

# CONTENT MARKETING AND DISTRIBUTION

## Survey Summary Report

**Ascend2™**  
RESEARCH-BASED MARKETING

Research Series Conducted in  
Partnership with Leading  
Marketing Solution Providers



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## **Methodology**

*Ascend2 benchmarks the performance of marketing technology, strategies and tactics using a standardized online questionnaire and a proprietary 3-Minute Survey format.*

*This survey was fielded to a panel of marketing influencers and research subscribers during the week of June 5, 2017.*

# CONTENT MARKETING AND DISTRIBUTION

You have invested valuable time and resources into creating compelling content, but your strategy isn't complete without a plan to distribute it.

**How are companies achieving their most important content marketing objectives?**

To find out, Ascend2 and our Research Partners fielded the Content Marketing and Distribution Survey. We thank the marketing influencers responding to this survey for sharing their valuable insights with us, and you.

The data in this edition of the study titled the *Content Marketing and Distribution Survey Summary Report* represent the average of all market segments responding to the survey. Specific response segments from the survey data are reported on separately and exclusively by our participating Research Partners.

This research has been produced for your use. Put it to work in your own marketing strategy. Clip the charts and write about them in your blog or post them on social media. Please share this research credited as published.

Enjoy!



## Survey Respondents & Profiles N=243

### Number of Employees

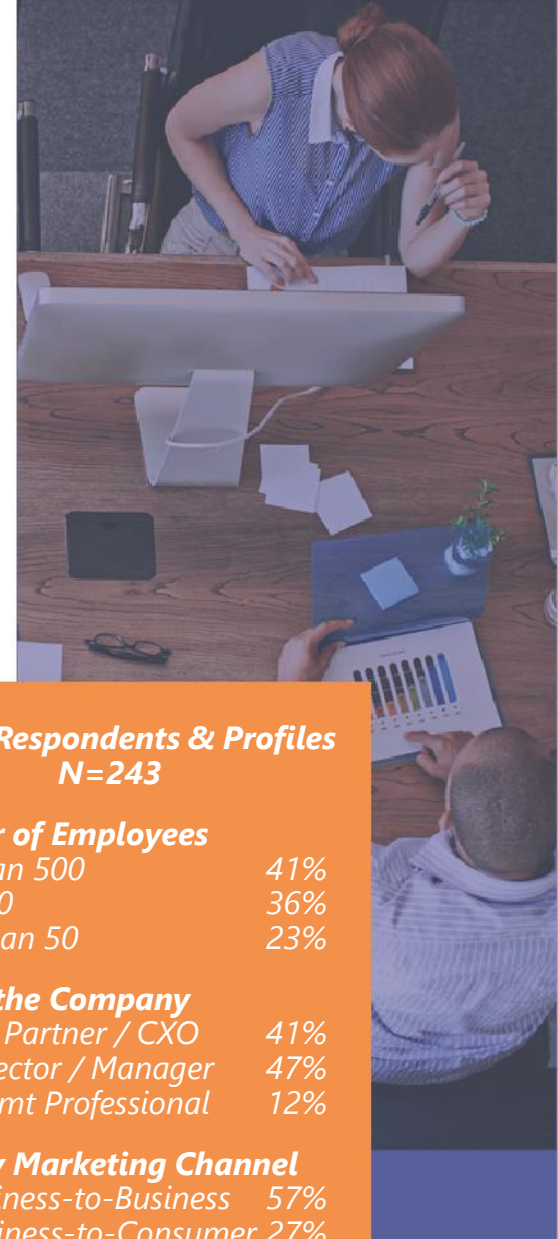
More than 500	41%
50 to 500	36%
Fewer than 50	23%

### Role in the Company

Owner / Partner / CXO	41%
VP / Director / Manager	47%
Non-Mgmt Professional	12%

### Primary Marketing Channel

B2B Business-to-Business	57%
B2C Business-to-Consumer	27%
B2B and B2C Equally	16%



