



MANUFACTURING CONTENT MARKETING 2020

Benchmarks, Budgets, and Trends



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TABLE OF CONTENTS

■ WELCOME	3
■ KEY FINDINGS.....	4
■ SUCCESS & MATURITY	5
■ STRATEGY, OPINIONS & TECHNOLOGY	8
■ TEAM STRUCTURE & OUTSOURCING.....	12
■ CONTENT CREATION & DISTRIBUTION	16
■ METRICS & GOALS	25
■ BUDGETS & SPENDING	29
■ CONTENT MARKETING PRIORITIES & UNIQUE CHALLENGES	33
■ METHODOLOGY	36
■ ABOUT	37

SURVEY TERM DEFINITIONS

Content Marketing: 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.

Success: Achieving your organization’s desired/targeted results.

NOTE

This report contains a few key comparisons with data presented in the 2019 version of this report; however, use caution when making comparisons with past years. The sample size reported on here is slightly different this year than last. In addition, the survey methodology changed beginning with the 2019 report, when we began asking respondents to confirm their content marketing role and whether their organization has used content marketing for at least one year.

When Content Marketing Institute (CMI) first reported on manufacturing in 2014, we noted that manufacturers were later to adopt content marketing than other industries we studied. They've certainly come a long way since then.

As you'll see in this report—based on the results of our 10th annual content marketing survey—manufacturing marketers have become more strategic with their content marketing and are feeling less challenged with communicating complex content. Many are reporting success with their overall approach to content marketing. The ability to craft content for different audiences across various stages of the buyer's journey—and distribute that content with precision—will be important to continued success in 2020.

On behalf of the entire CMI team, best wishes for your content marketing in the new decade. If you need resources, let us know. We're happy to assist!

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Manufacturing marketers are becoming more strategic

41% of those surveyed said their organization has a documented content marketing strategy versus 21% last year, indicating a stronger focus on being strategic with their content marketing approach. See page 9.

They create content for four different audiences, on average, yet only 40% always/frequently craft content for specific stages of the customer journey

Many respondents create content for several different audiences, yet there is a need to craft content more precisely based on where those audiences are in the customer journey. See pages 17 and 18.

Several organic (nonpaid) opportunities to distribute content are being overlooked

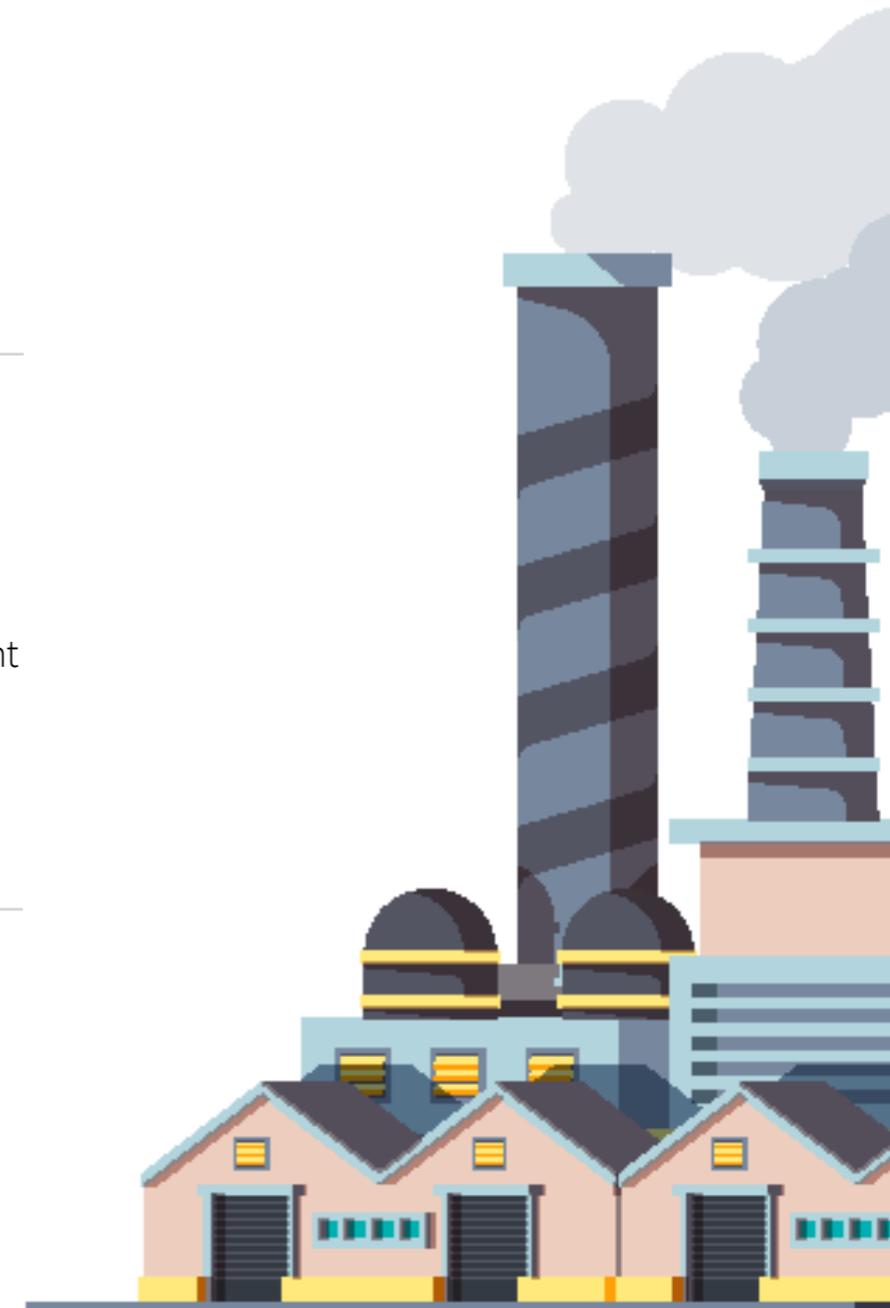
Most manufacturing marketers use social media platforms, their organization's website/blog, and email to distribute content. However, fewer take advantage of speaking/events (43%), media/influencer relations (33%), or guest posts/articles in third-party publications (31%). See page 22.

Communicating complex content and access to subject matter experts has improved

A smaller percentage than last year reported being challenged with communicating complex content (36% this year vs. 60% last year) and accessing subject matter experts (40% this year vs. 50% last year). See page 35.

64% of manufacturing marketers outsource at least one content marketing activity

Among those who outsource, 87% outsource content creation, which may help explain why their ability to communicate complex content has improved. See page 15.



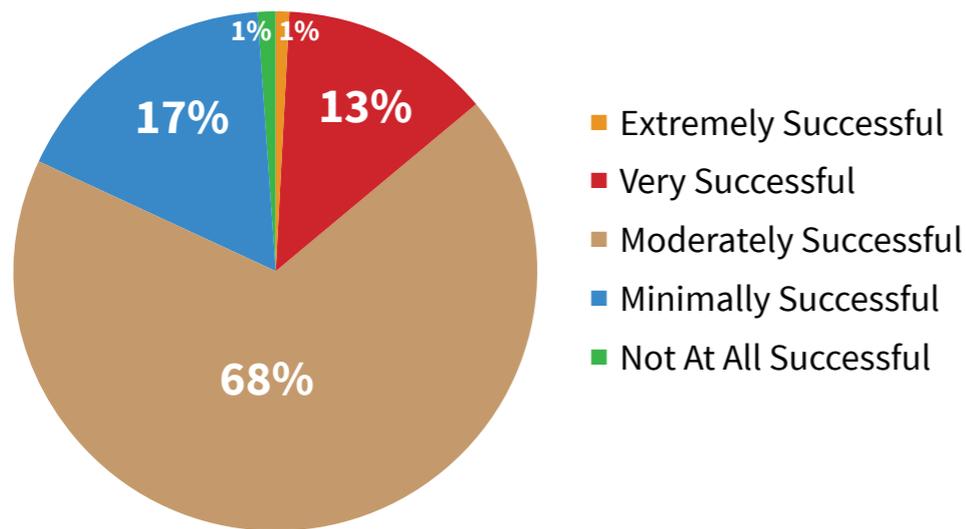


SUCCESS & MATURITY



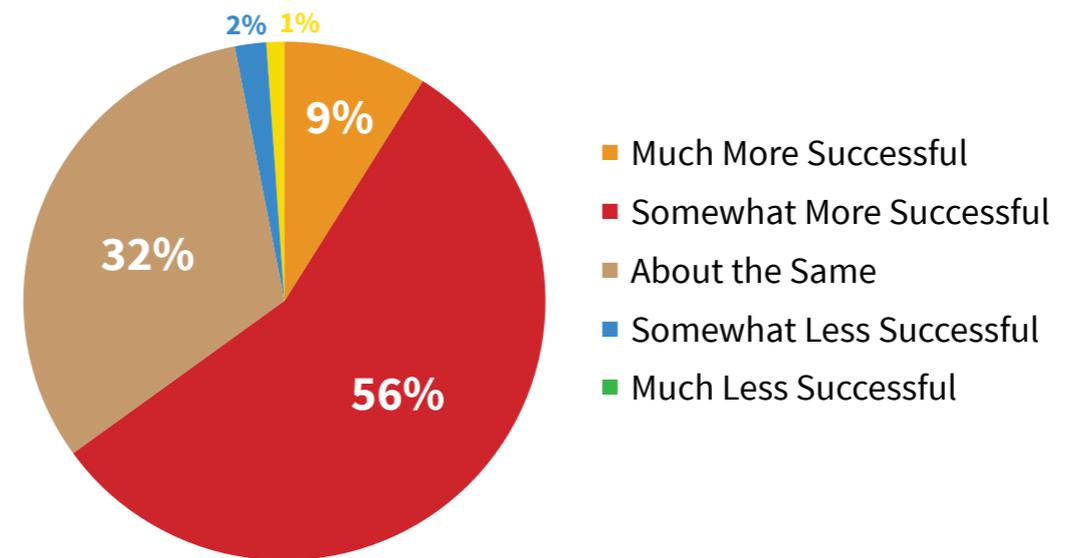
65% of manufacturing marketers say their organization is much or somewhat more successful with content marketing compared with one year ago.

