科技行业
2019年内容营销白皮书

2019年北美科技行业内容营销行业基准、预算及趋向-致趣百川解读版

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致趣百川解读综述

科技行业营销，过程复杂，决策人数众多，周期长，用户角色复杂。美国内容营销协会推出的《2019年科技行业内容营销行业基准、预算及趋向》解释了科技行业如何高效进行内容营销。致趣百川将国际趋势与国内现状相结合，立足中国市场，全面解读2019科技行业内容营销趋势：

1. 68%营销人的最大挑战是创建吸引多种角色的内容，只有38%的技术受访者表示难以触达他们的目标受众。

2. 为已有客户制造内容是最高优先级，82%的技术营销人员认为他们的机构更关注创建与现有客户建立忠诚度的内容。73%的交成功受访者表示他们在过去12个月内成功地使用了内容营销来建立客户忠诚度，而在所有受访者中这一比例为53%。

3. 几乎所有人都表示在漏斗顶端通过内容营销取得了成功，特别是在创建品牌知名度和获取潜在客户线索方面。

注： （文中橙色部分为致趣百川解读）

销售提供反馈是研究用户的最佳方式

80%受访者表示，销售团队的反馈是他们用于研究用户的最佳方式。

为已有客户制造内容是最高优先级

82%的技术营销人员认为他们的机构更关注创建与现有客户建立忠诚度的内容。

电子邮件/电子邮件活动是用户培育的关键

营销人员用于培养受众的最佳内容营销方法是电子邮件/电子邮件活动（92%），教育内容排在第二位，占79%。

62%的人担心SEO /搜索算法的变化

最受关注的内容营销问题是SEO /搜索算法的变化（62%）。 第二受关注的是内容营销作为收入中心（48%）。

创建吸引人的内容最具有挑战

这些受访者中的多级角色当被问及他们面临的独特内容营销挑战时，只有38%的技术受访者表示难以触达他们的目标受众；然而，他们面临的最大挑战是如何创造吸引目标受众内多层角色的内容（68%）。

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表现最佳的科技行业内容营销人员和所有受访者之间的差异

科技行业的采购活动需要诸多人员的参与，所以内容营销人员需要创建适应各种角色的内容。即使是最成功的营销人员，在这一点上也饱受困扰。而无论是普通营销人员还是最佳营销人员，他们的企业都对如何创建增强客户粘性的内容表示了极高的关注度。

	最佳表现者	所有受访者
企业非常致力于内容营销	58%	28%
企业的内容营销是顶尖/成熟的	85%	49%
有成文的内容营销策略	66%	42%
认为他们的企业更关注创建与客户建立忠诚度的内容	91%	82%
始终/经常根据买家旅程的特定点/阶段制作内容	90%	62%
始终/经常将受众的信息需求优先于其企业的销售/促销信息	87%	69%
始终/经常优先考虑在最佳时间向正确的受众群体提供正确的内容	82%	57%
已成功使用内容营销在过去12个月内产生销售/收入	77%	55%
在过去12个月内，已成功使用内容营销与现有客户/客户建立忠诚度	73%	53%
企业面临的挑战是创建吸引机构内不同级别的角色的内容	66%	68%

*最佳表现者（又名"最成功人士"）是将其组织的整体内容营销方法描述为非常或非常成功的人。

内容营销—成功度、成熟度、贡献度

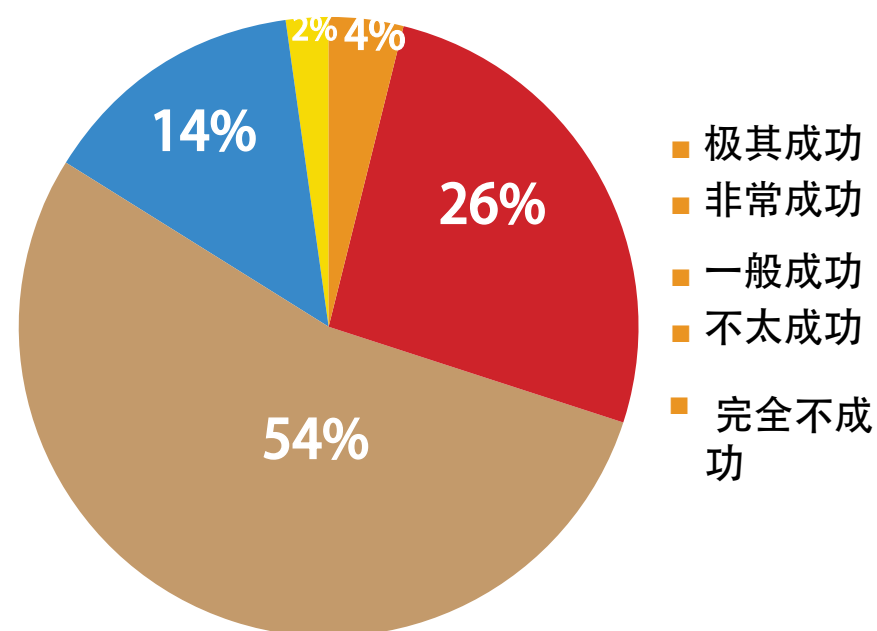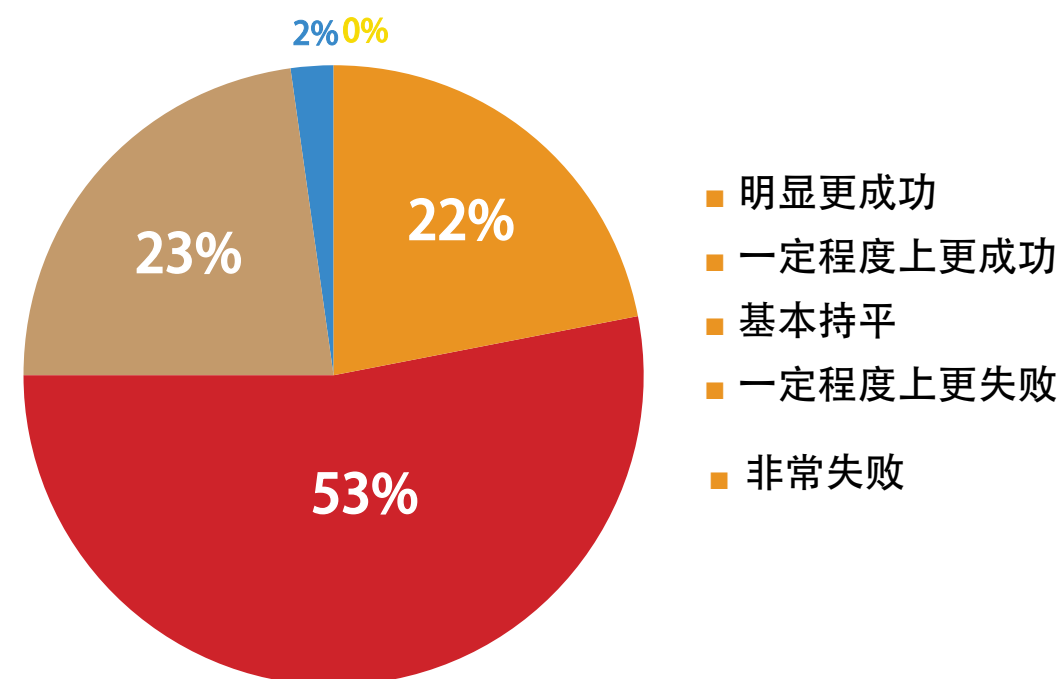# 75%的技术受访者表示，与一年前相比，他们的企业在内容营销方面更成功

优质内容营销是让品牌真正发挥作用的必备策略。它在品牌与用户之间建立了一种情感联系，即使没有任何涉及产品层面的推广，也能巧妙捕捉观众的注意力和想象力。成功的新兴企业和年轻的科技公司都知道成文的内容战略的价值，而行业巨头和老牌企业也正逐步跨进内容营销的新时代。

而在整个B2B领域，认为自己的团队在内容营销方面更为成功的比例为70%。这说明科技行业的内容营销走在时代前列。

科技行业营销人员如何评价其组织内容营销成功的整体水平

2% 4%
14%
26%
54%

- 极其成功
- 非常成功
- 一般成功
- 不太成功
- 完全不成功

与一年前相比，技术营销人员如何评价其组织的内容营销成功率

2% 0%
22%
23%
53%

- 明显更成功
- 一定程度上更成功
- 基本持平
- 一定程度上更失败
- 非常失败

49%的科技行业营销人员称他们的企业处于内容营销的尖端/成熟阶段

此项数据较2018年增长了4%。根据内容营销协会的数据，自2010年开始进行内容营销研究以来，科技营销人员已经做到了：内容营销占比重更大，获得了更高的营销效率，试验了更多类型的内容营销，拥有了成文的内容营销规划，使用社交媒体平台发布内容。

科技行业营销人员如何评价其企业的内容营销成熟度水平

富有经验	成熟	年轻	年少	起步	不确定
9%	40%	26%	21%	4%	1%
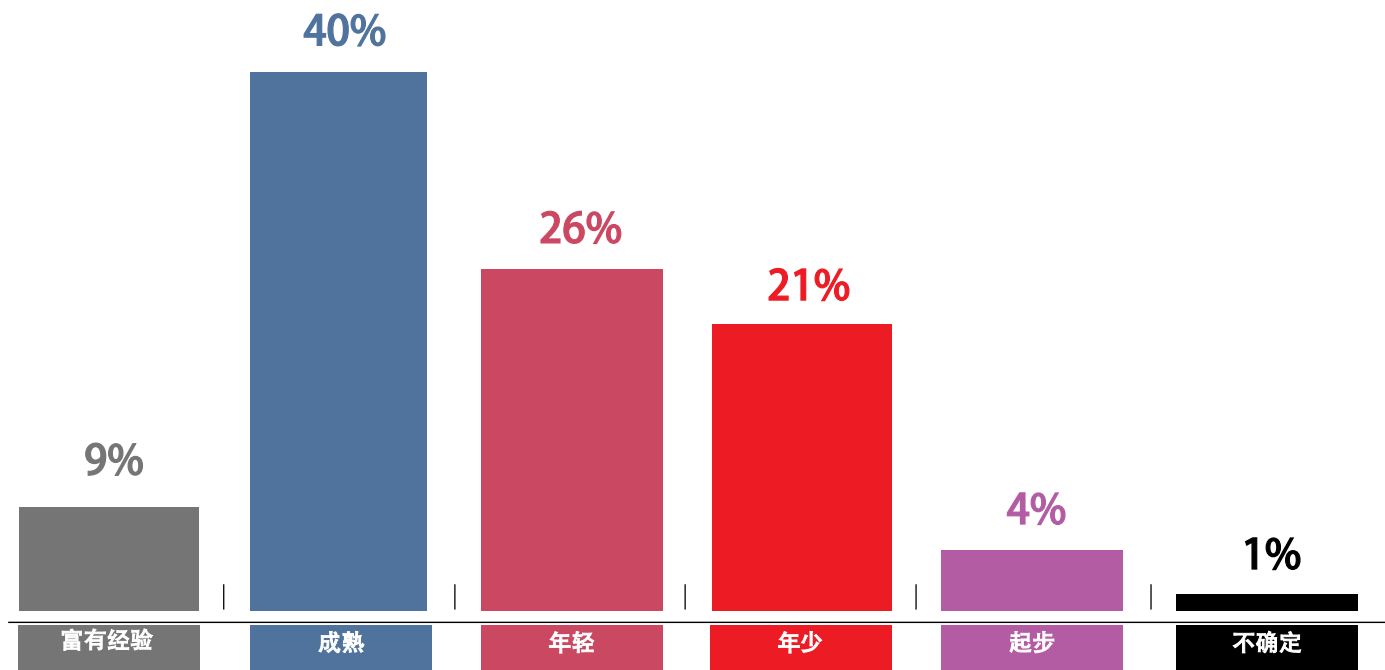
富有经验的
可以对业务提供有效的措施，可以拓展组织业务。

成熟
发现实现成功的办法，但还未进行项目的整合挑战。

年轻
已经开展了业务案例，看到了早期的成功，在采取措施 和业务拓展方面更 加有经验。

年少
工作很能吃苦，在创建凝聚力策 略和措施计划方 面敢于挑战。

起步
能做某些方面的业 务，但还没有开始进 行内容营销的过程。

73%的科技行业营销人员表示，他们的企业极其/非常致力于内容营销

对于B2B企业而言，这一数据为67%。科技类企业对于内容营销的重视程度明显更高。

最优秀的销售人员能够挑战客户认知，给他们带来新想法，让他们思考并接受新的工作方式。内容营销通过创造和发布前沿、有用、以受众为中心的材料，最终触达客户，增加客户存量。

做好内容营销，将会为您的潜在客户和现有客户提供全新的想法和发人深省的见解。它完全符合挑战型销售的目标，填补了大多数科技公司正在努力填补的空白。

科技行业营销人员如何评价其组织对内容营销的投入度

极度投入	非常投入	略有投入	不太投入	完全没有投入
28%	45%	22%	4%	1%
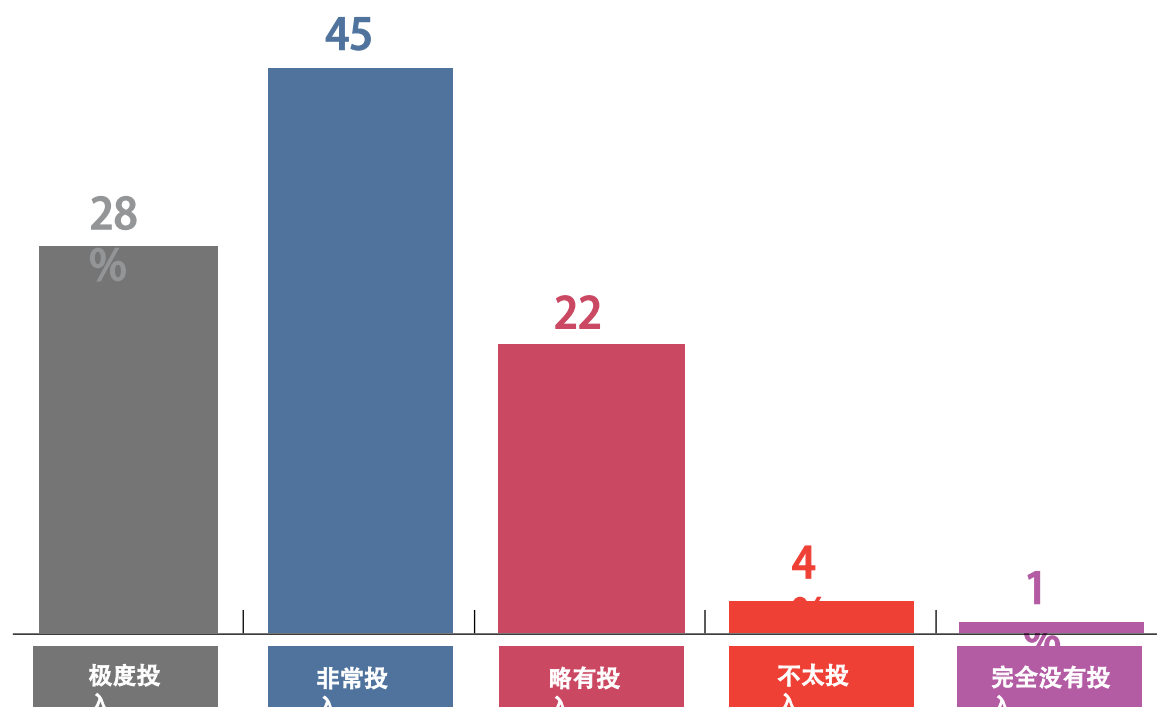
CMI / MarketingProfs的年度研究一致表明，对内容营销的强力投入通常会带来更高水平的整体成功。

内容营销策略与意见

42%的科技行业营销人员表示，他们的企业有成文的内容营销策略

超过70%的技术营销人员创造的内容比一年前更多，但大多数人缺乏成文的战略来指导他们的工作。

39%的技术营销人员表示他们在内容营销方面很有效，但对于成文的内容策略的团队而言，这个数字会上升到62%。然而，在接受调查的所有技术营销人员中，只有46%的人表示其团队拥有成文的战略。

拥有成文内容营销策略的科技行业营销团队比例

42%	39%	16%	3%
有成文策略	有，但没有形成文件	没有，但计划在12个月内制定策略	没有，不打算制定策略
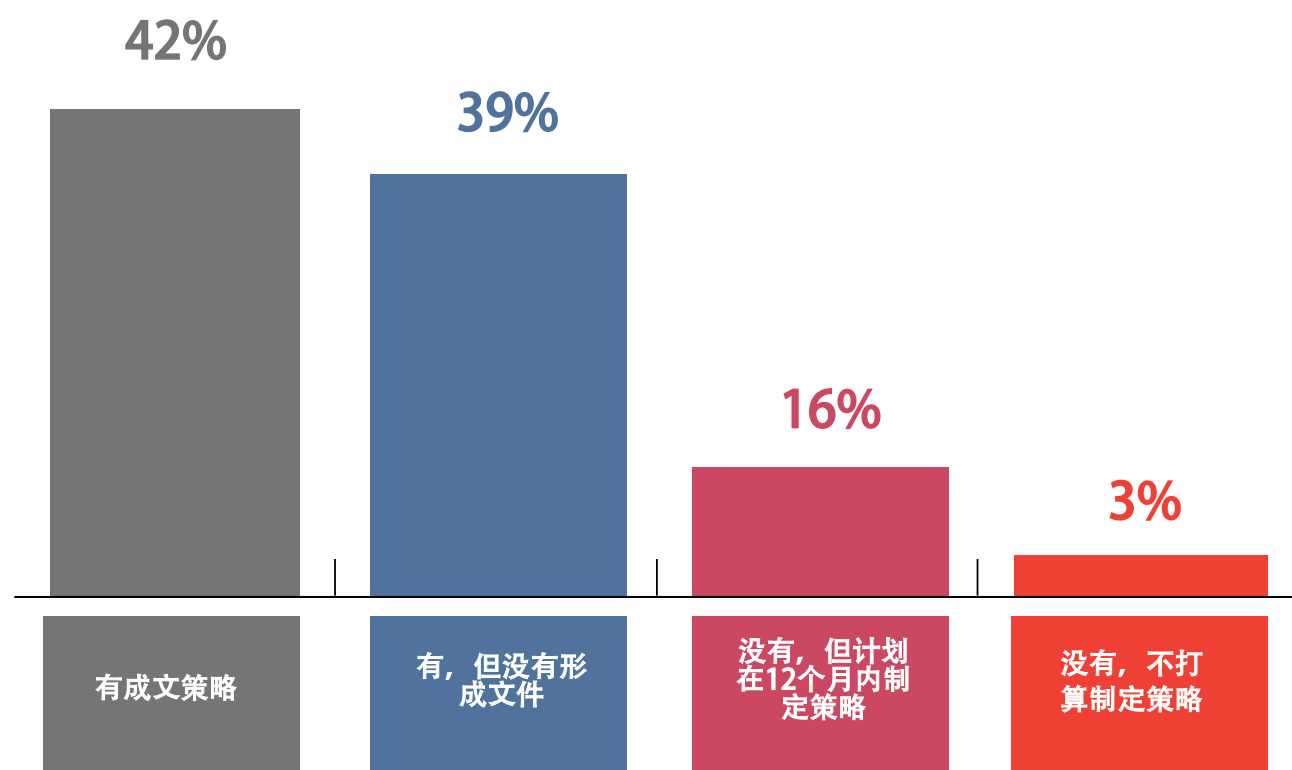
CMI／MarketingProfs的年度研究一致表明，拥有成文策略的内容营销团队通常会在内容营销上取得更高程度的整体成功。

科技行业营销人员表示，成文的内容营销策略的最大好处是，它使团队围绕共同的使命/目标运转，从而更容易确定要开发什么类型的内容

记录内容营销策略是一个以目标为导向的过程，有助于协调整体的营销工作。将营销战略记录在案，可以快速、简单地找到有关策略的重信息。记录内容营销策略可防止随意行为的发生，便于团队统一确定内容的类型和形式。最终使得内容团队的工作效率得到极大提升。致趣百川认为，成文的内容营销策略，主要包括"内容规划-内容团队搭建-内容生产-内容传播-内容价值测量"，围绕拉斯韦尔5W模式"谁-对谁-说什么-通过什么渠道-产生什么效果"展开，其中每天文章是否设置有CTA（call-to-action)以及有明确的衡量指标成为关键。

成文的科技行业内容营销策略的好处

类别	百分比
更容易确定要开发什么类型的内容	90%
使团队围绕共同的使命/目标运转	89%
让团队专注于记录的优先事项	79%
提供目标用户的清晰度	68%
帮助团队分配资源以优化所需结果	67%
加强问责制	66%
更容易地确定要关注的指标	62%
产生更准确的预算信息	23%
其他好处	3%
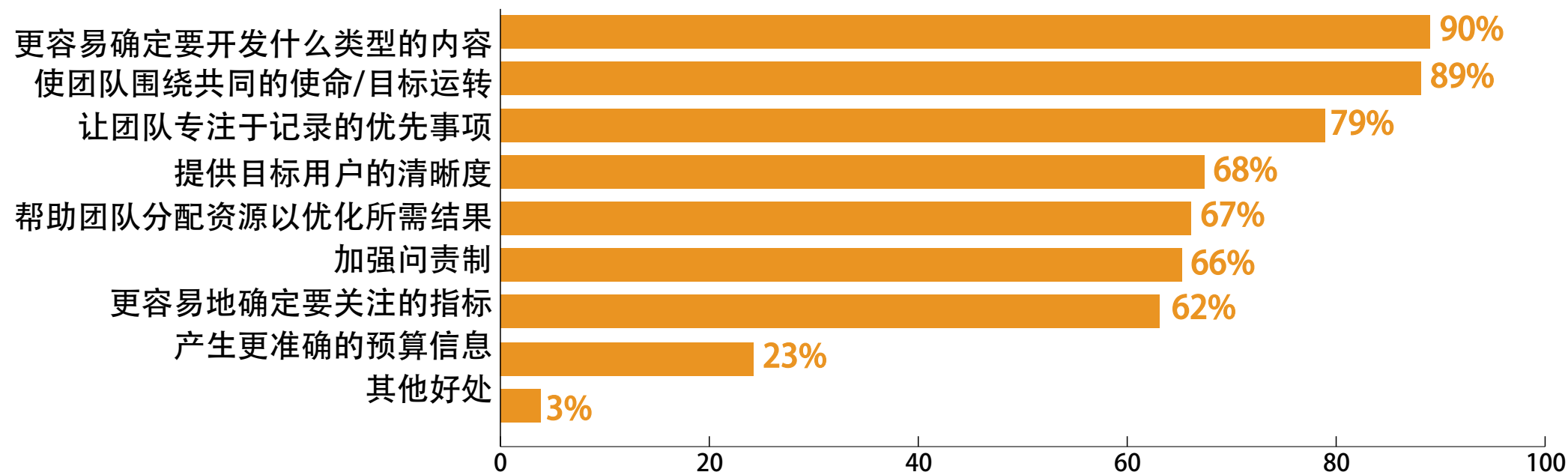
82%的科技行业营销人员认为他们的企业关注的是创建与现有客户/潜在客户建立忠诚度的内容

就其潜力和当前价值而言，很少有行业和科技行业一样更具普遍性的吸引力。然而，建立用户忠诚度对企业来讲仍是一个不容小觑的挑战。高强度的市场竞争，陡峭的用户学习曲线，安全和隐私的问题使得用户的购买旅程充满不确定性。

创建信息丰富、引人入胜的内容营销是朝着正确方向迈出的重要一步。买家的行为需要得到良好的引导——他们如何寻找产品建议，他们信任谁提供可靠的建议，以及他们如何过滤和权衡可用数据，最终作出相应的决策。

科技行业营销人员对其企业内容营销的意见

	强烈赞同	保持中立	不赞同
我们的用户将我们的企业视为可靠且值得信赖的资源。	84%	11%	5%
我们的企业致力于创建与现有客建立忠诚度的内容	82%	11%	7%
我们的企业重视内容创建的创造性和艺术性	82%	9%	9%
我们的企业中有最高层的内容营销支持	78%	13%	
我们的企业重视与有影响力的人建立关系（例如，品牌拥护者，记者）	71%	15%	14%

