

# B2BSMB

## **B2B SMALL BUSINESS CONTENT MARKETING:** 2014 Benchmarks, Budgets, and Trends – North America



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# OVERVIEW: THE STATE OF B2B SMALL BUSINESS CONTENT MARKETING IN NORTH AMERICA

Greetings Content Marketers,

Welcome to *2014 B2B Small Business Content Marketing Trends, North America*. In this report, we look at how the content marketing practices of small business marketers (10-99 employees) in the business-to-business (B2B) space have changed over the last year. In some areas, we show how the most effective small business marketers approach content marketing differently than their less effective peers. In other areas, we compare small business marketers with enterprise marketers (1,000+ employees).

Here are some of the key findings:

- Confidence is up. Last year, 34% of B2B small business marketers said they were effective at content marketing. This year, 45% say they are effective.
- B2B small business marketers are more likely to have a documented content strategy when compared with their peers at both smaller and larger organizations.
- B2B small business marketers are using social media more frequently than they did last year. The biggest jumps have been in Google+ (40% to 61%), SlideShare (24% to 40%), Instagram (9% to 23%), and YouTube (62% to 75%).

While B2B small business marketers continue to be challenged with producing enough content as well as engaging content, they have made improvements in both of these areas. They also continue to invest in content marketing, with 60% saying they will increase their spending over the next 12 months.

We hope you find this information useful in executing your own content marketing strategy.



**Joe Pulizzi**

Founder

Content Marketing Institute

94% of B2B small business marketers use content marketing.

## Percentage of B2B Small Business Marketers Using Content Marketing

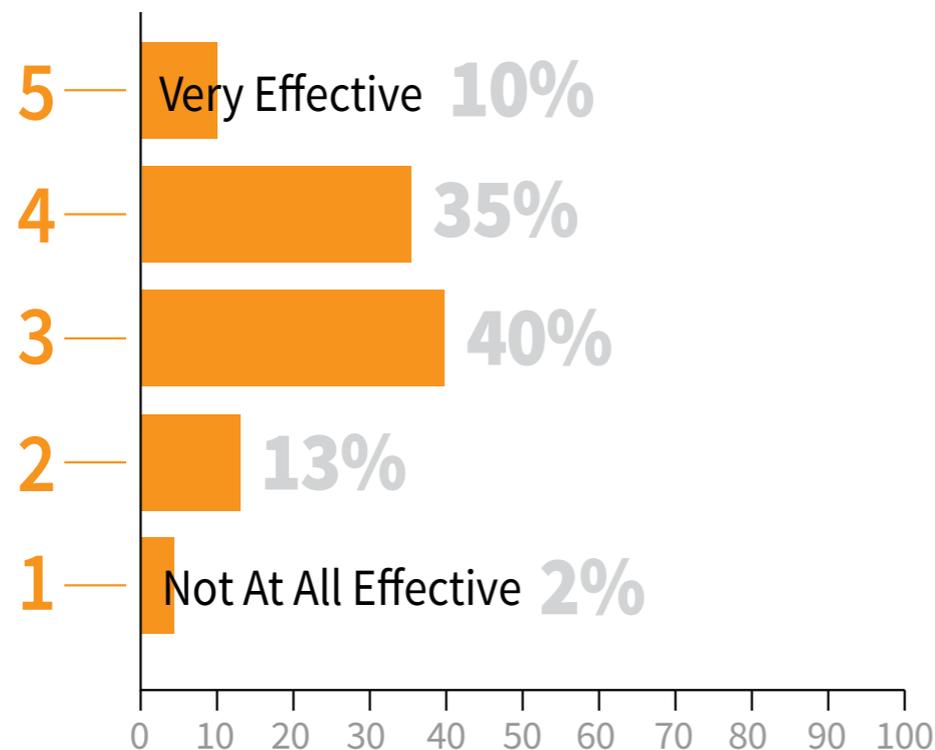


- ▶ Compared with last year, the percentage of B2B small business marketers who use content marketing has remained the same.

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# 45% of B2B small business marketers say they are effective at content marketing.

## How B2B Small Business Marketers Rate the Effectiveness of Their Organization's Use of Content Marketing



▶ Last year, 34% of B2B small business marketers said they were effective at content marketing.

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# Profile of a best-in-class B2B small business marketer.

## Comparison of Most Effective B2B Small Business Marketers with Least Effective B2B Small Business Marketers

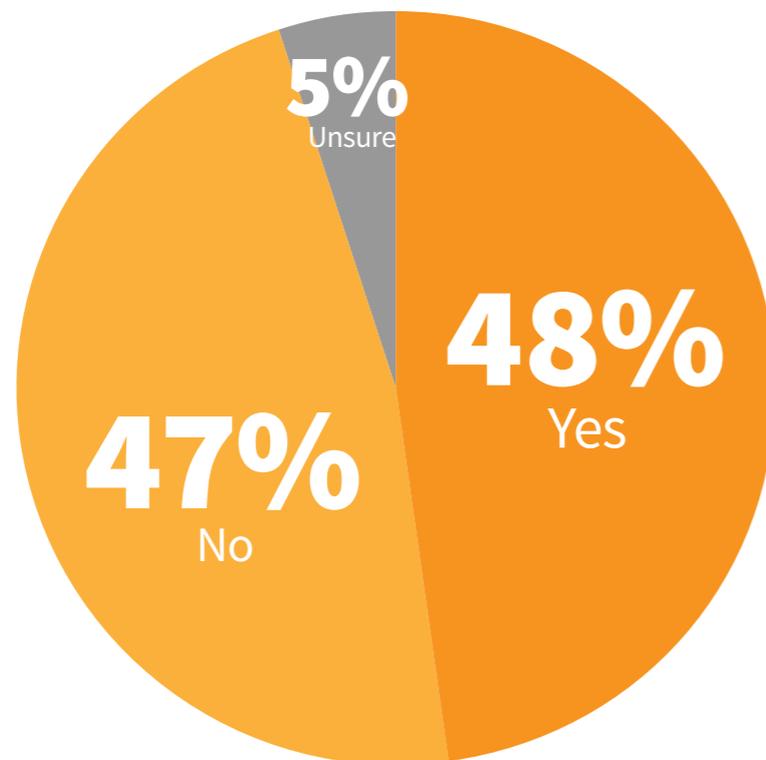
	Most Effective	Overall/Average	Least Effective
Has a documented content strategy	69%	48%	7%
Has someone who oversees content marketing strategy	88%	78%	51%
Producing more content than one year ago	81%	75%	55%
Average number of tactics used	15	13	9
Average number of social media platforms used	7	6	4
Percentage of marketing budget spent on content marketing	35%	27%	13%
Plans to increase content marketing spend over next 12 months	66%	60%	66%
Challenged with producing engaging content	33%	45%	60%
Challenged with producing a variety of content	33%	40%	49%
Challenged with lack of budget	24%	37%	47%

- “Most Effective” = Respondents who rated their organization’s use of content marketing as 4 or 5 in terms of effectiveness (on a scale of 1 to 5, with 5 being “Very Effective”)
- “Least Effective” = Respondents who rated their organization’s use of content marketing as 1 or 2 in terms of effectiveness (on a scale of 1 to 5, with 1 being “Not At All Effective”)

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# 48% of B2B small business marketers have a documented content strategy.

