



BEST-IN-CLASS BENCHMARKS

CREATING AND

SHARING CONTENT

Ascend2 Research Conducted in Partnership with Vidyard

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METHODOLOGY

Ascend2 benchmarks the performance of popular digital marketing strategies and tactics using a standardized questionnaire and a proprietary 3-Minute Survey format.

This survey was fielded online to a panel of research subscribers and marketing influencers by Vidyard and Ascend2, and this report was published in July, 2017.



BEST-IN-CLASS BENCHMARKS CREATING AND SHARING CONTENT

You have invested valuable time and resources into creating compelling content, but your strategy isn't complete without an effective plan to distribute it.

How are best-in-class content marketers achieving their most important content marketing and distribution objectives?

To find out, Vidyard and Ascend2 fielded the Content Marketing and Distribution Survey.

The data in this edition of the study, titled Best-in-Class Benchmarks Creating and Sharing for Success, exclusively benchmarks the opinions of the 88 companies completing

the survey that described their content marketing and distribution strategy as very successful, or best-in-class, in comparison to their competitors. We thank these busy professionals for sharing their valuable insights with us, and you.

This research has been produced for your use. Put it to work in your own marketing strategy. Clip the charts and write about them in your blog or post them on social media.

Please share this research credited as published.

Enjoy!

SURVEY RESPONDENTS

N=88 Best-in-Class

Number of Employees

<i>More than 500</i>	52%
<i>50 to 500</i>	40%
<i>Few than 50</i>	8%

Role in the Company

<i>Owner/Partner/CXO</i>	60%
<i>Vice President/Director/Mgr</i>	35%
<i>Non-Management Pro</i>	35%

Primary Marketing Channel

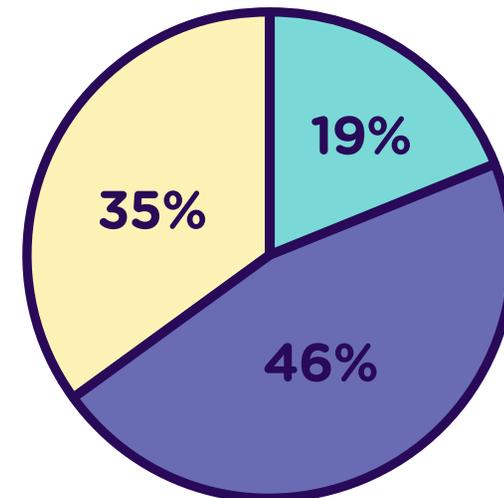
<i>B2B (Business-to-Business)</i>	54%
<i>B2C (Business-to-Consumer)</i>	26%
<i>B2B and B2C Equally</i>	20%



REPORTING ON BEST-IN-CLASS SUCCESS

35% of companies completing the survey described their marketing automation strategy as very successful in comparison to competitors. The following report provides insights exclusively from these best-in-class content marketing and distribution marketers.

How successful is your content marketing and distribution strategy at achieving important objectives?

