

TECHNOLOGY CONTENT MARKETING

BENCHMARKS, BUDGETS,
AND TRENDS



CIO COMPUTERWORLD CSO InfoWorld NETWORKWORLD

IDG Communications, Inc.

INSIGHTS FOR 2021

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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.



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INTRODUCTION

Welcome to our annual Technology Content Marketing Benchmarks, Budgets, and Trends report, based on our latest annual content marketing survey conducted in July 2020.

The study showed that technology marketers, in the throes of adjusting to business changes presented by a global pandemic, put more emphasis on using content marketing to generate demand and leads than they had the previous year. They also were looking more closely at conversion and marketing qualified lead (MQL) metrics to track the performance of their content.

These insights suggest that tech marketers were increasingly called upon to use content marketing

for demand and lead generation. It makes sense, then, that their use of virtual events (83%) increased by nine percentage points over the previous year, as virtual relationship-building and selling took a front seat. In addition, livestreaming video finally took off (one-third of all tech respondents—and 53% of those working in large companies—reported using it).

It's too soon to tell if these will be lasting shifts. Priorities are likely to change again as restrictions caused by the pandemic ease up. We look forward to exploring these topics in our next round of annual content marketing research.

Technology Content Marketing Top Performers at a Glance

This chart shows key areas where we observed a gap of at least 10 percentage points between all technology respondents and the top performers among them.

	All Technology Respondents	Top Technology Performers*
Has a documented content marketing strategy	41%	59%
Organization's content marketing is sophisticated/mature	46%	72%
Uses an editorial calendar	70%	84%
Uses metrics to measure content performance	80%	96%
Indicates lack of clear ROI as a challenge when seeking outsourced content marketing help	31%	19%
Has a centralized content marketing group that works with multiple brands/products/departments throughout the organization	26%	38%
Content marketing budget for 2020 was \$100K or more (pre-pandemic)	35%	48%
Strongly agrees:		
Organization made quick changes due to the pandemic	50%	64%
Organization made effective changes due to the pandemic	39%	54%
Uses content marketing successfully to:		
Nurture subscribers/audiences/leads	69%	79%
Build a subscribed audience	43%	55%

Chart term definitions: Top performers are those who characterize their organization's overall content marketing approach as extremely or very successful.

Base: Technology content marketers.

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

Technology marketers made quick changes due to the pandemic.

Most technology respondents agreed their organization made quick changes when the pandemic struck. The top two content marketing changes they made: changed targeting/messaging strategy (71%) and adjusted editorial calendar (66%). Eighty-four percent expect some of the changes they made to stay in effect for the foreseeable future. See pages 9 and 10.

More technology marketers are using virtual events and livestreaming.

The use of virtual events/webinars/online courses among technology marketers increased to 83% from 74% the previous year. The use of livestreaming increased to 33% from 13%. Marketers in large companies were more likely to report using livestreaming (53% vs. 33% of all respondents). See pages 21 and 22.

They're looking more closely at conversions and marketing qualified leads (MQLs).

“Conversions” moved up to a top spot on the content marketing metrics list (up to 90% from 81% the previous year). In addition, the percentage who use MQLs as a metric increased to 77% from 64%, while the use of social media analytics decreased to 75% from 85%. See page 29.

More are successfully using content marketing to generate demand/leads.

Eighty-six percent of all technology respondents reported success with using content marketing to generate demand/leads in the last 12 months—up from 79% the previous year. See page 30.

Many anticipate website changes and investment in content creation for 2021.

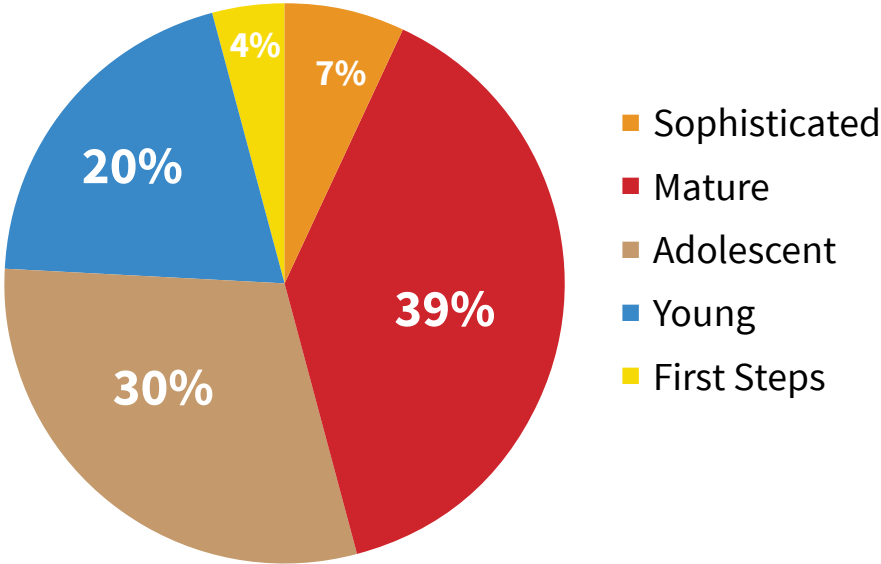
Technology respondents expected website enhancements (67%) and content creation (66%) to be top areas of content marketing investment in their organizations in 2021. See page 39.



MATURITY & STRATEGY

46% of technology marketers report that their organization is in the sophisticated/mature phase of content marketing maturity.

How Technology Marketers Rate Their Organization’s Content Marketing Maturity Level



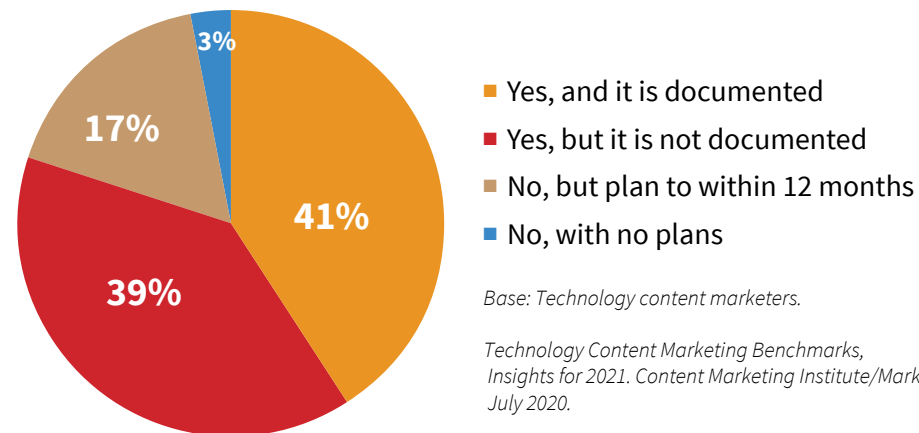
- SOPHISTICATED**
Providing accurate measurement to the business, scaling across the organization
- MATURE**
Finding success, yet challenged with integration across the organization
- ADOLESCENT**
Possessing a business case, seeing early success, becoming more sophisticated with measurement and scaling
- 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

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

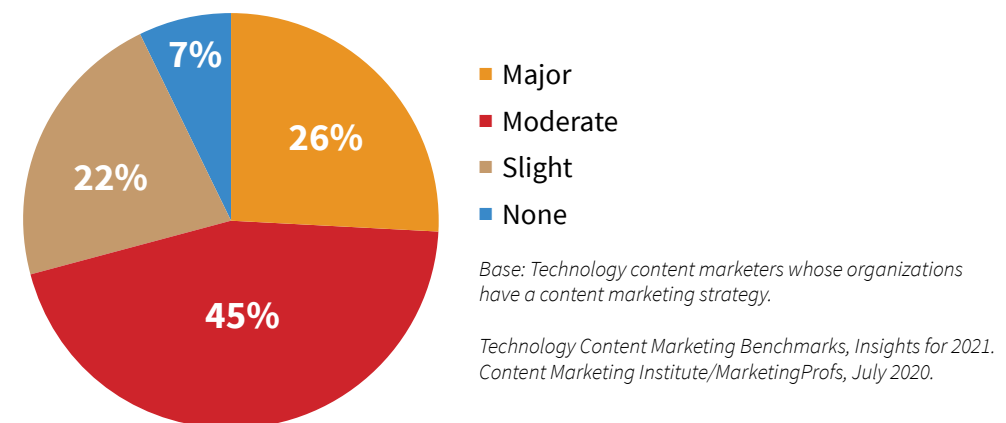
41% of technology marketers indicate that their organization has a documented content marketing strategy.

- ▶ 71% made major or moderate adjustments to their content marketing strategy in response to the pandemic.
- ▶ 65% describe the adjustments as both short- and long-term.

