

STATISTA CONTENT MARKETING COMPASS 2022

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WELCOME TO THE CONTENT MARKETING COMPASS

FOCUS ON SOCIAL MEDIA

After the consistently positive response to our “Content Marketing Compass 2021,” we are now pleased to present and summarize the results and trends from the most important content marketing studies for the year 2022. But not only that: Armed with this information, we’re focusing on social media this year, as they have continuously gained in importance over the past few years and are now on a par with the website in terms of their relevance as a content marketing channel. With a market of about ten billion euros, which includes the production and distribution of content and is growing by an average of eight percent annually, we are now talking about highly significant relevant budgets that need to be used effectively and efficiently.

And this is where the “Content Marketing Compass 2022” comes in: It summarizes insights on the current trends in content marketing with a focus on social media and provides specific tips and checklists that will lead you to success.

STUDY SITUATION AND SPECIFIC IMPLEMENTATION TIPS

The aim is to use this compact format to provide you with data-driven facts on a key topic each year and also to summarize the most important content marketing studies for German-speaking and North American countries. This will enable you to develop data-supported strategies and, if you also take advantage of the specific implementation tips, to further boost the chances of success of your content marketing activities.

In addition to the basic Content Marketing Forum (CMF) study that is released every two years, these studies also include the annual American counterpart of the Content Marketing Institute, the “Annual Content Marketing 2022 – Benchmarks, Budgets, and Trends – North America” study that was published for the twelfth time at the end of 2021. It goes without saying that our “Content Marketing Trend Study 2021,” which was implemented in tandem with the CMF, also has an important role to play once again. And for the B2B market, the “B2B Marketing Budgets 2021” bvik study is a valuable guide and decision-making aid for your

own marketing budget planning. Especially in light of the coronavirus crisis, it’s important for B2B professionals and service providers to find out how the industry is responding to the increasing pressure and sheer dynamism of the digital transformation and how it is allocating its available budgets to the various measures and channels.

We hope this presentation will offer you many enlightening insights and inspire and motivate you to put your ideas into action – and, of course, that you will reap the rewards and have fun in the process!

Warm regards,



Dr. Sandra Gärtner // Research & Consulting
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Sebastian Schurz // Senior Director,
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01

RECAP OF CONTENT MARKETING AND SOCIAL MEDIA STUDIES & TRENDS

In this chapter, you will find a recap of the Content Marketing Compass from the previous year: What has happened since then? Are there any new trends and findings from current studies? Is the trend toward growth in social media still confirmed by the studies? This chapter puts you in the picture.

SUCCESS FACTOR 1: A STRATEGY

If you don't have the Content Marketing Compass 2021 to hand, please read on for a pithy summary of the most important insights and a comparison with the more recent study results.

Almost a third of content marketing decision-makers (29 percent) describe their own content marketing as extremely or very successful; these are referred to as "top performers." A further 55 percent describe themselves as at least moderately successful. By the way: The size of the company has no significant influence on its assessment of its own success. (cf. CMI 2021, pp. 7 & 10)

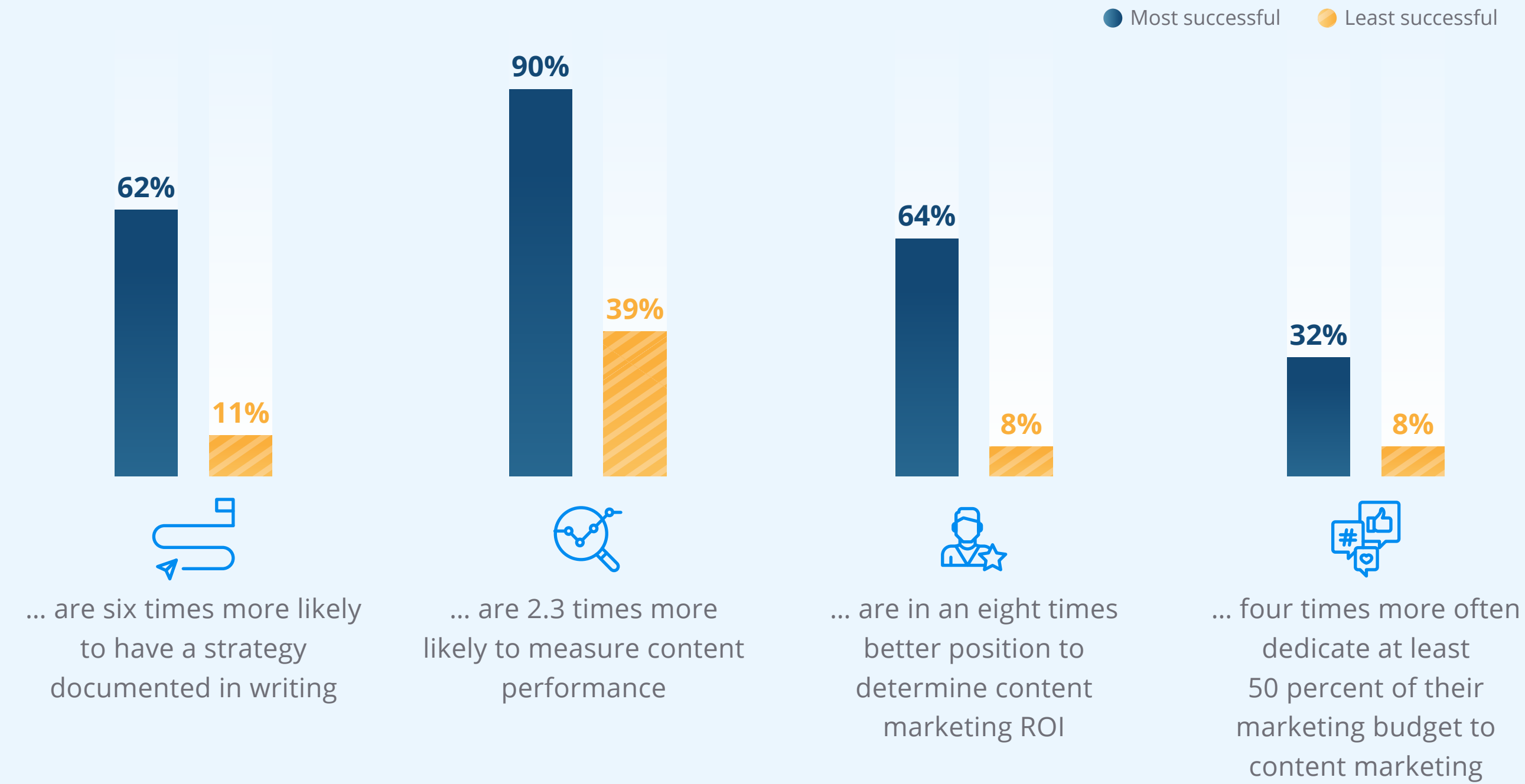
What leads to success in content marketing? What distinguishes top performers from less successful ones?

A STRATEGY DOCUMENTED IN WRITING IS THE KEY FACTOR FOR THE SUCCESS OF CONTENT MARKETING: IT DISTINGUISHES TOP PERFORMERS FROM THE MEDIOCRE MASSES.

(cf. Statista et al. 2021b)

The importance of a planned approach and a documented strategy as the key to successful content marketing is constantly being underscored and separates the top performers from the 17 percent that make up the least successful content marketers. (cf. Fig. 1)

FIG. 1 - WHAT B2B TOP PERFORMERS DO DIFFERENTLY - AND BETTER



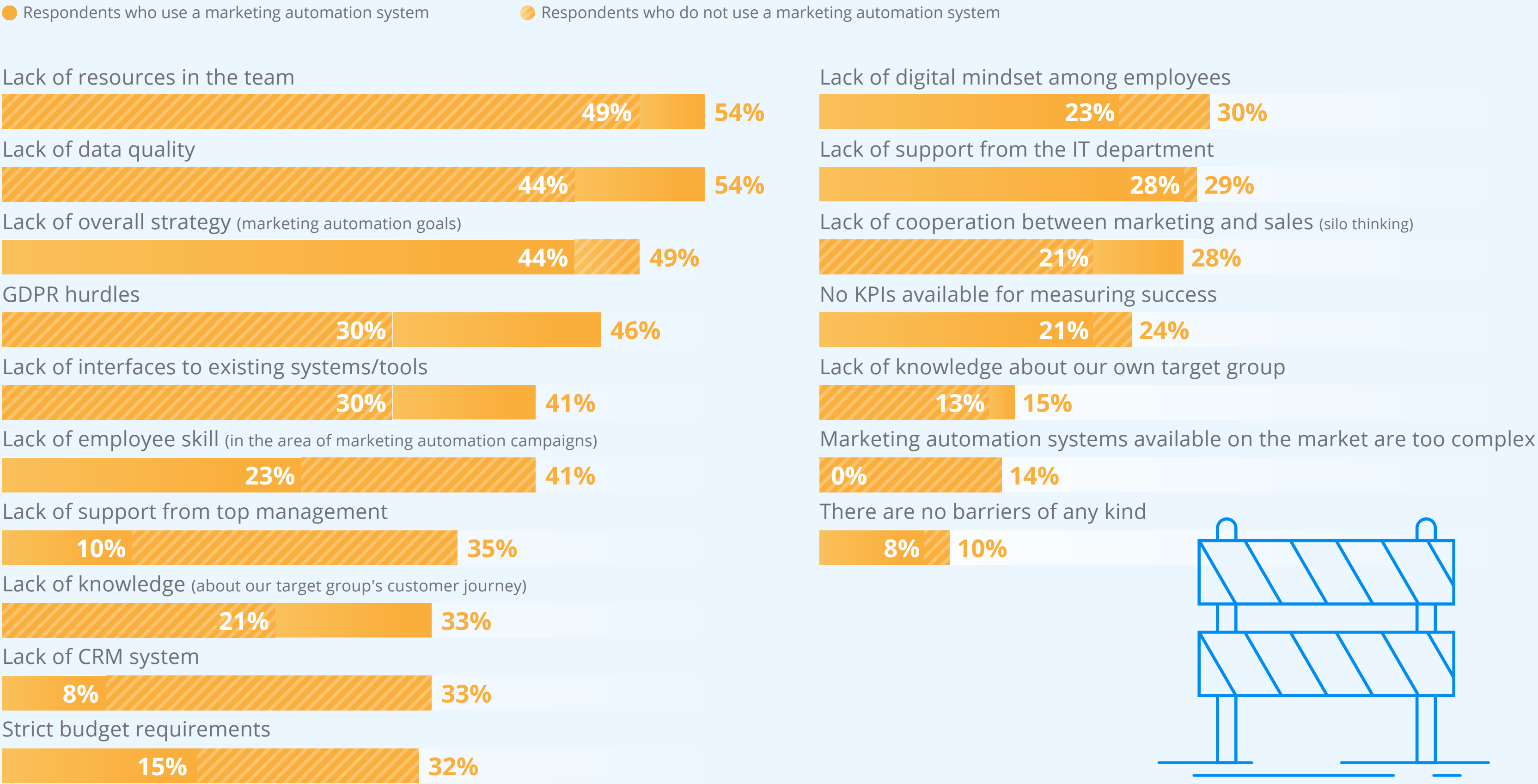
Source: CMI 2021, p. 4; Basis: Top performers = those 29% of respondents who describe their own content marketing as extremely or very successful. The least successful are the 17% of all respondents who describe their own content marketing as minimal or not successful at all (nonperformers); n = 810 B2B content marketers

The fact that a strategic approach is the key to success can be demonstrated directly by the concrete example of the use – or nonuse – of marketing automation systems. The majority of B2B marketers who don't yet have a marketing automation system in place point to the lack of an overall strategy as a barrier to its introduction. Moreover, the other perennial favorite, lack of resources in the team, affects almost half the respondents. A lack of skills on the part of the staffers also prevents or complicates the introduction of a tool.

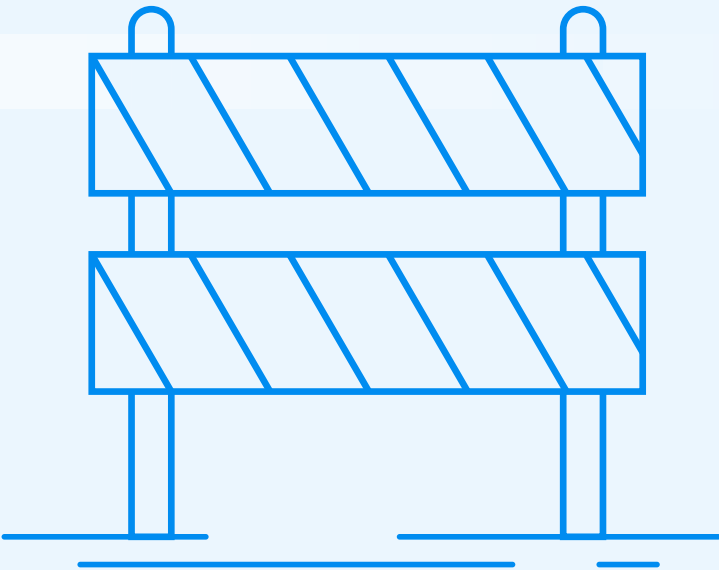
Even when such a system has been introduced, a lack of resources, poor data quality, and GDPR hurdles make it difficult to use in practice. And, ranking very prominently once again at 44 percent, we have the lack of an overall strategy. (cf. Fig. 2)

This means that, if the goals of automating processes have not been clearly defined as part of a strategy, the system obviously can't be successfully used. And if the results make uncomfortable reading for you: You are not alone.

FIG. 2 – THE BIGGEST OBSTACLES TO THE INTRODUCTION OR USE OF A MARKETING AUTOMATION SYSTEM



Question: Which barriers are obstructing or preventing the introduction of a marketing automation system at your company?
Source: bvik 2021, p. 30; Basis: n = 63 respondents who do not use a marketing automation system; n=39 respondents who use a marketing automation system



SUCCESS FACTOR 2: MEASURING TARGETS

Not only do the top performers have a strategic plan with documented targets, they also derive clear indicators from that plan and measure the degree to which those targets are met: 90 percent of the top performers in North America measure content performance, and almost two thirds of them are convinced that their team is also successful in determining and communicating their content ROI (return on investment). In contrast, only 39 percent of the less successful performers monitor performance indicators, and only eight percent of them are able to determine and communicate ROI.

Measuring success is therefore a key factor for successful content marketing; we showed this in the last Content Marketing Compass, and study after study confirms this essential truth. And it's gratifying to see that, according to the CMI study, three quarters of all B2B content marketers now measure success.

Statista's Content Marketing Trend study also shows that 84 percent of B2B decision-makers have at least a partial plan for measuring success (cf. Statista et al. 2021, p. 16). By way of contrast, however, from a global perspective the results also show that only about half of those who always measure their content performance also feel able to keep up with their actual ROI and communicate it to the outside world.



IT SEEMS THAT THERE IS STILL ROOM FOR IMPROVEMENT WITH REGARD TO THE CONSISTENT AND EFFECTIVE MEASUREMENT OF SUCCESS. IN CHAPTER 4, WE OFFER YOU SOME SPECIFIC HELP AND A FEW IMPLEMENTATION TIPS ON HOW TO MEASURE YOUR SUCCESSES (EVEN) BETTER AND HOW TO DETERMINE AND KEEP TRACK OF THEM USING THE CONTENT MARKETING ROI.

SUCCESS FACTOR 3: CREATING CONTENT WITH REAL ADDED VALUE

Three quarters of top performers are convinced that their most important success factor, bar none, is the value that the content creates for their customers – in the pandemic, this has become clearer than ever. This quote from a B2B decision-maker on the changes since the beginning of the pandemic puts it in a nutshell:

“We changed the way we write. More empathy and less hard sell. We don't want to kick people when they're down. If your only objective is to force someone down your journey or path, you should find another job. Give more and take less!” (CMI 2021, p. 7)

In terms of quantity, the most popular types of content have remained largely the same year over year: For example, short articles (under 3,000 words; 90 percent), videos (66 percent), virtual events such as webinars and online courses (64 percent), case studies (61 percent), infographics (57 percent), and white papers and e-books (56 percent) are still the content forms used by the

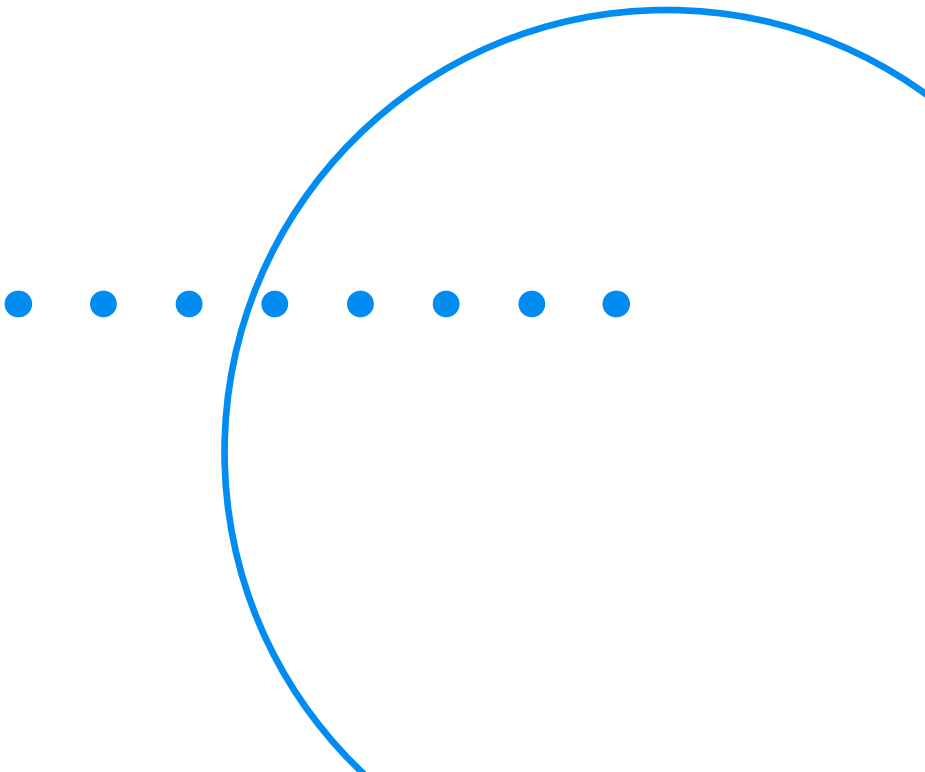
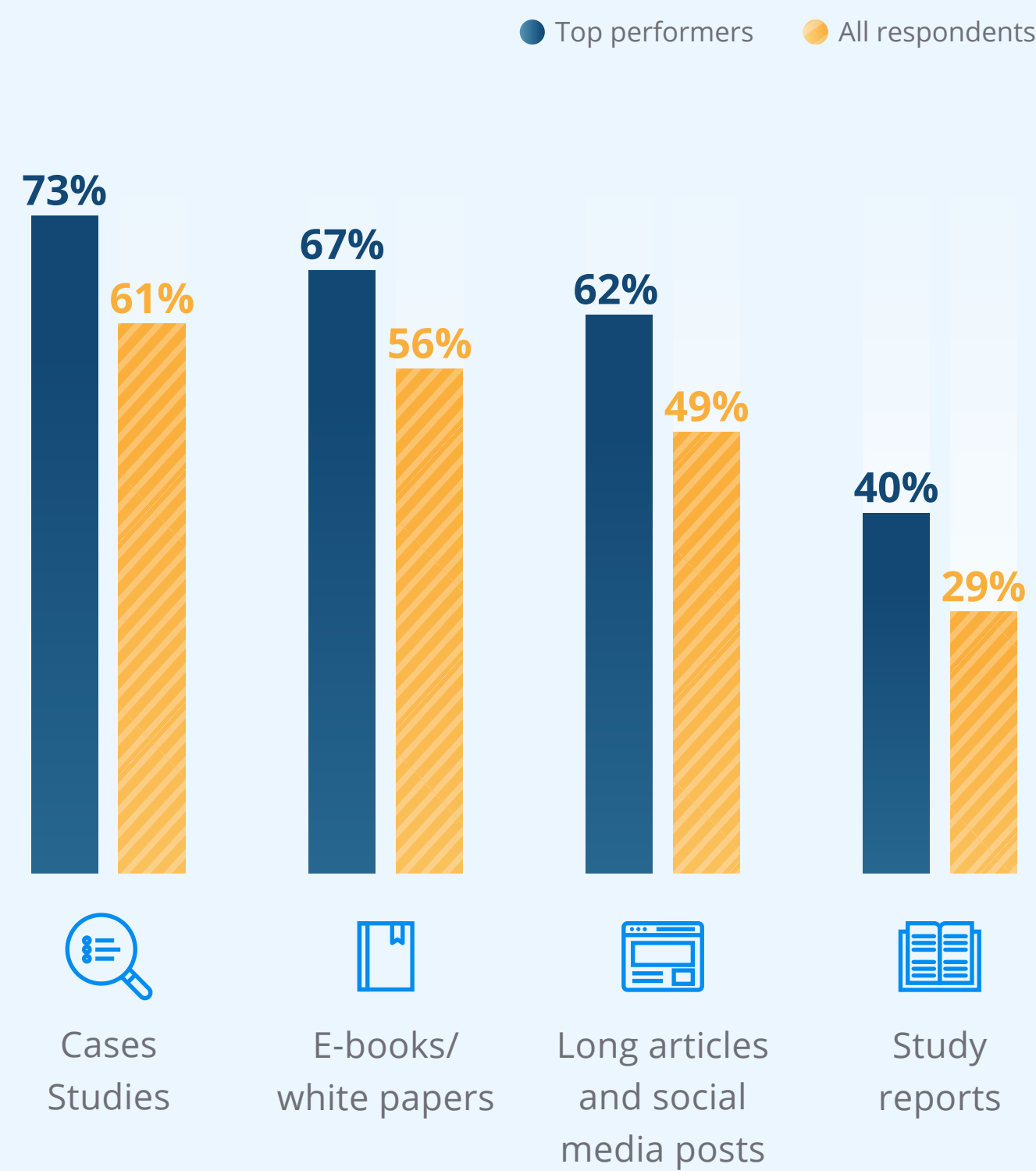
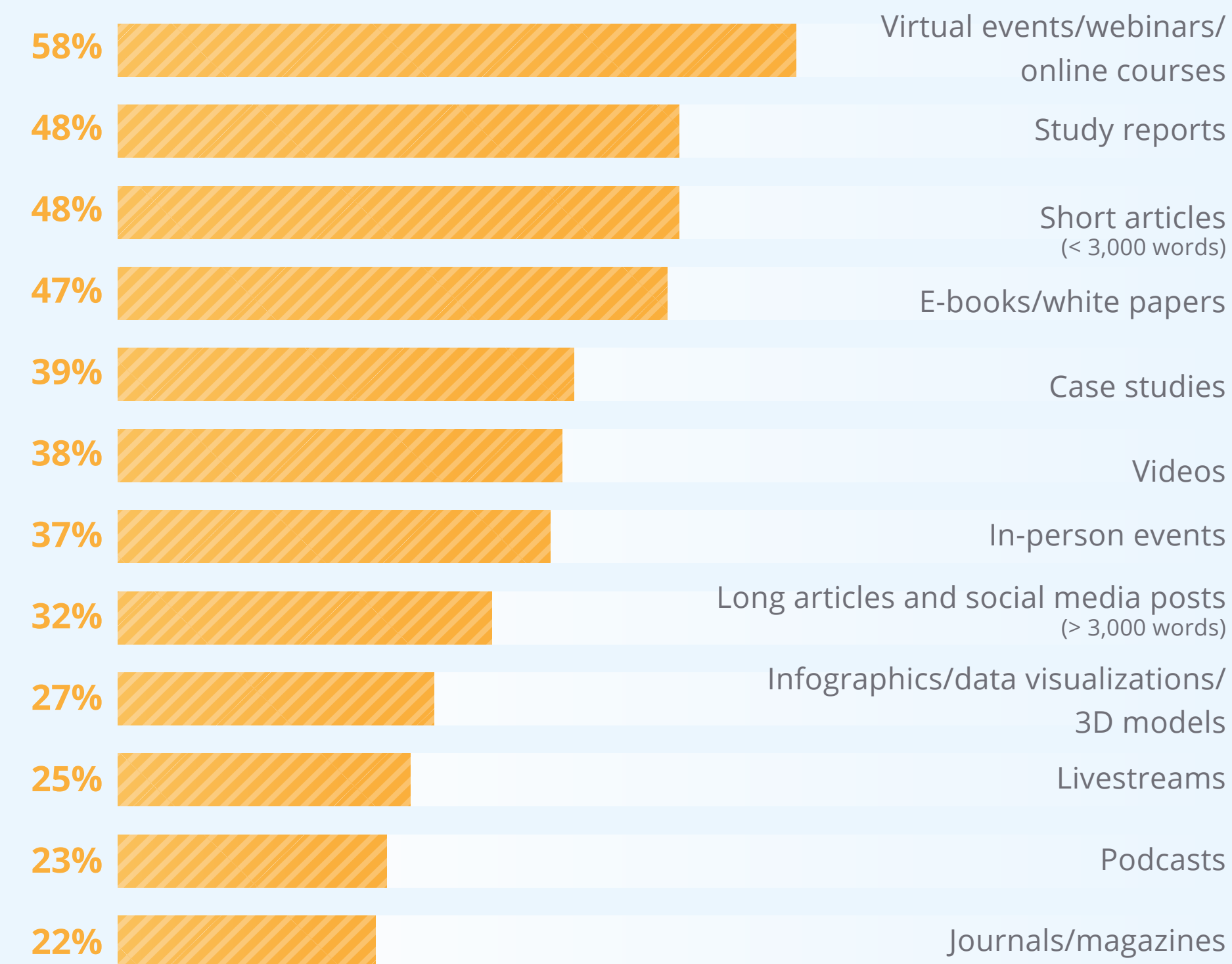


