

2010 Content Marketing **SPENDING SURVEY**

Annual study on content marketing and custom content for marketing professionals in North America.

Summary

One thing is for sure...content marketing spending never saw the recession.

Over 250 marketing professionals from the leading small-to-large brands participated again in the annual Junta42 content marketing survey.

For the third straight year, marketers are planning to spend significantly more on their content marketing efforts in 2010. For 2010, 59% of marketing professionals surveyed plan to increase their spending on content initiatives (as compared to 56% in 2009 and 42% in 2008). Only 7% are planning to decrease spending in this area.

As a percentage of budget, marketers are increasing their content marketing spending 11% from the 2008 study. That means that content marketing comprises 33% of the total marketing budget (29% in 2008).

Smaller companies are spending more on their content marketing as a percentage of budget than larger companies. Small companies (less than 99 employees) spend approximately 40% of their total budget on content initiatives. Larger companies (100 employees or more) spend an average of 18% of their budget for content marketing.

As for specific products, new media content initiatives are getting most of the attention. Almost ¾ of all marketers are leveraging their content through social media channels such as Twitter and Facebook. Over 6 in 10 have both blogs and eNewsletters. Approximately 10% of marketers are leveraging content through mobile applications.

From the marketing education standpoint, marketing professionals, almost across the board, "need to know" less about nearly every content product except for mobile content solutions, which rose 63% in 2010 from 2009.

If you have any specific questions or comments about the survey, feel free to contact me at joe@junta42.com or on Twitter [@juntajoe](https://twitter.com/juntajoe).

On with the Content Marketing Revolution!



Joe Pulizzi

Founder
Junta42

Some Key Takeaways...

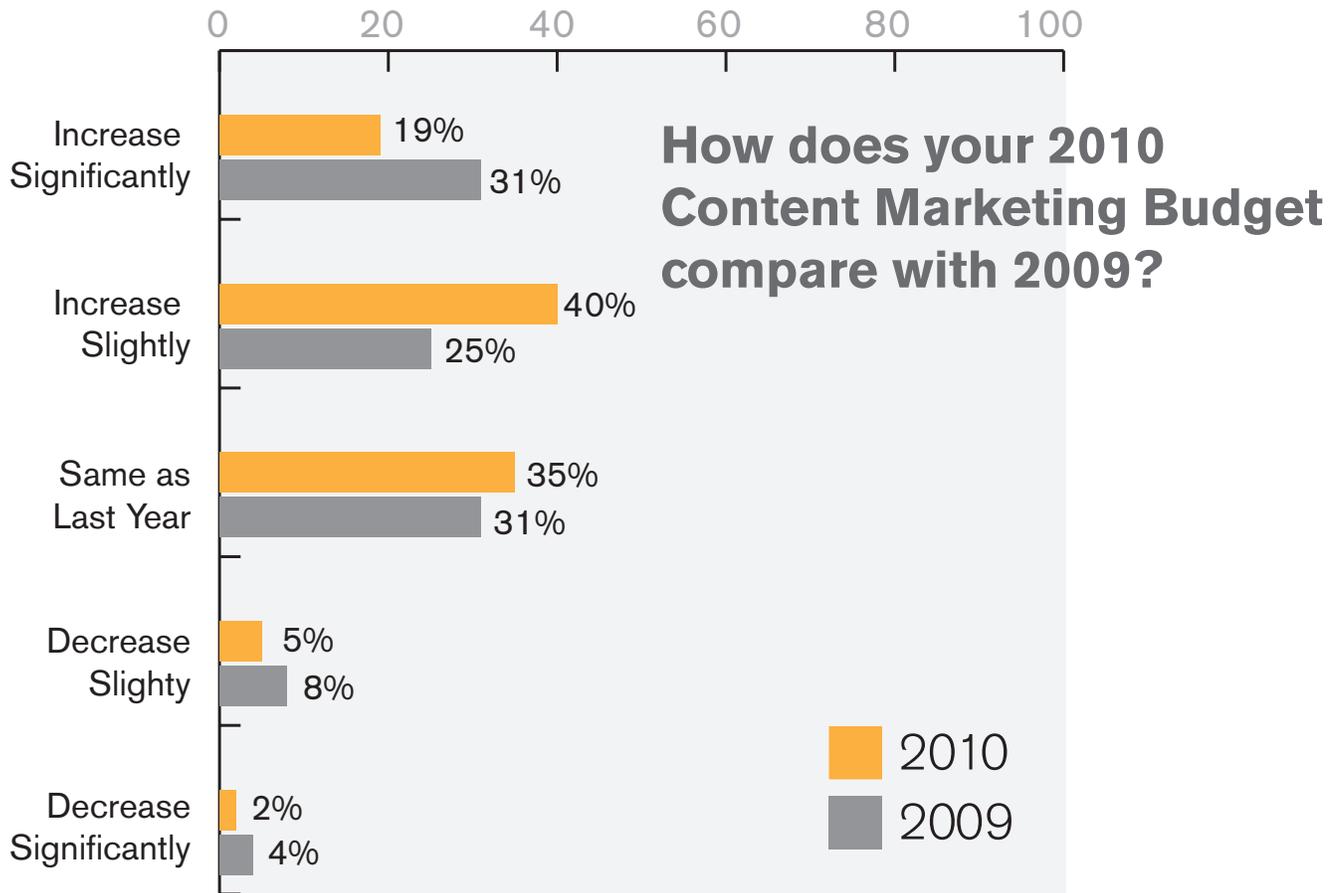
6 in 10 marketing professionals plan to increase Content Marketing spending in 2010.