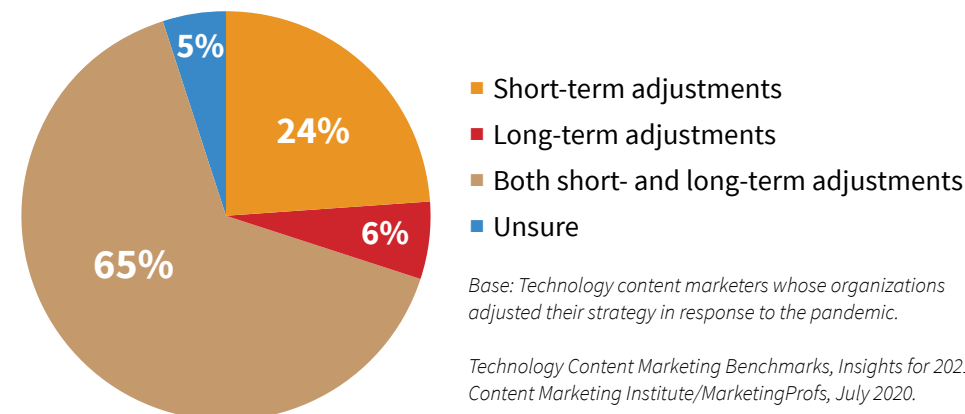
Percentage of Technology Marketers With a Content Marketing Strategy



Impact of Pandemic on Technology Content Marketing Strategy

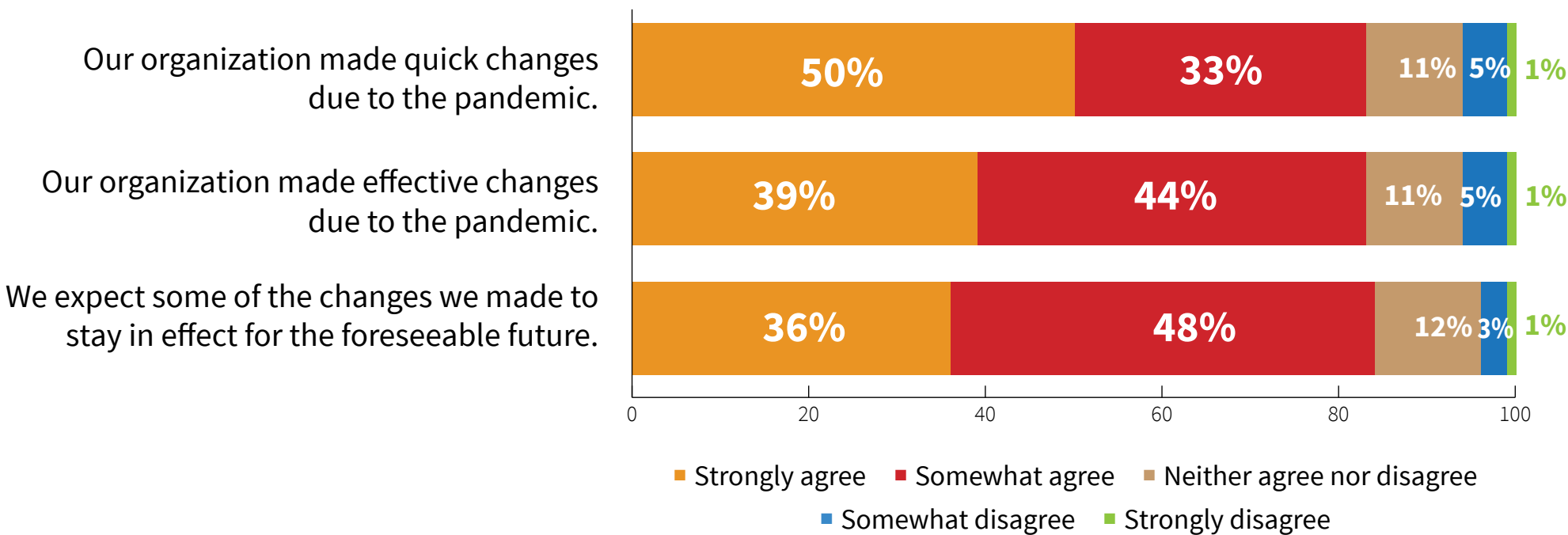


Nature of Adjustments Made to Technology Content Marketing Strategy as a Result of Pandemic



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

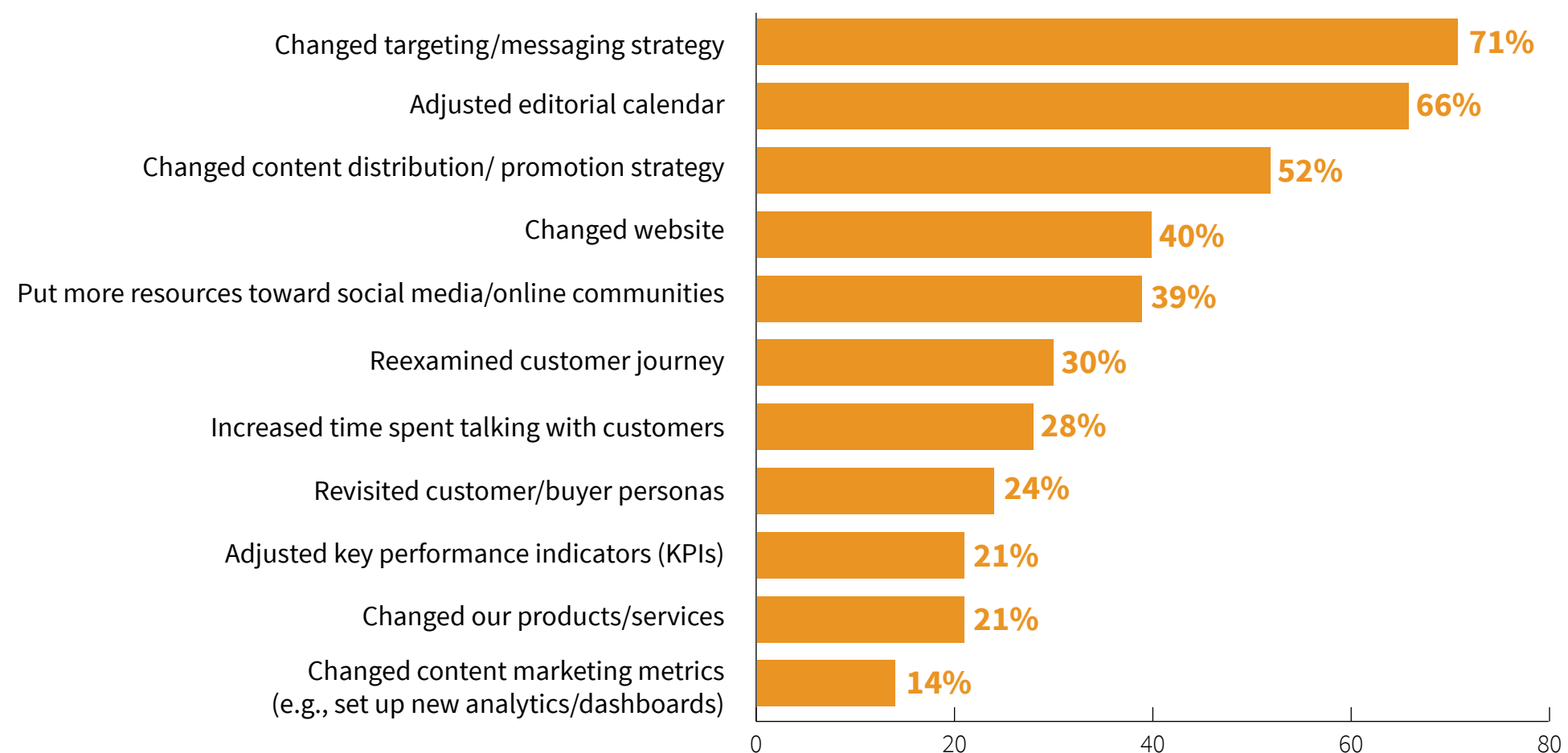
Technology Marketers' Opinions About Changes Their Organization Made to Content Marketing in Response to Pandemic



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

Respondents say the top two content marketing changes they made in response to the pandemic were “changed targeting/messaging strategy” (71%) and “adjusted editorial calendar” (66%).

Content Marketing Changes Technology Organizations Made in Response to the Pandemic



*Base: Technology content marketers whose organizations made at least one of the changes shown on the aided list. Multiple responses permitted.
Technology Content Marketing Benchmarks, Insights for 2021. Content Marketing Institute/MarketingProfs, July 2020.*

TEAM STRUCTURE & OUTSOURCING

Nearly half of technology respondents (49%) report that the size of their content marketing team stayed the same in the last 12 months, with 39% reporting an increase. Those working in large organizations were more likely to report an increase (46%).

Size of Technology Content Marketing Team

	All Respondents	Small (1-99 Employees)	Medium (100-999 Employees)	Large (1,000+ Employees)
Increased	39%	40%	33%	46%
Stayed the same	49%	53%	50%	42%
Decreased	12%	6%	16%	13%

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

Respondents in large organizations were more likely than the total sample of technology marketers to report having teams of six or more full-time employees dedicated to content marketing (43% vs. 13%).

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

	All Respondents	Small (1-99 Employees)	Medium (100-999 Employees)	Large (1,000+ Employees)
11+	6%	0%	3%	19%
6-10	7%	0%	4%	24%
2-5	38%	30%	45%	36%
1	26%	35%	26%	13%
0 (no one is full time, dedicated)	23%	35%	22%	8%

Base: Technology content marketers.

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

54% of technology marketers report that their organization has a small (or one-person) marketing/content marketing team serving the entire organization.

Technology Organizations' Content Marketing Team Structure

	All Respondents	Small (1-99 Employees)	Medium (100-999 Employees)	Large (1,000+ Employees)
We have a centralized content marketing group that works with multiple brands/products/departments throughout the organization.	26%	14%	31%	36%
Each brand/product/department has its own content marketing team.	4%	1%	4%	9%
Both — We have a centralized group and individual teams throughout the organization.	16%	4%	13%	38%
We have a small (or one-person) marketing/content marketing team serving the entire organization.	54%	81%	53%	17%

Base: Technology content marketers.

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

57% of technology marketers report that their organization outsources at least one content marketing activity. Large companies are the most likely to outsource (67%).

