

An overhead view of a large wooden conference table with several people seated around it. They are working on papers, laptops, and tablets. The scene is brightly lit, suggesting a modern office environment.

Strategies, Tactics and Trends for

CONTENT MARKETING ENGAGEMENT

Survey Summary Report

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Methodology

Ascend2 benchmarks the performance of marketing strategies, tactics and the technology that drives them with a standardized online questionnaire and a proprietary 3-Minute Survey format.

This survey was fielded to a panel of marketing influencers and marketing research subscribers.

CONTENT MARKETING ENGAGEMENT

The goal of a content marketing strategy is to provide helpful insights that ultimately move a target audience through the decision-making process to a desired action.

But what are the strategies and tactics behind creating *engaging content that drives profitable decisions* from your audience?

To help you answer this question, Ascend2 and our Research Partners fielded the Content Marketing Engagement Survey. We thank the 301 marketing influencers who responded to this survey during the week of May 20, 2019.

This Survey Summary Report, titled Content Marketing Engagement, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

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.

Survey Market Segments

Number of Employees

More than 500	45%
50 to 500	30%
Fewer than 50	25%

Role in the Company

Owner / Partner / CXO	13%
VP / Director / Manager	32%
Non-Mgmt Professional	55%

Primary Marketing Channel

Business-to-Business	39%
Business-to-Consumer	39%
B2B and B2C Equally	22%

PRIMARY OBJECTIVES

Improving brand awareness is a primary objective for a content marketing engagement strategy to achieve for 55% of marketing influencers. The more profit-driven objectives, increasing customer conversions and increasing sales revenue, are also at the top of the list according to 48% and 46% of marketers, respectively.

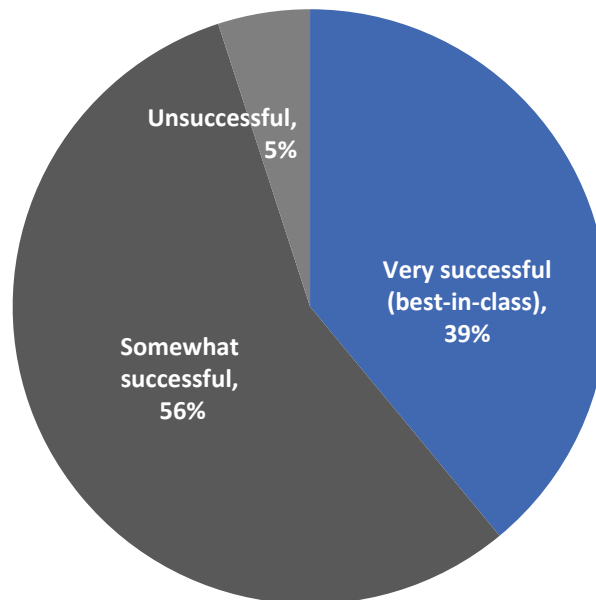
What are the PRIMARY OBJECTIVES for a content marketing engagement strategy to achieve?



STRATEGIC SUCCESS

The vast majority (95%) of the marketing influencers surveyed reported that a content marketing engagement strategy is successful to some extent at achieving their primary objectives. 40% consider their strategy to be very successful, or best-in-class compared to competitors.

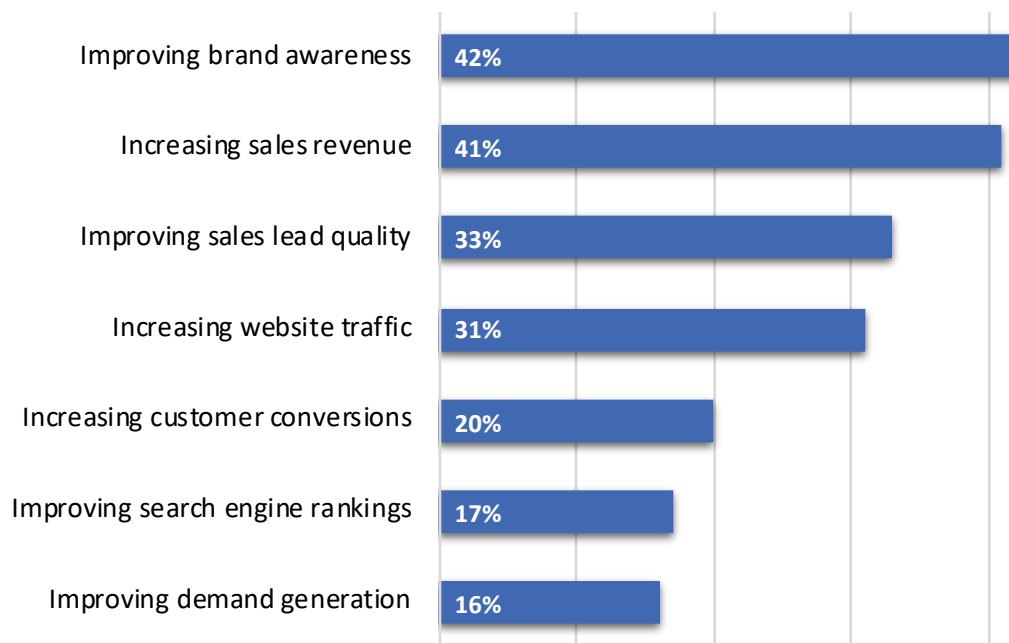
Which best describes the SUCCESS of a content marketing engagement strategy at achieving the primary objectives?



