

# 2019 Content Management & Strategy SURVEY



# TABLE OF CONTENTS

Sponsor’s Message.....3

Introduction ..... 4

Key Findings .....5

Methodology/Demographics ..... 6

Use of Strategic Approach..... 8

Strategic Management of Content.....10

Opinions About Content Management.....14

Content Management Processes..... 15

Overall Success ..... 16

Content Management Technology ..... 17

Strategic Content Creation ..... 22

Strategic Content Management Challenges.....26

About..... 27



## ● SPONSOR'S MESSAGE

Vennli is a proud sponsor of this study from Content Marketing Institute (CMI) and the ContentTECH Summit. At Vennli, we believe that connecting with your customer in meaningful ways is a result of a deep understanding of buyer journeys, personas, and the use of data—especially customer data. Bringing all of those together results in more intelligent content and messaging to audiences—and those audiences can, in turn, have more meaningful relationships with brands and companies.

However, a challenge exists. Forty-one percent of respondents say they do not have or are unsure if their organization has a documented content strategy—a strategy that may include elements such as business objectives, measurements, and desired outcomes. This can create gaps—in being able to demonstrate content ROI and in creating alignment across marketing teams and the organization.

Additionally, driving focus to the right audience is a significant issue. When thinking about the audience(s) within their market, respondents say they are challenged with prioritizing marketing effort toward one audience over another (71%) and knowing what is most important to the audience (61%).

All of this speaks to the need to put tools and resources in place to tackle these issues—whether that be taking steps to document just one aspect of your content strategy or to focus on a particular part of the buyer journey—say awareness—and deeply understanding what is most meaningful to just one persona. While you don't need to tackle it all at once, making inroads can help drive your content strategy—and the impact it has on your audiences.



## ● INTRODUCTION

**W**elcome to the *2019 Content Management & Strategy Survey*. Now in its third year, this research provides a snapshot of how marketers are using technology to help create, manage, deliver, and scale enterprise content and marketing, as well as how their teams use it to more precisely target and engage audiences across the customer journey to provide memorable experiences.

This year's research suggests that while many organizations have a handle on the physical management of content assets (e.g., nearly 70% have undertaken content inventories and audits), there is a great need for optimizing the use of technology to make content flow more quickly and seamlessly throughout the enterprise—and to get that content in front of the right audiences at optimal times.

***“Content, technology, and strategy are evolving rapidly in our hyper-personalized, connected, and increasingly complex marketing environment.”***

**—Robert Rose, chief strategy advisor,  
Content Marketing Institute (CMI)**



# ● KEY FINDINGS

## **The majority have assessed their existing content inventory**

Nearly 70% of content management professionals surveyed say their organization has undertaken a content inventory and audit; 56% have conducted a content gap analysis. See page 11.

## **There is still a lot of manual work involved**

In terms of scalability of their content-related efforts, 78% report their organization has some systems in place, but there is a lot of manual work. See page 17.

## **Many lack the right technology to manage content across the organization**

42% report their organization hasn't acquired the right technology to manage content across the enterprise. Another 42% say they have the technology but aren't using it to its potential. See page 21.

## **Prioritizing audiences and knowing what is important to them are top challenges**

Many respondents, when thinking about the audience(s) within their market, say they are challenged with prioritizing marketing effort toward one audience over another (71%) and knowing what is most important to the audience (61%). See page 22.

## **In many organizations, communication between teams is an issue**

Respondents anticipate their organization's biggest strategic content management challenge in 2019 will be communication between teams (e.g., content, marketing, IT, creative, sales). See page 26.

# ● **METHODOLOGY/DEMOGRAPHICS**

To better understand the approach content professionals are taking to strategically managing content, Content Marketing Institute (CMI) surveyed a portion of its subscriber database as follows:

## **Nature of Organization's Business (Agencies and Consultants were excluded)**

- ▶ For-profit
- ▶ Nonprofit

## **Organization's Employee Size**

- ▶ 50+ Employees

CMI's research team designed the survey and performed the data analysis. Readex Research programmed and hosted the online survey and collected and tabulated the data.

CMI emailed the survey invitations on January 29, 2019, and sent a reminder email on February 11, 2019. By February 21, 2019, 250 usable surveys had been returned by respondents. Seventy-six percent indicated their organization takes a strategic approach to managing content; of those, 97% indicated they are involved (directly or indirectly) with some aspect of strategic content management in their organization.

To encourage prompt response and optimize the response rate, a random drawing was held for two \$50 VISA gift cards; a link was included in the invitation to route respondents directly to the online survey; and the invitation and survey were branded with the CMI and ContentTECH Summit names and logos to capitalize on affinity for the brands.



# METHODOLOGY/DEMOGRAPHICS

## Survey Definitions

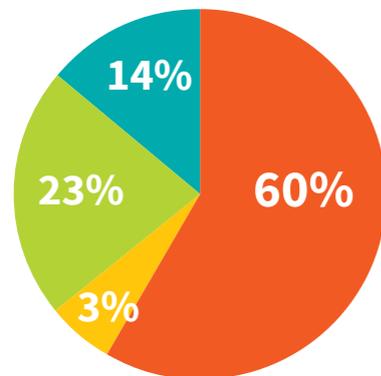
*Strategic approach to managing content*—an approach that involves setting up processes, people, and technology to better scale and deliver content with the intent to improve the overall customer experience.

*Content management strategy*—a strategy that addresses issues such as how your organization plans, develops, organizes, distributes, manages, and governs content.

*Success*—achieving your organization’s overall desired/targeted results for its content strategy.

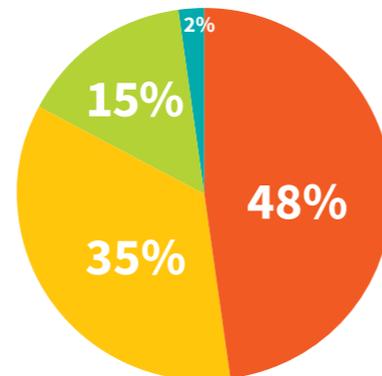
*Note: Comparisons to last year’s survey findings should be made with caution due to changes in questions and differences in sample composition.*

Nature of Organization



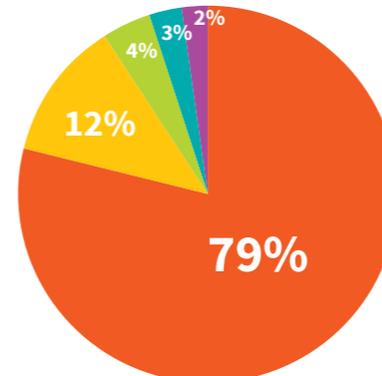
- For-profit B2B
- For-profit B2C
- For-profit B2B+B2C
- Nonprofit

Size of Organization



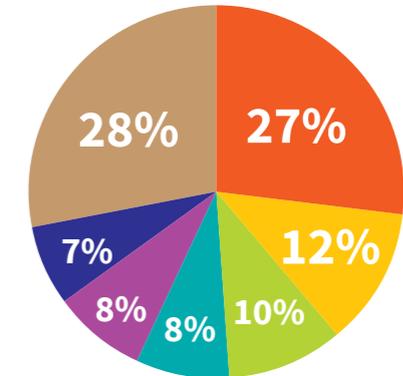
- 1,000 or more
- 100 - 999
- 10 - 99
- 1 - 9

Location of Organization



- North America
- Europe
- Asia
- Oceania
- South America

Industry Classification



- Technology/IT/Software/Hardware
- Healthcare/Medical/Pharmaceuticals
- Financial Services
- Manufacturing
- Professional Services
- Publishing/Media
- Other

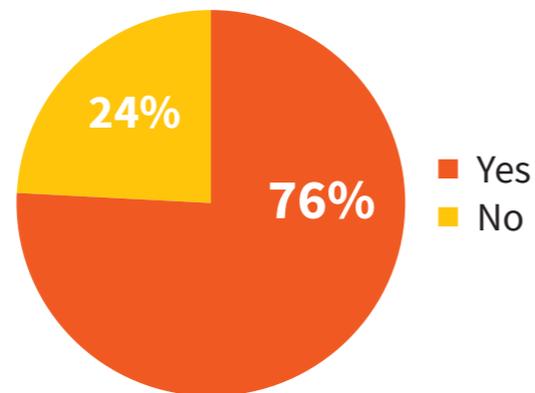
**Note:** 64% of respondents reported their organization is global in nature.



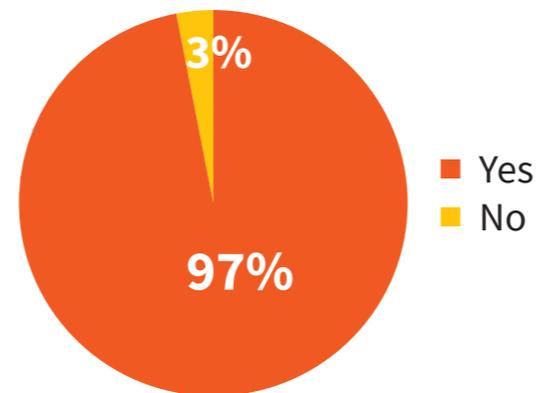
## ● USE OF STRATEGIC APPROACH

76% say their organization takes a strategic approach to managing content.