How Manufacturing Marketers Rate Their Organization's Overall Level of Content Marketing Success



Base: Manufacturing content marketers; aided list.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

How Manufacturing Marketers Rate Their Organization's Content Marketing Success Compared With One Year Ago

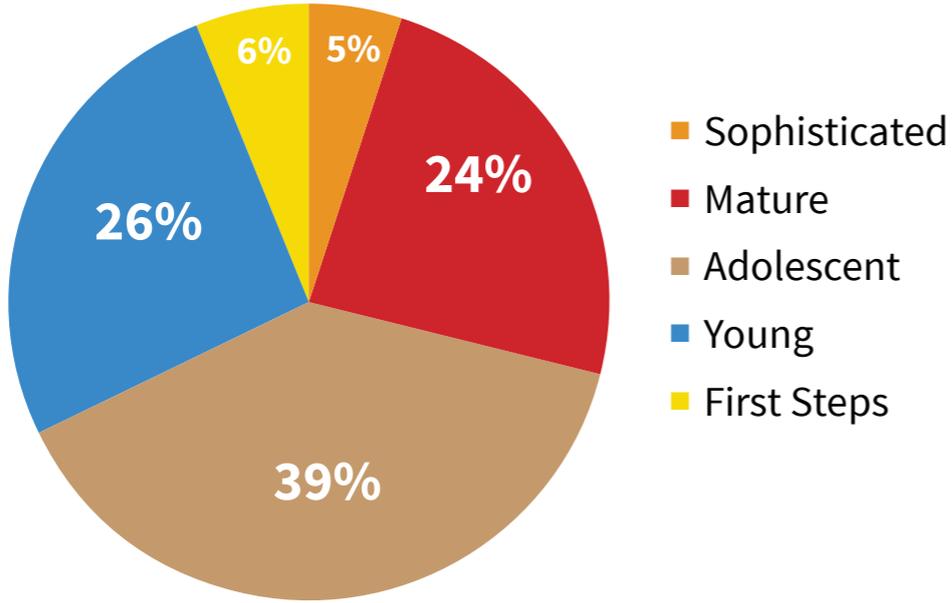


Base: Manufacturing content marketers; aided list.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

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

39% of manufacturing marketers say their organization is in the adolescent stage of content marketing maturity.

How Manufacturing Marketers Rate Their Organization's Content Marketing Maturity Level



Base: Manufacturing content marketers; aided list.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

SOPHISTICATED

Providing accurate measurement to the business, scaling across the organization

MATURE

Finding success, yet challenged with integration across the organization

ADOLESCENT

Have developed a business case, seeing early success, becoming more sophisticated with measurement and scaling

YOUNG

Growing pains, challenged with creating a cohesive strategy and a measurement plan

FIRST STEPS

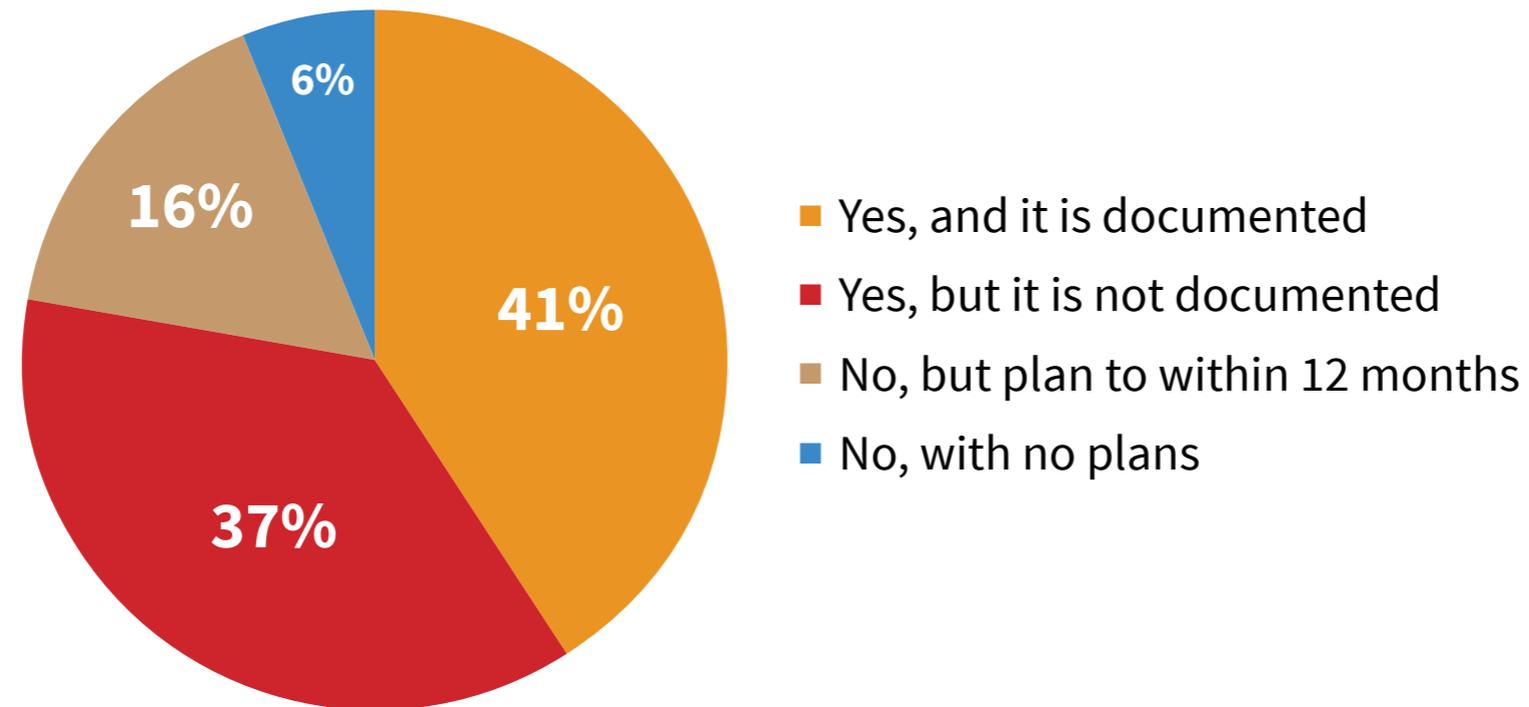
Doing some aspects of content, but have not yet begun to make content marketing a process



STRATEGY, OPINIONS & TECHNOLOGY

41% of manufacturing marketers report their organization has a documented content marketing strategy, up from 21% last year.

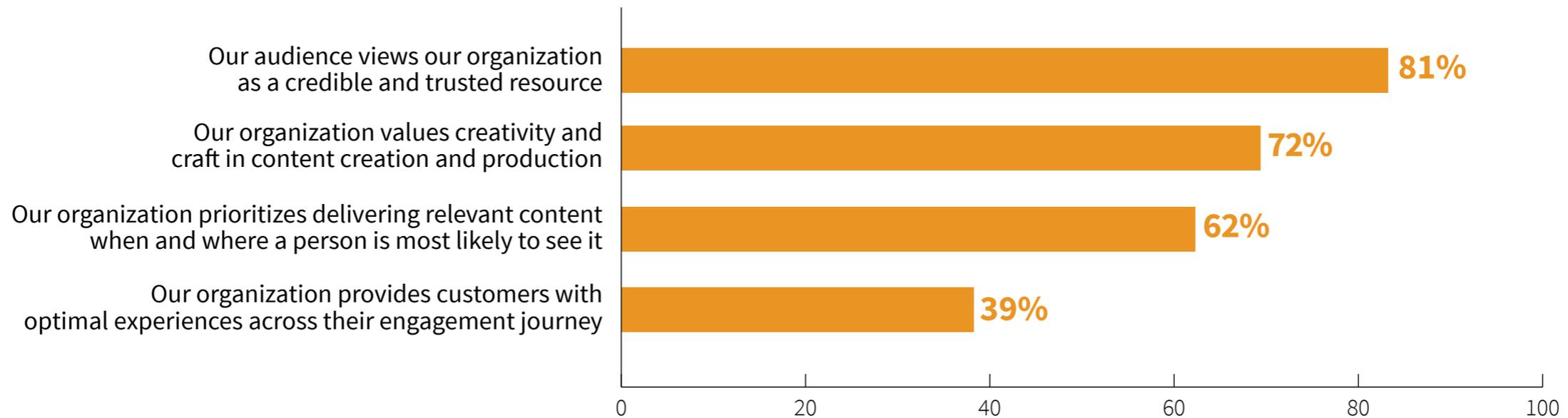
Percentage of Manufacturing Marketers With a Content Marketing Strategy



*Base: Manufacturing content marketers; aided list.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs*

62% of manufacturing marketers agree their organization prioritizes delivering relevant content when and where a person is most likely to see it.

