

B2B Content Marketing 2010:

# Large Organization Report

# FOREWORD

In September 2010, Junta42 and MarketingProfs in conjunction with the Business Marketing Association (BMA) and American Business Media (ABM) released the largest study to date, 2010 B2B Content Marketing Benchmarks, Budgets and Trends, showing how B2B marketers are using content within their marketing mix. This report takes a more granular look at how marketers from large companies (more than 1,000 employees) are using content marketing.

Looking at how companies of various sizes use content marketing, there are noticeable differences with the larger companies.

## They are out-adopting smaller companies in content marketing in most areas

Large companies are using nine tactics in their content marketing efforts, which is the highest number of any group. On average, content marketers are using eight tactics. While large companies are using most tactics at slightly higher rates than their peers, they use microsites, data-driven content marketing, print magazines and videos at much higher rates.

## They use social media and blogging less than their peers

While large companies are out-adopting in most categories, there are three areas in which their peers are doing more: social media, blogging and eBooks. Considering this, it is no surprise that they also use social media platforms to distribute content less often than their counterparts.

## Their main goals include brand awareness and customer retention/loyalty

When looking at organizational goals, large companies cite brand awareness more often than any other group. Customer retention and loyalty is also a key goal considering that, on average, 76% of a large company's revenue comes from existing customers. Large companies cite lead generation as a goal less frequently than their peers.

## They spend the most money on content marketing, but the smallest percentage of their marketing budget

It's no surprise that larger companies have bigger marketing budgets and therefore spend more on content marketing. As a percentage of their marketing budget, they spend 21%, which is the lowest compared to their peers. However, it is interesting to note that this group cites "budget to produce enough content" as one of their biggest challenges (after "producing content that engages").

## They are the group most likely to outsource

By a wide margin, larger companies are more likely to outsource content creation. Seventy-seven percent of large firms outsource some of their content development, compared to an average of 55% across all content marketers.

## A few other notes about this demographic:

- Manufacturing and processing (19%) and agriculture (13%) represent the largest industries among companies with more than 1,000 employees
- **On average, buying cycles are six months, which means large companies must plan for complexity**
- More than their peers, **large companies sell into existing accounts – only 24% of revenue comes from new customers** whereas this percentage is 27% for mid-size companies and 31% for small companies.

I hope this report helps you better understand how B2B marketers in large companies are executing on content marketing.

