



THE CONTENT MARKETING TREND STUDY

2022



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Content & Design

THE CONTENT MARKETING TREND STUDY 2022

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 2022.

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Content & Design

Statista provides over 1 million statistics and facts covering 600 industries and more than 50 countries on a single platform. It also offers individualised market research, research and analysis services.

The Statista Content & Design department is specialised in data-based storytelling and the production of visual content such as infographics, animated video, microsites, presentations and corporate publishing.

[statista.design/en](https://www.statista.design/en)

OUR MISSION

Every day, we are inundated by hundreds of pieces of information and messages. In order to stand out from the crowd, it is all the more crucial to communicate with succinct and relevant content. Our mission is to design and shape complex information in an easily comprehensible manner using detailed research and solid design – to generate more attention, trust, and leads for your brand.

STATISTA DATA STORYTELLING
Content für mehr Aufmerksamkeit, Vertrauen und Leads.

Durchschnittlicher Stromverbrauch.

Personen	Im Einfamilienhaus (kW/h)	Im Mehrfamilienhaus (kW/h)
1 Person	2.300	1.500
2 Personen	3.000	2.100
3 Personen	3.600	2.600
4 Personen	4.000	3.000

Die größten Stromfresser im Haushalt.
Zusammensetzung des Stromverbrauchs eines Haushalts in Deutschland 2019*:

Gerät	Anteil (%)
Informationstechnik, TV, Audio	27%
Sonstiges	16%
Kühl- und Gefriergeräte	17%
Waschen und Trocknen	13%
Kochen	11%
Licht	9%
Spülen	7%

Millennials im Beruf: Die Zukunft des Arbeitsplatzes

- 75% der Führungskräfte erwarten, dass die Anforderungen an Führungskräfte in den nächsten 5 Jahren zunehmen werden.
- 77% der Führungskräfte erwarten, dass die Anforderungen an Führungskräfte in den nächsten 5 Jahren zunehmen werden.
- 72% der Führungskräfte erwarten, dass die Anforderungen an Führungskräfte in den nächsten 5 Jahren zunehmen werden.
- Fast 50% der Führungskräfte erwarten, dass die Anforderungen an Führungskräfte in den nächsten 5 Jahren zunehmen werden.

BUILDING THE FUTURE
KEEPING UP WITH A GROWING URBAN POPULATION

A Roof Over Every Head
More people, more houses

OUR WORK

We turn data into brand experiences – in an understandable and detailed manner. With our individual graphics, animated videos, presentations, whitepapers, and interactive microsites.

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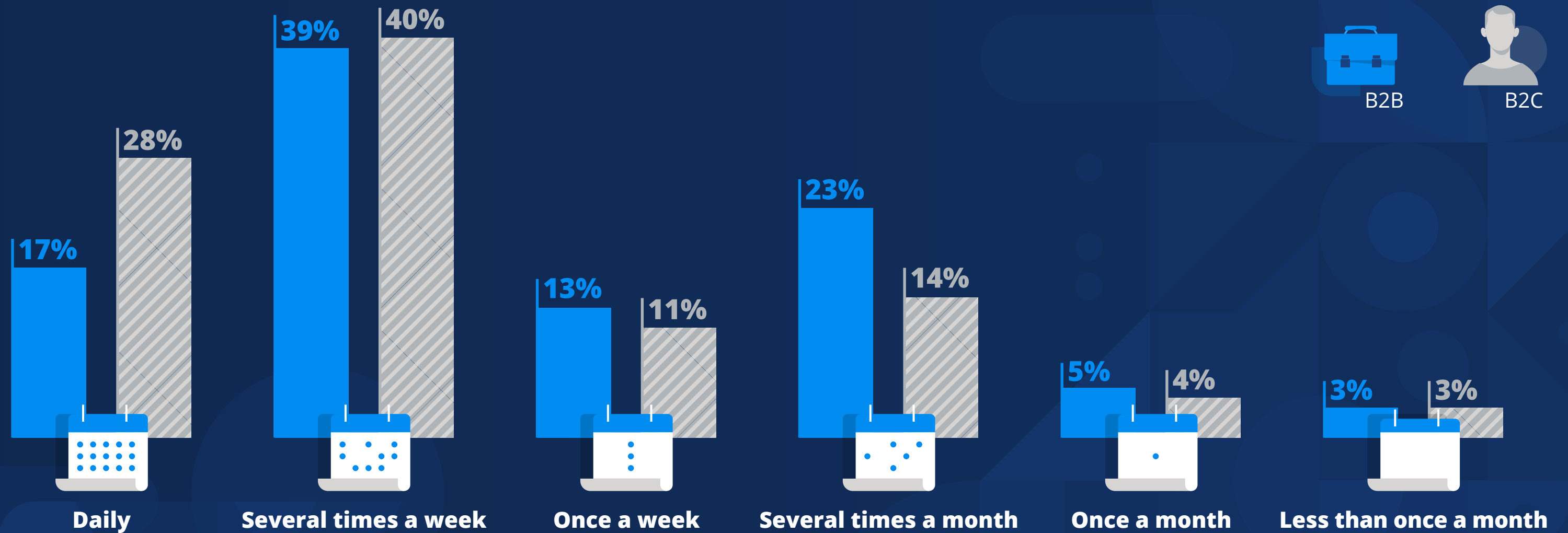
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MORE THAN A QUARTER OF B2C COMPANIES PUBLISH CONTENT DAILY. IN B2B, IT IS ROUGHLY ONE IN FIVE

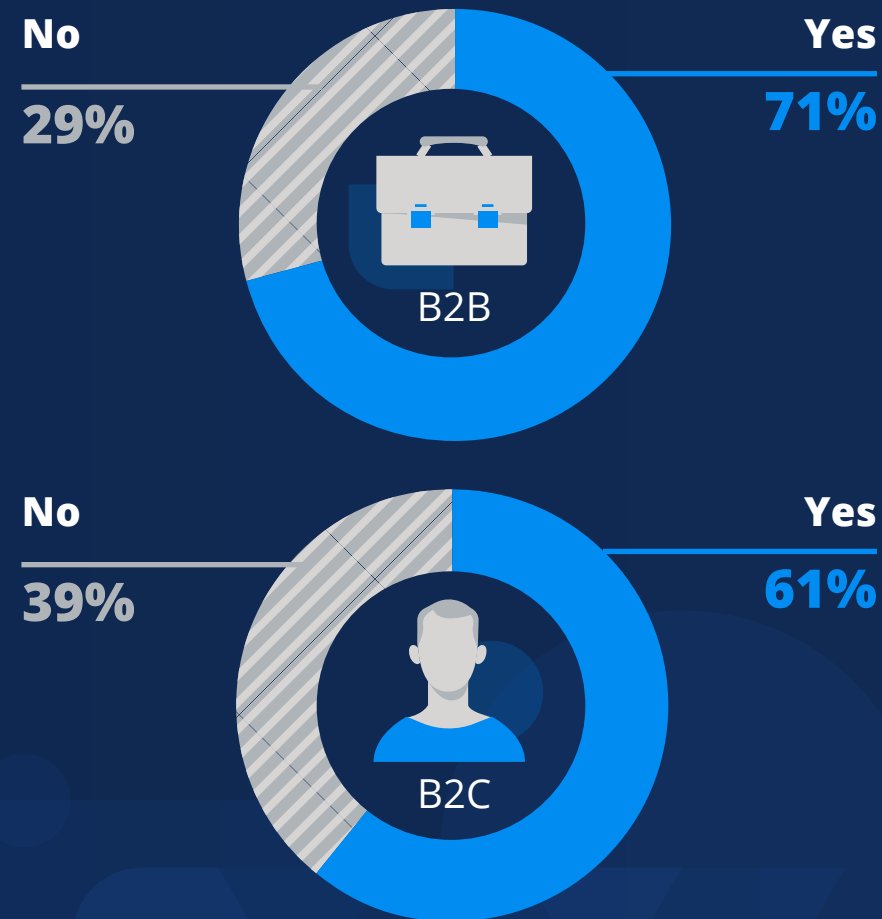
How often do you publish content?*



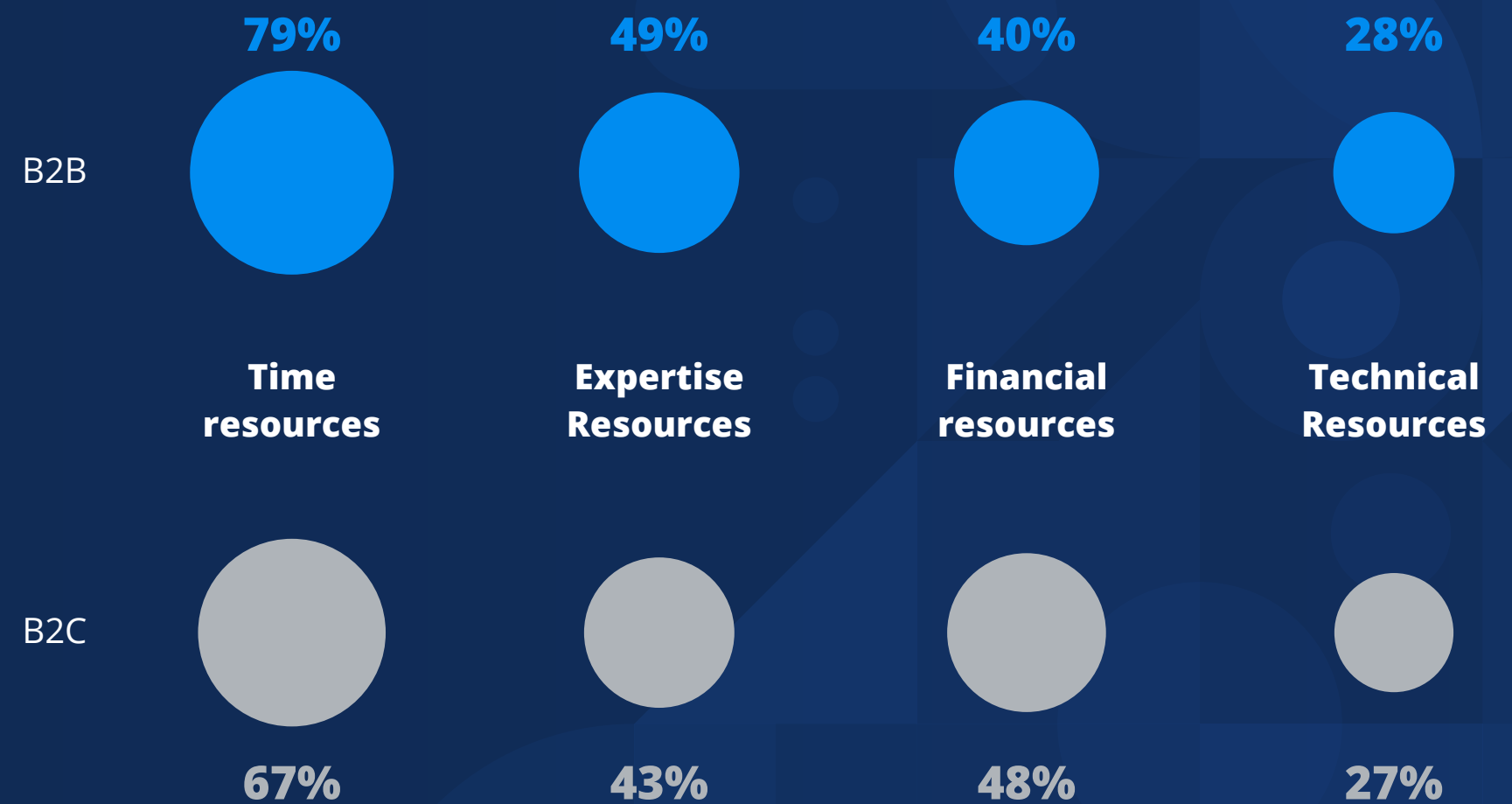
* Persons who work in companies that do digital content marketing themselves
 N total = 700; N B2C companies = 327; N B2B companies = 373

ALMOST 3 OUT OF 4 B2B COMPANIES DESIRE TO PUBLISH CONTENT MORE FREQUENTLY

Would you like to publish content more frequently?*



What is lacking in your company such that your desire for a higher frequency of content publication cannot be realized? **

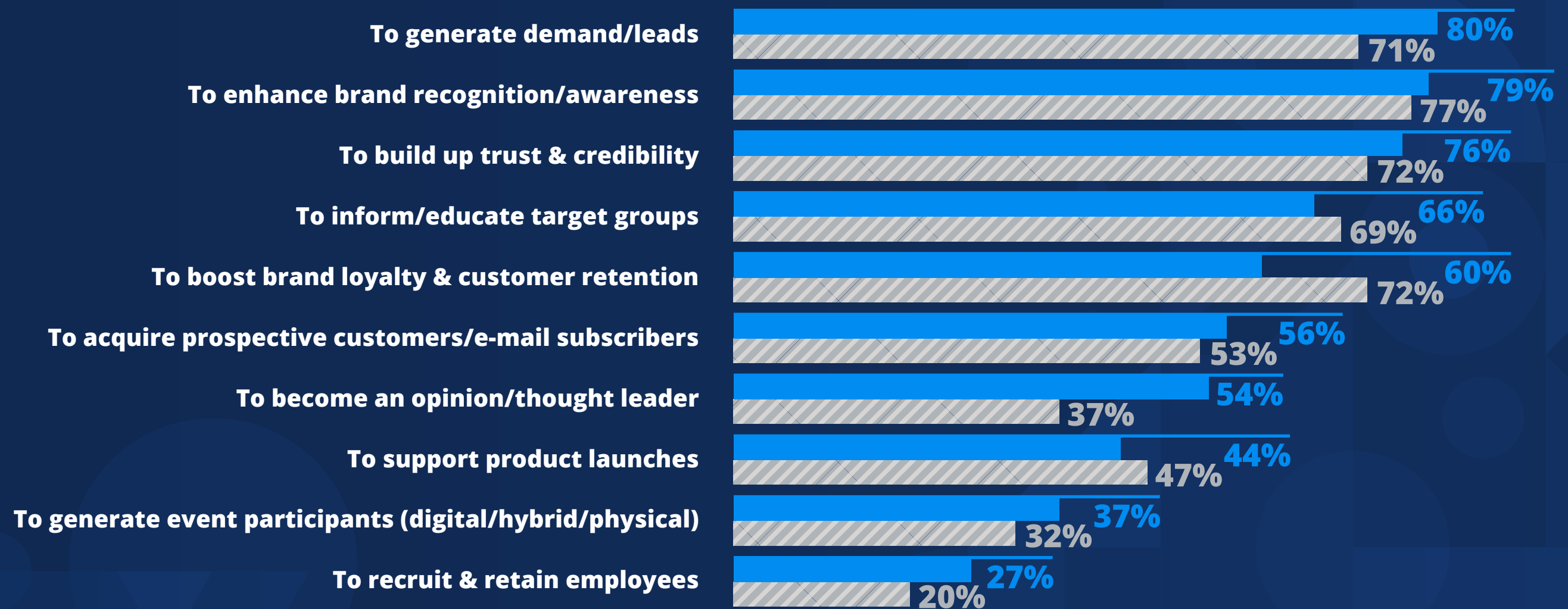


* People who work in companies that do digital content marketing themselves; N total = 700; N B2C companies = 327; N B2B companies = 373

