Curing the content headache

MSLGROUP

Full results

April 2014

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.

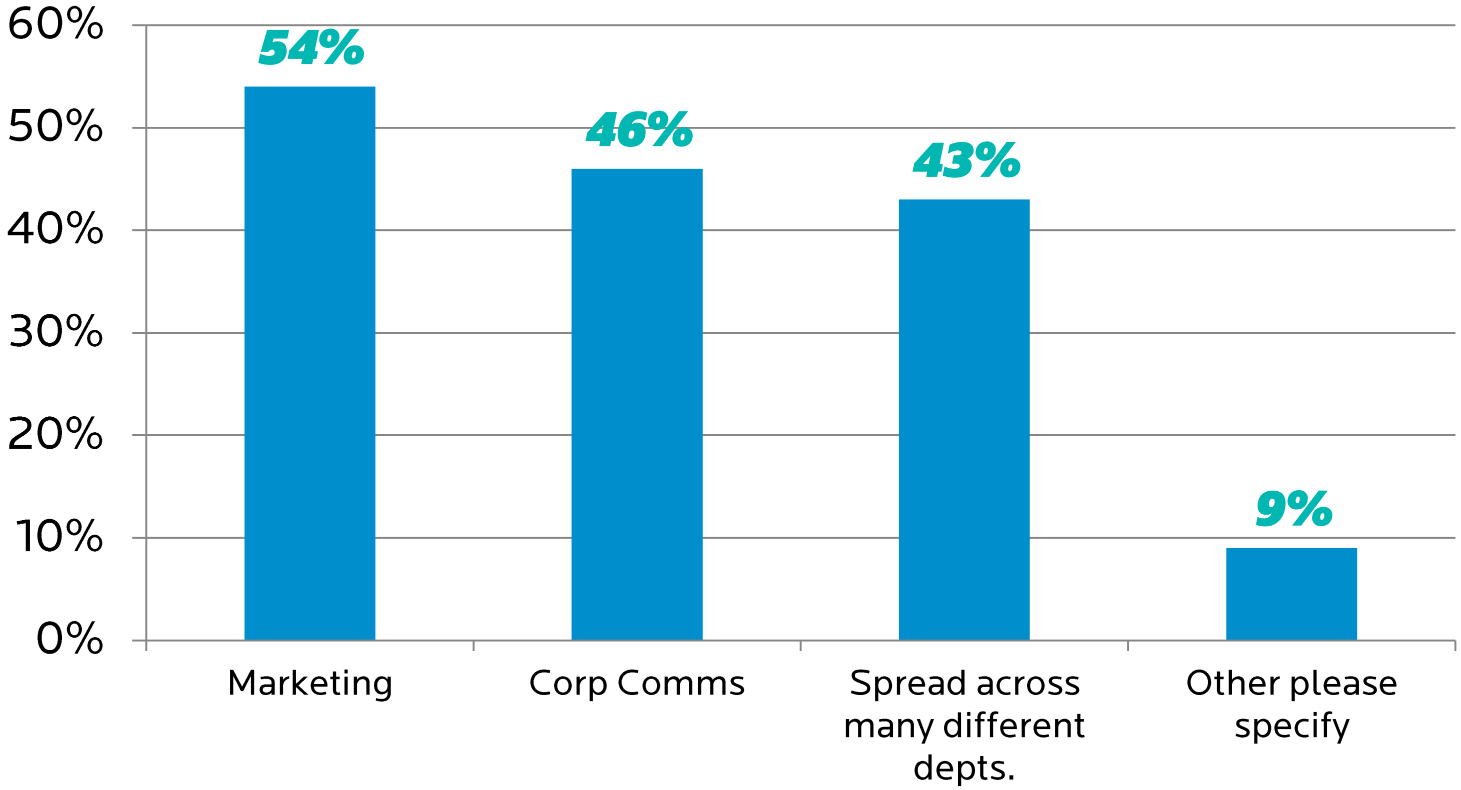
Companies have both the budgets and senior buy-in but face internal and external obstacles.

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.

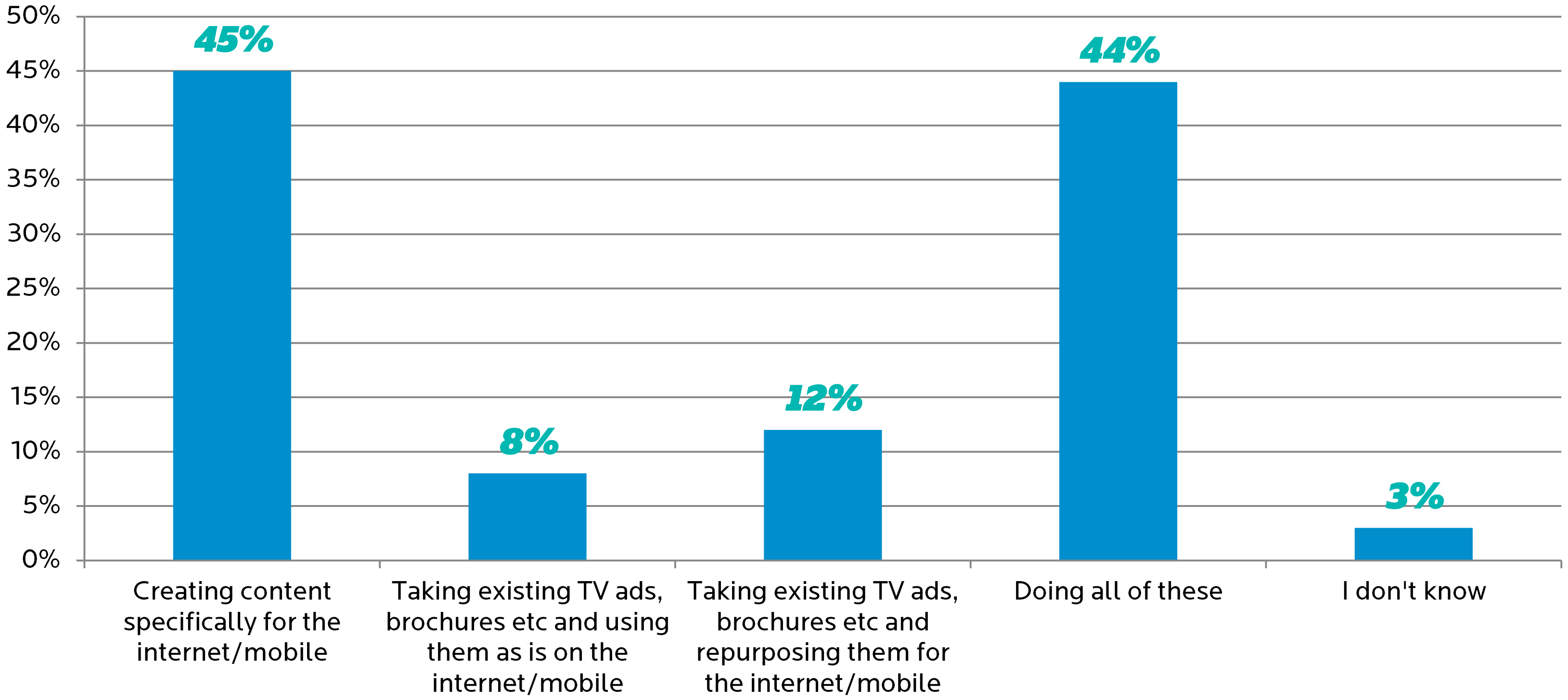
These internal obstacles are exacerbated by the external hurdle of the content gatekeepers (such as Facebook, LinkedIn and Google) turning off the content tap to combat users being inundated with poor quality content.

