



■ THE STATE OF CONTENT MARKETING 2019

GLOBAL REPORT

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About SEMrush

SEMrush is an online visibility management and content marketing SaaS platform of choice for more than 4,000,000 marketing professionals around the world.

SEMrush let businesses analyze massive amounts of data and gain insights for their campaigns across all marketing channels.

30+ powerful tools and data for 190 countries and regions help SEMrush users break down their competitors' marketing strategies, spot opportunities for growth, build brand reputation, and create and distribute engaging content without extra effort.

4 million
users

584 million
domains

190
regions and countries

17 billion
keywords

84.2 million
mobile domains

21.4 trillion
backlinks

500TB
of raw data

1 billion
referring domains

17.3 billion
URLs crawled per day

BY THE NUMBER

About This Report

Data-driven strategies, in which any decision is based on thorough data analysis and interpretation, are becoming an increasingly important point of competitive differentiation.

In the present report, we'd like to leverage the power of SEMrush data and help content marketers across the globe gain a better understanding of their industry and draw more relevant conclusions for their strategies.

To reach our goal, we analyzed **450,000+ tweets**, hundreds of thousands of search queries, **700,000+ blog posts**, and surveyed **1,200+ marketers** across the globe.

REPORT



Data Collection Tools and Toolkits

SEMrush offers a wide variety of solutions for keyword research, content marketing, social media automation, market research, competitor analysis, and more. The data for this report was leveraged from the following tools:

Content Marketing Platform — a unique set of tools covering the whole content marketing workflow, from content ideation and management to measurement of its performance.

Discover the platform



Traffic Analytics — a quick way to get information about any website's traffic channels, geographic distribution, visitor behavior, etc.

Learn more



CPC Map — a tool that lets you identify the most promising regions and keywords for digital advertising based on the analysis of 2 million search queries in 17 verticals.

Take a look



Keyword Magic Tool — an easy-to-use keyword research tool that provides all the data you need to start an effective SEO or PPC campaign.

Discover the tool



Social Media Tracker — an advanced solution for social media analytics and competitive research.

Try it now



A photograph of four diverse people (two men and two women) smiling and holding up large, stylized social media icons. The icons are an '@' symbol, a '#' symbol, a star, and a share icon. The entire image has an orange overlay. The text 'Content Marketing Trends' is written in white, bold, sans-serif font across the bottom, preceded by a yellow square.

■ Content Marketing Trends

Content Marketing Trends

In the first part of our report, we'll speak about the content marketing trends of 2019, such as the most popular topics, hashtags, and questions, and most searched keywords. We'll also show you the top influencers of the content marketing industry on Twitter.

To collect this data, we went over hundreds of thousands of 2019 Google search queries related to content marketing and analyzed more than 450,000 tweets in English that contained the #ContentMarketing hashtag and were posted between January and September 2019.

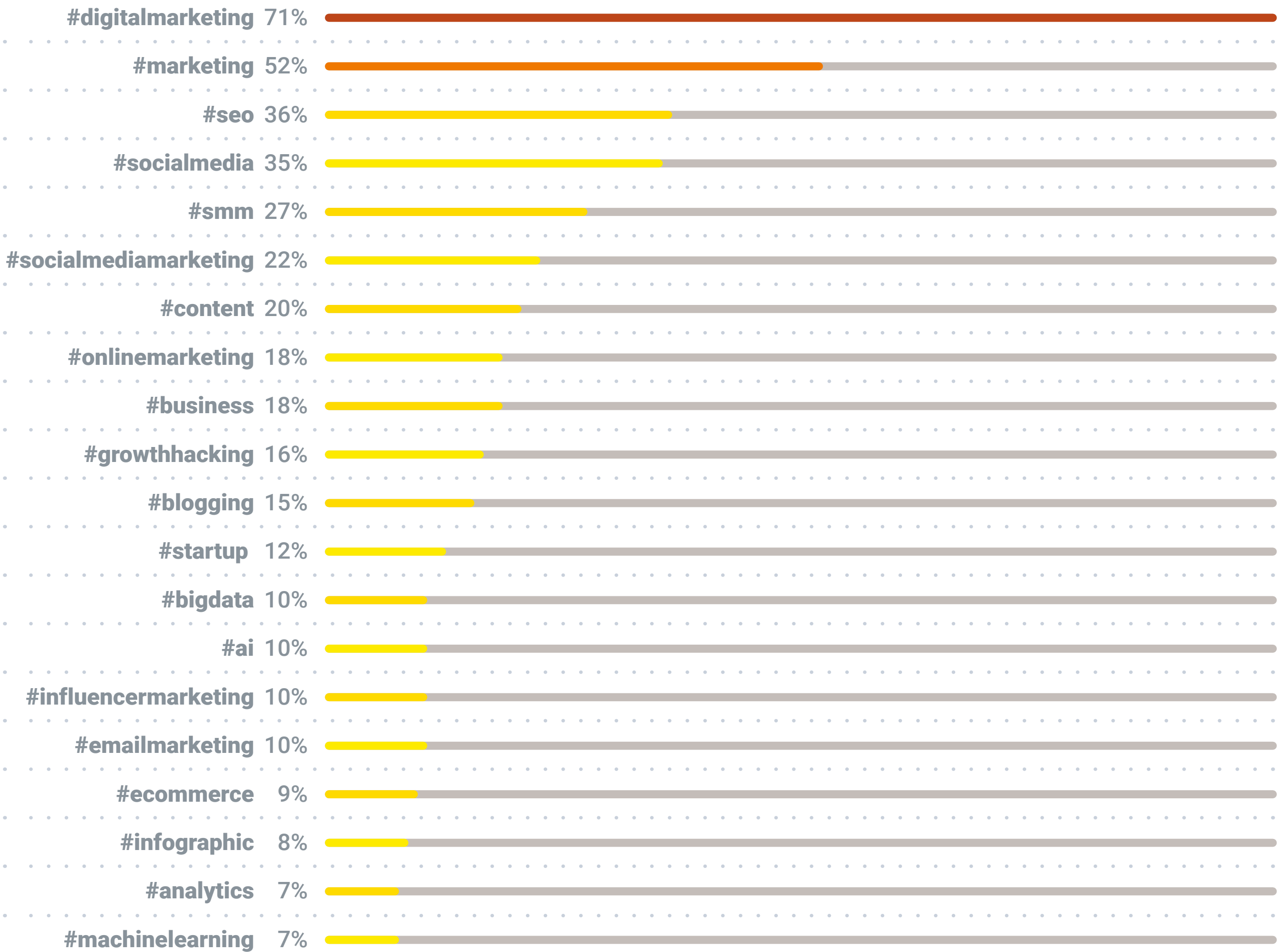
Top 20 Hashtags

Used with #ContentMarketing

What we did:

We looked at how often certain hashtags appear along with #ContentMarketing in the most popular tweets (20+ retweets) that were published between January and September 2019.

TOP 20 HASHTAGS USED WITH #ContentMarketing



Top 20 Topics

Discussed with #ContentMarketing

What we did:

We used a mixture of machine learning and human expertise to analyze the topics (key themes) that were discussed in the most popular tweets (20+ retweets) that were published between January and September 2019 and contained the #ContentMarketing hashtag.

TOP 20 TOPICS DISCUSSED WITH #ContentMarketing

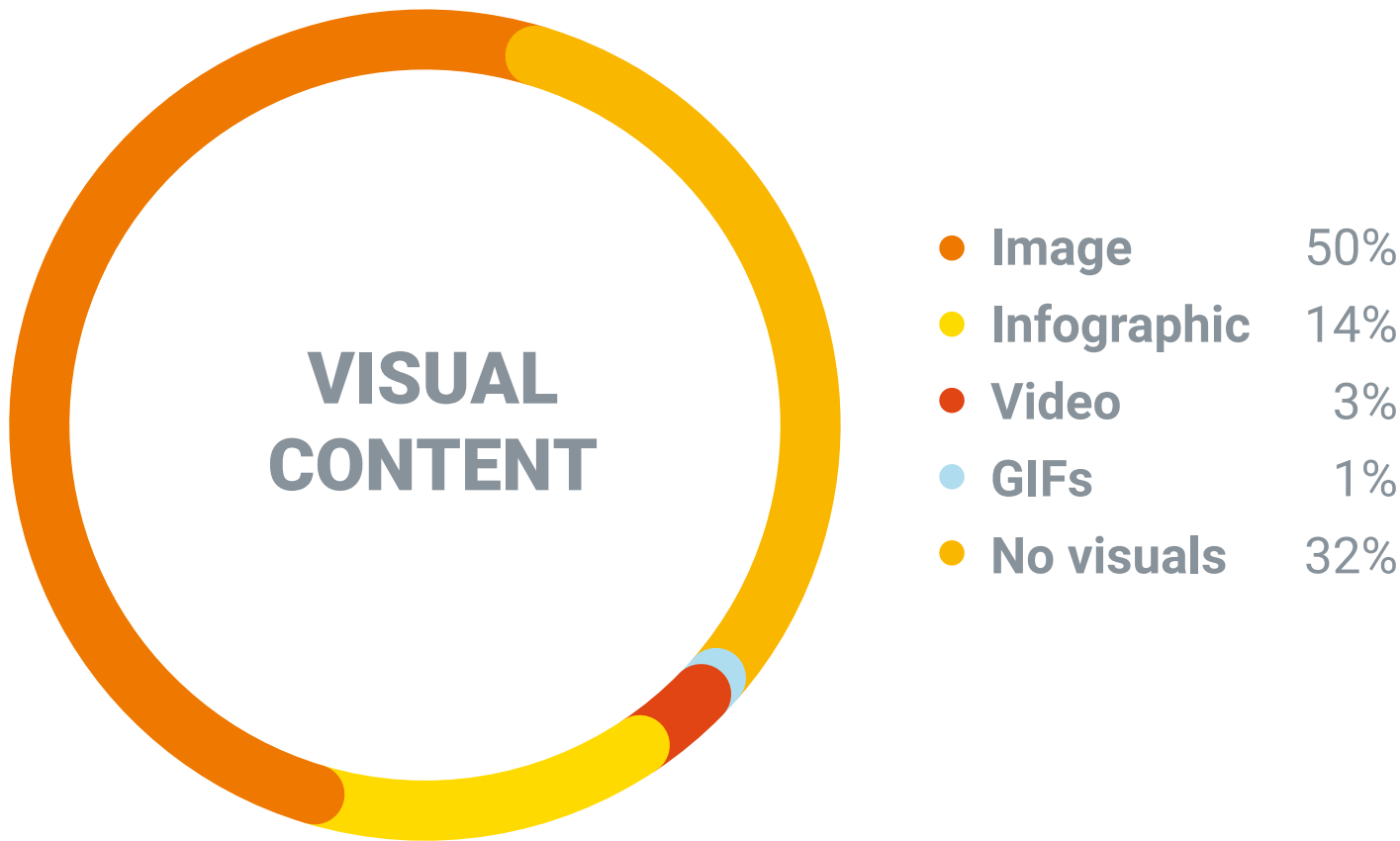


The Usage of Links and Visual Content in #ContentMarketing Tweets

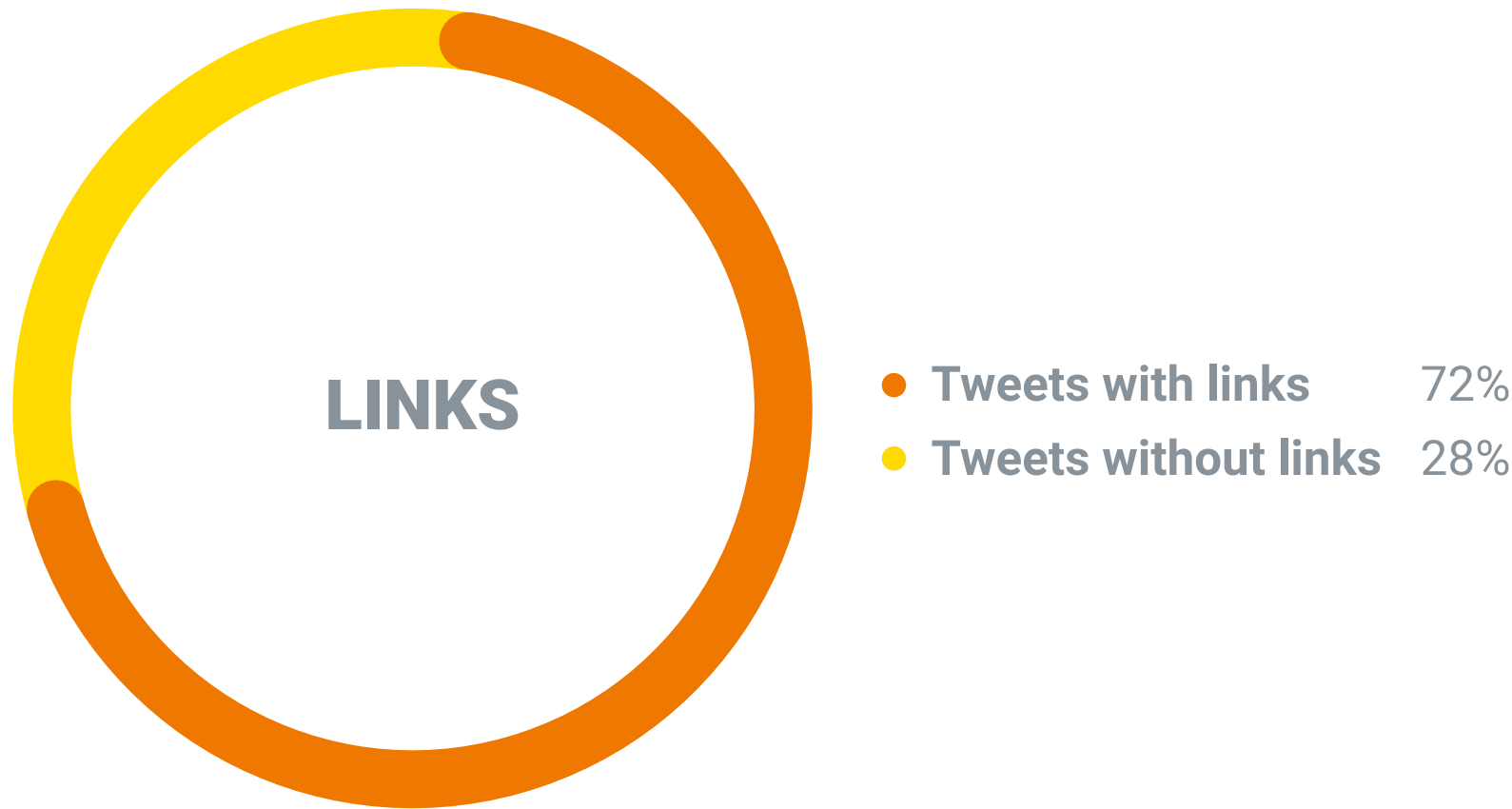
What we did:

We checked the most popular tweets (20+ retweets) that were published between January and September 2019 and contained the #ContentMarketing hashtag for the presence of visual content and links.

THE USAGE OF **VISUAL CONTENT** IN THE ANALYZED TWEETS



THE USAGE OF **LINKS** IN THE ANALYZED TWEETS



#CONTENT

TOP 20

Content Marketing Influencers on Twitter

What we did:

We looked at the authors of the most retweeted posts (20+ retweets) that were published between January and September 2019 and contained the #ContentMarketing hashtag. These authors were ranked based on the number of likes, retweets and top-performing tweets they published.



1. Mike Schiemer [@MikeSchiemer](#)
2. Evan Kirstel [@evankirstel](#)
3. Jeff Bullas [@jeffbullas](#)
4. Larry Kim [@larrykim](#)
5. Ben Kamau [@BenKamauDigital](#)
6. Michael Brenner [@BrennerMichael](#)
7. Rebekah Radice [@RebekahRadice](#)
8. Isabella Jones [@IsabellajonesCl](#)
9. Jonathan Aufray [@JonathanAufray](#)
10. Kirk Borne [@KirkDBorne](#)
11. Bryan Kramer [@bryankramer](#)
12. The Startup Nerd [@Startup_Nerd](#)
13. Nika Stewart [@NikaStewart](#)
14. Mike Quindazzi [@MikeQuindazzi](#)
15. Antonio Grasso [@antgrasso](#)
16. Marsha Collier [@MarshaCollier](#)
17. Chris Do [@theChrisDo](#)
18. Kevin Lim [@_kevinlim](#)
19. Franz Russo [@franzrusso](#)
20. John Abraham [@iamjony94](#)

P 20

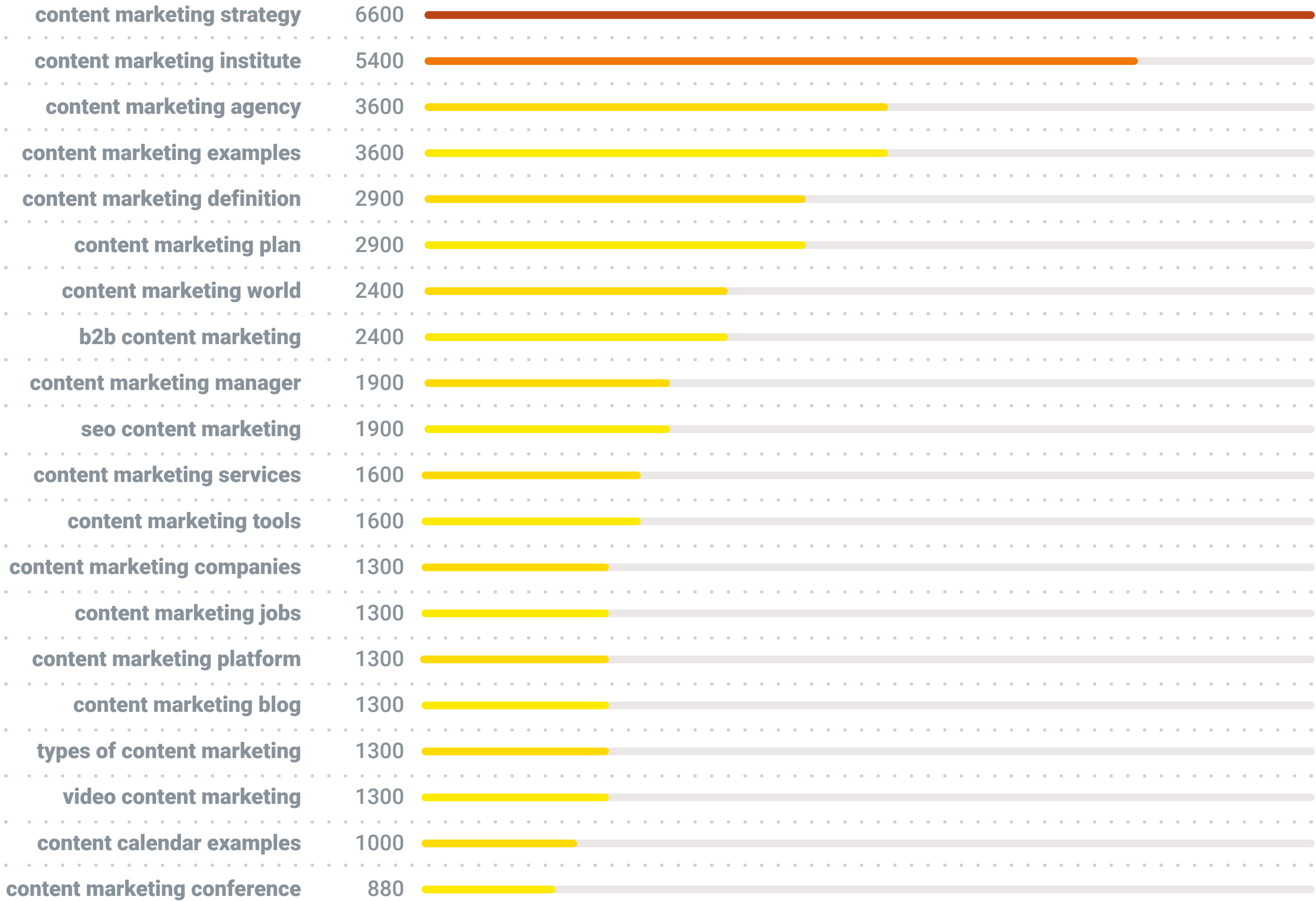
Top 20 Google Search Queries

Related to Content Marketing

What we did:

We calculated the average monthly search volume for the keywords from the Google searches related to “content marketing” made between January and September 2019.

TOP 20 GOOGLE SEARCH QUERIES RELATED TO CONTENT MARKETING



Top 20 Questions about Content Marketing

Asked on Google

What we did:

We analyzed the question keywords related to “content marketing” and calculated their average monthly search volume to sort them by popularity.

1. what is content marketing
2. what is content strategy
3. why is content marketing important
4. why content marketing
5. what is content marketing strategy
6. what is content marketing in seo
7. how to create a content marketing strategy
8. how content marketing drives sales
9. how to do keyword research for content marketing
10. how to write content marketing
11. what is b2b content marketing
12. what does a content marketer do
13. what is visual content marketing
14. what does content marketing mean
15. how content marketing is changing the game
16. how to develop content marketing strategy
17. how much do content marketers make
18. how to create content for affiliate marketing
19. what is good content marketing
20. how to write effective email marketing content

Key Takeaways

You can't do without a strategy

Content strategy was touched upon in 29% of the analyzed tweets; "content marketing strategy" is the second most popular keyword related to Content Marketing on Google (average monthly search volume of 6600).

SEO and content go together

#SEO and #ContentMarketing hashtags were paired in 36% of the examined tweets. Besides that, SEO took third place among the topics mentioned by those who tweeted about content marketing.

"What is content marketing in SEO?" and "How to do keyword research for content marketing?" are among the top 10 most asked questions on Google.

Social media is a preferred content distribution channel

#SocialMedia, #SMM, and #SocialMediaMarketing hashtags were used along with #ContentMarketing in 35%, 27%, and 22% of the most popular tweets, respectively. Social media also turned out to be the second most discussed topic in these tweets.

