

MEASURING CONTENT MARKETING PERFORMANCE

A RESEARCH-BASED GUIDE FOR MARKETERS



Research Series Conducted in Partnership with Leading Providers
of Marketing Technology and Digital Marketing Agency Services.

Ascend2[™]
RESEARCH-BASED MARKETING

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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 professionals and marketing research subscribers.

SURVEY RESPONDENTS

Primary Marketing Channel

B2B	39%
B2C	33%
B2B and B2C equally	28%

Number of Employees

More than 500	31%
50 to 500	21%
Fewer than 50	48%

Primary role in company

Owner / Partner / C-Level	46%
Vice President / Director / Manager	39%
Non-Management Professional	15%

MEASURING CONTENT MARKETING PERFORMANCE

Content marketing spans many facets of an overall marketing strategy, covering a wide range of channels and initiatives. This often makes it a particularly complicated task for marketers to quantify success.

But what matters most to marketers when it comes to measuring the performance of content marketing?

To help answer this question, Ascend2 and our Research Partners fielded the Measuring Content Marketing Performance Survey. We thank the 318 marketers who responded to this survey between February 17, 2021 and February 25, 2021.

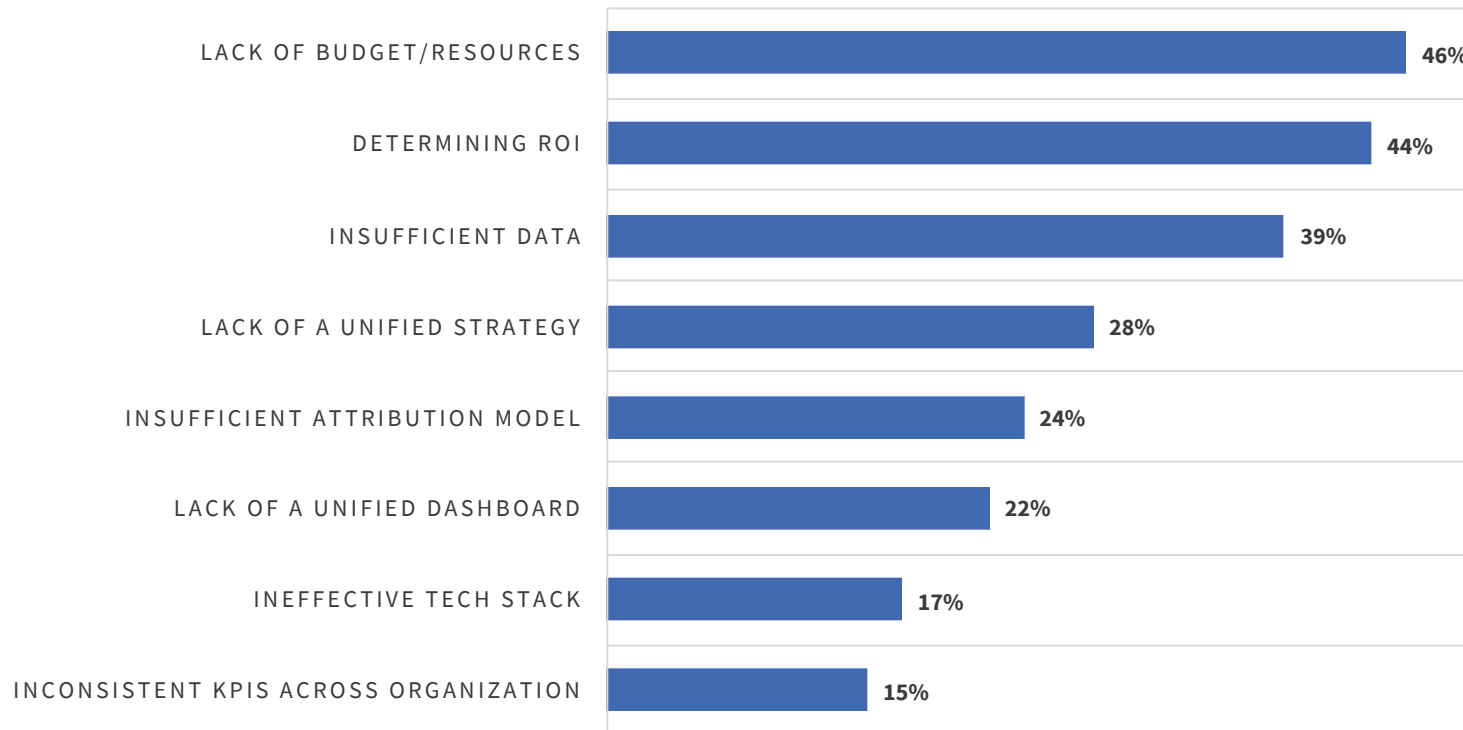
This Survey Summary Report, titled *Measuring Content Marketing Performance*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

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.

