

# B2B CONTENT MARKETING: 2010 BENCHMARKS, BUDGETS AND TRENDS



In Association With:



# FOREWORD

---

Hello, Fellow B2B Marketer!

Like it or not, **B2B marketers are indeed publishers today.** While this mantra is becoming commonplace, do marketers see themselves in this light? And, more importantly, do they feel they have the skills and resources needed for [content marketing](#)?

MarketingProfs and Junta42 set out to find these answers. With the help of the Business Marketing Association (BMA) and American Business Media (ABM), we surveyed 1,100 North American marketers in May 2010. This is the largest, most comprehensive content marketing study of its kind in the world.

Fundamentally, the study reveals that marketers do consider content to be key to their marketing mix: **9 in 10 organizations market with content** – regardless of company size or industry.

Our findings also confirm that marketers are committing time, resources and budget to the discipline of content marketing:

- **On average, B2B marketers employ eight different tactics to achieve their marketing goals.**
- **51% report that they plan to increase their spend in content marketing over the next 12 months.**
- **Marketers on average spend over a quarter of their marketing budget on content marketing.**

However, while marketers are committing time and budget to transform their marketing departments into publishing departments, there is a lot of uncertainty about effectiveness. Looking at all of the tactics marketers use, there is a large “confidence gap” in which marketers use tactics but are unsure of how effective they are.

In short, even though the practice of content marketing has been around for more than 100 years, most marketers are brand new to content marketing. Ultimately, we may be just getting out of the dugout for a nine-inning game. Lots of progress...even more potential.

*B2B Content Marketing: 2010 Benchmarks, Budgets and Trends* provides a detailed look at many aspects of content marketing, including the tactics used, social media, goals, measurements, budgets, outsourcing and challenges. The end of the report presents the practices of self-described “best in class” content marketers.

We both hope you can use this report to benchmark your content marketing efforts and get ideas on how to move to the next level.

**Roy Young**

President  
MarketingProfs

**Joe Pulizzi**

Founder  
Junta42 | Content Marketing Institute

**If you think this report is useful, please share it:**



# EXECUTIVE SUMMARY

---

## STUDY SHOWS B2B CONTENT MARKETING IS MAINSTREAM; MARKETERS STRIVE TO BE MORE EFFECTIVE

*B2B Content Marketing: 2010 Benchmarks, Budgets and Trends* represents the largest, most comprehensive survey about content marketing in the business-to-business (B2B) space to date. We surveyed over 1,100 North American marketers from diverse industries and a wide range of company sizes in May 2010 and **discovered that content marketing is now a well-established, core marketing strategy in the B2B marketplace.** Marketers have transformed themselves into authors and publishers, and in doing so, have ventured into areas where they must develop new key competencies to be effective.

For purposes of the research, the survey defined “content marketing” as follows:

“Content marketing/custom media (sometimes called custom publishing, custom content or branded content) is the creation and distribution of educational and/or compelling content in multiple formats to attract and/or retain customers.”

Respondents were not informed that the survey questions focused on content marketing in order to capture an understanding of the breadth of practice in this emerging field.

MarketingProfs and Junta42|Content Marketing Institute conducted the study, with support from American Business Media and the Business Marketing Association. Readex Research provided assistance in the development and execution of the survey.



# MAJOR FINDINGS IN 5 KEY AREAS

## 1. Usage and Effectiveness:

**Nine out of 10 B2B marketers are using content marketing to grow their businesses.** The most popular tactics are social media (excluding blogs) (79%), articles (78%), in-person events (62%) and eNewsletters (61%). On average, marketers use eight content marketing tactics to achieve their marketing goals.

**Enthusiasm for content marketing is high; however, marketers are still unsure about the effectiveness and impact of individual tactics, distribution channels, and measurement techniques.** We discovered a significant “confidence gap” between the rates of adoption of specific content marketing tactics and the perceived effectiveness of those same tactics. **For example, among those who use content marketing, 79% have adopted social media tactics (excluding blogs), but only 31% of those who use social media rate the tactic as effective in their marketing.**

Content marketing deployment is high across industries, with **no single industry reporting below 78% adoption.** There are marked differences in how different industries are using various content marketing tactics, with the **computing/software industry reporting the highest level of adoption.**

## 2. Goals and Measurement:

Marketers report that content marketing supports multiple business goals, led by brand awareness (78%), customer retention/loyalty (69%) and lead generation (63%); the least widely employed goal for content marketing is lead management/nurturing.

Web traffic is the most widely used success metric (56%) followed by direct sales (49%).

## 3. Budgets and Production:

On average, B2B marketers allocate approximately **26%** of their total budgets to content marketing initiatives. The smaller the company, in terms of employees, the larger the percentage they spend on content marketing.

Most marketers (51%) report they plan to spend more money on content marketing in 2011.

Outsourcing for content marketing is employed by over half of B2B marketers (55%).

## 4. Challenges:

For businesses with existing content marketing strategies, **the largest challenge is “producing the kind of content that engages prospects and customers”** (36% of respondents). One fifth say that “producing enough content” (21%) and “budget to produce content” (19%) are their greatest challenge in content marketing.

**NINE OUT OF 10 B2B MARKETERS ARE USING  
CONTENT MARKETING TO GROW THEIR BUSINESSES.**



## 5. Practices of Best in Class:

**41% of marketers classify themselves as more effective in content marketing than their competitors.** While all marketers struggle to become more effective, the good news is that we see practices among these “best in class” that others can adopt. This group spends more and is more strategic in their approaches:

- They allocate a much larger percentage of their marketing budget to content marketing. Effective marketers allocate 30% of their marketing budget to content marketing versus less effective marketers who allocate only 18%.
- They consider the “stage in the buying cycle” when developing content.
- They benefit from substantially more buy-in from senior members of the organization. Only 7% of effective marketers complain about lack of buy-in from higher-ups versus 23% of those who rate themselves as less effective.

**Looking at all of the data, much education is still needed about content planning, development, promotion and measurement. But, the opportunity is extensive, regardless of company size or industry.**

# DETAILED FINDINGS

The following report of study findings provides insight into these areas:

- How B2B marketers are using content to drive demand and revenue—and where specifically they are finding success.
- The adoption rate of various content tactics.
- Average budget allocations for content creation and distribution.
- Insights into outsourcing of content marketing.
- The most common challenges marketers face as they race to expand their content portfolios.

