



CONTENT MARKETING **IN THE UK** **2017**

Benchmarks, Budgets, and Trends



CONTENT
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TABLE OF CONTENTS

3	Welcome	22	Section 4: Content Creation & Distribution
4	How UK Marketers Differ Based on Organization's Commitment Level to Content Marketing	33	Section 5: Goals & Metrics
5	Section 1: Usage & Team Organization	39	Section 6: Budgets & Spending
10	Section 2: Clarity, Commitment & Overall Success	42	Methodology/Demographics
17	Section 3: Content Marketing Strategy	43	About

WELCOME

Greetings Marketers,

Thank you for your interest in *Content Marketing in the UK 2017: Benchmarks, Budgets, and Trends*.

The annual content marketing survey, from which the results of this report were generated, revealed many new insights this year. We asked more questions about content marketing strategy, factors that influence content marketing success, marketers' attitudes about content creation and content marketing in general, and much more.

We also asked respondents about their commitment level to content marketing. To see the types of content marketing activities that those who are more committed are prioritizing, see the chart on page 4.

I'd like to thank the sponsor of this report, UK B2B content agency, Tomorrow People.

We hope you enjoy the report and wish you the best on your continued content marketing journey.

Yours in content,

Joe



Joe Pulizzi

Founder

Content Marketing Institute

COMPARISON CHART

How UK Marketers Differ Based on Organization's Commitment Level to Content Marketing

	Top 2 - Commitment	All UK Respondents
Organization is clear on what an effective or successful content marketing program looks like	63%	46%
Has a documented content marketing strategy	54%	40%
Content marketing strategy is extremely/very effective	50%	40%
Percentage of total marketing budget allocated to content marketing (average)	42%	36%
Agrees that organization values creativity and craft in content creation and production	93%	72%
Always/frequently prioritizes delivering content quality over content quantity	82%	71%
Always/frequently focuses on creating content for their audience vs. their brand	73%	65%
Agrees that leadership team gives ample time to produce content marketing results	69%	54%
Always/frequently delivers content consistently	68%	55%

Chart term definitions: Top 2 - Commitment are marketers who said their organizations are extremely or very committed to content marketing.

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USAGE & TEAM ORGANIZATION

87%

Of UK marketers surveyed use content marketing

74%

Have small content marketing teams serving the entire organization

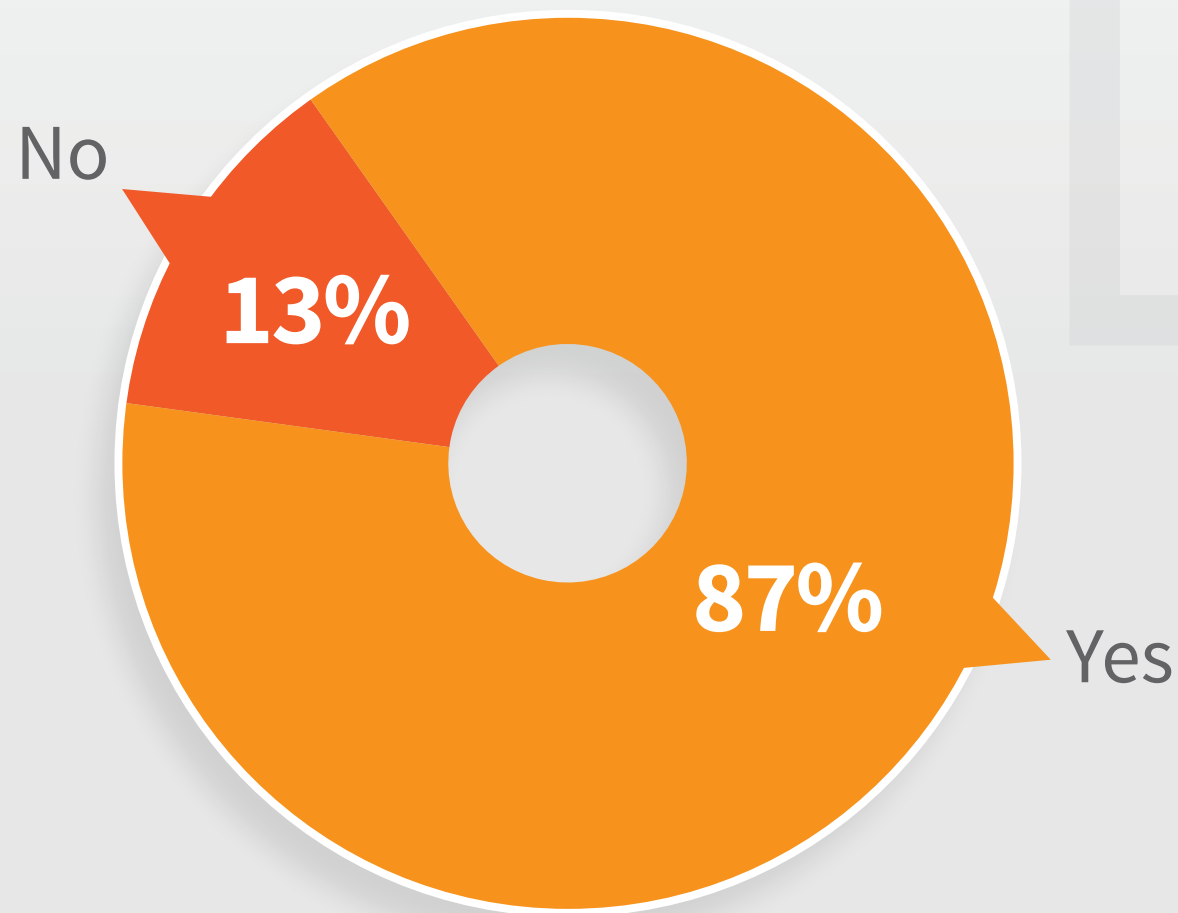
47%

Have experienced management changes that have had a positive impact on the organization's content marketing



Does your organization use content marketing?

Percentage of UK Marketers Using Content Marketing



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

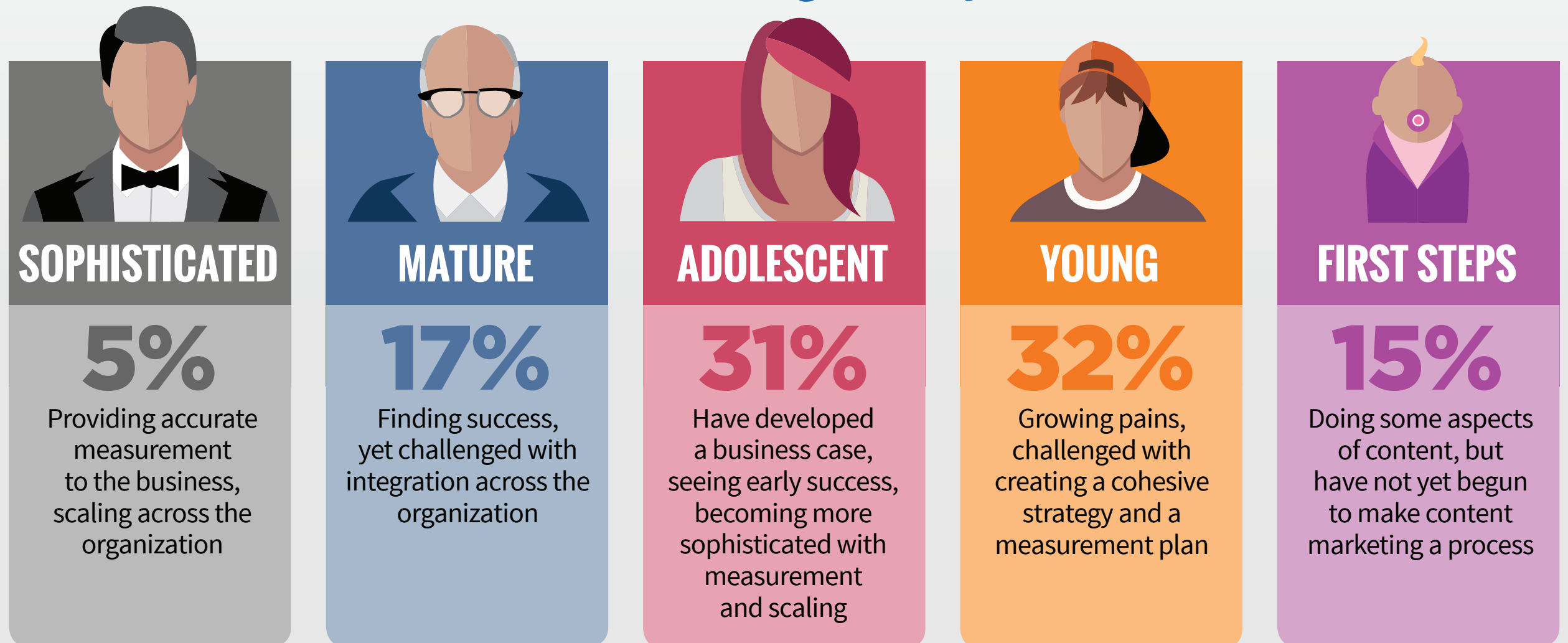
Note: Of the 13% of nonusers, 73% say they plan to launch a content marketing effort within 12 months; 18% had no immediate plans to begin using content marketing; and 9% had used content marketing in the past, but stopped.

Base = UK marketers.

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

How UK Marketers Assess Their Organization's Content Marketing Maturity Level



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Base = UK content marketers; aided list.

How is content marketing structured within your organization?

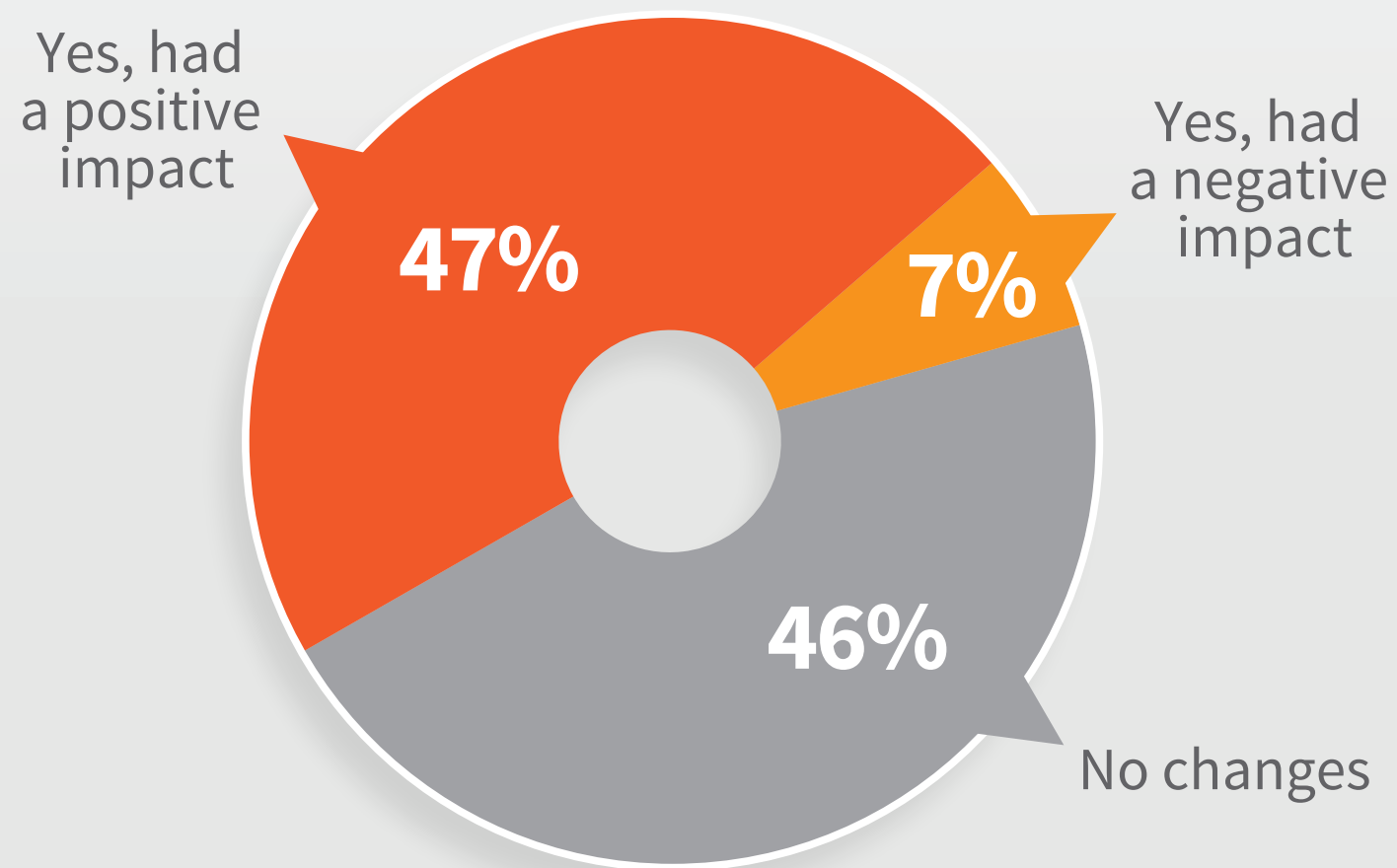
UK Content Marketing Organizational Structure



USAGE & TEAM ORGANIZATION

Has your organization undergone any management and/or structural changes over the last 12 months that have impacted your content marketing approach?

UK Management Changes Impacting Content Marketing



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Base = UK content marketers; aided list.

