

CREATING ORIGINAL CONTENT to Build Engagement

Research Created 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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PUT THIS CONTENT
TO GOOD USE!
↓

HOW TO USE THIS REPORT:

TIP #1: ENGAGE YOUR AUDIENCE by turning the charts and insights into your own content.

TIP #2: DISCOVER STRATEGIES, TACTICS AND TRENDS that are working for fellow marketers.

TIP #3: IMPROVE YOUR OWN STRATEGY by using data that is relevant to your business.

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

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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

N = 346 Marketing Decision-Makers

Primary Marketing Channel

B2B (Business-to-Business)	23%
B2C (Business-to-Consumer)	51%
B2B and B2C Equally	26%

Number of Employees

More than 500	26%
50 to 500	40%
Fewer than 50	34%

Primary role in company

Owner / Partner / C-Level	34%
Vice President / Director / Manager	48%
Non-Management Professional	18%

CREATING ORIGINAL CONTENT To Build Engagement

Content marketing is a powerful part of an overall marketing strategy when the content produced is engaging and effective.

But how are marketers creating original content to build engagement with their target audiences?

To help answer this question, Ascend2 and our Research Partners fielded the Creating Original Content to Build Engagement survey. We thank the 346 marketers who responded to this survey during the week of September 26, 2022.

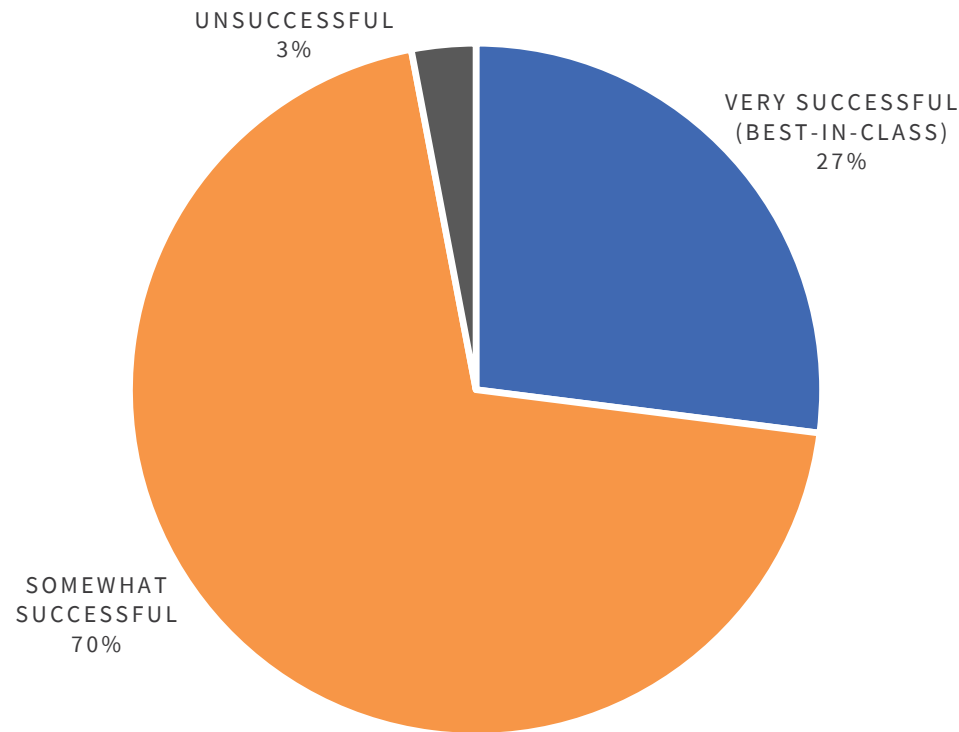
This Survey Summary Report, titled *Creating Original Content to Build Engagement*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

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.

STRATEGIC SUCCESS

Marketers are seeing success from their content marketing strategy but there is ample room for improvement. While just over one-quarter (27%) of marketers surveyed are experiencing best-in-class success from their content programs, another 70% say their content strategy is just somewhat successful. Only a mere 3% would describe their content marketing strategy as unsuccessful.

