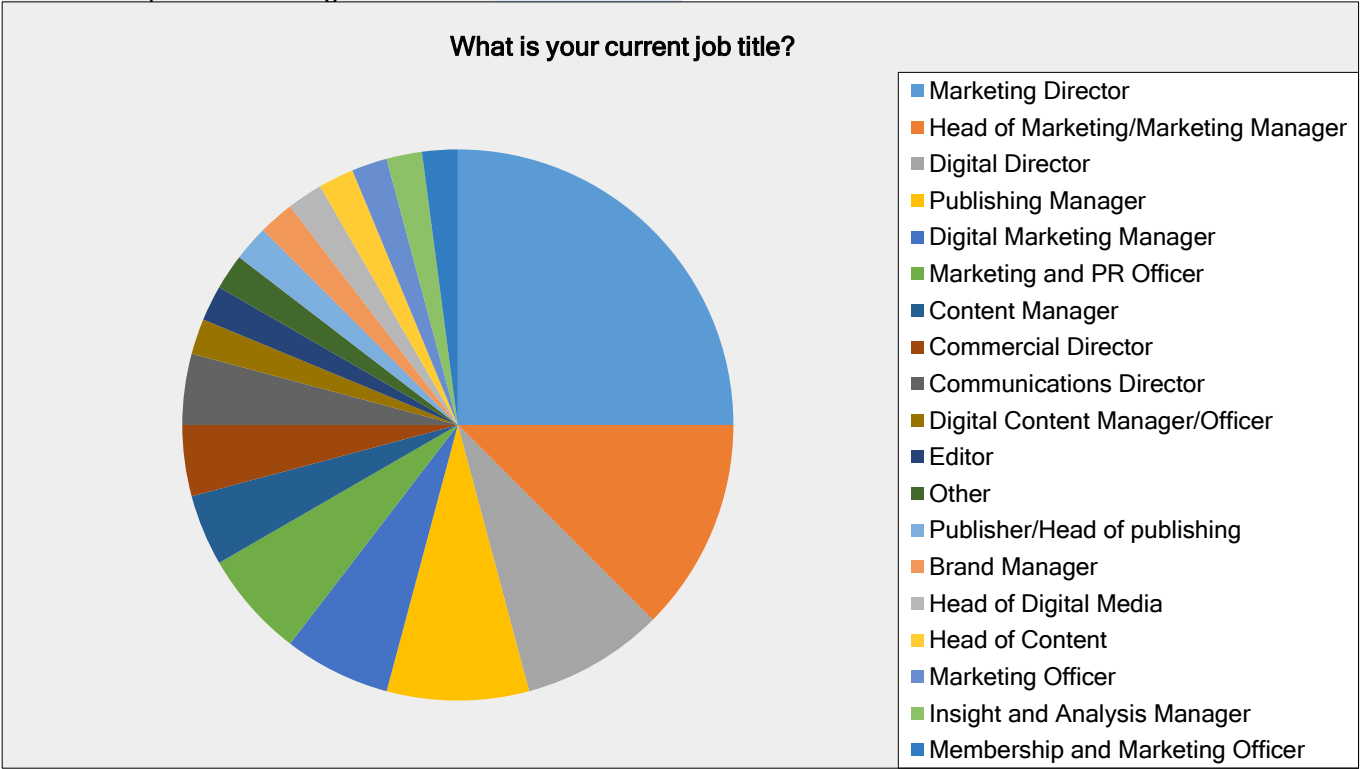


Content Survey

Question 1

What is your current job title?	
Answer Options	Response Percent
Marketing Director	25.0%
Head of Marketing/Marketing Manager	12.5%
Digital Director	8.3%
Publishing Manager	8.3%
Digital Marketing Manager	6.3%
Marketing and PR Officer	6.3%
Content Manager	4.2%
Commercial Director	4.2%
Communications Director	4.2%
Digital Content Manager/Officer	2.1%
Editor	2.1%
Other	2.1%
Publisher/Head of publishing	2.1%
Brand Manager	2.1%
Head of Digital Media	2.1%
Head of Content	2.1%
Marketing Officer	2.1%
Insight and Analysis Manager	2.1%
Membership and Marketing Officer	2.1%

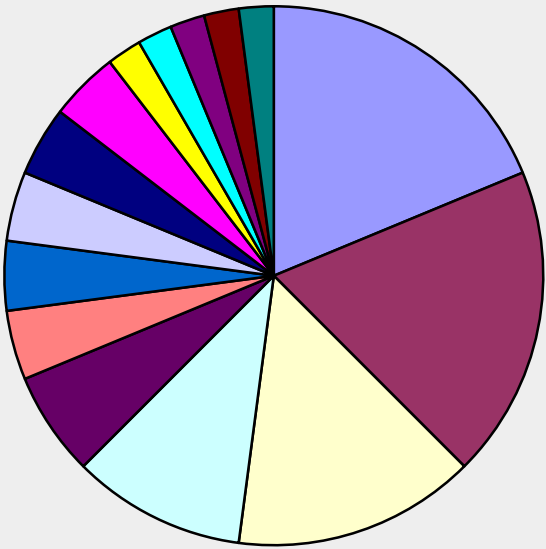


Question 2

In which Sector/s does your organisation operate?

Answer Options	Response Percent
Institutes/Associations/Membership	30.0%
Tourism and Leisure	30.0%
Not for profit/Charity	23.3%
Media/Printing	16.7%
Health Care and Related Services	10.0%
Building and Materials	6.7%
Education	6.7%
Medicine and Biotech Research	6.7%
Scientific	6.7%
Other (please specify)	6.7%
Aeronautics and Defence	3.3%
Banking	3.3%
Engineering Products	3.3%
Insurance	3.3%
Support	3.3%

In which Sector/s does your organisation operate?



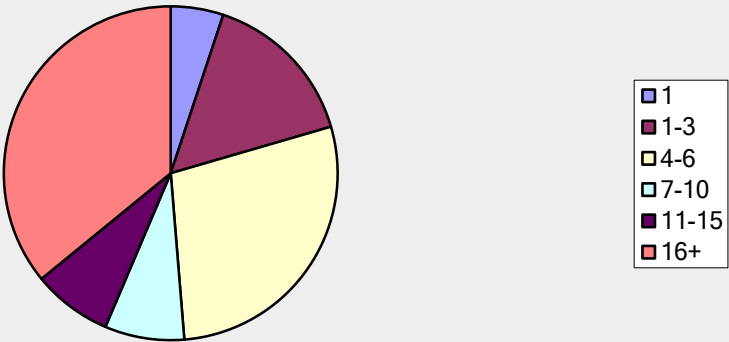
- Institutes/Associations/Membership
- Tourism and Leisure
- Not for profit/Charity
- Media/Printing
- Health Care and Related Services
- Building and Materials
- Education
- Medicine and Biotech Research
- Scientific
- Other (please specify)
- Aeronautics and Defence
- Banking
- Engineering Products
- Insurance
- Support

Question 3

How many people are directly involved in content within your organisation?

