

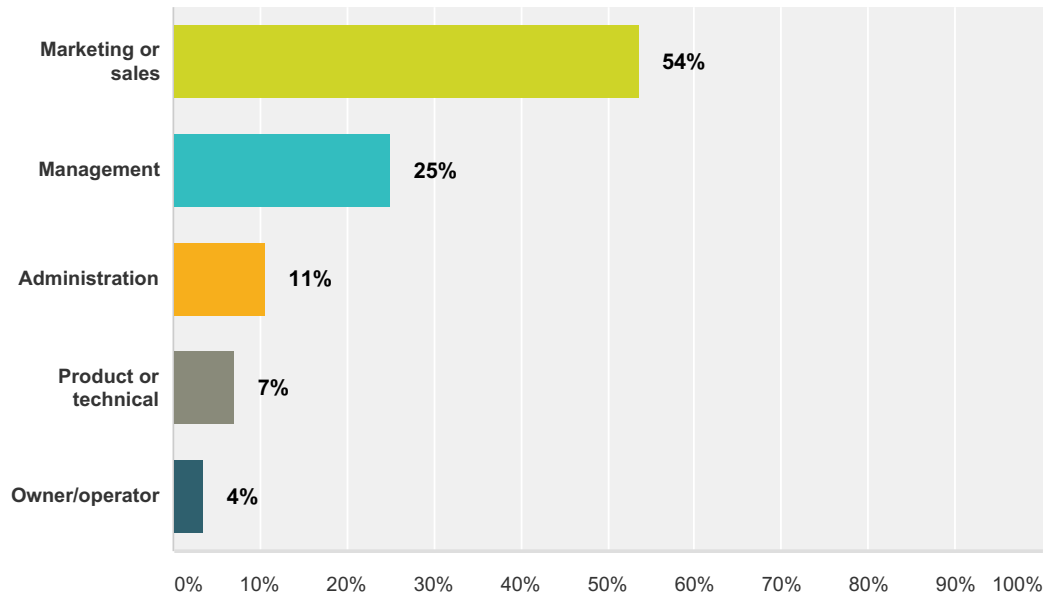
Q1 So we can contact you if you win the \$150 voucher please provide the following details:

Answered: 28 Skipped: 0

Answer Choices	Responses
First name	100% 28
Surname	100% 28
Position	100% 28
Company	100% 28
Phone number	100% 28
Email	100% 28

Q2 Which of the following best describes your role at your company?

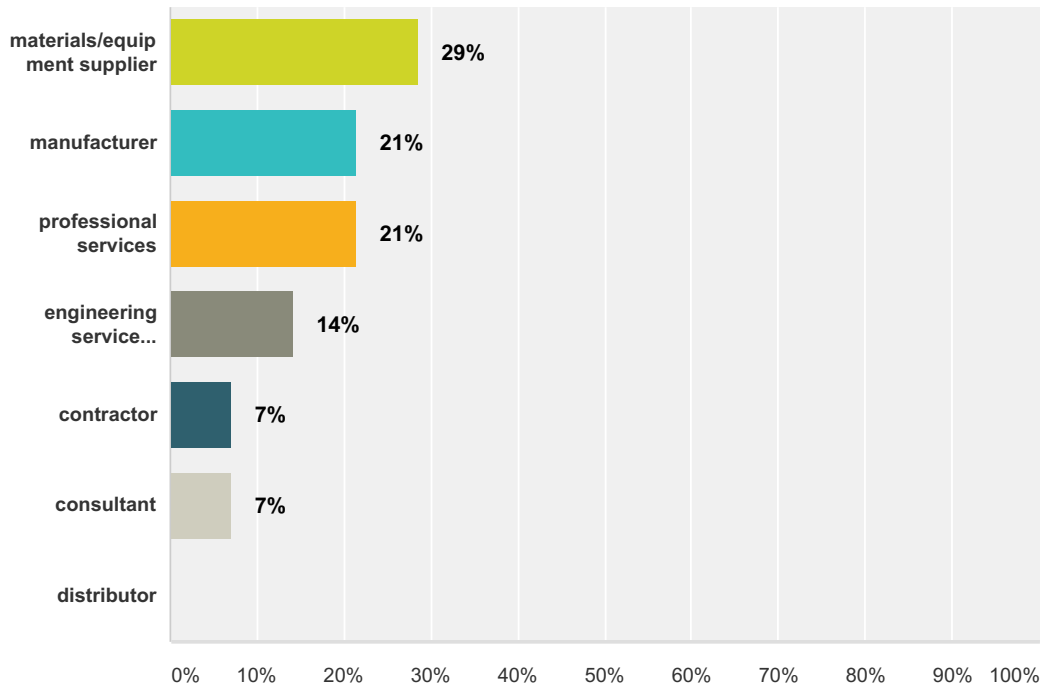
Answered: 28 Skipped: 0



Answer Choices	Responses	
Marketing or sales	54%	15
Management	25%	7
Administration	11%	3
Product or technical	7%	2
Owner/operator	4%	1
Total		28

Q3 Which best describes your company's core business:

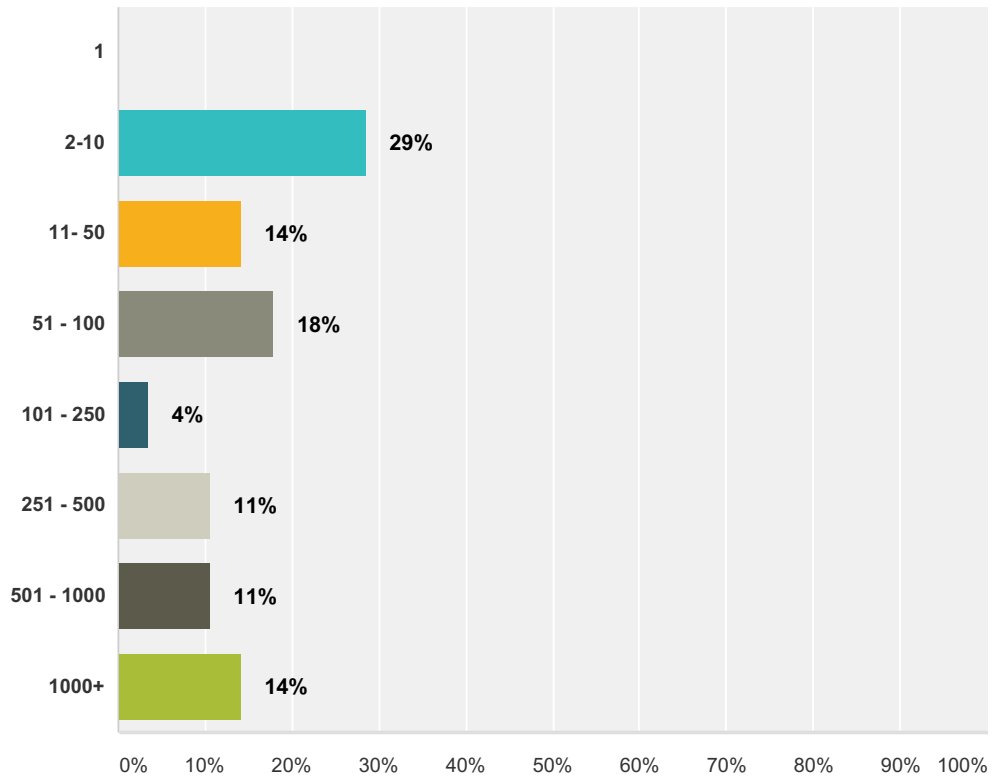
Answered: 28 Skipped: 0



Answer Choices	Responses	
materials/equipment supplier	29%	8
manufacturer	21%	6
professional services	21%	6
engineering service provider	14%	4
contractor	7%	2
consultant	7%	2
distributor	0%	0
Total		28

Q4 How many people does your company employ in Australia?

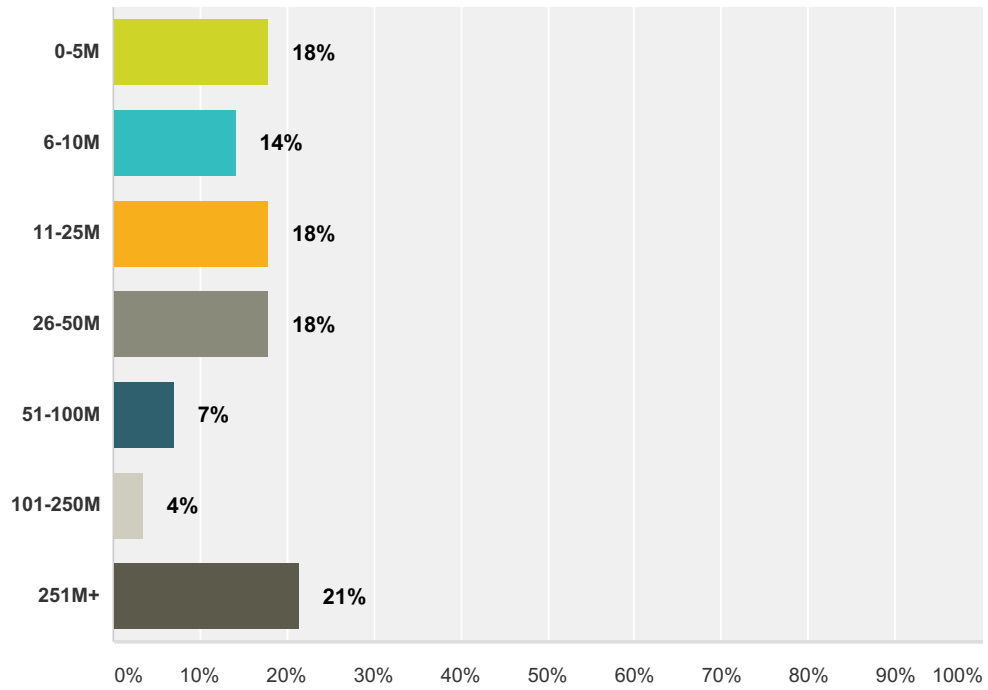
Answered: 28 Skipped: 0



Answer Choices	Responses
1	0% 0
2-10	29% 8
11-50	14% 4
51-100	18% 5
101-250	4% 1
251-500	11% 3
501-1000	11% 3
1000+	14% 4
Total	28