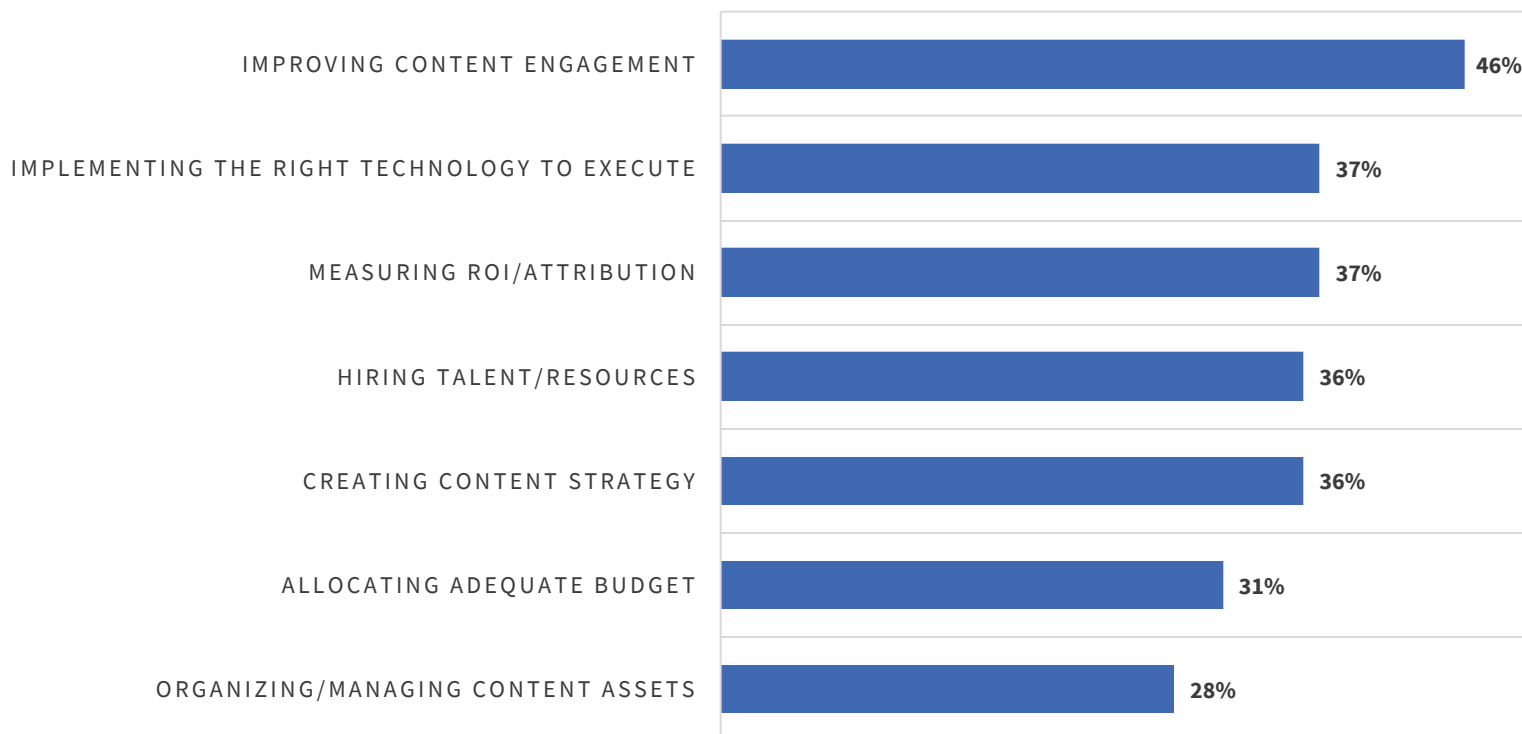
HOW WOULD YOU RATE THE OVERALL SUCCESS OF YOUR CONTENT MARKETING STRATEGY IN ACHIEVING OBJECTIVES?



GREATEST CHALLENGES TO SUCCESS

Nearly half (46%) of marketers say that improving content engagement is a top challenge to the success of their content marketing strategy. Implementing the technology required to successfully execute their content strategy as well as measuring Return-On-Investment (ROI) and attribution are also a struggle for 37% of marketing professionals surveyed.

