

THE STATE OF THE CONTENT MARKETER REPORT



CASTED

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INTRODUCTION

The year 2021 saw many businesses getting back on their feet after one of the most challenging years in recent history. Regardless of the industry, brands — and their content marketers — still had to get work done despite enormous shifts in consumer behavior.

Though we've seen tactics and technology change somewhat, the job of the content marketer is still one of the toughest jobs, perhaps even more difficult in the past couple years as they had to navigate the loss of live events and adapt to the massive migration to digital channels. They've had to produce more content to facilitate more connections virtually but also to cover the formats and channels customers now prefer most.

So, how are content marketers doing right now? What's working? What's not? And what solutions and strategies are content marketers leaning into this year?

At Casted, we designed *The State of the Content Marketer Report* to equip content marketing professionals with the data that's essential to their strategies.

We asked content marketers about their biggest pain points today, tactics, tools, current strategies, and potential opportunities for growth and innovation.

To get a detailed view, we analyzed responses from up to **100 B2B content marketers** (in the roles of Content Director, Manager, Producer, Specialist, and Writer as well as various digital marketing roles) sourced from panel partners in **the U.S.** with mid-to-enterprise revenues of **\$10M+**.

As a result, we unlocked many powerful insights that allow us to not only understand the key challenges of today's content marketers but also give us ideas about what can solve these challenges and help teams create great, successful content.



KEY FINDINGS

By digging into creative and strategic responsibilities, typical workload, and how various channels and formats are viewed, Casted's survey reveals several key findings about the current state of the B2B content marketer.

Content Creation Takes the Most Time but Is Only One of a Content Marketer's Responsibilities

Spending an average of 33 hours a week creating content, content marketers need a solution that helps them make excellent content in less time so that they can also devote time and energy to strategy, planning, and creative brainstorming.

Content Marketers Need Help to Make Excellent Content

As audiences change, the effectiveness of content channels and formats change, but the goal of delivering engaging, educational and entertaining content remains the same. The problem is that content creators need tools and support from leadership to build and execute high-quality content that's better than "good enough to go live."

Room for More Video and Podcasting in Content Marketing Strategies

In 2012, there were 12,000 podcasts. Today there are over 2 million. Clearly, audiences value this kind of content, but our survey revealed that only 32% of respondents think podcasting is an effective channel. Many brands also do webinars and other video series, but few are cutting these up into clips and embedding them in social media, blogs, and email despite the availability of easy-to-use tools and platforms. There is an enormous opportunity for growth in both video and podcasting.

It's Critical to Find (and Develop) Metrics that Show How and Where Content Performs Best

Each channel tells you something about the effectiveness of your content and overall marketing strategy, how it impacts your traffic, engagement, pipeline, conversions, and SEO ranking. Content marketers focus most on pipeline and conversions, but there is a tremendous demand for better engagement metrics, especially for the most engaging kinds of content like video and podcasting.

You can learn more about these findings in the report, and we encourage you to use these benchmarks to tackle your biggest challenges and guide your content marketing efforts going forward.

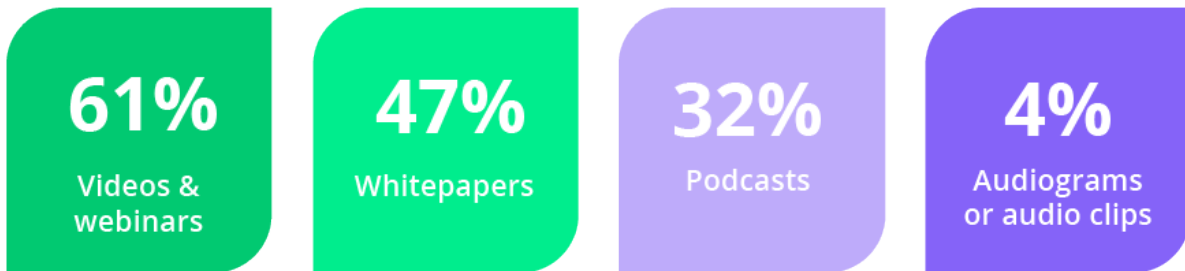
CONTENT MARKETERS HAVE THE HARDEST JOBS

From research and strategy to execution and promotion, there's a lot that goes into content marketing. But which tasks prove most difficult?

This first part of our report focuses on just how hard the job of the content marketer has become. This data can help you understand the problems, tactics, and approaches of content marketers.

Content creation and optimization include the actual writing and editing process, plus design, search engine optimization, and production aspects of the finished projects. Finding the time to do all this is another challenging aspect of the game.

In terms of channels of distribution, 93%-98% of content marketers — virtually all of them — create social media messages, emails/newsletters, and blog posts. More than half (61%) also develop videos and webinars, fewer create whitepapers (47%) and podcasts (32%), and only a handful produce audiograms or audio clips (4%).