Data

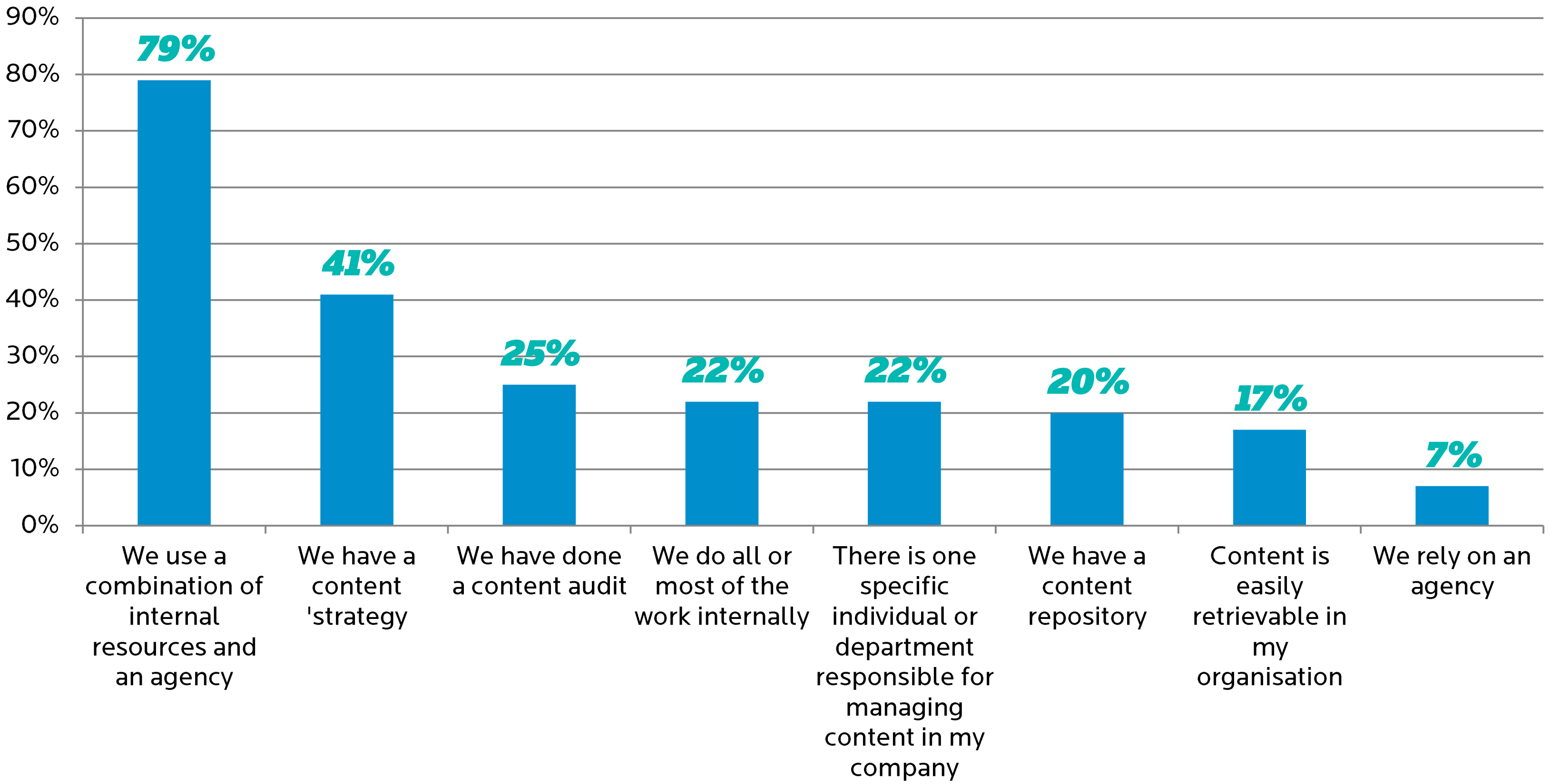
Q1. In your company, where is digital content managed?



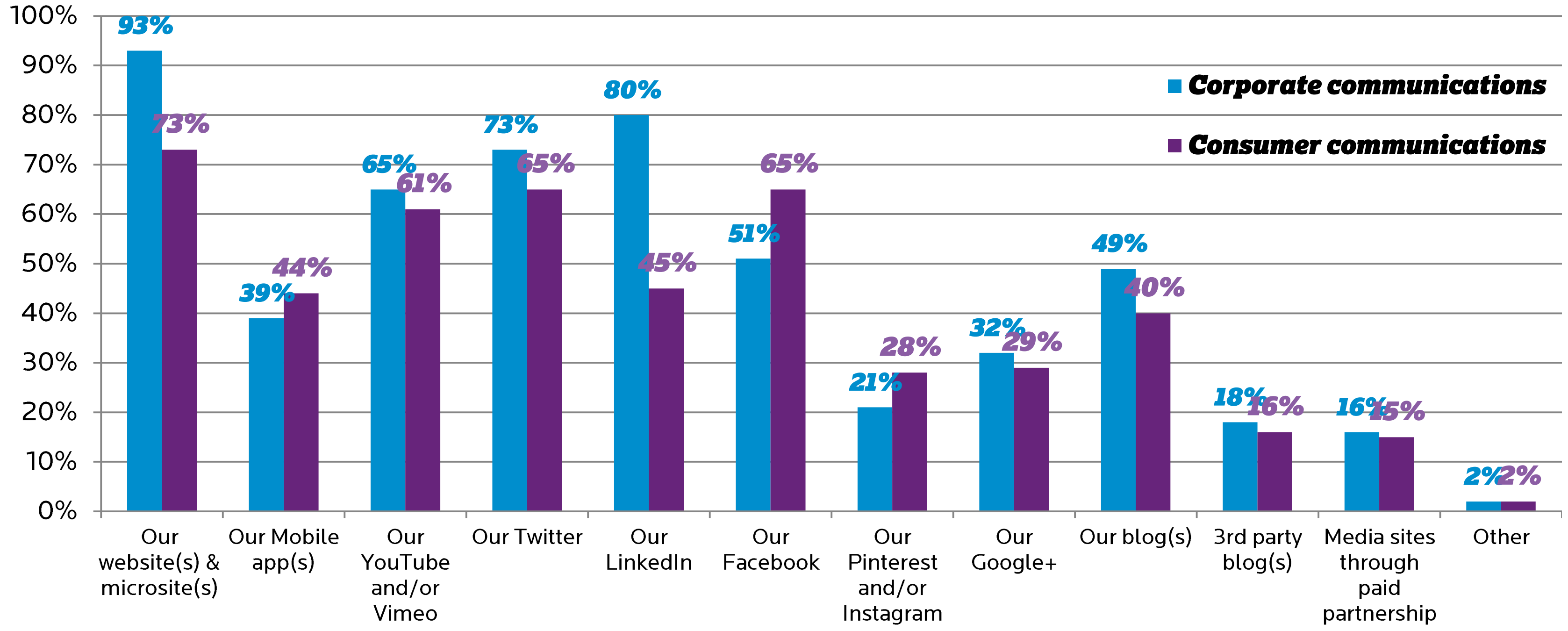
Q2. Is your company producing original content specifically for digital channels or repurposing existing content made for TV, print or other media?



