



# ENTERPRISE CONTENT MARKETING 2020

Benchmarks, Budgets, and Trends—North America



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## TABLE OF CONTENTS

■ WELCOME .....	3
■ KEY FINDINGS.....	4
■ COMPARISON CHART: ORGANIZATIONS THAT PROVIDE OPTIMAL CUSTOMER EXPERIENCES ACROSS THE ENGAGEMENT JOURNEY VS. ALL RESPONDENTS .....	5
■ SUCCESS & MATURITY .....	6
■ SALES ALIGNMENT & ABM USE .....	8
■ STRATEGY, OPINIONS & TECHNOLOGY .....	12
■ TEAM STRUCTURE & OUTSOURCING.....	16
■ CONTENT CREATION & DISTRIBUTION .....	20
■ METRICS & GOALS .....	29
■ BUDGETS & SPENDING .....	34
■ CONTENT MARKETING PRIORITIES & UNIQUE CHALLENGES .....	38

### 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:** Achieving your organization’s desired/ targeted results.

### NOTE

Use caution if making comparisons with past years. The survey methodology changed beginning with the 2019 version of this report, when we began asking respondents to confirm their content marketing role and whether their organization has used content marketing for at least one year.

**W**elcome to *Enterprise Content Marketing 2020: Benchmarks, Budgets, and Trends—North America*. This report shows how for-profit enterprise marketers—those working in organizations with 1,000-plus employees—answered the questions on the 10th annual CMI/MarketingProfs content marketing survey.

The research shows that enterprise content marketers—like their peers in smaller companies—are still heavily focused on top-of-funnel activities such as building brand awareness and generating leads. In addition, their top challenge is trying to coordinate efforts across the enterprise, making it unsurprising that fewer than half (44%) agree their organization delivers optimal experiences across the buyer’s journey. The ability to deliver seamless experiences will require communication and commitment between many groups within the enterprise, underpinned by strategy and technology.

Enterprise content marketers appear well positioned to meet the challenges. Here’s to a productive 2020 filled with collaboration and success!

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### ▶ **Enterprise marketers have become more strategic with content marketing**

Nearly half (46%) report their organization has a documented content marketing strategy—up 10 percentage points from last year (36%), as reported in the 2019 version of this report. (See page 13.)

### ▶ **Coordinating efforts across the enterprise continues to be a challenge**

Our 2019 research showed the top challenge unique to enterprise marketers was “coordinating content marketing efforts among multiple departments and brands,” which is also the case for 2020 (62% cite it as their top challenge). (See page 40.)

### ▶ **Room for improvement with providing seamless customer experiences**

Fewer than half (44%) of enterprise marketers agree their organization provides customers with optimal experiences across the engagement journey. (See page 14.)

### ▶ **There are opportunities to use content marketing more profitably farther down the sales funnel**

Around half (49%) used content marketing successfully in the last 12 months to generate sales/revenue (up from 39% reported in 2019). While up from 2019, that’s still only half—far more are focused on early-stage content marketing activities, such as creating brand awareness (83%). This makes sense, considering respondents say nearly 50% of the content created in the last 12 months was for the top-of-the-funnel. Furthermore, there is room for improved communication between content marketing and sales (27% report the two functions are not very/not at all aligned within their organization). (See pages 10, 23, and 33.)

## Differences Between Those Who Provide Optimal Customer Experiences Across the Engagement Journey and All Enterprise Respondents

	All Enterprise Respondents	Those Who Provide Optimal Experiences
Organization is extremely/very successful with content marketing	29%	51%
Has a documented content marketing strategy	46%	62%
Content marketing and sales are extremely/very aligned	21%	36%
Uses account-based marketing (ABM)	44%	53%
Uses metrics and has KPIs to measure content initiatives	74%	88%
Measures content marketing return on investment (ROI)	49%	66%
<b><i>Uses content marketing successfully to:</i></b>		
Build credibility/trust	66%	77%
Generate sales/revenue	49%	64%
<b><i>Always/frequently:</i></b>		
Prioritizes audience’s informational needs over organization’s sales/promotional message	54%	70%
Crafts content based on specific stages of the customer journey	49%	64%
<b><i>Strongly/somewhat agrees:</i></b>		
Prioritizes delivering relevant content when and where a person is most likely to see it	68%	89%
Values creativity and craft in content creation and production	68%	84%

Chart term definition: “Those who provide optimal experiences” are respondents who strongly/somewhat agreed their organization provides customers with optimal experience across their engagement journey (see page 14).

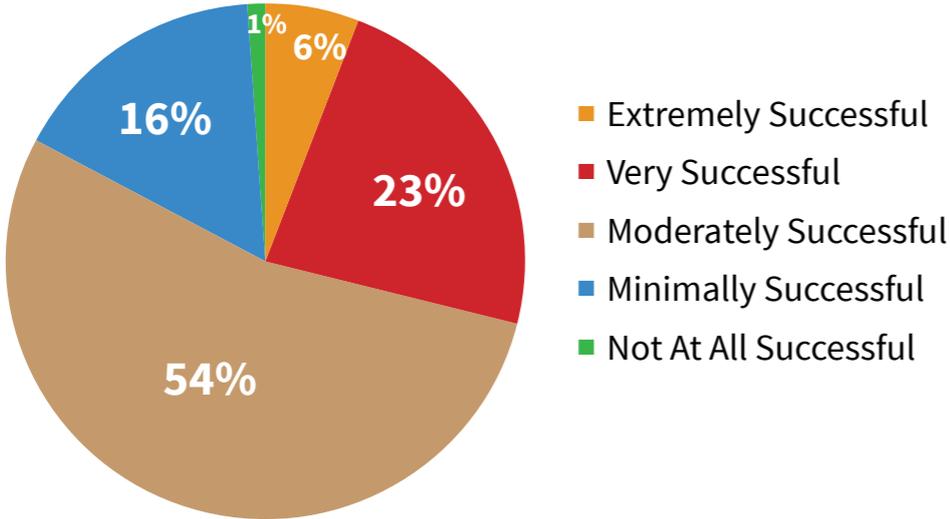
Base: Enterprise content marketers.

2020 Enterprise Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

# SUCCESS & MATURITY

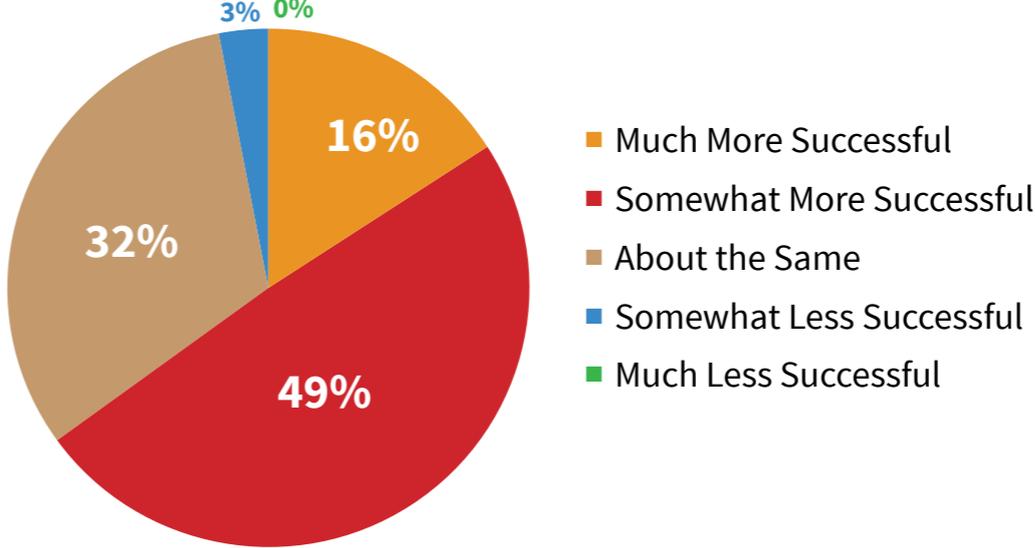
**Around one-third of enterprise marketers report their organization is extremely or very successful with its overall content marketing approach.**

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



Base: Enterprise content marketers; aided list.  
 2020 Enterprise Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

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

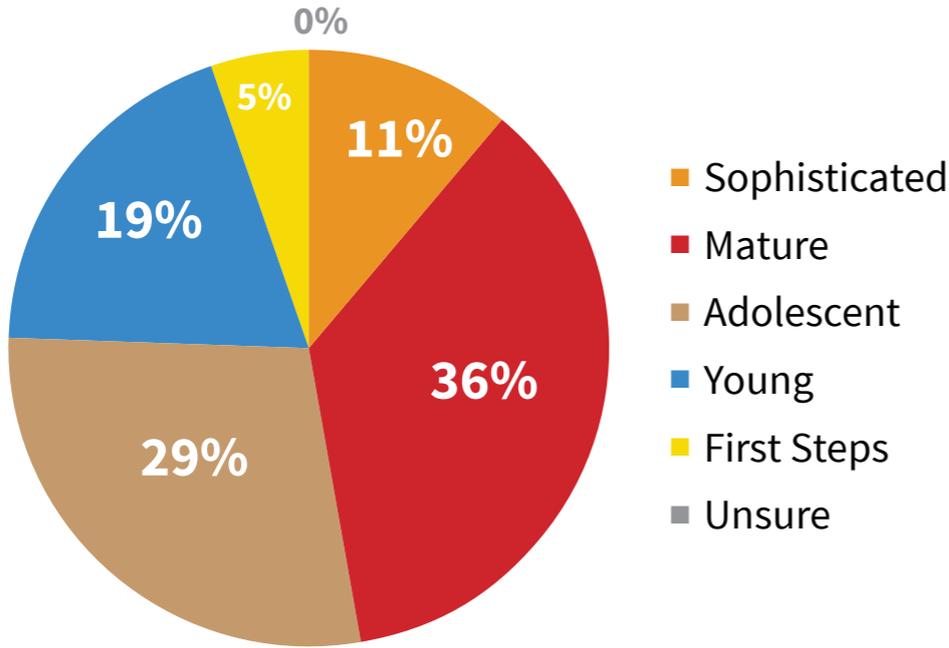


Base: Enterprise content marketers; aided list.  
 2020 Enterprise Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

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

**47% of respondents say their organization is in the sophisticated/mature phase of content marketing maturity.**

### How Enterprise Marketers Rate Their Organization's Content Marketing Maturity Level



Base: Enterprise content marketers; aided list.  
2020 Enterprise Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