Where relevant, the report also offers analysis of content marketing strategy and execution by industry, functional area, and company size.

## 1. USAGE AND EFFECTIVENESS

**Nearly 90% Of Marketers Use Content Marketing; Use Complete Range Of Content Types And Platforms.**

- ▶ **On average, B2B marketers use eight different content marketing tactics as part of their overall portfolios. However, there is still strong uncertainty about the effectiveness of different content types. This lack of certainty is similar across industries, functional areas, and company sizes.**

### Content Marketing Tactics Used

Social media (excluding blogs) and article posting are the most popular tactics and are currently used by 79% and 78% of B2B marketers, respectively (Figure 1).

Beyond our top two, B2B marketers report relatively high adoption of in-person events (62%), eNewsletters (61%), case studies (55%) and blogs (51%).



White papers (43%) and webcasts/webinars (42%) are also widely used as part of B2B marketers' communication strategies. Print custom magazines (42%) scored relatively strongly, even though these tools usually require significantly higher investment.

Content marketing deployment is high across industries, with no single industry reporting below 78% adoption. Within each of these content marketing tactics, **adoption levels by industry shows some marked differences.**

The **computing/software industry** has the highest rate of adoption of content marketing strategies (94%). Computing/software professionals show a higher-than-average adoption of case studies (83% versus average of 55%). These tech companies are also much more likely to use webinars and webcasts (69% adoption versus average of 42%).

## CONTENT MARKETING USAGE (BY TACTIC)

n=985

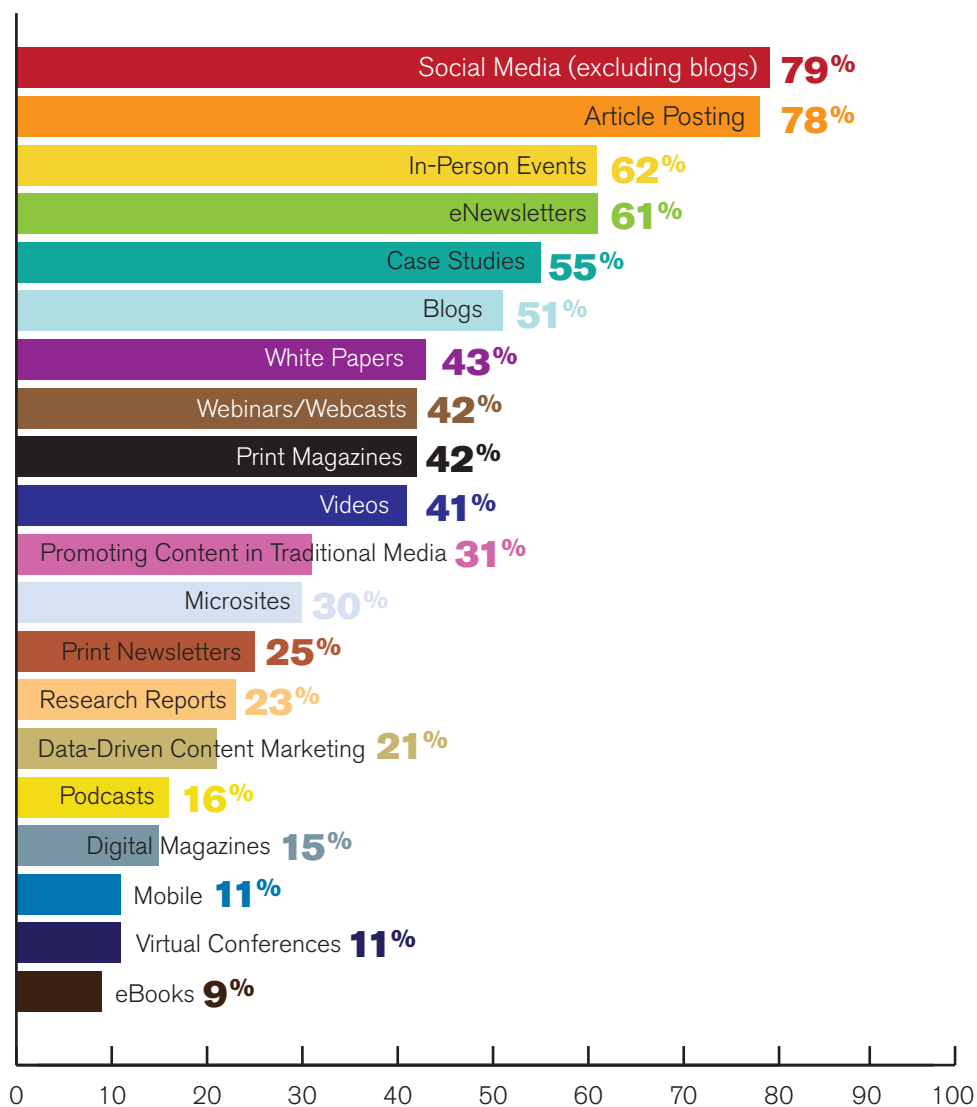


Figure 1

B2B Content Marketing: 2010 Benchmarks, Budgets and Trends | MarketingPros/Junta42



Additionally, they have a higher tendency to use content marketing to support the sales cycle—63% of respondents from the computing/software industry use content marketing for lead management and nurturing, versus 37% on average.

Even highly regulated industries such as **banking and financial services** have high rates of content marketing adoption (93%); however, their focus is on traditional formats, such as articles (82%). They also use social media significantly less often than other industries (62% adoption versus 79% average).

Respondents in the **healthcare industry**—who also operate in a highly regulated environment—favor in-person events above all other content products (83%).

As natural content creators, the **advertising/marketing** industry as well as **radio/tv/publishing** industry have an understandably higher rate of adoption of social media tactics than all other industries (over 90% adoption rate for social media (except blogs), versus 79% study average).

**Agriculture** has a relatively high adoption of content marketing (78%) but gravitates to more traditional formats such as print newsletters (56% adoption in agriculture versus 25% average).

For some tactics, adoption varies widely based on company size:

- On average, the larger the company, the greater number of content marketing tactics they use. **The largest companies (those with over 1000 employees) use 9 tactics, and the smallest companies (those with fewer than 10 employees) use 6 tactics.**
- In general, the largest companies report a higher adoption rate of most tactics. Two of the tactics with marked differences are **print magazines (59% of the largest companies use versus 19% of the smallest companies) and microsites (50% of the largest companies use versus 19% of the smallest companies).**
- **Smaller companies are faster to adopt social media, blogs, and eBooks.** The most notable difference is with blogs; they are used by 64% of the smallest companies and only 39% of the largest companies.

