

The

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.

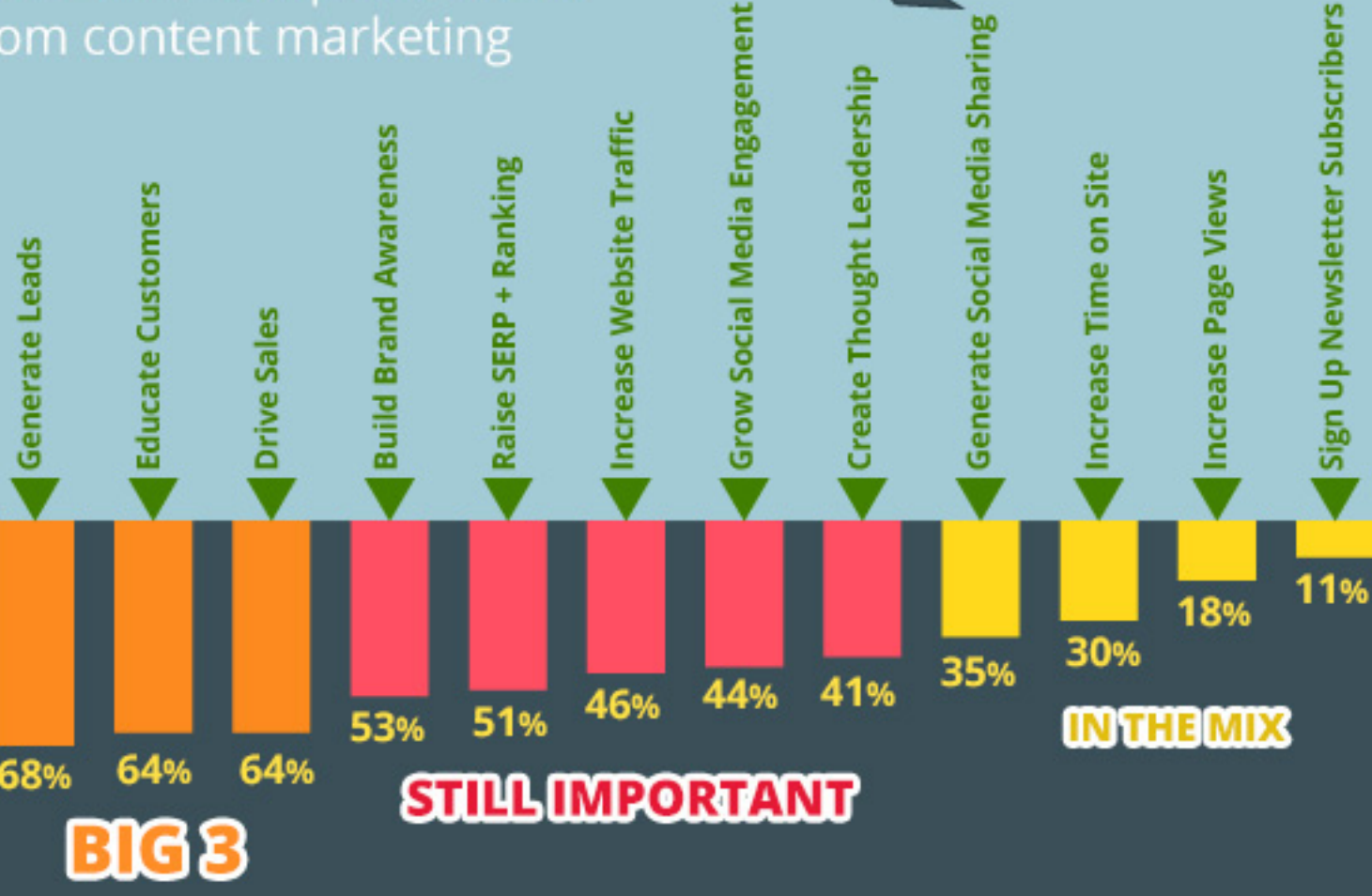
MARKETING PLANS

- 56%** Companies with a content marketing strategy or building one.
- 44%** Companies without a documented content marketing strategy.



