





THE STATE OF CONTENT MARKETING

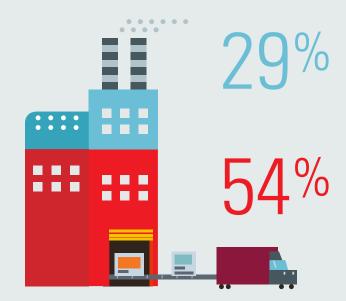
Content marketing—every marketer talks about it, and more companies are doing it. But what exactly are they doing? And how effective are their strategies? Here's a look at the current state of the art, based on 205 survey responses from our Modern Marketing Community.



CONTENT ROLL CALL

Companies are moving their own marketing mountains, with the vast majority (93%) producing content in-house!

THE CONTENT CALENDAR



of companies are producing multiple assets per week,

WHILE

are producing a content asset (excluding blog posts) every 2 weeks or less.

BLOGROLL

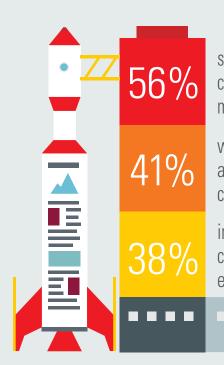


of marketers are blogging two to five times per month

WHILE

don't blog at all.

WHO'S DOWN WITH OPC?! (OTHER PEOPLE'S CONTENT)



share third-party content on social media

write blog posts about third-party content

include third-party content links in email campaigns

On the other hand...



of companies say it's their policy NOT to share third-party content

GET MORE BANG FOR YOUR **CONTENT BUCK**



of marketers re-purpose content 2-5 times, with over half turning assets into snackable content



THE LEARNING CURVE

Content marketers are learning! Nearly half (49%) of marketers say they are learning how to align content with the buyer's journey and plan to execute on that strategy within the next six months

EXTRACTING INSIGHT



understand how to align content but lack a clear measurement strategy





23%

only

WHILE state they don't have the tools to measure effectiveness

say they are sophisticated in content alignment and measurement

QUALITY TIME



Many Modern Marketers track metrics like number of hits, downloads, and unique visitors.

But only <

are tracking true measures of engagement like time spent with content



THE CHALLENGES OF CONTENT

Only 51% of companies are regularly producing content for sales enablement

OVERCOMING OBSTACLES

WHAT DO COMPANIES THINK ARE THE BIGGEST HURDLES TO **EFFECTIVE CONTENT MARKETING?**



24%

Getting target audiences

to engage with content

23%

targeted content

16%

Creating enough

Creating enough content

KEY TRENDS

Modern Marketers. Are they influencing you?

Here are the trends influencing our community of



Sharing useful content (whether



on behavioral patterns



46%

Using progressive profiling

HILOOKBOOKHQ



Making content visual and engaging

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Source