** People who work in companies that do digital content marketing themselves and like to publish content more often; Multiple choices possible; N total = 465; N B2C companies = 200; N B2B companies = 265

STRENGTHENING THE BRAND AND GENERATING LEADS ARE THE MAIN CONTENT MARKETING STRATEGIES

What strategic content marketing objectives do you pursue in your company?*



B2B

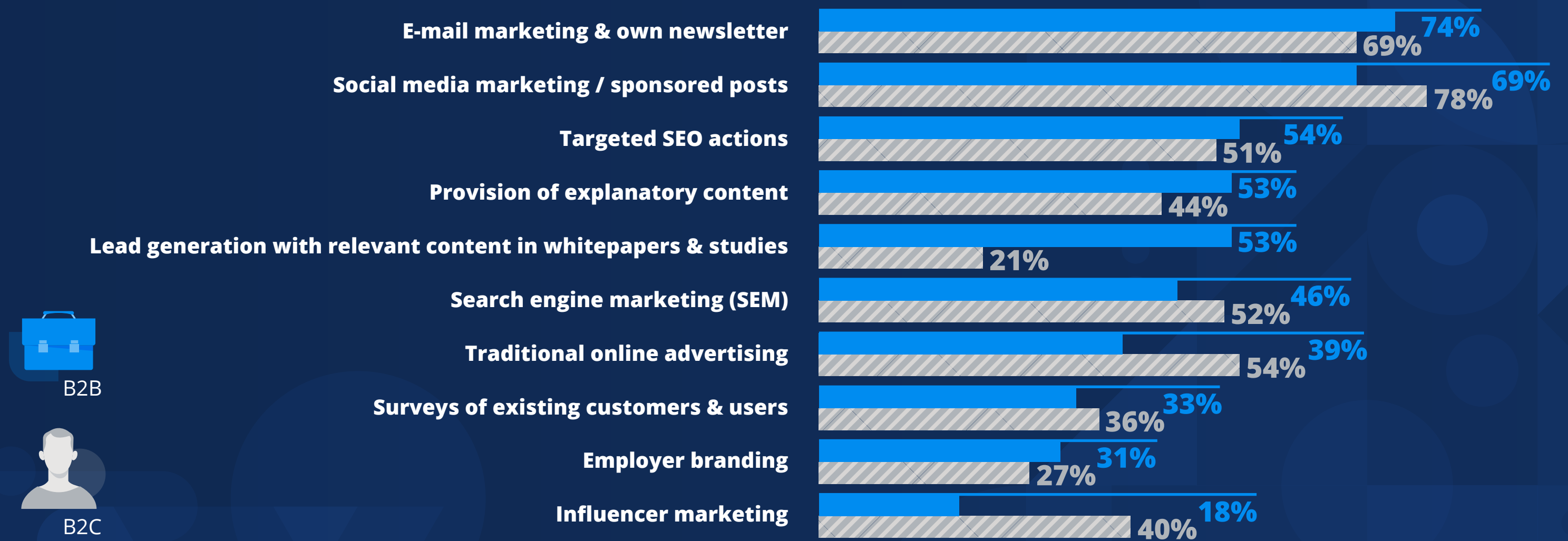


B2C

* Persons who work in companies that do digital content marketing themselves; Multiple choices possible; N total = 700; N B2C companies = 327; N B2B companies = 373

IN B2C, INFLUENCER MARKETING PLAYS A SIGNIFICANTLY MORE IMPORTANT ROLE THAN IN B2B

Which of the content marketing activities below have you implemented in your company to achieve your goals?*



B2B

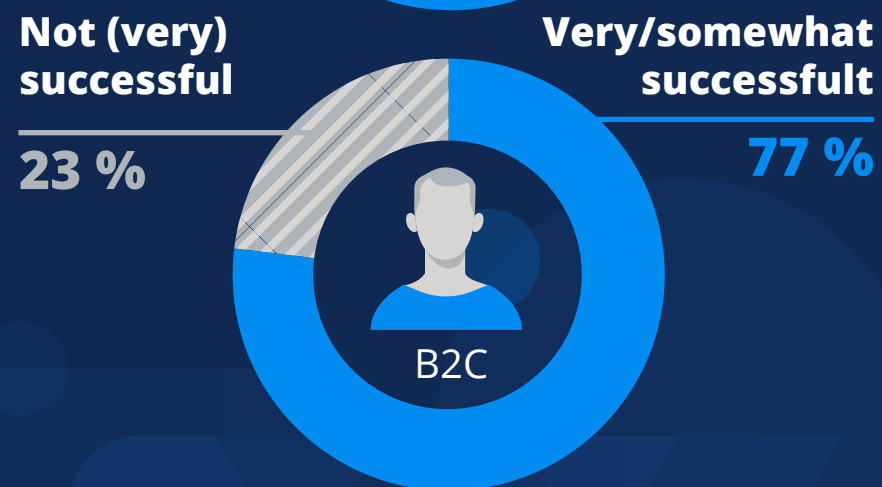
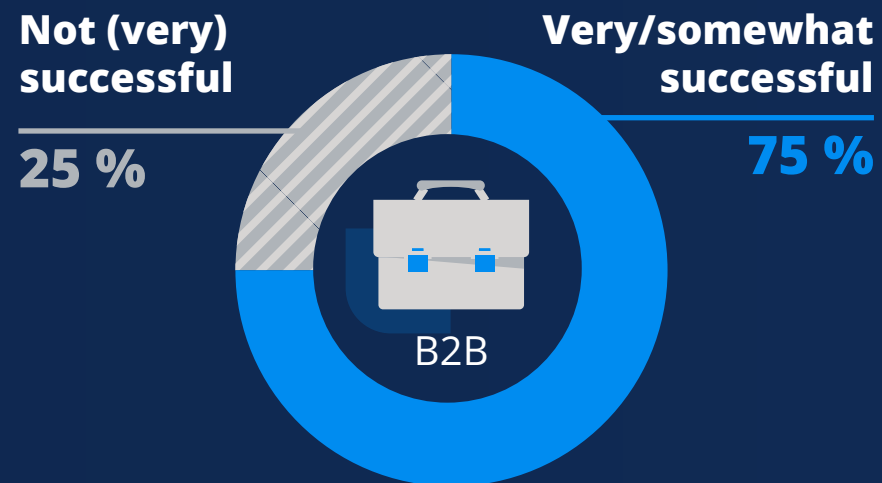


B2C

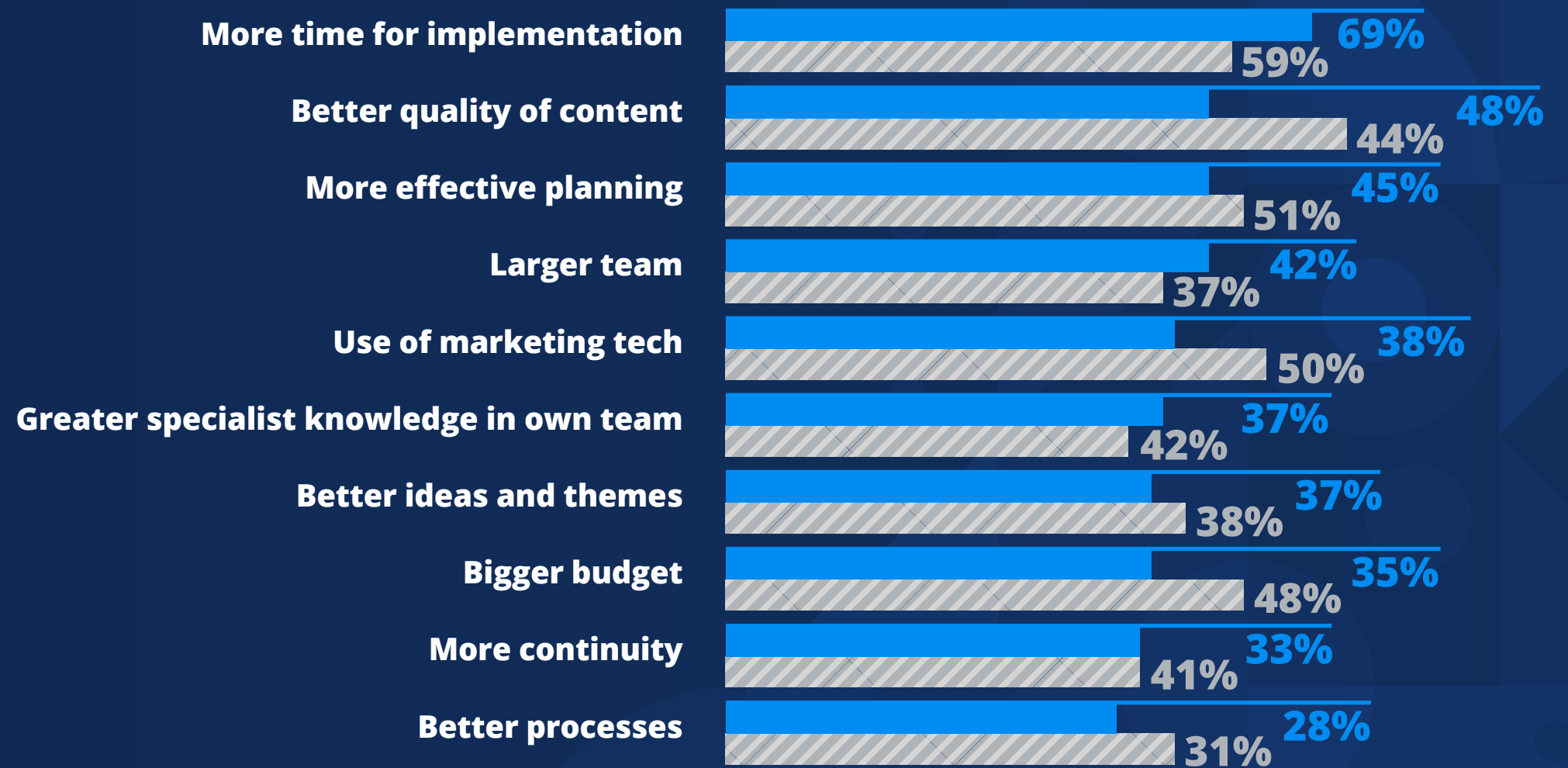
* People who work in companies that do digital content marketing themselves and are pursuing a strategic goal with the CM within the company; Multiple choices possible; N total = 693; N B2C companies = 324; N B2B companies = 369

NEARLY 80% OF B2C AND B2B COMPANIES CONSIDER THEIR CONTENT MARKETING STRATEGY TO BE SUCCESSFUL

How successful is your content marketing strategy?*



What do you think would need to change in order to make your content marketing (even) more successful? **