Q5 Please approximate your company's annual revenue (M = \$Million)

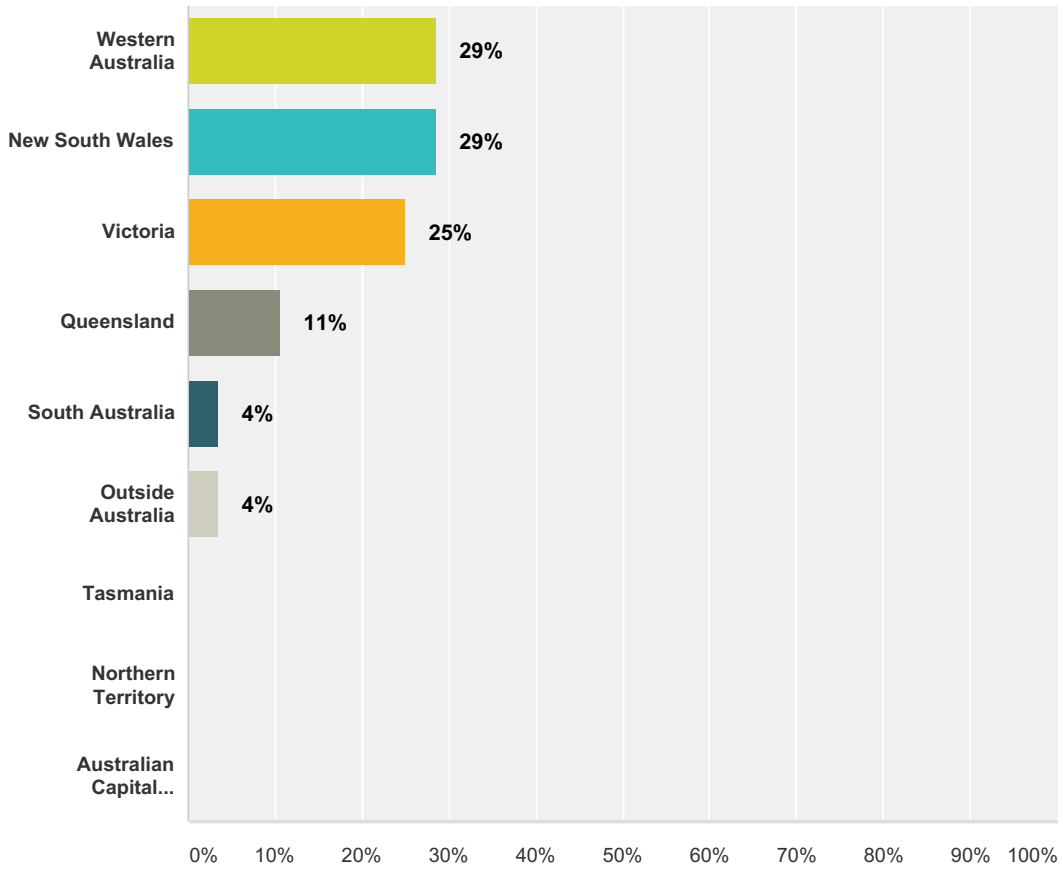
Answered: 28 Skipped: 0



Answer Choices	Responses
0-5M	18% 5
6-10M	14% 4
11-25M	18% 5
26-50M	18% 5
51-100M	7% 2
101-250M	4% 1
251M+	21% 6
Total	28

Q6 Where are you based?

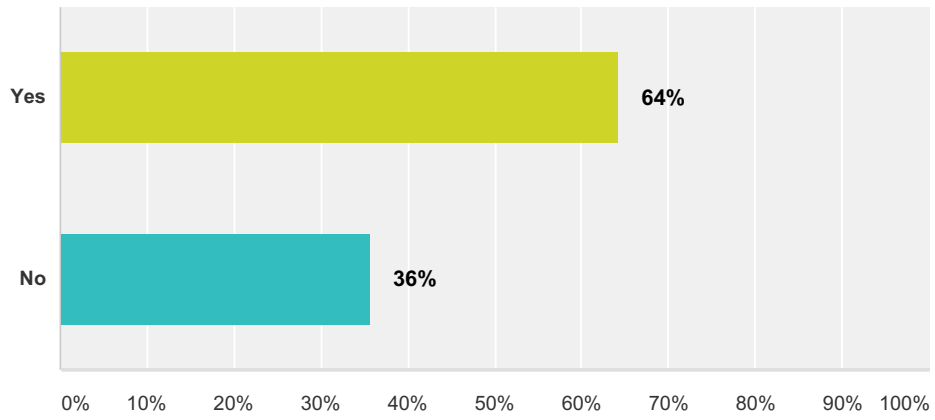
Answered: 28 Skipped: 0



Answer Choices	Responses	Count
Western Australia	29%	8
New South Wales	29%	8
Victoria	25%	7
Queensland	11%	3
South Australia	4%	1
Outside Australia	4%	1
Tasmania	0%	0
Northern Territory	0%	0
Australian Capital Territory	0%	0
Total		28

Q7 Does your organization use content marketing?

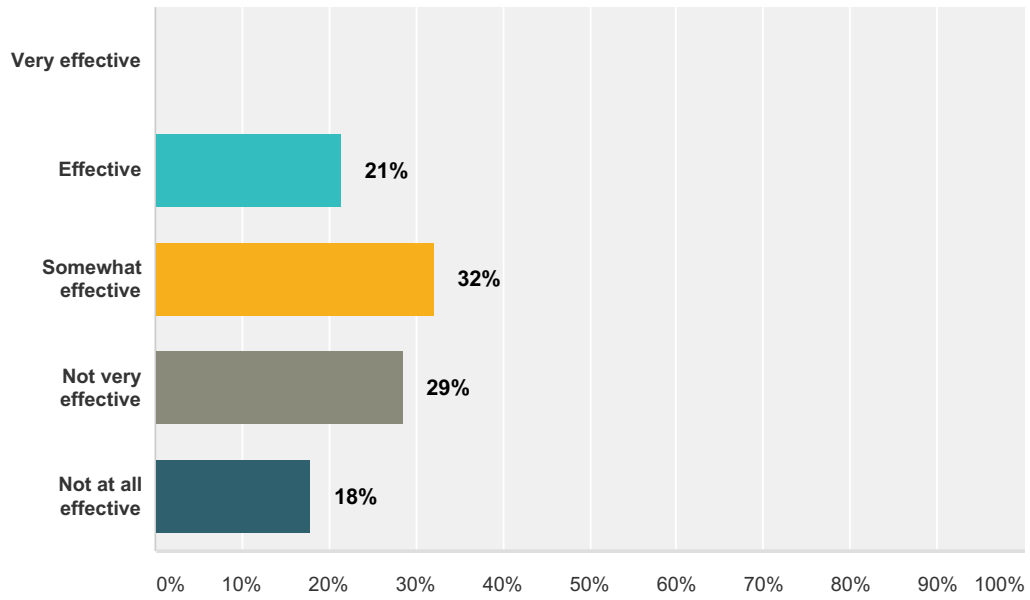
Answered: 28 Skipped: 0



Answer Choices	Responses
Yes	64% 18
No	36% 10
Total	28

Q8 How effective is your organization at content marketing?

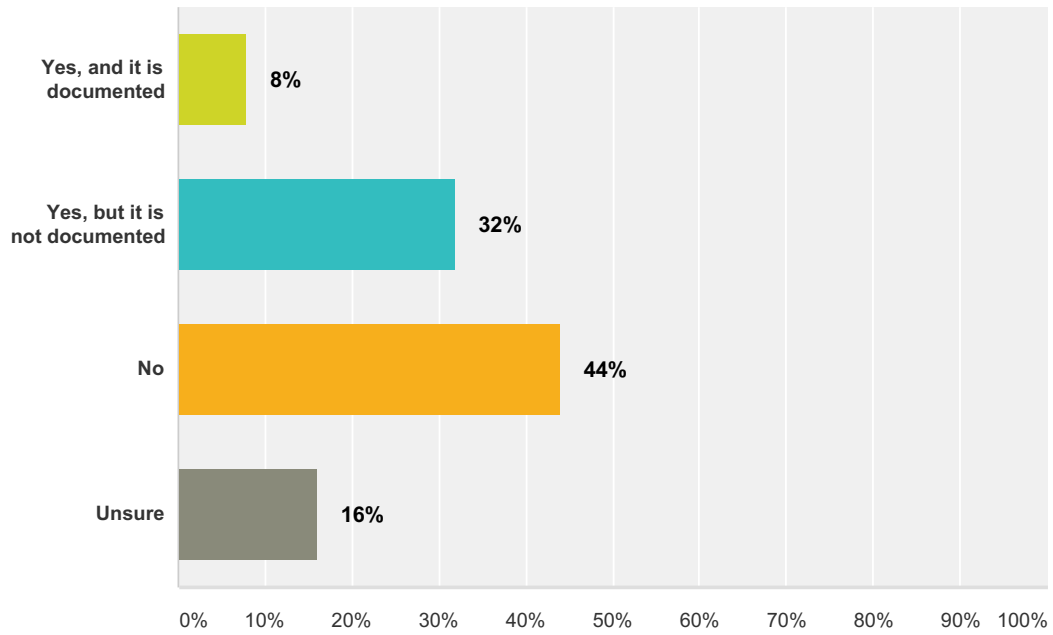
Answered: 28 Skipped: 0



Answer Choices	Responses
Very effective	0% 0
Effective	21% 6
Somewhat effective	32% 9
Not very effective	29% 8
Not at all effective	18% 5
Total	28

Q9 Does your organization have a content marketing strategy?