Q3. Which of these describes your company?



Q4 .Which digital channels are you using currently to distribute and share your content?



Q5. For which of the reasons below is your company producing digital content?

94%
IT'S AN EFFECTIVE WAY TO ENGAGE OUR CUSTOMERS/ TARGET AUDIENCE

71%
IT'S A NEW WAY TO REACH AND SPEAK TO OUR CUSTOMERS/TARGET AUDIENCE

64%
OUR CUSTOMERS/TARGET AUDIENCE LIKES IT

53%
WE ALREADY HAVE THE CONTENT, THIS GIVES US ANOTHER USE FOR IT

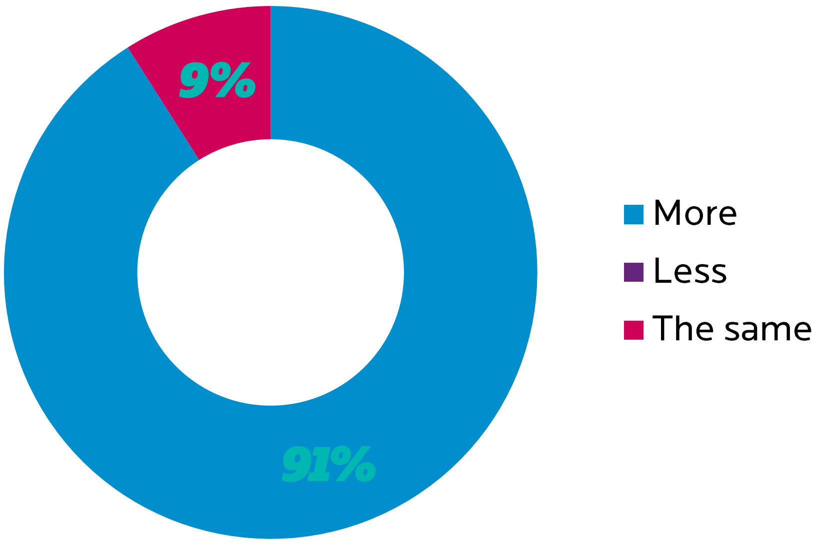
39%
IT DIFFERENTIATES US 'FROM COMPETITORS

35%
IT'S A BIG FOCUS FOR SENIOR MANAGEMENT

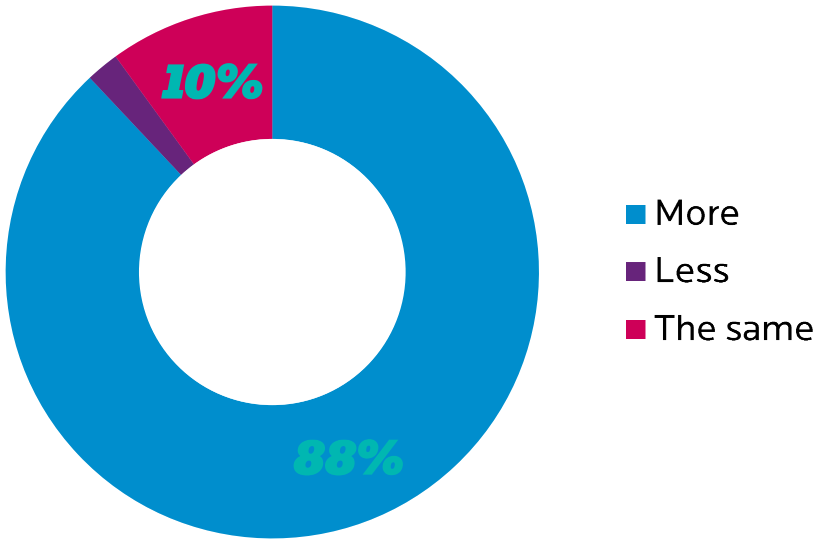
34%
OUR COMPETITORS ARE DOING IT

31%
IT'S INEXPENSIVE TO DO

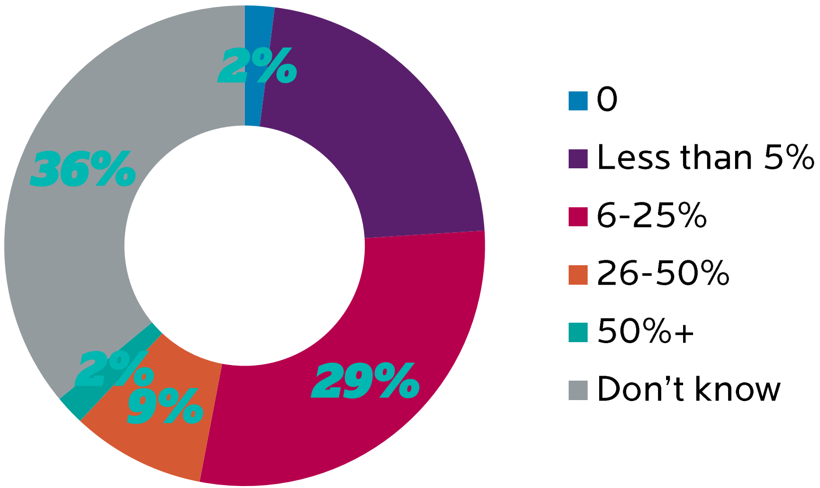
Q6. Would you say you are distributing more, less or the same amount of digital content compared to a year ago?



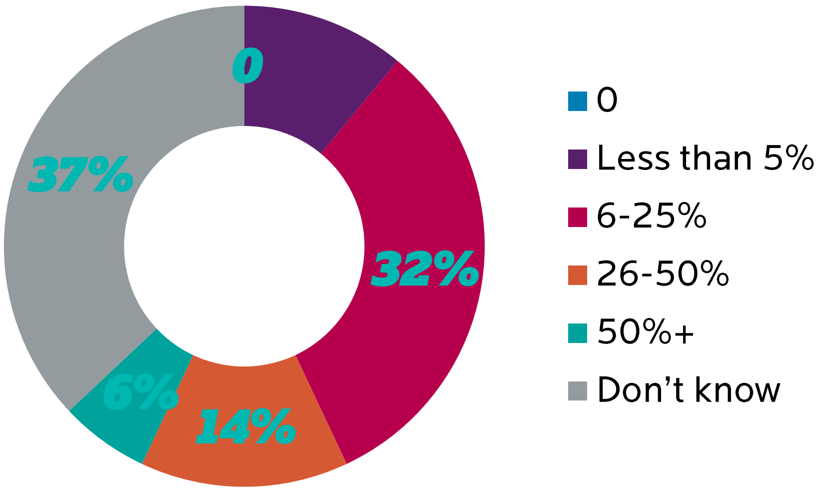
What about in a year's time, do you think you will be distributing more, less or the same as you are now?



