

# BRAC

# CONTENT MARKETING 2020

Benchmarks, Budgets, and Trends



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### 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

Use caution if making comparisons with past years. The survey methodology changed beginning with our 2019 version of this 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.

## WELCOME

**W**elcome to *B2C Content Marketing 2020: Benchmarks, Budgets, and Trends*. In this report, we show you how B2C respondents replied to our 10th annual content marketing survey.

B2C marketers are doing a lot of things right. According to the survey, they're using content marketing successfully to create brand awareness, educate audiences, build credibility/trust, generate demand/leads, and more. Social media, email, blogs, and in-person events have been the highest-performing content types for their companies for building awareness and securing, nurturing, and converting leads.

However, the most successful B2C marketers in the future will likely be those who focus on deeper parts of the customer journey, for example using content marketing to build loyal, subscribed audiences and generate sales/revenue.

Read on for more insights into the current state of B2C content marketing. We hope you find this information useful as you plan for a prosperous 2020!

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### Most B2C content marketers are reporting success

Three out of four B2C marketers characterize their organization as extremely, very, or moderately successful with content marketing and say they are much/somewhat more successful compared with one year ago. See page 7.

### They rely heavily on email

Respondents rated email newsletters as their highest-performing content type for securing and nurturing leads, and a close second for converting leads. For building brand awareness, blog posts/articles and social media content tied for first. See page 23.

### The majority outsource at least one content marketing activity, with content creation being the most likely

Among the 55% of respondents who outsource, 80% outsource content creation, with content distribution a far second (37%). See pages 16 and 17.

### Conversions, content quality/quantity, and audience expansion in 2020

When presented with a list of seven possible content marketing priorities for 2020 and asked to select their top three, respondents indicated improve quality/conversion of audiences (50%), focus on content quality/quantity (50%), and increase the size of our audiences (40%). See page 35.

### Facebook reigns

Facebook is both the top organic and paid social media platform B2C marketers use, and the one they say generates the best content marketing results for their organization. See page 26.

### Half agree they provide optimal experiences across the customer journey

54% agree their organization provides customers with optimal experiences across their engagement journey. Another 20% neither agree nor disagree, while 26% disagree. See page 11.



## KEY FINDINGS

As shown here, B2C companies in the sophisticated/mature phase of content marketing maturity (see page 8) report higher levels of content marketing success when compared with all respondents. The chart also shows a few other key differences. The widest observed gap is among those who agree their organization provides customers with optimal experiences across the engagement journey.

### Differences Between B2C Marketers by Organization's Content Marketing Maturity Level

	All Respondents	Sophisticated/ Mature
Organization is extremely/very successful with content marketing	29%	52%
Has a documented content marketing strategy	33%	53%
Uses metrics to measure content performance	78%	93%
<b><i>Always/frequently:</i></b>		
Crafts content based on specific stages of the customer journey	50%	69%
Prioritizes audience's informational needs over organization's sales/promotional message	60%	73%
<b><i>Strongly/somewhat agrees:</i></b>		
Organization prioritizes delivering relevant content when and where a person is most likely to see it	74%	84%
Organization provides customers with optimal experiences across the engagement journey	54%	70%

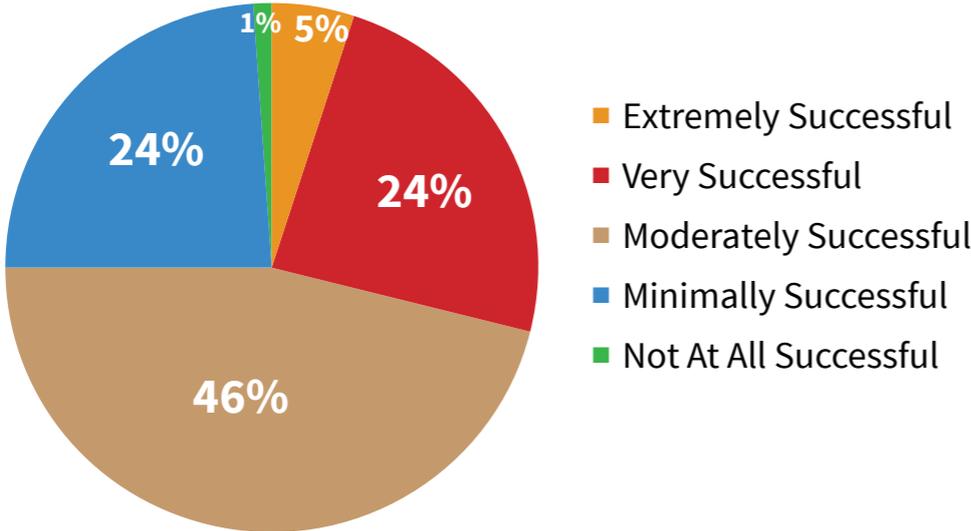
Base: B2C content marketers.

2020 B2C Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

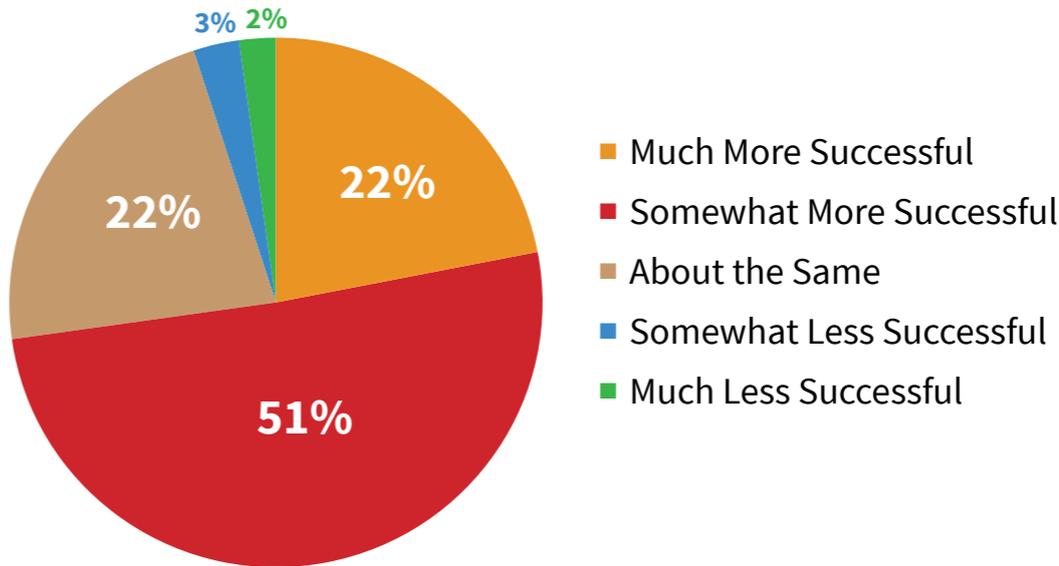
# SUCCESS & MATURITY

**Three out of four B2C marketers report their organization is extremely, very, or moderately successful with content marketing.**

**How B2C Marketers Rate Their Organization's Overall Level of Content Marketing Success**



**How B2C Marketers Rate Their Organization's Content Marketing Success Compared With One Year Ago**



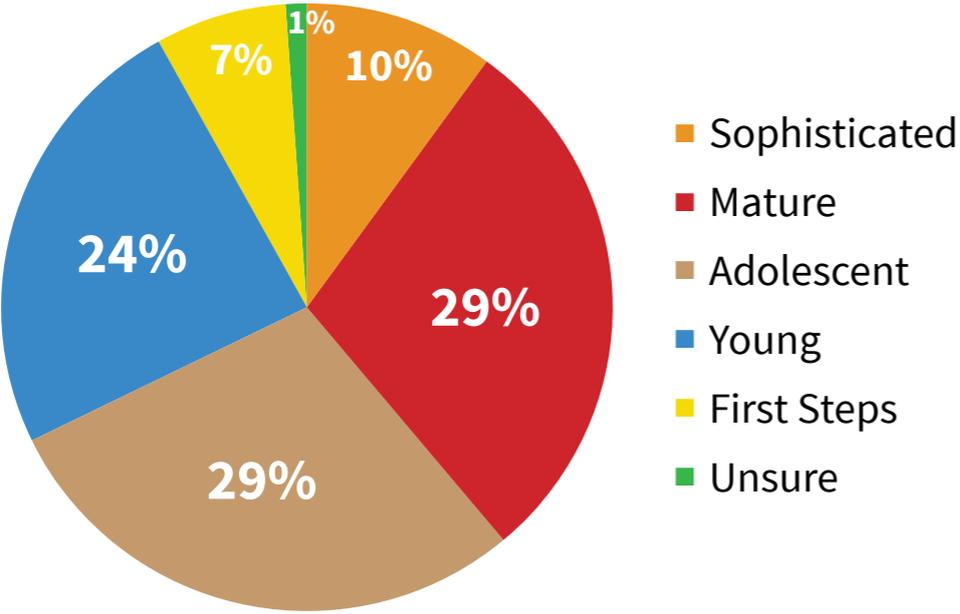
Base: B2C content marketers; aided list.  
2020 B2C Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

Base: B2C content marketers; aided list.  
2020 B2C Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

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

**39% of B2C marketers say their organization is in the sophisticated/mature phase of content marketing maturity.**

### How B2C Marketers Rate Their Organization's Content Marketing Maturity Level



Base: B2C content marketers; aided list.  
2020 B2C 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

