



# CONTENT MARKETING IN AUSTRALIA

**2014** Benchmarks,  
Budgets, and Trends



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# OVERVIEW: THE STATE OF CONTENT MARKETING IN AUSTRALIA

## Greetings Marketers,

Content Marketing Institute (CMI) and The Association for data-driven marketing & advertising (ADMA) are pleased to announce the results of our second annual study on content marketing practices in Australia.

This report provides insight into how Australian for-profit marketers—both business-to-business (B2B) and business-to-consumer (B2C)—are using content marketing. It also includes comparisons of Australian marketers with their North American and UK peers, so marketers can see where they are similar and different.

Key insights include:

- ▶ Australian marketers (52%) are more likely than North American (43%) and UK (42%) marketers to have a documented content strategy
- ▶ 69% are planning to increase their content marketing budget over the next 12 months, compared with 58% of their North American and 56% of their UK peers
- ▶ 81% are producing more content than they did one year ago, compared with 72% of their North American and 76% of their UK peers.

While Australian marketers are less challenged with certain areas (e.g., producing enough content and producing engaging content) than their North American and UK peers are, they rate themselves lower in terms of overall effectiveness (33%\*). With continued advances in the field, education, and experimentation, we hope to see that confidence rise over the coming year.

## On with the content marketing revolution!



**Joe Pulizzi**

Founder

Content Marketing Institute



**Jodie Sangster**

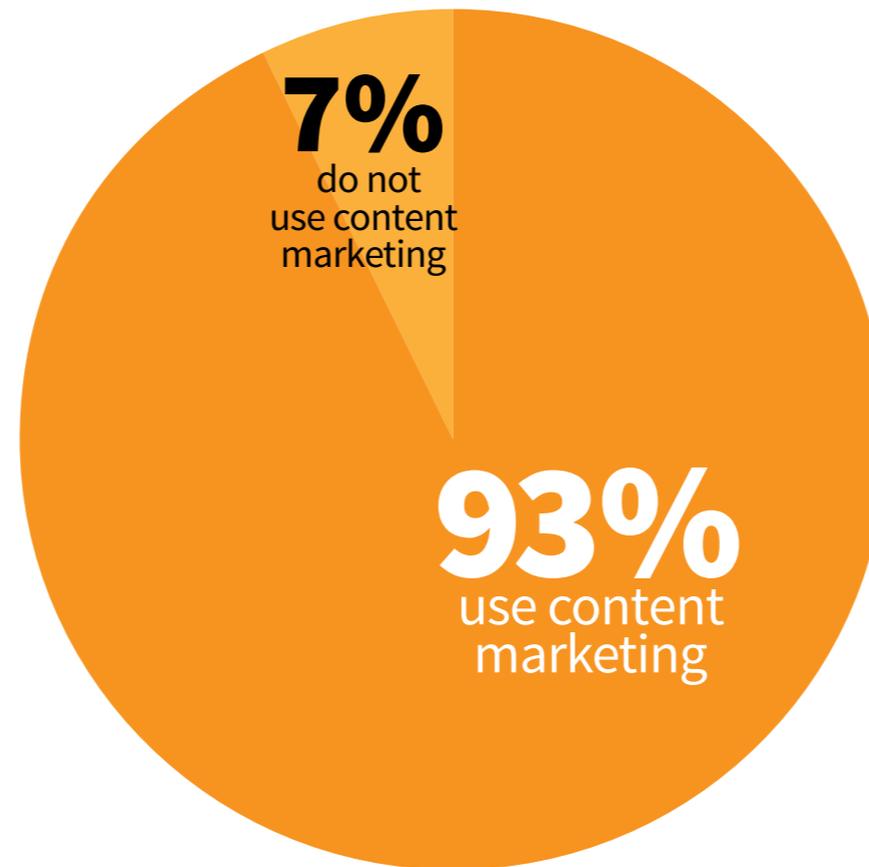
Chief Executive Officer

The Association for data-driven marketing & advertising

\*Respondents who rated themselves as a 4 or 5 in terms of effectiveness (on a scale of 1 to 5, with 5 being “Very Effective”)

93% of Australian marketers use content marketing.

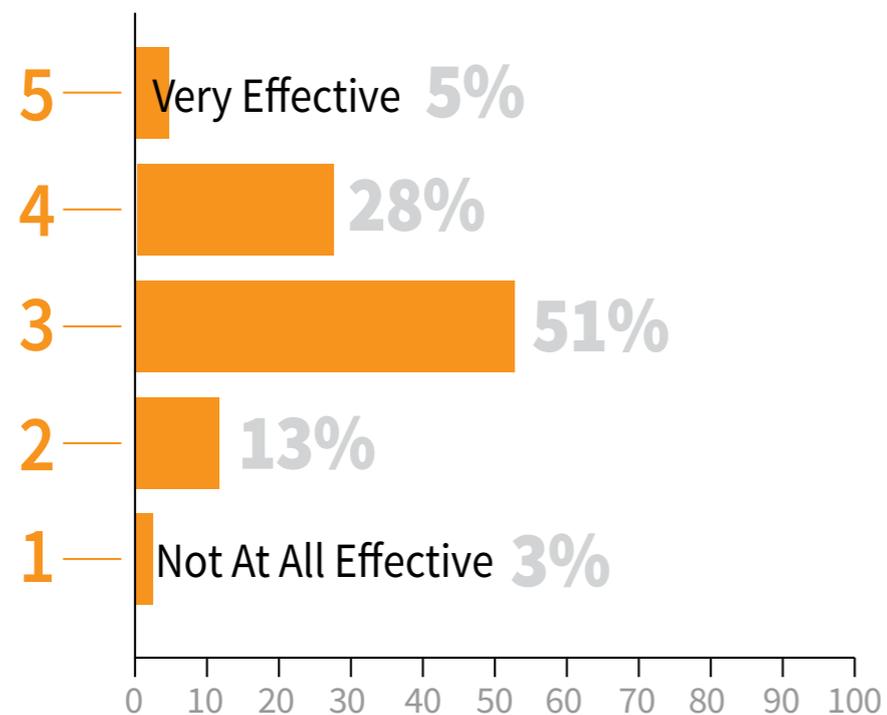
## Percentage of Australian Respondents Using Content Marketing



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# 33% of Australian marketers say they are effective at content marketing.

