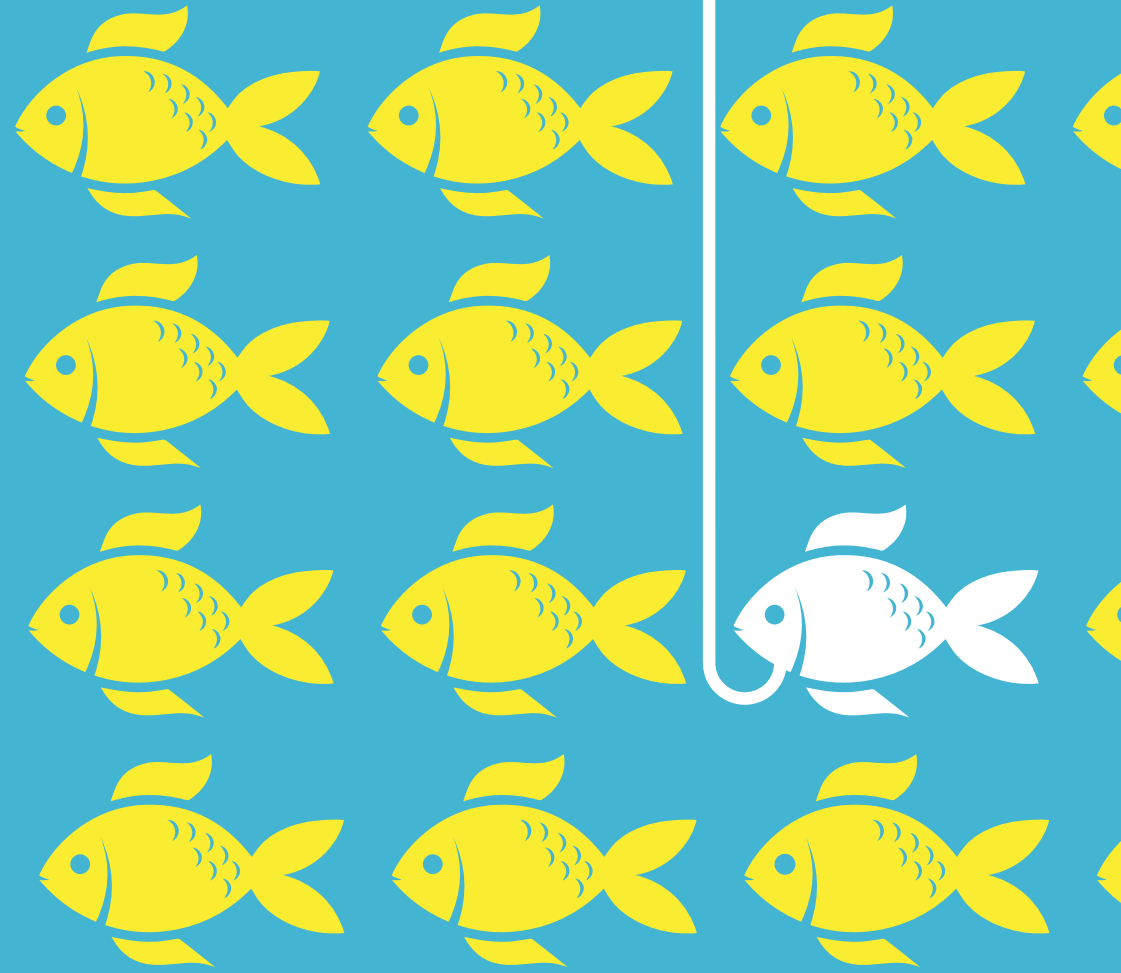


Content marketing snapshot survey

The state of content marketing among UK professional services firms



Content marketing snapshot survey: professional services firms

This report provides a snapshot of the state of content marketing among UK professional services firms, based on a quick survey of marketing professionals within the sector carried out in September 2016. The survey was completed by 26 firms.

Key findings

How do firms rate themselves?

A third (35%) of firms describe their content marketing activities as 'half-hearted', while only 15% describe them as 'pretty impressive' and just one firm considers itself 'market leading'.