TOP CHALLENGES

By nature, strategic content marketing covers a wide range of channels, formats, and purposes which makes it particularly challenging for marketers to **determine ROI** according to 44% of those surveyed. 46% of marketers are faced with **inadequate budgets and resources** to measure content marketing performance effectively.

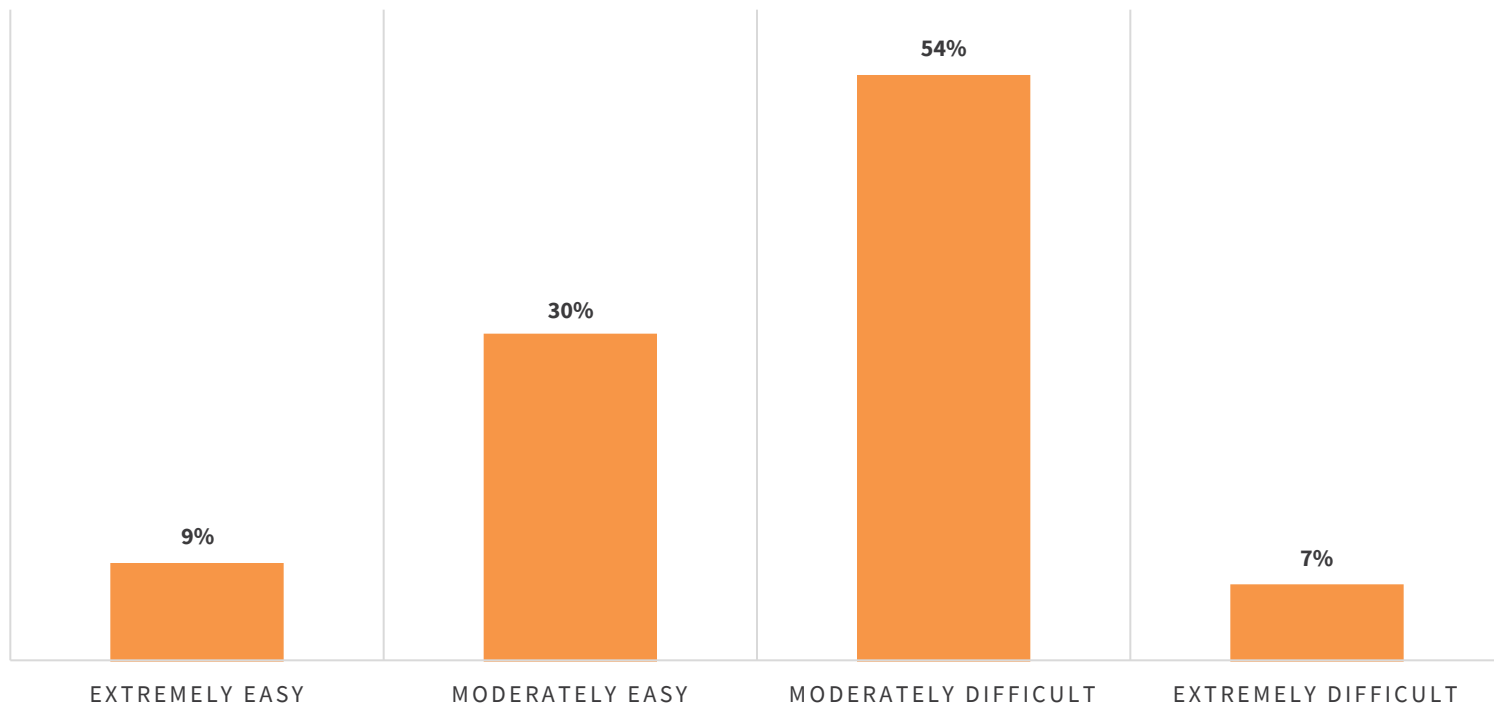
WHAT ARE THE TOP CHALLENGES FACED WHEN MEASURING CONTENT MARKETING FOR PERFORMANCE?



DIFFICULTY OF MEASURING PERFORMANCE

Evaluating the efficiency and effectiveness of a content strategy is critical for optimization. However, a 61% majority of marketers consider measuring content marketing performance to be a **challenging process**. Over half (54%) of those surveyed say that measuring content performance is **moderately difficult** while 30% report measuring performance to be **moderately easy**.

