

# 1000 to 1

What's Your  
Biggest Challenge  
With Content?

Content Marketing  
Survey



# 1000 to 1

## What's Your Biggest Challenge With Content?

We asked one question.  
One thousand marketers answered.

## About the Survey

We asked 1,000 marketers seeking help with their content marketing one simple question, "What's your biggest challenge with content?" No multiple choice. Just an open-ended invitation to reply.

After manually categorizing all of their individual responses into seven categories, comprised of 35 themes in total, here are our findings.

### When reviewing, please consider:

Each marketer submitted their *biggest* challenge with content, not their *only* challenge.

Marketers were actively seeking content marketing info at the moment they were surveyed.

Our category breakdowns include percentages of responses by themes within a category.



# Top 10 Challenges

(Ranked by number of mentions from 1,000 respondents)



## Is it all a matter of time?

Marketers mentioned time more than any other theme, making it the biggest challenge in content marketing.



# Biggest Challenges by Category

Are you in touch with your creative side?

The actual production of content - and the creativity needed to drive it - led as the biggest category of challenges for marketers.

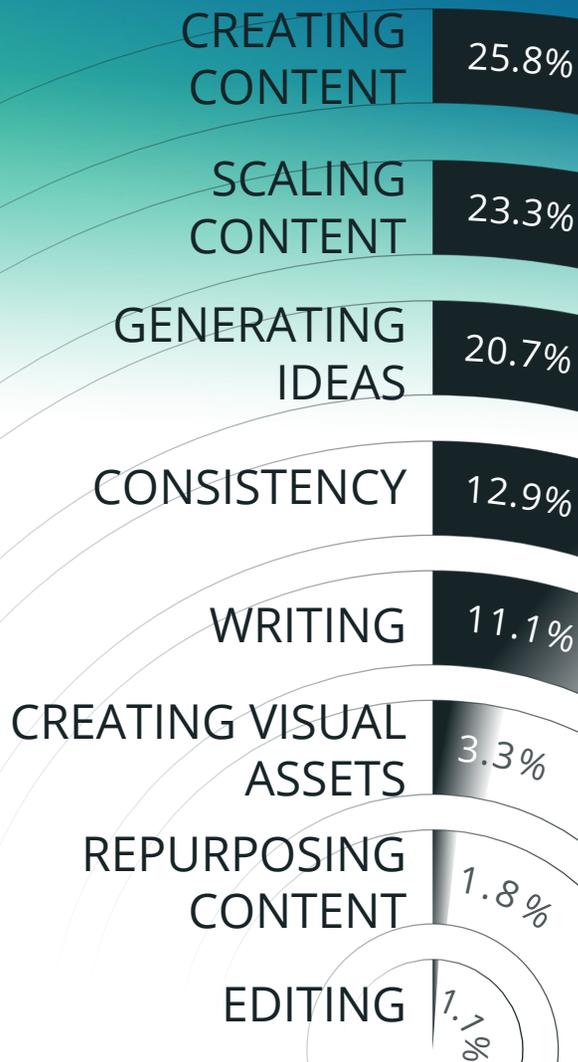
## Challenges That Marketers Noted

- Getting creative with it.
- Coming up with original ideas.
- Producing quality and quantity.
- Making it compelling for readers.
- Knowing which content to produce.



# Production

(Category Breakdown)



Percentages of themed responses within Production category

How do you keep adding fuel to your fire?

Having the stamina to generate ideas and produce compelling content – again and again – was a prevalent challenge for the creatively minded.

## Challenges That Marketers Noted

- Scalability.
- Coming up with ideas.
- Keeping up a consistent flow of quality content.
- Writing content that supports our brand narrative.
- Developing enough compelling content to move the business.



