



MANUFACTURING

B2B MANUFACTURING CONTENT MARKETING:
2015 Benchmarks, Budgets, and Trends — North America



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Greetings Content Marketers,

Welcome to our second annual report on how business-to-business (B2B) manufacturers approach content marketing. Throughout this report you'll see comparisons with last year, as well as with the overall sample of B2B marketers who took our annual content marketing survey.

Manufacturing marketers are placing much more emphasis on sales as a goal for content marketing than they did last year. They're also turning increasingly toward videos as a tactic and LinkedIn and Twitter as platforms to distribute content. There is, however, a disconnect between tactic usage and effectiveness. And among all groups we've studied this year, manufacturing marketers are having the most difficulty with measuring content marketing effectiveness and ROI.

In many ways, manufacturing marketers appear to be "all over the map" with content marketing. With more education on best practices, a laser focus on determining what works best for their particular company, and a concentrated effort to document their content marketing strategy, changes both big and small can help marketers see the results they desire.

We look forward to providing you with resources along the way.

Yours in content,

Joe

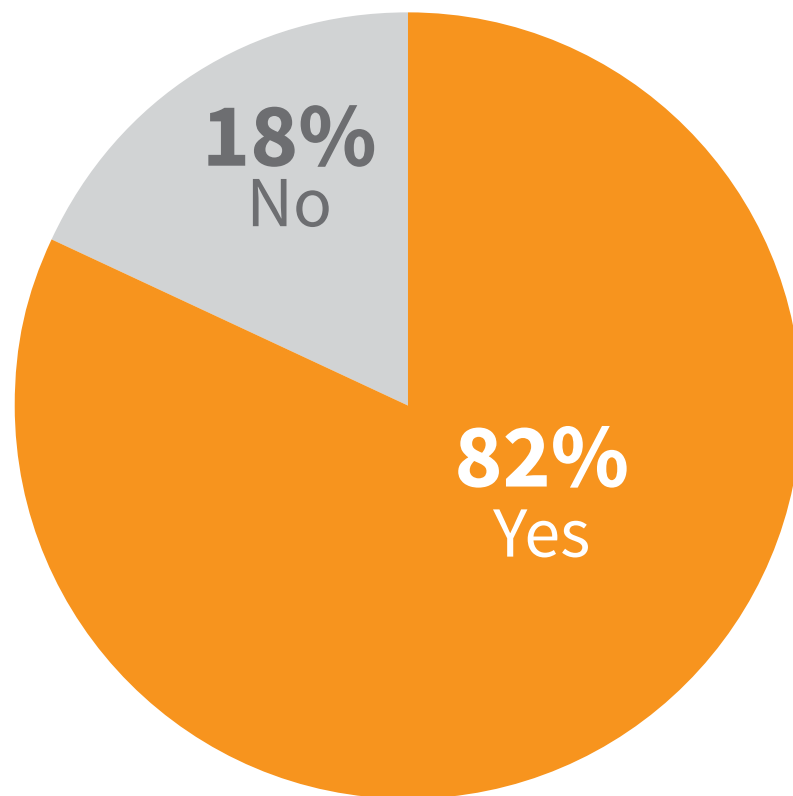


Joe Pulizzi

Founder

Content Marketing Institute

Percentage of Manufacturing Marketers Using Content Marketing



2015 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Does your organization use content marketing?

82% say yes

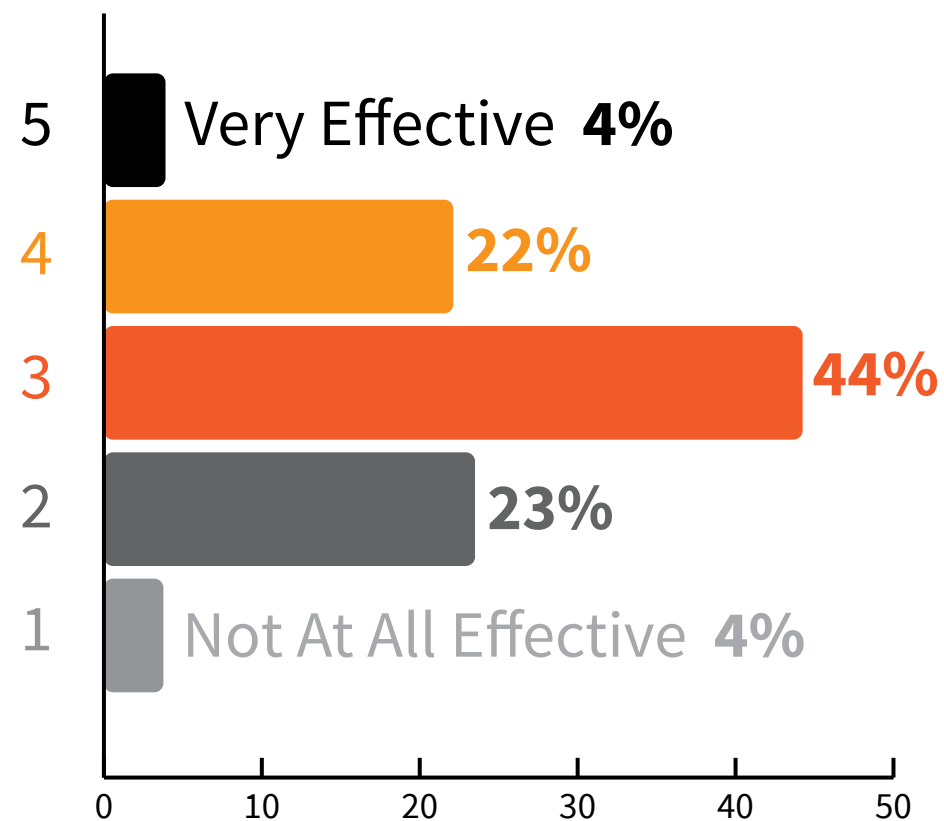
Last year, 86% of B2B manufacturing marketers said they use content marketing.

Back then, we defined content marketing as the “creation and distribution of educational and/or compelling content in multiple media formats to attract and/or retain customers.”

This year, we defined content marketing as “a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience—and, ultimately, to drive profitable customer action.”

The new definition—crafted by Content Marketing Institute in early 2014—better reflects how content marketing has grown from the mere “creation and distribution” of content to a formal business discipline.

How Manufacturing Marketers Rate the Effectiveness of their Organization's Use of Content Marketing



2015 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

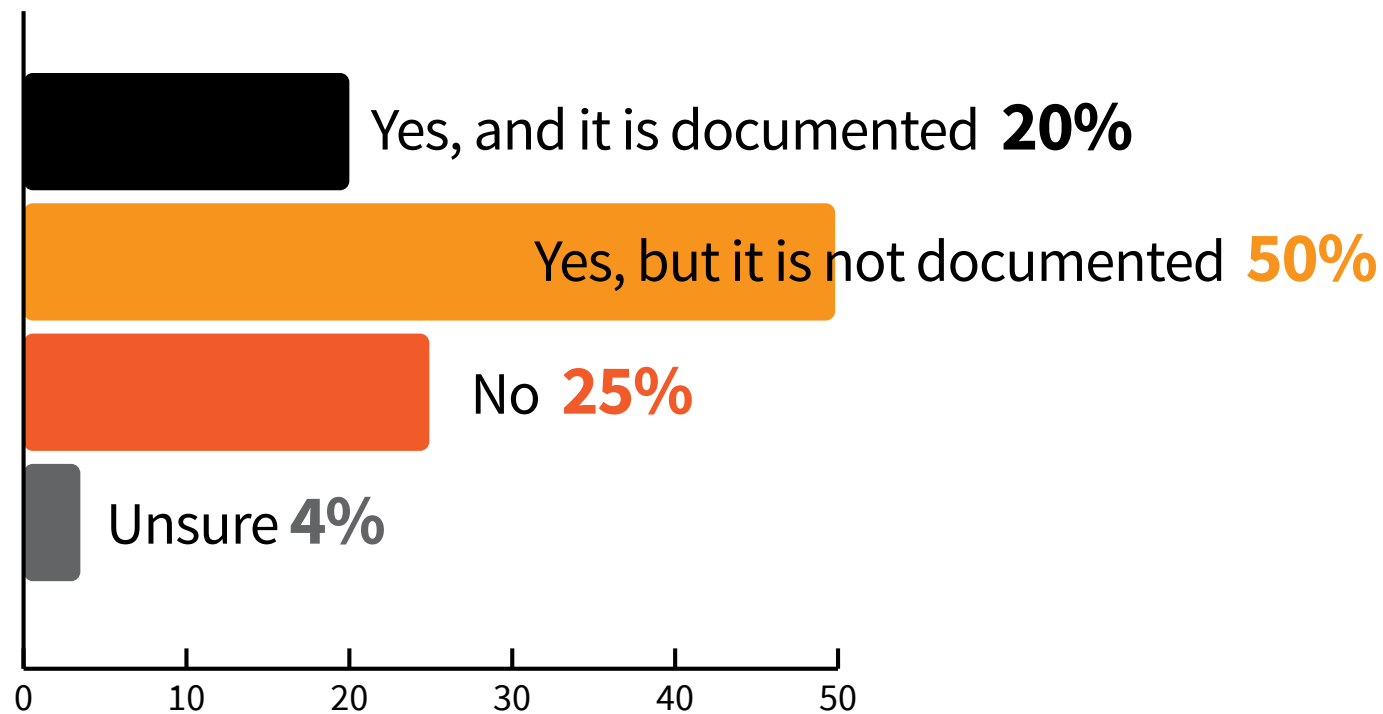
Overall, how effective is your organization at content marketing?

26% say they are effective

Note: For purposes of our annual survey, we define effectiveness as “accomplishing your overall objectives.” Those who rate their organizations a 4 or 5 (on a scale of 1 to 5, with 5 being “Very Effective” and 1 being “Not at all Effective”) are the “most effective” or “best-in-class.” The 1s and 2s are considered the “least effective,” while the 3s are neutral.

Last year, 30% of manufacturing marketers said they were effective at content marketing. Even though there is a decrease this year, having a documented content marketing strategy helps in this regard (53% of manufacturing marketers who have one say they are effective).