UK CONTENT MARKETING

CLARITY, COMMITMENT & OVERALL SUCCESS

61%

Are extremely or very committed to content marketing

25%

Are extremely or very successful with their overall approach to content marketing

60%

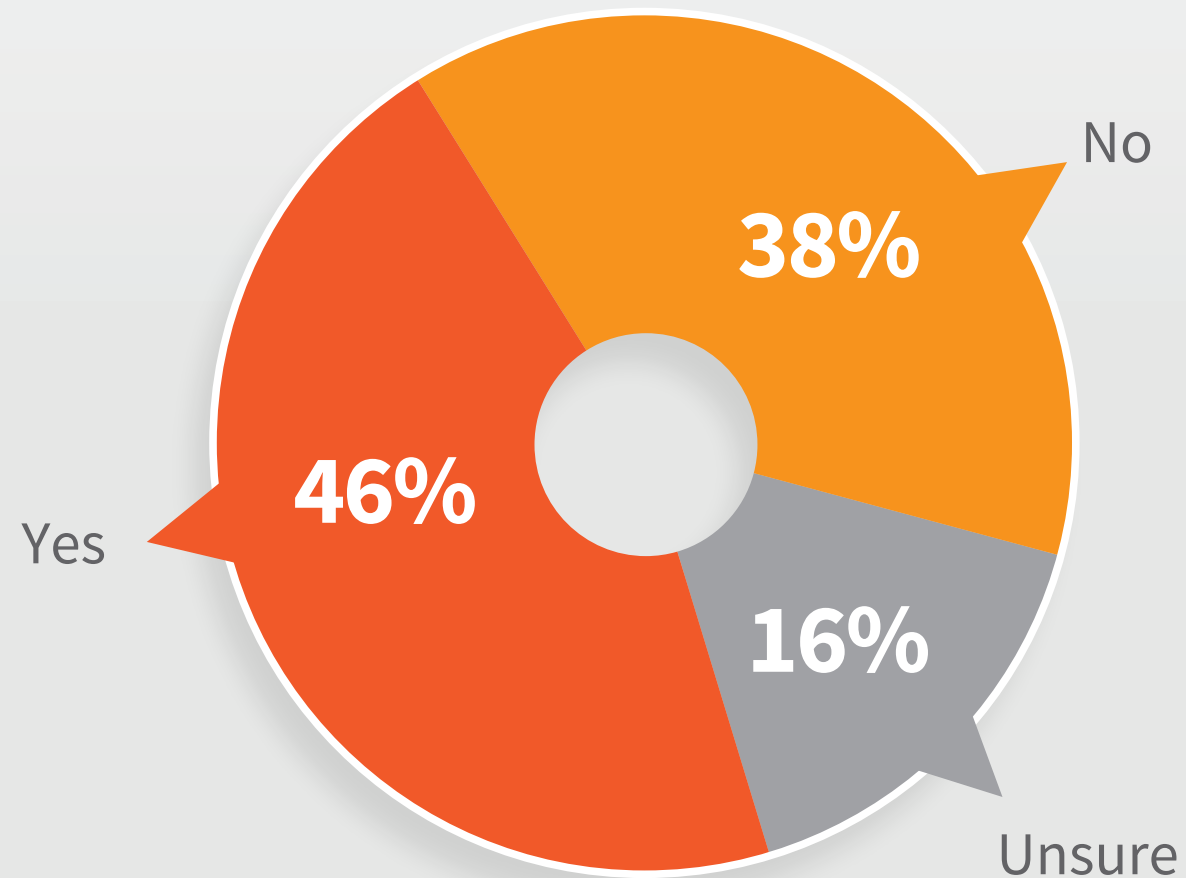
Are much more or somewhat more successful with content marketing than they were one year ago



CLARITY, COMMITMENT & OVERALL SUCCESS

In your organization, is it clear what an effective or successful content marketing program looks like?

Percentage of UK Marketers Whose Organizations Have Clarity on Content Marketing Success

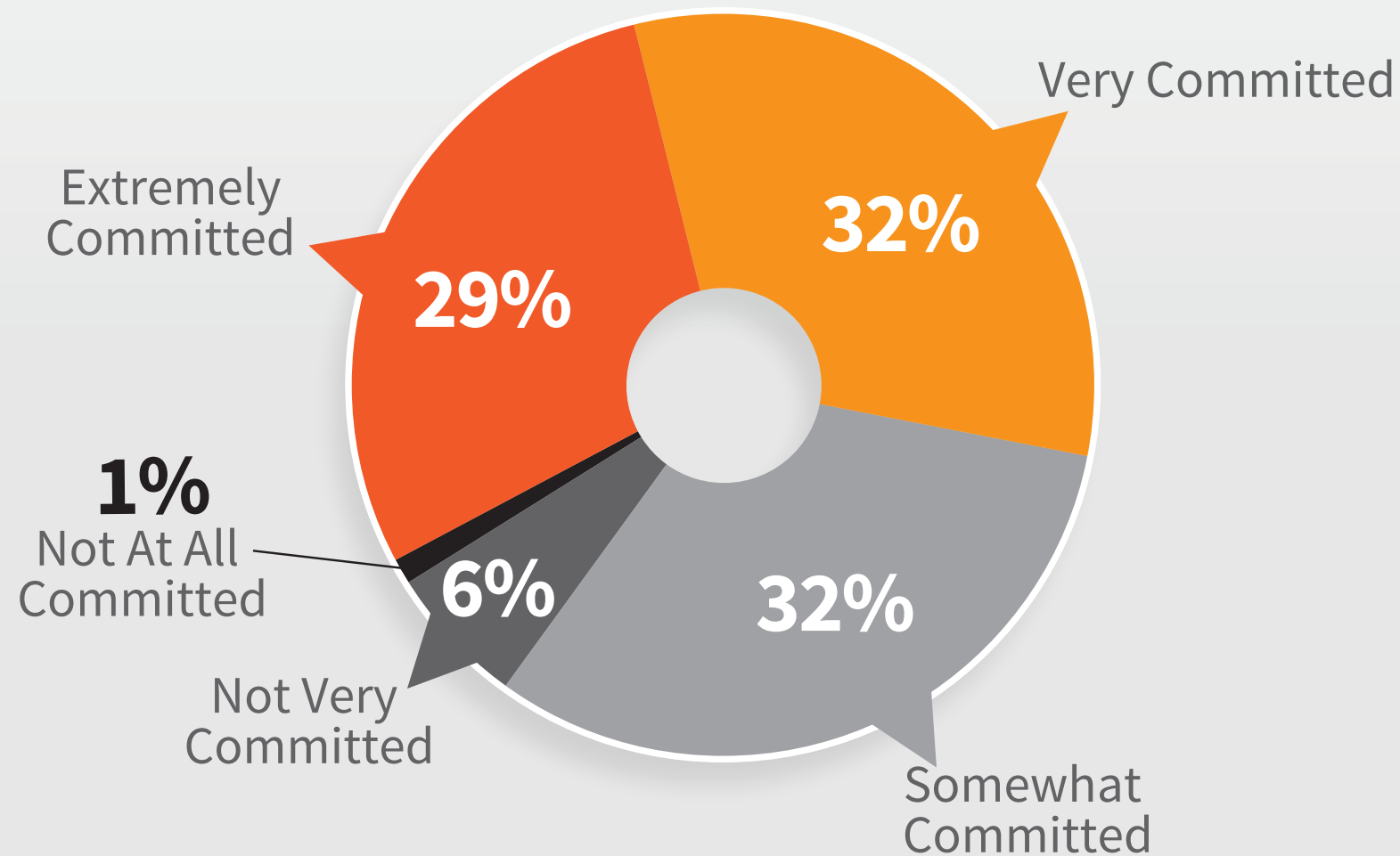


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Base = UK content marketers; aided list.

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

UK Organizations' Commitment to Content Marketing

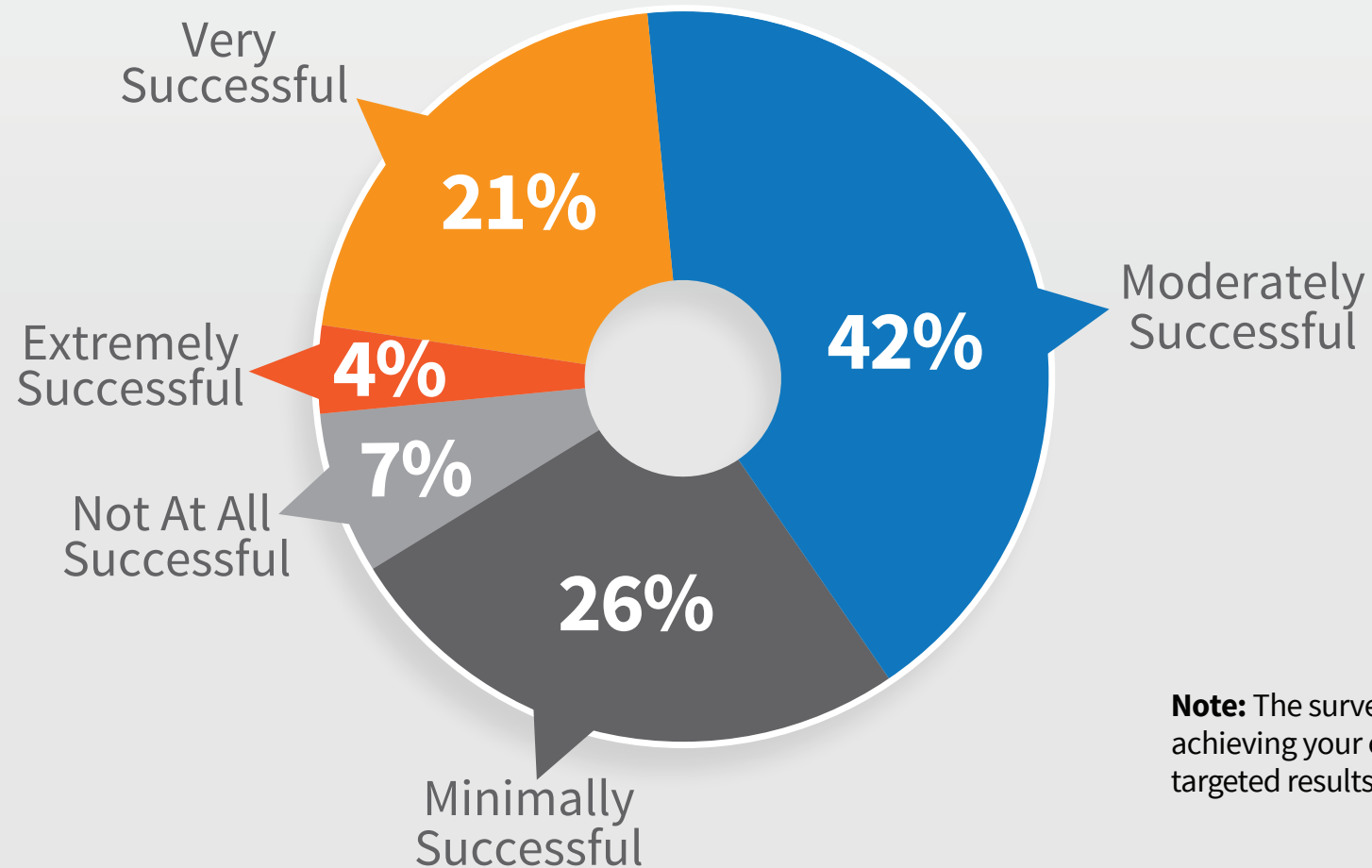


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Base = UK content marketers; aided list.

How would you characterize the success of your organization's current overall content marketing approach?

How UK Marketers Rate the Success of Their Organization's Overall Content Marketing Approach

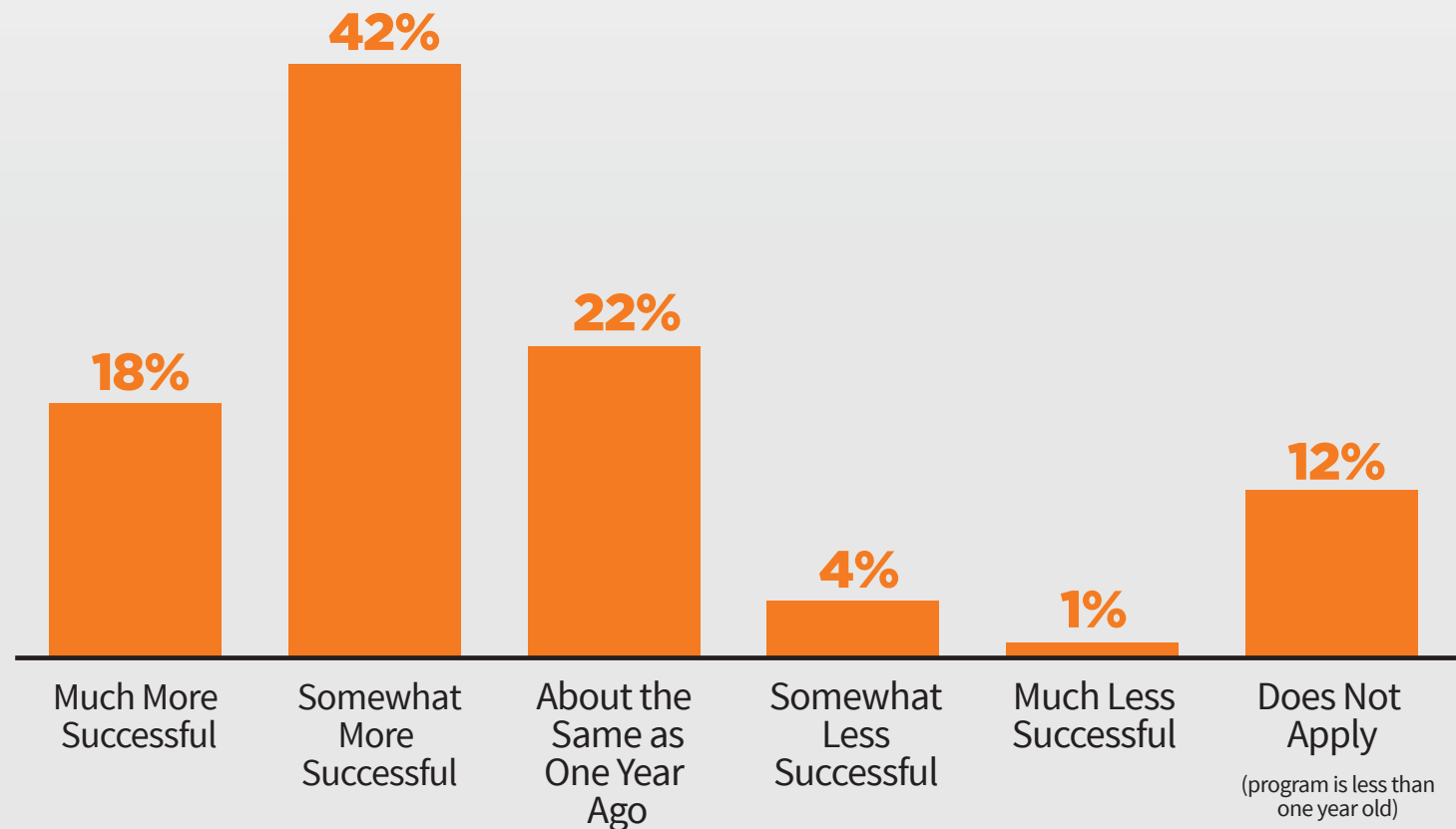


Note: The survey defined success as achieving your organization's desired/targeted results.

Base = UK content marketers; aided list.

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

How UK Marketers Rate Their Organization's Content Marketing Approach Compared With One Year Ago



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Base = UK content marketers; aided list.