## Percentage of B2B Small Business Marketers Who Have a Documented Content Strategy

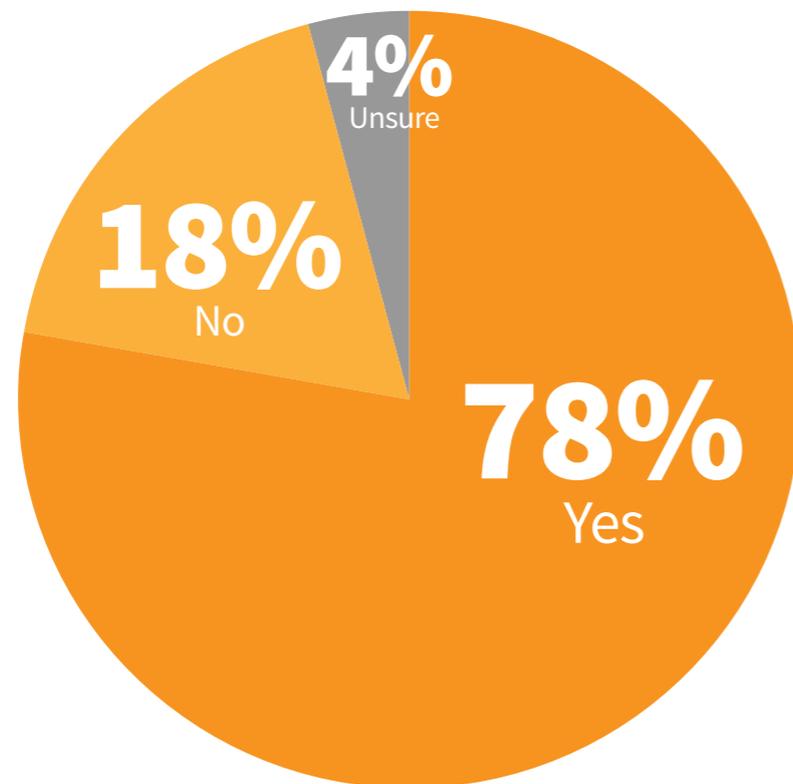


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- ▶ B2B small business marketers are more likely to have a documented content strategy when compared with their peers at all other sizes of B2B companies.
- ▶ B2B small business marketers who have a documented content strategy are more effective and less challenged with almost all aspects of content marketing when compared with their peers who do not have a documented strategy.

# 78% of B2B small businesses have someone in place to oversee content marketing strategy.

## Percentage of B2B Small Businesses with Someone Who Oversees Content Marketing Strategy

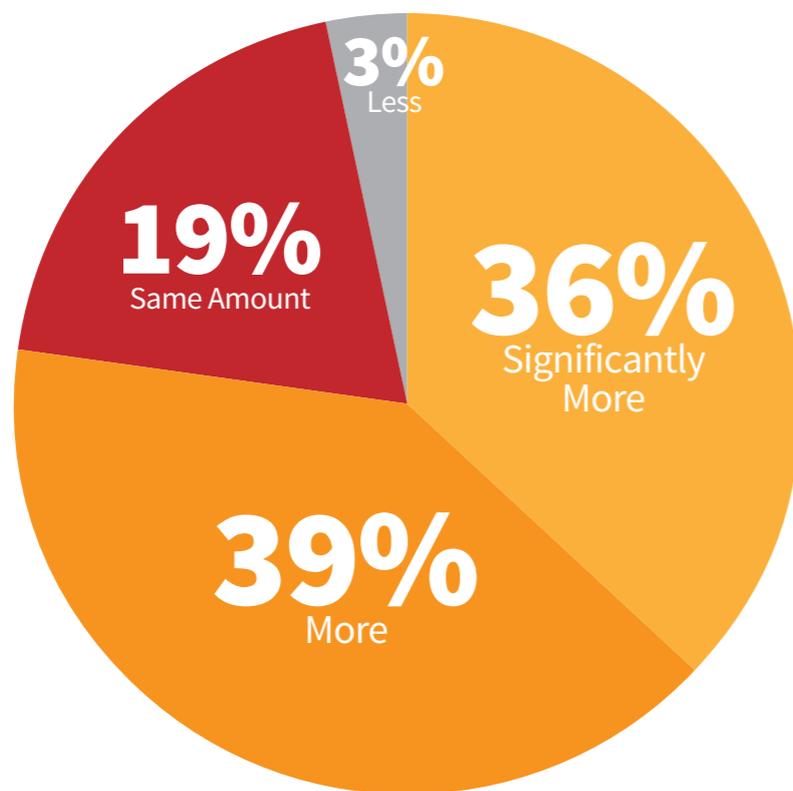


- ▶ B2B small businesses are far more likely than enterprise companies to have someone in place who oversees content marketing strategy (78% vs. 58%).

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75% of B2B small business marketers are producing more content than they did one year ago.

