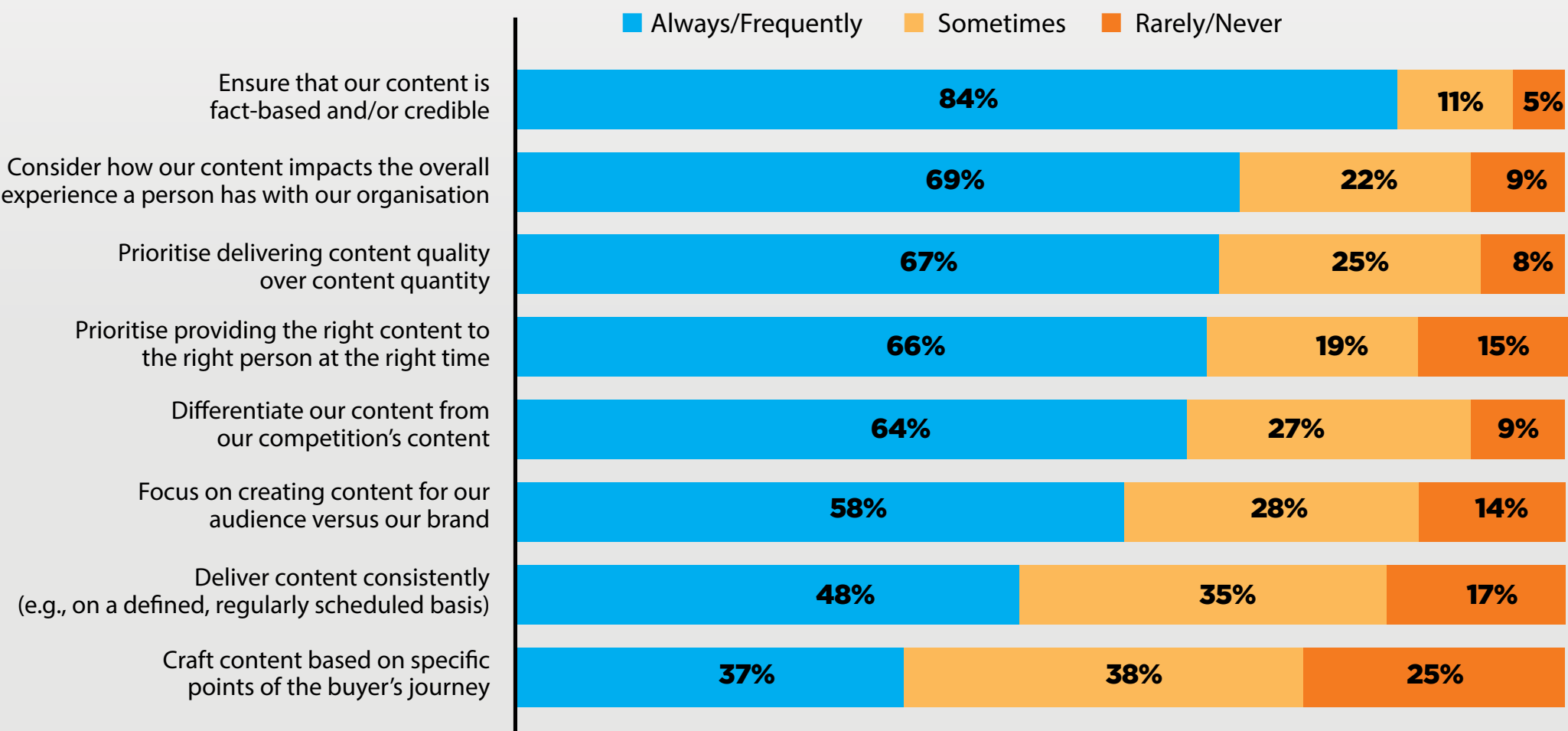
Among the content types, distribution formats, and social media platforms that respondents use, they rated social media posts, email, and LinkedIn as most effective in helping their organisations achieve specific objectives.



48% of respondents use monthly newsletters for content marketing purposes.