Percentage of Manufacturing Marketers Who Have a Content Marketing Strategy



2015 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

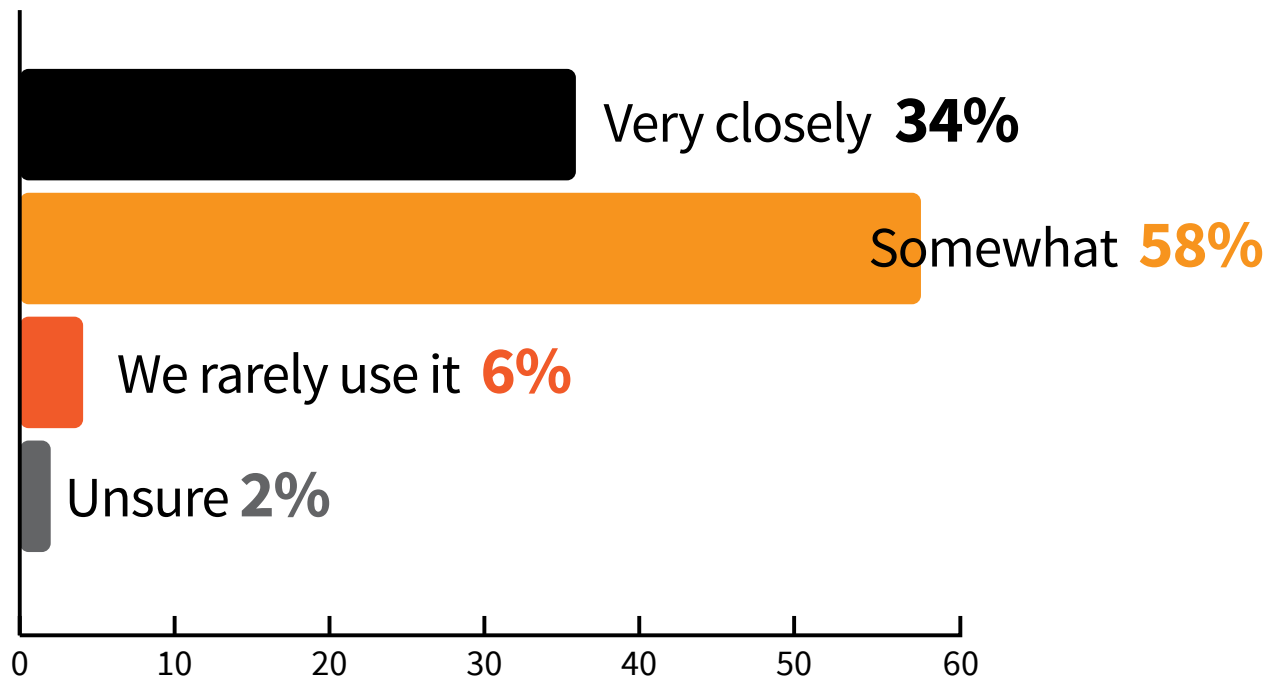
Does your organization have a content marketing strategy?

20% say they have a documented strategy

Last year, 21% of manufacturing marketers said they had a documented content marketing strategy.

The 20% of manufacturing marketers who have a documented content marketing strategy are less challenged with content marketing when compared with their peers who have a verbal-only strategy or no strategy at all.

Percentage of Manufacturing Marketers Who Say Strategy Guides Efforts



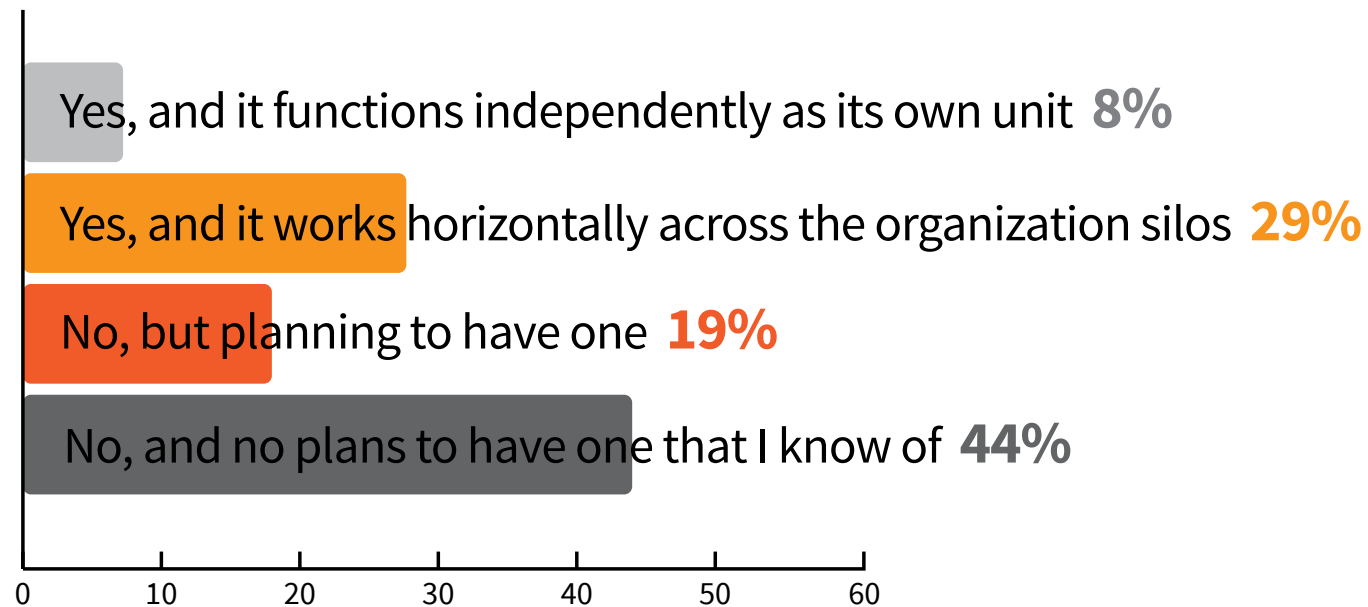
How closely does your content marketing strategy guide your organization's content marketing efforts?

34% say very closely

Having a strategy is one thing—following it is another. The more effective the manufacturing marketer, the more likely it is that his or her organization follows the strategy very closely (56% of the most effective follow their strategy very closely).

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Percentage of Manufacturing Marketers Who Have a Dedicated Content Marketing Group



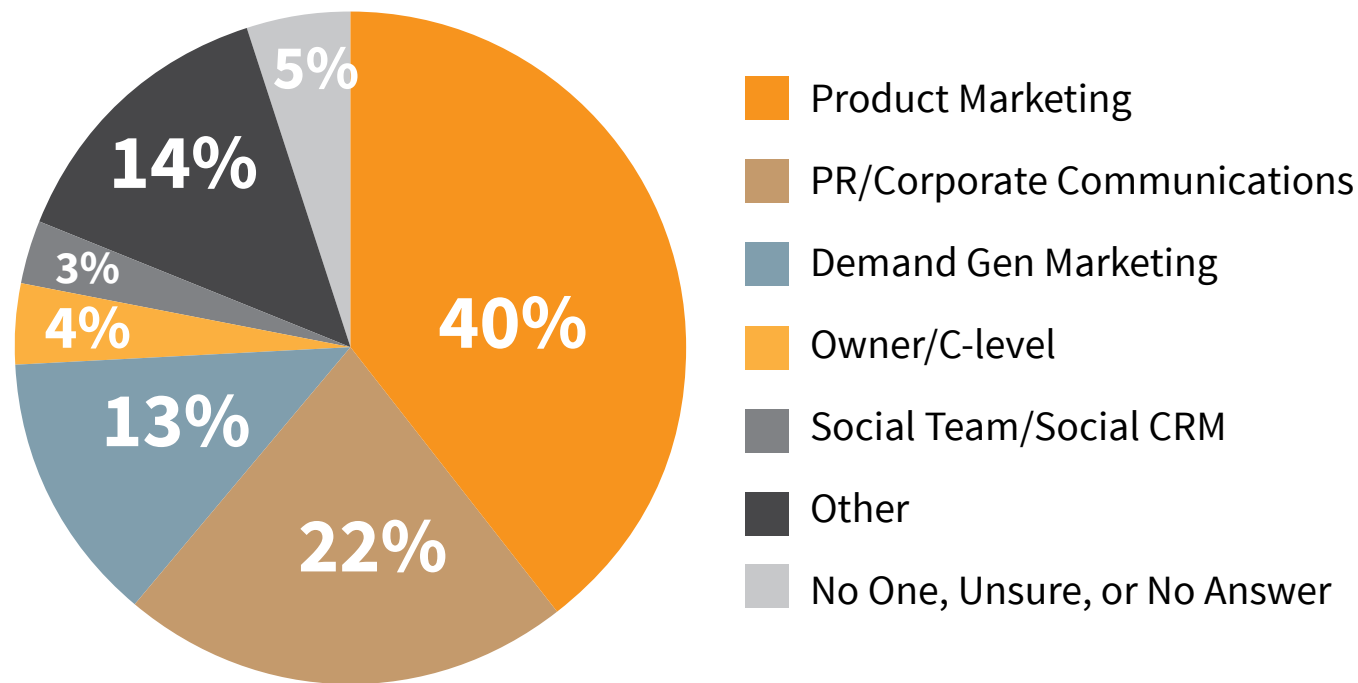
2015 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Does your organization have a dedicated content marketing group?

37% say yes

The numbers on this chart are for all manufacturing marketers, but the most effective among them are more likely to have a dedicated group (67% vs. 37%).

Areas Accountable for Content Marketing (Manufacturers)



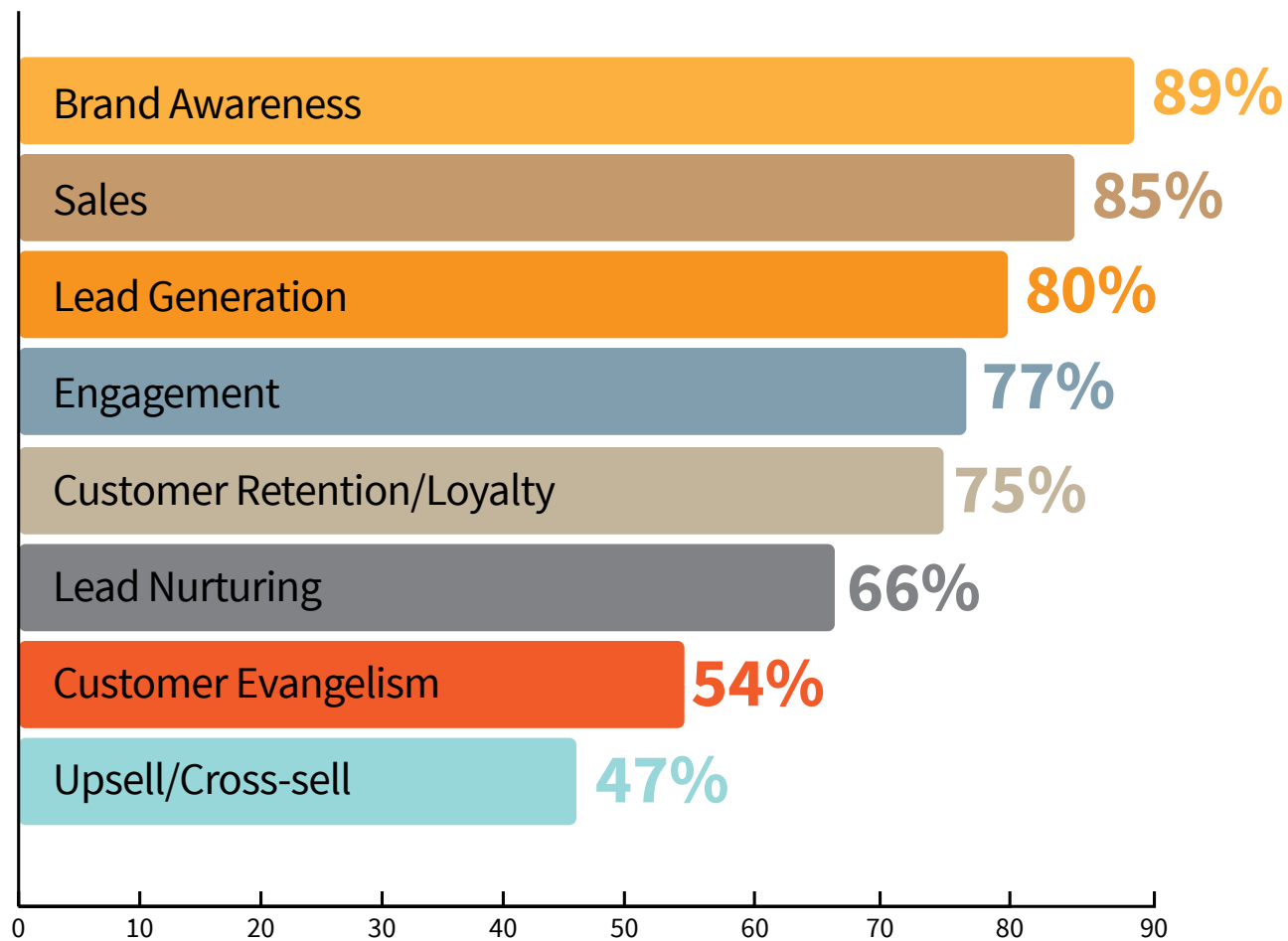
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Which area in your organization is accountable for content marketing?

