

## The Future of B2B Marketing: Content Marketing

### The Real-World 411 on Content Marketing's Role in Changing The Way B2B Marketers Work

In August 2011, Curata surveyed nearly 400 marketing professionals to better understand the state of the B2B marketing landscape including common challenges, preferred tactics and emerging opportunities. One major theme surfaced from the results: Content marketing is changing the way B2B marketers work. In fact, it is now the most-used marketing strategy and has paved the way for the growth of practices such as content curation - the practice of finding, organizing and sharing online content.

What is causing such a dramatic shift? This findings report explores the why, where, who and how of Content marketing in quantitative and qualitative terms, drawn from marketers.

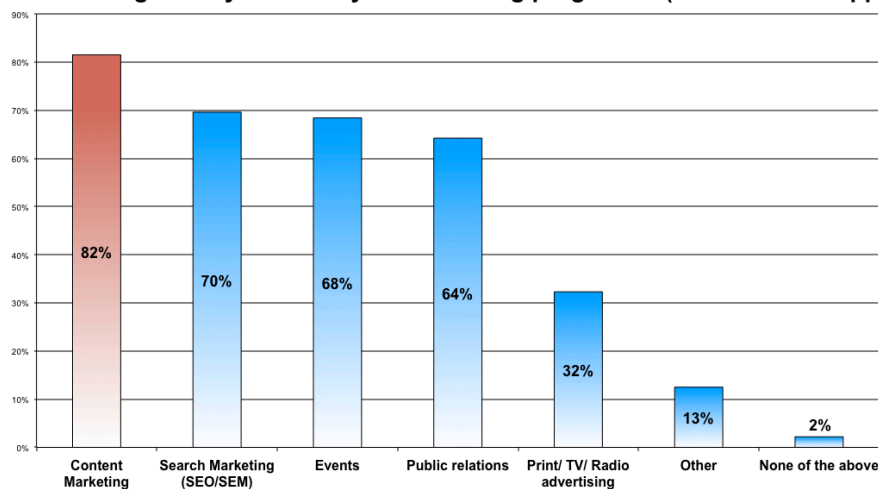
### THE STATE OF B2B MARKETING

#### B2B marketers are moving away from traditional marketing tactics and toward Content Marketing.

Content Marketing is the preferred strategy of today's B2B marketers.

- Content Marketing is now a more popular marketing tactic than search marketing, public relations, events, or print/tv/radio advertising.
- Twice as many marketers now implement Content Marketing as do print, tv and radio advertising.

What strategies do you use in your marketing programs? (Check all that apply)



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**Content Marketing** is the creation and publication of original content, such as blog posts, photos, videos, website resource pages, case studies or white papers to enhance a brand's visibility.

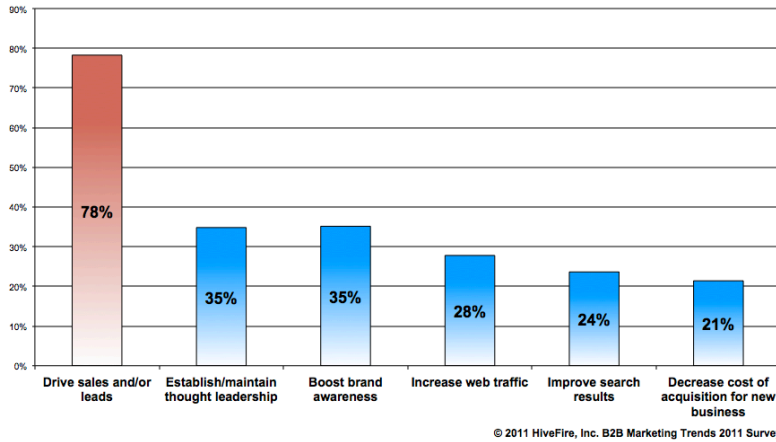
**82%** of B2B Marketers now use Content Marketing as a strategy in their marketing programs.

**Driving leads is the number one objective of B2B marketers but they are challenged with having the resources to accomplish this goal.**

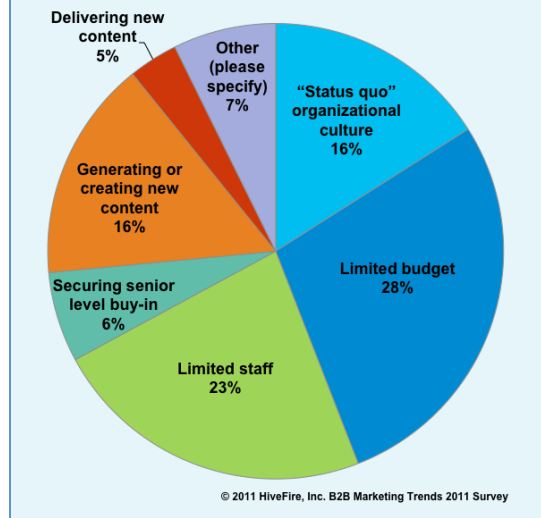
Driving sales/leads with limited resources is an obstacle for today's B2B marketers.

