



CONTENT MARKETING

IN THE **UK 2018** Benchmarks, Budgets, and Trends

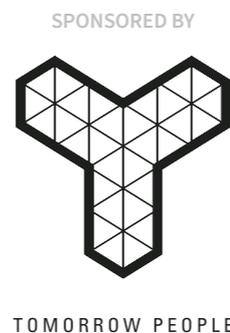


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WELCOME

Greetings Marketers,

It's a pleasure to be reporting on the practices of UK content marketers for the sixth year. Content marketing has changed quite a bit since 2013, so our annual survey has evolved as well.

In 2018, UK marketers will need to ensure that they've set appropriate goals for content marketing (based on their organisation's unique objectives)—and that they've aligned those goals with the right metrics. As you will see on page 30, 40% of those surveyed said they're doing a fair or poor job in this area.

One of the most interesting observations was how big of a difference a slight increase in an organisation's commitment to content marketing can make. When marketers move from the neutral position of being “somewhat” committed—to the stronger positions of “very” or “extremely” committed—there's a good chance they'll improve their overall content marketing success (see the chart on page 4).

Special thanks to our report sponsor, **Tomorrow People**, an award-winning UK B2B content agency that helps us disseminate these research findings. We hope you find the information valuable as you plan your content marketing activities for 2018 and beyond!

Yours in content,



**Lisa
Murton Beets**
Research Director
Content Marketing Institute

COMPARISON CHART

Differences Between UK Marketers by Organisation's Commitment* to Content Marketing

	Most Committed	All Respondents	Somewhat Committed
Organisation's overall content marketing approach is extremely/very successful	38%	23%	5%
Has a documented content marketing strategy	58%	38%	19%
Organisation does an excellent, very good, or good job of aligning metrics with content marketing goals	50%	43%	32%
Percentage of total marketing budget spent on content marketing (average)	40%	30%	19%
Rates project management flow during content-creation process as excellent/very good	47%	35%	21%
Agrees that organisation has realistic expectations about what content marketing can achieve	83%	59%	40%
Always/frequently delivers content consistently (e.g., on a defined, regularly scheduled basis)	78%	56%	34%
Agrees that organisation values creativity and craft in content creation and production	96%	75%	57%
Agrees that leadership team gives ample time to produce content marketing results	73%	58%	43%

*Chart term definitions: The "most committed" respondents are those who describe their organisation's commitment level to content marketing as extremely or very committed. The "somewhat committed" describe it as somewhat committed.

Base: UK content marketers.

Content Marketing in the UK 2018—Benchmarks, Budgets, and Trends. Content Marketing Institute.

USAGE & TEAM ORGANISATION



The larger the organisation, the more likely it is to have a centralised content marketing group that works with multiple brands/product lines throughout the organisation.



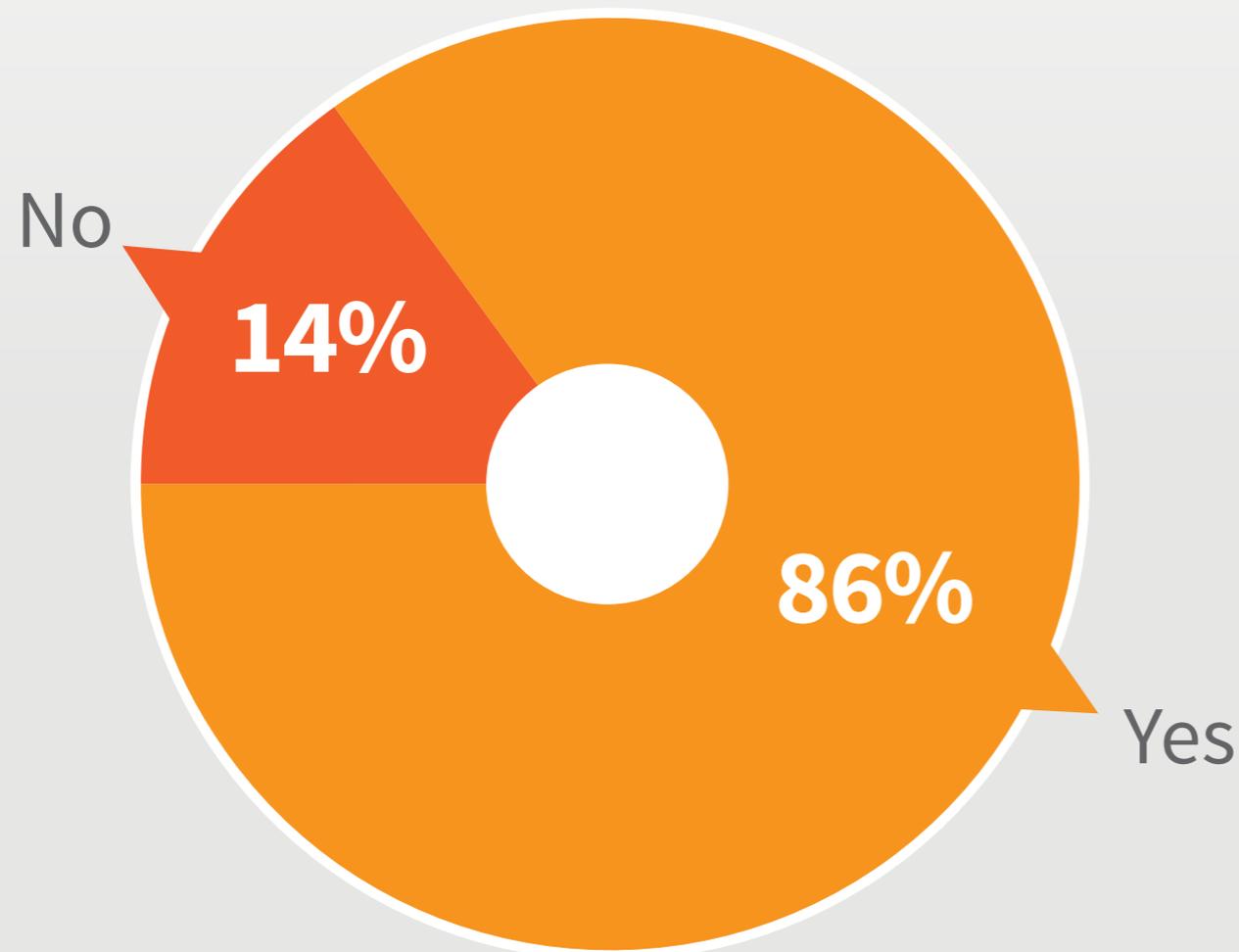
39% of this year's UK respondents said their organisations are in the sophisticated/mature phase of content marketing maturity; 26% are in the adolescent phase; and 34% are in the young/first steps phase.



More than half of respondents (53%) outsource at least one content marketing activity. Content creation is the activity they outsource most often (42%).

Does your organisation use content marketing?

Percentage of UK Respondents Who Use Content Marketing



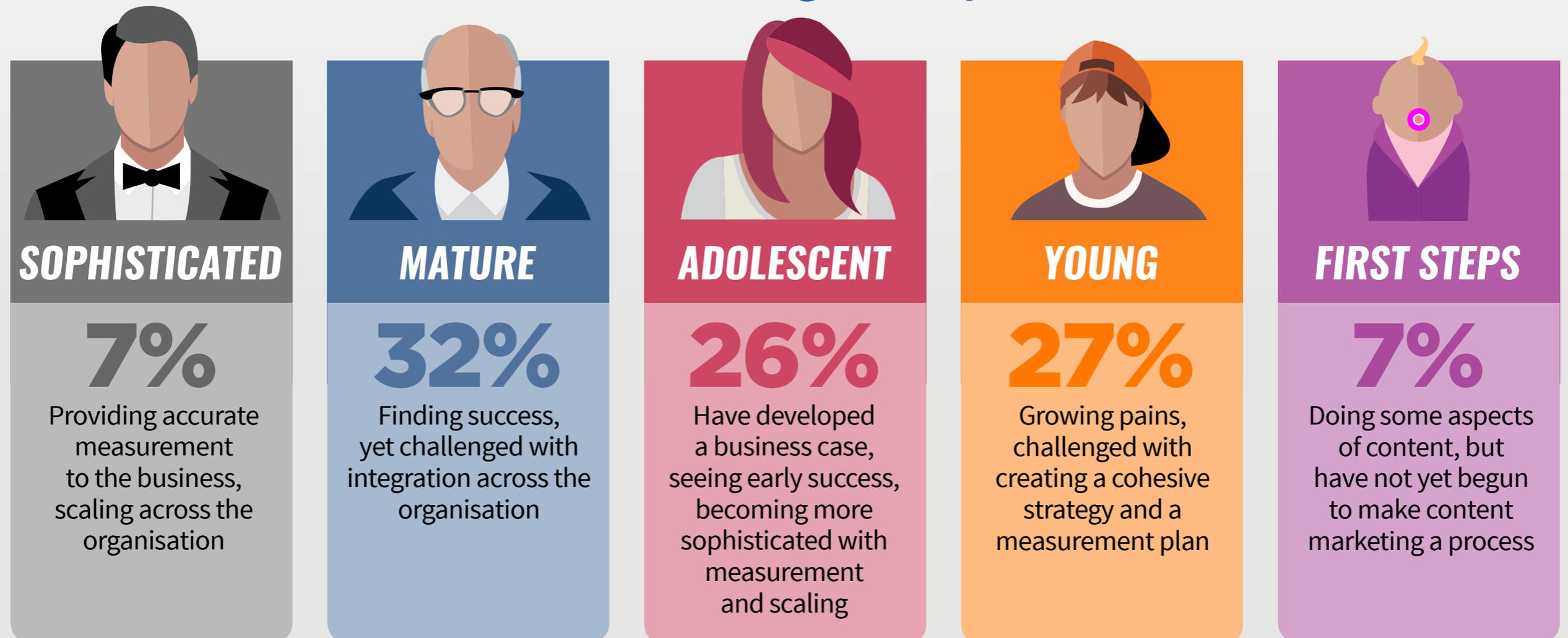
Content marketing is defined as “a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.”

Base: All UK respondents.

Content Marketing in the UK 2018—Benchmarks, Budgets, and Trends. Content Marketing Institute.

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

How UK Marketers Assess Their Organisation's Content Marketing Maturity Level



Content Marketing in the UK 2018—Benchmarks, Budgets, and Trends. Content Marketing Institute.

Base: UK content marketers; aided list.

How is content marketing structured within your organisation?