Advanced technology comes to the content marketing world

AI was featured in 10% of analyzed tweets as a hashtag and #machinelearning appeared in 7% of these, which demonstrates the interest in these spheres.

Statistics speak volumes

#BigData (10%) and #Analytics (7%) are becoming an integral part of content marketing. "Statistics" is also one of the most popular topics, discussed in 5% of analyzed tweets.

Growth hackers, startups, and e-commerce leverage the power of content

The #GrowthHacking hashtag was found in 16% of the tweets we analyzed. This is closely followed by #Startup, which scored 12% and is also seen in 2% of tweets' topics.

E-commerce, with a 9% score, became the most discussed industry in the analyzed tweets paired with #ContentMarketing, followed by beauty and travel.

Content marketing is an integral part of digital marketing

#DigitalMarketing turned out to be the most frequent hashtag found in content marketing related tweets; it was used in 71% of them, while #Marketing came up in just 52%.

Content tools and services are in demand

Tools were discussed in just 4% of our tweets, but given the size of the data selection, it's still very popular.

"Content marketing agency" scores around 3600 searches a month, and is followed by "content marketing services", which scores 1600.

Visuals draw engagement

Visual content is the ninth most discussed topic in the tweets we looked at. Besides, 68% of content marketing related tweets contained visuals.

The keyword "video content marketing" appears in the top 20 of the most popular search queries related to content marketing. "What is visual content marketing?" is also one of the most popular questions asked on Google.

A close-up photograph of a hand holding a stack of US dollar bills, with a warm orange overlay. The hand is wearing a textured, knitted sleeve. The bills are fanned out, showing various denominations including \$100 and \$50. The background is blurred, focusing attention on the money.

■ Most Expensive Keywords

Most Expensive Keywords

In the second part, we tell you about the content marketing related keywords in English that cost most to bid on. These keywords don't just bring Google its huge advertising revenues, but also show which subjects get the most attention and are in highest demand in the content marketing industry.

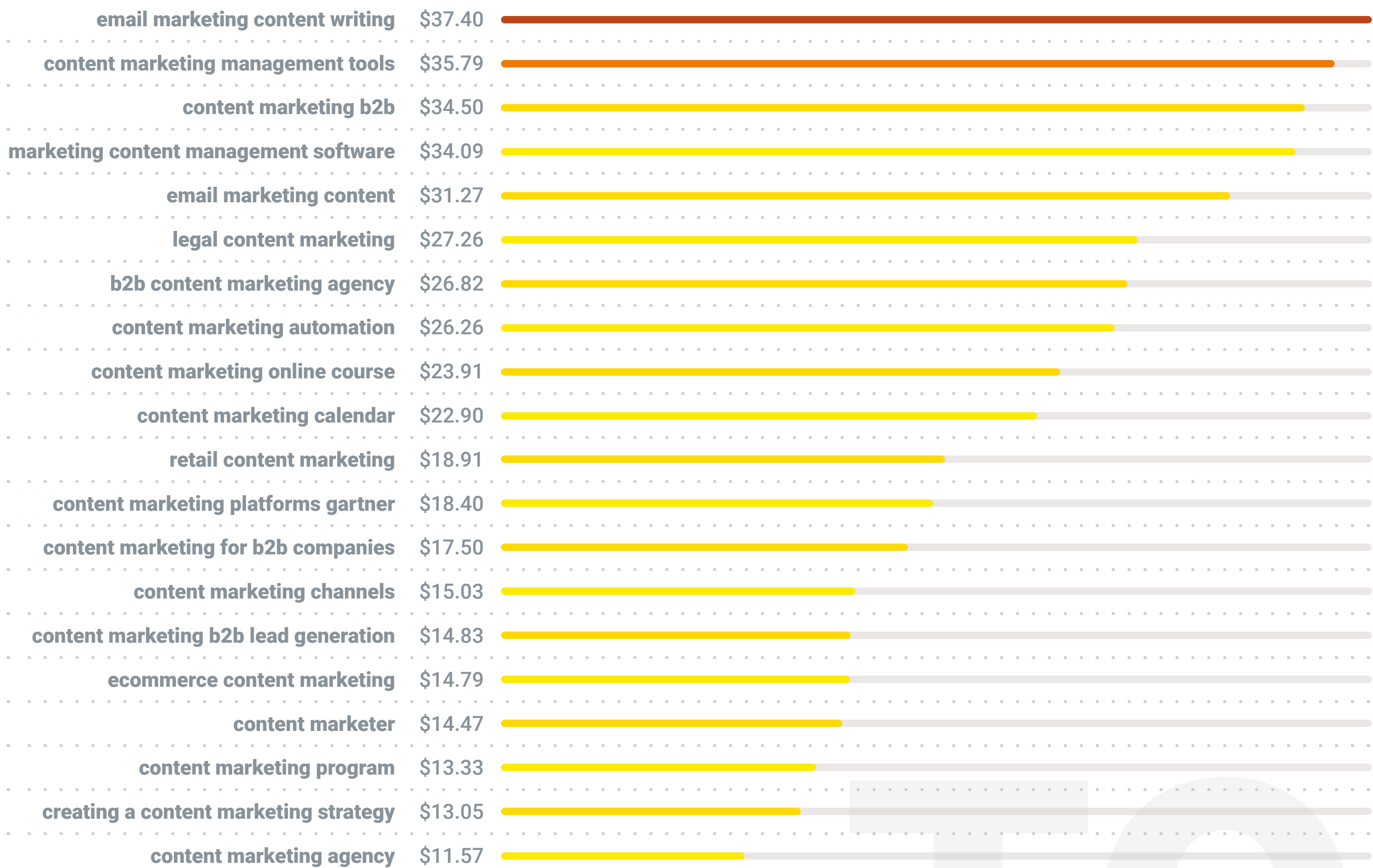
KEYWORDS



20 Most Expensive Keywords to Bid on in the Content Marketing Industry

What we did:
We found the most expensive keywords to bid on related to the content marketing industry and sorted them by CPC.

LIST OF THE 20 MOST EXPENSIVE KEYWORDS TO BID ON IN THE CONTENT MARKETING INDUSTRY (CPC)



TOP

Key Takeaways

As you can see, content marketing doesn't look like a very cheap area to advertise in - the highest cost per click is almost \$37, which means people are ready to pay a lot to obtain a lead.

Most of the words from our top-priced keywords list correlate with the Twitter and Google search trends described above:

- There's a defined interest in content marketing management tools (\$35.79) and software (\$34.09), which seem to be the most competitive areas of the industry.
- Another expensive keyword is "email marketing content writing" (\$37.4), which lets us suppose that the service is in high demand.
- Then go b2b related keywords, indicating another highly competitive area in content marketing.
- CPCs for "content marketing automation" (\$26.26), "content marketing online course" (\$23.91), and "content marketing calendar" (\$22.9) are also relatively high as advertisers expect content professionals to seek to enhance their skills and simplify their routine.
- The high cost of the "legal content marketing" keyword (\$27.26), as well as the CPC of ecommerce related keywords, may show that content marketing services for law firms and online retailers are in demand.



State of the Industry Blogs

State of the Industry Blogs

In the third part of our report, we'll look at 1000+ blogs in English that were getting the most traffic between April and September 2019 in the 10 industries that are among the most expensive for digital advertising.

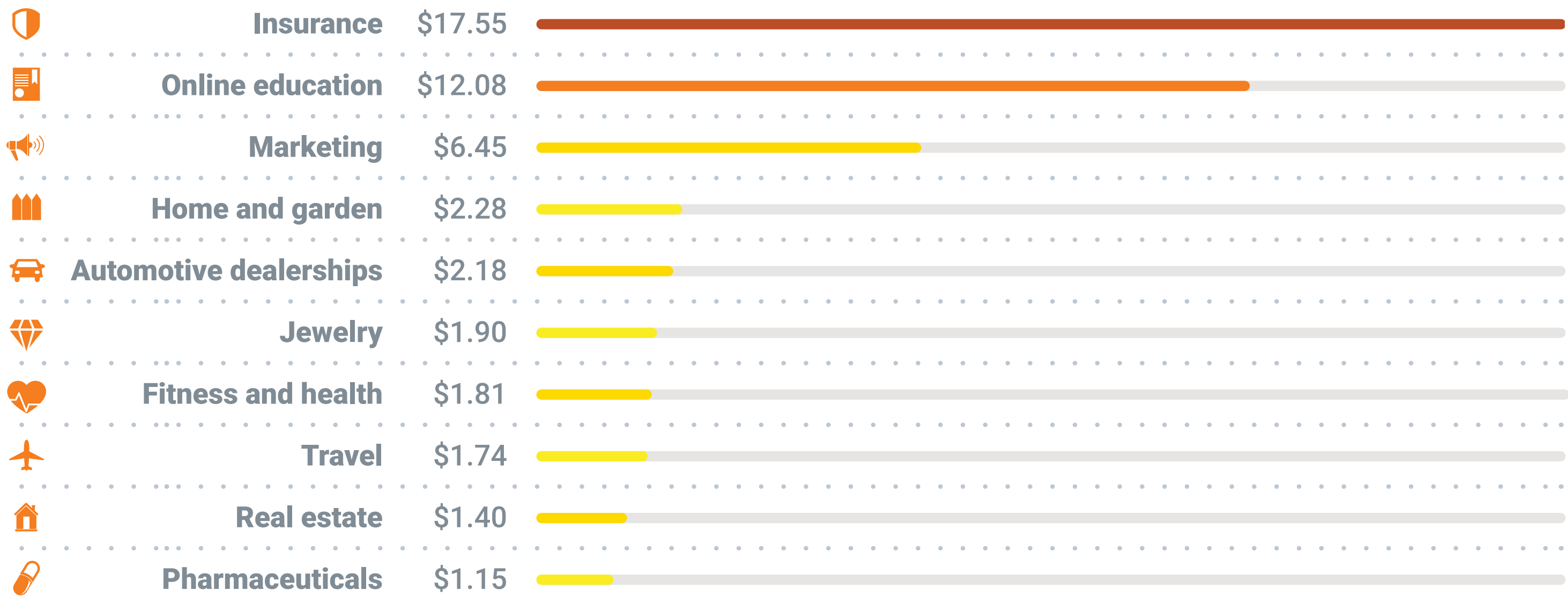
In the areas where running an advertising campaign is difficult and expensive, content becomes the most valuable source of leads and partnership opportunities. That's why understanding what traffic sources work best in each industry can help you find the right ways to distribute and promote content.

Average CPC

for Bidding on Keywords in Each Industry

What we did:
We looked at the average cost per click for each of the considered industries in the period between April and September 2019.

AVERAGE CPC FOR BIDDING ON KEYWORDS IN EACH INDUSTRY



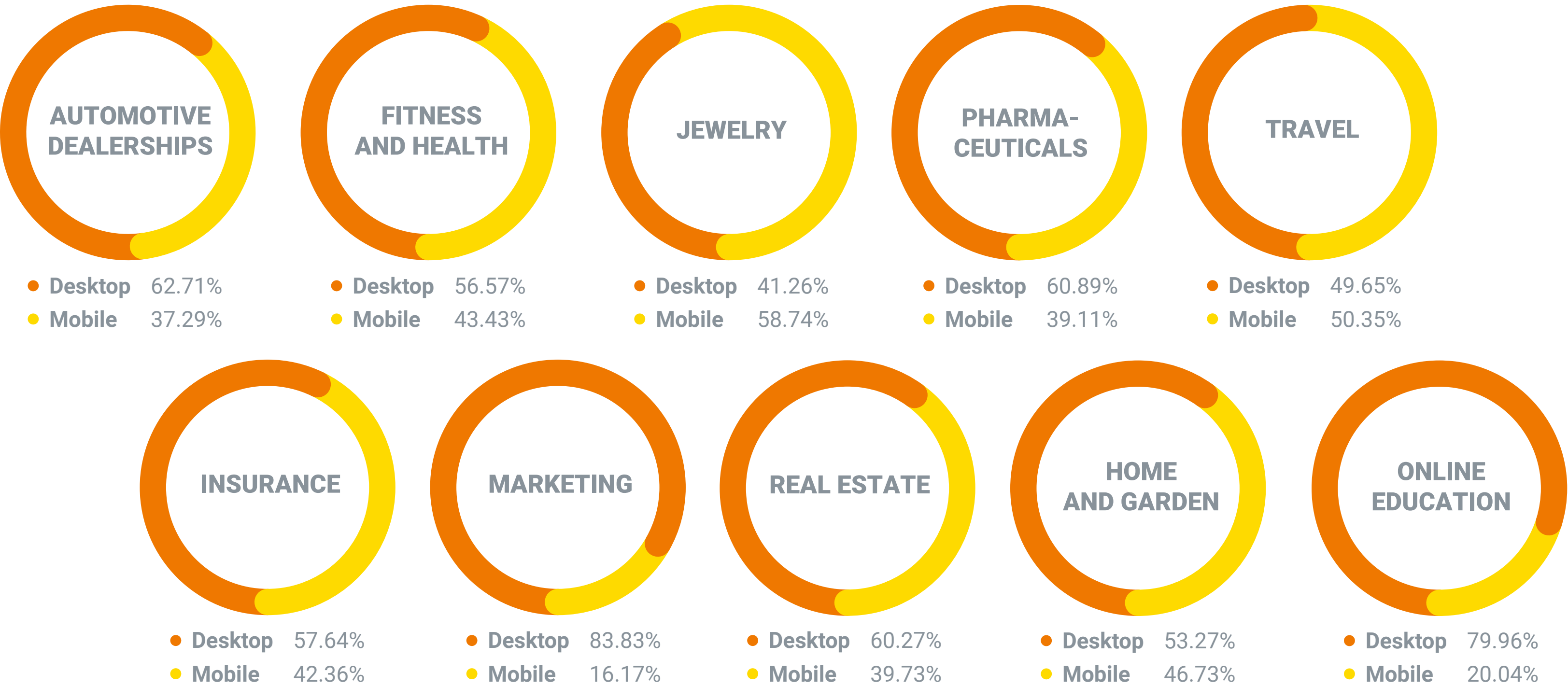
CPC FOR

Traffic to Industry Blogs by Device

What we did:

We looked at the devices people use to browse different industry blogs across the globe between April and September 2019 and split their traffic into desktop and mobile.

TRAFFIC TO INDUSTRY BLOGS BY DEVICE



INDUSTRY

Traffic to Industry Blogs by Source

What we did:

We checked the traffic sources of different industry blogs across the globe between April and September 2019 and split their traffic by sources.

TRAFFIC TO INDUSTRY BLOGS BY SOURCE



● Direct	17.43%
● Referral	15.18%
● Social	2.47%
● Paid	0.01%
● Search	64.89%



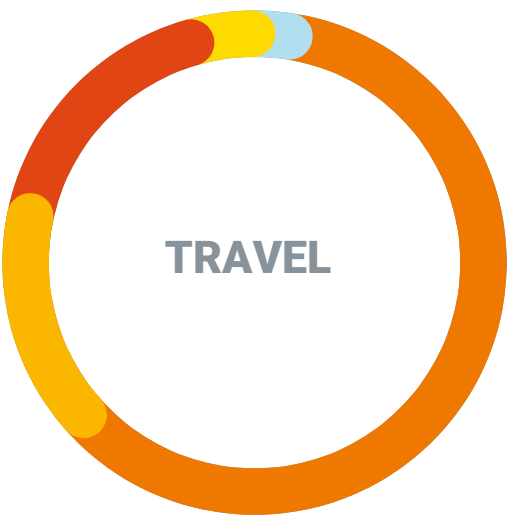
● Direct	22.49%
● Referral	15.24%
● Social	4.73%
● Paid	0.77%
● Search	56.77%



● Direct	15.24%
● Referral	16.59%
● Social	3.97%
● Paid	1.55%
● Search	62.64%



● Direct	18.60%
● Referral	13.78%
● Social	4.83%
● Paid	0.71%
● Search	62.08%



● Direct	16.86%
● Referral	16.90%
● Social	3.93%
● Paid	1.14%
● Search	61.18%



● Direct	16.64%
● Referral	16.62%
● Social	2.57%
● Paid	0.48%
● Search	63.69%



● Direct	19.43%
● Referral	8.29%
● Social	2.89%
● Paid	0.36%
● Search	69.03%



● Direct	23.60%
● Referral	15.30%
● Social	4.32%
● Paid	0.77%
● Search	56.01%



● Direct	16.55%
● Referral	17.70%
● Social	5.20%
● Paid	2.00%
● Search	58.55%



● Direct	22.71%
● Referral	11.23%
● Social	4.14%
● Paid	0.17%
● Search	61.65%

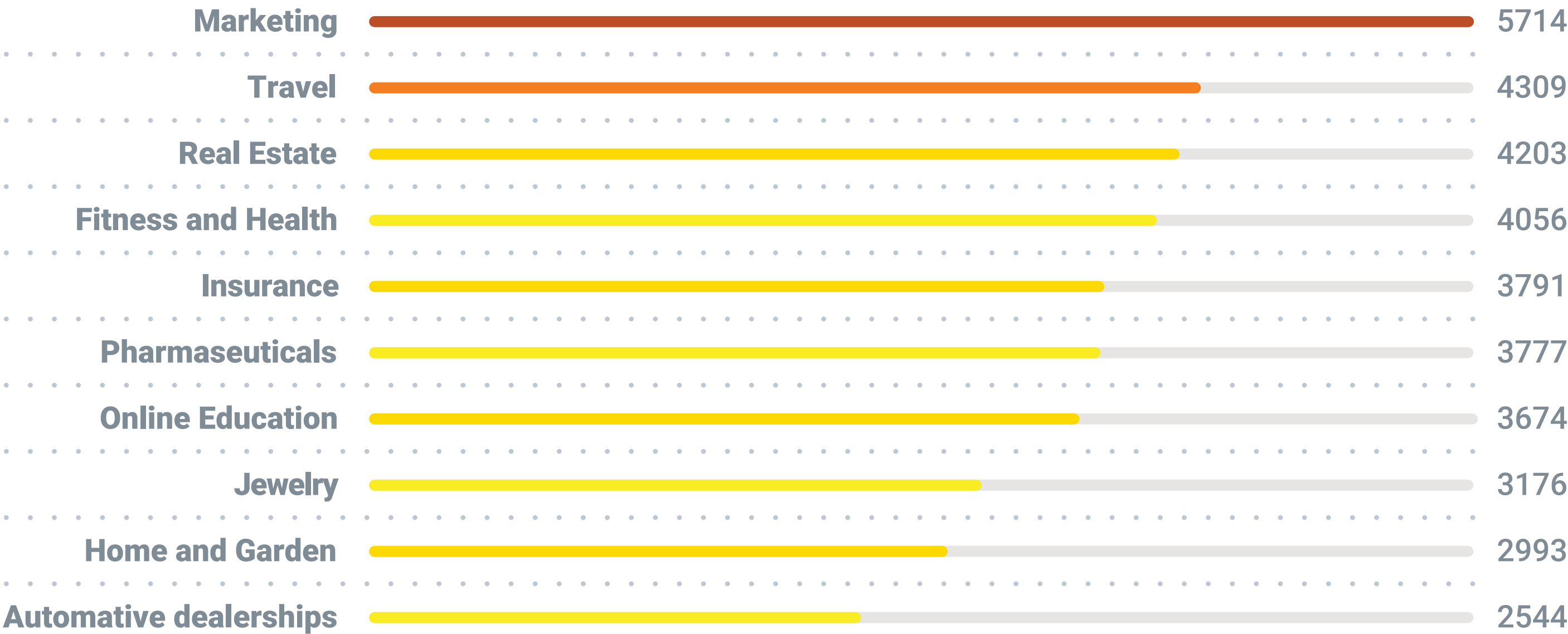
BY SOURCE

Industry Blogs Top-performing Articles

by Length

What we did:
We picked the top 20 traffic-yielding articles from each of the considered blogs and calculated their average length.

AVG. LENGTH OF TOP-PERFORMING ARTICLES **BY INDUSTRY**: NUMBER OF WORDS



INDUSTRA

Industry Blogs

Top-performing Articles

by Type

What we did:
We picked the top 20 traffic-yielding articles from each of the considered blogs and determined the most frequent types of content seen there.

