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ICMF Barometer: The state of content marketing internationally

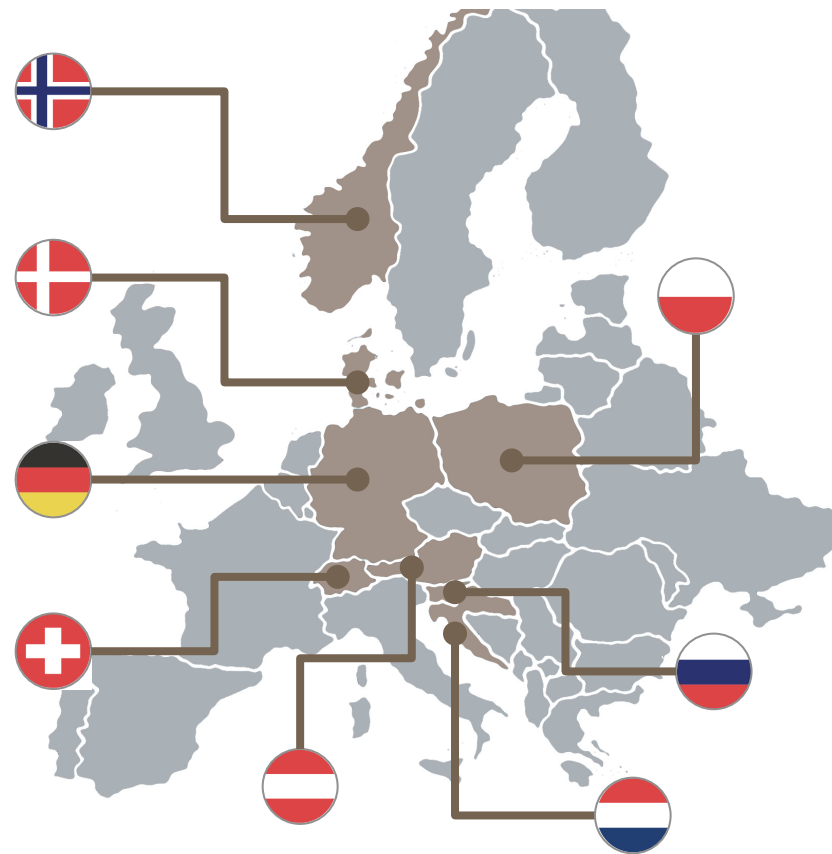
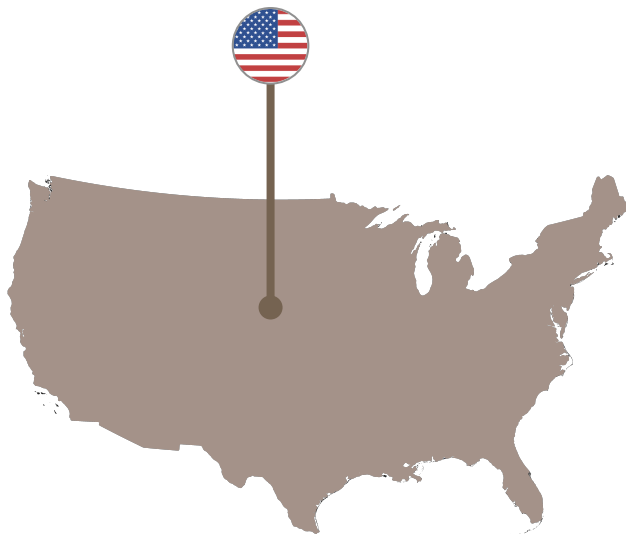
November 2016

The ICMF Barometer surveyed nearly 600 communication executives (n = 592) in nine countries to explore the state of content marketing and its future at international level.

icmf International Content Marketing Forum | Barometer

Coverage of different regions:

- Central Europe
- Eastern Europe
- Scandinavia
- USA



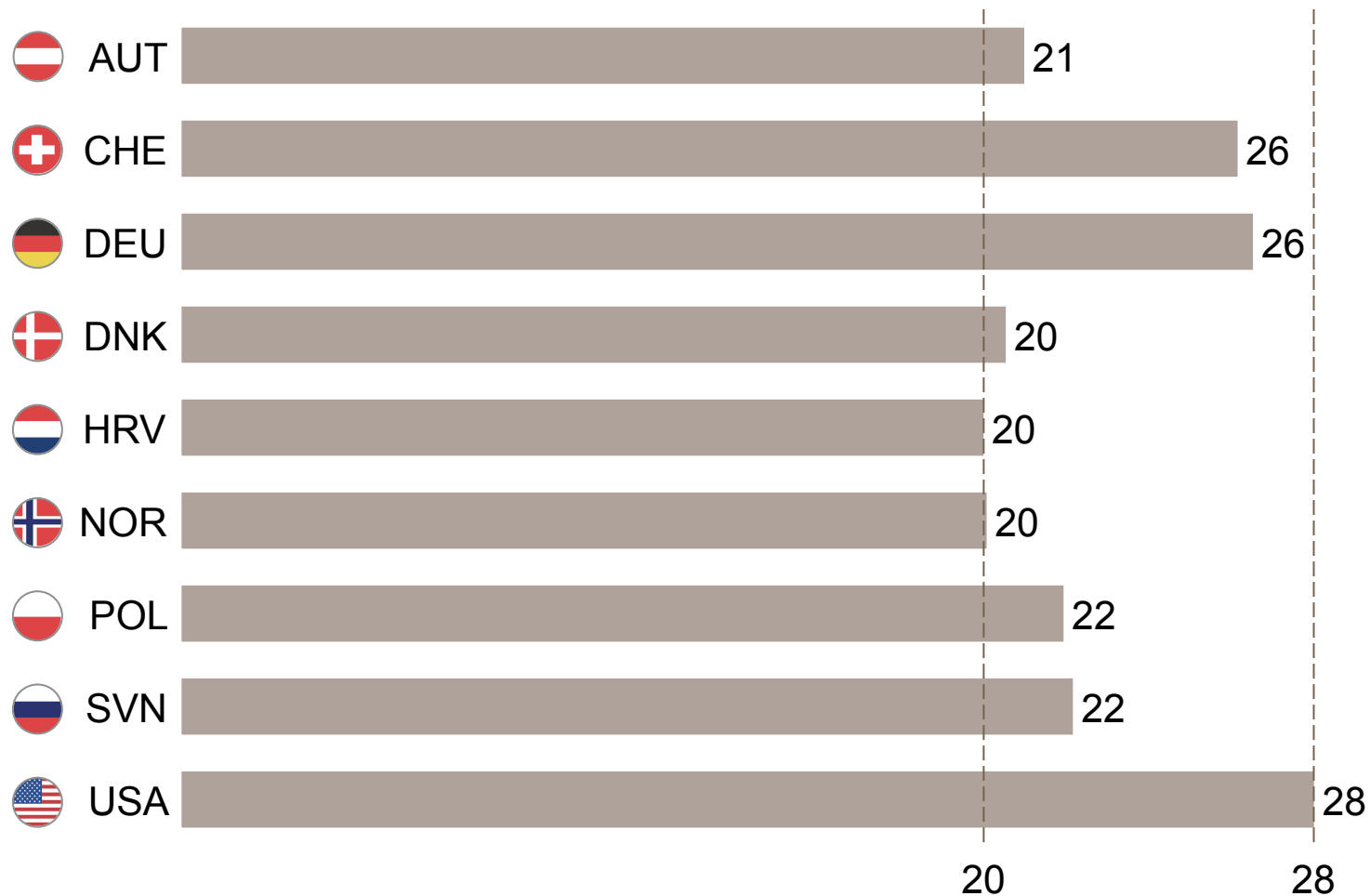
Our definition of content marketing

Content marketing covers the whole spectrum of content-driven communication, including custom media (sometimes called corporate publishing).

Content marketing

- is a form of corporate, brand, product or staff communication driven by relevant editorial content
- harnesses all the available media channels, including print, video, mobile and online, individually and on a cross-media basis
- includes communication with different audiences, in particular with consumers, business customers, employees and investors
- can be used to pursue various goals along the customer journey, from boosting brand awareness, brand image and customer retention to acquiring new customers and triggering purchase decisions
- includes both continuous communication projects and time-limited communication campaigns

At international level, organizations allocate between 20 and 28 percent of their overall communications budget to content marketing.