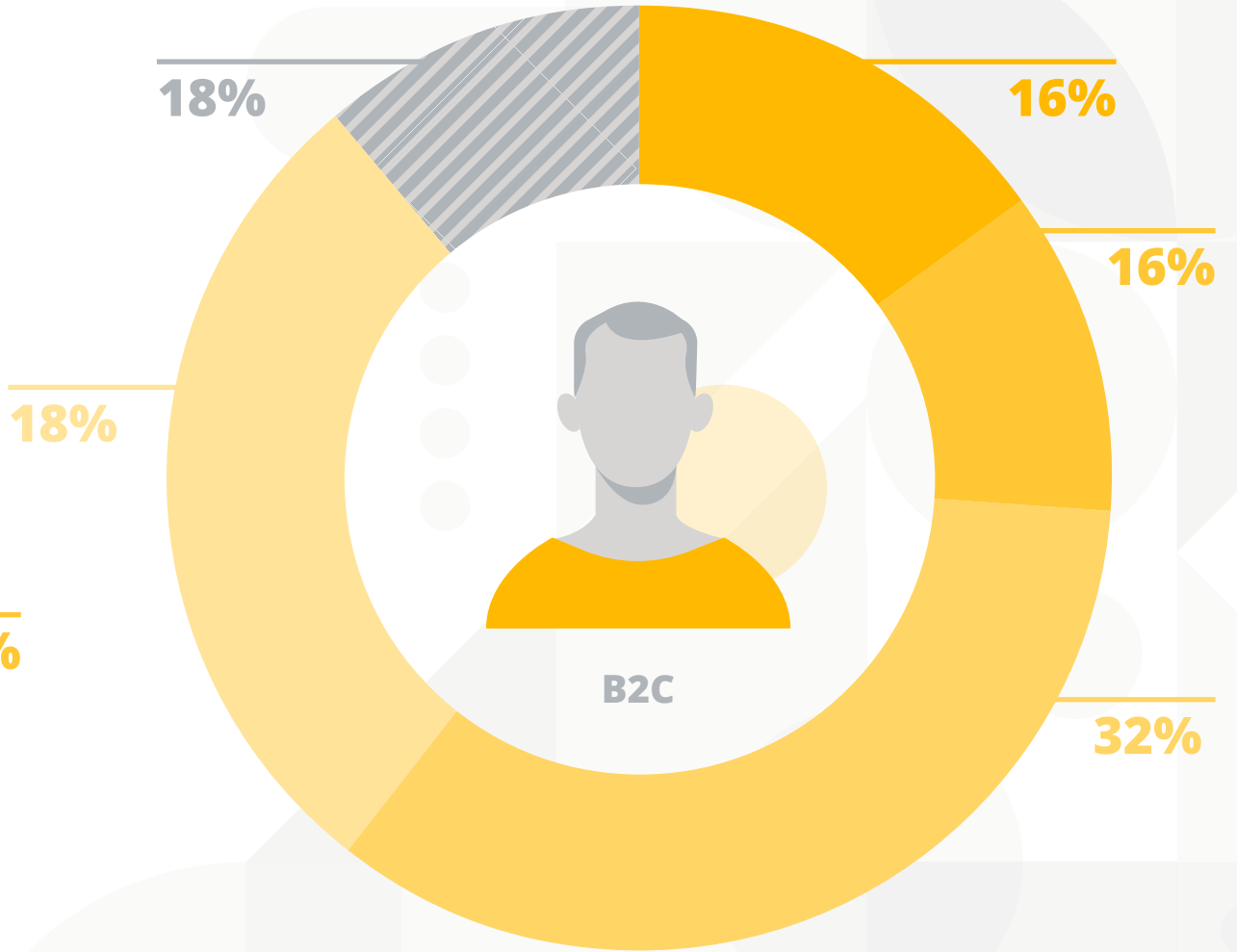
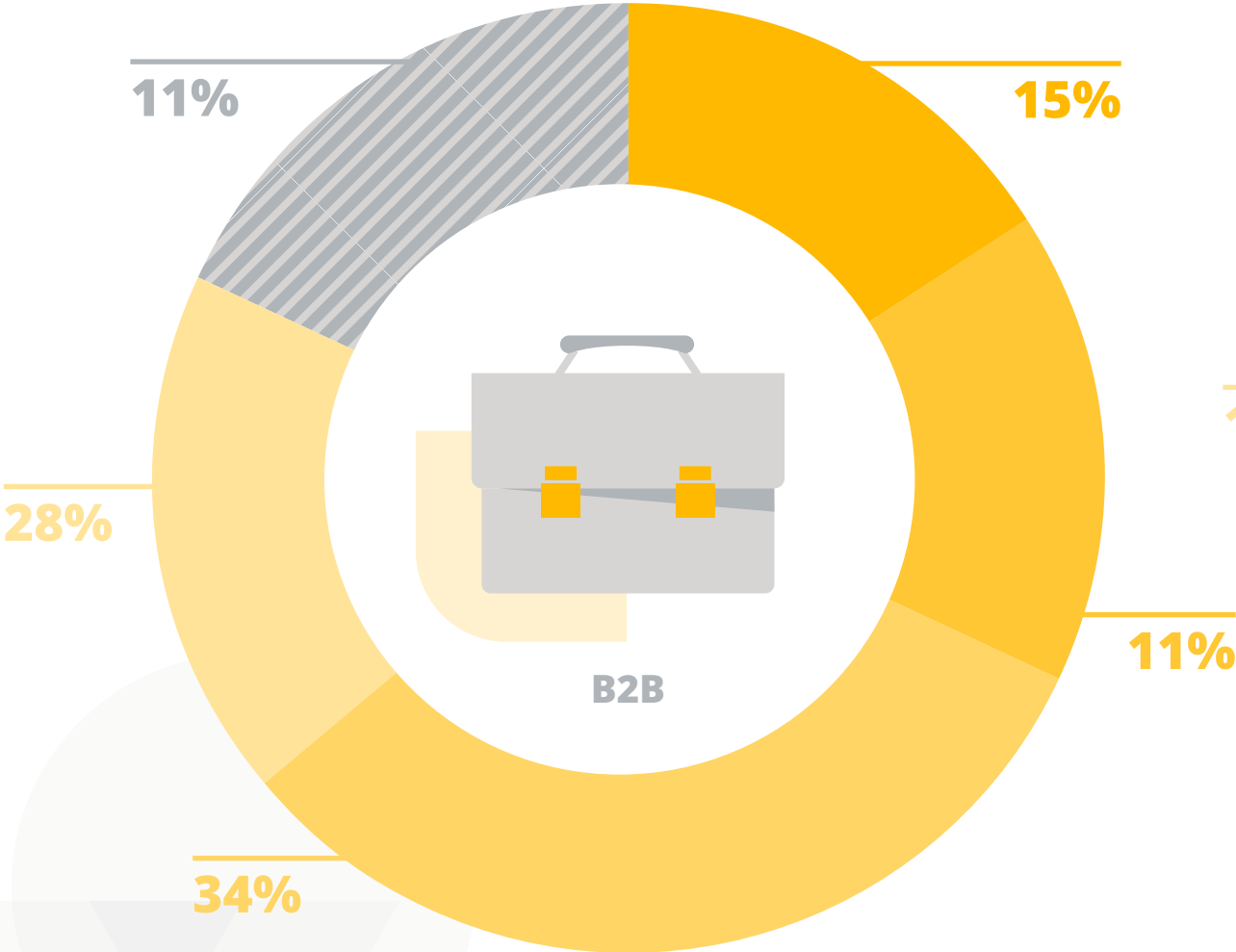
* People who work in companies that do digital content marketing themselves and are pursuing a strategic goal with the CM within the company; N total = 693; N B2C companies = 324; N B2B companies = 369

** Individuals doing digital content marketing in companies or planning to start digital content marketing soon; Multiple choices possible; N total = 700; N B2C companies = 327; N B2B companies = 373

MORE THAN HALF OF THE B2C COMPANIES ALLOCATE LESS THAN 16% OF THE BUDGET TO CONTENT MARKETING

How much of the marketing budget does your company allocate to content marketing?*

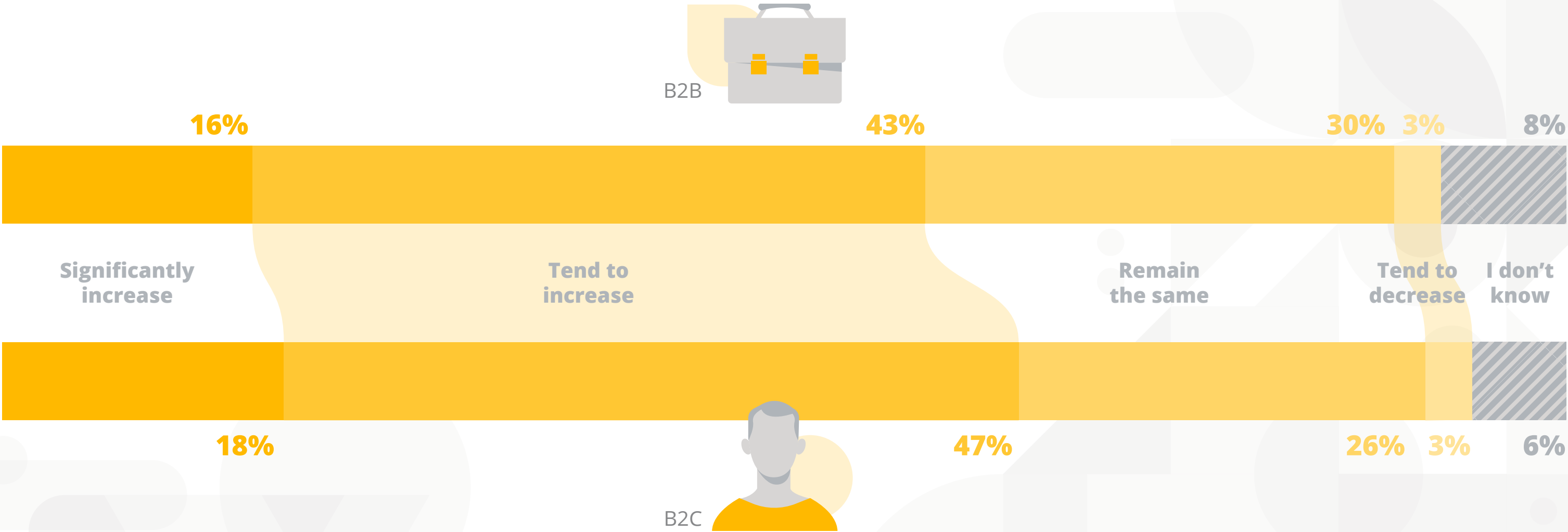
- More than 30%
- 16% to 30%
- 5% to 15%
- Less than 5%
- I don't know



* Persons who work in companies that use digital content marketing themselves; N total = 700; N B2C companies = 327; N B2B companies = 373

OVER HALF OF CONTENT MARKETING BUDGETS ARE EXPECTED TO INCREASE THIS YEAR

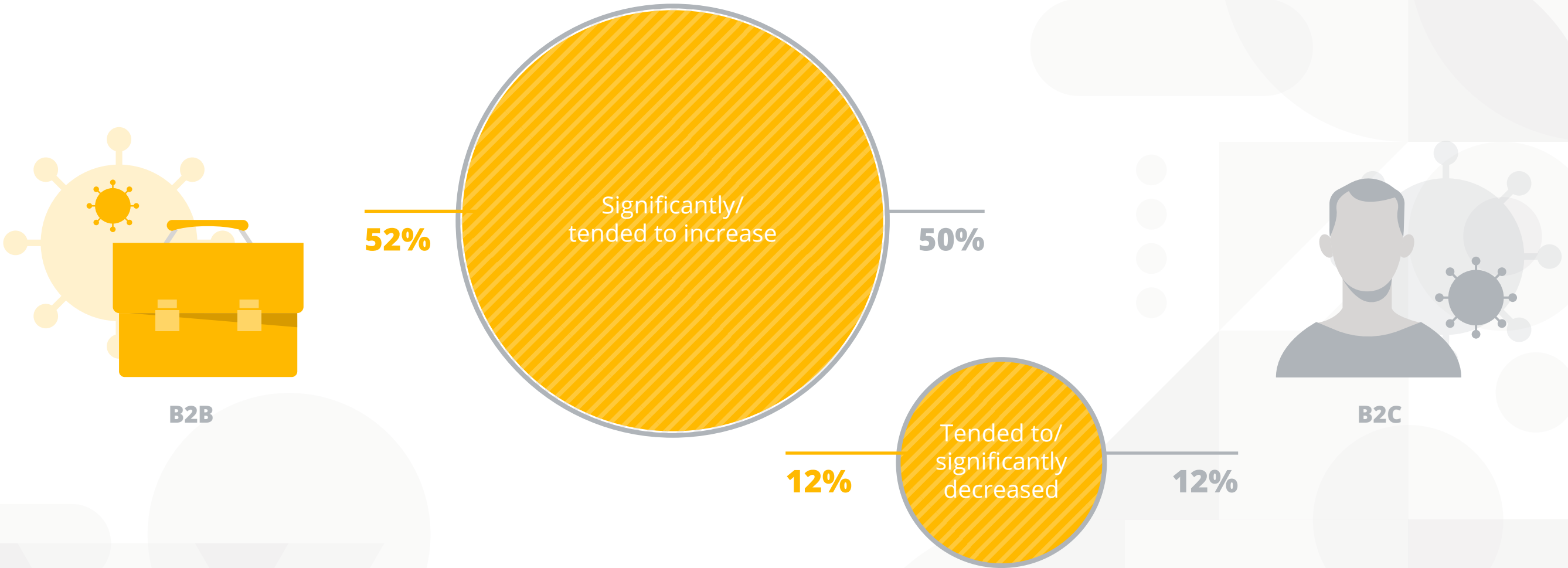
And how is your content marketing budget expected to change in 2022?*



* Persons who work in companies that use digital content marketing themselves; N total = 700; N B2C companies = 327; N B2B companies = 373

THE PANDEMIC CONTINUES TO DRIVE CONTENT MARKETING ACTIVITIES FORWARD

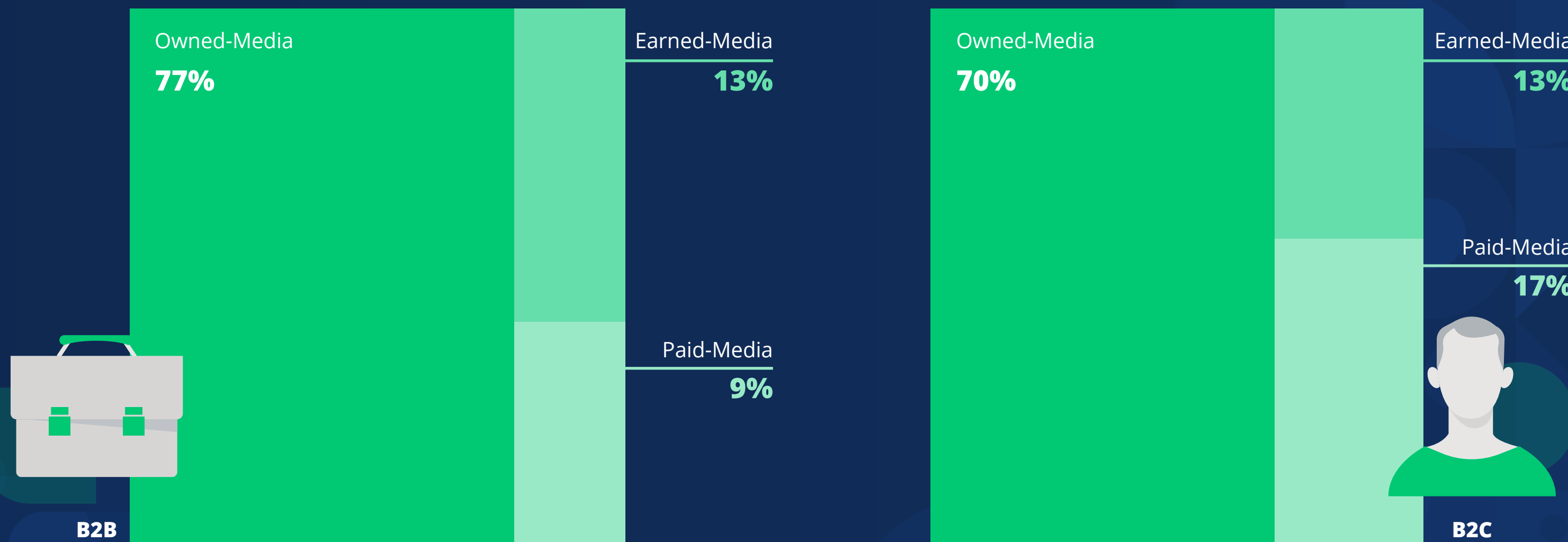
Let's take a look back at the Covid-19 year, 2021: due to the impact of the pandemic, to what extent did your content marketing spending change in the last year compared to the original planned budget?*



* Persons who work in companies that use digital content marketing themselves; N total = 700; N B2C companies = 327; N B2B companies = 373

CONTENT IS MAINLY DISTRIBUTED VIA OWNED MEDIA

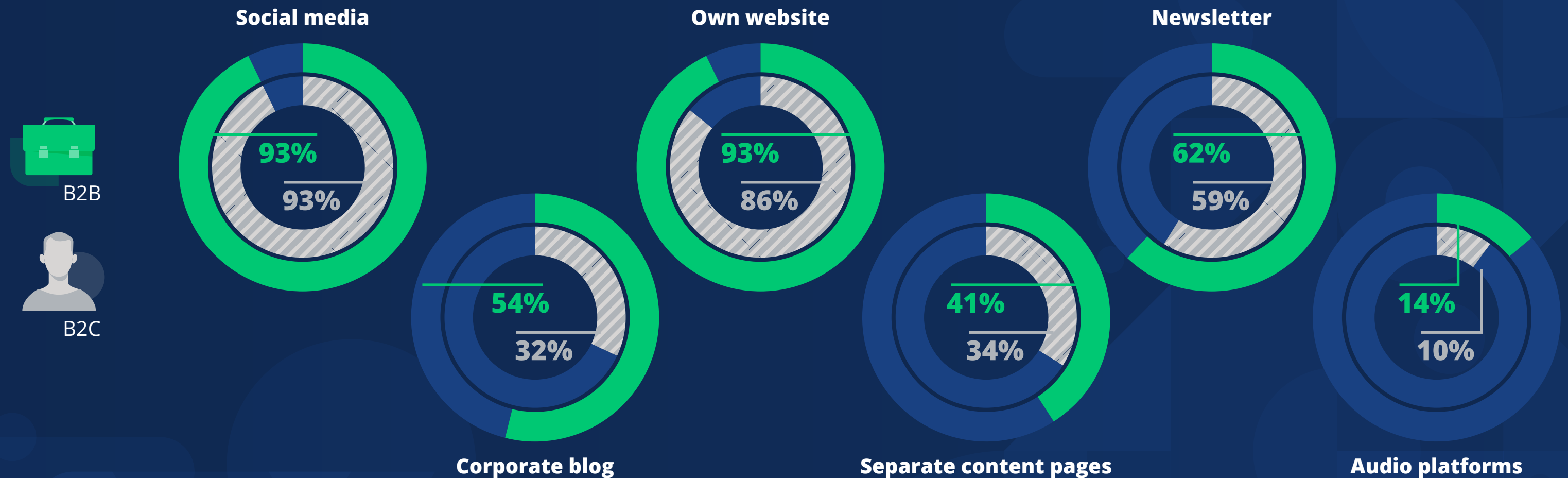
Which channels are the most important for you for distributing your content to your target groups?*