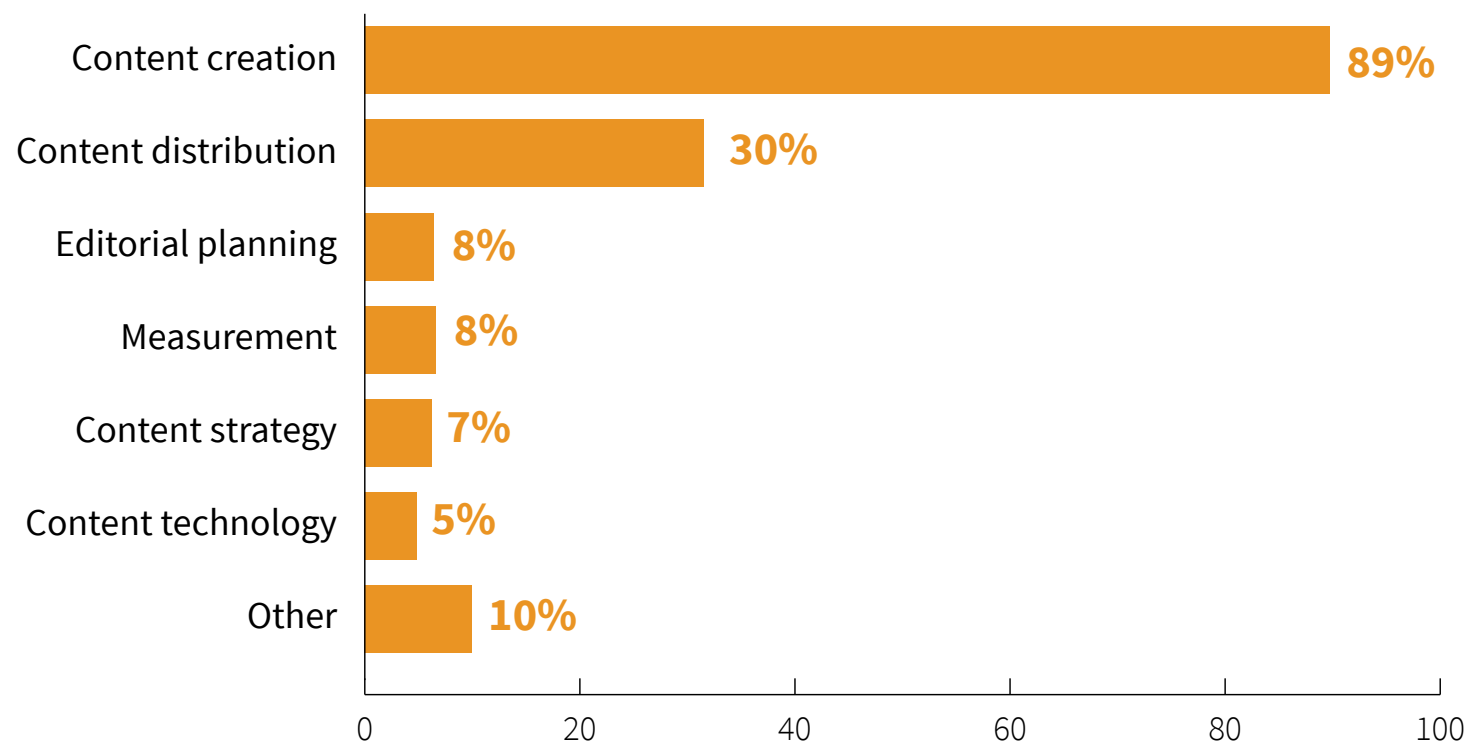
Does Your Technology Organization Outsource Any Content Marketing Activities?

	All Respondents	Small (1-99 Employees)	Medium (100-999 Employees)	Large (1,000+ Employees)
Yes	57%	44%	62%	67%
No	43%	56%	38%	33%

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

Among those who outsource, content creation is the activity most outsourced by far, regardless of company size.

Content Marketing Activities Technology Organizations Outsource



Base: Technology content marketers.

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

All technology marketers who outsource at least one content marketing activity say their biggest challenge is finding partners with adequate topic expertise (71%). Marketers in large organizations are more likely than those in small organizations to indicate budget issues (48% vs. 38%). Top performers are less likely than the total sample of technology marketers to indicate a lack of clear ROI metrics (19% vs. 31%).

Top 5 Challenges Technology Marketers Face
When Seeking Outsourced Content Marketing Help

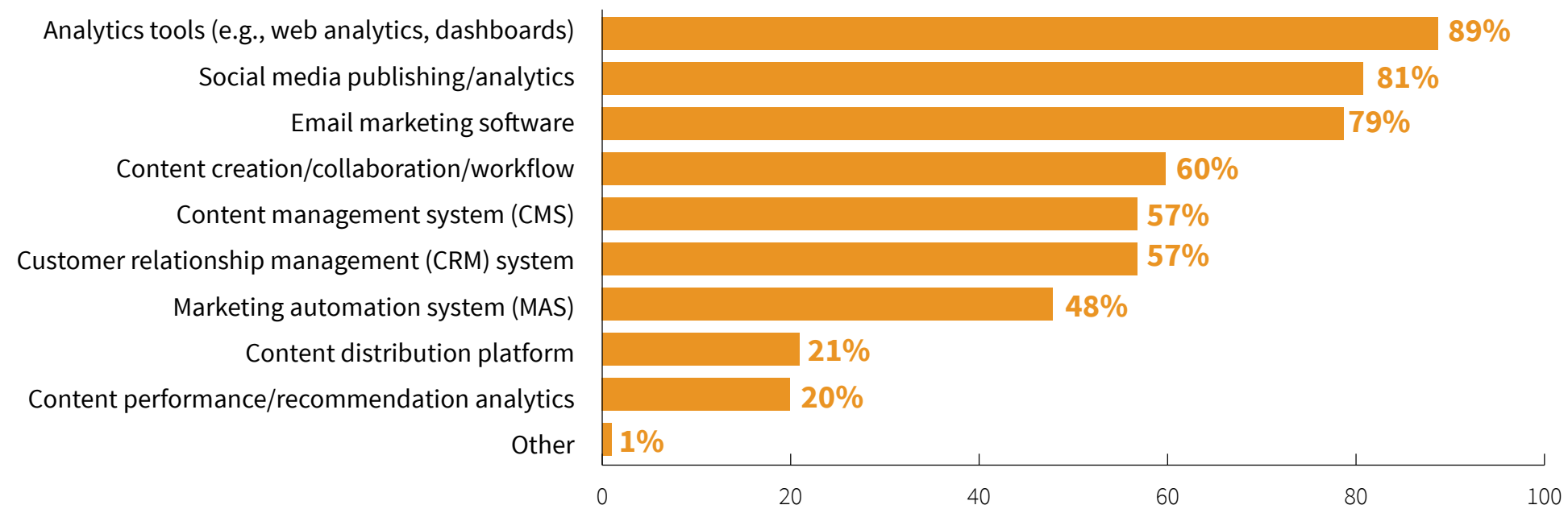


Base: Technology content marketers whose organizations outsource at least one content marketing activity. Aided list; up to five responses permitted.
Technology Content Marketing Benchmarks, Insights for 2021. Content Marketing Institute/MarketingProfs, July 2020.

CONTENT CREATION & DISTRIBUTION

The top three technologies that technology marketers use to assist with content marketing are analytics tools (89%), social media publishing/analytics (81%), and email marketing software (79%).

Technologies Technology Organizations Use to Assist With Content Marketing

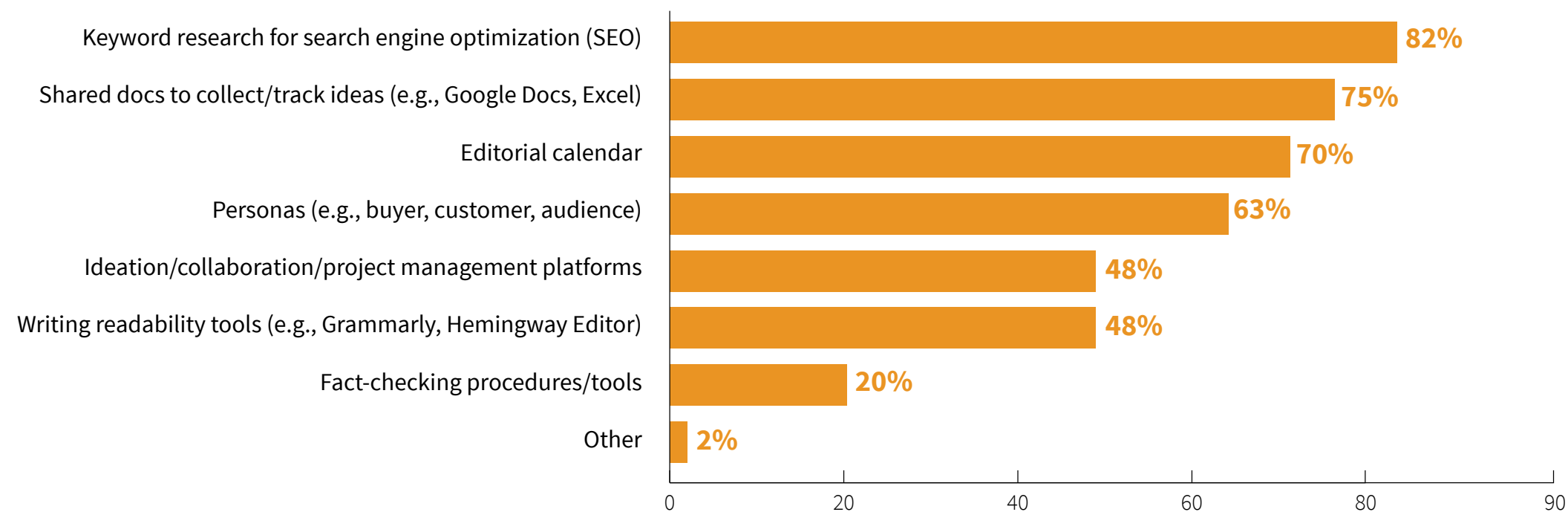


Base: Technology content marketers. Aided list; multiple responses permitted.

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

82% of technology marketers use keyword research tools for search engine optimization (SEO) during the content creation process.