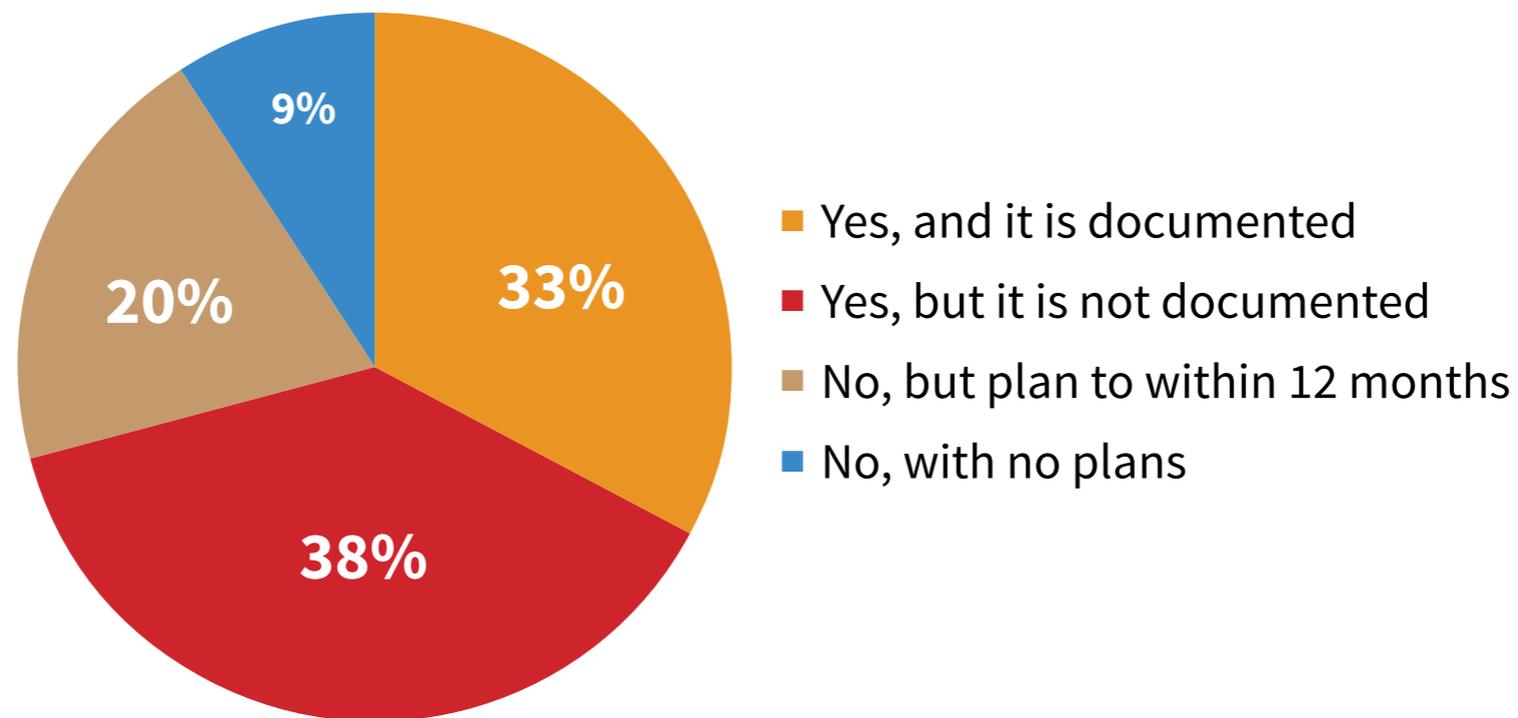
**FIRST STEPS**

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

# STRATEGY, OPINIONS & TECHNOLOGY

**71% of B2C marketers have a content marketing strategy—of those, 33% have documented it.**

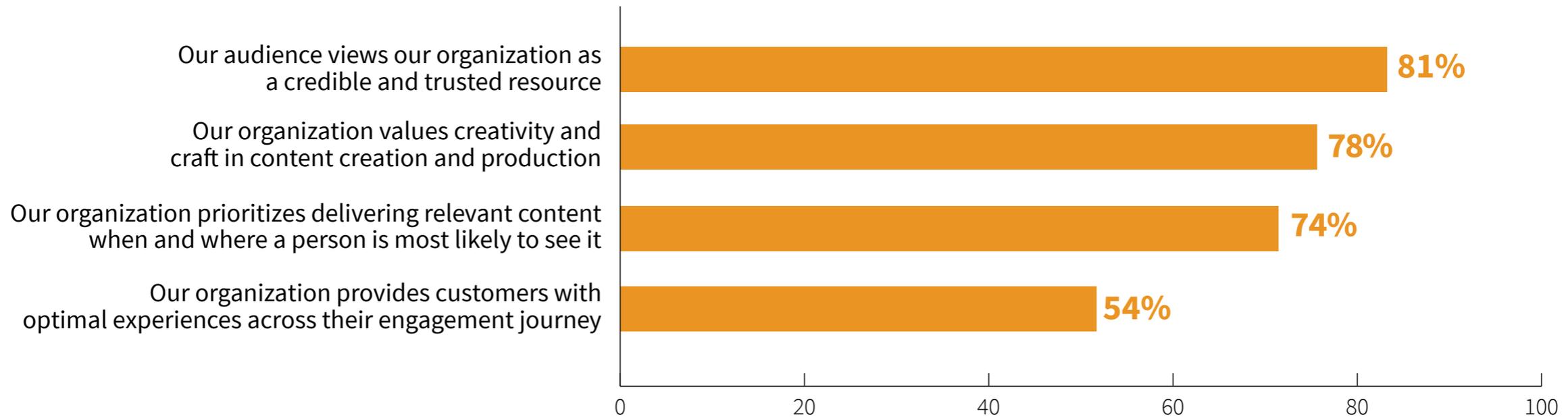
## Percentage of B2C Marketers With a Content Marketing Strategy



*Base: B2C content marketers; aided list.  
2020 B2C Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs*

**About half (54%) agree their organization provides customers with optimal experiences across their engagement journey.**

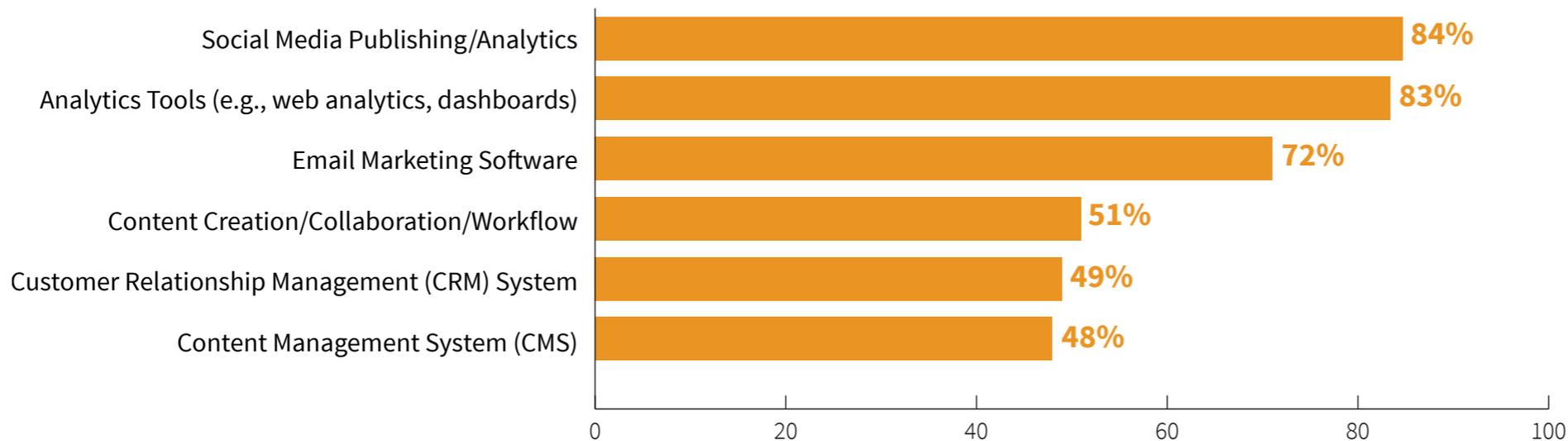
### B2C Marketers' Opinions About Content Marketing in Their Organization (Strongly/Somewhat Agree)



Base: B2C content marketers who answered each statement.  
2020 B2C Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

The top three technologies B2C marketers use to assist with content marketing are social media publishing/analytics (84%), analytics tools (83%), and email marketing software (72%).

### Technologies B2C Organizations Use to Assist With Content Marketing (Top 6)



Base: B2C content marketers whose organization uses one or more of the technologies listed to assist with content marketing. Aided list; multiple responses permitted.  
2020 B2C Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

### Other technologies used:

Content Distribution Platform (39%); Content Optimization (33%); Marketing Automation System (MAS) (30%); Content Performance/Recommendation Analytics (26%); Digital Asset Management (DAM) System (23%); and Integrated Content Marketing Platform (9%).

# TEAM STRUCTURE & OUTSOURCING

**Across B2C organizations of different sizes, the most common reported structure is a small (or one-person) marketing/content marketing team serving the entire organization.**

### B2C Organizations' Content Marketing Team Structure

	All Respondents	1-99 Employees	100+ Employees
We have a centralized content marketing group that works with multiple brands/products/departments throughout the organization	18%	11%	24%
Each brand/product/department has its own content marketing team	7%	7%	7%
Both—We have a centralized group and individual teams throughout the organization	20%	6%	31%
We have a small (or one-person) marketing/content marketing team serving the entire organization	50%	69%	35%
Other	4%	6%	3%

Base: B2C content marketers; aided list.  
 2020 B2C Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

Among all B2C respondents, 52% say their organization has two or more internal team members who are full-time/dedicated to content marketing, although this varies by company size; another one-third have no full-time/dedicated people.

