



2017

MANUFACTURING

CONTENT MARKETING:

Benchmarks, Budgets, and Trends—North America



CONTENT
MARKETING
INSTITUTE™



SPONSORED BY

IEEE Engineering360
Media Solutions

TABLE OF CONTENTS

3	Welcome	19	SECTION 3: Content Marketing Strategy
4	This Year's Top Manufacturing Content Marketing Performers At-A-Glance	24	SECTION 4: Content Creation & Distribution
5	Differences Between Manufacturing Content Marketers and B2B Content Marketers Overall	35	SECTION 5: Goals & Metrics
6	SECTION 1: Usage & Team Organization	41	SECTION 6: Budgets & Spending
11	SECTION 2: Clarity, Commitment & Overall Success	44	Methodology/Demographics
		45	About

WELCOME

Greetings Marketers,

Welcome to *Manufacturing Content Marketing: 2017 Benchmarks, Budgets, and Trends—North America*.

In the four years we've been reporting on how manufacturers use content marketing, this year's results reveal the most progress they've made thus far.

The fact that we see a 72% increase over last year in the percentage of manufacturing marketers who have a documented content marketing strategy (18% last year vs. 31% this year) indicates they've taken one of the most important steps toward achieving content marketing success: putting their strategy in writing.

Other important keys to their increased success over the last year included doing a better job with content creation, making content marketing a greater priority, and spending more time on content marketing.

While the progress is encouraging, more manufacturing leaders need to make it clear within their organizations what an effective or successful content marketing program looks like. And, perhaps most importantly, they need to more fully commit to content marketing.

Read on for the full results from our annual content marketing survey, and best wishes for a prosperous 2017.

**Yours in content,
Joe**



Joe Pulizzi

Founder

Content Marketing Institute

COMPARISON CHART

This Year's Manufacturing Content Marketing Top Performers At-A-Glance

	Most Successful	All Respondents	Least Successful
Organization is clear on what an effective or successful content marketing program looks like	66%	33%	4%
Organization is extremely/very committed to content marketing	74%	49%	23%
Organization's content marketing is sophisticated/mature	47%	19%	0%
Has a documented content marketing strategy	41%	31%	8%
Content marketing strategy is extremely/very effective	74%	32%	4%
Measures content marketing ROI	79%	68%	58%
Percentage of total marketing budget allocated to content marketing (average)	26%	23%	21%
Always/frequently considers how content impacts the overall experience a person has with their organization	91%	64%	38%
Always/frequently prioritizes delivering content quality over content quantity	88%	64%	38%
Agrees that organization values creativity and craft in content creation and production	85%	64%	26%
Agrees that organization is realistic about what content marketing can achieve	79%	55%	25%
Agrees that leadership team gives ample time to produce content marketing results	76%	49%	23%

Chart term definitions: A top performer (aka, "most successful") is one who characterizes his or her organization's overall content marketing approach as extremely or very successful. The "least successful" characterize their organization's approach as minimally or not at all successful.

2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

COMPARISON CHART

Differences Between Manufacturing Content Marketers and B2B Content Marketers Overall

	Manufacturing Marketers	Overall Sample of B2B Marketers*
Organization is clear on what an effective or successful content marketing program looks like	33%	41%
Organization is extremely/very committed to content marketing	49%	63%
Organization's content marketing is sophisticated/mature	19%	28%
Has a documented content marketing strategy	31%	37%
Content marketing strategy is extremely/very effective	32%	34%
Measures content marketing ROI	68%	72%
Percentage of total marketing budget allocated to content marketing (average)	23%	29%
Always/frequently considers how content impacts the overall experience a person has with their organization	64%	71%
Always/frequently prioritizes delivering content quality over content quantity	64%	76%
Agrees that organization values creativity and craft in content creation and production	64%	74%
Agrees that organization is realistic about what content marketing can achieve	55%	68%
Agrees that leadership team gives ample time to produce content marketing results	49%	52%

*As reported in *B2B Content Marketing 2017: Benchmarks, Budgets, and Trends—North America*.

2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

USAGE & TEAM ORGANIZATION

19%

Are in the sophisticated/
mature phase of
content marketing
maturity

57%

Have small content
marketing teams
serving the entire
organization

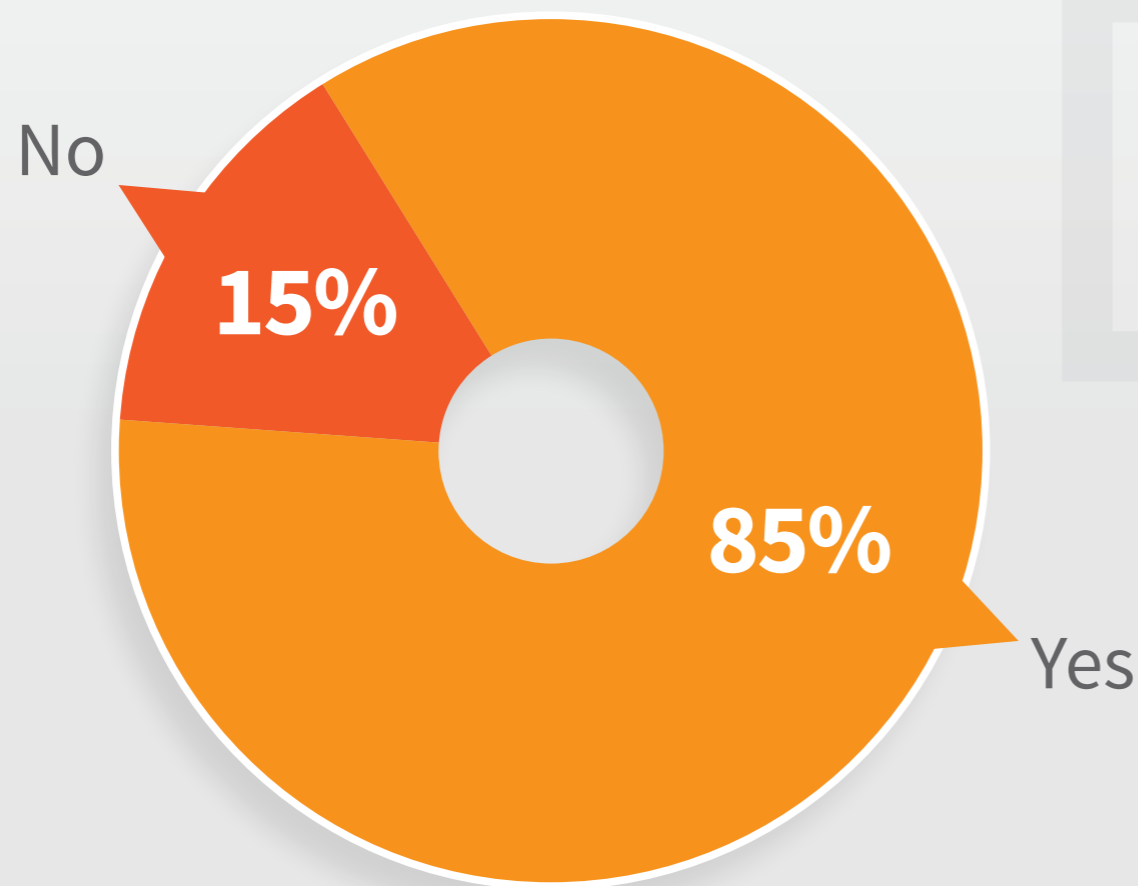
41%

Have experienced
management changes
that have had a
positive impact on
the organization's
content marketing



Does your organization use content marketing?

Percentage of Manufacturing Marketers Using Content Marketing



Content marketing is defined as “a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience—and, ultimately, to drive profitable customer action.”

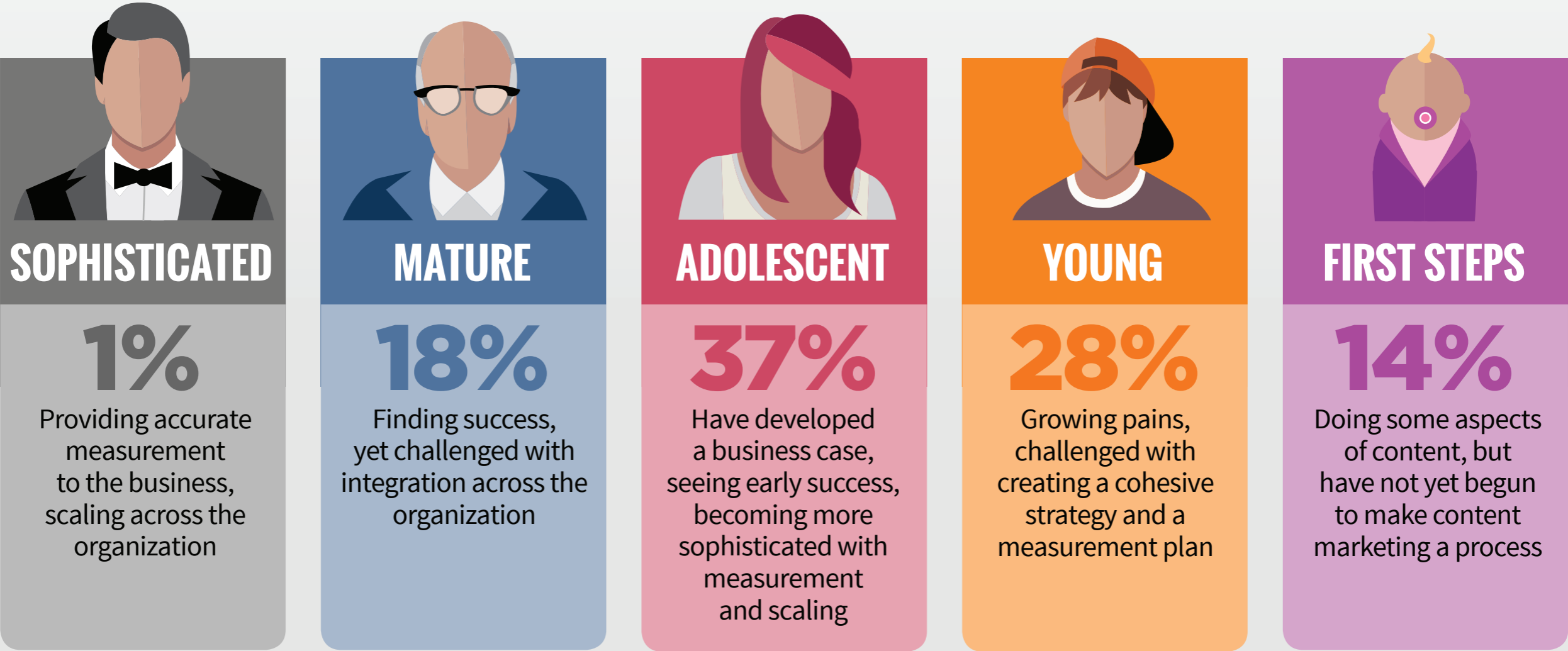
Note: Of the 15% of nonusers, 53% say they plan to launch a content marketing effort within 12 months; 43% had no immediate plans to begin using content marketing; and 3% had used content marketing in the past, but stopped.

Base = Manufacturing marketers.

2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

How would you describe your organization's content marketing maturity level?

How Manufacturing Marketers Assess Their Organization's Content Marketing Maturity Level



2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Manufacturing marketers; aided list.

How is content marketing structured within your organization?

Manufacturing Content Marketing Organizational Structure

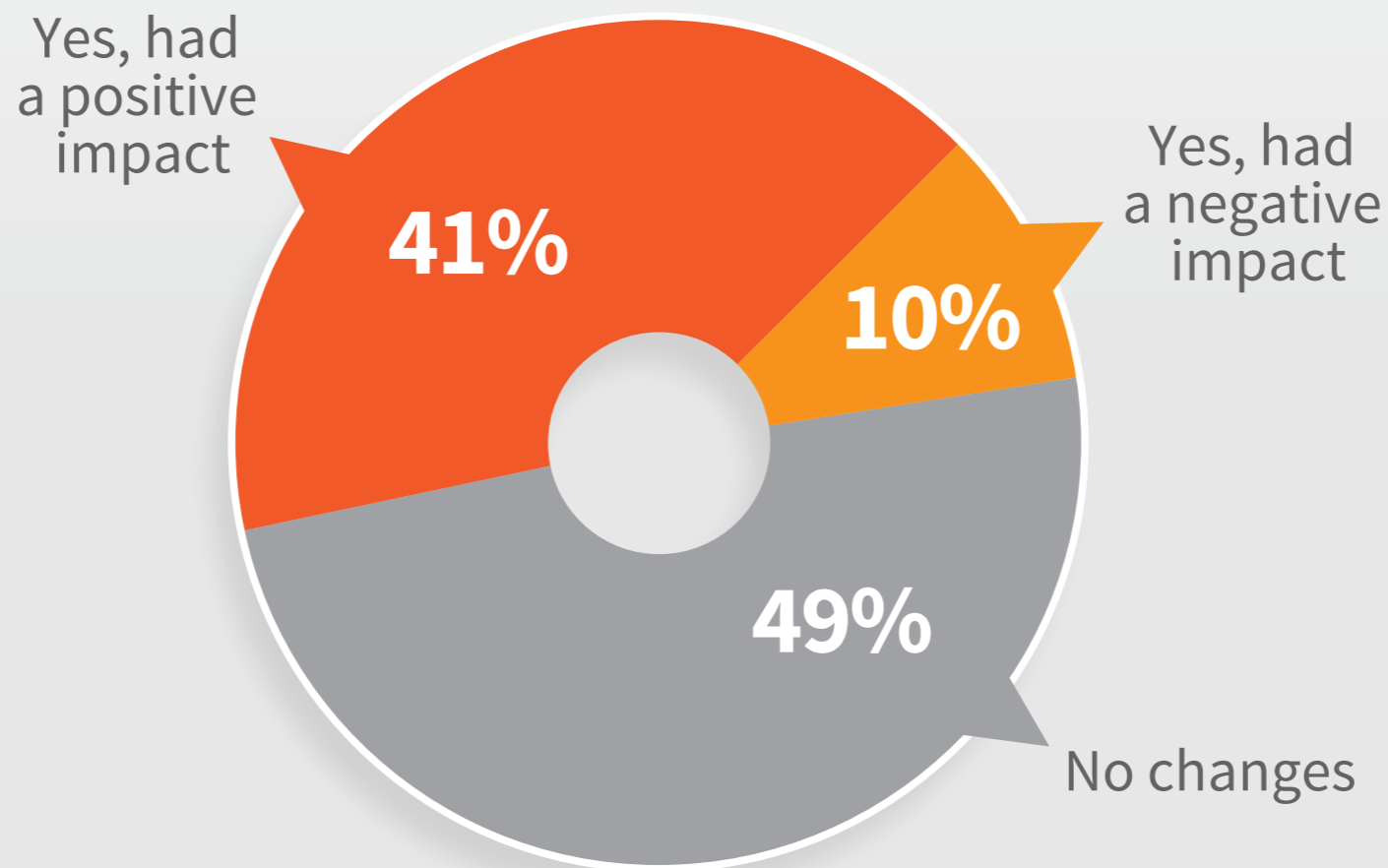


2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Manufacturing content marketers; aided list.

Has your organization undergone any management and/or structural changes over the last 12 months that have impacted your content marketing approach?

Manufacturing Management Changes Impacting Content Marketing



2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Manufacturing content marketers; aided list.