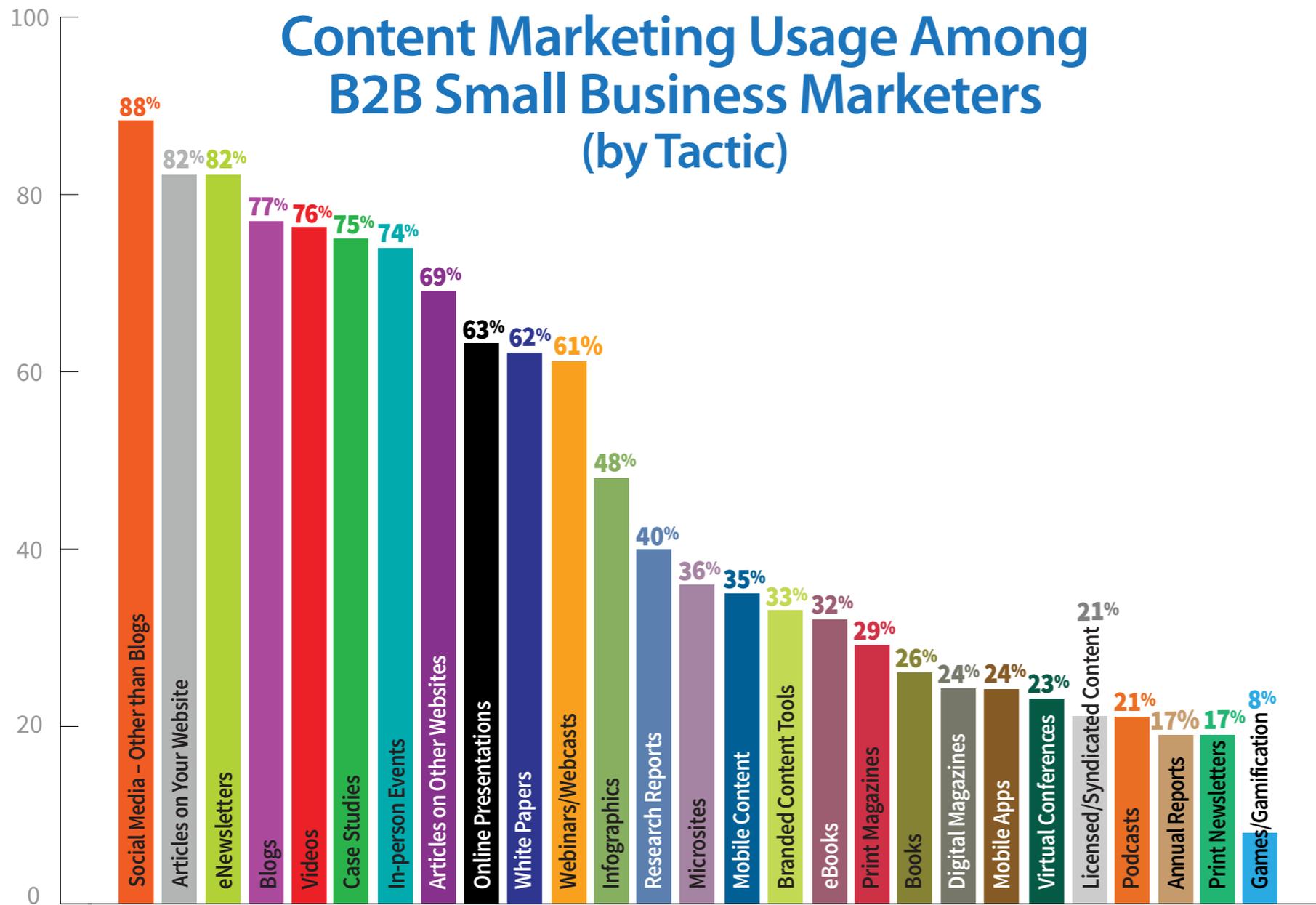
### Change in Amount of Content Creation Among B2B Small Business Marketers (Over Last 12 Months)



▶ B2B small business marketers have increased their content production more so than enterprise marketers (75% vs. 70%).

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# B2B small business marketers use an average of 13 content marketing tactics.

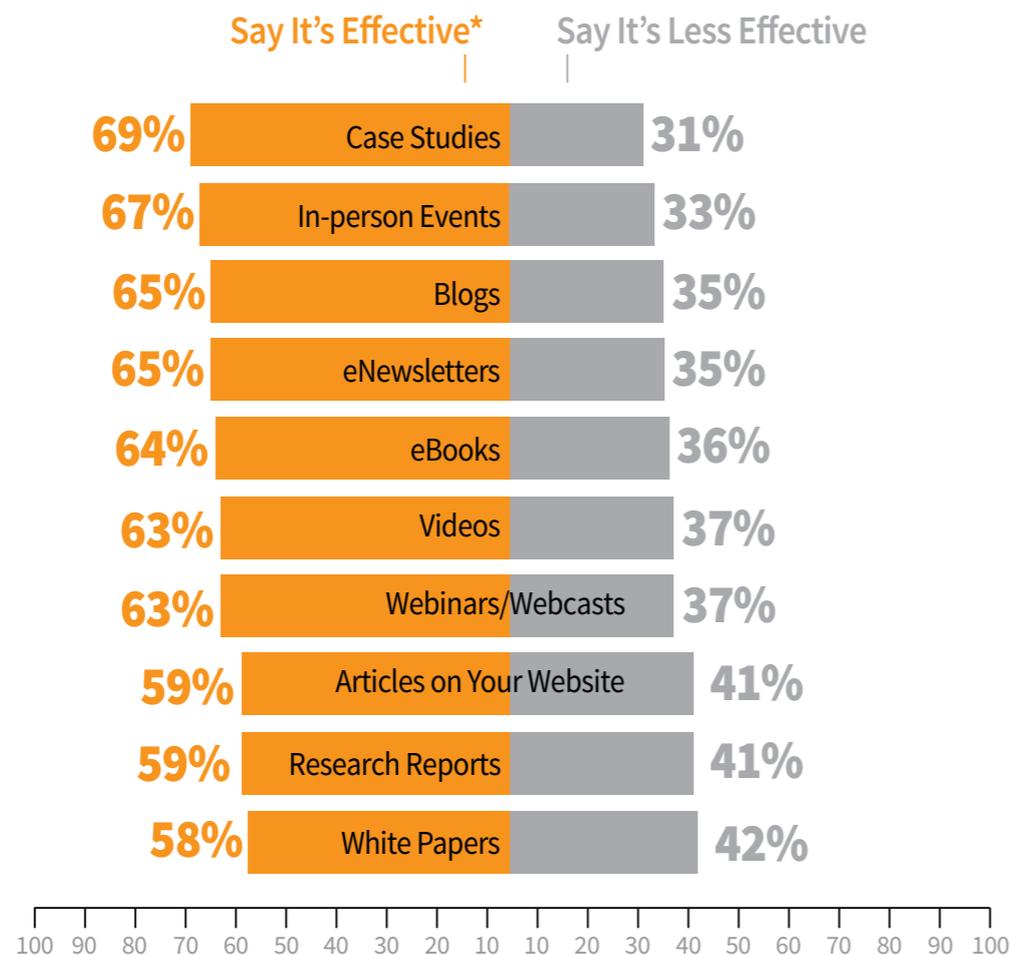


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- ▶ For the second year in a row, B2B small business marketers said their top three tactics are social media content (other than blogs), articles on their website, and eNewsletters.
- ▶ Most percentages shown here are fairly similar to last year, with the exceptions of infographic use, which has risen from 39% to 48%, and mobile content, which has risen from 27% to 35%.

