

TECHNOLOGY CONTENT MARKETING BENCHMARKS, BUDGETS, AND TRENDS: OUTLOOK FOR 2024

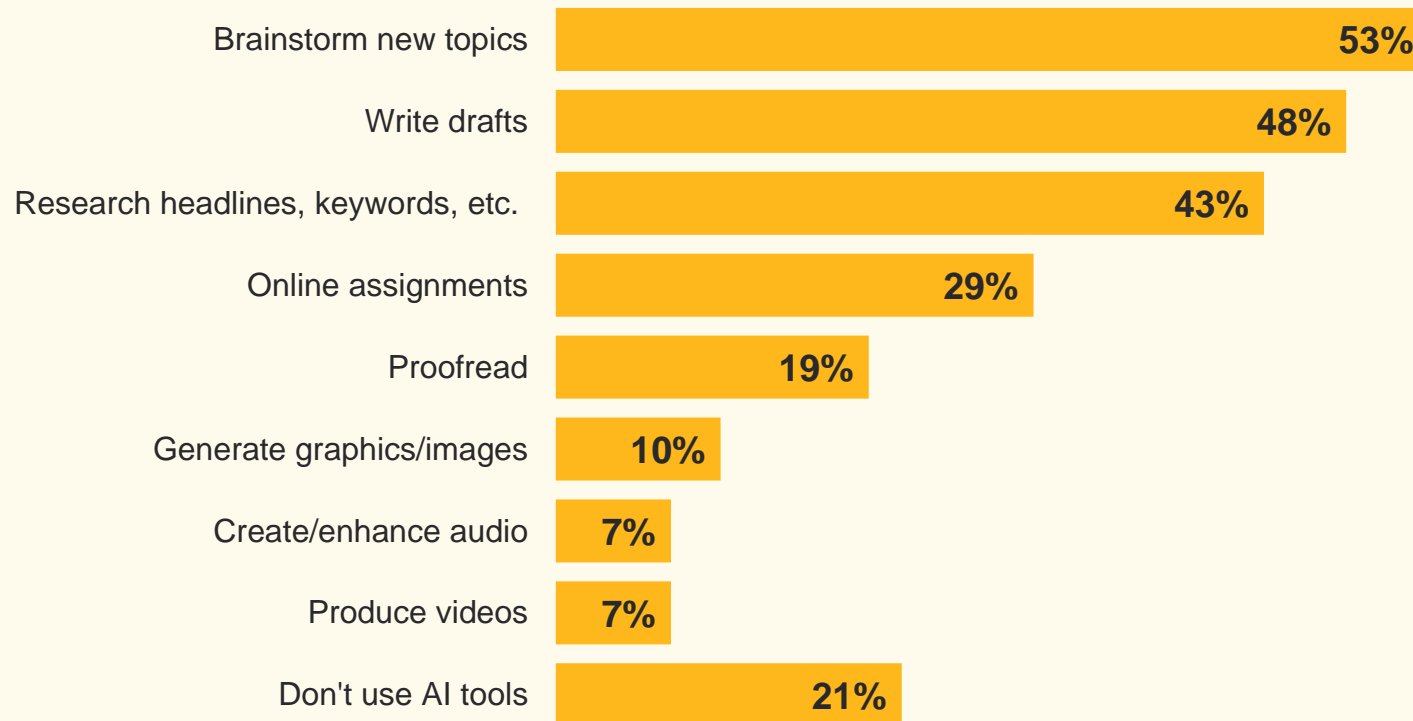
Methodology

For the 14th annual content marketing survey, CMI and MarketingProfs surveyed 1,080 recipients around the globe in July 2023, representing a range of industries, functional areas, and company sizes. The survey was emailed to a sample of marketers using lists from CMI and MarketingProfs.

This article presents the findings from the 272 respondents, mostly from North America, who indicated their organization is a technology company and that they are either content marketers or work in marketing, communications, or other roles involving content.