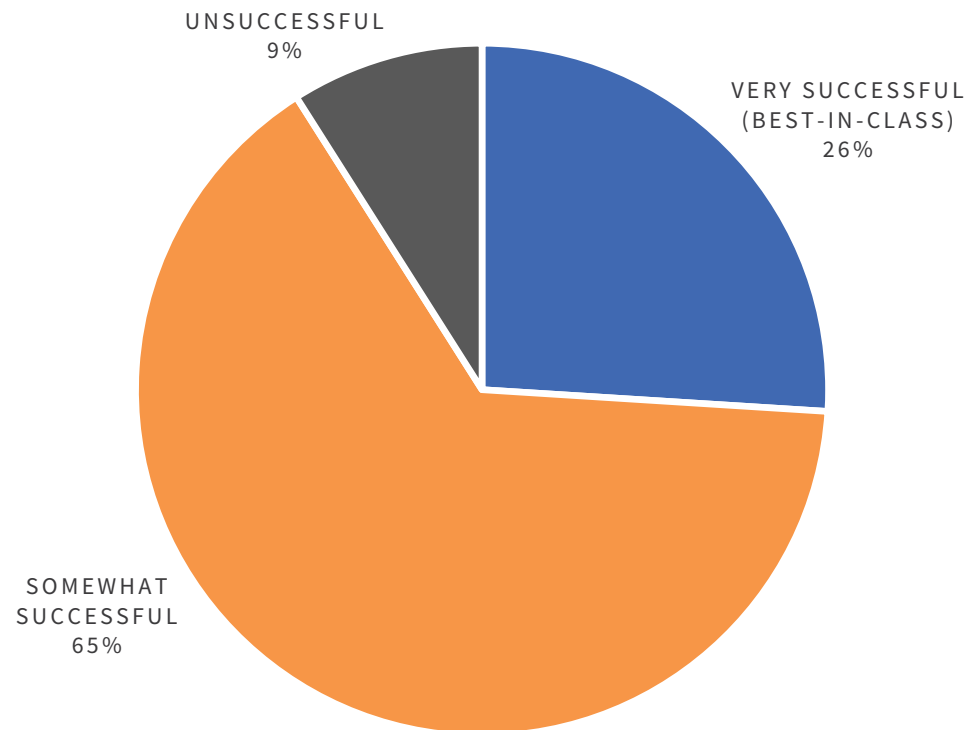
HOW EASY OR DIFFICULT IS IT TO MEASURE CONTENT MARKETING PERFORMANCE?



STRATEGIC SUCCESS

Though many marketers find measuring content marketing to be difficult, only 11% report that their efforts are **unsuccessful**. About nine out of every ten marketing professionals responding to the survey say that measuring their content performance is **successful to some extent** overall. Still, there is room for improvement with only 23% of marketers describing their success as **best-in-class**.

