



THE CONTENT MARKETING TREND STUDY 2020

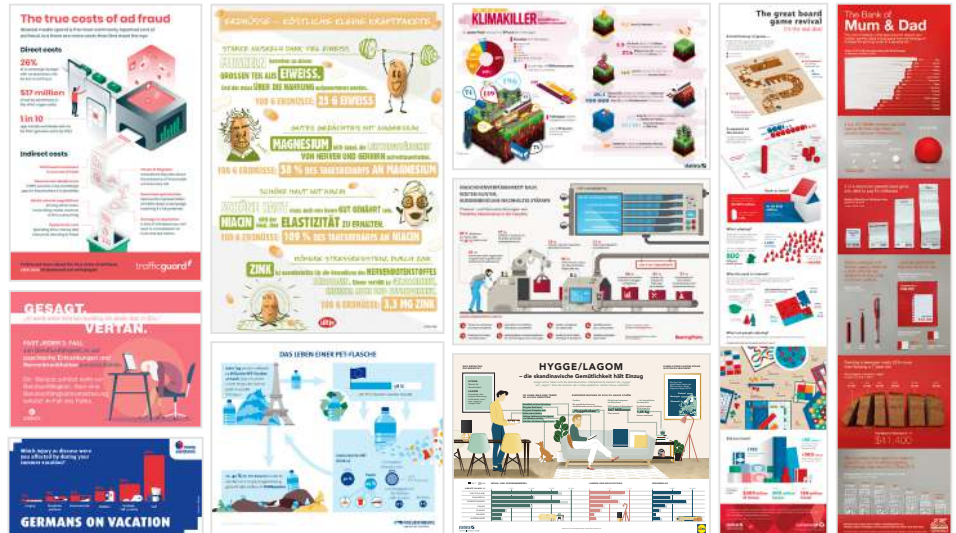
THE CONTENT MARKETING TREND STUDY 2020

What is the current state of content marketing worldwide? What strategies are B2B and B2C businesses pursuing and how are these playing out in different regions globally? What are the most important success factors in the field today and which trends and technologies are going to determine the future of content marketing? We surveyed businesses and agencies working in content marketing from around the world to discover the trends that are driving the topic in 2020.



Statista provides over 1 million statistics and facts covering 600 industries and more than 50 countries on a single platform. It also offers individualized market research, research and analysis services. The Statista Content & Information Design department is specialized in data-based storytelling and the production of visual content such as infographics, animated videos, microsites, presentations and corporate publishing.

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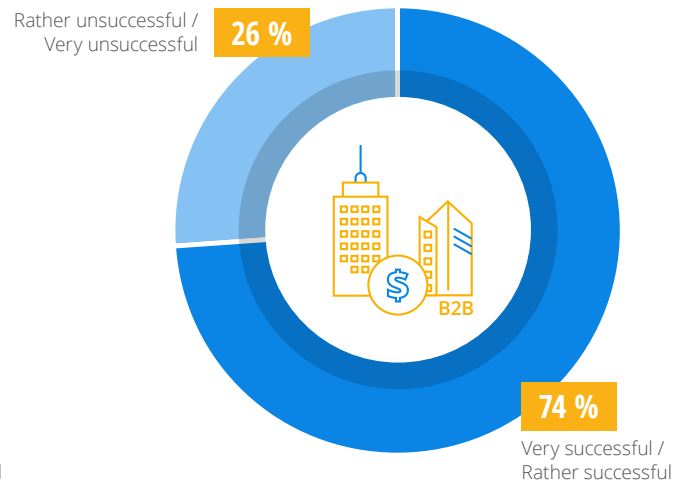
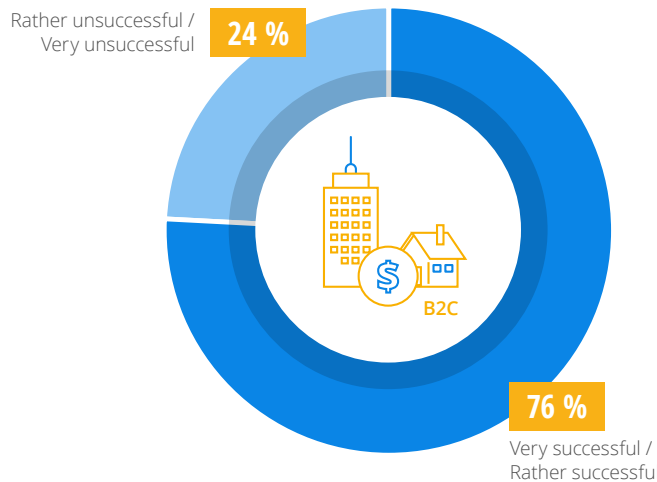


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12	FORMATS & CHANNELS
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Around 3 in 4 companies see their content marketing strategy as successful

HOW SUCCESSFUL IS YOUR CONTENT MARKETING STRATEGY?*



* People that work in companies that do digital content marketing themselves and pursue a strategy for their content marketing; n total=358; n End users / consumers (B2C)=190; n Companies (B2B)=168

More than half of companies would like to see more effective planning in content marketing

IN YOUR OPINION, WHAT NEEDS TO BE CHANGED TO MAKE YOUR CONTENT MARKETING (EVEN) MORE SUCCESSFUL?*

■ B2C ■ B2B

More effective planning

55 %

62 %



Better ideas

49 %

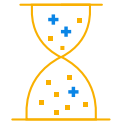
49 %



More time to put things into practice

49 %

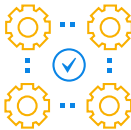
50 %



Improved processes

49 %

46 %



Higher budget

49 %

45 %



More continuity

47 %

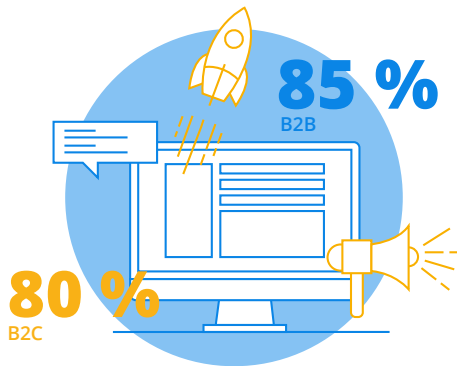
41 %



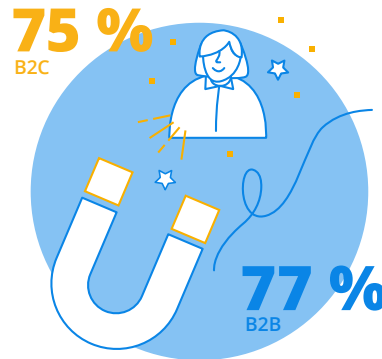
* People that work in companies that do digital content marketing themselves; multiple selection possible; selection of answers; n total=374; n Companies (B2C)=199; n Companies(B2B)=175

