

WHO IS USING DIGITAL CONTENT MARKETING IN THE US?

The Marketers Series | Infographic

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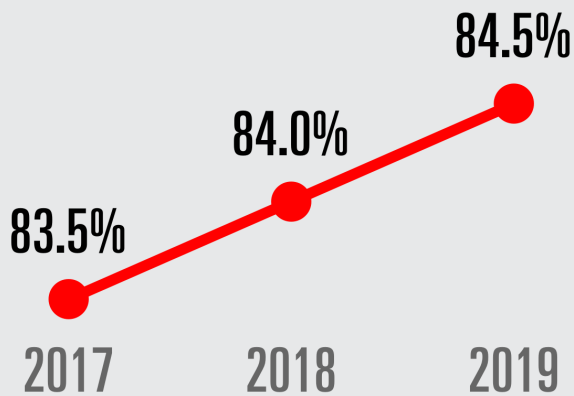


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HOW MANY COMPANIES ARE USING DIGITAL CONTENT MARKETING?

This year, 84.0% of US companies with at least 100 employees and that distribute nonpromotional content for marketing purposes will utilize digital content marketing. Adoption of digital content marketing hasn't changed much in recent years, as seen in the below infographic. Among business-to-business (B2B) companies, adoption of digital content marketing in 2018 is slightly higher at 87%.

What % of US Companies Are Using Digital Content Marketing



Note: companies with 100+ employees that create and distribute nonpromotional content for marketing purposes; includes content distributed through owned, earned and paid digital media channels

Source: eMarketer, December 2018



This week, we're looking at how marketers use various technologies. Each day, we'll feature a different topic. Yesterday, we took a look at [attribution](#). Next up: Facebook.

WHY DO B2B COMPANIES RELY ON CONTENT MARKETING?

As noted in eMarketer's 2018 B2B [content marketing report](#), B2B firms rely on content marketing to drive leads and enable buyers to self-educate along the path to purchase. The most successful content marketing campaigns are integrated throughout the organization.

"For B2Bs, content is a vehicle to engage their audience of prospective buyers and customers across the life cycle," said Jillian Ryan, senior analyst at eMarketer. "When planned strategically, content can work hard for B2Bs throughout the funnel. For example, it can serve as an awareness building mechanism to bring new decision-makers into the fold through lead generation. But it also has the ability to educate and enable existing customers."

HOW ARE MARKETERS IMPROVING THEIR CONTENT MARKETING?

In a March 2018 survey by [The Manifest](#) of 501 US digital brand marketers, 22% of respondents said their content marketing improvement goals include more original content and visual components.

Main Content Marketing Improvement Goals According to US Brand Marketers, March 2018 % of respondents

More original content	22%
More visual components	22%
Content optimization across devices	18%
Increased search engine visibility	13%
More actionable content	13%

*Note: n=263; numbers may not add up to 100% due to not all goals shown
Source: The Manifest, "How Businesses Use Content Marketing," April 18, 2018*

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