Having a plan

The above findings are perhaps not surprising given that only two firms say they have a documented content marketing plan that everyone in the firm adheres to. The majority of firms (62%) say they are 'working on' their plans, while 15% admit that they have no plan at all.

Biggest challenges

Creating content that really engages their target audiences is the biggest content challenge for the firms in our survey, followed by measuring effectiveness. Other key challenges highlighted include regularity of content, lack of people with the right skills and the limitations of firms' CRM systems and marketing technology.

Priorities for the next 12 months

Creating more engaging content is also most firms' top priority for the next 12 months, along with creating more visual content and repurposing content more effectively.

Sources of inspiration

Internal subject matter experts and fee earners are the main source of content ideas for the firms surveyed, followed by monitoring media sources and hot topics from other sectors. Reviewing competitors' content and involving clients in idea generation is given less emphasis.

Getting it out there

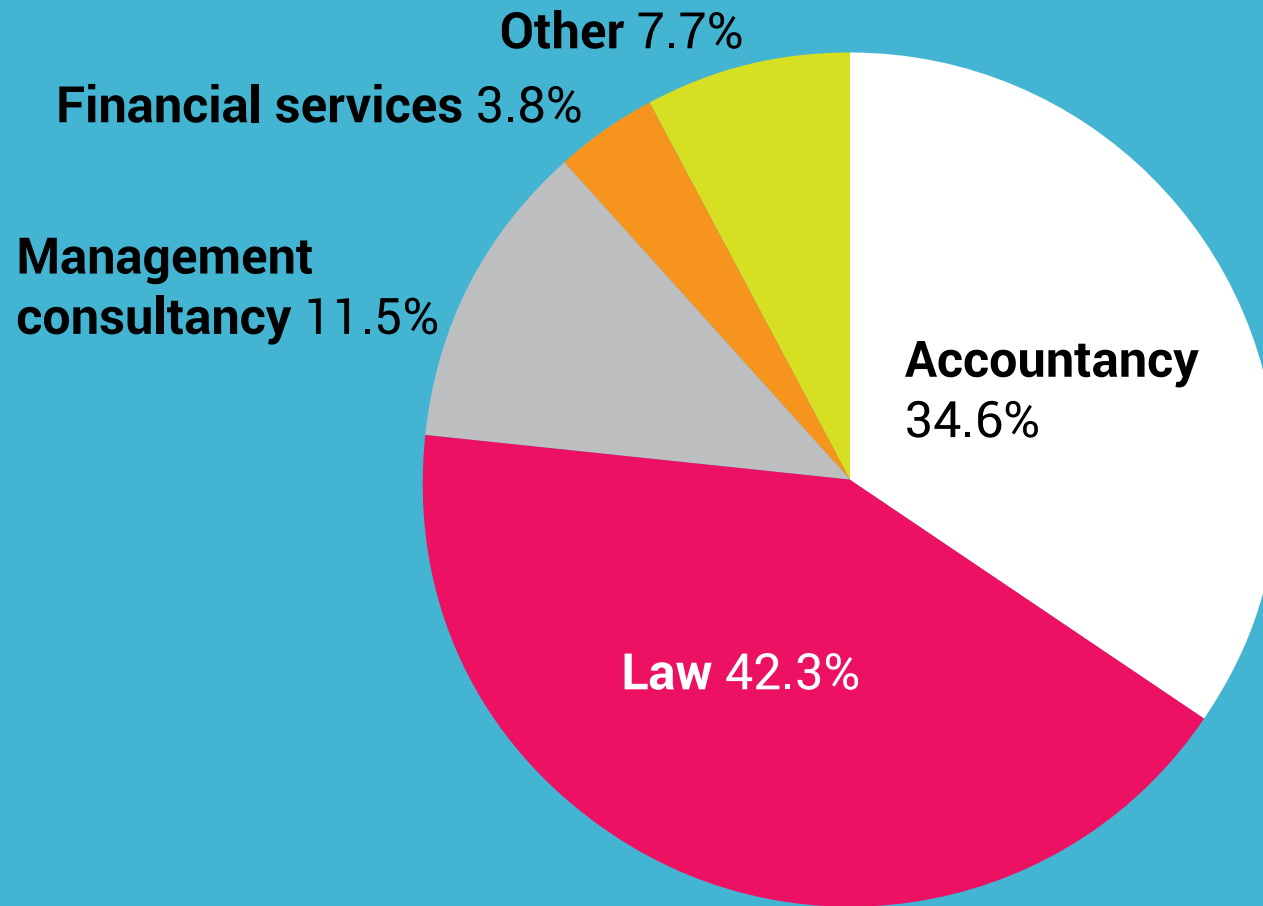
When choosing distribution channels for their content, the majority of firms (62%) say they tend to use the channels they've always used, while 39% say they monitor and measure the effectiveness of the channels they use and less than a quarter (23%) say their choice of channels is determined using audience personas.