Answer Options	Response Percent
1	5.1%
1-3	15.4%
4-6	28.2%
7-10	7.7%
11-15	7.7%
16+	35.9%

How many people are directly involved in content within your organisation?

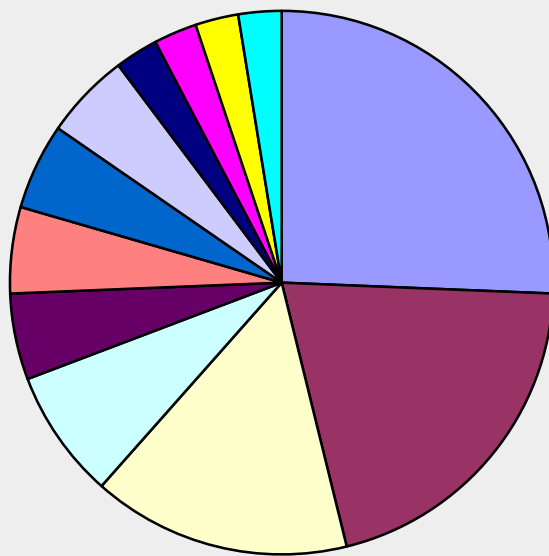


Question 4

Within your organisation who has overall responsibility for content strategy?

Answer Options	Response Percent
Head of Marketing/Marketing Manager	25.6%
Marketing Director	20.5%
Other (please specify)	15.4%
Digital Content Manager	7.7%
Group Marketing Director	5.1%
Communications Director	5.1%
Publishing Director/Head	5.1%
No one	5.1%
Brand Manager	2.6%
Digital	2.6%
Content Marketing Manager	2.6%
Commercial Director	2.6%

Within your organisation who has overall responsibility for content strategy?



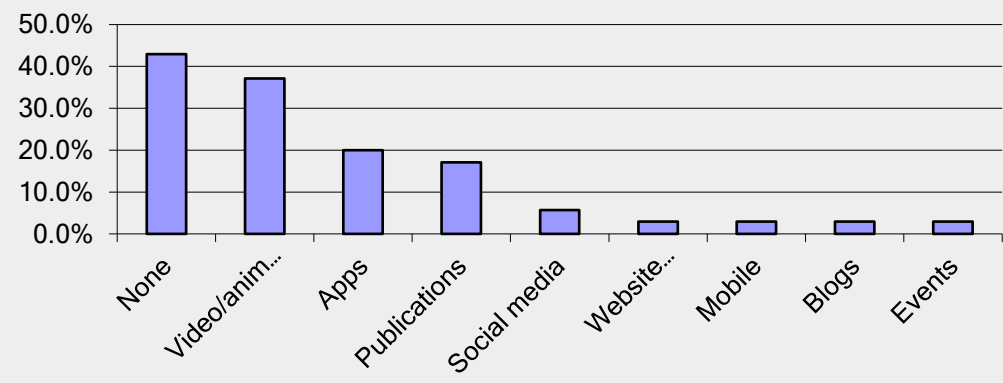
- Head of Marketing/Marketing Manager
- Marketing Director
- Other (please specify)
- Digital Content Manager
- Group Marketing Director
- Communications Director
- Publishing Director/Head
- No one
- Brand Manager
- Digital
- Content Marketing Manager
- Commercial Director

Question 5

Which elements of your content creation do you currently outsource?

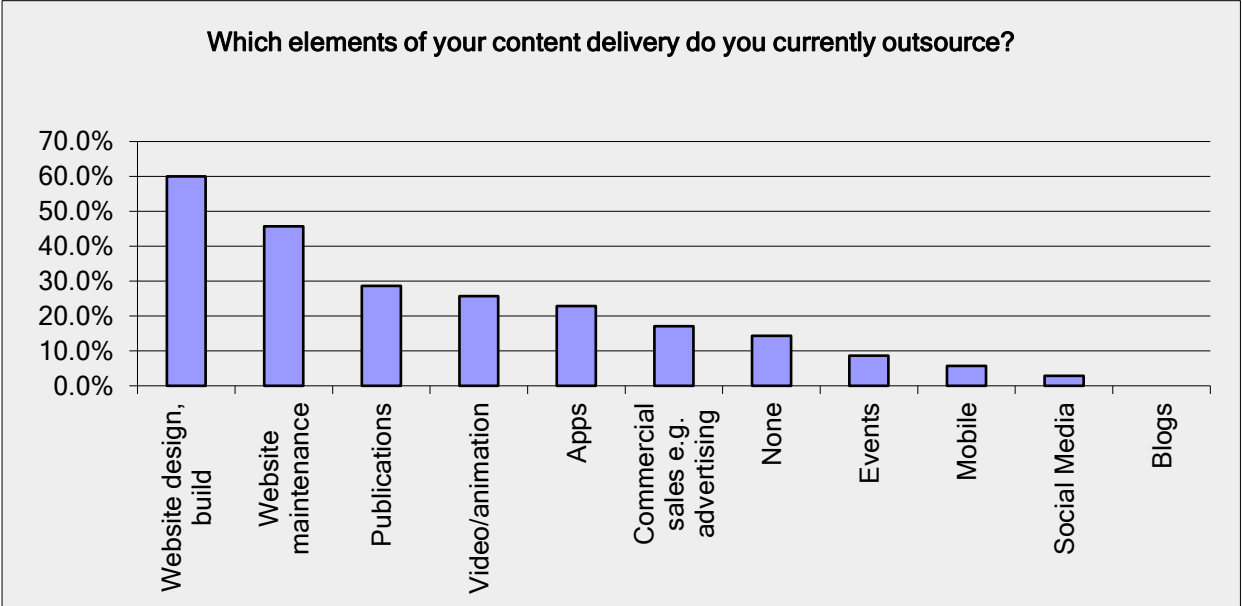
Answer Options	Response Percent
None	42.9%
Video/animation	37.1%
Apps	20.0%
Publications	17.1%
Social media	5.7%
Website content	2.9%
Mobile	2.9%
Blogs	2.9%
Events	2.9%

Which elements of your content creation do you currently outsource?



