

STATISTA CONTENT MARKETING TREND STUDY 2021

THE CONTENT MARKETING TREND STUDY 2021

What is the current state of content marketing worldwide? What strategies are B2B and B2C businesses pursuing and how are these playing out in different regions globally? What are the most important success factors in the field today and which trends and technologies are going to determine the future of content marketing? We surveyed businesses and agencies working in content marketing from around the world to discover the trends that are driving the topic in 2021.

statista 
Content & Design

Statista provides over 1 million statistics and facts covering 600 industries and more than 50 countries on a single platform. It also offers individualised market research, research and analysis services. The Statista Content & Information Design department is specialised in data-based storytelling and the production of visual content such as infographics, animated video, microsites, presentations and corporate publishing.

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OUR MISSION

Every day, we are inundated by hundreds of pieces of information and messages. In order to stand out from the crowd, it is all the more crucial to communicate with succinct and relevant content. Our mission is to design and shape complex information in an easily comprehensible manner using detailed research and solid design – to generate more attention, trust, and leads for your brand.



OUR WORK

We turn data into brand experiences – in an understandable and detailed manner. With our individual graphics, animated videos, presentations, white papers, and interactive microsites.

SEND A REQUEST: content-design@statista.com

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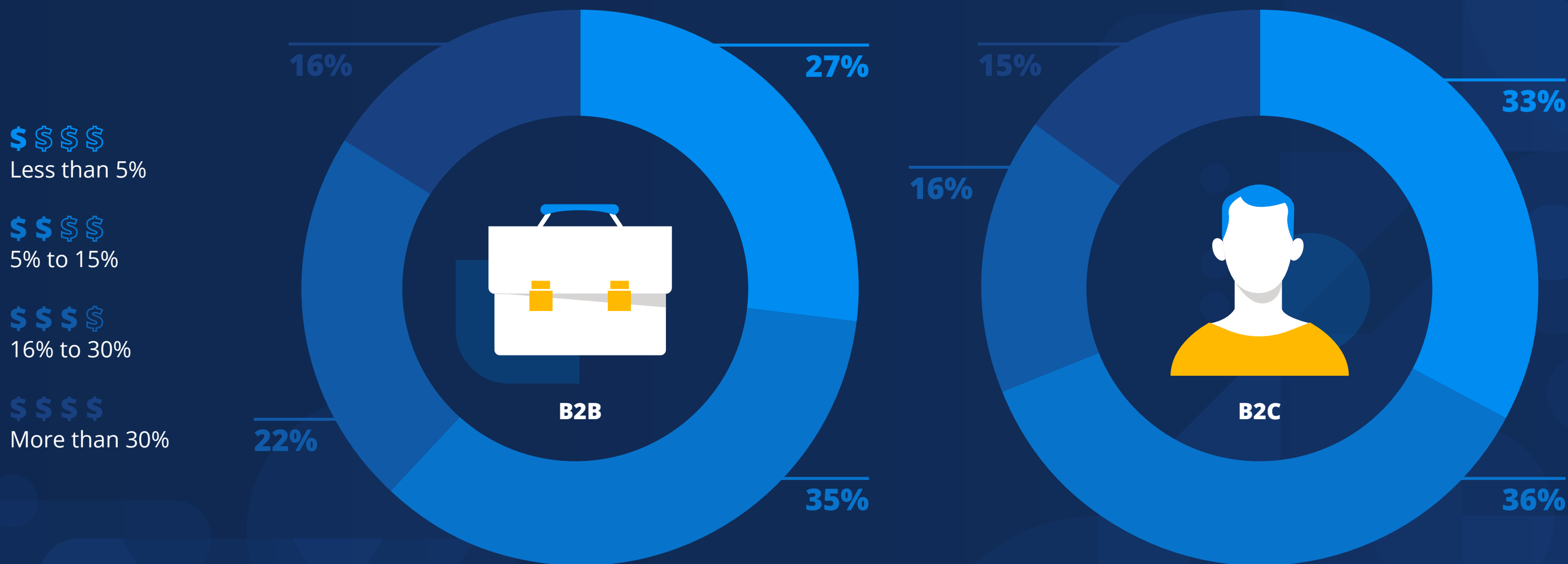
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FEW COMPANIES ALLOCATE MORE THAN 30% OF THEIR MARKETING BUDGET TO CONTENT MARKETING

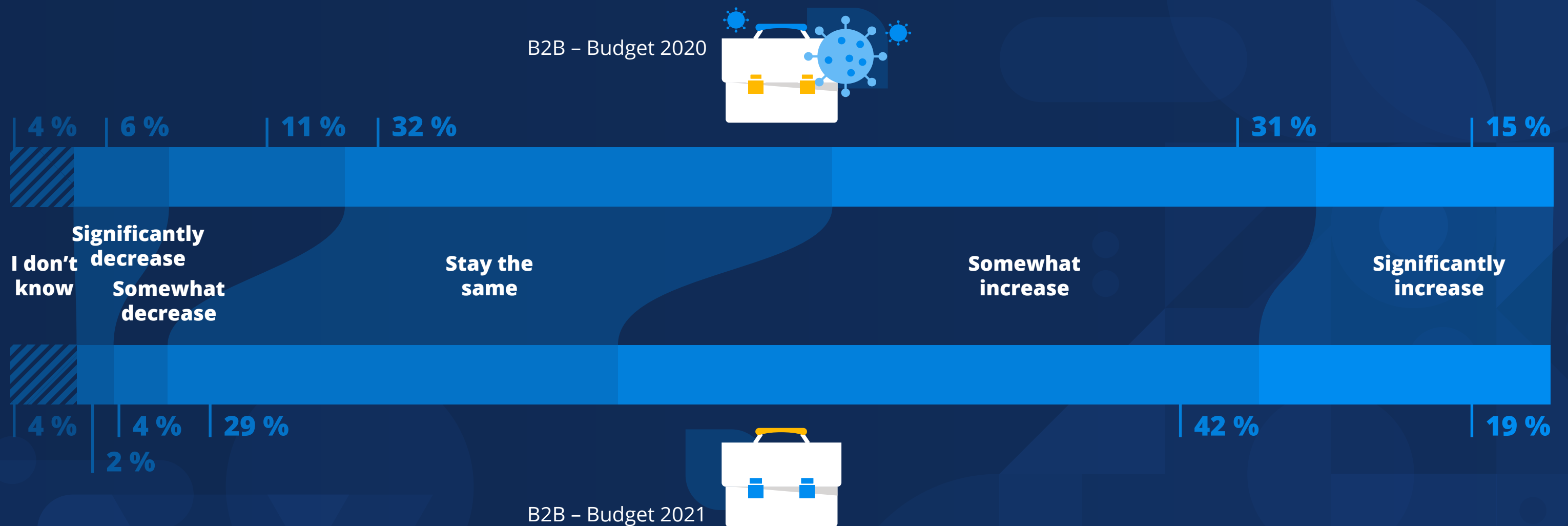
How much of the marketing budget does your company allocate to content marketing?*



* Persons who work in companies that use digital content marketing themselves
 N total = 743; N B2C companies = 373; N B2B companies = 370

OVER 60% OF B2B BUDGETS TO INCREASE THIS YEAR

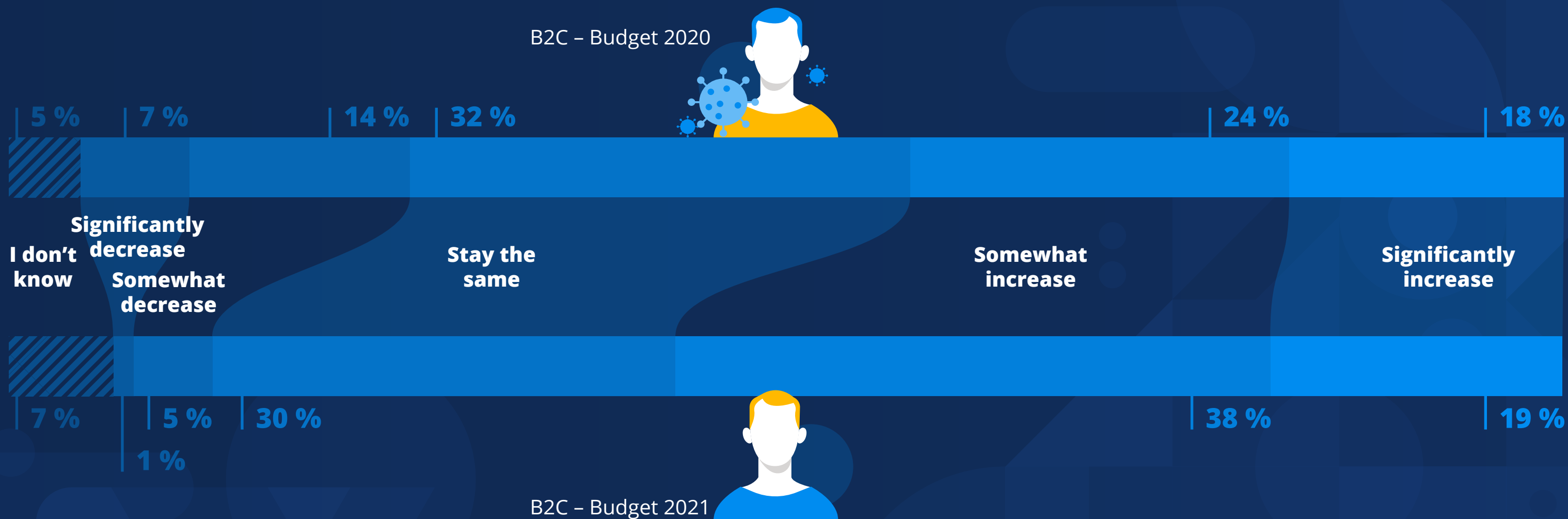
How is your content marketing budget expected to change in 2021 and to what extent did your content marketing spending change in the last year compared to the original planned budget, due to the impact of the pandemic?*



