

TECHNOLOGY

CONTENT MARKETING

**BENCHMARKS, BUDGETS,
AND TRENDS**



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INSIGHTS FOR 2023

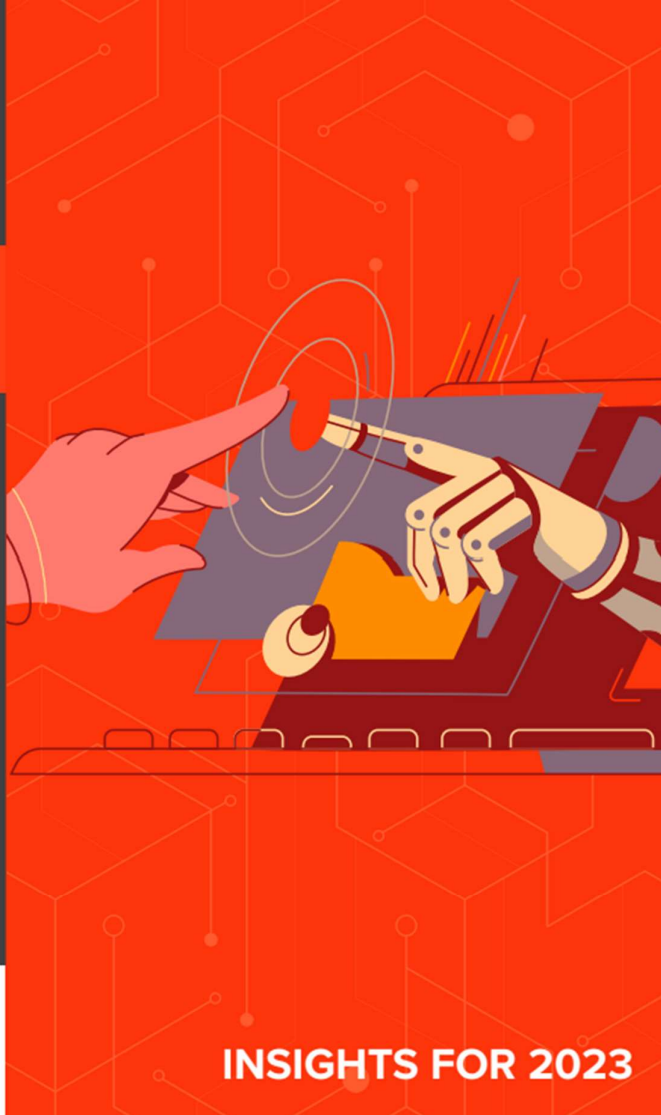


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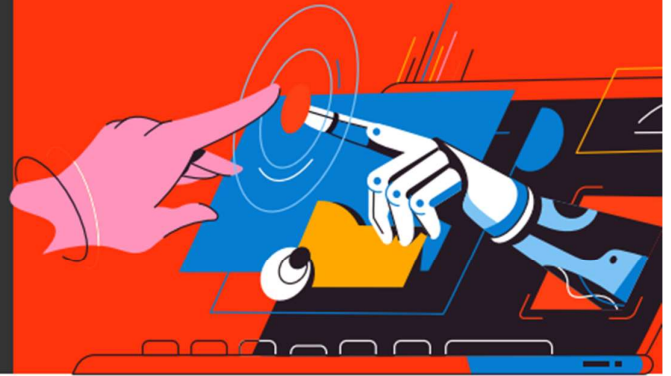
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SURVEY TERM DEFINITIONS

Content Marketing: 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.

Success: Achieving your organization's desired/ targeted results.

Most successful: Respondents who characterized their organization's overall content marketing approach as extremely or very successful (Top 2). See page 6.



Welcome to the Technology Content Marketing Benchmarks, Budgets, and Trends: Insights for 2023 report. This report looks back on 2022 and includes expectations for 2023.

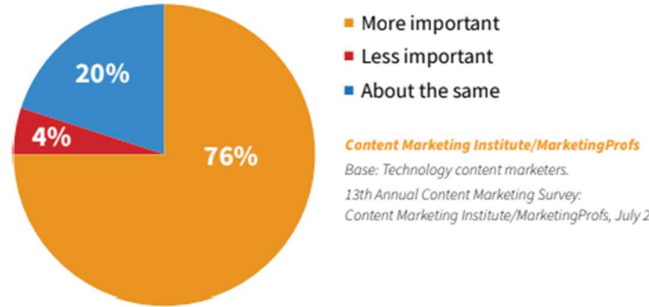
The research, conducted in July 2022, suggested that content marketing had become more prominent in organizations following the pandemic: 76% of technology marketers told us that content marketing had become more important to their organization over the last year.

Even so, many technology marketers lamented that content marketing needed to become more strategic in their company. Without a strategy, too many content marketers are creating content for the sake of creating content – in many cases this could mean responding to ad hoc requests.

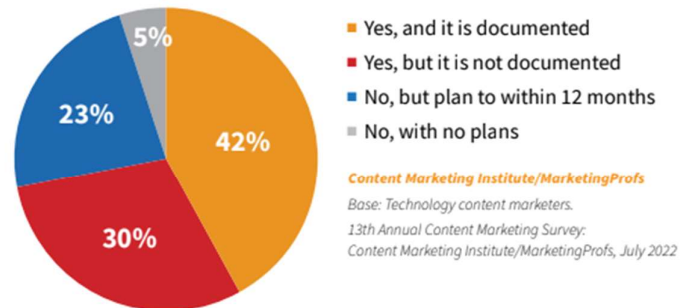
In addition, many technology marketers told us they wanted better technologies to help with content creation, distribution, measurement, and management.

As in the previous year, nearly one in three technology marketers said their organization was extremely or very successful with content marketing. These marketers, our “top performers,” have certain characteristics that set them apart from their peers (see page 6). To be successful, they prioritize the audience’s informational needs over their organization’s, differentiate their content from the competition’s, and craft content based on specific stages of the buyer’s journey.

Importance of Technology Content Marketing in the Last Year



Percentage of Technology Marketers With a Content Marketing Strategy



In a new area of the annual survey, we asked tech marketers if content marketing provides a rewarding and purposeful career path. Eighty-five percent said yes.

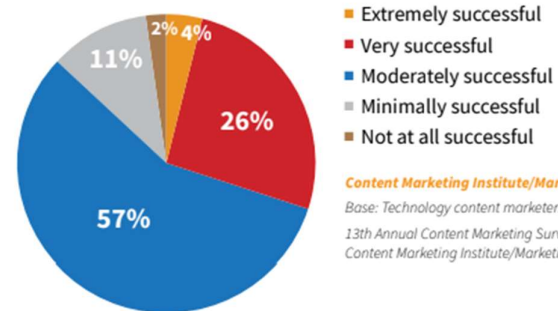
However, CMI's [Content Marketing Career & Salary 2023 Outlook](#) found that the lack of a clear career path in the organizations content marketers work for is a problem. Many content marketers indicated that they were willing to switch companies for better opportunities.