0   20   40   60   80   100

■ 强烈赞同   ■ 保持中立   ■ 不赞同
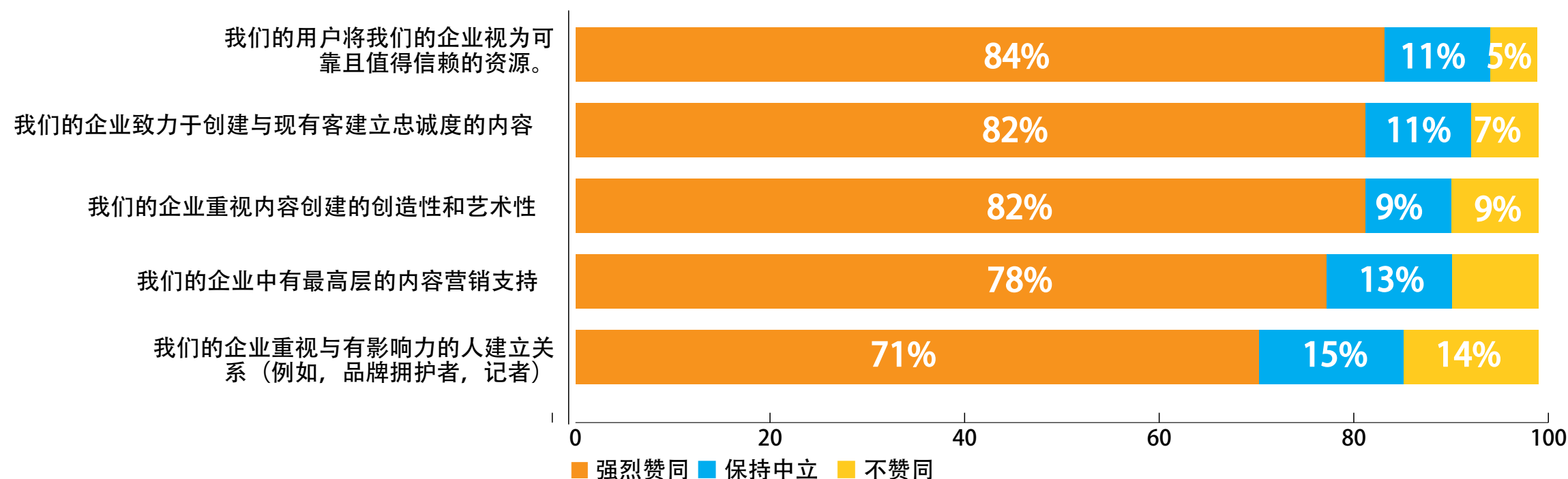
技术使用度与熟练度

36%的科技行业营销人员认为他们企业使用内容营销技术的熟练度是专业的/高级的

与其他行业相比，科技行业营销人员对内容营销技术更为熟练。36%的科技企业营销人员表示他们对使用内容营销技术的使用有着专家级的熟练程度。另有39%的人将他们的熟练程度描述为中级。

在与其它行业，只有24%的受访者认为他们的组织对内容营销技术的使用有着专家级的熟练程度（比技术营销人员少三分之一），38%的人认为他们的熟练程度处于中级水平。

科技行业营销人员使用内容营销技术的熟练度
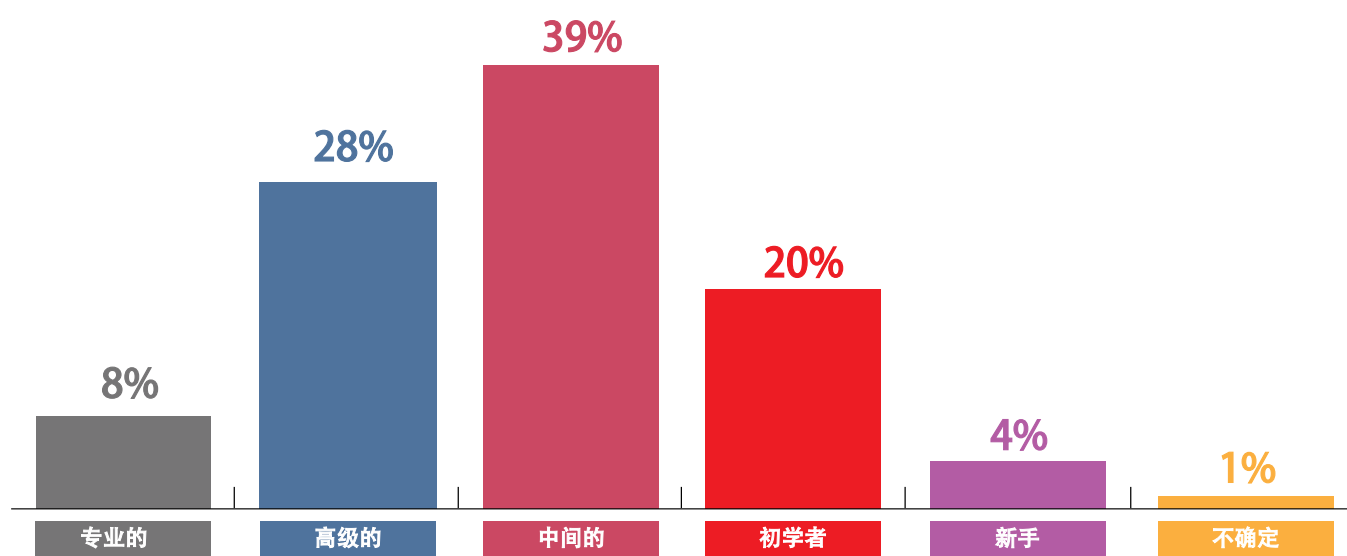
专业的
内容营销技术整合在整个组织中，体验其优势。
高级的
较为成功，但面临整合整个组织中内容营销技术的挑战。
中间的
与内容营销技术的使用更加协调一致，看到早期的成功
初学者
越来越多地使用内容营销技术，但不能始终如一地使用它。
新手
刚开始使用一种或多种内容营销技术。

85%的技术营销人员使用社交媒体来协助他们的内容营销工作

科技公司的营销人员并不缺乏内容技术手段。大多数技术营销人员（85%）表示他们使用社交媒体的分析工具，82%使用电子邮件营销软件。与2018年相比，邮件营销技术的使用比例上升了14%。

不同的社交平台有着风格迥异的客户群体和内容偏好，市场营销人员应确保他们的内容营销策略集中在与品牌的声音和价值观最匹配的渠道上，并密切关注客户的实时反馈来判断当前的购买趋势和用户行为模式。

科技行业营销人员用于协助内容营销管理的技术类型

技术类型	比例
社交媒体的发布和分析	85%
邮件营销软件	82%
分析工具	77%
营销自动化系统	68%
工作流程和项目进程的管理与编辑日历	60%
内容创建和优化	56%
内容管理系统(CMS)	56%
内容联合/促销工具	37%
综合内容营销平台（CMP）	14%
聊天机器人	10%
人工智能（AI)	5%
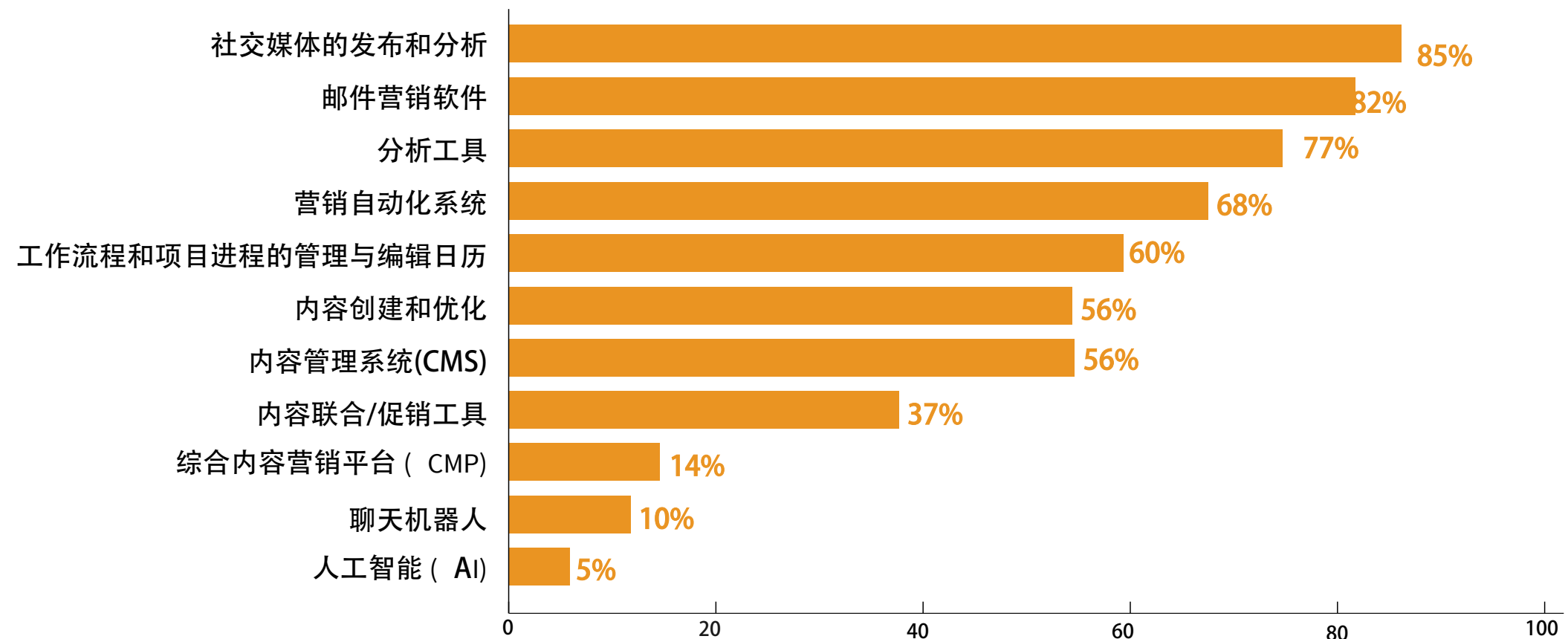
科技行业营销人员表示，使用内容营销技术的最大好处是可以洞察内容的执行情况

使用内容营销技术的优势之一，是可以找到哪些内容营销策略是效果最好的，进而企业可以放弃那些难以带来更多业绩的营销策略，将精力集中在真正有效的战略上，促进线索的转化。

同时，企业通过大量收集用户反馈，可以明确目标用户的真实需求，从而创建出让目标用户更感兴趣的内容，提高用户的参与度和卷入度。

科技行业营销人员使用内容营销技术的好处

类别	百分比
更好地洞察内容的执行情况	79%
更好地了解受众行为/偏好	60%
更容易重新调整内容	47%
改进工作流程	45%
更多转变	39%
改善互动，增强了客户体验	37%
节省时间	33%
其他好处	3%
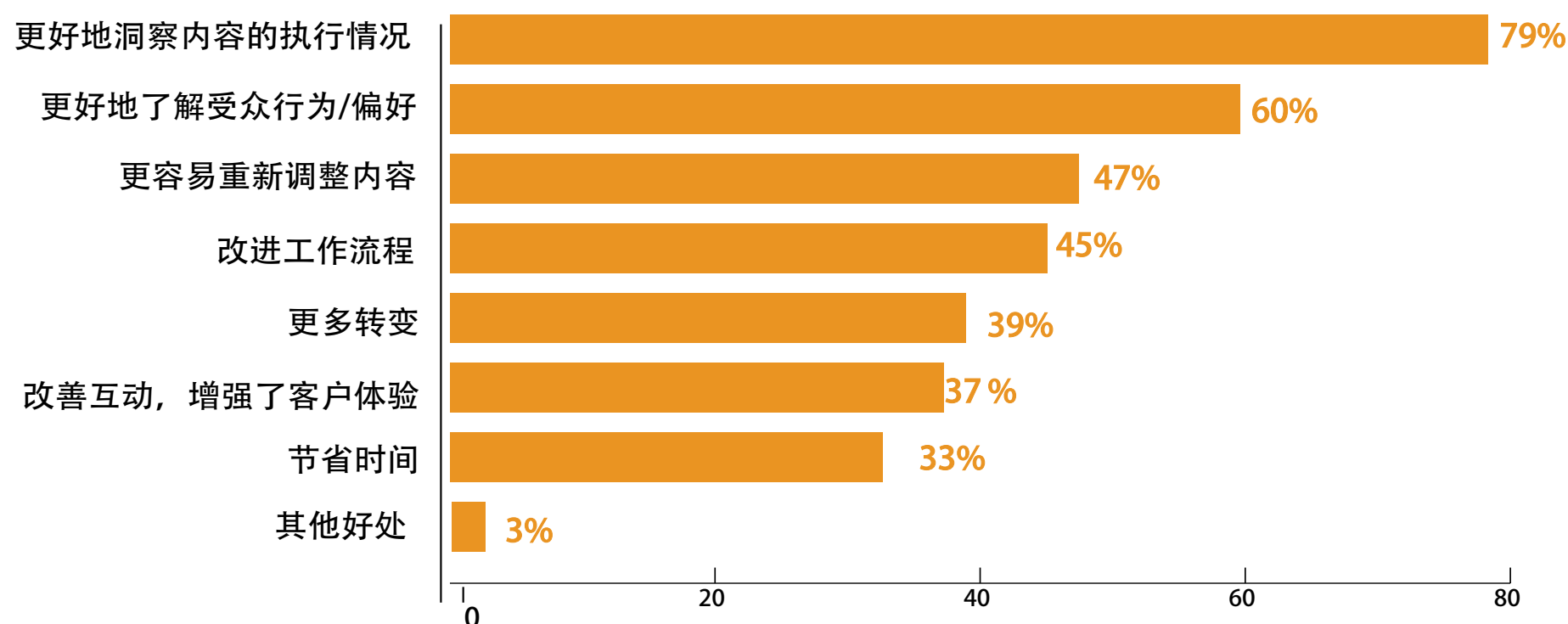
用户研究与潜客培育

销售团队反馈和网站分析是科技行业内容营销人员研究其用户的最常用的两大方法

成功的客户画像绘制是建立在客户服务团队提供的数据的基础上的。根据Jupiter Research / Forrester Research的调查，在过去的六个月中，42%的线上卖家向实体零售商索要了数据。

销售团队对客户的各方面消息十分了解，包括客户为何与公司联系，客户有什么具体需求等。虽然销售团队的数据通常不与其他部门共享，但如果营销人员向销售团队成员询问，他们可能会很乐意分享，并帮助营销人员更好地了解受众群体。

科技行业内容营销人员用什么技术来研究他们的受众

类别	百分比
销售团队反馈	80%
网站分析	71%
关键词研	66%
客户对话/小组研究社交	55%
媒体聆听	51%
初步研究	50%
二次研究	49%
数据库研究	48%
人工智能的受众分析其他	6%
技术	5%
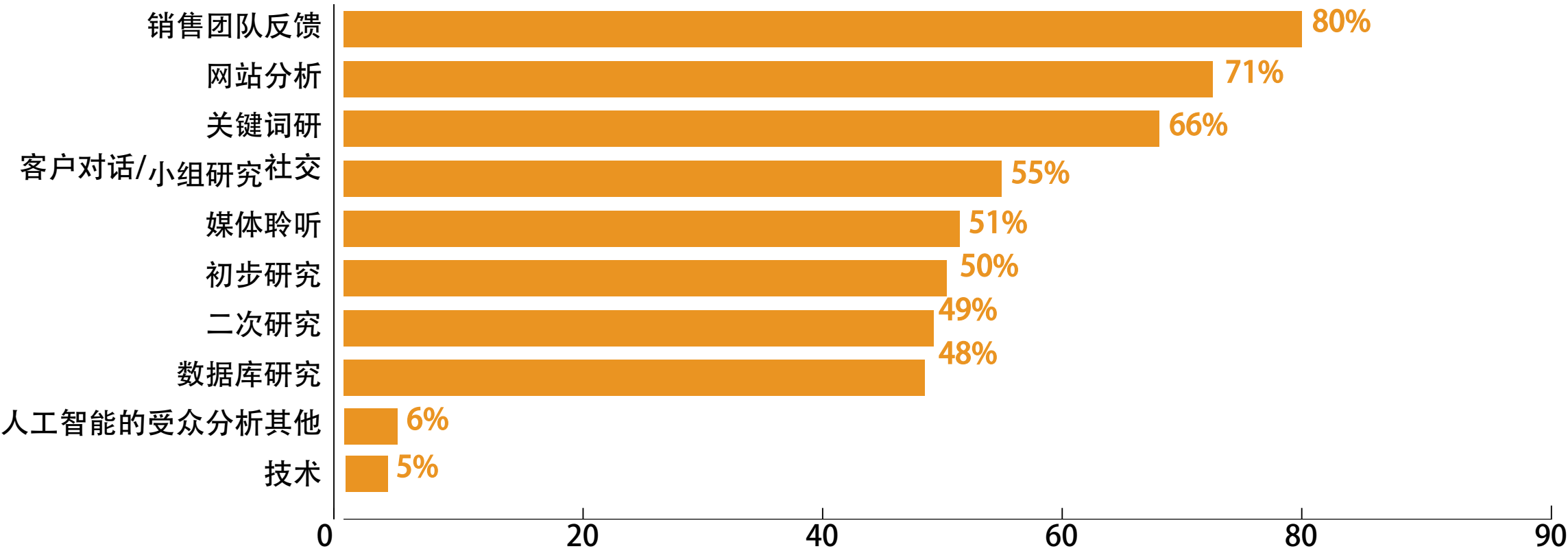
65%的科技行业内容营销人员表示他们企业使用用户角色分析，20%表示他们将在2018年年底前实施这一举措

科技行业营销人员需要满足不同角色在购买旅程中的需求。

65%的营销人员在使用角色分析的手段。为了推动这些线索向漏斗更深层次转化，营销人员需要创建以受众为中心的内容。例如博客文章、社交帖子、白皮书和电子书等对客户有帮助的内容。让他们展开思考，甚至重新考虑如何开展业务。

但要注意的是，内容营销的最终目标是与这些潜在客户建立沟通和信任，以此提升用户购买率以及粘性。

2018年科技行业内容营销人员使用角色分析情况

- 使用
- 没有，计划在2018年使用
- 没有，2018年也没有使用计划

饼图数据：65%、20%、15%
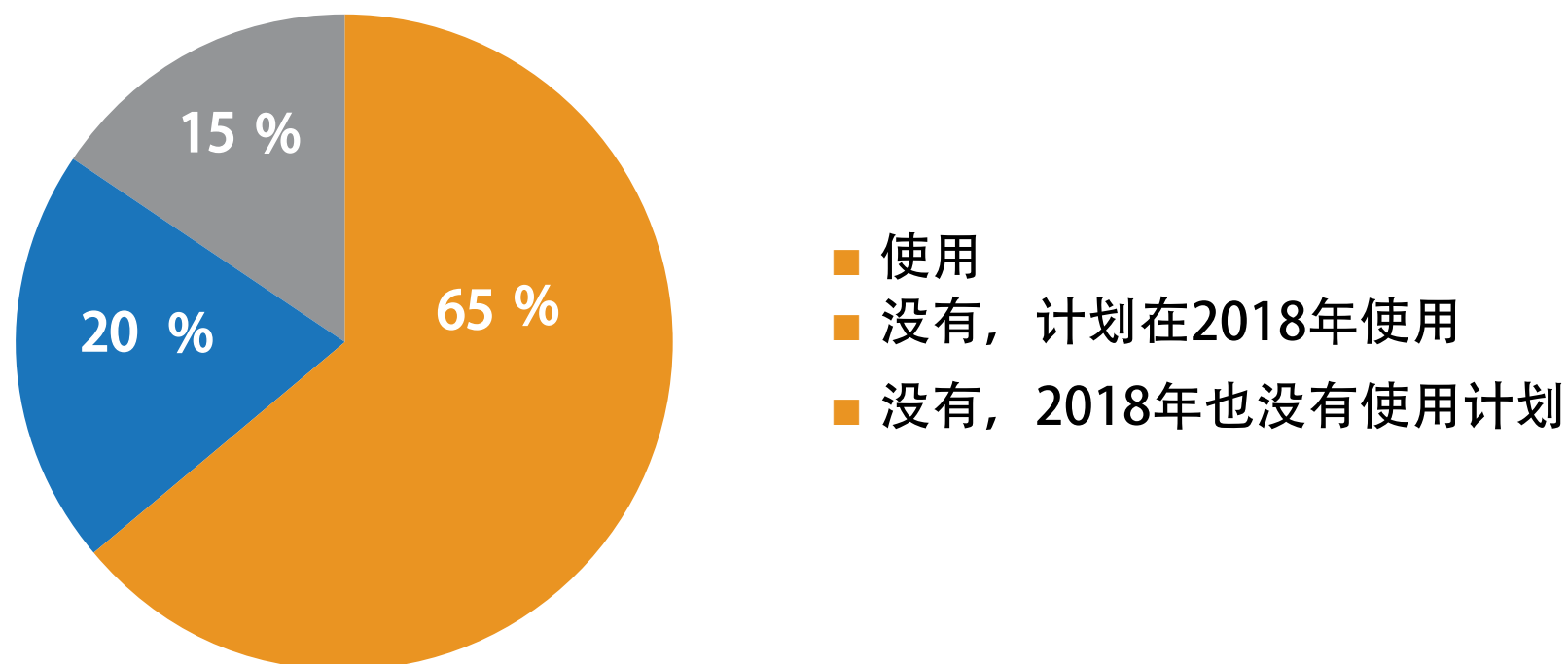
科技行业内容营销人员主要通过电子邮件和教育内容培育他们的用户

电子邮件的教育内容有多种形式。64%的科技行业营销人员称，与去年相比，视频的使用量有所增加。 但几乎同样多的人（63%）表示他们增加了对博客文章和电子书等书面内容的使用。

超过三分之一（37%）的人表示他们增加了对播客和有声读物的使用。而另一点值得注意的是，线下活动的比例从2018年的61%提高至2019年的67%。

科技行业内容营销人员进行潜客培育的方法

方法	百分比
电子邮件/电子邮件活动	92%
教育内容	79%
行动召唤	71%
线下活动	67%
用户相关的故事叙述	46%
优惠/奖励	32%
社群建设/受众参与	29%
预测技术	7%
会员待遇	6%
其它方法	2%
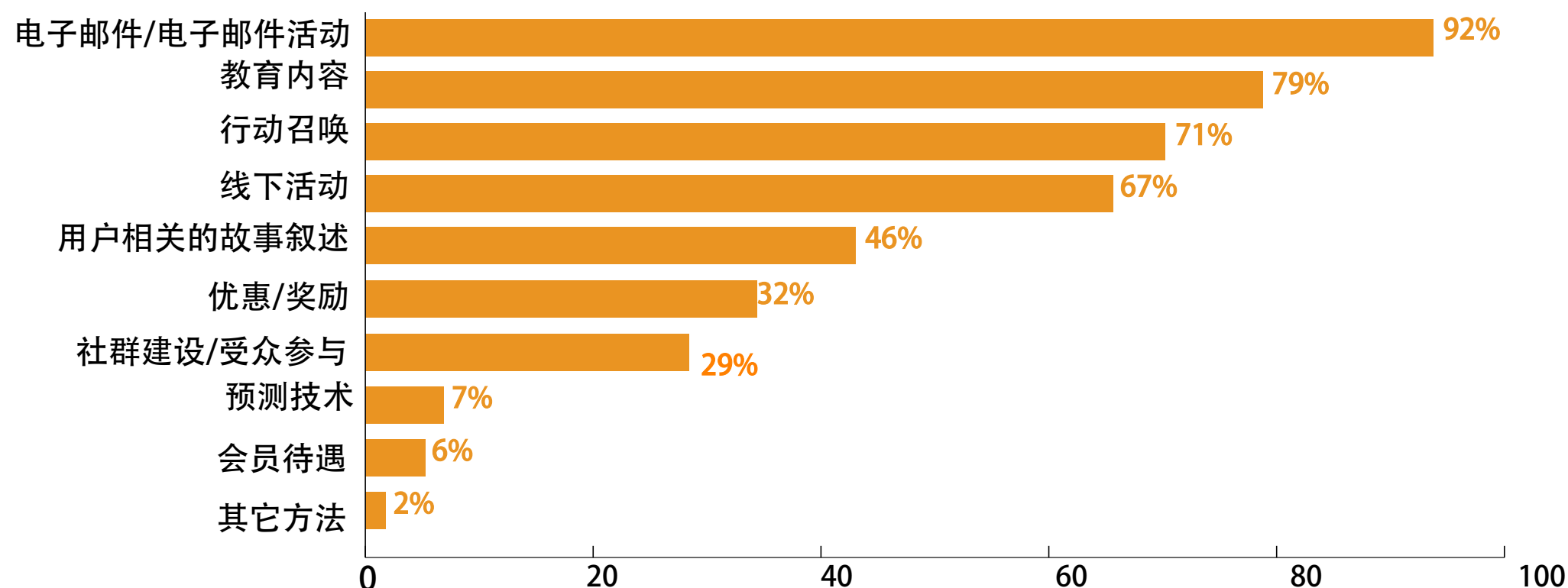
内容生产与内容传播