Boosting one's own brand

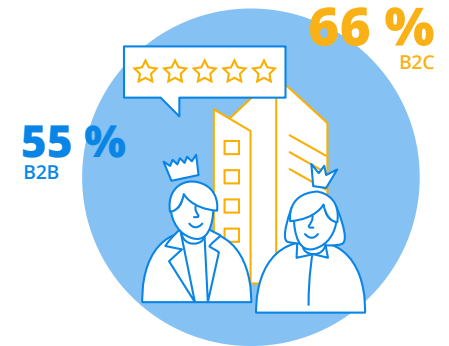
WHICH STRATEGIES ARE YOU PURSUING BY DOING CONTENT MARKETING IN YOUR COMPANY?*



Boosting the brand and its image



Customer acquisition



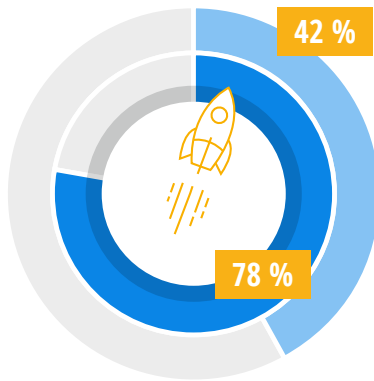
Increasing customer retention

* People that work in companies that do digital content marketing themselves; multiple selection possible; selection of answers; n total=374; n End users / consumers (B2C)=199; n Companies (B2B)=175

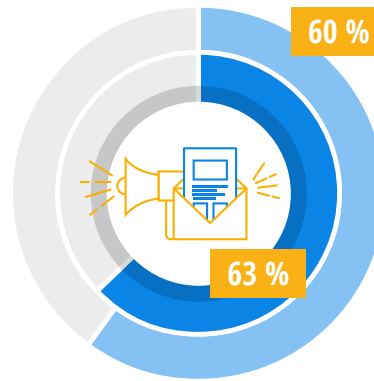
Measures used in the B2B and B2C fields in order to achieve content marketing goals

WHICH MEASURES HAVE YOU IMPLEMENTED IN YOUR COMPANY?*

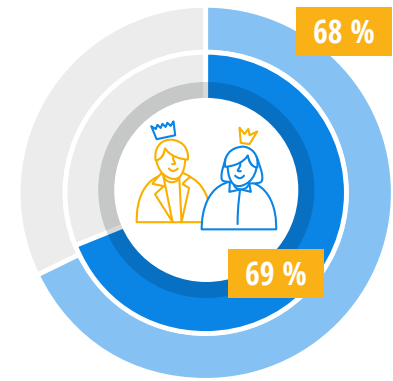
■ B2C ■ B2B



Communicating industry news and trends to boost brand image*



Supporting e-mail marketing with own newsletters**

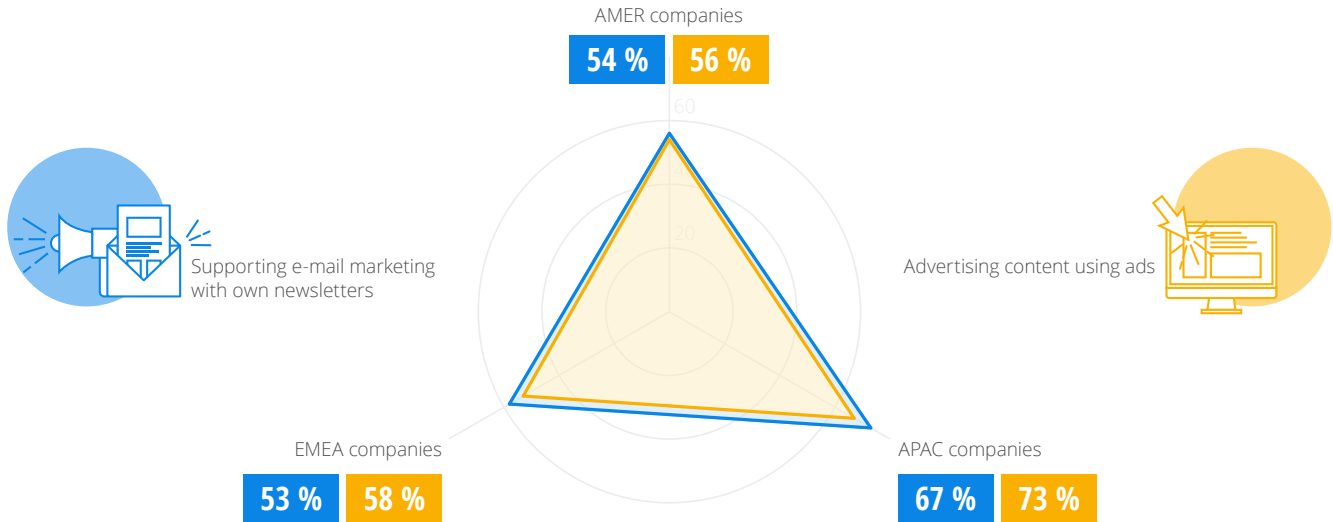


Providing individual and exclusive information that is interesting for existing customers***

* People that work in companies doing digital content marketing themselves and that said they had a strategy for boosting the brand and its image; multiple selection possible; n total=307; n End users / consumers (B2C)=159; n Companies (B2B)=148; ** People that work in companies doing digital content marketing themselves and that said they pursued a strategy for customer acquisition; multiple selection possible; n total=283; n End users / consumers (B2C)=149; n Companies (B2B)=134; *** People that work in companies doing digital content marketing themselves and that said they pursued a strategy for customer retention; multiple selection possible; n total=227; n End users / consumers (B2C)=131; n Companies (B2B)=96

Newsletters and ads are leading the way in APAC

WHICH MEASURES HAVE YOU IMPLEMENTED IN YOUR COMPANY TO ATTRACT NEW CUSTOMERS?*



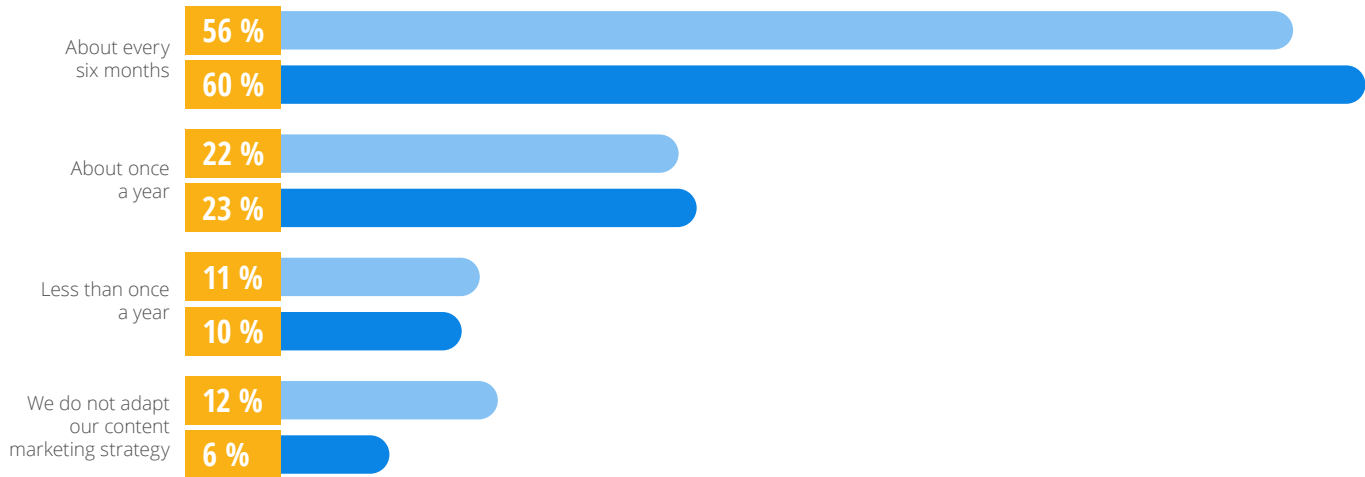
* People that work in companies doing digital content marketing themselves and that said they pursued a strategy for customer acquisition; multiple selection possible; n total=283; n AMER companies (B2C & B2B)=124; n APAC companies (B2C & B2B)=52; n EMEA companies (B2C & B2B)=107