# Credibility

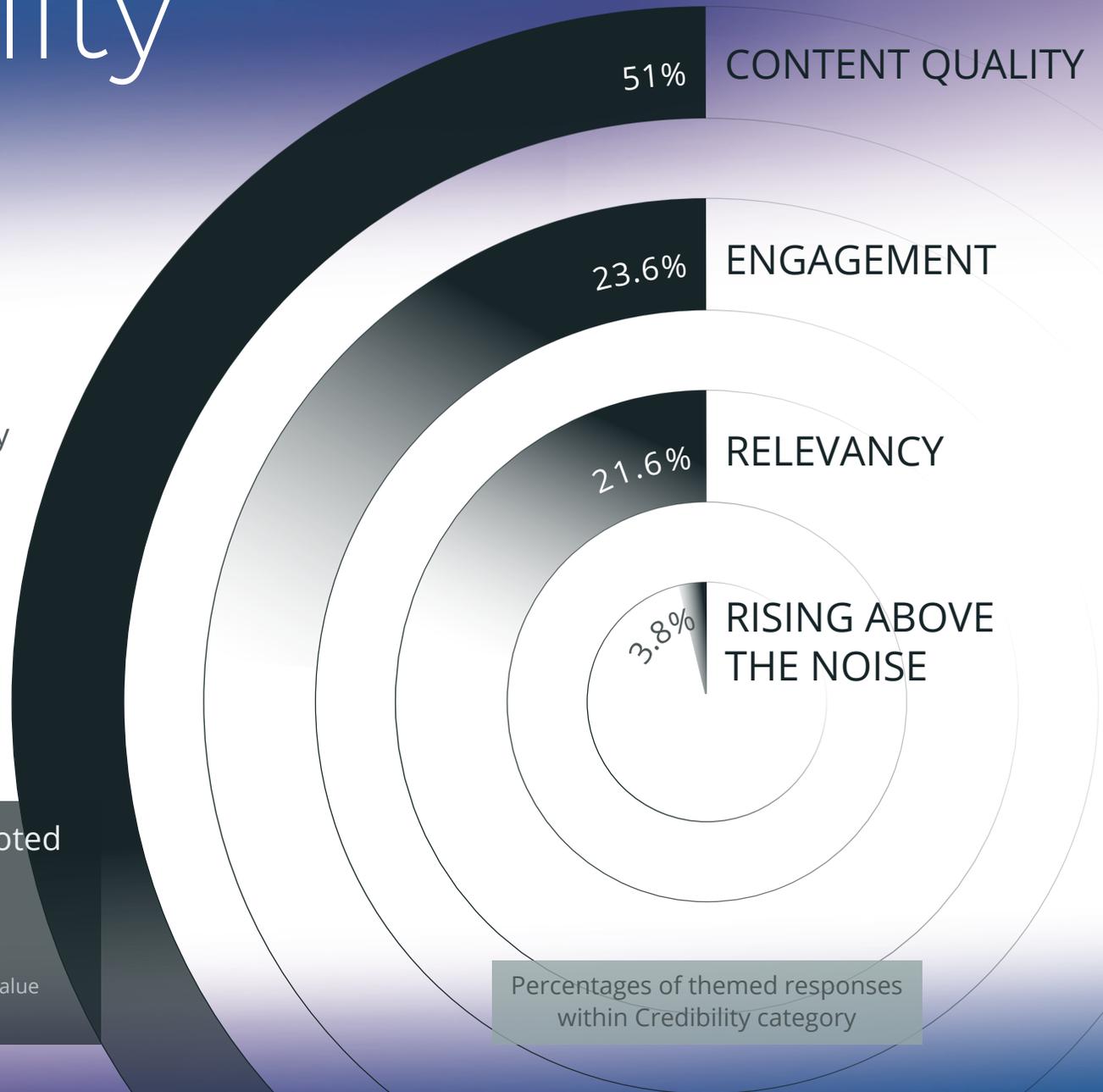
(Category Breakdown)

Is it good enough?  
Do people trust you?

Among themes related to a brand's credibility, content quality alone was a bigger challenge than engagement and relevancy combined.

## Challenges That Marketers Noted

- Finding the right tone.
- Getting users to engage.
- Breaking through the buzz.
- Keeping content fresh and relevant.
- Producing high quality content that provides value to readers.