## How Australian Marketers Rate the Effectiveness of Their Organization's Use of Content Marketing



▶ Australian marketers (33%) do not rate themselves as highly in terms of effectiveness as their North American (41%) and UK (48%) peers rate themselves.

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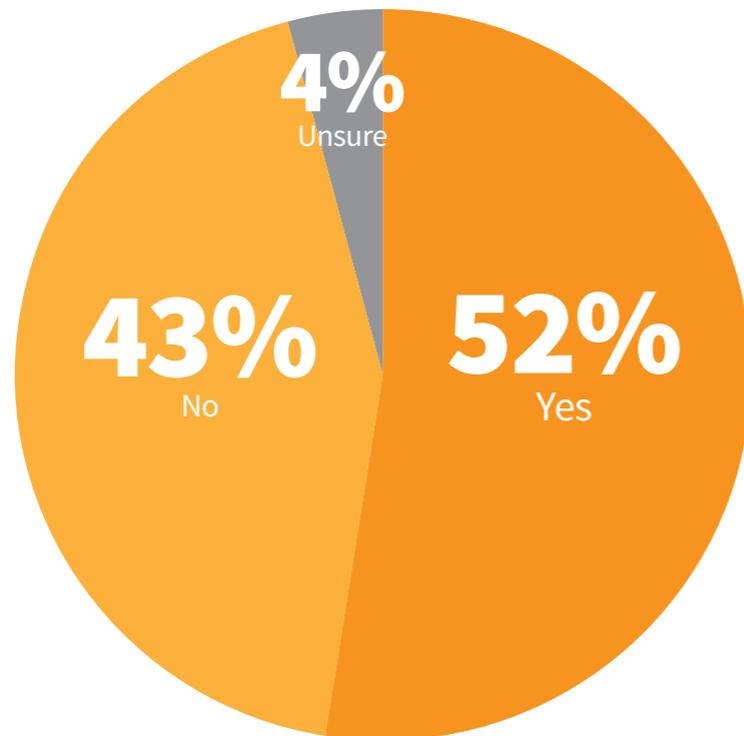
## For-Profit (B2B+B2C) Content Marketers At-A-Glance

	Australia	North America	United Kingdom
Has a documented content strategy	52%	43%	42%
Has someone who oversees content marketing strategy	74%	72%	71%
Producing more content than one year ago	81%	72%	76%
Average number of tactics used	13	13	14
Average number of social media platforms used	5	6	6
Percent of marketing budget spent on content marketing	27%	29%	31%
Plans to increase content marketing spend over next 12 months	69%	58%	56%
Challenged with producing enough content	44%	53%	46%
Challenged with producing engaging content	41%	47%	44%
Challenged with producing a variety of content	41%	38%	33%
Challenged with lack of budget	38%	41%	38%

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# 52% of Australian marketers have a documented content strategy.

## Percentage of Australian Marketers Who Have a Documented Content Strategy

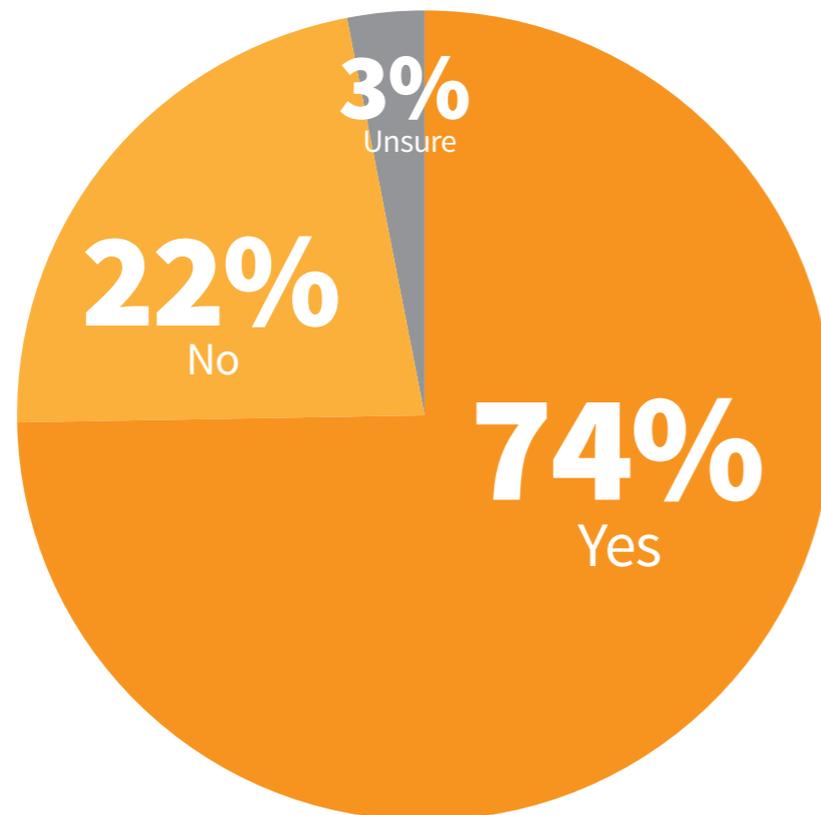


▶ Australian marketers (52%) are more likely than North American (43%) and UK (42%) marketers to have a documented content strategy.

*Content Marketing in Australia 2014 Benchmarks, Budgets, and Trends: Content Marketing Institute/ADMA*

74% of Australian organizations have someone in place to oversee content marketing strategy.