FIG. 3 – THE CONTENT OF WHICH TOP PERFORMERS MAKE ABOVE-AVERAGE USE



Source: CMI 2021, p. 25; Basis: n=810 B2B content marketers

FIG. 4 – STUDY REPORTS AND WHITE PAPERS ARE THE MOST SUCCESSFUL CONTENT AFTER WEBINARS



Question: Which content do you rate as having been the most successful in the last twelve months?
Source: CMI 2021, p. 26; Basis: n=810 B2B content marketers

majority, as in-house events have been drastically reduced due to the pandemic.

A review of the formats used most frequently by the top performers gives us an idea of which content has genuinely added value and made the biggest difference between success and mediocrity: These are mainly case studies, white papers, longer articles, and study reports. (cf. Fig. 3)

When asked about the most successful formats, the average B2B marketer stated that virtual events, webinars, and online courses had yielded the best results for their content marketing in recent months (58 percent) – of the top performers, two thirds agreed with this statement. Top performers also give an above-average rating to long articles (43 vs. 32 percent). (cf. Fig. 4)

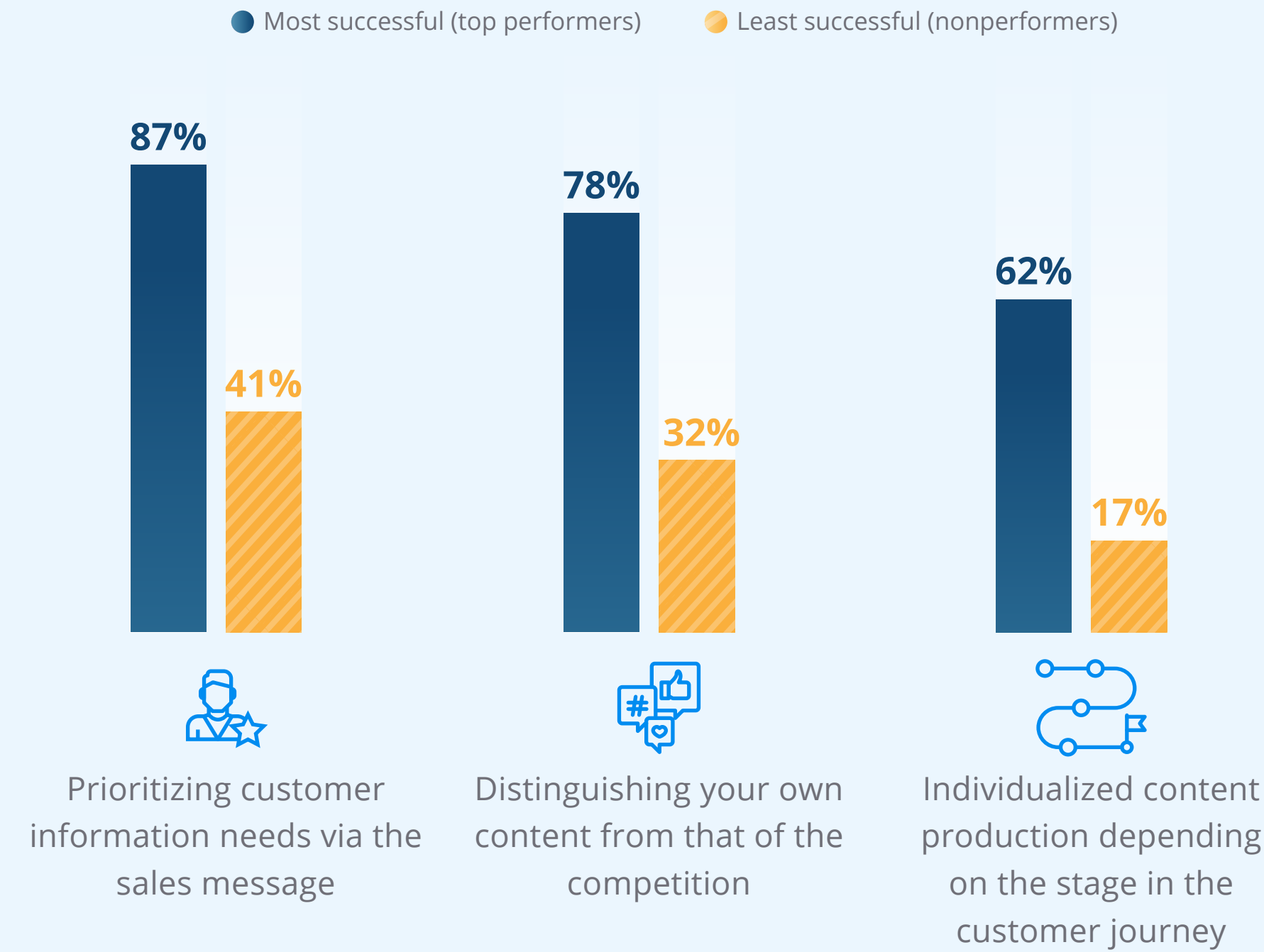
SUCCESS FACTOR 4: MORE SOPHISTICATED
CONTENT DISTRIBUTION VIA TECHNOLOGIES
AND PAID MEDIA

The creation, frequency, and distribution of content has also been reevaluated: The CMI results show that many content marketers are rethinking how much of this high-quality but “difficult-to-digest” content they should deliver to whom, and when, if they are to optimally satisfy the user’s current need for information. The focus has increasingly shifted to delivering quality instead of quantity and conveying the content in a “snackable” format, where possible at the right moment. The increased use of social media supports this strategic reevaluation:

“We began paying more attention to social media platforms as well as blogging platforms from the traditional offline marketing techniques. This resulted in increased user retention, a hike in page views, and more.” (CMI 2021, p. 22)

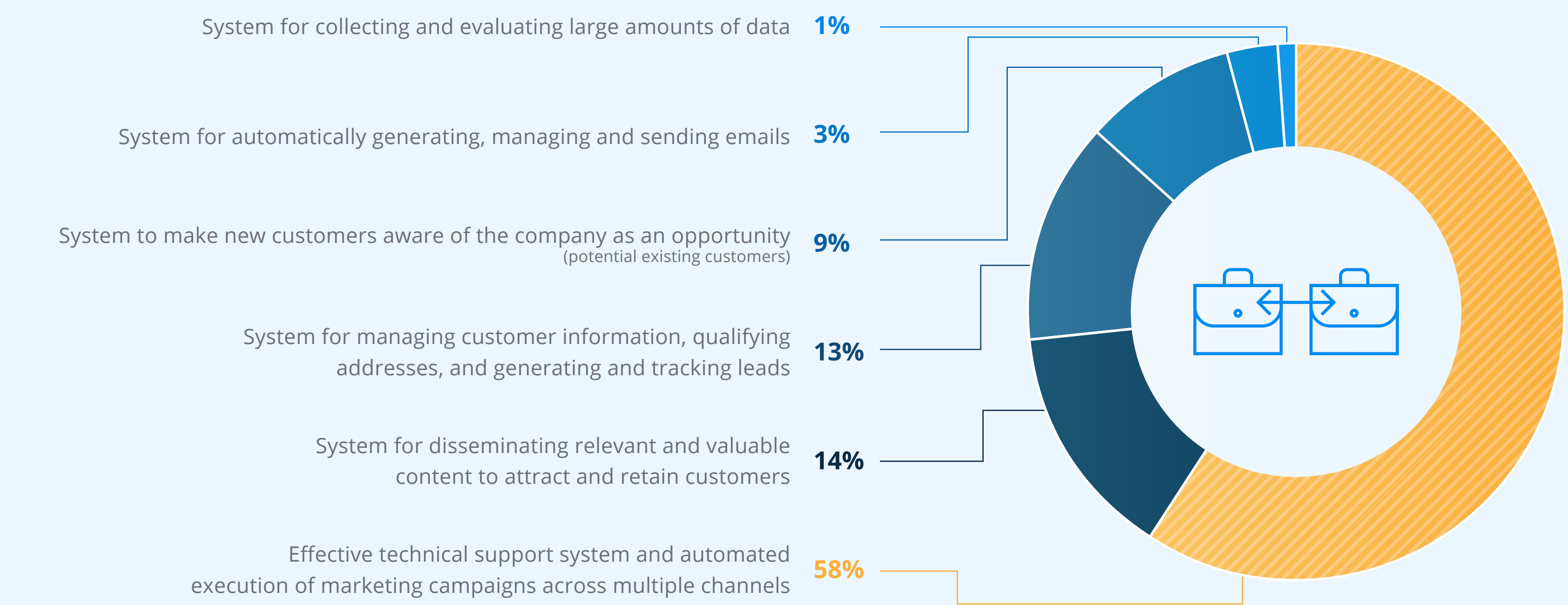
The most successful marketers prioritize the acute information needs of the audience more highly, distinguish their content more clearly from that of the competition, and are able to create content based on defined stages of the buyers’ journey. (cf. Fig. 5)

FIG. 5 – THE CUSTOMER’S NEED FOR INFORMATION TAKES PRECEDENCE OVER THE SALES ORGANIZATION’S NEED TO DISPATCH SHIPMENTS



Question: Which factors are particularly taken into account when creating content?; **Source:** CMI 2021, p. 23; **Basis:** Top performers = those 29% of respondents who describe their own content marketing as extremely or very successful. The least successful are the 17% of all respondents who describe their own content marketing as minimal or not successful at all (nonperformers).

FIG. 6 – WHAT B2B MARKETERS UNDERSTAND BY A MARKETING AUTOMATION SYSTEM



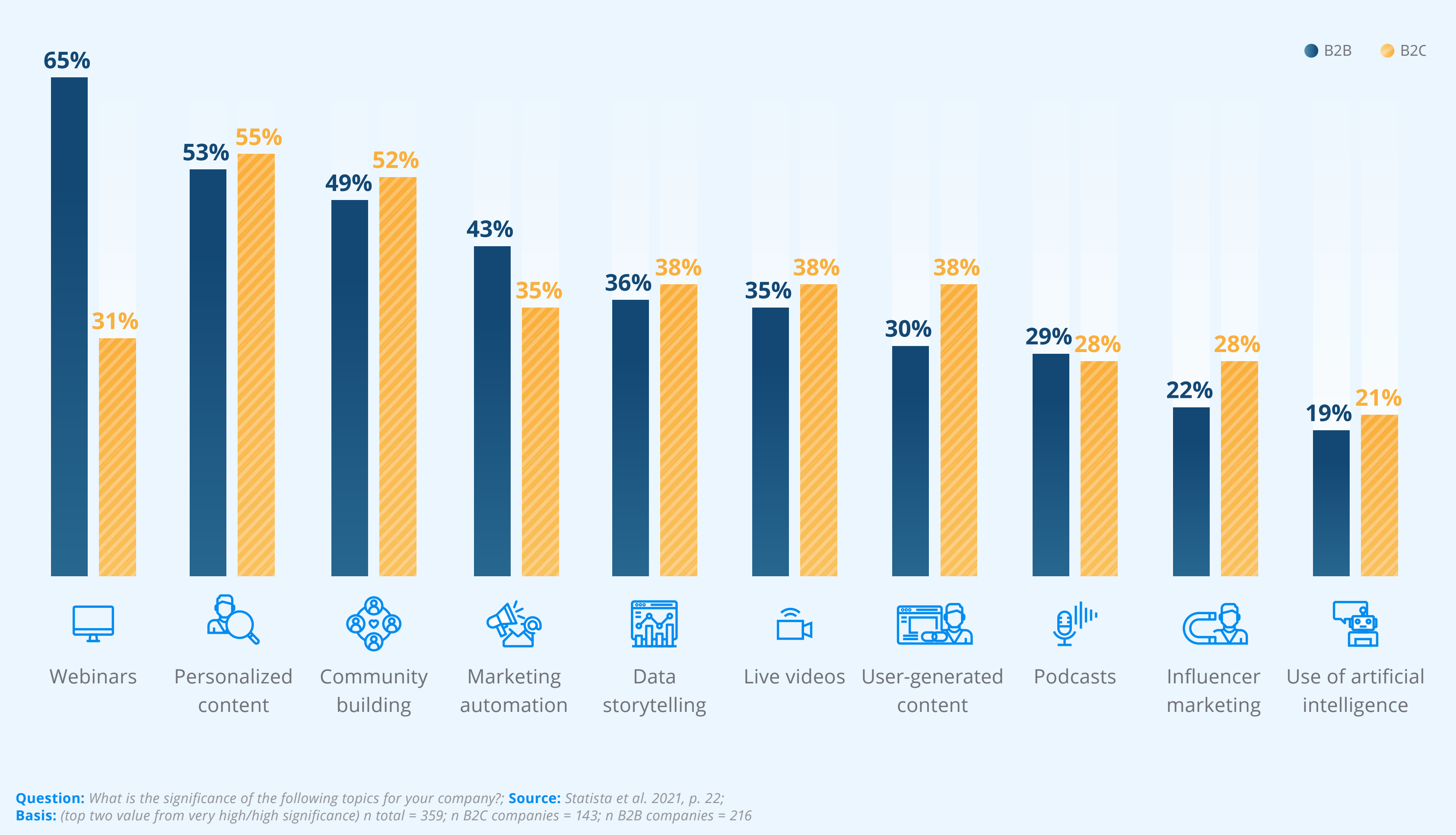
Question: Which of the following descriptions best defines marketing automation from your point of view? **Source:** bvik 2021, p. 25;
Basis: n=102 B2B marketing decision-makers; percentage not equal to 100 due to inaccuracies in rounding

Paid media as a distribution strategy is playing an increasingly important role. 45 percent of respondents stated that their expenditure on paid media had increased in the last twelve months. Of these, 77 percent promoted their content via social media advertising or sponsored posts. LinkedIn (75 percent) is the top platform by a significant margin, notching up the most organic successes and being the most widely used by B2B marketers for advertising.

[More on this in the Social Media chapter.](#)

Four out of ten companies now rely on marketing automation systems to satisfy their own ambition to meet the needs of customers with equal precision in both digital and analog environments – in 2015, this figure was only five percent! (cf. Fig. 6)

FIG. 7 – WEBINARS REPRESENT THE MOST RELEVANT TOPIC IN B2B CONTENT MARKETING; IN B2C, COMMUNITIES AND A PERSONALIZED CONTENT APPROACH ARE MORE IMPORTANT



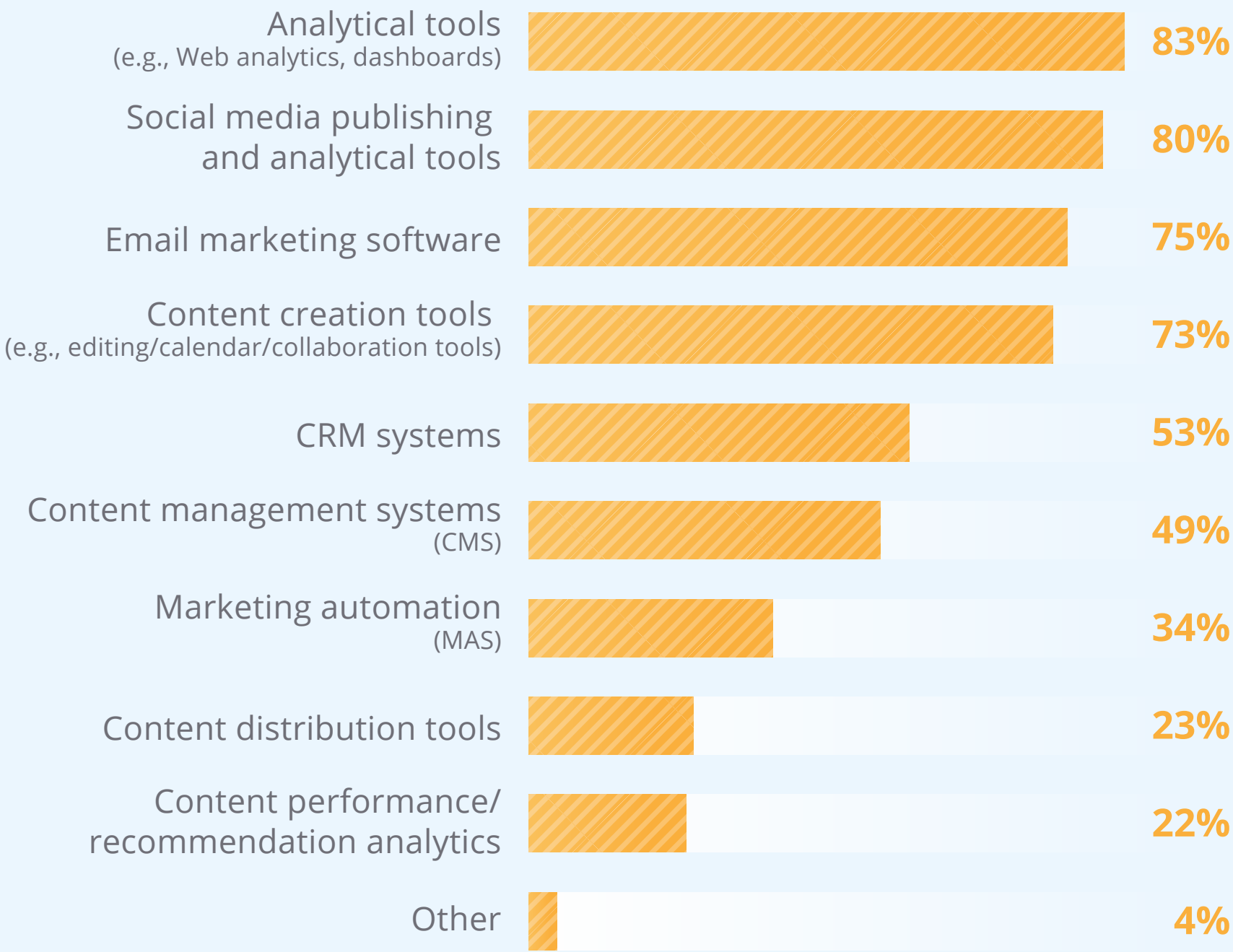
The majority of B2B marketers assign the right definition to the term “marketing automation.” However, the results also show that there is still no uniform understanding of the definition and that only a little over half of those who use such a system have fully integrated it into their IT structure. 44 percent report a lack of interfaces to other systems such as CRM, website, social media, and the online store.