* Persons who work in companies that use digital content marketing themselves
 N B2B companies = 370

OVER 40% OF B2C BUDGETS INCREASED IN SOME WAY LAST YEAR

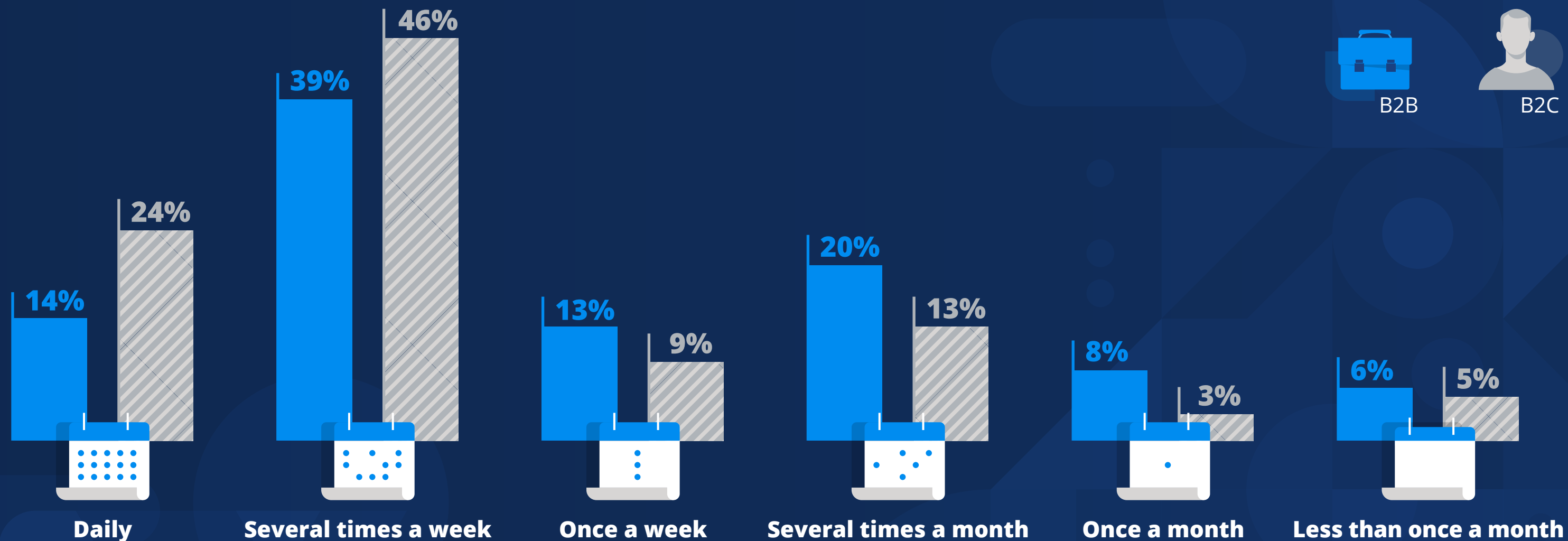
How is your content marketing budget expected to change in 2021 and to what extent did your content marketing spending change in the last year compared to the original planned budget, due to the impact of the pandemic?*



* Persons who work in companies that use digital content marketing themselves
 N B2C companies = 373

OVER 60% OF COMPANIES PUBLISH CONTENT AT LEAST ONCE A WEEK

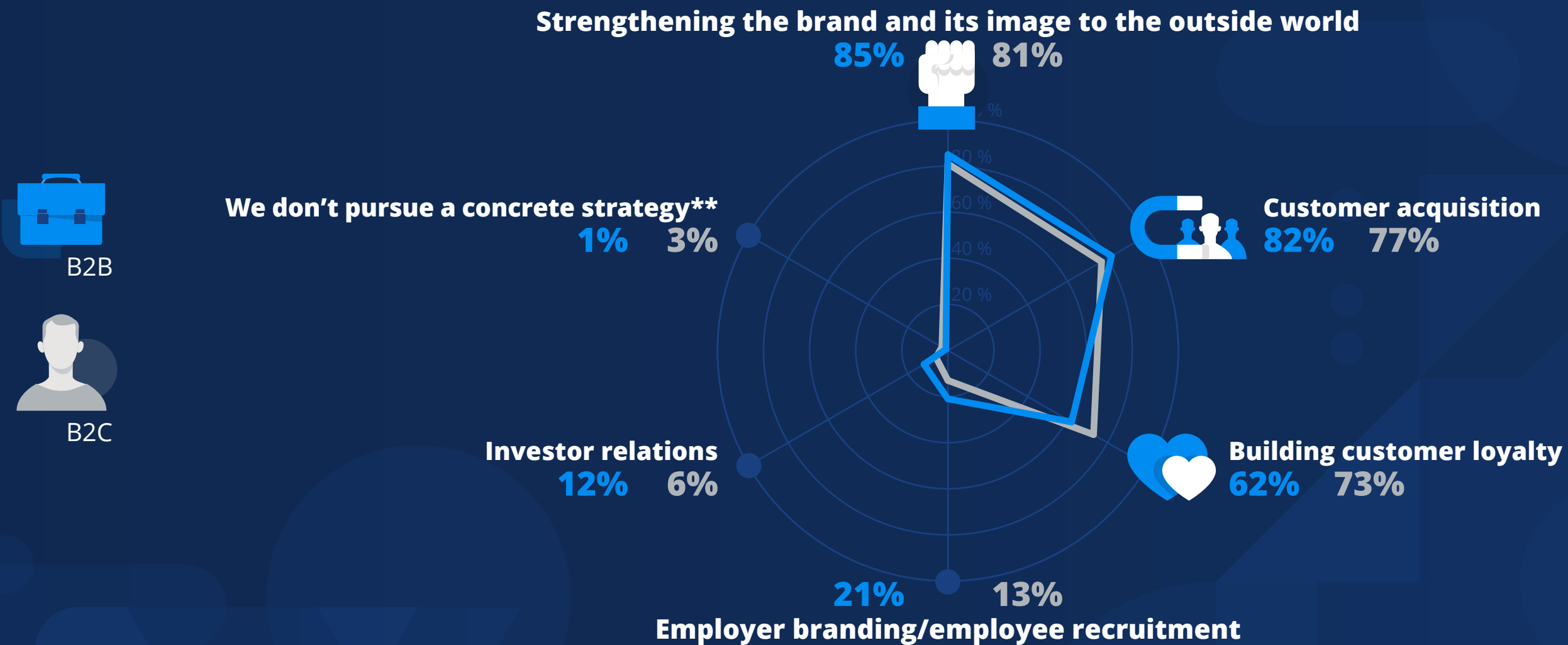
How often do you publish content?*



* Persons who work in companies that use digital content marketing themselves
 N total = 743; N B2C companies = 373; N B2B companies = 370

STRENGTHENING THE BRAND AND ACQUIRING CUSTOMERS ARE THE MAIN CONTENT MARKETING STRATEGIES

What content marketing strategies do you pursue in your company?*



* Multiple selection possible; Persons who work in companies that use digital content marketing themselves; ** Exclusive option
 N total = 743; N B2C companies = 373; N B2B companies = 370