Putting in the Hours

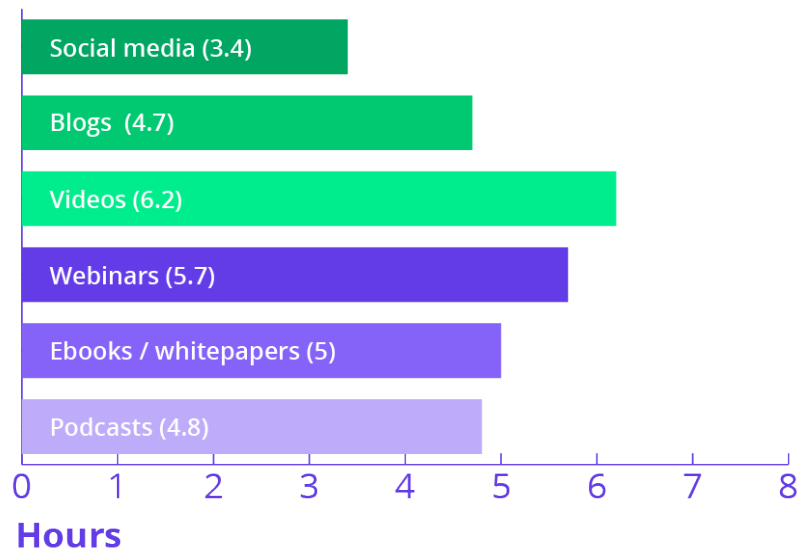
Ever wonder just how much of the workweek it takes for a content marketer to create and execute content?



B2B content marketers report spending an average of 33 hours creating content weekly.

The bulk of their time goes to social media (3.4 hours per piece) and blogs (4.7 hours per piece). Videos and webinars consume most time per project at 6.2 hours and 5.7 hours per piece, respectively.

Ebooks/whitepapers take 5 hours in total, while each podcast episode takes 4.8 hours to create.

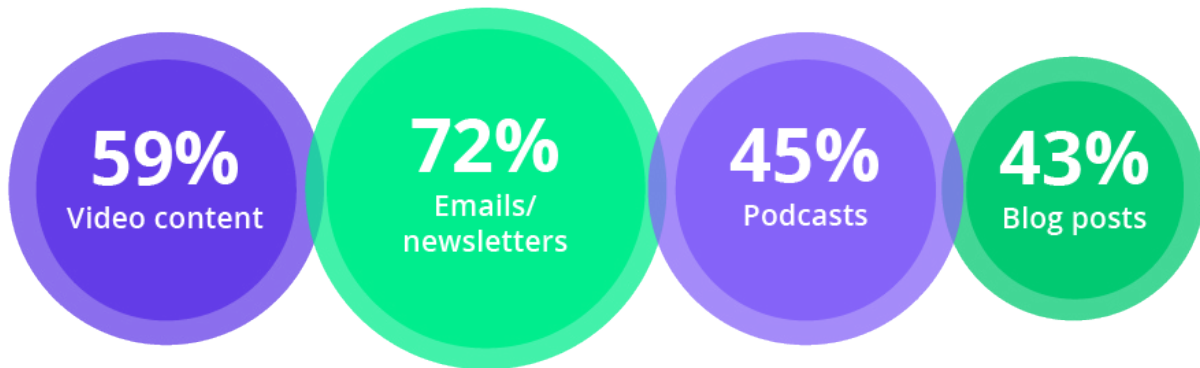


Content Frequency

Content marketers typically create social, email, blog, and video content at least monthly.

Of those who create content weekly, 93% spend time creating social media content, followed by 54% on blog posts. Email/newsletters and video content tied at 27% of the respondents.

But not all content marketers have time to create content weekly. Seventy-two percent of content marketers spend time creating emails/newsletters monthly, while 59% spend it on video content, 45% on podcasts, and 43% on blog posts.



Webinars and whitepapers, on the other hand, are usually created quarterly or annually, while podcasts are more varied in frequency.

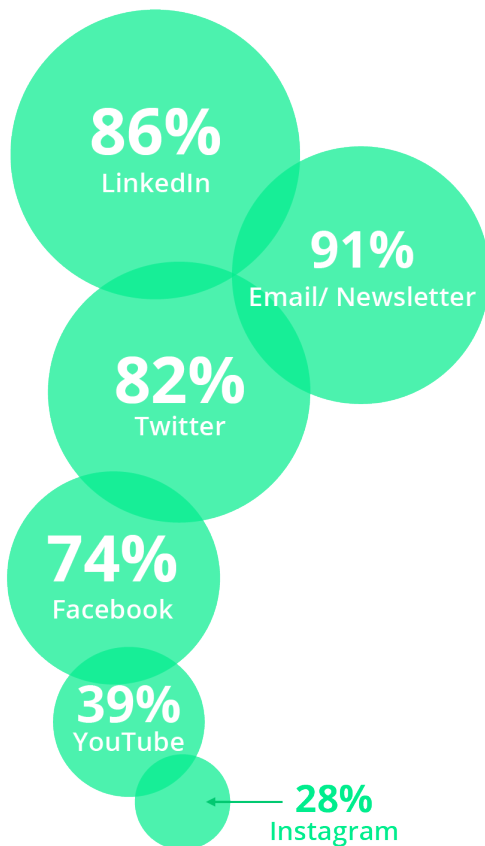
There's a strong showing for podcasting, though, as most brands seem to release episodes every month. But depending on how they release their podcast seasons, this frequency could look more quarterly.

Webinars (56%) are the number-one thing content marketers put out on a quarterly basis, while 27% create podcasts and 17% create ebooks/whitepapers. Only 10% of them say they create video content every quarter. A large majority of the respondents create ebooks/whitepapers (81%), podcasts (21%), webinars (13%), and videos (5%) annually as opportunities arise.

