

# CREATING CONTENT FOR SALES ENABLEMENT



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“Remotely,” “virtually,” “from home” – no matter how you phrase it, we’re in a whole new era of selling. We’re not getting a coffee together or shaking hands at an event; we’re having to engage our prospects solely through a screen.

Content is a powerful tool for education and brand recognition, but it’s no longer just a marketing concern. As virtual selling becomes the new standard, content’s ability to build customer relationships remotely is rising to greater prominence on the sales side of the house.

To do a job right, you need the right tools. Content is the tool that sales teams need in order to sell with confidence. By augmenting outreach with repeatable content assets, the sales process becomes more streamlined and efficient than ever. Sellers can spend less time establishing the groundwork and more time actually selling.

Even after COVID, thoughtfully crafted content will continue to be one of the strongest tools in the seller’s arsenal. But as you’ll discover in this report, only 60% of marketing and sales teams are on the same page when it comes to telling their brand’s story. In a time when content alignment is becoming more important than ever, many businesses still lag behind.

That’s why Vidyard is proud to sponsor this Content Marketing Institute (CMI) study. Keep reading to explore the opportunities for better content alignment within your business to fully enable sales teams in a virtual world. We can’t wait to see where your content journey takes you next.

**W**e hear a lot these days about “sales enablement.” While there are various definitions, sales enablement boils down to helping your sales team be as successful as possible.

How do marketers develop sales content within their companies? Is the content useful to the salespeople for whom it is developed? Where is it stored and managed so that salespeople can access it? How is it measured?

These are just some of the questions CMI set out to answer in our latest survey, *Creating Content for Sales Enablement*. All respondents indicated they are involved in some way with creating content for their company’s sales teams. We heard mostly from content marketing/content strategy leaders (39%), marketing leaders (28%), and content creators (24%).

The survey defined:

- ▶ *Sales enablement* as the process of providing your sales team with the content, information, and tools they need in order to sell effectively.
- ▶ *Alignment* as a collaborative working relationship that results in positive business results.

This report refers to aligned and nonaligned groups. The aligned group is composed of respondents who rated the alignment between marketing and sales in their companies as excellent/very good/good. The nonaligned group is composed of those who rated their alignment as fair/poor.

## THE BIG PICTURE

Most of the findings from this study suggest the need for:

- ▶ Better communication/collaboration
- ▶ Better analytics/success metrics
- ▶ Better use of marketing technology.

For example:

- ▶ 68% of respondents agreed their content teams create content for specific stages of the buyer’s journey; however, only 39% agreed their sales teams use the right content at the right stages in the buyer’s journey.
- ▶ 60% agreed that their marketing and sales teams tell the same brand story; however, nearly one in four disagreed.
- ▶ 54% agreed that marketing and sales have shared access to data about customers and prospects; however, nearly one-third disagreed.
- ▶ While most respondents agreed that salespeople can easily locate sales content in their companies (65%), 42% indicated they lack the ability to produce personalized sales content quickly.

Alignment plays a role here. The aligned fare better in these areas, but they aren’t that far ahead on having shared access to data about customers and prospects, an area where most companies can improve.

And, regardless of alignment, many indicated they lack the ability to produce personalized sales content quickly.

## MORE COLLABORATION IS NEEDED

Survey respondents indicated that their marketing and sales teams collaborate most on “content topics.”

However, collaboration decreases on “content types” (38% said they rarely or never collaborate in this area). Without collaboration here, dollars could be wasted creating the wrong content.

“Getting valid feedback on content types is an issue,” one respondent noted. “Often the request is to ‘make a one-pager’ on a product or service, but there is no goal for the piece—or they tell us what they think is the most valuable thing to put in such a short piece of content based on their customer interactions.”

Compounding the problem, 57% of respondents said marketing and sales rarely/never collaborate on how to assess content effectiveness. This points back to broader struggles with measuring content effectiveness and ROI—as we’ve found in other CMI research.

Collaborating on how to assess content effectiveness was a sore spot for all respondents, regardless of overall alignment: only 19% of the aligned always/frequently collaborate in this area, with a full 44% saying they rarely or never do. It was even worse for the nonaligned, 74% of whom reported they rarely or never do.

**COLLABORATING ON HOW TO ASSESS CONTENT EFFECTIVENESS WAS A SORE SPOT FOR ALL RESPONDENTS, REGARDLESS OF OVERALL ALIGNMENT.**

## USING BUYER PERSONAS TO CREATE CONTENT

Delving further into content creation, we found:

- ▶ The majority of marketing and sales teams have access to a shared set of buyer personas (51%).
- ▶ 67% indicated they interview customers and use other types of research to develop personas, and 59% indicated they interview salespeople as well.

Aligned teams are more likely than nonaligned teams to have personas (63% vs. 36%). The nonaligned are more likely to conduct interviews with their salespeople (65%) than with customers (54%), indicating that the nonaligned are more likely to rely on what their salespeople tell them. Although we didn’t dig deeper on why this occurs, the fill-in comments mentioned factors such as lack of buy-in at higher levels in the company, lack of access to customers, and lack of bandwidth.

## MOST CONTENT CREATED FOR SALES IS “PROMOTIONAL”

Nearly two-thirds of respondents (61%) said most of the content created for sales in their companies is promotional (61%), followed by educational (31%). This was true even among aligned teams, suggesting it can be difficult to convince sales that other types of content are valuable.

“We explain that not everything has to be super promotional and that educational and thought leadership content also has value,” one respondent said.

“It’s a challenge to convince them of the need for content that’s customer-focused rather than about us,” another respondent noted. “They want print collateral with bullets and feature dumps. We struggle with getting them to help us identify customer pain points.”

**THE EMPHASIS ON PROMOTIONAL CONTENT SUGGESTS THAT EVEN AMONG ALIGNED TEAMS, IT CAN BE DIFFICULT TO CONVINCE SALES THAT OTHER TYPES OF CONTENT ARE VALUABLE.**

## TOO MUCH COOKIE-CUTTER CONTENT

Only 12% of respondents said their sales content is extremely or very different from their competitors' content. Even the aligned are challenged here, with only 13% of that group reporting their content is extremely/very different.

The fill-in responses when we asked those who said "extremely/very different" how their content differs included:

*"We produce more thought leadership and have a more robust email marketing program."*

*"Our content focuses on thought leadership, theirs on products."*

*"It's more creative, visual, interactive, and educational."*

*"We create content from our subject matter experts that positions our thought leadership. Our top priority is to be viewed as thought leaders, which helps us in the sales pipeline."*

Respondents confirmed they're creating a wide variety of content types. Among the types they produce, respondents thought presentations/pitches and case studies are most valuable to their salespeople.

Visual storytelling—through presentations, webinars, videos, and infographics—will likely grow in importance with the broader shift toward virtual selling.

One of the challenges marketers face is getting sales to use more and different types of content. As one respondent said: "We try to educate sales on using more top- or mid-funnel content and not just heavily branded or product-based BOFU [bottom of the funnel] content." In the field, this could look like a salesperson sharing things like blog posts, videos, infographics—anything that would prove valuable to the prospect as the relationship progresses.

## MOST AGREE CONTENT IS EASY TO ACCESS

As mentioned earlier, 65% of respondents agreed salespeople can easily locate sales content in their company. The majority said content is housed on a corporate intranet, wiki, or microsite (61%). Respondents from large companies (1,000+ employees) were more likely than the total pool of respondents to report using digital asset management (DAM) systems (36%) and sales enablement platforms (30%).

Respondents were less certain how often their existing sales content is audited (39% said unsure), even among the aligned. This led us to wonder who, if anyone, is responsible for auditing content in most companies? Is there a process? (See this [CMI blog post](#) for guidance on this topic.)

# INTRODUCTION

## VALUE PLACED ON CRM TECHNOLOGY

We also asked respondents which technologies are most important to supporting their company's sales enablement efforts. The top-tier answers were CRM system (67%), analytics (64%), and email marketing software (54%). Respondents from large companies (1,000+ employees) were more likely than all respondents to indicate they use sales enablement platforms (39% vs. 28%) and DAM systems (33% vs. 25%).