**SMALLER COMPANIES ARE FASTER TO ADOPT  
SOCIAL MEDIA, BLOGS, AND EBOOKS**



## Social Media Distribution Channels

We also asked marketers to report on what types of distribution channels they use to push social media content out to their markets. Twitter trumps (barely) all other social media distribution types (Figure 2). **55% of respondents use Twitter to distribute content, compared to 54% using Facebook and 51% using LinkedIn.**

YouTube's adoption rate (38%) closely mirrors the adoption rate of videos in general (41%) among content marketers.

## PERCENTAGE OF MARKETERS WHO USE VARIOUS SOCIAL MEDIA SITES TO DISTRIBUTE CONTENT

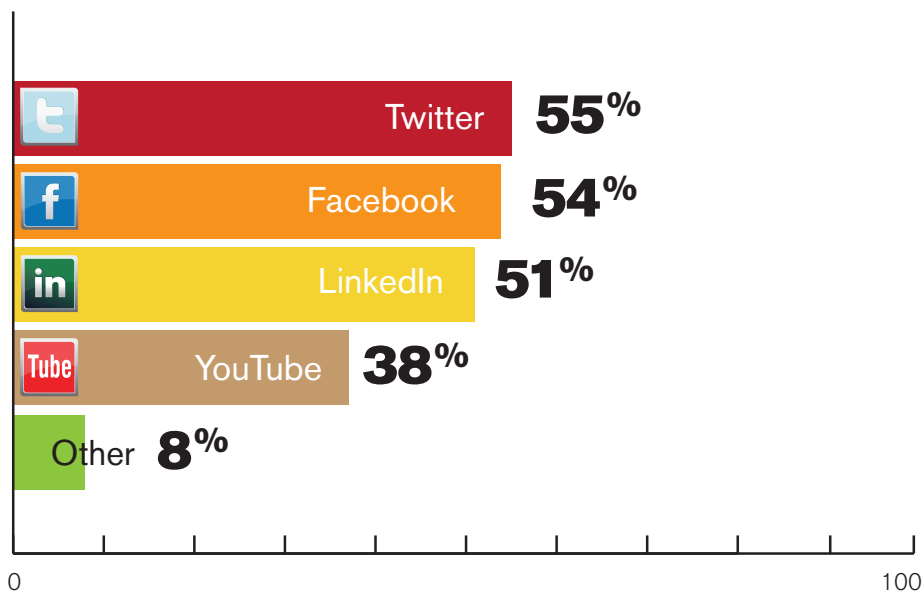


Figure 2

B2B Content Marketing: 2010 Benchmarks, Budgets and Trends | MarketingProfs/Junta42

## Content Marketing Effectiveness

The diversity of content products and distribution channels has led to some confusion—and lack of confidence—about what strategies are truly effective in helping organizations achieve their goals. Marketers are still finding their footing in the social media and custom publishing world.

In addition to asking survey respondents to tell us which content marketing products they currently employ in their companies, we also asked them to rate the effectiveness of each of these products in their marketing efforts on a scale of one (low effectiveness) to five (high effectiveness).



When we consider the adoption rates of each content vehicle measured against the perceived effectiveness of that particular vehicle among those who use that tactic, we find a “confidence gap” (Figure 3). That is, **while companies invested in a number of content marketing products, they may not have confidence in how they are using each of those products.**

We cannot be sure whether this lack of confidence is due to true ineffectiveness of any given strategy or simply the inability to measure effectiveness. What is clear, however, is that **content marketers likely need substantially more education about best practices, as well as access to robust benchmarking data to guide their decision-making.**

It should be noted that the newer tactics, such as social media (not including blogs) as well as blogs themselves are being experimented with by B2B marketers. According to the [Junta42/BtoB Magazine 2008](#) study, blogs were used by only 28% of B2B marketers. Today, that number has nearly doubled. So, even though blogs have been around for a decade, most B2B marketers are new to this tactic.

