

CONTENT MARKETING AND THE BATTLE FOR ATTENTION

Findings of our first annual survey on healthcare technology markets



Address: Damo Consulting Inc,
1000 Jorie Blvd #200,
Oak Brook, IL 60523
Phone: (630) 928-1111 Ext. 204

Email: info@damoconsulting.net
Website: www.damoconsulting.net



Paddy Padmanabhan

CEO, Damo Consulting Inc

Follow me @paddypadmanabha

The battle for attention in technology B2B markets is playing out in content marketing strategies. In today's market, technology buyers are choosing to conduct online research on potential technology providers till well into the evaluation stages of a buying cycle before engaging with sales people.

Technology firms are turning to content marketing strategies to improve engagement with clients and prospects.

A majority (60%) of healthcare tech firms are investing in thought leadership content.

Rising above the noise and clutter in the market is a top priority for content marketers. Content needs are also exploding as marketers try to deliver personalized content across buyer personas and buying journeys.

However, the ability to produce thought leadership content with consistently high quality, and doing it at scale, is a challenge for most organizations. Content marketing teams are not adequately staffed, and the purpose of content seems to be focused more on near-term pipeline growth than on longer-term brand-building.

These are some of the findings from our first annual survey of content marketing in healthcare B2B tech.

We hope you find this report useful.

Sincerely,

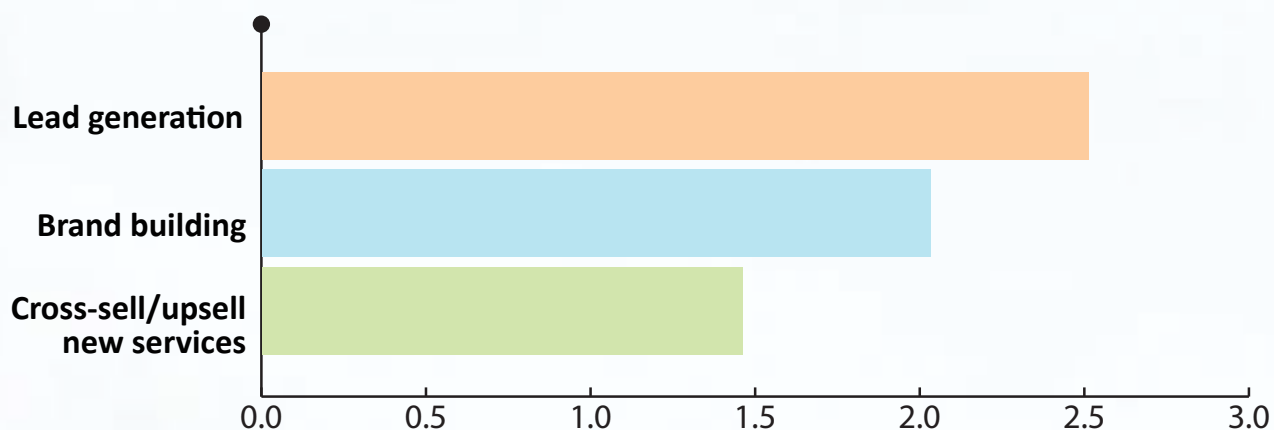
A handwritten signature in black ink, appearing to read 'Paddy Padmanabhan', written in a cursive style.