CRITICAL CHALLENGES

When executing a content marketing engagement strategy, improving brand awareness and increasing sales revenue are among the most critical challenges that marketers face according to 42% and 41% of those surveyed, respectively.

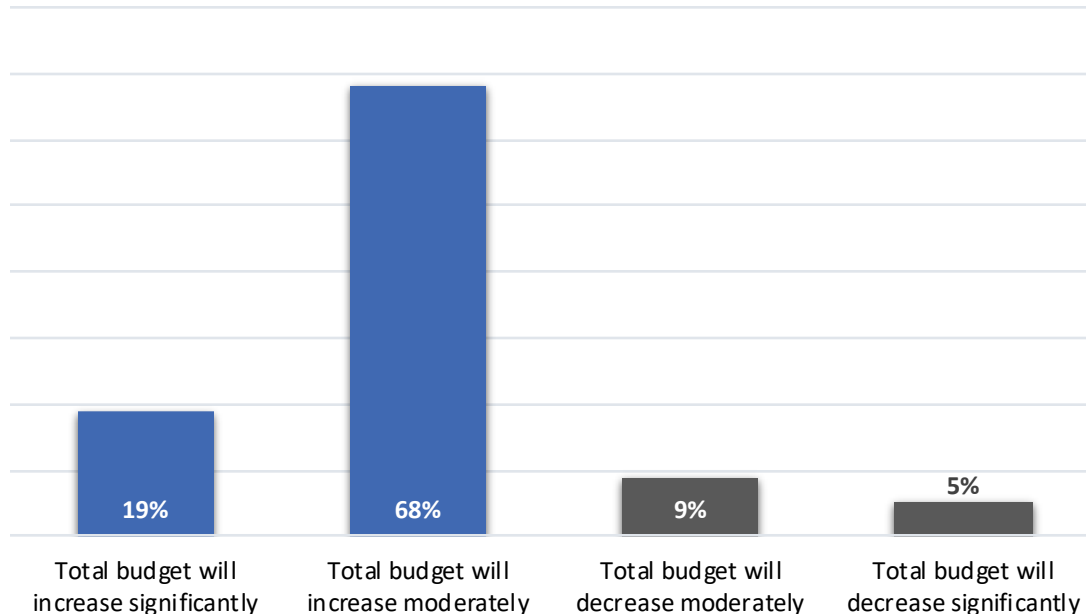
What are the most CRITICAL CHALLENGES to the success of a content marketing engagement strategy?



TOTAL BUDGET

An 87% majority of marketing influencers report that the total budget (time, resources and expenses) for content marketing engagement is increasing to some extent. Over two thirds (68%) say that this increase is moderate.