### B2C Organizations' Content Marketing Team Size (Full-Time/Dedicated to Content Marketing)

	All Respondents	1-99 Employees	100+ Employees
11+	3%	0%	5%
6-10	7%	4%	10%
2-5	42%	39%	44%
1	21%	25%	18%
0 (no one is full-time, dedicated)	27%	33%	23%

Base: B2C content marketers; aided list.  
 2020 B2C Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

**55% of B2C marketers outsource content marketing; larger organizations (100+ employees) are more likely than smaller ones to outsource.**

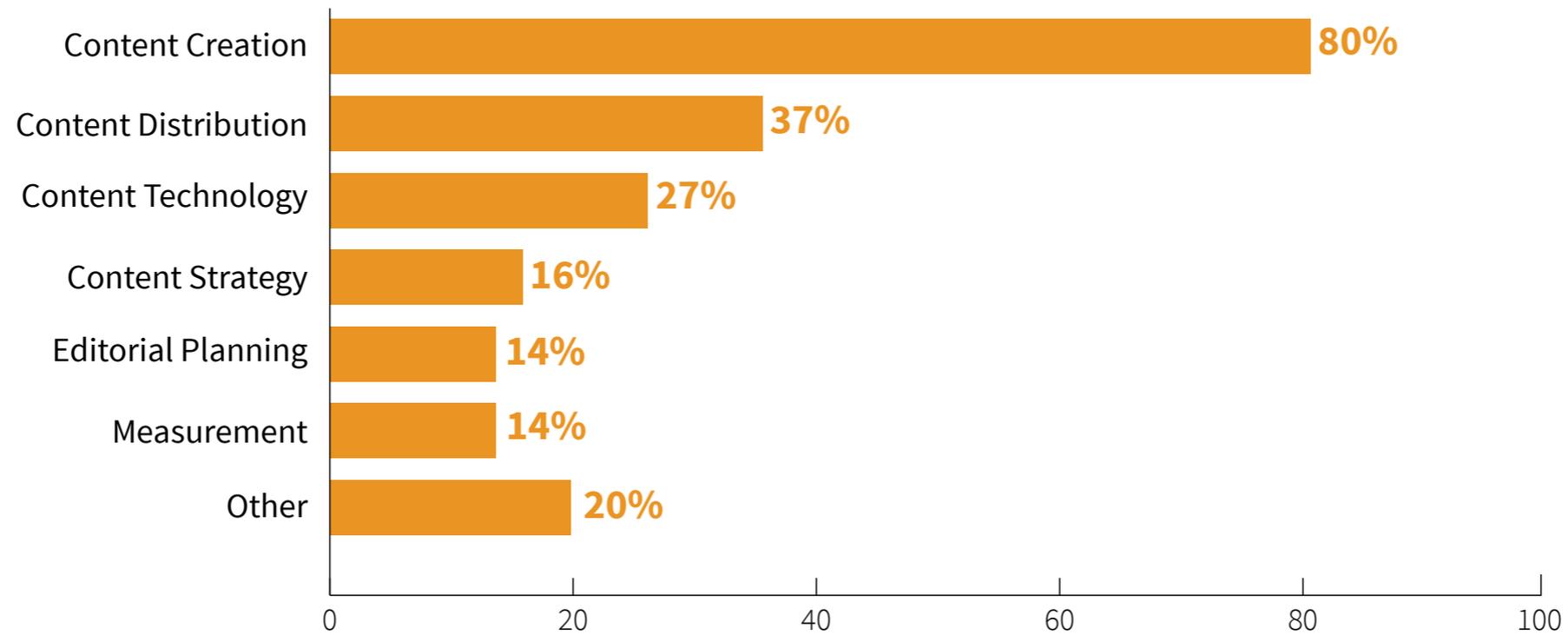
**Does Your B2C Organization Outsource Any Content Marketing Activities?**

	All Respondents	1-99 Employees	100+ Employees
Yes	55%	43%	65%
No	45%	57%	35%

*Base: B2C content marketers.  
2020 B2C Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs*

**Content creation is the activity B2C marketers are most likely to outsource (80%).**

### Content Marketing Activities B2C Organizations Outsource

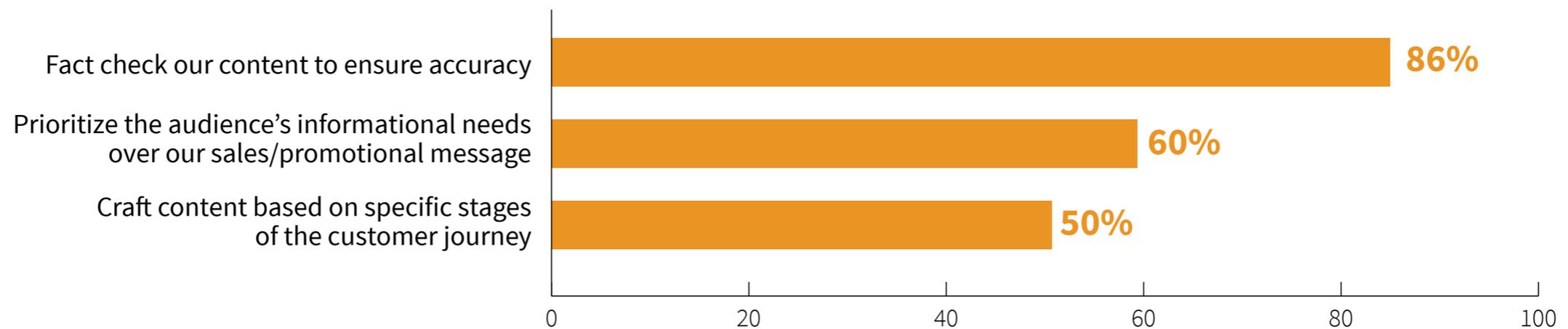


*Base: B2C content marketers whose organization outsources at least one content marketing activity. Aided list; multiple responses permitted.  
2020 B2C Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs*

# CONTENT CREATION & DISTRIBUTION

**Most B2C marketers (86%) fact check their content to ensure accuracy and three out of five (60%) prioritize the audience’s informational needs over their sales/promotional message. Half (50%) craft content based on specific stages of the customer journey.**

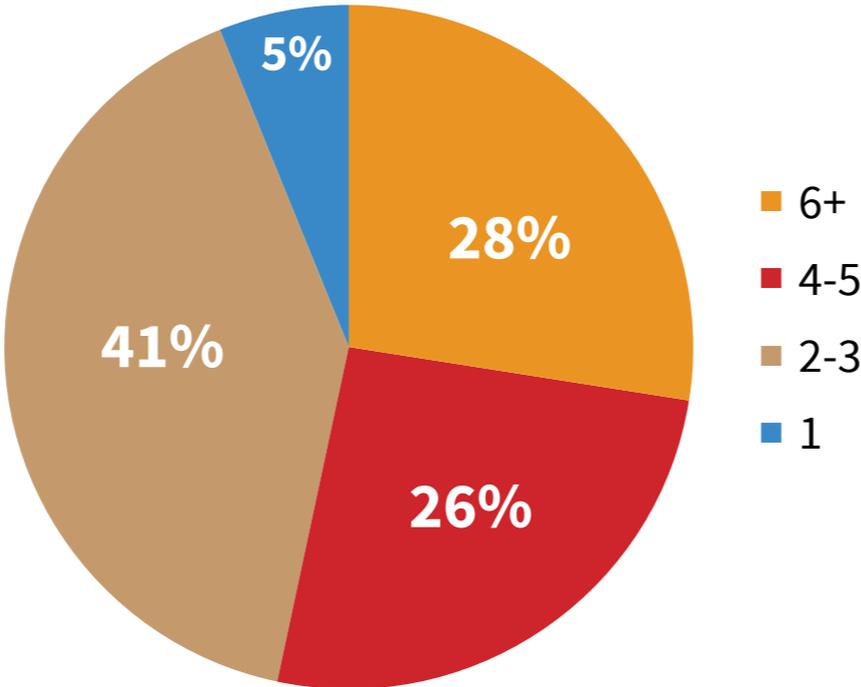
### Concepts B2C Marketers Always/Frequently Take Into Account While Creating Content for Their Organization



Base: B2C content marketers who answered each concept.  
2020 B2C Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

On average, B2C marketers create content for four different audiences.