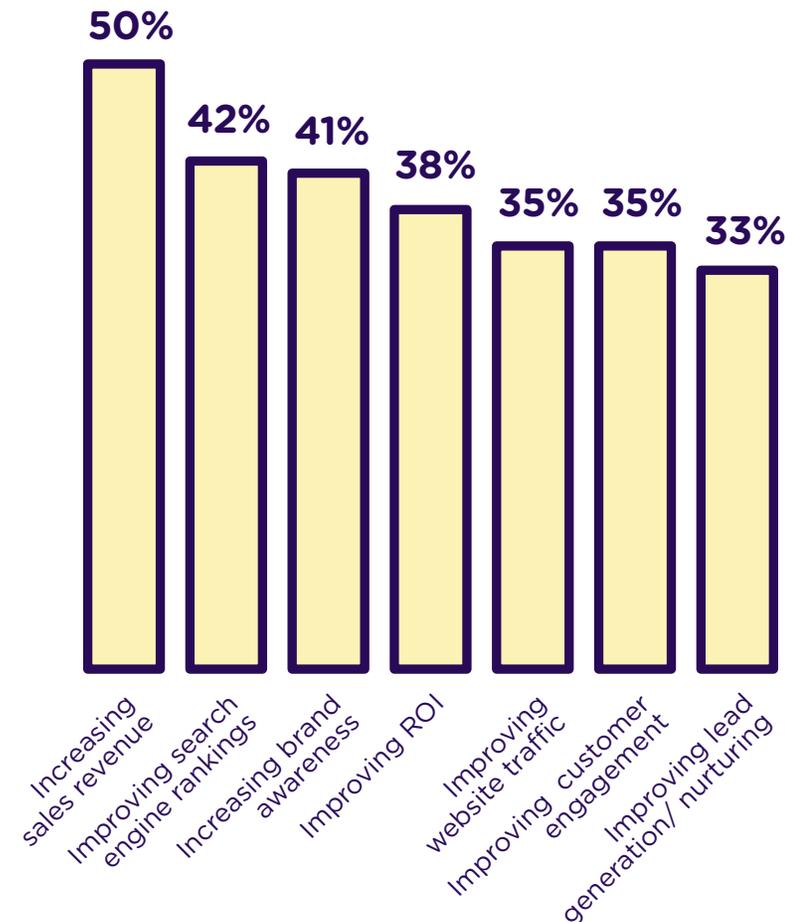


-  *Very successful (best-in-class)*
-  *Somewhat successful (above average)*
-  *Unsuccessful (below average)*

MOST IMPORTANT STRATEGIC OBJECTIVES

Exactly half (50%) of the best-in-class identified increasing sales revenue as a most important objective when it comes to a content marketing and distribution strategy. This supports other studies showing a similar trend toward the alignment of marketing and sales objectives.

What are the most important objectives for content marketing and distribution strategy?

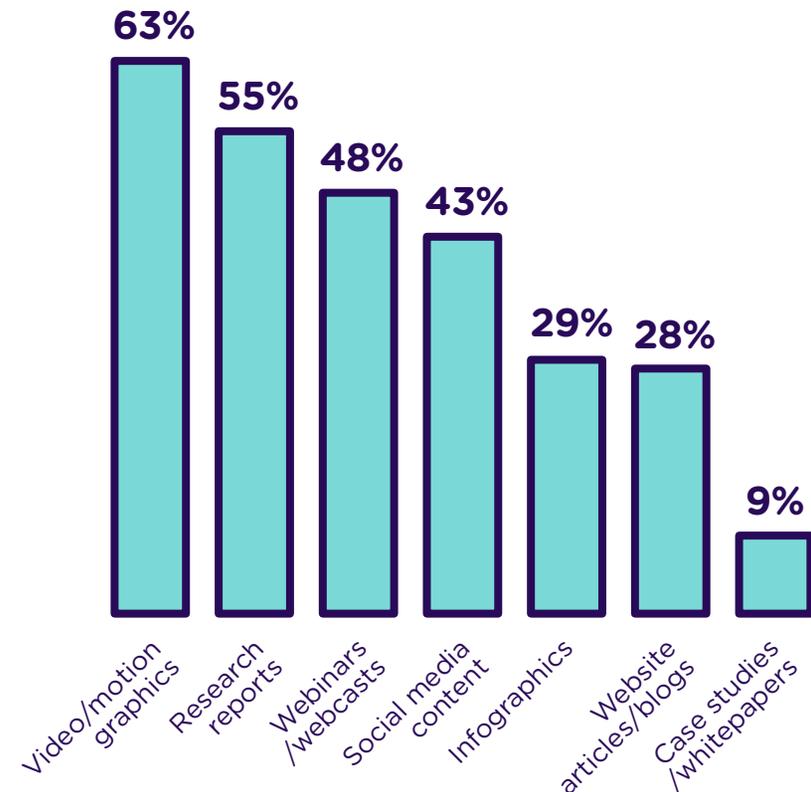


Best-in-Class Benchmarks: Creating and Sharing Social Content
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MOST EFFECTIVE TYPES OF MARKETING CONTENT

Nearly two-thirds (63%) of the best-in-class consider video/motion graphics to be a most effective type of marketing content used to achieve important objectives. However, creating even the most compelling content isn't effective without a plan and a platform to distribute it.

