

2018

MANUFACTURING

CONTENT MARKETING:

2018 Benchmarks, Budgets, and Trends—North America



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WELCOME

Greetings Marketers,

Welcome to our fifth annual report on the content marketing practices of manufacturers. Content Marketing Institute (CMI) has been conducting annual content marketing research since 2010, but because our data indicated that manufacturers were slower than other industries to adopt content marketing, we didn't begin producing a manufacturing report until 2014.

It's been exciting to watch more and more manufacturers launch content marketing initiatives with each passing year. And for those that are just starting out – or are at a standstill – there are lessons to learn from companies that are further along in their content marketing maturity (see page 4). For example, most content marketing progress is built on a foundation of a strong commitment to the approach and a documented content marketing strategy.

Beyond those two basics, the research shows that manufacturers who are more sophisticated/mature with content marketing often, among other differentiators:

- Deliver content consistently
- Have realistic expectations about what content marketing can achieve
- Value creativity and craft in content creation and production.

Fifty-five percent of manufacturing marketers surveyed this year told us their organization's overall content marketing approach is “moderately” successful. Those working to become “extremely” or “very” successful have many resources available to assist them in their efforts. Let us know how we can help!



Yours in content,

Lisa Murton Beets

Research Director

Content Marketing Institute

Special thanks to: Joe Pulizzi, CMI founder, and Ann Handley, chief content officer, MarketingProfs. CMI team members: Stephanie Stahl, general manager; Robert Rose, chief strategy adviser; Kim Moutsos, vice president of content; Michele Linn, editorial strategy adviser; Nancy Reese, research consultant; and Joseph Kalinowski, creative director. Thanks also to our report sponsor, IEEE GlobalSpec Media Solutions.

COMPARISON CHART

Differences Between Manufacturing Marketers by Organization's Content Marketing Maturity Level*

	All Respondents	Sophisticated/ Mature	Adolescent	Young/First Steps
Organization's overall content marketing approach is extremely or very successful	14%	33%	18%	2%
Organization is extremely/very committed to content marketing	38%	73%	50%	13%
Has a documented content marketing strategy	19%	33%	25%	10%
Percentage of total marketing budget allocated to content	22%	32%	23%	15%
Always/frequently delivers content consistently	45%	73%	48%	29%
Agrees that organization is realistic about what content marketing can achieve	47%	67%	61%	29%
Agrees that organization values creativity and craft in content creation and production	62%	80%	78%	43%
Rates project management flow during content creation process as excellent/very good	20%	37%	30%	5%
Always/frequently crafts content based on specific points of the buyer's journey	27%	48%	18%	21%

*See p. 7 for definitions of content marketing maturity levels.

Base: Manufacturing content marketers.

2018 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

USAGE & TEAM ORGANIZATION



Team organization is similar to what was reported last year: 57% have small (or one-person) marketing/content marketing teams serving the entire organization.



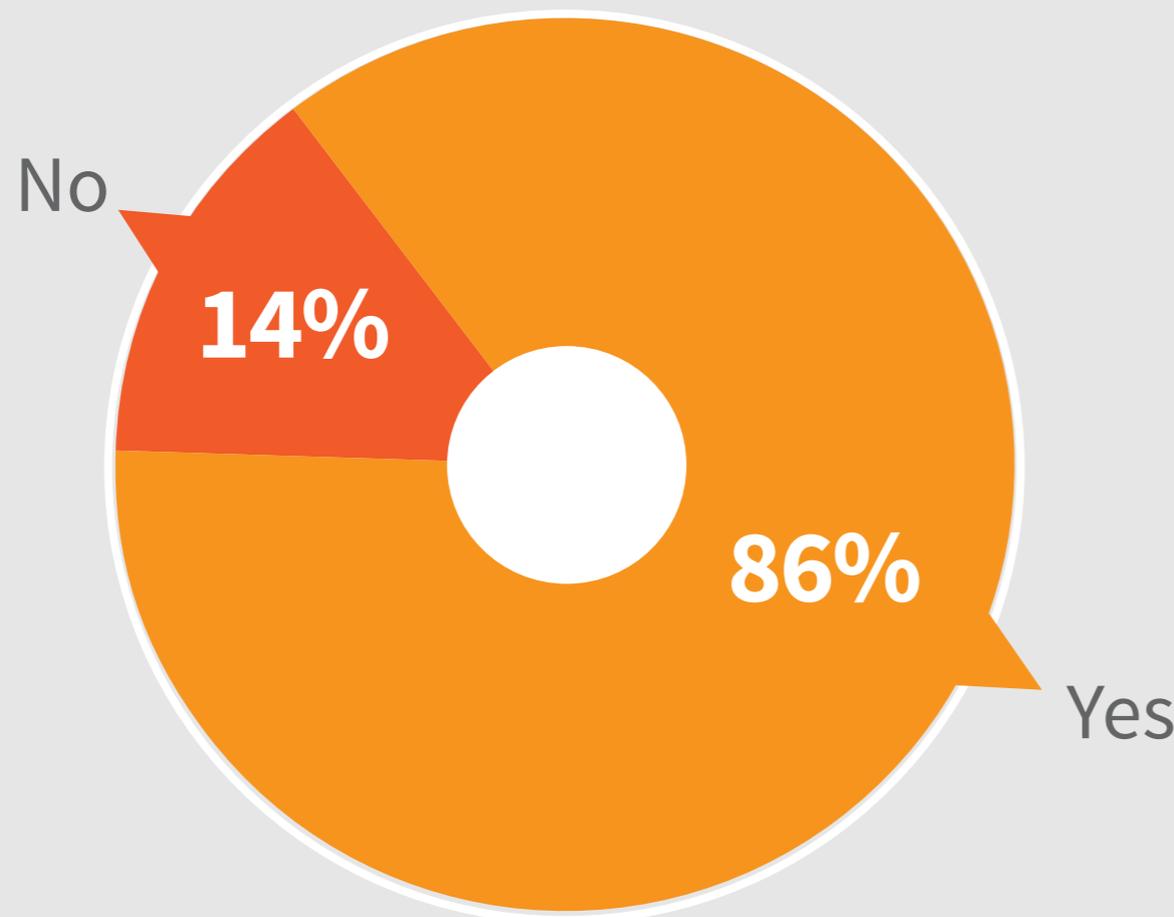
Nearly half of respondents (46%) said their organization is in the young/first steps of content marketing maturity; 30% are in the adolescent phase; and 22% are in the mature/sophisticated phase.



Almost three out of five respondents (58%) outsource at least one content marketing activity; conversely, 42% do not outsource any content marketing activities.

Does your organization use content marketing?

Percentage of Manufacturing Respondents Who Use Content Marketing



Content marketing is defined as “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.”

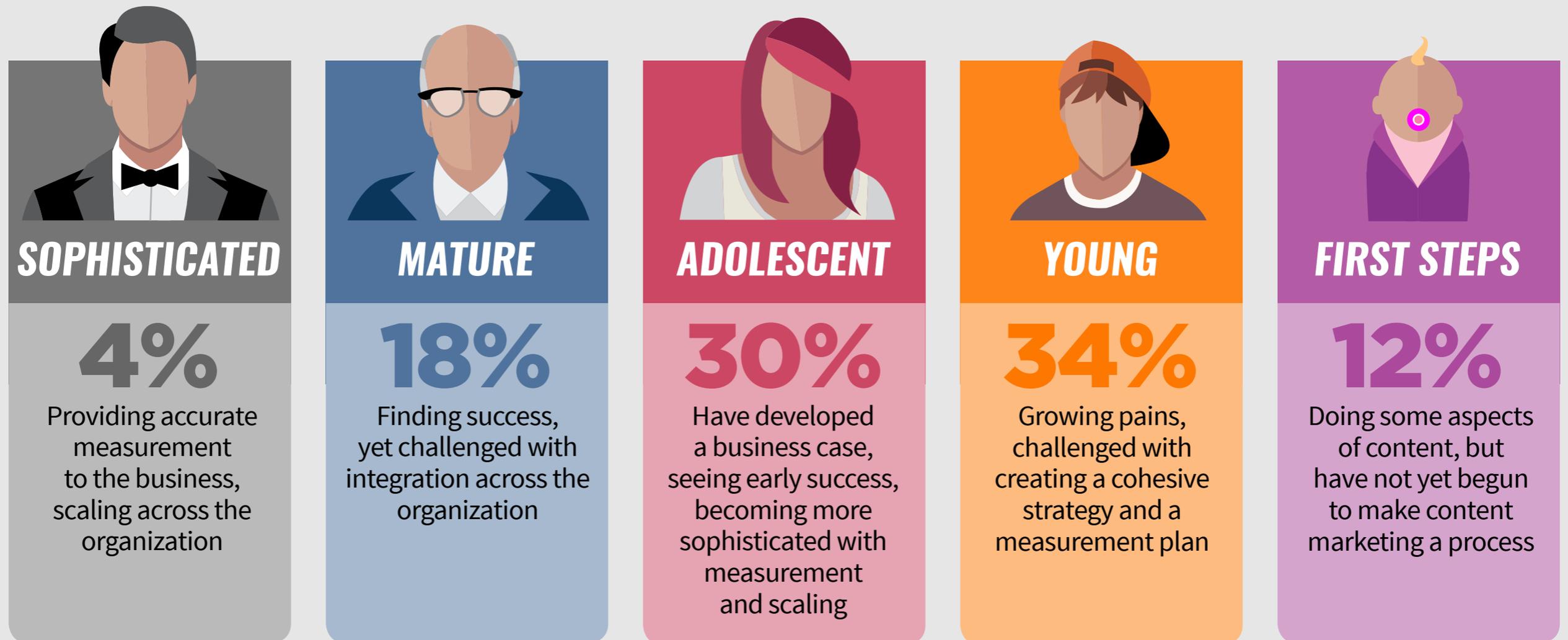
Base: All manufacturing respondents.

2018 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

USAGE & TEAM ORGANIZATION

How would you describe your organization's content marketing maturity level?

How Manufacturing Marketers Assess Their Organization's Content Marketing Maturity Level

