**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 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

MAPPING 

**MAASTRICHT**

**in de culturele en creatieve industrie**

|  |
| --- |

|  |
| --- |

**Highlights** Groei in cijfers 

Het onderzoek Mapping Maastricht is uitgevoegd door Made2Measure,

onderdeel van het

programma Mode

Maastricht. Dit programma valt onder de 2e pijler van de economische visie “Made in Maastricht”, namelijk de creatieve industrie.

Made2Measure is een

samenwerking met de Universiteit Maastricht. Prof. Rachel Pownall verbindt zich aan Mode Maastricht met haar onderzoek naar de ontwikkelingen binnen de

creatieve industrie. Naast het onderzoek zijn er een PhD en een jaarlijks congres die onder Made2Measure vallen.

Het onderzoek is een vervolg op de zogenaamde Prof Söndermann studie. Deze studie was opgestart als nul-meting van het creatieve veld met het oog op “Maastricht Culturele Hoofdstad”.

Het onderzoek Made2Measure heeft betrekking op de impuls in creatieve industrie 2015-2018. Het onderzoek liep tot en met 2016. De effecten 2017-2018 zijn niet meegenomen in het onderzoek. Dat geldt ook voor de na-ijl effecten (2018 en verder). Deze worden in een mogelijk

vervolgonderzoek wel

meegenomen om exacter het rendement van de impuls

information in an easily comprehensible manner using detailed research and solid

1 op de 6

bedrijven en zelfstandig ondernemers was deel van de creatieve industrie in Maastricht

**Toename aantal bedrijven in Maastricht, 2009-2016**

Kunst &

cultureel

design – to generate more attention, trust, and leads for your brand.

in respectievelijk 2016 en 2015. Dit is hoger

dan het landelijk gemiddelde.

Het aantal zelfstandig ondernemers in de mode sector van Maastricht is twee keer sneller gegroeid dan het landelijk gemiddelde.

**54%**

**24%**

erfgoed **56%**

Mode **54%**

Creatieve

zakelijke

dienstverlening **44%**

Media &

entertainment **40%**

Het aantal zelfstandig

ondernemers in de culturele en creatieve industrie is gegroeid

50%

2016

Het aandeel van de culturele en

met **35%**, dit is vergelijkbaar met het landelijk gemiddelde. 

In 2015 (nieuwste data

beschikbaar) was het relatieve aandeel zelfstandig

ondernemers in de mode in Maastricht twee keer zo groot als in Nederland. Dit aandeel is tussen 2009-2015 met **23%** gegroeid in Maastricht, in vergelijking met **2% i**n

**Fashion FTE Growth**

**2009-2016**

2009

**1,171**

**1,736**

|  |  |  |
| --- | --- | --- |
|  |  |  |

creatieve industrie in de economie van Maastricht is met bijna 20% gegroeid in de periode 2009-2016. Het aantal Maastrichtse bedrijven in de culturele en creatieve industrie is met bijna **50%** gegroeid in de afgelopen 8 jaar met beschikbare data.

Nederland.

**Totaal aantal creatieve bedrijven**

****

**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

**statista.design/en**

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**CONTENT MARKETING STRATEGY**

**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?\***

**16%**

**$**

Less than 5%

**$ $**

5% to 15%

**$ $ $**

16% to 30%

**27%**

**16%**

**15%**

**33%**

**$ $ $ $**

More than 30%

**22%**

**B2B B2C 35%**

**36%**

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

**CONTENT MARKETING STRATEGY 6**

**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?\***

B2B – Budget 2020

**4 % 6 % 11 % 32 % 31 % 15 % Significantly**

**I don’t decrease**

**Stay the**

**Somewhat**

**Significantly**

**know**

**Somewhat same decrease**

**increase**

**increase**

**4 % 4 % 2 %**

**29 % 42 % 19 %** B2B – Budget 2021

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

**CONTENT MARKETING STRATEGY 7**

**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?\***

B2C – Budget 2020

**5 % 7 % 14 % 32 % 24 % 18 % Significantly**

**I don’t decrease**

**Stay the**

**Somewhat**

**Significantly**

**know**

**Somewhat same decrease**

**increase**

**increase**

**7 % 5 % 19 %**

**30 % 38 %**

**1 %**

B2C – Budget 2021

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

**CONTENT MARKETING STRATEGY 8**

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

**How often do you publish content?\***

**46%**

**39%**

B2B B2C

**24%**

**20%**

**14%**

**13%**

**9%**

**13%**

**5%**

**8% 6% 3%**

**Daily Several times a week Once a week Several times a month Once a month Less than once a month**

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

**CONTENT MARKETING STRATEGY 9**

**STRENGTHENING THE BRAND AND ACQUIRING CUSTOMERS ARE THE MAIN CONTENT MARKETING STRATEGIES What content marketing strategies do you pursue in your company?\***