Editorial Tools Technology Marketers Use While Creating Content



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

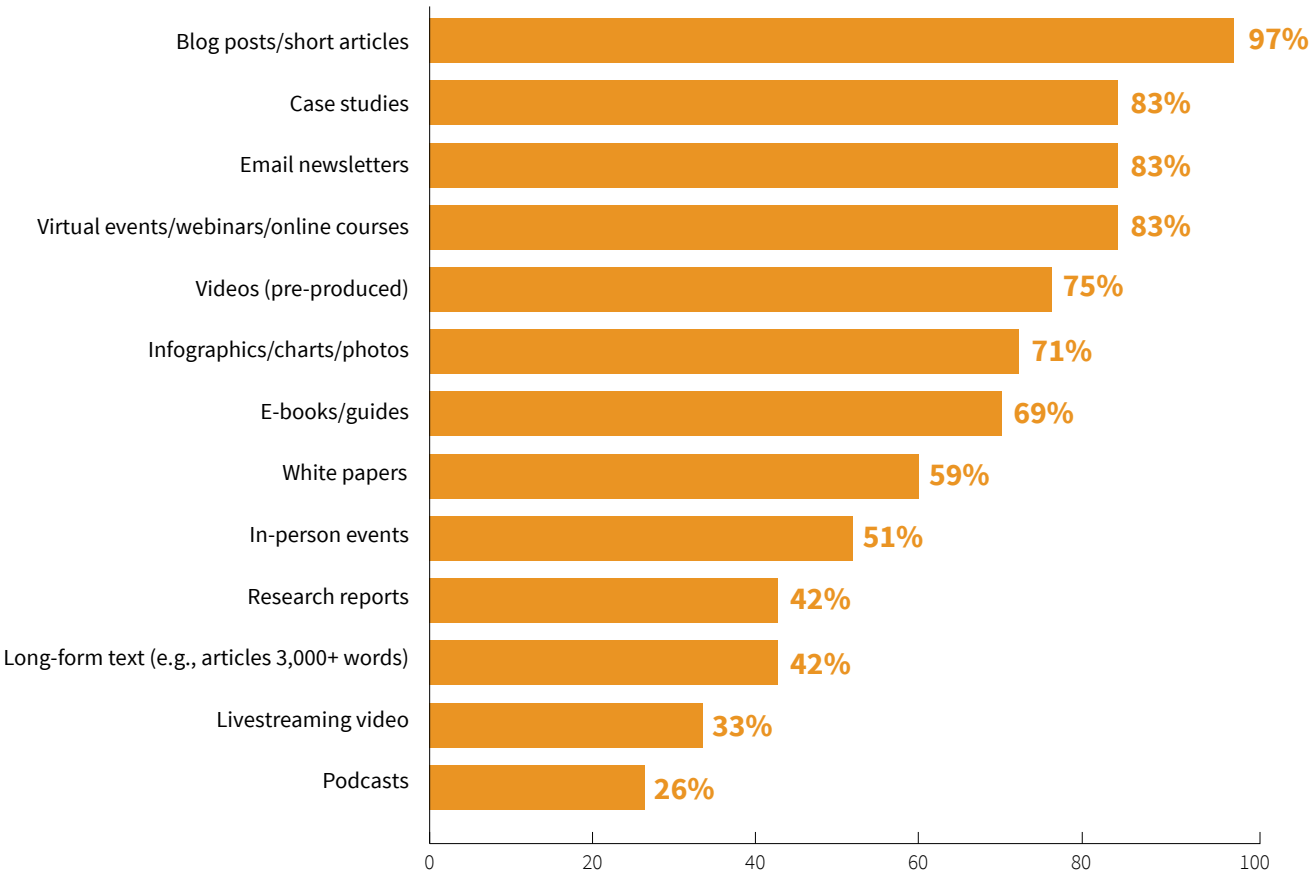
CONTENT CREATION & DISTRIBUTION

The top four types of content that technology marketers use are blog posts/short articles (97%), along with case studies, email newsletters, and virtual events/webinars/online courses (all tied at 83%). Notable differences from the previous year:

- ▶ Virtual events/webinars/online courses increased to 83% from 74%.
- ▶ In-person events decreased to 51% from 83%.
- ▶ Livestreaming video increased to 33% from 13%.

To see the key differences in the types of content that different groups of technology marketers use, see the next page.

Content Types Technology Marketers Used in Last 12 Months



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

Technology marketers who use at least two content types reported that **virtual events/webinars/online courses** (30%) and **blog posts/short articles** (18%) produced the best overall content marketing results for their organization in the last 12 months.

Other content types used in last 12 months: Digital magazines (13%), print magazines (6%), print books (3%), and other (2%).

The previous page showed the percentage of technology marketers who use each content type. This chart shows only the types where there were notable use gaps by company size.

The biggest gaps between large companies and all respondents:

- ▶ Podcasts (37% vs. 26%)
- ▶ Research reports (55% vs. 42%)
- ▶ White papers (73% vs. 59%)
- ▶ Livestreaming video (53% vs. 33%)

Key Differences in Content Types Technology Marketers Used in Last 12 Months (By Company Size)

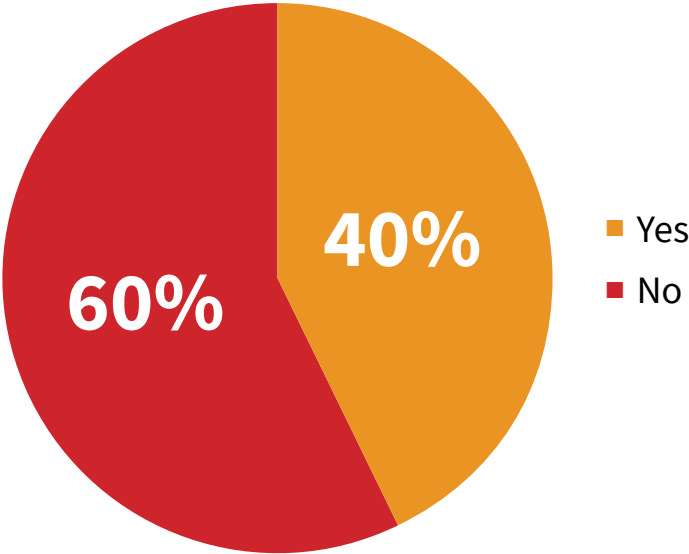
	All Respondents	Small (1-99 Employees)	Medium (100-999 Employees)	Large (1,000+ Employees)
Virtual events/webinars/online courses	83%	71%	87%	93%
Infographics/charts/photos	71%	63%	74%	78%
E-books/guides	69%	50%	80%	73%
White papers	59%	39%	67%	73%
Research reports	42%	25%	47%	55%
Livestreaming video	33%	28%	28%	53%
Podcasts	26%	15%	27%	37%

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

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

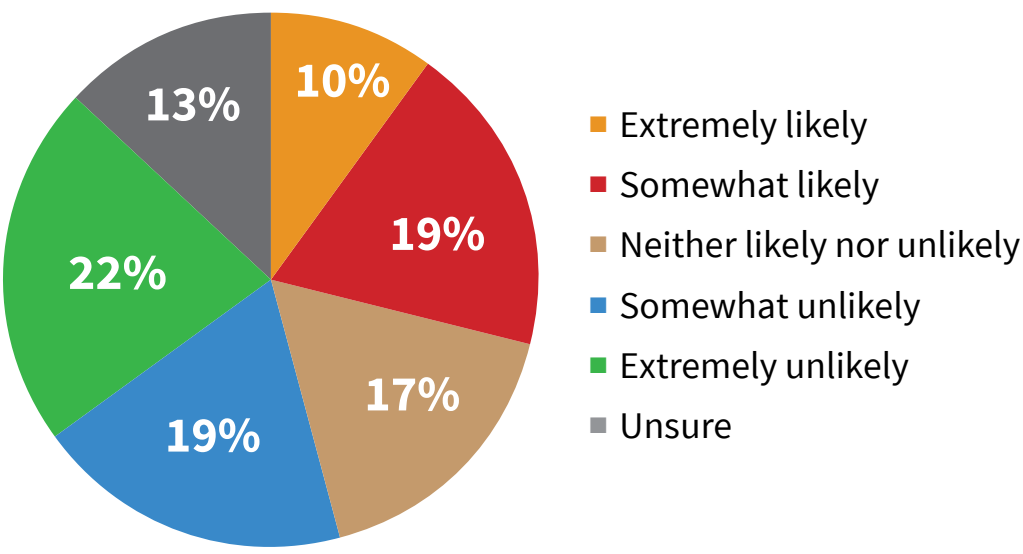
40% of technology marketers indicate that their organization has established an online community. Among those who have not, 29% say they are likely to within the next 12 months, while another 41% say they are unlikely to.

Has Your Technology Organization Established an Online Community?