# B2B small business marketers say case studies and in-person events are the most effective tactics they use.

## Effectiveness Ratings of Tactics Among B2B Small Business Marketers Who Use Them



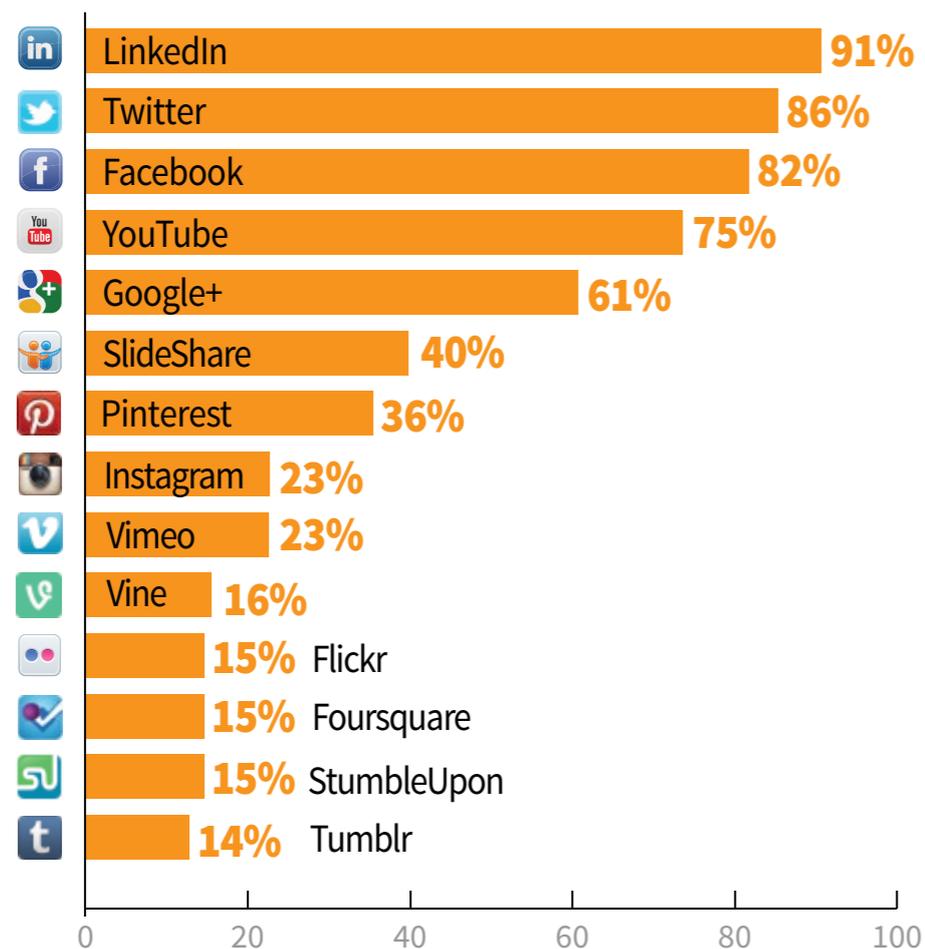
\* Percentage of respondents who rated these tactics as a 4 or 5 in terms of effectiveness (on a scale of 1 to 5, with 5 being "Very Effective")

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► Confidence with all of these tactics has risen this year. The biggest jumps have been with eBooks (53% to 64%), eNewsletters (56% to 65%), and articles on your website (50% to 59%).

# B2B small business marketers cite LinkedIn as the social media platform they use most often to distribute content.

### Percentage of B2B Small Business Marketers Who Use Various Social Media Platforms to Distribute Content

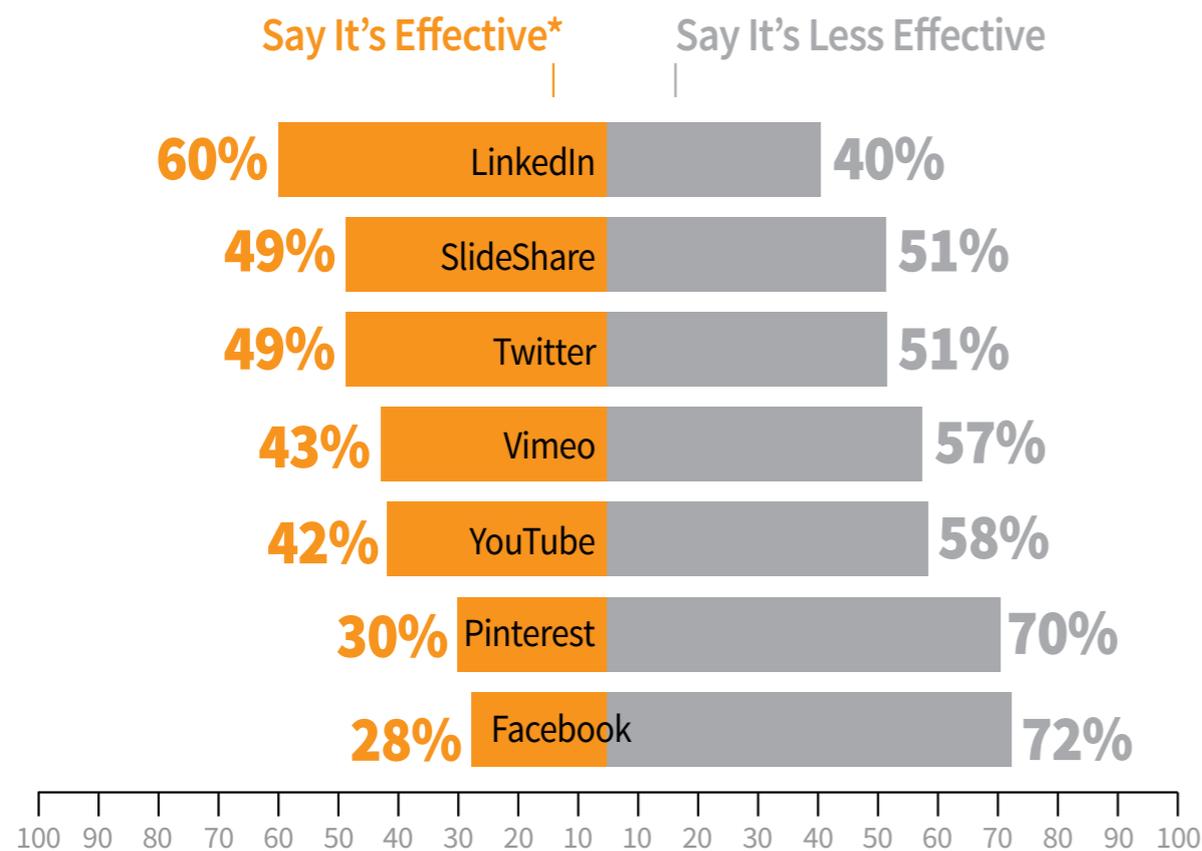


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- ▶ B2B small business marketers use an average of six social media platforms to distribute content, compared with five last year.
- ▶ Once again this year, LinkedIn, Twitter, and Facebook (in that order) are cited as the platforms used most often.
- ▶ Usage of all these platforms has risen since last year. Vine was a new option this year.
- ▶ Compared with last year, the biggest jumps in usage have been with Google+ (40% to 61%), SlideShare (24% to 40%), Instagram (9% to 23%), and YouTube (62% to 75%).

