



The \$958M Marketing Problem

Quantifying the cost of inefficiency
in your content production processes

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Overview

The new dynamics of business-to-business (B2B) marketing have fundamentally changed the way brands engage with customers. Relevant, timely, and value-added content is the currency for capturing mindshare from overwhelmed and fatigued prospects and customers. Indeed, 57% of mid-to-large B2B companies are currently invested in content marketing efforts and 67% ranked content marketing as a top 3 priority for marketing in 2015.

Gleanster Research surveyed 3,408 B2B companies with over 250 employees to reveal exactly how the most effective B2B companies manage content marketing – and, more importantly, how they actually capitalize on superior results. The findings revealed that B2B firms in the US alone spend over **\$5.2B a year** on content creation efforts; this accounts for quantifiable content marketing investments in internal resources, agencies, technology platforms, and production processes. On average B2B organizations with >250 employees (and currently invested in content marketing tactics) estimate approximately **55% of annual marketing budget** is allocated to content production and creation - that's excluding promotion investments. It therefore stands to reason that optimization of these processes is critical to stretching finite marketing budget to maximize return on investment and simultaneously optimize profitability.

Poorly managed and cumbersome content management processes bloat bottom line costs, leading to an **estimated \$958M each year** in inefficient and ineffective content marketing spend for mid-to-large B2B organizations. Yes, your organization is probably contributing to a fraction of that estimate. Unfortunately it's very difficult for marketing leaders to quantify these inefficiencies and justify optimization of content production processes – until now.

Today the average mid-to-large B2B company spends a superfluous **\$120,000 per year** on headcount to produce the same volume of content as a firm that has invested in content operations optimization (via workflow standardization, centralized collaboration and content marketing operations technology). For the average organization that translates to marketing cycle times that are on average **240% slower** than companies that invested in content operations optimization. In addition, average firms produce **300% less content** than companies that achieved the highest revenue growth in 2014 – higher volumes of quality content do in fact deliver a competitive advantage for Top Performing firms. But Top Performers did not set the bar on efficiency warranting a need to uncover a different benchmark from the data that we classified as “Efficiency Experts.” In highly efficient content production environments a single marketing resource can produce the same volume of content as 2 resources at an average B2B firm simply because they spend less time immersed in inefficient processes. Talk about doing more with less in marketing!

Poorly managed and cumbersome content management processes bloat bottom line costs, leading to an **estimated \$958M each year** in inefficient and ineffective content marketing spend for mid-to-large B2B organizations.



Tweetable Stats



Inefficiency in content production results in an estimated **\$958M each year** in excessive spend for mid-to-large B2B US companies.



3,408 B2B companies indicated the most significant challenge with content marketing is managing the overall content production process.



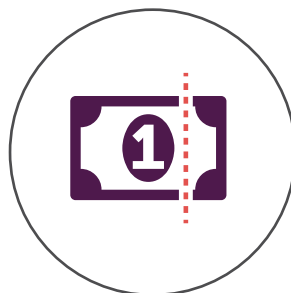
B2B firms spend over **\$5.2B a year** on content creation efforts. Companies with >250 employees allocate **55% of marketing budget** on content.



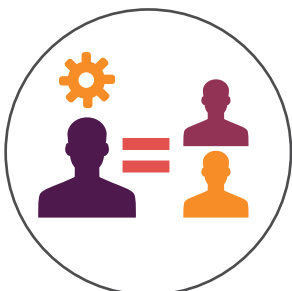
The avg B2B firm spends an extra **\$120k/yr** on headcount to produce the same volume of content as a firm that invested in content efficiency.



B2B companies that invested in content marketing operations produce **300% more content /yr** and **240% faster cycle times** than average firms.



\$0.25 of every dollar spent on content marketing in the average mid-to-large B2B firm is wasted on inefficient content operations.

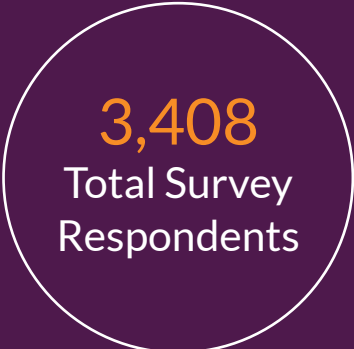


In efficient B2B content operations a single marketing resource can produce the same volume of content as **2 resources** @ an average B2B firm.

Survey Demographics

In Q1 2015, Gleanster Research (in collaboration with Kapost) conducted an online survey to benchmark and quantify the benefits of optimizing content marketing production efforts at B2B firms in the United States.

In order to explore the tactical and granular aspects of content marketing operations, the remainder of this report reflects analysis from the filtered survey population. Here's how it breaks down:



Function
100% Marketing

Title
9% CMO or VP
25% Director
66% Manager & Other

Business Model
54% B2B
46% B2B2C

Number of Employees
23% 250-1000
46% 1000-5000
31% >5000



B2B & Engaged in Content Marketing

10%
Top Performers

Self-Reported "Very Efficient" at Content Creation

Beat Revenue Objectives by over 15% in 2014

Agree content marketing "played a critical role for the business."

