

MARKETING

# Content Marketing Statistics 2025



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In this content marketing statistics report, we explore the most up-to-date data and the most important insights going into 2025 and beyond.

In this report you will find valuable data on market updates, job growth, the impact of AI, and the most in-demand skills and roles across the content marketing industry.

# 10 must-know content marketing statistics for 2025



1. Projections show that the global content marketing industry could reach \$1.95 trillion by 2032.
2. 96% of B2B marketers surveyed used LinkedIn for content distribution in 2024.
3. AI is causing concern about job redundancy in the industry, though only 3% of roles were replaced by AI in 2024.
4. 83.2% of content marketers planned to use AI tools in 2024, an 18.5% increase from 2023.
5. US content marketers have the best salaries, with entry-level roles at ~\$44,000 and senior positions at ~\$108,000.
6. 90% of marketers agree that content creation (writing and editing remains the most important skill for content marketing success.
7. Email content marketing brings in \$36 for every \$1 spent, which is a 3600% return.
8. 54% of businesses planned to spend more on content marketing in 2024 compared to the previous year.
9. Writing is the most in-demand freelance role, with 69% of freelance marketers focused on content creation.
10. 7 in ten people (72%) used generative AI tools for content-related tasks in 2024.

# Content marketing growth statistics

Content marketing has witnessed remarkable growth over the past decade, becoming essential for modern businesses. In 2018, the global content marketing market was valued at \$36.8 billion, and it surged to \$413.3 billion by 2022, representing a compound annual growth rate (CAGR) of 16.9%.

This rapid growth highlights how businesses increasingly rely on content to engage audiences, enhance brand loyalty, and build trust in a digitally driven marketplace.

Although exact figures for 2024 are still being detailed, projections indicated that the global content marketing market was expected to reach approximately \$600 billion by the end of the year. Looking ahead, the market is projected to grow even further in future years, potentially reaching

\$1,956.5 billion (~\$1.95 trillion) by 2032. Key factors contributing to this growth include an increasing shift to digital platforms, the cost-effectiveness offered by content marketing compared to traditional advertising channels, and its ability to strengthen consumer relationships.



# ~\$1.95 trillion

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The content marketing industry is projected to reach \$1,956.5 billion (~\$1.95 trillion) by 2032.

# £35–86K

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Content marketers in the US have the best salaries, with entry-level roles sitting at ~ \$44,000 and senior positions reaching ~\$108,000.

## Content marketing job statistics



In part powered by recent developments surrounding AI, the content marketing job market is constantly evolving, with increasing demand for skilled professionals despite challenges such as economic pressures and increasing competition from other channels in the market. Even though the market is tough, a lot of marketers still do find success through freelancing and continuous learning.

This section explores data surrounding the biggest industry challenges, job satisfaction rates, salary trends, and gig work in the content marketing industry, alongside insights into how content marketers are adapting to these changes.



# Biggest challenges in the content marketing job market



Finding a job in content marketing has become increasingly difficult, with nearly two-thirds (68%) of marketers stating it is harder to find work now than it was five years ago. Economic pressures are a primary struggle, cited by three-quarters (75%) of marketers, alongside intense competition (69%) and misleading “phantom job” postings.

Additionally, AI is also causing concern about job redundancy, though only 3% of roles were directly replaced by AI in 2024. The lack of clear AI policies and insufficient career training programmes throughout the industry contribute to job security concerns, leaving many professionals to rely on external learning platforms (e.g., LinkedIn Learning) to keep pace with fast evolving industry demands.



7 out of 10 (68%) marketers say it's harder to secure a job now than 5 years ago.

SOURCE: RESEARCH DIVE



# How satisfied are content marketers in the workplace?



Despite the challenges mentioned above, job satisfaction in the content marketing field remains high, with just over three-quarters (around 76%) of professionals expressing satisfaction in their roles. A lot of marketers have taken up freelancing, earning an additional \$8,250 annually through side gigs and work. Writing, editing, and content strategy projects are among the most common freelancer activities, with women being more likely to freelance than men.

Popular platforms for securing content marketing freelance opportunities, which are said to offer better pay and more flexibility, include MarketerHire and YunoJuno.

The combination of job stability and freelancing data reflects a resilient workforce that continues to adapt to changing market conditions despite various challenges being seen across the industry.



# Average salary of a content marketer



Salaries for content marketing vary significantly across countries, reflecting different economic conditions around the world, differences in demand for digital marketing skills, and wider cost of living implications. In the U.S., content marketers earn the highest salaries, with entry-level roles sitting at ~\$44,000 and senior positions reaching ~\$108,000.

In contrast, the United Kingdom offers lower salaries, ranging from £25,000 for entry-level roles to £60,000 for senior ones. Canada and Australia show similar trends, with entry-level roles coming in at ~£26,000 – £28,000, and senior roles at ~£60,000. Even still, India presents much lower salaries all round, with entry-level salaries as low as ~£3,500 and senior roles coming in at ~£14,100.

## Average content marketing salaries broken down by job type and country

Rank	Country	Entry-level (0-2 years) (GBP)	Mid-level (3-5 years) (GBP)	Senior (6+ years) (GBP)	HY	Munis	Currency	EM debt	Commodity
1.00	United States	~£35k – £47k	~£55k – £78k	~£86k – £117k	0.86	0.41	-0.47	0.75	0.39
2.00	United Kingdom	£25k – £30k	£35k – £50k	£60k – £85k	0.86	0.47	-0.62	0.80	0.42
3.00	Canada	~£26k – £31k	~£34k – £49k	~£51k – £68k	0.83	0.42	-0.69	0.80	0.45
4.00	Australia	~£28k – £35k	~£40k – £55k	~£60k – £80k	0.42	0.89	-0.42	0.68	-0.28
5.00	Germany	~£30k – £38k	~£38k – £51k	~£60k – £85k		0.48	-0.52	0.88	0.45
6.00	Netherlands	~£26k – £34k	~£34k – £47k	~£51k – £77k	0.48		-0.46	0.75	-0.23
7.00	Ireland	~£26k – £34k	~£34k – £47k	~£51k – £77k	-0.52	-0.46		-0.62	-0.35
8.00	Singapore	~£20k – £26k	~£29k – £40k	~£46k – £69k	0.88	0.75	0.75		0.19
9.00	India	~£3.5k – £5.9k	~£5.9k – £10.6k	~£14.1k – £23.5k	0.45	-0.23	-0.35	0.19	
10.00	France	~£26k – £34k	~£34k – £47k	~£51k – £77k					

SOURCE: KAGGLE

# Average salary of a content marketer



Interestingly, the location within each country also influences salary. Content marketers in larger cities usually earn up to 30% more than those in smaller towns, likely due to higher living costs and increased demand for digital marketing expertise in urban areas.