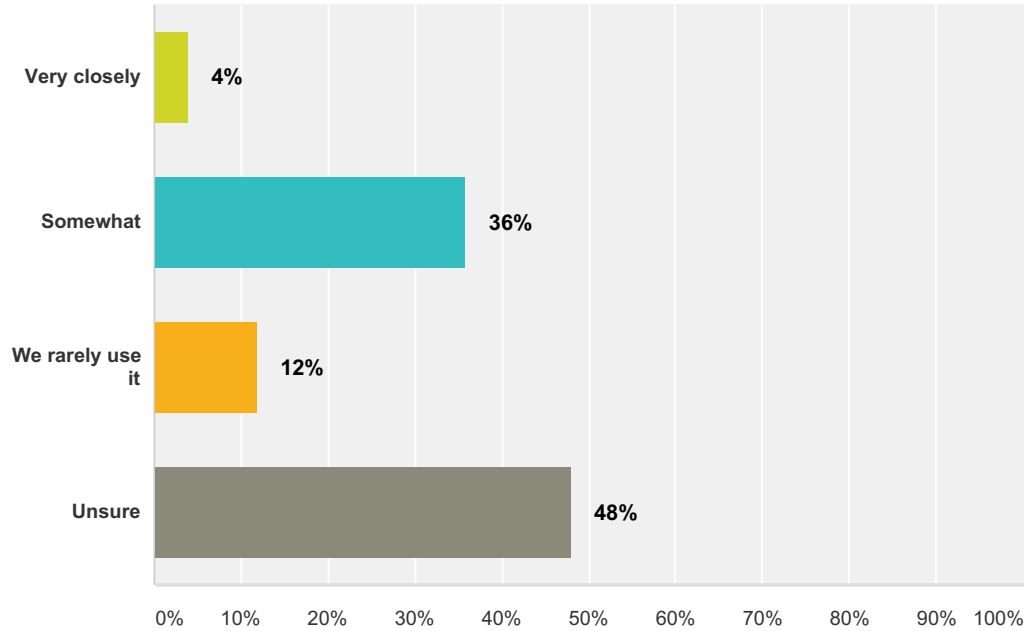
Answered: 25 Skipped: 3



Answer Choices	Responses
Yes, and it is documented	8% 2
Yes, but it is not documented	32% 8
No	44% 11
Unsure	16% 4
Total	25

Q10 How closely does your content marketing strategy guide your organization's content marketing efforts?

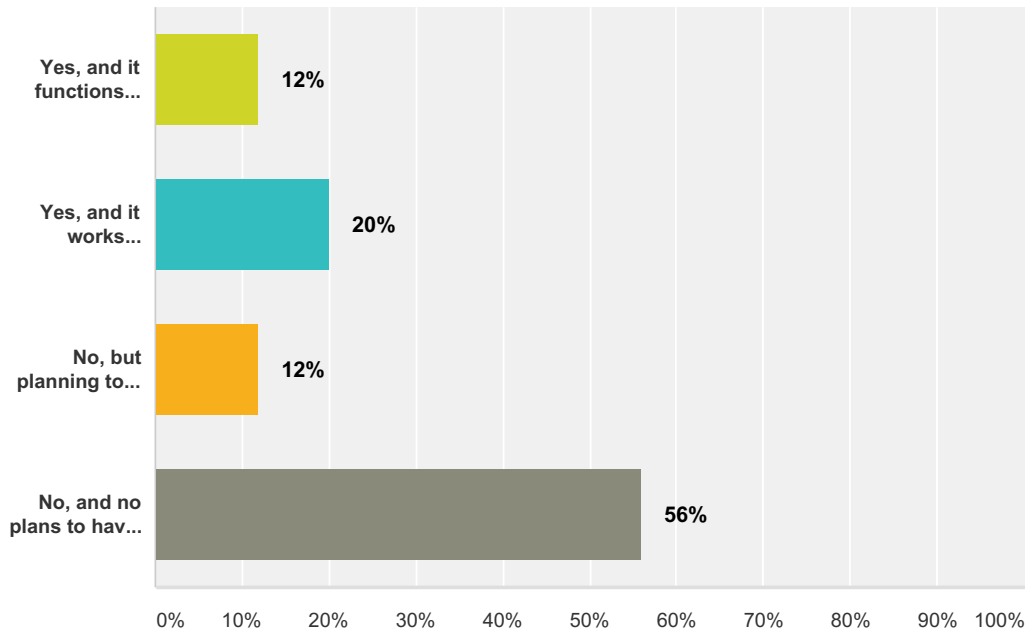
Answered: 25 Skipped: 3



Answer Choices	Responses
Very closely	4% 1
Somewhat	36% 9
We rarely use it	12% 3
Unsure	48% 12
Total	25

Q11 Does your organization have a dedicated content marketing group?

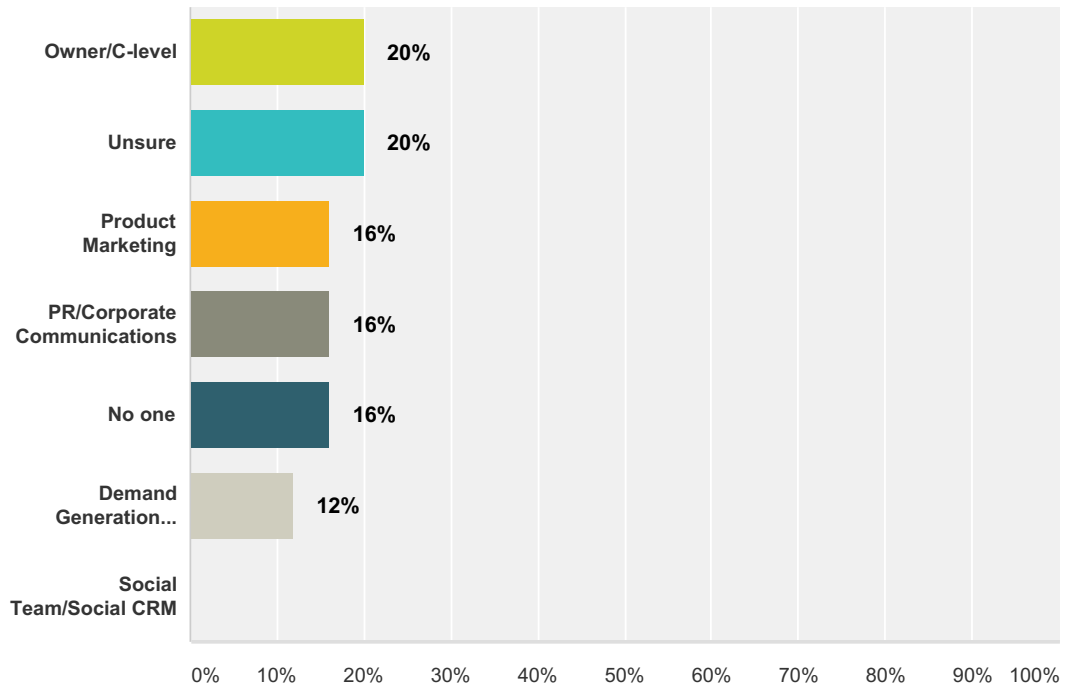
Answered: 25 Skipped: 3



Answer Choices	Responses	
Yes, and it functions independently as its own unit	12%	3
Yes, and it works horizontally across the organization silos	20%	5
No, but planning to have one	12%	3
No, and no plans to have one that I know of	56%	14
Total		25

Q12 Which area in your organization is accountable for content marketing?