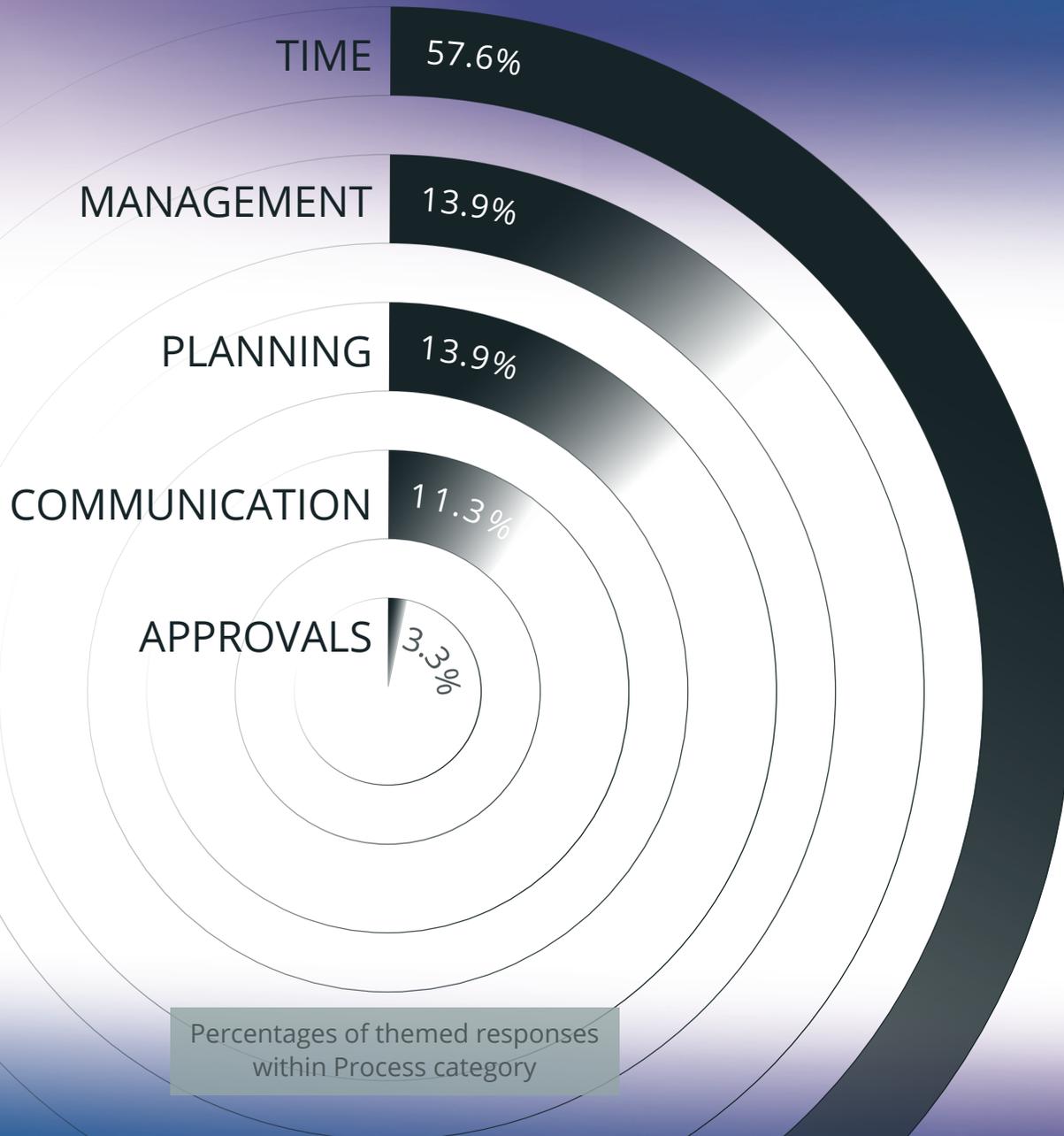


Percentages of themed responses within Credibility category



# Process

(Category Breakdown)



How do you tackle the everyday?

When it came to the day in and day out of content, managing time trumped all other challenges from process-oriented respondents.

## Challenges That Marketers Noted

- Finding time.
- Producing content fast enough.
- Getting all stakeholders involved.
- Collaborating with different departments.
- Planning and executing a sensible plan versus being reactive and random.



