

# Content Marketing in the UK: 2013 Benchmarks, Budgets, and Trends



# OVERVIEW: THE STATE OF CONTENT MARKETING IN THE UK

## Hello Marketers!

Welcome to *Content Marketing in the UK: 2013 Benchmarks, Budgets, and Trends*.

The Content Marketing Institute (CMI) and the Direct Marketing Association UK (DMA) are pleased to present this premier study of content marketing in the UK. Whilst the primary focus of this report is on the UK, you'll note some interesting comparisons with North America and Australia throughout.

### Here are some of the key findings the research has uncovered:

- ▶ 94% of marketers in the UK have adopted content marketing.
- ▶ On average, UK marketers use 13 content marketing tactics, whilst their North American and Australian peers use 12. They also have the highest adoption rate for the most popular tactics: “articles on your website,” “social media (other than blogs),” and “eNewsletters.”
- ▶ UK marketers are investing more in content marketing than their international peers: 64% plan to increase their content marketing spend over the next 12 months. Even the UK marketers that rate their efforts as least effective plan to make significant investments in content marketing.

As you delve into the research, you will see that UK B2B and B2C marketers deal with content differently. B2C marketers use a greater number of tactics – particularly mobile – and outsource content creation more frequently. On the other hand, B2B marketers allocate more budget to content marketing and tailor their content more frequently.

Overall, UK marketers rank themselves higher in terms of content marketing effectiveness than their North American and Australian peers do – a sure sign of growing confidence.

On with the content marketing revolution!



