

MANUFACTURING CONTENT MARKETING

BENCHMARKS, BUDGETS,
AND TRENDS



INSIGHTS FOR 2021



TABLE OF CONTENTS

■ INTRODUCTION	3
■ KEY FINDINGS	8
■ MATURITY & STRATEGY	9
■ TEAM STRUCTURE & OUTSOURCING.....	14
■ CONTENT CREATION & DISTRIBUTION.....	19
■ METRICS, GOALS & OVERALL SUCCESS	28
■ BUDGETS & SPENDING.....	32
■ INSIGHTS FOR 2021.....	36
■ METHODOLOGY.....	40
■ ABOUT.....	41



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.

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INTRODUCTION

Like everyone else, manufacturing marketers are moving through an arduous year. While they report growing in content marketing maturity, most had to make quick changes when the pandemic hit.

As this annual report shows, 70% of those surveyed changed their targeting/messaging strategy in response to the pandemic. More than half adjusted their editorial calendar (60%), put more resources toward social media/online communities (57%), and changed their content distribution/promotion strategy (51%). Nearly all (91%) expect some of the changes to stay in effect for the foreseeable future.

70% OF MANUFACTURING MARKETERS SURVEYED CHANGED THEIR TARGETING/MESSAGING STRATEGY IN RESPONSE TO THE PANDEMIC.

Most rely on small teams

Most respondents reported that their company has a small or one-person marketing/content marketing team serving the entire organization (60%). Not surprisingly then, 61% outsource at least one content marketing activity — most often content creation.

AMONG MANUFACTURING MARKETERS WHO OUTSOURCE, 61% SAY IT'S A CHALLENGE TO FIND PARTNERS WITH ADEQUATE TOPIC EXPERTISE.

Among those who outsource, their top reported challenge is finding partners with adequate topic expertise (61%). About half report budget issues (53%) and lack of clear return on investment (ROI) metrics (51%).

The importance of digital

The top three types of content that manufacturing marketers use for content marketing purposes are email newsletters (81%), blog posts/short articles (79%), and videos (79%).

INTRODUCTION

Email continues to be an effective way to reach engineers, according to the *2020 Smart Marketing for Engineers* report produced by TREW Marketing and GlobalSpec. According to that study, “two-thirds of engineers subscribe to at least three newsletters, with 18% subscribing to six or more.” The study also found that 43% of respondents open most or all newsletters and either read every one or at least scan for content; another one-third of respondents scan subject lines and open the ones that intrigue them.”

Not surprisingly, many manufacturing respondents reported an uptick in virtual offerings. Those now using “virtual events/webinars/online courses” increased to 55% from 39% the previous year.

THE PERCENTAGE OF MANUFACTURING MARKETERS SURVEYED WHO USE VIRTUAL EVENTS/WEBINARS/ONLINE COURSES INCREASED TO 55% FROM 39% ONE YEAR AGO.

The *Thomas Industrial Survey, May/June 2020 Report*, concurs that webinars are becoming more important to industrial professionals. In that study, 35% of respondents indicated that “webinars/virtual events were important avenues to reach new customers after the pandemic began versus 15% before the pandemic began.”

Indeed, when we asked respondents which content types — among all they had used in the previous 12 months — produced the best overall content marketing results for their organization, videos came in at the top, followed by virtual events/webinars/online courses, and email newsletters.

Regarding videos, more than half the engineers/technical professionals surveyed for the *2020 Smart Marketing for Engineers* report indicated they spend at least one hour per week watching videos for work (those under 35 and those in the 36 to 45 age ranges reported spending the most time watching videos). It will be interesting to see if those video-viewing hours increase as the pandemic rages on.

INTRODUCTION

Regarding content distribution channels, LinkedIn continues to be the organic social media platform that manufacturing marketers use the most (87%). In addition, 82% used paid channels to distribute content in the last 12 months, indicating social media advertising/promoted posts as the top paid method (79%), followed by search engine marketing (SEM)/pay-per-click (70%). This finding also aligns with the *Thomas Industrial Survey, May/June 2020 Report*, mentioned earlier, in which 45% of respondents said “digital advertising (e.g., search and social media) was an important avenue to reach new customers after the pandemic began vs. 31% before the pandemic began.”

LINKEDIN CONTINUES TO BE THE SOCIAL MEDIA PLATFORM MANUFACTURING MARKETERS USE MOST OFTEN — AND THE ONE THEY SAY PRODUCES THE BEST OVERALL CONTENT MARKETING RESULTS FOR THEIR ORGANIZATION.

With so much virtual competition now, we wondered how many respondents’ organizations have established online communities — places where prospects and customers can network and share ideas. Twenty-six percent of manufacturing respondents said yes, they have. Twenty-eight percent said they are likely to within the next 12 months, and 49% said they are unlikely to.

Marketers continue to build trust, loyalty, subscribers

Seventy-eight percent of those surveyed use metrics to measure content performance. Website traffic (87%) and website engagement (82%) are the top two metrics they use.

Manufacturing marketers continue to report success with using content marketing to reach numerous business goals. Examples include:

- ▶ Build credibility/trust increased to 74% from 66% the previous year.
- ▶ Build loyalty with existing clients/customers increased to 65% from 51%.
- ▶ Build a subscribed audience increased to 45% from 32%.

65% OF MANUFACTURING MARKETERS SURVEYED USE CONTENT MARKETING SUCCESSFULLY TO BUILD LOYALTY WITH EXISTING CLIENTS/CUSTOMERS — UP FROM 51% ONE YEAR AGO.

Most respondents said they went into 2020 with a content marketing budget. However, 31% reported that as midpoint 2020 approached, their organization had decreased content marketing spending. Around half (52%) had made no changes in spending.

MOST MANUFACTURING MARKETERS SURVEYED EXPECTED THEIR CONTENT MARKETING SPENDING TO STAY FLAT FOR THE REST OF 2020.

One in four respondents thought their manufacturing organization would spend more on content

marketing in H2 2020 than they did in H1 2020. The majority, however, expected their content marketing spending to stay flat for the rest of 2020.

Looking forward

Regarding their overall success with content marketing over the last 12 months, 30% report their organization has been extremely/very successful, with another 61% indicating moderate success. Sixty-nine percent think the pandemic will have a major or moderate long-term impact on their organization's overall content marketing success.

69% OF MANUFACTURING MARKETERS SURVEYED THINK THE PANDEMIC WILL HAVE A MAJOR OR MODERATE LONG-TERM IMPACT ON THEIR ORGANIZATION'S OVERALL CONTENT MARKETING SUCCESS.

Content creation and website enhancements appear to be top-of-mind for 2021: Three out of four predict their organizations will prioritize both.

THE TOP TWO PREDICTED AREAS OF CONTENT MARKETING INVESTMENT IN 2021 AMONG MANUFACTURING RESPONDENTS ARE CONTENT CREATION (76%) AND WEBSITE ENHANCEMENTS (73%).

When we asked respondents, “What do you think your organization’s biggest content marketing challenges will be during the next 12 months?” many noted content creation in general, as well as getting and keeping their audience’s attention.

“Becoming heard in the ever-growing sea of voices now shifting online is an issue,” one manufacturing marketer said. “Companies still stuck on traditional marketing tactics will see the value in digital and shift their dollars/focus, making it more crowded. We will need clever strategies to stand out in the crowd.”

“We’re gauging what messages will be positively received by our audience due to the lingering effects of the pandemic,” another respondent added. “We will need to temper messages based on how the global economy recovers.”



KEY FINDINGS

Manufacturing organizations are growing in content marketing maturity.

Thirty-nine percent of respondents indicate their manufacturing organization is in the sophisticated/mature phase of content marketing maturity, compared with 29% last year.

Most manufacturing marketers adjusted their messaging when the pandemic hit.

Seventy percent of respondents changed their messaging/targeting strategy in response to the pandemic. Far fewer took actions such as revisiting customer personas (19%) and changing their content marketing metrics (13%).

With in-person events on hold, there is a rise in the use of digital content.

The percentage of respondents using virtual events/webinars/online courses increased to 55% from 39% last year. In-person events decreased to 38% from 65%.

A focus on content creation and website enhancements is expected for 2021.

Seventy-six percent of respondents think their manufacturing organization will invest in content creation in 2021. They also expect to see investment in website enhancements (73%).

Manufacturing marketers use content to build trust, loyalty, subscribers.

Three out of four respondents (74%) say they have used content marketing successfully to build credibility/trust in the last 12 months — up from 66% last year. Those using it to build loyalty with existing clients/customers increased to 65% from 51% last year. Forty-five percent report using it to build a subscribed audience versus 32% last year.

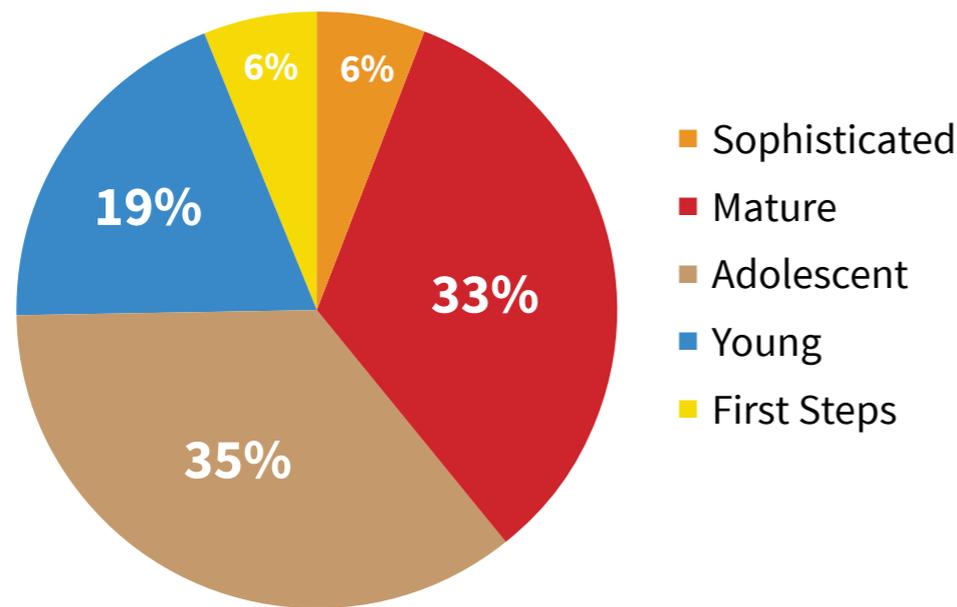


MATURITY & STRATEGY



39% of respondents indicate their manufacturing organization is in the sophisticated/mature phase of content marketing maturity, compared with 29% last year.

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



Base: Manufacturing content marketers.
Manufacturing Content Marketing Benchmarks, Insights for 2021. Content Marketing Institute/MarketingProfs, July 2020.