69%的技术内容营销人员表示，他们总是/经常优先考虑受众的信息需求而不是其组织的销售/促销信息

内容营销的目的是吸引、参与、转化三个方面的综合提升，而不仅仅是第一个阶段。不同阶段的关键词不同，内容营销针对目标和阶段不同需要制定不同策略。

优秀的科技行业内容营销策略可以为您的最终用户带来更多惊喜。 如果做得好，产品与品牌故事的结合可以增加收入、利润、和用户存量。 当营销人员以合理的途径获得数据，并以受众能轻松理解，感受到文字价值的方式呈现时，内容营销的商业利益会得到更大的提升。

科技行业内容营销人员在为组织创建内容时考虑的概念

概念	总是/频繁	有时?	很少/从不?
优先考虑受众的信息需求而不是企业的销售/促销信息。	69%	24%	7%
根据买方旅程的具体要点/阶段制作内容。	62%	28%	10%
优先考虑在最佳时间向正确的受众提供正确的内容。	57%	34%	9%
在内容中使用讲故事的方法	47%	39%	14%
与其他人合作开展内容营销活动，以吸引他们的用户群体	27%	44%	29%
将交互式功能整合到内容中	19%	40%	41%

■ 总是/频繁 ■ 有时? ■ 很少/从不?
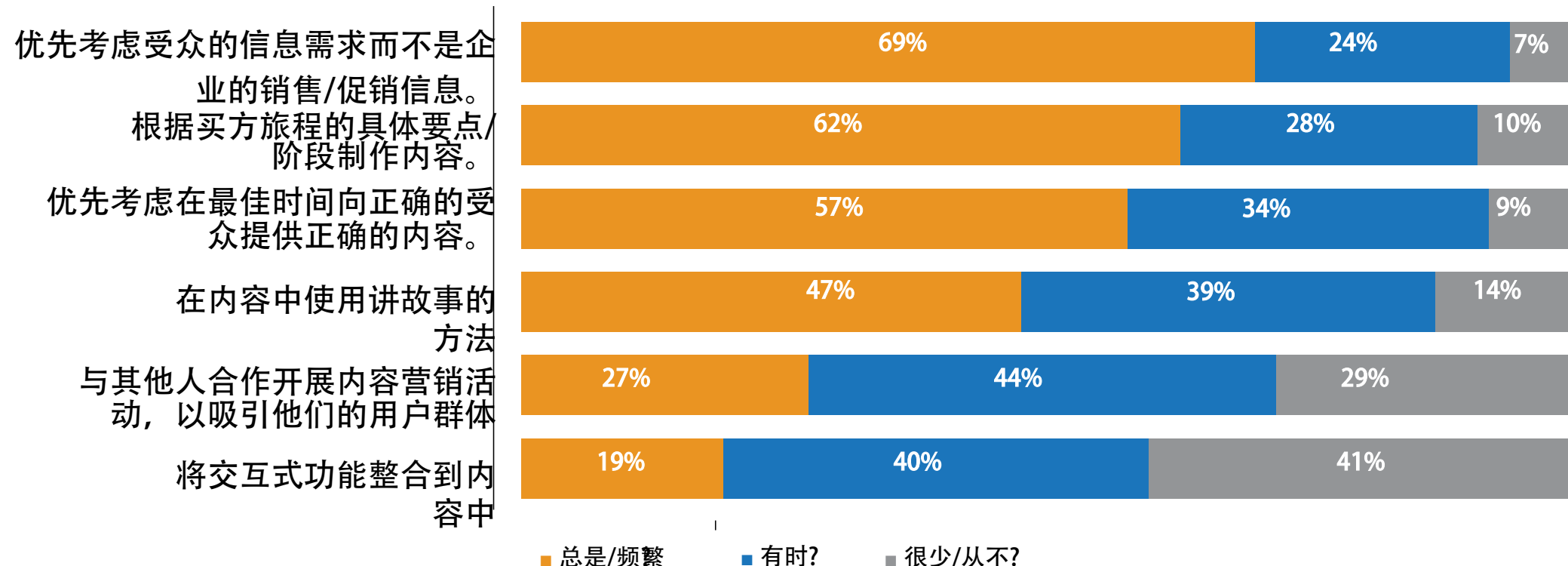
与一年前相比，大多数科技行业内容营销人员增加了音频/视频内容，书面数字内容和图像的使用

相较于2018年，北美科技行业内容营销人员在视频/直播等内容类型的发布上下了更大的功夫。这得益于各大社交网站优化了视频传播渠道。

虽然播客不是一种新媒体，但它在过去几年中已经成为一种内容平台。以音频、视频为载体的内容传播可以为企业提供大量的关注，比其它内容形式更自然，更利于用户的接受。

对中国用户而言，抖音、喜马拉雅等平台已经逐渐渗入普通人的日常生活。同时，微信小程序也成了视频内容传播的重要途径。中国企业可以利用这些全新的传播渠道进行优质内容的分享与发布，与受众建立更亲密的联系。

与一年前相比，科技行业营销人员内容类型/方式的使用有何改变

内容类型	增加	保持不变	减少
音频/视频内容（例如，视频，直播，网络研讨会）	64%	32%	4%
书面数字内容（例如，文章，博客，电子书）	63%	32%	5%
图像（例如，信息图表，照片，图表，GIF）	61%	35%	4%
线下内容（例如，活动，演讲，研讨会）	43%	51%	6%
纯音频数字内容（例如播客，有声读物）	37%	59%	4%
书面打印内容（例如，杂志，书籍，小册子）	29%	55%	16%

■增加 ■保持不变 ■减少

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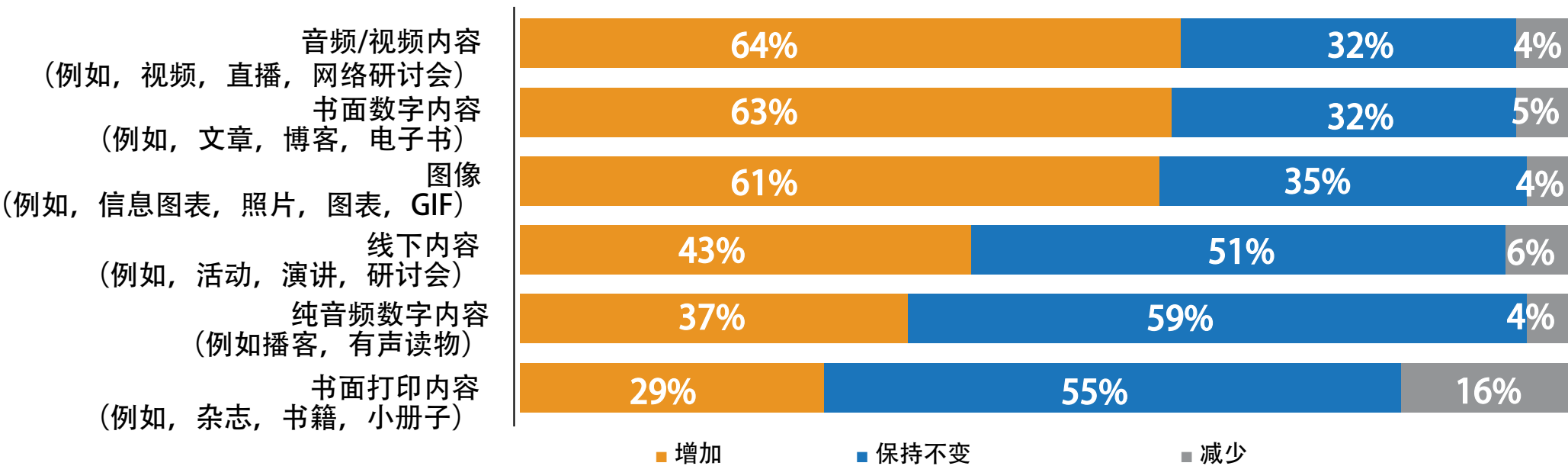
81%的科技行业内容营销人员表示在过去12个月内使用或开发了长篇内容

在吸引用户关注时，营销人员应发布可以让用户快速阅读并易于理解的内容，例如短视频、图文海报等等。而在深度教育用户阶段，长文章的效果更好。由于长篇内容展示了企业在这一领域的专业性，白皮书和产品文章对于潜在用户有着更大的吸引力。客户将会了解您的产品在实际中如何运作、有什么突出优点、适用于怎样的场景。并最终推进线索向漏斗更深一步转化，成为潜在商机。

过去12个月内，科技行业内容营销员选择使用或开发的内容类型

内容类型	百分比
长篇内容（例如，深入的文章，指南）	81%
视频片段（指向网站的微视频）	49%
社交媒体故事	35%
电影（例如纪录片，短片）	19%
品牌移动应用	18%
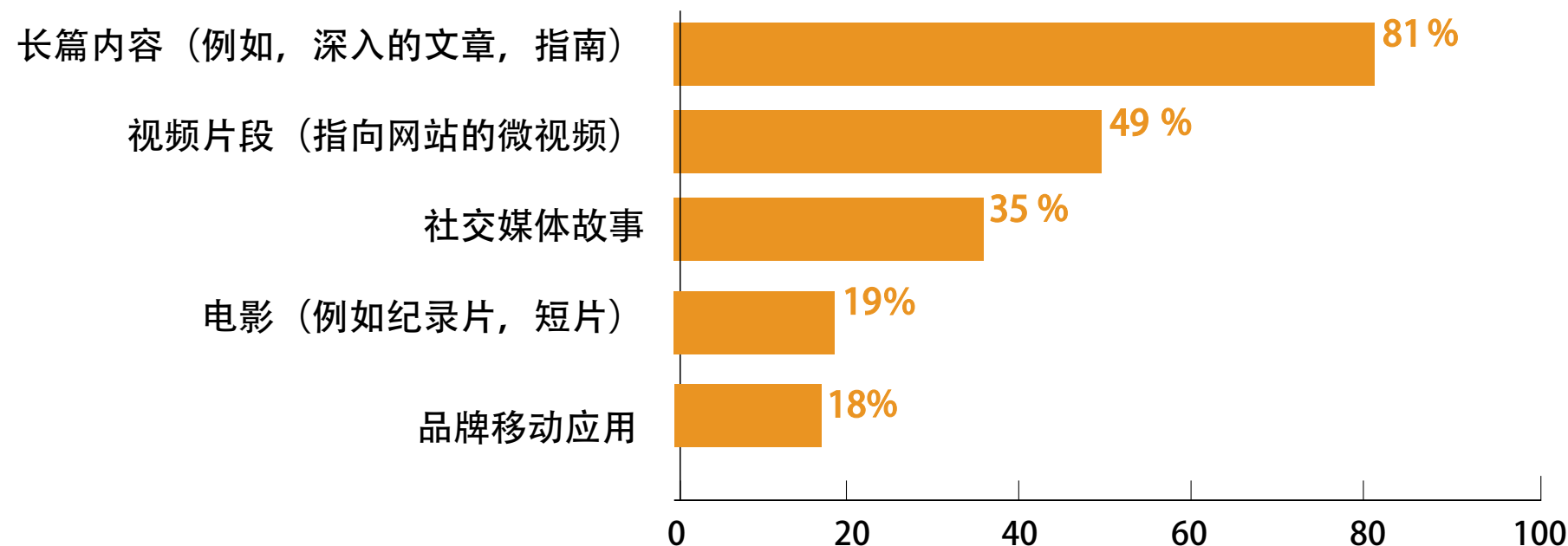
其他内容类型：
游戏/游戏化（例如，竞赛，徽章）（7%）
专用直播频道（7%）
体验内容（例如，VR / AR，沉浸式）（7%）
数字户外（DOOH）环境（5%）

65%的技术内容营销人员表示，与一年前相比，他们的企业增加了社交媒体在内容营销方面的应用

如CMI报告显示，技术营销人员比以往任何时候都更多地利用社交平台，并将社交渠道整合到最新内容营销规划中。

B2B企业在使用社交媒体进行内容营销前，应重点了解您的潜在客户正在使用哪些社交媒体平台。这将决定哪些平台值得营销人员耗费大量精力发布内容，以达到吸引目标受众的效果。

与一年前相比，技术营销人员利用社交媒体进行内容营销的变化

- 增加
- 保持不变
- 减少
- 不确定

3%
4%
28%
65%
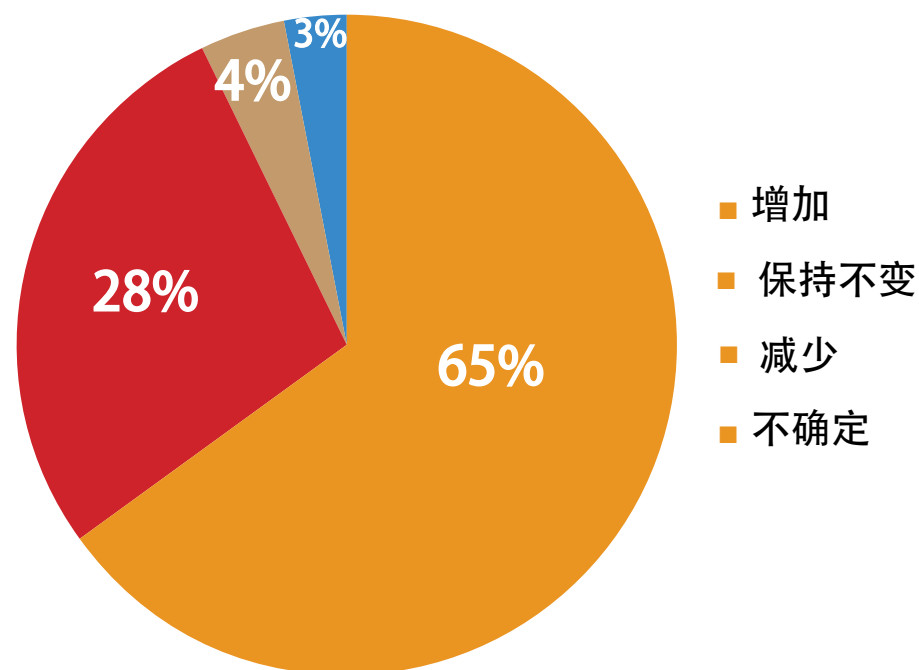
过去的CMI ／ MarketingProfs年度内容营销研究一直将LinkedIn，Twitter，Facebo ok和YouTube视为技术内容营销人员使用的四大社交媒体平台。

在其第九次年度调查中，没有询问特定平台，而是询问社交媒体算法和数据隐私等问题是否导致内容营销人员减少对社交媒体的使用；答案是响亮的否定。

78%的科技行业内容营销人员使用付费的方式发布内容

付费媒体是指利用第三方渠道付费，例如赞助商和第三方网站上的广告。

随着受众的增长和平台变得越来越复杂，社交媒体对营销人员来说变得越来越有价值。付费社交广告很有吸引力，因为营销人员可以使用它们来定位合适的受众群体，增加网站流量并为业务赢得新客户。

过去12个月内使用付费方式内分发内容的科技行业营销人员的比例

- 是
- 否
- 不确定

4%
18%
78 %
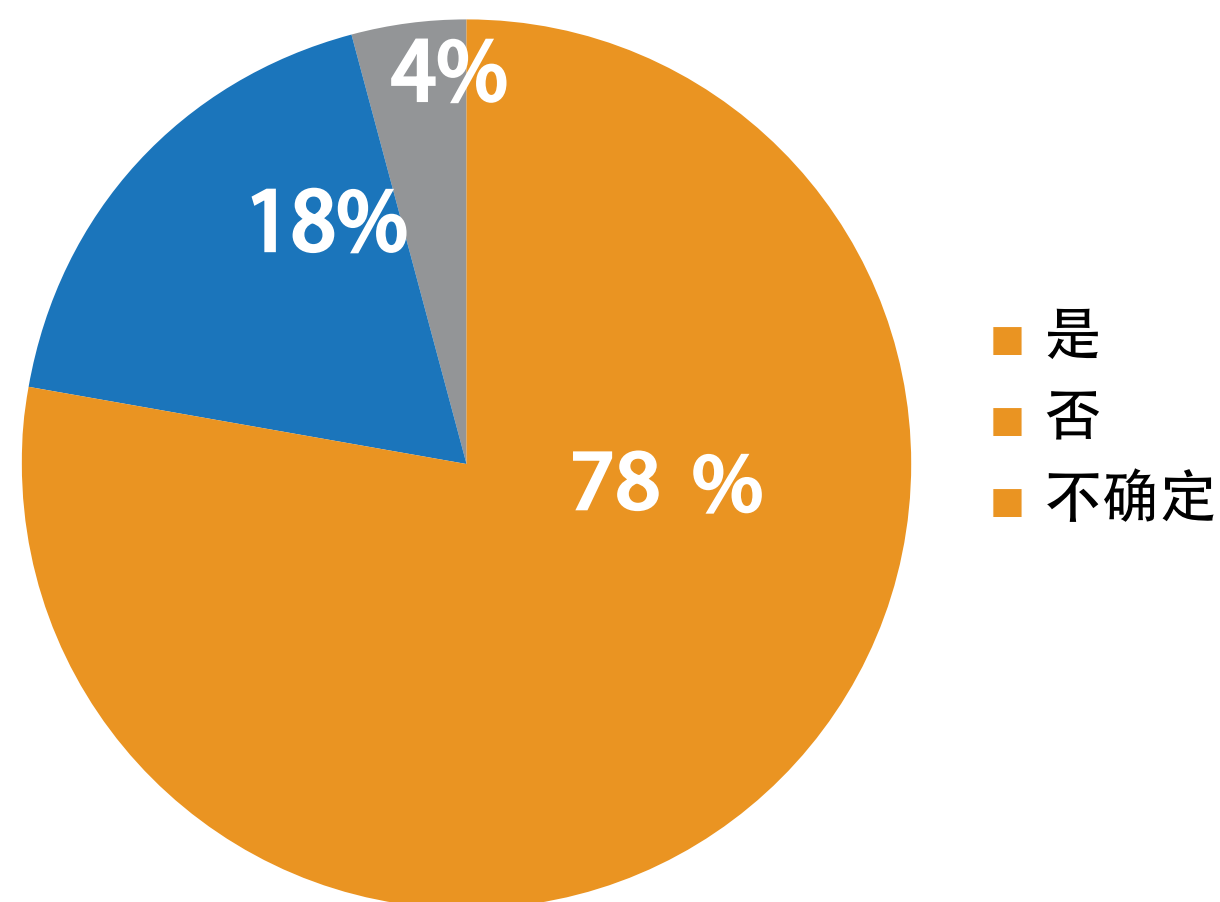
科技行业内容营销人员使用付费方式发布内容的首要原因是吸引新的用户

提高对品牌的认知度或影响力是广告商和代理商使用付费社交媒体广告的主要原因。

付费媒体可以实现程序化，规模化的传播，能大面积的全覆盖客群。每当科技企业需要发布新产品，或者需要改变品牌形象时，就需要一个可以向很多消费者传递消息的渠道。这时候，付费媒体就充当了"扩音器"的角色。

科技行业营销人员使用付费方式分发内容的原因

类别	百分比
吸引新的用户	84%
当自动搜索没有产生预期结果时激发流量	71%
触达小众用户	51%
促进基础内容	46%
推出新产品或服务	46%
旧内容翻新	33%
其他原因	3%
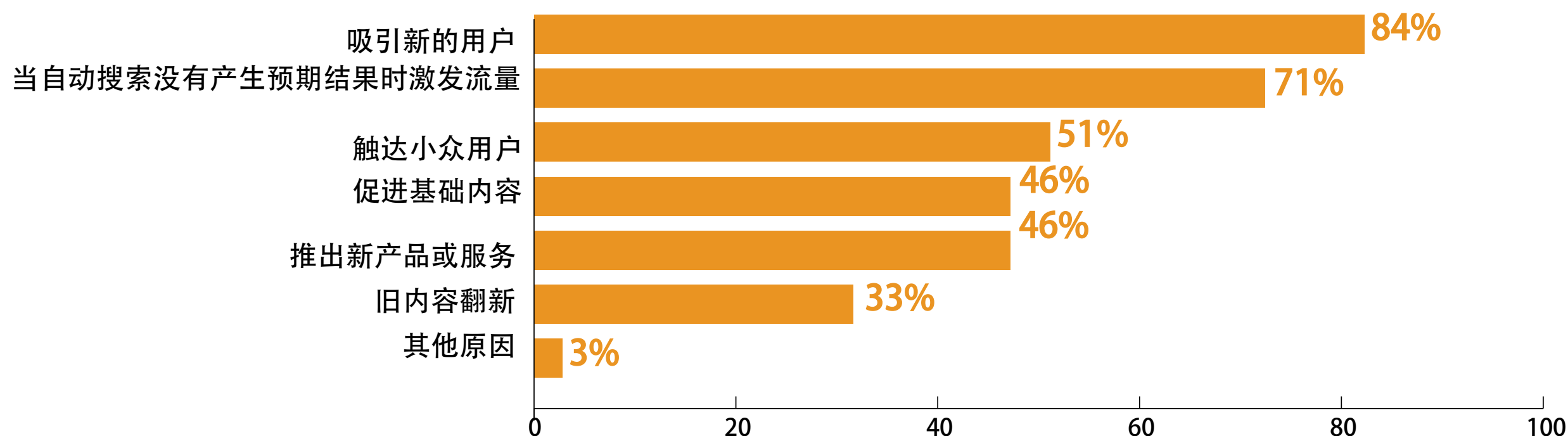
致趣·百川
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搜索引擎营销/按点击付费是营销人员传播内容时最常使用的付费方式

科技行业营销人使用的付费媒体中，搜索引擎占73%，社交媒体占69%，二者是完美的搭档。致趣百川认为，要利用好付费媒体，必须做到以下两点：

一方面，对搜索引擎进行优化。好的搜索引擎优化（SEO）原则应在开始创建营销内容之时便加以运用，渗透进元数据之中，别等到写完之后再去修改。

另一方面，重视社交端，特别是微信与知乎等社交属性的应用，它们共同构成了移动互联网时代社交媒体的新生态，社交端生态布局，要注意相互之间的差异和协同。

科技行业营销人员使用的付费内容发布的类型

类型	百分比
搜索引擎营销（SEM）/按点击付费	73%
社交媒体上的赞助	69%63%
横幅广告宣传（例如，电子书，网络研讨会）	53%
合作伙伴电子邮件宣传（例如，电子书，网络研讨会）	48%
他人网站上的赞助	33%
原生广告内容	13%
推荐引擎	3%
其它	