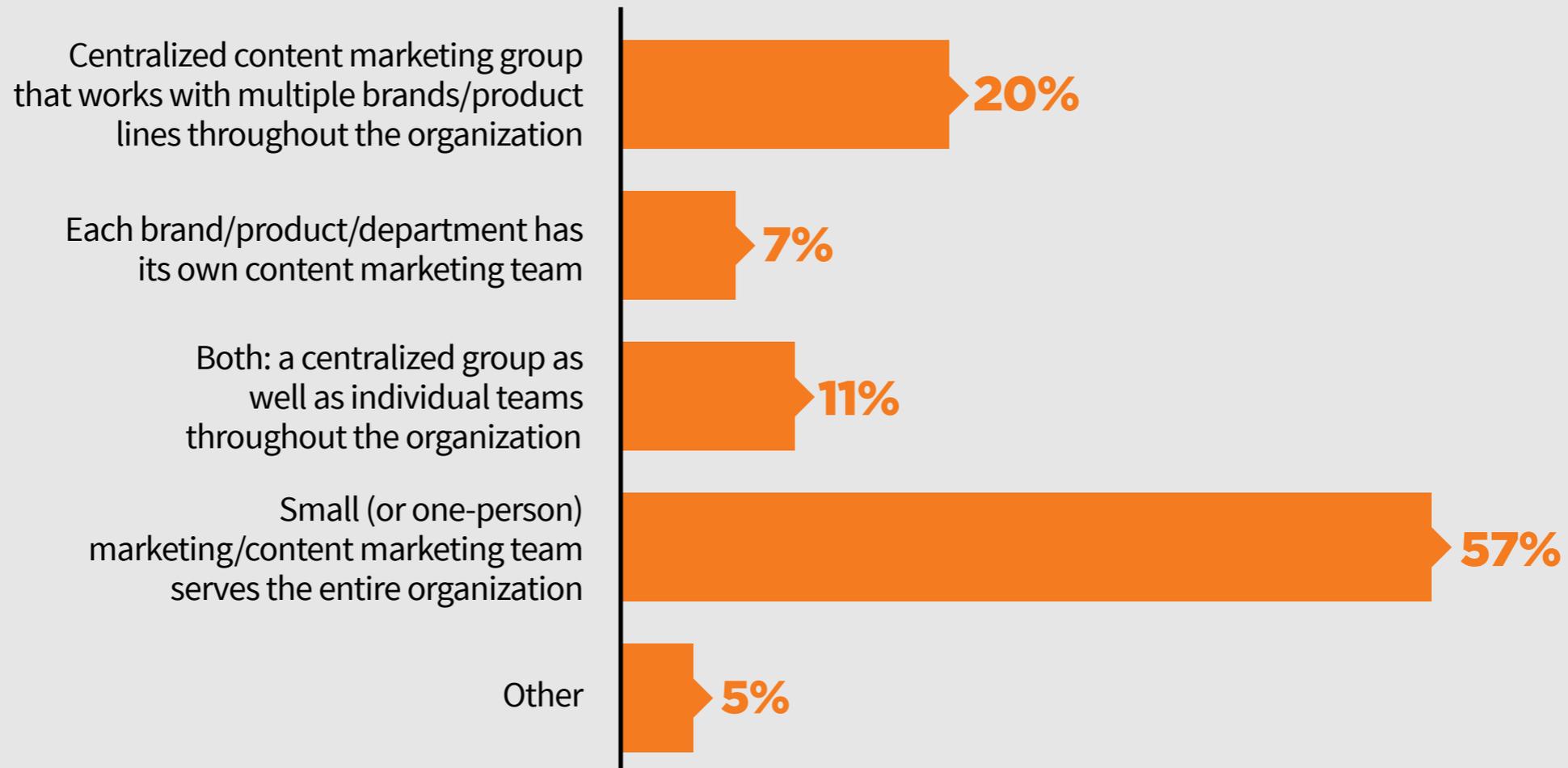


2018 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: Manufacturing content marketers; aided list.

How is content marketing structured within your organization?

Manufacturing Content Marketing Organizational Structure

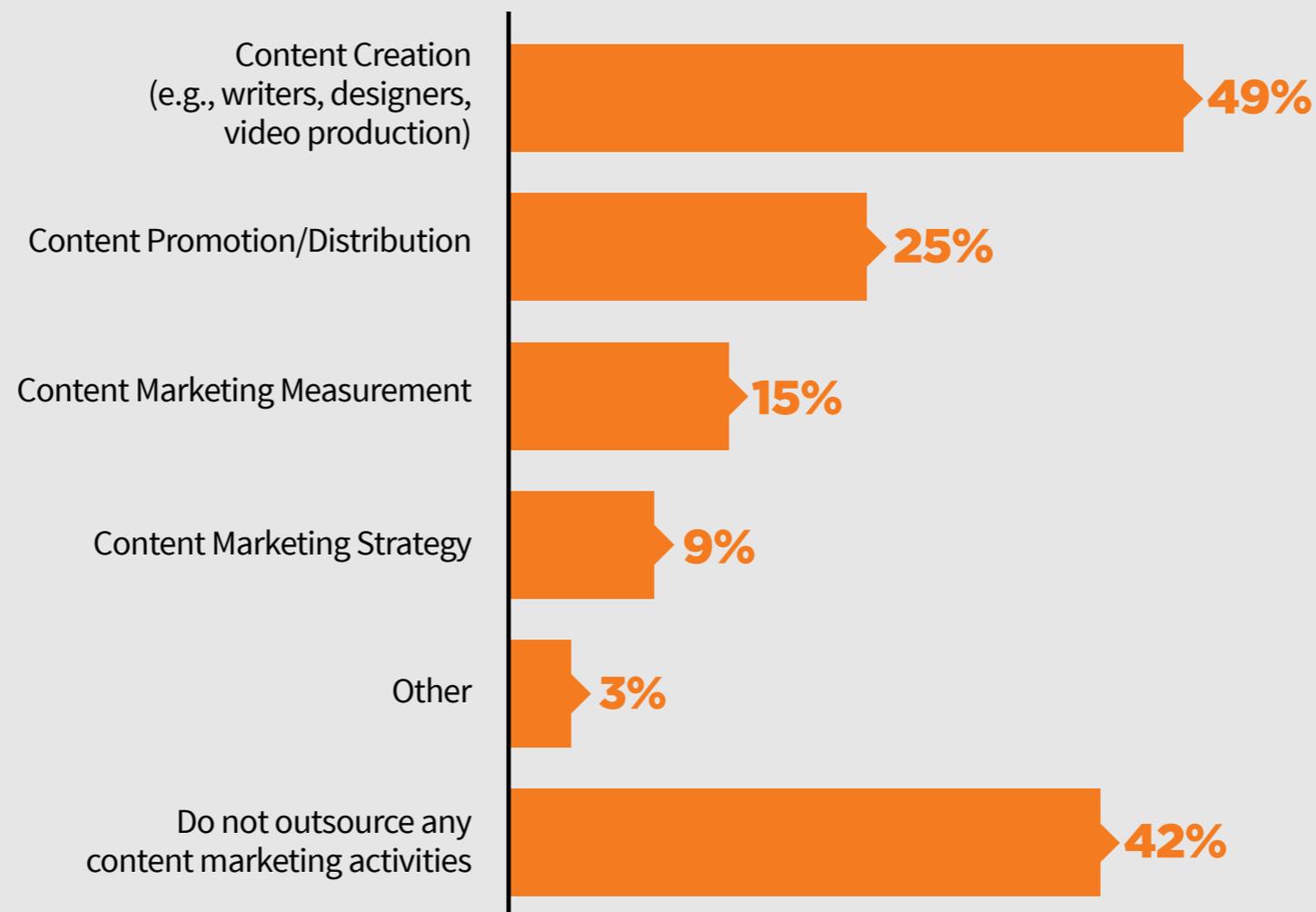


2018 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: Manufacturing content marketers; aided list.

What content marketing activities does your organization outsource?

Content Marketing Activities Manufacturing Marketers Outsource



Note: Almost three out of five (58%) of respondents outsource at least one of the content marketing activities listed.

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

COMMITMENT & OVERALL SUCCESS



Around half of respondents (51%) describe their organization as somewhat committed to content marketing. The remaining are either extremely/very committed (38%) or not very/not at all committed (11%).



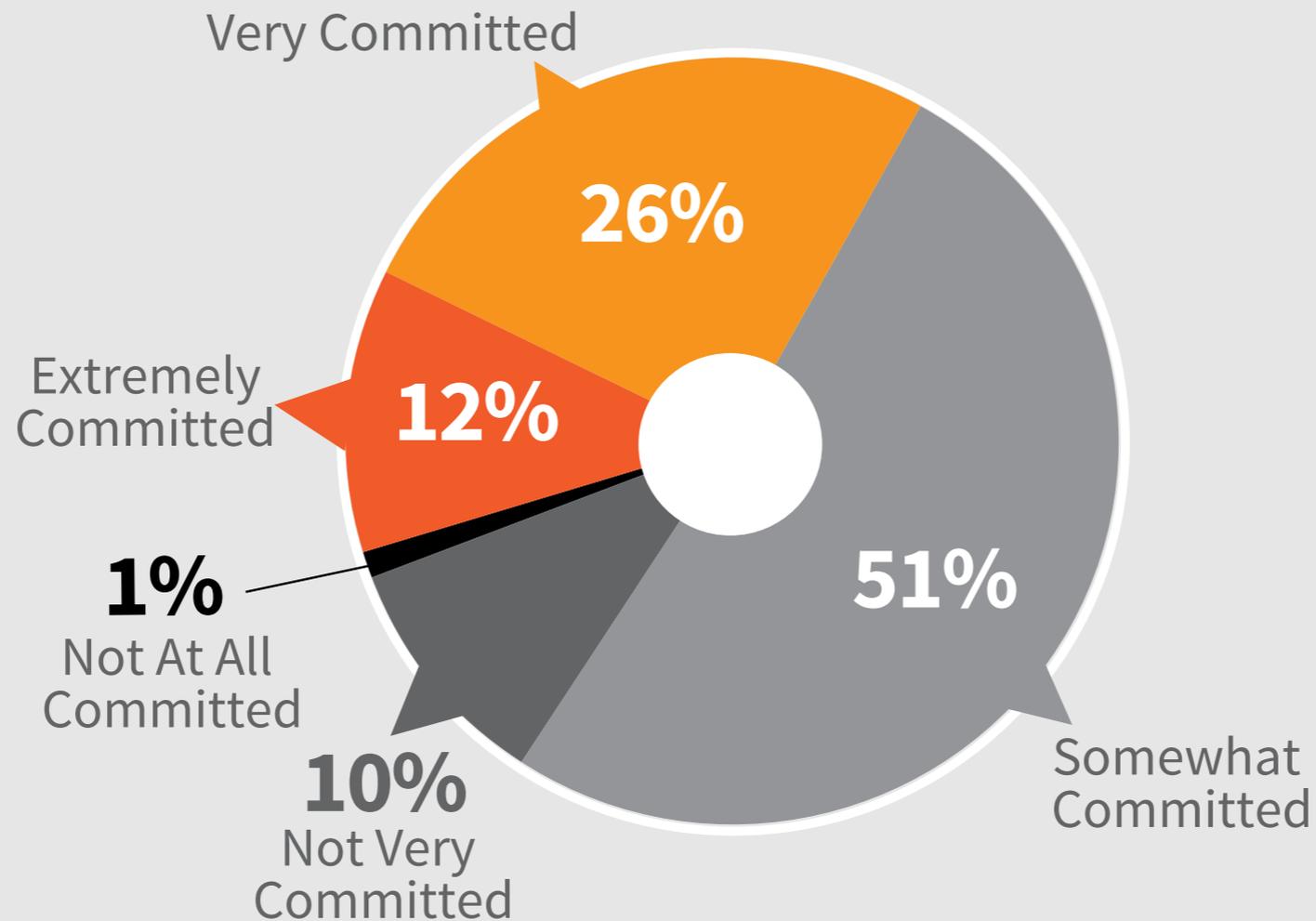
The majority of respondents (55%) characterize their organization's overall content marketing approach as moderately successful.



Like last year, nearly 60% of respondents said their overall content marketing success has increased (much more/somewhat more) compared with one year ago.

How would you describe your organization's commitment level to content marketing?

