

# MANUFACTURING

# CONTENT MARKETING

BENCHMARKS, BUDGETS,  
AND TRENDS



INSIGHTS FOR 2022

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## SURVEY TERM DEFINITIONS

**Content Marketing:** A strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience—and, ultimately, to drive profitable customer action.

**Success:** Achieving your organization’s desired/targeted results.

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### LISA MURTON BEETS

Research Director & Report Author, CMI

### STEPHANIE STAHL

General Manager, CMI

### ROBERT ROSE

Chief Strategy Advisor, CMI

### KIM MOUTSOS

VP Content, CMI

### JOSEPH “JK” KALINOWSKI

Creative Director, CMI

### AMIE CANGELOSI

Marketing Director, CMI

### KAREN SCHOPP

Account Manager, CMI

**W**elcome to the Manufacturing Content Marketing Benchmarks, Budgets, and Trends with Insights for 2022 report. This report looks back on the last 12 months and includes expectations for 2022.

This year's research suggested that the pandemic awoke a sleeping giant – content marketing, that is. Without in-person events and face-to-face selling, many who had previously paid little attention to content marketing suddenly became aware of its power. More content marketers got a seat at the table and helped keep many businesses on their audiences' radar. Some discovered new audiences altogether.

Videos and virtual events/webinars were big over the last 12 months with the manufacturing marketers we surveyed. In addition, 85% expect continued investment in video in 2022, making it the top area of predicted investment.

Yet manufacturing marketers continue to face content marketing challenges within their organizations: 51% said they are challenged with creating valuable content instead of sales-oriented content as well as with overcoming the traditional marketing and sales mindset. Fifty percent said they are challenged with accessing subject matter experts to create content.

If manufacturing marketers can overcome these challenges, they'll improve their odds of achieving greater content marketing success in the coming year.

Here's to a successful 2022!

## KEY FINDINGS

### **Manufacturing marketers were asked to do more with the same resources in the last 12 months.**

75% of respondents said they were asked to do more with the same resources in the last 12 months. Most (59%) have small teams serving the entire organization. See pages 7 and 10.

### **Videos were the top content type produced as well as the top predicted area of content marketing investment for 2022.**

The top three types of content created in the last 12 months were videos (86%), short articles/posts (83%), and virtual events/webinars/online courses (70%). Videos also were the content type manufacturing marketers said produced the best results. It makes sense then, that 85% expect their organization to invest in video in 2022. See pages 16, 17, and 35.

### **The percentage of those who produced virtual events/webinars/online courses increased to 70% from 55% the previous year.**

70% of respondents said their organization produced virtual events/webinars/online courses in the last 12 months. That's up from 55% the previous year. See page 16.

### **Manufacturing marketers are mainly using content marketing to create brand awareness.**

While 88% said they used content marketing successfully to create brand awareness in the last 12 months, only 67% used it to build credibility/trust and 63% to educate the audience. See page 27.

### **64% expect their 2022 content marketing budget to be higher than their 2021 budget.**

36% of respondents who are familiar with their company's content marketing budget said their 2021 budget increased over 2020. In addition, 64% expect their 2022 content marketing budget to increase over their 2021 budget. See page 30.

### **56% expect to increase investment in in-person events in 2022.**

56% said they expect to increase investment in in-person events, 31% in hybrid events, and 27% in digital events. See page 31.

### **Manufacturing marketers' top three content marketing challenges are internal.**

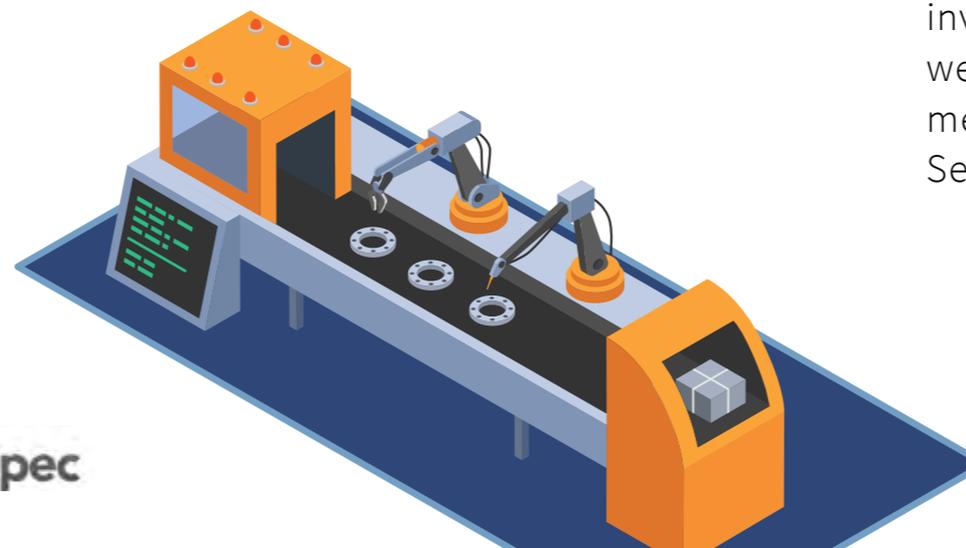
Respondents said their top three content marketing challenges are creating valuable content instead of sales-oriented content (51%), overcoming the traditional marketing and sales mindset (51%), and accessing subject matter experts to create content (50%). See page 33.

### **Changes to SEO/search algorithms and data management/analytics are top-of-mind issues in 2021/2022.**

The top two content marketing-related areas that will be important to manufacturing marketers are changes to SEO/search algorithms (62%) and data management/analytics (61%). See page 34.

### **In addition to spending more on video, manufacturing marketers expect more investment in events, owned-media assets, and paid media in 2022.**

We asked respondents which areas of content marketing they expect their organizations to invest in during 2022. The top four answers were videos (85%), events (68%), owned-media assets (59%), and paid media (57%). See page 35.

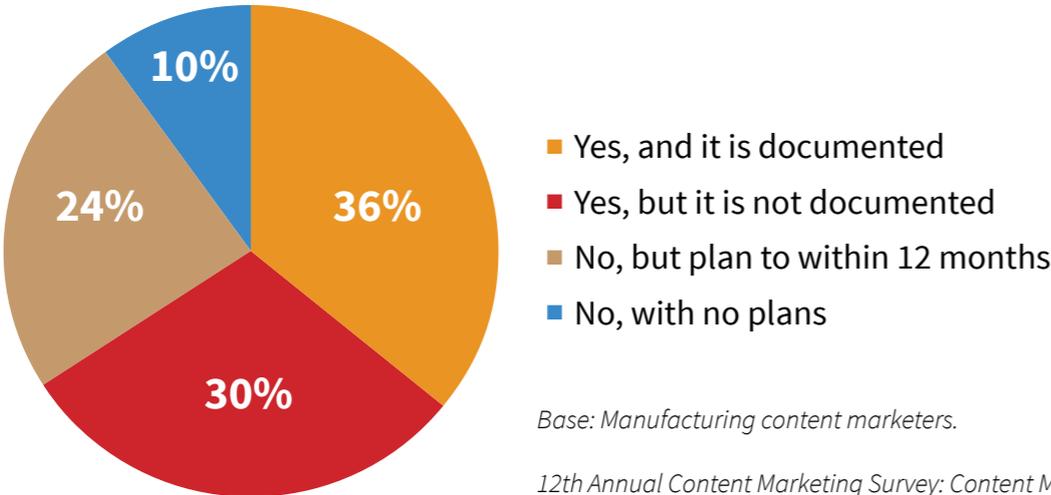


# STRATEGY, OPINIONS & OVERALL SUCCESS



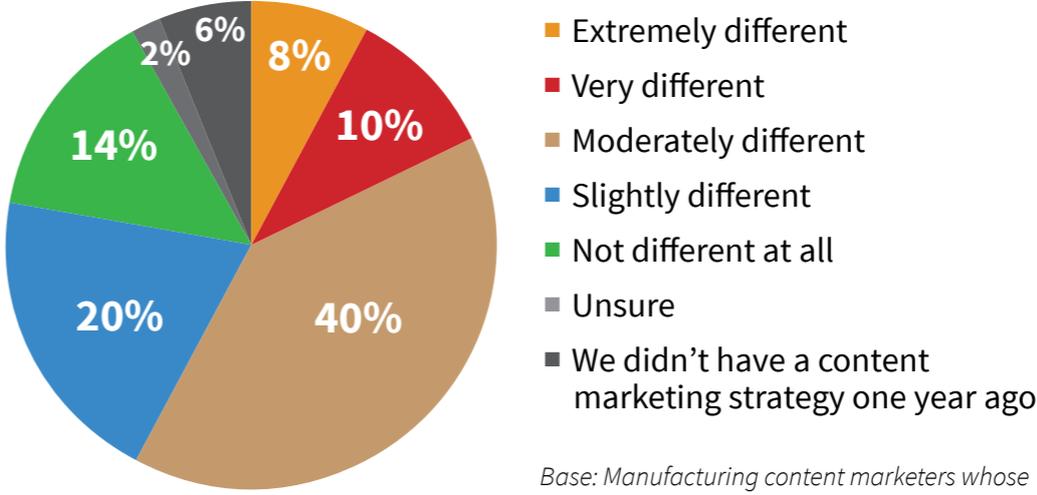
66% of manufacturing marketers reported that their organization has a content marketing strategy. Of those, 60% said their strategy is moderately or slightly different now versus pre-pandemic.

**Percentage of Manufacturing Marketers With a Content Marketing Strategy**



Base: Manufacturing content marketers.  
 12th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2021

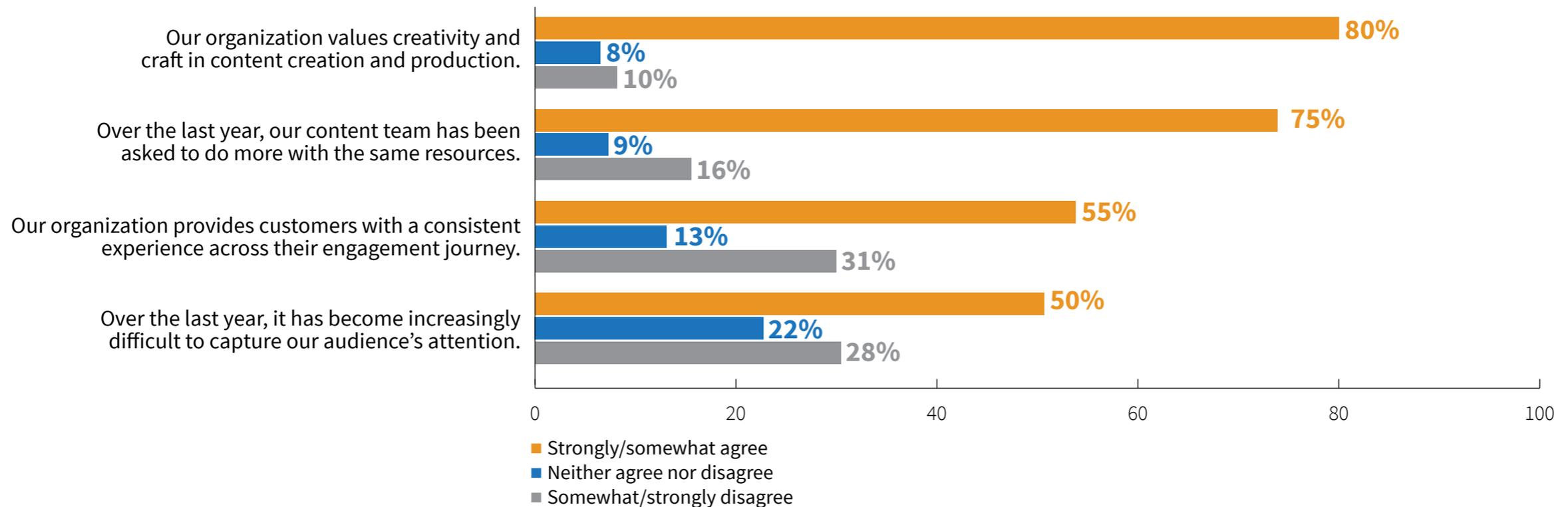
**Difference in Manufacturing Content Marketing Strategy Now Vs. Pre-Pandemic**



Base: Manufacturing content marketers whose organizations have a content marketing strategy.  
 12th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2021

Over the last year, 75% of manufacturing marketers have been asked to do more with the same resources.