Question 6

Which elements of your content delivery do you currently outsource?	
Answer Options	Response Percent
Website design, build	60.0%
Website maintenance	45.7%
Publications	28.6%
Video/animation	25.7%
Apps	22.9%
Commercial sales e.g. advertising	17.1%
None	14.3%
Events	8.6%
Mobile	5.7%
Social Media	2.9%
Blogs	0.0%

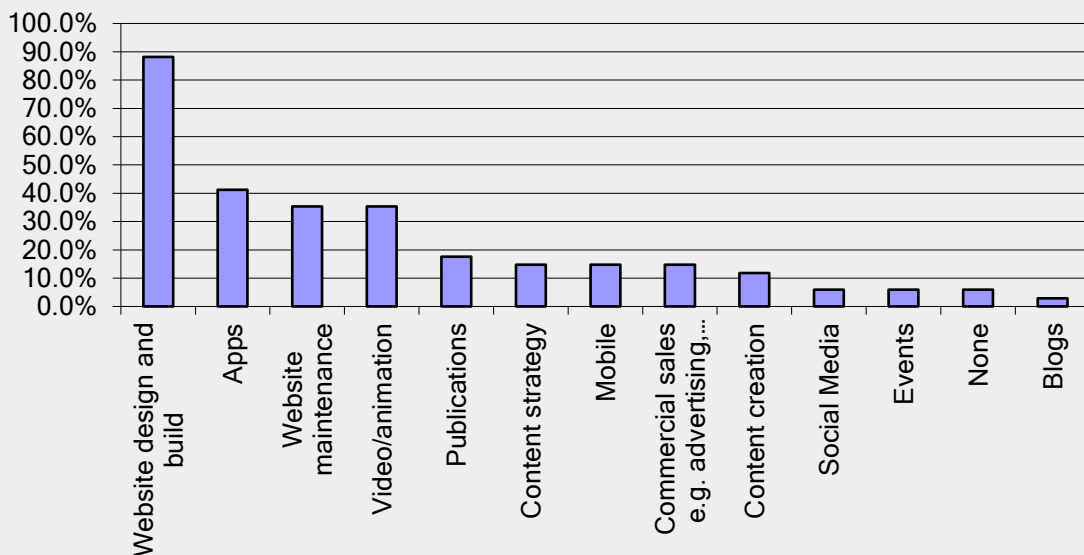


Question 7

In which areas do you think outside suppliers/agencies add the most value?

Answer Options	Response Percent
Website design and build	88.2%
Apps	41.2%
Website maintenance	35.3%
Video/animation	35.3%
Publications	17.6%
Content strategy	14.7%
Mobile	14.7%
Commercial sales e.g. advertising, sponsorship	14.7%
Content creation	11.8%
Social Media	5.9%
Events	5.9%
None	5.9%
Blogs	2.9%

In which areas do you think outside suppliers/agencies add the most value?



Question 8

Do you have a defined/formalised/general content strategy?

Answer Options

Response
Percent

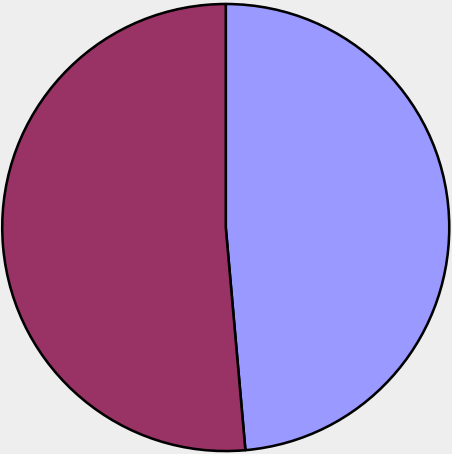
Yes

48.6%

No

51.4%

Do you have a defined/formalised/general content strategy?



■ Yes
■ No

Question 9

Is this document shared with all stakeholders internally?

Answer Options

Response
Percent

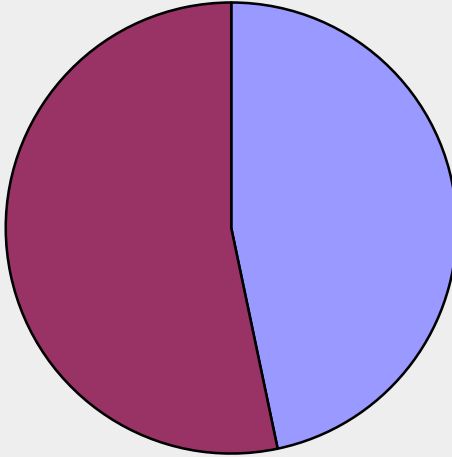
Yes

46.7%

No

53.3%

Is this document shared with all stakeholders internally?



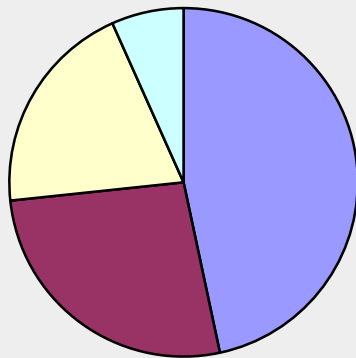
■ Yes
■ No

Question 10

What is the primary objective of your content strategy? [select one only]

Answer Options	Response Percent
Brand/organisation awareness	46.7%
Sales of products or services	26.7%
Brand/organisation retention	20.0%
Creating brand ambassadors	6.7%

What is the primary objective of your content strategy? [select one only]



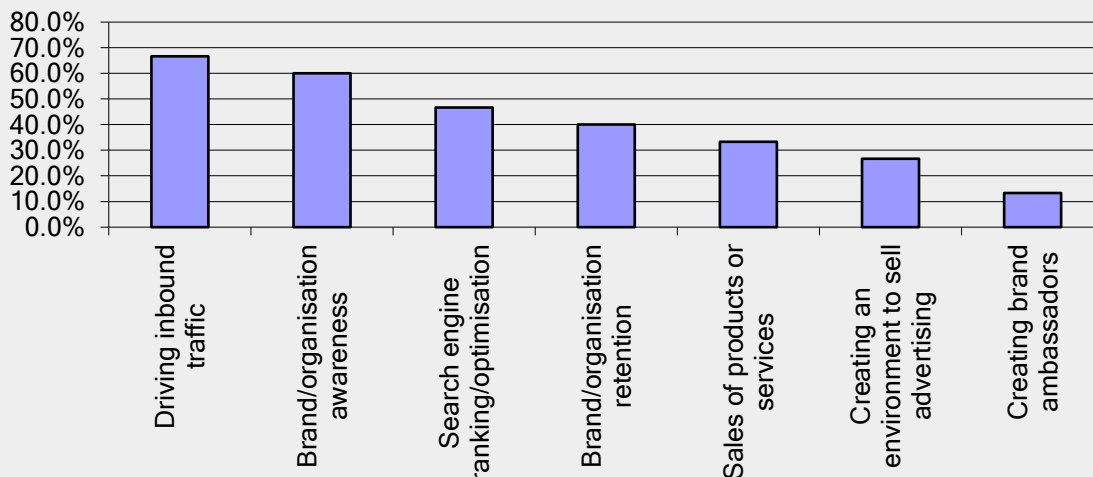
- ☒ Brand/organisation awareness
- ☒ Sales of products or services
- ☒ Brand/organisation retention
- ☒ Creating brand ambassadors