**Joe Pulizzi**

Founder  
Content Marketing Institute

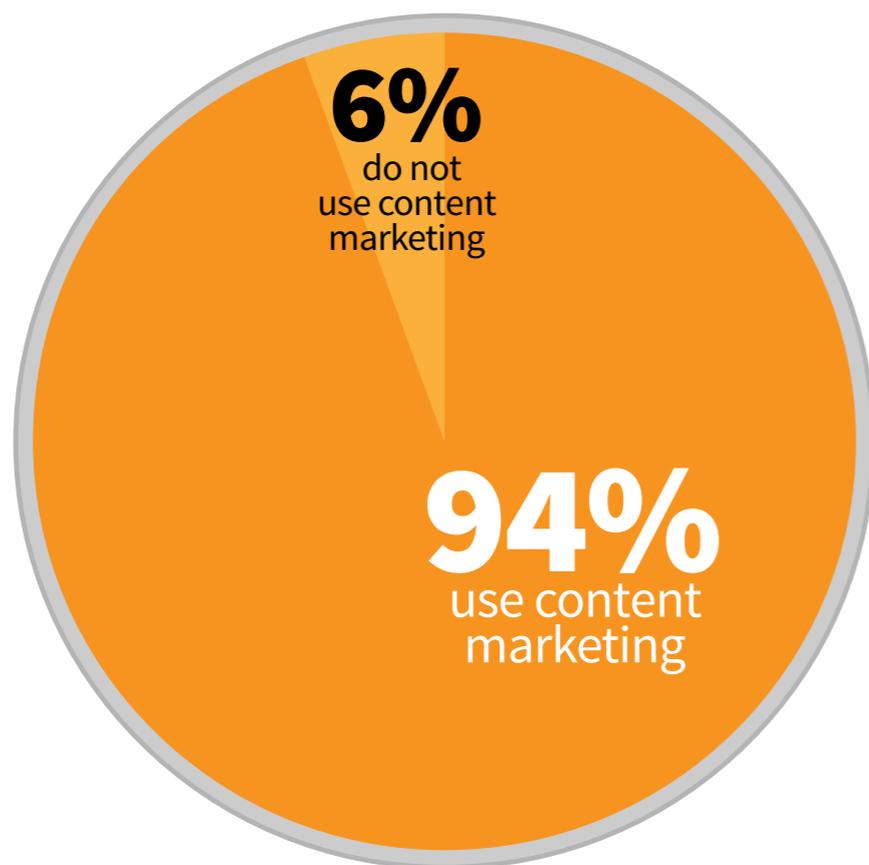


**Chris Combemale**

Executive Director  
Direct Marketing Association UK

# 94% of UK marketers use content marketing.

## Percentage of UK Respondents Using Content Marketing

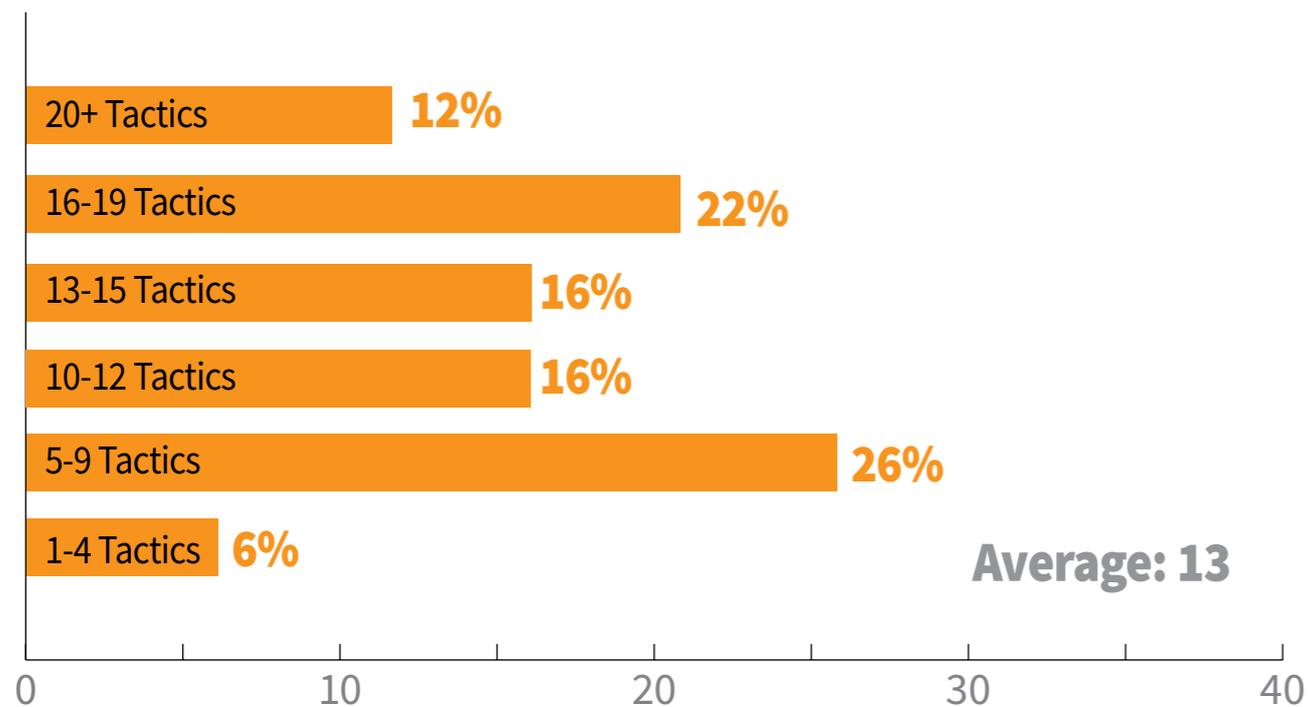


- ▶ 97% of UK B2C marketers are using content marketing, versus 95% of their B2B peers.
- ▶ More UK B2C marketers (97%) use content marketing compared with their B2C peers in North America (86%) and Australia (89%).
- ▶ More UK B2B marketers (95%) use content marketing compared with their B2B peers in North America (91%); however, fewer use it when compared with their Australian B2B peers (98%).

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# UK marketers use an average of 13 content marketing tactics.

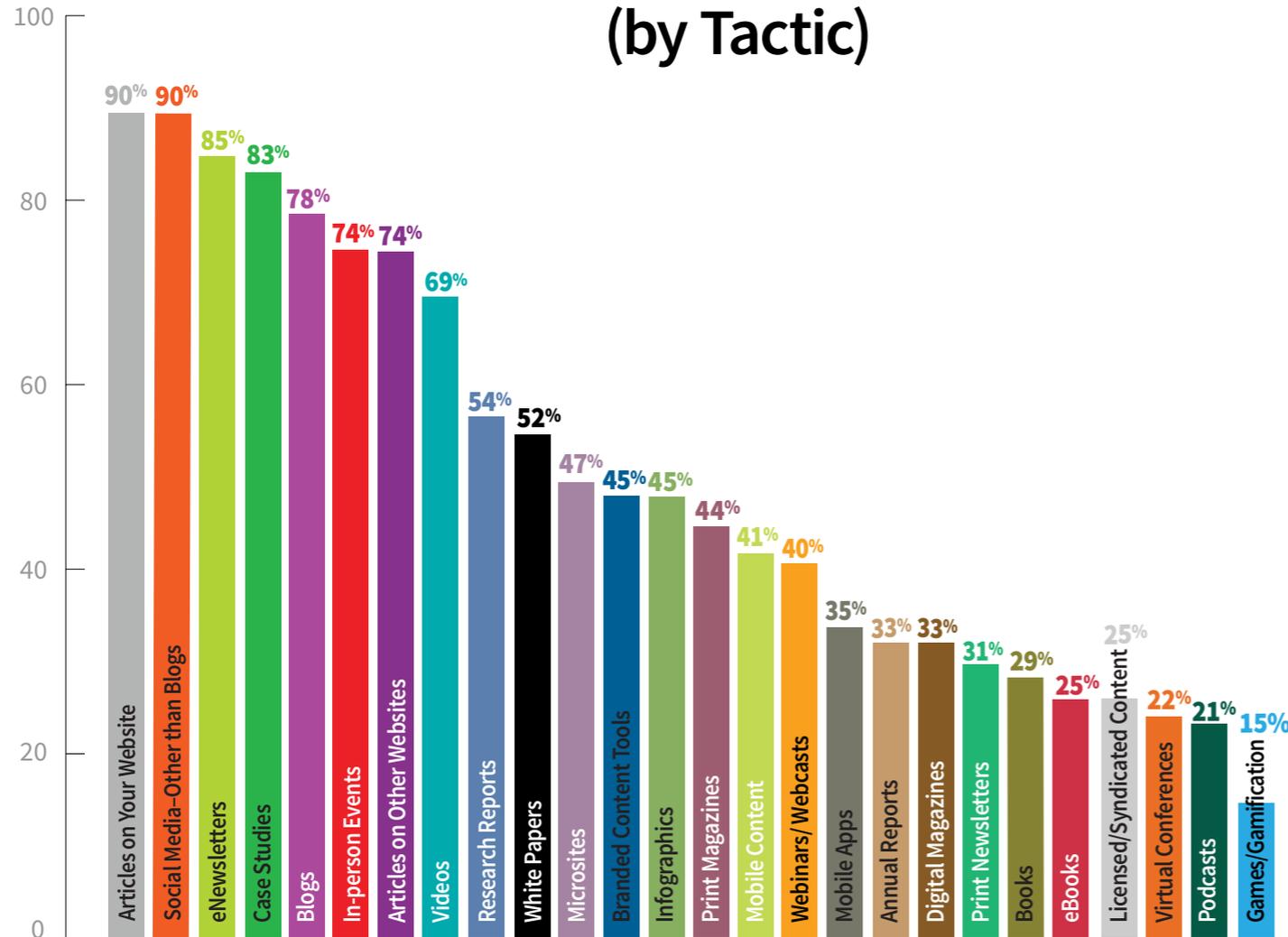
## Number of Tactics UK Marketers Use



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- ▶ Overall, UK marketers use a greater number of tactics than their North American and Australian peers – who use an average of 12 tactics – do.
- ▶ UK B2C marketers use more tactics (14) than their B2B peers (12) do.