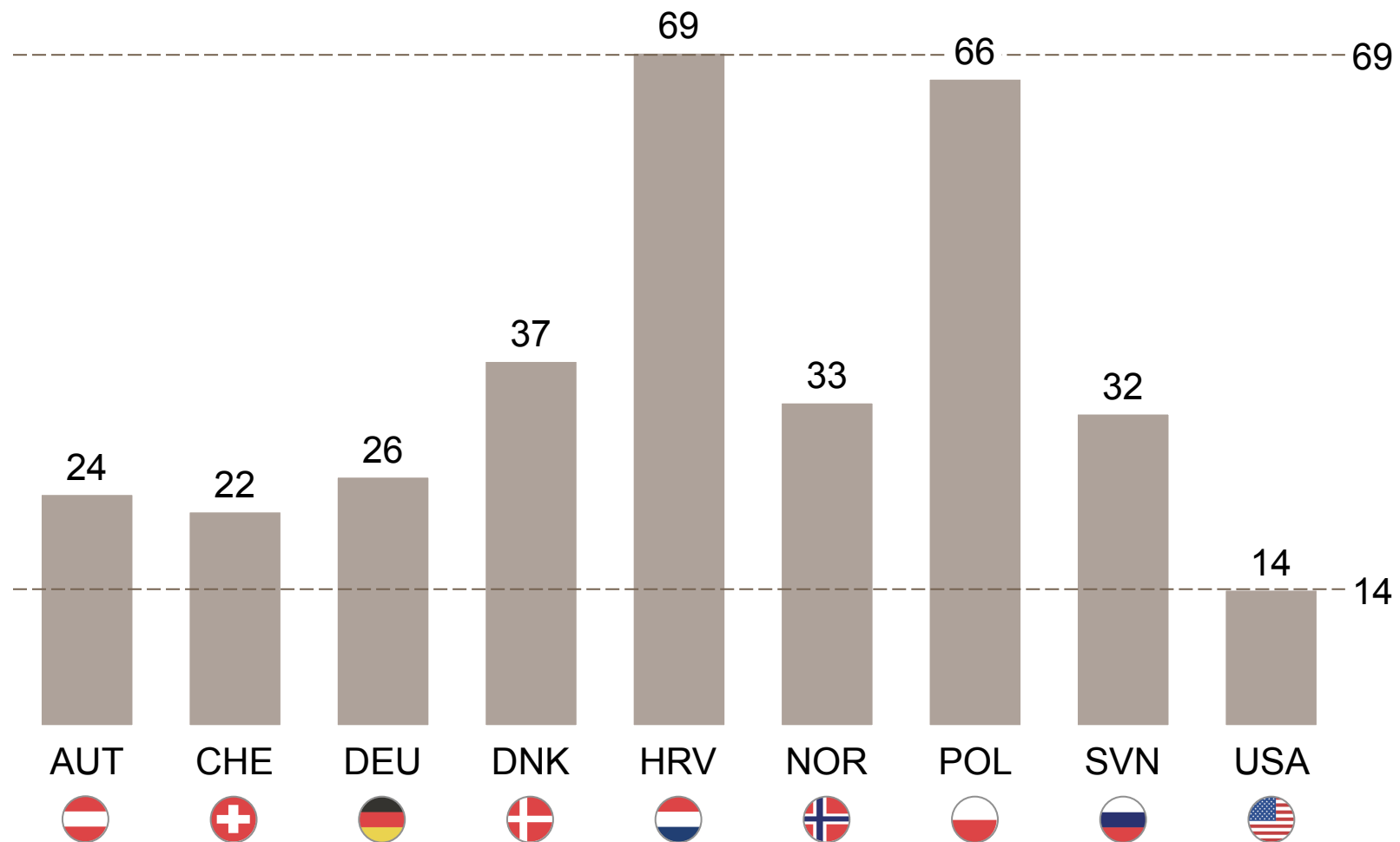


Q: Around what percentage of your overall communications budget does content marketing account for?
Countries in alphabetical order; averages, adjusted for extreme values

