

# TECHNOLOGY CONTENT MARKETING BENCHMARKS, BUDGETS, AND TRENDS:

## OUTLOOK FOR 2024



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MarketingProfs

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

## Technology Content Marketing Benchmarks, Budgets, and Trends: Outlook for 2024 Key Takeaways

Content Marketing Institute and MarketingProfs asked 1,080 marketers around the globe about their current content marketing practices, strategies, use of generative AI, concerns, and challenges in July 2023. Here, we look at the key findings from the 272 technology marketers who answered the questions.

Special thanks to Foundry, an IDG, Inc. company, for sponsoring this research.

See the full report [here](#).



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KEY TAKEAWAY



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# 2024 TRENDS



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**KEY TAKEAWAY**



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An open-ended question asked about trends to expect for content marketing in 2024. Technology marketers mentioned AI more than any other trend.

Other often-mentioned trends include a focus on authenticity and uniqueness, prioritizing quality over quantity, and increased personalization.



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“We are all becoming more proficient in technology. But that doesn’t make it any easier to market. It’s still a complex and difficult journey, made all the more challenging by how quickly things are changing.”

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**ROBERT ROSE**  
Chief Strategy Advisor  
Content Marketing Institute



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# **AI IN CONTENT MARKETING**



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# 79%

of technology marketers use generative  
AI for content tasks.



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# 48%

of technology marketers use AI  
to write first drafts.





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# 63%

of technology marketers lack guidelines  
for using AI.



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“If you’re a marketer in your organization you should:

- Educate the members of your team so that they can be, at the least, AI-literate
- Establish an AI council to organize activities across the organization
- Establish clear policies and guidelines for using AI
- Identify use cases for the business and run pilot projects guided by those principles.”

.....

**YADIN PORTER DE LEÓN**  
Global Content Marketing Executive



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# **CONTENT MARKETING CHALLENGES**



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# 51%

of technology marketers are working  
with new team members.



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# 33%

said team members resigned in the last year,  
and 28% said team members were laid off.



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# 61%

of technology marketers say creating the right content for their audience is challenging.



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# 66%

of technology marketers are faced with a  
lack of resources.



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88%

of technology marketers say correlating data  
across multiple platforms is challenging.





Lack of communication across silos makes scaling content production challenging.



Lack of content repurposing and lack of a structured production process are other often-cited challenges.



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# **SOCIAL MEDIA USE**



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**KEY TAKEAWAY**



**TikTok use triples among  
technology marketers,  
but numbers remain small.**

17% of technology marketers use  
TikTok – up from 5% last year.



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## **X and Facebook use falls.**

34% decreased X use  
over the last year, and 24%  
decreased Facebook use.



**But LinkedIn outperforms all.**



73% of technology marketers  
increased their use of LinkedIn  
over the last 12 months.



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# **SUCCESS FACTORS AND INDICATORS**



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**KEY TAKEAWAY**



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# 75%

of top performers strongly agree that the leader they report to understands the work they do.



**Content marketing is driving more sales/revenue for technology marketers.**

61% said content marketing helped them generate sales/revenue in the last 12 months, up from 48% the previous year.





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# 81%

of top performers attribute their content marketing success to knowing their audience.



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## Key areas where top-performing technology content marketers differ from their peers

	Most Successful	All Respondents
Strongly agree that the leader they report to understands the work that they do	75%	50%
Faced with a lack of resources	57%	66%
Organization has the right technology in place to manage content across the organization	49%	29%
Agree that organization measures content performance effectively	74%	43%
<i>Uses content marketing successfully to:</i>		
Create brand awareness	96%	82%
Nurture subscribers/audiences/leads	82%	71%
Generate sales/revenue	81%	61%
Grow loyalty with existing clients/customers	64%	46%
Grow a subscribed audience	57%	42%

Chart term definitions: Top performers (aka “most successful”) are respondents who characterized their organization’s overall content marketing approach as extremely or very successful. The “least successful” characterized their organization’s approach as minimally or not at all successful.

Source: 14th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs



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# **BUDGETS AND SPENDING**



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# 48%

of technology marketers expect their content marketing budget to increase in 2024.

Only 7% think it will decrease.