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

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



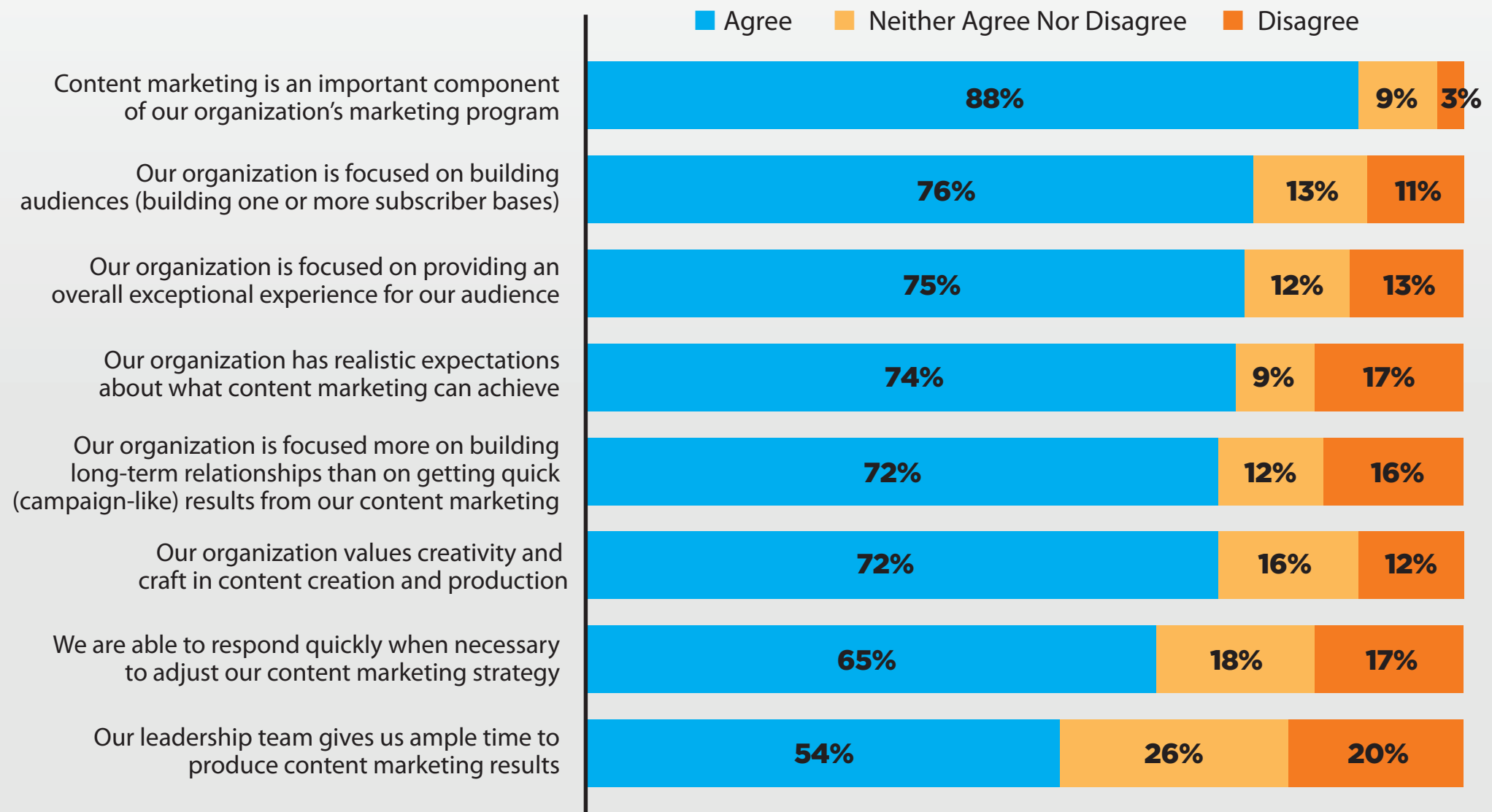
Other reasons cited: We Have Given Our Efforts Time to Bear Fruit and Are Now Getting Results (26%), More Budget for Content Marketing (24%), Content Marketing Technologies/Tools (17%), Content Marketing Training/Education (15%), Changes in Our Target Audience(s) (13%), Assistance of Outside Expertise (9%), and Other (2%).

Note: Due to the low number of UK marketers who said their organization's overall content marketing success is about the same, somewhat, or much less successful compared with one year ago, this report does not include charts for factors contributing to stagnant or decreased success over the last year.

OPINIONS ABOUT CONTENT MARKETING

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

UK Marketers' Opinions About Content Marketing



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Base = UK content marketers; aided list.

UK CONTENT MARKETING

CONTENT MARKETING STRATEGY

40%

Have a documented content marketing strategy

79%

Say their strategy includes a plan to operate content marketing as an ongoing business process, not simply a campaign

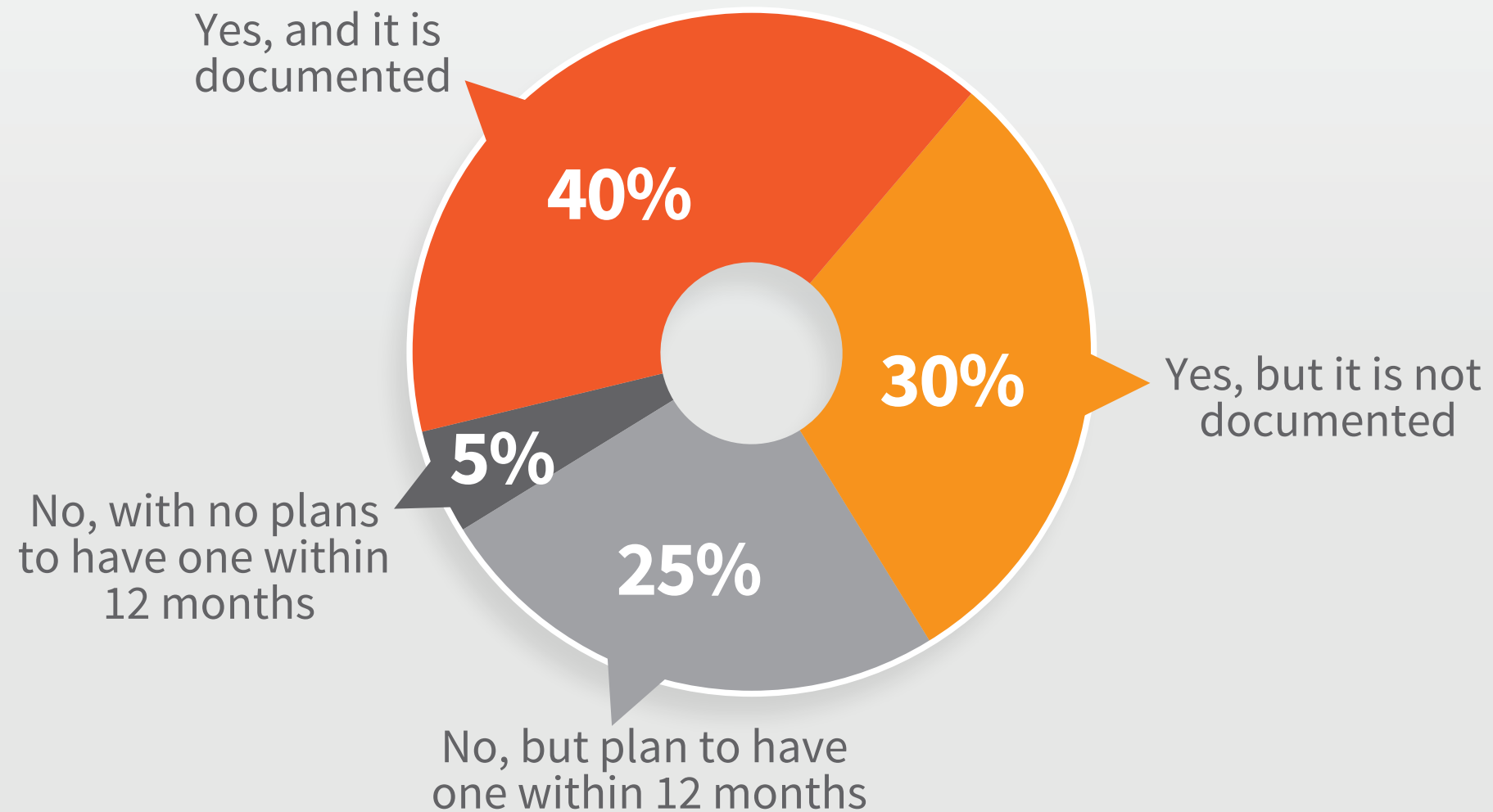
40%

Say their strategy is extremely or very effective at helping their organization achieve its current content marketing goals



Does your organization have a content marketing strategy?

Percentage of UK Marketers Who Have a Content Marketing Strategy

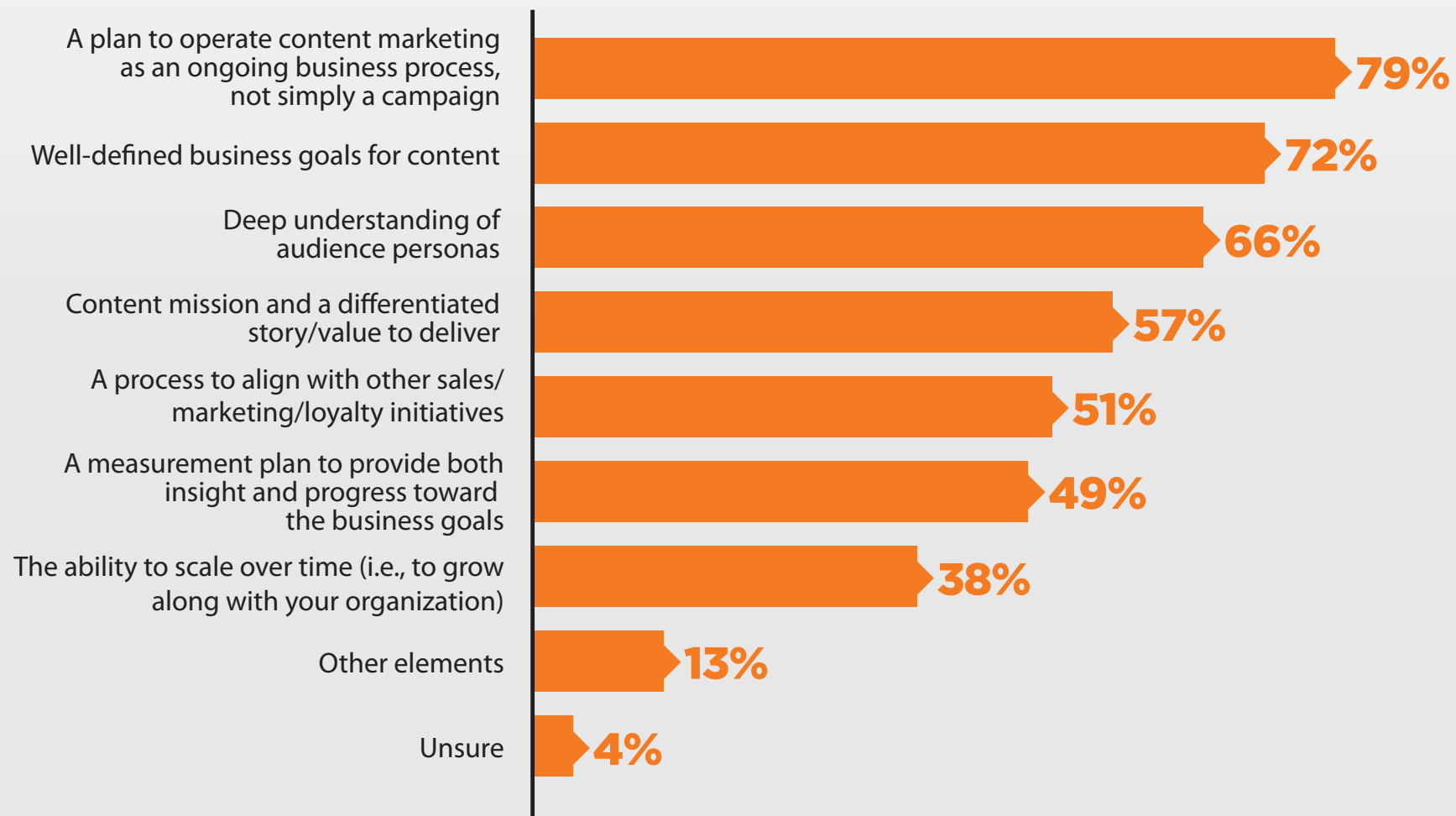


Content Marketing in the UK 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute

Base = UK content marketers; aided list.

Which of the following elements are included in your content marketing strategy?

Elements UK Marketers Include in Their Content Marketing Strategy

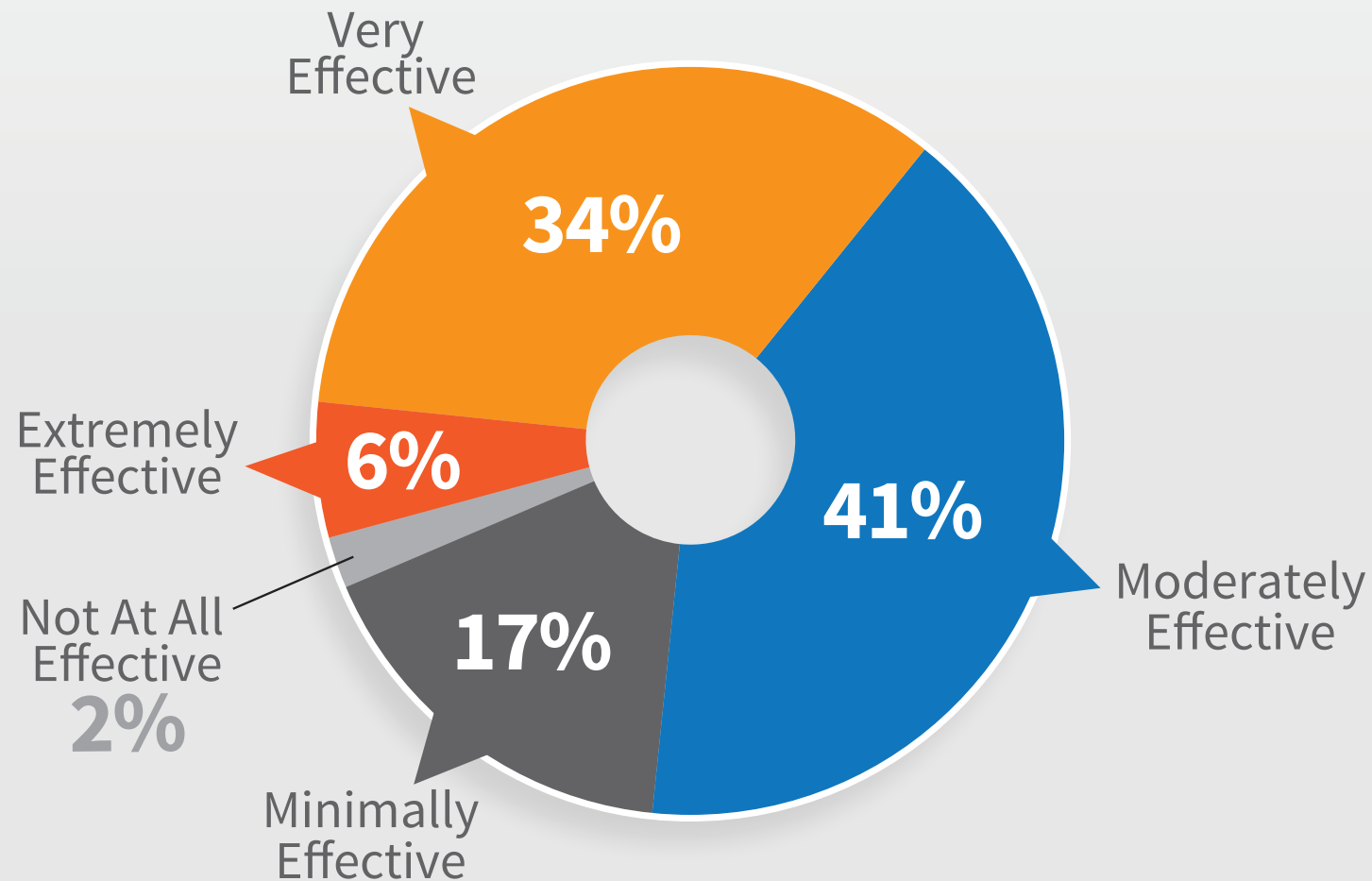


Content Marketing in the UK 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute

Base = UK content marketers who have a content marketing strategy. Aided list; multiple responses permitted.