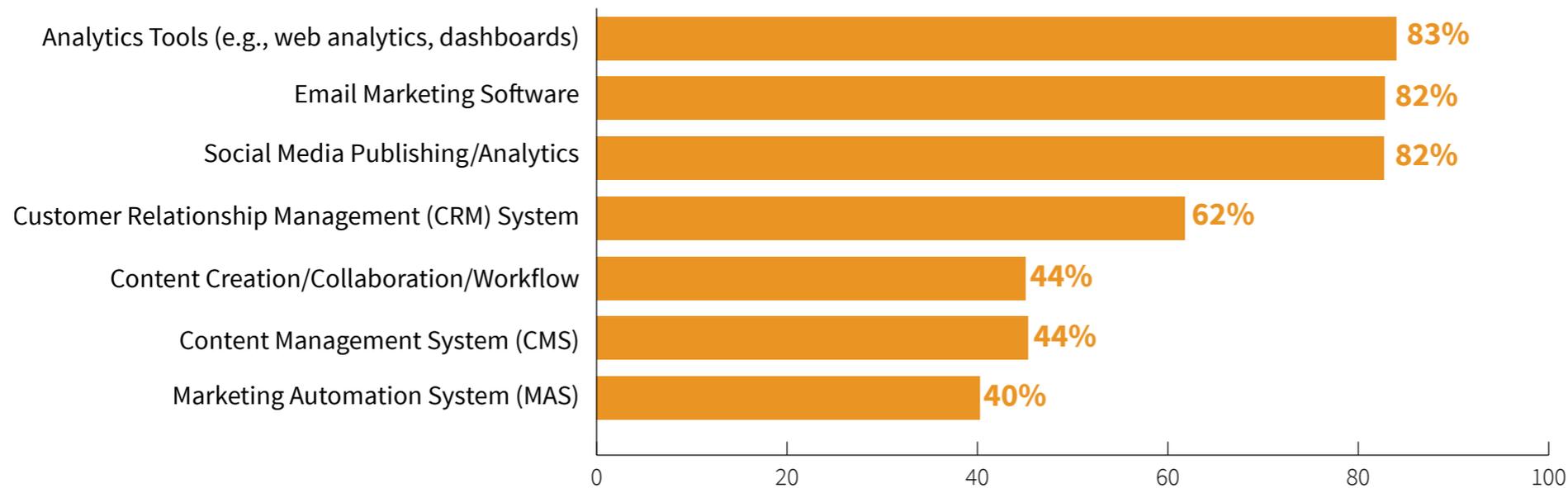
Manufacturing Marketers' Opinions About Content Marketing in Their Organization (Strongly/Somewhat Agree)



Base: Manufacturing content marketers who answered each statement.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

Manufacturing marketers report the top 3 technologies their organizations use to assist with content marketing are analytics tools, email marketing software, and social media publishing/analytics.

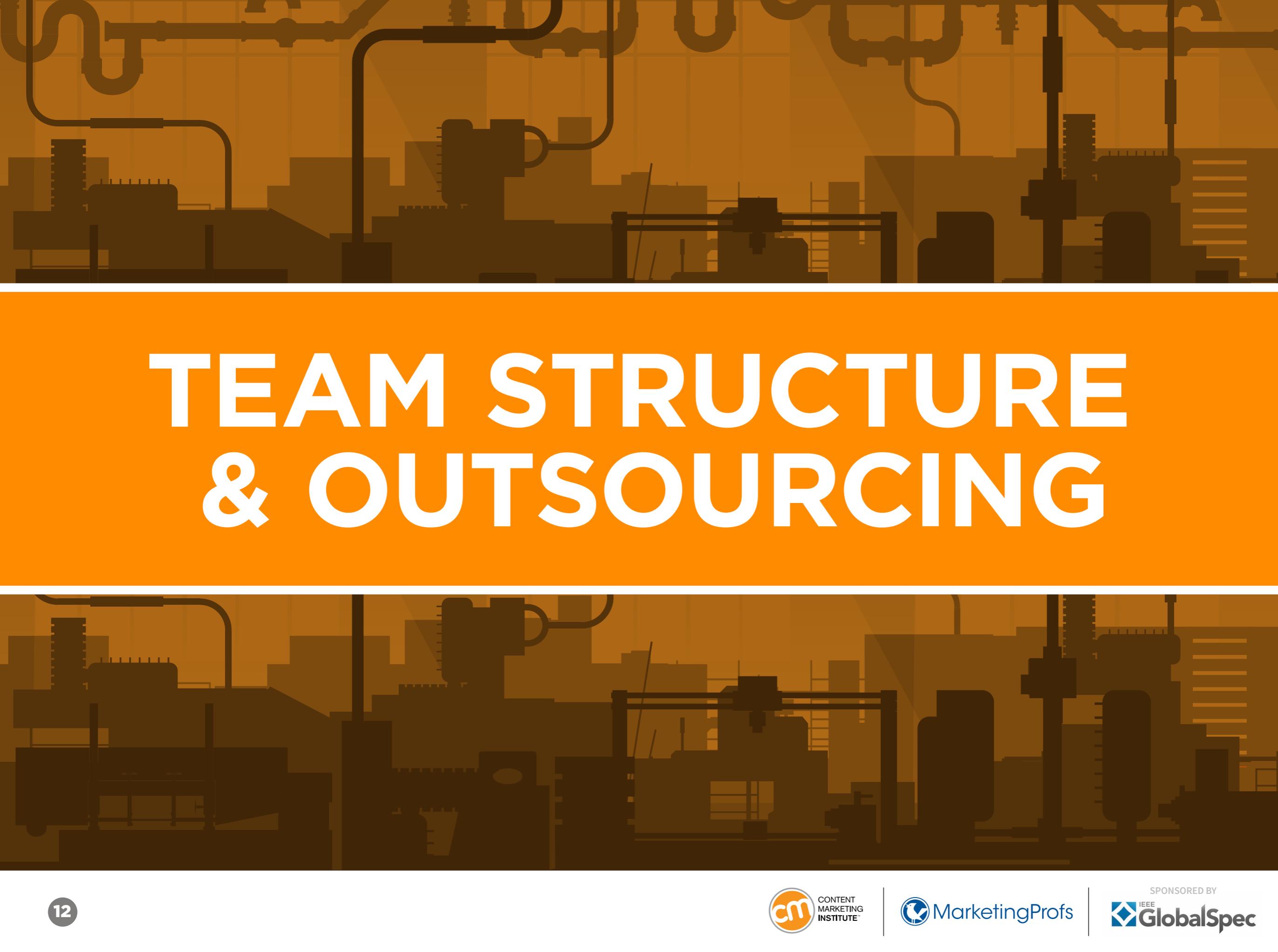
Technologies Manufacturing Organizations Use to Assist With Content Marketing (Top 7)



Base: Manufacturing content marketers. Aided list; multiple responses permitted.
 2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

Other technologies used:

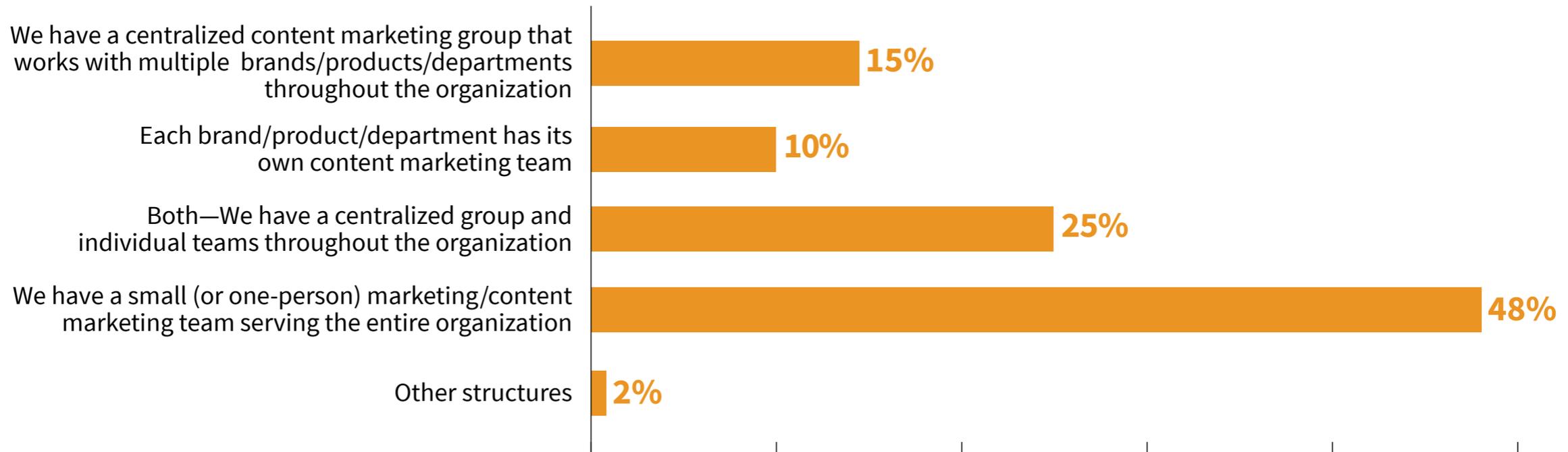
Digital Asset Management (DAM) System (34%); Content Distribution Platform (21%); Content Optimization (19%); Content Performance/ Recommendation Analytics (18%); and Integrated Content Marketing Platform (10%).



TEAM STRUCTURE & OUTSOURCING

Almost half (48%) of manufacturing marketers report their organization has a small (or one-person) marketing/content marketing team serving the entire organization.

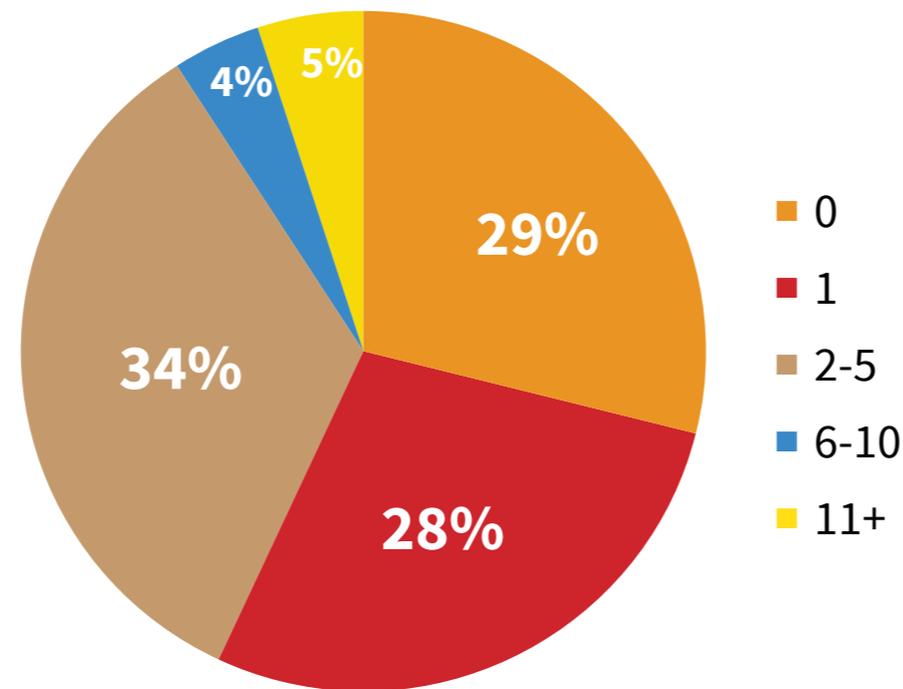
Manufacturing Organizations' Content Marketing Team Structure



Base: Manufacturing content marketers; aided list.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

43% of manufacturing marketers say their organization has 2 or more internal team members who are full-time/dedicated to content marketing.