Paddy Padmanabhan

paddy@damoconsulting.net

March 05, 2017

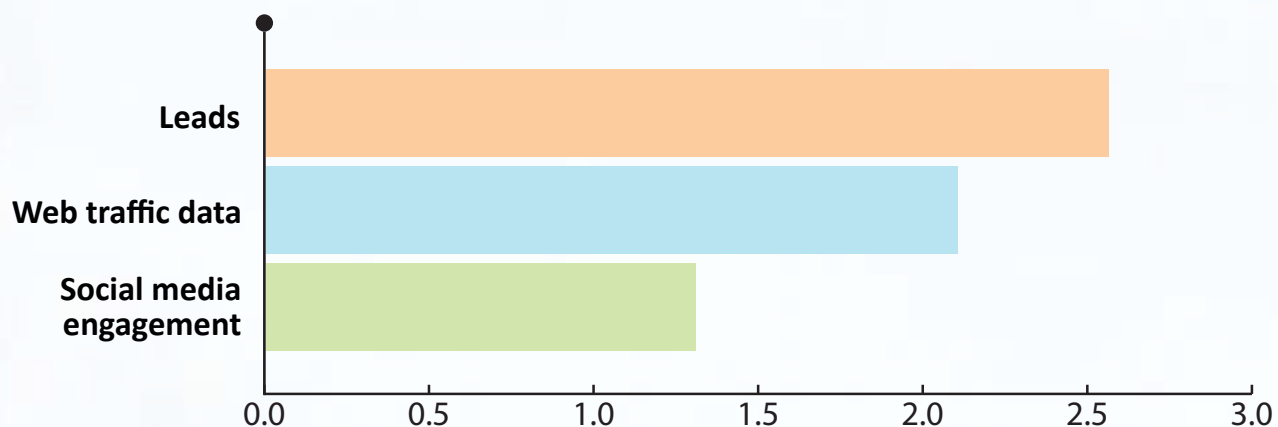
WHAT ARE YOUR ORGANIZATION'S PRIMARY OBJECTIVES WITH CONTENT MARKETING?



Lead generation (62.9%) is by far the #1 objective for content marketing, followed by brand building (22.9%). Only a small percentage (14.2%) are using content marketing to upsell or cross-sell new services.



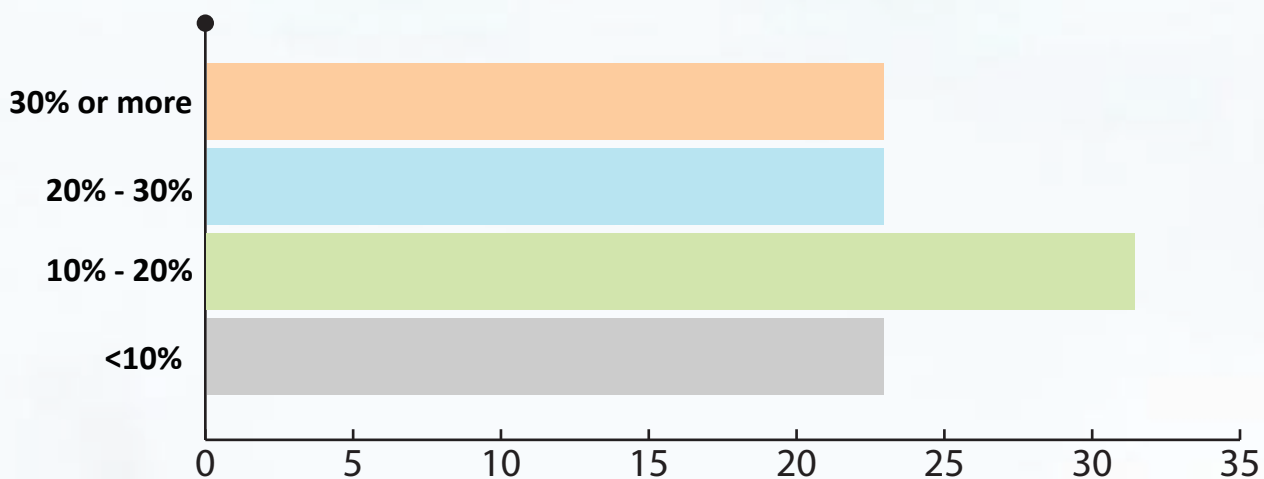
HOW DO YOU MEASURE SUCCESS WITH CONTENT MARKETING?



A majority of respondents (65.7%) are using leads generated to measure the success of their content marketing efforts. Social media engagement (5.7%) is the least used KPI by respondents. 54.3% of respondents consider web traffic data for measuring the success of content marketing.



