Content marketing—every marketer talks about it, and many companies are doing it. But what exactly are they doing? And how effective are their strategies? Here’s a look at the current state of the art, based on 205 survey responses from our Modern Marketing Community.

THE CONTENT CALENDAR

- 29% of companies are producing multiple assets per week.
- 54% of companies are producing a content asset including long content every 5 weeks or less.

WHO’S DOWN WITH OPC?! (OTHER PEOPLE’S CONTENT)

- 33% of marketers are blogging two to five times per month.
- 3% of companies say it’s their policy NOT to share third-party content.
- 24% of companies are producing multiple assets per week.
- 23% of companies are producing a content asset including long content every 5 weeks or less.

THE CHALLENGES OF CONTENT

- 54% of companies are having trouble aligning content but lack a clear measurement strategy.
- 46% of marketers are using progressive profiling.
- 48% of marketers are sharing useful content (whether yours or someone else’s).

THE LEARNING CURVE

- 29% of companies are having trouble aligning content but lack a clear measurement strategy.
- 38% of marketers are regularly producing content for social media.
- 16% of companies say it’s their policy NOT to share third-party content.

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