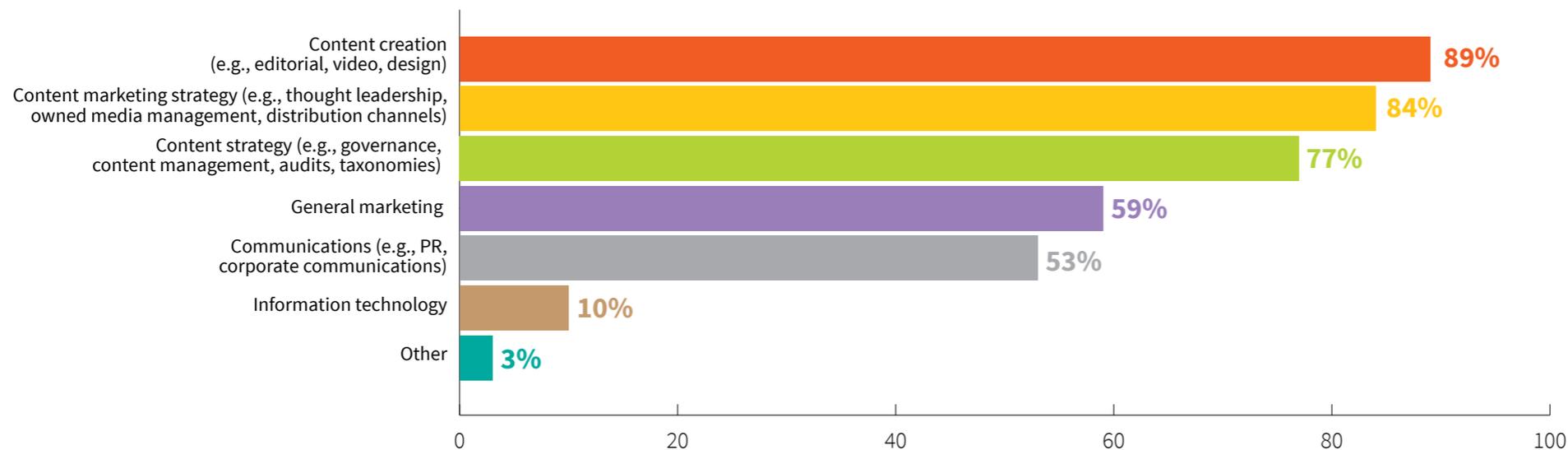
Strategic Approach to Managing Content



Involvement in Strategic Content Management



Areas of Involvement with Strategic Content Management



**Average Number of Areas Involved With: 4**

*Base: Respondents involved with strategic content management in their organization. Aided list; multiple responses permitted.*

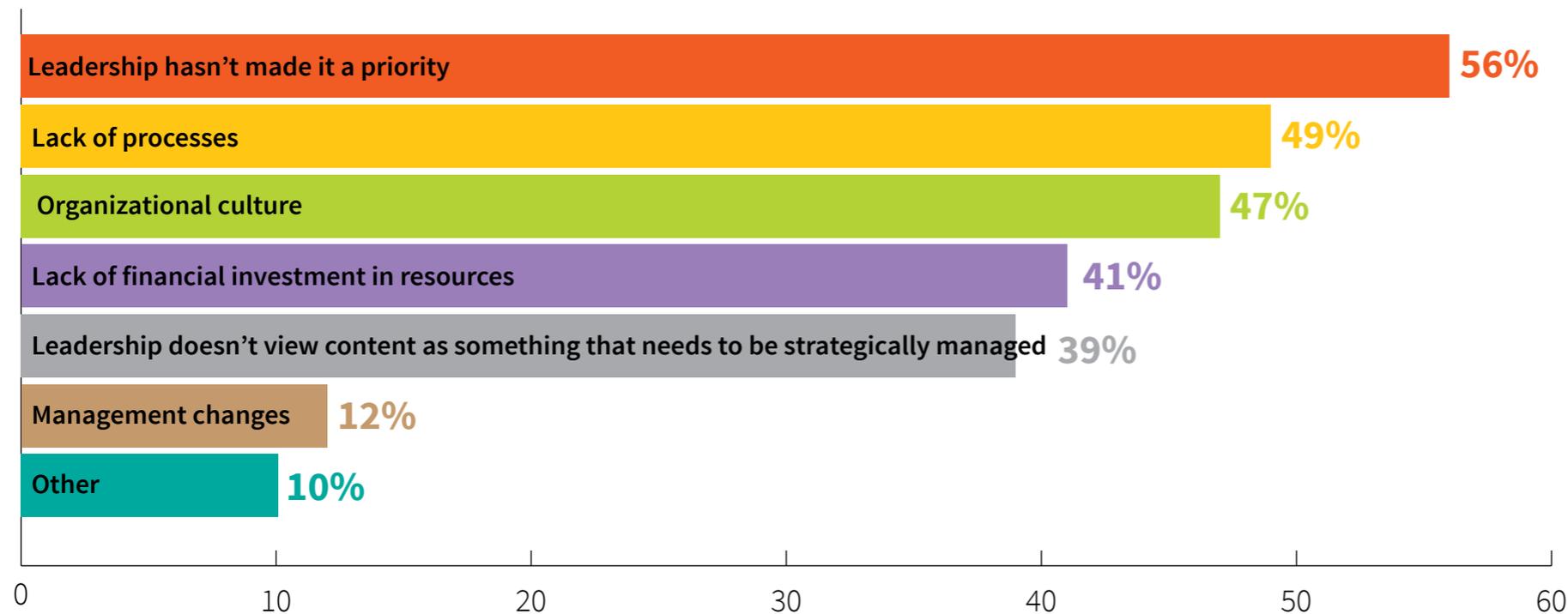
*Content Marketing Institute 2019 Content Management & Strategy Survey*

## ● USE OF STRATEGIC APPROACH

The top reported reason organizations don't take a strategic approach to managing content is leadership hasn't made it a priority.

Q. Why do you think your organization is not taking a strategic approach to managing content?

### Reasons Why Organizations Don't Take a Strategic Approach to Managing Content



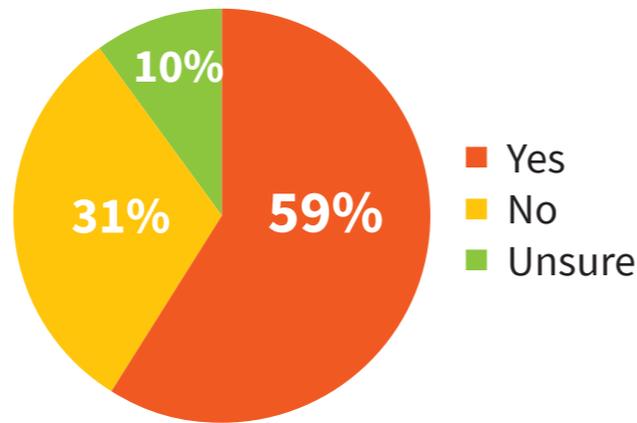
Base: Respondents whose organizations do not take a strategic approach to managing content. Aided list; multiple responses permitted.  
Content Marketing Institute 2019 Content Management & Strategy Survey

# ● STRATEGIC MANAGEMENT OF CONTENT

59% say their organization has a documented content management strategy.

Q. Does your organization have a documented content management strategy?

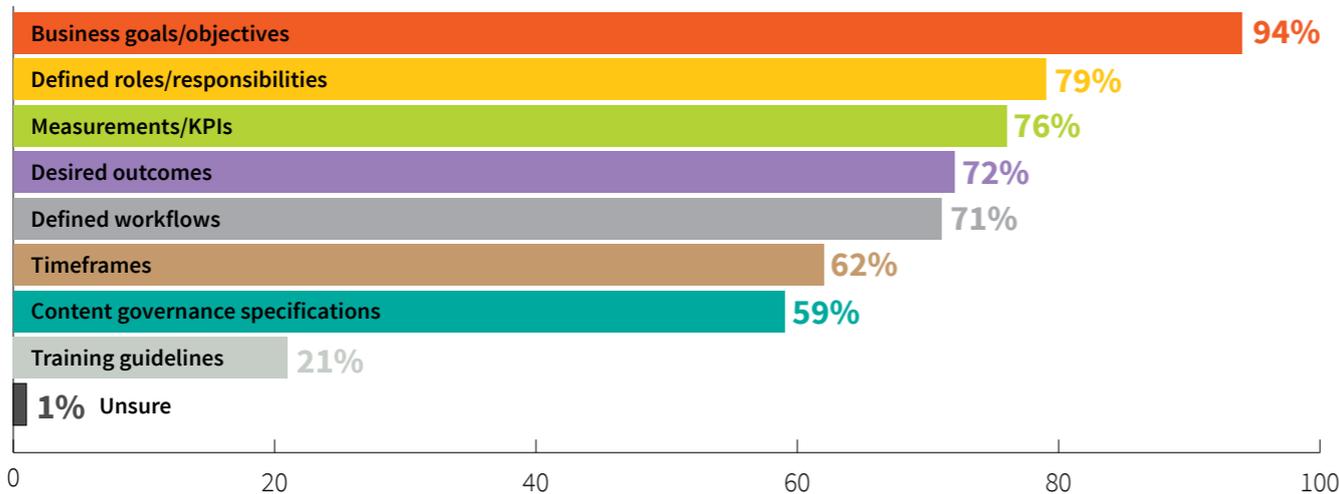
Documented Content Management Strategy



Base: Respondents involved with strategic content management in their organization; aided list.