Manufacturing Organizations' Commitment to Content Marketing

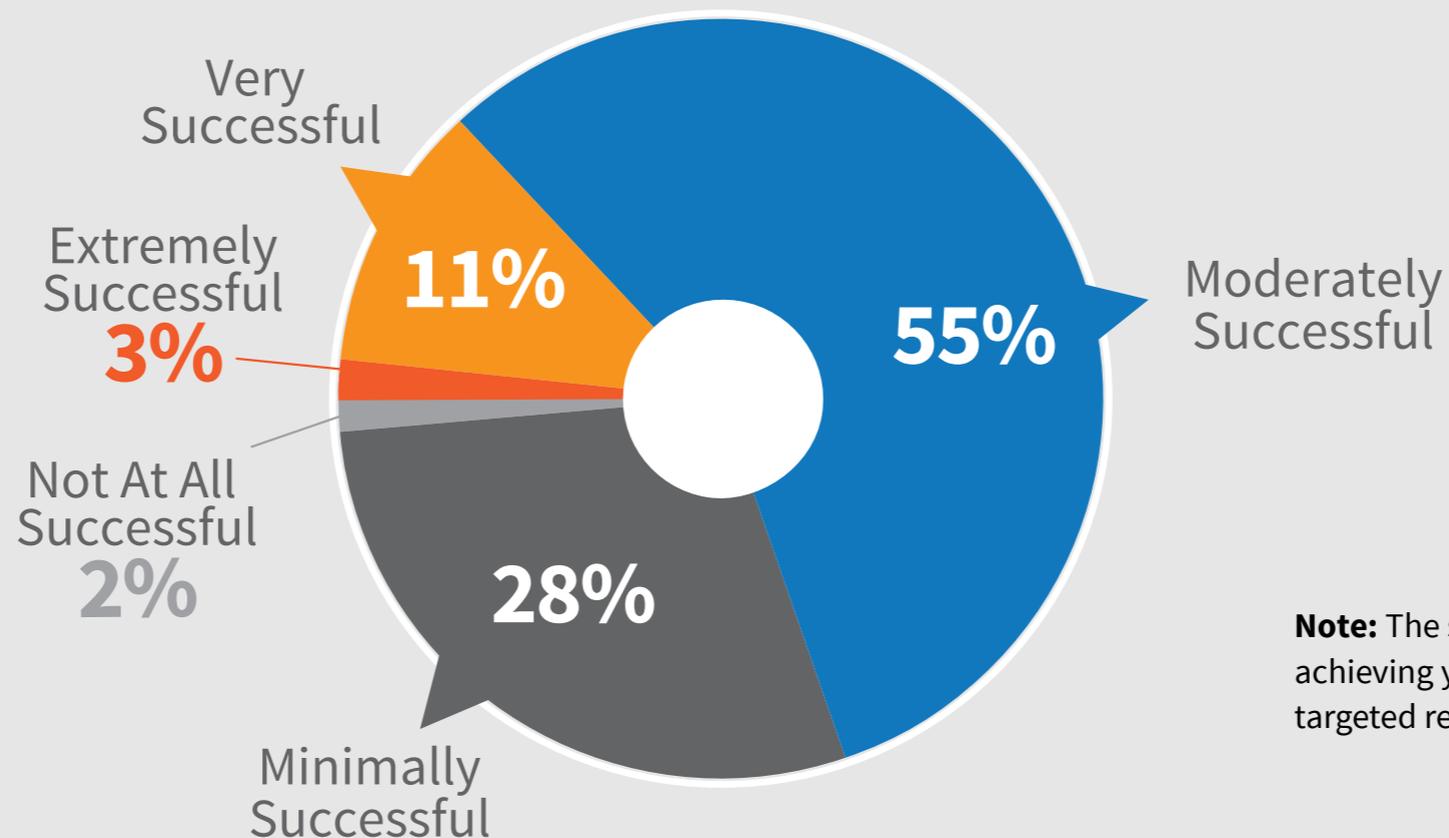


2018 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: Manufacturing content marketers; aided list.

How would you characterize the success of your organization's current overall content marketing approach?

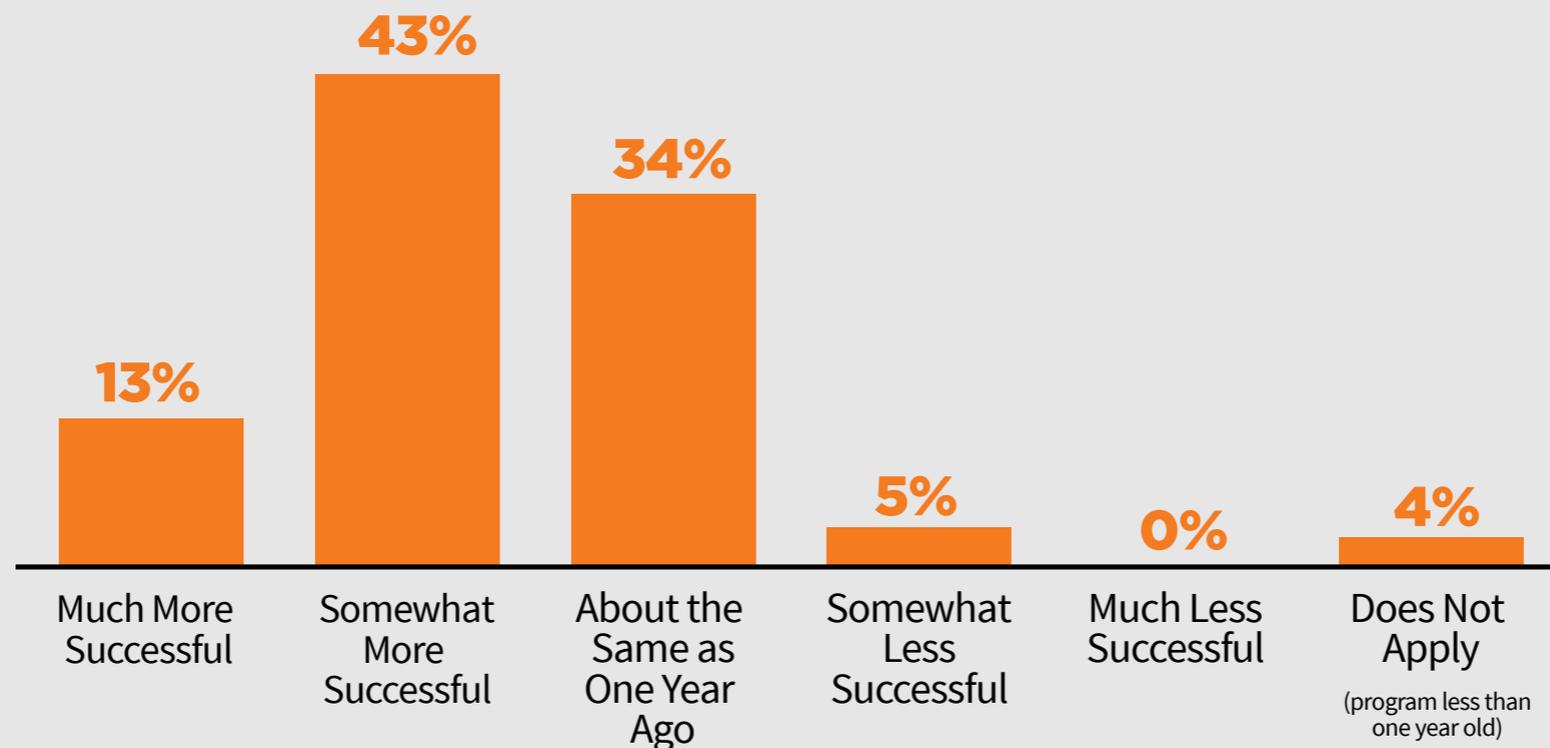
How Manufacturing Marketers Rate the Success of Their Organization's Overall Content Marketing Approach



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

How does the success of your organization's current overall content marketing approach compare with one year ago?

How Manufacturing Marketers Rate the Success of Their Organization's Overall Content Marketing Approach Compared with One Year Ago

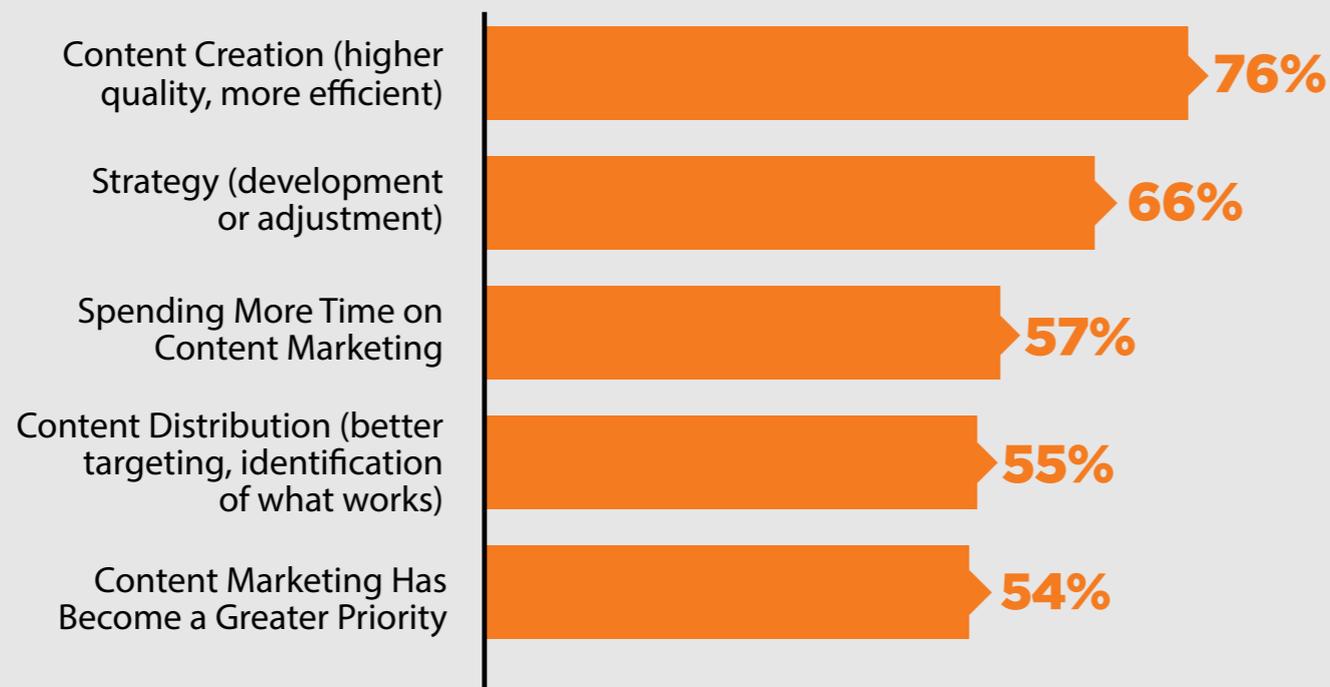


2018 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: Manufacturing content marketers; aided list.

To what factors do you attribute your organization's increase in success with content marketing?

Factors Contributing to Manufacturing Marketers' Increased Content Marketing Success Over the Last Year (Top 5)