What Content Marketers Have to Cram in the Remaining 7 Hours of the Workweek

With all the responsibilities content marketers carry, including determining content strategy (83%), there's little time left in their weekly workload for planning and "extras."

The act of creating content is just one responsibility — the thing most content marketers think they'll be doing day-to-day.



Along with creating content (54%), content marketers are managing campaigns (61%), social media (52%), vendors, and agencies they work with on various projects (43%); and serving as media liaisons (41%). That's the crux of what they actually have time to spend on, but they also have more difficult responsibilities like determining strategy and defining and managing the brand (58%).

Creating internal communications (34%), conducting customer and market research (23%), producing marketing and promotional materials (22%), and managing SEO (14%) are among the low-priority tasks.

Content marketers also handle content distribution, including publishing content to any owned property like email, blogs, and websites.

Ninety-two percent of content marketers promote through their personal social channels — primarily LinkedIn (86%), Twitter (82%), Facebook (74%), YouTube (39%), Instagram (28%), and through email or newsletters (91%).

But again, with respondents reporting that 33 hours a week is devoted to content creation, that leaves only 7 hours for all these other crucial responsibilities.

Future Plans

To achieve their content marketing goals, content marketers believe technology can help, and following are some of the comments respondents gave during the survey about their plans for the future.



"We are planning to move towards digital and AI-driven content, which is more interactive and product-based."



"Timely deployment of all content with the help of a content calendar which will help to streamline the marketing process."



"Content optimization between text-based, audio and video content."



Market research, content scheduling, and content adaptation are all building elements that must be carefully stacked in order to maximize efficiency.

Content marketers are looking for solutions that will allow their brands to:

- ✓ Further leverage digital channels
- ✓ Create more AI-powered, interactive content
- ✓ Employ a content management calendar to streamline the process
- ✓ Optimize text, audio, and video content
- ✓ Improve efficiency and get back some time for strategy and creative brainstorming

THE EFFECTIVENESS OF CONTENT MARKETING IS CHANGING

Content marketing isn't a once-a-month or even a once-a-week process. You create pieces of content regularly. The challenge for content marketers is having the energy to be creative and focused on each piece of content you're responsible for.

There are so many individual pieces with a due date tied to each. And, since there are so many of them, content marketers often don't feel like they have the time to nail each piece. It's easy to fall into prioritizing a constant stream of content over a stream of high-quality content.

We like to call that the "good enough to go live" mentality — and it's ruining content campaigns for thousands of businesses as well as contributing to the growing void of bland, one-size-fits-all content that looks just like everybody else's and engages no one.

Good Is Just "Good Enough to Go Live"

For the most part, content marketers think their content is just good enough to get published. Nothing's wrong with the material — it's grammatically correct and probably serves the top of the funnel in some way— but nothing's particularly engaging about the content either. This can also make your content hub look like it's very productive, putting out omnichannel content with consistent frequency. But a mass creation mentality impacts quality.



Interestingly, fewer content marketers rate their content marketing as either excellent (1%) or poor (2%). Forty-three percent — the majority — see it as only "good" in terms of effectiveness.

Those who rate their content marketing as more effective cite the ability to personalize, drive loyalty, and ultimately influence sales growth as the main ROI-contributing factors.

The issue is that creating exceptional content demands more time and/or money. However, with crowded editorial calendars and pressing deadlines adding pressure to the day-to-day demands, it's no wonder many content marketers feel like they have to settle for less than the best.

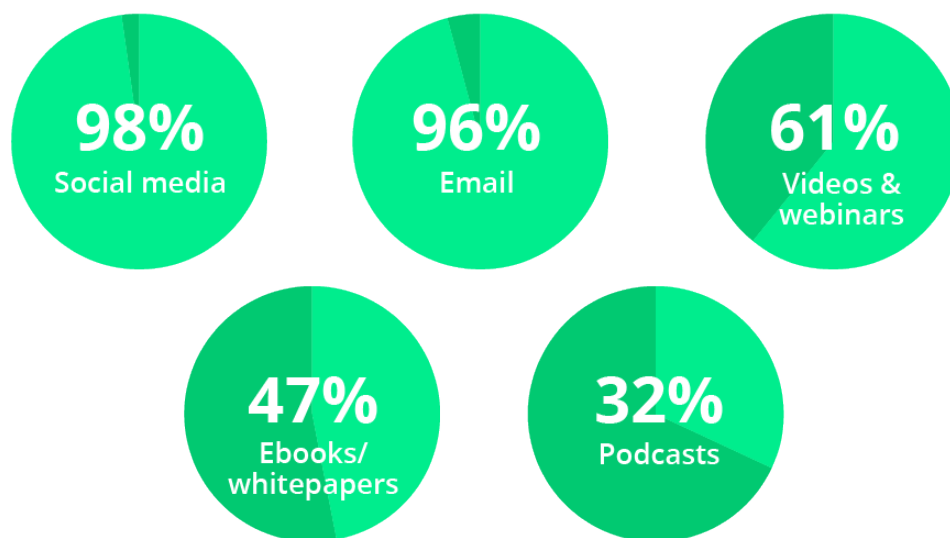
Instead of striving for exceptional pieces, content marketers become complacent and lower their quality standards — and that's affecting content campaigns for many businesses.

This may not seem so bad on the surface — after all, it's "good" content: adequately researched, articulately written, and presents a valuable, coherent idea. And the content still holds some value because businesses can still realize a positive return on investment (often minimal) from their work.