**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

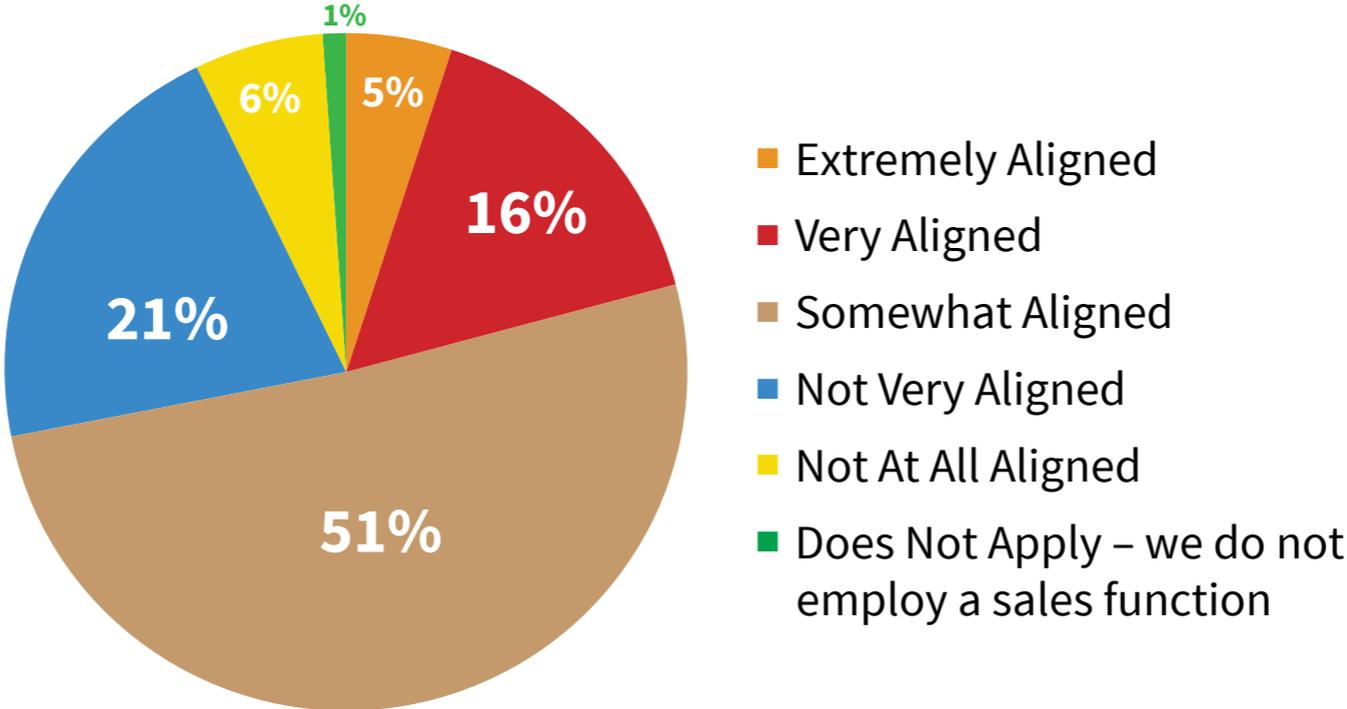
**FIRST STEPS**

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

# SALES ALIGNMENT & ABM USE

**21% of enterprise marketers say content marketing and sales are extremely/very aligned in their organization.**

### How Enterprise Marketers Rate Alignment of Content Marketing and Sales in Their Organization

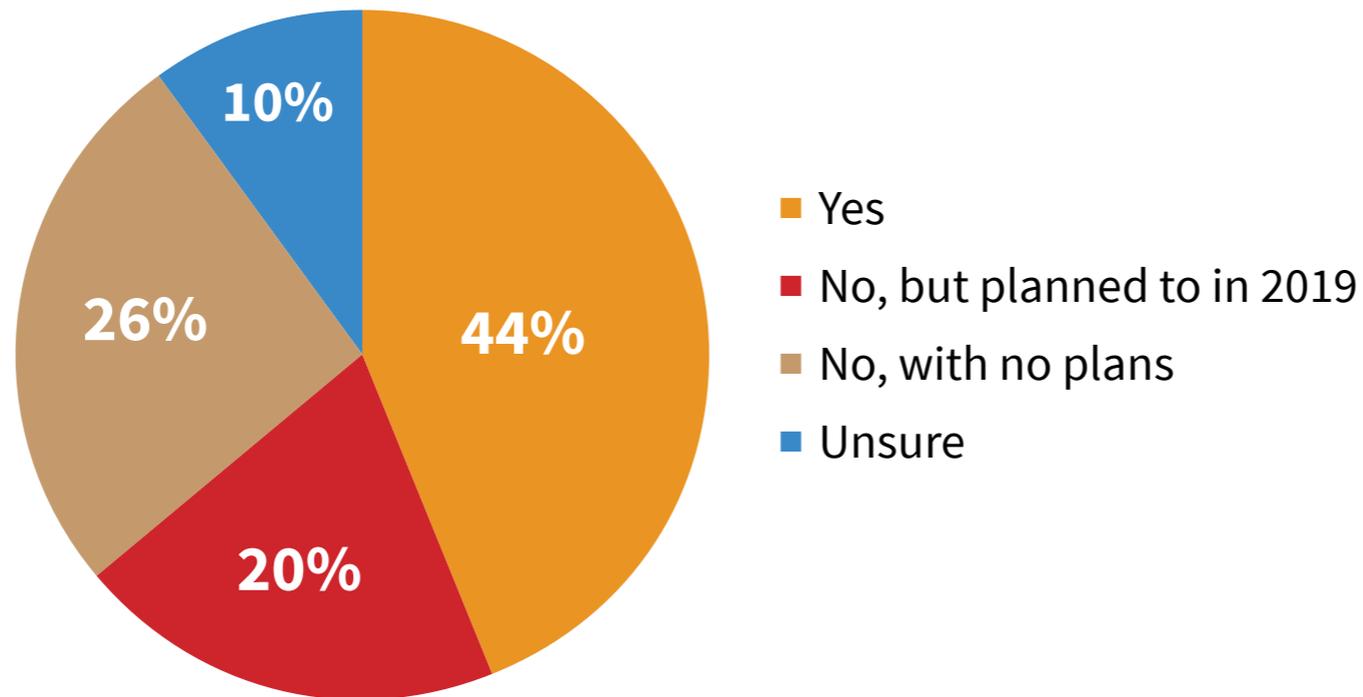


Base: Enterprise content marketers; aided list.  
2020 Enterprise Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

Note: The survey broadly defined content marketing and sales alignment as a collaborative working relationship that results in positive business results.

**44% of enterprise marketers said their organization used account-based marketing in 2019; another 20% said they planned to prior to year-end 2019.**

## Enterprise Marketers' Use of Account-based Marketing (ABM) in 2019



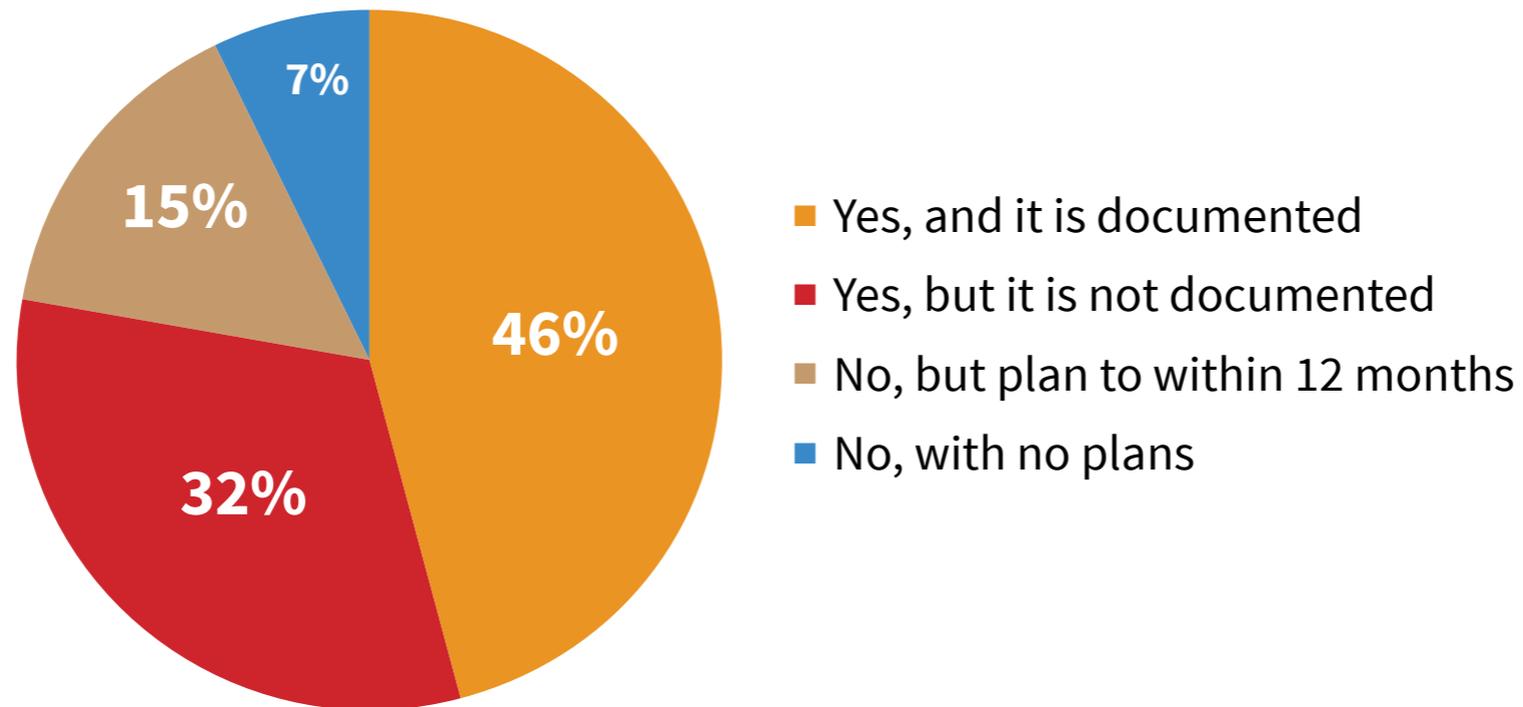
Base: Enterprise content marketers; aided list.  
2020 Enterprise Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

Note: The survey defined account-based marketing (ABM) as an approach that concentrates sales and marketing resources on a clearly defined set of target accounts within a market and employs personalized marketing campaigns designed to resonate with each account.

# STRATEGY, OPINIONS & TECHNOLOGY

**78% of enterprise marketers have a content marketing strategy; of those, 46% have documented it.**

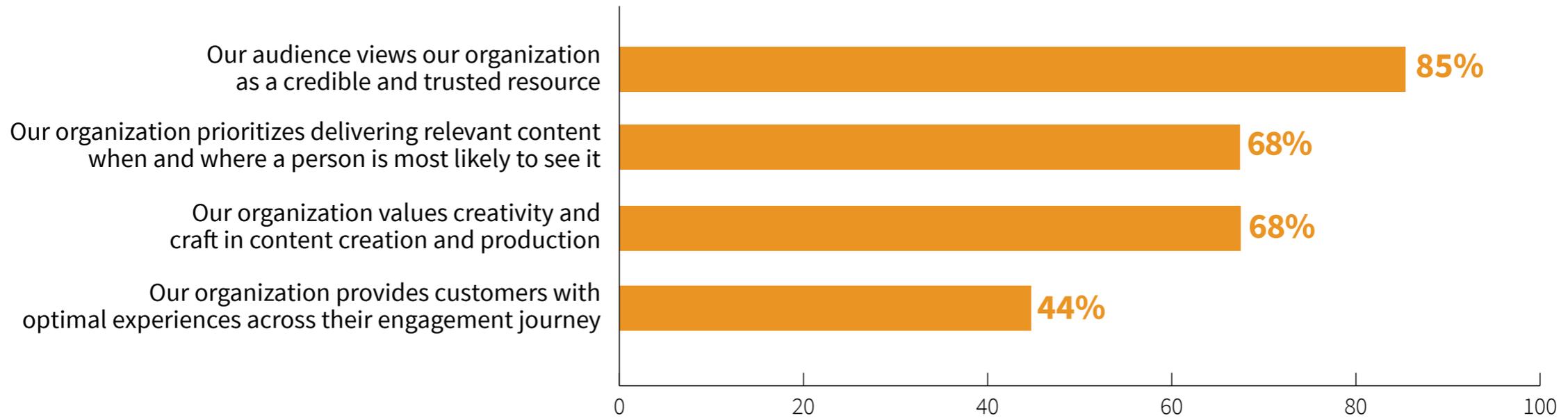
## Percentage of Enterprise Marketers With a Content Marketing Strategy



*Base: Enterprise content marketers; aided list.  
2020 Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs*

**Fewer than half (44%) of enterprise marketers agree their organization provides customers with optimal experiences across the engagement journey.**

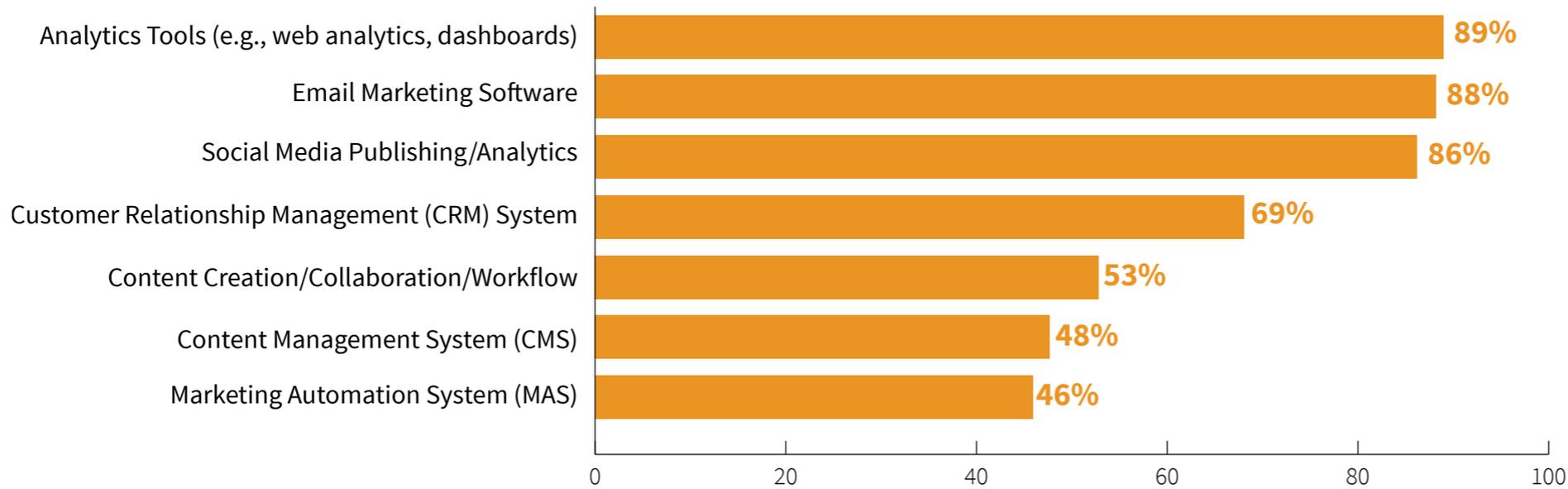
### Enterprise Marketers' Opinions About Content Marketing in Their Organization (Strongly/Somewhat Agree)



Base: Enterprise content marketers who answered each statement.  
2020 Enterprise Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

The top three technologies enterprise marketers use to assist with content marketing are analytics tools (89%), email marketing software (88%), and social media publishing/analytics (86%).