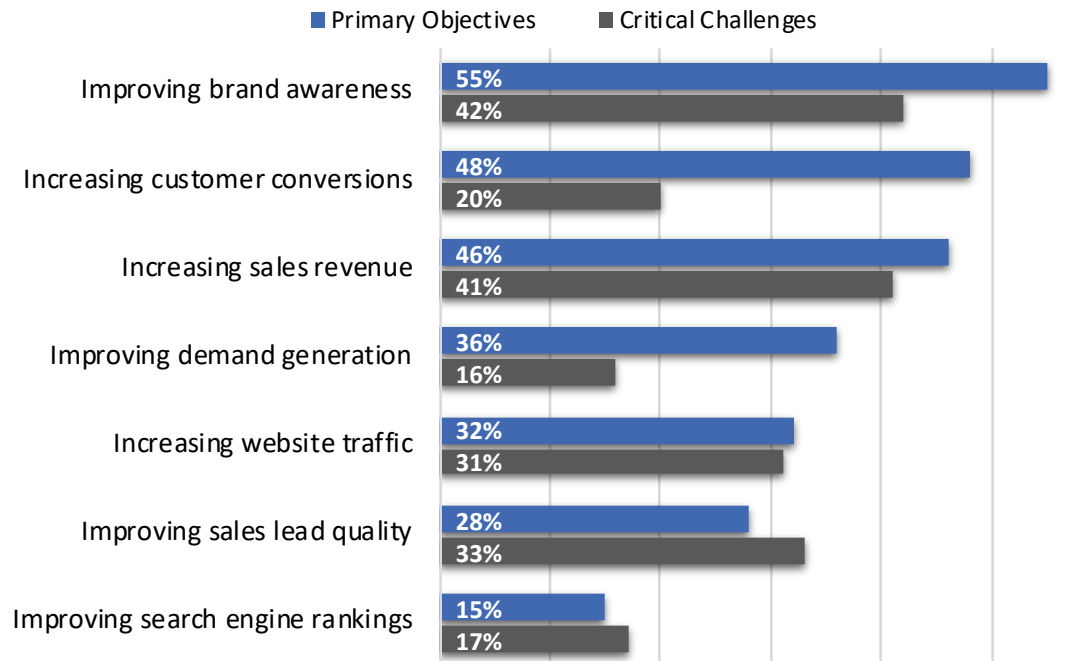
Which best describes how the TOTAL BUDGET (time, resources, expenses) is changing for content marketing engagement?



OBJECTIVES VERSUS CHALLENGES

Creating a successful content marketing engagement strategy involves weighing the importance of an objective and how challenging it is to achieve. Objectives that are far more important than challenging, such as increasing customer conversions, are more likely to be included in an engagement strategy.

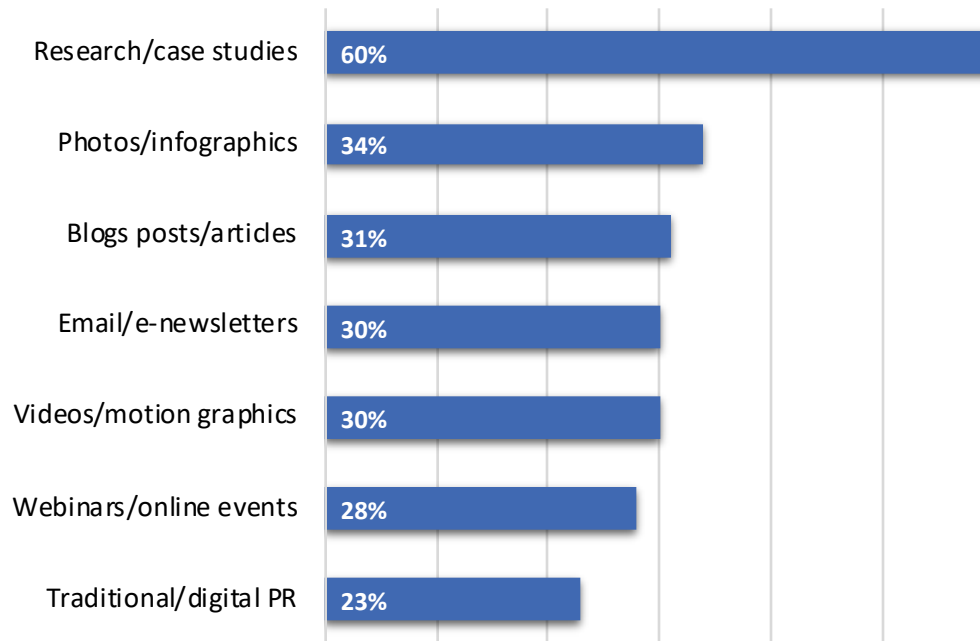
Comparing primary objectives and critical challenges.



MOST TRUSTED CONTENT

When it comes to content, having solid evidence to support a claim is extremely important. That is why a 60% majority of marketing influencers report that research and case studies are the most trusted content type by target audiences.