DISTRIBUTION OF TOP-PERFORMING ARTICLES BY TYPE



● Guide	3.60%
● How to	5.10%
● Questions	10.8%
● Lists	13.8%



● Guide	2.40%
● How to	7.50%
● Questions	14.2%
● Lists	15.9%



● Guide	4.30%
● How to	9.70%
● Questions	15.0%
● Lists	11.5%



● Guide	2.40%
● How to	5.50%
● Questions	20.4%
● Lists	7.50%



● Guide	5.10%
● How to	3.70%
● Questions	9.30%
● Lists	20.9%



● Guide	3.60%
● How to	7.40%
● Questions	24.2%
● Lists	13.8%



● Guide	5.50%
● How to	13.0%
● Questions	12.9%
● Lists	23.6%



● Guide	4.10%
● How to	9.50%
● Questions	17.3%
● Lists	12.8%



● Guide	4.40%
● How to	10.9%
● Questions	14.2%
● Lists	11.9%



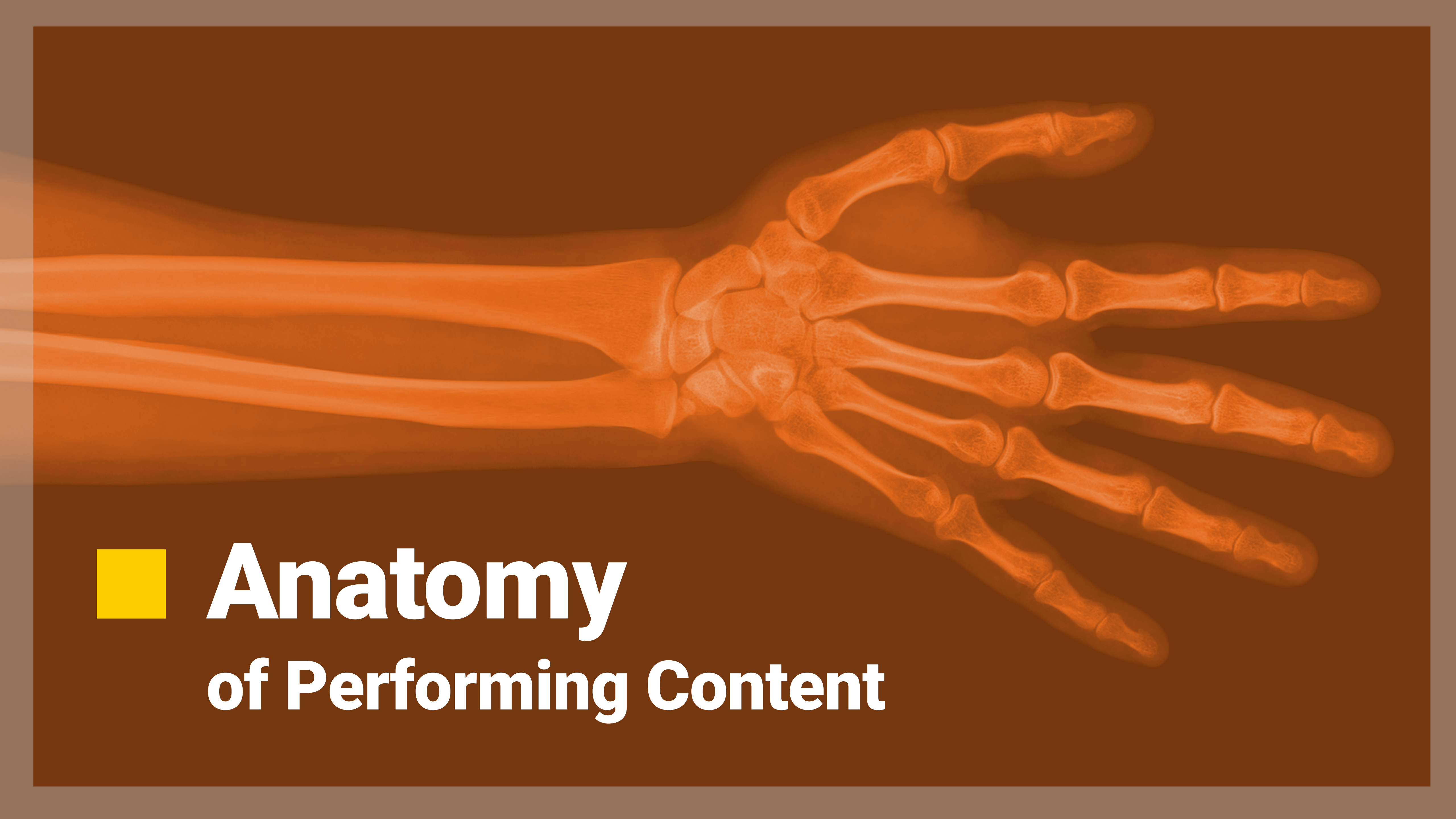
● Guide	1.20%
● How to	13.8%
● Questions	20.4%
● Lists	17.4%

INDUSTRA

Key Takeaways

No two industries are alike in promoting their blogs, though some general tendencies are clearly seen.

- **Desktops still lead.** In the era of smartphones, more than half of blogs' traffic comes from desktop. The only exceptions are in the leisure-related industries — Travel (49.6%) and Jewelry (41.2%).
- **Organic search is king.** It's the prevailing source of traffic for absolutely all considered industries.
- **If not organic, then direct.** It's quite surprising that 15%-24% of traffic in all industries is direct, which gives it second place.
- **Social media** is underutilized by most industries other than Fitness and Health (4.73%), Home and Garden (5.2%) and Pharmaceuticals (4.83%).



■ **Anatomy of Performing Content**

Anatomy of Performing Content

Content performance is determined through a variety of metrics. Some of these, such as traffic, social shares, and backlinks, are common knowledge. But what impacts these on the text's side — content length, or structure — is the subject of ongoing discussion.

In the fourth part, we consider the factors that influenced the visibility and engagement rate of the 700,000+ articles we picked from domains with a blog section that had from 50,000 up to 500,000 sessions per month.

Key Stats

Longreads

- Longreads of **3000+** words get **x3 more traffic, x4 more shares and x3.5 more backlinks** than articles of average length (901-1200 words).
- **Short** (300-900 words) articles are **not shared at all x4.5 more often** than longreads of 3000+ words.

Lists

- Listicles get **the most shares and traffic** (up to **2x more** than other types of blog posts), followed by guides and “how to” articles.

Long headlines

- Articles with long headlines (14+ words) get **x2 more traffic, x2 more shares and x5 more backlinks** than articles with short headlines (7-10 words).

Structure

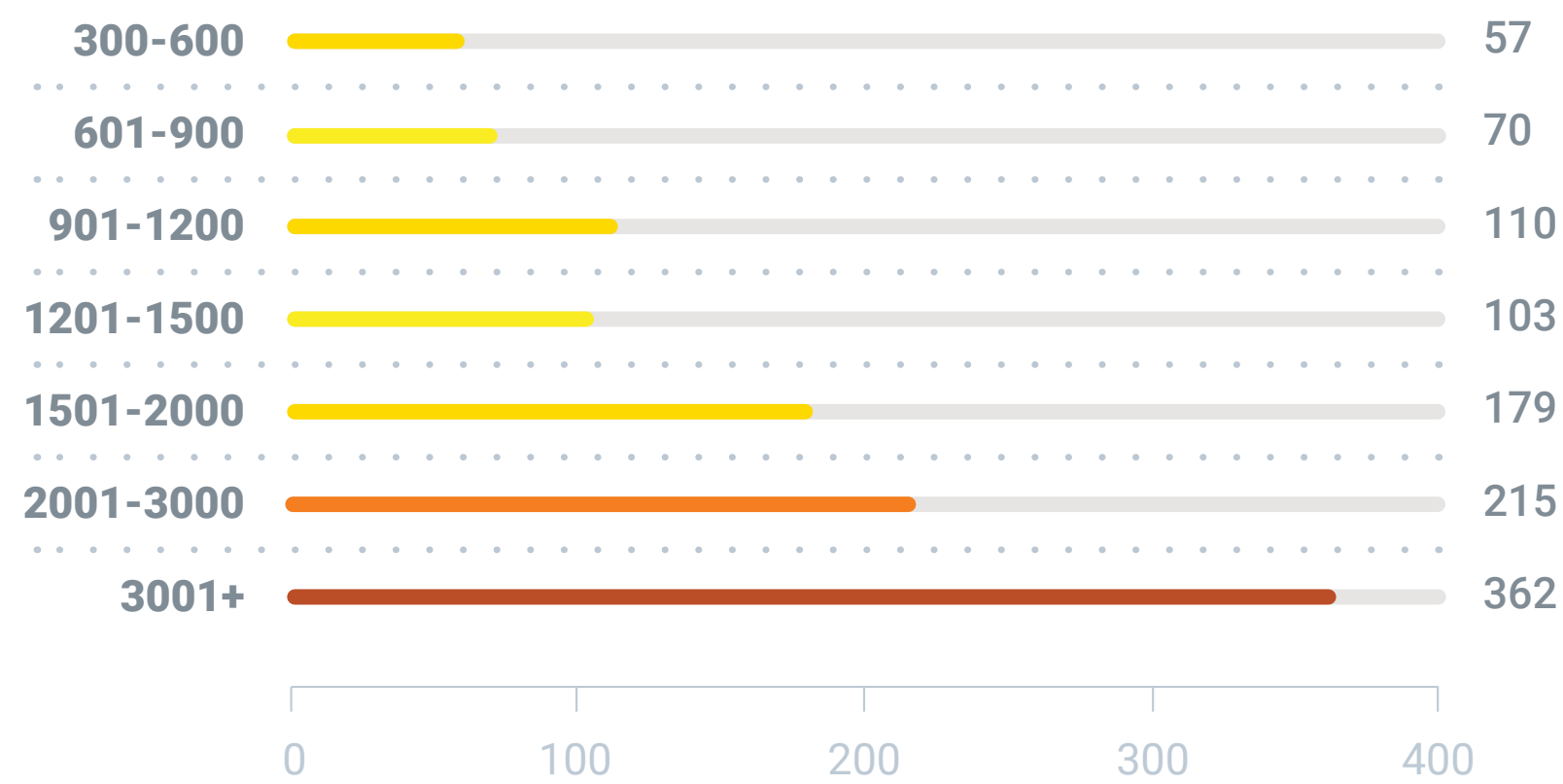
- Well-structured articles with **h2 and h3** are more likely to be high-performing (**36% of articles** with h2+h3 have **high performance** in terms of traffic, shares and backlinks).
- Articles with **5 lists** per **500 words** get up to **x4 more traffic** and up to **x2 more shares** than articles with no lists.

STATS

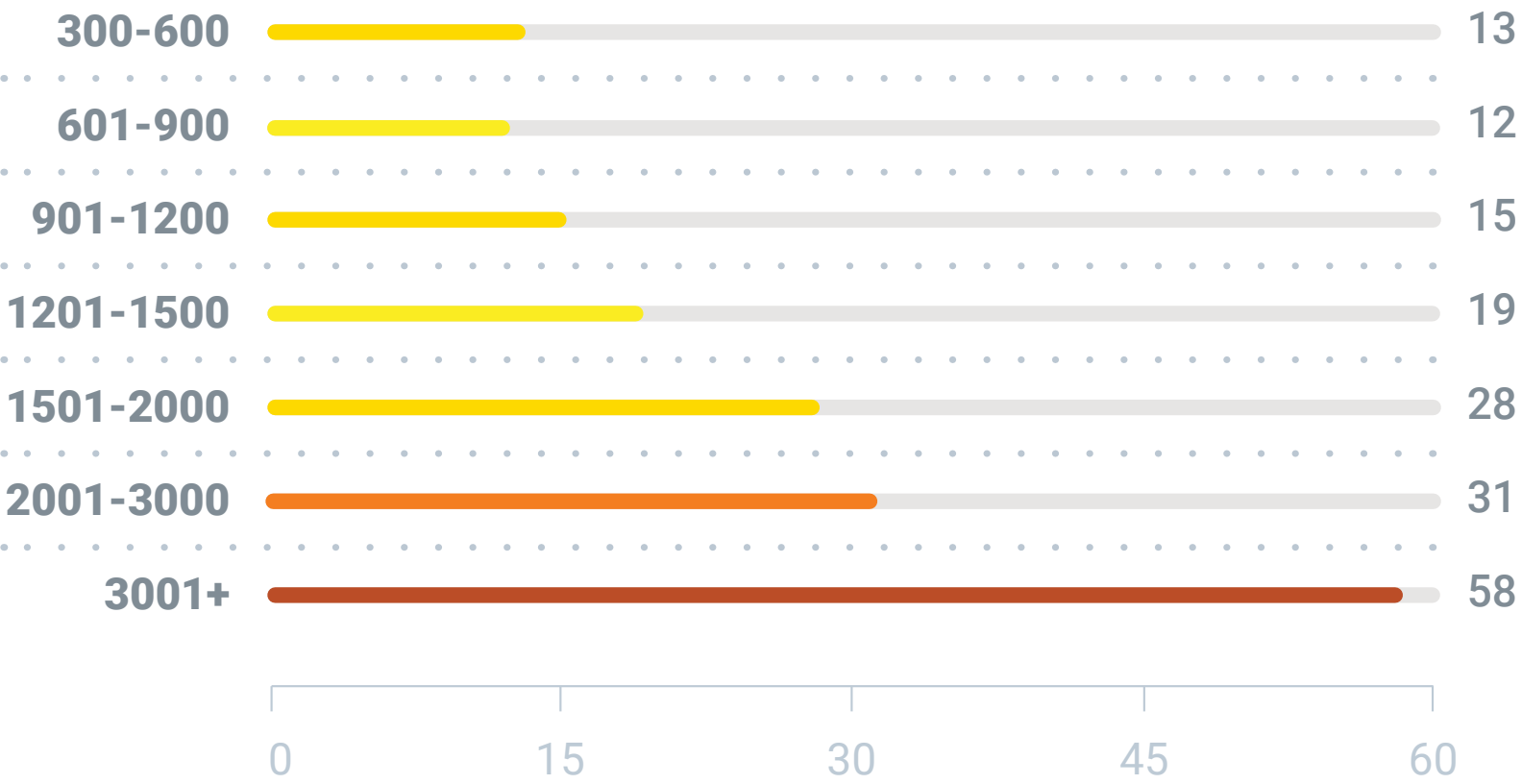
Content Length Impact on Performance

What we did:
We looked at the length of each article in words and compared it against the average number of unique pageviews, shares and backlinks on Twitter and Facebook.

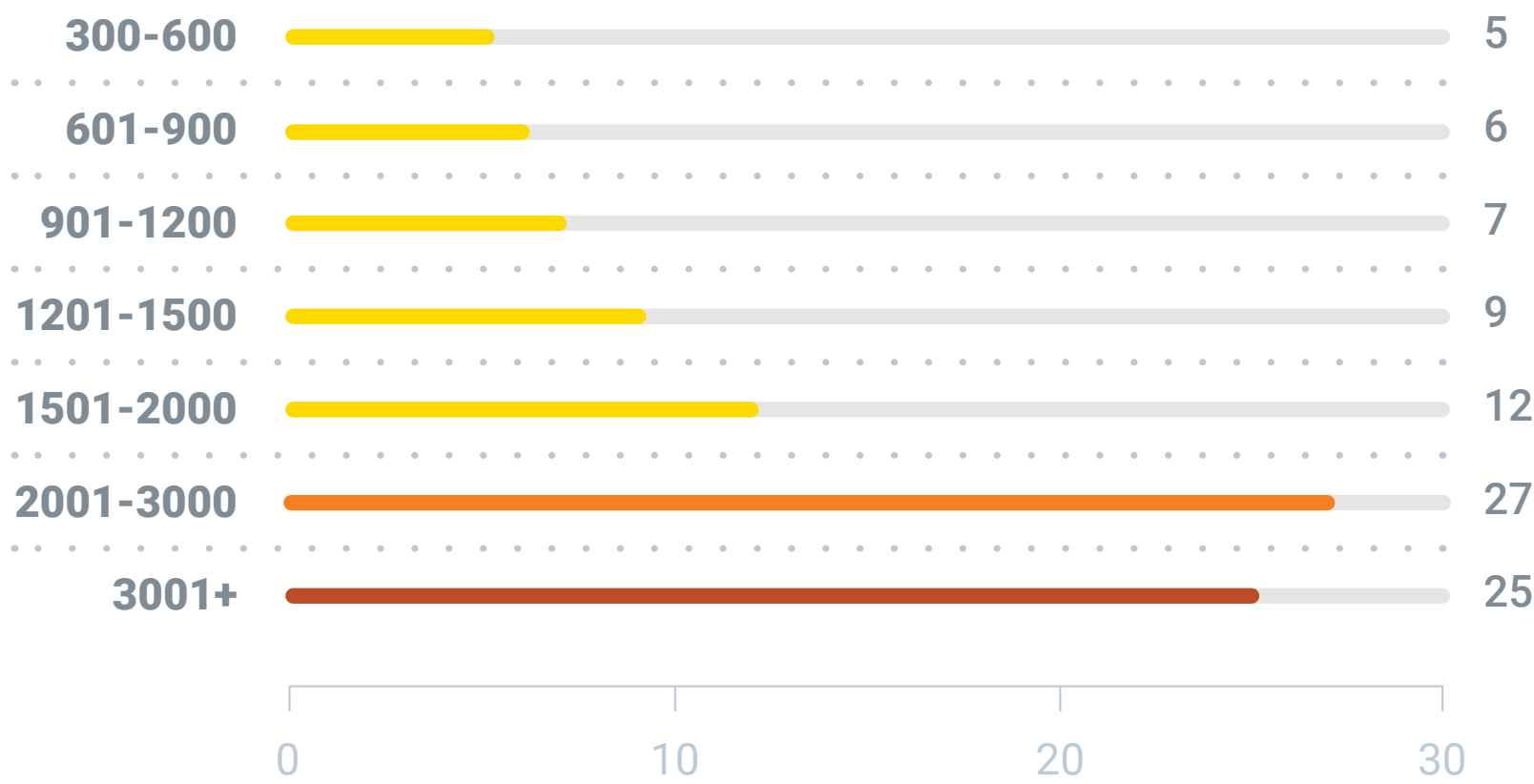
CONTENT LENGTH IMPACT ON PERFORMANCE
Avg. Monthly Unique Pageviews



CONTENT LENGTH IMPACT ON PERFORMANCE
Social Shares



CONTENT LENGTH IMPACT ON PERFORMANCE
Backlinks



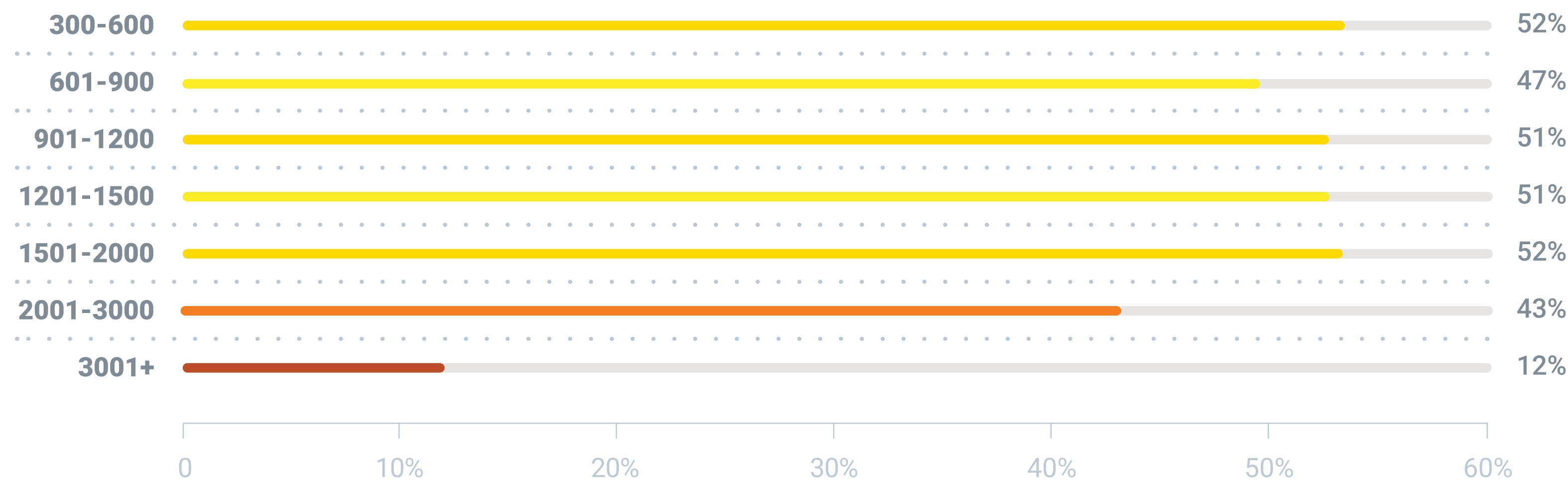
PERF

Non-Shared Articles

by Length

What we did:
We calculated the % of articles of different length (word count) that had no shares on Twitter and Facebook.