Effectiveness by Content Format or Channel

In terms of effectiveness, 98% of content marketers favor social media, in part because of the kind of detailed feedback the channel provides. But they also want to reach the widest audience possible, and that means maintaining an omnichannel presence.

Email (96%) follows social media as the second-most-favored content format/channel. Videos and webinars tie at 61%, while ebooks/whitepapers (47%) and podcasts (32%) are seen as the least effective.



Out of the formats that scored highest in "Good" and "Very Good," we have email/newsletters (95%), webinars (92%), podcasts (88%), videos (87%), blog posts (86%), and whitepapers/ebooks (83%).

Formats that scored highest in “Fair” are whitepapers/ebooks (15%), videos (10%), and podcasts (9%), suggesting that:

- Content marketers are putting out a lot of whitepapers/ebooks that maybe they shouldn’t invest resources in.
- With so many editing tools and easy-to-use platforms available, content marketers should feel a lot stronger about video and podcasting. There’s room for improvement in these areas.

Time to Reprioritize Channels

Producing content is easy. Producing great content is much harder — it takes skill and time to deliver quality content consistently.

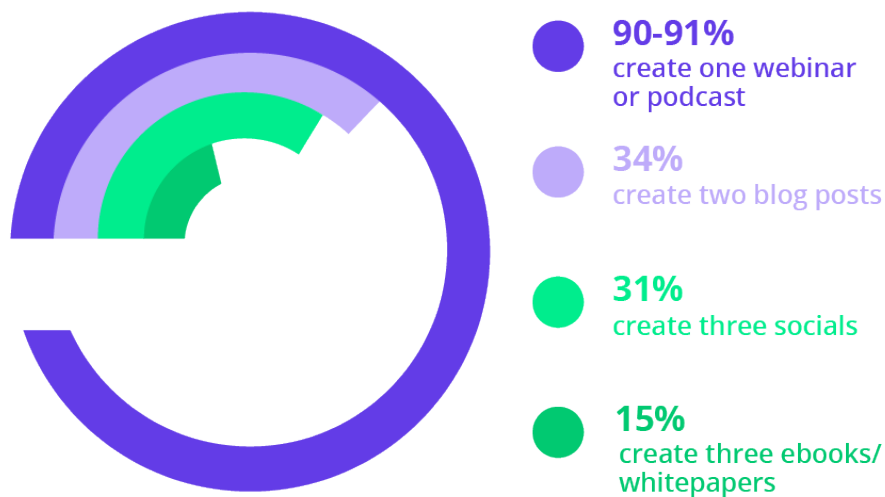
With the slew of online marketing platforms available today, it can be stressful for content marketers to keep up. Omnichannel marketing is becoming more prominent as all platforms get hyper-connected.

Consistency is just as vital as you market your brand across multiple channels and engage with your target audience.

Casted analyzed content pieces such as socials, emails/newsletters, blog posts, videos, webinars, and podcasts to determine which type of content marketers produce the most.

The resulting list of content types reveals that social is on top in a given week, followed by email and blog posts.

In a single week, 31% of content marketers create three socials, while 34% create two blog posts. In contrast, 90%-91% create one webinar or podcast, while 15% create three ebooks/whitepapers in a given week.



This suggests an opportunity to:

- Improve or expand podcasting within a content marketing strategy
- Improve video and webinars to increase pipeline
- Scale back whitepapers/ebooks

Resource Allocation Is Critical

Content creation is an essential element of marketing and a must-have in today's digital environment. Marketers use content in some form or shape in all digital marketing platforms and channels to:



Inform and persuade web visitors



Reach and engage new and current customers



Email content for lead nurturing and to influence repeat customers

To accomplish these goals, content marketers have had to learn how to research and create the right types of content that will convert their audiences into qualified leads.

Besides blog posts, emails, whitepapers, ebooks, and other written content, content marketers also have to create videos, images, podcasts, and more.

As we've already seen, B2B content marketers are producing the most pieces of content for social media in a given week, followed by email and blog posts (58% publish one a week; 34% do two). That makes sense considering these are tried-and-true channels to attract customers.

The surprise is that 90% of content marketers are doing at least one webinar a week, and 2% are doing as many as four per week. That's an incredible demand on a content marketing team with all the social media, email, and blogs they're still producing weekly.

Plus, 79% are putting out at least one ebook or whitepaper a week as well, with 15% doing three per week, which again takes resources away from more effective channels.

All this content is created for and fuels the Marketing (99%) and Sales (95%) departments, followed distantly by Customer Success (33%), onboarding (22%), and Enablement (18%).

When it comes to specific types of content, Marketing (95%) and Sales (94%) are the top focus areas for content marketers, while Customer Marketing (38%) comes in a distant third.



What Makes Content Effective — Or Not

There's a ton of content out there. But let's face it: a lot of it probably isn't useful or effective. Why? Because it's easier to publish sloppy content quickly than quality content, yet poor-quality content can destroy your marketing efforts.

If you're not providing the right information clearly, consistently, and entertainingly, you run the risk of losing potential customers for good.

When we asked content marketers to rate their content marketing, those who rated theirs as more effective cite the ability to personalize, meet the goals of driving loyalty, and ultimately influence sales growth.

The content marketers who see their content marketing as less effective (2%) are more concerned about not leveraging enough channels, not engaging or converting, and ultimately not having the desired impact on the business.

