



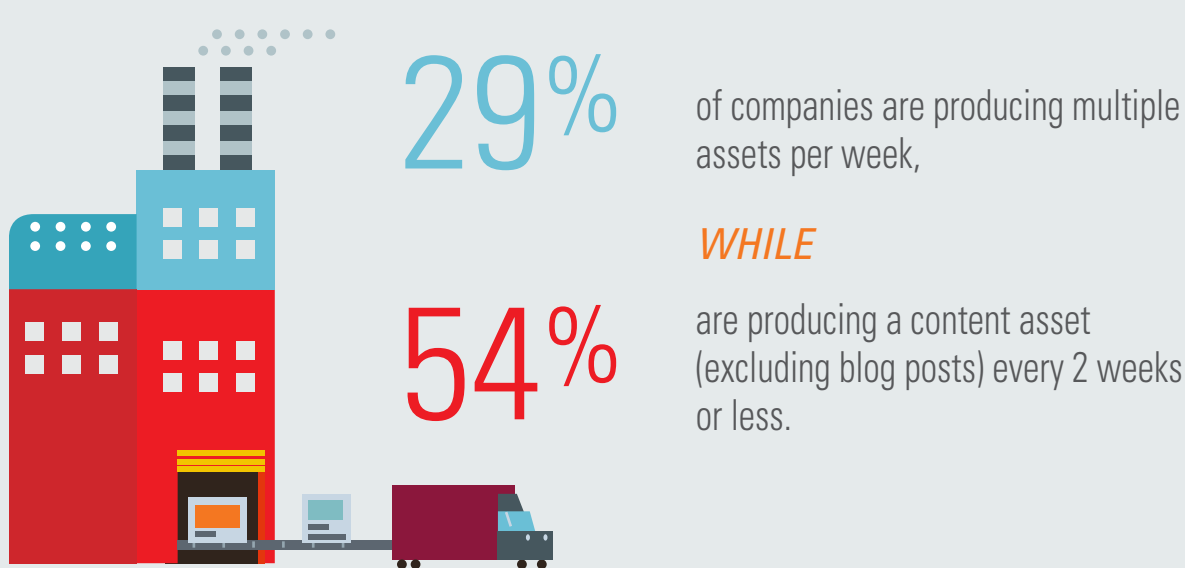
# THE STATE OF CONTENT MARKETING

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!

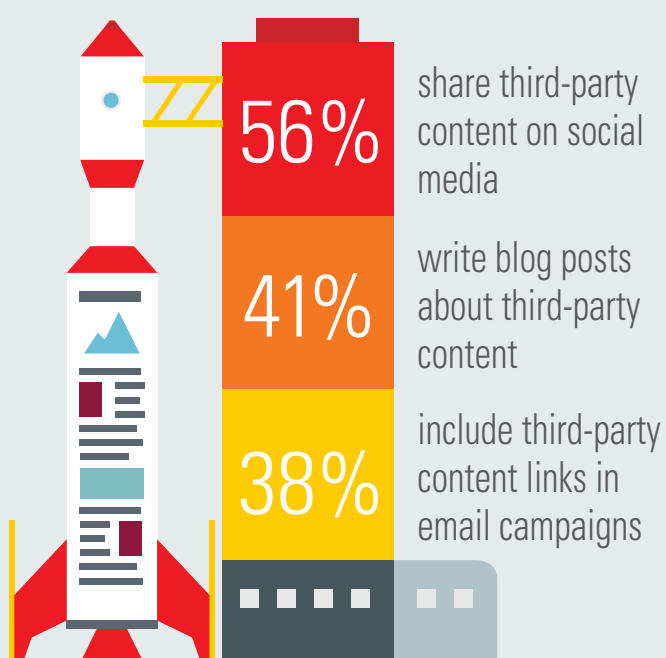
### THE CONTENT CALENDAR



### BLOGROLL



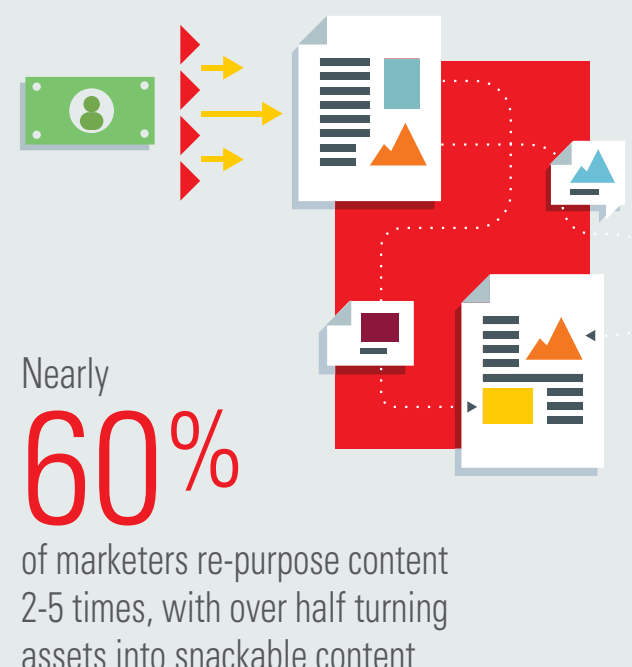
### WHO'S DOWN WITH OPC?!! (OTHER PEOPLE'S CONTENT)



On the other hand...