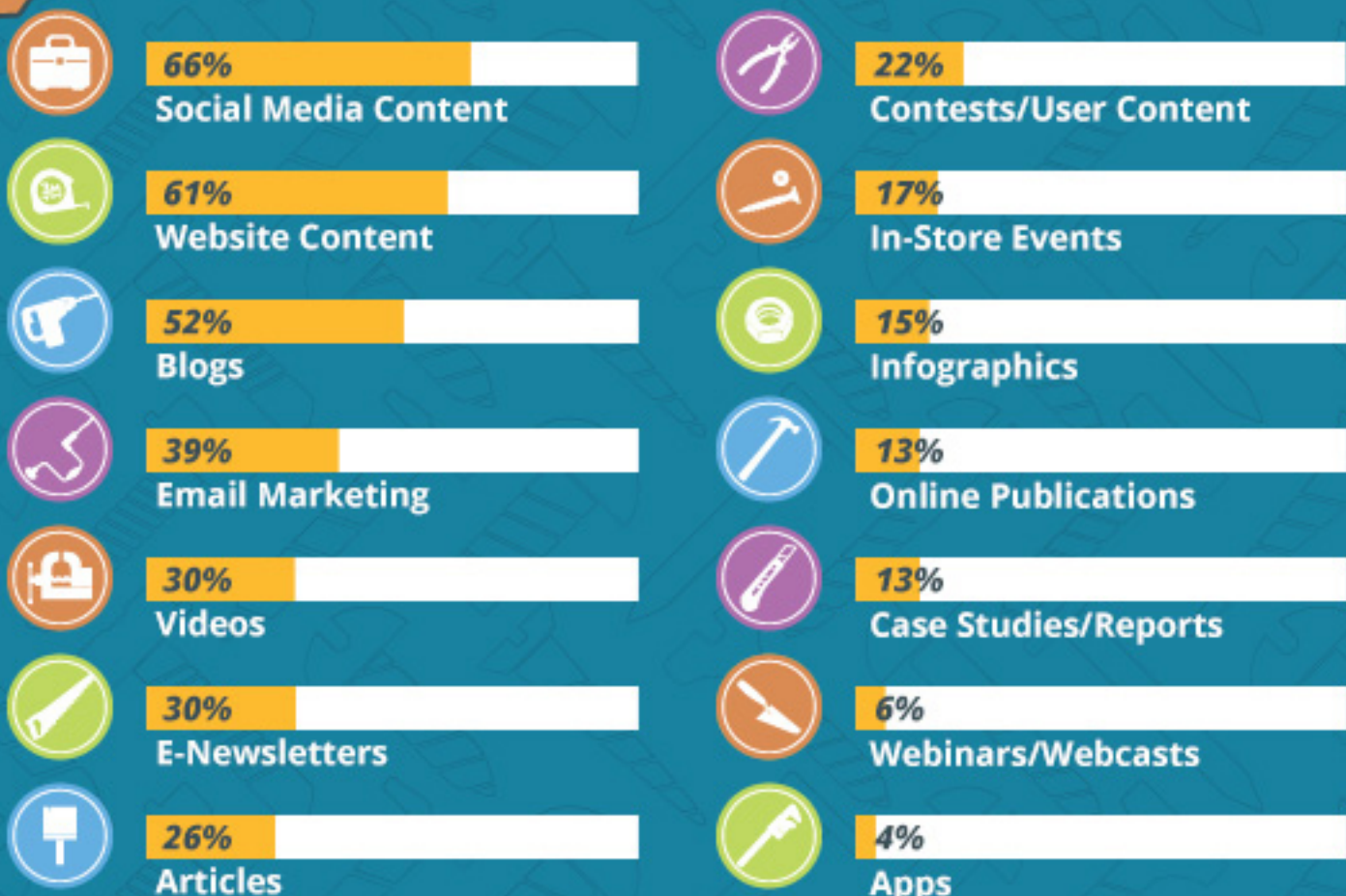
PRODUCING RESULTS

Outcomes companies want from content marketing



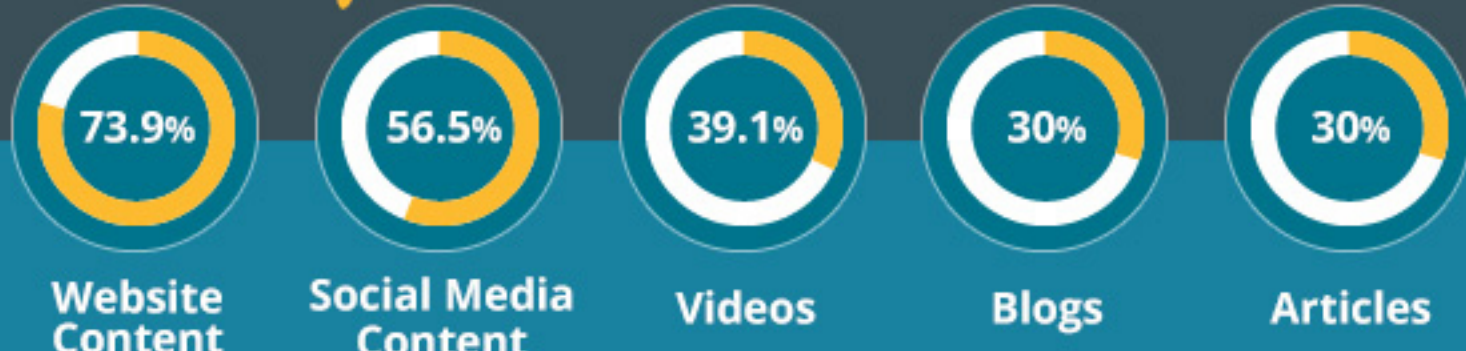
OPENING THE TOOLBOX

Content marketing tactics that work best



^Percentage of respondents ranking tactic as their #1 or #2 content marketing format

Top 5 Tactics to Invest More In



GOING SOCIAL



Top 5 social media outlets for distributing content and engaging prospects*

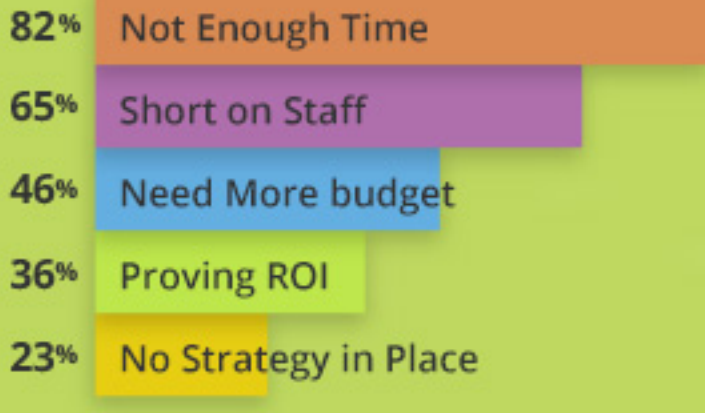
Top 5 Tactics for Delivering How-To and Instructional Content



STREAMLINING THE PROCESS

ROADBLOCKS

What makes content marketing a challenge?*



PICKING PROVIDERS

Proof that a content marketing provider knows their stuff*



GETTING HELP

Content marketing services most needed*



* Percent of respondents naming item in their top 3