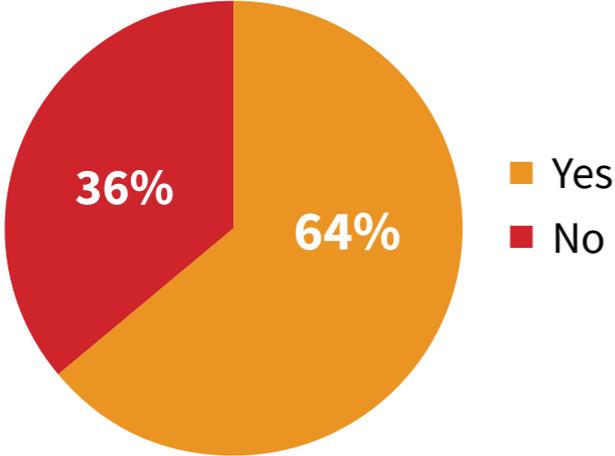
Manufacturing Organizations' Content Marketing Team Size (Full-Time/Dedicated to Content Marketing)



Base: Manufacturing content marketers; aided list.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

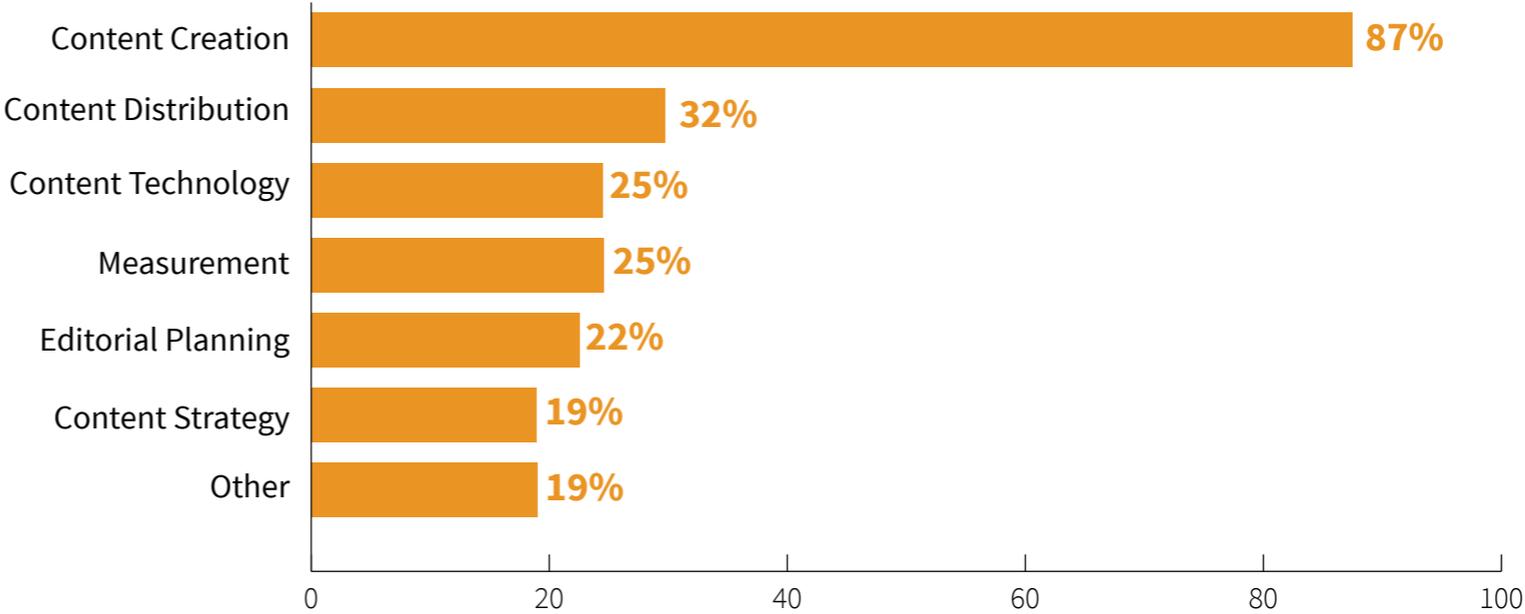
64% of manufacturing marketers outsource at least one content marketing activity; content creation is the activity they're most likely to outsource (87%).

Does Your Manufacturing Organization Outsource Any Content Marketing Activities?



Base: Manufacturing content marketers.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

Content Marketing Activities Manufacturing Organizations Outsource



Base: Manufacturing content marketers whose organization outsources at least one content marketing activity.
Aided list; multiple responses permitted.

2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

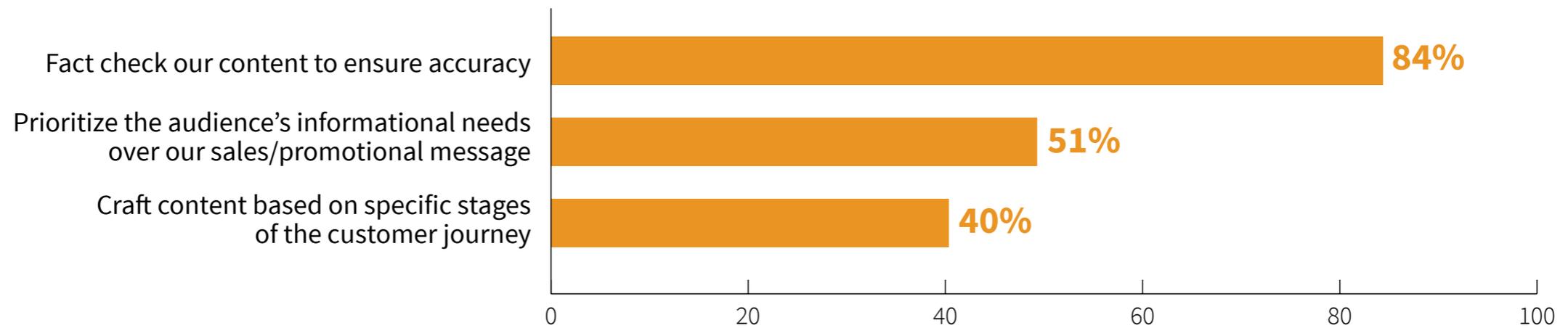


CONTENT CREATION & DISTRIBUTION



Fewer than half (40%) of manufacturing marketers craft content based on specific stages of the customer journey.

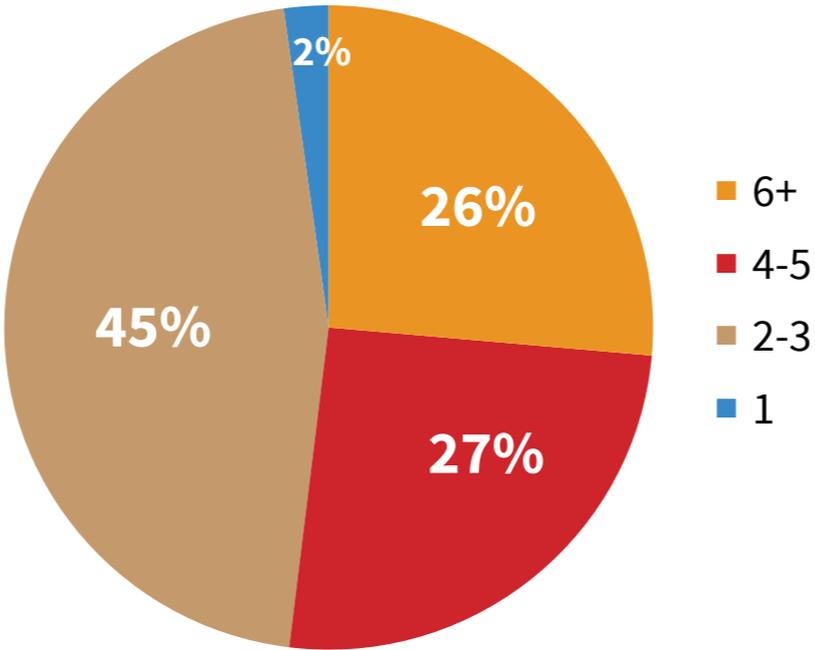
Concepts Manufacturing Marketers Always/Frequently Take Into Account While Creating Content for Their Organization



Base: Manufacturing content marketers who answered each concept.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

On average, manufacturing marketers create content for 4 different audiences.