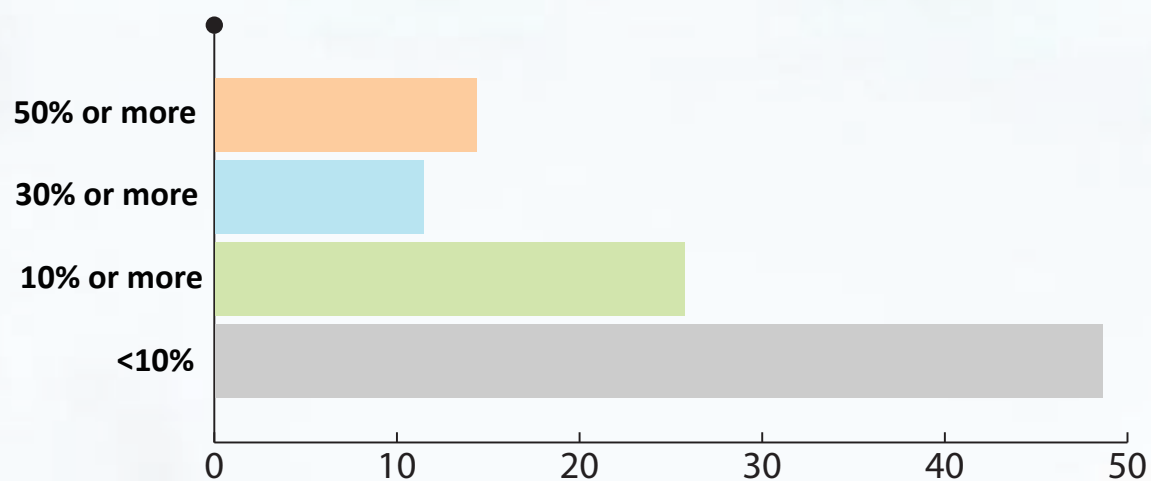
WHAT PERCENTAGE OF YOUR MARKETING BUDGET GOES TO CONTENT CREATION?



A little over half (54.3%) of the respondents are spending between 10% and 30% of their marketing budget on content creation. A good 22.9 % are spending 30% or more. The amount an organization spends on content creation, as a percentage of their marketing budget, seems to be independent of the company size.



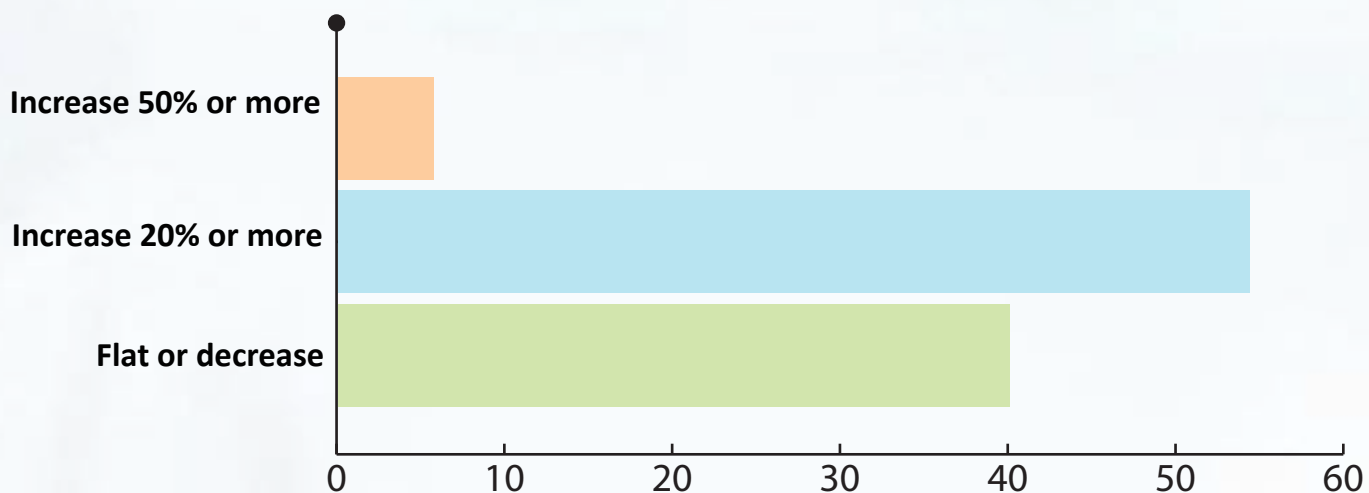
WHAT PERCENTAGE OF YOUR CONTENT MARKETING BUDGET GOES TOWARDS PAID PROMOTIONS?