Q. Which of the following elements does your content management strategy include?

Elements Included in Content Management Strategy



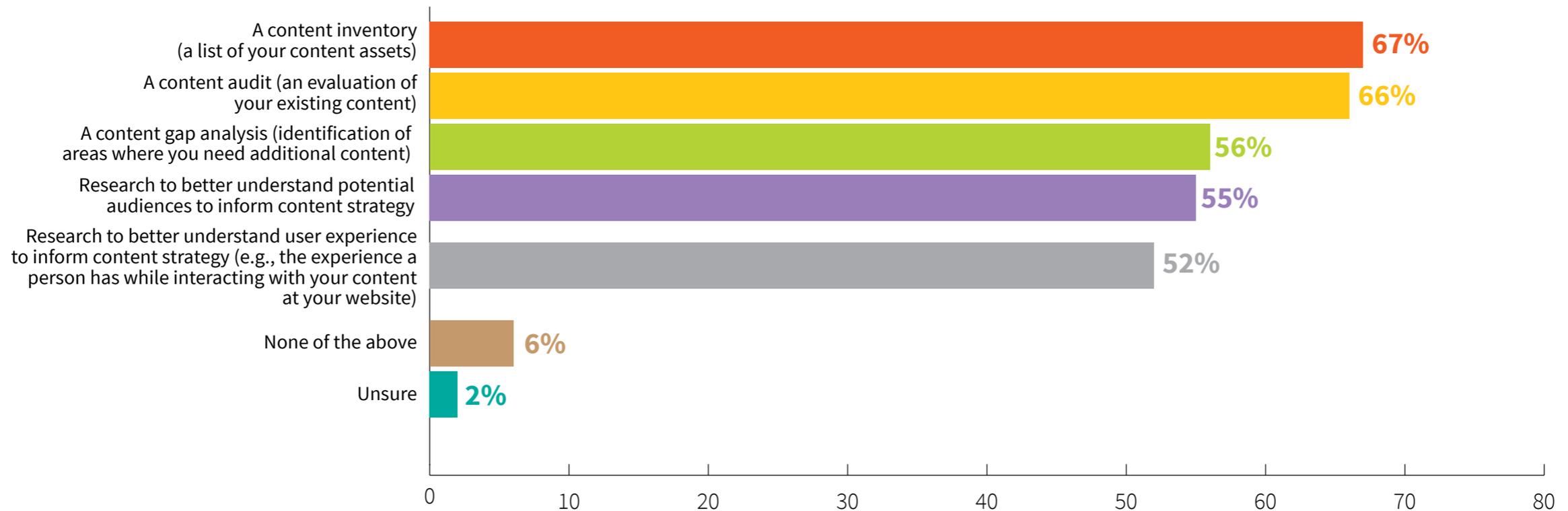
Base: Respondents whose organizations have a documented content management strategy. Aided list; multiple responses permitted.

## ● STRATEGIC MANAGEMENT OF CONTENT

Nearly 70% report their organization has undertaken a content inventory and a content audit.

Q. Which of the following content-related activities have been undertaken in your organization?

### Content-Related Activities Undertaken



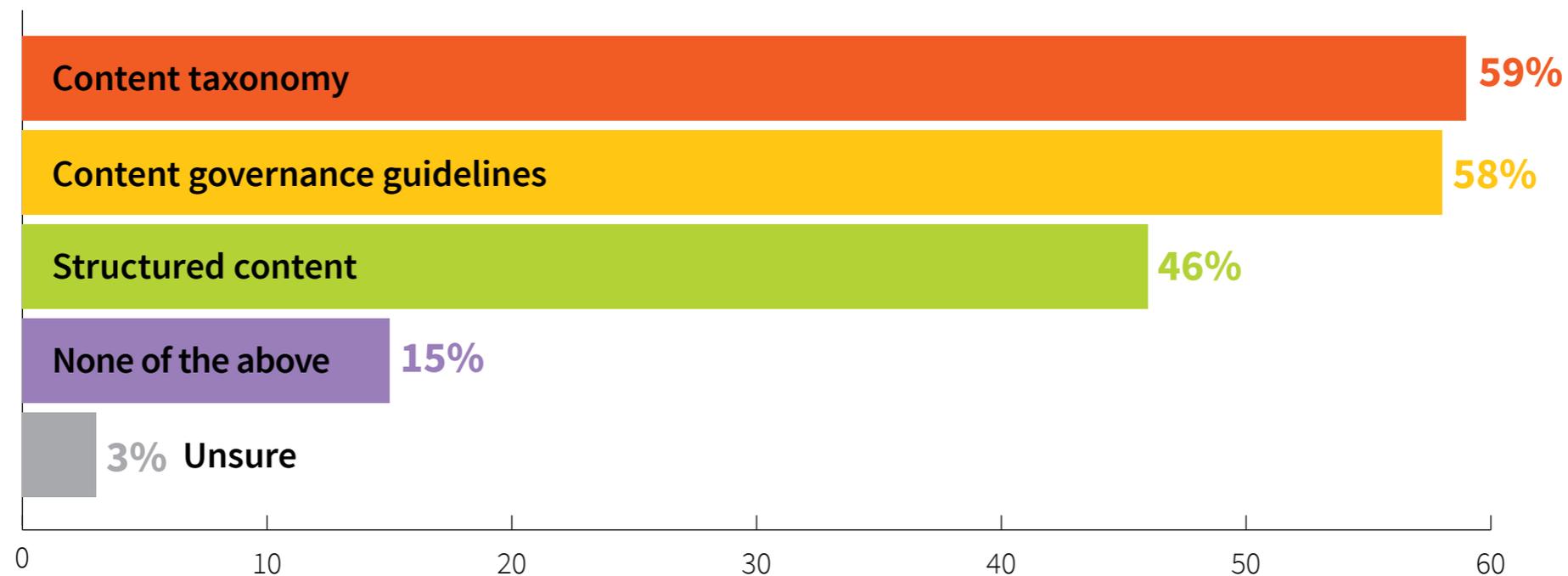
Base: Respondents involved with strategic content management in their organization. Aided list; multiple responses permitted.  
Content Marketing Institute 2019 Content Management & Strategy Survey

## ● STRATEGIC MANAGEMENT OF CONTENT

Nearly 60% report their organization has content taxonomy and content governance guidelines in place.

Q. Which of the following content-related structure(s) are currently used in your organization?

### Content-Related Structures in Place



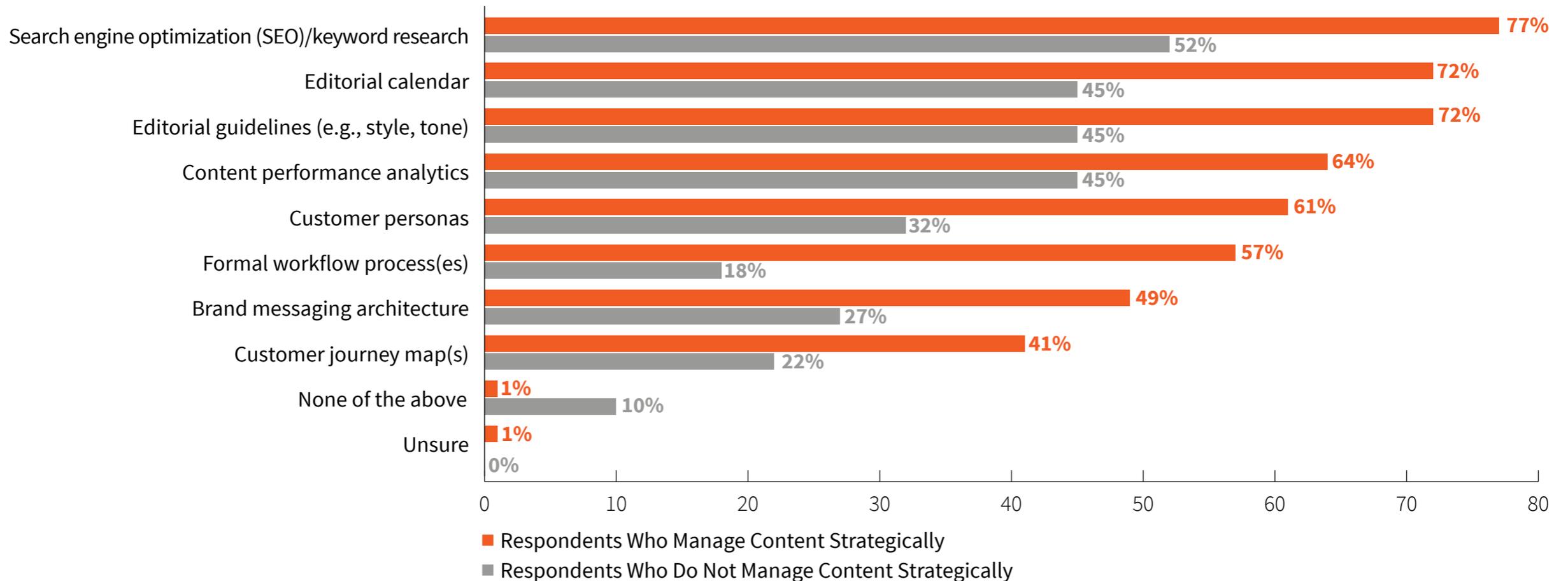
Base: Respondents involved with strategic content management in their organization. Aided list; multiple responses permitted.  
Content Marketing Institute 2019 Content Management & Strategy Survey