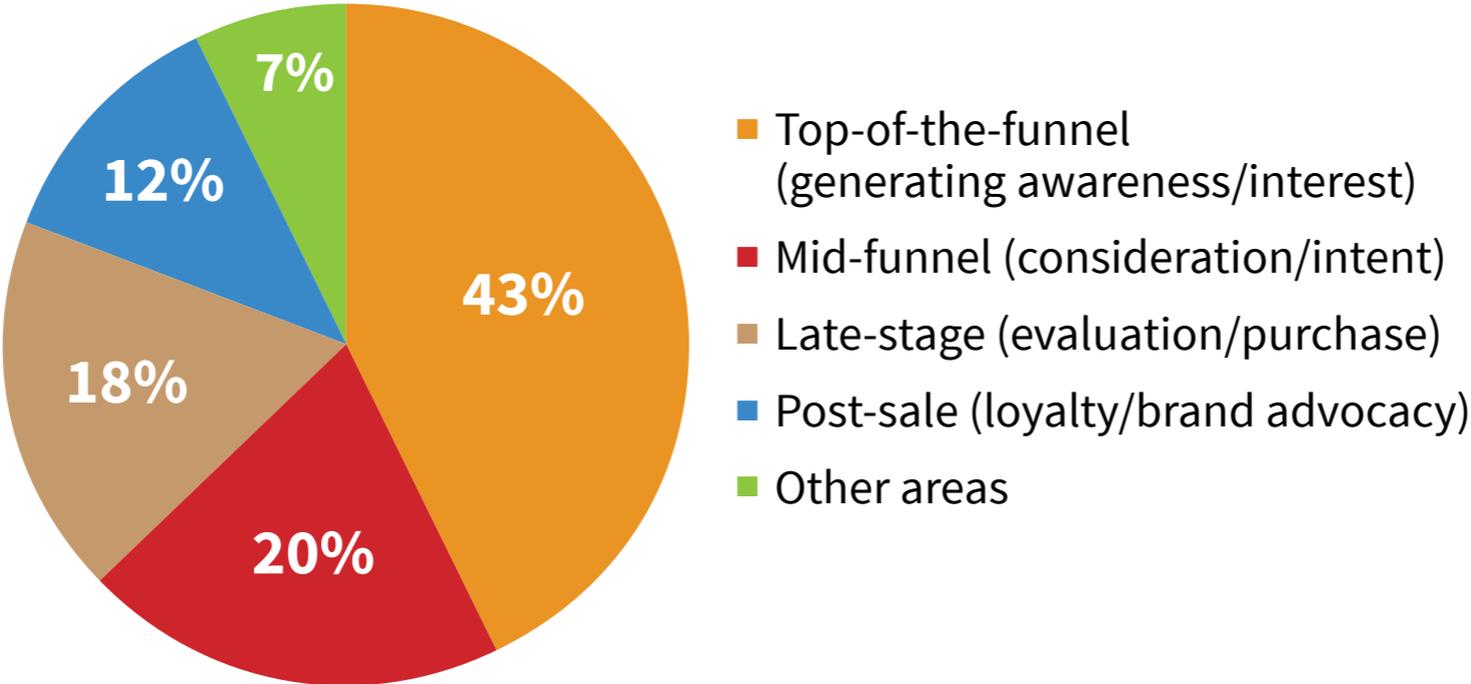
### Number of Different Audiences B2C Marketers Create Content For



Base: B2C content marketers; aided list.  
2020 B2C Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

**B2C marketers say 43% of the content they create is for audiences in the top-of-the-funnel stage of the customer journey, compared to a combined 30% for the late- and post-sale stages.**

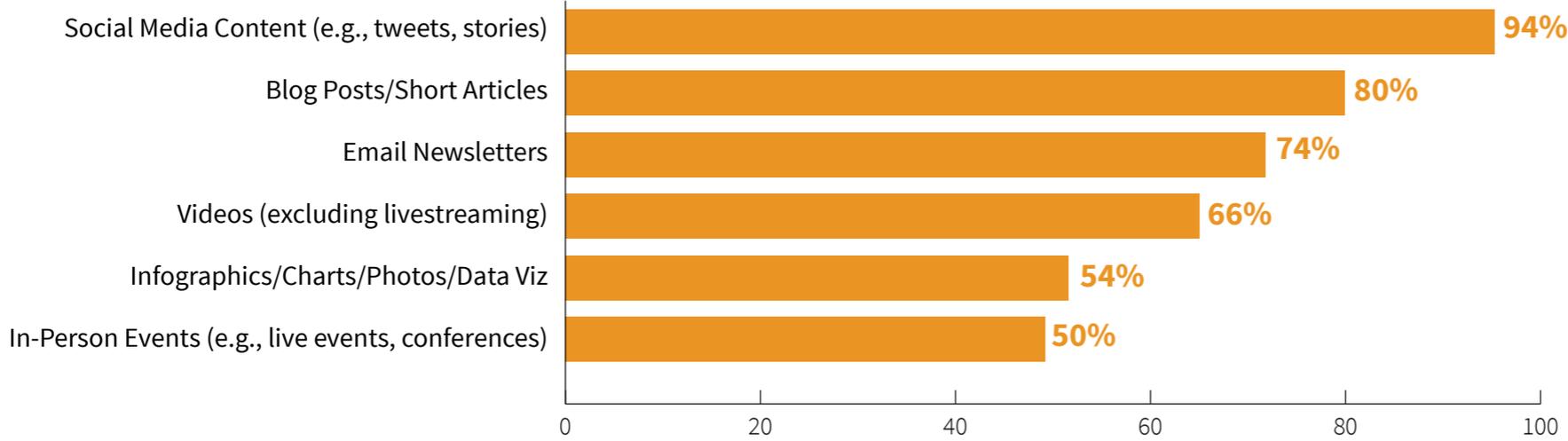
### Percentage of Total Content B2C Marketers Created for Content Marketing Purposes in Last 12 Months



*Base: B2C content marketers who answered the question; aided list. Percentages were required to equal 100%.  
2020 B2C Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs*

The top types of content B2C marketers use are social media content (94%) and blog posts/short articles (80%).

### Content Types B2C Marketers Used in Last 12 Months (Top 6)



Base: B2C content marketers. Aided list; multiple responses permitted.  
2020 B2C Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

**Other content types used in last 12 months:** Long-Form Text (e.g., articles 3,000+ words) (28%); Webinars/Online Events (27%); Ebooks/Guides (27%); Print Magazines (25%); Case Studies (20%); Research Reports (18%); White Papers (17%); Podcasts (15%); Livestreaming Content (13%); Print Books (10%); and Other (18%).

**We asked respondents which content types are the highest performing for their B2C organization for building brand awareness, securing leads, nurturing leads, and converting leads. Their top responses in each category are shown here.**



**TO BUILD BRAND AWARENESS**

Blog Posts/Short Articles (31%)  
 Social Media Content (e.g., tweets, stories) (31%)

**TO SECURE LEADS**

Email Newsletters (16%)  
 Social Media Content (e.g., tweets, stories) (13%)  
 In-Person Events (e.g., live events, conferences) (13%)

**TO NURTURE LEADS**

Email Newsletters (24%)  
 Social Media Content (e.g., tweets, stories) (17%)

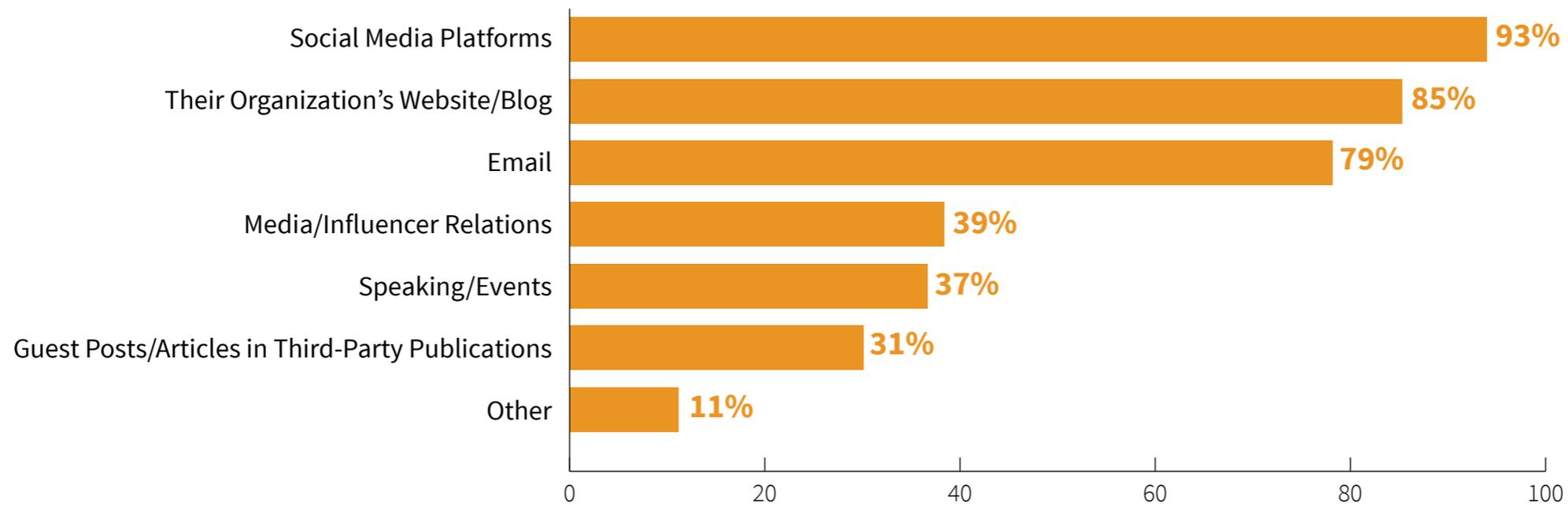
**TO CONVERT LEADS**

In-Person Events (e.g., live events, conferences) (22%)  
 Email Newsletters (21%)

*Base: B2C content marketers whose organization used more than one content type for content marketing purposes in the last 12 months; aided list. 2020 B2C Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs*

The top three organic/nonpaid content distribution channels B2C marketers use are social media platforms (93%), their organization’s website/blog (85%), and email (79%).