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

How Often Australian Marketers Consider Various Concepts While Creating Content

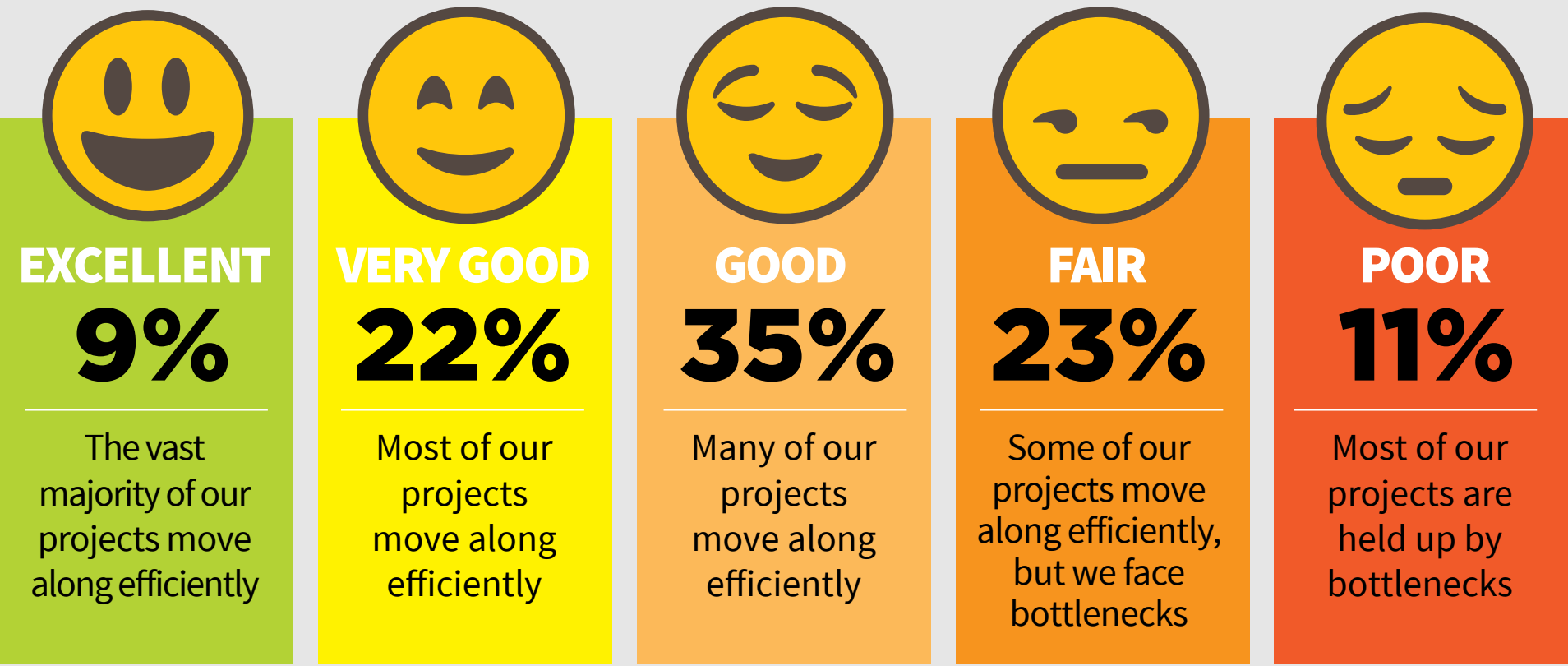


2018 Content Marketing Trends—Australia: Content Marketing Institute/ADMA

Base: Australian content marketers; aided list.

How would you rate the project management flow during the content creation process (from concept through completion) within your organisation?

How Australian Marketers Rate the Project Management Flow During the Content Creation Process

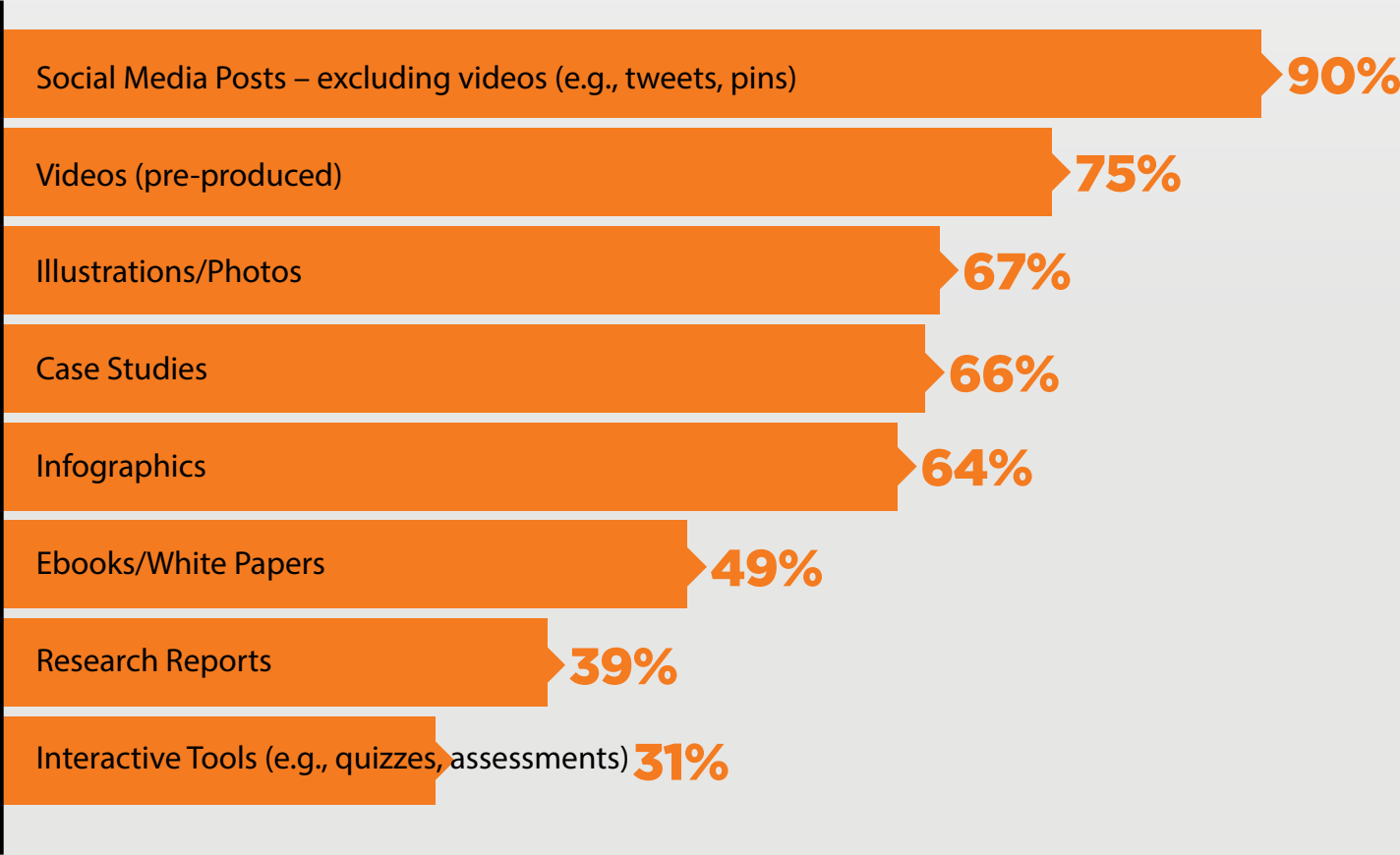


2018 Content Marketing Trends—Australia: Content Marketing Institute/ADMA

Base: Australian content marketers; aided list.

Which types of content does your organisation use for content marketing purposes?

Types of Content Australian Marketers Use for Content Marketing Purposes (Top 8)



Other types of content used:

Podcasts (14%); Mobile Apps (13%); Videos (live-streaming) (11%); Film/TV (e.g., documentaries, short films) (11%); Virtual Reality/ Augmented Reality (VR/AR) Experiences (10%); and Other (8%).