In addition to salary differences, financial factors such as asset class performance can impact opportunities in content marketing, particularly in finance-related roles. For instance, the U.S. and U.K. lead in High-Yield (HY) bonds, both scoring 0.86, indicating strong investment markets. Similarly, the U.S. dominated the municipal bond sector, while Singapore and Australia stood out for currency trading with scores of 0.75 and 0.89, respectively. These regional financial dynamics shape the demand for specialised marketing expertise in these kinds of sectors, such as finance and commodities, which may demand greater levels of investment into content marketing to deliver effective campaigns.

The pay gap between Gen Z and Boomers in the content marketing industry in 2024 has also narrowed, with Gen Z now earning about 2.1 times less than Boomers, compared to a larger difference in earlier years. However, despite these positive changes, gender inequality remains an issue, with men earning 7% more than women and being more likely to land C-level roles.

Overall, while the U.S. remains the leader in salary offers, other regions, such as the UK, Canada, and Australia present competitive compensation. The impact of location, generational trends, and gender inequality further shapes the content marketing job market.



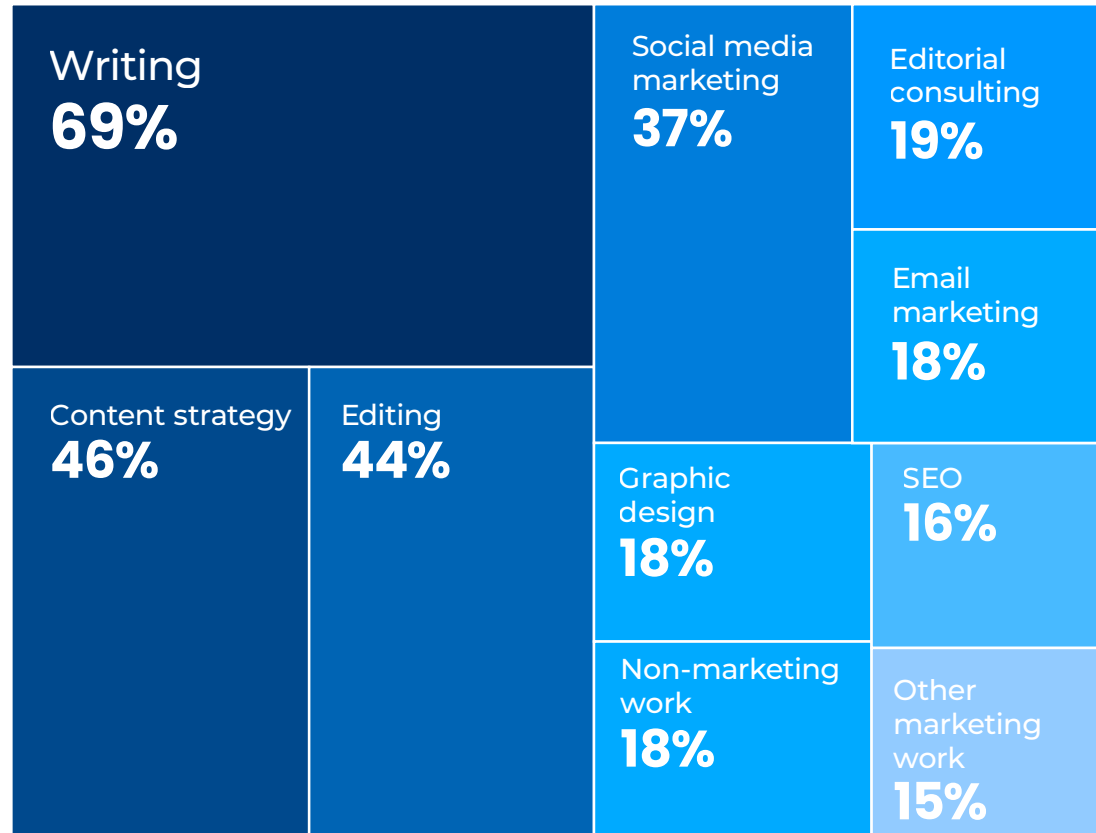
# Most common marketing gig work



## Top 10 freelance marketing work areas (2024–2025)

Strategy

Percentage of respondents (%)



SOURCE: CONTENT MARKETING INSTITUTE

Freelance marketing work is diverse, with roles such as Affiliate Marketer, SEO Specialist, and Content Marketer in high demand. These positions reflect the growing need for content marketing expertise across various platforms and channels, highlighting the importance of content, social media, and data-driven strategies.

Writing leads the list of most in-demand content-related freelance roles, with about two-thirds (69%) of marketers focused on content creation. This reflects the significant role that written content still plays in engaging audiences and supporting marketing efforts, despite the visual focus of growing platforms like Instagram and TikTok.

# Most common marketing gig work



Content strategy is the second most in-demand role, with almost half (46%) of freelancers working in this area. Content strategists help businesses plan and organise their content to align with goals and resonate with target audiences.

Editing ranks third, with about two-fifths (44%) of freelancers focusing on refining and perfecting content. This role ensures that content is clear, concise, and ready for distribution, making it an essential part of the content creation process.

Unfortunately, there isn't much specific information about the number of marketing freelancers in the UK. However, as of September 2024, there were approximately 4.28 million self-employed workers in the United Kingdom, according to Statista.

While this includes a variety of professions, many of these workers are involved in freelance marketing roles such as content creation, social media management, and digital marketing. Remote work has also influenced the growth of these freelance jobs, as many marketing tasks can be done from anywhere, offering more flexibility and opportunities.



# Most common skills required for content marketing



Around 9 in ten (~90%) marketers agree that content creation, including writing and editing, is at the core of successful content marketing. It's a skill that's needed everywhere, as creating engaging and well-written content is essential for any marketing strategy and channel (from [digital PR](#) to [paid media](#)).