* Persons who work in companies that use digital content marketing themselves; N total = 700; N B2C companies = 327; N B2B companies = 373

SOCIAL MEDIA CHANNELS ARE THE MOST POPULAR CONTENT MARKETING CHANNELS

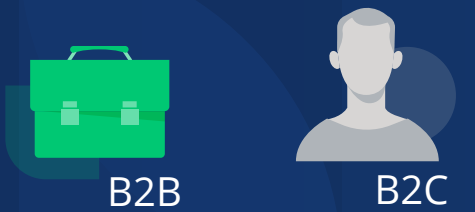
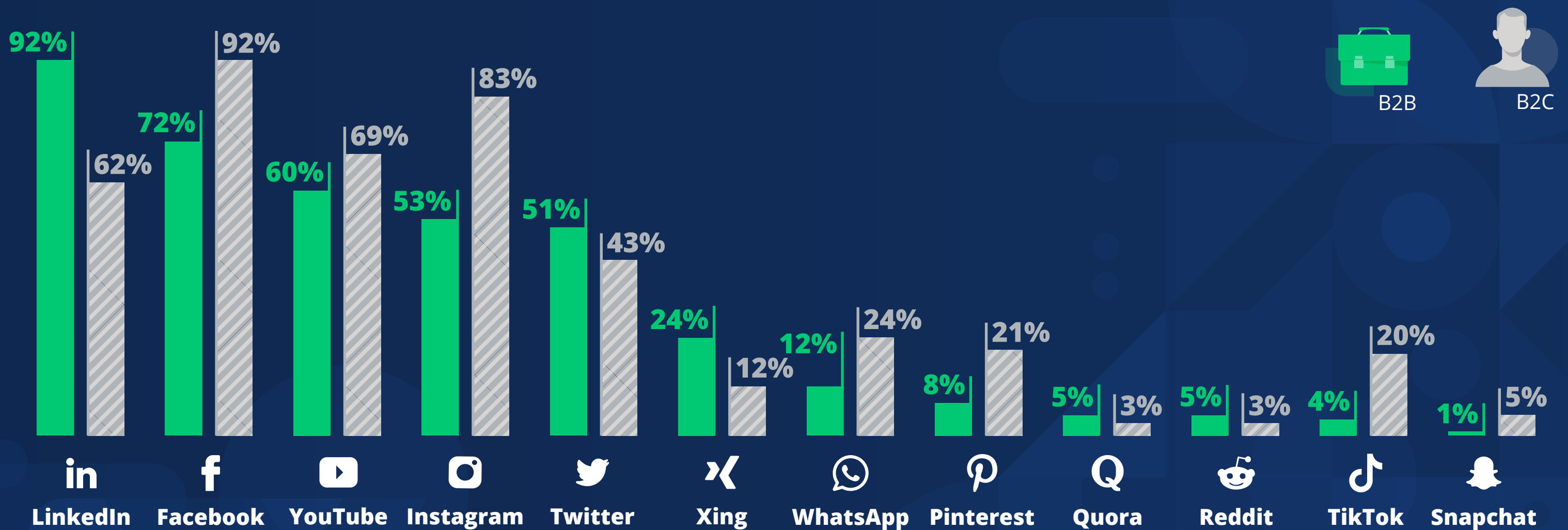
Which of the channels below do you use for your content marketing?*



* Persons who use digital content marketing; Multiple choices possible; N total = 700; N B2C companies = 327; N B2B companies = 373

FACEBOOK REMAINS THE MOST IMPORTANT B2C CHANNEL – IN B2B IT IS LINKEDIN

Which social media channels do you use for your content marketing?*



* Persons who do digital content marketing and use social media channel for content marketing; Multiple choices possible; N total =652; N B2C companies = 304; N B2B companies = 348

IN COMPARISON TO B2C, FORMATS SUCH AS WEBINARS AND WHITEPAPERS ARE VERY POPULAR IN B2B COMPANIES

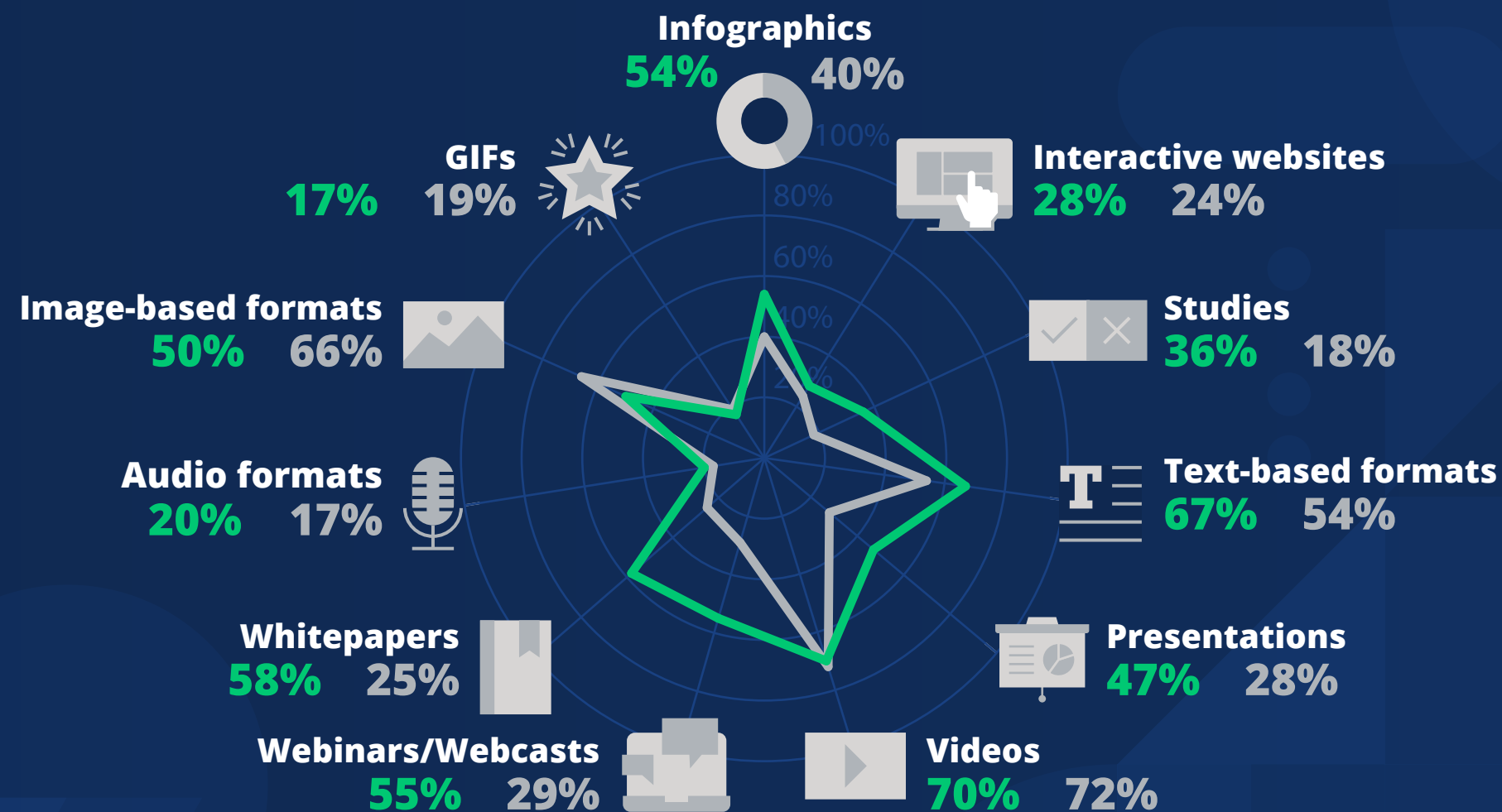
Which formats do you currently use online for your content marketing?*



B2B

Ranking:

- 1 Videos
- 2 Text-based formats
- 3 Whitepapers/publications
- 4 Webinars/Webcasts
- 5 Infographics
- 6 Image-based formats
- 7 Presentations
- 8 Studies
- 9 Interactive websites
- 10 Audio formats
- 11 GIFs



B2C

Ranking:

- 1 Videos
- 2 Image-based formats
- 3 Text-based formats
- 4 Infographics
- 5 Webinars/Webcasts
- 6 Presentations
- 7 Whitepapers/publications
- 8 Interactive websites
- 9 GIFs
- 10 Studies
- 11 Audio formats

* Persons who do digital content marketing; Multiple choices possible; N total = 700; N B2C companies = 327; N B2B companies = 373

AROUND 40% OF ALL COMPANIES WISH TO USE MORE INFOGRAPHICS

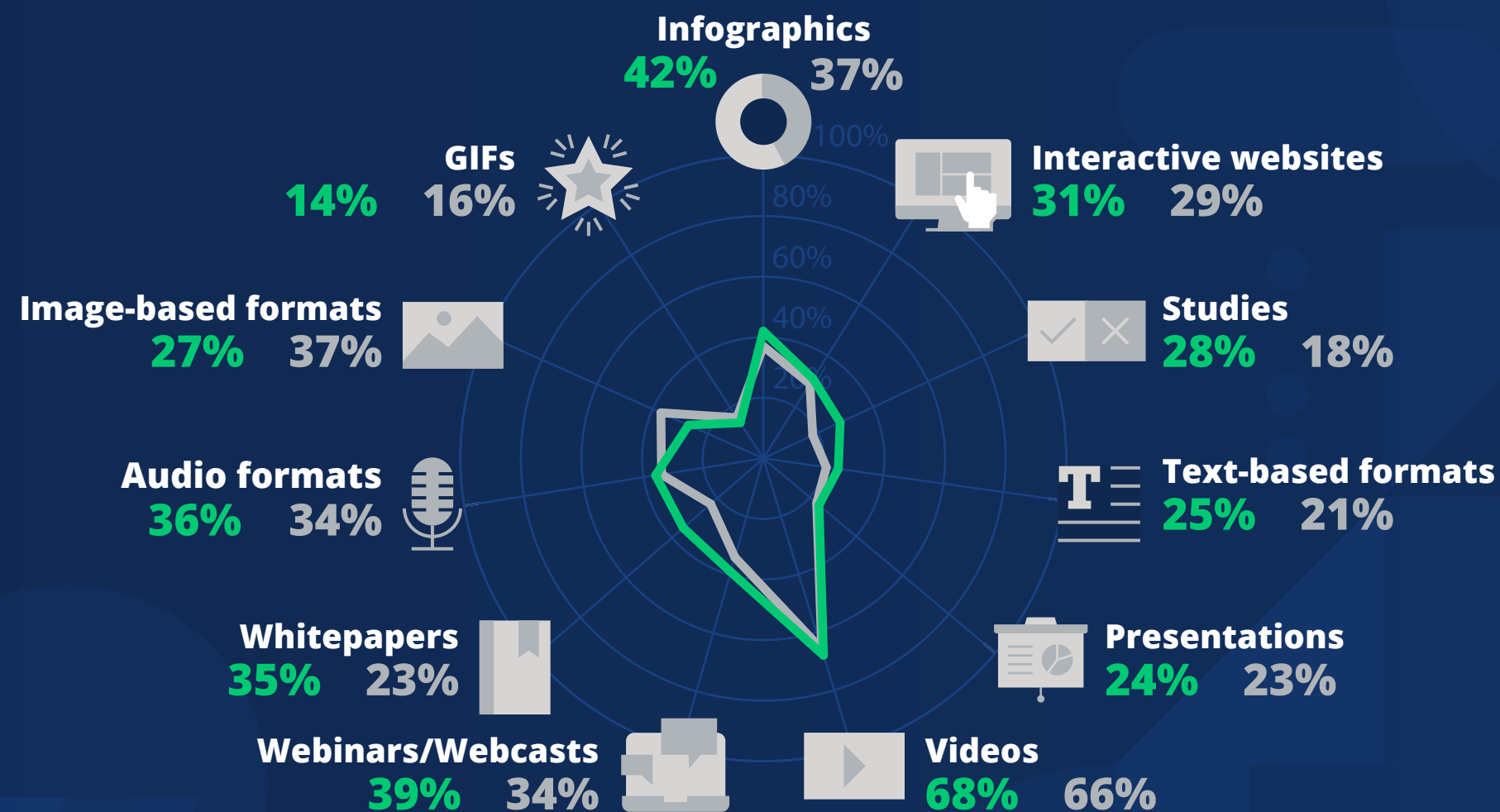
Which formats would you like to use more online for your content marketing in the future?