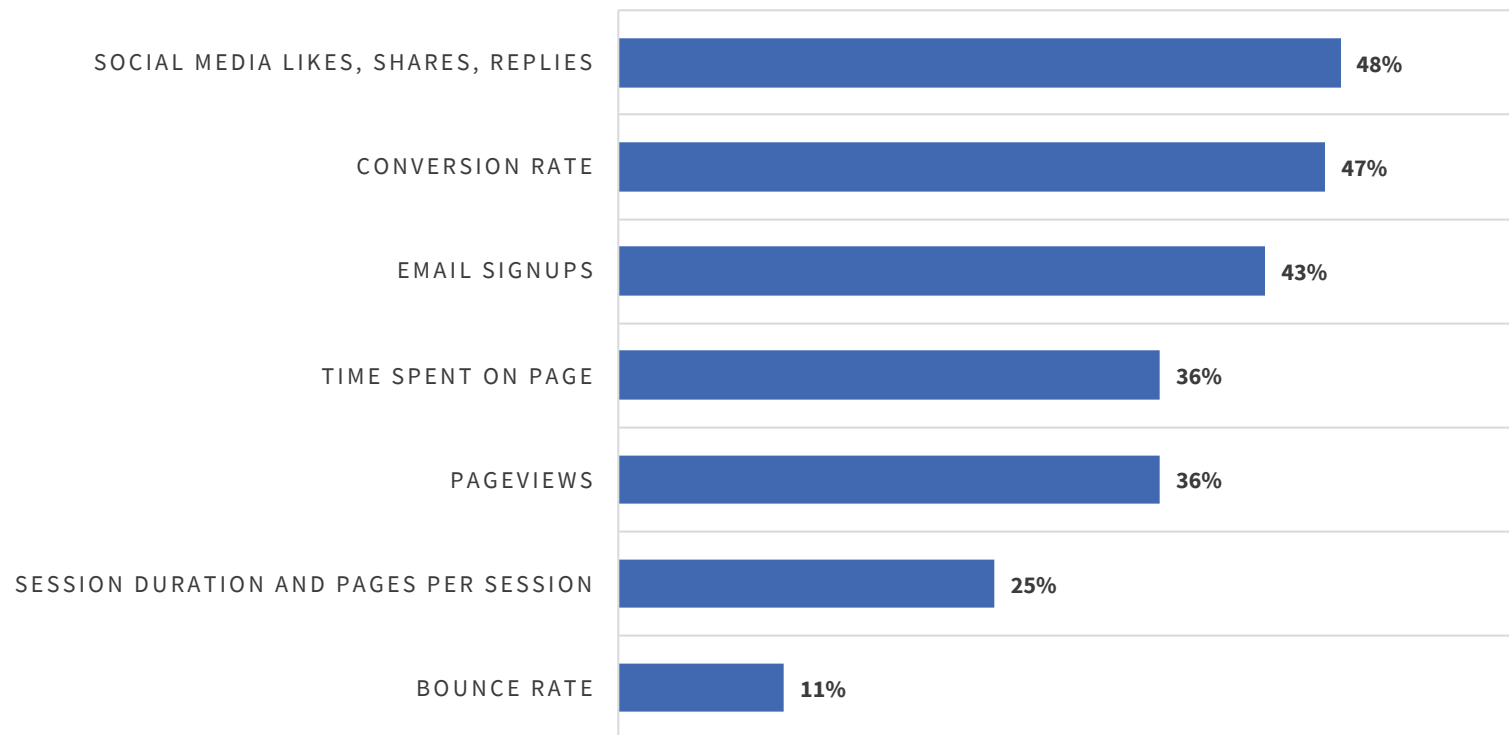
WHAT ARE THE GREATEST CHALLENGES TO THE SUCCESS OF YOUR CONTENT MARKETING STRATEGY?



METRICS FOR MEASURING ENGAGEMENT

When measuring engagement with individual content, nearly half (48%) of marketers report that social media likes, shares, and replies is a top metric to use. Conversion rates and email signups also top this list for 47% and 43% of marketing professionals surveyed, respectively. Utilizing bounce rate when measuring content engagement is the least preferred metric at 11%.