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

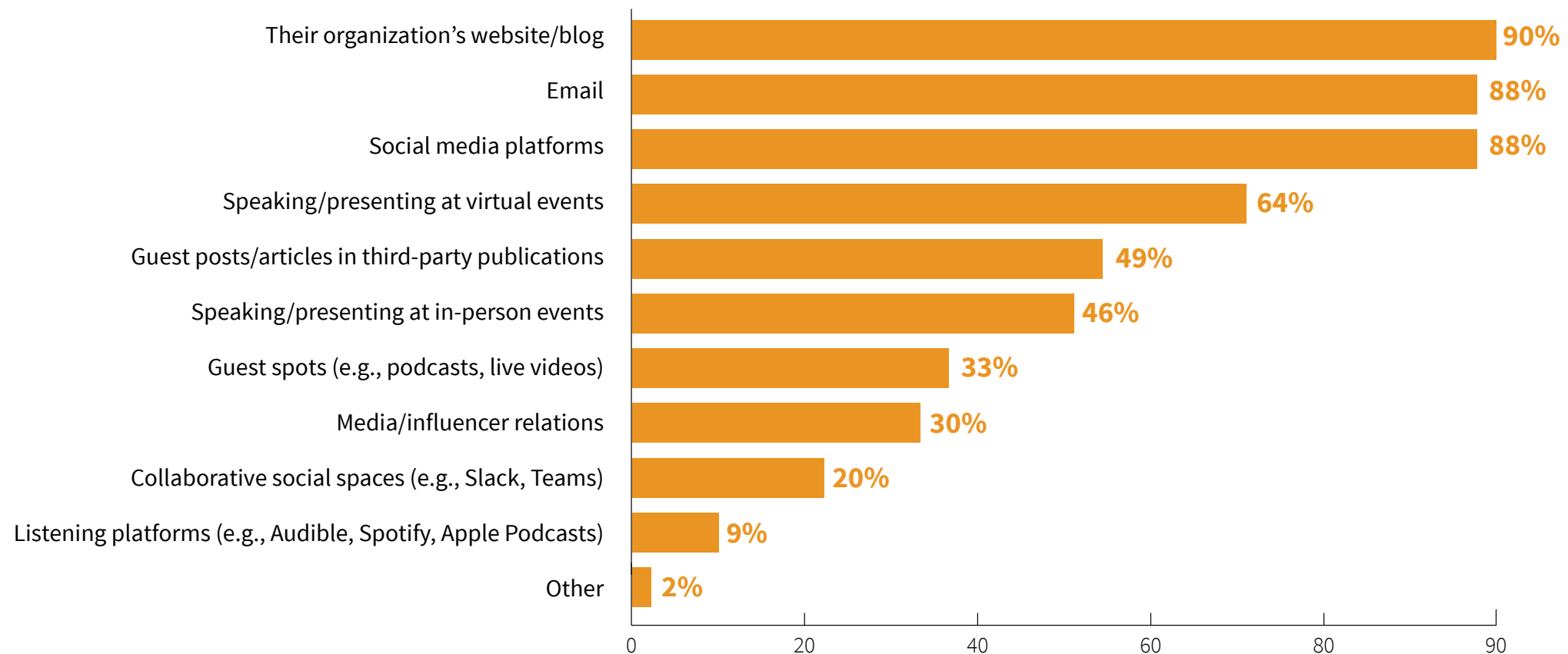
How Likely Is Your Technology Organization to Establish an Online Community in the Next 12 Months?



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

The top three organic content distribution channels technology marketers use are their organization's website/blog (90%), email (88%), and social media platforms (88%).

Organic Content Distribution Channels Technology Marketers Used in Last 12 Months

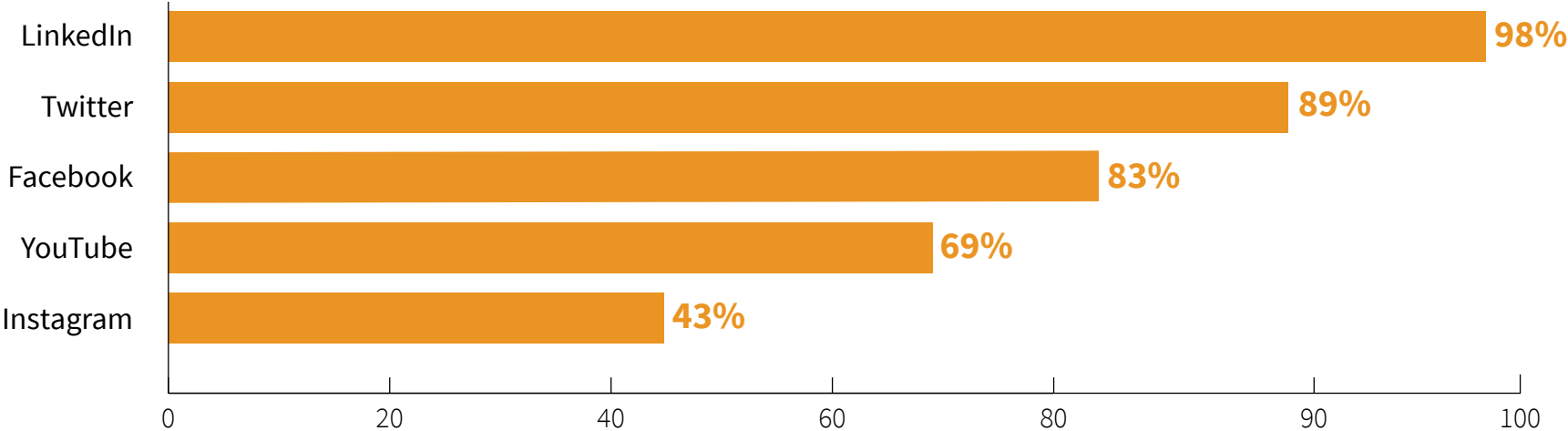


Base: Technology content marketers. Aided list; multiple responses permitted.

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

Technology marketers use LinkedIn as their top organic social media platform for content distribution.

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



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

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

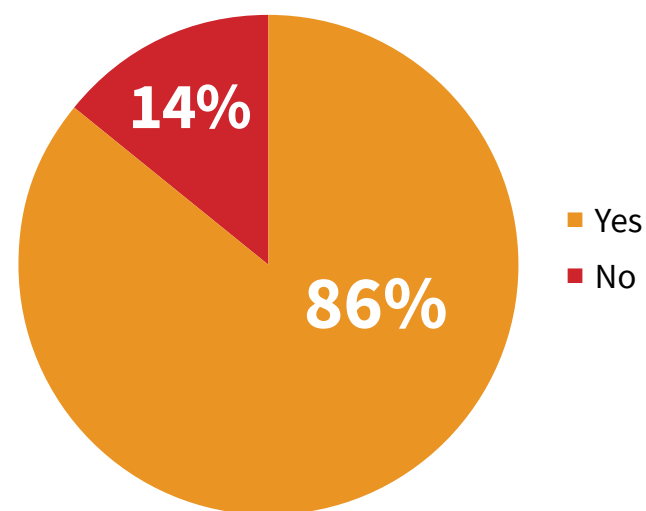
Technology marketers who use at least two organic social media platforms reported that **LinkedIn** (73%) produced the best overall content marketing results for their organization in the last 12 months.

Other organic social media platforms used in last 12 months: Medium (10%), Quora (9%), Reddit (8%), Pinterest (5%), TikTok (2%), Snapchat (1%), and other (3%).

86% of technology marketers report using paid content distribution channels in the last 12 months. The most notable difference from the previous year:

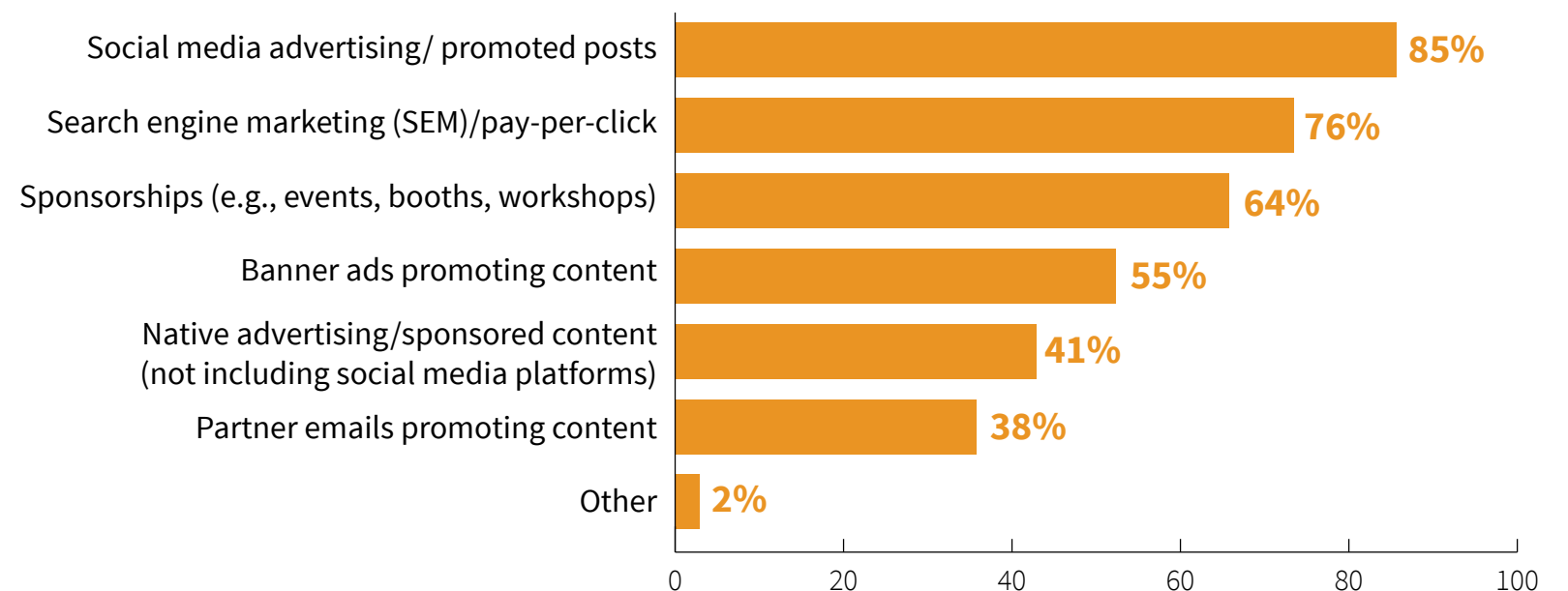
- ▶ Social media advertising/promoted posts increased to 85% from 77%.