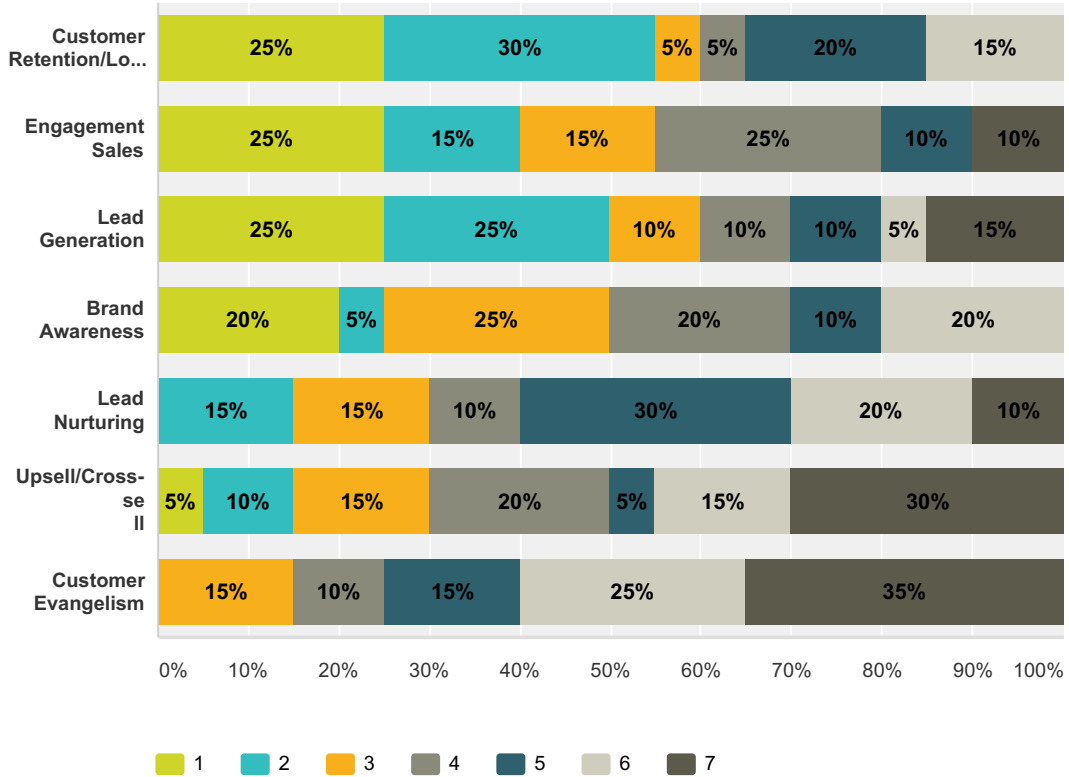
Answered: 25 Skipped: 3



Answer Choices	Responses
Owner/C-level	20% 5
Unsure	20% 5
Product Marketing	16% 4
PR/Corporate Communications	16% 4
No one	16% 4
Demand Generation Marketing	12% 3
Social Team/Social CRM	0% 0
Total	25

Q13 With 1 being "Most Important" how important is each of the following content marketing goals to your organization?

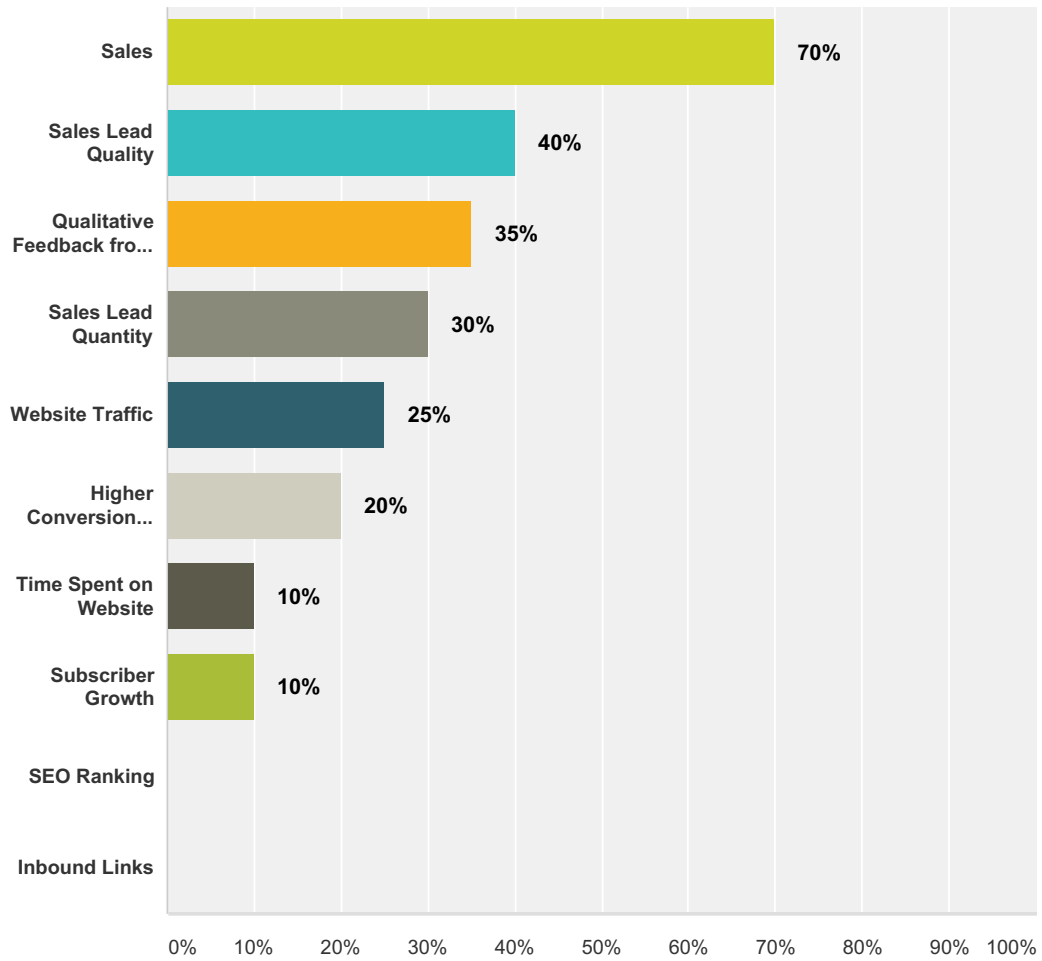
Answered: 20 Skipped: 8



	1	2	3	4	5	6	7	Total	Score
Customer Retention/Loyalty	25% 5	30% 6	5% 1	5% 1	20% 4	15% 3	0% 0	20	4.90
Engagement Sales	25% 5	15% 3	15% 3	25% 5	10% 2	0% 0	10% 2	20	4.80
Lead Generation	25% 5	25% 5	10% 2	10% 2	10% 2	5% 1	15% 3	20	4.70
Brand Awareness	20% 4	5% 1	25% 5	20% 4	10% 2	20% 4	0% 0	20	4.45
Lead Nurturing	0% 0	15% 3	15% 3	10% 2	30% 6	20% 4	10% 2	20	3.45
Upsell/Cross-sell	5% 1	10% 2	15% 3	20% 4	5% 1	15% 3	30% 6	20	3.25
Customer Evangelism	0% 0	0% 0	15% 3	10% 2	15% 3	25% 5	35% 7	20	2.45

Q14 Which metrics does your organization use to assess content marketing success?

Answered: 20 Skipped: 8



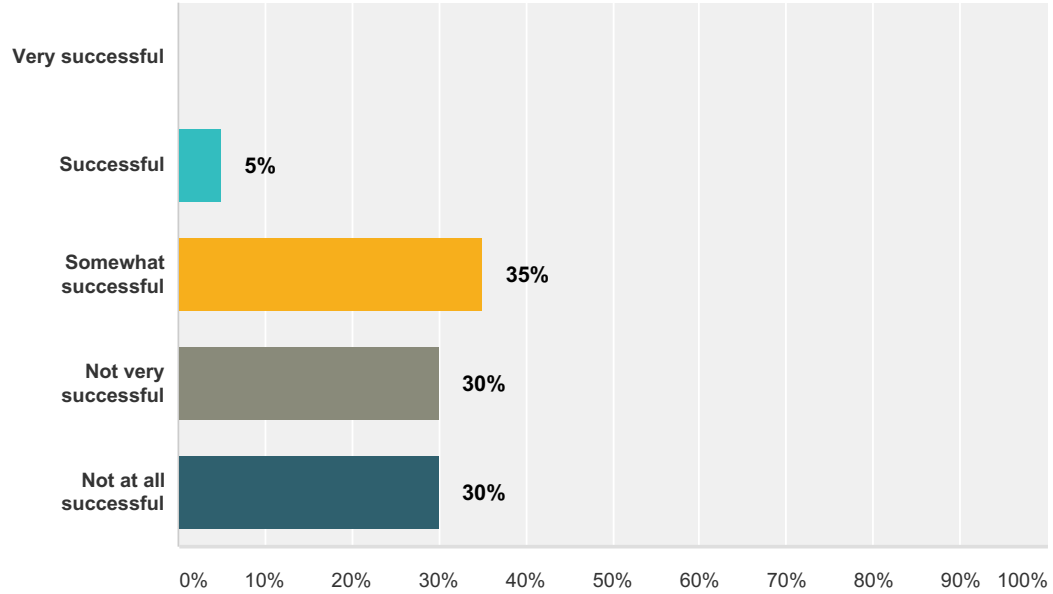
Answer Choices	Responses	Count
Sales	70%	14
Sales Lead Quality	40%	8
Qualitative Feedback from Customers	35%	7
Sales Lead Quantity	30%	6
Website Traffic	25%	5
Higher Conversion Rates	20%	4
Time Spent on Website	10%	2
Subscriber Growth	10%	2
SEO Ranking	0%	0

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Inbound Links	0%	0
Total Respondents: 20		

Q15 How successful is your organization at tracking the ROI of its content marketing program?

