

13 STATS ABOUT OUTSOURCING CONTENT MARKETING

COMPANIES TURN TO CONTENT MARKETING TO BUILD BRAND AWARENESS, GENERATE LEADS, AND DRIVE SALES. BUT THE CONSTANT CREATION AND DISTRIBUTION OF ORIGINAL CONTENT CAN DRAIN AN ORGANIZATION'S RESOURCES. THAT'S WHY MANY CHOOSE TO OUTSOURCE ALL OR SOME OF THEIR CONTENT MARKETING EFFORTS TO CONTENT PARTNERS OR MARKETING FIRMS.

CONSIDERING OUTSOURCING SOME OR ALL OF YOUR CONTENT MARKETING? CHECK OUT THESE STATISTICS.

TOP B2B MARKETING CONTENT CHALLENGES



51%
list lack of time/bandwidthⁱ



50%
list producing enough content variety/volumeⁱ



30%
say an external agency/consultant is one of the top resources for content creation for their organizationsⁱ

WHAT'S BEING OUTSOURCED



Writing
44%

THE TWO MOST OUTSOURCED CONTENT MARKETING ACTIVITIES:ⁱ

Design
41%



About **two-thirds** of marketers



outsource **less than one-third** of their content creation.ⁱ



of content is **being outsourced** by marketers.ⁱⁱ

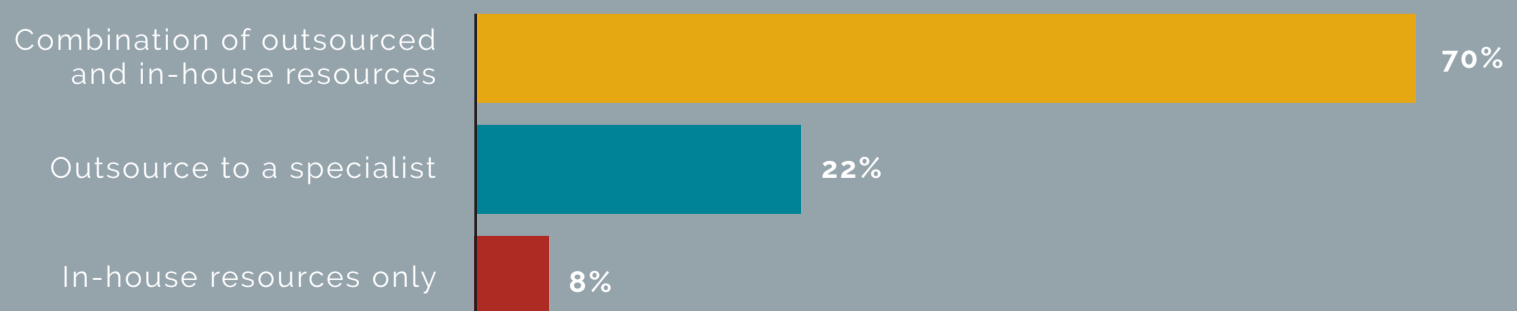


of marketers **don't outsource** any content creation.ⁱ



of blog posts are **outsourced** by business bloggers. The **best practitioners** outsource 24%.ⁱⁱ

WHAT ABOUT VIDEO MARKETING CONTENT CREATION?ⁱⁱⁱ



References

ⁱLinkedIn Technology Marketing Community
ⁱⁱCurata
ⁱⁱⁱAscend2 2015 Study