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



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

Paid Content Distribution Channels Technology Marketers Used in Last 12 Months



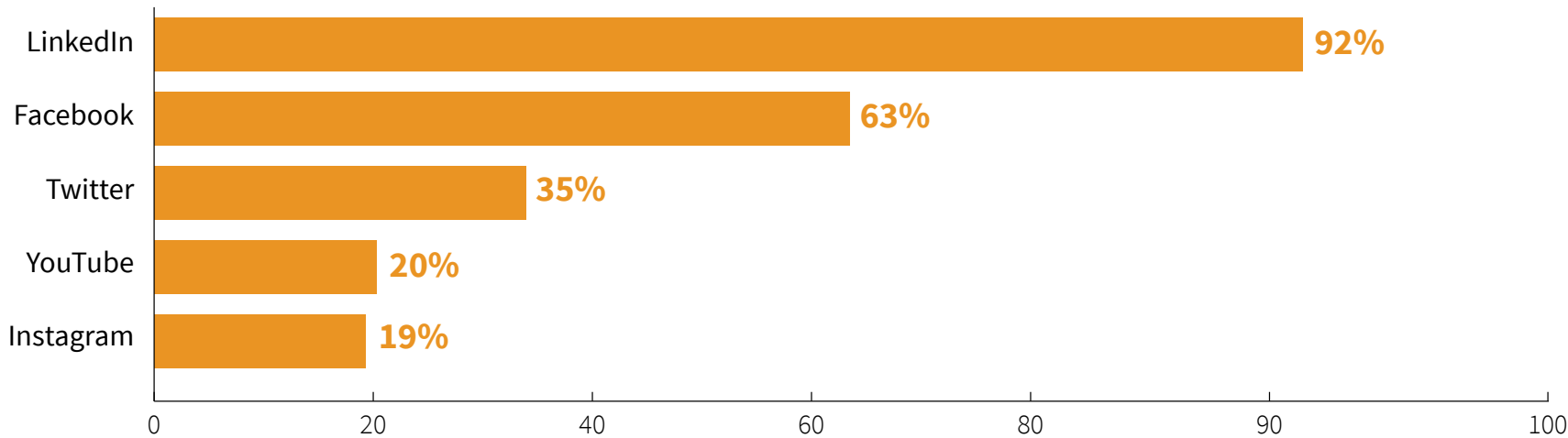
Base: Technology content marketers whose organizations used paid content distribution channels in the last 12 months. Aided list; multiple responses permitted.

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

Of the technology marketers who use paid advertising on social media, the two platforms they use most often are LinkedIn (92%) and Facebook (63%). Notable differences from the previous year:

- ▶ LinkedIn increased to 92% from 84%.
- ▶ YouTube increased to 20% from 13%.

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



Other paid social media platforms used in last 12 months: Quora (5%), Reddit (3%), Pinterest (2%), Snapchat (1%), TikTok (1%), and other (4%).

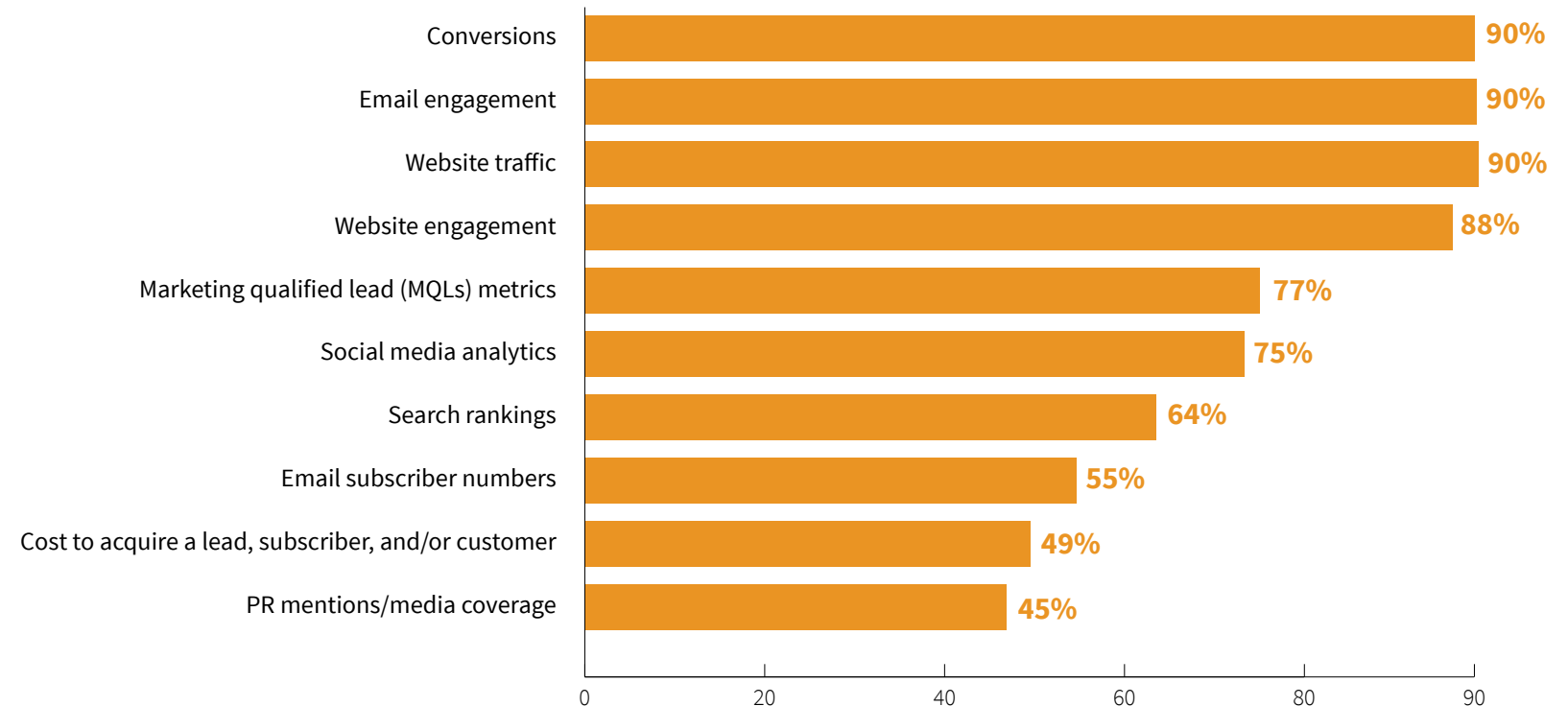
Base: Technology content marketers whose organizations used paid social media platforms to distribute content in the last 12 months. Aided list; multiple responses permitted.
Technology Content Marketing Benchmarks, Insights for 2021. Content Marketing Institute/MarketingProfs, July 2020.

METRICS, GOALS & OVERALL SUCCESS

80% of technology marketers report that their organization uses metrics to measure content performance.
Notable differences from the previous year:

- ▶ Conversions increased to 90% from 81%, moving up the list to join email engagement and website traffic as the top metrics.
- ▶ Marketing qualified lead metrics increased to 77% from 64%.
- ▶ Social media analytics decreased to 75% from 85%.
- ▶ Email subscriber numbers decreased to 55% from 62%.
- ▶ PR mentions/media coverage decreased to 45% from 54%.

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



Base: Technology content marketers whose organizations use metrics to measure content performance.

Aided list; multiple responses permitted.

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

Technology marketers continue to report using content marketing successfully to reach numerous goals. The most notable difference from the previous year:

- ▶ Generate demand/leads increased to 86% from 79%.

Goals Technology 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	89%	89%	84%
Generate demand/leads	86%	79%	80%
Educate audience(s)	78%	80%	74%
Build credibility/trust	77%	73%	69%
Nurture subscribers/audiences/leads	69%	72%	66%
Drive attendance to one or more in-person or virtual events	68%	63%	57%
Build loyalty with existing clients/customers	63%	58%	53%
Support the launch of a new product	57%	57%	53%
Generate sales/revenue	56%	60%	55%
Build a subscribed audience	43%	44%	49%

*See Technology Content Marketing 2020: Benchmarks, Budgets, and Trends

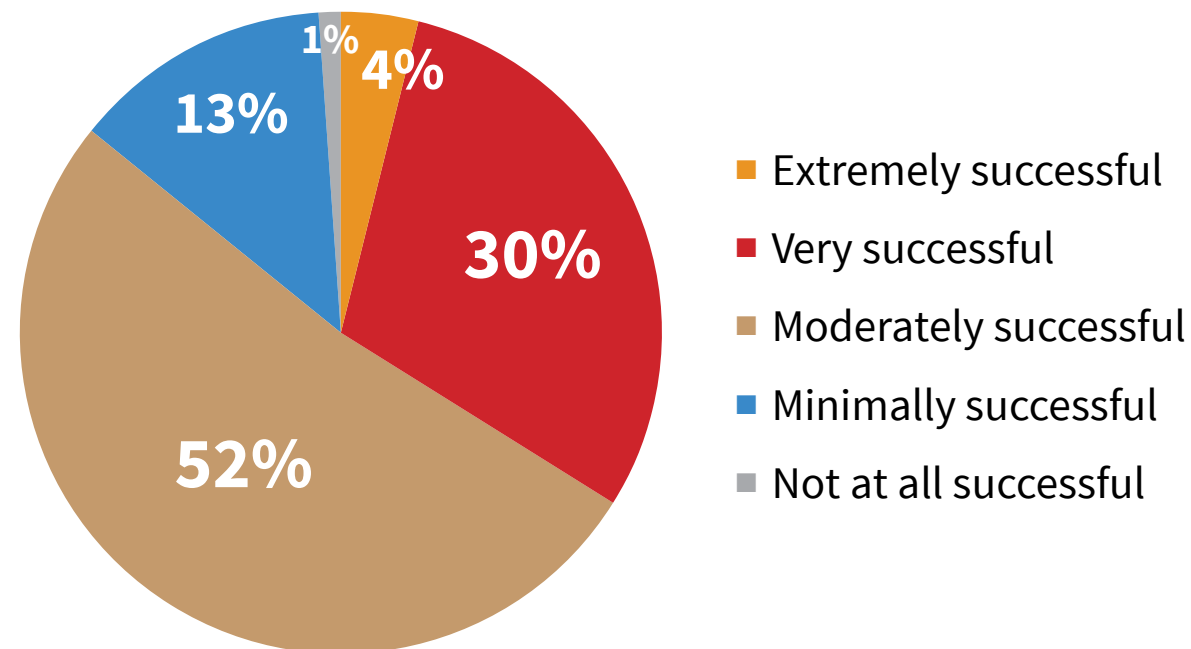
**See Technology Content Marketing 2019: Benchmarks, Budgets, and Trends

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

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

34% of technology marketers say their organization was extremely or very successful with content marketing in the last 12 months; another 52% say it was moderately successful.