AVERAGE NUMBER USED:

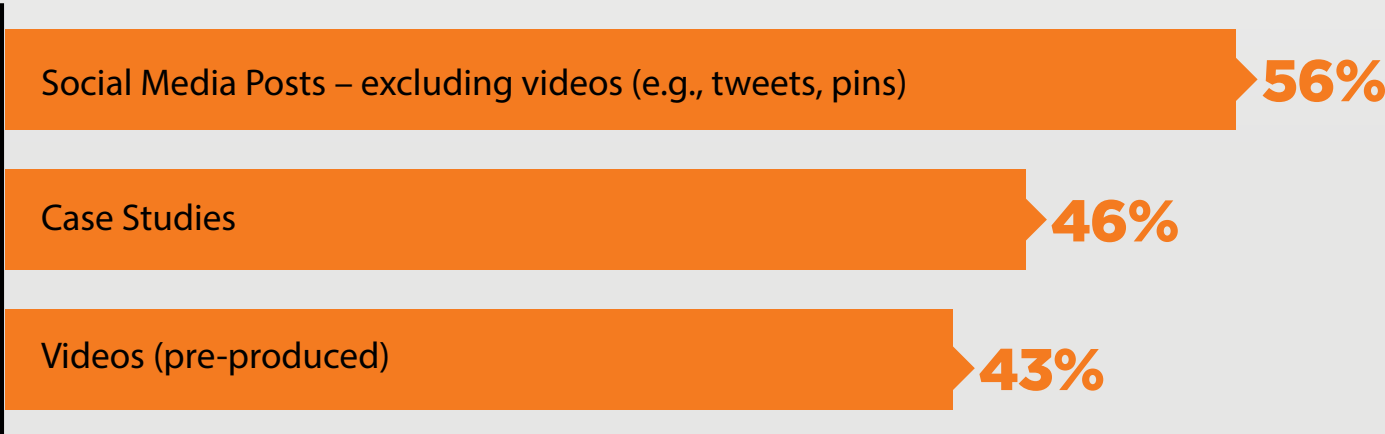
Most Committed 6.0
All Respondents 5.5
Somewhat Committed ... 5.2

2018 Content Marketing Trends—Australia: Content Marketing Institute/ADMA

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

Of the content types you use, select up to three that are the most effective in helping your organisation achieve specific objectives.

Top 3 Most Effective Types of Content Australian Marketers Use

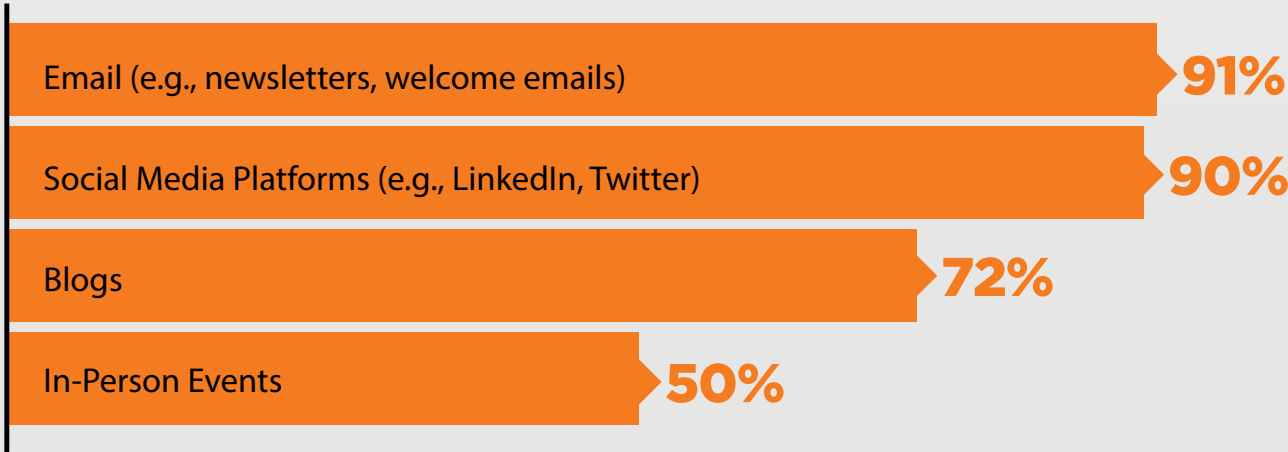


Other content types rated as top three most effective:
Ebooks/White Papers (29%);
Infographics (28%); Illustrations/
Photos (22%); Interactive Tools
(e.g., quizzes, assessments) (14%);
Research Reports (12%); Other (7%);
and None (of those used) (2%).

Base: Australian content marketers who use the types listed. Maximum of three responses permitted. Results shown based on response frequencies.

Which formats does your organisation use to distribute content for content marketing purposes?

Formats Australian Marketers Use to Distribute Content for Content Marketing Purposes (Top 4)



Other formats used: Print Magazines (29%); Digital Magazines (25%); Separate Content Hubs (e.g., microsites, resource centers) (25%); Webinars/Webcasts/Virtual Events (25%); Print (other than magazines) (22%); Online Presentations (19%); and Other (3%).

AVERAGE NUMBER USED:
Most Committed 5.0
All Respondents 4.5
Somewhat Committed ... 4.1

Of the formats you use, select up to three that are the most effective in helping your organisation achieve specific objectives.