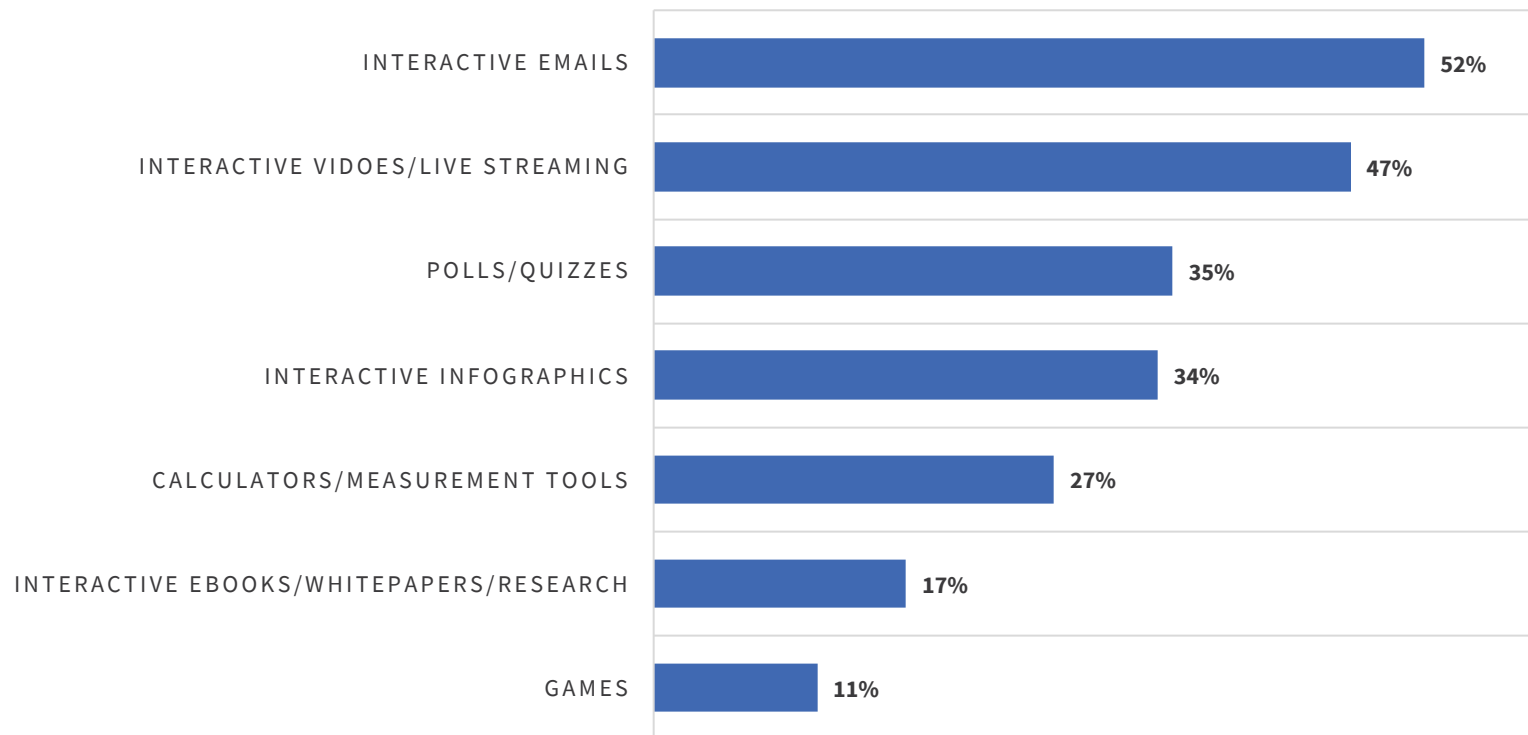
WHAT ARE THE BEST METRICS TO USE WHEN MEASURING YOUR CONTENT ENGAGEMENT?



MOST EFFECTIVE INTERACTIVE CONTENT

Interactive content is content that is meant to encourage the engagement and participation of the user. For marketers, the most effective types of interactive content are interactive emails, interactive videos or live streams, and polls or quizzes according to 52%, 47%, and 35% of those surveyed. Games are least effective according to marketers at just 11%.