THE PART OF **NON-SHARED** ARTICLES BY LENGTH



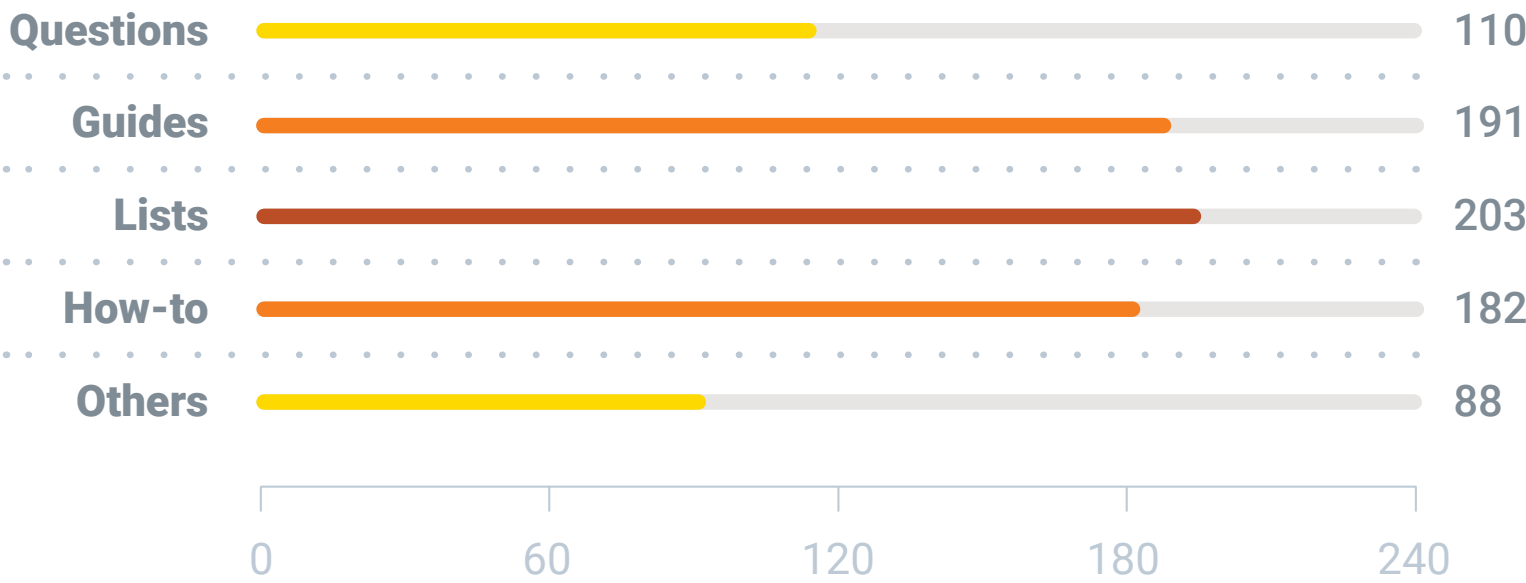
LENGTH

Headline Type Impact on Performance

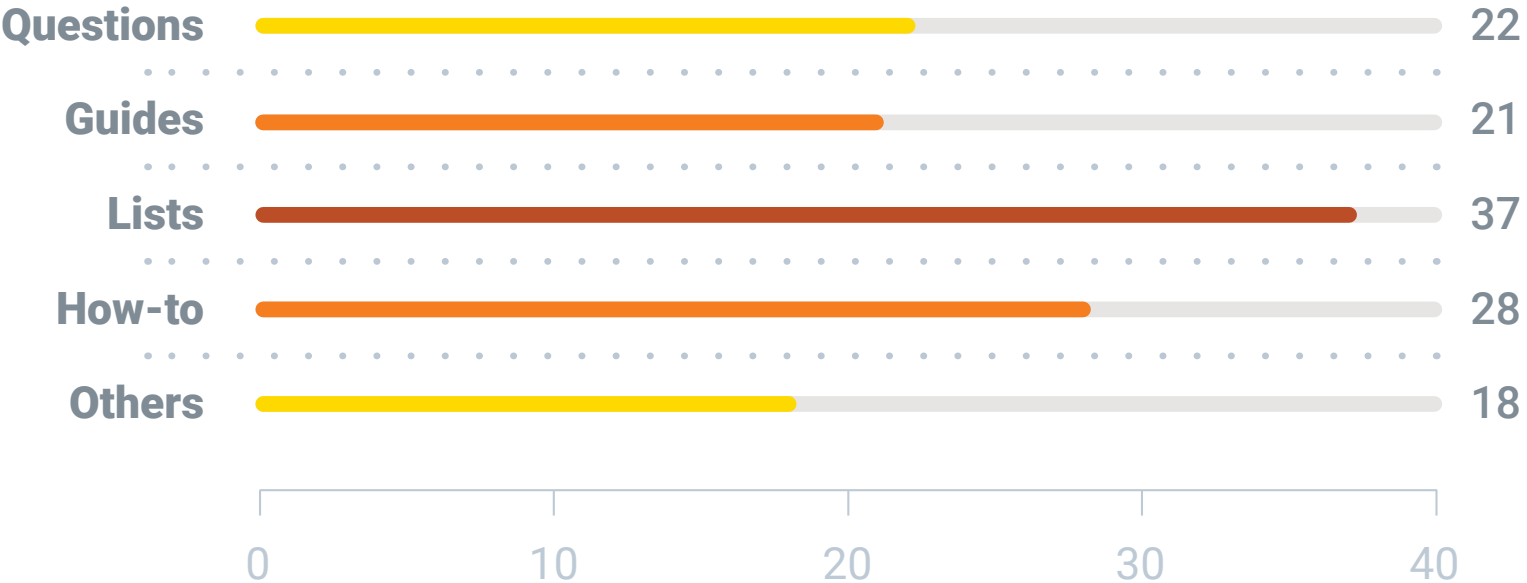
What we did:

We compared headings with different wording (the ones that offered a question and an answer, guides, top-N lists, How-tos, and more) against the average monthly number of unique pageviews, shares on Twitter and Facebook and backlinks the article had.

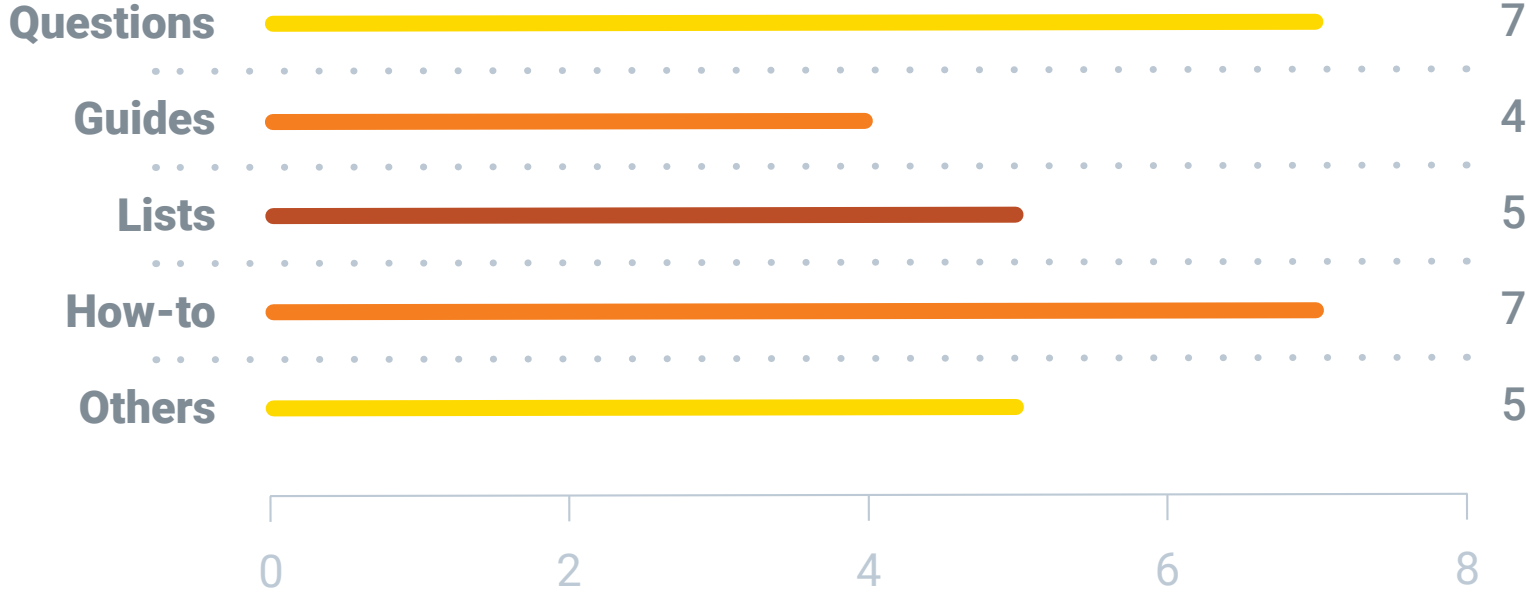
HEADLINE TYPE IMPACT ON PERFORMANCE
Avg. Monthly Unique Pageviews



HEADLINE TYPE IMPACT ON PERFORMANCE
Social Shares



HEADLINE TYPE IMPACT ON PERFORMANCE
Backlinks



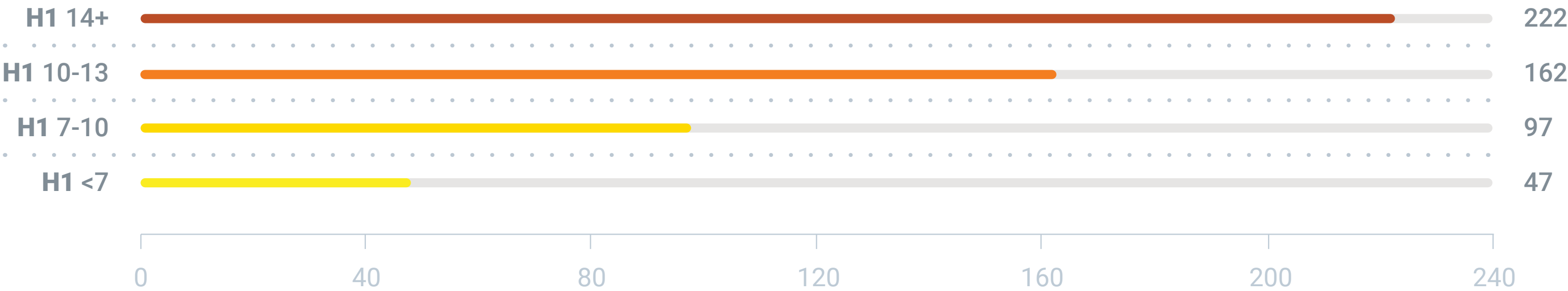
HEADLINE TYPE IMPACT ON PERFORMANCE

H1 Length Impact on Performance

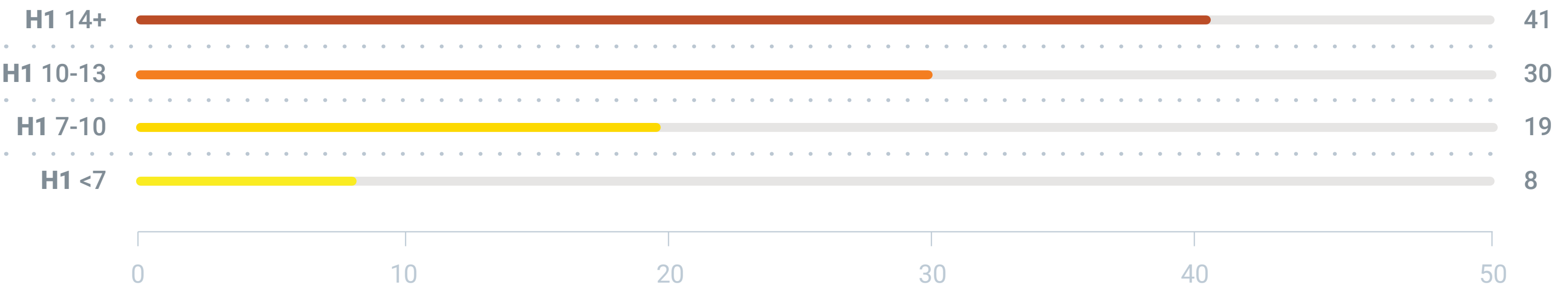
What we did:

We compared H1 length against the average monthly number of unique pageviews, shares on Twitter and Facebook, and backlinks the article had.

H1 LENGTH IMPACT ON PERFORMANCE **Avg. Monthly Unique Pageviews**



H1 LENGTH IMPACT ON PERFORMANCE **Social Shares**



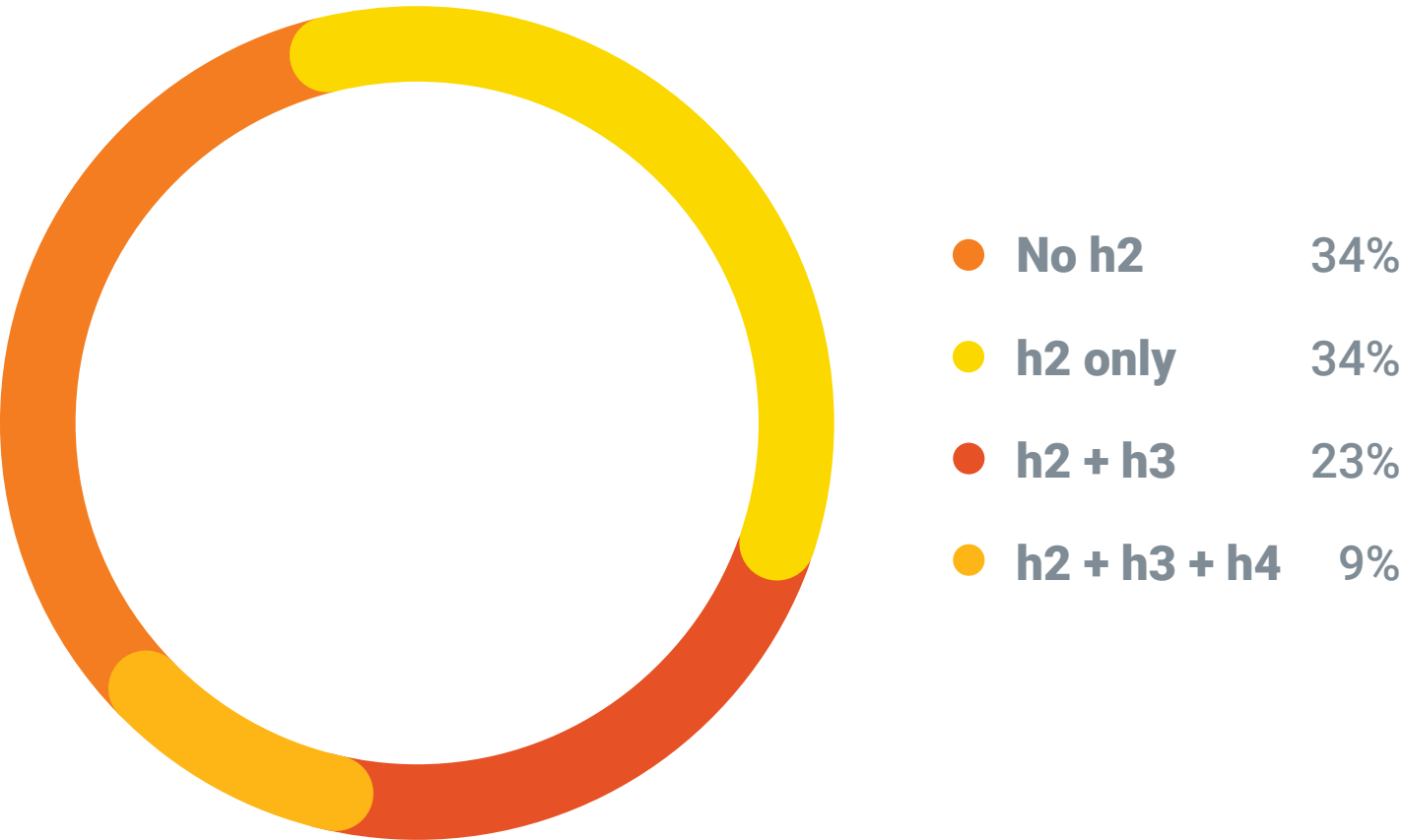
H1 LENGTH IMPACT ON PERFORMANCE **Backlinks**



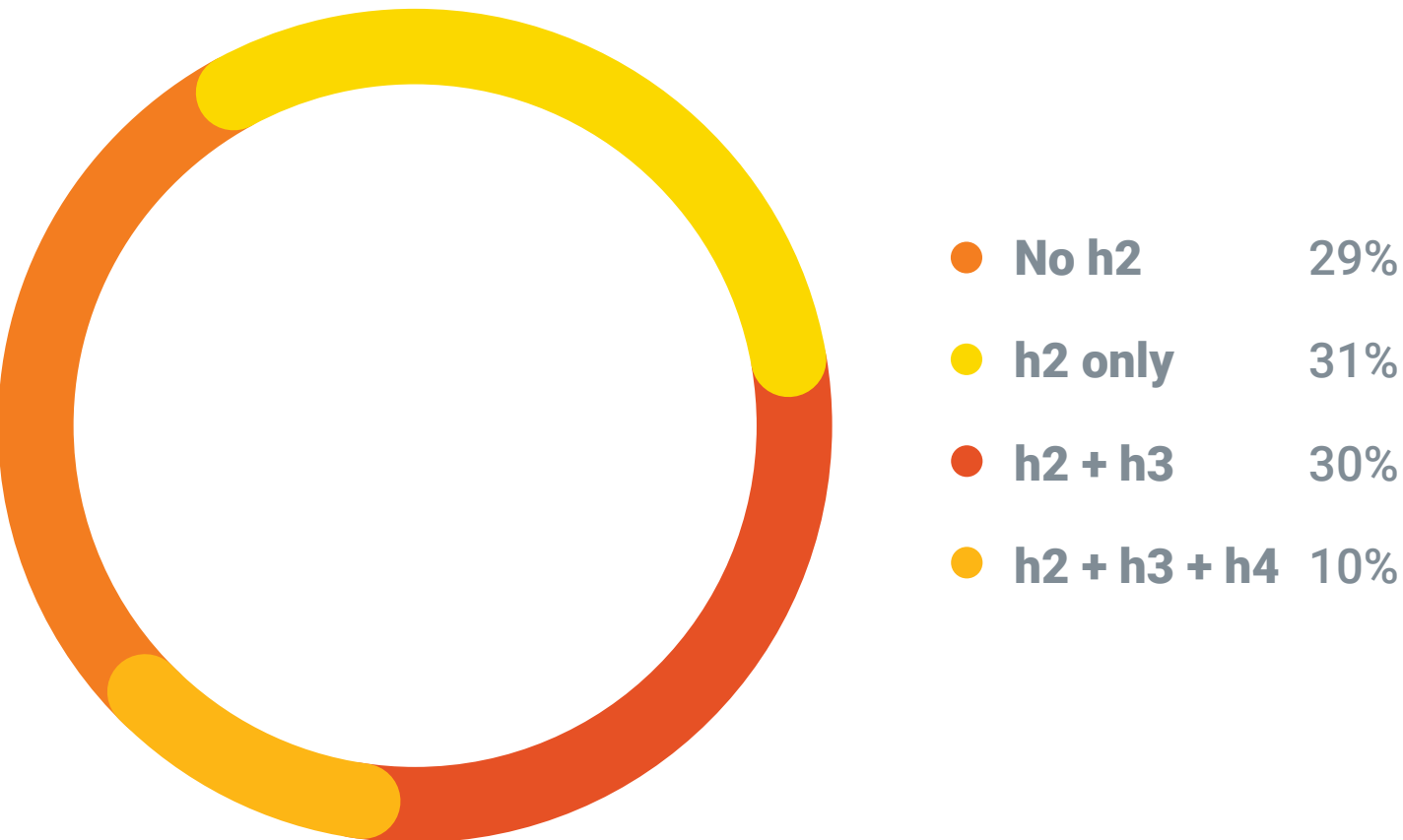
Distribution of Heading Depth on Performance

What we did:
We looked at the percentage of articles with different structures (presence/absence of H2, H3, H4, etc.) in each of the performance groups assigned based on traffic, social shares, and backlinks: 20% of highly performing, 20% of low performing and 20% of average performing.

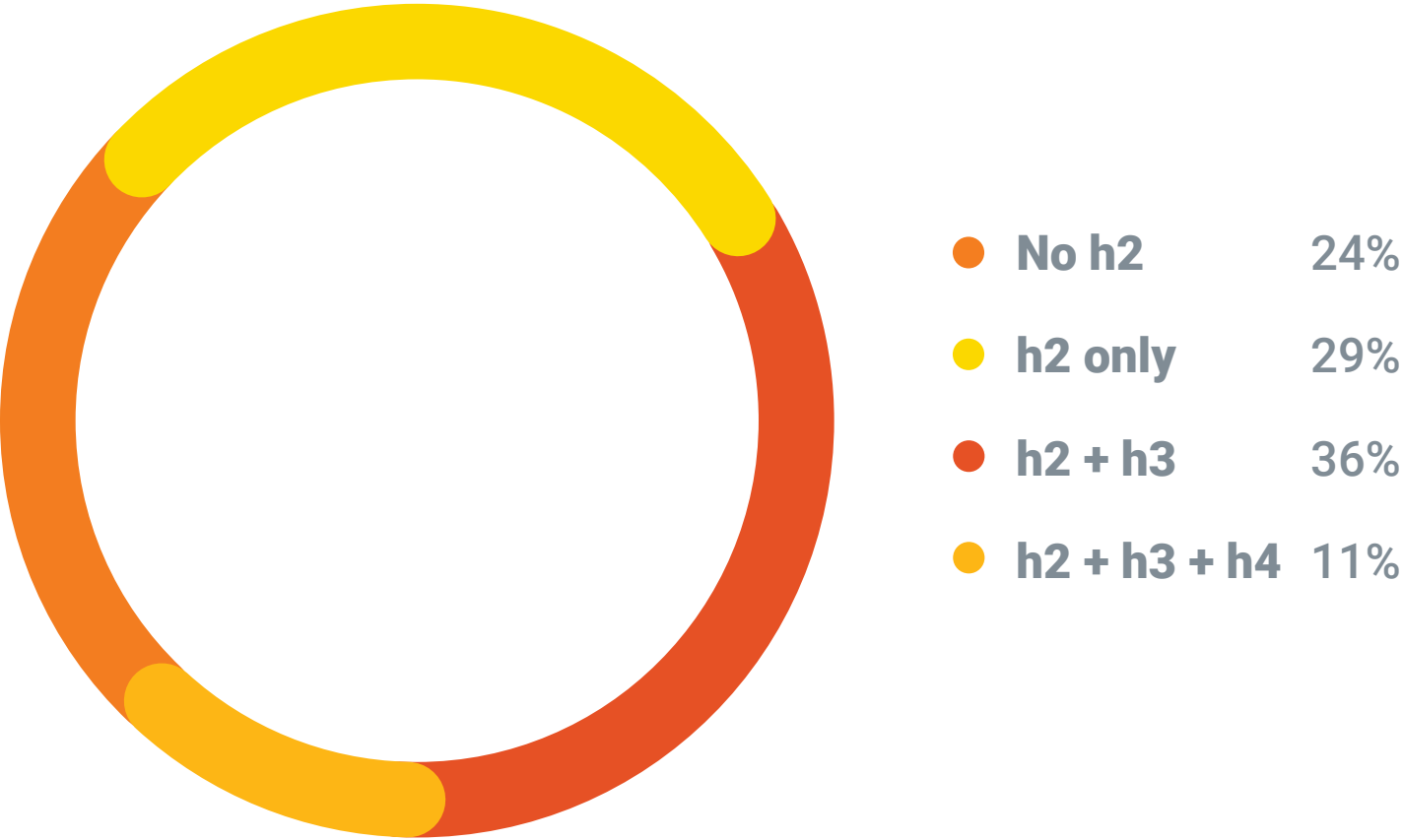
DISTRIBUTION OF HEADING DEPTH BY PERFORMANCE
Low performance