How effective is your content marketing strategy at helping your organization achieve its current content marketing goals?

How UK Marketers Rate the Effectiveness of Their Content Marketing Strategy

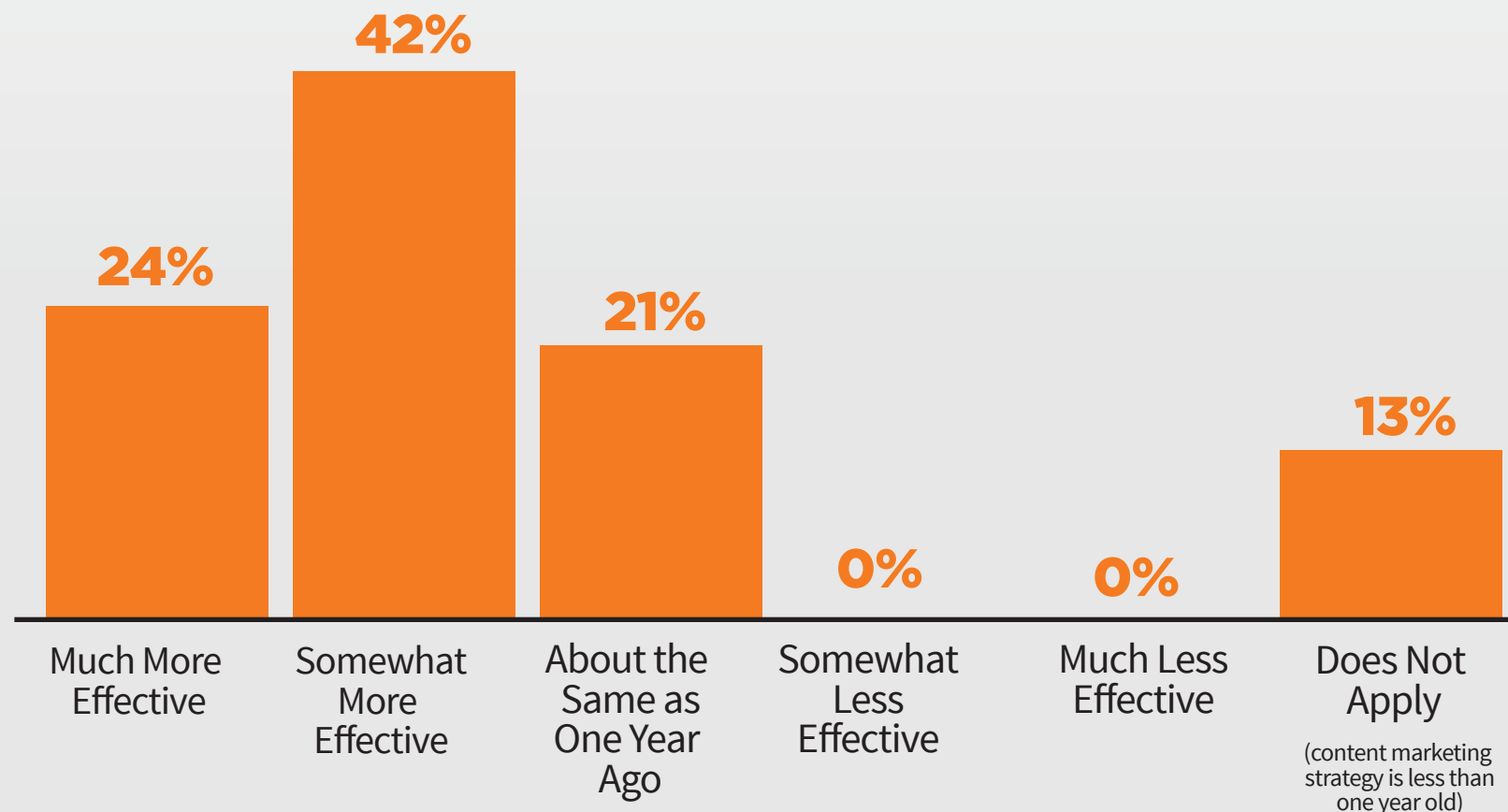


Content Marketing in the UK 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute

Base = UK content marketers who have a content marketing strategy; aided list.

How effective is your content marketing strategy compared with one year ago?

How UK Marketers Rate the Effectiveness of Their Content Marketing Strategy Compared With One Year Ago



Content Marketing in the UK 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute

Base = UK content marketers who have a content marketing strategy; aided list.

CONTENT CREATION & DISTRIBUTION

71%

Always/frequently prioritize delivering content quality over quantity

65%

Always/frequently focus on creating content for their audience versus their brand

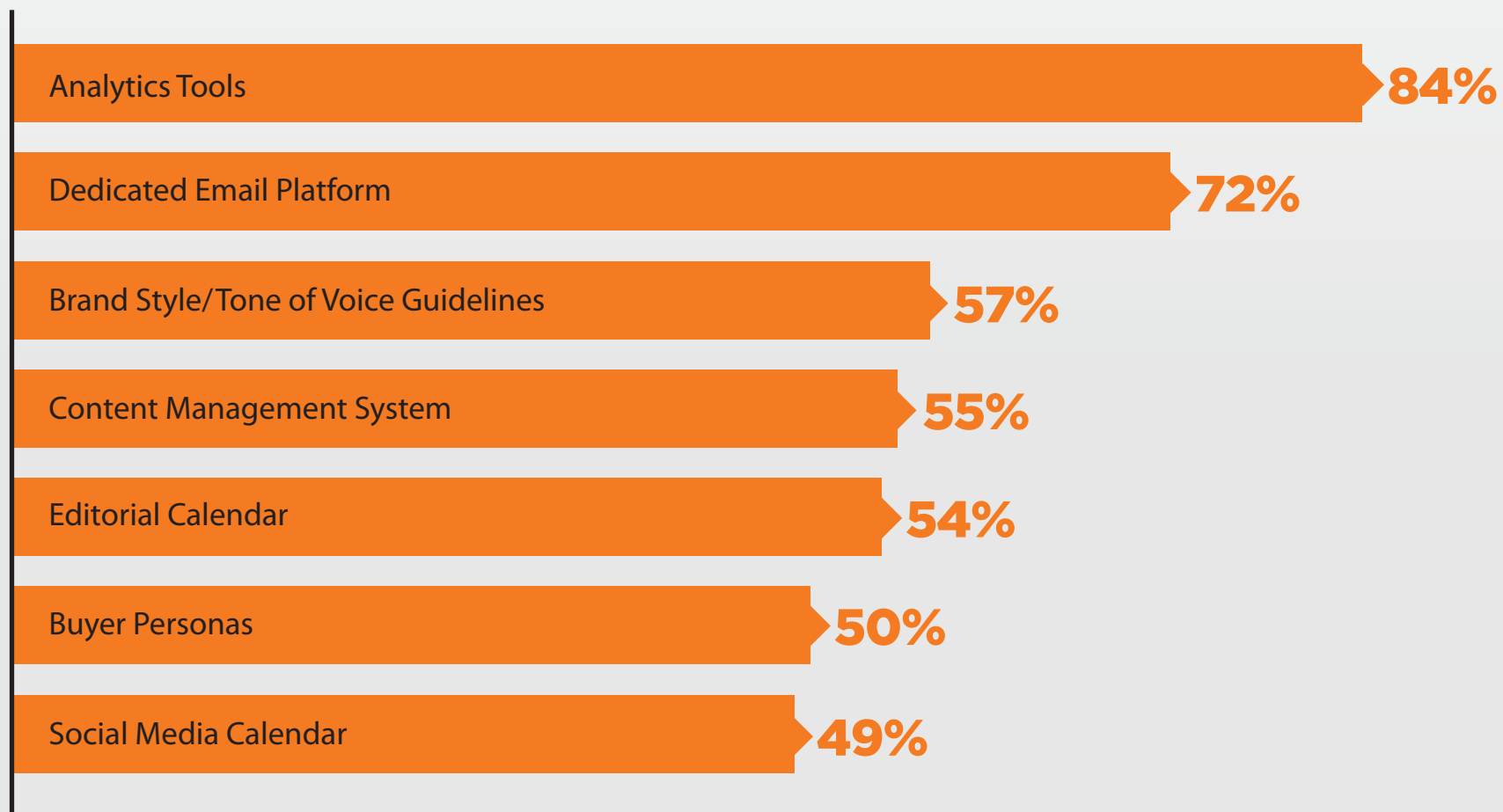
62%

Always/frequently consider how their content impacts the overall experience a person has with their organization



Which content marketing tools does your organization currently use?

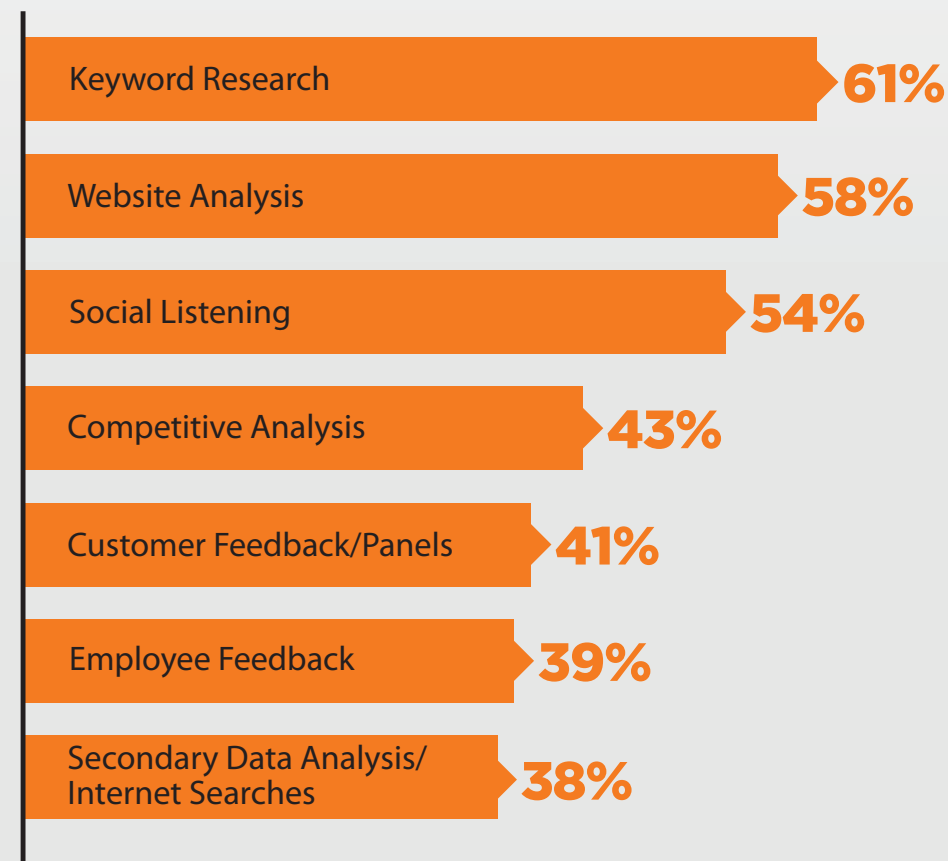
UK Marketers' Content Marketing Tool Usage



Fewer than 40% of UK marketers said they use the following tools: Marketing Automation Software (38%), Measurement KPIs/Dashboard (37%), Social Media Guidelines (36%), Media Plan/Paid Advertising Calendar (25%), Editorial Mission Statement (20%), Content Collaboration/Workflow Software (13%), Content Distribution Software (12%), Content Planning/Creation Software (5%), Digital Asset Management (DAM) System/File Storage (5%), and Other (8%).

Which techniques does your organization use to gain knowledge about its target audience(s), so you can create the right messages?

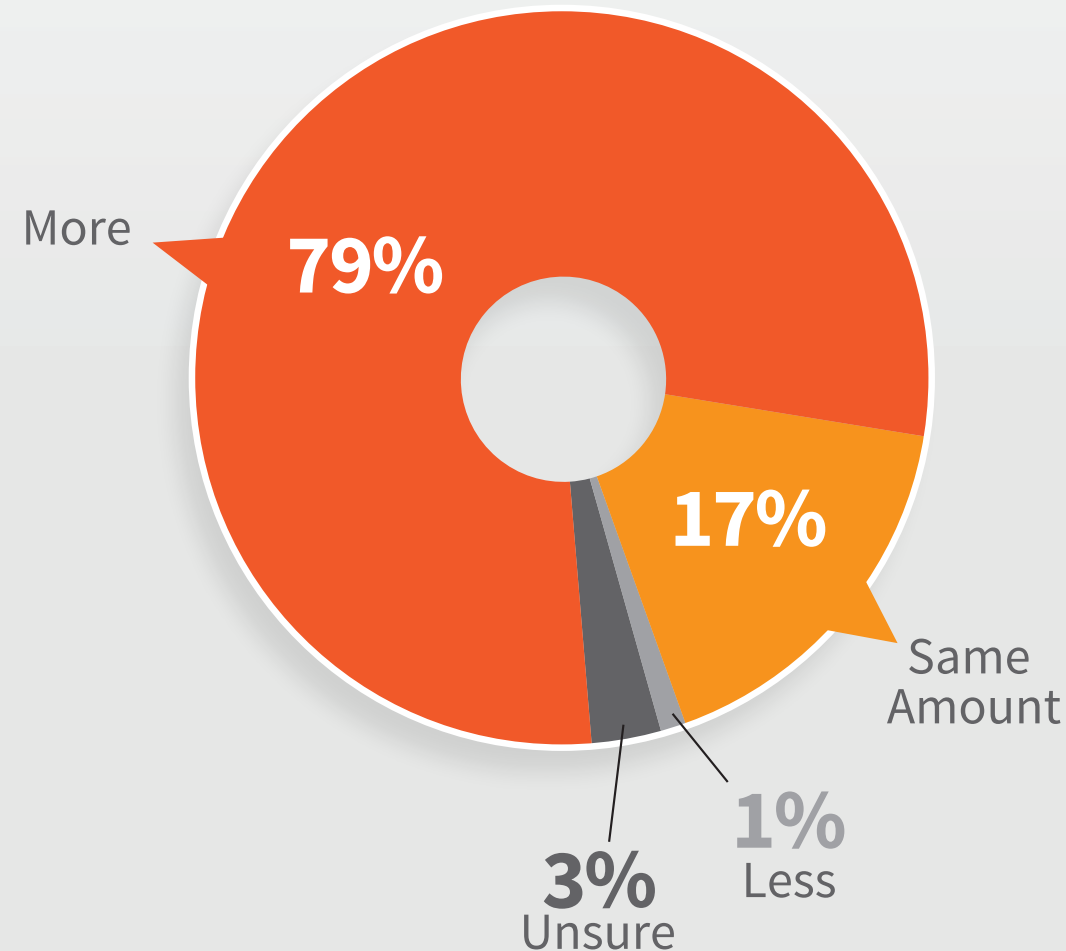
Techniques UK Marketers Use to Learn About Target Audience(s) for Purposes of Creating the Right Messages



Fewer than 35% of UK marketers said they use the following techniques: Quantitative Primary Research (32%), A/B Testing (28%), Database Analysis (28%), Qualitative Primary Research (28%), Auditing Existing Buyer Data (26%), Usability Testing (14%), Expert Advisory Boards (12%), and Other (3%).