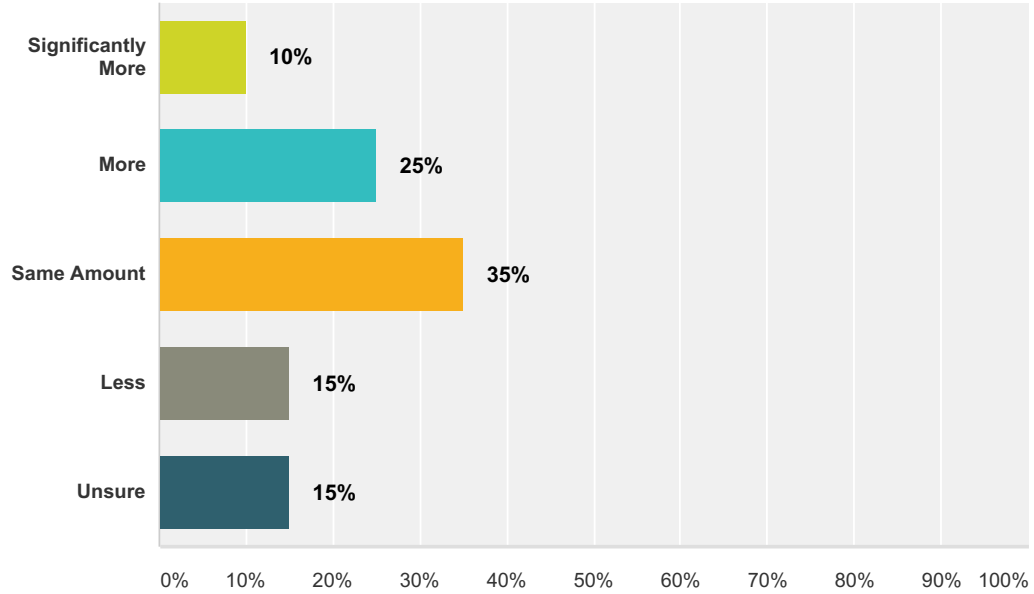
Answered: 20 Skipped: 8



Answer Choices	Responses
Very successful	0% 0
Successful	5% 1
Somewhat successful	35% 7
Not very successful	30% 6
Not at all successful	30% 6
Total	20

Q16 Compared with one year ago, how much content is your organization creating?

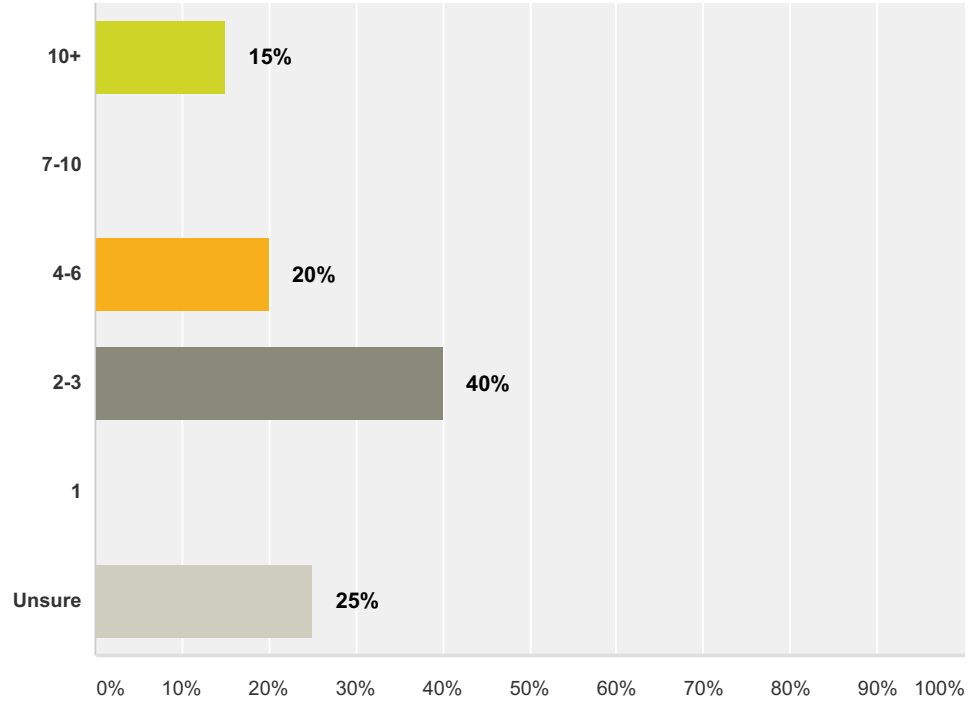
Answered: 20 Skipped: 8



Answer Choices	Responses
Significantly More	10% 2
More	25% 5
Same Amount	35% 7
Less	15% 3
Unsure	15% 3
Total	20

Q17 How many different audiences does your organization target with separate content marketing strategies?

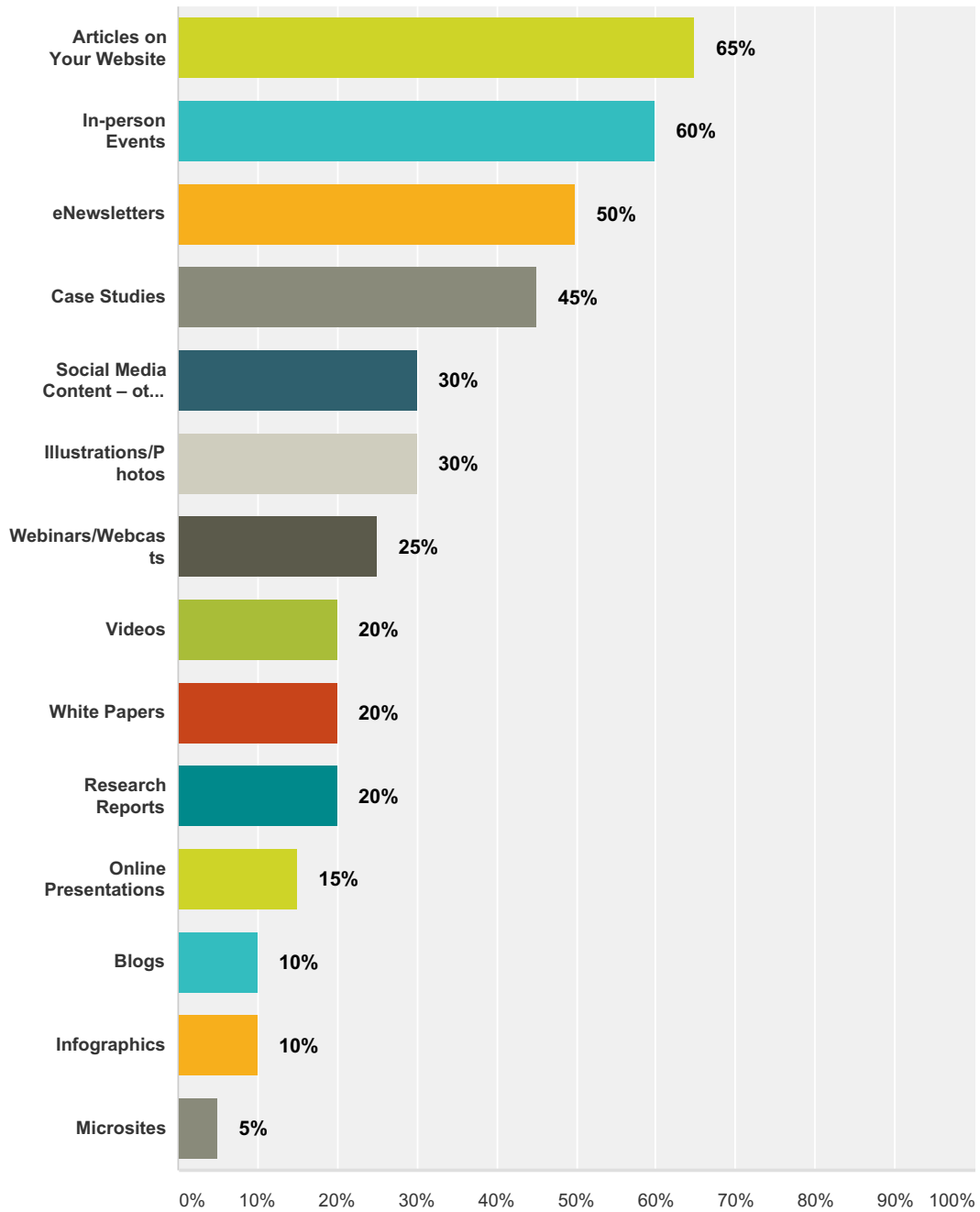
Answered: 20 Skipped: 8



Answer Choices	Responses
10+	15% 3
7-10	0% 0
4-6	20% 4
2-3	40% 8
1	0% 0
Unsure	25% 5
Total	20

Q18 Which content marketing tactics does your organization use?