### Percentage of Australian Organizations With Someone Who Oversees Content Marketing Strategy

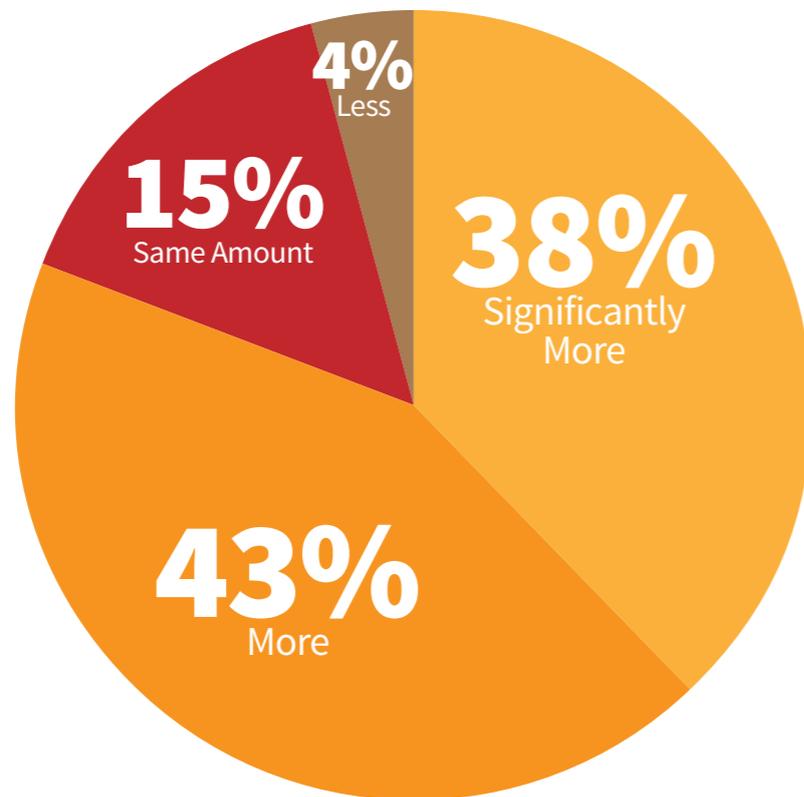


▶ Australian companies (74%) are more likely than North American (72%) and UK (71%) companies to have someone in place to oversee content marketing strategy.

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81% of Australian marketers are producing more content than they did one year ago.

### Change in Amount of Content Creation Among Australian Marketers (Over Last 12 Months)

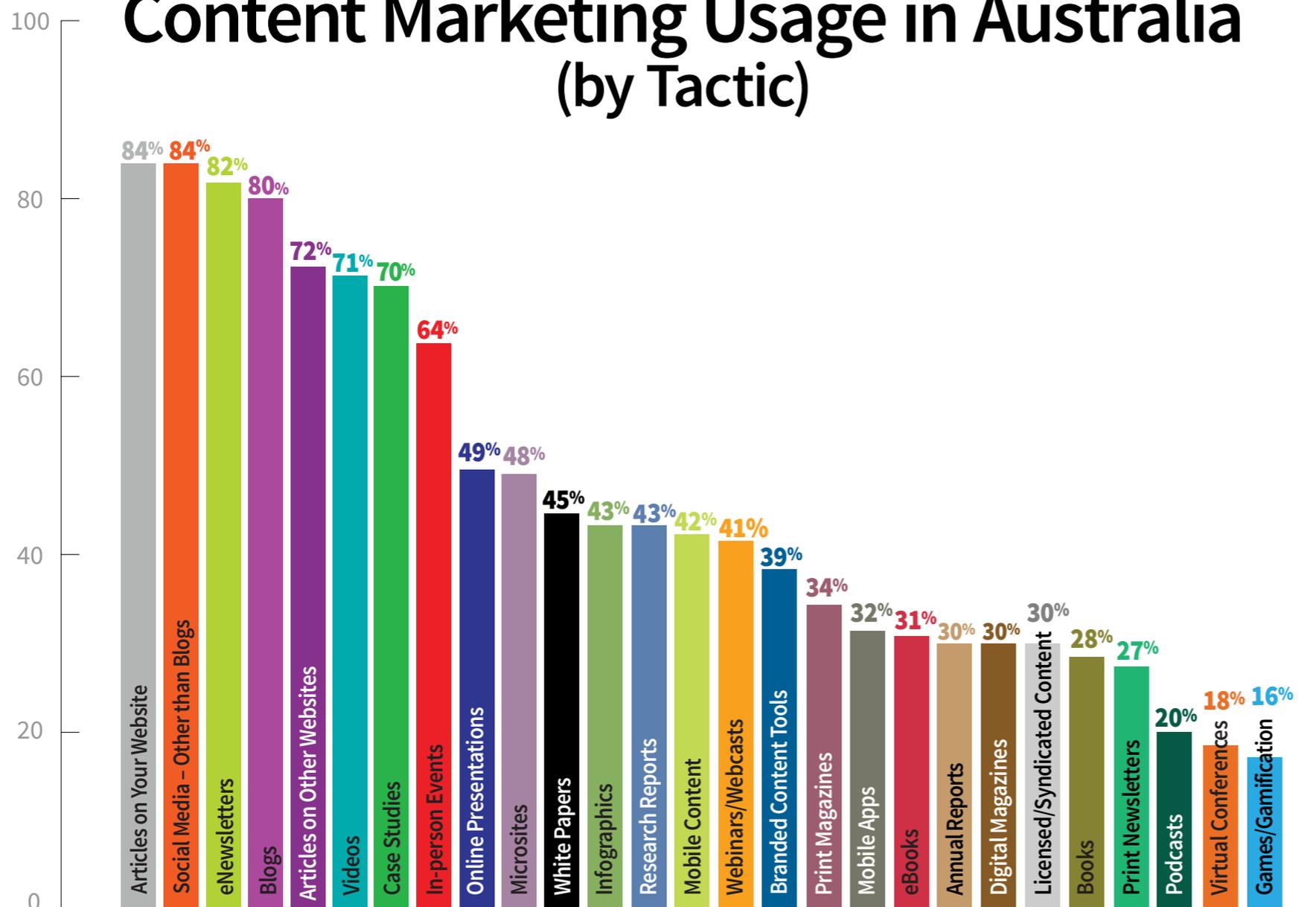


▶ Australian marketers increased their content production over the last year more so than North American (72%) and UK (76%) marketers did.

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# Australian marketers use an average of 13 content marketing tactics.

## Content Marketing Usage in Australia (by Tactic)



- ▶ Australian (80%) and UK (86%) marketers use blogs more frequently than North American (75%) marketers do.
- ▶ Australian (64%) and UK (69%) marketers use in-person events less frequently than North American (74%) marketers do.