MANUFACTURING CONTENT MARKETING

CLARITY, COMMITMENT & OVERALL SUCCESS

49%

Are extremely or
very committed to
content marketing

20%

Are extremely or
very successful
with their overall
approach to
content marketing

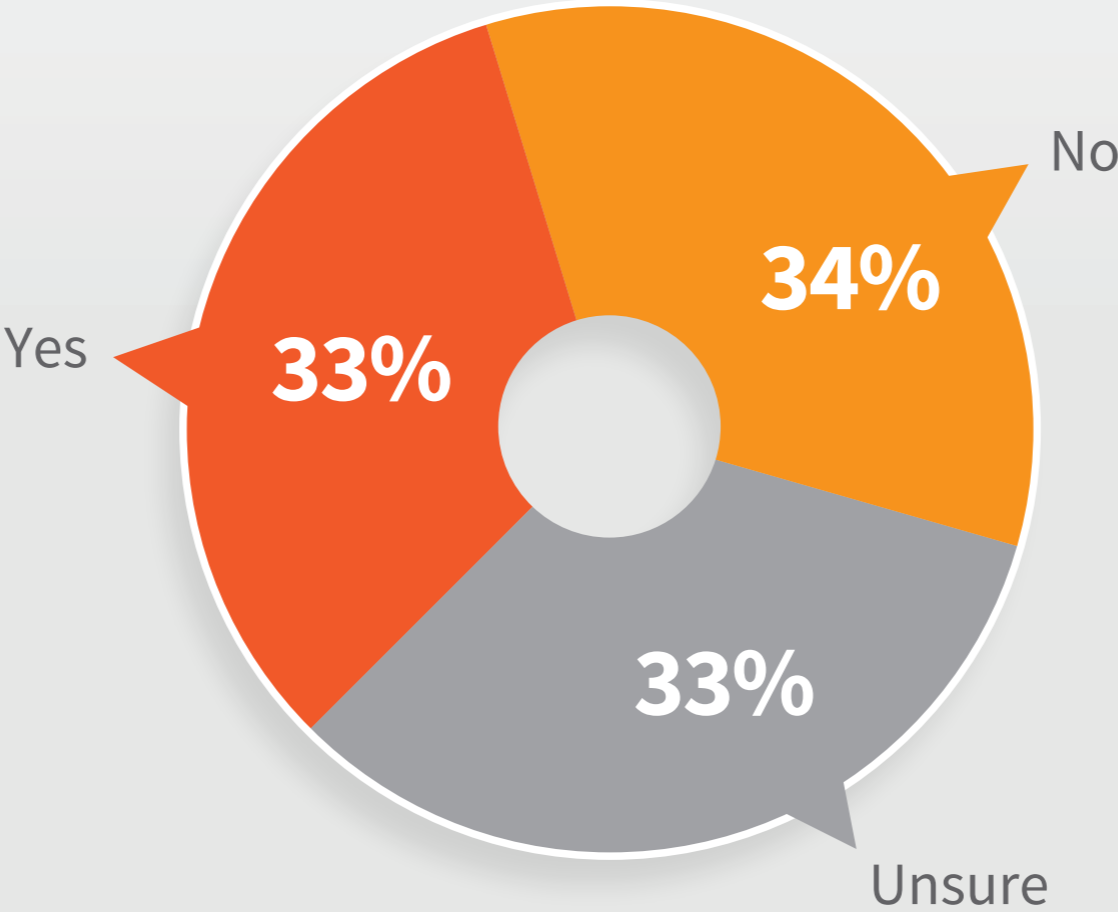
59%

Are much more or
somewhat more
successful with
content marketing
than they were one
year ago



In your organization, is it clear what an effective or successful content marketing program looks like?

**Percentage of Manufacturing Marketers
Whose Organizations Have Clarity
on Content Marketing Success**

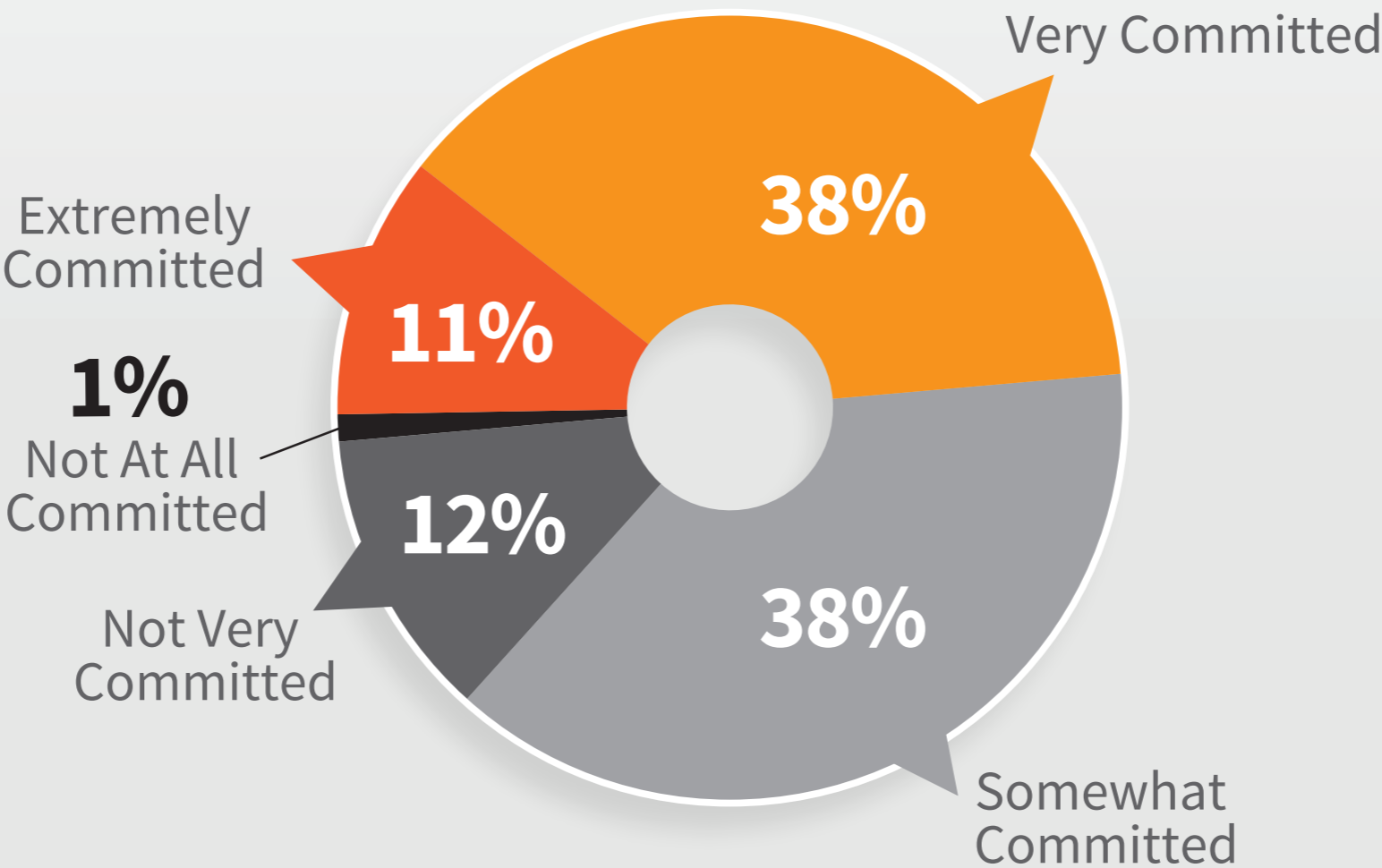


2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Manufacturing content marketers; aided list.

How would you describe your organization's commitment level to content marketing?

Manufacturing Organizations' Commitment to Content Marketing

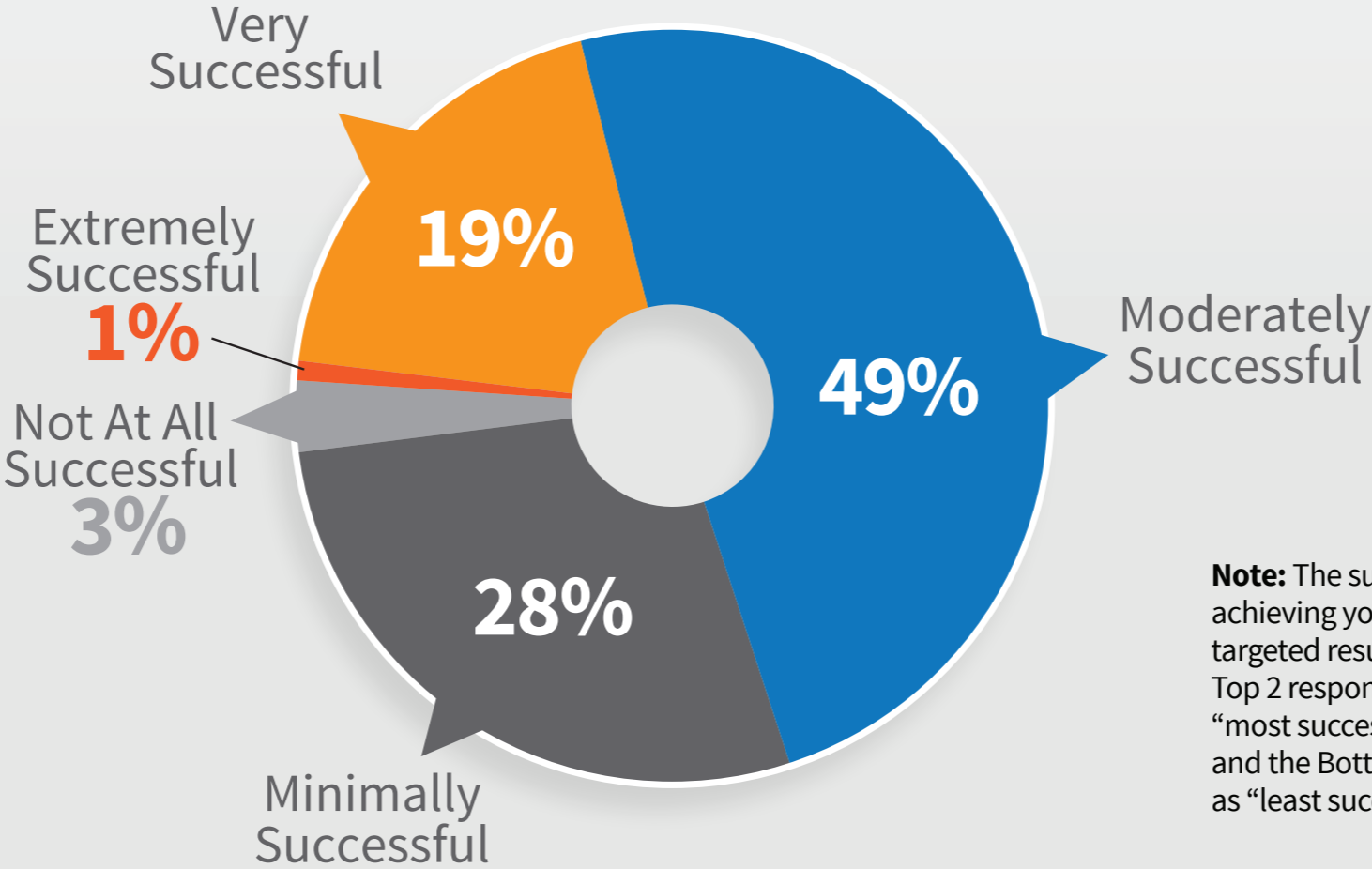


2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Manufacturing content marketers; aided list.

How would you characterize the success of your organization's current overall content marketing approach?

How Manufacturing Marketers Rate the Success of Their Organization's Overall Content Marketing Approach

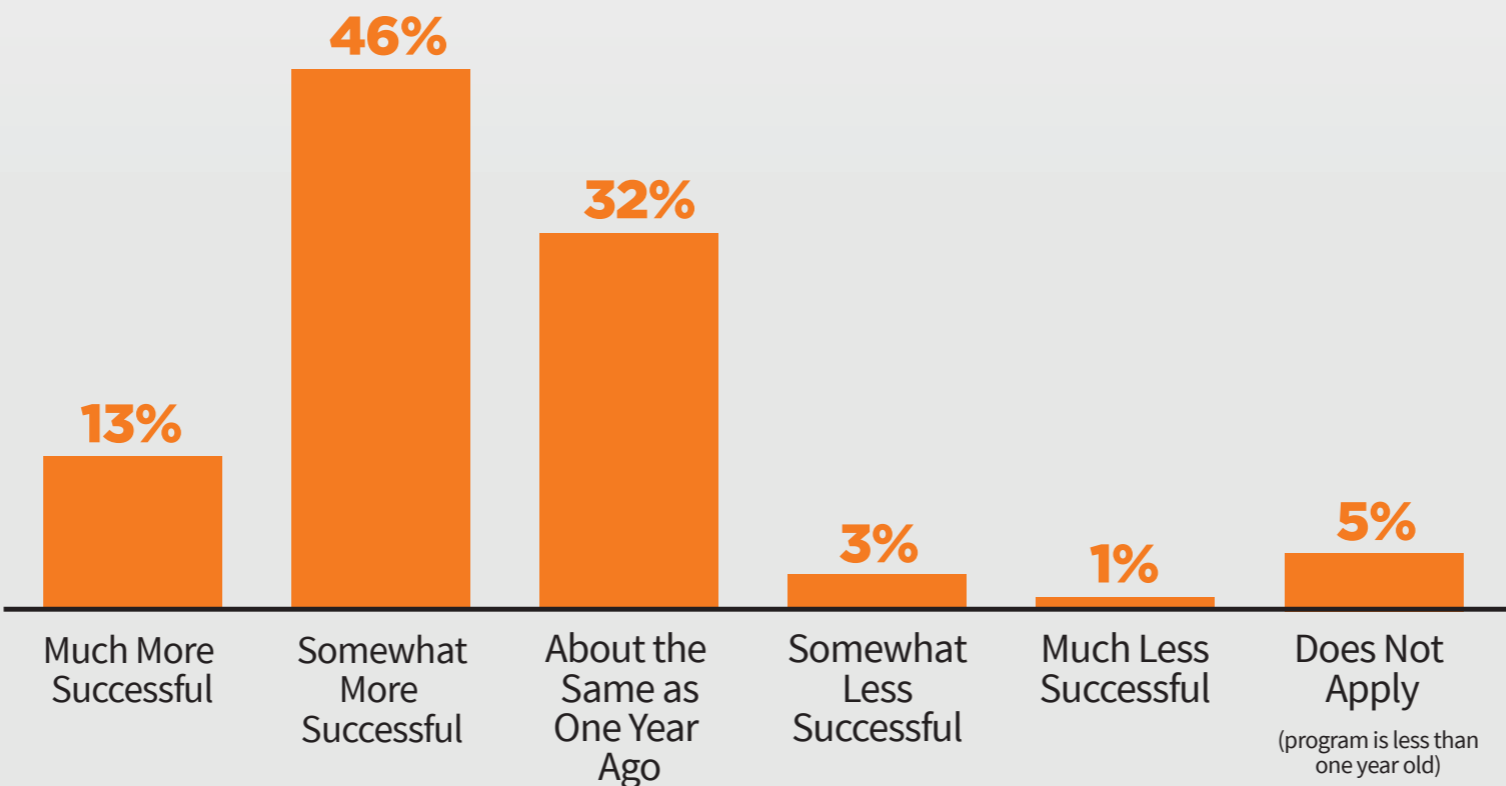


Note: The survey defined success as achieving your organization's desired/targeted results. This report defines the Top 2 respondents (extremely/very) as "most successful" or "top performers," and the Bottom 2 (minimally/not at all) as "least successful."

Base = Manufacturing content marketers; aided list.

How does the success of your organization's current overall content marketing approach compare with one year ago?

How Manufacturing Marketers Rate Their Organization's Content Marketing Approach Compared With One Year Ago

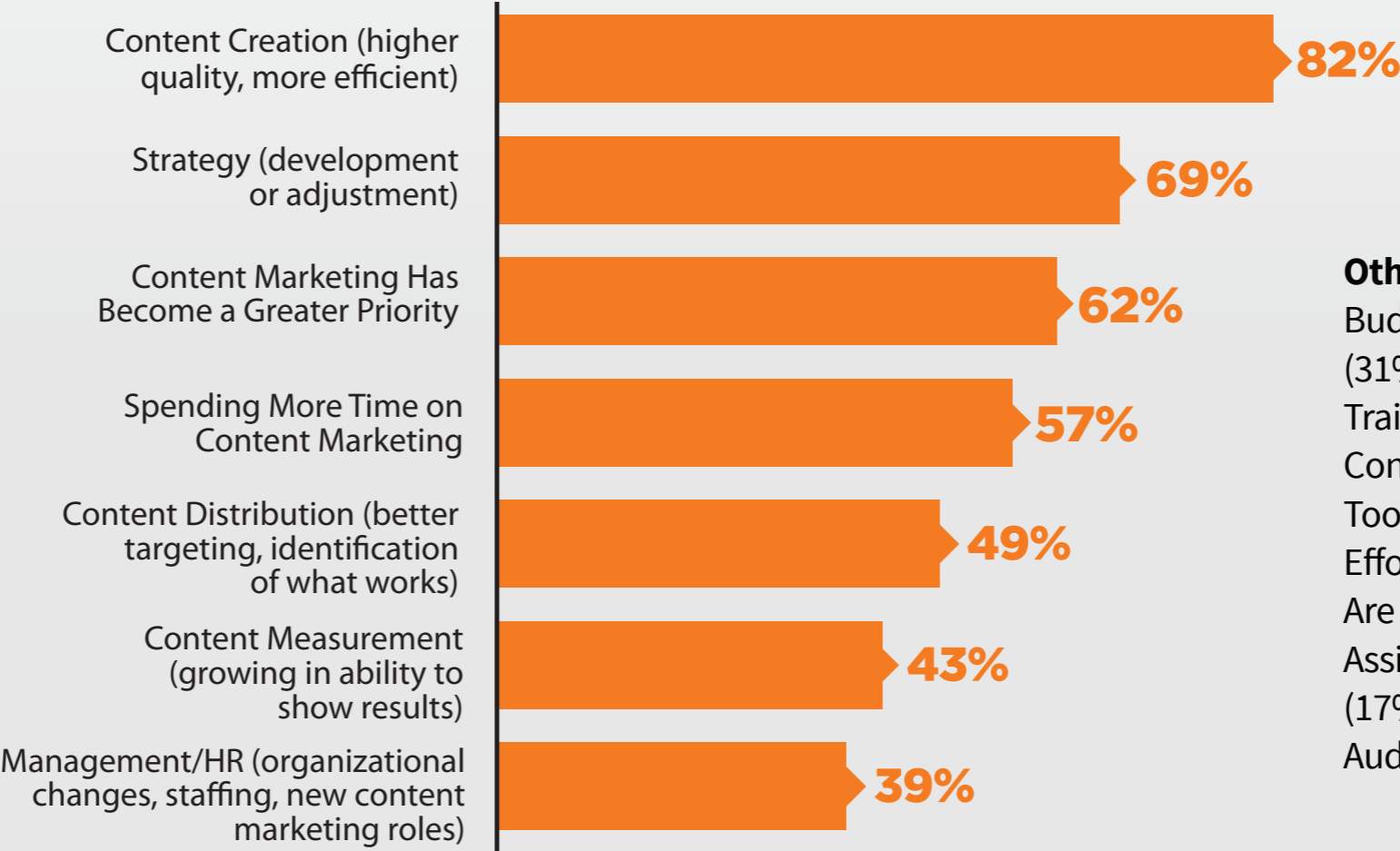


2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Manufacturing content marketers; aided list.