## Content Marketing Usage in the UK (by Tactic)



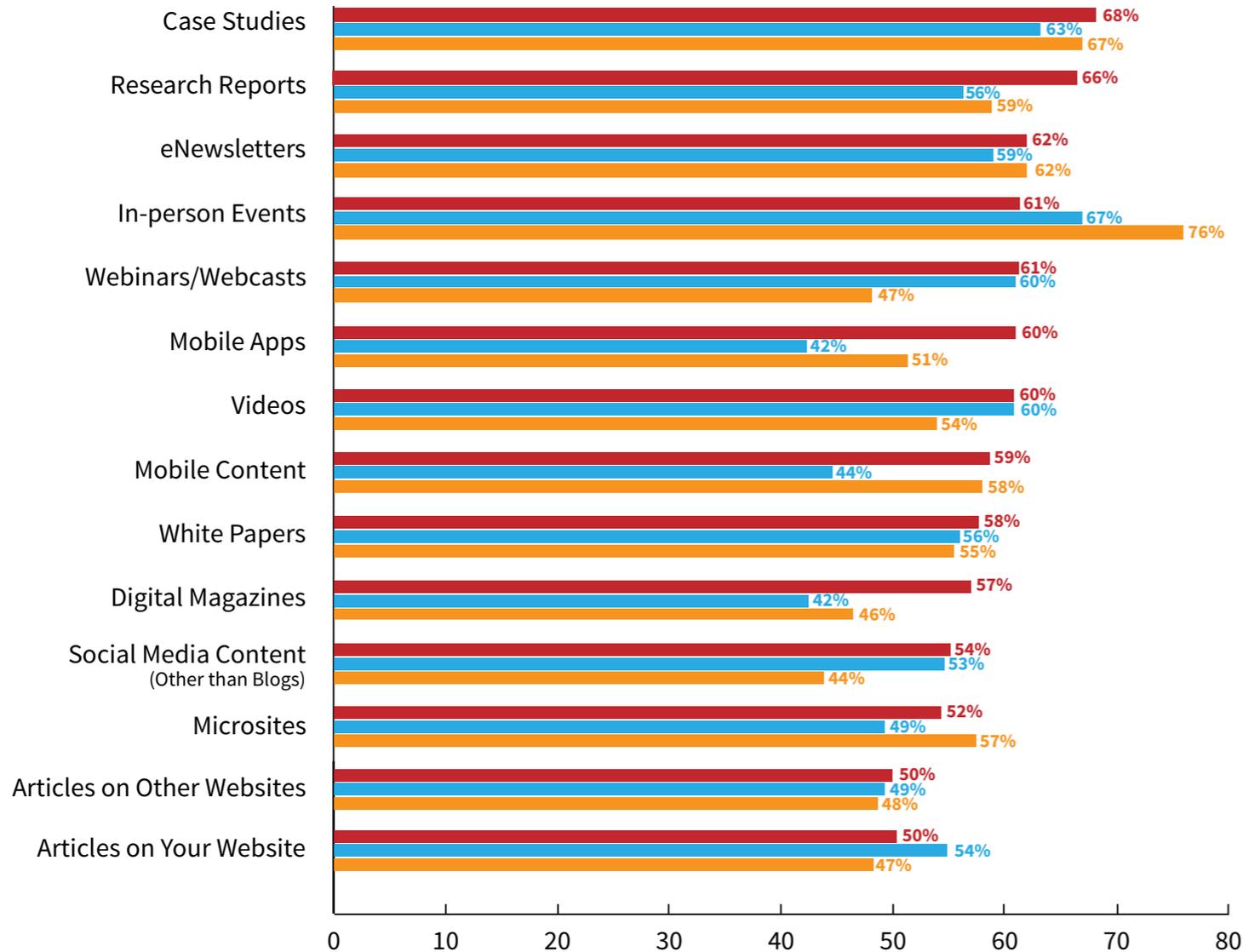
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- ▶ As with their peers in North America and Australia:
  - UK B2C content marketers use more mobile apps, mobile content, and print magazines/newsletters than their B2B counterparts do;
  - UK B2B marketers use more case studies, white papers, webinars/webcasts, and research reports than their B2C counterparts do.
  
- ▶ UK and Australian B2C marketers use mobile apps and mobile content more often than their North American B2C peers do.

# Effectiveness Ratings of Tactics

Percentage of Respondents that Consider the Following Tactics Effective

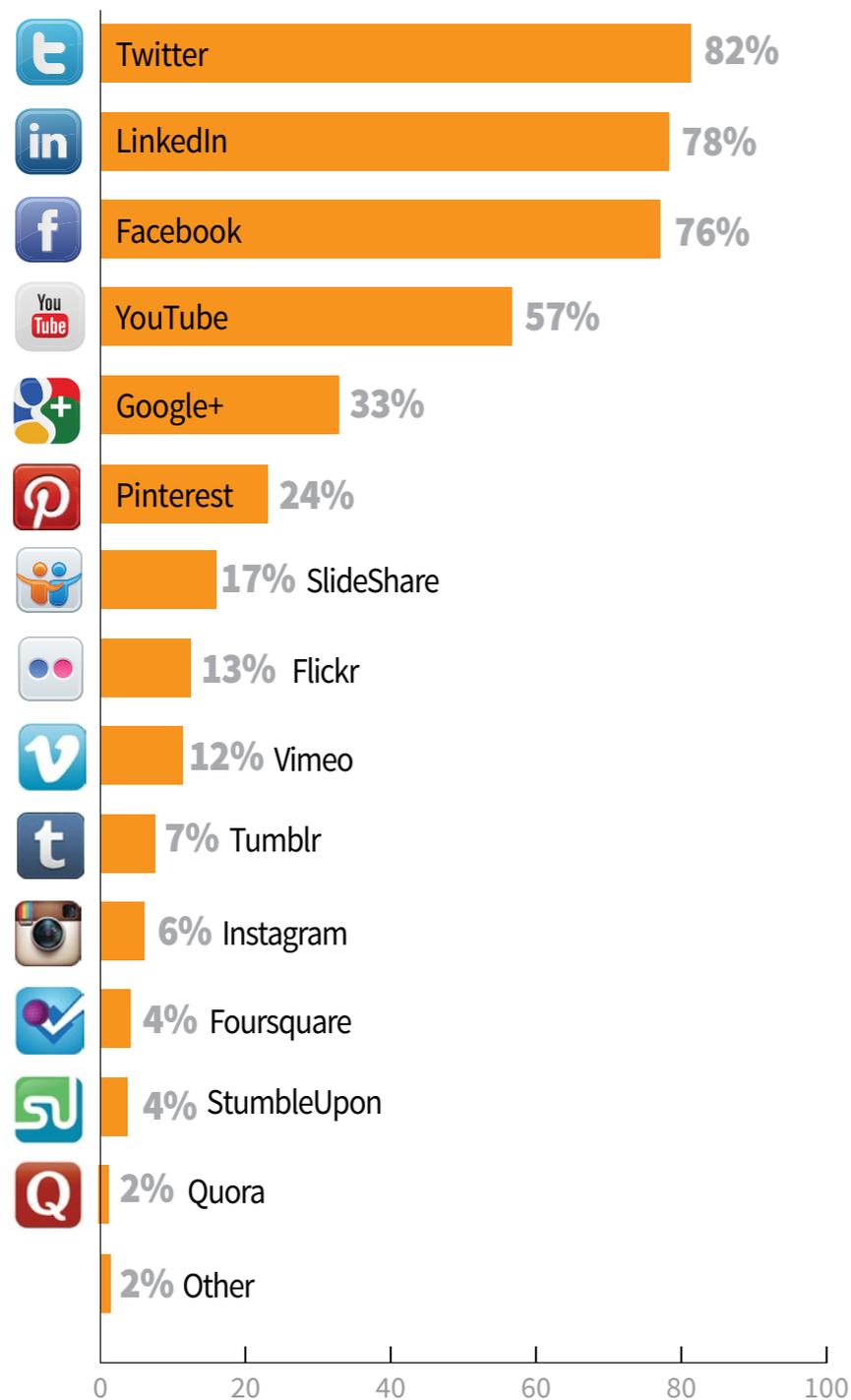
United Kingdom North America Australia



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- ▶ Whilst UK marketers overall say case studies are most effective, North American (67%) and Australian marketers (76%) cite in-person events.
- ▶ UK B2B marketers rank case studies as most effective (72%), whilst their B2C peers cite eNewsletters (71%).

