

At The Speed Of Life

Fortune 500 CMOs Share Their
Priorities and Challenges For 2014

New study in partnership with The CMO Club





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The times, they are a changin’.

Every day, consumers share millions of pieces of social content a second. To stay relevant, marketers have to become more agile, executing at the speed of life – and this isn’t an easy undertaking. With so much information being created, how do marketers rise above the noise?

At its essence, “content marketing” is about creating and curating content that your current or potential customers find valuable, useful, and shareable. Instead of seeking a hard sell, its primary goal is to establish a relationship that builds trust, awareness, and brand affinity.

That’s a lot to swallow – so to help give some perspective on what 2014 has in store, we partnered with The CMO Club and surveyed over 200 CMOs from Fortune 500 companies around the country. They were asked questions about content marketing, their biggest priorities and challenges for the year, and the best ways to engage their audiences.

What we found mirrors the current state of the industry:

With budgets tightening, the dollars flow to the most effective channel.

Enjoy,

95% of CMOs said...

“

**content marketing
is important to our
business in 2014.**

”



95% said that content marketing is important to their business in 2014.

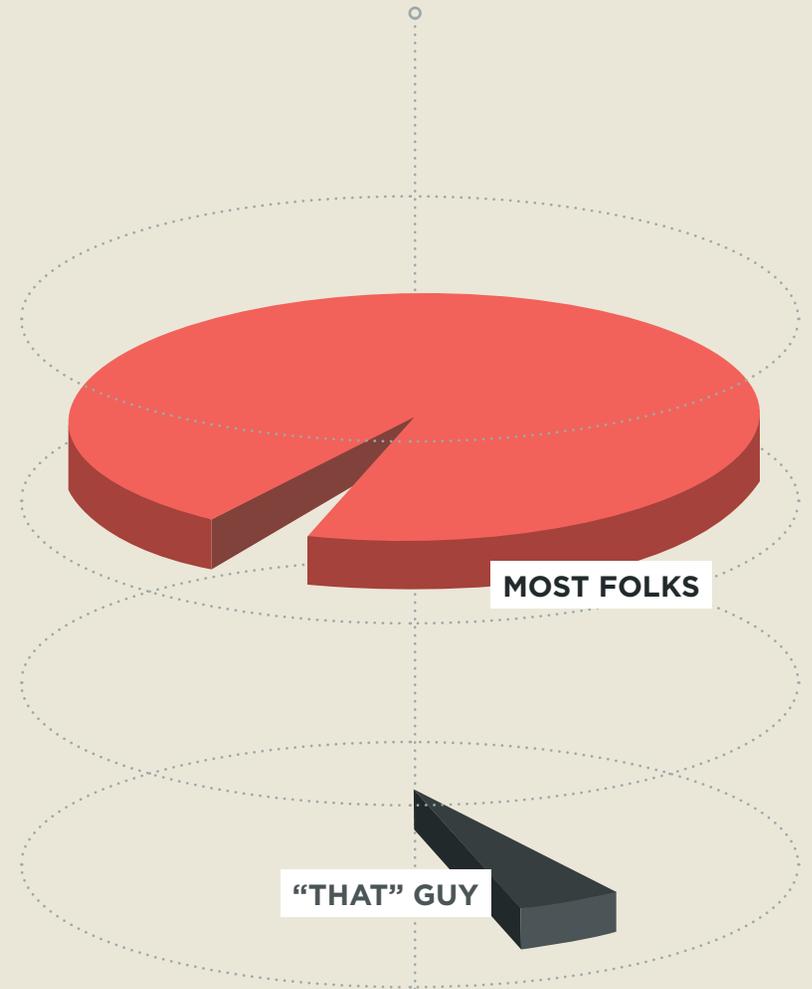
With attention so fractured, it's not surprising that 95% of CMOs surveyed are relying on content marketing to engage their audiences every step of the way. By creating and curating interesting stories and content, CMOs are seeing an increased ROI for their campaigns. As we'll see in the next few charts, not only do the majority of CMOs think this tactic gets results, they're allocating budgets accordingly.