90%
Average Performers

All Others – Not Top Performers

* All respondents from United States
* Survey data was captured between March and April 2015



Content Marketing is a Huge Priority and a Bigger Challenge

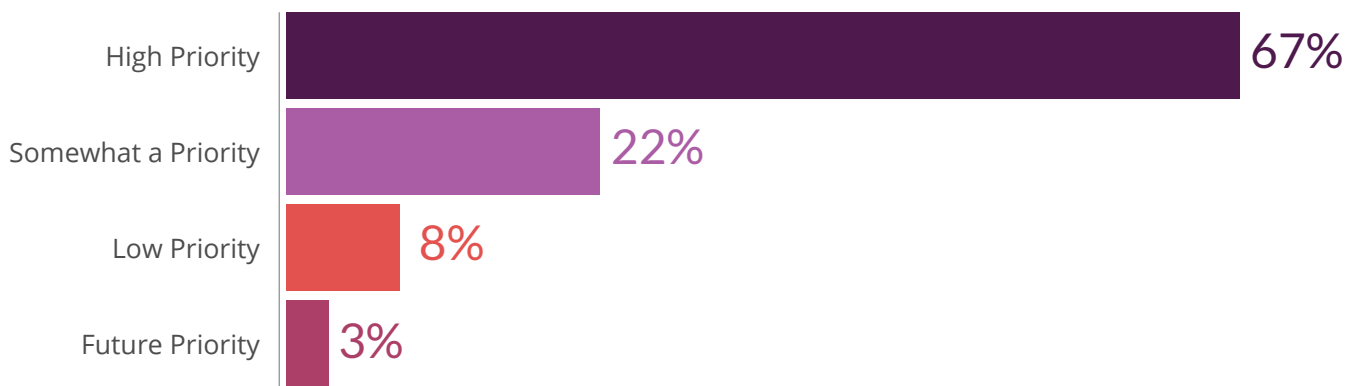
Key Themes & Questions Answered

- What goes into the content creation process?
- How many resources typically support content marketing?
- How much content is being produced and what types of content?
- What are the most common challenges with content production and the costs?
- What technologies support content production?
- How do we measure the operational efficiency of content marketing operations?

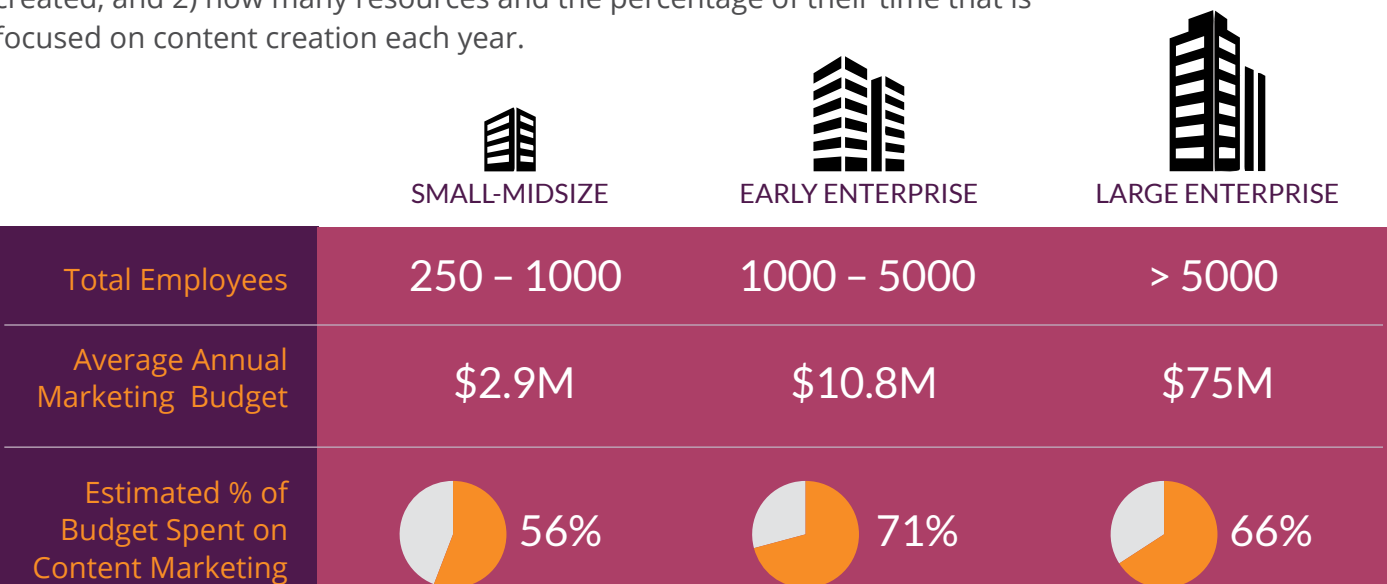
Content Marketing Rules

Today content marketing has become a central theme in the evolution of B2B marketing. Virtually all companies have been exposed to the concept in one way or another; 82% of All B2B marketers indicated content marketing was a priority in 2015. In fact, 67% of All Respondents ranked content marketing as a top 3 priority or a high priority for their marketing strategy. Massive investments are being placed in this discipline, but with dramatically varied results in efficiency and effectiveness.

What priority does your organization place on content marketing as a marketing strategy in 2015?