SEO and keyword research are also highly important, with about three-quarters (~75%) of marketers focusing on this area. This skill is especially important in countries such as the U.S., UK, and Australia, where businesses need to improve their search engine rankings to be found by their audience.

Analytics and measurement come in third, with about two-thirds (~65%) of marketers highlighting its necessity. Being able to track and understand data is key to improving content marketing strategies. In places such as the U.S. and Germany, marketers rely heavily on data to make decisions and adjust their approach.

In short, content creation, [SEO](#), and the ability to analyse data are the top skills in content marketing, and they play a big role in helping businesses reach and engage their target audience effectively.

Rank	Skill Category	FMI (~%)	Trend (YoY)	Regional Variation
1	Content Creation (Writing, Editing)	~90%	Increasing	Universal
2	SEO & Keyword Research	~75%	Increasing	High emphasis in US, UK, AU
3	Analytics & Measurement (Data Interpretation)	~65%	Increasing	Slightly higher in data-driven markets (US, Germany)
4	CMS & Marketing Automation Tools	~60%	Stable	Uniform across markets
5	Social Media & Distribution Channels	~50%	Increasing	Heavier emphasis in B2C and APAC regions
6	Strategic Planning & Project Management	~40%	Stable	High emphasis in mature markets (UK, US)
7	Multimedia Content Creation (Video, Audio)	~35%	Increasing	Strong growth in US, AU, UK where video marketing is prominent
8	Email Marketing & Lead Nurturing	~30%	Stable	More common in US & UK B2B roles
9	Basic HTML/CSS Skills	~20%	Stable	More emphasis in smaller teams & startup environments
10	Localisation & Multilingual Content	~15%	Increasing	High emphasis in EU and APAC (Germany, Netherlands, Singapore)

SOURCE: KAGGLE

# Content marketing statistics by content type

Content marketing campaigns come in many shapes and sizes, each kind of campaign with its own strengths in capturing audience attention and driving engagement. Recent research highlights that short articles and blog posts are the most widely used format, with nearly all marketers (94%) relying on them for their adaptability and ability to share information effectively. Videos are another dominant format used by about four-fifths (84%) of marketers for its storytelling potential and visuals.

Other formats, such as case studies (78%) and infographics (67%), also add value in specific contexts (such as building trust in B2B and/or [search marketing](#), or simplifying complex ideas). However, effectiveness ratings suggest that popularity does not always translate to success, highlighting the need for strategic content creation. This section provides an overview of the most popular content marketing formats and their performance. It gives a starting point for exploring how different approaches are being used, to what effect, and why they matter.



# 75%

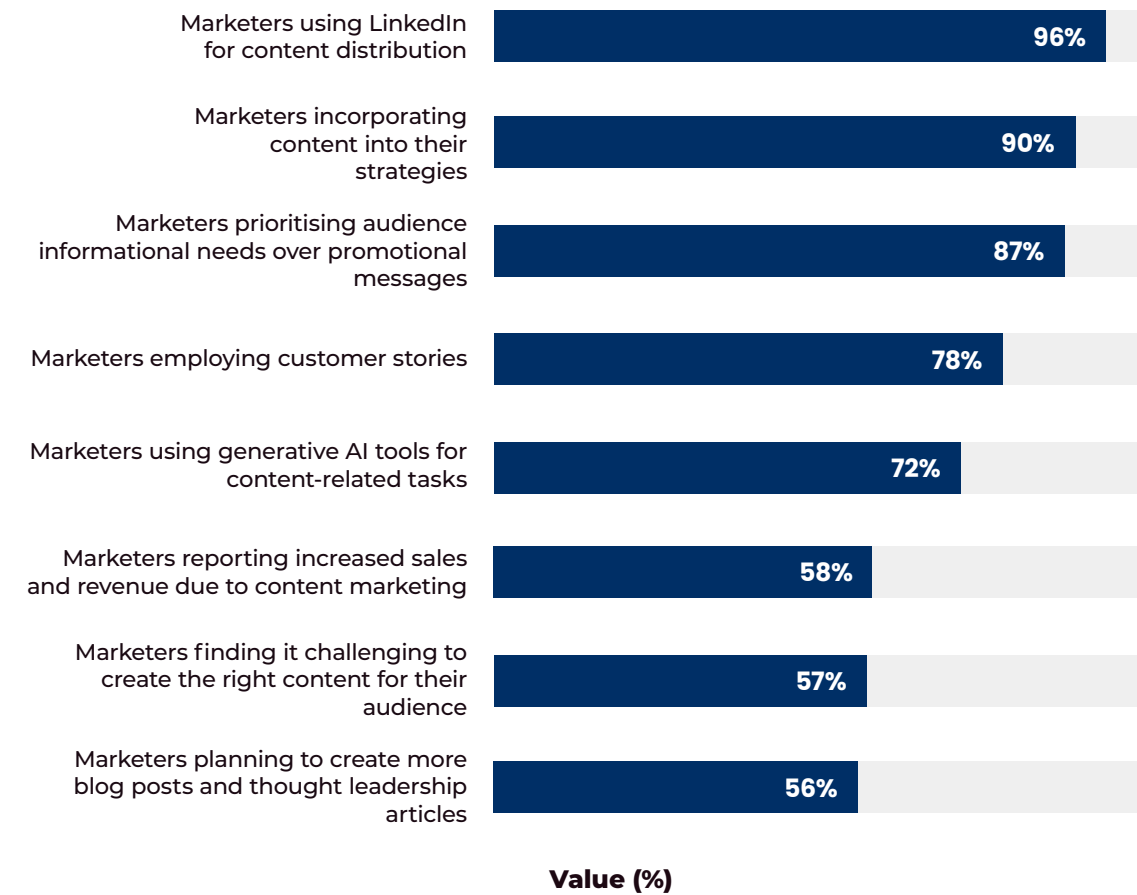
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The average blog post is about 2,330 words, however one study showed that three-quarters (75%) of readers actually prefer shorter articles under 1,000 words.

# B2B content marketing statistics



## Statistics on how B2B marketers are leveraging content



Business to business (B2B) content marketing is an essential strategy, with nine out of 10 marketers incorporating it into their campaigns. This shows how important it has become in engaging professional audiences and driving meaningful business results. Most marketers (90%) prioritise creating content that informs and supports their audience rather than promoting sales, reflecting a clear focus on building trust and adding value over simply driving an immediate increase in sales.