## MOST IMPORTANT OBJECTIVES

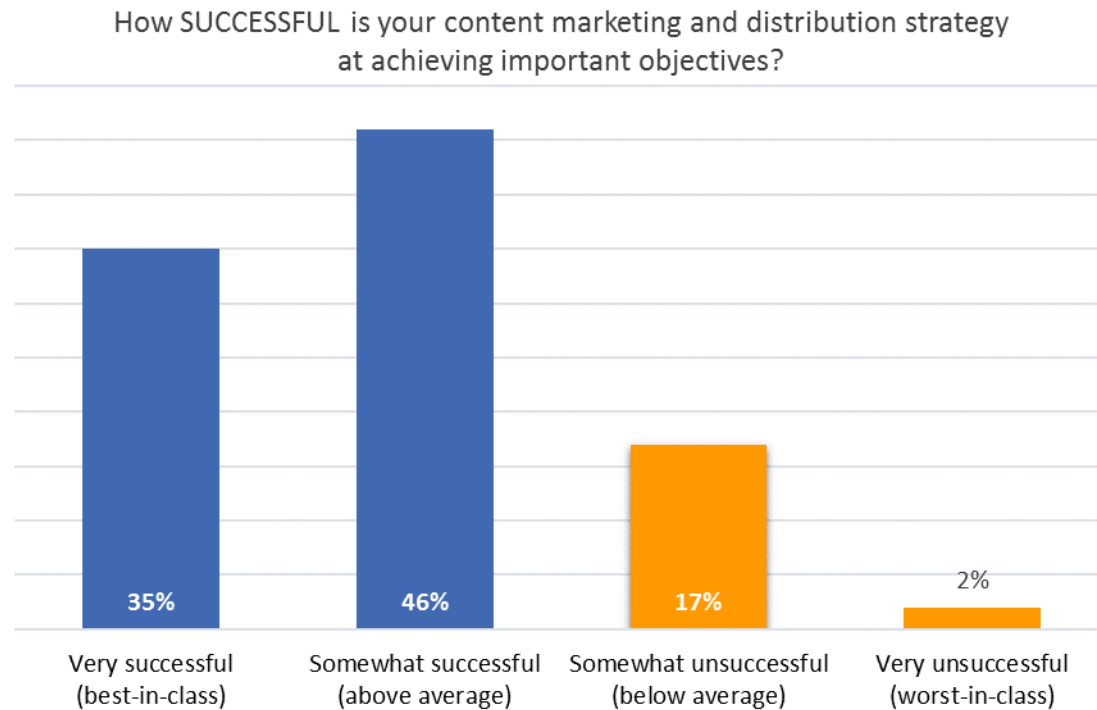
Half of the marketing influencers (50%) surveyed identified increasing sales revenue as a most important objective when it comes to a content marketing *and* distribution strategy. This supports other studies showing a similar trend toward the alignment of marketing and sales objectives.

What are the most important OBJECTIVES for a content marketing and distribution strategy?



# STRATEGIC SUCCESS

81% percent of marketing influencers consider their content marketing and distribution strategy to be successful to some extent. More than one-third (35%) rate their strategy as best-in-class.

