



2022 Report

# Does Creating Content Matter?

How content teams are driving growth through adapting, evolving and thinking ahead

## **Content is one of the most important pieces of the marketing puzzle.**

It helps you connect with your audience, build trust, and establish your brand. In recent years, we've seen a shift in how content is created and distributed, as well as how it is consumed.

With more people creating more content, teams are now putting a greater emphasis on growing their customer base and building relationships and wanting to explore video inside their marketing to fulfill peoples' need for deeper human connections.

We have compiled data from multiple data sources including Parse.ly and Rip Media Group.

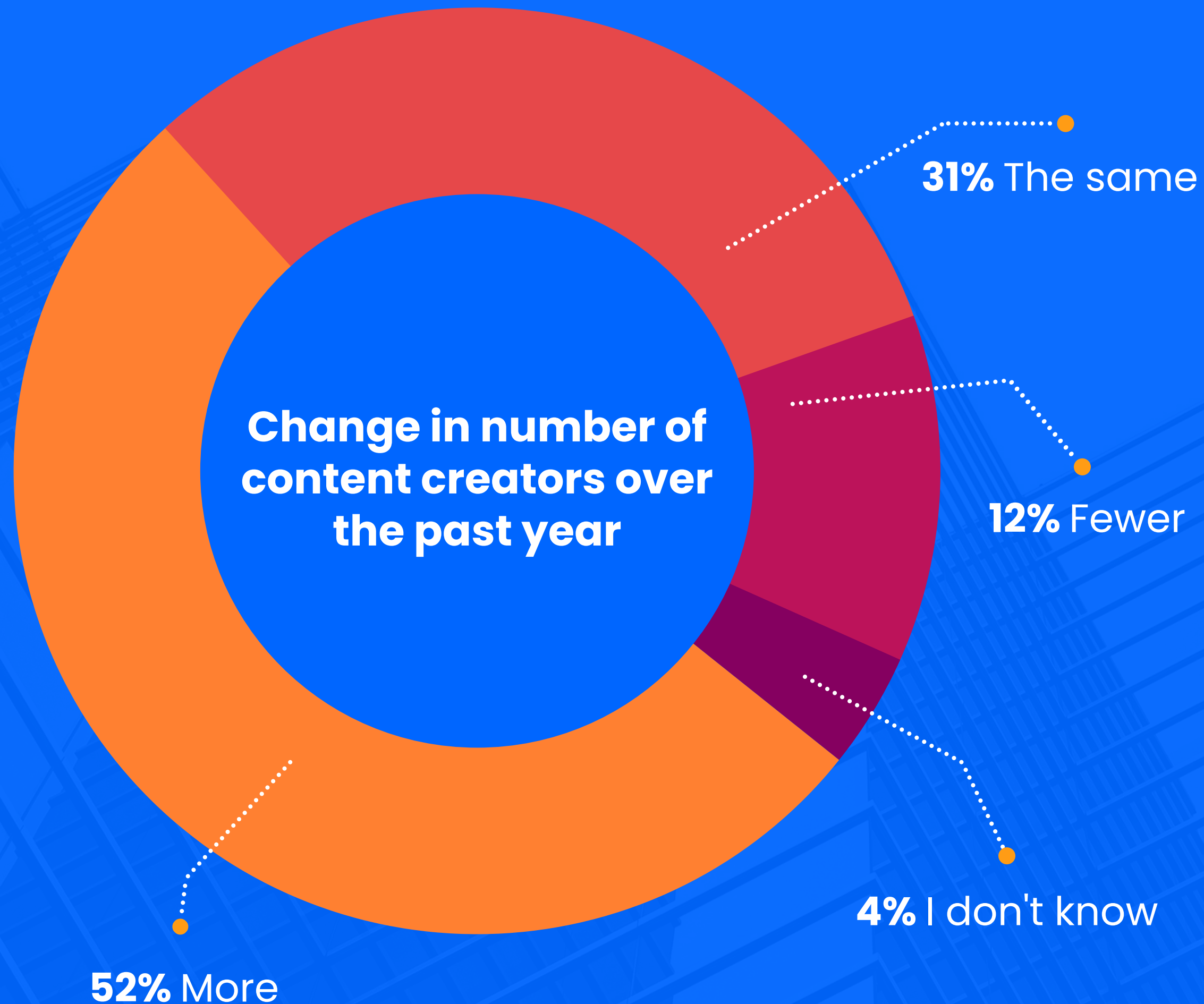
# Your Content & Your Budget

More people are creating  
more content.

