

Digital marketing unleashed



97% of senior marketers say producing and publishing personalized digital content more quickly is a priority¹

65%

of all marketers spend more time on creating content than any other activity when they're pushing out digital campaigns²

60%

of all marketers create at least one piece of content a day³

95%

of B2B marketers use content marketing⁴

Because content works...

47%

of buyers viewed 3-6 pieces of content before engaging with a sales rep⁵



Year-on-year unique site traffic growth is

7.8x higher

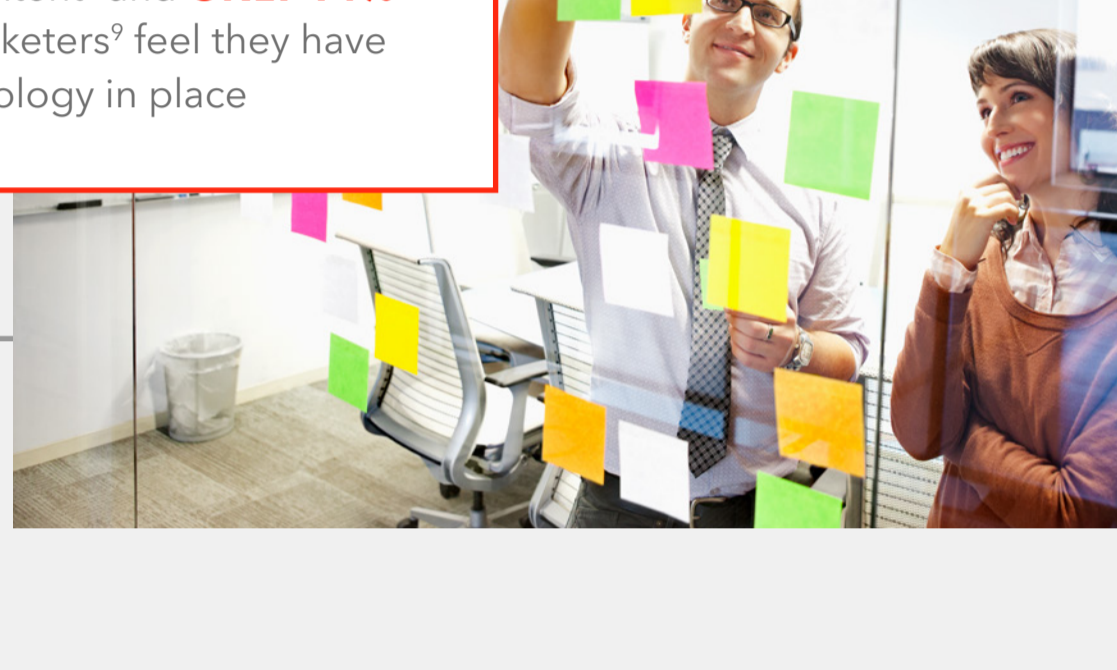
for content marketing leaders than followers (19.7% vs 2.5%)⁶

70%

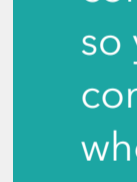
of internet users want to learn about products through content rather than through traditional ads⁷

But only if it's done well

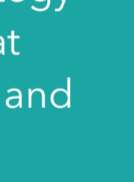
ONLY 5% of marketers have developed a completely systematic approach to producing, managing, and distributing content⁸ and **ONLY 14%** of Content Marketers⁹ feel they have the right technology in place



A content production cycle that's fragmented, inefficient, and unable to produce quality content at scale leads to a content crisis



Goals, objectives, KPIs, and budget all managed with various Microsoft Office tools



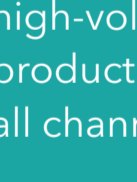
Messaging and strategy defined and a timeline established using Excel, Word, PowerPoint or Gant charts



Content created or curated using a mixture of design tools, NLEs, stock images, or custom photography, design, and illustration

The problem:

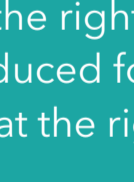
A tangled, complex mess of disparate systems



Communication via email or other file-sharing tools means it's unclear what version or state the project is in



Testing and optimization can drive the process one for square one for manual content rewrites



Marketing Ops tracks progress and budget but doesn't have a full view of content spend

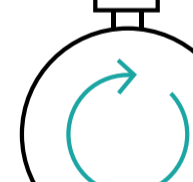


Teams deliver across channels but struggle to track results across different tools

The cure: Working in synergy-not silos

Content Marketing Platforms (CMPs) simplify complexity, giving organizations the power to:

Effectively plan, manage, and collaborate on content strategy - so you can be confident that content will be ready when and where it's needed



Quickly determine and resolve production bottlenecks, with visibility across the entire digital marketing workflow

Meet and exceed the demand for high-volume content production across all channels

Evaluate content effectiveness across channels and be confident the right content is being produced for the right audience, at the right time

The streamlined solution: Work smarter

One unified platform: For efficient creation, management, and distribution of content at scale

Streamlined processes: Strategize, plan, approve, and publish all your content in one place

Synergy not silos

Content feedback: Understand content effectiveness across channels

Enhanced collaboration: With visibility across the entire digital marketing workflow

A CMP empowers your marketing organization to reach operational excellence

So you can avert your content crisis and achieve maximum ROI



Discover the Sitecore Content Marketing Platform today

[How to solve your content crisis](#)

- 1. SODA
- 2. Econsultancy report
- 3. eMarketer
- 4. Content Marketing Institute, 2017
- 5. DemandGenReport, 2016
- 6. Aberdeen
- 7. Cision
- 8. Content Management and Strategy Survey, The Content Marketing Institute, 2018