UK Content Marketing Organisational Structure

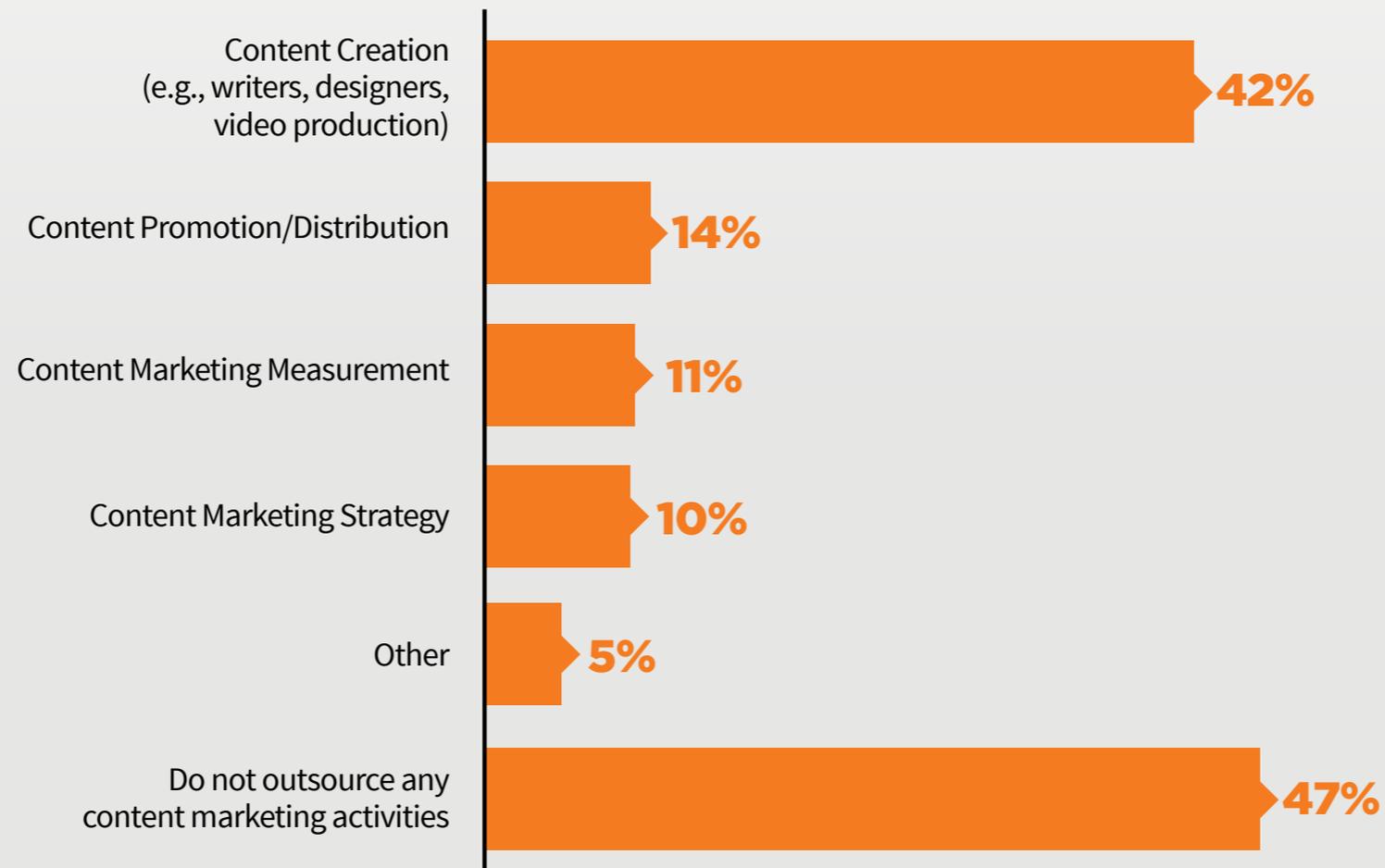


Content Marketing in the UK 2018—Benchmarks, Budgets, and Trends. Content Marketing Institute.

Base: UK content marketers; aided list.

What content marketing activities does your organisation outsource?

Content Marketing Activities UK Marketers Outsource



Note: More than half (53%) of respondents outsource at least one of the content marketing activities listed.

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

UK CONTENT MARKETING

COMMITMENT & OVERALL SUCCESS



50% of respondents described their organisation's commitment level to content marketing as extremely or very committed; 43% described it as somewhat committed; and 8% described it as not very or not at all committed.



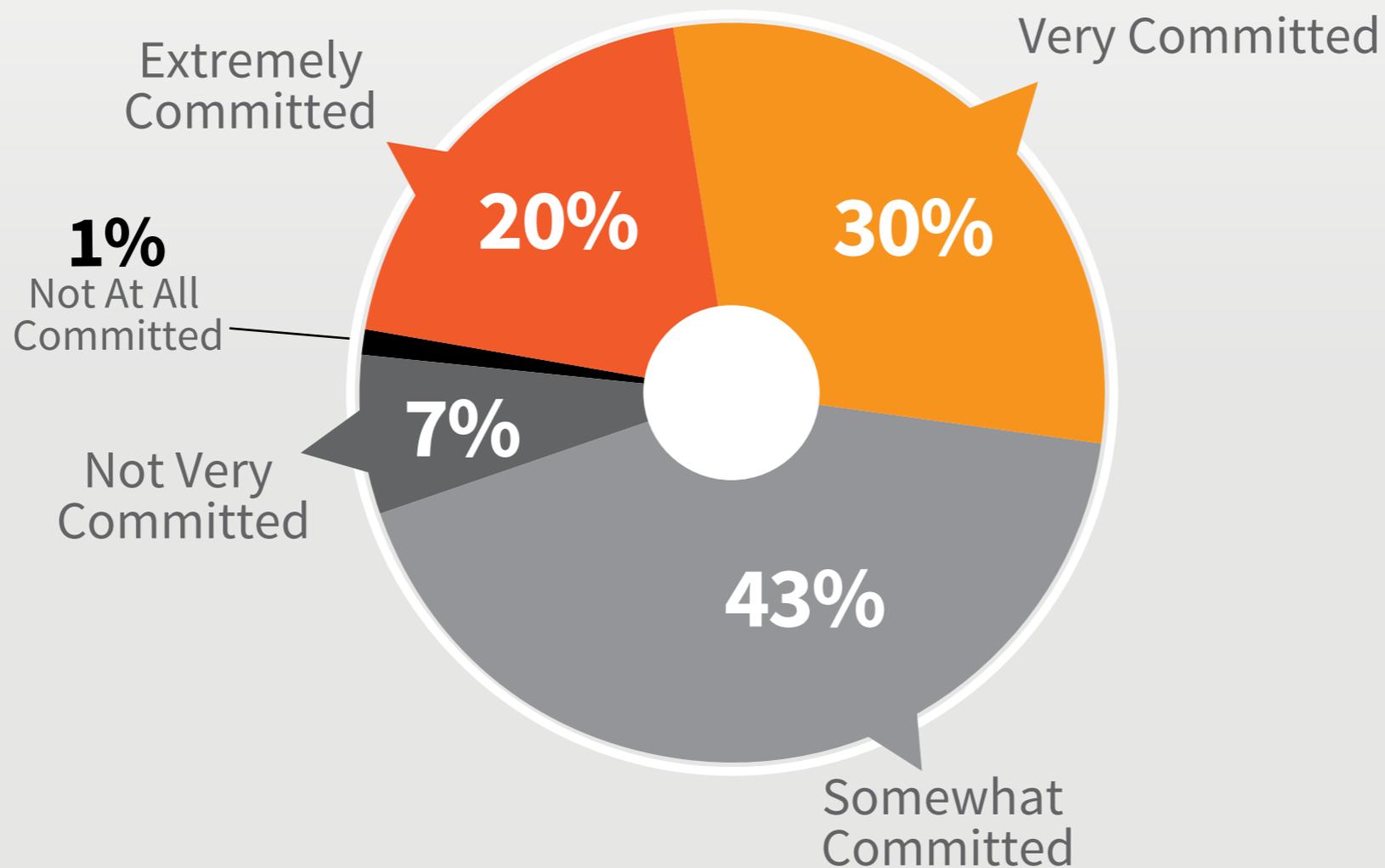
75% characterised their organisation's overall content marketing approach as extremely, very, or moderately successful.



68% reported that their organisation's overall content marketing success has increased (much more/somewhat more) compared with one year ago.

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

UK Organisations' Commitment to Content Marketing

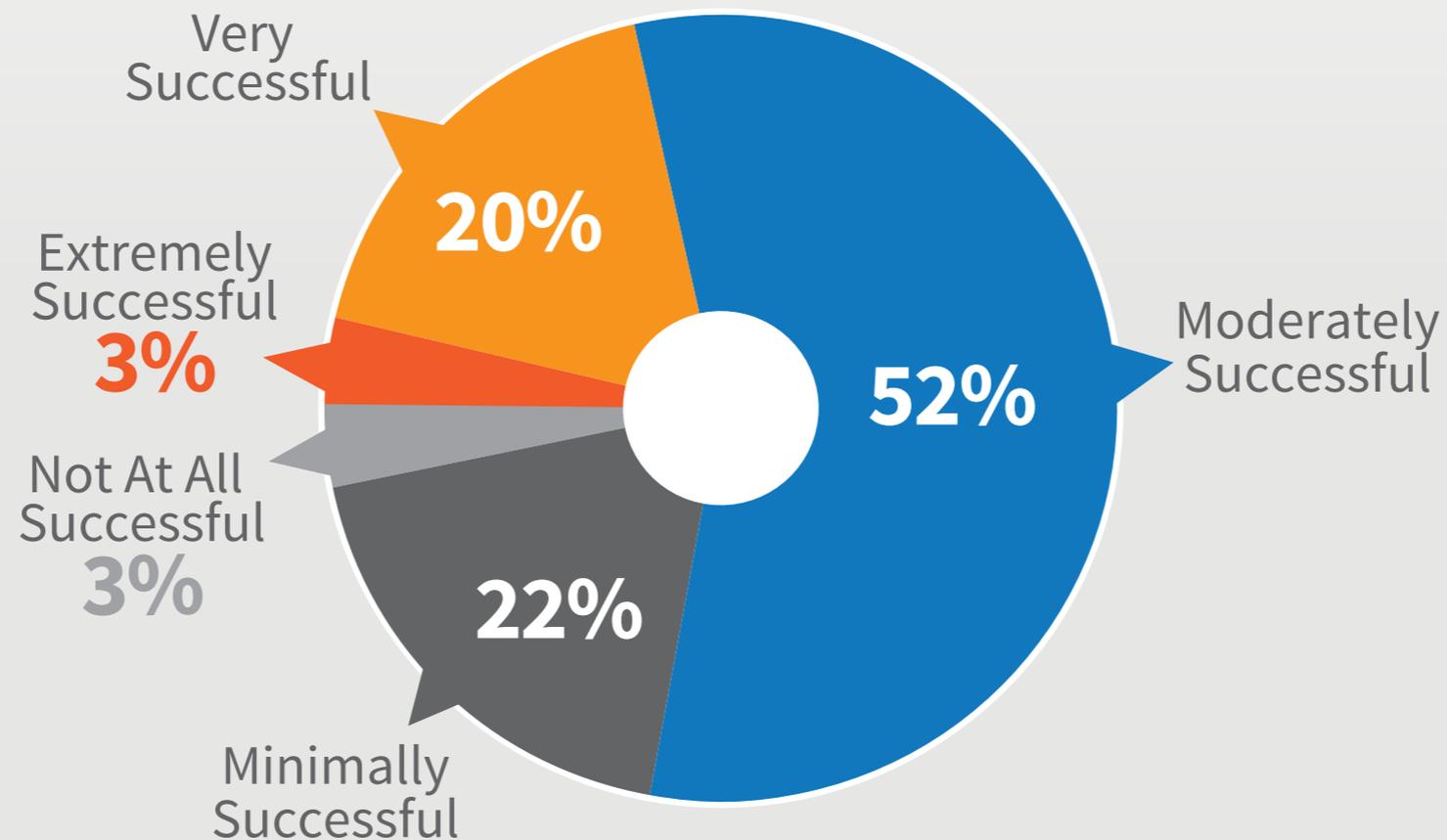


Content Marketing in the UK 2018—Benchmarks, Budgets, and Trends. Content Marketing Institute.

Base: UK content marketers; aided list.

How would you characterise the success of your organisation's current overall content marketing approach?

