



Content marketing was a **medium** or **high** priority for **76%** of respondents.

LOYALTYDRIVER

More than **30%** of respondents confess that when it comes to a content marketing strategy, they are just **"winging it."**



CONTENT SURVEY REPORT

2014

Each year, IMN conducts a survey on one of the most talked about marketing practices, content marketing. The goal of the survey is to better understand how marketing professionals view content marketing and how it fits within the context of their marketing plan.



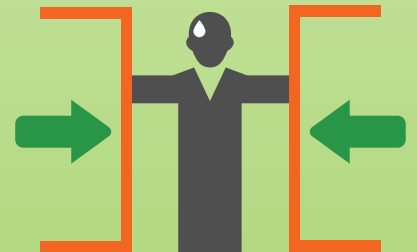
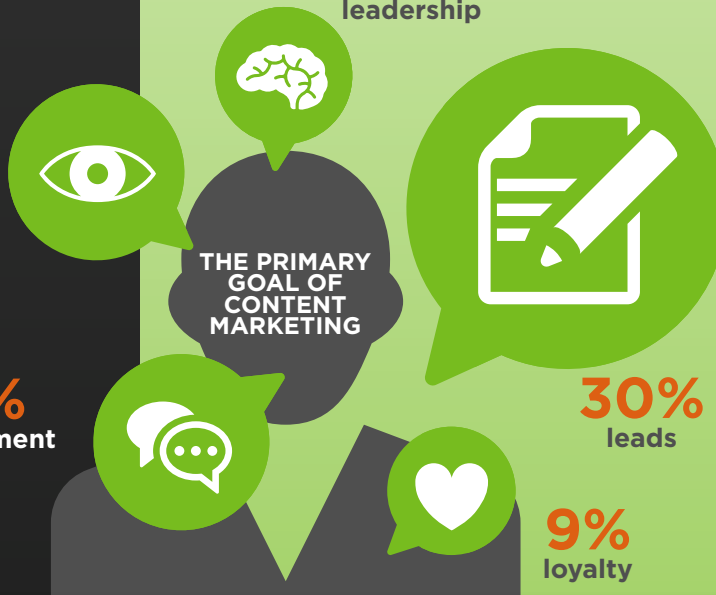
If funds were available, **50% of marketers** say they would add more money to their currently shoestring content marketing budgets.



Marketers use a **mix of content marketing vehicles**, the top five most popular being social media, websites, email newsletters, email blasts & videos.

6%
thought leadership

36%
awareness



Primary challenge in implementing a content marketing strategy: **sourcing engaging content** (**42%** of respondents).