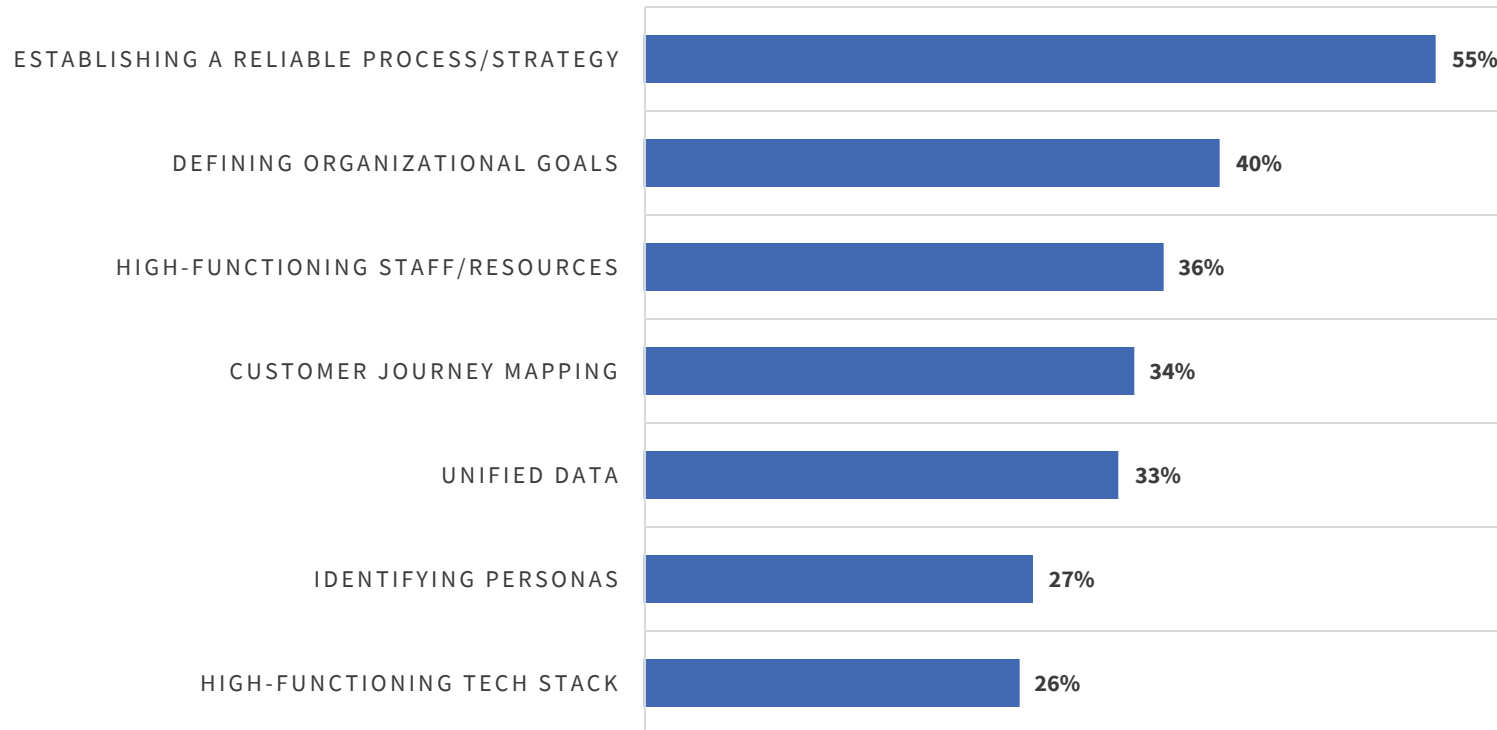
WHICH BEST DESCRIBES THE OVERALL SUCCESS OF YOUR (OR YOUR TYPICAL CLIENT'S) USE OF INTENT DATA AT ACHIEVING ASSOCIATED GOALS?



ELEMENTS FOR EFFECTIVE MEASUREMENT

What is setting marketers up for the most success when measuring content marketing performance? Over half (55%) of marketers surveyed report that **establishing a reliable process** is of critical importance. **Defining goals at an organizational level** (40%) as well as having a **high-functioning team** (36%) are also top strategic elements that contribute most to effective measurement.

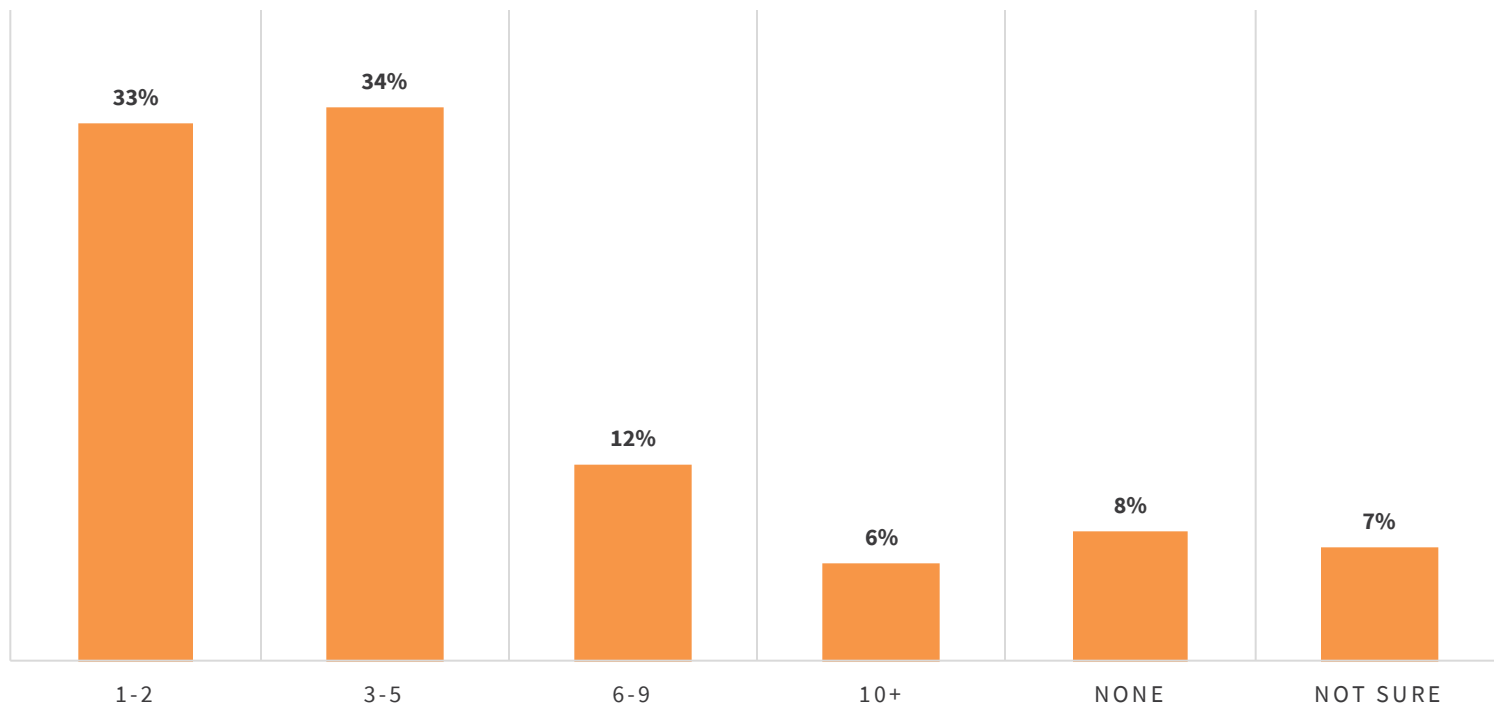
WHICH OF THE FOLLOWING STRATEGIC ELEMENTS CONTRIBUTE MOST TO MEASURING CONTENT MARKETING EFFECTIVELY?