# Traffic

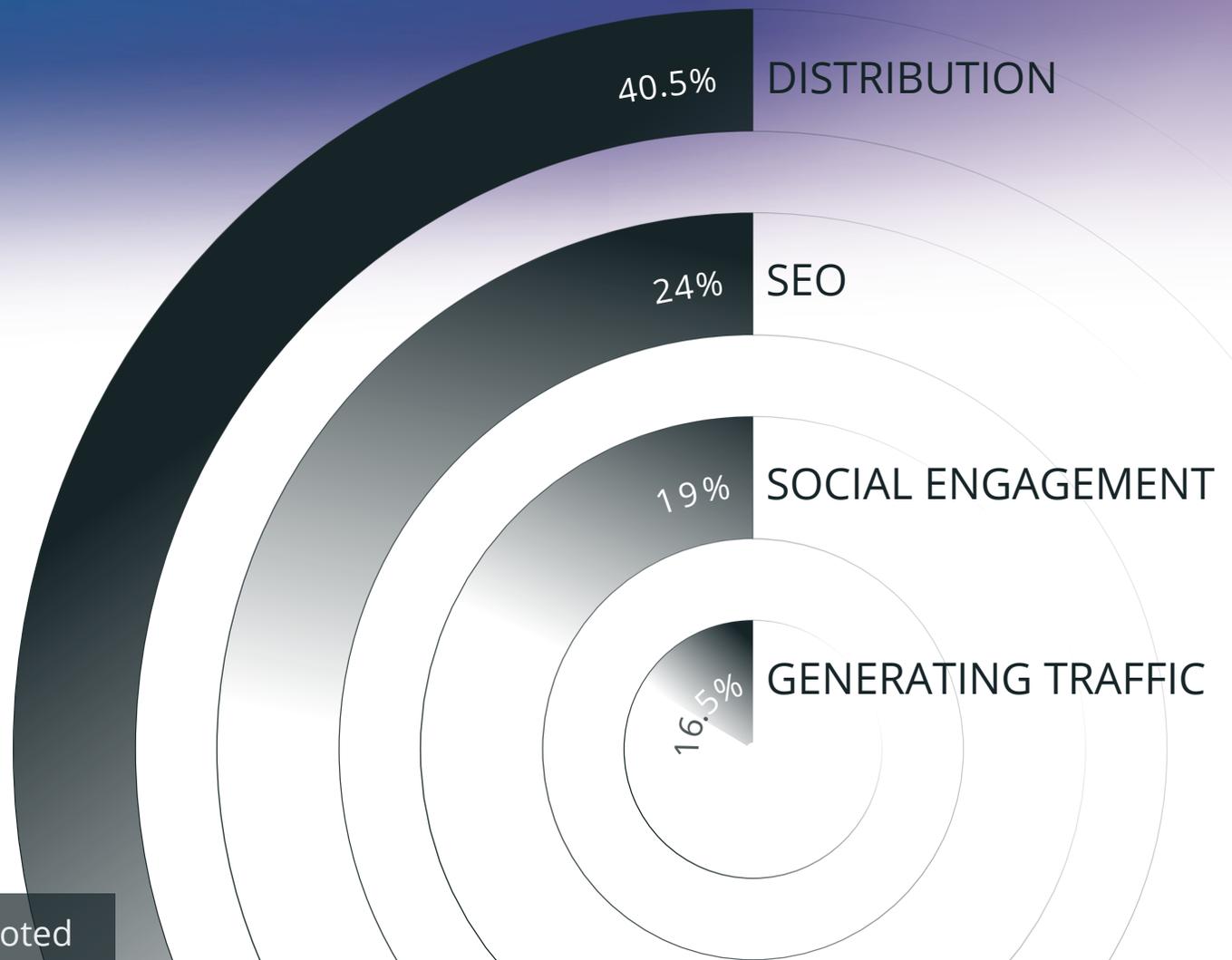
(Category Breakdown)

## Will you reach your audience?

Of those marketers concerned most about traffic, the biggest challenge was distribution in general, with few mentions of specific channels.

### Challenges That Marketers Noted

- Reaching everyone.
- Getting high Google rankings.
- Inspiring others to share content.
- Knowing where to distribute content.
- Getting content found by the right audience.