**Strengthening the brand and its image to the outside world**

**85% 81%**

100 %

80 %

B2B B2C

**We don’t pursue a concrete strategy\*\* 1% 3%**

**Investor relations**

**12% 6%**

60 %

40 %

20 %

**21% 13%**

**Customer acquisition 82% 77%**

**Building customer loyalty 62% 73%**

**Employer branding/employee recruitment**

\* 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

**CONTENT MARKETING STRATEGY 10**

**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

**2%**

**20%**

**10% 3% 11% 19%**

**B2B B2C**

**68%**

**67%**

\* 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

**CONTENT MARKETING STRATEGY 11**

**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

**Accelerated digital transformation processes Customised our messages and approach Adapted our website**

**Adjusted the editorial and topic calendar**

**33%**

**41%**

**45%**

**45%**

**37%**

**34%**

**55%**

**45%**

**44%**

**Adapted our products and services**

**37%**

B2C

**Shifted resources to social media and community management Spent more time talking to customer**

**Reevaluated the customer journey**

**26%**

**28%**

**36% 27%**

**27%**

**29%**

**Introduced new content marketing key figures and dashboards Adjusted our target key figures and metrics**

\* 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

**21%**

**23%**

**21% 21%**

**12**

**FORMATS AND CHANNELS**

**SOCIAL MEDIA CONTINUES TO BE THE FRONT RUNNER Which of the channels below do you use for your content marketing?\***

B2BB2C

**Social media**

**92%**

**94%**

**Own website**

**89%**

**82%**

**Blogs**

**Separate**

**content pages**

**58%**

**45%**

**47%**

**39%**

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

**FORMATS AND CHANNELS 13**

**LINKEDIN REMAINS THE PREFERRED SOCIAL MEDIA CHANNEL FOR B2B COMPANIES**

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

**91%**

**60%**

**72%**

**91%**

**63%**

**58%53% 50% 48%**

**83%**

**28%**

**16%**

**24% 20%**

B2B B2C**13%7%**

**9%**

**9% 5% 2%**

**LinkedIn Facebook YouTube Twitter Instagram Xing WhatsApp Pinterest TikTok Snapchat**

\* 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

**FORMATS AND CHANNELS 14**

**DATA-DRIVEN FORMATS SUCH AS INFOGRAPHICS AND WHITEPAPERS REMAIN POPULAR**

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

**Infographics**

**58 % 49 %**

**Image formats**

100 %

**Interactive websites**

B2B B2C

**65 % 77 %**

80 %

**25 % 29 %**

**Ranking: Ranking:** 60 %

**1**

**2**

**3**

**4**

**5**

**6**

**7**

**8**

**9**

**10**

Text formats

Videos

Image formats

Infographics

Webinars

Whitepapers

Studies

Microsites

Interactive websites Audio formats

**GIFs**

**20 % 38 %**

**Audio formats**

**22 % 26 %**

**Whitepapers**

**48 % 20 %**

**Webinars**

40 %

20 %

T

**Videos**

**Microsites**

**30 % 25 %**

**Studies**

**36 % 21%**

**Text formats**

**78 % 70 %**

**1**

**2**

**3**

**4**

**5**

**6**

**7**

**8**

**9**

**10**

Videos

Image formats

Text formats

Infographics

GIFs

Webinars

Interactive websites Audio formats

Microsites

Studies

**11**

GIFs

**51 % 31 %**

**71 % 79 %**

**11**

Whitepapers

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

**FORMATS AND CHANNELS 15**

**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?**

**Infographics**

**50 % 48 %**

**Image formats**

100 %

**Interactive websites**

B2B B2C

**24 % 37 %**

80 % 60 %

**41 % 47 %**

**Ranking: Ranking:**

**1**

**2**

**3**

**4**

**5**

**6**

**7**

**8**

**9**

**10**

Videos

Infographics

Audio formats

Webinars

Interactive websites Whitepaper

Studies

Microsites

Image formats

Text formats

**GIFs**

**12 % 23 %**

**Audio formats**

**47 % 46 %**

**Whitepapers**

**37 % 22 %**

**Webinars**

40 %

20 %

T

**Videos**

**Microsites**

**25 % 27 %**

**Studies**

**32 % 26%**

**Text formats**

**22 % 27 %**

**1**

**2**

**3**

**4**

**5**

**6**

**7**

**8**

**9**

**10**

Videos

Infographics

Interactive websites Audio formats

Webinars

Image formats

Microsites

Text formats

Studies

GIFs

**11**

GIFs

**44 % 38 %**

**64 % 67 %**

**11**

Whitepaper

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

**16**

**PERFORMANCE MEASUREMENT**

**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?\***

B2B

**32% 51% 16%**

**Yes Sort of No**

**32% 49% 19%**B2C

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

**PERFORMANCE MEASUREMENT 17**

**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?\***

**Social media monitoring**

**Web analytics tool**

**and metrics Surveys of own users**

B2B B2C

**82%**

**74%**

**31%**

**32%**

**57%**

**71%**

**19%**

**24%**

**42%**

**41%**

**14%**

**17%**

**Technical measurement via an ad**

**server or engagement tracking**

\* 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 listening Commissioning of market research surveys**