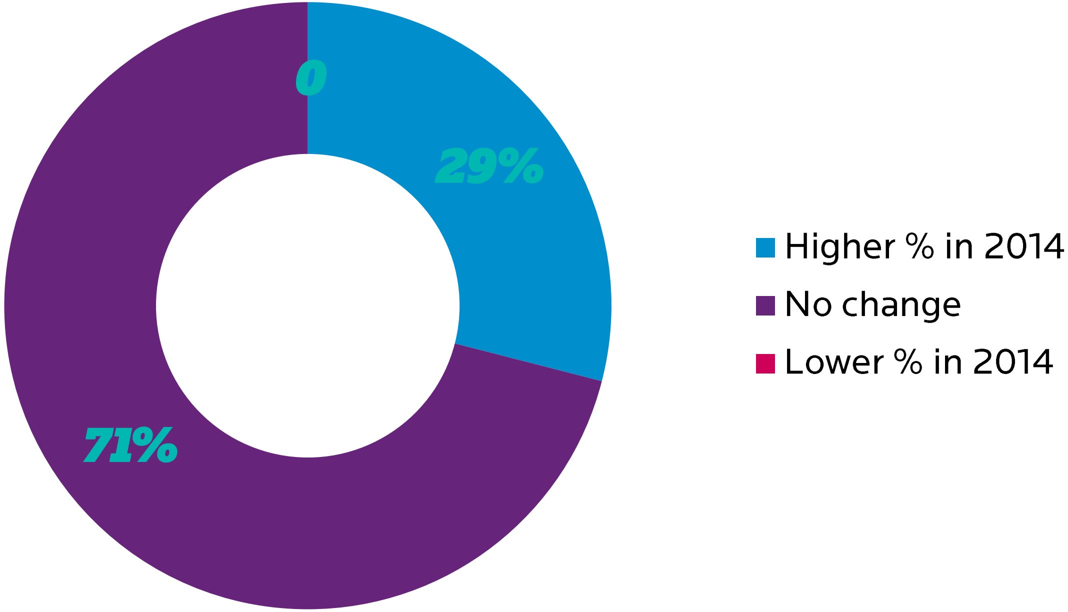
Q7A. In 2013, what % of your marketing/ communications budget did you invest in creating and distributing digital content?



In 2014, what % do you expect to see invested in it?

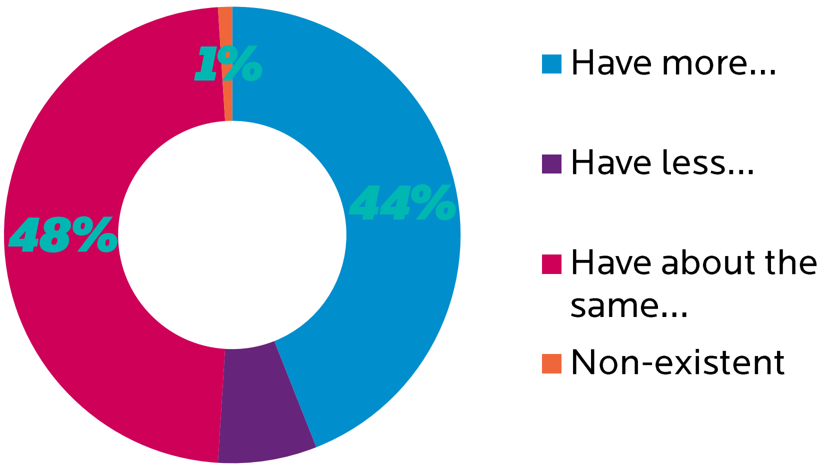


Q7B. Do you expect to increase or decrease in investment in creating & distributing digital content in 2014 vs 2013?

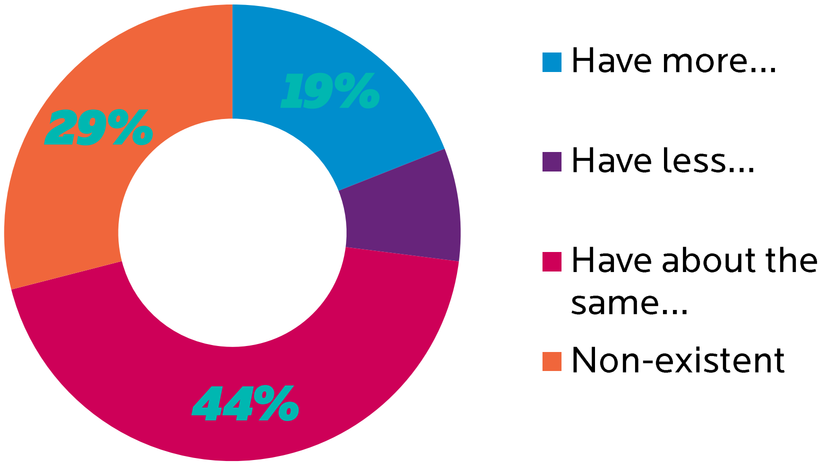


Q8. Compared to a year ago would you say you have more, less or the same of each of these?

BUDGET FOR CREATING 'DIGITAL CONTENT

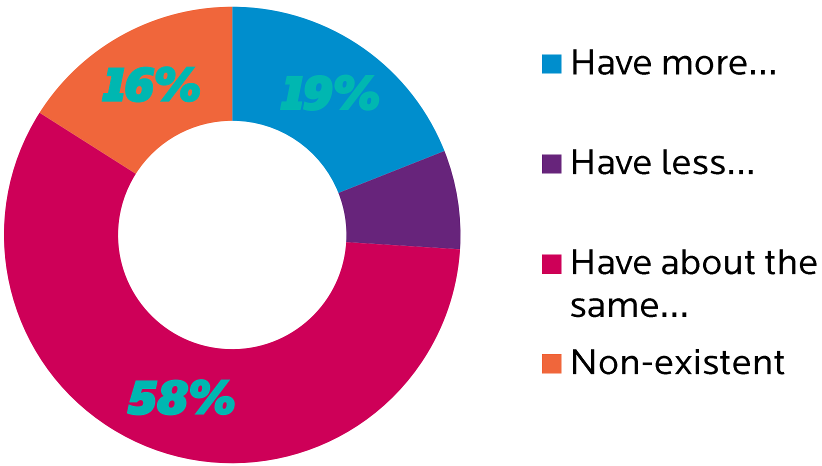


PAID MEDIA BUDGET FOR PROMOTING DIGITAL CONTENT

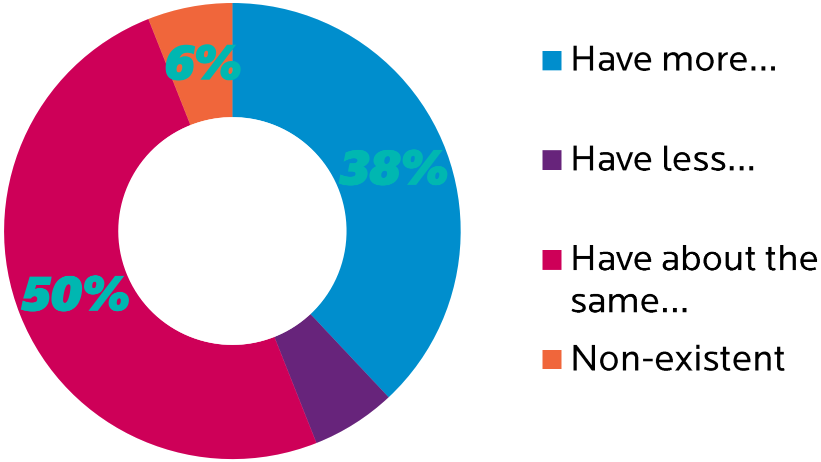


Q8. Compared to a year ago would you say you have more, less or the same of each of these?