Top 3 Most Effective Formats
Australian Marketers Use to Distribute Content

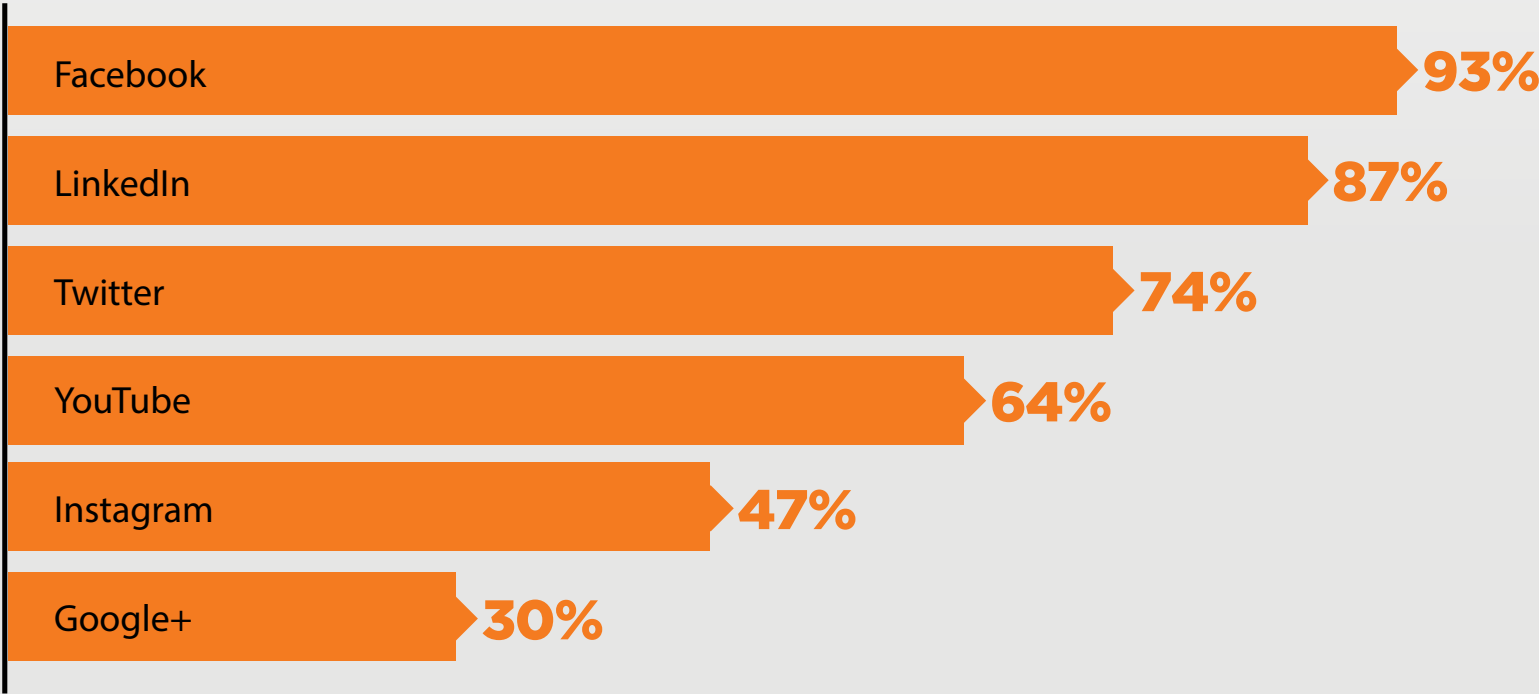


Other formats rated as top three most effective: In-Person Events (34%); Print Magazines (9%); Separate Content Hubs (e.g., microsites, resource centers) (9%); Webinars/Webcasts/Virtual Events (8%); Digital Magazines (6%); Print (other than magazines) (5%); Other (5%); and None (of those used) (2%).

Base: Australian content marketers who use the formats listed. Maximum of three responses permitted. Results shown based on response frequencies.

Which social media platforms does your organisation use as part of its content marketing efforts?

Social Media Platforms Australian Marketers Use for Content Marketing Purposes (Top 6)



Other social media platforms used: Pinterest (16%); Snapchat (8%); SlideShare (7%); Medium (3%); and Other (2%).

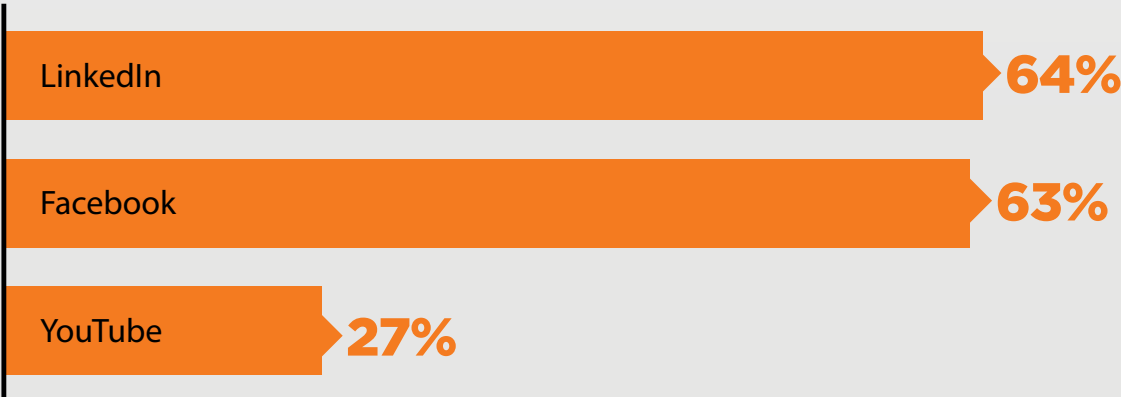
AVERAGE NUMBER USED:
Most Committed 4.7
All Respondents 4.3
Somewhat Committed ... 4.0

Base: Australian content marketers who use social media platforms to distribute content.
Aided list; multiple responses permitted.

2018 Content Marketing Trends—Australia: Content Marketing Institute/ADMA

Of the social media platforms you use, select up to three that are the most effective in helping your organisation achieve specific objectives.

Top 3 Most Effective Social Media Platforms
Australian Marketers Use for Content
Marketing Purposes



Other social media platforms rated as top three most effective: Twitter (23%); Instagram (22%); Google+ (5%); Pinterest (2%); Other (2%); and None (of those used) (4%).

Base: Australian content marketers who use the social media platforms listed. Maximum of three responses permitted. Results shown based on response frequencies.

Which type(s) of email does your organisation use as part of its content marketing efforts?

Types of Email Australian Marketers Use for Content Marketing Purposes (Top 7)



Other types of email used:
Bi-weekly Newsletters (every other week) (15%); Partnership Emails (15%); Weekly Newsletters (14%); Daily Newsletters (3%); and Other (10%).

AVERAGE NUMBER USED:
Most Committed 4.0
All Respondents 3.5
Somewhat Committed ... 3.0

Base: Australian content marketers who use email to distribute content for content marketing purposes. Aided list; multiple responses permitted.

GOALS & METRICS



48% of respondents reported that their organisation does an excellent, very good, or good job in terms of aligning metrics with content marketing goals; however, another 44% rated their organisation as doing a fair or poor job.



Respondents who do not measure content marketing ROI (41%) cited the top two reasons as “we need an easier way to do this” and “we don’t know how to do this.”



More than 70% of respondents agreed they can demonstrate, with metrics, how content marketing has increased audience engagement and number of leads. They are less likely to be able to show how it has increased sales (47%) and decreased the cost of customer acquisition (34%).

What type of job does your organisation do in terms of aligning metrics with content marketing goals (i.e., are you measuring the “right things”)?

