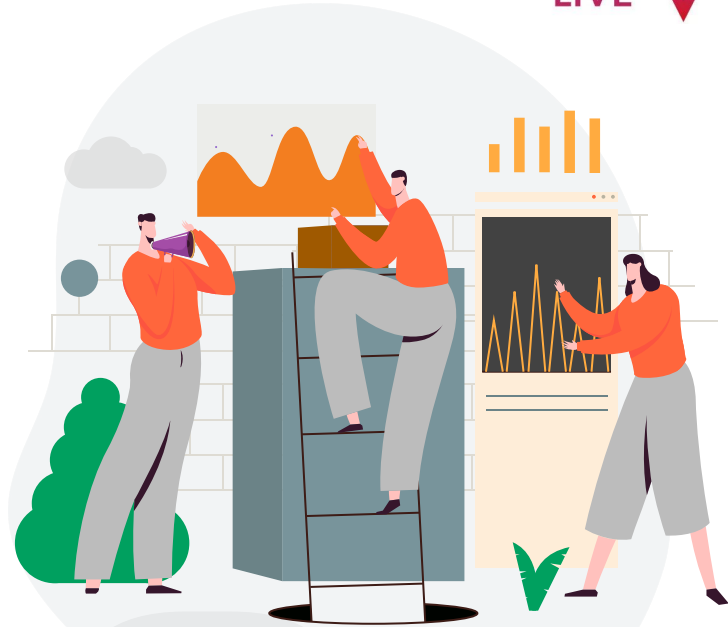


The State of **Content Marketing Global**

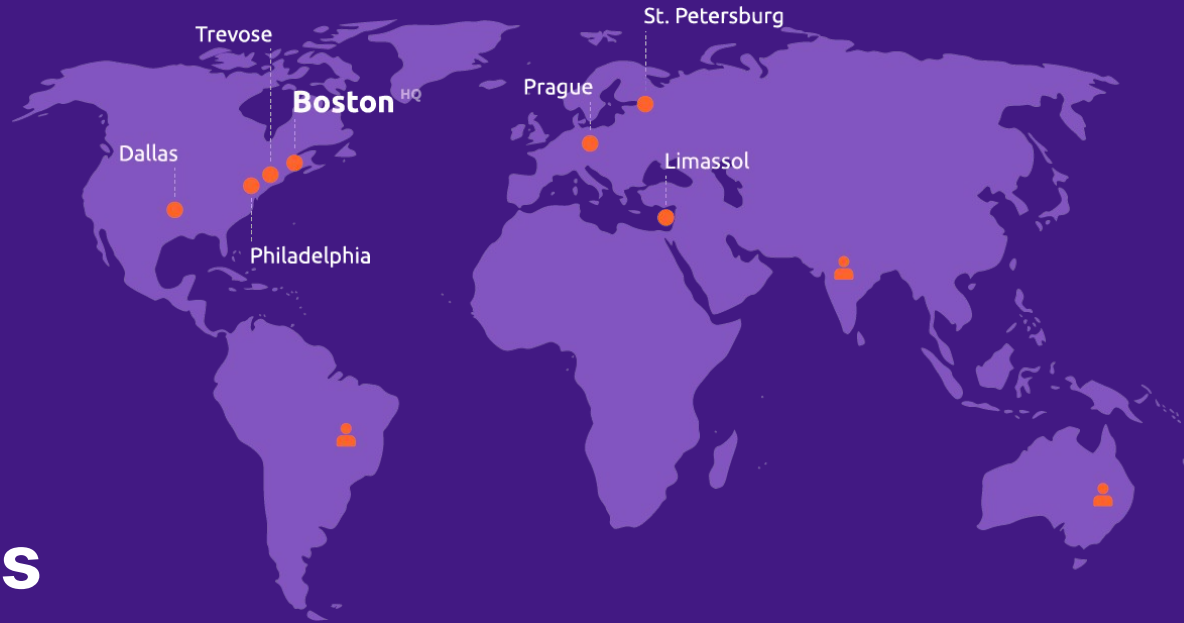
Fernando Angulo



Semrush – leading online visibility management and content marketing **SaaS Platform**