Answered: 20 Skipped: 8



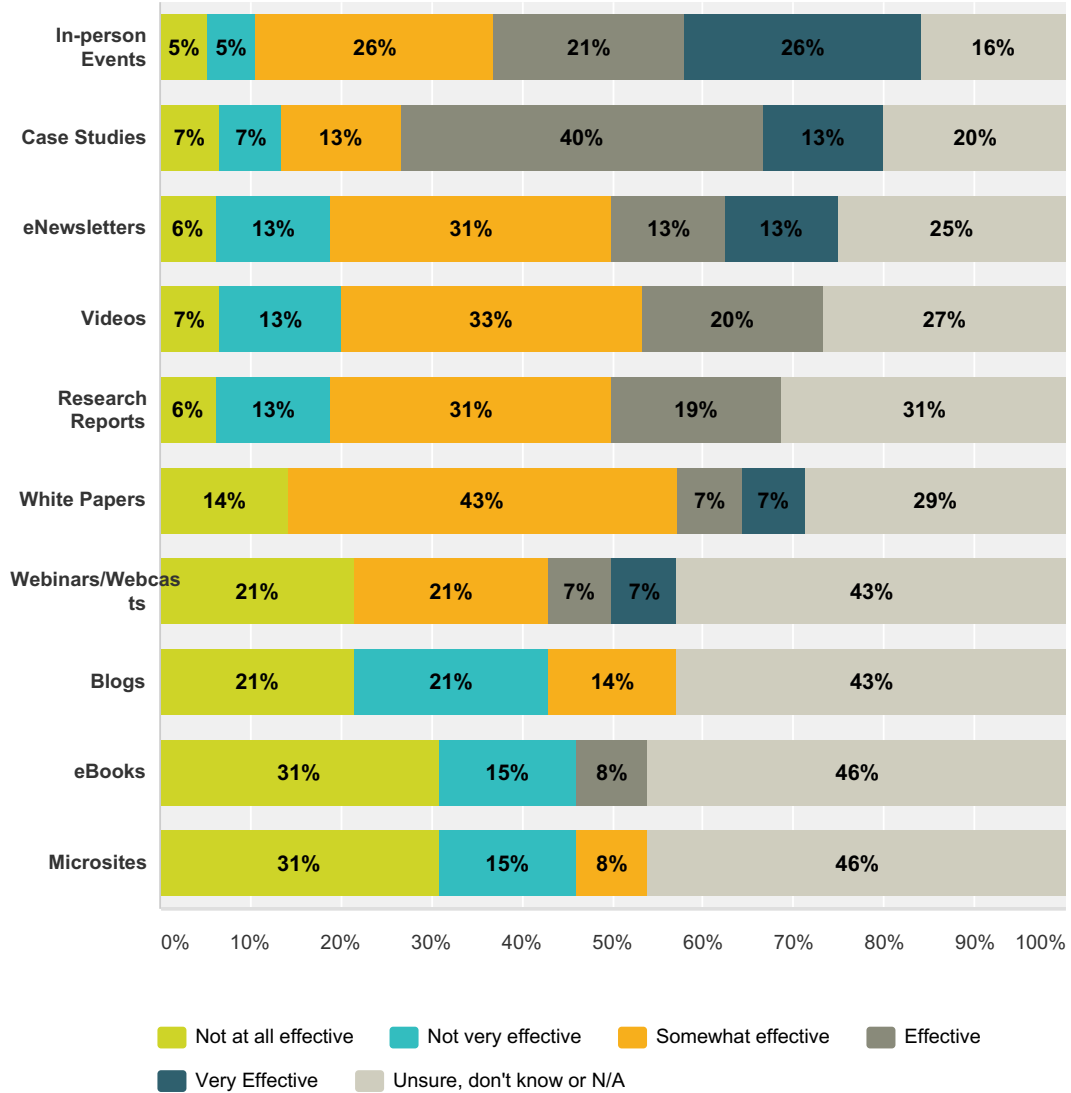
Answer Choices	Responses
Articles on Your Website	65% 13
In-person Events	60% 12
eNewsletters	50% 10

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Case Studies	45%	9
Social Media Content – other than blogs	30%	6
Illustrations/Photos	30%	6
Webinars/Webcasts	25%	5
Videos	20%	4
White Papers	20%	4
Research Reports	20%	4
Online Presentations	15%	3
Blogs	10%	2
Infographics	10%	2
Microsites	5%	1
Total Respondents: 20		

Q19 How effective are the following tactics that you use?

Answered: 20 Skipped: 8



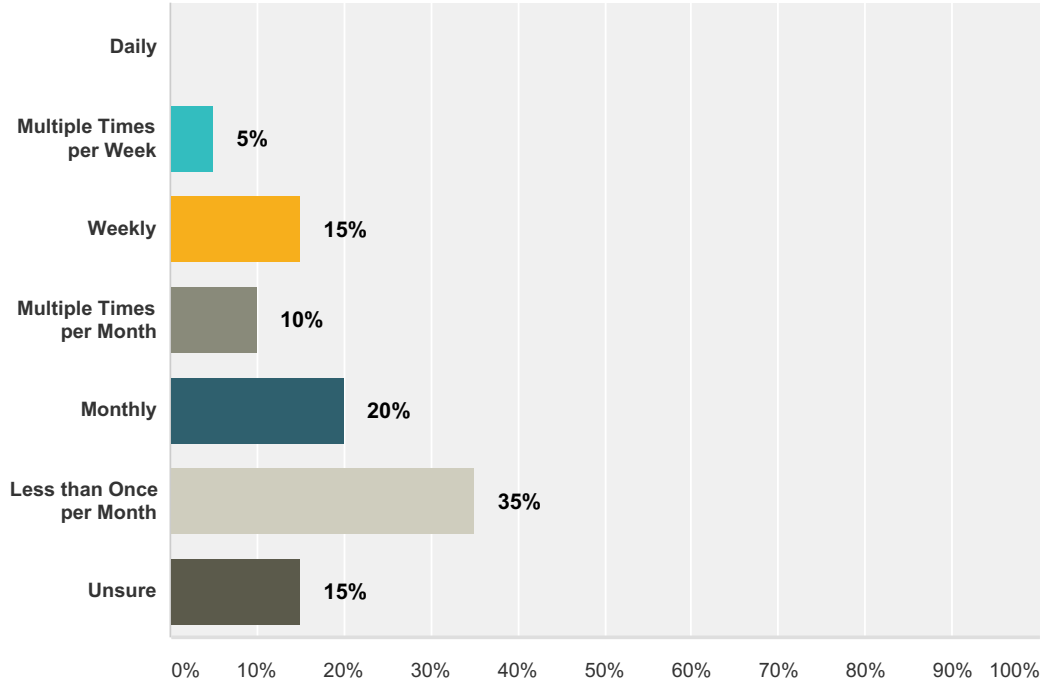
	Not at all effective	Not very effective	Somewhat effective	Effective	Very Effective	Unsure, don't know or N/A	Total	Weighted Average
In-person Events	5% 1	5% 1	26% 5	21% 4	26% 5	16% 3	19	3.69
Case Studies	7% 1	7% 1	13% 2	40% 6	13% 2	20% 3	15	3.58
eNewsletters	6% 1	13% 2	31% 5	13% 2	13% 2	25% 4	16	3.17
Videos	7% 1	13% 2	33% 5	20% 3	0% 0	27% 4	15	2.91
Research Reports	6% 1	13% 2	31% 5	19% 3	0% 0	31% 5	16	2.91

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White Papers	14% 2	0% 0	43% 6	7% 1	7% 1	29% 4	14	2.90
Webinars/Webcasts	21% 3	0% 0	21% 3	7% 1	7% 1	43% 6	14	2.63
Blogs	21% 3	21% 3	14% 2	0% 0	0% 0	43% 6	14	1.88
eBooks	31% 4	15% 2	0% 0	8% 1	0% 0	46% 6	13	1.71
Microsites	31% 4	15% 2	8% 1	0% 0	0% 0	46% 6	13	1.57

Q20 How often does your organization publish new content that supports its content marketing program?

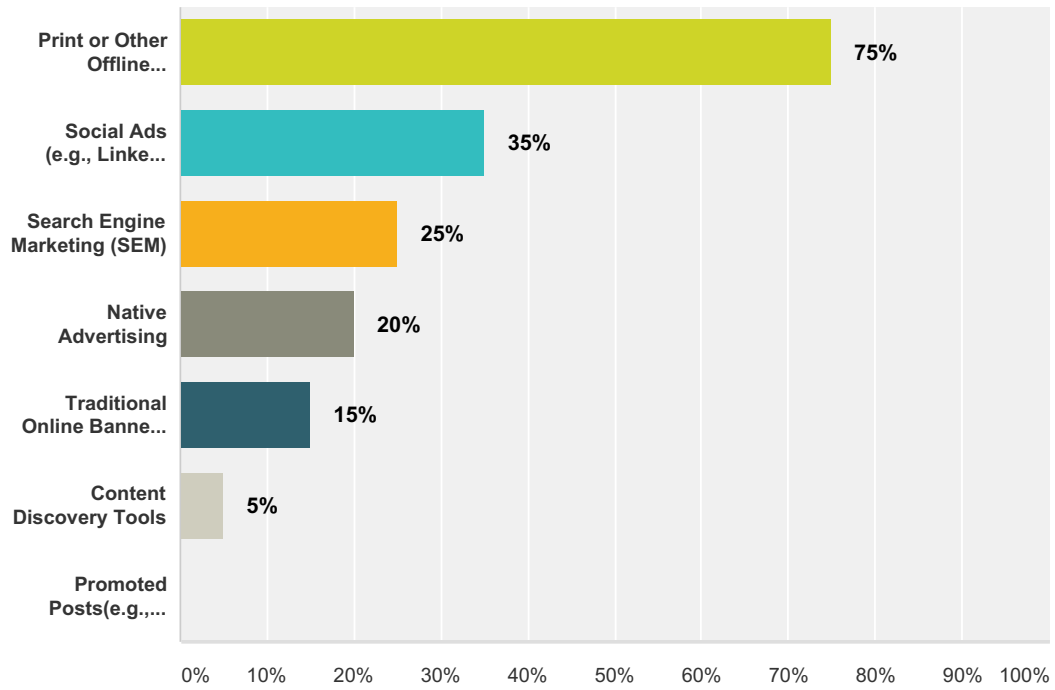
Answered: 20 Skipped: 8



Answer Choices	Responses
Daily	0% 0
Multiple Times per Week	5% 1
Weekly	15% 3
Multiple Times per Month	10% 2
Monthly	20% 4
Less than Once per Month	35% 7
Unsure	15% 3
Total	20

Q21 Which paid advertising methods do you use to promote/distribute content?