Anticipated Change in Content Marketing Budget by 2020

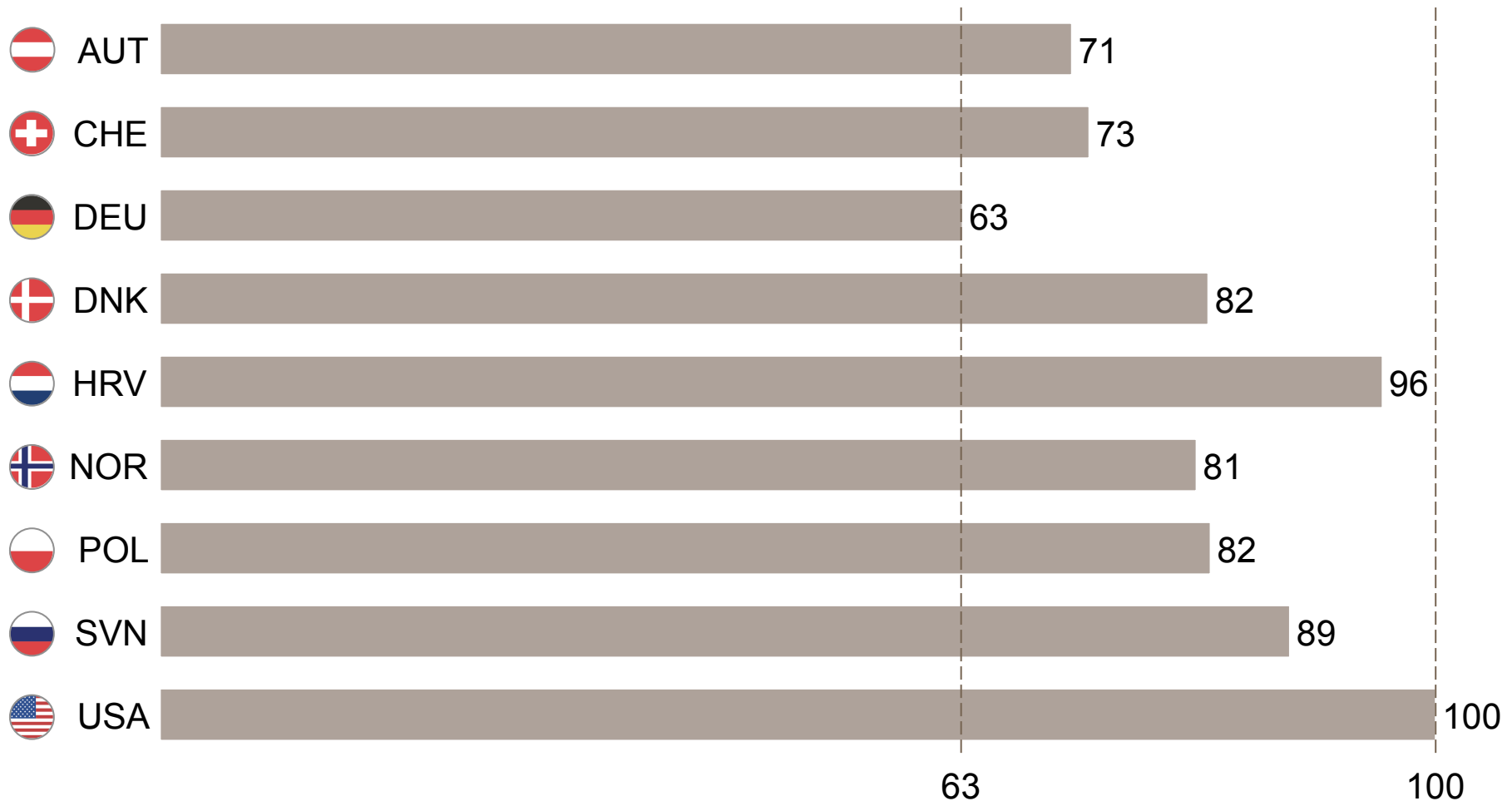


Organizations expect their CM budgets to increase by 14-69 percent by 2020. Growth expectations are highest in Croatia and Poland.



Q: How do you think your organization's content marketing budget will develop by 2020?
Countries in alphabetical order

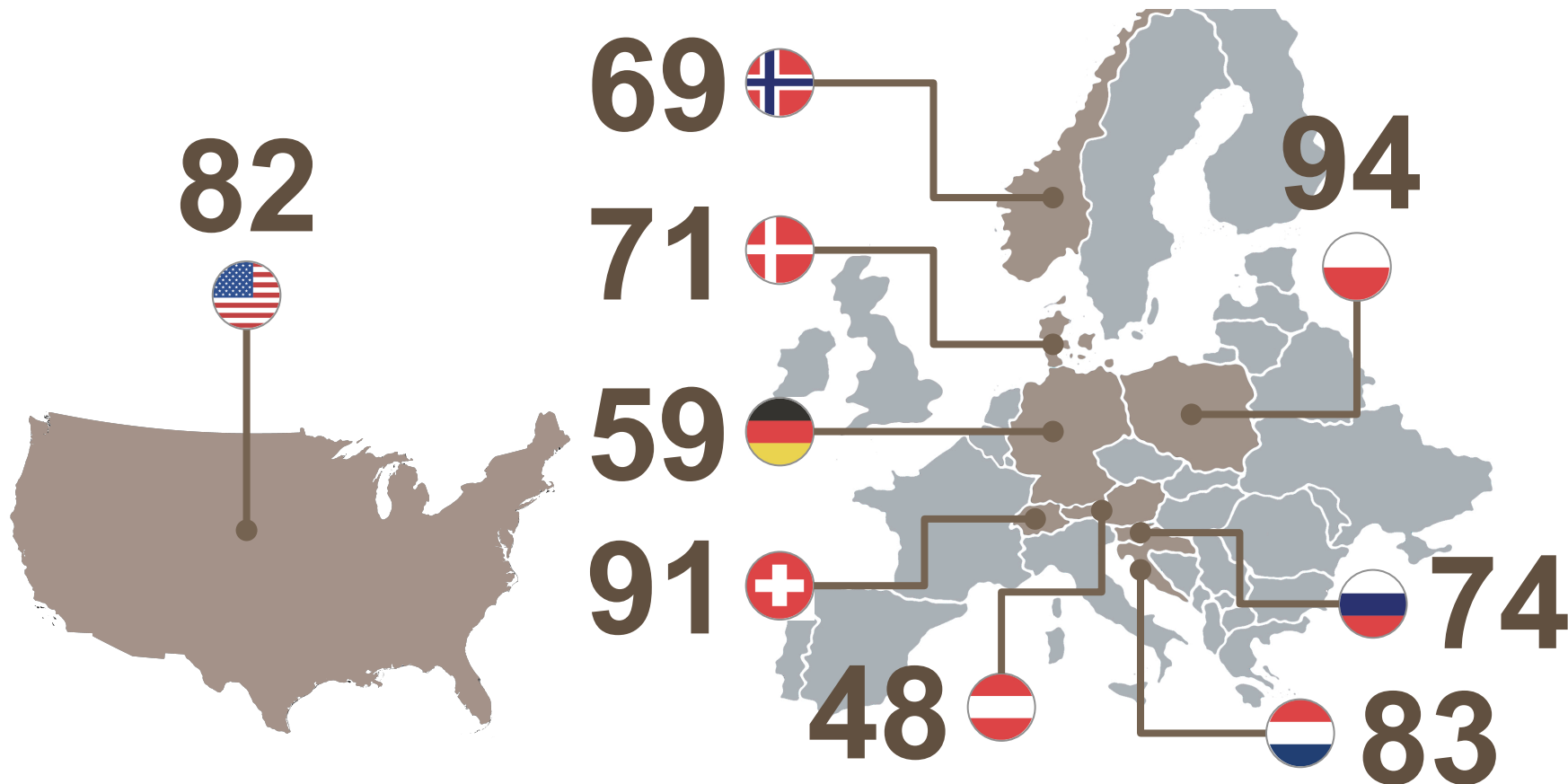
It is widely acknowledged that content promotion is a key to successful content marketing.