### Percentage of UK Marketers that Use Various Social Media Platforms to Distribute Content



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- ▶ B2B and B2C content marketers in the UK and Australia — along with B2C marketers in North America — use an average of four social media platforms to distribute content, whereas B2B marketers in North America use five.
- ▶ UK B2B marketers use LinkedIn (87%) the most, whereas their B2C peers use Facebook (91%) the most. The same is true with B2B and B2C marketers in North America and Australia.

# UK marketers cite brand awareness as their top content marketing goal.

## Organizational Goals for Content Marketing in the UK

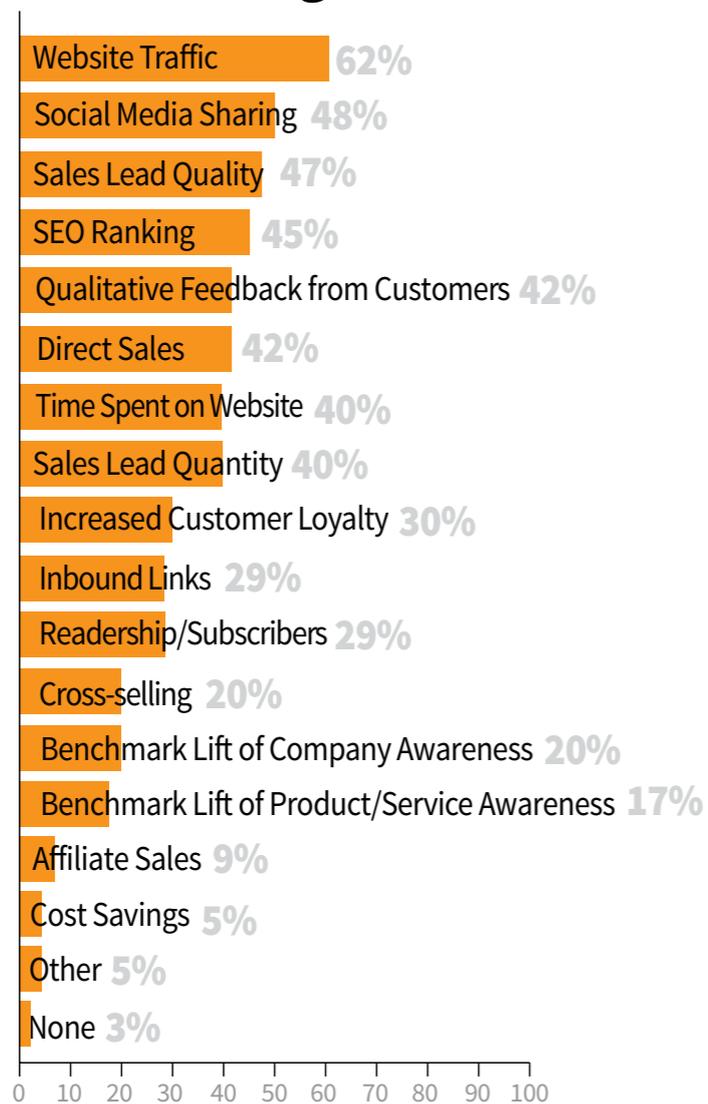


- ▶ Both UK B2B and B2C marketers cite brand awareness as their top goal.
- ▶ In general, UK marketers have similar goals to North American and Australian marketers.

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# UK marketers most often use website traffic to measure content marketing success.

## Measurement Criteria for Content Marketing Success in the UK

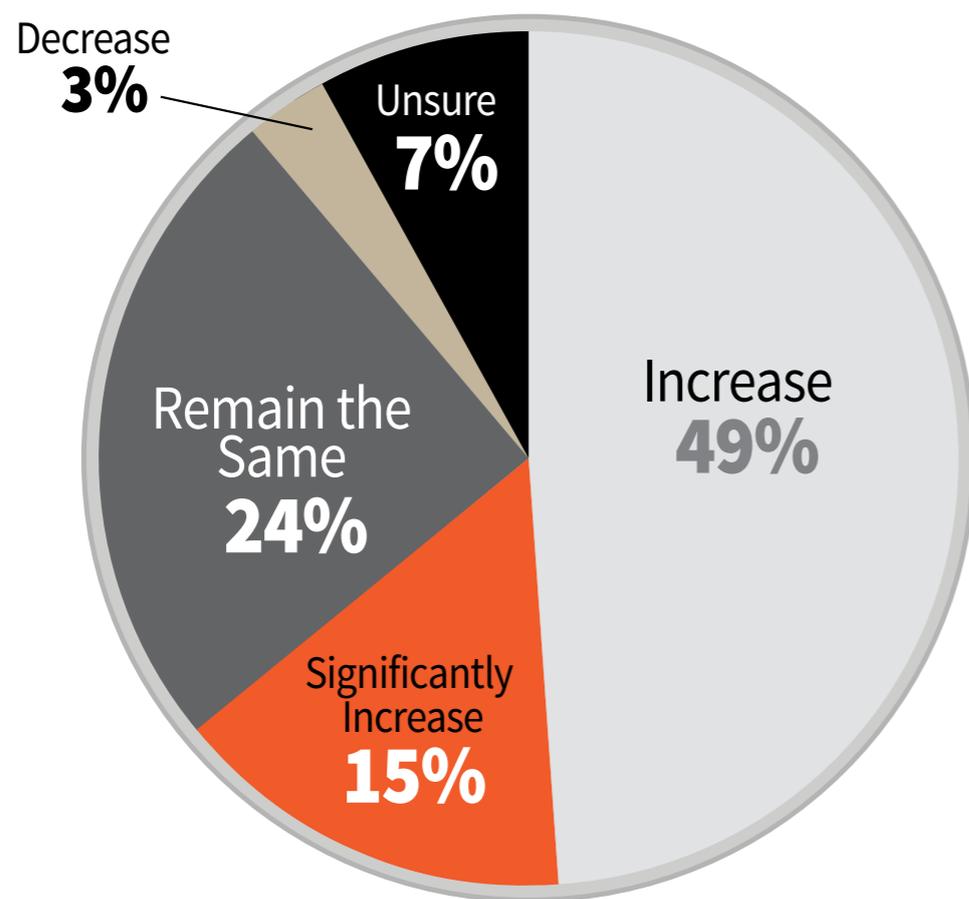


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- ▶ B2B and B2C content marketers — no matter whether they’re from the UK, North America, or Australia — consistently rank website traffic as their top measurement criterion.
- ▶ Increased customer loyalty is more important to UK and North American B2C marketers than it is to their B2B peers; the opposite is true in Australia.