Of course, there are tech marketers who have had the decision made for them because of layoffs. The magnitude of the layoffs varies depending on the source. In a brief follow-up survey in February 2023, CMI found that, among 155 tech marketers who responded:

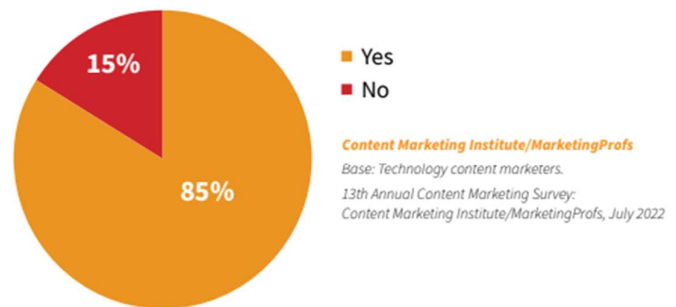
- 12% had been laid off
- 49% had not been laid off, but their companies had laid off others
- 39% reported there were no layoffs at their companies

How will layoffs and current economic factors impact content marketing for the remainder of 2023? That remains to be seen. But in the meantime, companies that prioritize content marketing and back it with strategies, processes, and resources will see the greatest returns on investment.

How Technology Marketers Rate Their Organization's Overall Level of Content Marketing Success in Last 12 Months



Does Content Marketing Provide You With a Meaningful/Purposeful Career Path?



KEY TAKEAWAYS

Technology marketers focus on quality and telling unique stories to differentiate their content.

Those who are excelling with content differentiation attributed it to better-quality content and to covering unique topics and stories. See page 9.

In-person events are back.

In-person events came back up the list of content types used in the last 12 months, with 62% reporting they used in-person events to get in front of their audiences versus only 17% (understandably) the previous year. Furthermore, 57% expected their organization's investment in in-person events to increase in 2023 compared with their 2022 budget. See pages 10 and 31.

Investment in video will continue to increase.

Eighty-seven percent of technology marketers reported that they used videos in the last 12 months. In addition, 84% said their organization will invest/continue to invest in video in 2023, making it the top area of content marketing investment. Video was also the top area of investment the previous year. See pages 10 and 35.

More technology marketers plan to invest in social media/community building.

Fifty-four percent of respondents said their organization would invest in social media/community building in 2023, up from 37% the previous year. See page 35.

The use of paid content distribution channels has decreased.

The percentage of technology marketers using one or more paid distribution channels decreased to 82%, compared with 93% the previous year. Of those who said they used paid media, 88% used paid social media advertising. See page 16.

Content technologies are an issue.

In a new section of the survey, we asked technology marketers whether their organization has the right technology in place to manage content across the organization. Among those who said no, 32% of all respondents said they have the technology but aren't using it to potential and 29% said they have not acquired the right technology. See page 21.

Technology marketers struggle with creating content that appeals to different stages of the buyer's journey and aligning content efforts across sales and marketing.

Technology marketers cited these as their top two content marketing challenges. Other issues included developing consistency with measurement and communicating internally. See page 33.



How Technology Content Marketing Top Performers* Describe Their Organizations – At a Glance

This chart shows key areas where we observed a gap of at least 10 percentage points between all technology marketers and the top performers among them.

| | Top Technology Respondents | All Technology Respondents |
|--------------------------------------------------------------------------------------------------------------------|----------------------------|----------------------------|
| Has a documented content marketing strategy | 61% | 42% |
| Uses content creation/calendaring/collaboration/workflow tools | 83% | 72% |
| Has the right technology in place to manage content across the entire organization | 44% | 28% |
| Measures content performance | 93% | 82% |
| Strongly/somewhat agrees: | | |
| Diversity and inclusion play an integral role in the organization's content decision-making and creative processes | 65% | 51% |
| Organization provides customers with a consistent experience across their journey | 80% | 62% |
| Organization measures content performance accurately | 73% | 47% |
| Always/frequently | | |
| Crafts content based on specific stages of the buyer's journey | 74% | 58% |
| Prioritizes the audience's informational needs over the organization's | 87% | 67% |
| Differentiates their content from the competition's | 78% | 60% |
| Uses content marketing successfully to: | | |
| Build/grow credibility/trust | 92% | 78% |
| Build/grow loyalty with existing clients/customers | 78% | 63% |
| Generate sales/revenue | 74% | 48% |
| Build/grow a subscribed audience | 59% | 43% |

Content Marketing Institute/MarketingProfs

Chart term definitions: A top performer (aka "most successful") is a respondent who characterized their organization's overall content marketing approach as extremely or very successful. Base: Technology content marketers.
13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022



CONTENT CREATION & DISTRIBUTION



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Technology organizations have to work harder to measure content performance accurately – and to provide customers with consistent experiences.

Thirty-one percent of respondents indicated that they don't measure content performance accurately. In addition, 29% said they don't provide customers with a consistent experience across their engagement journey.

Technology Marketers' Opinions About Content Marketing in Their Organizations

| | Strongly Agree | Somewhat Agree | Neither Agree Nor Disagree | Somewhat Disagree | Strongly Disagree |
|---------------------------------------------------------------------------------------------------------------------|----------------|----------------|----------------------------|-------------------|-------------------|
| Our organization values creativity and craft in content creation and production. | 44% | 39% | 5% | 10% | 2% |
| Our organization provides customers with a consistent experience across their engagement journey. | 11% | 51% | 9% | 23% | 6% |
| Diversity and inclusion play an integral role in our organization's content decision-making and creative processes. | 26% | 25% | 29% | 14% | 6% |
| Our organization measures content performance accurately. | 9% | 38% | 20% | 25% | 6% |

Content Marketing Institute/MarketingProfs

Base: Technology content marketers who answered each statement.

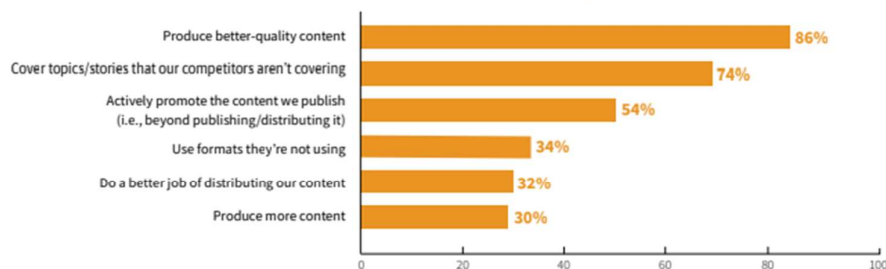
13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022



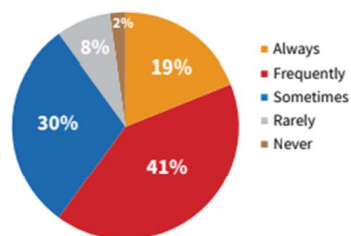
Technology marketers who want to differentiate their content should focus on quality and unique stories.

Actively promoting content is another important key.

How Technology Marketers Differentiate Their Content from the Competition's



How Often Do You Differentiate Your Content From the Competition's?



Content Marketing Institute/MarketingProfs

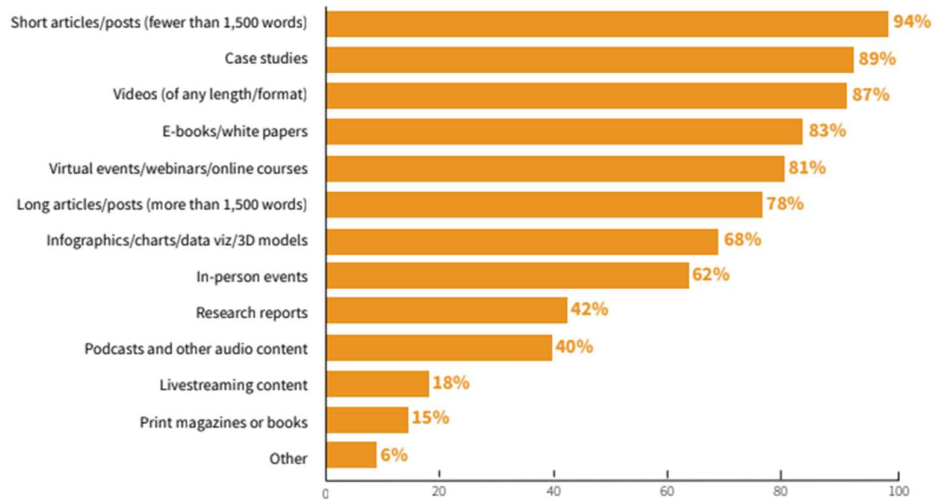
Base: Technology content marketers who always/frequently differentiate their content from the competition.
13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022



Technology marketers reported using a good mix of content types to interact with audiences.

