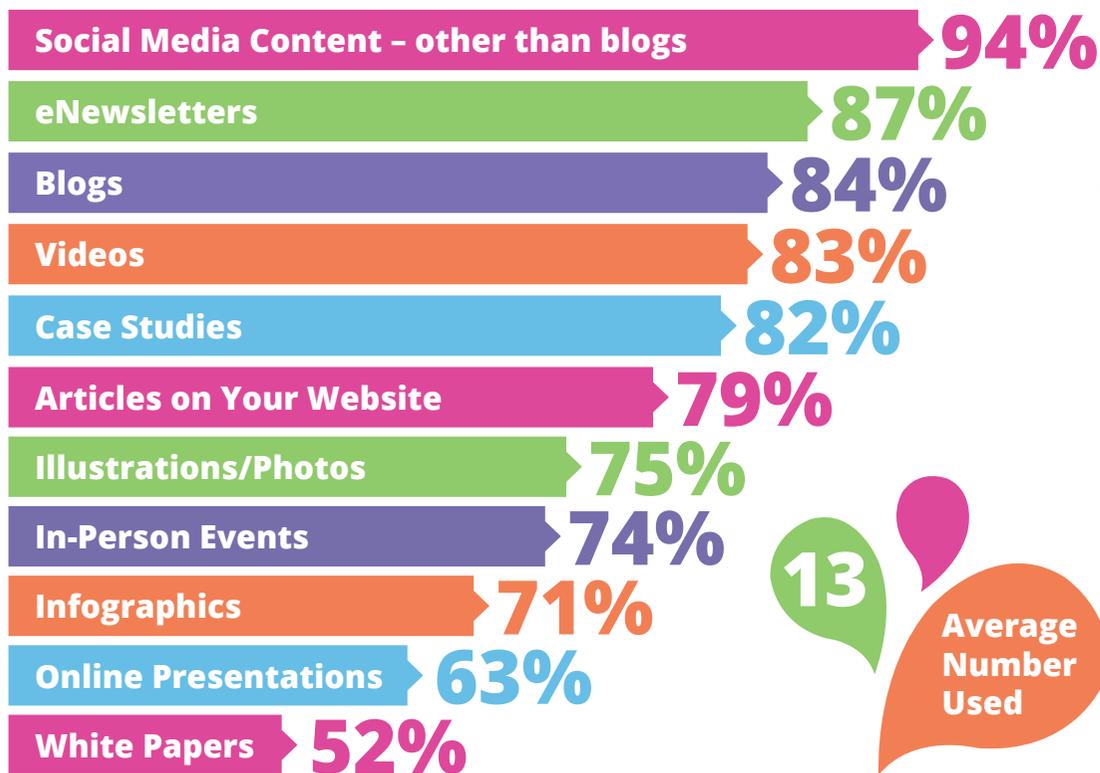


Content Creation & Distribution

UK CONTENT MARKETING TACTIC USAGE



Note: Fewer than 50% of UK marketers said they use the following tactics: Research Reports (48%), Webinars/Webcasts (43%), Microsites/Separate Website Hubs (39%), Branded Content Tools (38%), eBooks (38%), Print Magazines (35%), Books (32%), Digital Magazines (29%), Mobile Apps (27%), Podcasts (25%), Print Newsletters (19%), Virtual Conferences (19%), and Games/Gamification (13%).

Content Marketing in the UK 2016: Benchmarks, Budgets, and Trends: Content Marketing Institute

Which content marketing tactics does your organisation use?

94% USE SOCIAL MEDIA CONTENT

Last year, UK Marketers used an average of 13 content marketing tactics, up from 12 the year before. Their use of all the tactics shown on the accompanying chart has increased over last year, except for eNewsletters and articles on your website, which dipped very slightly.

Social media content (other than blogs) is once again the most often used tactic (89% last year vs. 94% this year).