SOURCE: AHREFS, CONTENT MARKETING INSTITUTE, FORBES, SEMRUSH



# B2B content marketing statistics

LinkedIn stands out as the most popular platform for content distribution, with 96% of marketers using it to reach business-oriented audiences. This dominance highlights LinkedIn's unmatched ability to connect professionals and encourage engagement in a B2B context.

In comparison, only a little over half (56%) of marketers plan to create more blog posts and thought leadership articles, which is noticeably lower than other strategies. This lower percentage could suggest that, while these formats remain important, marketers may feel they have already maximised their efforts in this area or are shifting their attention toward emerging formats and platforms.

This contrast between LinkedIn's dominance and the relatively modest focus on blogs and thought leadership highlights how B2B marketers are adapting their strategies to prioritise the platforms and formats that align with evolving audience expectations. LinkedIn is an excellent platform for connecting with a broad range of professionals. At the same time, blog posts and thought leadership articles may be seen as better suited for providing in-depth insights and long-term value (or provide materials which can then be promoted on LinkedIn via effective **paid media services** and campaigns).



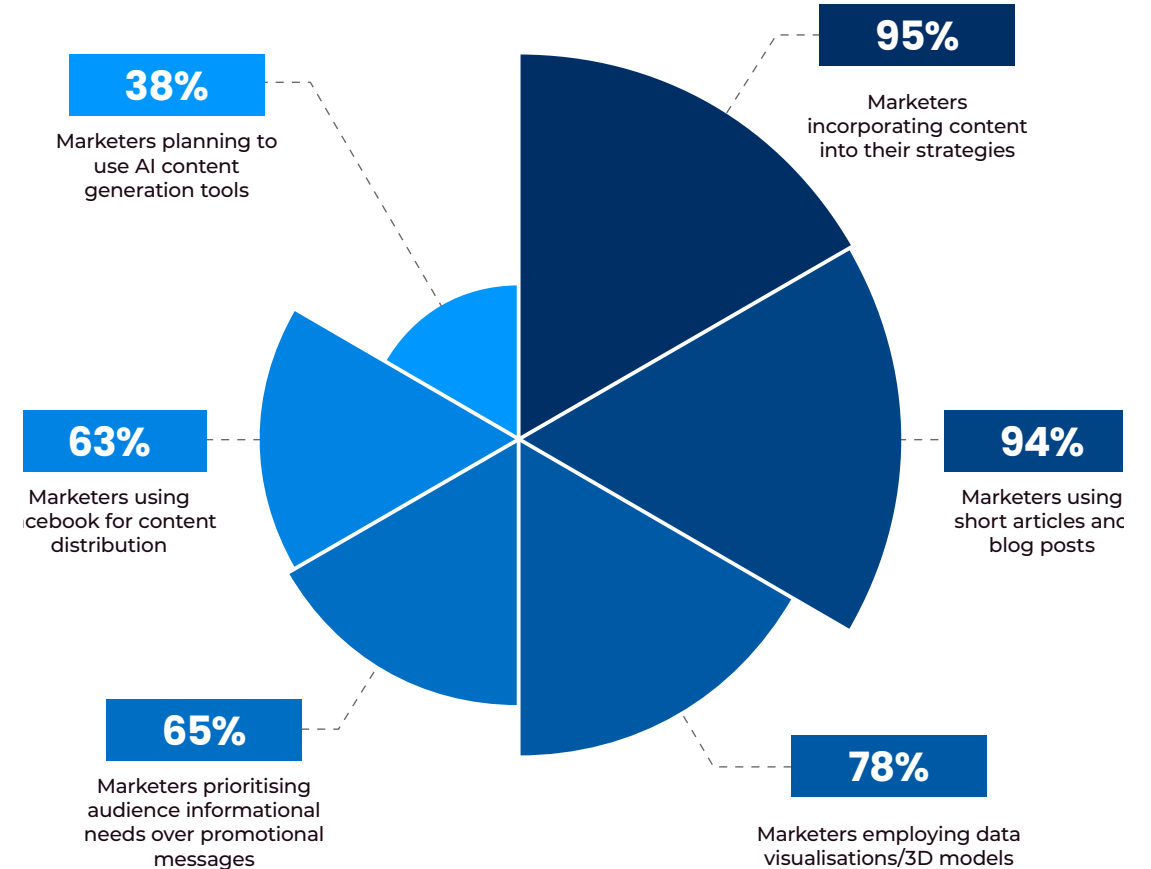
# B2C content marketing statistics

An overwhelming majority of marketers (95%) are actively using content marketing strategies to engage consumers and drive brand success. It's clear that, even in today's market, valuable content is key to standing out.

Among the various content formats, short articles and blog posts lead the way, with nearly all marketers relying on it (94%). Their popularity comes from how adaptable and effective they are at sharing useful information. About four-fifths of marketers (78%) also use data visualisations and 3D models to make their content more interactive and easier to understand, especially when explaining complex ideas.



## Statistic on how B2C marketers are leveraging content



SOURCE: SEMRUSH, AHREFS

# B2C content marketing statistics



In addition to that, roughly two-thirds (65%) of marketers are focusing on creating content that informs and helps their audience instead of purely promotional messaging. This shift shows that building trust and offering real value is what makes customers come back.

Based on the research, Facebook remains a popular choice for content distribution, with three-fifths (63%) of marketers using it to reach their audience. Its large user base makes it a reliable platform for sharing content and engaging with consumers.

Looking ahead, just over one-third (38%) of marketers are planning to use AI tools to create content. Even though it's still a smaller group, it highlights growing interest in using technology to create highly personalised content.

These insights show that while traditional formats such as blogs remain dominant, marketers are also embracing new tools and platforms to adapt to evolving consumer expectations and preferences.