### Technologies Enterprise Organizations Use to Assist With Content Marketing (Top 7)



### Other technologies used:

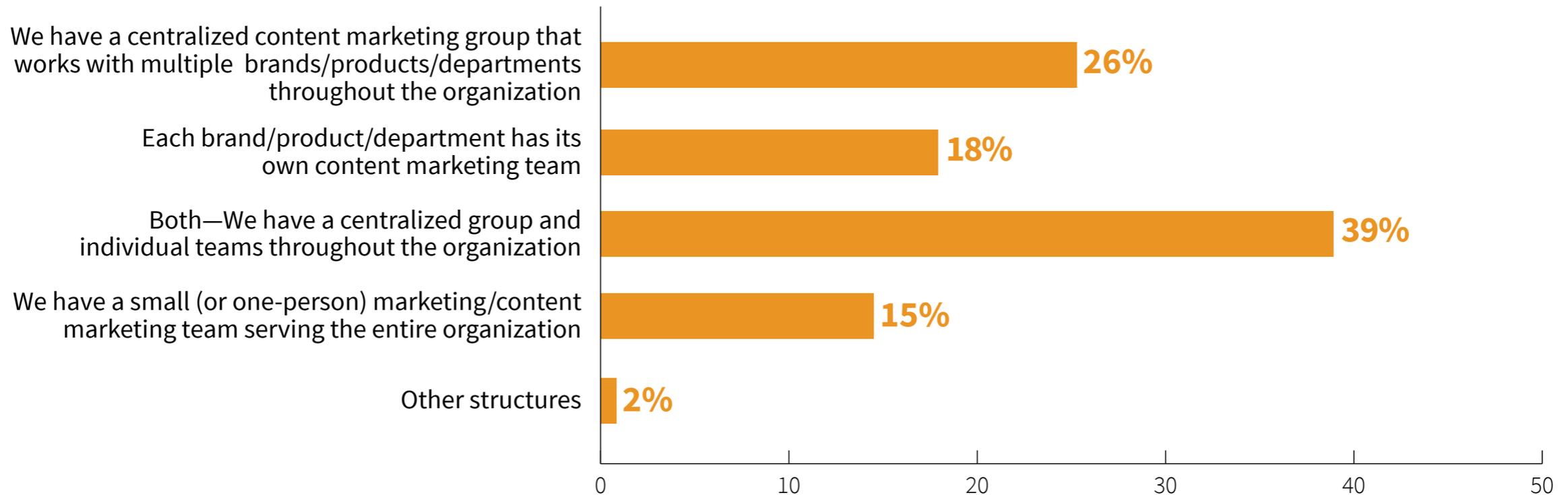
Digital Asset Management (DAM) System (38%); Content Distribution Platform (32%); Content Performance/ Recommendation Analytics (27%); Content Optimization (21%); and Integrated Content Marketing Platform (13%).

Base: Enterprise content marketers. Aided list; multiple responses permitted.  
 2020 Enterprise Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

# TEAM STRUCTURE & OUTSOURCING

The most commonly reported team structure is a combination of both a centralized group and individual teams throughout the organization (39%).

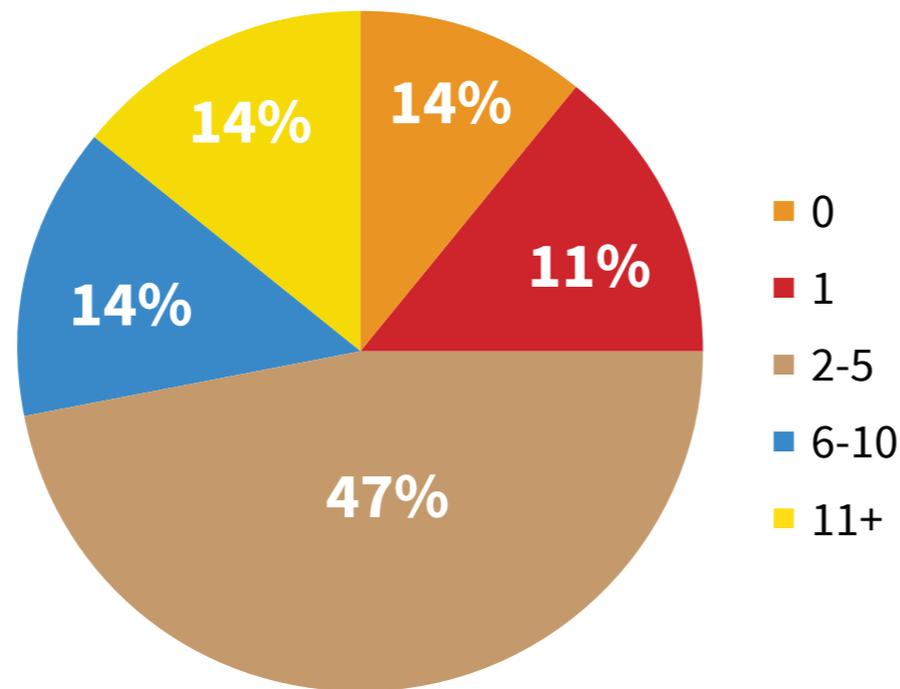
### Enterprise Organizations' Content Marketing Team Structure



Base: Enterprise content marketers; aided list.  
2020 Enterprise Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

**28% of enterprise marketers report their organization has six or more internal team members dedicated full-time to content marketing.**

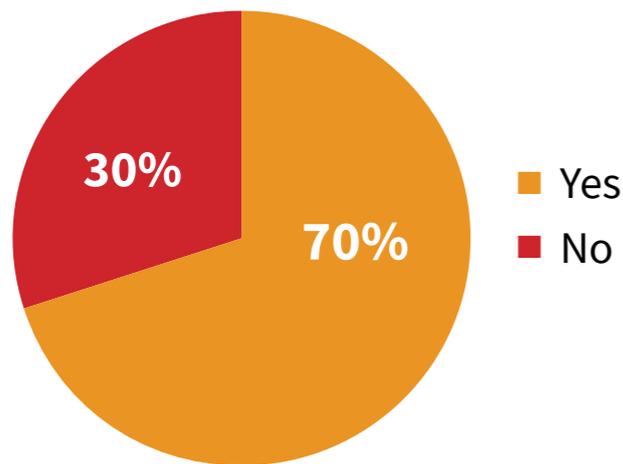
### Enterprise Organizations' Content Marketing Team Size (Full-Time/Dedicated to Content Marketing)



Base: Enterprise content marketers; aided list.  
2020 Enterprise Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

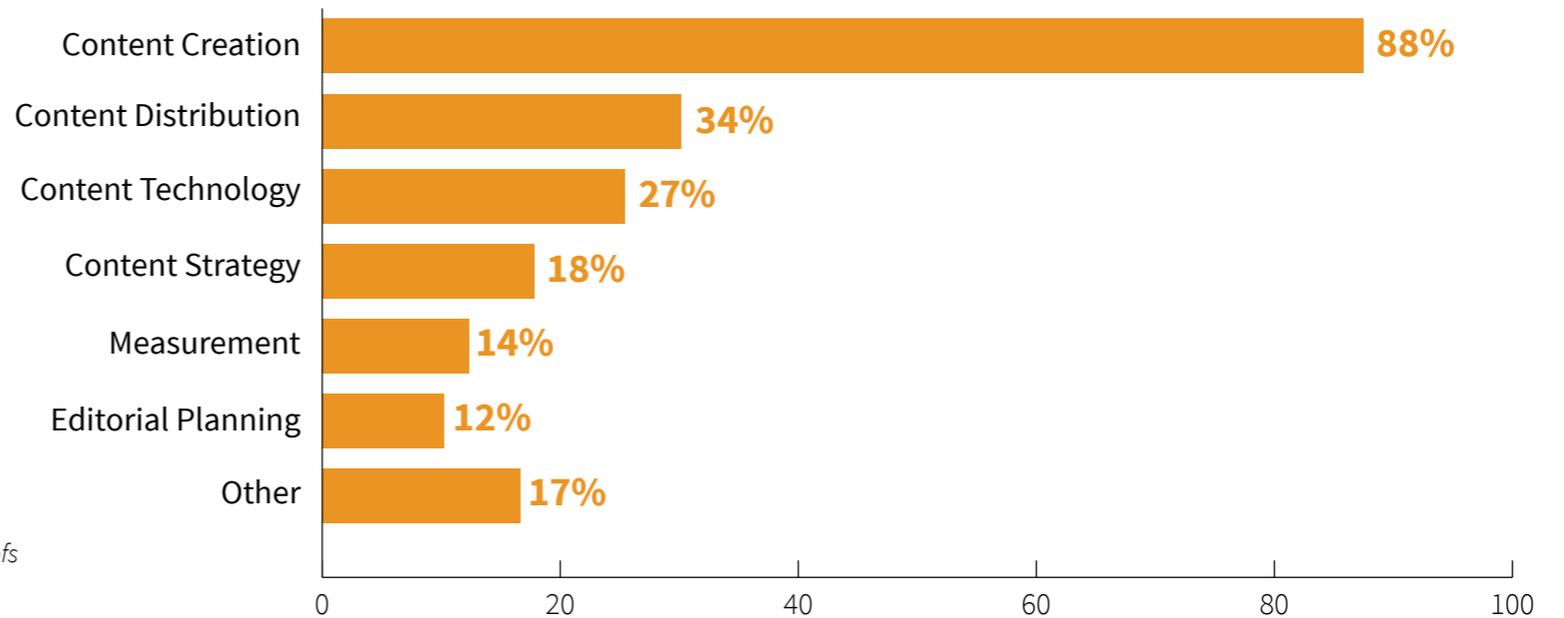
**70% of enterprise marketers outsource at least one content marketing activity; content creation is the activity they're most likely to outsource (88%).**

**Does Your Enterprise Organization Outsource Any Content Marketing Activities?**



Base: Enterprise content marketers.  
2020 Enterprise Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

**Content Marketing Activities Enterprise Organizations Outsource**



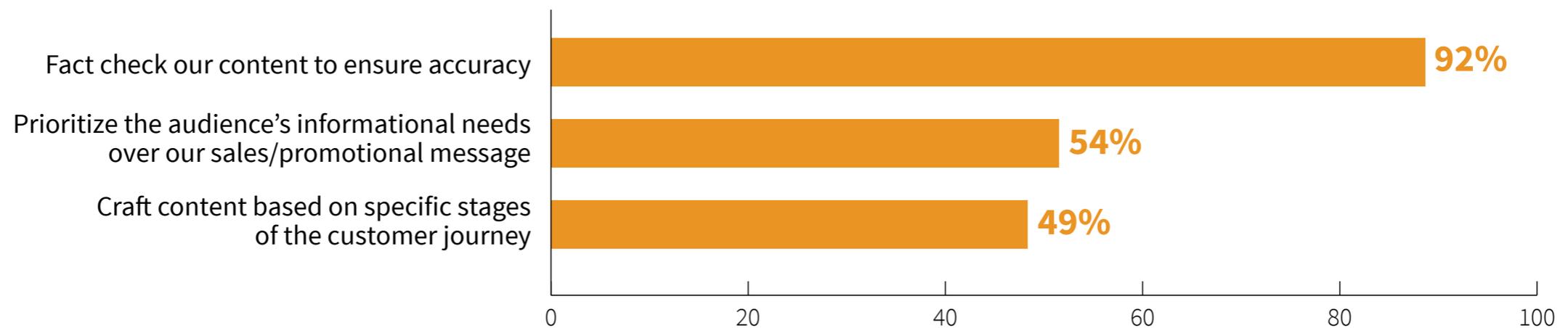
Base: Enterprise content marketers whose organization outsources at least one content marketing activity. Aided list; multiple responses permitted.