What are the most effective types of marketing content used to achieve important objectives?

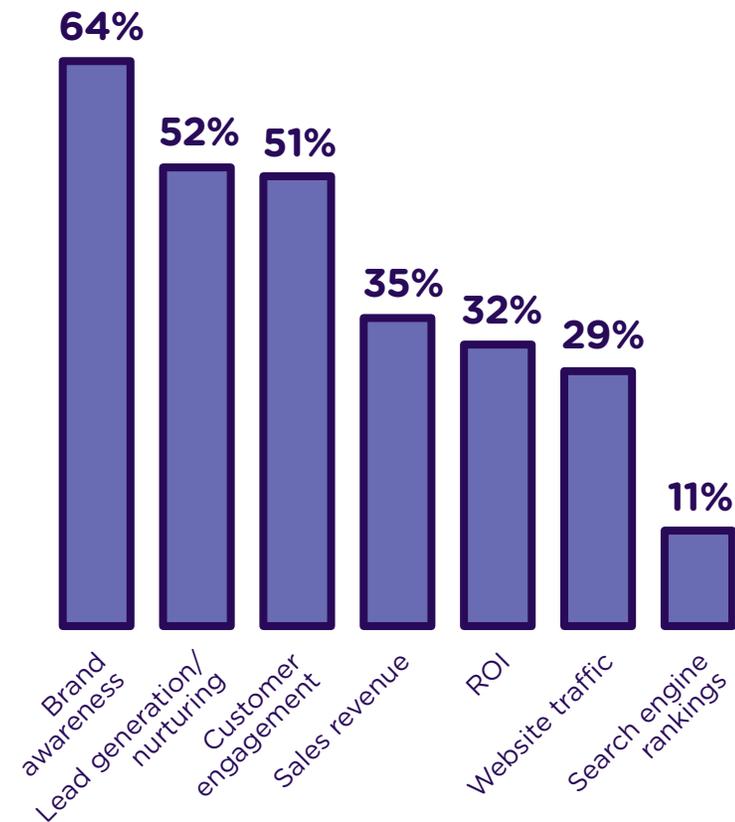


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MEASURABLY USEFUL METRICS

A useful measure of content marketing success for nearly two-thirds (64%) of the best-in-class is brand awareness. Brand awareness is also one of the most difficult KPIs to measure. Analytical tools, however, are now readily available to track and report on this metric in easy to comprehend ways.

What are the most useful metrics for measuring content marketing success?