BUDGET FOR MEASURING THE IMPACT OF YOUR DIGITAL CONTENT



INTERNAL STAFF DEDICATED TO CREATING & DISTRIBUTING DIGITAL CONTENT FOR YOUR COMPANY



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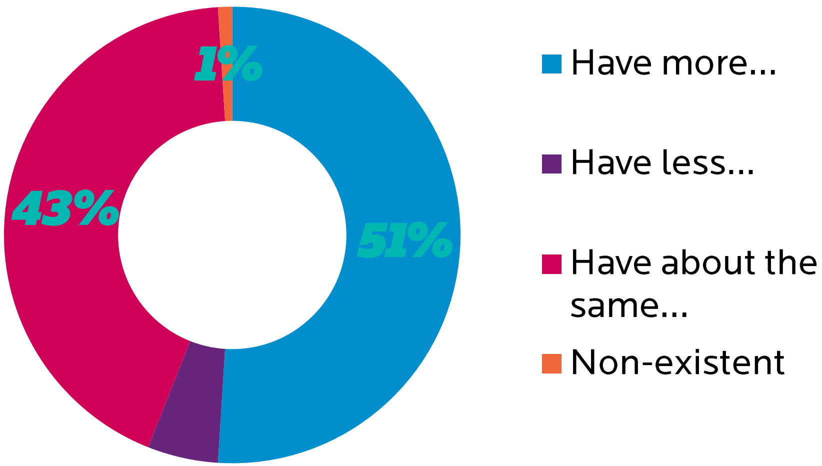
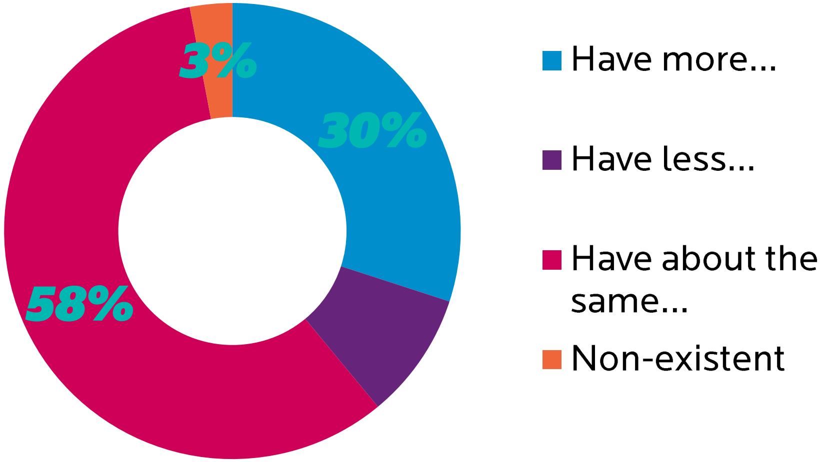
EXPERTISE INTERNALLY IN CREATING AND DISTRIBUTING DIGITAL CONTENT

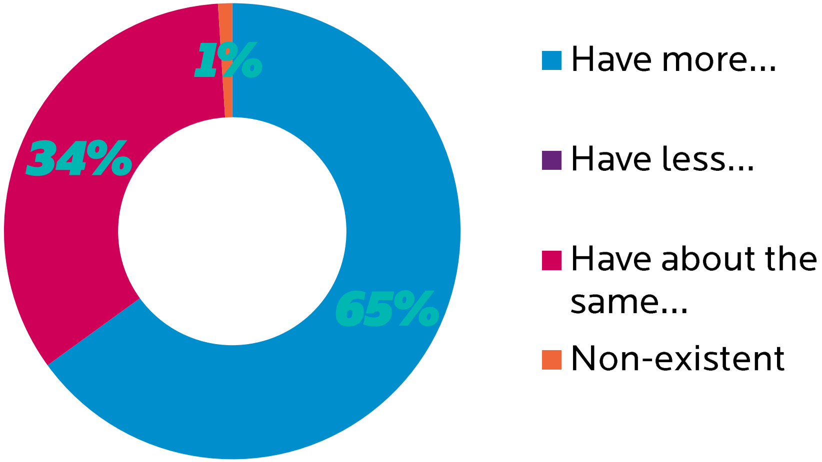


EXTERNAL SUPPORT (IE AN AGENCY, FREELANCERS ETC)

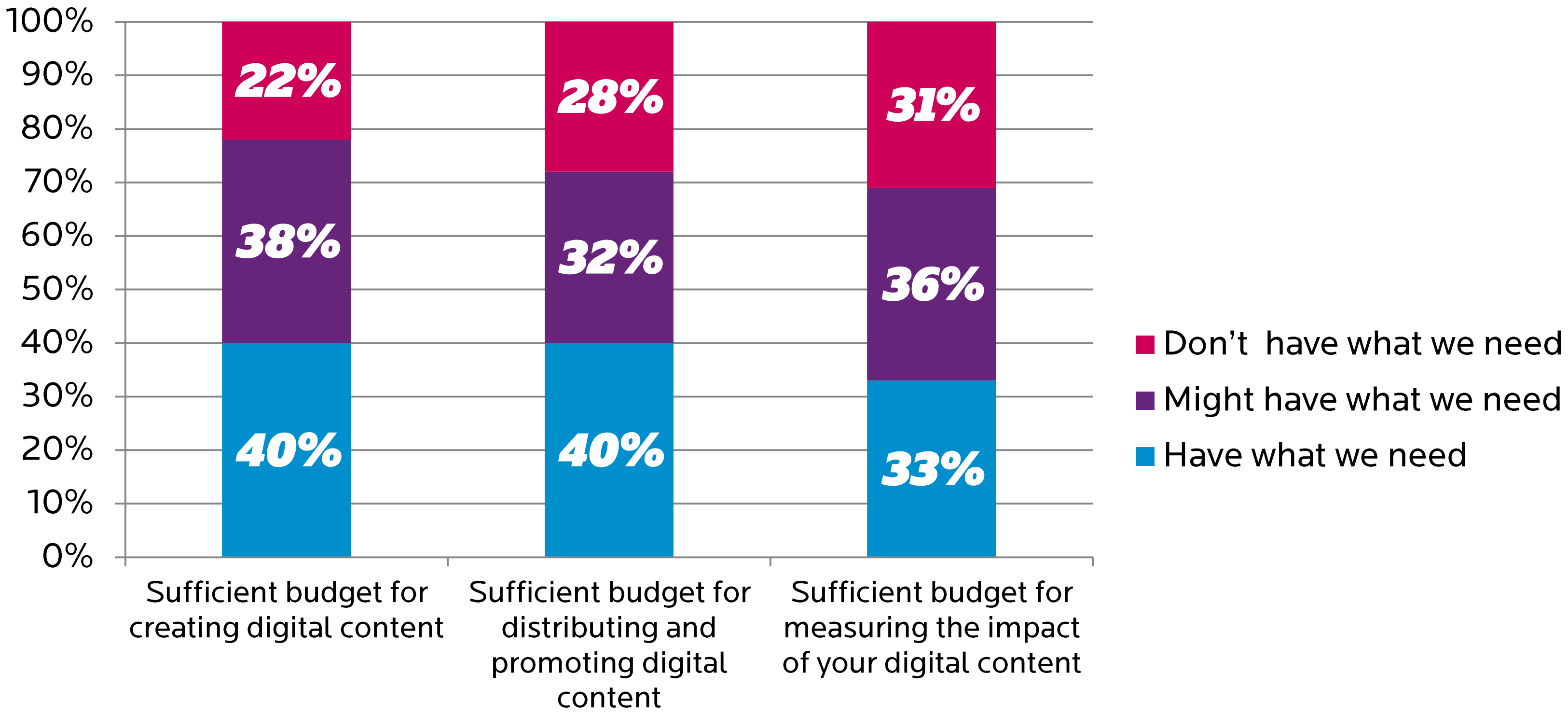


Q8. Compared to a year ago would you say you have more, less or the same of each of these?