Statement: "Content promotion – systematically raising awareness for content – is key to successful content marketing." /
top 2 boxes: (completely) agree; countries in alphabetical order

At international level, executives generally share the view that higher investments in content promotion could boost content marketing's impact.

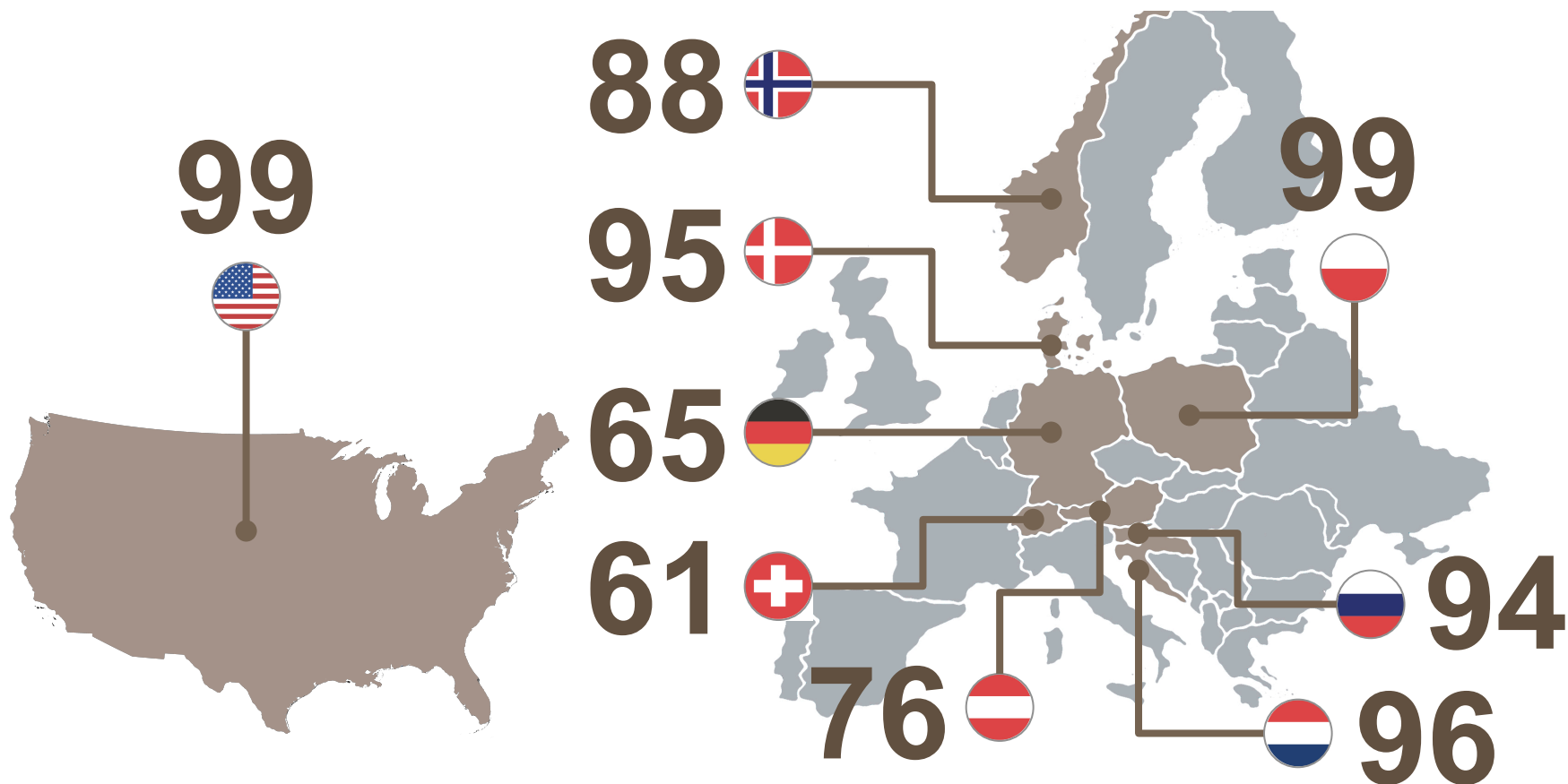
We could clearly increase the impact of our content marketing by investing more in media or content promotion.



top 2 boxes: (completely) agree

There is widespread unanimity among executives that content marketing will continue to grow in importance.