SOPHISTICATED

Providing accurate measurement to the business, scaling across the organization

MATURE

Finding success, yet challenged with integration across the organization

ADOLESCENT

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

YOUNG

Experiencing growing pains, challenged with creating a cohesive strategy and a measurement plan

FIRST STEPS

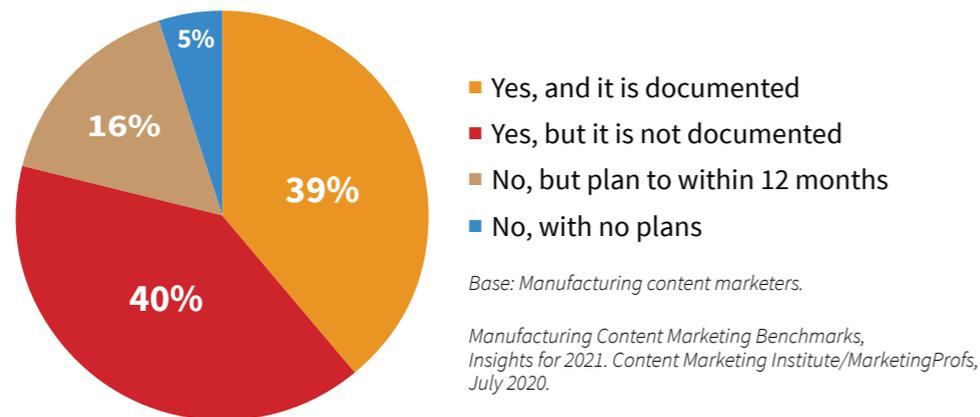
Doing some aspects of content, but have not yet begun to make content marketing a process

MATURITY & STRATEGY

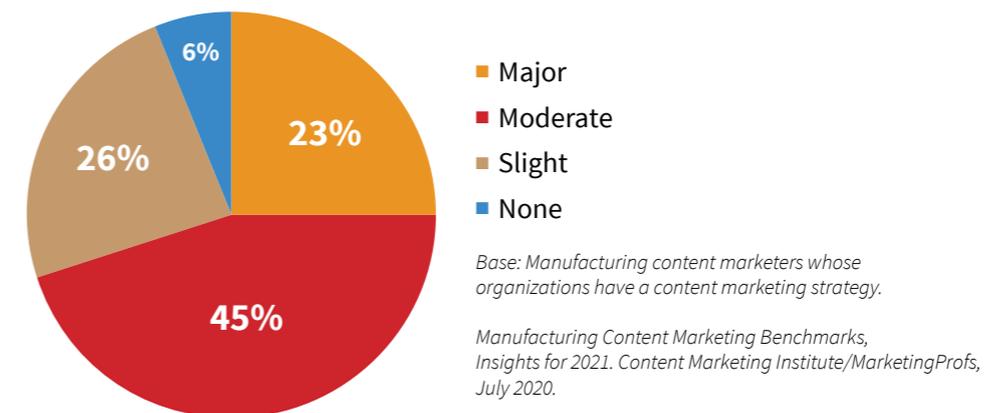
39% of manufacturing marketers report that their organization has a documented content marketing strategy, which is nearly the same as last year (41%), but up from 21% two years ago.

- ▶ 68% report their organization made major or moderate adjustments to their content marketing strategy in response to the pandemic.
- ▶ Many (49%) describe the adjustments as both short- and long-term.

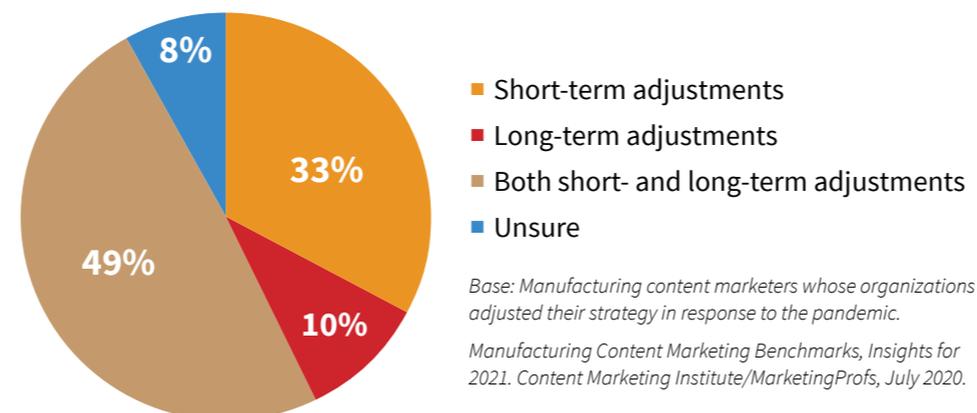
Percentage of Manufacturing Marketers With a Content Marketing Strategy



Impact of Pandemic on Manufacturing Content Marketing Strategy

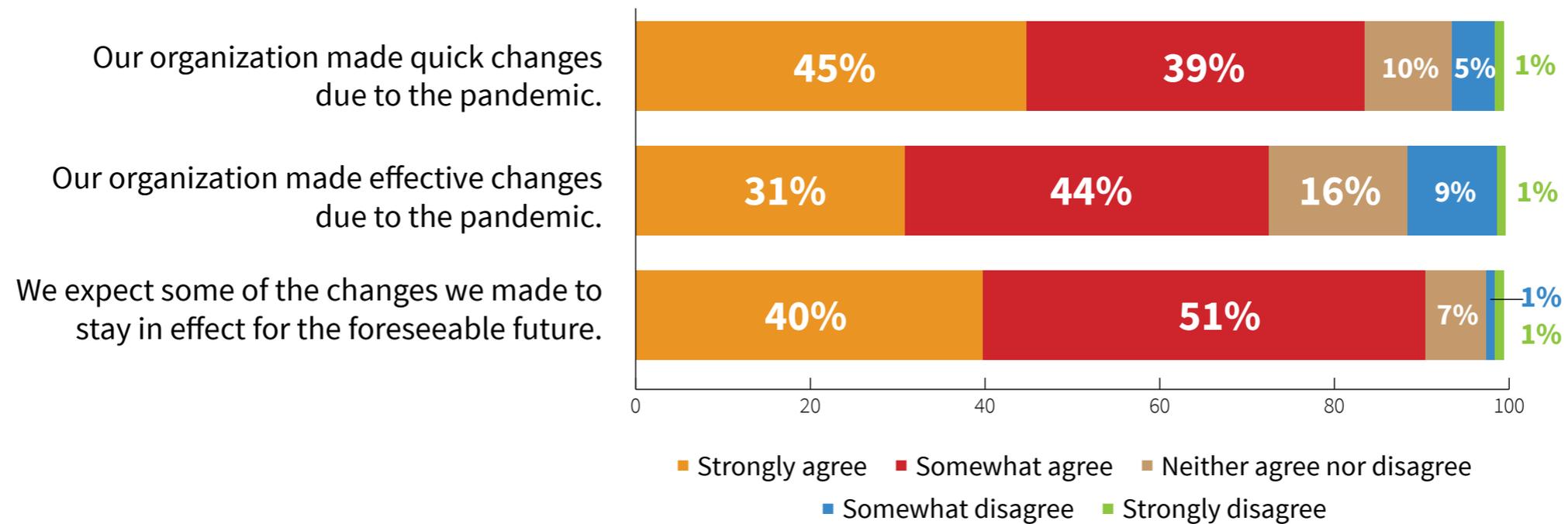


Nature of Adjustments Made to Manufacturing Content Marketing Strategy as a Result of Pandemic



Most manufacturing marketers surveyed agree their organization made quick and effective pandemic-related changes and expect the changes to stay in effect for the foreseeable future.

Manufacturing Marketers' Opinions About Changes Their Organization Made to Content Marketing in Response to Pandemic



*Base: Manufacturing content marketers who answered each statement.
 Manufacturing Content Marketing Benchmarks, Insights for 2021. Content Marketing Institute/MarketingProfs, July 2020.*

70% of manufacturing respondents changed their messaging/targeting strategy in response to the pandemic. Far fewer took actions such as revisiting customer personas (19%) and changing their content marketing metrics (13%).

Content Marketing Changes Manufacturing Organizations Made in Response to the Pandemic



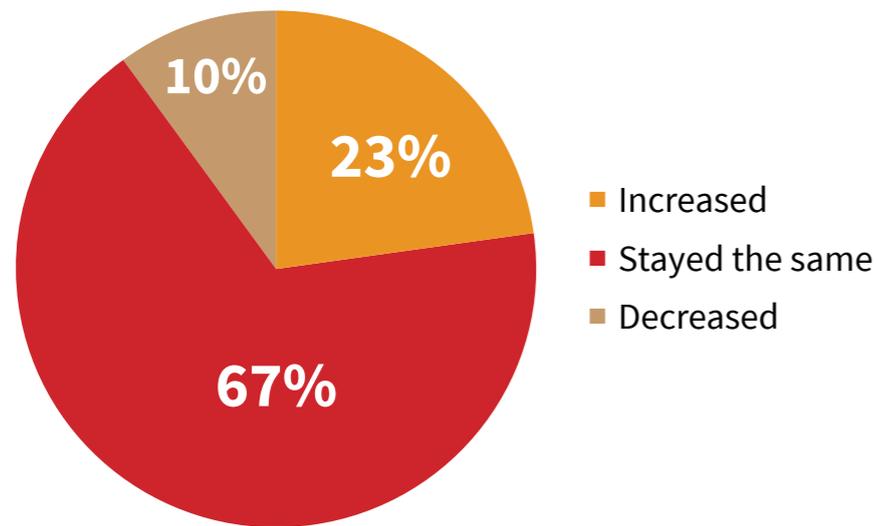
Base: Manufacturing content marketers whose organizations made at least one of the changes shown on the aided list. Multiple responses permitted. Six percent indicated none of the above. Manufacturing Content Marketing Benchmarks, Insights for 2021. Content Marketing Institute/MarketingProfs, July 2020.

TEAM STRUCTURE & OUTSOURCING



Most manufacturing respondents have small teams serving the entire organization.

Size of Manufacturing Content Marketing Team Compared With 12 Months Ago



Base: Manufacturing content marketers.
 Manufacturing Content Marketing Benchmarks, Insights for 2021.
 Content Marketing Institute/MarketingProfs, July 2020.

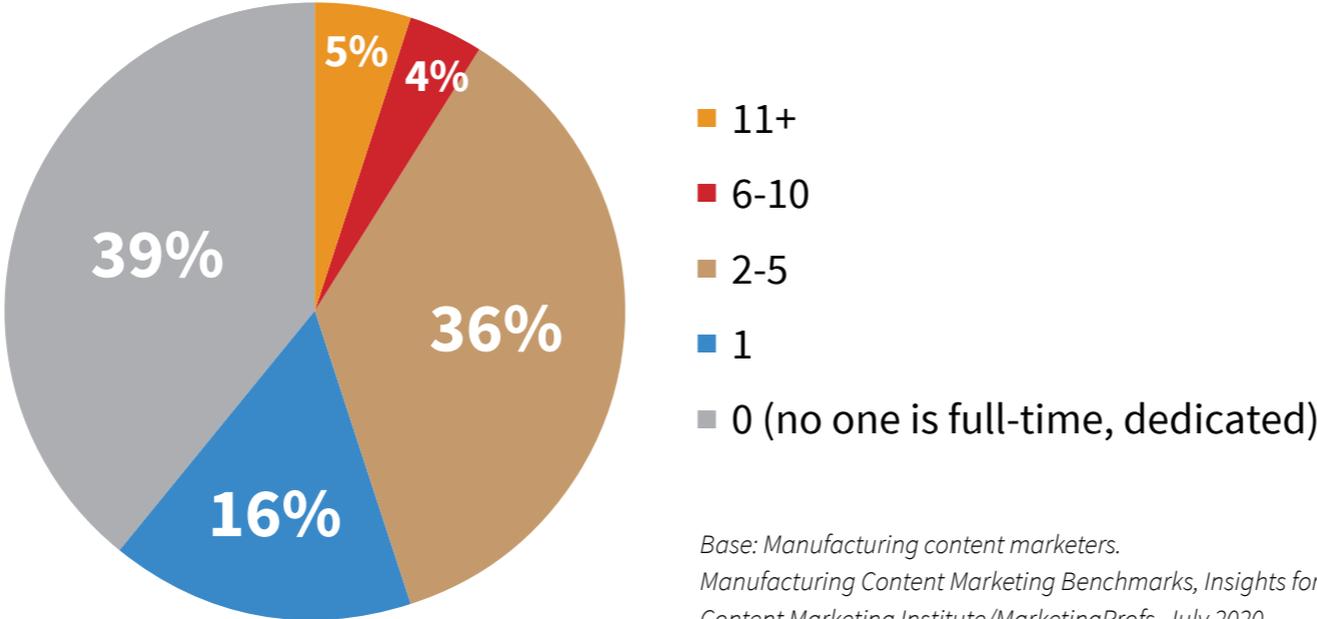
Manufacturing Organizations' Content Marketing Team Structure



Base: Manufacturing content marketers.
 Manufacturing Content Marketing Benchmarks, Insights for 2021.
 Content Marketing Institute/MarketingProfs, July 2020.

90% of respondents indicate their manufacturing organization has five or fewer full-time employees dedicated to content marketing.