Of this group, 84% represent B2B companies, while 13% work for B2B+B2C brands, and 3% say they work for a tech company of a different nature. Thirty-six percent work at businesses with more than 1,000 employees, 36% work at places with between 100 and 999 employees, 23% work for brands with 10 to 99 employees, and 5% work at tech companies with between one and nine employees.

Technology marketers use generative AI for various content tasks

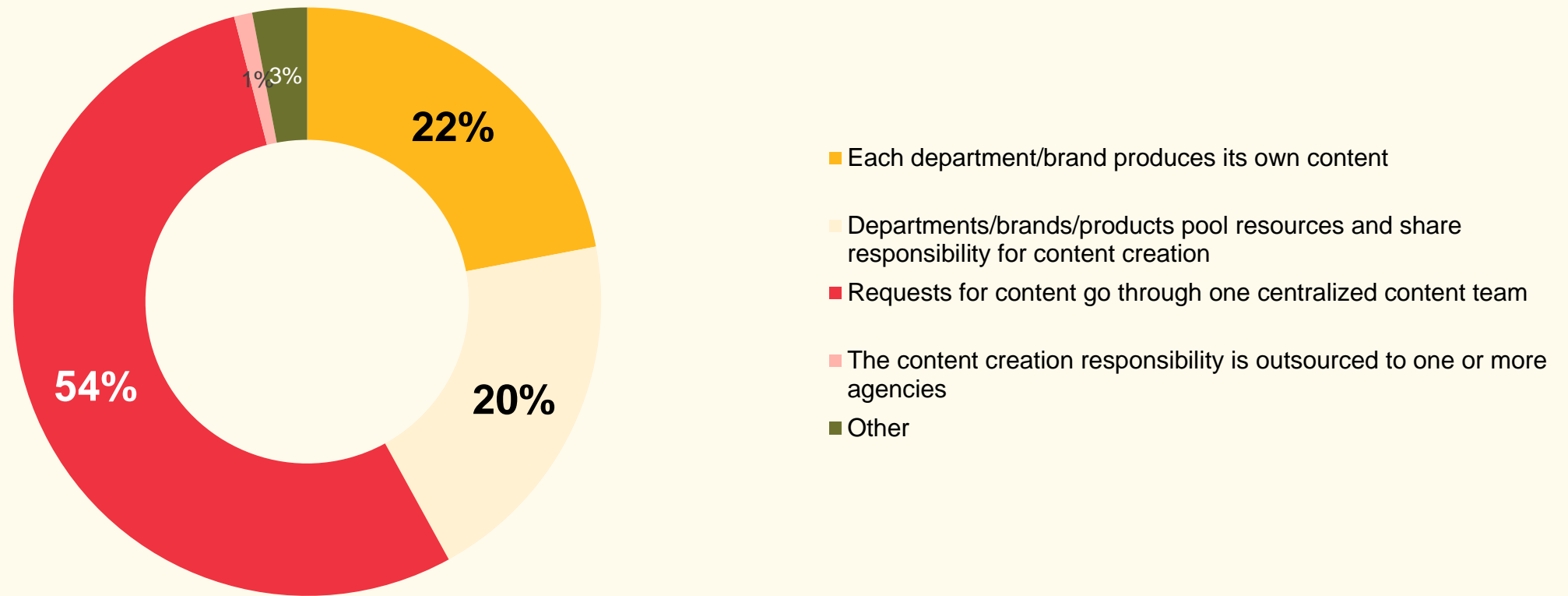


63%

of organizations do not have guidelines in place for generative AI tools

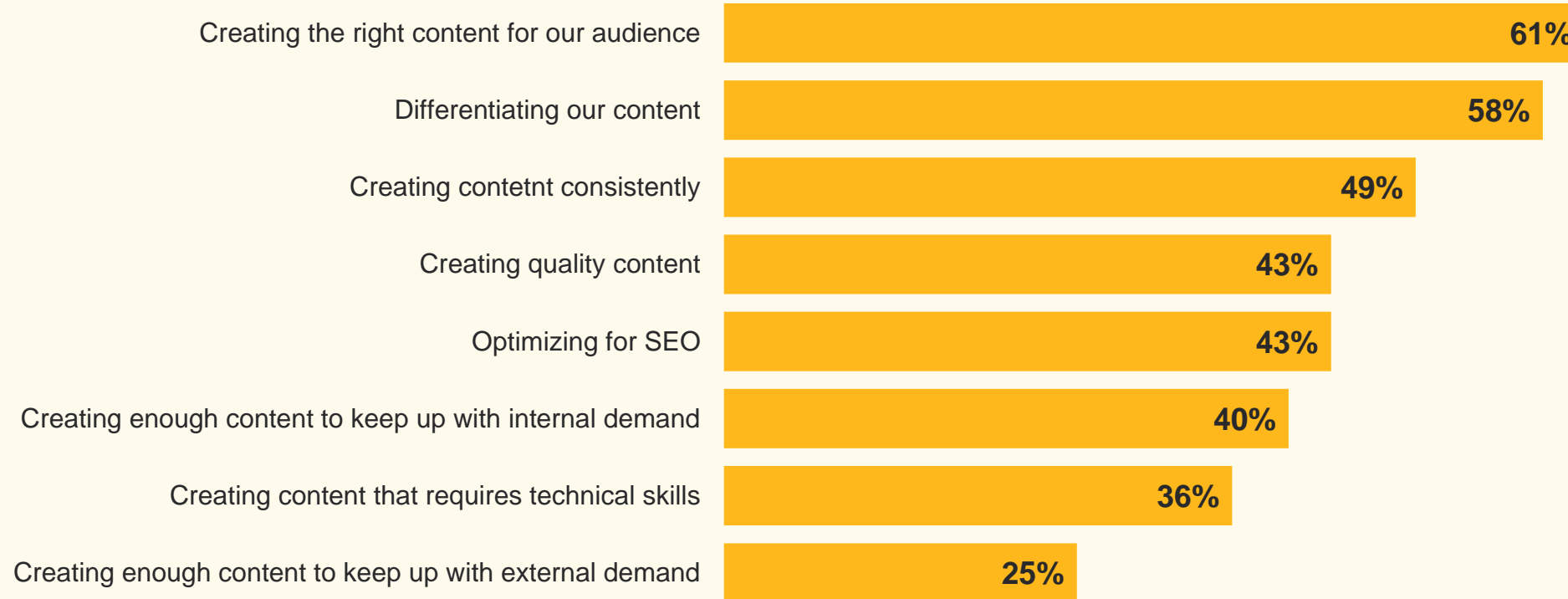
Question: Does your content team use generative AI tools for any of these content tasks? Select all that apply. **Question:** Does your organization have guidelines in place for generative AI tools?