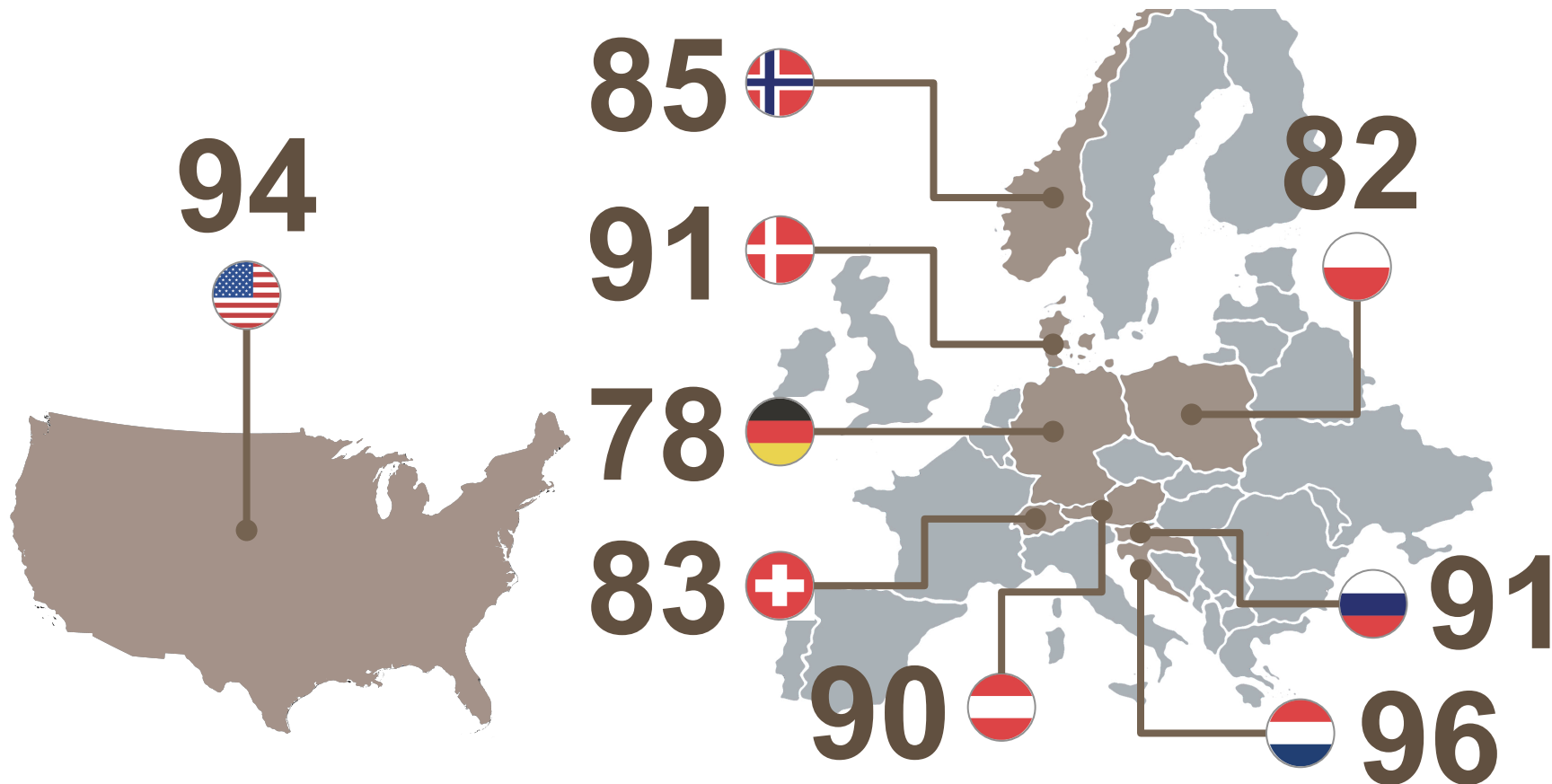
Content marketing will become more important in our communications mix in the future.



top 2 boxes: (completely) agree

There is broad international consensus among executives that content marketing and classic advertising will be the “power couple” of marketing communications.