## Michele Linn

Content Development Director  
Content Marketing Institute

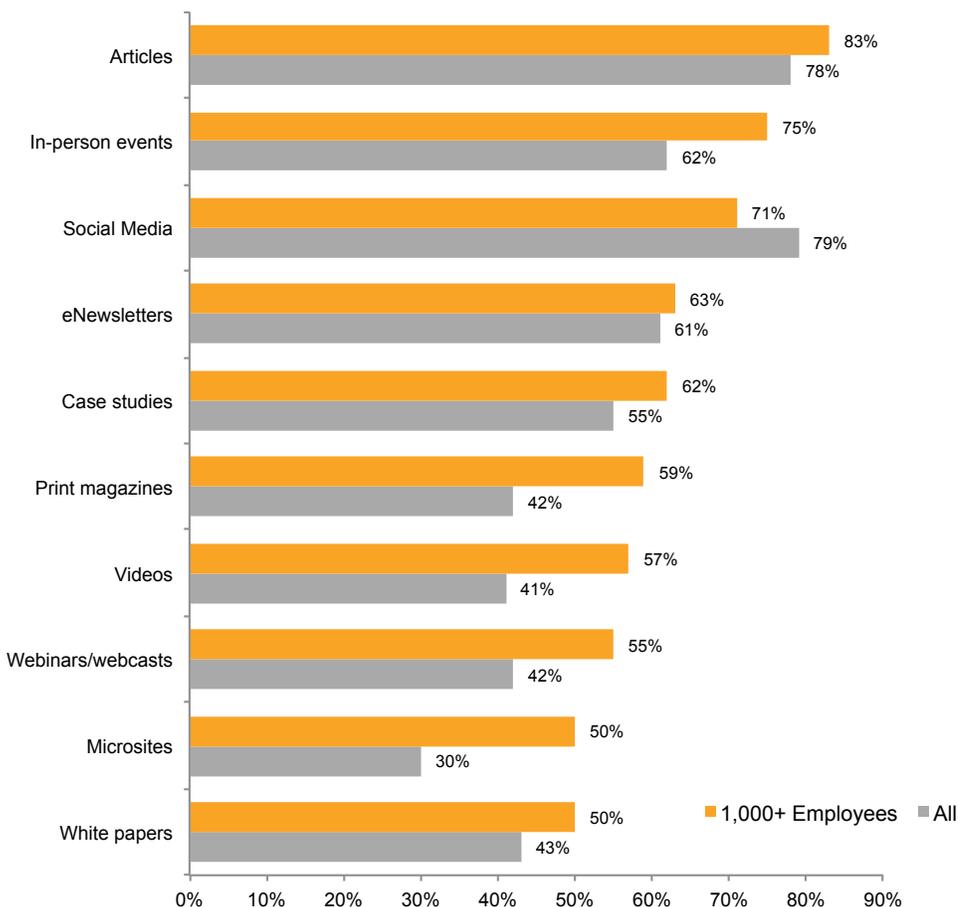
## USAGE AND EFFECTIVENESS

### ► CONTENT MARKETING TACTICS USED

For B2B marketers at large organizations, using content to market their products and services is mainstream. **Ninety-one percent of large company B2B marketers report using content as part of their marketing efforts and, on average, they use nine tactics, compared to the eight tactics that mid-size companies use and the seven tactics that small companies use.** The most popular tactics for large companies are:

- Articles (83%)
- In-person events (75%)
- Social media (excluding blogs) (71%)
- eNewsletters (63%)
- Case studies (62%)

**Top 10 Content Marketing Tactics Used**



Ninety-one percent of large company B2B marketers report using content as part of their marketing efforts.

Source: B2B Content Marketing 2010: Large Organization Report

In general, large companies use content marketing tactics at a higher rate than their peers in smaller organizations. However, there are some tactics that larger companies use substantially more when compared to their peers:

| Tactic                        | Overall | Large Companies | Mid-Size Companies | Small Companies | Micro Companies |
|-------------------------------|---------|-----------------|--------------------|-----------------|-----------------|
| Data-Driven Content Marketing | 21%     | 38%             | 23%                | 15%             | 10%             |
| Microsites                    | 30%     | 50%             | 29%                | 23%             | 19%             |
| Videos                        | 41%     | 57%             | 42%                | 36%             | 31%             |
| Print Magazines               | 42%     | 59%             | 54%                | 37%             | 19%             |

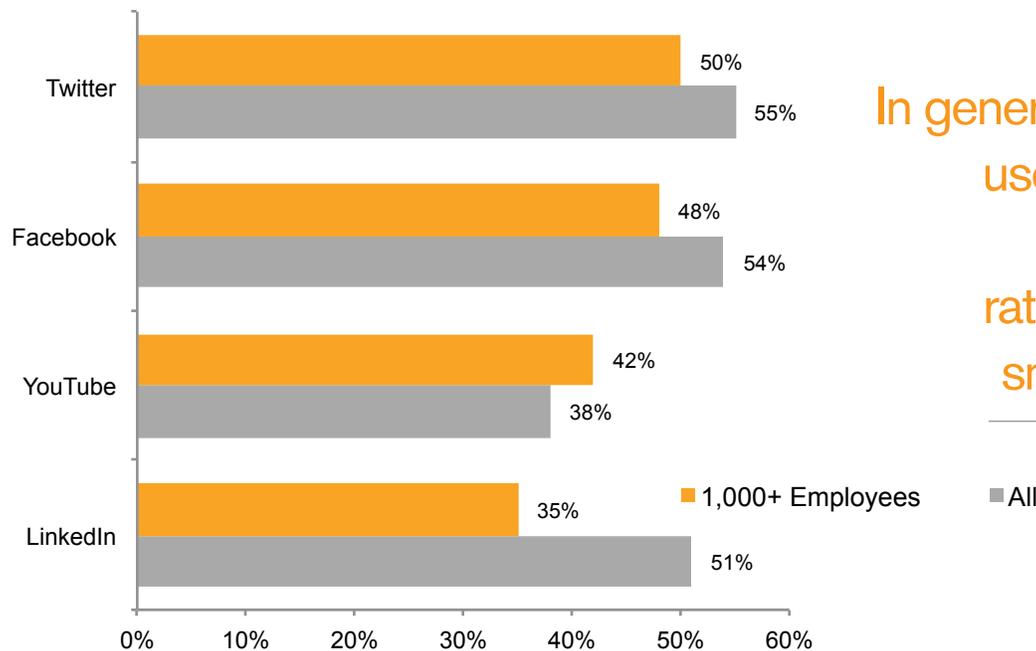
The only areas where large companies don't out-adapt their peers is with social media, blogs and eBooks:

| Tactic                         | Overall | Large Companies | Mid-Size Companies | Small Companies | Micro Companies |
|--------------------------------|---------|-----------------|--------------------|-----------------|-----------------|
| Social Media (excluding blogs) | 79%     | 71%             | 73%                | 84%             | 88%             |
| Blogs                          | 51%     | 39%             | 43%                | 57%             | 64%             |
| eBooks                         | 9%      | 7%              | 7%                 | 8%              | 16%             |