To what factors do you attribute your organization's increase in overall success with content marketing?

Factors Contributing to Manufacturing Marketers' Increased Success Over the Last Year



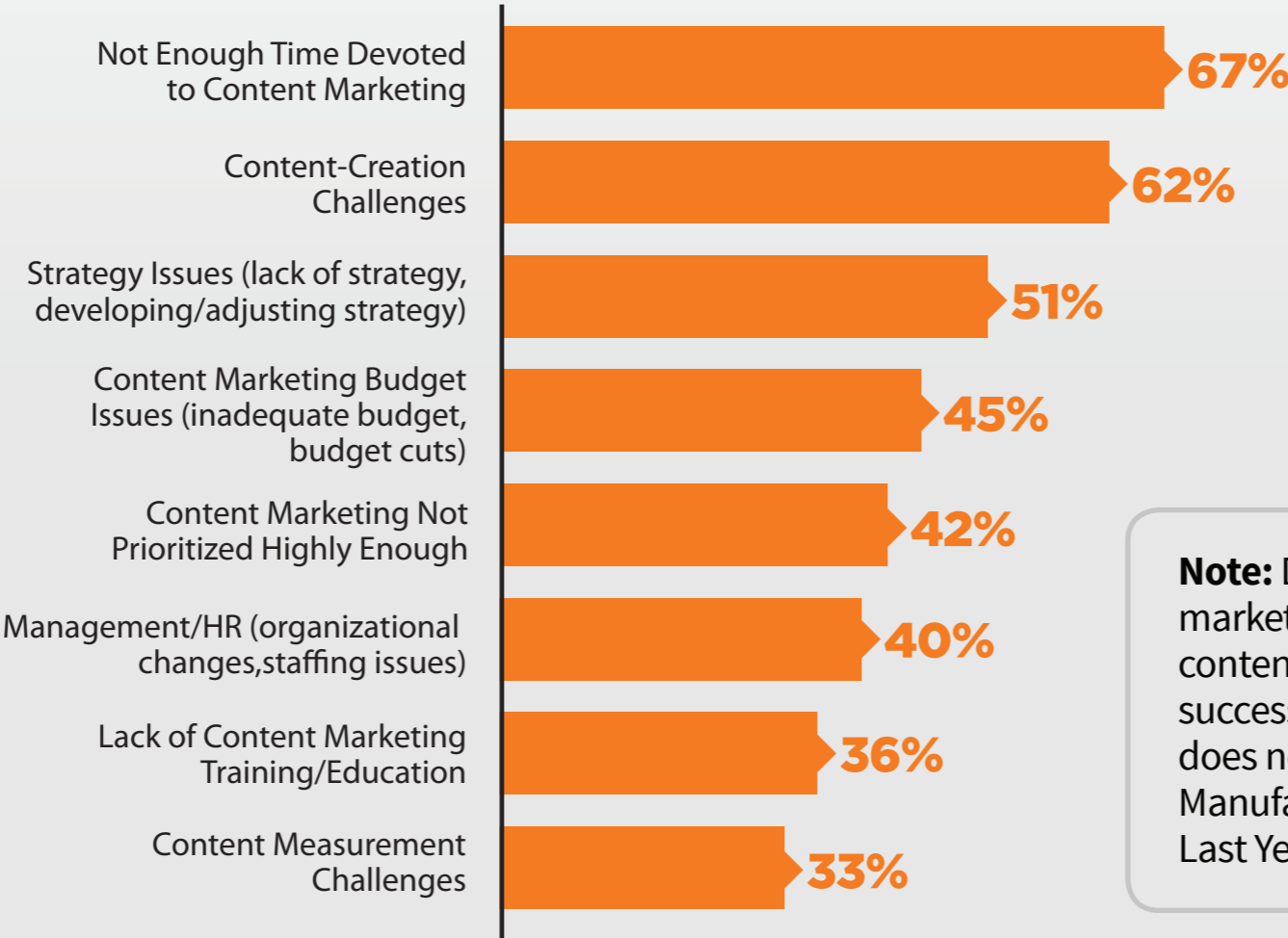
Other reasons cited: More Budget for Content Marketing (31%), Content Marketing Training/Education (29%), Content Marketing Technologies/Tools (28%), We Have Given Our Efforts Time to Bear Fruit and Are Now Getting Results (21%), Assistance of Outside Expertise (17%), Changes in Our Target Audience(s) (6%), and Other (1%).

Base = Manufacturing content marketers who said their organizations' content marketing success is much/somewhat more successful than one year ago. Aided list; multiple responses permitted.

2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

To what factors do you attribute your organization's stagnancy in success with content marketing?

Factors Contributing to Manufacturing Marketers' Stagnant Success Over the Last Year



Other reasons cited: Content Marketing Technologies/Tools [lack of, or new systems that require a learning curve] (24%), Lack of Adequate or Effective Content Distribution (18%), Our Program Hasn't Had Enough Time to Bear Fruit/Produce Results (11%), Changes in Our Target Audience(s) (0%), and Other (5%).

Note: Due to the low percentage of manufacturing marketers who said their organization's overall content marketing success is somewhat or much less successful compared with one year ago, this report does not include a chart for "Factors Contributing to Manufacturing Marketers' Decreased Success Over the Last Year."

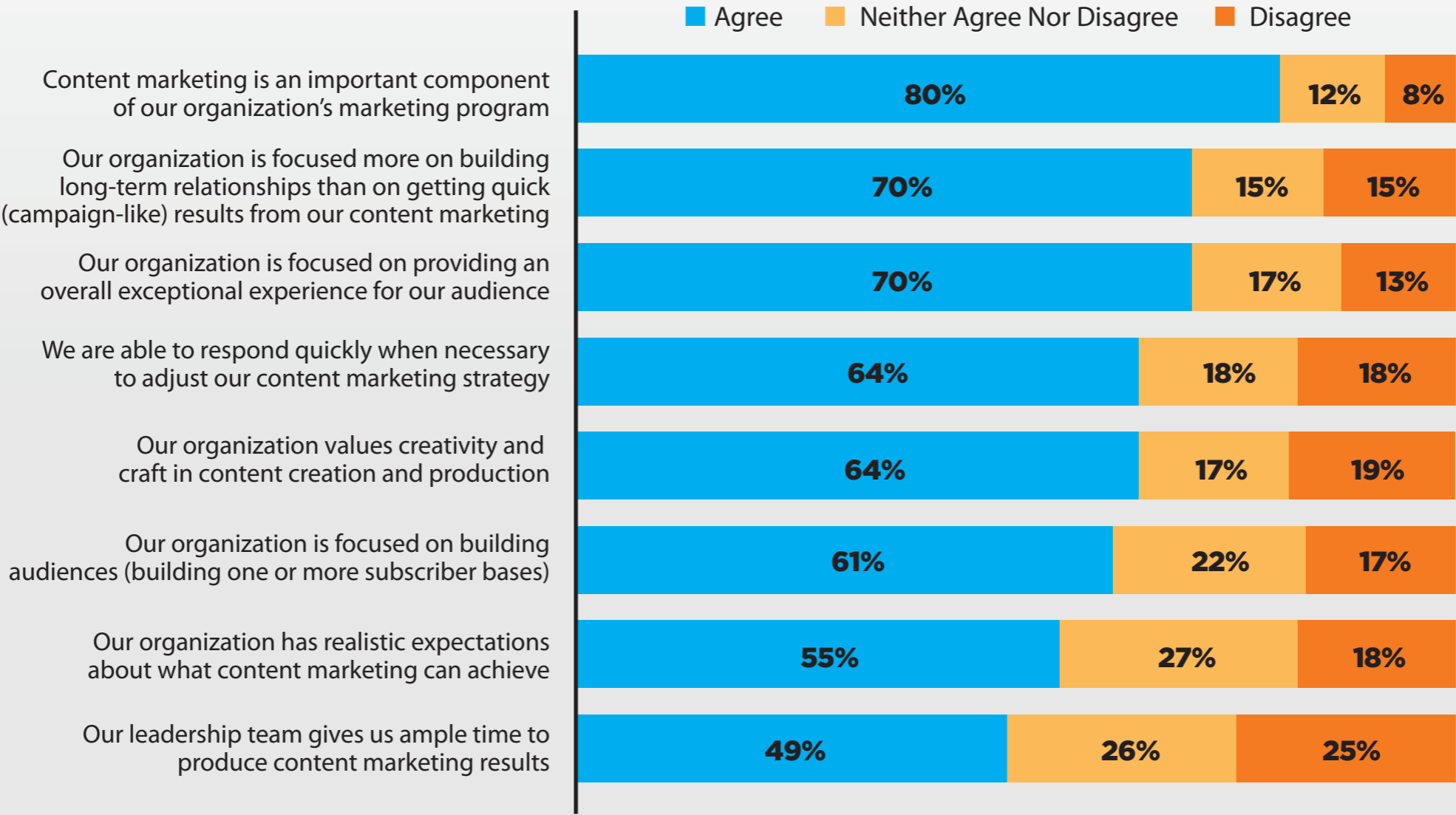
2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Manufacturing content marketers who said their organizations' content marketing success is about the same as one year ago. Aided list; multiple responses permitted.

OPINIONS ABOUT CONTENT MARKETING

Indicate your level of agreement with the following statements concerning content marketing in your organization.

Manufacturing Marketers' Opinions About Content Marketing



2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Manufacturing content marketers; aided list.

MANUFACTURING CONTENT MARKETING

CONTENT MARKETING STRATEGY

31%

Have a documented content marketing strategy

71%

Say their strategy includes a plan to operate content marketing as an ongoing business process, not simply a campaign

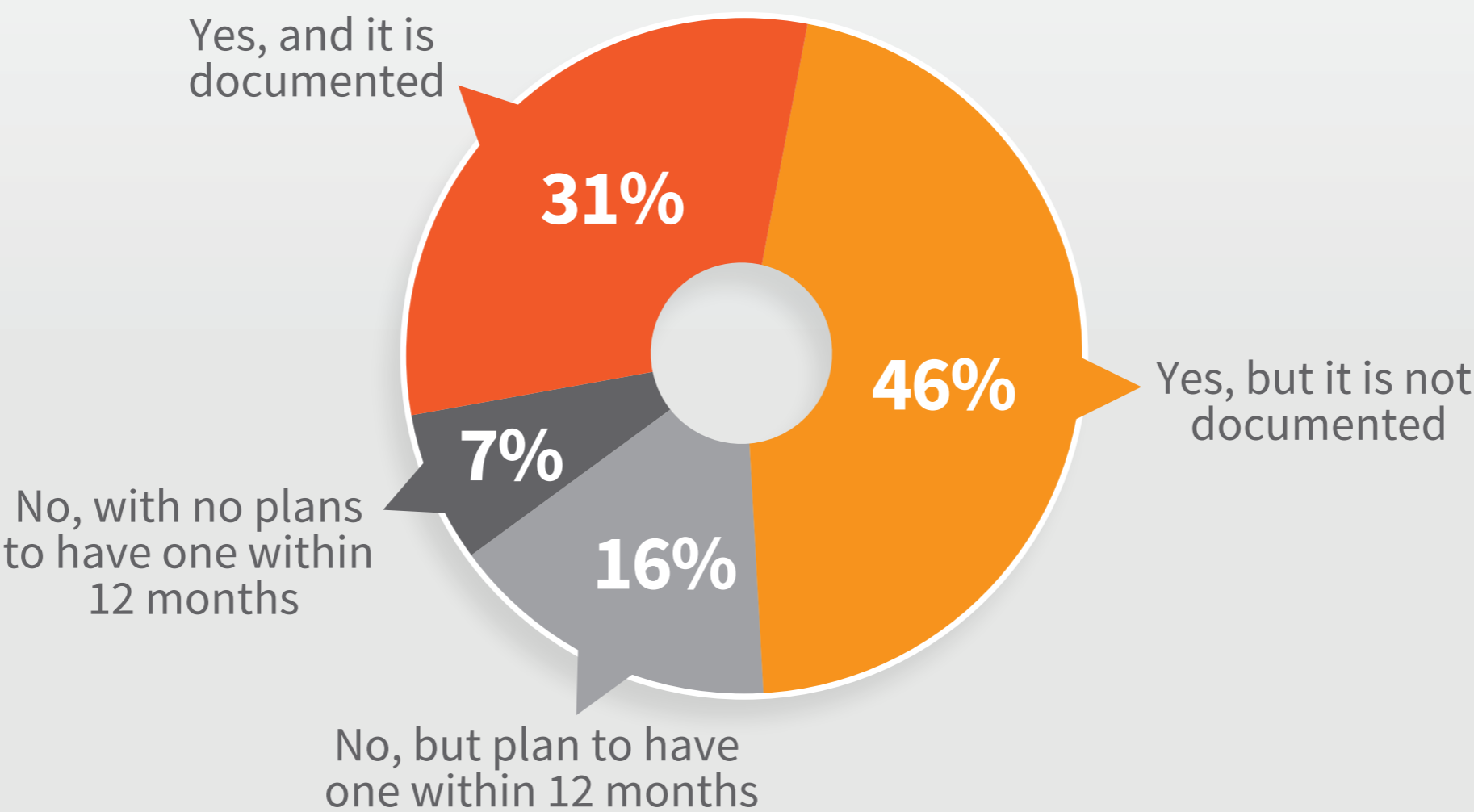
32%

Say their strategy is extremely or very effective at helping their organization achieve its current content marketing goals



Does your organization have a content marketing strategy?

Percentage of Manufacturing Marketers Who Have a Content Marketing Strategy

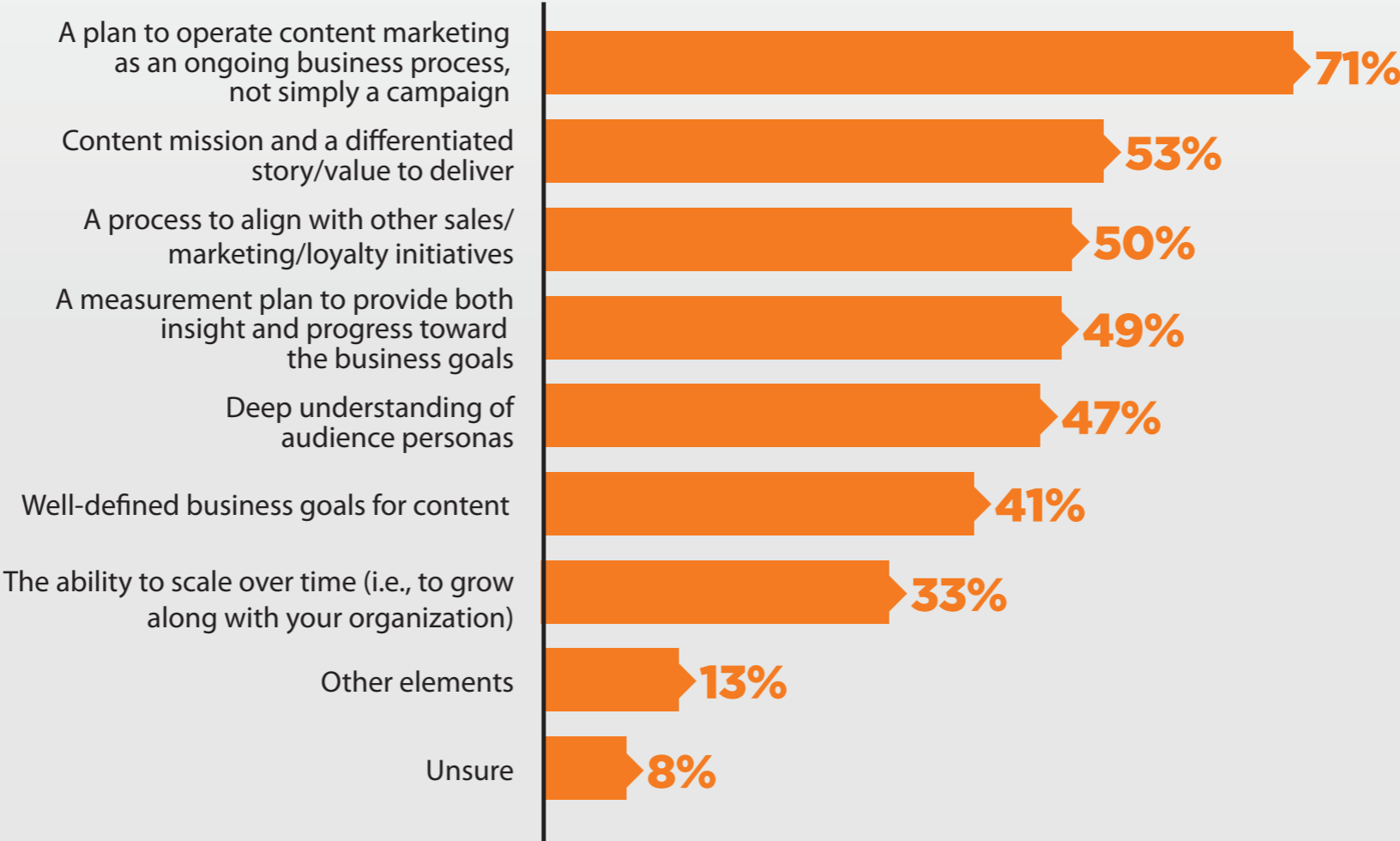


2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Manufacturing content marketers; aided list.