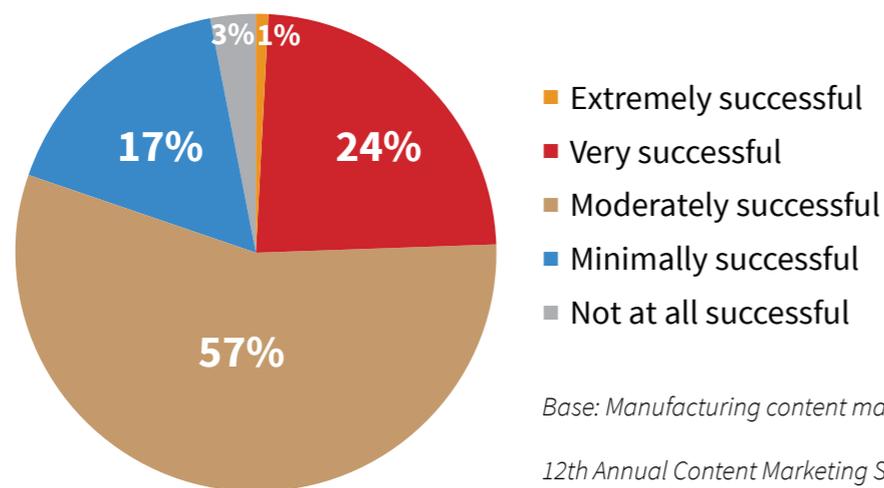
## Manufacturing Marketers' Opinions About Content Marketing in Their Organizations



Base: Manufacturing content marketers who answered each statement.  
12th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2021

25% of respondents said their organization was extremely or very successful with content marketing in the last 12 months. The top contributing factor was the value their content provides.

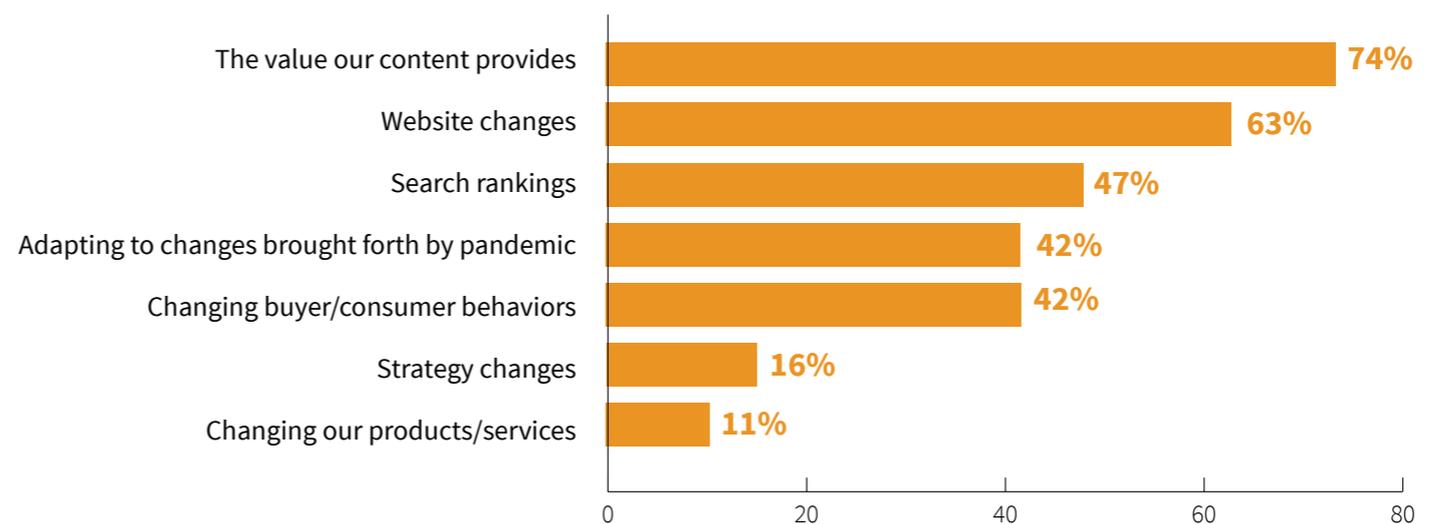
### How Manufacturing Marketers Rate Their Organization's Overall Level of Content Marketing Success in Last 12 Months



Base: Manufacturing content marketers.

12th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2021

### Factors Contributing to Manufacturing Content Marketing Success in Last 12 Months



Base: Manufacturing content marketers who said their organizations were extremely/very successful with content marketing.

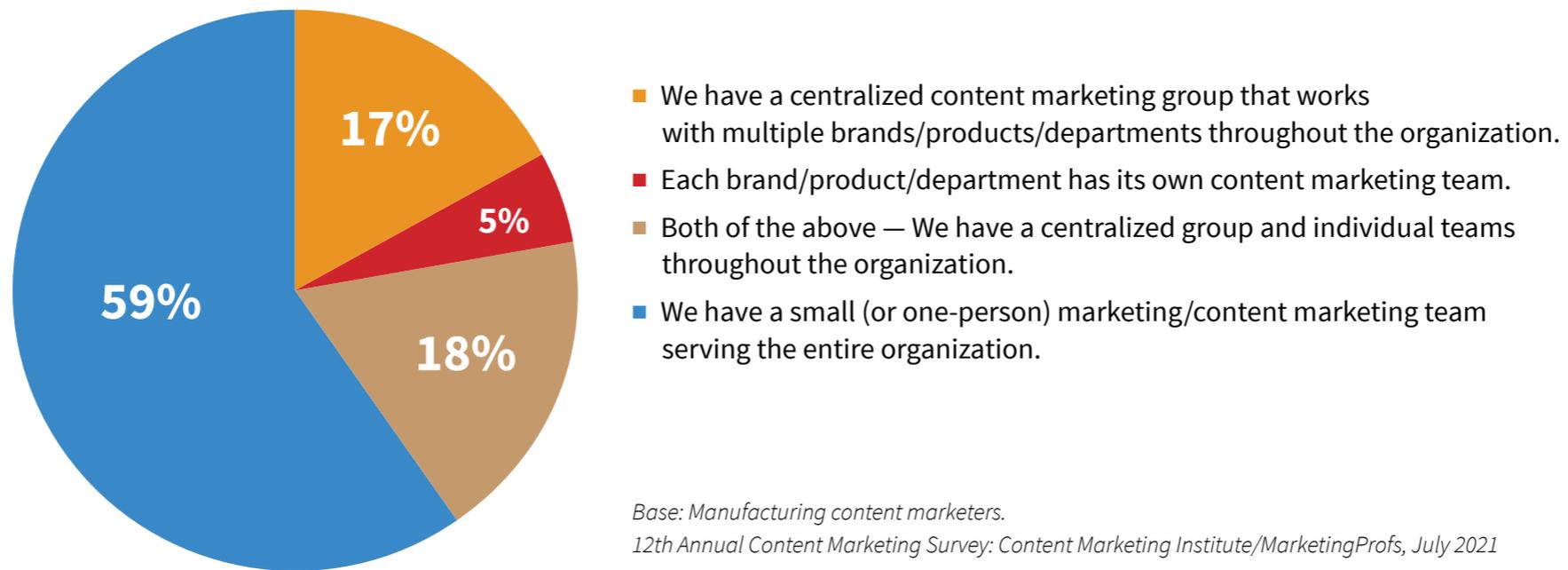
12th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2021

# TEAM STRUCTURE & OUTSOURCING



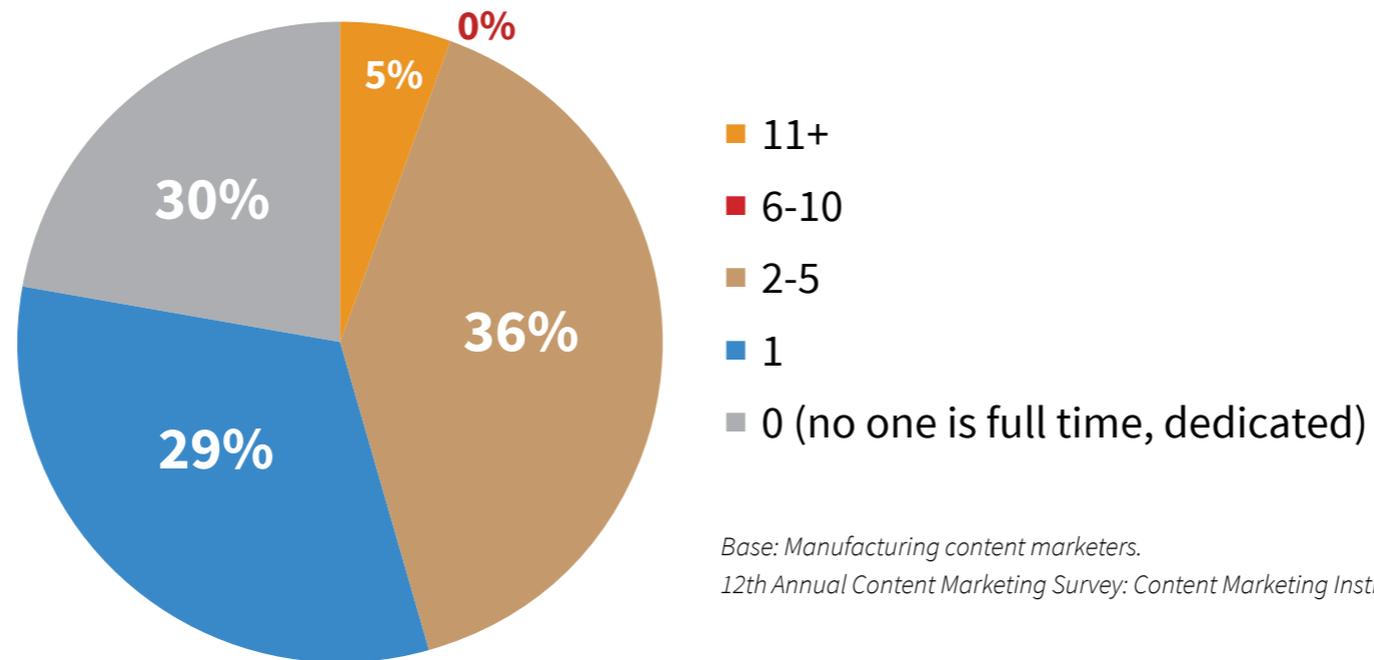
Most organizations have small (or one-person) marketing/content marketing teams serving the entire organization (59%).

## Manufacturing Organizations' Content Marketing Team Structure



59% of respondents said their organization has either one or no full-time employees dedicated to content marketing.

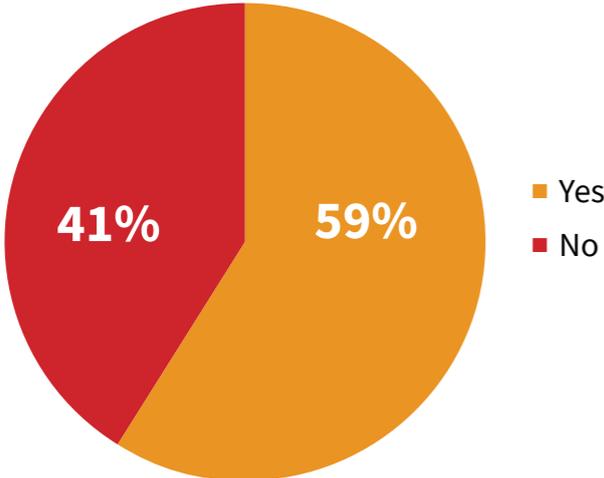
### Manufacturing Organizations' Content Marketing Team Size (Full-Time/Dedicated to Content Marketing)



Base: Manufacturing content marketers.  
12th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2021

59% of respondents said their organization outsources at least one content marketing activity. Their top challenge is finding partners with adequate topical expertise (60%).