# CONFIDENCE GAP

## Effectiveness Ratings of Tactics Among Users

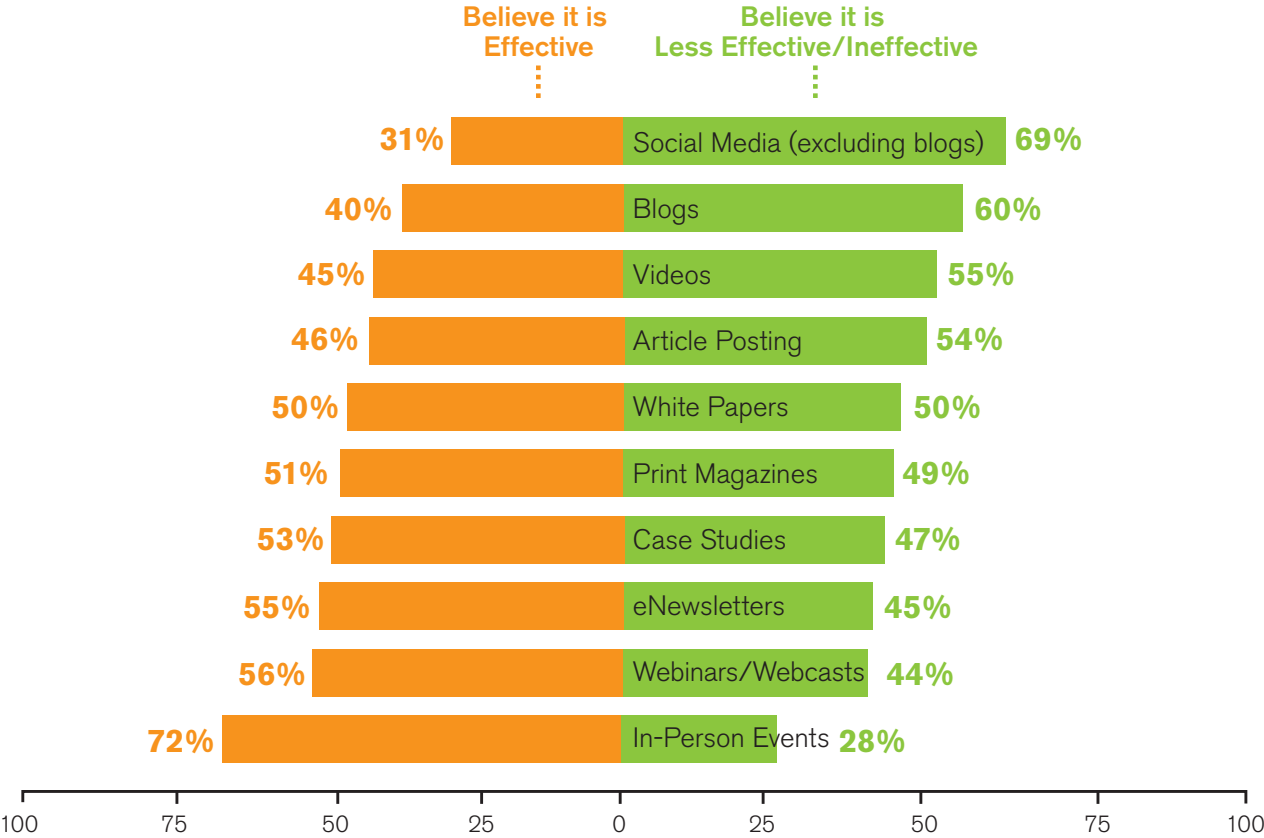


Figure 3  
 B2B Content Marketing: 2010 Benchmarks, Budgets and Trends | MarketingProfs/Junta42



When looking solely at the marketers who are using each of these tactics (Figure 4), the confidence gap is particularly acute for certain content vehicles/strategies.<sup>1</sup>

- Social media (excluding blogs), although relatively new, is already widely adopted (79%), but only 31% of respondents feel they are an effective tactic<sup>1</sup>.
- Article posting is a top-used strategy at 78% adoption; however, only 46% rate it as effective.
- 42% of marketers are using webinars, with 56% of users rating them as effective.
- ENewsletters are used by 61% of respondents; 55% find them effective.
- Blogs are popular with 51% of respondents, with 40% rating them effective.
- **The in-person events category has the highest level of alignment between adoption and effectiveness.** 62% use in-person events as a content vehicle, and 72% find this strategy effective.

## CONTENT MARKETING TACTIC EFFECTIVENESS RATINGS: HIGH & LOW

Among those who use a particular content marketing tactic, what percentage of marketers believe that tactic is either “very effective” or “effective”?



Figure 4  
B2B Content Marketing: 2010 Benchmarks, Budgets and Trends | MarketingProfs/Junta42

<sup>1</sup> In this case, “effective” is defined as a ranking of “4” or “5” on a scale of 1 to 5.

## 2. GOALS AND MEASUREMENT

### Brand Awareness, Loyalty Are Top Content Marketing Goals.

► Marketers use a number of metrics to measure effectiveness. Web traffic and direct sales top the list.

There are a number of reasons why marketers are adopting content marketing strategies (Figure 5). Marketers most widely cite brand awareness (78%), customer retention (69%), customer recruitment (61%), lead generation (63%), and website traffic (55%) as the organizational goals they want to impact through their content marketing efforts. Thought leadership (52%), sales (51%) and lead management/nurturing (37%) are other goals that marketers cite.

## ORGANIZATIONAL GOALS FOR CONTENT MARKETING

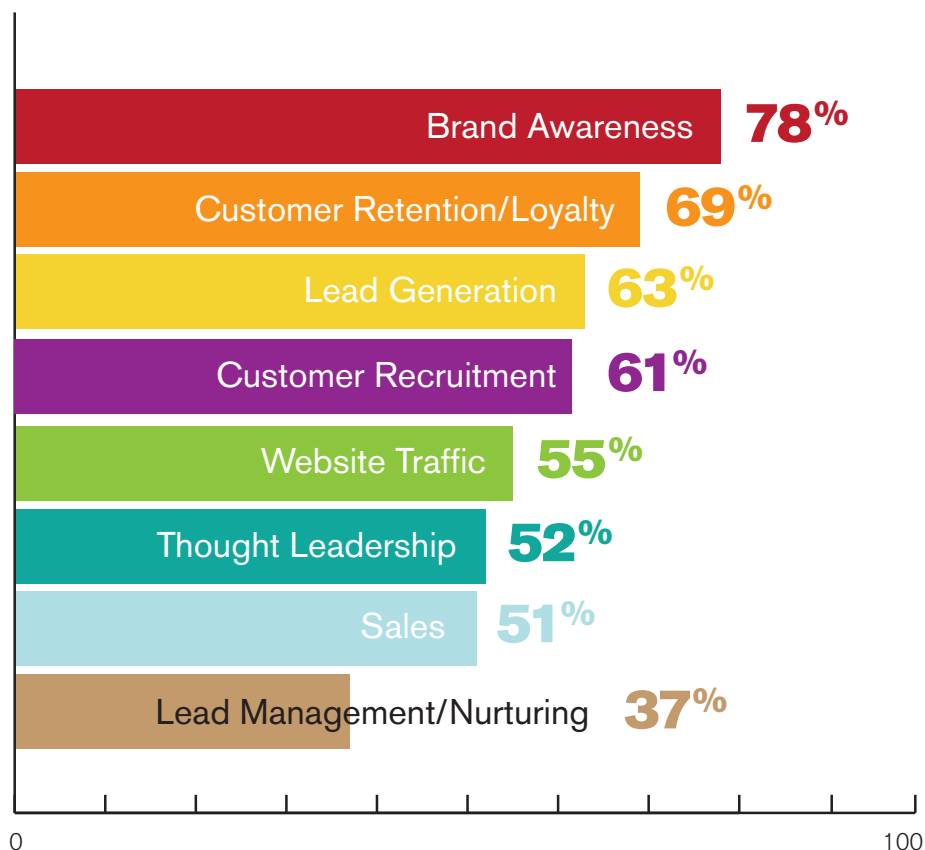


Figure 5

B2B Content Marketing: 2010 Benchmarks, Budgets and Trends | MarketingProfs/Junta42

To measure the effectiveness of content marketing, marketers rely on a number of criteria, including web traffic (56%), direct sales (49%), sales lead quality (44%) and qualitative customer feedback (44%) (Figure 6).