# Email content marketing statistics

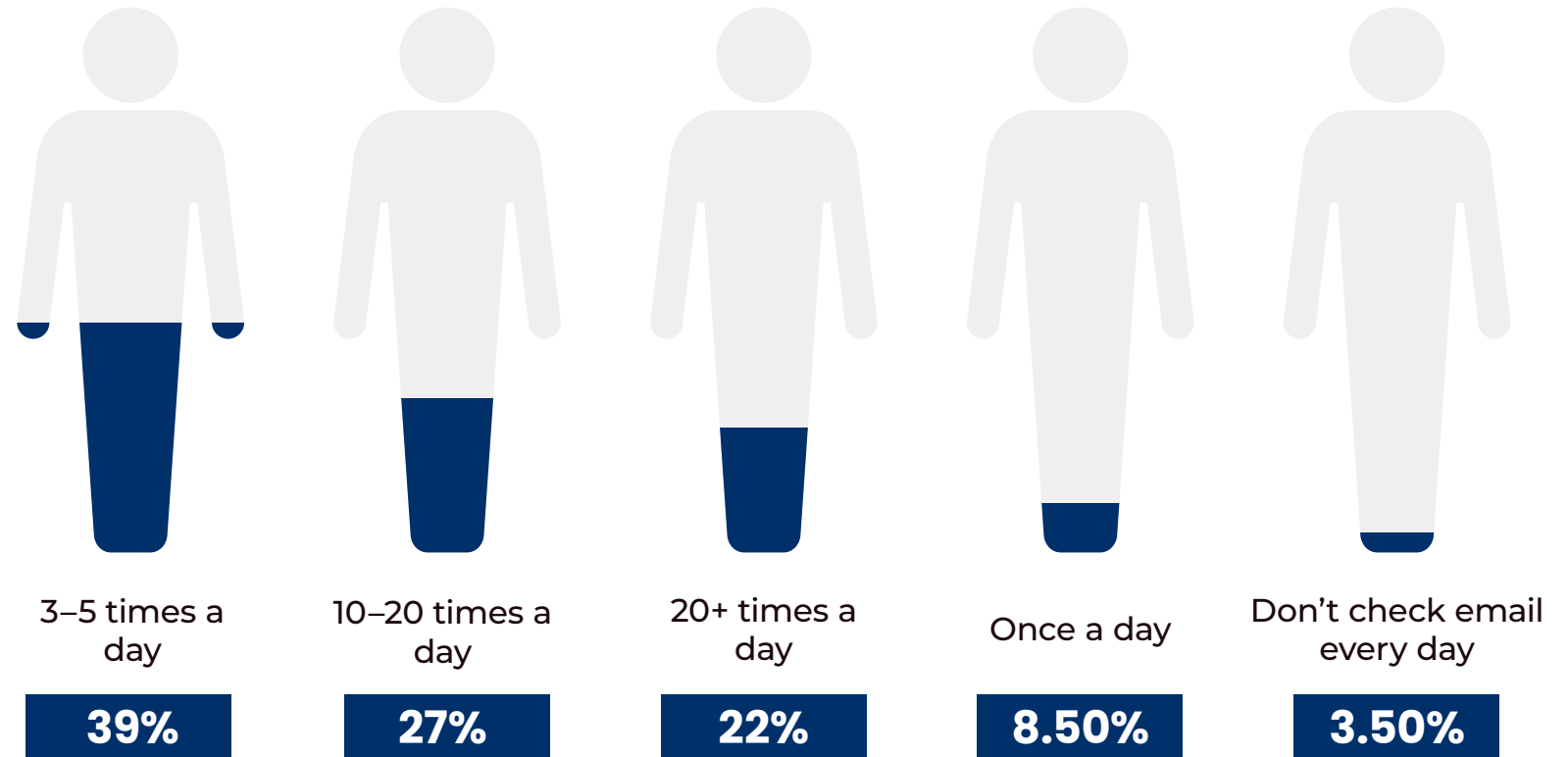


Email content continues to be a vital component of content marketing, offering significant engagement and a strong return on investment (ROI). In 2024, there were over 4.5 billion email users worldwide, which is expected to grow to 4.8 billion by 2027. This extensive usage underscores the importance of email as a powerful communication channel for marketers.

On average, email marketing brings in \$36 for every \$1 spent, which is a 3600% return, making it one of the most cost-effective content marketing approaches out there. Nearly three-fifths (59%) of consumers say that marketing emails do influence their purchase decisions, showing how effective email can be for boosting sales and building stronger relationships with customers.

Engagement with email also remains high, potentially reaching nearly nine-tenths (88%) of users who are checking their inbox multiple times daily.

## Statistic on how B2B marketers are leveraging content



SOURCE: OPTINMONSTER

# 1.4%

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average click-through  
rate for email campaigns.

## Email content marketing statistics



Additionally, according to Forbes, email open and click-through rates vary across industries. For instance, faith-based organisations achieve the highest open rates, reaching close to half (45.5%), followed by child care services at 44.8%. The overall average click-through rate for email campaigns is approximately 1.4%, although again some industries do see greater performance than this.

These statistics show how vital email is as a marketing tool. Mobile-friendly designs, automated workflows, and tailored strategies ensure that email content continues to deliver exceptional results and reach the right audience.



# Video content marketing statistics

Currently, 9 in ten (91% of) businesses use video as a marketing tool, maintaining this level from an all-time high back in 2016. Additionally, nearly nine out of 10 (88%) video marketers say video is a crucial part of their overall strategy, reflecting its importance in modern marketing efforts.

In addition to that, nearly half (48%) of marketers focus on live-action videos, while educational content is highly effective at engaging audiences and building trust. This shows that video isn't just about attracting attention. Video marketing is about providing meaningful content. In terms of production, about two-fifths (38%) of marketers create videos in-house, another two-fifths use a mix of in-house and outsourcing, and 24% fully outsource. This flexibility allows businesses of all sizes to adopt video marketing as a strategy, with success depending more on relevance than having large budgets available to work with.

AI also continues to play a growing role in video creation and marketing efforts, with over nine-tenths (92%) using AI for video idea generation.



This shift toward technology simplifies workflows, augments creativity, and helps brands create more audience-focused content.