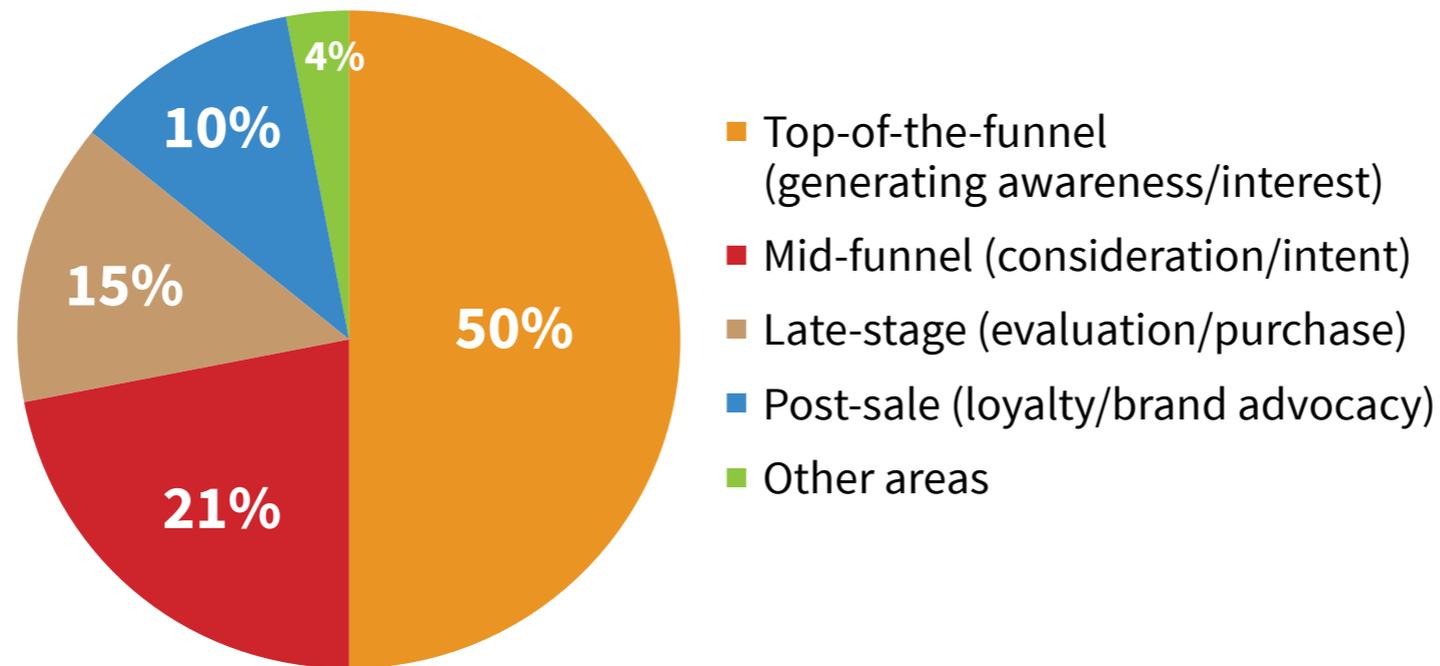
Number of Different Audiences Manufacturing Marketers Create Content For



Base: Manufacturing content marketers; aided list.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

Manufacturing marketers say 50% of the content they create is for audiences in the early stages of the buyer’s journey (top-of-the-funnel). Far less content is created for stages further down the funnel.

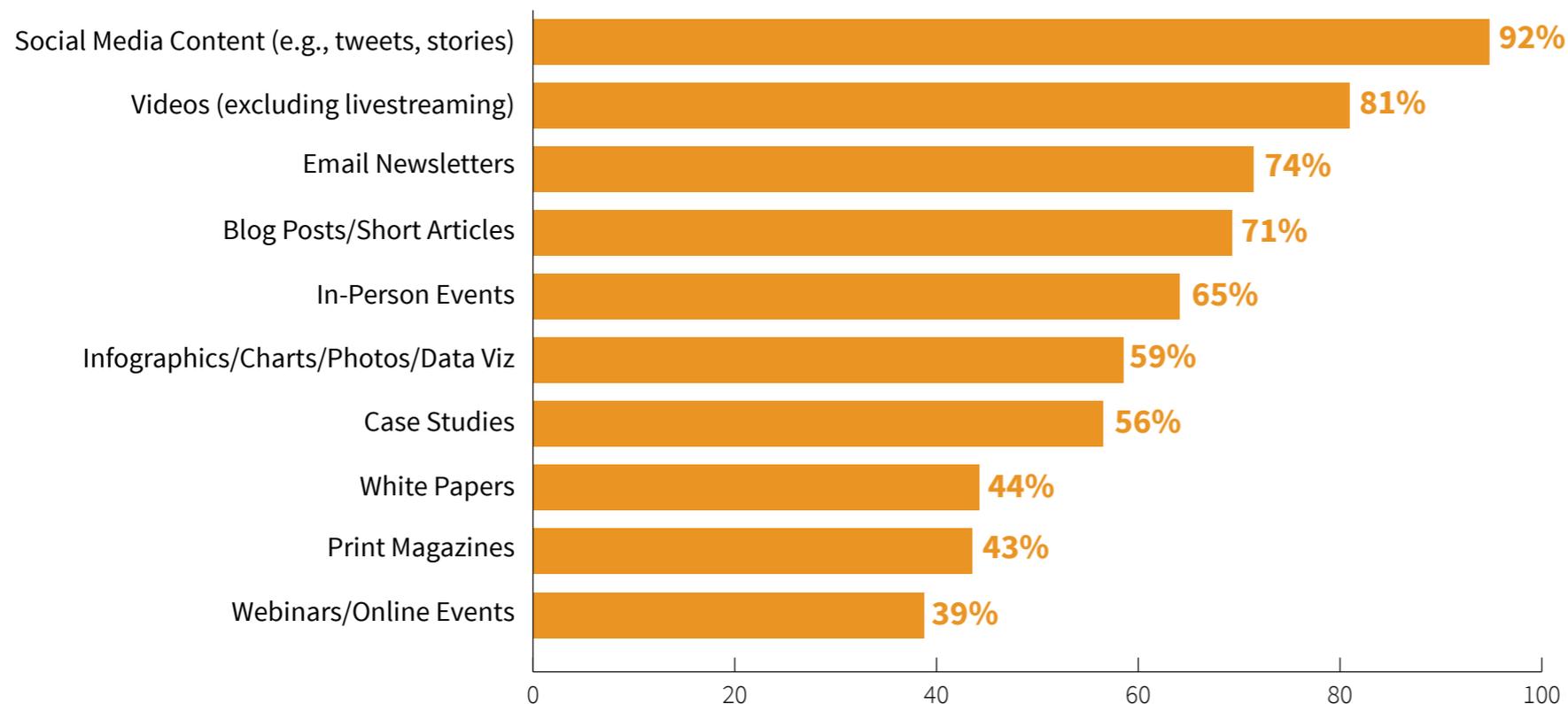
Percentage of Total Content Manufacturing Marketers Created for Content Marketing in Last 12 Months



*Base: Manufacturing content marketers who answered the question; aided list. Percentages were required to equal 100%.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs*

The top 2 types of content manufacturing marketers use are social media content (92%) and videos (81%).

Content Types Manufacturing Marketers Used in Last 12 Months (Top 10)



Other content types used in last 12 months: Long-Form Text (e.g., articles 3,000+ words) (34%); Ebooks/Guides (30%); Research Reports (20%); Print Books (12%); Livestreaming Content (9%); Podcasts (8%); and Other (11%).

Base: Manufacturing content marketers. Aided list; multiple responses permitted.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

We asked respondents which content types are the highest performing for their organization for building brand awareness, securing leads, nurturing leads, and converting leads. Their top response in each category is shown here.



TO BUILD BRAND AWARENESS

Social Media Content
(e.g., tweets, stories)
(36%)

TO SECURE LEADS

In-Person Events
(24%)

TO NURTURE LEADS

Email Newsletters
(31%)

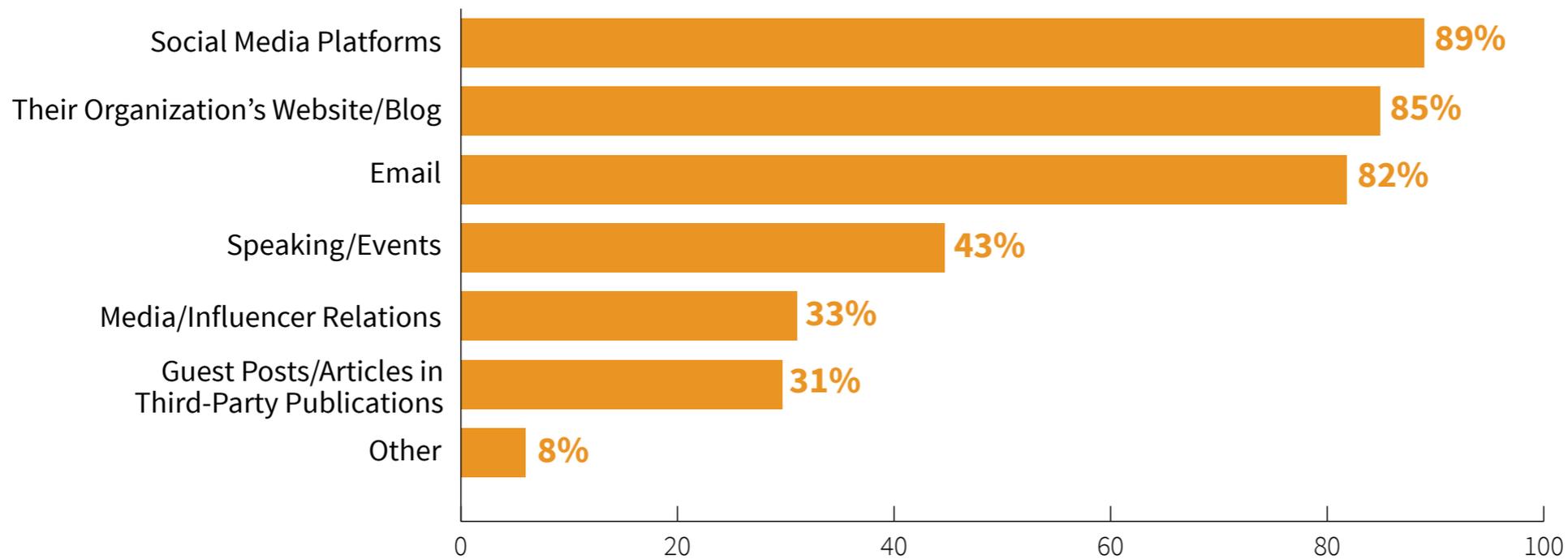
TO CONVERT LEADS

In-Person Events
(33%)

*Base: Manufacturing content marketers whose organization used more than one content type for content marketing purposes in the last 12 months; aided list.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs*

The top 3 organic (nonpaid) content distribution channels manufacturing marketers use are social media platforms (89%), their organization’s website/blog (85%), and email (82%).