Overall, 64% of UK marketers plan to increase their content marketing budget over the next 12 months.

### Content Marketing Spending in the UK (Over Next 12 Months)

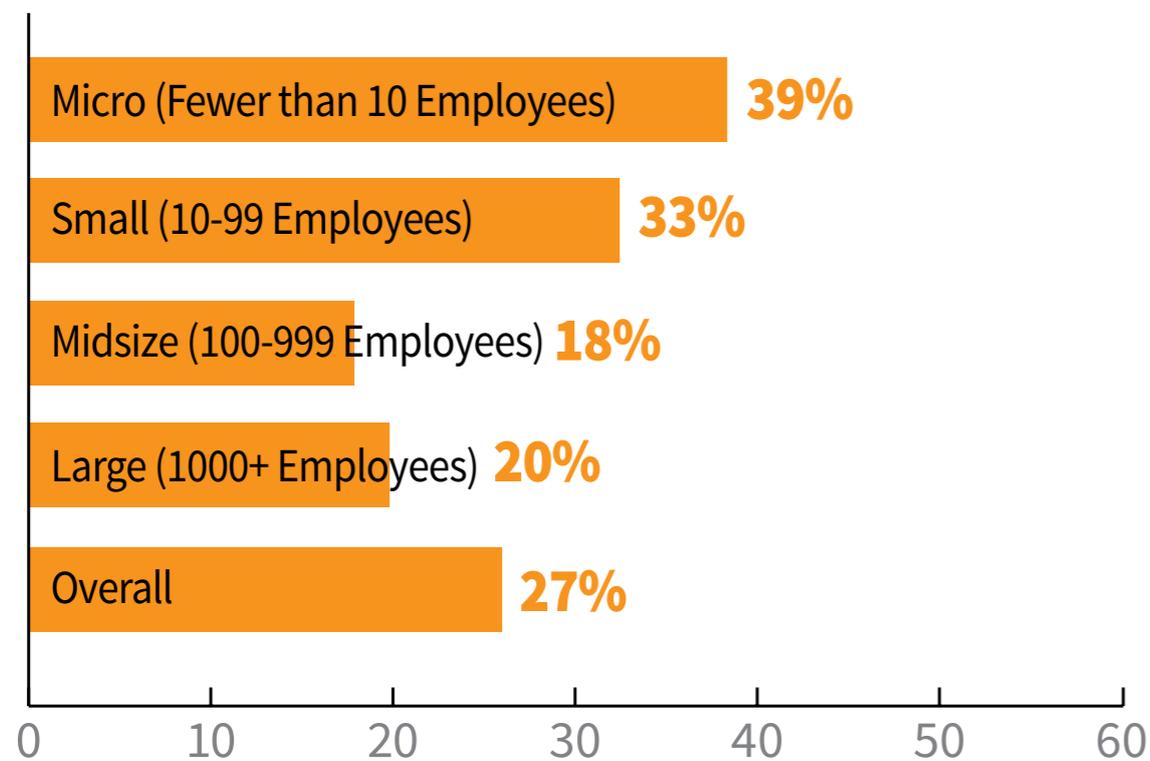


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- ▶ 64% of UK marketers plan to increase their content marketing spend; more B2B marketers (72%) say they will increase spend versus their B2C peers (45%).
- ▶ Overall, UK marketers expect to increase their spending more than their North American (54%) and Australian (61%) peers do.

# On average, 27% of marketing budgets in the UK are allocated to content marketing.

## Total Marketing Budget Spent on Content Marketing in the UK

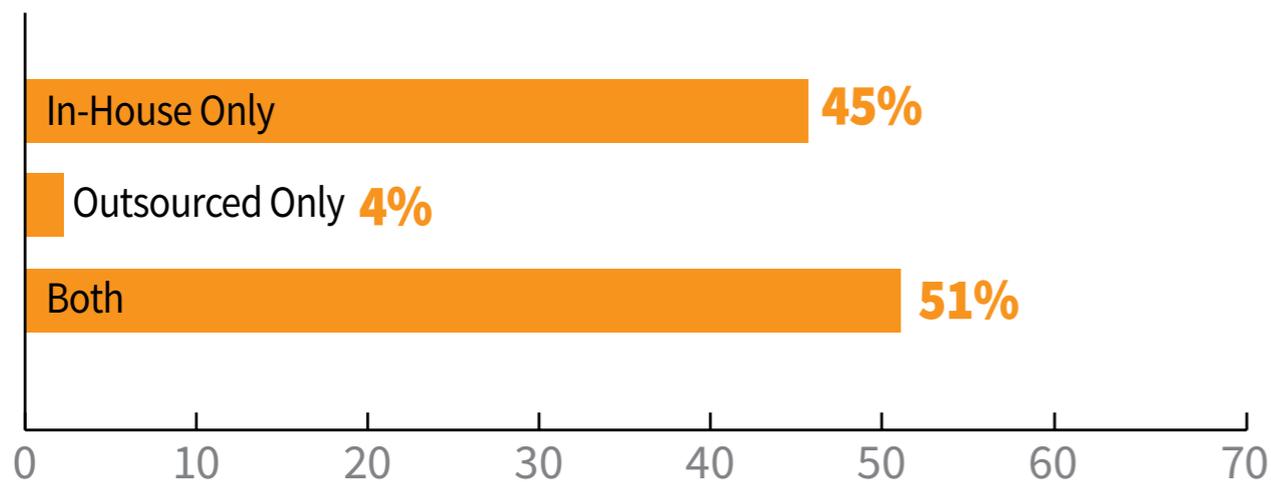


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- ▶ Just as in North America and Australia, UK B2B marketers allocate a higher percentage of budget to content marketing (29%) than their B2C counterparts (24%) do.
- ▶ Overall, UK (27%) and North American (31%) companies allocate a higher percentage of budget to content marketing than Australian (25%) companies do.