Compared with 2016, do you expect your organization to produce more, the same amount, or less original content in 2017?

Expected Change in UK Content Creation (2016 vs. 2017)

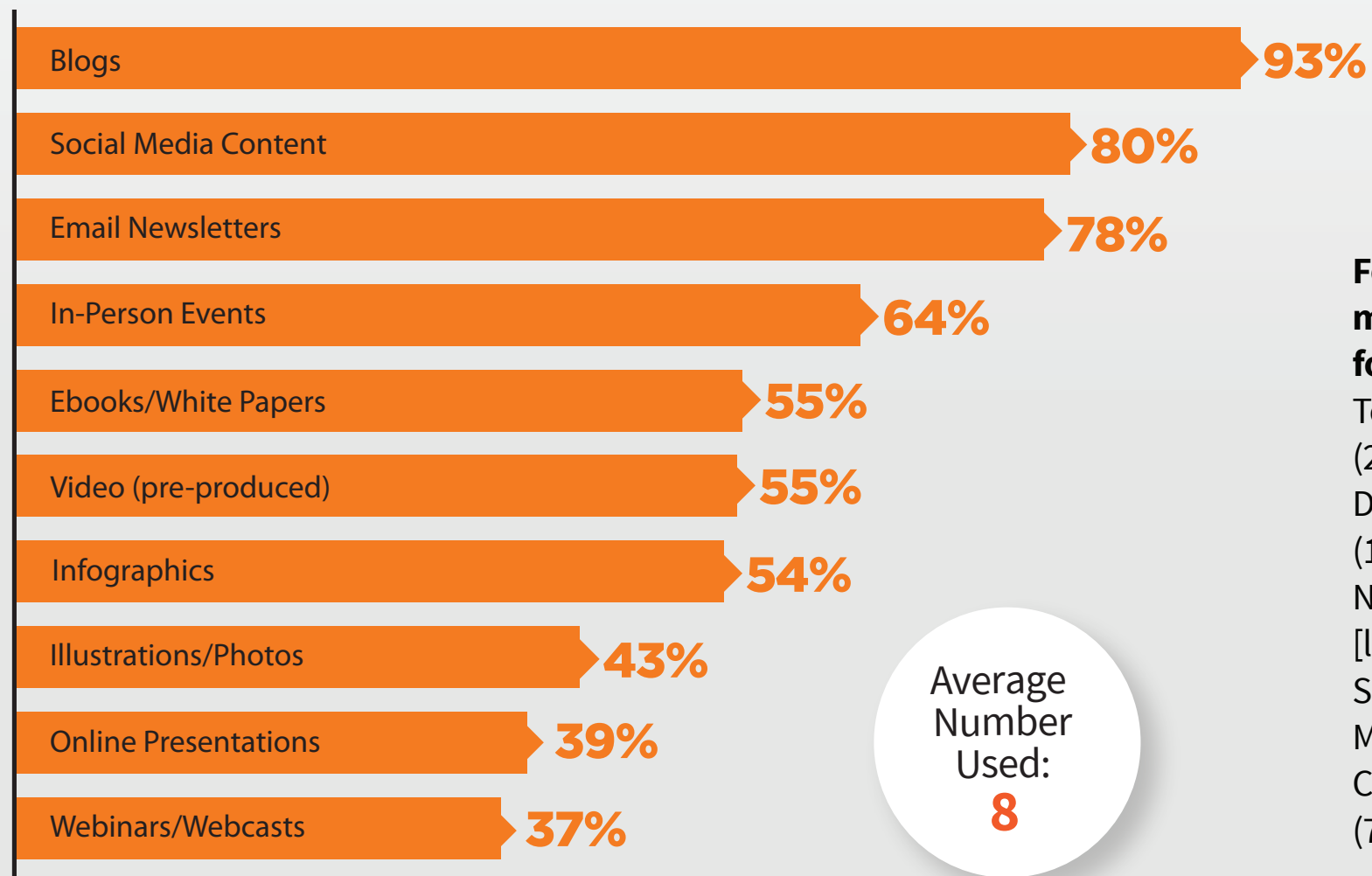


Content Marketing in the UK 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute

Base = UK content marketers; aided list.

Which content marketing tactics does your organization use?

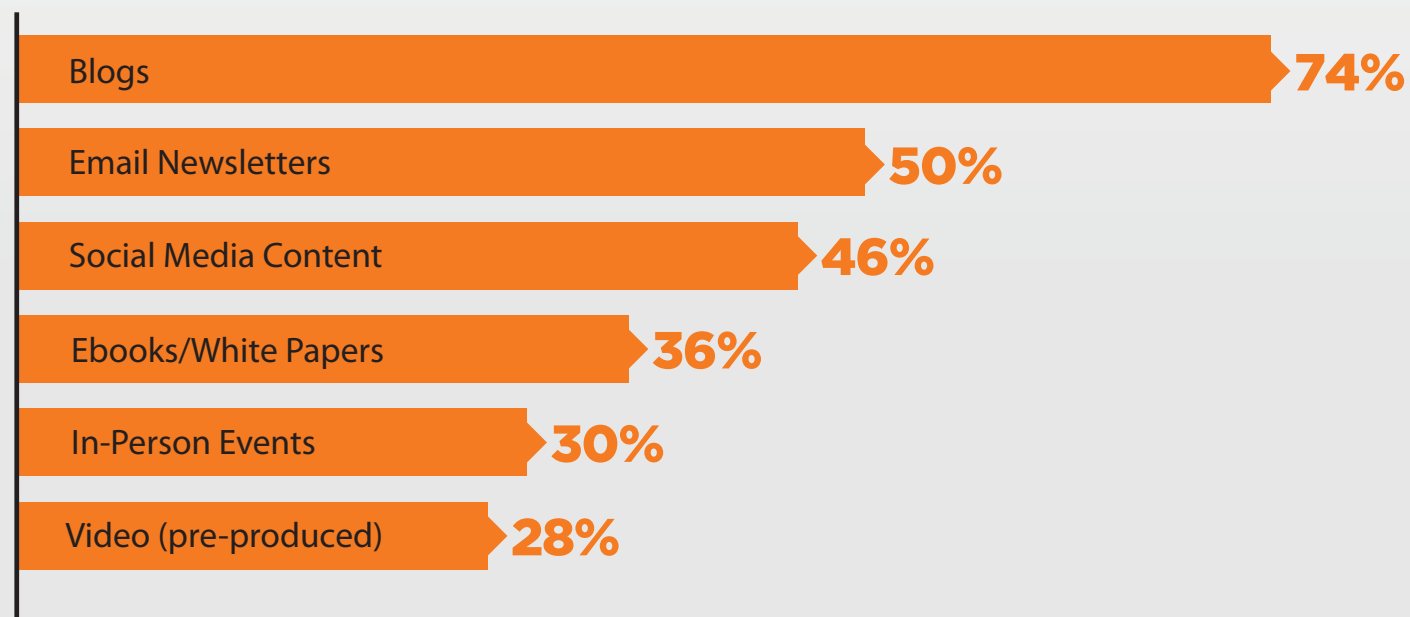
UK Content Marketing Tactic Usage



Fewer than 35% of UK marketers said they use the following tactics: Interactive Tools (28%), Research Reports (22%), Print Magazines (18%), Digital Magazines (16%), Books (14%), Podcasts (14%), Print Newsletters (13%), Video [live-streaming media] (11%), Separate Content Hubs (9%), Mobile Apps (8%), Virtual Conferences (7%), and Other (7%).

Which content marketing tactics that your organization uses will be most critical to its overall content marketing success in 2017?

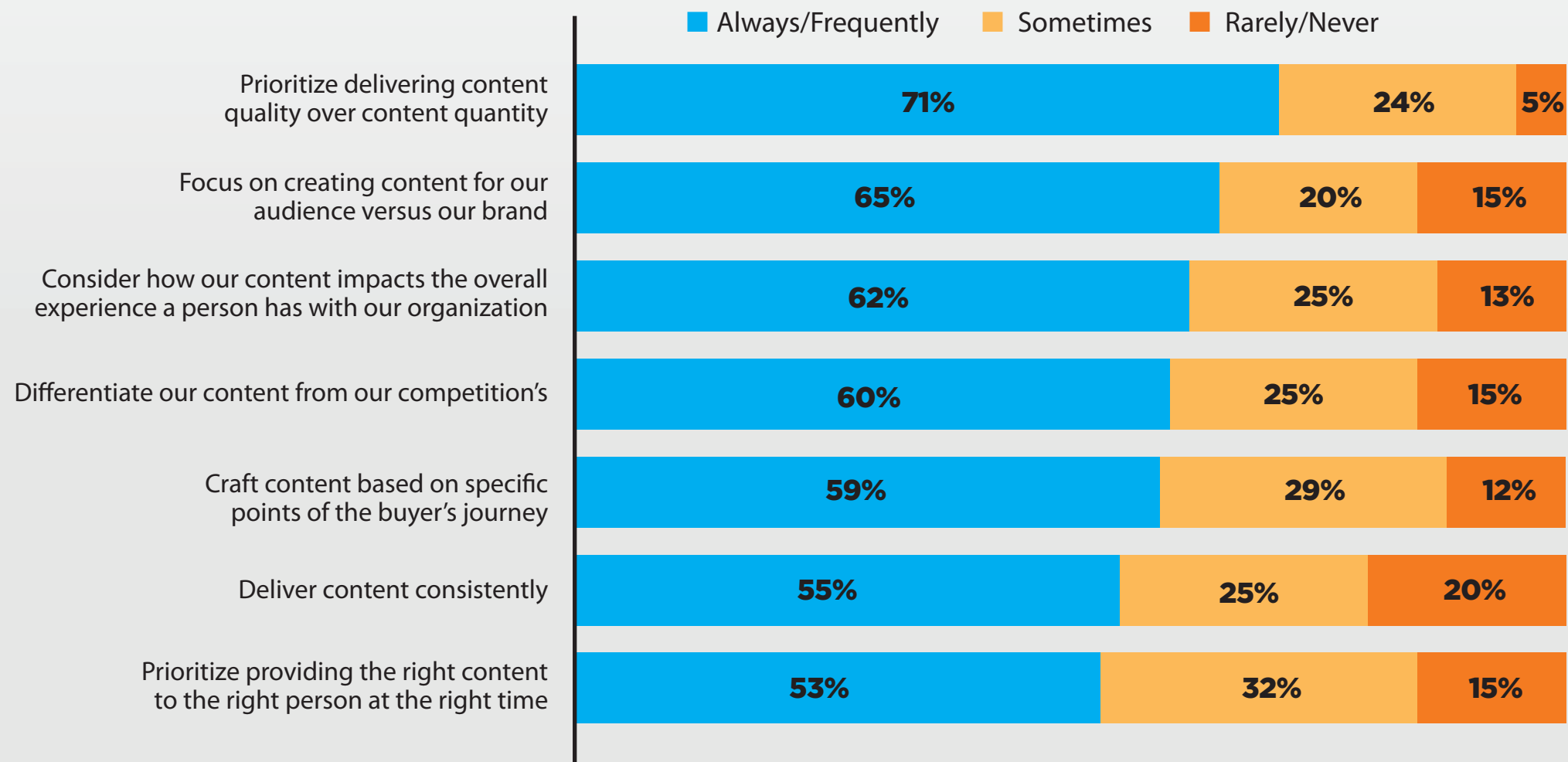
Tactics Used That UK Marketers Say Will be Most Critical to Content Marketing Success in 2017



Fewer than 25% of UK marketers whose organizations use the following tactics said the tactic will be critical to overall content marketing success in 2017: Infographics (20%), Webinars/Webcasts (18%), Online Presentations (11%), and Illustrations/Photos (9%). Percentages of those who rated the following tactics critical are not shown due to low number who reported use: Interactive Tools, Research Reports, Print Magazines, Digital Magazines, Books, Podcasts, Print Newsletters, Video [live-streaming media], Separate Content Hubs, Mobile Apps, Virtual Conferences, and Other.

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

How Often UK Marketers Consider Various Concepts While Creating Content

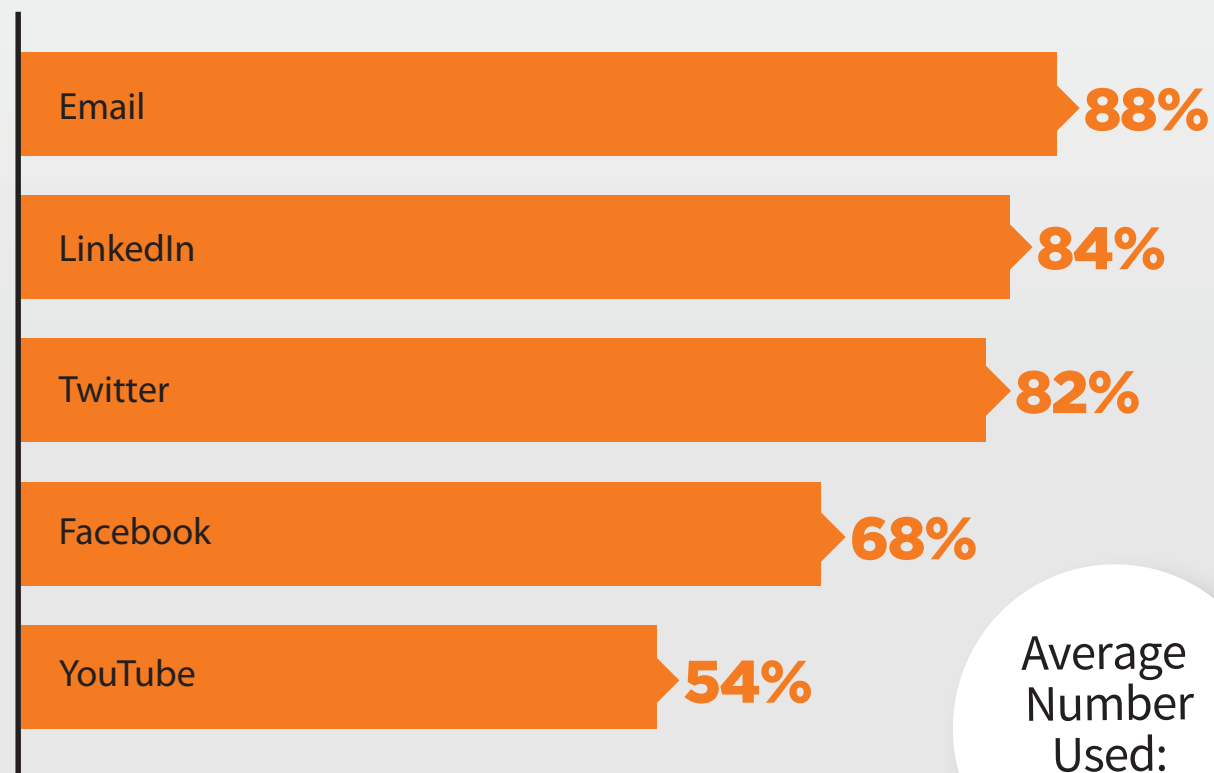


Content Marketing in the UK 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute

Base = UK content marketers; aided list.