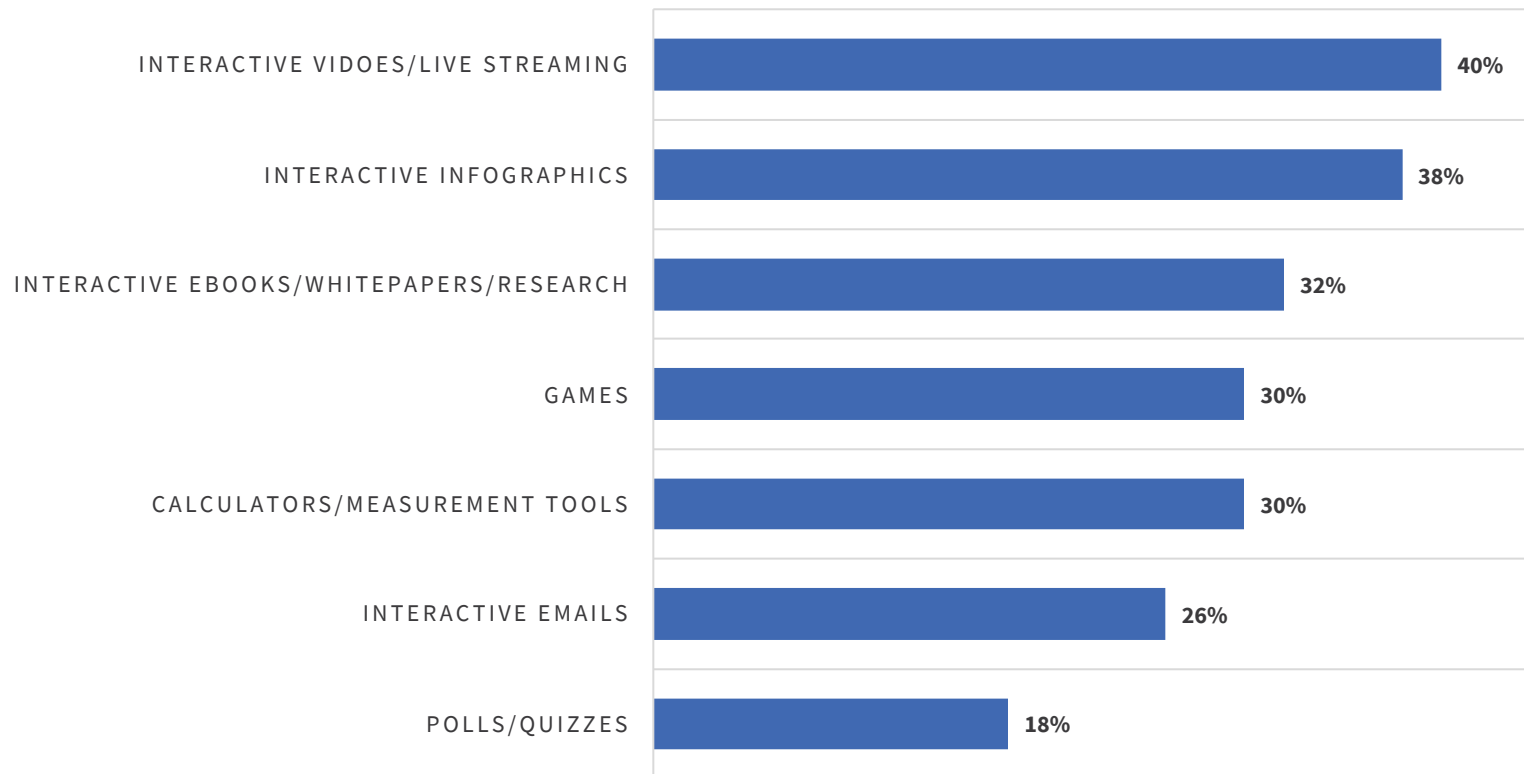
WHICH TYPES OF INTERACTIVE CONTENT ARE MOST EFFECTIVE AT HELPING YOU MEET GOALS?



MOST DIFFICULT INTERACTIVE CONTENT TO EXECUTE

Interactive content is often difficult to create and implement. 40% of marketers surveyed report that interactive videos and live streaming is the most difficult type of interactive content to execute followed closely by interactive infographics for 38% of marketers. Interactive emails and polls or quizzes are among the least difficult to execute.