Healthcare tech firms do not seem to spend much on paid promotions. Nearly half of the respondents (48.6%) indicate they spend less than 10% of their content marketing budget on paid promotions.



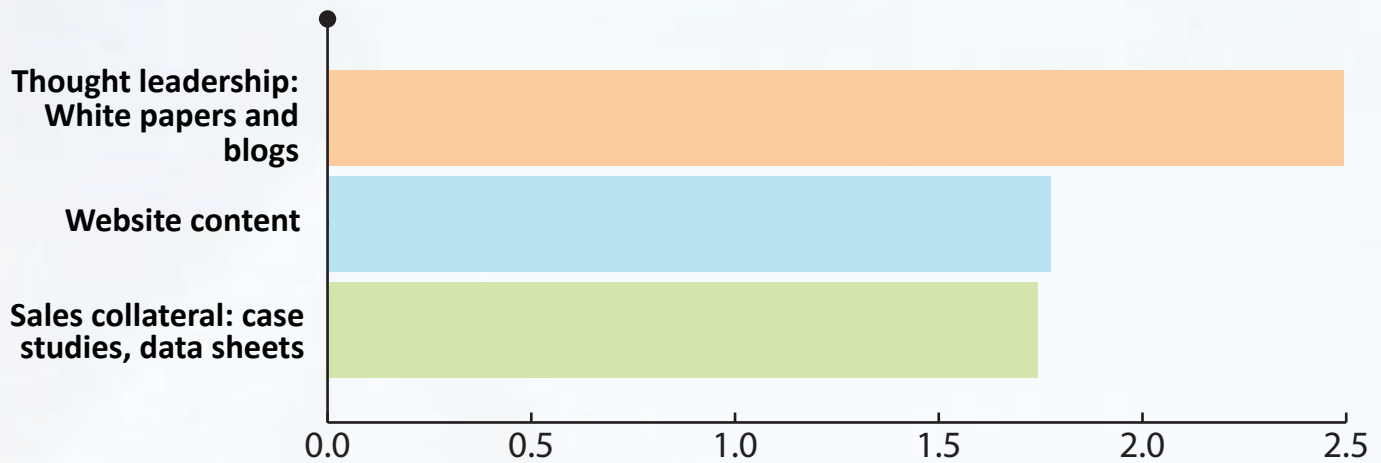
HOW WILL YOUR BUDGETS FOR CONTENT MARKETING CHANGE THIS YEAR?



Over 60% of respondents say budgets for content marketing will increase; with over half (54.3%) indicating an increase of 20% or more, and a small number (5.7%) indicating an increase of 50% or more. However, for a significant number (40%) content marketing budgets will stay flat or decrease.