12 Years
7M Users
7 Offices
1000+ Semrushers



The State of Content Marketing Global

by Fernando Angulo
Head of Communications at Semrush

 @Fernando1Angulo



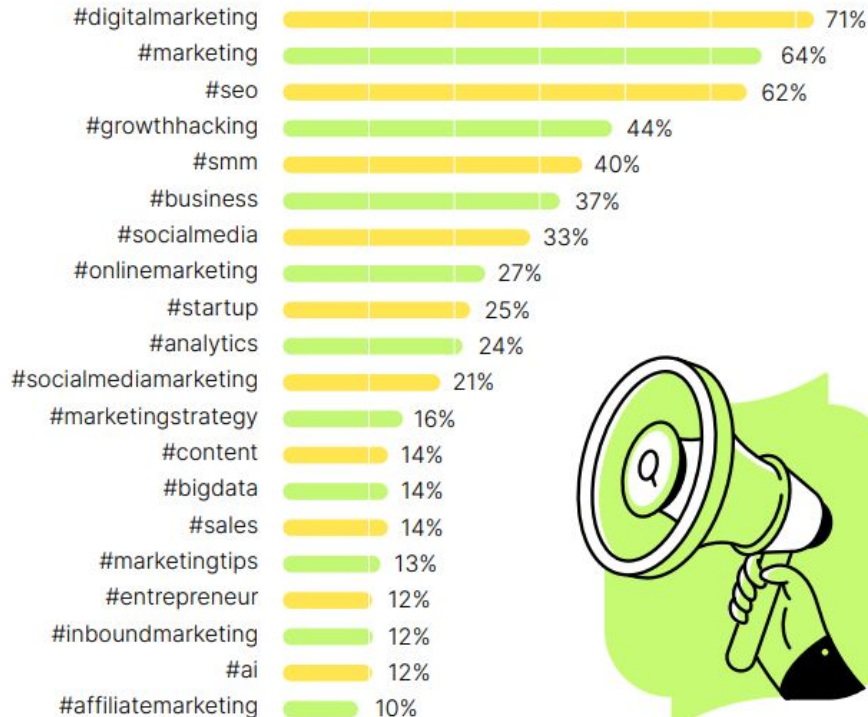
The State of Content Marketing 2021

We analyzed:

- **600 000+ tweets,**
- **Hundreds of thousands of search queries,**
- **1,200,000+ blog posts.**

Surveyed 1,500+ marketers across the globe.

Top 20 Hashtags Used with #contentmarketing



To create the present report, we leveraged data from the following SEMrush tools:



Content Marketing Platform

a unique set of tools covering the whole content marketing workflow, from content ideation, creation and management to optimization and performance measurement.

Discover the platform →



Traffic Analytics

a quick way to get information about any website's traffic channels, geographic distribution, visitor behavior, etc.

Learn more →



Keyword Magic Tool

an easy-to-use keyword research tool that provides all the data you need to start an effective SEO or PPC campaign.

Discover the tool →



Social Media Tracker

an advanced solution for social media analytics and competitive research.

Try it now →

Content Marketing Trends 2020

Top 20 Topics Discussed with #contentmarketing

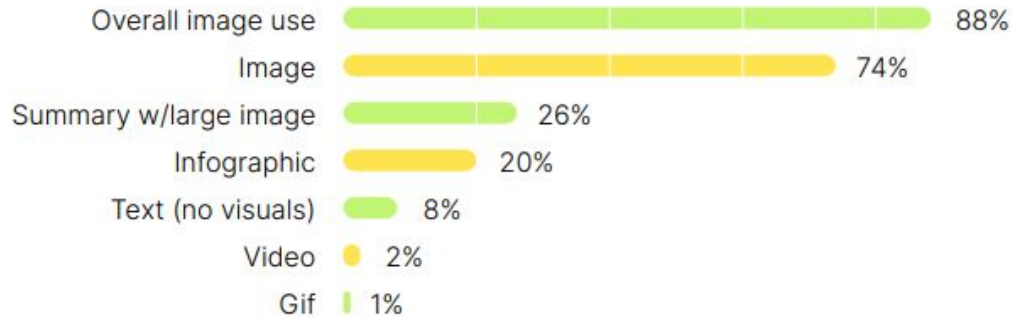


What we did:

We used a mixture of machine learning and human expertise to analyze the topics (key themes) that were discussed in the most popular tweets (20+ retweets) published between January and September 2020 with the #contentmarketing hashtag.

The Usage of Links and Visual Content in Tweets with #contentmarketing

The Usage of Visual Content in the Analyzed Tweets



The Usage of Links in the Analyzed Tweets



Top 20 Content Marketing Influencers on Twitter



1 @NealSchaffer

2 @BenKamauDigital

3 @MikeSchiemer

4 @jeffbullas

5 @LindaGrass0

6 @JoePulizzi

7 @RebekahRadice

8 @BrennerMichael

9 @janetmachuka_

10 @MartinAButters

11 @JonathanAufray

12 @apolineadiju

13 @crestodina

14 @iamjony94

15 @Nitish_Sharma23

16 @lilachbullock

17 @Robert_Rose

18 @jeffsheehan

19 @PamMktgNut

20 @heidicohen

Top 20 Google Search Queries Related to Content Marketing

keyword	keyword
1 content marketing strategy 9,900	10 content marketing manager 2,400
2 content marketing agency 5,400	11 seo content marketing 1,900
3 content marketing examples 5,400	12 types of content marketing 1,900
4 content marketing institute 5,400	13 content marketing jobs 1,600
5 content marketing definition 3,600	14 content marketing tools 1,600
6 content marketing plan 3,600	15 content strategy example 1,600
7 content marketing services 2,900	16 content advertising 1,300
8 digital content marketing 2,900	17 content marketing blog 1,300
9 b2b content marketing 2,400	18 content marketing companies 1,300
	19 content marketing funnel 1,300
	20 social media content marketing 1,300

Top 20 Questions about Content Marketing Asked on Google

question

- 1 what is content marketing
- 2 why is content marketing important
- 3 what is content marketing strategy
- 4 how to content marketing
- 5 how to develop a content marketing strategy
- 6 how to write content marketing
- 7 what is content marketing in seo
- 8 what is b2b content marketing
- 9 how to measure content marketing success

question

- 10 what does content marketing mean
- 11 what is visual content marketing
- 12 how much do content marketers make
- 13 how to create content for affiliate marketing
- 14 what is content syndication in digital marketing
- 15 what is interactive content marketing
- 16 what makes good content marketing
- 17 how content marketing helps
- 18 how content marketing is changing the game
- 19 how to create a content marketing calendar
- 20 how to get started with content marketing

Key Takeaways:

01



It takes a **strong strategy** to do content marketing well.