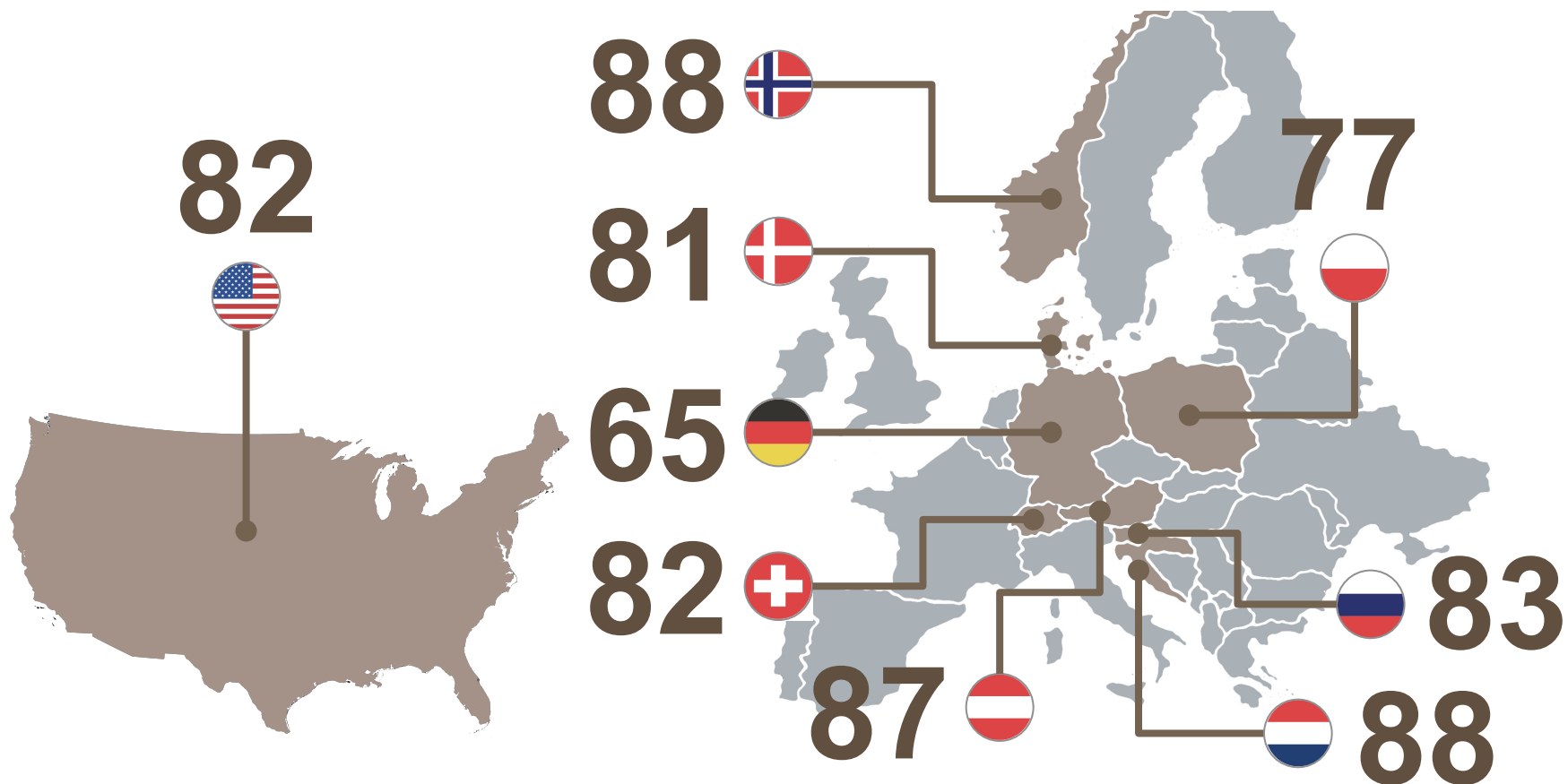
In the future, content marketing and classic advertising will be more closely coordinated and integrated.



top 2 boxes: (completely) agree

There is international consensus among executives that the guiding principle of the future is quality over quantity.

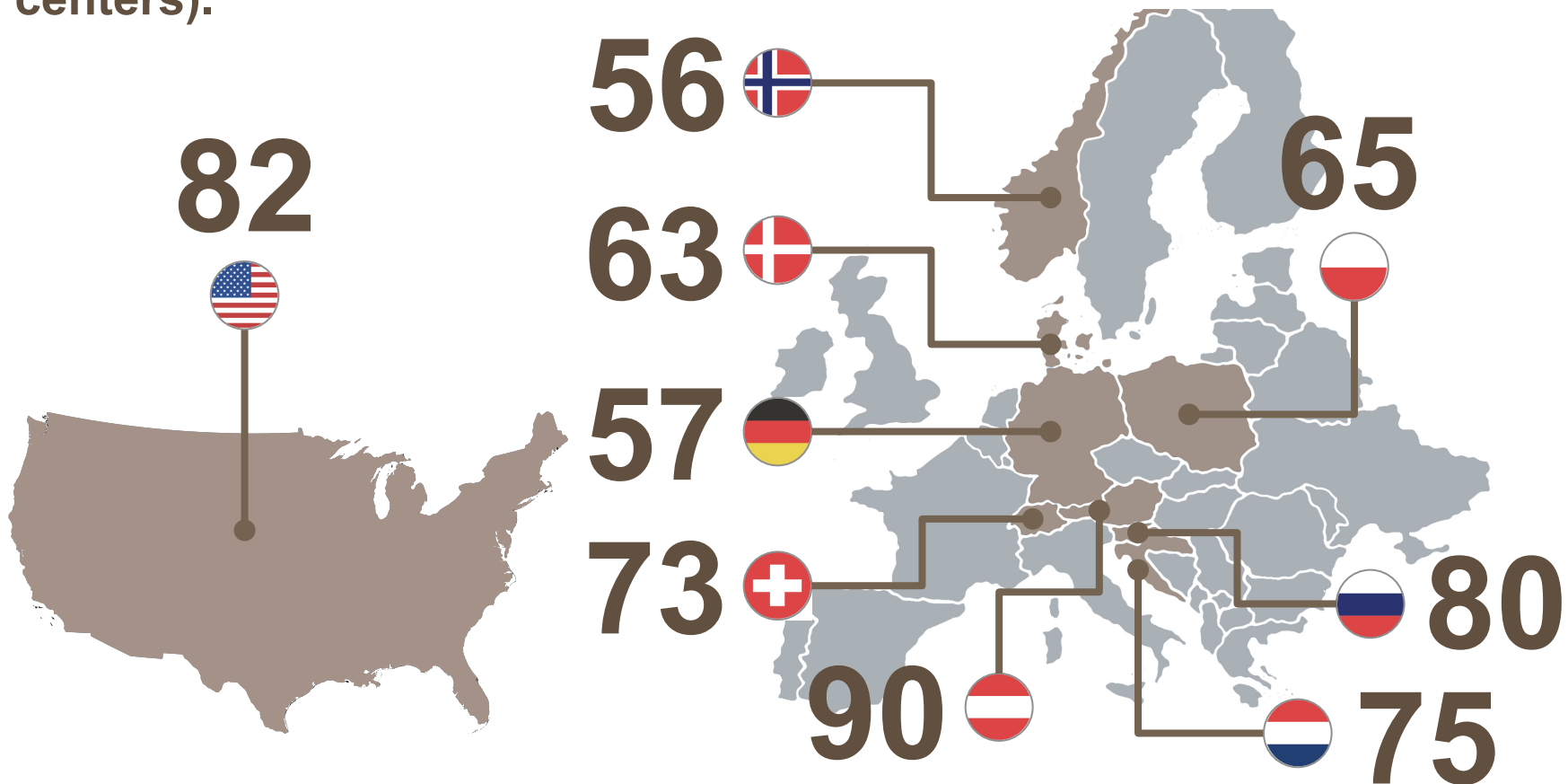
In the future, the smartest organizations will create less but better content.



