

*INSIGHTS*

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**2018 B2B CONTENT  
MARKETING TRENDS  
REPORT**

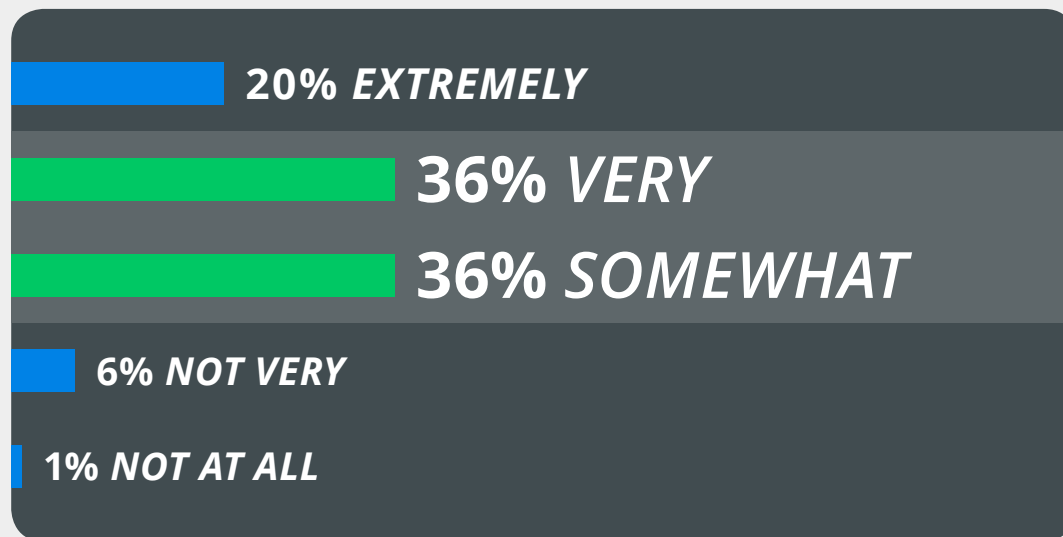
**91%**

*OF B2B RESPONDENTS*

**USE CONTENT  
MARKETING**

**9% DO NOT**

B2B ORGANIZATIONS'  
**COMMITMENT TO  
CONTENT MARKETING**



B2B MARKETERS'  
**RATE THE SUCCESS**  
OF CONTENT MARKETING





Interestingly 70-75% of businesses rate their commitment as well as their success as Moderate or Very, suggesting **commitment levels are closely tied to overall success measurements.**

## **SUCCESS COMPARED WITH ONE YEAR AGO**



*We're doing great!*



*Content marketing effort could be improved*

Only 18% of respondents reported they are successfully creating and distributing valuable, relevant and consistent content. **The majority of respondents (70+%) feel their content marketing efforts could be more effective in the future.**

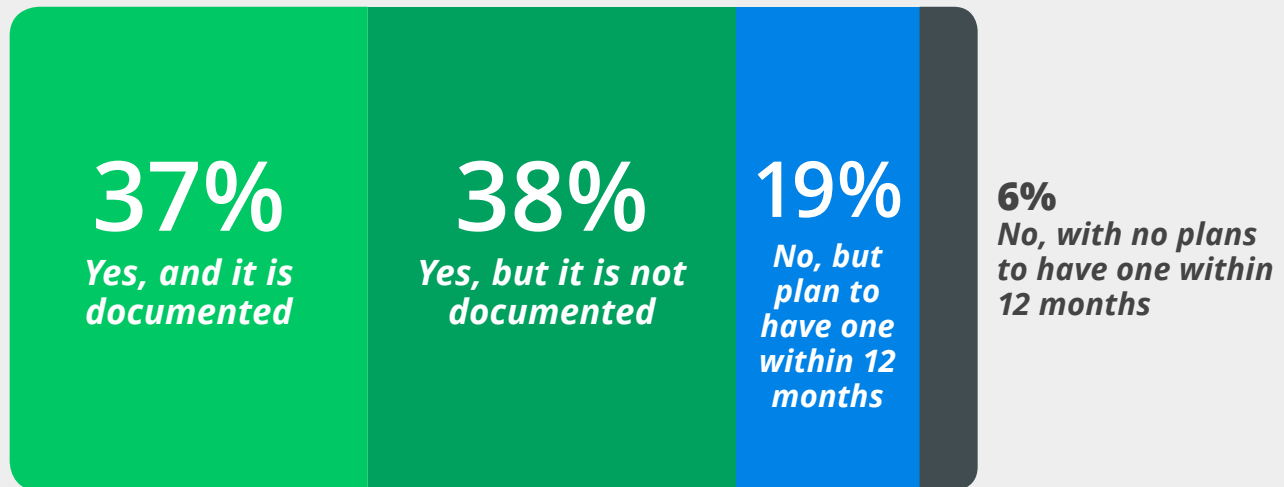
## **FACTORS CONTRIBUTING TO SUCCESS** **OVER THE LAST YEAR**



