Curing the content headache

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Executive summary

Over the past few years organisations have begun to appreciate the value of content as a currency for communicating with their audiences, deepening relationships and enhancing their reputations.

MSLGROUP's "Curing the content headache" research was conceived to examine the challenges faced by corporate comms professionals to mine, refine, create and publish corporate content across their paid, owned and earned channels.

The results of the survey are clear - companies produced far more content than last year and intend to continue to produce even more next year. They have both the budgets and senior buy-in but face ever challenging internal and external obstacles.

The majority don't feel they have the right organisation or structure internally to ensure they utilise all of the great content that resides in the company and find content is difficult to retrieve in their organisations. Budgets are being used to produce content but not to promote the content or measure its effectiveness.

These internal obstacles are exacerbated by the external hurdle of the content gatekeepers (such as Facebook, LinkedIn and Google) turning off the content tap to combat users being inundated with poor quality content.

Over the next 12 months we expect to see a growing divide between companies that measure success, refine and invest cannily in the amplification and promotion of their content, and those that do not.

Methodology

Methodology

100 top tier communications professionals from complex, global organisations
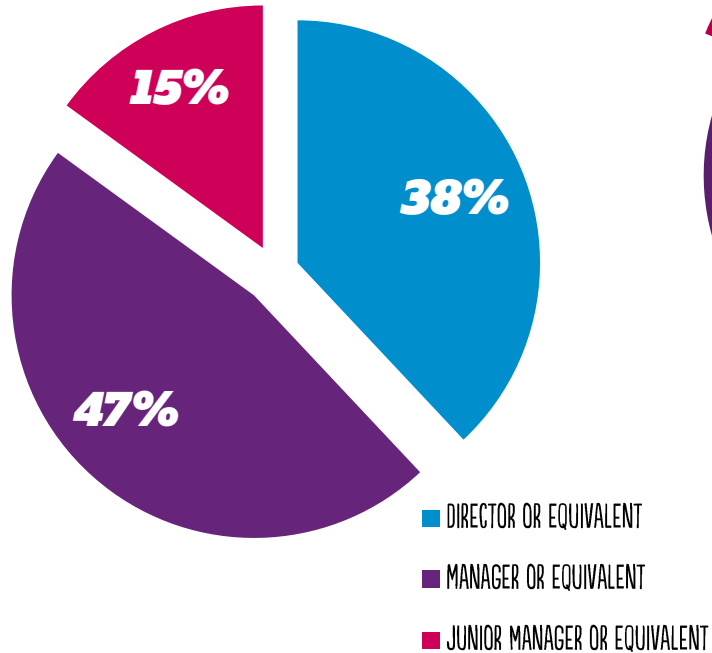
Carried out in April 2014 with Tapestry Research
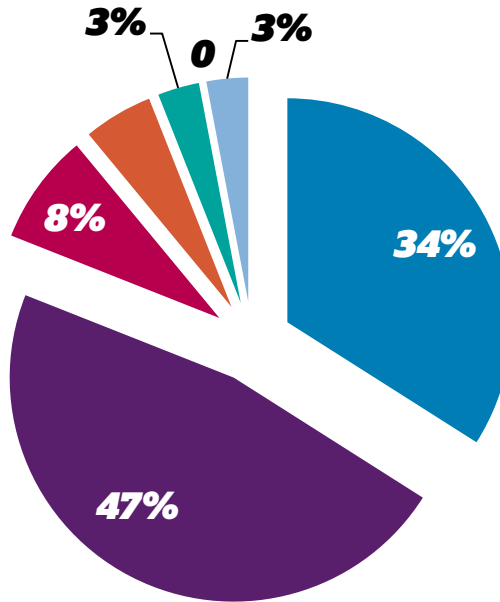
UK perspective

In association with:

bcma
branded content
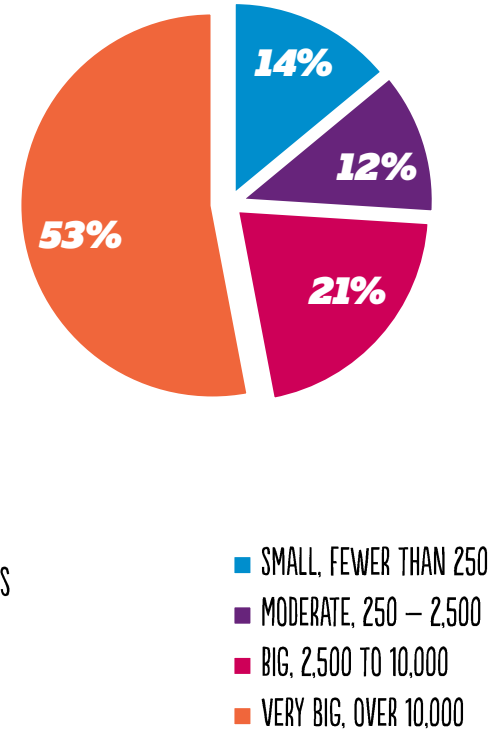marketing association