Sixty-two percent reported using in-person events, compared with 17% the previous year. The use of videos increased to 87% from 73% the previous year. The use of other content types remained steady.

Content Assets Technology Marketers Created/Used in Last 12 Months



Content Marketing Institute/MarketingProfs

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

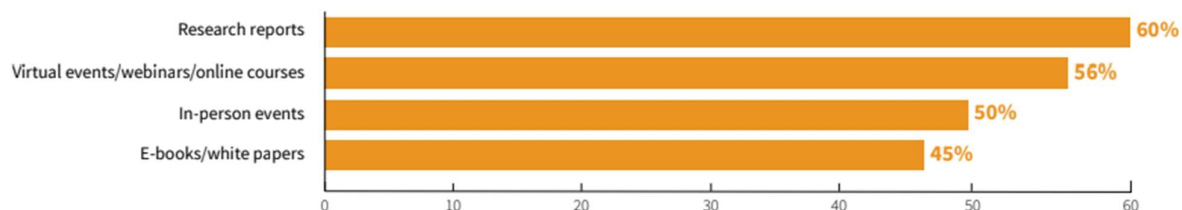
13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022



Research reports and virtual events are producing results.

As they did the previous year, technology marketers said research reports and virtual events/webinars/online courses produced the best results for their content marketing in the last 12 months.

Content Assets That Produced the Best Results for Technology Marketers in Last 12 Months (Top 4)



Content Marketing Institute/MarketingProfs

Note: Respondents were shown a display list of the content types they used in the last 12 months and asked, "Which content assets produced the best results for your content marketing in the last 12 months? (Select all that apply.)"

Base: Technology content marketers who use each content asset listed. Multiple responses permitted.

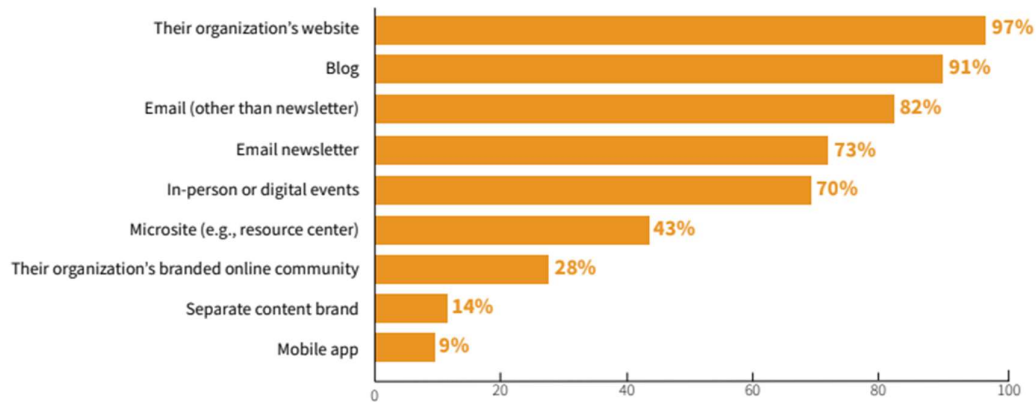
13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022



Technology marketers mostly used their own websites, blogs, and email to distribute content.

In-person and digital events also topped the list.

Owned-Media Platforms Technology Marketers Used to Distribute Content in Last 12 Months



Content Marketing Institute/MarketingProfs

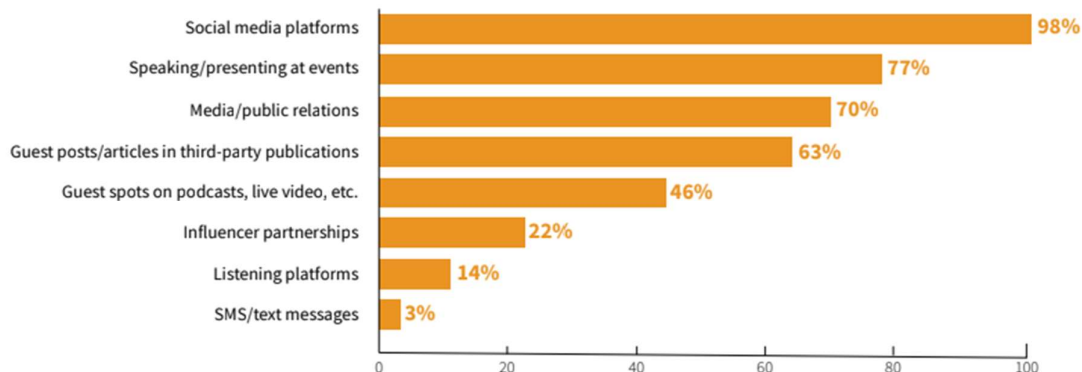
Base: Technology content marketers. Aided list; multiple responses permitted.

13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

Nearly all technology marketers surveyed used organic social media to distribute content in the last 12 months.

Speaking/presenting at events and media/public relations also topped the list.

Organic (Nonpaid) Platforms Technology Marketers Used to Distribute Content in Last 12 Months



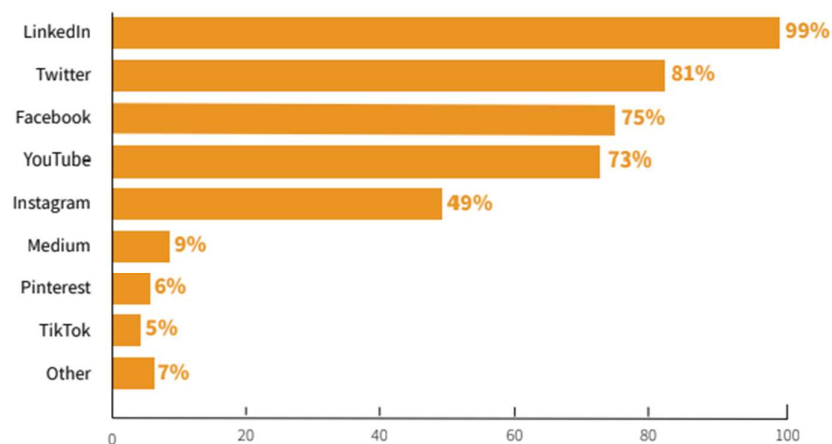
Content Marketing Institute/MarketingProfs

Base: Technology content marketers who used organic social media platforms in the last 12 months.
Aided list; multiple responses permitted.

LinkedIn and Twitter were the top organic social media platforms technology marketers used.

The use of organic social media platforms remained steady when compared with the previous year.

Organic (Nonpaid) Social Media Platforms Technology Content Marketers Used in Last 12 Months



Content Marketing Institute/MarketingProfs

Base: Technology content marketers who used organic social media platforms in the last 12 months. Aided list; multiple responses permitted.
13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022

Technology marketers rated LinkedIn and YouTube as the most effective organic social media platforms they use.