Both marketing automation systems (MAS) and account-based management (ABM) appeared to be more important to the aligned group than the nonaligned:

- ▶ 40% of the aligned indicated MAS are important vs. 25% of the nonaligned
- ▶ 32% of the aligned indicated ABM is important vs. 21% of the nonaligned.

## A NEED FOR SHARED METRICS

Sixty-three percent of respondents said their company's marketing and sales teams have shared goals and objectives. Only 28% said they have shared key performance indicators (KPIs).

The aligned were more likely than the nonaligned to have shared goals and objectives (76% vs. 46%) and shared KPIs (33% vs. 21%).

As mentioned earlier, 57% of respondents said marketing and sales rarely/never collaborate on how to assess content effectiveness. It makes sense, then, that subjective input from salespeople was the top metric they use to assess how well content is performing for sales purposes. In other words, a lot of times, "marketing is taking sales' word for it."

This was true even for the aligned group (65%). However, the aligned differed from the nonaligned in two notable ways:

- ▶ 63% of the aligned use audience engagement as a metric vs. 33% of the nonaligned
- ▶ 50% of the aligned use revenue growth as a metric vs. 40% of the nonaligned.

**SUBJECTIVE INPUT FROM SALESPEOPLE WAS THE TOP METRIC RESPONDENTS SAID THEY USE TO ASSESS HOW WELL CONTENT IS PERFORMING FOR SALES PURPOSES. IN OTHER WORDS, A LOT OF TIMES, 'MARKETING IS TAKING SALES' WORD FOR IT.'**

## SALES ENABLEMENT AS A BUSINESS FUNCTION IS GROWING

According to the [State of Sales Enablement Report \(2020\)](#), 62% of survey respondents had a sales enablement person, program, or function in place, representing a 7 percentage point increase from the previous year.

Sales enablement encompasses titles such as sales reps, account managers, customer success reps, and post-sales teams. This growth of sales enablement as a function puts content increasingly in the spotlight, even more so in a world of virtual selling. What does that mean for marketing and sales relationships moving forward? For guidance on where we go from here, see CMI Chief Strategy Advisor Robert Rose's commentary on page 24 of this report.



**Lisa Murton Beets is**  
**CMI's research director.**

## KEY FINDINGS

Most marketers surveyed create content for specific stages of the buyer's journey (68%), but only 39% say their salespeople use the right content at the right stages.

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Collaboration between marketing and sales is strongest on content topics; it is weakest on how to assess content effectiveness.

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Most respondents agreed that salespeople can easily locate sales content in their companies (65%), but 42% indicated their marketing and sales teams lack the ability to produce personalized sales content quickly.

Most of the content being created for sales is promotional in nature—this is true even among aligned teams.

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67% said their customer relationship management (CRM) system is important to supporting their company's sales enablement efforts. Technologies such as digital asset management (DAM) systems and sales enablement platforms were more likely to be viewed as important by respondents from large companies (1,000+ employees).

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Too much of the content being created doesn't stand out from the competition—only 12% said their content is extremely/very different.

Many respondents said they're unsure how often sales content is audited within their companies (39%).

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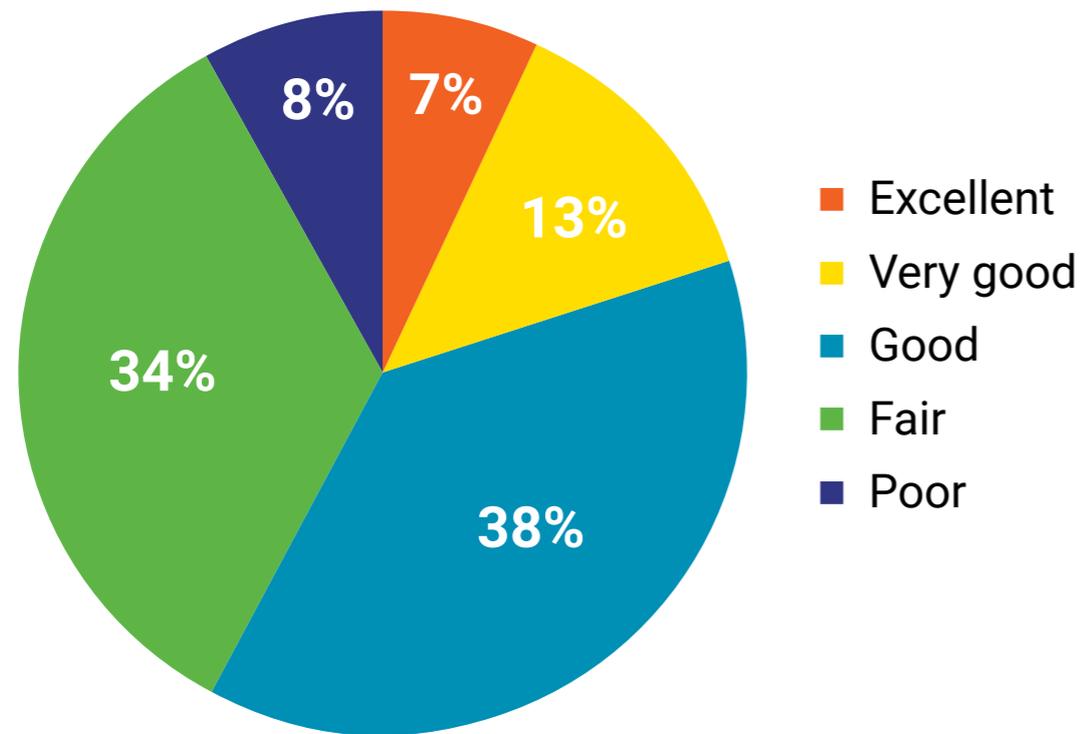
61% indicated "subjective input from salespeople" is the top metric they use to assess how well content is performing for sales purposes.

### **MOST OF THE FINDINGS SUGGEST THE NEED FOR:**

- Better communication/collaboration
- Better analytics/success metrics
- Better use of marketing technology

58% of respondents rated the alignment between marketing and sales in their company as excellent, very good, or good; 42% rated it as fair or poor.

## How Marketers Rate Alignment Between Marketing and Sales



Base: Respondents involved with creating content for sales.

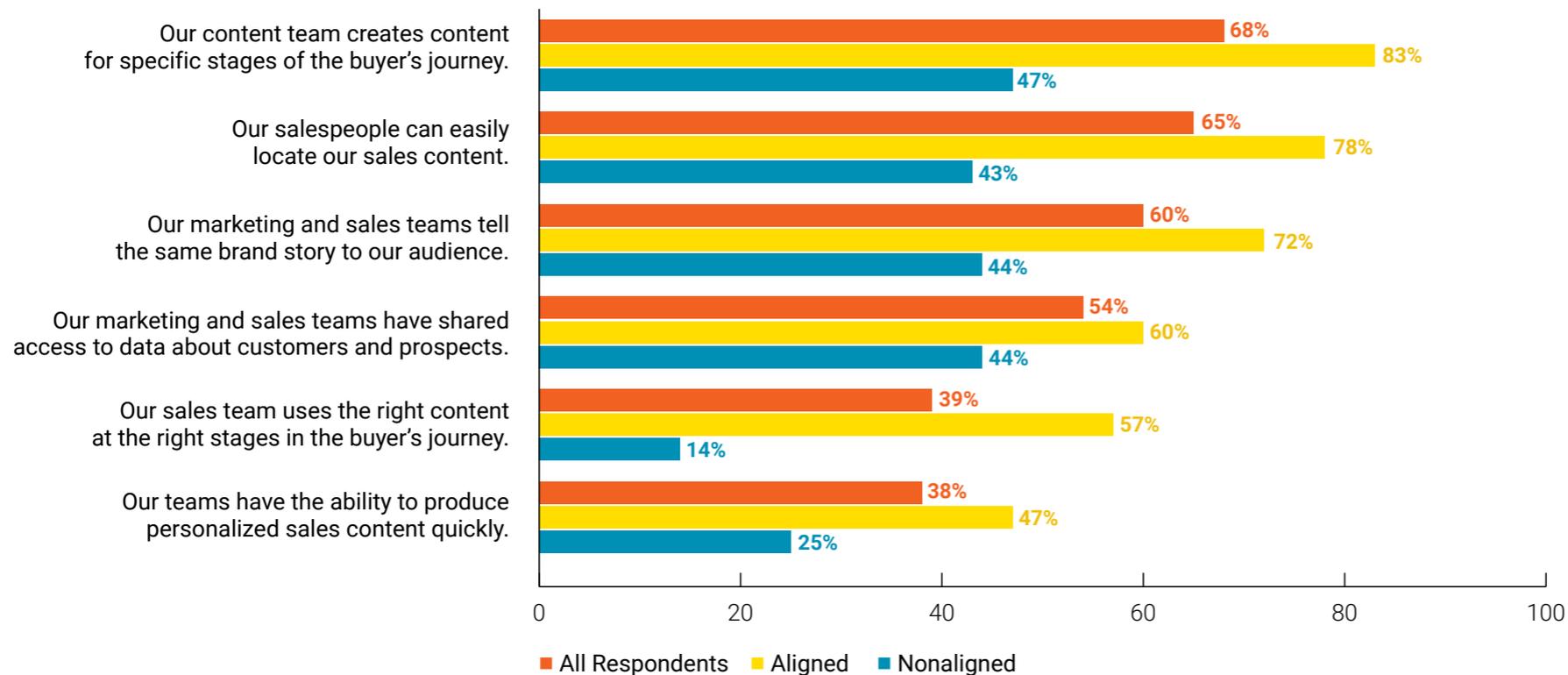
Source: Creating Content for Sales Enablement. Content Marketing Institute, March 2021.

