

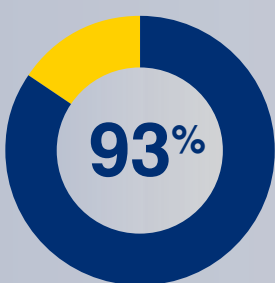
CONTENT MARKETING: HOW MUCH IS TOO MUCH?

THE REALITY

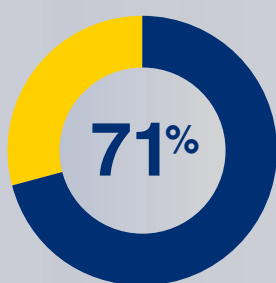
In the tech industry, two-thirds of the buying process is influenced by content marketing.



TECH MARKETERS HAVE BOUGHT IN



use content marketing to drive sales



increased their content marketing budget



THE RACE IS ON TO BE VISIBLE

The average B2B tech marketer uses:

13
forms of content

WRITTEN: eNewsletter, Blog, eBook, White paper, Case study

VISUAL: Video, Microsite, Mobile app, Games, Infographic

EVENTS: Webinar, In-person, Virtual



COMPETITION IS FIERCE

Each day:



144,000 hours of video are uploaded



58 million tweets are sent



2.4 million new blog posts are written



But, there is a point at which you've gone overboard.

THE 5 WARNING SIGNS

1. IGNORING THE ESSENTIALS

Crucial marketing tasks — like obtaining customer insights, analytics, and sales alignment — have taken a back seat to content marketing



2. OVER-WEIGHTED BUDGET

Content marketing consumes more than 40% of your marketing budget



3. REDUCED ENGAGEMENT

Content engagement declines by more than 15% quarter over quarter



4. SACRIFICING QUALITY

Tenacious focus on content quantity jeopardizes the overall quality of the information created



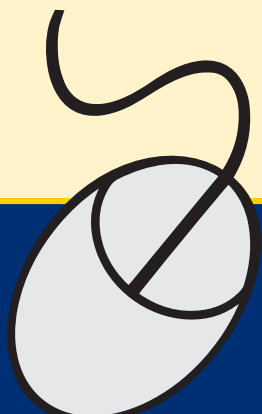
5. HAPHAZARD DISTRIBUTION

A cohesive distribution plan fails to exist or is designed after the content is produced



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EMI Strategic Marketing

Sources:

Forrester, 2013

Content Marketing Institute, 2014

Curata, 2014

Twitter, 2014

YouTube, 2014