

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

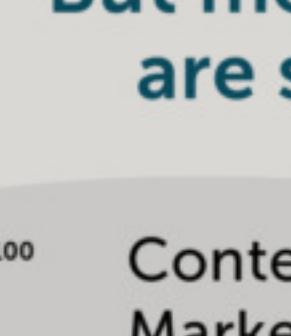
CUSTOMER
RELATIONSHIP
MANAGEMENT



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

MANAGE

CREATE

SEARCH

ANALYZE

REPORT

SHARE

CREATE

SEARCH

ANALYZE

REPORT

SHARE