Which channels does your organization use to distribute content?

Channels UK Marketers Use to Distribute Content

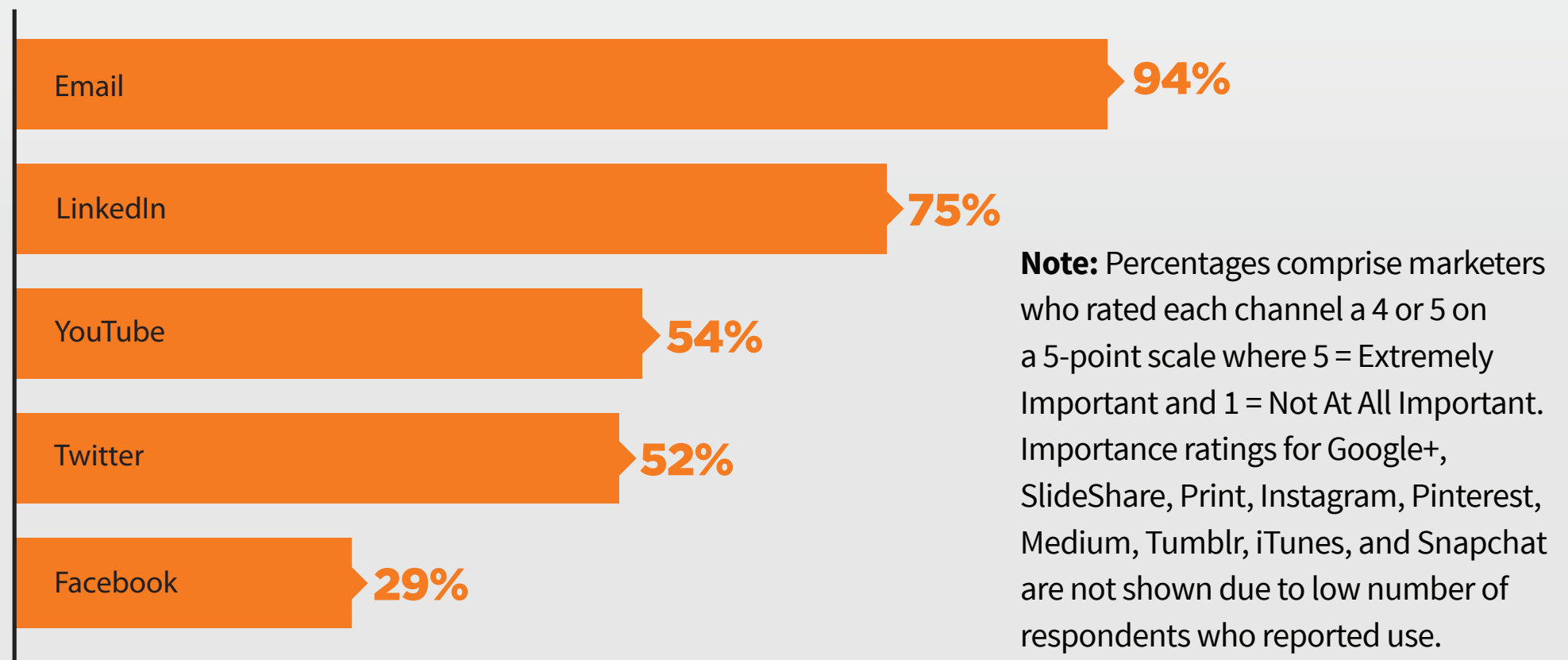


Average Number Used:
6

Fewer than 40% of UK marketers said they use the following channels: Google+ (38%), SlideShare (34%), Print (24%), Instagram (20%), Pinterest (13%), Medium (12%), Tumblr (5%), iTunes (4%), Snapchat (3%), and Other (18%).

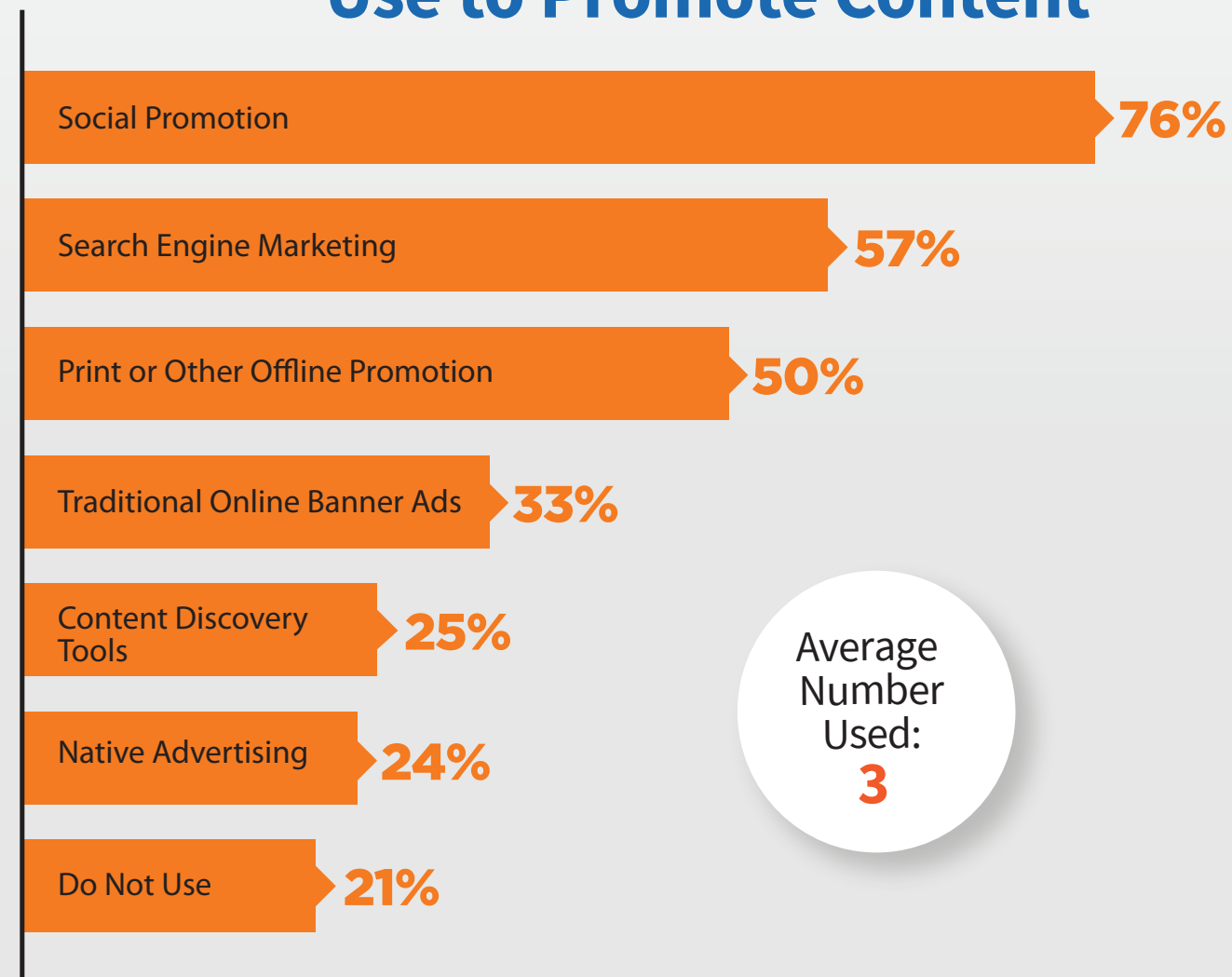
How important is each channel your organization uses to its overall content marketing success?

Channels UK Marketers Use to Distribute Content Rated by Importance to Overall Content Marketing Success



Which paid methods of content promotion does your organization use in its content marketing efforts?

Paid Methods UK Marketers Use to Promote Content

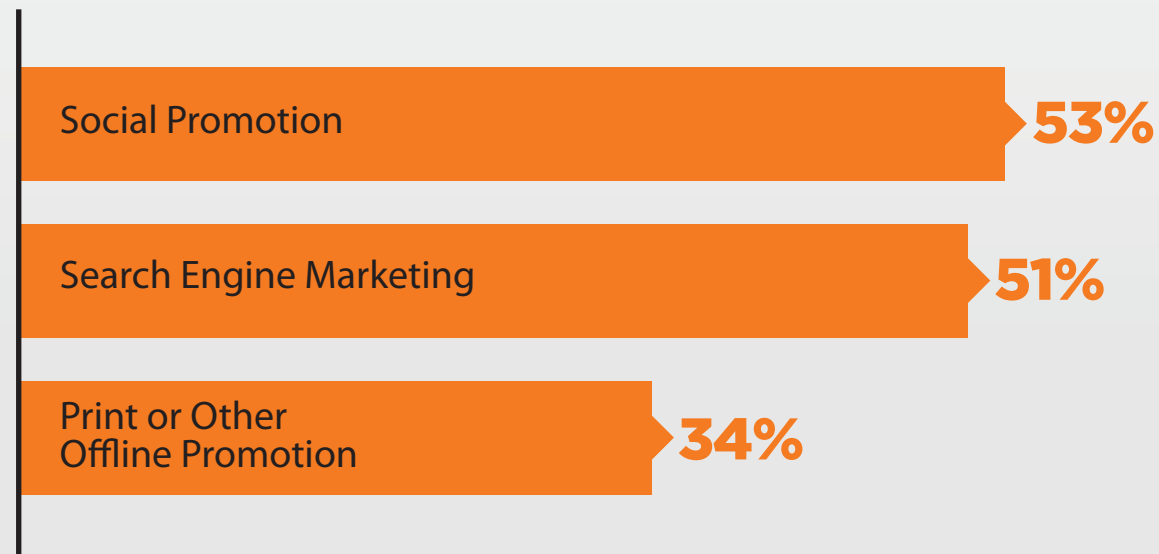


Content Marketing in the UK 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute

Base = UK content marketers. Aided list; multiple responses permitted.

How effective are the paid methods of content promotion that your organization uses?

Paid Methods UK Marketers Use to Promote Content Rated by Effectiveness



Note: Percentages comprise marketers who rated each paid method a 4 or 5 on a 5-point scale where 5 = Extremely Effective and 1 = Not At All Effective. The survey defined effectiveness as accomplishing your content marketing objectives. Effectiveness ratings for Traditional Online Banner Ads, Content Discovery Tools, and Native Advertising are not shown due to low number of respondents who reported use.

GOALS & METRICS

82%

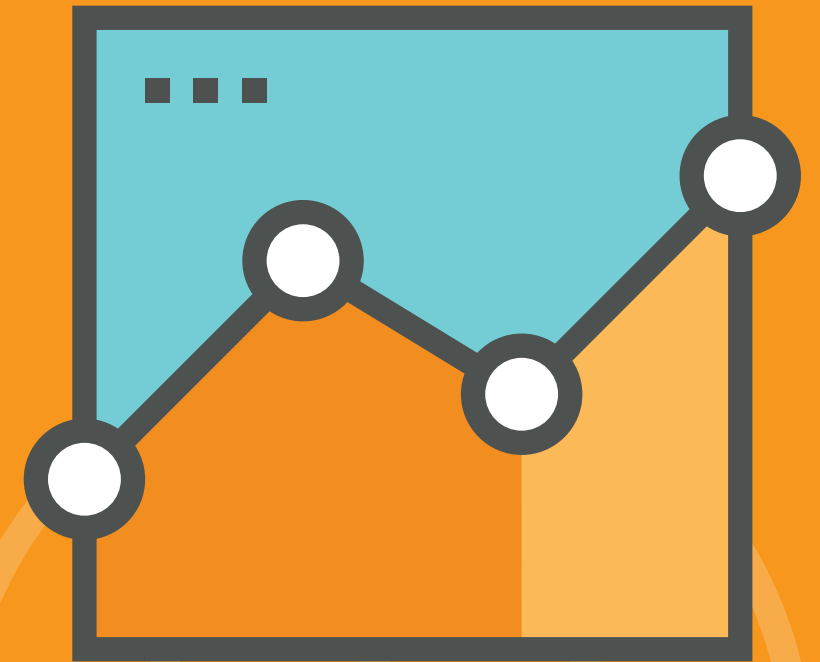
Will focus on lead generation as a content marketing goal over the next 12 months

70%

Use website traffic to measure how well their content marketing is producing results

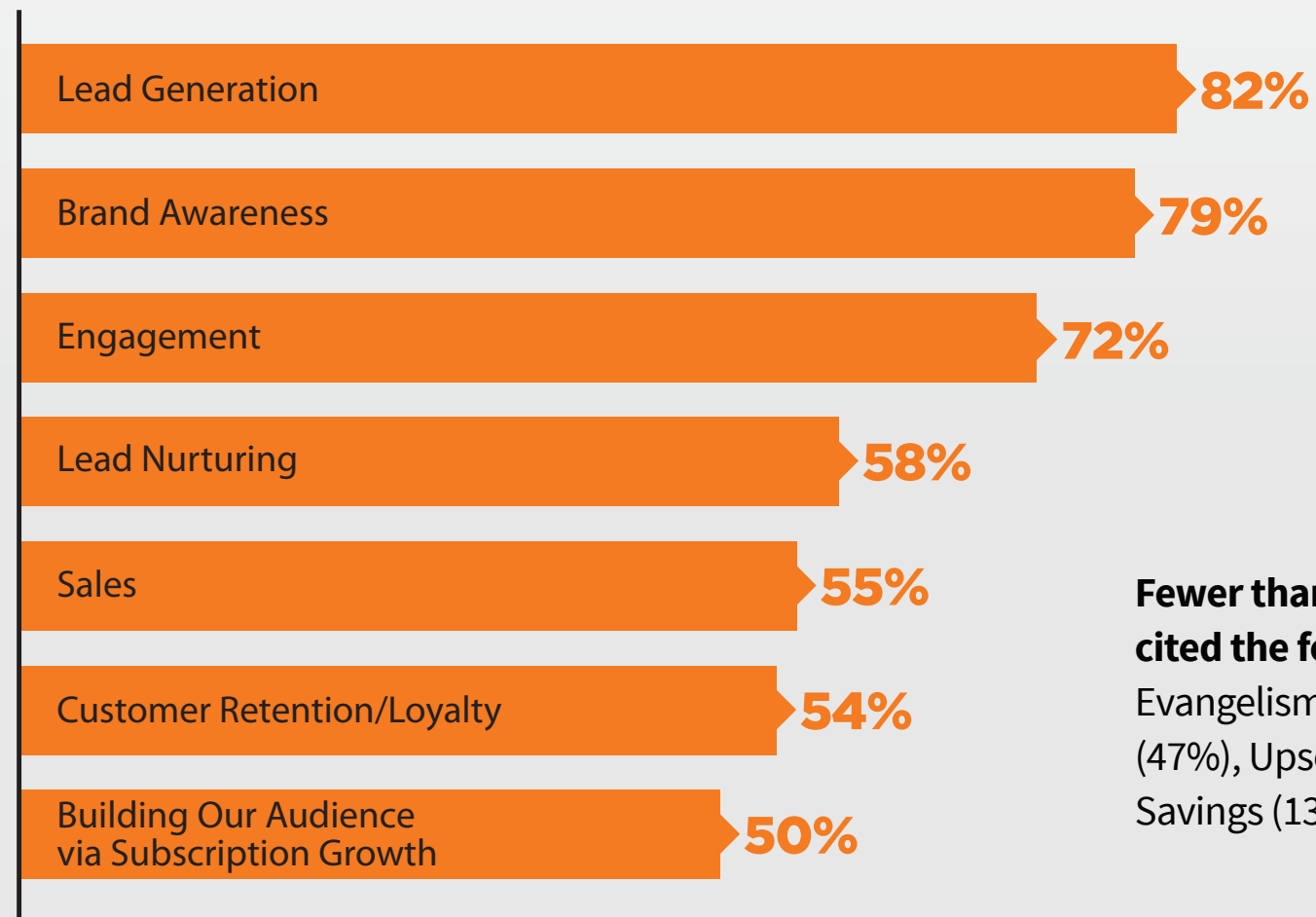
65%

Can demonstrate how content marketing has increased their number of leads



Which content marketing goals will your organization focus on over the next 12 months?