2020 Enterprise Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

# CONTENT CREATION & DISTRIBUTION

Half of enterprise marketers (49%) always/frequently craft content based on specific stages of the customer journey.

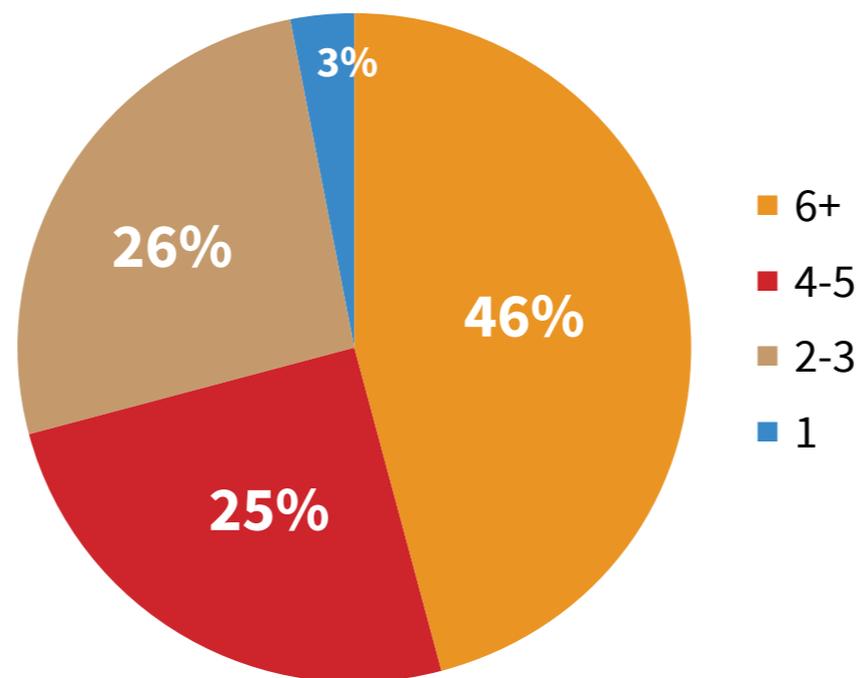
### Concepts Enterprise Marketers Always/Frequently Take Into Account While Creating Content for Their Organization



Base: Enterprise content marketers who answered each concept.  
2020 Enterprise Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

**Almost half (46%) of enterprise marketers create content for six or more audiences.**

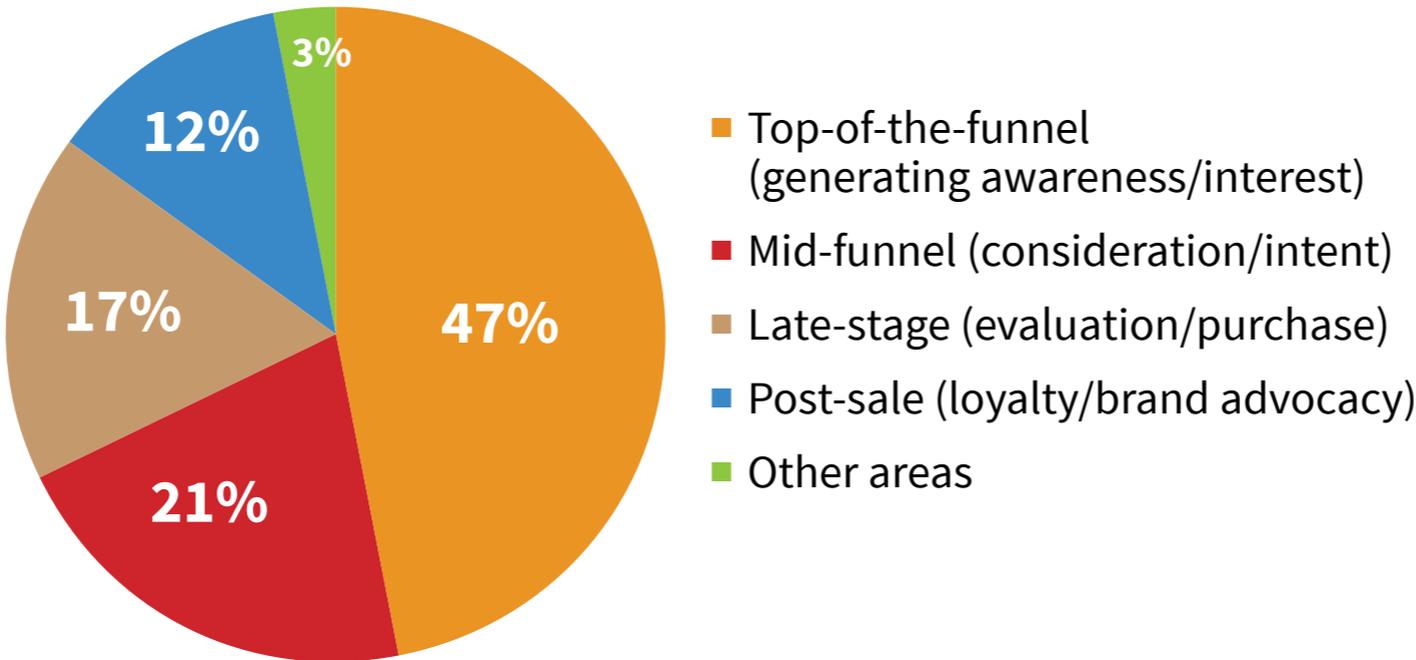
### Number of Different Audiences Enterprise Marketers Create Content For



Base: Enterprise content marketers; aided list.  
2020 Enterprise Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

Almost half (47%) of the content enterprise marketers created in the last 12 months was for audiences in the early stages of the customer journey.

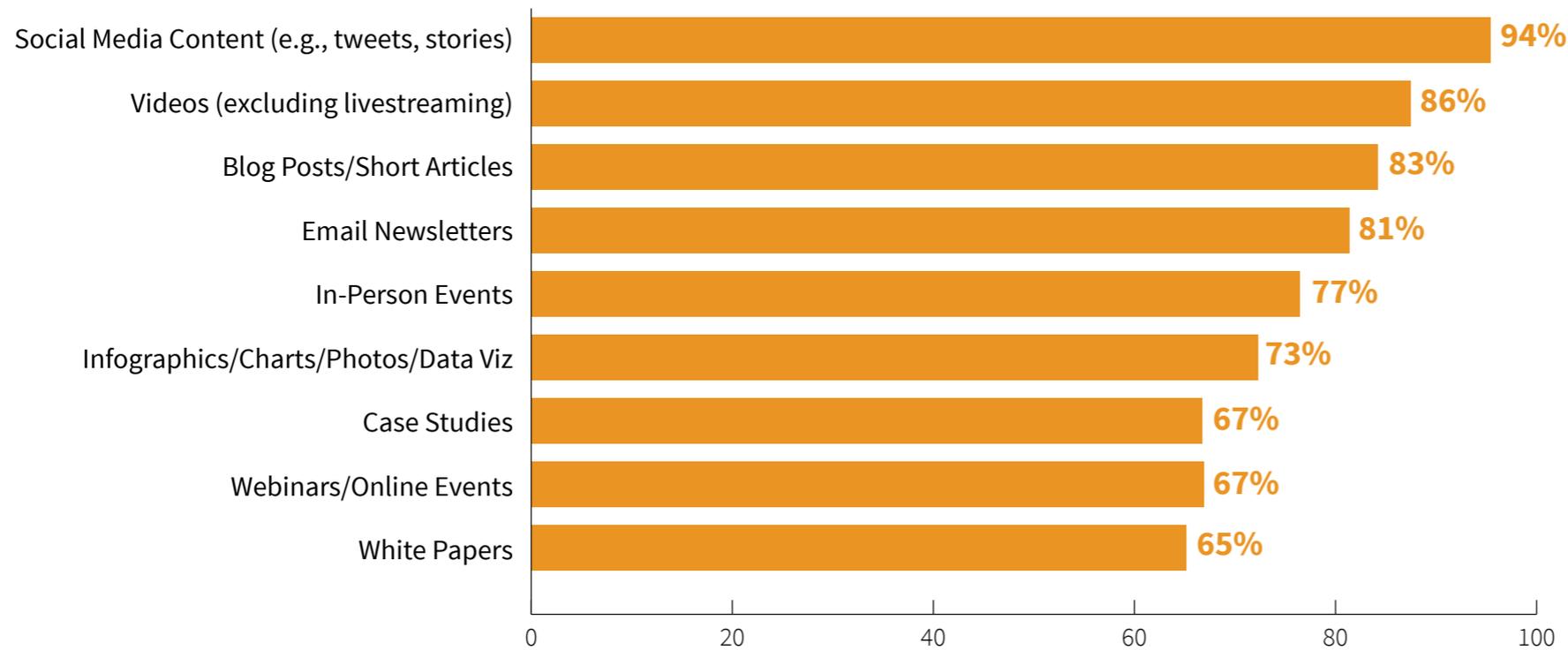
### Percentage of Total Content Enterprise Marketers Created for Content Marketing in Last 12 Months



Base: Enterprise content marketers who answered the question; aided list. Percentages were required to equal 100%. 2020 Enterprise Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

The top five types of content enterprise marketers use are social media content (94%), videos (86%), blog posts/short articles (83%), email newsletters (81%), and in-person events (77%).

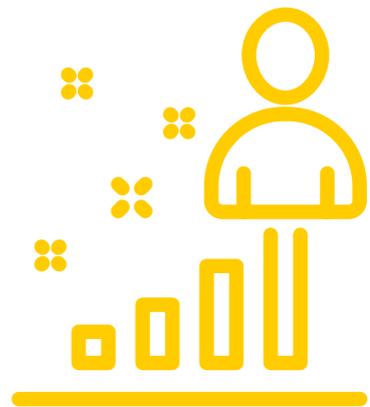
### Content Types Enterprise Marketers Used in Last 12 Months (Top 9)



Base: Enterprise content marketers. Aided list; multiple responses permitted.  
2020 Enterprise Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

**Other content types used in last 12 months:** Ebooks/Guides (52%); Long-Form Text (e.g., articles 3,000+ words) (46%); Research Reports (43%); Print Magazines (29%); Podcasts (27%); Livestreaming Content (17%); Print Books (13%); and Other (17%).