INTEREST FROM SENIOR MANAGERS IN THE COMPANY'S DIGITAL CONTENT STRATEGY



Q9. Do you think your company has what it needs to be successful with your digital content in 2014?



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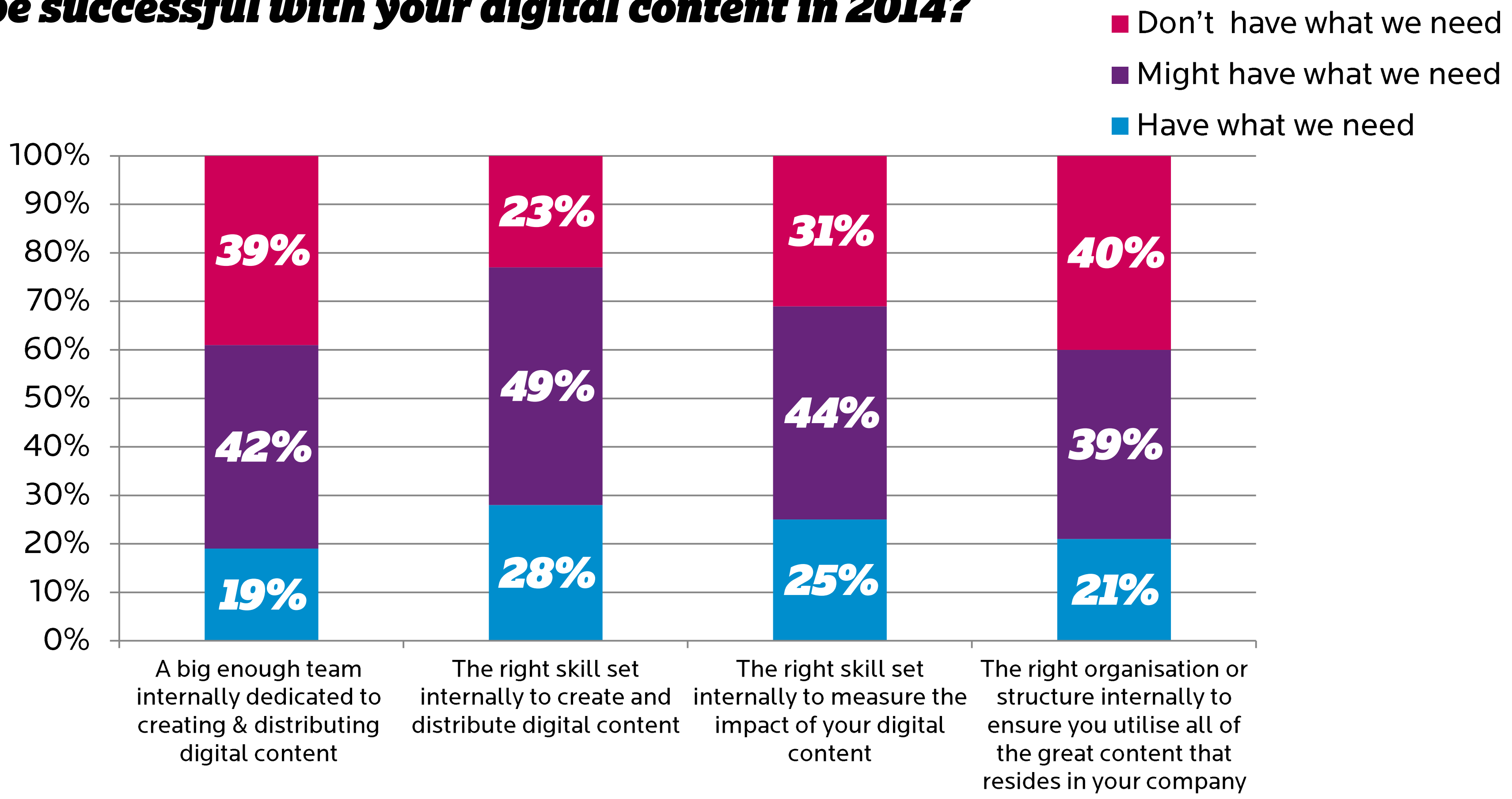

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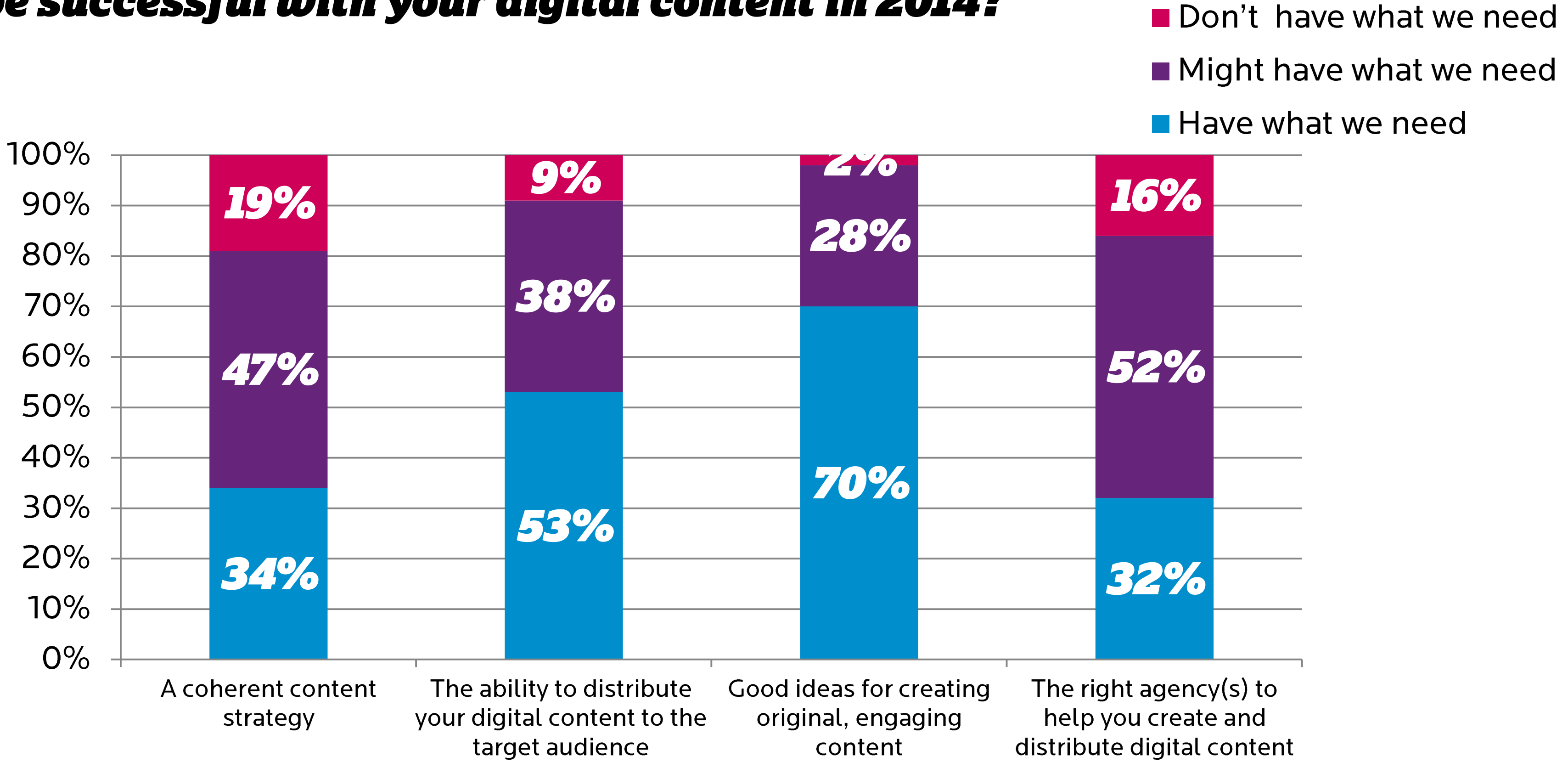