How Australian Marketers Rate Alignment Between Content Marketing Metrics and Goals

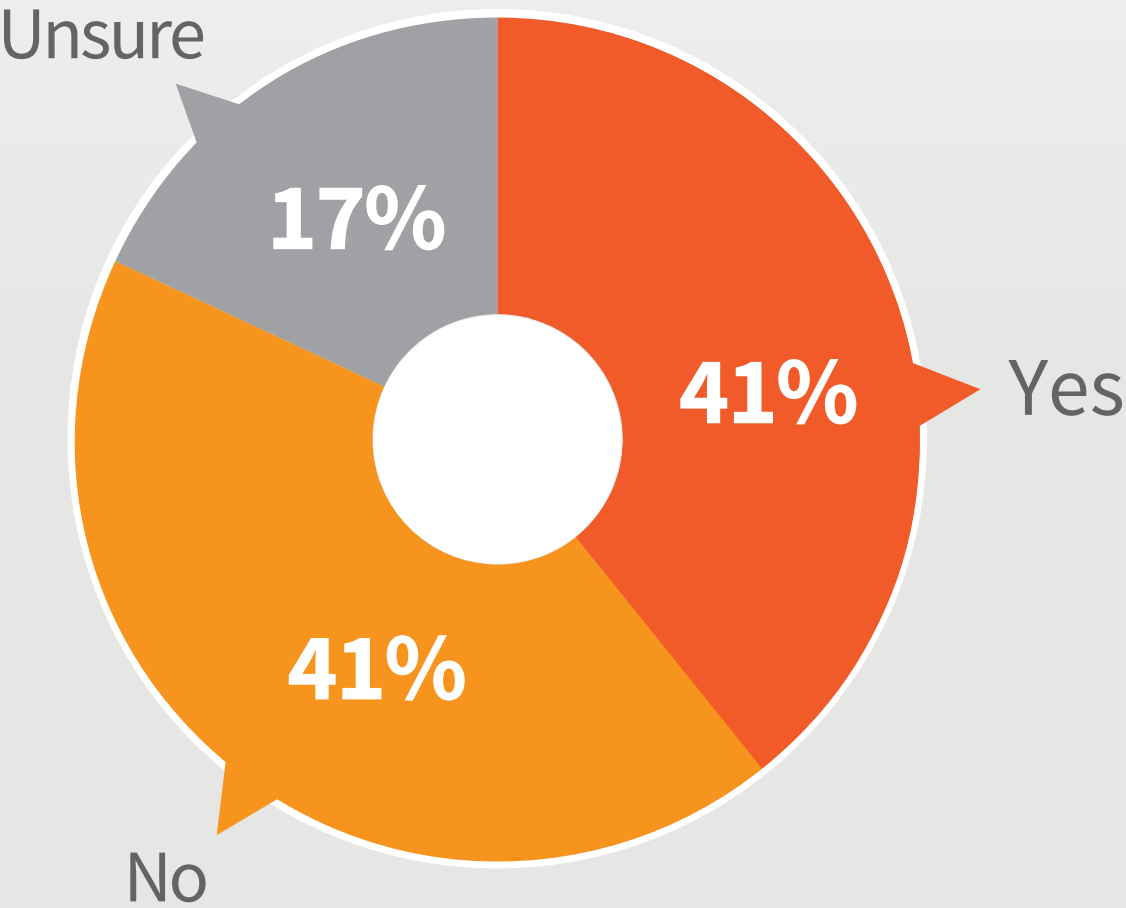


2018 Content Marketing Trends—Australia: Content Marketing Institute/ADMA

Base: Australian content marketers; aided list.

Does your organisation measure the return on investment (ROI) of its content marketing efforts?

Percentage of Australian Marketers That Measure Content Marketing ROI

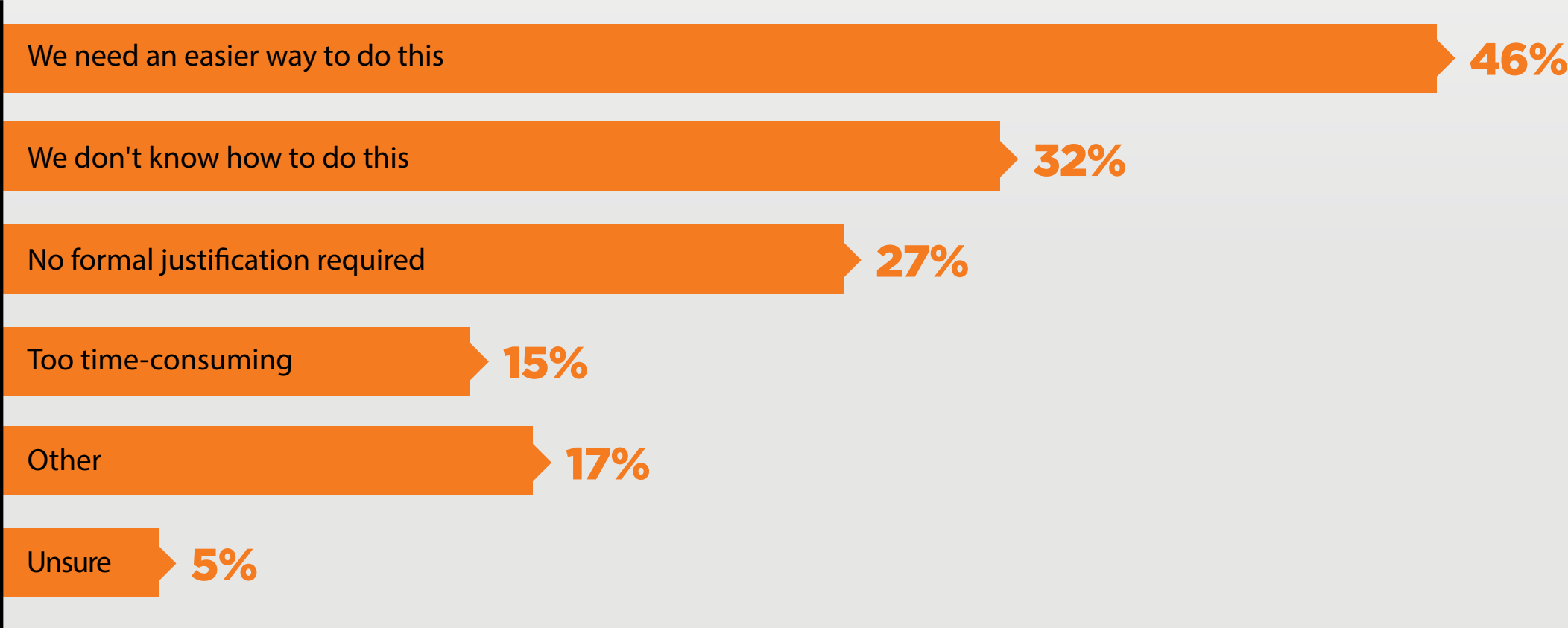


2018 Content Marketing Trends—Australia: Content Marketing Institute/ADMA

Base: Australian content marketers; aided list.