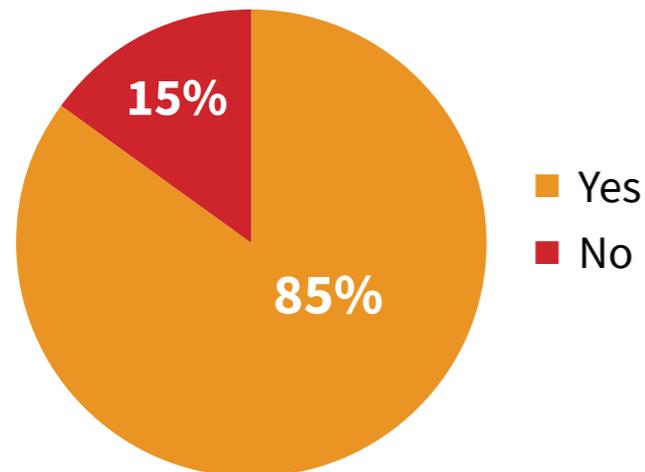
### Organic Content Distribution Channels B2C Marketers Used in Last 12 Months



Base: B2C content marketers. Aided list; multiple responses permitted.  
2020 B2C Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

**85% of B2C marketers use paid distribution channels for content marketing purposes; of that group, 89% use paid social media/promoted posts.**

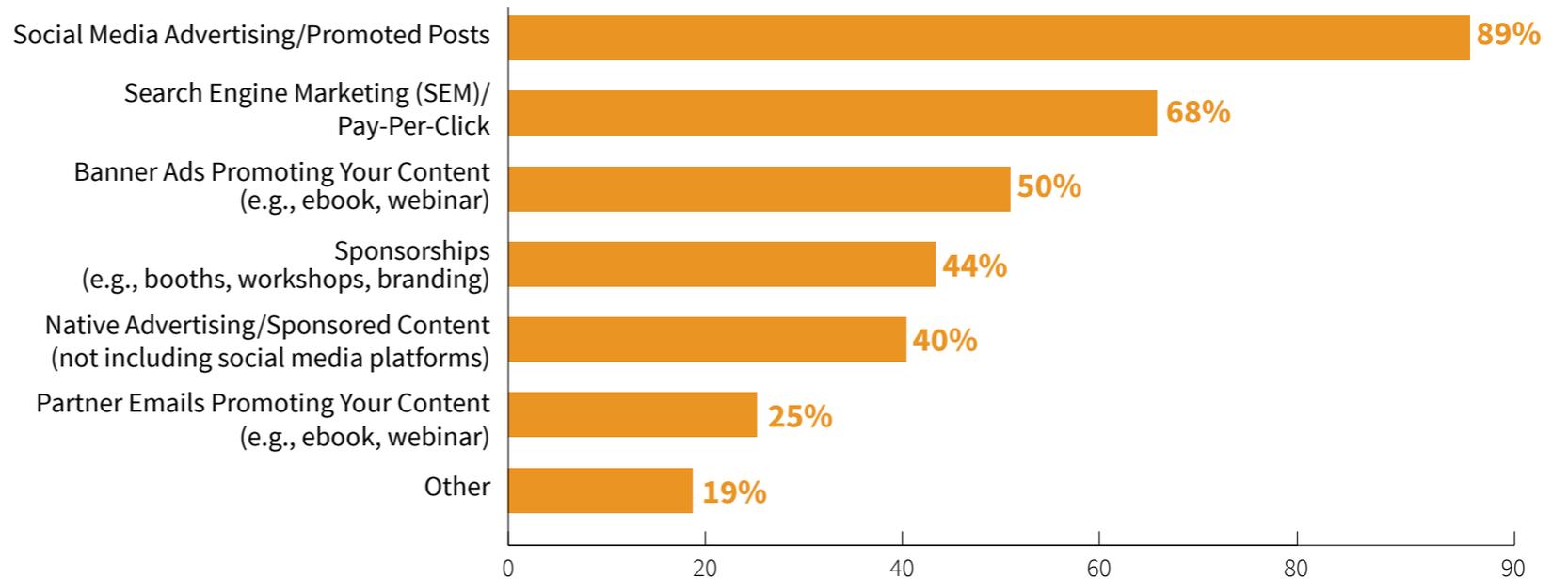
**Did Your B2C Organization Use Any Paid Content Distribution Channels in the Last 12 Months?**



Base: B2C content marketers.

2020 B2C Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

**Paid Content Distribution Channels B2C Marketers Used in Last 12 Months**



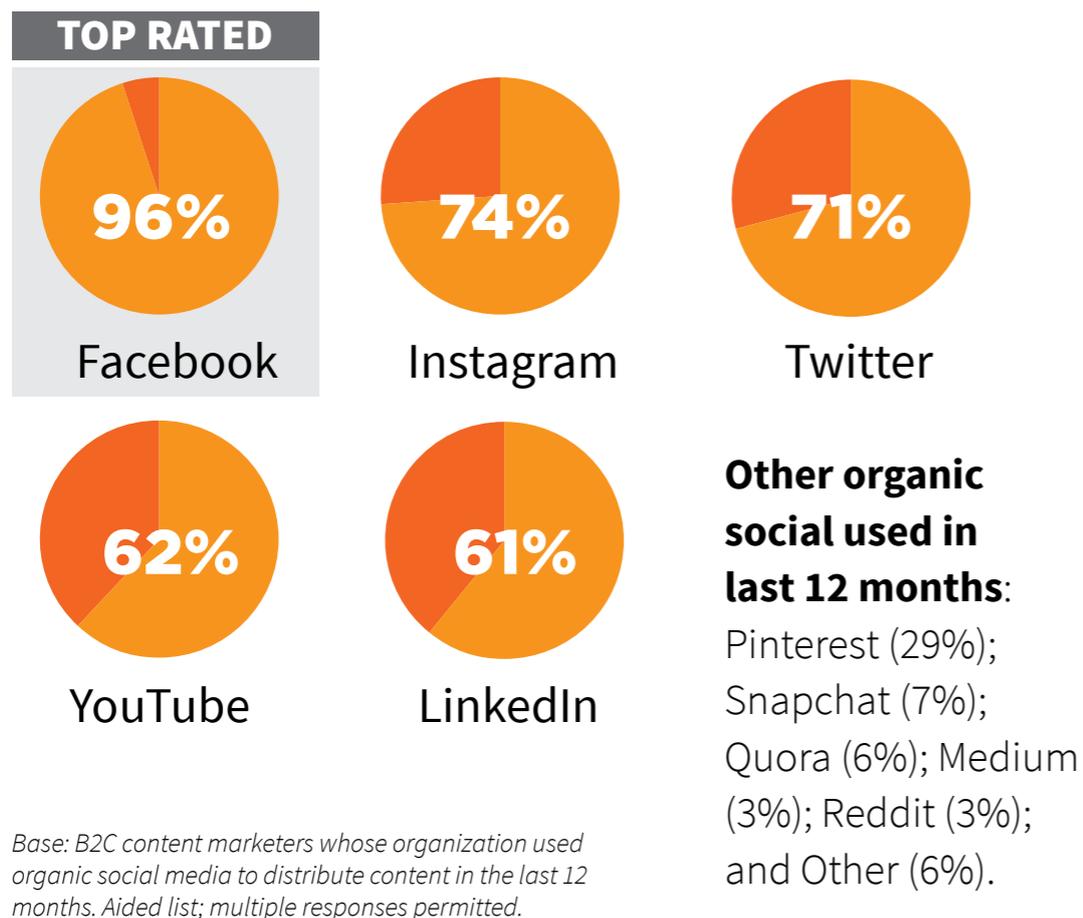
Base: B2C content marketers whose organization used at least one paid distribution channel in the last 12 months. Aided list; multiple responses permitted.

2020 B2C Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

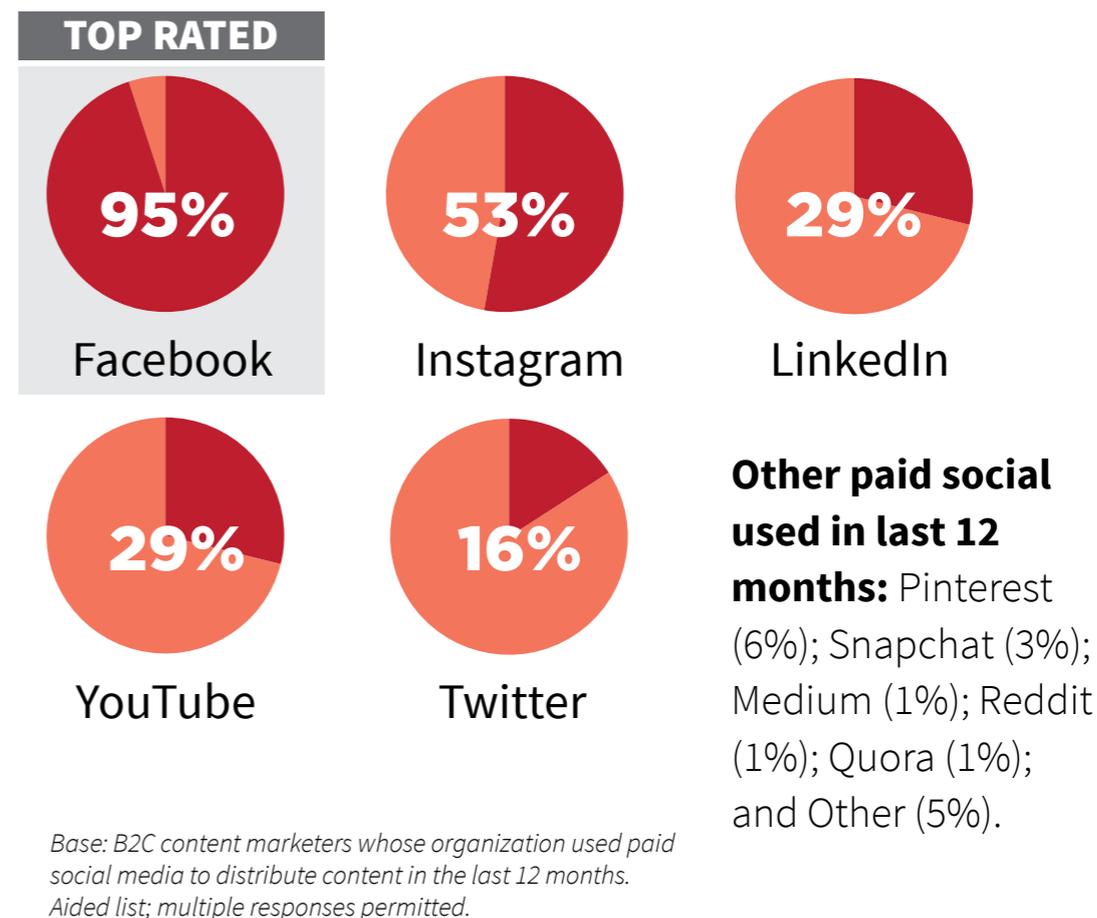
## B2C marketers use Facebook as their top social media platform, both for organic (nonpaid) and paid content marketing distribution.