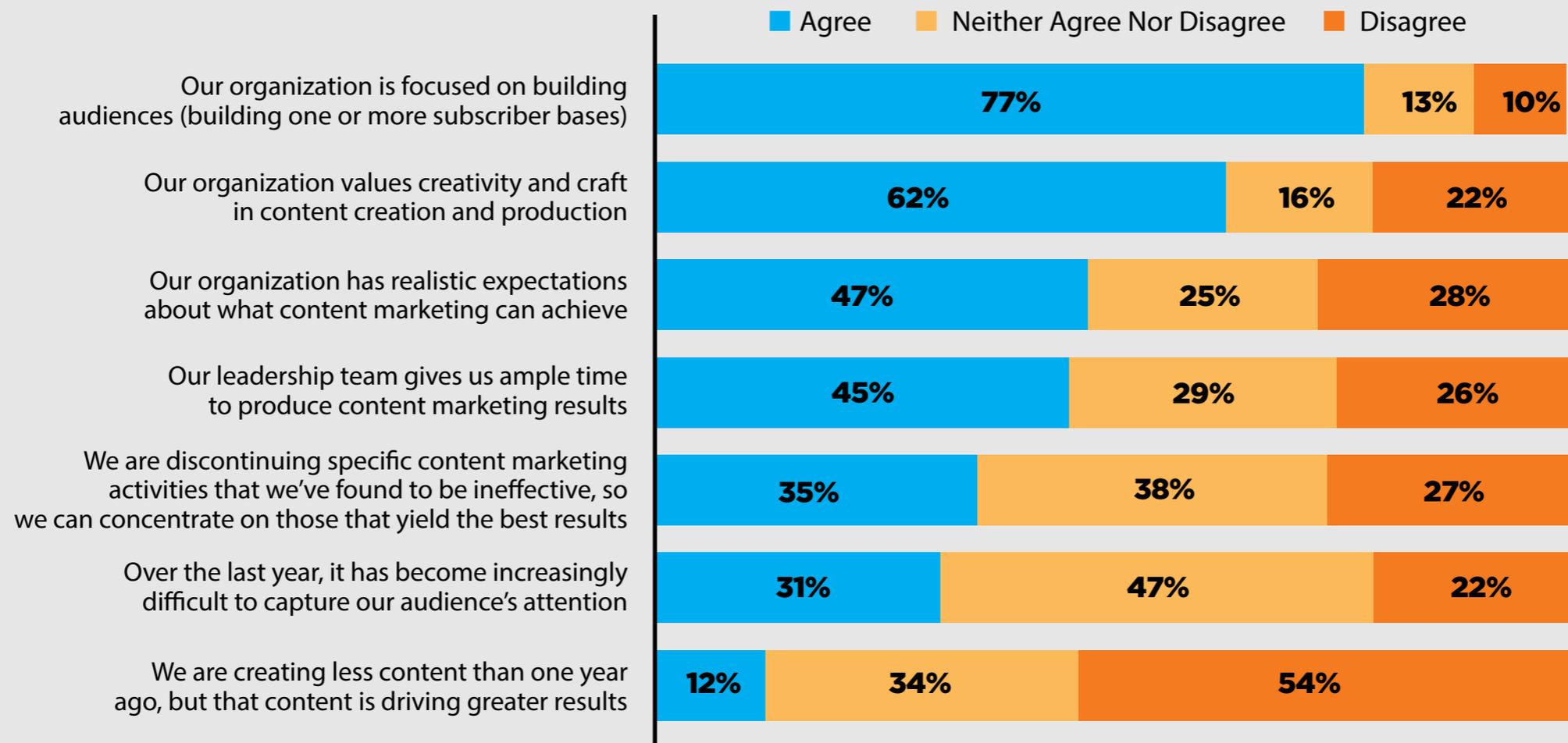
Other factors cited: Content Marketing Technologies/Tools (32%); Content Measurement (growing in ability to show results) (32%); Management/HR (organizational changes, staffing, new content marketing roles) (32%); More Budget for Content Marketing (32%); Content Marketing Training/Education (25%); We Have Given Our Efforts Time to Bear Fruit and Are Now Getting Results (17%); Changes in Our Target Audience(s) (11%); Assistance of Outside Expertise (9%); and Other (4%).

Note: Due to the low number of manufacturing respondents who said their organization's content marketing success had decreased compared with one year ago, this report does not include a chart showing factors contributing to decreased success.

OPINIONS ABOUT CONTENT MARKETING

Indicate your level of agreement with the following statements concerning content marketing in your organization.

Manufacturing Marketers' Opinions About Content Marketing



2018 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: Manufacturing content marketers; aided list.

CONTENT MARKETING STRATEGY & TECHNOLOGIES



The likelihood of having a documented content marketing strategy increases as an organization becomes more mature/sophisticated with its content marketing approach.



80% of respondents who do not currently have a content marketing strategy say they plan to have one within 12 months.

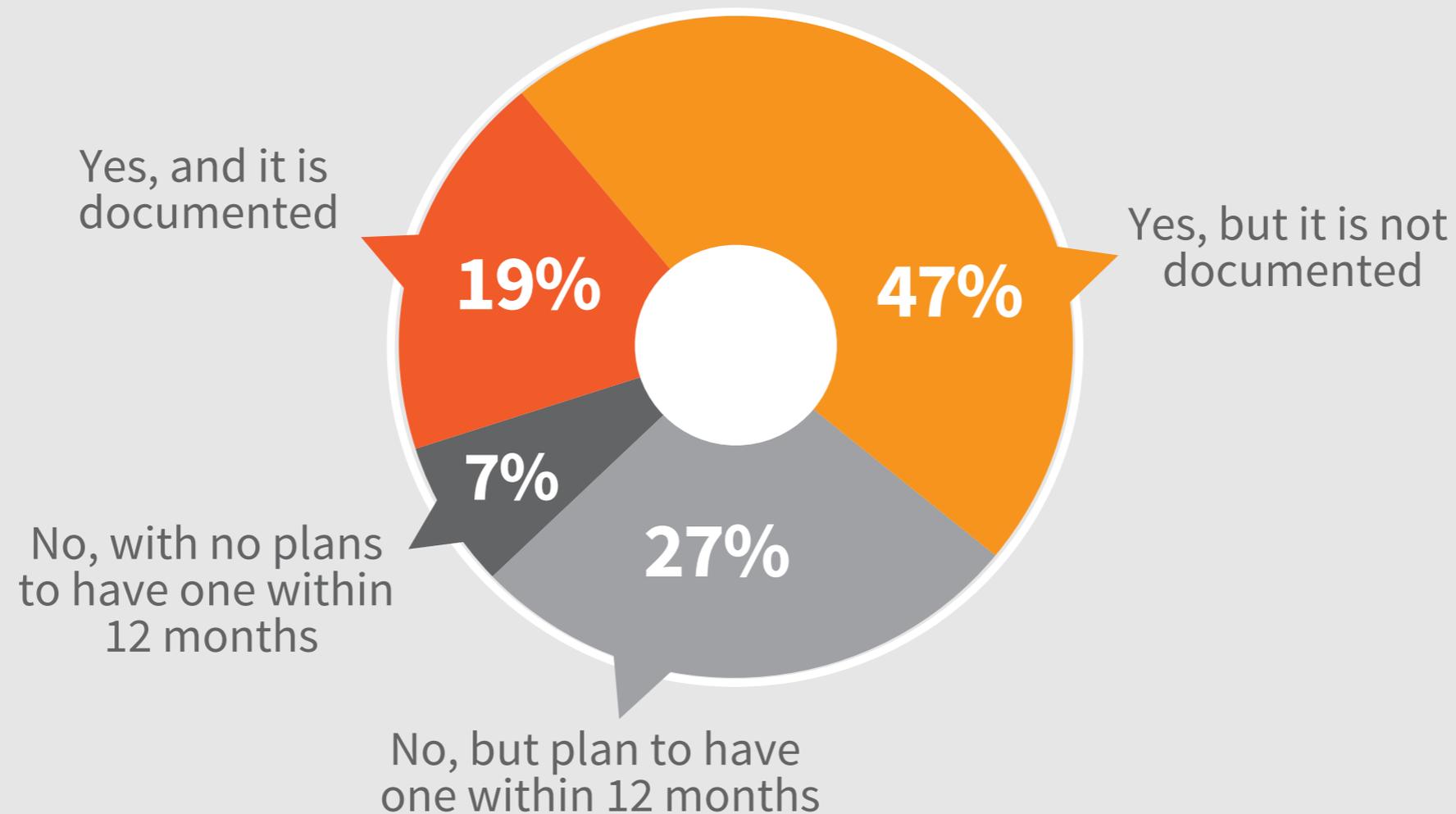


The two main types of digital technologies that manufacturing respondents use specifically for content marketing purposes are analytics tools (90%) and email marketing-focused technology (78%).



Does your organization have a content marketing strategy?

Percentage of Manufacturing Marketers Who Have a Content Marketing Strategy

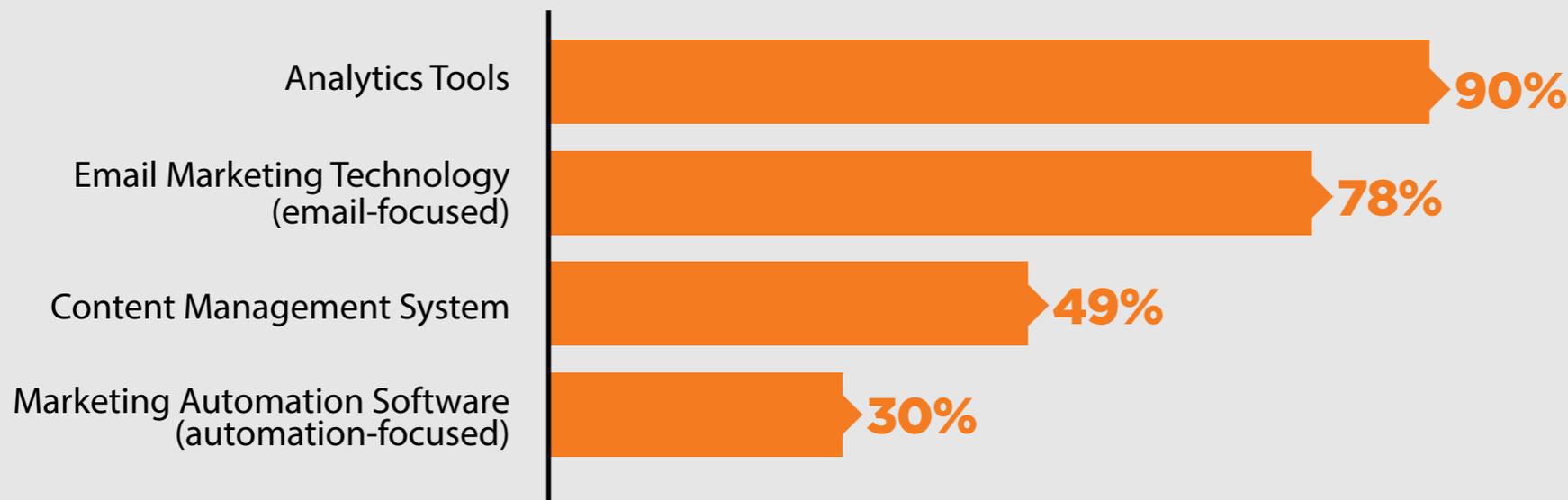


2018 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: Manufacturing content marketers; aided list.

Which types of digital technologies does your organization use specifically for managing its content marketing efforts?

Technologies Manufacturing Marketers Use to Manage Content Marketing Efforts (Top 4)



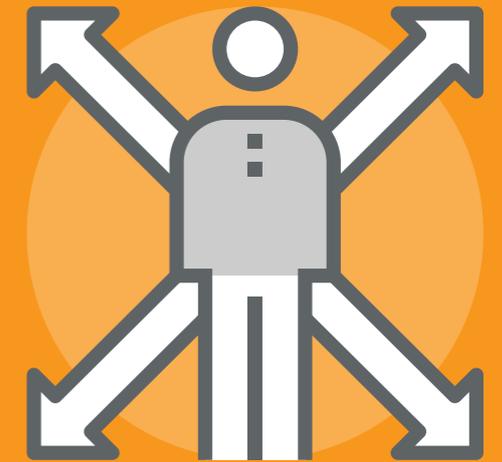
Other technologies used: Webinar/ Online Presentation Platforms (20%); Video Tools/Platforms (16%); Digital Asset Management (DAM) System/File Storage (13%); Content Collaboration/Workflow Software (10%); Content Promotion/Distribution Software (5%); Content Optimization Software (4%); Content Planning/Creation Software (3%); and Other (6%).

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

AVERAGE NUMBER USED:

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CONTENT CREATION & DISTRIBUTION



When asked how well content-creation projects flow within their organization, 20% of respondents rated the flow as excellent or very good; 31% rated it as good; and 49% rated it as fair or poor.



Among the content types, distribution formats, and social media platforms that respondents use, they rated videos (pre-produced), email, and LinkedIn as most effective in helping their organizations achieve specific objectives.