NOT ALL CONTENT MARKETING STRATEGIES ARE CONSIDERED TO BE SUCCESSFUL

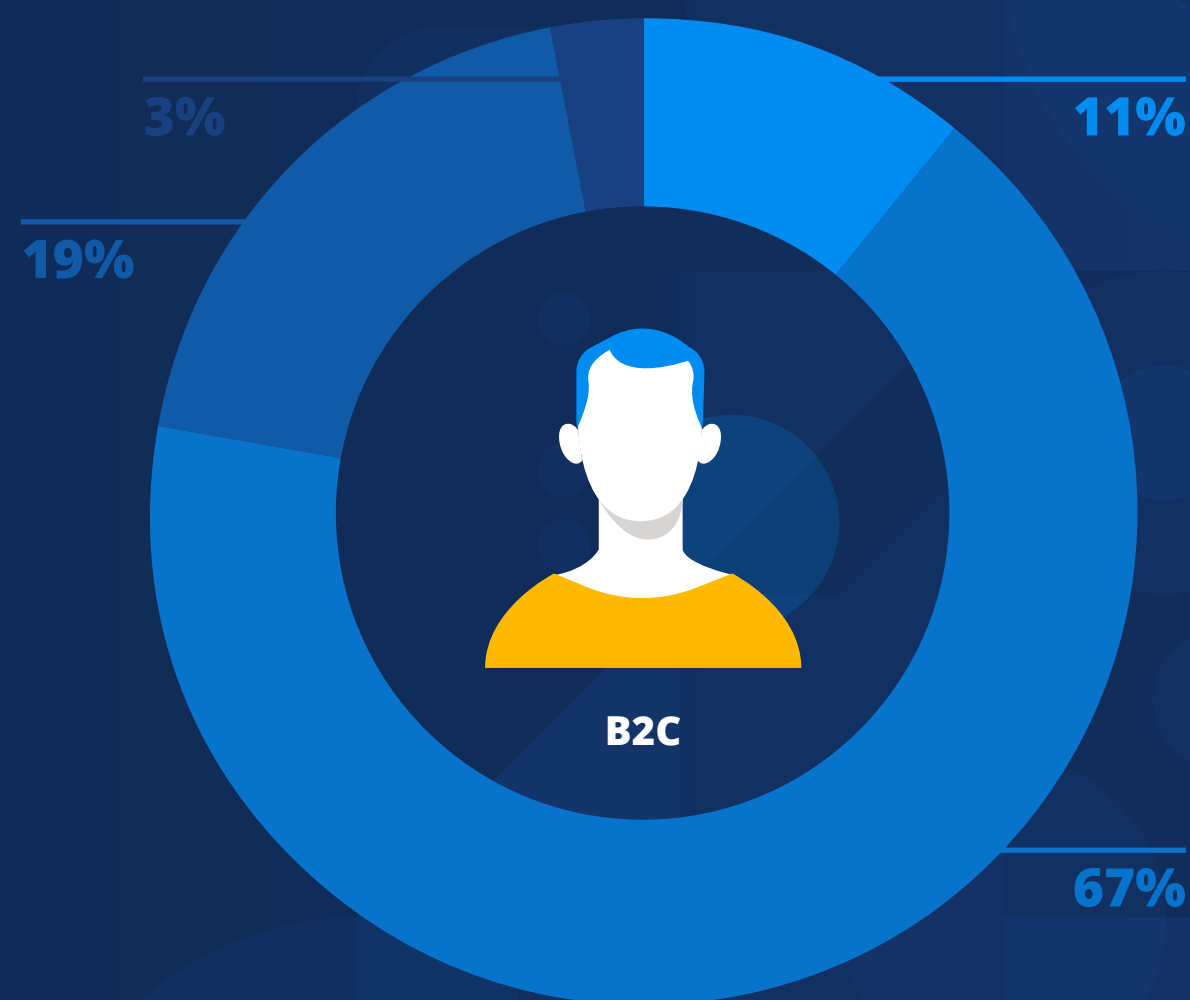
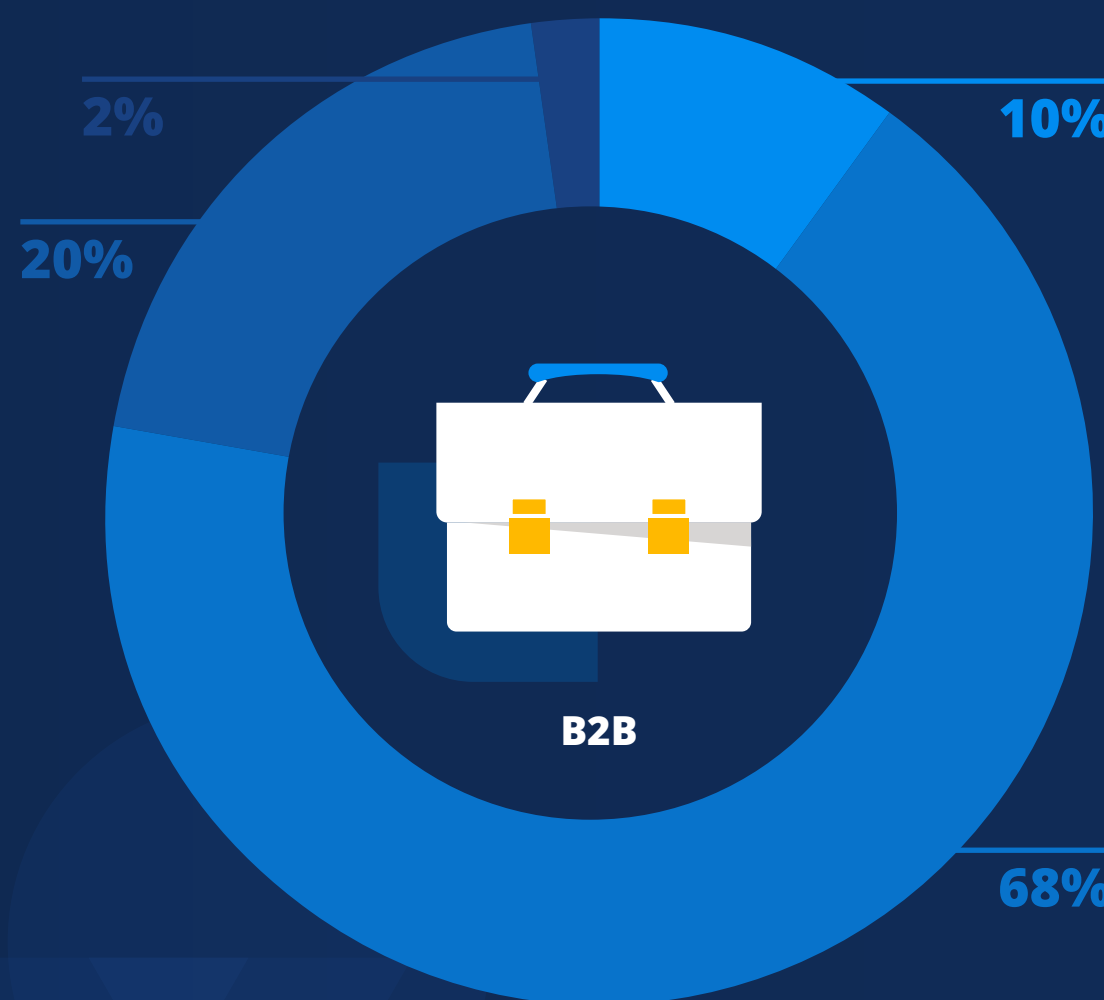
How successful is your content marketing strategy?*

★★★★
Very successful

★★★☆☆
Somewhat successful

★★☆☆☆
Not very successful

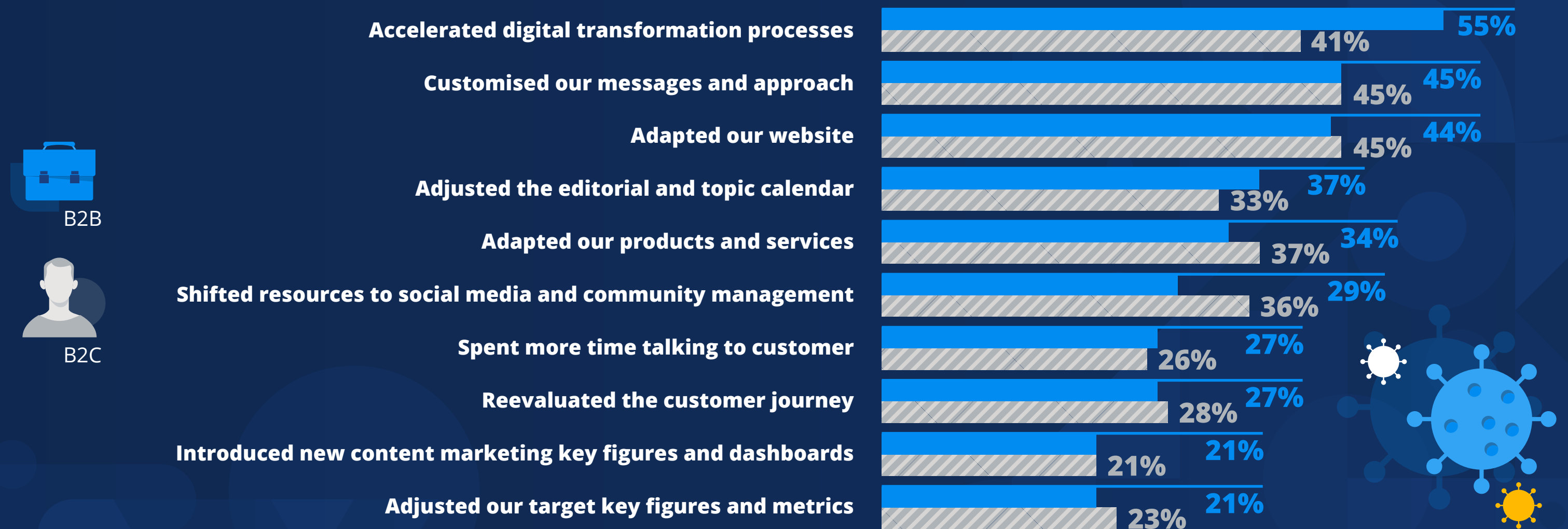
☆☆☆☆
Not successful



* Persons who work in companies that do content marketing themselves and have a content marketing strategy in place
 N total = 727; N B2C companies = 362; N B2B companies = 365

ACCELERATING DIGITAL TRANSFORMATION WAS THE MAIN RESPONSE TO THE PANDEMIC

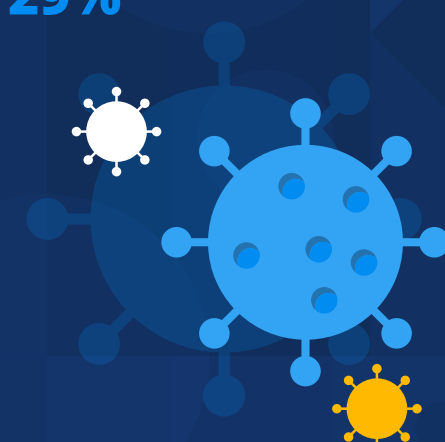
Which of the following changes have you made in your company due to the impact of coronavirus?*