How UK Marketers Rate the Success of Their Organisation's Overall Content Marketing Approach

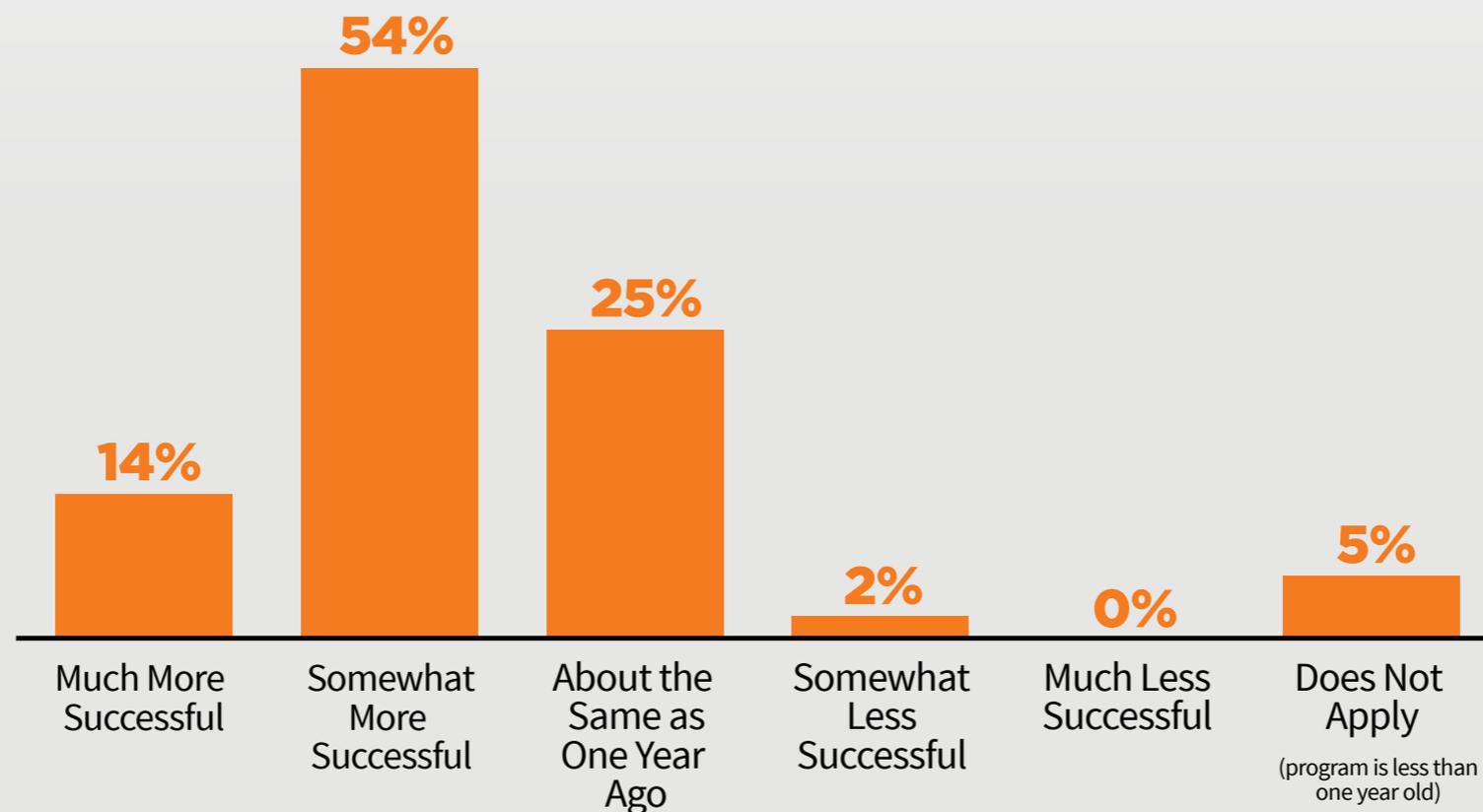


Content Marketing in the UK 2018—Benchmarks, Budgets, and Trends. Content Marketing Institute.

Base: UK content marketers; aided list.

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

How UK Marketers Rate Their Organisation's Content Marketing Approach Compared With One Year Ago

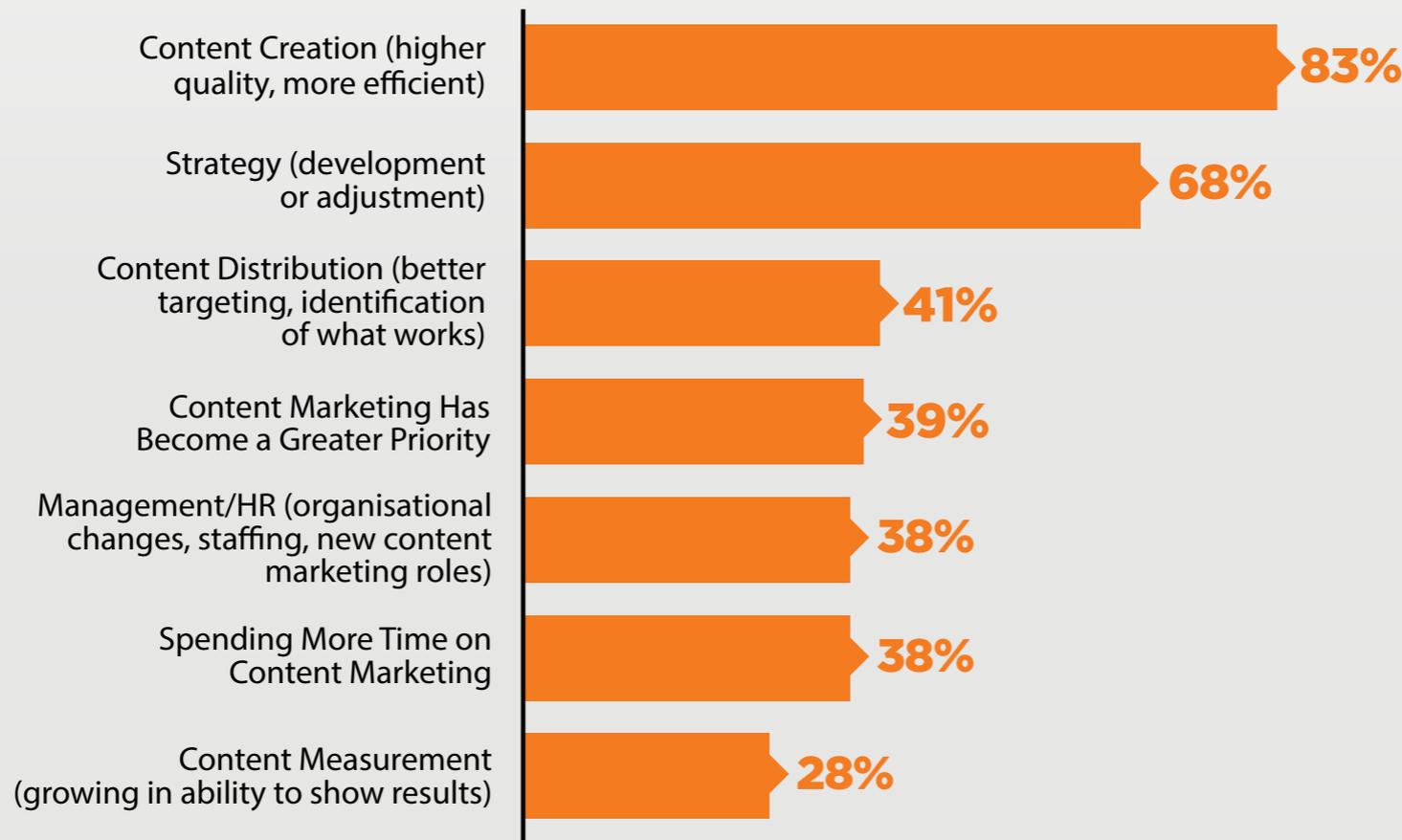


Content Marketing in the UK 2018—Benchmarks, Budgets, and Trends. Content Marketing Institute.

Base: UK content marketers; aided list.

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

Factors Contributing to UK Marketers' Increased Success Over the Last Year



Other factors cited: We Have Given Our Efforts Time to Bear Fruit and Are Now Getting Results (24%); Content Marketing Technologies/Tools (22%); More Budget for Content Marketing (22%); Content Marketing Training/Education (13%); Changes in Our Target Audience(s) (10%); Assistance of Outside Expertise (7%); and Other (3%).

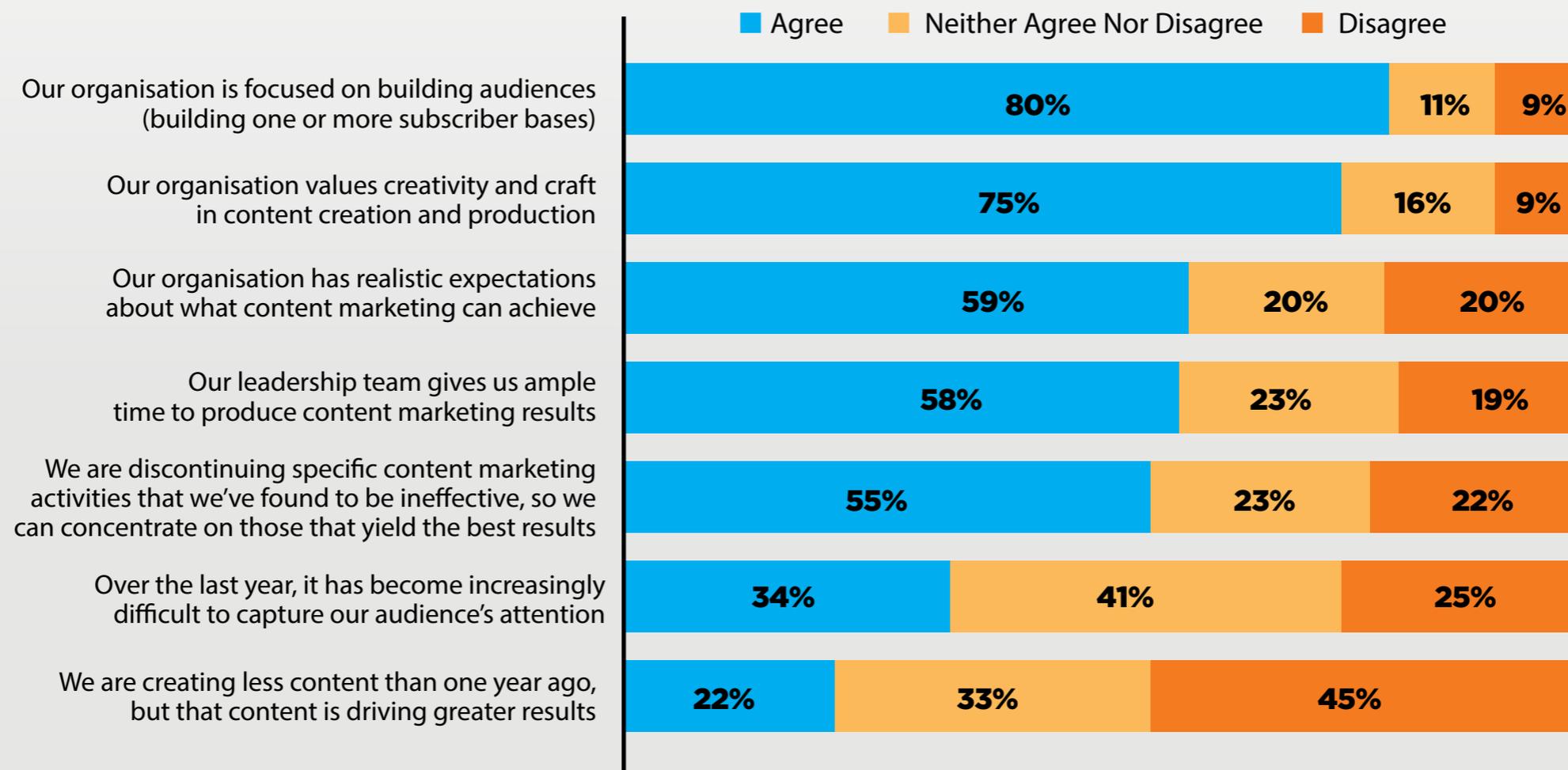
Base: UK content marketers who said their organisation's overall content marketing approach is much more or somewhat more successful compared with one year ago.

Content Marketing in the UK 2018—Benchmarks, Budgets, and Trends. Content Marketing Institute.

OPINIONS ABOUT CONTENT MARKETING

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

UK Marketers' Opinions About Content Marketing



Content Marketing in the UK 2018—Benchmarks, Budgets, and Trends. Content Marketing Institute.

Base: UK content marketers; aided list.

CONTENT MARKETING STRATEGY & TECHNOLOGIES



78% of respondents said their organisation has a content marketing strategy (38% said it is documented and 40% said it is verbal only).