Content creation process at larger technology organizations



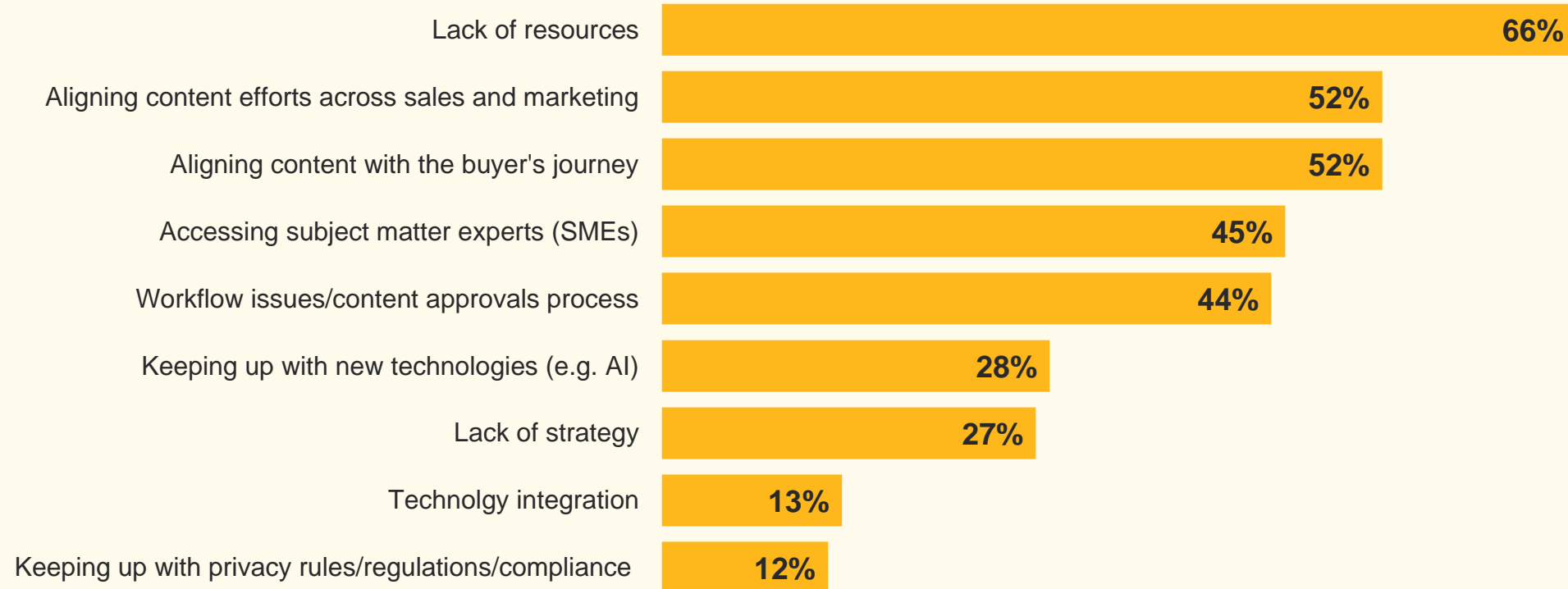
Question: Who primarily manages the content creation process in your organization? Base: Technology marketers with 100+ employees