B2B

Ranking:

- 1 Videos
- 2 Infographics
- 3 Webinars/Webcasts
- 4 Audio formats
- 5 Whitepapers/publications
- 6 Interactive websites
- 7 Studies
- 8 Image-based formats
- 9 Text-based formats
- 10 Presentations
- 11 GIFs



B2C

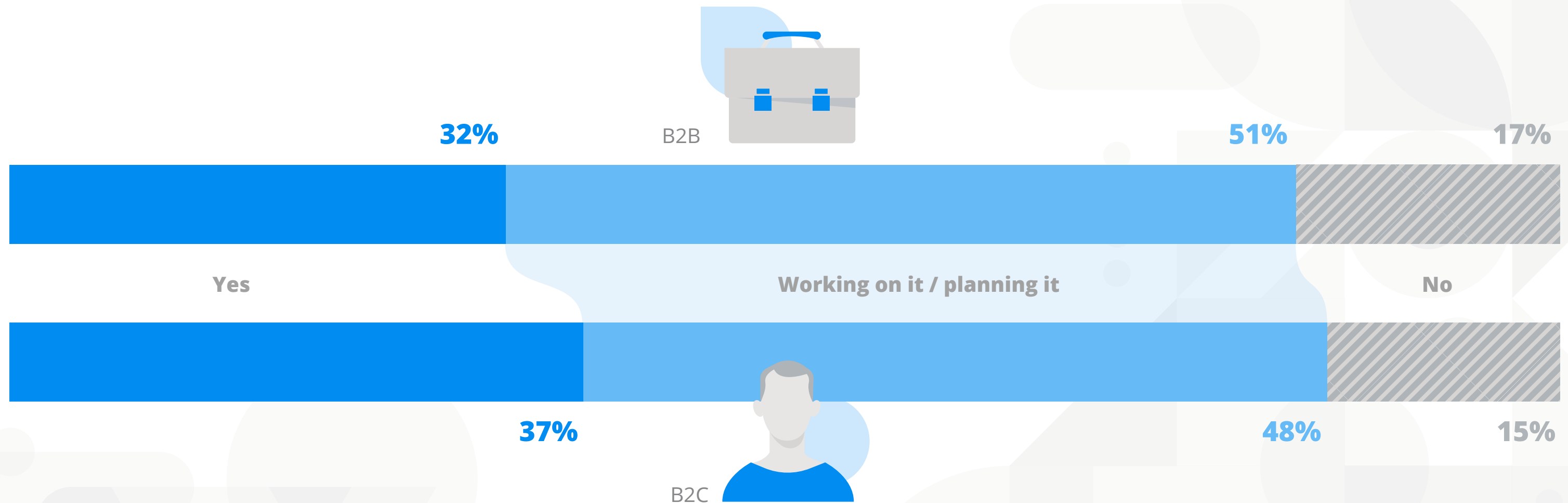
Ranking:

- 1 Videos
- 2 Infographics
- 3 Image-based formats
- 4 Audio formats
- 5 Webinars/Webcasts
- 6 Interactive websites
- 7 Whitepapers/publications
- 8 Presentations
- 9 Text-based formats
- 10 Studies
- 11 GIFs

* Persons who do digital content marketing; Multiple choices possible; N total = 700; N B2C companies = 327; N B2B companies = 373

AROUND A HALF OF ALL COMPANIES ARE WORKING ON A SPECIFIC APPROACH TO MEASURING SUCCESS

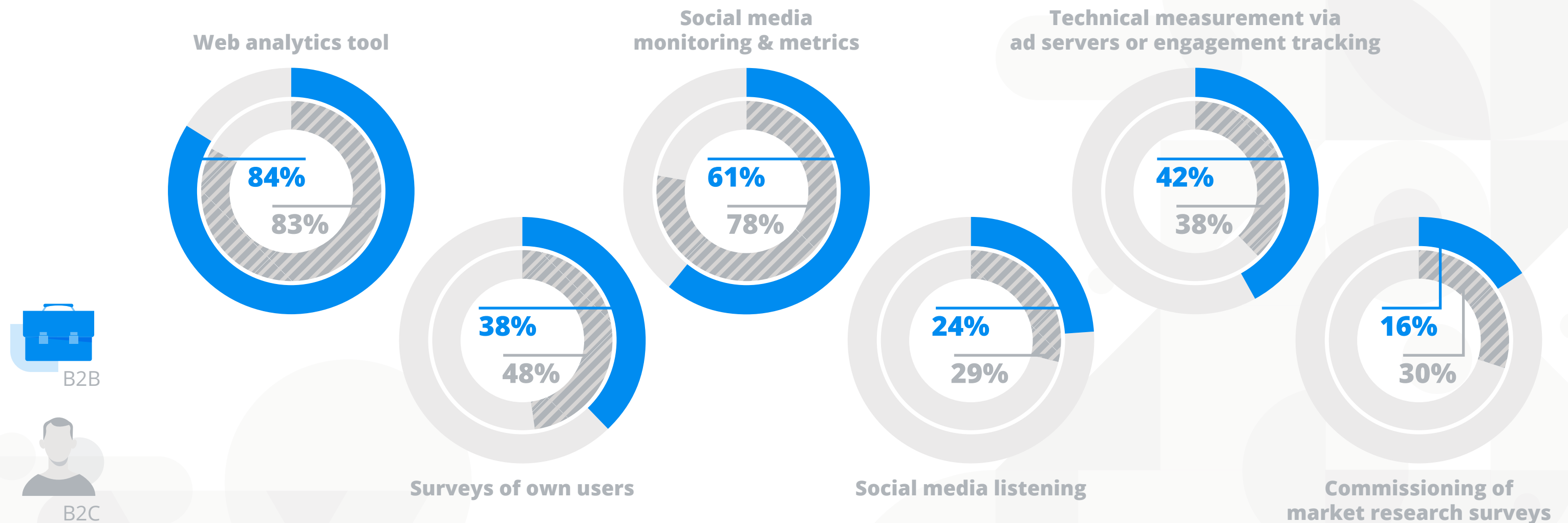
Do you have a specific approach to measuring the success of your content marketing activities (e.g. clearly defined communication goals, responsibilities, budgets)?*



* Persons who work in companies that use digital content marketing themselves; N total = 700; N B2C companies = 327; N B2B companies = 373

B2C COMPANIES USE SOCIAL MEDIA MONITORING MORE OFTEN THAN B2B COMPANIES TO MEASURE THEIR SUCCESS

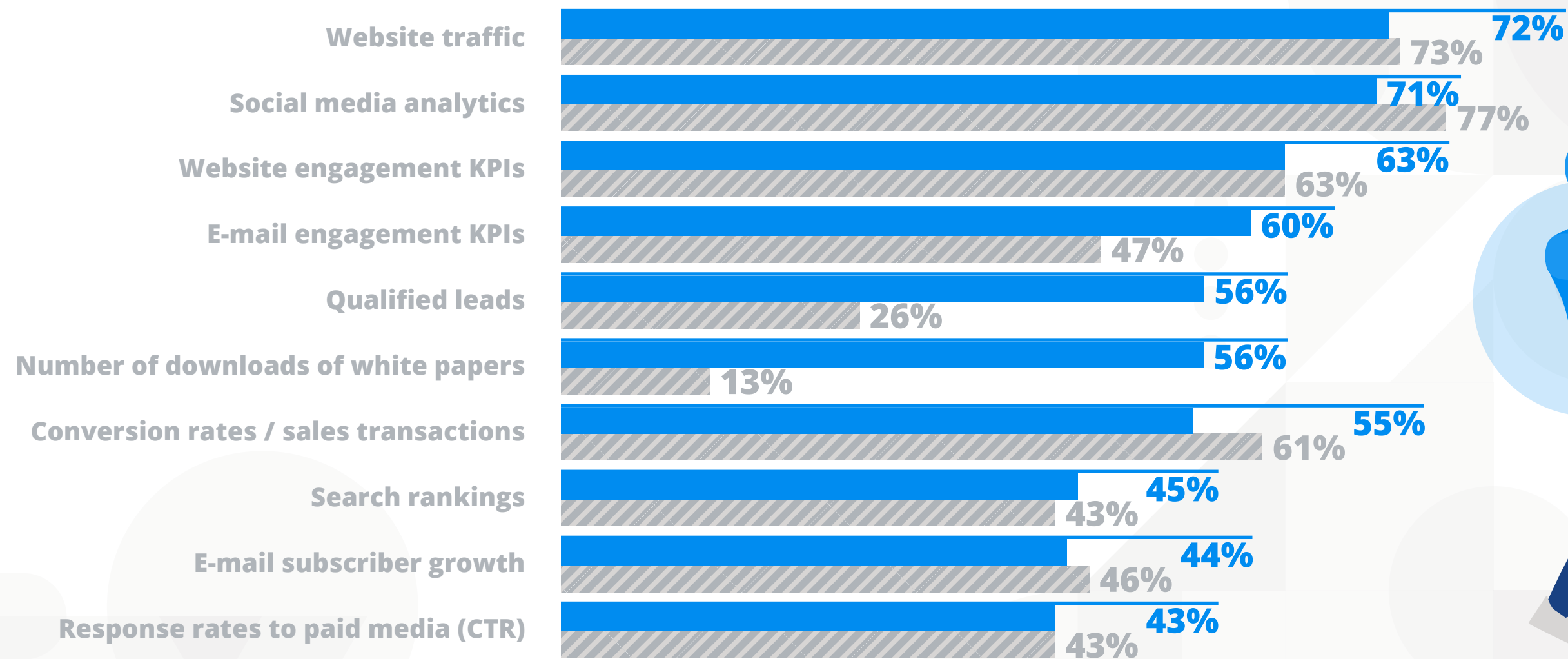
Which of the tools below do you use at least occasionally to measure the success of and/or optimise your content marketing?*



* Persons who measure the success of your content marketing activity; Multiple selection possible; N total = 239; N B2C companies = 120; N B2B companies = 119

SOCIAL MEDIA ANALYTICS AND WEBSITE TRAFFIC ARE THE MAIN KPIS USED TO MEASURE SUCCESS

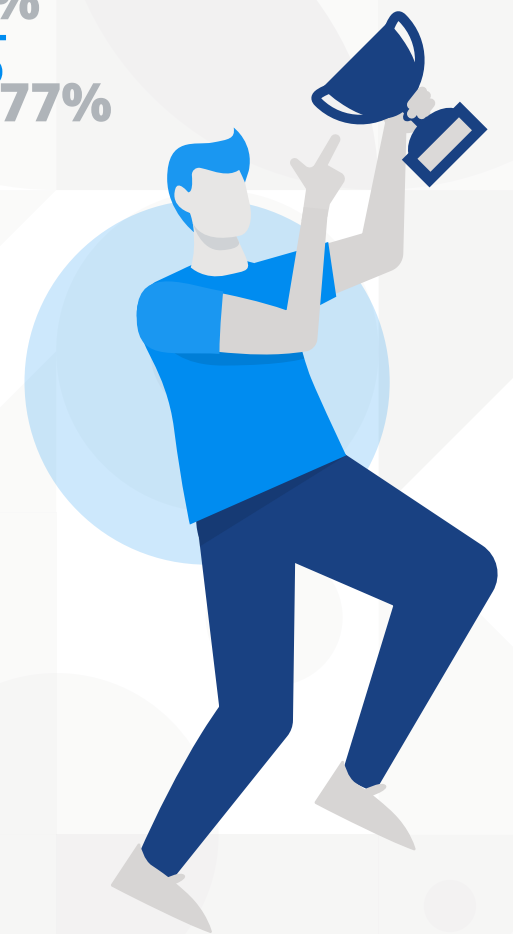
Which of the KPIs below do you use to measure the success of your content marketing activities?*



B2B



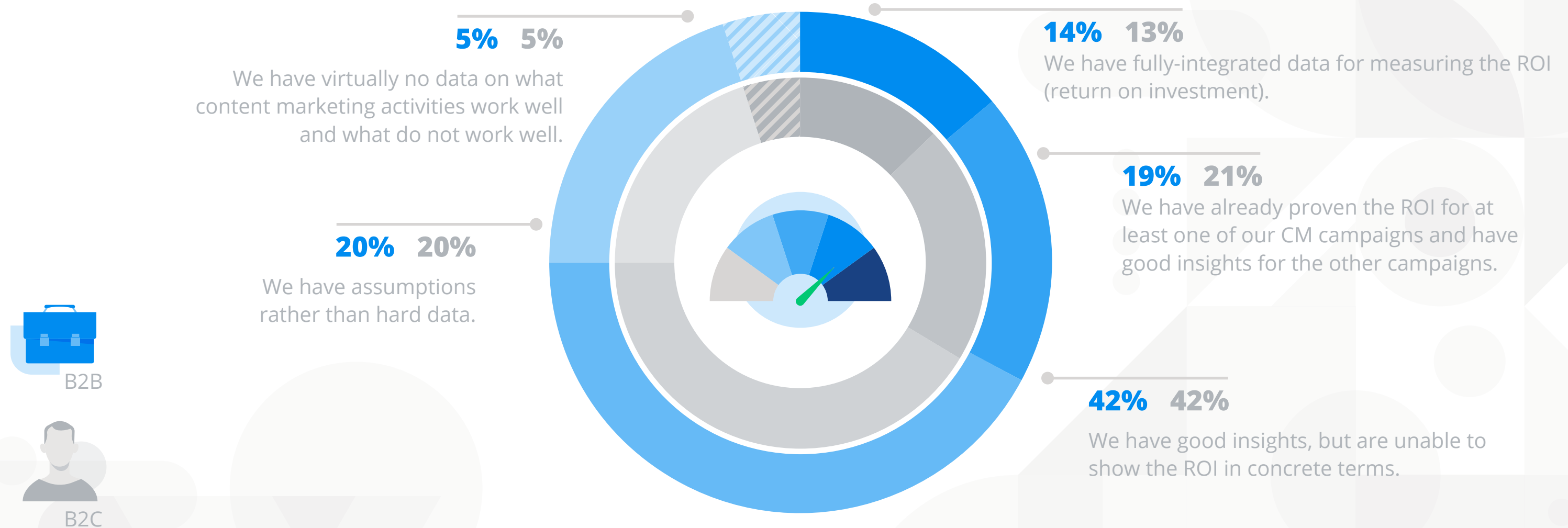
B2C



* Persons who measure the success of your content marketing activity; Multiple selection possible.; N total = 239; N B2C companies = 120; N B2B companies = 119

TWO OUT OF FIVE OF ALL COMPANIES FAIL TO SHOW ROI IN CONCRETE TERMS

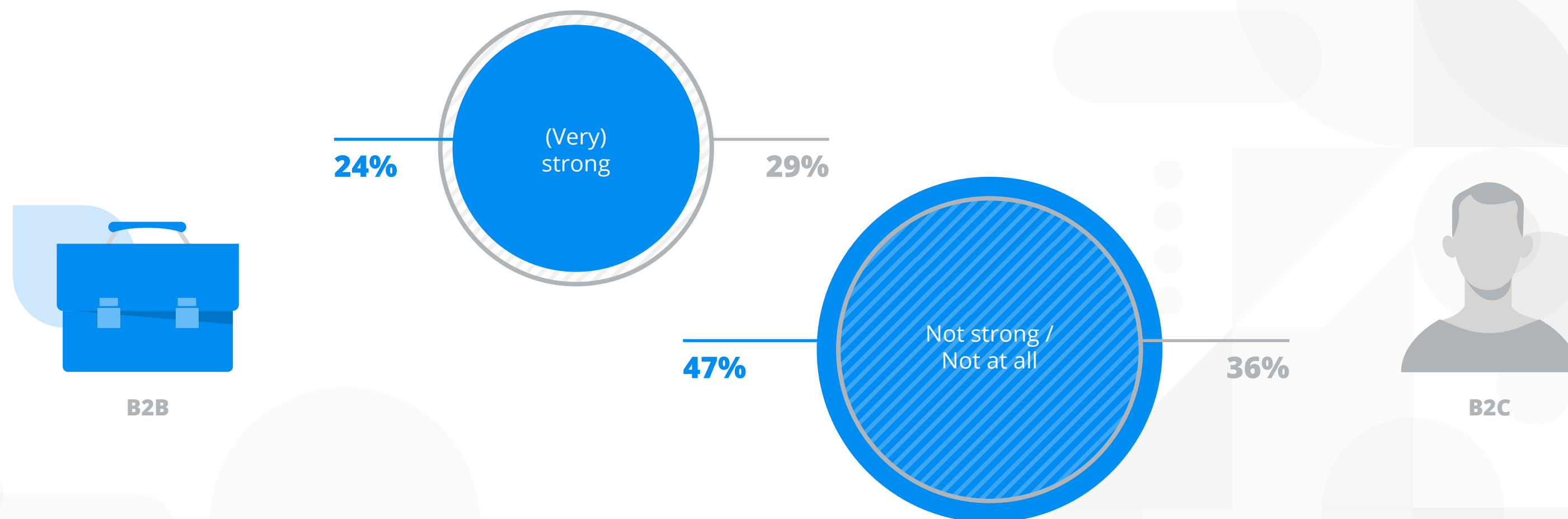
Which of the following statements best describe how you measure your content marketing success?*



