

STATISTA CONTENT MARKETING TREND STUDY

2023

5th edition

STATISTA CONTENT MARKETING TREND STUDY 2023

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 2023.



Statista provides over 1 million statistics and facts covering 600 industries and more than 50 countries on a single platform.

In addition, the company offers individualised market research, research and analysis services.

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

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

STATISTA CONTENT & DESIGN

OUR MISSION We are inundated by hundreds of pieces of information and messages every day. 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 shape and design complex information in an easily comprehensible manner using detailed research and solid design – to generate more attention, trust and leads for your brand.

statista

STATISTA DATA STORYTELLING

Content to increase awareness, trust and leads

The graphic features a stylized city skyline with buildings of varying heights and colors (blue, yellow, white). A large white dandelion seed head is positioned in the foreground, with its seeds blowing away. The background is a dark blue gradient with white and yellow accents.

The best of Europe's roadtrips

- Austria: Grossglockner Hochalpenstrasse** (30 miles, 1 hour, late spring/summer)
- France: Verdon Gorge circuit** (115 miles, 1 day, late spring/early autumn)
- Germany: Romantische Strasse** (220 miles, several days, spring/summer/autumn)
- Italy: Route One** (800 miles, 7-10 days, July/August)
- Spain: The Military Road** (12 miles, 30 mins, early evening/late spring)

SUNDAY DRIVING

Guided Engineering

SIEMENS

Efficient delegation

50% of small businesses outsource their payroll tasks

GENEV AMAZING

Die kleinste Metropole der Welt am größten See der Alpen

GENEVACTIVE Vom Wasser bis zu den Gipfeln

Direkt gelegen am Genfer See und umrahmt von den majestätischen Alpen

Die Hauptattraktion von Genf

Der Genfer See (Lac Léman) ist die Hauptattraktion von Genf. Er ist der größte von 1500 Seen in der Schweiz.

- Genfer See: 580 km²
- Bodensee: 536 km²
- Neuenburgersee: 215 km²

Ruhige Kugel oder fit wie ein Turnschuh?

Die beliebtesten Wassersport-Aktivitäten am Genfer See nach Kalorienverbrauch pro Stunde:

- Wakeboard/Wasserski: 441
- Boot oder Kanu fahren: 220
- Tretboot: 197
- Entspannte Kreuzfahrt: 84

Das Tor zu den Alpen

Die besten Skigebiete in der Nähe:

- Genf: 600m
- Pray de Lys - Sommand: 2.000 m
- Le Grand Bornand: 1.300 m
- La Clusaz: 995-2.611 m

GENEVATTRACTION Das muss man gesehen haben

In Genf erkundet man historische und kulturelle Highlights am besten zu Fuss

Hoch, höher, höchster Springbrunnen Jet d'eau

Springbrunnen in der Schweiz: 140 m

BUILDING THE FUTURE

KEEPING UP WITH A GROWING URBAN POPULATION

A Roof Over Every Head

More people, more houses

REST OF WORLD: 3,433

CHINA: 2,422

USA: 820

AFRICA: 968

INDIA: 796

EUROPE: 784

JAPAN: 294

The infographic shows a bar chart of population in various regions and a bar chart of average multi-story buildings constructed daily from 2008-2010. It also includes text about urban areas and housing needs.

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.

Get in touch: content-design@statista.com

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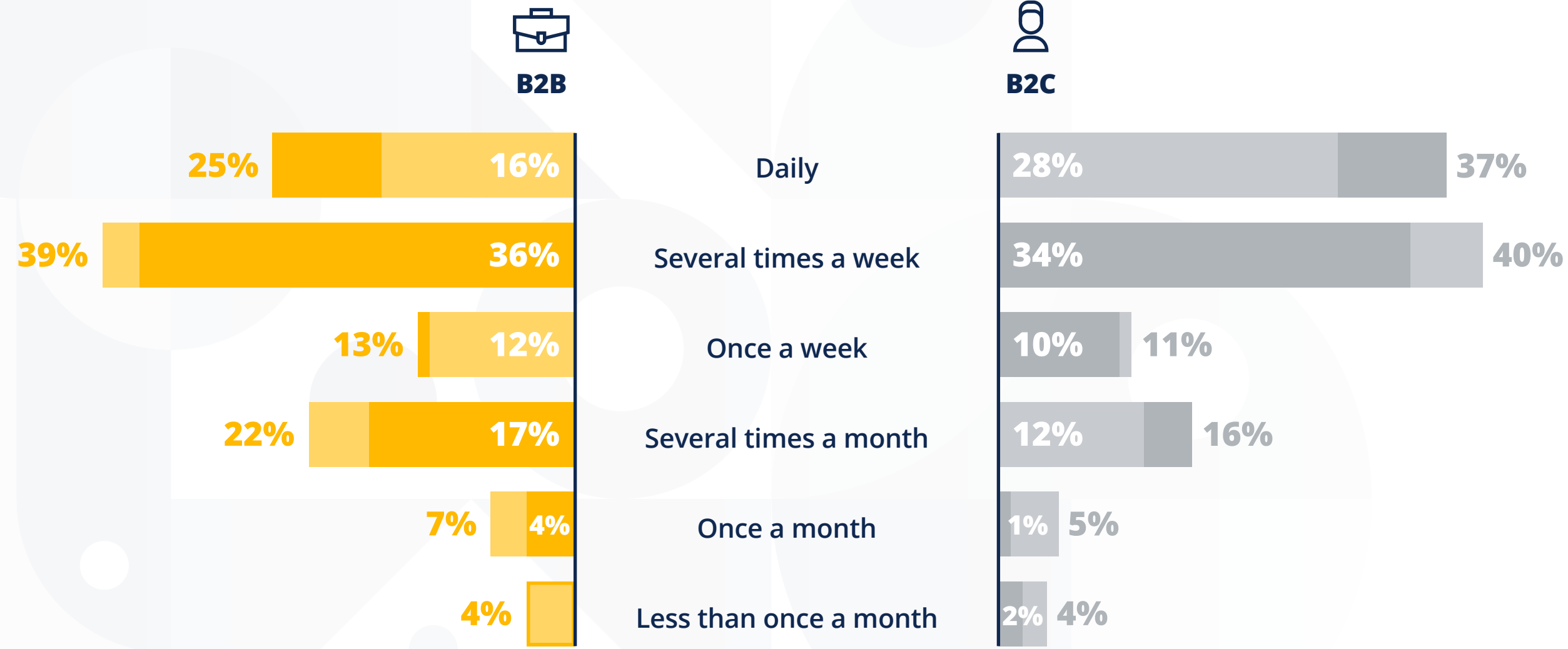
01

CONTENT MARKETING STRATEGY

CONTENT MARKETING STRATEGY

More companies publish content daily compared to the previous year

How often do you publish content?*



* Persons who work in companies that engage in digital content marketing
B2B companies: n = 113 (2023) / 213 (2022); B2C companies: n = 122 (2023) / 224 (2022)

CONTENT MARKETING STRATEGY

2 out of 3 B2B companies want to publish more content – lack of time remains the biggest obstacle

Would you like to publish content more frequently?*



Yes

2023	68%
2022	64%



What is preventing you from publishing content more often?*



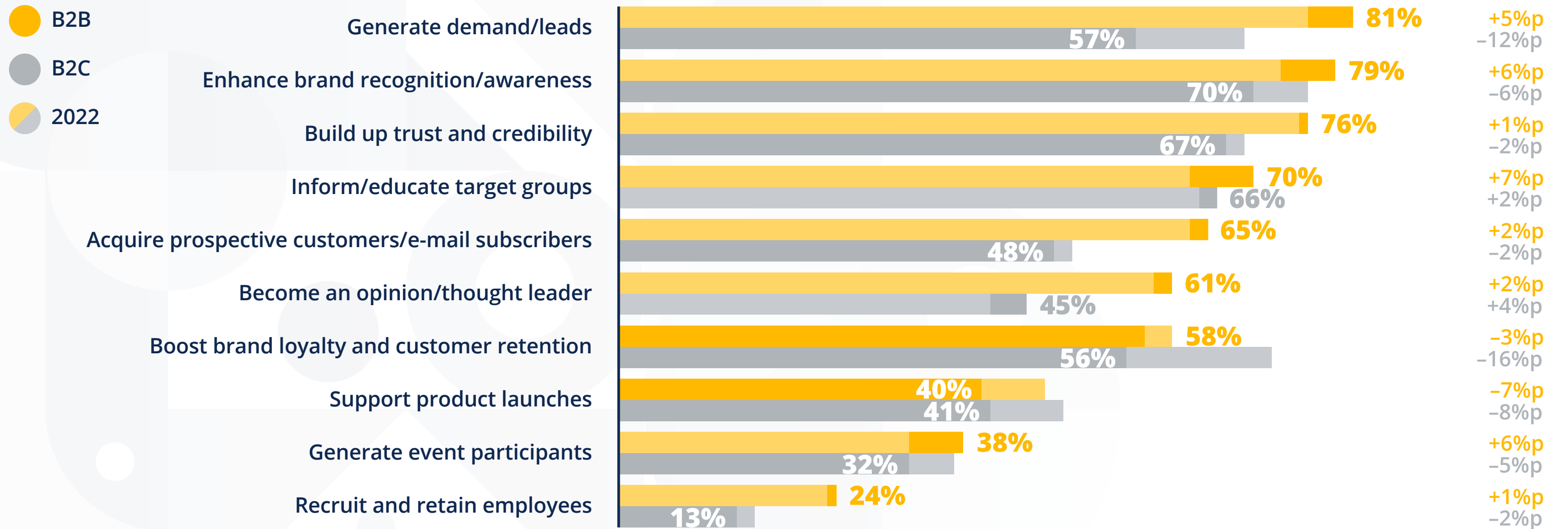
* Persons who work in companies that engage in digital content marketing
B2B companies: n = 113 (2023) / 213 (2022); B2C companies: n = 122 (2023) / 224 (2022)

** People who work in companies that would like to publish content more often;
multiple answers possible
B2B companies: n = 76 (2023) / 150 (2022); B2C companies: n = 83 (2023) / 144 (2022)

CONTENT MARKETING STRATEGY

Generating leads remains the most important objective for B2B companies

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

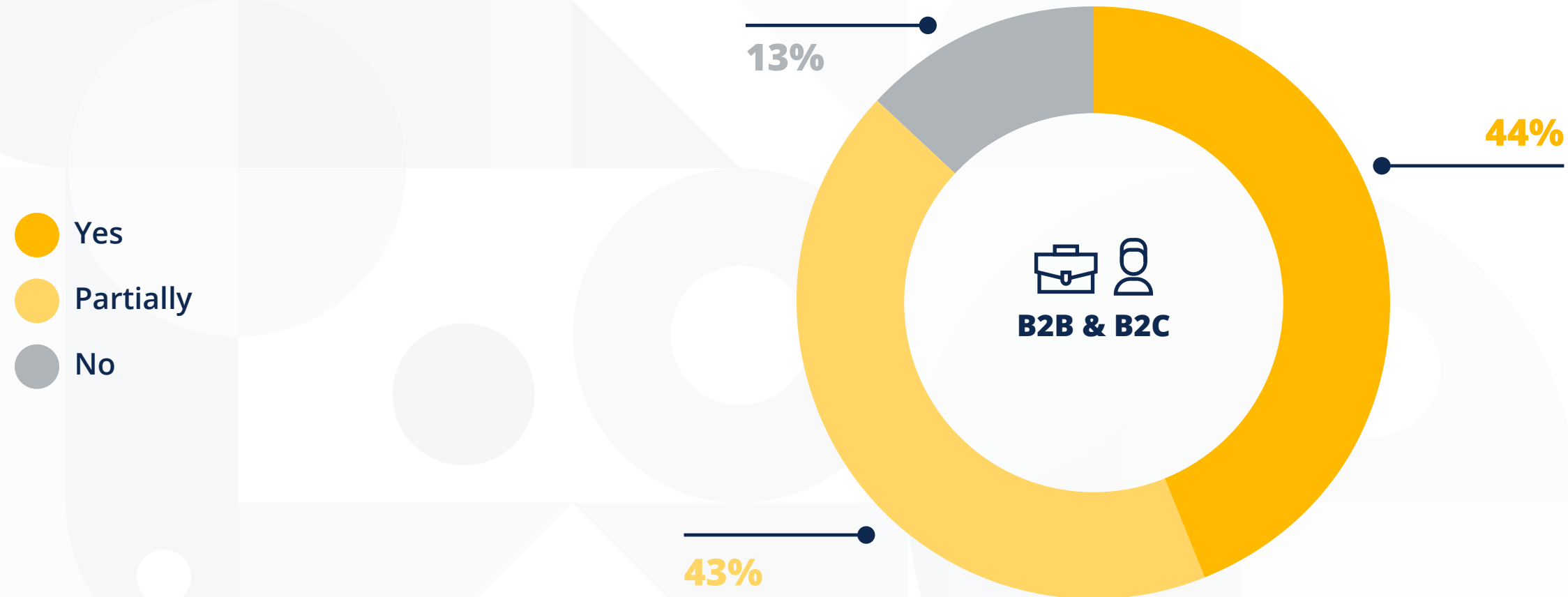


* Persons who work in companies that engage in digital content marketing; multiple answers possible; deviation from the previous year in percentage points (%p)
 B2B companies: n = 113 (2023) / 213 (2022); B2C companies: n = 122 (2023) / 224 (2022)