Measuring success

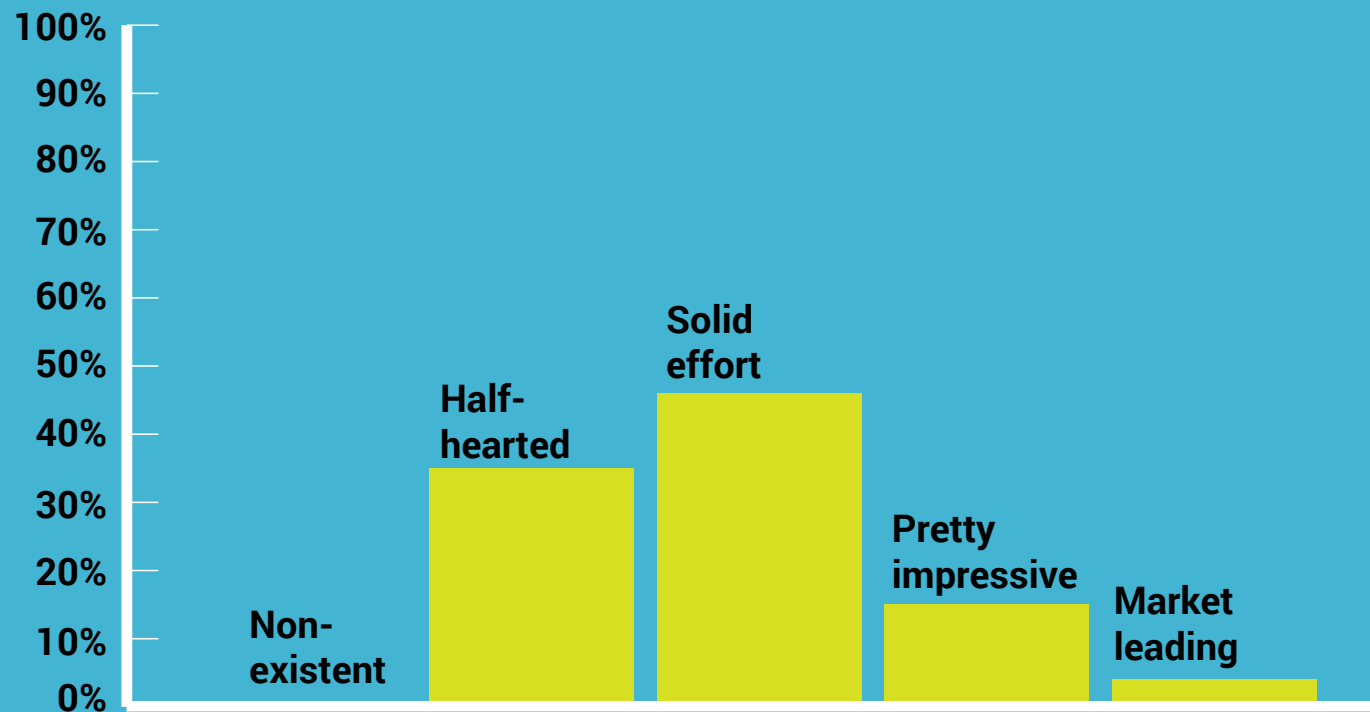
Digital measures such as website visits and social media shares are the most important content metrics for the firms surveyed, followed by new business leads. Far fewer firms measure content-related sales or conversion rates.



What is your firm's main business activity?



How would you describe your firm's content marketing activities?