## ● STRATEGIC MANAGEMENT OF CONTENT

Respondents whose organizations take a strategic approach to managing content are far more likely than those that don't to have numerous content development aids in place.

Q. Which of the following content development aids are currently used in your organization?

### Content Development Aids Currently in Use



Base: Aided list; multiple responses permitted.

Content Marketing Institute 2019 Content Management & Strategy Survey

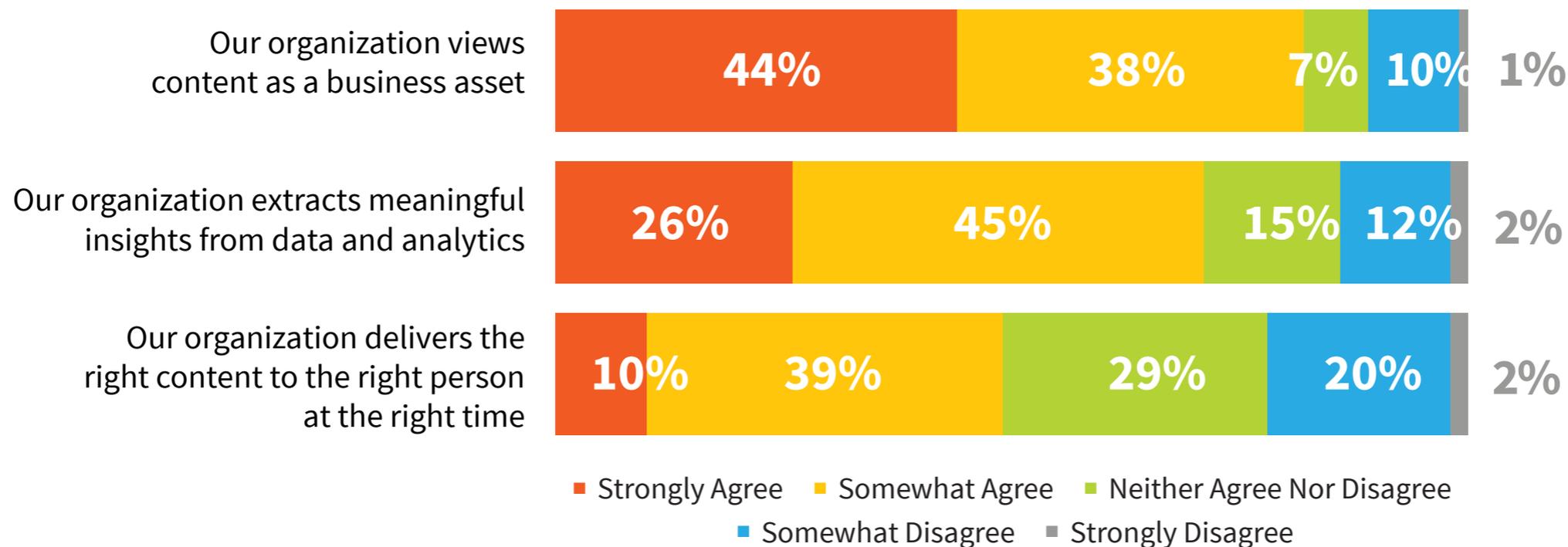


## ● OPINIONS ABOUT CONTENT MANAGEMENT

49% agree their organization delivers the right content to the right person at the right time.

Q. Indicate your level of agreement with the following statements.

### Opinions About Content Management



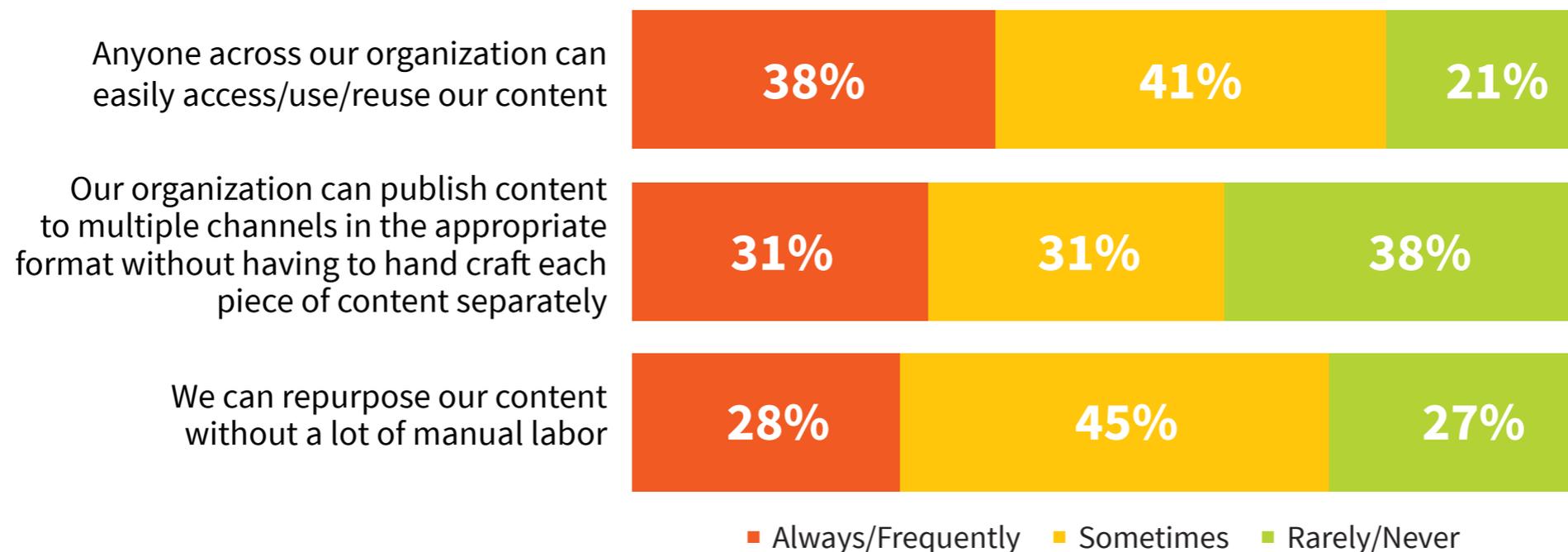
Base: Respondents involved with strategic content management in their organization who answered each statement; aided list.  
Content Marketing Institute 2019 Content Management & Strategy Survey

## ● CONTENT MANAGEMENT PROCESSES

38% report their organization can rarely/never publish content to multiple channels in the appropriate format without having to hand craft each piece of content separately.