top 2 boxes: (completely) agree

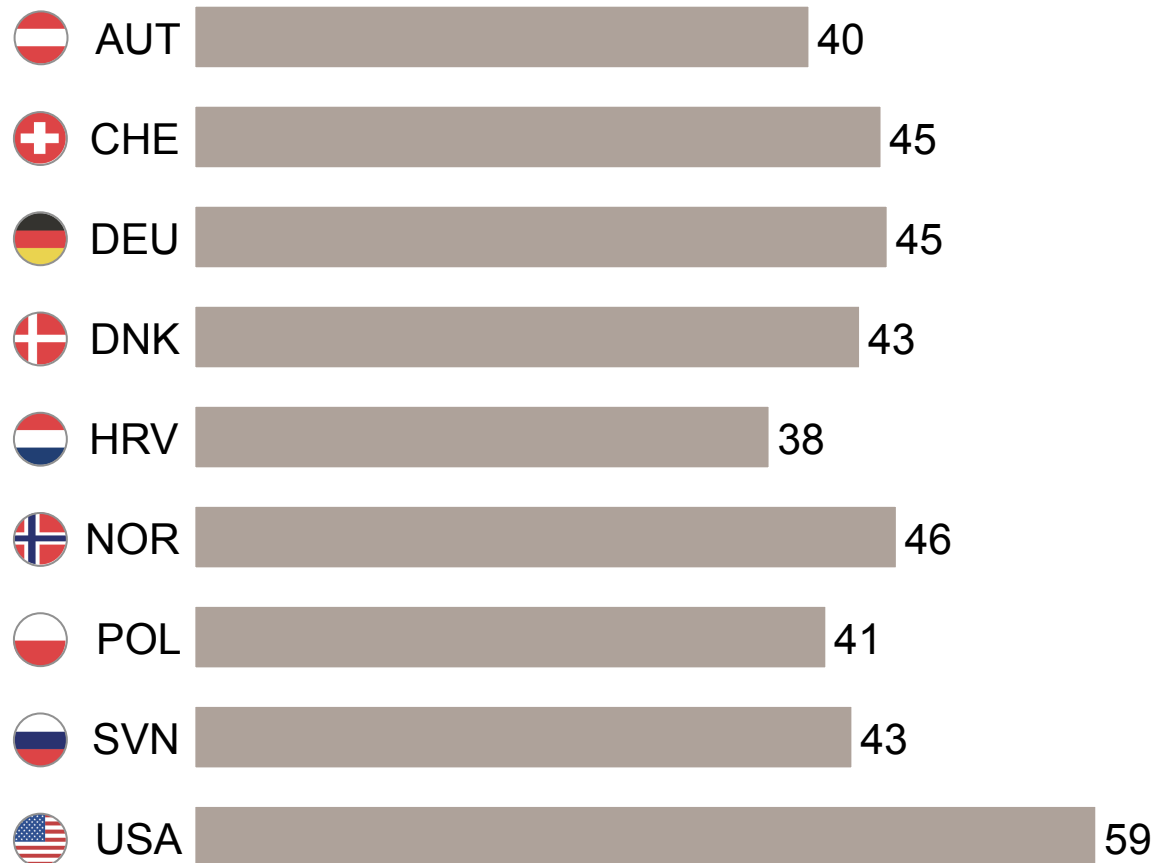
The majority of the executives is convinced that we will see more centralization of content marketing activities.

Organizations will increasingly centralize their content marketing (e.g. central content studios, brand newsrooms and content centers).



top 2 boxes: (completely) agree

Less than half of the companies have a defined content marketing strategy. The exception is the USA, where approximately six out of ten organizations have one.



Statement: "Our organization has a defined content marketing strategy." / top 2 boxes: (completely) agree; countries in alphabetical order