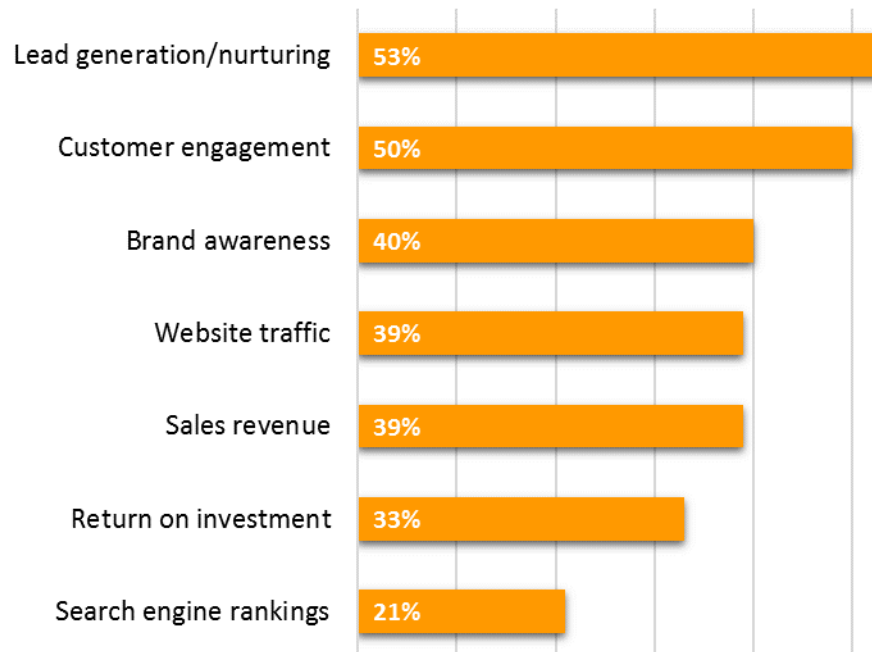




## MOST USEFUL METRICS

The most useful measures of content marketing success are lead generation/nurturing and customer engagement for 53% and 50% of marketing influencers respectively. Analytical tools are readily available to track and report on these metrics in easy to comprehend ways.

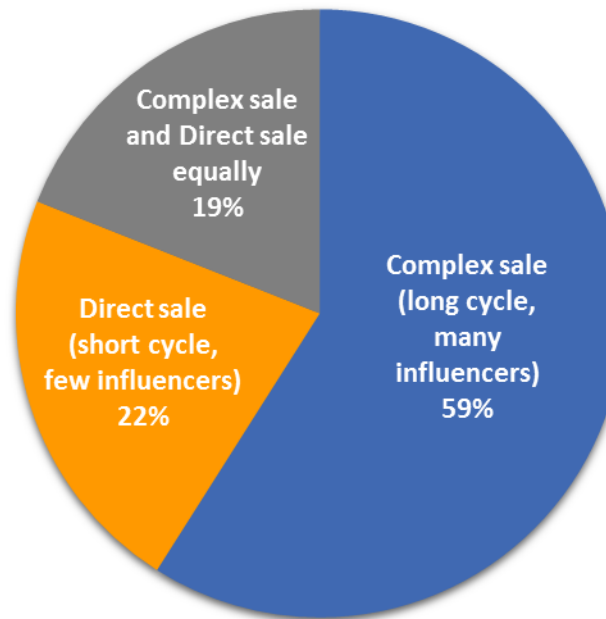
What are the most useful METRICS for measuring content marketing success?



## SALES CYCLE ENCOUNTERED

A successful content marketing and distribution strategy takes into consideration the sales cycle encountered. The more complex a sales cycle, the more essential it is to target specific personas and purchasing stages with the right content, distributed to the right people, at the right time.

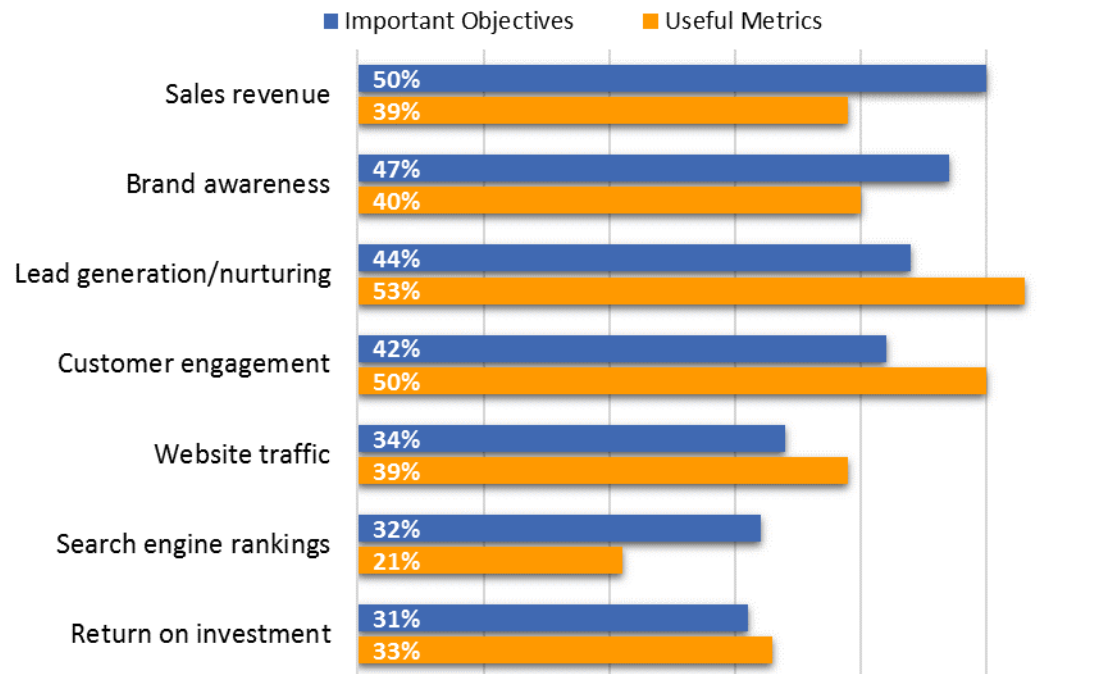
Which best describes the type of SALES CYCLE encountered most often?