02



Businesses are looking for new ways to promote themselves on social media.

03



The ties between SEO and content are getting stronger.

Key Takeaways:

04



Analytics and technology are getting serious.

05



Automation and outsourcing are here.

06



Everybody likes visuals.

Most Expensive Keywords

Top 20 Most Expensive Keywords in the Content Marketing Industry

keyword	Avg.CPC (USD)	keyword	Avg.CPC (USD)
1 content strategy conferences 2020	20.76	10 b2b content marketing stats	11.07
2 b2b content marketing agency	19.91	11 saas content marketing agency	10.58
3 content strategy conferences	19.12	12 magic quadrant for content marketing platforms	10.54
4 account based content marketing	18.27	13 healthcare content marketing agency	9.77
5 linkedin content marketing strategy	17.00	14 linkedin content marketing	9.66
6 linkedin content marketing score	12.98	15 enterprise content management market size	9.07
7 content marketing analytics tools	12.86	16 b2b content marketing trends 2020	8.92
8 content marketing for b2b companies	11.55	17 b2b content marketing 2020	8.66
9 b2b content marketing platform	11.33	18 b2b content marketing funnel	8.24
		19 b2b content marketing trends	8.14
		20 keyword research for content marketing	7.11

Key Takeaways:

01



The pandemic didn't extinguish the interest in **content strategy** conferences.

02



B2B companies are interested in **automating and outsourcing** their content creation.

03



There's a **strong demand** for solutions that can streamline keyword research and analytics.

Anatomy of Performing Content

Longreads

- Long texts (3000–7000 words) get x2 pageviews and 24% more shares than articles of average length (900–1200 words).
- **7000+ word** articles drive almost **4x more** traffic than articles of average length (900–1200 words).
- Short posts (300–900 words) gain **21% less traffic** and 75% less backlinks than articles of average length (900–1200 words).
- Short articles (300–600 words) are shared **3x less** often than longreads of 7000+ words.



Visual Content

- Posts with one image get twice as much traffic as posts containing text only. These also get 30% more shares and 25% more backlinks.
- Posts with 7+ images **get X4 more traffic** than articles containing just text.
- Posts that don't contain a video get 92% less traffic and 24% less shares than posts with at least one video.



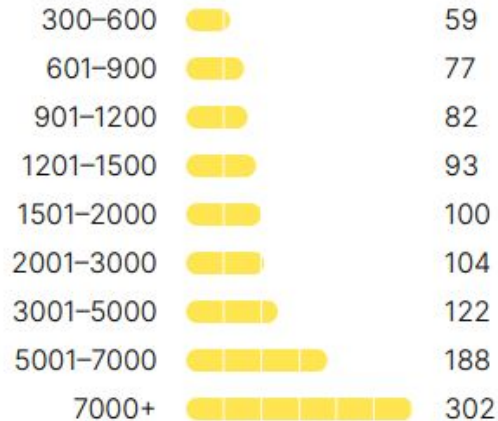
Longreads

- Long texts (3000–7000 words) get twice as many pageviews and 24% more shares than articles of average length (900–1200 words).
- 7000+ word articles are absolute leaders in terms of content performance, as they drive almost 4 times more traffic than articles of average length (900–1200 words).
- Short posts (300–900 words) gain 21% less traffic and 75% less backlinks than articles of average length (900–1200 words).
- Short articles (300–600 words) are not shared at all 3 times more often than longreads of 7000+ words.

