

LACKING CONFIDENCE IN CONTENT...

Can Marketers Get Their Mojo Back?

CONTENT IS CRITICAL FOR CUSTOMER ENGAGEMENT



MARKETERS SAY IT IS THEIR MOST VITAL TOOL TO:

61% Communicate brand promise and value

51% Showcase thought leadership

42% Power lead acquisition

YET NEARLY HALF OF MARKETERS LOOK AT THEIR CONTENT POOL AS AN EVEN MIX:

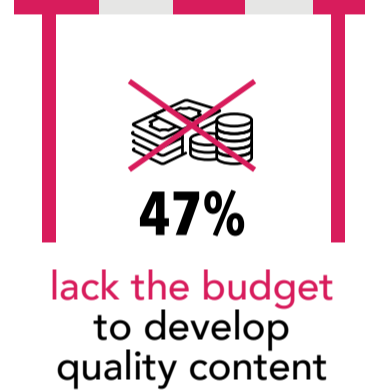
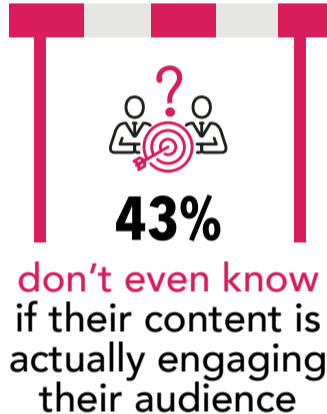
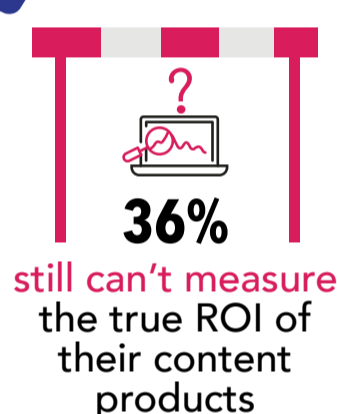
SOME CONTENT HITS THE MARK, THE REST IS A **WASTE OF BUDGET**



It's no wonder they're less than confident. When asked what drives their content decisions, they pointed to **BUDGET** (49%) and **TIME** (41%) rather than customer demands (23%) or market trends (14%).



To be fair, they're facing some **SIGNIFICANT ROADBLOCKS:**



TO OVERCOME THESE HURDLES, THEY NEED TO APPLY CUSTOMER INTELLIGENCE

Yet while **53%** say customer intelligence is critical to customer experience, only **4%** are consistently leveraging intelligence to identify what customers want.

Indeed, **45%** admit they need significant help, **SOME EVEN SAY THEY FEEL HOPELESS**



THE CMO COUNCIL AND ROCK CONTENT PARTNERED TO FIND BEST PRACTICES TO MAKE THE MOST OF YOUR

CONTENT STRATEGY



WHEN DESIGNING A CONTENT STRATEGY, rely on data and intelligence, not budget, time and guesswork



WHEN CREATING GREAT CONTENT, define your content goals and tactical next steps



WHEN CHOOSING DISTRIBUTION CHANNELS, don't take a shotgun approach



WHEN MEASURING CONTENT IMPACT, don't rely solely on metrics