80

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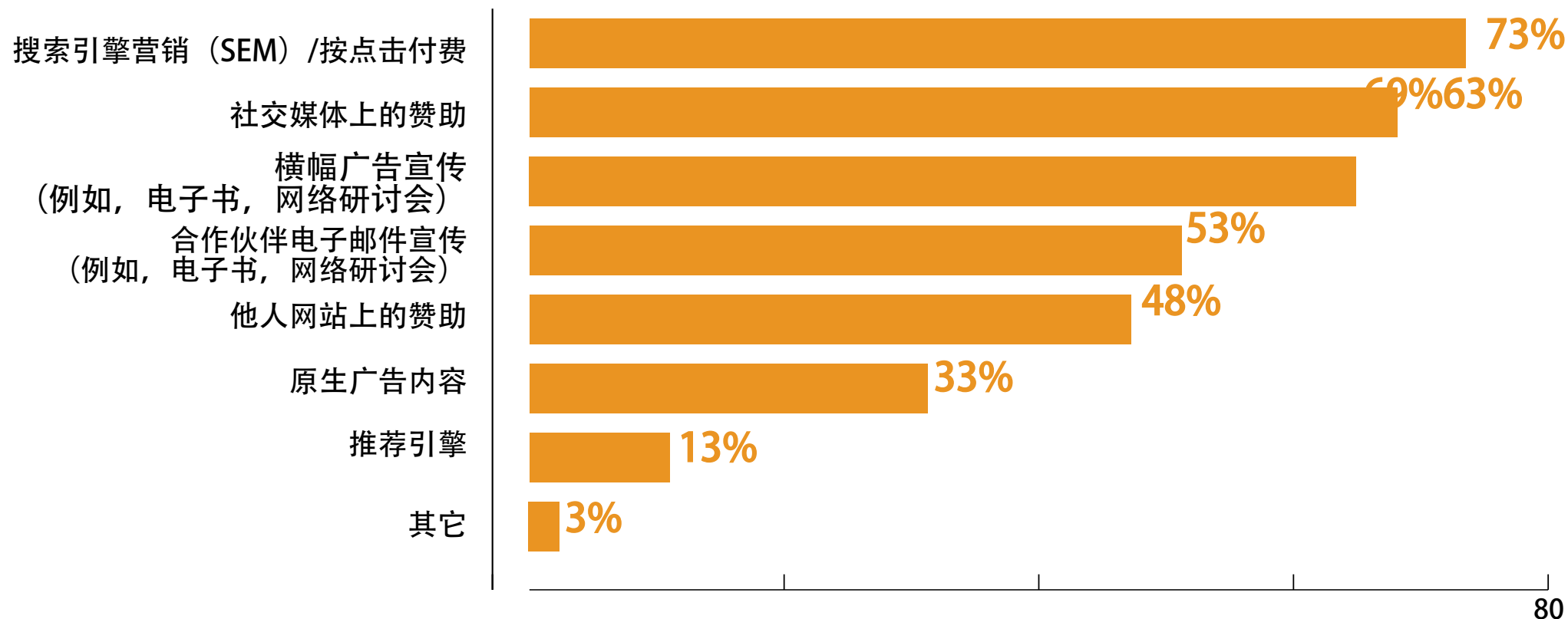
过去12个月内，其他领域相比，科技行业内容营销人员在内容生产方面的支出增加更多

在内容生产上的支出增加表明用户群体对于营销内容越来越挑剔。他们将大量不感兴趣的信息扔进垃圾箱，只保留更有趣味性或自己更关注的内容。为了能够持续获得潜在客户的关注，内容营销人员必须开发更具有价值的，相关性强的，并能吸引注意力的内容。

科技行业内容营销人员在过去12个月内增加支出的领域

领域	百分比
内容生产	58%
付费内容分发	46
内容营销人员	%41%
内容营销技术	30%
内容营销外包	23%
其它领域	1%
不确定	8%

不确定

注意：13%的受访者表示他们的企业在过去12个月内没有增加内容营销支出。
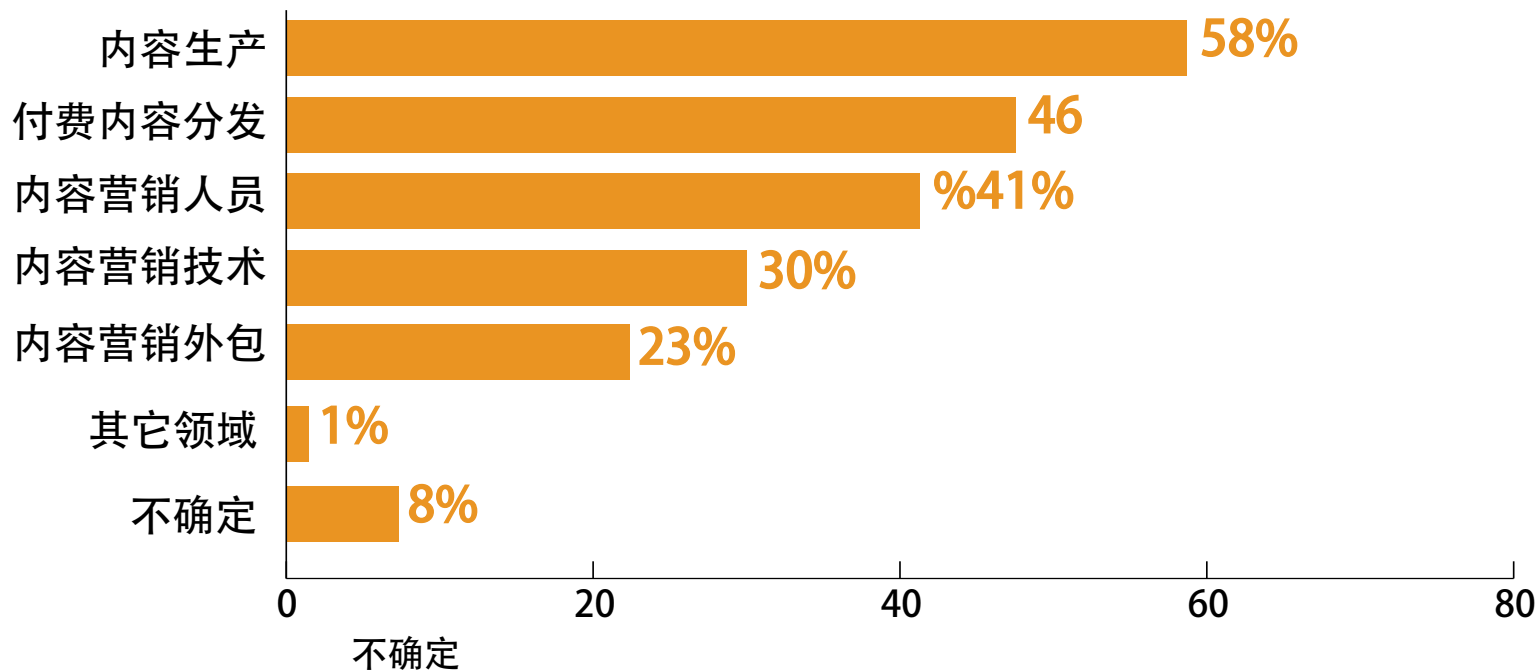
增加内容营销人员支出的企业追求的三大技能：

© 营销......................74%
© 新闻......................35%
© 业务/策略................33%

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58%的科技行业营销人员预期将在2019年增加其内容营销预算

2018年，科技和企业内容营销预算仅占营销总预算的24%。随着内容营销的重要性日益凸显，36%的企业预期在2019年将这一预算金额增加1%－9%。

为了让"每一块钱都花在刀刃上"，内容营销人员需要提前预设一些目标，并排列出优先级，以决定重点产出哪一方面的内容。

内容营销部门是市场部的中台部门，可以支撑前端活动、BD、搜索引擎优化的的内容需要，也为后台SDR部门做到线索培育，随着整个市场部业绩压力的增大，对内容的效率和整体产出会提出更多要求，预算要增加，更要提高投入产出比。

与2018年相比，2019年科技行业营销人员内容营销预算的预期变化

- 增加1%－9%
- 增加超过9%
- 保持现状
- 减少1%－9%
- 减少多于9%
- 不确定
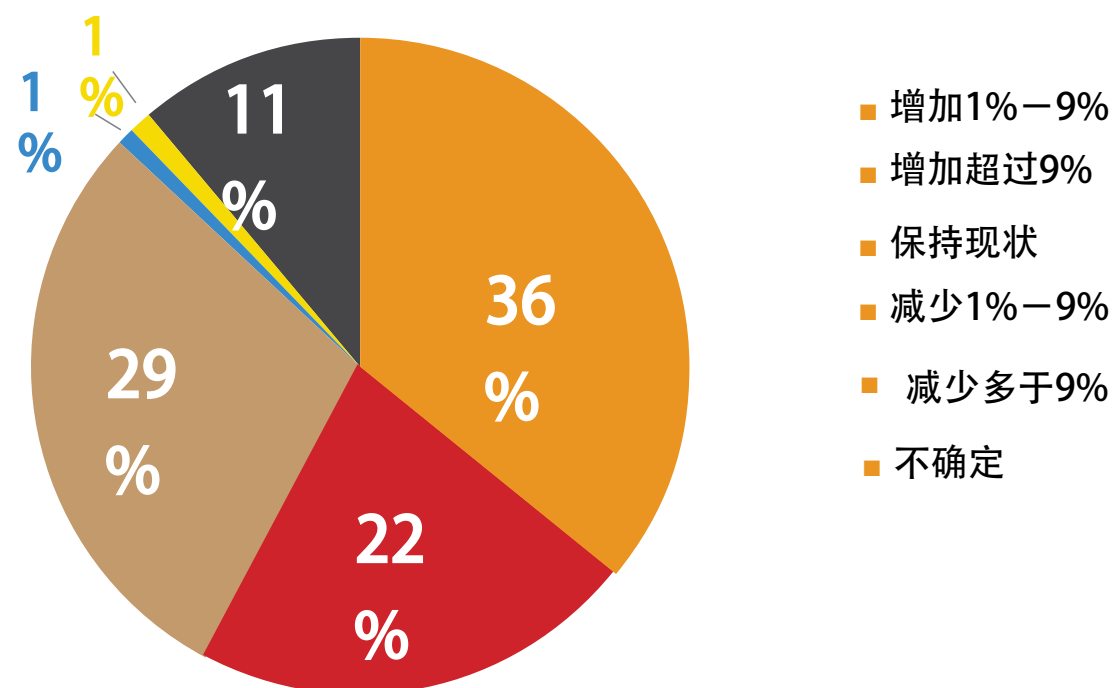
84%的科技行业营销人员报告说，他们的企业在过去12个月内成功地使用了内容营销来提升品牌知名度；80%的人用它来激发需求/潜在客户

90%最优秀的科技行业内容营销人员表示他们会为不同阶段的潜客创造不同的内容，并取得了很好的效果。

对于高科技企业而言，内容营销者还需要根据不同渠道进行内容的适当转换，从单点模型转变为更复杂的加权归因模型，来找到提升销量最佳模式。

过去12个月内，科技行业营销人员通过成功使用内容营销实现的目标

目标	百分比
创建品牌知名度	84%
激发需求/潜在用户	80%
教育受众	74%
建立信任/信誉	69%
培育订阅者/受众/潜在用户推	66%
动参加一个或多个现场活动产	57%
生销售/收入建立现存用户的忠	55%
诚度支持推出新产品	53%
创建订阅的受众群体	53%
	49%
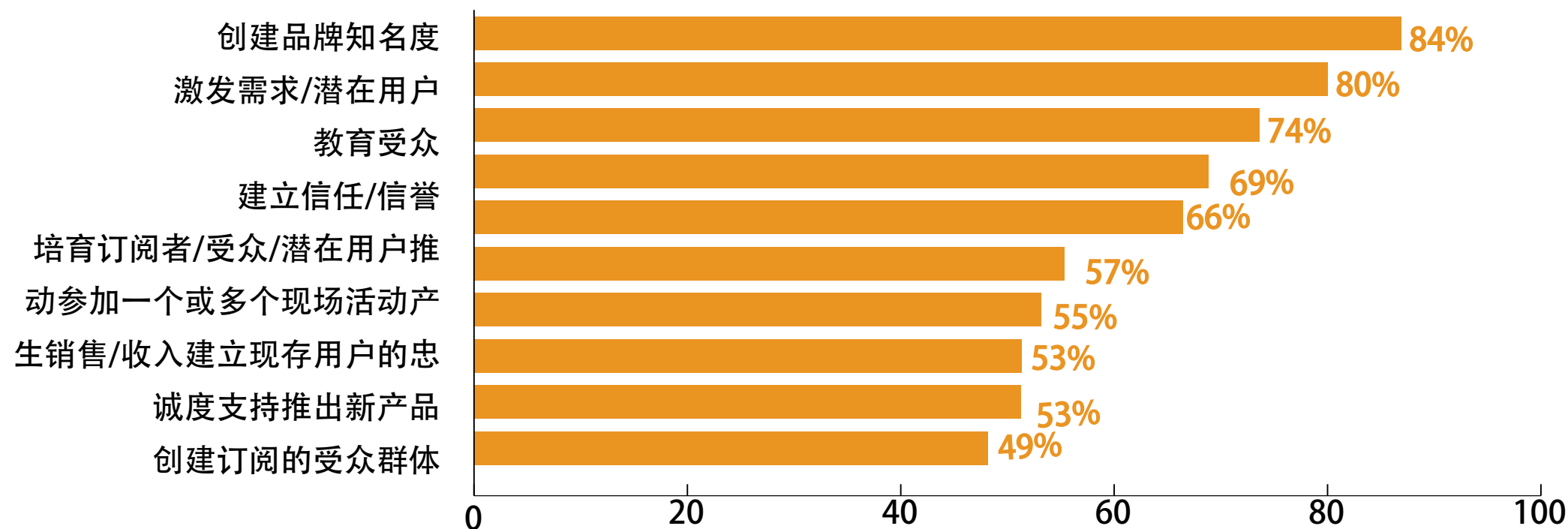
注意：1%的受访者表示以上都没有。

半数的内容营销人员表示其企业会衡量内容营销投资回报率

内容营销人员的主要挑战之一是衡量投资回报率（或指标和关键绩效指标，这是不一样的）。

2018年，会衡量内容营销ROI的科技企业仅有43%，而2019年这一比例则上升到50%。整体而言，企业计算投资回报率将成为主流。

虽然许多企业对其内容营销并没有明确的预算，但实际所花费的金额往往很大。因此，使用内容营销指标和KPI衡量投资回报率是十分有必要的。

计算内容营销的ROI的方式与计算整体营销ROI的方式非常相似。但企业要找到最合适的指标。

衡量内容营销ROI的科技类企业所占比例

12%

50 %

38%

是

不确定

否
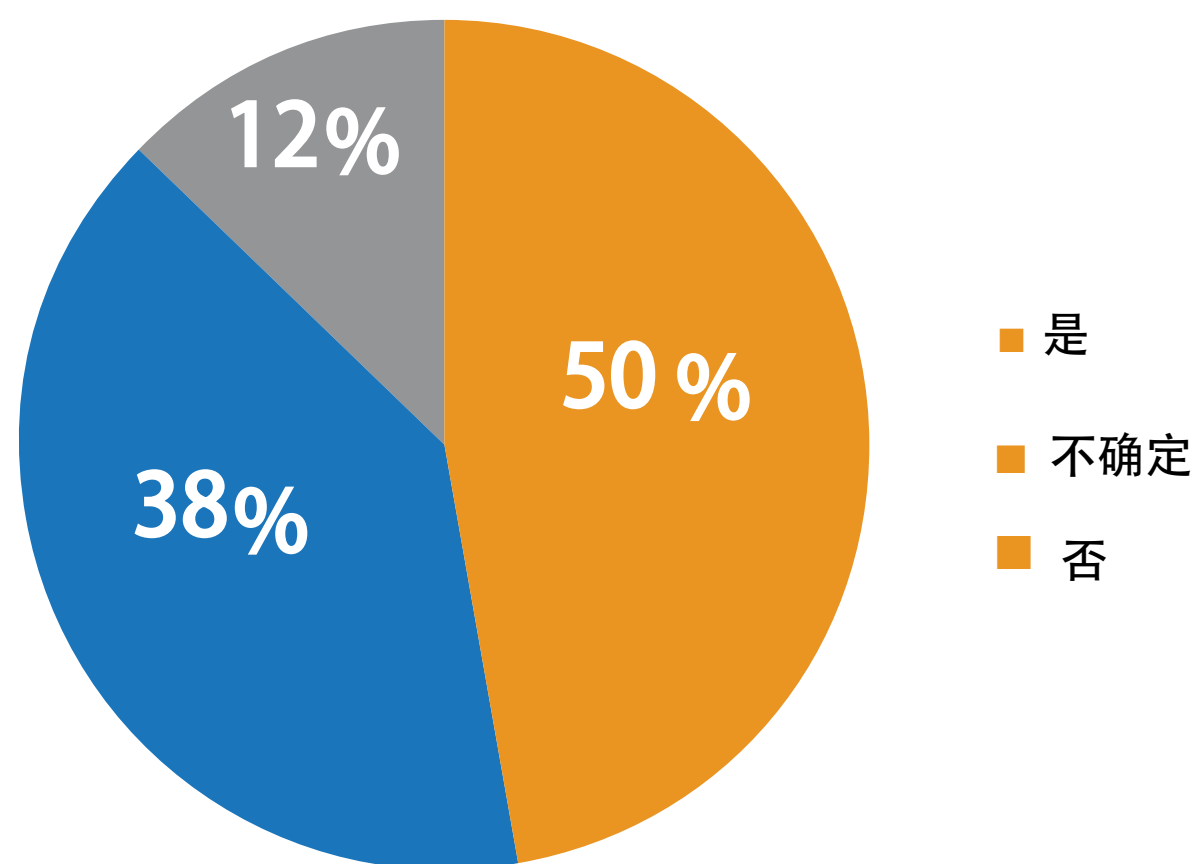
仅有23%的科技行业内容营销人员表示，他们的团队极度/非常善于使用他们团队所选择的指标

2018年的调查报告显示，科技公司最头疼的问题仍然是评估方法太复杂。大多数企业对评估指标的使用并不熟练，这也从一定程度上表明，当前的评估体系存在诸多问题。

优质的评估体系可以帮助营销人员准确评估哪些内容类型和主题可为其品牌带来最大收益，营销人员可以使用这些结论来优化自己的策略。

致趣百川认为，真正的内容营销的价值总和＝阅读量价值＋粉丝价值＋会员价值＋MQL价值＋SQL价值＋签单价值，通过致趣百川营销自动化系统，简易管理市场漏斗，做到对于内容营销获客的长期追踪以及价值计算。

科技行业内容营销人员如何评估他们使用选定指标的熟练程度

4%
23%
22%
51%

- 极度/非常熟练
- 比较熟练
- 不是很熟练/根本不熟练
- 不确定
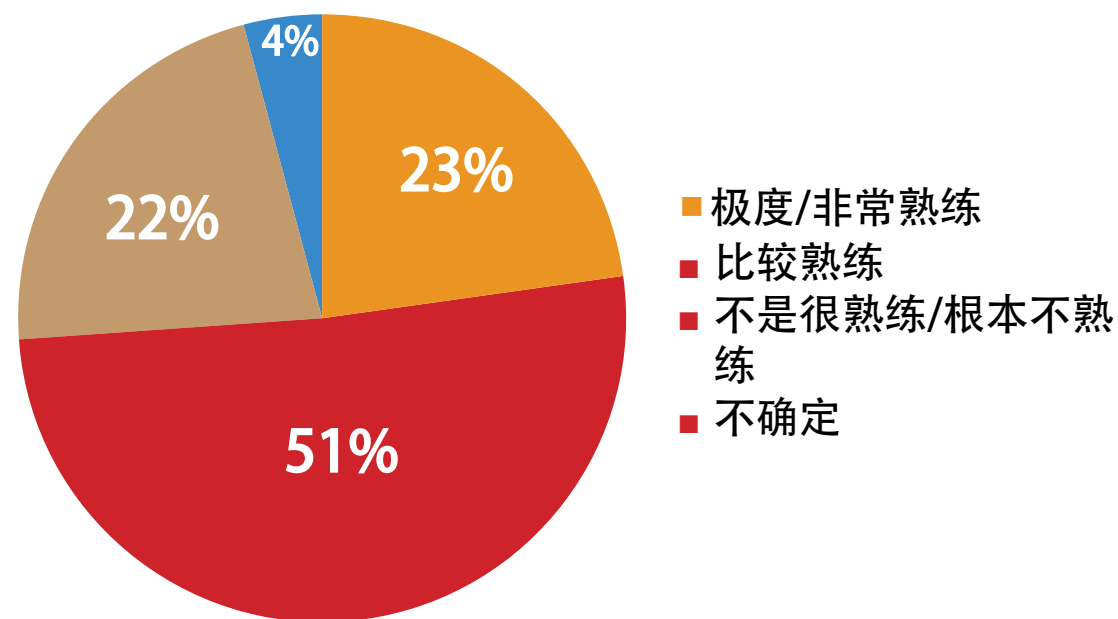
有许多衡量内容营销结果的指标和技术。关键是要根据具体目标来确定能够产生最有见解意义的指标。

此图表显示了技术内容营销人员如何使用他们选择的指标评估团队的熟练程度。报告低熟练度的人可能需要额外的资源（例如，培训或增加熟练的工作人员），或者他们可能需要重新审视要使用的指标。

科技行业营销人员表示，搜索引擎优化/搜索算法的变化是2018年对企业而言最重要的内容营销问题

随着移动设备的普及，谷歌/百度等巨头逐渐改变了算法策略。这种搜索引擎算法的持续和动态演变迫使企业立即采取行动，以确保靠前的搜索排名。对企业而言，为受众提供高质量的内容仍是最可靠的解决途径。它将帮助产品信息从其他文字中脱颖而出，以独特的方式或通过独特的表达与媒介来吸引读者注意，并提供有效信息。

2018年科技类企业最重要的五大内容营销问题

问题	百分比
搜索引擎优化/搜索算法的变化	62%
内容营销作为收入中心	48
社交媒体算法的变化	42%
数据隐私/规范	39%
人力资源	33%
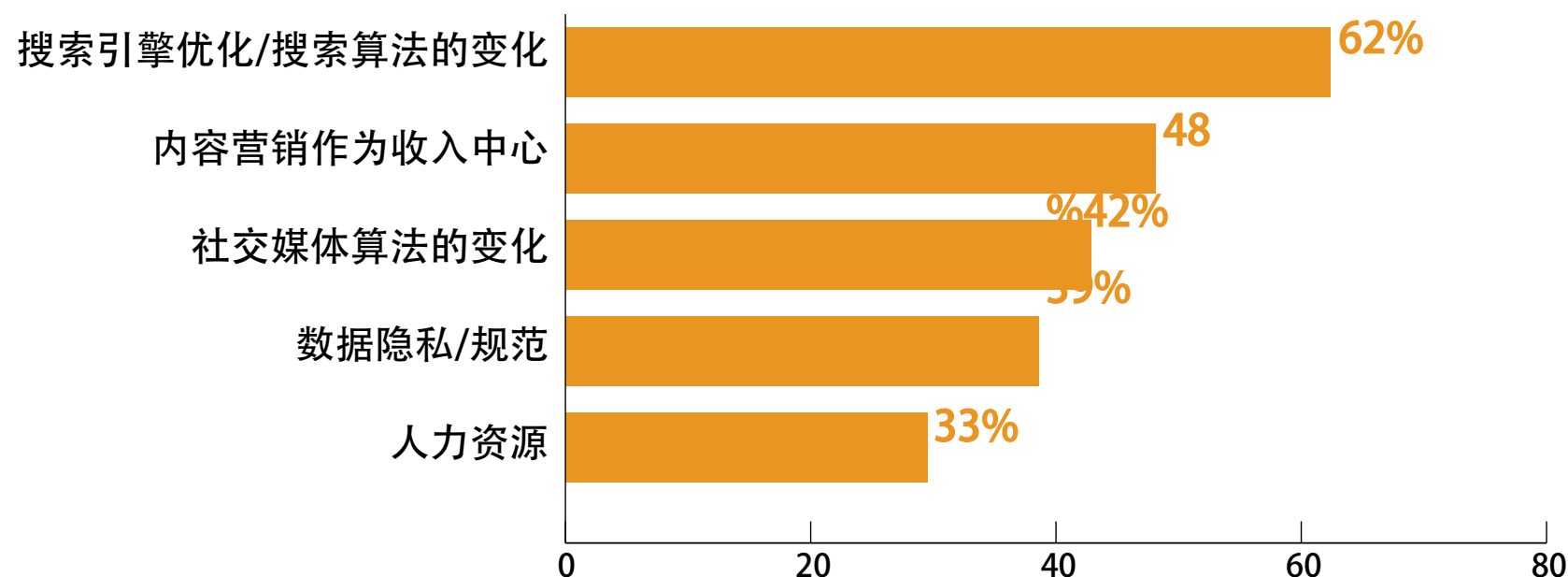
其他问题:
AI技术(16%);
语音搜索准备内容
(11%); 公众对媒体的信任 (10%); 内容安全（例如，加密，ID盗窃）
(8%);
其他问题 (3%);
不确定 (6%).

