

bibendum erat.
Aliquam tempus
commodo orci.
Nunc tincidunt
tristique risus.

Nunc vestibulum
dictum leo.
Ut vestibulum
bibendum erat.
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dictum leo.
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tristique risus.

TECHNOLOGY

CONTENT MARKETING 2019:

Benchmarks, Budgets, and Trends



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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

Success is defined as achieving your organization’s desired/targeted results.



**LISA
MURTON BEETS**

Research Director
Content Marketing Institute

Welcome to *Technology Content Marketing 2019—Benchmarks, Budgets, and Trends*. We surveyed content marketers worldwide about a range of content marketing topics including strategy, audience, content creation, and challenges. This report presents the data from marketers who work in technology companies.

Technology content marketers report their biggest challenge is creating content that appeals to multiple roles (68%); this is true even among the top performers (see page 5). However, a full 75% say their organization's content marketing is more successful compared with one year ago.

The majority report concern with creating content that builds loyalty with existing customers; however, the top performers are getting better results in this area (73% say they've used content marketing successfully in the last 12 months to build customer loyalty vs. 53% of all respondents). One reason could be because the top performers are far more likely to craft content for specific stages of the buyer's journey (90% vs. 62%).

Nearly all report success with using content marketing at the top of the funnel, especially with creating brand awareness and generating demand/leads (see page 34).

Top, middle, bottom, post-sale ... no matter where your content marketing efforts are focused this year, we hope this research proves useful as you move through 2019!

KEY FINDINGS

Technology content marketers seek feedback from sales

80% of technology respondents say sales team feedback is the top technique they use to research their audience for content marketing purposes.

Content for existing customers is a priority

82% of technology marketers agree their organization is concerned with creating content that builds loyalty with existing clients/customers.

Email/Email campaigns are key to nurturing

The top content marketing method technology marketers use to nurture their audience(s) is email/email campaigns (92%). Educational content came in second at 79%.

62% are concerned about changes to SEO/search algorithms

The top reported content marketing issue of concern is changes to SEO/search algorithms (62%). The number two concern? Content marketing as a revenue center (48%).

Reaching target audiences isn't as much of a challenge as creating content that appeals to the multi-level roles within those audiences

When asked about unique content marketing challenges they face, only 38% of technology respondents report difficulty in reaching their target audience(s); however, their top challenge is creating content that appeals to multi-level roles within the target audience(s) (68%).



Differences Between Top Performing Technology Content Marketers and All Technology Respondents

	Top Performers*	All Respondents
Organization is extremely committed to content marketing	58%	28%
Organization's content marketing is sophisticated/mature	85%	49%
Has a documented content marketing strategy	66%	42%
Agrees their organization is concerned with creating content that builds loyalty with customers	91%	82%
Always/frequently crafts content based on specific points/stages of the buyer's journey	90%	62%
Always/frequently prioritizes audience's informational needs over their organization's sales/promotional message	87%	69%
Always/frequently prioritizes delivering the right content to the right audience(s) at optimal times	82%	57%
Has used content marketing successfully to generate sales/revenue in last 12 months	77%	55%
Has used content marketing successfully to build loyalty with existing clients/customers in last 12 months	73%	53%
Organization is challenged with creating content that appeals to multi-level roles within their organization	66%	68%

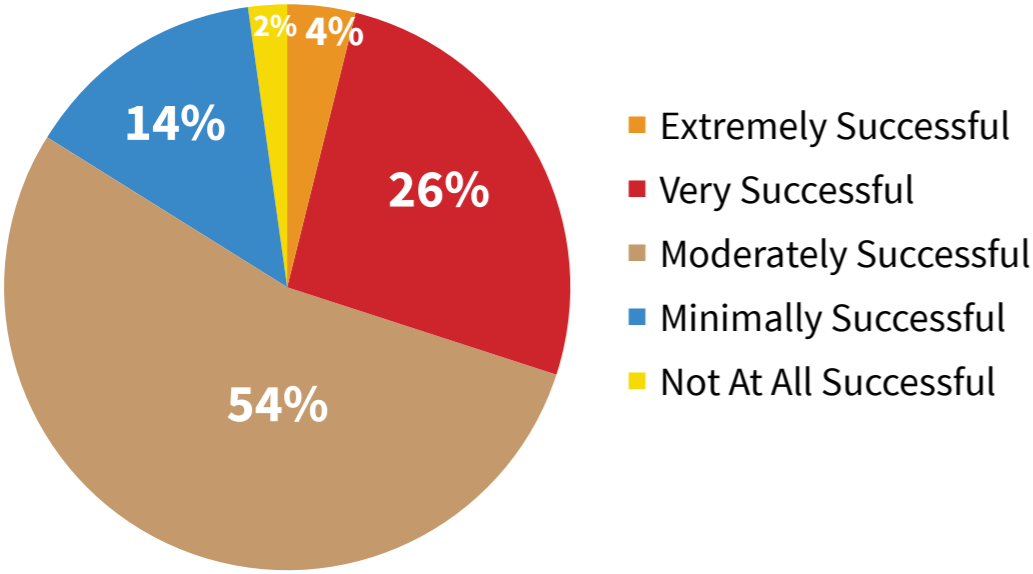
Base: Technology content marketers.

*A top performer (aka "most successful") is one who characterizes his or her organization's overall content marketing approach as extremely or very successful.

SUCCESS, MATURITY & COMMITMENT

75% of technology respondents say their organization is more successful with content marketing compared with one year ago.

How Technology Marketers Rate Their Organization’s Overall Level of Content Marketing Success

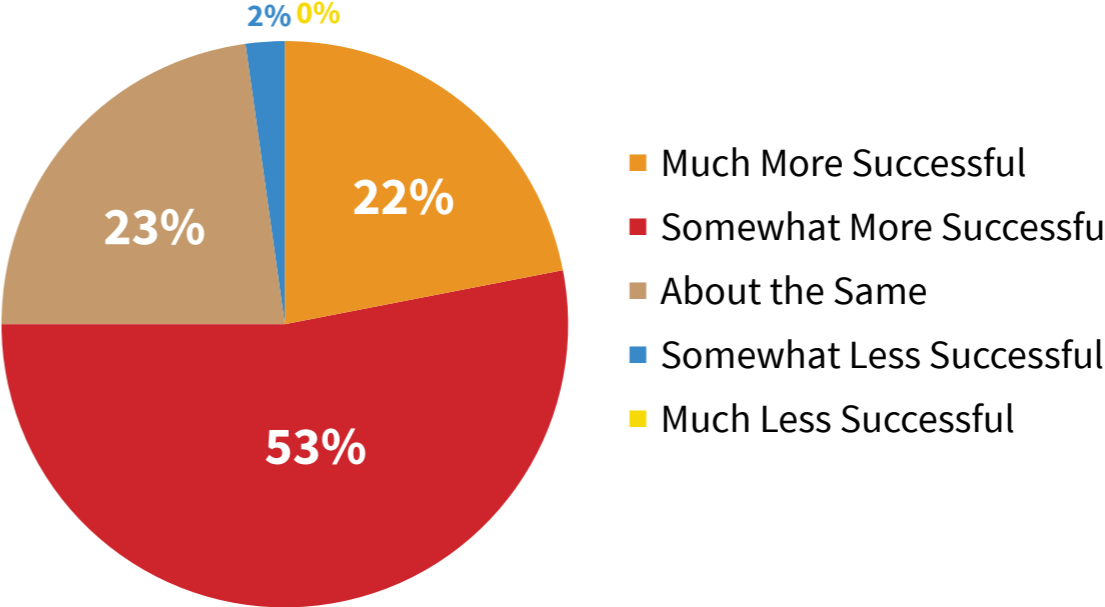


Base: Technology content marketers; aided list.

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

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How Technology Marketers Rate Their Organization’s Content Marketing Success Compared With One Year Ago

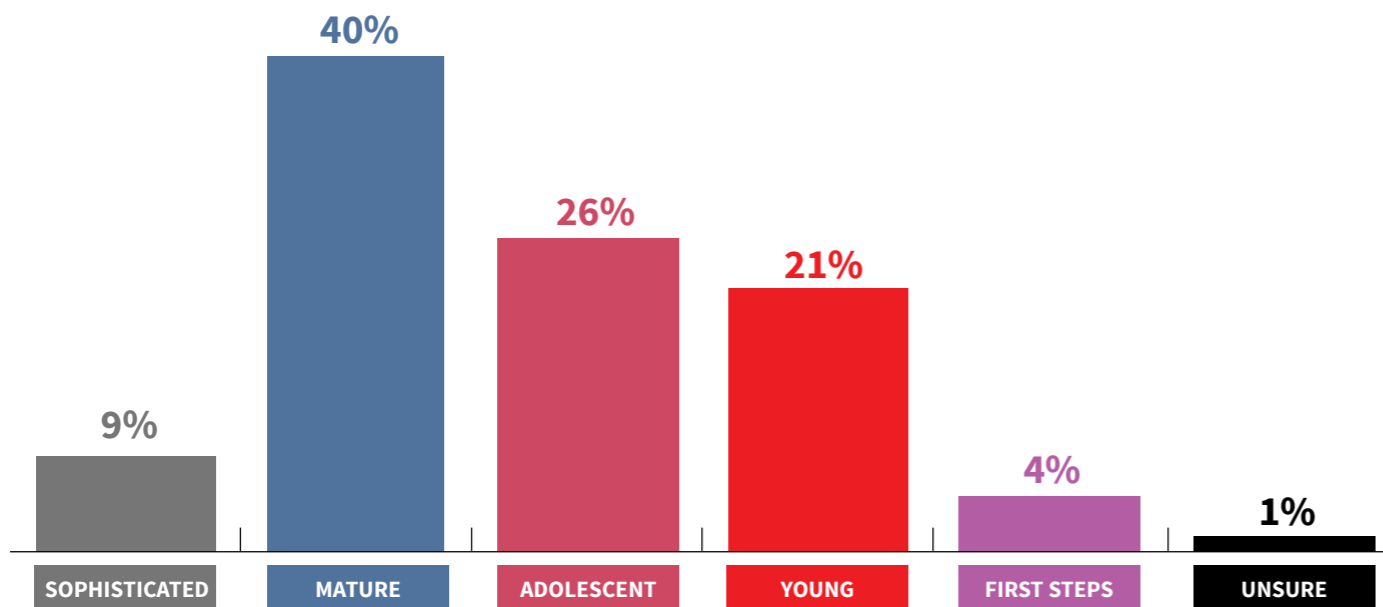


Base: Technology content marketers; aided list.

Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

49% of technology marketers report their organization is in the sophisticated/mature phase of content marketing maturity.

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



Base: Technology content marketers; aided list.