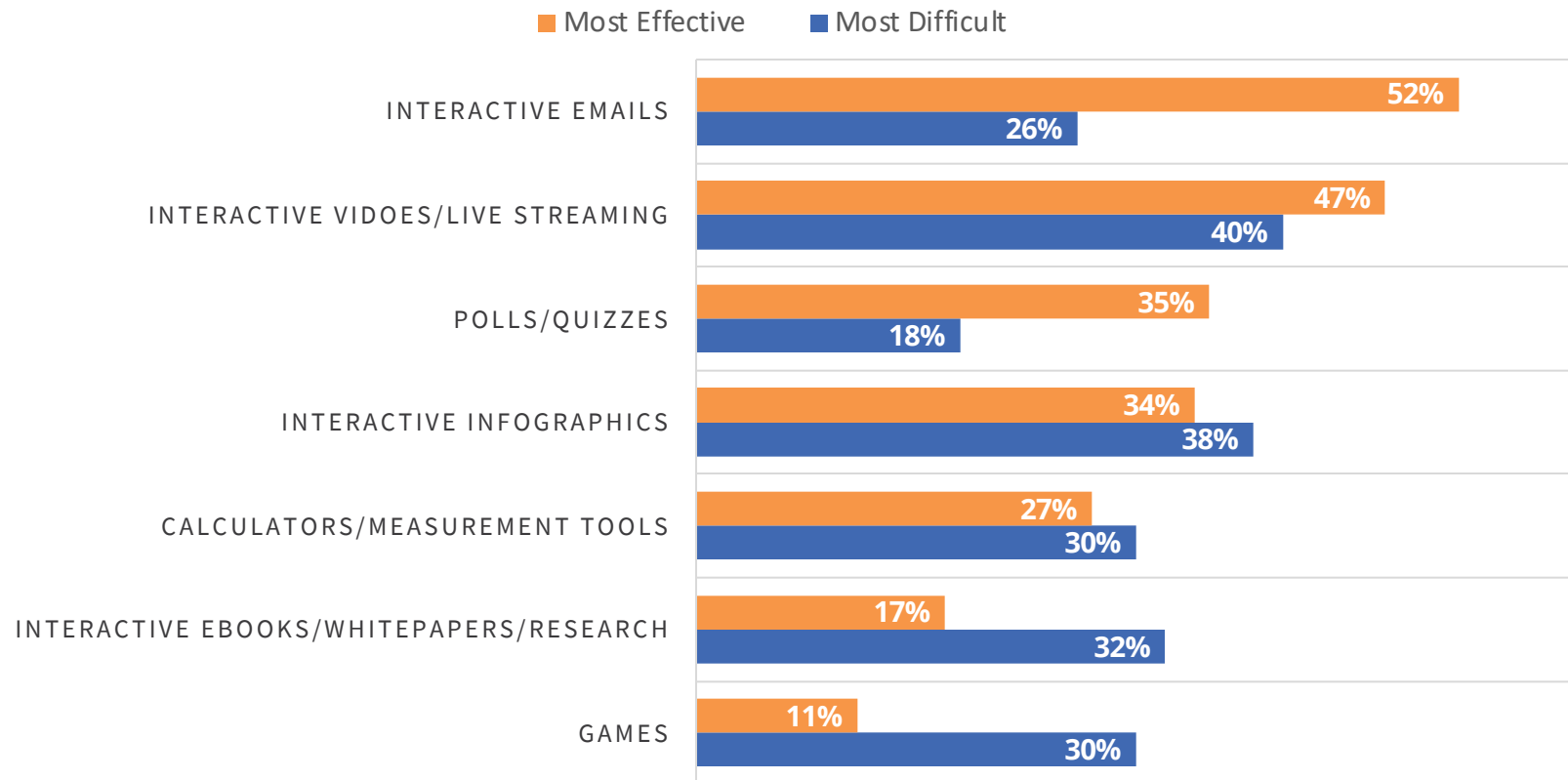
WHICH TYPES OF INTERACTIVE CONTENT ARE MOST DIFFICULT TO EXECUTE?



EFFECTIVENESS VS DIFFICULTY

Some forms of interactive content are both effective and not considered overly difficult to execute. Interactive emails and polls or quizzes are two types of interactive content that are significantly more effective than they are difficult to execute.