DISTRIBUTION OF HEADING DEPTH BY PERFORMANCE
Medium performance



DISTRIBUTION OF HEADING DEPTH BY PERFORMANCE
High performance



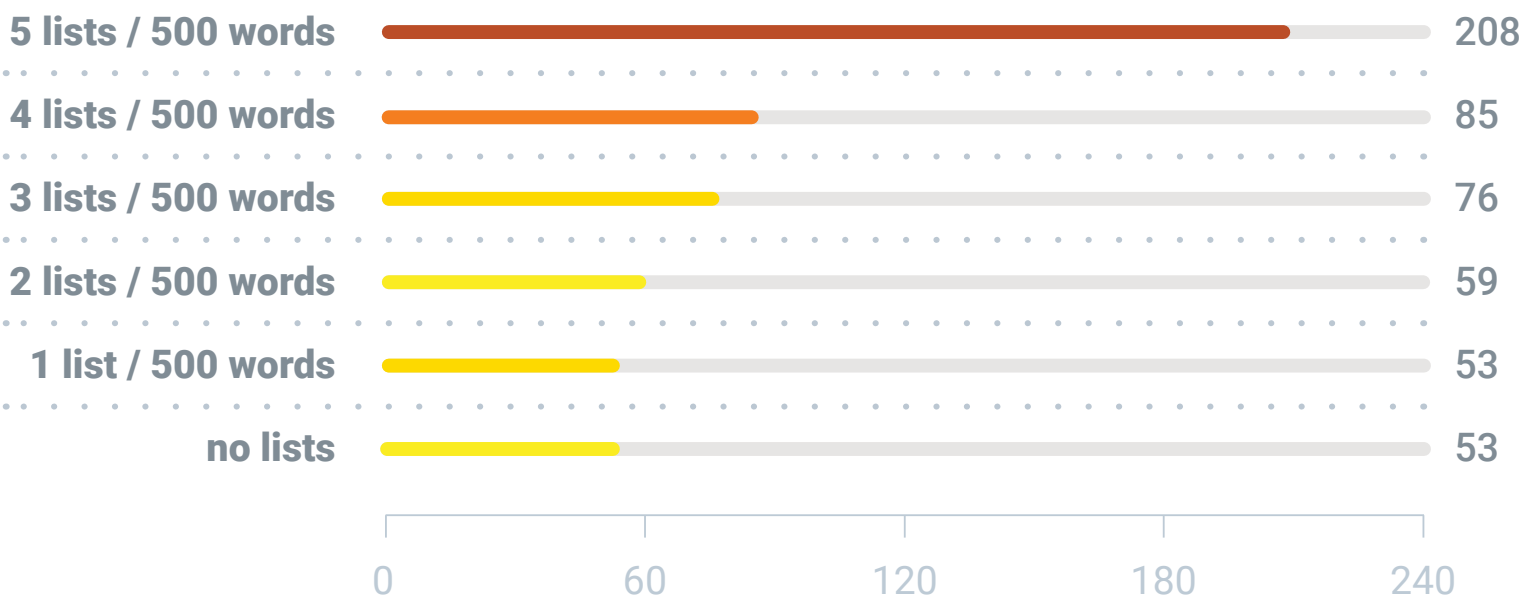
HEADING DEPT

Number of Lists Impact on Performance

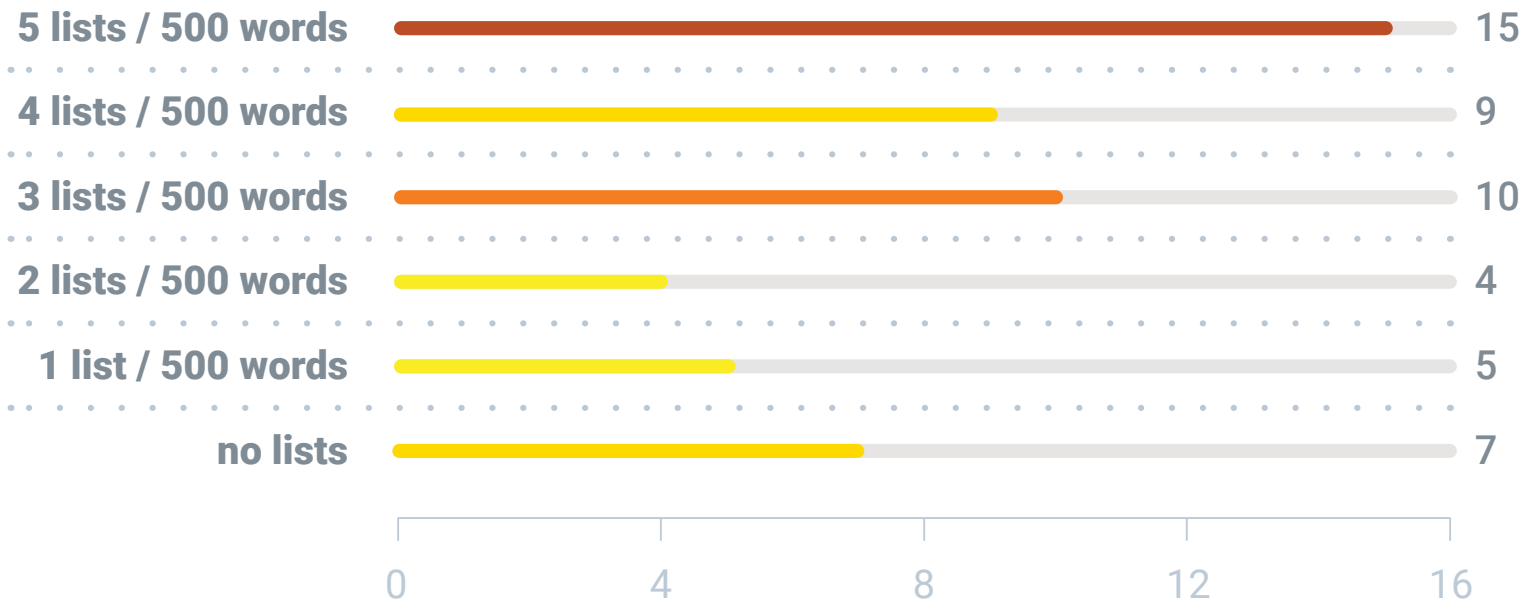
What we did:

We looked at the number of lists per 500 words of the article and compared it against the average monthly number of unique pageviews, social shares, and backlinks it had.

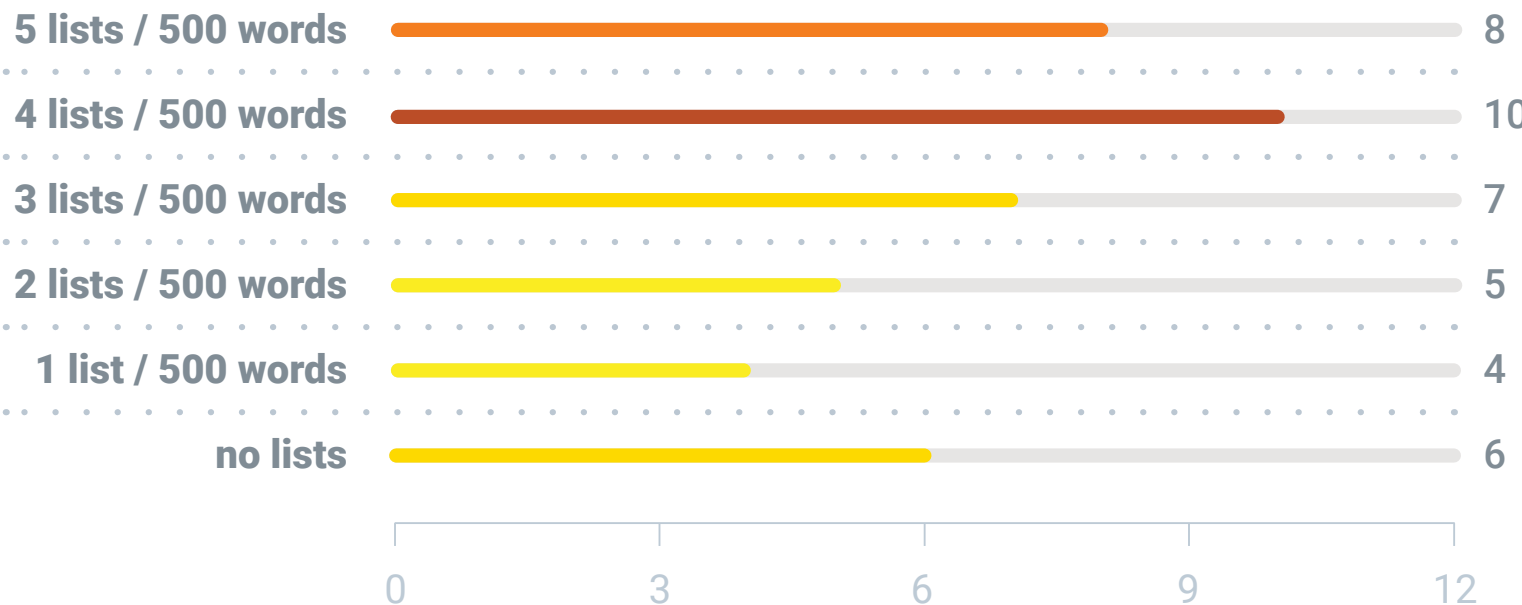
NUMBER OF LISTS IMPACT ON PERFORMANCE
Avg. Monthly Unique Pageviews



NUMBER OF LISTS IMPACT ON PERFORMANCE
Social Shares



NUMBER OF LISTS IMPACT ON PERFORMANCE
Backlinks



LISTS
IMPACT

Key Takeaways

We found no secret technique that will make your content perfect. However, there are definitely some tricks that can increase the amount of traffic and the number of backlinks and social shares you are getting.

- **The longer the better.** Articles that have long headlines and contain more than 3000 words perform better in all respects (traffic, backlinks, and social shares). This may be related to the value they deliver compared to bite-sized content.
- **Headlines can improve performance.** Really long headlines of 14+ words turned out to be the most effective for driving traffic, social shares, and backlinks. Moreover, 36% of articles of the “high performance group” contained at least H2 and H3 in their structure.
- **Building links requires effort.** The number of links an article can get depends on many factors such as article length, H1 length, and H1 type. Answers to questions and How-to articles tended to get slightly more backlinks than articles of other types, but the difference was not significant enough to draw any conclusions.
- **Listicles drive shares and traffic.** Articles with lists were found to be the most shared and traffic-yielding content format, followed by guides and “how to” articles. In general, blog posts with a special title (lists, guides, questions) are more likely to have a higher performance in terms of shares and traffic.



■ Content Marketing Survey

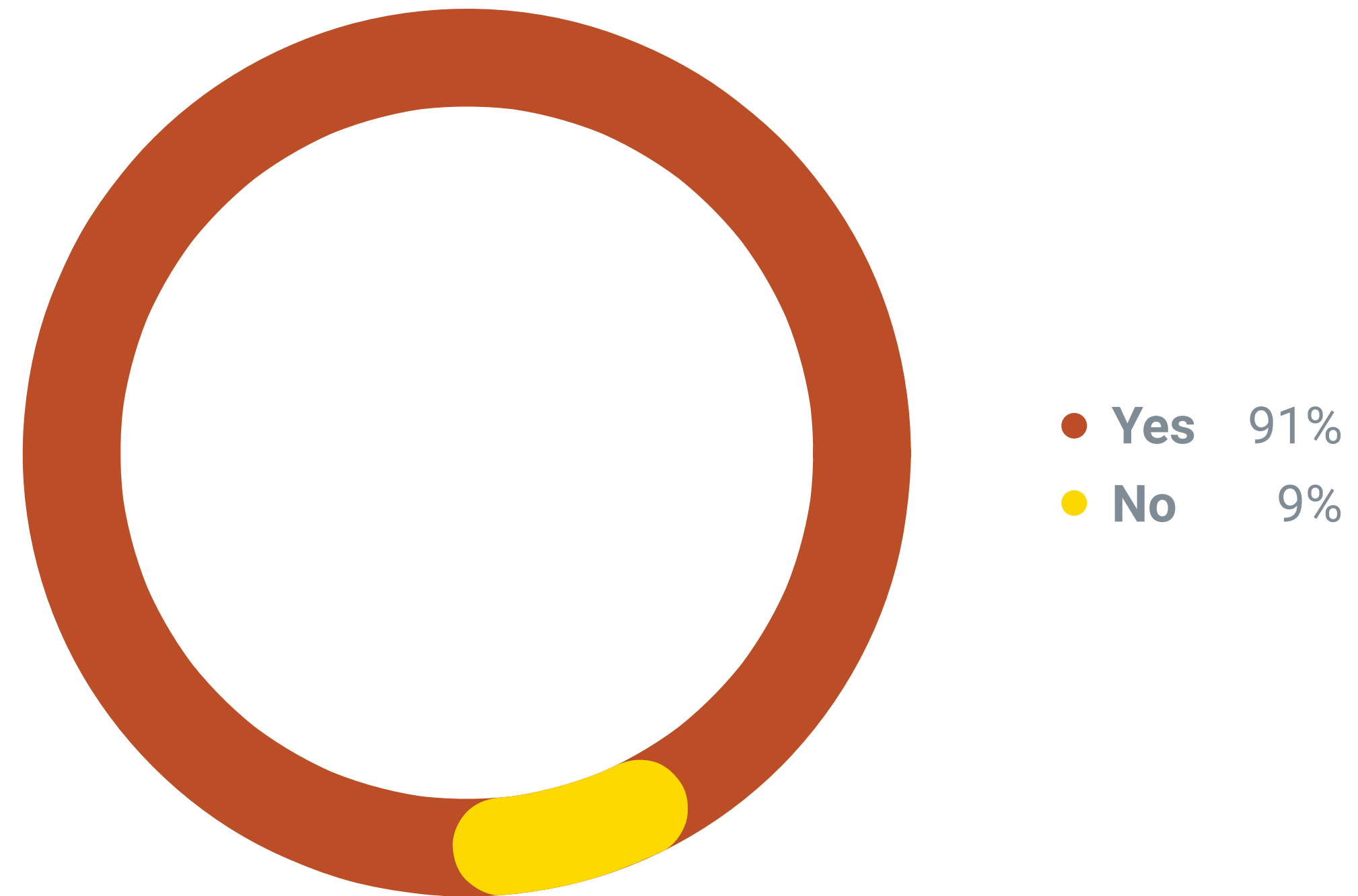
Content Marketing Survey

In the fifth part of our report we provide the results of the survey we offered to 1200+ marketers from 39 countries. We asked them to tell us about their approach to content marketing at each stage, from developing a strategy to measuring its efficiency.

These most current facts and statistics can help you identify gaps in your content strategy, pinpoint your own content shortcomings and gather insightful ideas to test.

Use of Content Marketing

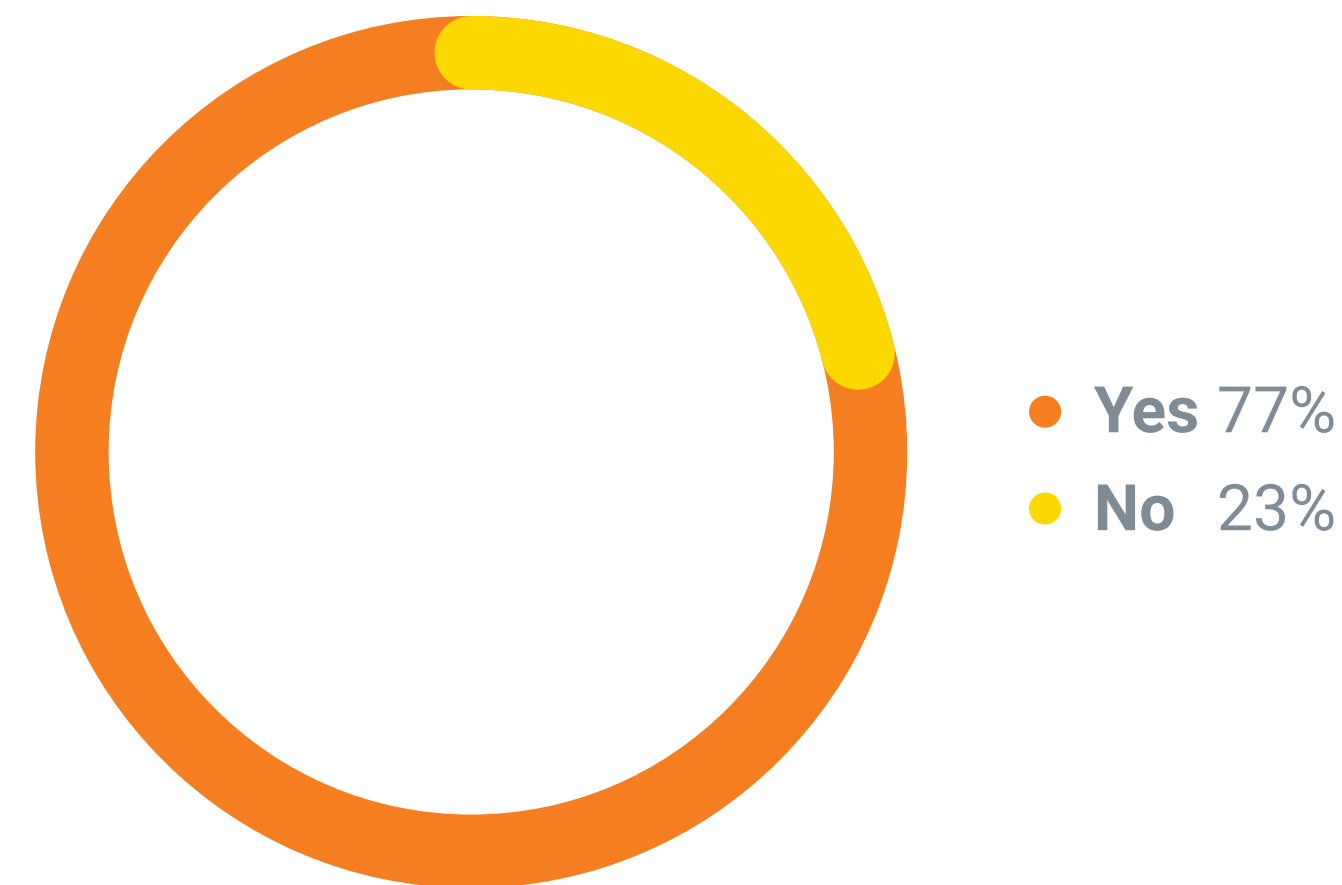
ARE YOU USING CONTENT MARKETING AS AN APPROACH IN YOUR COMPANY?



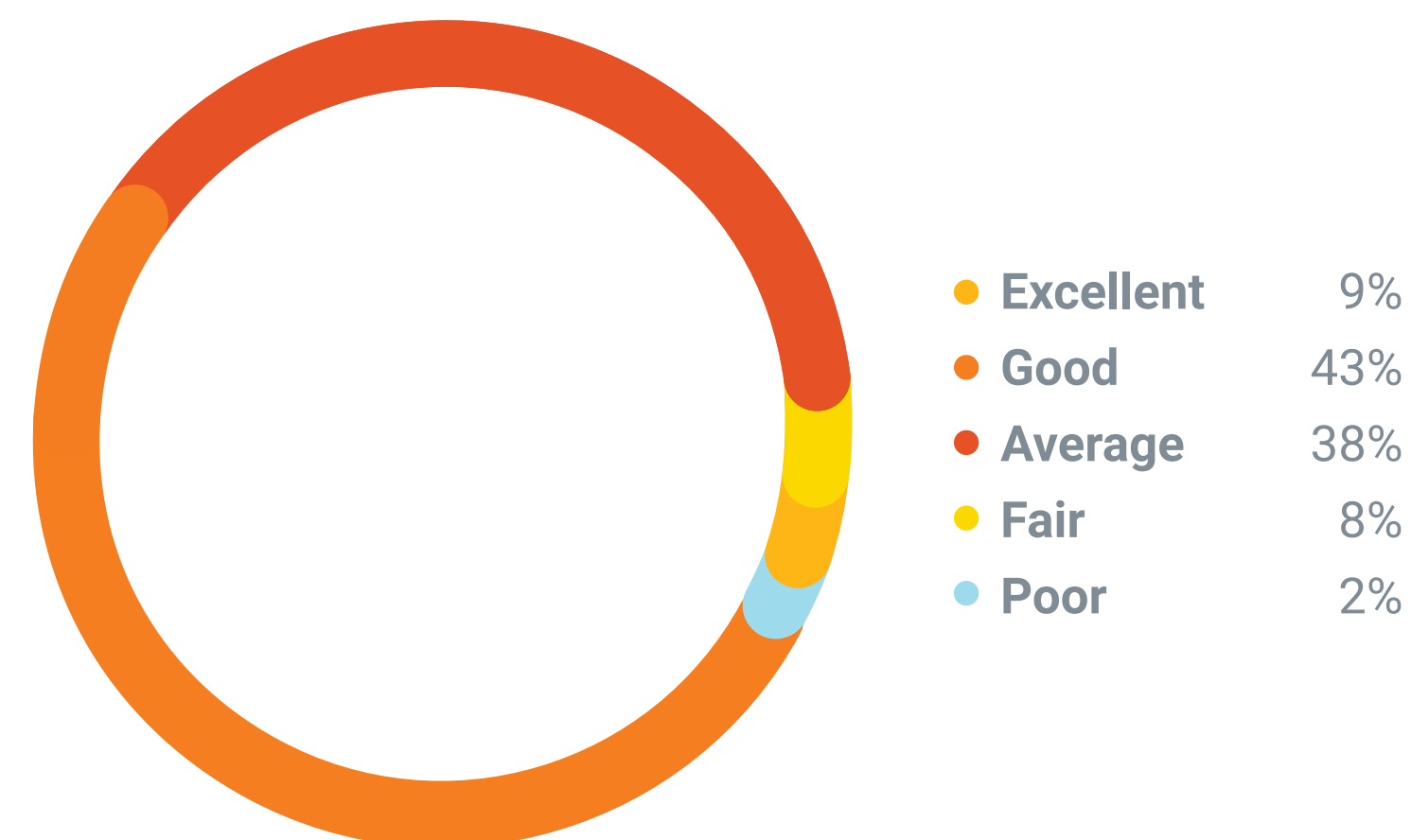
CONTEN

Content Marketing Strategy

DOES YOUR COMPANY HAVE A CONTENT MARKETING STRATEGY?