Content Marketing Strategy

Around 8 out of 10 companies readjust their content marketing strategy at least once per year

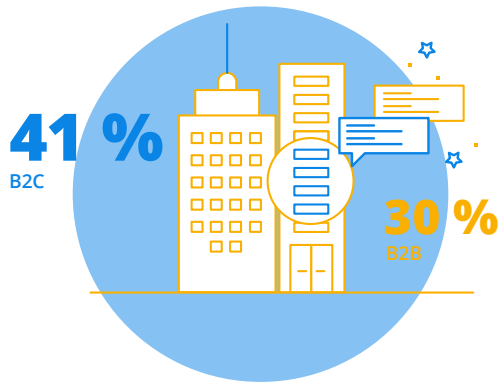
HOW OFTEN DO YOU ADAPT YOUR CONTENT MARKETING STRATEGY?*

■ B2C ■ B2B

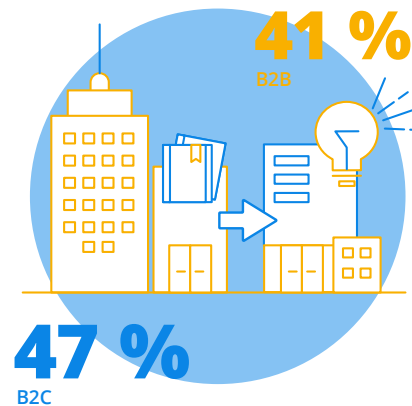


* People that work in companies that do digital content marketing themselves; n total=374; n Companies (B2C)=199; n Companies (B2B)=175

B2B companies are less likely to have a separate content marketing department



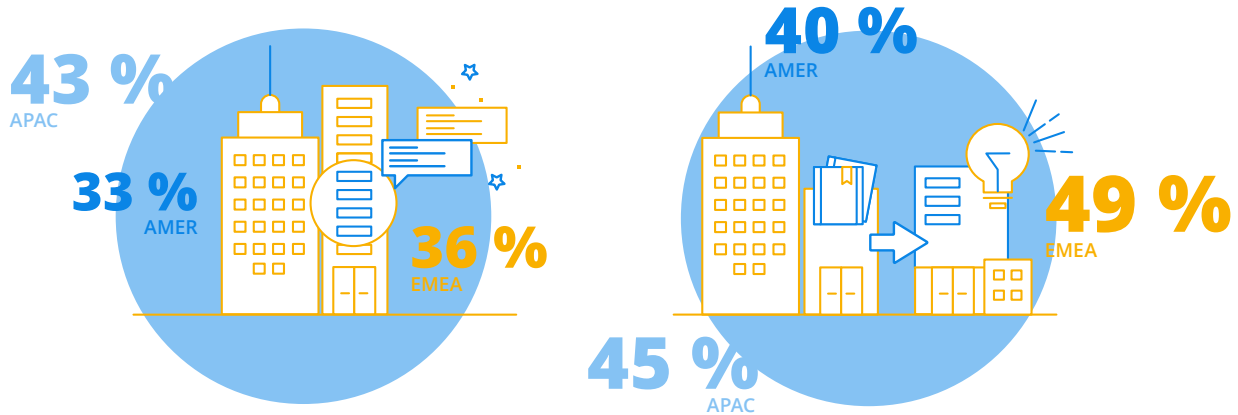
Share of businesses with a separate department for content marketing*



Share of businesses that also outsource content marketing activities to an agency*

* People that work in companies that do digital content marketing themselves; n total=374; n End users / consumers (B2C)=199; n Companies (B2B)=175

APAC companies are more likely to have separate content marketing departments



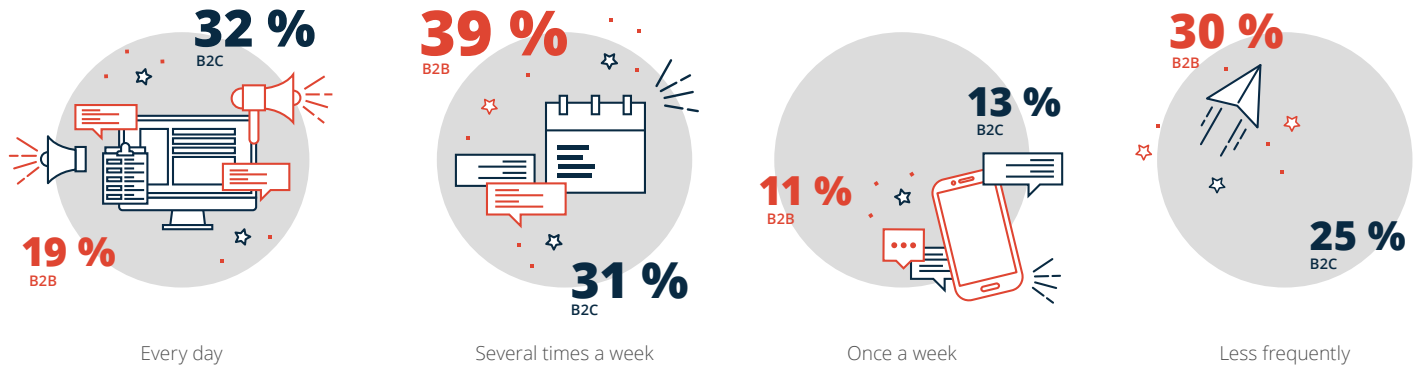
Share of businesses with a separate department for content marketing*

Share of businesses that also outsource content marketing activities to an agency*

* People that work in companies that do digital content marketing themselves; n total=374; n AMER companies (B2C & B2B)=159; n APAC companies (B2C & B2B)=65; n EMEA companies (B2C & B2B)=150