Instagram and Facebook came in lowest, with 47% rating them as not very or not at all effective.

How Effective Are These Organic Social Media Platforms in Helping Your Technology Organization Reach Its Content Marketing Goals?

| | Extremely Effective | Very Effective | Somewhat Effective | Not Very Effective | Not At All Effective |
|-----------|---------------------|----------------|--------------------|--------------------|----------------------|
| LinkedIn | 21% | 42% | 33% | 4% | 0% |
| YouTube | 8% | 34% | 40% | 17% | 2% |
| Twitter | 2% | 17% | 45% | 31% | 6% |
| Instagram | 3% | 9% | 42% | 38% | 9% |
| Facebook | 2% | 10% | 41% | 38% | 9% |

Content Marketing Institute/MarketingProfs

Base: Technology content marketers who used the platforms listed in the last 12 months.

13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022

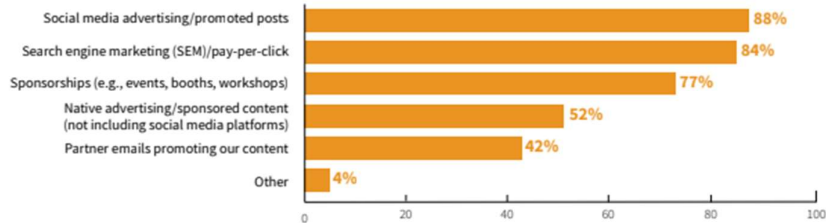


Eighty-two percent of technology marketers said their organization used one or more paid content distribution channels in the last 12 months, down from 93% the previous year.

Among those who used paid channels, the percentage of those using social media advertising/promoted posts increased to 88% from 76% the previous year.

- SEM/pay-per-click increased to 84% from 77% the previous year.
- Sponsorships increased to 77% from 61% the previous year.

Paid Content Distribution Channels Technology Marketers Used in Last 12 Months

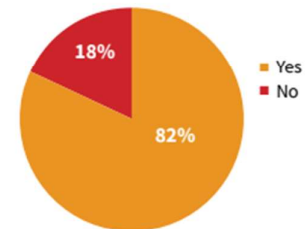


Content Marketing Institute/MarketingProfs

Base: Technology content marketers whose organizations used paid channels to distribute content in the last 12 months. Aided list; multiple responses permitted.

13th Annual Content Marketing Survey; Content Marketing Institute/Marketing Profs, July 2022

Does Your Technology Organization Use One or More Paid Content Distribution Channels for Content Marketing?

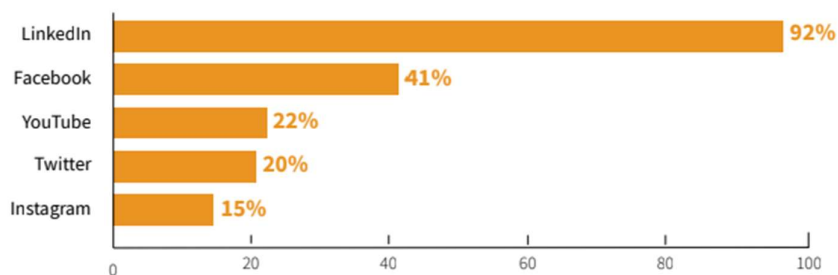


Ninety-two percent of technology marketers who used social media advertising in the last year said they used LinkedIn advertising.

The use of the paid platforms remained steady, except for:

- Facebook decreased to 41% from 58% the previous year.
- Twitter decreased to 20% from 32% the previous year.

Paid Social Media Platforms Technology Content Marketers Used in Last 12 Months



Content Marketing Institute/MarketingProfs

Base: Technology content marketers who paid to promote content on social media platforms in the last 12 months.

13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022



Technology marketers who used paid social are getting the best results with LinkedIn advertising.

Facebook and Instagram had the lowest effectiveness ratings.

How Effective Are These Paid Social Media Platforms in Helping Your Technology Organization Reach Its Content Marketing Goals?

| | Extremely Effective | Very Effective | Somewhat Effective | Not Very Effective | Not At All Effective |
|-----------|---------------------|----------------|--------------------|--------------------|----------------------|
| LinkedIn | 12% | 35% | 41% | 10% | 2% |
| YouTube | 11% | 30% | 46% | 11% | 2% |
| Twitter | 7% | 27% | 51% | 15% | 0% |
| Facebook | 6% | 22% | 46% | 19% | 7% |
| Instagram | 3% | 24% | 45% | 21% | 7% |

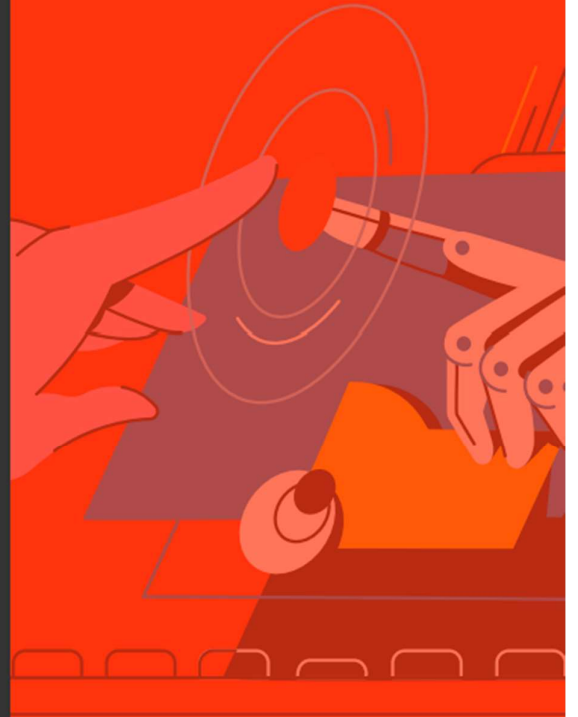
Content Marketing Institute/MarketingProfs

Base: Technology content marketers who paid to promote content on the platforms listed in the last 12 months.

13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022



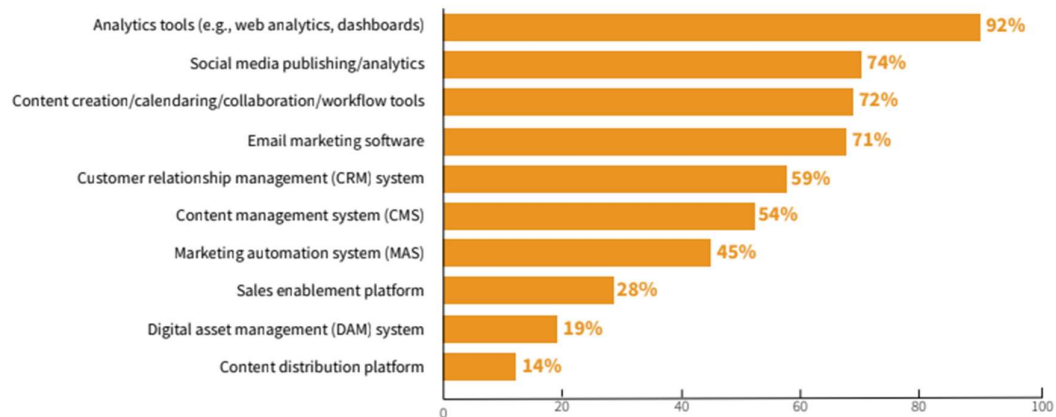
CONTENT MANAGEMENT & OPERATIONS



Ninety-two percent of technology marketers said their organization uses analytics tools to manage content.

