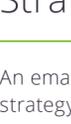


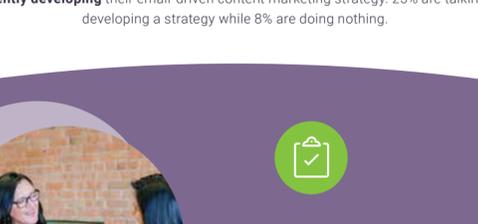
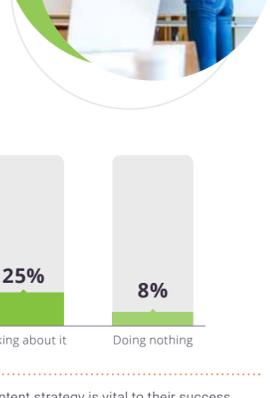
Email-driven Content Marketing

We surveyed marketing professionals from small and medium businesses to see how—and if—they're combining email and content marketing strategies to optimize results.



Current Strategic Situation

An email-driven content strategy—who's got one?



Most businesses recognize that an email-driven content strategy is vital to their success. About **two-thirds (68%) of SMBs** reported that their organizations have **already developed or are currently developing** their email-driven content marketing strategy. 25% are talking about developing a strategy while 8% are doing nothing.



Top Priorities

What are **SMBs** trying to achieve?



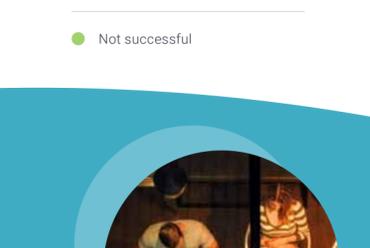
Increasing conversion rates and **improving quality of leads** are top priorities for an email-driven content marketing strategy according to **54% and 53% of SMBs**, respectively. Increasing leads or subscribers are also considered top priorities by 49% surveyed.



Strategic Success

How do SMBs feel about their email-driven content strategy?

Exactly half (50%) of SMBs consider an email-driven content marketing strategy to be **very successful** (best-in-class) at achieving priorities. Only 6% consider a strategy unsuccessful.

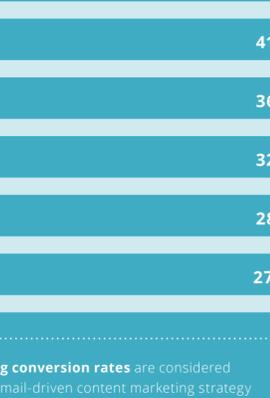


Very successful (best-in-class)
Somewhat successful
Not successful



Challenging Barriers to Success

What's holding **SMBs** back?

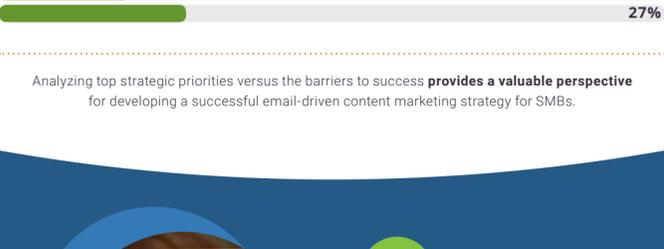
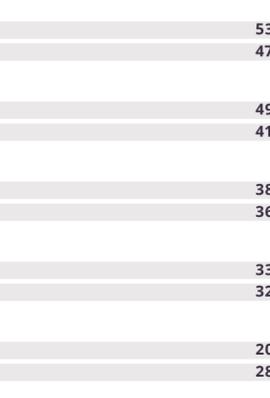


Improving the quality of leads and **increasing conversion rates** are considered the most challenging barriers to the success of an email-driven content marketing strategy according to **47% and 44%** of SMBs, respectively.



Priorities Versus Barriers

How are most businesses doing in achieving priorities that are in direct conflict with the barriers they face?



Analyzing top strategic priorities versus the barriers to success **provides a valuable perspective** for developing a successful email-driven content marketing strategy for SMBs.



Channel Effectiveness



Most SMBs say email communication is the best way to get their message out. **More than three-quarters (77%) of SMBs** report that **email is the most effective channel** to drive marketing content to prospects. Social media and a website or blog are also reportedly important channels at 53% and 52%, respectively.



How Effectiveness Is Changing

Most (87%) of the SMBs surveyed say the effectiveness of email-driven content marketing channels are improving.

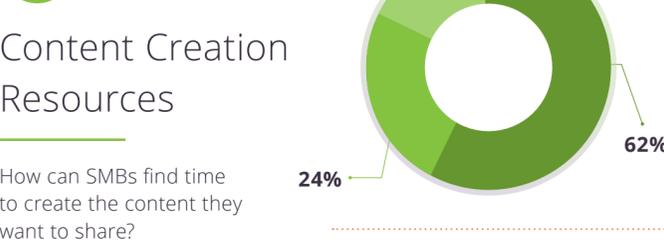
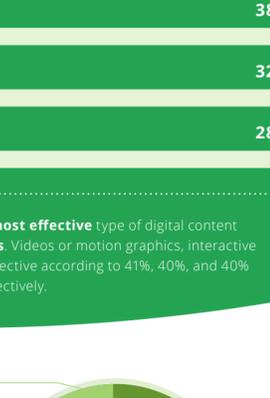


A **large majority (87%)** of the SMBs surveyed consider the **effectiveness of email-driven content marketing channels to be improving** to some extent, with 60% reporting a moderate improvement.

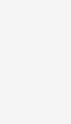


Digital Content Types

What else is working?



Webinars or events are reported to be the most effective type of digital content for marketing purposes according to **43% of SMBs**. Videos or motion graphics, interactive content, and newsletters or blog posts are also effective according to 41%, 40%, and 40% of marketers, respectively.



Content Creation Resources

How can SMBs find time to create the content they want to share?



Creating digital content can be time-consuming and often exceeds the resources available in-house for many organizations, especially for SMBs. This is the primary reason that **86% of SMBs reported outsourcing** at least part of their digital content creation efforts.

Combination of outsourced and in-house resources
Outsourced to a specialist
In-house resources only