UK Marketers to Boost Content Budgets

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Research is now suggesting that a significant proportion of UK content marketers expected to increase their budgets in the coming year, according to joint research from the Content Marketing Institute (CMI) and the Direct Marketing Association UK.

Â The majority of those surveyedâ€"64%â€"predicted they would either â€œincreaseâ€• or â€œsignificantly increaseâ€• their b 3% expecting to decrease spend. Similarly, content marketing agency NewsReach found in November 2012 that 78% of UK marketers said they would invest in content marketing. Nonetheless, there are significant challenges to effective content marketing. The top challenges cited by UK content marketers in the CMI survey were producing enough content (at 57% of respondents), producing content that engages (49%), producing a variety of content (39%) and an inability to measure content effectiveness (38%). According to the report, the firms with the most effective campaigns were the ones that invested the most in content and used the greatest number of content tactics. Leveraging social media channels effectively to distribute that content was also an important accomplishment among leading content marketers, with Twitter and LinkedIn as the top social channels for content dissemination, followed closely by Facebook. The study also found that the best content marketers were not concerned with producing engaging content; they were much more concerned with producing enough of the content they already know to be strong. So, despite their concerns, UK marketers seem content to pursue content going forward.About eMarketer
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