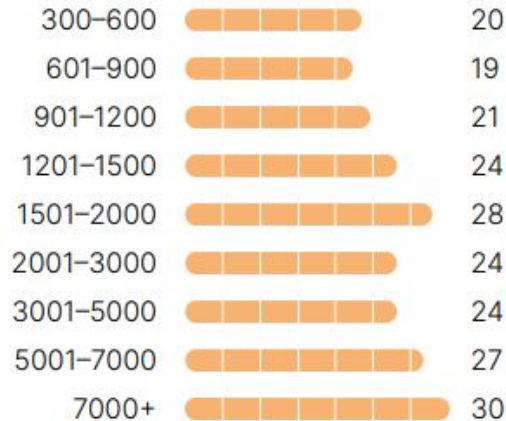


Content Length Impact on Performance

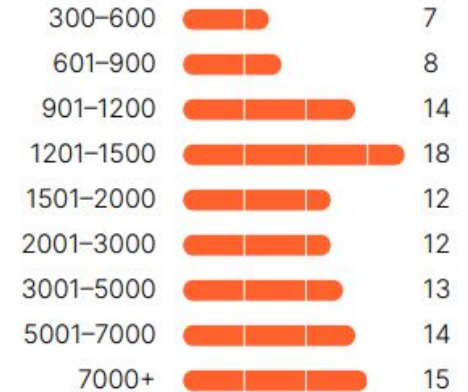
Avg. Unique Pageviews



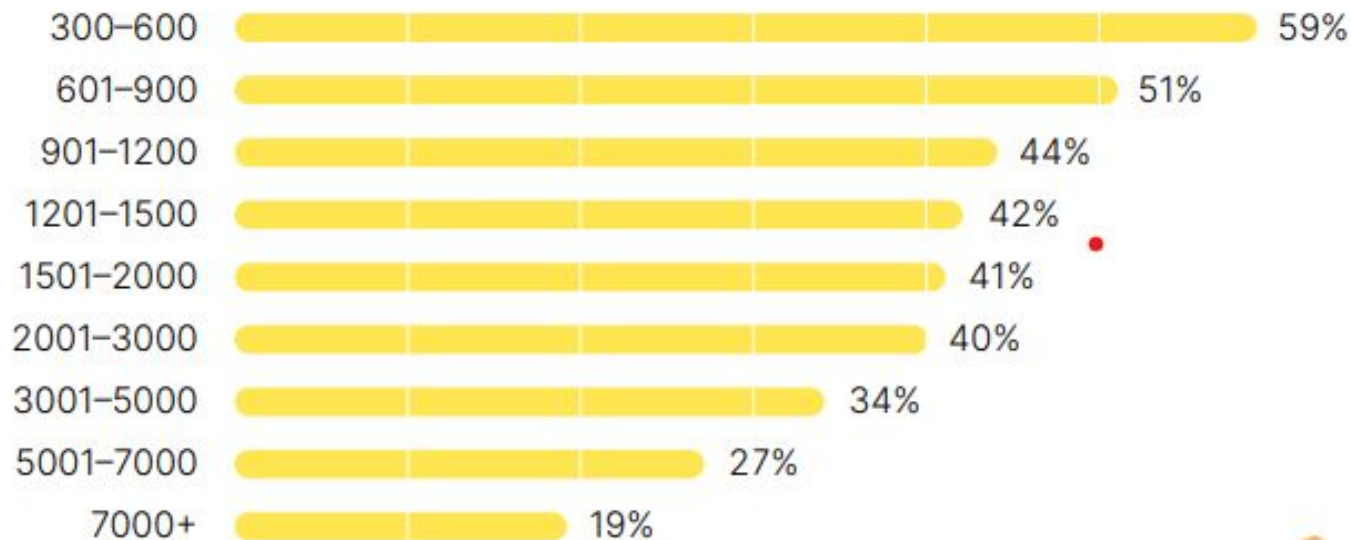
Shares



Backlinks



Non-Shared Articles By Length

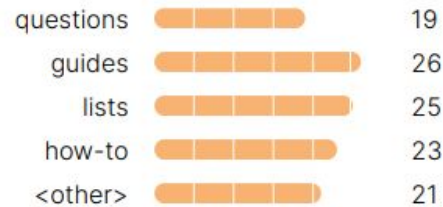


Headline Type Impact on Performance

Avg. Unique Pageviews



Shares



Backlinks

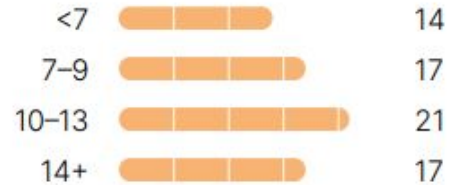


H1 Length: Impact on Performance

Avg. Unique Pageviews



Shares



Backlinks



Distribution of Heading Depth by Performance

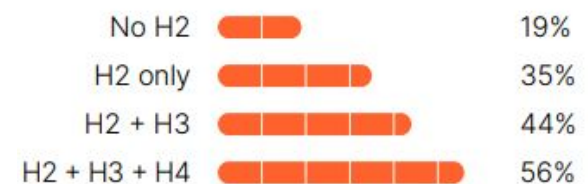
Low performance



Medium performance



High performance



Number of Lists: Impact on Performance

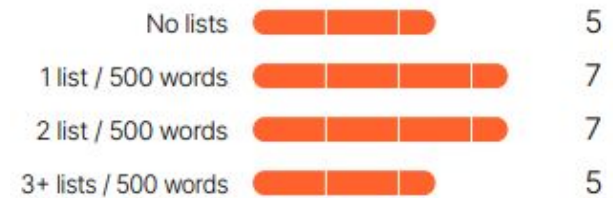
Av. Monthly Unique Pageviews



Shares

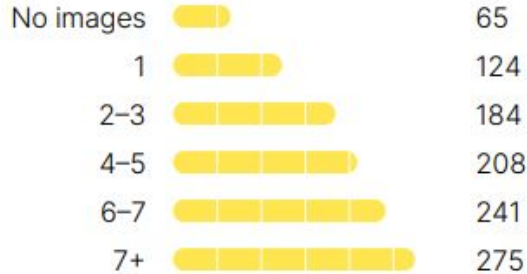


Backlinks

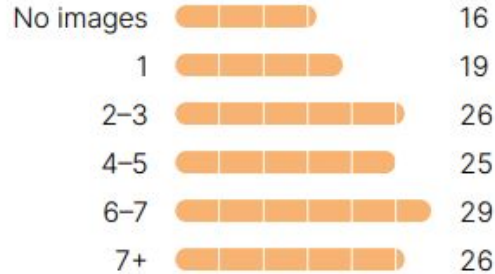


Number of Images Impact on Performance

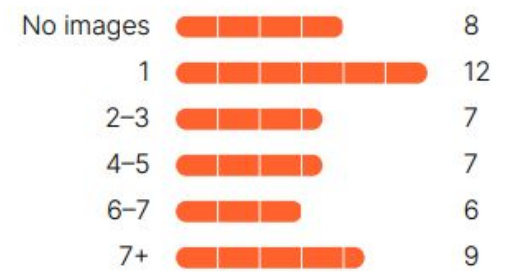
Av. Monthly Unique Pageviews