Small companies are spending more than **2x** the amount on content marketing as compared with larger companies.

CONTENT
MARKETING IS NOW
33%
OF THE TOTAL
MARKETING BUDGET.

Of all educational areas, marketing professionals are increasing their focus on mobile content solutions.

Spending



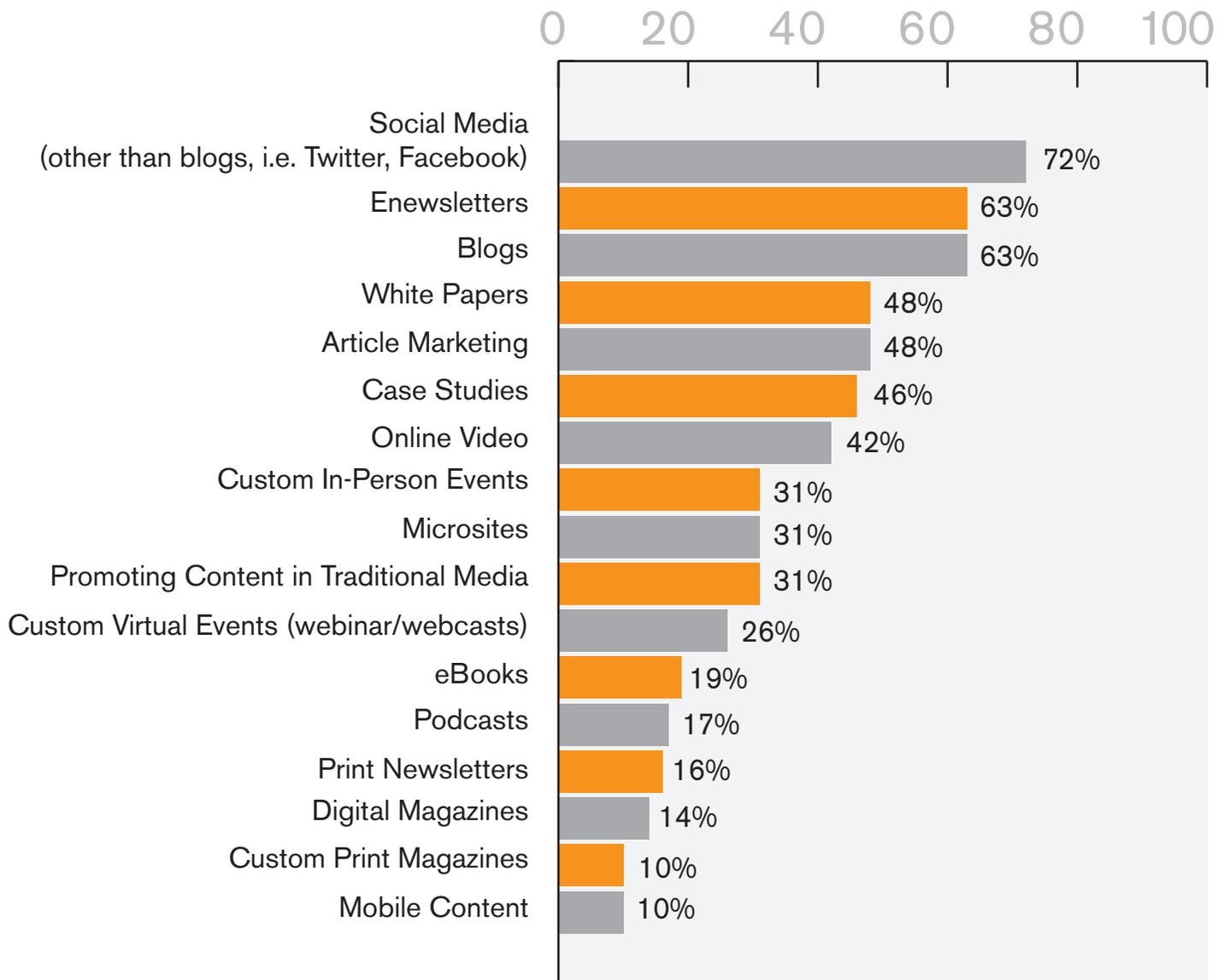
Large companies (100+ employees) spend 18% of their total marketing budget on content marketing.