**We asked respondents which content types are the highest performing for their organization for building brand awareness, securing leads, nurturing leads, and converting leads. Their top responses in each category are shown here.**



**TO BUILD BRAND AWARENESS**

Blog Posts/Short Articles (28%)  
 Social Media Content (e.g., tweets, stories) (28%)

**TO SECURE LEADS**

In-Person Events (19%)  
 Webinars/Online Events (15%)

**TO NURTURE LEADS**

Email Newsletters (25%)  
 In-Person Events (14%)

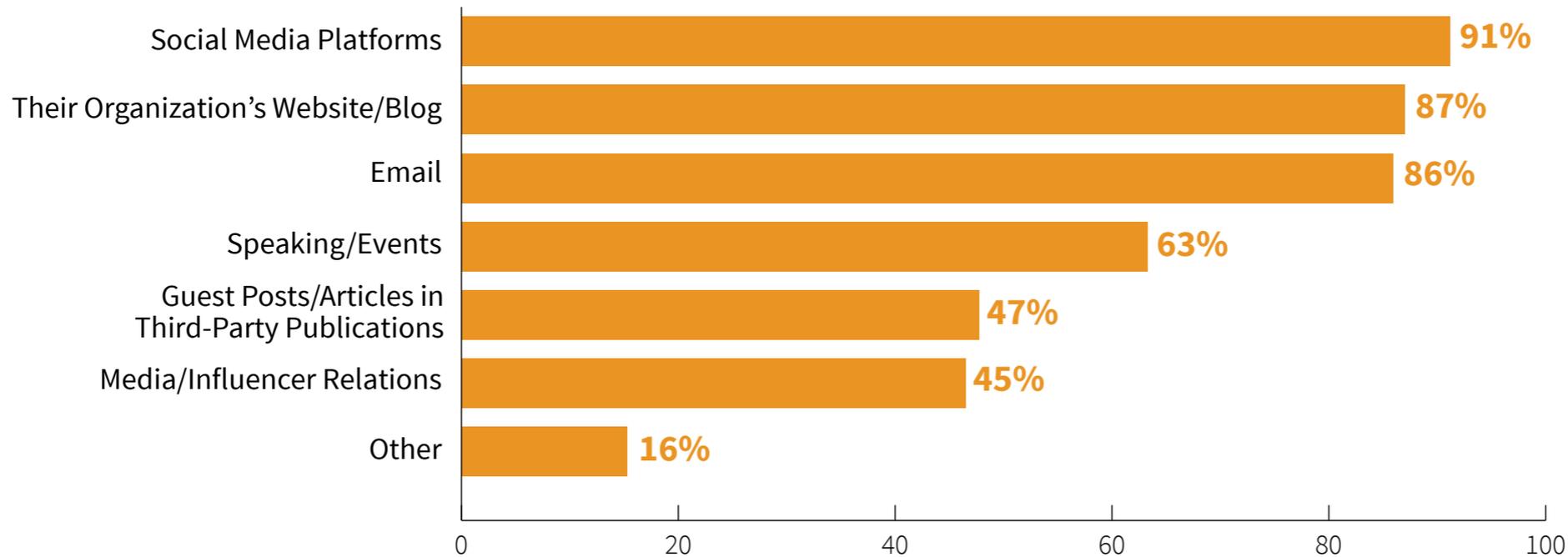
**TO CONVERT LEADS**

In-Person Events (32%)  
 Case Studies (20%)

*Base: Enterprise content marketers whose organization used more than one content type for content marketing purposes in the last 12 months; aided list.  
 2020 Enterprise Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs*

The top three organic content distribution channels enterprise marketers use are social media platforms (91%), their organization’s website/blog (87%), and email (86%).

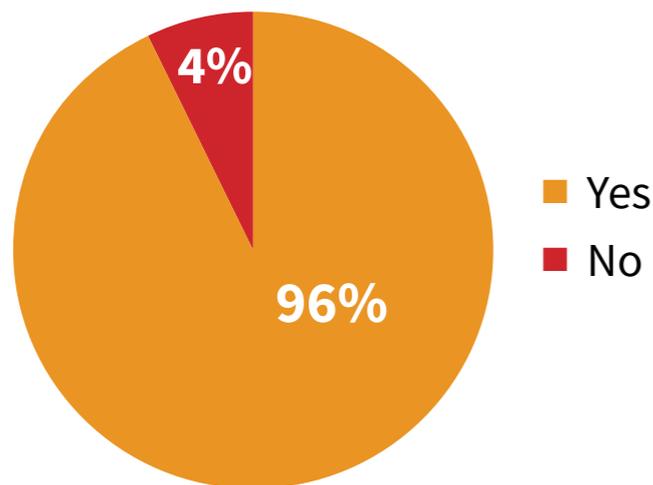
### Organic Content Distribution Channels Enterprise Marketers Used in Last 12 Months



Base: Enterprise content marketers. Aided list; multiple responses permitted.  
2020 Enterprise Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

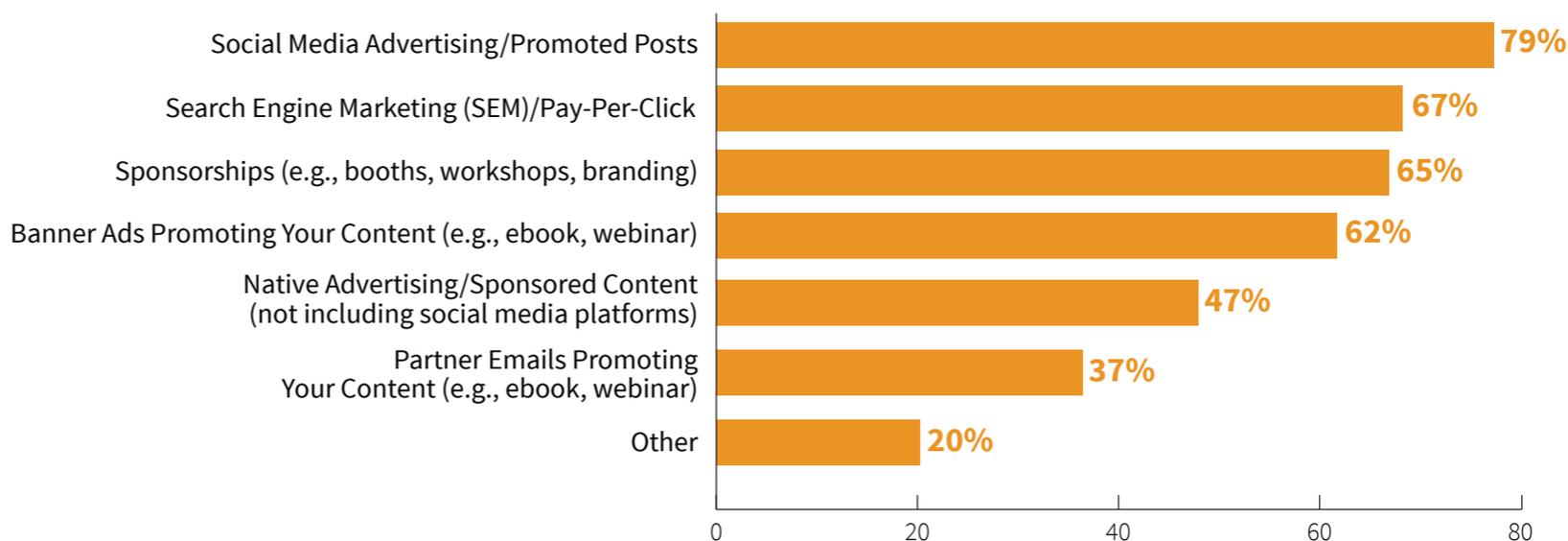
**Most enterprise marketers (96%) use paid distribution channels for content marketing purposes; of that group, 79% use paid social media advertising/promoted posts.**

**Did Your Enterprise Organization Use Any Paid Content Distribution Channels in the Last 12 Months?**



Base: Enterprise content marketers.  
2020 Enterprise Content Marketing Benchmarks:  
Content Marketing Institute/MarketingProfs

**Paid Content Distribution Channels Enterprise Marketers Used in Last 12 Months**

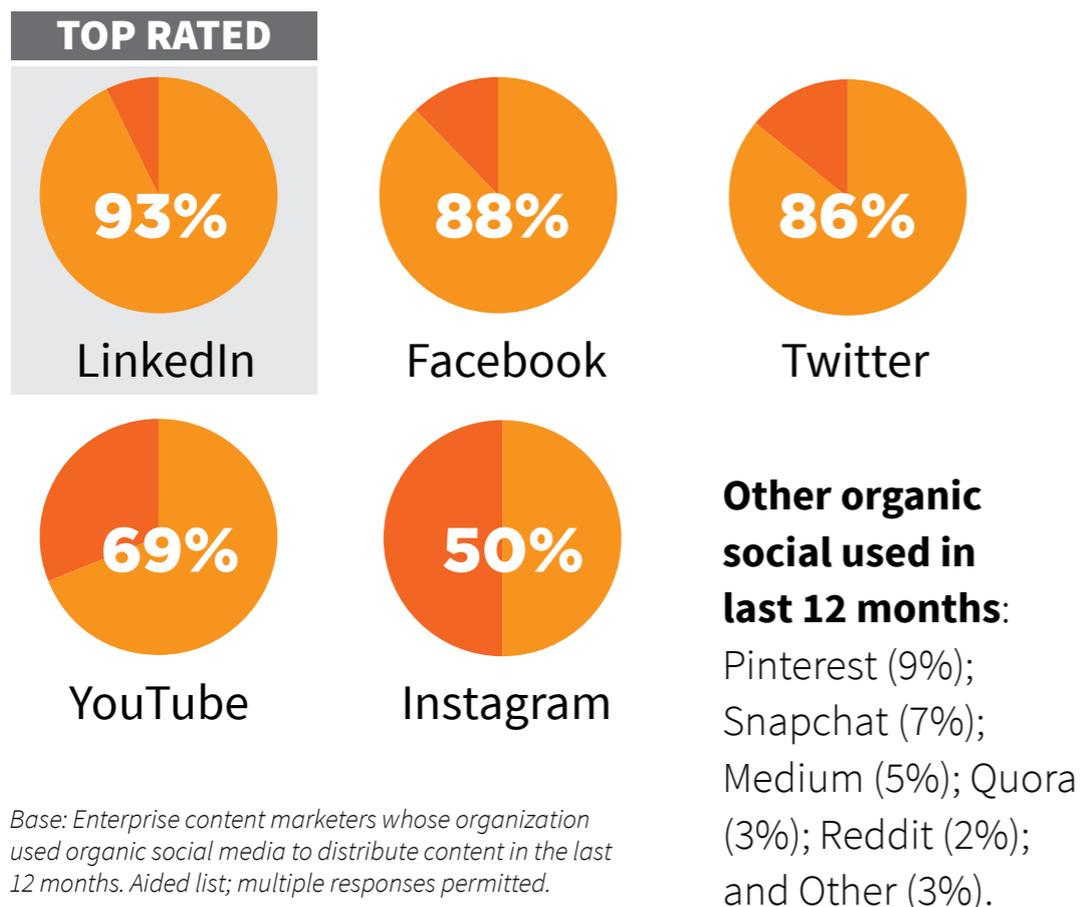


Base: Enterprise content marketers whose organization used at least one paid distribution channel in the last 12 months.  
Aided list; multiple responses permitted.  
2020 Enterprise Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

## Enterprise marketers use LinkedIn as their top social media platform, both for organic and paid content marketing distribution.

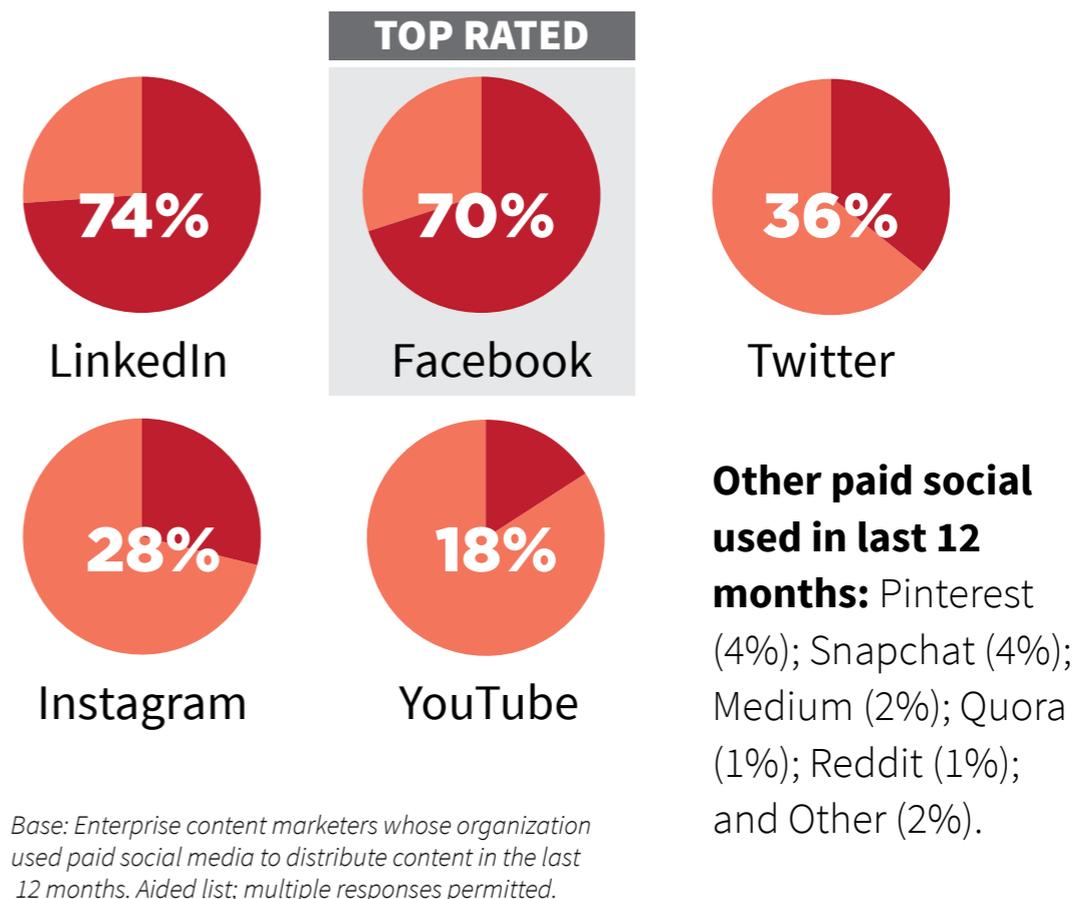
Respondents also selected LinkedIn as the organic social media platform that generates the best content marketing results for their organization (54%), with Facebook trailing a distant second (19%). They selected Facebook as their best-performing paid social media platform (36%), with LinkedIn following closely (33%).

### Organic Social Media Platforms Enterprise Content Marketers Used in Last 12 Months



2020 Enterprise Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

### Paid Social Media Platforms Enterprise Content Marketers Used in Last 12 Months

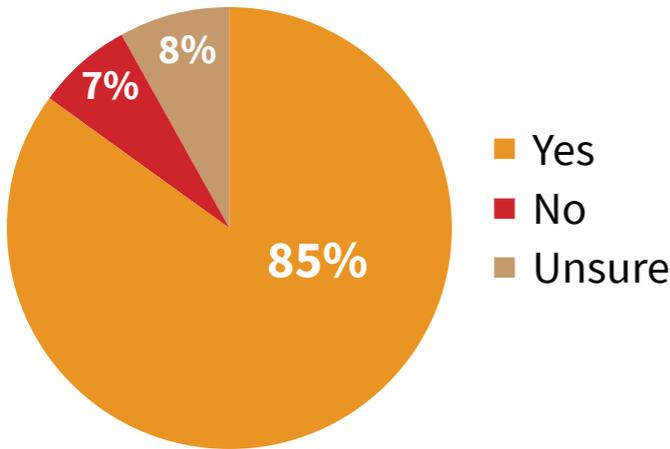


2020 Enterprise Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

# METRICS & GOALS

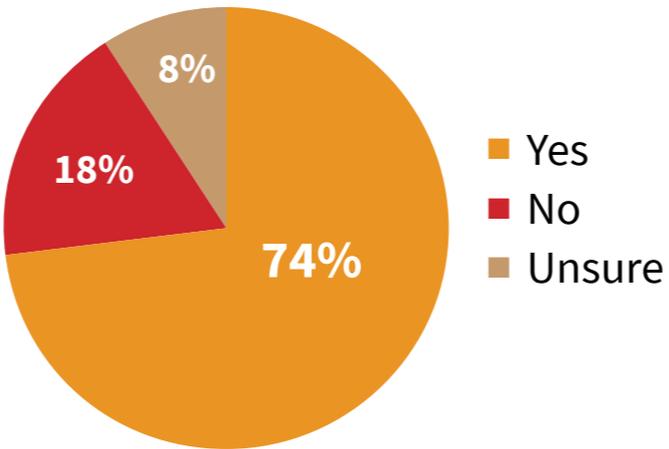
**85% of enterprise marketers use metrics to measure content performance; of that group, 74% have established KPIs and 49% measure content marketing ROI.**

### Does Your Enterprise Organization Use Metrics to Measure Content Performance?



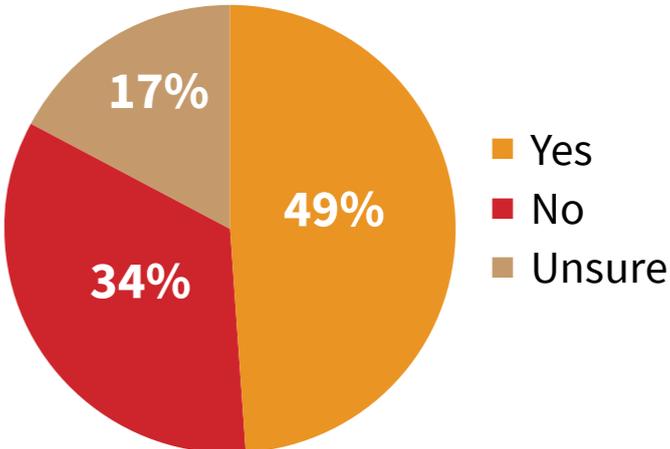
Base: Enterprise content marketers.

### Did Your Enterprise Organization Establish KPIs to Measure Content Marketing Initiatives in the Last 12 Months?



Base: Enterprise content marketers whose organization uses metrics to measure content performance.

### Does Your Enterprise Organization Measure Content Marketing ROI?

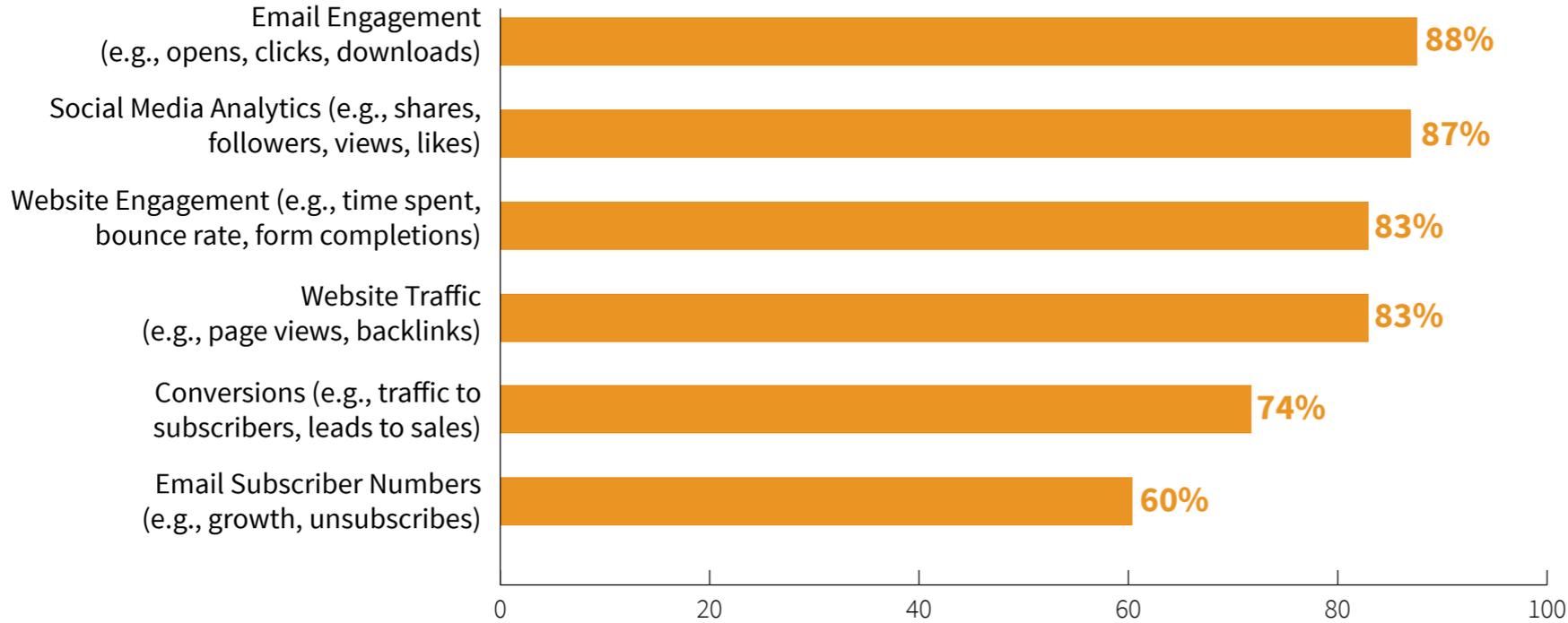


Base: Enterprise content marketers whose organization uses metrics to measure content performance.

2020 Enterprise Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

The top four metrics enterprise marketers track to measure content performance are email engagement (88%), social media analytics (87%), website engagement (83%), and website traffic (83%).

**Metrics Enterprise Marketers Tracked to Measure Content Performance in Last 12 Months (Top 6)**



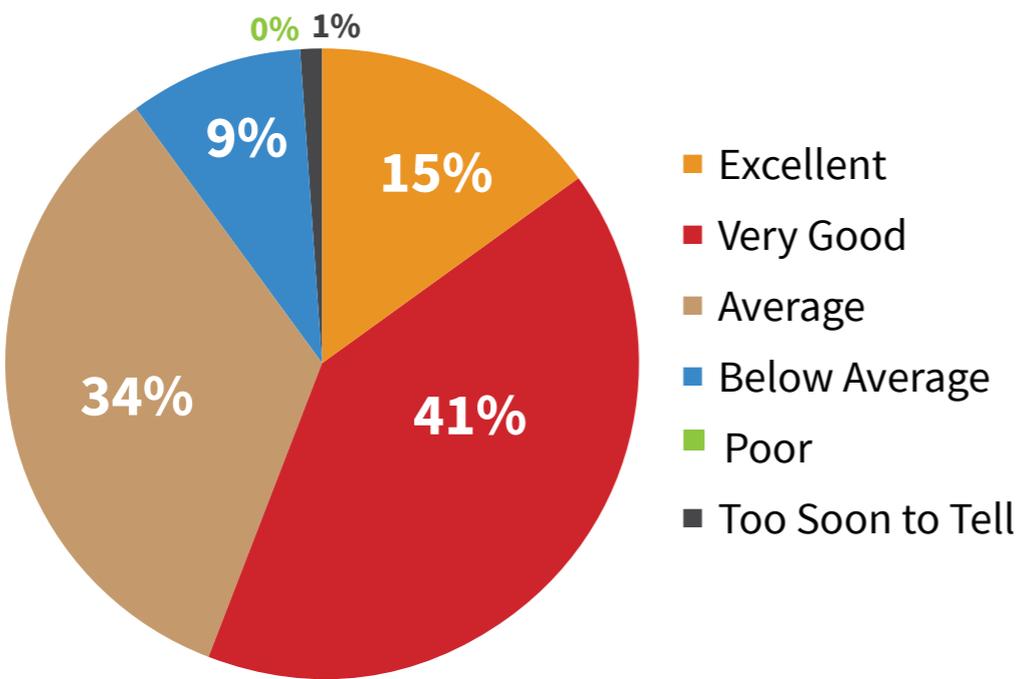
**Other metrics tracked in last 12 months:**

Search Rankings (49%); PR Mentions/Media Coverage (46%); Cost of a Lead, Subscribers, and/or Customer/Customer Acquisition Cost (CAC) (45%); Marketing Qualified Lead Metrics (e.g., MQLs, SQLs) (41%); Mobile Analytics (e.g., traffic, time spent, conversions) (38%); Customer Satisfaction Metrics (24%); Customer Retention Rates (18%); Sales Effectiveness (e.g., sales cycle time, sales team performance) (17%); Lifetime Customer Value (10%); and Other (4%).

Base: Enterprise content marketers whose organization uses metrics to measure content performance. Aided list; multiple responses permitted. 2020 Enterprise Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

Among the enterprise marketers who measure content marketing ROI, more than half (56%) rate their ability to demonstrate ROI as excellent or very good.