**PERFORMANCE MEASUREMENT 18**

**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?\***

**Website traffic**

**70% 63%**

**Social media analytics Website engagement KPI E-mail engagement KPI**

**37%**

**67%**

**49%**

**51%**

**65%**

**57%**

B2B B2C

**Conversion rate/sales transactions E-mail subscriber growth**

**Qualified leads**

**16%**

**39% 39%**

**45% 40%**

**41%**

**Search rankings**

**Number of downloads of whitepapers**

**11%**

**34% 34%**

**36%**

**Response rate to paid media**

\* 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

**28%**

**25%**

**19**

**TRENDS AND OPINIONS**

**DISTRIBUTING PERSONALISED CONTENT THROUGHOUT THE CUSTOMER JOURNEY IS IMPORTANT**

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

Very high importance High importance Medium importance No importance

**11%**

**25%**

**21% 12% 24%24%**

**B2B B2C**

**42%**

**38%**

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

**TRENDS AND OPINIONS 20**

**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?**

B2B

**3%**

**16% 22% 9% 8% 6% 13% 7% 8% 5% 2%**

**Manual High We don’t nuture qualified leads in our company**

**24% 18% 5% 9% 9% 11% 6% 7% 7% 1%**

B2C

**3%**

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

**TRENDS AND OPINIONS 21**

**THERE IS A CLEAR TREND FOR COMMUNITY BUILDING AND PERSONALISED CONTENT**

**How important are the following topics for your company?**

**Webinars**

**Personalised content**

**60% 38% 60%**

**58%**

B2B

**Community building Data storytelling**

**51%**

**49%**

**51%**

**64%**

B2C

**Marketing automation Live videos**

**User-generated content Influencer marketing Podcasts**

**47%**

**47%**

**48%**

**48%**

**31%**

**49%**

**41%**

**40%**

**33%**

**30%**

**Use of artificial intelligence (e.g. text check)**

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

**33%**

**28%**

**TRENDS AND OPINIONS 22**

**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?\***

**Content creation and production**

**69% 60%**

**Website enhancement**

**58%**

**65%**

B2B

**Social media community building Customer experience**

**Organic content distribution**

**41%**

**64%**

**50%**

**40%**

**47%**

**40%**

B2C

**Better user understanding Digital/in-person/hybrid events**

**31%**

**42%**

**38%**

**35%**

**Earned media**

**Paid media content distribution**

**Employees/HR**

\* 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

**35%**

**35%**

**18%**

**32%**

**30%**

**19%**

**23**

**STARTING CONTENT MARKETING**

**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?\***

**It’s not common in our sector**

**I’m not convinced it’s relevant**

**It’s unlikely to be successful**

**It’s not very important**

**29% 9% 6% 5%**

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

**24**

**STARTING CONTENT MARKETING**

**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?\***

**71%67%**

**57%**

**24% 21%**

**Customer acquisition Strengthening the brand and its image to the**

**outside world**

**Building customer loyalty Employer branding/ employee recruitment**

**Investor relations**

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

**25**

**REPORT AND METHODOLOGY**

**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

**Digital content**

**Type of**

Africa 4% 63 Asia 21% 351 Australia 1% 25 Europe 48% 802

North America

(except USA) 7% 110

Number of

participants

Engage in digital

**marketing** N total = 1,677

Percentage of participants

Number of

participants

Companies

**business**

N total = 1,100

Percentage of participants

South America 4% 60 USA 16% 266

content marketing 66% 1100 Do not engage in

that engage in content marketing

68% 743

Economic regions

Percentage of participants

Number of participants

digitial content marketing

Are planning to engage in digital

13% 215 22% 362

themselves

(publishers)

Agencies that engage in content

AMER 26% 436 APAC 19% 324

content marketing

marketing (service providers)

32% 357

EMEA 55% 917

\* People that engage in digital content marketing

**Target group** N total = 1,100

**Position within the company** N total = 1,677

**REPORT AND METHODOLOGY 26**

**Size of the**

**company**

N total = 1677

Percentage of participants

Number of participants

Percentage of participants

Number of participants

Percentage of participants

Number of participants

B2C 51% 559 B2B 49% 541

\* People that engage in digital content marketing

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

Less than 50

employees 54% 904 50 to 249

employees 17% 281 250 to 499

employees 6% 98 500 and more

employees 23% 394

**REPORT AND METHODOLOGY 27**

**Industry in which the company operates\***

Industry

Percentage of participants

Number of participants

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

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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