If you look at the topics with the greatest importance for companies, marketing automation was second only to “personalized content” in both the last Statista Content Marketing Trend Study and its English-language counterpart and is of great importance to 43 percent of B2B and 35 percent of B2C companies. (cf. Fig. 7)

As well as measuring success, the most commonly used technologies still strongly support the distribution of content. In addition to Web analysis tools, which also achieve the top ranking here, these are chiefly all email programs, as well as social media publishing and analysis tools.

A noticeable pandemic-related change since 2020 has been the significantly greater use of process-supporting tools for content creation, such as calendar/collaboration/workflow tools (73 percent compared to 51 percent in 2020), while all other figures have remained almost identical. (cf. Fig. 8)

FIG. 8 - THE TECHNOLOGIES MOST COMMONLY USED TO SUPPORT B2B CONTENT MARKETING



Source: CMI 2021, p. 24; Basis: n=810 B2B content marketers

**SUCCESS FACTOR 5: INVESTING MORE
(EVEN MORE EFFICIENTLY)**

All studies point in the same direction: Budgets are for the most part continuing to increase. And, last but not least, two further weighty differences between top performers and less successful ones revolve around the perspective on the content marketing budget: Three quarters of top performers expect the 2022 budget to increase compared to 2021 despite (or maybe because of?) the pandemic – on average, the figure is two thirds of all B2B respondents. In other words, optimism prevails in the industry.

What possibly sets the top performers apart most crucially at this point is that they are four times more likely than the less successful to spend at least half their marketing budget on content marketing (32 vs. 8 percent). This is reason enough to devote a separate chapter to the topic of budget trends in content marketing.

02

BUDGETS – THEIR ALLOCATION AND TRENDS IN THE PANDEMIC

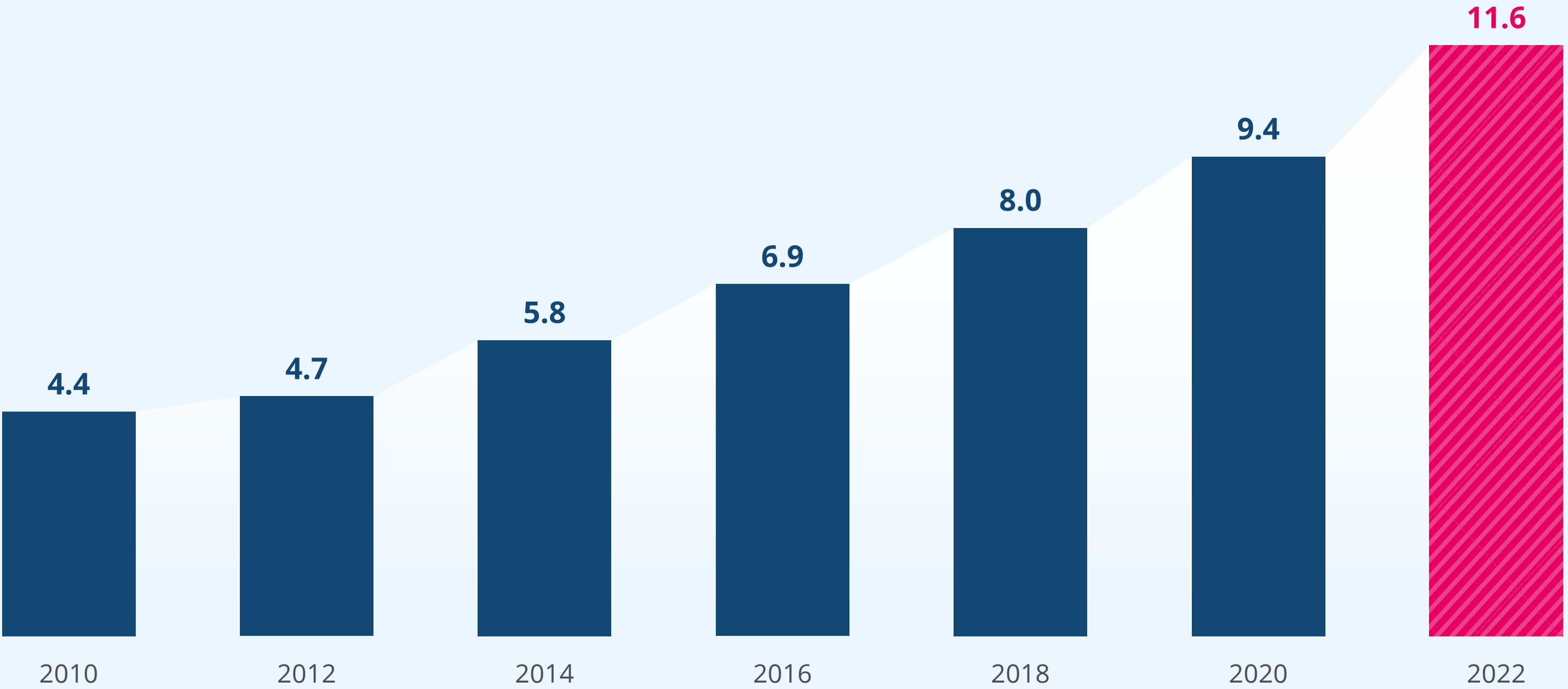
In the last Compass, we mentioned the CMF baseline study's claim that content marketing investments had exceeded the ten-billion-euro mark in German-speaking countries. Since 2010, CM investments have increased by 111 percent – this corresponds to an average annual rate of eight percent. This chapter shows in detail how these investments are allocated, how B2B and B2C differ, and what impact the coronavirus crisis has had on budgets.

LONG-TERM TRENDS IN BUDGETS AND THE 5-4-1 ALLOCATION RULE

Even though the CMF baseline study will not yield a new wave of studies until next year, based on the trends to date and findings on the effects of the pandemic we predict that content marketing investment in the German-speaking countries will be around 11.6 billion euros in 2022. *(cf. Fig. 9)*

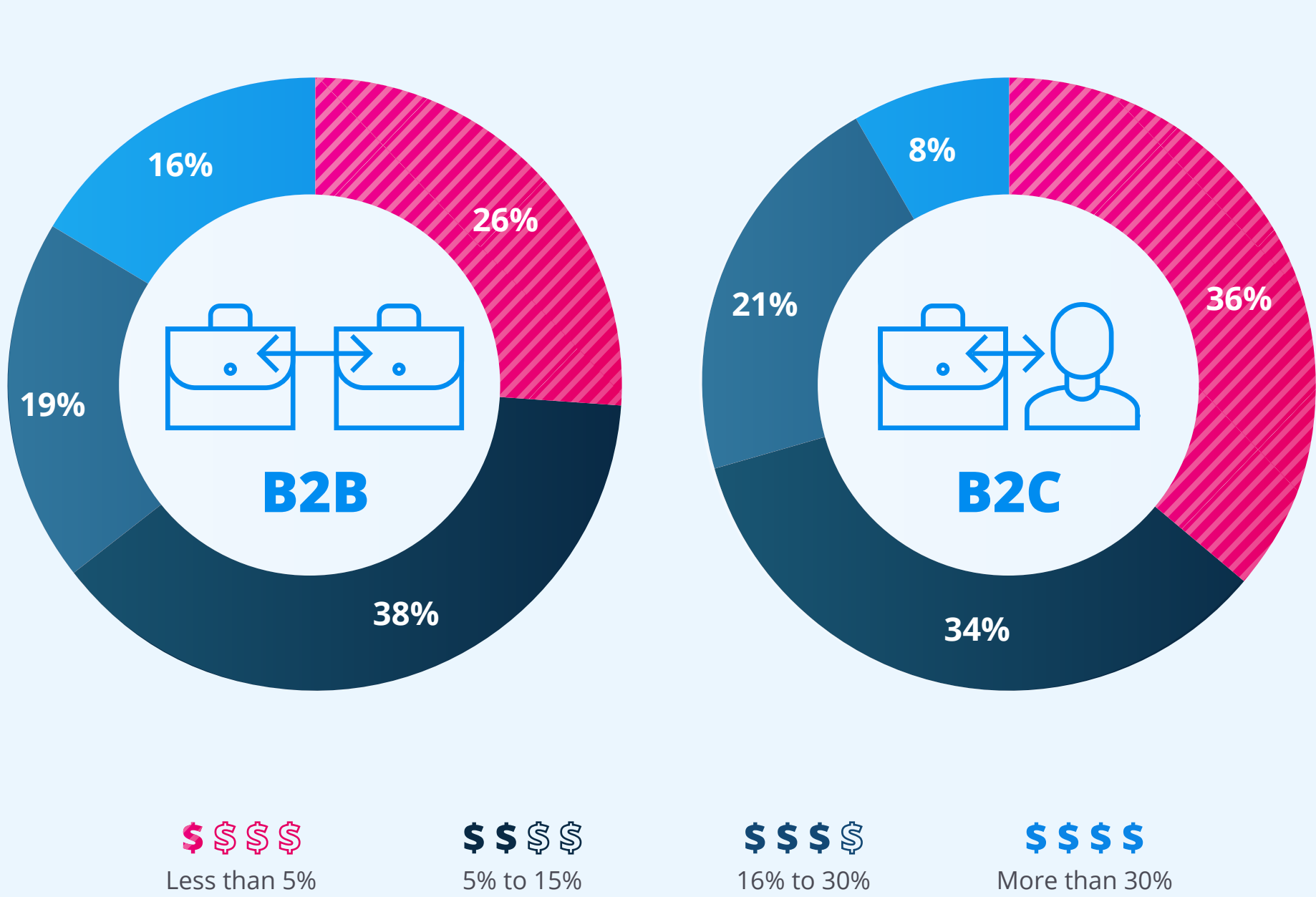
Nor do current studies indicate any changes to the 5-4-1 rule, published in the last Compass, that breaks budgets down into production (50 percent), distribution (40 percent), and performance measurement and analysis (10 percent), and we believe it can still be considered a guideline or rule of thumb.

FIG. 9 - CONTENT MARKETING INVESTMENT IN GERMAN-SPEAKING COUNTRIES (IN BILLIONS OF EUROS)



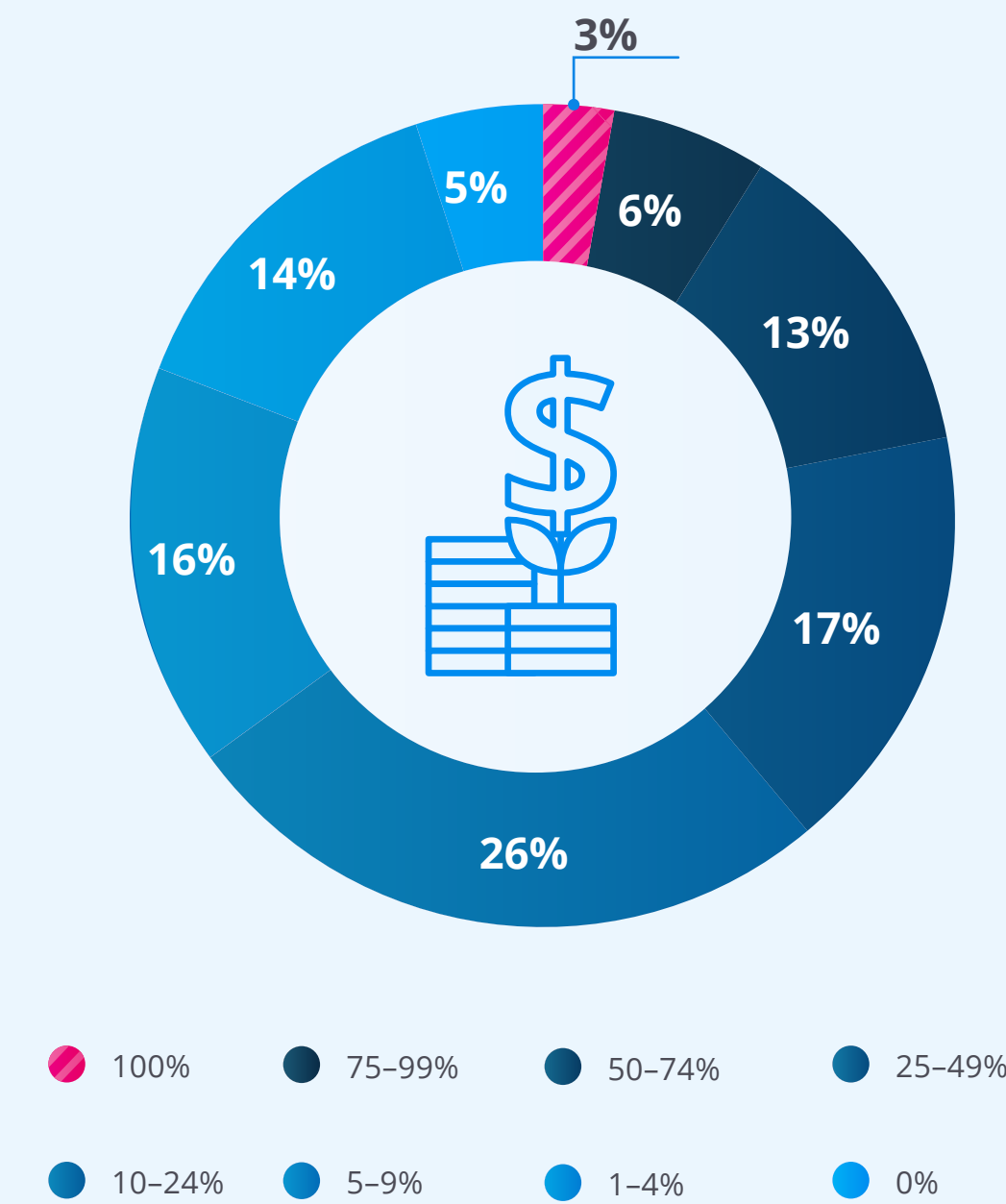
Source: Statista Compass 2021, CMF 2020, p. 7, forecast of author Dr. Sandra Gärtner; Basis: approx. n=319 CM decision-makers weighted in German-speaking countries

FIG. 10 – CONTENT MARKETING IS IN MOST CASES MAX. 15% OF THE MARKETING BUDGET



Question: How much of the marketing budget does your company allocate to content marketing?;
Source: Statista et al. 2021, p. 5; **Basis:** approx. n=319 CM decision-makers weighted in German-speaking countries; sum of percentages not equal to 100 due to inaccuracies in rounding

FIG. 11 – CONTENT MARKETING'S SHARE OF THE OVERALL MARKETING BUDGET IS HIGHER IN NORTH AMERICA



Source: CMI 2021, p. 41; **Basis:** The 64 percent of B2B content marketers surveyed who have knowledge of the content marketing budget at their company; n=810 B2B content marketers

DIFFERENCES BETWEEN B2B AND B2C

Distinguishing between the investments made by B2B and B2C shows time and again that, especially for B2B companies, content marketing is an essential pillar of their marketing activities. This is also noticeable in budget allocation: While only eight percent of B2C companies invest more than 30 percent of their budget in (digital) content marketing, the proportion among B2B companies is twice as high, at 16 percent, while the proportion of those who spend less than five percent of their budget on digital content marketing is ten percentage points lower than it is among B2C companies. (cf. Fig. 10)

The figures for German-speaking countries also show that we are still a long way from the success factor we referred to earlier of investing more than half the B2B marketing budget in content marketing. In general, the proportion of the budget allocated to content marketing is significantly higher in North America.

Although the majority in German-speaking countries are not willing to devote even 15 percent of their marketing budget to content marketing, the proportions in the CMI study reveal a significant upward trend: The most frequently mentioned budget share in North America lies in the range from 10 to 24 percent, closely followed by a share of up to 50 percent. More than one fifth go as far as to invest more than half of their marketing budget in content marketing. (cf. Fig. 11)

BVIK STUDY “B2B MARKETING BUDGETS 2021”

An excellent source of information on B2B marketing investments is the decision-making study entitled “B2B Marketing Budgets 2021,” published annually by the Federal Association of Industrial Communication (bvik) in cooperation with Statista as its official market research partner and the University of Law in Berlin. The bvik study is an important barometer of the mood of industrial companies with 50 or more employees in Germany. As in previous years, the data were weighted so as to correspond with the structure of the company register entry held by the German Federal Statistical Office. In this way, the study provides B2B marketers with valuable benchmarks as a decision-making aid for budget planning and negotiations. *(cf. bvik 2021)*

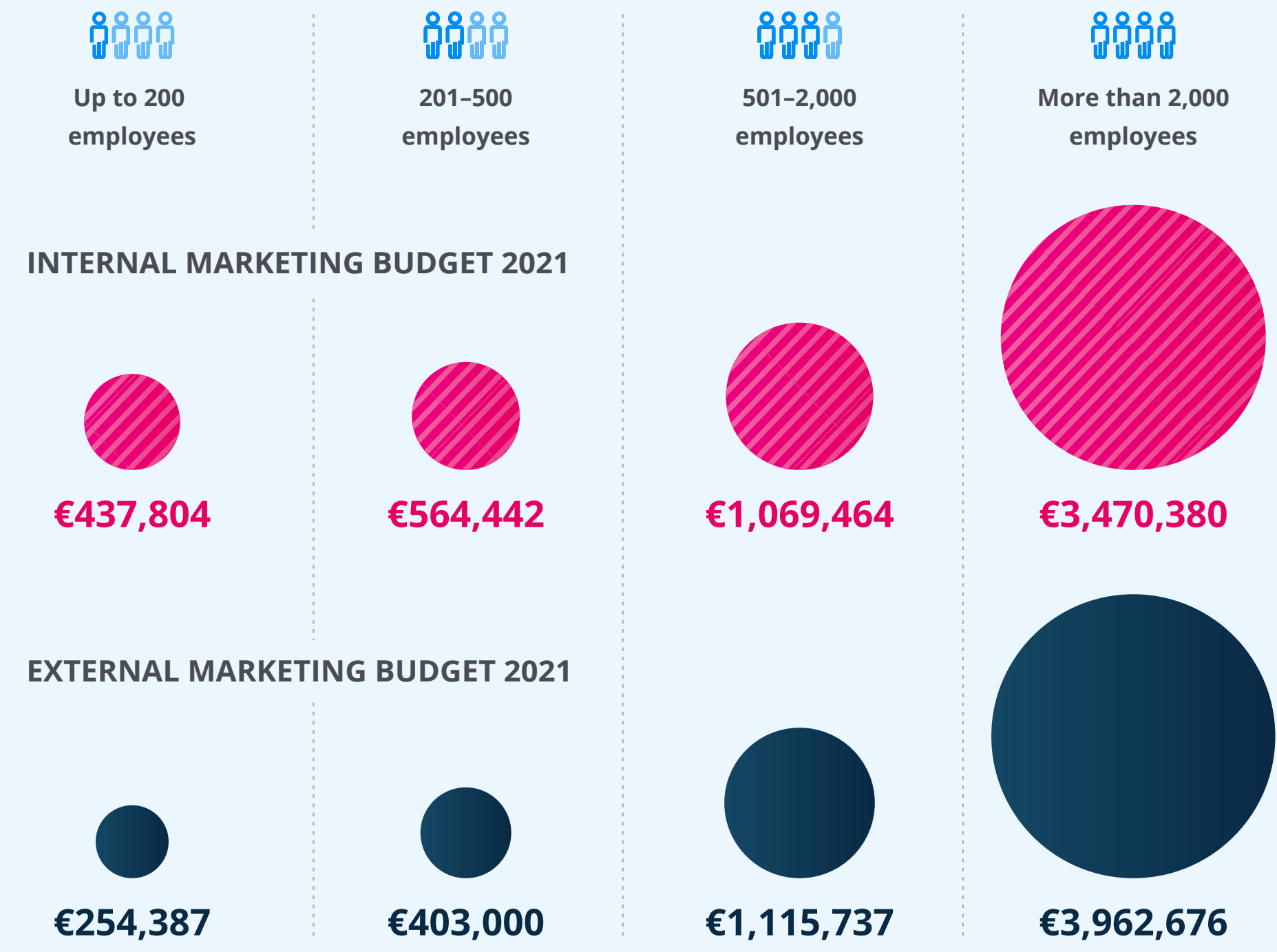
Especially in light of the coronavirus crisis, it’s important for B2B professionals and service providers to find out how the industrial sector is responding to the increasing pressure and sheer dynamism of the digital transformation and how it is allocating its available budgets to the various measures and channels.