# Although adoption rates for social media are high, B2B small business marketers are unsure of its effectiveness.

## Effectiveness Ratings of Social Media Platforms Among B2B Small Business Marketers Who Use Them



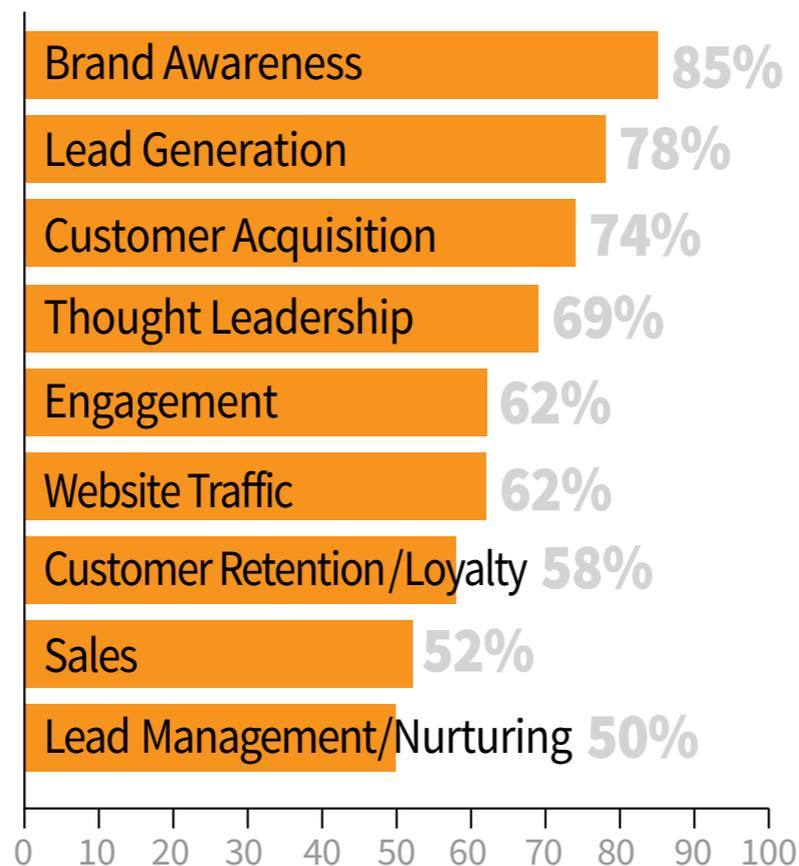
\*Percentage of respondents who rated these tactics as a 4 or 5 in terms of effectiveness (on a scale of 1 to 5, with 5 being "Very Effective")

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▶ This is the first year that survey respondents were asked to rate the effectiveness of social media platforms. Like their enterprise peers, B2B small business marketers say LinkedIn is the most effective.

# B2B small business marketers say brand awareness is their organization's top goal for content marketing.

### Organizational Goals for Content Marketing (B2B Small Businesses)



► Brand awareness is the top goal for most B2B content marketers, regardless of company size.

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# B2B small business marketers cite Web traffic as their top content marketing metric.

## Metrics for Content Marketing Success (B2B Small Businesses)

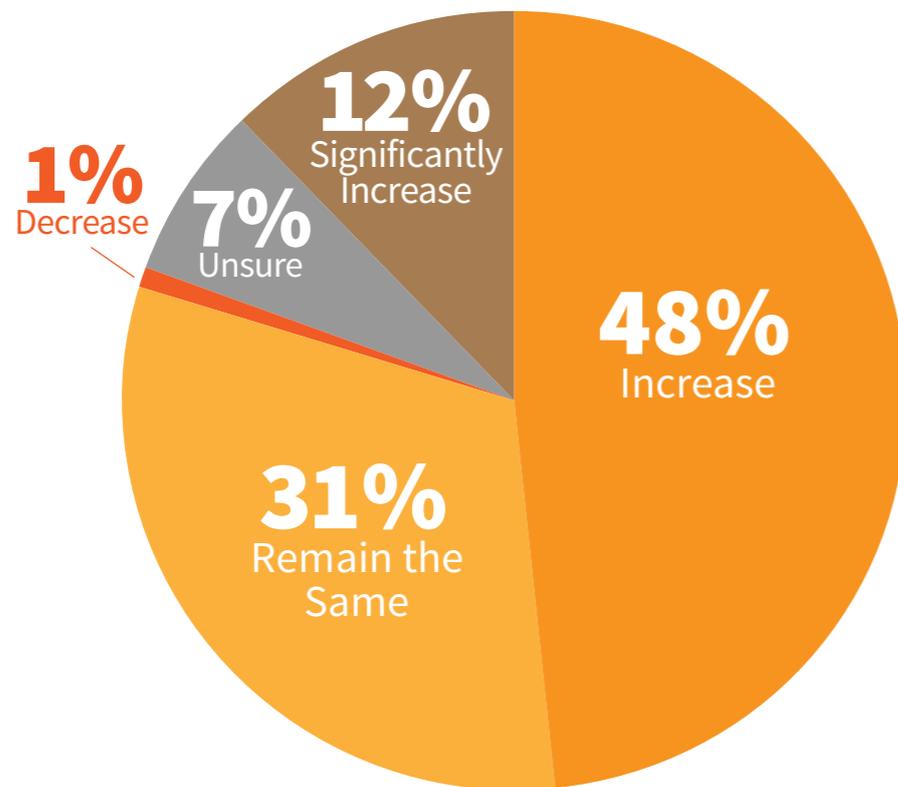


▶ Metrics have remained fairly steady over the last year, with two notable exceptions: B2B small business marketers are looking less often at direct sales and qualitative feedback from customers, which are both down seven percentage points this year.

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# 60% of B2B small business marketers plan to increase their content marketing budget over the next 12 months.