Technology marketers' content creation challenges



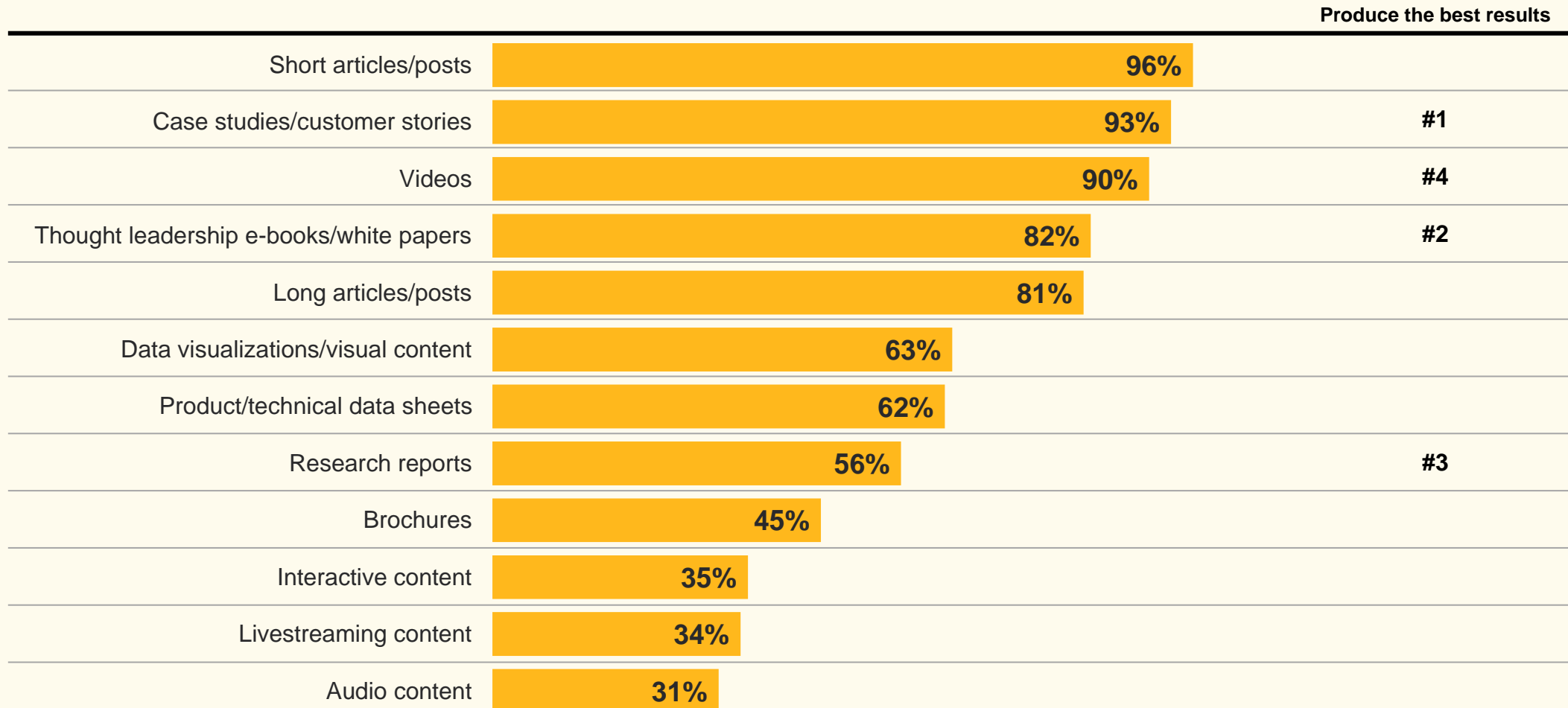
Question: What content creation challenges does your content team face? Select all that apply.