B2B



B2C



* Multiple selection possible; Persons who work in companies that use digital content marketing themselves
 N total = 743; N B2C companies = 373; N B2B companies = 370

SOCIAL MEDIA CONTINUES TO BE THE FRONT RUNNER

Which of the channels below do you use for your content marketing?*

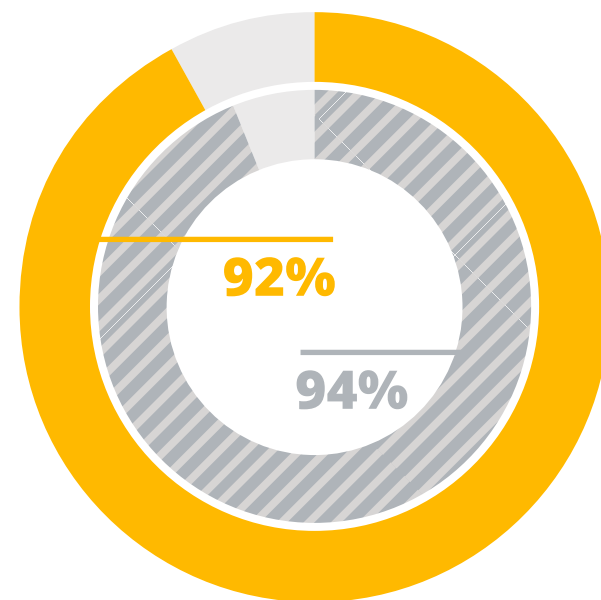


B2B

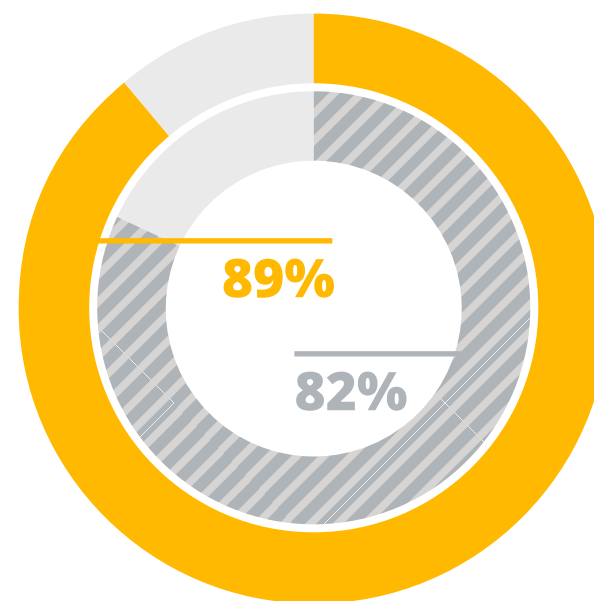


B2C

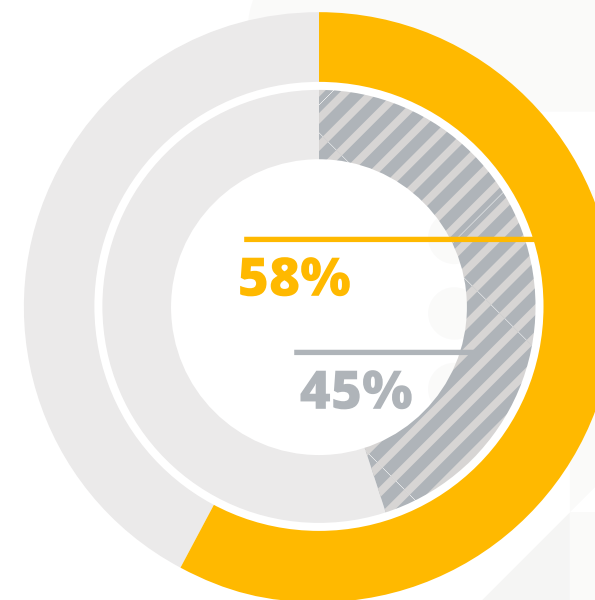
Social media



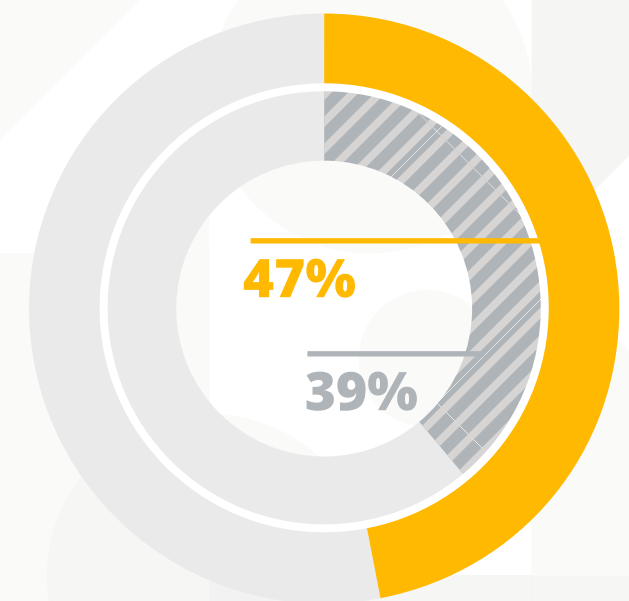
Own website



Blogs



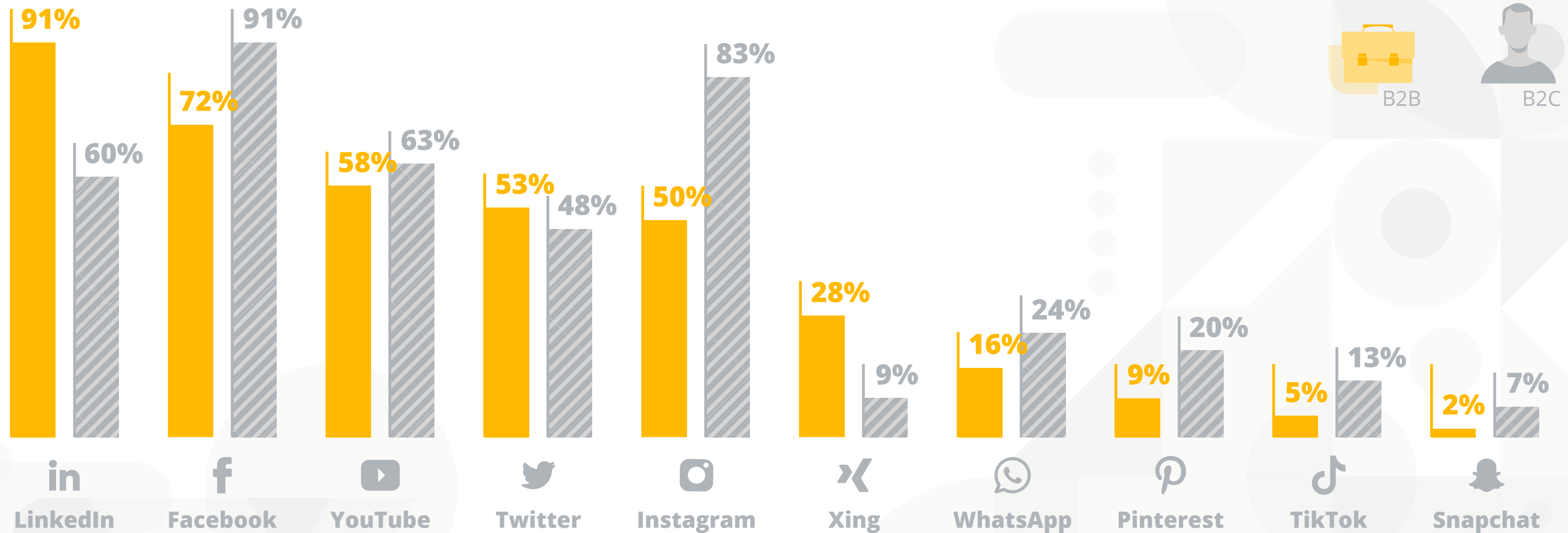
Separate content pages



* Multiple selection possible; Persons who use digital content marketing
 N total = 1100; N B2C companies = 559; N B2B companies = 541

LINKEDIN REMAINS THE PREFERRED SOCIAL MEDIA CHANNEL FOR B2B COMPANIES

Which social media channels do you use for your content marketing?*



* Multiple selection possible; Persons who use digital content marketing and use social media channel for content marketing
 N total = 1026; N B2C companies = 527; N B2B companies = 499