## Content Marketing Spending Among B2B Small Business Marketers (Over Next 12 Months)

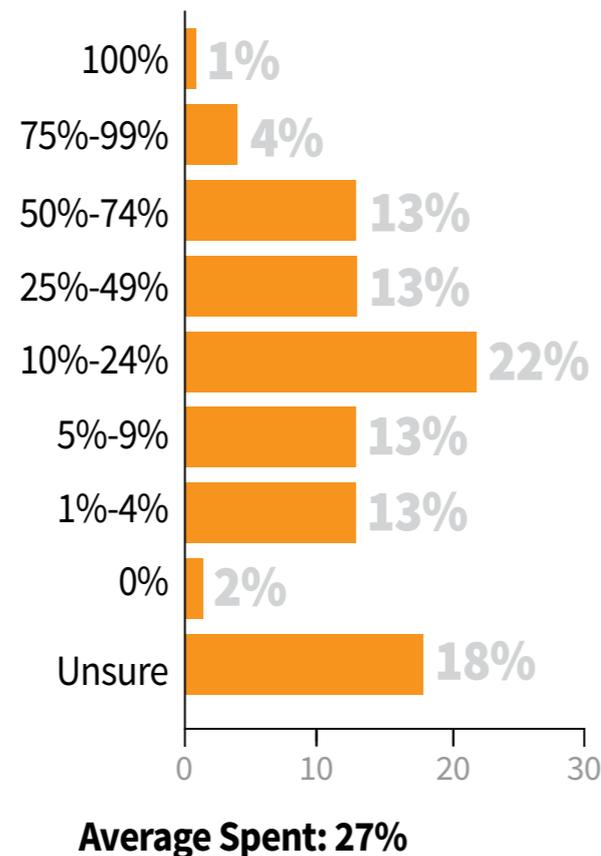


- ▶ Last year, 57% of B2B small business marketers planned to increase spending.
- ▶ More B2B small business marketers say they will increase spending when compared with enterprise marketers (60% vs. 52%).

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# On average, B2B small business marketers allocate 27% of their total budget to content marketing.

### Percentage of Marketing Budget Spent on Content Marketing (B2B Small Businesses)

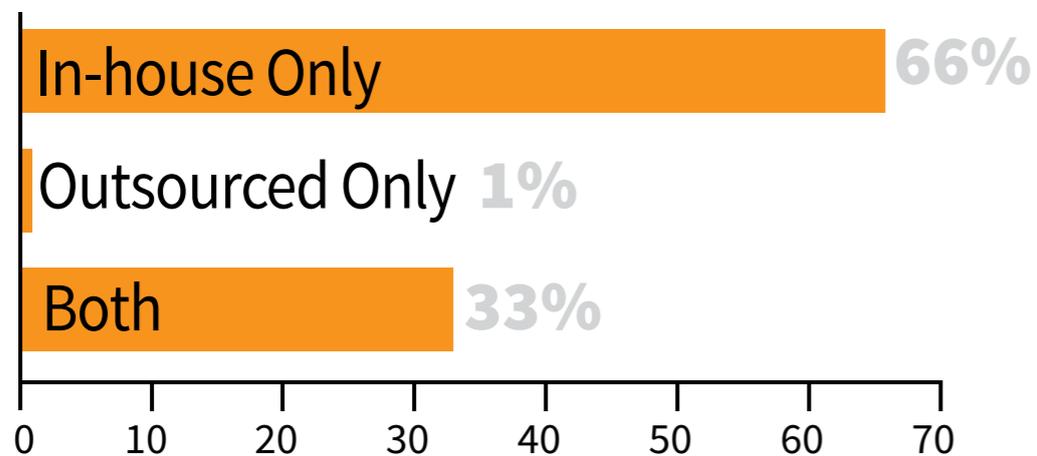


- ▶ Last year, B2B small business marketers allocated 31% of their budget to content marketing.
- ▶ B2B small business marketers allocate more budget to content marketing when compared with enterprise marketers (27% vs. 25%).

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# 34% of B2B small business marketers outsource content creation.

### Insourcing vs. Outsourcing of Content Creation (B2B Small Businesses)

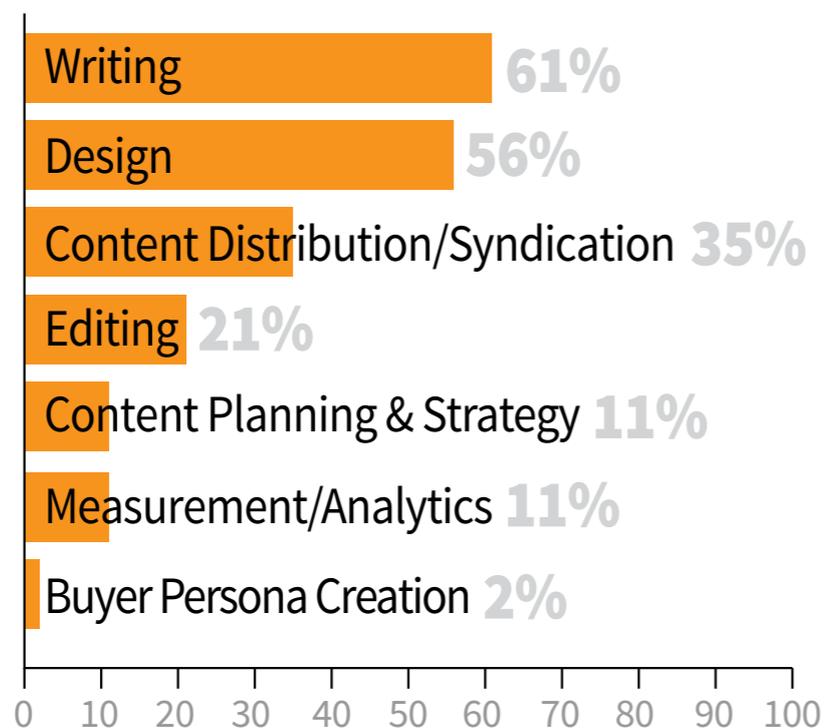


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- ▶ Last year, 39% of B2B small business marketers outsourced content creation.
- ▶ B2B small business marketers outsource far less frequently when compared with enterprise marketers (34% vs. 73%).