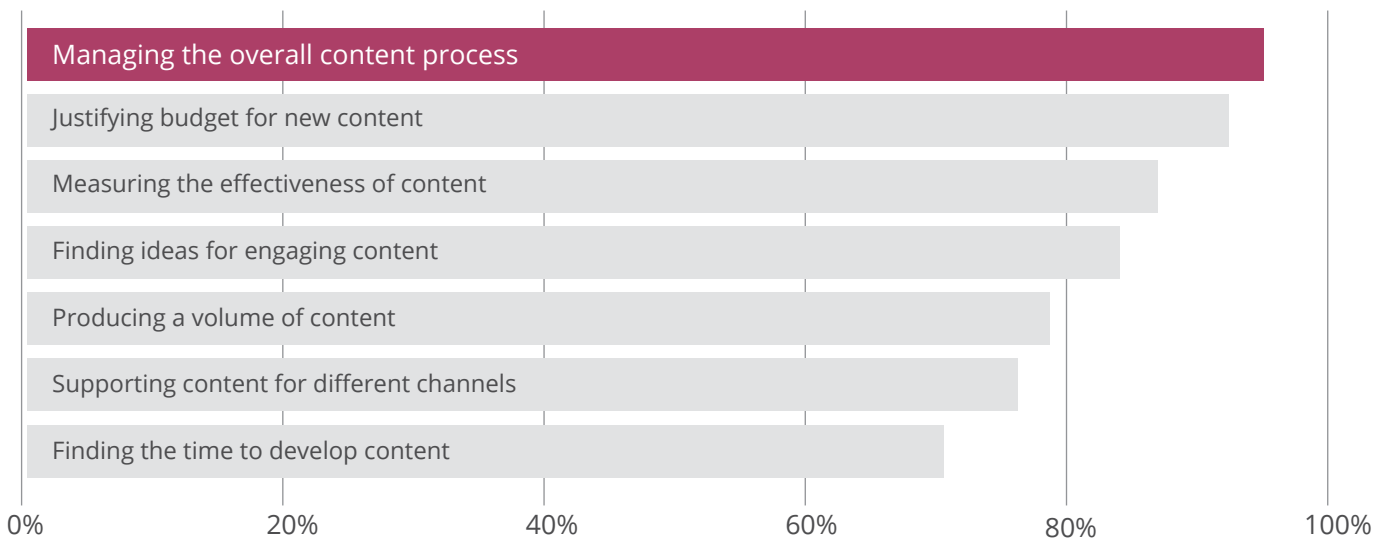
The level of sophistication and investment in content marketing tactics varies radically from company to company. In order to explore the operational efficiency of content marketing investments, we need to establish a benchmark for 1) the type and volume of content that is being created, and 2) how many resources and the percentage of their time that is focused on content creation each year.



Content Operations is the Top Challenge

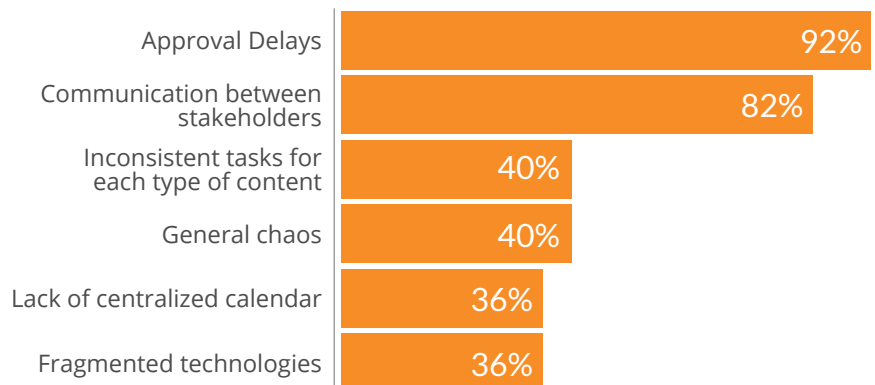
In 2014 a survey from the Content Marketing Institute* revealed producing engaging content, producing a volume of content, and finding budget are the top three challenges with content marketing. But our survey data revealed a very different perspective from mid-to-large B2B firms. Today, the number one challenge with content marketing is managing the overall content process.

What are the top 3 overall challenges that cause you to struggle with content marketing activities



Indeed, further probing revealed that 52% of firms frequently miss deadlines from approval delays, collaboration, and “general chaos” in content production processes; all areas of significant concern for senior marketing leaders given the fact that 55% of annual budget and over a third of internal resource’s time is committed to content marketing.

When you miss deadlines, what are the top reasons you miss them?



* 2014 B2B Content Marketing Trends-North America: Content Marketing Institute, MarketingProfs

How Much Content Are We Talking About?

We asked respondents to estimate the volume and types of content produced by marketing on an annual basis. Of the 3,408 B2B companies we surveyed they produced over 42,000 pieces of content per year to support content marketing efforts. Of this content 37% (or 15,692 assets) represent long-form content such as eBooks, whitepapers, and case studies; these meaty, informative, and resource intensive assets fuel content marketing efforts and require substantial resources, time, and budget to produce.

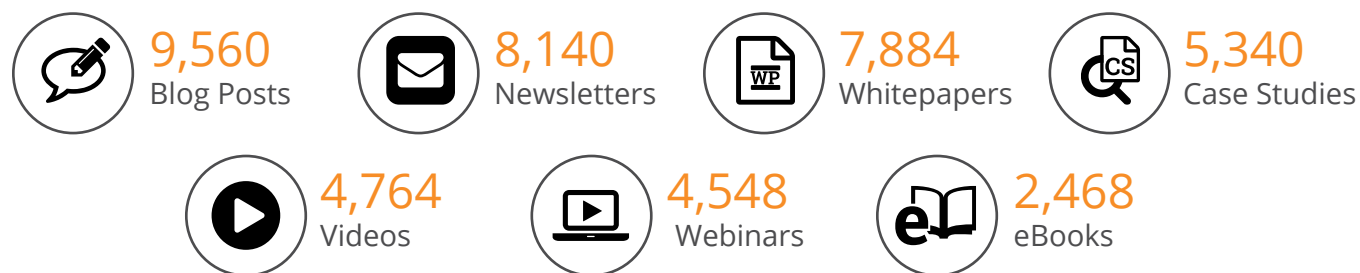
This is the overwhelming reality of the B2B buyer's journey in the age of content marketing and further underscores the need for unique, value-added and high quality content to capture mindshare from overwhelmed buyers.