EFFECTIVENESS VS DIFFICULTY OF INTERACTIVE CONTENT EXECUTION

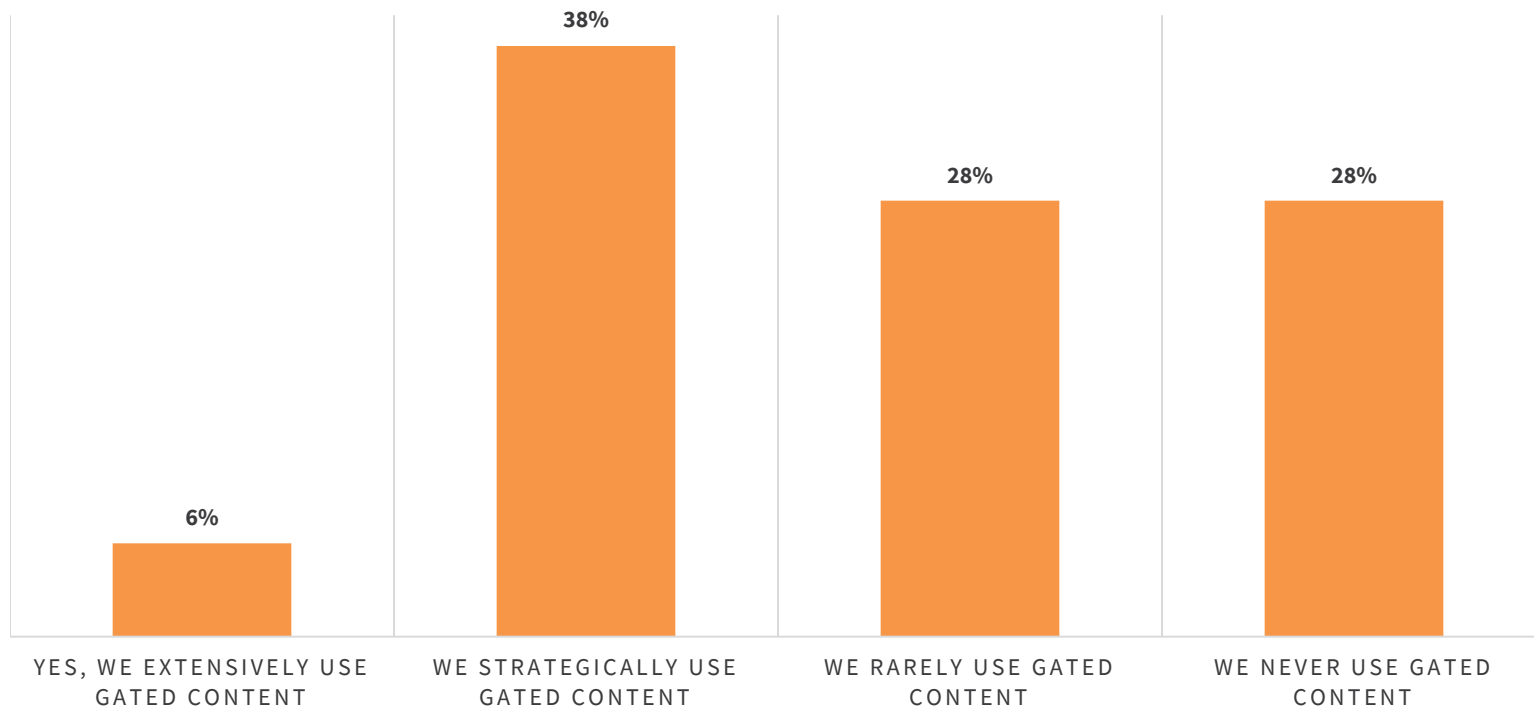


THE USE OF GATED CONTENT

When user information is collected in exchange for content, this is considered gated (or locked) content.

Only 6% of marketing professionals surveyed say they use gated content extensively. Another 38% strategically use gated content as a part of their marketing strategy while over half (56%) report rarely or never utilizing gated content.

DO YOU USE GATED CONTENT AS PART OF YOUR MARKETING STRATEGY?