Content Marketing Spending = 33.1% of total marketing budgets

Small companies (99 employees or less) spend 40% of their total marketing budget on content marketing.

Content Marketing spending increased 11% in 2010 from 2008 (from 29% to 33% of total budget)

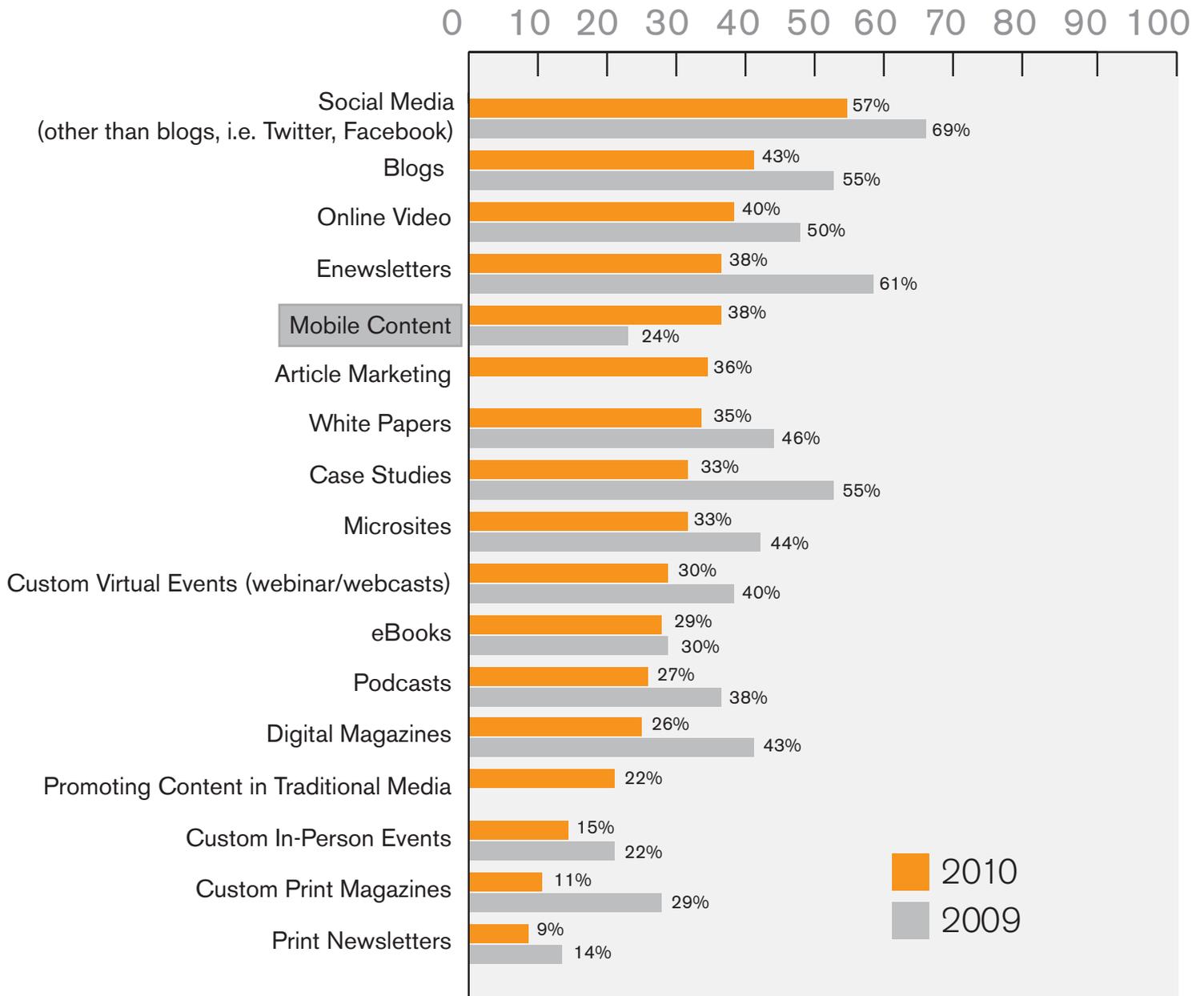
What content products do you currently use as part of your total marketing strategy?