## More people are creating more content (and spending more money)

Many content teams struggle to keep up with the growing demand for more material. When asked, organizations are producing more content than ever before, but not as much as they would like.

But over the next few years, we expect most firms to retain or increase their content budgets, implying the growing importance of producing content.



## Lack of content creators is a problem that companies usually face.

Across industries, content teams are typically small. This trend for small content teams was particularly noticeable even in big corporations. However, these teams are growing that more than half of respondents said their content teams had grown in the last year.

## Number of people creating content

1-10	79%
11-50	14%
I don't know	3%
51-200	2%
I don't know	2%

## So what is causing this growth in the number of content teams?

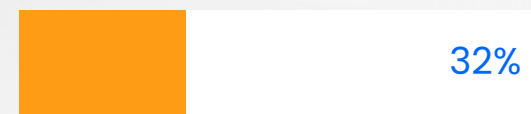
According to the report, nearly 8 in 10 respondents doing content marketing want to create more content than they are now—and a third said “a lot more.”

### Desire amount of content

A bit more than today



Twice as much as today, or more.



About the same as today



Less content than today



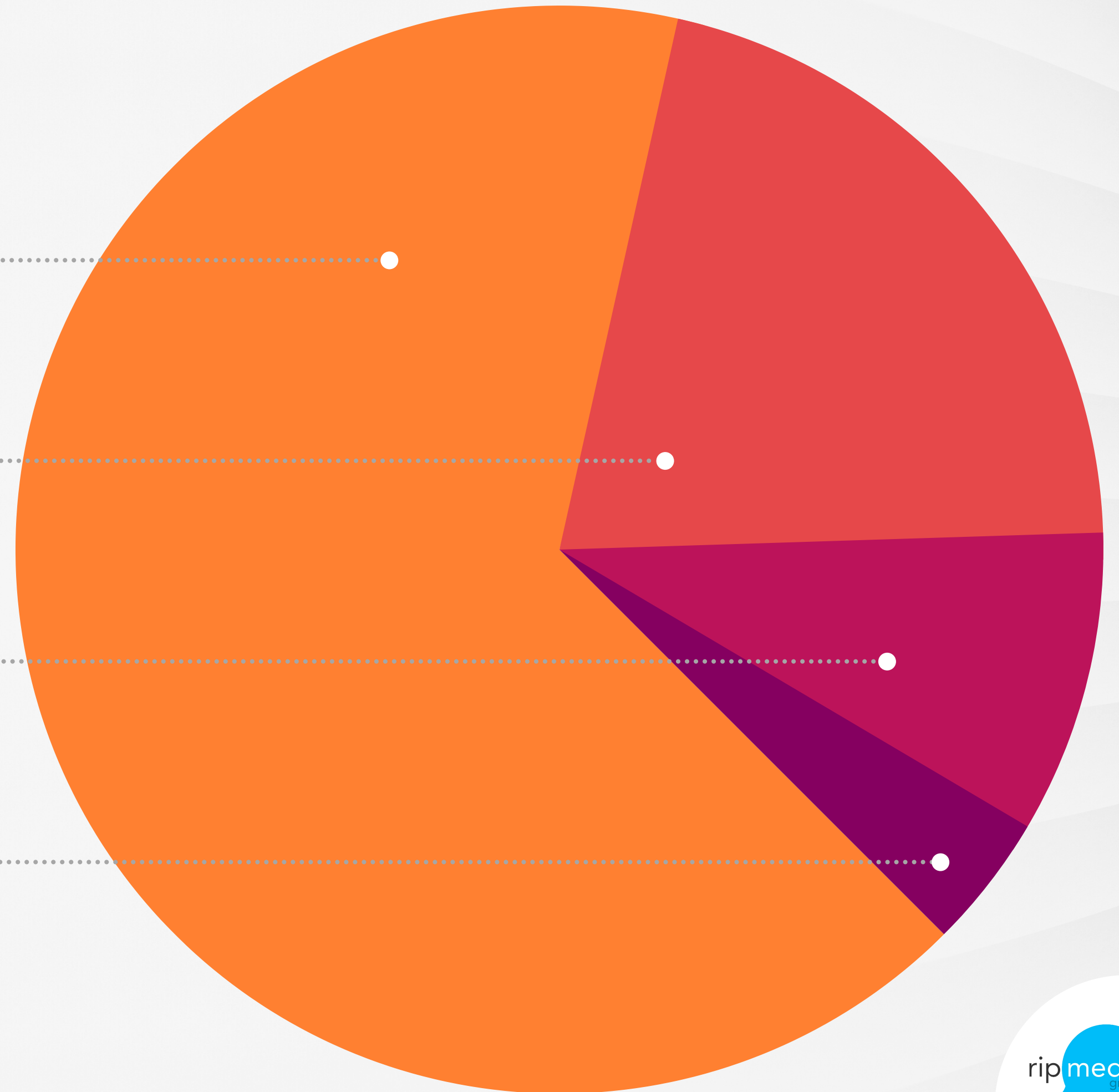
## Change in amount of content created over the past year