DATA-DRIVEN FORMATS SUCH AS INFOGRAPHICS AND WHITEPAPERS REMAIN POPULAR

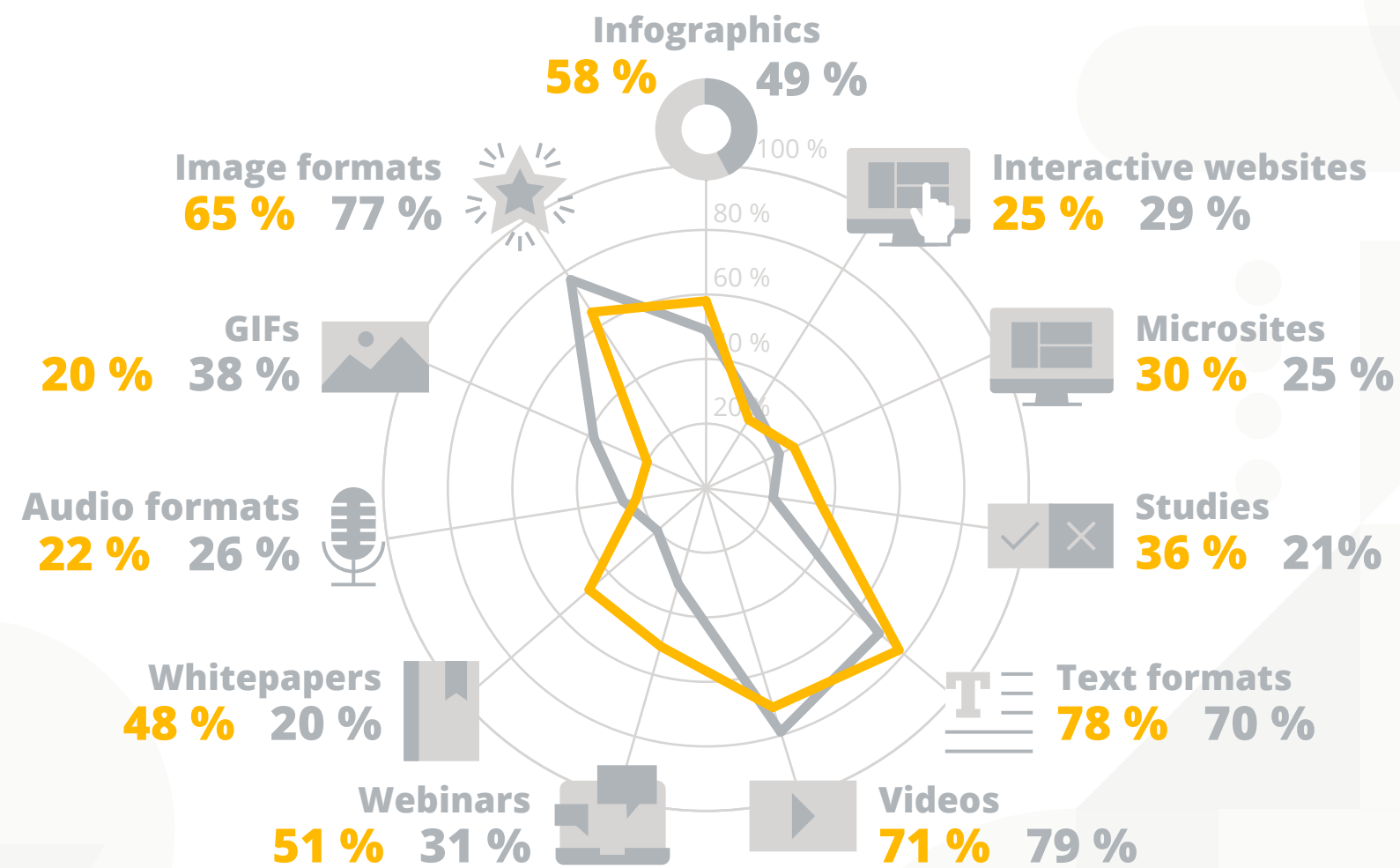
Which formats do you currently use online for your content marketing?*



B2B

Ranking:

- 1 Text formats
- 2 Videos
- 3 Image formats
- 4 Infographics
- 5 Webinars
- 6 Whitepapers
- 7 Studies
- 8 Microsites
- 9 Interactive websites
- 10 Audio formats
- 11 GIFs



B2C

Ranking:

- 1 Videos
- 2 Image formats
- 3 Text formats
- 4 Infographics
- 5 GIFs
- 6 Webinars
- 7 Interactive websites
- 8 Audio formats
- 9 Microsites
- 10 Studies
- 11 Whitepapers

* Multiple selection possible; Persons who use digital content marketing
 N total = 1100; N B2C companies = 559; N B2B companies = 541

AROUND A HALF OF ALL COMPANIES WISH TO USE MORE INFOGRAPHICS

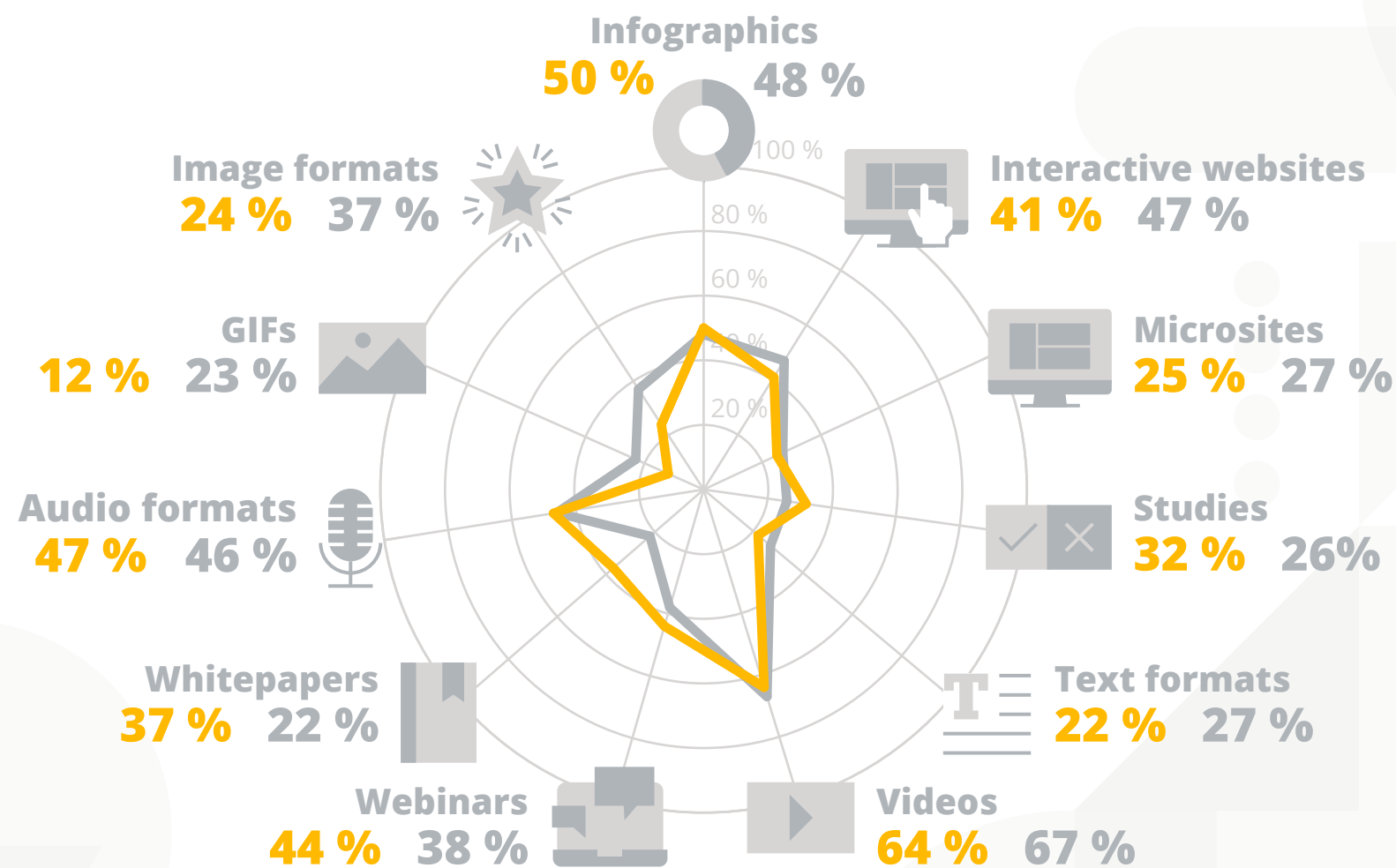
Which formats would you like to use more online for your content marketing in the future?



B2B

Ranking:

- 1 Videos
- 2 Infographics
- 3 Audio formats
- 4 Webinars
- 5 Interactive websites
- 6 Whitepaper
- 7 Studies
- 8 Microsites
- 9 Image formats
- 10 Text formats
- 11 GIFs



B2C

Ranking:

- 1 Videos
- 2 Infographics
- 3 Interactive websites
- 4 Audio formats
- 5 Webinars
- 6 Image formats
- 7 Microsites
- 8 Text formats
- 9 Studies
- 10 GIFs
- 11 Whitepaper

* Multiple selection possible; Persons who use digital content marketing
 N total = 1100; N B2C companies = 559; N B2B companies = 541