Social media publishing/analytics tools came in second, at 74%.

Technologies Technology Organizations Use to Manage Content



Content Marketing Institute/MarketingProfs

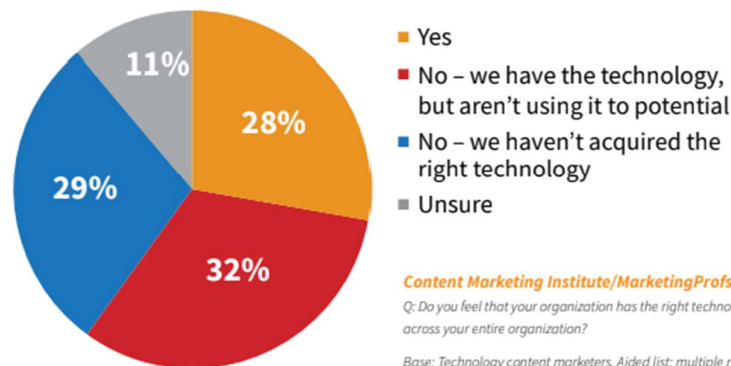
Base: Technology content marketers. Aided list; multiple responses permitted.

13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

Twenty-nine percent of technology marketers said their organization hasn't acquired the right content management technology.

Another 32% said they have the technology but aren't using it to potential.

The Right Technology in Place to Manage Content Across the Technology Organization?



Content Marketing Institute/MarketingProfs

Q: Do you feel that your organization has the right technology in place to manage content across your entire organization?

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

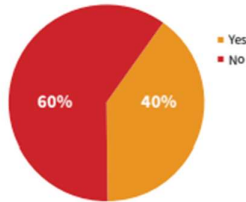
13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

Forty percent of technology marketers said their organization translates content into different languages using a variety of methods.

Nearly three out of four who translate content also localize it, mostly using in-house teams.

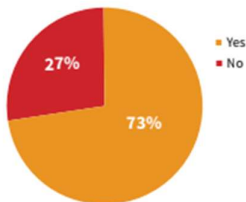
Does Your Organization Translate Content Into Different Languages?

(Translation is defined as the process of changing content into another language.)

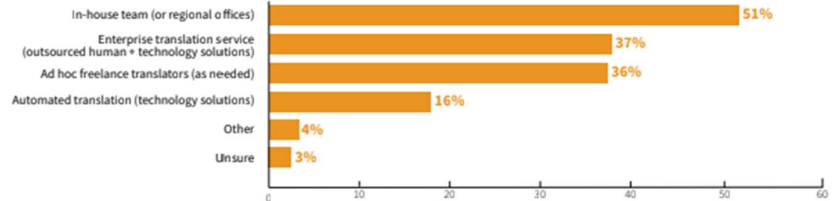


In Addition to Translation, Does Your Organization Also Localize Content?

(Localization is defined as the process of adapting content to meet the needs of local culture or target market.)



Technology Organizations' Approach to Translation

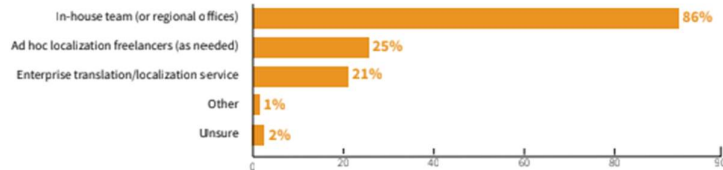


Content Marketing Institute/MarketingProfs

Base: Technology content marketers whose organizations translate content into different languages. Aided list; multiple responses permitted.

13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

Technology Organizations' Approach to Localization



Content Marketing Institute/MarketingProfs

Base: Technology content marketers whose organizations translate content into different languages. Aided list; multiple responses permitted.

13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022



METRICS & GOALS

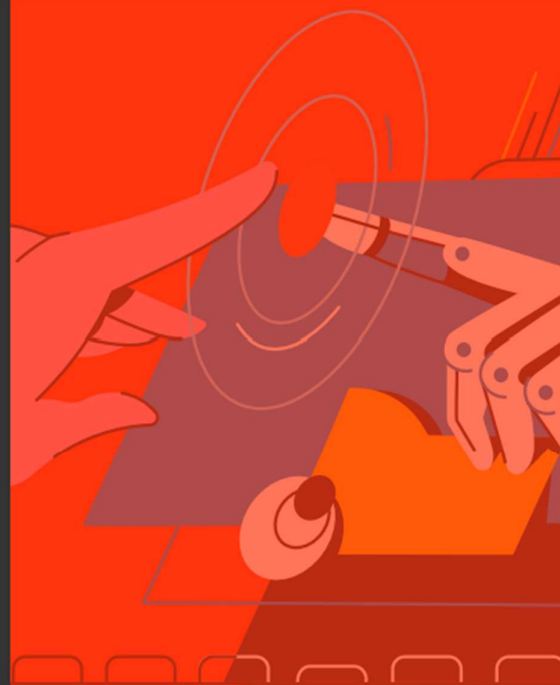


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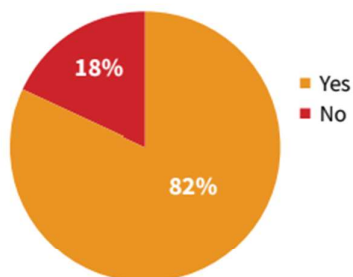
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Eighty-two percent of technology marketers measure content performance.

Website traffic (92%) is the metric technology marketers said they look at most often.

Does Your Technology Organization Measure Content Performance?



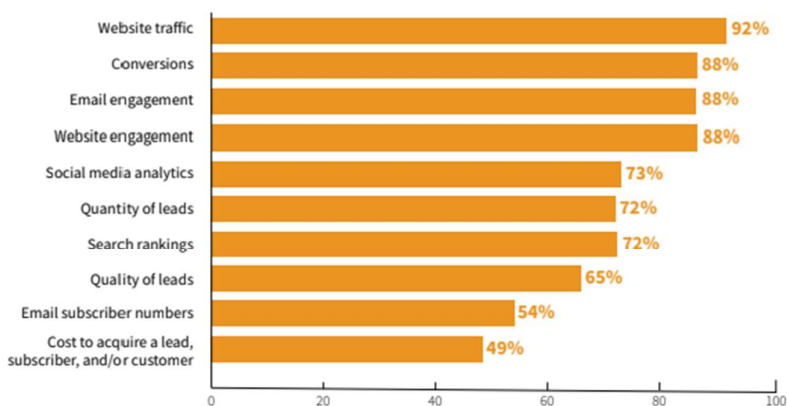
Content Marketing Institute/MarketingProfs

Base: Technology content marketers.

13th Annual Content Marketing Survey.

Content Marketing Institute/Marketing Profs, July 2022

Metrics Technology Marketers Have Used to Track Content Performance in Last 12 Months



Content Marketing Institute/MarketingProfs

Base: Technology content marketers who measure content performance.

Aided list; multiple responses permitted.