### Does Your Manufacturing Organization Outsource Any Content Marketing Activities?



### Top 5 Challenges When Seeking Outsourced Manufacturing Content Marketing Help



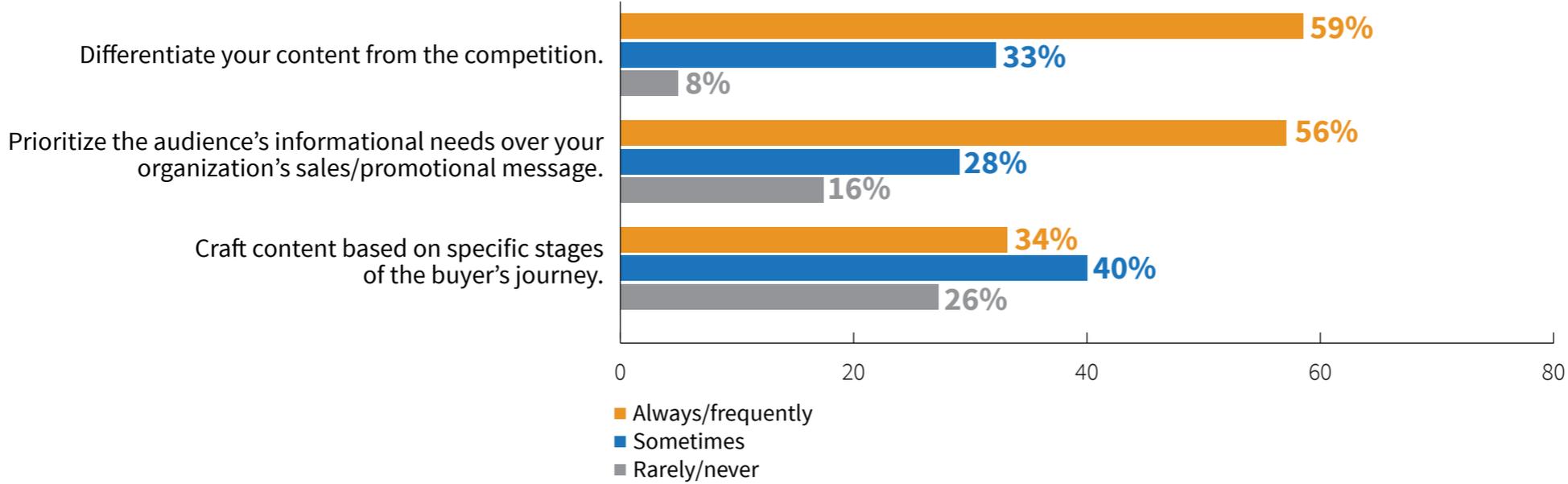
Base: Manufacturing content marketers who outsourced at least one content marketing activity. Aided list; up to five responses permitted.  
12th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2021

# CONTENT CREATION & DISTRIBUTION



Approximately one in four manufacturing marketers rarely or never craft content for specific stages of the buyer’s journey.

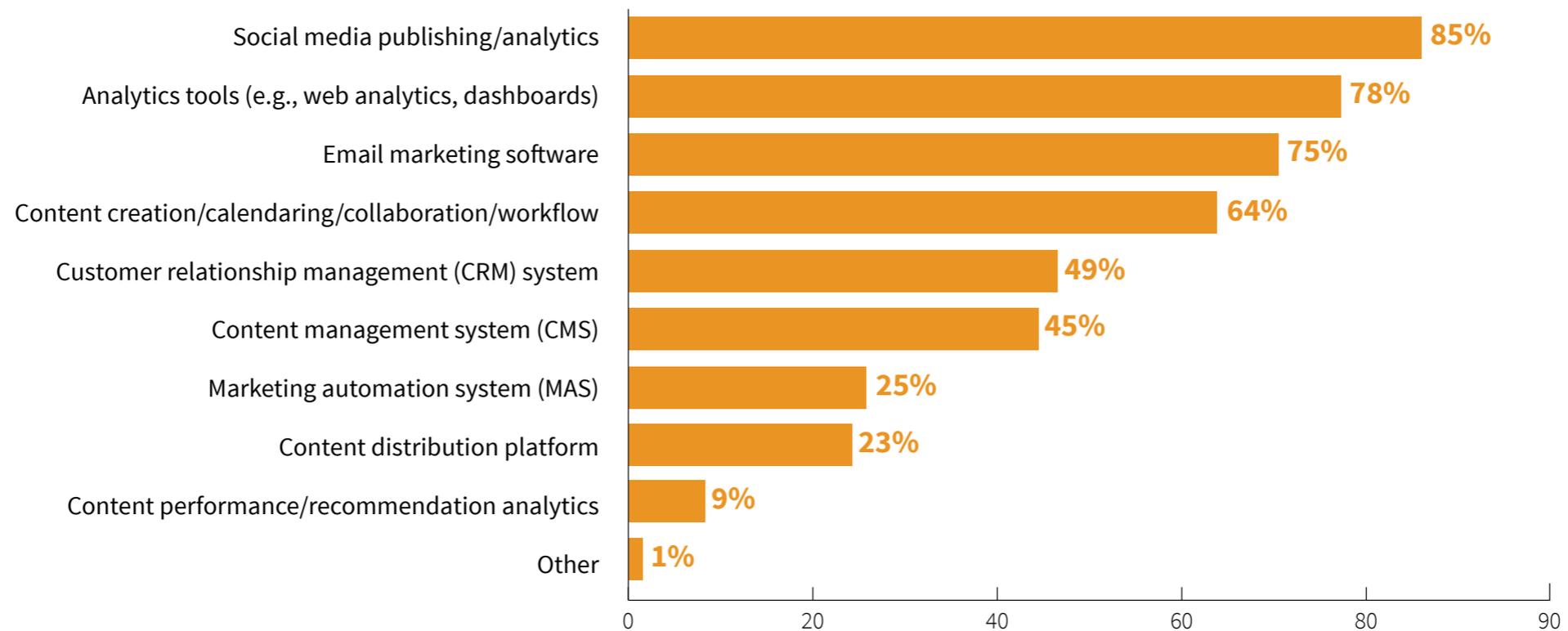
### Concepts Manufacturing Marketers Always/Frequently Take Into Account While Creating Content for Their Organization



Base: Manufacturing content marketers who answered each statement.  
12th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2021

The top technologies manufacturing organizations use to assist with content marketing are social media publishing/ analytics (85%), analytics tools (78%), and email marketing software (75%).

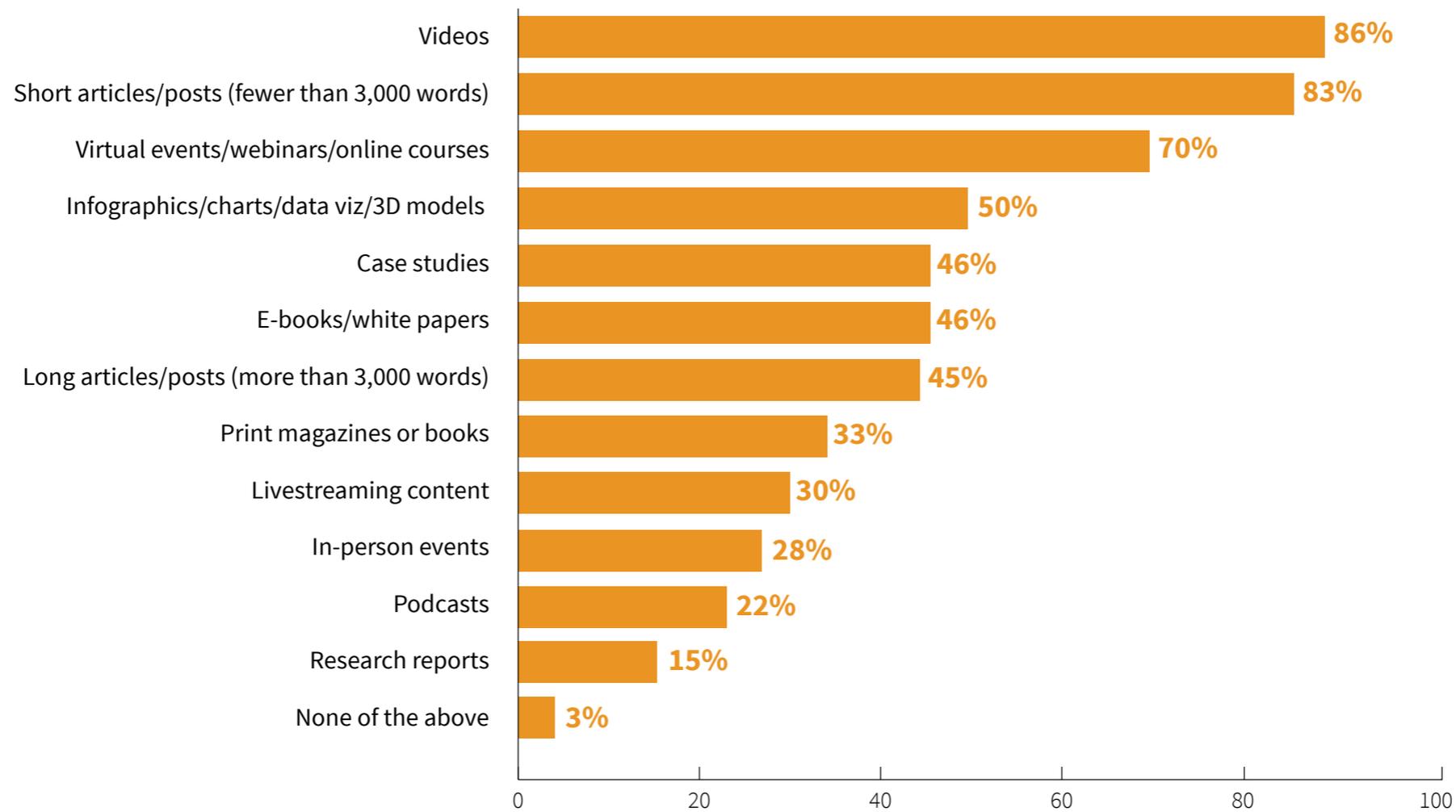
## Technologies Manufacturing Organizations Use to Assist With Content Marketing



Base: Manufacturing content marketers. Aided list; multiple responses permitted.  
12th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2021

86% of respondents used videos for content marketing purposes in the last 12 months.

## Content Assets Manufacturing Marketers Created/Used in Last 12 Months

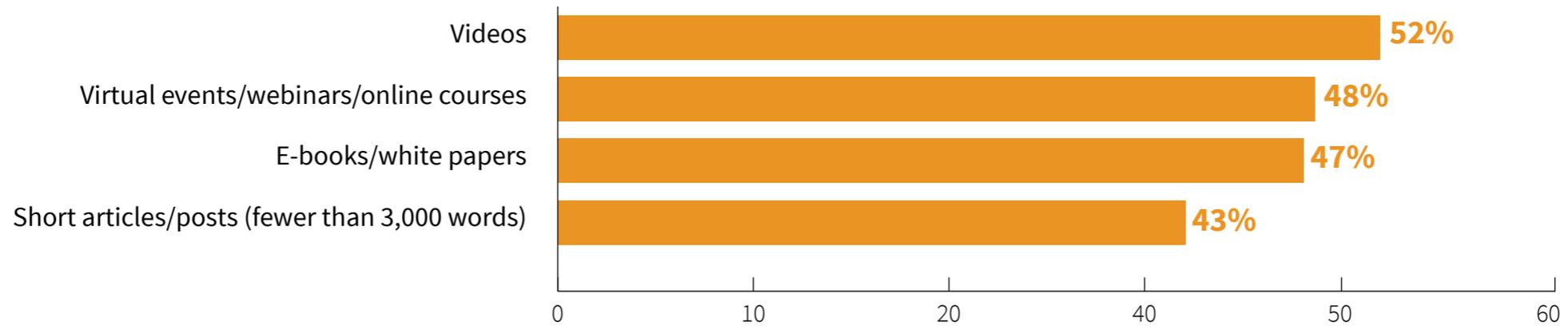


Base: Content marketers. Aided list; multiple responses permitted.