## ► SOCIAL MEDIA DISTRIBUTION CHANNELS

As mentioned, considering that large companies are adopting social media less their peers, it is no surprise that **they are using social media to distribute their content at much lower rates, too.**

Percentage of Marketers Who Use Various Social Media Sites to Distribute Content



In general, large companies use content marketing tactics at a higher rate than their peers in smaller organizations.

Source: B2B Content Marketing 2010: Large Organization Report

## ► CONTENT MARKETING EFFECTIVENESS

In addition to asking survey respondents to tell us which content marketing products they currently employ in their companies, we also asked them to rate the effectiveness of each of these products in their marketing efforts on a scale of one (low effectiveness) to five (high effectiveness).

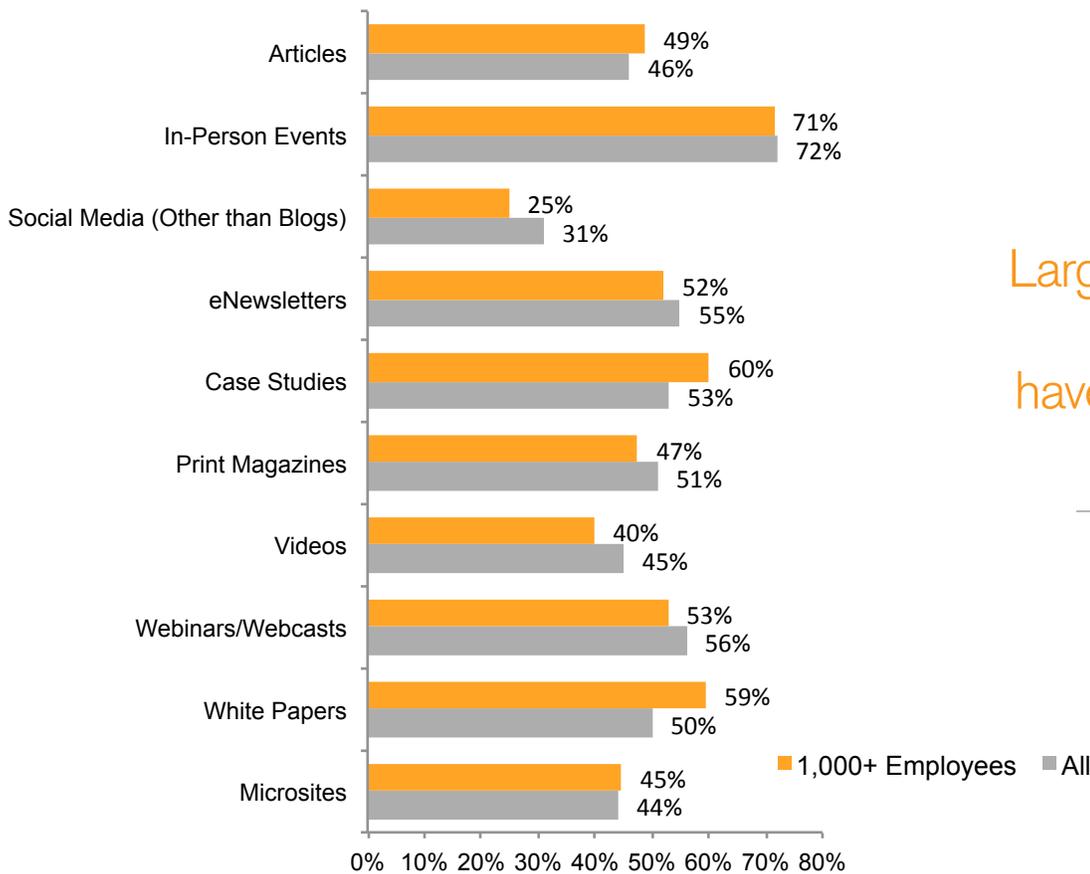
When we consider the adoption rates of each content vehicle measured against the perceived effectiveness of that particular vehicle among those who use that tactic, we find a “confidence gap.” That is, while companies invested in a number of content marketing products, they may not have confidence in how they are using each of those products.