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SOPHISTICATED

Providing accurate measurement to the business, scaling across the organization

MATURE

Finding success, yet challenged with integration across the organization

ADOLESCENT

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

YOUNG

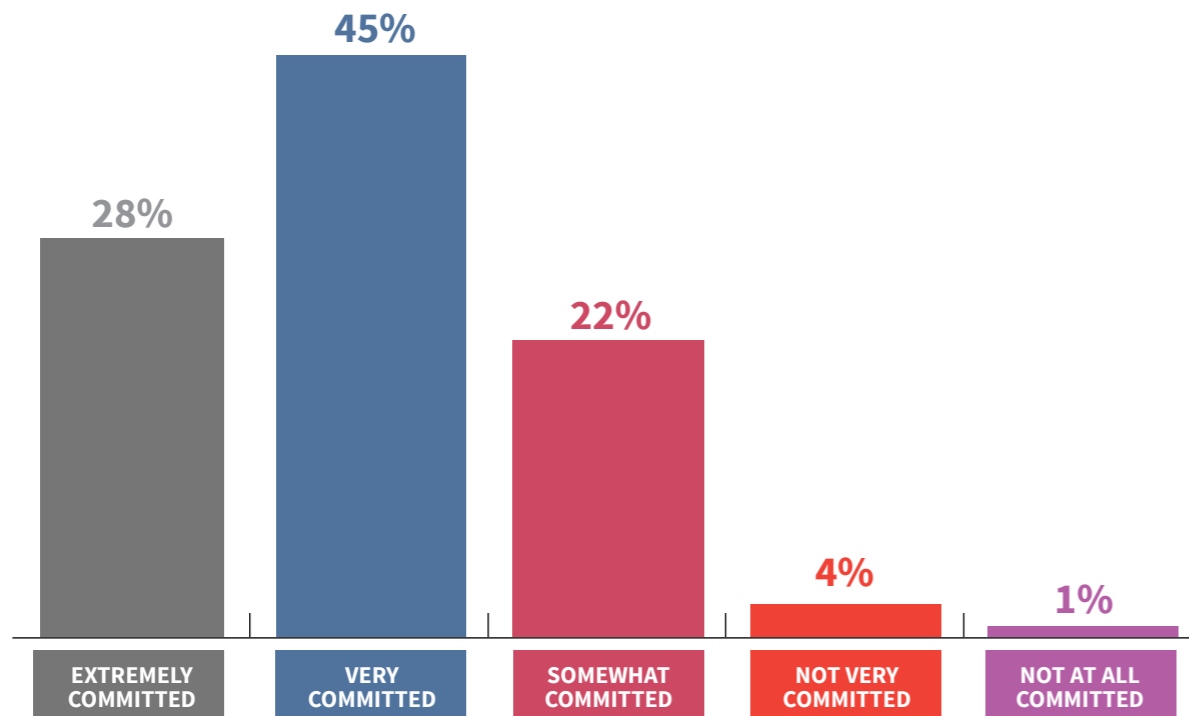
Growing pains, challenged with creating a cohesive strategy and a measurement plan

FIRST STEPS

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

73% of technology marketers say their organization is extremely/very committed to content marketing.

How Technology Marketers Rate Their Organization's Commitment to Content Marketing



Base: Technology content marketers; aided list.

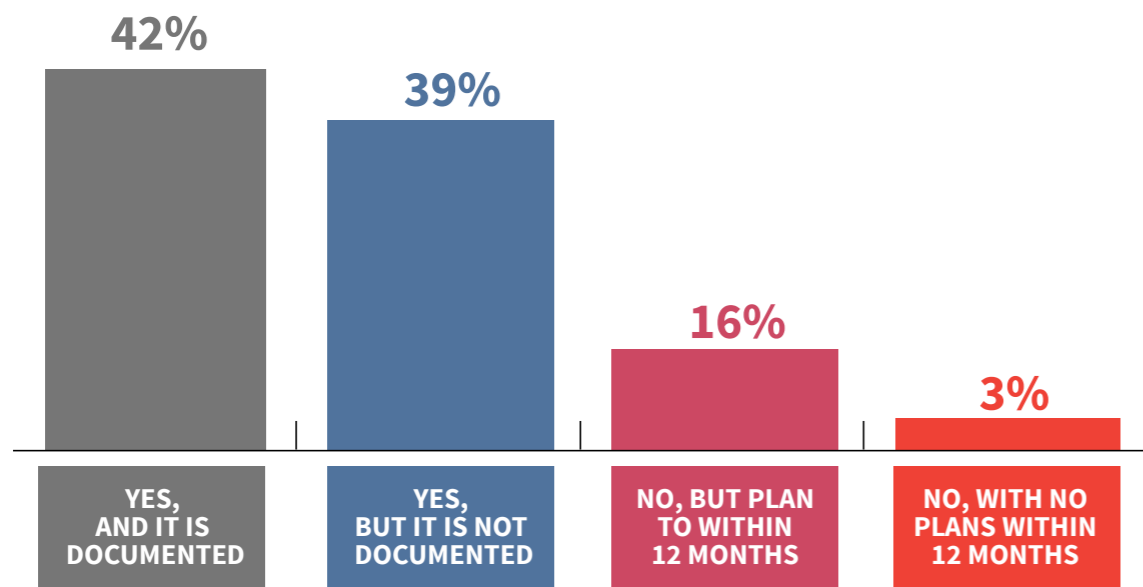
Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

CMI/MarketingProfs' annual research consistently shows that a strong commitment to content marketing often yields a higher level of overall success.

STRATEGY & OPINIONS

42% of technology marketers say their organization has a documented content marketing strategy.

Proportion of Technology Marketers With a Content Marketing Strategy



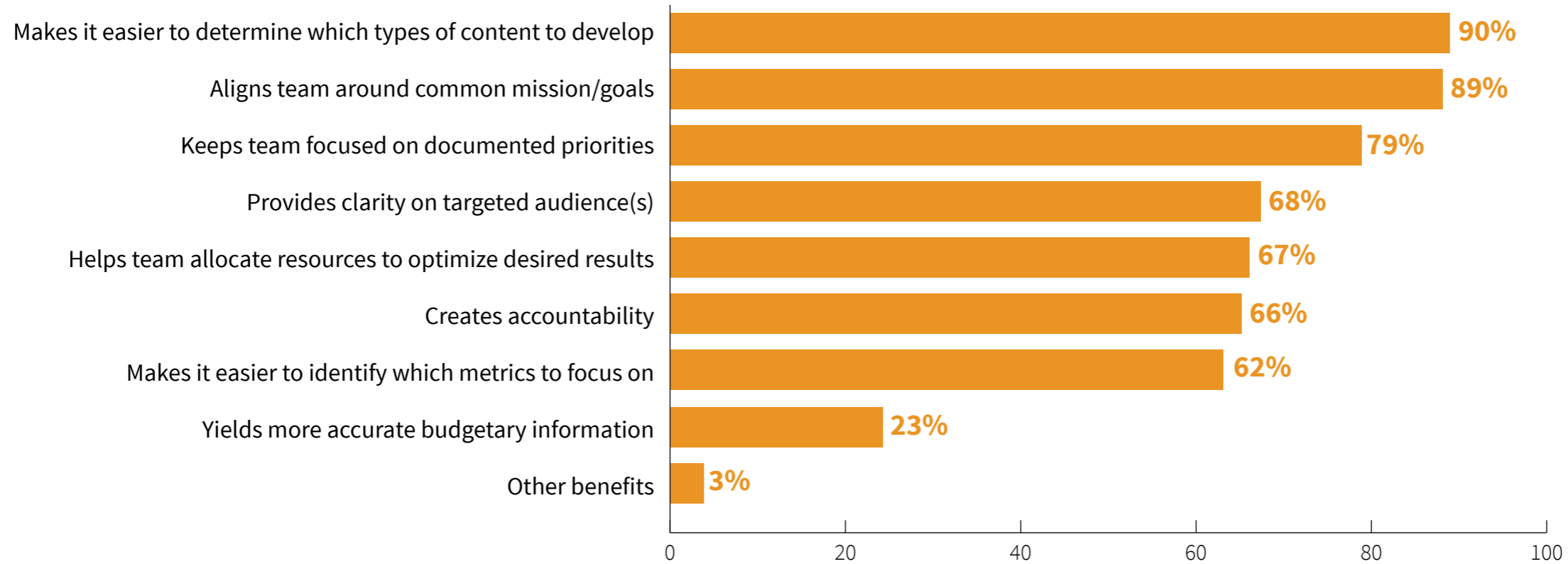
Base: Technology content marketers; aided list.

Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

CMI/MarketingProfs' annual research consistently shows that content marketers who have a documented strategy often report higher levels of overall content marketing success in their organization.

Technology marketers say the top benefits of a documented content marketing strategy are that it makes it easier to determine which types of content to develop and aligns the team around a common mission/goals.

Benefits of a Documented Technology Content Marketing Strategy

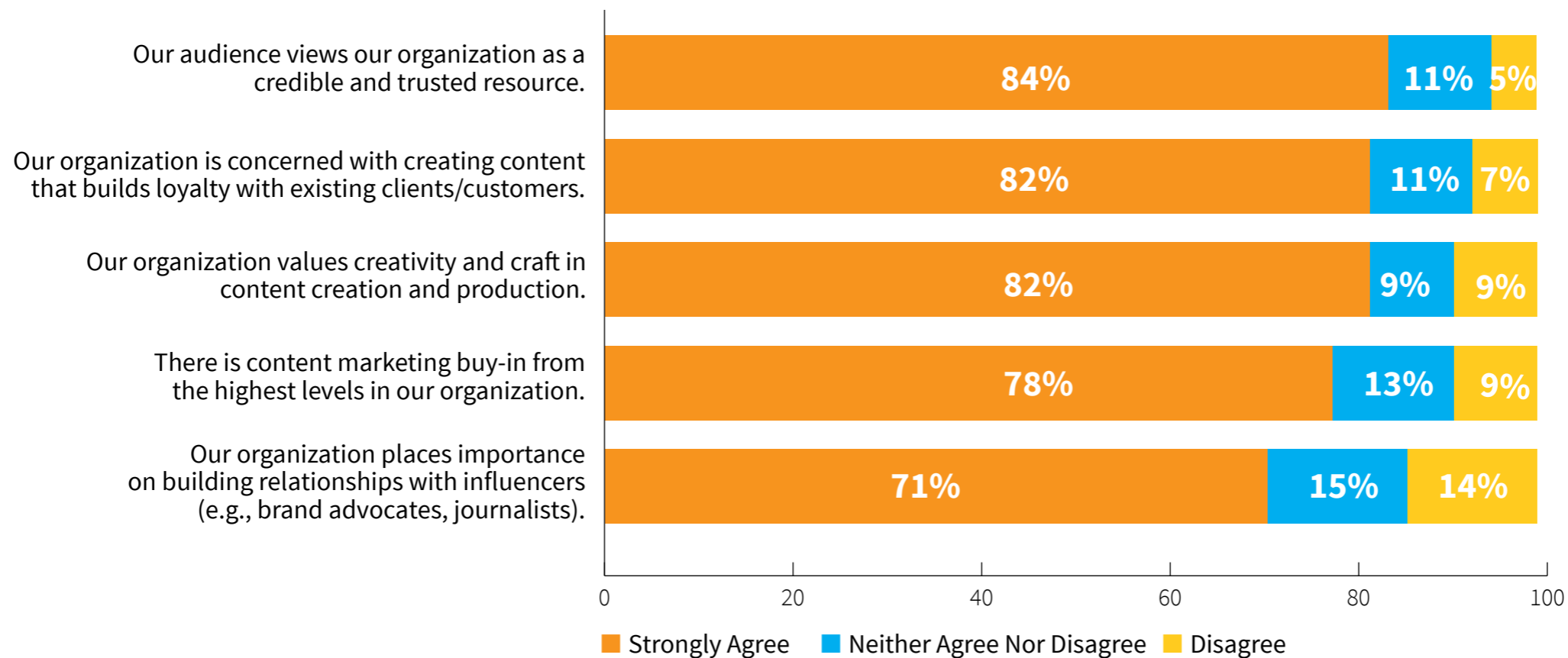


Base: Technology content marketers who have a documented content marketing strategy. Aided list; multiple responses permitted.

Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

82% of technology marketers agree their organization is concerned with creating content that builds loyalty with existing clients/customers.