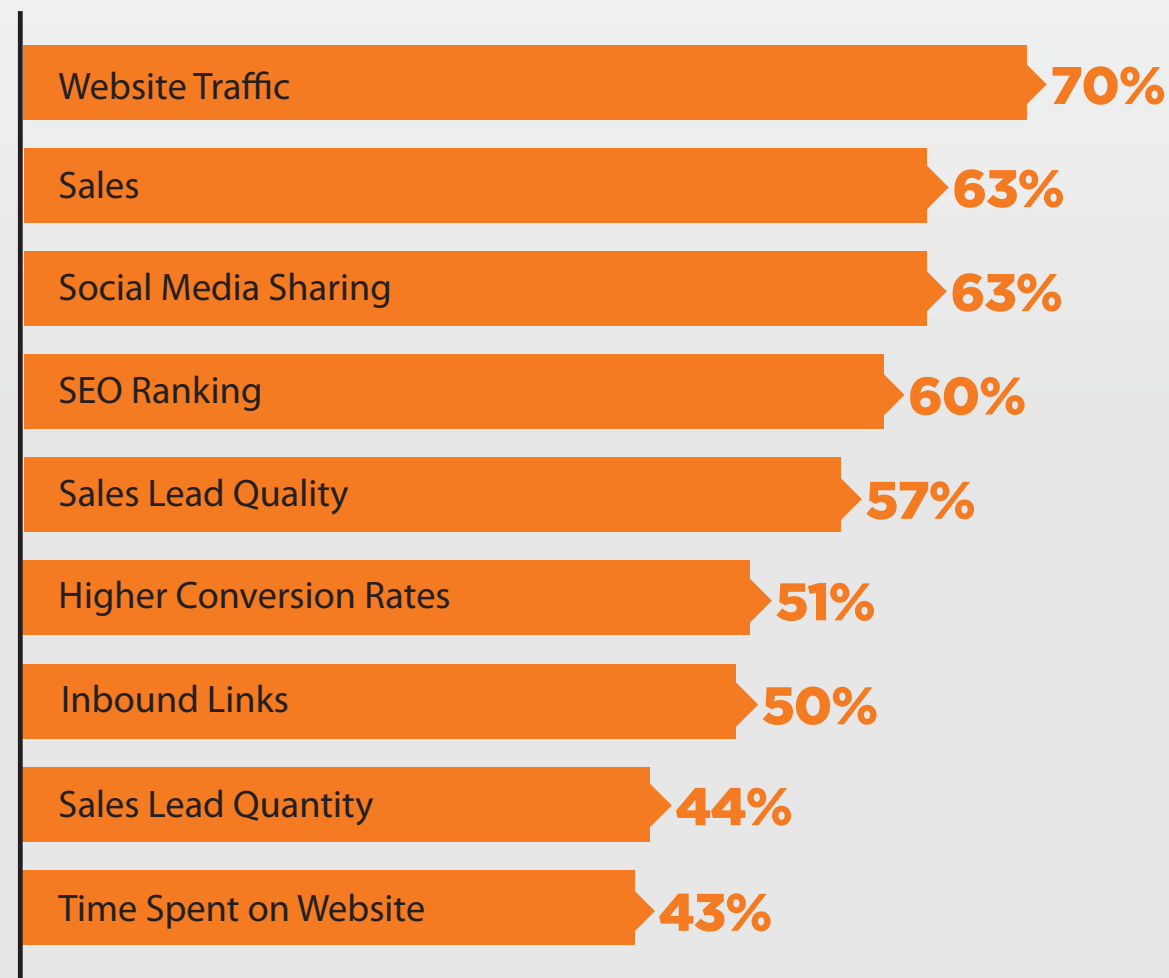
Organizational Goals for UK Content Marketing for Next 12 Months



Fewer than 50% of UK marketers cited the following goals: Customer Evangelism/Creating Brand Advocates (47%), Upsell/Cross-sell (37%), Cost Savings (13%), and Other (4%).

Which metrics does your organization use to determine how well its content marketing is producing results?

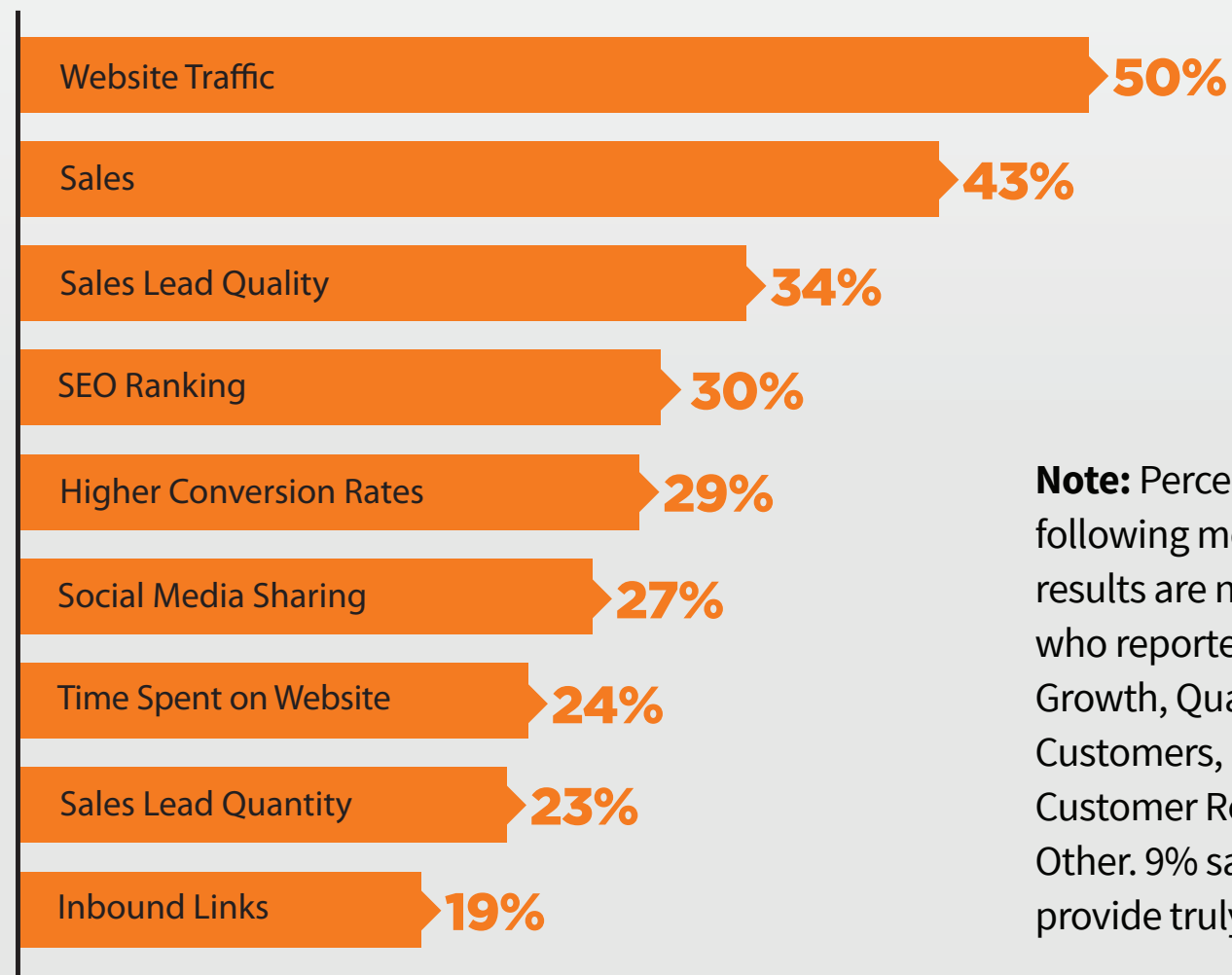
UK Content Marketing Metrics Usage



Fewer than 40% of UK marketers said they use the following metrics: Subscriber/Community Growth (39%), Qualitative Feedback from Customers (39%), Data Capture (33%), Purchase Intent (20%), Customer Renewal Rates (14%), Brand Lift (10%), and Other (1%). 8% said they do not use metrics.

Which metrics that your organization uses provide truly measurable results of your content marketing efforts?

Metrics Used That UK Marketers Say Provide Truly Measurable Results of Content Marketing Efforts



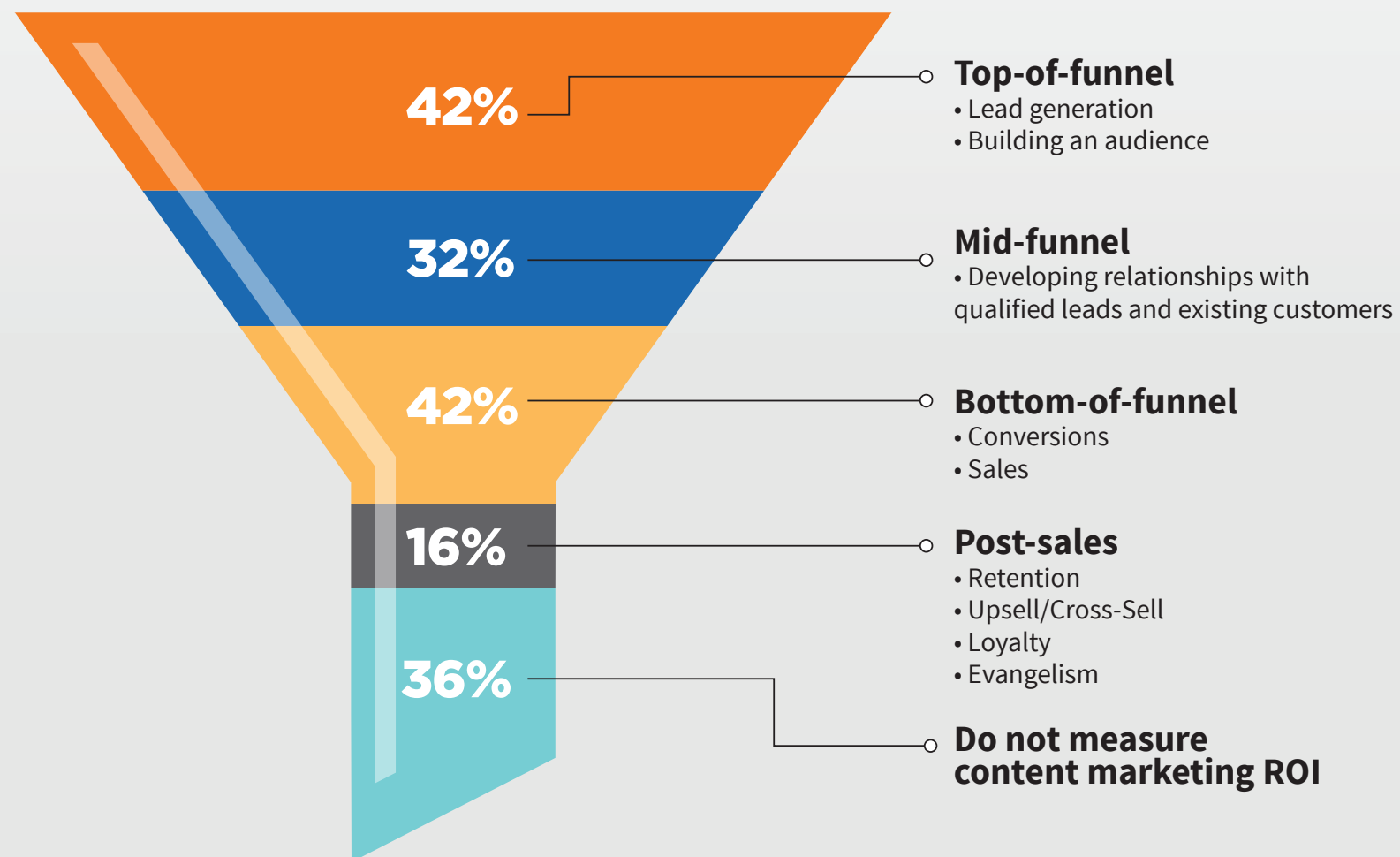
Note: Percentages of those who said the following metrics provide truly measurable results are not shown due to low number who reported use: Subscriber/Community Growth, Qualitative Feedback from Customers, Data Capture, Purchase Intent, Customer Renewal Rates, Brand Lift, and Other. 9% said none of the metrics they use provide truly measurable results.

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Base = UK content marketers who use the metrics shown.
Aided list; multiple responses permitted.

At which phases of the buyer's journey does your organization measure content marketing ROI?