B2C companies publish content more frequently

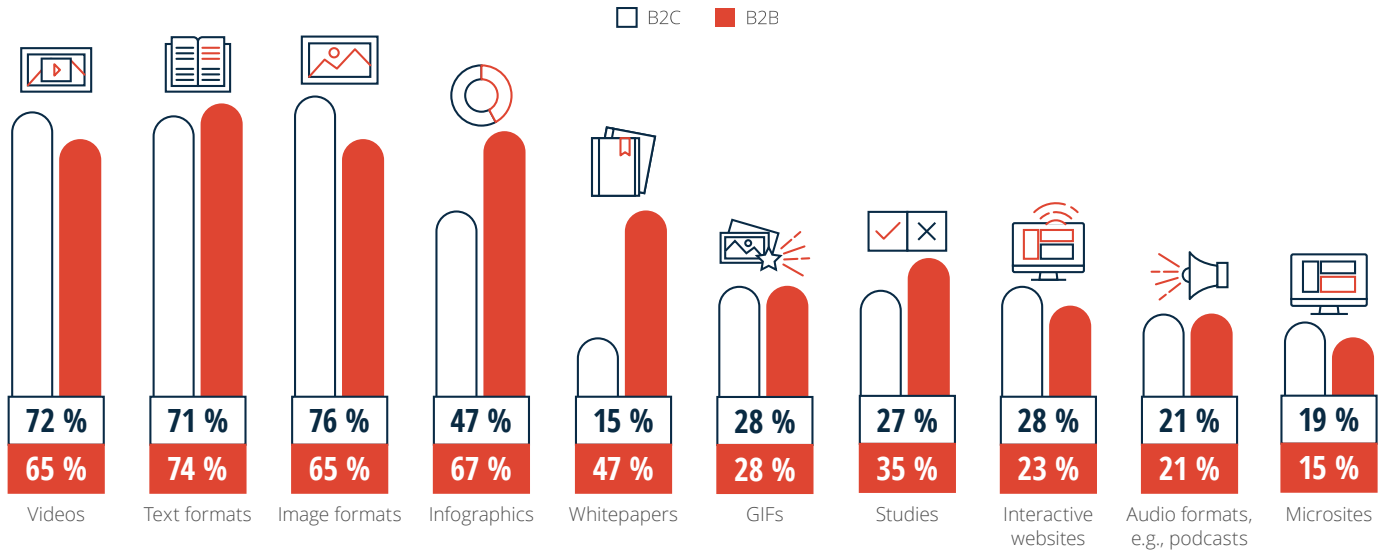
HOW FREQUENTLY DO YOU PUBLISH CONTENT?*



* People that work in companies that do digital content marketing themselves; n total=374; n End users / consumers (B2C)=199; n Companies (B2B)=175; Totals do not add to 100% due to rounded results

B2B companies use whitepapers over three times more than their B2C counterparts

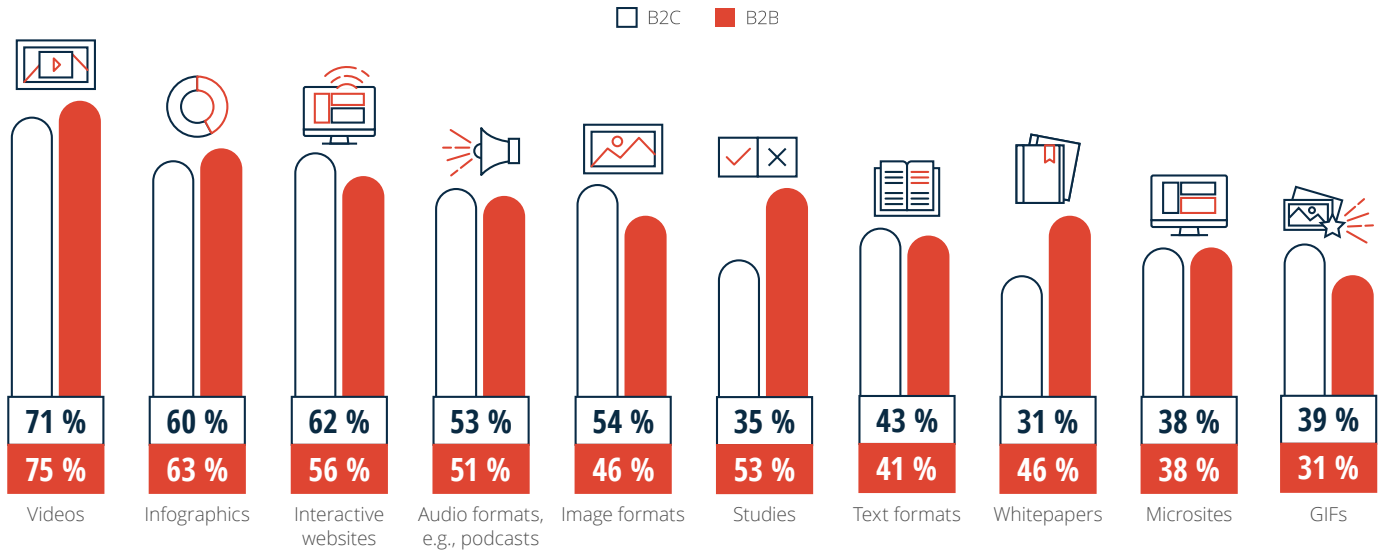
WHICH FORMATS DO YOU CURRENTLY USE ONLINE FOR YOUR CONTENT MARKETING?*



* People that do digital content marketing; multiple selection possible; selection of answers; n total=374; n B2C companies=199; n B2B companies=175

Almost three quarters of all companies would like to use videos in the future

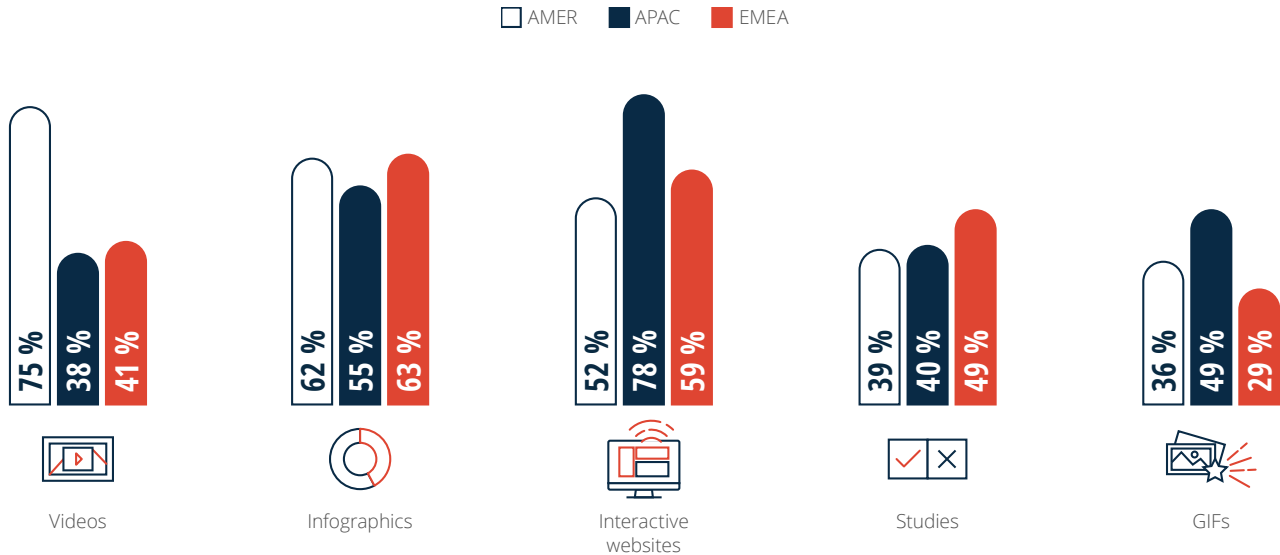
WHICH ONLINE FORMATS DO YOU WANT TO USE FOR YOUR CONTENT MARKETING IN THE FUTURE?*



