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%).

lack the budget to develop quality content

their content products

the true ROI of

their audience

if their content is

actually engaging

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





These findings are based on a survey of 195 marketers and eight in-depth interviews with IBM, ABC Entertainment Marketing Studios, Autodesk, The Economist, Fast Company, Fuzzy Door, Guinness World Records and Boston Ballet. Dig into these findings in our new report: <<LINK>>