Question 11

What other objectives are served by your content strategy? [tick as many as apply]

Answer Options	Response Percent
Driving inbound traffic	66.7%
Brand/organisation awareness	60.0%
Search engine ranking/optimisation	46.7%
Brand/organisation retention	40.0%
Sales of products or services	33.3%
Creating an environment to sell advertising	26.7%
Creating brand ambassadors	13.3%

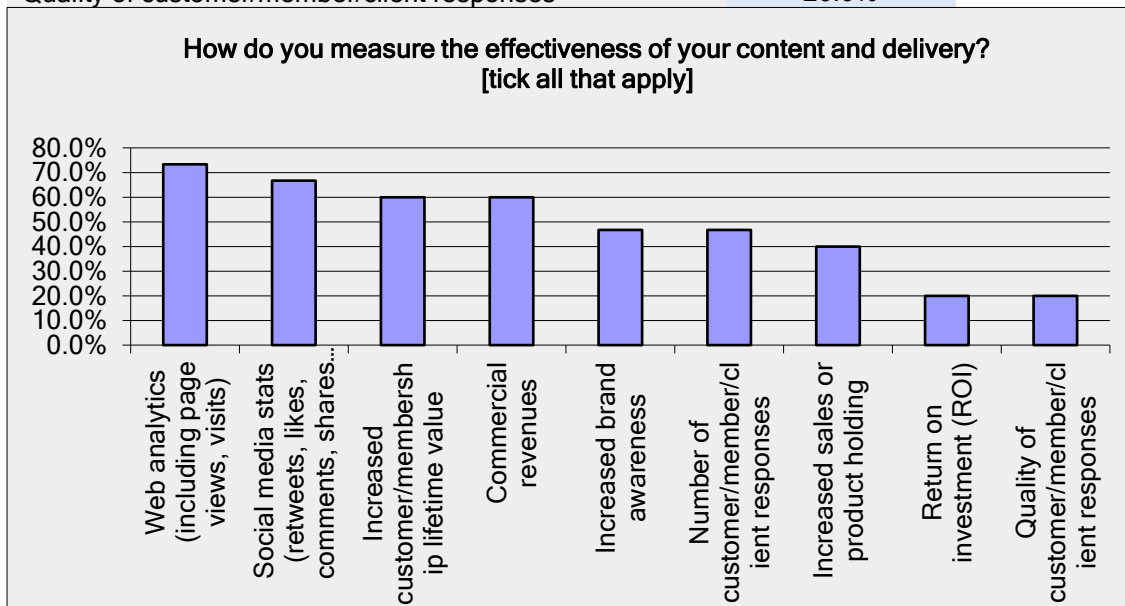
What other objectives are served by your content strategy? [tick as many as apply]



Question 12

How do you measure the effectiveness of your content and delivery? [tick all that apply]

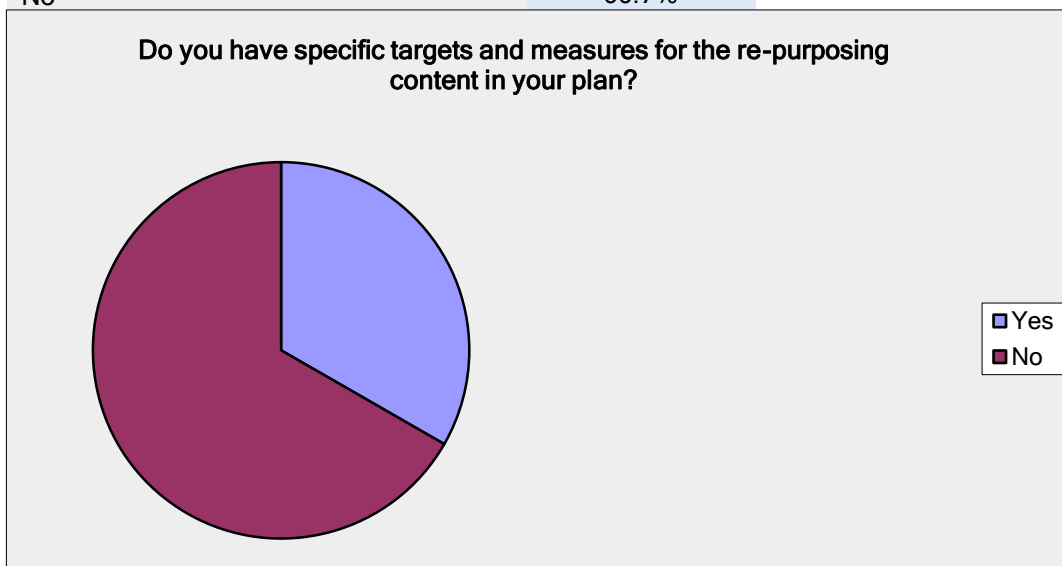
Answer Options	Response Percent
Web analytics (including page views, visits)	73.3%
Social media stats (retweets, likes, comments, shares etc)	66.7%
Increased customer/membership lifetime value	60.0%
Commercial revenues	60.0%
Increased brand awareness	46.7%
Number of customer/member/client responses	46.7%
Increased sales or product holding	40.0%
Return on investment (ROI)	20.0%
Quality of customer/member/client responses	20.0%



Question 13

Do you have specific targets and measures for the re-purposing content in your plan?