* People that do digital content marketing; multiple selection possible; selection of answers; n total=374; n B2C companies=199; n B2B companies=175

APAC will lead the way in interactive websites and GIFs

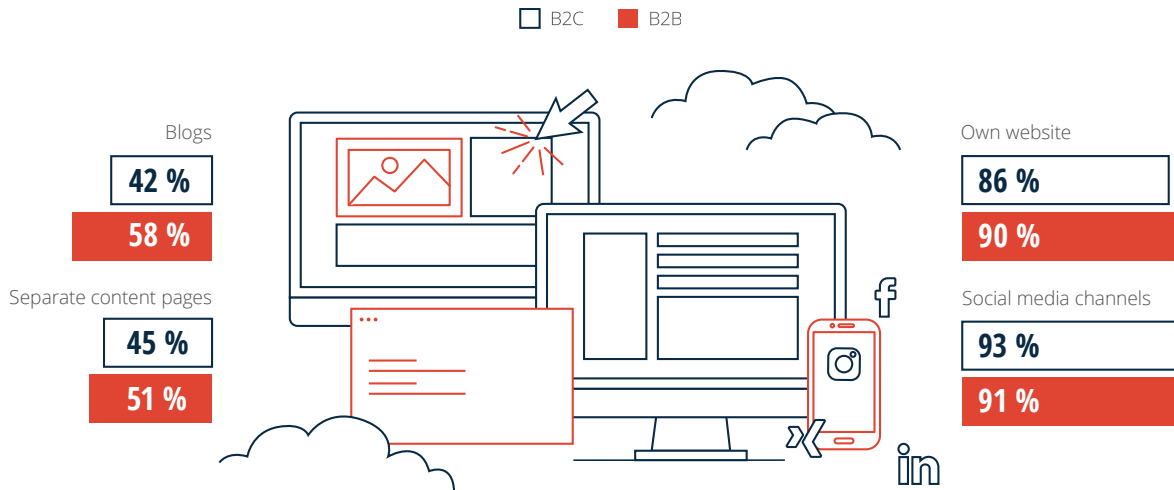
WHICH ONLINE FORMATS DO YOU WANT TO USE FOR YOUR CONTENT MARKETING IN THE FUTURE?*



* People that do digital content marketing; multiple selection possible; selection of answers; n total=374; n AMER companies (B2C & B2B)=159; n APAC companies (B2C & B2B)=65; n EMEA companies (B2C & B2B)=150

Social media channels and websites are seen as the leading platforms in the field

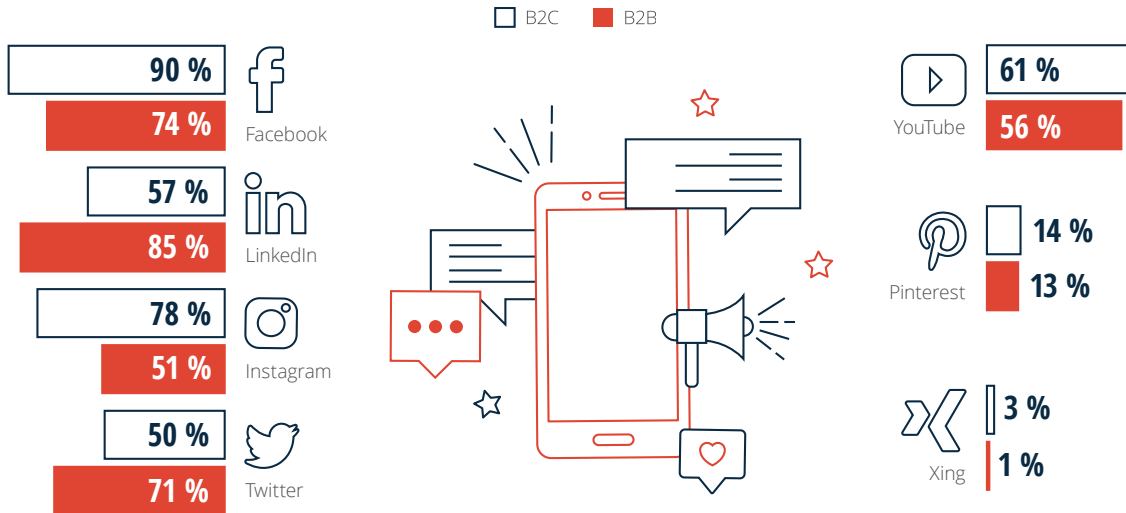
WHICH OF THE FOLLOWING CHANNELS DO YOU USE FOR YOUR CONTENT MARKETING?*



* People that do digital content marketing; multiple selection possible; selection of answers; n total=374; n B2C companies=199; n B2B companies=175

LinkedIn is popular for B2B companies, while Instagram is a B2C favorite

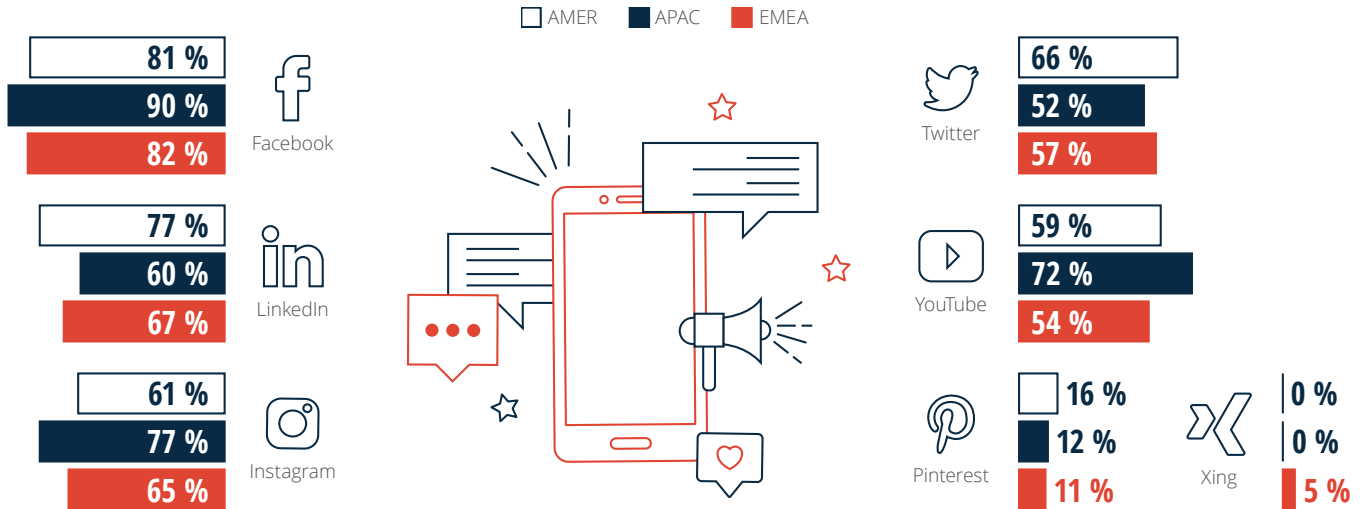
WHICH SOCIAL MEDIA CHANNELS DO YOU USE FOR YOUR CONTENT MARKETING?*



* People that do digital content marketing and using social media channels for content marketing; multiple selection possible; selection of answers; n total=346; n B2C companies=186; n B2B companies=160