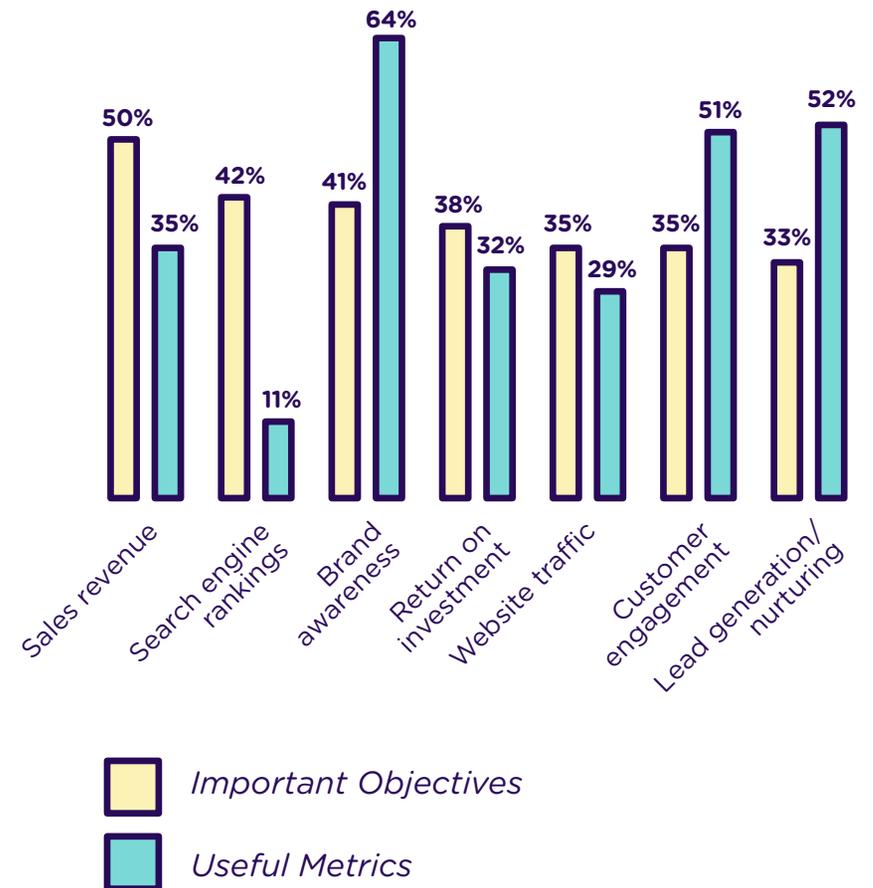


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COMPARING OBJECTIVES AND METRICS

The most effective content marketing and distribution strategies not only consider the importance of objectives, but also their measurability. From a practical standpoint, if achieving an objective can not be measured, it is less useful than objectives that can be measured.

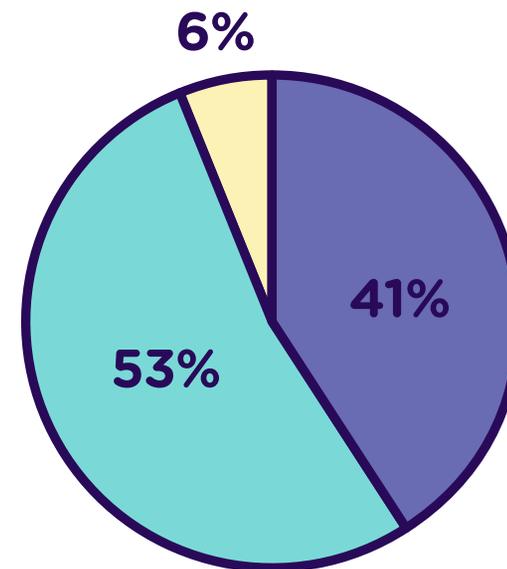
Strategic analysis of important objectives versus useful metrics



RESOURCES USED TO MARKET CONTENT

The high degree of difficulty required to create compelling content and effectively distribute it to target audiences is driving a need for specialized skills and resources not always available in-house. Most (94%) of the best-in-class outsource all or part of their content marketing and distribution.

Which best describes the resources used to perform content marketing and distribution?