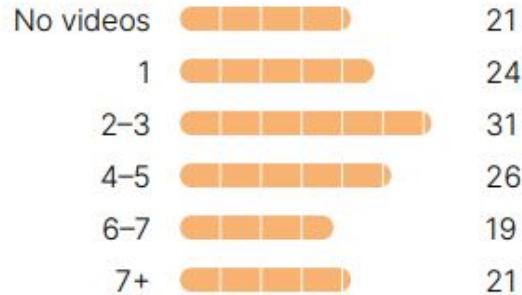
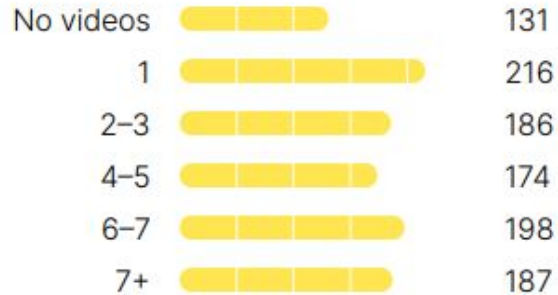
Shares



Backlinks



Number of Videos Impact on Performance



Backlinks



Key Takeaways:

01



Longreads are the best traffic drivers.

02



Explanatory headlines look more attractive.

03



A clear structure makes your content better.

Key Takeaways:

04



Visuals are great for increasing engagement.

05



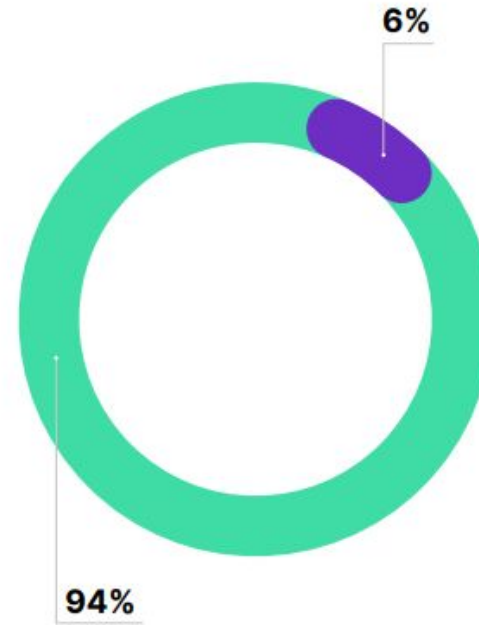
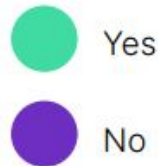
Lists can increase your number of readers.

Content Marketing in 2020: Survey



Use of Content Marketing

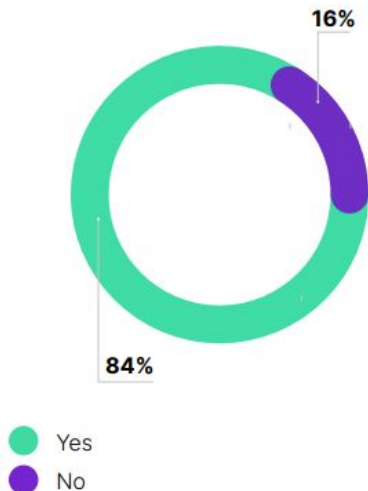
Are you using
content marketing
as an approach in
your company?



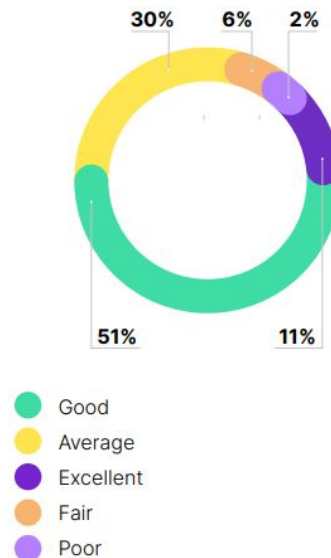
Strategy and Budget



Does your company have a content marketing strategy?



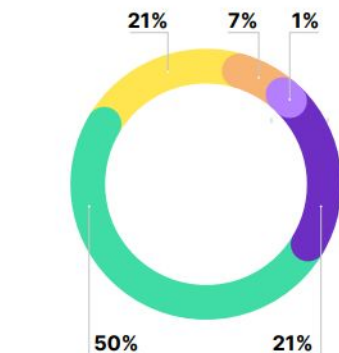
How would you evaluate the performance of your content marketing strategy in 2020?