CONTENT MARKETING STRATEGY

Around 3 out of 7 companies have documented their strategic goals in writing

Have you documented these goals in writing as part of a content-marketing strategy?*



* Persons who work in companies that pursue a strategic goal with their content marketing
Companies total: n = 233

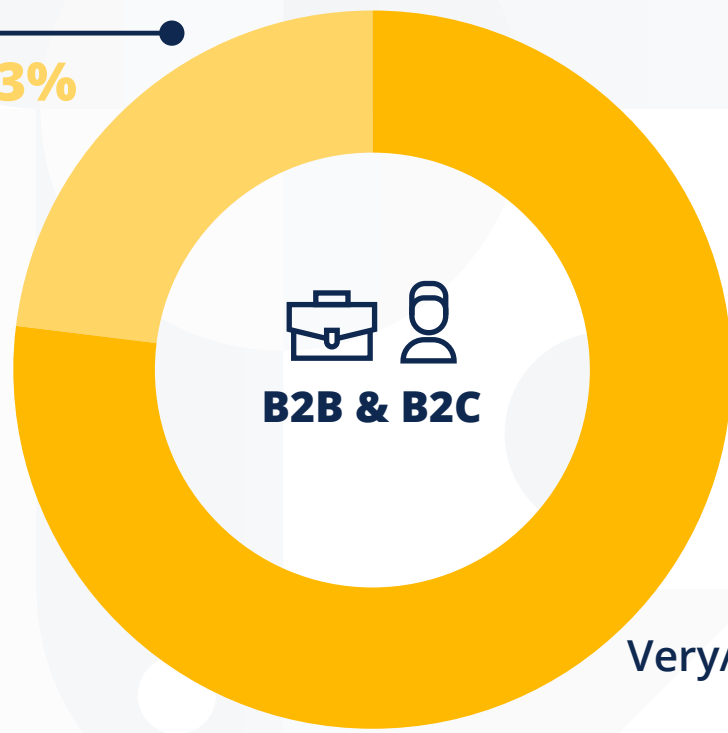
CONTENT MARKETING STRATEGY

B2B needs better ideas and themes, whereas B2C wants more budget

How successful is your content-marketing strategy?*

Not (very) successful

23%



Very/somewhat successful

77%

* Persons who work in companies that pursue a strategic goal with their content marketing
Companies total: n = 233

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



** Persons who work in companies that engage in digital content marketing or who are planning to start doing so soon; multiple answers possible
B2B companies: n = 113; B2C companies: n = 122

02

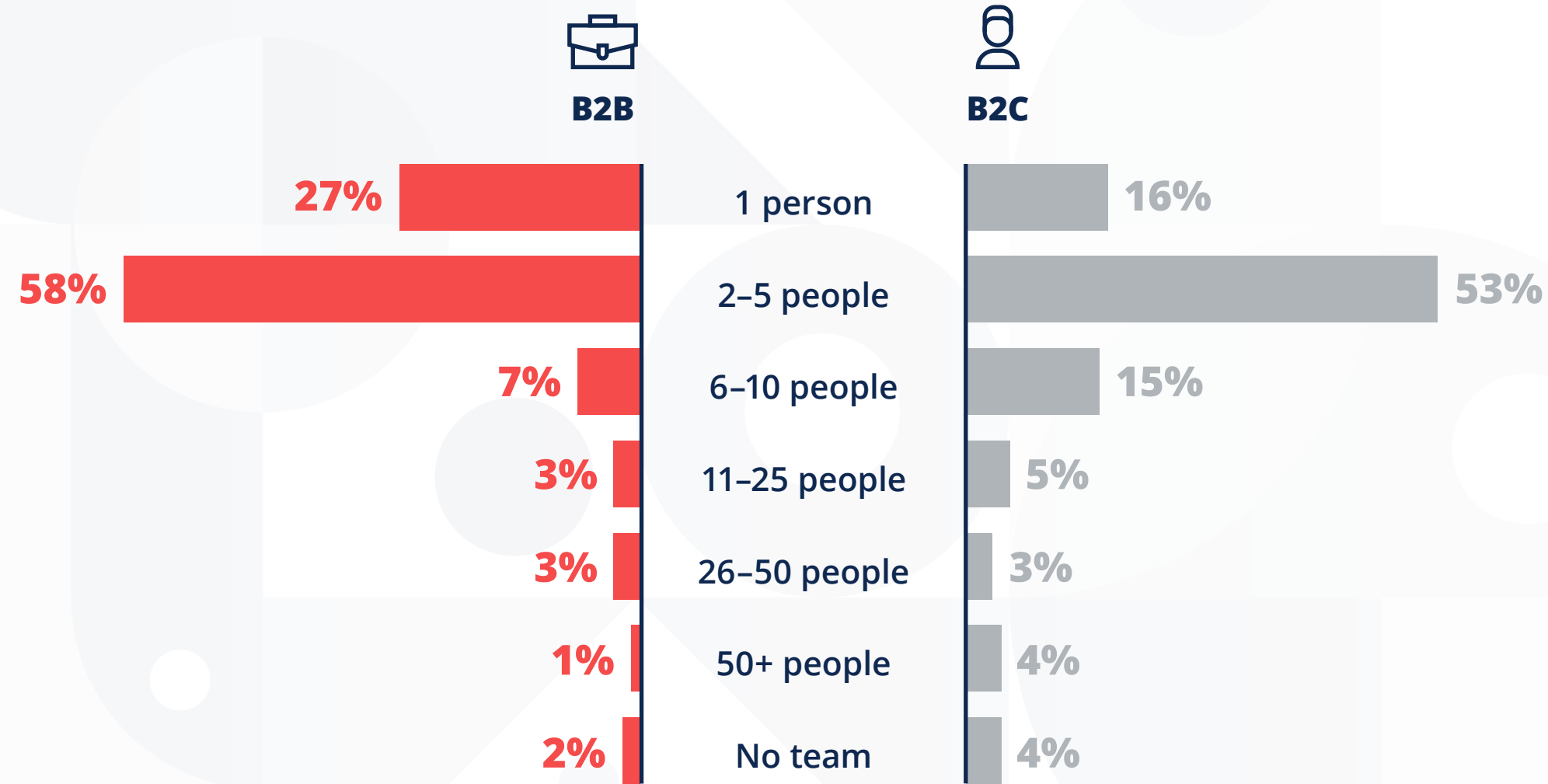
ORGANISATION AND TEAMS



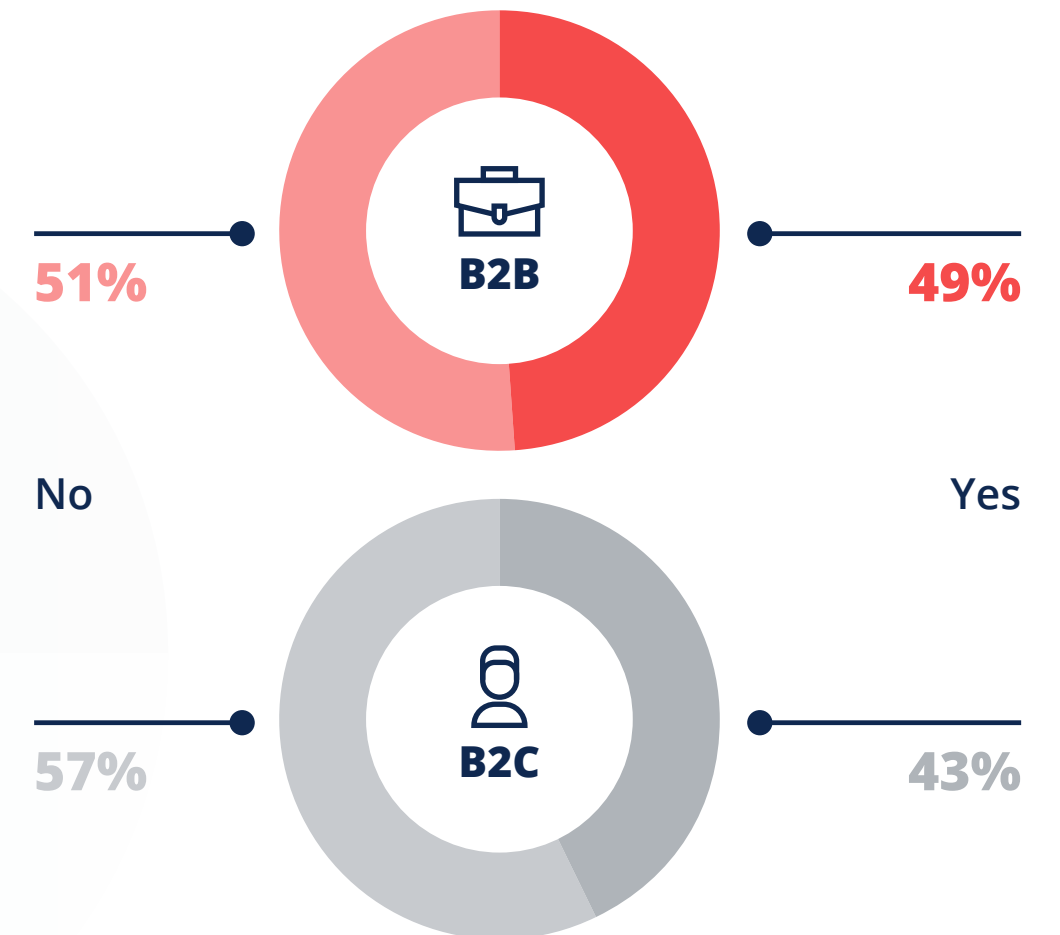
ORGANISATION AND TEAMS

Most content marketing teams comprise less than 5 people

How large is your content marketing team?*



Does your company also outsource content marketing activities to an agency?*

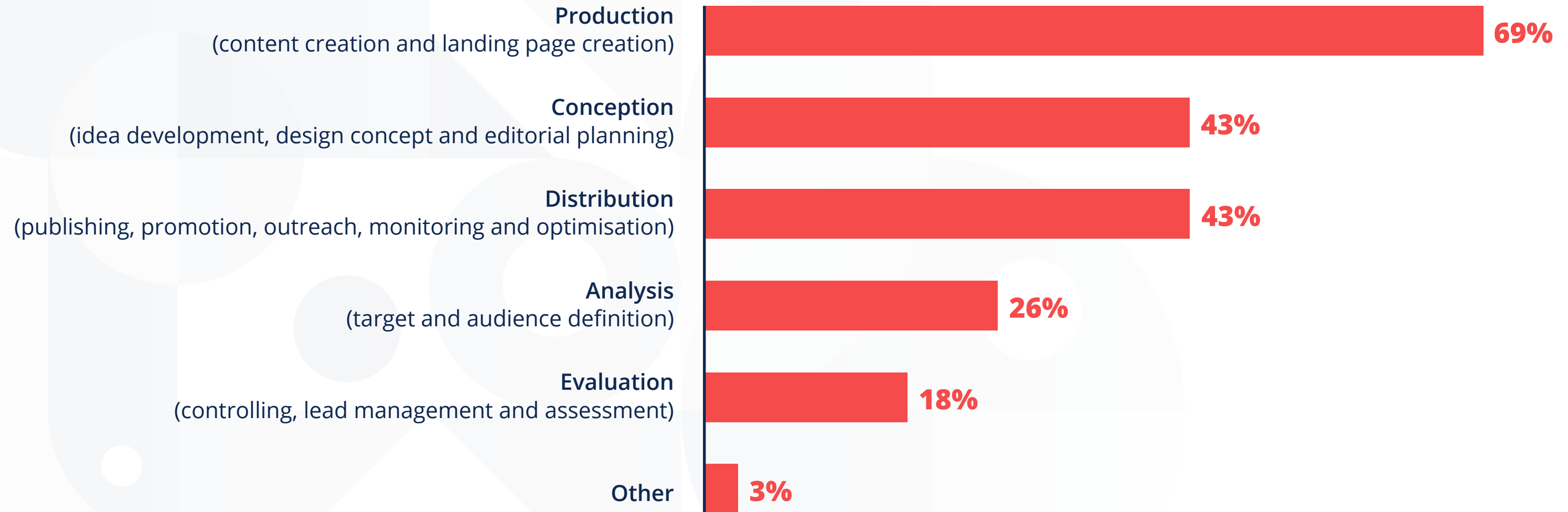


* Persons who work in companies that engage in digital content marketing
B2B companies: n = 113; B2C companies: n = 122