Answer Options	Response Percent
Yes	33.3%
No	66.7%



Question 14

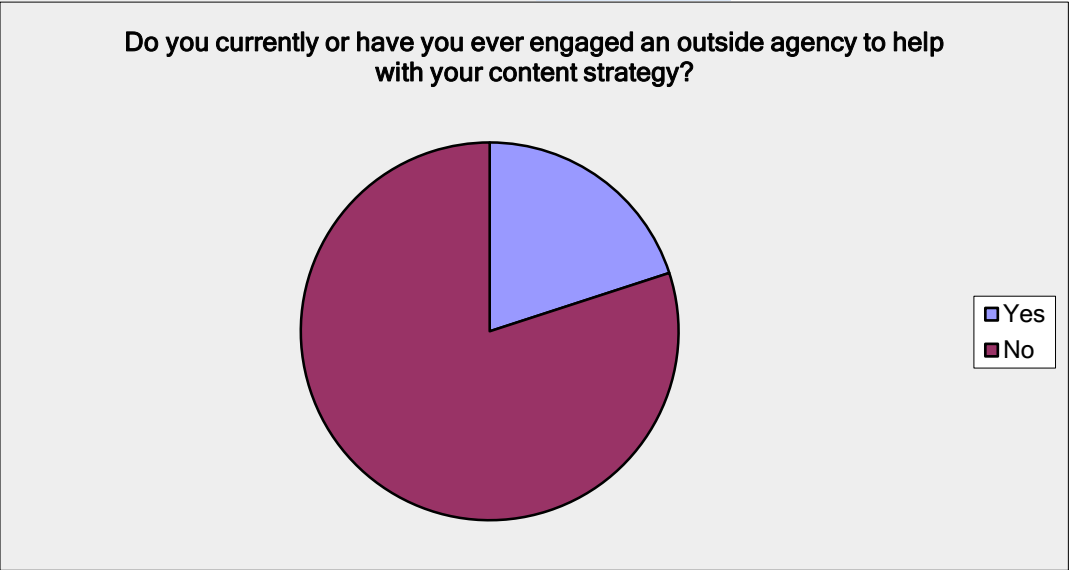
Does your content strategy include specific strategies for the following?
[tick all that apply]

	Yes	Under consideration	No
Mobile	40%	33%	27%
Social	67%	20%	13%
Video	73%	20%	7%
Physical Publications	53%	13%	33%

Question 15

Do you currently or have you ever engaged an outside agency to help with your content strategy?

Answer Options	Response Percent
Yes	20.0%
No	80.0%

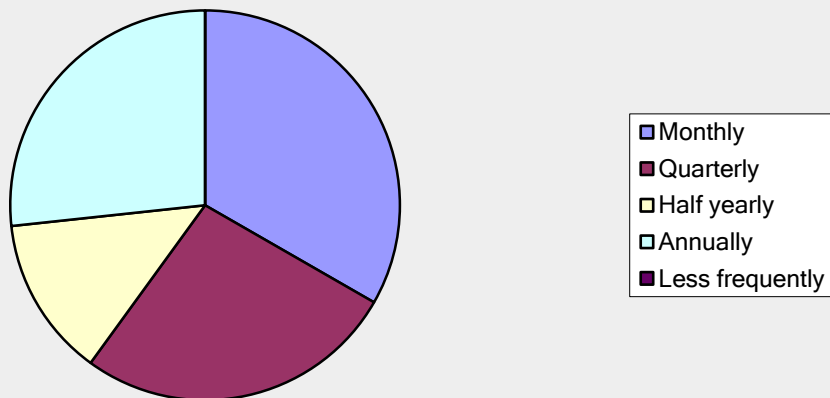


Question 16

On average how often do you formally review your content strategy?

Answer Options	Response Percent
Monthly	33.3%
Quarterly	26.7%
Half yearly	13.3%
Annually	26.7%
Less frequently	0.0%

On average how often do you formally review your content strategy?

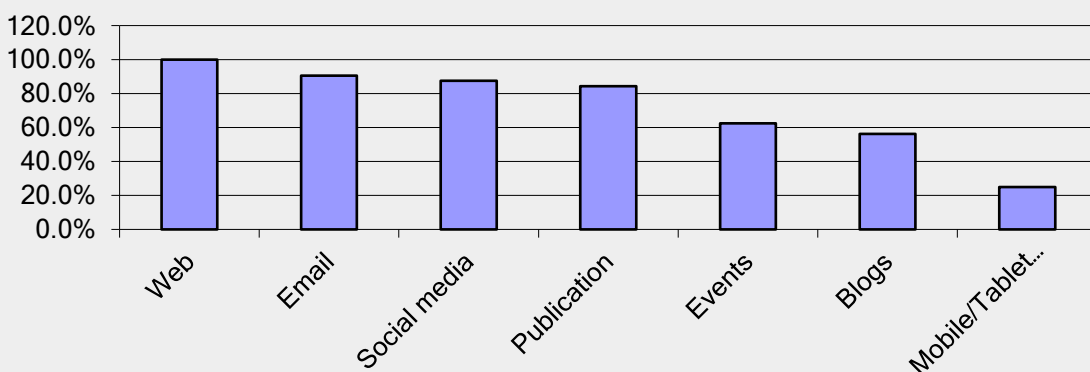


Question 17

Which channels do you currently use to distribute your content? [tick all that apply]

Answer Options	Response Percent
Web	100.0%
Email	90.6%
Social media	87.5%
Publication	84.4%
Events	62.5%
Blogs	56.3%
Mobile/Tablet apps	25.0%

Which channels do you currently use to distribute your content? [tick all that apply]

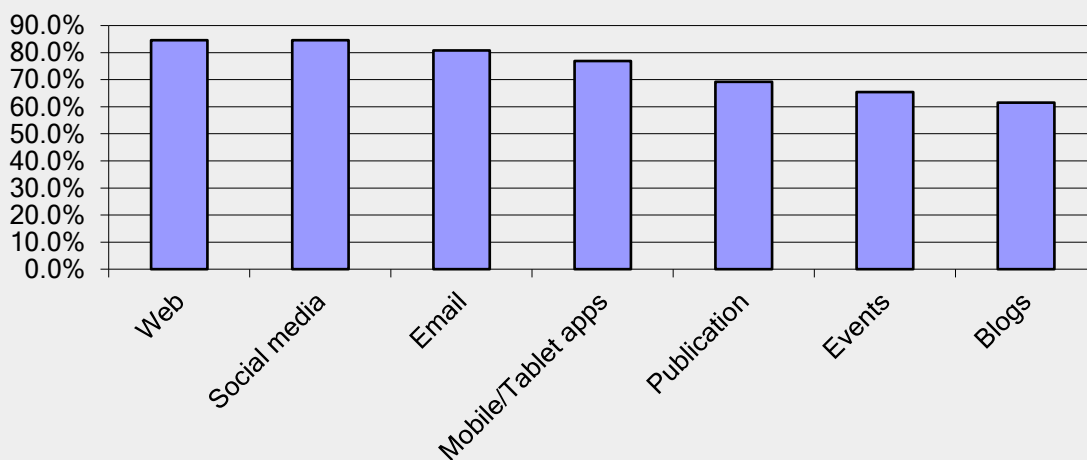


Question 18

Which channels do you plan to use in the future? [tick all that apply]