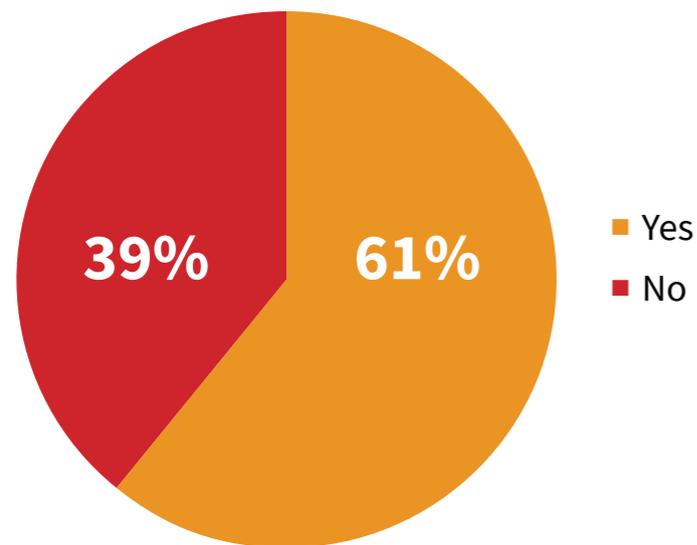
Manufacturing Organizations' Content Marketing Team Size (Full Time/Dedicated to Content Marketing)



Base: Manufacturing content marketers.
Manufacturing Content Marketing Benchmarks, Insights for 2021.
Content Marketing Institute/MarketingProfs, July 2020.

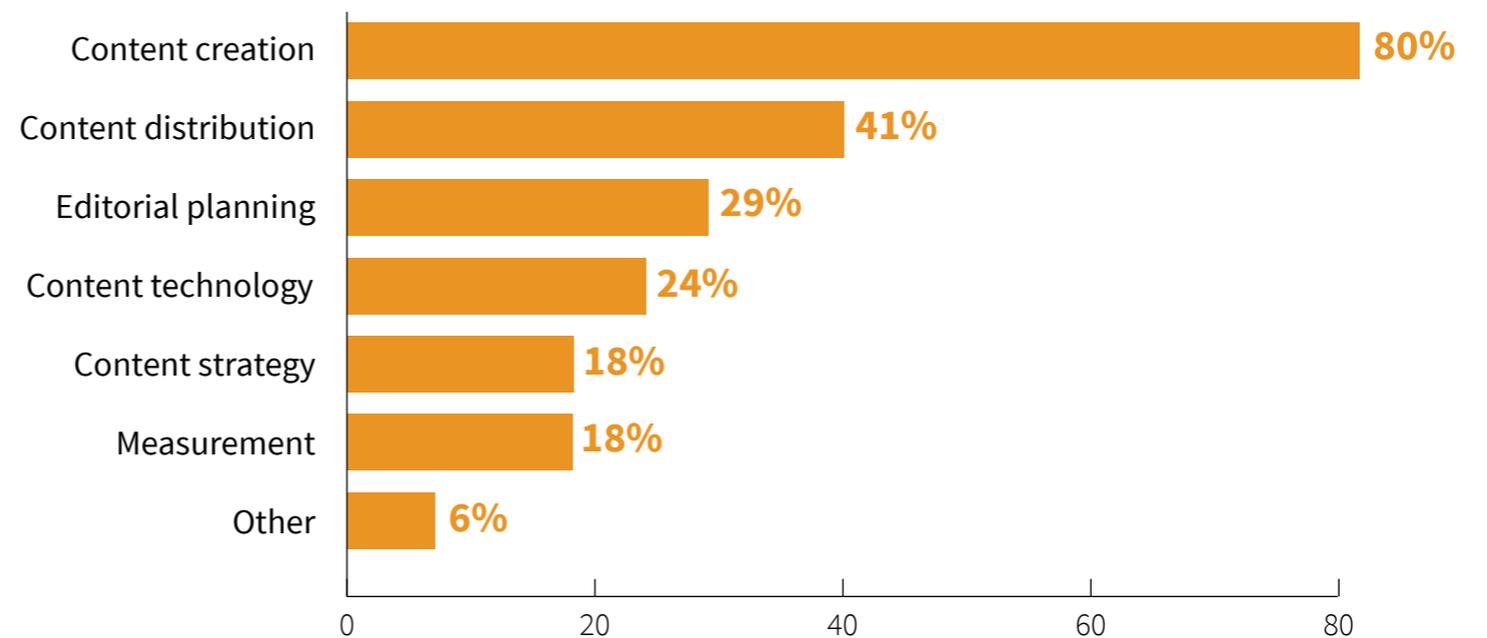
61% of manufacturing marketers indicate their organization outsources at least one content marketing activity. Content creation is the activity outsourced most often.

Does Your Manufacturing Organization Outsource Any Content Marketing Activities?



Base: Manufacturing content marketers.
 Manufacturing Content Marketing Benchmarks, Insights for 2021.
 Content Marketing Institute/MarketingProfs, July 2020.

Content Marketing Activities Manufacturing Organizations Outsource

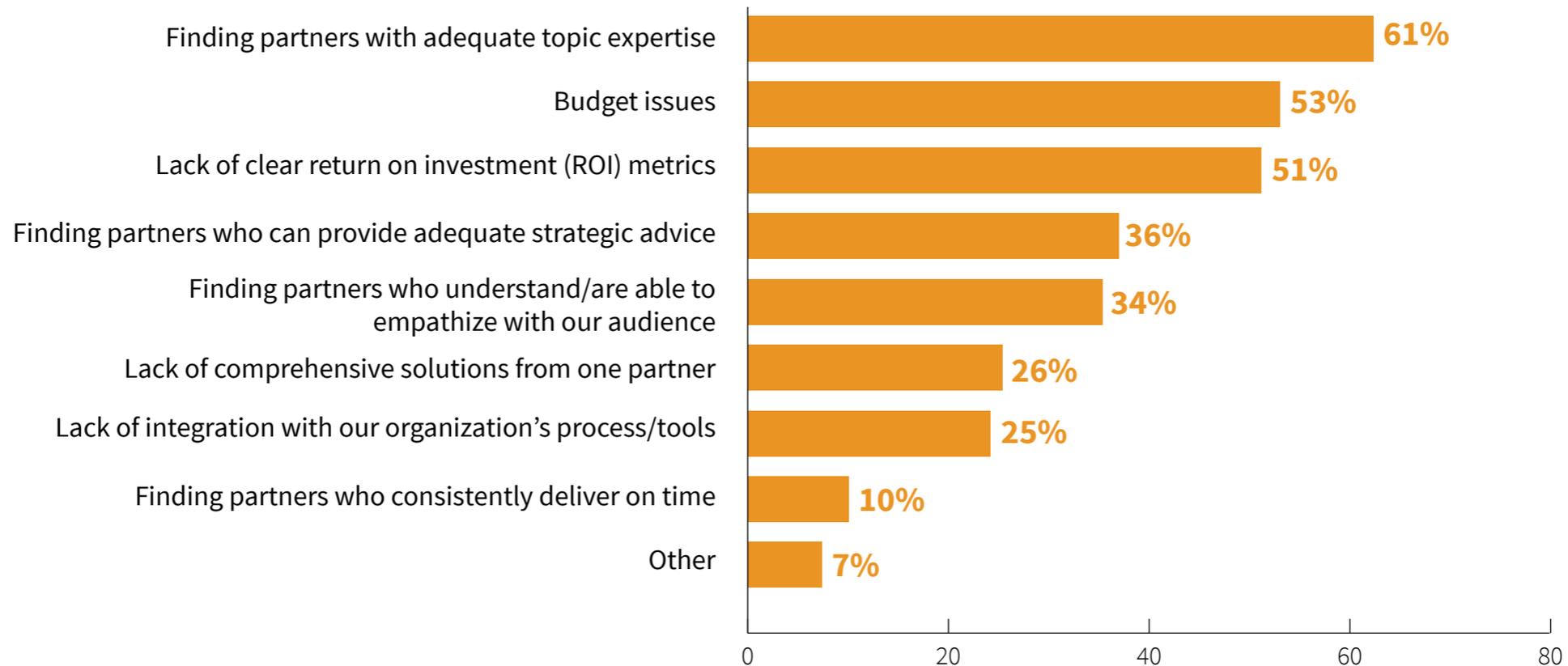


Base: Manufacturing content marketers whose organizations outsource at least one content marketing activity. Aided list; multiple responses permitted.

Manufacturing Content Marketing Benchmarks, Insights for 2021. Content Marketing Institute/MarketingProfs, July 2020.

Manufacturing marketers who outsource at least one content marketing activity say their biggest challenge is finding partners with adequate topic expertise (61%).

Top 5 Challenges Manufacturers Face When Seeking Outsourced Content Marketing Help



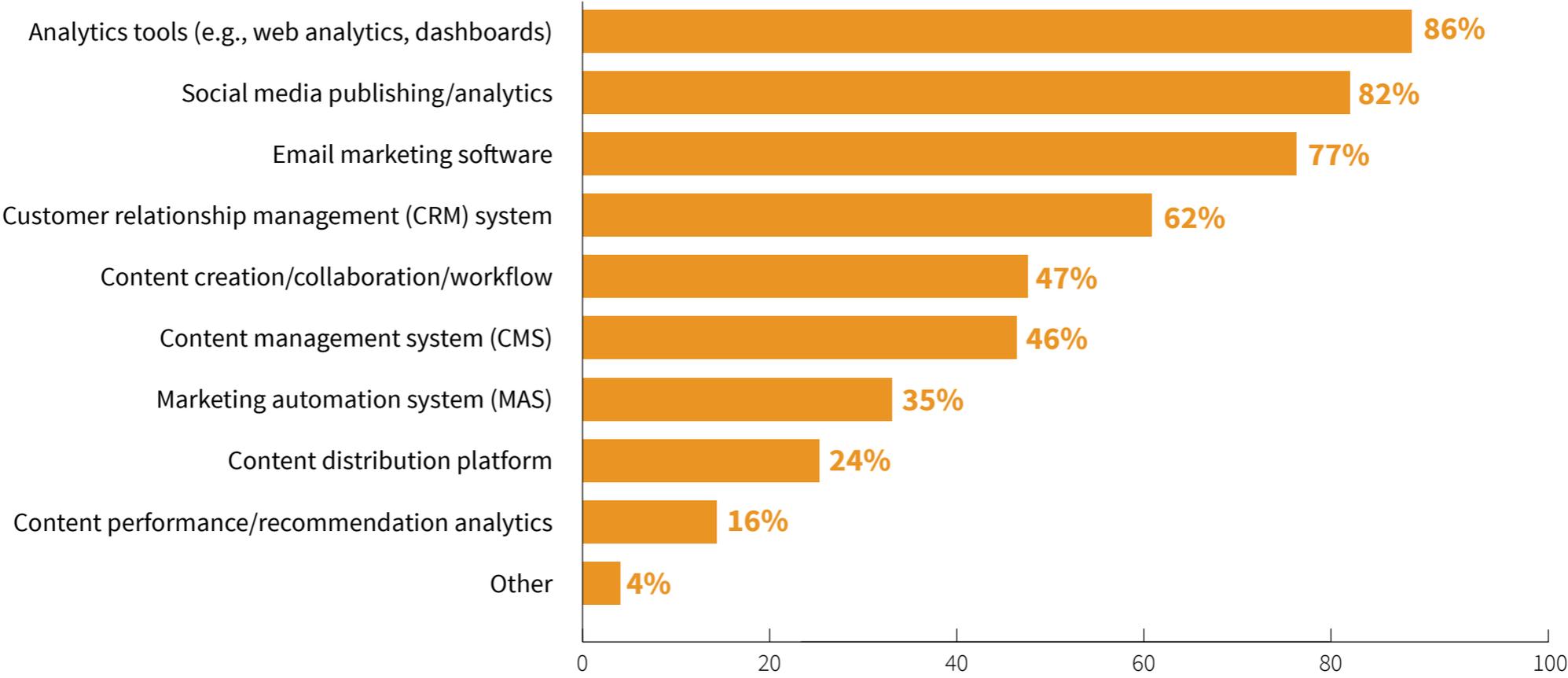
Base: Manufacturing content marketers whose organizations outsource at least one content marketing activity. Aided list; up to five responses permitted. Manufacturing Content Marketing Benchmarks, Insights for 2021. Content Marketing Institute/MarketingProfs, July 2020.