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# Australian marketers say eNewsletters are the most effective tactic they use.

## Effectiveness Ratings of Tactics Among Australian Marketers Who Use Them

Percentage of Respondents that Consider the Following Tactics Effective\*



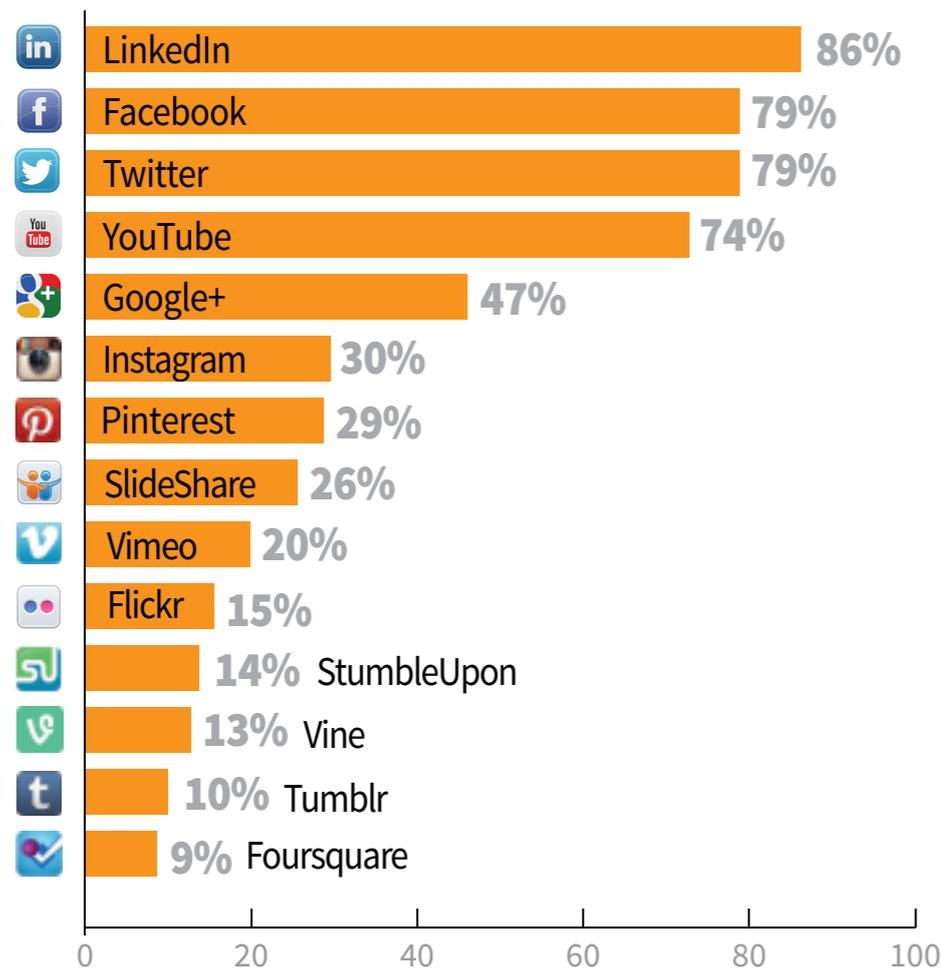
\*Percentage of respondents who rated these tactics as a 4 or 5 in terms of effectiveness (on a scale of 1 to 5, with 5 being "Very Effective")

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- ▶ Australian marketers (73%) rate eNewsletters as more effective than North American (63%) and UK (66%) marketers do.
- ▶ North American (70%) and UK (74%) marketers rate in-person events as more effective than Australian marketers (66%) do.

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

Percentage of Australian Marketers Who Use Various Social Media Platforms to Distribute Content



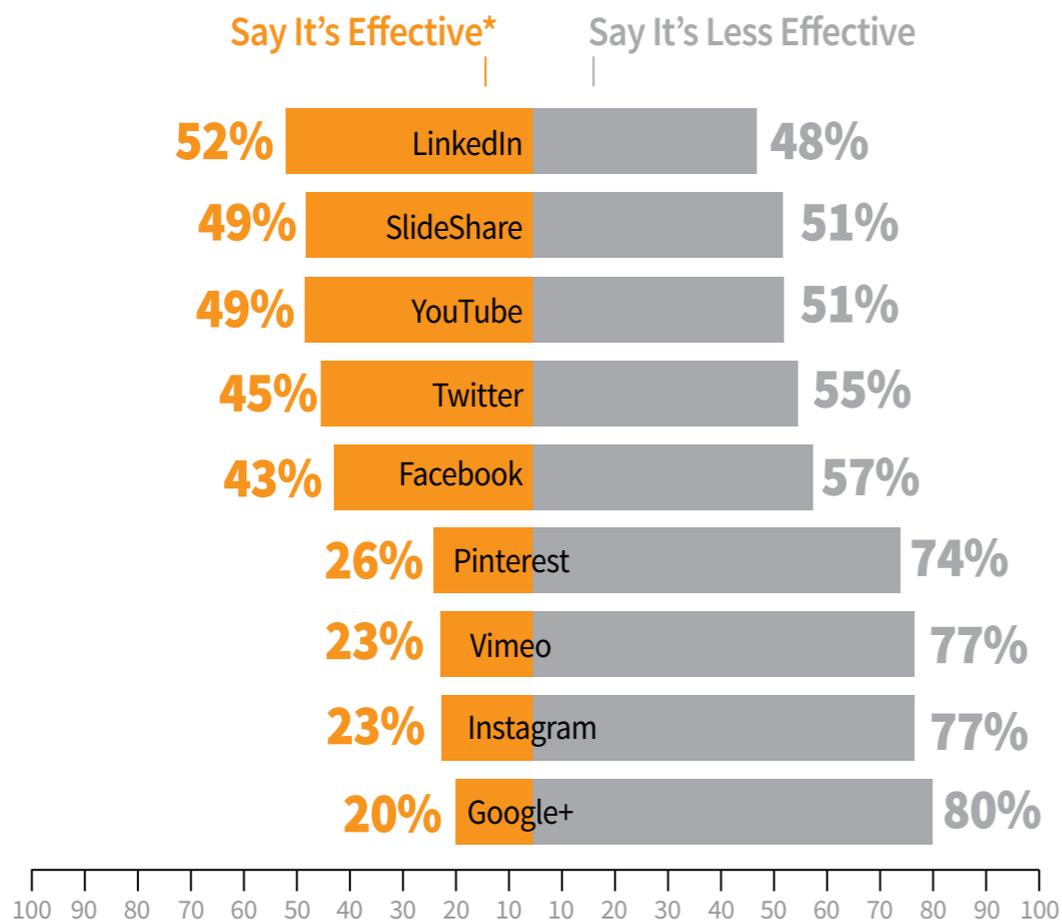
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- ▶ Australian marketers use an average of five social media platforms to distribute content.
- ▶ Australian (86%) and North American (87%) marketers use LinkedIn most often, whereas UK marketers use Twitter (89%) most often.