These statistics also stress the importance of operational efficiency in content production efforts. This is especially true for large marketing teams where over half their time is spent producing and managing content across 5-7 different types of content and a half dozen "high-priority" target audiences. The time our B2B respondents spend supporting the production of blogs, whitepapers, and eBooks in a single year adds up to 273,000¹ days. That means it would take a single resource 748 years working around the clock to produce the same volume of content as our B2B survey respondents estimate they produce in one year.

B2B firms with over 250 employees estimate that in an average month the marketing staff allocates about **62% of their time to content production. That translates to ~\$558,400²** worth of internal marketing headcount spend devoted exclusively to content production each year.

The average mid-size B2B firm also allocates approximately **\$202,800³ per year on external resources** (agencies, freelance writers, consultants, etc.).

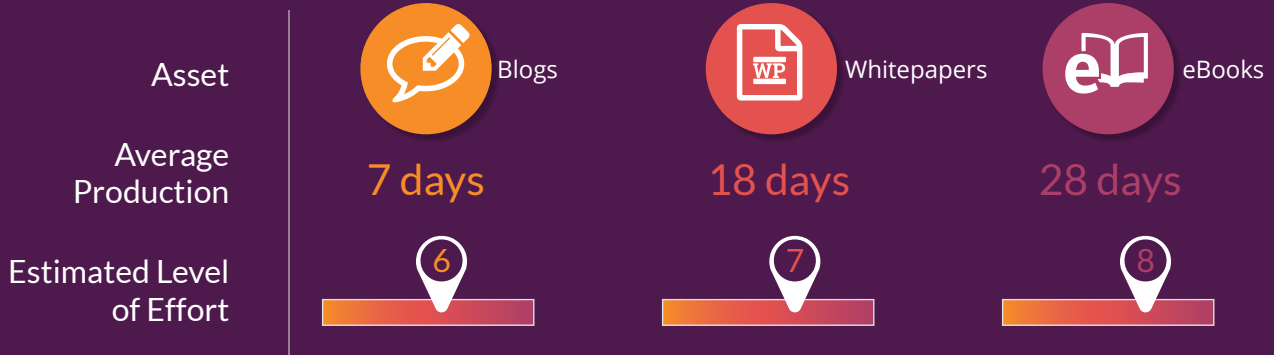
Each year our 3,408 respondents produce:



¹ Average days to produce each asset according to survey respondents: Blogs 7 days | Whitepapers 18 days | eBooks 26 days
² Estimate based on respondent reported average of 15 internal marketing resources supporting content marketing, an average \$60,000 salary, and respondent estimated 62% of internal resources time committed to content marketing.
³ Estimate based on respondent reported average of 12 external resources supporting content marketing and 130 hours per month at an average hourly rate of \$130/hr to support content marketing efforts.

Challenges with Content Creation

The data revealed that marketers commit the most time to three types of content assets: whitepapers, eBooks, and blogs.



A great deal of today's content marketing tactics focus on the customer engagement side of the equation – where systems like marketing automation feed relevant content to buyers, qualify them, and prioritize leads for sales engagement via integration with CRM. But the average B2B company spends well over a half a million dollars a year supporting content production and creation efforts. Removing inefficiency from this content production process can easily result in millions in cost savings for a single firm over a mere 3-5 year period of time. The pressure to produce higher volumes of targeted and relevant content will only grow as consumers increasingly expect a more agile and preference-based multi-channel engagement.

What areas of your content marketing efforts do you feel are currently the most efficient?



Every asset that is produced undergoes a series of operational stages Gleanster Research defines as the marketing value chain: plan, create, distribute, and optimize. Eighty-three percent (83%) of companies report their content creation process is “very efficient” or “efficient.” But the survey data reveals a very different reality when we dug into detailed questions about content production challenges and processes. Eighty-eight percent (88%) of the B2B firms surveyed simultaneously reported significant challenges with content production including missed deadlines, redundant content creation, and a lack of collaboration. These inefficiencies translate to real costs that are easily overlooked by marketers. The question is, do the costs justify immediate attention for the average mid-to-large enterprise B2B firm?

What Really Goes Into Content Production?

It's easy to take for granted all the nuances that go into producing marketing content. In fact, 91% of senior executives who participated in the survey believe they have a "well established and efficient process for producing content." Indeed, even when processes are manual and cumbersome, campaigns still go out on a regular basis. Yet the data revealed that Top Performing organizations outperform All Other respondents by 250% higher year-over-year revenue growth and 3x more published content per year. There is huge gap between how effective marketers think they are at content production and reality.

Inefficiency in content production efforts is bloating bottom line costs and limiting top line growth for the average firm. It's critical to understand how big this problem is for your firm and what you can do about it. Fortunately, the next section will tackle this very challenge.