ORGANISATION AND TEAMS

When companies outsource processes, it's mainly content production

Which content marketing activities do you outsource?*



* Persons who work in companies that outsource digital content marketing activities; multiple answers possible
Companies total: n = 108

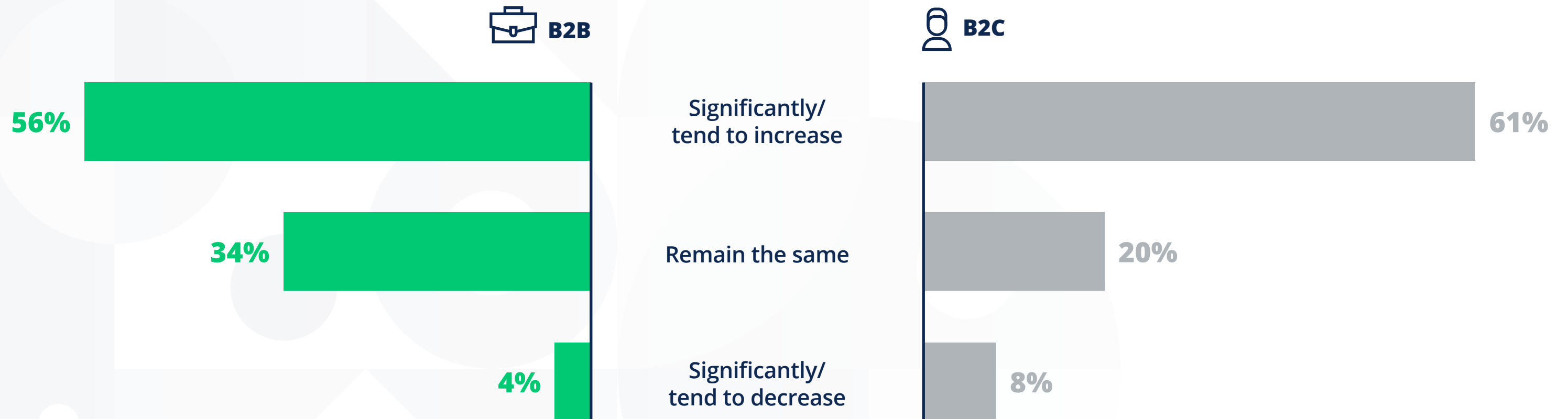
A woman in a blue button-down shirt is pointing with a white pen at a document on a table. Another person's hands are visible, one holding a smartphone. The background is a blurred office setting. The image has a blue overlay with geometric shapes on the left side.

03 BUDGET

BUDGET

Content marketing budgets will predominantly increase for 2023

How is your content marketing budget expected to change in 2023?*

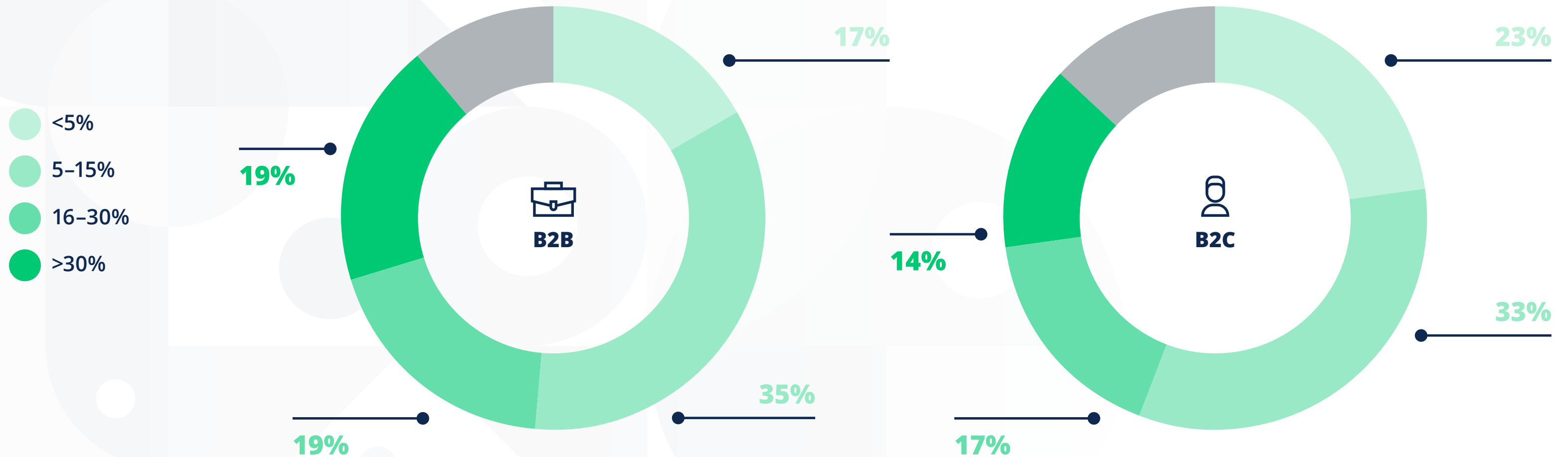


* Persons who work in companies that engage in digital content marketing
B2B companies: n = 113; B2C companies: n = 122

BUDGET

More than half of companies allocate less than 16% of their marketing budget to content marketing

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

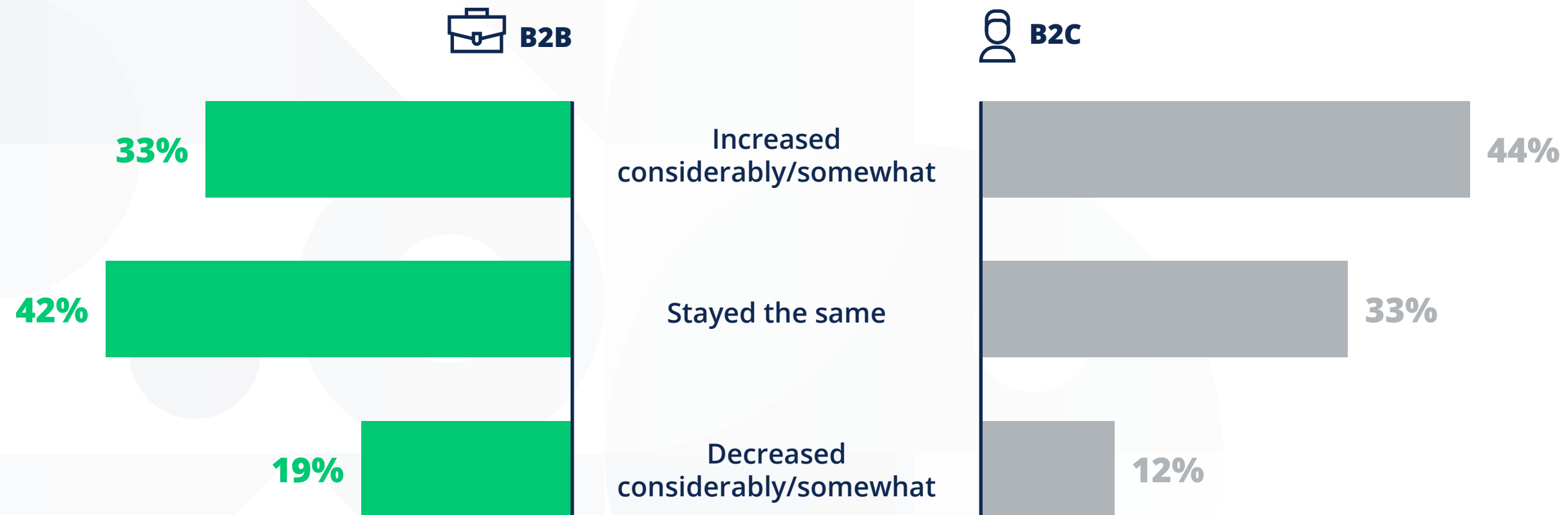


* Persons who work in companies that engage in digital content marketing
B2B companies: n = 113; B2C companies: n = 122

BUDGET

Every third B2B company spent more on content marketing in the crisis year of 2022

Thinking about the various crises in 2022, to what extent did your content-marketing expenditure change compared to the originally allocated budget as a result of the impacts of these crises?*



* Persons who work in companies that engage in digital content marketing
B2B companies: n = 113; B2C companies: n = 122

A man and a woman are looking at a tablet together. The man is on the left, wearing a blue shirt, and the woman is on the right, wearing a yellow shirt. They are both looking at the tablet with interest. The background is a blurred office setting. The image has a blue overlay on the left side.