Does your firm have a content marketing plan?

Yes – it's documented
and everyone adheres
to it 7.7%

Yes – it's documented,
but it's in a desk drawer
gathering dust 7.7%

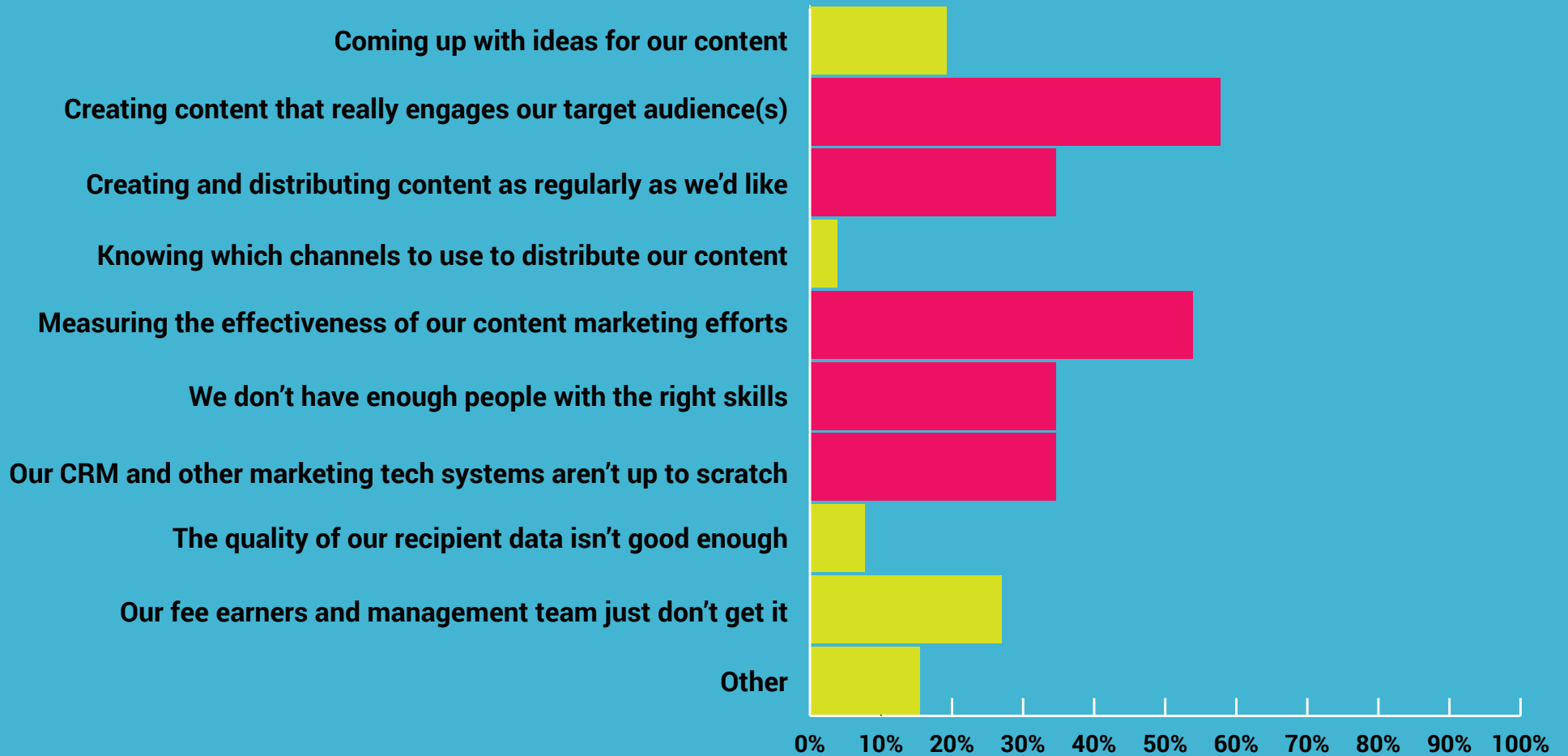