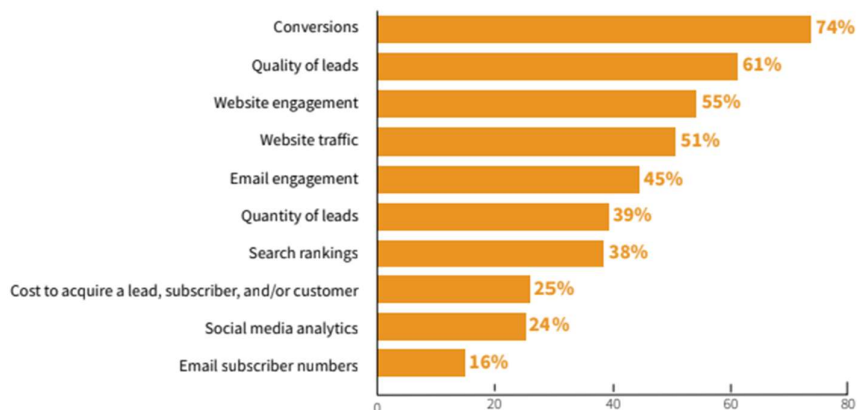
13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022



Technology marketers rely most on conversions when evaluating content performance.

Quality of leads, website engagement, website traffic, and email engagement rounded out the top five metrics.

Metrics Technology Marketers Rely on Most When Evaluating Content Performance



Content Marketing Institute/MarketingProfs

Base: Technology content marketers who measure the content performance metrics listed.

Aided list; multiple responses permitted.

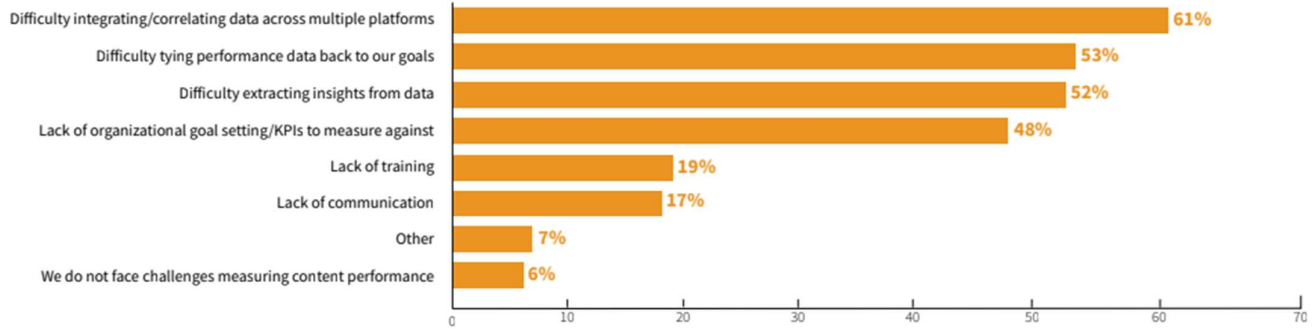
13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022



Sixty-one percent of technology marketers said it was difficult to integrate/correlate data across multiple platforms.

Other top challenges included tying performance data back to goals, extracting insights from data, and lack of organizational goal setting/KPIs to measure against.

Challenges Technology Marketers Face With Measuring Content Performance



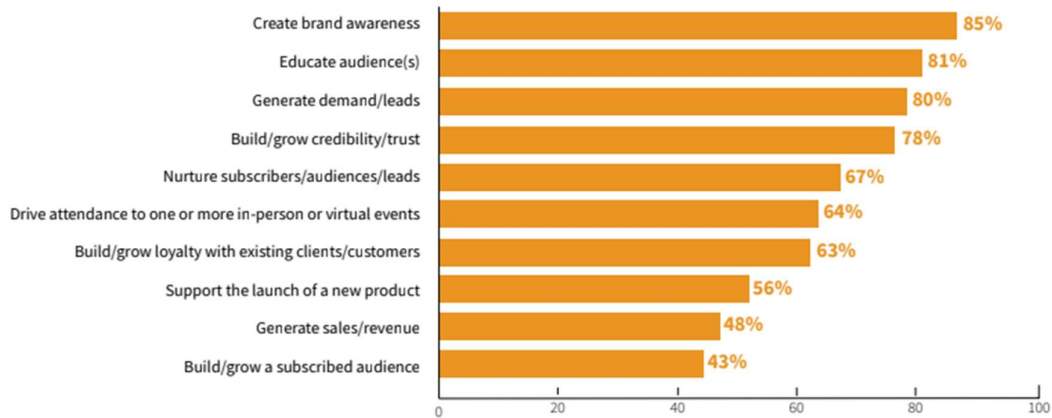
Content Marketing Institute/MarketingProfs

Base: Technology content marketers who measure content performance. Aided list; multiple responses permitted.
13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022

Eighty-five percent of technology marketers said they were using content marketing successfully to create brand awareness.

More than three-quarters of survey respondents also reported that they've successfully used content marketing to educate audiences (81%), generate demand/leads (80%), and build/grow credibility/trust (78%).

Goals Technology Marketers Have Achieved by Using Content Marketing Successfully in Last 12 Months



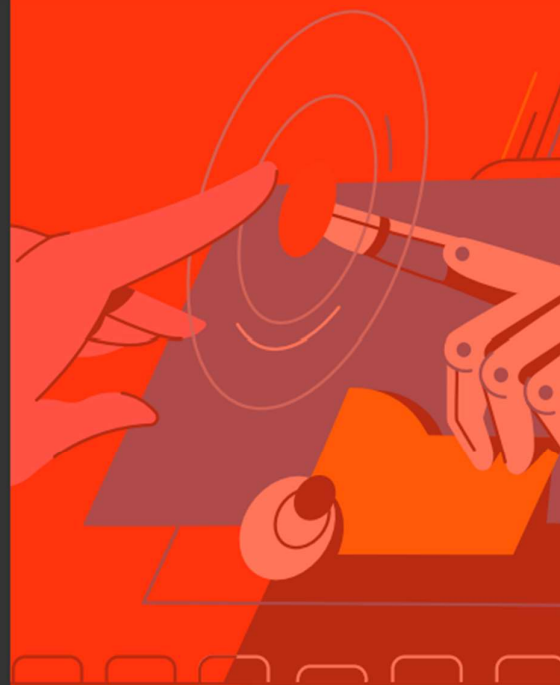
Content Marketing Institute/MarketingProfs

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

13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022



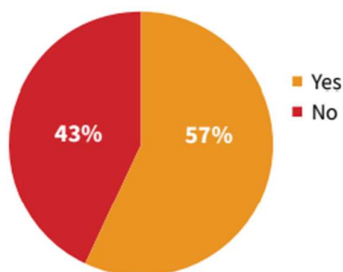
BUDGETS & SPENDING



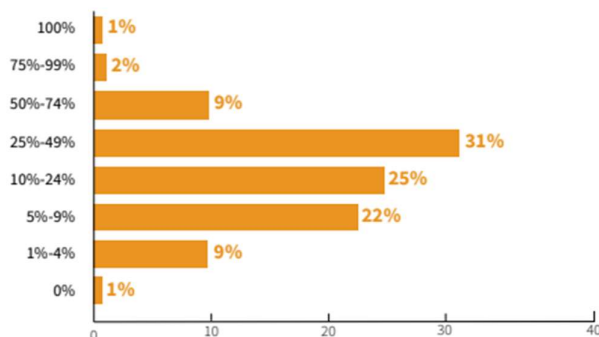
The percentage of technology marketers spending 25% to 49% of their total marketing budget on content marketing increased to 31% from 23% the previous year.

The percentage of those spending 50% or more remained steady.

Do You Have Knowledge of Your Technology Organization's Budget/Budgeting Process for Content Marketing?