12th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2021

Respondents said videos produced the best results for their content marketing in the last 12 months (52%).

### Manufacturing Content Assets That Produced the Best Results in Last 12 Months (Top 4)

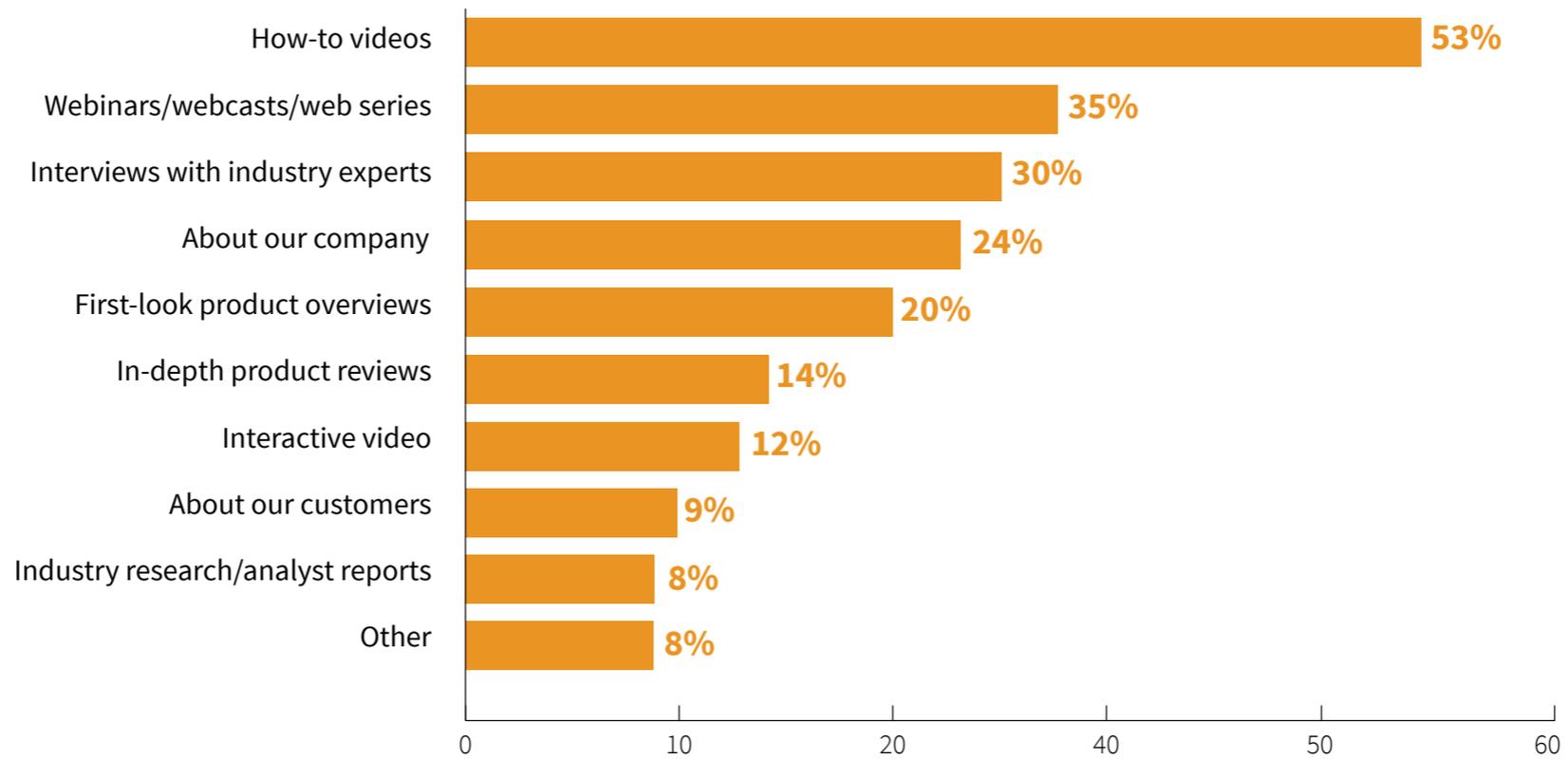


Note: Respondents were shown a display list of the content types they used in the last 12 months and asked, "Which content assets produced the best results for your content marketing in the last 12 months? (Select all that apply.)"

Base: Manufacturing content marketers who use each content asset listed. Multiple responses permitted.  
12th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2021

Among the video formats they used, respondents said how-to videos produced the best content marketing results in the last 12 months (53%).

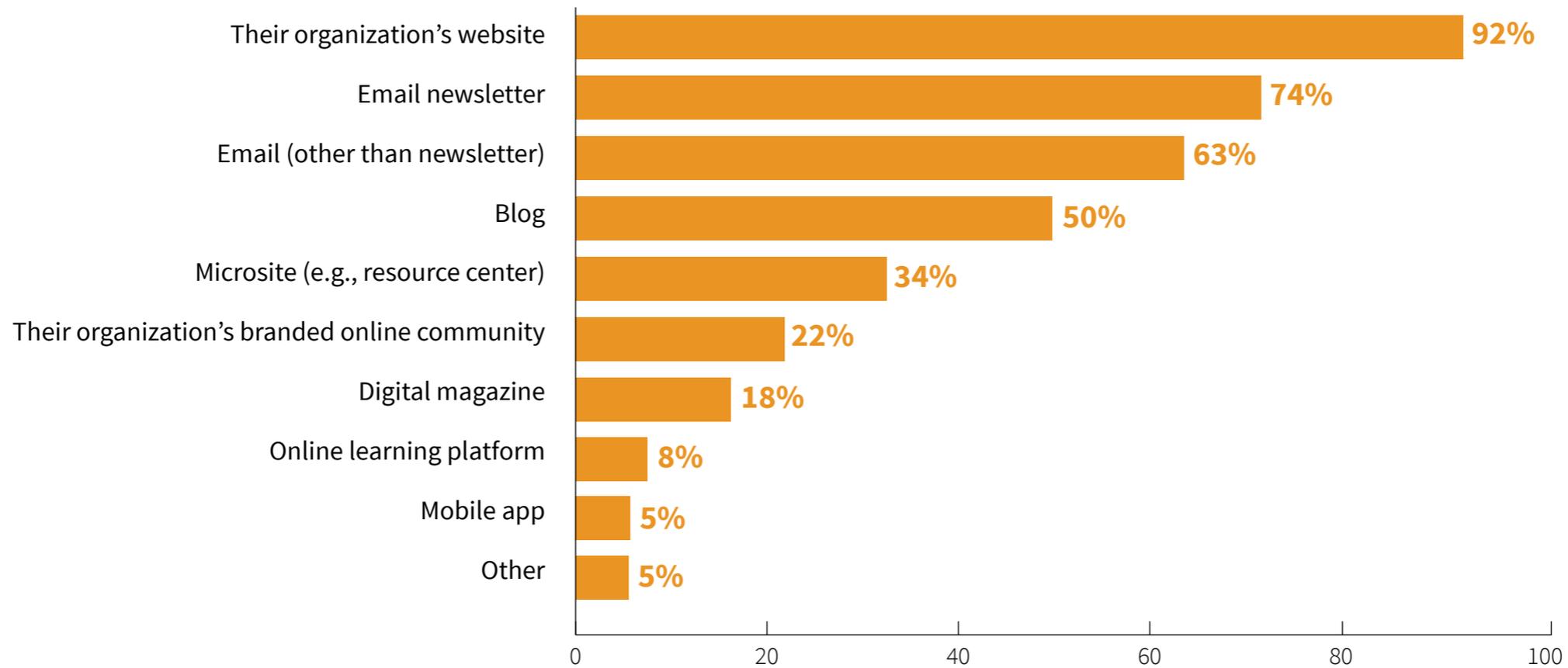
## Manufacturing Video Formats That Produced the Best Results in Last 12 Months



Base: Manufacturing content marketers who used videos in the last 12 months. Aided list; multiple responses permitted.  
12th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2021

The top four owned-media platforms that manufacturing marketers used in the last 12 months were their organization’s website, email newsletters, email, and blogs.

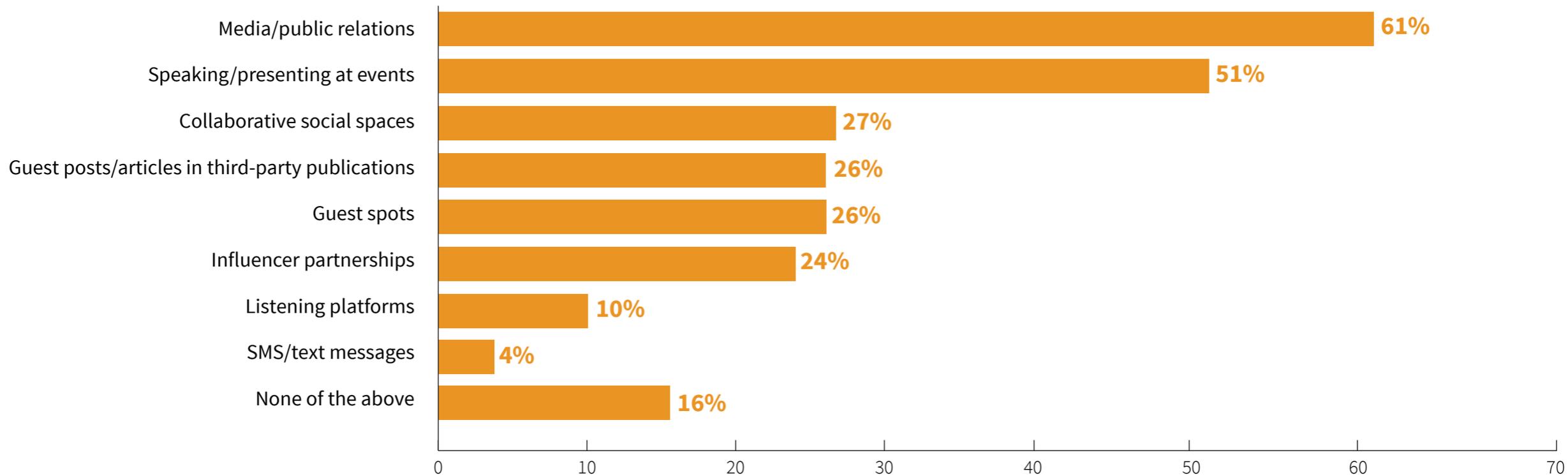
### Owned-Media Platforms Manufacturing Marketers Used to Distribute Content in Last 12 Months



Base: Manufacturing content marketers. Aided list; multiple responses permitted.  
12th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2021

61% of respondents used media/public relations to distribute content in the last 12 months.

