Gartner for Marketers

Content Marketing and Management Primer for 2020

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Content is the fuel that feeds all customer experiences and marketing channels. This research gives marketing leaders actionable advice to accelerate and scale relevant content, and deliver business results.

Scope

Content marketing and management focuses on creating, distributing and amplifying content via digital and offline channels, driving audience awareness and engagement to achieve organizational goals.

The topics we cover include:

• **Content marketing strategy**: Grounding your strategy in data analysis and customer insights.

• **Content marketing best practices**: Basing your best practices on proven methodologies, use cases and case studies.

• **Content marketing operations**: Optimizing the right talent, tools and processes to adapt to increasing content demands that result from personalization and channel expansion.

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Analysis

Marketers are taking a more mature, measured approach to content marketing. They are asking more questions about their ability to truly understand the impact and effectiveness of their content marketing efforts. More content is rarely the answer. Marketers must craft better, more effective content that scales to respond to consumer demands and business objectives.

The CEB Marketing Budget and Spend Survey 2017 reveals that marketing teams continue to direct resources to content creation to feed a large variety of engagement initiatives. These include content marketing, customer experience, advertising, product marketing and even sales collateral. To make the most of this significant investment, you need to build a well-conceived content strategy that factors in the wide array of personas, journeys and channels. Understanding how to differentiate your brand using relevant content is part of the battle to improve customer satisfaction loyalty and advocacy. Knowing how to use the right mix of people, process and technology to scale your content operation is what transforms a great plan into a successful reality.
The research agenda for content marketing and management will help you and your organization develop a content strategy that adapts to constantly changing customer attitudes. It will also help you utilize methods for creating and managing a pipeline of content assets, and develop an understanding of the right tools and practices to succeed.

Our research centers on the following topics:

- Content Marketing Best Practices
- Content Marketing Operations
- Content Marketing Strategy
Content Marketing Best Practices

Marketing leaders must build a compelling strategy with knowledge of how to execute high-impact content marketing programs. Content is shifting from static and monolithic to more dynamic, modular structures. These changes can have a profound impact on everything from how content is created to how it is delivered, measured and optimized. Modern content marketers must also understand narrative design and the role of a consistent story across content types, channels and customers.

Questions Your Peers Are Asking

- How do I support dynamic, atomic content experiences?
- How do I develop a differentiated content marketing strategy?
- What are best practices to improve the performance of specific form factors, channels and content marketing approaches?
- What are content marketing measurement best practices?
- How do I build a website content strategy?

Recommended Content

- “Develop an Atomic Content Strategy to Access the Power of Dynamic Content Marketing”
- “How to Measure the Value of Content Marketing in 3 Steps”
- “Add Personalized Video to Your Content Marketing Mix”

Planned Research

- Developing a multichannel content strategy
- Identifying the best emerging content types
- Creating content optimized for search
- Differentiating your brand with podcasts
**Content Marketing Operations**

Content marketing must be based on a solid strategy and understanding of best practices, but also be designed to operate at scale. Modern marketing leaders must understand how to build the optimal content marketing team possessing the essential content skills. They must also know what tools and technologies are best-aligned to support the unique needs of their organization.

**Questions Your Peers Are Asking**

- How should I organize and operate large-scale content programs?
- How should I structure my content team and external resources?
- What tools and technologies best support content marketing?

**Recommended Content**

- “Content Marketing Organization Structure Showcase”
- “Content Marketing Agencies — Finding the Right Partner”
- “Magic Quadrant for Content Marketing Platforms”

**Planned Research**

- Content operations technologies
- Maximizing use of staff for content production at scale
- Content marketing production process improvements
- AI-assisted and generative content creation
Content Marketing Strategy

Effective content marketing begins with an intelligent, data-driven, insight-informed content marketing strategy. Marketing leaders must establish and articulate clear and compelling strategies or risk consuming valuable marketing resources on a loosely connected and disjointed suite of tactics. Well-designed content marketing strategies help marketers understand key audiences, how content fits within the context of their experience, and how to prioritize content marketing resources and initiatives.

Questions Your Peers Are Asking

• How do I create a content marketing strategy?
• What are the best approaches to gathering insight that informs content strategy?
• How do I align and prioritize content marketing strategy to my most relevant audiences?

Recommended Content

• “4 Steps to a Results-Driven Content Marketing Strategy”
• “Insight-Driven Content: Using Quantitative Data to Inform Content Strategy and Creation”
• “Micronarrative Messaging: Content Marketing in the Age of Many Stories”

Planned Research

• Connecting content strategy to execution
• Continuous calibration of content strategy
• Aligning content strategy with personas and segments
• Insights on content strategy development process
**Suggested First Steps**

- **“Maturity Model for Content Marketing”** — Use Gartner’s best practices to see what your team is doing right and to pinpoint skills, processes and tools to improve content marketing results.

- **“4 Steps to a Results-Driven Content Marketing Strategy”** — Use these four elements to focus your content marketing efforts to gain buy-in and deliver results.

- **“A Blueprint for B2B Content Marketing Success”** — Learn how to optimize content for today’s B2B buyers — our recent study found that only a third of marketers could articulate a concrete business impact from their content marketing efforts.
Essential Reading

• “Content Marketing Agencies — Finding the Right Partner” — Learn to take advantage of the vibrant and evolving landscape of content marketing agencies to support and improve content marketing initiatives.

• “Going Atomic — Develop Dynamic, Relevant Content to Better Meet Customers’ Expectations” — Use this research to deliver more effective, relevant content to meet customers’ increasing demands for customized experiences.

• “Magic Quadrant for Content Marketing Platforms” — Use this research to find a content marketing platform that drives efficiency and results.
Tools & Toolkits

- “Content Marketing Agencies — Finding the Right Partner” — Learn to take advantage of the vibrant and evolving landscape of content marketing agencies to support and improve content marketing initiatives.

- “Going Atomic — Develop Dynamic, Relevant Content to Better Meet Customers’ Expectations” — Use this research to deliver more effective, relevant content to meet customers’ increasing demands for customized experiences.

- “Magic Quadrant for Content Marketing Platforms” — Use this research to find a content marketing platform that drives efficiency and results.

- “Ignition Guide to Aligning B2B Content to the Buyers’ Journey” — Use this guide to evaluate your existing content portfolio against its potential to answer customer questions and create content deliverables aligned to customers’ buying journey stage.
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