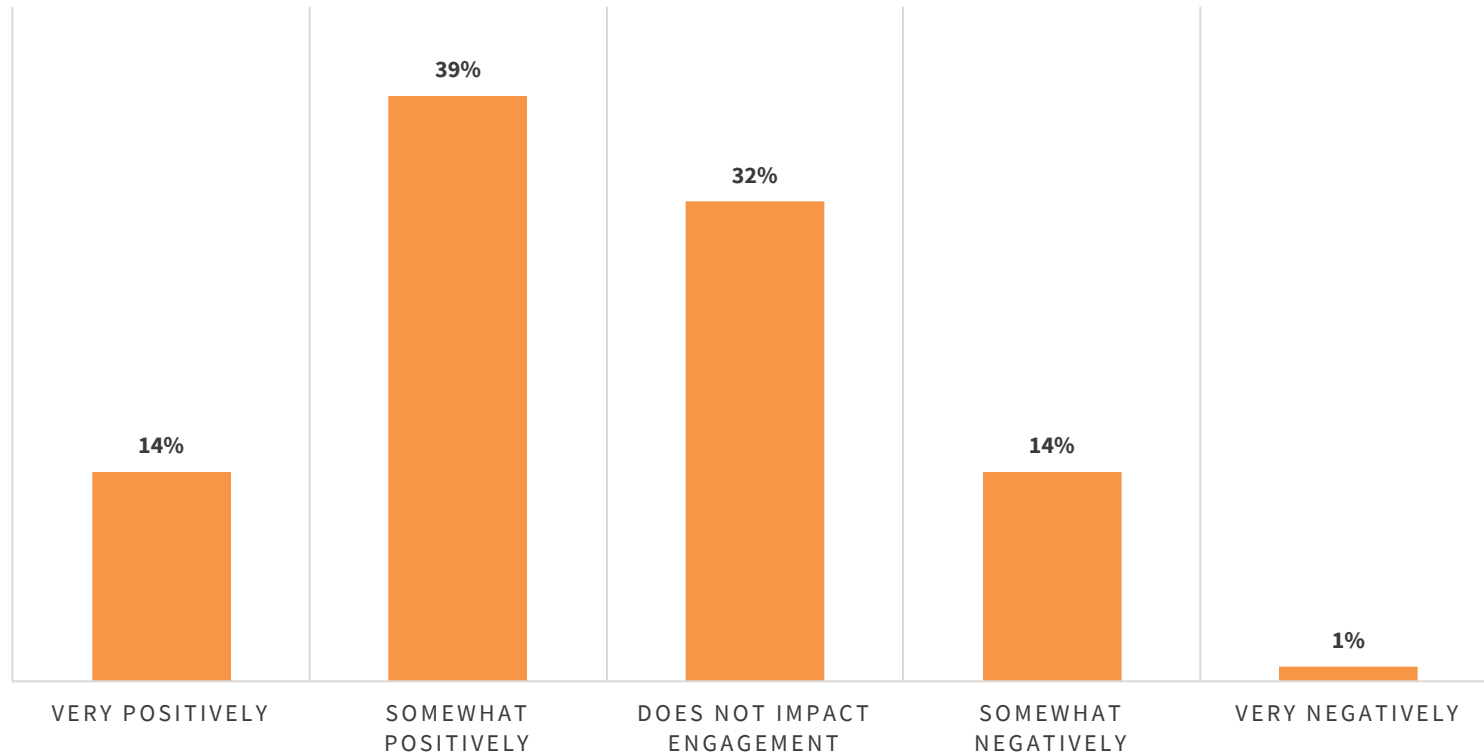


THE IMPACT OF GATED CONTENT

Nearly one-third (32%) of marketers surveyed report that gated content does not impact engagement.

Over half (53%) of those surveyed say that gated content has a positive impact to some extent on engagement, with just 14% describing this impact as very positive. Just 15% say that gated content has a negative impact to some extent on engagement.

TO WHAT EXTENT DOES GATED CONTENT IMPACT ENGAGEMENT?



CUSTOMIZED B2B RESEARCH

delivered to you with a plan to use it.

We find the right audience, ask the right questions, and gather insightful data to create useful and affordable research that will help you generate demand and increase engagement.

Join the industry powerhouses that use Ascend2 to create compelling research content that speaks to their audience.

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Don't just take it from us...

Here's what some of our customers have to say.

"I highly recommend Ascend2 for any research projects in the B2B marketing space. Coming from a heavy academic-research background myself, I'm quite demanding when it comes to fielding and analyzing market surveys. Intentsify had very specific goals in mind to support multiple use cases with original research. Todd and Jenna of Ascend2 had the requisite knowledge, skills, and resources to achieve our weighty objectives. **Further, the program was affordable (even for an early-stage startup), and the results to date are already surpassing our ROI goals.**"

-David Crane, VP Marketing, Intentsify

"Ascend2 was a pleasure to work with and helped us to **design a thoughtful survey that uncovered truly actionable and noteworthy findings**. They work smart and fast and even helped to promote and place the research results at launch. Ascend2 is at the top of our list for future projects."

-Nick Olsson, CEO, Olsson Communications

"Good news to report back to you – we are seeing a lot of success with the leads we have gotten, not only from you but from the report in general (website, our emails, ads, etc.). **My CEO is super pleased.**"

-Emily Wingrove, Director of Marketing, Synthio

"On a hunch that original, empirical research could boost engagement with my audience, I contracted Ascend2 and Todd Lebo to provide a study on the most effective tactics being employed by B2B marketers. The research was delivered on time in an easily workable format, and any minor corrections were handled with rapid turnaround and excellent customer service. In the end, the research deliverable ended up influencing hundreds of thousands of dollars in closed-won business, **achieving an 85x ROI on the purchase price of the research**. I am extremely impressed with Ascend2 and will use them again any time I require original research on industry influencers for my marketing campaigns."

-Jonathan Greene, Director of Marketing, LeadCrunch

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