Future Plans



So what's a content marketer to do to address the gaps in creating effective content? Streamline the creation process and understand the principles behind highly effective content.



Many content marketers reported a gap in understanding their target customer and structure/tools to support content management across different platforms, channels, and audiences. To address this gap, brands plan to invest in more channels, research, and data analysis to get the right data for a personalization strategy and use technology efficiently.

Specifically, the content marketers we surveyed intend to:

- ✓ Invest more funds in unique, relatable, and interactive content creation
- ✓ Post high-quality content more often and across multiple platforms
- ✓ Increase the frequency of deploying new campaigns and content across numerous channels to boost traffic and engagement
- ✓ Perform detailed research and data analysis to better understand client needs, wants, and preferences before investing blindly in strategy implementation and then launch campaigns accordingly
- ✓ Have better visibility into revenue impact and who is consuming their content
- ✓ Deploy multiple campaigns on different platforms simultaneously and measure the performance
- ✓ Use tools to evaluate audience personas and internalize their ideal customer while giving suggestions of how to relate to them and categorize content by use case

HUGE OPPORTUNITY FOR MORE AUDIO AND VIDEO PODCASTING IN CONTENT MARKETING

Video and podcasting are the most engaging content channels and growing in popularity, but many companies have been very slow to adopt these formats.

An overwhelming majority of content marketers see social media as their most effective channel, but we're also seeing a rapid shift in the formats and channels audiences find engaging. The rising demand for video is partly responsible for this shift along with innovations in content strategies, like adding a podcast, which help you keep up with customer behavior changes.



Incorporating more video and podcasting (which are extremely impactful when they're built around expert conversations) into your strategy can expand your reach and attract more of your audience to consider a purchase.

Room to Grow in Video, Webinars, and Podcasting

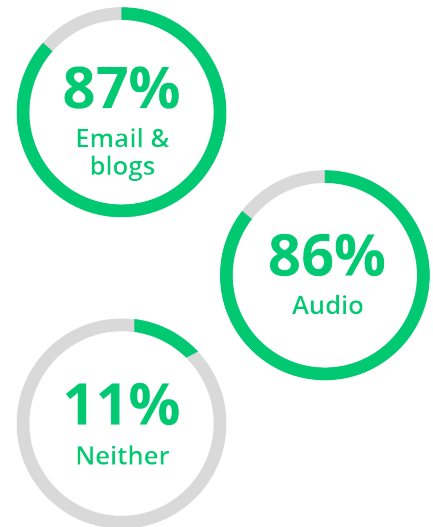
When we asked content marketers about the type of content they create, virtually all told us they create social media messages (98%), emails/newsletters (96%), and blog posts (93%). More than half also create videos (61%) and webinars (61%).

Great Desire to Include Audio and Video in Blogs and Email

We then dug a bit deeper and asked what content marketers specifically do with audio and video content.

There's a great desire to include audio and video in email and blogs, with 87% using them heavily in social media messages (87% video, 86% audio, and 11% don't use either).

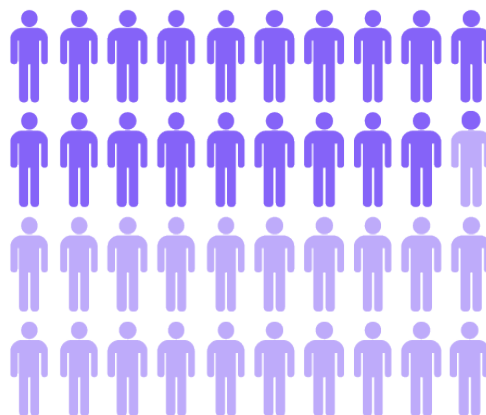
However, audio and video is used much less often in blog posts (31% video, 15% audio, 69% none) and rarely in email and newsletters (11% video, 0% audio, 89% none).



Opportunity to Amplify Webinars

Webinars are an important part of any inbound marketing strategy as they help you establish your brand as an authority in the industry.

All the content marketers we surveyed are publishing webinars on their websites, but 48% — less than half — are using clips from the webinar in social media and email channels.



48% use webinar clips in social media and email channels

PODCASTING: AN UNTAPPED CONTENT MARKETING CHANNEL

Podcasting can be highly rewarding. However, as with any new venture, it can be challenging to find your feet with this untapped content marketing channel and establish a repeatable process.

The most difficult part isn't the beginning — podcasting is relatively easy to start and doesn't require much budget. The real challenge is maintaining a decent podcast.

With the right tools and mindset, you can create well-executed branded podcasts that:



Expand audience reach



Lend credibility to your brand



Create top-of-mind recall



Help drive deeper customer engagement



Build trust

The Podcasting Boom

Recently, and seemingly out of nowhere, big brands, including tech giants, have prioritized podcasting. Spotify built it into its core product, even signed deals for exclusive shows. Apple rediscovered its Podcasts app and updated it with better discovery and paid subscriptions while Twitter waded in with Spaces and audio tweets.

Slack invested in podcast sponsorships before starting their Slack Variety Pack branded podcast and expanding their audience reach. Their target listeners were teams in the software industry, and their goal was to turn these Slack users into influencers.

Their strategy worked! In the first 15 episodes, the show garnered nearly 2 million listeners.