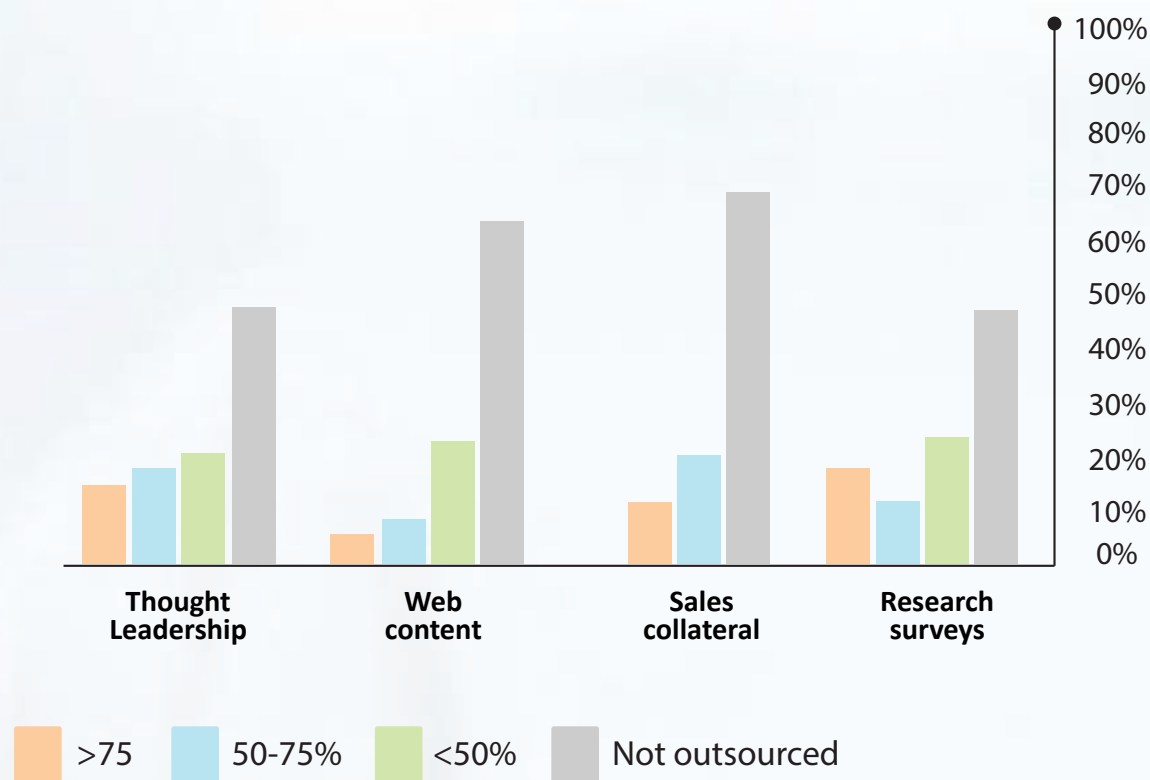
WHAT WILL YOU SPEND MOST OF YOUR CONTENT MARKETING BUDGETS ON THIS YEAR?



Thought leadership content is by far the biggest spend category (60%) indicating a recognition by tech firms to lead with content for business development.



HOW MUCH OF YOUR CONTENT IS OUTSOURCED?

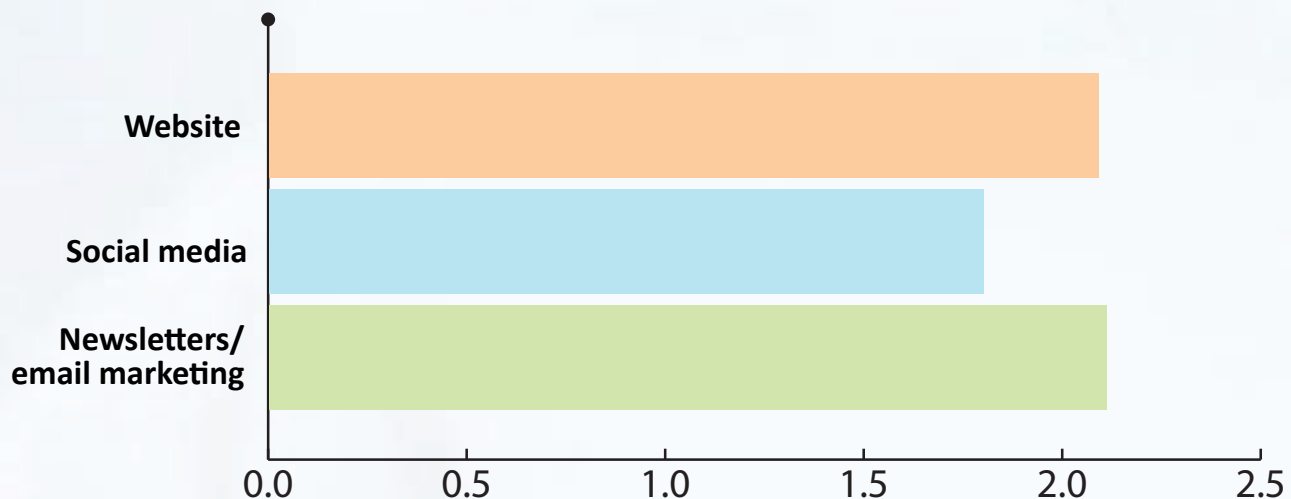


Most of the content is developed in-house (49% or more). Of the content types that are outsourced, content marketers in healthcare are looking for help with thought leadership content (53%) and research surveys (53%).

14.7% of healthcare organizations outsource over 75% of their thought leadership content and research surveys.