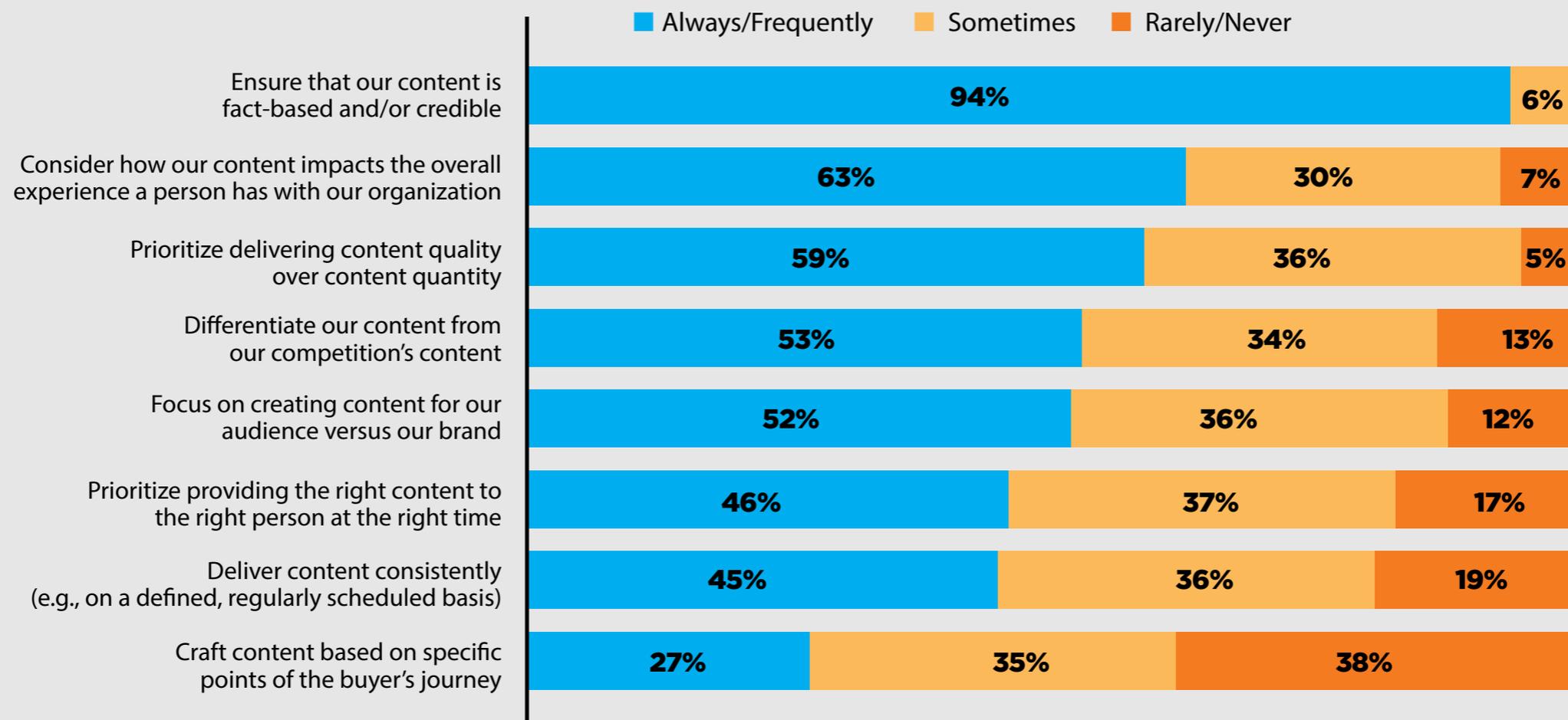


Nearly all respondents (94%) said they always or frequently ensure that their content is fact-based or credible.

CONTENT CREATION & DISTRIBUTION

How often do you take the following concepts into account while creating content for your organization?

How Often Manufacturing Marketers Consider Various Concepts While Creating Content



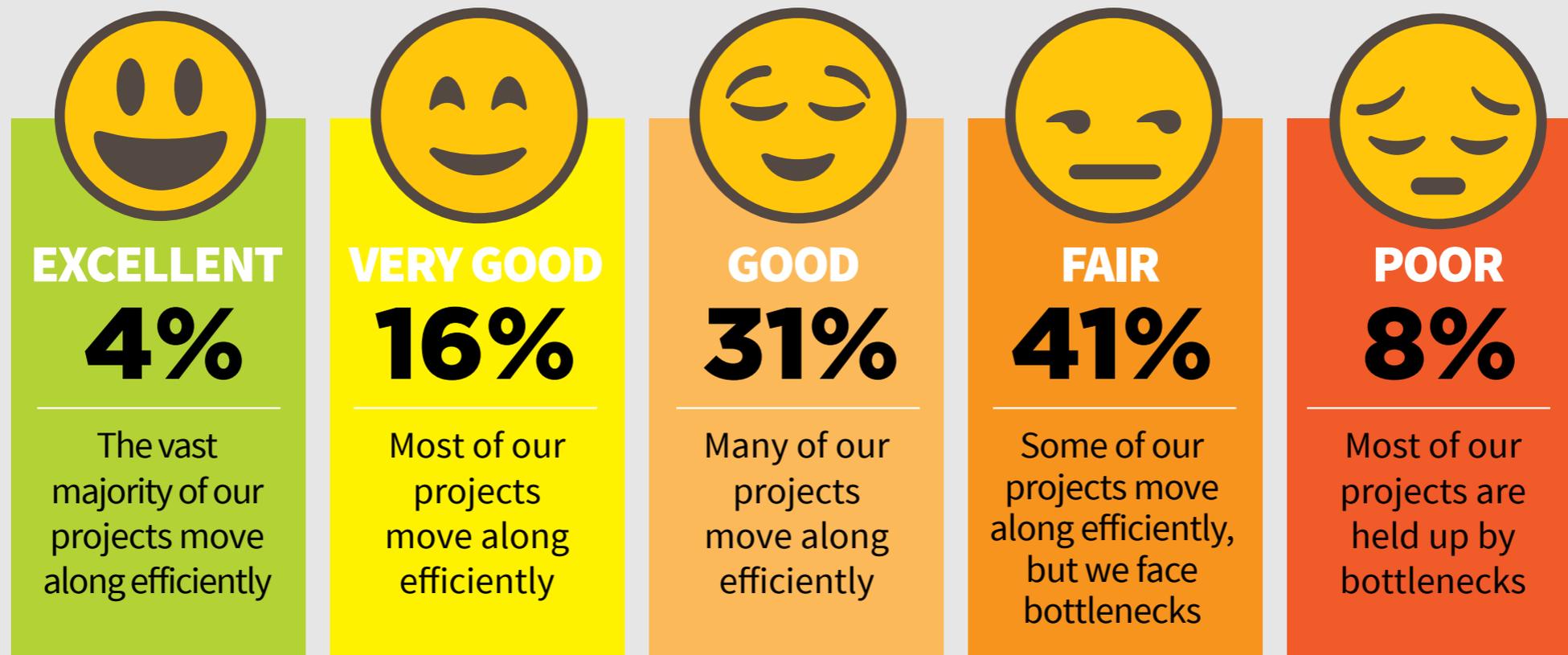
2018 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: Manufacturing content marketers; aided list.

CONTENT CREATION & DISTRIBUTION

How would you rate the project management flow during the content creation process (from concept through completion) within your organization?

How Manufacturing Marketers Rate the Project Management Flow During the Content Creation Process

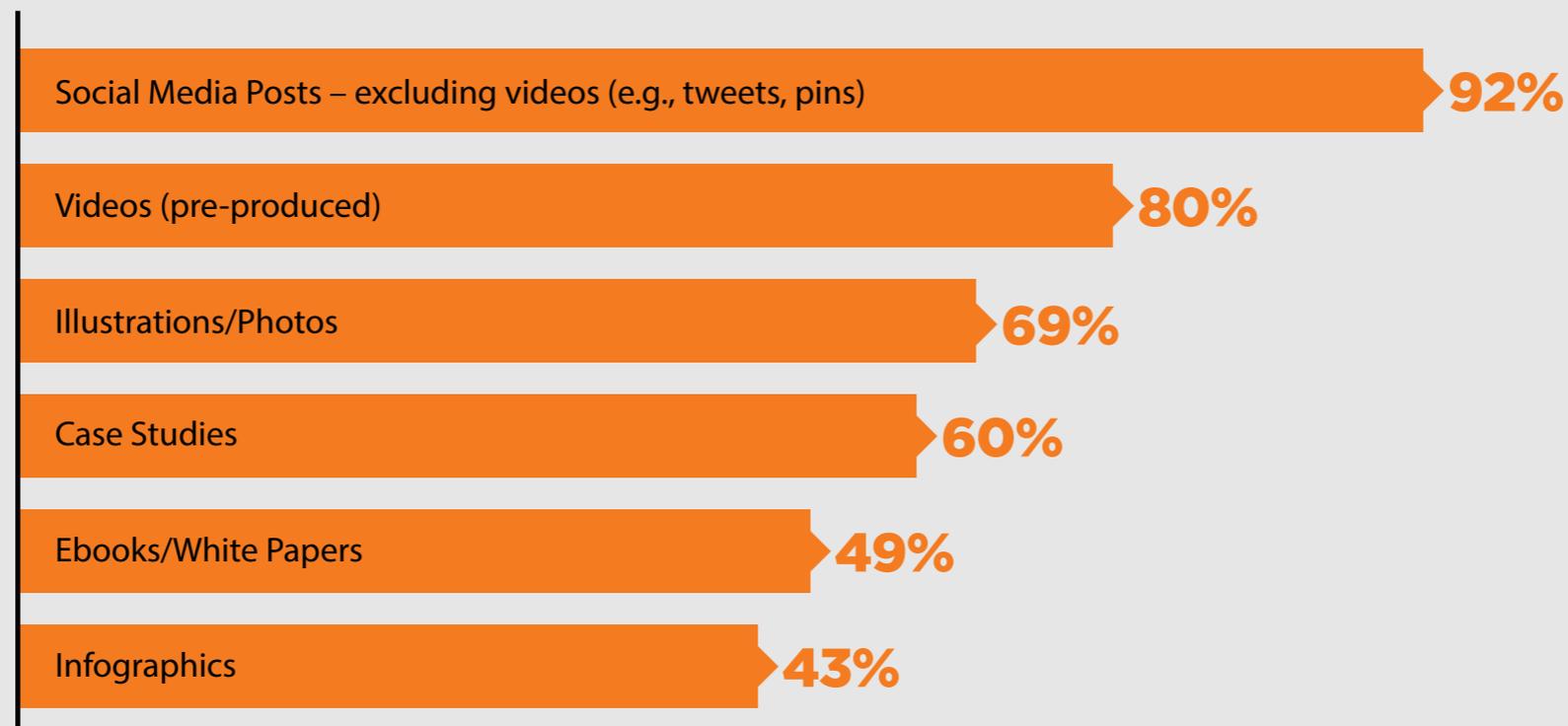


2018 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: Manufacturing content marketers; aided list.

Which types of content does your organization use for content marketing purposes?

Types of Content Manufacturing Marketers Use for Content Marketing Purposes (Top 6)



Other types of content used:

Interactive Tools (e.g., quizzes, assessments, calculators) (22%); Research Reports (15%); Mobile Apps (13%); Videos (live-streaming) (13%); Virtual Reality/Augmented Reality (VR/AR) Experiences (6%); Film/TV (e.g., documentaries, short films) (4%); Podcasts (3%); and Other (8%).

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

AVERAGE NUMBER USED:

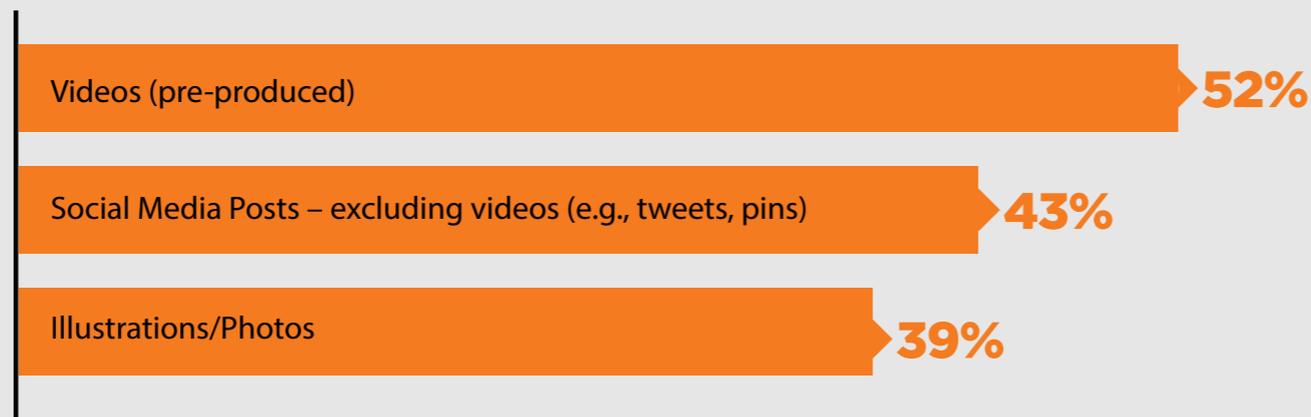
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2018 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

CONTENT CREATION & DISTRIBUTION

Of the content types you use, select up to three that are the most effective in helping your organization achieve specific objectives.