Which of the following elements are included in your content marketing strategy?

Elements Manufacturing Marketers Include in Their Content Marketing Strategy

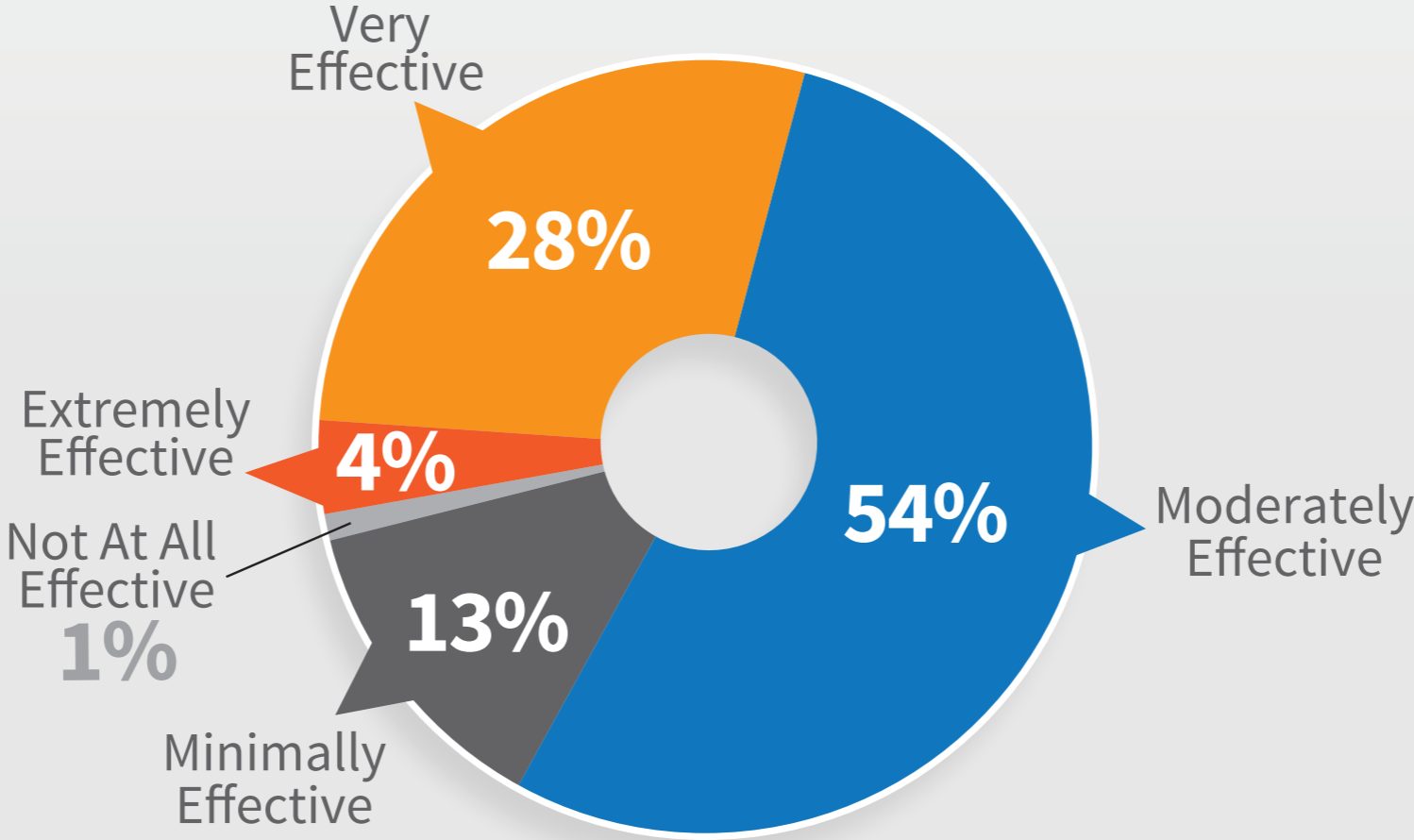


2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Manufacturing content marketers who have a content marketing strategy. Aided list; multiple responses permitted.

How effective is your content marketing strategy at helping your organization achieve its current content marketing goals?

How Manufacturing Marketers Rate the Effectiveness of Their Content Marketing Strategy

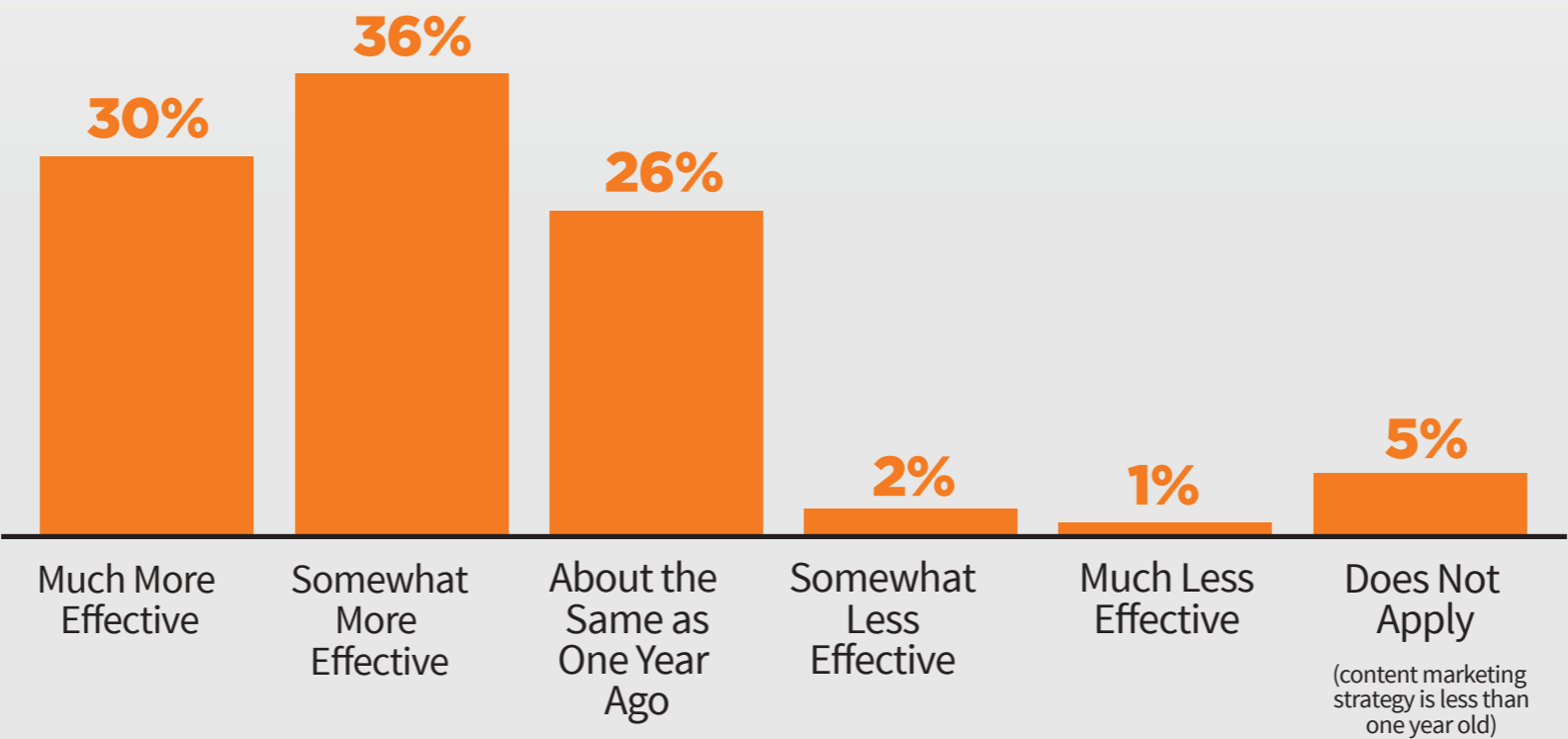


2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Content marketers who have a content marketing strategy; aided list.

How effective is your content marketing strategy compared with one year ago?

How Manufacturing Marketers Rate the Effectiveness of Their Content Marketing Strategy Compared With One Year Ago



2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Manufacturing content marketers who have a content marketing strategy; aided list.

MANUFACTURING CONTENT MARKETING

CONTENT CREATION & DISTRIBUTION

64%

Always/frequently consider how their content impacts the overall experience a person has with their organization

64%

Always/frequently prioritize delivering content quality over quantity

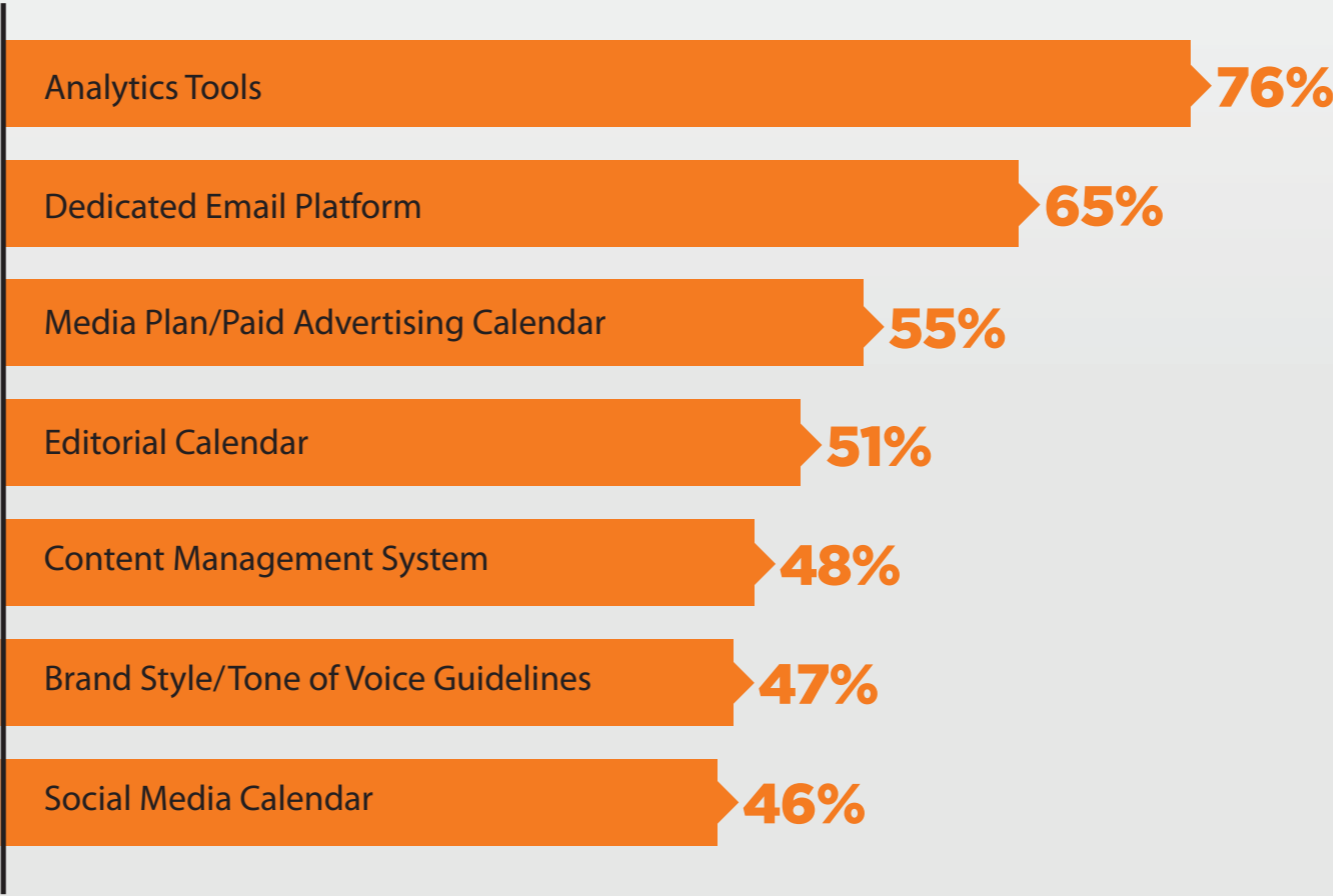
56%

Always/frequently focus on creating content for their audience versus their brand



Which content marketing tools does your organization currently use?

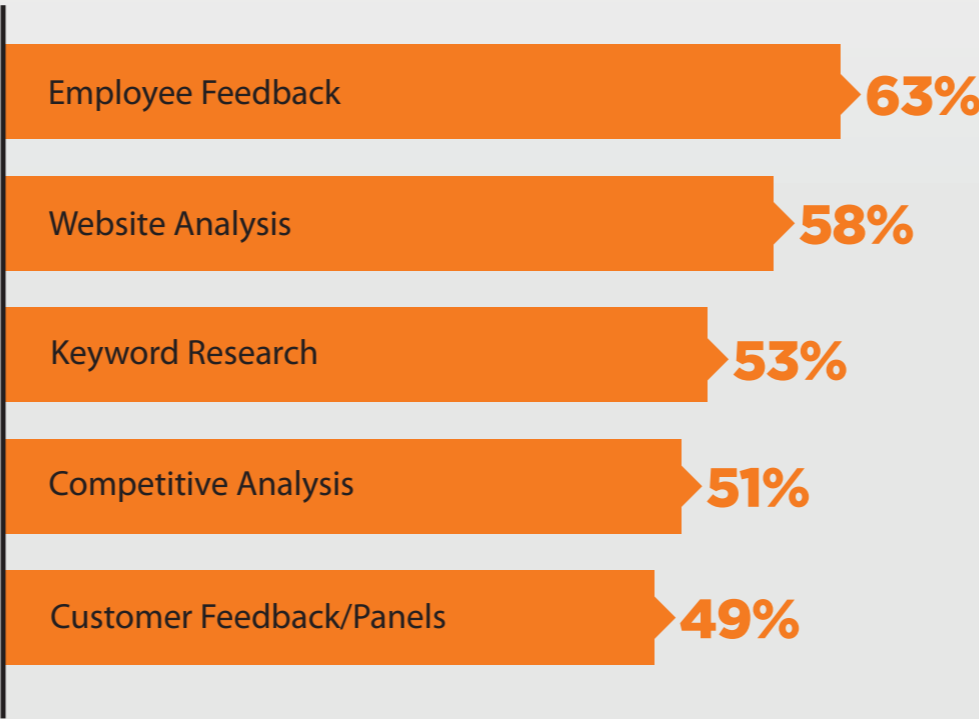
Manufacturing Marketers' Content Marketing Tool Usage



Fewer than 45% of manufacturing marketers said they use the following tools: Social Media Guidelines (41%), Marketing Automation Software (37%), Buyer Personas (35%), Measurement KPIs/Dashboard (29%), Digital Asset Management (DAM) System/File Storage (16%), Editorial Mission Statement (16%), Content Distribution Software (9%), Content Collaboration/Workflow Software (7%), Content Planning/Creation Software (6%), and Other (2%).

Which techniques does your organization use to gain knowledge about its target audience(s), so you can create the right messages?