Percentage of Total Marketing Budget Spent on Technology Content Marketing



Content Marketing Institute/MarketingProfs

Base: Technology content marketers who know their organizations' budget/budgeting process for content marketing. Aided list.

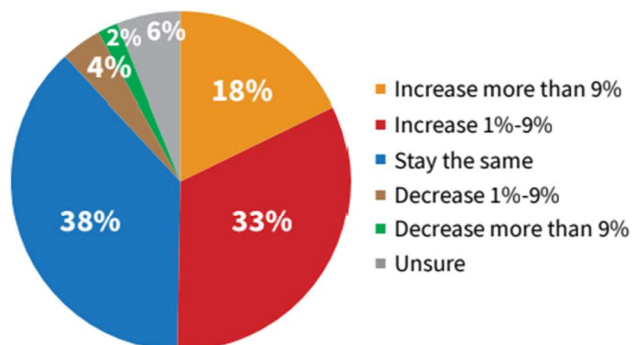
13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022



Fifty-one percent of technology respondents thought their content marketing budget would increase in 2023.

Thirty-eight percent thought their budget would stay the same.

How Technology Content Marketing Budget Will Change in 2023 Compared with 2022



Content Marketing Institute/MarketingProfs

Base: Technology content marketers who know their organizations' budget/budgeting process for content marketing. Aided list.
13th Annual Content Marketing Survey; Content Marketing Institute/Marketing Profs, July 2022



Fifty-seven percent of technology marketers expected their organization's investment in in-person events to increase in 2023.

Nearly half expected their investment in digital/virtual events to stay the same in 2023.

How Technology Organizations' Investment Will Change in 2023 Compared With 2022

| | Increase | Stay the same | Decrease | Will be a new area of investment | Do not/will not use |
|------------------------|----------|---------------|----------|----------------------------------|---------------------|
| Digital/virtual events | 26% | 47% | 21% | 2% | 4% |
| In-person events | 57% | 34% | 5% | 1% | 3% |
| Hybrid events | 27% | 34% | 10% | 5% | 24% |

Content Marketing Institute/MarketingProfs

Base: Technology content marketers who know their organizations' budget/budgeting process for content marketing. Aided list.

13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021



CHALLENGES

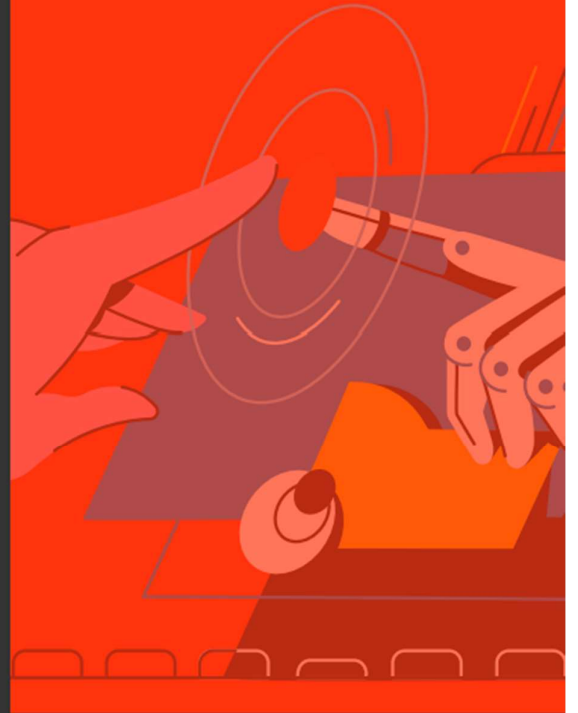


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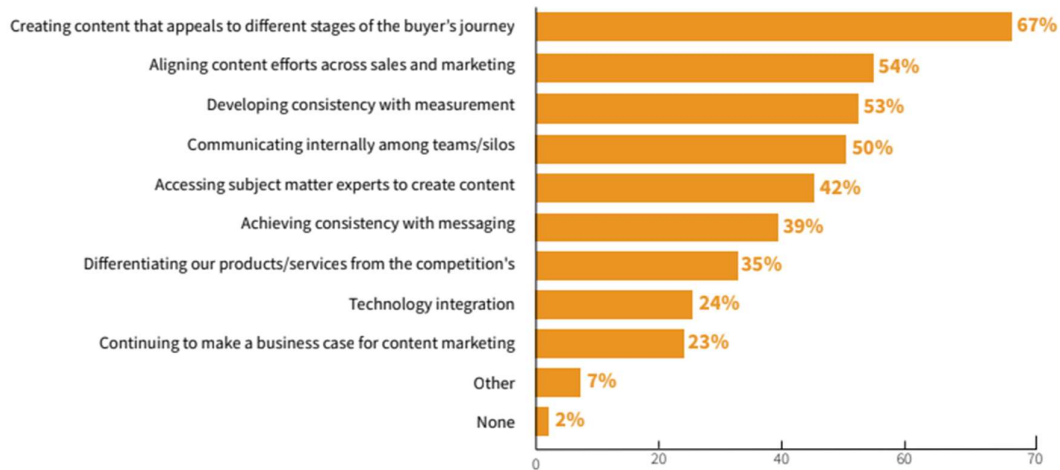
FOUNDRY
an IDG, Inc. company



Sixty-seven percent of technology marketers said they were challenged with creating content that appeals to different stages of the buyer's journey.

Aligning content efforts across sales and marketing and developing consistency with measurement were also top challenges.

Technology Organizations' Current Content Marketing Challenges



Content Marketing Institute/MarketingProfs

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

13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022



LOOKING FORWARD

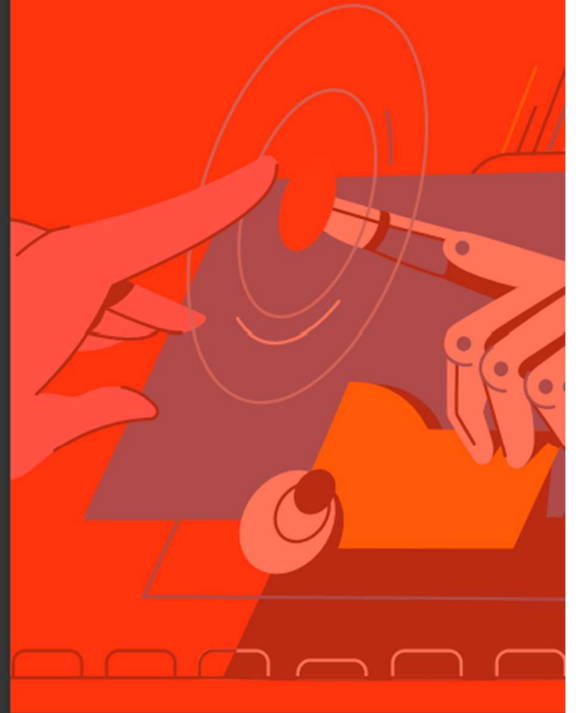


CONTENT
MARKETING
INSTITUTE



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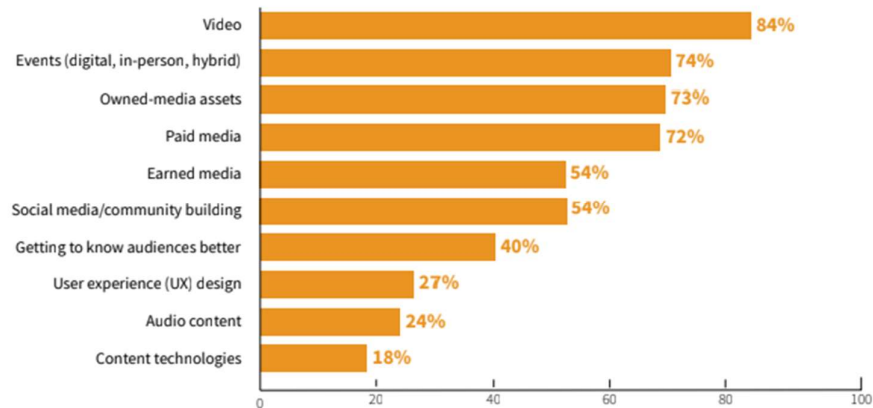
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Eighty-four percent of technology marketers expected their organizations to invest in video in 2023, compared with 72% the previous year.