# Australian marketers are unsure about the effectiveness of social media.

## Confidence Gap

Effectiveness Ratings of Social Media Platforms Among Australian 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")

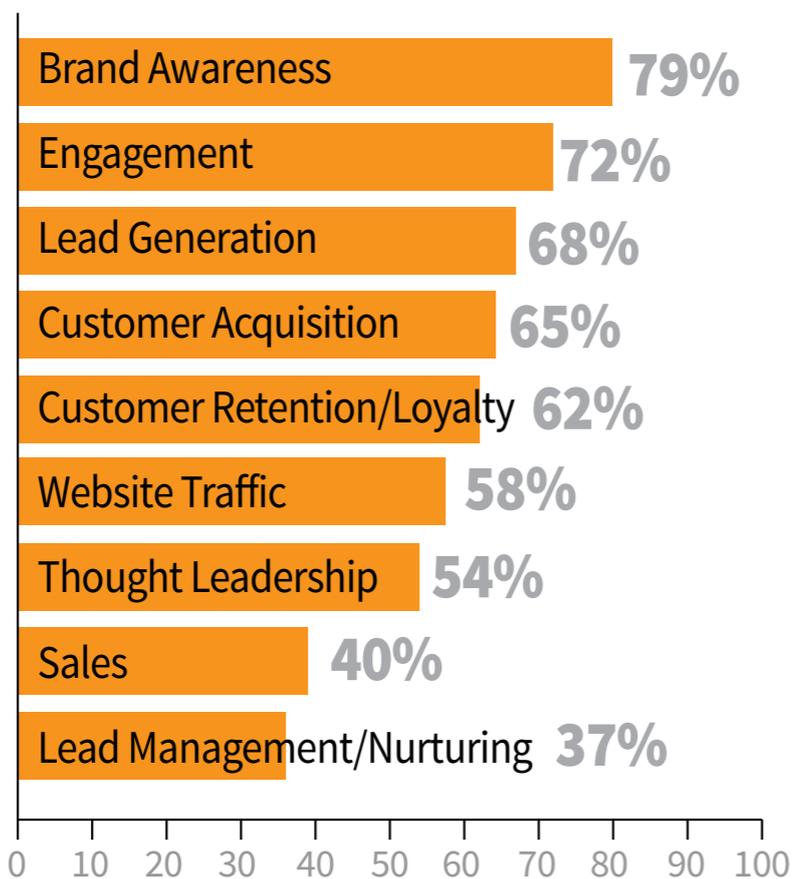
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- ▶ Australian, North American, and UK marketers say LinkedIn is the most effective social media platform they use to distribute content.
- ▶ North American (50%) and UK (61%) marketers rate Twitter as more effective than Australian (45%) marketers do.
- ▶ Australian marketers rate SlideShare (49%) as more effective than North American (43%) and UK (41%) marketers do.

\*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")

# Brand awareness is the top goal for content marketing in Australia.

## Organizational Goals for Content Marketing in Australia



▶ Australian, North American, and UK marketers all cite brand awareness as their top goal for content marketing.

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# Australian marketers cite Web traffic as their top content marketing metric.

## Metrics for Content Marketing Success in Australia

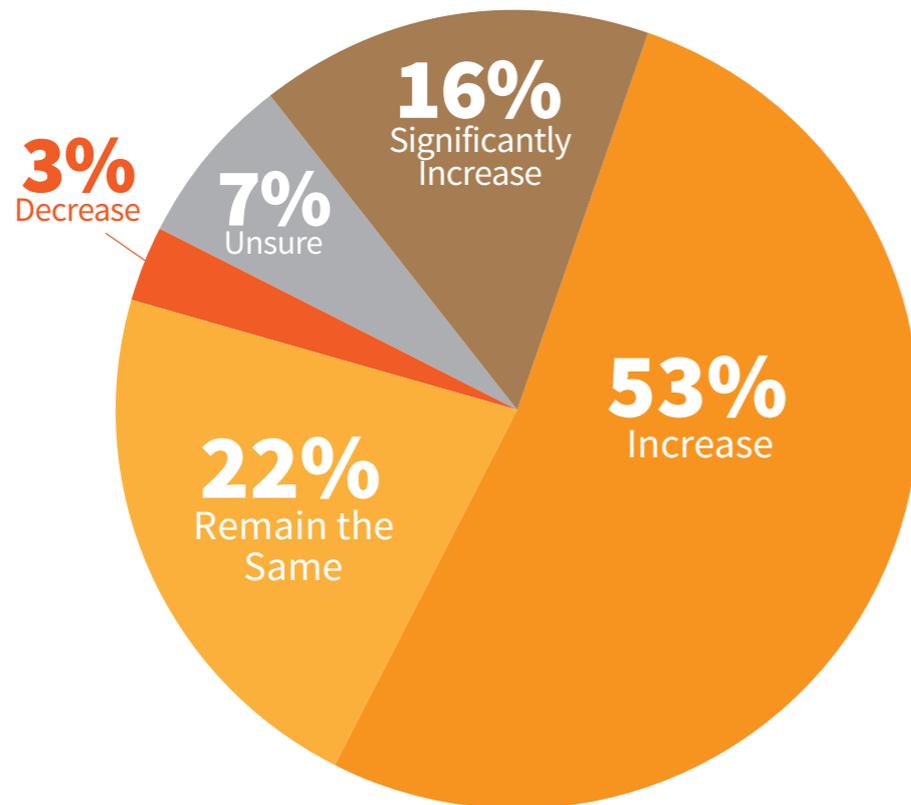


▶ Australian, North American, and UK marketers all cite Web traffic as the metric they use most often to measure content marketing success.