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Respondent profile

RESPONDENT ROLE

- DIRECTOR OR EQUIVALENT
- MANAGER OR EQUIVALENT
- JUNIOR MANAGER OR EQUIVALENT

BUSINESS AREA

- MARKETING
- CORPORATE COMMS/ CORPORATE AFFAIRS
- DIGITAL
- HR
- SALES
- PLANNING/RESEARCH
- OTHER

COMPANY SIZE

- SMALL, FEWER THAN 250
- MODERATE, 250 – 2,500
- BIG, 2,500 TO 10,000
- VERY BIG, OVER 10,000

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Summary findings

94%

CONSIDER CONTENT AN EFFECTIVE WAY
TO ENGAGE THE AUDIENCE

71%

SEE CONTENT AS A NEW WAY TO
REACH THEIR TARGET AUDIENCE

91%

OF COMPANIES PRODUCED MORE CONTENT
THAN LAST YEAR

88%

OF COMPANIES PLAN TO PRODUCE EVEN
MORE NEXT YEAR

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65%

HAVE MORE INTEREST FROM SENIOR MANAGERS IN THE COMPANY'S DIGITAL CONTENT STRATEGY AS COMPARED TO A YEAR AGO

44%

SAID THEY HAVE MORE BUDGET THAN LAST YEAR FOR DIGITAL CONTENT

29%

EXPECT TO INCREASE THE % OF THE MARCOMS BUDGET THEY INVEST IN CREATING AND DISTRIBUTING DIGITAL CONTENT VS 2013

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ONLY **25%**

HAVE DONE A CONTENT AUDIT

ONLY **19%**

FEEL THEY HAVE A BIG ENOUGH TEAM DEDICATED TO CREATING & DISTRIBUTING DIGITAL CONTENT

ONLY **28%**

FEEL THEY HAVE THE RIGHT SKILL SET INTERNALLY TO CREATE AND DISTRIBUTE DIGITAL CONTENT

ONLY **25%**

FEEL THEY HAVE THE RIGHT SKILL SET INTERNALLY TO MEASURE THE IMPACT OF DIGITAL CONTENT

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ONLY **21%** HAVE THE RIGHT ORGANISATION OR STRUCTURE INTERNALLY TO ENSURE THEY UTILISE ALL OF THE GREAT CONTENT THAT RESIDES IN THE COMPANY

ONLY **17%** SAY CONTENT IS EASILY RETRIEVABLE IN THEIR ORGANISATIONS

ONLY **20%** HAVE A CONTENT REPOSITORY

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51%

HAVE MORE EXPERTISE INTERNALLY IN CREATING AND DISTRIBUTING DIGITAL CONTENT COMPARED TO A YEAR AGO

38%

HAVE MORE INTERNAL STAFF DEDICATED TO CREATING AND DISTRIBUTING DIGITAL CONTENT FOR THE COMPANY

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44%

HAVE MORE BUDGET FOR CREATING DIGITAL CONTENT

29%

HAVE NO BUDGET FOR PAID MEDIA

ONLY **19%**

HAVE MORE BUDGET FOR MEASURING THE IMPACT OF THEIR DIGITAL CONTENT

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"Everything published has to come to corp comms for sign off first so we see everything being produced"

"Content probably exists within various business units which would make good corporate content, but we have no way of knowing that it exists"

INTEGRATED

CENTRALISED

"We have teams within marketing - comms, digital and social - that all work closely together to ensure that content is used across all channels"