In the study, the results relate primarily to B2B companies from the mechanical and plant engineering, electrical engineering, other metal products, and IT service/ telecommunications sectors. The budgets addressed by the questions relate to marketing as a whole but are broken down by internal and externally purchased marketing and communication services:

- Overall, absolute marketing expenses have increased by about 16 percent year over year.
- On average, marketing costs account for just under 0.5 percent of sales.

The marketing budget clearly depends on the number of employees. *(cf. Fig. 12).*

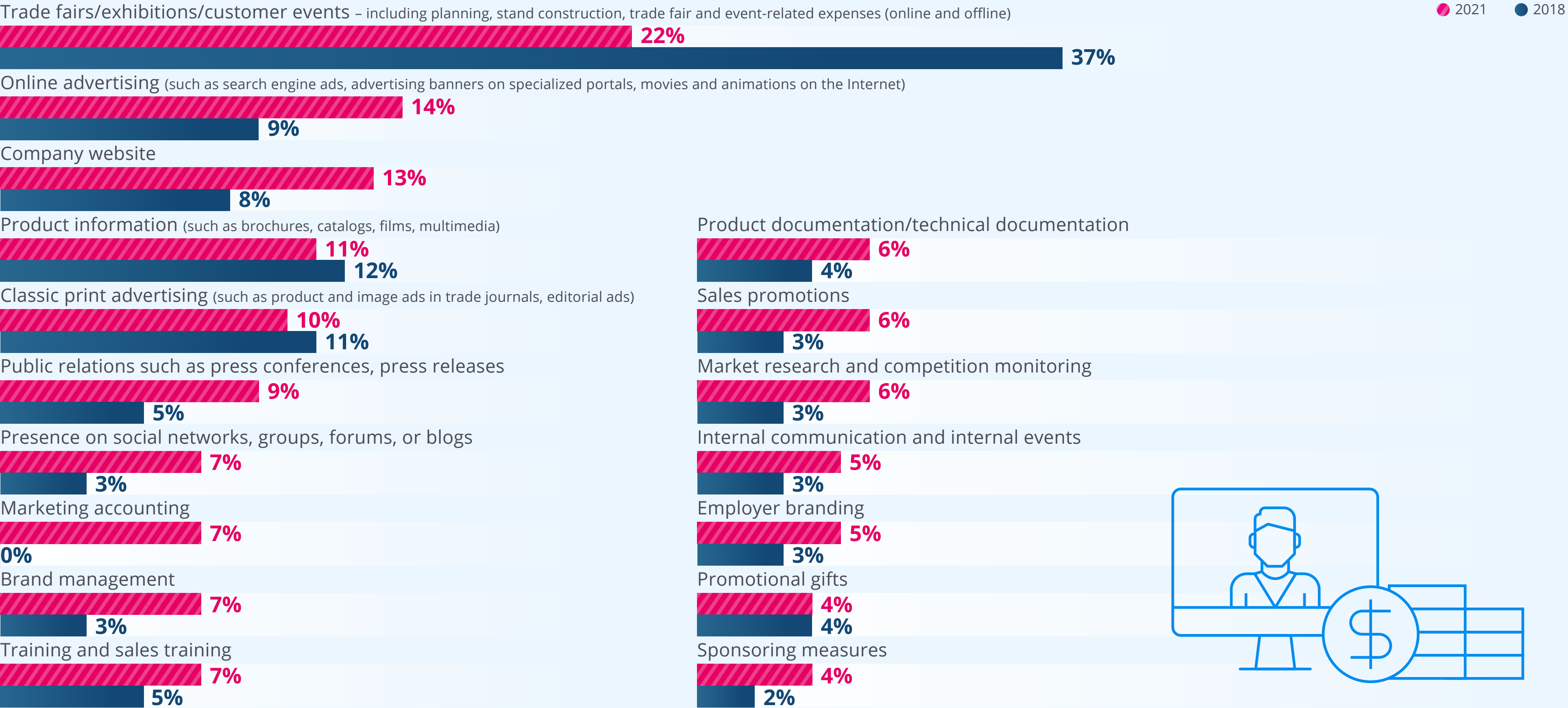
FIG. 12 – THE ABSOLUTE MARKETING BUDGET FOR EXTERNAL SERVICES IS VERY CLOSELY CORRELATED WITH THE NUMBER OF EMPLOYEES



Question: What is the budget for externally purchased marketing and communication services for your company or the business area under consideration?; **Source:** bvik 2021, p. 17; **Basis:** 2021: n=102, of which n=15 to 200 employees; n=10 201–500 employees; n=28 501–2,000 employees; n=34 more than 2,000 employees (remainder N/A | n<15 should be viewed with caution!)

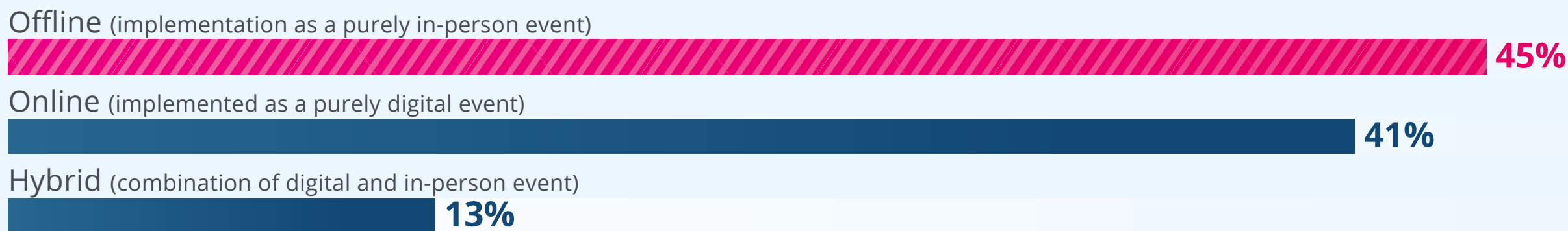
Significant changes can be observed in the allocation of budgets across the various measures and channels: The lion's share of the budget continues to flow into trade fairs and events but has fallen by ten percentage points compared to 2018 – in light of the pandemic, this is a moderate decline. The areas of online advertising, website, and PR are seeing significant increases. The social media segment has more than doubled, from three percent in 2018 to seven percent in 2021. (cf. Fig. 13)

FIG. 13 – BUDGET SHIFT FROM IN-PERSON TRADE FAIRS TO ONLINE ADVERTISING



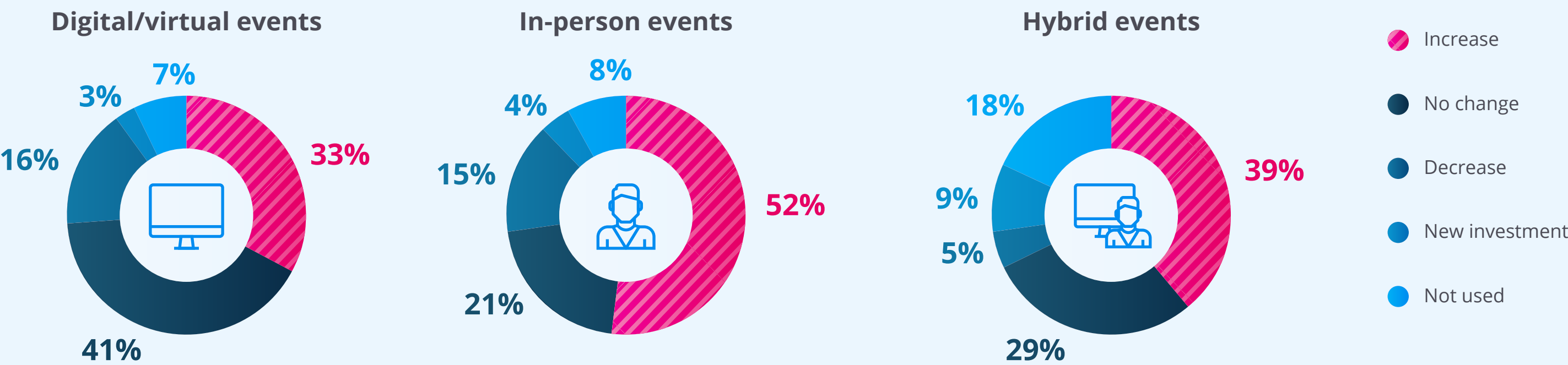
Question: How is the external marketing and communication budget for the current year (2018 vs. 2021) divided among the various marketing services or communication channels?; Source: bvik 2021, p. 20; Basis: 2018: n=115; 2021: n=102

FIG. 14 – 45 PERCENT OF THE TRADE FAIR BUDGET IS SET ASIDE FOR IN-PERSON TRADE FAIRS



Question: How is the budget for trade fairs, exhibitions, and customer events distributed between online (implementation as a digital event) and offline (implementation as an in-person event)?;
Source: bvik 2021, p. 21; **Basis:** n=75

FIG. 15 – IN-PERSON EVENTS ARE GROWING AGAIN IN NORTH AMERICA



Indicator: Investment forecasts for events in the content marketing budget for 2022; **Source:** CMI 2021, p. 43; **Basis:** n=810 B2B content marketers

It's interesting to note in this context that, in 2021, the B2B marketers surveyed expended almost half of these trade fair budgets on the implementation of entirely in-person events at leading national and international trade fairs or planned to do so. Personal customer contact is demonstrably a central factor in the B2B environment. (cf. Fig. 14)

The CMI study also raises high hopes for a relaunch of in-person events: Increasing vaccination rates and better hygiene concepts are leading more than half of decision-makers to expect that investment in in-person events will increase. In relation to digital events, the largest share of 44 percent continues as before to follow an increased digital schedule, and another third plans to further increase spending on such events. (cf. Fig. 15)

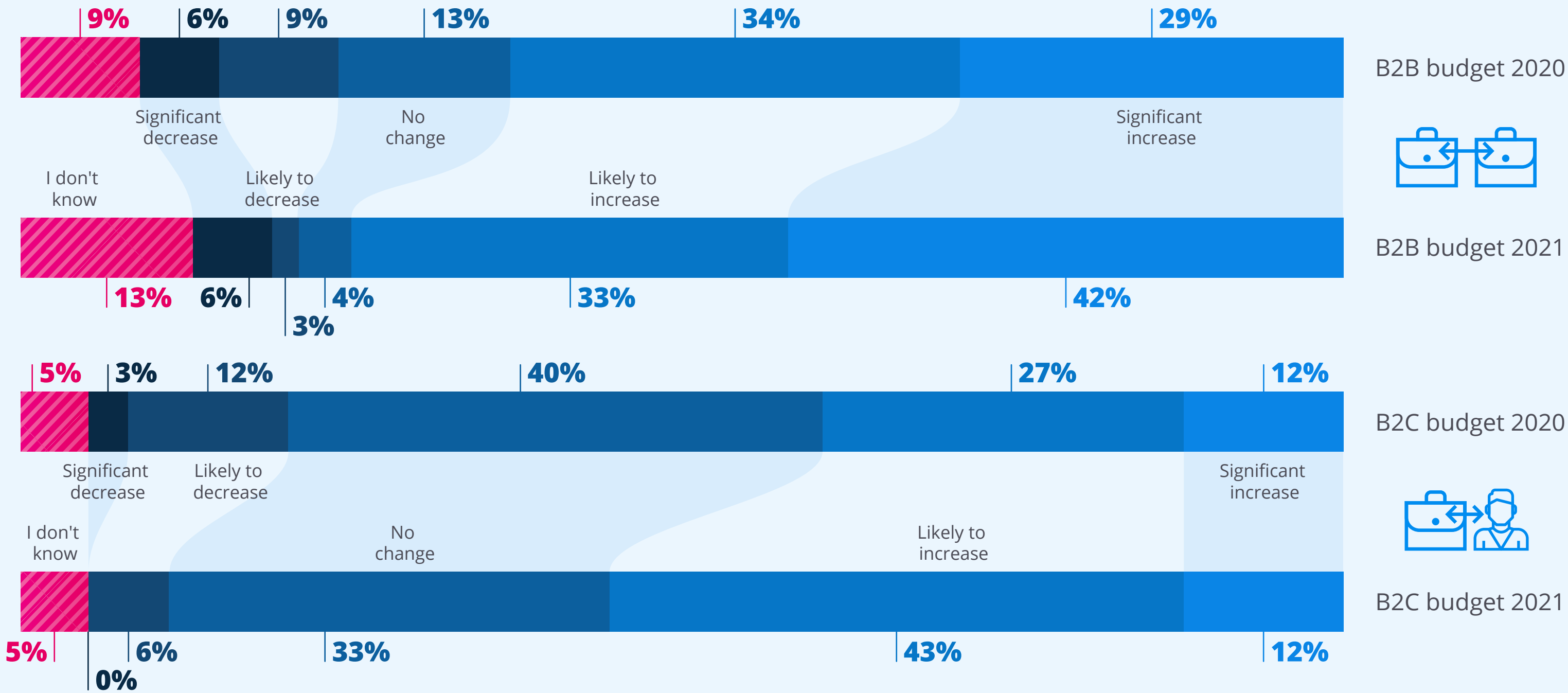
HAS DIGITAL CONTENT MARKETING GAINED FROM THE PANDEMIC?

The outlook in the last Compass was cautiously optimistic that the pandemic had led at worst to short-term shock losses in budgeting that would recover in the medium term.

The current Statista trend study now even shows that the proportion of those B2B firms reporting a significant year-over-year increase in their (digital) content marketing budget has risen sharply from 29 to 42 percent; for the first time, the majority – 55 percent – also reported a real increase in 2021 – despite the pandemic. (cf. Fig. 16)

The twelfth CMI study also reveals a similar picture for the North American B2B market: On average, two thirds of the respondents – rising to three quarters among the top performers – expect the 2022 budgets to exceed those of 2021.

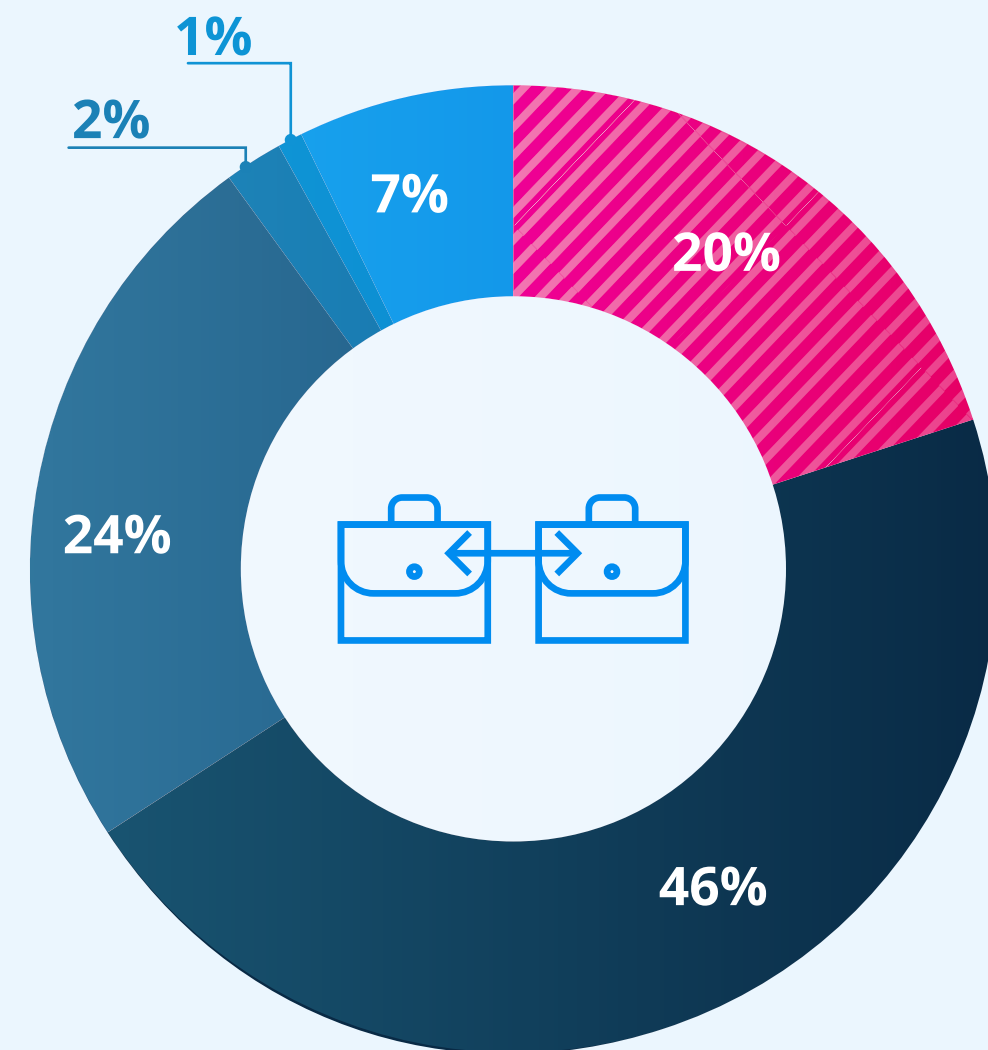
FIG. 16 - THE BUDGET TREND IN GERMAN-SPEAKING COUNTRIES IS POSITIVE IN THE PANDEMIC YEAR 2021 - ESPECIALLY IN B2C



Question: How have your content marketing expenses changed in the last year compared to the originally planned budget? And how do you expect your content marketing budget to develop in 2021?; **Source:** Statista et al. 2021, pp. 6 & 7; **Basis:** People who work in companies that do digital content marketing themselves, multiple answers possible; n total = 240; n B2C companies = 99; n B2B companies = 141

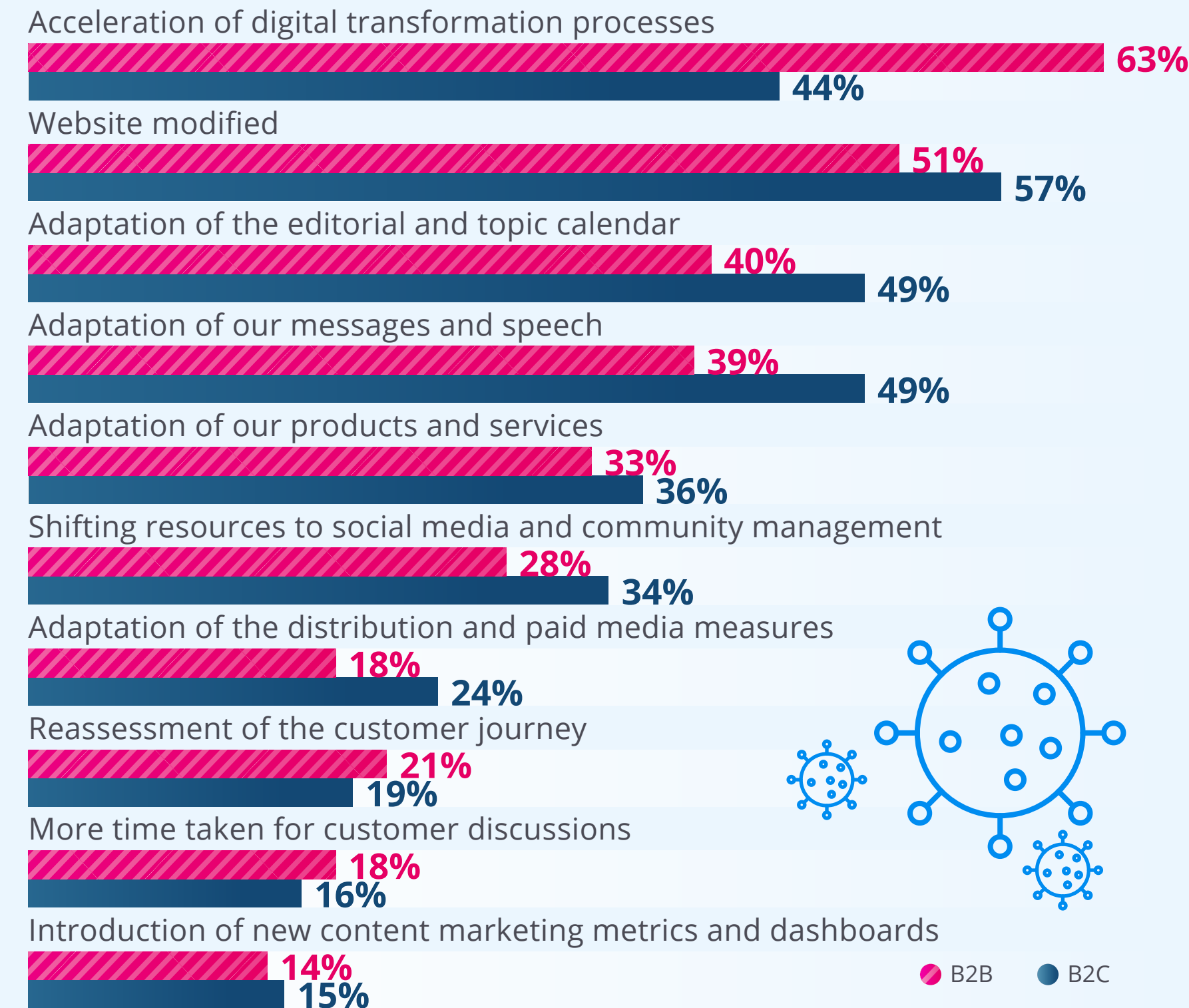
FIG. 17 – B2B BUDGET TREND IN NORTH AMERICA IN THE PANDEMIC YEAR 2021 IS ALSO POSITIVE

- Growth of more than 9%
- Reduction of 1% to 9%
- Growth of 1% to 9%
- Reduction of more than 9%
- No change
- No information/not sure



Indicator: Expected budget trend in 2022 compared to 2021 in B2B;
Source: CMI 2021, p. 42; **Basis:** The 64 percent of B2B content marketers surveyed who have knowledge of the content marketing budget at their company; n=810 B2B content marketers

FIG. 18 – CORONAVIRUS IS ACCELERATING DIGITAL TRANSFORMATION PROCESSES – ESPECIALLY IN B2B



Question: What changes have you made in your company due to coronavirus?; **Source:** Statista et al. 2021, p. 11;
Basis: People who work in companies that do digital content marketing themselves, multiple answers possible; n total = 240; n B2C companies = 99; n B2B companies = 141

The forecasts are optimistic: Almost half expect an increase in the content marketing budget by up to nine percent compared to 2021, and a further fifth of respondents go further, anticipating an increase of more than ten percent. (cf. Fig. 17)

Could the pandemic have further fueled the growth of digital content marketing? The indications support this view.