VOLUME OF TOOLS UTILIZED

When it comes to measuring the many facets of a content strategy, most marketers are keeping their tech stacks relatively lean. About two-thirds of marketers report that they use **five or fewer solutions** to assess and quantify the performance of their content. About one-in-five marketers report using **six or more tools** to measure content effectiveness.

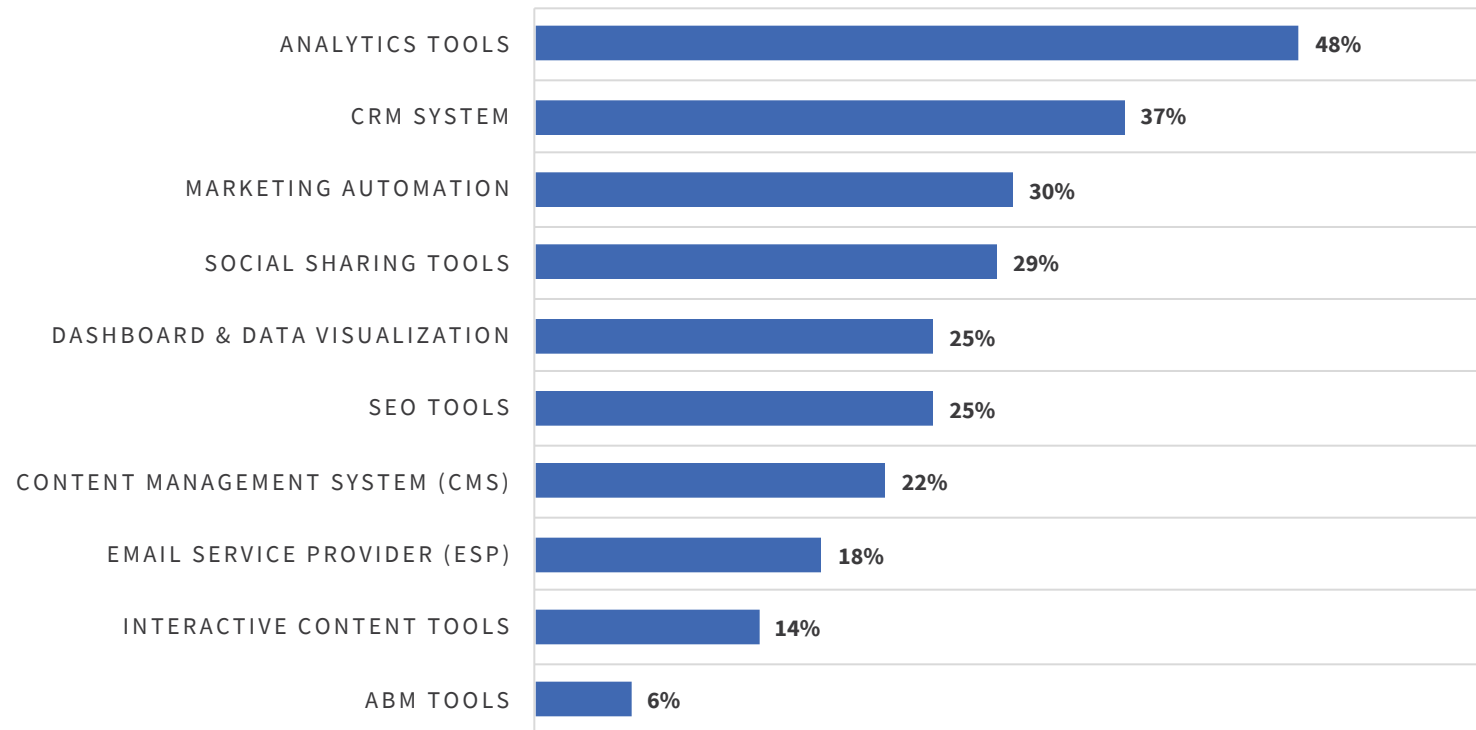
HOW MANY TOOLS ARE YOU CURRENTLY UTILIZING TO MEASURE CONTENT MARKETING PERFORMANCE?