Top 3 Most Effective Types of Content Manufacturing Marketers Use for Content Marketing Purposes



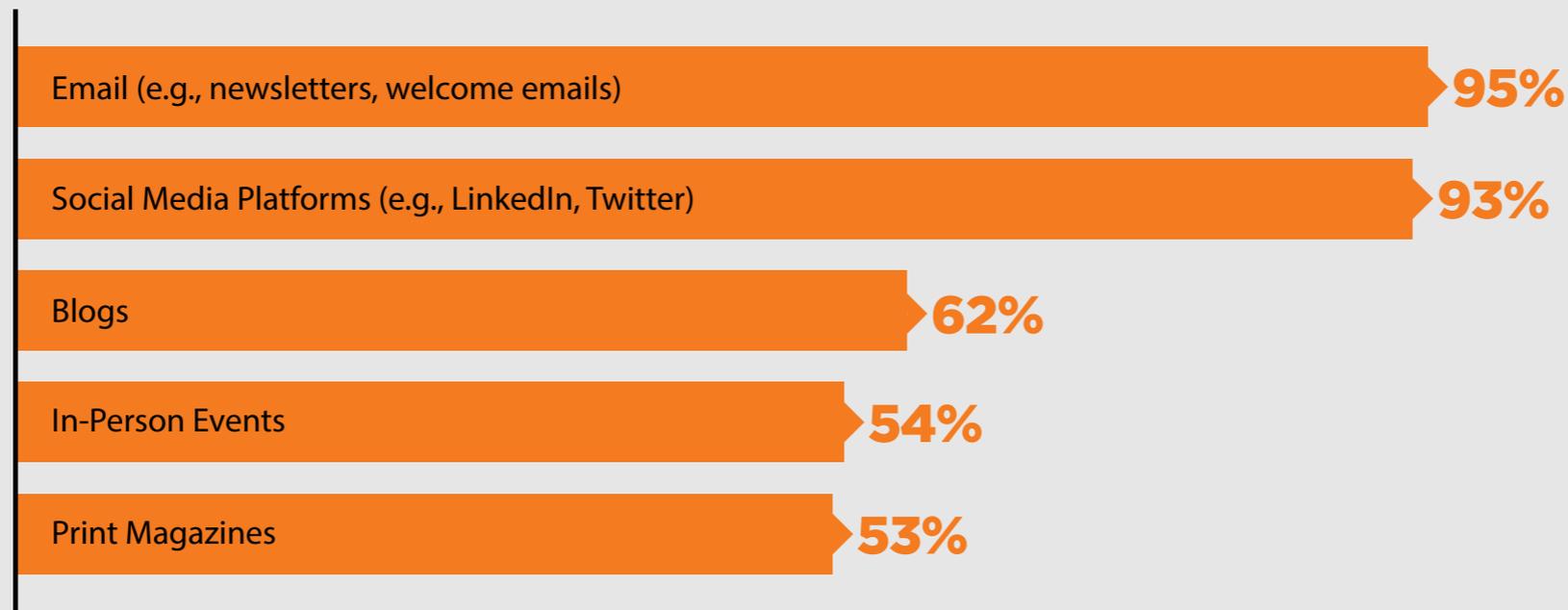
2018 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Other content types rated as top three most effective: Case Studies (37%); Ebooks/White Papers (31%); Infographics (16%); Research Reports (8%); Interactive Tools (e.g., quizzes, assessments, calculators) (6%); Videos (live-streaming) (4%); Mobile Apps (4%); Film/TV (e.g., documentaries, short films) (1%); Virtual Reality/Augmented Reality (VR/AR) Experiences (1%); Podcasts (1%); Other (5%); and None (of those used) (2%).

Base: Manufacturing content marketers who use the types listed. Maximum of three responses permitted. Results shown based on response frequencies.

Which formats does your organization use to distribute content for content marketing purposes?

Formats Manufacturing Marketers Use to Distribute Content for Content Marketing Purposes (Top 5)



Other formats used:

Webinars/Webcasts/Virtual Events (36%); Digital Magazines (33%); Print (other than magazines) (30%); Separate Content Hubs (e.g., microsites, resource centers) (21%); Online Presentations (9%); and Other (4%).

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

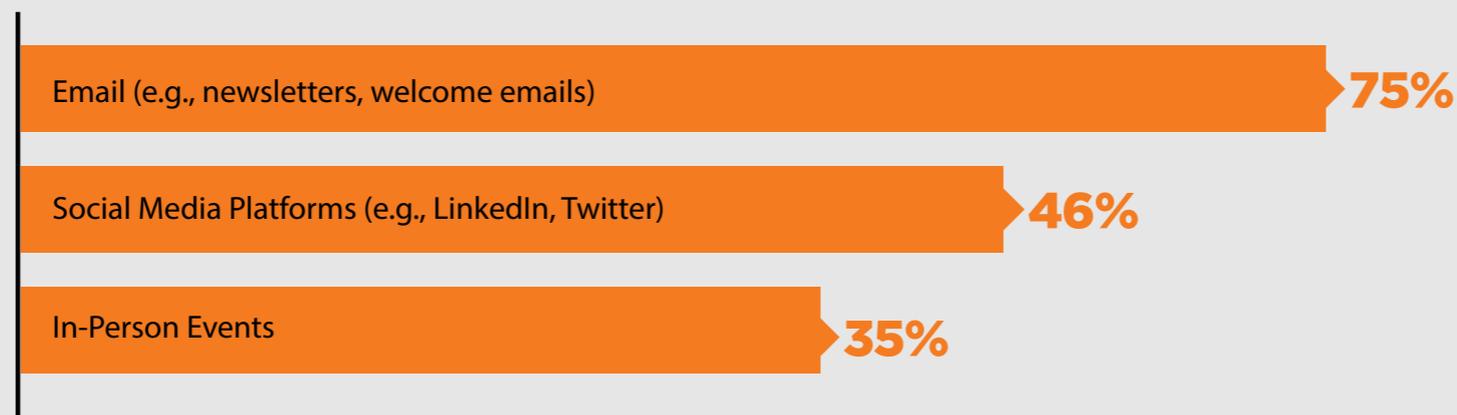
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CONTENT CREATION & DISTRIBUTION

Of the formats you use to distribute content, select up to three that are the most effective in helping your organization achieve specific objectives.

Top 3 Most Effective Formats of Content Manufacturing Marketers Use for Content Marketing Purposes



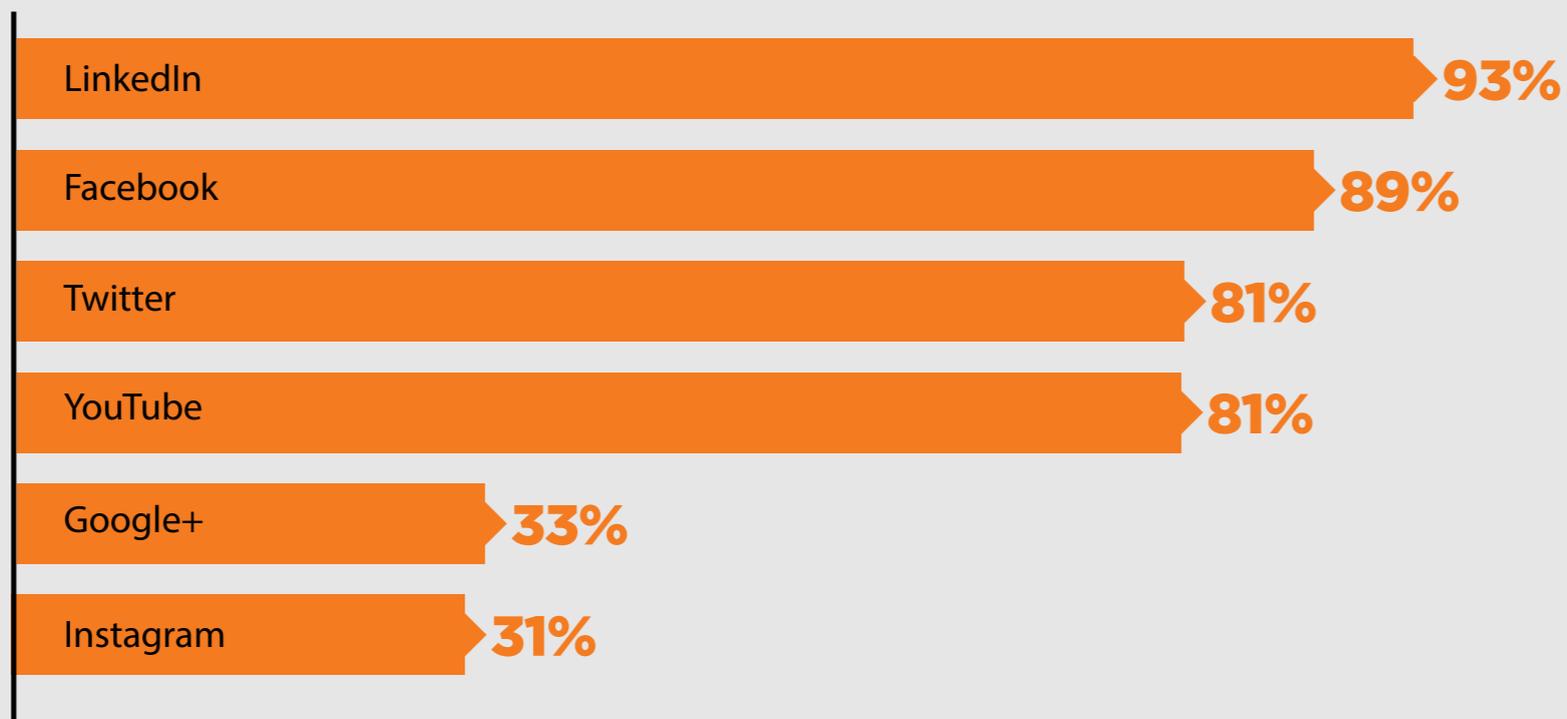
Other formats rated as top three most effective: Blogs (34%); Webinars/Webcasts/Virtual Events (20%); Print Magazines (16%); Print (other than magazines) (10%); Digital Magazines (7%); Separate Content Hubs (microsites, resource centers) (7%); Online Presentations (3%); Other (2%); and None (of those used) (3%).

Base: Manufacturing content marketers who use the formats listed. Maximum of three responses permitted. Results shown based on response frequencies.

2018 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Which social media platforms does your organization use as part of its content marketing efforts?

Social Media Platforms Manufacturing Marketers Use for Content Marketing Purposes (Top 6)



Other social media platforms used: Pinterest (17%); SlideShare (8%); Snapchat (2%); Medium (0%); and Other (2%).

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4

CONTENT CREATION & DISTRIBUTION

Of the social media platforms you use, select up to three that are the most effective in helping your organization achieve specific objectives.