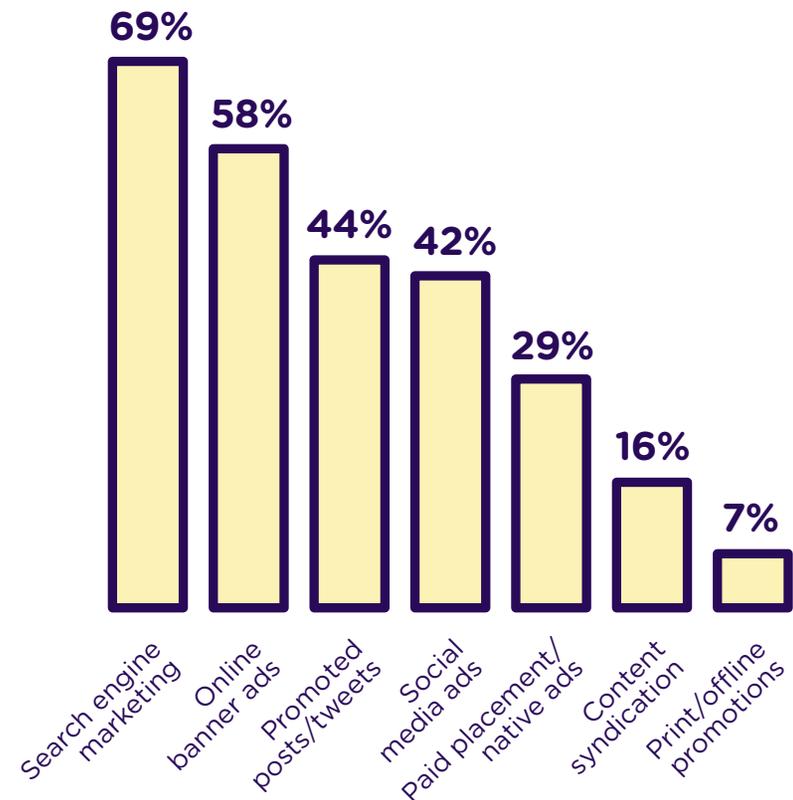


-  *Outsourced to a specialist*
-  *Combination of outsourced and in-house resources*
-  *In-house resources only*

PAID DISTRIBUTION CHANNEL EFFECTIVENESS

A majority of the best-in-class (69% and 58% respectively) consider search engine marketing and online banner ads to be the most effective paid channels used to distribute content for marketing purposes.

What are the most effective paid channels used to distribute content?

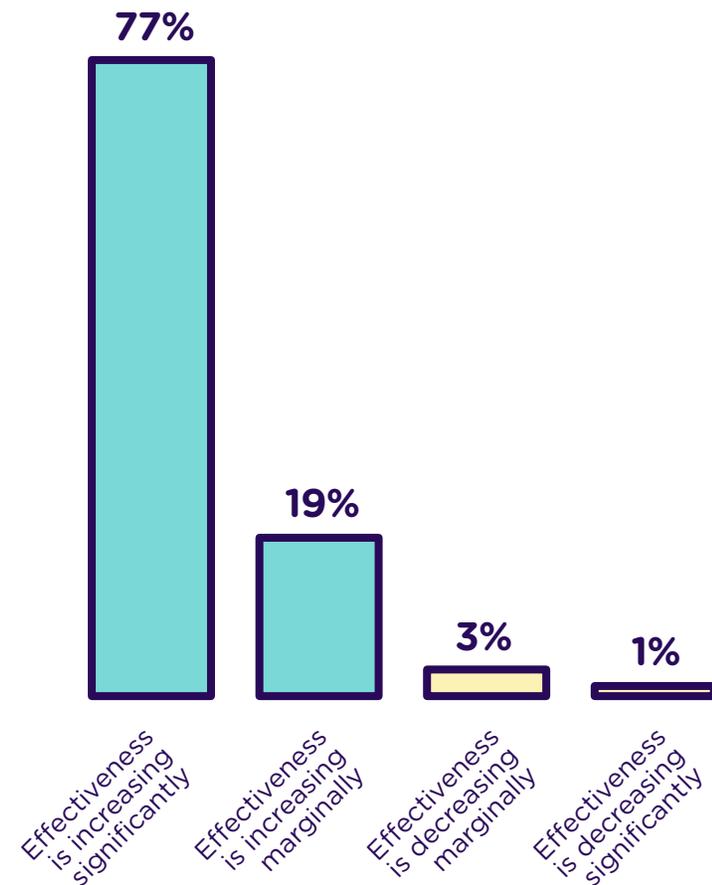


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HOW PAID CHANNEL EFFECTIVENESS IS CHANGING

The effectiveness of paid distribution channels for content marketing is increasing significantly for more than three-quarters (77%) of the best-in-class. While an insignificant total of only 4% consider the effectiveness of paid distribution channels to be decreasing to some extent.