* People who work in companies that do digital content marketing themselves and at least partially have a concept for measuring the success of their CM activity; Deviations from 100% total are due to rounding; N total = 587, N B2C companies = 278; N B2B companies = 309

NEARLY HALF OF B2B COMPANIES DO NOT LINK THEIR COMMERCE CONVERSION TO THEIR CONTENT MARKETING

How well is your content marketing linked to commerce conversions?*



* People who work in companies that do digital content marketing themselves.; N total = 699, N B2C companies = 327; N B2B companies = 372

B2B COMPANIES IN PARTICULAR HAVE ACCELERATED THEIR DIGITAL TRANSFORMATION PROCESSES

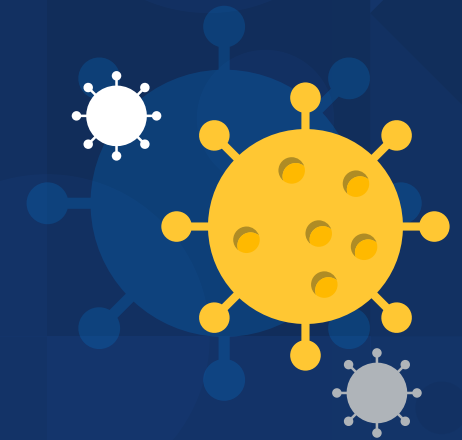
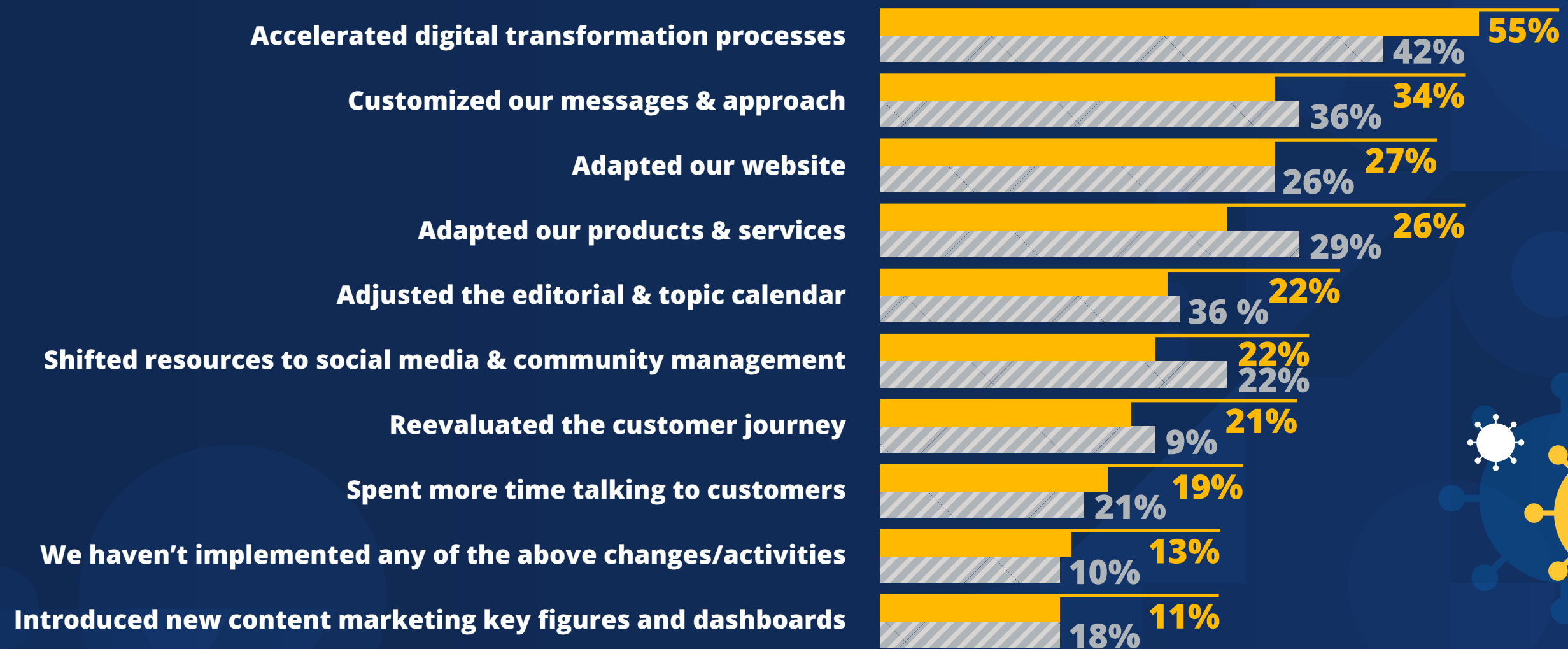
Let's briefly return to the impact of the pandemic on your content marketing activities: which of the following changes have you made in your company due to the impact of coronavirus?*



B2B



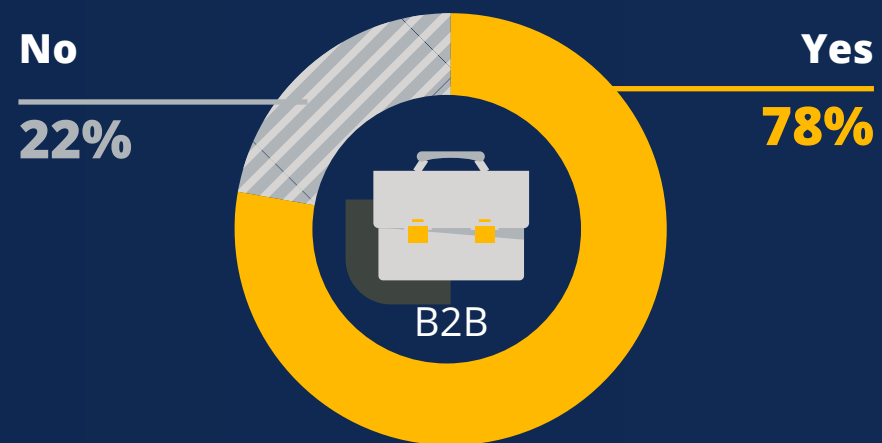
B2C



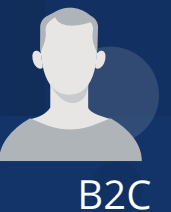
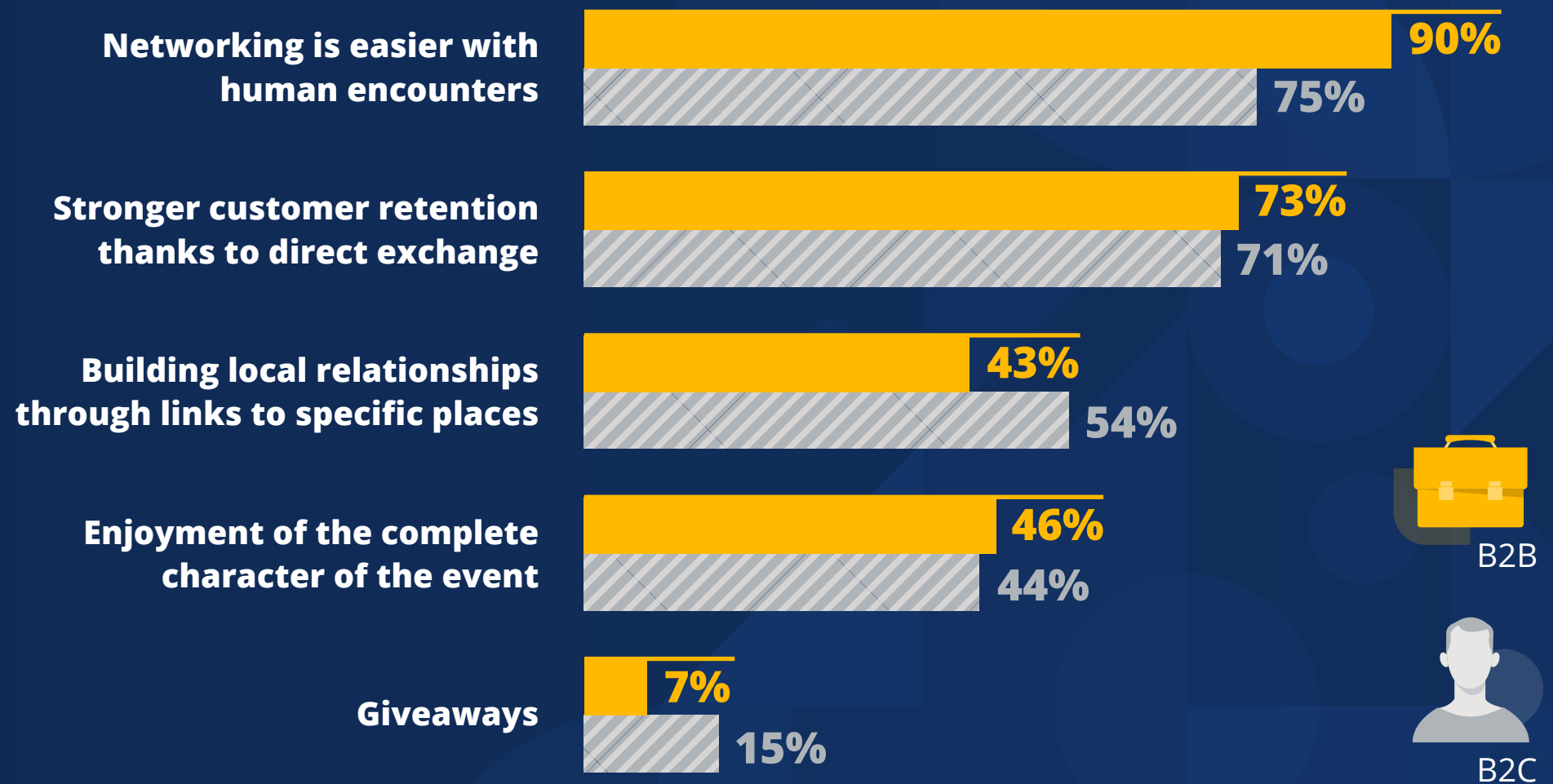
* Persons who work in companies that use digital content marketing themselves; Multiple selection possible; N total = 700; N B2C companies = 327; N B2B companies = 373

CLEAR YES FOR PARTICIPATION IN ON-SITE EVENTS

Do you plan to hold on-site events again in 2022 or to participate in on-site events?*