Situational challenges technology content creation teams face



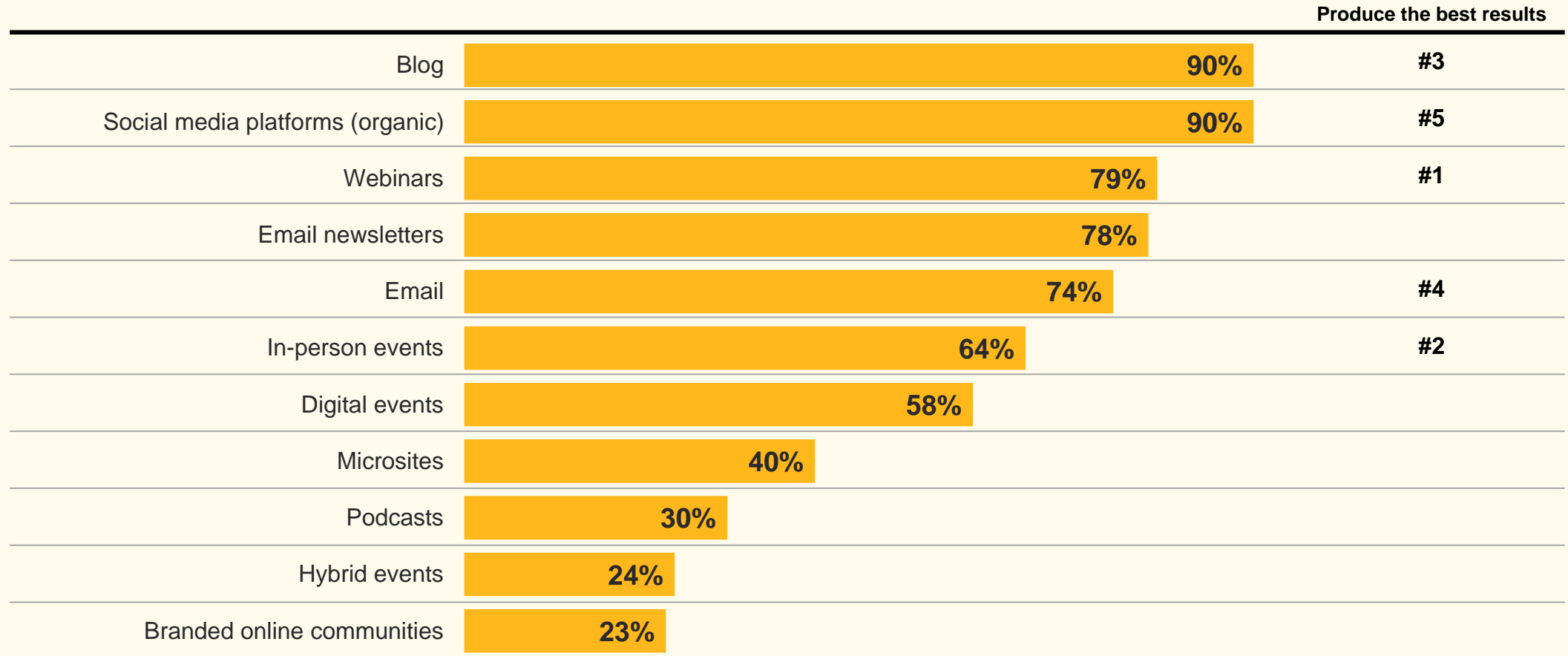
Question: What situational challenges does your content team face? Select all that apply.