Respondents reported their organisations use an average of three digital technologies specifically for managing content marketing efforts.

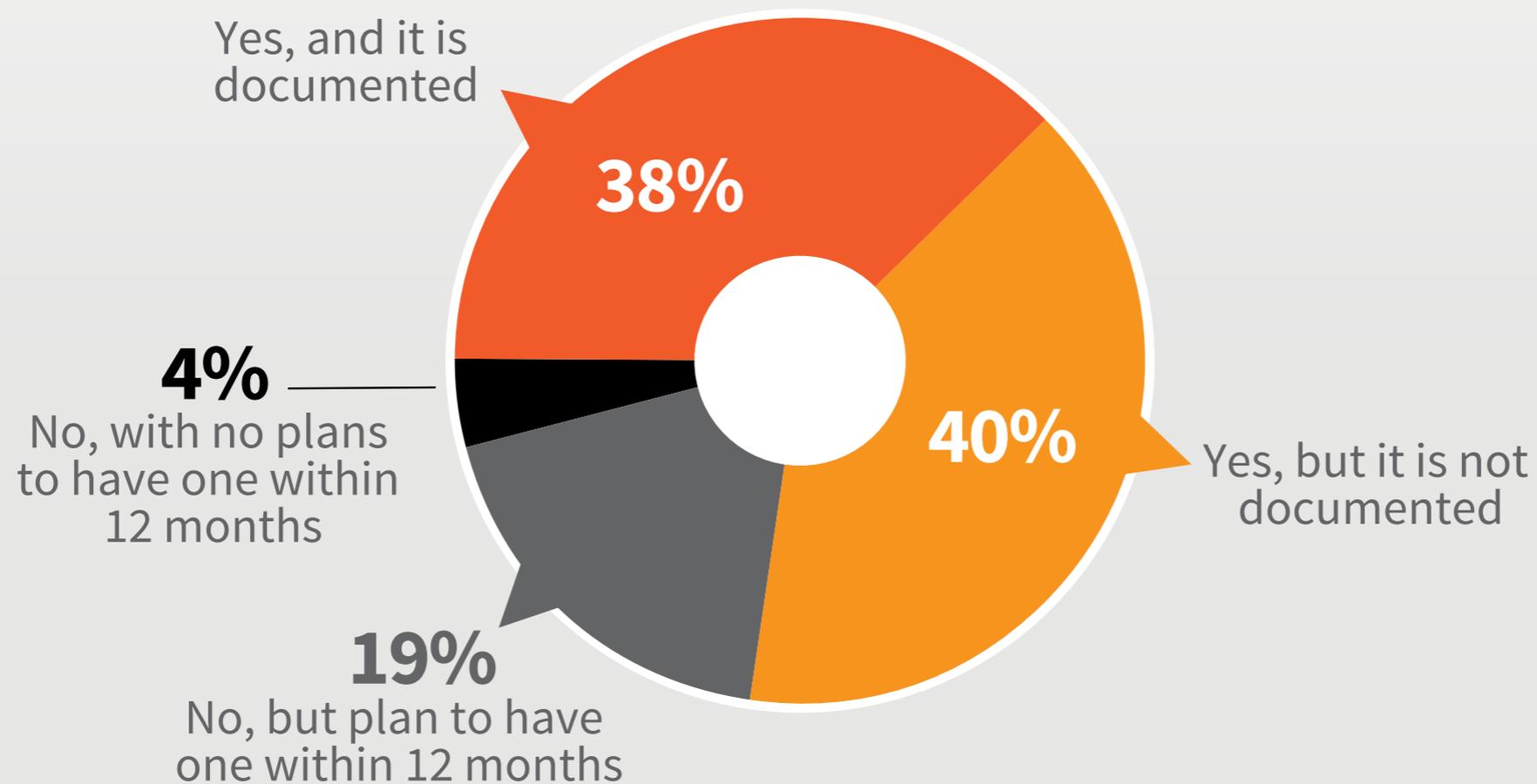


The two types of technology with the highest reported use are analytics tools (81%) and email marketing-focused technology (78%).



Does your organisation have a content marketing strategy?

Percentage of UK Marketers Who Have a Content Marketing Strategy

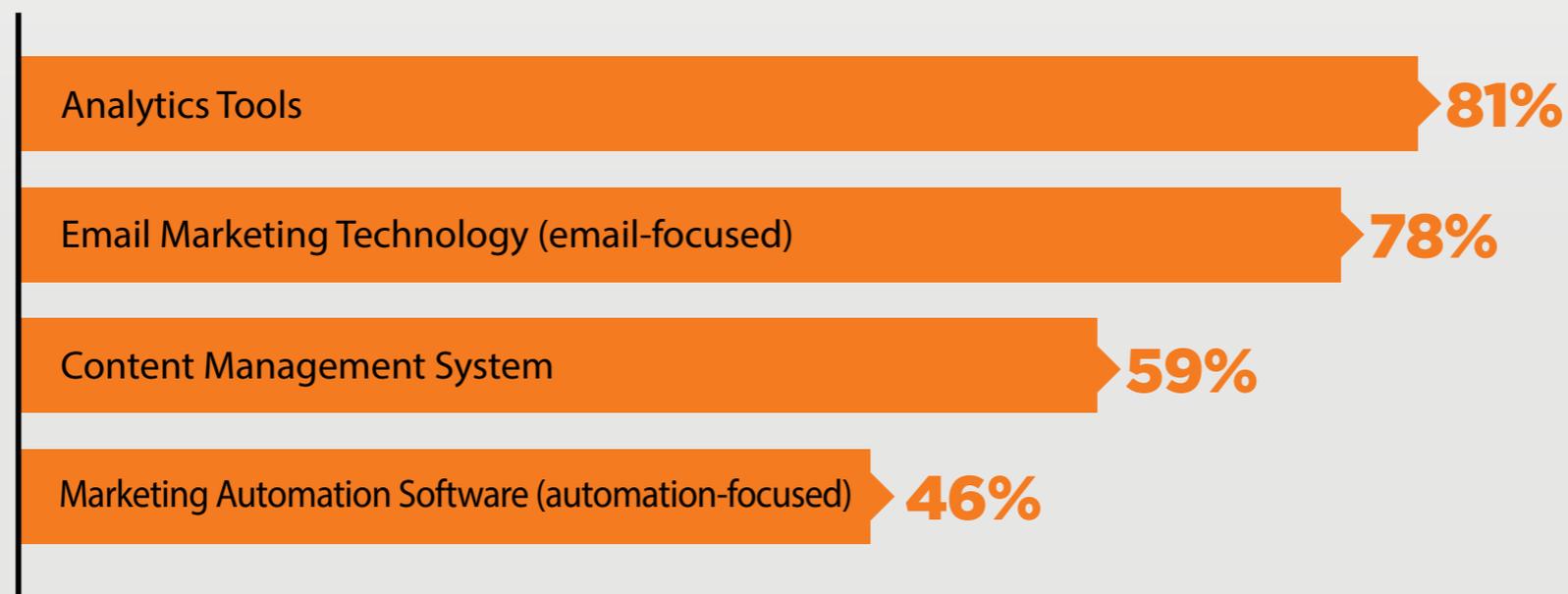


Content Marketing in the UK 2018—Benchmarks, Budgets, and Trends. Content Marketing Institute.

Base: UK content marketers; aided list.

Which type(s) of digital technologies does your organisation use specifically for managing its content marketing efforts?

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

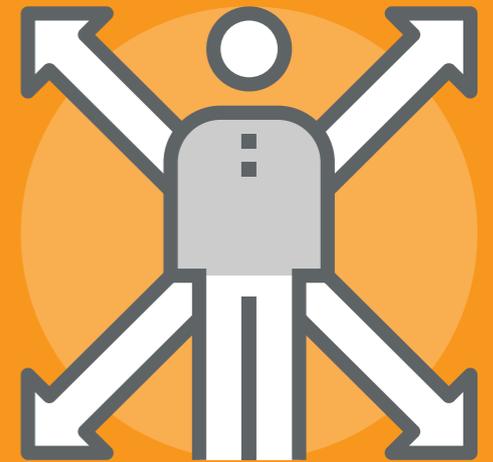


Other technologies used:

Webinar/Online Presentation Platforms (20%); Video Tools/Platforms (17%); Content Planning/Creation Software (9%); Content Collaboration/Workflow Software (8%); Content Promotion/Distribution Software (8%); Content Optimization Software (6%); Digital Asset Management (DAM) System/File Storage (5%); and Other (1%).

AVERAGE NUMBER USED:
3

CONTENT CREATION & DISTRIBUTION



When asked how well content-creation projects flow within their organisation, 35% of respondents rated the flow as excellent or very good; 34% rated it as good; and 31% rated it as fair or poor.



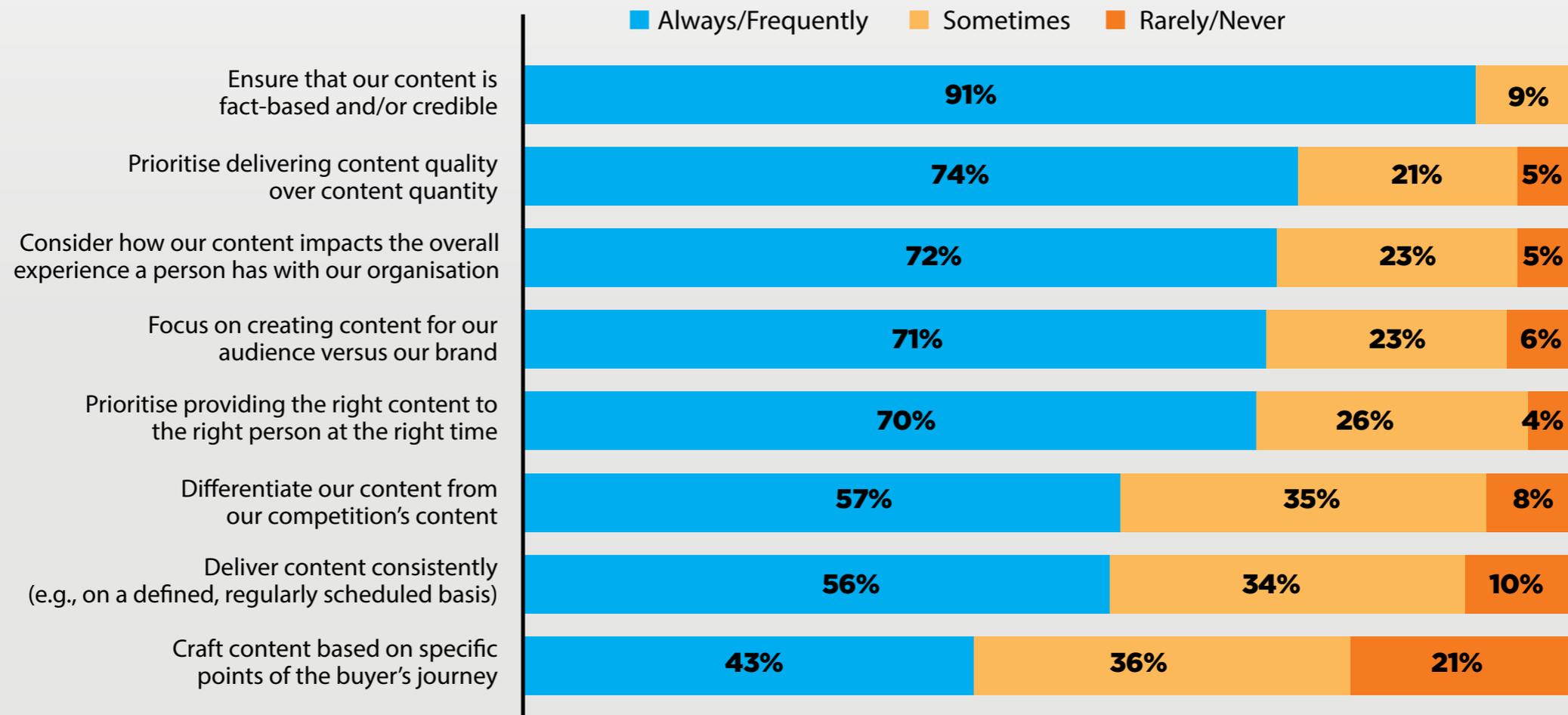
Among the content types, distribution formats, and social media platforms that respondents use, they rated case studies, email, and LinkedIn as most effective in helping their organisation achieve specific objectives.