66% More

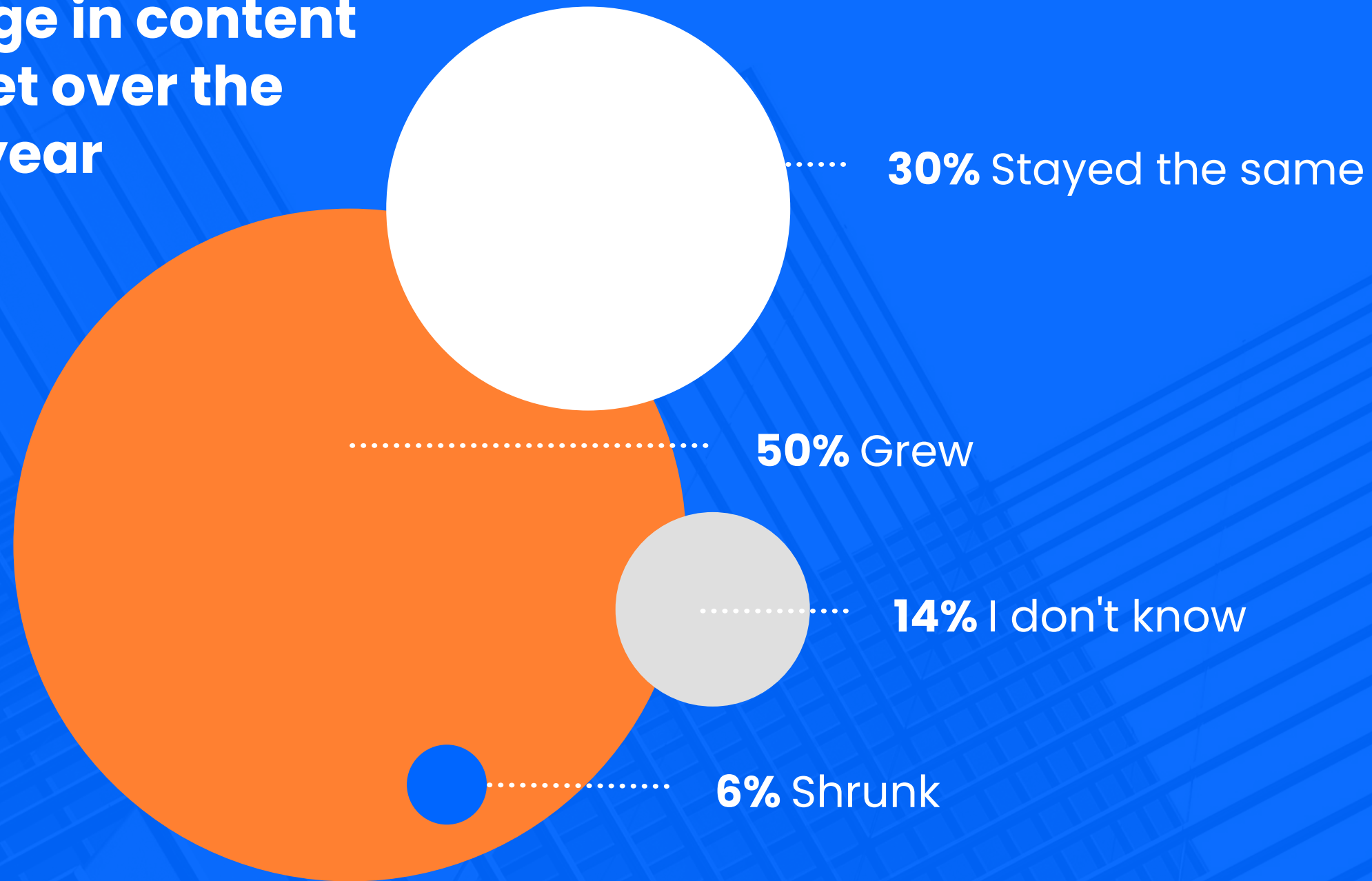
21% The same

9% Less

4% I don't know



# Change in content budget over the past year

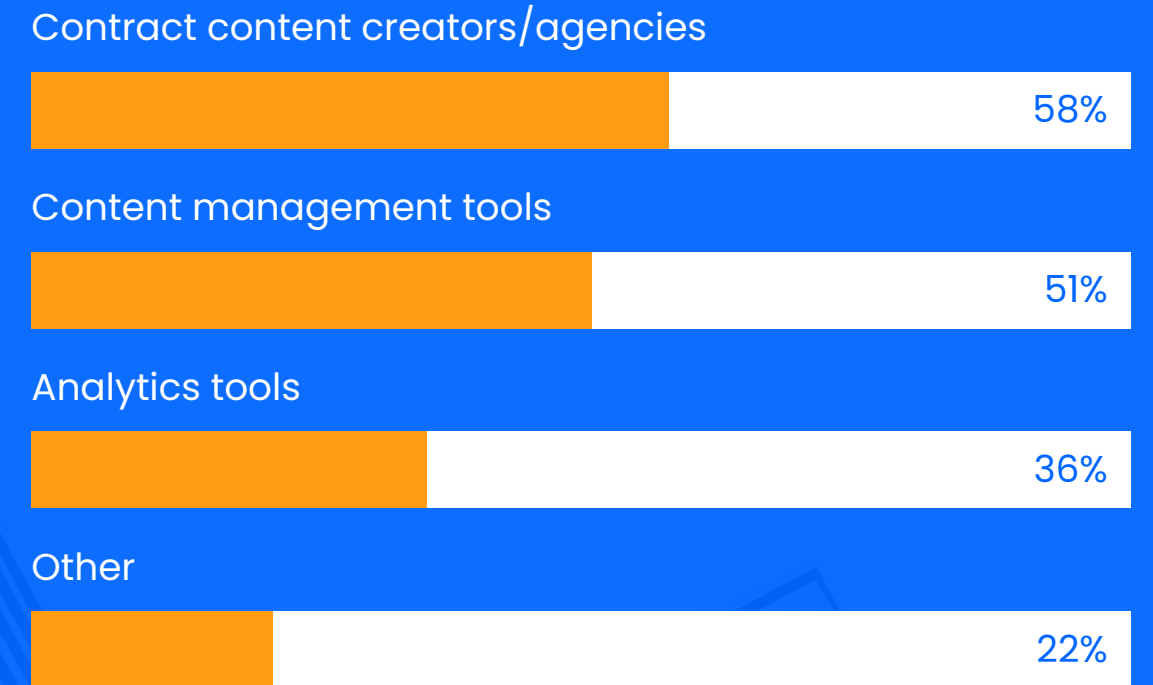


## Budgets are growing.

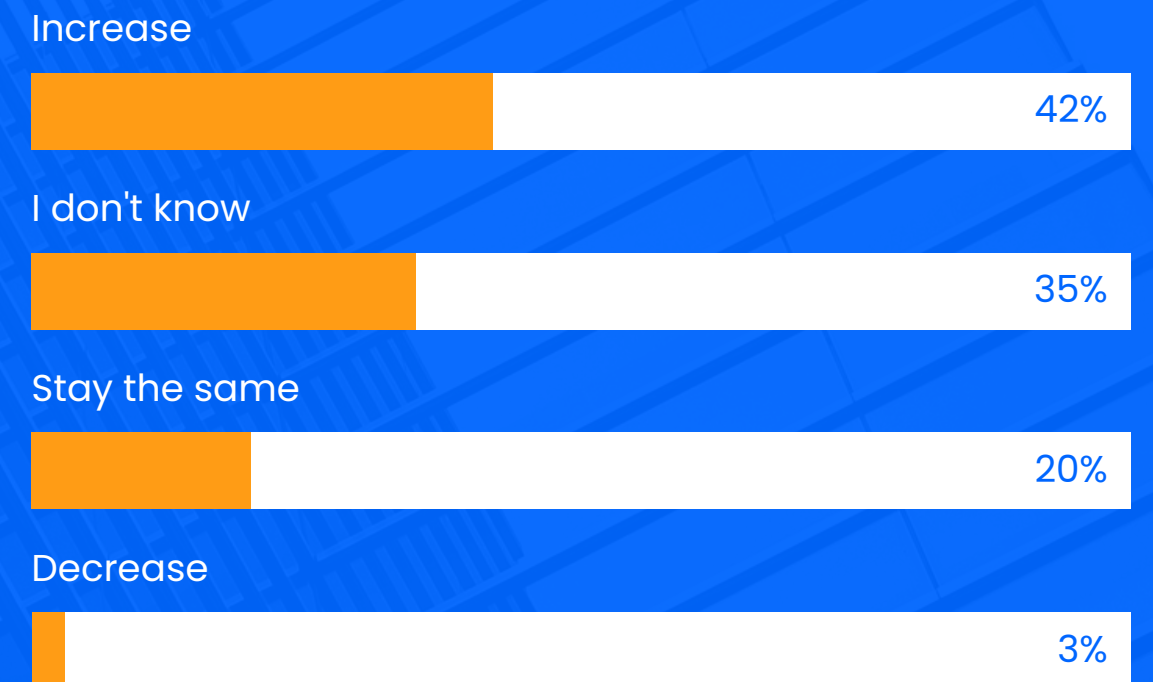
A recent survey of company leaders revealed that many businesses are investin in content creation. About half of those surveyed said their budgets had increased in the past year, and a similar number expected further growth in 2022. The funds are largely going toward hiring more content creators rather than improving their technology.

This suggests that companies see the value in high-quality content and are willing to invest in the resources needed to produce it. It also indicates that they believe there is room for improvement in their content creation process, suggesting that we can expect to see even more innovative and effective content in the future.