# MEASURING IMPORTANT OBJECTIVES

The most effective content marketing and distribution strategies not only consider the importance of objectives, but also their usefulness. From a practical standpoint, if achieving an objective can not be measured, it is less useful than objectives that can be measured.

Analyzing the usefulness of measuring important objectives.

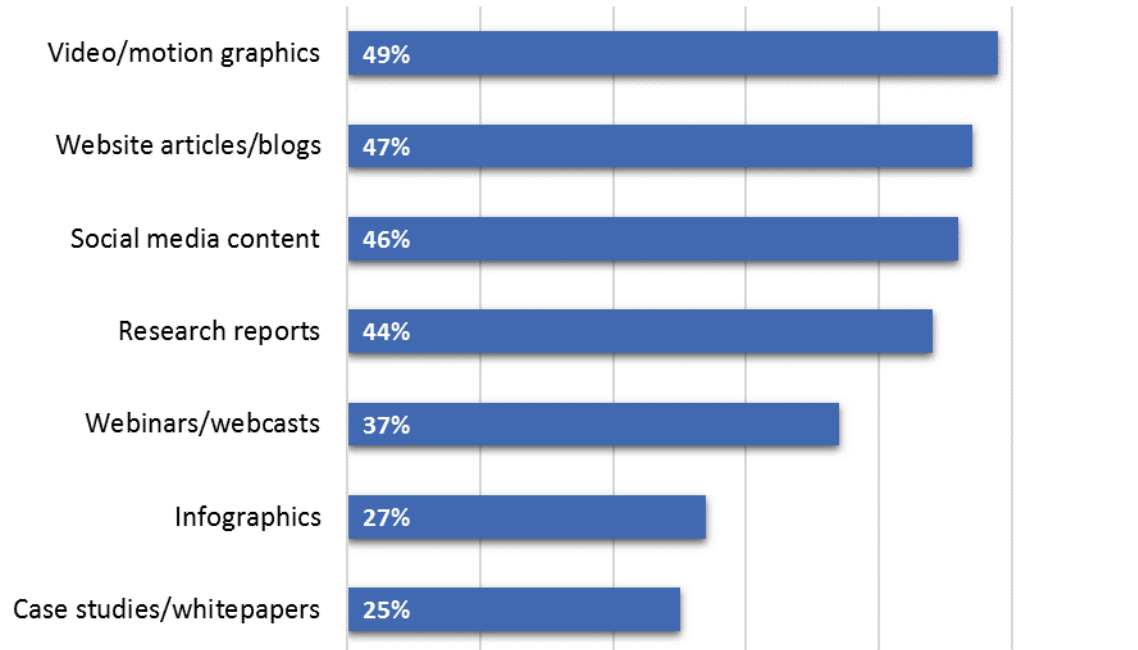




# EFFECTIVENESS OF MARKETING CONTENT

The most effective types of content used by marketing influencers are video/motion graphics, website articles/blogs, social media content and research reports. However, creating even the most compelling content isn't effective without a plan to distribute it.