## MEASUREMENT CRITERIA FOR CONTENT MARKETING SUCCESS

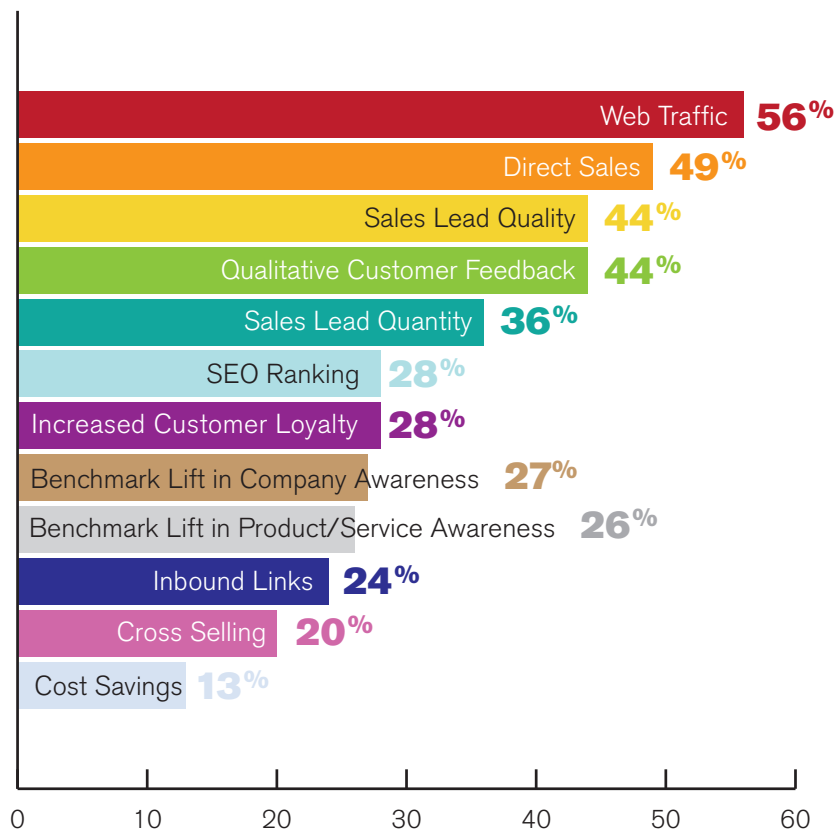


Figure 6

B2B Content Marketing: 2010 Benchmarks, Budgets and Trends | MarketingPros/Junta42

### 3. BUDGETS AND PRODUCTION

#### **Content Marketing Spend Is Up; Expected To Grow. Marketers Split Between Insourcing and Outsourcing.**

- ▶ Investment in content marketing continues to grow; 51% of respondents indicate that they will increase spending on content marketing in 2011. On average, approximately 26% of B2B marketers' total budget is allocated to content marketing efforts. Over half of respondents use outsourcing for at least a portion of their content marketing activities.

## Content Marketing Spending

An expanding budget is great news for content marketers—particularly given the current constraints of many cash-strapped organizations. In fact, **investment in content marketing has been on the rise for the last three years**, a period that coincided with a historic fiscal crisis<sup>2</sup>.

According to our findings, B2B marketers, on average, spend 26% of their budgets on content marketing activities. (Note: We asked marketers to estimate how much their organization spends on content creation and distribution; they did not specifically estimate the time internal resources spend on content marketing, which is obviously a cost as well.)

The smaller the company, in terms of employees, the larger the percentage they spend on content marketing (Figure 7). Companies with fewer than 10 employees spend 34% of their budget on content marketing whereas companies with greater than 1000+ employees spend 21% of their budget on content marketing.

# PERCENTAGE OF MARKETING BUDGET ALLOCATED TO CONTENT MARKETING

By Company Size (Based On Number Of Employees)

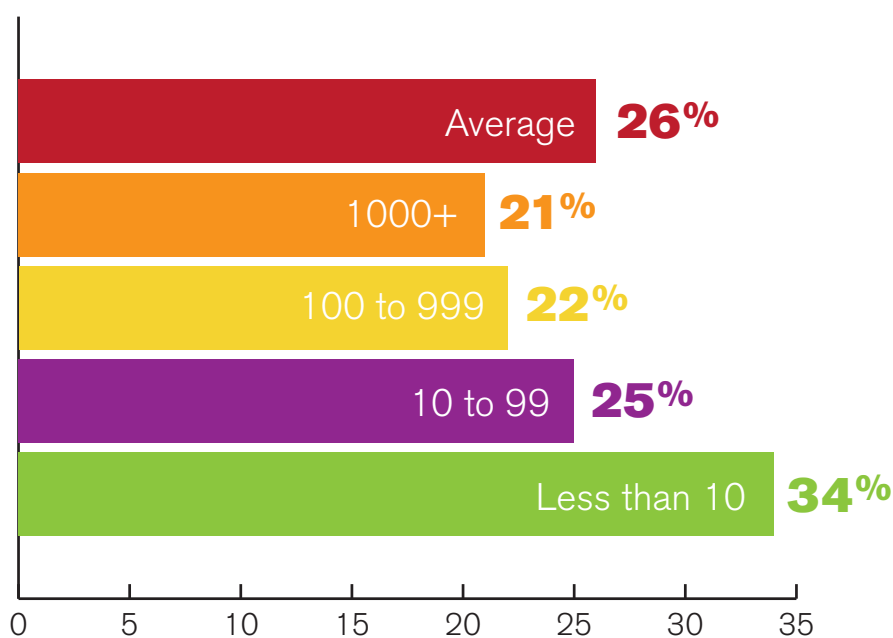


Figure 7

B2B Content Marketing: 2010 Benchmarks, Budgets and Trends | MarketingProfs/Junta42

<sup>2</sup> <http://www.junta42.com/media/38066/content-marketing-spending-2010-results-junta42.pdf>

On average, B2B marketers report they spend \$78,600 on content creation and \$301,000 on content distribution. The larger the company, the higher the spend. Additionally, the ratio of spend on content distribution versus creation increases with the size of the company (Figure 8). For instance, companies with more than 1000 employees spend over 4.5 times as much on content distribution as they do on creation, and companies with fewer than 10 employees spend only 1.5 times as much on distribution as they do on creation.