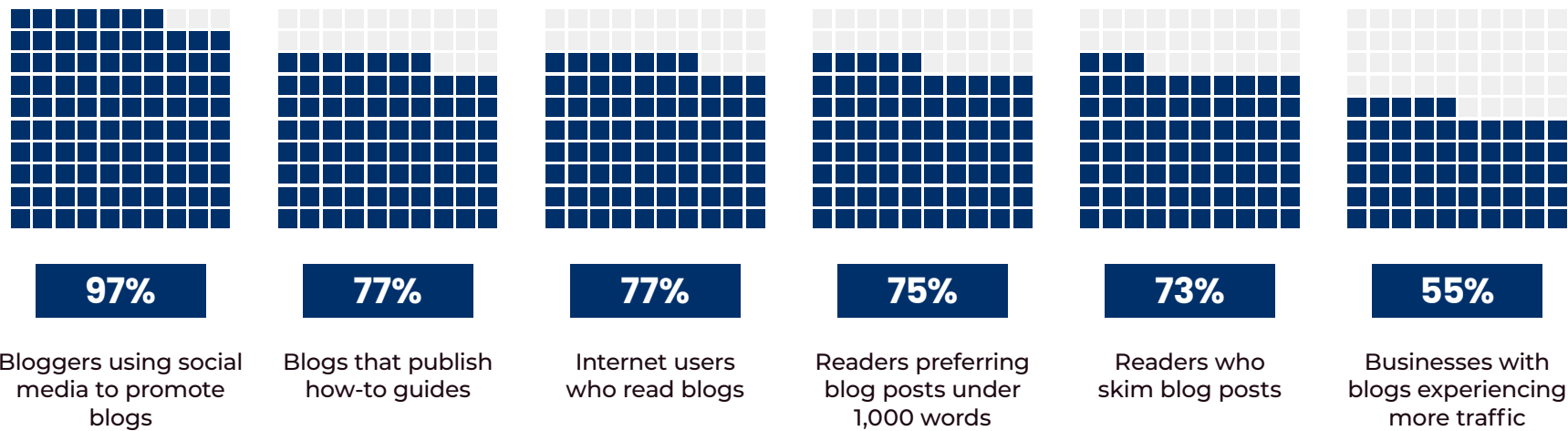
# Content marketing blogging statistics



According to recent research, there are over 600 million active blogs globally, and more than three-quarters (77%) of internet users are reading blogs, which shows its broad relevance. Businesses that maintain a blog see 55% more website traffic, highlighting the value of creating new blog content consistently to drive greater visibility in the market.

The average blog post is about 2,330 words, however one study showed that three-quarters (75%) of readers actually prefer shorter articles under 1,000 words. Additionally, 73% of readers only scan posts for key details, while just about one-fourth (23%) read blog posts more thoroughly. This shows the need for concise, clear writing supported by engaging headlines, subheadings, and visuals to grab attention and make blog content easily skimmable.

## Insights into blogging's role in content marketing



Value (%)

SOURCE: AHREFS, DEMANDSAGE, ORBIT MEDIA, SEMRUSH, OPTINMONSTER

If you want help better promoting your blog, speak with our **search marketing company team** today.

**GET IN TOUCH**

## Content marketing blogging statistics



As outlined in the table above, around four-fifths (77%) of blogs are how-to guides, reflecting their effectiveness in providing practical solutions and meeting audience needs. Moreover, nearly all (97%) bloggers use social media to promote their content, highlighting the connection between blogging and platforms such as Facebook and LinkedIn to boost reach.

The above insights demonstrate that blogging success relies on creating concise, audience-focused content and strategically promoting it to maximise impact and create stronger connections with readers.



# Social media content marketing statistics



As of 2024, there are approximately 5.17 billion social media users worldwide, with the average person engaging with 6.7 different platforms monthly. This extensive usage underscores the necessity for businesses to maintain a robust and diverse social media presence to effectively reach their target audience.

Short-form videos are now the most commonly used social media format, as 91% of businesses utilise video as a marketing tool. Additionally, two-thirds (66%) of social media marketers find funny content to be most effective for their brand, followed by relatable content at just under two-thirds (63%) and trendy content at about three-fifths (59%). This pattern reflects the increasing value of personable social media content to effectively capture audience attention.

Influencer marketing continues to be a significant aspect of social media strategies, with half (50%) of millennials trusting product recommendations from influencers. This trust shows just how much authentic endorsements and content can impact consumer purchasing decisions and drive social media marketing success.



# Podcast content marketing statistics



Podcasting has become a big part of content marketing in recent years. As of 2024, there are over 4.25 million podcasts available worldwide, offering content to a growing and diverse audience. In the U.S. alone, over half (67%) of people have listened to a podcast, highlighting this channel's popularity for both entertainment and information.

Listeners dedicate substantial time to podcasts, reaching a record 15 billion hours back in 2021, up from 12 billion two years earlier. This growing preference for podcasts, and the time spent listening to them, shows their value as a content format. Notably, 28% of listeners rank podcasts as their favourite type of audio content, surpassing platforms such as YouTube and Spotify (although perhaps some listeners associate such platforms with podcasting more generally).

The podcast advertising industry generated \$2.28 billion in revenue in 2023 and is projected to grow by 75% in 2024.

SOURCE: PRIORI DATA

Podcasts are highly effective for marketers. The podcast advertising industry generated \$2.28 billion in revenue in 2023, which is a 25% increase from the previous year. It is also projected to go even higher in 2024, reaching over \$4 billion. This growth reflects the increasing reliance on this format to connect with audiences and deliver targeted messaging.

These insights demonstrate that podcasts are more than just a trend, they are an important tool for engaging audiences, fostering trust, and achieving measurable results in content marketing strategies.



# Content market strategy statistics

Going into 2025, content marketing strategies are becoming more innovative and targeted, reflecting the fast-changing digital market. A lot of companies now leverage tools such as AI, and are adjusting their content marketing budgets to prioritise high-quality content and stay competitive. Also, as platforms like Google continue to demand more refined content approaches to secure visibility across them, businesses must adopt well-planned content marketing strategies to help them attract and retain their target audience.

In this section, you will learn how businesses are balancing key content marketing priorities, including improving organic search performance, building strong backlinks, optimising content marketing budgets to maximise ROI, and integrating AI into their workflows. These insights provide a clear understanding of what drives success in content marketing today.



# 20%

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Higher spending on content marketing strongly correlates with success, with those investing \$4,000+ per post being 2.6 times more likely to report their strategy as “very successful”. 20% of brands spending under \$500 report underperformance, compared to none in the \$4,000+ group.