Respondents also selected Facebook as both the organic and paid social media platform that generates the best content marketing results for their organization.

### Organic Social Media Platforms B2C Content Marketers Used in Last 12 Months



### Paid Social Media Platforms B2C Content Marketers Used in Last 12 Months

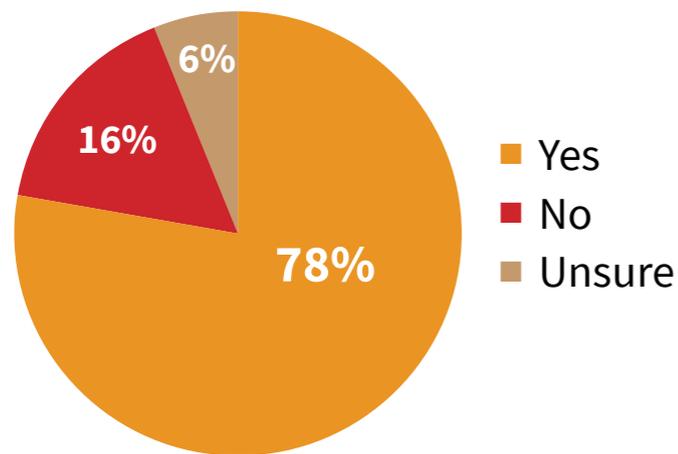


2020 B2C Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

# METRICS & GOALS

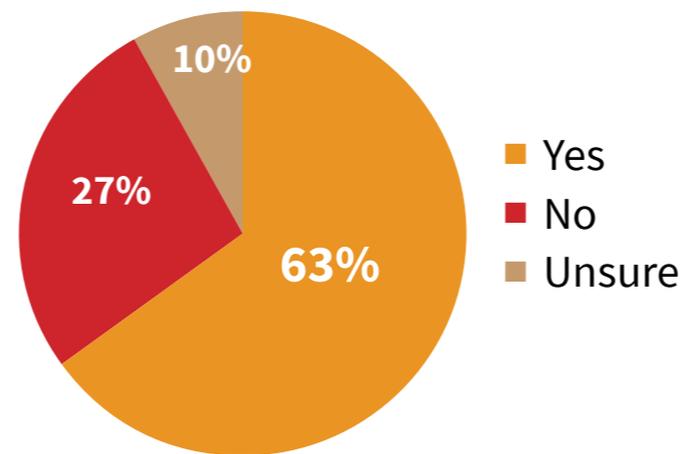
**More than three-fourths (78%) of B2C marketers use metrics to measure content performance; of these, 63% have established KPIs and 51% measure content marketing ROI.**

### Does Your B2C Organization Use Metrics to Measure Content Performance?



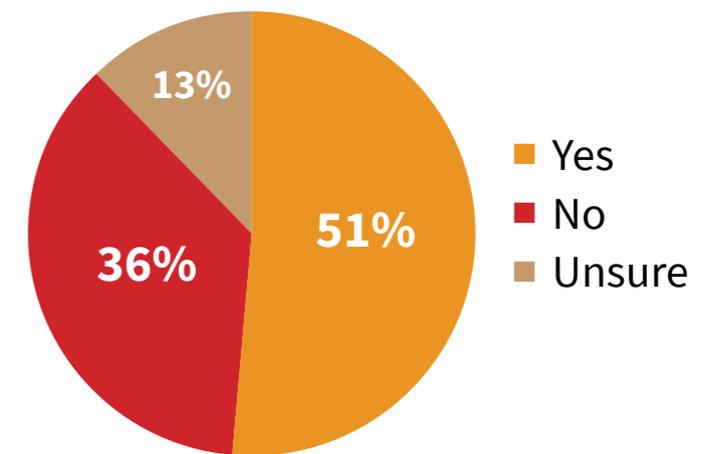
Base: B2C content marketers.  
2020 B2C Content Marketing Benchmarks:  
Content Marketing Institute/MarketingProfs

### Did Your B2C Organization Establish KPIs to Measure Content Marketing Initiatives in the Last 12 Months?



Base: B2C content marketers whose organization uses metrics to measure content performance.  
2020 B2C Content Marketing Benchmarks:  
Content Marketing Institute/MarketingProfs

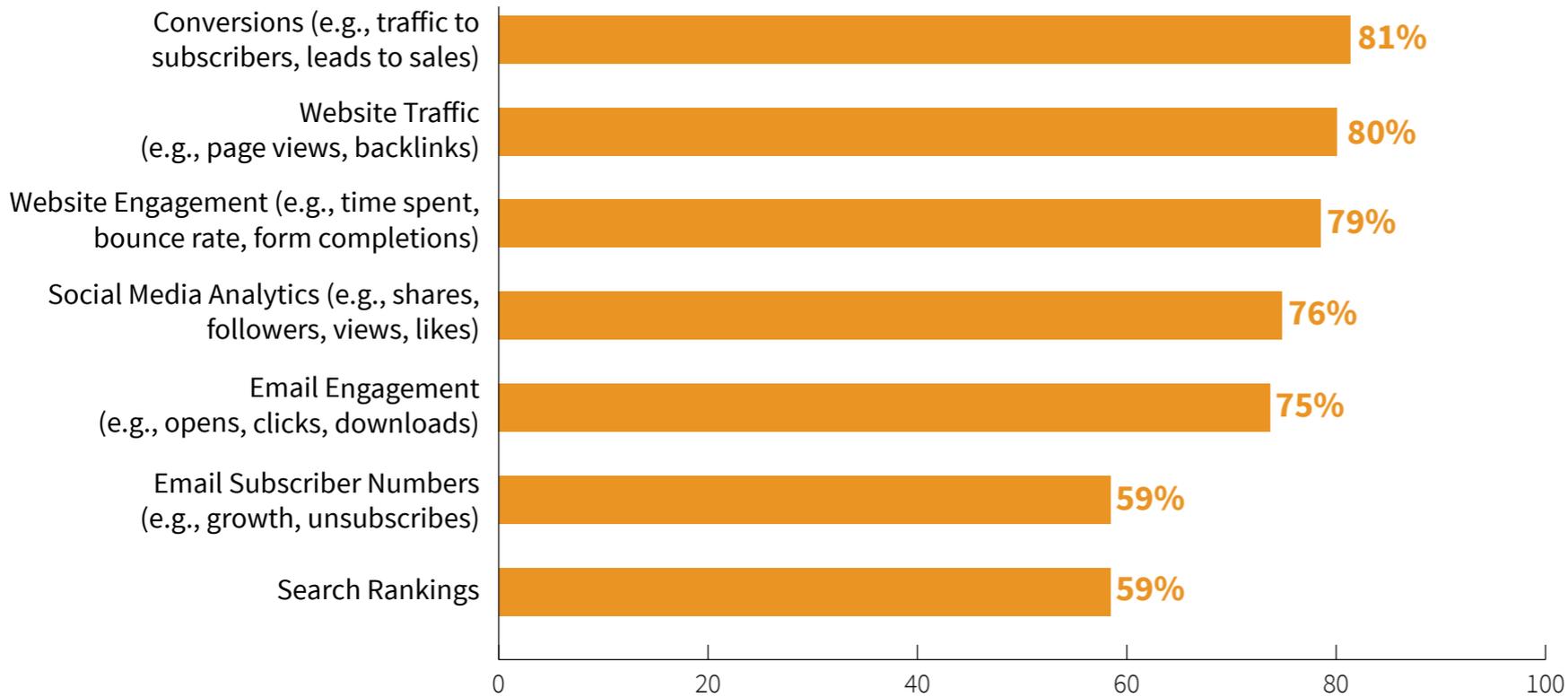
### Does Your B2C Organization Measure Content Marketing ROI?