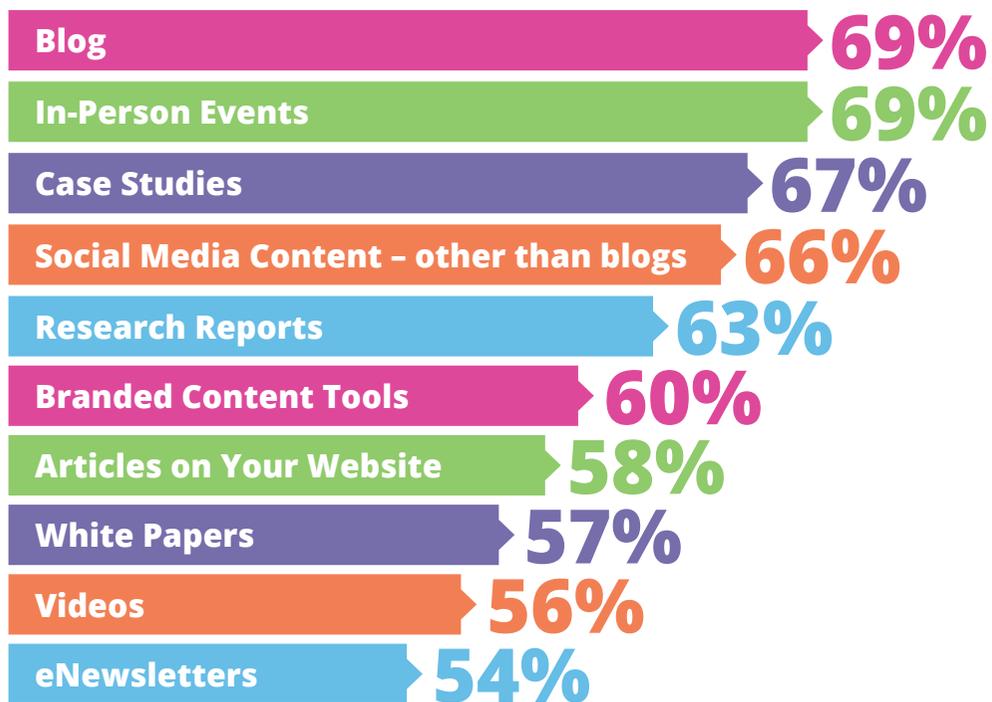
The greatest increases in use over last year were for:

- Illustrations/photos (63% last year vs. 75% this year)
- Videos (73% last year vs. 83% this year)
- Infographics (61% last year vs. 71% this year)

Content Creation & Distribution



EFFECTIVENESS RATINGS FOR UK CONTENT MARKETING TACTICS



Note: Percentages comprise marketers who rated each content type as 4 or 5 on a 5-point scale where 5 = "Very Effective" and 1 = "Not at All Effective."

Note: Additional content marketing tactics with effectiveness ratings include the following: Infographics (52%), Microsites/Separate Website Hubs (50%), eBooks (49%), Webinars/Webcasts (49%), Illustrations/Photos (48%), Online Presentations (45%), and Print Magazines (32%). Additional tactics may not appear here due to their low incidence of use.

Content Marketing in the UK 2016: Benchmarks, Budgets, and Trends: Content Marketing Institute

How effective are the tactics your organisation uses?

69% SAY BLOGS AND IN-PERSON EVENTS ARE EFFECTIVE

Of the content marketing tactics they use, the accompanying chart shows the 10 that UK marketers say are most effective.

