

CONTENT MARKETING TACTICS PLANNER

FUTURE: 3 Main areas of focus for 2014



People



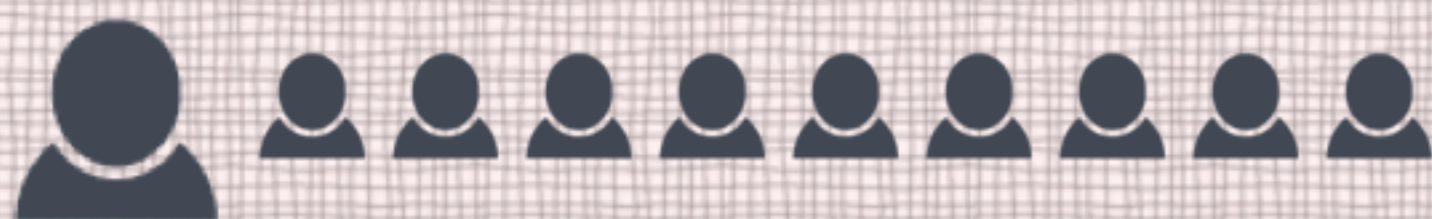
Technology



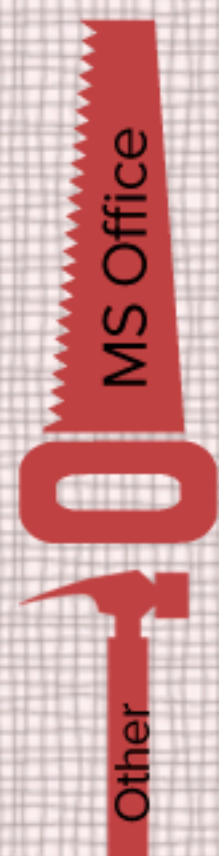
Content Mix

PEOPLE: Who's responsible?

43% of marketing organizations have an executive leading content.

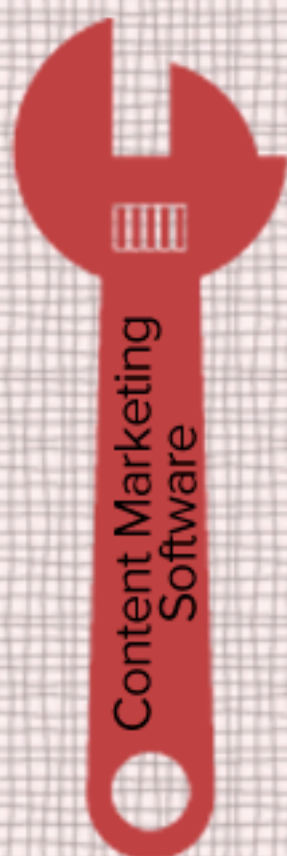


TECHNOLOGY: Use what?



MS Office

Other



Content Marketing Software

56%

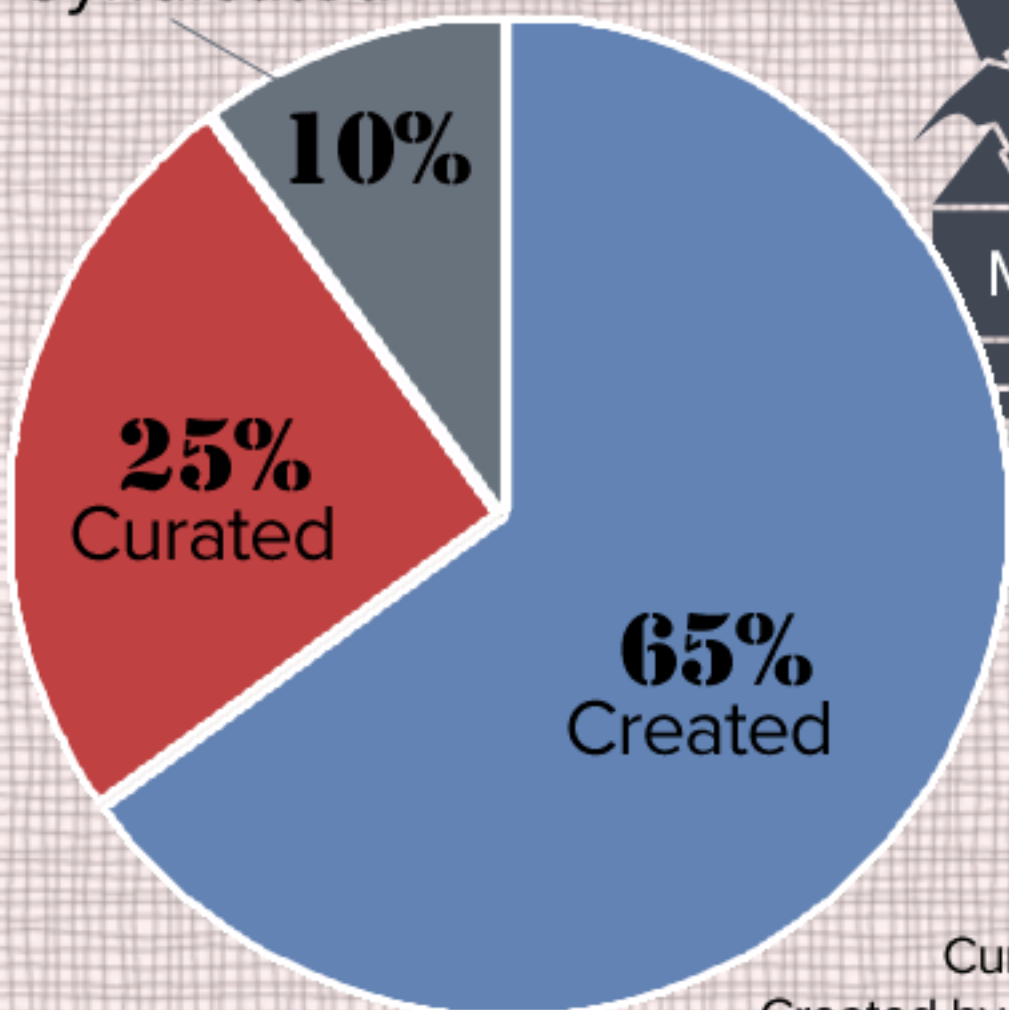
of marketers use content marketing specific technology to manage their workflow and distribution.

71%

of marketers are planning on increasing their investment in content marketing.

CONTENT: What's the right mix?

Syndicated



Marketing Tools

Best-in-Class Marketers:

Strive to create the right mix of content for their programs.