“The research also confirmed what many of us already knew: Content marketers are some of the fiercest business pros around. In the most difficult of times, they get the job done – and many come through more creative and stronger than before.” (cf. CMI, 2021; p. 3)

“The pandemic is awakening a sleeping giant – content marketing, that is.” (cf. CMI, 2021; p. 3)

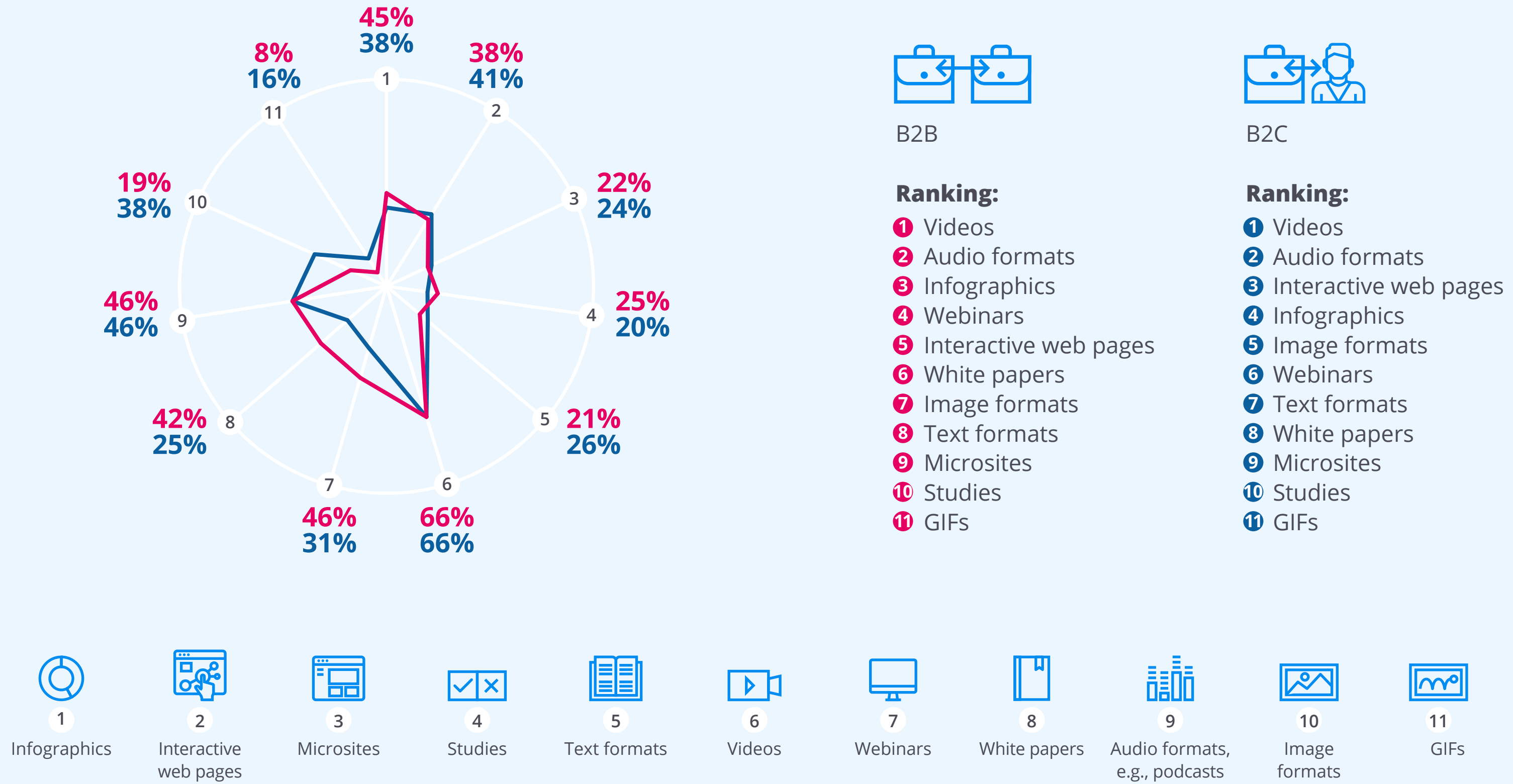
The trend study also shows that the pandemic has acted as an amplifier of the digital transformation – especially for two out of three B2B companies. It is very clear that the respondents have “tackled” a large number of projects – for instance by adapting their websites, editorial and topic calendars, and their products and services – but that they have also shifted resources to social media and community management. (cf. Fig. 18)

INVESTMENT AREAS IN 2022: VIDEO AND EVENTS ARE SEEING MASSIVE GROWTH

The types of content the companies created also changed: The most obvious example was the shift from in-person to virtual events, especially webinars and online courses. (cf. also p. 11) When it came to the question of video formats, webinars also took the top spot and achieved the best results.

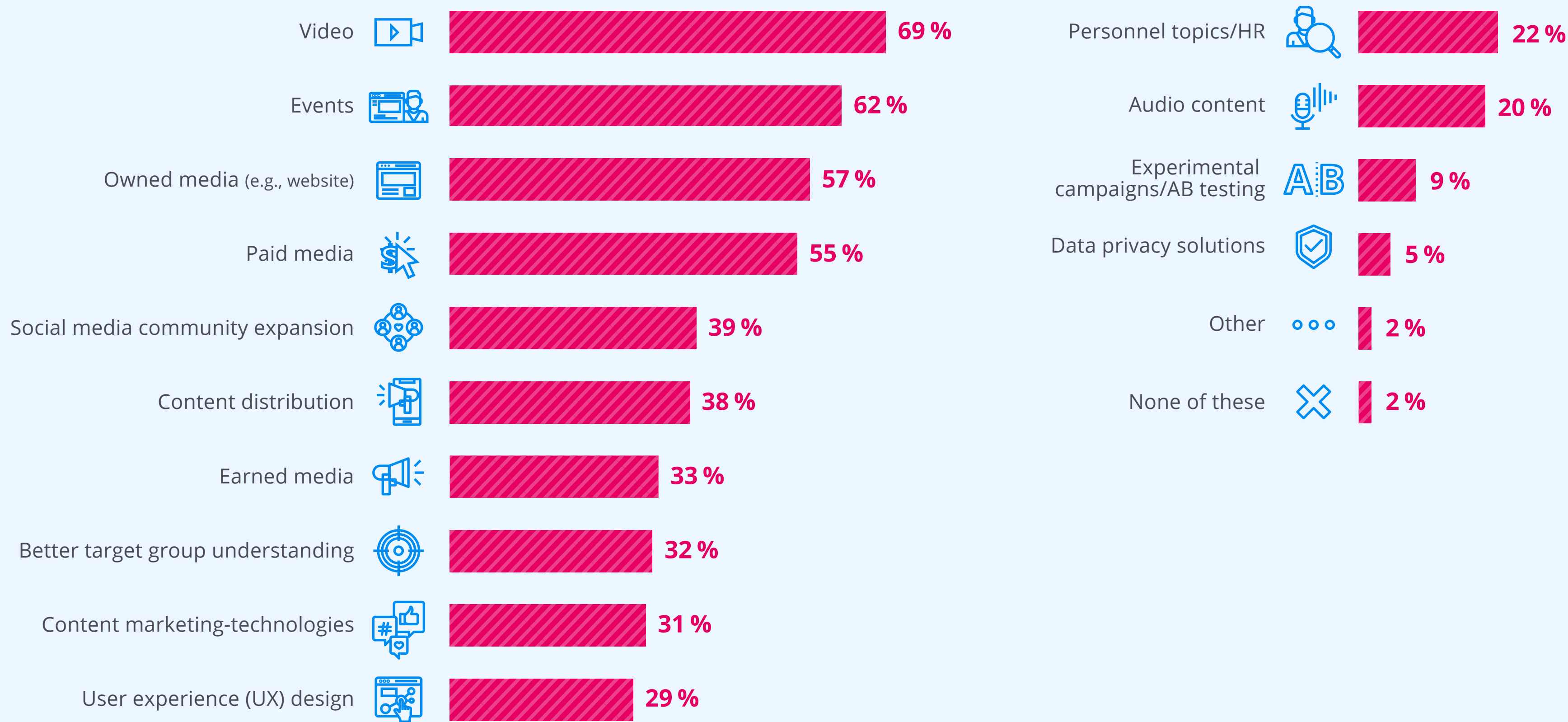
The pandemic prompted many marketers to try less static content and more interactive and animated content formats. After text and image formats, videos ranked third among the most used content formats in German-speaking countries in both B2C, at 77 percent, and B2B, at 73 percent. Two thirds want to make even more use of videos in the future, followed by audio formats, infographics, webinars, and white papers. White papers are the format that saw by far the highest usage growth in B2B, from 20 percent to 55 percent year over year. White papers will continue to enjoy great popularity in the future, especially in B2B, at 42 percent. (cf. Fig. 19)

FIG. 19 – TREND IN THE CONTENT FORMATS USED CONTINUES TO SHIFT TOWARD MOVING IMAGES



Question: Which formats would you like to use more frequently online for content marketing in the future?; Source: Statista et al. 2021, p. 15; Basis: n total = 359; n B2C companies = 143; n B2B companies = 216

FIG. 20 - VIDEO IS KING, EVENTS ARE QUEEN KONG



Indicator: The main content marketing investment areas for B2B organizations in 2022; Source: CMI 2021, p. 48; Basis: n=810 B2B content marketers

According to the CMI study, the top areas in which the North American market, as trendsetter, is investing are the expansion of video and event capacities. Video formats are an important way of telling compelling stories and holding the audience's attention.

The second area of investment, in line with expectations, is in the organization of events – from in-person to hybrid or digital (61 percent).

In addition, the majority of the budget is flowing into in-house media assets (57 percent) and paid media measures (55 percent). (cf. Fig. 20)

03

FOCUS ON SOCIAL MEDIA – CONTENT PRODUCTION AND DISTRIBUTION

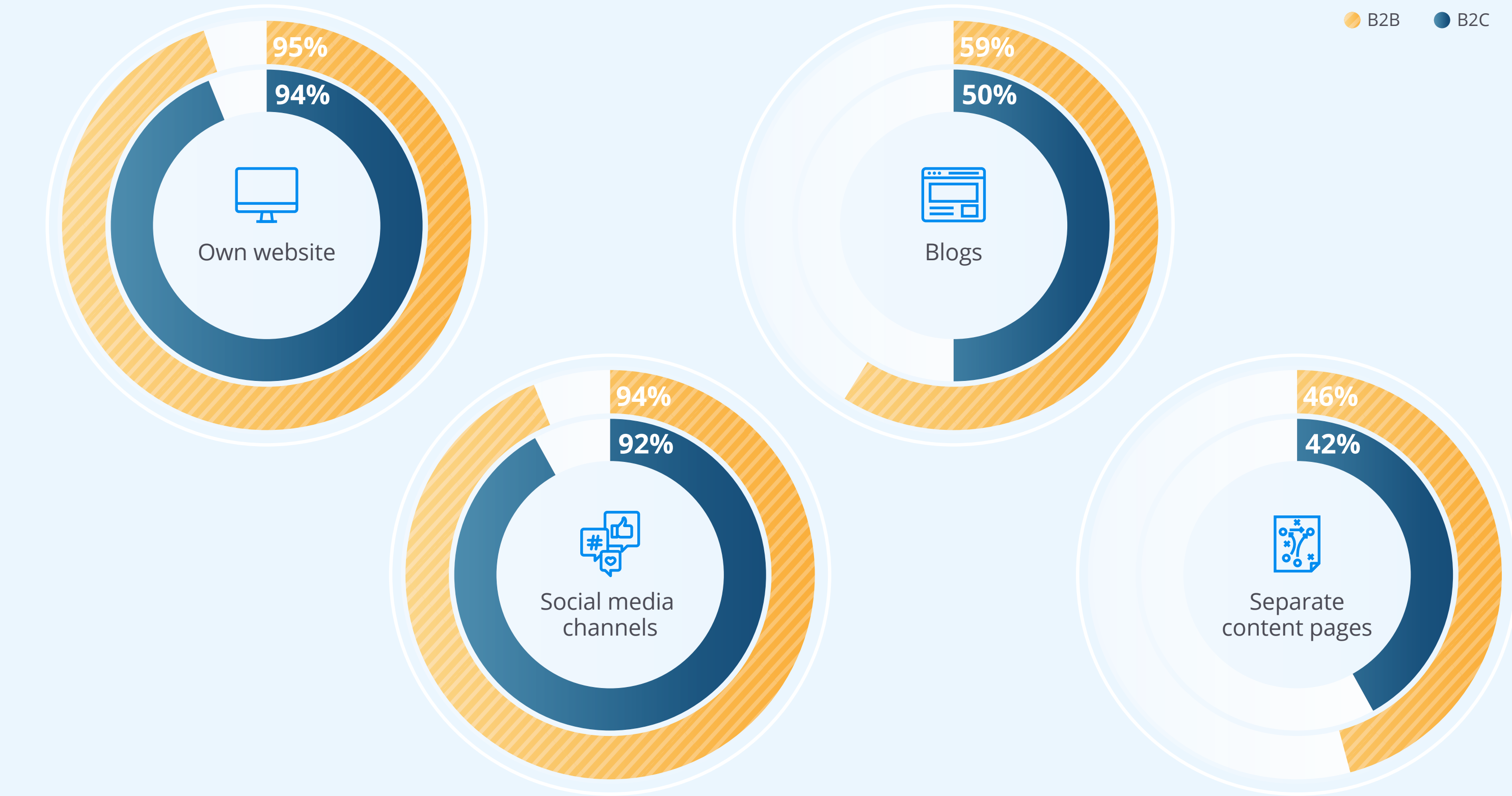
The digital transformation of user behavior is having a massive impact on content marketing and promoting the rise of social media and paid social as the most important distribution channels in terms of reaching B2B and B2C target groups efficiently and effectively.

As this chapter shows, social media, especially Instagram, present not only challenges but also opportunities for content production.

A COMPANY'S OWN WEBSITE AND SOCIAL MEDIA ARE THE MOST IMPORTANT CONTENT MARKETING CHANNELS

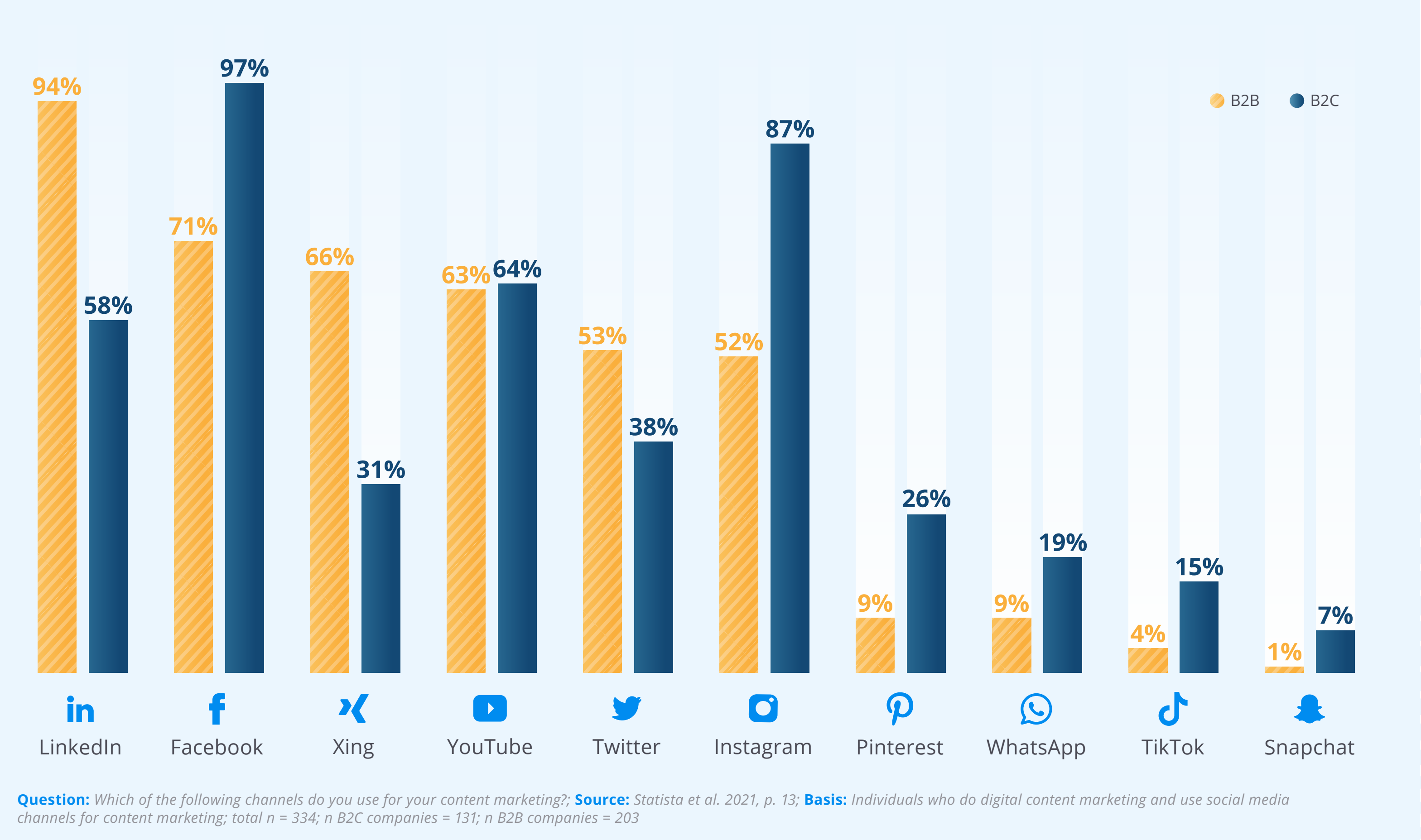
The trend study shows once again that social media channels now have the same importance for content marketing as a company's website: a finding that applies to both B2B and B2C. (cf. Fig. 21)

FIG. 21 – SOCIAL MEDIA ARE ON A PAR WITH A COMPANY'S OWN WEBSITE AS THE MOST IMPORTANT DISTRIBUTION CHANNEL



Question: Which of the following channels do you use for your content marketing?; **Source:** Statista et al. 2021, p. 12; **Basis:** n total = 359; n B2C companies = 143; n B2B companies = 216

FIG. 22 – LINKEDIN FOR B2B AND FACEBOOK INCL. INSTAGRAM FOR B2C ARE A MUST IN GERMAN-SPEAKING COUNTRIES

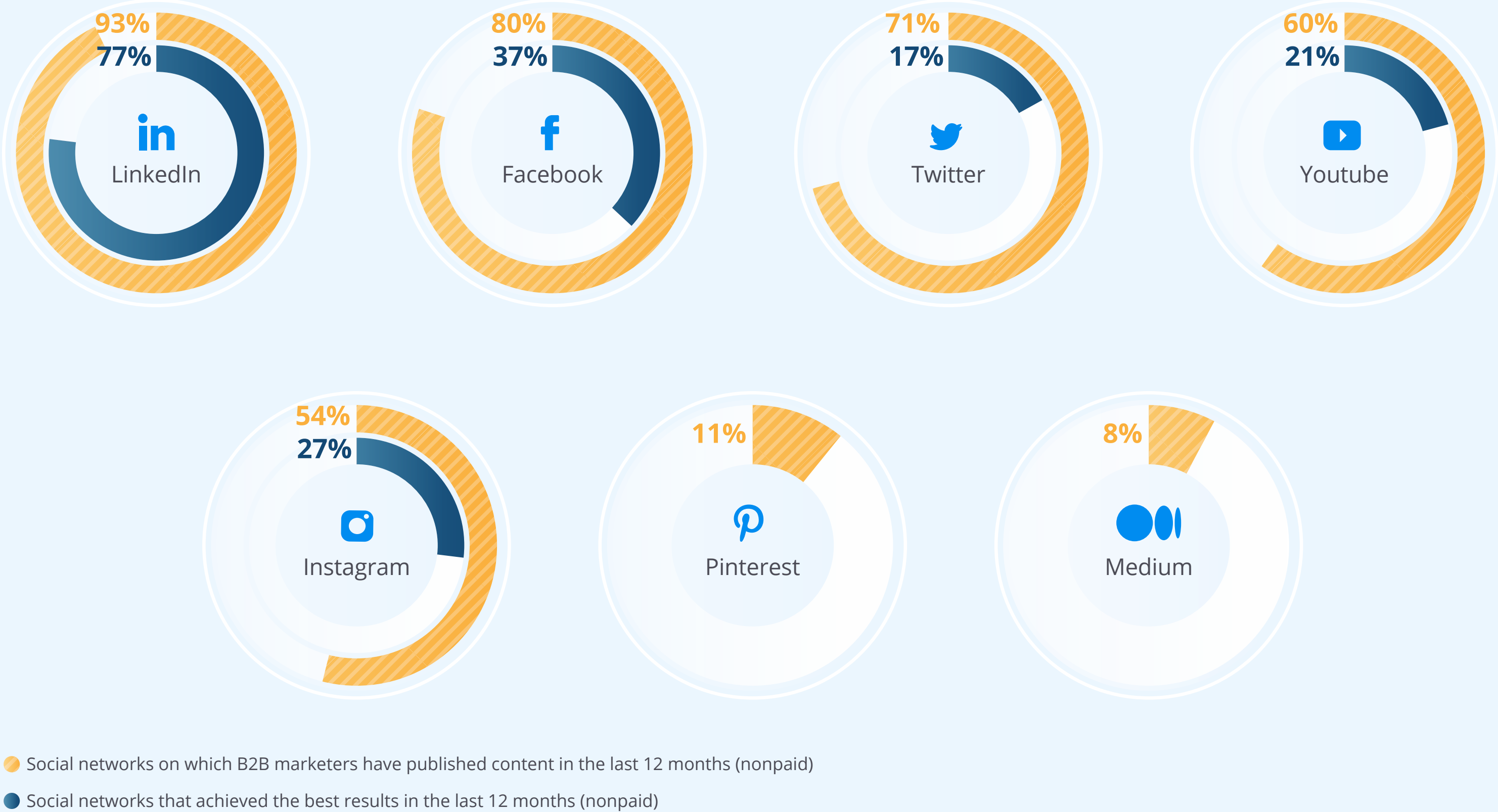


TOP SOCIAL MEDIA CHANNELS DIFFER BETWEEN B2B AND B2C

Among the most important social media platforms used, LinkedIn is now clearly the top dog in B2B, followed fairly closely by Facebook and Xing. In B2C, meanwhile, Facebook and Instagram are in a head-to-head race, and the Meta Group dominates. YouTube is now equally popular in B2C and B2B and is used by almost two thirds of respondents. (cf. Fig. 22)