Content Marketing Operations for Average B2B Firms



44% manage a centralized calendar for content production
vs 85% of Top Performers

60% have target personas for content marketing efforts
vs 86% of Top Performers

95% struggle to "manage the overall content process"



72% miss deadlines on content creation

81% struggle with collaboration and coordination between content production resources

55% do not use workflows or templates to replicate the production of similar assets
vs. 20% of Top Performers who claim the same



90% struggle with redundant content creation for different platforms

74% use marketing automation tools to deliver targeted content by stage of the buyers journey



87% of CMOs desire more visibility around content production and performance

75% indicate they could do a better job informing new content ideas with historical data

44% believe current technologies are insufficient to scale content marketing needs over the next 1-3 years

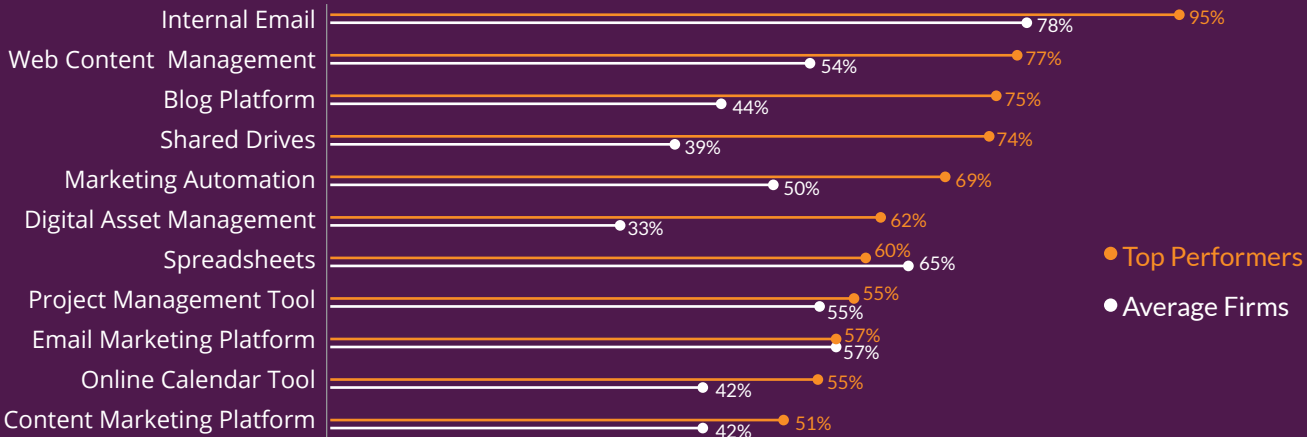
85% would invest in more efficient content marketing processes (and 53% would do so even without a completely tangible return on investment)

COMMON CHALLENGES

- Creating Multi-Channel Content
- Collaboration between stakeholders
- Dead-end email workflows
- Version control on calendars
- Alignment with customer personas
- Tracking production milestones
- Auditing content gaps
- Re-using content & copy
- System integration
- Finding content
- Measuring success

The Role of Technology in Content Operations

Which technologies do you currently use to support content marketing creation and distribution efforts in your organization?

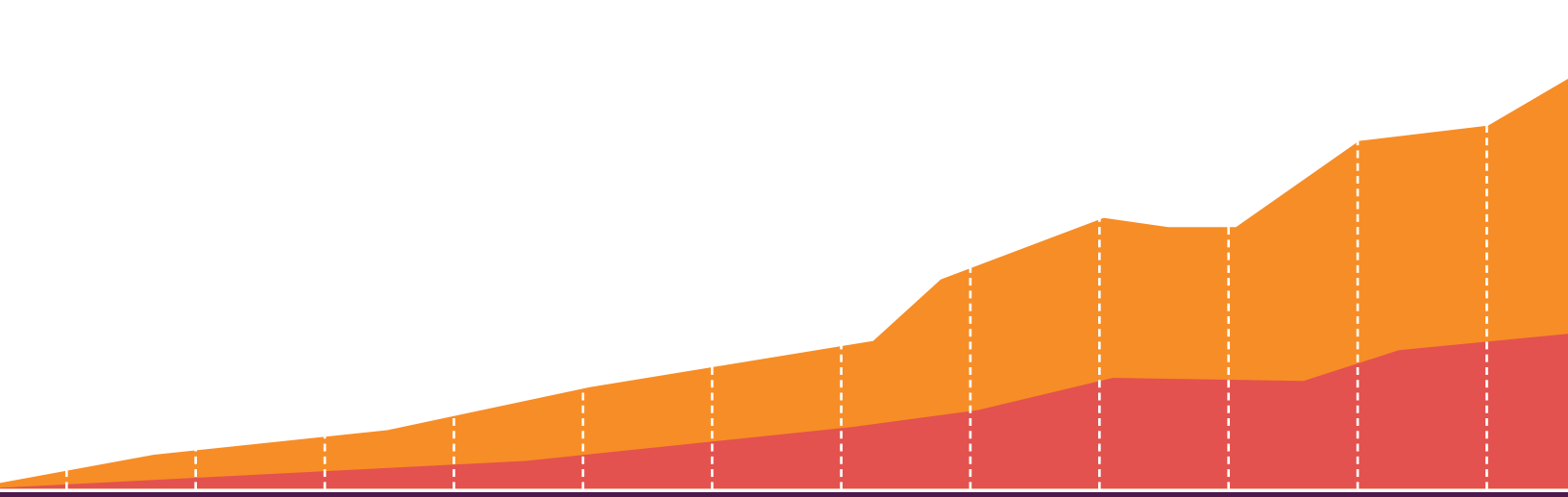


Internal email systems remain a dominant platform for content production processes – this is to be expected even when marketing operations tools are present because workflow alerts and notifications are typically delivered via email. We also continue to see a dependence on spreadsheets for managing content production – but this was a top two technology used by Average firms. Spreadsheets are certainly a contributing factor in the chaos Average firms struggle to manage, creating version control issues, lack of centralization, and cumbersome update processes.

