# 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>>