Q. How often do your organization's content-related processes meet each of the following conditions?

### Frequency in Which Content-Related Processes Meet Various Conditions



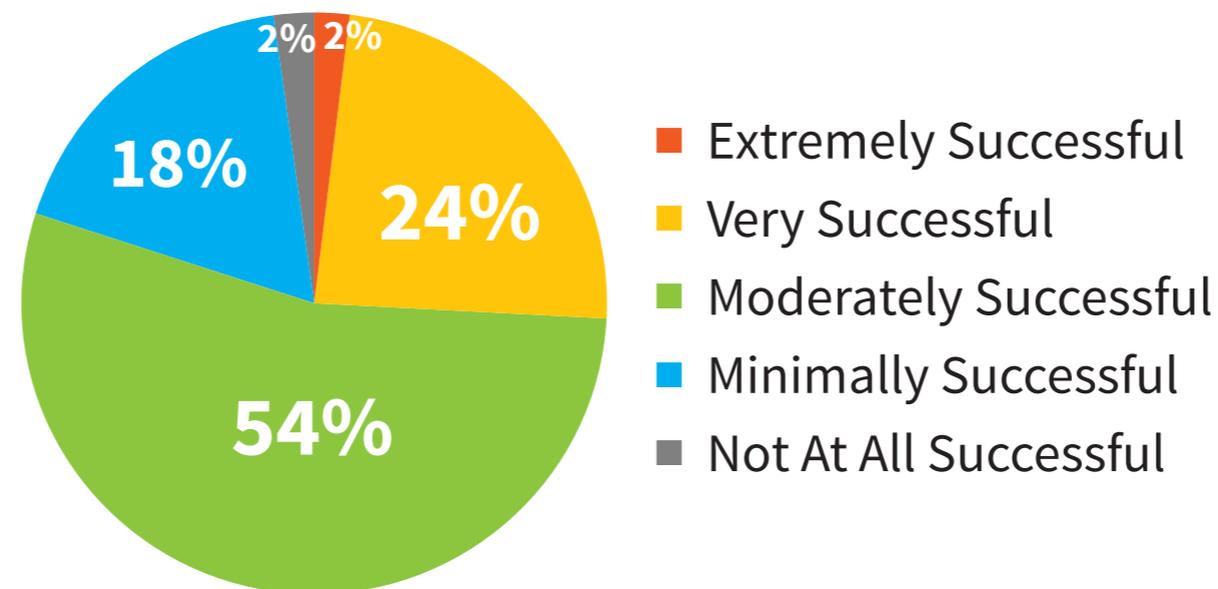
Base: Respondents involved with strategic content management in their organization who answered each statement; aided list.  
Content Marketing Institute 2019 Content Management & Strategy Survey

## ● OVERALL SUCCESS

26% say their organization is extremely or very successful with strategically managing content across the enterprise.

Q. How would you characterize the success of your company's current overall approach to strategically managing content across your entire organization?

### Overall Success With Strategically Managing Content Across the Organization



*Note: The survey defined success as achieving your organization's overall desired/targeted results for its content strategy.*

*Base: Respondents involved with strategic content management in their organization. Aided list; multiple responses permitted.*

*Content Marketing Institute 2019 Content Management & Strategy Survey*

## ● CONTENT MANAGEMENT TECHNOLOGY

In terms of scalability, 78% report their organization has some systems in place, but there is a lot of manual work.

Q. How would you describe the scalability of your organization's content-related efforts?

### Scalability of Content-Related Efforts



*Base: Respondents involved with strategic content management in their organization; aided list.*

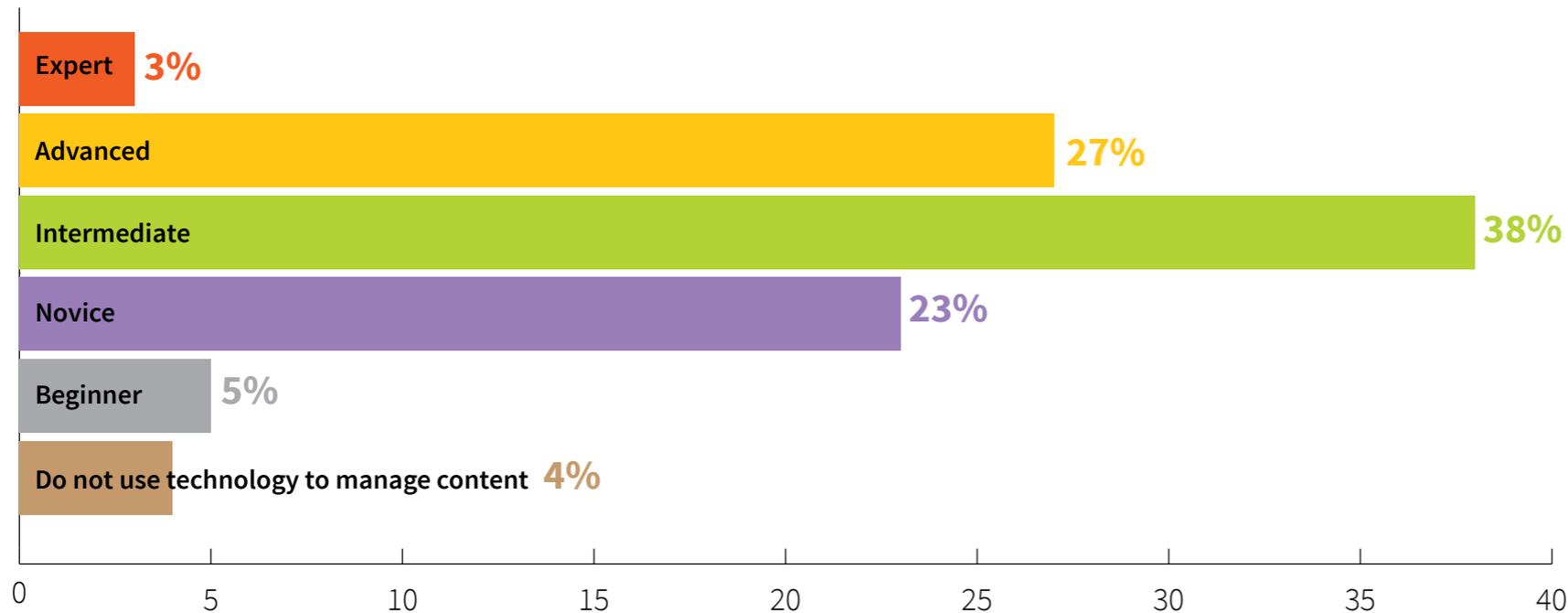
*Content Marketing Institute 2019 Content Management & Strategy Survey*

## ● CONTENT MANAGEMENT TECHNOLOGY

68% describe their organization's level of proficiency with using technology to manage content across the enterprise as expert, advanced, or intermediate.

Q. Which of the following do you feel best describes your company's proficiency with using technology to manage content across the entire organization?

### Level of Proficiency With Using Technology to Manage Content Across the Organization



Base: Respondents involved with strategic content management in their organization; aided list.

Content Marketing Institute 2019 Content Management & Strategy Survey

#### Descriptors used for each level of proficiency:

##### EXPERT

Content fully automated across the business; scaling across the organization; experiencing the benefits

##### ADVANCED

Finding success, yet challenged with fully integrating content technology into our business culture and operations

##### INTERMEDIATE

Have developed a business case for using technology to manage content; identified or are using a content management platform; seeing early success

##### NOVICE

Growing pains; building a team and business case for using technology to manage content, yet challenged with the changes required

##### BEGINNER

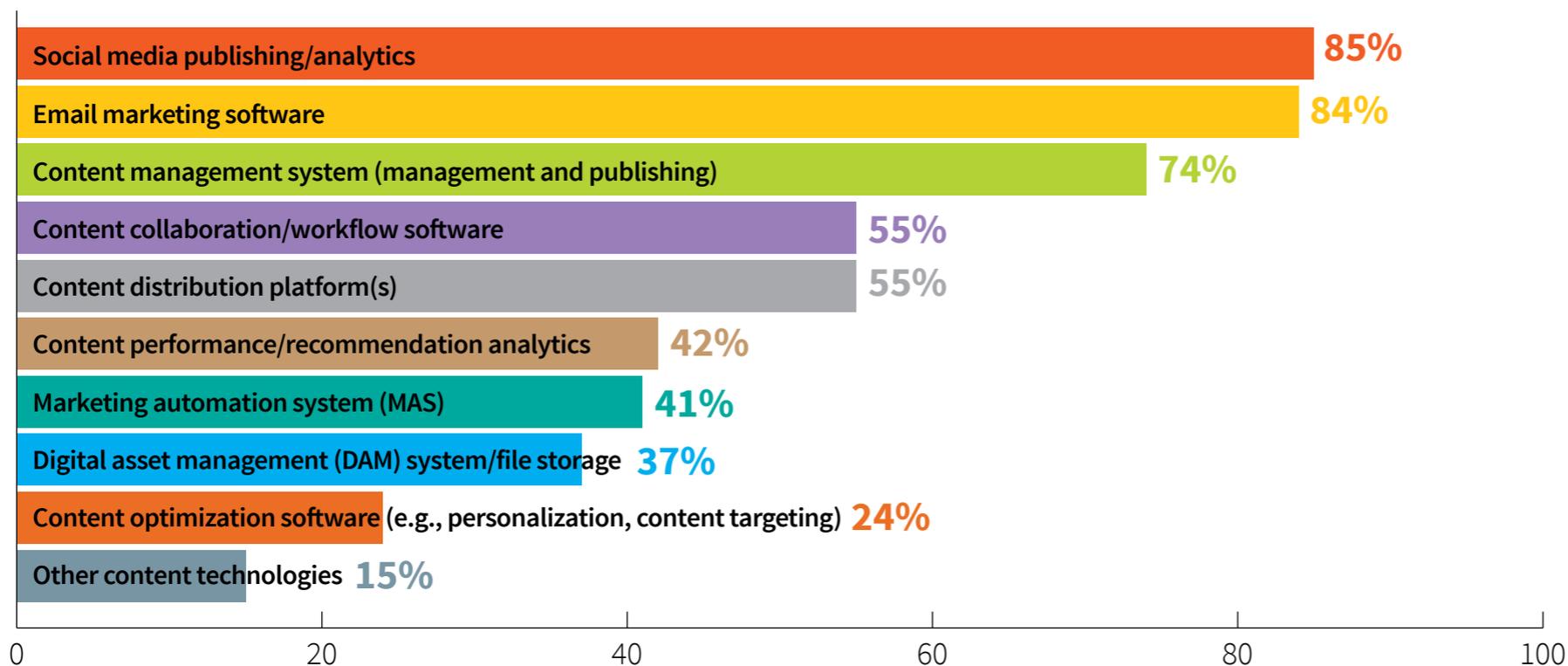
Starting to address aspects of using technology to manage content

## ● CONTENT MANAGEMENT TECHNOLOGY

The top three reported content technologies in place are social media publishing/analytics, email marketing software, and content management systems.

