

Beat: Local

## NEW RESEARCH ON STATE OF CONTENT MARKETING IN THE UNITED KINGDOM

### MARKETERS NEED TO GET BACK TO BASICS

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**USPA NEWS** - UK marketers are using more content marketing tactics, but they may be doing too much. That's just one of the findings in the new content marketing research released on December 9, 'Content Marketing in the UK 2016: Benchmarks, Budgets, and Trends' by Content Marketing Institute (CMI)...

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Among the findings, UK content marketers are using more tactics in general (13 this year compared to 12 last year) and they are using those tactics more each year. They are using top social media platforms, like Twitter, LinkedIn, Facebook and YouTube, more. 88 % say they will produce more content in 2016 than they did in 2015.

However, their effectiveness has dipped substantially from last year : 34% said their organizations are effective at content marketing this year compared to 42% last year. Fewer than 40% have a documented content marketing strategy or editorial mission statement.

UK marketers say the biggest priority for their content creators over the next 12 months will be creating more engaging content. However, the most effective UK marketers may be on to something : They say their biggest priority is developing a better understanding of what content is effective and what isn't.

Joe Pulizzi, founder, Content Marketing Institute and author, Content Inc. says 'One reason their effectiveness may have decreased could be the lack of a roadmap. By doing some foundational work and making a few course adjustments, like documenting their content marketing strategy and creating an editorial mission, many firms should find themselves taking their content to the next level in 2016. Of course, results take time, so patience is important.'

Source : Content Marketing Institute

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

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**Editorial program service of General News Agency:**

United Press Association, Inc.

3651 Lindell Road, Suite D168

Las Vegas, NV 89103, USA

(702) 943.0321 Local

(702) 943.0233 Facsimile

[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)

[info@gna24.com](mailto:info@gna24.com)

[www.gna24.com](http://www.gna24.com)