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

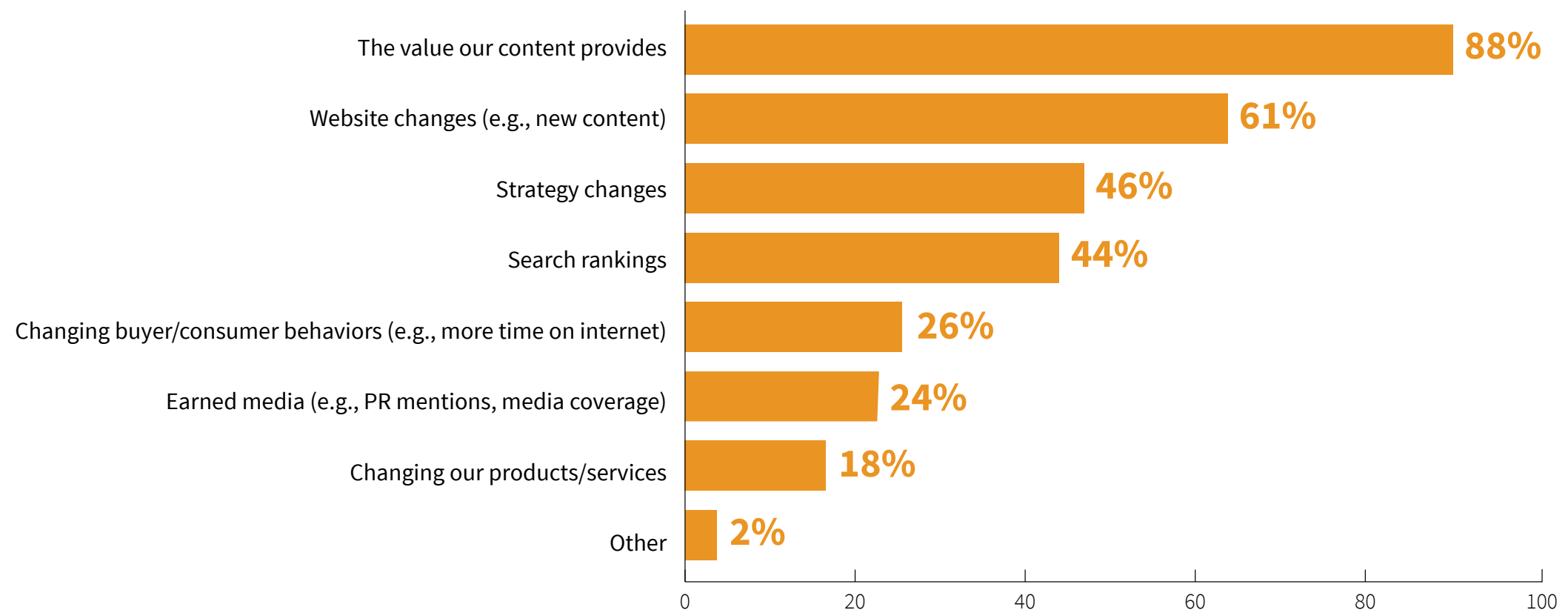


Base: Technology content marketers; aided list.

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

Technology marketers who report high levels of content marketing success (the top performers), say the top factors contributing to that success are the value their content provides (88%) and website changes (61%).

Factors Technology Marketers Attribute to Their Organization's Content Marketing Success in Last 12 Months



Base: Technology content marketers whose organizations were extremely/very successful with content marketing in the last 12 months. Aided list; multiple responses permitted.

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

BUDGETS & **SPENDING**

Most technology respondents went into 2020 with a content marketing budget. Those working in large organizations reported higher budgets.

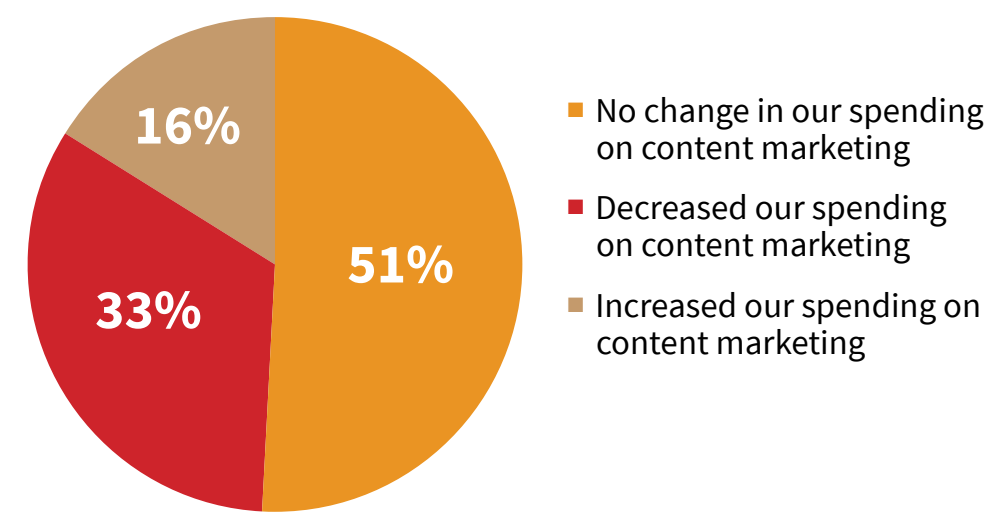
2020 Annual Budget for Technology Content Marketing: Pre-Pandemic (Average)

	All Respondents	Small (1-99 Employees)	Medium (100-999 Employees)	Large (1,000+ Employees)
Less than \$100,000	42%	56%	43%	19%
\$100,000 to under \$500,000	25%	12%	27%	39%
\$500,000 to under \$750,000	4%	1%	2%	13%
\$750,000 to under \$1,000,000	2%	0%	2%	5%
\$1,000,000 or more	4%	0%	4%	11%
We didn't have a content marketing budget established for 2020	23%	31%	21%	14%

Base: Technology content marketers; aided list.
Technology Content Marketing Benchmarks, Insights for 2021. Content Marketing Institute/MarketingProfs, July 2020.

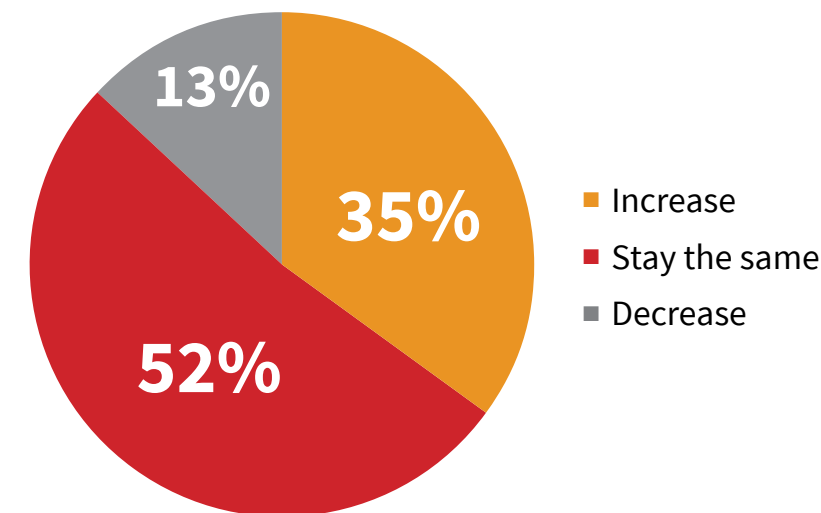
At the 2020 midpoint, one-third of respondents reported that their organization had decreased content marketing spending during the first half of 2020, regardless of company size. The majority expected to spend about the same during the second half of 2020 as they did during the first half.

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



Base: Technology content marketers whose organizations had a 2020 content marketing budget.
Technology Content Marketing Benchmarks, Insights for 2021.
Content Marketing Institute/MarketingProfs, July 2020.

Technology Marketers' Estimated Change in Content Marketing Spending: H2 2020 vs. H1 2020



Base: Technology content marketers whose organizations had a 2020 content marketing budget.
Technology Content Marketing Benchmarks, Insights for 2021.
Content Marketing Institute/MarketingProfs, July 2020.

31% of all technology respondents report that their organization hadn’t spent on traditional advertising in the last 12 months vs. 18% of those working in large organizations. Among all respondents, 21% say their organization had shifted paid advertising dollars to content marketing in the last 12 months.

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

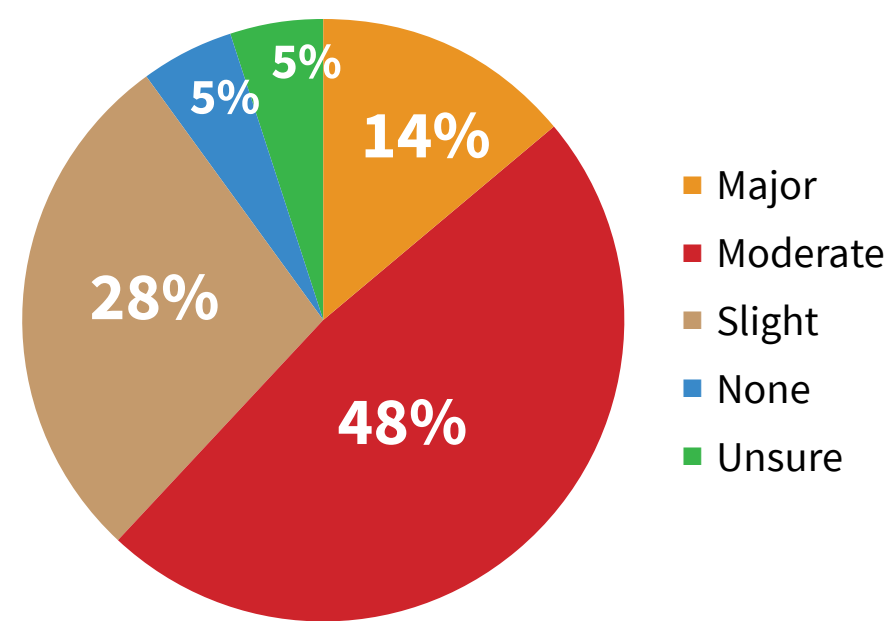
	All Respondents	Small (1-99 Employees)	Medium (100-999 Employees)	Large (1,000+ Employees)
Yes	21%	29%	15%	21%
No	29%	29%	26%	34%
Unsure	19%	12%	20%	27%
We haven’t spent on traditional advertising in the last 12 months	31%	31%	39%	18%

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

INSIGHTS FOR 2021

62% of technology respondents felt the pandemic would have a major or moderate long-term impact on their organization’s overall content marketing success.