Types of content technology marketers used in the last 12 months



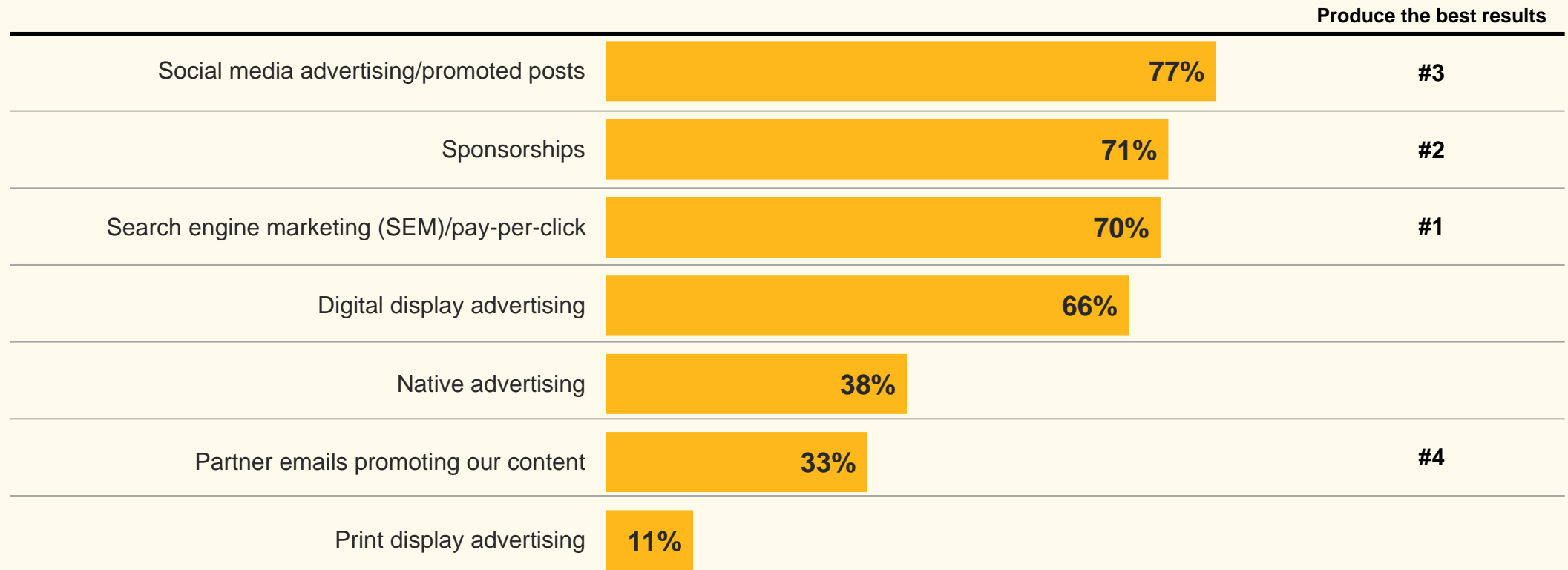
Question: Which of these content types/formats has your organization used for marketing in the last 12 months? Select all that apply. **Question:** Of those you used, which types/formats produced the best results for your organization in the last 12 months? Select all that apply.