While it is unclear if this lack of confidence is due to true ineffectiveness of any given strategy or simply the inability to measure effectiveness, this gap exists across all industries and company sizes.

Here are the effectiveness ratings of the five tactics that large company marketers use most often:

- Articles: 49% effectiveness (83% usage)
- In-person events: 71% effectiveness (75% usage)
- Social media (excluding blogs): 25% effectiveness (71% usage)
- eNewsletters: 52% effectiveness (63% usage)
- Case studies: 60% effectiveness (62% usage)

## Effectiveness Ratings: Top 10 Content Marketing Tactics Used in Large Organizations



Large companies find in-person events have the highest level of effectiveness.

Source: B2B Content Marketing 2010: Large Organization Report

A few noteworthy observations:

- **In-person events have the highest level of effectiveness**, which is in line with the overall sample. Seventy-one percent of users from large companies consider them to be effective versus 72% across all segments.
- As indicated in the overall sample, **social media is a tactic that is widely used but which has very low effectiveness**. In fact, for large companies, social media is the tactic deemed least effective.
- **In comparison to the overall sample, large companies find case studies and white papers to be notably more effective:**
  - ▶ Case studies: 60% effectiveness (62% usage) for large companies versus 53% effectiveness (55% usage) overall
  - ▶ White papers: 59% effectiveness (50% usage) for large companies versus 50% effectiveness (43% usage) overall

# GOALS AND MEASUREMENT

## ► ORGANIZATIONAL GOALS

Like all B2B content marketers, marketers at large organizations have numerous goals for content marketing. The top four are:

- Brand awareness (83%)
- Customer retention/loyalty (70%)
- Lead generation (58%)
- Customer recruitment (57%)

### Organizational Goals for Content Marketing



Source: B2B Content Marketing 2010: Large Organization Report

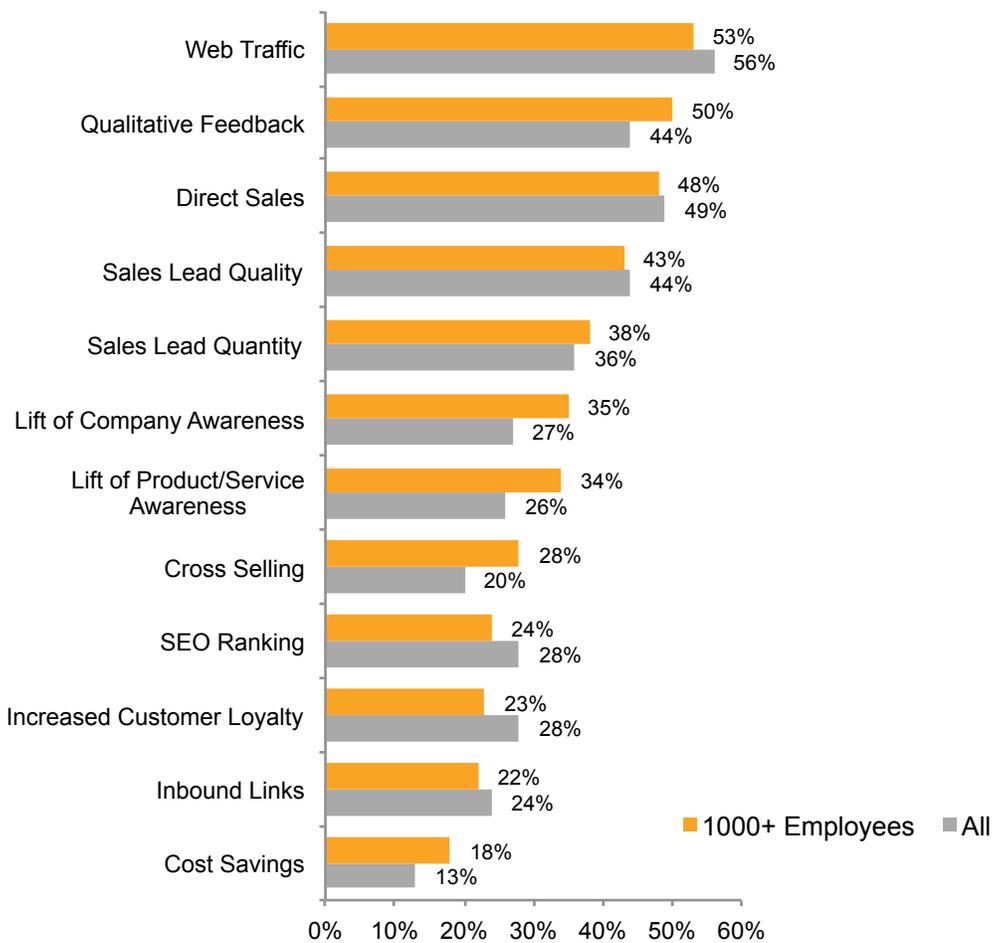
**Larger companies cite brand awareness, customer retention/loyalty and thought leadership as organizational goals for content marketing more than their peers. Website traffic, lead generation and lead management/nurturing are cited less frequently.**