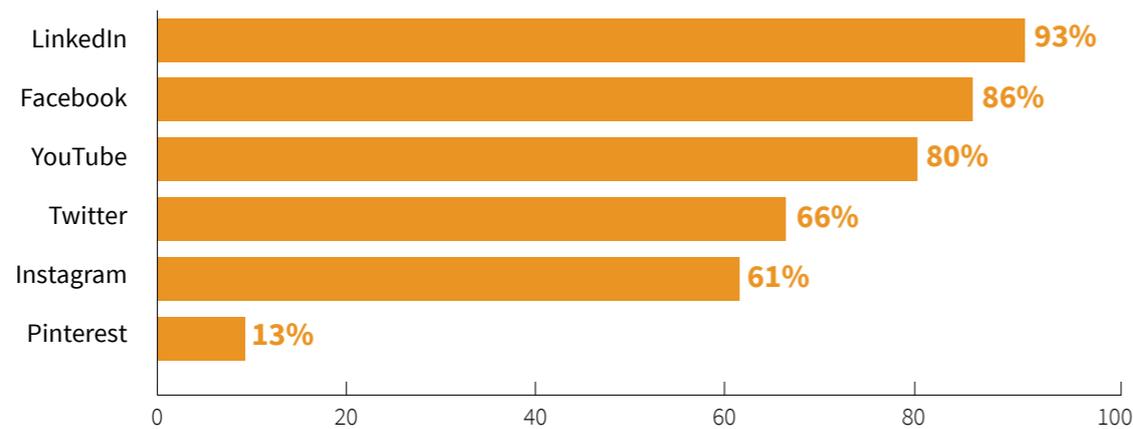
## Organic (Nonpaid) Platforms Manufacturing Marketers Used to Distribute Content in Last 12 Months



Base: Manufacturing content marketers who use paid methods to promote content.  
12th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2021

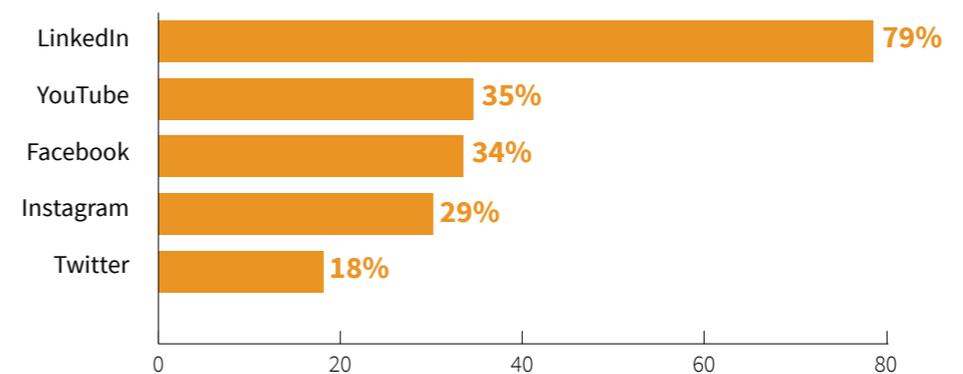
LinkedIn is the organic social media platform that manufacturing content marketers used the most and the one they said produced the best results.

**Organic (Nonpaid) Social Media Platforms Manufacturing Marketers Used to Distribute Content in Last 12 Months**



Base: Manufacturing content marketers. Aided list; multiple responses permitted.  
12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021

**Organic (Nonpaid) Social Media Platforms That Produced Best Results for Manufacturers in Last 12 Months (Top 5)**



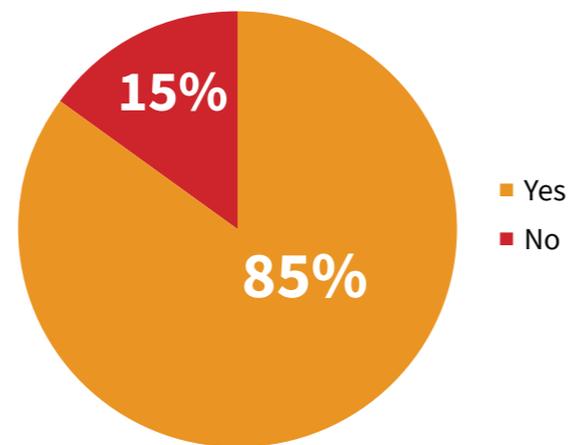
Base: Content marketers who used the nonpaid social media platforms listed to distribute content in the last 12 months.  
12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021

**Other organic social media platforms used in last 12 months:**

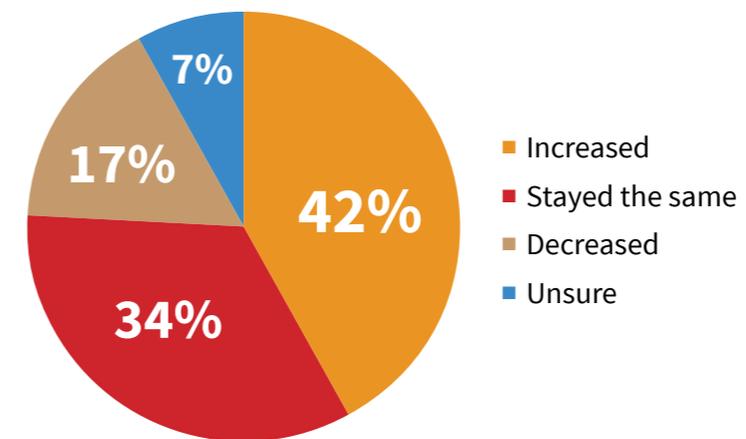
TikTok (5%), Twitter Spaces (5%), Reddit (3%), Discord (1%), Snapchat (1%), Quora (1%), Clubhouse (0%), Other (3%), and None (3%).

Among the respondents whose organizations used paid content distribution channels, 77% used social media advertising/promoted posts.

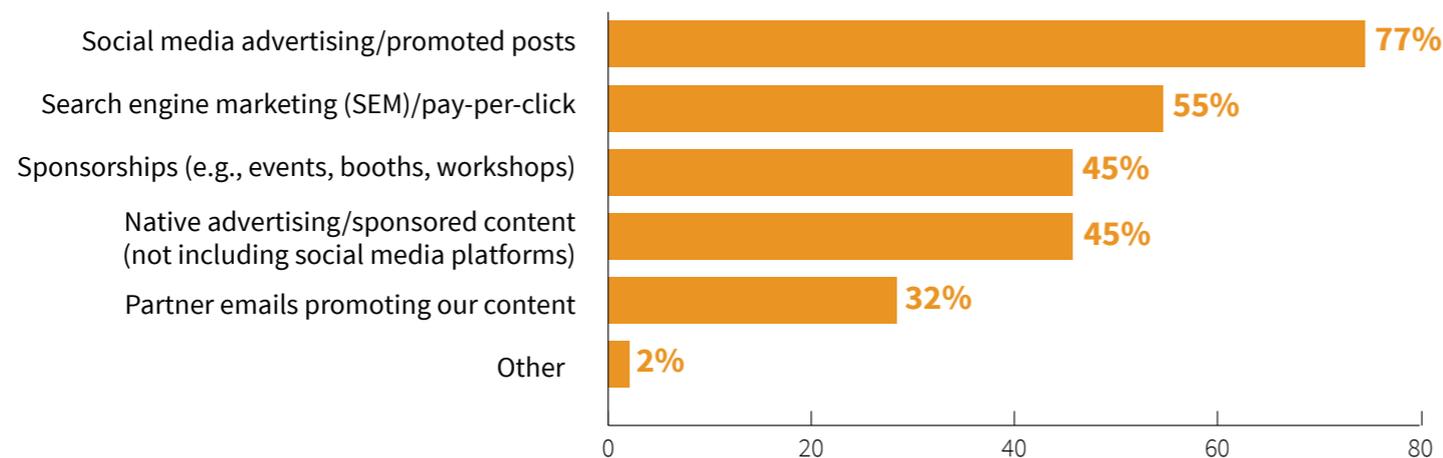
**Do You Use Paid Methods to Promote Content?**



**Over the Last 12 Months, How Has Your Spending on Paid Content Distribution Channels Evolved?**



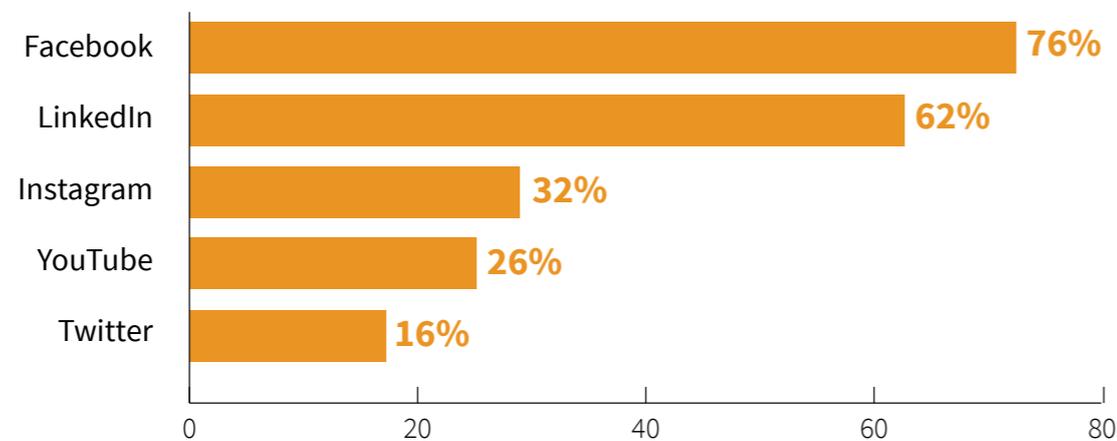
**Paid Content Distribution Channels B2B Marketers Used in Last 12 Months**



*Base: Manufacturing content marketers. Aided list; multiple responses permitted.  
12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021*

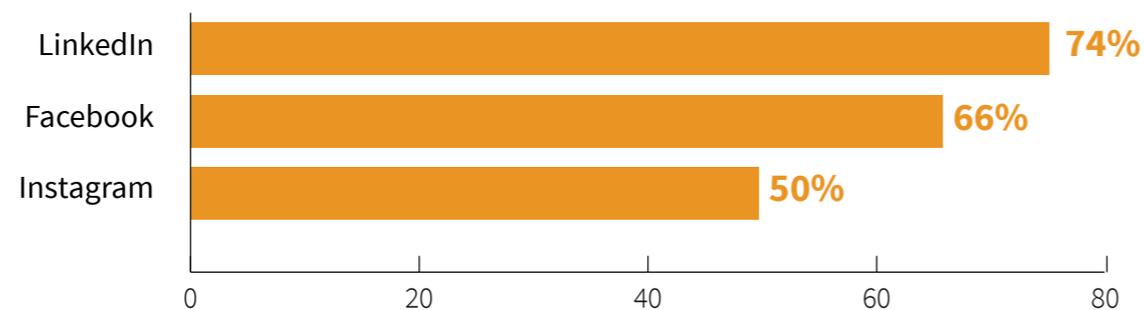
Among the respondents who used paid social media platforms, the majority chose Facebook (76%) and LinkedIn (62%). Respondents said LinkedIn produced the best results.

## Paid Social Media Platforms Manufacturing Marketers Used in Last 12 Months (Top 5)



Base: Manufacturing content marketers who used social media platforms for paid content promotion in the last 12 months. Aided list; multiple responses permitted.  
12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021

## Paid Social Media Platforms That Produced Best Results for Manufacturers in Last 12 Months (Top 3)



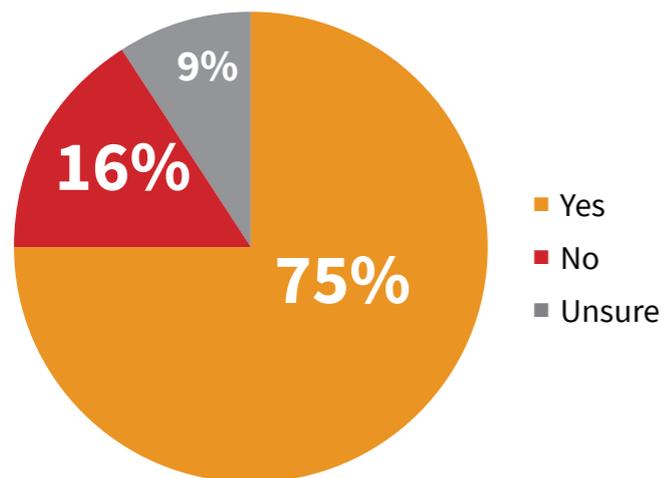
Base: Manufacturing content marketers who used the social media platforms listed for paid content promotion in the last 12 months. Multiple responses permitted.  
12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021