Q. Which of the following content technology(ies) does your organization currently have in place?

### Content Technologies in Place



**Average Number of Content Technologies in Place: 5**

Base: Respondents involved with strategic content management at organizations that use technology to manage content. Aided list; multiple responses permitted.

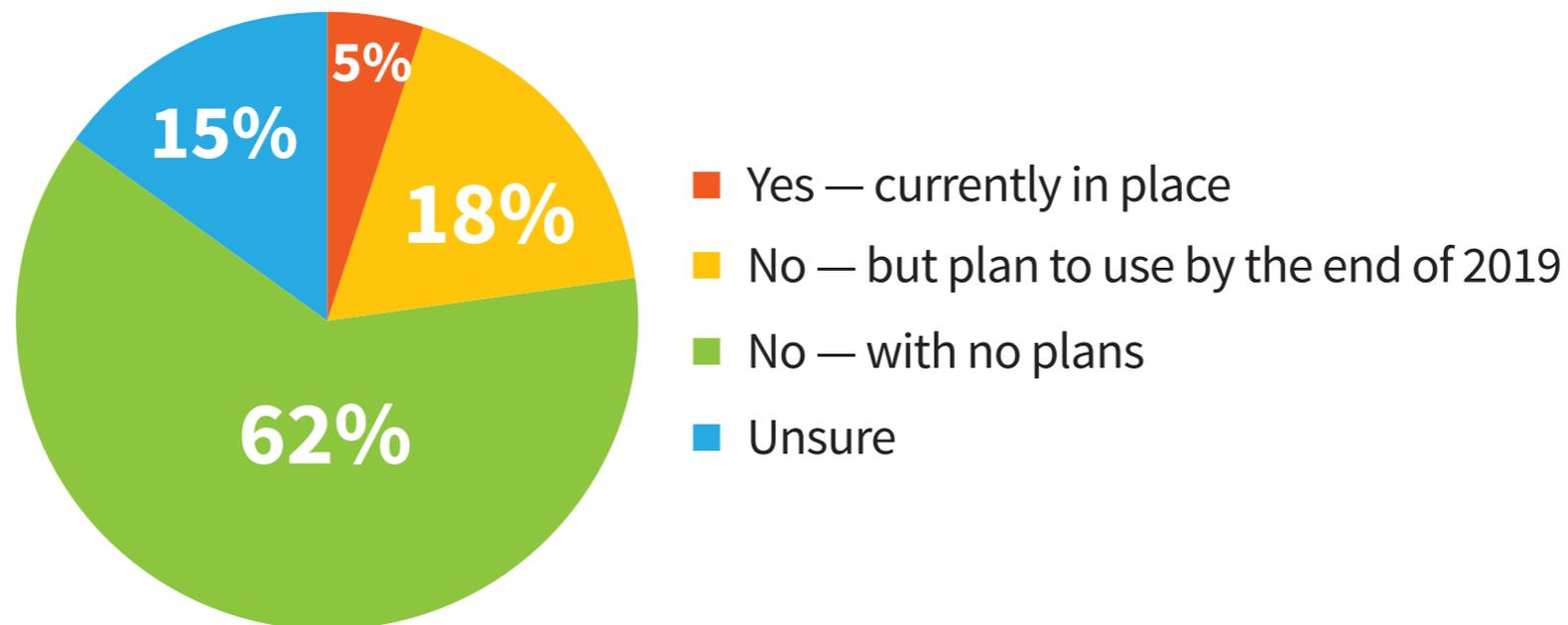
Content Marketing Institute 2019 Content Management & Strategy Survey

## ● CONTENT MANAGEMENT TECHNOLOGY

62% say their organization has no plans for using AI-driven content technologies in 2019.

Q. Are any of the content technologies your organization currently uses driven by artificial intelligence (AI)?

### Content Technologies Driven by Artificial Intelligence (AI)



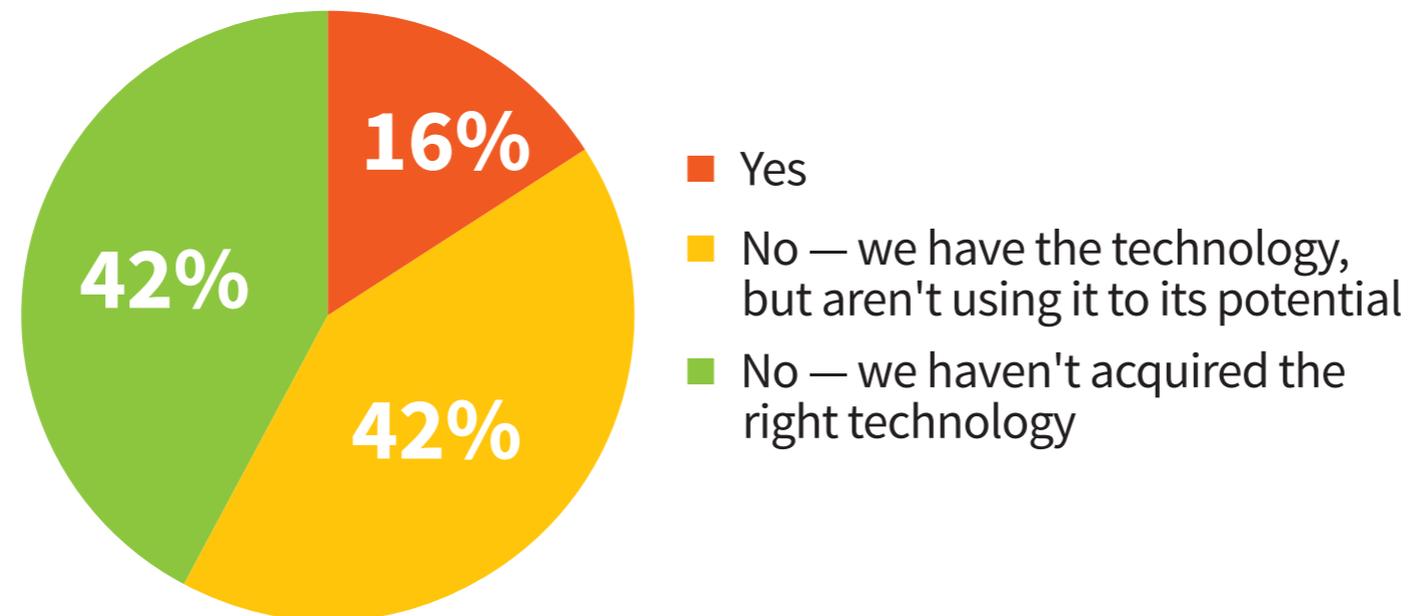
*Base: Respondents involved with strategic content management at organizations that use technology to manage content; aided list.  
Content Marketing Institute 2019 Content Management & Strategy Survey*

## ● CONTENT MANAGEMENT TECHNOLOGY

42% report their organization hasn't acquired the right technology to manage content across the enterprise; of the 58% that say it has acquired the technology, only 16% are using it to its potential.