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# 69% of Australian marketers plan to increase their content marketing budget over the next 12 months.

## Content Marketing Spending in Australia (Over Next 12 Months)

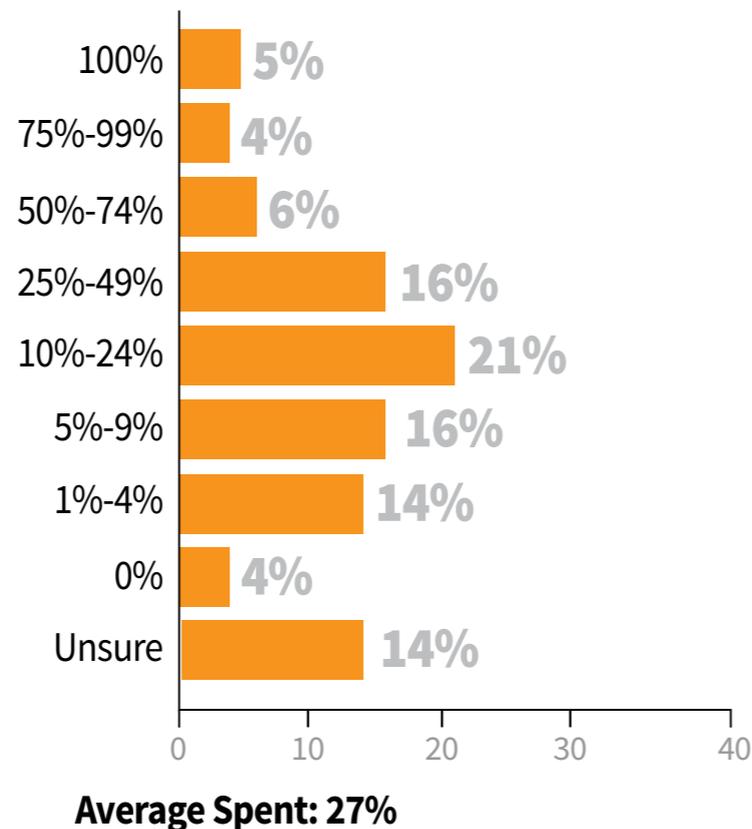


► More Australian marketers plan to increase spend when compared with their North American (58%) and UK (56%) peers.

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On average, Australian marketers allocate 27% of their total budget to content marketing.

### Percent of Total Marketing Budget Spent on Content Marketing in Australia

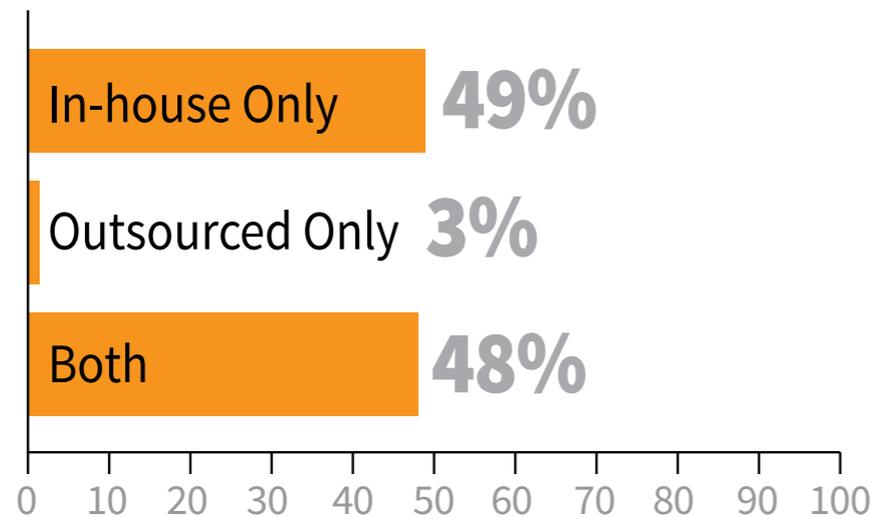


▶ Australian marketers allocate slightly less (27%) of their total marketing budget to content marketing when compared with North American (29%) and UK (31%) marketers.

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# 48% of Australian companies outsource content creation.

### Insourcing vs. Outsourcing of Content Creation in Australia

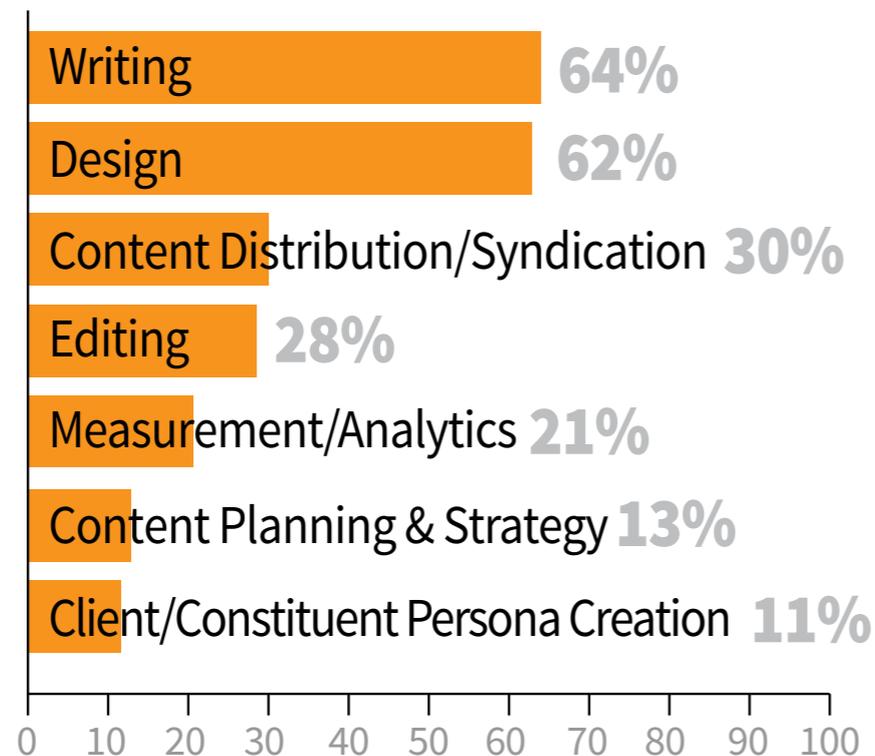


- ▶ Australian (48%) and UK (46%) marketers outsource content creation slightly more often than North American (44%) marketers do.