Organic Content Distribution Channels Manufacturing Marketers Used in Last 12 Months

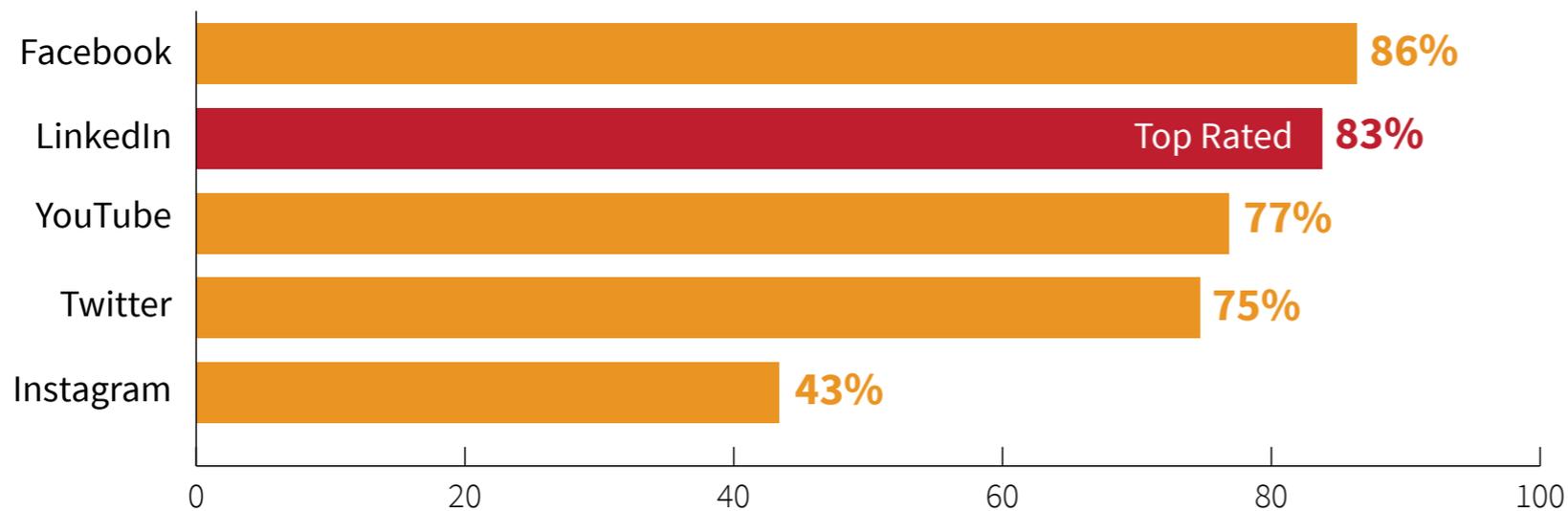


Base: Manufacturing content marketers. Aided list; multiple responses permitted.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

75% or more of manufacturing marketers use organic (nonpaid) Facebook, LinkedIn, YouTube, and Twitter for content marketing purposes.

Of the organic platforms they use, respondents say LinkedIn generates the best overall content marketing results.

Organic Social Media Platforms Manufacturing Content Marketers Used in Last 12 Months

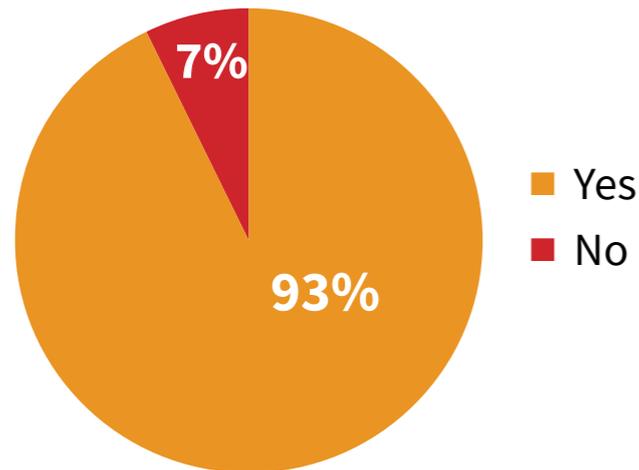


Base: Manufacturing content marketers whose organization used organic social media platforms to distribute content in the last 12 months.
Aided list; multiple responses permitted

Other organic social media platforms used in last 12 months: Pinterest (20%); Reddit (3%); Quora (3%); Medium (2%); Snapchat (0%); and Other (3%).

Most manufacturing marketers (93%) use paid distribution channels for content marketing purposes; of that group, 66% use paid social media/promoted posts.

Has Your Manufacturing Organization Used Any Paid Content Distribution Channels in the Last 12 Months?



Base: Manufacturing content marketers.

2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

Paid Content Distribution Channels Manufacturing Marketers Used in Last 12 Months



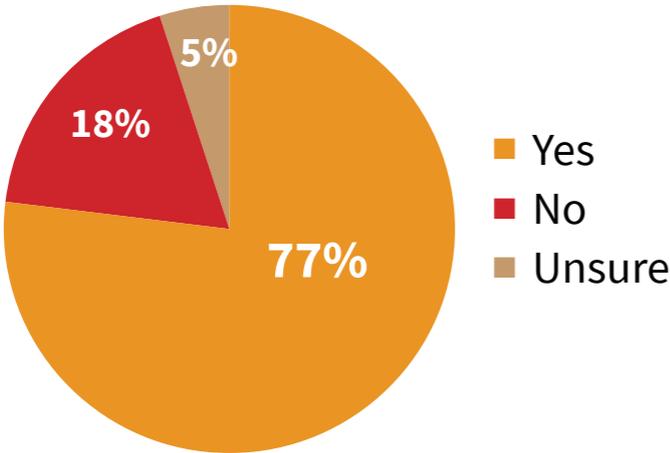
Base: Manufacturing content marketers whose organization used at least one paid distribution channel in the last 12 months. Aided list; multiple responses permitted.

2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

METRICS & GOALS

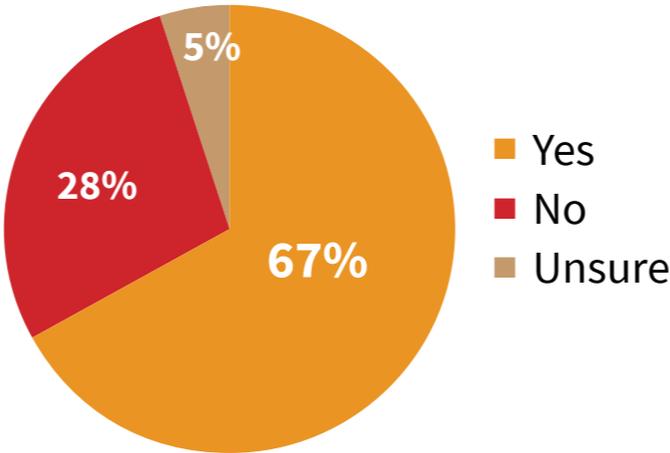
More than three-fourths (77%) of manufacturing marketers use metrics to measure content performance; of these, 67% have established KPIs and 46% measure content marketing ROI.

Does Your Manufacturing Organization Use Metrics to Measure Content Performance?



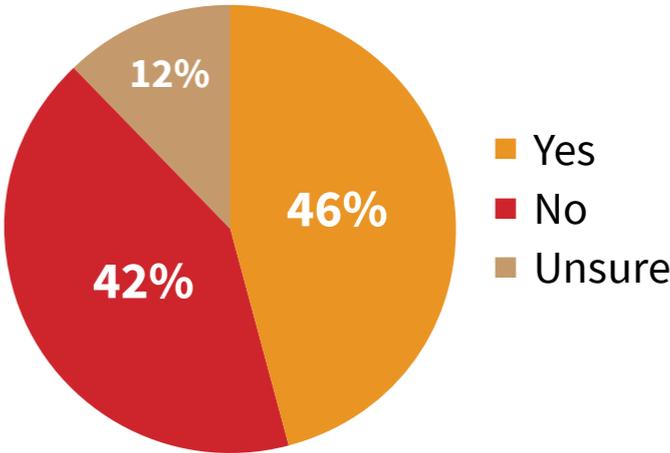
Base: Manufacturing content marketers.

Did Your Manufacturing Organization Establish KPIs to Measure Content Marketing Initiatives in the Last 12 Months?



Base: Manufacturing content marketers whose organization uses metrics to measure content performance.

Does Your Manufacturing Organization Measure Content Marketing ROI?