LinkedIn's biggest fans are in AMER, Facebook's in APAC

WHICH SOCIAL MEDIA CHANNELS DO YOU USE FOR YOUR CONTENT MARKETING?*



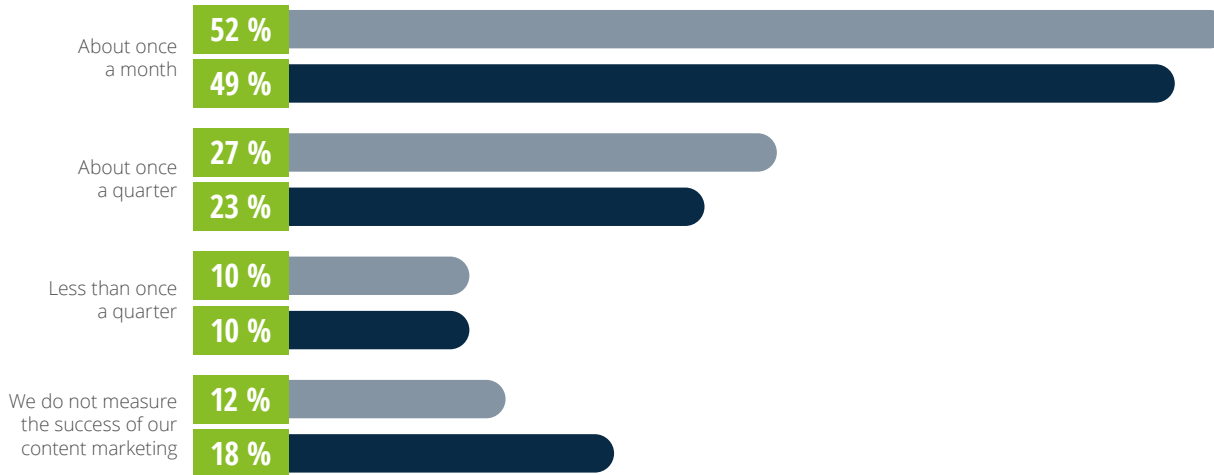
* People that do digital content marketing; multiple selection possible; selection of answers; n total=346; n AMER all businesses (B2C & B2B)=150; n APAC all businesses (B2C & B2B)=60; n EMEA all businesses (B2C & B2B)=136

Performance Measurement

Around half of companies track their content marketing KPIs every month

HOW OFTEN DO YOU MEASURE THE SUCCESS OF YOUR CONTENT MARKETING MEASURES USING KEY PERFORMANCE INDICATORS (KPIs)?*

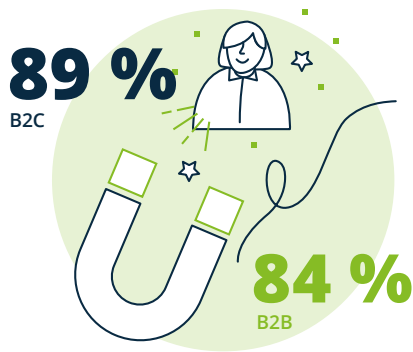
■ B2C ■ B2B



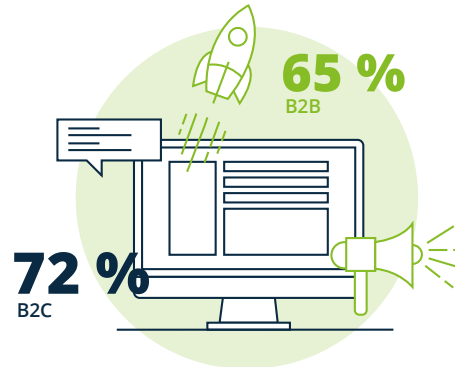
* People that work in companies that do digital content marketing themselves; n total=374; n B2C companies=199; n B2B companies=175

Customer acquisition is the most-measured field

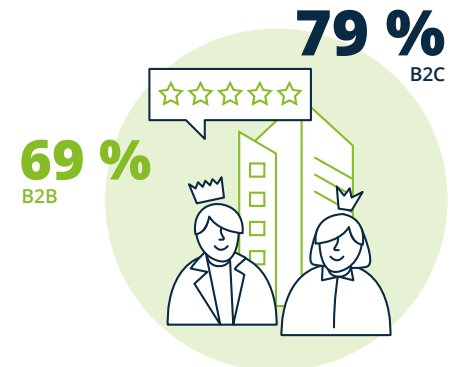
IN WHICH OF THE FOLLOWING AREAS DO YOU MEASURE SUCCESS?*



Customer acquisition



Boosting the brand and its image



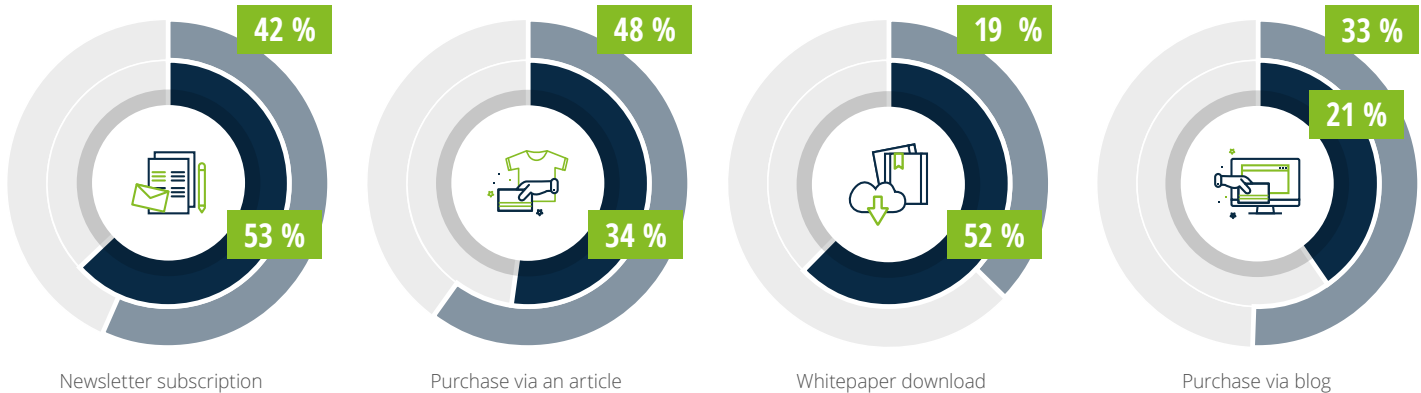
Increasing customer retention

* People working in companies that do digital content marketing themselves, pursue the appropriate strategy and measure success using KPIs; multiple selection possible; Boosting the brand and its image: n total=267; n B2C companies=143; n B2B companies=124; Customer acquisition: n total=245; n B2C companies=133; n B2B companies=112; Increasing customer retention: n total=197; n B2C companies=116; n B2B companies=81