Answer Options	Response Percent
Web	84.6%
Social media	84.6%
Email	80.8%
Mobile/Tablet apps	76.9%
Publication	69.2%
Events	65.4%
Blogs	61.5%

Which channels do you plan to use in the future? [tick all that apply]

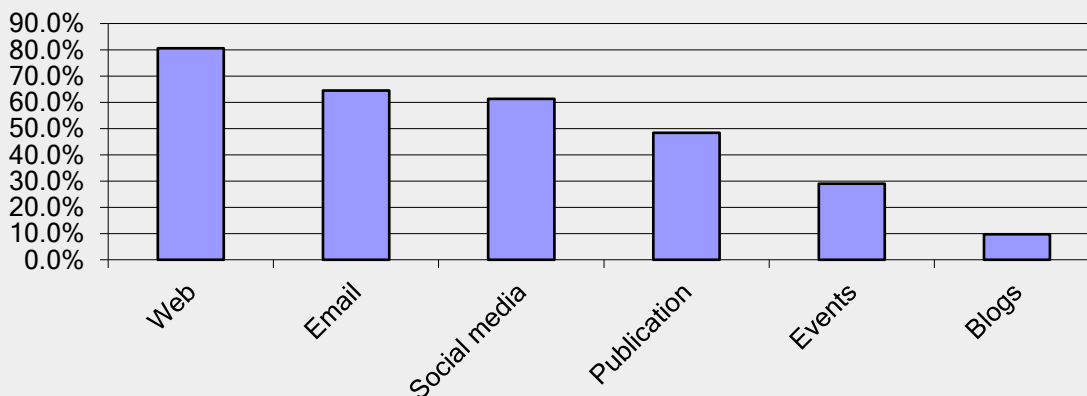


Question 19

Of these channels which 3 work best for your organisation/brand?

Answer Options	Response Percent
Web	80.6%
Email	64.5%
Social media	61.3%
Publication	48.4%
Events	29.0%
Blogs	9.7%

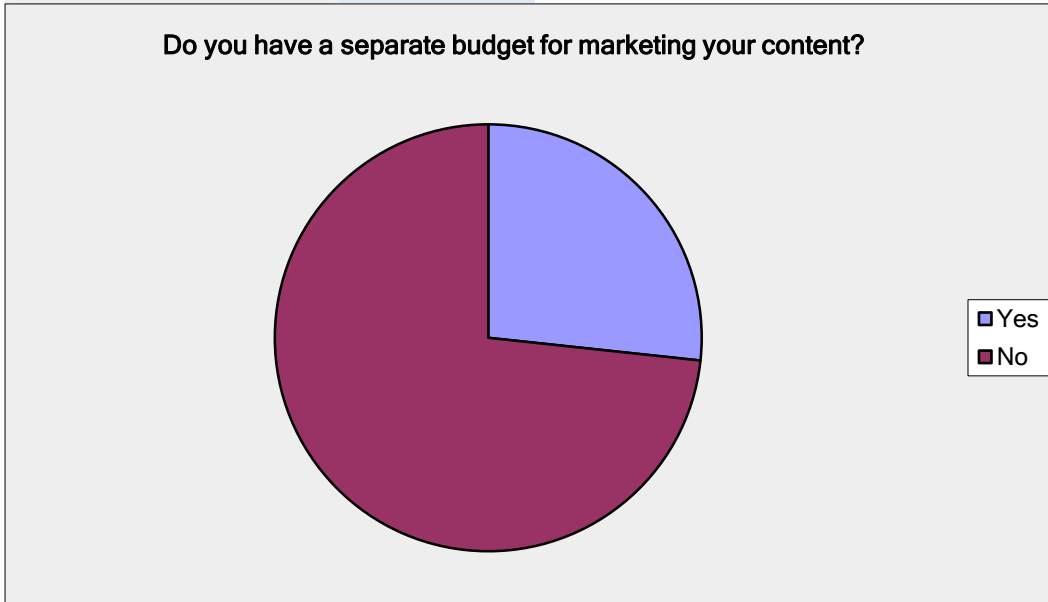
Of these channels which 3 work best for your organisation/brand?



Question 20

Do you have a separate budget for marketing your content?

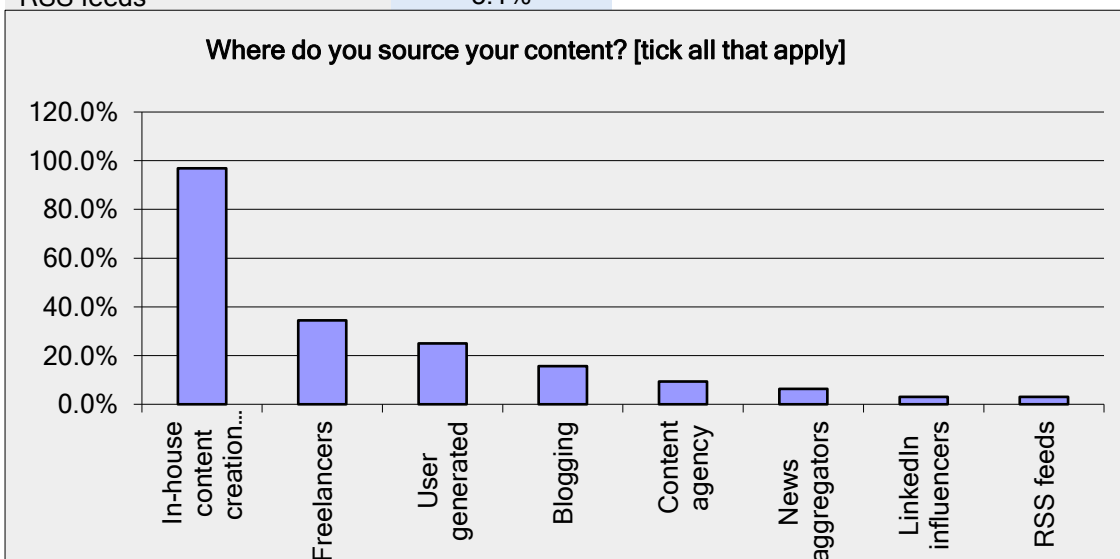
Answer Options	Response Percent
Yes	26.7%
No	73.3%