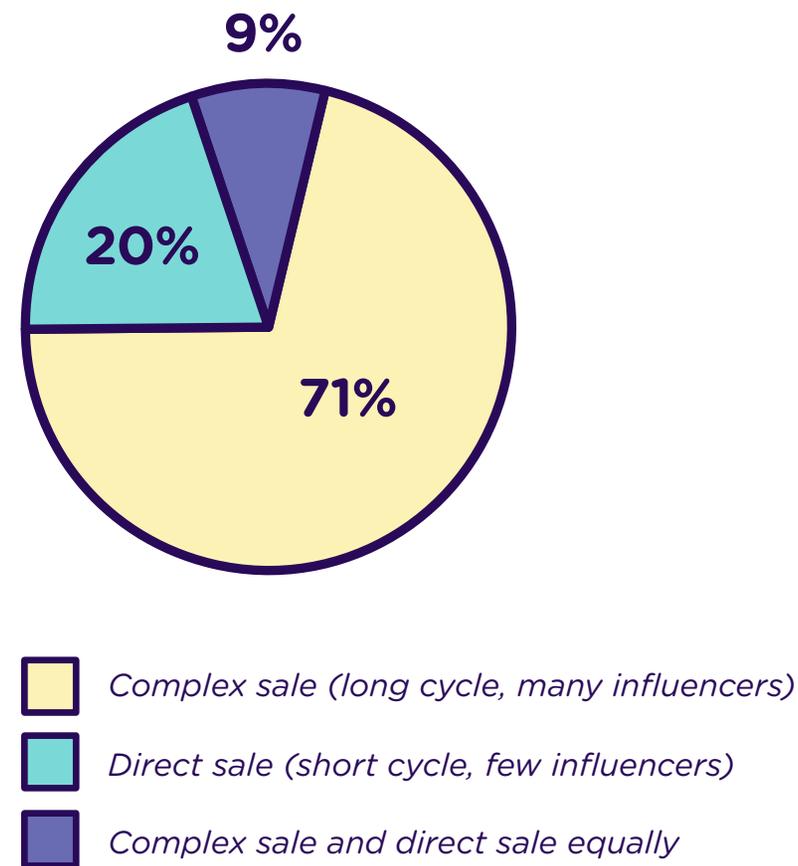
Which best describes how the effectiveness of paid distribution is changing?



SALES CYCLE ENCOUNTERED

A successful content marketing and distribution strategy takes into consideration the sales cycle encountered. The more complex a sales cycle, the more essential it is to target specific personas and purchasing stages with the right content, distributed to the right people, at the right time.

Which best describes the type of sales cycle encountered most often?



ABOUT THE RESEARCH PARTNERS



We Measure Your Videos Performance.

If video is part of your marketing strategy, you need a way to measure its impact on revenue. As the world's leading video marketing platform, Vidyard can show you exactly how viewers interact with your videos. This means you can continuously improve your marketing strategy based on measurable results. Along with hosting your video content, Vidyard reveals who's watching your videos, and for how long with detailed viewer analytics and engagement data you can push directly into your MAP and CRM.

Learn more about [Vidyard](#).



Marketing technology companies and digital marketing agencies partner with Ascend2 to reliably generate demand and supplement content for their firms. Our Research Partner Programs are transparent - spotlighting your brand and the interests of your market. If marketing professionals are your ideal prospects, we can help you find more of them.

Learn more about [Ascend2](#)