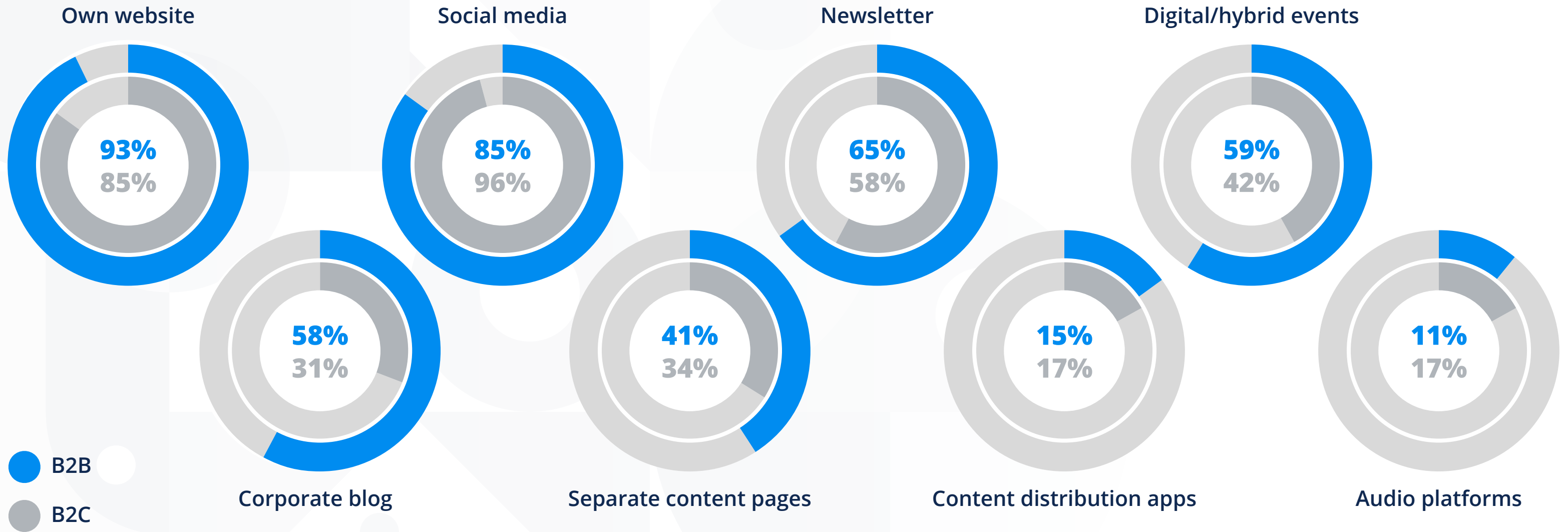
04

FORMATS AND CHANNELS

FORMATS AND CHANNELS

In addition to a company's own website, social media is the most popular channel

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

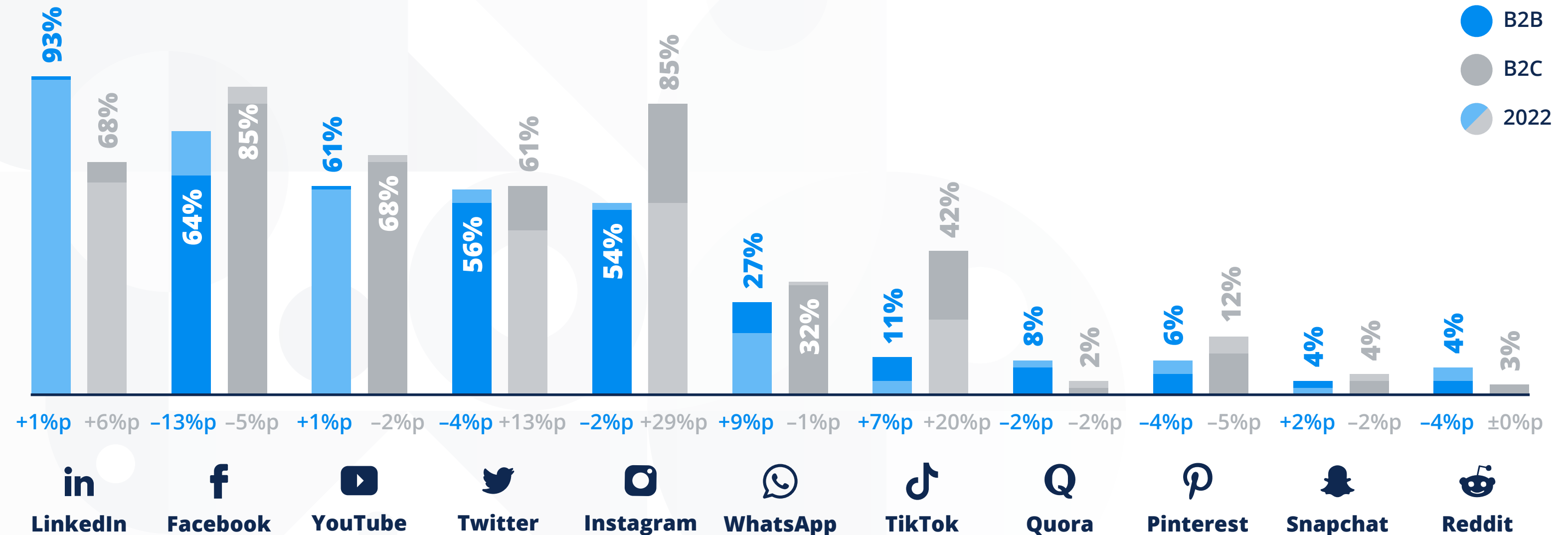


* Persons who do digital content marketing; multiple answers possible
B2B companies: n = 113; B2C companies: n = 122

FORMATS AND CHANNELS

Instagram and Facebook are neck and neck in the B2C sector now – in B2B, LinkedIn is still the most popular

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



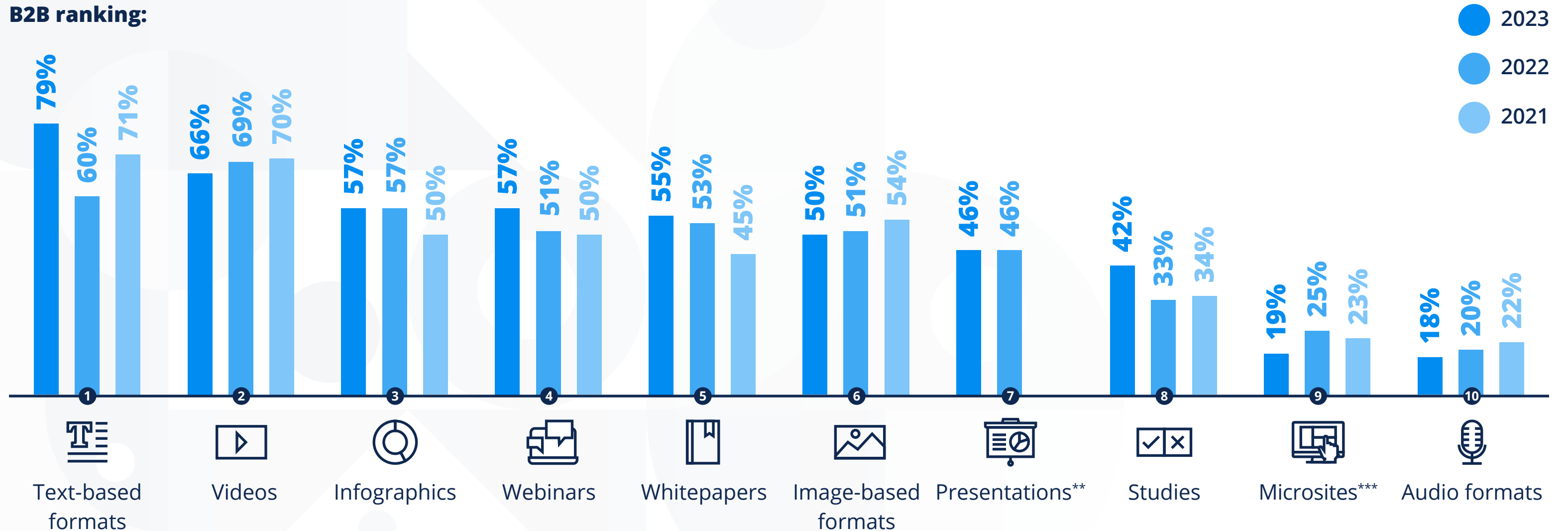
* Persons who use social media channels for content marketing; multiple answers possible; deviation from the previous year in percentage points (%p)
 B2B companies: n = 96 (2023) / 194 (2022); B2C companies: n = 117 (2023) / 204 (2022)

FORMATS AND CHANNELS

Whitepapers have become more popular with B2B companies over the last 3 years

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

B2B ranking:



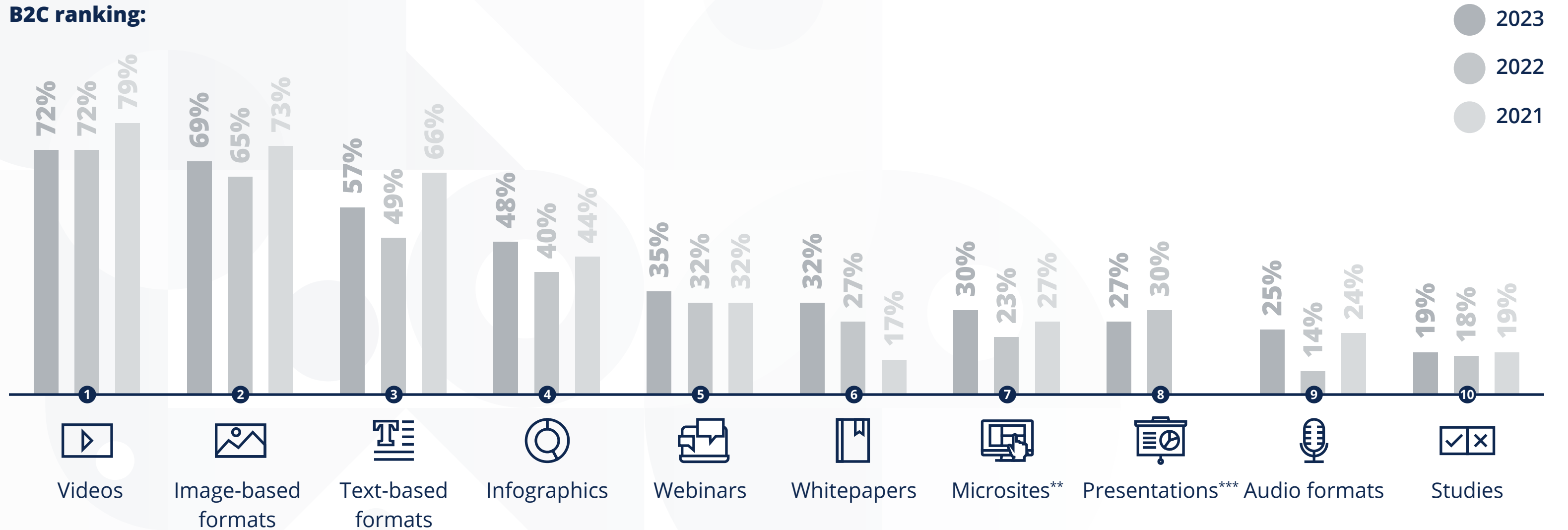
* Persons who work in companies that engage in digital content marketing; multiple answers possible; ** This option was not enquired about in 2021; *** 2022 & 2023 figures for microsites/interactive websites
B2B companies: n = 113 (2023) / 213 (2022) / 229 (2021)

FORMATS AND CHANNELS

B2C companies mainly use image, text and video formats

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

B2C ranking:



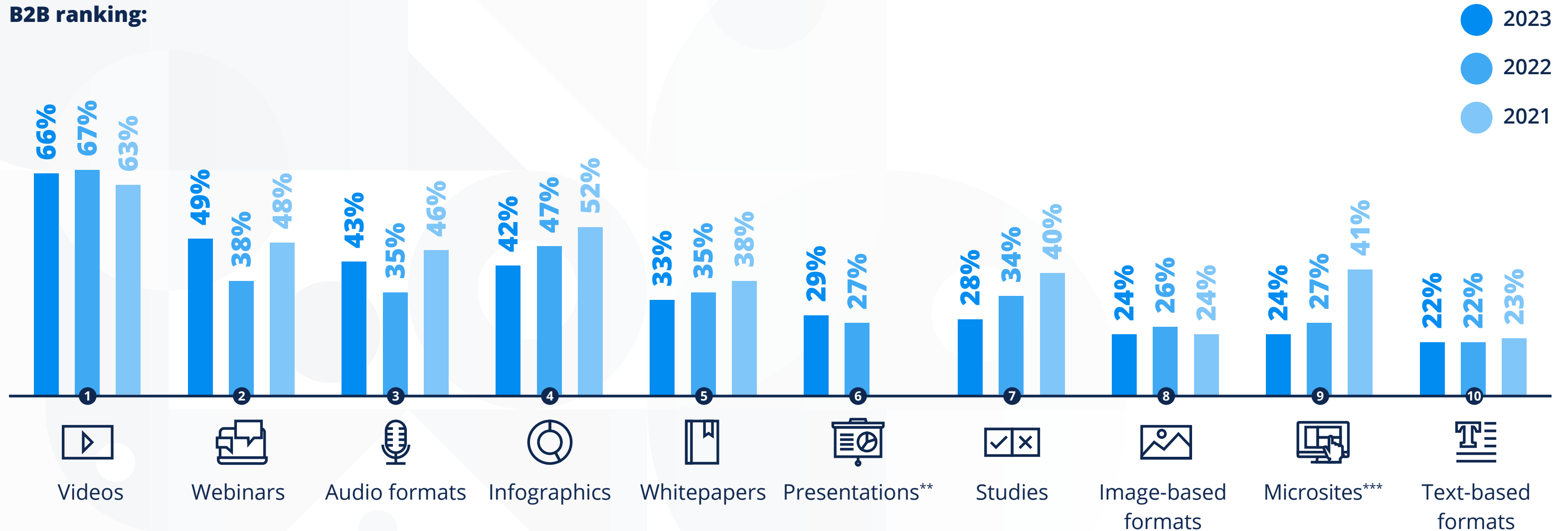
* Persons who work in companies that engage in digital content marketing; multiple answers possible; ** 2022 & 2023 figures for microsites/interactive websites; *** This option was not enquired about in 2021
B2C companies: n = 122 (2023) / 224 (2022) / 274 (2021)

FORMATS AND CHANNELS

Almost two-thirds of B2B companies would like to use more video formats

Which formats would you like to make more use of online for your content marketing IN THE FUTURE?*

B2B ranking:



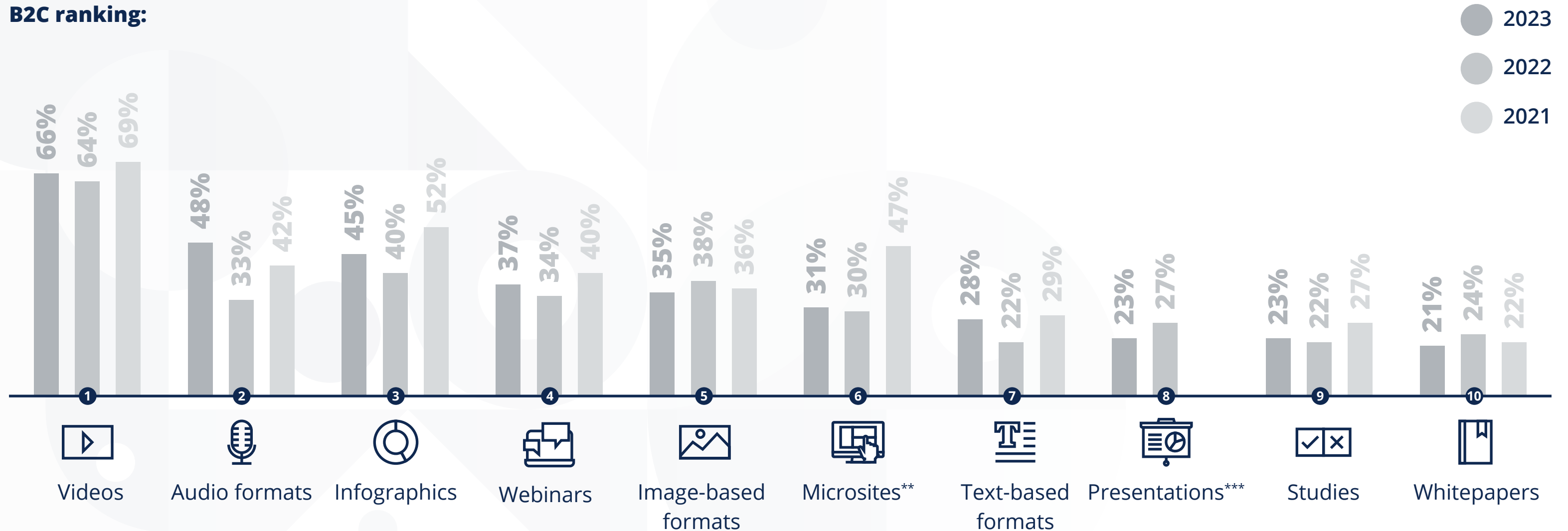
* Persons who work in companies that engage in digital content marketing; multiple answers possible; ** This option was not enquired about in 2021; *** 2022 & 2023 figures for microsites/interactive websites
B2B companies: n = 113 (2023) / 213 (2022) / 229 (2021)

FORMATS AND CHANNELS

Audio formats rank higher on the wish list for B2C companies this year

Which formats would you like to make more use of online for your content marketing IN THE FUTURE?*

B2C ranking:

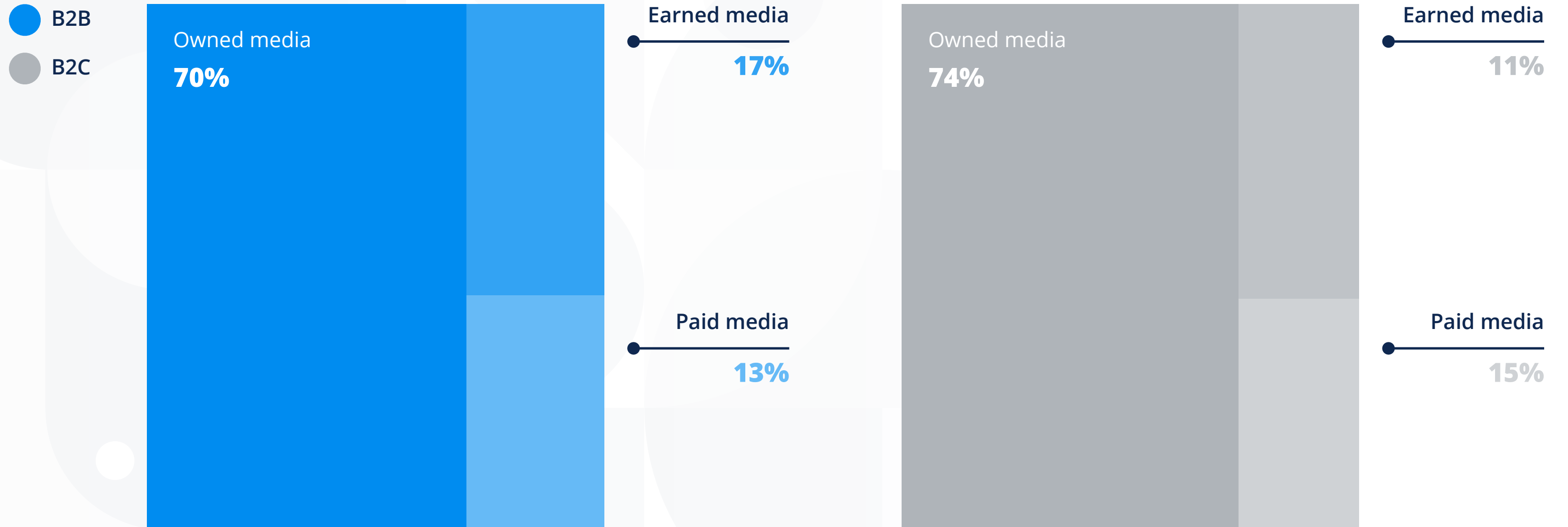


* Persons who work in companies that engage in digital content marketing; multiple answers possible; ** 2022 & 2023 figures for microsites/interactive websites; *** This option was not enquired about in 2021
B2C companies: n = 122 (2023) / 224 (2022) / 274 (2021)

FORMATS AND CHANNELS

The majority distribute content via their own channels

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



* Persons who work in companies that engage in digital content marketing; multiple answers possible
B2B companies: n = 113; B2C companies: n = 122



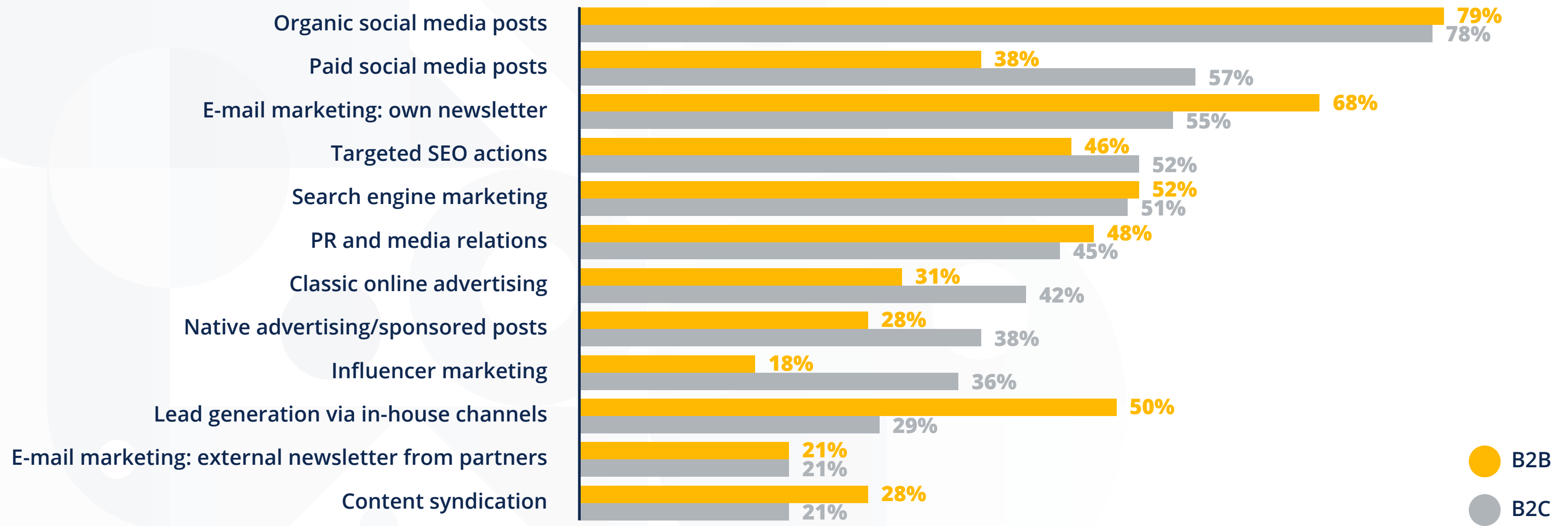
05

DISTRIBUTION

DISTRIBUTION

Compared to B2B, B2C puts more focus on paid posts

Which of the following measures have you implemented at your company in order to improve the visibility of your content?*

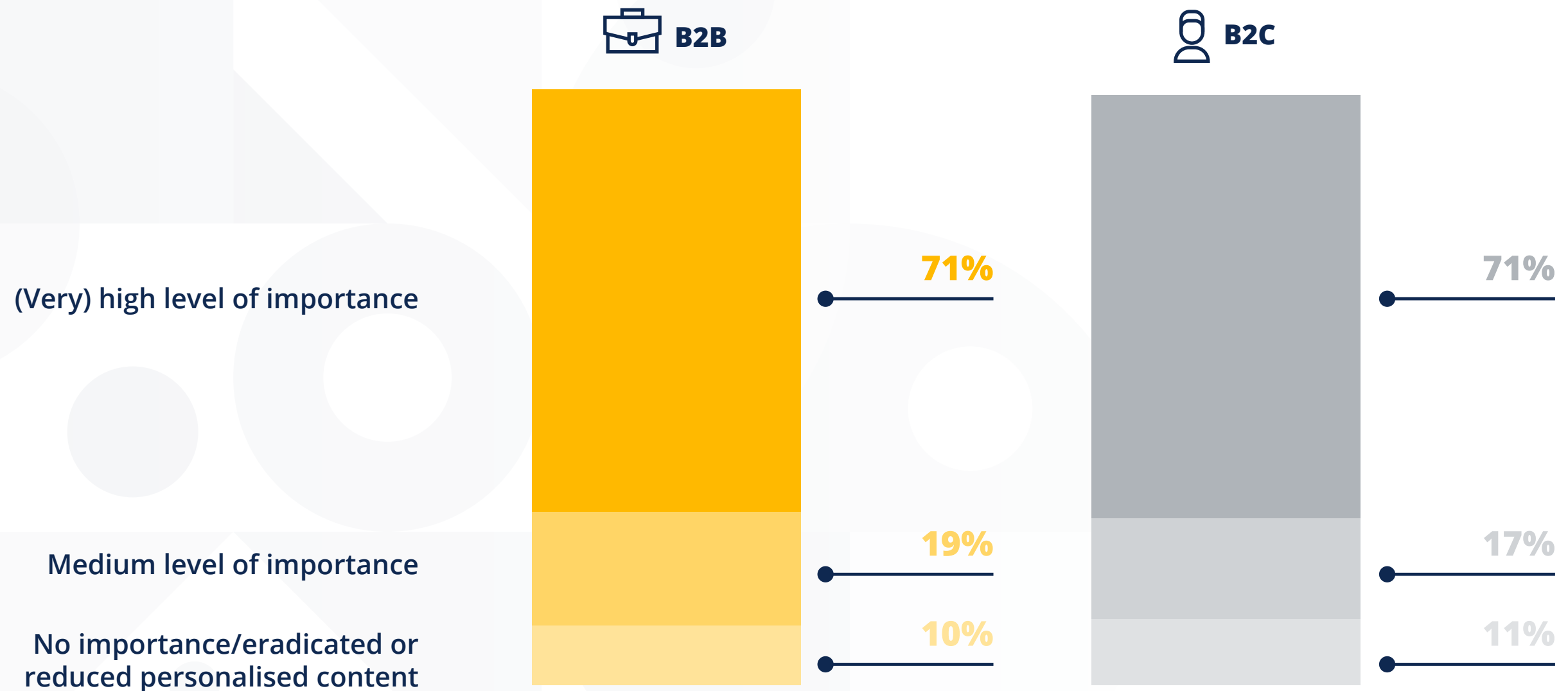


* Persons who work in companies that are pursuing a strategic goal with their content marketing
B2B companies: n = 112; B2C companies: n = 121

DISTRIBUTION

Distribution of personalised content has a (very) high level of importance for most companies

What level of importance do you attach to distributing personalised content in your company along the customer journey?*