44% of respondents send a monthly newsletter via email.

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

How Often UK Marketers Consider Various Concepts While Creating Content



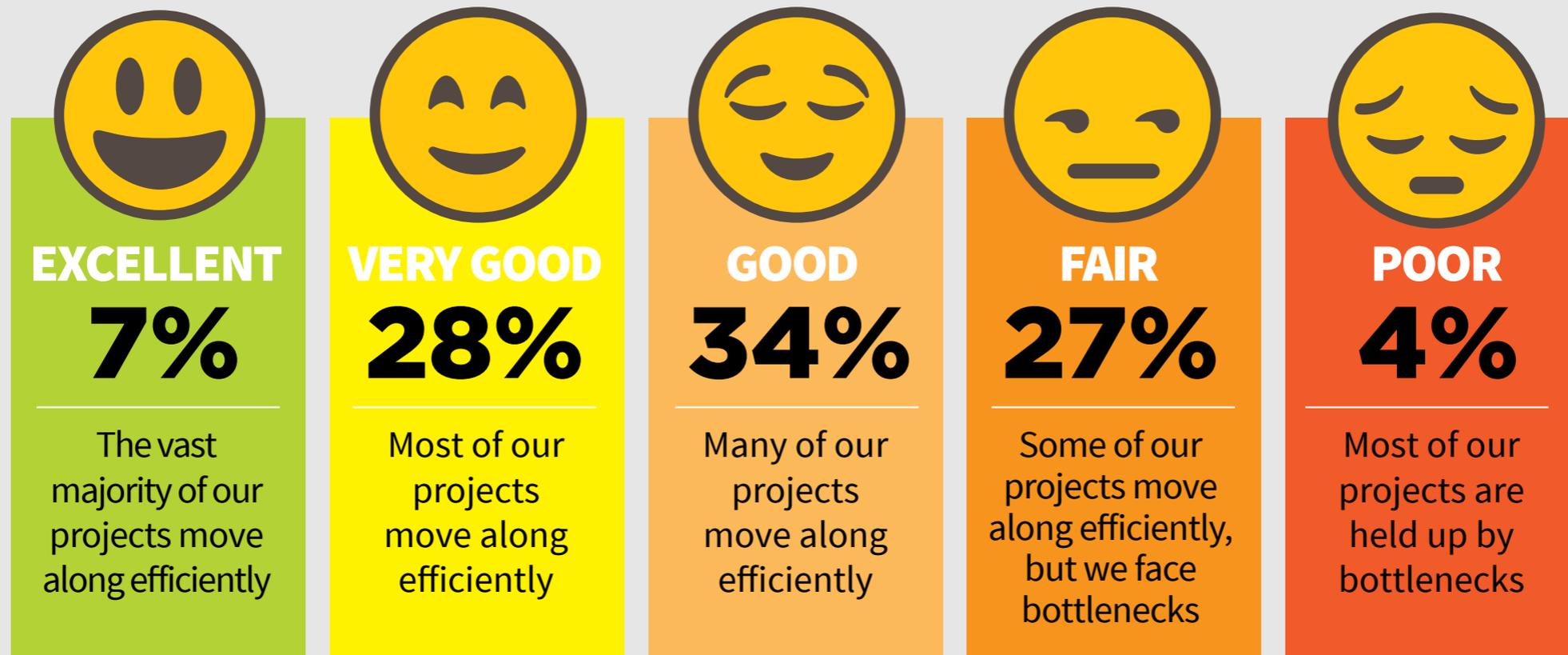
Content Marketing in the UK 2018—Benchmarks, Budgets, and Trends. Content Marketing Institute.

Base: UK content marketers; aided list.

CONTENT CREATION & DISTRIBUTION

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

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

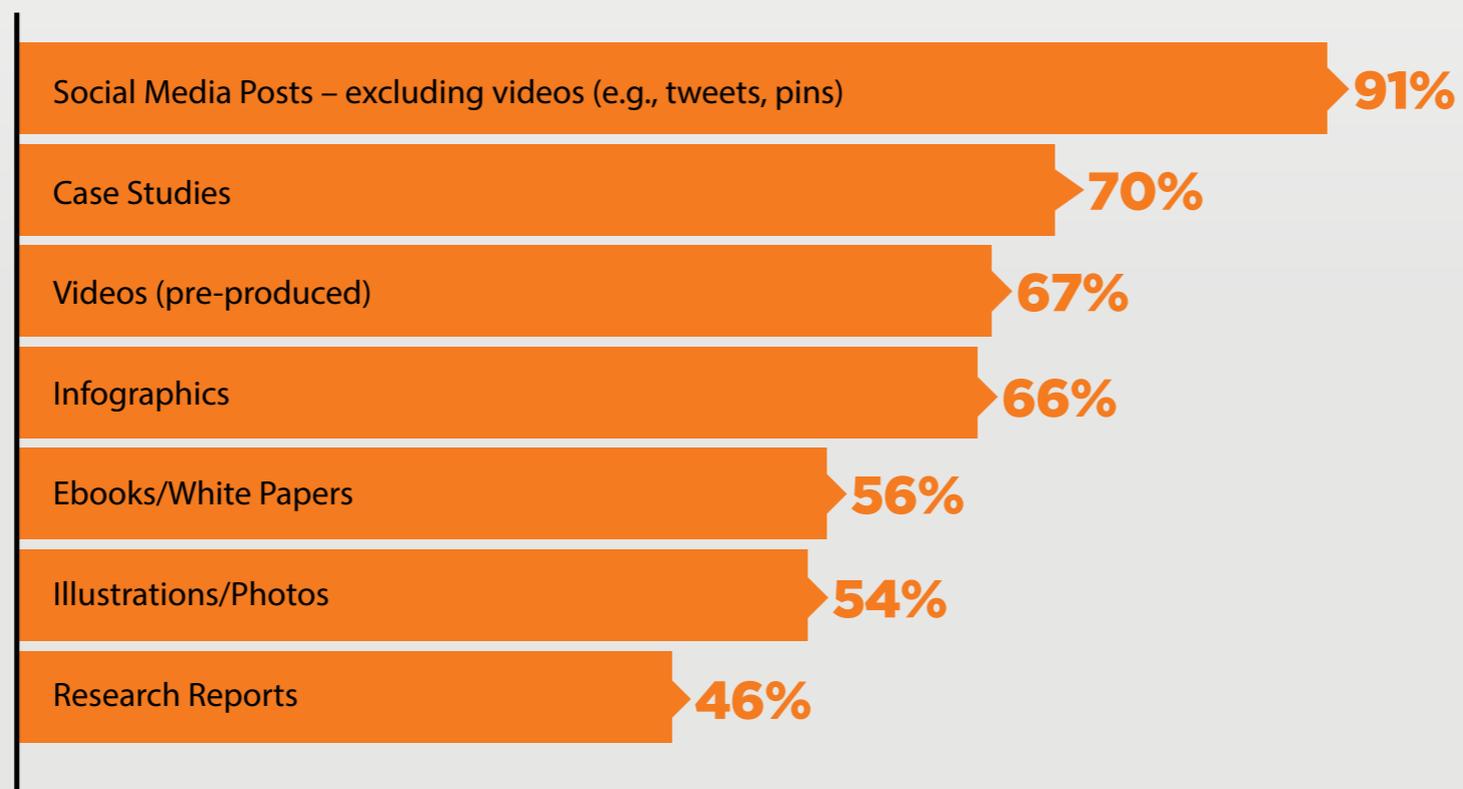


Content Marketing in the UK 2018—Benchmarks, Budgets, and Trends. Content Marketing Institute.

Base: UK content marketers; aided list.

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

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

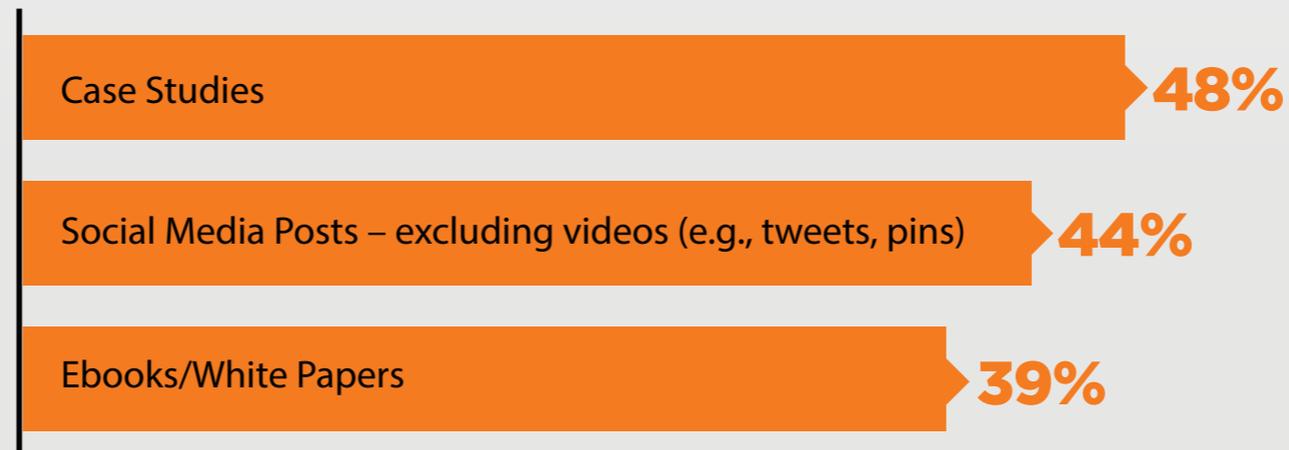


Other types of content used: Interactive Tools (e.g., quizzes, assessments, calculators) (26%); Videos (live-streaming) (13%); Podcasts (13%); Mobile Apps (7%); Film/TV (e.g., documentaries, short films) (6%); Virtual Reality/Augmented Reality (VR/AR) Experiences (1%); and Other (6%).

**AVERAGE
NUMBER USED:
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Of the content types you use, select up to three that are the most effective in helping your organisation achieve specific objectives.

Top 3 Most Effective Types of Content UK Marketers Use

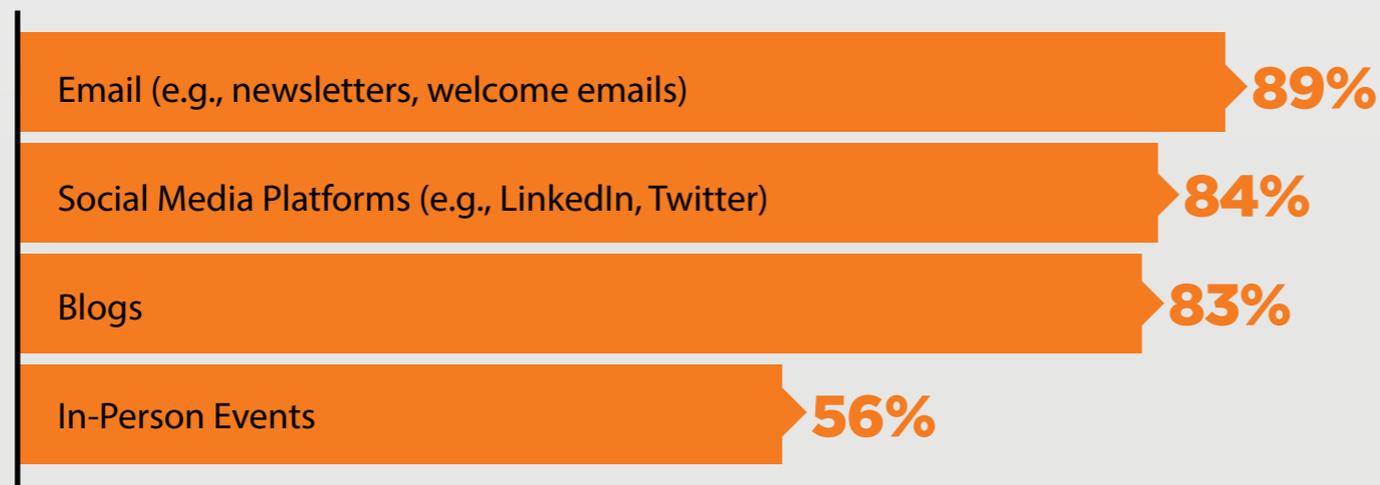


Base: UK content marketers who use the types listed. Maximum of three responses permitted. Results shown based on response frequencies.

Content Marketing in the UK 2018—Benchmarks, Budgets, and Trends. Content Marketing Institute.

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

Formats UK Marketers Use to Distribute Content for Content Marketing Purposes (Top 4)

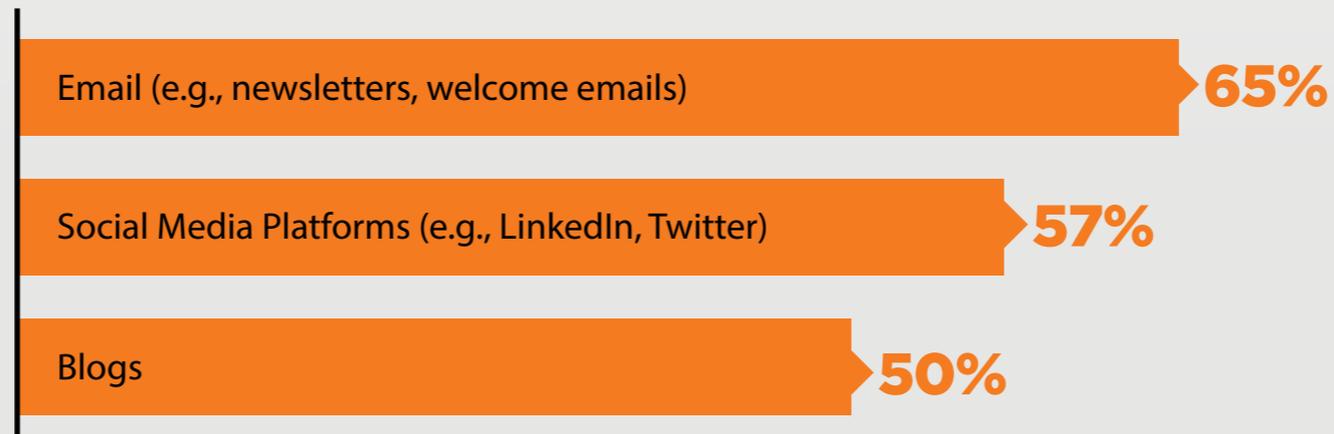


Other formats used: Print (other than magazines) (25%); Print Magazines (25%); Webinars/ Webcasts/Virtual Events (25%); Digital Magazines (17%); Online Presentations (17%); Separate Content Hubs (e.g., microsites, resource centers) (13%); and Other (0%).

**AVERAGE
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4**

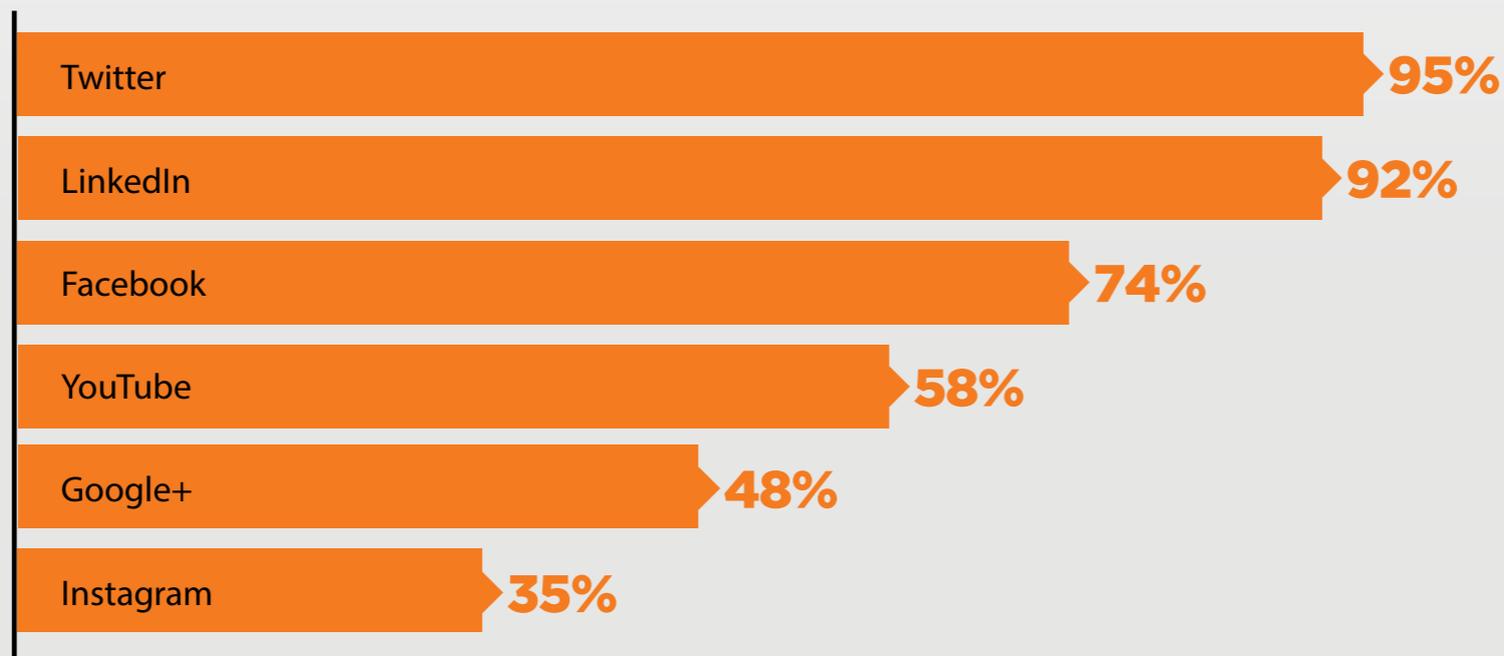
Of the formats you use, select up to three that are the most effective in helping your organisation achieve specific objectives.

Top 3 Most Effective Formats UK Marketers Use to Distribute Content



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

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

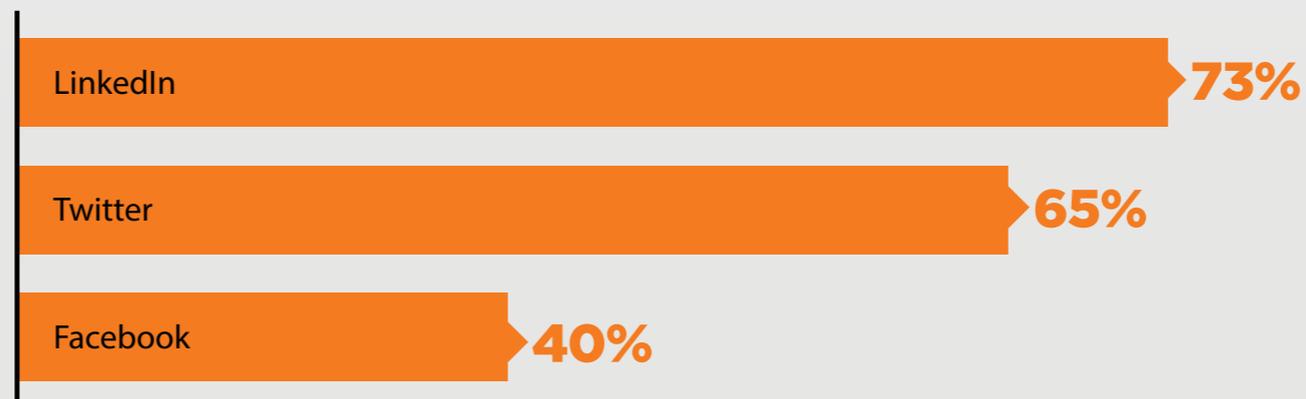


Other social media platforms used: Pinterest (15%); SlideShare (14%); Snapchat (4%); Medium (2%); and Other (5%).

AVERAGE NUMBER USED:
4

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

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

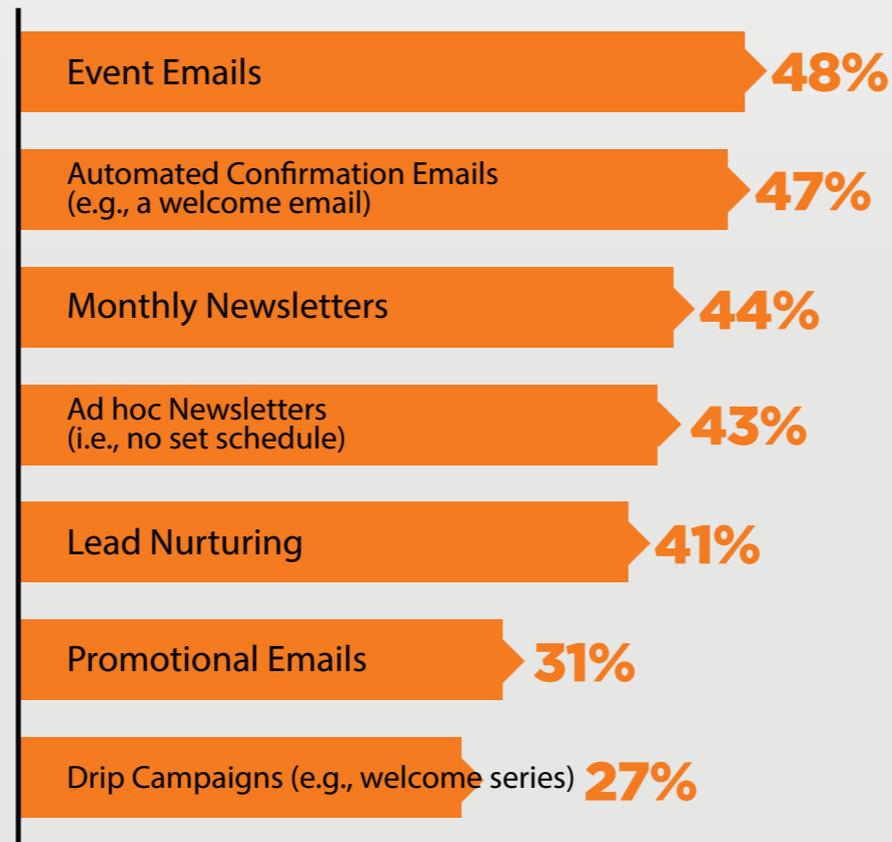


Content Marketing in the UK 2018—Benchmarks, Budgets, and Trends. Content Marketing Institute.

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

Which type(s) of email does your organisation use as part of its content marketing efforts?

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



Other types of email used:

Bi-weekly Newsletters (every other week) (13%); Partnership Emails (11%); Weekly Newsletters (11%); Daily Newsletters (3%); and Other (8%).

**AVERAGE
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3**

GOALS & METRICS



43% of respondents said their organisation does an excellent, very good, or good job in terms of aligning metrics with content marketing goals; however, another 40% said they do a fair or poor job.



Respondents who do not measure content marketing ROI (36%) cited the top two reasons as “we need an easier way to do this” (41%) and “no formal justification is required” (38%).



83% of respondents agreed they can demonstrate, with metrics, how content marketing has increased audience engagement. They are least likely to be able to demonstrate how it has decreased the cost of customer acquisition (34%).

