

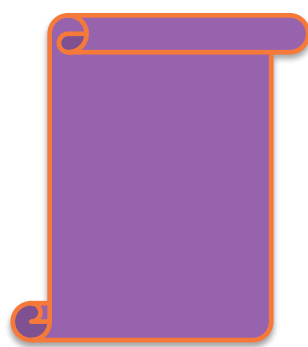


WHAT YOU NEED TO KNOW

About Content Marketing In Australia 2016

Whether you're a marketer in Australia, or just looking to see what's happening around the globe, it's interesting to see how Australia approaches their content marketing. With the comprehensive report **Content Marketing in Australia 2016: Benchmarks, Budgets, and Trends** by Content Marketing Institute and ADMA we can now see into the minds of Australian marketers. Here are the most important stats you need to know from this industry leading report.

81%
OF ORGANISATIONS USE
CONTENT MARKETING

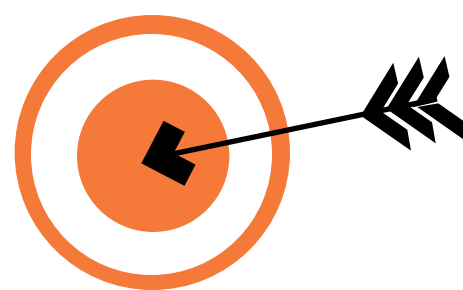


46% OF MARKETERS HAVE
**A DOCUMENTED
CONTENT MARKETING
STRATEGY***

*UP FROM 37% LAST YEAR

AUSTRALIAN MARKETERS
USE AN AVERAGE OF
**13 DIFFERENT CONTENT
MARKETING TACTICS**

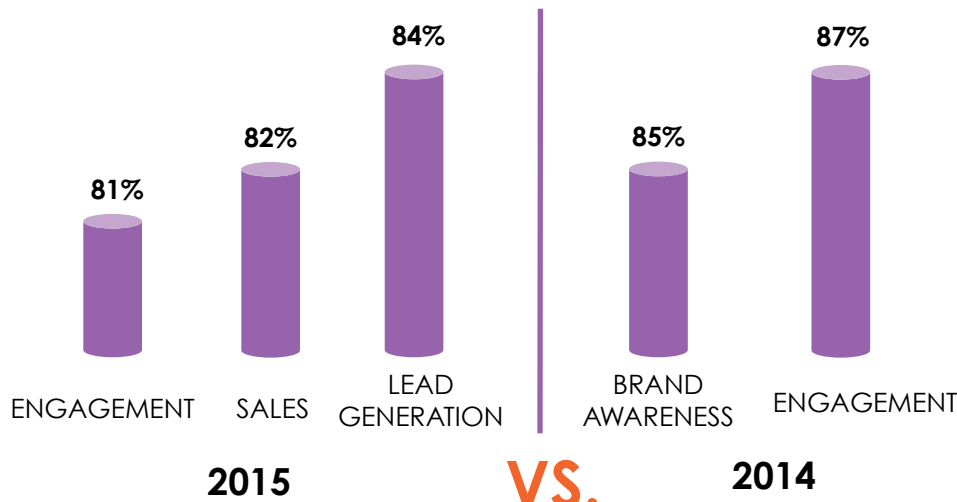
**45% OF MARKETERS
WITH A STRATEGY
SAY THEIR CONTENT
MARKETING IS
EFFECTIVE**



THEIR FAVOURITE TACTIC IS
**IN PERSON
EVENTS***

*WITH 72% SAYING IT'S THE
MOST EFFECTIVE TACTIC

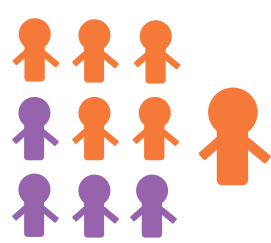
MOST IMPORTANT
CONTENT GOALS



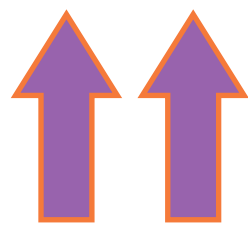
6

THE AVERAGE NUMBER OF
**SOCIAL PLATFORMS
MARKETERS USE**

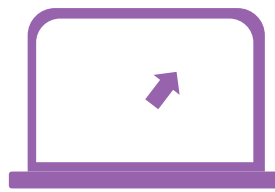
6 OUT OF 10
CLASSIFY LINKEDIN
AS AN 'EFFECTIVE'
SOCIAL PLATFORM



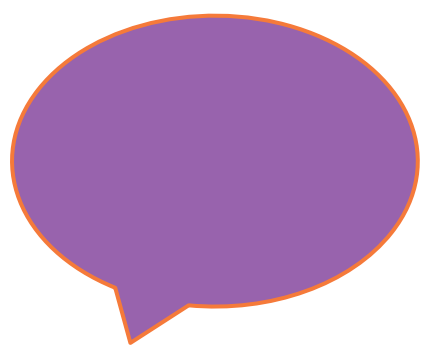
MARKETERS USE AN
**AVERAGE OF 4
PAID PROMOTION AND
DISTRIBUTION
METHODS**



THE EFFECTIVENESS OF
**INSTAGRAM
INCREASED BY 14%**
AS COMPARED TO LAST YEAR



69% OF MARKETERS USE
**SEARCH ENGINE
MARKETING**



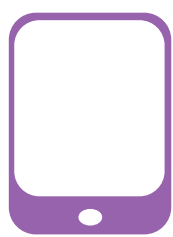
84%

HAVE THE TOP PRIORITY OF
**PRODUCING
ENGAGING CONTENT**
IN 2016

This directly relates to the fact that 69% of Australian marketers list 'producing engaging content' as their top challenge. So, it seems they're taking their challenge by the horns and figuring out how to overcome their challenges.

87%

BELIEVE THEY WILL
**PRODUCE MORE
CONTENT**
IN 2016



58%

BELIEVE THEIR
**CONTENT
MARKETING BUDGET
WILL
INCREASE**
OVER THE NEXT 12 MONTHS