# METRICS & GOALS



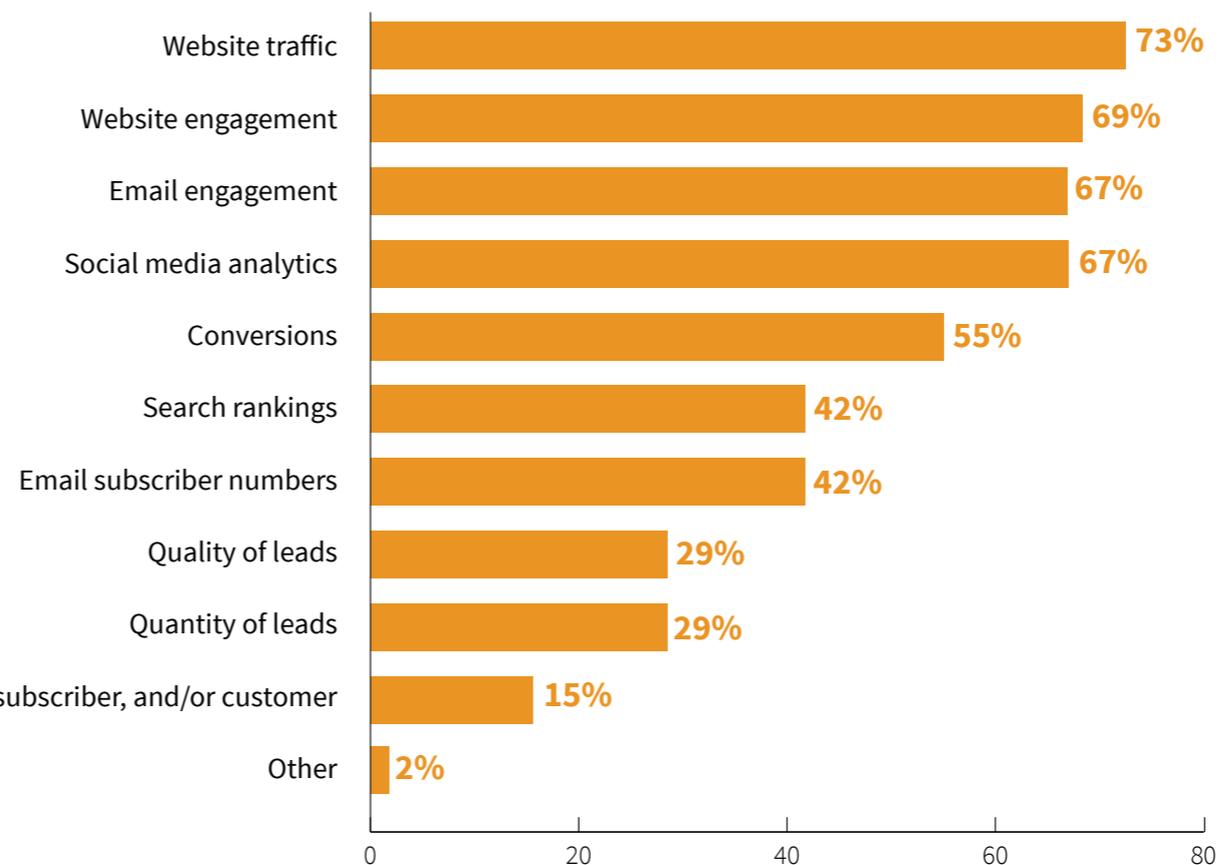
75% of respondents said their organization measures content performance. Among those, 73% said website traffic provided the most insight into performance.

**Does Your Manufacturing Organization Measure Content Performance?**



Base: Manufacturing content marketers.  
12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021

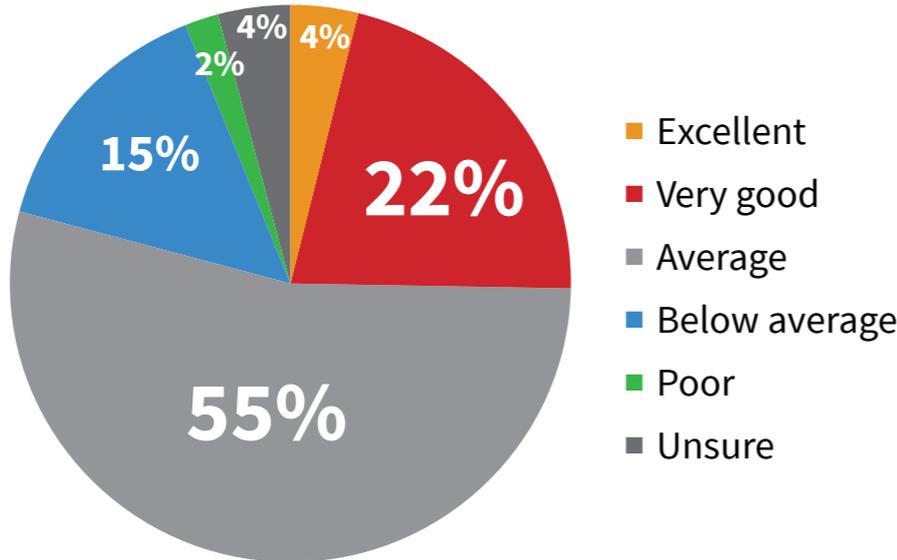
**Metrics That Have Provided Most Insight Into Manufacturers' Content Performance in Last 12 Months**



Base: Manufacturing content marketers who measure content performance.  
Aided list; multiple responses permitted.  
12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021

Among the 75% of respondents who measured content performance, 26% indicated they're doing an excellent or very good job.

### How Manufacturers Characterize Their Team's Ability to Demonstrate Content Marketing ROI



Base: Manufacturing content marketers who measure content performance. Aided list.  
12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021

**Excellent** — We have measurement data showing ROI on overall content marketing approach.

**Very good** — We have measurement data showing ROI on at least one content marketing initiative with well-informed insights in other areas.

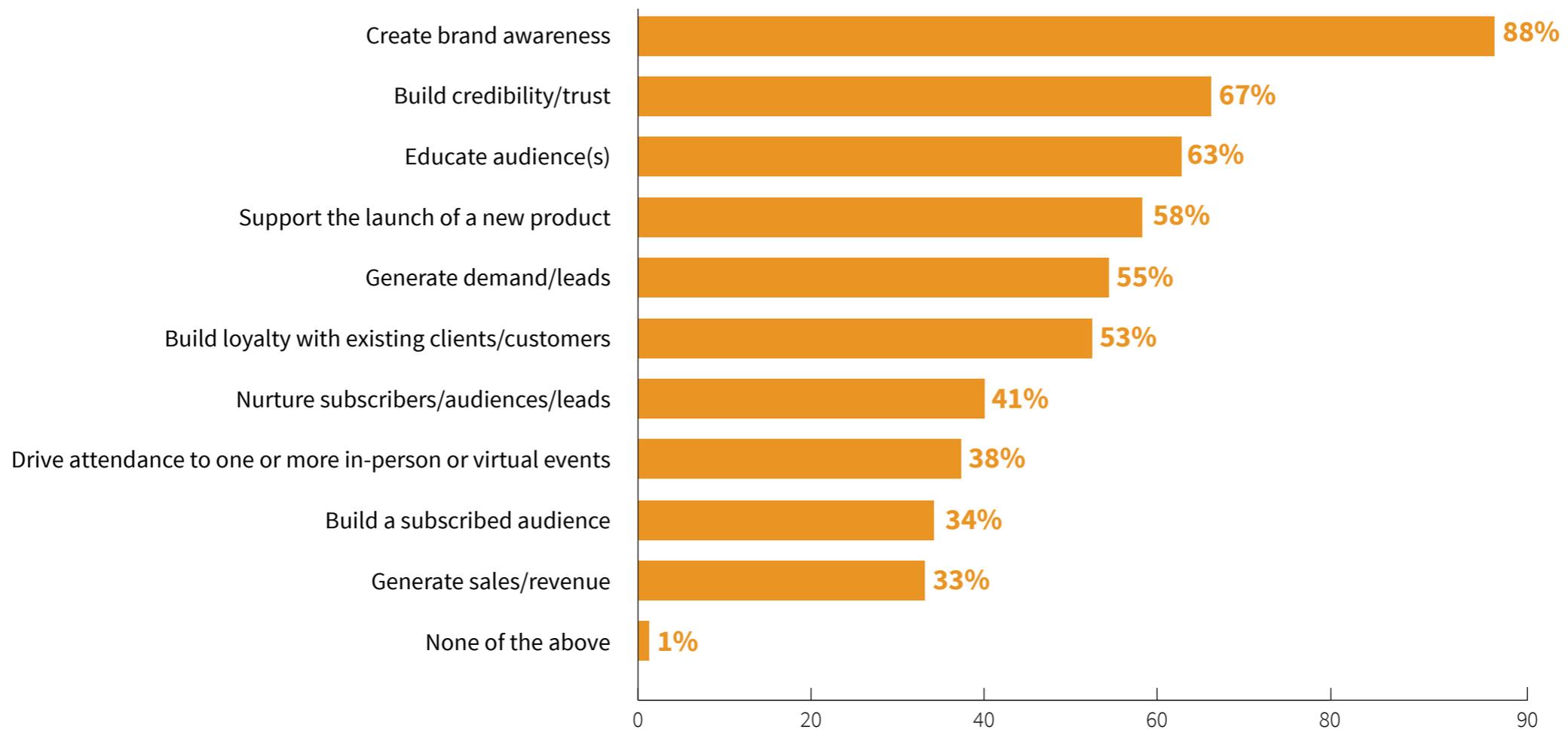
**Average** — We have well-informed insights, but lack measurement data showing ROI.

**Below average** — We have only speculative insights at this point.

**Poor** — We have little insight into what works and what doesn't.

The top goal content marketing helps manufacturing marketers achieve is creating brand awareness.

### Goals Manufacturing Marketers Have Achieved by Using Content Marketing Successfully in Last 12 Months (All Respondents)



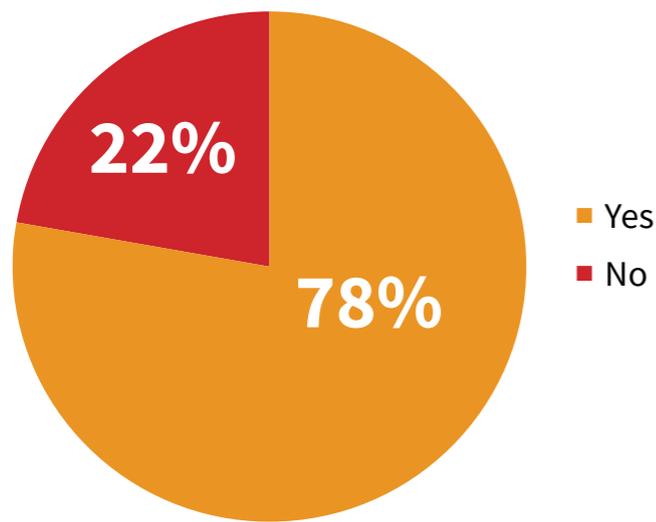
Base: Manufacturing content marketers. Aided list; multiple responses permitted.  
12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021

# BUDGETS & SPENDING



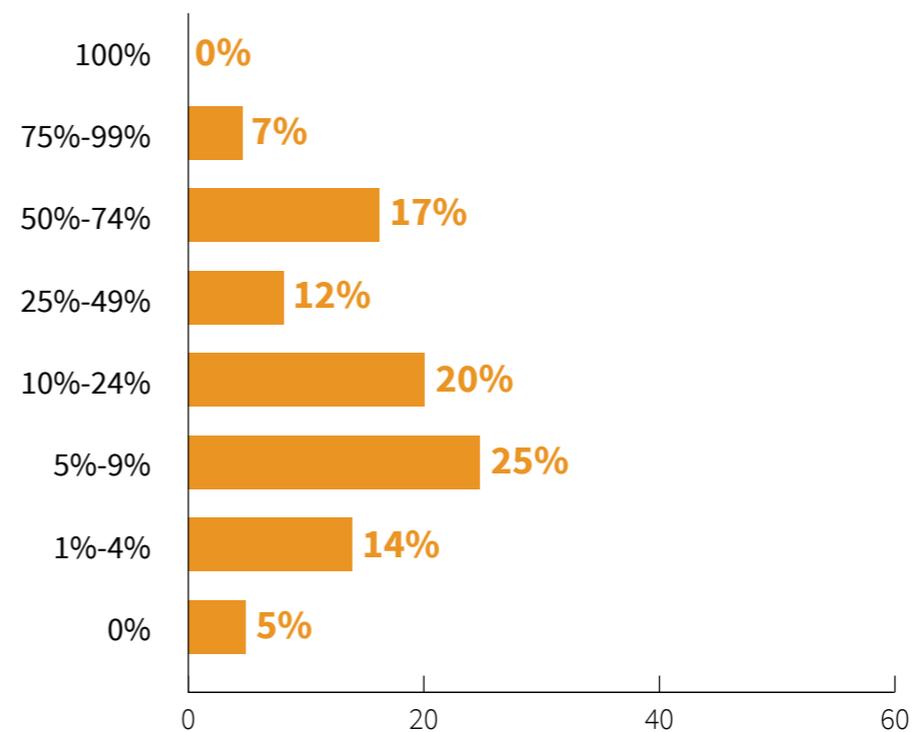
78% of respondents said they had knowledge of their company’s content marketing budget.