Yes – it's in my head 7.7%

Er, no
15.4%

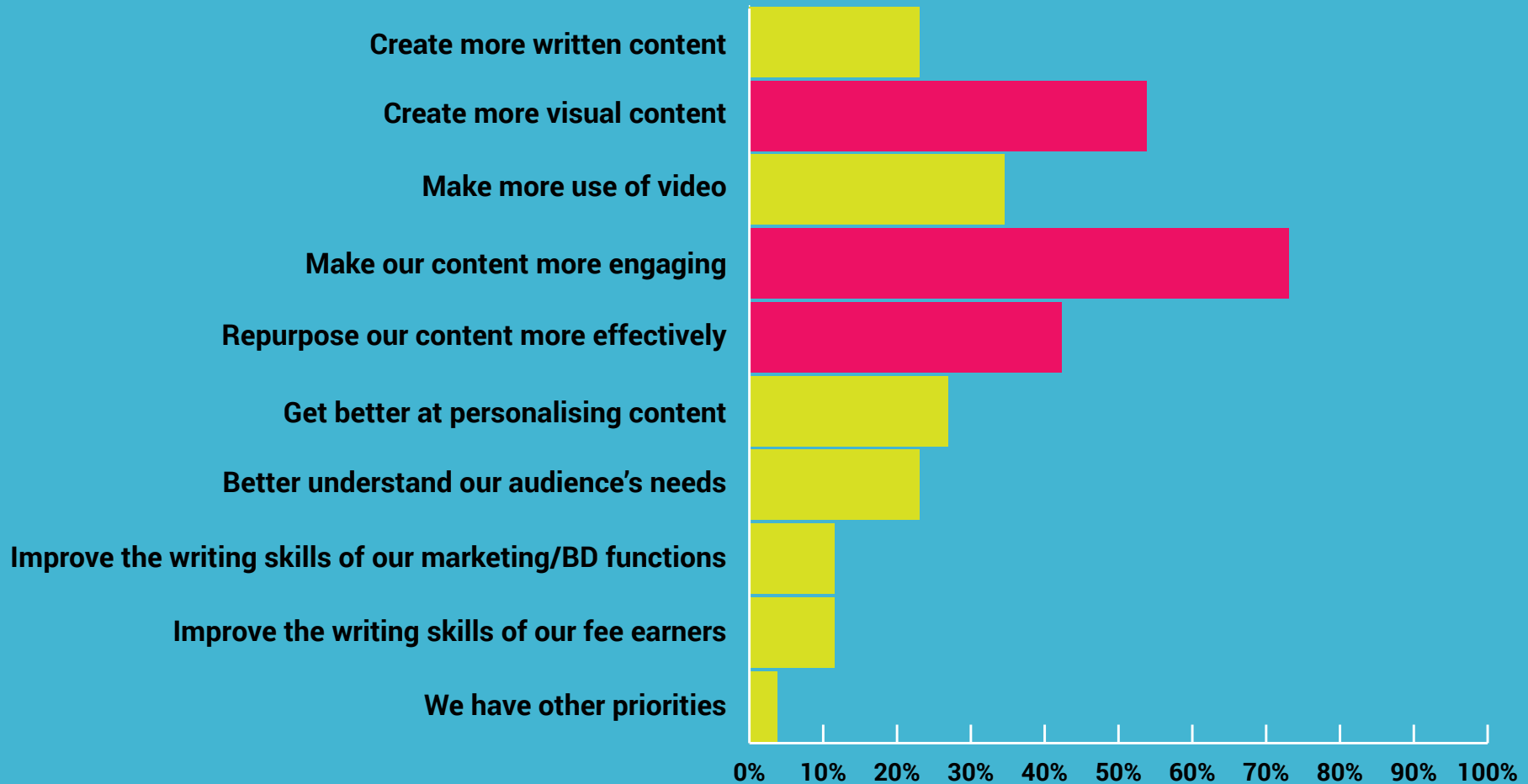
We're working on it
61.5%



What are your firm's three biggest content marketing challenges?