Top Performing firms tend to offload content creation to platforms that provide structured templates which streamline ongoing content production (Blog Platforms, WCM, and Marketing Automation) and allow marketers to queue content publication. Today, Top Performers are 2x more likely than Average firms to use Marketing Automation and Digital Asset Management tools to support content marketing operations. While all companies still heavily rely on shared drives we suspect online file sharing options like Box and Google DRIVE blurred this category, as these technologies behave more like a centralized, searchable repository for distributed marketing teams than a siloed archive.

The data suggests a variety of technologies are being used in content production processes; email, marketing automation, file sharing, blog platforms, digital asset management, etc.. The problem is, these disparate tools rarely support a streamlined and efficient process for content production. In fact, 44% of marketers believe the current technologies are insufficient for scaling content marketing needs over the next 1-3 years.

Content Marketing Platforms represent a unique and emerging category of technology specifically designed to augment B2B content marketing operations via standardized workflow and approvals, customized production templates for different types of assets, a centralized calendar, collaboration, reporting, and integration with Marketing Automation tools. Interestingly, 85% of firms that reported they have a “well established process for content marketing operations” and consider their content production processes to be “very efficient” used a Content Marketing Platform.



Benchmarking Success in Content Marketing Operations

Key Themes & Questions Answered

- How do we measure the operational efficiency of content marketing operations?
- What is the cost of inefficient processes in content marketing?
- How do we quantify success? Cost Savings? Volume of content?

Benchmark Classifications

In order to explore the tangible impact of content marketing operations, Gleanster bifurcated the 3,408 survey respondents into two distinct classifications: Top Performers and Efficiency Experts. Surprisingly, we did not find a discernible correlation between the effectiveness of content marketing efforts and the efficiency of the processes that produce Top Performing results. Top Performers invest 121% more budget in content marketing than the average firm, but while effective, they are rarely efficient in content production – they also account for less than 10% of all B2B firms. The key finding here, all companies (even Top Performers) can benefit from operational efficiency in content marketing efforts – that accounts for companies that are really good at content marketing to companies that are just getting started on content marketing. If spend is being allocated towards content marketing, operational efficiency should be of utmost importance.

Efficiency Experts accounted for just 6% of the 3,408 survey respondents leading us to conclude the vast majority of respondents are pouring significant money into content marketing and a great deal of it is being sucked up by inefficient processes. If you think your company could be doing a better job at content marketing operations, you absolutely can.

How are “effective” companies classified?

Effective content marketing has been classified by companies that outperform peers in revenue growth and believe content marketing played a critical role in this success.



- Self-Reported “Very Efficient” at Content Creation
- Beat Revenue Objectives by over 15% in 2014
- Agree content marketing “played a critical role for the business”

How are “efficient” content operations classified?

In order to explore efficiency we have isolated companies that have strategically invested in process optimization by operationalizing day-to-day content marketing workflow with technology **and** actively publish whitepapers, ebooks and blogs.



- Self-Reported “Very Efficient” or “Efficient” at content creation
- Invested in technology to automate workflow and approval processes for content marketing
- Actively publish whitepapers, ebooks, blogs

What Defines Effective Content Marketing at Top Performing Companies

	Average Performers	Top Performers	Findings
Average # of internal resources dedicated to content creation	15	25	Top Performers devote 1.6x more internal resources with domain knowledge to maximize the quality of content.
Average # of external resources engaged in content creation	12	10	Top Performers pay more for expert external resources. They also engage them in more hours.
Estimated % of budget allocated to content marketing	53% @ \$130/hr, \$17k/m	64% @ \$172/hr, \$39k/m	Top Performers invest more in content marketing as a B2B marketing tactic.
Average annual cost of content resources	\$1.1M	\$1.5M	More money can produce better results in content marketing, but not necessarily maximized ROI.
Top 2 areas of improvement in content operations	<ol style="list-style-type: none"> Meeting task deadlines Collaboration 	<ol style="list-style-type: none"> Content volume Measuring effectiveness 	Every B2B firm wastes time and money on inefficient content production processes.
Breakdown of company size by employees	55% 250-1000 35% 1000-5000 9% >5000	64% 250-1000 26% 1000-5000 10% >5000	Success in content marketing is not predicated on company size. The right level of investment can produce the same results – i.e. a mid-size company can compete successfully with large enterprise with content marketing.

Top Performing companies are 2.2x more likely than average firms to rank content marketing as a top three marketing priority in 2015. But while Top Performers invest almost 2 times more internal resources and 120% more budget towards content marketing, they still struggle with the efficiency of content operations. Bottom line, all companies, including Top Performing and Average struggle with content production and optimization. Larger investments in content marketing can produce higher return, but today, they often come at the expense of cumbersome and disconnected back-office processes. As such, benchmarking Top Performing firms on a success metric like revenue-growth did not give us a clear picture of success in content marketing operations. Content marketing efficiency, it seems, is a universal challenge for all mid-to-large enterprise B2B companies.

Efficiency Experts Are Content Powerhouses

Most organizations don't actually measure content marketing operations, so identifying the difference between an Efficiency Expert and the average organization can be challenging. We have isolated efficient B2B content producing organizations by looking at the type of content they frequently produce (whitepapers, eBooks, and blogs) and whether or not they have invested in technology that would help streamline the production process. Theoretically, existing technology investments for automating content execution would give these organizations a proclivity for process re-engineering, cost savings, and overall efficiency. We used reasonable estimates from survey respondents to ascertain the volume and type of content produced and the speed at which this content is produced. The results were staggering.