Throughout this report, we've highlighted key areas of difference between two groups:

- Aligned – those who indicated alignment is excellent/very good/good
- Nonaligned – those who indicated alignment is fair/poor

68% of respondents said they create content for specific stages of the buyer's journey, but only 39% said their sales team uses the right content at the right stages.

## Percentage of Marketers Who Agree With the Following Statements (Strongly/Somewhat)



Base: Respondents involved with creating content for sales.

Source: *Creating Content for Sales Enablement*. Content Marketing Institute, March 2021.

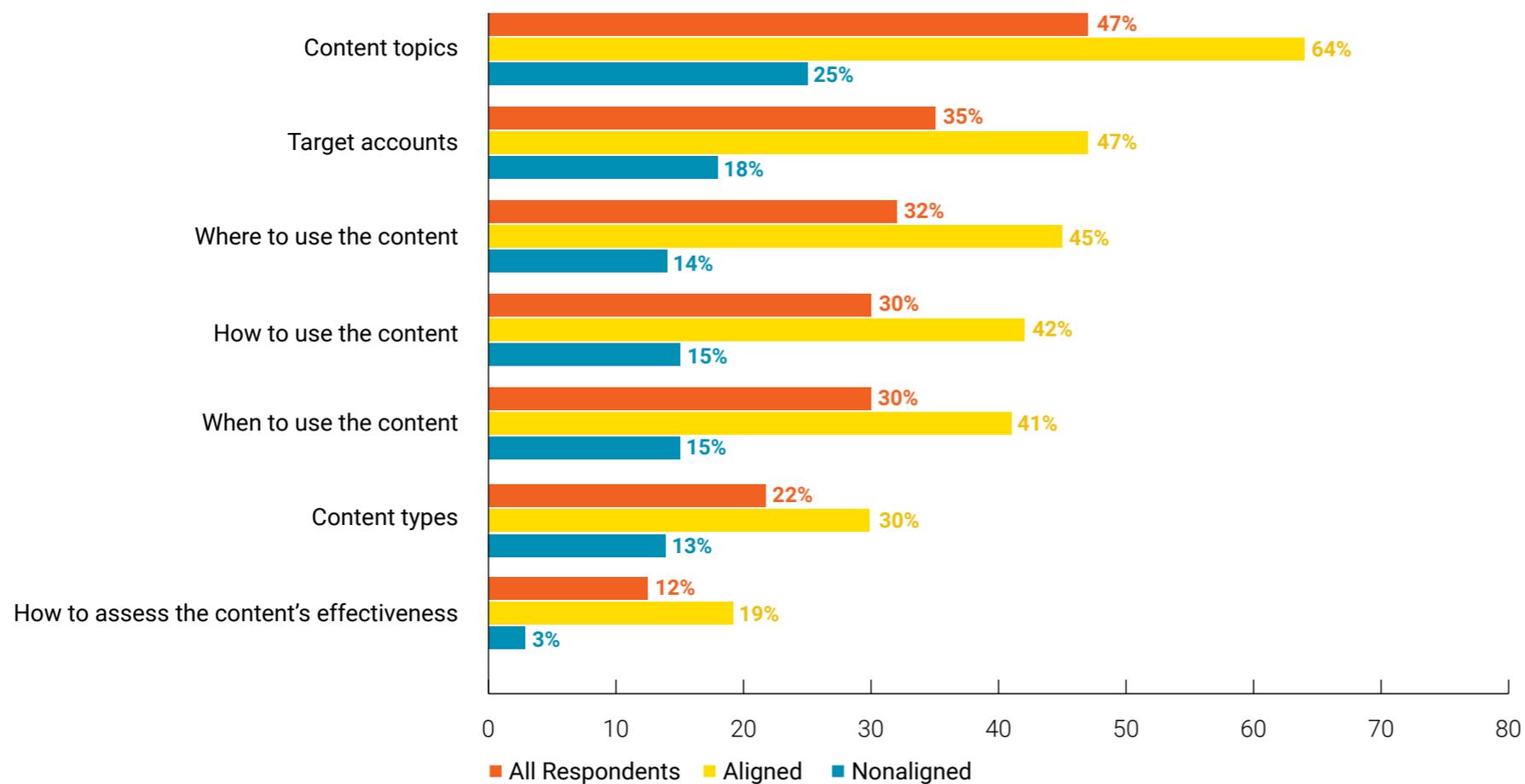
The aligned are not that far ahead of the pack in terms of having shared access to data about customers and prospects.

Regardless of alignment, all groups seem especially challenged with being able to produce personalized sales content quickly (fewer than half of the aligned agreed they have the capability).

# ALIGNMENT/COLLABORATION OVERVIEW

Respondents said their marketing and sales teams collaborate most frequently on content topics. Collaboration decreases on content types and plummets on how to assess content effectiveness.

## How Often Marketing and Sales Teams Collaborate (Always/Frequently)



Base: Respondents involved with creating content for sales.

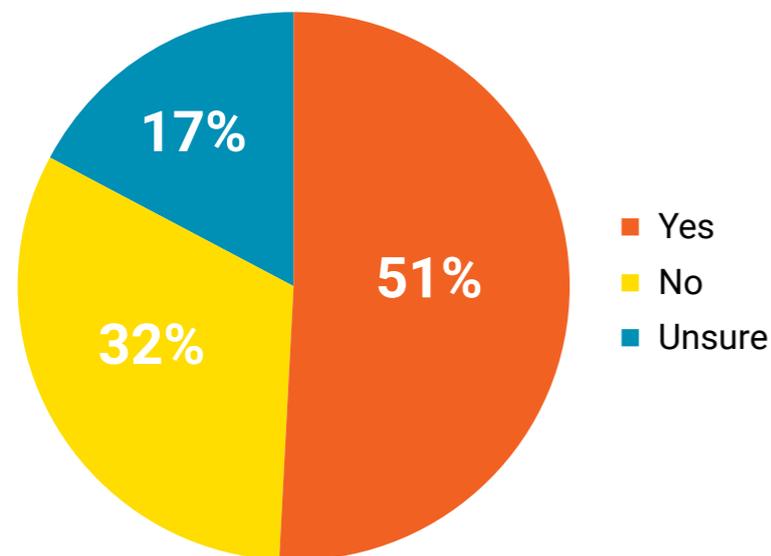
Source: *Creating Content for Sales Enablement*. Content Marketing Institute, March 2021.

The biggest gaps between the aligned and nonaligned groups were for content topics (64% vs. 25%) and where to use the content (45% vs. 14%).

Collaborating on how to assess content effectiveness was a sore spot for all, regardless of alignment: Even 44% of the aligned said they rarely/never do so.

Half the respondents said their marketing and sales teams have access to a shared set of buyer personas.