## ► MEASUREMENT CRITERIA

The top five primary measurement criteria for large company B2B marketers who use content marketing as a strategy are:

- Web traffic (53%)
- Qualitative feedback (50%)
- Direct sales (48%)
- Sales lead quality (43%)
- Sales lead quantity (38%)

### Measurement Criteria for Content Marketing Success



Source: B2B Content Marketing 2010: Large Organization Report

There are a number of **measurement criteria that larger companies use more than their peers: qualitative feedback, benchmark life of company and service awareness, cross-selling and cost savings.**

# BUDGETS AND PRODUCTION

## ► CONTENT MARKETING SPENDING

Forty-six percent of B2B marketers at large companies expected to increase their budgets for content marketing in the coming 12 months, while 47% claimed their investment in content marketing will remain the same. Almost no marketers (3%) reported their content marketing budgets would decrease in the coming year.

On average, B2B marketers from large companies are planning to spend 21% of their marketing budgets on content marketing, which is the lowest percentage compared to companies of other sizes.

However, the amount that they spend is the largest (not surprising considering larger budgets in general). Large companies are spending \$182,300 on content creation and \$875,000 on content distribution.

| Company size (employees) | Creation  | Distribution | Total       | Percentage of Marketing Budget |
|--------------------------|-----------|--------------|-------------|--------------------------------|
| 1,000+                   | \$182,300 | \$875,000    | \$1,057,300 | 21%                            |
| 100 to 999               | \$77,200  | \$258,000    | \$335,200   | 22%                            |
| 10 to 99                 | \$42,400  | \$100,000    | \$142,400   | 25%                            |
| Average                  | \$78,600  | \$301,000    | \$379,600   | 26%                            |

## ► CONTENT MARKETING OUTSOURCING

Larger firms are much more likely to outsource content creation than their peers at smaller companies. Seventy-seven percent of large firms outsource some of their content development, compared to 55% on average.

Forty-six percent of B2B marketers at large companies expected to increase their budgets for content marketing

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## CHALLENGES IN CONTENT MARKETING

B2B marketers were asked to cite their biggest content marketing challenge, and this is how they ranked at large companies:

- Producing the kind of content that engages prospects/customers (38%)
- Budget to produce enough content (22%)
- Producing enough content (14%)
- Lack of buy-in from higher-ups (14%)
- Producing a variety of content (7%)

Like their peers, marketers at large companies cite producing engaging content as the biggest challenge. However, **marketers at large companies cite budget to produce content as a bigger challenge than the average marketer** (22% versus 19%). This is noteworthy because large companies have the largest budgets when measured by dollars but the smallest budgets as a percentage of their overall marketing budget (21% versus 26%). **They are also less likely to have issues with producing enough content** (14% versus 21%).

## RESEARCH DETAIL

Of the 1,124 respondents in the 2010 B2B Content Marketing Benchmarks, Budgets and Trends survey, 264 respondents are from large firms with over 1,000 employees.

### Number of Employees

|                       |     |
|-----------------------|-----|
| 20,000 or more .....  | 33% |
| 10,000 – 19,999 ..... | 13% |
| 5,000 to 9,999 .....  | 15% |
| 1,000 to 4,999 .....  | 39% |

### Industries Most Often Represented:

|                                     |     |
|-------------------------------------|-----|
| Manufacturing, Processing .....     | 19% |
| Agriculture .....                   | 13% |
| Computing, Software .....           | 9%  |
| Banking, Financial, Insurance ..... | 7%  |
| Professional services .....         | 6%  |
| Healthcare .....                    | 6%  |
| Telecommunications .....            | 6%  |

### For further information about this report, please contact:

Michele Linn

Content Development Director

Content Marketing Institute

248-840-0164

[michele@junta42.com](mailto:michele@junta42.com)

## About Michele Linn

Michele is the Content Development Director of the Content Marketing Institute where she works with a fabulous group of contributors who know a lot about content marketing. She's also a B2B content marketing consultant who has a passion for helping companies use content to connect with their ideal buyers. You can follow her on Twitter @michelelinn or read more of her posts on Savvy B2B Marketing.

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