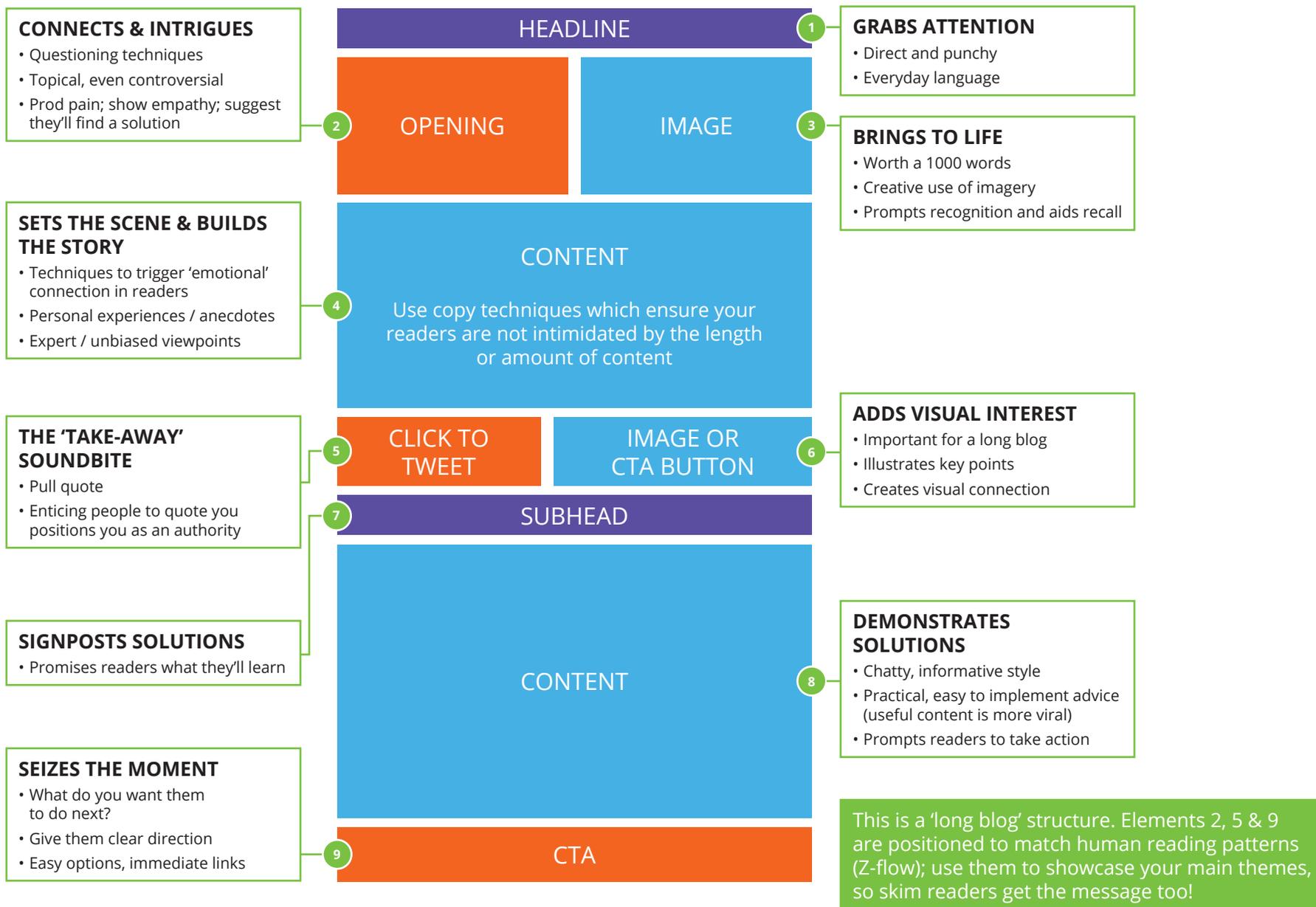
Two tactics that appeared on this chart last year (webinars/webcasts and infographics) have been replaced by two tactics whose effectiveness ratings have increased (research reports and branded content tools).