# Writing and design are the functions that B2B small business marketers are most likely to outsource.

## Functions that B2B Small Business Marketers Outsource

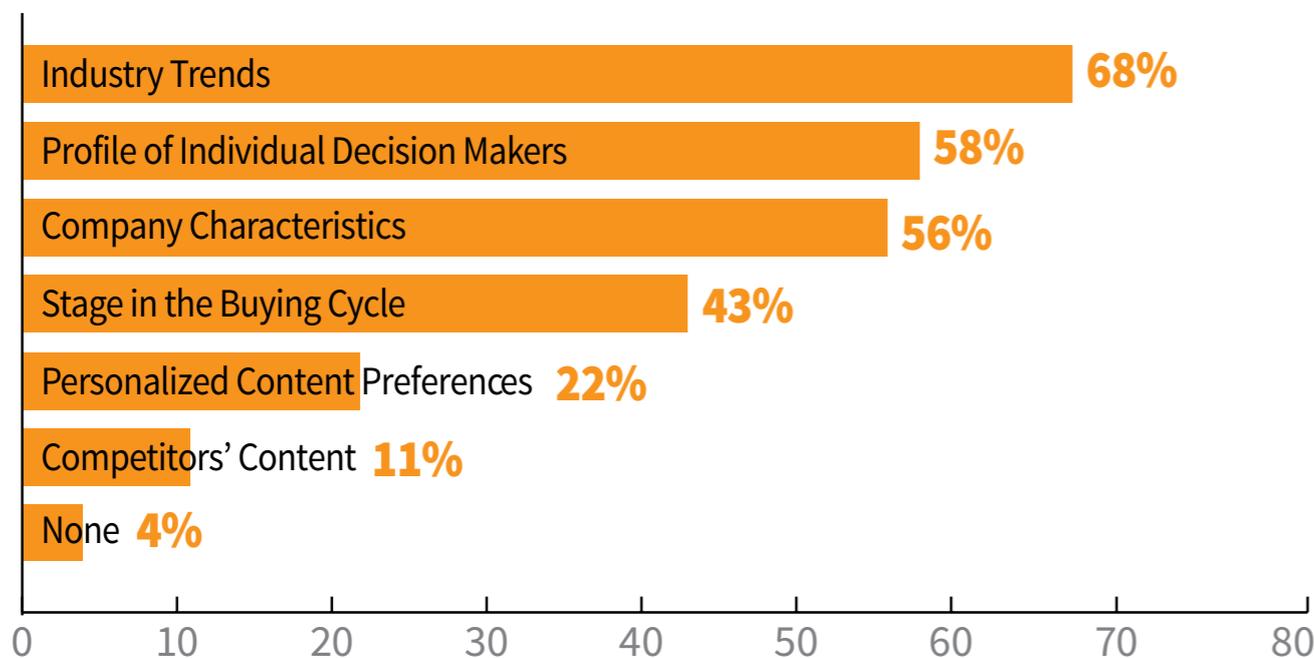


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- ▶ Writing and design are the top two functions that content marketers outsource, regardless of company size.

# B2B small business marketers tailor content most often by industry trends.

## How B2B Small Business Marketers Tailor Content

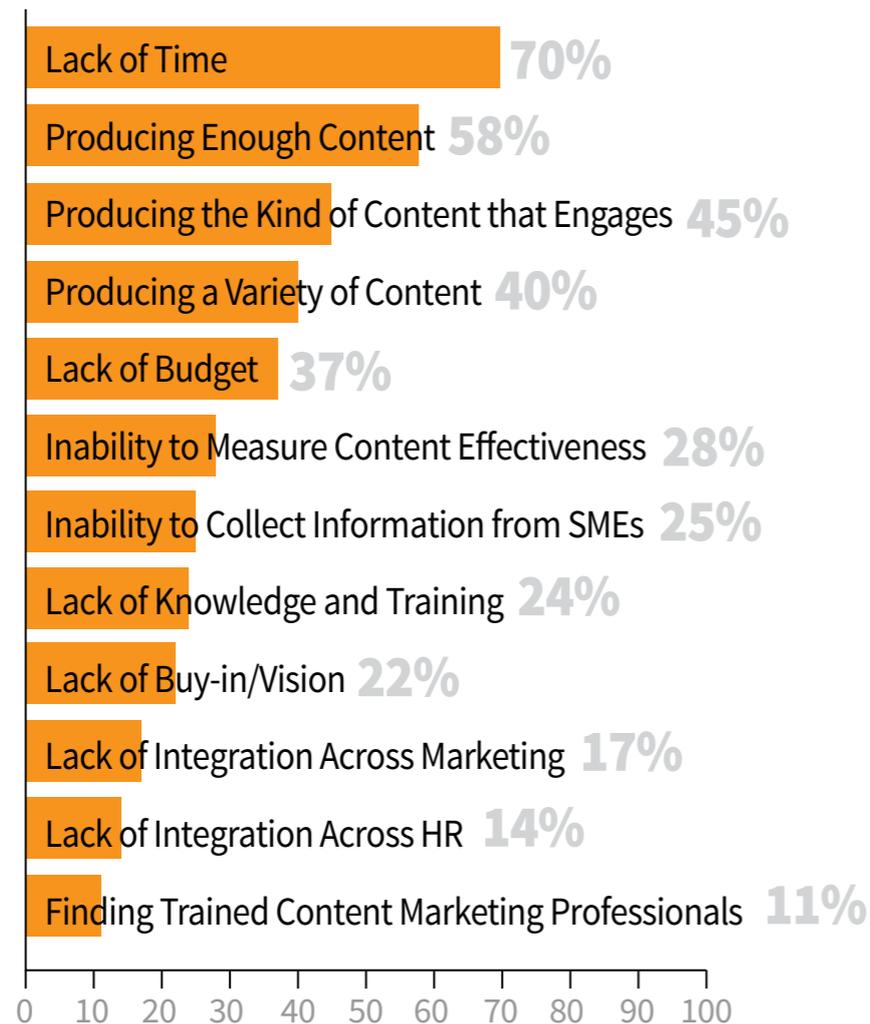


▶ 95% of B2B small business marketers tailor their content in at least one way.

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# Content production issues top the list of challenges for B2B small business marketers.