40% say product marketing

Among all segments we've studied, manufacturing marketers are far more likely to organize content marketing under product marketing. For example, only 19% of B2B marketers overall report to product marketing.

Manufacturers' Organizational Goals for Content Marketing



2015 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

How important are each of the following content marketing goals to your organization?

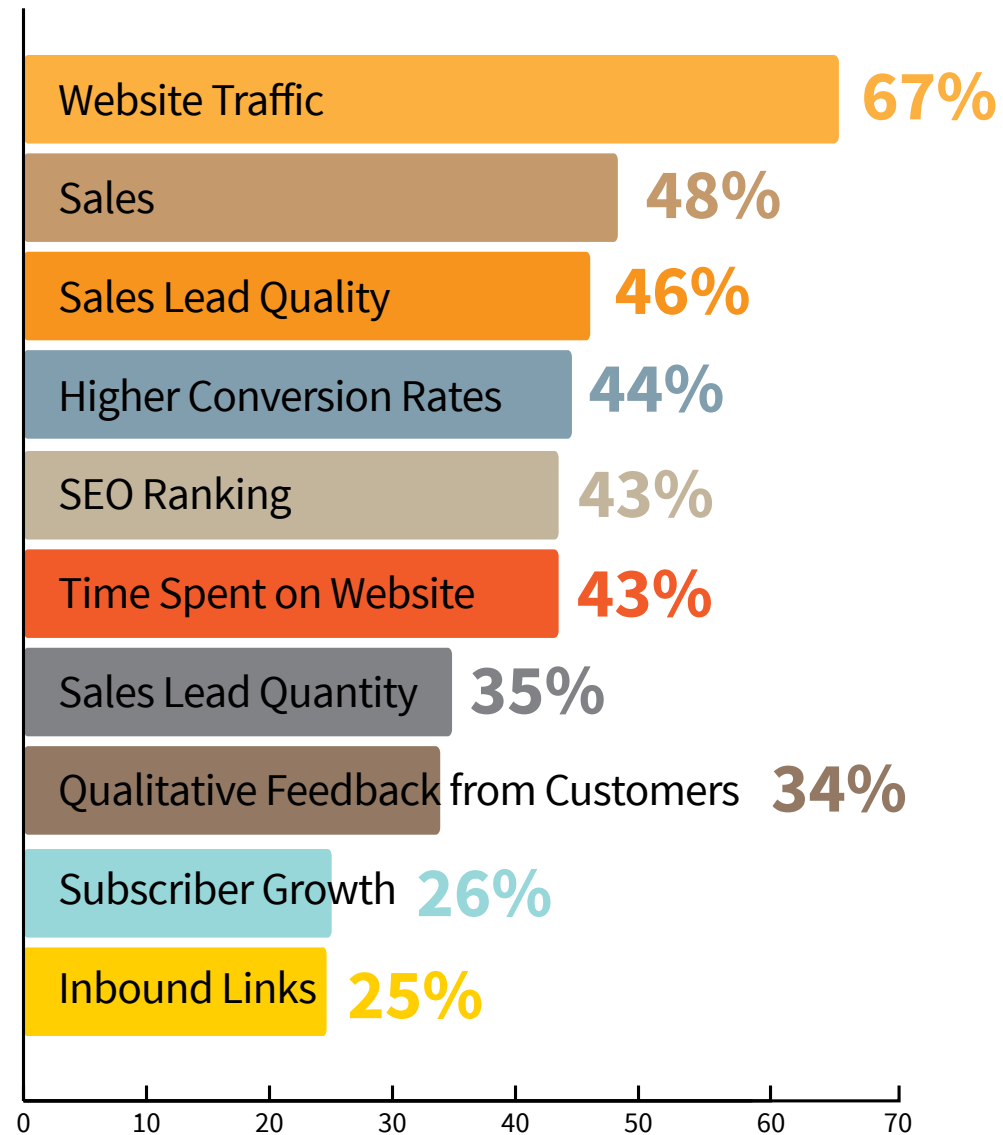
89% say brand awareness is the most important goal

Note: Percentages shown represent marketers who rated each goal a 4 or 5 on a 5-point scale where 5 = “Very Important” and 1 = “Not at all Important.”

In comparison with their B2B peers overall, manufacturing marketers are more focused on sales as a goal (85% vs. 75%). In addition, far more manufacturing marketers cited sales as a goal this year than they did last year (85% vs. 56% last year).

Although brand awareness remains the top goal (89% this year vs. 87% last year), there also is more emphasis on leads (last year, only 36% cited lead management/nurturing as a goal).

Manufacturers' Metrics for Content Marketing Success



2015 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Which metrics does your organization use to assess content marketing success?

67% say website traffic

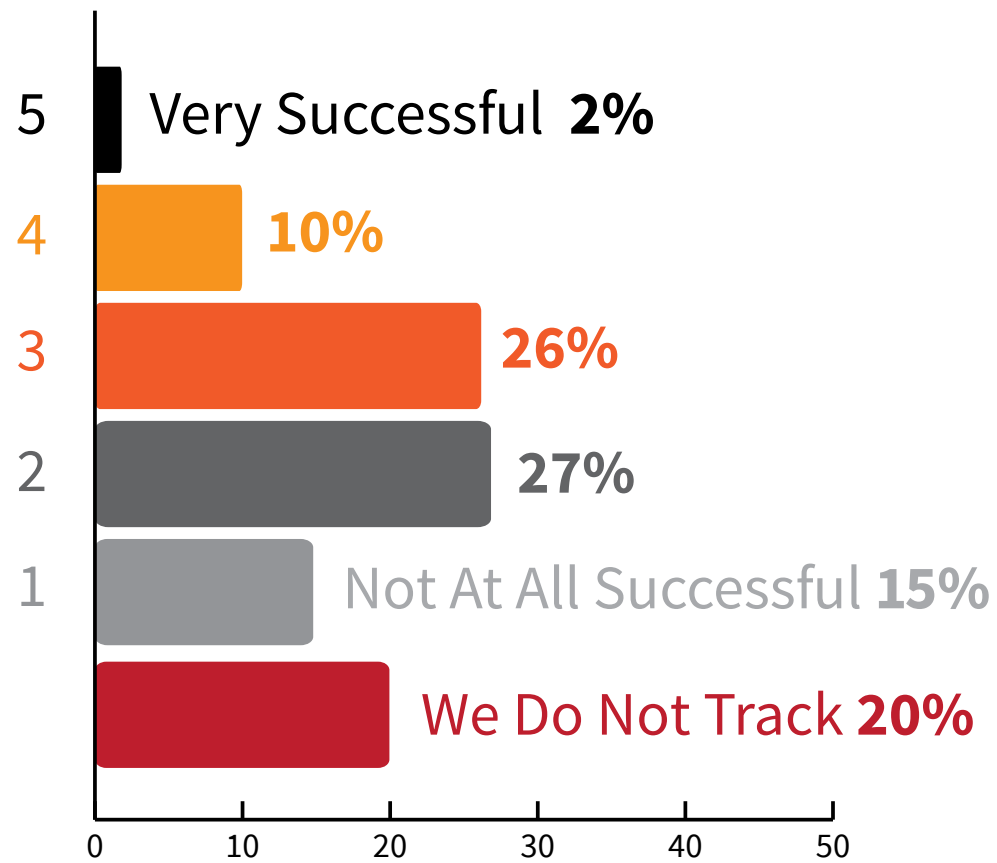
Note: Fewer than 20% cited the following metrics: Benchmark Lift of Company Awareness (16%), Benchmark Lift of Product/Service Awareness (15%), Cost Savings (8%), and Customer Renewal Rates (8%).

As they did last year, manufacturing marketers said website traffic is their top metric (63% last year vs. 67% this year).

B2B marketers overall (63%) also cited website traffic as the top metric.

More manufacturing marketers than B2B marketers overall cited sales as a metric (48% vs. 43%).