LESS THAN A THIRD OF ALL COMPANIES HAVE A SPECIFIC APPROACH TO MEASURING SUCCESS

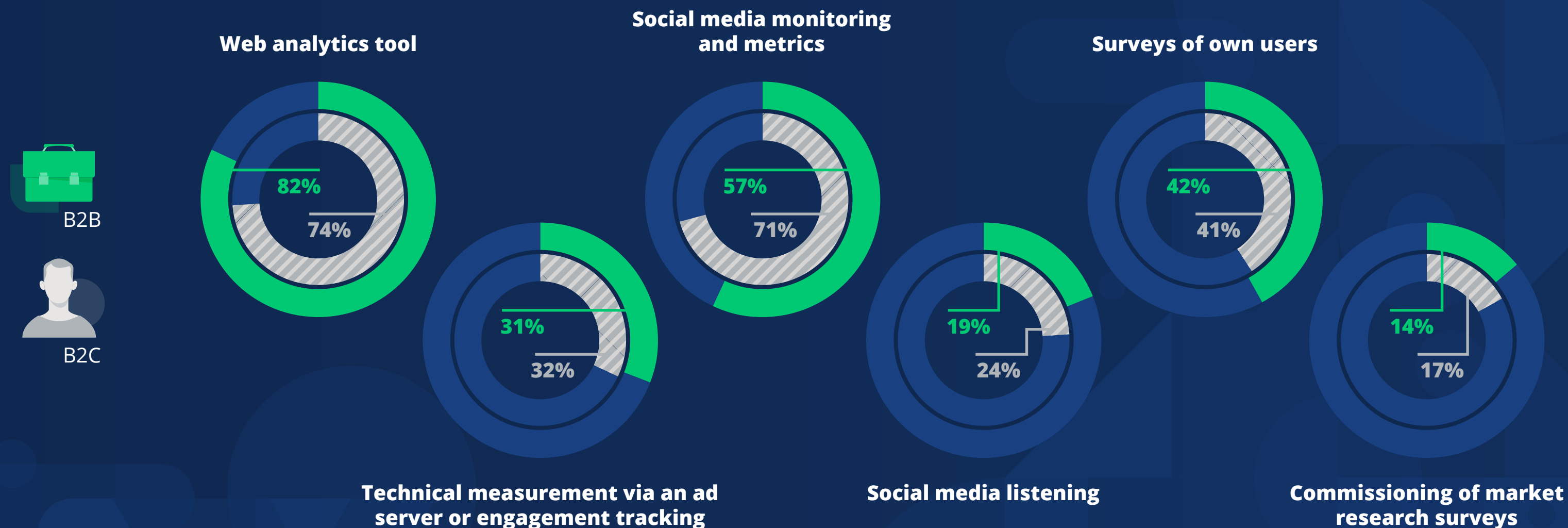
Do you have a specific approach to measuring the success of your content marketing activities?*



* Persons who work in companies that use digital content marketing themselves
N total = 743; N B2C companies = 373; N B2B companies = 370

WEB ANALYTICS TOOLS ARE THE MOST POPULAR CHOICE

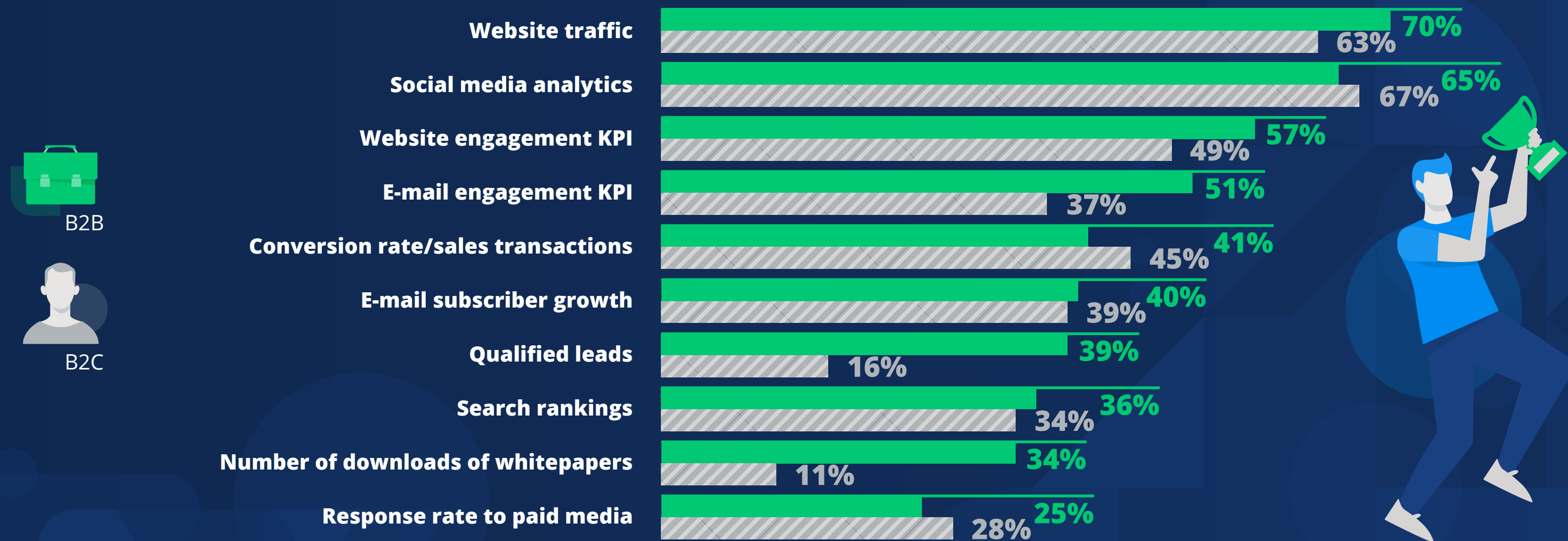
Which of the tools below do you use at least occasionally to measure the success of and/or optimise your content marketing?*



* Multiple selection possible; Persons who work in companies that use digital content marketing themselves
 N total = 743; N B2C companies = 373; N B2B companies = 370

WEBSITE TRAFFIC AND SOCIAL MEDIA ANALYTICS ARE THE MAIN KPIS USED TO MEASURE SUCCESS

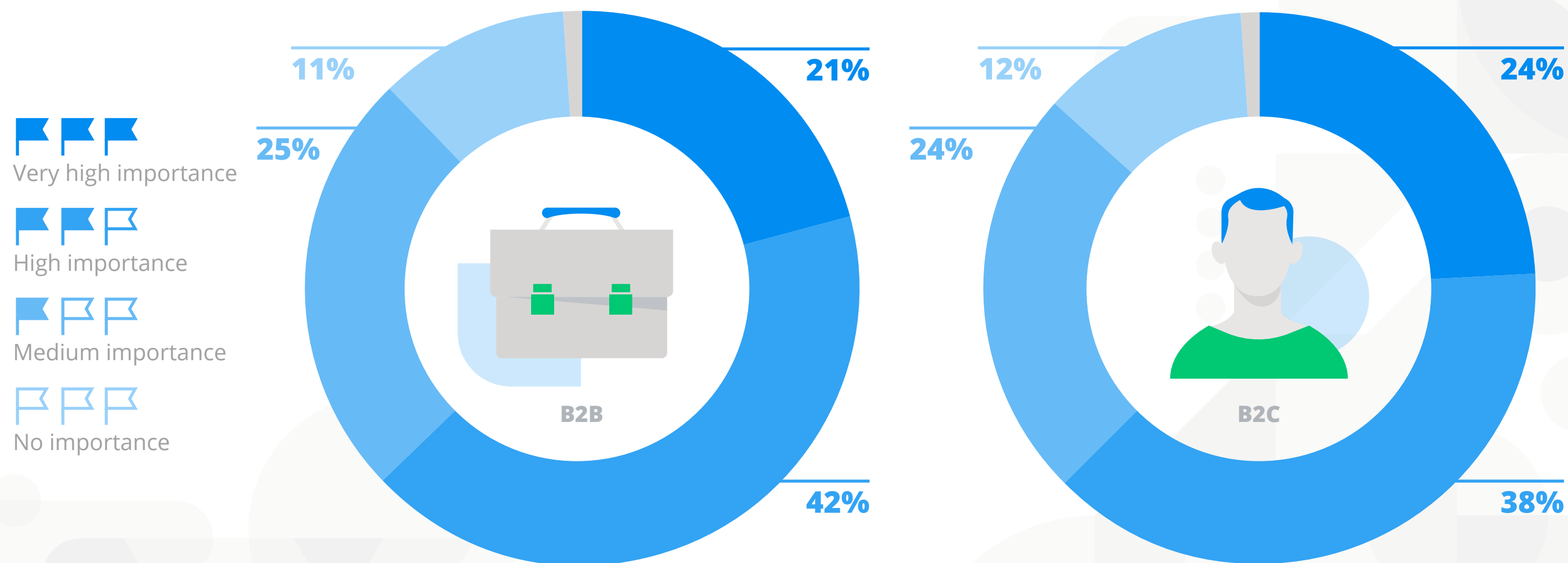
Which of the KPIs below do you use to measure the success of your content marketing activities?*



* Multiple selection possible; Persons who work in companies that use digital content marketing themselves
 N total = 743; N B2C companies = 373; N B2B companies = 370

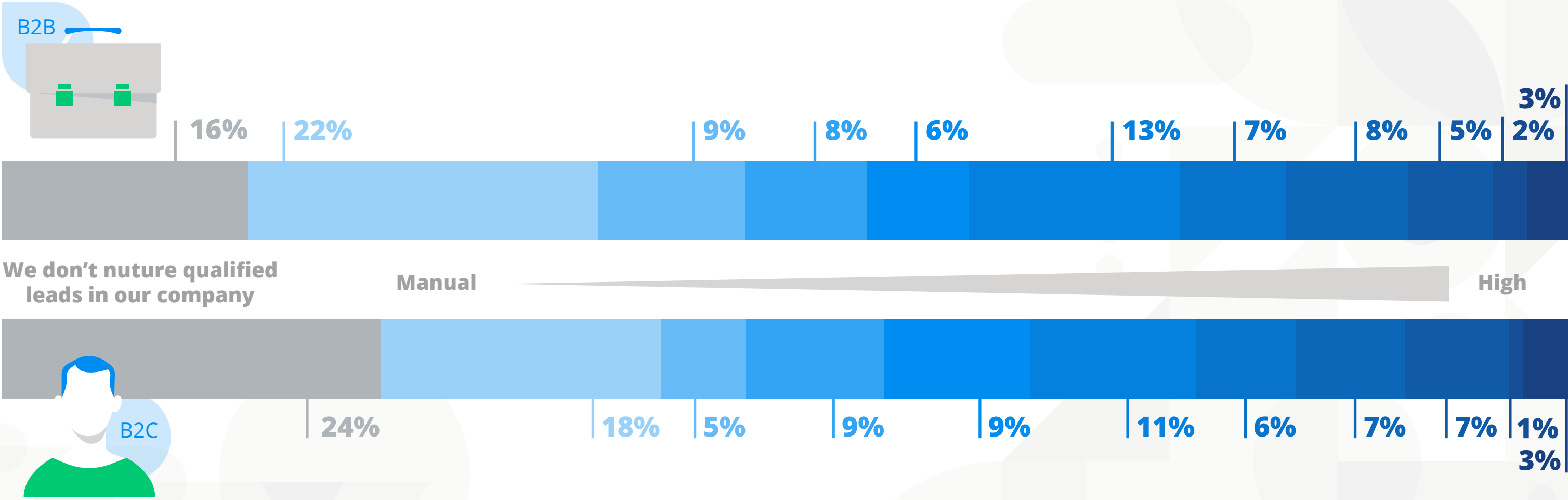
DISTRIBUTING PERSONALISED CONTENT THROUGHOUT THE CUSTOMER JOURNEY IS IMPORTANT

What importance do you attach to distributing personalised content along the customer journey?