Reddit, a network of communities based on people's interests, also has its own podcast dubbed Endless Thread. This branded podcast brings in real people behind the usual Reddit conversations and discusses all kinds of jaw-dropping narratives. The end goal: create deeper engagement with their audiences through deeper conversations. Behind this surge of interest is an increasing recognition of the untapped potential and room for growth that podcasting provides. What's more, new business models and technologies are opening up opportunities for podcasters and making listening more accessible for audiences.

Given how little podcasting has encroached on its analog alternatives, the potential for expansion through this medium seems relatively endless.

Barriers to Podcasting

While podcasting is a rewarding channel, people still have preconceptions about how it would or would not fit in their content marketing strategy. Brands that have adopted podcasting are enjoying great brand awareness, audience growth, and in some cases, influenced growth in their pipelines and conversions.

Podcasting is big business in 2021, but not all companies have waded into this powerful channel. The main barriers to podcasting include:

- **Attitude:** Some marketing leaders believe that a podcast is a nice thing to have, but they already have other content stuff in motion to deal with.
- **Inadequate ROI:** Starting a podcast, like every new undertaking, comes with challenges. Not all content marketers can see the ROI for starting a podcast, yet it pays in the long run by being one of the most effective ways to achieve brand awareness.
- **Podcasting vs. blogs or ebooks:** Some content marketers don't realize the level of engagement a recorded conversation brings over a blog or ebook.
- **Disconnection with the audience:** Not realizing there's demand for richer content marketing blinds content marketers to assume that what they're doing is the only way to be effective, expand reach, and convert their audiences into qualified leads.

The takeaway here is that customers want relevant, expert-driven content, and nothing engages them better than a conversation between experienced, insightful thought leaders. That's where audio and video podcasting has the greatest potential in the near future.

FINDING THE RIGHT PERFORMANCE METRICS

We at Casted have found that measuring performance and results is the most challenging content task that businesses face today.

Do you know how your content marketing is performing, and can you prove it? How about ROI?

For any content marketing strategy to be successful, clear goals and effective action plans must be in place. Once that's done, you need to document your plan, monitor, and measure results to know whether your efforts are working.

Content marketers are ultimately judged on pipeline, but they're responsible for SEO-focused performance as well. When we asked content marketers which performance metrics they monitor, an overwhelming number said traffic and conversion. Social is one of the most measurable channels, but it's more focused on SEO results — not pipeline influence like other types of content.

We then dug a bit deeper to find out other specific metrics content marketers measure that are tied to revenue growth. Everything from website traffic to engagement to conversion, pipeline, and SEO ranked in priority.

Best Content Type for Each Metric

With an eye on performance, content marketers monitor metrics like traffic, engagement, conversion, pipeline, and SEO closely. Each metric tells you different things about your audience.

Traffic

Traffic is the lifeblood of online content. If you don't have traffic on your website, all the content you create — no matter how great — won't do you any good. Traffic is the one metric you must measure, and here you're looking at:



Number of
unique visitors to
your page



Number of times a
page on your site
has been viewed



Number of
unique pageviews

From our survey, 96% of content marketers monitor traffic on social media, blogs (92%), email/news (86%), podcasts (85%), and webinars (83%). Fewer than half monitor or measure the proportion of traffic coming from whitepapers/ebooks (48%).

Conversion

But what do people do once they've finished visiting your site or reading your blog? Do they click your links and read some more, sign up for your newsletter, or complete a purchase in your store?

For a B2B brand, the ultimate conversion is a lead or direct sale. Few buyers will go from not knowing your brand to making a direct purchase just off of a great piece of content on your site. That's why marketers track light and deep conversions all the way down the customer journey, such as leads, downloads, subscriptions, and registrations. While webinars (97%) are the number-one type of content most content marketers track conversions for, blogs (95%), email (89%), podcasts (88%), and whitepapers/ebooks (81%) were also high in priority. Social, which is the most necessary task to be done weekly, was only mentioned by 65% of content marketers as a priority channel to measure conversions.

Ultimately, content marketers track conversions on their primary sales channel or tool.

Conversion	%
Webinars	97%
Blogs	95%
Email	89%
Podcasts	88%
Whitepapers/ebooks	81%
Social media	65%

Engagement

The amount of traffic your content gets isn't always a measure of how great your content is; it could just mean you're effective at getting people to click your links. Engagement is a far more revelatory metric, but we don't have many great ways to measure it at the moment.

To find out how people are engaging with your content, you'll need to track how much time they spend on your site and the number of pages they visit per session.

Among content marketers, when we asked where they measure engagement the most, interestingly, social (97%) and blogs (95%) ranked high.

More than half of the content marketers measure engagement via email and webinars (59% and 57% respectively), while fewer than half measure through podcasts and whitepapers/ebooks — 48% and 35% respectively. In the case of podcasting, we still need to develop better engagement metrics, like length of listen over pure downloads.

Engagement	%
Webinars	97%
Blogs	95%
Email	89%
Podcasts	88%
Whitepapers/ebooks	81%
Social media	65%

Pipeline Influence

Whether you're creating top-of-the-funnel, middle-funnel, or bottom-funnel content, at some point, you'll want some of those people to be your customers. Many do — anecdotally — but more content marketers need to track their content's pipeline contribution.

We found our respondents track and measure pipeline influence majorly on webinars (87%), whitepapers/ebooks (85%), email (84%), and podcasts (82%). More than half measure through blogs (58%), while fewer than half measure pipeline influence through social channels (26%).