Events (74%), owned-media assets (73%), and paid media (72%) were also expected to be top areas of investment. Those expecting investment in social media/community building increased to 54% from 37% the previous year.

Areas of Technology Content Marketing Investment in 2023



Content Marketing Institute/MarketingProfs

Base: Technology content marketers. Aided list; up to seven responses permitted.

13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022



ACTION STEPS

PLAN A PROCESS, NOT A PROJECT



ROBERT ROSE
Chief Strategy Advisor
CMI

What I find fascinating in this year's research is that, yes, it's time to feed the giant – but we should be careful not to get distracted by the food, and instead focus on our ability to cook. Too often, content marketers get wrapped up in content creation, rather than their ability to lead the efforts to create.

One of my go-to books of the last decade is Rita Gunther McGrath's, *The End of Competitive Advantage*. In that book, she illustrates that all competitive advantage is transient – perhaps now more than ever. This fact, she contends, is understood. But then she asks, “Why hasn’t basic strategy practice changed?” As she says:

“Most executives, even when they realize that competitive advantages are going to be ephemeral, are still using strategy frameworks and tools designed for achieving a sustainable competitive advantage, not for quickly exploiting and moving in and out of advantages.”

That last part has the deepest implications for the evolving practice of strategic content marketing in a business. After working with hundreds of enterprise brands over the last 10 years, I've concluded: **Most businesses think about how they can change content to fit marketing's purpose instead of how they might change marketing to fit content's purpose.**

Content will never be a sustainable competitive advantage or differentiator – all content is easily replicable and, at best, only transient in differentiated value.

Instead, consider looking at content operations as the catalyst that can change everything for the content marketing challenges you face. Recognize that you and the activities you perform are the competitive advantage. Your future success hinges on the ability as a team (of 1 or 100) to be dynamic and fluid – moving in and out of “arenas” (as McGrath calls them) of content and creating temporary advantages.

Here's the real takeaway: Ask everyone in your business – including your CEO – if they believe compelling, engaging, useful, and dynamic content-driven experiences will move the business forward.



If the answer is yes, then the *strategic* value is in your ability to evolve and coordinate all the activities to repeatedly create those valuable experiences. It is not the content itself or where you distribute it. The content team's job is not to be good at content; their job is to enable the business to be good at content. Realizing this strategic value presents a to-do list:

- Businesses must increasingly stop organizing and scaling new marketing teams based on platforms, technologies, or inside-looking-out views of the customer journey. The successful business becomes skilled and integrated at operating and managing all manners of content-driven experiences. The format and placement of those experiences on multiple channels will always be temporal.
- Businesses must stop looking at content from a container-first perspective – solely designed to support marketing tactics or initiatives. Instead, businesses must identify content operations as a function, supporting the fluid use of content to fuel better customer experiences.
- Businesses will win with content marketing when they can constantly reconfigure their activities and manage portfolios of content-driven experiences. When one experience is no longer advantageous to the business, they do not say, "That's the way we've always done it." Instead, they healthily disengage and dismantle these experiences.

Content strategy = different activities that fit together

One of the first signs of trouble in any content marketing approach is if the first question is, "How do we get more efficient at content?" Getting to efficiency assumes there is a working, standard operation that is providing value. The goal is to change that process to remove the friction. But when there's no repeatable standard operation, focusing on efficiency means trying to produce the same or more content with the same resources.

That rarely works out to be better for the business.

The more difficult task is to determine the *different* activities the business will undertake to create or augment the existing processes, or which activities the business will undertake differently.

Your business's content capabilities reflect its ability to communicate. And your ability to evolve the activities that impact communication is the only thing that creates any competitive advantage.

The content you create will provide you with no sustainable competitive advantage. But a strategic content operation just might.

The Technology Content Marketing Benchmarks, Budgets, and Trends: Insights for 2023 report was produced by Content Marketing Institute (CMI) and sponsored by Foundry.

The online survey, from which the results of this report were generated, was emailed to a sample of marketers using lists from CMI and MarketingProfs.

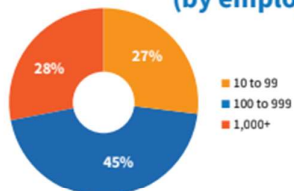
A total of 1,104 recipients from around the globe — representing a range of industries, functional areas, and company sizes — replied to the survey during July 2022.

This report presents the findings from the 278 respondents who indicated:

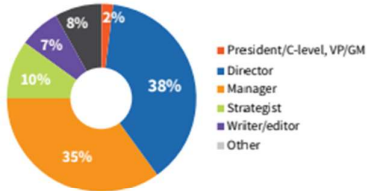
- Their organization is a technology company, with the majority based in North America.
- They are a content marketer, involved with the content marketing function, and/or someone to whom content marketing reports.

Find all CMI research at contentmarketinginstitute.com/research.

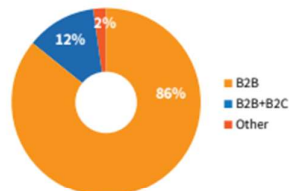
**Size of Technology Company
(by employees)**



Technology Role



Nature of Technology Organization



Thanks to the survey participants, who made this research possible, and to everyone who helps disseminate these findings throughout the content marketing industry.

About Content Marketing Institute

Content Marketing Institute (CMI) exists to do one thing: advance the practice of content marketing through online education and in-person and digital events. We create and curate content experiences that teach marketers and creators from enterprise brands, small businesses, and agencies how to attract and retain customers through compelling, multichannel storytelling. Global brands turn to CMI for strategic consultation, training, and research. Organizations from around the world send teams to Content Marketing World, the largest content marketing-focused event, ContentTECH Summit, and CMI virtual events. Our community of 215,000+ content marketers shares camaraderie and conversation. CMI is organized by Informa Connect. To learn more, visit www.contentmarketinginstitute.com.

About Informa Connect

Informa Connect is a specialist in content-driven events and digital communities that allow professionals to meet, connect, learn, and share knowledge. We operate major branded events in Marketing, Global Finance, Life Sciences and Pharma, Construction and Real Estate, and in a number of other specialist markets and connect communities online year-round.

About Foundry, an IDG Inc. Company

Foundry helps companies bring their visions to reality through a combination of media, marketing technologies, and proprietary data on a global scale. Our intent data and martech platforms are powered by data from an owned and operated ecosystem of global editorial brands, awards, and events, all engineered and integrated to drive marketing campaigns for technology companies. Foundry is dedicated to generating and innovating with data, driving demand for technology marketers with 38 offices in markets around the globe. Foundry is a wholly owned subsidiary of International Data Group, Inc. (IDG), the world's leading tech media, data, research and marketing services company. To learn more about Foundry, visit www.foundryco.com.