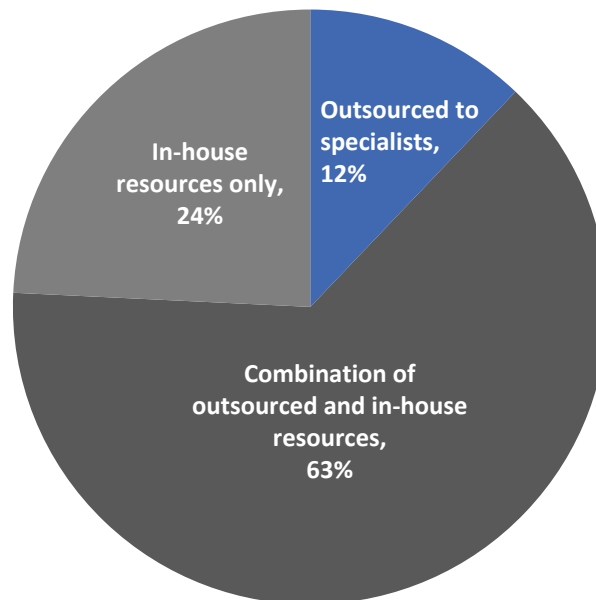
What types of content are MOST TRUSTED by target audiences?



RESOURCES USED

Creating unique and engaging content can be time consuming and requires a high level of expertise. That is why nearly two-thirds (63%) of marketers report that a collaboration of outsourced and in-house resources is the most effective approach to improving content marketing engagement.

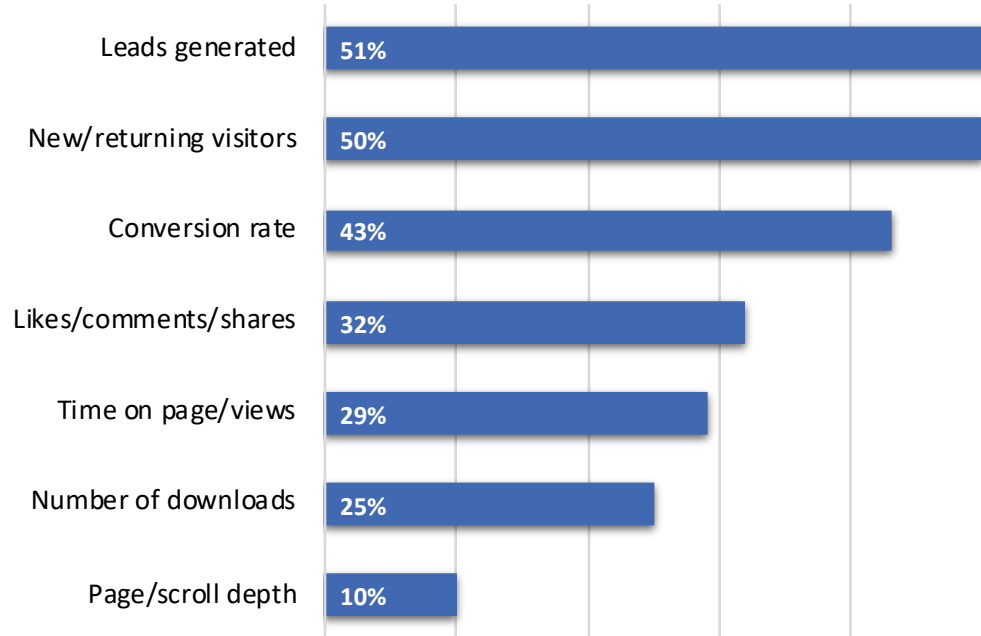
Which best describes the most effective RESOURCES USED to improve content marketing engagement?



IMPORTANT METRICS

About half of marketing influencers report that leads generated (51%) and new/returning visitors (50%) are the most important metrics for measuring the effectiveness of a content marketing engagement.

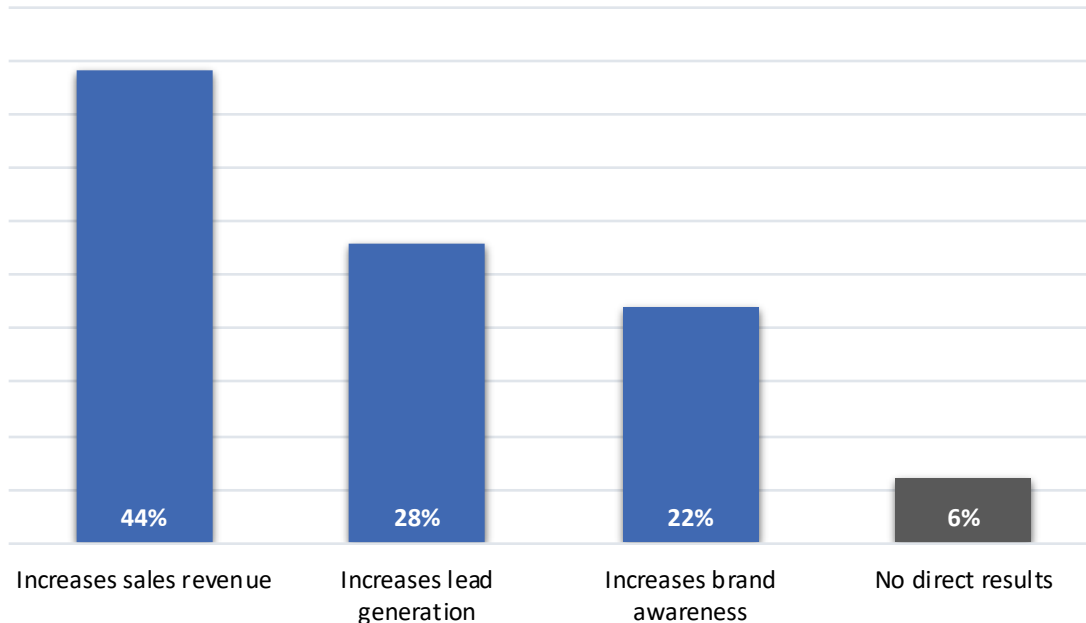
What are the most IMPORTANT METRICS for measuring content marketing engagement?