Distribution channels tech marketers used in the last 12 months



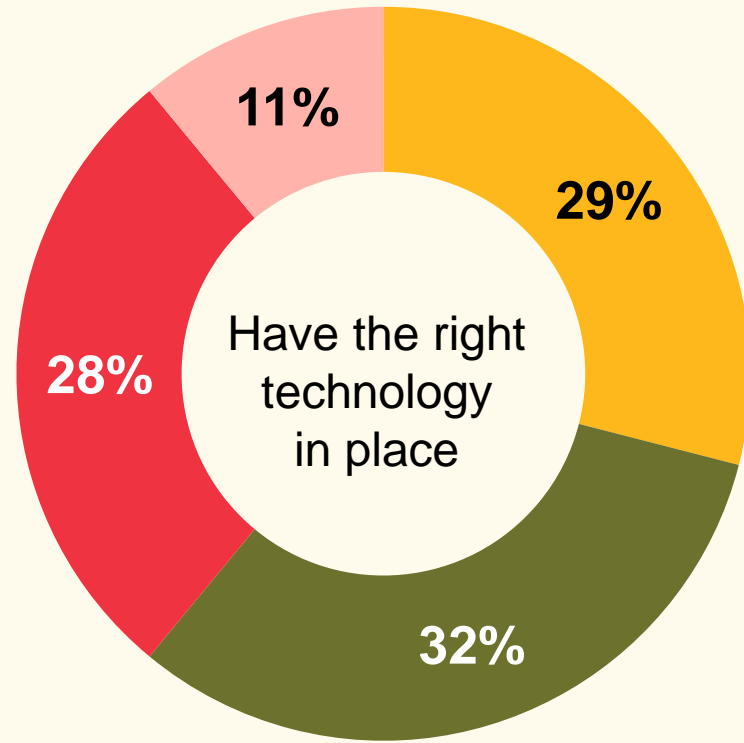
Question: Which of these channels has your organization used to distribute content in the last 12 months? Select all that apply. **Question:** Of those you used, which channels produced the best results for your organization in the last 12 months?

Paid distribution channels tech marketers used in the last year

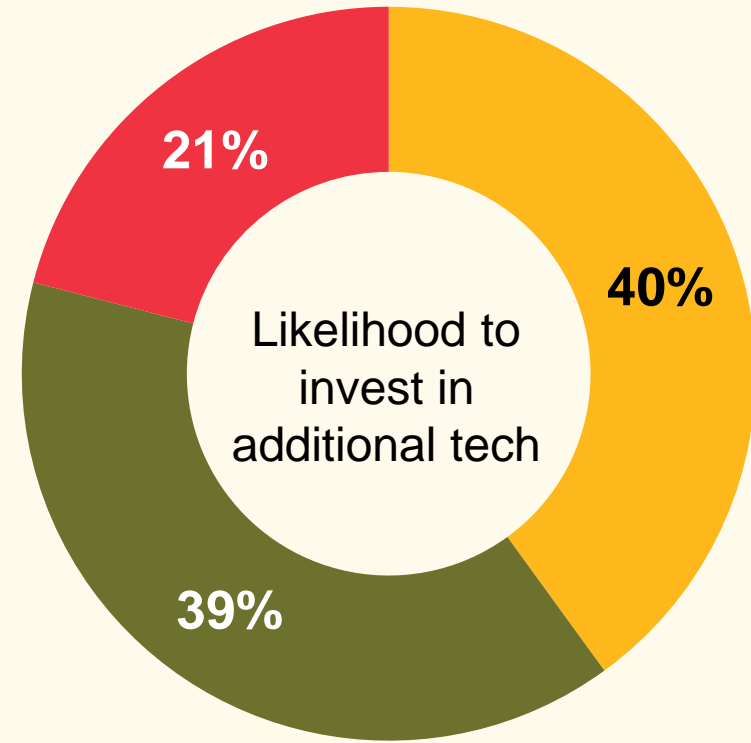


Question: Which of these paid content distribution channels has your organization used for marketing in the last 12 months? Base: technology marketers who use paid content distribution channels **Question:** Of those you used, which paid channels produced the best results for your organization in the last 12 months? Select all that apply.