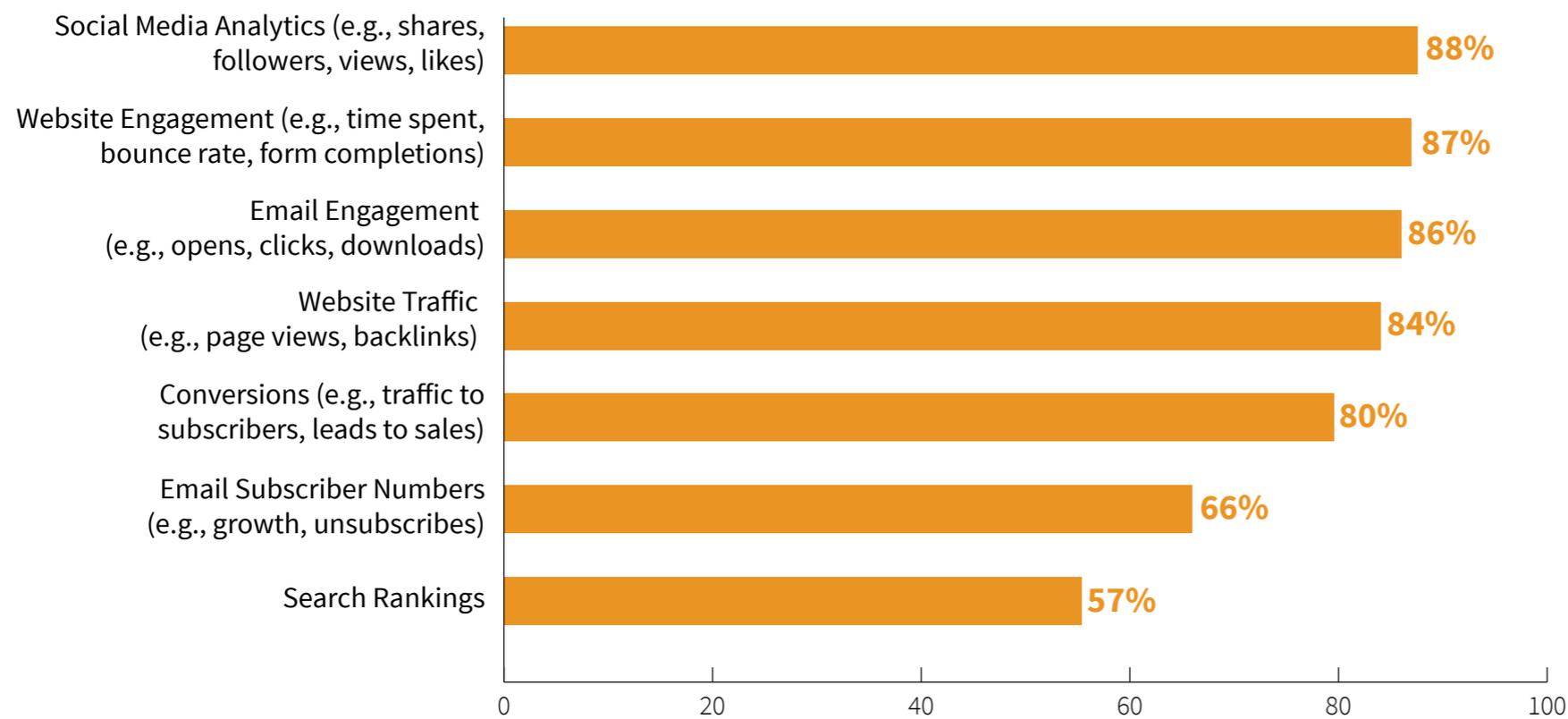


Base: Manufacturing content marketers whose organization uses metrics to measure content performance.

2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

The top 5 metrics manufacturing marketers track to measure content performance are social media analytics (88%), website engagement (87%), email engagement (86%), website traffic (84%), and conversions (80%).

Metrics Manufacturing Marketers Tracked to Measure Content Performance in Last 12 Months (Top 7)



Base: Manufacturing content marketers whose organization uses metrics to measure content performance. Aided list; multiple responses permitted. 2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

Other metrics tracked in last 12 months: Mobile Analytics (e.g., traffic, time spent, conversions) (41%); Cost of a Lead, Subscribers, and/or Customer/Customer Acquisition Cost (CAC) (37%); Marketing Qualified Lead Metrics (e.g., MQLs, SQLs) (35%); PR Mentions/Media Coverage (31%); Sales Effectiveness (e.g., sales cycle time, sales team performance) (14%); Customer Satisfaction Metrics (13%); Customer Retention Rates (12%); Lifetime Customer Value (6%); and Other (1%).

85% of manufacturing marketers have used content marketing successfully in the last 12 months to create brand awareness.

Goals Manufacturing Marketers Have Achieved by Using Content Marketing Successfully in Last 12 Months

	2020	As Reported One Year Ago*
Create brand awareness	85%	79%
Educate audience(s)	76%	69%
Build credibility/trust	66%	60%
Generate demand/leads	63%	66%
Support the launch of a new product	63%	55%
Build loyalty with existing clients/customers	51%	55%
Generate sales/revenue	48%	40%
Nurture subscribers/audiences/leads	48%	47%
Drive attendance to one or more in-person events	44%	44%
Build a subscribed audience	32%	29%
None of the above	2%	4%

*See 2019 Manufacturing Content Marketing: Benchmarks, Budgets, and Trends

Base: Manufacturing content marketers. Aided list; multiple responses permitted.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

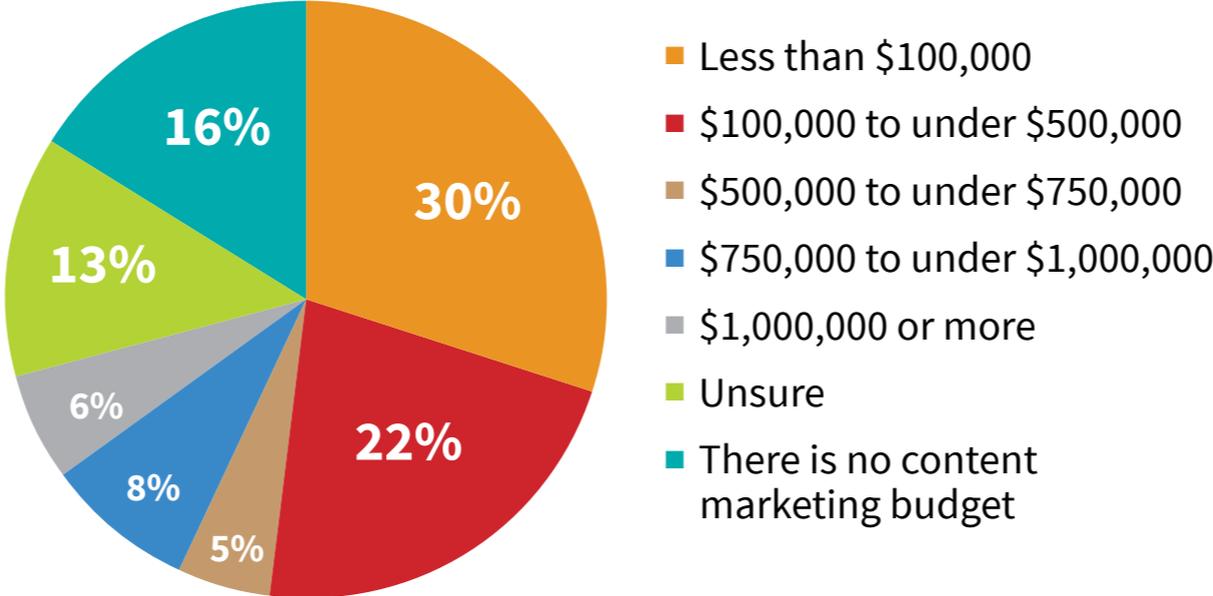


BUDGETS & SPENDING



41% of manufacturing marketers reported a 2019 annual content marketing budget of \$100,000 or more. Another 30% reported it was less than \$100,000. The average annual budget reported was \$285,000.

2019 Annual Budget for Manufacturing Content Marketing (Average) (All Respondents)

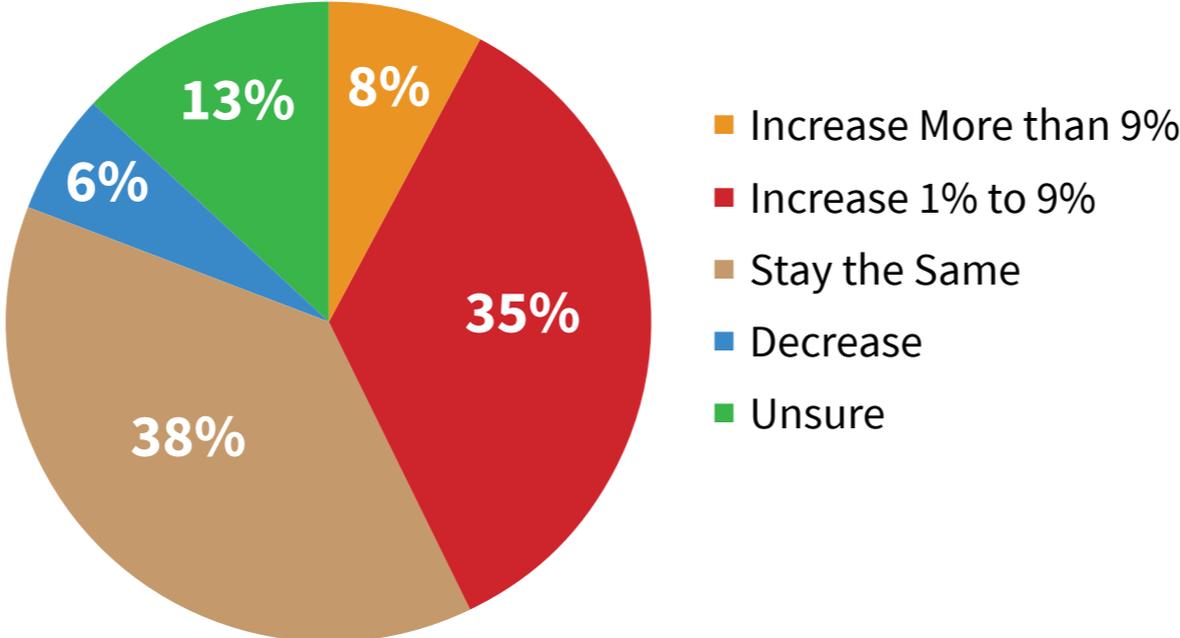


Note: Marketers who reported their organization has no content marketing budget were not asked to specify if the expenditures come from a general marketing or other fund. The survey did not specify whether to include content marketing salaries, nor did it ask respondents to break out areas of content marketing spend.

*Base: Manufacturing content marketers; aided list.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs*

43% of manufacturing marketers expect their 2020 content marketing budget to be higher than it was in 2019.