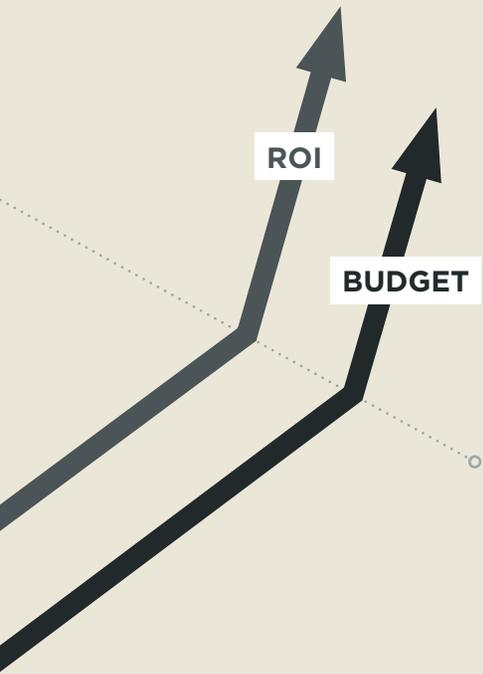


33% of CMOs surveyed put content marketing into the **"extremely important"** bucket of their marketing mix for 2014.



Only 1 CMO out of 200+ claimed it was **"not important at all"** to their business.





66% of all CMOs surveyed expect their content marketing efforts to yield a positive ROI in 2014.



This expected ROI is much higher for B2C companies. (58% vs. 71%)



When asked "What keeps you up at night", 36% of CMOs said "worrying about ROI".



This is much higher (80%+) for business models that included a mix of B2B and B2C.

95% of CMOs believe...

“

creating and finding new, timely, and engaging content is one of my biggest challenges in 2014.

”



95% believe that creating and finding new, timely, and engaging content is one of the biggest challenges in 2014.

Consumers create millions of pieces of social content every minute. For marketers to stand out, they mirror these consumer behaviors by creating content in real-time. As we've seen over the last year with campaigns like DiGiorno, Oreo, and Esurance, marketers who can harness in-the-moment trends are able to boost the engagement and shareability of their campaign.



Over 70% of CMOs surveyed expressed concern about building a strong content marketing program, needing resources to keep up with the latest technology, and finding "a steady stream of relevant, timely content tailored to each stage of our sales funnel."



*99% of B2C marketing leaders rated it important or **extremely important**.*



Almost 25% of CMOs feel their biggest challenge is reaching consumers across digital touch-points.

35.7%

Creating fresh, timely content

24.4%

Reaching consumers across digital touch-points

17.8%

Finding a steady stream of relevant content

17.4%

Understanding how to use social media for content marketing

4%

Other

87% of CMOs say...

“

social media is the most engaging digital medium for serving real time content.

”



87% find social media to be the most engaging digital medium for serving real-time content.

Social media, including Twitter, Facebook, and Instagram, allows marketers to engage directly with their audiences. Because this type of content is easy to use and spreads rapidly, it's not surprising that most CMOs think that new, timely content is best served through social in the moment.