How Manufacturing Marketers Rate their Organization's Success at Tracking ROI



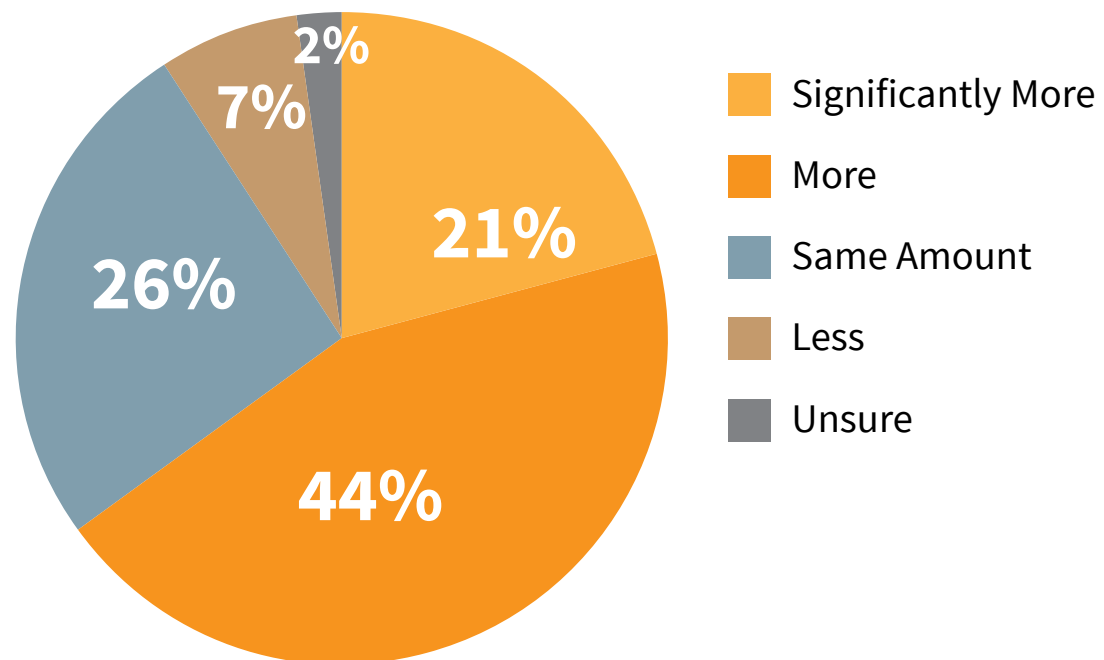
How successful is your organization at tracking the ROI of its content marketing program?

Only 12% say they are successful

Marketers across all B2B segments have difficulty tracking the ROI of their content marketing programs; however, the challenge is more pronounced among manufacturing marketers (21% of B2B marketers overall say they are successful in this area).

2015 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Change in Amount of Content Creation Among Manufacturers (Over Last 12 Months)



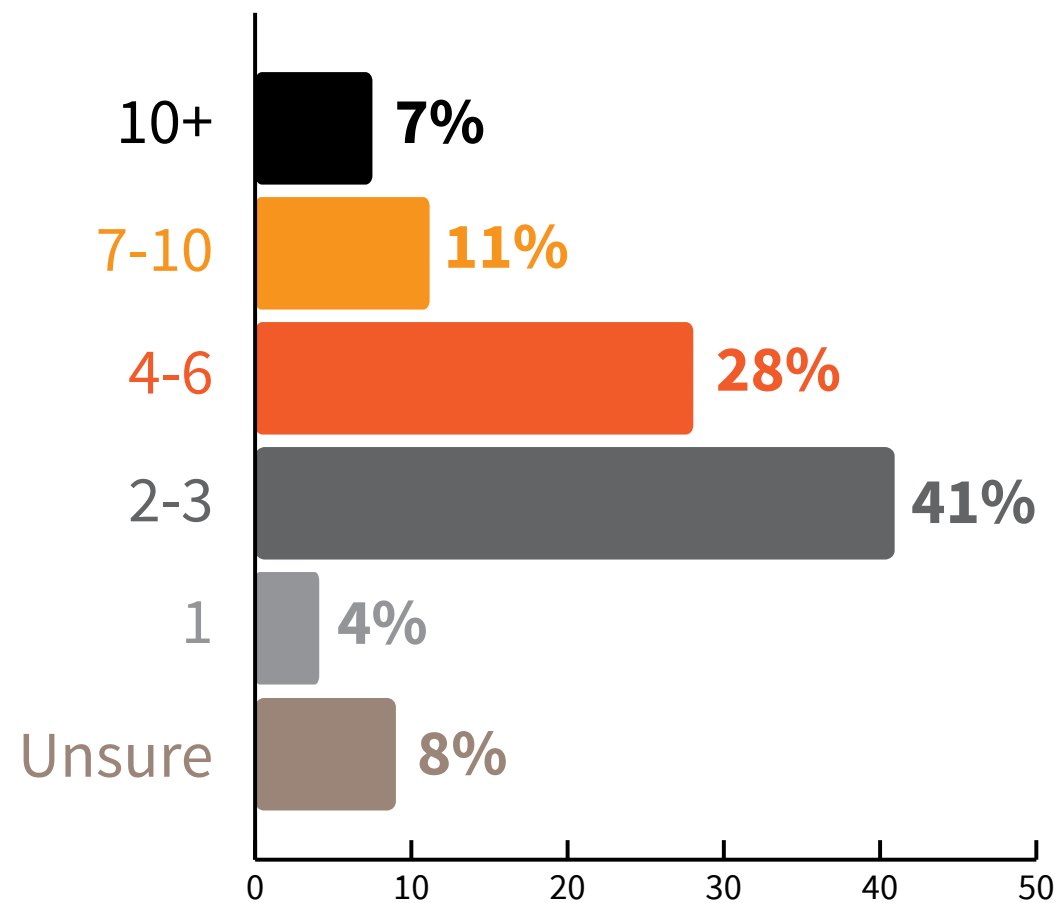
2015 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Compared with one year ago, how much content is your organization creating?

65% are creating more

Last year, 70% of manufacturing marketers said they were producing more content, so this percentage has gone down a bit. In contrast, 70% of their B2B peers overall say they are creating more content this year.

Number of Audiences that Manufacturing Marketers Target



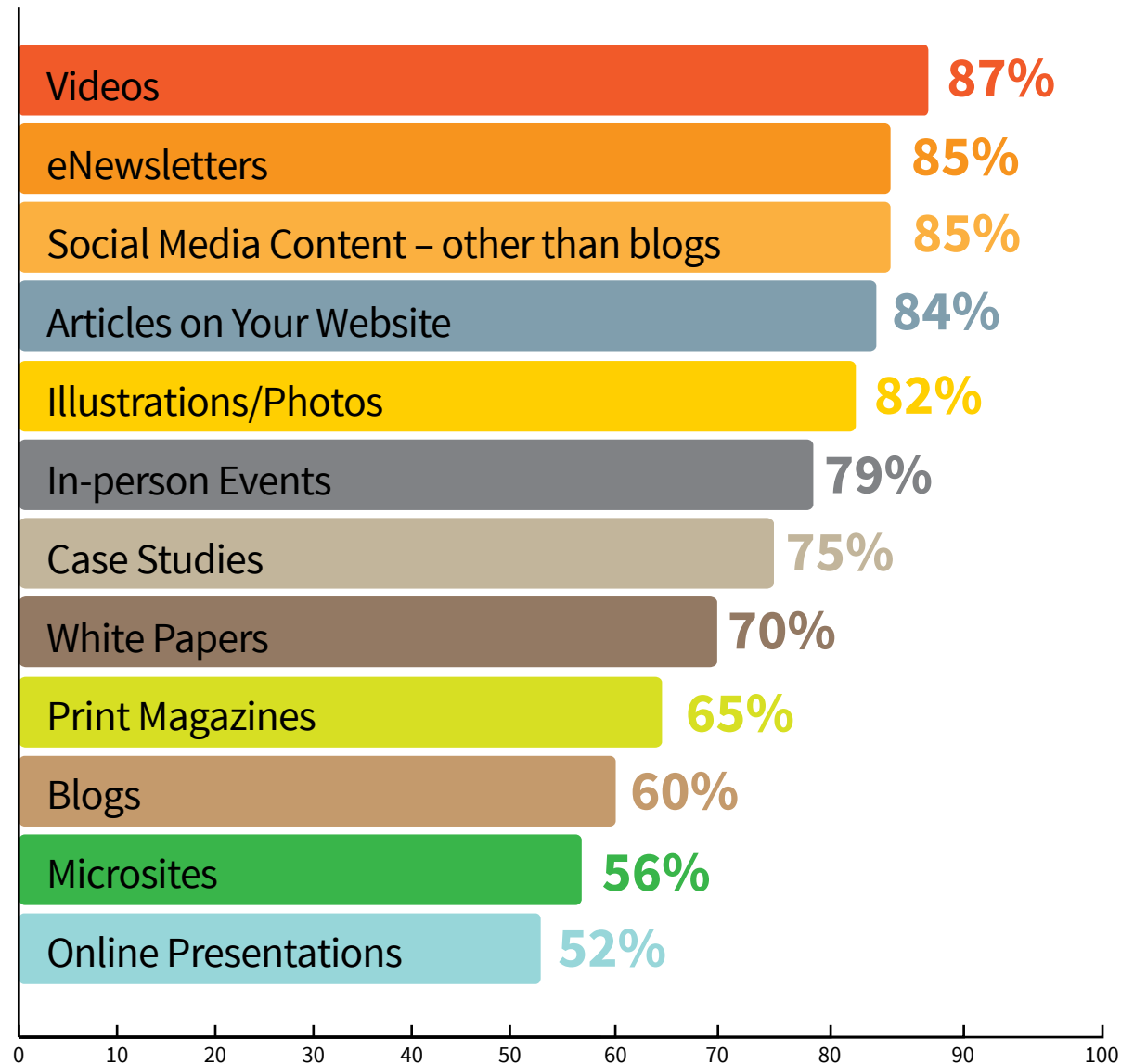
2015 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

How many different audiences does your organization target with separate content marketing strategies?

The average number is 5

There is a correlation between company size and the number of audiences a marketer targets. For example, small manufacturing companies (10-99 employees) target 3 audiences, on average, while enterprise firms (1,000+ employees) target an average of 5. This is higher than the B2B overall sample, which targets 4 on average.

Manufacturers' Content Marketing Tactic Usage



2015 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Which content marketing tactics does your organization use?

87% use videos

Note: Fewer than 50% said they use the following tactics: Webinars/Webcasts (48%), Branded Content Tools (47%), Infographics (42%), Mobile Apps (38%), Research Reports (38%), Print Newsletters (36%), Digital Magazines (35%), eBooks (18%), Books (17%), Podcasts (17%), Virtual Conferences (15%), and Games/Gamification (6%).

The use of videos increased from 80% last year to 87% this year (last year, it was third on this list).

The tactic that increased the most is microsites (42% last year vs. 56% this year).

The use of all of the other tactics shown on this chart has increased as well, except for in-person events, print magazines, and online presentations, which all showed slight decreases (by 2 to 4 percentage points).