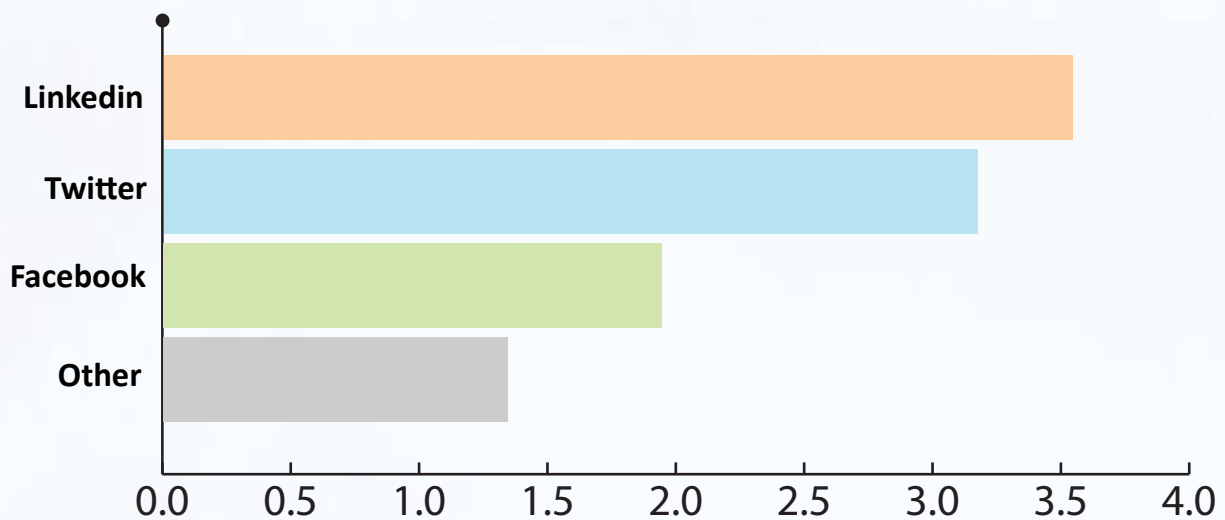
WHAT ARE THE MOST EFFECTIVE CHANNELS FOR CONTENT PROMOTION FOR YOUR COMPANY?



Newsletter/email marketing (40.0%) and website (37.1%) are the most effective channels for content promotion. Social media (22.9%) seems to be catching up.



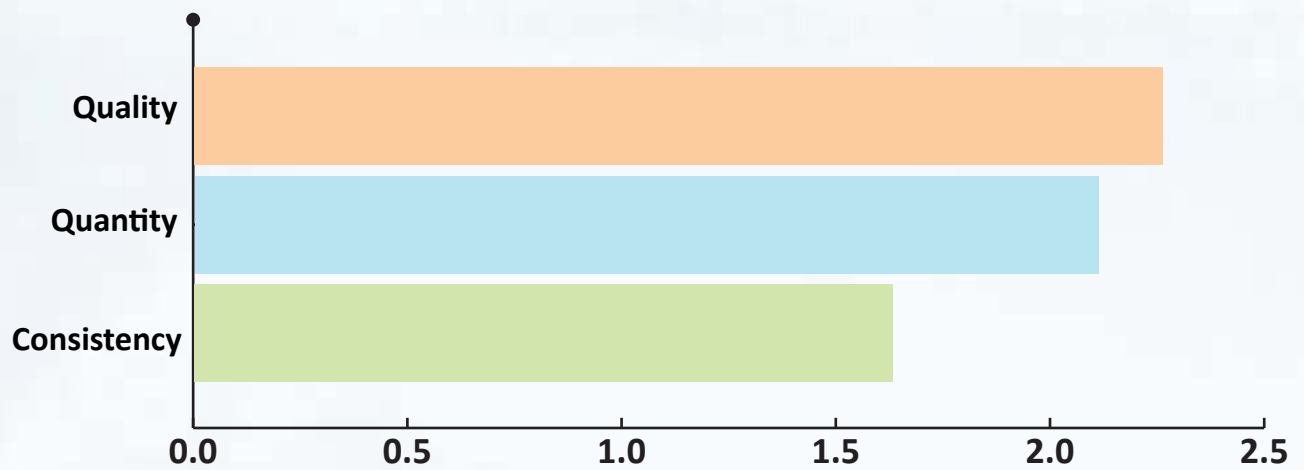
WHICH ARE THE MOST EFFECTIVE SOCIAL MEDIA CHANNELS FOR YOUR THOUGHT LEADERSHIP CONTENT?