On average, 55% of UK companies outsource content creation.

## Insourcing vs. Outsourcing of Content Creation in the UK

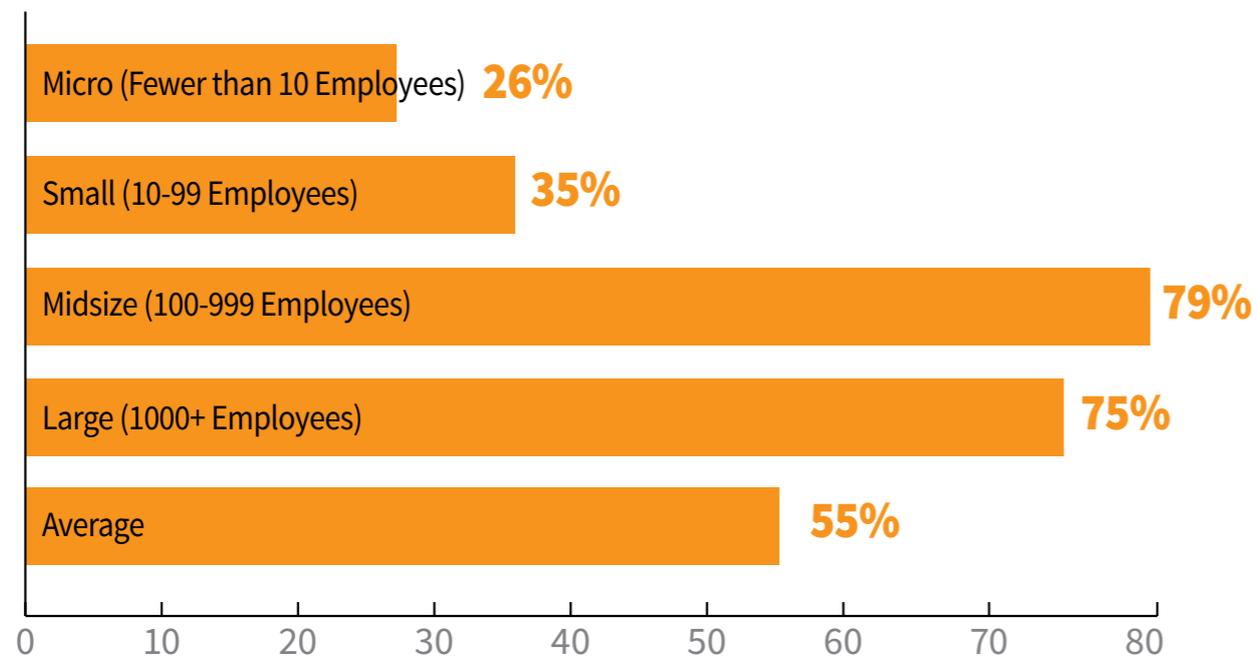


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- ▶ UK B2C marketers (82%) outsource content creation more often than their B2B peers (43%) do.
- ▶ Overall, UK marketers (55%) outsource content more often than their North American (45%) peers do, but not as often as their Australian (57%) peers do.

# Midsize companies in the UK are most likely to outsource content creation.

## Percentage of Companies that Outsource Content Creation in the UK (by Size)

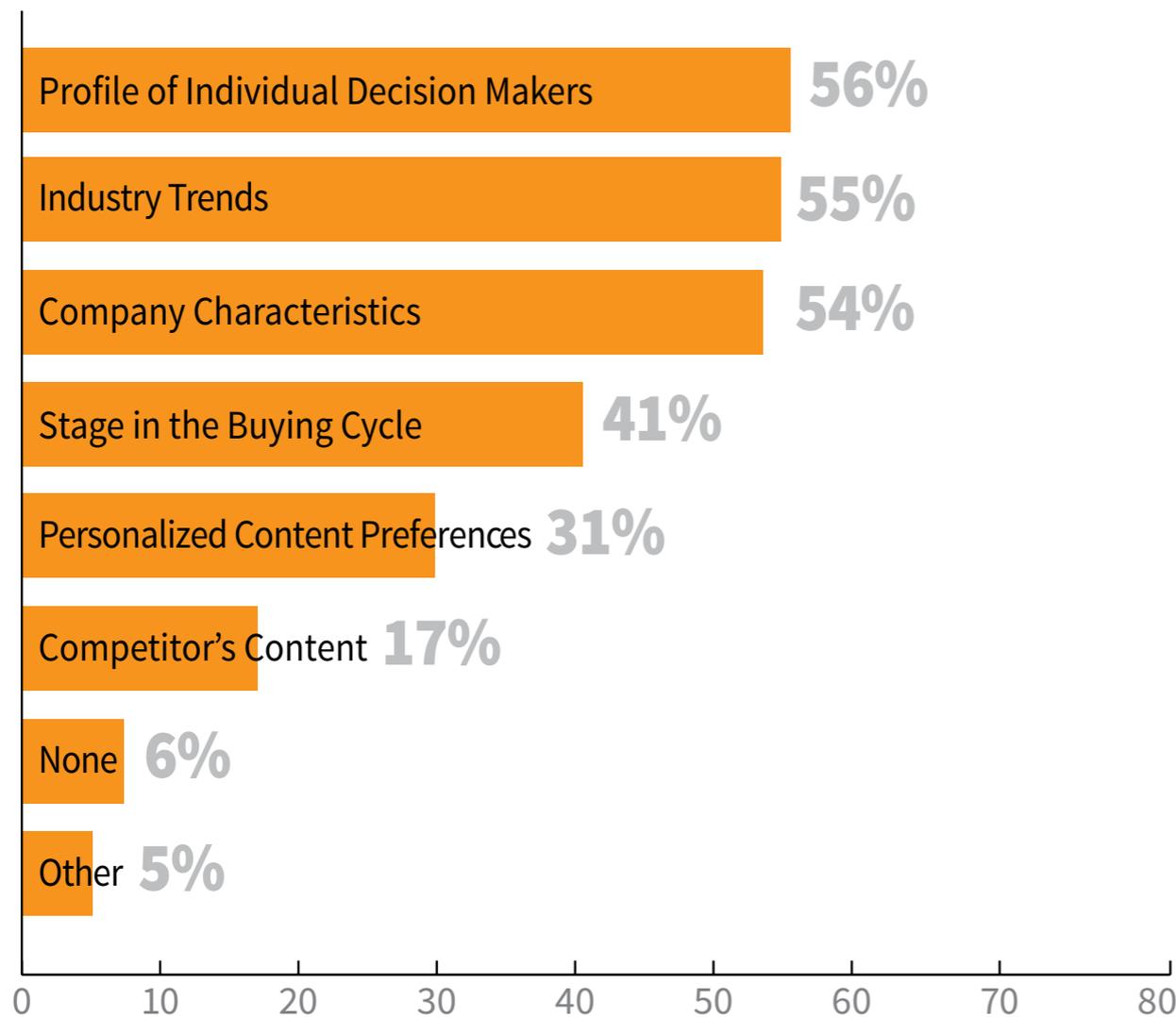


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- ▶ Just as in North America and Australia, larger companies (100+ employees) in the UK are more likely to outsource content creation than smaller companies are.