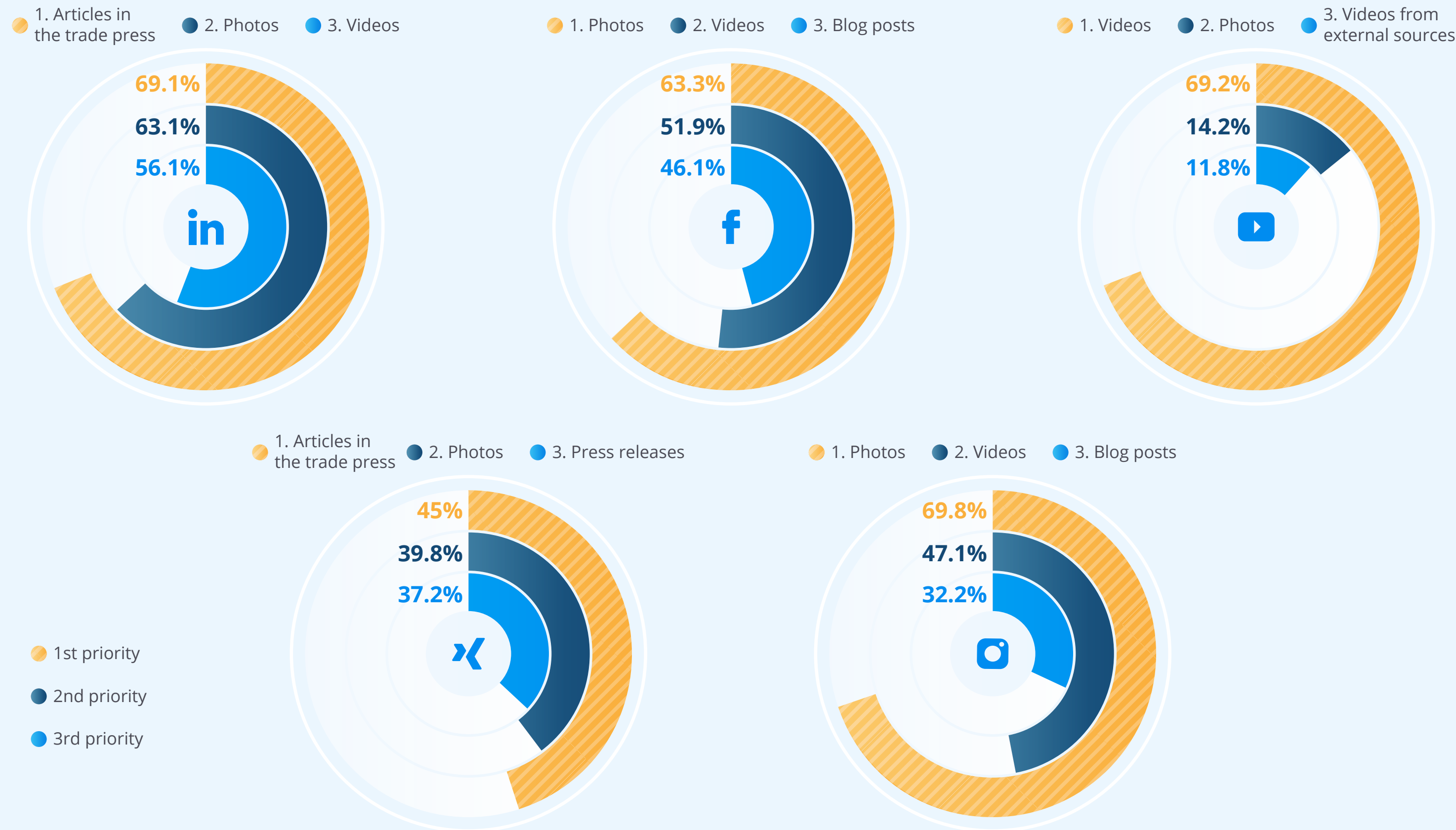
LinkedIn is the most widely used organic social media platform for North American B2B marketers too and has also achieved the best results – in contrast to Twitter. (cf. Fig. 23)

FIG. 23 – IN NORTH AMERICA, FACEBOOK, INCLUDING INSTAGRAM, IS ALSO MORE IMPORTANT FOR B2B



Source: CMI 2021, p. 28; Basis: The 64 percent of B2B content marketers surveyed who have knowledge of the content marketing budget at their company; n=810 B2B content marketers

FIG. 24 – LINKEDIN IS THE BYWORD FOR PROFESSIONALISM, AND FACEBOOK FOR EMOTIONS



SOCIAL MEDIA CHANNELS CONVEY PROFESSIONALISM AND CORPORATE CULTURE

Instagram, Facebook, YouTube, and LinkedIn are key when it comes to conveying a company's own expertise through professional articles, while LinkedIn and Xing are primarily used to communicate the corporate culture. The "spirit" is conveyed primarily through pictures and videos. (cf. Fig. 24)

Question: For which content are the social media channels used?; **Source:** 1st Working Group for Social Media in B2B Communication 2021, p. 23; **Basis:** n=645 B2B companies in German-speaking countries

PAID SOCIAL MEDIA

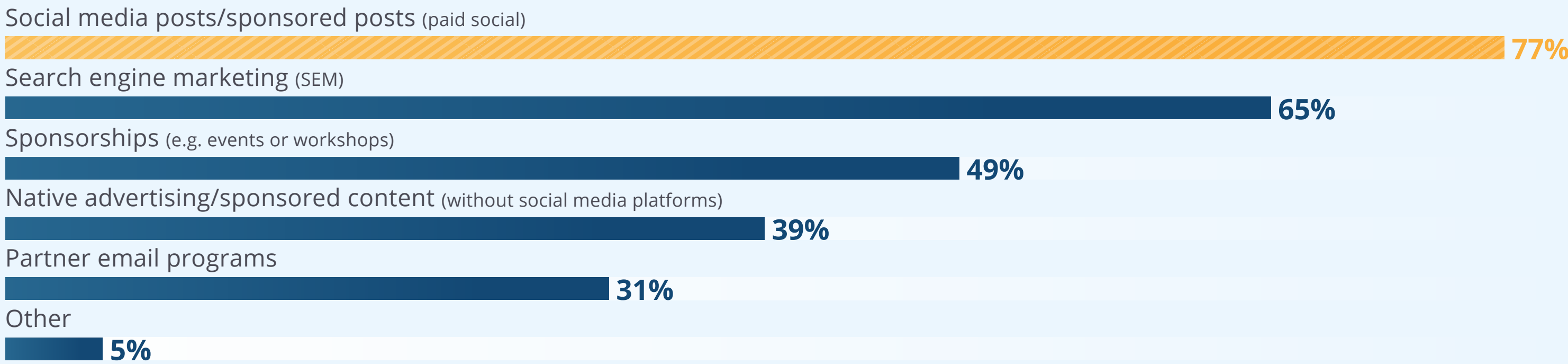
81 percent of respondents also used paid media to distribute their content; 45 percent of them have increased their paid media budget in the last twelve months; for almost one third, the media budget has remained stable. (cf. CMI 2021, p. 31)

Paid social plays by far the most important role among the paid media channels. (cf. Fig. 25)

Facebook and LinkedIn are the main sources for the 77% of B2B marketers who use paid social: three quarters (75%) use paid media on LinkedIn and 69% on Facebook. Instagram takes third place with 30 percent.

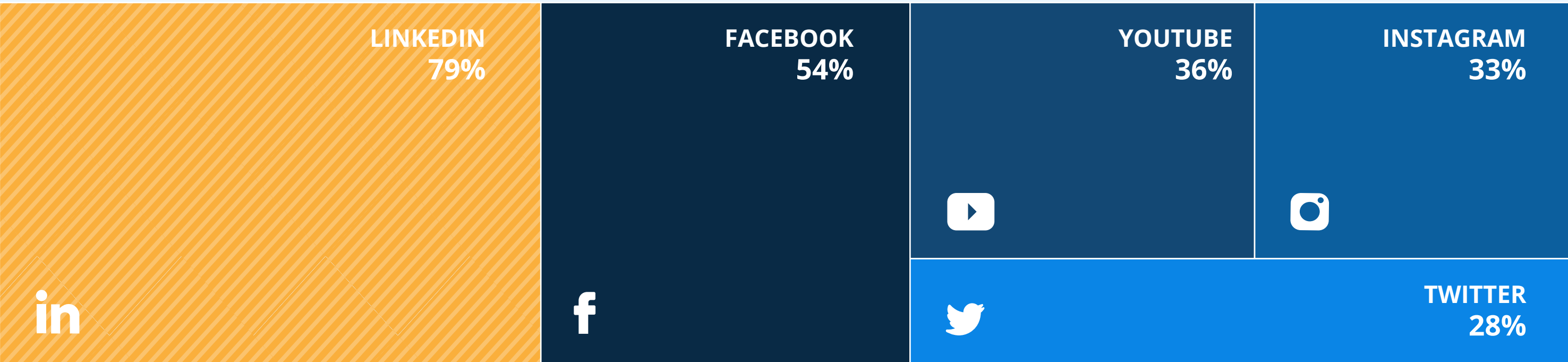
LinkedIn is clearly ahead in terms of success: 79 percent of those who have also used the platform for paid campaigns name the channel as the most successful. Facebook only gets the approval of 54 percent of users here. (cf. Fig. 26)

FIG. 25 – PAID SOCIAL IS BECOMING MORE IMPORTANT THAN SEARCH ENGINE ADVERTISING – EVEN IN B2B



Indicator: Paid media distribution channels in the last 12 months; Source: CMI 2021, p. 31; Basis: n = 810 B2B content marketers

FIG. 26 – LINKEDIN ACHIEVED BY FAR THE BEST RESULTS IN B2B



Indicator: The most successful paid social channels in the last 12 months; Source: CMI 2021, p. 32; Basis: n=810 B2B content marketers

04

MEASURING SUCCESS – NOT “IF”, BUT “HOW”

The pressure to measure success not only increases with growing budgets but is also a success factor for the successful: The supreme discipline is the measurement of ROI, which apparently only the successful manage to do. To help you secure your place in the elite club of top performers, this chapter will help you determine (even more effectively) your ROI in content marketing.

WITH THE "NEW NORMAL", INVESTMENT IN SUCCESS MEASUREMENT IS INCREASING

The study results confirmed the important contribution of marketing to a company's success in times of change and a difficult market environment: More than half the B2B marketers surveyed in the bvik study perceive an increase in the importance and position of marketing within the company. And it is probably no coincidence that, in the last three years, investment in marketing accounting (management, ROMI, success measurements, analytics) has increased from homeopathic proportions to its current massive level of seven percent of the marketing budget.

(cf. bvik 2021, p. 32)

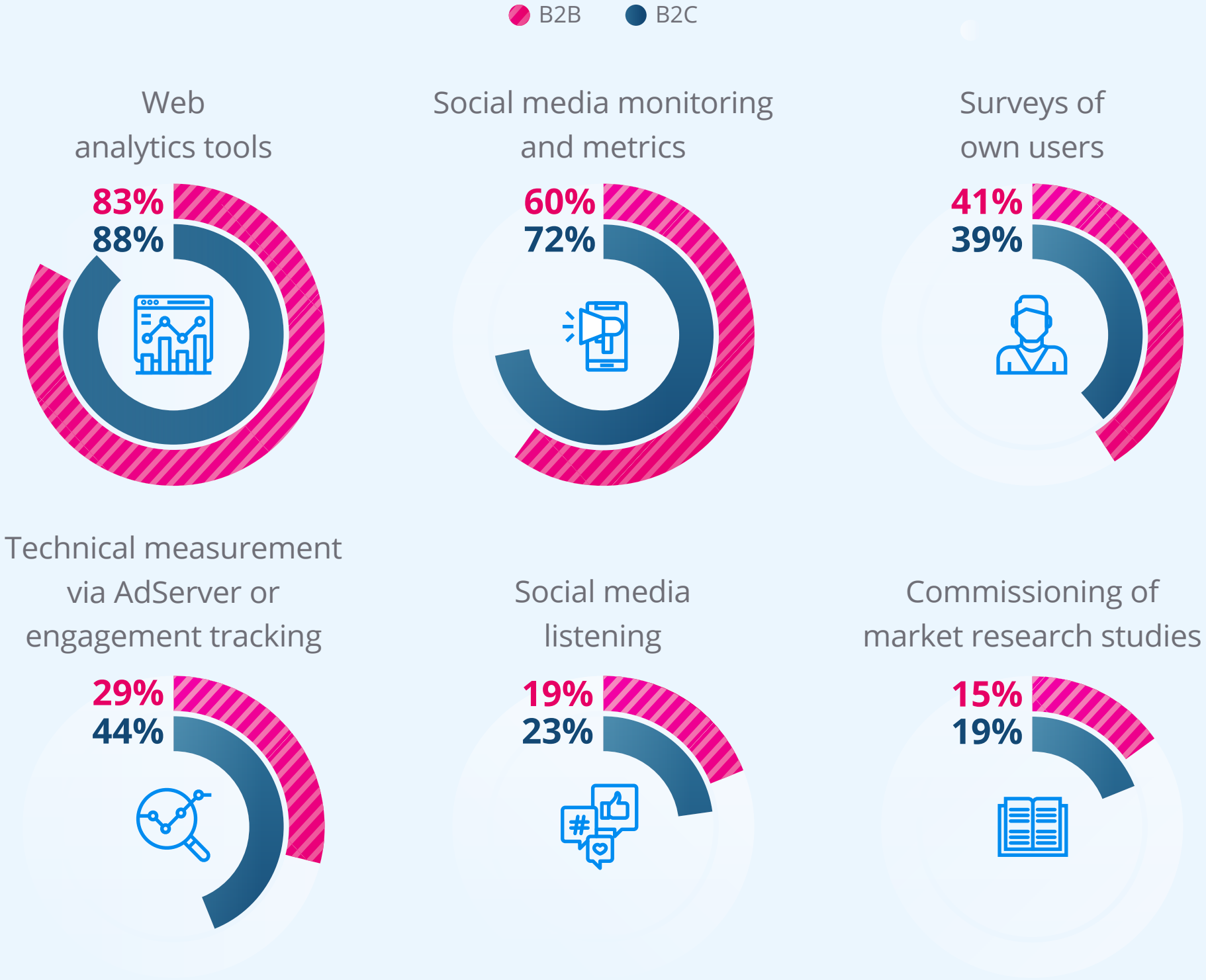
WHICH APPROACHES ARE BEING USED TO MEASURE CONTENT PERFORMANCE?

Three quarters of all B2B content marketers in North America measure their content performance – in German-speaking countries, the Content Marketing Trend study shows similar values, albeit with only about a quarter of the respondents having a clear concept for measuring success.

On both sides of the Atlantic, Web analysis tools and social media monitoring and metrics are by far the most frequently used instruments, with surveys of their own users now being used by four out of ten respondents.

(cf. Fig. 27)

FIG. 27 – WEB ANALYSIS AND SOCIAL MEDIA MONITORING ARE A MUST – STUDIES AND SURVEYS THE MEANS OF CHOICE



Question: What do you use at least occasionally to measure success or optimize content marketing?;
Source: Statista et al. 2021, p. 17; **Basis:** n total = 240; n B2C companies = 99; n B2B companies = 141

With regard to the most frequently used key performance indicators (KPIs), website access in German-speaking countries and social media analytics show the success of measures; in B2B, however, email engagement, KPIs, qualified leads, and the number of white paper downloads play a much more important role than they do in B2C.
(cf. Fig. 28)

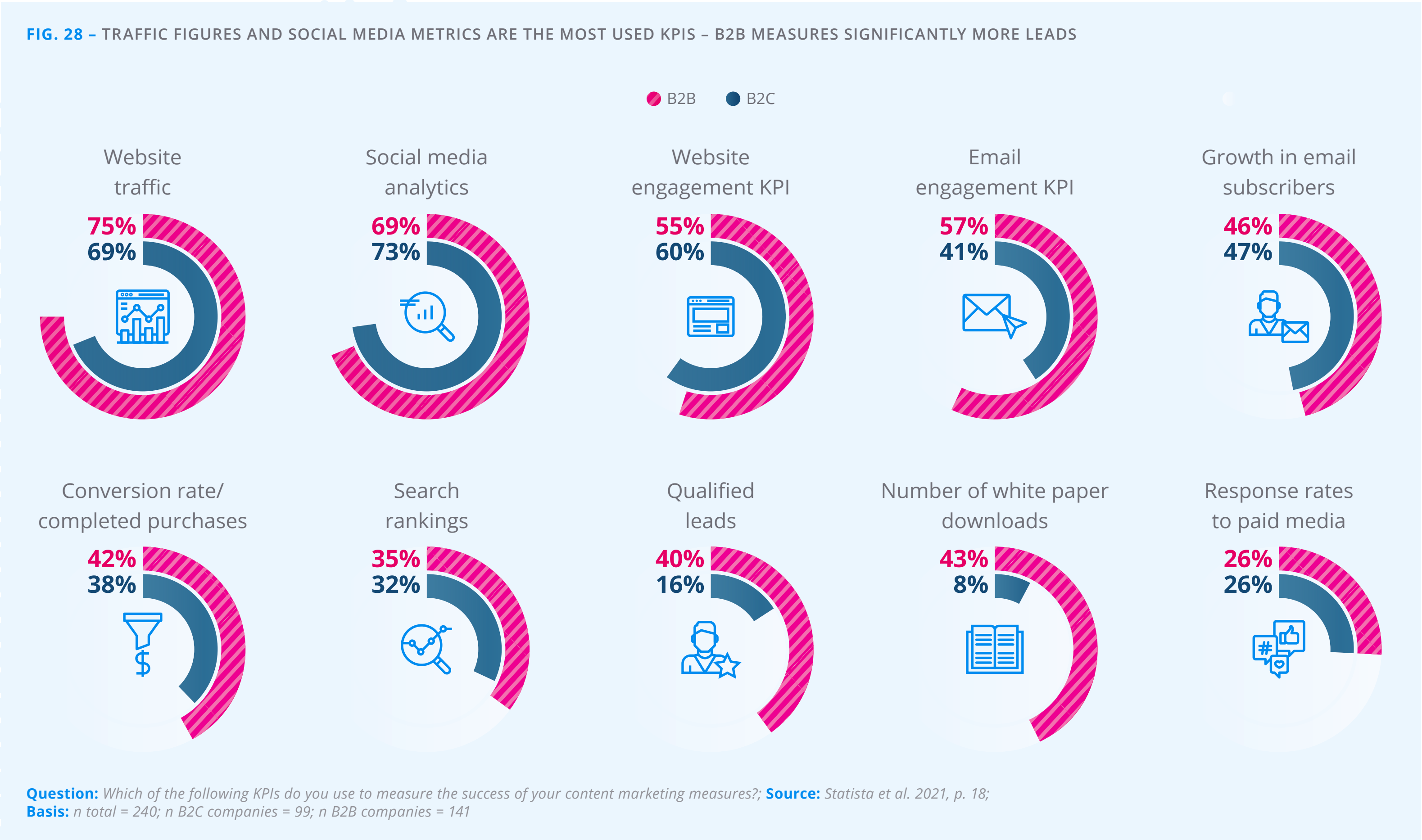
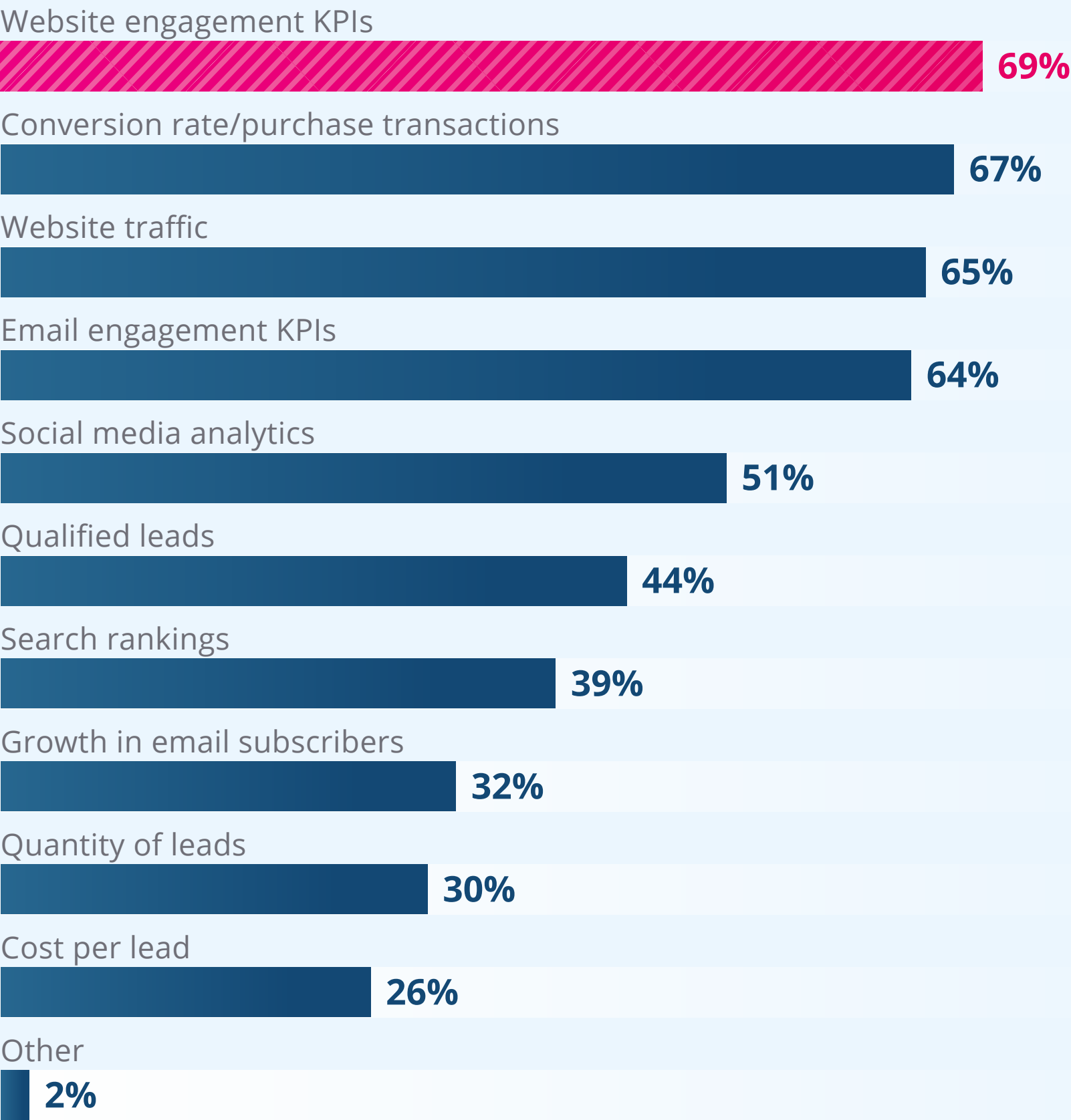