Measuring success in customer acquisition: B2B sector focuses much more on whitepaper downloads

WHICH STRATEGIES ARE YOU PURSUING BY DOING CONTENT MARKETING IN YOUR COMPANY?*

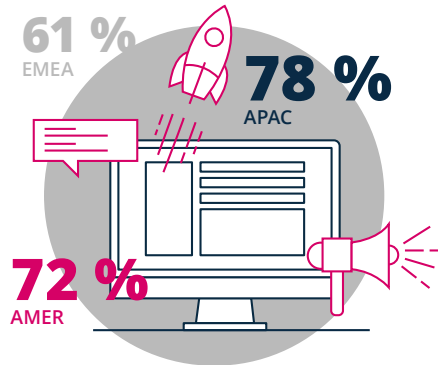
■ B2C ■ B2B



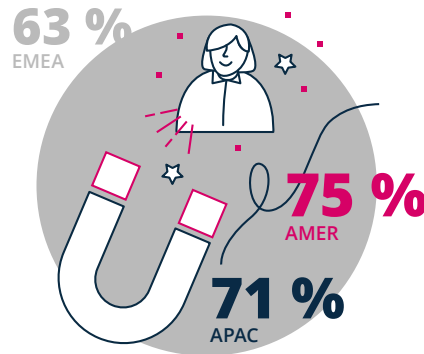
* People that work in companies doing digital content marketing themselves and that said they were measuring success when it comes to customer acquisition; multiple selection possible; selection of answers; n total=212; n B2C companies=118; n B2B companies=94

APAC businesses are especially eager to engage in brand and image boosting in the future

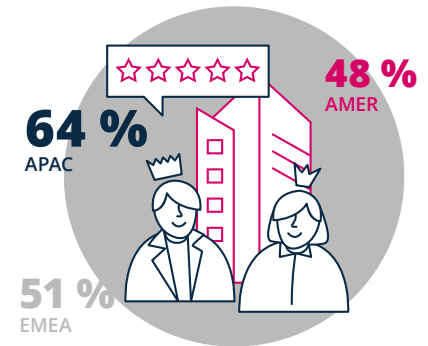
WHAT DO YOU WANT TO USE DIGITAL CONTENT MARKETING FOR IN THE FUTURE?*



Boosting the brand and its image



Customer acquisition

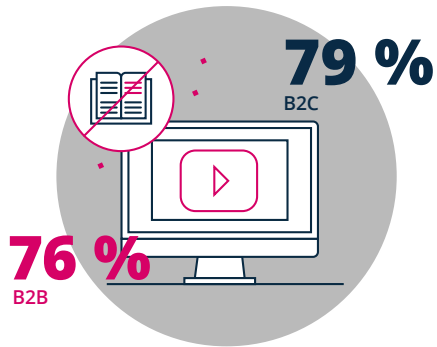


Increasing customer retention

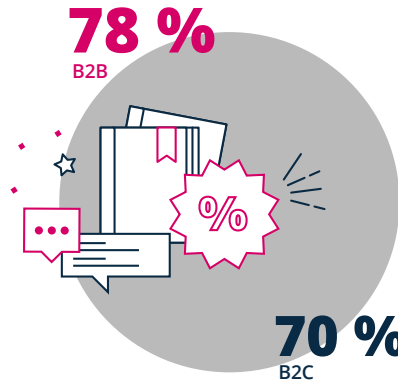
* People that plan to start doing content marketing soon; multiple selection possible; selection of answers; n total=227; n AMER=85; n APAC=59; n EMEA=83

In high demand

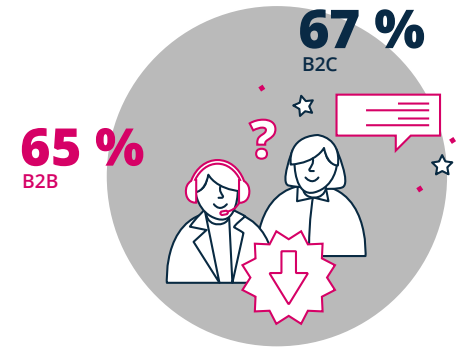
WHICH OF THE FOLLOWING STATEMENTS DO YOU AGREE WITH?*



In the future, people would rather watch a YouTube video than read a manual.



Customers prefer informing themselves before making a purchase to getting unexpected calls.



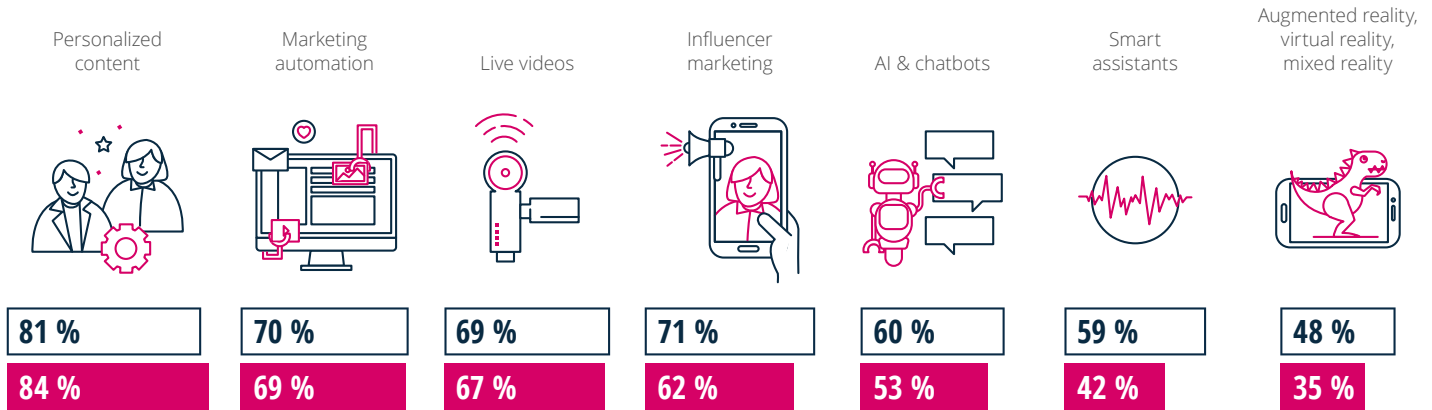
In the long run, creating high-quality content is cheaper than placing ads.

* Multiple selection possible; selection of answers; agreed with statement; n total=374; n B2C companies=199; n B2B companies=175

Personalized content is considered crucial in both B2C and B2B fields

HOW IMPORTANT ARE THE FOLLOWING TOPICS TO YOUR COMPANY?