Pipeline Influence	%
Webinars	87%
Whitepapers/ebooks	85%
Email	84%
Podcasts	82%
Blogs	58%
Social media	26%

SEO Results

Traffic will come from several places; one of them is search. While we don't recommend you plan your content based on SEO results, there's no way to maximize content results without taking SEO into consideration.

You can track the proportion of visits to your site in Google Analytics and see which ones come from search. However, that won't give you much insight into how well or poorly your site performs in search engines.

SEO performance is a better metric to measure. And here, you can track SERP (search engine results pages) ranking — which is probably the most important metric as it shows your page's position in the search engine results for a specific keyword phrase.

Rankings tend to fluctuate, so you may want to check if your site is static or keeps improving. This way, you can tell whether you're gaining authority and trust.

We asked content marketers how they measure the performance of their content marketing in SERPs. We found that Social (83%) is much more focused on SEO results, unlike other types of content that focus on traffic, conversions, and pipeline influence.

Just over 30% measure content performance through blogs (34%), while fewer measure through whitepapers/ebooks (10%), podcasts (9%), webinars (8%), and email (6%).

SEO RESULTS	%
Social media	83%
Blogs	34%
Whitepapers/ebooks	10%
Podcasts	9%
Webinars	8%
Email	6%

Best Metric for Each Channel

You need an idea of where you and your business are going, and identifying the goal is the first step. But to know what's wrong and what needs to be improved, you need to know what metrics to measure. This is where choosing the right metric for each channel comes into play.

Today's content marketers believe that traffic is best measured in social media (92%) and blog channels (92%), closely followed by email/newsletter (86%), podcasting (85%), and webinars (83%).

Webinars and social media are the best channels to measure engagement, conversion, and pipeline, while SEO is best measured in social media channels (83%), with blogs (34%) and whitepapers (10%) trailing far behind.

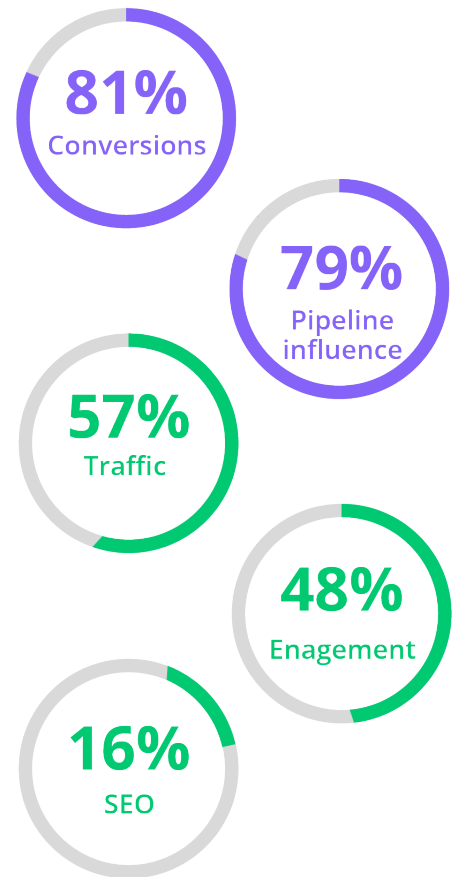
Conversions and Pipeline = Best Content Performance Metrics

At the end of the day, you want your content to convert leads, support your business initiatives, and make money. If you calculate the conversion rate, it's easy to know which posts to promote, repurpose, and link to from your highest-traffic posts.

And when you hit publish, be sure to track how the content influences your total revenue — the ultimate KPI.

Out of all the responses we got from content marketers, conversions (81%) and pipeline influence (79%) are viewed as the most important metrics for measuring content performance.

More than half (57%) said traffic is a good metric to measure, while fewer than half said engagement (48%) is worth measuring — but again, reliable engagement metrics need to be further developed. SEO (16%) is pitifully low in popularity, yet brands still devote much time to it.



Future Plans



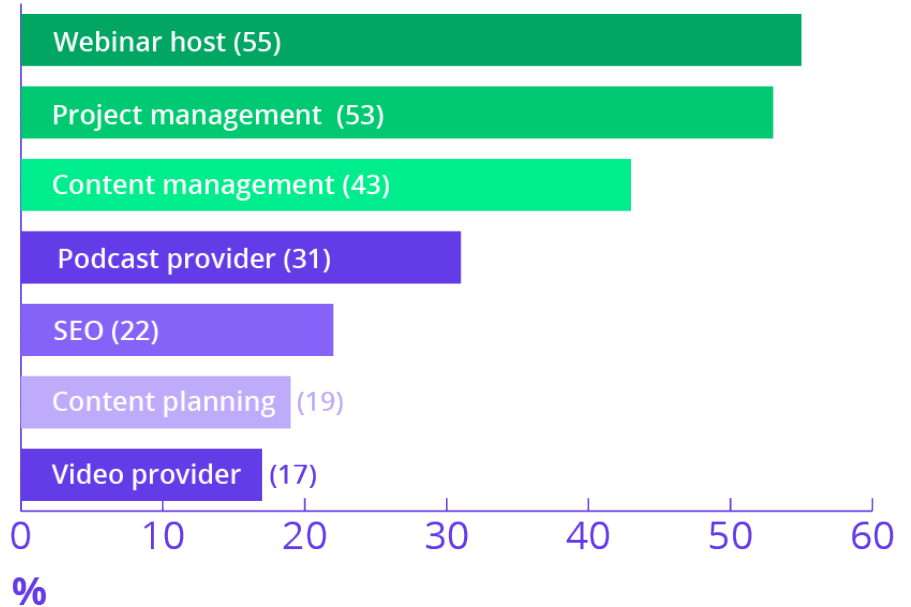
Most content marketers rely on metrics to assess, refine, and focus their current and future content strategies. Going forward, they plan to:

- ✓ Double down on highly impactful or engaging content and weave themes that resonate with prospects throughout future content
- ✓ Increase the frequency of deploying new campaigns and content over numerous channels, which will boost traffic and engagement
- ✓ Bulk up video (webinars) and podcasting to improve engagement
- ✓ Use content performance to evaluate and validate where content should go in the buyer's journey to better know the customer

Demand for Better Content Marketing Platforms and Tools

There is a growing need for single platforms that house your content in one place, allow your team to access the right content, and give you the tools to create and execute your content marketing strategies.

More than half use webinar host and project management tools (55% and 53%, respectively). In comparison, fewer than half use a content management system (43%), podcast provider (31%), SEO tools (22%), content planning system (19%), and video provider (17%).



Overall, content marketers agree that although there are tools for onboarding and enablement, people on all these teams are less confident about them. However, they can access and use the right content they need to do their jobs.

Many would value a content calendar to support content deployment in a more organized manner, but others are looking for more personalization.

MAKE THE MOST OF YOUR CONTENT

Content is one of the most powerful marketing tools.

However, even experienced content marketers who have risen through the ranks still have to knuckle down and make sure the result of their efforts meets the expectations of the target audiences and business needs. While these are some of the challenging parts of the job, ultimately, the effort is well worth the reward.

At Casted, we know what it takes to produce and manage lots of content. We're also constantly working to develop a comprehensive toolkit that content marketers of all skill levels can use to reach their goals with little effort.

That's why we decided to identify the main bottlenecks for content marketers and gain a better understanding of what may help them overcome those challenges. The key takeaways for this report are:



Content marketers need more time and a better process to create top-notch content. Technology can help here, especially if you go with a single platform that can handle your content execution. New methodologies, like Amplified Marketing, can also make content marketers more efficient by doing more in less time.



While social media, blogs, and email remain effective channels, video and podcasting are the most lucrative channels of the future. The struggle here is to get brands to realize how powerful those channels are and build their content strategies around video and podcasting.



Finally, there is a great demand for metrics that better measure content effectiveness and engagement, and in the case of video and podcasting, content marketers are looking for analytics that can tie brand awareness consumption, like a podcast episode, to conversions.

We hope this research report will help you — the content marketer — better understand which part of your workflow to optimize and make the most of your content.

CONCLUSION

Creating content is one of the main reasons many of us became marketers. We love being creative in our work. But creation is just one part of all we're responsible for, and it takes up the vast majority of the hours we put in every week.

As the survey shows, a lot is asked of content marketers. An unreasonable amount in cases where quantity and frequency trump quality and relevance. And with so many survey respondents believing their content is just good enough to go live, there's a demand to help content marketers up the depth and quality of their audio, video and text-based content.

Because the effectiveness of different kinds of content changes right along with audience preferences, what content marketers really need are tools to keep pace and buy-in from leadership to constantly re-evaluate process and strategy. This might mean leaning into a video series on your website and/or YouTube, or retooling a webinar collection into a video podcast. And you can promote these anchor pieces by embedding clips into other types of content. But B2B content marketers need tools and platforms to help them do this efficiently, and that requires support from the decision makers who can see the value in these growing formats.

Customers, prospects, and consumers in general want more video, and over the last few years, audio and video podcasting continues to grow as an inexpensive content marketing channel. However, despite huge growth in audiences and brand awareness, some brands remain hesitant to include more video and podcasting in their content marketing strategies. This is an area prime for growth, along with the technology that will help content marketers do it easily, and podcasting alone drives traffic, engagement, loyalty, pipeline, and conversion.

Out of all the areas we asked respondents about, measuring performance, especially in rising channels, needs the most work. As audio and video podcasting continues to grow in impact, content marketers want metrics that better show audience engagement and connect the dots from a listen to a purchase. Video series and webinars can show influence on pipeline and conversions, but even this format needs better engagement metrics to give content marketers a clear understanding of what resonates best with an audience. That's the way you can make "good-enough-to-go-live" content truly excellent.

We hope this report gives you insights into the challenges B2B content marketers face and sparks ideas about the solutions they need to create and amplify excellent content.

Casted is the first Amplified Marketing Platform and the only audio and video podcast solution designed for enterprise marketers. Casted's platform empowers B2B companies to activate, amplify, and attribute audio and video content while increasing brand awareness, driving lead generation, and bolstering customer engagement. Casted's customers include Salesforce, PayPal, HubSpot, Drift, and ZoomInfo. Based in Indianapolis, the company is backed by Revolution Ventures, High Alpha Capital, Elevate Ventures, Tappan Hill Ventures, and more. Learn more at casted.us or Twitter @gocasted. (100 words)

For more on Amplified Marketing and how Casted can help bring your content marketing to life, get in touch with us at [Casted.us](https://casted.us) or request a [demo](#).