68%的科技行业内容营销人员在调查中表示，他们的企业面临着创建吸引目标受众内多级角色的内容的挑战

对科技行业来说，内容营销的受众不仅是企业的采购人员，不同层级的管理人员也会在购买旅程中起到决定性的作用。能否创造出能吸引各层级客户的内容，是内容团队所面临的最大挑战。

科技行业内容营销人员面临的特殊挑战

挑战	百分比
创建吸引目标受众内多级角色的内容	68%
区分产品/服务与竞争对手传达	54%
复杂的内容	51%
适应漫长的决策过程	48%
传达至不同层级的采购决策者	47%
访问领域专家以创造专业的内容	42%
难以触达目标受众	38%
通过典型的方法吸引受众的注意力并不总是有效	36%
广泛教育目标受众	32%
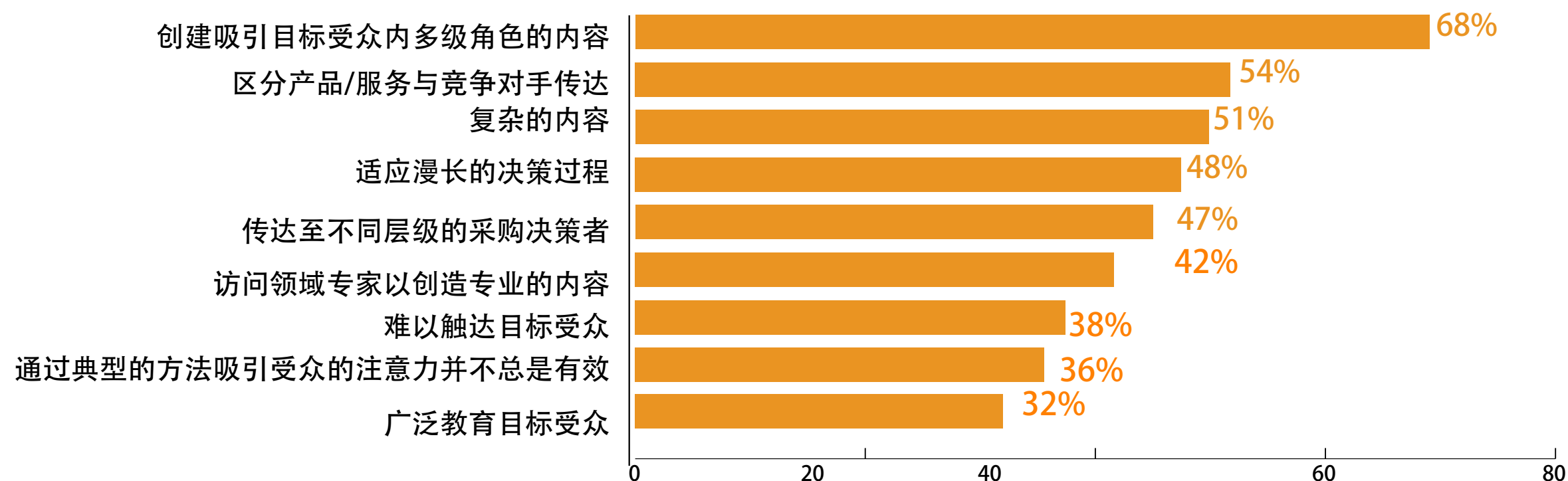
注意：4%的受访者表示科技类企业面临与其他企业相同的内容营销挑战。
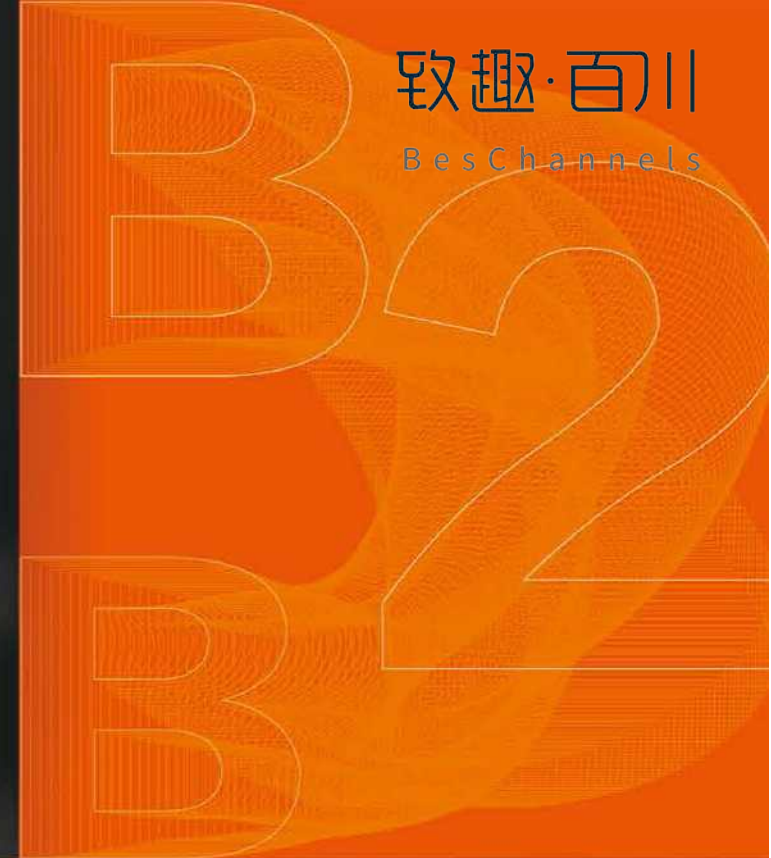
致趣百川简介

致趣·百川
BesChannels

致趣百川 BesChannels，通过 SCRM 营销自动化提高获客、转化业绩，致力于为企业提供以"内容＋获客＋线索孵化＋销售跟进"为核心的 SCRM 营销自动化解决方案，帮助企业全渠道获取客户，自动孵化销售线索，快速跟进高质量客户，并通过数据和算法（营销 AI）不断提升获客和孵化效率，从而实现营-销协同。

致趣百川在营销运营软件与技术与品牌社交营销服务、广告技术服务的配合上有着天然的优势。基于对于营销技术的大力投入，基于对营销全流程闭环的深刻理解，致趣百川将不断帮助客户取得更大的成功。

致趣百川已经服务200+国内外大型知名企业

TECHNOLOGY
CONTENT MARKETING 2019:

TABLE OF CONTENTS

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
Success is defined as achieving your organization's desired/targeted results.

LISA MURTON BEETS
Research Director
Content Marketing Institute

Welcome to *Technology Content Marketing 2019—Benchmarks, Budgets, and Trends*. We surveyed content marketers worldwide about a range of content marketing topics including strategy, audience, content creation, and challenges. This report presents the data from marketers who work in technology companies.

Technology content marketers report their biggest challenge is creating content that appeals to multiple roles (68%); this is true even among the top performers (see page 5). However, a full 75% say their organization's content marketing is more successful compared with one year ago.

The majority report concern with creating content that builds loyalty with existing customers; however, the top performers are getting better results in this area (73% say they've used content marketing successfully in the last 12 months to build customer loyalty vs. 53% of all respondents). One reason could be because the top performers are far more likely to craft content for specific stages of the buyer's journey (90% vs. 62%).

Nearly all report success with using content marketing at the top of the funnel, especially with creating brand awareness and generating demand/leads (see page 34).

Top, middle, bottom, post-sale … no matter where your content marketing efforts are focused this year, we hope this research proves useful as you move through 2019!

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Technology content marketers seek feedback from sales
80% of technology respondents say sales team feedback is the top technique they use to research their audience for content marketing purposes.

Content for existing customers is a priority
82% of technology marketers agree their organization is concerned with creating content that builds loyalty with existing clients/customers.

Email/Email campaigns are key to nurturing
The top content marketing method technology marketers use to nurture their audience(s) is email/email campaigns (92%). Educational content came in second at 79%.

62% are concerned about changes to SEO/search algorithms
The top reported content marketing issue of concern is changes to SEO/search algorithms (62%). The number two concern? Content marketing as a revenue center (48%).

Reaching target audiences isn't as much of a challenge as creating content that appeals to the multi-level roles within those audiences
When asked about unique content marketing challenges they face, only 38% of technology respondents report difficulty in reaching their target audience(s); however, their top challenge is creating content that appeals to multi-level roles within the target audience(s) (68%).

Differences Between Top Performing Technology Content Marketers and All Technology Respondents

	Top Performers*	All Respondents
Organization is extremely committed to content marketing	58%	28%
Organization's content marketing is sophisticated/mature	85%	49%
Has a documented content marketing strategy	66%	42%
Agrees their organization is concerned with creating content that builds loyalty with customers	91%	82%
Always/frequently crafts content based on specific points/stages of the buyer's journey	90%	62%
Always/frequently prioritizes audience's informational needs over their organization's sales/promotional message	87%	69%
Always/frequently prioritizes delivering the right content to the right audience(s) at optimal times	82%	57%
Has used content marketing successfully to generate sales/revenue in last 12 months	77%	55%
Has used content marketing successfully to build loyalty with existing clients/customers in last 12 months	73%	53%
Organization is challenged with creating content that appeals to multi-level roles within their organization	66%	68%

Base: Technology content marketers.

*A top performer (aka "most successful") is one who characterizes his or her organization's overall content marketing approach as extremely or very successful.

SUCCESS, MATURITY & COMMITMENT

75% of technology respondents say their organization is more successful with content marketing compared with one year ago.

How Technology Marketers Rate Their Organization's Overall Level of Content Marketing Success

2% 4%
14%
26%
54%

- Extremely Successful
- Very Successful
- Moderately Successful
- Minimally Successful
- Not At All Successful

Base: Technology content marketers; aided list.

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

Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/ MarketingProfs
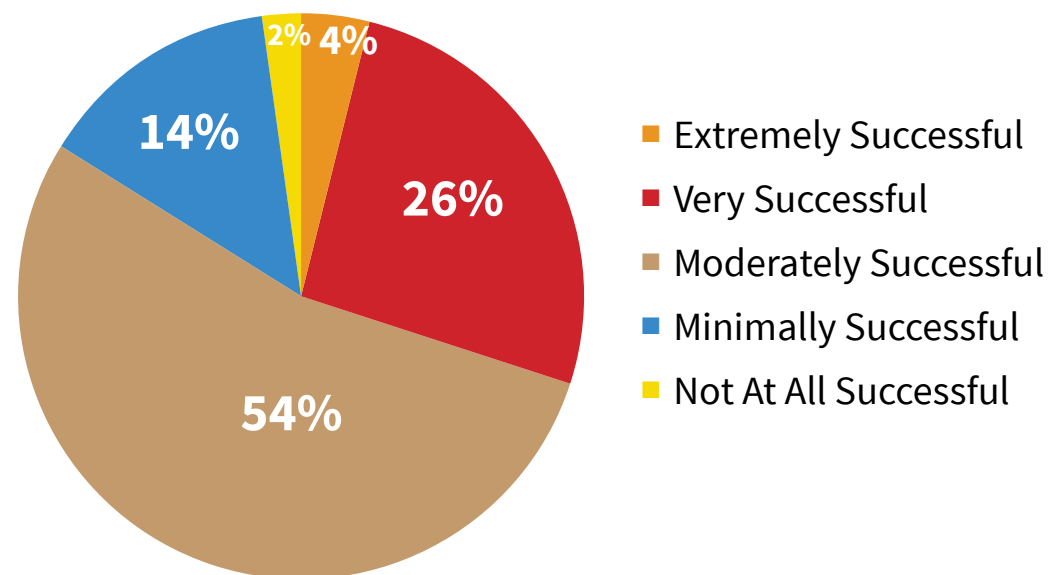
How Technology Marketers Rate Their Organization's Content Marketing Success Compared With One Year Ago

2% 0%
22%
23%
53%

- Much More Successful
- Somewhat More Successful
- About the Same
- Somewhat Less Successful
- Much Less Successful

Base: Technology content marketers; aided list.

Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/ MarketingProfs

49% of technology marketers report their organization is in the sophisticated/mature phase of content marketing maturity.

How Technology Marketers Rate Their Organization's Content Marketing Maturity Level

Base: Technology content marketers; aided list.

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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

73% of technology marketers say their organization is extremely/very committed to content marketing.

How Technology Marketers Rate Their Organization's Commitment to Content Marketing

CMI/MarketingProfs' annual research consistently shows that a strong commitment to content marketing often yields a higher level of overall success.

Base: Technology content marketers; aided list.

Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

STRATEGY & OPINIONS

42% of technology marketers say their organization has a documented content marketing strategy.

Proportion of Technology Marketers With a Content Marketing Strategy

42% — YES, AND IT IS DOCUMENTED

39% — YES, BUT IT IS NOT DOCUMENTED

16% — NO, BUT PLAN TO WITHIN 12 MONTHS

3% — NO, WITH NO PLANS WITHIN 12 MONTHS

Base: Technology content marketers; aided list.

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CMI/MarketingProfs' annual research consistently shows that content marketers who have a documented strategy often report higher levels of overall content marketing success in their organization.

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Technology marketers say the top benefits of a documented content marketing strategy are that it makes it easier to determine which types of content to develop and aligns the team around a common mission/goals.

Benefits of a Documented Technology Content Marketing Strategy

Benefit	Percentage
Makes it easier to determine which types of content to develop	90%
Aligns team around common mission/goals	89%
Keeps team focused on documented priorities	79%
Provides clarity on targeted audience(s)	68%
Helps team allocate resources to optimize desired results	67%
Creates accountability	66%
Makes it easier to identify which metrics to focus on	62%
Yields more accurate budgetary information	23%
Other benefits	3%

Base: Technology content marketers who have a documented content marketing strategy. Aided list; multiple responses permitted.

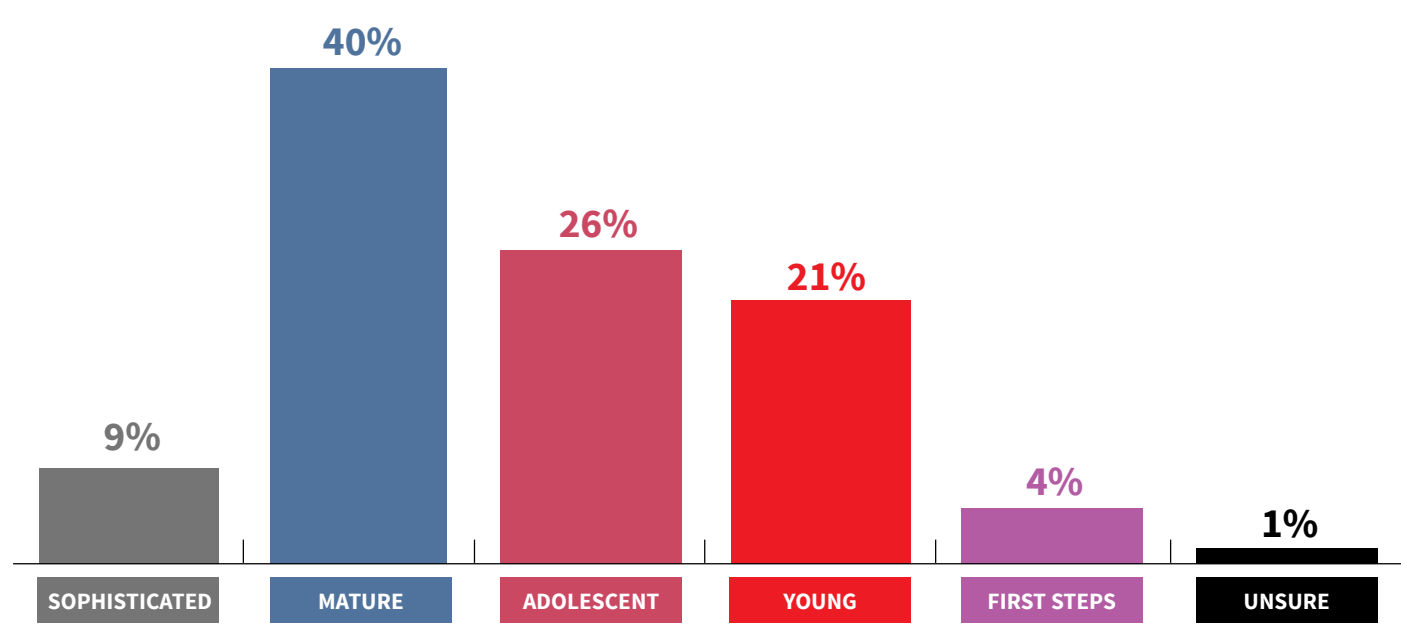*Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs*

82% of technology marketers agree their organization is concerned with creating content that builds loyalty with existing clients/customers.

Technology Marketers' Opinions About Content Marketing in Their Organization

	Strongly Agree	Neither Agree Nor Disagree	Disagree
Our audience views our organization as a credible and trusted resource.	84%	11%	5%
Our organization is concerned with creating content that builds loyalty with existing clients/customers.	82%	11%	7%
Our organization values creativity and craft in content creation and production.	82%	9%	9%
There is content marketing buy-in from the highest levels in our organization.	78%	13%	9%
Our organization places importance on building relationships with influencers (e.g., brand advocates, journalists).	71%	15%	14%

■ Strongly Agree　■ Neither Agree Nor Disagree　■ Disagree

Base: Technology content marketers; aided list.

Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

TECHNOLOGY USE & PROFICIENCY

36% of technology marketers describe their organization's proficiency with the use of content marketing technology as expert/advanced.

Technology Marketers' Proficiency With Use of Content Marketing Technology
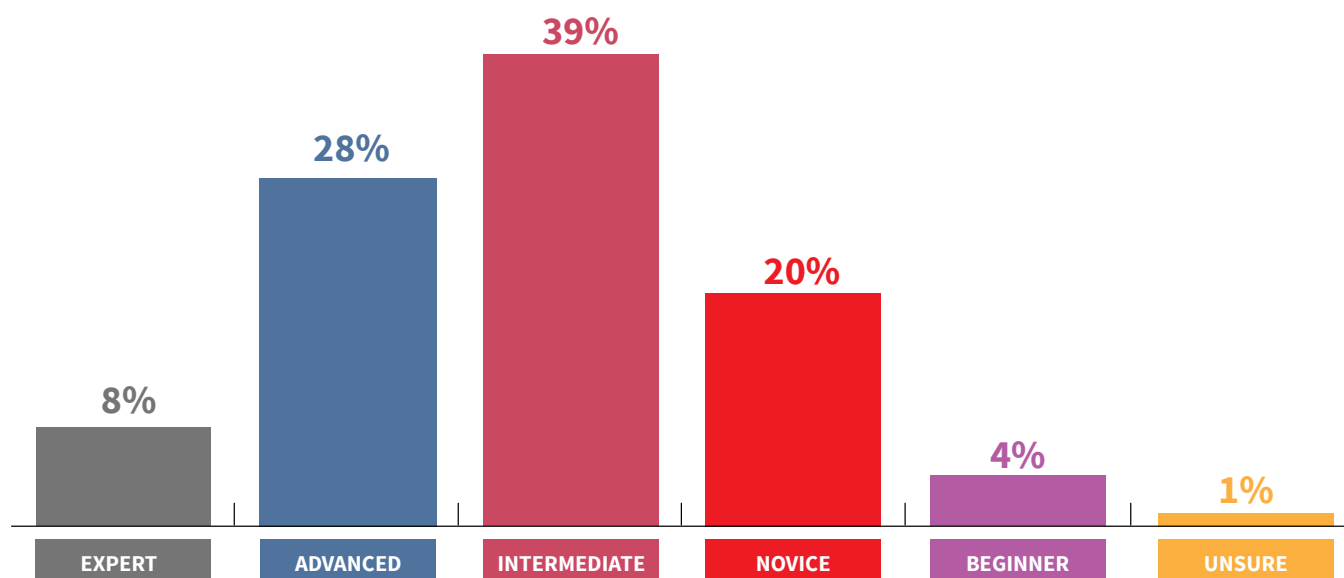
EXPERT	8%	
ADVANCED	28%	
INTERMEDIATE	39%	
NOVICE	20%	
BEGINNER	4%	
UNSURE	1%	

Base: Technology content marketers whose organizations use one or more of the listed technologies presented on the survey. Aided list.

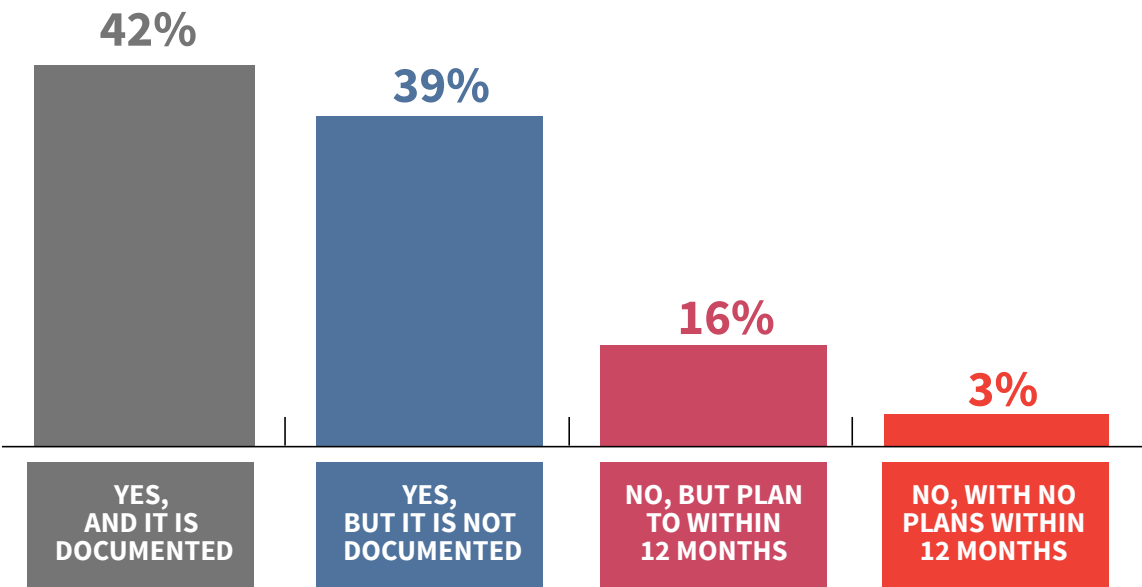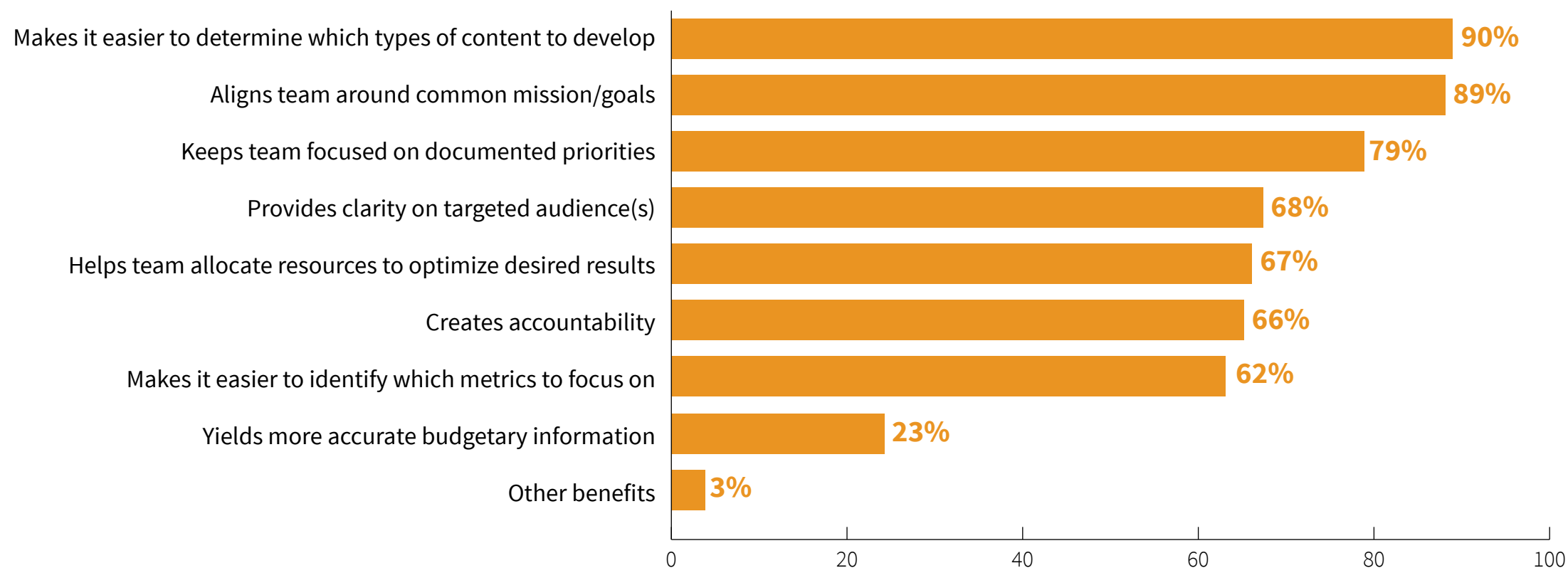*Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs*

EXPERT
Content marketing technology is integrated across the organization, experiencing the benefits

ADVANCED
Finding success, yet challenged with integrating content marketing technology across the organization

INTERMEDIATE
Becoming more consistent with the use of content marketing technology, seeing early success

NOVICE
Growing in use of content marketing technology, but not using it consistently

BEGINNER
Just started using one or more content marketing technologies

85% of technology marketers use social media publishing/analytics to assist with their content marketing efforts.