Find Content Marketing Experts at



Products deemed important to know about in order to execute marketing strategies



Find Content Marketing Experts at



Total Respondents (Total Respondents – 259)

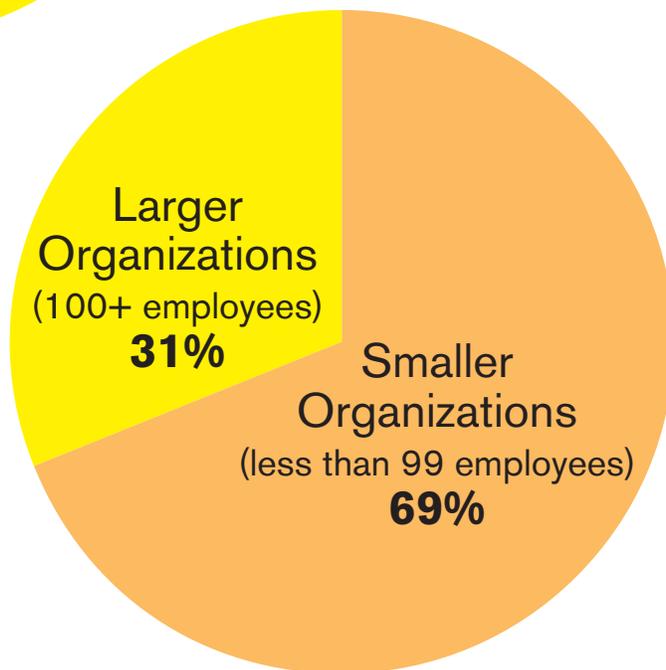
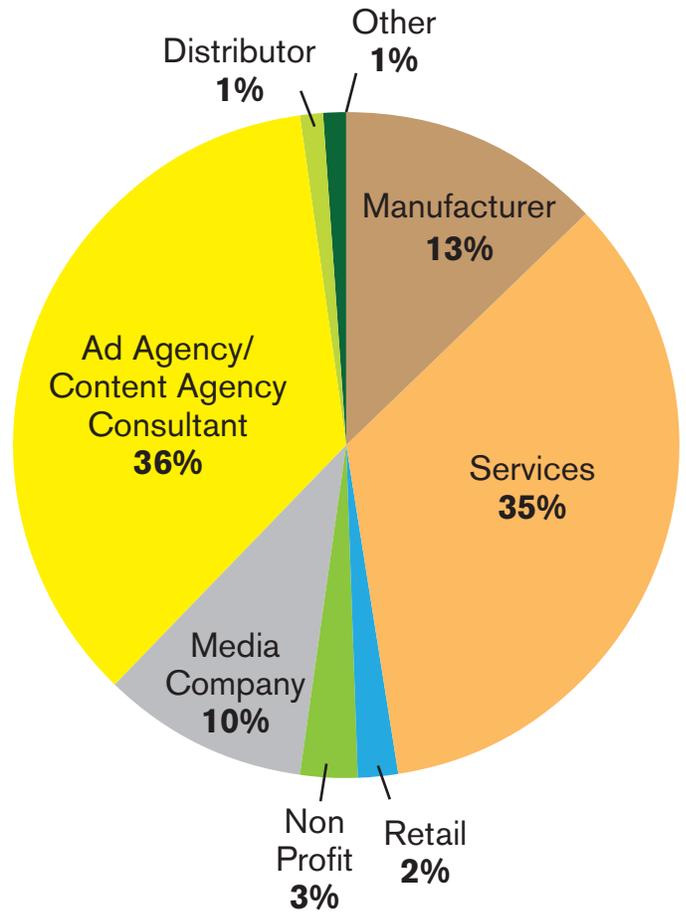
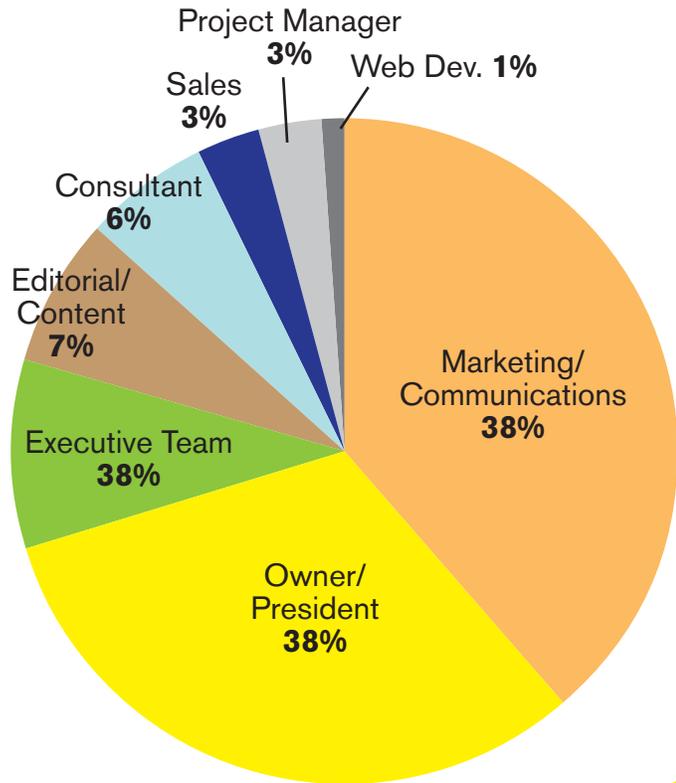
Sample of Companies represented in this Survey



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Junta42TM

Breakdown of Respondents



Find Content Marketing Experts at



Past Content Marketing Research

- ▶ [2009 Content Marketing Research Study](#)
- ▶ [2008 Content Marketing Research Study](#)

Helpful Content Marketing Tools

- ▶ [Find a Content Marketing Vendor at Junta42](#)
- ▶ [How to Attract and Retain Customers with Content – White Paper](#)
- ▶ [The Content Marketing Playbook – 42 Ways to Connect with Customers](#)

About Junta42

Junta42, the independent authority on content marketing, brings clients and vendors together through its Content Publishing Service, replacing the lengthy RFP process. Project posting is free and clients receive vendor information in less than 24 hours. Content projects include custom magazines, content microsites, blogs, white papers, newsletters and over 20 other content marketing project categories.