Status of content management technology



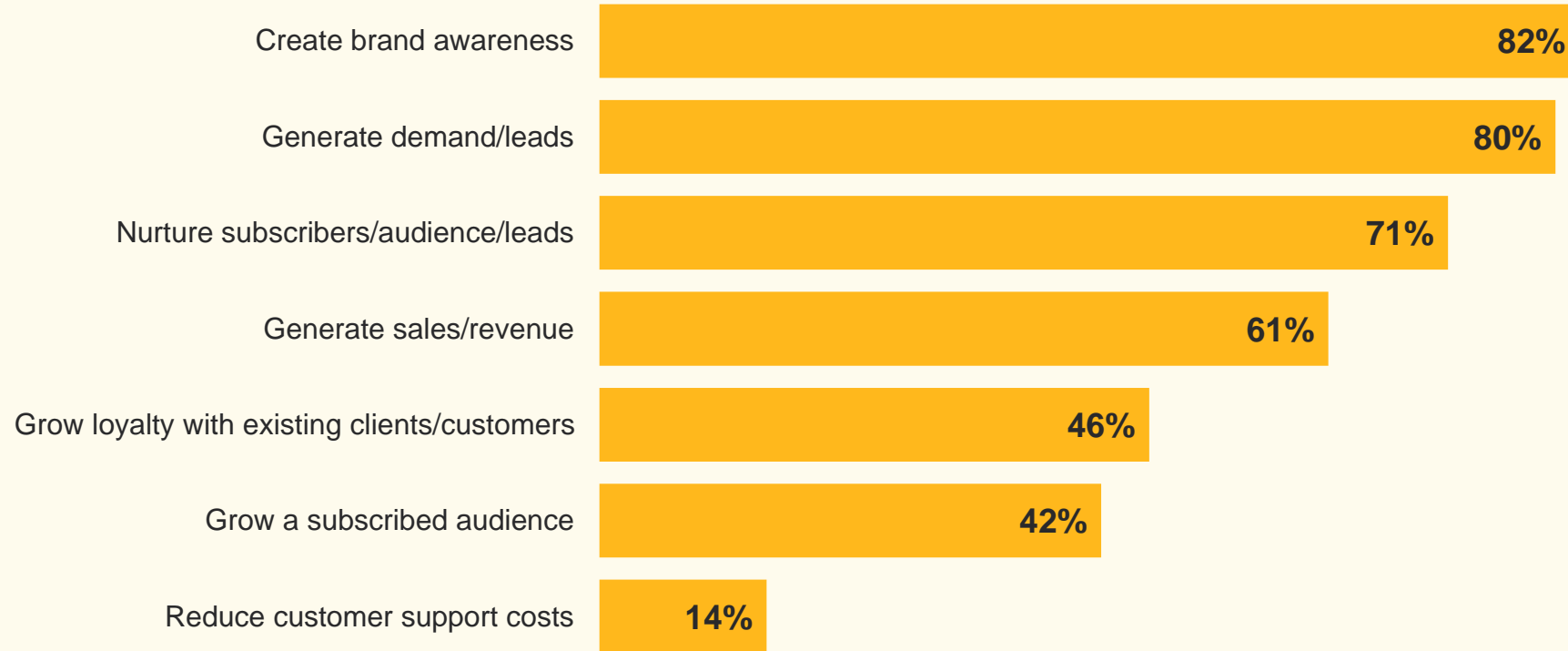
- Yes
- No, we have the technology but aren't using it to potential
- No, we haven't acquired the right technology
- Unsure



- Likely
- Unlikely
- Neither likely nor unlikely

Question: Do you feel your organization has the right technology in place to manage content across your entire organization? **Question:** How likely is your organization to invest in additional content management technology in 2024?

Goals technology marketers achieved by using content marketing in the last 12 months



Question: Indicate if your organization has used content marketing successfully to help achieve any of these goals in the last 12 months. Select all that apply.