Technology Marketers' Use of Technologies to Assist With Content Marketing Efforts
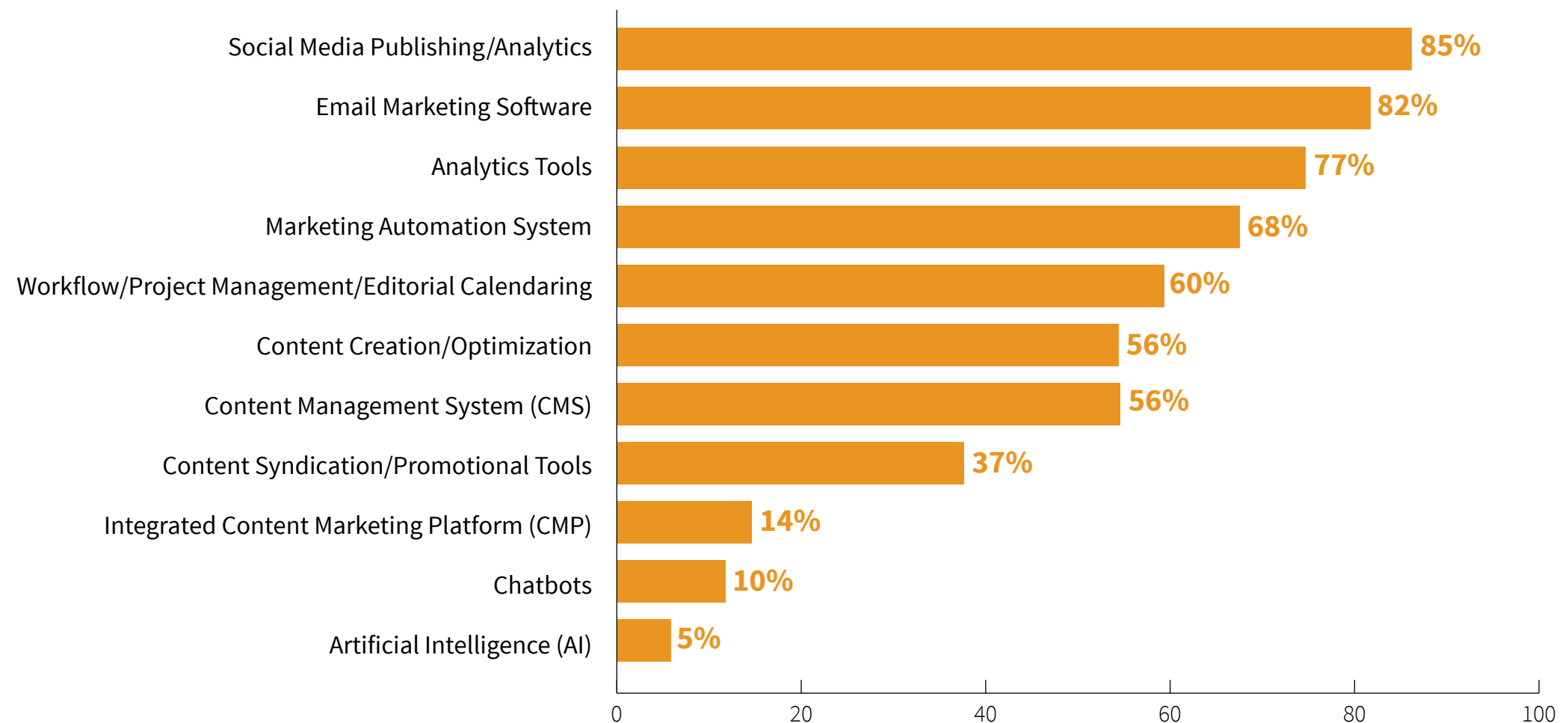
Technology	Percentage
Social Media Publishing/Analytics	85%
Email Marketing Software	82%
Analytics Tools	77%
Marketing Automation System	68%
Workflow/Project Management/Editorial Calendaring	60%
Content Creation/Optimization	56%
Content Management System (CMS)	56%
Content Syndication/Promotional Tools	37%
Integrated Content Marketing Platform (CMP)	14%
Chatbots	10%
Artificial Intelligence (AI)	5%

Base: Technology content marketers whose organizations use one or more of the listed technologies. Multiple responses permitted.

Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

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Technology marketers say the top benefit of using content marketing technology is that it provides better insight into how content is performing.

Benefits Technology Marketers Derive from Using Content Marketing Technologies
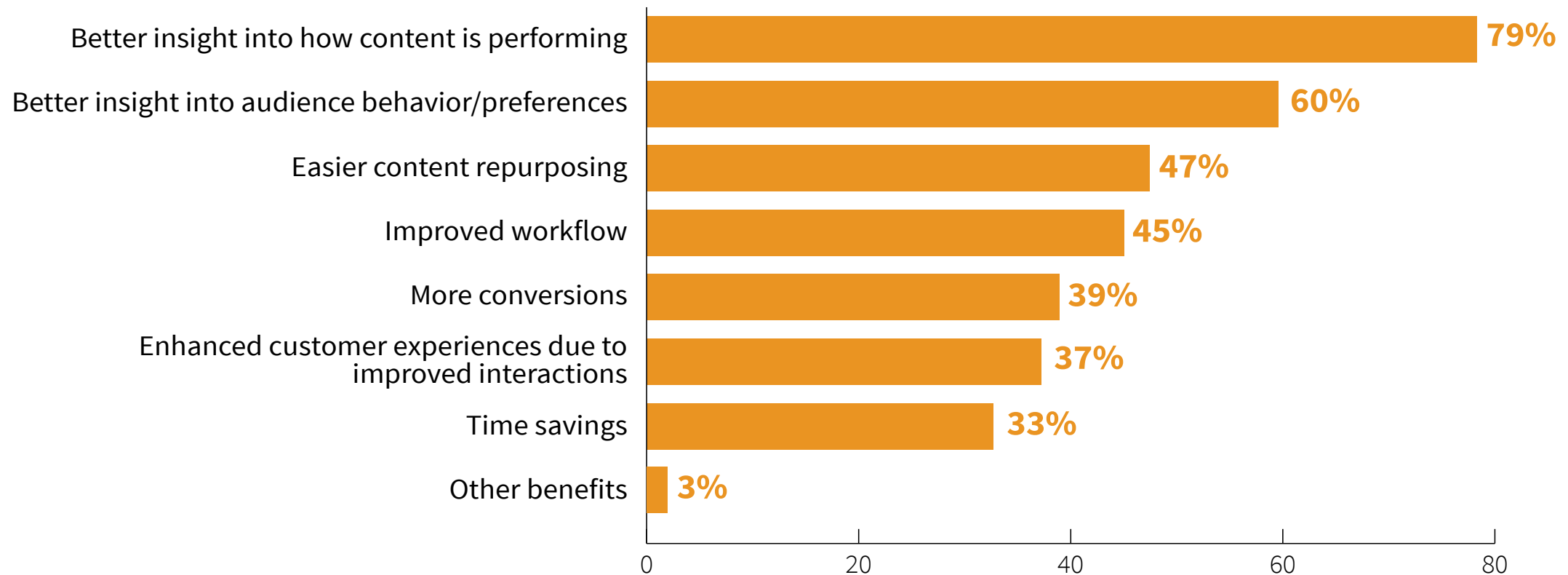
Benefit	Percentage
Better insight into how content is performing	79%
Better insight into audience behavior/preferences	60%
Easier content repurposing	47%
Improved workflow	45%
More conversions	39%
Enhanced customer experiences due to improved interactions	37%
Time savings	33%
Other benefits	3%

Base: Technology content marketers whose organizations use one or more of the listed technologies presented on the survey. Multiple responses permitted.

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AUDIENCE RESEARCH & NURTURING

Sales team feedback and website analytics are the top two techniques technology content marketers use to research their audience(s).

Techniques Technology Content Marketers Use to Research Their Audience(s)

Technique	Percentage
Sales Team Feedback	80%
Website Analytics	71%
Keyword Research	66%
Customer Conversations/Panels	55%
Social Media Listening	51%
Primary Research (e.g., quantitative, qualitative)	50%
Secondary Research (e.g., internet searches)	49%
Database Analysis	48%
AI-powered Audience Analysis	6%
Other techniques	5%
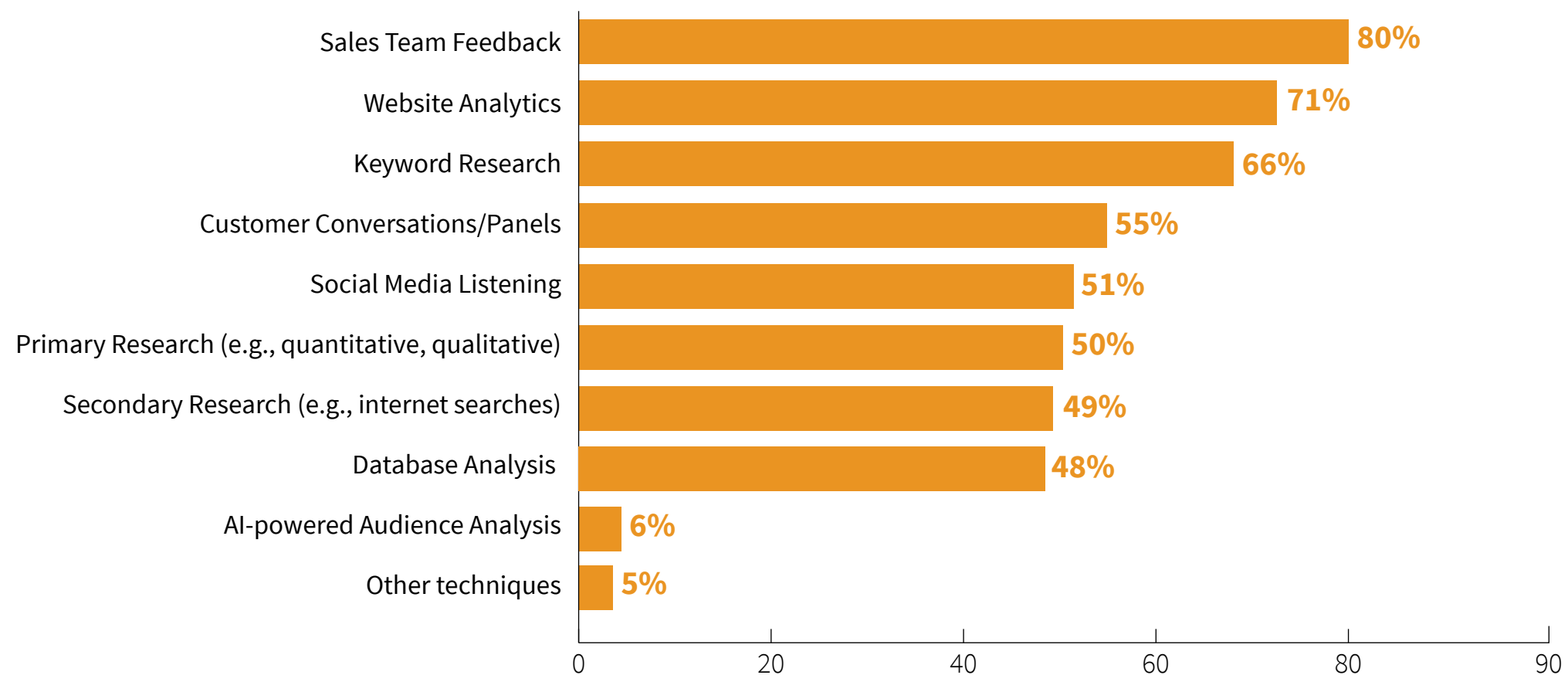
Base: Technology content marketers who research target audiences. Aided list; multiple responses permitted.

Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

65% of technology content marketers reported their organization uses personas; another 20% said it had plans to prior to year-end 2018.

Technology Content Marketers' Use of Personas in 2018
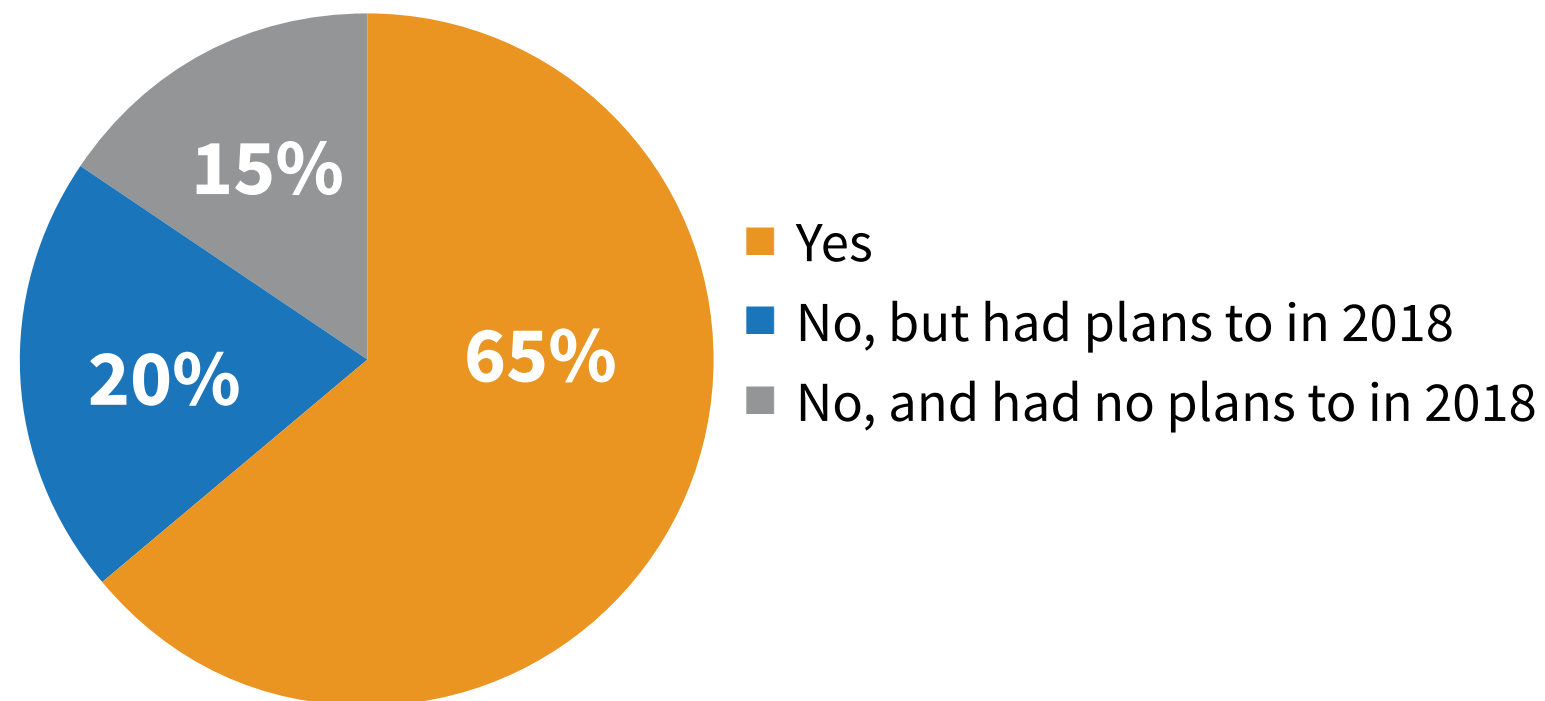
15%

20%

65%

- ■ Yes
- ■ No, but had plans to in 2018
- ■ No, and had no plans to in 2018

Base: Technology content marketers; aided list.

Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

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Email/Email campaigns and educational content are the top two ways technology content marketers nurture their audience.

Content Marketing Methods Technology Marketers Use to Nurture Their Audience

Method	Percentage
Email/Email Campaigns	92%
Educational Content	79%
Clear Calls-to-Action (CTAs) for Next Steps	71%
In-person Events	67%
Storytelling/Relating to the Audience	46%
Offers/Incentives	32%
Community Building/Audience Participation	29%
Predictive Technology	7%
Membership Perks (e.g., rewards card)	6%
Other methods	2%

Base: Technology content marketers whose organizations nurture their audience. Aided list; multiple responses permitted.

Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

CONTENT CREATION & DISTRIBUTION

69% of technology content marketers say they always/frequently prioritize the audience's informational needs over their organization's sales/promotional message.

Concepts Technology Marketers Take Into Account While Creating Content for Their Organization

	Always/Frequently	Sometimes	Rarely/Never
Prioritize the audience's informational needs over our sales/promotional message.	69%	24%	7%
Craft content based on specific points/stages of the buyer's journey.	62%	28%	10%
Prioritize delivering the right content to the right audience(s) at optimal times.	57%	34%	9%
Use storytelling in our content.	47%	39%	14%
Partner with others on content marketing initiatives to tap into their audience(s) to expand our reach.	27%	44%	29%
Incorporate interactive features into our content.	19%	40%	41%

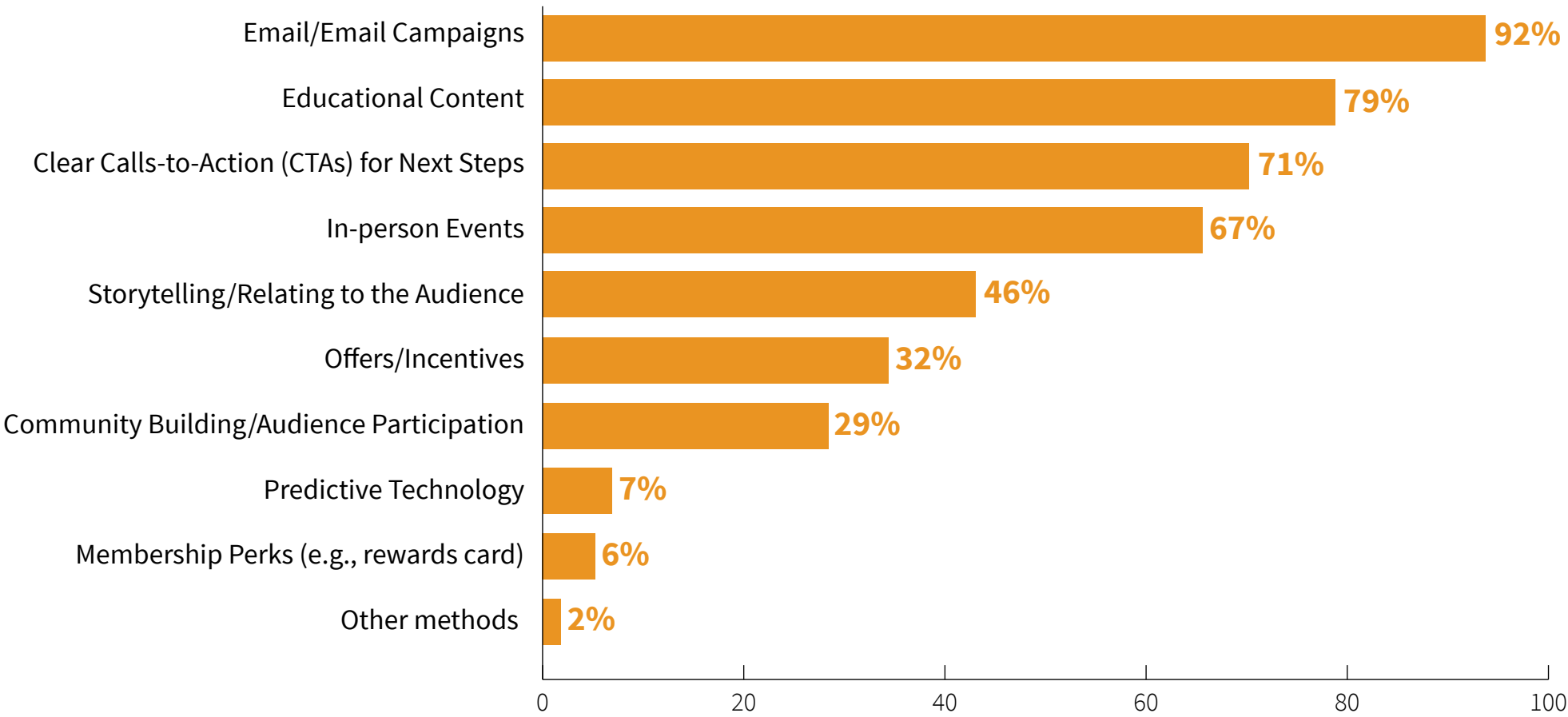■ Always/Frequently ■ Sometimes ■ Rarely/Never

Base: Technology content marketers; aided list.

Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

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The majority of technology content marketers increased their use of audio/visual content, written digital content, and images compared with one year ago.