MOST IMPORTANT TOOLS

Which tools are the most important in evaluating the performance of a content marketing strategy? Nearly half (48%) of marketers agree that **analytics tools** are critical for effective measurement. **Customer Relationship Management (CRM) systems** and **marketing automation tools** are also considered to be most important by 37% and 30% of those surveyed, respectively.

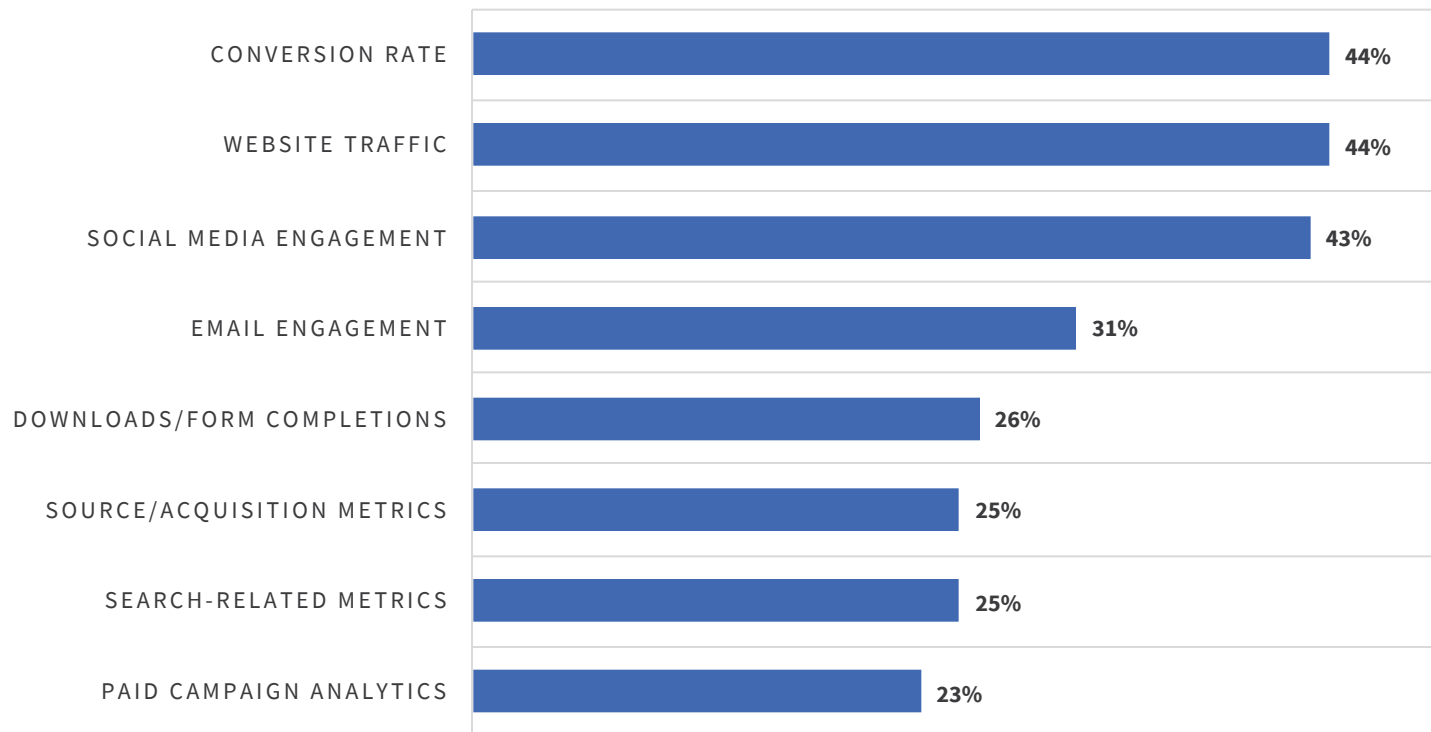
WHICH OF THE FOLLOWING ARE THE MOST IMPORTANT TOOLS NEEDED TO MEASURE CONTENT MARKETING PERFORMANCE?