VERY FEW COMPANIES HAVE MADE SIGNIFICANT PROGRESS IN AUTOMATED LEAD QUALIFICATION

How much progress has been made in the company in automating the qualification of leads from MQL to SQL?



N total = 1677; N B2C companies = 559; N B2B companies = 541

THERE IS A CLEAR TREND FOR COMMUNITY BUILDING AND PERSONALISED CONTENT

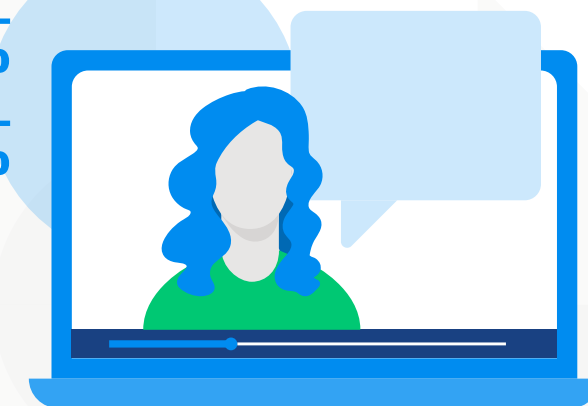
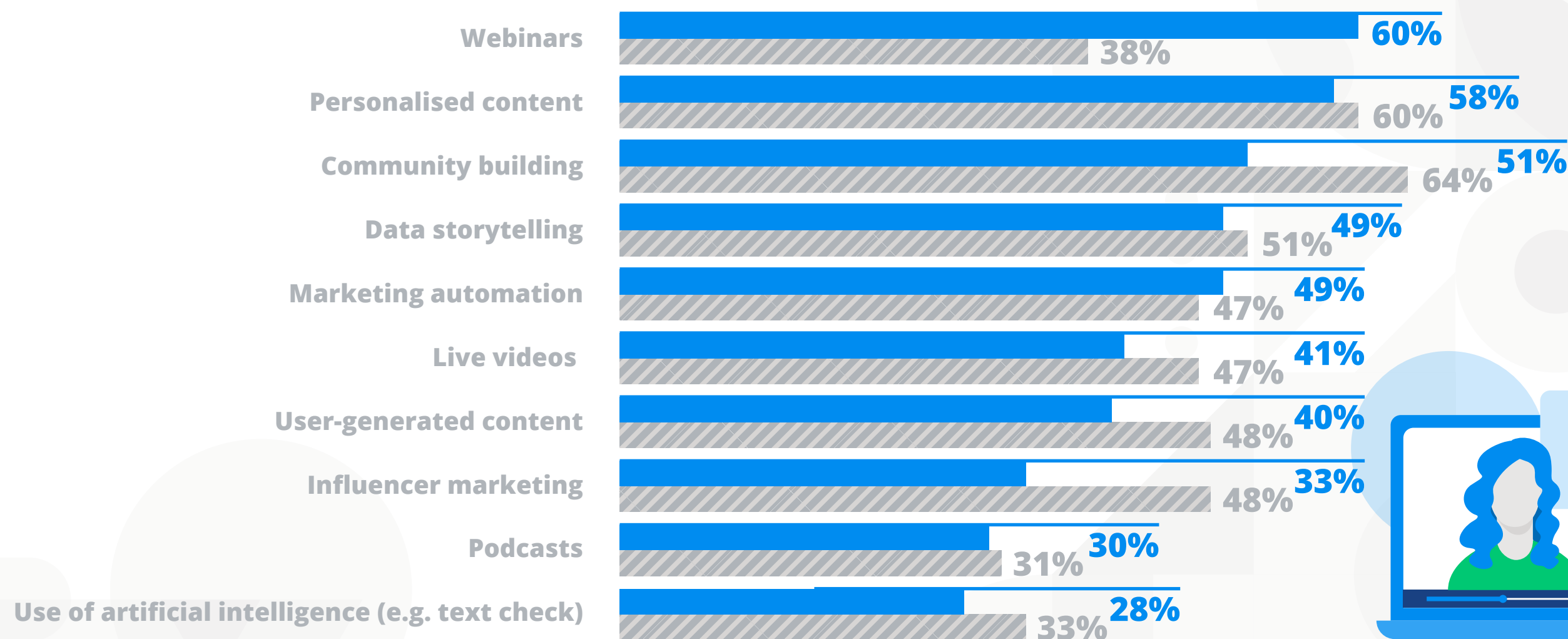
How important are the following topics for your company?



B2B



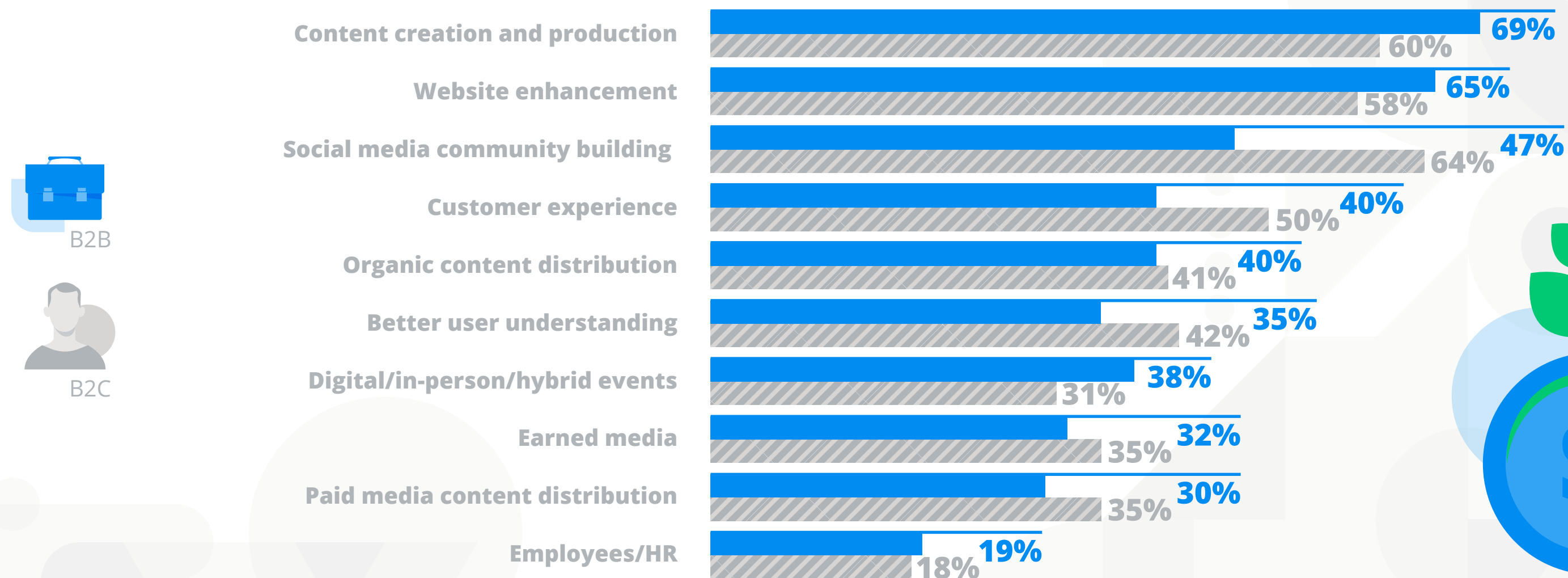
B2C



* Values for "very high importance" and "high importance" combined
 N total = 1677; N B2C companies = 559; N B2B companies = 541

