

CONTENT MARKETING AND MANAGEMENT PRIMER FOR 2018

(Analyst: Kirsten Newbold-Knipp)

SUMMARY

Content is the fuel that feeds all customer experiences and marketing channels. Gartner's 2018 coverage of content marketing and management gives marketing leaders actionable advice to scale relevant content and deliver business results with content marketing.

Scope

Content marketing and management focuses on creating, distributing and amplifying content via digital and offline channels. This content fuels audience engagement to achieve organizational goals.

Content marketing and management includes insight and guidance on:

- Building content strategy that is grounded in data analysis and customer insights
- Scaling content creation with the right talent, tools and processes to adapt to increasing content demands due to personalization and channel expansion
- Collaborating across marketing to ensure that the right content is available for the right channel execution

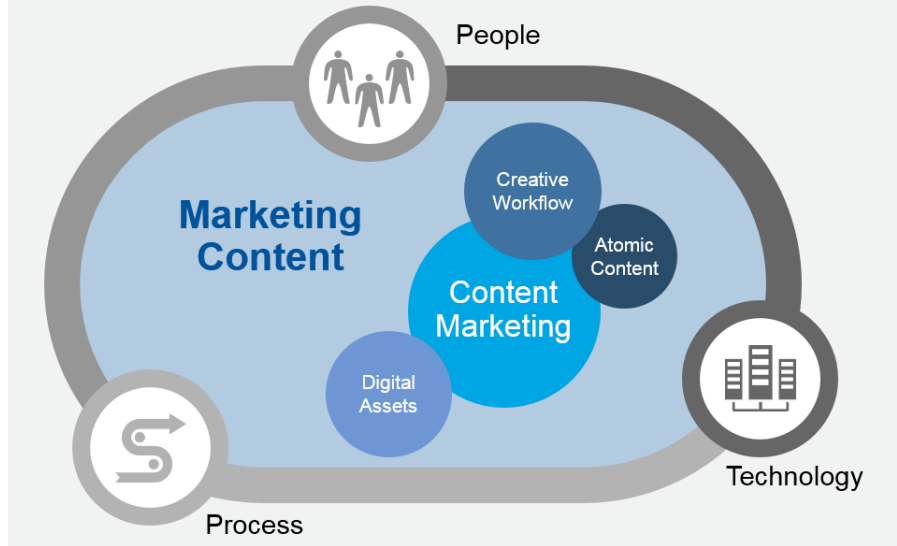


Content fuels audience engagement to achieve organizational goals.

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ANALYSIS

Figure 1. Content Marketing and Management Overview



Source: Gartner (January 2018)

In 2020, content will become marketing's biggest bottleneck (see "Predicts 2018: [Brand Relevance Under Fire, Automation on the Rise](#)"). More content is not always the answer. Marketers must craft better, more performant content that scales to respond to consumer demands and business objectives.

Marketing teams are spending approximately 30% of their budget on content creation to feed a large variety of engagement initiatives, including advertising, content marketing, product marketing and even sales collateral.¹ To make the most of this significant investment, it is incumbent on marketing leaders to build a well-conceived content strategy that contemplates the myriad personas, journeys and channels you must address. Understanding how to differentiate your brand from the rest using content will become part of the battle for winning on customer experience. Knowing how to use the right mix of people, process and technology to enable your strategy is what makes the difference between a great idea and a successful reality.



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Top Challenges and How Gartner Can Help

Gartner's 2018 research agenda for content marketing and management will help your organization develop the right content for desired audiences using efficient tools and practices. The content marketing and management agenda will help marketing leaders answer the following questions.

How do you build a content-rich marketing strategy to support personalized multichannel marketing?

Creating the steady stream of engaging content across an increasingly fractured multichannel environment has become a bottleneck for many marketing organizations. Not only must marketing leaders have a customer-centric strategy that leverages persona insights to guide their processes, they must also learn to change their processes and production methods that break content into smaller, discrete units (atoms) for reuse and personalization.

Use insights from the content marketing and management agenda to crystallize your strategy and define how content will support audiences across all the channels your brand supports. Learn what the modern content supply chain looks like. You must understand what has changed and what remains the same.

Planned Research

- **Scaling the content supply chain:** Creation, curation and cultivation remain the heart of the content supply chain. To scale for personalized experiences across a growing number of channels, marketers must adopt processes and tools that enable rapid revision, resizing and assembly of dynamic assets based on atomic elements. Marketers must learn about the best practices, tools and technologies that support content at scale.
- **Content and channel execution:** Content is what flows through every marketing channel. Marketers responsible for content must know how to best collaborate with teams from social and account-based marketing (ABM) to e-commerce and localization. The emergence of voice as a new "medium" introduces entirely new content and channel challenges. Marketers must understand the message and the medium to succeed with content today.