Healthcare tech firms count on LinkedIn (62.9%) as the most effective channel for their thought leadership content, followed by Twitter (31.4%).



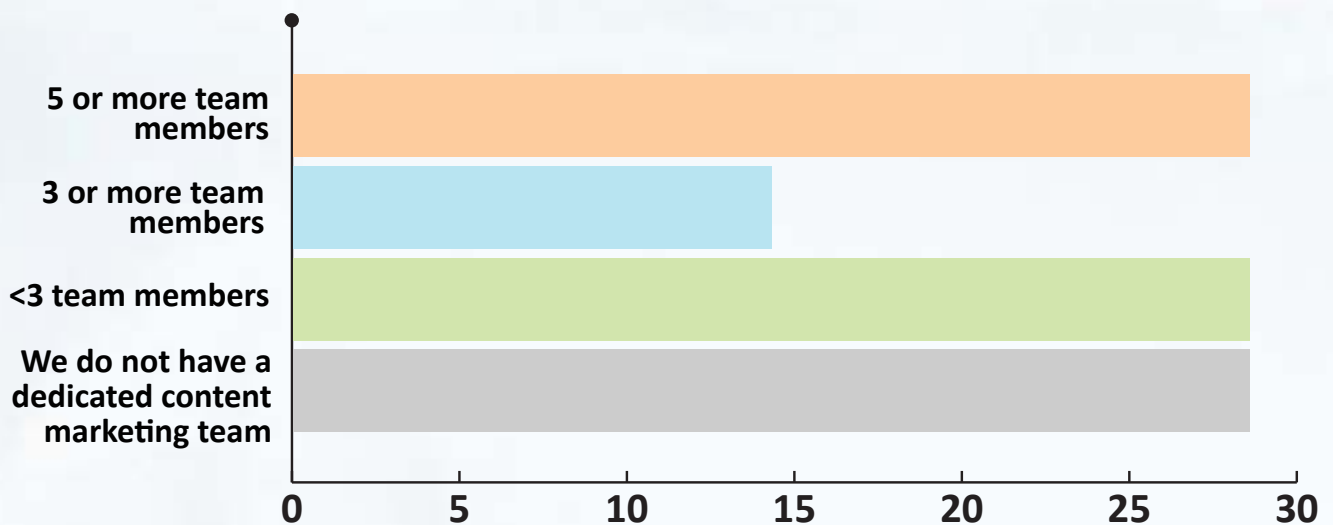
WHAT ARE YOUR BIGGEST CHALLENGES IN CONTENT DEVELOPMENT?



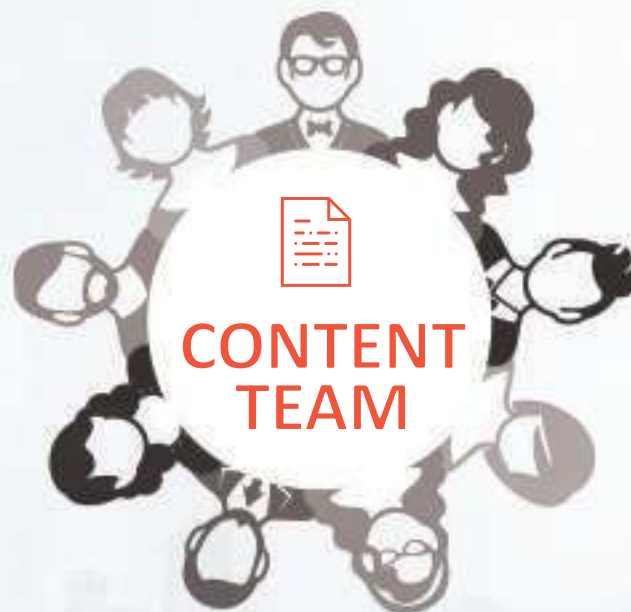
Quality (54.3%) of content is the biggest challenge for most marketers in content development, followed by quantity(40.0%). This suggests a lack of organizational maturity in the content marketing function, and a lack of scalability on content development.



