

THE 2019 STATE OF CONTENT MARKETING

We asked thousands of marketers to share their opinions on content marketing, so we could shine a light on the successes and challenges in the industry in 2019.

MARKETING BUDGETS

Now almost half of marketing budgets are solely spent on content.



WIDER BUSINESS GOALS

Does your content marketing tie into wider business goals?



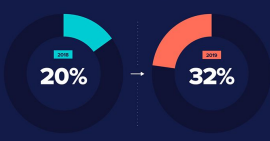
In 2018, **only 45%** of those asked felt their content marketing strategy linked to all other parts of the business.



In 2019, a **massive 89%** now felt their content marketing strategy was linked to all other parts of the business.

BEST PRACTICE

The number of marketers who know best practices has increased by 10% - in 2018, only 1 in 5 knew the 'best way' to run a content marketing campaign, and now, a third of surveyed marketers are definitely clear on how to do that.



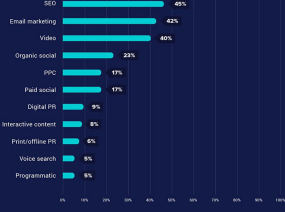
SOCIAL MEDIA

Instagram pushes out YouTube for 4th place



TOP FOCUS AREAS

What channels will be your top focuses for content marketing in 2019?



INFLUENCERS

Influencers dropped in popularity but were very effective for those who used them.



VOICE SEARCH

11% of marketers used voice search in 2018, but execution is an issue, as many are not seeing results.



How effective would you say content marketing is for your brand?



RESULTS

How do you measure the success of content marketing?



GET YOUR HANDS ON THE FULL 2019 RESULTS

<https://www.pozzlemedia.co.uk/resources/content-marketing-survey-2019>