## Where budgets are being spent



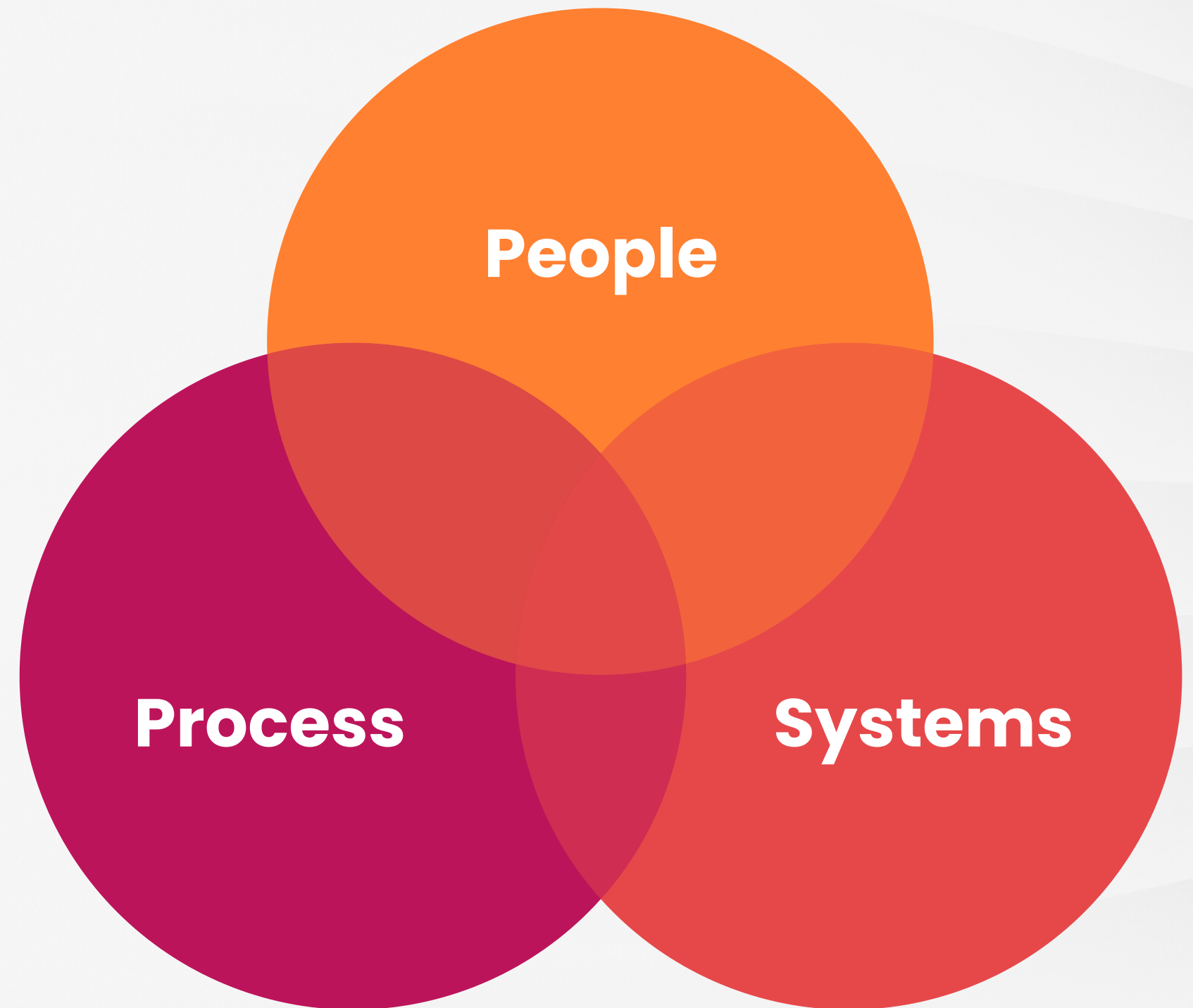
## Expected change in content budget over the next year



## **Our Takeaway: People, Process, and Systems.**

The key is to find the right balance of all three elements and to constantly adjust as the needs of your business change. By doing so, you can create both more content and better content that leads to better results.

Outsourcing to strategic marketing partners can scale and right-size, mapping your customer journey can improve sales, and having the right collaborative systems in place can offer savings in time and expense.



# Content Types

If only companies had the means, they would like to produce more video.



# Video, infographics, and longform content top content marketers' wish lists

Video, infographics, and long-form content are enjoying increased popularity among businesses for a very good reason - engagement levels are higher than other types of content.

35% Videos

24% Infographics

24% Ebooks/Guides

22% Reports

19% White Papers

18% Events/Webinars

18% Case Studies

11% Email Newsletters

10% Social Media Posts

10% Blog Posts/Short Articles

**Longform is preferred over social and blogging.**

The growth of marketing teams leads to increasing demand for infographics and other in-depth content, such as white papers, reports, ebooks, and guides.

Meanwhile, there is less excitement about doing more blog and social media content, even as the level of output across industries for these types of content is consistently high.

## **Video is set to make a greater impact in enterprise and B2B content marketing during 2022.**

With video content, businesses can tell their story in a way that is both visually stimulating and easy to consume.

Further, infographics are also highly engaging, providing viewers with valuable information in an easily digestible format; and long-form content allows businesses to delve deeper into their subject matter, providing readers with a more comprehensive understanding of the topic.