# Most UK marketers tailor their content.

## How UK Organizations Tailor Content



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- ▶ 96% of UK B2B marketers tailor their content in at least one way – this is more often than their North American (91%) and Australian (88%) B2B peers do.
- ▶ 88% of UK B2C marketers tailor their content in at least one way – this is more often than their North American (85%) B2C peers do, but not as often as their Australian (97%) B2C peers do.

# Producing enough content is the top challenge cited by UK content marketers.

## Challenges that UK Content Marketers Face



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- ▶ UK B2B marketers cite producing enough content as a challenge (65%) more often than their B2C peers (55%) do.
- ▶ Whilst B2C marketers are less challenged than their B2B peers are with producing enough content, they are more challenged in every other area shown here.
- ▶ Producing the kind of content that engages and producing enough content are universal challenges for UK, North American, and Australian marketers alike.

## Biggest Content Marketing Challenge for UK Companies

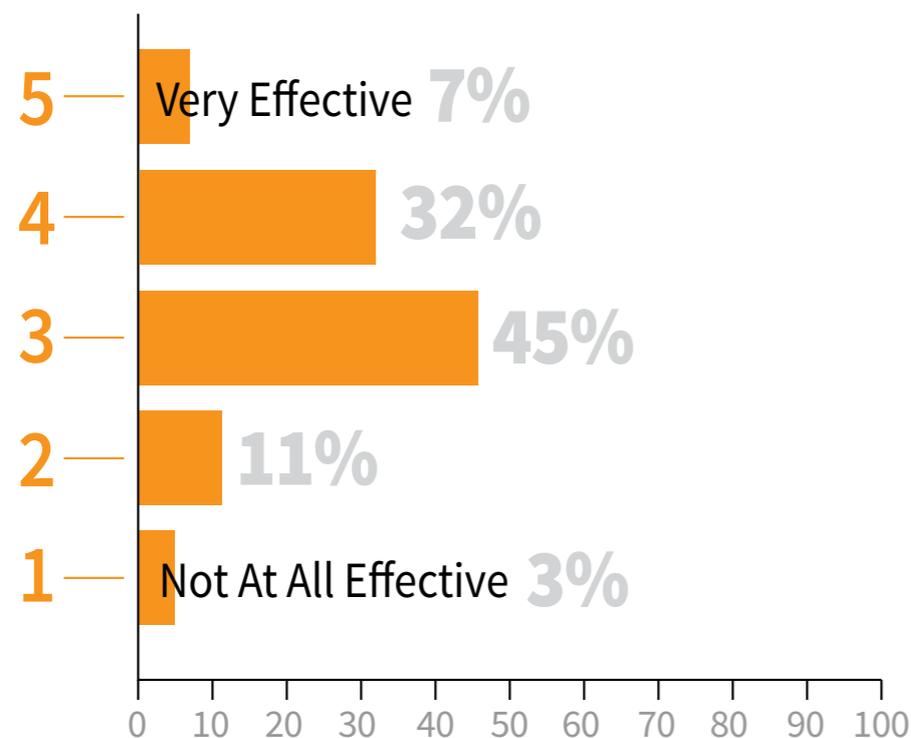


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- ▶ UK B2B marketers cite producing enough content as their biggest challenge, whereas their B2C peers cite producing the kind of content that engages.
- ▶ Australian marketers are more challenged by lack of buy-in/vision (13%) than their UK (7%) and North American (8%) peers are; otherwise, the challenges among the three are fairly similar.

# 39% of UK marketers believe they are effective at content marketing.

## How UK Marketers Rate the Effectiveness of Their Organization's Use of Content Marketing



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- ▶ More UK B2B marketers (41%) than B2C marketers (33%) believe they are “effective” or “very effective” at content marketing (defined as an answer of 4 or 5 on a scale of 1 to 5).
- ▶ UK marketers rank themselves highest in terms of effectiveness (39%) when compared with their North American (37%) and Australian (29%) peers.

# Profile of a best-in-class UK content marketer.

## Comparison of Most Effective UK Content Marketers with Least Effective UK Content Marketers

	Most Effective	Overall/Average	Least Effective
Percentage of marketing budget allocated to content marketing	41%	27%	18%
Average number of tactics used	14	13	9
Average number of social platforms used	5	4	3
Plan to increase content marketing spend in the next year	72%	64%	71%
Tailor content to profile of decision maker	63%	56%	57%
Challenged with producing engaging content	35%	49%	72%
Challenged with producing enough content	49%	57%	66%

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# Profile of a best-in-class UK content marketer.

**Just as in North America and Australia, best-in-class UK content marketers, when compared with their peers:**

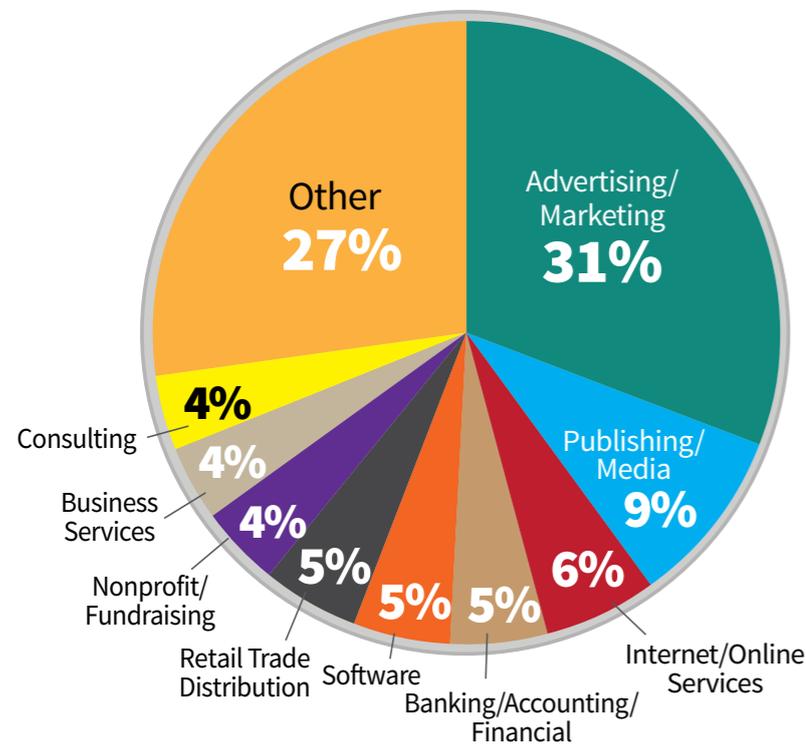
- ▶ Allocate a greater share of their marketing budgets to content marketing
- ▶ Use more content marketing tactics
- ▶ Use more social media platforms to distribute content
- ▶ Tailor content more often to specific personas/decision makers
- ▶ Are slightly more challenged with producing enough content, but far less challenged with producing engaging content