CONTENT CREATION & DISTRIBUTION



The top four reported technologies that manufacturing organizations use to assist with content marketing are analytics tools (86%), social media publishing/analytics (82%), email marketing software (77%), and customer relationship management (CRM) systems (62%).

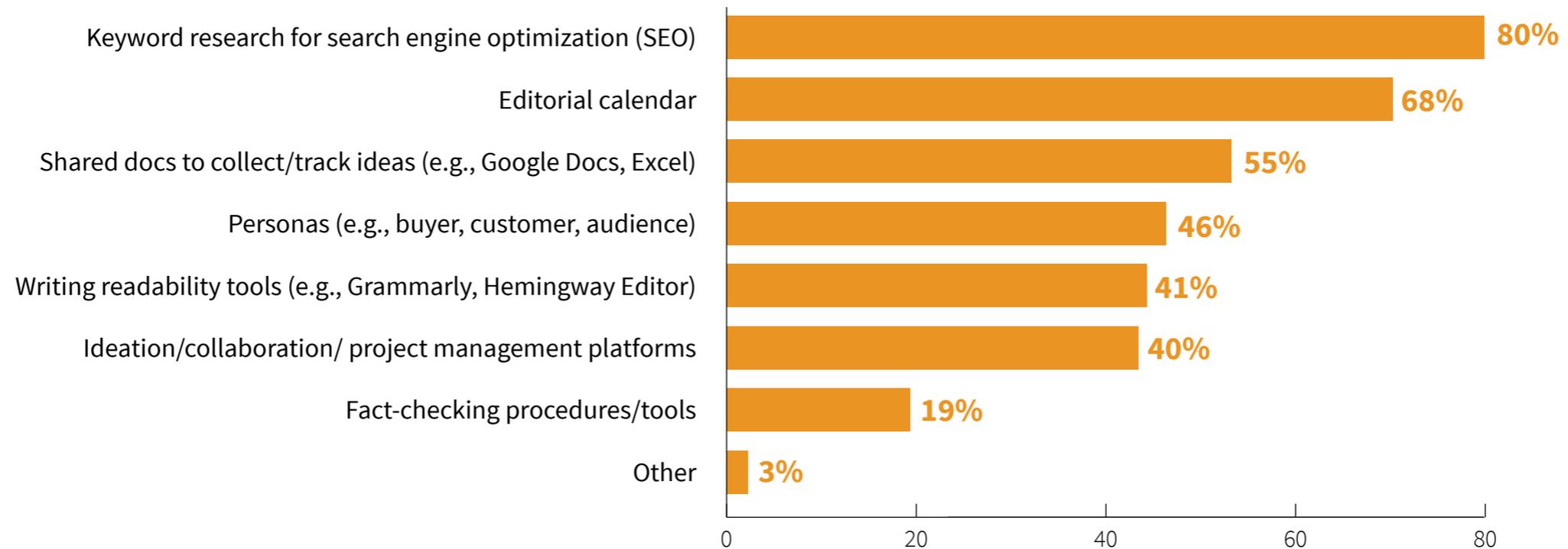
Technologies Manufacturing Organizations Use to Assist With Content Marketing



Base: Manufacturing content marketers. Aided list; multiple responses permitted.
 Manufacturing Content Marketing Benchmarks, Insights for 2021. Content Marketing Institute/MarketingProfs, July 2020.

80% of manufacturing marketers report using keyword research tools for search engine optimization (SEO) during the content creation process, while only 19% report using fact-checking procedures/tools.

Editorial Tools Manufacturing Marketers Use While Creating Content



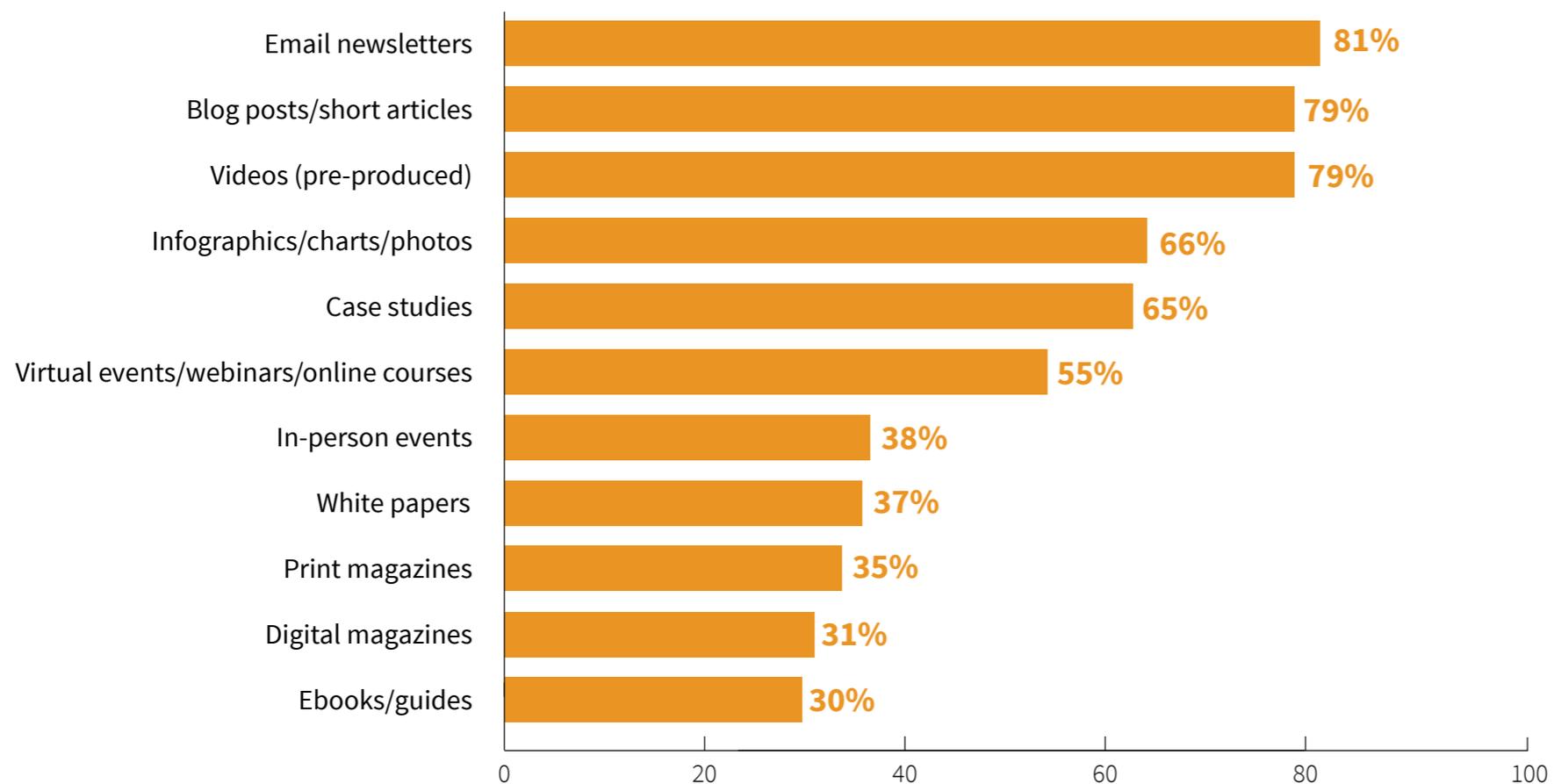
Base: Manufacturing content marketers. Aided list; multiple responses permitted.
Manufacturing Content Marketing Benchmarks, Insights for 2021. Content Marketing Institute/MarketingProfs, July 2020.

CONTENT CREATION & DISTRIBUTION

The top three reported types of content that manufacturing marketers use are email newsletters (81%), blog posts/short articles (79%), and videos (pre-produced) (79%). Notable differences from last year:

- ▶ Infographics increased to 66% from 59%.
- ▶ Virtual events/webinars/online courses increased to 55% from 39%.
- ▶ In-person events decreased to 38% from 65%.

Content Types Manufacturing Marketers Used in Last 12 Months



Base: Manufacturing content marketers. Aided list; multiple responses permitted.
 Manufacturing Content Marketing Benchmarks, Insights for 2021. Content Marketing Institute/MarketingProfs, July 2020.

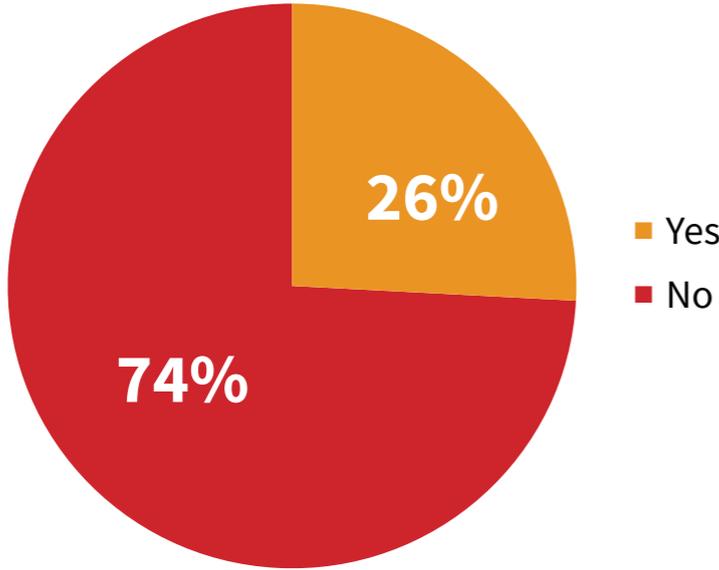
Other content types used in last 12 months:

Long-form text (e.g., articles 3,000+ words) (22%); videos (livestreaming content) (17%); research reports (16%); podcasts (15%); print books (6%); and other (6%).

Of all the content types they use, manufacturing marketers said **videos (pre-produced)** (21%), **virtual events/webinars/online courses** (19%), and **email newsletters** (13%) produced the best overall content marketing results for their organization in the last 12 months.

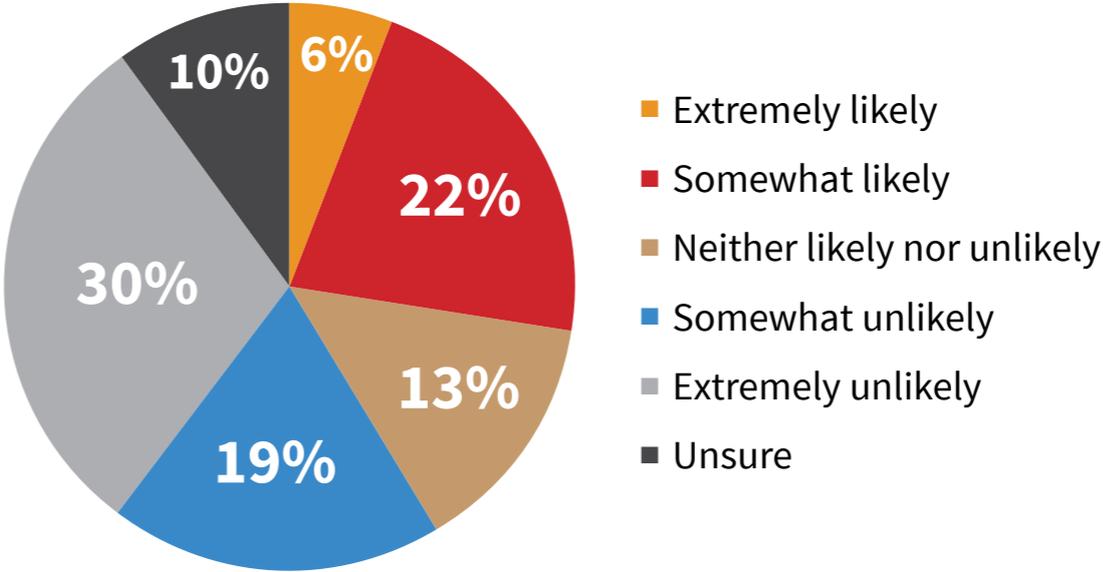
26% of manufacturing marketers indicate their organization has established an online community. Among those who have not, 28% say they are likely to within the next 12 months, while another 49% say they are unlikely to.