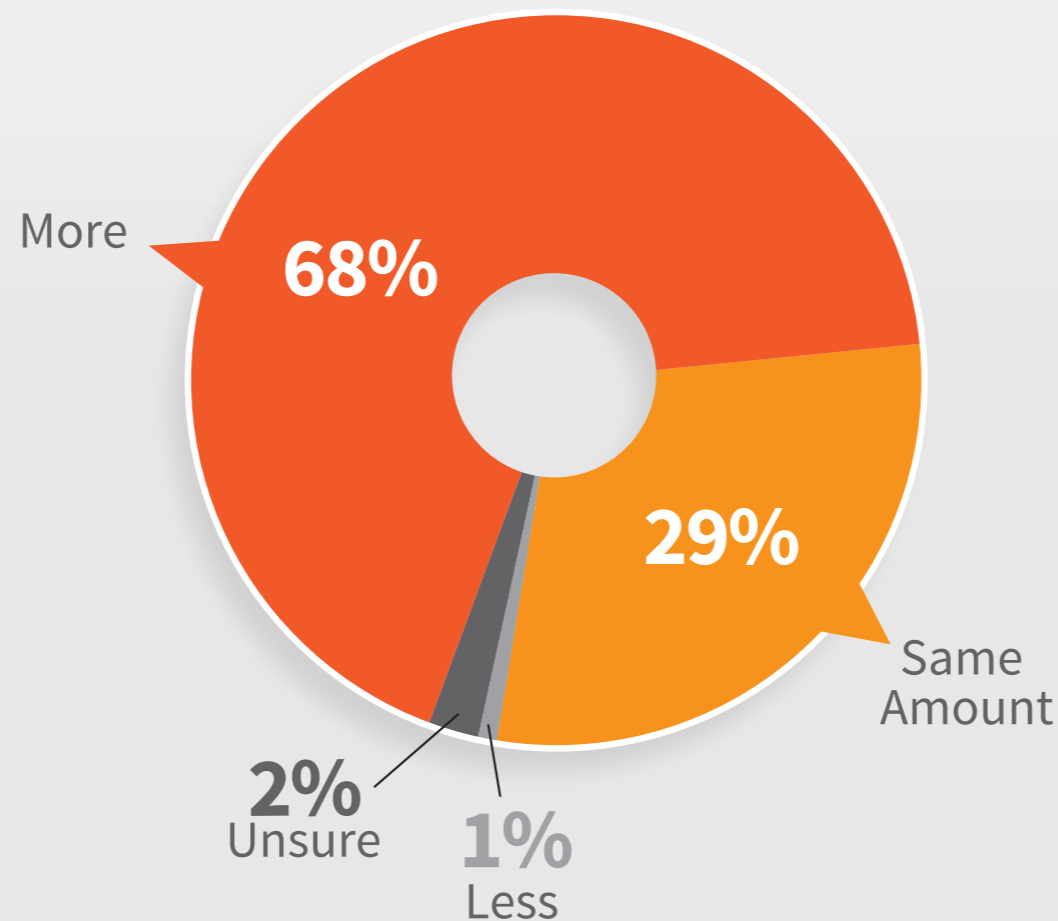
Techniques Manufacturing Marketers Use to Learn About Target Audience(s), for Purposes of Creating the Right Messages



Fewer than 40% of manufacturing marketers said they use the following techniques: Social Listening (38%), Secondary Data Analysis/Internet Searches (36%), Database Analysis (35%), A/B Testing (29%), Quantitative Primary Research (29%), Auditing Existing Buyer Data (20%), Qualitative Primary Research (20%), Usability Testing (11%), Expert Advisory Boards (6%), and Other (1%). 4% said they do not use any techniques.

Compared with 2016, do you expect your organization to produce more, the same amount, or less original content in 2017?

Expected Change in Manufacturers' Content Creation (2016 vs. 2017)

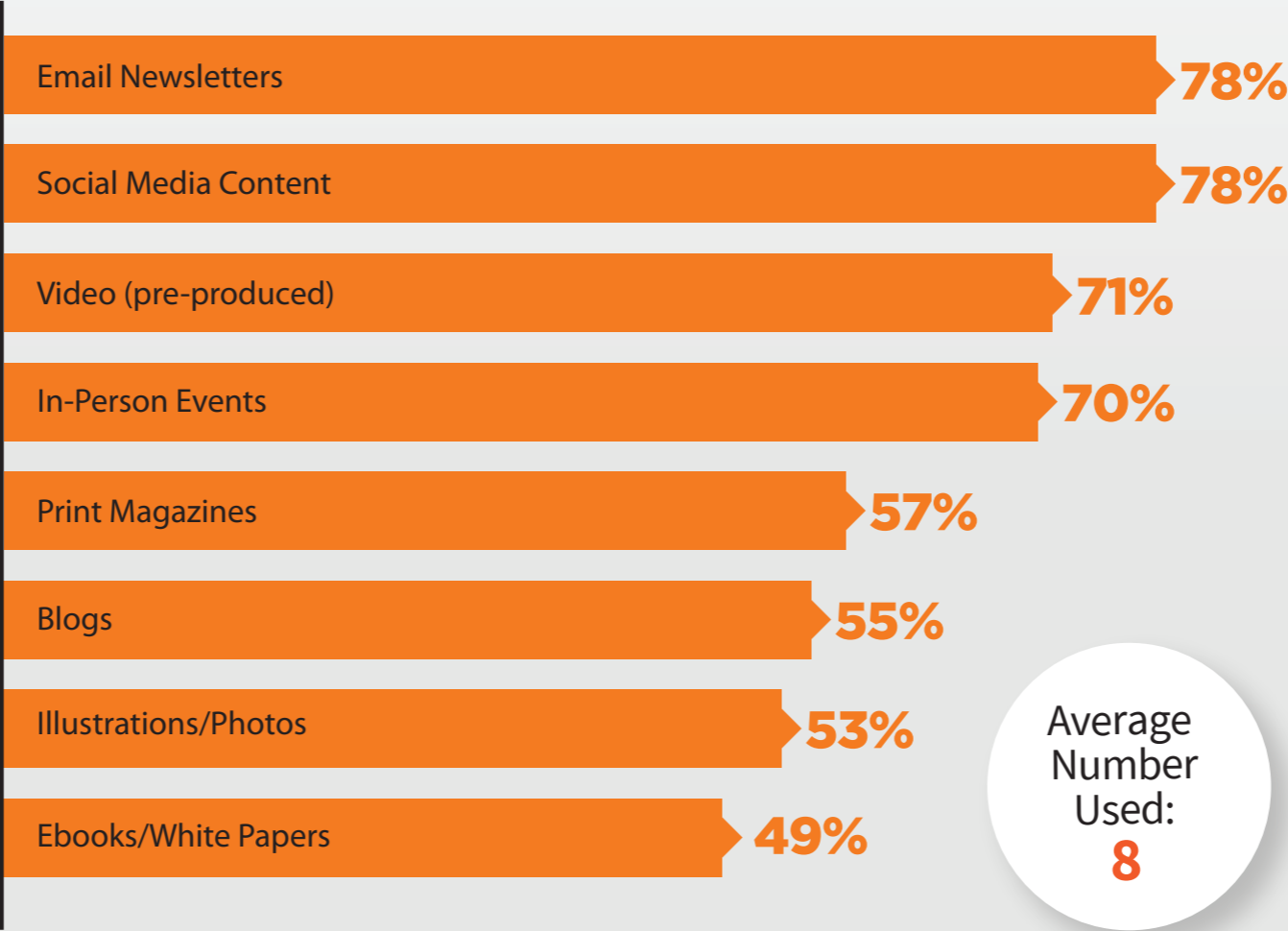


2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Manufacturing content marketers; aided list.

Which content marketing tactics does your organization use?

Manufacturing Content Marketing Tactic Usage



Average Number Used:
8

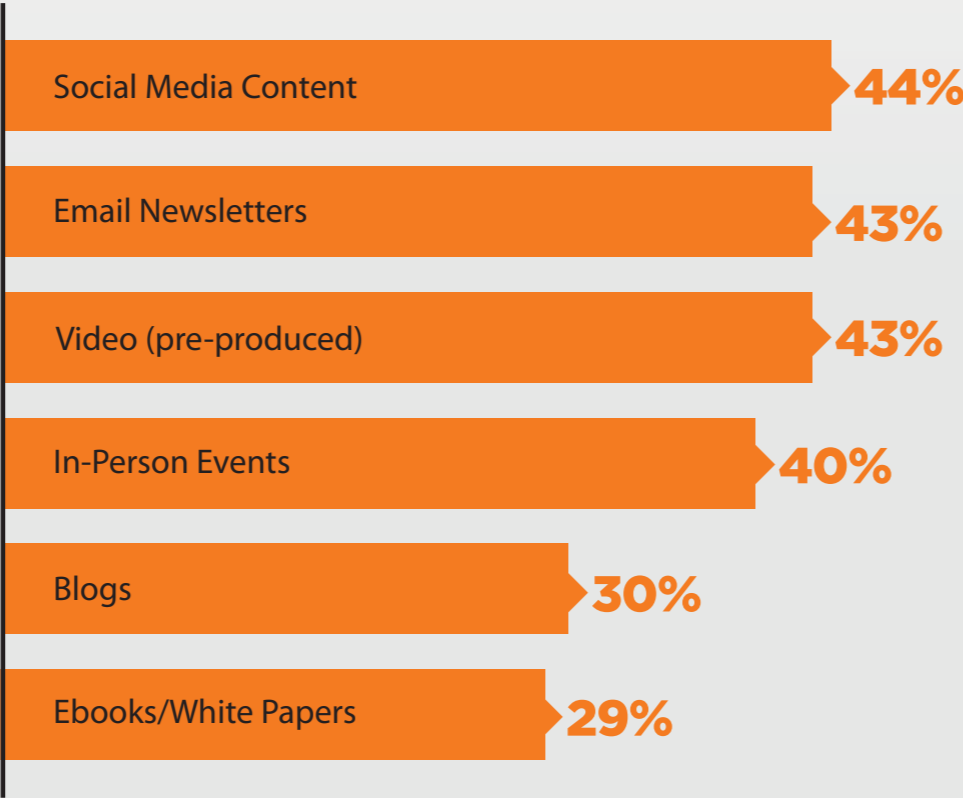
Fewer than 45% of manufacturing marketers said they use the following tactics: Webinars/Webcasts (44%), Infographics (40%), Online Presentations (37%), Digital Magazines (30%), Interactive Tools (27%), Print Newsletters (18%), Mobile Apps (16%), Research Reports (12%), Books (9%), Virtual Conferences (6%), Podcasts (5%), Separate Content Hubs (5%), Video [live-streaming media] (5%), and Other (9%).

2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Manufacturing content marketers. Aided list; multiple responses permitted.

Which content marketing tactics that your organization uses will be most critical to its overall content marketing success in 2017?

Tactics Used That Manufacturing Marketers Say Will be Most Critical to Content Marketing Success in 2017



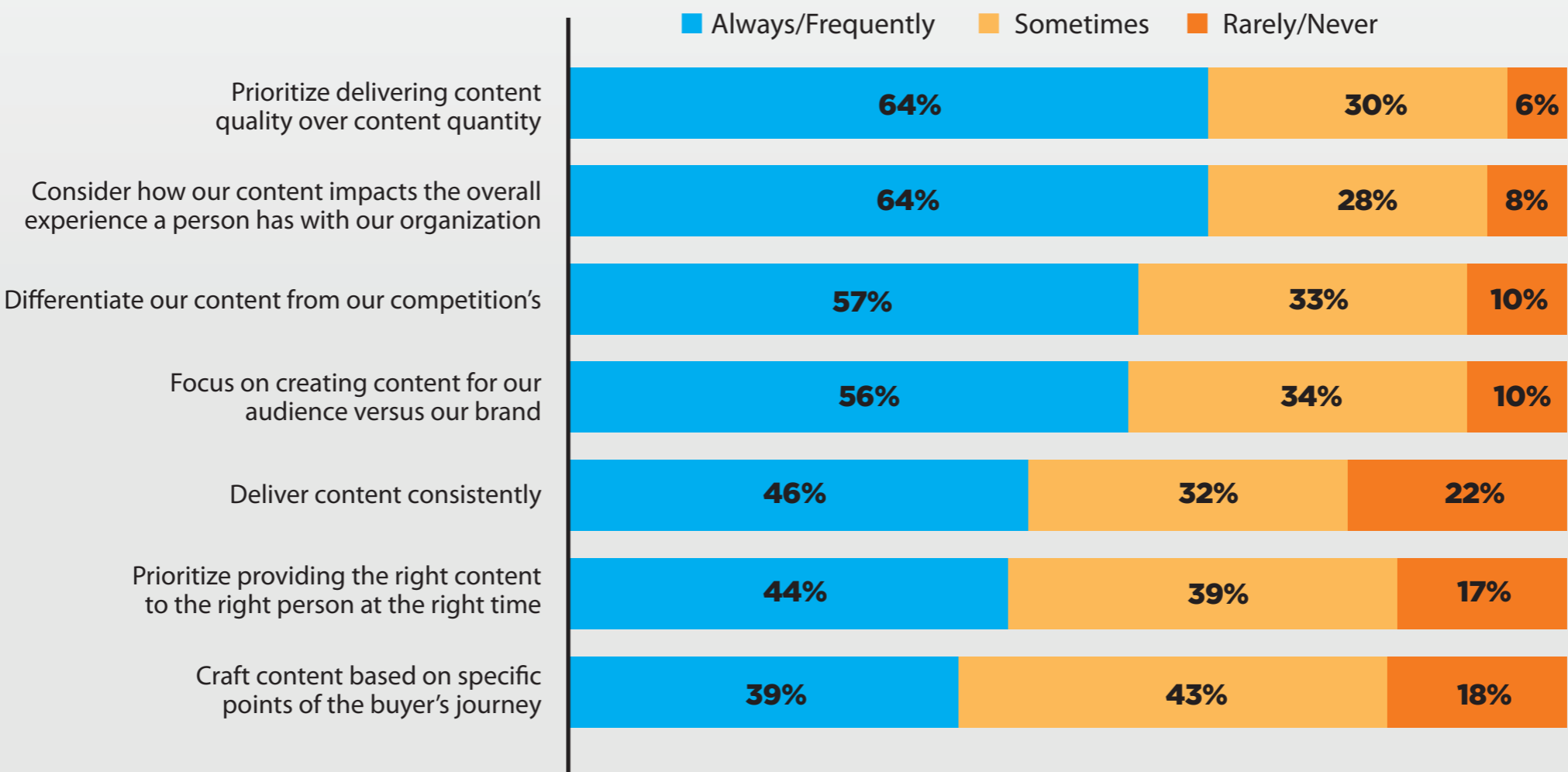
Fewer than 25% of manufacturing marketers whose organizations use the following tactics said the tactic will be critical to overall content marketing success in 2017: Webinars/Webcasts (23%), Print Magazines (16%), Illustrations/Photos (12%), Online Presentations (12%), Infographics (11%), Interactive Tools (11%), Digital Magazines (10%), Mobile Apps (6%), Print Newsletters (5%), Separate Content Hubs (4%), Virtual Conferences (4%), Video [live-streaming media] (3%), Books (2%), Research Reports (2%), and Podcasts (1%).

2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Manufacturing content marketers who use the tactics shown; multiple responses permitted.

How often do you take the following concepts into account while creating content for your organization?

How Often Manufacturing Marketers Consider Various Concepts While Creating Content

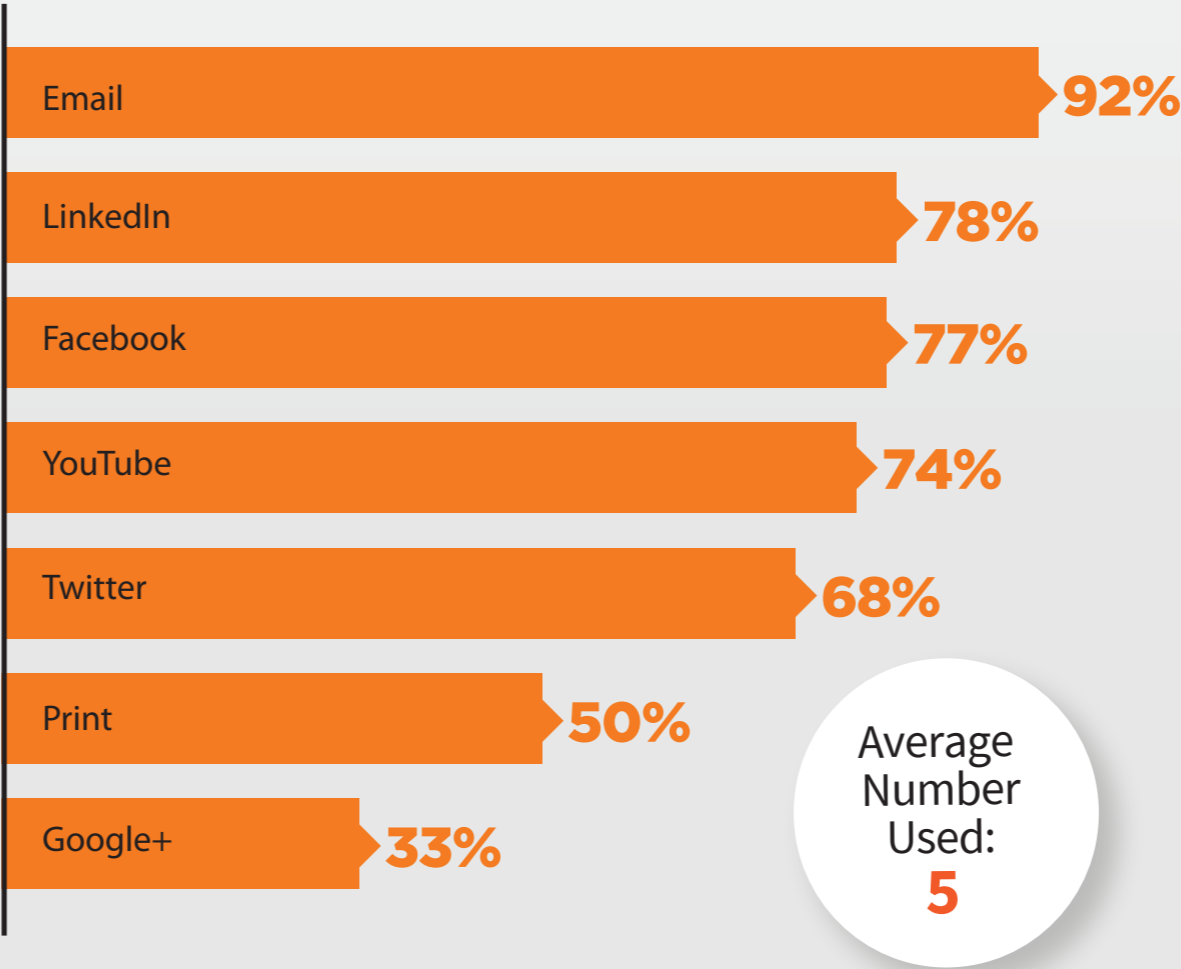


2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Manufacturing content marketers; aided list.