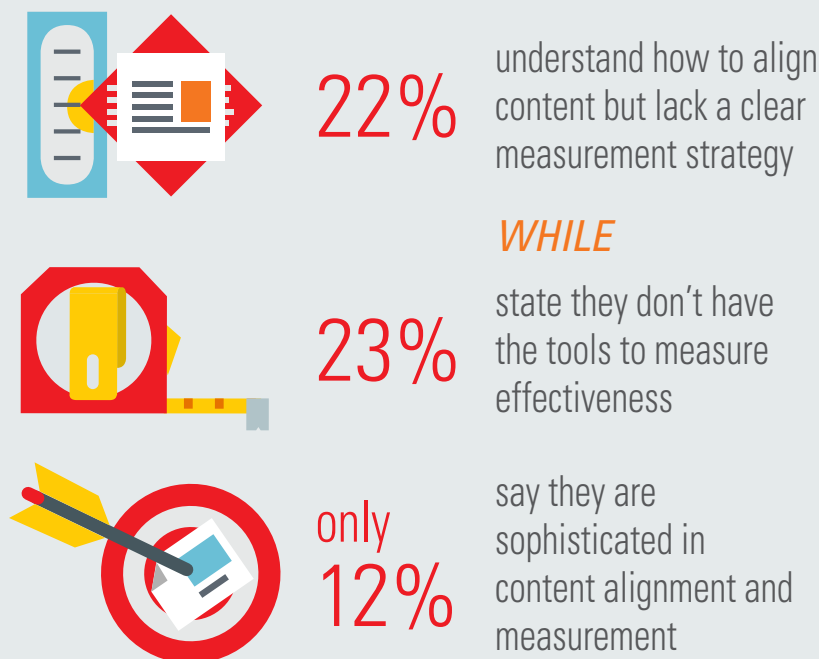
### GET MORE BANG FOR YOUR CONTENT BUCK



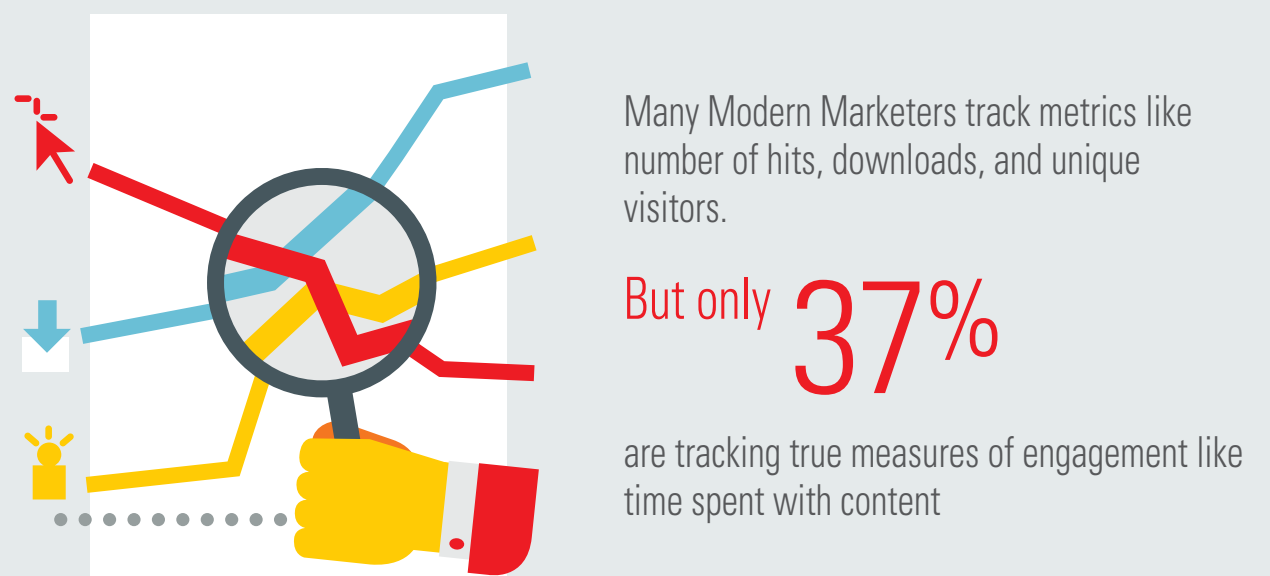
## THE LEARNING CURVE

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



### QUALITY TIME

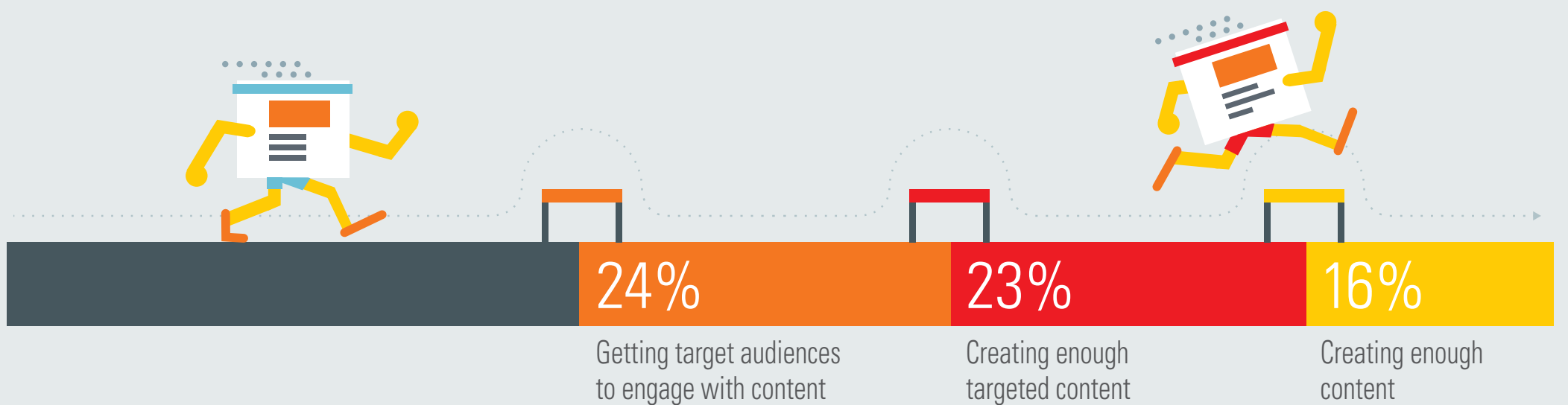


## THE CHALLENGES OF CONTENT

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