Why doesn't your organisation measure the return on investment (ROI) of its content marketing efforts?

Why Australian Marketers Don't Measure Content Marketing ROI



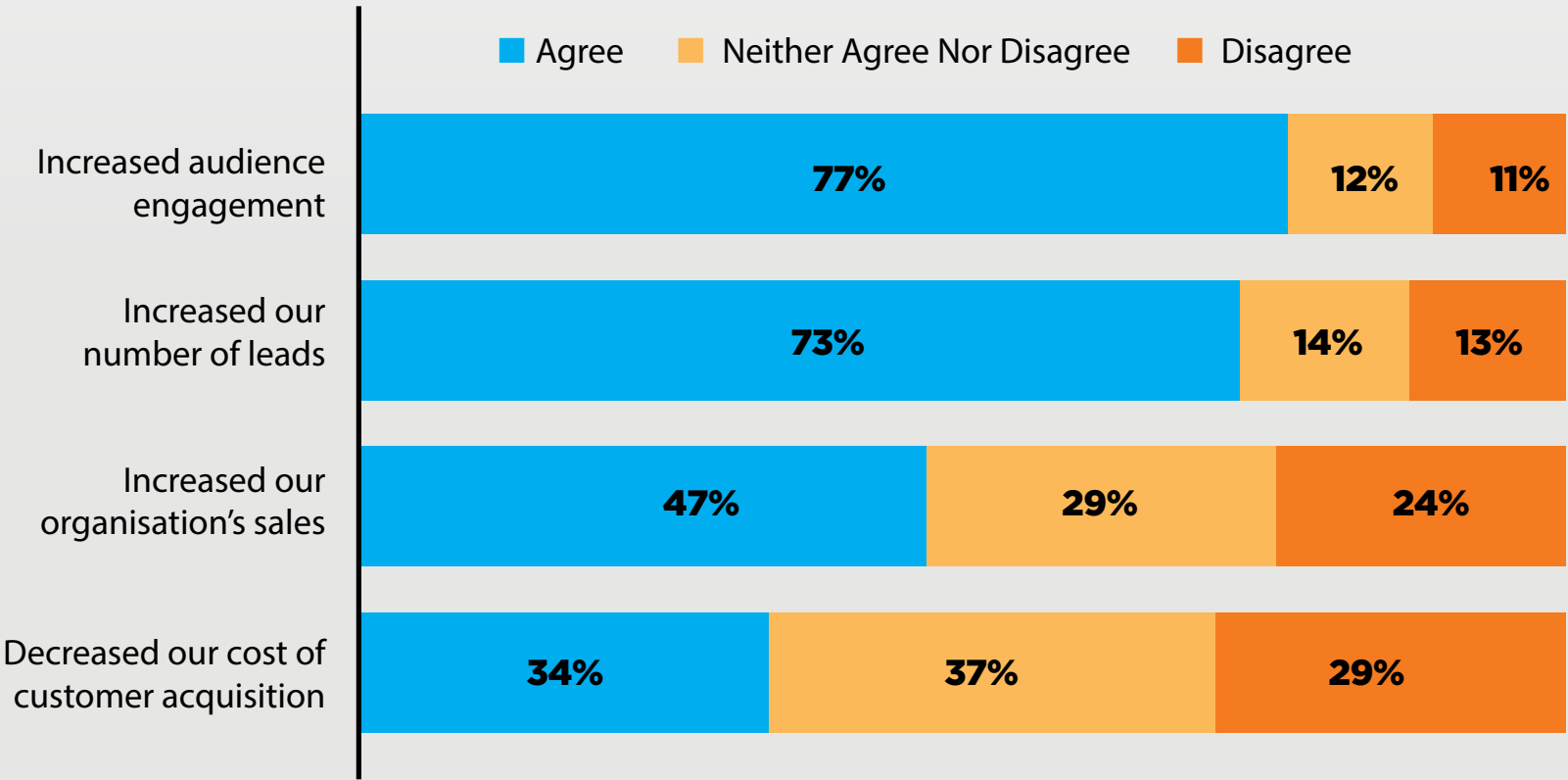
Base: Australian content marketers whose organisations do not measure content marketing ROI. Aided list; multiple responses permitted.

2018 Content Marketing Trends—Australia: Content Marketing Institute/ADMA

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

Australian Marketers' Metrics Agreement Statements

I/my team can demonstrate how content marketing has...



Base: Australian content marketers who use metrics to determine content marketing results. Aided list.

2018 Content Marketing Trends—Australia: Content Marketing Institute/ADMA

BUDGETS & SPENDING



Respondents said their organisations spend 23% (on average) of their total marketing budget on content marketing, which is less than what was reported last year (30%).



Organisations that are more committed to content marketing tend to spend more of their total marketing budget on content marketing: the most committed report spending 30%, on average, whilst those that are somewhat committed spend 19%.

