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.

13 STATS ABOUT OUTSOURCING CONTENT MARKETING

WHAT'S BEING OUTSOURCED

THE TWO MOST OUTSOURCED CONTENT MARKETING ACTIVITIES:

- Writing: 44%
- Design: 41%

51% of marketers lack of time/bandwidth.
50% list producing enough content variety/volume.
30% say an external agency/consultant is one of the top resources for content creation for their organizations.

WHAT ABOUT VIDEO MARKETING CONTENT CREATION?

- Combination of outsourced and in-house resources: 70%
- Outsource to a specialist: 22%
- In-house resources only: 8%

WHAT ABOUT CONTENT MARKETING ACTIVITIES?

- Writing: 44%
- Design: 41%

18% of content is being outsourced by marketers.
25% of marketers don’t outsource any content creation.
14% of blog posts are outsourced by business bloggers.

WHAT'S THE TOP B2B MARKETING CONTENT CHALLENGES?

- Lack of time/bandwidth: 51%
- Producing enough content variety/volume: 50%
- External agency/consultant: 30%

REFERENCES

LinkedIn Technology Marketing Community
Curata
Ascend2 2015 Study

FRONETICS marketing the supply chain