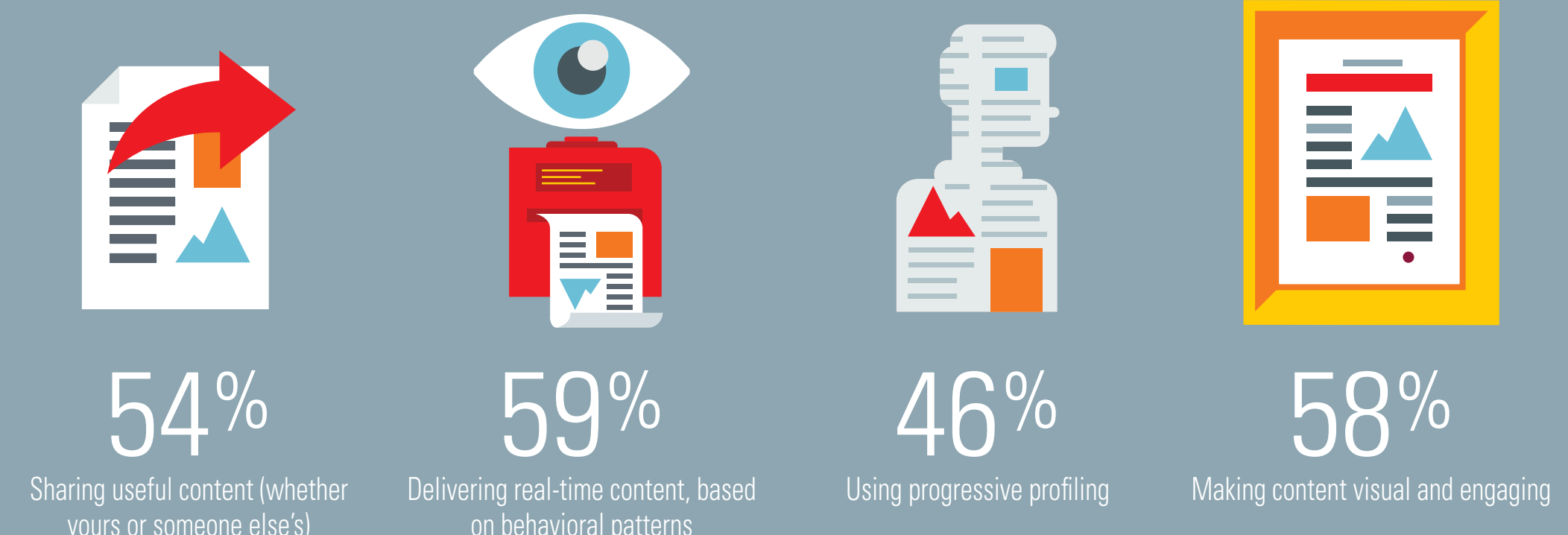
### OVERCOMING OBSTACLES

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



## KEY TRENDS

Here are the trends influencing our community of Modern Marketers. Are they influencing you?



[oracle.com/marketingcloud](http://oracle.com/marketingcloud)

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