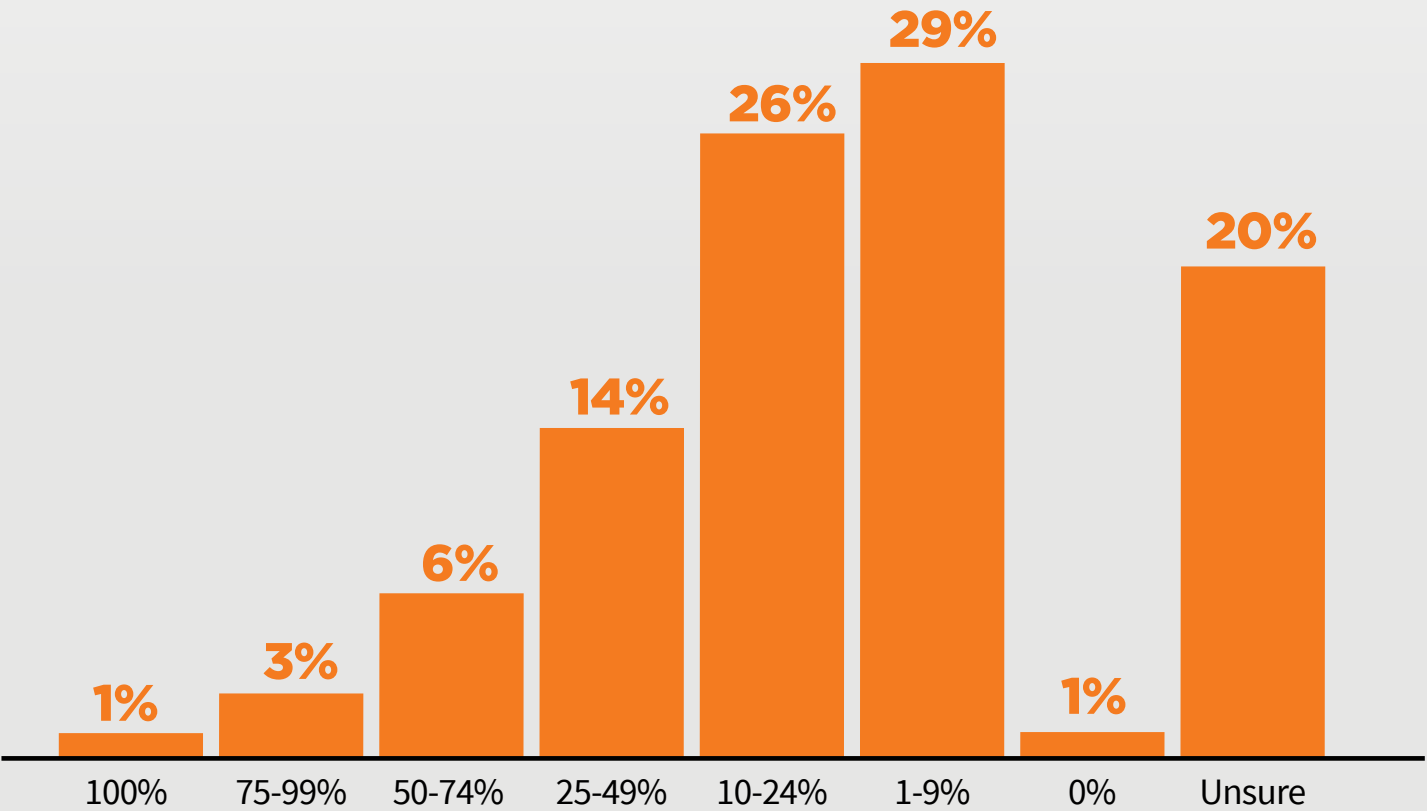


Compared with last year, fewer respondents reported that they expect their content marketing budget to increase in the next 12 months (36% this year vs. 47% last year).



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

Percentage of Total Marketing Budget Spent on Australian Content Marketing



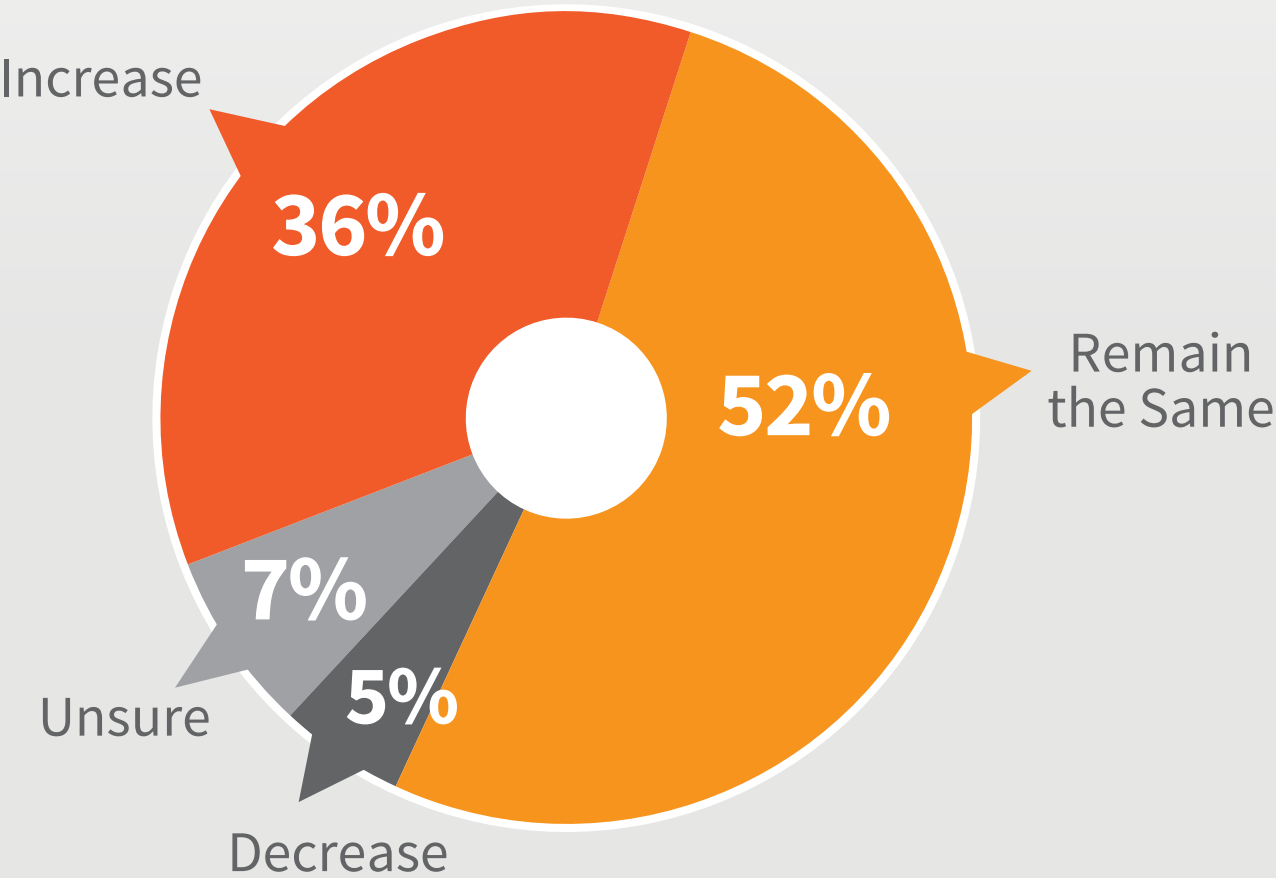
AVERAGE SPENT:
Most Committed30%
All Respondents23%
Somewhat Committed ... 19%

2018 Content Marketing Trends—Australia: Content Marketing Institute/ADMA

Base: Australian content marketers; aided list.