Percentages of themed responses within Traffic category

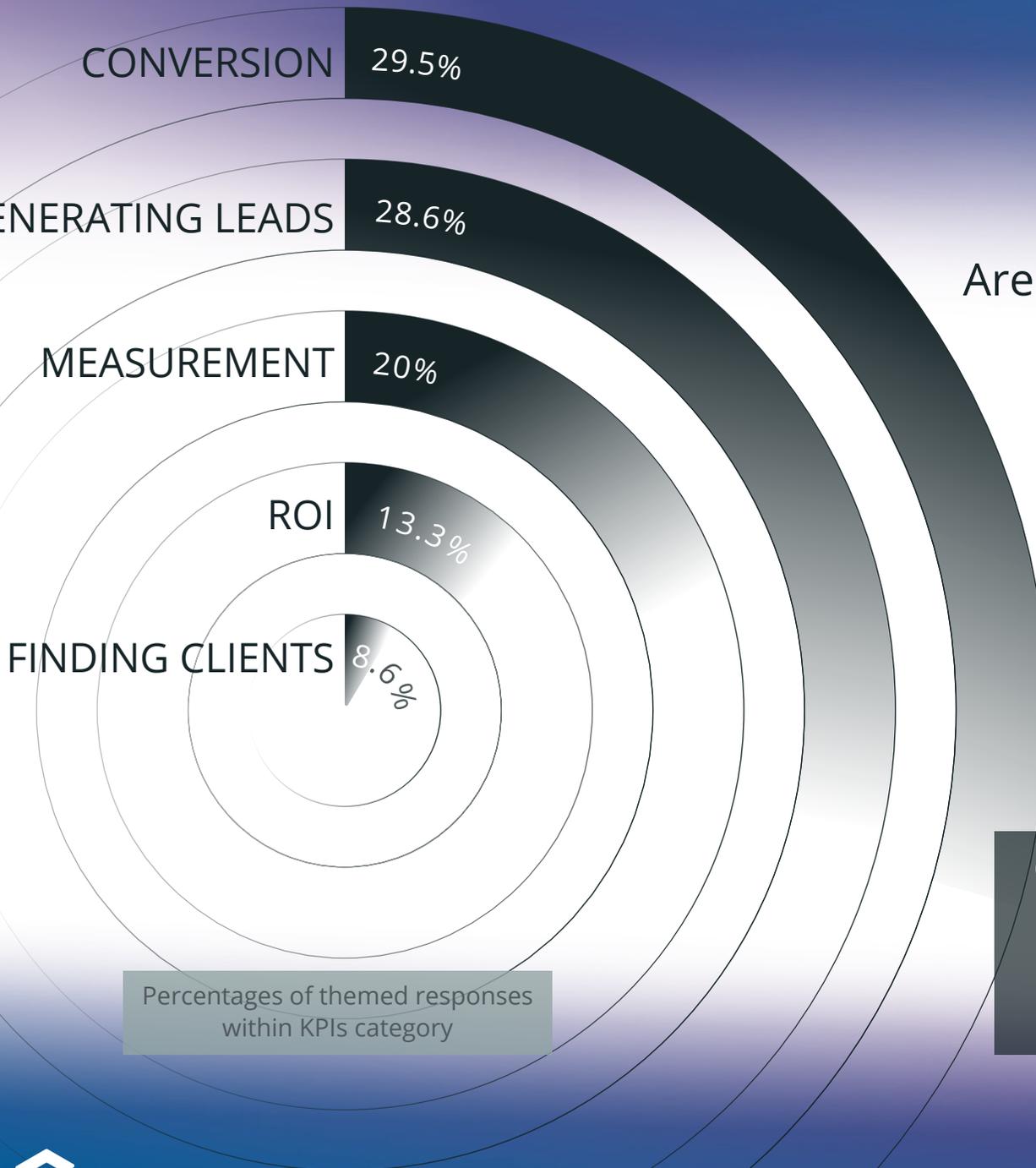


# KPIs

(Category Breakdown)

## Are you winning people over?

For respondents most challenged by hitting KPIs, conversion in general was the biggest challenge, with ROI being far less of a concern.



Percentages of themed responses within KPIs category

### Challenges That Marketers Noted

- Mastering per-dollar value.
- Generating leads from content.
- Creating content that actually drives leads.
- Setting benchmarks and measuring results.
- Proving the business impact of content marketing.