# Content marketing statistics for organic search



Users frequently rely on search engines to discover information, products, and services. However, the competition for visibility on Google is intense, and many pages fail to gain traction. According to Ahrefs, most pages (90.63%) get no visits at all. This suggests that simply publishing content is not enough to attract traffic. This is why working with an [SEO agency](#) and [digital PR agency](#) to rank and promote your content is so important.

The data underscores the difficulty of standing out on Google. Only pages that are well-optimised, strategically targeted, and rich in high-quality backlinks manage to attract substantial organic traffic. The fact that 5.29% of pages receive just 1 to 10 visits monthly shows how limited SEO optimisation is across most websites, while the 0.21% of pages attracting 1,000+ visits monthly reflect how highly competitive the SEO space is.



# Content marketing statistics for organic search



## Content marketing statistics for organic search

Number of pages on Google	Number of visits (%)
847,833,932 pages	0 visits (90,63%)
51,533,239 pages	1–10 visits (5,29%)
28,248,087 pages	11–100 visits (2.84%)
10,322,545 pages	101–1,000 visits (1.04%)
2,094,758 pages	1,001 visits (0.21%)

This highlights the need to choose the right keywords, create content that resonates with your audience, and consistently work on your SEO to [break through Google’s competitive ranking algorithms](#) and position your content at the top of the organic search results.

SOURCE: AHREFS

Businesses make link building a priority, with nearly all

(95%)

of businesses including it in their content marketing strategy in 2024, up from around six-sevenths (85.3%) in 2023.

## Content marketing statistics for link building



This rise demonstrates how essential backlinks are for improving search engine ranking and expanding online presence.

To secure high-quality links, around two-thirds (67.3%) of marketers use [digital PR](#) to earn links and brand mentions from trusted news sites and online magazines, while just over one-third (38.9%) rely on guest posting. Additionally, more than nine-tenths (93.8%) of marketers focus on quality by targeting links from authoritative sites over multiple links from less credible sources.

In 2024, a little over one-third (36.3%) of [SEO experts](#) work on creating valuable content assets, such as detailed articles and original research (like this piece), to naturally attract backlinks. This is what our [Hyper Relevancy Link Building services](#) focus on, and as the data shows is an area that many brands are investing in going into 2025. These insights show that success in link-building isn't about chasing numbers. It's about building meaningful connections and creating content that others genuinely want to share and link to.

# Content marketing budget statistics

Content marketing saw increased investment in 2024, as over half (54%) of businesses planned to spend more than they did in 2023. This builds on trends from previous years, showing growing confidence in content marketing's effectiveness.

In addition to that, most businesses planned to allocate a moderate monthly budget to content marketing in 2024. Nearly half (47.6%) expected to spend \$5K to \$25K per month on content marketing. However, fewer businesses were planning to spend more than \$45K monthly, which shows that brands are still being strategic as they invest enough to create good content and see results without overspending.

Spending per piece of content is also rising. In 2023, just under half (44.4%) of businesses spent \$0 – 500 per post, however this was projected to drop to one-fifth (20.9%) in 2024. Instead, 53.1% planned to spend \$550 to \$2,000 per piece, with some investing over \$4,000.

## Areas where businesses spend their marketing budget in 2024



SOURCE: FORBES ADVISOR

# Content marketing budget statistics



These insights provide a clear overview of how businesses allocated their marketing budgets in 2024. Social media and community building took the largest share (52%), which highlights the importance companies place on connecting with their audience online. Additionally, improving content quality (43%) and conducting customer and audience research (37%) were also (and continue to be) key areas of focus, as businesses aim to create content that truly resonates with their audience.

Emerging areas such as video content (32%) and SEO (26%) are experiencing increased investment, while AI tools remain a smaller focus at only 7%. This breakdown shows businesses are prioritising proven strategies as well as gradually exploring newer opportunities at the same time.

Moreover, higher spending strongly correlates with success, meaning businesses investing \$4,000+ per post are 2.6 times more likely to report their strategy as “very successful”. Meanwhile, about one-fifth (20%) of businesses spending under \$500 report underperformance, compared to none in the \$4,000+ group.



# AI in content marketing statistics



Artificial Intelligence keeps evolving each year, and its role in content marketing increased significantly throughout 2024. About two-thirds (67%) of small business owners and marketers now use AI for content marketing or SEO, showcasing its widespread adoption across the industry.

AI-driven strategies are delivering tangible results, with marketers reporting an average seven-tenths (68%) increase in ROI when using AI tools for their campaigns. This underscores the financial benefits of integrating AI into content creation and optimisation efforts.

7 out of 10 (68%) marketers say it's harder to secure a job now than 5 years ago.

SOURCE: RESEARCH DIVE



The main applications of AI in 2024 included content production (58%), drafting social media copy (52%) and creating ad copy (45%), which shows its adaptability across different content types. These figures highlight how AI helps marketers save time and resources by automating repetitive tasks while also maintaining consistency and quality. The strong adoption of AI in social media and ad copy creation indicates the technologies value in generating tailored, engaging content for specific audiences.

In terms of the future, over four-fifths (83.2%) of content marketers planned to use AI tools in 2024, which was a notable increase from nearly two-thirds (64.7%) in 2023. These figures are likely to increase going into 2025. However, despite that, challenges still remain. The surge in AI-generated content could lead to an increase in low-quality content, as some businesses prioritise quantity over quality. In order to stay competitive, marketers must balance AI's efficiency with a commitment to producing high-quality, engaging content.

If you are interested in learning more about how to make your brand more visible in AI-generated responses, read about our [AIO agency services](#).

# Biggest challenges in content marketing 2024/2025

In 2024, content marketers were facing several challenges. One of them is AI. The rise of AI-generated content has made content creation more efficient, however it has also contributed to an increase in low-quality material. Some brands rely too heavily on AI, which can lead to a lack of human oversight and the loss of expertise that professional writers and editors provide (and search engines like Google look for). While AI can generate content quickly, it often lacks the nuance, creativity, and accuracy that humans bring.

SEO is another tricky area, largely because search engine algorithms and user behaviours are constantly changing. Updates to SEO algorithms, such as Google's increasing emphasis on E-E-A-T (Experience, Expertise, Authoritativeness, and Trustworthiness) signals, force marketers and **SEO agencies** to adapt their strategies regularly to maintain or improve rankings. In addition, shifting search trends, such as the rise of voice search and mobile-first indexing, require marketers to rethink how they create and optimise content to meet ever evolving searcher needs.