### **MARKETERS HAVE MADE **CONTENT MARKETING** **A GREATER PRIORITY** (49%)**

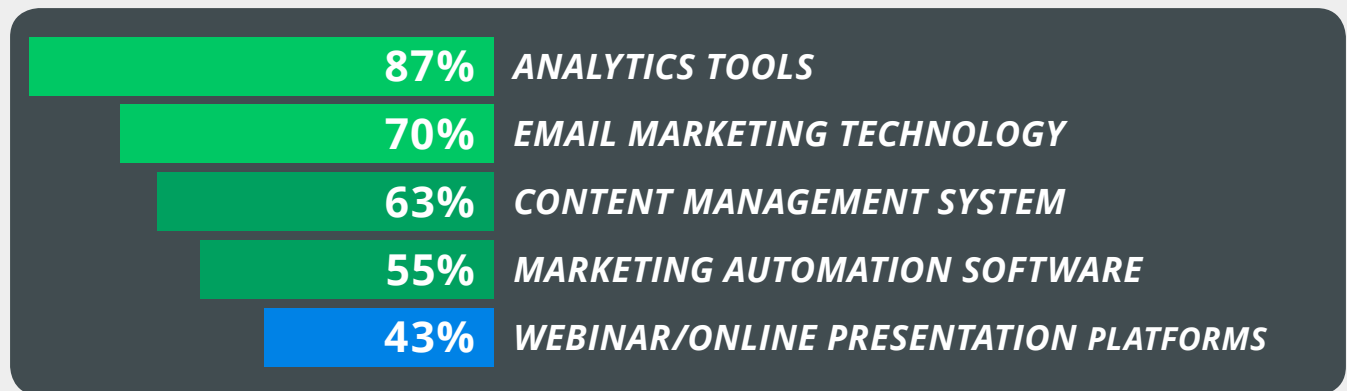
by spending more time (46%) creating strategic (72%),  
higher-quality (78%) content, targeted (50%) at their audience.

PERCENTAGE OF  
**B2B MARKETERS**  
**WITH CONTENT STRATEGY**



While 75% of B2B marketers report having a marketing strategy, **only half of them have documented their strategy.**

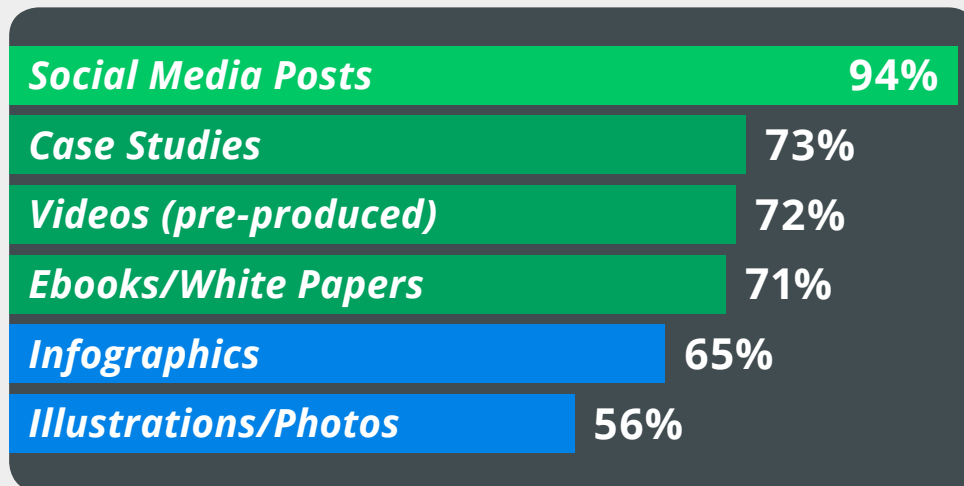
## **TOP 5 TECHNOLOGIES B2B MARKETERS USE FOR CONTENT MARKETING PURPOSES**



Respondents use a plethora of technologies to manage their efforts: All respondents reported using an average of 4 technologies as compared to the **Most Successful respondents** using an average of 5.