**COMPANIES WITH OVER 1000 EMPLOYEES SPEND OVER 4.5 TIMES AS MUCH ON CONTENT DISTRIBUTION AS THEY DO ON CREATION**

## CONTENT MARKETING SPEND BY COMPANY

Company Size (employees)	Creation	Distribution	Total
Fewer than 10	\$22,700	\$34,000	\$56,700
10 to 99	\$42,400	\$100,000	\$142,400
100 to 999	\$77,200	\$258,000	\$335,200
1000 +	\$182,300	\$875,000	\$1,057,300
Average	\$78,600	\$301,000	\$379,600

Figure 8

B2B Content Marketing: 2010 Benchmarks, Budgets and Trends | MarketingProfs/Junta42



On average, 51% of marketers indicated that they plan to increase their content marketing budgets over the next 12 months (Figure 9). This figure is relatively consistent across industries, company size and other segments.

### Content Marketing Outsourcing

Just over half (52%) of B2B marketers use a mix of insourced and outsourced content, and 45% use in-house content development only. Outsource-only strategies are rare at only 3% (Figure 10).

## CONTENT MARKETING SPENDING (OVER NEXT 12 MONTHS)

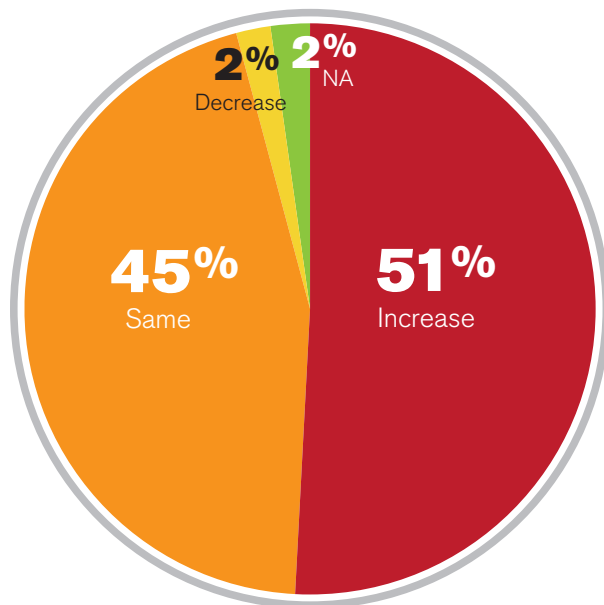


Figure 9

B2B Content Marketing: 2010 Benchmarks, Budgets and Trends  
MarketingPros/Junta42

## INSOURCE VS. OUTSOURCE OF CONTENT MARKETING

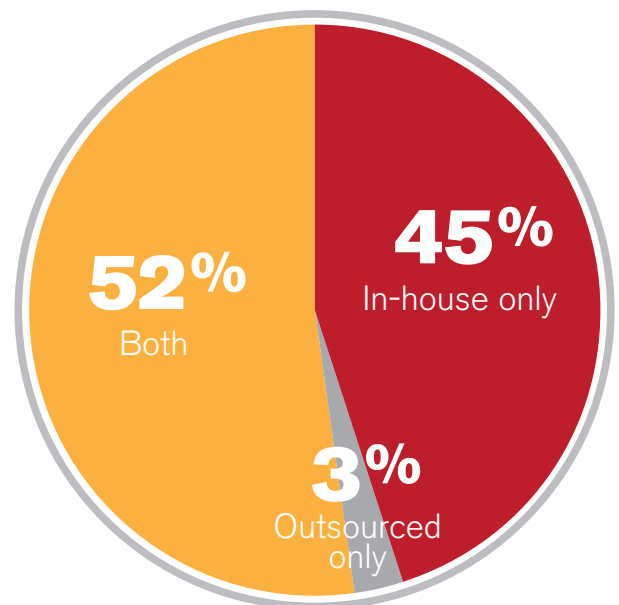


Figure 10

B2B Content Marketing: 2010 Benchmarks, Budgets and Trends  
MarketingPros/Junta42



Our survey also finds that **larger companies (defined as greater than 1,000 employees) are 60% more likely than smaller companies (fewer than 10 employees) and 40% more likely than the average company to outsource content** (Figure 11). This is probably because of both the complexity of content management as well as more ample budgets.

As content marketing budgets increase, so too does the percentage of companies that outsource.

**The share of organizations that choose to insource all their content creation differed significantly by industry.** On average, 45% of companies exclusively insource their content. Businesses that are natural content producers are less likely to outsource: advertising/marketing (43%) and radio/tv/publishing (37%). These results differed significantly from other industries, where content creation is perhaps a bigger stretch from the company's core competencies: telecommunications (75%), healthcare (67%), education (64%), and agriculture (64%). Highly regulated industries are more likely to outsource.

**THE SHARE OF ORGANIZATIONS WHO CHOOSE TO INSOURCE ALL THEIR CONTENT CREATION DIFFERED SIGNIFICANTLY BY INDUSTRY.**

## PERCENTAGE OF COMPANIES THAT OUTSOURCE CONTENT MARKETING

Company Size (employees)	Percentage That Outsource
Fewer than 10	48%
10-99	42%
100-999	54%
1000+	77%
Average	55%

Figure 11

B2B Content Marketing: 2010 Benchmarks, Budgets and Trends | MarketingProfs/Junta42





When seeking out the right vendors to support content marketing—whether writing, management or production—marketers rely most often on professional networks (Figure 12). Forty-eight percent report that referrals/word of mouth is an effective means of identifying talent, and 38% seek out an internal resource. Search engines are used by 31%. Ten percent currently use online search firms.