**Do You Have Knowledge of Your Organization’s Budget/Budgeting Process for Content Marketing?**



Base: Manufacturing content marketers.  
12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021

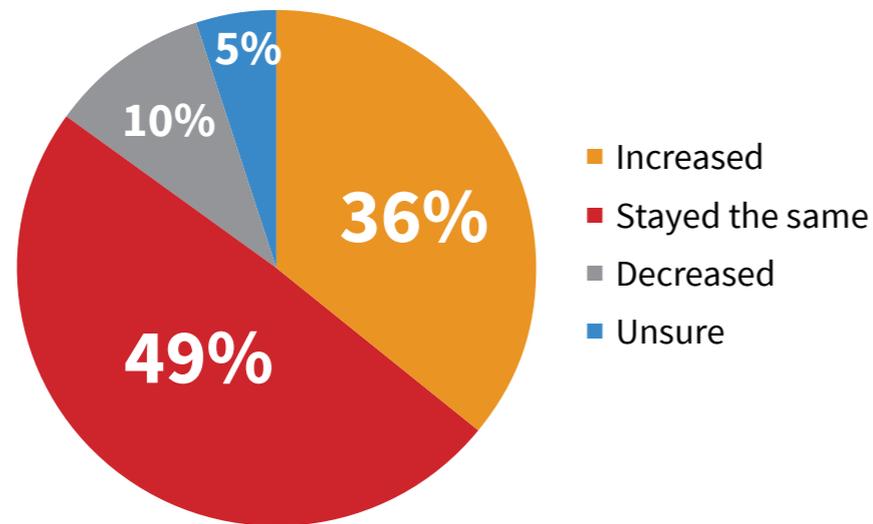
**Percentage of Total Marketing Budget Spent on Manufacturing Content Marketing**



Base: Manufacturing content marketers who know their organizations’ budget/budgeting process for content marketing. Aided list.  
12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021

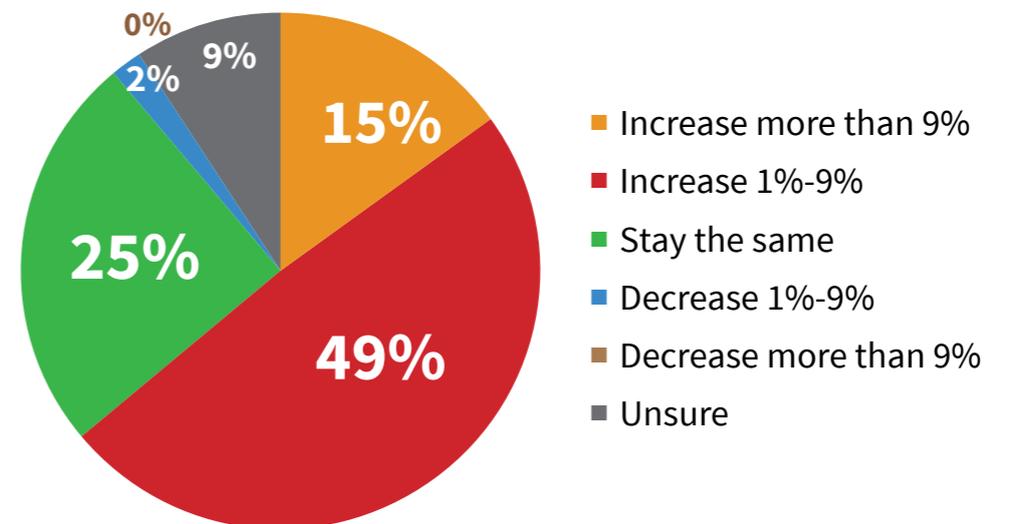
- ▶ 36% said their 2021 content marketing budget increased over 2020 levels.
- ▶ 64% expect their 2022 content marketing budget to increase over their 2021 budget.

### How 2021 Manufacturing Content Marketing Budget Compares With 2020



Base: Manufacturing content marketers who know their organizations' budget/budgeting process for content marketing. Aided list.  
 12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021

### How Manufacturing Content Marketing Budget Will Change in 2022 Compared With 2021



Base: Content marketers who know their organizations' budget/budgeting process for content marketing. Aided list.  
 12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021

- ▶ In a post-COVID-vaccine business environment, investment is expected to increase in in-person events (56%).
- ▶ Investment in hybrid events is expected to increase (31%) more so than stay the same (26%), even though 29% do not use hybrid events at all.
- ▶ Regarding digital events, many marketers appear to want to stay the course (39% say spending will stay the same), although 27% plan to increase spending.

## How Manufacturing Organizations' Investment Will Change in Following Areas

	Increase	Stay the same	Decrease	Will be a new area of investment	Do not/will not use
Digital/virtual events	27%	39%	19%	5%	10%
In-person events	56%	20%	15%	3%	5%
Hybrid events	31%	26%	5%	9%	29%

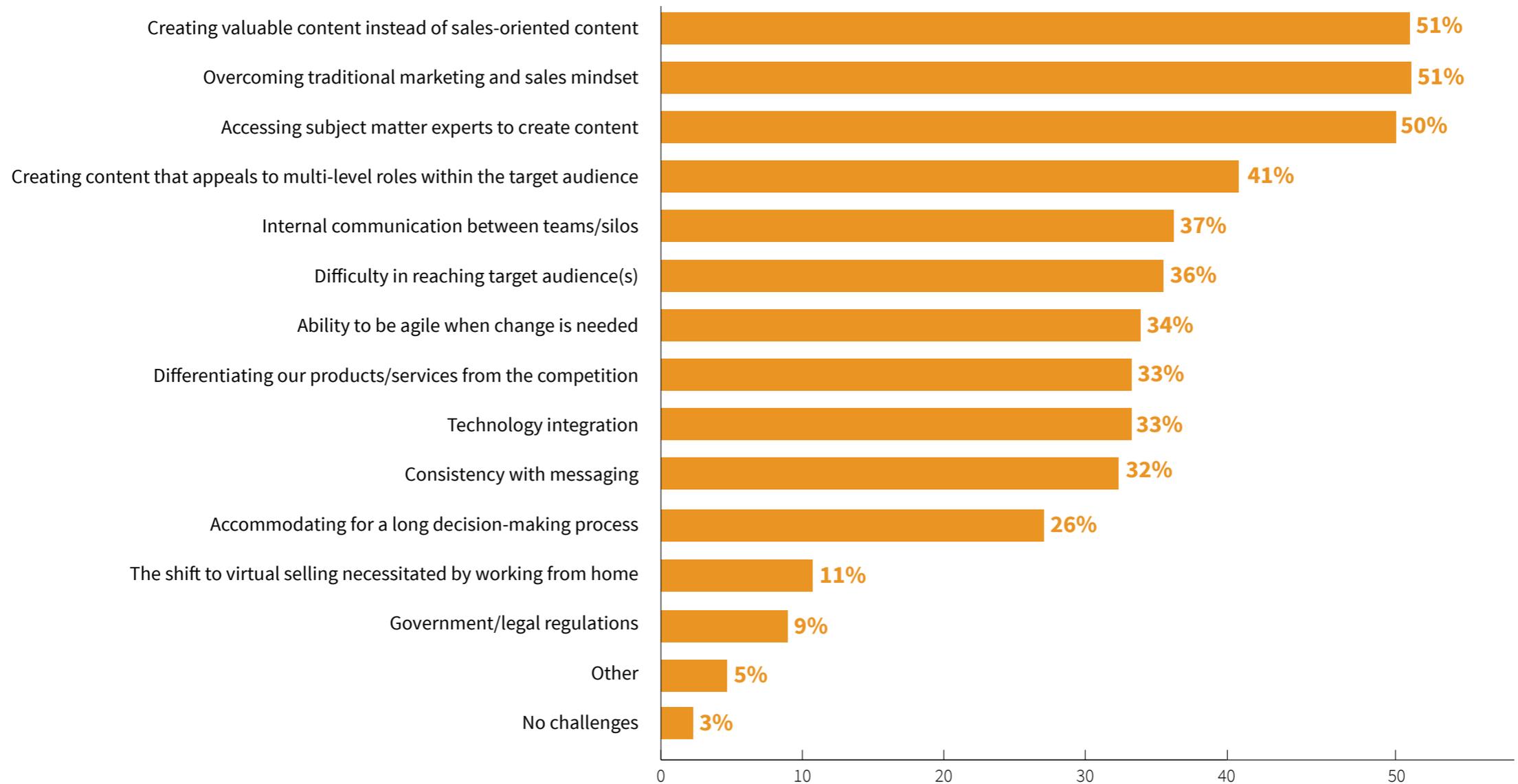
*Base: Manufacturing content marketers who know their organizations' budget/budgeting process for content marketing. Aided list.  
12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021*

# LOOKING FORWARD



Respondents said their top three content marketing challenges were creating valuable content instead of sales-oriented content, overcoming the traditional marketing and sales mindset, and accessing subject matter experts to create content.

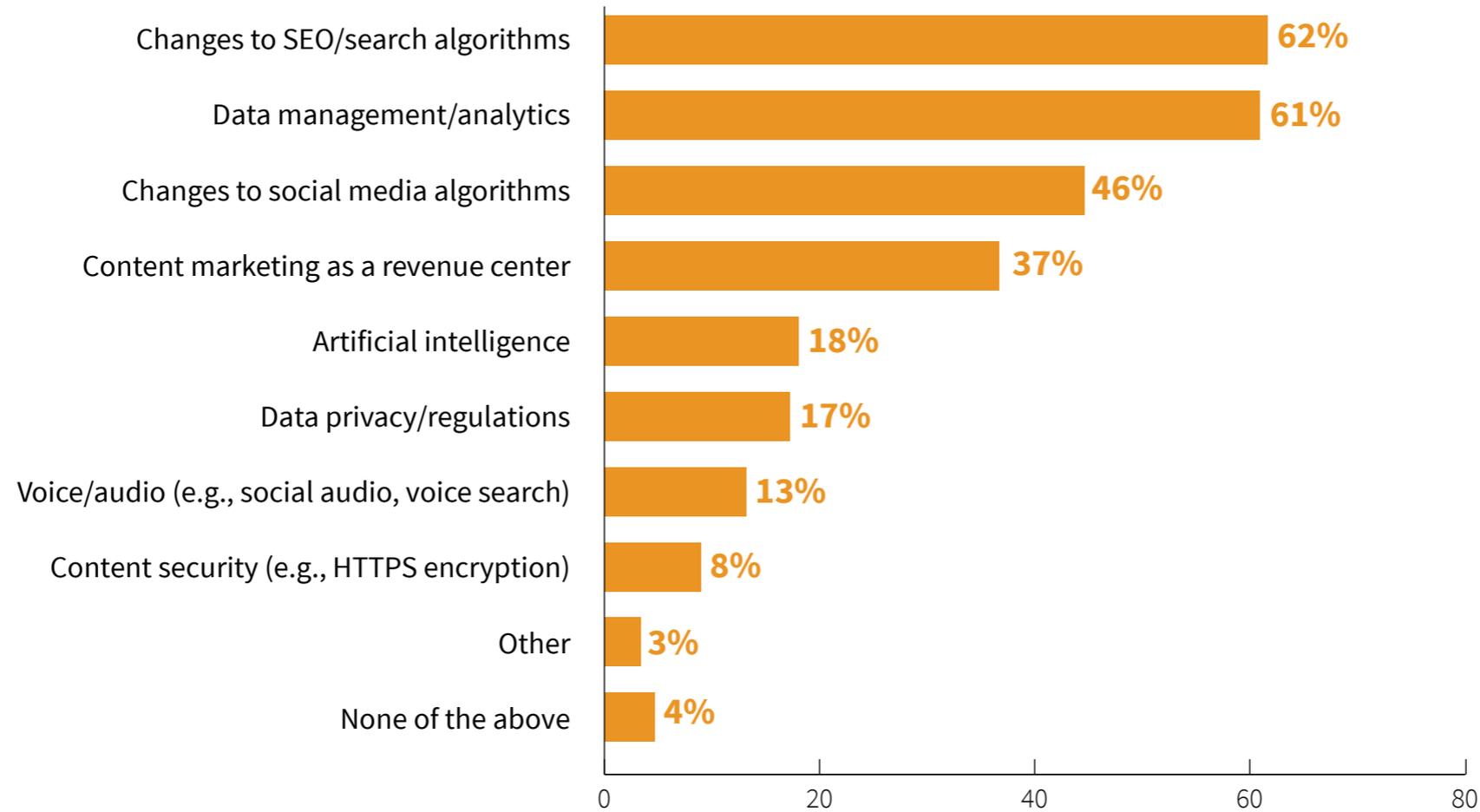
### Manufacturing Organizations' Current Content Marketing Challenges



Base: Manufacturing content marketers. Aided list; multiple responses permitted.  
 12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021

Changes to SEO/search algorithms (62%) and data management/analytics (61%) are top-of-mind for manufacturing content marketers in 2021/2022.