Base: B2C content marketers whose organization uses metrics to measure content performance.  
2020 B2C Content Marketing Benchmarks:  
Content Marketing Institute/MarketingProfs

**The top metrics B2C marketers track to measure content performance are conversions (81%), website traffic (80%), website engagement (79%), social media analytics (76%) and email engagement (75%).**

**Metrics B2C Marketers Tracked to Measure Content Performance in Last 12 Months (Top 7)**

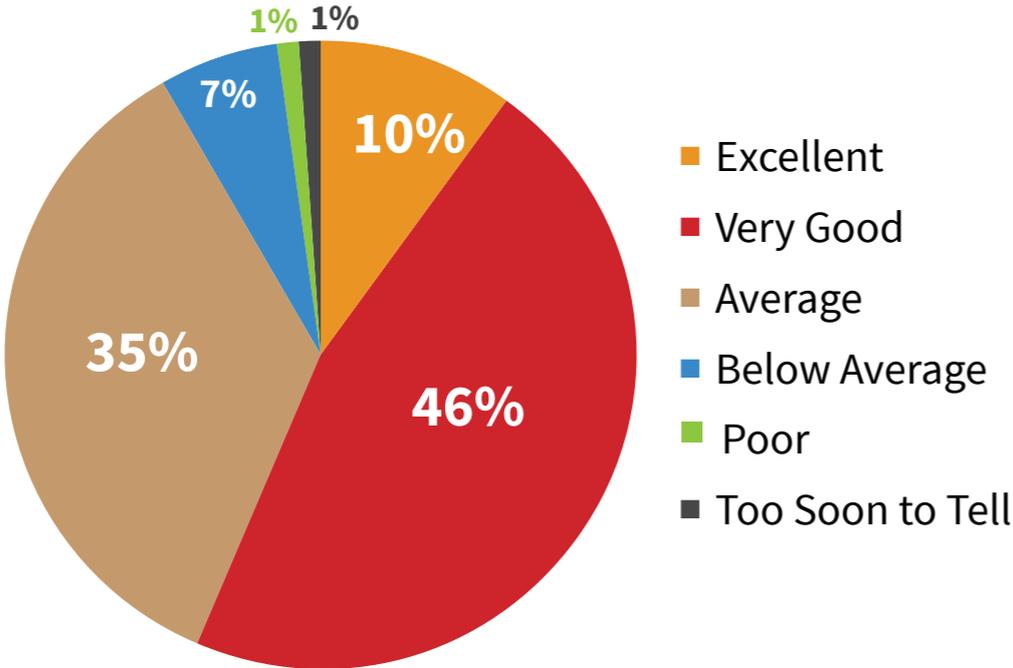


*Base: B2C content marketers whose organization uses metrics to measure content performance. Aided list; multiple responses permitted. 2020 B2C Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs*

**Other metrics tracked in last 12 months:** Cost of a Lead, Subscribers, and/or Customer/ Customer Acquisition Cost (CAC) (44%); Mobile Analytics (e.g., traffic, time spent, conversions) (44%); PR Mentions/Media Coverage (36%); Customer Satisfaction Metrics (29%); Customer Retention Rates (24%); Marketing Qualified Lead Metrics (e.g., MQLs, SQLs) (15%); Sales Effectiveness (e.g., sales cycle time, sales team performance) (15%); Lifetime Customer Value (13%); and Other (6%).

Among the B2C marketers who measure content marketing ROI, more than half (56%) rate their ability to demonstrate ROI as excellent or very good.

### B2C Marketers' Ability to Demonstrate ROI for Content Marketing Initiatives



Base: B2C content marketers whose organization uses metrics and whose team measured ROI of overall content marketing initiatives in the last 12 months. Aided list.

2020 B2C Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

**EXCELLENT**

We have measurement data showing ROI on overall content marketing approach

**VERY GOOD**

We have measurement data showing ROI on at least one content marketing initiative with well-informed insights in other areas

**AVERAGE**

We have well-informed insights, but lack measurement data showing ROI

**BELOW AVERAGE**

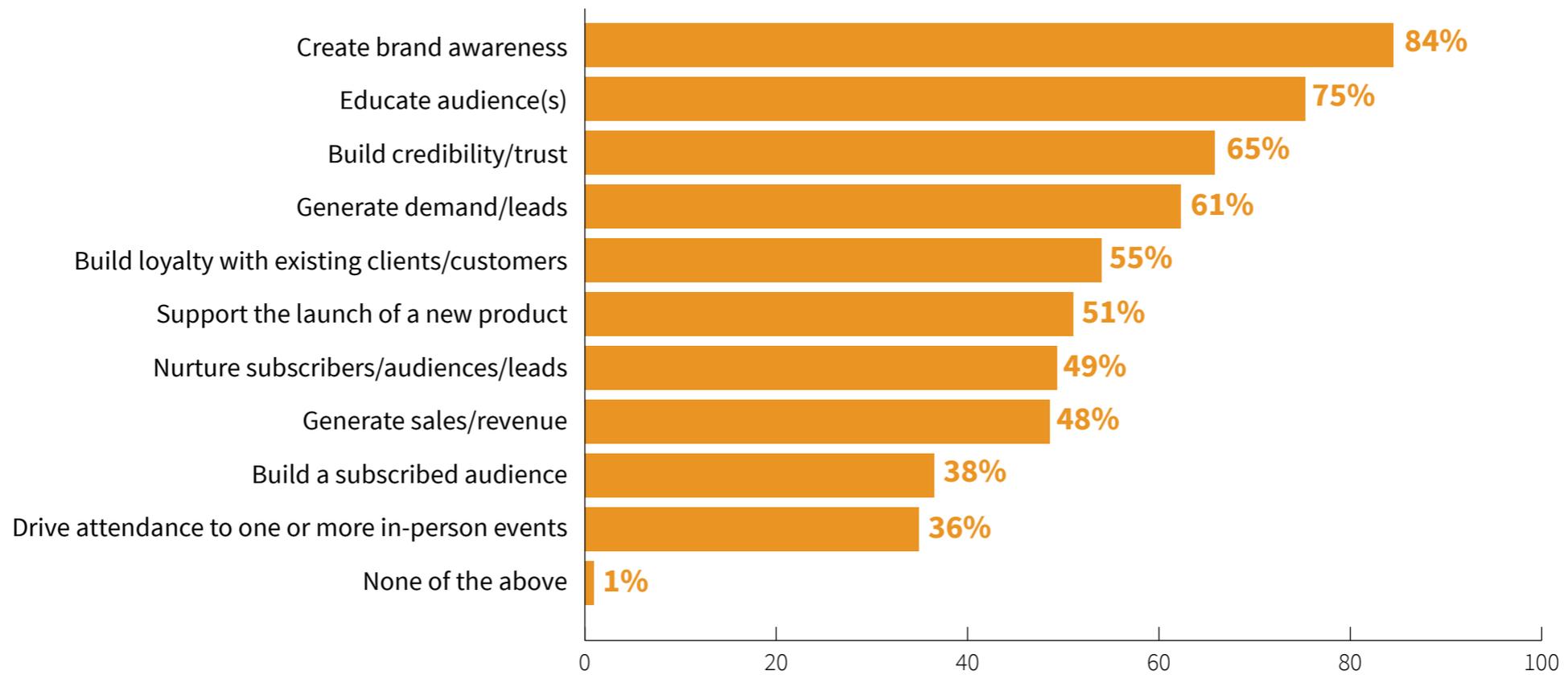
We only have speculative insights at this point

**POOR**

We have little insight into what works and what doesn't

**84% of B2C marketers have used content marketing successfully in the last 12 months to create brand awareness.**

### Goals B2C Marketers Have Achieved by Using Content Marketing Successfully in Last 12 Months

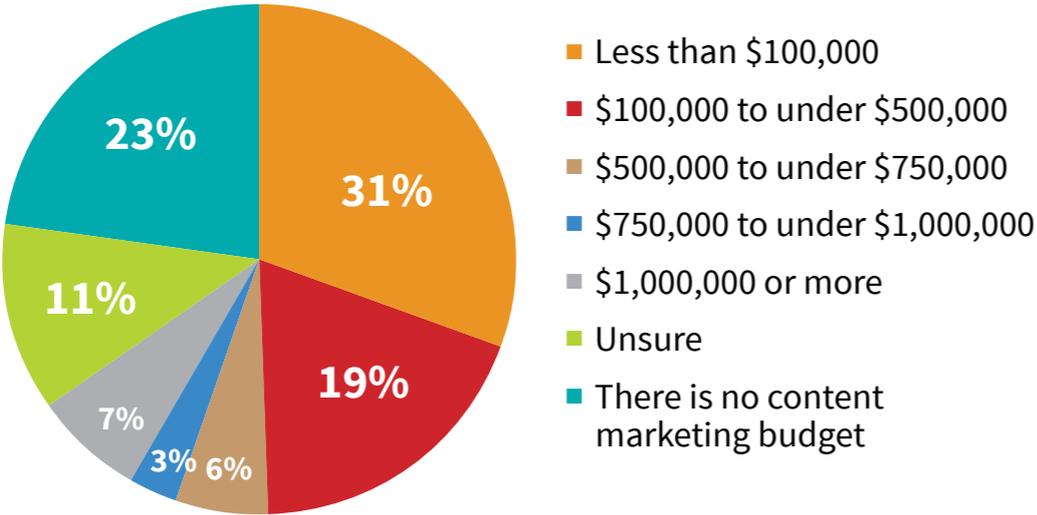


Base: B2C content marketers. Aided list; multiple responses permitted.  
2020 B2C Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

# BUDGET & PRIORITIES

**35% of B2C marketers reported a 2019 annual content marketing budget of \$100,000 or more. Another 31% reported it was less than \$100,000. The average annual budget reported among all respondents was \$230,000.**