## FINDING CONTENT MARKETING VENDORS

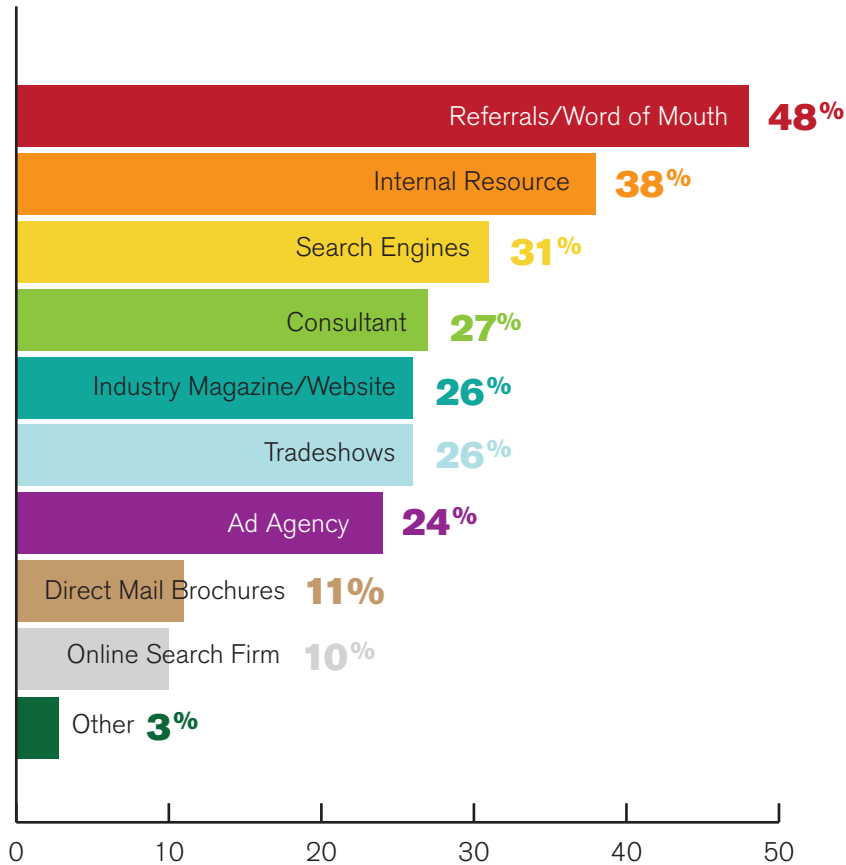


Figure 12  
B2B Content Marketing: 2010 Benchmarks, Budgets and Trends | MarketingProfs/Junta42

## 4. CHALLENGES IN CONTENT MARKETING

### Marketers Challenged To Stay Relevant and Compelling.

► Producing engaging content is the number one challenge, but resource constraints are close behind.

For businesses with existing content marketing strategies, **the largest challenge (for 36% of respondents) is “producing the kind of content that engages prospects and customers” (Figure 13).**



# BIGGEST CONTENT MARKETING CHALLENGE

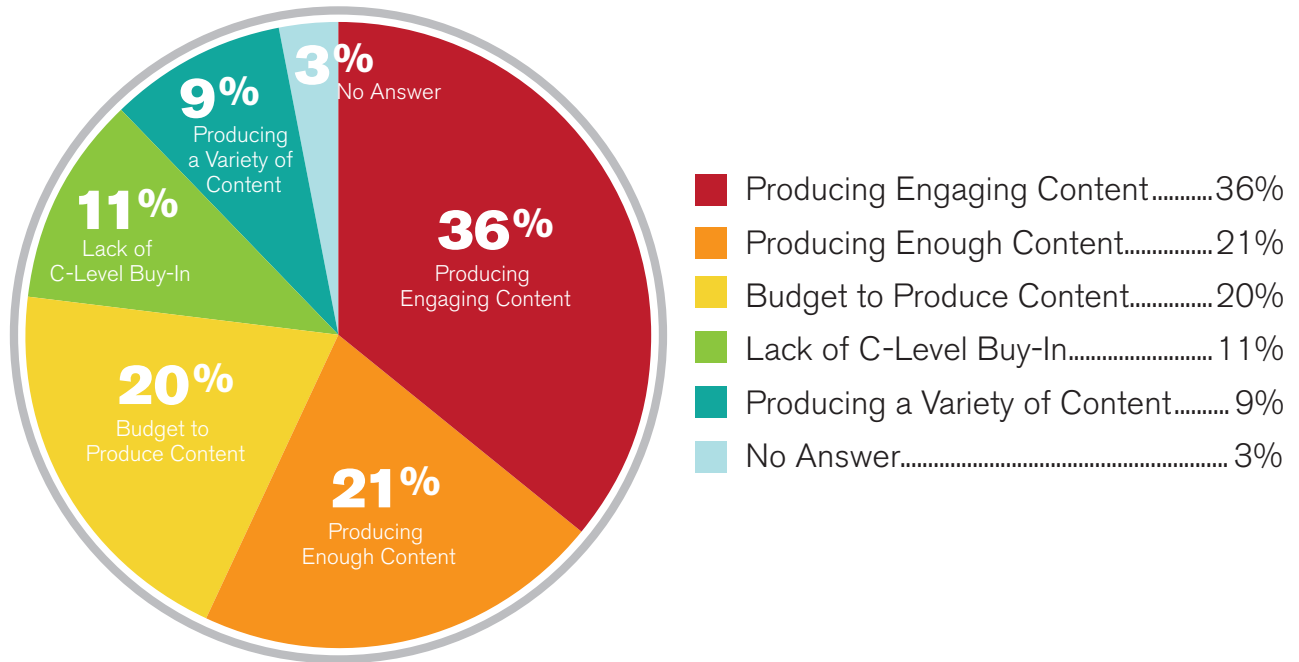


Figure 13

B2B Content Marketing: 2010 Benchmarks, Budgets and Trends  
MarketingProfs/Junta42

Marketers were asked to explain what particular challenges they face within their own organizations.

*“The problem is getting the right content to the right people, even while knowing that key decision-makers are not an easy audience to reach. Producing smart, highly targeted and truly innovative content can be really challenging.”*

*“It’s often difficult to find topics that have not already saturated the market. Putting a different spin on a subject takes time.”*

*“Our biggest challenge is finding things for our potential customers to get excited about. The products we sell are not easy to get excited about.”*

The next two challenges one might view as two faces of the same coin: Producing enough content (21%) and having the budget to produce enough content (19%). **Budgetary challenges unified many of the narrative responses to this particular question.**

Marketers explained:

“Most of what we did last year was traditional marketing collateral, with first foray into web calculators and custom publication. It’s seeing how a wider variety can generate leads on our website and having the means to build traffic and convert from the site from, say, white paper or eBook.”

“Creating content is just the tip of the iceberg. You then need to complement it with all the promotional tools used in the marketing mix (blogs, videos, micro sites, newsletters, social media). At the end of the day, a piece of content that takes eight hours to write up may take 40 hours to promote.”

## 5. PRACTICES OF BEST IN CLASS

### Lesson From The Best Content Marketers: Do More.

- ▶ Self-described “effective” content marketers—those who rate their work as more effective than their competitors’—invest in a greater number of content marketing tactics and spend more overall. They have higher rates of adoption across almost every single content marketing category, from social media content to eNewsletters and videos.