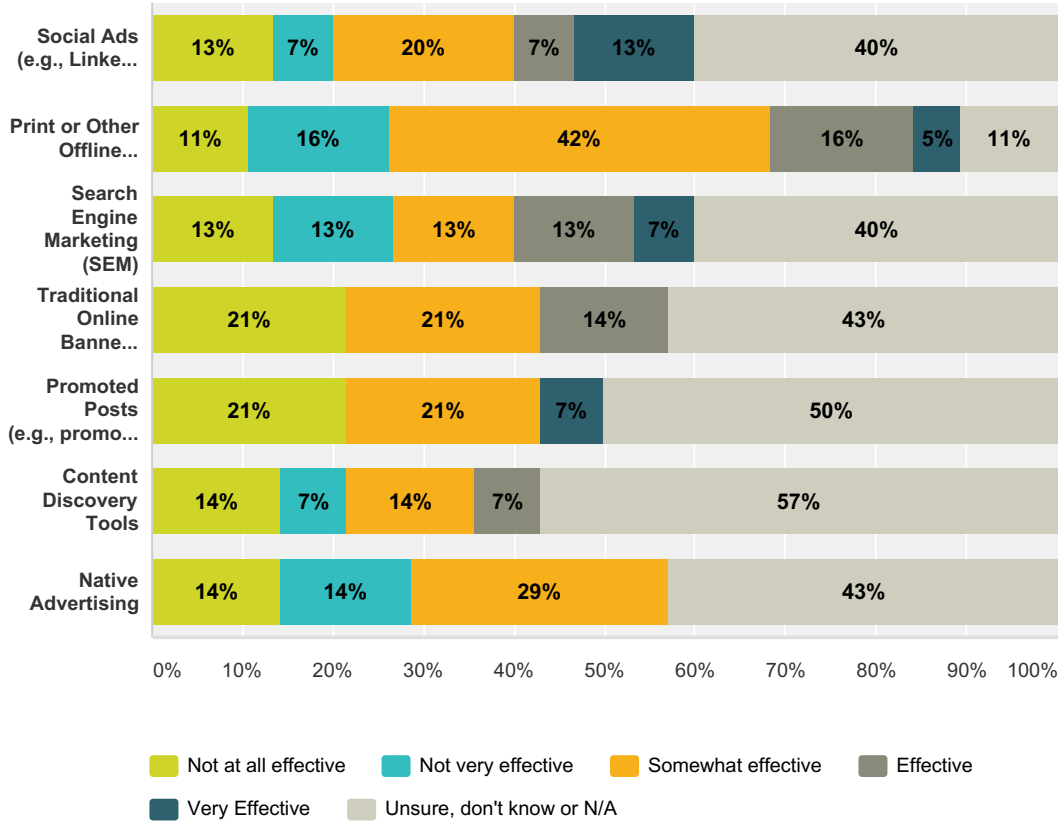
Answered: 20 Skipped: 8



Answer Choices	Responses
Print or Other Offline Promotion	75% 15
Social Ads (e.g., LinkedIn ads)	35% 7
Search Engine Marketing (SEM)	25% 5
Native Advertising	20% 4
Traditional Online Banner Ads	15% 3
Content Discovery Tools	5% 1
Promoted Posts(e.g., promoted Tweets)	0% 0
Total Respondents: 20	

Q22 How effective are these paid advertising methods that you use to distribute content:

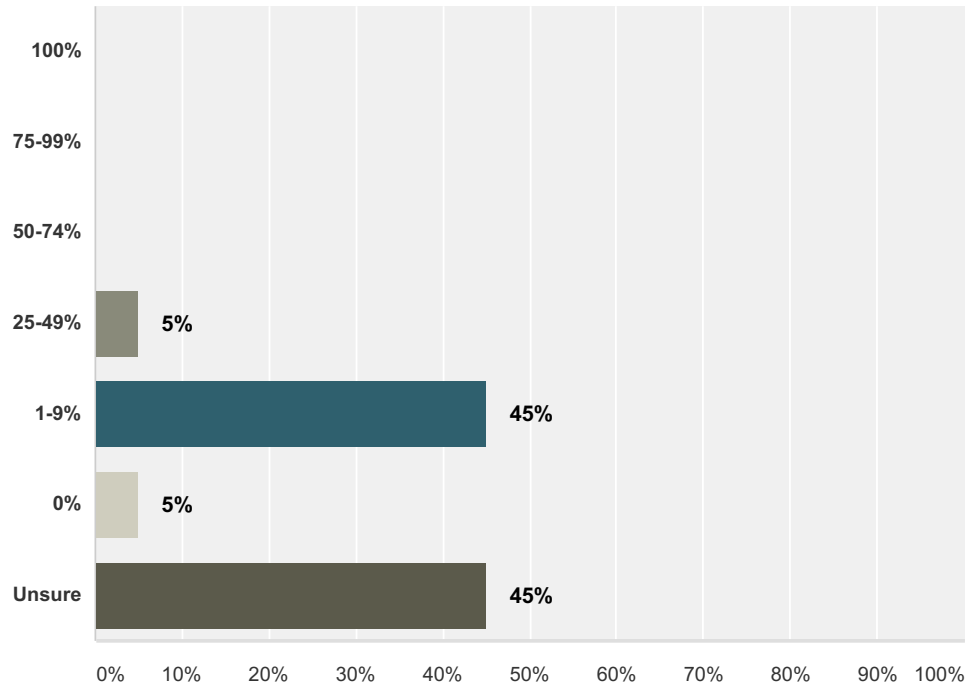
Answered: 20 Skipped: 8



	Not at all effective	Not very effective	Somewhat effective	Effective	Very Effective	Unsure, don't know or N/A	Total	Weighted Average
Social Ads (e.g., LinkedIn ads)	13% 2	7% 1	20% 3	7% 1	13% 2	40% 6	15	3.00
Print or Other Offline Promotion	11% 2	16% 3	42% 8	16% 3	5% 1	11% 2	19	2.88
Search Engine Marketing (SEM)	13% 2	13% 2	13% 2	13% 2	7% 1	40% 6	15	2.78
Traditional Online Banner Ads	21% 3	0% 0	21% 3	14% 2	0% 0	43% 6	14	2.50
Promoted Posts (e.g., promoted Tweets)	21% 3	0% 0	21% 3	0% 0	7% 1	50% 7	14	2.43
Content Discovery Tools	14% 2	7% 1	14% 2	7% 1	0% 0	57% 8	14	2.33
Native Advertising	14% 2	14% 2	29% 4	0% 0	0% 0	43% 6	14	2.25

Q23 Approximately what percentage of your organization's total marketing budget (not including staff) is spent on content marketing?

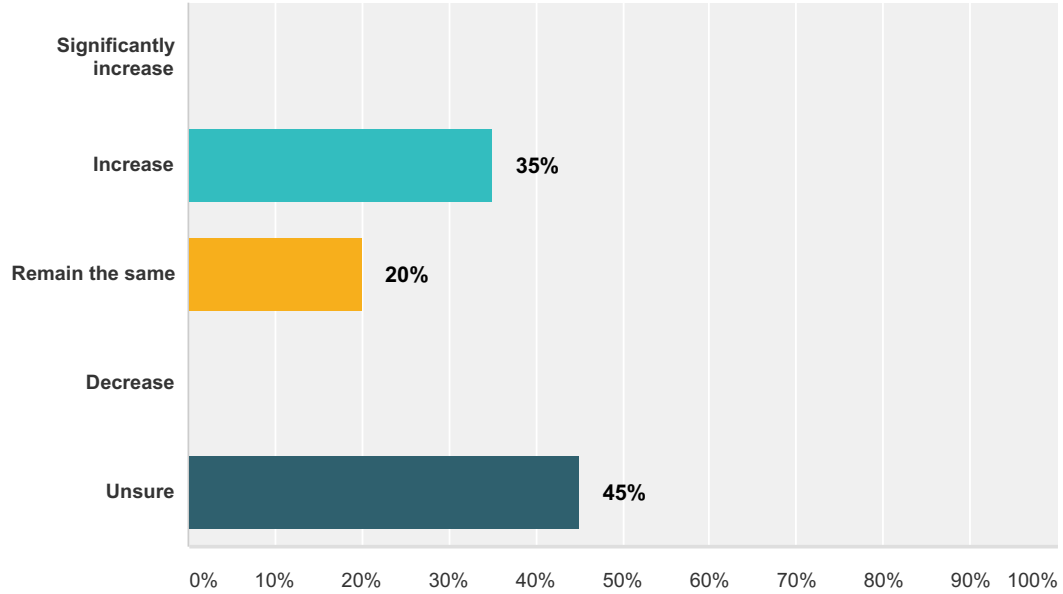
Answered: 20 Skipped: 8



Answer Choices	Responses
100%	0% 0
75-99%	0% 0
50-74%	0% 0
25-49%	5% 1
1-9%	45% 9
0%	5% 1
Unsure	45% 9
Total	20

Q24 How do you expect your organization's content marketing budget to change in the next 12 months?