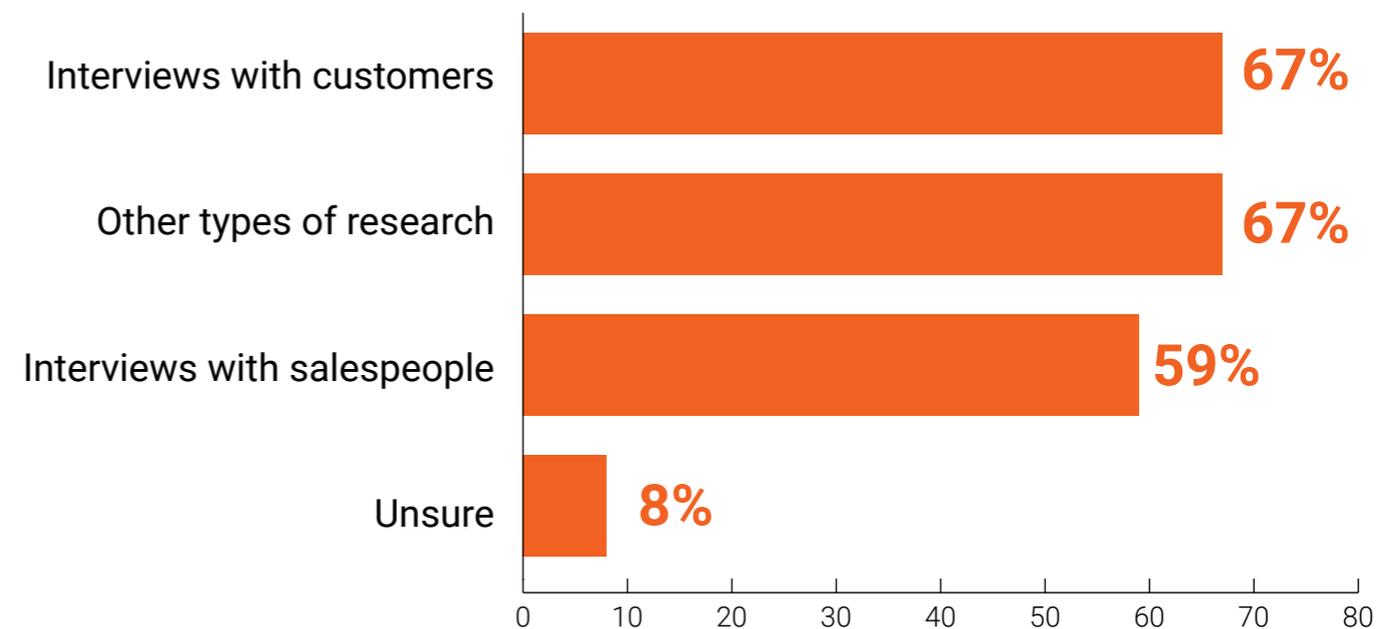
## Percentage of Marketing and Sales Teams With a Shared Set of Buyer Personas



Base: Respondents involved with creating content for sales.

Source: Creating Content for Sales Enablement. Content Marketing Institute, March 2021.

## How Buyer Personas Are Developed



Base: Respondents whose marketing and sales teams have access to a shared set of buyer personas. Aided list; multiple responses permitted.

Source: Creating Content for Sales Enablement. Content Marketing Institute, March 2021.

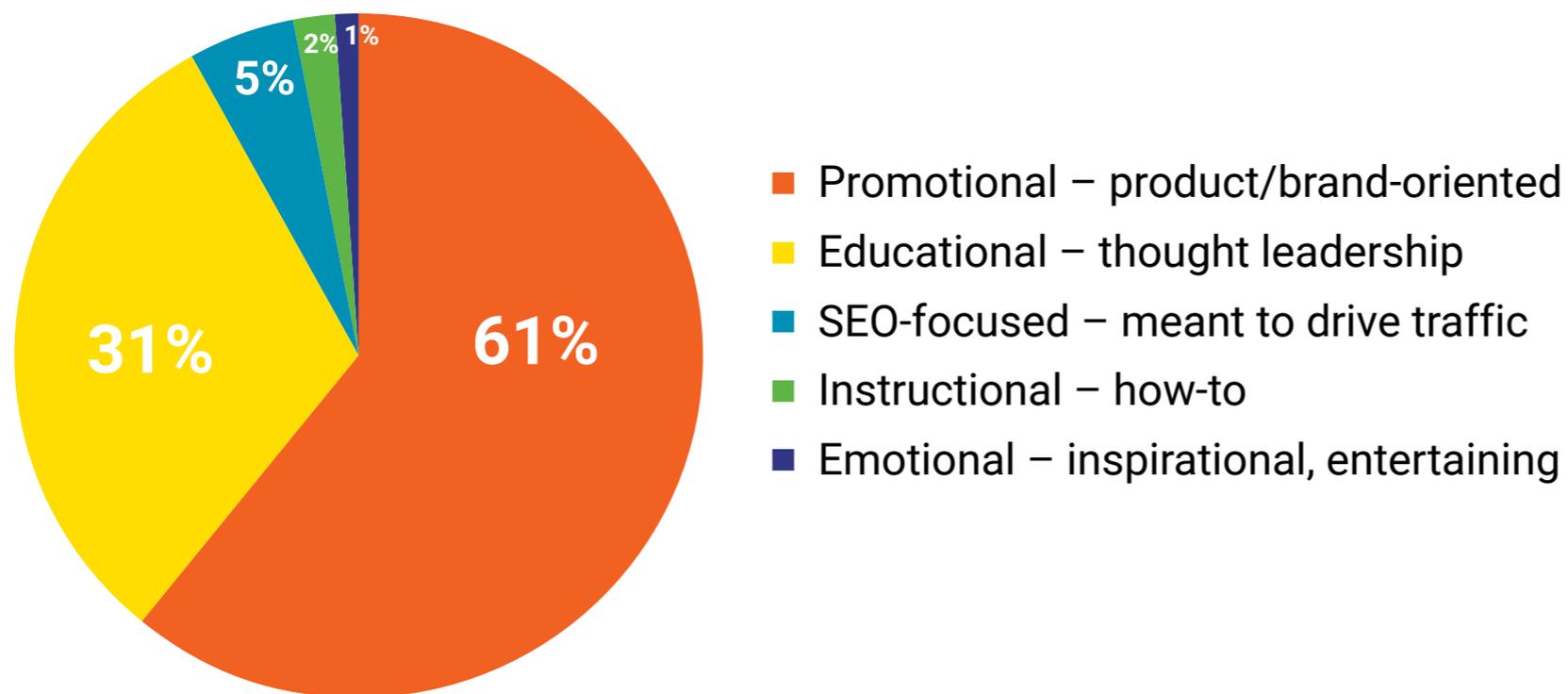
The aligned are more likely than the nonaligned to have a shared set of buyer personas (63% vs. 36%).

73% of the aligned interview customers as part of the persona development process vs. 54% of the nonaligned.

The nonaligned are more likely than the aligned to conduct interviews with their salespeople (65% vs. 57%) – indicating they are more likely to rely on what their salespeople tell them (versus talking with customers).

61% of respondents said most of the content produced for their sales team is promotional in nature (product/brand-oriented).

## Nature of Most Content Produced for Sales Teams

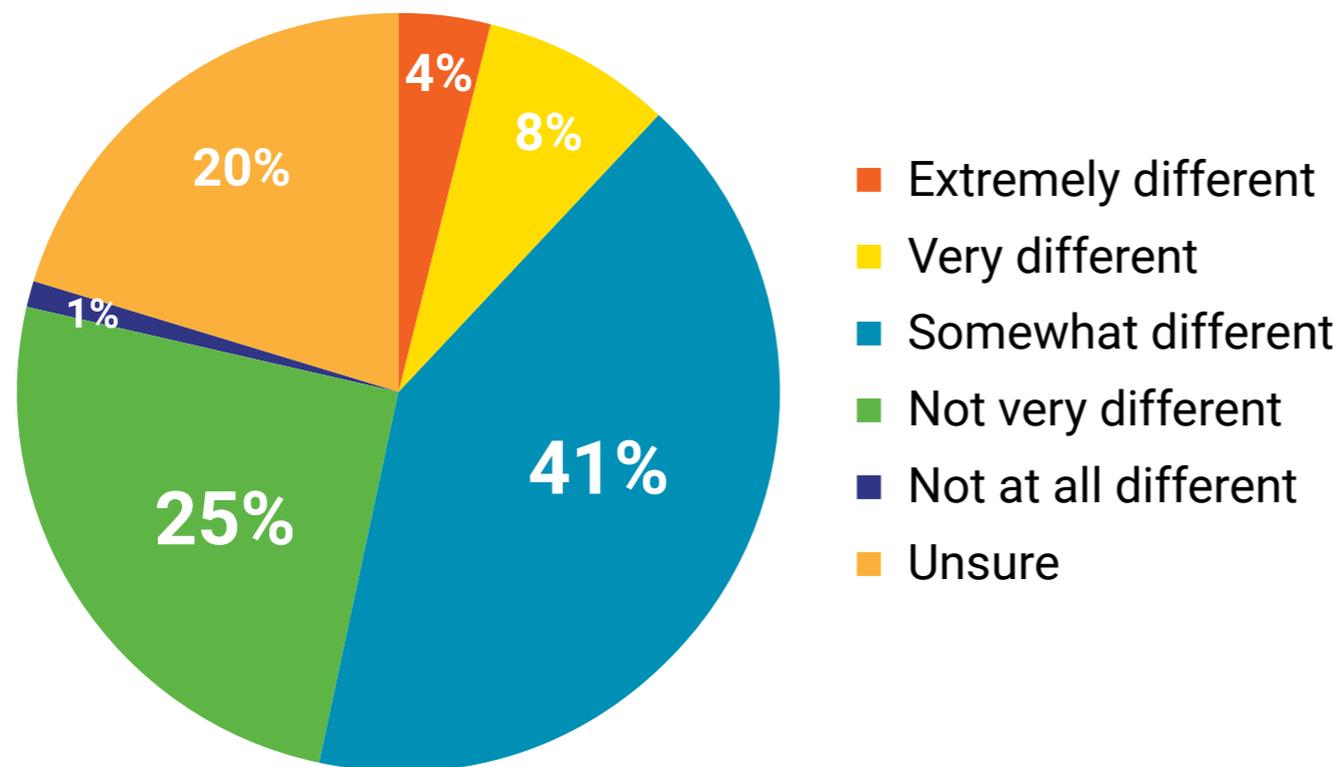


Base: Respondents involved with creating content for sales. Aided list; select one.  
Source: Creating Content for Sales Enablement. Content Marketing Institute, March 2021.

Alignment doesn't play a role here: 59% of the aligned report most of their sales content is promotional in nature, which is close to that reported by all respondents (61%) and the nonaligned (63%).

One in four respondents said their sales content is not very/not at all different from their competitors' sales content.

## How Marketers Say Their Sales Content Differs from the Competition's

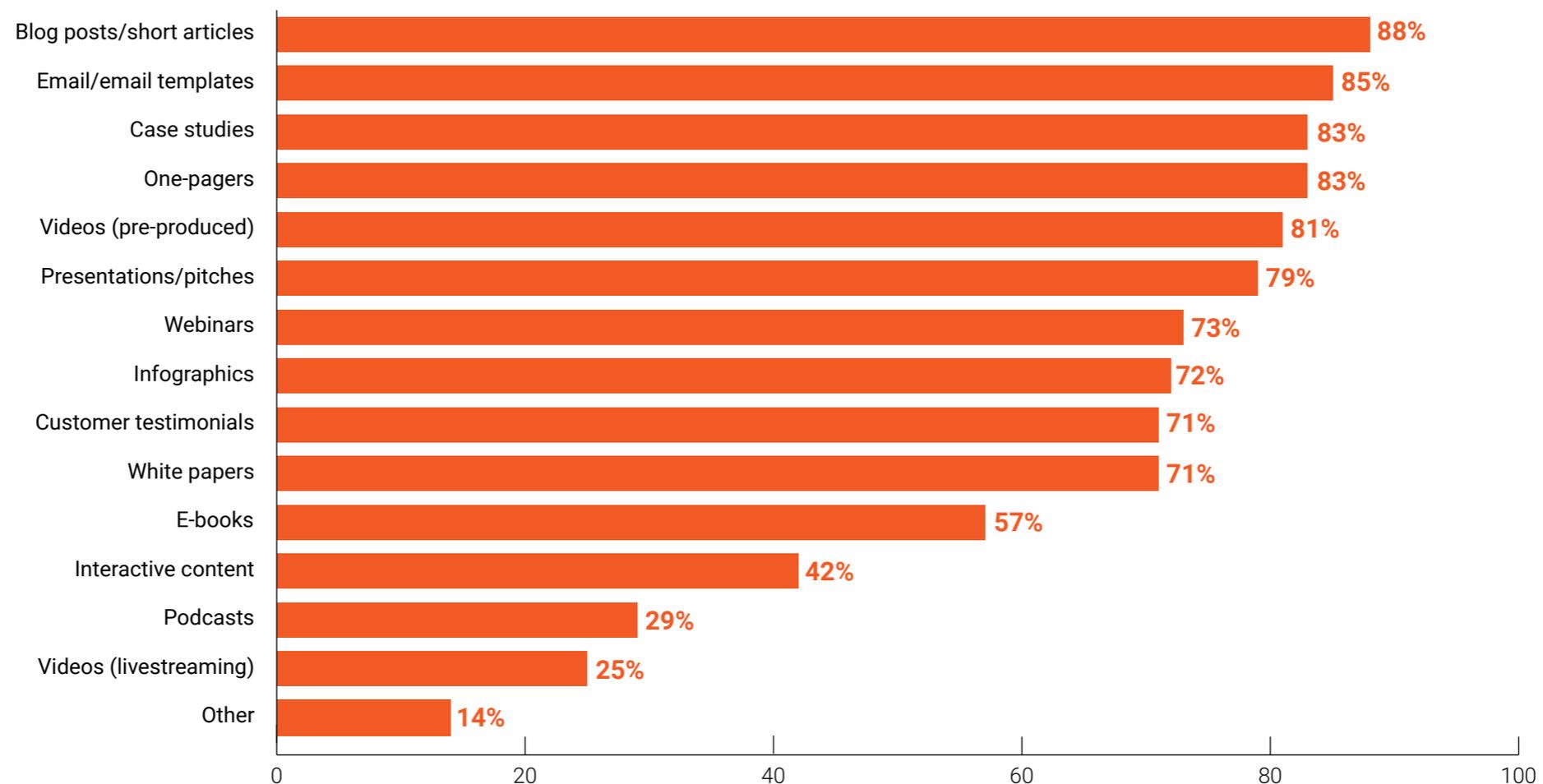


Even the aligned appear to be challenged here, with only 13% reporting their content is extremely/very different than their competitors' content.

Base: Respondents involved with creating content for sales. Aided list; select one.  
Source: Creating Content for Sales Enablement. Content Marketing Institute, March 2021.

Marketers create a variety of content types for their sales teams. The next page shows which of these they think are most valuable.

