



Content Marketing Survey May 2015

Local marketing professionals
and decision makers share
their experience and opinions



Contents

Foreword	3
Highlights	4
Questions and responses	5
About this survey	12
About us	10

Foreword



Kate Davidson,
Commercial Director at Castleford

This is our second annual content marketing survey and I want to start by thanking everyone who helped us put it together. From our in-house researchers who collected the data to our talented designers who helped bring the results to life, it was a real team effort. I also want to thank the 152 respondents who took part in our survey online or via phone interviews during March and April. A number of our wonderful clients took part too, so a special thanks to them.

As Commercial Director at Castleford, it's my team that formulates and executes content strategies across our client base. A lot of the results from this year's survey chimed with our experience both on my side of the business and from our conversations with new prospects.

First off, I was really encouraged by the headline stat that 97% of respondents plan to maintain or increase the time and resources they commit to content marketing. Crucially, 64% said they would be spending more, up from 47% last year.

Another big change from last year was the number of respondents investing in video as part of their marketing activity. Almost two thirds (61%) are using video up from less than half (48%) a year ago. We're certainly seeing more demand for video and it was one of the most popular predictions for growth in our 2014 survey.

This year's predictions included some of the themes we've been talking to clients about, such as focussing on quality over quantity. But the most commonly-mentioned topic was paid promotion. Buying traffic can be a great way to complement your organic search and social media strategy, helping you get more of the right people looking at your best content.

I hope you enjoy reading our report and thank you for downloading it. You'll find more resources to help with your **content marketing on our website**.

Highlights

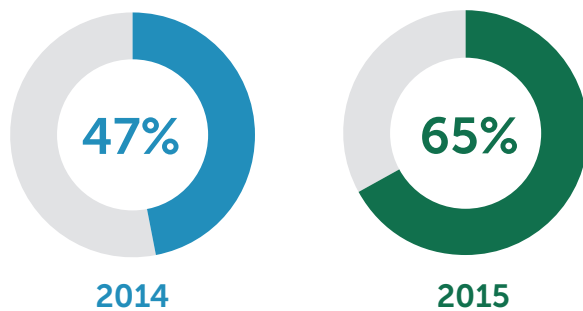
-  **97%** of respondents plan to either maintain or increase the time and resources they commit to content marketing in the next financial year
-  **Only 16%** of respondents have someone with a dedicated “content marketing” job title in their organisation, down from 18% last year
-  **76%** of c-level execs are either “quite positive” or “very positive” about content marketing
-  **60%** of respondents have an active blogging strategy, making it less popular than social media (**81%**)
-  Video is much more popular with **61%** of respondents making use of it, compared to **48%** last year
-  Blogging (**51%**) and video (**49%**) are the priorities for further investment next year
-  When it comes to the major barriers for content marketing time (**45%**) and budget (**28%**) remain the most significant factors
-  Lack of c-level buy-in was only cited by **3%** of respondents as blocking more content marketing activity
-  Only **3%** of respondents don’t do any content marketing, down from **6%** last year
-  Only **1%** of respondents don’t measure the success or otherwise of their content marketing, down from **17%** last year
-  Traffic (**62%**), leads (**62%**) and sales (**59%**) are the most popular KPIs
-  Paid promotion of content was the most popular emerging trend respondents identified

Questions and responses

1. Do you expect to spend more time and resources on content marketing in the 2015/16 financial year?

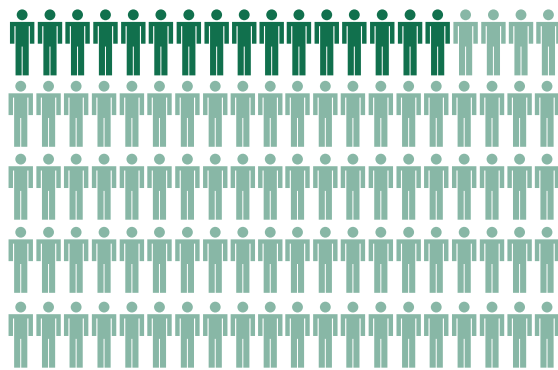
65% of respondents said they would commit more time and resources to content marketing in the next financial year, up from 47% in our 2014 survey. Only 3% plan to spend less.

Increase in a commitment of time and resources to content marketing



2. Does anyone at your company have "content" or "content marketing" in their job title?

Just 16% of respondents have someone with a dedicated "content marketing" job title in their organisation, down from 18% last year.