To tackle these challenges, marketers need to focus on quality, remain flexible, and stay mindful of their audience's expectations and concerns.



Over-reliance on AI has led to more low-quality content and a loss of human expertise.

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## What is content marketing?

Content marketing focuses on creating and sharing content that is useful, relevant and consistent, aimed at attracting, engaging and retaining the interest of a specific audience. The main goal of content marketing is to encourage actions that benefit the business publishing the content, such as making a purchase or building loyalty. Instead of directly promoting products or services, content marketing strategies often focus on helping the audience by providing content that solves their problems or meets their needs.

## What is a content marketing agency?

A content marketing agency specialises in developing strategies to create, share, and analyse content for clients. They produce various types of content, such as blogs, videos, guides, and podcasts, to engage a specific audience. The aim is to provide value, expand the client's audience, and drive increased revenue.

## What is B2B content marketing?

B2B (business to business) content marketing involves creating and sharing content to attract other businesses and convert them into customers. It focuses on addressing professional needs and challenges through things like blog posts, case studies, white papers, and webinars. Both in-house teams and external [search marketing agencies](#) can plan and implement effective B2B content marketing campaigns, making it beneficial for businesses of all sizes.

## How to measure content marketing ROI?

First of all, make sure to compare how much money you make from your content efforts to how much you spend on them. Then, use this formula:

$$\text{ROI} = (\text{Revenue from leads} - \text{Costs}) \div \text{Costs} \times 100$$

Revenue comes from the leads your content generates, which are converted into customers.

So, subtract the total cost of creating and promoting your content, then divide this by the cost to create it, and multiply by 100 to get the percentage return generated by your content marketing efforts.

## What are the different types of content marketing?

Content marketing comes in many forms, each with its own way of connecting with people and achieving different goals. Here are some of the most common types:

- Blog posts
- Videos
- Infographics
- Case studies
- eBooks
- User-generated content
- Checklists
- Memes
- Testimonials and customer reviews
- How-to guides
- Influencers

These are some of the most popular channels and formats when it comes to content marketing, however there are plenty of other content types to explore. Make sure to choose the type that works best for your business, and feel free to try new things along the way.



# FAQs

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## How to measure the success of content marketing?

Start by defining clear goals, such as increasing website traffic, generating leads, or driving sales. Track relevant metrics, including page views, conversion rates, or social shares, using various tools (e.g., Google Analytics). Also, don't forget to regularly review your performance data to see what's working and identify areas for improvement. Adjust your content strategies based on these insights to keep them aligned with your objectives.

## Why is content marketing important?

Content marketing is important because it supports modern marketing strategies by driving engagement, building trust, and attracting leads. It enhances email, social media, SEO, [digital PR](#) and [paid media marketing](#) efforts through valuable, relevant content that resonates with audiences. A strong content strategy ensures consistent messaging and helps generate inbound traffic, leads, and overall marketing success.

## What does a content marketing strategist do?

A content marketing strategist develops promotional strategies to align content with business goals and audience needs. They perform content audits, create editorial calendars, manage campaigns, and analyse content performance. This role often involves leading teams, and researching, organising, and editing content rather than creating it. They focus on connecting with target audiences through skills in SEO, promotion, email marketing, and link building to drive results.

## Why content marketing is important for B2B marketing?

Content marketing is important for B2B marketing because it offers brands a cost-effective way to attract and engage leads while delivering long-term value to their customers and audiences. Content marketing helps B2B brands build brand authority, trust, and awareness by addressing audience needs. Effective B2B content can boost search engine rankings, generate social shares, and earn backlinks, driving valuable traffic and inbound leads or sales as a result.

As an inbound marketing strategy, content marketing naturally attracts prospects by providing genuine value, setting businesses apart

from their competitors and keeping their sales pipeline filled with qualified prospects.



## How much does content marketing cost?

The cost of content marketing can vary widely depending on several factors, such as the type and volume of content, the channels used for distribution, and whether you work with freelancers, an in-house team, or a digital marketing or SEO agency to power your campaigns. For example, a small business might spend less than a few hundred per month, while a larger company with extensive content needs might spend upwards of thousands per month to drive content marketing results.

## What are the benefits of content marketing?

Content marketing offers many benefits. It keeps your audience interested by sharing engaging content and helps turn potential customers into buyers. It also makes more people aware of your brand, especially through platforms like social media, and shows that your business is trustworthy and knowledgeable. Over time, it creates loyal customers who might recommend your brand to others. While it takes effort to start, the long-term rewards are worth it.

# Glossary



## Artificial Intelligence (AI)

Is a field of computer science focused on creating systems capable of performing tasks that typically require human intelligence. These tasks include reasoning, learning, problem-solving, and understanding language, with applications of AI enhancing efficiency and accuracy across various domains.

## Business-to-Business (B2B)

The exchange of products, services, or information between businesses rather than directly to individual consumers.

## Business-to-Consumer (B2C)

A type of commerce where businesses sell products or services directly to individual consumers, focusing on meeting personal needs and preferences.

## Compound Annual Growth Rate (CAGR)

A metric that represents the average annual growth rate of an investment or value over a specified time period, assuming consistent growth year over year.

## Experience, Expertise, Authoritativeness, Trustworthiness (E-E-A-T)

A framework used by Google to assess the quality of content, ensuring it comes from knowledgeable sources (experienced and expertise), is credible and respected (authoritativeness), and provides accurate and reliable information (trustworthiness).

## Generative AI

A type of artificial intelligence that generates new content, such as text, images, or audio, based on input prompts or patterns learned from existing data.

## Pay-Per-Click (PPC)

This is an online advertising strategy/approach where advertisers pay a fee each time one of their ads is clicked, commonly used to drive traffic to websites and achieve specific marketing goals.

## Return on Investment (ROI)

A measure of an investment's profitability, calculated by dividing the net profit by the cost of the investment and expressing the result as a percentage.

## Search Engine Optimisation (SEO)

The practice of improving a website's content, structure, and visibility to rank higher in search engine results pages (SERPs), driving organic (non-paid) traffic to the site as a result.

## Thought Leadership

A content strategy where individuals or brands demonstrate expertise and authority in a specific field by providing valuable insights, new data, innovative ideas, and new solutions, aiming to build trust, influence and affinity within their industry.

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