How Technology Marketers Who Use Various Content Types/Formats Changed Frequency Compared With One Year Ago

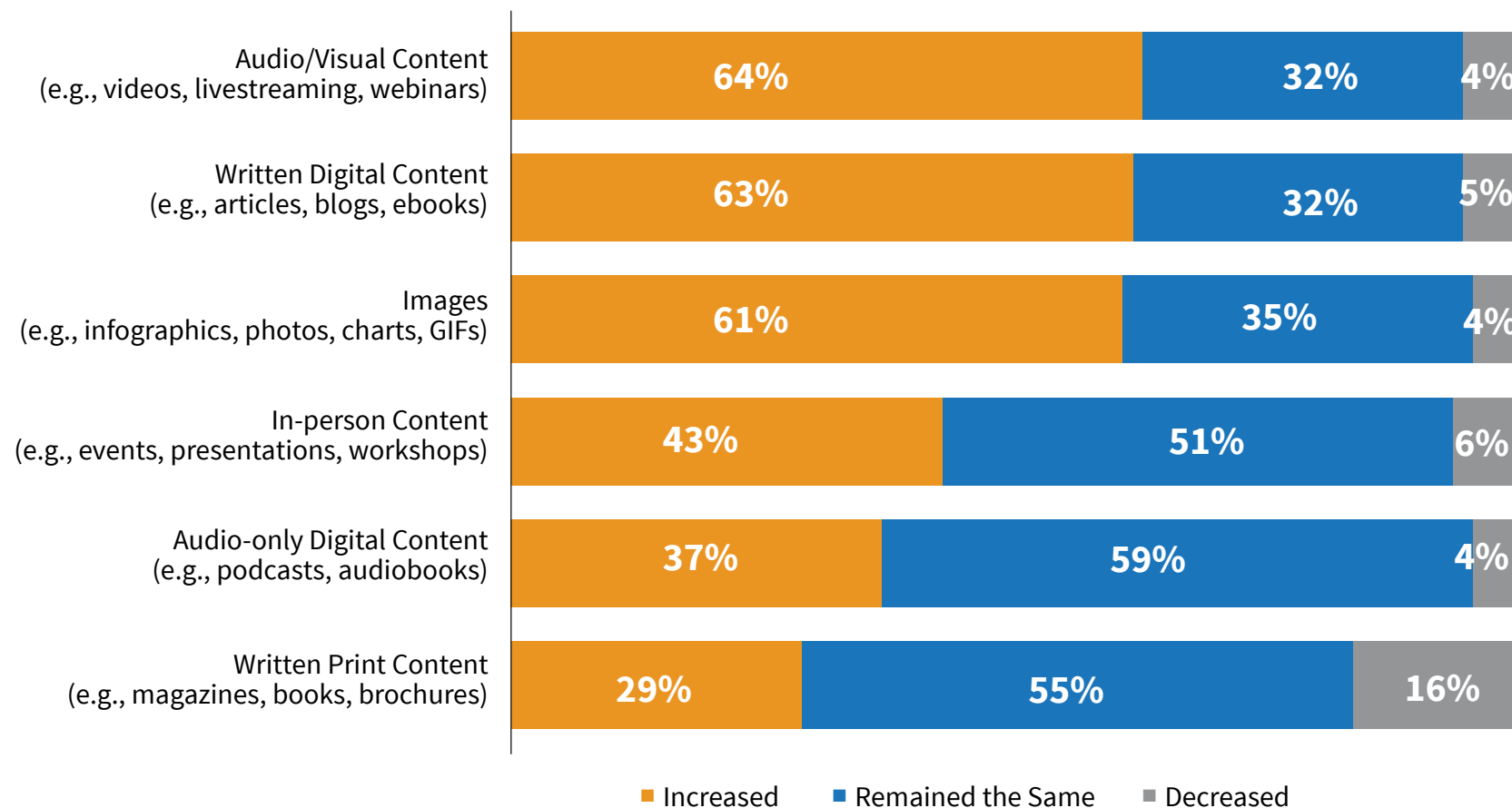| Content Type	Increased	Remained the Same	Decreased
Audio/Visual Content (e.g., videos, livestreaming, webinars)	64%	32%	4%
Written Digital Content (e.g., articles, blogs, ebooks)	63%	32%	5%
Images (e.g., infographics, photos, charts, GIFs)	61%	35%	4%
In-person Content (e.g., events, presentations, workshops)	43%	51%	6%
Audio-only Digital Content (e.g., podcasts, audiobooks)	37%	59%	4%
Written Print Content (e.g., magazines, books, brochures)	29%	55%	16%

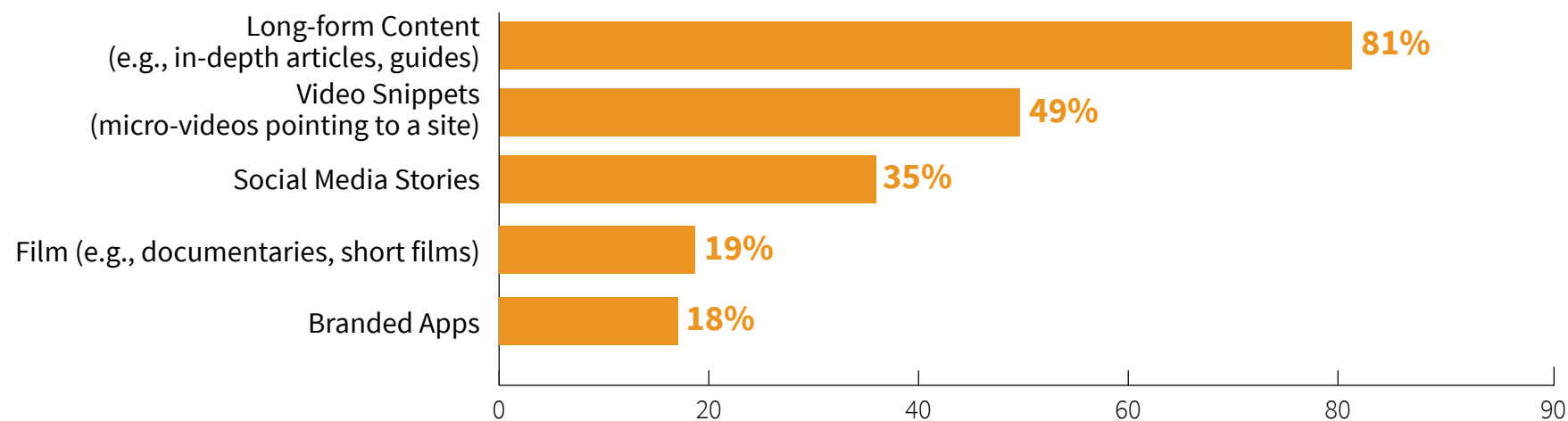■ Increased ■ Remained the Same ■ Decreased

Base: Technology content marketers who use each type/format listed.

Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

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81% of technology content marketers say their organization has used or developed long-form content in the last 12 months.

Technology Content Marketers' Use or Development of Select Types of Content in the Last 12 Months

Content Type	Percentage
Long-form Content (e.g., in-depth articles, guides)	81%
Video Snippets (micro-videos pointing to a site)	49%
Social Media Stories	35%
Film (e.g., documentaries, short films)	19%
Branded Apps	18%

Base: Technology content marketers. Aided list; multiple responses permitted.
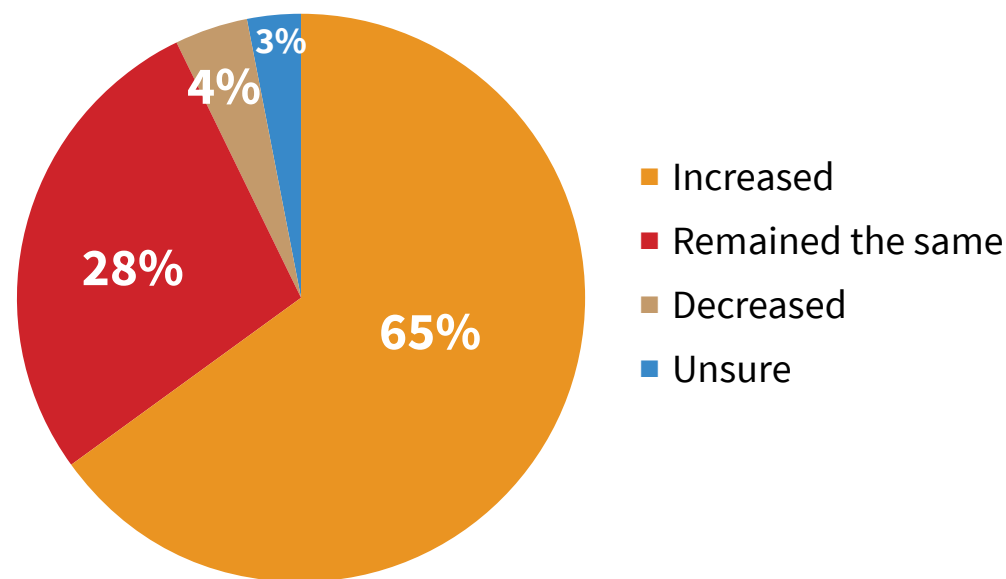
Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

Other types used or developed in last 12 months:
Games/Gamification (e.g., contests, badges) (10%); Dedicated Livestreaming Channel(s) (9%); Digital Out-of-Home (DOOH) Placement (5%); Experiential Content (e.g., VR/AR, immersive) (5%); none of the nine types/formats listed (7%).

65% of technology content marketers report their organization has increased its use of social media for content marketing purposes compared with one year ago; only 4% reported a decrease.

How Technology Marketers' Use of Social Media for Content Marketing Has Changed Compared With One Year Ago

- Increased
- Remained the same
- Decreased
- Unsure

Base: Technology content marketers whose organizations have used social media for content marketing for at least one year.

Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

Past CMI/MarketingProfs annual content marketing research has consistently identified LinkedIn, Twitter, Facebook, and YouTube as the top four social media platforms technology content marketers use.

On our ninth annual survey, instead of asking about specific platforms, we asked if issues such as changes in social media algorithms and data privacy had led content marketers to decrease their use of social media; the answer was a resounding no.

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78% of technology marketers say their organization uses paid methods to distribute content.

Proportion of Technology Marketers That Have Used Paid Methods to Distribute Content in the Last 12 Months

- 4%
- 18%
- 78%

■ Yes
■ No
■ Unsure

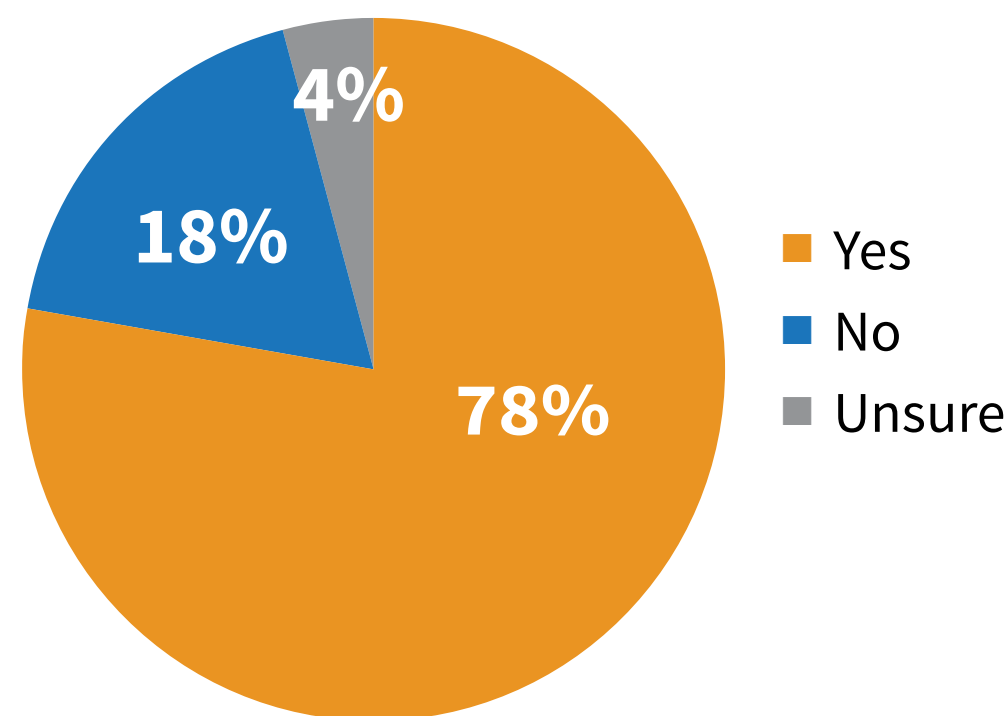*Base: Technology content marketers. Aided list; multiple responses permitted.*

Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

Technology content marketers say the top reason their organization uses paid methods is to attract a new audience.

Reasons Why Technology Marketers Use Paid Methods to Distribute Content

Reason	Percentage
Attract a new audience	84%
Generate traffic when organic search isn't producing desired results	71%
Reach a niche audience	51%
Launch a new product or service	46%
Promote foundational content	46%
Give new life to old content	33%
Other reasons	3%

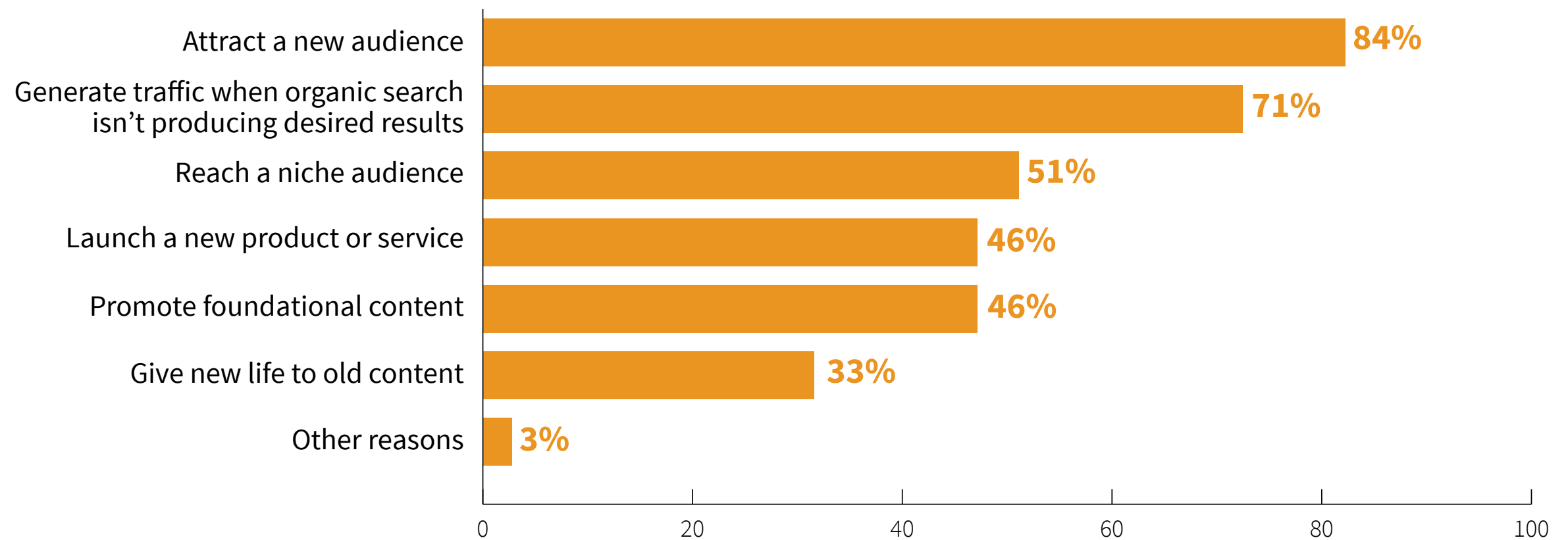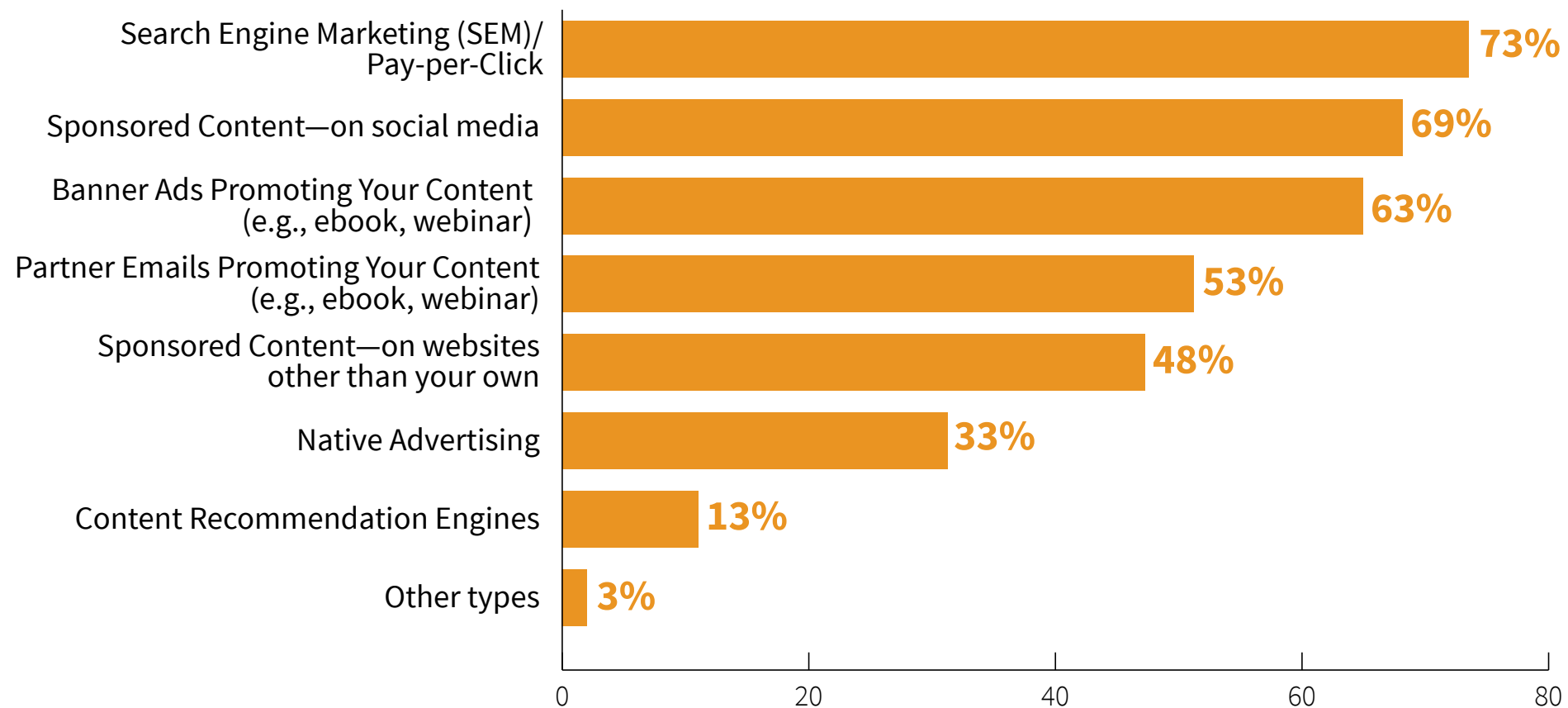*Base: Technology content marketers whose organizations have used paid methods to distribute content in the last 12 months. Aided list; multiple responses permitted.*

Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

Search engine marketing (SEM)/pay-per-click is the most often cited paid method technology marketers use to distribute content.

Types of Paid Content Distribution Methods Technology Marketers Use

Search Engine Marketing (SEM)/Pay-per-Click — 73%
Sponsored Content—on social media — 69%
Banner Ads Promoting Your Content (e.g., ebook, webinar) — 63%
Partner Emails Promoting Your Content (e.g., ebook, webinar) — 53%
Sponsored Content—on websites other than your own — 48%
Native Advertising — 33%
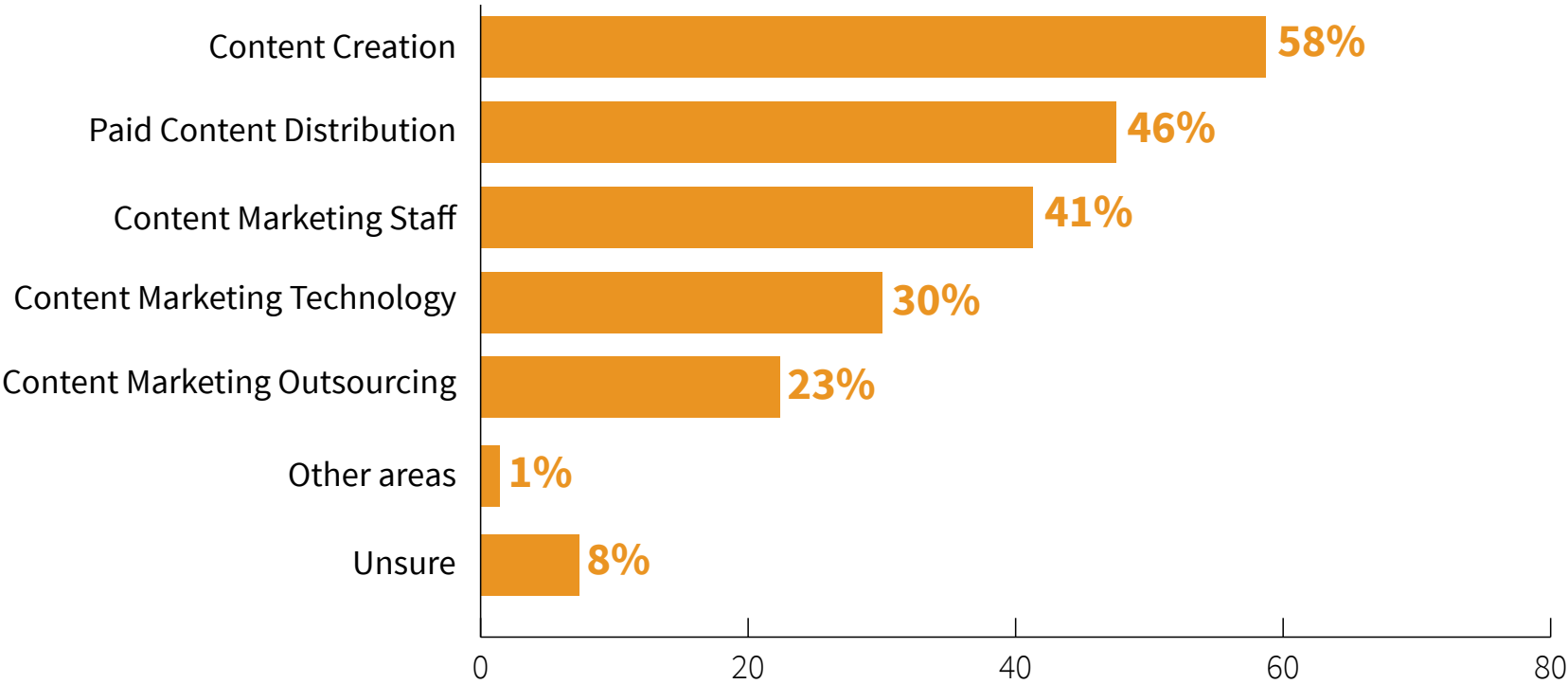Content Recommendation Engines — 13%
Other types — 3%

Base: Technology content marketers whose organizations used paid methods in the last 12 months. Aided list; multiple responses permitted.

Technology Content Marketing 2019: Benchmarks, Budgets, and Trends—Content Marketing Institute/MarketingProfs

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BUDGETS & SPENDING

Technology content marketers say their organization increased spending on content creation more so than other areas of content marketing in the last 12 months.

Areas Where Technology Marketers Increased Content Marketing Spending in the Last 12 Months

Area	Percentage
Content Creation	58%
Paid Content Distribution	46%
Content Marketing Staff	41%
Content Marketing Technology	30%
Content Marketing Outsourcing	23%
Other areas	1%
Unsure	8%

(horizontal axis: 0, 20, 40, 60, 80)

The top three skills sought by those who increased spending on content marketing staff:

► Marketing **74%**
► Journalism **35%**
► Business/Strategy **33%**

Note: 13% of respondents indicated their organization did not increase content marketing spending in the last 12 months.

Base: Technology content marketers whose organizations increased spending in the last 12 months. Aided list; multiple responses permitted.

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58% of technology marketers expected a content marketing budget increase for 2019.