How do you develop, execute and measure a differentiated content marketing strategy?

Compelling content is at the heart of any content marketing initiative. Delivering messages that resonate with audiences and are “of the moment” is crucial to garnering scarce attention and even more limited conversion dollars. Content marketers must prioritize the right content and measure its impact to craft a sustainable program that delivers against business outcomes.

Discover best practices to help you craft content grounded in data and customer insights. Understand ways to measure and communicate the results of content marketing programs. Gain insights about how leading marketers develop content for a variety of channels and collaborate with peers to amplify their efforts in the most important mediums.



Prioritize the right content and measure its impact to craft a sustainable program.

Planned Research

- **Developing smart content:** Marketers must use insights for content ideation and creation that enable a *less is more* approach. Learn to incorporate social, search engine optimization (SEO) and performance analytics into each step of the content supply chain with this research.
- **Measuring and communicating results of content marketing efforts:** Early content marketing programs were often built in the frenzy of competitive pressure with quantity outweighing quality. Now that content marketers are maturing in their craft, they must learn to measure results and communicate them to the organization to showcase business outcomes.
- **Choosing the right content channels and amplification tactics:** Marketing leaders need insights into what tactics across paid, owned and earned channels will get results, especially as organic reach erodes and native advertising rapidly evolves. At the same time, voice and video are emerging as powerful mediums that must become part of the mix. This year’s research will help you discern the most effective tactics and optimize your collaboration with channel-specific marketing peers.

As the need for automation, optimization and distributed content operations increases, what's the right mix of content creation and publishing tools?

As marketing leaders continue to invest in content, processes for streamlining messaging and optimizing efficiencies are the key to achieving results. Growing pains frustrate efforts to select (and adopt) web content management (WCM) systems, digital asset management (DAM) systems and content marketing platforms (CMPs) that meet new needs.

Use Gartner's content marketing and management research to evaluate and adapt your brand's content creation and distribution strategy. Learn how to design a content supply chain that accelerates, scales and drives high-quality content production. Understand how modern publishing and workflow tools can enhance the content-driven user experience and support your broader multichannel marketing efforts.

Planned Research

- **Understand the mix of tools to power your content supply chain:**

There is no shortage of processes, tools and new technologies to effectively scale content operations, making for myriad solutions but stifling complexity. This research will differentiate and clarify “nice to have” technologies versus critical solutions required for content marketing success.

- **Evaluating content tools:** Once you determine the mix of tools you need, the selection process can seem equally daunting. This research will compare and contrast solutions across a variety of content supply chain categories, such as CMPs and DAM systems, thus improving your ability to identify and choose the right providers.

Related Priorities

Priority	Focus
Customer Experience Strategy and Design	Customer experience (CX) management is the practice of using customer insight to design and execute a cross-functional CX strategy that increases satisfaction, loyalty and advocacy.
Customer Understanding and Insight	Integrating customer data — across silos and data streams — and leveraging the latest methodologies and tools are key to supporting business growth and retention.
Marketing Data and Analytics	Data and analytics have become the foundation of marketing, driving efficiency and effectiveness through better data collection, modeling, optimization and greater relevance to the consumer.
Branding and Value Proposition	Gartner defines a brand as the combination of elements, including name, logo, positioning, stories and experiences, that differentiate a company and its offerings in increasingly competitive markets.
Social Marketing	Social marketing involves listening to and engaging customers, distributing content and cultivating brand advocates. It can increase awareness, consideration, conversion and advocacy.
Demand Generation and Sales Enablement	Demand generation and sales enablement include techniques and processes for marketing leaders in B2B to work more effectively with sales leaders on managing leads.
Multichannel Marketing and Communications	Multichannel marketing constitutes continual, orchestrated engagement across digital and traditional customer touchpoints.

Source: Gartner

GARTNER RECOMMENDED READING

Suggested First Steps

[“Maturity Model for Content Marketing”](#)

[“Six Elements of a Results-Driven Content Marketing Strategy”](#)

[“A Blueprint for B2B Content Marketing Success”](#)

Essential Reading

[“Content Marketing Agencies — Finding the Right Partner”](#)

[“Master Atomic Content to Access the Power of Dynamic Content Marketing”](#)

[“Market Guide for Content Marketing Platforms”](#)

Tools and Toolkits

[“Toolkit: Adopt the Three C’s of Content Marketing to Draw Audiences Into Your Orbit”](#)

[“Content Curation Scorecard”](#)

Evidence

¹ “CEB Marketing Budget and Spend Survey 2017,” Gartner.

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- Target the right audiences
- Choose the right channels
- Quickly shortlist marketing and technology providers
- Stay informed on market and competitors
- Save time and avoid costly mistakes

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