Strategy and Budget



How would you evaluate your company's content marketing success in 2020 compared with 2019?



- More successful
- Same
- Much more successful
- Less successful
- Much less successful

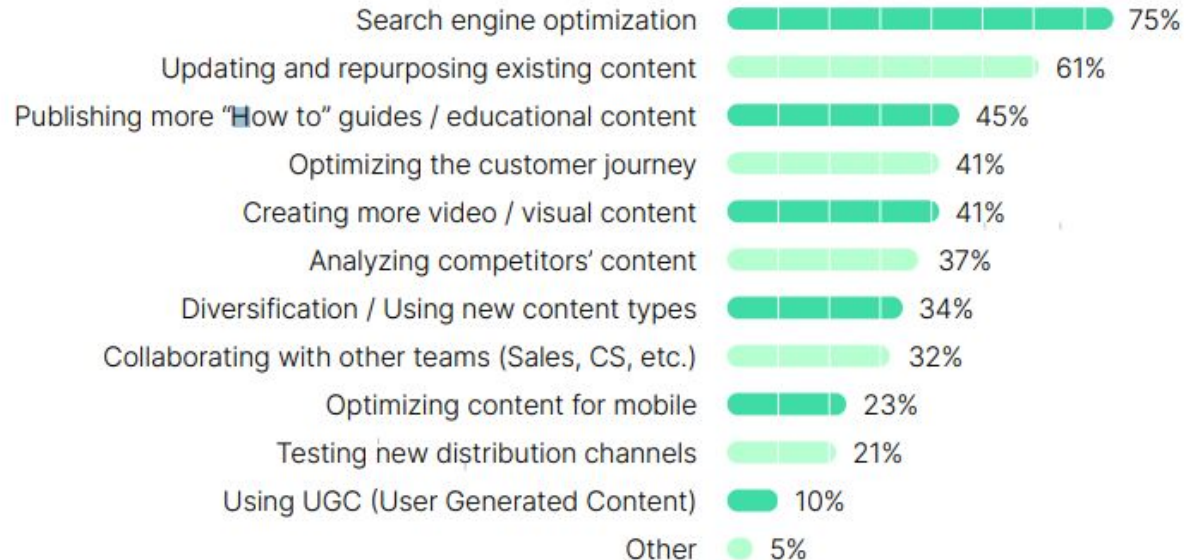
How would you rate your content marketing strategy's maturity / complexity?



- Promising
- Young
- Advanced
- Mature
- First steps

Strategy and Budget

What are the most efficient content marketing tactics implemented by your team in 2020?

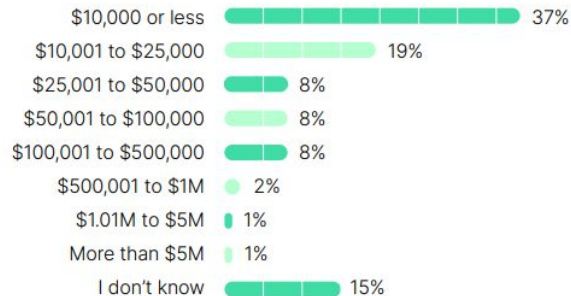


Strategy and Budget

What priority goals do you plan to achieve through content marketing in 2021?



How much did your company spend on content marketing in 2020?



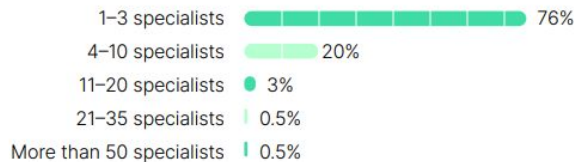
Strategy and Budget

How do you expect
your content
marketing budget
to change in 2021?

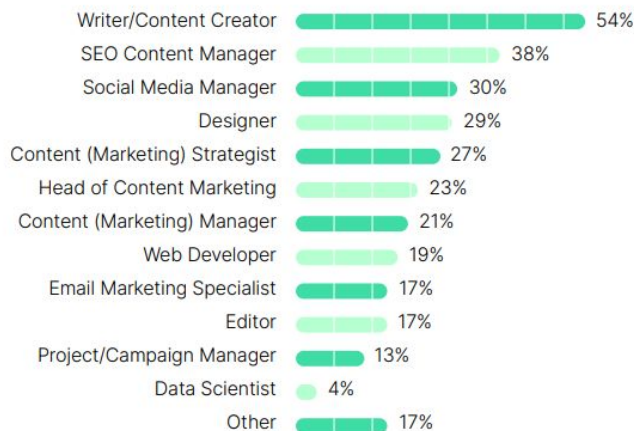


Content Marketing Team

How many people do you have in your content marketing team?