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

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



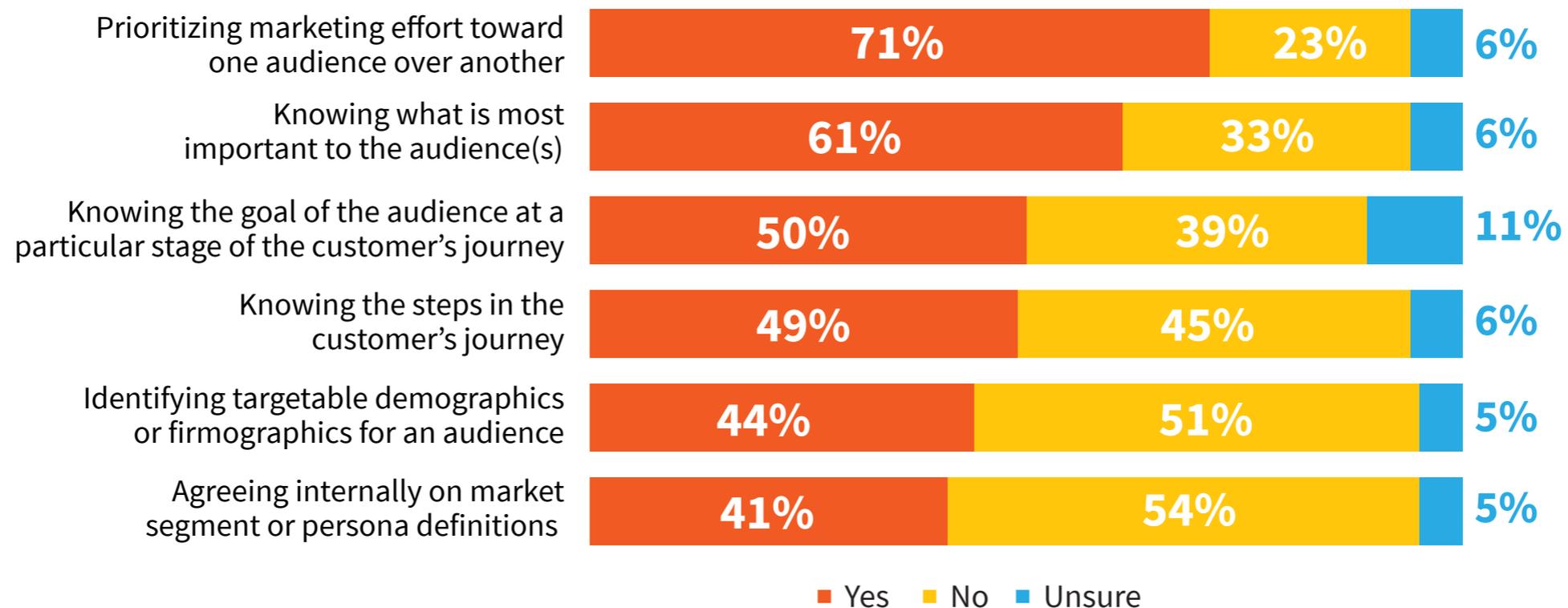
*Base: Respondents involved with strategic content management at organizations that use technology to manage content; aided list.  
Content Marketing Institute 2019 Content Management & Strategy Survey*

## ● STRATEGIC CONTENT CREATION

71% report they/their team are challenged with prioritizing marketing effort toward one audience over another.

Q. Do you/your team face any of the following challenges when thinking about the audience(s) within your organization's market?

### Challenges Faced When Thinking About Audiences(s) Within Their Market



Base: Respondents involved with strategic content management in their organization; aided list.  
Content Marketing Institute 2019 Content Management & Strategy Survey

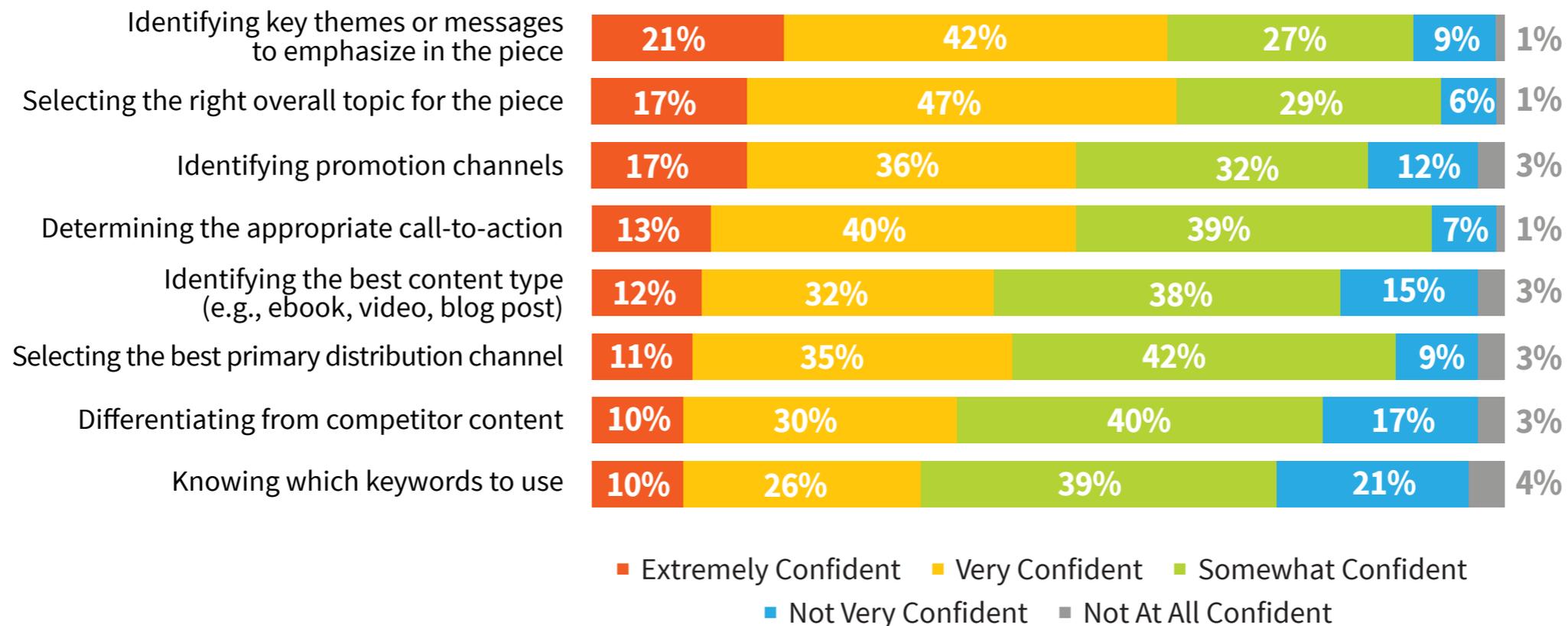


## ● STRATEGIC CONTENT CREATION

Respondents say people in their organization are most confident about identifying key themes/messages to emphasize and selecting the right overall topic for the piece while planning new content.

Q. Overall, how confident do you think the people in your organization are about making the following decisions while planning a new piece of content?

### Confidence Levels While Planning New Content



Base: Respondents involved with strategic content management in their organization; aided list.  
 Content Marketing Institute 2019 Content Management & Strategy Survey

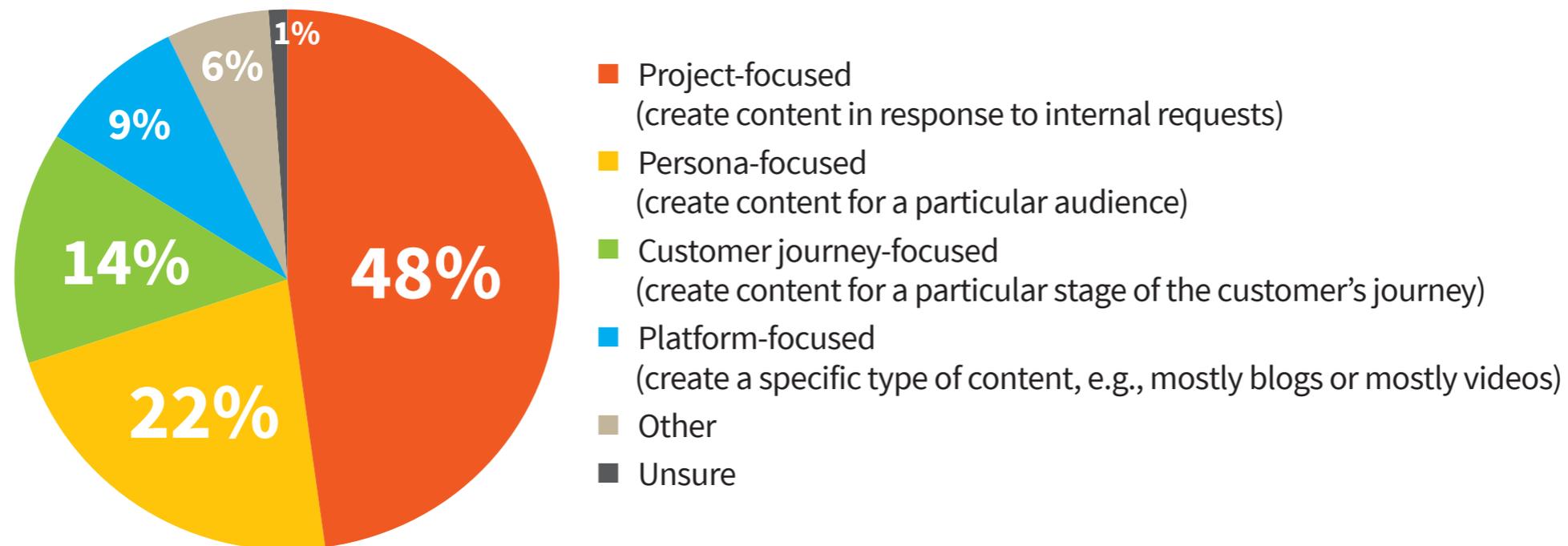


## ● STRATEGIC CONTENT CREATION

48% say their organization's content creators are project-focused (i.e., they create content in response to internal requests), making this the most common approach taken.