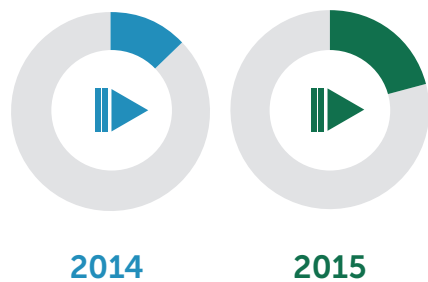


Only **16%** of our respondents had anyone with "content" or "content marketing" in their job title working in their organisation.

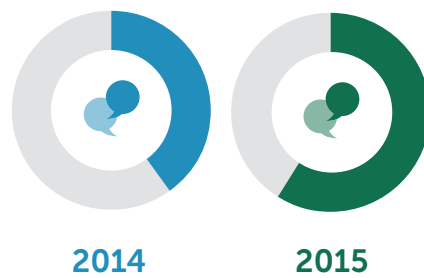
3. Which of the following do you have access to internally within your organisation?

The proportion of respondents able to produce their own video is up from 13% last year to 21%. More organisations (69% v 60%) have their own expertise when it comes to website analytics. In-house social media is up from 40% to 59%.

Able to create their own videos



In-house social media



4. How do you measure return from your investment in content marketing?

More organisations are expecting their content marketing to lead to more sales this year (59% v 41%) and there was also an increase in the share of respondents looking for more social media shares (50% v 40%).

2014



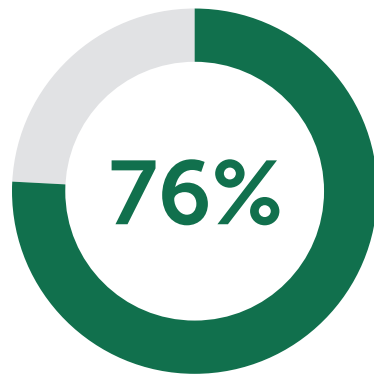
2015



There has been a **10%** increase in respondents looking for social shares

5. What is the attitude of C-level staff (your CEO, CMO, MD etc) within your organisation towards content marketing?

Support among c-level staff remains solid, with 76% of respondents saying their higher-ups were either "quite positive" or "very positive" about content marketing. Last year's figure was 75%.



of respondents saying their higher-ups were either "quite positive" or "very positive" about content marketing

6. Which of the following are you currently using as part of your online marketing strategy?

Social media (81%) was the most popular online marketing tactic, followed by press releases (64%), video (61%), blogging (59%) and AdWords (59%). Guest blogging continues to decline with just 6% using it (11% in 2014). Almost half (45%) of respondents use at least five different tactics.