Top 3 Most Effective Social Media Platforms Manufacturing Marketers Use for Content Marketing Purposes



Other social media platforms rated as top three most effective: Twitter (28%); Instagram (10%); Pinterest (6%); Google+ (5%); SlideShare (1%); Snapchat (1%); Medium (0%); Other (0%); and None (of those used) (6%).

Base: Manufacturing content marketers who use the social media platforms listed. Maximum of three responses permitted. Results shown based on response frequencies.

2018 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Which types of email does your organization use as part of its content marketing efforts?

Types of Email Manufacturing Marketers Use for Content Marketing Purposes (Top 7)



Other types of email used:

Partnership Emails (14%); Weekly Newsletters (8%); Biweekly Newsletters (every other week) (7%); Daily Newsletters (2%); and Other (6%).

Base: Manufacturing content marketers who use email to distribute content for content marketing purposes. Aided list; multiple responses permitted.

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NUMBER USED:**

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GOALS & METRICS



34% of respondents say their organization does an excellent, very good, or good job in terms of aligning metrics with content marketing goals; however, another 47% rate their organization as doing a fair or poor job.



Respondents who do not measure content marketing ROI (52%) cite the top two reasons as “we need an easier way to do this” and “we don’t know how to do this.”



70% of respondents agreed they can demonstrate, with metrics, how content marketing has increased audience engagement and number of leads. They are less likely to be able to show how it has increased sales (42%) and decreased the cost of customer acquisition (21%).

What type of job does your organization do in terms of aligning metrics with content marketing goals (i.e., are you measuring the “right things”)?

How Manufacturing Marketers Rate Alignment of Their Metrics and Content Marketing Goals

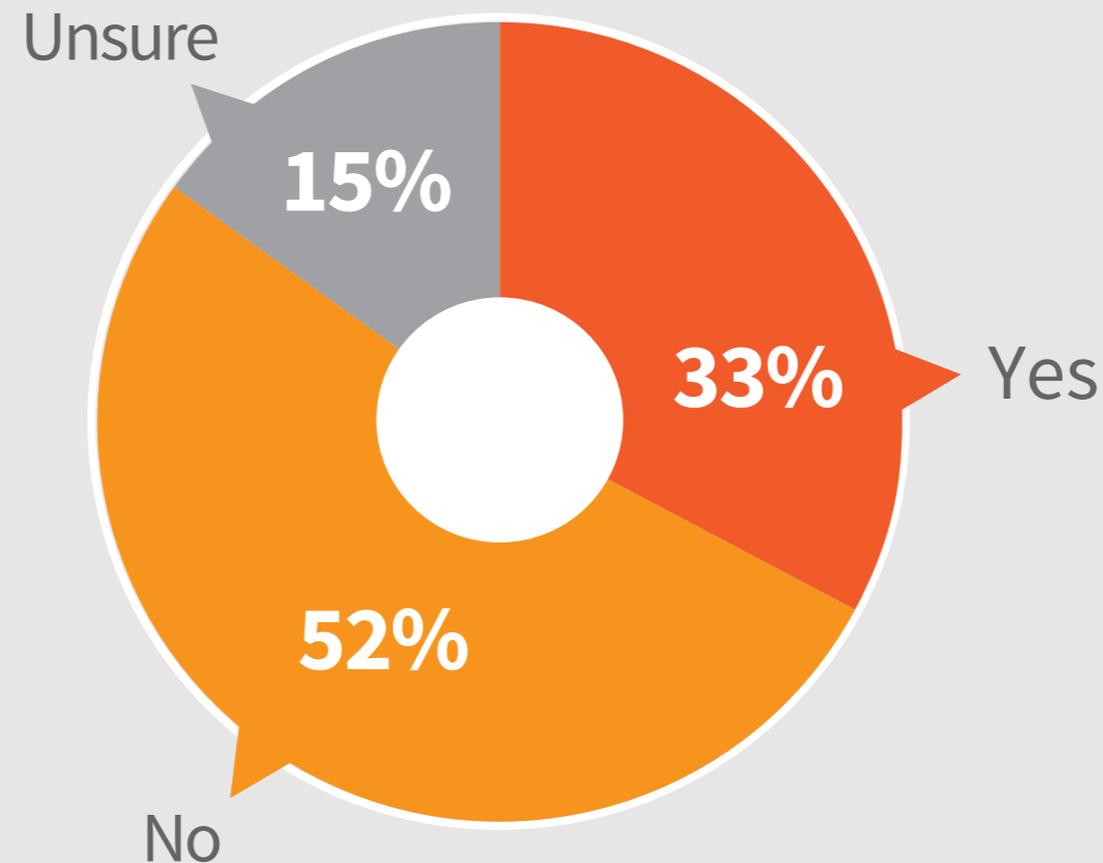


2018 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: Manufacturing content marketers; aided list.

Does your organization measure the return on investment (ROI) of its content marketing efforts?

Percentage of Manufacturing Marketers Who Measure Content Marketing ROI

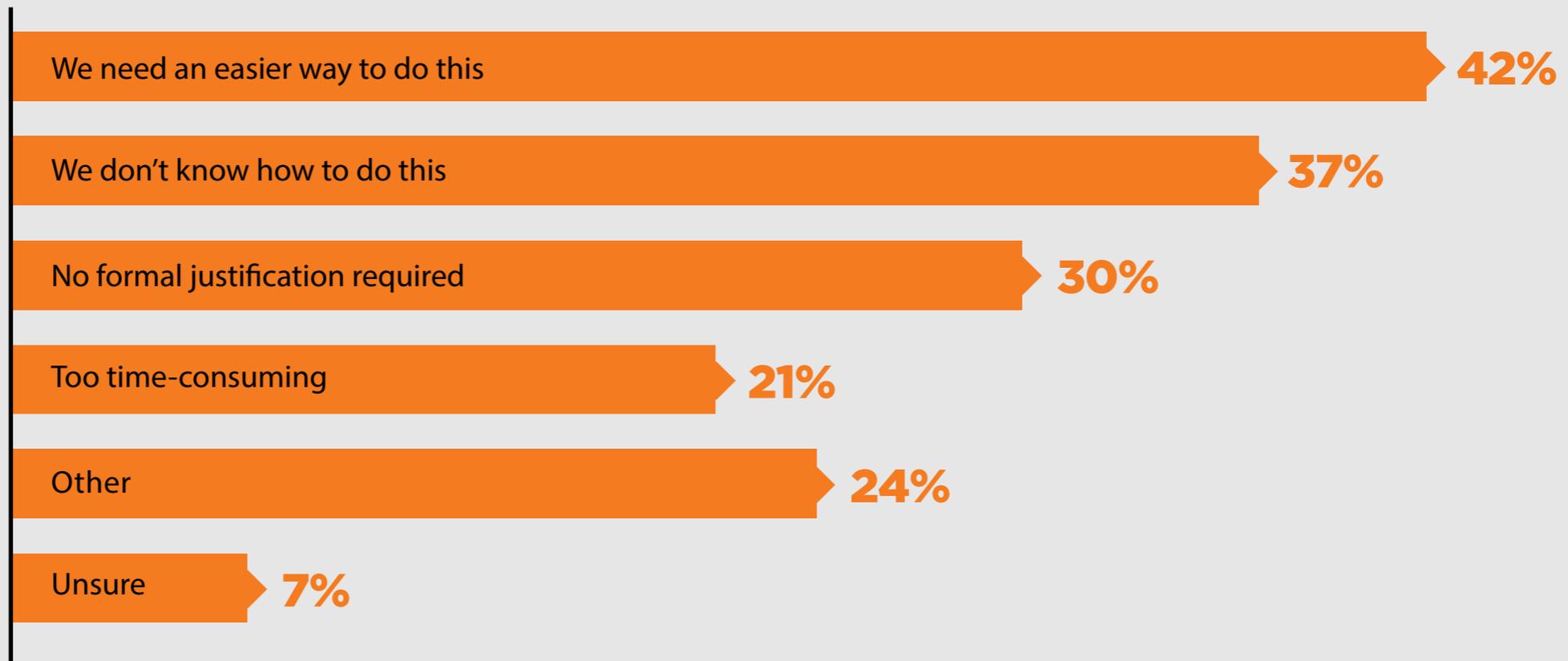


2018 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: Manufacturing content marketers; aided list.

Why doesn't your organization measure the return on investment (ROI) of its content marketing efforts?

Why Manufacturing Marketers Don't Measure Content Marketing ROI



2018 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

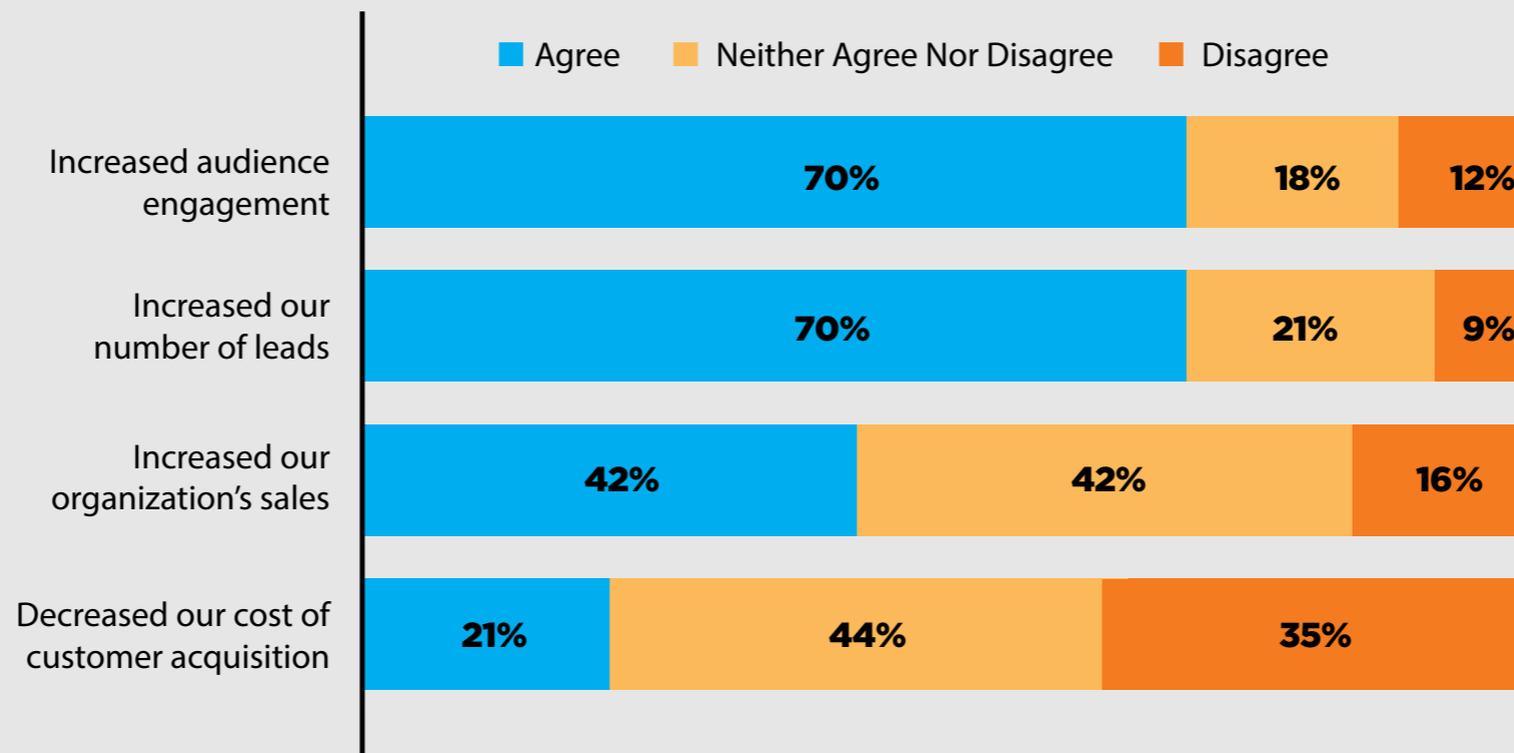
Base: Manufacturing content marketers whose organizations do not measure content marketing ROI. Aided list; multiple responses permitted.

