THE ROLE OF CONTENT IN THE LOGISTICS & SUPPLY CHAIN INDUSTRIES

Recent cultural shifts and advances in digital technology have pushed aside traditional methods of communication and given way to the rise of a new type of communication strategy — one that puts content at the very center.

Fronetics conducted a survey to explore the role of content messaging within the logistics and supply chain industries. Some of the key findings are highlighted below.

**Tools and Strategies.**

- Does your company curate content?
  - Yes: 79%
  - No: 13%
  - Unsure: 8%

- Tools and strategies used:
  - Blogs: 93%
  - Reports: 78%
  - Infographics: 74%
  - White Papers: 73%
  - Case Studies: 72%
  - Blog Posts: 65%
  - Slideshows: 47%
  - Videos: 35%
  - Podcasts: 33%

**Content Goals and Formats.**

- What are your company's goals with respect to content?
  - Increase brand awareness: 41%
  - Lead generation: 35%
  - Establish company as an industry leader: 28%
  - Customer engagement: 28%
  - Lead nurturing: 26%
  - Customer conversation: 24%
  - Customer retention: 23%
  - Customer service: 20%

- Content format:
  - Blog posts are the top content format.

**Content Distribution and Curation.**

- Does your company distribute content?
  - Yes: 87%
  - No: 4%
  - Unsure: 9%

- Content distribution channels:
  - Websites: 81%
  - LinkedIn: 74%
  - Email: 68%
  - Facebook: 64%
  - Twitter: 53%
  - YouTube: 45%
  - Pinterest: 38%
  - Instagram: 32%
  - Other: 11%

**Content Creation & Challenges.**

- Does your company measure the ROI of its content?
  - Yes: 52%
  - No: 48%

- Content creation & challenges:
  - Companies struggle with time and quality:
    - Most content is created in-house: 45%
    - Content creation is both in-house and outsourced: 33%
    - All content creation is outsourced: 11%
    - Unsure: 11%
  - Inconsistent with content creation/quality:
    - Struggle to find time: 40%
    - Limited staff/resources: 33%
    - Have no plan or strategy: 11%
    - All content is created in-house: 5%
    - Content creation is both in-house and outsourced: 5%
    - Unsure: 11%

References:

