

Essential Elements: Four Technologies for Content Marketing

The pace of content marketing is *in-tents*. But most organizations are missing a key piece of equipment necessary to survive in the marketing cycle wilderness.



Marketing tech everyone needs for basic survival



MAP
MARKETING
AUTOMATION
PLATFORM



CMS
CONTENT
MANAGEMENT
SYSTEM



CRM
CUSTOMER
RELATIONSHIP
MANAGEMENT



DAM
DIGITAL
ASSET
MANAGEMENT

Content creation is an adventure most marketers embark on



88%
of B2B

&

76%
of B2C



are already on the path.

Which explains why they're packing in more content

60%

create at least
one piece of
content each day

75%

are increasing
investment in
content marketing

76%

say they plan
to produce
more content

Managing content is getting s'more complicated for everyone



On average, B2B marketers use at least



13

content
marketing
tactics



6

different
social media
platforms



3

separate
different
paid media
channels

But most marketing organizations are still scouting the territory

Content
Marketing
Experience
Level

8%
MASTER

24%
EXPERT

29%
PROFICIENT

27%
COMPETENT

11%
NOVICE

CONTENT
MARKETING
EXPERIENCE

Everything is harder without the proper tools



100% Nearly everybody with
a website has a CMS



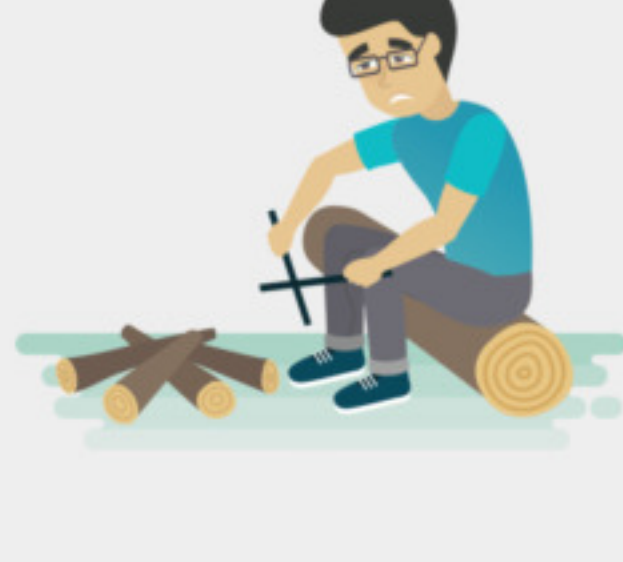
91% of businesses have CRM



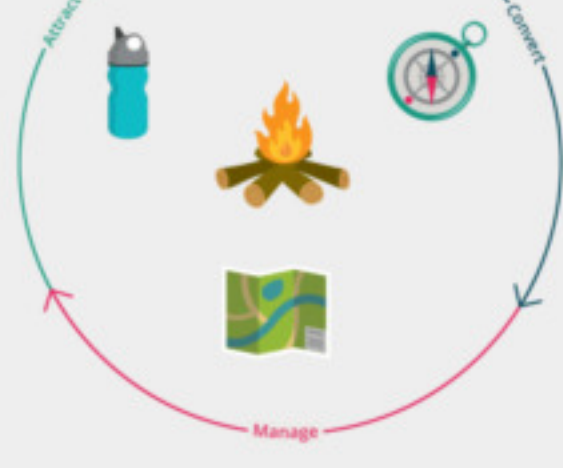
88% of business leaders use
marketing automation



35% but only 35% have a platform
for managing creative content



DAM is the multi-tool of marketing



It's useful for finding your way,
keeping track of assets and knowing
where your brand has been.

**"Digital Asset Management is
moving to the center between
upstream creative and
downstream delivery."**

-Nick Barber,
Forrester Research