### Enterprise Marketers' Ability to Demonstrate ROI for Content Marketing Initiatives



Base: Enterprise content marketers whose organization uses metrics and whose team measured the ROI of overall content marketing initiatives in the last 12 months. Aided list.  
2020 Enterprise Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

**EXCELLENT**

We have measurement data showing ROI on overall content marketing approach

**VERY GOOD**

We have measurement data showing ROI on at least one content marketing initiative with well-informed insights in other areas

**AVERAGE**

We have well-informed insights, but lack measurement data showing ROI

**BELOW AVERAGE**

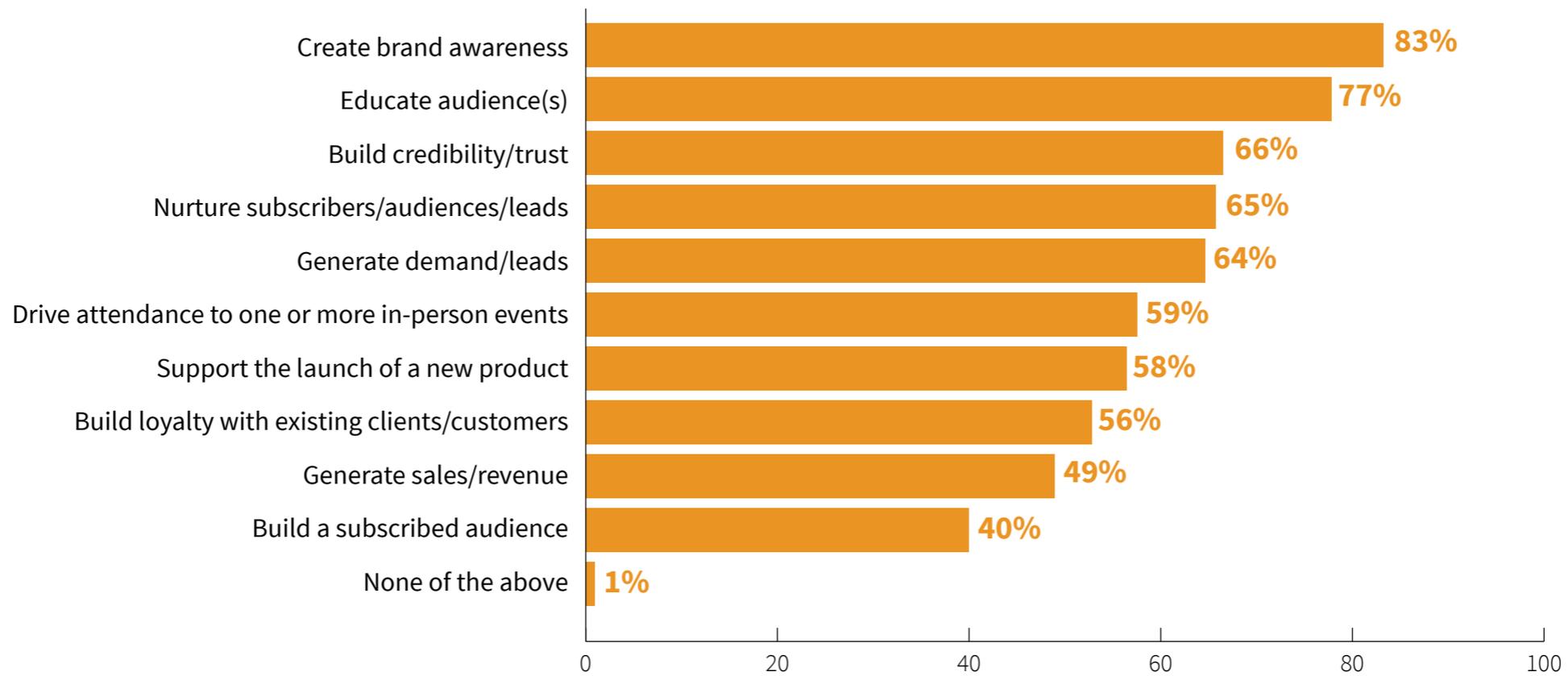
We only have speculative insights at this point

**POOR**

We have little insight into what works and what doesn't

**83% of enterprise marketers have used content marketing successfully in the last 12 months to create brand awareness.**

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

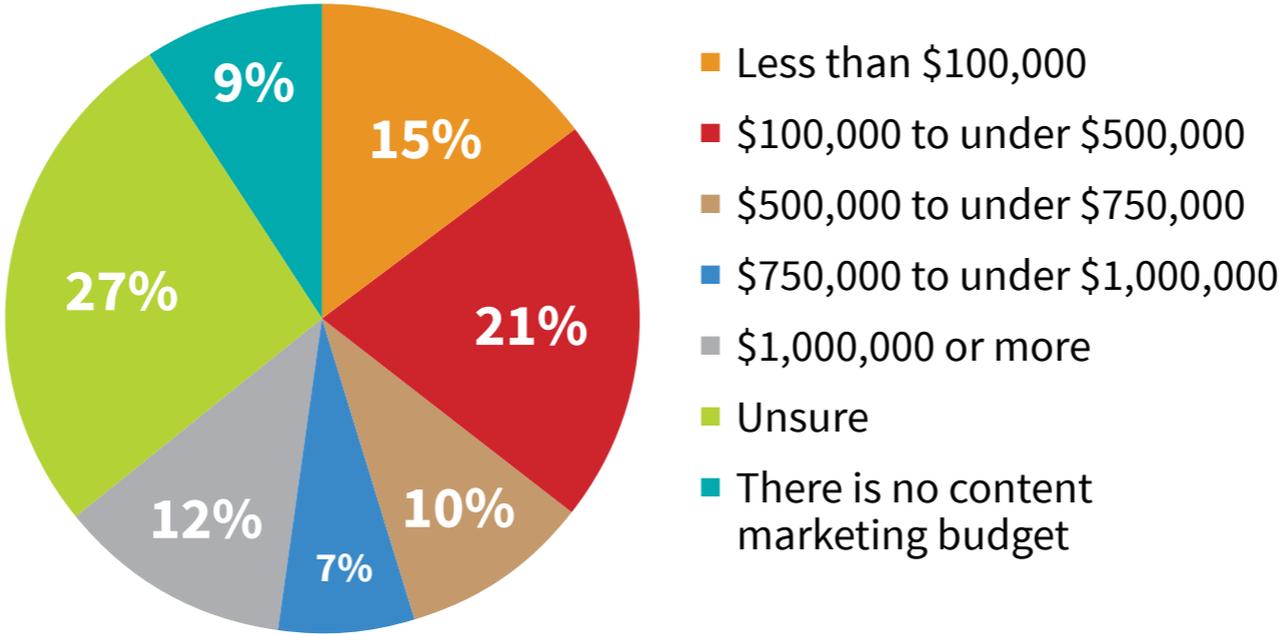


Base: Enterprise content marketers. Aided list; multiple responses permitted.  
 2020 Enterprise Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

# BUDGETS & SPENDING

**29% of enterprise marketers reported a 2019 annual content marketing budget of \$500,000 or more. The average annual budget reported was \$425,000.**

### 2019 Annual Budget for Enterprise Content Marketing (Average)

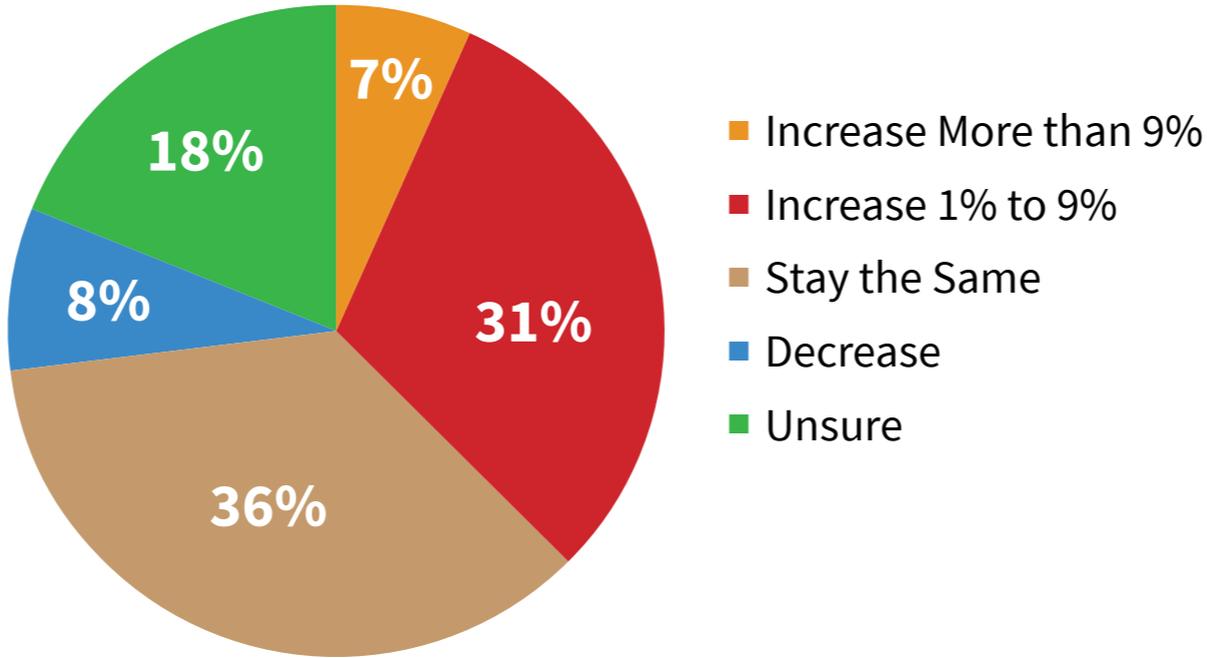


*Note: Marketers who reported their organization has no content marketing budget were not asked to specify if the expenditures come from a general marketing or other fund. The survey did not specify whether to include content marketing salaries, nor did it ask respondents to break out areas of content marketing spend.*

*Base: Enterprise content marketers. Aided list.  
2020 Enterprise Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs*

**38% of enterprise marketers expected their 2020 content marketing budget to be higher than it was in 2019.**

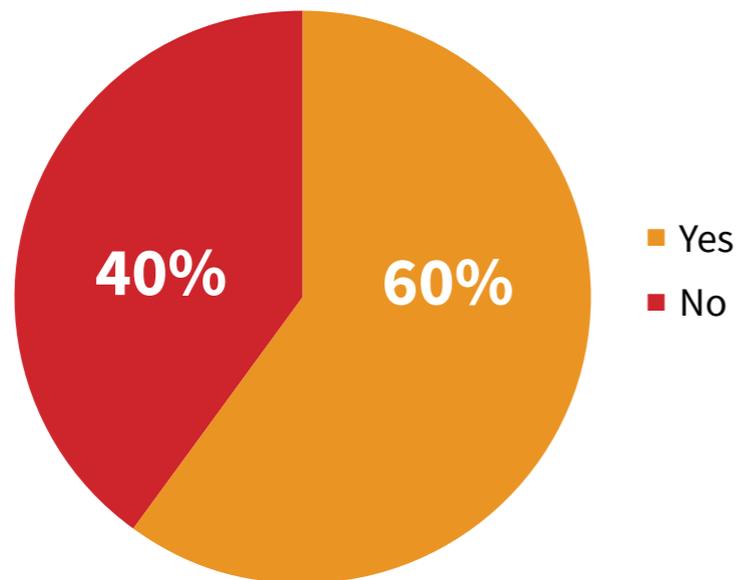
### Enterprise Marketers' Expected Change in 2020 Content Marketing Budget Compared With 2019



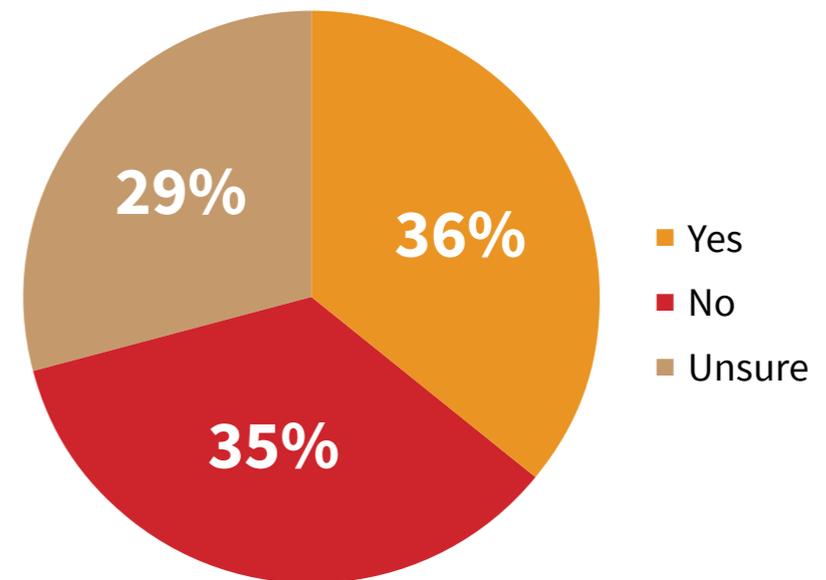
Base: Enterprise content marketers who reported having an annual budget for content marketing in 2019.  
2020 Enterprise Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

Among the enterprise marketers who use paid advertising and content marketing, 36% say they've shifted paid advertising budget dollars to content marketing in the last 12 months.