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

**Australian Content Marketing Spending
(Over Next 12 Months)**



2018 Content Marketing Trends—Australia: Content Marketing Institute/ADMA

Base: Australian content marketers; aided list.

METHODOLOGY/DEMOGRAPHICS

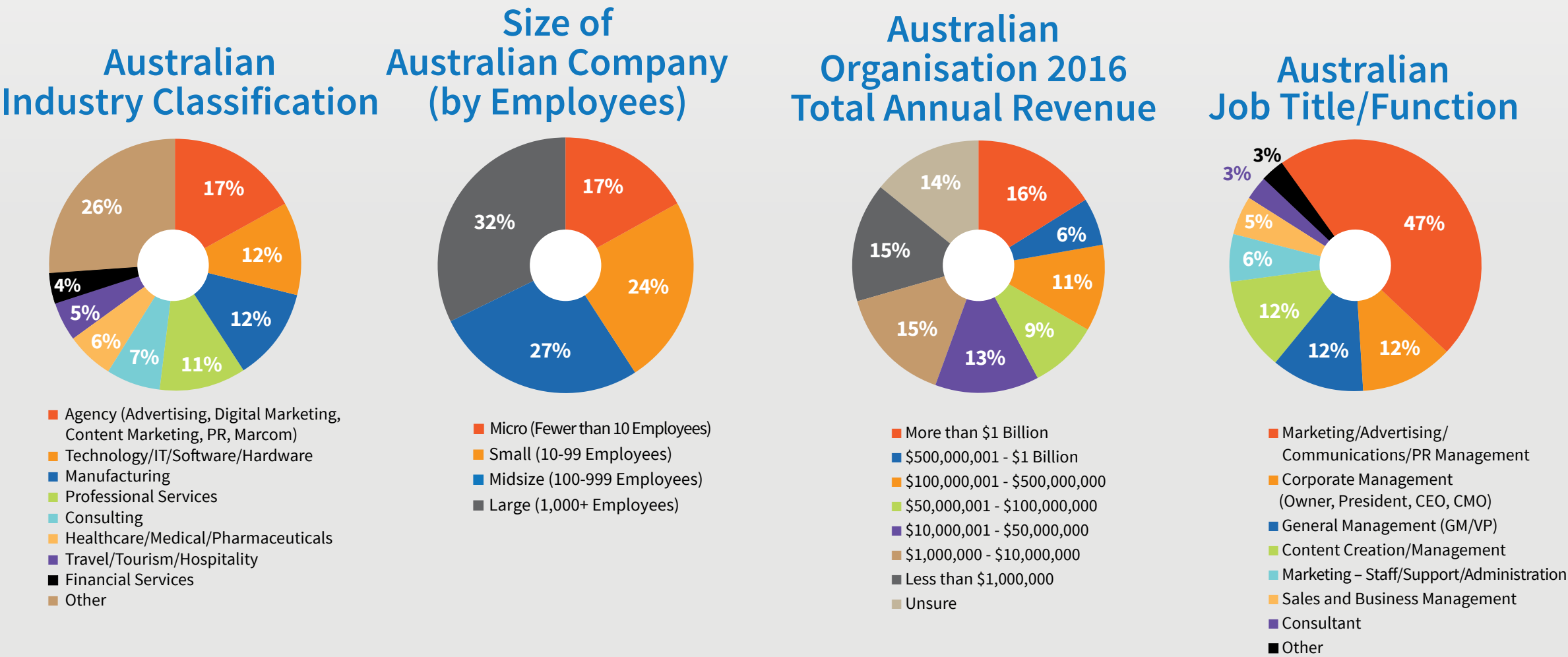
Content Marketing in Australia 2018: Benchmarks, Budgets, and Trends was produced by **Content Marketing Institute** in partnership with the **Association for Data-driven Marketing and Advertising (ADMA)** and sponsored by **LinkedIn Marketing Solutions**.

The eighth 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, ADMA, MarketingProfs, WTW Media, and Technology for Marketing (TFM).

A total of 2,190 recipients from around the globe—representing a full range of industries, functional areas, and company sizes—responded to the survey during June and July 2017. This report presents the findings from the 120 respondents who indicated their organisation is for-profit in Australia.

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.

Note: The Australian content marketers referred to in the base lines and bullet points in this report are respondents who indicated their organisation uses content marketing.



ABOUT

Thanks to all the survey distribution partners and respondents who made this research possible, and to everyone who disseminates and shares the findings across the industry.

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. To view all research and subscribe to our emails, visit www.contentmarketinginstitute.com.

About the Association for Data-driven Marketing and Advertising

The Association for Data-driven Marketing and Advertising (ADMA) is the principal industry body for information-based marketing and advertising and is the largest marketing and advertising body in Australia with more than 600 member organisations. ADMA is the ultimate authority and go-to resource for creative and effective data-driven marketing across all channels and platforms, providing knowledge, advocacy, insight, and innovation to advance responsive and enlightened marketing.

About LinkedIn Marketing Solutions

LinkedIn connects the world's professionals to make them more productive and successful and transforms the ways companies hire, market, and sell. Our vision is to create economic opportunity for every member of the global workforce through the ongoing development of the world's first Economic Graph. LinkedIn has more than 450 million members worldwide and over 8 million in Australia.

With **LinkedIn Marketing Solutions**, brands can build a presence, establish relationships, and reach the people that matter most through content marketing and advertising solutions.