Question 21

Where do you source your content? [tick all that apply]

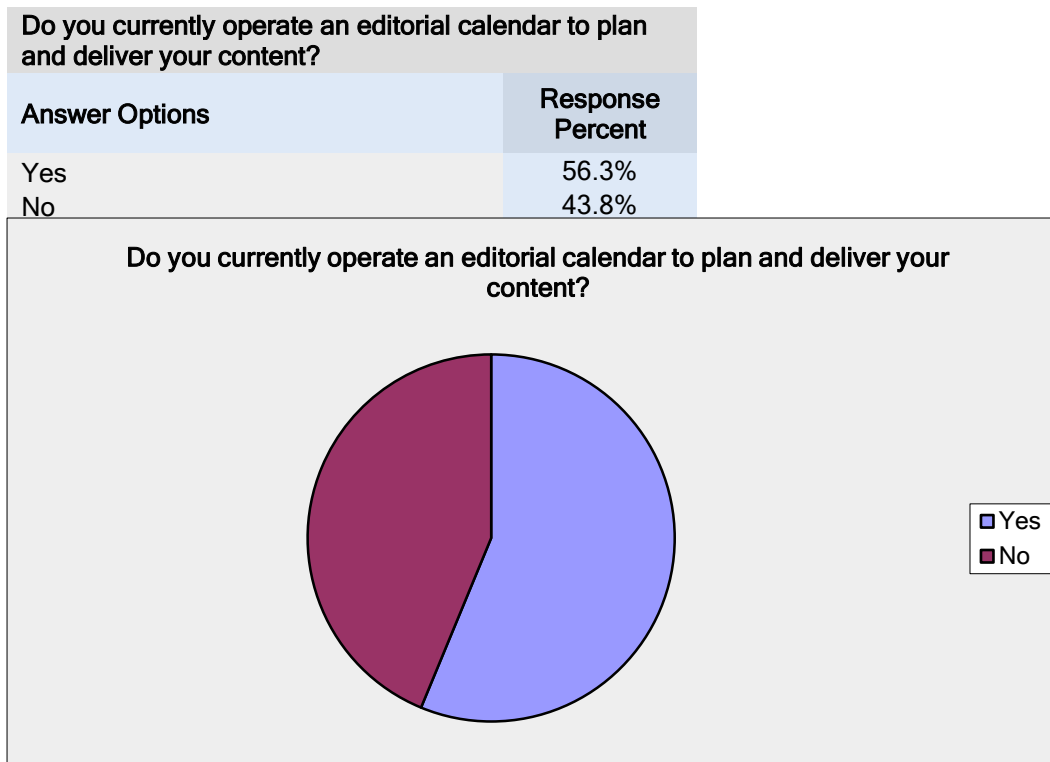
Answer Options	Response Percent
In-house content creation team	96.9%
Freelancers	34.4%
User generated	25.0%
Blogging	15.6%
Content agency	9.4%
News aggregators	6.3%
LinkedIn influencers	3.1%
RSS feeds	3.1%



Question 22

Do you use a content library/asset bank?		
Answer Options	Yes	No
Internal	28%	72%
External	3%	97%

Question 23



Question 24

How important for your organisation are the commercial gains from content delivery e.g. sponsorship, advertising, jobs boards etc?						
Answer Options	Main reason	Very important	Important	Added benefit	Not very important	Irrelevant
	3%	44%	19%	25%	9%	0%

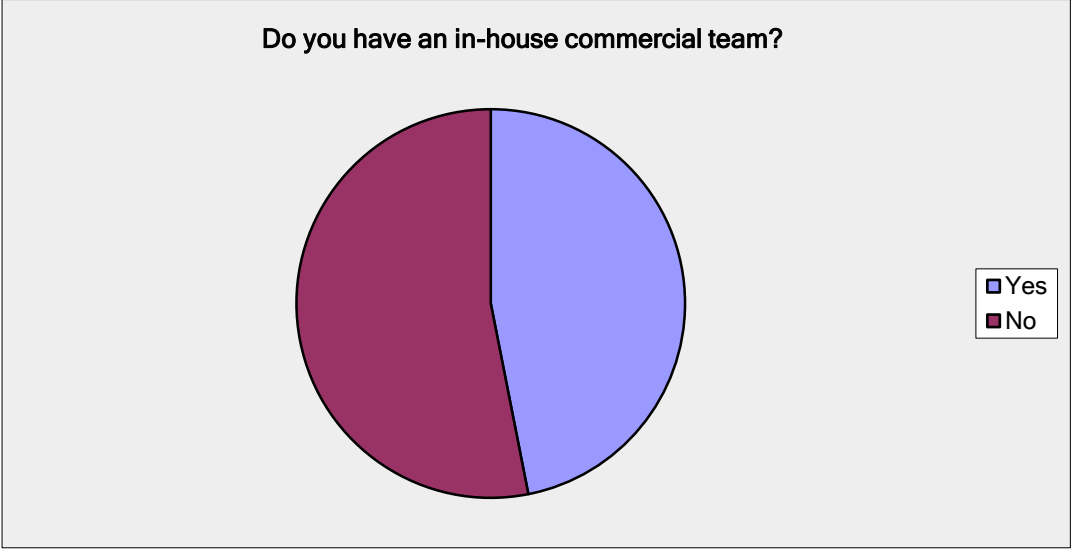
Question 25

How successful do you feel your organisation is at commercialising its content?						
Answer Options	Poor	Below average	Average	Good	Very good	Excellent
	6%	26%	39%	23%	6%	0%

Question 26

Do you have an in-house commercial team?

