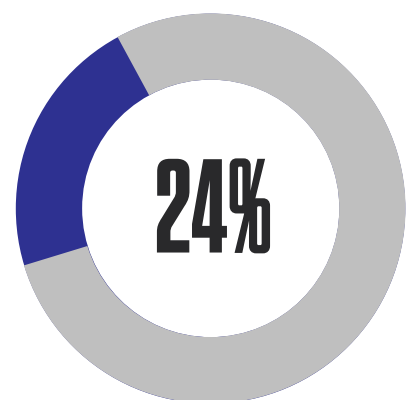


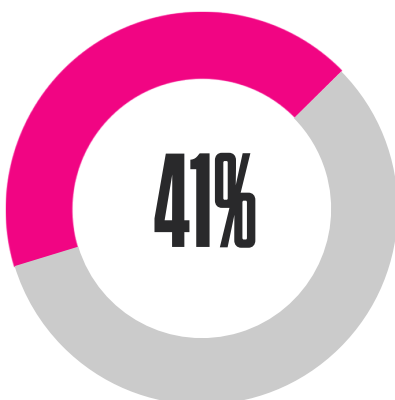
OVERCOME TECH CONTENT MARKETING CHALLENGES

Tech Marketers Want to Be More Sophisticated in Content Marketing

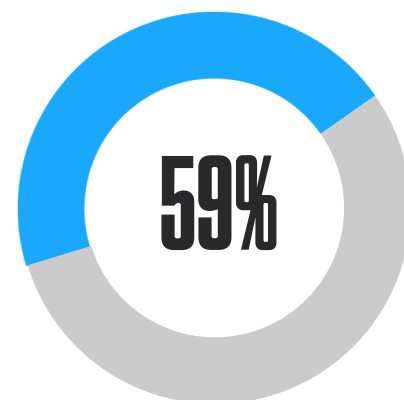
Only **31%** of organizations rate their content marketing maturity level as being **sophisticated/mature**



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



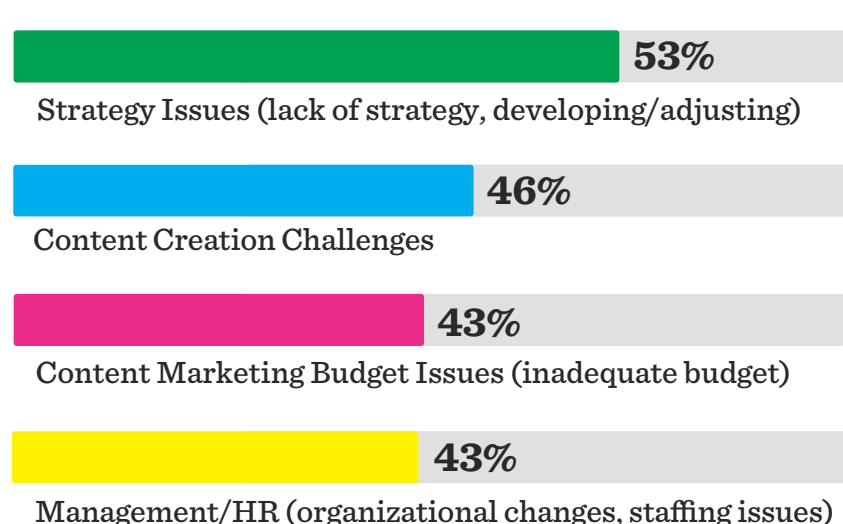
Have a content marketing strategy, **but it is not documented**



Are **not clear** on what an effective or successful content marketing program looks like