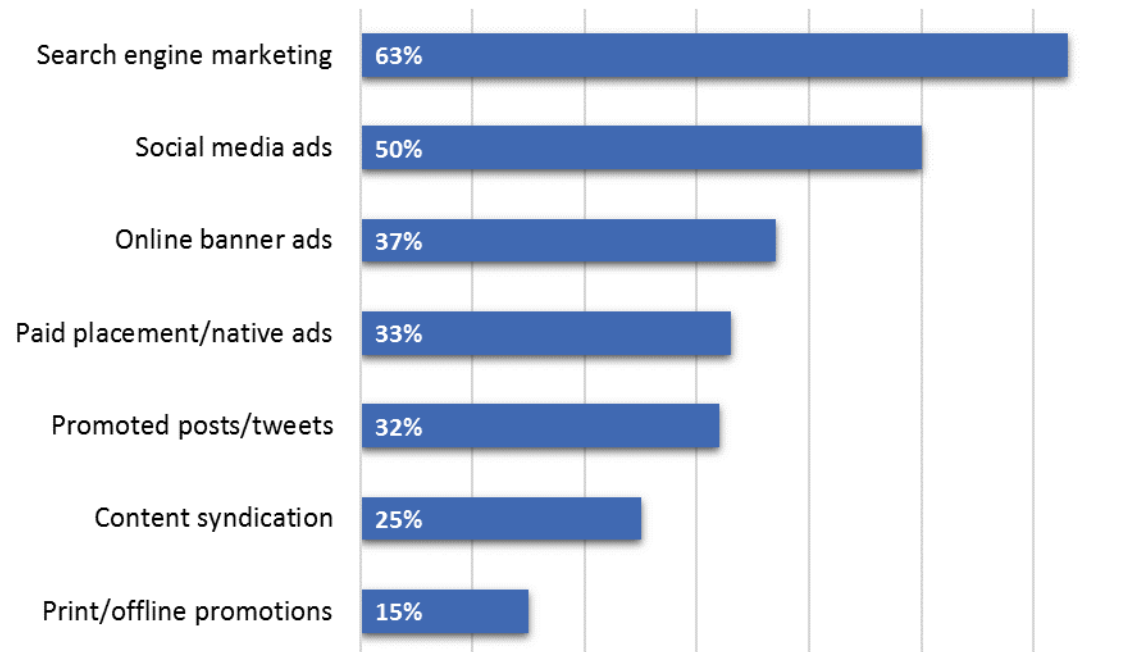
What are the most effective TYPES of marketing content used to achieve important objectives?



## PAID DISTRIBUTION CHANNELS

Nearly two-thirds (63%) of marketing influencers point to search engine marketing as the most effective paid channel used to distribute content. Half (50%) said social media ads were a most effective paid channel.

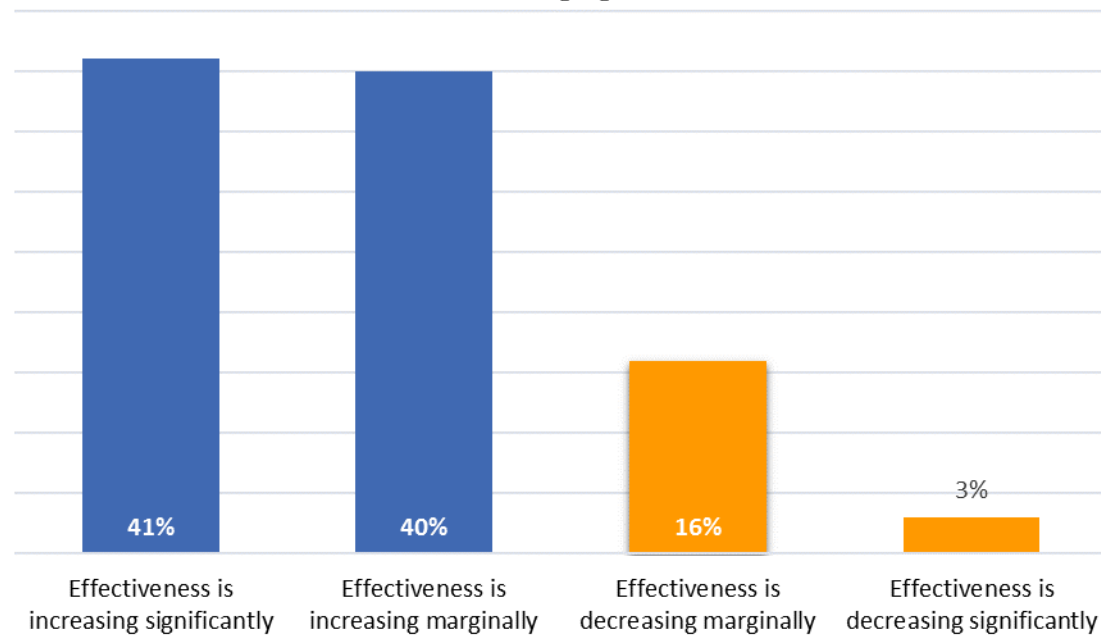
What are the most effective PAID CHANNELS used to distribute content?