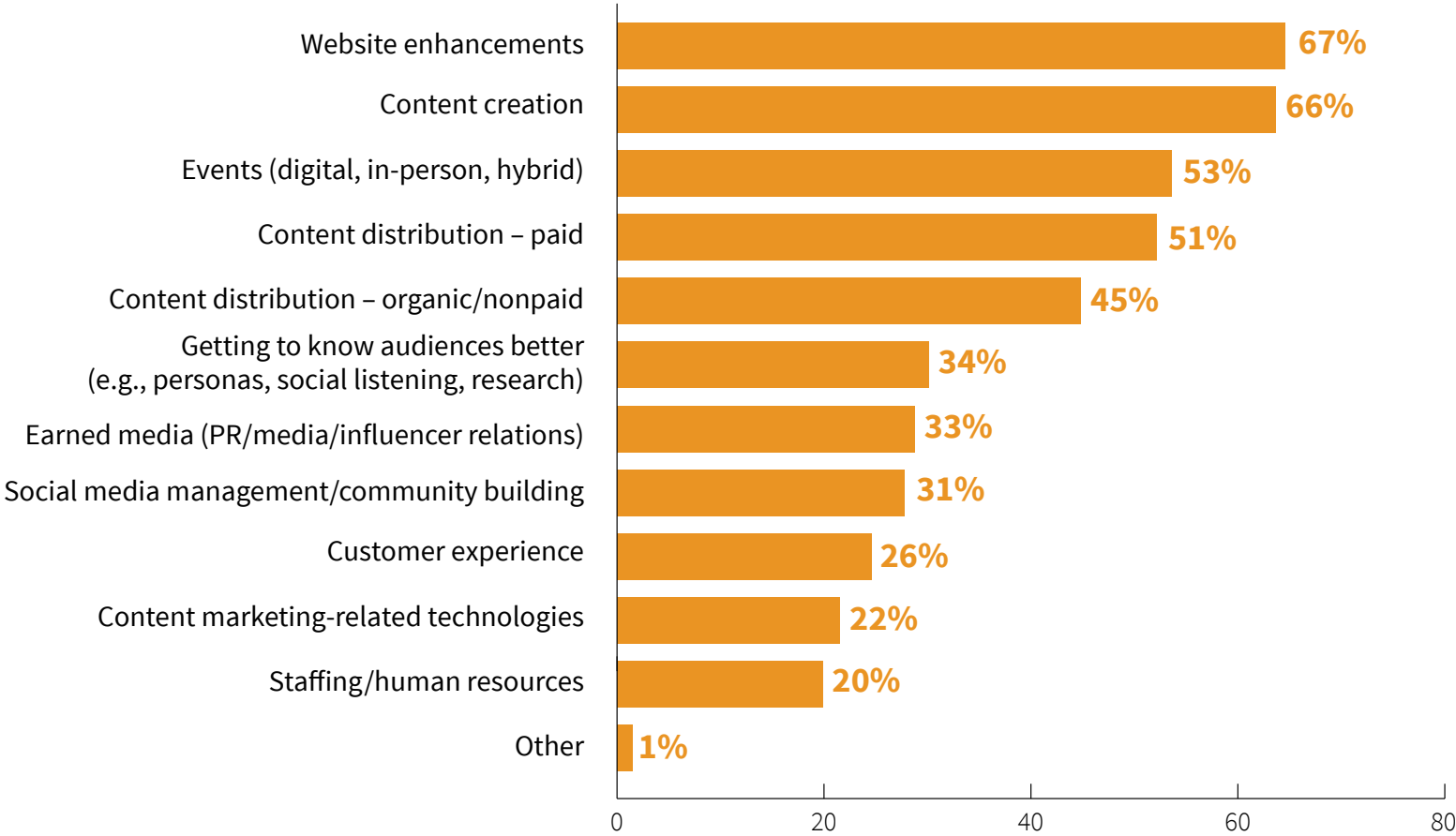
Long-Term Impact Technology Marketers Think Pandemic Will Have on Their Organization’s Content Marketing Success



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

Technology respondents expected website enhancements (67%) and content creation (66%) to be top areas of content marketing investment in their organizations in 2021.

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



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

ACTION STEPS FOR MOVING FORWARD

By Robert Rose, Chief Strategy Advisor, CMI



Stop Waiting For The New Normal—We’re Already In It

Welcome to 2021. You know, we spent so much time in 2020 struggling for an answer to “what now,” that it seemed impossible to plan for 2021. And now we’re all wondering if 2021 is simply a replay of last year.

What can we do, then? We often mistakenly believe that “what now” means we should take the experiences we had in 2020 and try to predict the new normal future. Will it be summer when we get back to normal? Will the vaccines help? Will the economy improve? We often plan our “what now” road map based on an assumption that our previous experience helps us to see around corners.

Spoiler alert: No one really knows what will happen.

What we do know is that developing direct relationships with consumers will increasingly depend on great digital experiences. So, we can start planning with a self-assessment of our content marketing plan. Remember that answering “what now” is not trying to plan for “what’s next.” Look at all the things that evolved this past year. What things do you want to keep? What do you want to change? What should you and your team stop doing? Then, with those things in mind, ask yourself how you and your team might change to prepare for whatever comes next.

(continued on next page)

Content Marketing Is Cool—But Content Operations Make It Work

As 2021 kicks into gear, we're seeing many technology businesses begin to "in-source" many elements of content creation, production, and management, particularly within large companies. This move to in-house services, however, is fueling a broader evolution in building a more creative and media-fluent service to the overall business.

As content marketers, it's not enough to just understand how to create blogs, infographics, or other media assets. We need to understand how content operations work at scale. That means understanding technology, governance, and how to structure content so that it can be reused, repackaged, and leveraged across silos.

It won't be long before your business starts looking hard at how to make content more efficient—and measurable at scale. Content marketers who have skill sets and knowledge beyond just creating powerful content will be ready to evolve and lead that charge.

Get Your Audience Data Plan Together

Customer data is going to become an incredibly precious commodity. As we saw from this year's research, "building credibility and trust" is a huge goal for content marketing now. You'll need the data in order to know where and how to be trustworthy. But you'll need to be trustworthy in order to get the data. If that sounds like a Catch-22, it is. But delivering value to audiences before they become customers is the way out of it.

If you're looking for measurability, there will be no other foundational element as important as connecting your content marketing experiences and being able to have a 360-degree view into the audience you are engaging. This includes, of course, the data that customers willingly, trustingly, and emotionally give to you as part of that program. This is what Forrester calls "Zero Party Data." We just call it building an audience.

METHODOLOGY & DEMOGRAPHICS

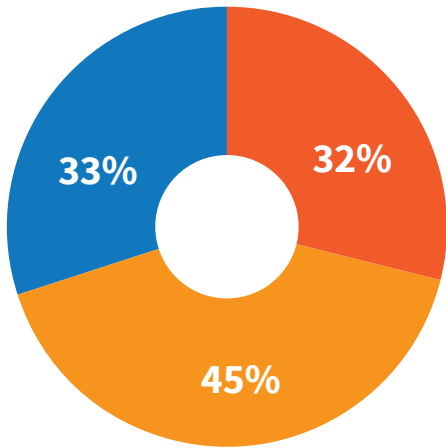
This report, sponsored by IDG Communications, Inc., is based on the results of the Content Marketing Institute/MarketingProfs 11th Annual Content Marketing Survey. The online survey was emailed to a sample of marketers using lists from CMI and MarketingProfs. A total of 1,707 recipients from around the globe—representing a range of industries, functional areas, and company sizes—replied to the survey in July 2020. This report presents the findings from the 290 respondents who indicated:

- ▶ Their organization is a for-profit technology company (96% indicated B2B and 4% 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: In instances where we observed notable year-over-year differences, this report contains comparisons with findings from last year’s 10th annual survey—reported on in [Technology Content Marketing 2020: Benchmarks, Budgets, and Trends](#). Note that some percentages do not equal 100 due to rounding.

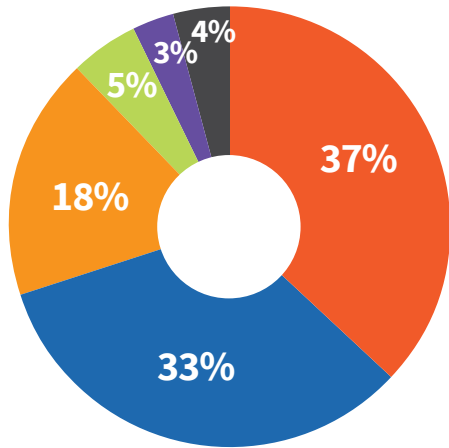
Find all our past research at ContentMarketingInstitute.com/research.

Size of Technology Company
(by Employees)



- Small (1-99 employees)
- Medium (100-999 employees)
- Large (1,000+ employees)

Technology
Job Function



- Content creation/content management
- Marketing management
- Senior leadership (e.g., CEO, owner, CMO, VP, GM)
- Marketing operations
- Advertising/PR/communications
- 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](#).

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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 and Real Estate, and other specialist markets, and connect communities online year-round.