MOST IMPORTANT METRICS

According to those surveyed, 44% of marketers agree that tracking **conversion rates** and **website traffic metrics** are critical to effectively evaluate content marketing performance. For 43% of marketing professionals, **social media engagement** is also among the most important metrics to consider when gauging the success of a content strategy.

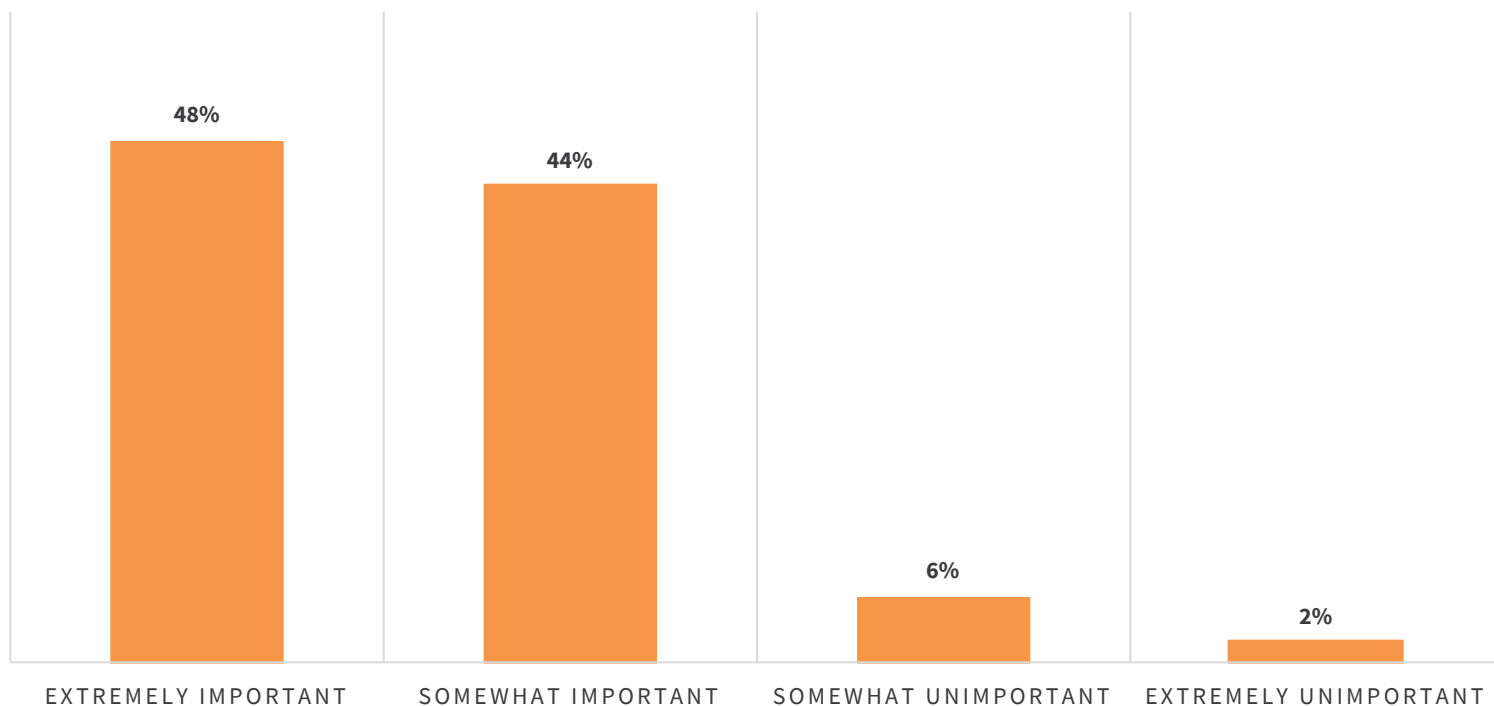
WHAT ARE THE MOST IMPORTANT METRICS TO CONSIDER WHEN EVALUATING CONTENT MARKETING PERFORMANCE?



EFFECT OF ROI ON BUDGET

Despite the difficulties faced by marketers to measure content performance, the vast majority of those surveyed report that having the ability to tie revenue directly to content marketing efforts is important in allocating budget to a content marketing strategy. Nearly half (48%) of marketers say that **measuring the Return on Investment (ROI) is extremely important** as it pertains to allocating content budgets.