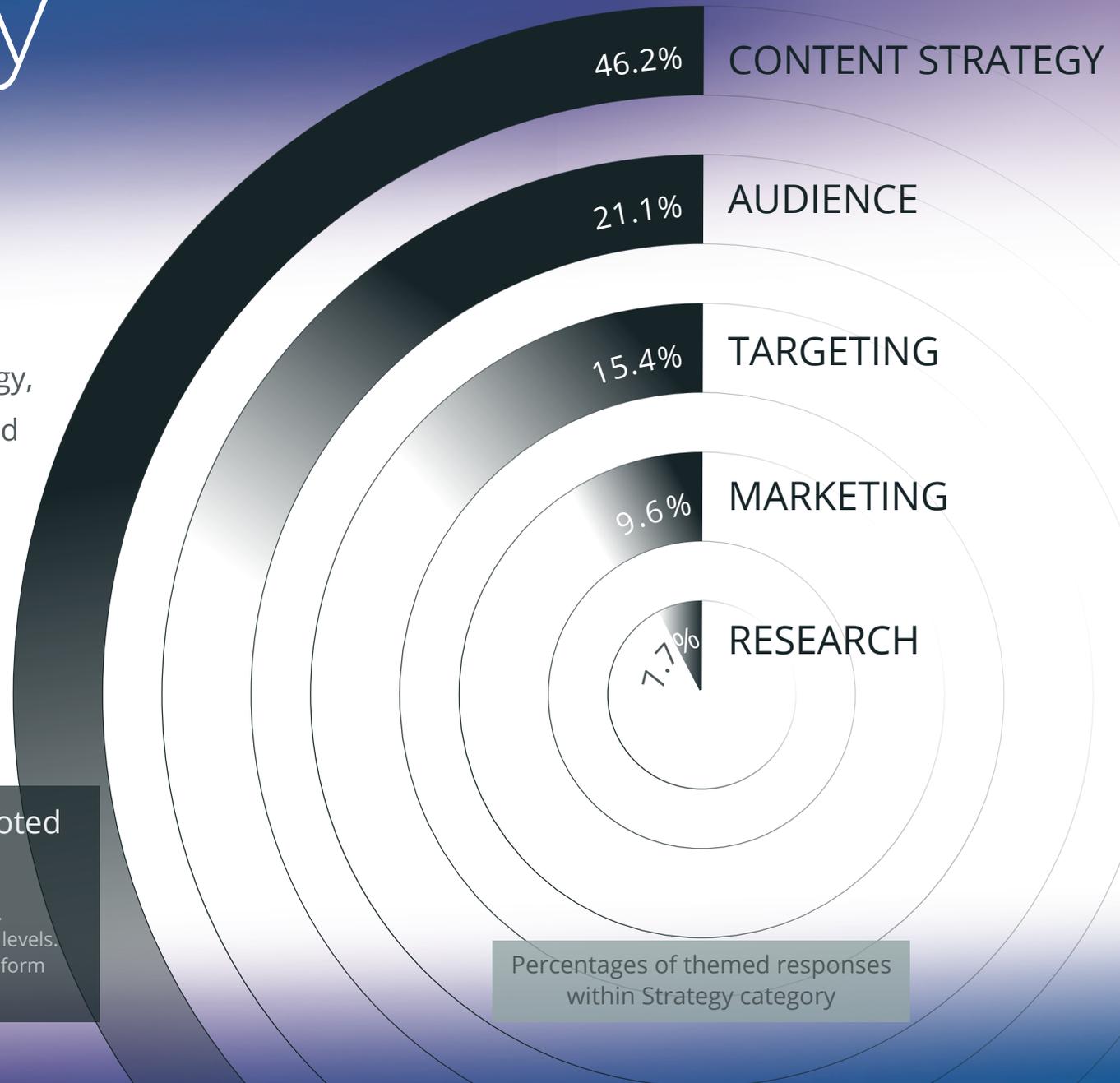


# Strategy

(Category Breakdown)

Are you headed in the right direction?

Aside from overall content strategy, audience and targeting dominated as specifically mentioned challenges.



Percentages of themed responses within Strategy category

## Challenges That Marketers Noted

- Deciding what to produce.
- Hitting all stages of the customer journey.
- Aligning audience needs with marketing goals.
- Getting the strategy right so it works on many levels.
- Finding interesting and relevant research to inform our content.