Why do you wish to show your presence at physical events again? **



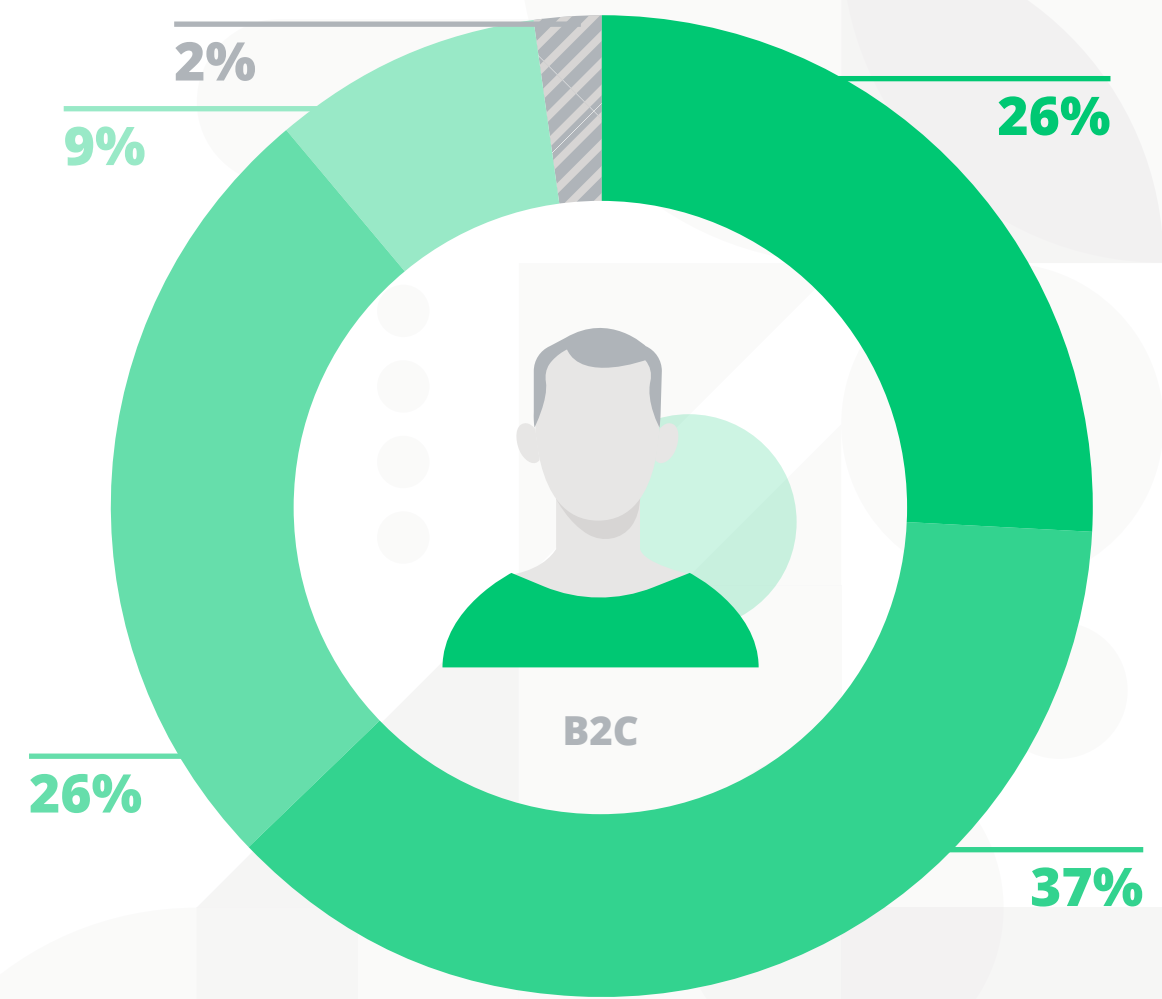
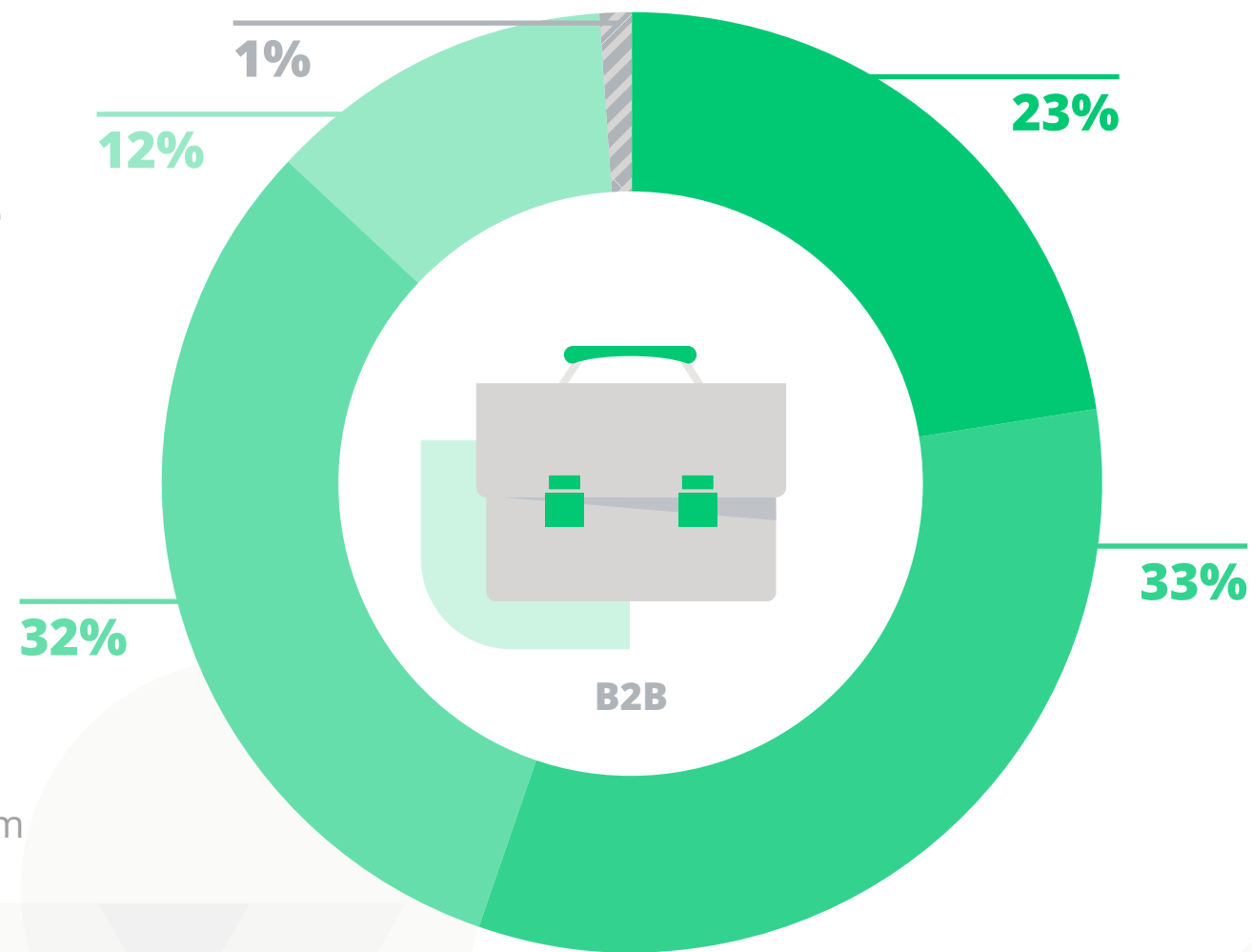
* People who work in companies that do digital content marketing themselves.; N total = 700; N B2C companies = 327; N B2B companies = 373

** People planning to return to on-site events; Multiple choices possible.; N total = 523; N B2C companies = 231; N B2B companies = 292

DISTRIBUTING PERSONALISED CONTENT THROUGHOUT THE CUSTOMER JOURNEY IS IMPORTANT

What importance do you attach to distributing personalised content along the customer journey?*

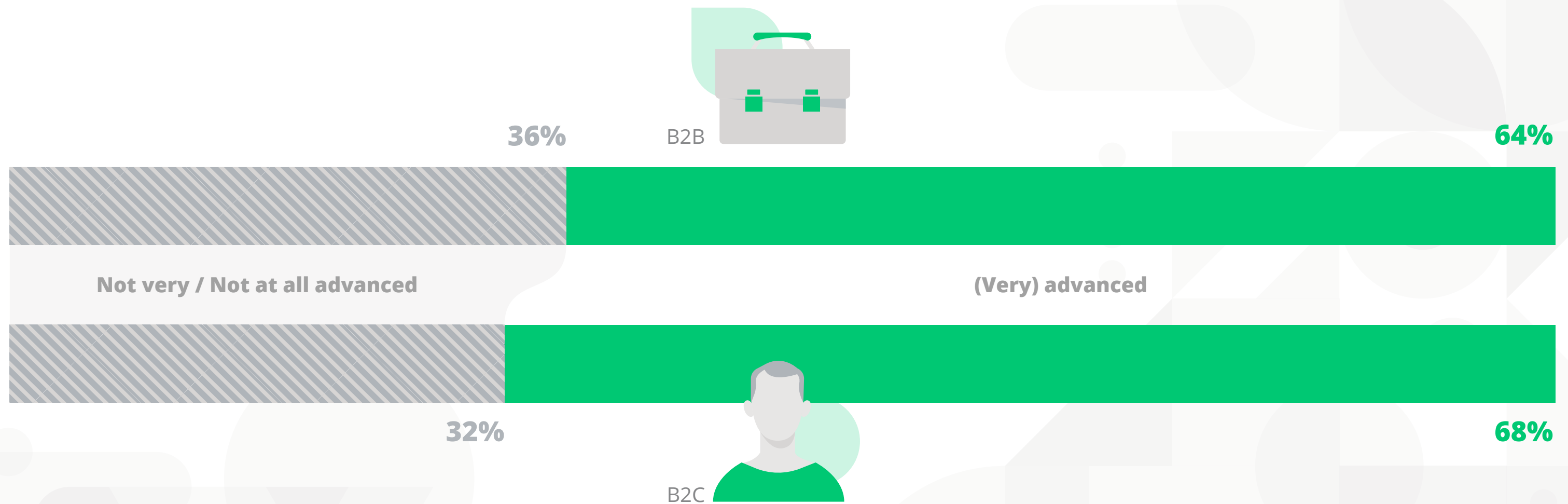
-  Very high importance
-  High importance
-  Medium importance
-  No importance
-  Deleted/reduced them



* Persons who work in companies that do digital content marketing themselves; Deviations from 100% total are due to rounding; N total = 700; N B2C companies = 327; N B2B companies = 373

MORE THAN TWO-THIRDS OF THE COMPANIES HAVE VIRTUALLY NO FORM OF NURTURING

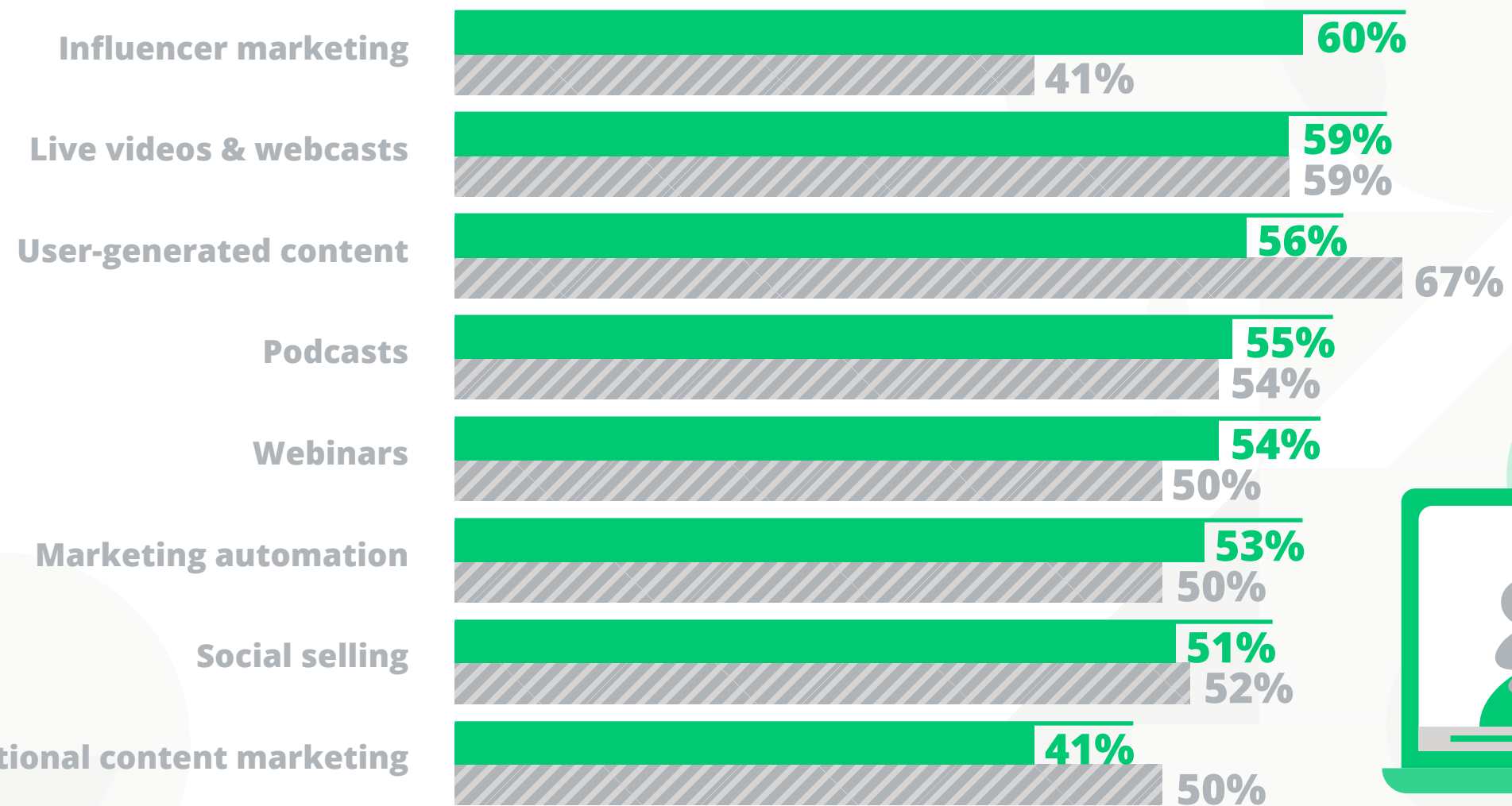
How far advanced is automation in the addressing ('nurturing') of leads and customers?*



* Persons who work in companies that do digital content marketing themselves; Deviations from 100% total are due to rounding; N total = 700; N B2C companies = 327; N B2B companies = 373

INFLUENCER MARKETING HAS THE GREATEST IMPORTANCE FOR B2B COMPANIES – PART 1/2

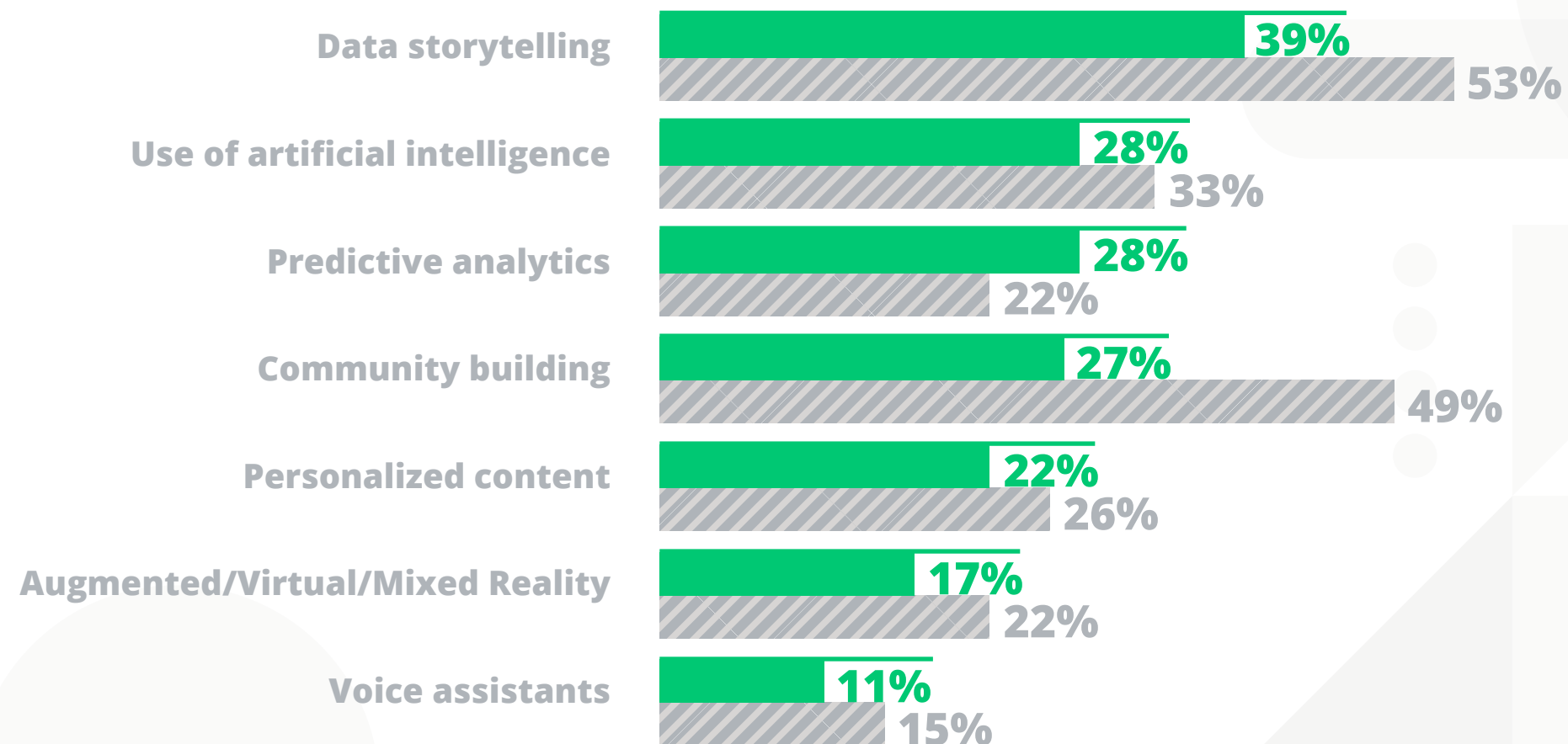
How important are the following topics for your company?