Phases of Buyer's Journey Where UK Marketers Measure Content Marketing ROI



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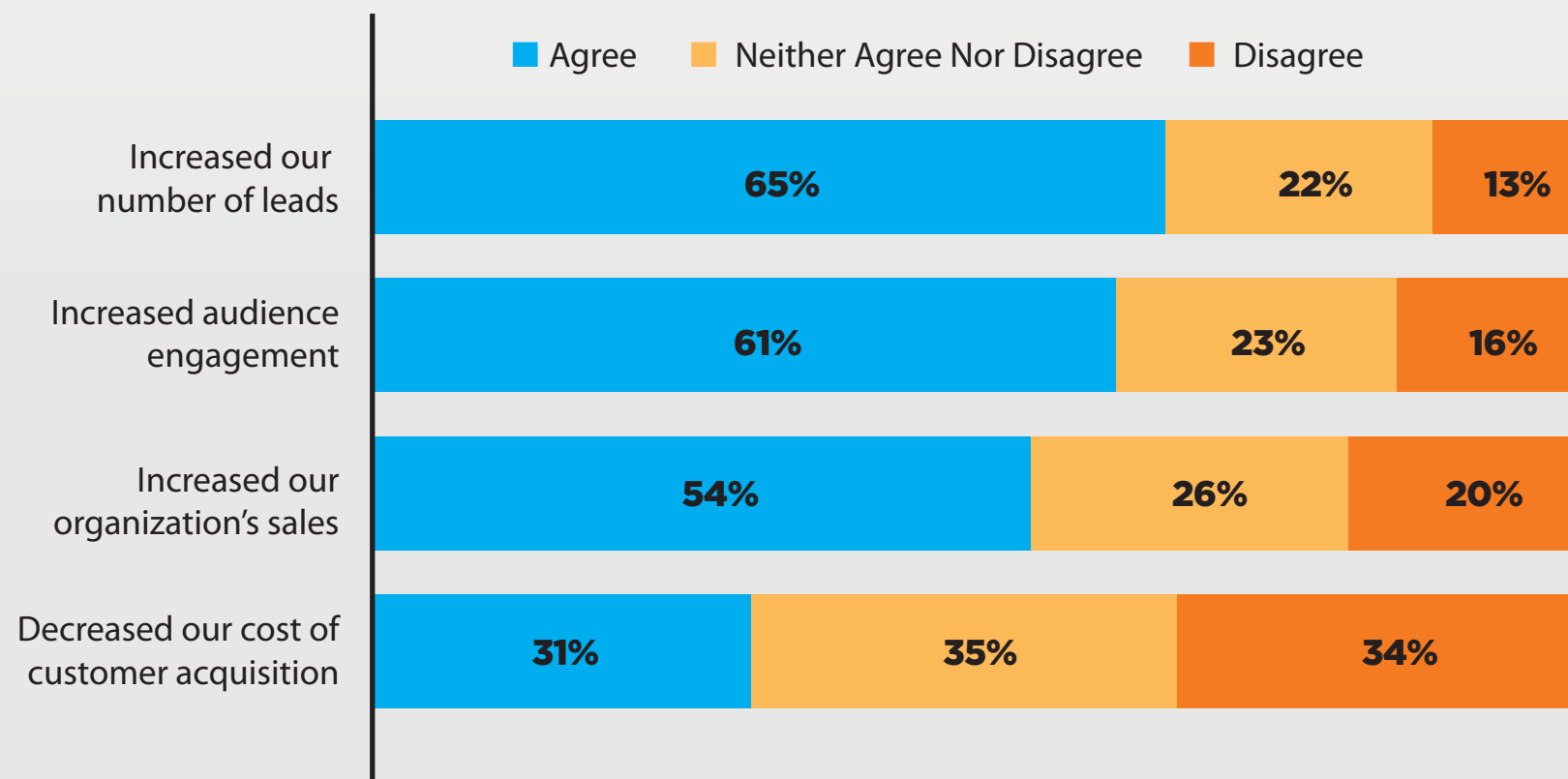
Base = UK content marketers. Aided list; multiple responses permitted.

GOALS & METRICS

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

UK Marketers' Metrics Agreement Statements

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



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Base = UK content marketers who use metrics to determine content marketing results; aided list.

BUDGETS & SPENDING

36%

Is the average proportion of total marketing budget that is spent on content marketing

53%

Plan to increase their content marketing spending over the next 12 months

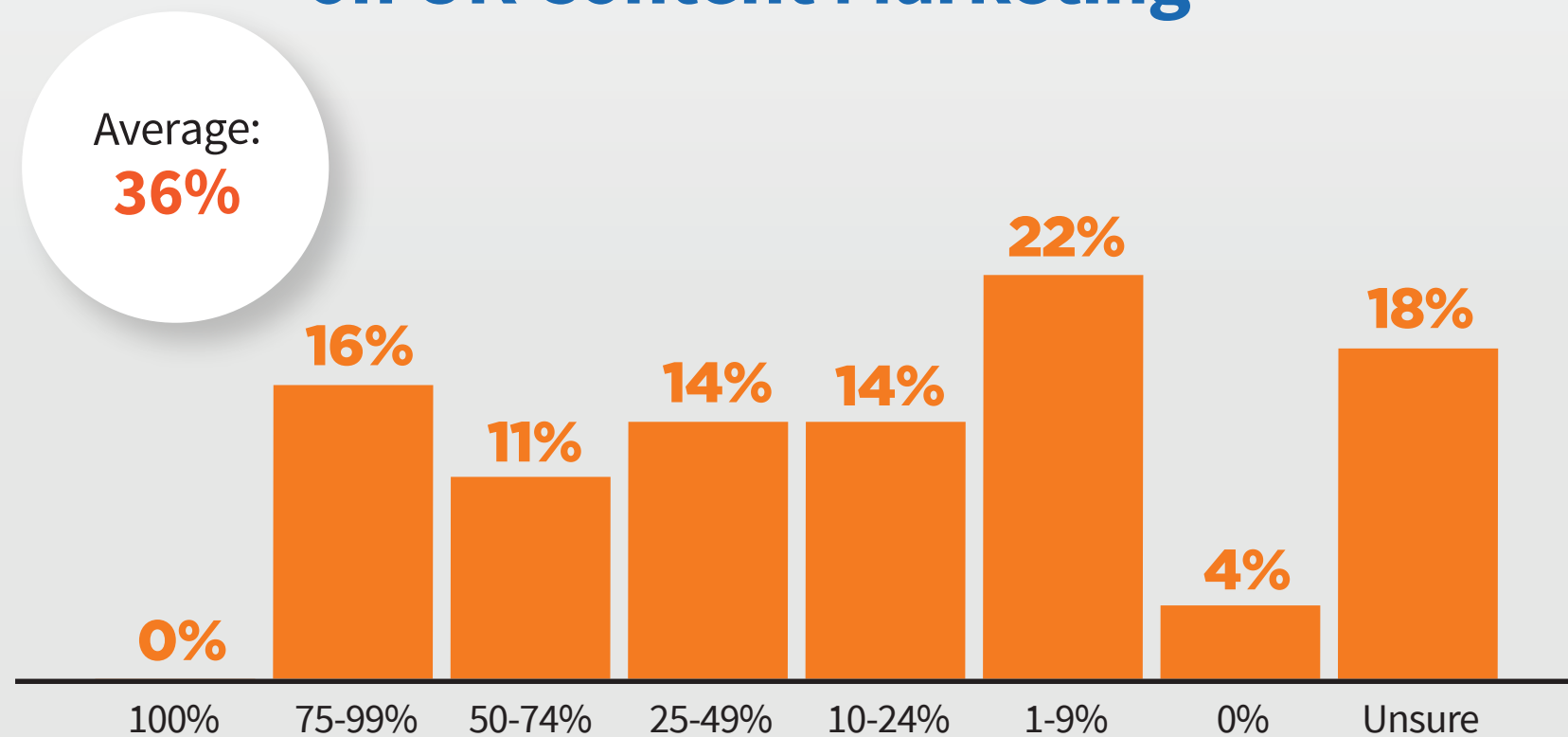
41%

Plan to keep their content marketing spending around the same level over the next 12 months



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

Percentage of Total Marketing Budget Spent on UK Content Marketing

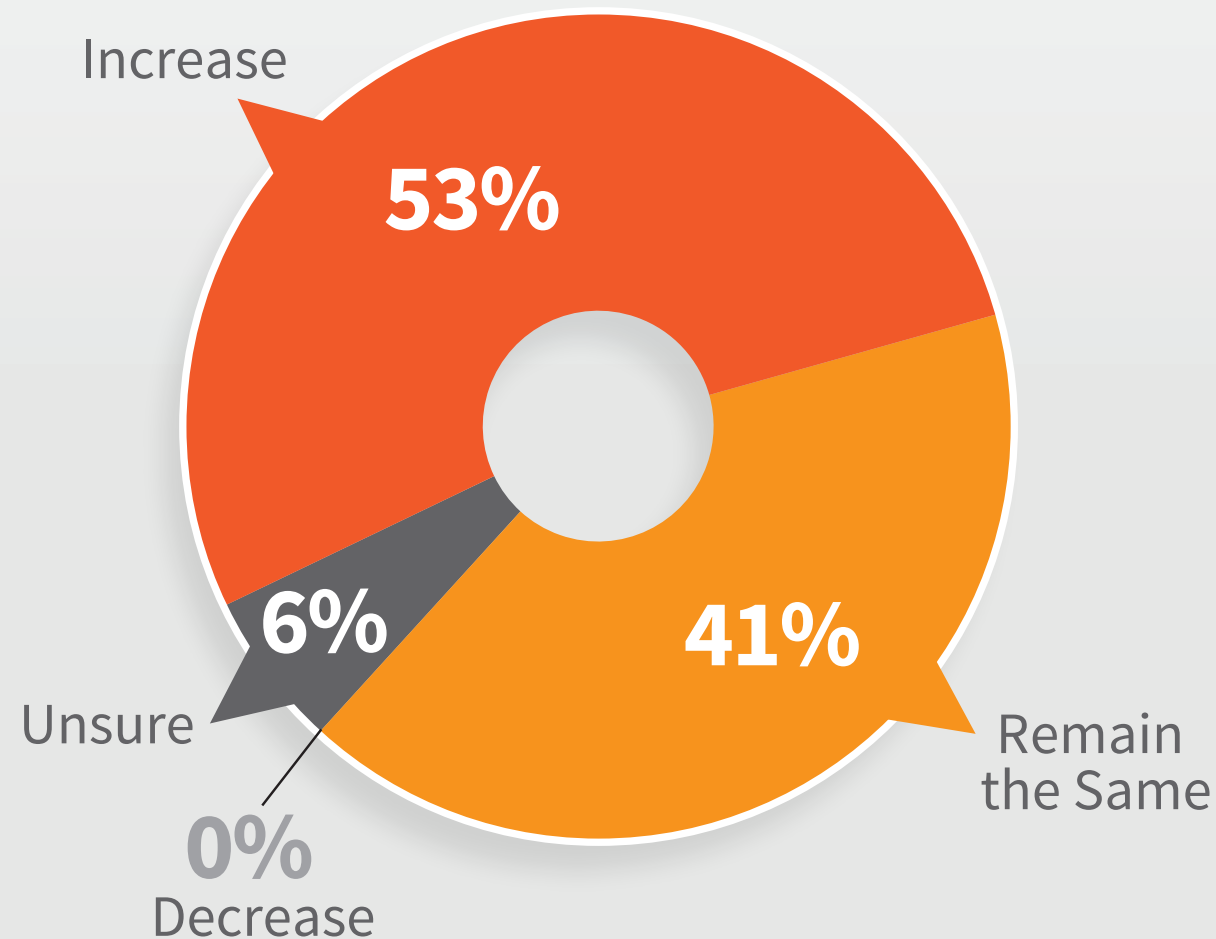


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Base = UK content marketers; aided list.

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

UK Content Marketing Spending (Over Next 12 Months)



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Base = UK content marketers; aided list.

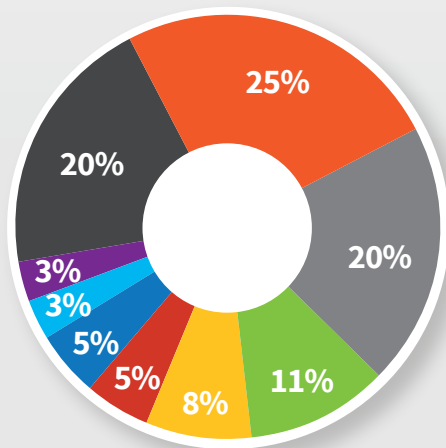
METHODOLOGY/DEMOGRAPHICS

Content Marketing in the UK 2017: Benchmarks, Budgets, and Trends was produced by **Content Marketing Institute** and sponsored by **Tomorrow People**.

The seventh annual content marketing survey, from which the results of this report were generated, was mailed electronically to a sample of marketers using lists from Content Marketing Institute, MarketingProfs, The Association for Data-driven Marketing & Advertising (ADMA), and WTWH Media.

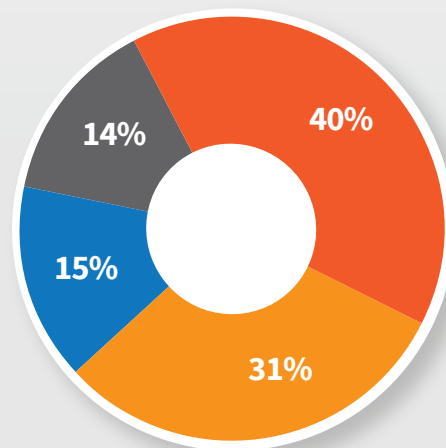
A total of 2,562 recipients from around the globe—representing a full range of industries, functional areas, and company sizes—completed the survey during July and August 2016. This report presents the findings from the 87 respondents who indicated their companies are for-profit organizations in the UK (80% B2B; 9% B2C; and 11% both B2B+B2C).

UK Industry Classification



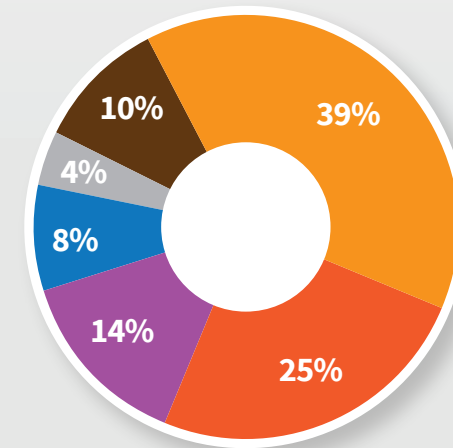
- Agency (Advertising, Digital, Content Marketing, PR, Marcom)
- Technology/IT/Software/Hardware
- Consulting
- Publishing/Media
- Engineering/Construction/Architecture
- Manufacturing
- Accounting/Banking/Financial Institutions
- Insurance
- Other

Size of UK Company (by Employees)



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

UK Job Title/Function



- Marketing/Advertising/Communications/PR Management
- Corporate Management (Owner/President, CEO, CMO)
- Content Creation/Management
- Marketing - Staff/Support/Administration
- Sales and Business Management
- Other

Content Marketing in the UK 2017: Benchmarks, Budgets, and Trends: Content Marketing Institute

ABOUT

Thanks to all the survey respondents and survey distribution partners who made this study possible.

About Content Marketing Institute (CMI)

Content Marketing Institute is the leading global content marketing education and training organization, teaching enterprise brands how to attract and retain customers through compelling, multichannel storytelling. CMI's **Content Marketing World** event, the largest content marketing-focused event, is held every September in Cleveland, Ohio, USA, and the **Intelligent Content Conference** event is held every spring. CMI publishes the bi-monthly magazine **Chief Content Officer**, and provides strategic consulting and content marketing research for some of the best-known brands in the world. Watch this [video](#) to learn more about CMI, a UBM company. To view all research and to subscribe to our emails, visit www.contentmarketinginstitute.com.

About Tomorrow People

Tomorrow People is an award-winning specialist B2B content agency based in Birmingham, UK. They use modern marketing techniques to redefine B2B brand experiences for some of the world's best-known companies. They do this by creating compelling content for everyone from tech start-ups right through to established financial service providers.

Founded by two partners in 2000, **Tomorrow People** employs over 30 people across editorial, web development, account management, design, and digital marketing teams, and works closely with a pool of sector expert copywriters and videographers.

Tomorrow People are pioneers of the inbound marketing approach, using highly relevant, targeted content to drive leads through a nurturing process and convert them into customers.