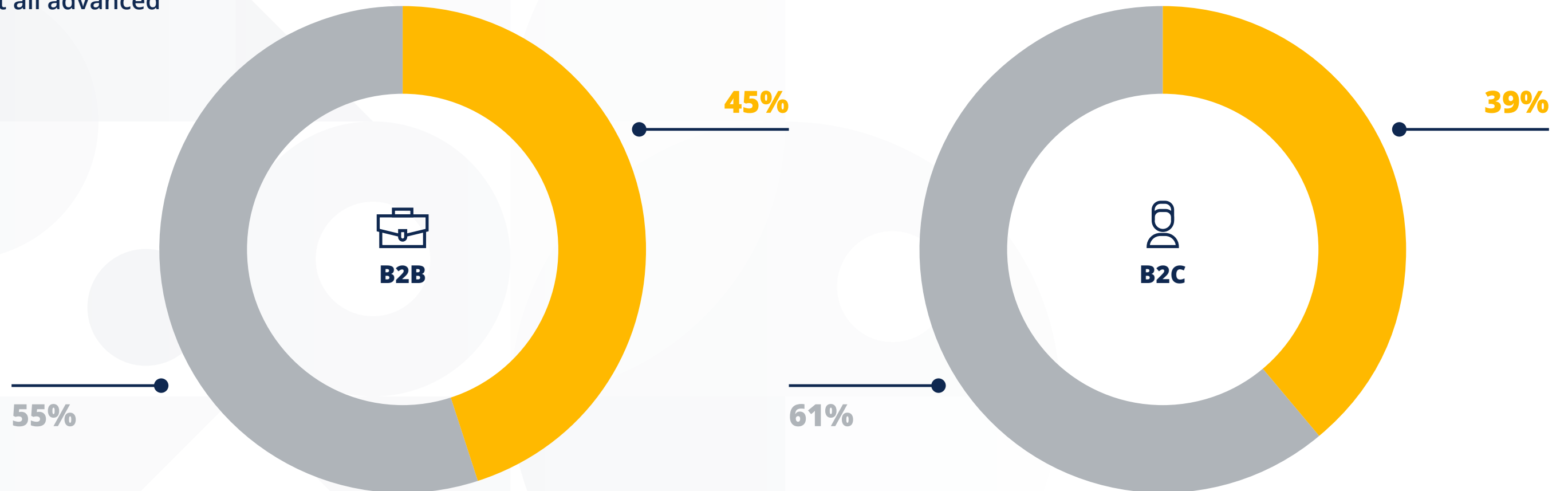
* Persons who work in companies that engage in digital content marketing or who are planning to start doing so soon
B2B companies: n = 113; B2C companies: n = 122

DISTRIBUTION

B2B companies are more advanced in automated nurturing than B2C companies

How advanced is your automation in addressing ('nurturing') leads and customers?*

- (Very) advanced
- Not very/not at all advanced



* Persons who work in companies that engage in digital content marketing or who are planning to start doing so soon
B2B companies: n = 113; B2C companies: n = 122



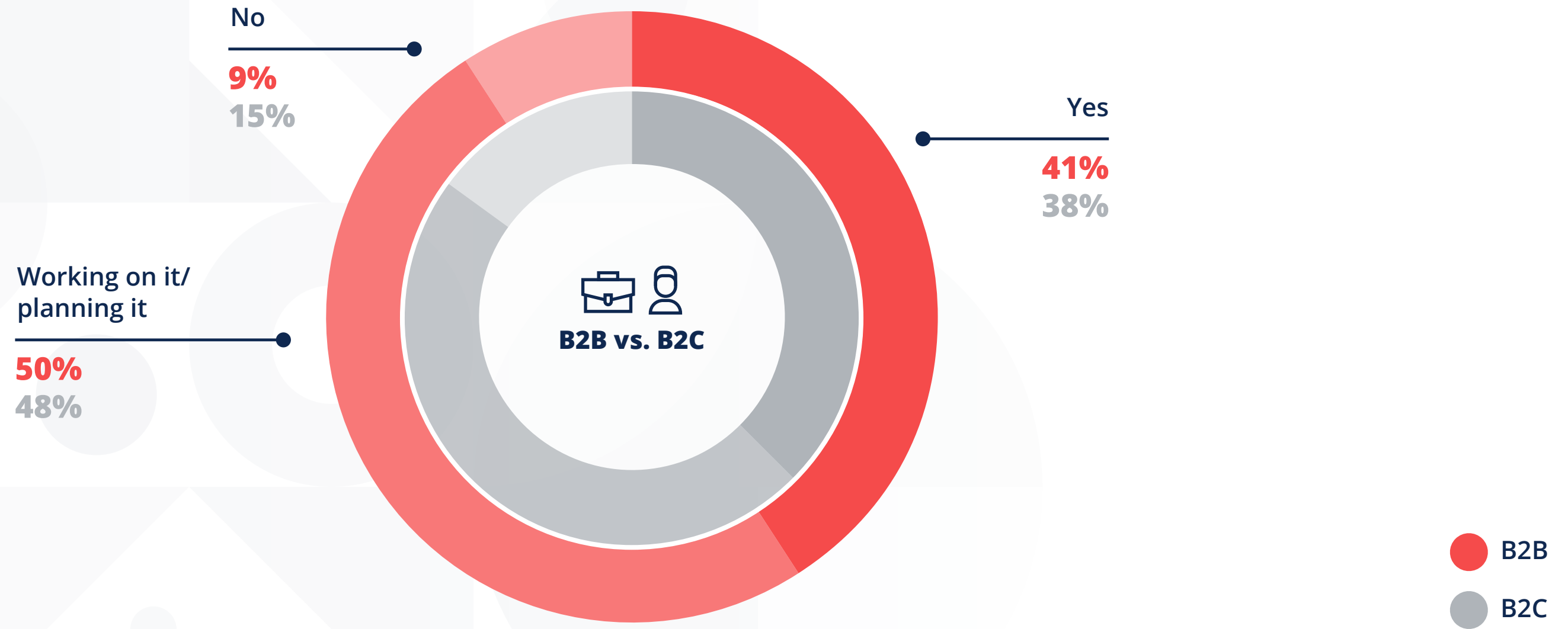
06

PERFORMANCE MEASUREMENT

PERFORMANCE MEASUREMENT

Concepts for measuring success are slightly more common among B2B companies

Do you have a specific approach to measuring the success of your content marketing activities?*

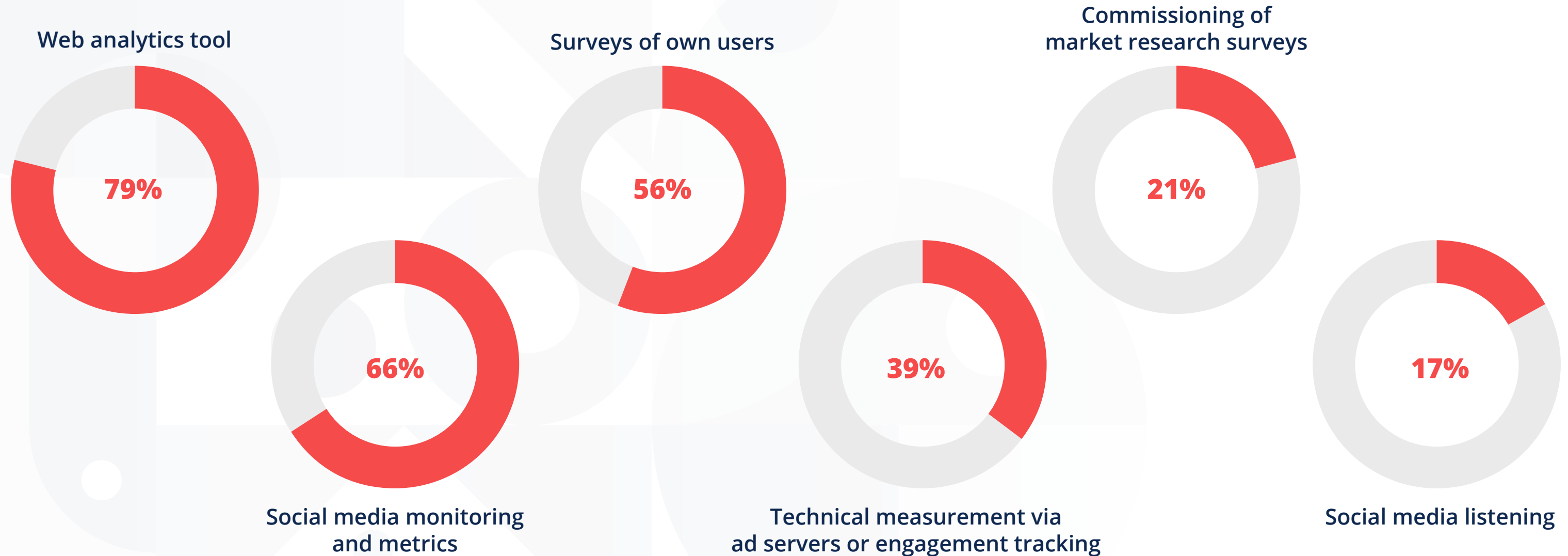


* Persons who work in companies that engage in digital content marketing
B2B companies: n = 113; B2C companies: n = 122

PERFORMANCE MEASUREMENT

Web analytics tools and social media metrics are most commonly used to measure success

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

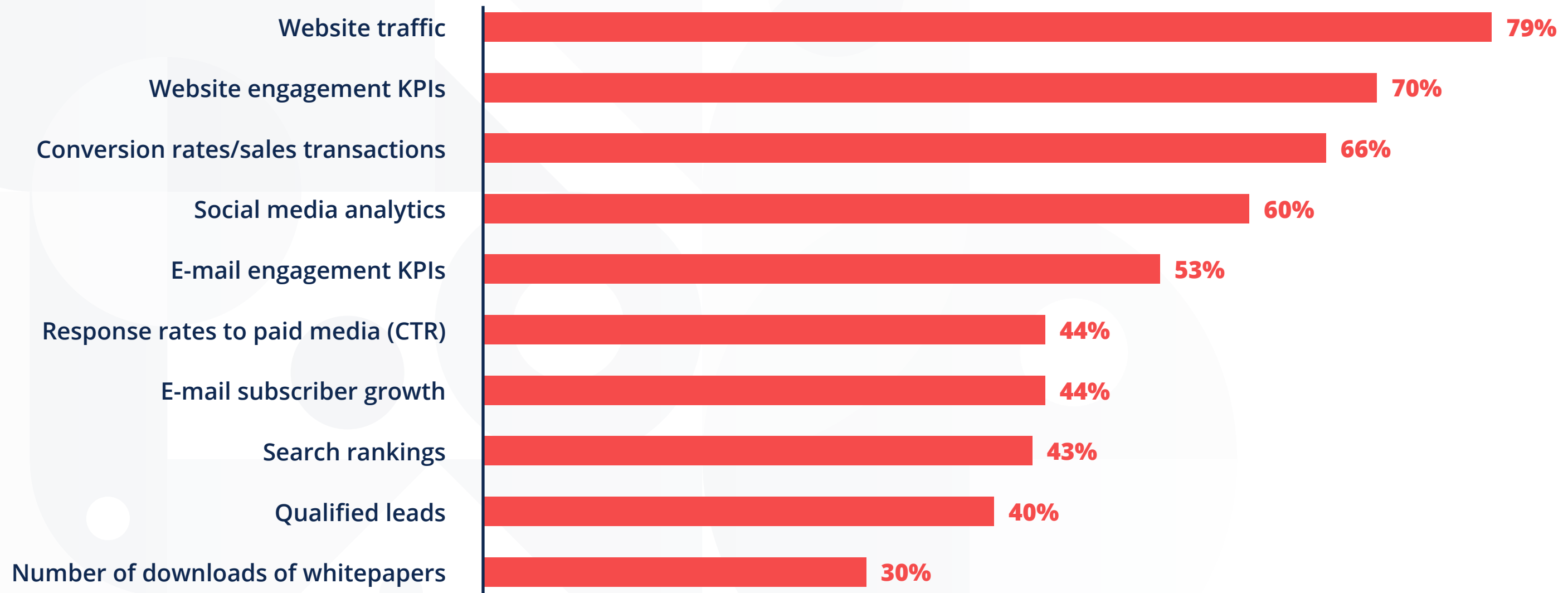


* Persons who work in companies that measure the success of their content marketing activity; multiple answers possible
Companies total: n = 90

PERFORMANCE MEASUREMENT

Website traffic and website engagement 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?*