**2019 Annual Budget for B2C Content Marketing (Average) (All Respondents)**



**2019 Annual Budget for B2C Content Marketing (Average) (By Company Size)**

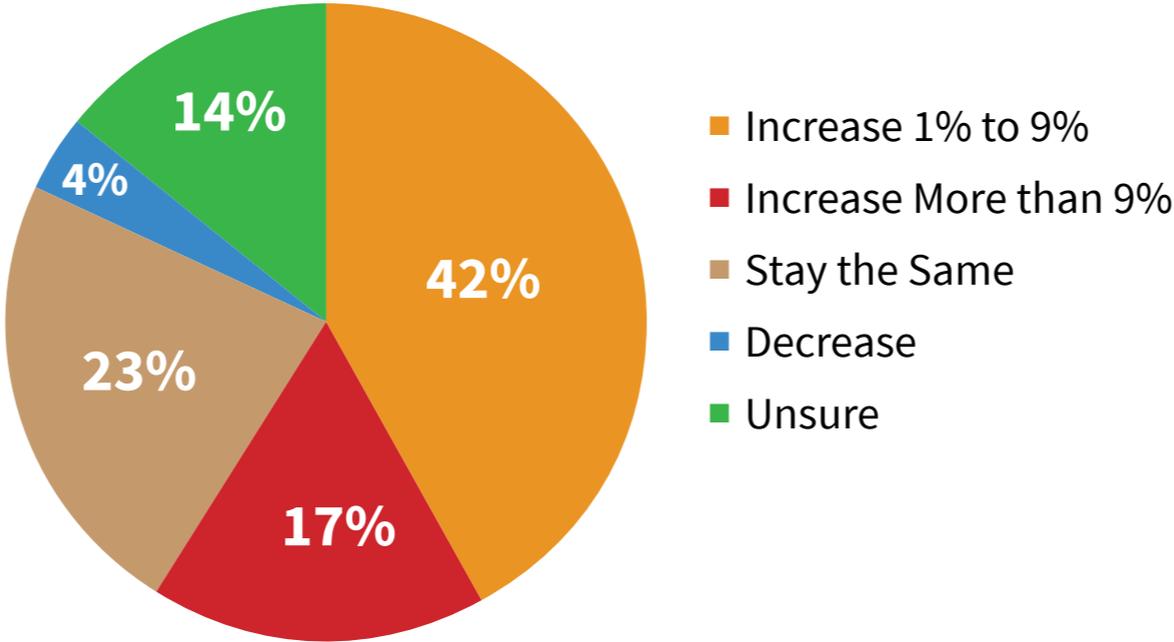


*Note: Marketers who reported their organization has no content marketing budget were not asked to specify if the expenditures come from a general marketing or other fund. The survey did not specify whether to include content marketing salaries, nor did it ask respondents to break out areas of content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

*Base: B2C content marketers. Aided list.  
2020 B2C Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs*

**59% of B2C marketers expect their 2020 content marketing budget to be higher than it was in 2019.**

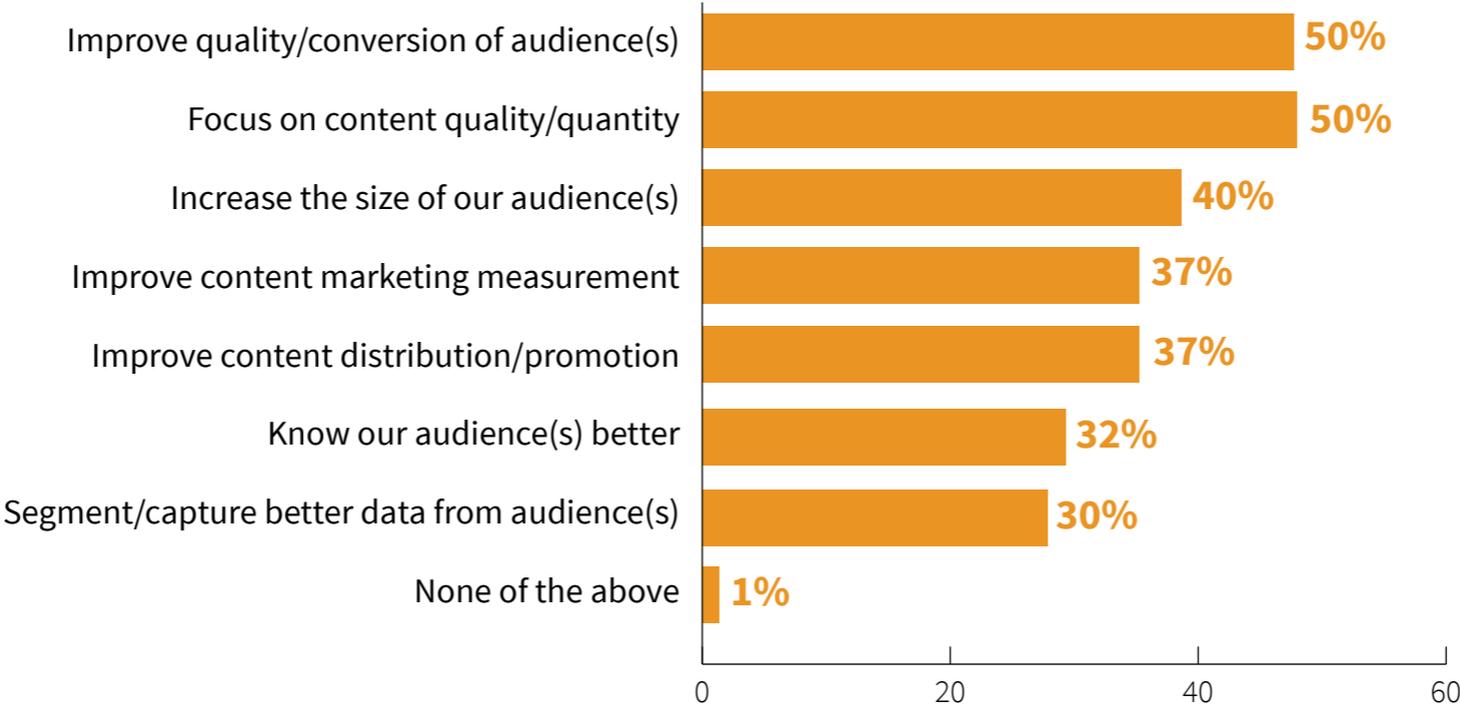
### B2C Marketers' Expected Change in 2020 Content Marketing Budget Compared With 2019



*Base: B2C content marketers who reported having an annual budget for content marketing in 2019.  
2020 B2C Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs*

# Half of B2C marketers anticipate improving the quality/conversion of their audiences and focusing on content quality/quantity in 2020.

## Top 3 Anticipated B2C Content Marketing Priorities in 2020



*Note: The survey asked respondents to select the top three content marketing activities they thought their organization might prioritize in 2020. It 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: B2C content marketers. Aided list; a maximum of three responses permitted.  
2020 B2C Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs*

# METHODOLOGY

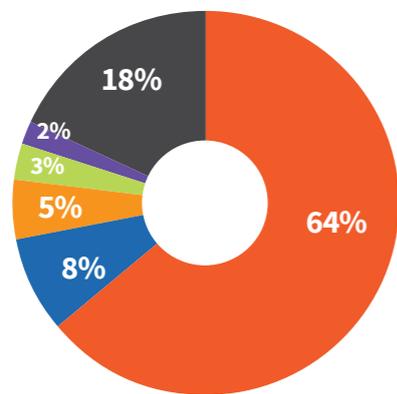
*B2C Content Marketing 2020: Benchmarks, Budgets, and Trends* was produced by **Content Marketing Institute (CMI)** and **MarketingProfs**.

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. More than 250 respondents (256) indicated their organization is a for-profit company, primarily selling products/services to companies (B2C). This report presents the findings from the 179 B2C respondents who indicated a) their organization has used content marketing for at least one year and b) they are a content marketer, involved with the content marketing function, and/or someone to whom content marketing reports.

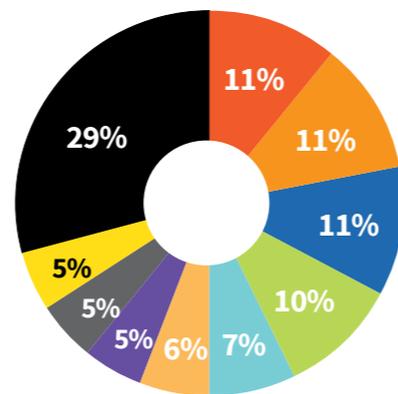
Find our archive of past reports at [contentmarketinginstitute.com/research](http://contentmarketinginstitute.com/research).

## Geographic Location of B2C Company



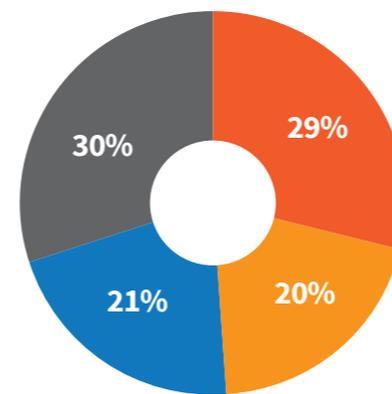
- United States
- Canada
- India
- Australia
- United Kingdom
- Other

## B2C Industry Classification



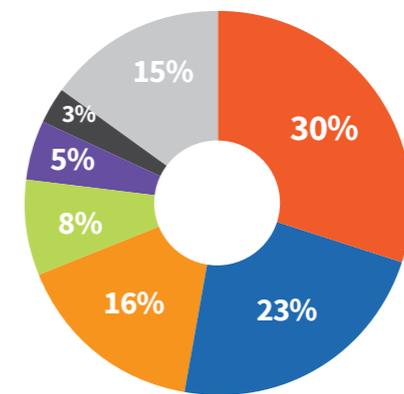
- Retail/Ecommerce
- Agency (Content Marketing, Advertising, Digital, PR)
- Financial Services
- Education
- Technology/IT/Software/Hardware
- Professional Services
- Manufacturing
- Healthcare/Med/Pharma/Life Sciences
- Travel/Tourism/Hospitality
- Other

## Size of B2C Company (by Employees)



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

## B2C Content Marketing Job Title/Function



- Content Creation/Content Management
- Marketing Management
- Corporate/Executive Management
- Advertising/PR/Comm Management
- Marketing Operations
- General Management
- 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](http://ContentMarketingInstitute.com).

### **About MarketingProfs**

[MarketingProfs](#) is a training and education company dedicated to helping large organizations, small teams, and individuals execute marketing campaigns that drive real results. MarketingProfs produces [training programs](#), [online events](#) and [conferences](#), including the [MarketingProfs B2B Forum](#). More than 600,000 marketers globally trust MarketingProfs as their top marketing resource.