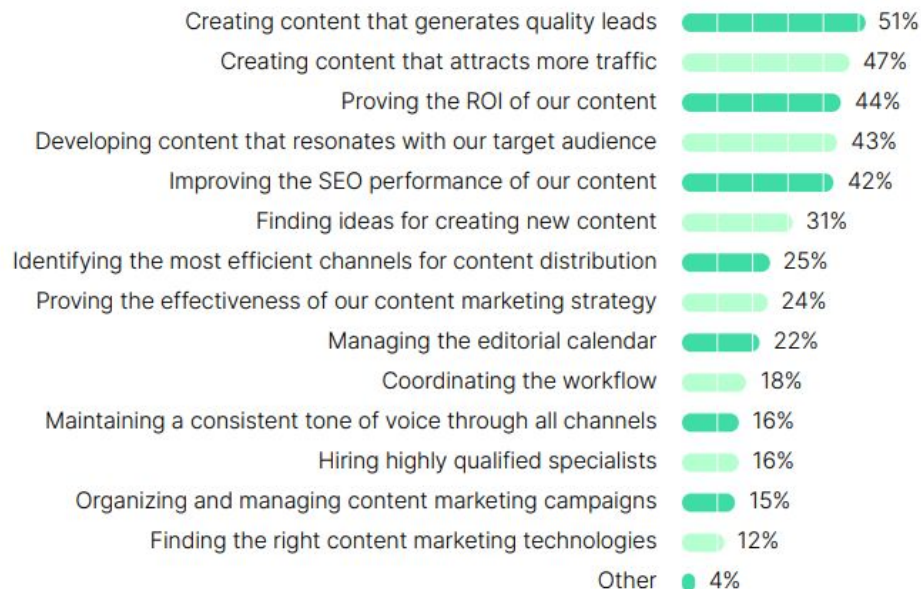


Which specialists are working in your content marketing team?



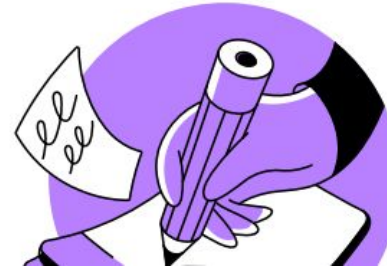
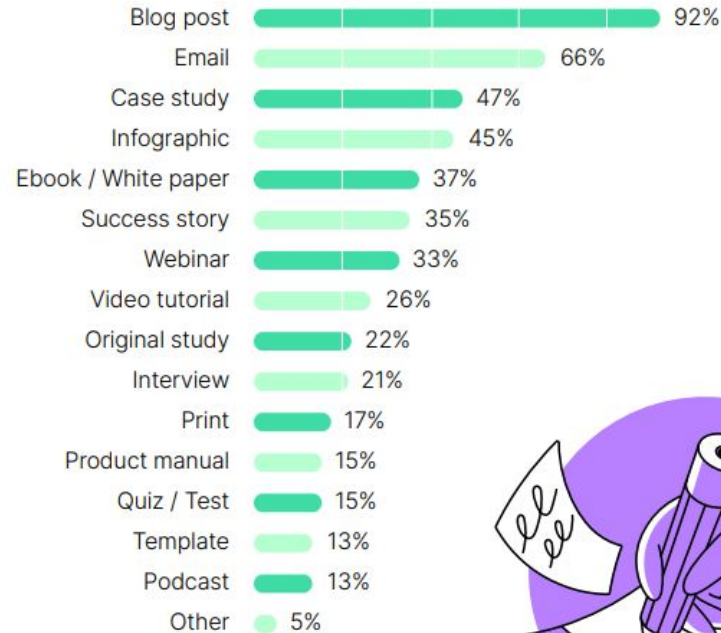
Content Marketing Team

What are your team's top content marketing challenges?



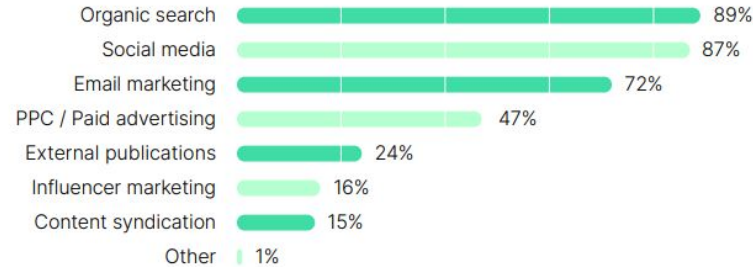
Content Creation and Distribution

What types of content do you produce?

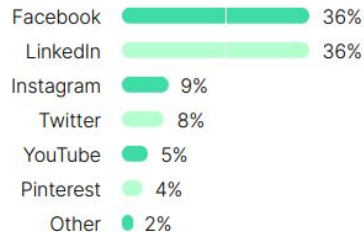


Content Creation and Distribution

Which channels are you using for content distribution?

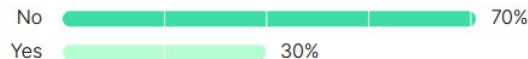


What social media is the most effective for content distribution?