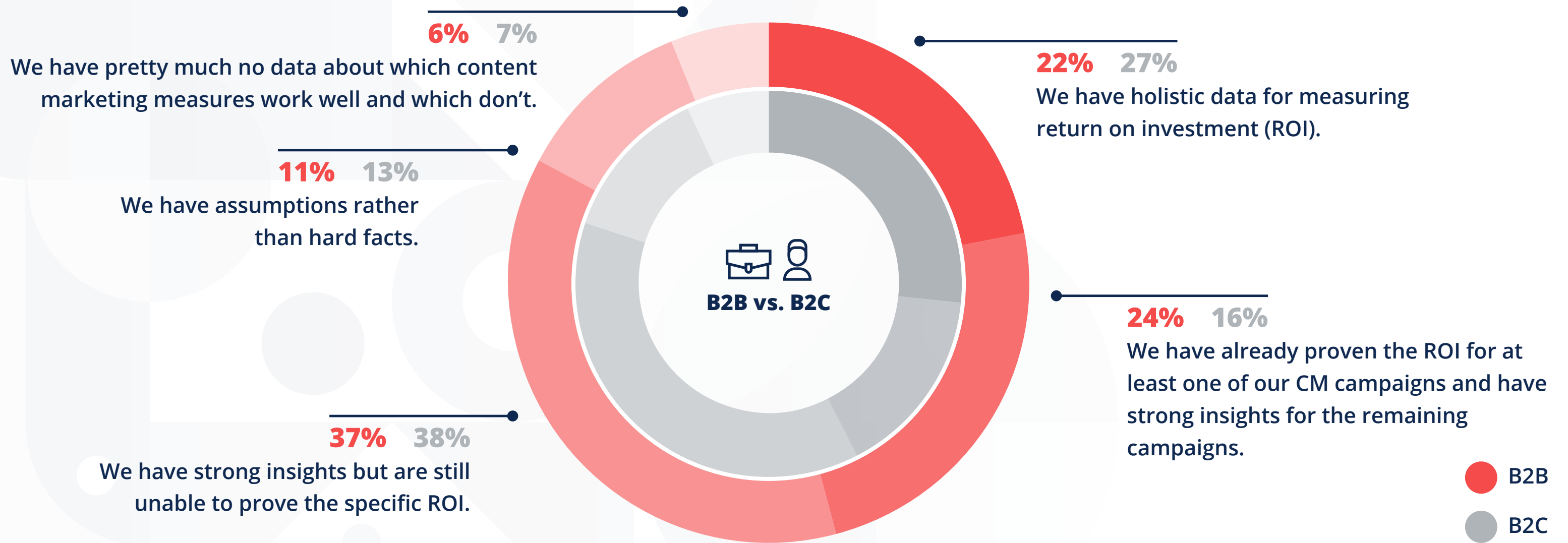


* Persons who work in companies that measure the success of their content marketing activity; multiple answers possible
Companies total: n = 90

PERFORMANCE MEASUREMENT

Around 4 out of 10 companies have strong insights on their ROI

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



* Persons who are working in a company that at least partially have a concept for measuring the success of their content marketing activity; multiple answers possible
B2B companies: n = 103; B2C companies: n = 104

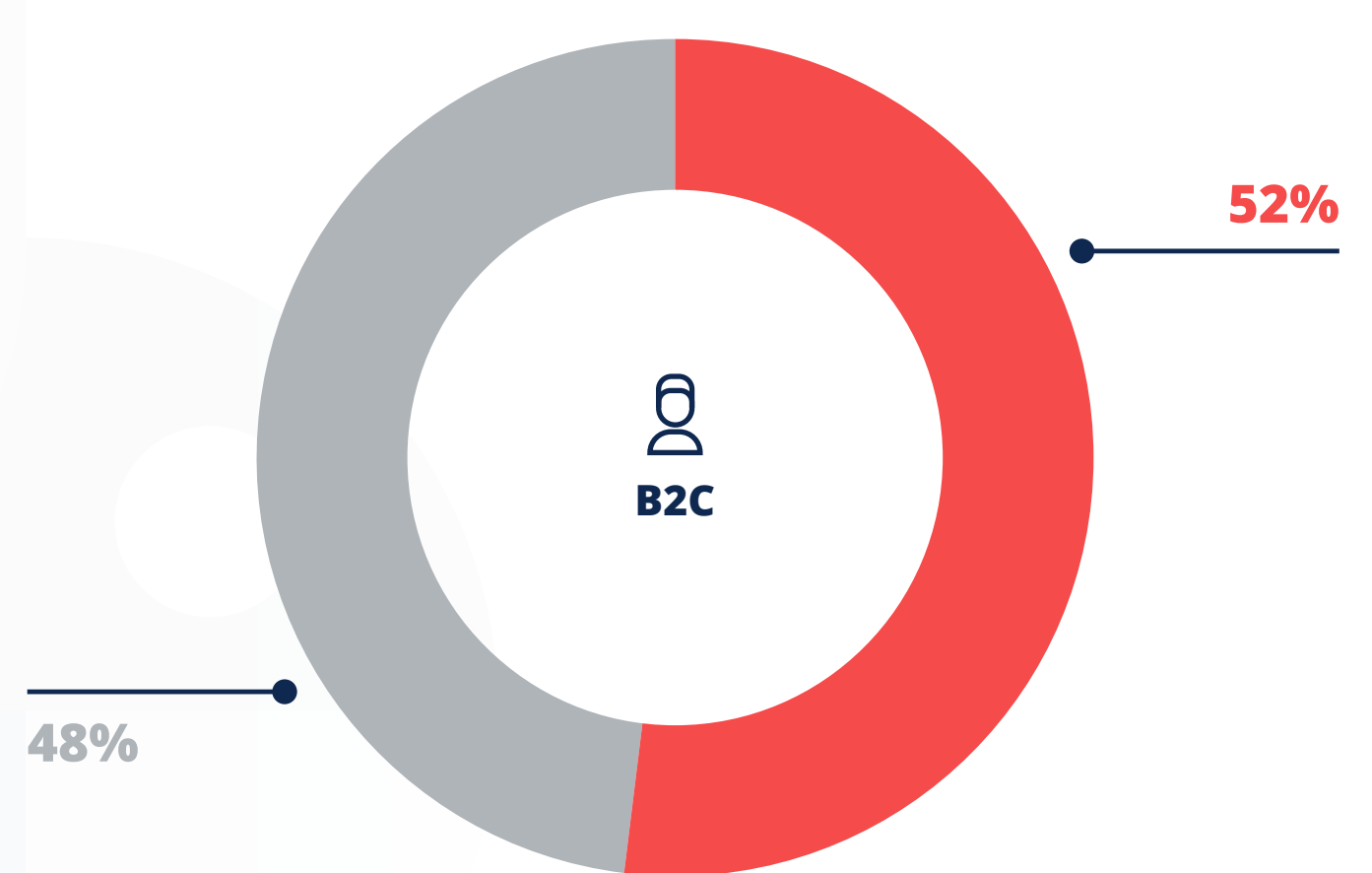
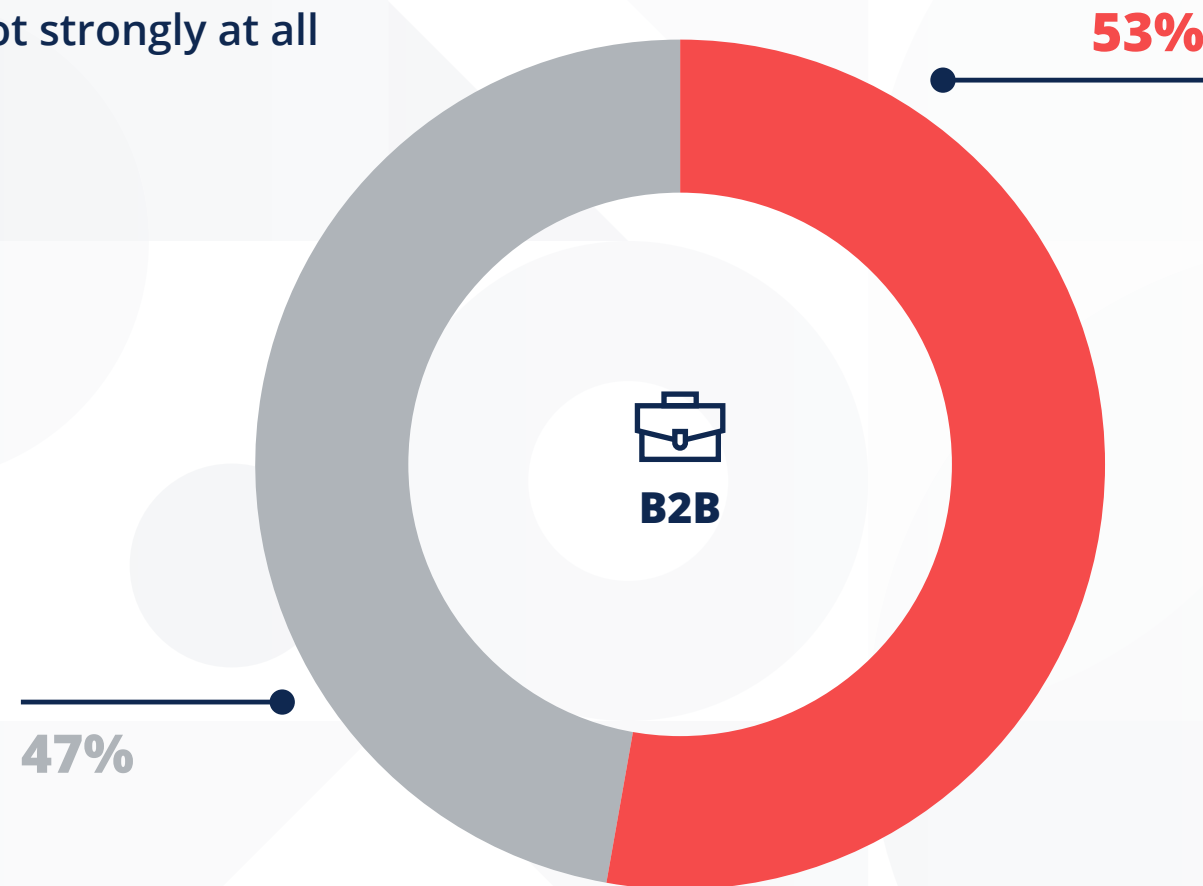
PERFORMANCE MEASUREMENT

More than half of companies link their content marketing to commerce conversions

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

● (Very) strongly

● Less strongly/not strongly at all



* Persons who work in companies that engage in digital content marketing; multiple answers possible
B2B companies: n = 113; B2C companies: n = 122