Has Your Manufacturing Organization Established an Online Community?



Base: Manufacturing content marketers.
 Manufacturing Content Marketing Benchmarks, Insights for 2021.
 Content Marketing Institute/MarketingProfs, July 2020.

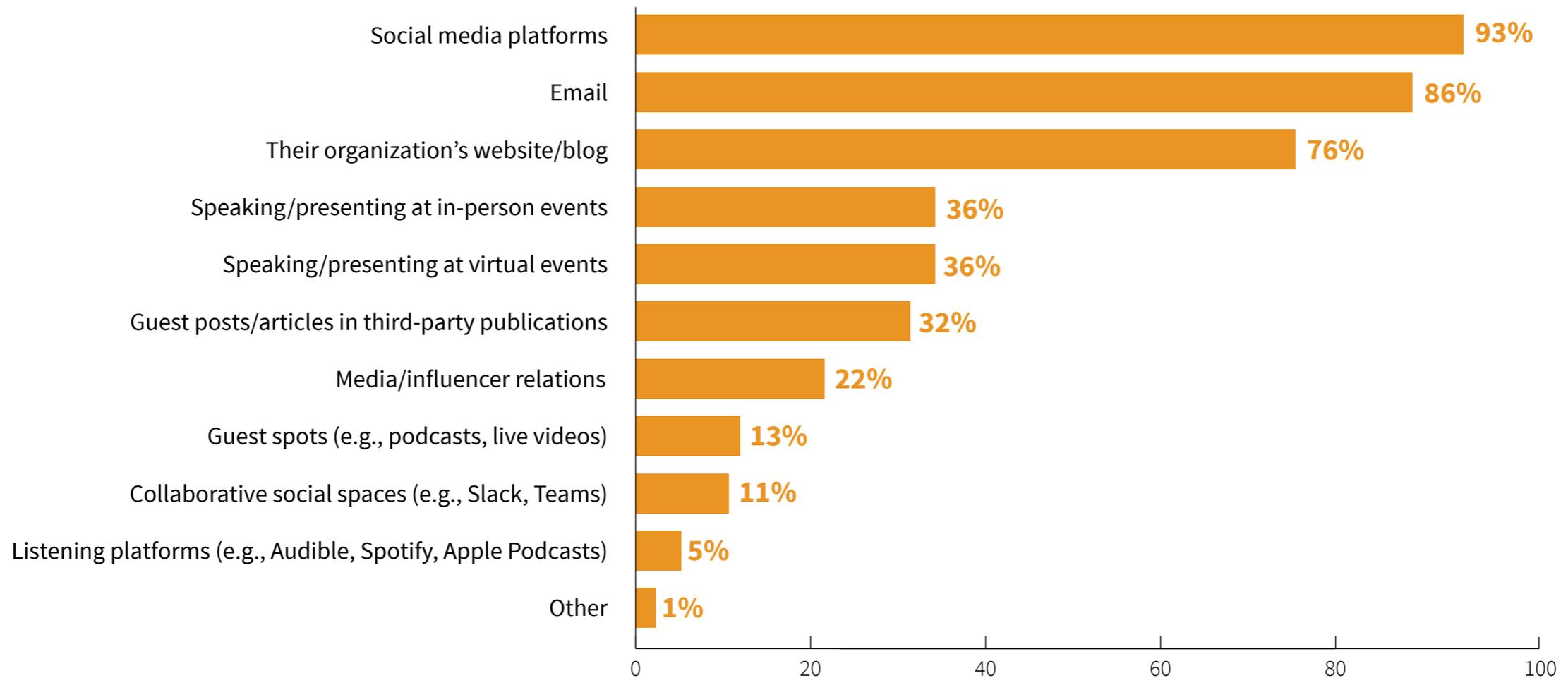
How Likely Is Your Manufacturing Organization to Establish an Online Community in the Next 12 Months?



Base: Manufacturing content marketers whose organizations have not established an online community.
 Manufacturing Content Marketing Benchmarks, Insights for 2021. Content Marketing Institute/
 MarketingProfs, July 2020.

The top three reported organic content distribution channels that manufacturing marketers use are social media platforms (93%), email (86%), and their organization’s website/blog (76%).

Organic Content Distribution Channels Manufacturing Marketers Used in Last 12 Months

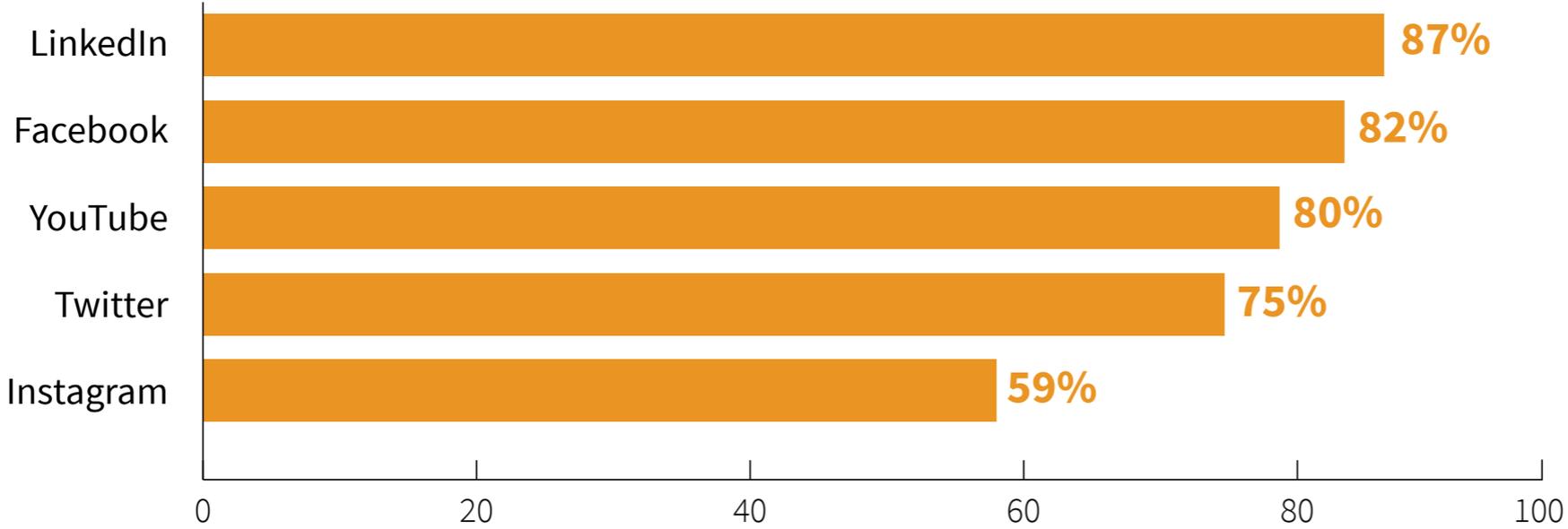


Base: Manufacturing content marketers. Aided list; multiple responses permitted.

Manufacturing Content Marketing Benchmarks, Insights for 2021. Content Marketing Institute/MarketingProfs, July 2020.

87% of manufacturing marketers indicate their organization uses LinkedIn for content marketing purposes.

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

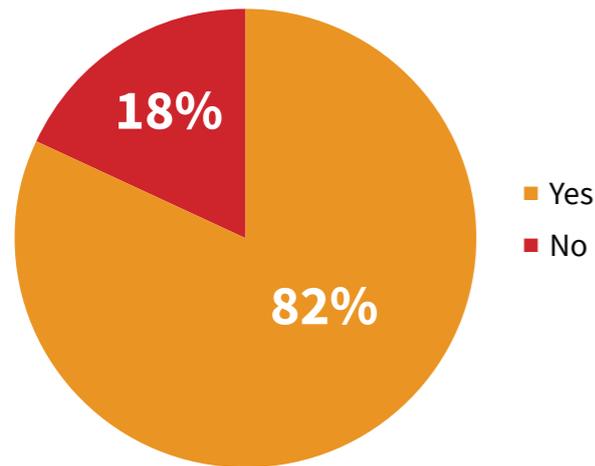


Other organic social media platforms used in last 12 months: Pinterest (14%); Medium (3%); Snapchat (3%); TikTok (2%); Quora (1%); Reddit (1%); and Other (4%).

Base: Manufacturing content marketers whose organizations used organic social media platforms to distribute content in the last 12 months. Aided list; multiple responses permitted. Manufacturing Content Marketing Benchmarks, Insights for 2021. Content Marketing Institute/MarketingProfs, July 2020.

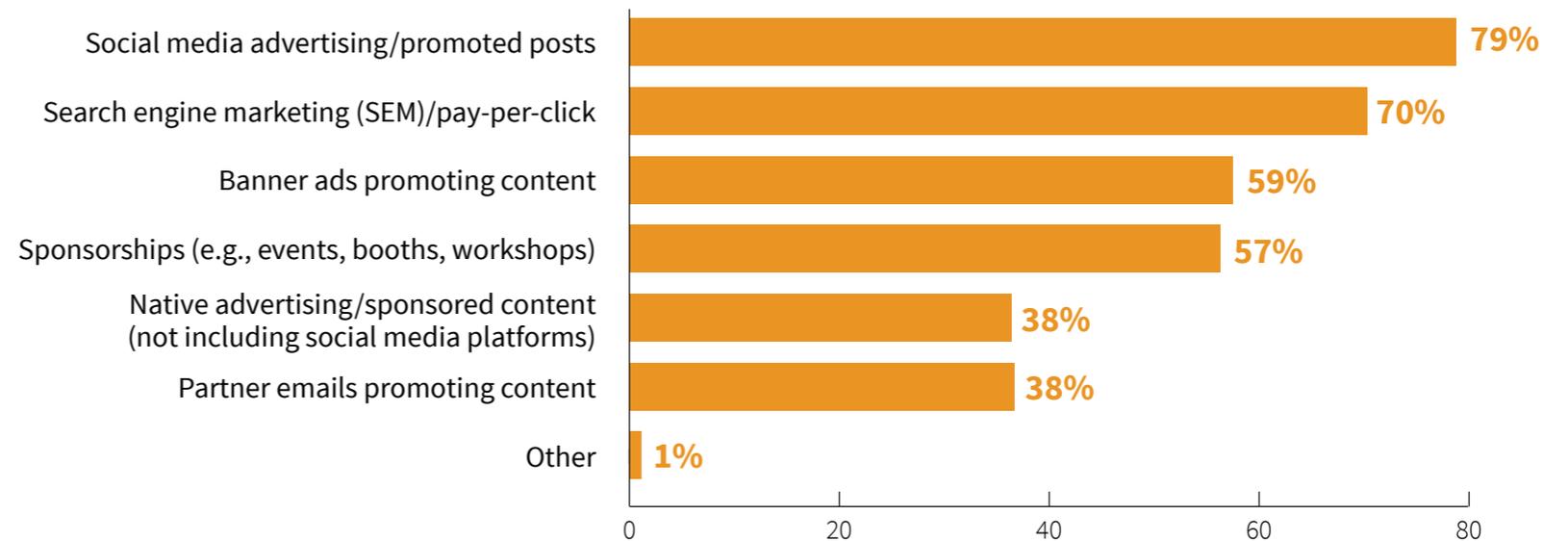
82% of manufacturing marketers used paid channels to distribute content in the last 12 months. Of that group, 79% used social media advertising/promoted posts.

Did Your Organization Use Any Paid Content Distribution Channels for Content Marketing Purposes in the Last 12 Months?



Base: Manufacturing content marketers.
 Manufacturing Content Marketing Benchmarks, Insights for 2021.
 Content Marketing Institute/MarketingProfs, July 2020.