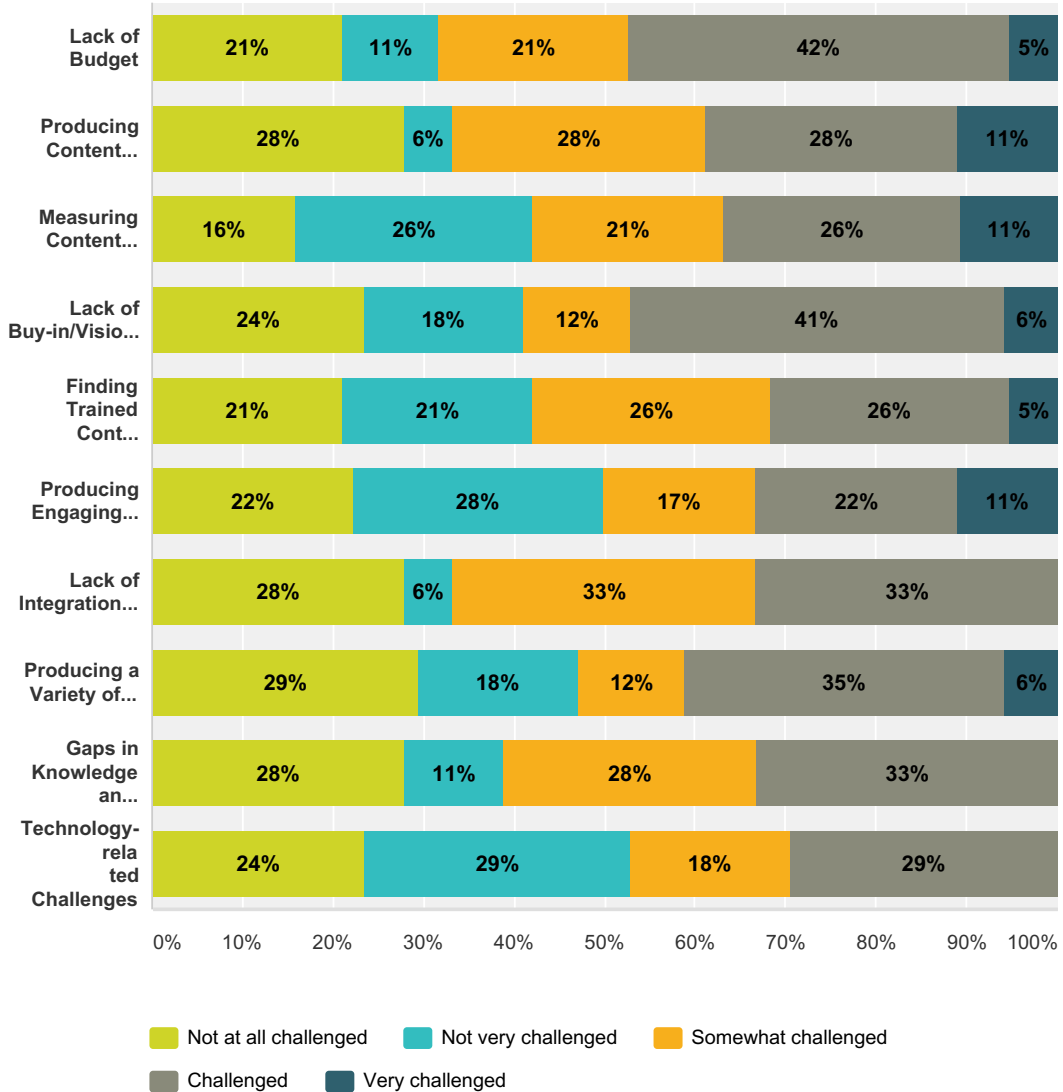
Answered: 20 Skipped: 8



Answer Choices	Responses
Significantly increase	0% 0
Increase	35% 7
Remain the same	20% 4
Decrease	0% 0
Unsure	45% 9
Total	20

Q25 How challenged are you with each of the following with regard to content marketing?

Answered: 20 Skipped: 8



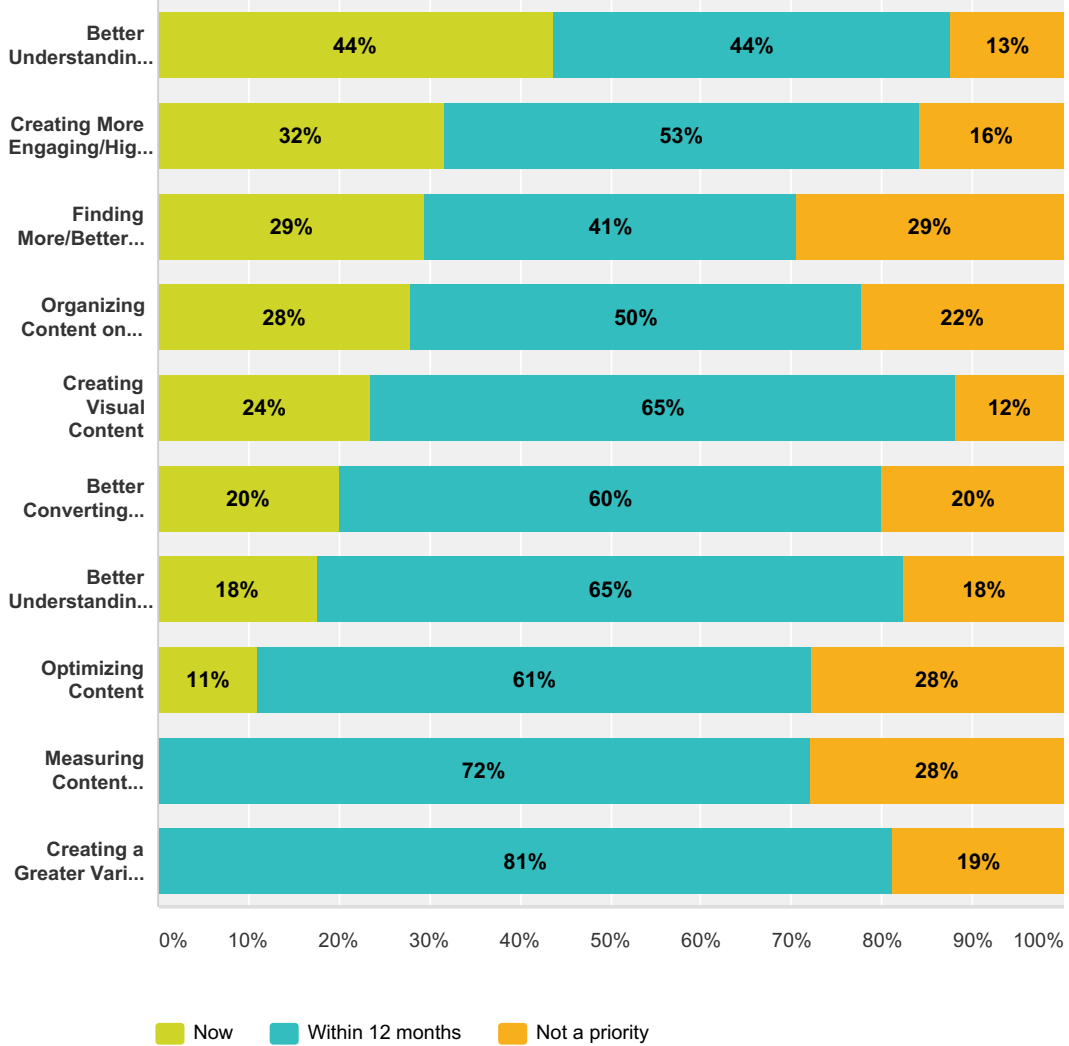
	Not at all challenged	Not very challenged	Somewhat challenged	Challenged	Very challenged	Total	Weighted Average
Lack of Budget	21% 4	11% 2	21% 4	42% 8	5% 1	19	3.00
Producing Content Consistently	28% 5	6% 1	28% 5	28% 5	11% 2	18	2.89
Measuring Content Effectiveness	16% 3	26% 5	21% 4	26% 5	11% 2	19	2.89
Lack of Buy-in/Vision from Higher-Ups	24% 4	18% 3	12% 2	41% 7	6% 1	17	2.88

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Finding Trained Content Marketing Professionals	21% 4	21% 4	26% 5	26% 5	5% 1	19	2.74
Producing Engaging Content	22% 4	28% 5	17% 3	22% 4	11% 2	18	2.72
Lack of Integration Across Marketing	28% 5	6% 1	33% 6	33% 6	0% 0	18	2.72
Producing a Variety of Content	29% 5	18% 3	12% 2	35% 6	6% 1	17	2.71
Gaps in Knowledge and Skills of Internal Team	28% 5	11% 2	28% 5	33% 6	0% 0	18	2.67
Technology-related Challenges	24% 4	29% 5	18% 3	29% 5	0% 0	17	2.53

Q26 Which content marketing initiatives are you working on?

Answered: 20 Skipped: 8



	Now	Within 12 months	Not a priority	Total
Better Understanding of Audience	44% 7	44% 7	13% 2	16
Creating More Engaging/Higher-Quality Content	32% 6	53% 10	16% 3	19
Finding More/Better Ways to Repurpose Content	29% 5	41% 7	29% 5	17
Organizing Content on Website	28% 5	50% 9	22% 4	18
Creating Visual Content	24% 4	65% 11	12% 2	17
Better Converting Visitors to Website	20% 3	60% 9	20% 3	15

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Better Understanding of What Content is Effective—and What Isn't	18% 3	65% 11	18% 3	17
Optimizing Content	11% 2	61% 11	28% 5	18
Measuring Content Marketing ROI	0% 0	72% 13	28% 5	18
Creating a Greater Variety of Content	0% 0	81% 13	19% 3	16