A subset of respondents to our survey (41%) identified their own content marketing as “effective” or “very effective” (defined as an answer of 4 or 5 on a scale of 1 to 5) compared to that of their competitors. We were interested in finding out whether this self-selected group differed in any meaningful way from their peers (Figure 14).

### COMPARISON OF MOST EFFECTIVE CONTENT MARKETERS TO LEAST EFFECTIVE CONTENT MARKETERS

	Most Effective	Average	Least Effective
Percentage of Marketing Budget Allocated to Content Marketing	30%	26%	18%
Percentage who Segment Based on Buying Cycle	37%	32%	23%
Percentage who Cite Lack of Exec Buy-In as a Challenge	7%	11%	23%
Percentage who Plan to Increase Content Spend in Next 12 months	51%	51%	49%

Figure 14

B2B Content Marketing: 2010 Benchmarks, Budgets and Trends | MarketingProfs/Junta42

Marketers were asked to rate how effective they thought their organization’s use of content marketing was as compared to the competition. Respondents could then rate themselves on a scale of 1 (least effective) to 5 (most effective). This section compares self-rated effective (rating of 4 or 5) to less effective (rating of 1 or 2) content marketers.



Here's what we found:

- Self-described effective content marketers **outpace the remaining survey respondents in “adoption”** within every single category of content marketing. On average, effective marketers use eight tactics whereas less effective marketers use six.
- Adoption rates are at least 15 percentage points higher in specific content categories: social media, eNewsletters, case studies, blogs, webinars/webcasts and videos.
- **Not only are effective marketers out-adopting, they are also out-investing.** Effective marketers allocate a much larger percentage of their budget to content marketing. Effective marketers allocate 30% of their marketing budget to content marketing versus less effective marketers who allocate 18%.
- Effective marketers **benefit from a more extensive distribution network**, using Twitter, Facebook, LinkedIn and YouTube at significantly higher rates than their peers. 82% of effective marketers are using at least one platform compared to 66% of ineffective marketers.
- 37% of effective marketers consider the “stage in the buying cycle” of the target market when developing content, compared to only 23% of less effective marketers.
- Effective marketers benefit from **substantially more buy-in from senior members of the organization**. Only 7% of effective marketers complain about lack of buy-in from higher-ups, versus 23% of those who believe they are less effective lamenting the same condition.

Regardless of company size, there is an almost equal percentage of marketers who consider themselves effective/less effective (i.e. effective/ineffective marketers are in every group).

**NOT ONLY ARE EFFECTIVE MARKETERS  
OUT-ADOPTING, THEY ARE ALSO OUT-INVESTING.**



## Research Details

*B2B Content Marketing: 2010 Benchmarks, Budgets and Trends* was produced by MarketingProfs and Junta42 | Content Marketing Institute, in association with American Business Media (ABM) and the Business Marketing Association (BMA). The survey was executed independently by Readex Research.

The survey was mailed electronically to a sample of B2B marketers from among members and subscribers of MarketingProfs, Junta42, ABM and BMA. A total of 1,124 responded in North America in May 2010, representing a full range of industries, functional areas, and company size, as shown in the tables below.

### Industry Classification (n=1,124), % of Total

Advertising, Marketing .....	16%
Manufacturing.....	11%
Computing, Software.....	11%
Professional Services.....	10%
Agriculture .....	9%
Radio/TV/Publishing .....	6%
Banking, Financial, Insurance.....	5%
Healthcare, Pharma .....	5%
Education .....	3%
Telecom .....	3%
Building, Engineering, Construction .....	2%
Retail .....	2%
Science, Research, Development .....	2%
Other .....	15%

### Size of Company (n=1,124), % of Total

1,000 +.....	24%
250 to 999.....	10%
100 to 249.....	13%
10 to 99.....	29%
< 10.....	24%

### Current Job Title or Department (n=1,124), % of Total

Marketing.....	39%
Owner/CEO/President .....	23%
Senior Executive (VP, CMO, etc.) .....	15%
Sales .....	7%
Communications.....	5%
Consultant.....	4%
Project Manager.....	2%
Editorial Content .....	2%
Design .....	1%
Other .....	2%

**For further information on the survey content, please contact:**

### Penny Fiederlein

MarketingProfs  
[Research@marketingprofs.com](mailto:Research@marketingprofs.com)  
866-557-9625

### Joe Pulizzi

Junta42  
[joe@junta42.com](mailto:joe@junta42.com)  
1-216-941-5842



## About MarketingProfs:

MarketingProfs is a rich and trusted online publisher of actionable know-how to help business professionals worldwide market their products and services both smarter and better. *Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business*, by MarketingProfs' own Ann Handley along with C.C. Chapman, demystifies the idea of organizations as publishers. It streamlines the process of creating remarkable blogs, podcasts, webinars, ebooks, and other web content that will lure would-be customers to you. It is coming from Wiley in November 2010, and is available to pre-order now.

## About Junta42:

Want to find someone to help with your content marketing? Like eHarmony for content marketing to some of the world's leading brands, Junta42 is a free service for organizations that need expert content providers to produce and distribute their content. Whether the project is a custom magazine, blog, newsletter or web content, Junta42 has the leading content marketing/custom publishing experts from North America ready to provide a quote for your content project. If you are considering outsourcing your content project, try [Junta42](#) today.

---

## American Business Media

American Business Media is positioned at the center of the global b-to-b ecosystem. As the only association focused on the integrated b-to-b media model – which includes print publications, events, digital media and business information – ABM delivers intelligence to industry professionals worldwide.

## Business Marketing Association

The Business Marketing Association is the pre-eminent service organization for business-to-business marketing and communications professionals. They connect members with the kind of knowledge, people and programs that make achieving their companies' objectives more efficient and effective.

## Content Marketing Institute

The Content Marketing Institute, Junta42's sister site, is a daily source of how-to insight for content marketers and business owners. Over 30 experts contribute content on all aspects of content marketing.

[Sign up](#) to receive how-to content marketing advice delivered via email.

---

## Authors

- Ann Handley, Chief Content Officer, MarketingProfs
- Michele Linn, Executive Editor, Junta42 | Content Marketing Institute
- Clare McDermott, Principal, SoloPortfolio
- Joe Pulizzi, Founder, Junta42 | Content Marketing Institute
- Roy Young, President, MarketingProfs

## Special Thanks

- Jennifer Watson, Principal, Context Communications
- Joseph Kalinowski, Art Director, Junta42 | Content Marketing Institute