Which channels does your organization use to distribute content?

Channels Manufacturing Marketers Use to Distribute Content



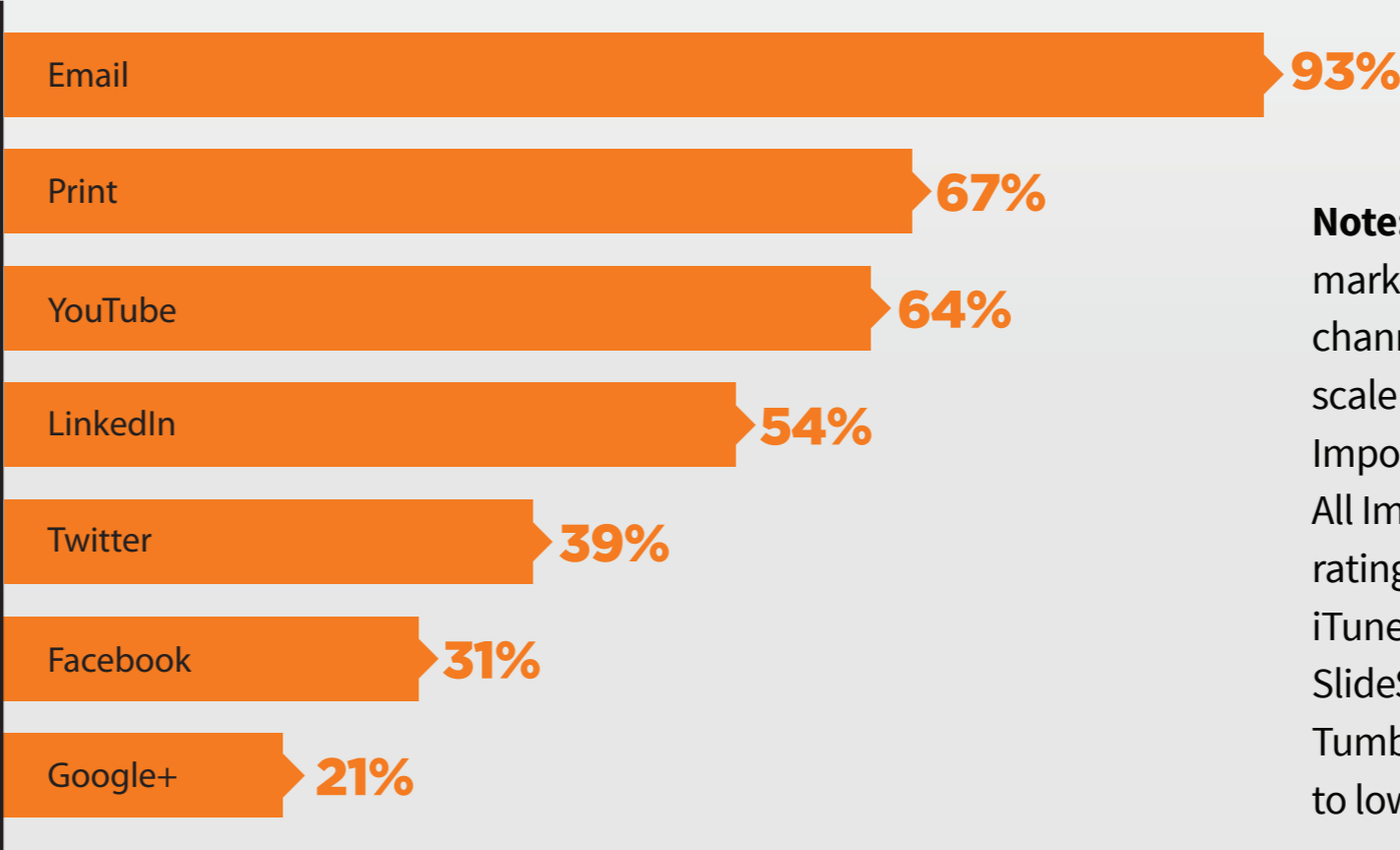
Fewer than 25% of manufacturing marketers said they use the following channels: Instagram (19%), Pinterest (14%), SlideShare (8%), Snapchat (3%), iTunes (1%), Medium (1%), Tumblr (1%), and Other (9%). 1% said they do not use any channels.

2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Manufacturing content marketers.
Aided list; multiple responses permitted.

How important is each channel your organization uses to its overall content marketing success?

Channels Manufacturing Marketers Use to Distribute Content Rated by Importance to Overall Content Marketing Success



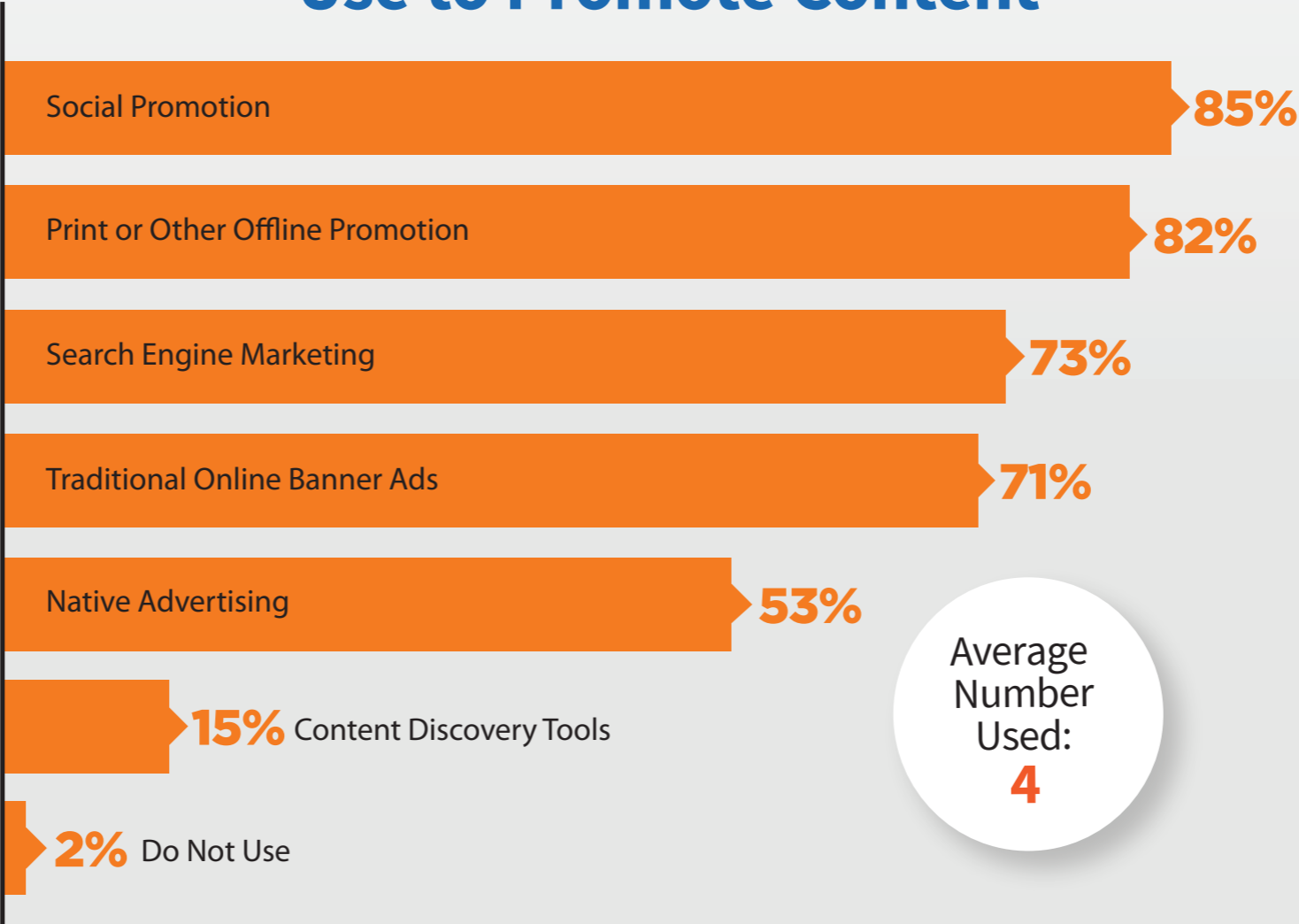
Note: Percentages comprise marketers who rated each channel a 4 or 5 on a 5-point scale where 5 = Extremely Important and 1 = Not At All Important. Importance ratings for Instagram, iTunes, Medium, Pinterest, SlideShare, Snapchat, and Tumblr are not reported due to low incidence of use.

2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Manufacturing content marketers who use the channels shown; multiple responses permitted.

Which paid methods of content promotion does your organization use in its content marketing efforts?

Paid Methods Manufacturing Marketers Use to Promote Content

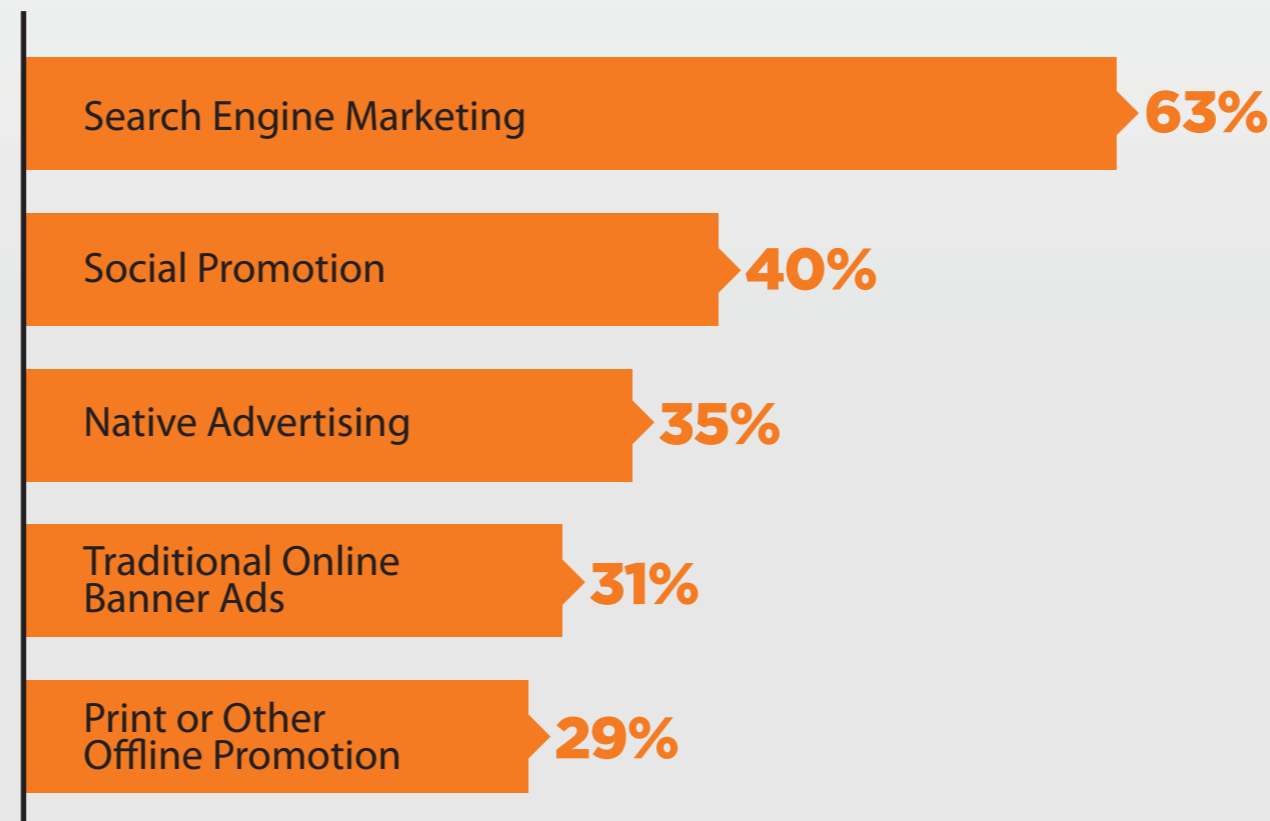


2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Manufacturing content marketers.
Aided list; multiple responses permitted.

How effective are the paid methods of content promotion that your organization uses?

Paid Methods Manufacturing Marketers Use to Promote Content Rated by Effectiveness



Note: Percentages comprise marketers who rated each paid method a 4 or 5 on a 5-point scale where 5 = Extremely Effective and 1 = Not At All Effective. The survey defined effectiveness as accomplishing your content marketing objectives. Effectiveness rating for Content Discovery Tools is not reported due to low incidence of use.

2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Manufacturing content marketers who use the paid methods shown; multiple responses permitted.

GOALS & METRICS

82%

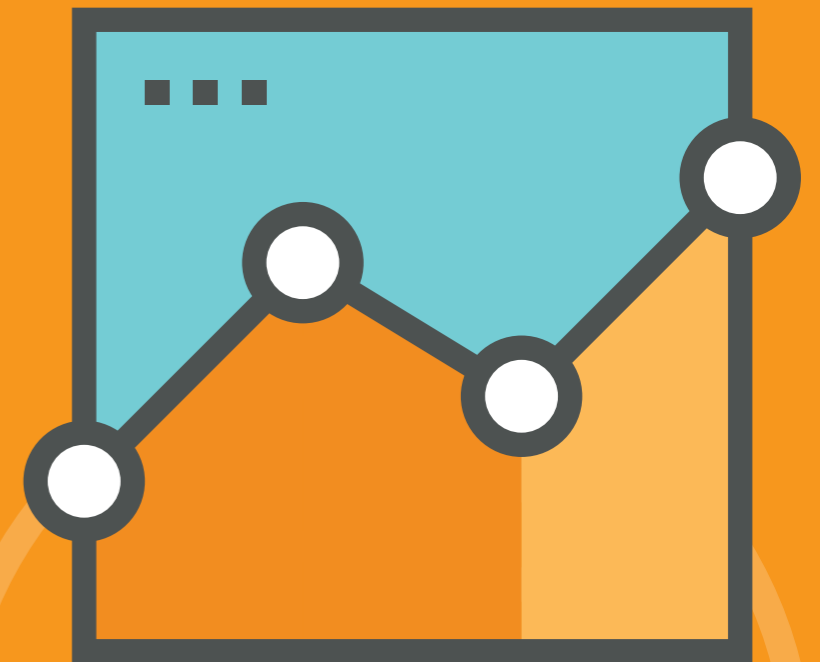
Will focus on brand awareness as a content marketing goal over the next 12 months

78%

Use website traffic to measure how well their content marketing is producing results