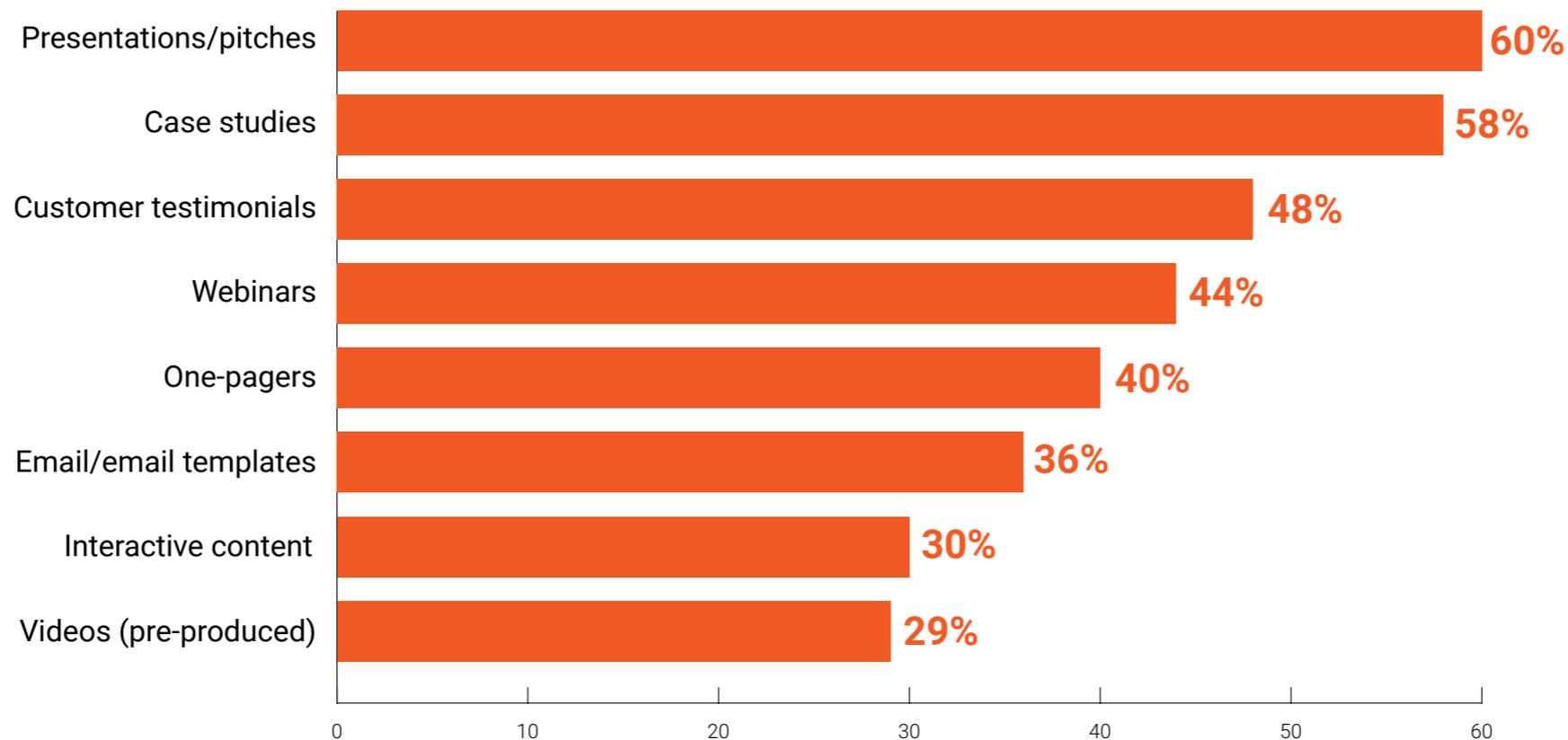
## Content Types Marketers Create for Use by Sales Teams



Base: Respondents involved with creating content for sales. Aided list; multiple responses permitted.  
Source: Creating Content for Sales Enablement. Content Marketing Institute, March 2021.

When asked, “Of the content types you create, which do you think are the most valuable to your salespeople?” 60% of respondents indicated presentations/pitches.

## Content Types Used That Marketers Think Are Most Valuable to Their Sales Teams



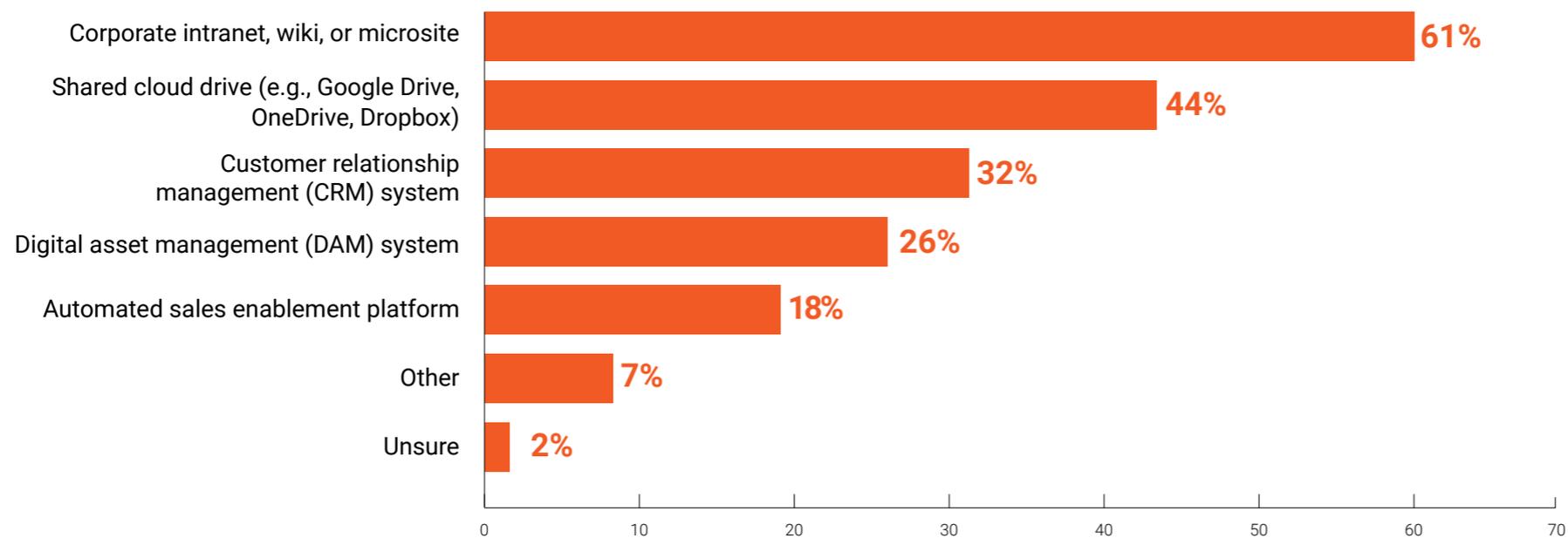
**Other types:** White papers (20%), e-books (19%), videos (livestreaming) (17%), infographics (14%), blog posts/short articles (12%), podcasts (2%), and other (25%).

*Base: Respondents who use each type of content listed.*

*Source: Creating Content for Sales Enablement. Content Marketing Institute, March 2021.*

61% of respondents said their content is housed in a corporate intranet, wiki, or microsite for access by salespeople. Respondents from large companies (1,000+ employees) were more likely than other groups to report using DAM systems (36%) and sales enablement platforms (30%).

## Where Content Is Housed for Access by Sales Team

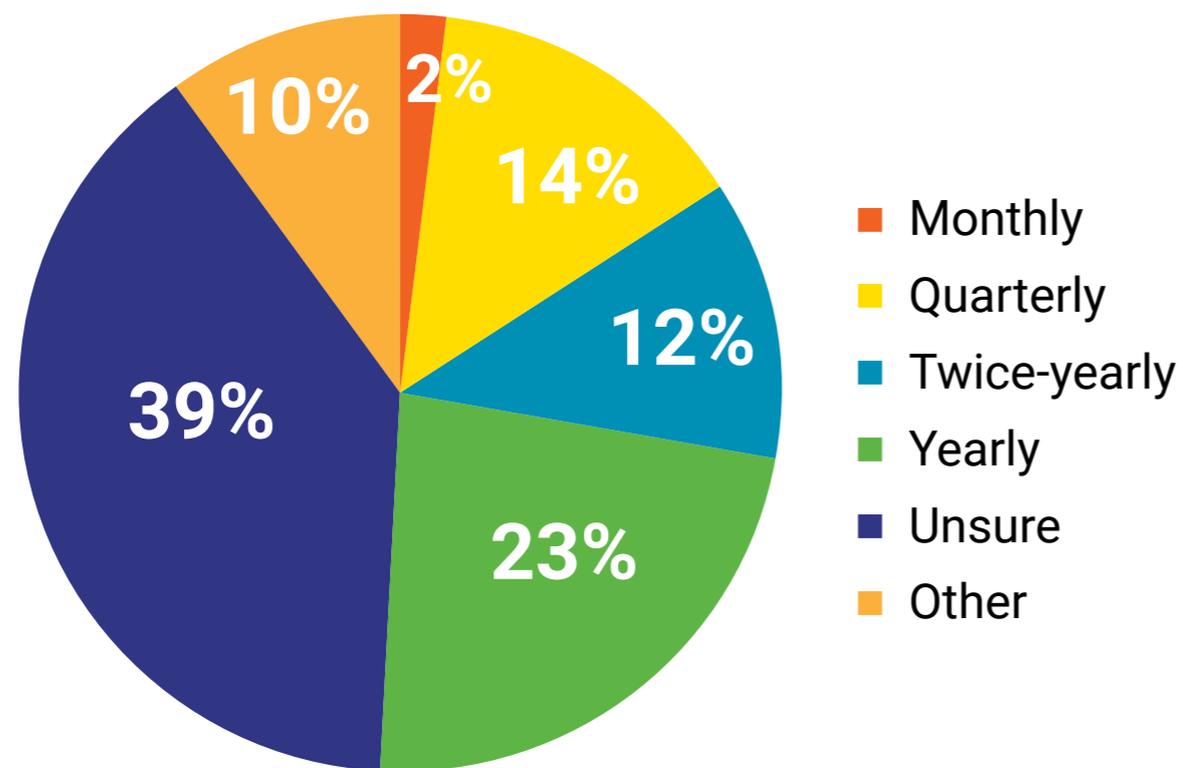


Base: Respondents involved with creating content for sales. Aided list; multiple responses permitted.  
Source: Creating Content for Sales Enablement. Content Marketing Institute, March 2021.