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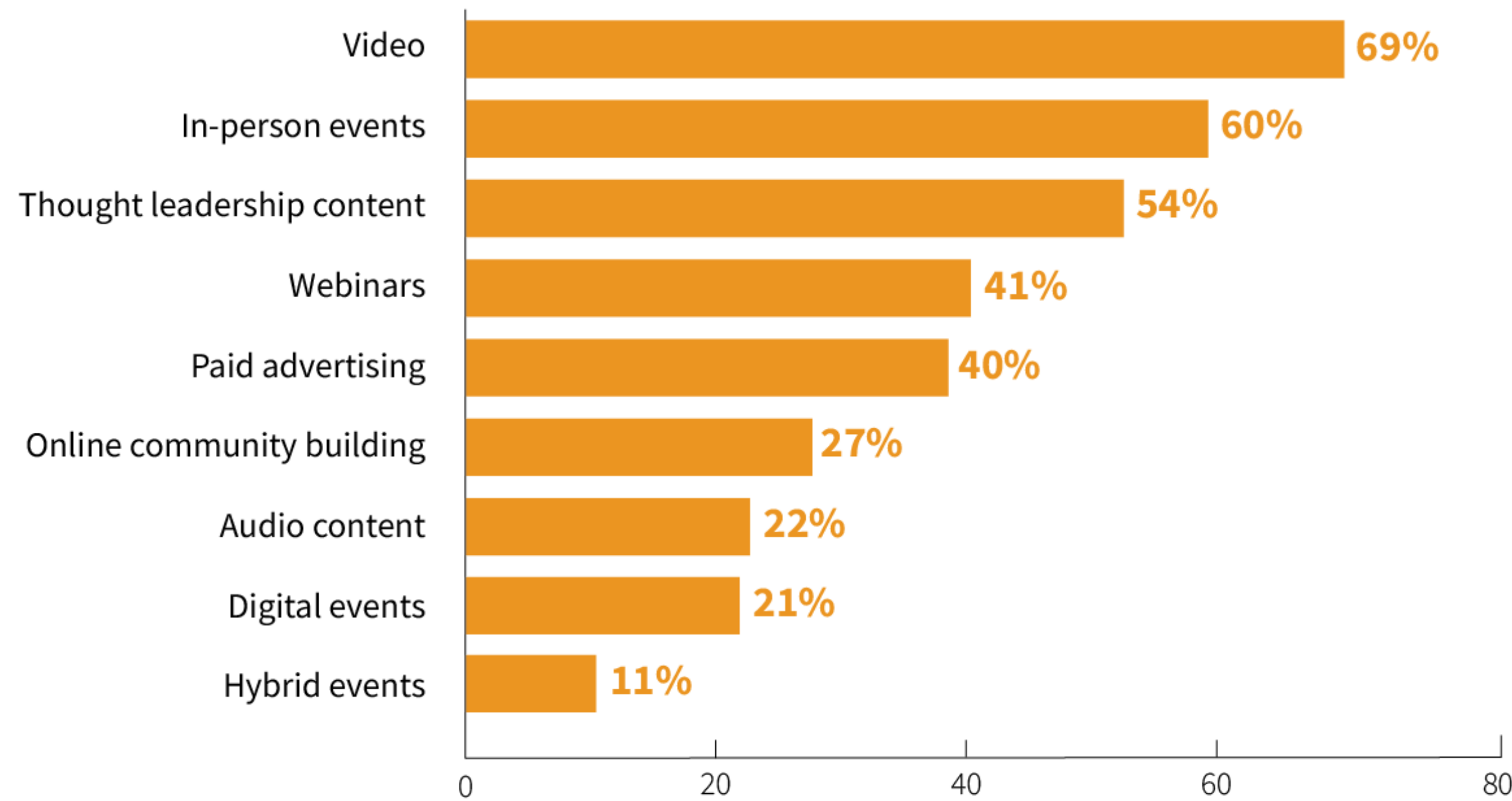
# 40%

of technology marketers expect investment in additional content management technology in 2024.



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## Percentage of technology marketers who think their organization will increase investment in the following areas in 2024



Q: How do you think your organization's investment in the following areas will change in 2024 compared with 2023?

Source: 14th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs

Video and in-person events top the list of areas where technology marketers expect to increase investment in 2024.



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“Videos, in-person events, and thought leadership content are often developed to complement each other. Thought leadership content is an important component of any event plan, and videos are an effective peripheral asset that can engage an audience to generate interest in downloading longform thought leadership pieces, generate excitement before and after events, and be displayed at the event.”

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**KAMI BUCKNER**

**HPC Solutions Marketing Manager  
Dell Technologies**



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## About Content Marketing Institute

Content Marketing Institute (CMI) exists to do one thing: advance the practice of content marketing through online education and in-person and digital events. We create and curate content experiences that teach marketers and creators from enterprise brands, small businesses, and agencies how to attract and retain customers through compelling, multichannel storytelling. Global brands turn to CMI for strategic consultation, training, and research. Organizations from around the world send teams to Content Marketing World, the largest content marketing-focused event, the Marketing Analytics & Data Science (MADS) conference, and CMI virtual events, including ContentTECH Summit. Our community of 215,000+ content marketers shares camaraderie and conversation. CMI is organized by Informa Connect. To learn more, visit [www.contentmarketinginstitute.com](http://www.contentmarketinginstitute.com).

## About MarketingProfs

MarketingProfs is your quickest path to B2B Marketing Mastery.

More than 600,000 marketing professionals worldwide rely on MarketingProfs for B2B Marketing training and education backed by data science, psychology, and real-world experience. Access free B2B marketing publications, virtual conferences, podcasts, daily newsletters (and more) and check out the MarketingProfs B2B Forum--the flagship in-person event for B2B Marketing training and education at [MarketingProfs.com](http://MarketingProfs.com).

## About Foundry, an IDG Inc. company

Foundry helps companies bring their visions to reality through a combination of media, marketing technologies and proprietary data on a global scale. Our intent data and martech platforms are powered by data from an owned and operated ecosystem of global editorial brands, awards, and events, all engineered and integrated to drive marketing campaigns for technology companies. Foundry is dedicated to generating and innovating with data, driving demand for technology marketers with 38 offices in markets around the globe. Foundry is a wholly owned subsidiary of International Data Group, Inc. (IDG), the world's leading tech media, data, research and marketing services company. To learn more about Foundry, visit [www.foundryco.com](http://www.foundryco.com).



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