GOALS & METRICS

Indicate your level of agreement with each statement concerning the content marketing metrics used in your organization.

Manufacturing Marketers' Metrics Agreement Statements

I/my team can demonstrate how content marketing has...



Base: Manufacturing content marketers who use metrics to determine content marketing results. Aided list.

2018 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

BUDGETS & SPENDING



The average percentage of total marketing budget that manufacturing marketers spend on content marketing is 22%.



As content marketing maturity grows, organizations tend to spend more of their total marketing budget on content marketing.

Those in the:

- Young/first steps phase spend 15%
- Adolescent phase spend 23%
- Sophisticated/mature phase spend 32%

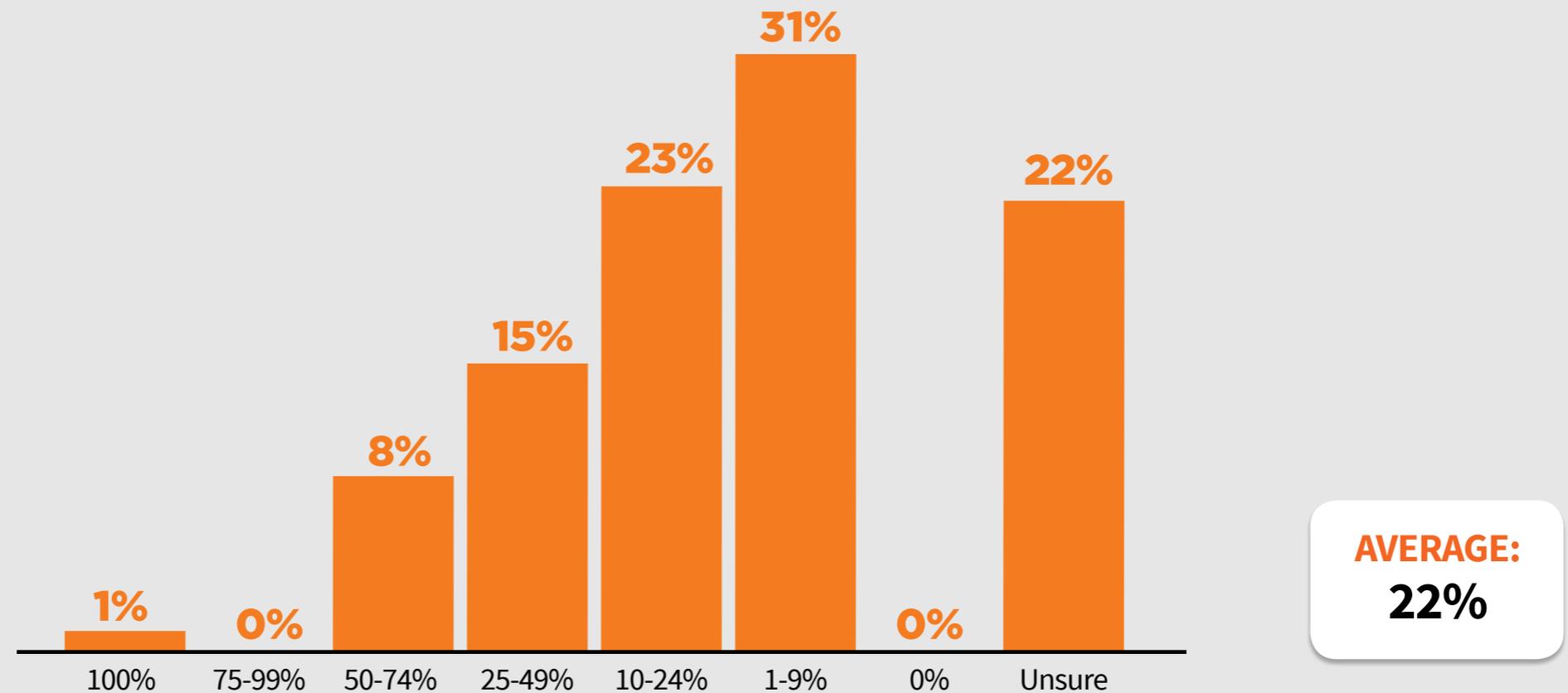


38% of respondents expect their content marketing budget to increase in the next 12 months.

BUDGETS & SPENDING

Approximately what percentage of your organization's total marketing budget (not including staff) is spent on content marketing?

Percentage of Total Marketing Budget Spent on Manufacturing Content Marketing

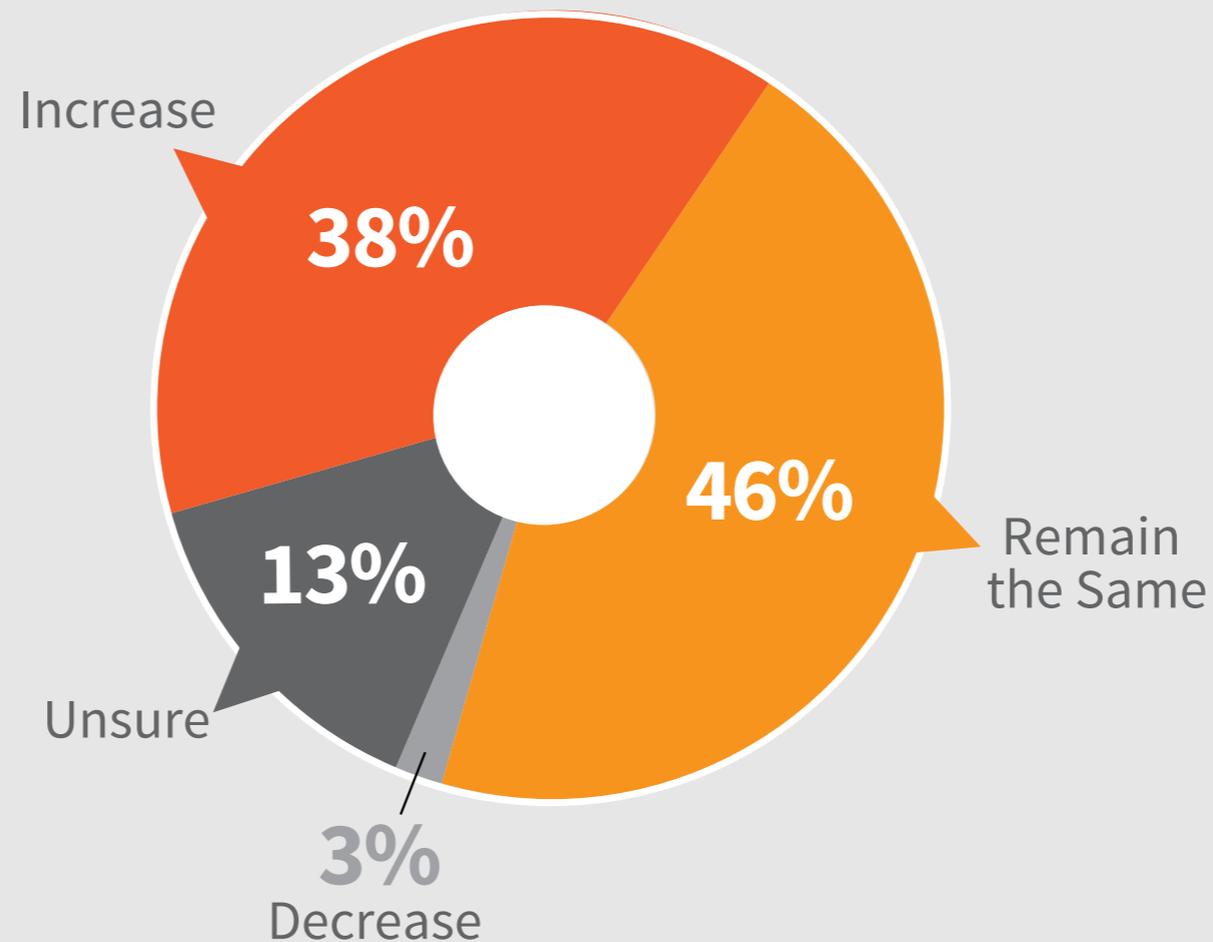


2018 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: Manufacturing content marketers; aided list.

How do you expect your organization's content marketing budget to change in the next 12 months?

Manufacturing Content Marketing Spending (Over Next 12 Months)



2018 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: Manufacturing content marketers; aided list.

METHODOLOGY/DEMOGRAPHICS

Manufacturing Content Marketing 2018: Benchmarks, Budgets, and Trends—North America was produced by Content Marketing Institute and sponsored by IEEE GlobalSpec Media Solutions.

The eighth 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 Technology for Marketing (TFM).

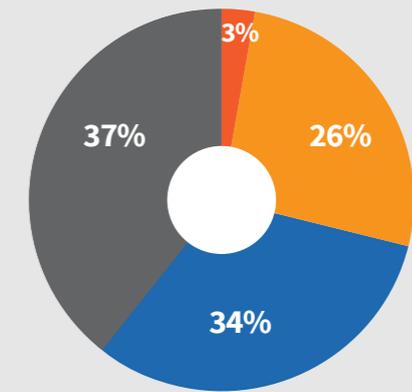
A total of 2,190 recipients from around the globe—representing a full range of industries, functional areas, and company sizes—responded to the survey during June and July 2017. This report presents the findings from the 155 respondents who indicated their organization is for-profit manufacturing in North America.

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 North America and B2C North America reports.

Note: The manufacturing content marketers referred to in the base lines and bullet points in this report are respondents who indicated their organization uses content marketing.

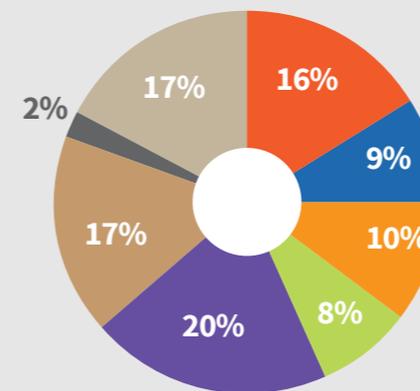
2018 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Size of Manufacturing Company (by Employees)



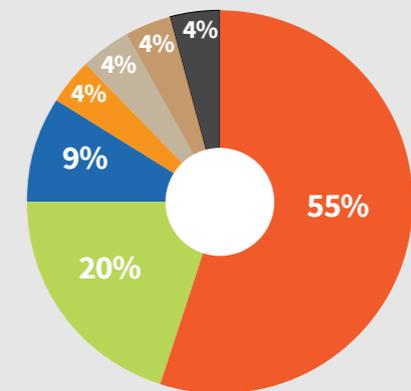
- Micro (Fewer than 10 Employees)
- Small (10-99 Employees)
- Midsize (100-999 Employees)
- Large (1,000+ Employees)

Manufacturing Organization 2016 Total Annual Revenue



- More than \$1 Billion
- \$500,000,001 - \$1 Billion
- \$100,000,001 - \$500,000,000
- \$50,000,001 - \$100,000,000
- \$10,000,001 - \$50,000,000
- \$1,000,000 - \$10,000,000
- Less than \$1,000,000
- Unsure

Manufacturing Job Title/Function



- Marketing/Advertising/Communications/PR Management
- Marketing - Staff/Support
- Content Creation/Management
- Corporate Management (Owner/President, CEO, CMO)
- General Management (GM, VP)
- Sales and Business Management
- Other

ABOUT

Content Marketing Institute and MarketingProfs thank all the survey respondents and survey distribution partners who made this research possible.

About Content Marketing Institute (CMI)

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 the **Intelligent Content Conference** event is held every spring. CMI publishes the bi-monthly 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. To view all research and subscribe to our emails, visit www.contentmarketinginstitute.com.

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