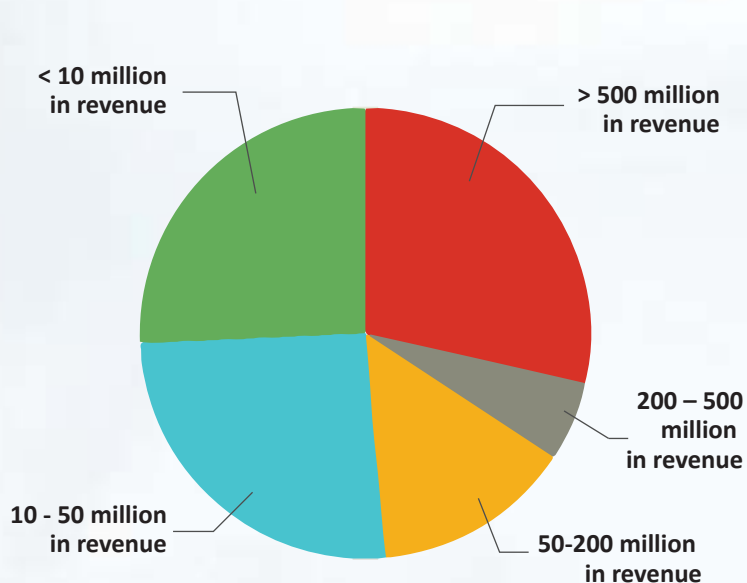
HOW BIG IS THE CONTENT MARKETING TEAM IN YOUR ORGANIZATION?



About a two-third respondents (57.1%) either do not have a dedicated content marketing team or have less than three team members. While tech firms plan to increase spend on content marketing, the small team sizes could explain the challenges around quality and scalability in content development.

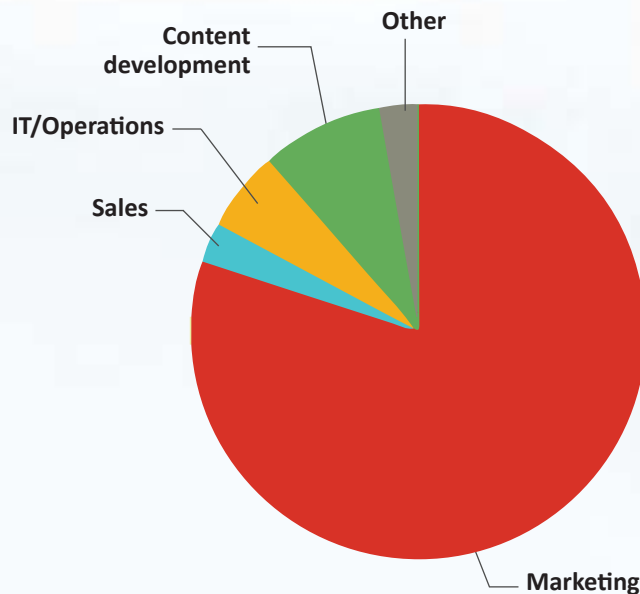


RESPONDENTS PROFILE: N=35



The respondents group is well-diversified in terms of the size of companies they represent:

- >500 million revenue (28.6%)
- 200-50 million revenue (20.0%)
- 10-50 million revenue (25.7%)
- <10 million revenue (25.7%)



About 80.0% of respondents are from marketing.

Survey Respondents



ABOUT DAMO CONSULTING



Founded in 2012, Damo Consulting is a technology and management consulting firm based in Chicago, focused on the healthcare sector



We provide technology sourcing and growth strategy advisory, digital marketing and content solutions, research and market intelligence services



Our DamoDigital™ automation platform enables collaborative content development at scale. The platform supports our writing teams and client collaborators in developing highly impactful content with shorter cycle times



Founding principal has over 18 years in healthcare IT, including leadership stints in Accenture, Wipro, and silicon valley startups



We bring thought leadership and deep market knowledge with an in-house research team, ongoing publications in industry journals, and speaking engagements at leading industry conferences

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