Efficiency experts produce two times more content than the average organization and they do it 163% faster with the same average volume of resources contributing to content production.

Asset	Blogs	Whitepapers	eBooks
Efficiency Expert Avg Production Time*	6 Days <i>vs 7 Days for Avg Firms</i>	15 Days <i>vs 18 Days for Avg Firms</i>	16 Days <i>vs 26 Days for Avg Firms</i>
Efficiency Expert Estimated Volume per Year	45 Blogs <i>vs 28 Blogs for Avg Firms</i>	20 Whitepapers <i>vs 7 WPs for Avg Firms</i>	8 eBooks <i>vs 4 eBooks for Avg Firms</i>

Efficiency Expert Average Number of Internal Resources Contributing to Content

15 Resources
vs 15 Resources for Avg Firms

That means with no changes to production time, the average firm would have to invest in 2 additional resources to produce the same quantity of content as Efficiency Experts. Efficiency Experts therefore realize a cost savings of \$120,000* annually in headcount alone by operationalizing content production processes.

*Production time is an estimate of total combined effort in producing a single asset.

*Estimated average salary for a content marketing resource \$60,000 annually.

Anatomy of an Efficiency Expert

So, what does an Efficiency Expert do differently? For one thing, these organizations have an appetite for process re-engineering and standardization. For example, they are 4x more likely to invest in optimizing content marketing efficiency even if a return was not completely tangible. They not only see a problem and an opportunity, it's perceived as a high priority that justifies an investment.



- 100% of Efficiency Experts had invested in standardized workflow and approval technology
- 73% have centralized assets and content
- 90% use Marketing Automation tools – and therefore have a propensity for creating targeted content for all stages of the buyers journey



- 89% used standardized content templates and automated tasks for different types of content
- 81% align content to different stages of the buyers journey
- 100% believe content marketing is a critical skill for B2B marketers to learn



- 89% “understand the value of different customers and prioritize marketing efforts accordingly”
- 73% indicate the efficiency of content production is an ongoing concern
- 88% measure expected cycle-time on assets and the overall volume of content produced as a metric for success

Estimated Return on Content Marketing Platforms

Efficiency Experts are 7x more likely to invest in technology to help streamline their content processes. We also asked respondents who were using these technologies to estimate the return on investment in a variety of different areas. Here's what they said:

Respondents using Content Marketing Platforms estimated an average:

- **60% improvement** in content effectiveness from documented alignment with customer personas
- **50% reduction** in cost savings on headcount and external resources from more efficient workflows, approval processes, and centralized visibility of overall content production
- **90% increase** in the volume of content produced (turns out it's 200%)
- **45% increase** in the volume of Sales Accepted Leads (SALs) via centralized and documented alignment with content personas and content that aligned to the stages of the buyer's journey.



Justifying Investments in Content Marketing Operations

Key Themes & Questions Answered

- How does your organization currently stack up relative to Top Performers and Efficiency Experts?
- How do you measure a tangible return on content operations investments?
- How to justify and champion investments in content marketing operations

Are Your Content Operations Inefficient?

In order to place a value on inefficiency we need to put a dollar figure on the creative process. Therefore we need to establish benchmarks between the average firm and efficient organizations.

Content marketing production consumes almost two thirds of your internal resource's day-to-day commitments (62%) for firms that are currently investing in content marketing tactics. B2B firms will spend an estimated \$5.2B on content production efforts; that's a conservative bottom-up estimate based on average internal and external resource costs, annual budget allocations, estimated content production volume, and the number of B2B firms in the US alone. By uncovering the time and cost savings realized by Efficiency Experts, an estimated \$958M in inefficient content marketing costs are wasted each year from communication challenges, redundant content creative, and general chaos in the content production process (this includes the cost of resources, the speed of content production (in days), and the volume / type of content produced annually by the average firm.) The data also suggests that these challenges are amplified by the complexity of your marketing department – the more resources that are involved in content marketing, the greater the cost of inefficiency.

The most substantial content marketing commitments in time and effort are invested in long-form content such as whitepapers, case studies, and eBooks. From a return on investment standpoint, every firm needs long-form content that is 1) relevant to your target buyers and 2) targeted for different stages of the buyers journey. Every B2B firm is therefore facing bottlenecks in content production if we assume there is finite resources and budget to go around. It therefore stands to reason that if the same level of resources can produce more content in the same amount of time, there are real and substantial ramifications on bottom line costs and return on marketing investments.

Sixty-seven percent (67%) of all respondents indicated they believe there is room for improvement in current content creation processes. What we now know from the research is that Efficiency Experts gain leverage and produce more content with the same number of resources by standardizing operational tasks, centralizing collaboration and approvals, and gaining visibility into overall content marketing production efforts.



Are Your Content Operations Inefficient?

First let’s establish a foundation for whether or not your organization values content marketing and the potential for inefficiency in content production processes. Answer the questions below and tally the points for each column. Then read about where your organization likely falls on the spectrum of inefficiency.