Q. Please indicate the typical approach taken by content creators in your organization.

### Typical Approach Taken by Content Creators



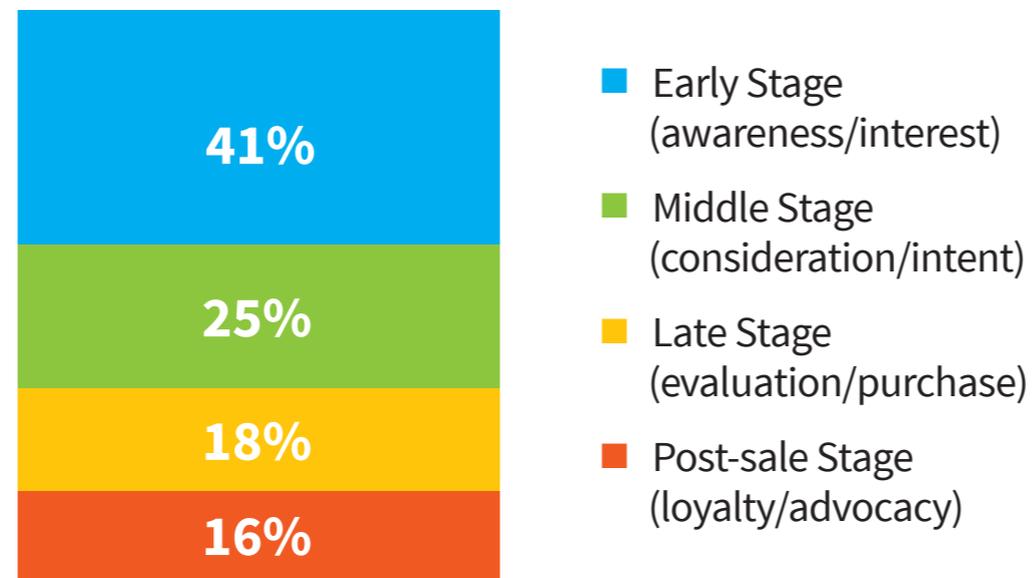
*Base: Respondents involved with strategic content management in their organization; aided list.  
Content Marketing Institute 2019 Content Management & Strategy Survey*

## ● STRATEGIC CONTENT CREATION

Respondents estimate that on average, 41% of the total content their organization created in 2018 was for the early stage of the customer's journey.

Q. Approximately, what percentage of your organization's total content would you estimate was created for the early, middle, late, and post-sale stages of the customer journey in 2018?

### Percentage of Their Organization's Total Content Created for the Customer's Journey in 2018



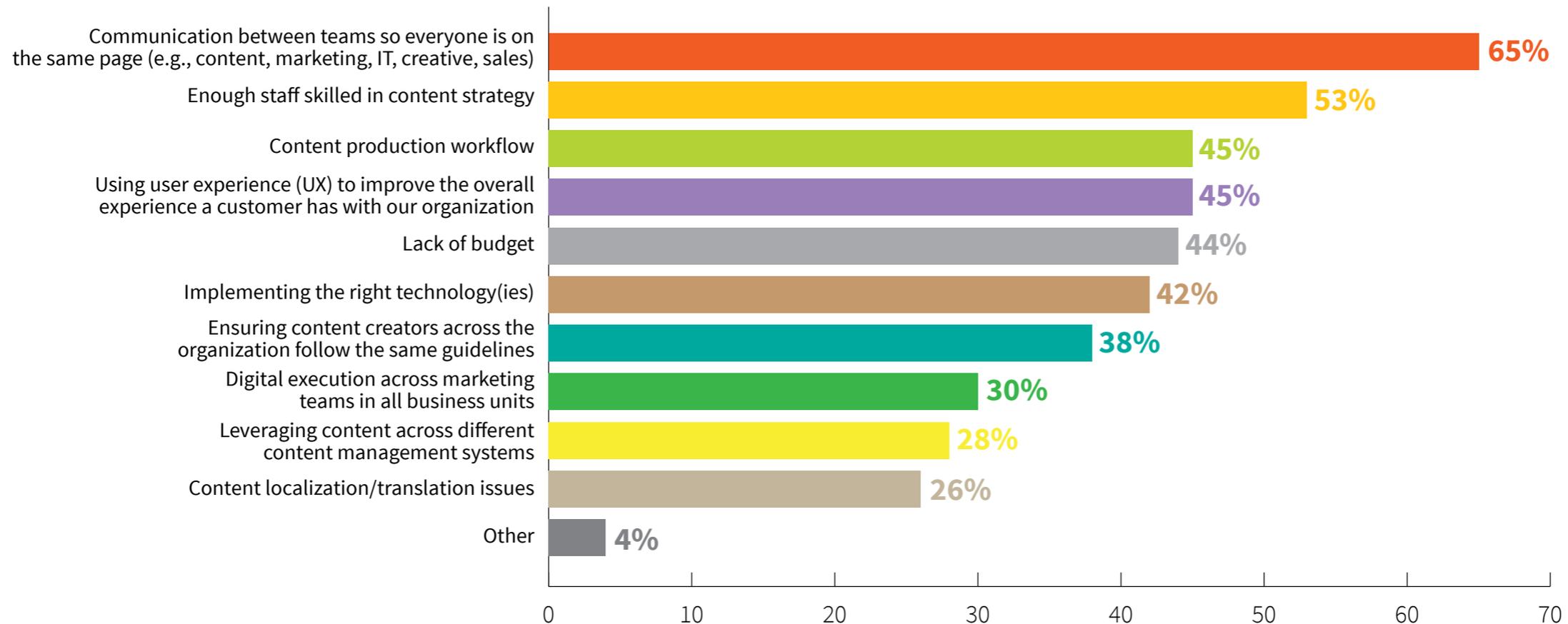
*Base: Respondents involved with strategic content management in their organization who answered the question. Aided list; percentages were required to equal 100%.  
Content Marketing Institute 2019 Content Management & Strategy Survey*

## ● STRATEGIC CONTENT MANAGEMENT CHALLENGES

Communication between teams is expected to be the top strategic content management challenge in 2019.

Q. What do you anticipate will be your organization's biggest strategic content management challenges in 2019?

### Strategic Content Management Challenges in 2019



Base: Respondents involved with strategic content management in their organization. Aided list; multiple responses permitted.  
Content Marketing Institute 2019 Content Management & Strategy Survey

## ABOUT

### 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 **ContentTECH Summit** event is held every spring. CMI publishes **Chief Content Officer** for executives 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. Content Marketing Institute is organized by UBM, which in June 2018 combined with Informa PLC to become a leading B2B information services group and the largest B2B Events organizer in the world. To learn more and for the latest news and information, visit [www.ubm.com](http://www.ubm.com) and [www.informa.com](http://www.informa.com).

### About Vennli

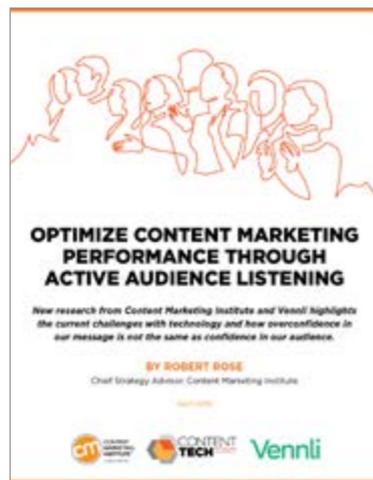
**Vennli** is the content intelligence platform that helps marketing leaders drive growth and be more relevant to customers in messaging, content strategy, and marketing communications across the entire customer lifecycle—from awareness to advocacy. Vennli's platform gathers real-time, AI-enabled persona data including insights about what matters most to the target market throughout the buyer journey and makes intelligent recommendations on content, messaging, and communication that will attract, convert, and retain more customers. Visit [www.vennli.com](http://www.vennli.com) or follow [@VennliApp](https://twitter.com/VennliApp) for more information.

# Great content marketers stand out for their curiosity, ability to visualize data, and their knack for telling stories. But, what dubs great marketers the true kings and queens of content marketing? Two words: content intelligence.

Content intelligence is a game-changing form of content marketing technology that empowers you to integrate your very own smarts with customer data and artificial intelligence to generate the most valuable content for your target audience.

**Groovy right? We think so, too.**

That's exactly why we created Vennli—a content intelligence platform that provides relevant content recommendations tied directly to your specific business objectives and personas across every stage of the buyer's journey.



If you want to learn more, download our most recent white paper, created in conjunction with CMI, *OPTIMIZE CONTENT MARKETING PERFORMANCE THROUGH ACTIVE AUDIENCE LISTENING*, and understand the current issue with technology and how overconfidence in our message is not the same as confidence in our audience.

[content.vennli.com/optimize](https://content.vennli.com/optimize)

Vennli