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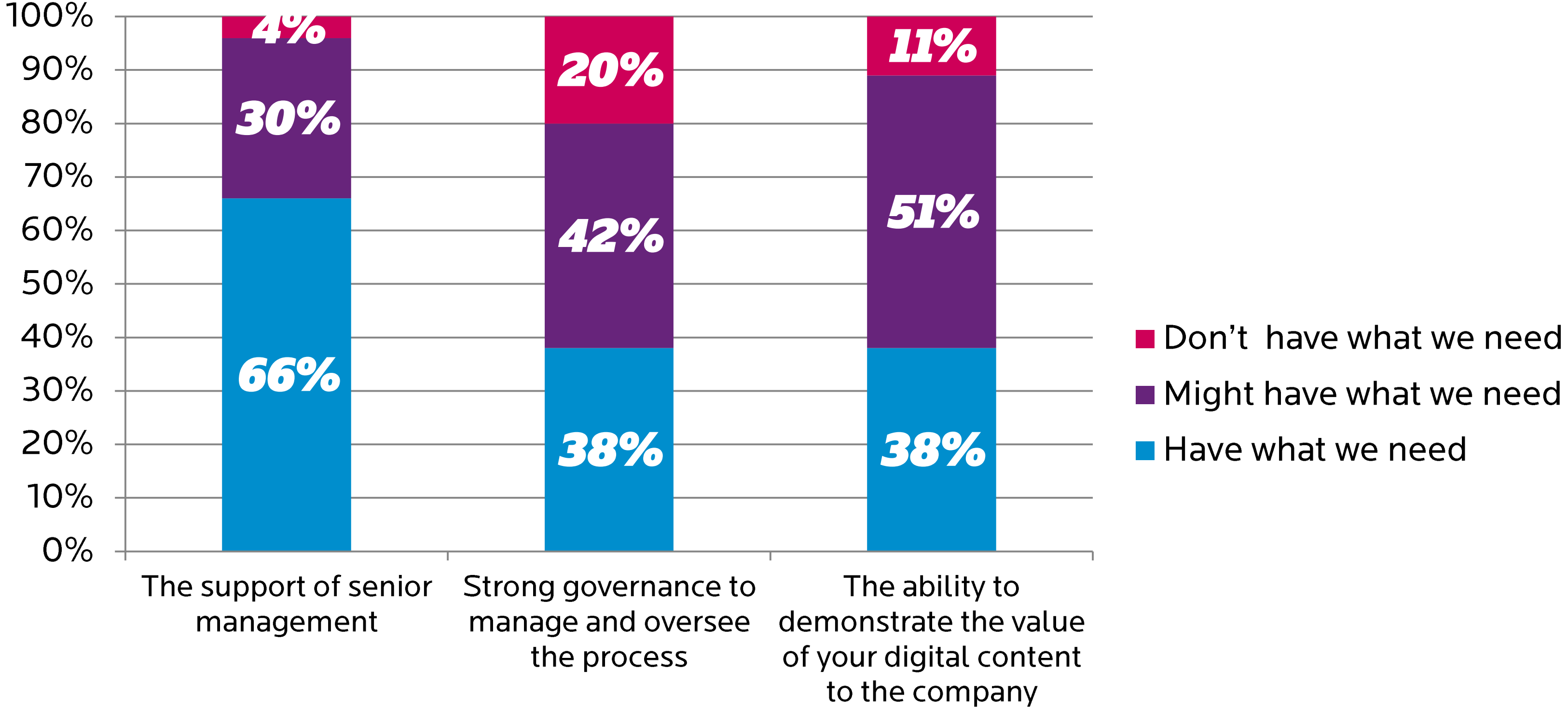

Finally, looking ahead to the next year, please choose your three biggest challenges from the list below.

1st

51%

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

2nd

49%

'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%

GETTING SUFFICIENT BUDGET TO DO WHAT WE NEED TO DO

4th

33%

PROVING THE BUSINESS VALUE OF INVESTING IN CONTENT CREATION AND MANAGEMENT

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.

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

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.

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"Because we have more than 80000 employees storing information and stories in different languages on different platforms with often contradictory information"

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

Sharing is not in our culture

"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."

Methodology

Methodology

100 top tier communications professionals from complex, global organisations

Carried out in April 2014 with Tapestry Research

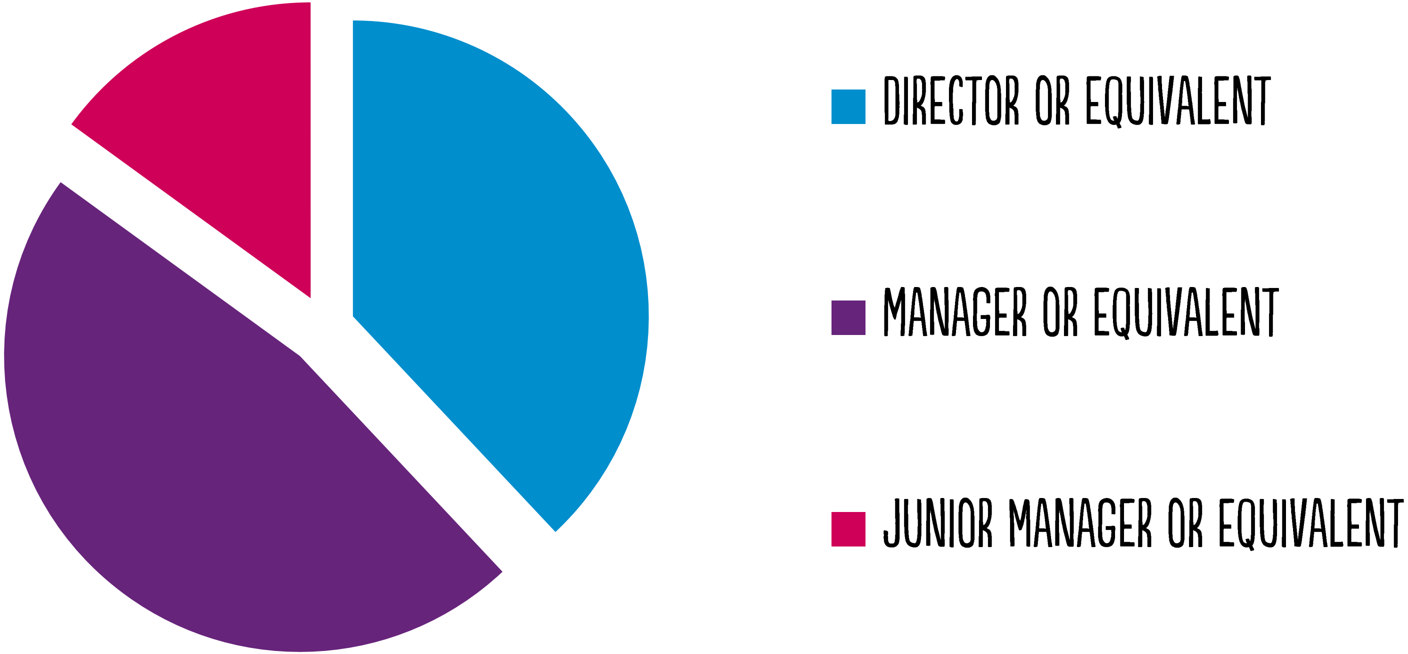
UK perspective

In association with:

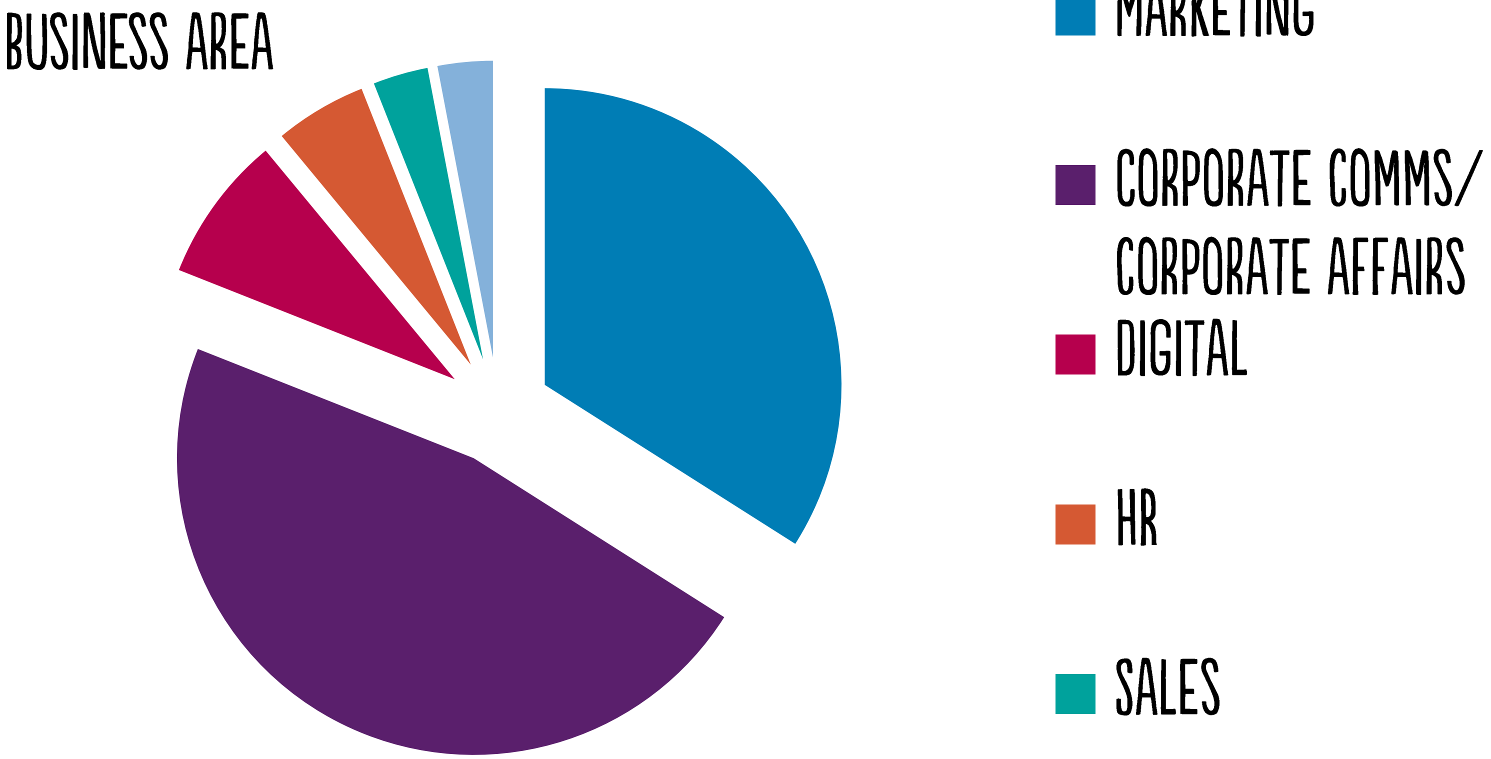
bcma
branded content marketing association

MSLGROUP

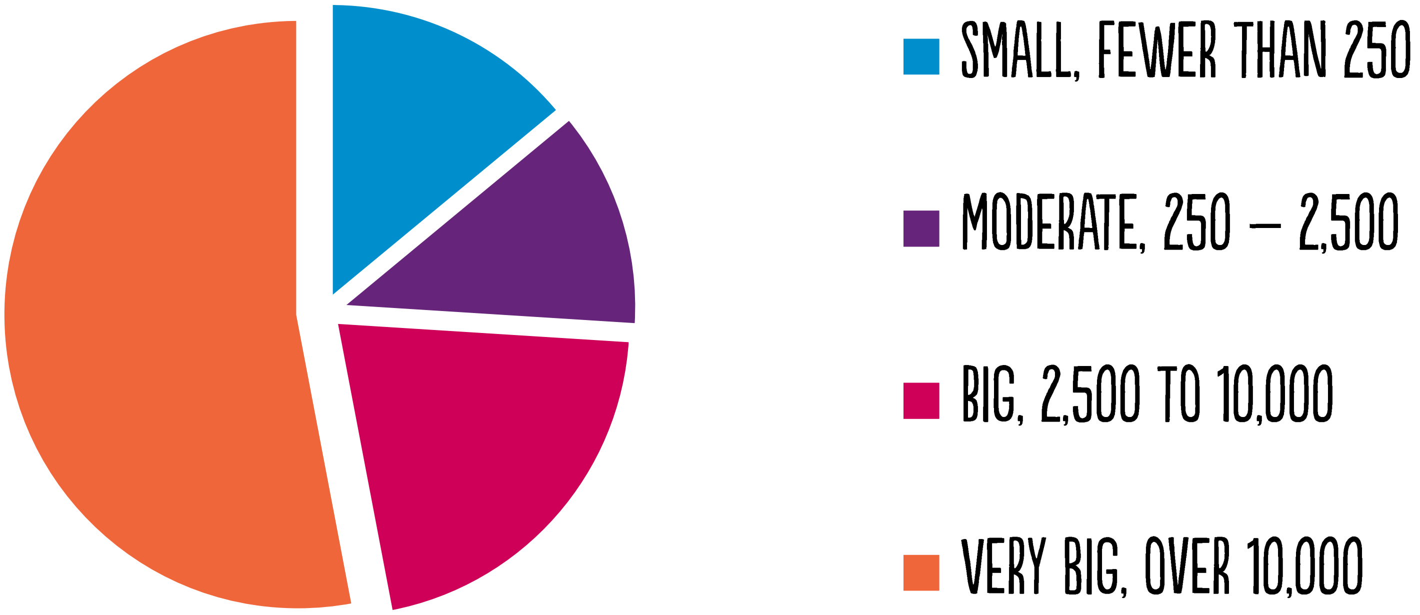
RESPONDENT ROLE



Methodology



HOW BIG IS YOUR COMPANY?



THANK YOU!

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