To summarize:

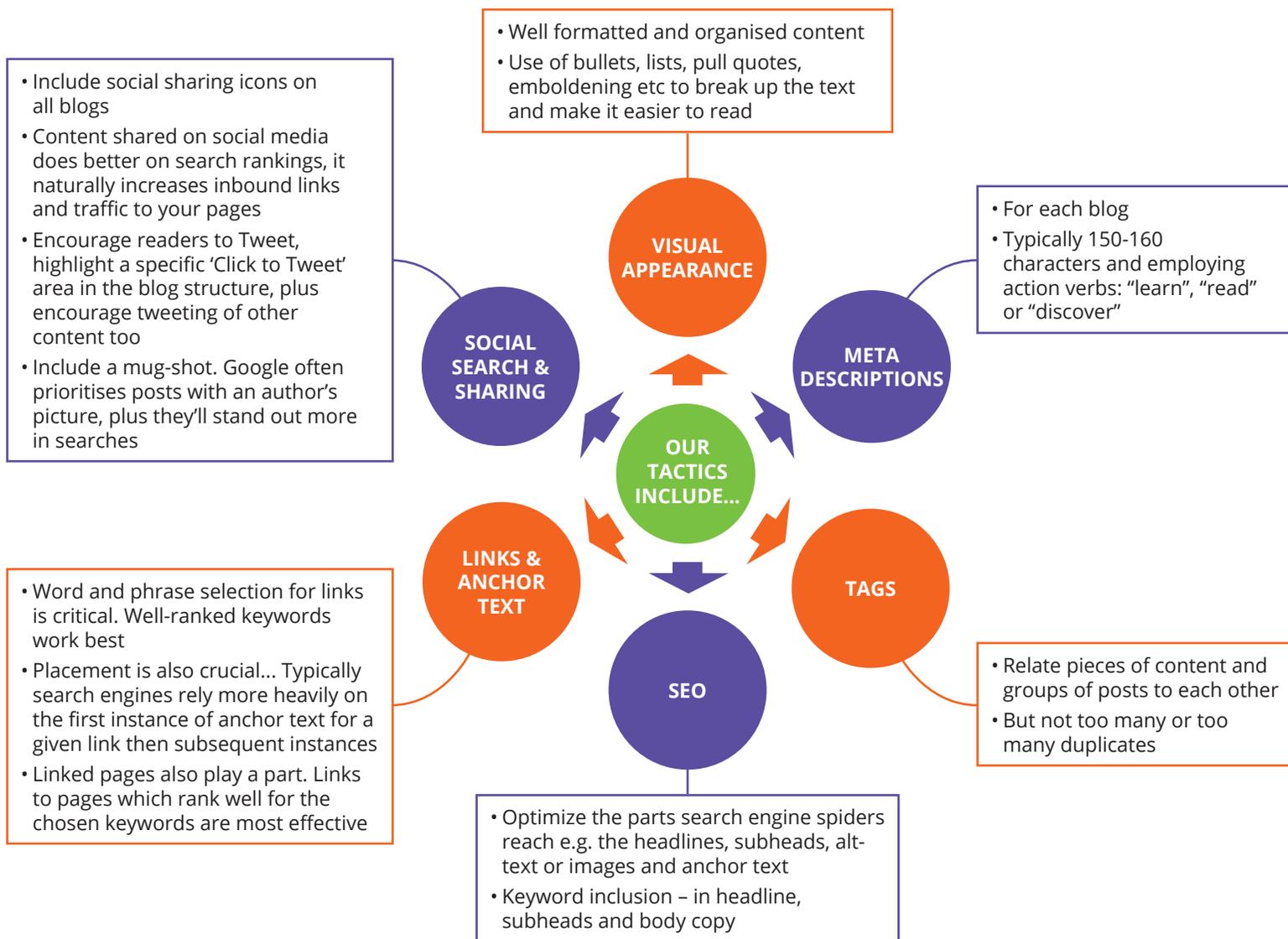
- Research reports increased from 51% last year to 63% this year
- Branded content tools increased from 44% last year to 60% this year
- Webinars/webcasts decreased from 60% last year to 49% this year
- Infographics decreased from 55% last year to 52% this year

Each of the other tactics shown on the chart either increased slightly or decreased slightly.

How to Blog: Structure for Success!



6 Tactics Which Add User-Friendliness / 'Find-Ability' to Your Blog



Making Your Content Go Further

RE-USE

RE-PURPOSE

RE-CYCLE