## DEMOGRAPHICS

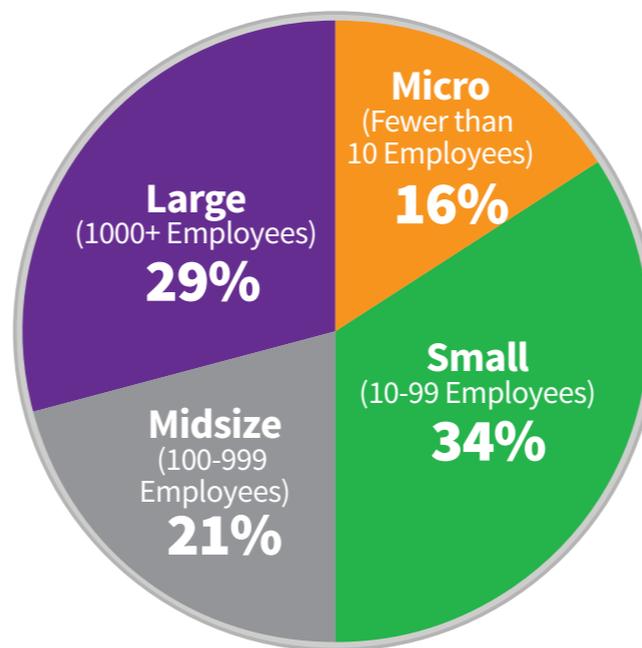
**Content Marketing in the UK: 2013 Benchmarks, Budgets, and Trends** was produced by Content Marketing Institute (CMI) and the Direct Marketing Association UK (DMA). The survey was mailed electronically to a sample of marketers from among members, subscribers, and partner lists of CMI and DMA. Special thanks to MarketingProfs for their participation in the North American comparisons used in this report and to the Press Association for additional survey distribution in the UK.

A total of 190 participants responded from UK companies (including 128 B2B companies and 34 B2C companies) during the time period of August 2012 through January 2013, representing a range of industries, functional areas, and company sizes.

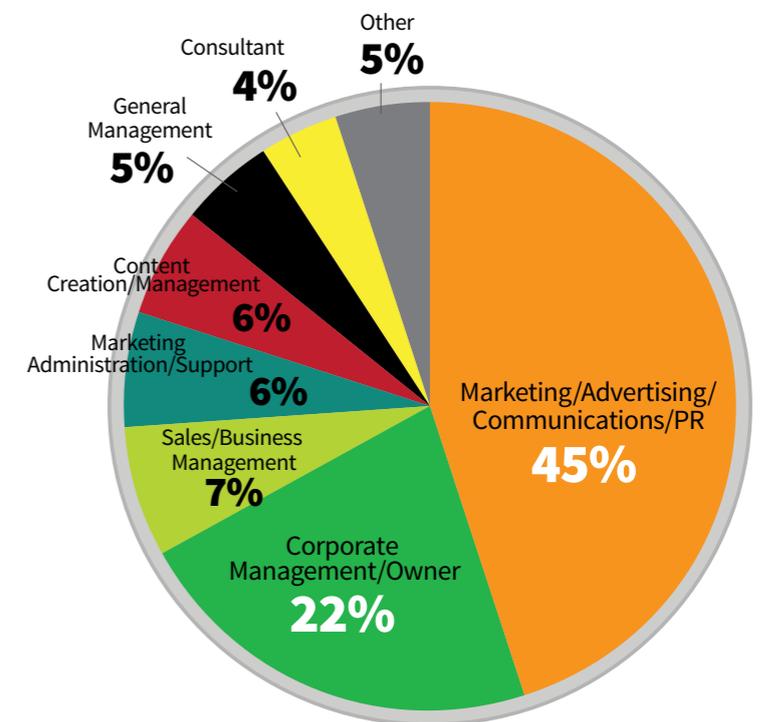
### Industry Classification, UK



### Size of Company, UK (by Employees)



### Job Title/Function, UK



### About the Content Marketing Institute:

The [Content Marketing Institute](#) (CMI) is the leading global content marketing education and training organization. CMI teaches enterprise brands how to attract and retain customers through compelling, multi-channel storytelling. CMI's [Content Marketing World](#) event is the largest content marketing-focused event. CMI also produces the quarterly magazine [Chief Content Officer](#), and provides strategic consulting and content marketing research for some of the best-known brands in the world. Get more content marketing resources at [ContentMarketingInstitute.com](#). CMI is a division of Z Squared Media, a 2012 Inc. 500 company. [View all content marketing research from CMI.](#)

### About the Direct Marketing Association UK:

The [Direct Marketing Association UK](#) (DMA) is Europe's largest professional body representing the direct marketing industry. We have a large in-house team of specialists offering everything from free legal advice and government lobbying on direct marketing issues to research papers and best practice.

As well as being at the forefront of developments in digital and direct marketing, we continue to lead the way in traditional direct channels. That's why the DMA is such a great platform for sharing expertise and why DMA membership is synonymous with better business.

### *Survey Distribution Partner*

### About the Press Association:

The [Press Association](#) is the UK's leading provider of multi-platform content, serving newspapers, broadcasters, online publishers, businesses, and public-sector organisations. Our Content For Marketing service uses the knowledge and experience of 145 years of content creation to deliver trusted, bespoke solutions to some of the biggest B2C and B2B brands worldwide. Our specialist journalists, digital producers, photographers, and video teams create unique, quality news feeds, social campaigns, long-form articles, widgets, apps, blogs, video packages, and award-winning infographics.