There weren't many differences here based on alignment with one notable exception: The aligned are more likely than the nonaligned to have a CRM system (38% vs. 24%) and a sales enablement platform (23% vs. 11%).

Nearly 40% of respondents said they're unsure how often their existing sales content is audited.

## How Often Sales Content Is Audited



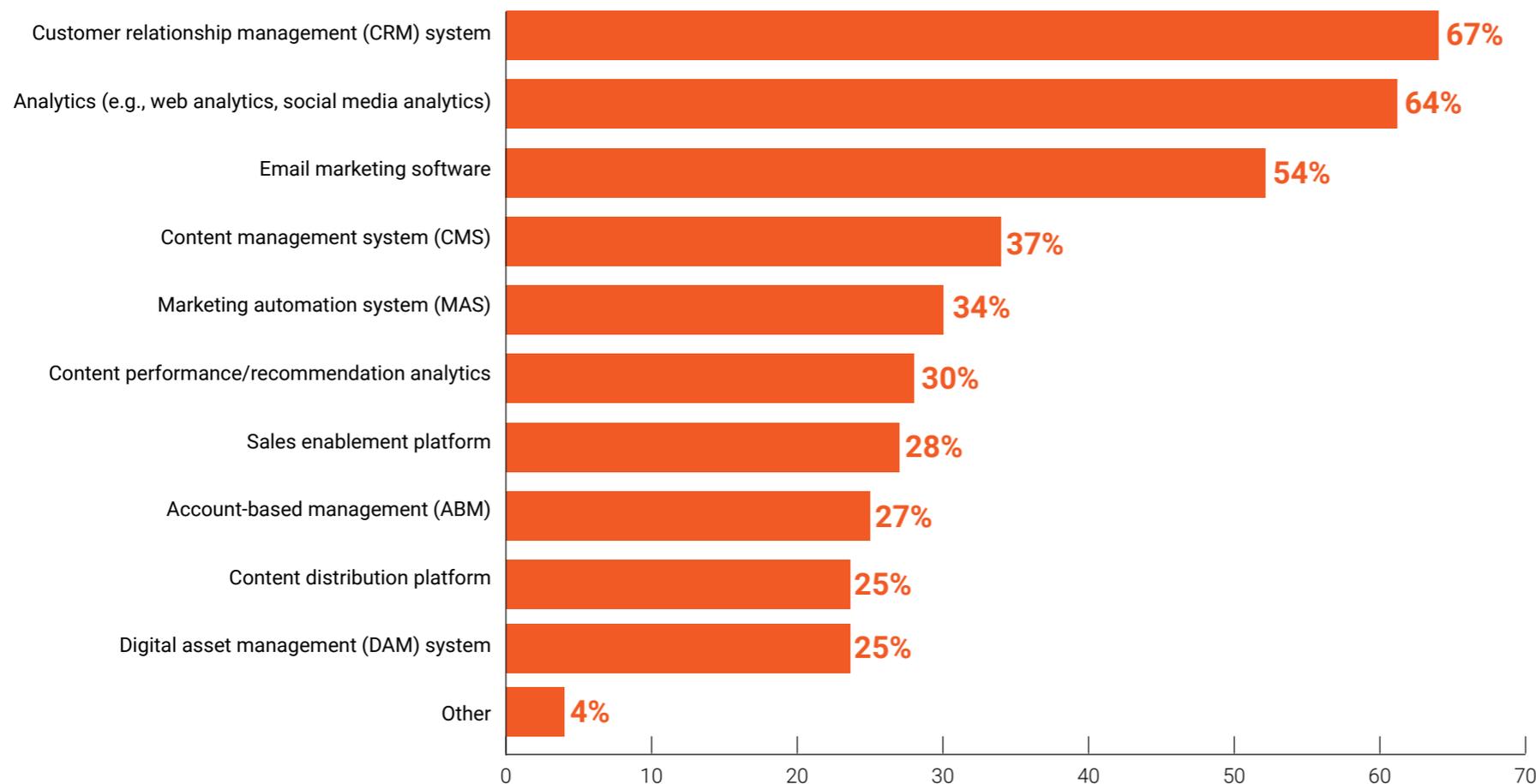
Base: Respondents involved with creating content for sales.

Source: *Creating Content for Sales Enablement*. Content Marketing Institute, March 2021.

Even the aligned are unsure (32%). The uncertainty is even greater among the nonaligned (47%).

67% indicated that CRM systems are important to their company's sales enablement efforts. Those from large companies (1,000+ employees) were more likely than other groups to indicate they use sales enablement platforms (39%) and DAM systems (33%).

## Technologies Most Important to Supporting Company's Sales Enablement Efforts



Base: Respondents involved with creating content for sales. Aided list; multiple responses permitted.  
Source: Creating Content for Sales Enablement. Content Marketing Institute, March 2021.

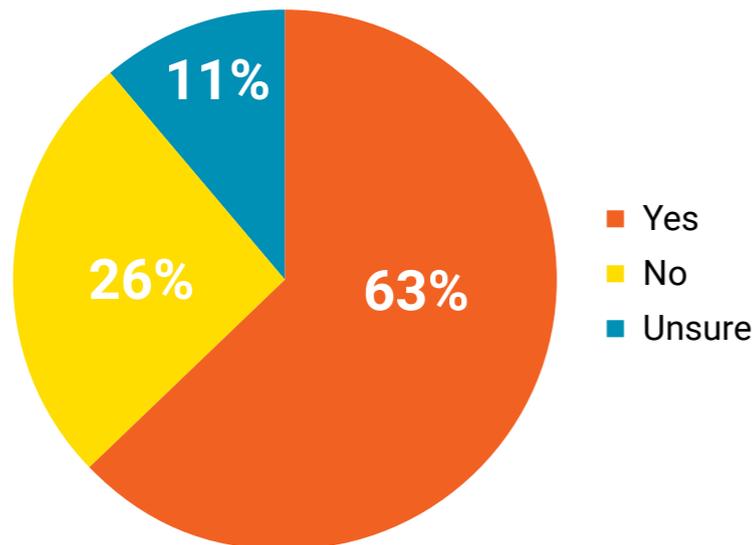
Notable differences between the aligned and nonaligned groups:

- 40% of the aligned indicated MAS are important vs. 25% of the nonaligned
- 32% of the aligned indicated ABM is important vs. 21% of the nonaligned

# GOALS & METRICS

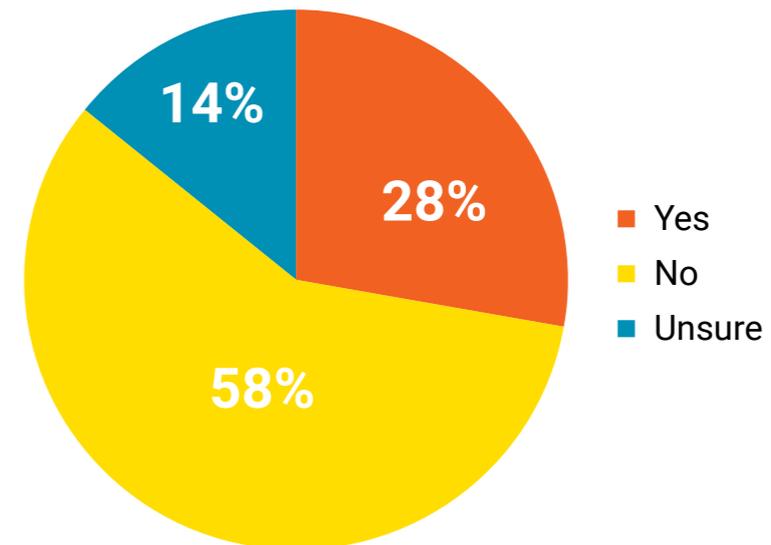
Respondents were more likely to report that their marketing and sales teams have shared goals and objectives (63%) than shared key performance indicators (KPIs) (28%) for sales content. Twenty-five percent of all respondents said they had both.