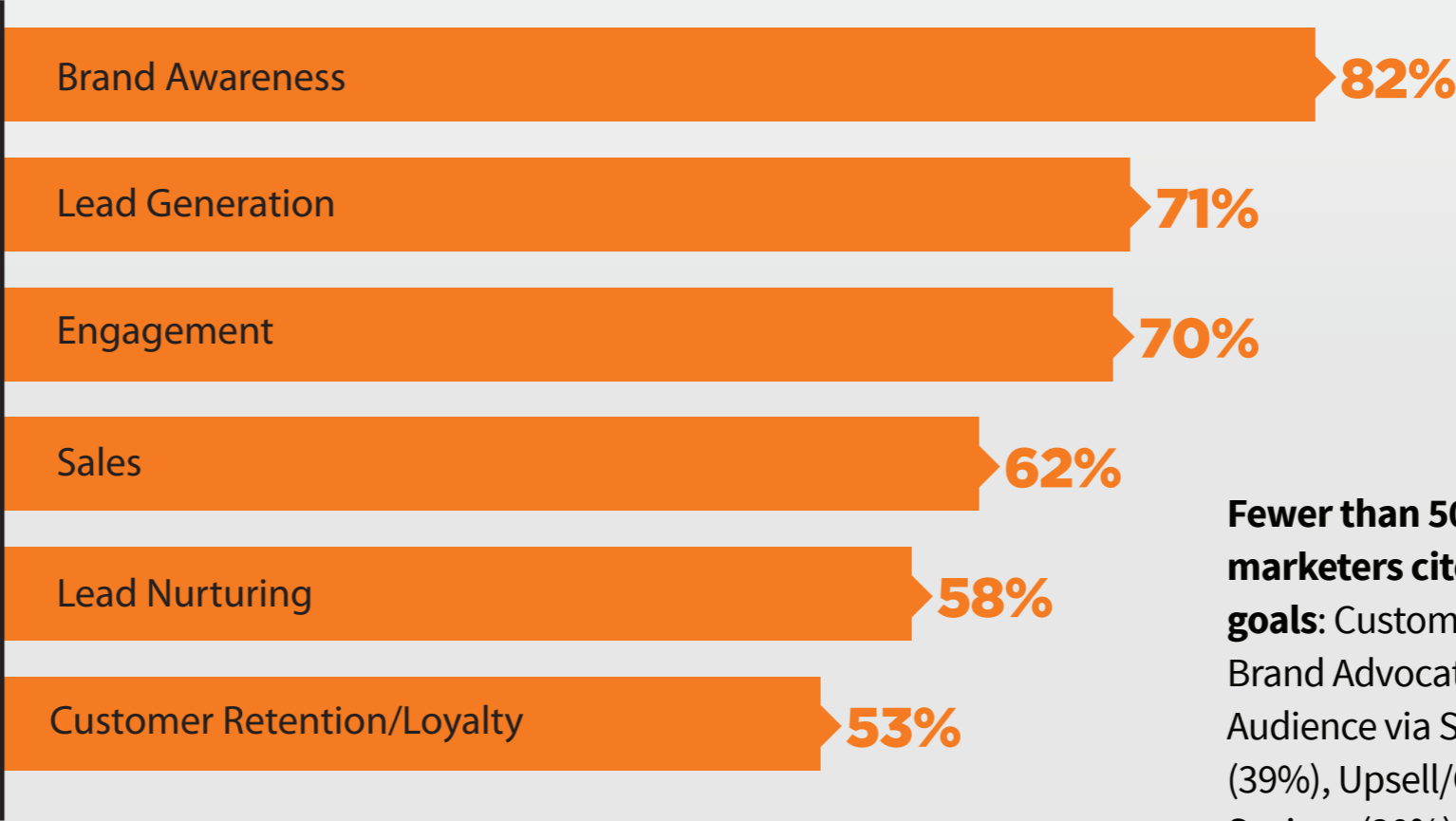
71%

Can demonstrate how content marketing has increased number of leads



Which content marketing goals will your organization focus on over the next 12 months?

Organizational Goals for Manufacturing Content Marketing Over Next 12 Months



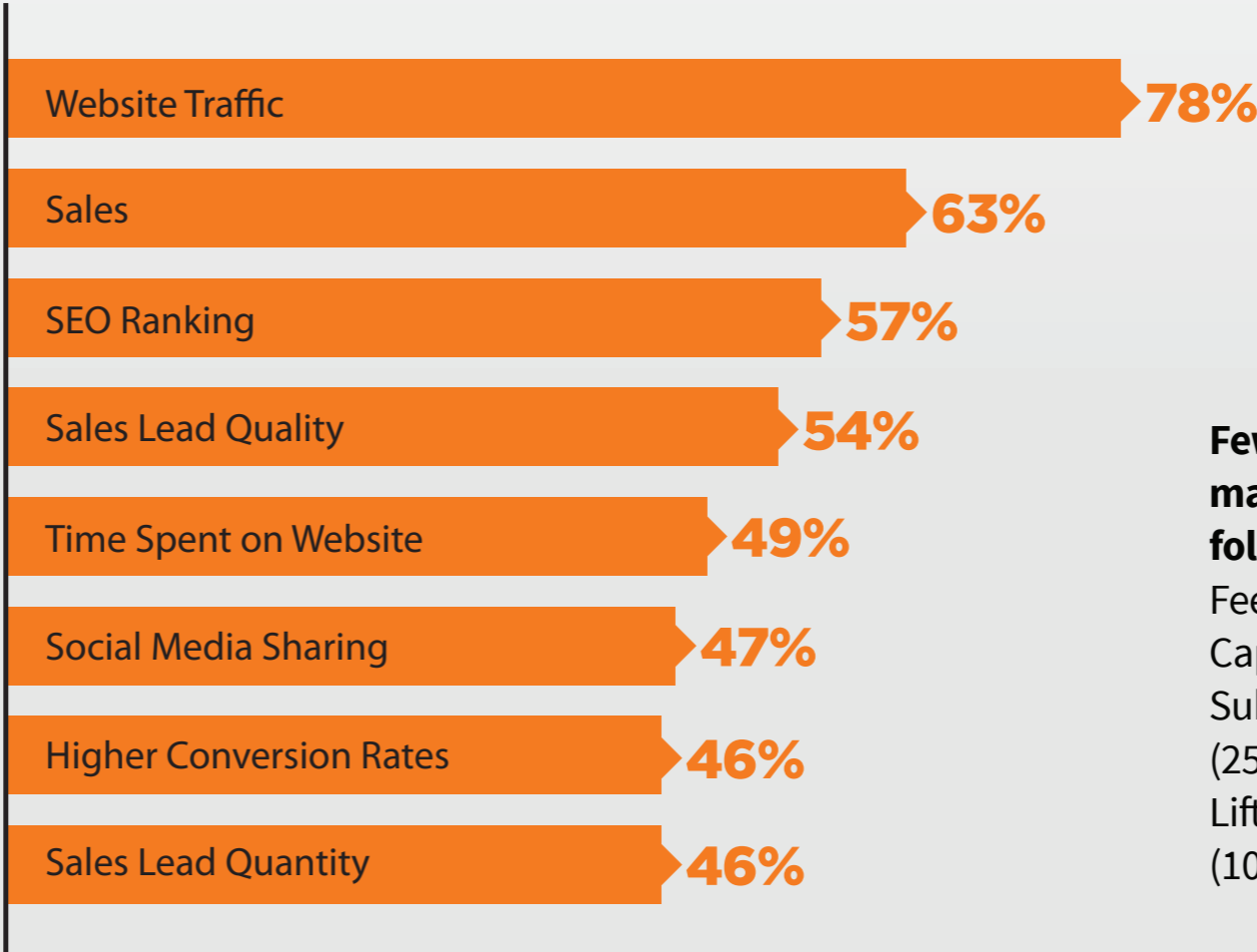
Fewer than 50% of manufacturing marketers cited the following goals: Customer Evangelism/Creating Brand Advocates (40%), Building Our Audience via Subscription Growth (39%), Upsell/Cross-sell (22%), Cost Savings (20%), and Other (1%).

2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base: Manufacturing content marketers. Aided list; multiple responses permitted.

Which metrics does your organization use to determine how well its content marketing is producing results?

Manufacturing Content Marketing Metrics Usage



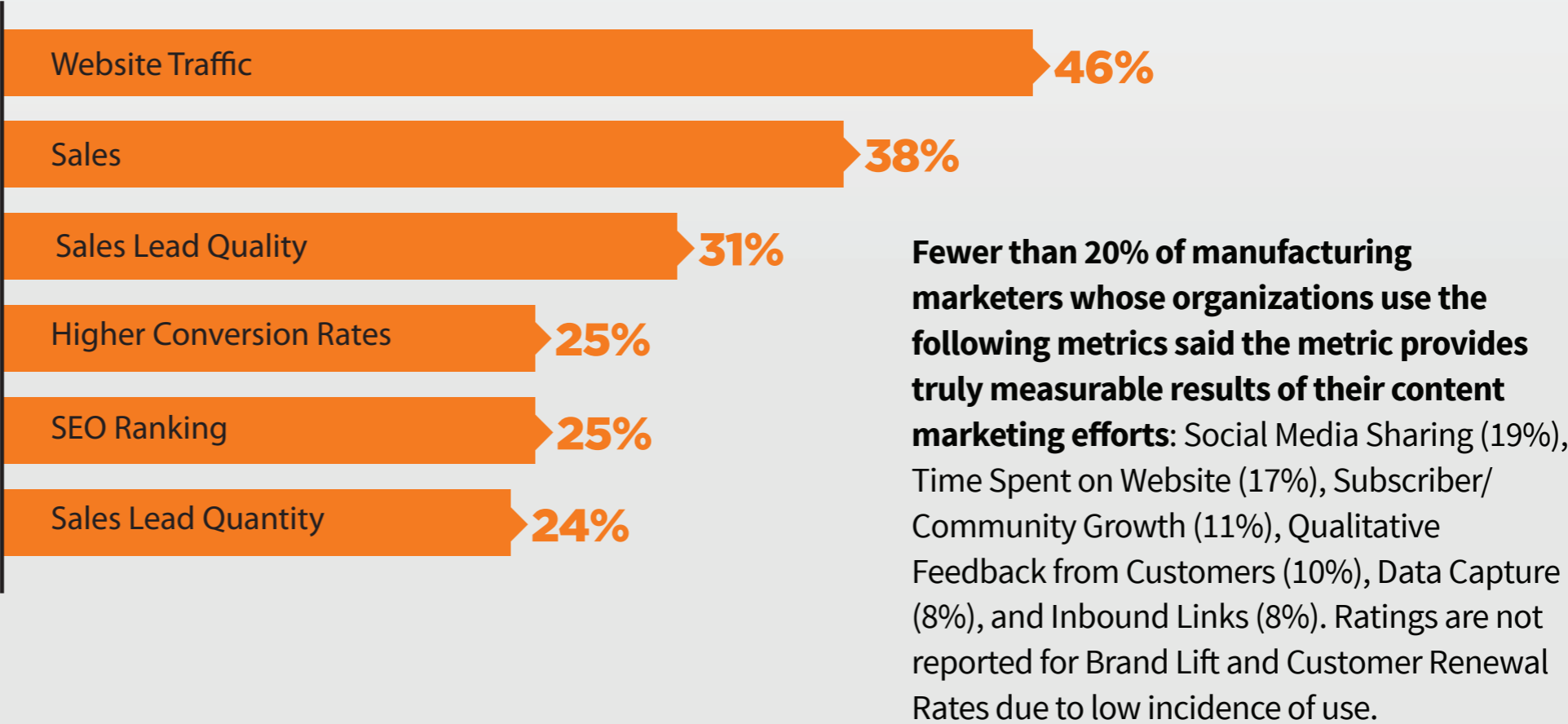
Fewer than 40% of manufacturing marketers said they use the following metrics: Qualitative Feedback from Customers (36%), Data Capture (32%), Inbound Links (29%), Subscriber/ Community Growth (25%), Purchase Intent (20%), Brand Lift (15%), Customer Renewal Rates (10%), and Other (2%).

2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Manufacturing content marketers who use metrics.
Aided list; multiple responses permitted.

Which metrics that your organization uses provide truly measurable results of your content marketing efforts?

Metrics Used That Manufacturing Marketers Say Provide Truly Measurable Results of Content Marketing Efforts

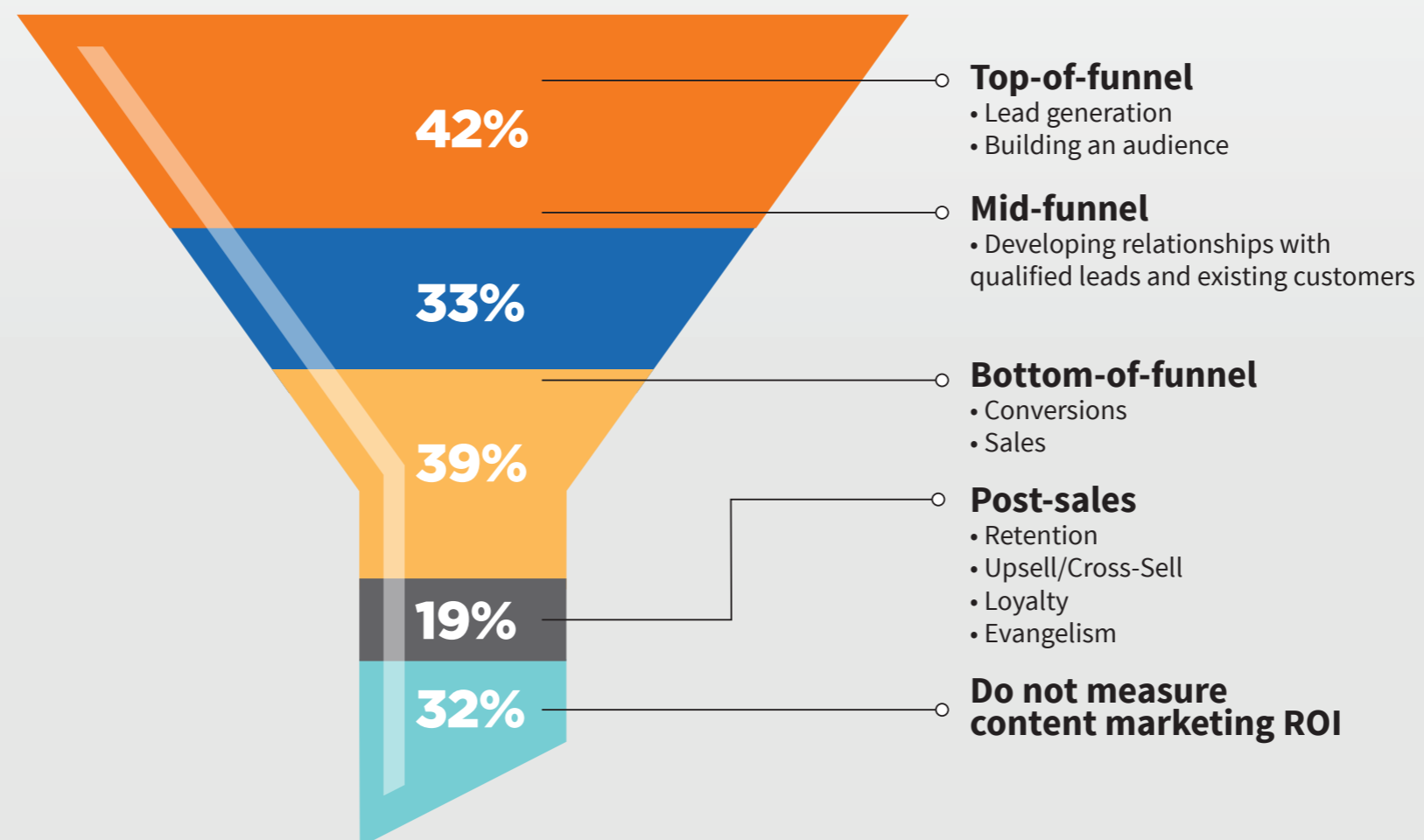


2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Manufacturing content marketers who use the metrics shown; multiple responses permitted.

At which phases of the buyer's journey does your organization measure content marketing ROI?