SILOED

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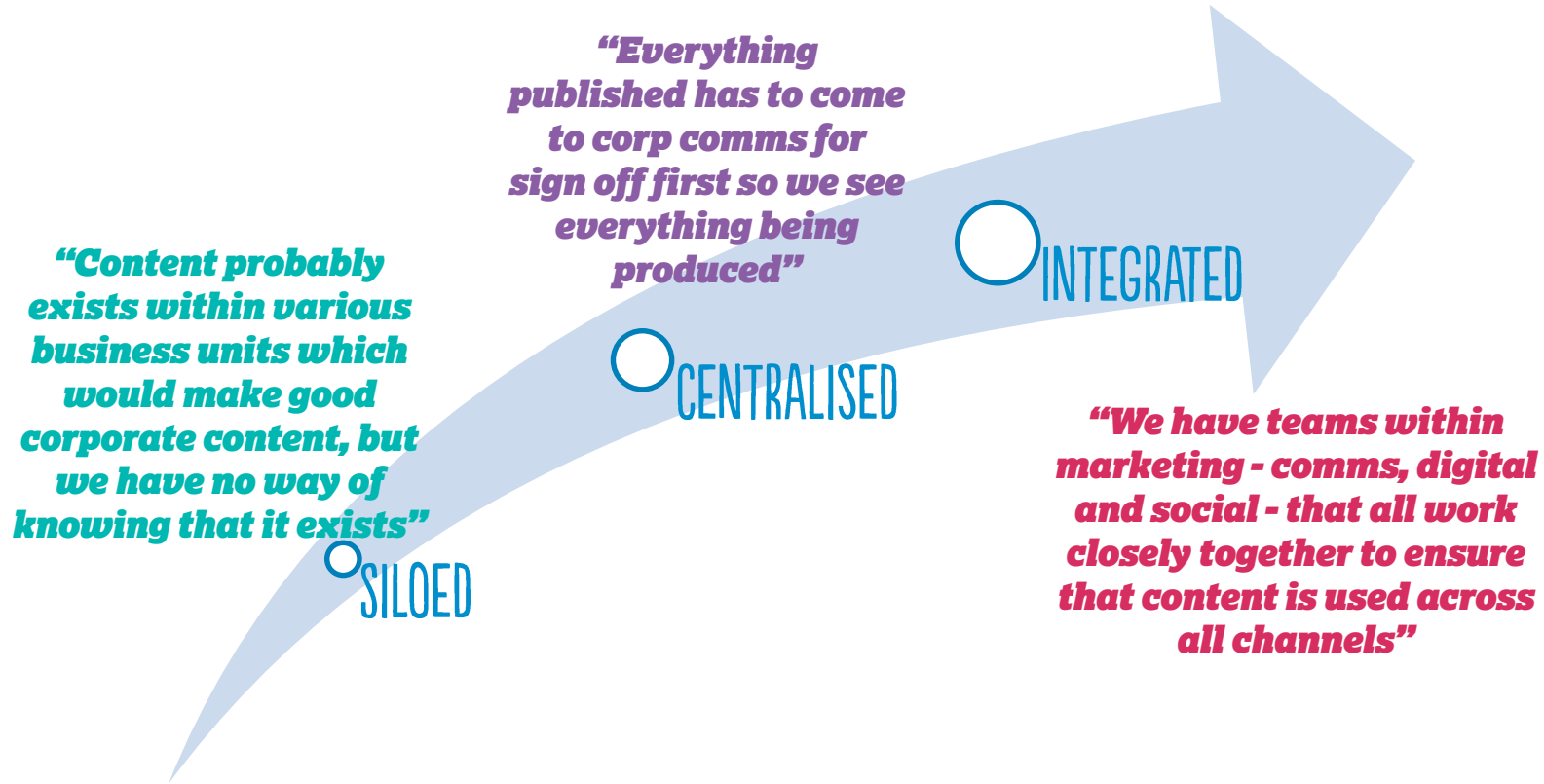
1st

51%

SAID HAVING A BIG ENOUGH TEAM INTERNALLY TO COPE WITH THE DEMANDS OF THE BUSINESS IN THIS AREA

2nd

49%

SAID 'HARVESTING' ALL THE GREAT CONTENT THAT RESIDES IN OUR COMPANY — THERE'S LOTS OF GREAT CONTENT BEING PRODUCED BUT IT'S DIFFICULT TO RETRIEVE

3rd

35%

SAID GETTING SUFFICIENT BUDGET TO DO WHAT WE NEED TO DO

4th

33%

SAID PROVING THE BUSINESS VALUE OF INVESTING IN CONTENT CREATION AND MANAGEMENT

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Our organisation is used to producing big, 100 page reports. The challenge for us is getting them to think about digital content first, rather than conforming to old print first models.

The company is siloed and those responsible for finding content are not clear about what good content looks like.

It's actually more about getting the content in to the right shape first and then harvesting. We have a lot of technical specialists in the business, but converting their knowledge into usable content is challenging.

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"We are a big company and it is difficult to get people to send you content that could be used elsewhere."

"We have more than 80,000 employees storing information and stories in different languages on different platforms with often contradictory information."

"The scale of the organisation means that content probably exists within various business units which would make good corporate content, but we have no way of knowing that it exists."

"It exists in pockets around the company and isn't shared proactively unless you ask for a specific needle in the proverbial haystack."

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There's a huge amount of knowledge and expertise on the company, but trying to get team members to provide information in a timely and non-complex manner constantly proves almost-impossible. Those in more functional departments are not interested in providing information for digital and social media, despite senior management showing interest in this.

There isn't sufficient means for sharing this information and we don't have an internal culture which encourages content sharing.

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THANK YOU!

Victoria Sugg

Business Development Director

victoria.sugg@mslgroup.co.uk