	Yes	No	Points
Do you value content marketing as a B2B marketing tactic? _____	1	0	<input type="checkbox"/>
Do you believe your current content production processes could be improved? _____	1	0	<input type="checkbox"/>
Do you regularly miss task deadlines on content creation because of approval delays or communication challenges between stakeholders? _____	1	0	<input type="checkbox"/>
Do you have a centralized content production calendar? _____	0	1	<input type="checkbox"/>
Do you centralize your work-in-progress and production-ready content for access by marketing and sales? _____	0	1	<input type="checkbox"/>
Do you currently use a marketing automation tool? _____	1	0	<input type="checkbox"/>
Do you have standardized workflow processes for the production of different types of content: blogs, whitepapers, eBooks, webinars, etc.? _____	0	1	<input type="checkbox"/>
			↓
	Sum of Points		<input type="text"/>

Results

5 – 7

Your organization values content marketing but has yet to make investments in optimizing content production efforts. There are ample opportunities for you to save costs, streamline production time, and improve collaboration and workflow in content marketing operations processes.

4 – 3

Your organization values content marketing and you have taken strides in the right direction to help automate, standardize, or operationalize your investment. Consider how integrated your production processes really are. Does your team constantly jump from system to systems?

1 – 2

Your organization is actually doing a pretty good job at content marketing operations and you may even be an Efficiency Expert. Your main challenges are likely the volume of content production and measuring effectiveness, so look to optimize these processes more effectively.

Benchmarking Your Level of Investment

If you scored between a 3 and a 7 on the last page, then it's time to dig a bit further and explore the opportunity cost of inefficient content operations. We will do this by benchmarking your current performance against Top Performing organizations and Efficiency Experts. This will provide a general basis on which you can justify the expected return on investment from optimizing content marketing operations.

Naturally, the larger your team and the larger the level of investment, the greater the opportunity for cost savings and time savings on content operations investments.

How many internal resources support content marketing efforts in your organization? _____	<input type="text" value="number"/>	A
On average what % of the time do external resources spend on content creation? _____	<input type="text" value="percentage"/>	B
How many hours each month do you pay for external resources to support content production efforts? _____	<input type="text" value="number"/>	C
What is the average hourly rate for external resources? _____	<input type="text" value="\$ per hour"/>	D
In a typical year, how many of the following content assets are you producing?	eBooks _____	<input type="text" value="number"/>
	Whitepapers _____	<input type="text" value="number"/>
	Case Studies _____	<input type="text" value="number"/>
	Blog Posts _____	<input type="text" value="number"/>
	<input type="text" value="Sum"/>	E
On average, how many days does it take you to produce a single production ready asset?	eBooks _____	<input type="text" value="number"/> F
	Whitepapers _____	<input type="text" value="number"/> F
	Case Studies _____	<input type="text" value="number"/>
	Blog Posts _____	<input type="text" value="number"/>

Results

Our organization has **[A]** resources that support content marketing efforts. This equates to approximately $[\$60,000 \times \mathbf{A} \times \mathbf{B}]$ annual commitments in content production. On top of this we spend $[\mathbf{C} \times \mathbf{D} \times 12]$ annually on external resources that also support our content efforts. These resources produce an average of $[\mathbf{E} \div \mathbf{A}]$ pieces of content per year per resource versus Top Performing firms that produce an average of 2.4 pieces of content annually per resource. The most substantial assets we produce are [eBooks / Whitepapers] and they take us **F** days to produce. By operationalizing our content marketing efforts we can potentially improve our cycle time on content production by $[(\mathbf{F}-16)/\mathbf{F}]$ and produce a higher volume of higher quality content with the same number of resources.

Key Findings

- B2B firms in the US alone spend over **\$5.2B a year** on content creation efforts.
- **Sixty-seven percent (67%)** of all respondents indicated they believe there was room for improvement in current content creation processes.
- For the average B2B firm that has invested in content marketing tactics, content marketing **production consumes almost two thirds** of internal marketing resources' day-to-day duties.
- **\$.25 of every dollar spent** on content marketing in the average mid-to-large B2B firm is wasted on inefficient content operations.
- Top Performing firms (beating revenue targets from 2014 by over 20%) produce **3x more content per year** than the average B2B firm, but they aren't necessarily more efficient. Even Top Performers can benefit substantially from investments in content marketing efficiency.
- Efficiency Experts produce **2x more content** than the average organization and they do it **163% faster** with the same average volume of resources contributing to content production.
- For Efficiency Experts a **single marketing resource can produce the same volume of content** as 2 resources at an average B2B firm simply because they spend less time immersed in inefficient processes.
- Efficiency Experts are **7x more likely** to invest in technology that supports standardized tasks/workflows and a centralized content production calendar.
- The average mid-size B2B company spends **an extra \$120,000** per year on headcount to produce the same volume of content as a firm that has invested in content operations optimization (via process re-engineering and content marketing operations technology).

About Gleanster Research

Gleanster Research helps business leaders uncover best practices in technology adoption by benchmarking the successes and failures of Top Performing firms. We publish the results online so you can learn from the most successful CMOs on the planet. We do this through a proprietary benchmark research methodology that informs a library of best practice market research and a comprehensive directory of vendor showcases (complete with vendor rankings based on reviews from users).

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About Kapost

Kapost's Marketing Content Engine provides a proven framework for planning, executing, distributing and optimizing the critical content that drives all of marketing. Employing easy-to-use calendaring, collaboration tools, workflows, analytics and the most robust set of integrations, Kapost standardizes and simplifies the management of your B2B content lifecycle – from generating ideas to publishing finalized assets. Kapost provides the tools you need to get the right marketing content done while measuring the impact of every asset, so you don't waste resources but move buyers forward.

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