* Values for “very high importance” and “high importance” combined; N total = 700; N B2C companies = 327; N B2B companies = 373

INFLUENCER MARKETING HAS THE GREATEST IMPORTANCE FOR B2B COMPANIES – PART 2/2

How important are the following topics for your company (high/very high)?*



B2B



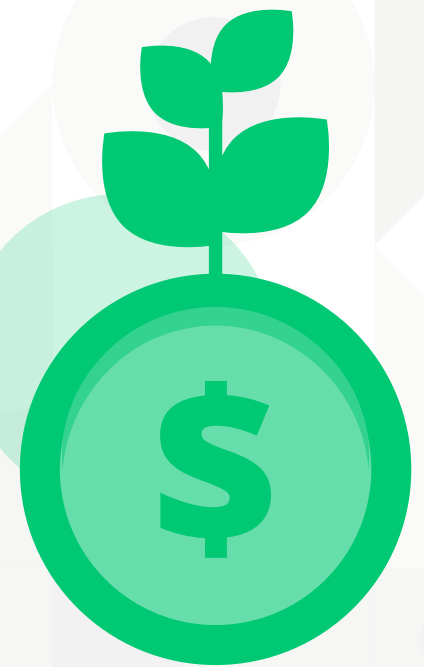
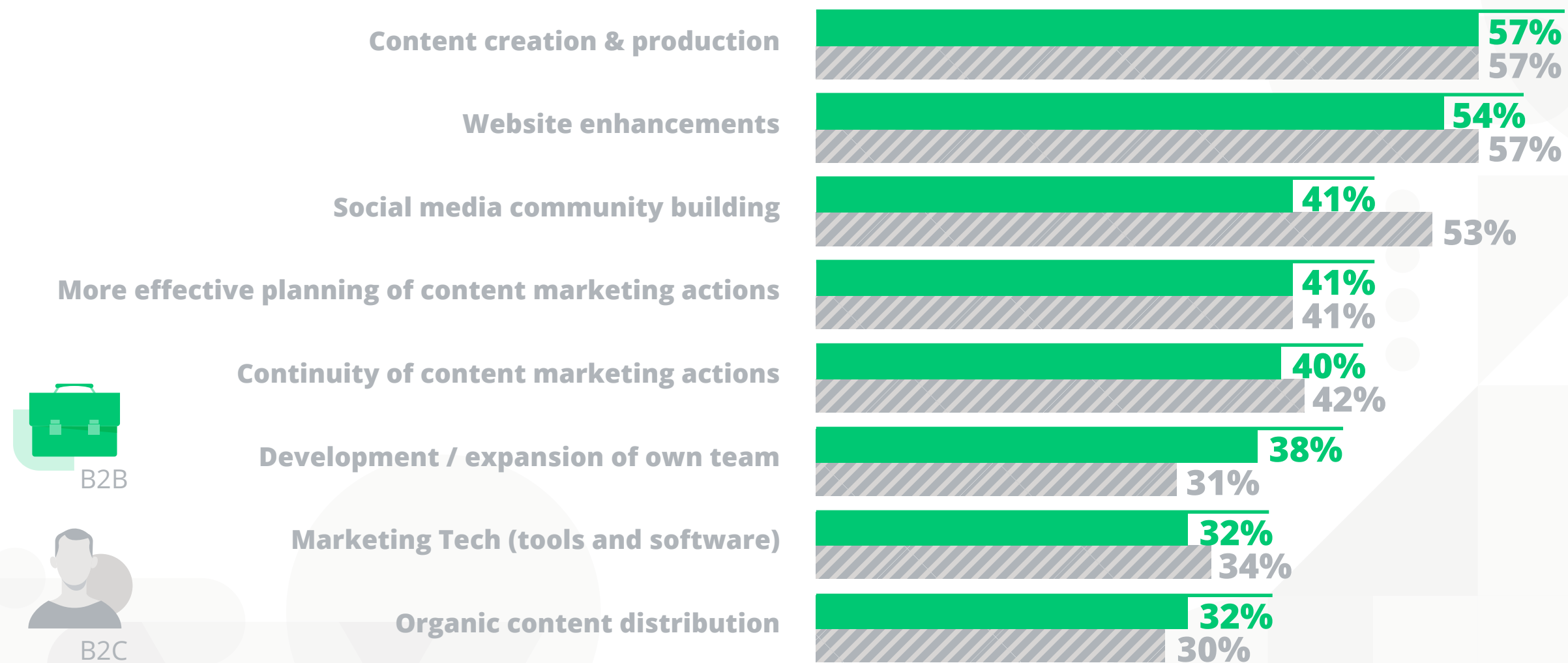
B2C



* Values for "very high importance" and "high importance" combined; N total = 700; N B2C companies = 327; N B2B companies = 373

CONTENT CREATION & PRODUCTION WILL BE THE PREFERRED AREAS OF INVESTMENTS – PART 1/2

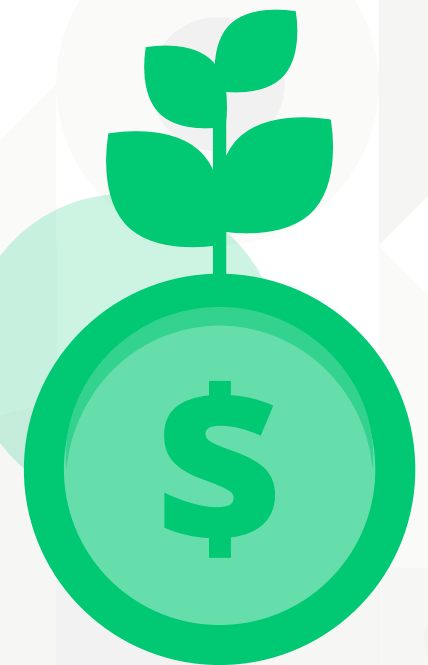
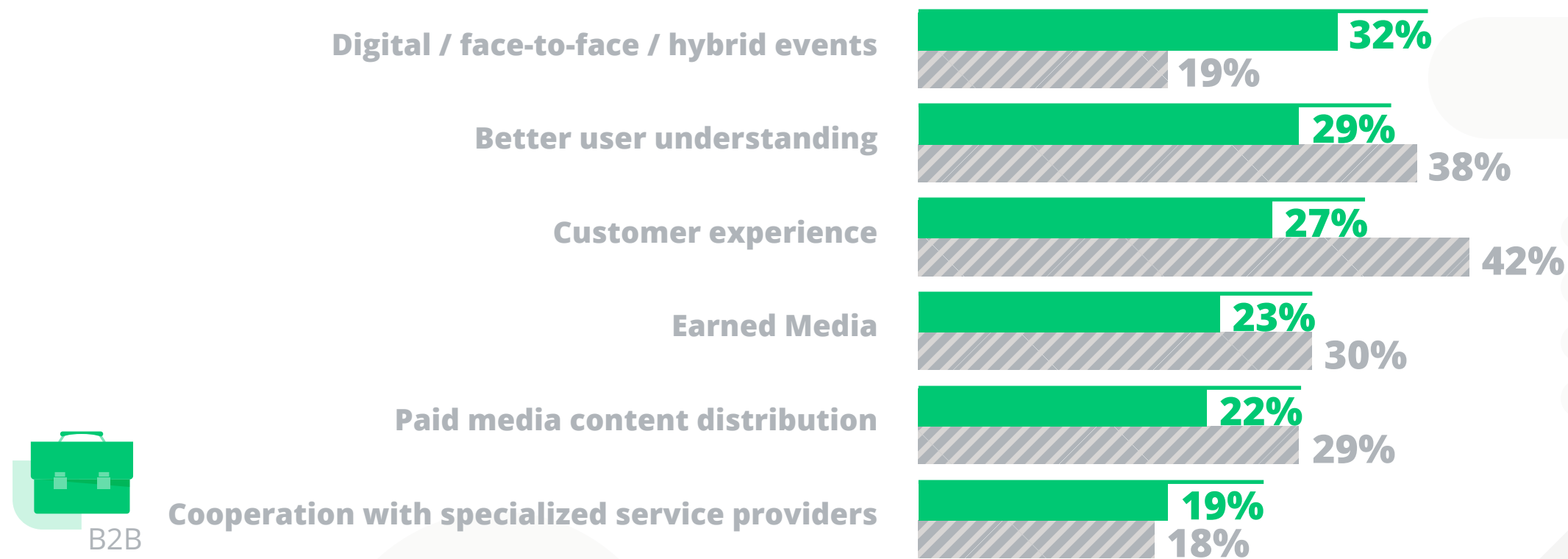
In which of the following content marketing activities/areas do you plan to invest (even) more in 2022?*



* Persons who work in companies that use digital content marketing themselves; Multiple selection possible; N total = 700; N B2C companies = 327; N B2B companies = 373

B2B INVESTS SIGNIFICANTLY MORE IN EVENTS THAN B2C – PART 2/2

In which of the following content marketing activities/areas do you plan to invest (even) more in 2022?*



* Persons who work in companies that use digital content marketing themselves; Multiple selection possible; N total = 700; N B2C companies = 327; N B2B companies = 373

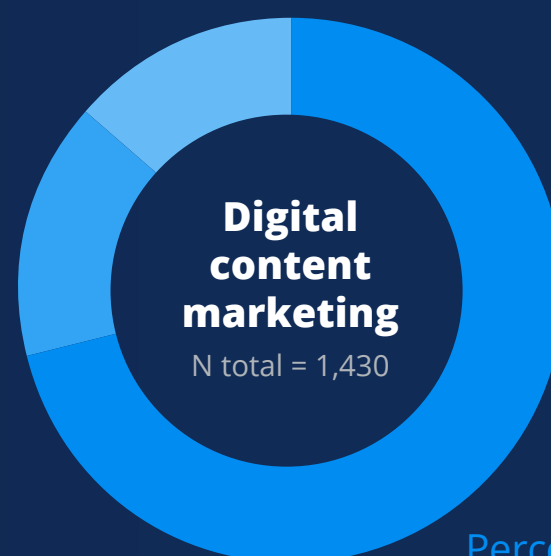
ABOUT THE STUDY – WHO WAS SURVEYED?

A total of 1,430 participants were questioned via an online survey distributed via newsletter between 11 January 2022 and 23 February 2022. The survey was conducted via Statista, mailing lists and people were also made aware of the survey via XING and LinkedIn.

Participants' location

Continent	Percentage of participants	Number of participants
Africa	4%	61
Asia	16%	232
Australia	2%	23
Europe	51%	731
North America (except USA)	4%	62
South America	4%	52
USA	19%	269

Economic regions	Percentage of participants	Number of participants
AMER	27%	383
APAC	15%	209
EMEA	59%	838



	Percentage of participants	Number of participants
Engage in digital content marketing	71%	1,018
Do not engage in digital content marketing	15%	220
Are planning to engage in digital content marketing	13%	192



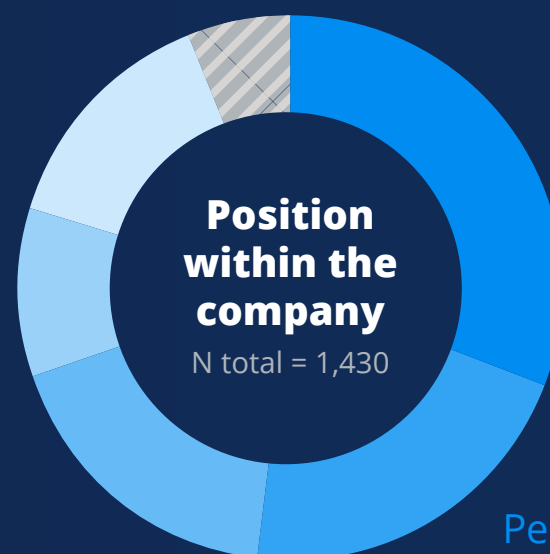
	Percentage of participants	Number of participants
Companies that engage in content marketing themselves (publishers)	69%	700
Agencies that engage in content marketing (service providers)	31%	318

* Agencies that engage in content marketing (service providers)

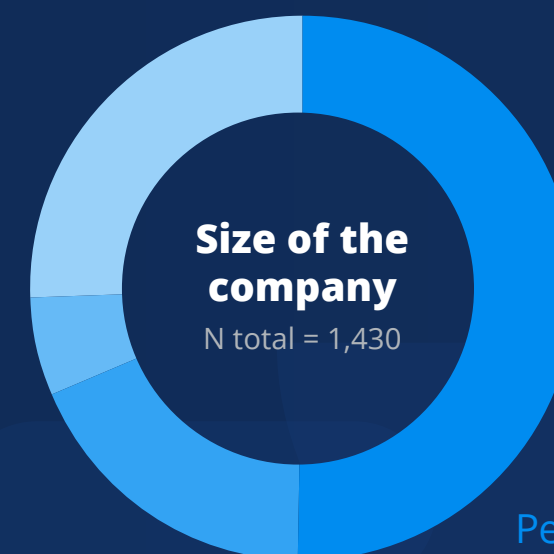


	Percentage of participants	Number of participants
B2B	52%	534
B2C	48%	484

* People that engage in digital content marketing, N total = 1018



	Percentage of participants	Number of participants
Executive manager/Chairperson/CEO	31%	443
Head of division/Director	21%	300
Team manager/project manager	18%	257
Employee with supervisory role	10%	143
Employee with no supervisory role	14%	200
Non of the above positions	6%	86



	Percentage of participants	Number of participants
Less than 50 employees	50%	715
50 to 249 employees	18%	257
250 to 499 employees	6%	86
500 and more employees	25%	358

INDUSTRY IN WHICH THE COMPANY OPERATES*

Industry	Percentage of participants	Number of participants
Automo Associations, societies, public bodies bil	5%	35
Automotive	3%	21
Banking, insurance, FinTech	6%	42
Construction and architecture	2%	14
Industrial products & machine building	5%	35
Internet and digital business, media	17%	119
Law, controlling, personnel and administration	2%	14
Manufacturing industry, consumer goods	9%	63
Marketing, advertising, PR and consulting	10%	70
Pharmaceuticals, heath care and medical systems	7%	49
Raw materials extraction, agriculture/forestry, nature, animals, and the environment	0%	0
Recreation, gastronomy & tourism	4%	28
Retail	6%	42
Transport, warehousing and logistics	2%	14
Utilities	1%	7
Other	21%	147

* Companies that do not work in an agency; N total = 700

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