Manufacturers' Effectiveness Ratings for Content Marketing Tactics



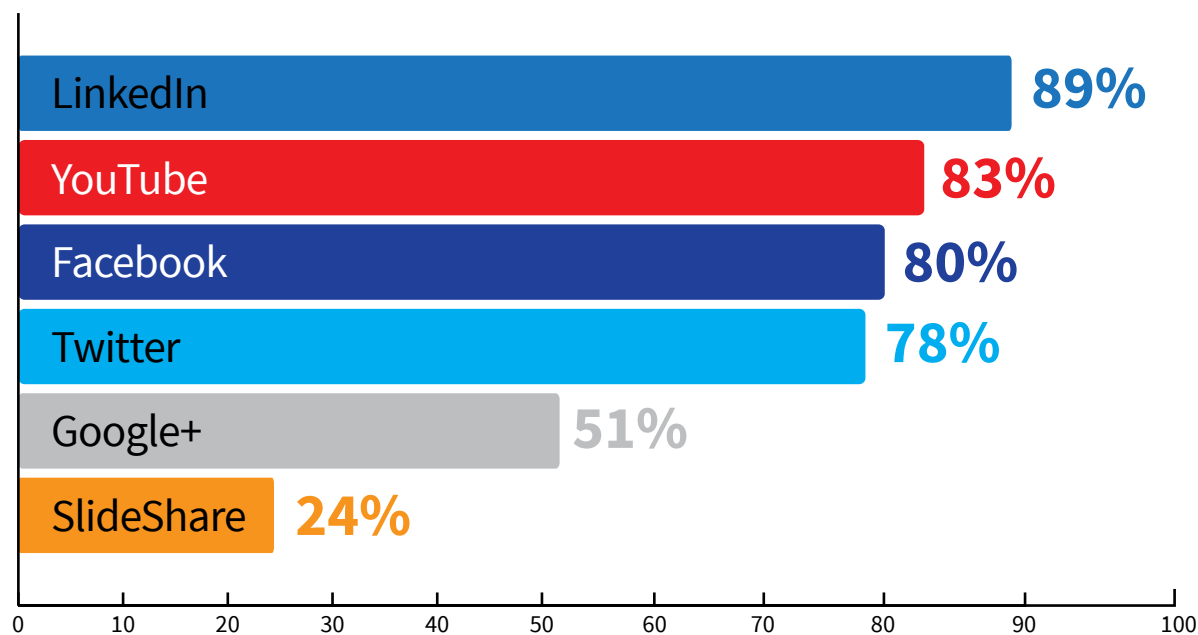
How effective are the following tactics that you use?

66% say in-person events are effective

Of all the tactics that manufacturing marketers use, these are the 10 they say are most effective. Once again this year—and like their B2B peers overall—manufacturing marketers say in-person events are the most effective tactic.

2015 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Manufacturers' Social Media Platform Usage



2015 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Which social media platforms does your organization use to distribute content?

89% use LinkedIn

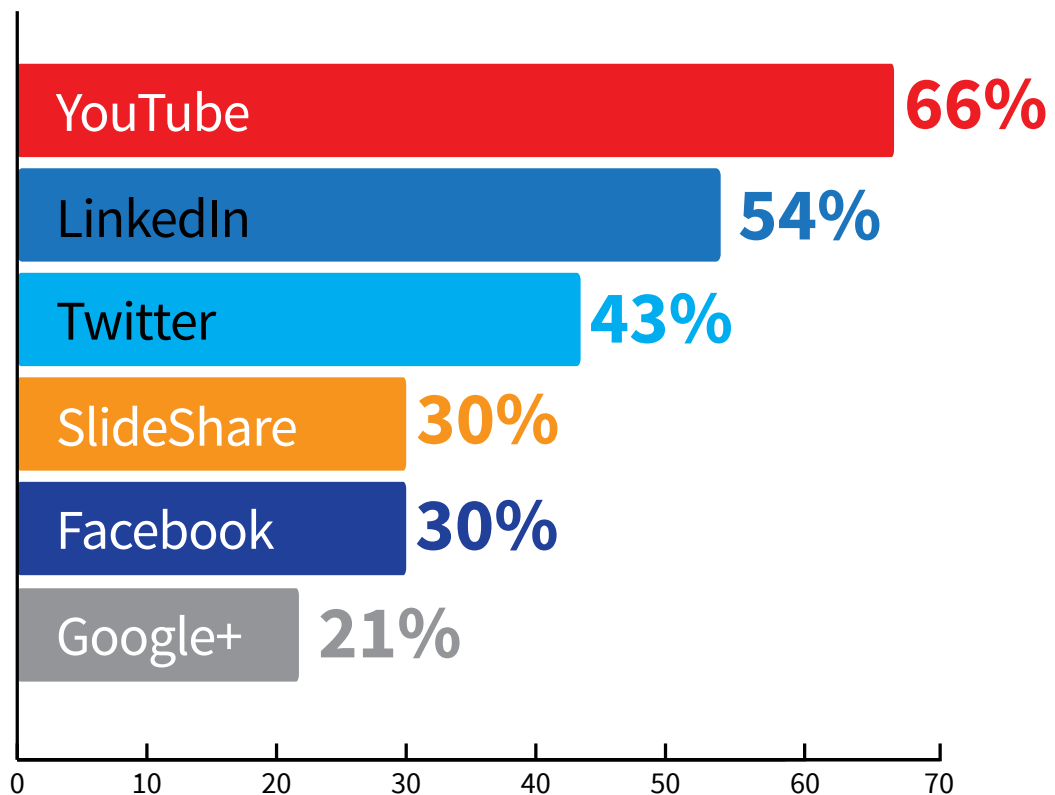
Note: Fewer than 20% said they use the following platforms: Instagram (16%), Flickr (13%), Vimeo (11%), Foursquare (8%), Tumblr (8%), StumbleUpon (7%), Vine (7%), and SnapChat (5%).

The percentage of manufacturing marketers who use each of these platforms has risen over the last year, but the average number used is still 5 (B2B marketers overall use an average of 6).

Even though more manufacturers are using YouTube this year (83% vs. 81% last year), LinkedIn has surpassed it as the most often used platform. Last year, 73% were using LinkedIn, compared with 89% this year.

Following LinkedIn, the second biggest increase in usage was for Twitter (63% last year vs. 78% this year).

Manufacturers' Effectiveness Ratings for Social Media Platforms



2015 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

How effective are the social media platforms that you use?

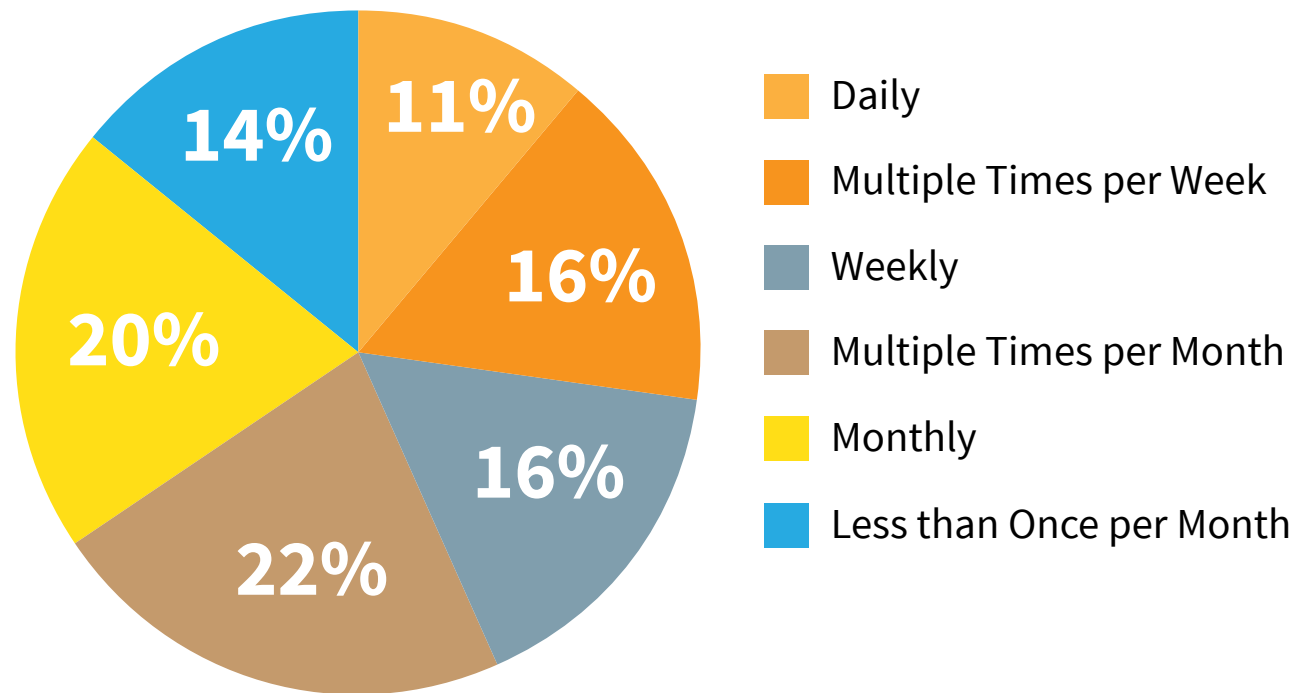
YouTube is rated the most effective

As with last year, manufacturing marketers say YouTube is the most effective platform (59% last year vs. 66% this year).

Following YouTube, the second biggest increase was for Twitter (35% said it was effective last year vs. 43% this year).

Confidence in LinkedIn dropped by 2 percentage points, but rose slightly for Facebook and Google+.

How Often Manufacturing Marketers Publish New Content



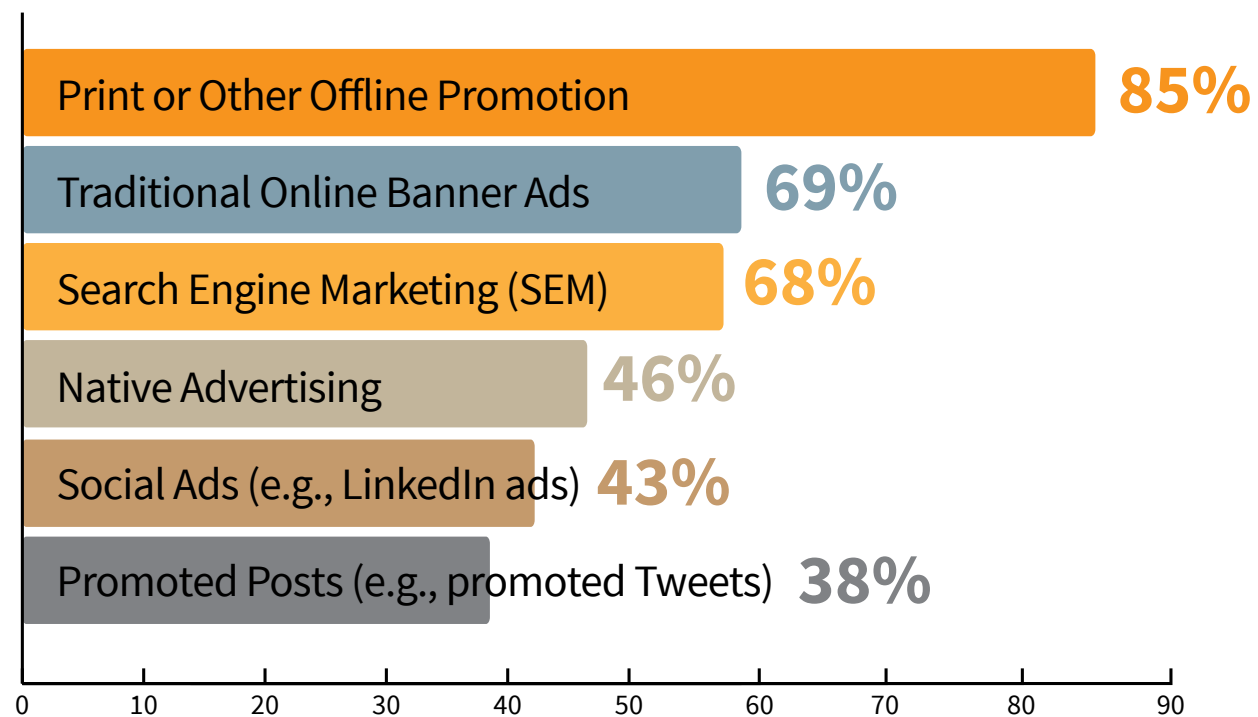
2015 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

How often does your organization publish new content that supports its content marketing program?