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

How UK Marketers Rate Alignment Between Content Marketing Metrics and Goals

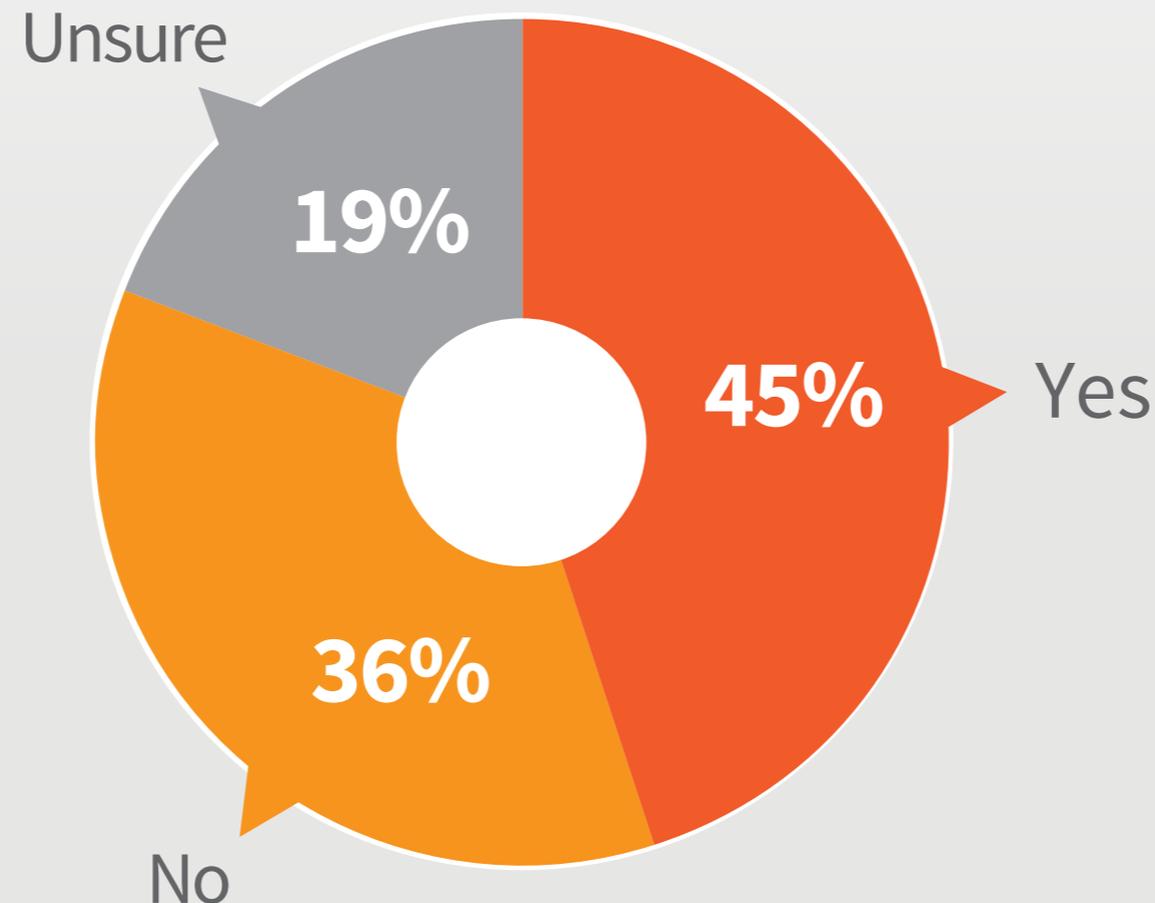


Content Marketing in the UK 2018—Benchmarks, Budgets, and Trends. Content Marketing Institute.

Base: UK content marketers; aided list.

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

Percentage of UK Marketers That Measure Content Marketing ROI

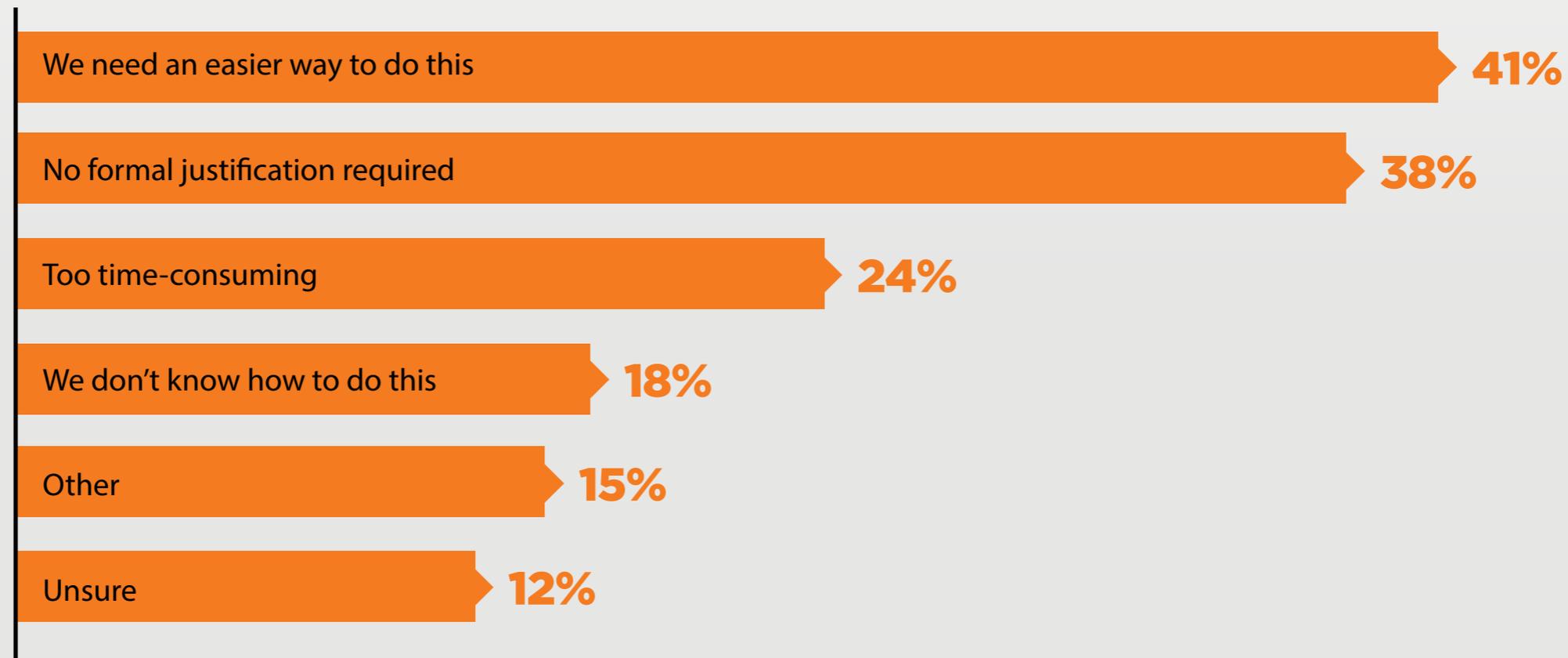


Content Marketing in the UK 2018—Benchmarks, Budgets, and Trends. Content Marketing Institute.

Base: UK content marketers; aided list.

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

Why UK Marketers Don't Measure Content Marketing ROI



Content Marketing in the UK 2018—Benchmarks, Budgets, and Trends. Content Marketing Institute.

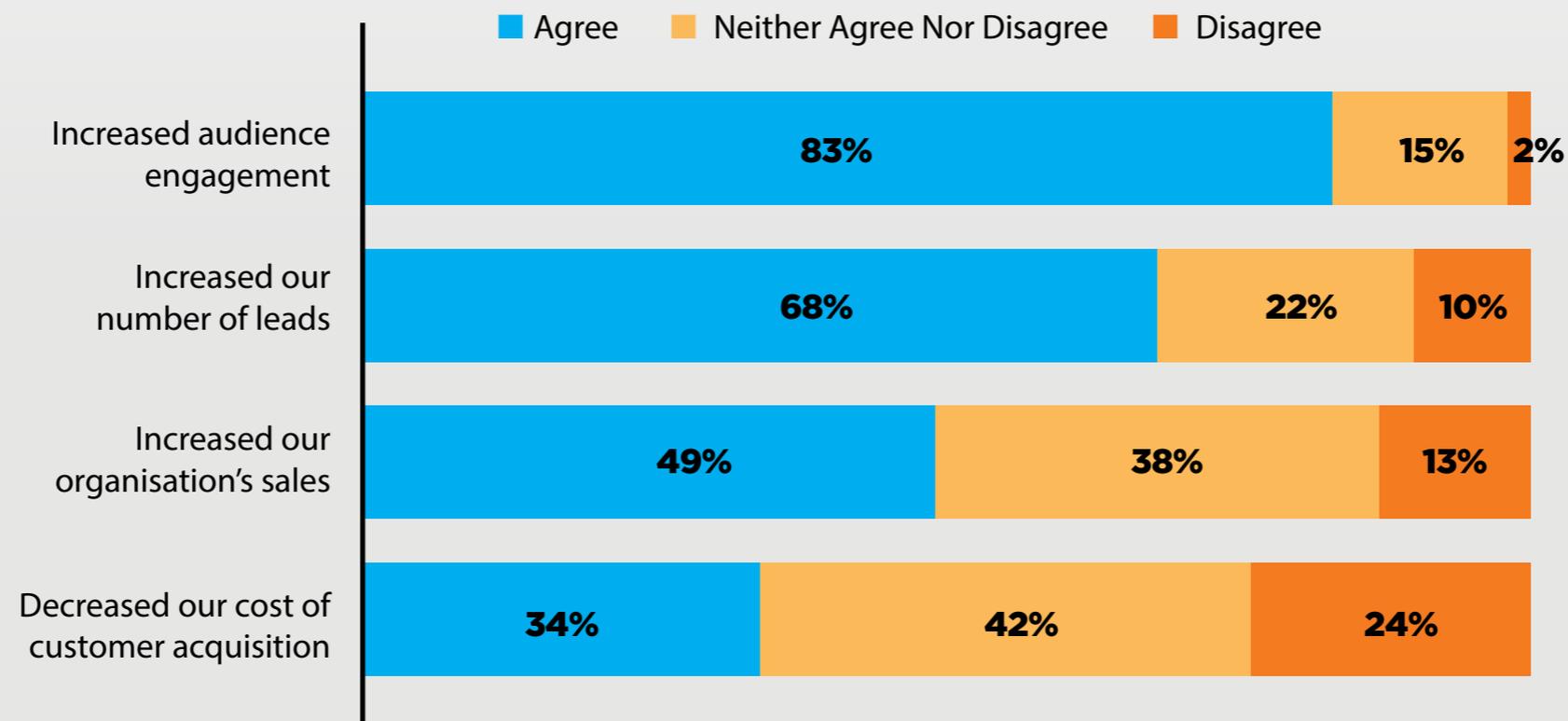
Base: UK content marketers whose organisations do not measure content marketing ROI. Aided list; multiple responses permitted.

GOALS & METRICS

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

UK Marketers' Metrics Agreement Statements

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



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

Content Marketing in the UK 2018—Benchmarks, Budgets, and Trends. Content Marketing Institute.

BUDGETS & SPENDING



Respondents reported they spend 30%, on average, of their total marketing budget on content marketing.