CONTENT CREATION AND PRODUCTION WILL BE THE PREFERRED AREAS OF INVESTMENTS THIS YEAR

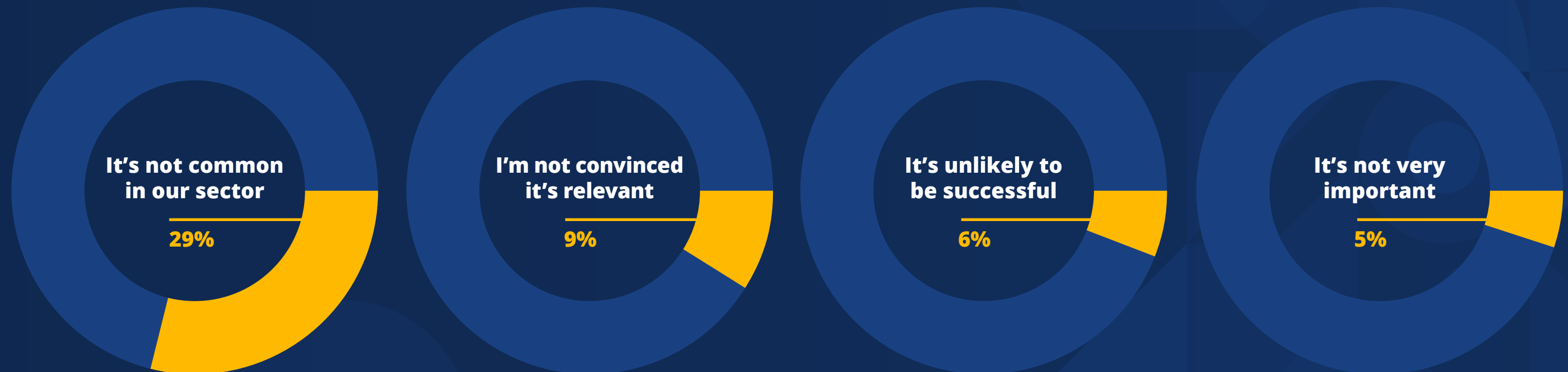
In which of the following content marketing activities/areas do you plan to invest (even) more in 2021?*



* Multiple selection possible; Persons who work in companies that use digital content marketing themselves
 N total = 743; N B2C companies = 373; N B2B companies = 370

OVER A QUARTER OF COMPANIES BELIEVE THAT DIGITAL CONTENT MARKETING IS NOT COMMON IN THEIR SECTOR

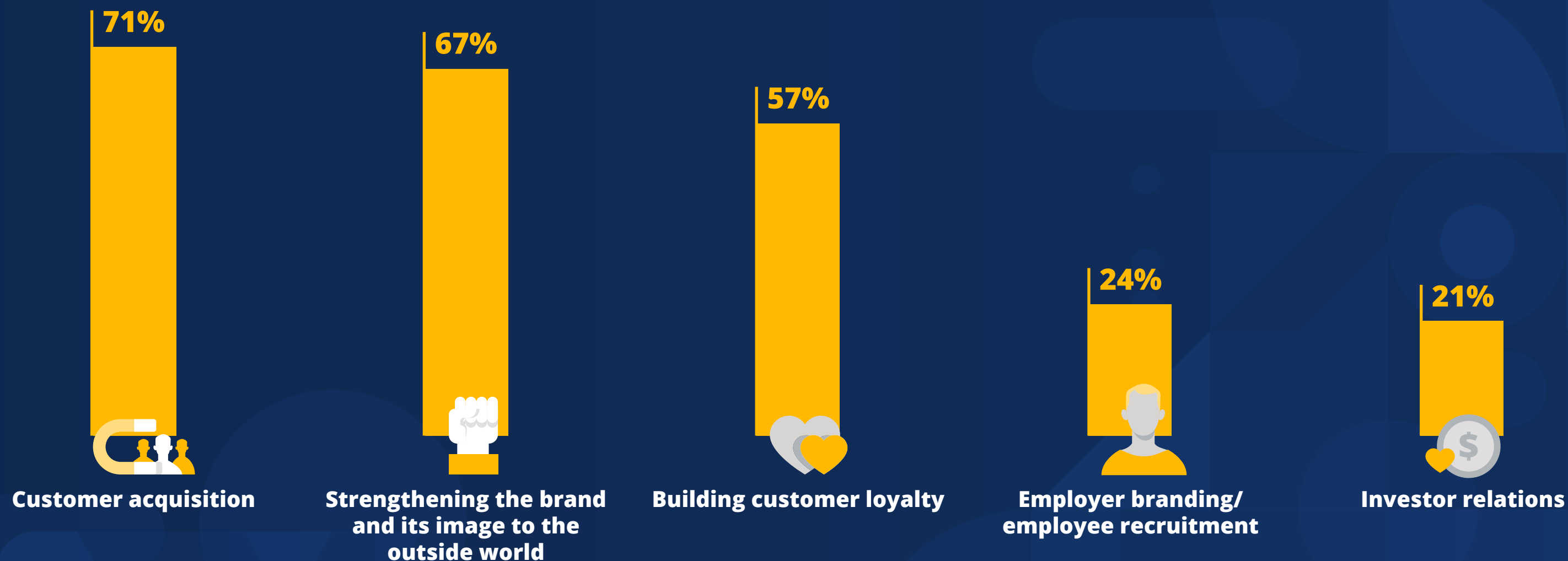
What do you see as barriers to you doing digital content marketing?*



* Multiple selection possible; Persons who do not yet practice digital content marketing or who plan to start digital content marketing soon
N total = 577

ACQUIRING CUSTOMERS IS THE MAIN REASON COMPANIES WANT TO USE DIGITAL CONTENT MARKETING IN FUTURE

What do you want to use digital content marketing for in the future?*



* Multiple selection possible; Persons who plan to start digital content marketing soon
N total = 362

ABOUT THE STUDY – WHO WAS SURVEYED?

A total of 1,677 participants were questioned via an online survey distributed via newsletter between 18 January 2021 and 17 February 2021. The survey was conducted via the Statista, CMCX or Content Marketing Forum mailing lists and people were also made aware of the survey via XING and LinkedIn.

Participants' location

Continent	Percentage of participants	Number of participants
Africa	4%	63
Asia	21%	351
Australia	1%	25
Europe	48%	802
North America (except USA)	7%	110
South America	4%	60
USA	16%	266

Economic regions	Percentage of participants	Number of participants
AMER	26%	436
APAC	19%	324
EMEA	55%	917



Digital content marketing

N total = 1,677

	Percentage of participants	Number of participants
Engage in digital content marketing	66%	1100
Do not engage in digital content marketing	13%	215
Are planning to engage in digital content marketing	22%	362

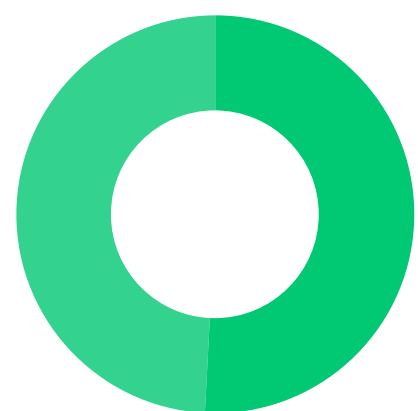


Type of business

N total = 1,100

	Percentage of participants	Number of participants
Companies that engage in content marketing themselves (publishers)	68%	743
Agencies that engage in content marketing (service providers)	32%	357

* People that engage in digital content marketing

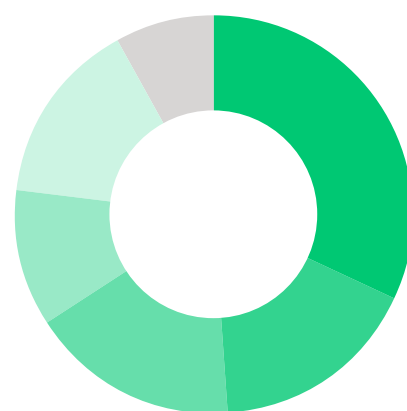


Target group

N total = 1,100

	Percentage of participants	Number of participants
B2C	51%	559
B2B	49%	541

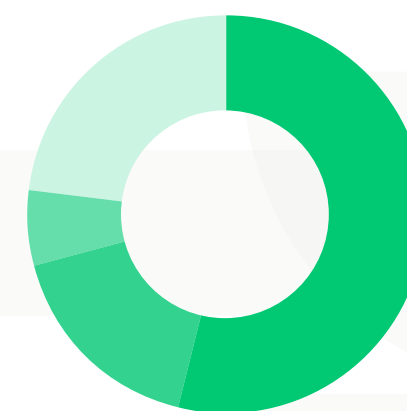
* People that engage in digital content marketing



Position within the company

N total = 1,677

	Percentage of participants	Number of participants
Executive manager/ chairperson/CEO	32%	539
Head of division/ director	17%	292
Team manager/ project manager	17%	290
Employee with supervisory role	11%	182
Employee with no supervisory role	15%	244
None of above positions	8%	130



Size of the company

N total = 1677

	Percentage of participants	Number of participants
Less than 50 employees	54%	904
50 to 249 employees	17%	281
250 to 499 employees	6%	98
500 and more employees	23%	394

Industry in which the company operates*

Industry	Percentage of participants	Number of participants
Automotive	2%	28
Consulting	12%	157
Education	10%	127
Services	5%	70
E-commerce	4%	50
Electronics/software	6%	77
FMCG	2%	21
Health	6%	74
Retail	3%	43
FMCG retail	1%	17
Real estate	2%	29
Industry	6%	83
Industry association	0%	3
Internet	3%	34
Consumer goods	4%	49
Health insurance	0%	4
Financial institution	3%	42
Culture and events	1%	19
Market research	2%	21

Industry	Percentage of participants	Number of participants
Media	5%	65
Public body	2%	22
Human resources	1%	8
Law	0%	6
Telecommunication	2%	22
Tourism	3%	36
Transport and logistics	2%	22
University	1%	17
Union	0%	5
Insurance	1%	16
Utilities	1%	12
Advertising	2%	25
Other	9%	116

* Companies that do not work in an agency; N total = 1,320

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