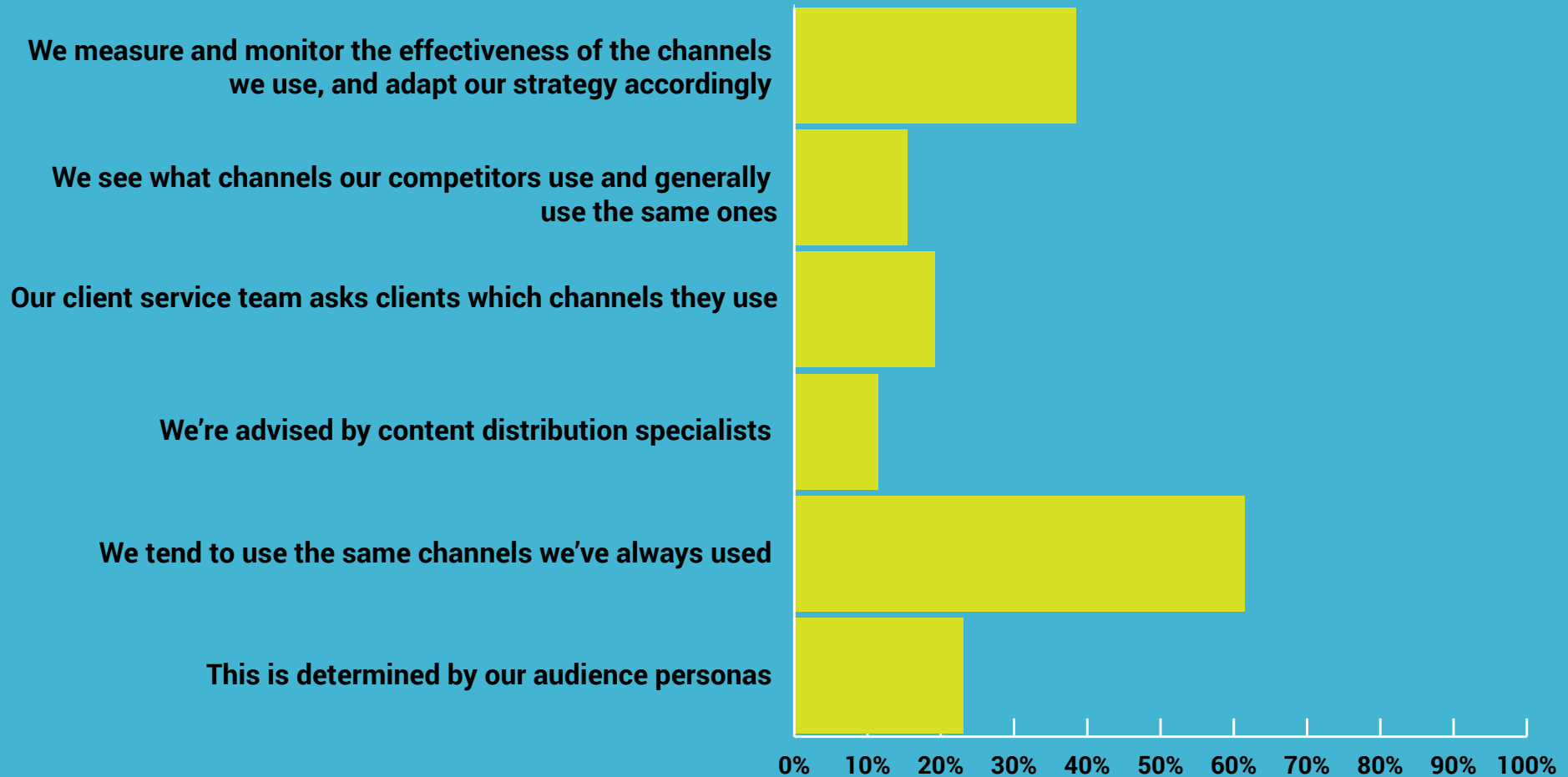
In terms of content creation, your top three priorities for the next 12 months are to:



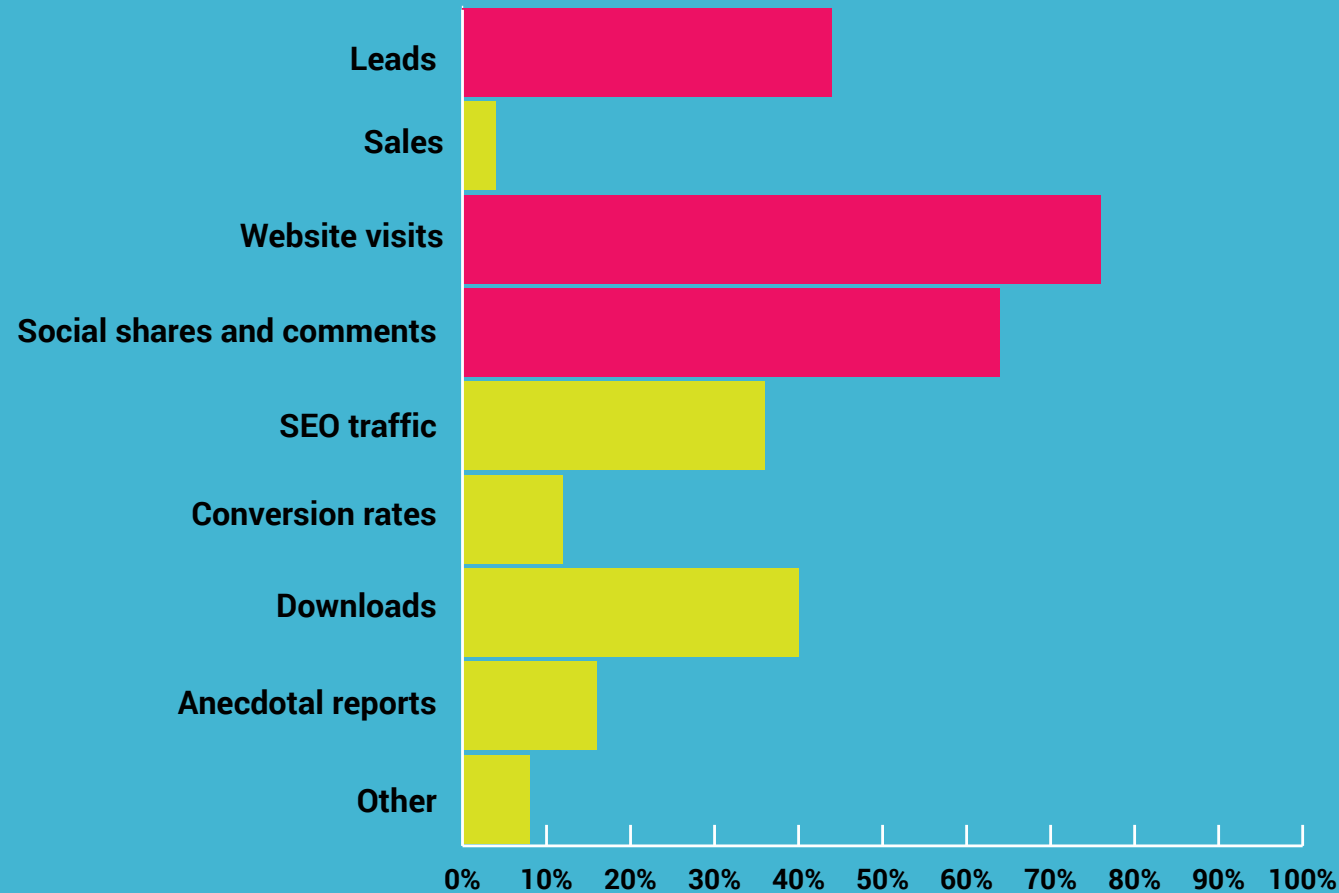
How do you come up with ideas for your content?



How do you choose which distribution channels to use?



Which are your three most important metrics used to measure the effectiveness of your content marketing?



About Thirdperson

As content marketing specialists, we have a tried and tested approach to create and deliver fit-for-purpose content to help meet your marketing and business goals if you don't have the time, expertise or resources.

We can provide all the support you need to get seen and heard by the right audiences by bringing together experience in all types of written and visual content across all marketing channels.

Our clients tell us they value the long-lasting relationships they've built with us to help them get the best return on their content marketing investment.

We'll help you tell your story and get results. And we'll take the pain out of the process.

Next steps

If you'd like to discuss the findings of this survey in more detail, or hear more about how we help our clients with their content requirements, please get in touch.

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