HOW WOULD YOU EVALUATE THE PERFORMANCE OF YOUR CONTENT MARKETING STRATEGY?

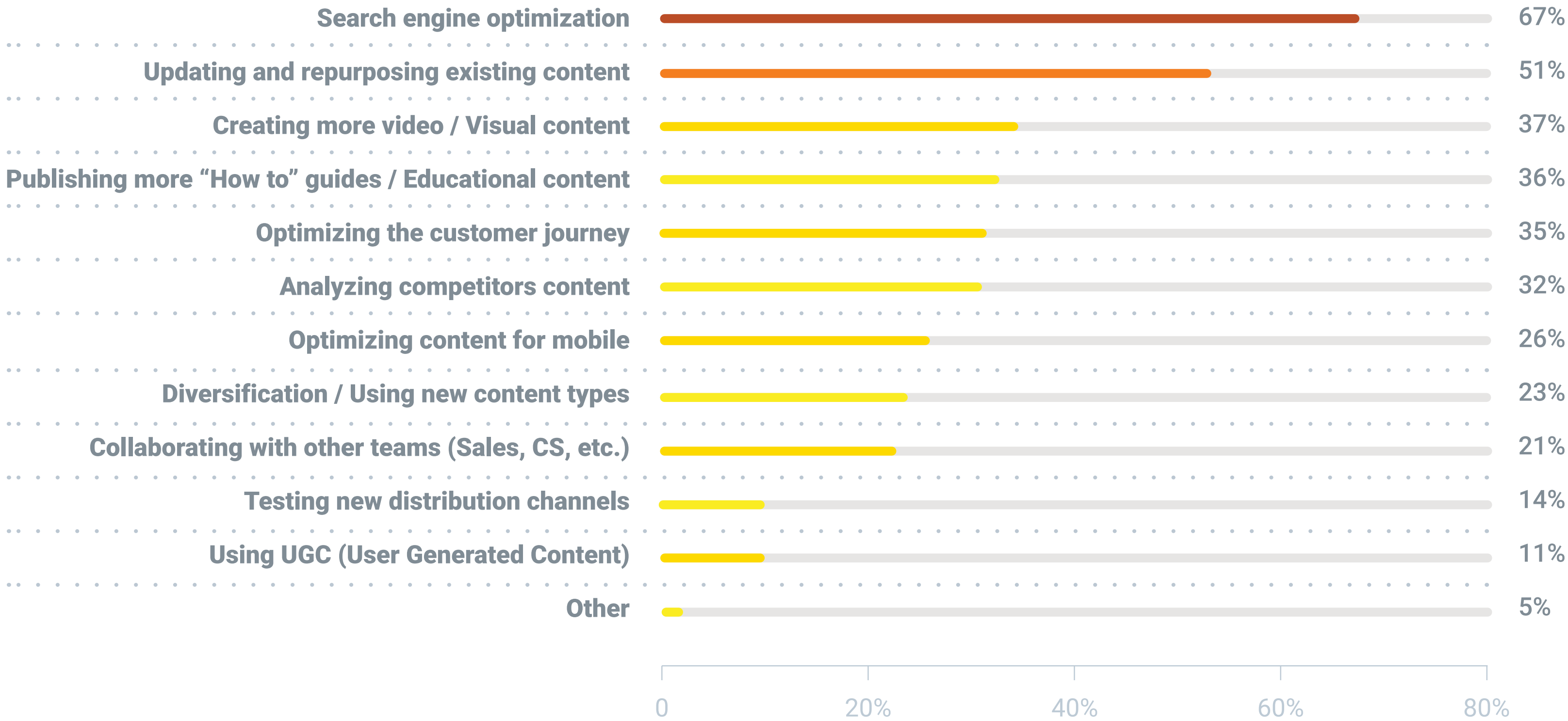


3.5 average rating

for a Content Marketing Strategy

Content Marketing Tactics and Metrics

WHAT ARE THE MOST EFFICIENT CONTENT MARKETING TACTICS IMPLEMENTED BY YOUR TEAM IN 2019?

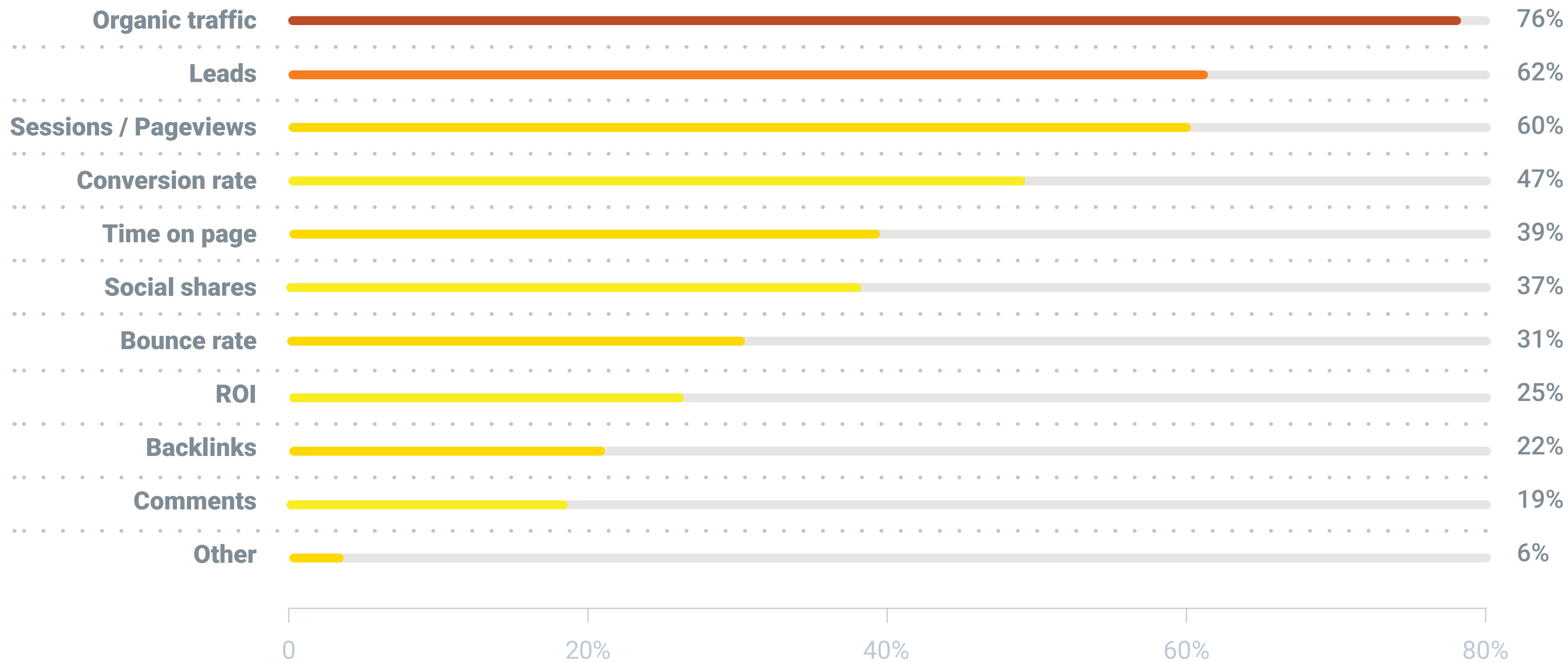


THE MOST COMMON "OTHER" RESPONSES INCLUDE:

Creating pillar content; Publishing editorial articles; Guest posting; Audience research; Co-marketing with other brands.

Content Marketing Tactics and Metrics

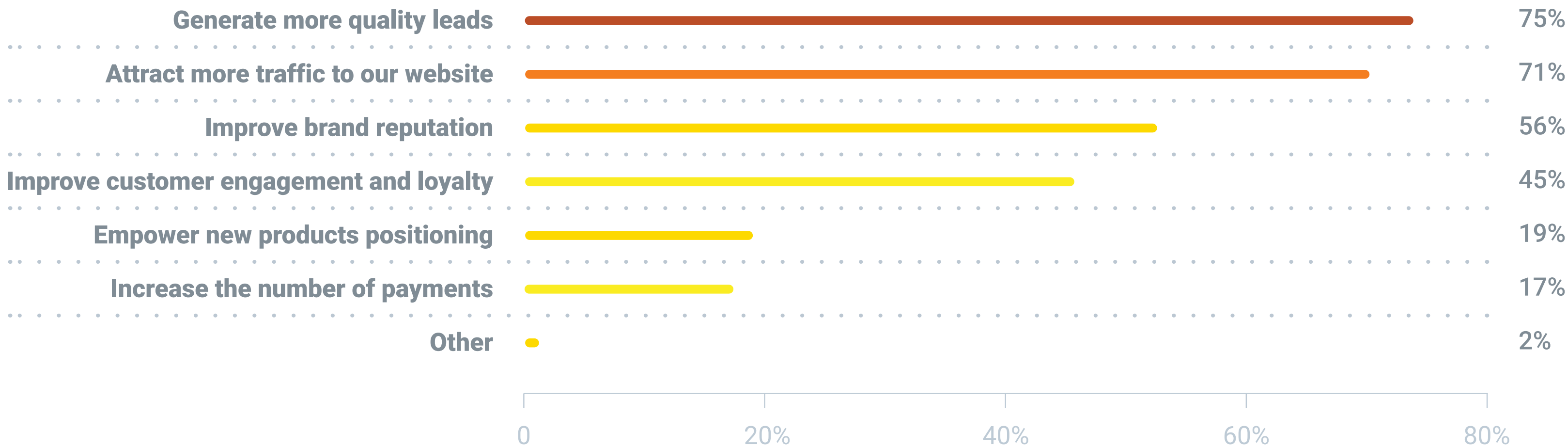
WHAT ARE THE KEY METRICS YOU USE TO MEASURE YOUR CONTENT SUCCESS?



THE MOST COMMON “OTHER” RESPONSES INCLUDE:
Sales/Purchases; Newsletter subscriptions; Reach/Impressions; Keyword rankings; CTR.

Goals and Budget

WHAT ARE THE PRIORITY GOALS YOU PLAN TO ACHIEVE THROUGH CONTENT MARKETING BY 2020?

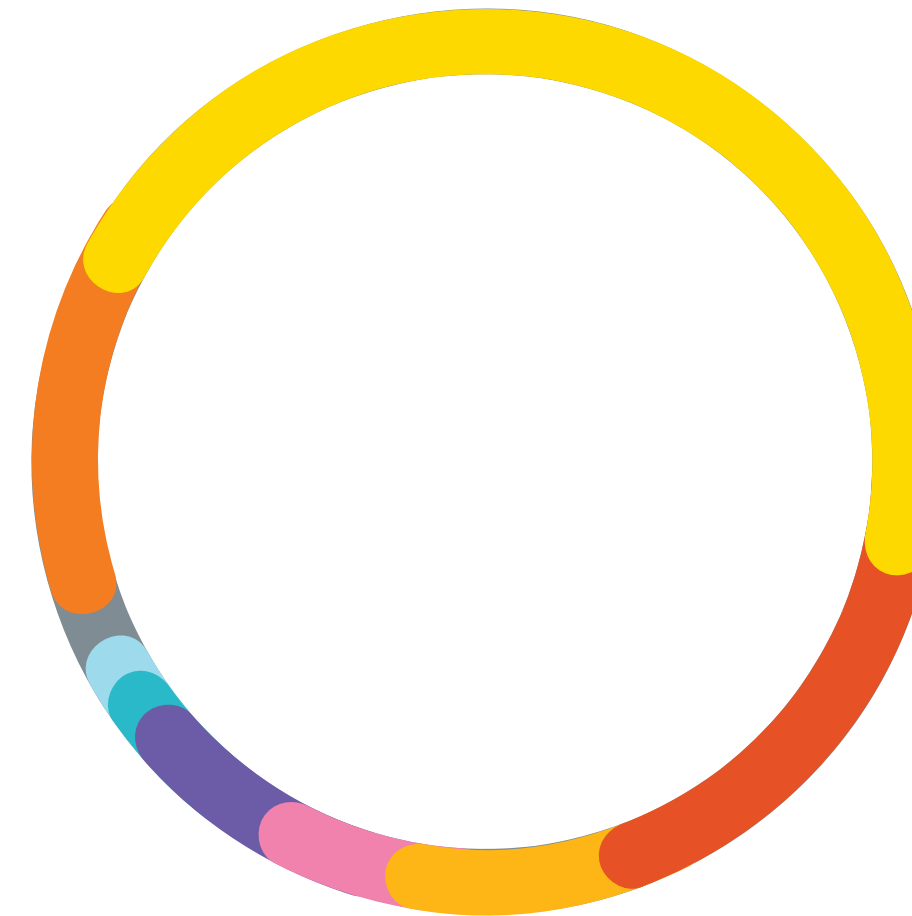


GOALS

BUDGET

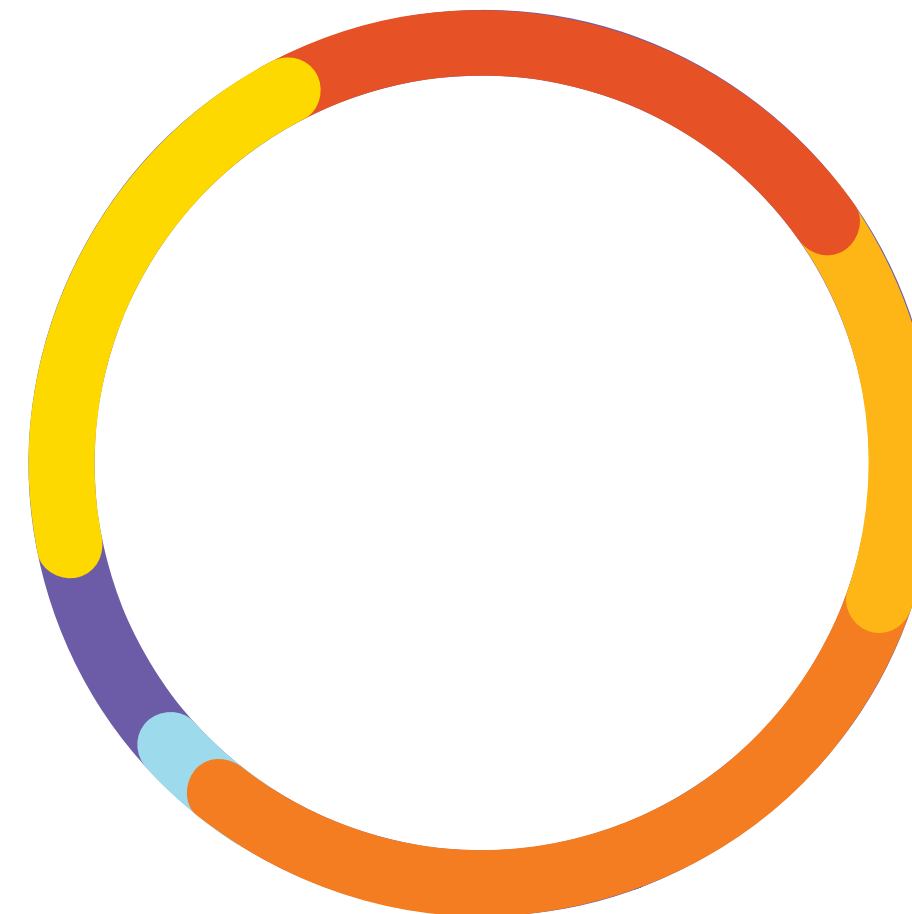
Goals and Budget

HOW MUCH DID YOUR
COMPANY SPEND ON
CONTENT MARKETING
IN 2019?



- 46% - \$10,000 or less
- 17% - \$10,001 to \$25,000
- 8% - \$25,001 to \$50,000
- 5% - \$50,001 to \$100,000
- 6% - \$100,001 to \$500,000
- 1% - \$500,001 to \$1M
- 1% - \$1.01M to \$5M
- 1%> - More than \$5M
- 15% - I don't know

HOW DO YOU
EXPECT YOUR CONTENT
MARKETING BUDGET TO
CHANGE IN 2020?

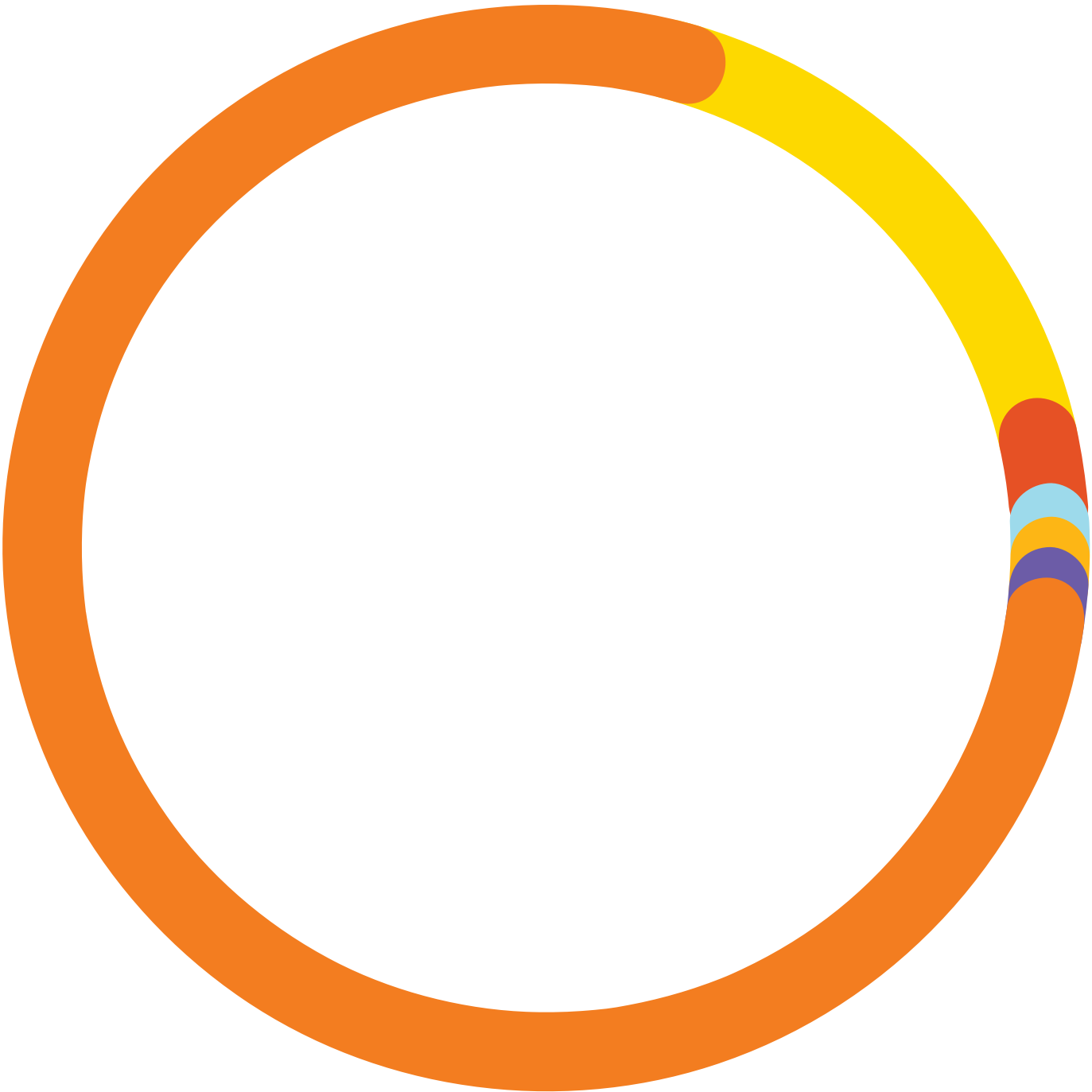


- 9% - Significantly increase (more than 25%)
- 23% - Medially increase (11-25%)
- 30% - Slowly increase (up to 10%)
- 20% - Reamain
- 2% - Decrease
- 15% - I don't know

Content Marketing Team

TEAM

HOW MANY PEOPLE DO YOU HAVE IN YOUR CONTENT MARKETING TEAM?

