

7 Organizational Trends

Affected by Content Marketing

Based on survey of 152 marketing professionals in North America

1

Marketing organizations are restructuring to incorporate content marketing.

2

Corporate marketing or communications own the management of content marketing.

3

Content strategy is not outsourced.

4

Content creation is the most outsourced role, as well as the most effective programmatically.

5

Mature content marketing programs have a matrix organization structure.

6

Highly effective content marketing programs have a functional organization structure.

7

B2B software brands best exemplify content marketing.

Full Research Report and Corresponding Infographics:

www.contentcr8.com