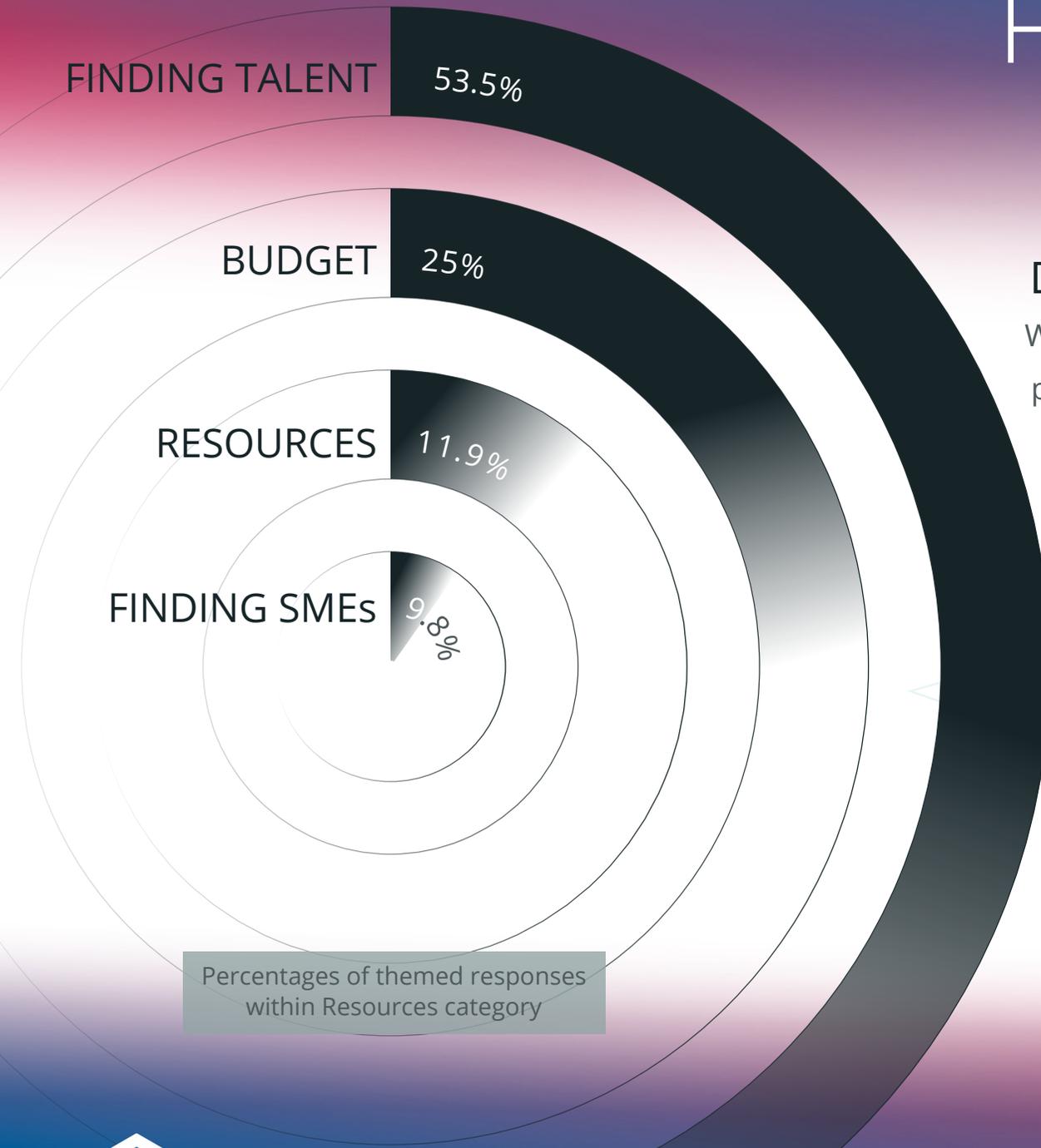


# Resources

(Category Breakdown)

Do you have the right people?

When it came to resources, finding talented people was twice as challenging as working within a budget to actually hire them.