Phases of Buyer's Journey Where Manufacturing Marketers Measure Content Marketing ROI



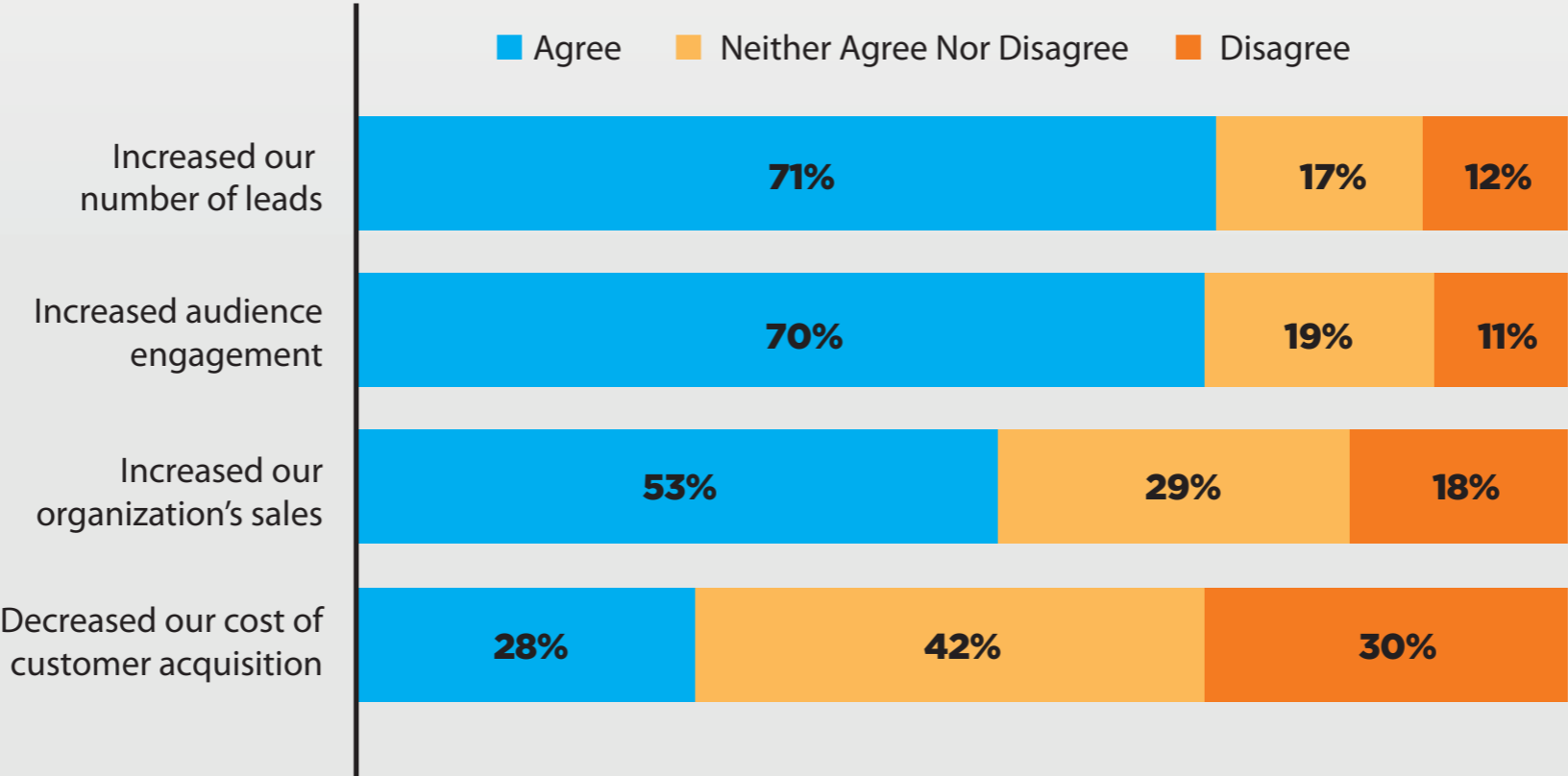
2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Manufacturing content marketers. Aided list; multiple responses permitted.

Indicate your level of agreement with each statement concerning the content marketing metrics used in your organization.

Manufacturing Marketers' Metrics Agreement Statements

I/my team can demonstrate how content marketing has...



Base = Manufacturing content marketers who use metrics to determine content marketing results; aided list.

2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

BUDGETS & SPENDING

23%

Is the average proportion of total marketing budget that is spent on content marketing

36%

Plan to increase their content marketing spending over the next 12 months

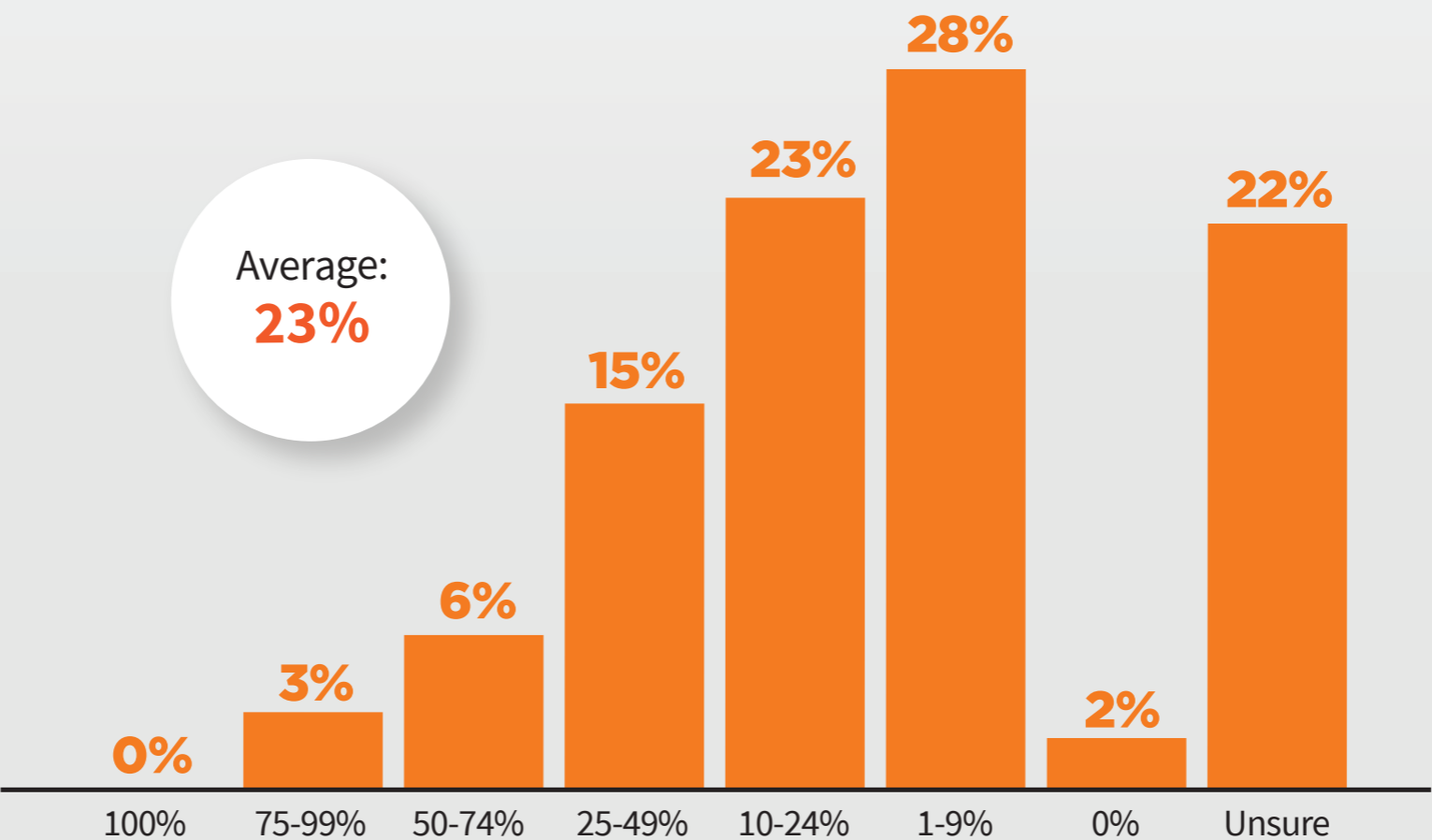
48%

Plan to keep their content marketing spending around the same level over the next 12 months



Approximately what percentage of your organization’s total marketing budget (not including staff) is spent on content marketing?

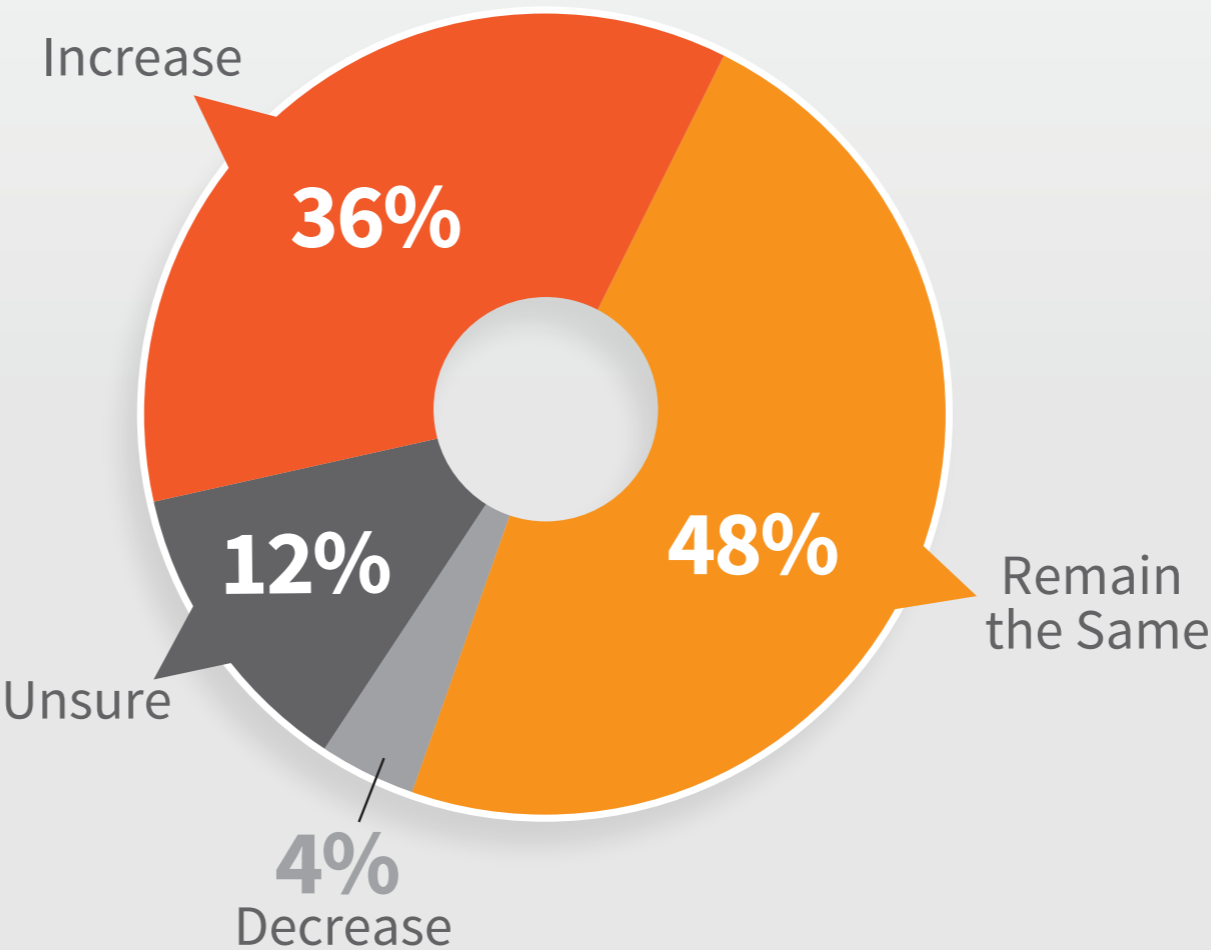
Percentage of Total Marketing Budget Spent on Manufacturing Content Marketing



2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs Base = Manufacturing content marketers; aided list.

How do you expect your organization's content marketing budget to change in the next 12 months?

Manufacturing Content Marketing Spending (Over Next 12 Months)



2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Manufacturing content marketers; aided list.

METHODOLOGY/DEMOGRAPHICS

Manufacturing Content Marketing 2017: Benchmarks, Budgets, and Trends—North America was produced by **Content Marketing Institute** and **MarketingProfs** and sponsored by **IEEE Engineering360**.

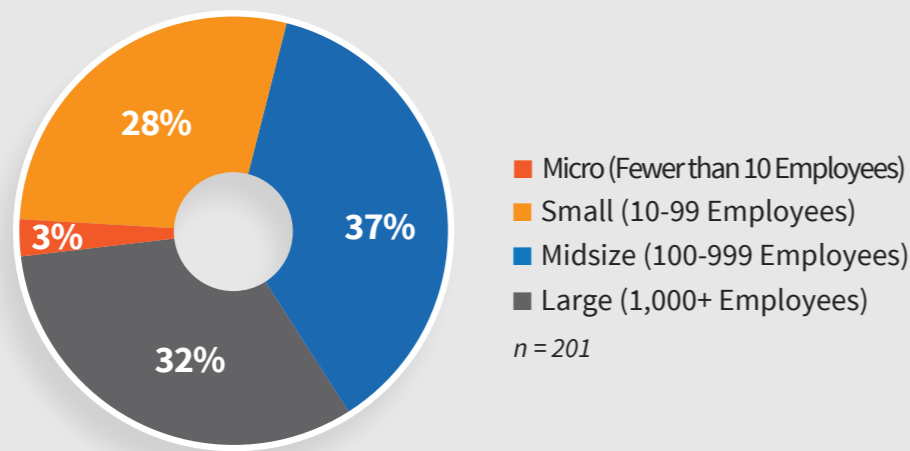
The seventh annual Content Marketing Survey, from which the results of this report were generated, was mailed electronically to a sample of marketers using lists from Content Marketing Institute, MarketingProfs, The Association for Data-driven Marketing & Advertising (ADMA), and WTW Media.

A total of 2,562 recipients from around the globe—representing a full range of industries, functional areas, and company sizes—completed the survey during July and August 2016. This report presents the findings from the 201 respondents who indicated they worked for manufacturing organizations in North America that primarily sell products/services to businesses (B2B) [87%] or to both businesses and consumers (B2B+B2C) [13%].

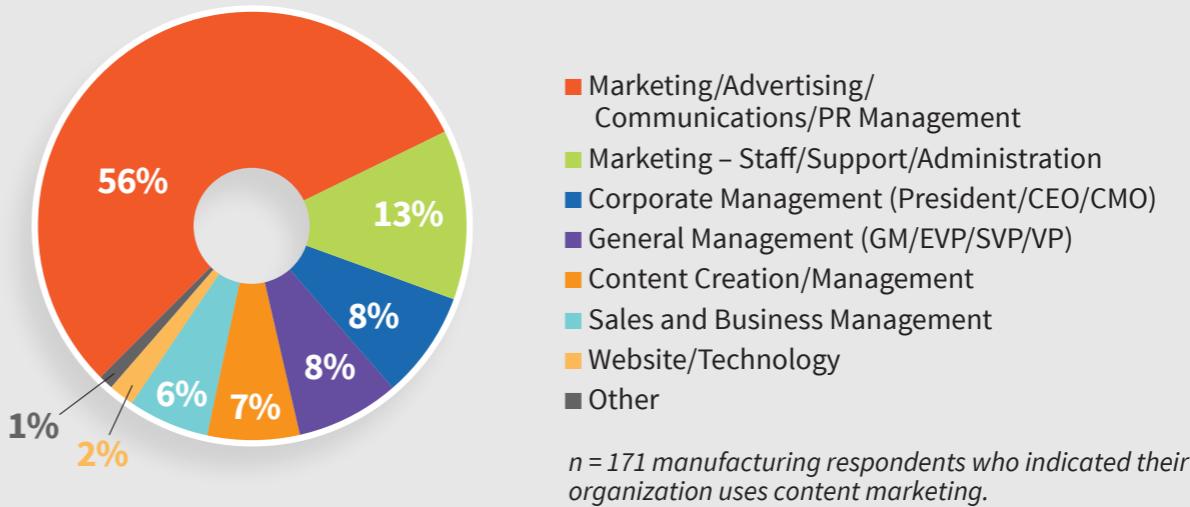
The chart on p. 5 of this report compares the manufacturing respondents with the overall sample of 1,102 B2B marketers from North America, whose responses were previously presented in the Content Marketing Institute/MarketingProfs report, *B2B Content Marketing 2017: Benchmarks, Budgets, and Trends—North America*.

Additional reports based on the annual survey are available at www.contentmarketinginstitute.com/research. Special thanks to MarketingProfs for their assistance with the annual survey and the B2B North America and B2C North America reports.

Size of Manufacturing Company (by Employees)



Manufacturing Job Title/Function



2017 Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

ABOUT

Content Marketing Institute and MarketingProfs thank all the survey respondents and the distribution partners who made this survey possible.

About Content Marketing Institute (CMI)

Content Marketing Institute is the leading global content marketing education and training organization, teaching enterprise brands how to attract and retain customers through compelling, multichannel storytelling. CMI's **Content Marketing World** event, the largest content marketing-focused event, is held every September in Cleveland, Ohio, USA, and the **Intelligent Content Conference** event is held every spring. CMI publishes the bi-monthly magazine **Chief Content Officer**, and provides strategic consulting and content marketing research for some of the best-known brands in the world. Watch this [video](#) to learn more about CMI, a UBM company. To view all research and to subscribe to our emails, visit www.contentmarketinginstitute.com.

About MarketingProfs

MarketingProfs offers real-world education for modern marketers. More than 600,000 marketing professionals worldwide rely on our free daily publications, virtual conferences, **MarketingProfs University**, and more to stay up to date on the most important trends and tactics in marketing—and how to apply them to their businesses. Visit MarketingProfs.com for more information.

About IEEE Engineering360 Media Solutions

IEEE Engineering360 Media Solutions provides comprehensive digital media solutions that connect manufacturers, distributors, and service providers with engineers and allied technical professionals – delivering measurable and actionable awareness, demand, and engagement opportunities at all stages of the buy cycle. More than 8 million professionals rely on us for critical engineering content, information, insight, tools, and community. A complete suite of both push and pull media solutions is available, including 70+ e-newsletters; display advertising opportunities; product discovery programs; webinars; custom email solutions; and a wide range of content marketing services designed to help companies with content creation and promotion.