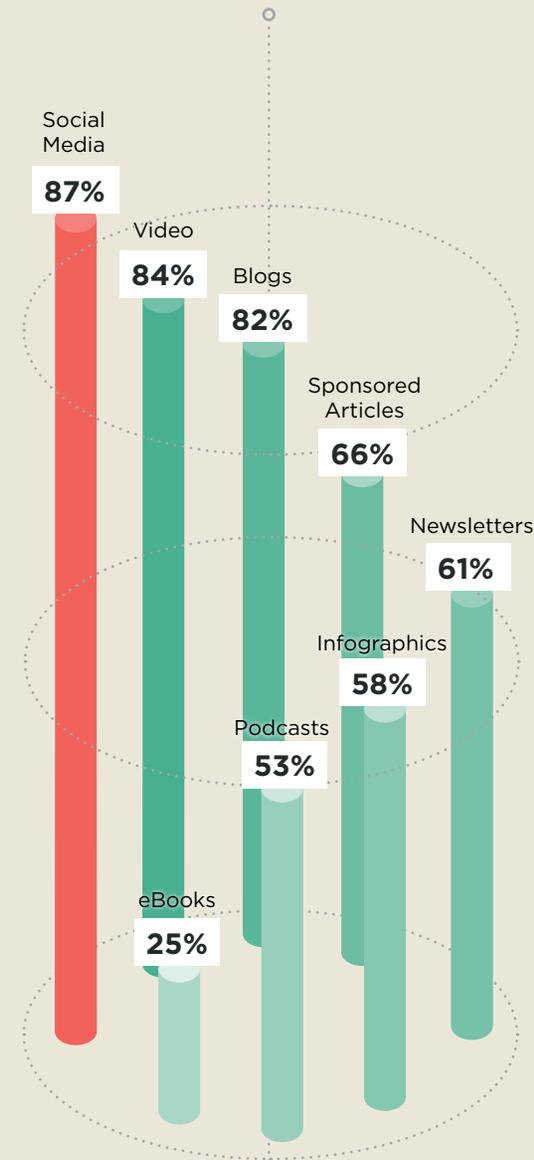
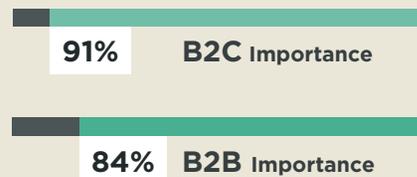


CMOs find social media to be the most engaging digital medium of those listed, above video, blogs, and sponsored articles.



When it comes to getting customers engaged, twice as many CMOs describe social media as **"extremely important"** when compared to alternative tactics like sponsored articles, infographics, and newsletters.

Social Media Importance by Business Type



Key Takeaways

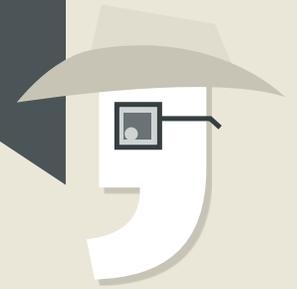
Increase momentum and ROI of your campaign by enabling long-term social engagement.

Figure out how to extend your campaign by maintaining contact with your customers throughout the cycle of the campaign.



Amplify your brand by helping your customers talk about what they love.

Help channel your fans' energy by giving them more ways to create social stories about your company.



Look for ways to harness conversations in real-time.

The biggest social successes happen by riding trends. Marketers must engage a targeted audience with the conversations, topics, and stories that matter most to them at that moment.



Here are a few campaigns that really hit the mark with social content and got great results:



Esurance

The insurance company won the Super Bowl by bookending their campaign around two events to increase long-term engagement.

[Read more](#)



Style.com

The fashion site partnered with MAC Cosmetics to create an event-related experience their customers loved.

[Read more](#)



PGA TOUR Superstore

The online retailer boosted conversion by tapping into customer passion.

[Read more](#)



Team USA at Sochi Winter Games

The athletic hopefuls built momentum by creating multiple engaging, immersive experiences.

[Read more](#)

ABOUT SPREDFAST

Every day, the Spredfast Platform sifts through millions of pieces of social content per second, making it easy for Fortune 500 companies to quickly discover what their audiences are talking about so they can bring super fans together, amplify their voices, and create more conversation around the things they love – at the speed of life.

If you'd like to schedule a demo, please visit: <http://bit.ly/MRCMOSudy>

ABOUT THE CMO CLUB

The CMO Club – for Senior Marketing Executives only – is a 700+ membership organization designed to connect members for peer based learning, and inspire professional and personal growth. The unique purpose of The CMO Club is to bring Heads of Marketing together in an environment of openness and collaboration that enables them to excel at what they do and solve their biggest CMO challenges. Tailored exclusively for the benefit of senior marketing executives, The CMO Club hosts dinners and events, shares reports and research from marketing industry leaders, and leverages the first online engaged CMO community network.

Find out more about The CMO Club at <http://www.thecmoclub.com>