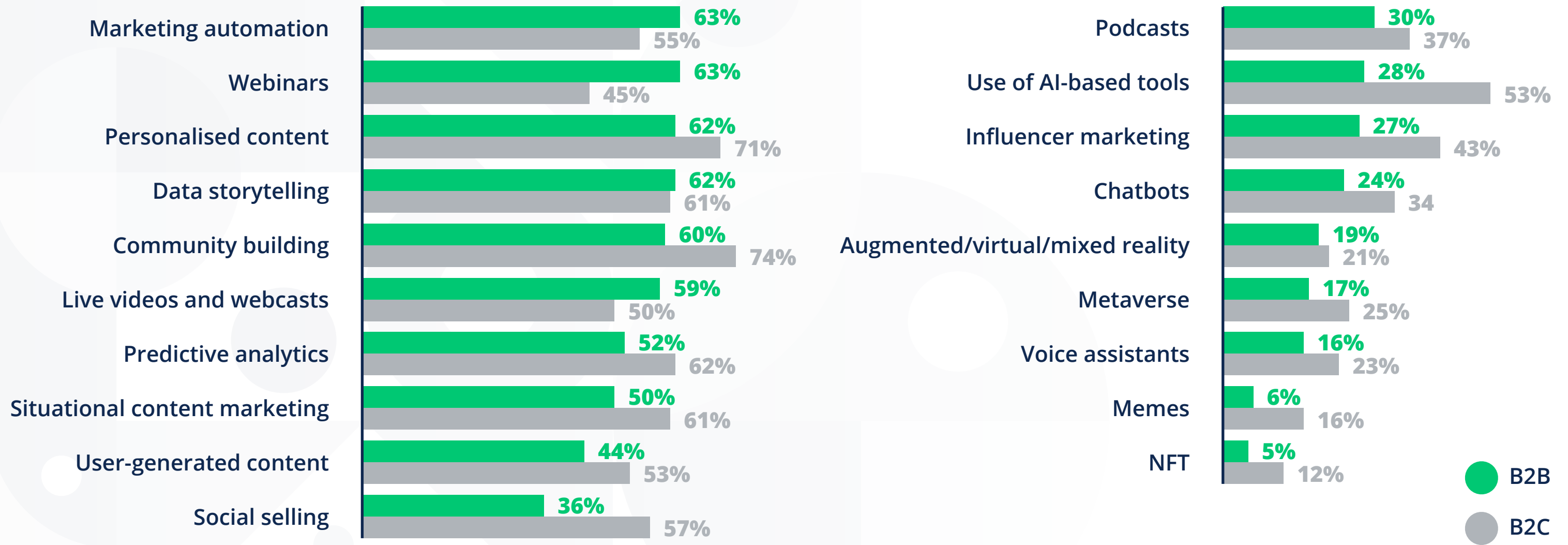


07
TRENDS

TRENDS

AI tools are more important for B2C than for B2B companies

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

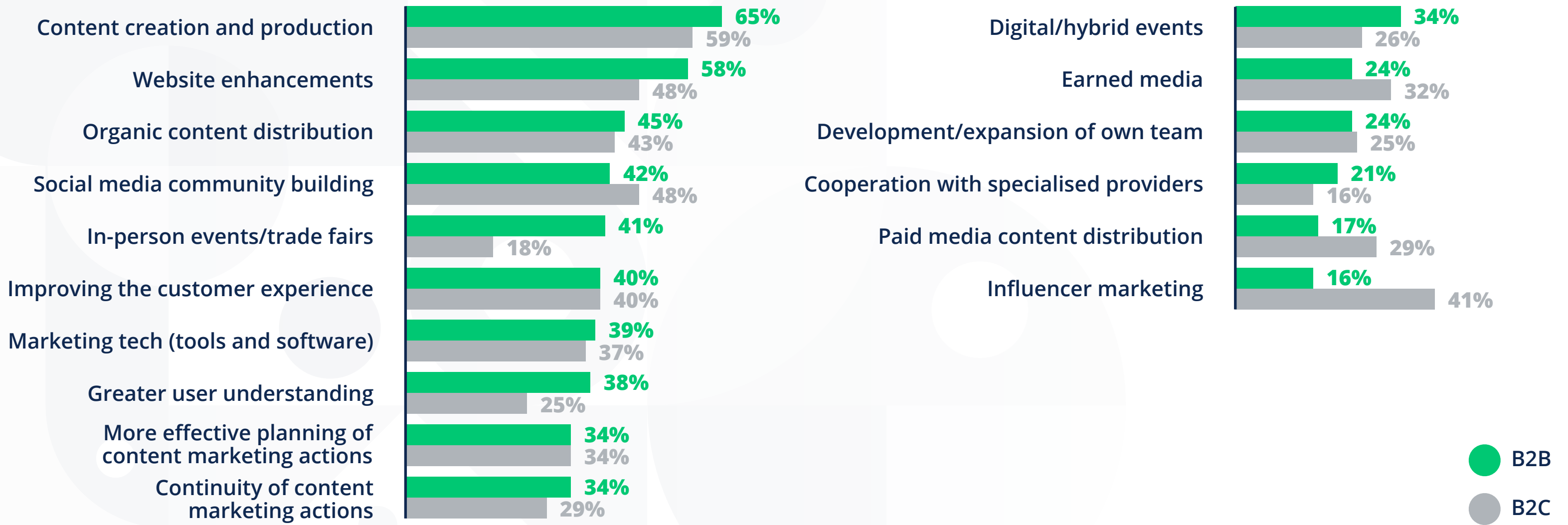


* Persons who work in companies that engage in digital content marketing or who are planning to start doing so soon; multiple answers possible
B2B companies: n = 113; B2C companies: n = 122

TRENDS

In 2023, B2B companies want to invest the most in website and content creation

In which of the following content marketing activities/areas do you plan to invest (even) more in 2023?*



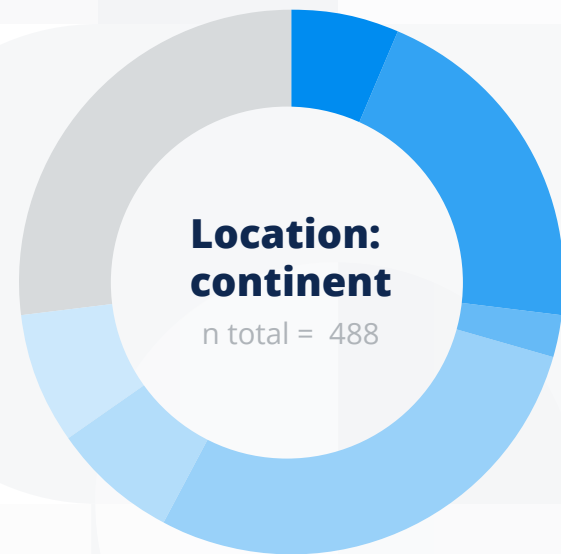
* Persons who work in companies that engage in digital content marketing or who are planning to start doing so soon; multiple answers possible
 B2B companies: n = 113; B2C companies: n = 122

08

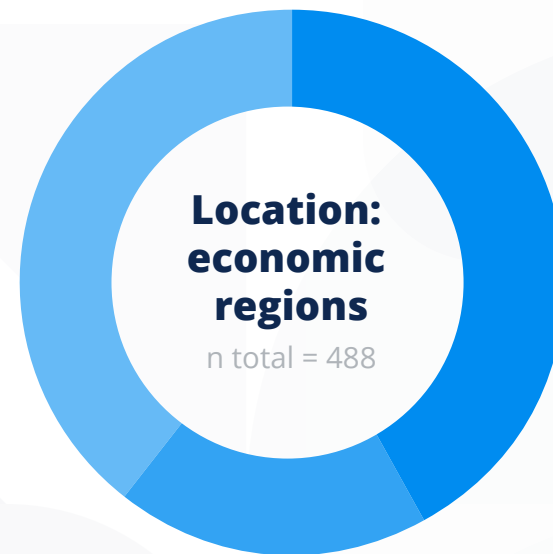
REPORT/ METHODOLOGY

ABOUT THE STUDY

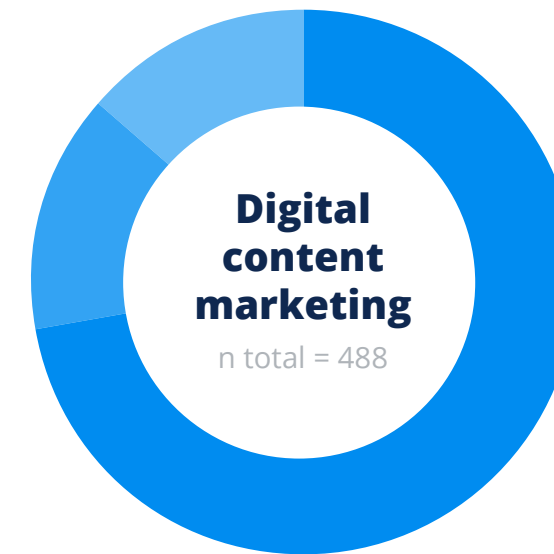
A total of 488 participants were questioned via an online survey between 9 January and 3 March 2023. The survey was distributed via the Statista newsletter, CMCX and Content Marketing Forum. People were also made aware of the survey via LinkedIn.



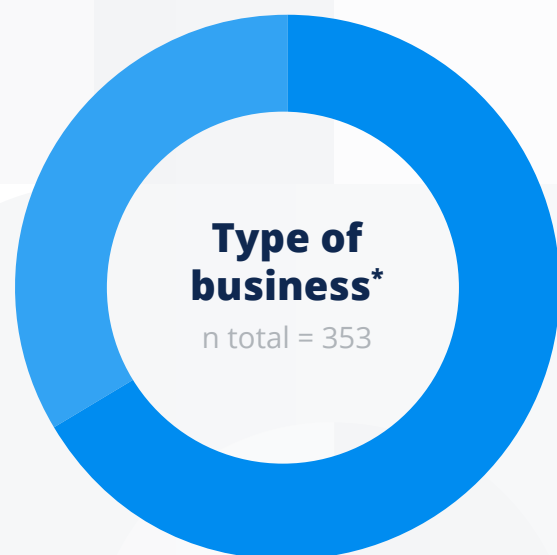
	Percentage of participants	Number of participants
Africa	7%	32
Asia	20%	100
Australia	2%	12
Europe	28%	139
North America (except USA)	7%	36
South America	8%	38
USA	27%	131



	Percentage of participants	Number of participants
AMER	42%	205
APAC	19%	91
EMEA	39%	192



	Percentage of participants	Number of participants
Engage in digital content marketing	72%	353
Do not engage in digital content marketing	14%	69
Are planning to engage in digital content marketing	14%	66



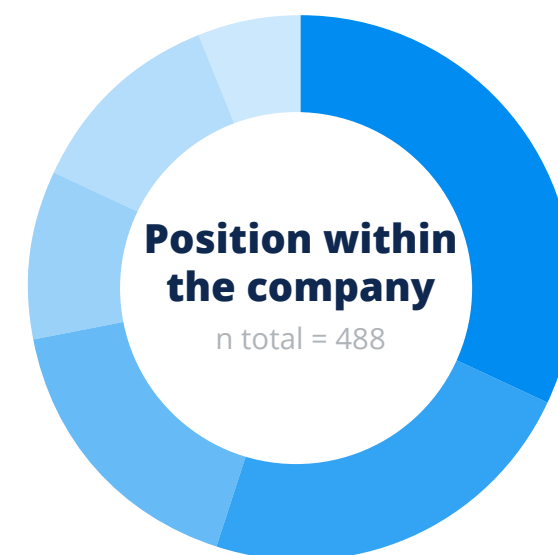
	Percentage of participants	Number of participants
Companies that engage in content marketing themselves (publishers)	67%	235
Agencies that engage in content marketing (service providers)	33%	118

* Persons who do digital content marketing



	Percentage of participants	Number of participants
B2C	52%	183
B2B	48%	170

* Persons who do digital content marketing

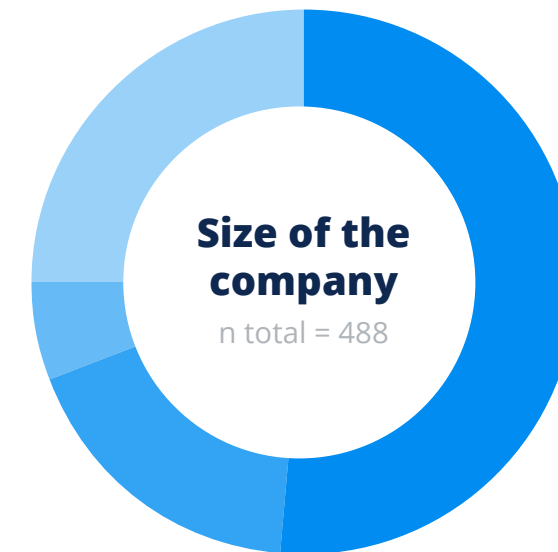


	Percentage of participants	Number of participants
Executive manager/chairperson/CEO	32%	155
Head of division/director	23%	113
Team manager/project manager	17%	84
Employee with supervisory role	10%	48
Employee with no supervisory role	12%	59
None of the above positions	6%	29

INDUSTRY IN WHICH THE COMPANY OPERATES*

Industry	Percentage of participants	Number of participants
Associations, societies and public bodies	4%	13
Automotive	2%	9
Banking, insurance and FinTech	5%	19
Construction and architecture	2%	8
Industrial products and machine building	2%	6
Internet, digital business and media	15%	56
Law, controlling, personnel and administration	2%	7
Manufacturing industry and consumer goods	7%	27
Marketing, advertising, PR and consulting	14%	50
Pharmaceuticals, healthcare and medical systems	6%	24
Raw materials extraction, agriculture/forestry, nature, animals and the environment	3%	11
Recreation, gastronomy and tourism	3%	11
Retail	6%	22
Transport, warehousing and logistics	2%	7
Utilities	1%	3
Other	26%	97

* Persons who do not work in an agency
n total = 370



	Percentage of participants	Number of participants
Less than 50 employees	52%	253
50 to 249 employees	18%	86
250 to 499 employees	6%	28
500+ employees	25%	121