Percentages of themed responses within Resources category

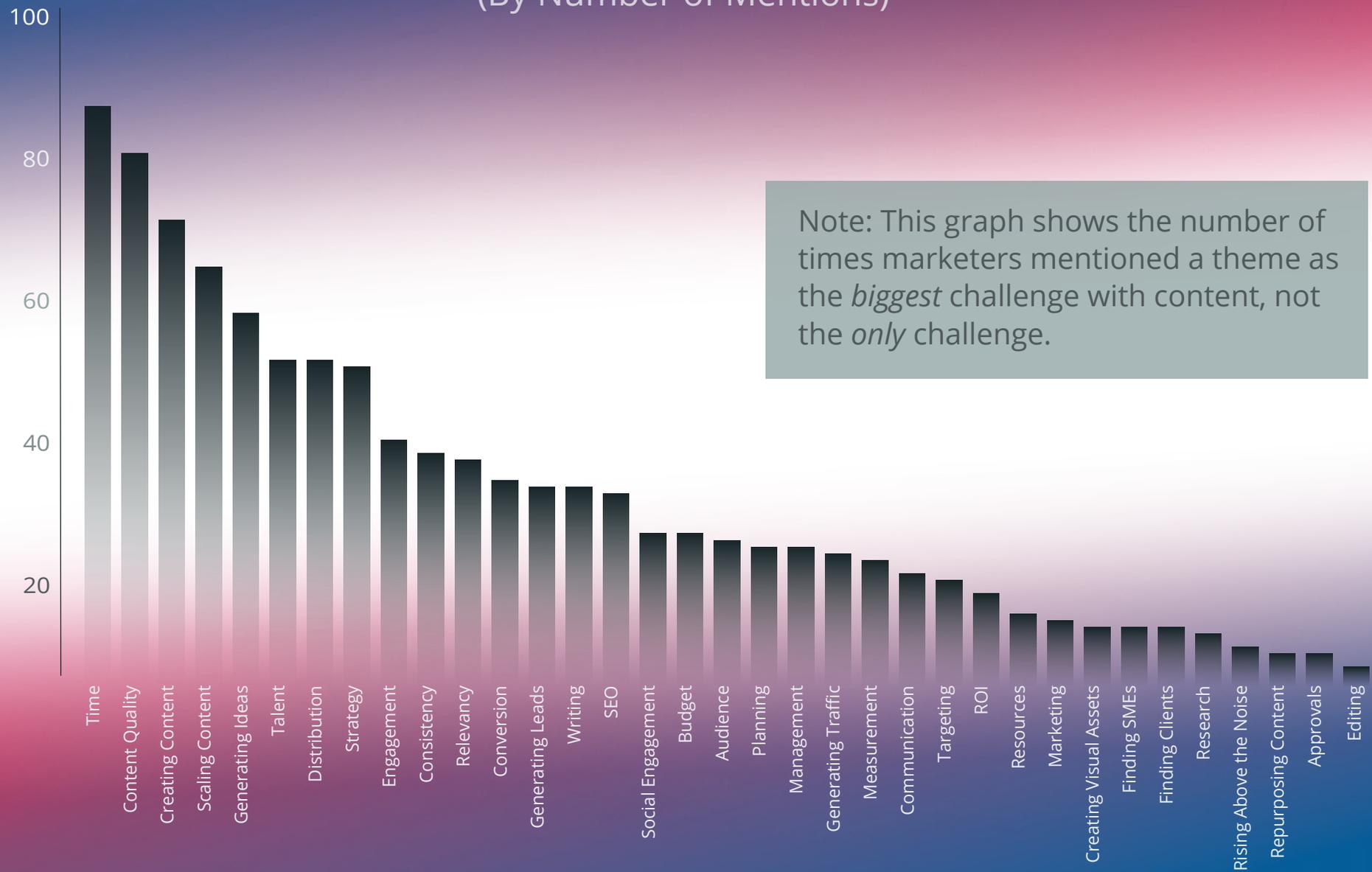
## Challenges That Marketers Noted

- Finding the talent.
- Finding the right writer for the job.
- Finding good and affordable freelancers.
- Finding someone with experience in our "space."
- Getting marketing managers to recognize that you have to pay real money for quality.



# Biggest Challenges

(By Number of Mentions)



# One Q for Discussion

## Are goals a challenge for you?

Of all the responses submitted by 1,000 marketers, only two – repeat, only two in 1,000 – mentioned “goals” as their biggest challenge:

1

Receiving clear, articulated goals for content

2

Aligning audience needs with marketing goals

Does this support the idea that most marketers know what they want to achieve with content, but don't necessarily know how to get there? Or is it a complete surprise?

Discuss.



# Methodology

As part of a ClearVoice survey, which ran January - September 2017, we asked 1,000 marketers seeking content marketing help a simple question:

## What's your biggest challenge with content?

Respondents submitted answers in their own words. We provided no multiple-choice selections or other contextual prompts. We categorized replies, which ranged in length from single-word responses to multiple sentences, into 35 themes based on keywords and recurring sentiments. We further categorized related themes and rolled them up into seven main categories.

All survey submissions were individually written, so we made the best attempt to capture the true intent of each response. For example, a submission that cited "finding new topics that don't sound like old topics" as the biggest challenge was categorized under the "Generating Ideas" theme in the "Production" category. Although "generating ideas" wasn't specifically mentioned, it clearly was the intent or theme of the response. Additionally, roughly 1 in 8 responses identified more than one "biggest challenge," and we assigned them to multiple categories accordingly.

As the process for categorizing responses required interpretation beyond objectively identifying specific keywords and phrases, it's possible that another review of the responses could yield different themes and results in the survey analysis.



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