# CONTENT MARKETING Landscape

## Home & Garden

Content marketing builds awareness, creates credibility, generates leads and drives sales for brands. Brandpoint surveyed marketing pros across the home and garden industry about the role content is

playing in their marketing plans.

#### MARKETING PLANS

Companies with a content 56% marketing strategy or building one.

Companies without a 44% documented content marketing strategy.

26% Building Plan CONTENT 44% STRATEGY No Plan 30% Have Plan

### **PRODUCING RESULTS**

Outcomes companies want from content marketing

**Educate Customers** Generate Leads

**Build Brand Awareness** 

64%

Raise SERP + Ranking

51%

Increase Website Traffic

**Grow Social Media Engagement** 

44%

Create Thought Leadership

**Generate Social Media Sharing** 

35%

Increase Time on Site

30%

Sign Up Newsletter Subscribers 18%

IMPORTANT

+ SERP = Search Engine Results Page

# BIG3

64%

68%

46%

IN THE MIX

## OPENING THE TOOLBOX

53%

## Content marketing tactics that work best



## 66%

Social Media Content

61% Website Content

52%

Blogs

39% **Email Marketing** 

30%

Videos

E-Newsletters

Articles

30%

26%

22% Contests/User Content

**In-Store Events** 

17%

15%

**Infographics** 

13%

Online Publications

13% Case Studies/Reports

6% Webinars/Webcasts

4% Apps

^Percentage of respondents ranking tactic as their #1 or #2 content marketing format Top 5 Tactics to Invest More In

#### 39.1% 30%



Content



Content







69%

Blogs

65%

Video

60%

#### Top 5 social media outlets for distributing

**GOING SOCIAL** 



content and engaging prospects\* 32% Tube

fouTube 184 zzno **Pwitter** STREAMLINING THE PROCESS

Delivering How-To and Instructional Content

Website Content

Articles 35% Social Media Content

39%

#### ROADBLOCKS 82% Not Enough Time

65%

#### What makes content marketing a challenge?\*

36% PICKING 23% **PROVIDERS** 

Actual Writing / Content Samples 77%

68%

23%

Proof that a content marketing provider knows their stuff\*

50% Relevant Case Studies Availability of Content Strategy Services 45%

Experience / Years in Business 32% 27% List of Client Successes Client Testimonials

46% Need More budget

Short on Staff

Proving ROI No Strategy in Place

GETTING HELP

41%

strategy, development and distribution services.

Content marketing services most needed\*

> 82% Content Development / Creation 77%

**Quality Writing** 

Content Strategy 64%

Good Customer Service 50% Low Price 45%

Comprehensive Reporting

Content Distribution 37%

**Brandpoint** 

\* Percent of respondents naming item in their top 3

http://www.brandpoint.com Brandpoint is a leading content marketing agency providing content