FIG. 29 – THE MOST IMPORTANT B2B KPIS IN NORTH AMERICA



Indicator: The KPIs that have generated the deepest insights in the last twelve months;
Source: CMI 2021, p. 35; **Basis:** n = 810 B2B content marketers

In North America, the KPI framework used is even more diverse: Website and email engagement and conversions are even more important over there than they are here: As Google Analytics shows us, they are on a par with the unique users on this side of the Atlantic. Social media analytics are the only metrics that are used much more intensively here than in America. (cf. Fig. 29)

The perspective on qualified leads is important for B2B both here and across the Atlantic, but is not the central metric. In the CMI study, many respondents stated that the number of leads had decreased but that the lead quality had improved significantly; maybe you felt the same way?

“Working from home forced us to do more webinars instead of live events, which ended up increasing our actual audience tenfold. And not a junk audience either, but a relevant audience that we weren't reaching before.” (cf. CMI, 2021; p. 34)

In terms of the goals, all respondents in North America successfully used content marketing to create brand awareness. The top performers stood out from the crowd, especially in these three core areas:

- Developing loyalty to existing customers and consumers (78 vs. 60 percent)
- Increasing subscribers/unique users/leads (64 vs. 49 percent)
- Generating sales (57 vs. 42 percent)

That is, in addition to the ongoing task of increasing customer loyalty, top performers focus on “hard” goals that are clearly more effective in showing the increase in value brought about by content marketing and serve as a prerequisite for an ROI-based view of all activities.

STRATEGIC HOMEWORK IS REQUIRED
BEFORE CALCULATING ROI

It is not for nothing that calculating the return on investment of content marketing is deemed the supreme discipline for measuring success, because:

- Plenty of **marketing managers** have difficulty in correctly measuring and communicating the **value of their content marketing measures** internally.
- Many entrepreneurs are faced with the challenge of **scaling up their marketing** and considering this a profitable investment rather than an expense.
- Plenty of **agencies and service providers** need **simple models** to **convince** new and existing customers of the ROI of their content campaigns and **to justify additional budgets**.

The basis for measuring success is always in the goals derived from the content marketing strategy. After all, measuring success means nothing more than measuring the degree of achievement of the goal. In other words, there can be no success and no proof of success without clear goals.

So let’s take another small step back and make sure that you have documented your goals in writing as part of your content marketing strategy. If you haven’t (yet) done this, we will now offer you a few keywords and sources that will help you catch up in the context of a workshop or the like:

To develop strategy and content planning using the **RACE framework**. (cf. Fig. 30)

FIG. 30 – TEMPLATE FOR DERIVING KPIS

Phases/objectives of the funnel	SMART goals	Strategies for implementing the goals	Key performance indicators (KPIs)
Reach: Increase awareness of, and visitor numbers to, your own websites, apps, and social media pages	Increase the monthly number of new visitors to the website by 25% in the next year	Work with partners to create a resource center with free content tailored to the preferences of the target audience	New visitors via organic searches in %
Act: Increase target group interactions with content on our media platforms to generate more leads	Reduce average cost per lead by 5% over the next nine months by generating more traffic via organic searches and less via paid advertising	Optimize white papers for distribution on social networks by developing an influencer program and adding expert comments to bolster our role as thought leaders	Number of leads per white paper created
Convert: Increase conversions from leads to sales generated on-line or offline	Generate 10% more leads via each white paper created. Increase leads-to-customer conversion rate from 2.3% to 4% within 12 months	Distribute white papers with ads in social networks. Develop content for the lower part of the marketing funnel (BOFU) (video tutorials) to optimize the performance of lead nurturing programs. Use available technologies to personalize content more effectively for recurring leads. Create ROI reports for our content to find out which content marketing activities really work – and which don't	Leads-to-customer conversion rate in %
Engage: Improve long-term customer loyalty to boost repeat purchases and get recommendations		Use available technologies to personalize content more effectively for recurring leads	

Indicator: Example of content planning and derivation of KPIs;
Source: Hubspot 2020, p.10 – <https://offers.hubspot.de/vorlagen-zur-content-planung>

The free template will help you develop an analytical/ strategic perspective and derive highly specific measures.

When it comes to **defining SMARTer goals, OKR** (Objectives and Key Results) can help:

<https://www.impulse.de/management/unternehmensfuehrung/okr-methode/7311743.html>

OKR, short for Objectives and Key Results, is a goal management framework from Silicon Valley that companies such as Google, Uber, and LinkedIn have successfully been using for years. Although it is actually used as a management tool, OKR helps with content marketing, since there is a constant overview of the goals and their achievement, and the importance of the planned measures is plain for everyone to see. This makes the meaningfulness of all the measures immediately clear and easier to grasp within the company.

Even continuous content production for a blog to increase visibility should contribute to a smart campaign goal. For the Crispy Content content marketing agency blog, instead of “increasing visibility” in general you could adopt the following smart formulation:

“By March 31 of this year (scheduled), I would like to elevate the [crispycontent.de/agentur](https://www.crispycontent.de/agentur) (specific) landing page to the top spot (measurable) for the “Content-Marketing-Agentur Berlin” search term in the google.de search engine. For this purpose, I will publish three posts per week with a length of 1,000 words optimized for search engine readability and semantic search terms, to be advertised on social networks and on the blogs of content partners and with a link to the [crispycontent.de/agentur](https://www.crispycontent.de/agentur) landing page (realistic and achievable).”

(cf. Grunert, 2021, p. 244)

When it comes to the identification of KPIs and metrics for each formulated goal, the BVDW (German Association of the Digital Economy) social media success matrix can help:

Notwithstanding the fact that social media are a fact of life in most companies, there is still a lack of comparable success measurement methods that take into account the individual company goals. In the “Measuring Success in Social Media” guideline and the associated success measurement matrix, the Social Media focus group at the BVDW created various evaluation approaches, thereby establishing a uniform basis for measuring success. The guide and matrix are available as a free download.

(cf. BVDW 2016a & b)



FOR AN UPDATED VERSION THAT OFFERS A COMPLETELY UP-TO-DATE VIEW OF CERTAIN MARKET DEVELOPMENTS THAT HAVE TAKEN PLACE SINCE THE PUBLICATION OF THE LITTLE-KNOWN BVDW MATRIX, THE AUTHOR OFFERS AN INTERACTIVE AND EXTENDED SUCCESS MEASUREMENT MATRIX FREE OF CHARGE IN EXCEL FORMAT – FEEL FREE TO SEND YOUR INQUIRY BY EMAIL TO [INFO@MEDIARESEARCH42.DE](mailto:info@mediaresearch42.de)

FIG. 31 – EXCERPT FROM THE “CONTENT MARKETING AND SOCIAL MEDIA KPI MATRIX”

STRATEGIC OBJECTIVE	OBJECTIVE OF THE MEASURE	INDICATORS OF THE EFFECT	KPI	TYPE OF SURVEY
CUSTOMER ACQUISITION	Setting topics	Attention to topic	Trends in topic-related keywords for Google search queries	Social media analysis
	Setting topics	Attention to topic	Knowledge of topic in the target group	Survey
	Setting topics	Attention to topic	Number of keyword mentions on the social Web	Social media analysis
	Setting topics	Attention to topic	Relevance of topic in the target group	Survey
	(Brand) awareness	Reach	Development of (un)supported brand awareness	Survey
	(Brand) awareness	Reach	Trend in number of fans per period	Web analysis
	(Brand) awareness	Attention	Supported advertising reminder	Survey
	(Brand) awareness	Attention	Engagement rate per post	Social media analysis
	(Brand) awareness	Attention	Share of direct traffic compared to organic	Web analysis
	(Brand) awareness	Attention	Brand knowledge	Survey
	Image change	Consent to relevant image items	Top two approval ratings for image statements over time	Survey
	Relevant set	Involvement/engagement	Share of, and trends in, returning users	Social media analysis
	Relevant set	Involvement/engagement	Trend in the number of returning users	Web analysis
	Relevant set	Involvement/engagement	Trend in engagement rates per post	Social media analysis
	Relevant set	Preference/first choice	Number of positive customer reviews	Social media analysis
	Relevant set	Preference/first choice	Query of preferences in the competitive context	Survey
	Relevant set	Preference/first choice	Trend in the number of positive comments on comparison portals	Social media analysis
	Lead generation	Lead trends	Number of double opt-ins per month	Web analysis
CUSTOMER LOYALTY	Loyalty	Identification with the brand	Approval ratings for loyalty statements	Survey
	Loyalty	Recommendation/NPS	Net Promoter Score plus open entries	Survey
	Loyalty	Sentiment index	The ratio of positive to negative and neutral statements on the social Web	Social media analysis
	Sales increase	Purchase frequency per customer	Purchase frequency per customer per period	Web analysis
	Sales increase	Purchase frequency per customer	Purchase frequency per customer per period	Web analysis
RECRUITING	Relevant set	Applicant contacts	Number of career landing page users per period	Web analysis
	Acquisition of employees	Number of applicants	Number of (unsolicited) applications via career landing page	Web analysis
	Acquisition of employees	Number of applicants	Number of (unsolicited) applications per period	Internal figures
	Employee commitment	Employees' willingness to recommend	Number of clicks of company pages on employer portals	Social media analysis
	Employee commitment	Employees' willingness to recommend	Number of positive reviews on employee portals	Social media analysis
	Employee commitment	Employees' willingness to recommend	Share of applications from employee recommendations	Internal figures

Source: Greenadz/mediaresearch42 – Dr. Sandra Gärtner Research and Consulting, info@mediaresearch42.de

CALCULATING AND EVALUATING THE ROI OF CONTENT MARKETING

The ROI is used to calculate the additional profit resulting from an investment, e.g., a marketing campaign. It can be determined as follows:

ROI = profit/capital invested

In other words, to calculate the ROI, the costs and benefits of content marketing must be quantified. If the benefit exceeds the cost, the ROI is positive.

The calculation of the cost of content marketing is based, on the one hand, on the cost of content creation and, on the other, on the distribution costs.

In this way, top performers gradually learn how to estimate the benefits and costs of creating and distributing content more effectively and to evaluate the ROI. This can result in the adoption of measures not only to understand and communicate the ROI of content marketing but to actively increase it.

While the calculation of the costs or the invested capital seems comparatively simple, the quantification of the benefits is usually the sticking point, since content marketing measures work and make a positive contribution on many levels, e.g., to how the brand is perceived.

“This means that determining the benefits or effectiveness of content must go beyond simple metrics such as views and clicks. Grunert distinguishes between the proportion of the benefits of content across the different phases of the customer journey and uses the proven funnel logic for his KPI framework: While you can still clearly distinguish between the attention and engagement metrics in the top of the funnel (e.g., unique visitors and shares), the boundaries start to blur in the middle of the funnel (e.g., demo requests or click rate), and in the bottom of the funnel you only focus on calculated sales metrics such as average shopping cart value or number of transactions. By storing a specific value for all metrics, the benefit of each measure can be approximately calculated.”

(cf. Grunert, 2019, pp. 210 et seq.)

Broken down to a specific content marketing measure, the following applies: The profit generated is made up of the net revenue minus production and campaign costs. These include internal and external expenses for the creation of the lead management campaign (conception, content, and, if necessary, agency services, and software licenses) and for campaign-related advertising measures (advertising costs, etc.). The formula is thus as follows:

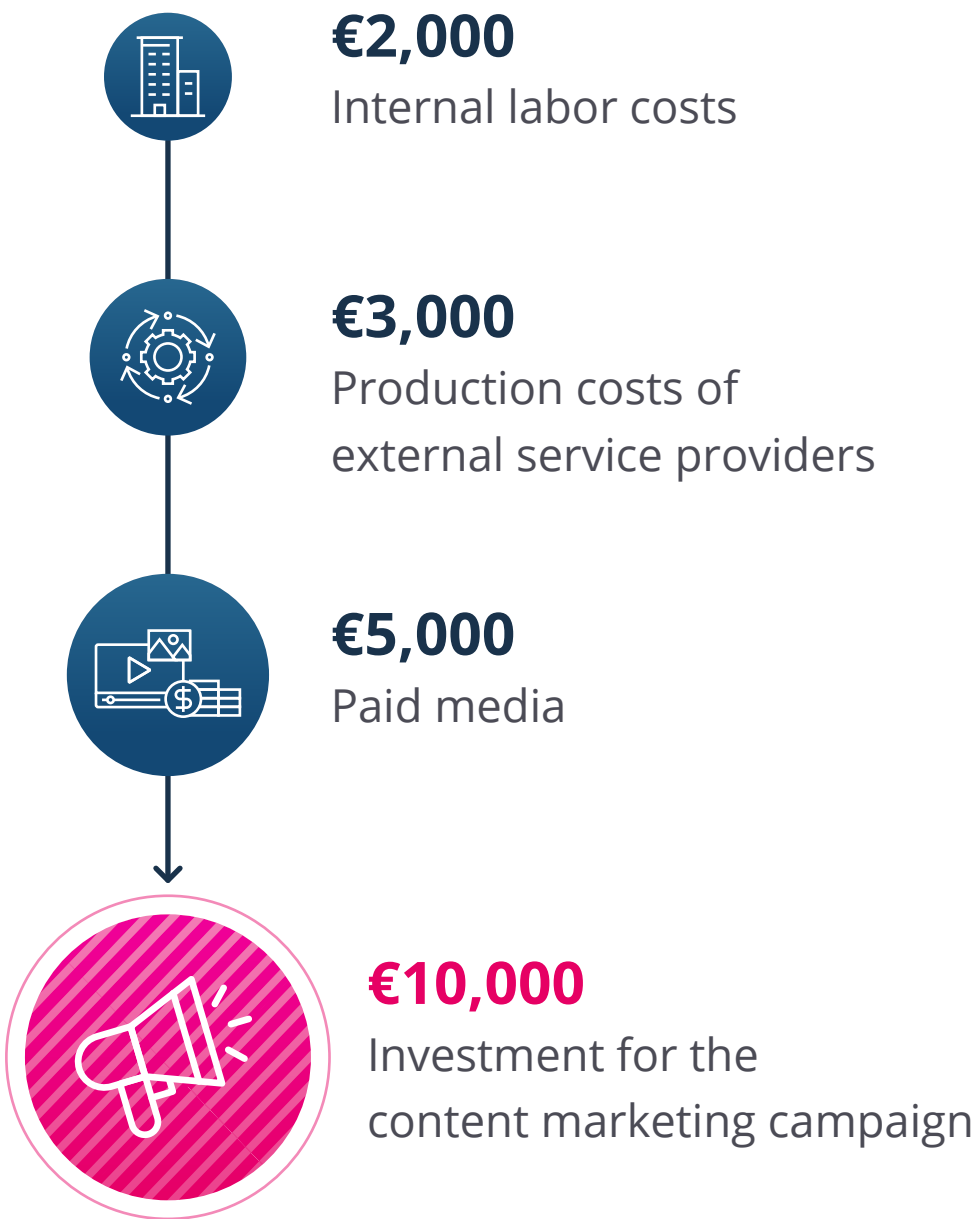
ROI = (net revenue generated – production costs – campaign costs)/campaign costs

Actually, the ROI of the various measures in the longer term and the content marketing as a whole must be considered – from Adwords and social media campaigns and PR measures through to the pro rata costs of technical resources. Especially in the B2B sector, you typically have fewer spontaneous purchases; the customer journey is relatively long, and numerous factors play a role in a purchase decision (e.g., the number of decision-makers, the length of the decision-making paths in the company, etc.).

The campaign costs include the creation of the required promotional and download content (text and layout), the development of the campaign (conception, implementation with marketing automation software), and the costs of software license(s) and placement of the promotion content (e.g., promotional costs for advertisements, mailouts via third-party distributors, etc.).

You also need to know how many or which leads the campaign has brought you and how many of them have resulted in contracts. In this way, the entire customer journey of potential new customers can be tracked and the conversion rate for each individual stage in the funnel system precisely recorded.

ROI FOR AN EXTERNALLY PRODUCED
BLOG ARTICLE INCLUDING WHITE PAPER



The profit from the campaign would have to be at least 20,000 euros for the ROI to equal 1. Definition of “profit”: (i.e., turnover from new orders multiplied by the profit margin.) Sales target here with a profit margin of 25 percent: 100,000 euros in revenue from new customers via the campaign.

Result of the ROI calculation:
 $(€25,000 - €10,000) / €10,000 = 1.5 \text{ ROI or } 50\%$

The ROI in this case is 50 percent. This means that the company generates a profit of 50 cents for every euro invested. So the example shows an excellent ROI.

As a rule of thumb: For a traditional company with a stably developing business, an ROI of seven to ten percent is a good value. A company in a growth industry with higher investment and more risks should be able to achieve an ROI of between 15 and 25 percent.

DETERMINING ROI AND ROAS -
INCL. EXCEL TEMPLATE

In the marketing sector, however, you don’t just want to know how profitable the investment in advertising is overall. You also want to understand how efficient your individual advertising campaigns or paid media measures are. The ROAS key figure will help you with this.

This abbreviation stands for “return on ad spend.” You use it to calculate the profit generated per item of advertising expenditure. Once calculated, the ROAS is part of the ROI and helps you to evaluate and compare your advertising campaigns. So, while the ROI allows you to assess more accurately which marketing and sales channels, tools, and training you should invest your money in, the ROAS goes one level deeper.