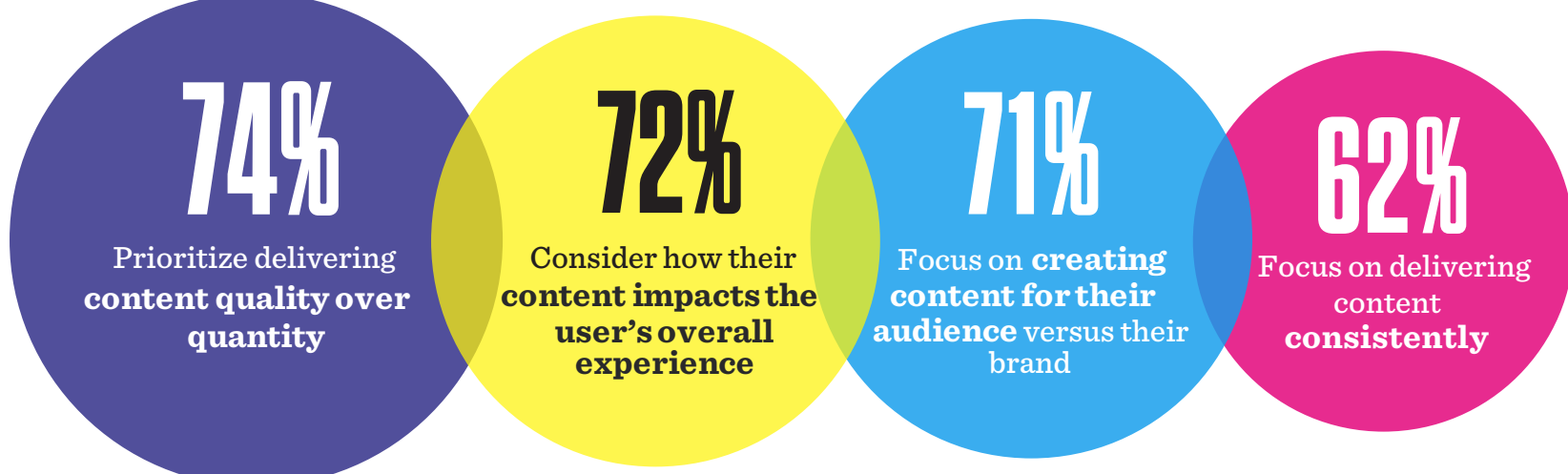
Top Challenges

Top factors contributing to **stagnant content marketing success**

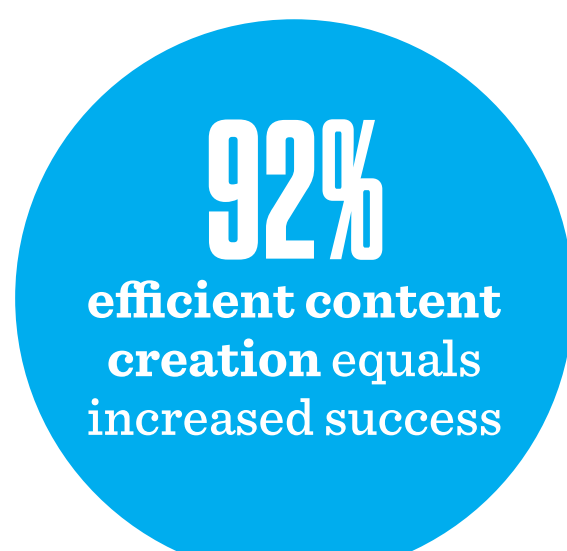
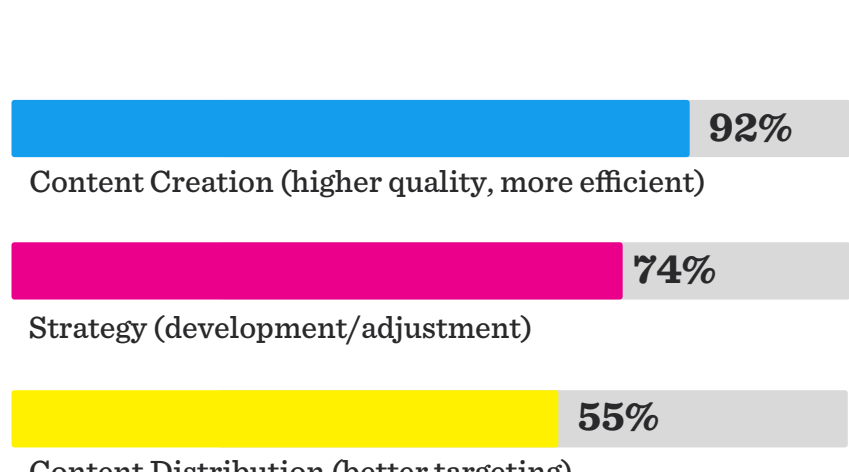