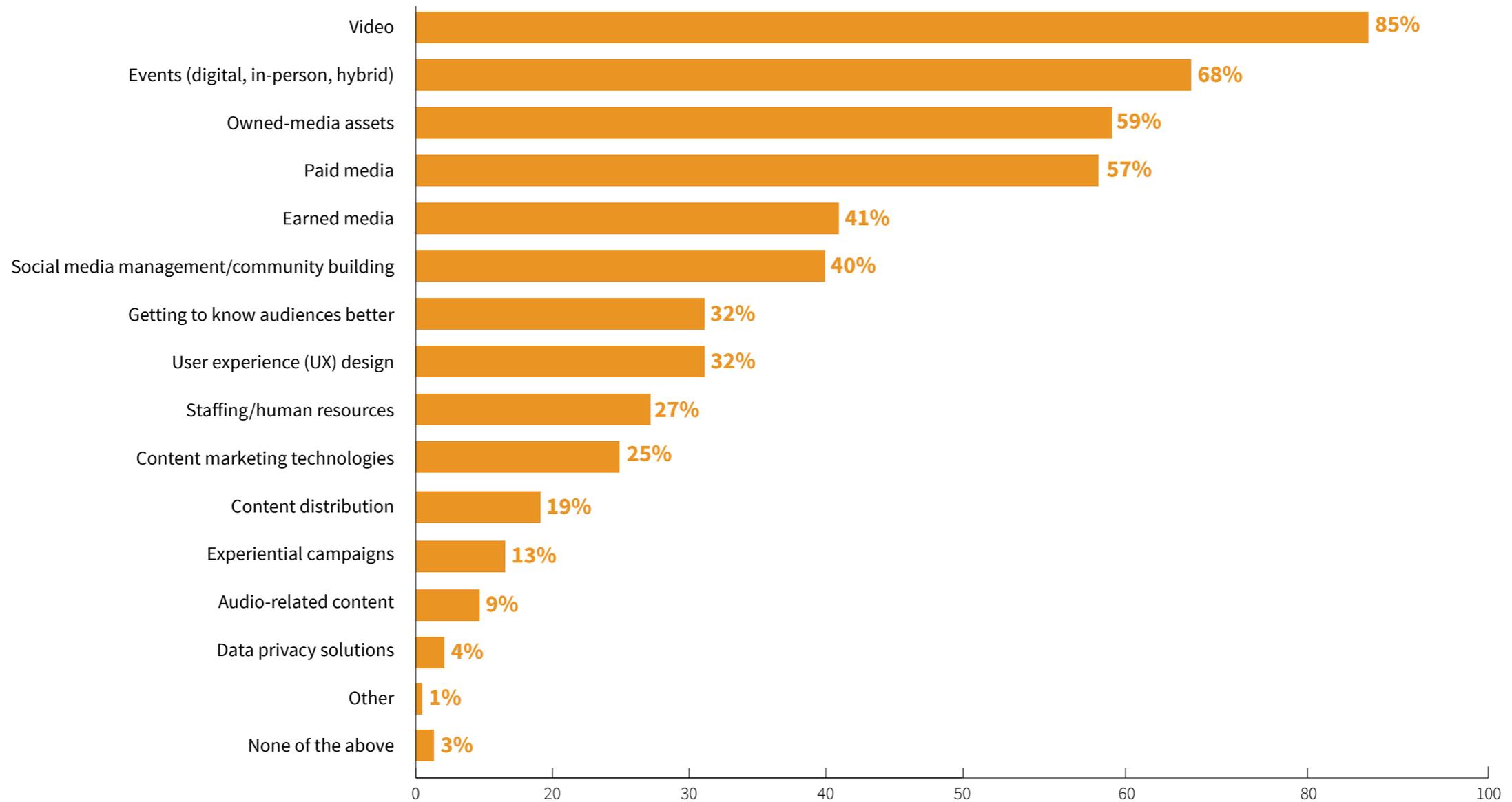
### Content Marketing-Related Areas That Will Be Most Important to Manufacturing Organizations in 2021/2022



Base: Manufacturing content marketers. Aided list; multiple responses permitted.  
12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021

85% predicted their organization will invest in video in 2022, followed by events (68%), owned-media assets (59%), and paid media (57%).

**Areas of Manufacturing Content Marketing Investment in 2022**



Base: Manufacturing content marketers. Aided list; multiple responses permitted.  
 12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021

As we mentioned in the beginning of this report, the pandemic has awakened a sleeping giant (content marketing, that is). Our research points to transformational shifts to make content marketing an ever more important part of the integrated marketing mix.



**Robert Rose**  
Chief Strategy Advisor  
Content Marketing Institute

But what can go unnoticed are the dangers that lurk when we're so close. There's a wonderful scene in the movie *Indiana Jones and the Last Crusade* when the rich investor, Walter Donovan, is trying to convince Indy to go after the Holy Grail. He says, "We're on the verge of completing a quest that began almost two thousand years ago. We're just one step away." Indy responds, "That's usually when the ground falls out from underneath your feet."

In today's modern business, everyone creates content — from the web team to the marketing automation/demand gen executives, even frontline account representatives. It's probably easier to count who DOESN'T create content-driven experiences for customers these days. But we must realize that this explosive trend is actually the awakened giant. And our attempts to slay the giant require us to develop a content marketing strategy. Without a strategy, an inconsistent voice and inability to measure success make our failure imminent.

But don't over-correct and let the ground fall out from underneath you.

When businesses create a content strategy, there is a tendency to limit the production of content and remove the voices of all frontline managers. We centralize the "storytelling" function, and not only centralize the creation of the voice but the expression of it as well.

What happens? Increasingly we see companies creating much more consistent and customer-centric sets of content. They get their voice and story back. But unfortunately, they remove their best storytellers — the rest of the business — from telling it. And as a friend of mine who was cut from a huge Hollywood movie once told me, "It's hard to be excited about a story that you were removed from telling."

My advice?

A scalable, successful, and differentiating content marketing strategy will help you more easily create, manage, activate, and measure digital content. You will define success by how well the content marketing strategy empowers everybody on the front line (sales, account reps, executives, and even accounting and legal) to tell your stories — and the best "next stories" — to your audience.

A strategic content marketing operation isn't the storyteller of the business. It's what enables everyone else to be the storytellers.

Remember: It's your story — don't forget that you need everyone to tell it well.

# METHODOLOGY & DEMOGRAPHICS

This report was produced by **Content Marketing Institute (CMI)** and sponsored by **GlobalSpec**.

The results are from the CMI/MarketingProfs 12th Annual Content Marketing Survey. The online survey was emailed to a sample of marketers using lists from CMI and MarketingProfs.

A total of 1,275 recipients from around the globe — representing a range of industries, functional areas, and company sizes — replied to the survey during July 2021.

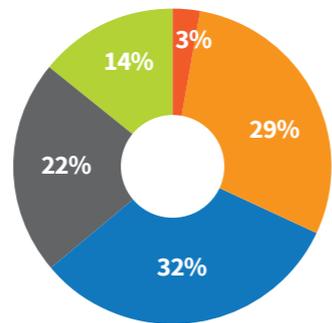
This report presents the findings from the 82 respondents who indicated:

- Their organization is a for-profit manufacturing company (69% indicated B2B, 26% indicated both B2B+B2C, and 5% indicated B2C, with the majority based in North America).
- They are a content marketer, involved with the content marketing function, and/or someone to whom content marketing reports.

Note: Use caution when comparing this report’s findings to past years, as our methodology changed slightly. For the last several years, one of our qualifying criteria was that the respondent’s company had used content marketing for at least one year. This year, we enabled respondents whose companies have not been using content marketing for at least one year to complete the survey. We also broadened the respondent pool to include worldwide respondents rather than North America only.

Find all CMI research at [contentmarketinginstitute.com/research](https://contentmarketinginstitute.com/research). Special thanks to MarketingProfs for their assistance with the annual survey and the B2B and B2C reports.

## Manufacturing Respondent Profile by Organization’s Content Marketing Maturity Level



- Sophisticated
- Mature
- Adolescent
- Young
- First Steps

### SOPHISTICATED

Providing accurate measurement to the business, scaling across the organization

### MATURE

Finding success, yet challenged with integration across the organization

### ADOLESCENT

Have developed a business case, seeing early success, becoming more sophisticated with measurement and scaling

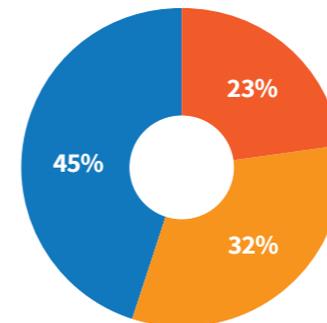
### YOUNG

Growing pains, challenged with creating a cohesive strategy and a measurement plan

### FIRST STEPS

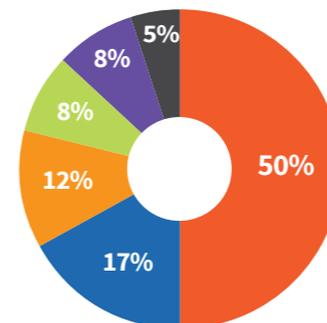
Doing some aspects of content, but have not yet begun to make content marketing a process

## Size of Manufacturing Company (by Employees)



- Small (1-99 employees)
- Medium (100-999 employees)
- Large (1,000+ employees)

## Manufacturing Job Function



- Marketing management
- Content creation/content management
- Senior leadership (e.g., CEO, owner, CMO, VP, GM)
- Marketing operations
- Advertising/PR/communications management
- Other

*Thanks to the survey participants, who made this research possible, and to everyone who helps disseminate these findings throughout the content marketing industry.*

### **About Content Marketing Institute**

[Content Marketing Institute](#) is the leading global content marketing education and training organization, teaching enterprise brands how to attract and retain customers through compelling, multichannel storytelling. CMI's [Content Marketing World](#) event, the largest content marketing-focused event, is held every fall in Cleveland, Ohio, and [ContentTECH Summit](#) event is held every spring in San Diego, California. CMI publishes [Chief Content Officer](#) for executives and provides strategic consulting and content marketing research for some of the best-known brands in the world. Watch this [video](#) to learn more about CMI. Content Marketing Institute is organized by Informa Connect.

### **About Informa Connect**

Informa Connect is a specialist in content-driven events and digital communities that allow professionals to meet, connect, learn, and share knowledge. We operate major branded events in Marketing, Global Finance, Life Sciences and Pharma, Construction and Real Estate, and in a number of other specialist markets and connect communities online year-round.

### **About GlobalSpec**

GlobalSpec is a provider of data-driven industrial marketing solutions designed to help companies promote their products and grow their businesses.

Our audience of engineers and technical professionals relies on the GlobalSpec family of brands as a trusted resource for content, community, and engagement at all stages of the research, design, and purchasing process.

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