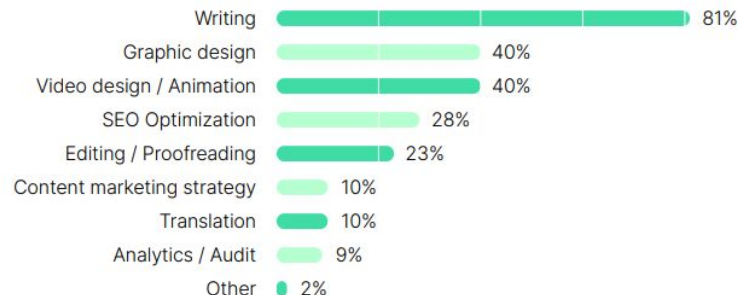


Content Creation and Distribution

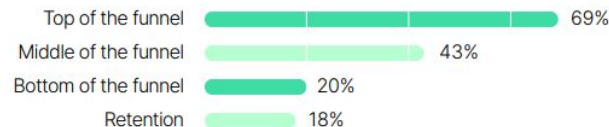
Do you outsource content creation?



Which of the following content-related services are you outsourcing?



What funnel stages have you created the most content for in 2020?

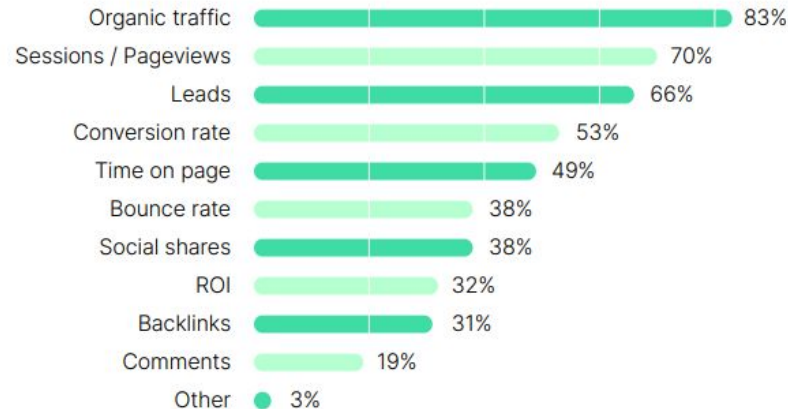


Content Measurement

Do you measure your content marketing strategy success?



What are the key metrics you use to measure your content success?



Content Measurement

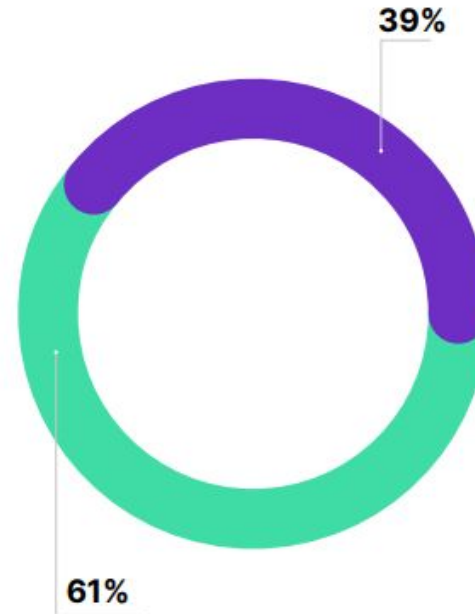
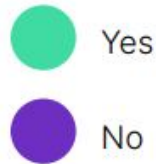
How often do you conduct content audits?





Content Measurement

Does your company
measure content
marketing ROI?



Key Takeaways:

01



Building a perfect strategy isn't easy.

02



Content should drive traffic and leads.

03



Businesses expect a lot from their content.

Key Takeaways:

04



Small teams achieve big goals.

05



The challenges are being addressed with technology.

06



Educating is the key to success.

A photograph of three people in an office setting, overlaid with a semi-transparent orange filter. On the left, a man with dark curly hair is looking down at a tablet. In the center, a woman with long blonde hair is smiling and looking at the tablet. On the right, a man with glasses and short brown hair is also looking at the tablet. They are all dressed in casual business attire. The background shows office shelves with binders and a container of pens.

Top Required Skills

Top 10 Skills Required in the Content Marketing Industry



Top 5 Soft Skills Required in the Content Marketing Industry



Key Takeaways:

01



Social media and SEO are the key content marketer skills.

02



You'll have to build an informed strategy.

03



Strong leaders are always in demand.

How to Benefit?



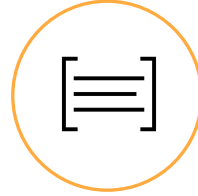
Identify keywords

Identify relevant keywords and topics. Search for non-branded search terms, especially with lower volume and high relevance



Create content

Get the best expertise to answer these queries and create informative content



Optimise your snippet

Change the copy, increase the number of customer reviews and implement the star rating.



Analyze relevant SERP features

Analyze local pack, featured snippets, knowledge panel, PAA, carousels, etc



Maximize real estate in SEPR

Your presence is not only your snippet, it's your social pages, forums, work of your PR team

Key Takeaways:

01



Users are driving the conversation and intrusive irrelevant ads don't work anymore

02



Always think of the **distribution channels** before creating the content. If it's text, then it's Google

03



Create content with users & search engines in mind from the first word.

Key Takeaways:

04



Aim for text that is **800 words long**, reading level should be **above plain language**. Reading time **3 minutes**.

05



Visibility of your content in search is a collective effort of all marketing team members.

06



Look for low hanging fruit
– long tail keywords

The State of Content Marketing Global

by Fernando Angulo
Head of Communications at Semrush

 @Fernando1Angulo





Get the full report

<https://www.semrush.com/state-of-content-marketing/>