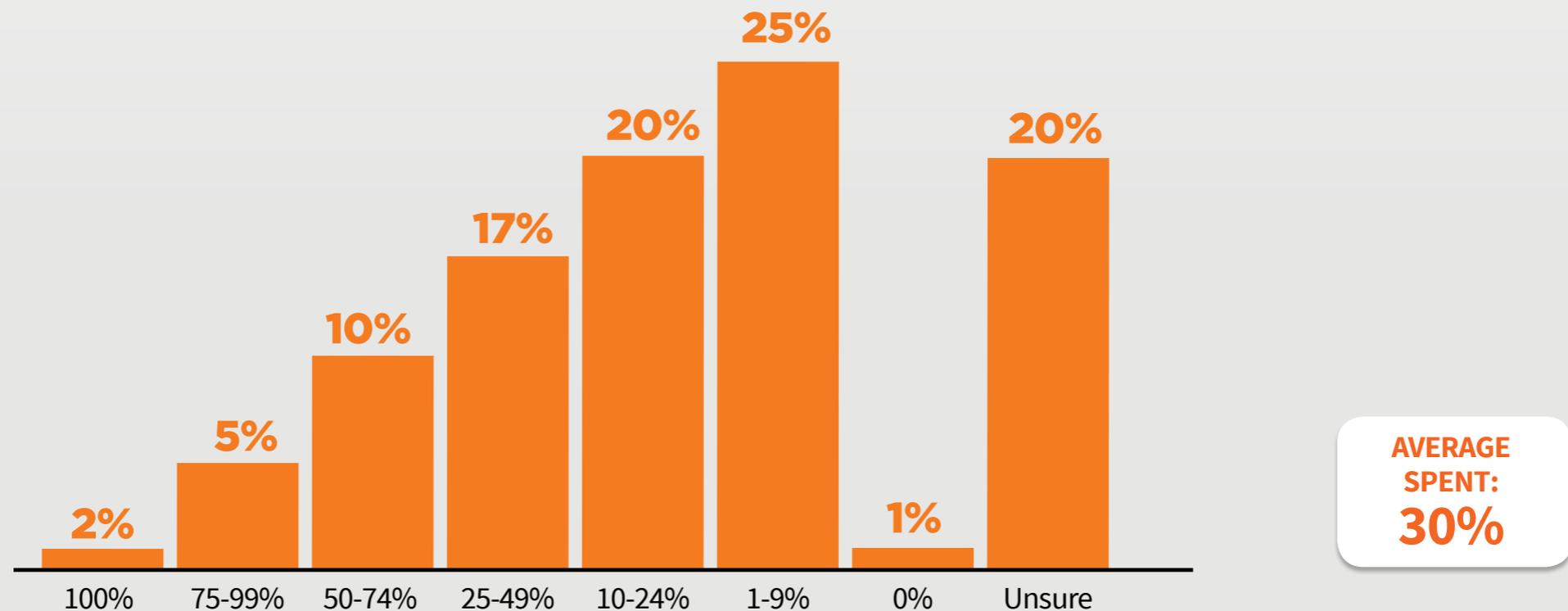
Organisations that are more committed to content marketing tend to spend more of their total marketing budget on content marketing: the most committed spend 40%, on average, whereas those that are somewhat committed spend 19%.



45% of respondents expect their content marketing budget to increase in the next 12 months.

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

Percentage of Total Marketing Budget Spent on UK Content Marketing

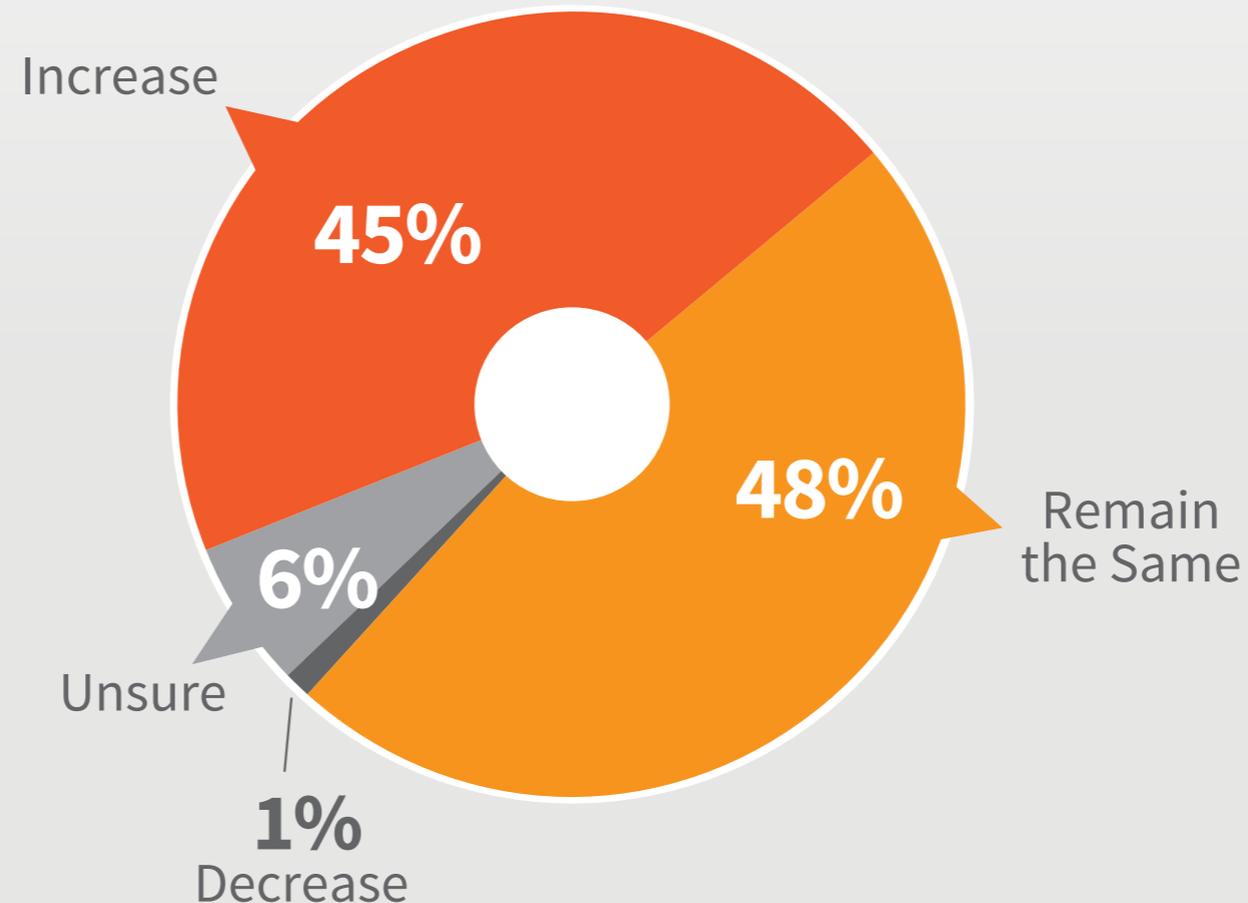


Content Marketing in the UK 2018—Benchmarks, Budgets, and Trends. Content Marketing Institute.

Base: UK content marketers; aided list.

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

UK Content Marketing Spending (Over Next 12 Months)



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Base: UK content marketers; aided list.

METHODOLOGY/DEMOGRAPHICS

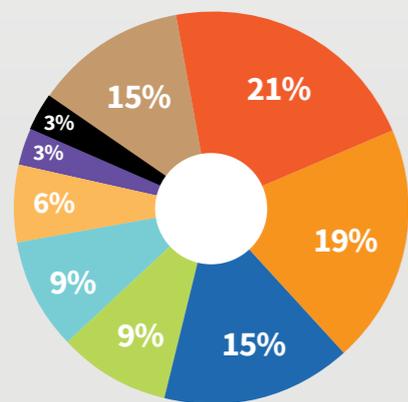
UK Content Marketing 2018: Benchmarks, Budgets, and Trends was produced by **Content Marketing Institute** and sponsored by **Tomorrow People**.

The eighth annual content marketing survey, from which the results of this report were generated, was mailed electronically to a sample of marketers using lists from Content Marketing Institute, MarketingProfs, The Association for Data-driven Marketing & Advertising (ADMA), WTWH Media, and Technology for Marketing (TFM).

A total of 2,190 recipients from around the globe—representing a full range of industries, functional areas, and company sizes—responded to the survey during June and July 2017. This report presents the findings from the 117 respondents who indicated their organisation is for-profit in the UK (66% B2B; 9% B2C; and 25% both B2B+B2C).

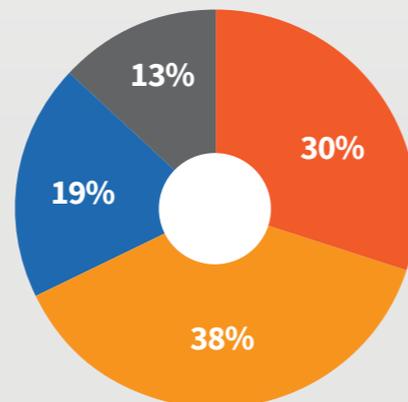
Note: The UK content marketers referred to in the base lines and bullet points in this report are respondents who indicated their organisation uses content marketing.

UK Industry Classification



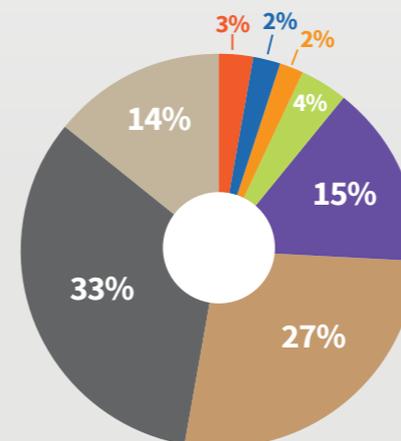
- Agency (Advertising, Digital Marketing, Content Marketing, PR, Marcom)
- Technology/IT/Software/Hardware
- Consulting
- Manufacturing
- Professional Services
- Publishing/Media
- Education
- Financial Services
- Other

Size of UK Company (by Employees)



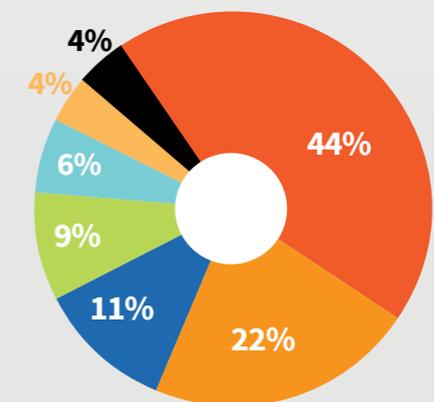
- Micro (Fewer than 10 Employees)
- Small (10-99 Employees)
- Midsize (100-999 Employees)
- Large (1,000+ Employees)

UK Organisation 2016 Total Annual Revenue



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

UK Job Title/Function



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

ABOUT

Thanks to all the survey respondents and survey distribution partners who made this study possible.

About Content Marketing Institute (CMI)

Content Marketing Institute is the leading global content marketing education and training organization, teaching enterprise brands how to attract and retain customers through compelling, multichannel storytelling. CMI's **Content Marketing World** event, the largest content marketing-focused event, is held every September in Cleveland, Ohio, USA, and the **Intelligent Content Conference** event is held every spring. CMI publishes the bi-monthly magazine **Chief Content Officer**, and provides strategic consulting and content marketing research for some of the best-known brands in the world. Watch this [video](#) to learn more about CMI. To view all research and subscribe to our emails, visit www.contentmarketinginstitute.com.

Content Marketing Institute is organized by UBM plc. UBM is the largest pure-play B2B Events organizer in the world. Our 3,750+ people, based in more than 20 countries, serve more than 50 different sectors. Our deep knowledge and passion for these sectors allow us to create valuable experiences which enable our customers to succeed. Please visit www.ubm.com for the latest news and information about UBM.

About Tomorrow People

Tomorrow People is an award-winning specialist B2B content agency based in Birmingham, UK. They use modern marketing techniques to redefine B2B brand experiences for some of the world's best-known companies. They do this by creating compelling content for everyone from tech start-ups right through to established financial service providers.

Founded by two partners in 2000, Tomorrow People employs over 30 people across editorial, web development, account management, design, and digital marketing teams, and works closely with a pool of sector expert copywriters and videographers.

Tomorrow People are pioneers of the inbound marketing approach, using highly relevant, targeted content to drive leads through a nurturing process and convert them into customers.