46% of organizations have **small content marketing teams** serving the entire organization

What Makes Content Marketing Successful?



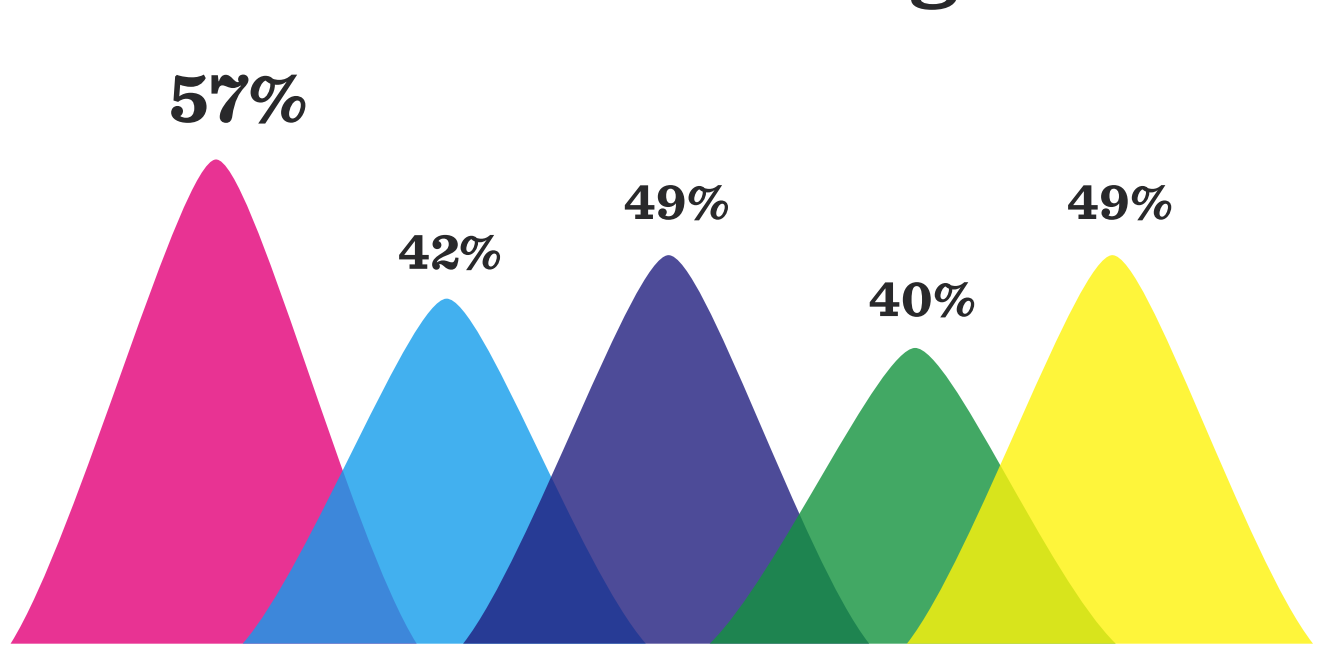
Top Factors Contributing to Content Marketing Success



62% of tech marketers say having a deep **understanding of audience personas** is the main part of their strategy

78% of successful tech marketers always/frequently **prioritize providing the right content to the right person at the right time**

Top Tactics Most Critical to Content Marketing Success



For more information on how IDG can help your content marketing, visit: IDG.com/ContentMarketing