27% say daily or multiple times per week

Manufacturing marketers are far less likely than their B2B peers overall to publish new content daily or multiple times per week (27% vs. 42%).

Manufacturers' Paid Advertising Usage



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Which paid advertising methods do you use to promote/distribute content?

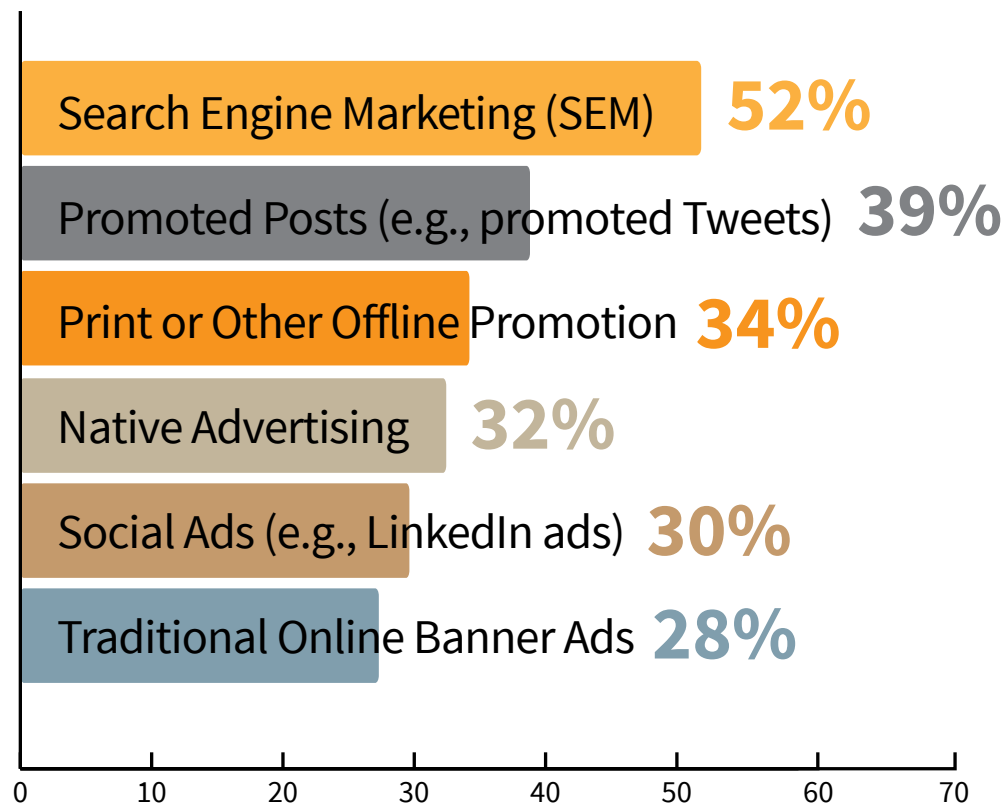
85% use print or other offline promotion

This was a new question on the survey this year.

Manufacturing marketers are far more likely to use print or other offline promotion as a paid method to promote/distribute content when compared with all other marketers, both B2B (52%) and B2C (71%).

Whereas B2B marketers overall use 3 paid methods, on average, manufacturing marketers use 4. Compared with their B2B peers, manufacturing marketers also use more traditional online banner ads (69% vs. 49%), SEM (68% vs. 58%), and native advertising (46% vs. 34%).

Manufacturers' Effectiveness Ratings for Paid Advertising Methods



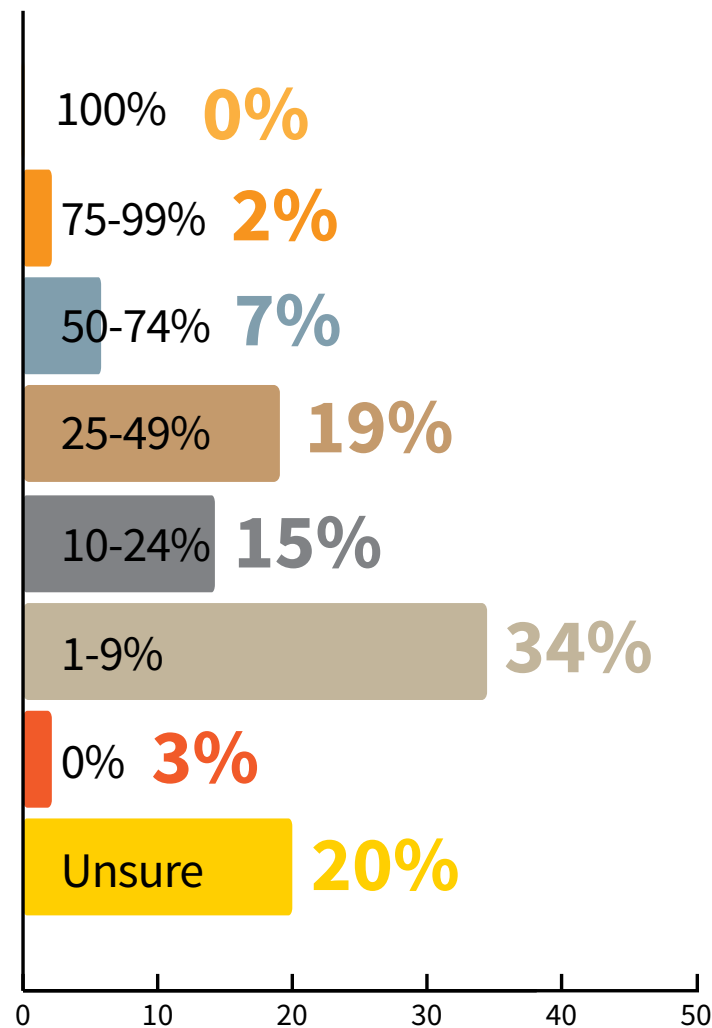
How effective are the paid advertising methods that you use to distribute content?

Search engine marketing (SEM) is considered to be the most effective

Even though 85% of manufacturing marketers use paid print or other offline promotion, only 34% of them say it's effective. Like their B2B peers overall (57%), manufacturing marketers say SEM is the most effective paid method.

2015 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Percentage of Marketing Budget Manufacturers Spend on Content Marketing



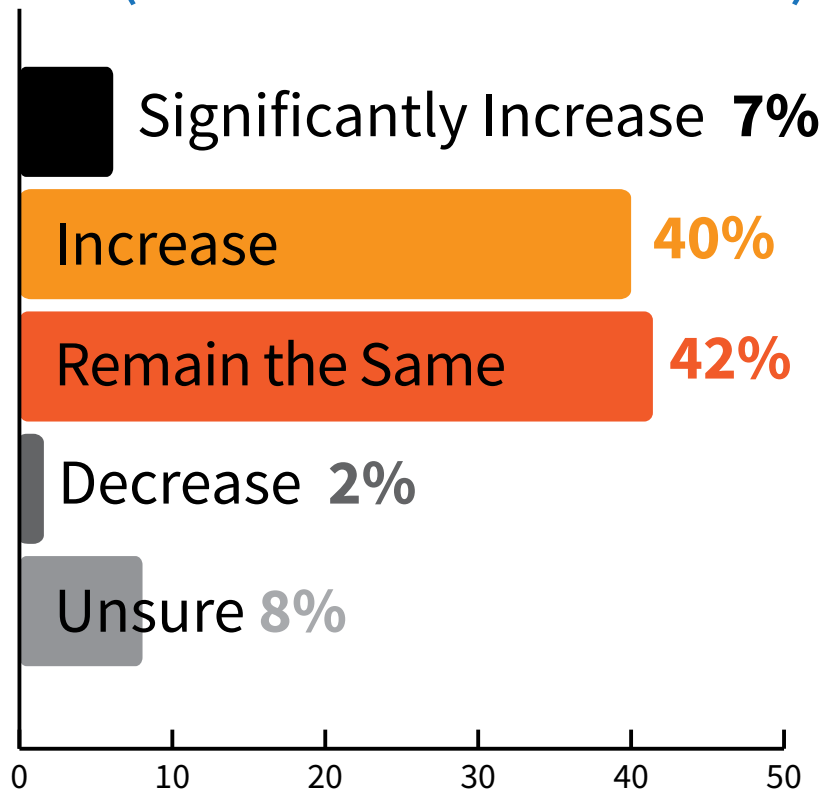
Approximately what percentage of your organization's total marketing budget (not including staff) is spent on content marketing?

The average is 22%

Manufacturing marketers allocate less to content marketing when compared with their B2B peers overall (22% vs. 28%). Last year, manufacturing marketers allocated 21%, on average.

2015 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Content Marketing Spending Among Manufacturers (Over Next 12 Months)



How do you expect your organization's content marketing budget to change in the next 12 months?

47% say they will increase spending

Nearly half (47%) of manufacturing marketers plan to increase their content marketing spending during the next 12 months vs. 55% of B2B marketers overall. Last year, 46% of manufacturing marketers said they planned to increase spending.

2015 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

With regard to content marketing, how challenged are you with each of the following?

Producing engaging content and measuring effectiveness are the most often cited challenges

	Manufacturing Marketers	Overall Sample of B2B Marketers
■ Measuring Content Effectiveness	62%	49%
■ Producing Engaging Content.....	62%	54%
■ Producing Content Consistently	59%	50%
■ Lack of Budget.....	56%	41%
■ Lack of Integration Across Marketing.....	55%	30%
■ Gaps in Knowledge and Skills of Internal Team	53%	34%
■ Lack of Buy-in/Vision from Higher-Ups.....	53%	29%
■ Producing a Variety of Content.....	49%	42%
■ Finding Trained Content Marketing Professionals	43%	32%
■ Technology-related Challenges.....	32%	20%

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Which content marketing initiatives are you working on?

66% are focused on organizing website content and improving conversions

New this year, we presented marketers with a list of 28 initiatives. We asked them to select one of three options for each: working on now, plan to begin working on within 12 months, and not a priority.

Manufacturing marketers are working on an average of 13 initiatives, and plan to begin working on 8 more, on average, over the next 12 months.