**By producing content that is more engaging than traditional text, businesses can reach a wider audience and build stronger relationships with their customers.**

**Sales and Marketing need to tell the right story at the right time with rich media.**

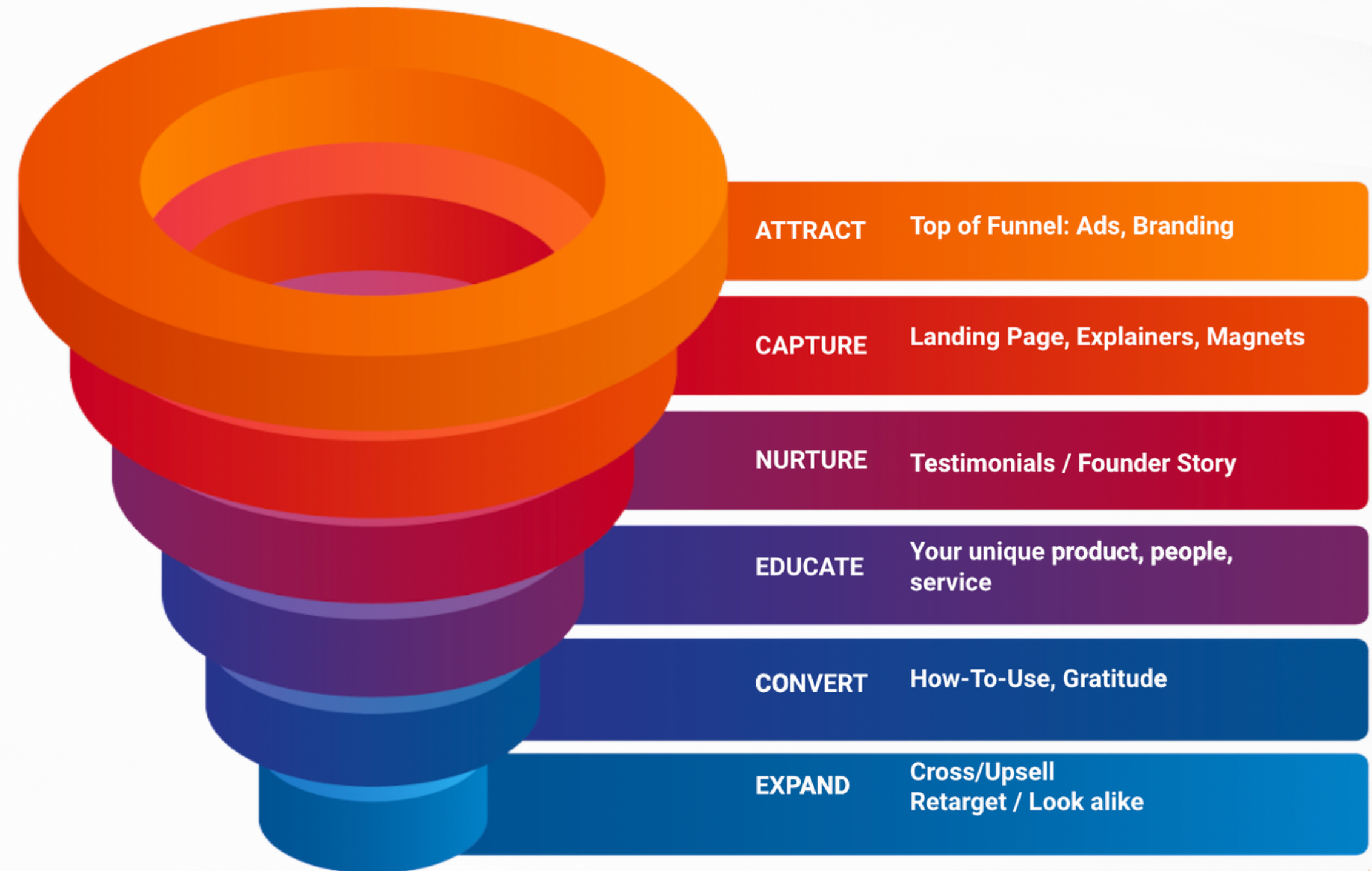
Survey Response

**“Video! Podcasts! Webinars! Content always... No new team members to help accomplish the growing lists of things that need to be done.”**

**The right consumer.  
The right story.  
The right time.**

**Marketing Funnel**

**Story Needed to Speed Sale**





To learn about how to create content  
that matters, contact a solution  
expert at **Rip Media Group**

**Contact Us**