### Does Your Enterprise Organization Use Traditional Paid Advertising in Addition to Content Marketing?



### Did Your Enterprise Organization Shift Paid Advertising Budget Dollars to Content Marketing in the Last 12 Months?

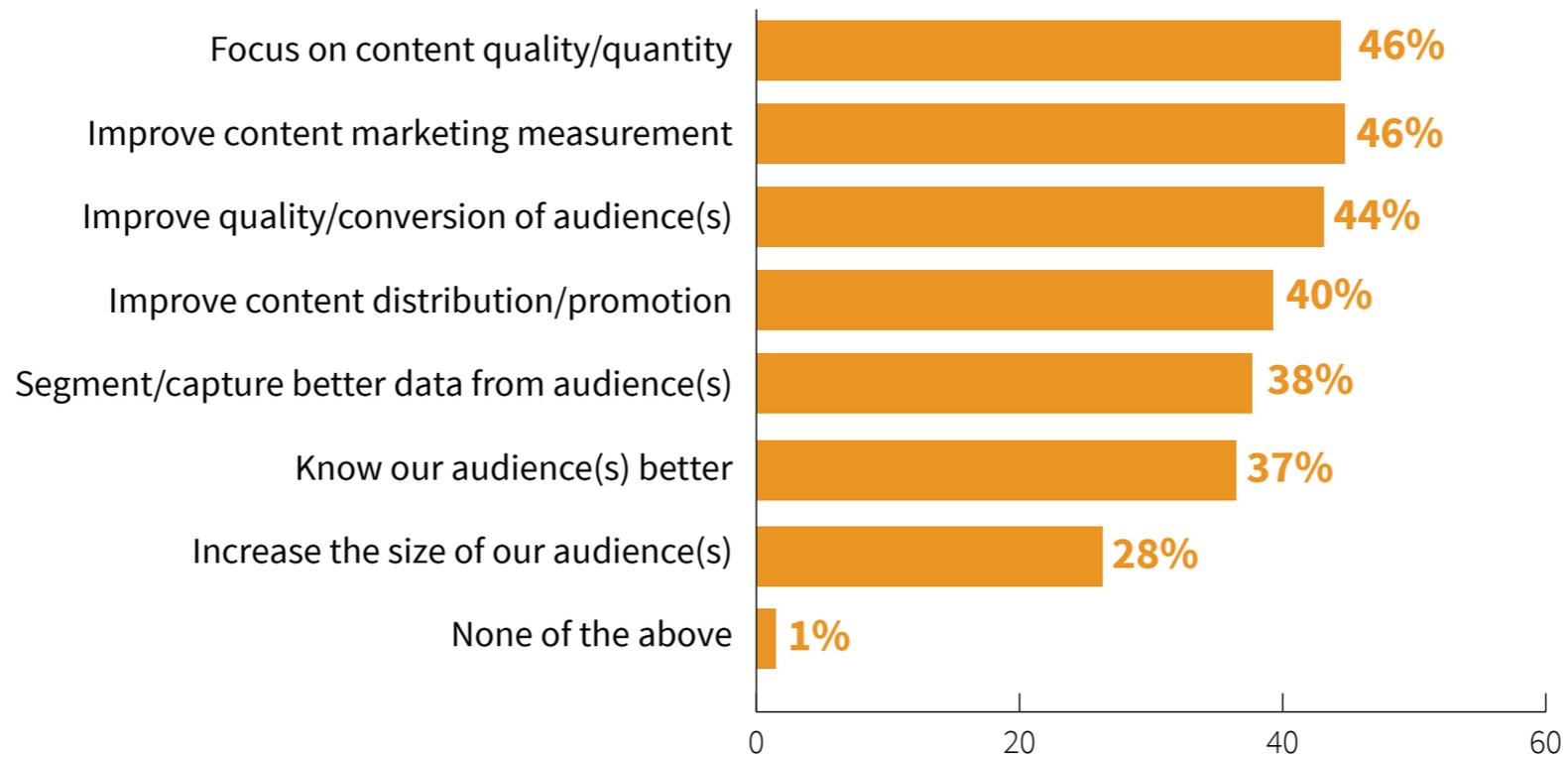


2020 Enterprise Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

# CONTENT MARKETING PRIORITIES & UNIQUE CHALLENGES

**Content quality/quantity, measurement, and audience quality/conversions are expected to be top content marketing priorities in 2020.**

### Top 3 Anticipated Enterprise Content Marketing Priorities in 2020

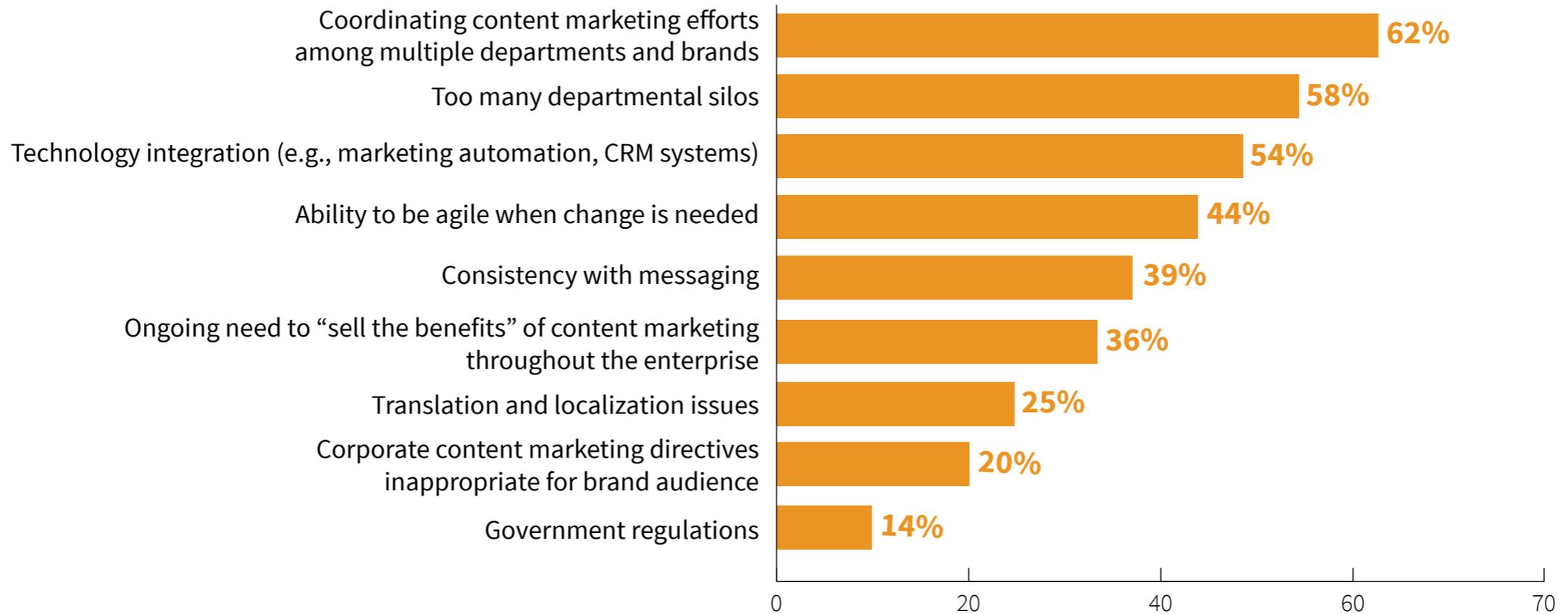


*Note: The survey asked respondents to select the top three content marketing activities they thought their organization might prioritize in 2020. It did not ask respondents to rate their organization's current success with any of the activities shown on the aided list. Therefore, use caution if making assumptions about current challenges organizations may be facing in any of the areas listed.*

*Base: Enterprise content marketers. Aided list; a maximum of three responses permitted.  
2020 Enterprise Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs*

The top three content marketing challenges unique to enterprise marketers are coordinating efforts among multiple departments and brands (62%), too many departmental silos (58%), and technology integration (54%).

### Unique Challenges Enterprise Content Marketers Face



Note: 3% said enterprise organizations face the same content marketing challenges as any other organization.

Base: Enterprise content marketers. Aided list; multiple responses permitted.  
2020 Enterprise Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

# METHODOLOGY

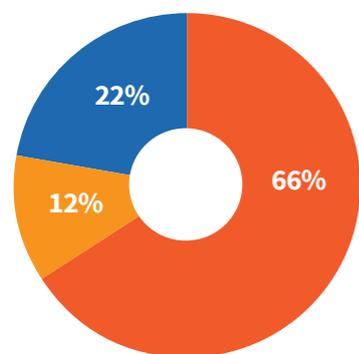
*Enterprise Content Marketing 2020: Benchmarks, Budgets, and Trends* was produced by **Content Marketing Institute (CMI)** and sponsored by **Seismic**.

The CMI/MarketingProfs 10th annual content marketing survey, from which the results of this report were generated, was emailed to a sample of marketers using lists from Content Marketing Institute and MarketingProfs. Online survey hosting, data collection, and tabulation was provided by Readex Research.

A total of 1,798 recipients from around the globe—representing a full range of industries, functional areas, and company sizes—replied to the survey during June/July 2019. Nearly 300 respondents (281) indicated their organization is a for-profit, enterprise (1,000+ employees) company in North America. This report presents the findings from the 277 who indicated a) their organization has used content marketing for at least one year and b) they are a content marketer, involved with the content marketing function, and/or someone to whom content marketing reports.

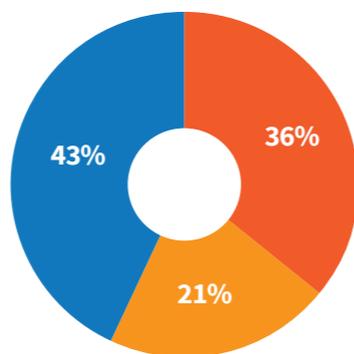
Find our archive of past reports at [contentmarketinginstitute.com/research](http://contentmarketinginstitute.com/research). Special thanks to MarketingProfs for their assistance with the annual survey and the B2B and B2C content marketing reports.

### Nature of Enterprise Organization



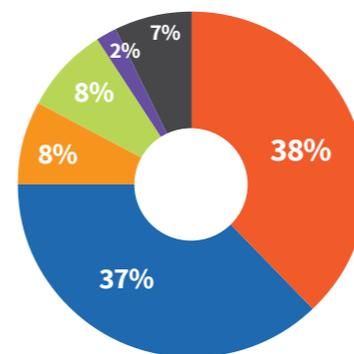
- B2B
- B2C
- Both B2B and B2C

### Size of Enterprise Organization (by Employees)



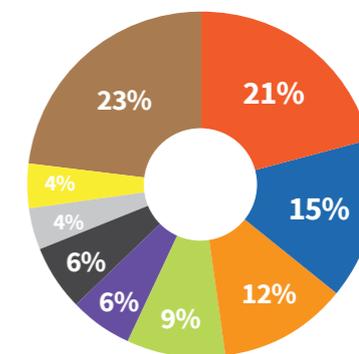
- 10,000+ Employees
- 5,000-9,999 Employees
- 1,000-4,999 Employees

### Enterprise Content Marketing Job Title/Function



- Content Creation/Management
- Marketing Management
- Advertising/PR/Comm Management
- Marketing Operations
- General Management
- Other

### Enterprise Industry Classification



- Technology/IT/Software/Hardware
- Manufacturing
- Financial Services
- Healthcare/Med/Pharma/Life Sciences
- Consulting
- Professional Services
- Education
- Retail/Ecommerce
- Other

*Thanks to all the survey participants who made this research possible and to everyone who helps disseminate these findings throughout the content marketing industry.*

### **About Content Marketing Institute**

Content Marketing Institute (CMI) 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 fall in Cleveland, Ohio, and [ContentTECH Summit](#) event is held every spring in San Diego, California. CMI publishes [Chief Content Officer](#) for executives and provides strategic consulting and content marketing research for some of the best-known brands in the world. Content Marketing Institute is organized by Informa Tech. To learn more: [ContentMarketingInstitute.com](http://ContentMarketingInstitute.com).

### **About MarketingProfs**

[MarketingProfs](#) is a training and education company dedicated to helping large organizations, small teams, and individuals execute marketing campaigns that drive real results. MarketingProfs produces [training programs](#), [online events](#), and [conferences](#), including the [MarketingProfs B2B Forum](#). More than 600,000 marketers globally trust MarketingProfs as their top marketing resource.

### **About Seismic**

Seismic is the recognized leader in sales and marketing enablement, equipping global sales teams with the knowledge, messaging, and automatically personalized content proven to be the most effective for any buyer interaction. Powerful content intelligence and analytics enable marketers to prove and improve their impact on the bottom line, revealing what is really driving revenue and what needs to be adjusted. The result for global enterprises like IBM, American Express, PayPal, and Quest Diagnostics is better win rates, larger deals, and higher customer retention. Seismic is headquartered in San Diego with additional offices in North America, Europe, and Australia.

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