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# Writing and design are the functions that Australian marketers are most likely to outsource.

## Functions that Australian Marketers Outsource

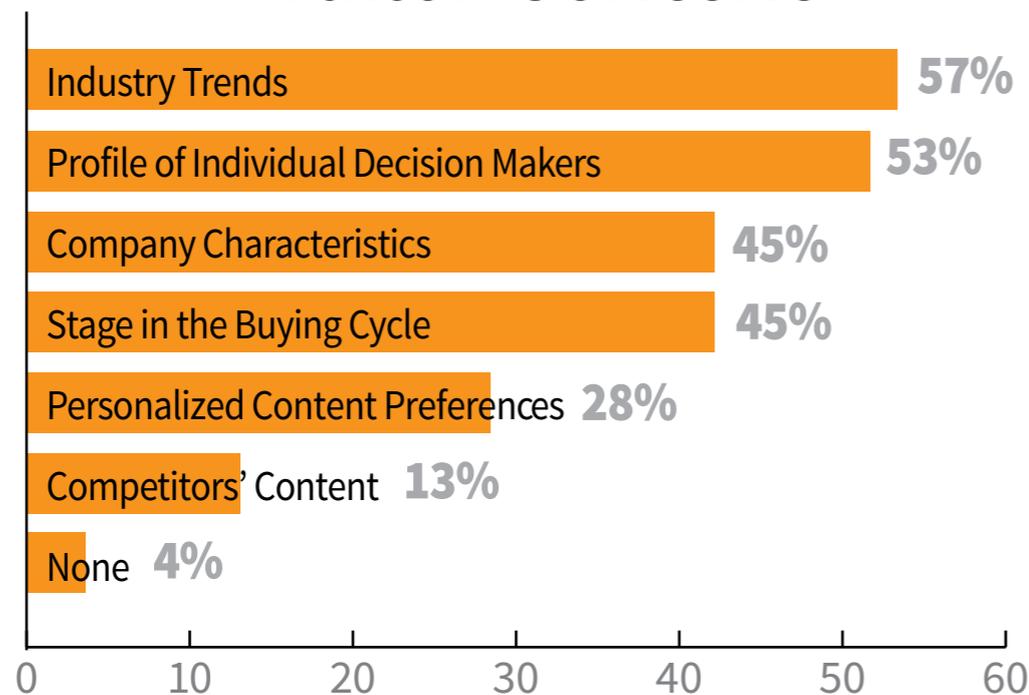


▶ Writing and design are the top two content marketing functions outsourced in Australia, North America, and the UK.

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95% of Australian marketers tailor their content in at least one way.

## How Australian Organizations Tailor Content



▶ These patterns are fairly similar to those in North America and the UK.

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# Time and content production issues top the list of challenges faced by Australian marketers.

## Challenges that Australian Content Marketers Face

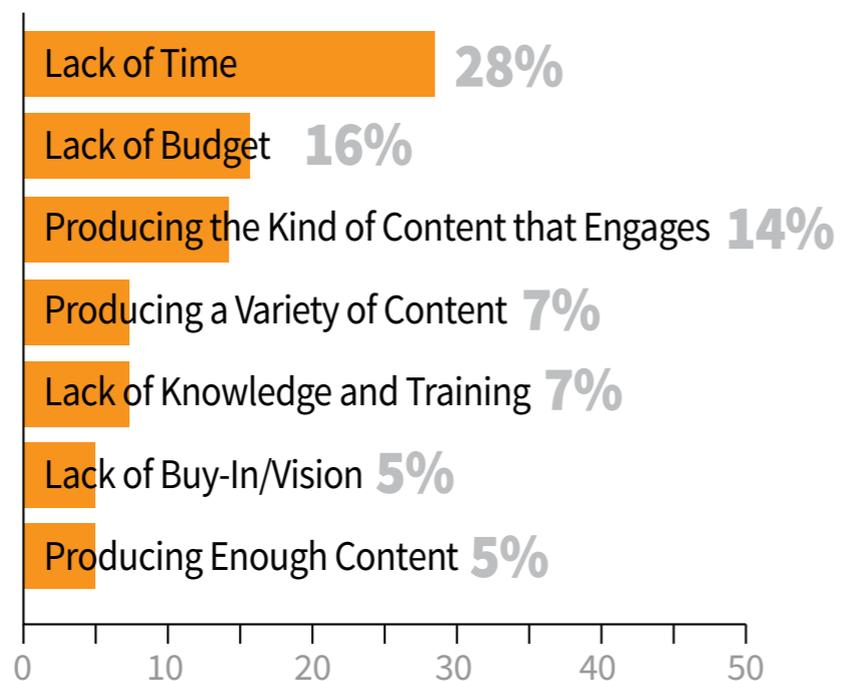


- ▶ Australian marketers (44%) are less challenged with producing enough content when compared with their North American (53%) and UK (46%) peers.
- ▶ Australian marketers (41%) are less challenged with producing engaging content when compared with their North American (47%) and UK (44%) peers.
- ▶ Australian marketers (41%) are more challenged with producing a variety of content when compared with their North American (38%) and UK (33%) peers.

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# Lack of time and budget are the biggest content marketing challenges for Australian marketers.

## Biggest Content Marketing Challenge for Australian Marketers



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▶ The biggest challenges for Australian, North American, and UK marketers are fairly similar; however, North American marketers (11%) are more likely to cite producing enough content as their biggest challenge.