Technology Marketers' Opinions About Content Marketing in Their Organization



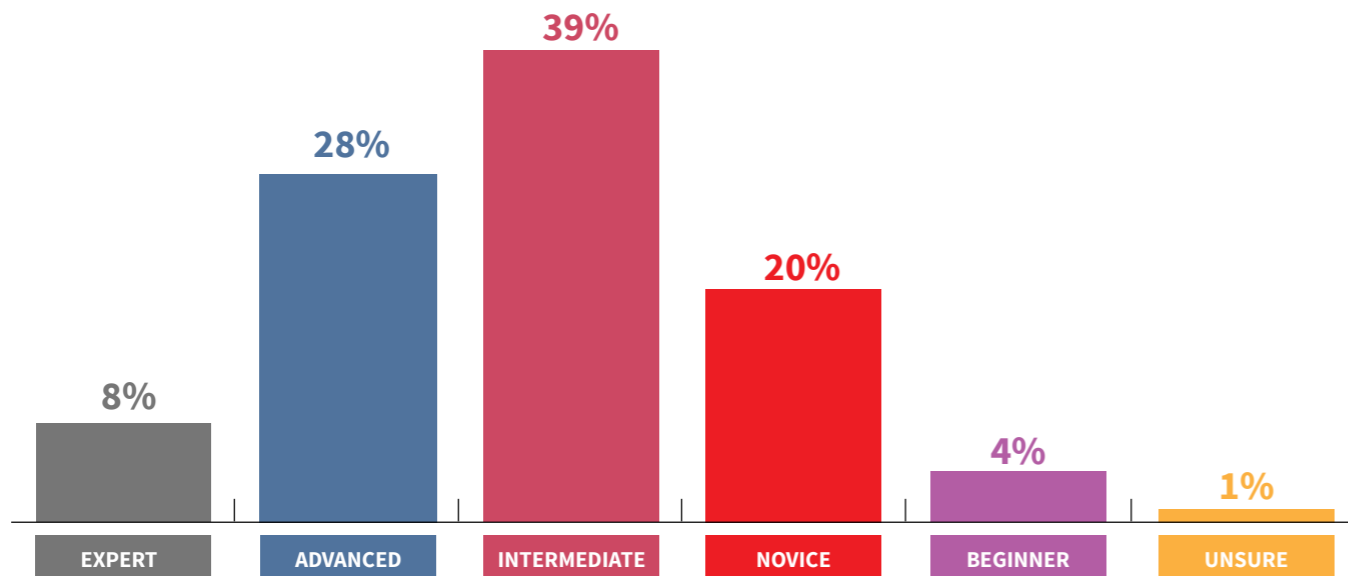
Base: Technology content marketers; aided list.

Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

TECHNOLOGY USE & PROFICIENCY

36% of technology marketers describe their organization’s proficiency with the use of content marketing technology as expert/advanced.

Technology Marketers’ Proficiency With Use of Content Marketing Technology



Base: Technology content marketers whose organizations use one or more of the listed technologies presented on the survey. Aided list.

Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

EXPERT

Content marketing technology is integrated across the organization, experiencing the benefits

ADVANCED

Finding success, yet challenged with integrating content marketing technology across the organization

INTERMEDIATE

Becoming more consistent with the use of content marketing technology, seeing early success

NOVICE

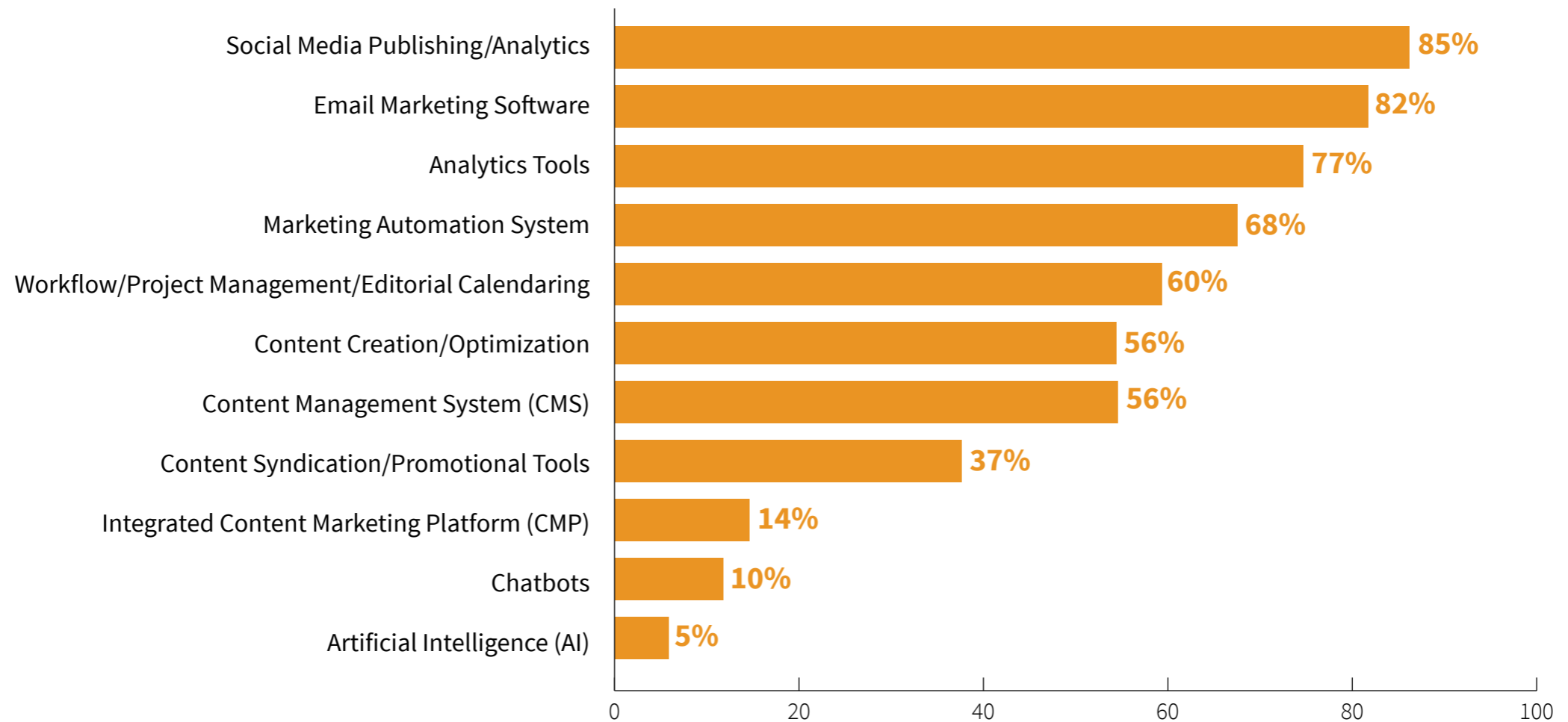
Growing in use of content marketing technology, but not using it consistently

BEGINNER

Just started using one or more content marketing technologies

85% of technology marketers use social media publishing/analytics to assist with their content marketing efforts.

Technology Marketers' Use of Technologies to Assist With Content Marketing Efforts

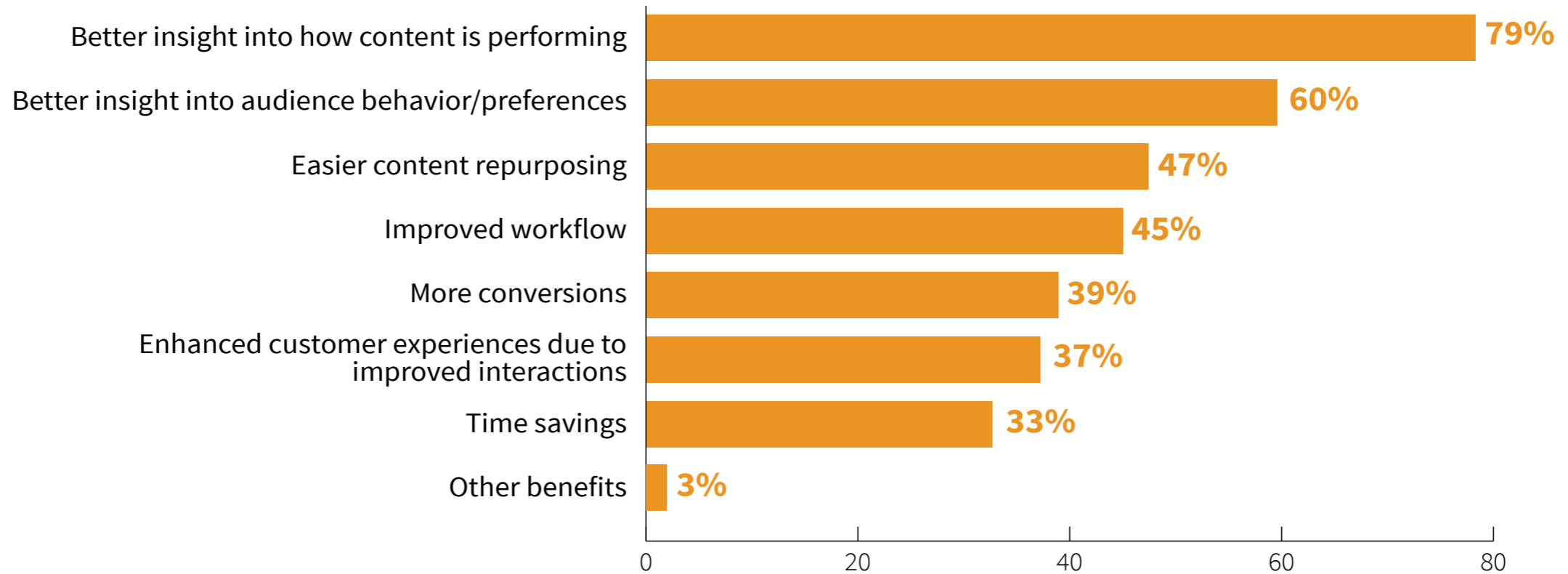


Base: Technology content marketers whose organizations use one or more of the listed technologies. Multiple responses permitted.

Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

Technology marketers say the top benefit of using content marketing technology is that it provides better insight into how content is performing.

Benefits Technology Marketers Derive from Using Content Marketing Technologies



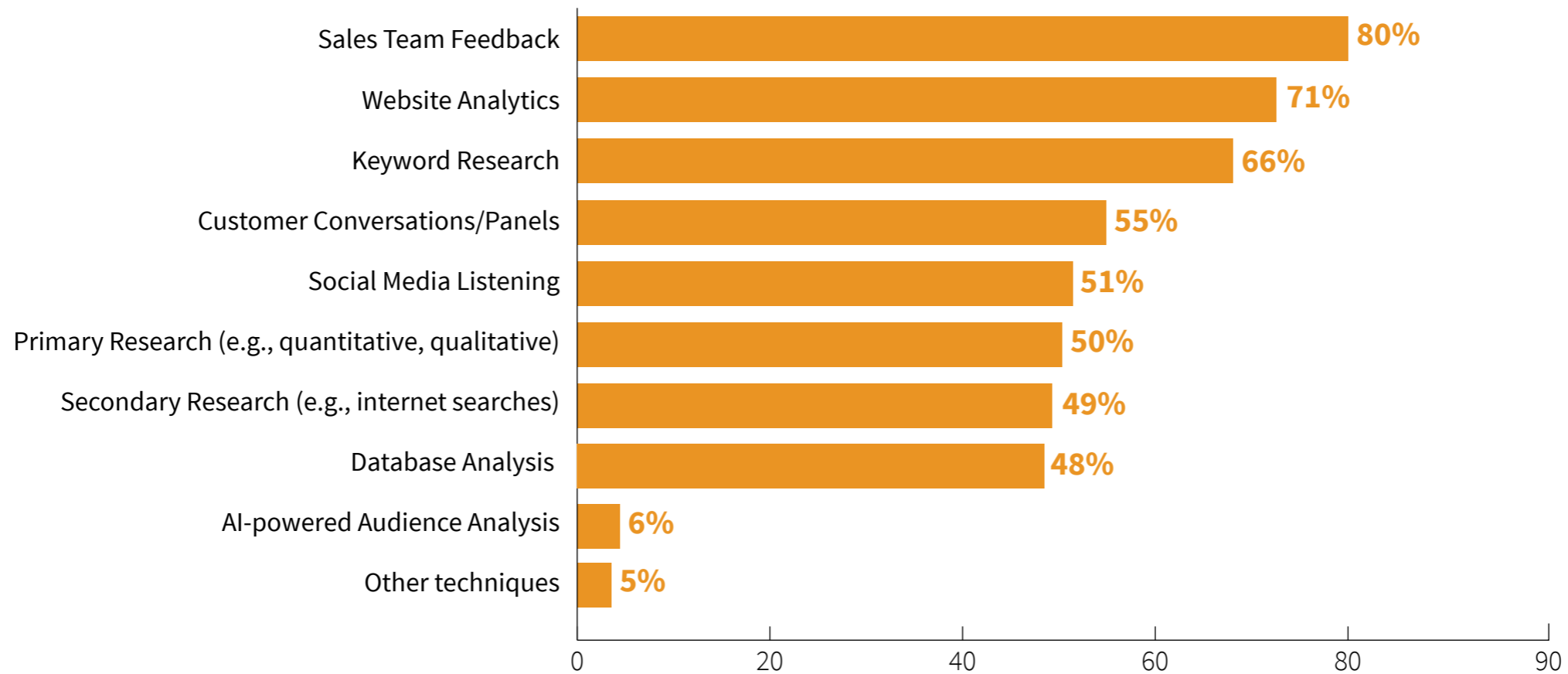
Base: Technology content marketers whose organizations use one or more of the listed technologies presented on the survey. Multiple responses permitted.

Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

AUDIENCE RESEARCH & NURTURING

Sales team feedback and website analytics are the top two techniques technology content marketers use to research their audience(s).

Techniques Technology Content Marketers Use to Research Their Audience(s)

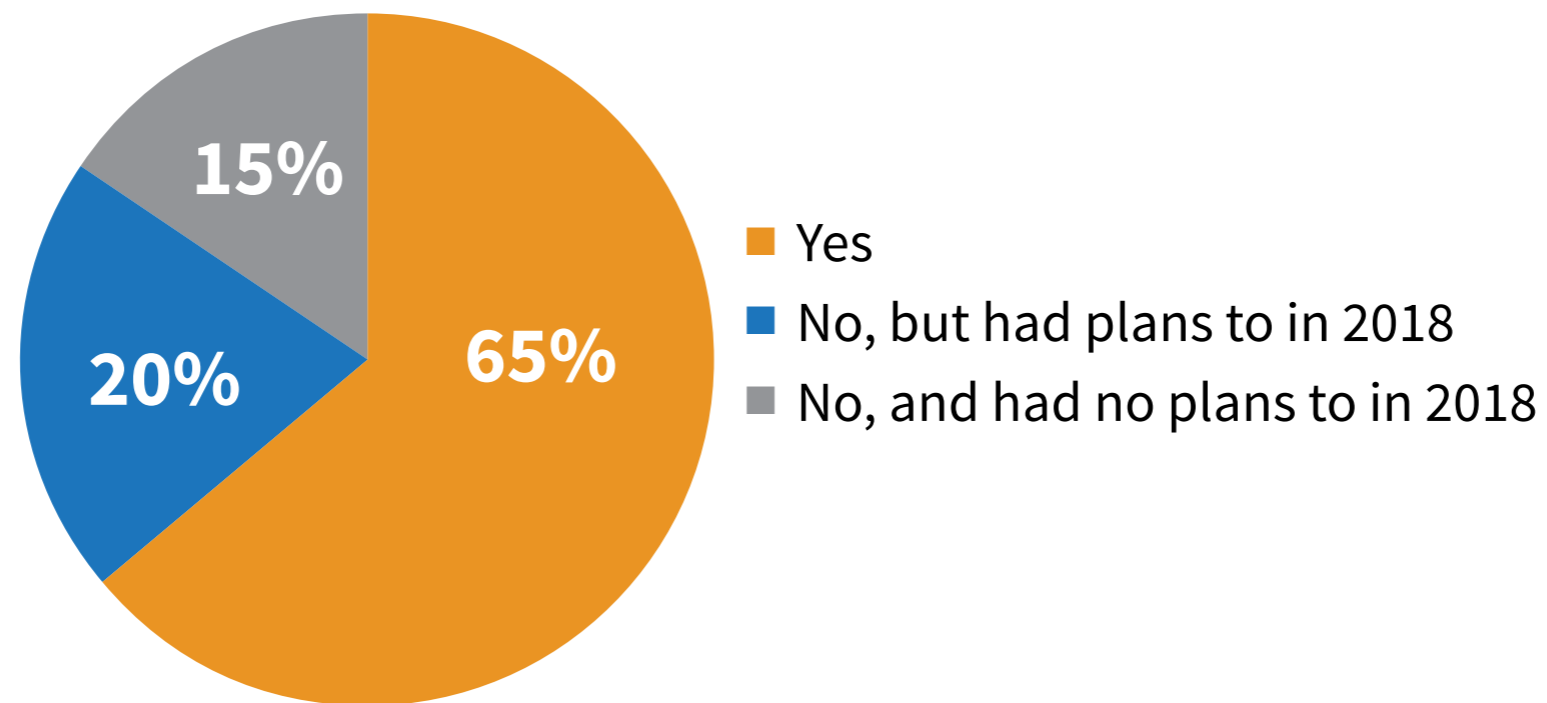


Base: Technology content marketers who research target audiences. Aided list; multiple responses permitted.

Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

65% of technology content marketers reported their organization uses personas; another 20% said it had plans to prior to year-end 2018.

Technology Content Marketers’ Use of Personas in 2018

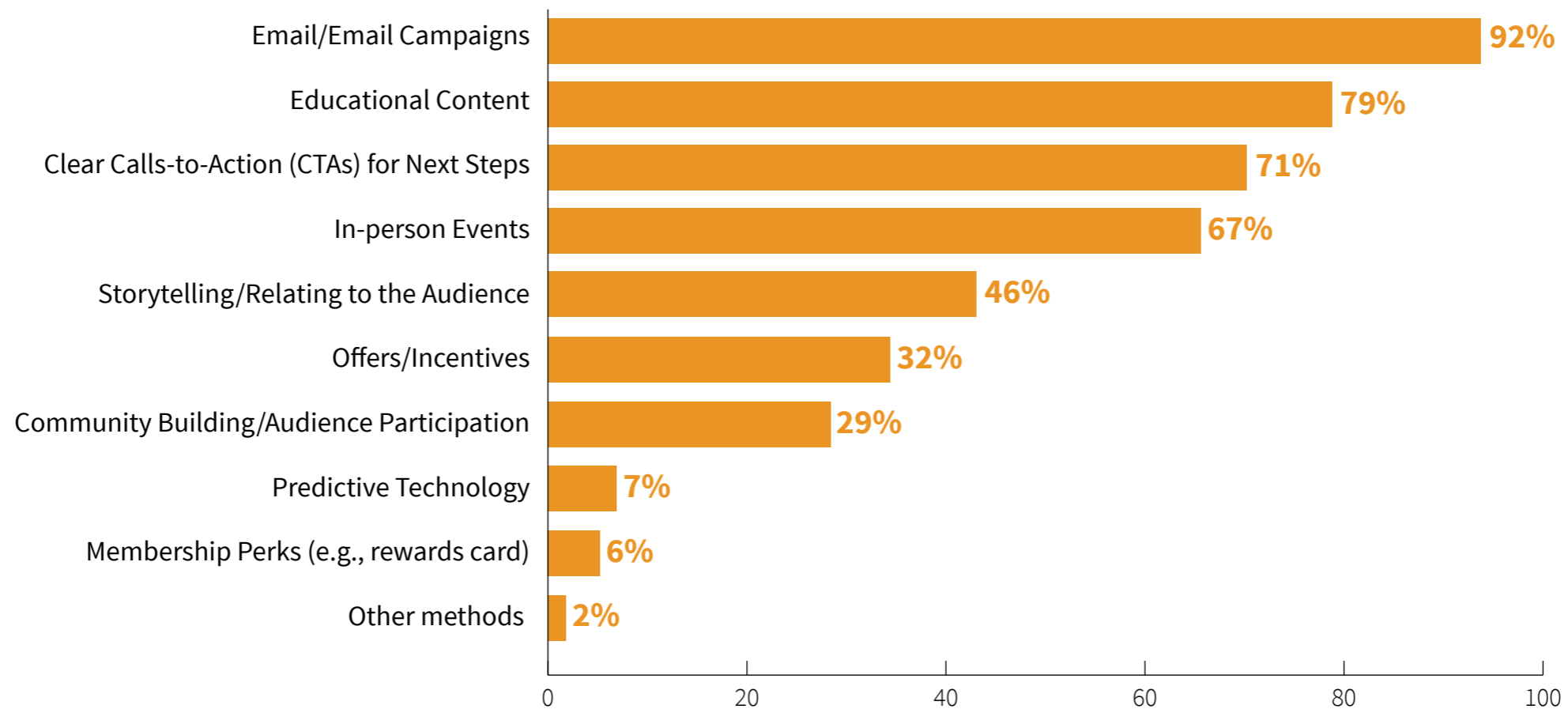


Base: Technology content marketers; aided list.

Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

Email/Email campaigns and educational content are the top two ways technology content marketers nurture their audience.

Content Marketing Methods Technology Marketers Use to Nurture Their Audience



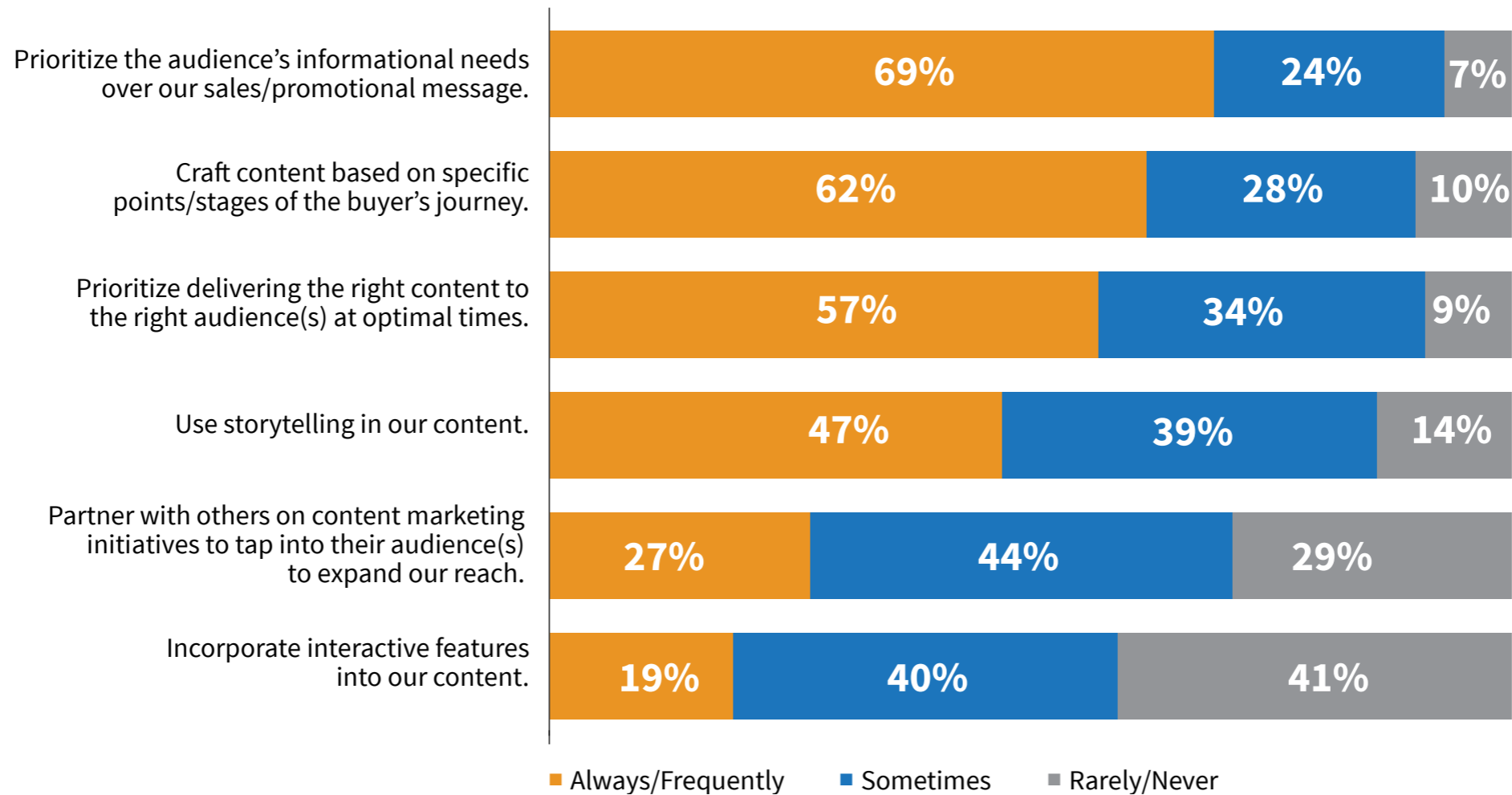
Base: Technology content marketers whose organizations nurture their audience. Aided list; multiple responses permitted.

Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

CONTENT CREATION & DISTRIBUTION

69% of technology content marketers say they always/frequently prioritize the audience’s informational needs over their organization’s sales/promotional message.

Concepts Technology Marketers Take Into Account While Creating Content for Their Organization

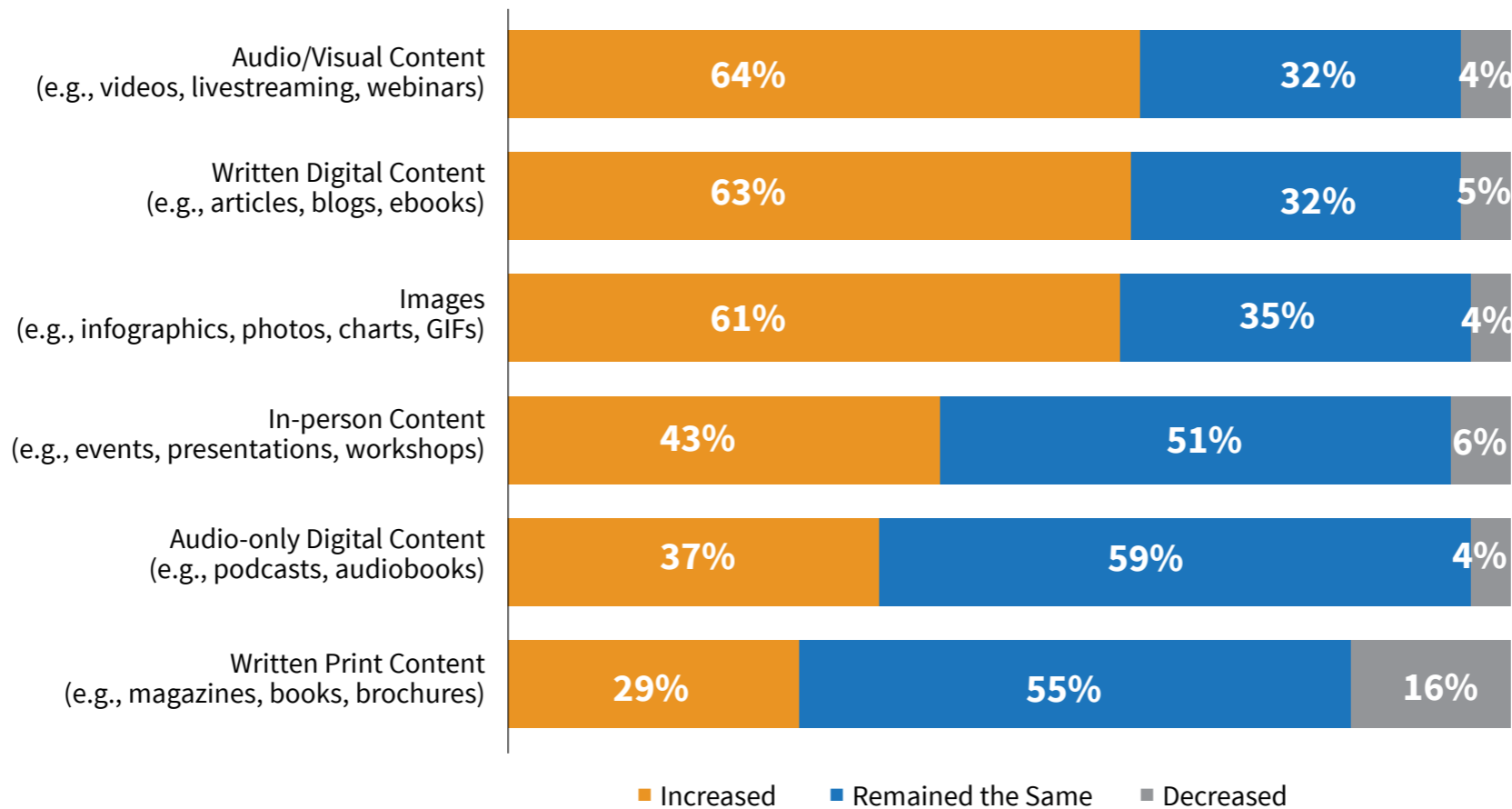


Base: Technology content marketers; aided list.

Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

The majority of technology content marketers increased their use of audio/visual content, written digital content, and images compared with one year ago.

How Technology Marketers Who Use Various Content Types/Formats Changed Frequency Compared With One Year Ago

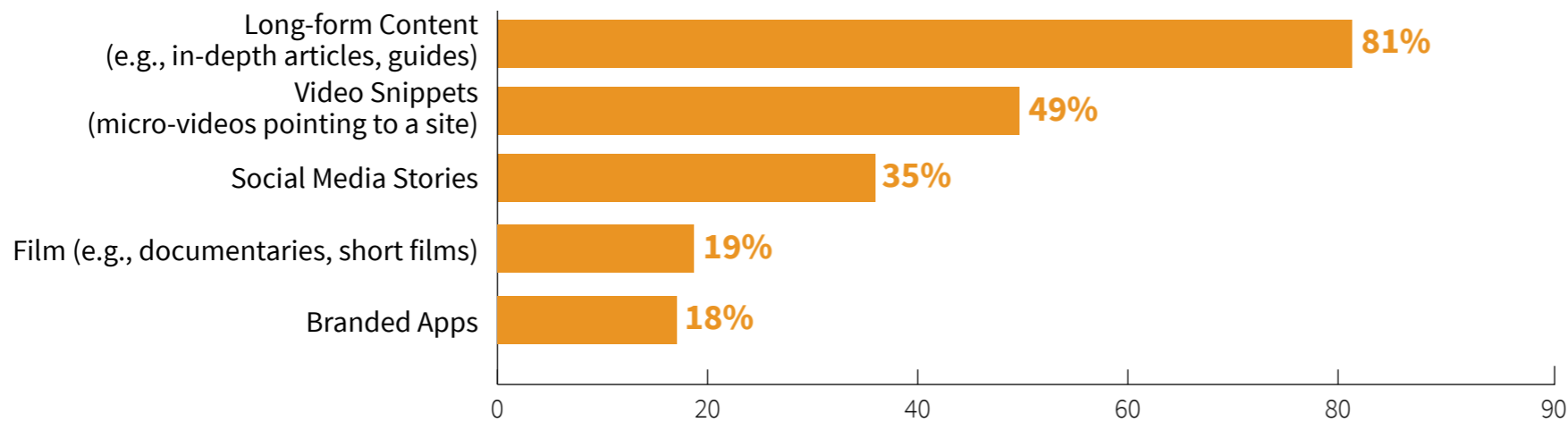


Base: Technology content marketers who use each type/format listed.

Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

81% of technology content marketers say their organization has used or developed long-form content in the last 12 months.

Technology Content Marketers' Use or Development of Select Types of Content in the Last 12 Months



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

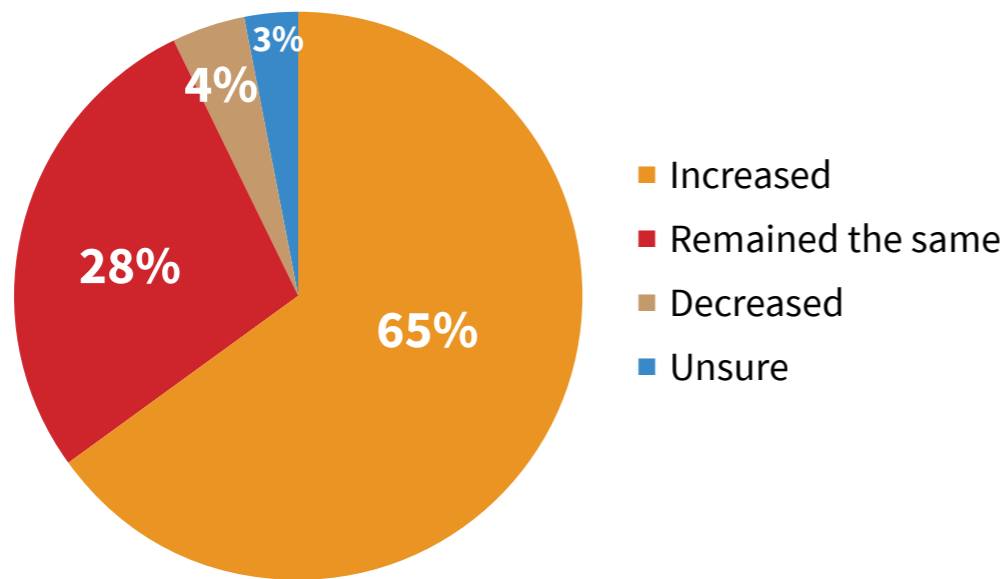
Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

Other types used or developed in last 12 months:

Games/Gamification (e.g., contests, badges) (10%); Dedicated Livestreaming Channel(s) (9%); Digital Out-of-Home (DOOH) Placement (5%); Experiential Content (e.g., VR/AR, immersive) (5%); none of the nine types/formats listed (7%).

65% of technology content marketers report their organization has increased its use of social media for content marketing purposes compared with one year ago; only 4% reported a decrease.

How Technology Marketers' Use of Social Media for Content Marketing Has Changed Compared With One Year Ago



Base: Technology content marketers whose organizations have used social media for content marketing for at least one year.

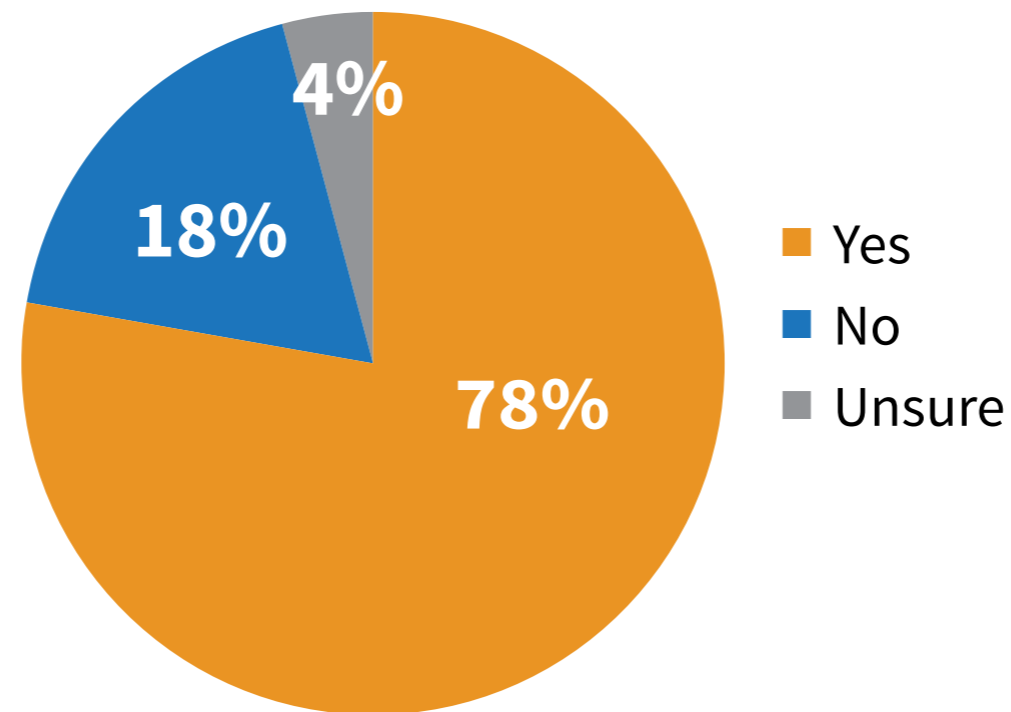
Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

Past CMI/MarketingProfs annual content marketing research has consistently identified LinkedIn, Twitter, Facebook, and YouTube as the top four social media platforms technology content marketers use.