DIRECT RESULTS ACHIEVED

An increase in content marketing engagement directly resulted in an increase in sales revenue according to a 44% majority of marketing influencers surveyed. Only 6% of marketers report no direct results from increasing content marketing engagement.

Which best describes the DIRECT RESULT of increasing content marketing engagement?





RESEARCH PARTNER PROGRAMS

Our Research Partner Programs rapidly deliver content of interest to your marketing influencers, and a guaranteed number of leads, in just two simple steps:

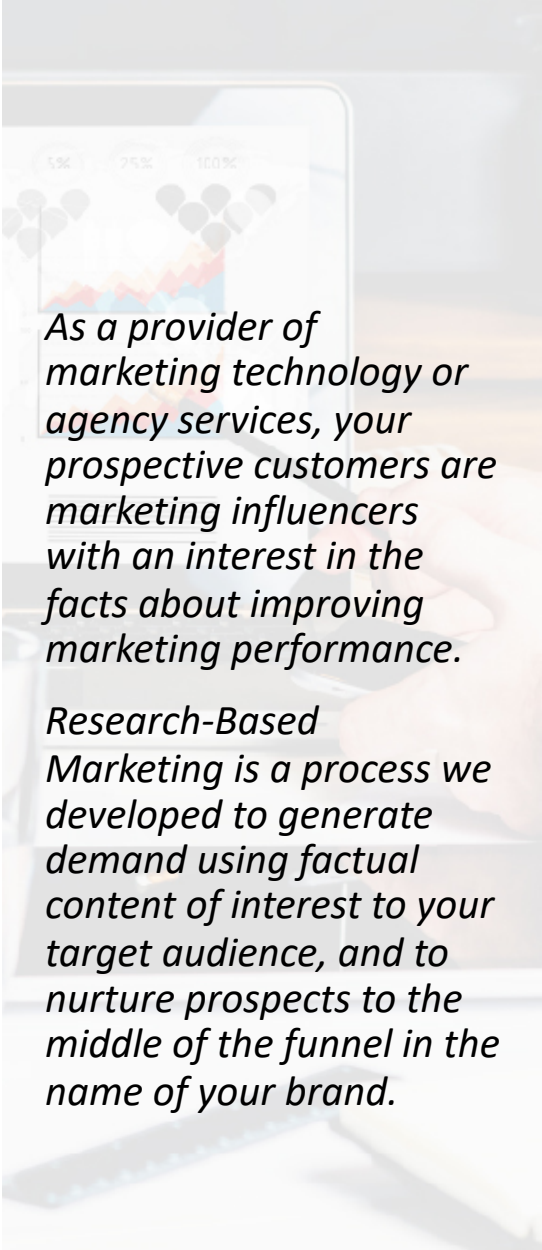
1. Choose marketing topics of interest to your audience.

- Or create a survey topic of your own (limited availability)

2. Choose an exclusive segment for each of the topics.

- Success Benchmarks
- Leadership Benchmarks
- B2B Benchmarks
- B2C Benchmarks
- Enterprise Benchmarks
- SMB Benchmarks
- Agency Benchmarks
- And more!

Learn more about Research-Based Marketing at Ascend2.com.



As a provider of marketing technology or agency services, your prospective customers are marketing influencers with an interest in the facts about improving marketing performance.

Research-Based Marketing is a process we developed to generate demand using factual content of interest to your target audience, and to nurture prospects to the middle of the funnel in the name of your brand.

Following are just a few of the leading marketing solution providers that have partnered with us on research-based marketing programs.



This Survey Summary Report is part of a series conducted in partnership with our participating Research Partners.

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