Paid Content Distribution Channels Manufacturing Marketers Used in Last 12 Months

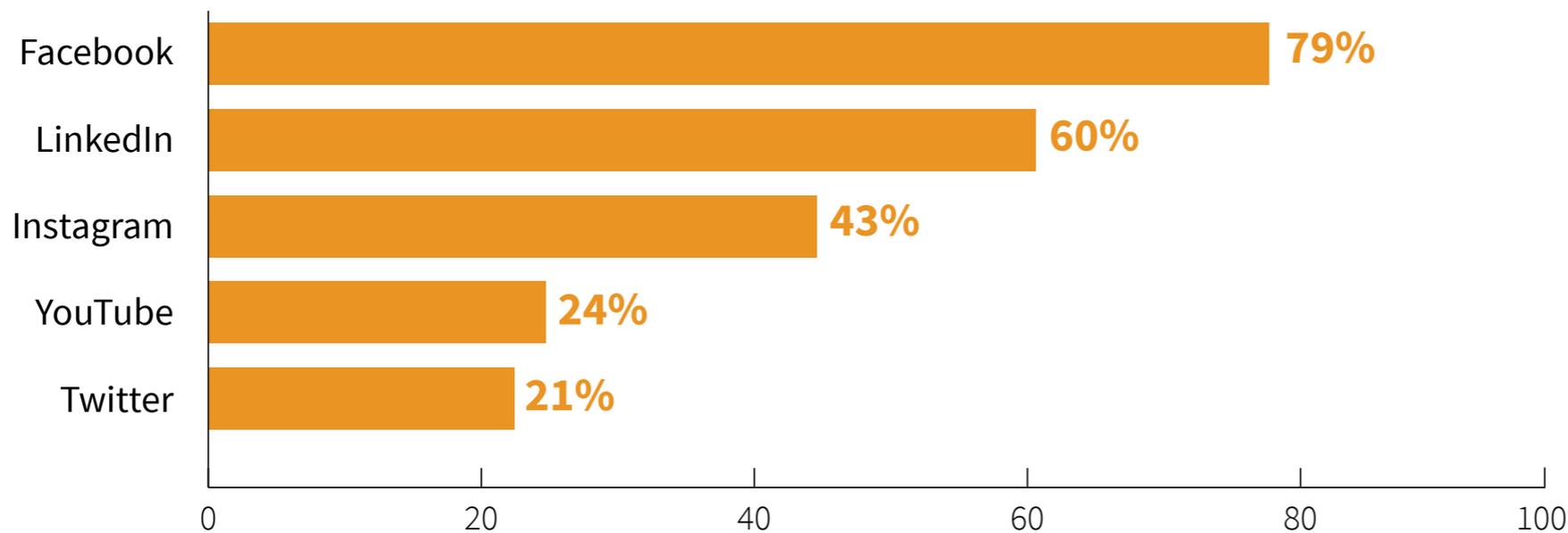


Base: Manufacturing content marketers whose organizations used paid content distribution channels in the last 12 months. Aided list; multiple responses permitted.
 Manufacturing Content Marketing Benchmarks, Insights for 2021.
 Content Marketing Institute/MarketingProfs, July 2020.

Of all the paid distribution channels they use, manufacturing marketers said **search engine marketing (SEM)/pay-per-click** (36%), and **social media advertising/promoted posts** (29%) produced the best overall content marketing results for their organization in the last 12 months.

Of the manufacturing marketers who use paid advertising on social media, the two platforms they use most often are Facebook (79%) and LinkedIn (60%).

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



Other paid social media platforms used in last 12 months: Pinterest (3%); Reddit (1%); Quora (0%); Snapchat (0%); TikTok (0%); and Other (4%).

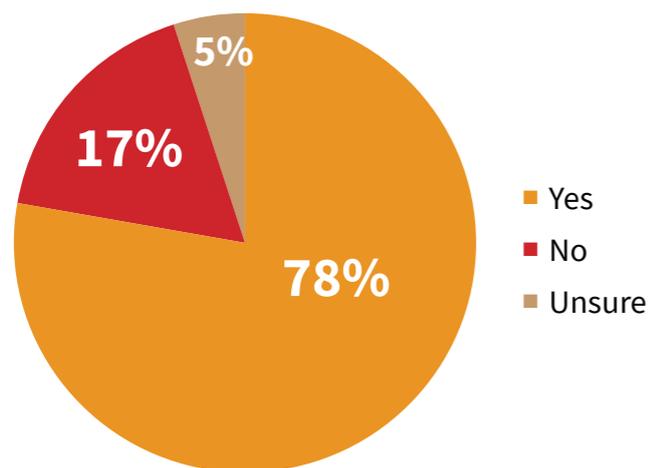
Base: Manufacturing content marketers whose organizations used paid social media platforms to distribute content in the last 12 months. Aided list; multiple responses permitted. Manufacturing Content Marketing Benchmarks, Insights for 2021. Content Marketing Institute/MarketingProfs, July 2020.

METRICS, GOALS & OVERALL SUCCESS



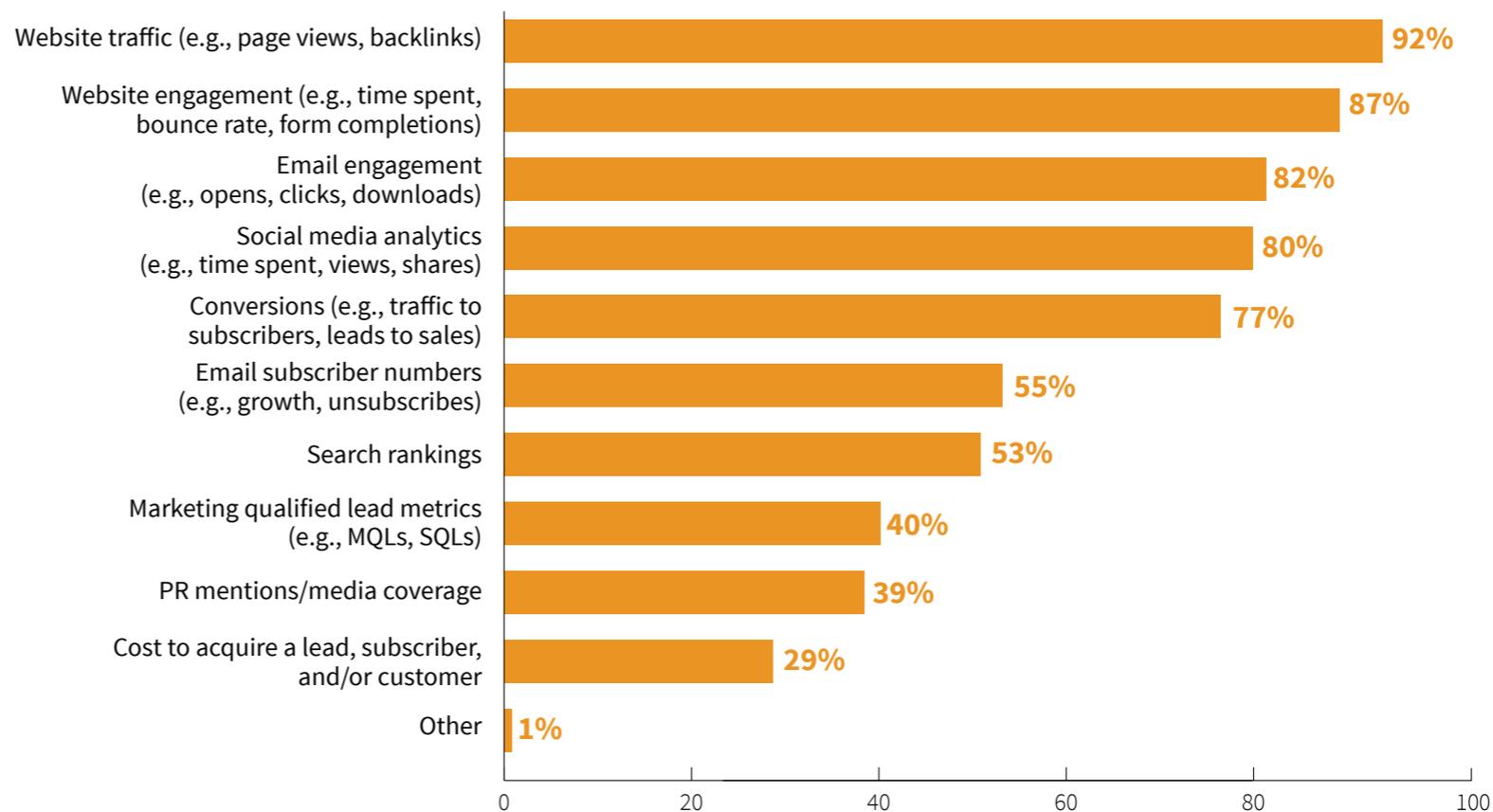
78% of manufacturing marketers report that their organization uses metrics to measure content performance. Website traffic (92%) is the metric they use most often.

Does Your Manufacturing Organization Use Metrics to Measure Content Performance?



Base: Manufacturing content marketers. Manufacturing Content Marketing Benchmarks, Insights for 2021. Content Marketing Institute/MarketingProfs, July 2020.

Metrics Manufacturing Organizations Tracked to Measure Content Performance in Last 12 Months



Base: Manufacturing content marketers whose organizations use metrics to measure content performance. Aided list; multiple responses permitted. Manufacturing Content Marketing Benchmarks, Insights for 2021. Content Marketing Institute/MarketingProfs, July 2020.

METRICS, GOALS & OVERALL SUCCESS

Manufacturing marketers continue to report using content marketing successfully to reach numerous goals. Notable increases from last year:

- ▶ Build credibility/trust increased to 74% from 66%.
- ▶ Build loyalty with existing clients/customers increased to 65% from 51%.
- ▶ Build a subscribed audience increased to 45% from 32%.

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

	All Respondents	As Reported One Year Ago*	As Reported Two Years Ago**
Create brand awareness	86%	85%	79%
Educate audience(s)	75%	76%	69%
Build credibility/trust	74%	66%	60%
Generate demand/leads	67%	63%	66%
Build loyalty with existing clients/customers	65%	51%	55%
Support the launch of a new product	61%	63%	55%
Nurture subscribers/audiences/leads	50%	48%	47%
Generate sales/revenue	49%	48%	40%
Build a subscribed audience	45%	32%	29%
Drive attendance to one or more in-person or virtual events	43%	44%	44%

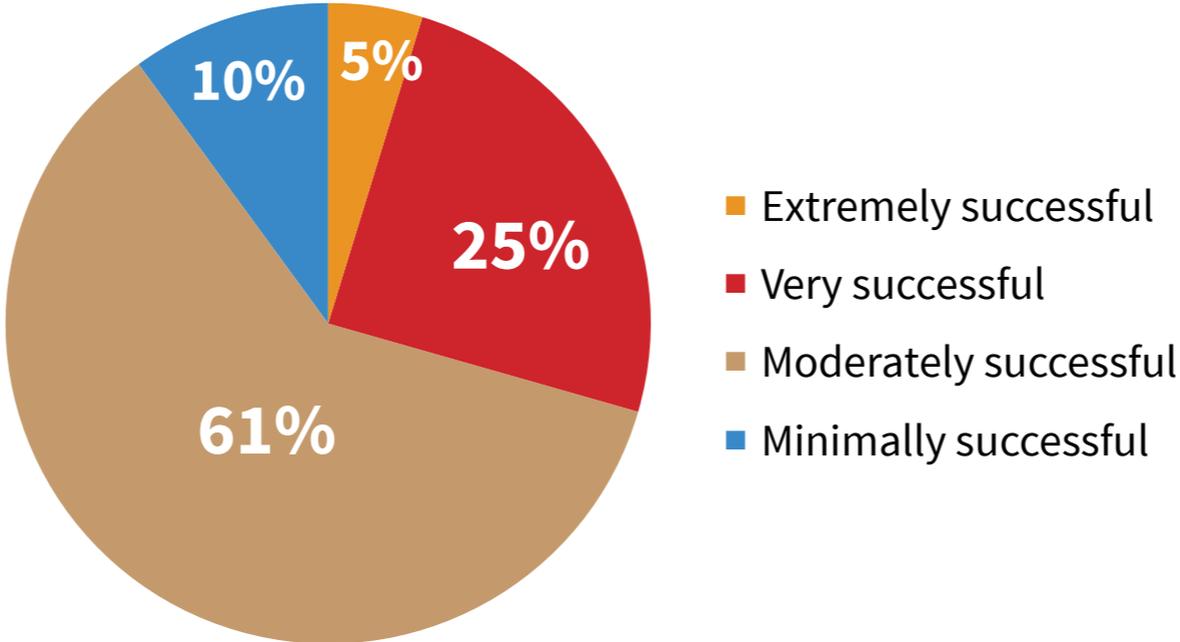
*See *Manufacturing Content Marketing 2020: Benchmarks, Budgets, and Trends* **See *Manufacturing Content Marketing 2019: Benchmarks, Budgets, and Trends*

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

Manufacturing Content Marketing Benchmarks, Insights for 2021. Content Marketing Institute/MarketingProfs, July 2020.