Top 3 online marketing tactics of 2015



81%
Social Media



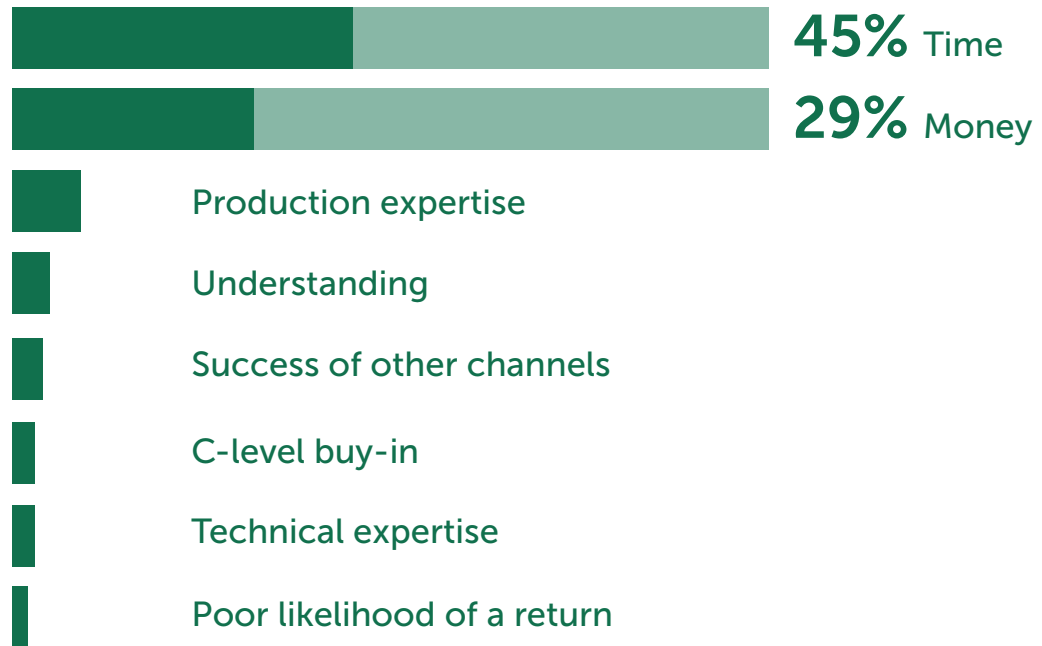
64%
Press Releases



61%
Videos

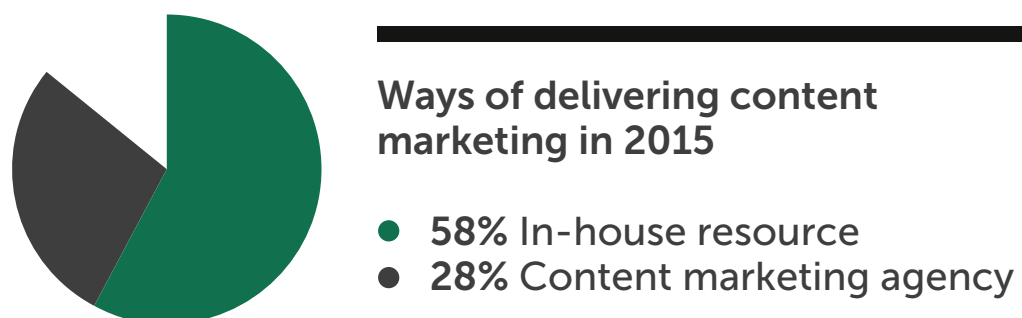
7. What single factor limits your content marketing activity above anything else?

Time and money remain the biggest obstacles to more content marketing activity. Lack of c-level buy-in is now even less of an issue than last year with just 3% describing it as the biggest limiting factor, down from 5% in 2014.



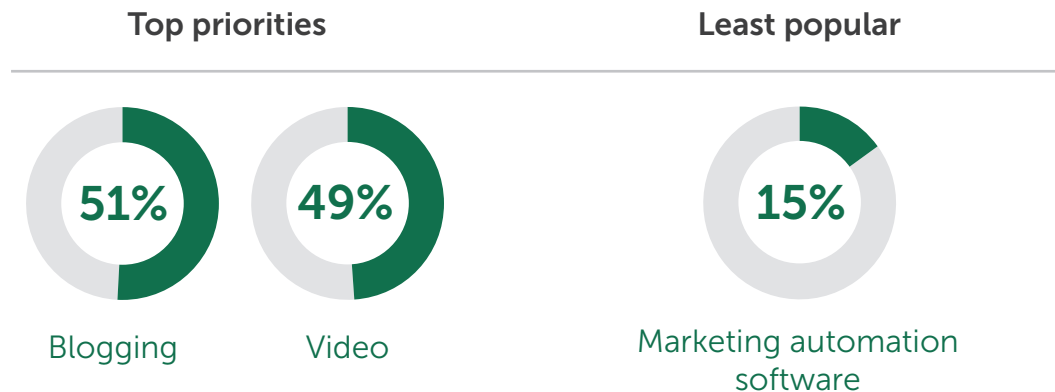
8. Who is the single biggest contributor to your content marketing activities?

In-house resource continues to be the most popular means of delivering content marketing campaigns (58% v 60%). The number of respondents using a content marketing agency was up only slightly (28% v 25%).



9. Which aspects of content marketing do you plan to focus more on in the next financial year?

Blogging is the top priority when it comes to future plans with 51% of respondents putting it top of their list. That was followed closely by video (49%). Marketing automation software was the least popular choice (15%) but that was a significant increase on 2014 (8%).



10. What do you expect to be the most significant trend in content marketing over the next 6 to 12 months?

Our final question called for a qualitative response, with participants encouraged to tell us about the emerging trends they see in the content marketing space. From looking through the excellent responses we received, there were two really strong themes that came up repeatedly.

The first was the need to differentiate from the competition. With Google focussing more and more on quality, content marketers need to find ways to diversify their strategies, making use of different types and styles of content to win traffic and engagement.

The second popular prediction was paid promotion. Using Google AdWords, paid social or other channels for buying traffic can be an excellent way to get your content in front of more of the right people.

About this survey

Our Content Marketing Survey 2015 canvassed the experiences and opinions of marketing professionals and decision makers at 152 organisations based in Australia or New Zealand.

The questions and format for this survey were developed by an internal project team made up of representatives from Castleford's business development, account management, editorial production and marketing departments.

Responses were gathered via email and phone interviews during March and April 2015. Responses have been checked for duplication and verified against our database.

About Castleford

Castleford is Australia and New Zealand's leading content marketing business. We create a broad range of white label content for some of the region's biggest brands, as well as mid-sized organisations, non-profits and SMEs.

Our editorial, graphics and video content is produced by specialist in-house teams, working closely with our Google-certified content strategists and using our custom-built technology. If you'd like to know more about our content creation, strategy and promotion, **visit our website to set up a free demo.**