## HOW EFFECTIVENESS IS CHANGING

The effectiveness of paid distribution channels for content marketing is increasing to some extent for a substantial 81% of marketing influencers, with the largest share (41%) describing the increase as significant. The effectiveness of paid channels is decreasing for the remaining 19%.

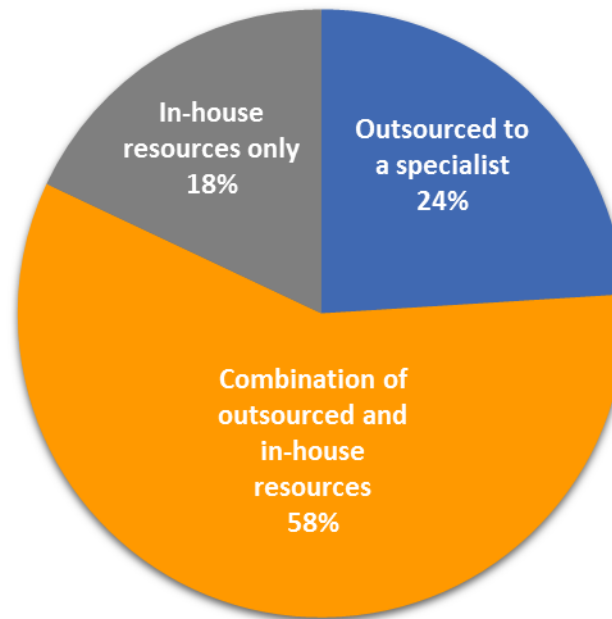
Which best describes how the EFFECTIVENESS of paid distribution is changing?



## RESOURCES USED

The high degree of difficulty to create compelling content and effectively distribute it to target audiences is driving a need for specialized skills and resources not always available in-house. This situation is increasing demand for outsourced services.

Which best describes the RESOURCES used to perform content marketing and distribution?





## Research-Based Marketing for Marketing Solution Providers

Marketing technology and data companies, and digital marketing agencies, partner with Ascend2 to reliably generate demand and supplement marketing content for their firms. Our Research Partner Programs are transparent – focusing on your brand and the interests of your target audience.

Learn more about us at [Ascend2.com](https://Ascend2.com)

Below are just a few of the leading marketing solution providers that Partner with us on research-based marketing programs.



*As a marketing technology or data company, or digital marketing agency, your prospective customers are marketing influencers with an interest in the facts about improving marketing performance.*

*Research-Based Demand Generation is a process we developed to generate leads using factual content of interest to your target customers, and nurture those leads to marketing-qualified status in the name of your brand.*





## Research Partner Programs

Research Partner Programs rapidly deliver factual content of interest to marketers and a guaranteed number of leads to marketing solution providers, in two simple steps:

### 1. Choose marketing topics of interest to your audience.

- A new marketing topic is surveyed every month

### 2. Choose an exclusive data segment for each topic.

- Successful Strategy Benchmarks
- Leadership Benchmarks
- B2B Benchmarks
- B2C Benchmarks
- Enterprise Benchmarks
- SMB Benchmarks
- Agency Benchmarks
- Complex Sale Benchmarks
- And more!

Learn more about Ascend2 Research-Based Marketing by calling 800-762-1595 extension 703 or visit [Ascend2.com](http://Ascend2.com).



*This Survey Summary Report is part of a monthly research series conducted in partnership with marketing solution providers.*

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