- 78% of respondents cited driving sales/leads as the most important marketing objective for their organization.
- But they have to do it without a lot of help: working with a limited budget (28%) and limited staff (23%) were the top two marketing challenges cited by respondents.

**What is the most important marketing objective for your organization?**



**What's your biggest marketing challenge?**



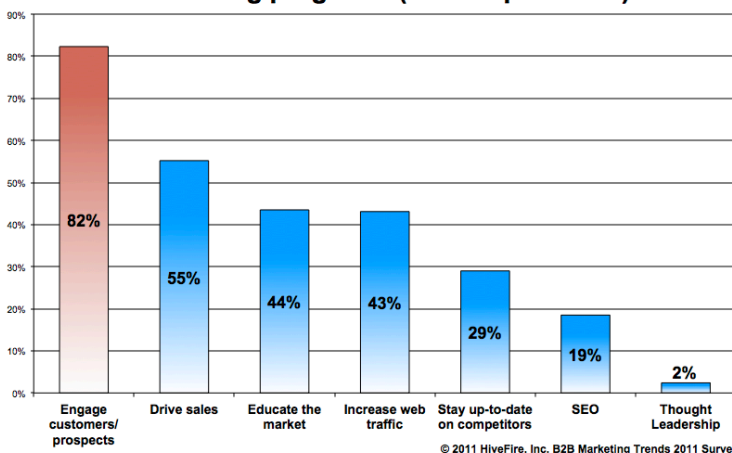
**CONTENT MARKETING: WHY IT'S HOT**

**Content Marketing allows B2B marketers to accomplish their objectives because they do not need to spend a lot to get a lot.**

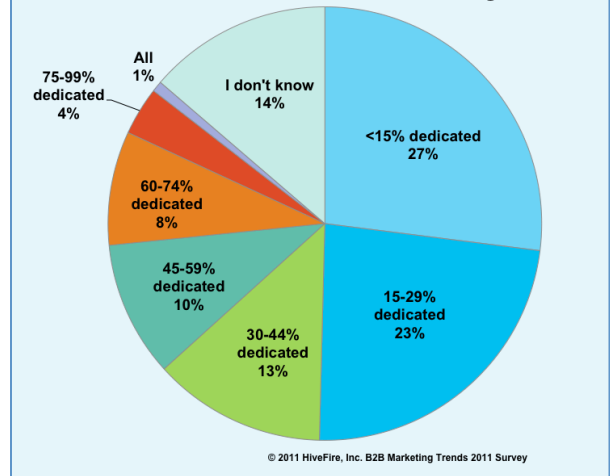
Content Marketing is helping marketers achieve top objectives with a small portion of the budget.

- The top two objectives of Content Marketing programs are to engage customers and prospects (82%) and drive sales (55%).
- Content Marketing is an essential role in B2B strategies but half of content marketers dedicate less than 30% of their budgets to it.

**What are the main objectives of your content marketing program? (select up to three)**



**What portion of your marketing budget is dedicated to content marketing?**



## CONTENT MARKETING: WHERE IT'S HAPPENING

**Customers and prospects are online, so that is where the majority of marketers are focusing their efforts.**

Consumers and business buyers' Internet usage is driving Content Marketing efforts online.

**79%** of marketers share the majority of their content online.

**Everyone seems to be on board with Content Marketing regardless of industry or sector focus.**

There is a similar use of Content Marketing among diverse marketing professionals and industries.

- It doesn't matter what industry you're in or your job title - roughly **80% of marketers** use Content Marketing in their programs.

**Regardless of how long or short a marketer's sales cycle is, Content Marketing is still a preferred tactic.**

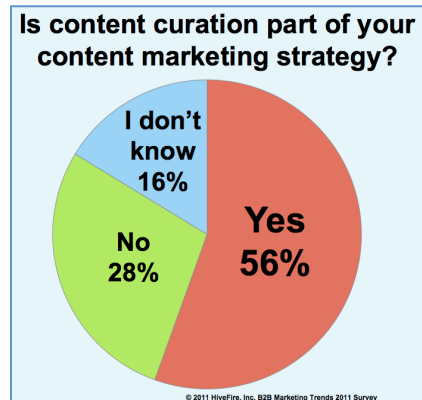
- **83%** of respondents who cited their firm having a year or longer sales cycle used Content Marketing.
- **86%** of those who cited a sales cycle of 1-3 months were users.
- **66%** of respondents with a 1-7 day sales cycle use Content Marketing.