The highest percentages of manufacturing marketers are presently working on:

- Doing better at converting website visitors: 66%
- Organizing content on website: 66%
- Creating more engaging/higher-quality content: 62%
- Better understanding of audience: 61%
- Finding more/better ways to repurpose content: 61%

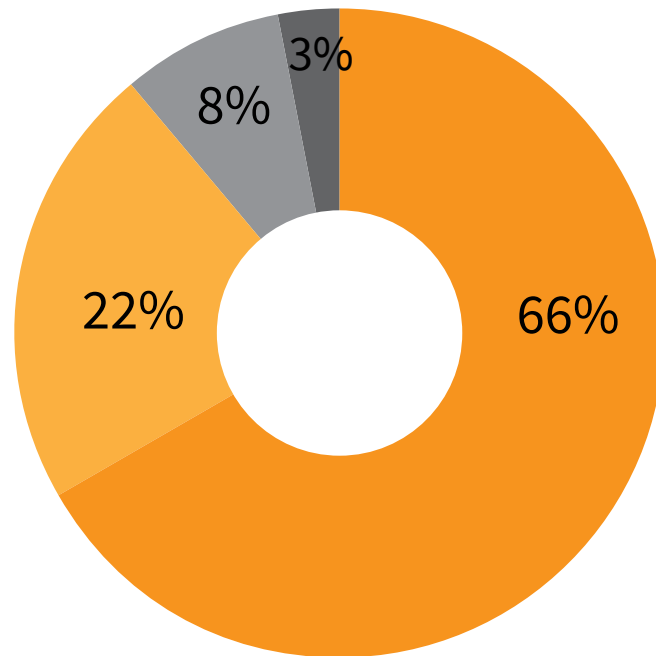
As for which they plan to begin working on within 12 months, the highest percentages selected:

- Measuring content marketing ROI: 43%
- Developing a documented content marketing strategy: 42%
- Better understanding of what content is effective—and what isn't: 38%
- Content curation strategies: 37%
- Understanding/using content marketing technology: 35%

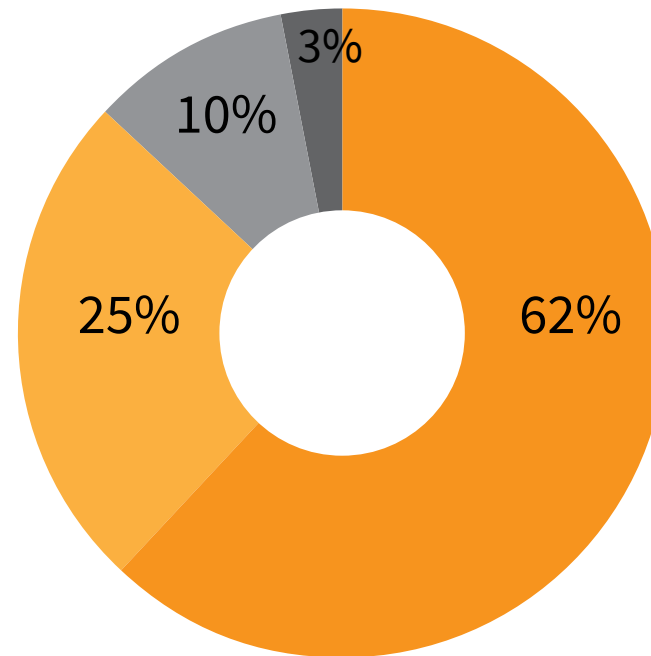
The initiatives appearing on the following pages are the 12 that received the highest combined percentages of “working on now” and “plan to begin working on within 12 months.”



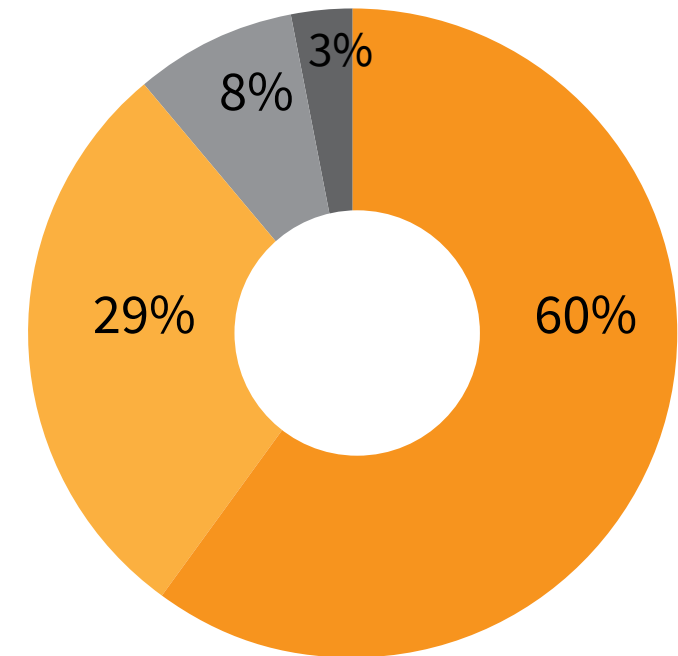
Better at Converting Website Visitors



Creating More Engaging/Higher-Quality Content



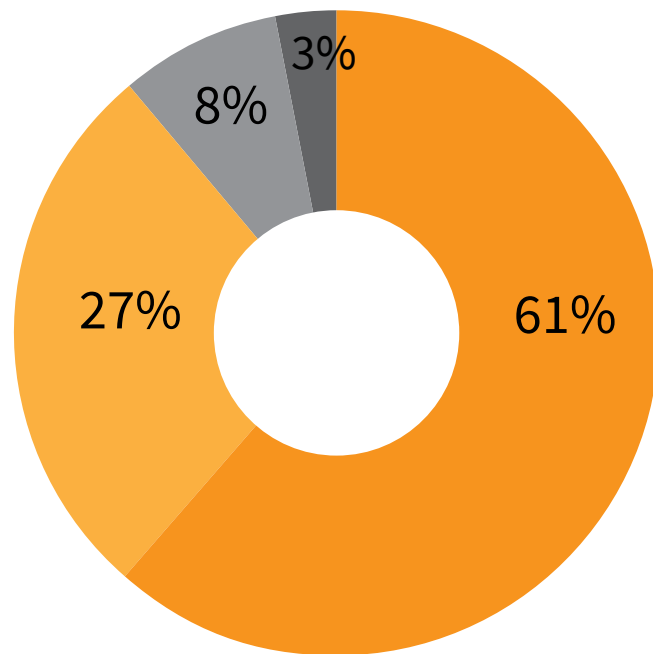
Creating Visual Content



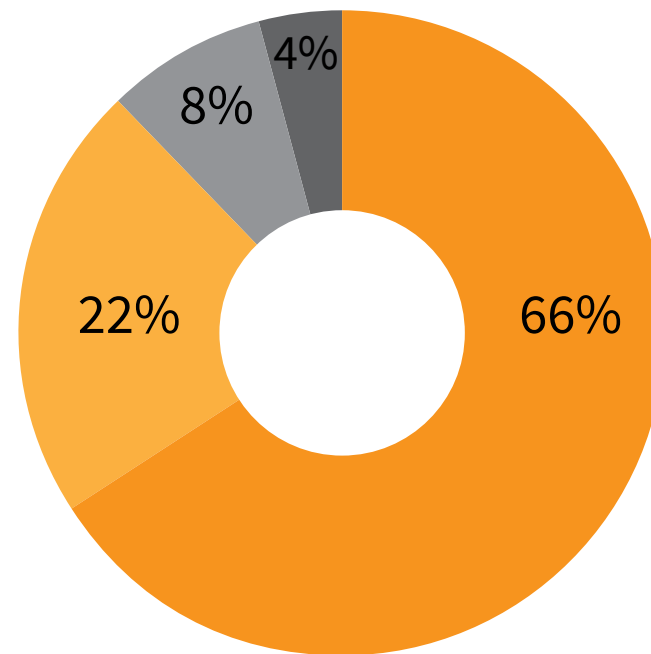
Now Within 12 Months Not a Priority No Answer

2015 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

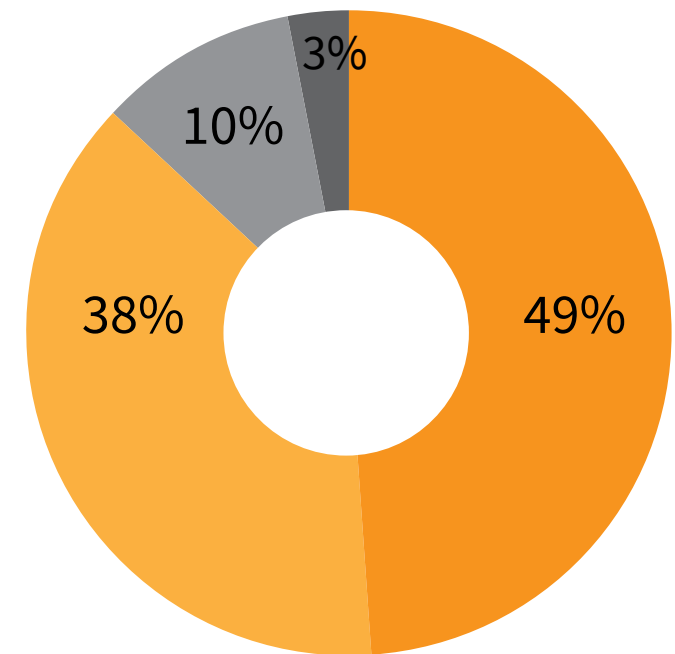
Finding More/Better Ways to Repurpose Content



Organizing Content on Website



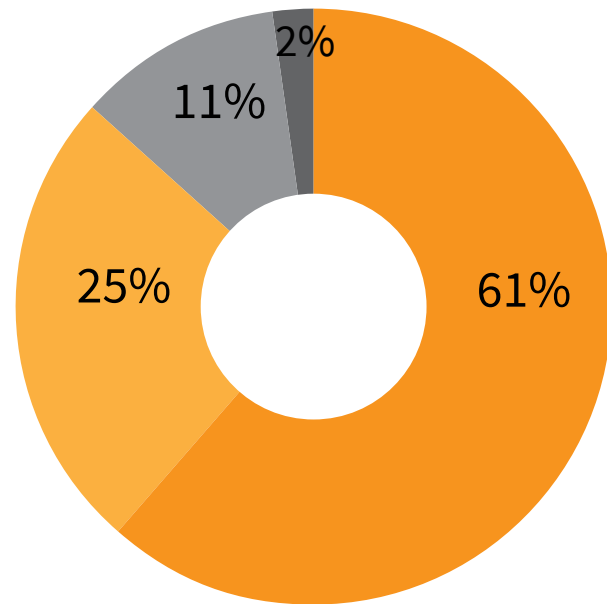
Better Understanding of What Content is Effective—and What Isn't



