

Content Marketers Plan for 2022 Growth

Two-thirds expect to increase budgets; video and events top investments

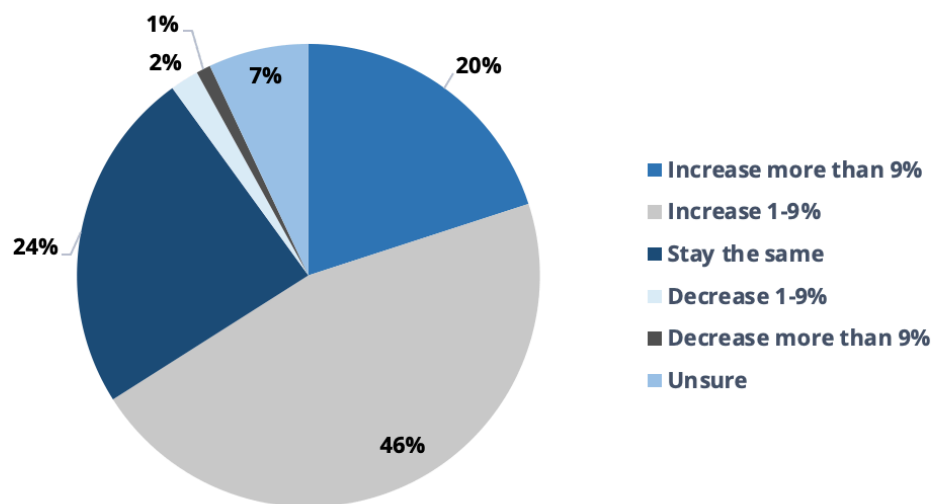
Two-thirds of B2B organizations will increase their content marketing budgets in 2022 compared with 2021. Video, events (digital, in-person, and hybrid), owned media, and paid media account for the majority of planned spending, according to a recent survey.

Twenty percent of marketers who answered the 12th Annual Content Marketing Survey said they would increase spending by 10% or more. Only 3% of those surveyed said they plan to decrease spending on content marketing.

B2B organizations said brand awareness remains the top goal of content marketing, with educating audiences and building a loyal customer base ranking second and third. "We are now working on more daily and authentic content for brand awareness and trust," a survey respondent wrote. "Selling will be the last step, not the first one."

The report showed B2B virtual events produced the best content marketing results for the months July 2020 through July 2021. Research reports, short articles, and white papers all scored well, with mixed results for case studies, video, and in-person events. Livestreams, podcasts and print magazines were content marketing laggards for the period.

How B2B Content Marketing Budget Will Change In 2022 Compared With 2021 Percent



Content Marketing Institute

Base: Content marketers who know their organizations' budget/budgeting process for content marketing. Aided list. 12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021