□ B2C ■ B2B

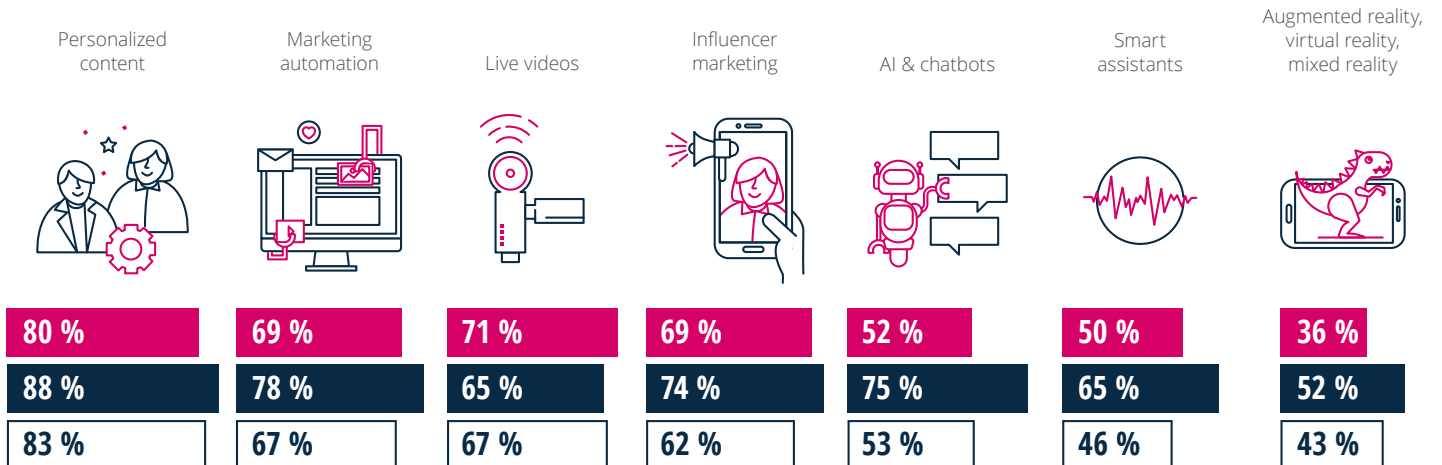


* People working in companies that do digital content marketing themselves; combined values of ,Very important' and ,Rather important'; selection of answers; n total=374; n B2C companies=199; n B2B companies=175

APAC companies are placing higher importance on a wide range of topics

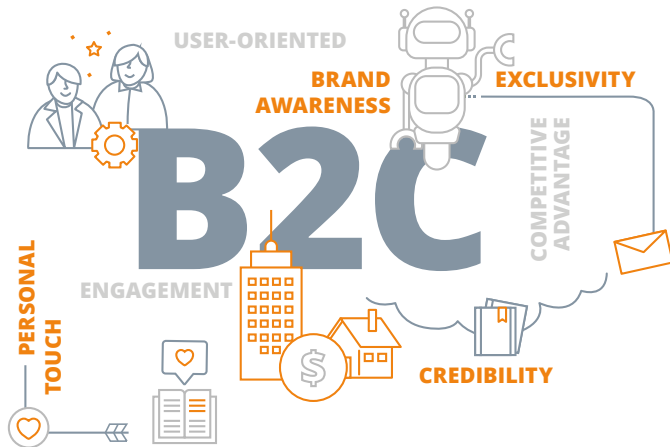
HOW IMPORTANT ARE THE FOLLOWING TOPICS TO YOUR COMPANY?*

■ AMER ■ APAC □ EMEA



* People working in companies that do digital content marketing themselves; combined values of ,Very important' and ,Rather important'; selection of answers; n total=374; n AMER all businesses (B2C & B2B)=159; n APAC all businesses (B2C & B2B)=65; n EMEA all businesses (B2C & B2B)=150

What is special about your content marketing strategy?*



* People that work in companies that do digital content marketing themselves, pursue a strategy for their content marketing, and consider their strategy successful; open entries; answer selection; editorially prepared answers

Content marketing strategy challenges*



* People that work in companies that do digital content marketing themselves, pursue a strategy for their content marketing, and do not consider their strategy successful; open entries; answer selection; answers edited

About the study – who was surveyed?

A total of 963 participants were questioned via an online survey distributed via newsletter between March 4 and May 25, 2020. The survey was conducted via the Statista mailing list, while people who became aware of the survey via Xing and LinkedIn. Participants were incentivized with the guarantee of being among the first to receive the final report.

PARTICIPANTS' LOCATION*

CONTINENTS

Africa	5% (n=44)
Asia	25% (n=237)
Australia	3% (n=26)
Europe	28% (n=267)
North America (excl. USA)	8% (n=80)
South America	4% (n=42)
USA	28% (n=267)

* n total=963

ECONOMIC REGIONS

AMER	40% (n=389)
APAC	22% (n=213)
EMEA	37% (n=361)

* n total=963

DIGITAL CONTENT MARKETING*

Engage in digital content marketing	60% (n=573)
Do not engage in digital content marketing	17% (n=163)
Are planning to engage in digital content marketing	24% (n=227)

* n total=963

TYPE OF BUSINESS*

Companies that engage in content marketing themselves (publishers)	65% (n=374)
Agencies that engage in content marketing (service providers)	35% (n=199)

* People that do digital content marketing; n total=573

FOR WHICH TARGET GROUP DO YOU MAINLY DO CONTENT MARKETING?*

B2C	53% (n=304)
B2B	47% (n=269)

* People that do digital content marketing; n total=573

COMPANIES' BUSINESS FOCUS*

B2B	32% (n=125)
B2C	22% (n=85)
Both	46% (n=180)

* People working in companies that do not do digital content marketing; n total=390

POSITION WITHIN THE COMPANY*

CEO / managing director / board member	29% (n=278)
Division manager / director	21% (n=206)
Team/project leader	14% (n=132)
Employee with managerial responsibilities	15% (n=149)
Employee without managerial responsibilities	13% (n=130)
None of the abovementioned positions	7% (n=68)

* People working in companies that do digital content marketing and people in companies that do not do content marketing; n total=963

INDUSTRY IN WHICH THE COMPANY OPERATES*

Advertising	3% (n=25)
Association	1% (n=6)
Automotive industry	3% (n=22)
Consulting	12% (n=89)
Consumer goods	7% (n=52)
Culture & events	2% (n=12)
eCommerce	3% (n=24)
Education	10% (n=77)

Electronics / software	5% (n=38)
Financial institution	4% (n=30)
FMCG	2% (n=12)
Health	5% (n=39)
Health insurance	0% (n=0)
Industrial association	0% (n=1)
Industry	5% (n=39)
Insurance	1% (n=9)
Internet	3% (n=22)
Legal sector	1% (n=5)
Market research	3% (n=23)
Media	4% (n=27)
Other	9% (n=70)
Personnel	0% (n=3)
PR agency	0% (n=3)
Public institution	1% (n=8)
Real estate	2% (n=13)
Retail & trade	3% (n=24)
Retail & trade (FMCG)	1% (n=5)
Services	4% (n=27)
Telecommunications	2% (n=12)
Tourism	3% (n=25)
Transport & logistics	1% (n=9)
University	1% (n=11)
Utility company	0% (n=2)

* People that do not work in an agency and people in companies that do not do content marketing; n total=764



See our full portfolio at: [statista-content-design.com](https://www.statista-content-design.com)