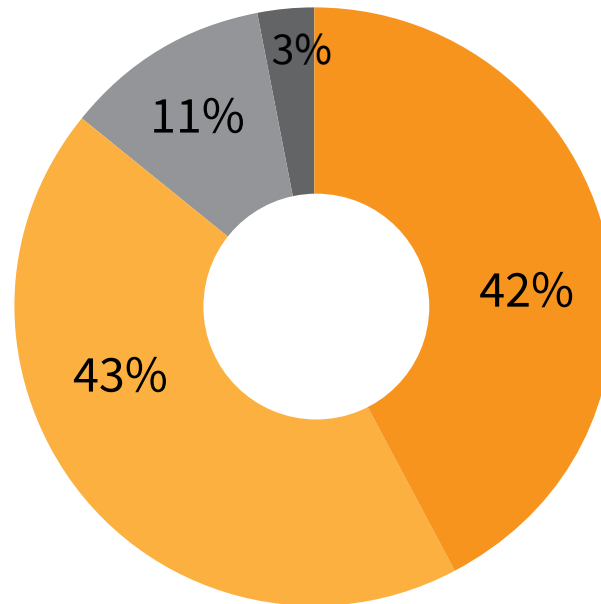
Now Within 12 Months Not a Priority No Answer

2015 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

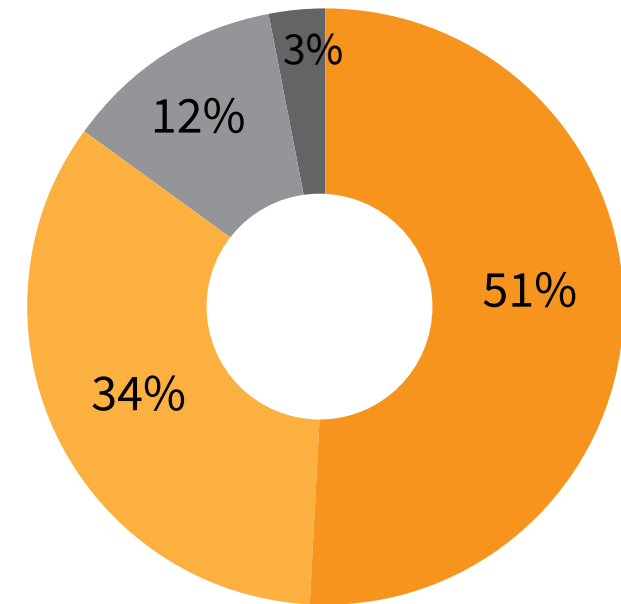
Better Understanding of Audience



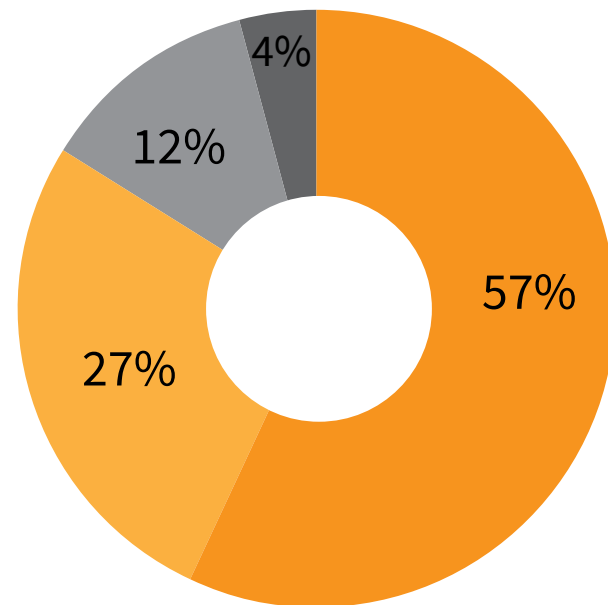
Measuring Content Marketing ROI



Creating a Greater Variety of Content



Optimizing Content



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Differences Between Manufacturing Marketers and B2B Marketers Overall

	MFG Marketers	Overall Sample of B2B Marketers
■ Uses content marketing.....	82%	86%
■ Considers organization to be effective at content marketing.....	26%	38%
■ Has a documented content marketing strategy.....	20%	35%
■ Has a content marketing strategy, but it's not documented.....	50%	48%
■ Does not have a documented strategy.....	25%	14%
■ Has a dedicated content marketing group.....	37%	47%
■ Is successful at tracking ROI.....	12%	21%
■ Average number of tactics used.....	12	13
■ Average number of social platforms used.....	5	6
■ Average number of paid advertising methods used to promote/distribute content.....	4	3
■ Average number of audiences targeted.....	5	4
■ Publishes new content daily or multiple times per week.....	27%	42%
■ Percentage of total budget allocated to content marketing.....	22%	28%
■ Plan to increase content marketing spend over next 12 months.....	47%	55%
■ Average number of initiatives working on now.....	13	13
■ Average number of initiatives planning to begin working on within 12 months.....	8	8

2015 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Most Effective vs. Least Effective Manufacturing Content Marketers

	Most Effective, MFG	Total Sample, MFG	Least Effective, MFG
■ Has a documented content marketing strategy	40%	20%	2%
■ Has a content marketing strategy, but it's not documented	54%	50%	42%
■ Does not have a documented strategy	2%	25%	54%
■ Has a dedicated content marketing group	67%	37%	14%
■ Is successful at tracking ROI	27%	12%	4%
■ Average number of tactics used	14	12	13
■ Average number of social platforms used	6	5	5
■ Average number of paid advertising methods used to promote/distribute content.....	4	4	4
■ Publishes new content daily or multiple times per week	40%	27%	17%
■ Percentage of total budget allocated to content marketing.....	35%	22%	13%
■ Plan to increase content marketing spend over next 12 months	54%	47%	44%
■ Average number of initiatives working on now	14	13	12
■ Average number of initiatives planning to begin working on within 12 months	7	8	9

Chart term definitions: A “best-in-class” content marketer (aka “most effective”) is one who rates his or her organization a 4 or 5 in terms of effectiveness on a scale of 1 to 5, with 5 being “Very Effective” and 1 being “Not at all Effective.” Those who rate themselves 1 or 2 are the “least effective.” The numbers under “total sample” represent total manufacturing respondents.

2015 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

DEMOGRAPHICS

2015 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs was produced by Content Marketing Institute and sponsored by Fathom.

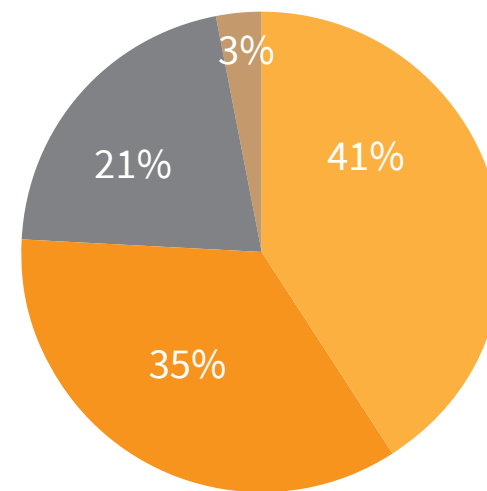
The fifth annual content marketing survey, from which the results of this report were generated, was mailed electronically to a sample of marketers using lists from Content Marketing Institute, MarketingProfs, Brightcove, Blackbaud, the Business Marketing Association (BMA), EnVeritas Group (EVG), The Association for Data-driven Marketing & Advertising (ADMA), the Direct Marketing Association UK (DMA), *Industry Week*, *New Equipment Digest*, WTW Media, and Corporate Financial Group. A total of 5,167 recipients from around the globe—representing a full range of industries, functional areas, and company sizes—responded throughout July and August 2014.

This report presents the findings from the 217 respondents who said they were B2B manufacturing marketers in North America.

Sections of this report compare the manufacturing respondents with the overall sample of 1,820 B2B marketers from North America, whose responses were previously reported on in the Content Marketing Institute/MarketingProfs study, *B2B Content Marketing: 2015 Benchmarks, Budgets, and Trends—North America*.

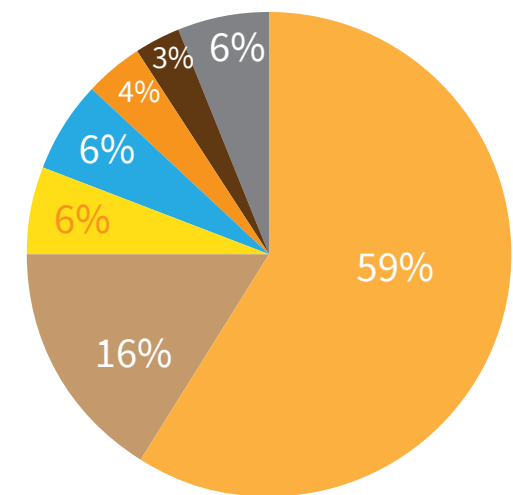
Additional reports based on the annual survey are available at www.contentmarketinginstitute.com/research. Special thanks to MarketingProfs for their assistance with the annual survey and the B2B North America and B2C North America reports.

Size of B2B Manufacturing Company (by Employees)



- Large (1,000+ Employees)
- Midsize (100-999 Employees)
- Small (10-99 Employees)
- Micro (Fewer than 10 Employees)

B2B Manufacturing Job Title/Function



- Marketing/Advertising/Communications/PR Management
- Marketing Administration/Support
- General Management (GM/VP)
- Sales and Business Management
- Corporate Management/Owner
- Content Creation/Management
- Other

About Content Marketing Institute

Content Marketing Institute (CMI) is the leading global content marketing education and training organization. CMI teaches enterprise brands how to attract and retain customers through compelling, multi-channel storytelling. CMI's **Content Marketing World** event, the largest content marketing-focused event, is held every September, and Content Marketing World Sydney, every March. CMI also produces the quarterly magazine **Chief Content Officer**, and provides strategic consulting and content marketing research for some of the best-known brands in the world. CMI is a 2012, 2013, and 2014 Inc. 500 company. View all CMI research at www.contentmarketinginstitute.com/research. Learn how to create a **documented content marketing strategy**, a key component for improving overall content marketing effectiveness.

To learn more about content marketing for manufacturers, attend a full-day **Industry Lab** at Content Marketing World on September 11, 2015.

About Fathom

Fathom fuels profitable growth through content strategy and execution, digital marketing services, and sales/analytics consulting that serve a greater purpose. The greater purpose is fulfilling the mission of its customers' growth plans, as well as inspiring transformation in its own people, local communities, and larger world. With origins in SEO for B2B manufacturing, Fathom today is a full-service agency that helps manufacturing companies across the country expand their customer bases and turn existing customers into advocates. The company also has intimate knowledge and deep experience in the technology, healthcare, education, financial services, and consumer brands sectors. In today's buyer-first world, Fathom embraces the call for all companies to act as media publishers that build audiences with resourceful content.

Visit FathomDelivers.com/MFG15, call us at 866-896-9432, or email at MFG15@FathomDelivers.com.