## Challenges that B2B Small Business Marketers Face



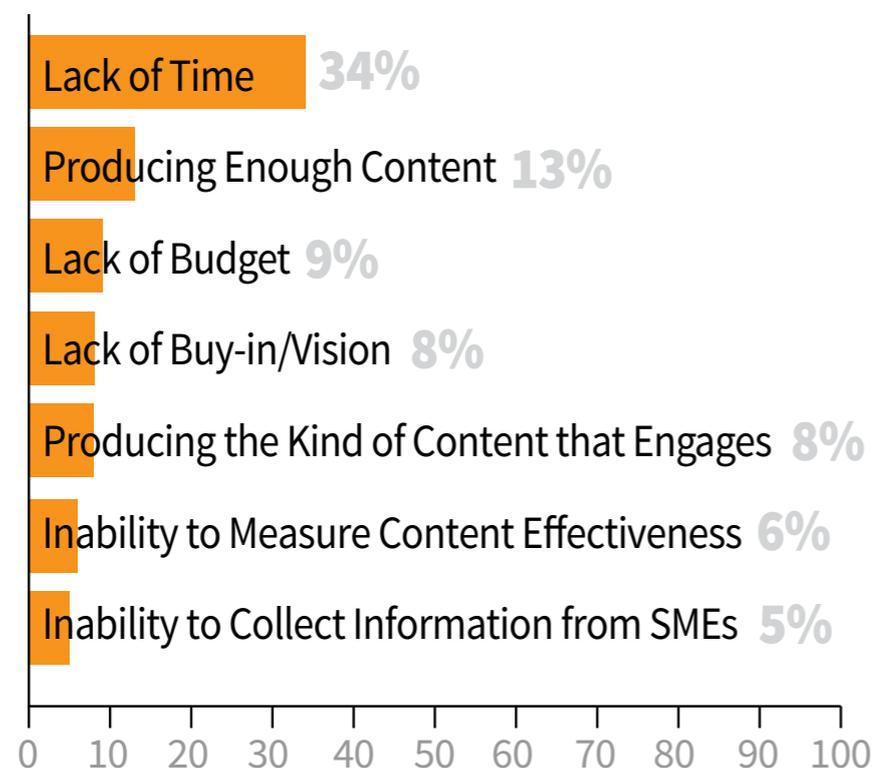
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▶ When compared with last year, fewer B2B small business marketers are challenged with:

- Producing enough content (down from 64% to 58%)
- Producing engaging content (down from 54% to 45%)
- Producing a variety of content (down from 43% to 40%)

# Lack of time and producing enough content are the biggest content marketing challenges for B2B small business marketers.

## Biggest Content Marketing Challenge for B2B Small Business Marketers



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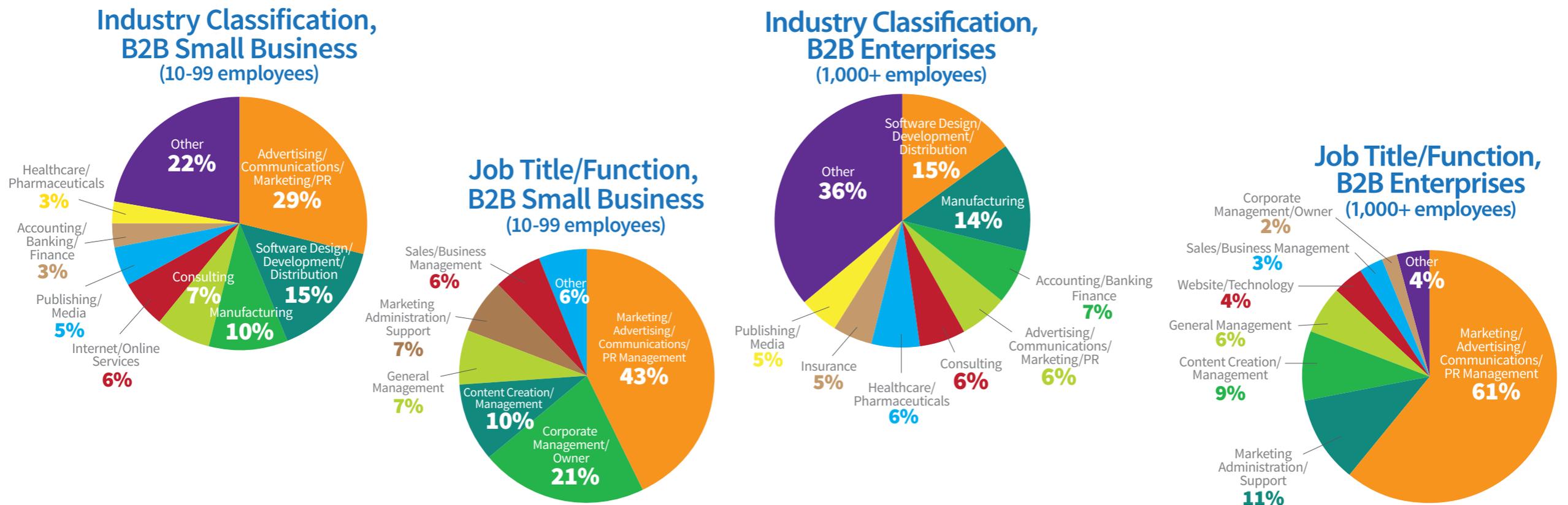
- ▶ When compared with B2B enterprise marketers, small business marketers are more challenged with lack of time (34% vs. 13%) and producing enough content (13% vs. 5%), but less challenged with producing engaging content (8% vs. 16%).

## DEMOGRAPHICS

**B2B Small Business Content Marketing: 2014 Benchmarks, Budgets, and Trends—North America** was produced by Content Marketing Institute (CMI) and sponsored by New Rainmaker. It is based on the responses of a subset of 406 small business (10-99 employees) business-to-business (B2B) marketers located in North America who replied to the fourth annual Content Marketing Survey. The responses of the entire pool of B2B North American marketers, from companies of all sizes, were previously reported on in the CMI/MarketingProfs report, *B2B Content Marketing: 2014 Benchmarks, Budgets, and Trends—North America*.

The fourth annual Content Marketing Survey was mailed electronically to a sample of marketers using lists from CMI, MarketingProfs, Brightcove, Blackbaud, King Content, The Association for Data-driven Marketing & Advertising (ADMA), the Direct Marketing Association UK (DMA), *Industry Week*, and *New Equipment Digest*. A total of 4,397 recipients from around the globe—representing a full range of industries, functional areas, and company sizes—responded throughout July and August 2013.

This report also provides comparisons with the 241 marketers who identified themselves, in the same survey, as for-profit B2B enterprise (1,000+ employees) marketers located in North America.



### About Content Marketing Institute:

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](#), the largest content marketing-focused event, is held every September, and [Content Marketing World Sydney](#), every March. 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. CMI is a 2012 and 2013 Inc. 500 company.

View all original CMI research at [www.contentmarketinginstitute.com/research](http://www.contentmarketinginstitute.com/research). Learn how to create a [documented content marketing strategy](#), a key component for improving overall content marketing effectiveness.

### About New Rainmaker:

[New Rainmaker](#) is the complete resource for small businesses that want a more effective and powerful approach to online marketing. Brought to you by content marketing pioneers Copyblogger Media, the site provides free education and a demonstration of the technology platform that attracts more prospects and converts more leads.

You get audio lessons, reports, webinars and more—all at no charge. You'll also see firsthand how Rainmaker—the next-generation content marketing platform—makes it possible to extract the amazing benefits of content marketing without the painful technology hassles or expense.

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