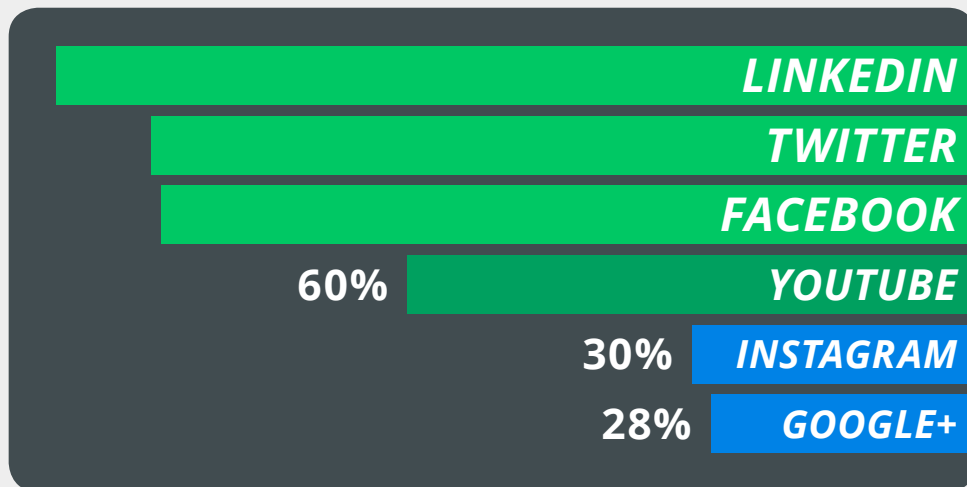


## **TOP 6 TYPES OF CONTENT B2B MARKETERS USE FOR CONTENT MARKETING PURPOSES**



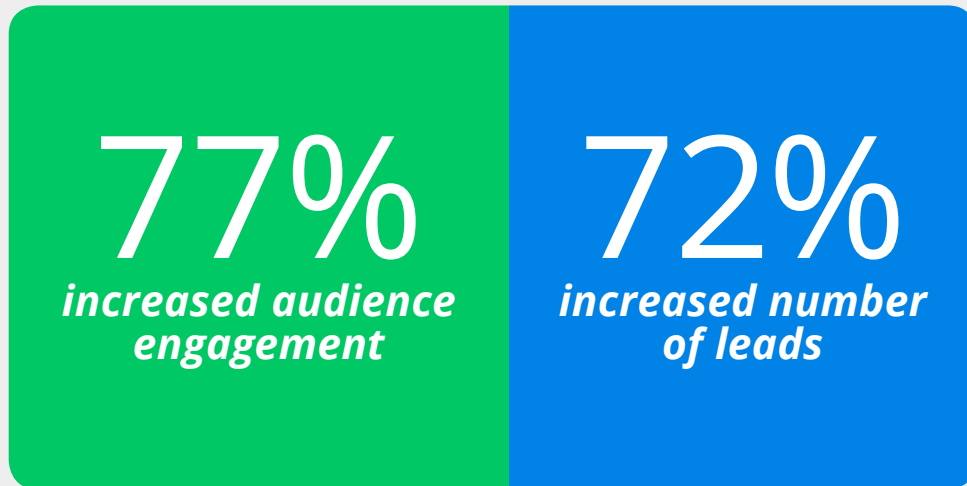
Among the content types, distribution formats, and social media platforms that respondents use, they rated **ebooks/white papers (50%), email (74%) and LinkedIn (78%)** as most effective at helping their organizations achieve specific objectives.

## **TOP 6 SOCIAL MEDIA PLATFORMS B2B MARKETERS USE FOR CONTENT MARKETING PURPOSES**



**Businesses are using social media, not just LinkedIn, to gather prospects and customers, to listen and to respond.**

## **CONTENT MARKETING METRICS**



More than 70% of respondents agreed they can demonstrate, with metrics, how **content marketing** has **increased audience engagement** and **their number of leads**.

Source: 2018 B2B Content Marketing Trends: North America: Content Marketing Institute/MarketingProfs