Manufacturing Marketers' Expected Change in 2020 Content Marketing Budget Compared With 2019

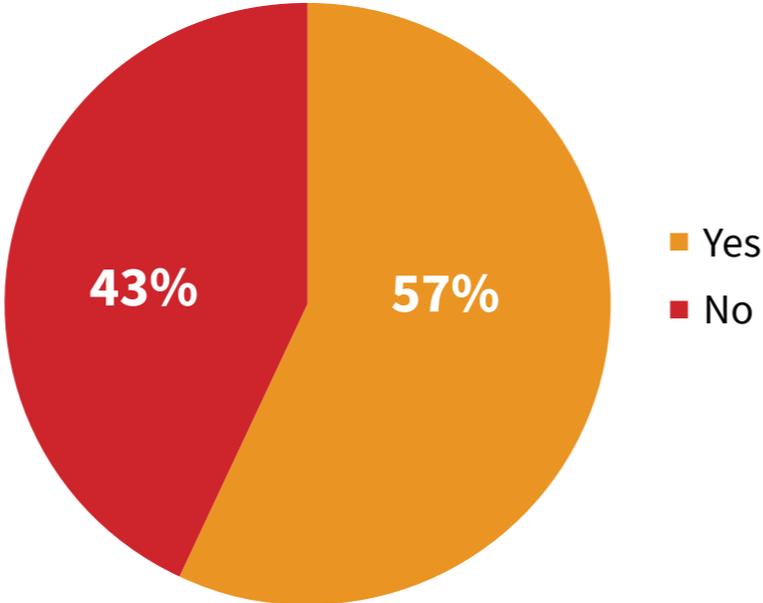


Base: Manufacturing content marketers who reported having an annual budget for content marketing in 2019. 2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

57% of manufacturing marketers use traditional paid advertising (TV, radio, print/digital ads, billboards, etc.) in addition to content marketing.

Of those who use paid advertising, about 40% said their organization shifted paid advertising budget dollars to content marketing in the last 12 months.

**Does Your Manufacturing Organization Use Traditional Paid Advertising in Addition to Content Marketing?
(All Respondents)**



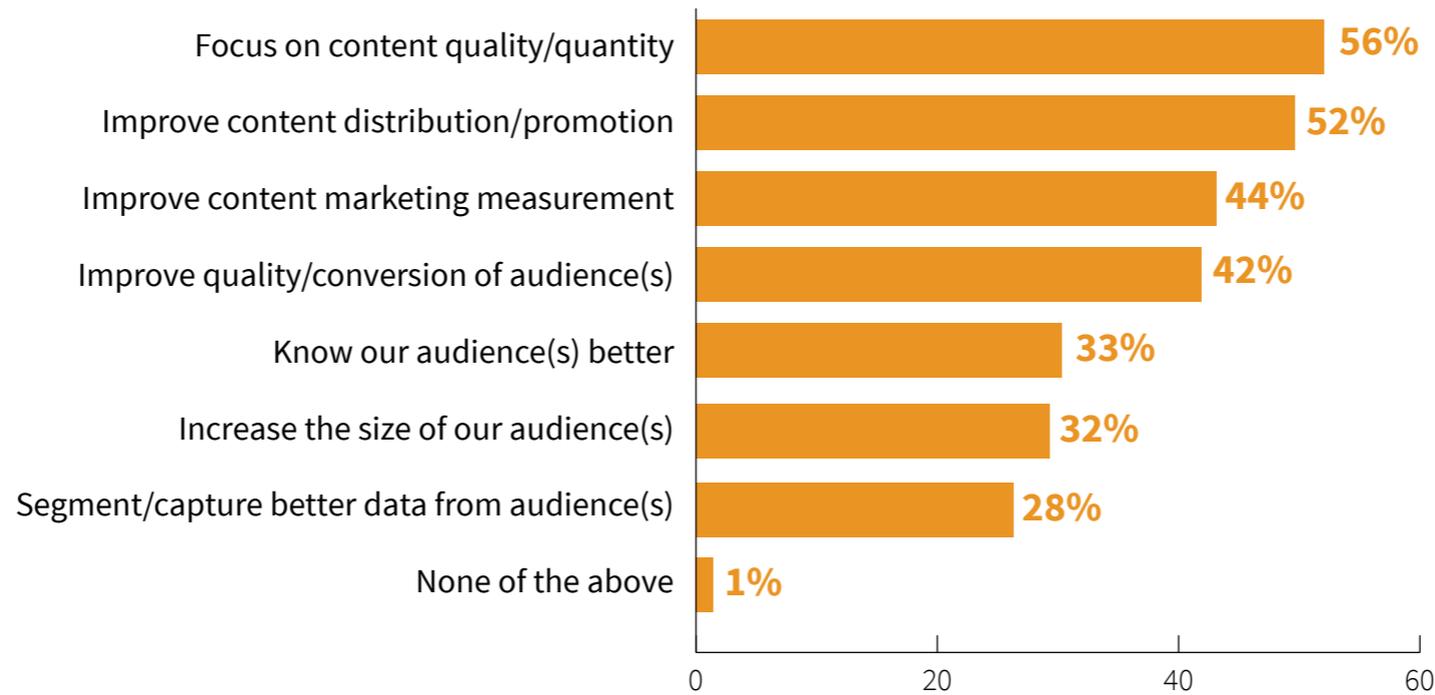
Base: Manufacturing content marketers.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs



CONTENT MARKETING PRIORITIES & UNIQUE CHALLENGES

More than half of manufacturing marketers anticipate a focus on content quality/quantity and content distribution/promotion in 2020.

Top 3 Content Marketing Activities Manufacturing Marketers Think Their Organization Might Prioritize in 2020



Note: The question asked, "Select the top three of the following content marketing-related areas you think your organization might prioritize in 2020." The survey did not ask respondents to rate their organization's current success with any of the activities shown on the aided list. Therefore, use caution if making assumptions about current challenges organizations may be facing in any of the areas listed.

*Base: Manufacturing content marketers. Aided list; a maximum of three responses permitted.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs*

Manufacturing marketers cite their top unique challenges as overcoming the traditional marketing and sales mindset (55%) and creating content that appeals to multi-level roles within their target audiences (53%). Far fewer feel challenged with communicating complex content than last year (36% vs. 60%).

Unique Challenges Manufacturing Content Marketers Face

	2020	As Reported One Year Ago*
Overcoming traditional marketing and sales mindset	55%	50%
Creating content that appeals to multi-level roles within the target audience(s)	53%	68%
Differentiating products/services from the competition	48%	-
Accommodating for a long decision-making process	41%	48%
Accessing subject matter experts in order to create specialized content	40%	50%
Extensively educating the target audience(s)	38%	37%
Communicating complex content	36%	60%
Difficulty in reaching target audience(s)	36%	43%
Making it through multiple levels of purchasing decision-makers	32%	41%

*See 2019 Manufacturing Content Marketing: Benchmarks, Budgets, and Trends

Base: Manufacturing content marketers. Aided list; multiple responses permitted.
2020 Manufacturing Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

METHODOLOGY

Manufacturing Content Marketing 2020: Benchmarks, Budgets, and Trends was produced by **Content Marketing Institute (CMI)** and sponsored by **IEEE GlobalSpec**.

The CMI/MarketingProfs 10th annual content marketing survey, from which the results of this report were generated, was emailed to a sample of marketers using lists from Content Marketing Institute and MarketingProfs. Online survey hosting, data collection, and tabulation was provided by Readex Research.

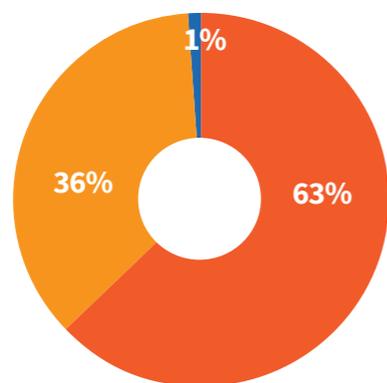
A total of 1,798 recipients from around the globe—representing a full range of industries, functional areas, and company sizes—replied to the survey during June/July 2019. This report presents the findings from the 108 respondents who indicated:

- Their organization is a for-profit manufacturing company
- Their organization has used content marketing for at least one year
- They are a content marketer, involved with the content marketing function, and/or someone to whom content marketing reports.

The majority of respondents were B2B manufacturers based in North America.

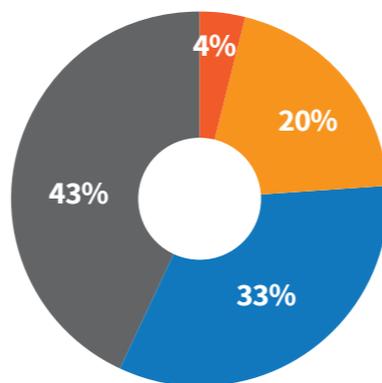
Find our archive of past reports at contentmarketinginstitute.com/research. Special thanks to MarketingProfs for their assistance with the annual survey and the B2B and B2C reports.

Organization’s Primary Manufacturing Category



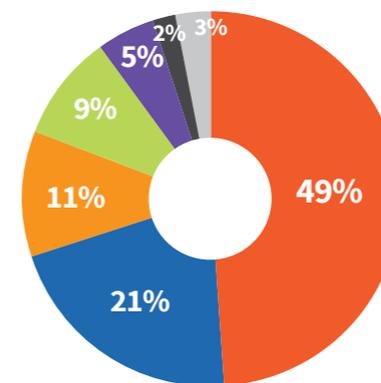
- **Capital Items**—Long-lasting goods acquired and owned by an organization (e.g., machinery, lab equipment, vehicles)
- **Non-Capital Items**—Goods consumed in the normal course of business (e.g., office supplies, repairs, equipment leases)
- **Professional Services**—Provide services to manufacturers (e.g., legal, accounting, consulting)

Size of Manufacturing Company (by Employees)



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

Manufacturing Content Marketing Job Title/Function



- Marketing Management
- Content Creation/Management
- Advertising/PR/Comm Management
- Marketing Operations
- Corporate/Executive Management
- Technology/IT/Website/User Experience
- Other

Thanks to all the survey participants who made this research possible and to everyone who helps disseminate these findings throughout the content marketing industry.

About Content Marketing Institute

Content Marketing Institute (CMI) 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 fall in Cleveland, Ohio, and [ContentTECH Summit](#) event is held every spring in San Diego, California. CMI publishes [Chief Content Officer](#) for executives and provides strategic consulting and content marketing research for some of the best-known brands in the world. Content Marketing Institute is organized by Informa Tech. To learn more: ContentMarketingInstitute.com.

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