## DEMOGRAPHICS

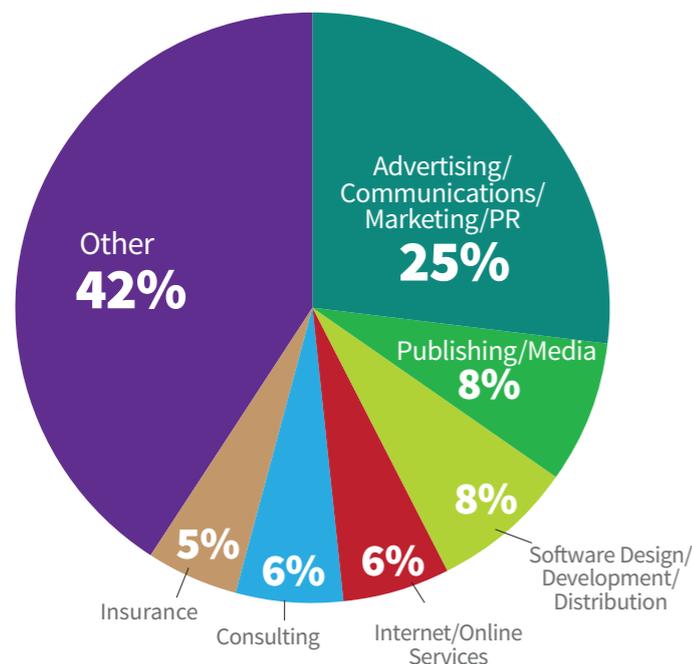
**Content Marketing in Australia: 2014 Benchmarks, Budgets, and Trends** was produced by Content Marketing Institute in partnership with The Association for data-driven marketing & advertising (ADMA) and sponsored by King Content.

The fourth annual Content Marketing Survey, from which the results of this report were generated, was mailed electronically to a sample of marketers using lists from Content Marketing Institute, 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.

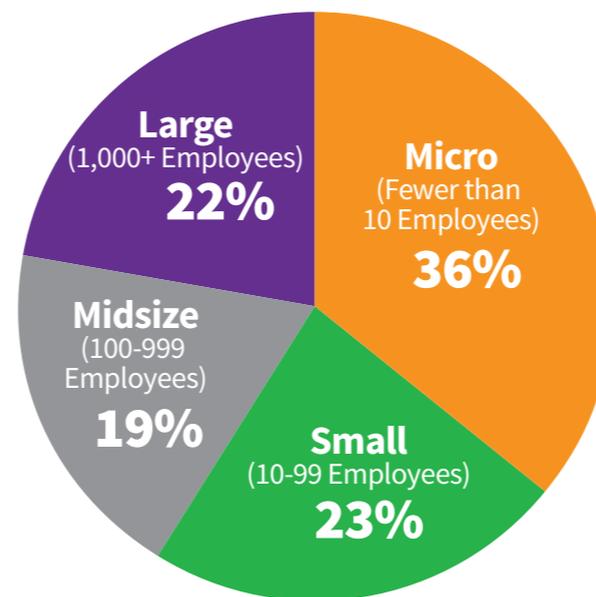
Of those 4,397 respondents, 159 identified themselves as for-profit marketers in Australia (116 B2B and 43 B2C); 1,622 identified themselves as for-profit marketers in North America (1,315 B2B and 307 B2C); and 198 identified themselves as for-profit marketers in the UK (155 B2B and 43 B2C).

*Content Marketing in Australia: 2014 Benchmarks, Budgets, and Trends* reports primarily on the findings from the 159 Australian respondents, and, in some areas, provides comparisons against the responses that the North American and UK for-profit marketers provided.

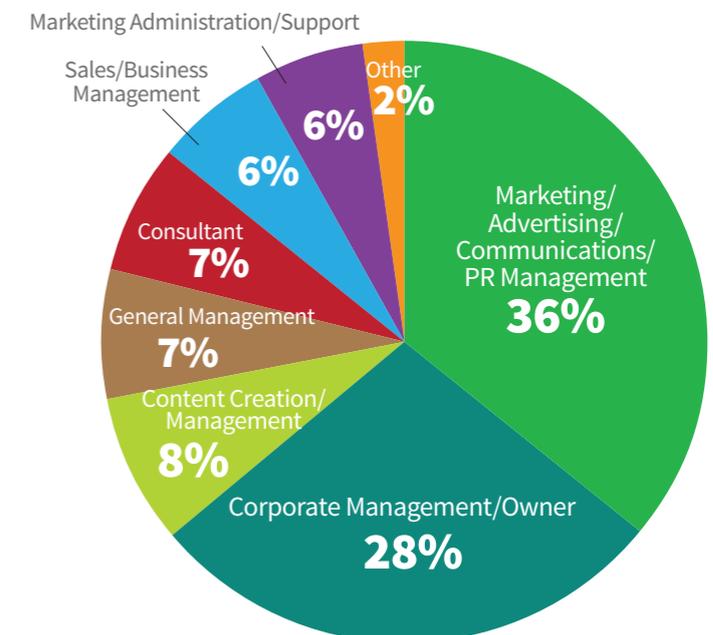
### Australian Industry Classification



### Size of Australian Company (by Employees)



### Australian Job Title/Function



### 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).



### About ADMA:

**The Association for data-driven marketing & advertising (ADMA)** is the principal industry body for information-based marketing and advertising and is the largest marketing and advertising body in Australia with more than 500 member organisations.

ADMA represents the new era of marketing and advertising—a 360 view from end-to-end.

- From marketing to advertising
- From effective to creative
- From above to below
- From measurable to engaging

ADMA is the ultimate authority and go-to resource for creative and effective data-driven marketing across all channels and platforms, providing knowledge, advocacy, insight, and innovation to advance responsive and enlightened marketing.

### About King Content:

Launched in 2010, **King Content** is Australia's most awarded digital content marketing agency. King Content plans, creates, and distributes high-quality content for owned assets and social media platforms, working with brands including American Express, NRMA, CBA, Optus, and AMP Capital on their content marketing strategies. King Content has offices in Sydney, Melbourne, and Singapore.