## CONTENT MARKETING: HOW IT'S BEING DONE

**Content Curation is a rapidly growing way for marketers to easily fuel their Content Marketing programs.**

Content Curation continues to gain traction as a top B2B content marketing tactic.

- This is up 17% from just six months ago, when Curata, Inc. conducted its Content Curation Adoption Survey 2011.



**What is Content Curation? How marketers define Content Curation.**

Content Curation is defined as the process of finding, organizing and sharing online content.

- When asked to define Content Curation, marketers were right on target, the 3 most popular words were **Relevant (19%), Sharing (13%)** and **Organize (12%)**.

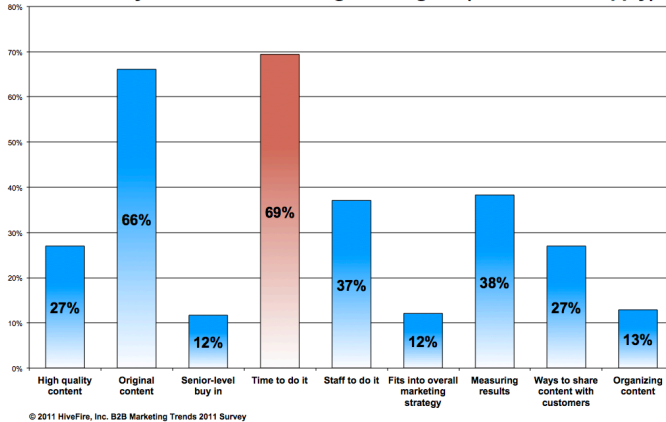
See other terms and definitions at [www.Curata.com](http://www.Curata.com).

## B2B marketers are refining the best ways to make Content Curation work within their organizations.

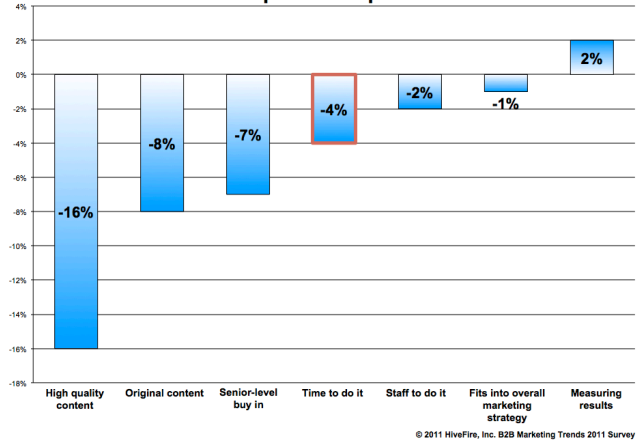
Time remains the largest Content Curation barrier to entry – but data point to the use of curation tools as a solution.

- 69% of Content Curators cited having time to curate as the biggest Content Marketing challenge. This number is down 4% from April likely due to Content Curation tools and best practices streamlining the process.

What are your content marketing challenges? (Check all that apply)



Change in Content Marketing Challenges between April and September 2011

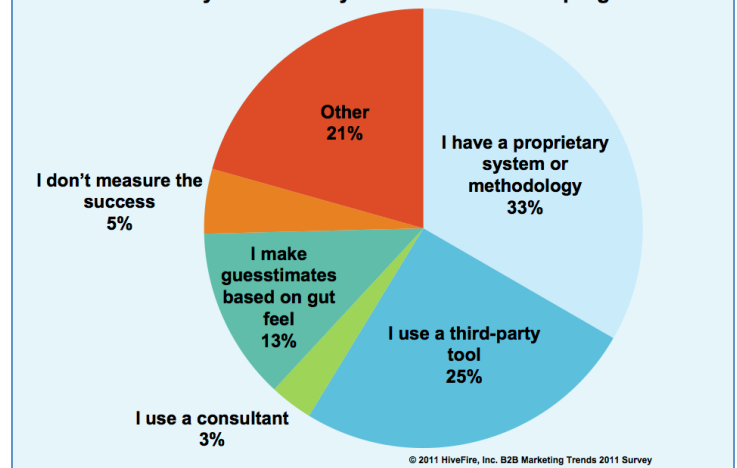


## Content Curation drives results for B2B marketers.

Of those who have a system of measurement in place, 74% of Content Curators quantify their programs as successful.

- 42% of the successful Content Curation users are not using a tool to measure their results.

How do you measure your content curation programs?



## Methodology

Curata surveyed a total of 366 marketers in August 2011. Of that group, the sample of Content Marketers was 248 and the sample of Content Curators was 133. Participants included CMO and VPs of marketing; marketing directors, managers and specialists; marketing consultants and agencies, and business owners.

For more information about Curata, Inc. and their Content Curation product, Curata, please visit [www.Curata.com](http://www.Curata.com) or call 888-887-1874.

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