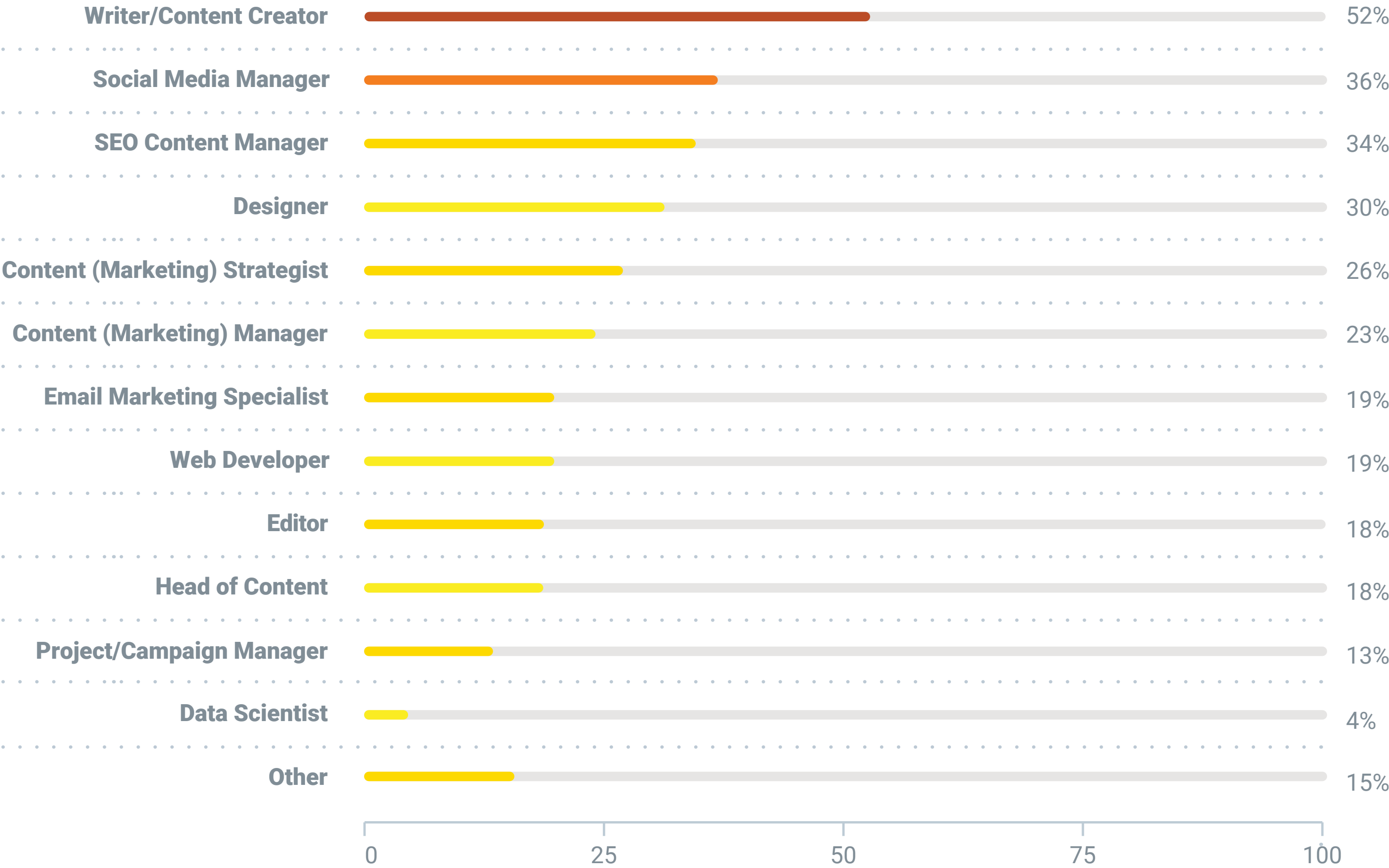


- 78% - 1-3 specialists
- 18% - 4-10 specialists
- 2% - 11-20 specialists
- 1% - 21-35 specialists
- <1% - 36-50 specialists
- <1% - More than 50 specialists

CONTENT

Content Marketing Team

WHICH SPECIALISTS DO YOU HAVE IN YOUR CONTENT MARKETING TEAM?

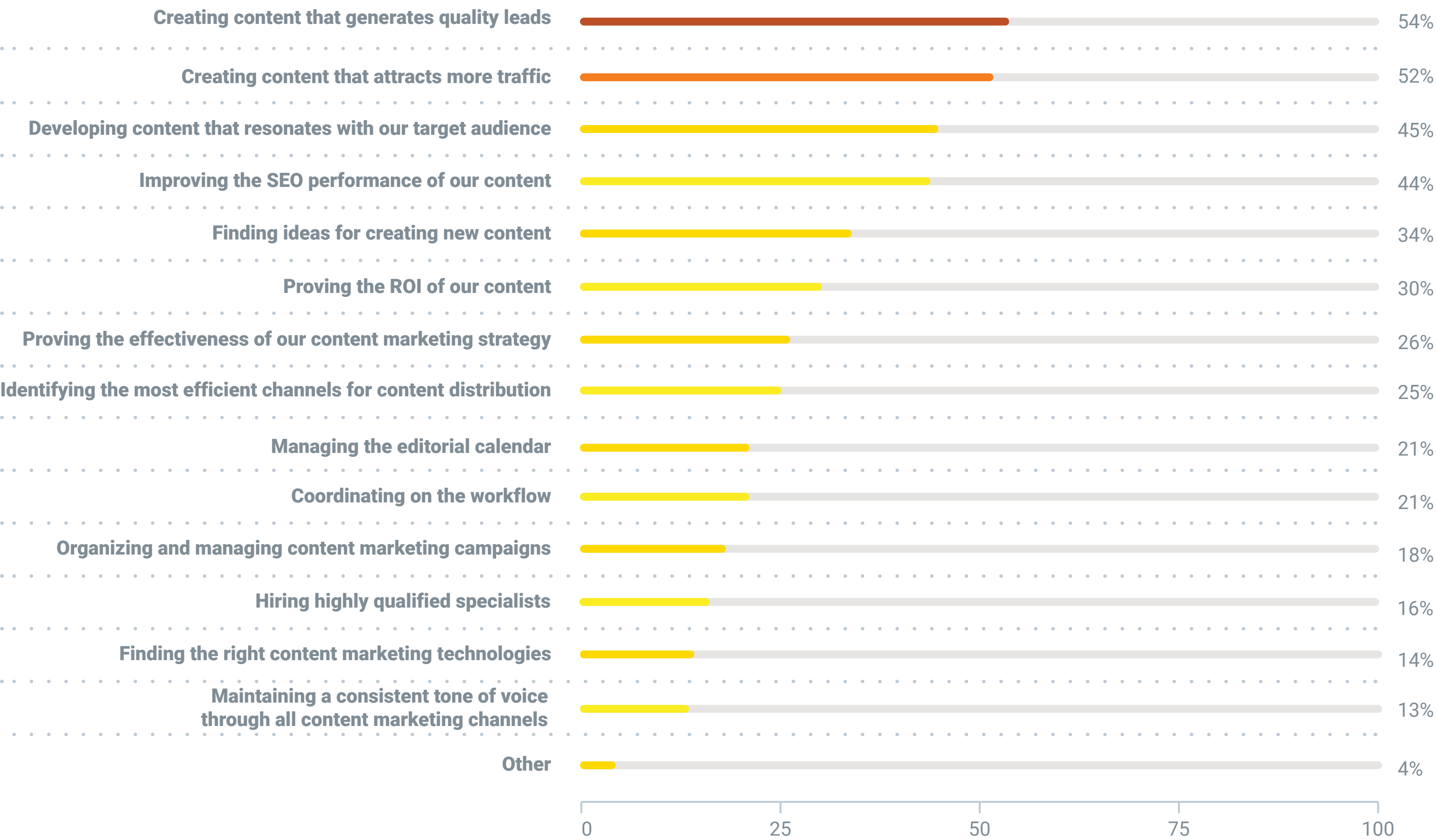


THE MOST COMMON "OTHER" RESPONSES INCLUDE:

One marketing specialist, doing everything in marketing; (Digital) Marketing Manager; Video Editor / Video Producer; SEO Specialist; CEO / Founder / Business Owner.

Technologies and Challenges

WHAT ARE YOUR TEAM’S TOP CONTENT MARKETING CHALLENGES?



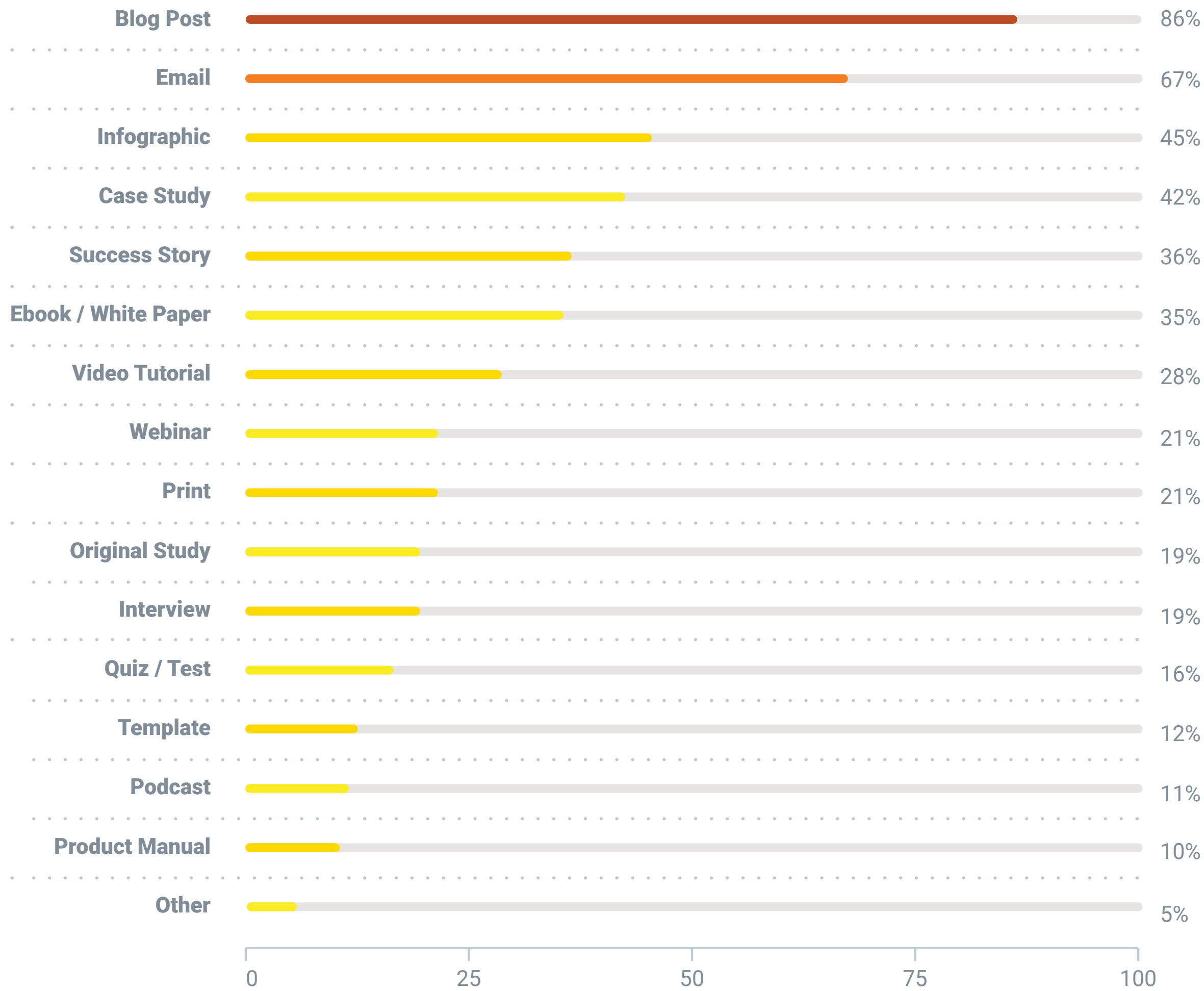
Technologies and Challenges

WHICH TECHNOLOGIES DOES YOUR TEAM USE TO LEVERAGE YOUR CONTENT MARKETING EFFORTS?



Content Creation and Distribution

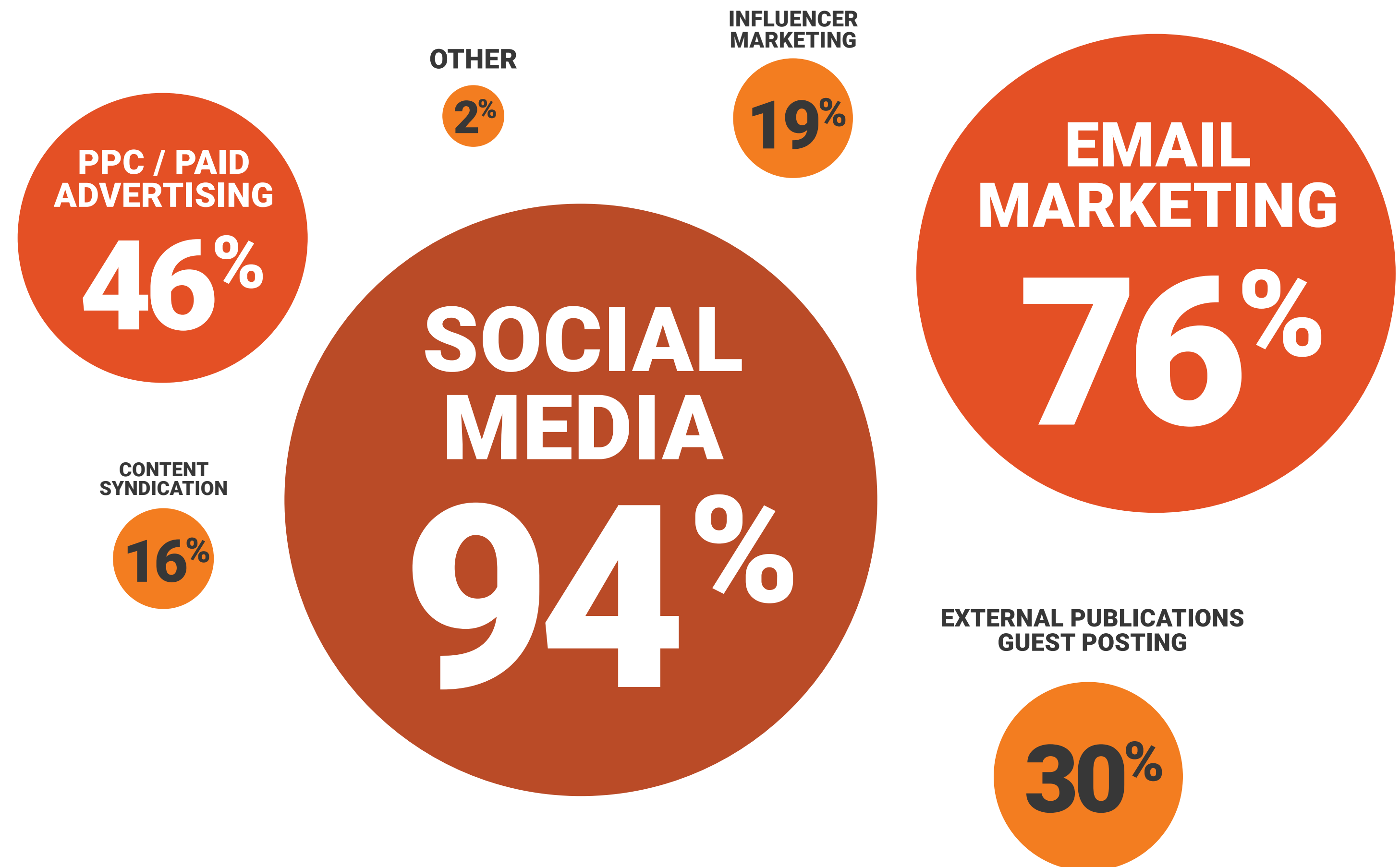
WHAT TYPES OF CONTENT DO YOU PRODUCE?



THE MOST COMMON "OTHER" RESPONSES INCLUDE:
Sales Content; Social media posts; Landing Page;
News; Photo.

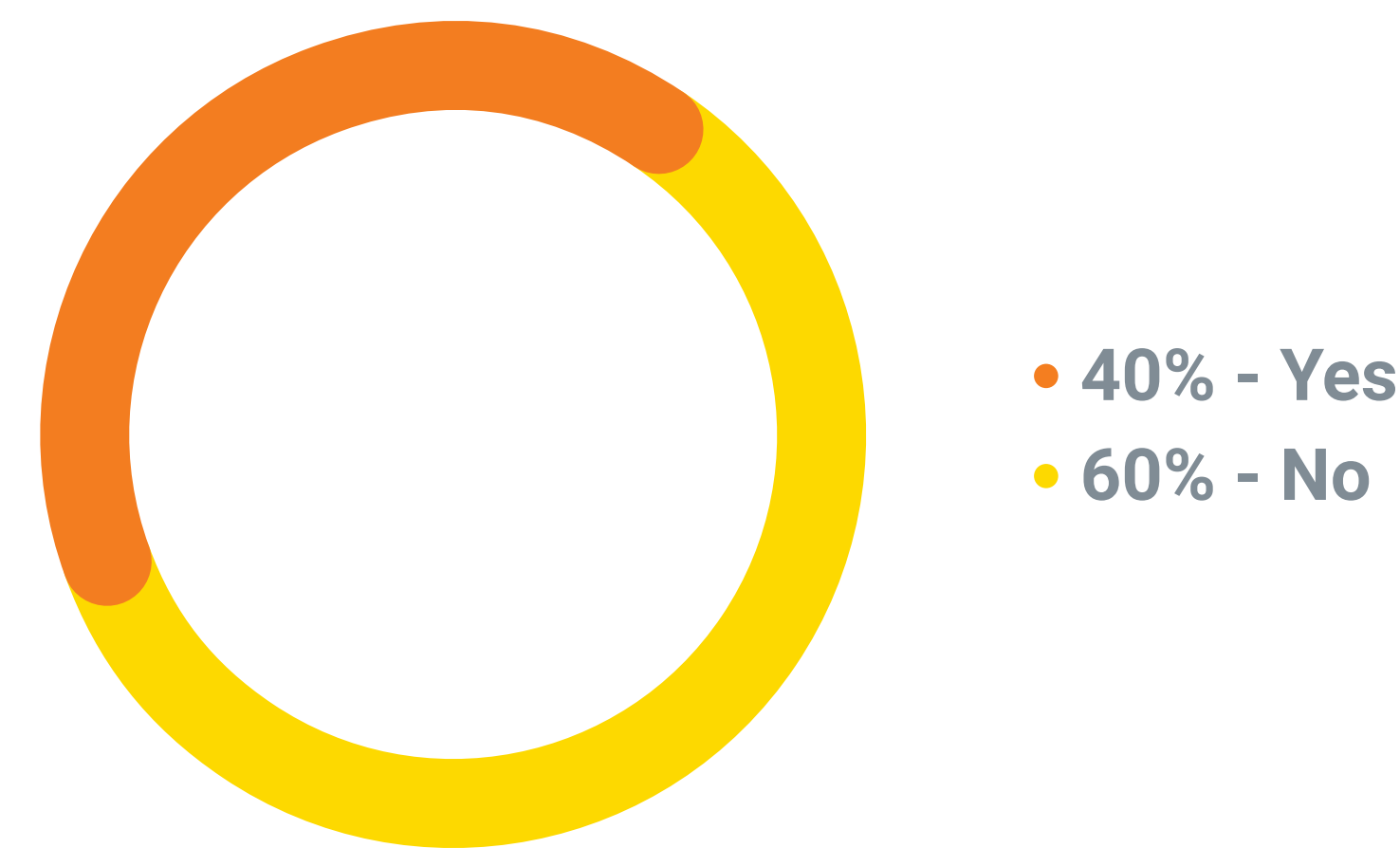
Content Creation and Distribution

WHICH MARKETING CHANNELS ARE YOU USING FOR CONTENT DISTRIBUTION?

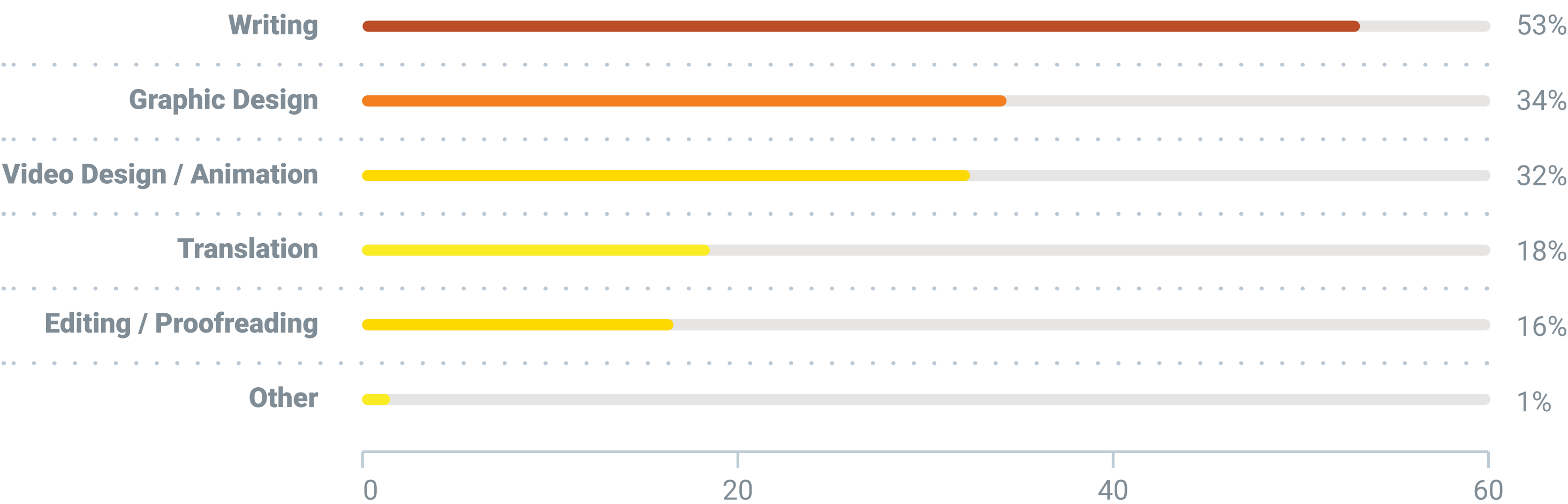


Outsourcing Content Creation

DO YOU OUTSOURCE CONTENT CREATION?



WHICH OF THE FOLLOWING CONTENT CREATION SERVICES ARE YOU OUTSOURCING?



Key Takeaways

Content marketing is widely used by companies of all sizes, but what are the ingredients of effective content marketing? Here's first-hand knowledge that can become a good starting point of your own plan.

- **Strategy.** 77% of our respondents have one, but only 9% evaluate it as a really good one.
- **Tactics and metrics.** Content is mostly measured through organic traffic (76%) and sessions / pageviews (60%), leads (62%), and conversion rate (47%). SEO (67%), updating and repurposing existing content (51%) are the most popular tactics of improving content's performance.
- **Goals and budget.** Content marketing goals can be easily understood from its metrics. These are: generate more quality leads (75%), attract more traffic to our website (71%), improve brand reputation (56%), and improve customer engagement and loyalty (45%). To achieve such significant goals most companies are ready to spend up to \$10,000 (46%).
- **Team.** The vast majority of the companies where our respondents work (78%) have small content marketing teams of 1-3 people, which usually include a writer (52%), a social media manager (36%), and an SEO specialist (34%).
- **Technologies and challenges.** The main challenges the content marketing industry is facing correlate with its goals: creating content that attracts more traffic (52%), creating content that generates quality leads (54%), and developing content that resonates with our target audience (45%). To achieve these, 85% of those polled leverage website analytics tools, SEO tools (73%), social media posting (67%), and 57% - email marketing software.
- **Content creation and distribution.** Prevailing content formats are blog posts (86%), case studies (42%), and success stories (36%). Social Media (94%) and emails (76%) are considered the most effective distribution channels. 60% of our respondents don't outsource content creation. If they do, they prefer to outsource writing (53%) or visuals (graphic design - 34%, video design/animation - 32%).