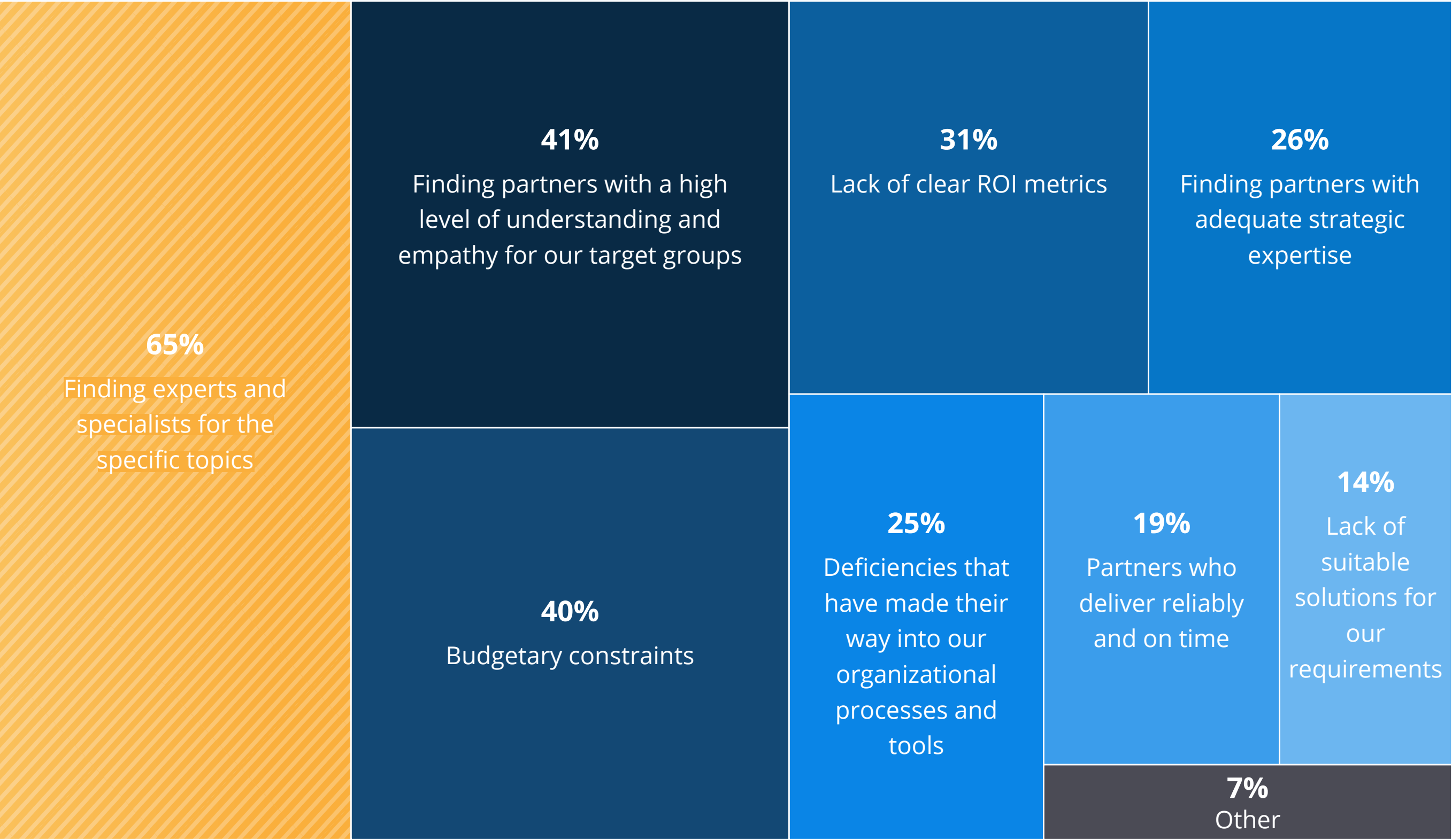
AT FIRST, IT SOUNDS LIKE A CHORE TO INVEST TIME IN CALCULATING THESE KEY FIGURES. BUT THE ADVANTAGES CLEARLY SHOW THAT IT’S WORTH IT. TO SAVE YOU FROM HAVING TO PUT TOO MUCH TIME AND MONEY INTO CALCULATING THE ROI AND ROAS, THE SAYANG GMBH CONTENT MARKETING AGENCY HAS CREATED AN EXCEL TEMPLATE AS A SERVICE - AND YOU DON’T HAVE TO PROVIDE YOUR PHYSICAL OR EMAIL ADDRESS. HERE YOU CAN EASILY CALCULATE YOUR ROI AS WELL AS THE ROAS OF YOUR ADVERTISING CAMPAIGN.

(CF. SAYANG, 2021)

05

TRENDS AND CHALLENGES

FIG. 32 – A LACK OF EXPERTS IS THE BIGGEST CHALLENGE IN THE SELECTION OF SERVICE PROVIDERS



Indicator: Top 5 challenges when seeking outsourced B2B content marketing help; Source: CMI 2021, p. 19; Basis: n=810 B2B content marketers

CHALLENGE 1: ATTRACTING EXPERTS AND SPECIALISTS INTERNALLY AND EXTERNALLY

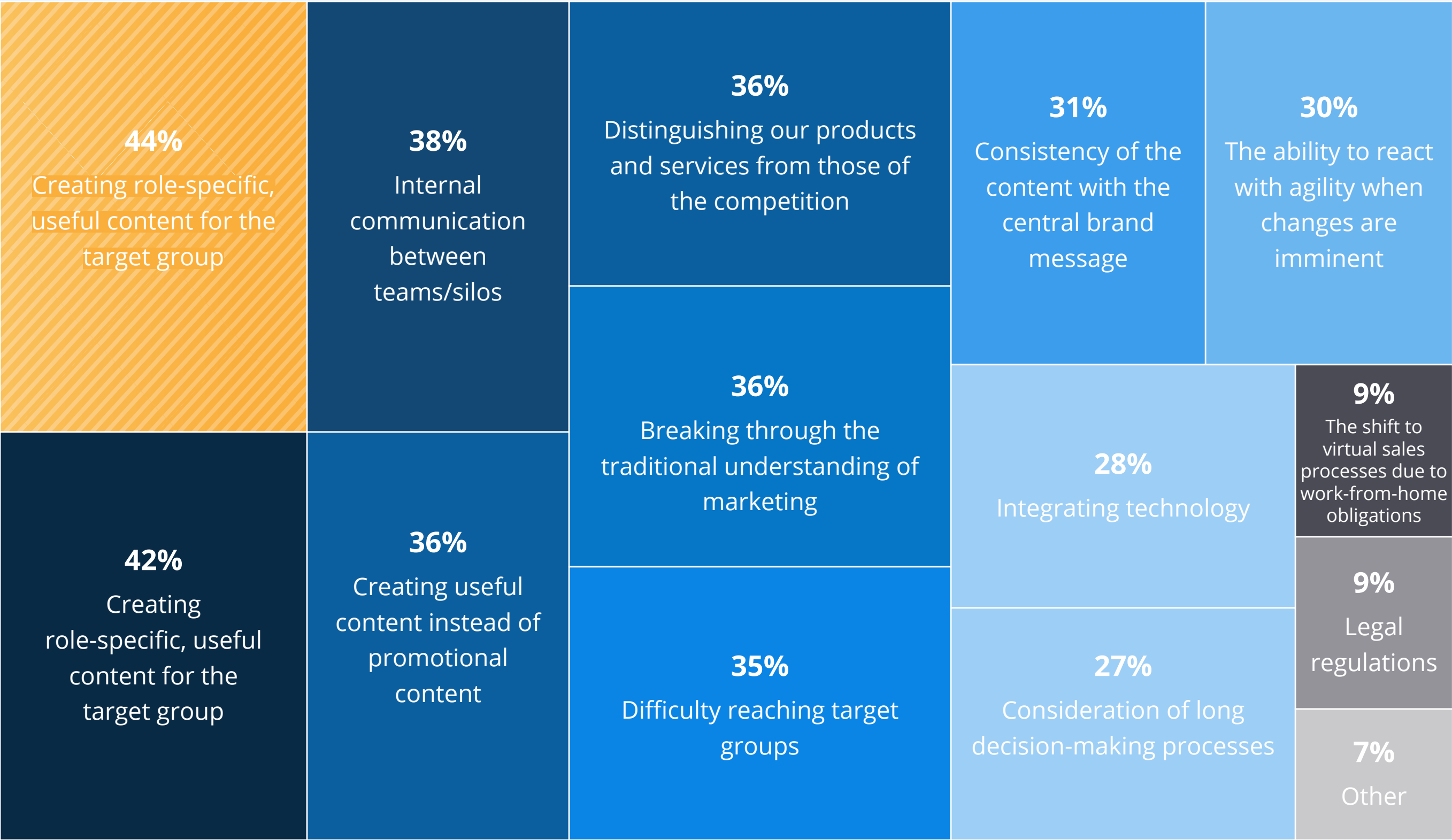
The budget doesn't seem to be the problem: The percentage of those who reported that budget problems posed a challenge in finding personnel and service providers fell to 40 percent from 51 percent in the previous year. The biggest challenge for B2B marketers is to find partners with sufficient expertise in the particular subject area (65 percent). This subject area expertise includes an adequate understanding of the target groups and personae, as well as an understanding of how the content marketing ROI is determined. Especially in the B2B sector, the subject areas are extremely sophisticated, and proven expertise is rare. (cf. Fig. 32)



CHALLENGE 2: ADDED VALUE FOR MULTILEVEL REQUIREMENTS

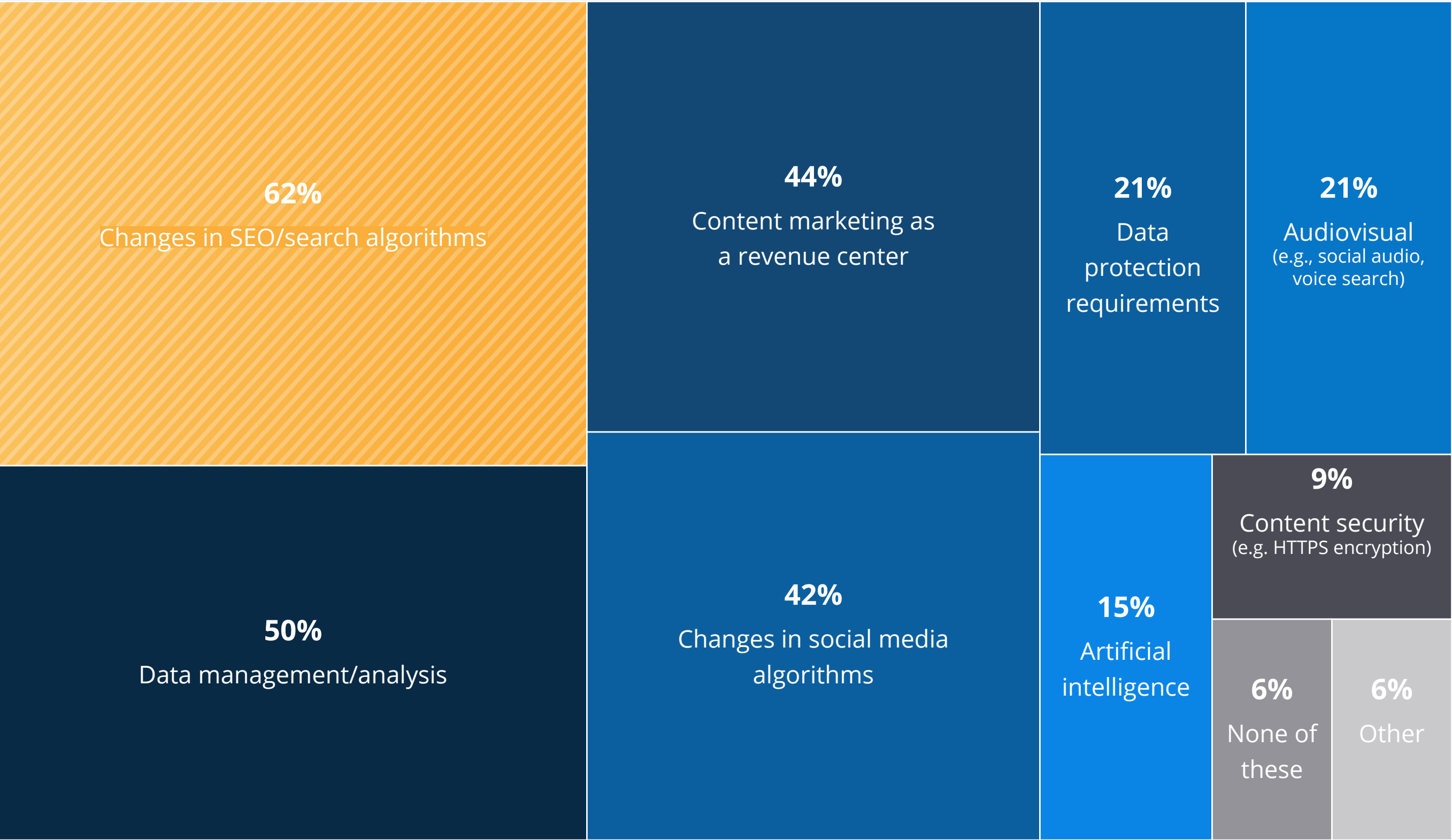
Against the backdrop of high levels of staff turnover and a deep penetration of content, the top challenge in North America is now to properly address the target groups with their different information needs. The information needs at C-level or of people who have already mastered the basics are higher than they are for people who are at the beginning of the funnel and would be overwhelmed by the same content. (cf. Fig. 33)

FIG. 33 – CREATING TAILOR-MADE, ROLE-SPECIFIC CONTENT IS DIFFICULT



Question: What are currently the biggest content marketing challenges at B2B companies?; Source: CMI 2021, p. 46; Basis: n=810 B2B content marketers

FIG. 34 – TRENDING CONTENT MARKETING TOPICS IN 2022 FOR B2B



Question: Which of the following are the most important topics for B2B organizations in 2022? **Source:** CMI 2021, p. 47; **Basis:** n=810 B2B content marketers

CHALLENGE 3: COUNTERING THE DEPENDENCE ON ALGORITHMS

The most important areas highlighted in the CMI study that organizations have to deal with in 2021/2022 are:

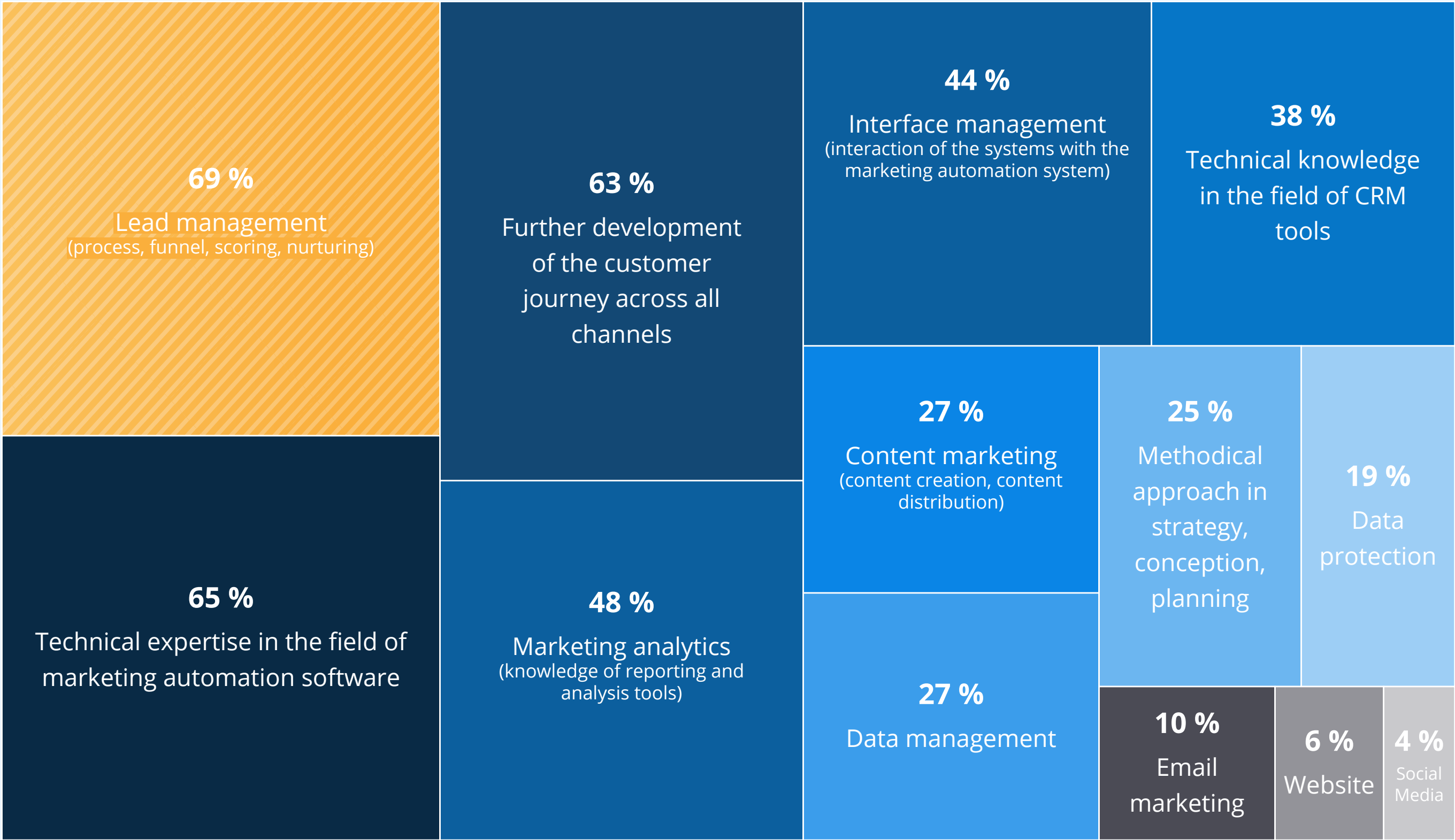
- Changes in SEO/search algorithms (62 percent)
- Data management/analytics (50 percent)
- Content marketing as a revenue center (44 percent)
- Changes in social media algorithms (42 percent)

Analytics has seen the highest growth, which, given the digital transformation and the spread of big data, is not surprising. Anyone who collects data should also develop a plan to meaningfully evaluate and use them. (cf. Fig. 34)

However, what is missing in this context are, above all, specialists with knowledge of the complex processes and models (e.g., in the areas of lead management or customer journey management) and the technical implementation of campaigns in the marketing automation system used. (cf. Fig. 35)

This closes the circle regarding challenge no. 1: It's people who do content marketing, and it's people for whom it's done: Bringing them together is the basis for success.

FIG. 35 – LACK OF PROFESSIONAL SKILLS



Question: Which of the specific professional skills and special knowledge needed to successfully carry out marketing automation and digital lead generation are lacking in your team?;
Source: bvik 2021, p. 19; **Basis:** n=48 respondents who report a lack of skills related to automation software

FINAL REMARKS – AND WHAT CONTENT MARKETING CAN LEARN FROM INDIANA JONES

Robert Rose, Chief Strategist at CMI, aptly summarizes the challenges in light of the gigantic shift that has made the discipline an integral part of the marketing mix of successful B2B companies (CMI 2021, p. 49):

The dangers lurk where, in our arrogance, we often least expect to find them, and then the ground falls from under our feet: There is a wonderful scene in the movie Indiana Jones and the Last Crusade, in which rich investor Walter Donovan tries to convince Indy to embark on a search for the Holy Grail. He says: “We’re about to complete a great quest that began almost two thousand years ago. We’re only one step away!” And Indy answers: “That’s usually when the ground falls out from underneath your feet.”

You need to realize that, nowadays, everyone in the company creates content – from the Web team and the marketing technology expert team through to the content marketing team, the sales department, agencies, executives, and even the customer account managers who are at the forefront. It’s probably easier to list who DOESN’T create content-driven experiences for customers.

But we must keep in mind that this explosive content shock is actually none other than the awakened sleeping giant. To counter it, you will need to have developed a content marketing strategy. Without a strategy, with uncoordinated snippets of content everywhere and the inability to make meaningful and consistent measurements, failure is inevitable.

However, if you are one of those who stands up to the awakened content giant, you can be sure of a happy ending.

ONE LAST PIECE OF ADVICE REGARDING THE MEANING OF SUCCESSFUL CONTENT MARKETING

The advice of Robert Rose, Chief Strategist at CMI, is this: When companies develop a content strategy, there is a tendency to limit and centralize the production of content by the workforce in the broadest sense, in order to speak “with one voice.”

What is happening?

On the one hand, companies are creating consistent and customer-oriented content in an efficient manner. They are finding their voice again and getting their storytelling mandate back. BUT in this way they are also, unfortunately, removing their best storytellers from the picture – the customers and consumers.

Staying with the movie theme for a moment, Robert Rose tells of a friend who was cut out of a blockbuster as an extra. His disappointed comment on the film premiere: “It’s hard to be excited about a story that you were removed from telling.”

A scalable, successful, and nuanced content marketing strategy will help you create and manage digital content more easily, make it usable at the right time, and measure success. A strong strategy can be evaluated in terms of how well it enables everyone in the front line (sales, customer care, managers, and even accounting and legal departments) to tell their stories. And this will best be achieved if your customers and consumers retell and even embellish your stories in a way that benefits you.

His advice is therefore as follows:

“A strategic content marketing operation isn’t the storyteller of the business. It enables everyone else to be the storytellers. Remember: It’s your story – don’t forget that you need everyone to tell it well.”

(Robert Rose, Chief Strategist at CMI, cf. CMI 2021, p. 50)



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Dr. Sandra Gärtner is cofounder of the market research and technology service provider GreenAdz and, with mediaresearch42, an independent market research consultant from Hamburg with passion and a green soul. Green, because GreenAdz stands for “market research that plants trees,” and the sustainable incentivization concept unleashes its full effect particularly strongly in the area of influencer marketing research – especially for campaign-associated advertising impact studies of influencer and social media campaigns.

She is also a member of the BVDW’s Social Media Expert Advisory Board, editor of the Content Marketing Analysis decider COMAE and a jury member for the bcm Award (best of content marketing), where she regularly evaluates the – mostly insufficient – success measurement concepts of social media and content marketing campaigns. One further reason to focus (even) more on the topic of measuring success in digital marketing.

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