30% of manufacturing marketers surveyed say their organization was extremely or very successful with content marketing in the last 12 months.

How Manufacturing Marketers Rate Their Organization’s Overall Level of Content Marketing Success in Last 12 Months



Note: None of the respondents indicated their organization was “not at all successful.”

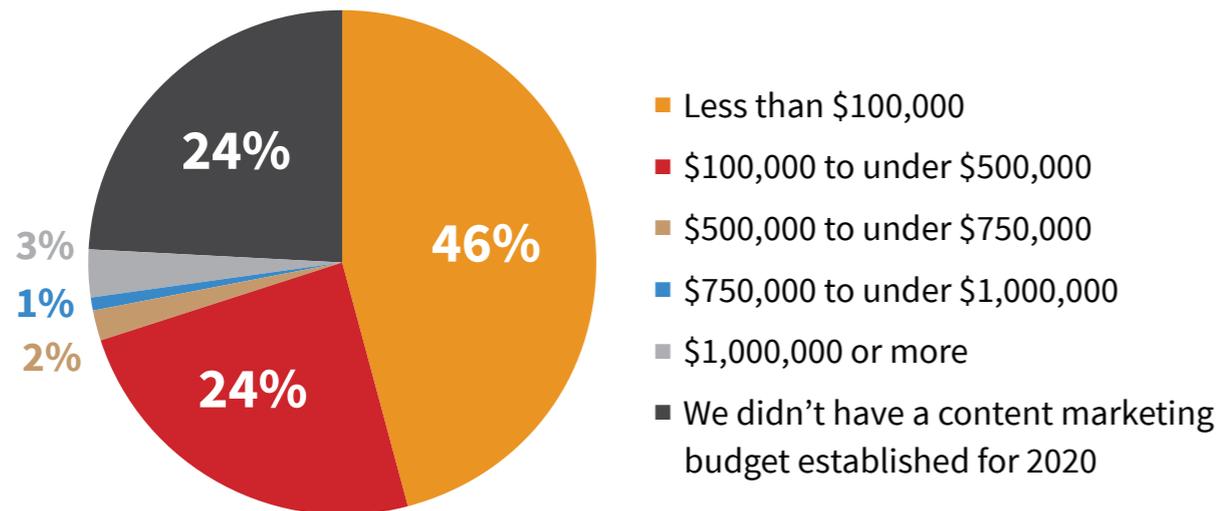
*Base: Manufacturing content marketers.
Manufacturing Content Marketing Benchmarks, Insights for 2021. Content Marketing Institute/MarketingProfs, July 2020.*

BUDGETS & SPENDING

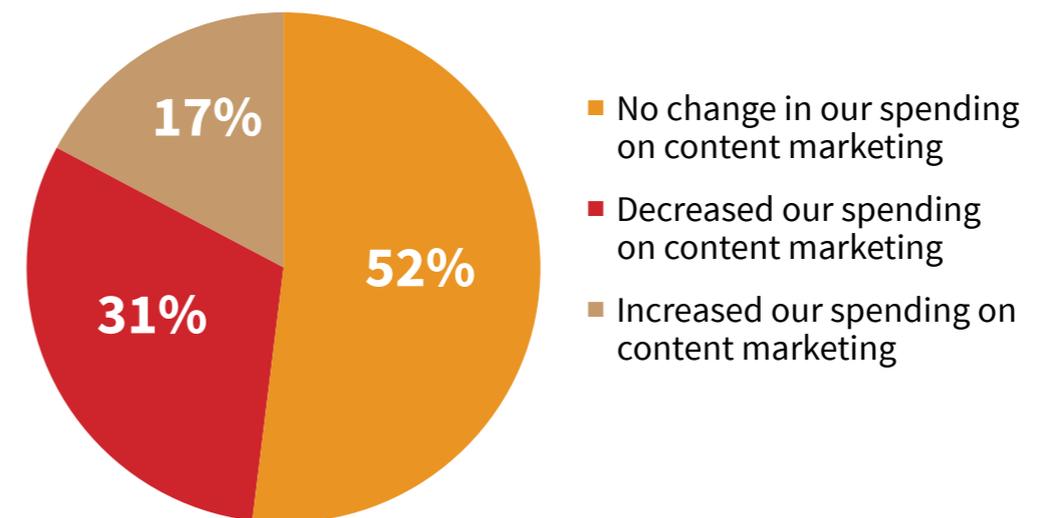


Most respondents went into 2020 with a content marketing budget. As 2020 progressed toward the midpoint, some manufacturing respondents decreased their content marketing spending (31%), but around half (52%) made no changes in their spending.

2020 Annual Budget for Manufacturing Content Marketing: Pre-Pandemic (Average)



Change in Manufacturing Content Marketing Spending in H1 2020 in Response to Pandemic



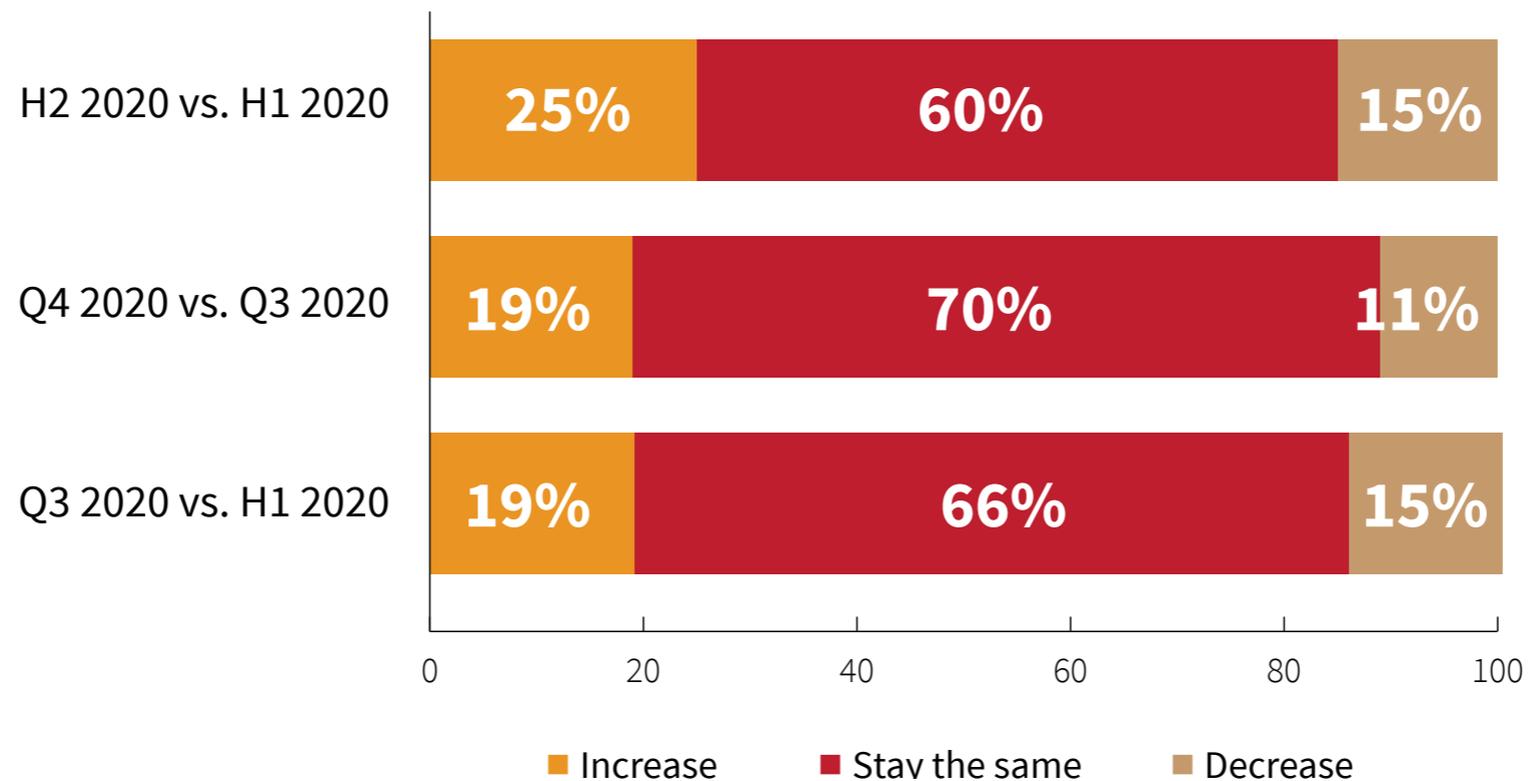
Note: The question read: “Prior to the pandemic, approximately how much had your organization budgeted for 2020 content marketing (not including salaries), in U.S. dollars?”

Base: Manufacturing content marketers.
 Manufacturing Content Marketing Benchmarks, Insights for 2021. Content Marketing Institute/
 MarketingProfs, July 2020.

Base: Manufacturing content marketers.
 Manufacturing Content Marketing Benchmarks, Insights for 2021. Content Marketing Institute/
 MarketingProfs, July 2020.

One in four respondents thought their manufacturing organization would spend more on content marketing in H2 2020 than it did in H1 2020. The majority, however, expected spending to stay flat for the rest of 2020.

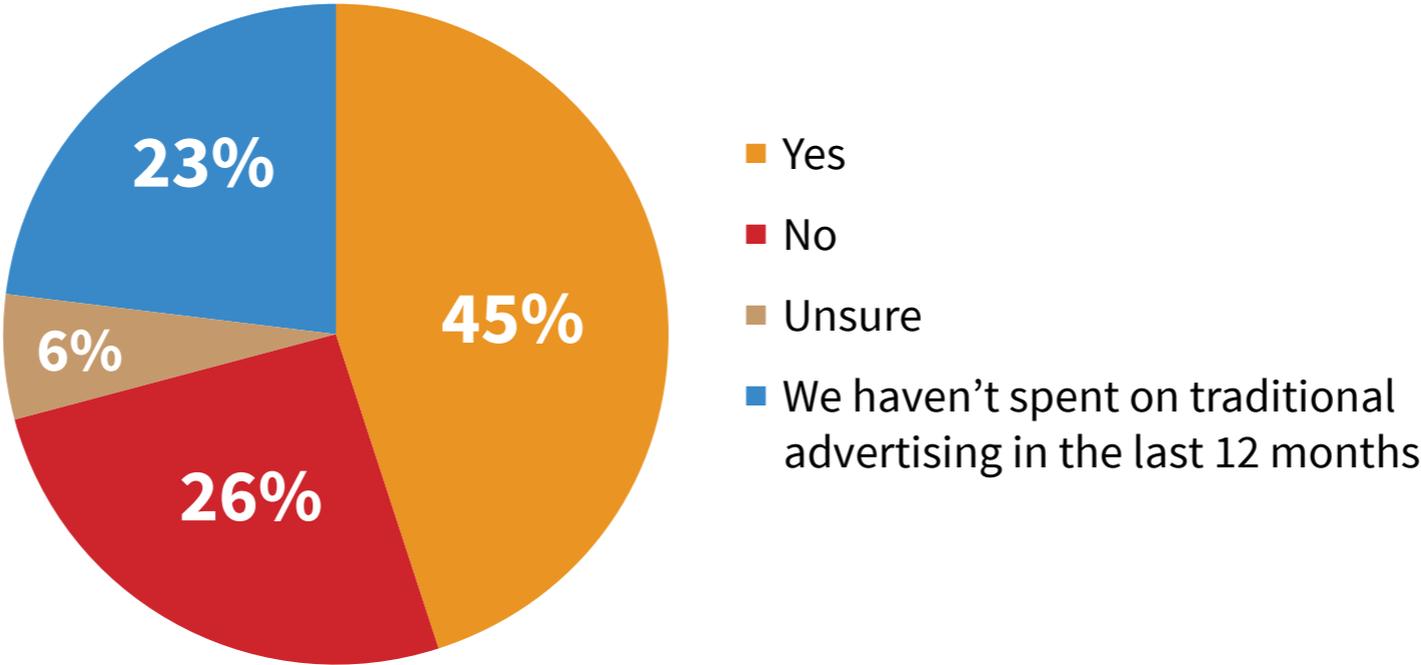
Manufacturing Marketers' Estimated Change in Content Marketing Spending



Base: Manufacturing content marketers.
Manufacturing Content Marketing Benchmarks, Insights for 2021. Content Marketing Institute/
MarketingProfs, July 2020.