On our ninth annual survey, instead of asking about specific platforms, we asked if issues such as changes in social media algorithms and data privacy had led content marketers to decrease their use of social media; the answer was a resounding no.

78% of technology marketers say their organization uses paid methods to distribute content.

Proportion of Technology Marketers That Have Used Paid Methods to Distribute Content in the Last 12 Months

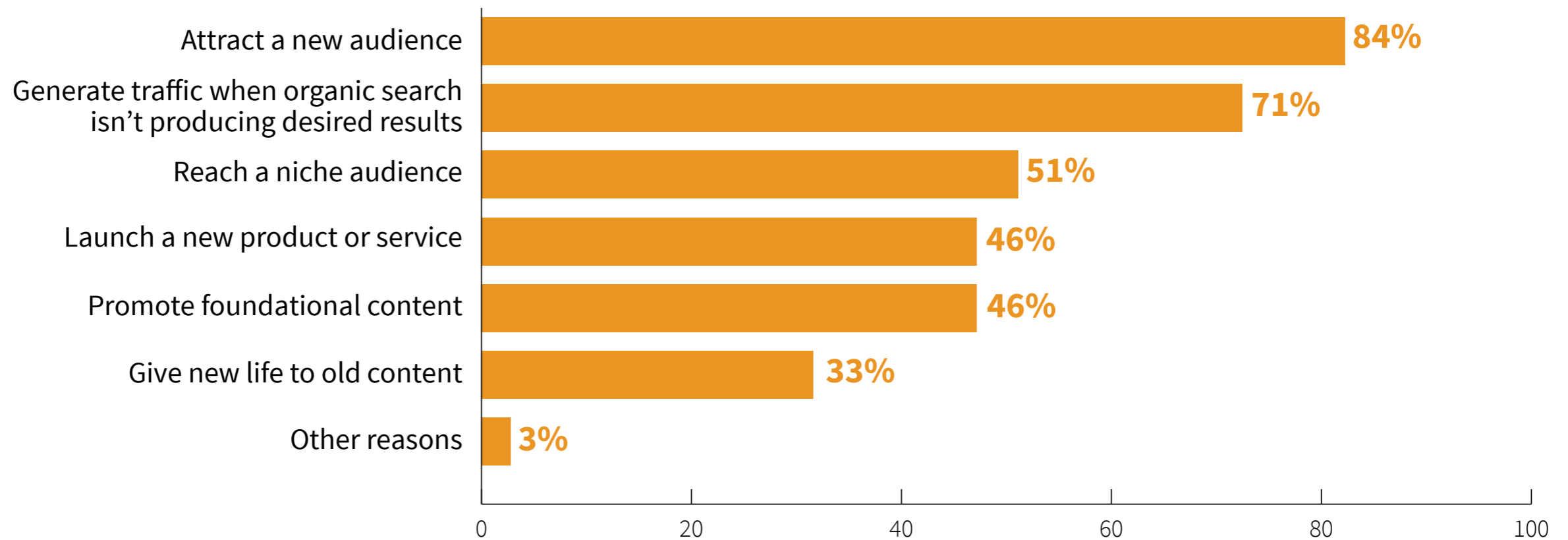


Base: Technology content marketers. Aided list; multiple responses permitted.

Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

Technology content marketers say the top reason their organization uses paid methods is to attract a new audience.

Reasons Why Technology Marketers Use Paid Methods to Distribute Content

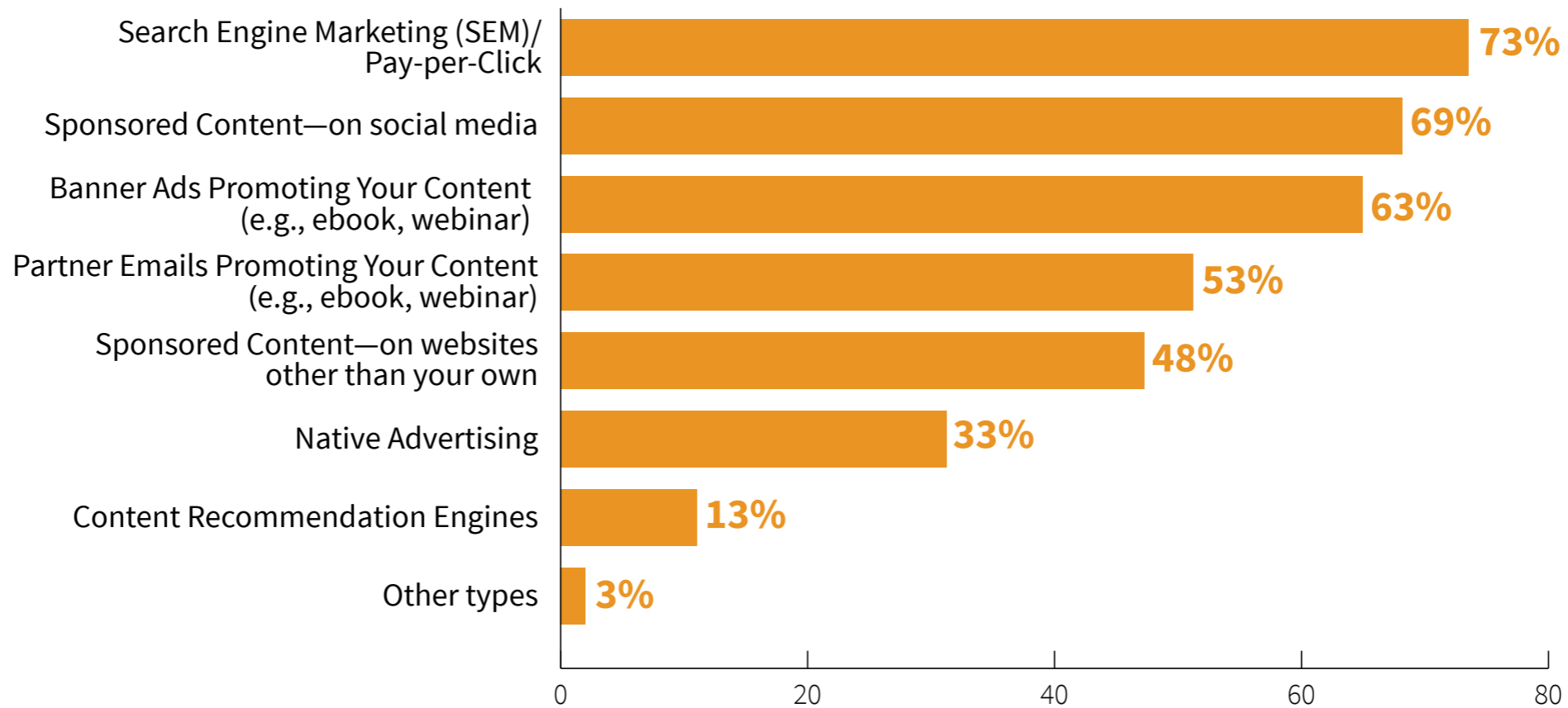


Base: Technology content marketers whose organizations have used paid methods to distribute content in the last 12 months. Aided list; multiple responses permitted.

Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

Search engine marketing (SEM)/pay-per-click is the most often cited paid method technology marketers use to distribute content.

Types of Paid Content Distribution Methods Technology Marketers Use



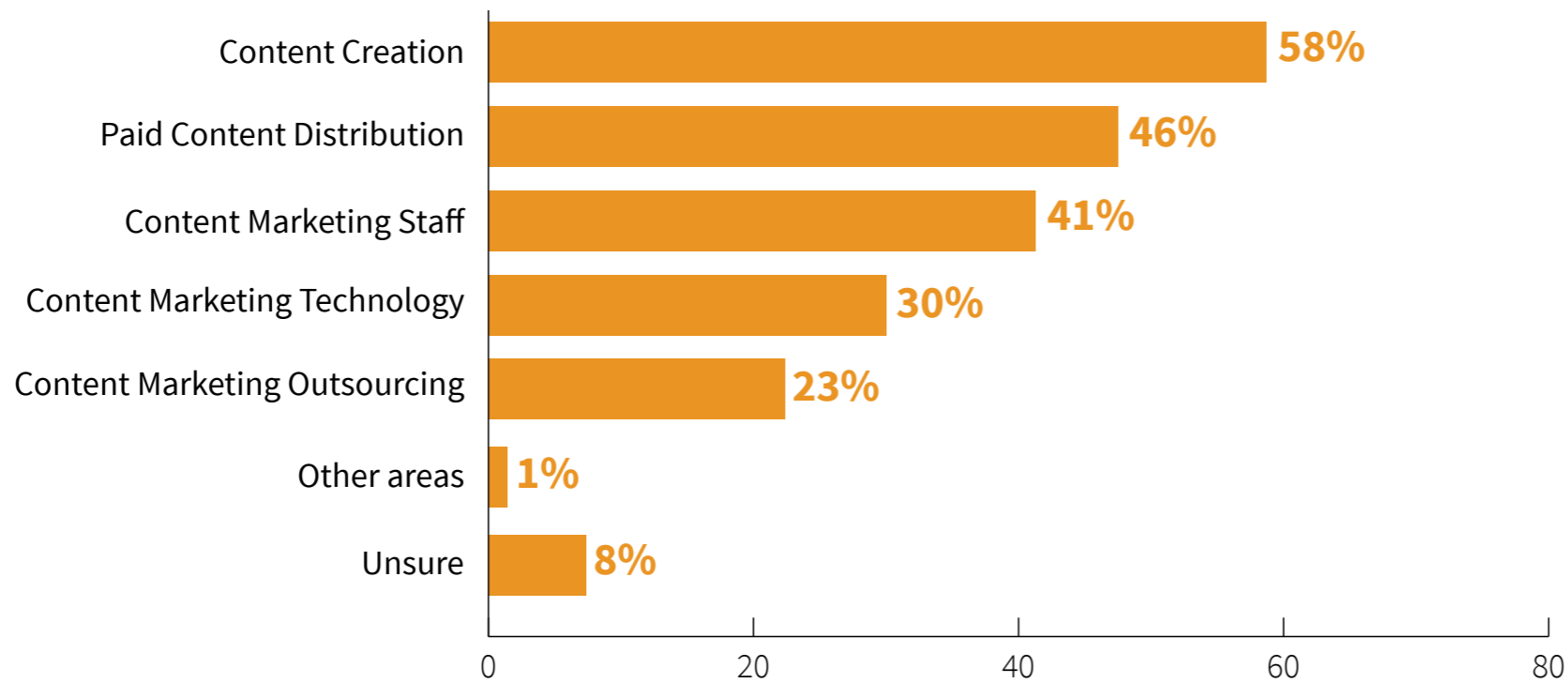
Base: Technology content marketers whose organizations used paid methods in the last 12 months. Aided list; multiple responses permitted.

Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

BUDGETS & SPENDING

Technology content marketers say their organization increased spending on content creation more so than other areas of content marketing in the last 12 months.

Areas Where Technology Marketers Increased Content Marketing Spending in the Last 12 Months



Note: 13% of respondents indicated their organization did not increase content marketing spending in the last 12 months.

Base: Technology content marketers whose organizations increased spending in the last 12 months. Aided list; multiple responses permitted.

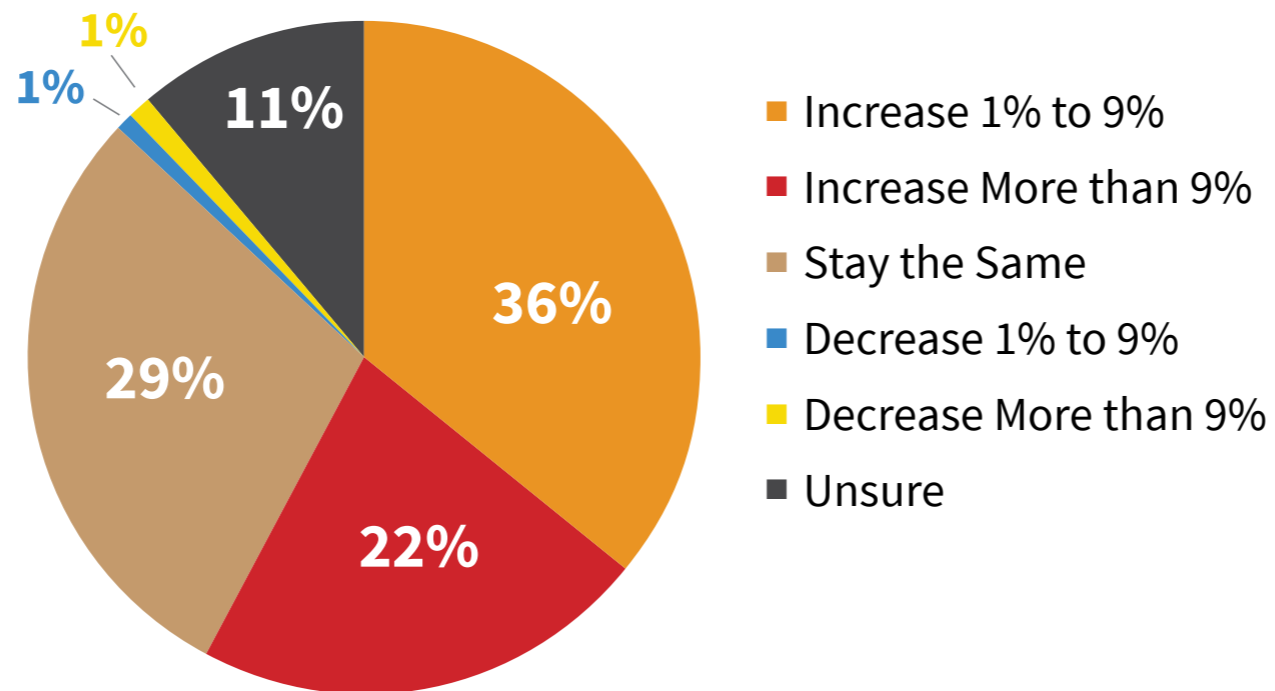
Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

The top three skills sought by those who increased spending on content marketing staff:

- ▶ Marketing 74%
- ▶ Journalism 35%
- ▶ Business/Strategy 33%

58% of technology marketers expected a content marketing budget increase for 2019.

Technology Marketers' Expected Change in 2019 Content Marketing Budget Compared With 2018



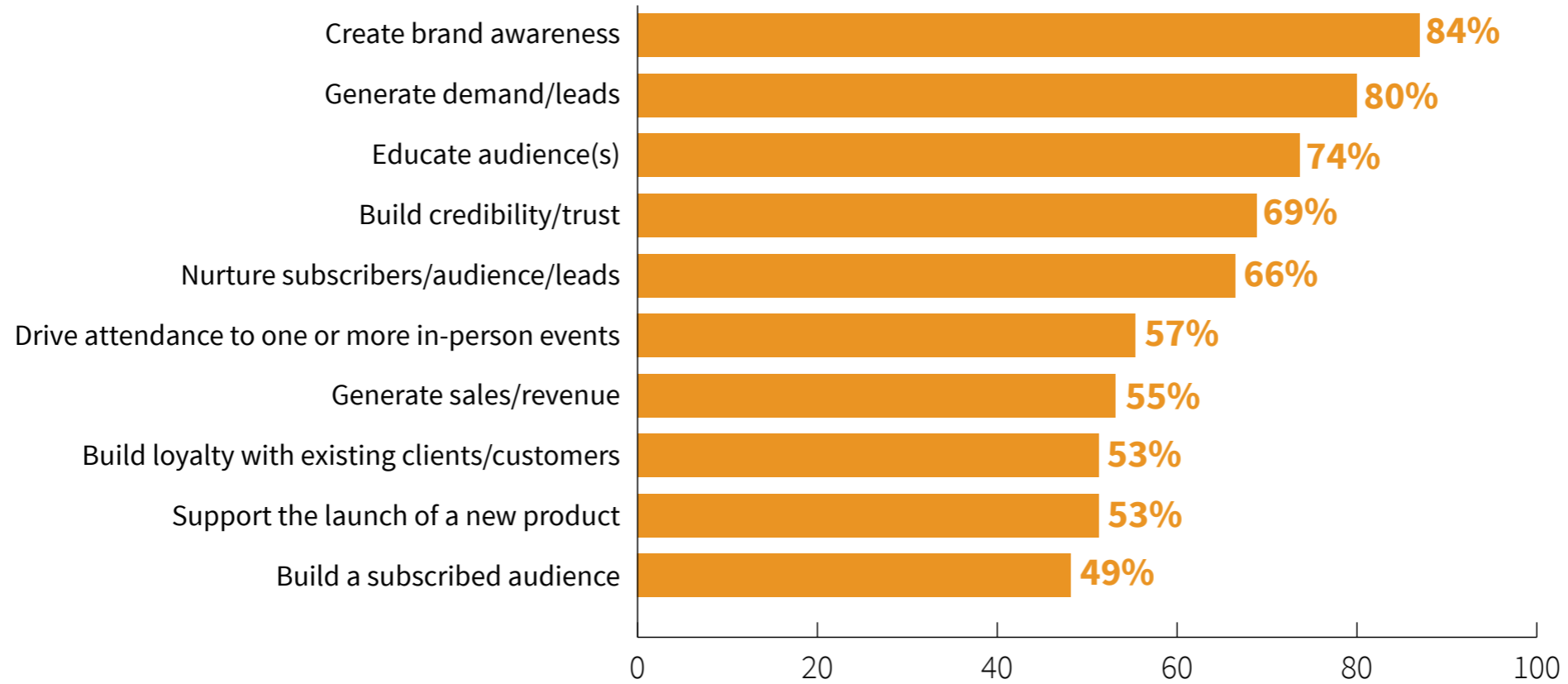
Base: Technology content marketers; aided list.

Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

GOALS & METRICS

84% of technology marketers report their organization has used content marketing successfully in the last 12 months to create brand awareness; 80% have used it to generate demand/leads.

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



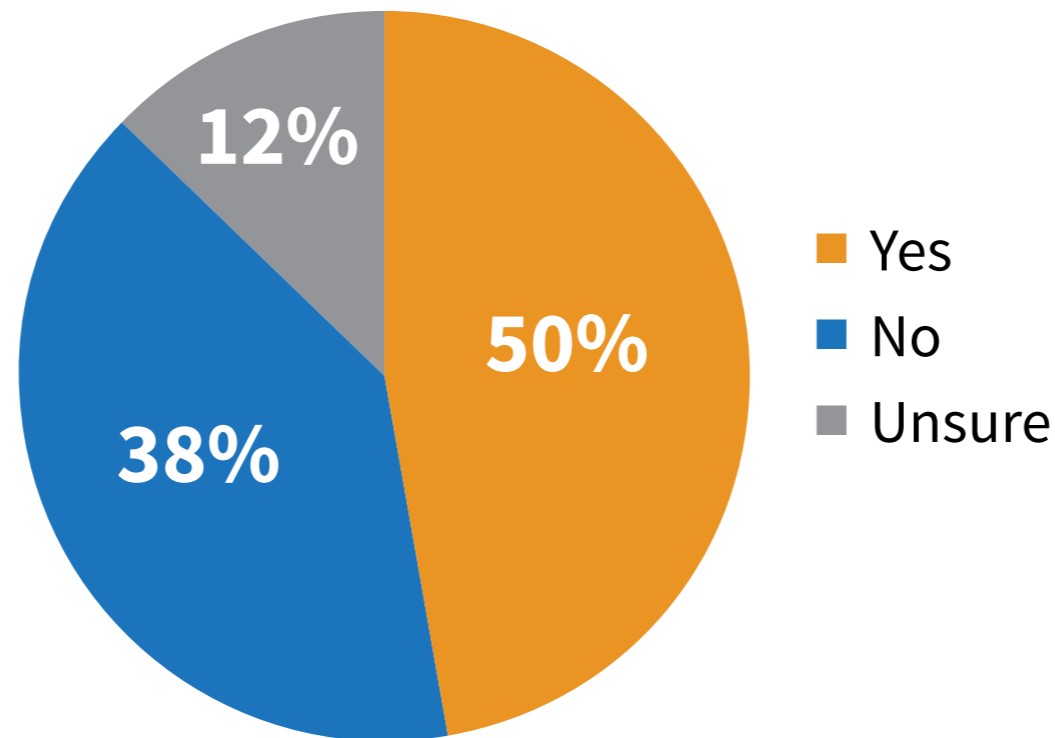
Note: 1% said none of the above.

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

Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

Half of technology respondents say their organization measures content marketing ROI.

Proportion of Technology Marketers That Measure Content Marketing ROI

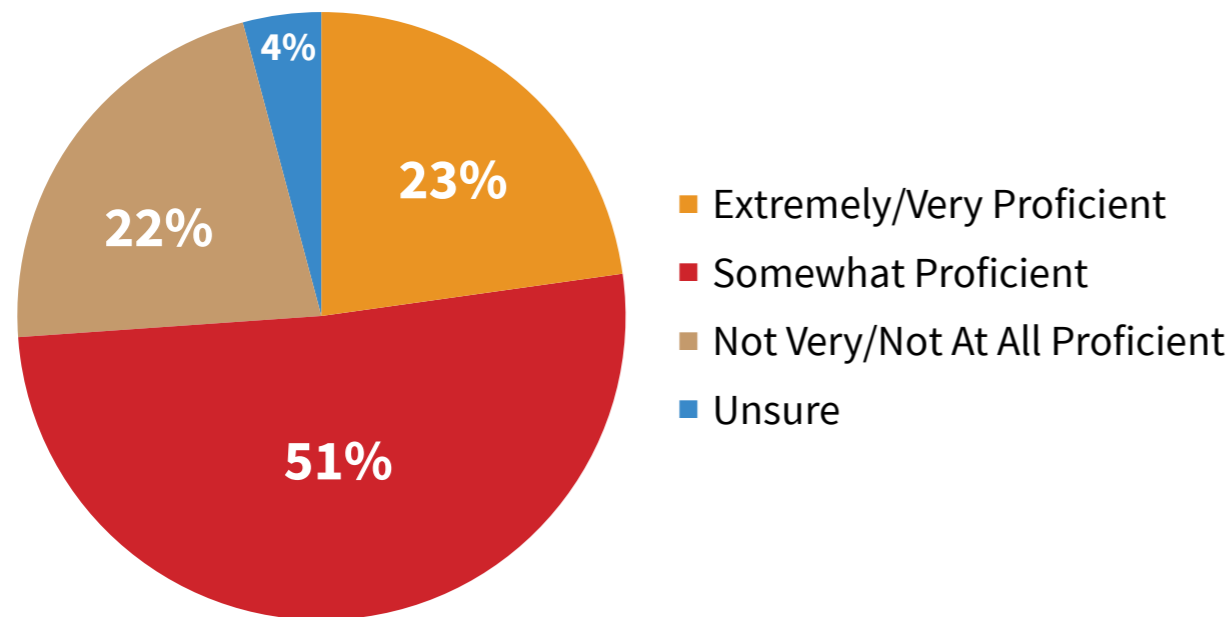


Base: Technology content marketers.

Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

23% of technology marketers say their teams are extremely/very proficient with using the metrics they've selected to monitor content marketing performance.

How Technology Content Marketers Rate Their Proficiency With Using Selected Metrics



Base: Technology content marketers whose organizations use metrics to measure content marketing performance; aided list.

Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

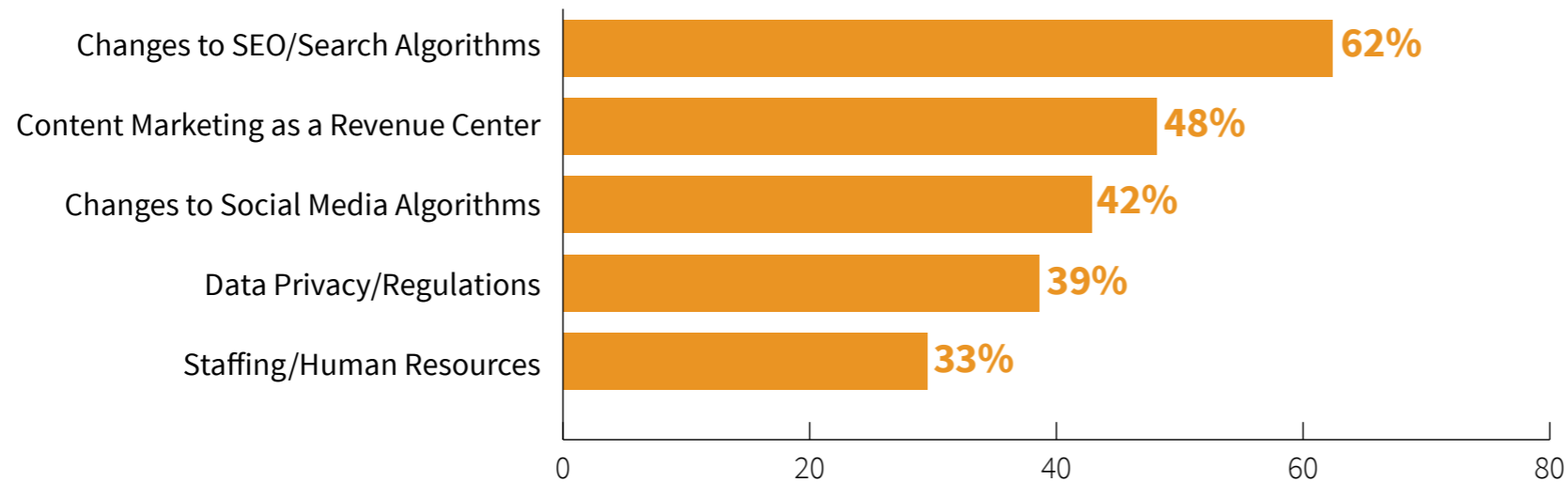
There are many metrics and techniques available for measuring content marketing results. The key is to identify the metrics that will yield the most meaningful insights based on specific goals.

This chart shows how technology content marketers rate their teams' proficiency with using the metrics they've selected. Those reporting low proficiency may have a need for additional resources (e.g., training or the addition of skilled staff) or they may need to reevaluate which metrics to use.

ISSUES OF IMPORTANCE & UNIQUE CHALLENGES

Technology marketers say changes to SEO/search algorithms is a top content marketing issue of importance to their organization.

Top 5 Content Marketing Issues That Were Important to Technology Marketers in 2018



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

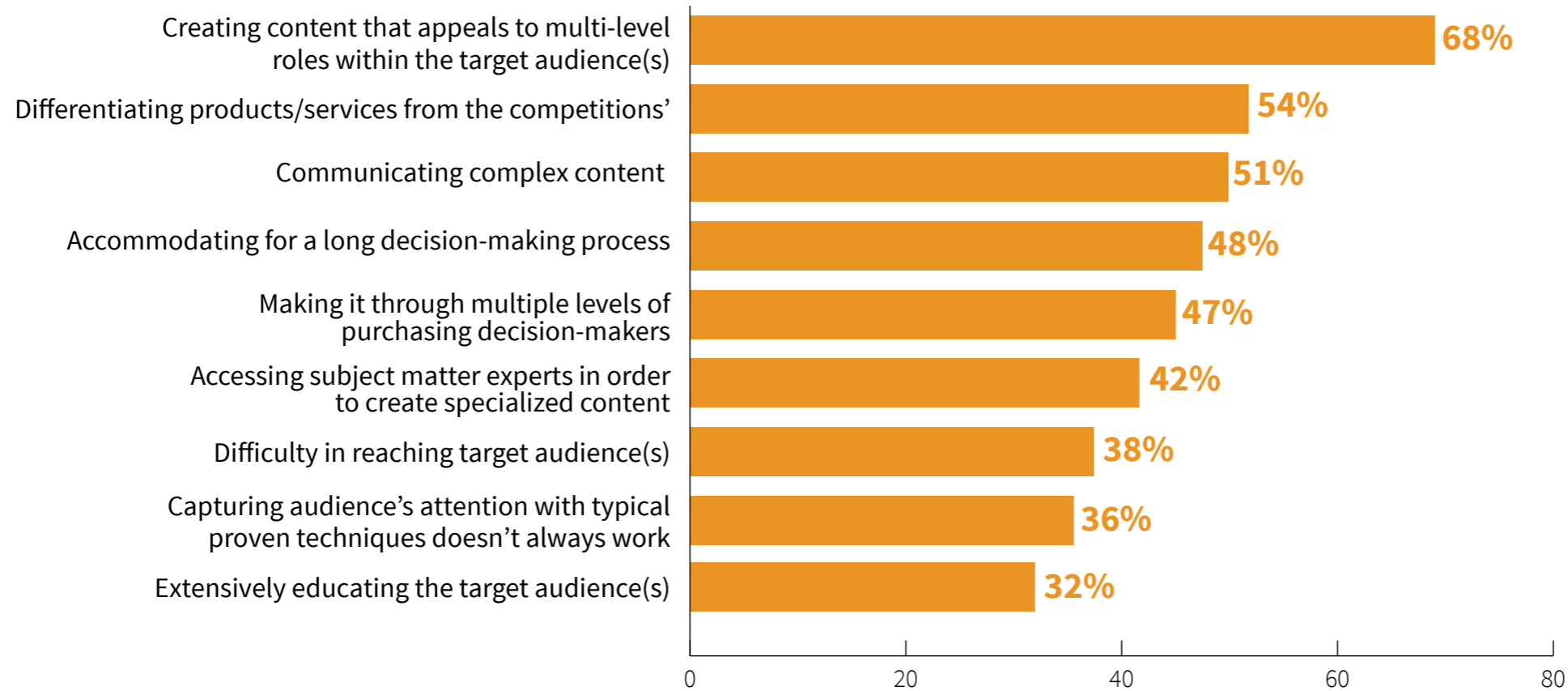
Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

Other issues cited:

AI Technologies (16%); Preparing Content for Voice Search (11%); Public's Trust Issues with Media (10%); Content Security (e.g., HTTPS encryption, ID theft) (8%); Other Issues (3%); and Unsure (6%).

68% of technology content marketers report their organization is challenged with creating content that appeals to multi-level roles within the target audience.

Unique Challenges Technology Content Marketers Face



Note: 4% said technology organizations face the same content marketing challenges as any organization.

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

Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

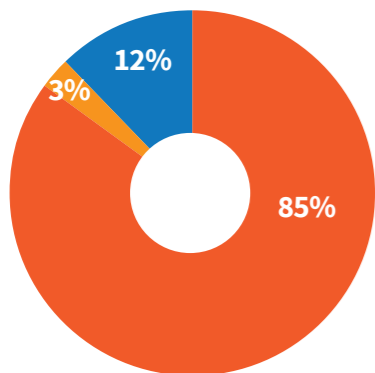
Technology Content Marketing 2019: Benchmarks, Budgets, and Trends was produced by **Content Marketing Institute** and sponsored by **IDG Communications, Inc.**

The ninth 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), WTWH Media, and UBM Technology Group.

A total of 1,947 recipients from around the globe—representing a full range of industries, functional areas, and company sizes—replied to the survey during June and July 2018. This report presents the findings from the 364 respondents who indicated their organization is a for-profit technology company. Most technology respondents are based in North America (83%), followed by Europe (9%), Asia (4%), and Other (4%).

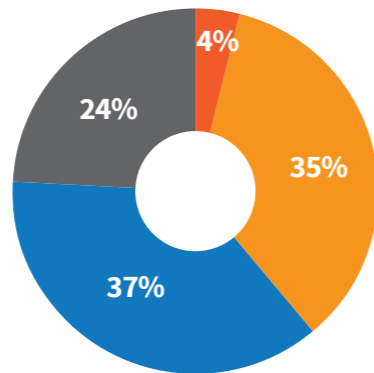
Additional reports based on the annual survey are available at www.contentmarketinginstitute.com/research. Special thanks to MarketingProfs for their assistance with the annual survey and the B2B and B2C content marketing reports.

Nature of Technology Organization



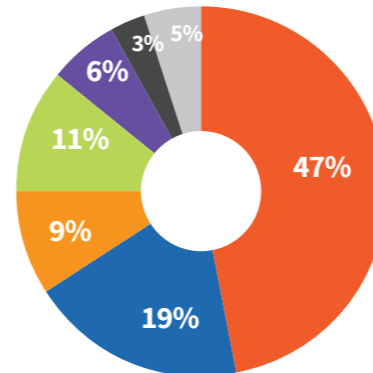
- B2B
- B2C
- Both B2B+B2C

Size of Technology Organization



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

Technology Content Marketing Job Title/Function



- Marketing/Advertising/Communications/PR Management
- Content Creation/Management (Writer/Creative Director/Editor)
- Marketing—Staff/Support/Administration
- Corporate Management (CEO/Owner/President/CMO/CCO)
- General Management (GM, VP)
- Sales/Business Management (Sales Manager/Accounts Director)
- Other

Note: This year's methodology differs from prior years. This year, we qualified respondents based on whether their organization has been using content marketing for at least one year, and whether they are a content marketer, someone who is involved with the content marketing function, and/or someone to whom content marketing reports.

Thanks to all the survey participants and distribution partners 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 September in Cleveland, Ohio, USA, and [ContentTECH Summit](#) event is held every spring. CMI publishes the quarterly 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. Content Marketing Institute is organized by UBM, which in June 2018 combined with Informa PLC to become a leading B2B information services group and the largest B2B Events organizer in the world. To learn more and for the latest news and information, visit www.ubm.com and www.informa.com.

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[IDG Communications](#) connects the world of tech buyers with insights, intent and engagement. Our premium brands, including CIO®, Computerworld®, PCWorld® and Macworld®, engage the most powerful audience of technology buyers by providing essential guidance with quality content that provides the context needed to help inform technology purchase decisions. We execute complex campaigns using premium 1st party data that fulfill marketers' global ambitions seamlessly with consistency that delivers results and wins awards. For complementary research on the content consumption habits of enterprise tech buyers throughout the IT purchase process, including how that content is consumed, discussed, and shared, and insights on lead nurture/sales follow-up strategies specific to tech marketing, visit www.idg.com/tools-for-marketers.