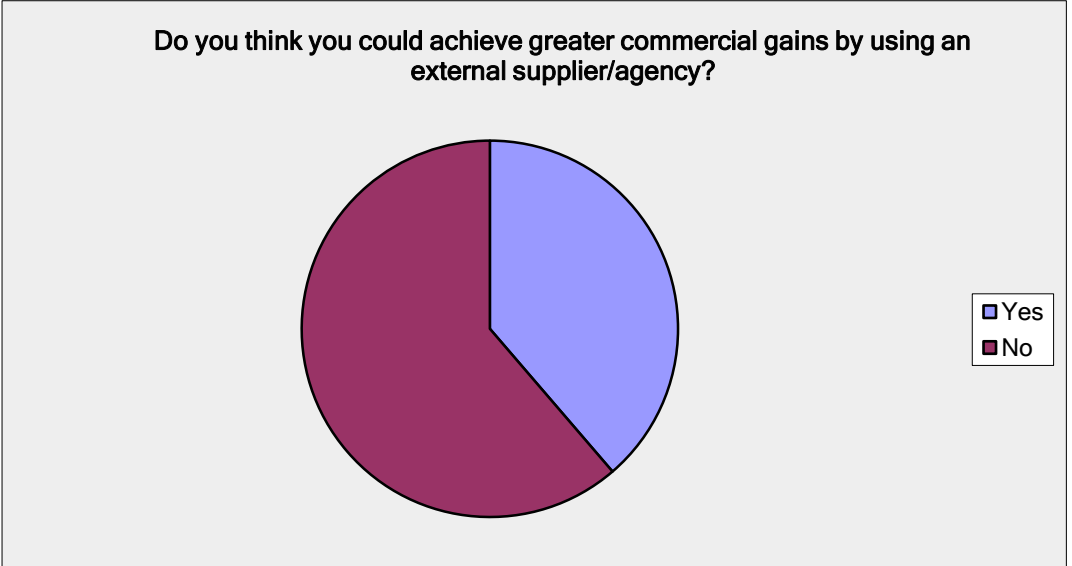
Answer Options	Response Percent
Yes	46.9%
No	53.1%



Question 27

Do you think you could achieve greater commercial gains by using an external supplier/agency?

Answer Options	Response Percent
Yes	38.7%
No	61.3%

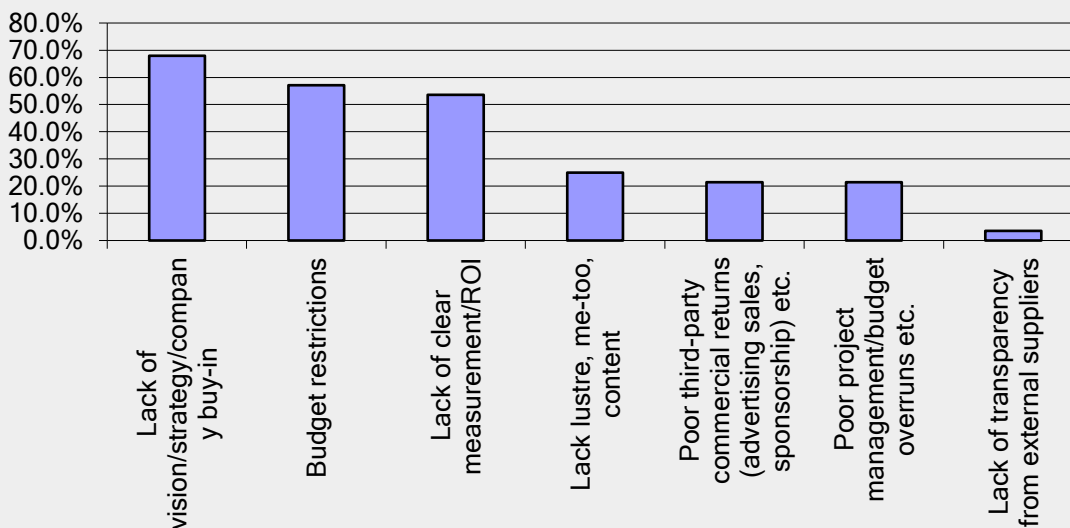


Question 28

What challenges do you face in your content marketing efforts? [tick all that apply]

Answer Options	Response Percent
Lack of vision/strategy/company buy-in	67.9%
Budget restrictions	57.1%
Lack of clear measurement/ROI	53.6%
Lack lustre, me-too, content	25.0%
Poor third-party commercial returns (advertising sales, sponsorship) etc.	21.4%
Poor project management/budget overruns etc.	21.4%
Lack of transparency from external suppliers	3.6%

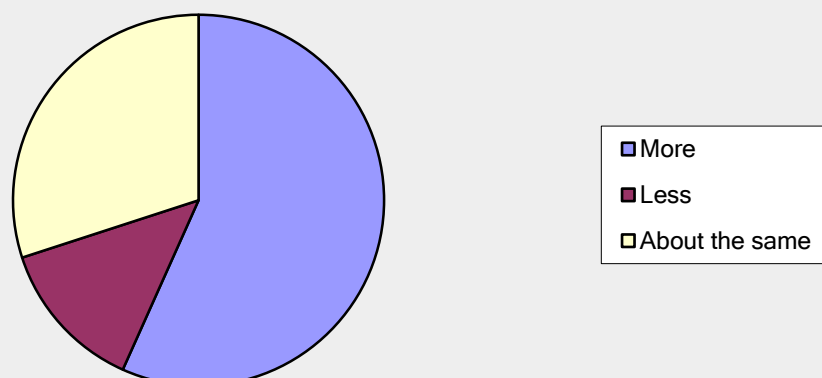
What challenges do you face in your content marketing efforts? [tick all that apply]



In the next 12-18 months how much do you think you will invest in your content marketing?

Answer Options	Response Percent
More	56.7%
Less	13.3%
About the same	30.0%

In the next 12-18 months how much do you think you will invest in your content marketing?



Question 30

Name any specific organisations you think have got their content strategy spot on.

Innocent
ASOS
Starbucks
Unbounce
Buzz Feed
Nike
Hawksmoor
Velocity Partners
net a porter

Question 31

In which areas of content marketing would you like to improve your knowledge?

Customer experience
content strategy vs. content marketing and how to join the two up in big organisations where many people are responsible for 'content'
Combining with data targeting
How to connect content marketing in a large organisation with content strategy and governance, how to differentiate between the roles and skills required
Commercialising content, not at the expense of the audience
Project management
Technical knowledge
Copy writing/editing
Selling strategy into the business and proving value
For online subscription services we offer
Measuring results
Delivery and roi
All
Strategy and planning, vision
Publications management

Question 32

On which specific areas of content would you like to see future surveys focus?

Not sure yet
Blogs, case studies
Content strategy and content marketing - how well do we understand the difference?
Creative content writing
Value and ROI seen.
Digital Content
Measuring value of social media
For membership publications

Question 33

What do you think will be the main content marketing trends of the next 12-18 months?

Customer experience - how to influence parts of the customer journey that we don't own within marketing

Not sure but it will have to differentiate again from the new, informal, 'whacky' approach

User-generated content, the brand 'story'

Mobile

More native

Unsure

Joining up channels for a holistic approach, becoming part of the norm.

Don't know.

No idea!

More of it

Mobile content

Personalised content