45% said their manufacturing organization had shifted traditional paid advertising dollars to content marketing in the last 12 months.

Did Your Manufacturing Organization Shift Paid Advertising Dollars to Content Marketing in the Last 12 Months?



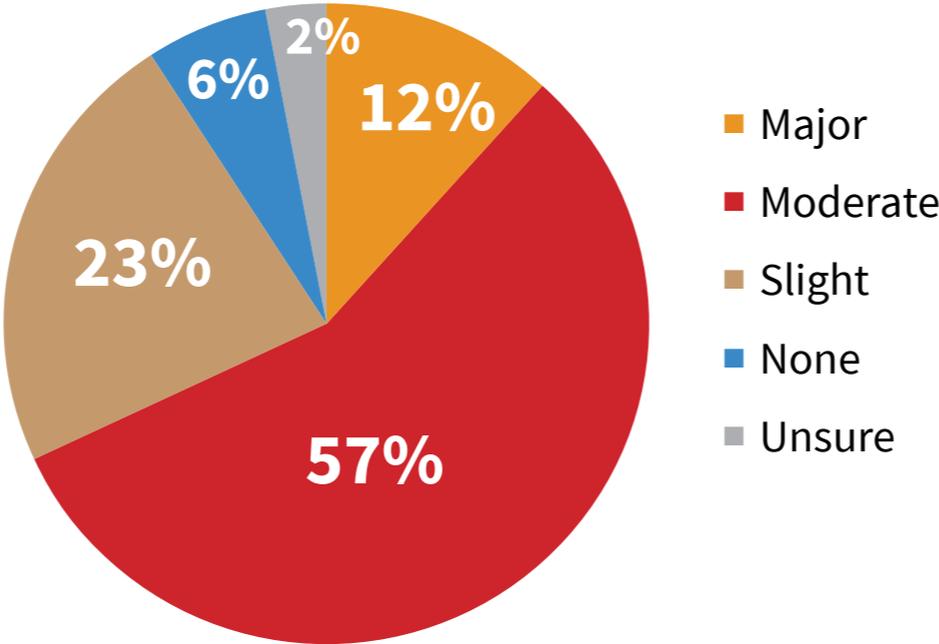
*Base: Manufacturing content marketers.
Manufacturing Content Marketing Benchmarks, Insights for 2021. Content Marketing Institute/MarketingProfs, July 2020.*

INSIGHTS FOR 2021



At the time of the survey, 69% felt the pandemic would have a major or moderate long-term impact on their organization’s overall content marketing success.

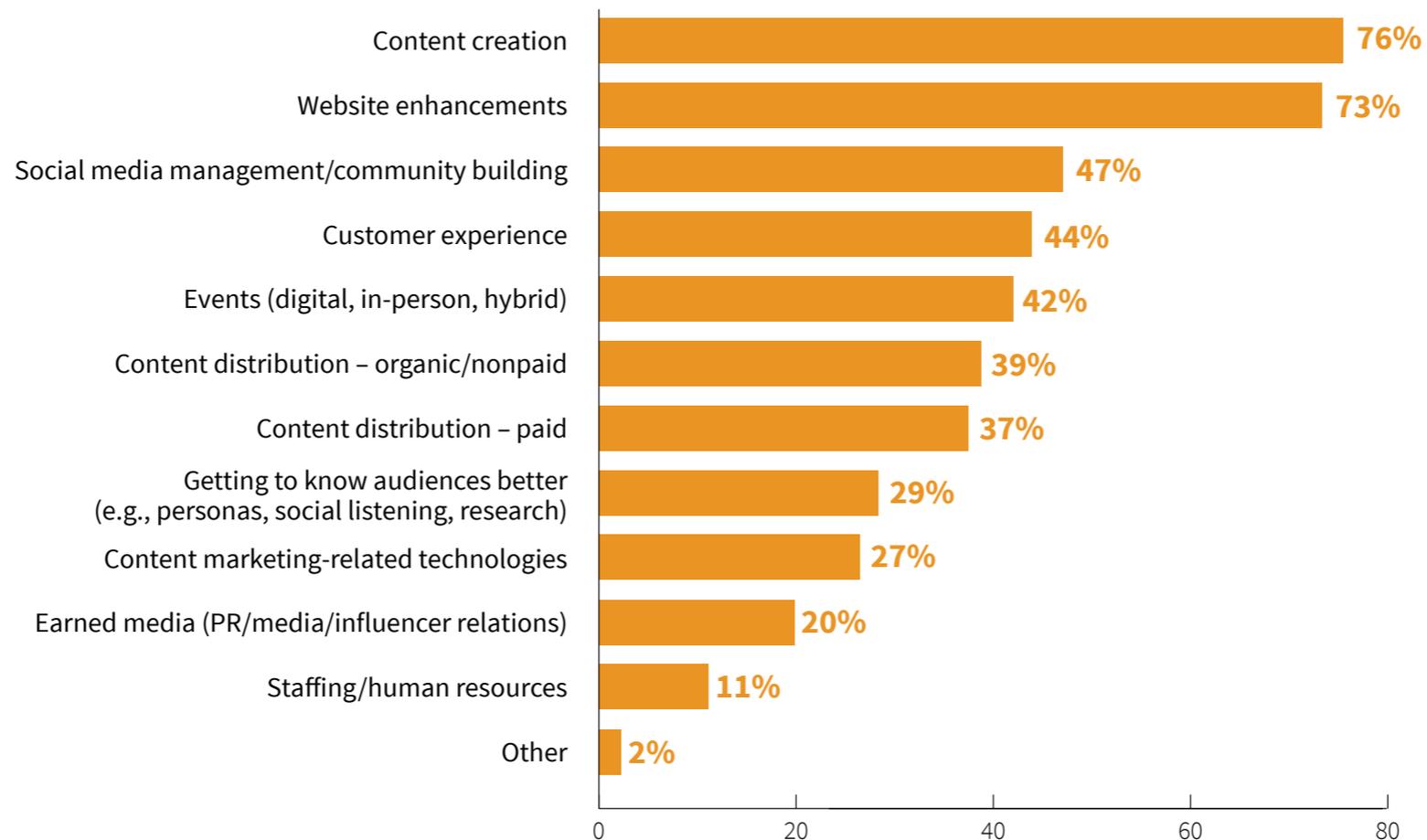
Long-Term Impact Manufacturing Marketers Think Pandemic Will Have on Their Organization’s Content Marketing Success



Base: Manufacturing content marketers.
Manufacturing Content Marketing Benchmarks, Insights for 2021. Content Marketing Institute/MarketingProfs, July 2020.

Manufacturing respondents predict the top content marketing areas their organizations will invest in during 2021 are content creation (76%) and website enhancements (73%).

Top 5 Areas of Content Marketing Manufacturing Marketers Think Their Organization Will Invest in During 2021



Base: Manufacturing content marketers. Aided list; maximum of five responses permitted.
 Manufacturing Content Marketing Benchmarks, Insights for 2021. Content Marketing Institute/MarketingProfs, July 2020.

TAKE ACTION NOW

Assess what worked and what didn't in 2020.

The current environment makes developing a 2021 content marketing plan difficult. “Start by looking at all the things that evolved this year that you want to keep, change, or stop doing. Then ask yourself how you might want to change to prepare for whatever comes next,” says Robert Rose, CMI’s chief strategy advisor.

Continue to build relationships online while in-person events are limited.

With more people working from home, email is an ideal way to communicate. Webinars, videos, networking on LinkedIn, and participating in online communities all present effective opportunities to connect.

Focus on content operations.

It’s not enough to just create powerful content. Content marketers also need to know how content operations work at scale. That means taking advantage of technology, having a content governance process, and knowing how to structure content so it can be reused, repackaged, and leveraged across the organization.

Develop an audience data plan.

Customer data privacy will only become a more important topic as the months go by. It’s crucial to build trusting relationships with prospects, customers, and business partners who willingly give you their data. Ensure that you have processes in place for protecting that data.

METHODOLOGY & DEMOGRAPHICS

This report was produced by **Content Marketing Institute (CMI)** and sponsored by **GlobalSpec**.

The results are from CMI/MarketingProfs 11th Annual Content Marketing Survey. The online survey was emailed to a sample of marketers using lists from CMI and MarketingProfs.

A total of 1,707 recipients from around the globe — representing a full range of industries, functional areas, and company sizes — replied to the survey during July 2020.

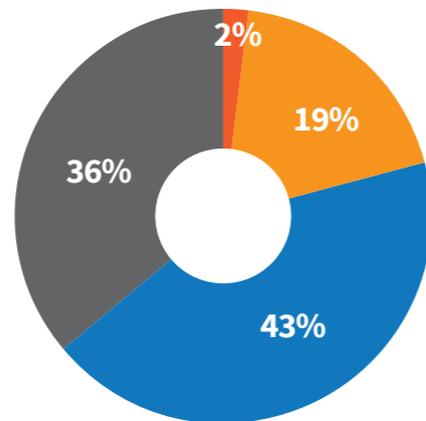
This report presents the findings from the 110 respondents who indicated:

- ▶ Their organization is a for-profit manufacturing company (85% indicated B2B and 15% indicated B2C, with the majority based in North America).
- ▶ 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.

Note: This report contains comparisons with findings from the 10th annual survey — reported on in *Manufacturing Content Marketing 2020: Benchmarks, Budgets, and Trends* — in instances where we observed notable year-over-year differences.

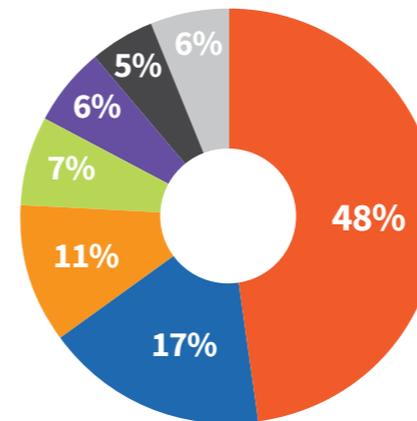
Find all CMI research at contentmarketinginstitute.com/research. Special thanks to MarketingProfs for their assistance with the annual survey and the B2B and B2C reports.

Size of Manufacturing Company (by Employees)



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

Manufacturing Job Function



- Marketing management
- Content creation/content management
- Marketing operations
- Senior leadership (e.g., CEO, owner, CMO, VP, GM)
- Advertising/PR/communications
- Sales/business 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](#) 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 Connect. Learn more at [ContentMarketingInstitute.com](#).

About Informa Connect

Informa Connect is a specialist in content-driven events and digital communities that allow professionals to meet, connect, learn, and share knowledge. We operate major branded events in Marketing, Global Finance, Life Sciences and Pharma, Construction & Real Estate, and in a number of other specialist markets and connect communities online year-round.

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GlobalSpec is a provider of data-driven industrial marketing solutions designed to help companies promote their products and grow their businesses.

Our audience of engineers and technical professionals relies on the GlobalSpec family of brands as a trusted resource for content, community, and engagement at all stages of the research, design, and purchasing process.

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