Technology Marketers' Expected Change in 2019 Content Marketing Budget Compared With 2018
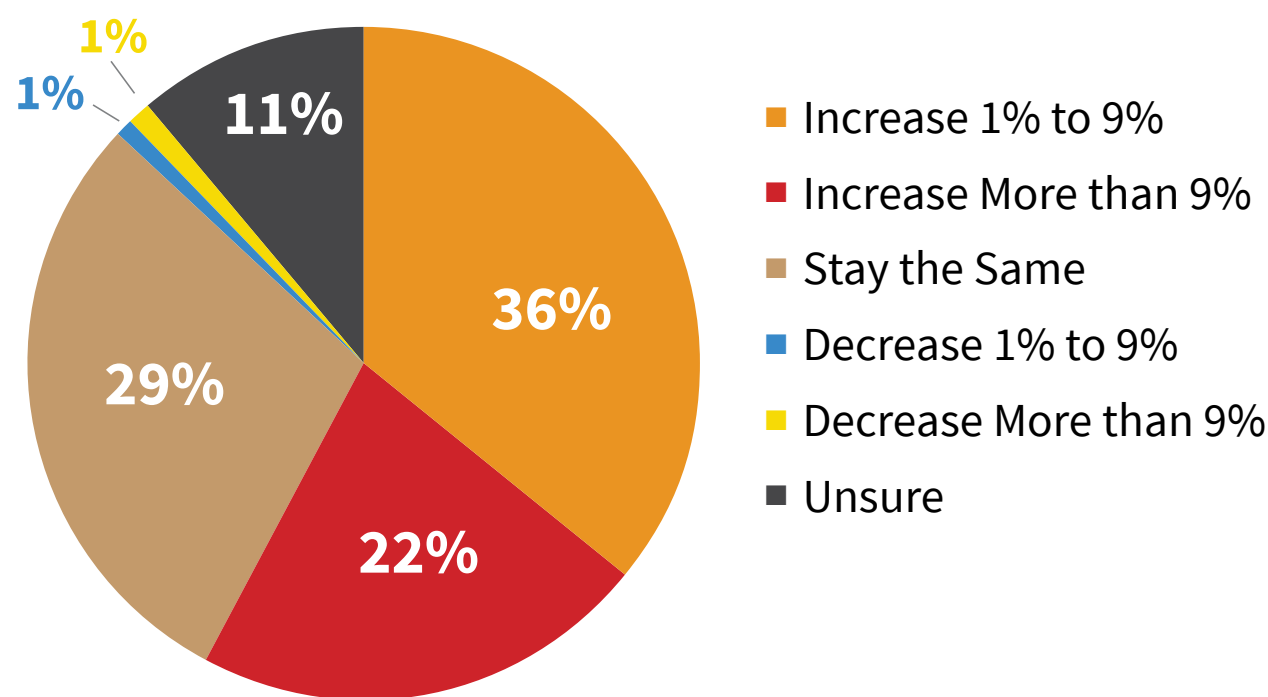
- Increase 1% to 9%
- Increase More than 9%
- Stay the Same
- Decrease 1% to 9%
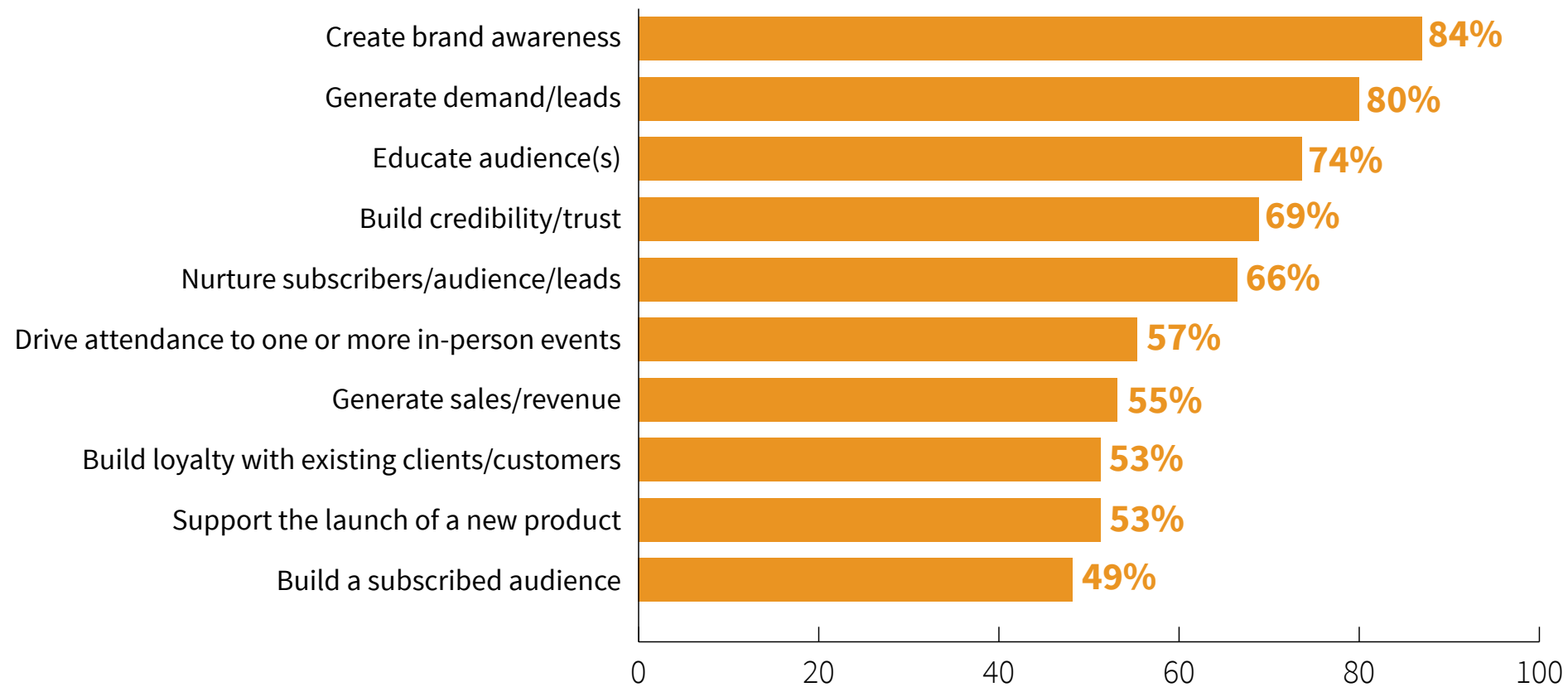- Decrease More than 9%
- Unsure

Base: Technology content marketers; aided list.

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GOALS & METRICS

84% of technology marketers report their organization has used content marketing successfully in the last 12 months to create brand awareness; 80% have used it to generate demand/leads.

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

| Goal	Percentage
Create brand awareness	84%
Generate demand/leads	80%
Educate audience(s)	74%
Build credibility/trust	69%
Nurture subscribers/audience/leads	66%
Drive attendance to one or more in-person events	57%
Generate sales/revenue	55%
Build loyalty with existing clients/customers	53%
Support the launch of a new product	53%
Build a subscribed audience	49%

Note: 1% said none of the above.

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

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Half of technology respondents say their organization measures content marketing ROI.

Proportion of Technology Marketers That Measure Content Marketing ROI
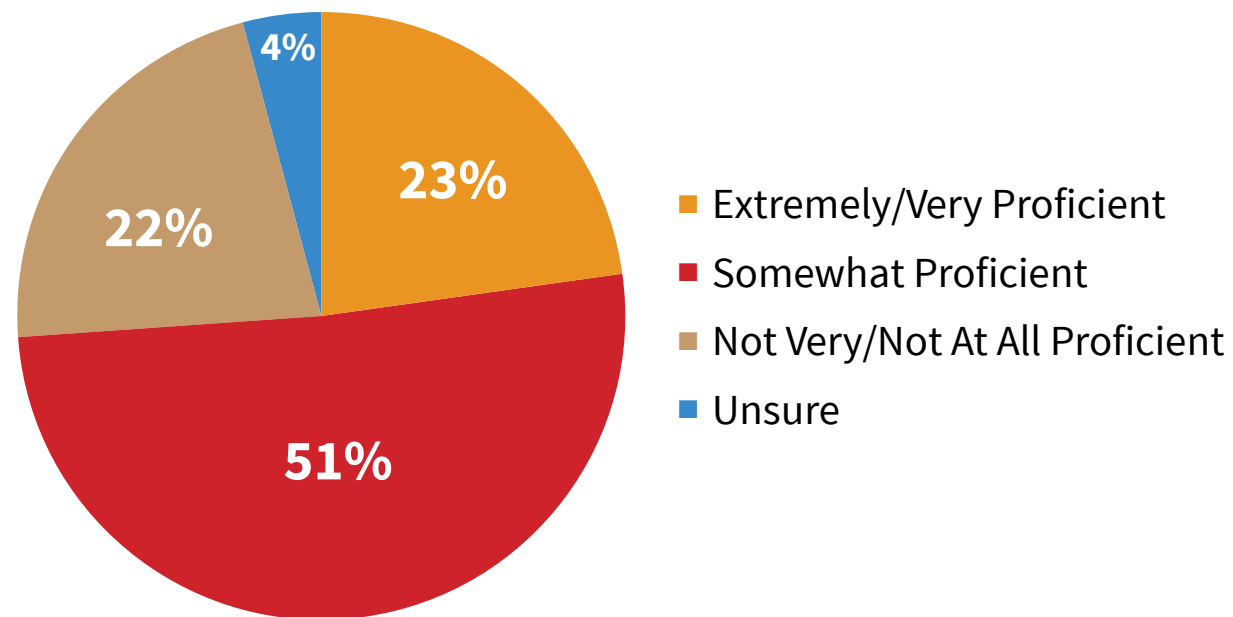

Yes — 50%
No — 38%
Unsure — 12%
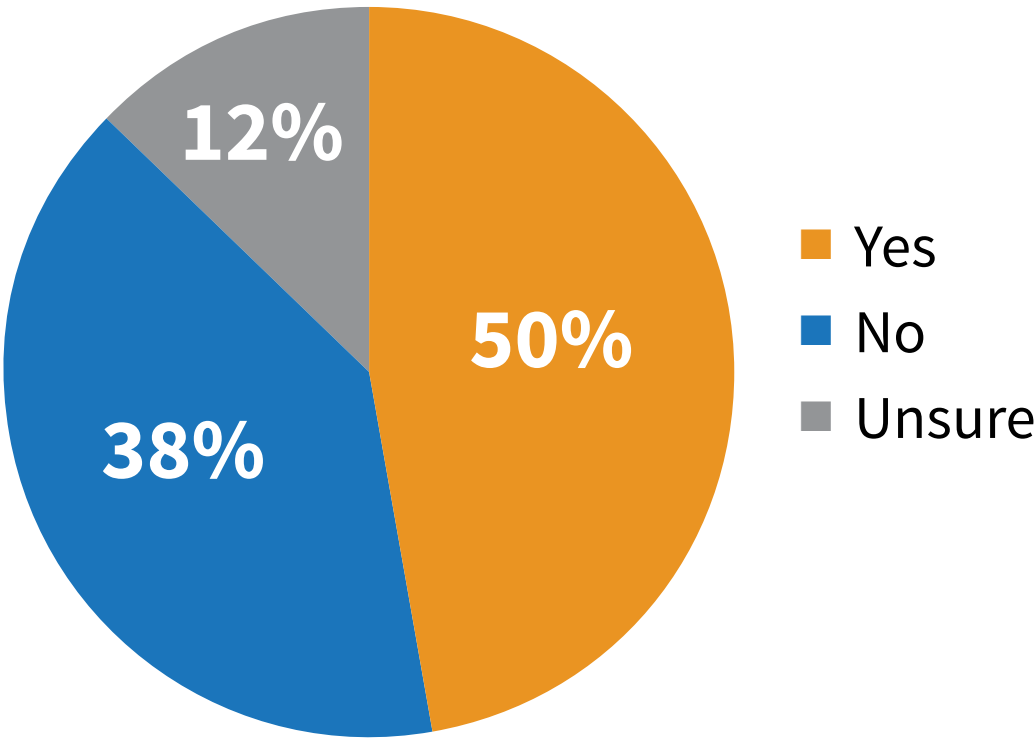
Base: Technology content marketers.

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23% of technology marketers say their teams are extremely/very proficient with using the metrics they've selected to monitor content marketing performance.

How Technology Content Marketers Rate Their Proficiency With Using Selected Metrics

4%
23%
22%
51%

- Extremely/Very Proficient
- Somewhat Proficient
- Not Very/Not At All Proficient
- Unsure

Base: Technology content marketers whose organizations use metrics to measure content marketing performance; aided list.

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There are many metrics and techniques available for measuring content marketing results. The key is to identify the metrics that will yield the most meaningful insights based on specific goals.

This chart shows how technology content marketers rate their teams' proficiency with using the metrics they've selected. Those reporting low proficiency may have a need for additional resources (e.g., training or the addition of skilled staff) or they may need to reevaulate which metrics to use.

ISSUES OF IMPORTANCE & UNIQUE CHALLENGES

Technology marketers say changes to SEO/search algorithms is a top content marketing issue of importance to their organization.

Top 5 Content Marketing Issues That Were Important to Technology Marketers in 2018

Changes to SEO/Search Algorithms	62%
Content Marketing as a Revenue Center	48%
Changes to Social Media Algorithms	42%
Data Privacy/Regulations	39%
Staffing/Human Resources	33%

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

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Other issues cited:
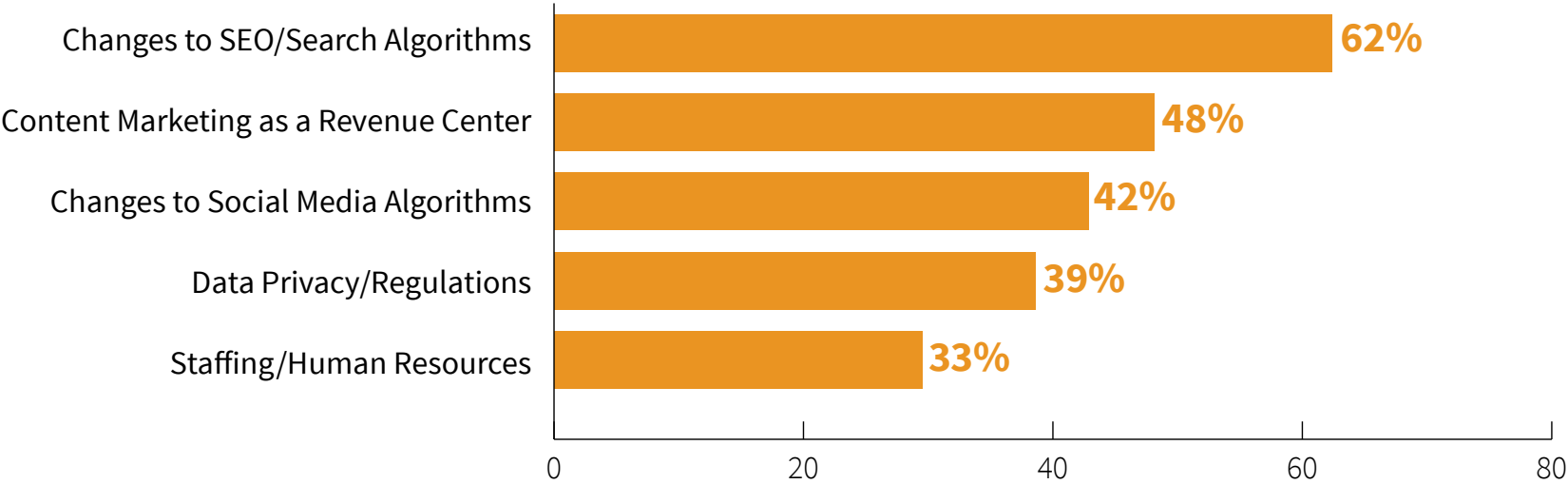
AI Technologies (16%); Preparing Content for Voice Search (11%); Public's Trust Issues with Media (10%); Content Security (e.g., HTTPS encryption, ID theft) (8%); Other Issues (3%); and Unsure (6%).

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68% of technology content marketers report their organization is challenged with creating content that appeals to multi-level roles within the target audience.

Unique Challenges Technology Content Marketers Face

Challenge	%
Creating content that appeals to multi-level roles within the target audience(s)	68%
Differentiating products/services from the competitions'	54%
Communicating complex content	51%
Accommodating for a long decision-making process	48%
Making it through multiple levels of purchasing decision-makers	47%
Accessing subject matter experts in order to create specialized content	42%
Difficulty in reaching target audience(s)	38%
Capturing audience's attention with typical proven techniques doesn't always work	36%
Extensively educating the target audience(s)	32%

Note: 4% said technology organizations face the same content marketing challenges as any organization.
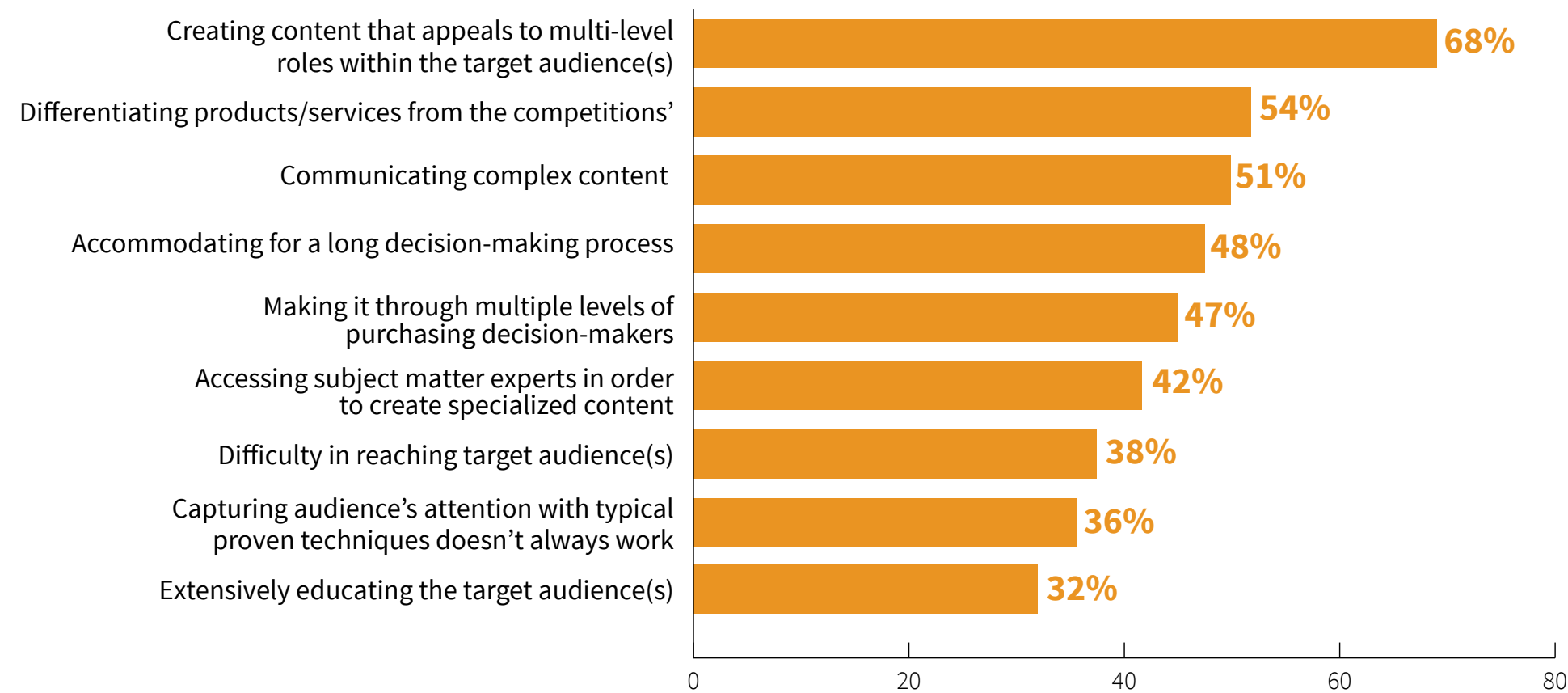
Base: Technology content marketers. Aided list; multiple responses permitted.

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Technology Content Marketing 2019: Benchmarks, Budgets, and Trends was produced by **Content Marketing Institute** and sponsored by **IDG Communications, Inc**.

The ninth 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 UBM Technology Group.

A total of 1,947 recipients from around the globe—representing a full range of industries, functional areas, and company sizes—replied to the survey during June and July 2018. This report presents the findings from the 364 respondents who indicated their organization is a for-profit technology company. Most technology respondents are based in North America (83%), followed by Europe (9%), Asia (4%), and Other (4%).

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 and B2C content marketing reports.
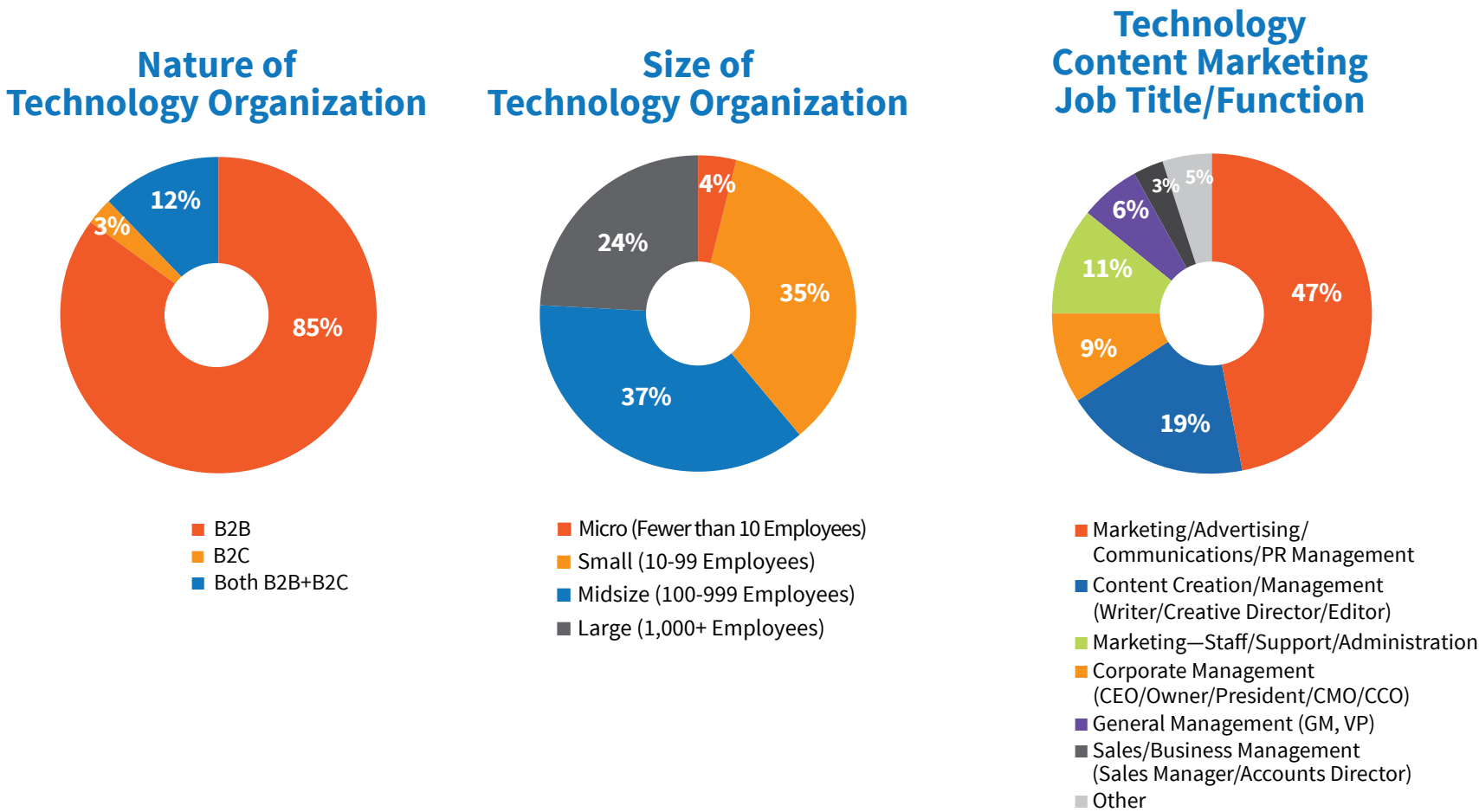
Note: This year's methodology differs from prior years. This year, we qualified respondents based on whether their organization has been using content marketing for at least one year, and whether they are a content marketer, someone who is involved with the content marketing function, and/or someone to whom content marketing reports.

Nature of Technology Organization

- 85% B2B
- 3% B2C
- 12% Both B2B+B2C

Size of Technology Organization

- 4% Micro (Fewer than 10 Employees)
- 35% Small (10-99 Employees)
- 37% Midsize (100-999 Employees)
- 24% Large (1,000+ Employees)

Technology Content Marketing Job Title/Function

- 47% Marketing/Advertising/Communications/PR Management
- 19% Content Creation/Management (Writer/Creative Director/Editor)
- 11% Marketing—Staff/Support/Administration
- 9% Corporate Management (CEO/Owner/President/CMO/CCO)
- 6% General Management (GM, VP)
- 3% Sales/Business Management (Sales Manager/Accounts Director)
- 5% Other

Thanks to all the survey participants and distribution partners and to everyone who helps disseminate these findings throughout the content marketing industry.

About Content Marketing Institute

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 ContentTECH Summit event is held every spring. CMI publishes the quarterly 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. Content Marketing Institute is organized by UBM, which in June 2018 combined with Informa PLC to become a leading B2B information services group and the largest B2B Events organizer in the world. To learn more and for the latest news and information, visit www.ubm.com and www.informa.com.

About IDG Communications, Inc.

IDG Communications connects the world of tech buyers with insights, intent and engagement. Our premium brands, including CIO®, Computerworld®, PCWorld® and Macworld®, engage the most powerful audience of technology buyers by providing essential guidance with quality content that provides the context needed to help inform technology purchase decisions. We execute complex campaigns using premium 1st party data that fulfill marketers' global ambitions seamlessly with consistency that delivers results and wins awards. For complementary research on the content consumption habits of enterprise tech buyers throughout the IT purchase process, including how that content is consumed, discussed, and shared, and insights on lead nurture/sales follow-up strategies specific to tech marketing, visit www.idg.com/tools-for-marketers.

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