WHICH BEST DESCRIBES THE IMPORTANCE OF MEASURING CONTENT ROI AS IT PERTAINS TO ALLOCATING BUDGET TO CONTENT MARKETING EFFORTS?



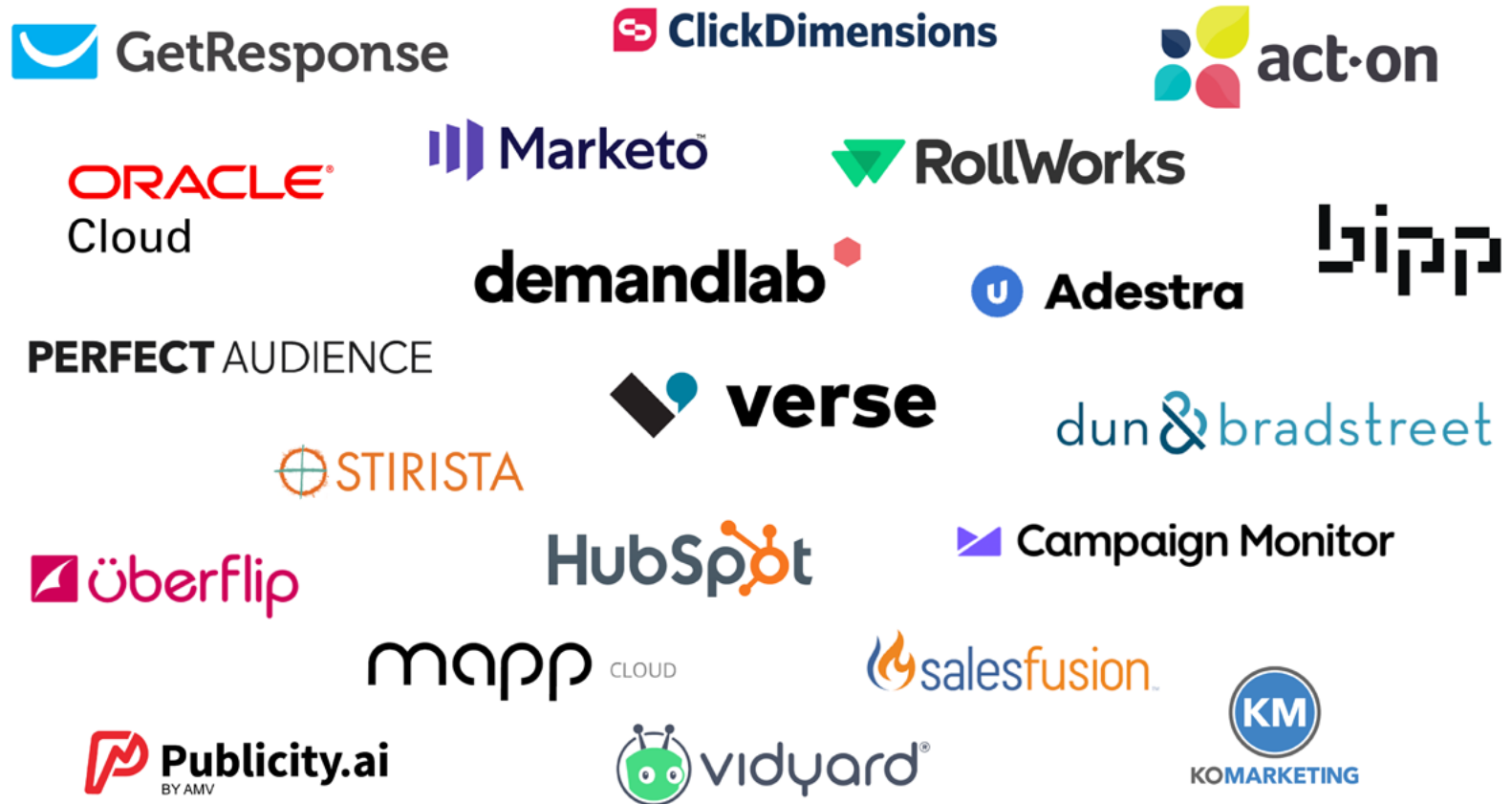


PERSONALIZED B2B RESEARCH TO GROW YOUR BUSINESS

Receive a *Research-Based Content Blueprint* that provides proven strategies on how to demonstrate thought-leadership, engage prospects, acquire new customers, and generate media coverage.

Research studies by BuzzSumo, MarketingProfs, and eMarketer finds that original research is the #1 type of content to engage prospects and convert leads to sales. Find out how you can add research to your marketing mix.





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