■ Top Required Skills

Top Required Skills

Successful content marketing often requires having a very broad skill base. Depending on the employer's brand, it can be anything from storytelling or analytics to basic design and even coding.

[The SEMrush Academy Team](#) analyzed the requirements stated in 17,000+ content marketing job descriptions posted in different countries to make a list of the skills that are absolutely essential for a strong Content Marketing specialist.

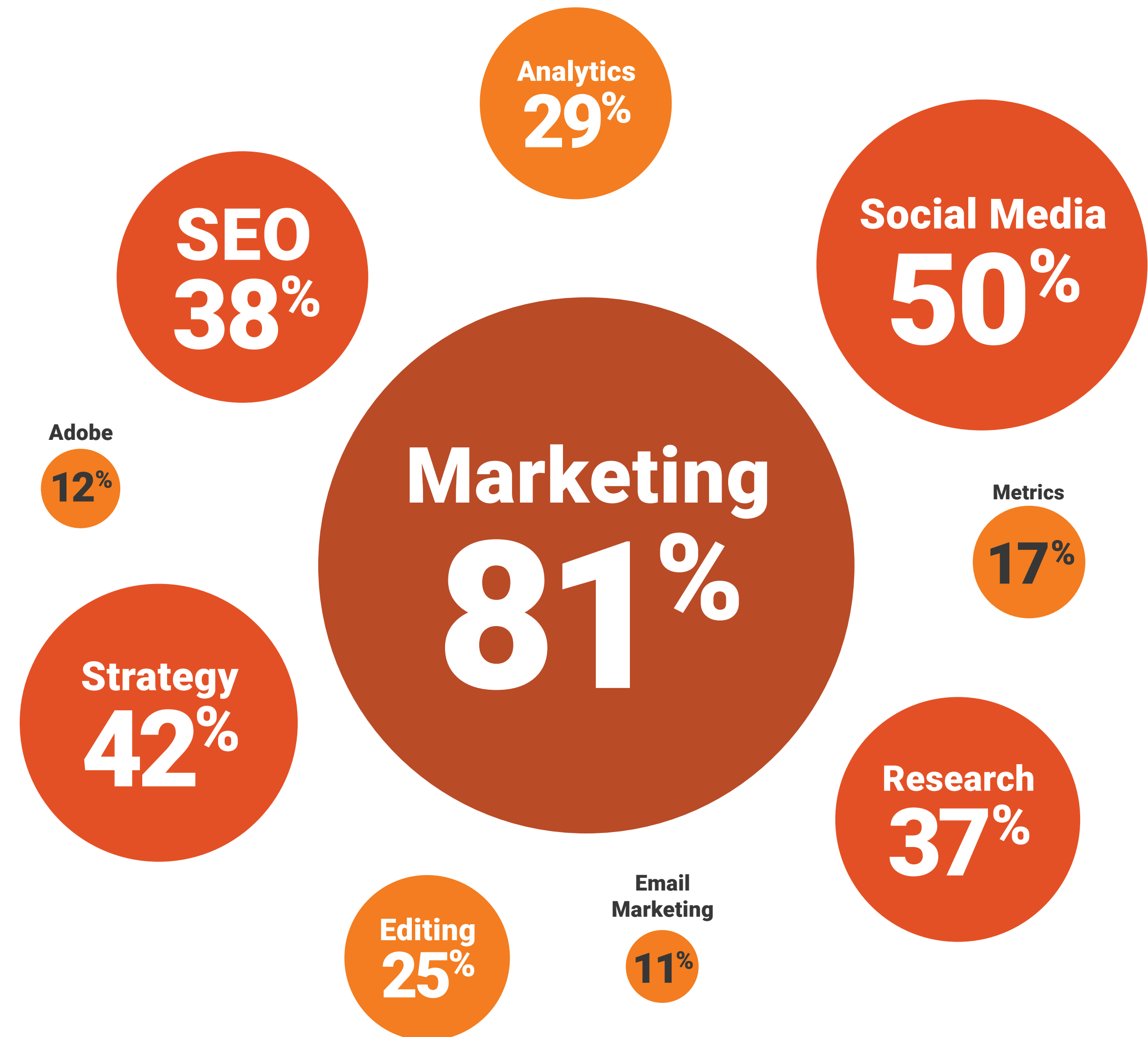
SKILLS

Top 10 Skills Required

In The Content Marketing Industry

What we did:

We analyzed the employers' requirements mentioned in the job offers. The percentage shows the mentions of a particular skill in the total number of Content Marketing job offers.



Top 3 Soft Skills

In The Content Marketing Industry

- Leadership - **19%**
- Respect for deadlines - **16%**
- Written communication - **8%**

What we did:

We compared the number of mentions of a particular soft skill against the total number of Content Marketing job offers.



Key Takeaways

A good content specialist needs a wide range of skills. Marketing (81%), social media (50%), and SEO (38%) are obvious leaders among these, logically followed by research (37%) and editing (25%), which reflects a typical industry workflow.

Among the soft skills essential for a great content marketing specialist, employers mentioned leadership (21%), respect for deadlines (16%) and written communication (8%).

Content Marketing Trends

We collected more than 450,000 tweets in English posted between January and September 2019 with the #ContentMarketing hashtag. For the final analysis, we picked the tweets retweeted 20+ times and extracted the following data:

- Most popular hashtags used with #ContentMarketing
- Most popular topics discussed in the tweets (these were detected by our machine learning algorithm)
- Presence/absence and types of visual content
- Top content marketing influencers on Twitter*

**To find influencers, we looked at the accounts that published the most retweeted posts (20+ retweets) with the #ContentMarketing hashtag. We also took into account the number of likes and the number of publications ranked as top-performing tweets.*

For our Google queries analysis, we picked the keywords in English from searches related to content marketing (as a keyword) worldwide between January and September 2019. We then calculated the average monthly search volume for each keyword to make our lists of the top search queries and top questions asked on Google.

Methodology

Most Expensive Keywords in the Content Marketing Industry

We compared the costs of advertising on Google across different countries, states, and regions to find the keywords in English with the highest cost per click. Then we sorted these keywords to find those related to content marketing.

State of the Industry Blogs

We analyzed 1,000+ domains that run a blog from 10 industries that are among the most expensive for digital advertising (based on CPC in the period between April and September 2019). Then we found the URLs of the top 20 articles (from each of the considered blogs) that were getting the most traffic between April and September 2019 and looked at the following characteristics:

- Traffic to blogs by device;
- Traffic to blogs by source;
- Types of articles that are getting the most traffic;
- Average article length.

Anatomy of Performing Content

We collected 700,000 articles URLs from domains with a blog section that had from 50,000 up to 500,000 average monthly unique pageviews calculated for the whole article's lifecycle. We also discarded the articles published later than June 2019.

To evaluate the performance of each article, we considered the traffic (average unique pageviews), engagement on social media (Twitter + Facebook), and backlinks.

After that, we tried to establish the reference values for the most common characteristics of the content, specifically:

- length;
- title types (how-tos, lists, questions, guides/studies, etc.);
- H1 length;
- structuring (subtitles depth);
- lists presence.

For better representation, we split all the articles in the research by word count:

- 300-600;
- 601-900;
- 901-1200;
- 1201-1500;
- 1501-2000;
- 2001-3000;
- 3000+.

Methodology

Content Marketing Survey

We asked 1200+ people from 39 countries, working for B2B and B2C companies, digital marketing agencies, non-profit and other types of organizations, to tell us about the role of content marketing in their work.

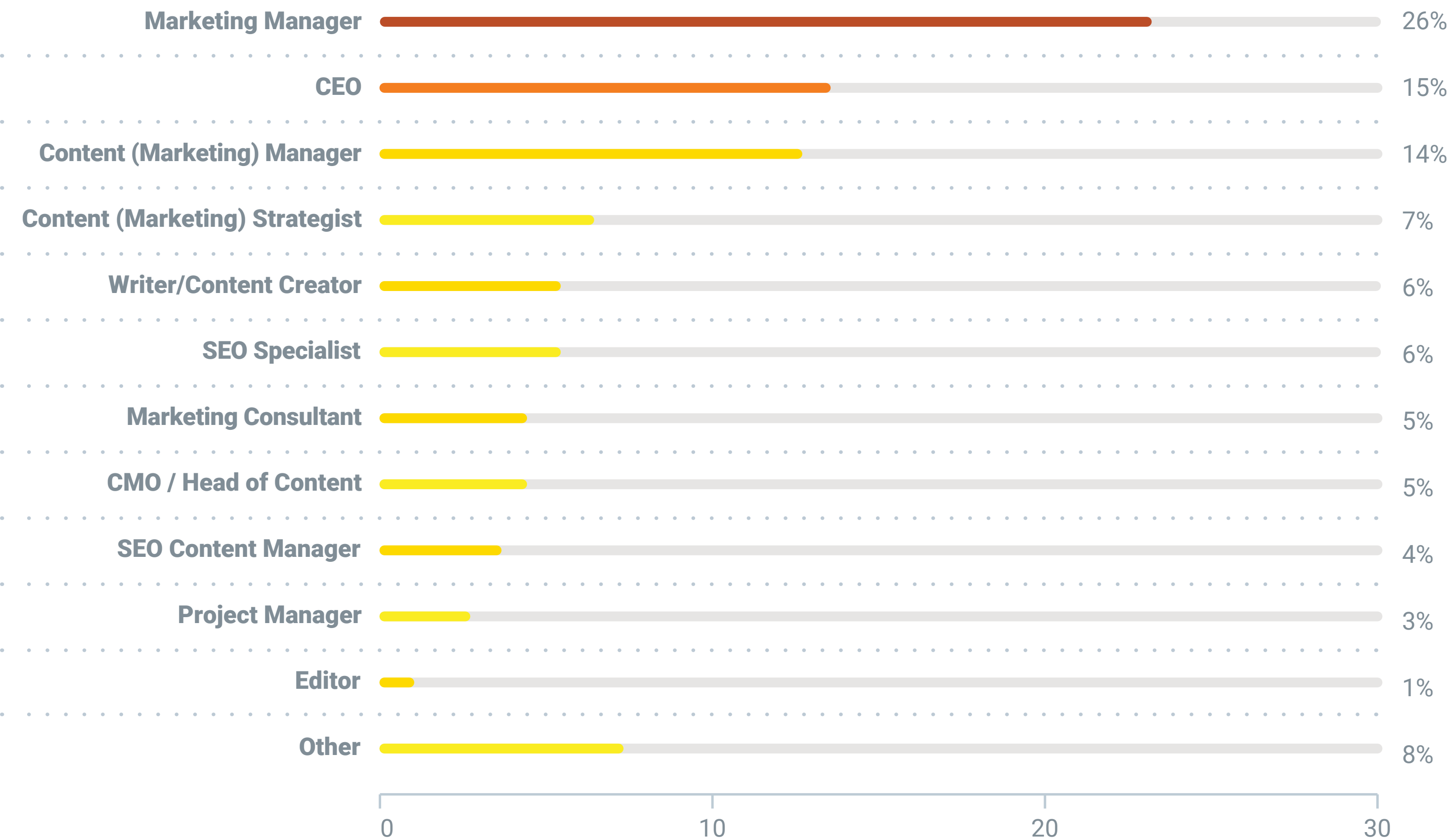
Top Required Skills for a Content Marketer

We analyzed 17,000+ Content Marketing positions on Monster and Indeed, two large job search sites. We took into account job offers available on these websites in October 2019.

We reviewed job vacancies for such job titles as Content Writers, Content Managers, Content Marketers and Content Specialists.

Content Marketing Survey

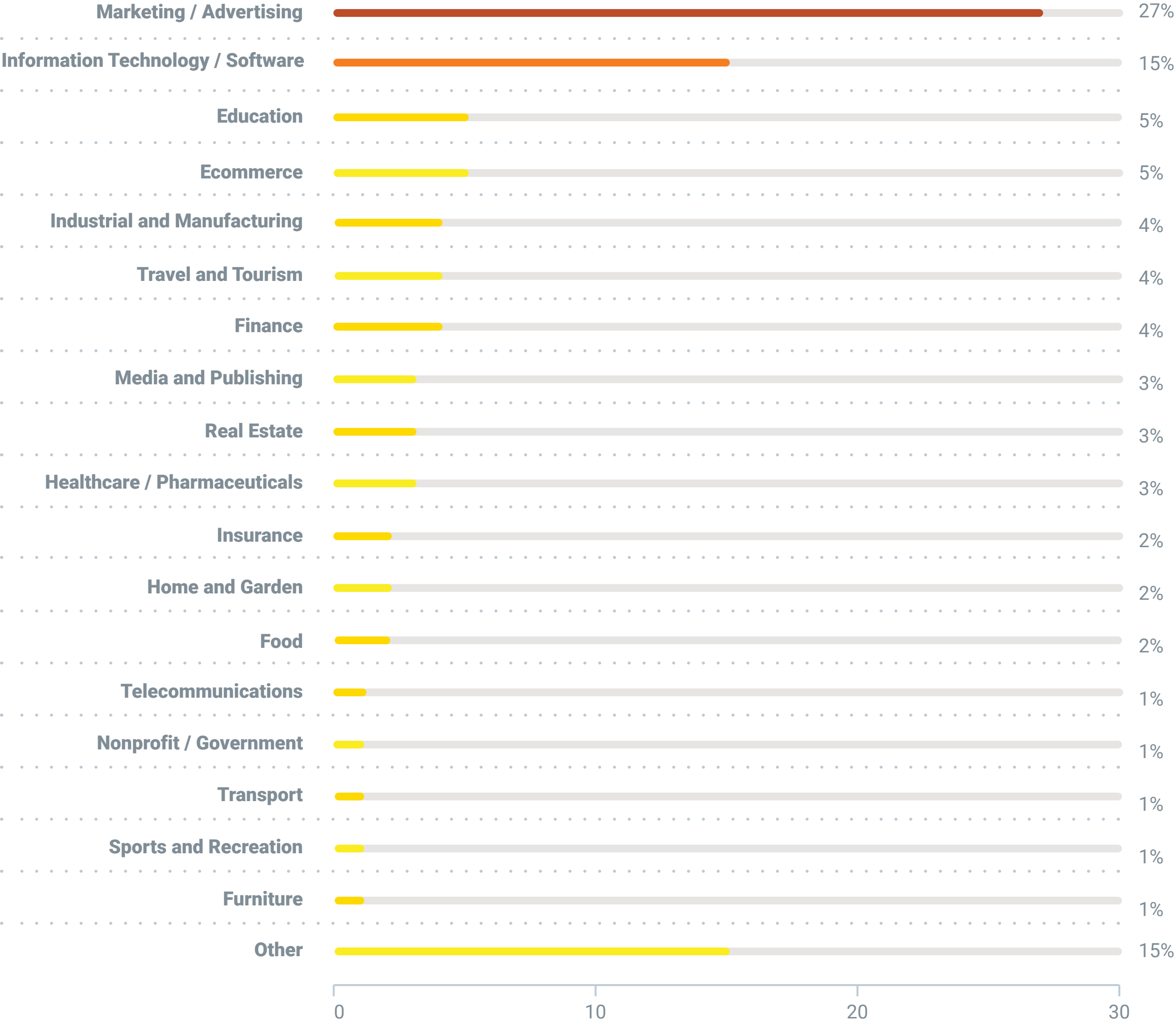
JOB TITLE



THE MOST COMMON "OTHER" RESPONSES INCLUDE:
(Digital) Marketing Specialist; Business Owner; Social Media Manager / Strategist;
Head of (Digital) Marketing; Marketing Analyst / Strategist.

Content Marketing Survey

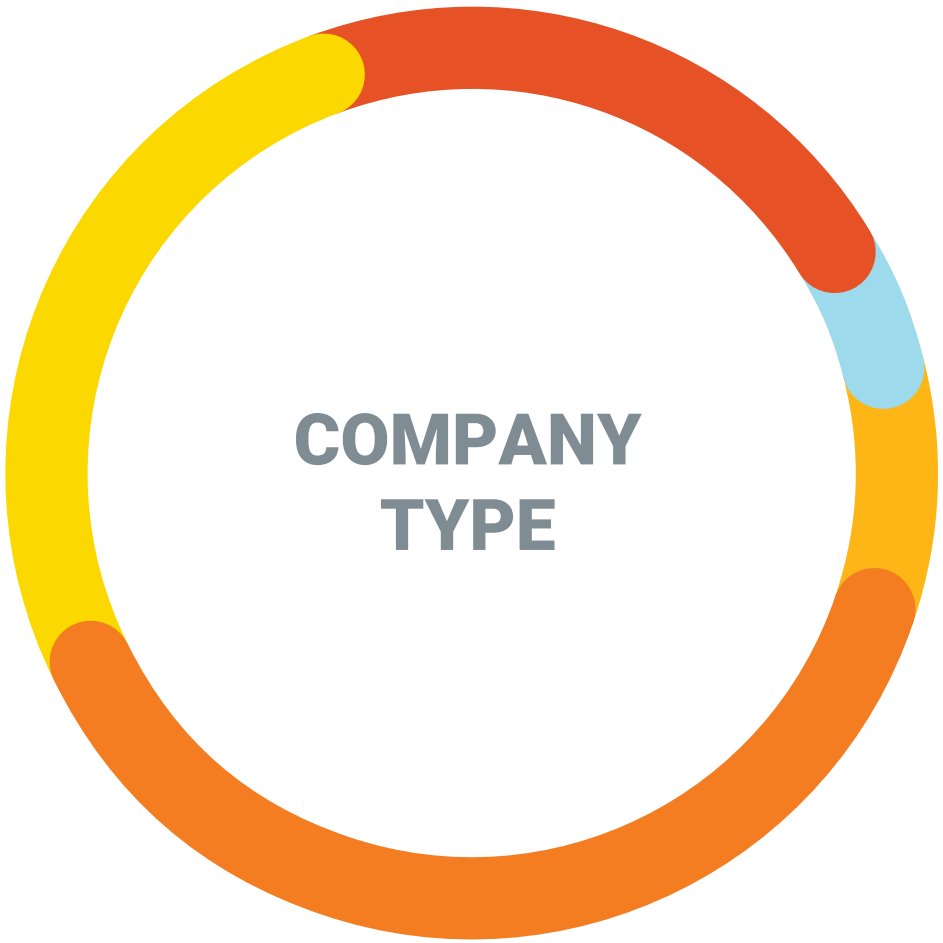
INDUSTRY



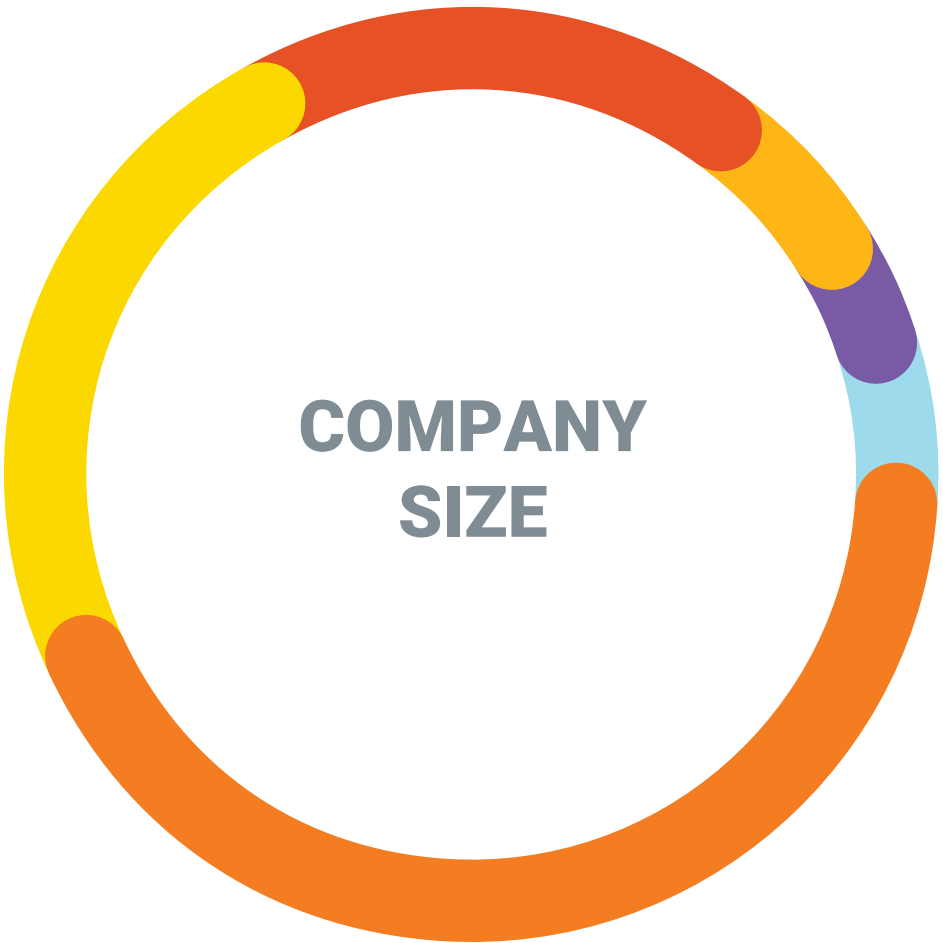
Content Marketing Survey



CONT



- 38% - B2B company
- 27% - B2C company
- 22% - Agency
- 5% - Nonprofit organization
- 9% - Other



- 42% - 1-10
- 24% - 11-50
- 18% - 51-250
- 6% - 251-500
- 4% - 501-1000
- 6% - 1000+