## Percentage Whose Marketing and Sales Teams Have Shared Goals and Objectives



Base: Respondents involved with creating content for sales.  
Source: *Creating Content for Sales Enablement*. Content Marketing Institute, March 2021.

## Percentage Whose Marketing and Sales Teams Have Shared KPIs for Sales Content



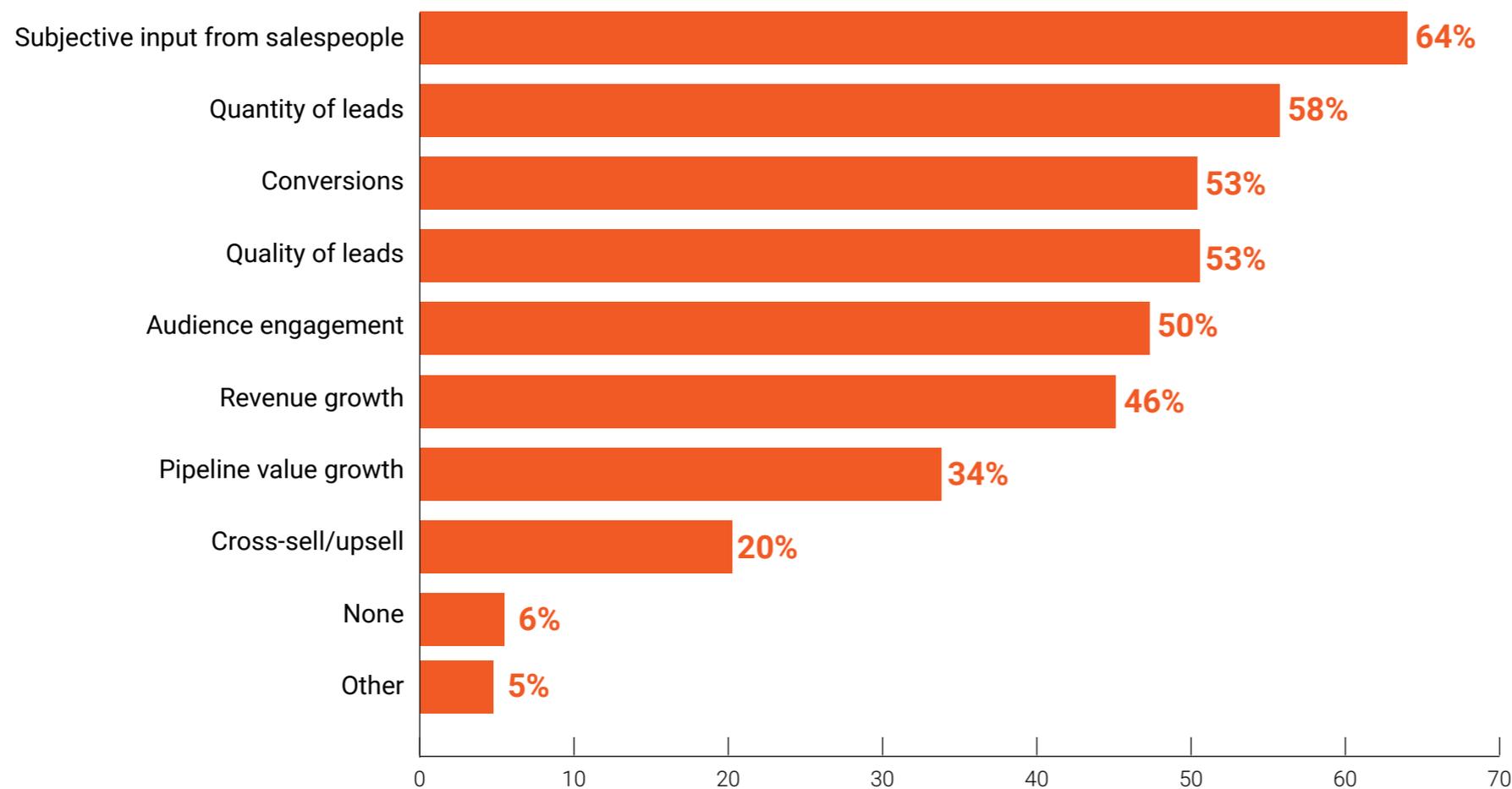
Base: Respondents involved with creating content for sales.  
Source: *Creating Content for Sales Enablement*. Content Marketing Institute, March 2021.

The aligned are more likely than the nonaligned to have shared goals and objectives (76% vs. 46%) and shared KPIs (33% vs. 21%).

30% of the aligned reported having both shared goals/objectives and KPIs vs. 20% of the nonaligned.

64% of respondents use subjective input from salespeople to assess how well content is performing for sales purposes.

## Metrics Used to Assess How Well Content Is Performing for Sales Purposes



Base: Respondents involved with creating content for sales. Aided list; multiple responses permitted.  
Source: Creating Content for Sales Enablement. Content Marketing Institute, March 2021.

The aligned group also selected subjective input from salespeople as their top metric (65%). The aligned differed from the nonaligned in two notable ways:

- 63% of the aligned use audience engagement as a metric vs. 33% of the nonaligned
- 50% of the aligned use revenue growth as a metric vs. 40% of the nonaligned

## What are your biggest challenges when creating content for sales?

This was a fill-in question. Recurrent themes included:

- ▶ Lack of communication/collaboration between marketing and sales
- ▶ Lack of buy-in, processes, bandwidth, shared goals, and success metrics
- ▶ Difficulty understanding audiences/creating content for various stages of the buyer's journey and helping sales understand how to use it across the journey
- ▶ Silos and cultural differences across the organization
- ▶ Too many ad hoc requests from sales for content
- ▶ Difficulty accessing subject matter experts.

Here are some of the responses:

*Communicating with sales to ensure content is used at the right time—there is so much content, and our sales teams are thinly spread globally. Knowing the best format for communication and keeping sales engaged is a challenge.*

*Creating different types of content with messaging that is specific to where customers are in the buying journey.*

*Communicating internally with sales so they know how and when to use the content.*

*Visibility into the daily roles and needs of the sales reps.*

*Not getting the right inputs or enough information to understand the goals, objectives, and KPIs for content.*

*Convincing them that audiences without money or immediate desire to buy are still important.*

*The balancing act between content (especially blogs) targeted at prospects lower in the funnel without coming across as super 'salesy.' Getting approval from customers to use their logos/write success stories about them, which sales loves to use. Determining if sales gets value from the content we create.*

# CHALLENGES

*Prioritization of resources. We sell thousands of materials into hundreds of markets.*

*Volume of requests, custom pieces needed, inability to get case study subjects, inability to aid sales in using the right content at the right time.*

*Making sure that sales knows when new content is available for them to use.*

*Scaling content for a global team that has different market and language requirements.*

*We don't have the systems in place to easily catalog the assets or a convenient way for the sales team to customize and distribute content. We struggle with sales teams downloading content to their local computers and then version control is out of control!*



## Sales and Content Marketing Working as One



*By Robert Rose, Chief Strategy Advisor, CMI*

The old B2B joke, sarcastically said by a sales rep, goes: “Our marketing programs are clearly successful. If you want proof of that, just ask the marketing department.”

The tension between sales and marketing is as old as time. Yet in 2021, this new CMI study underscores the power of content to help create alignment.

But how can we begin to achieve that better alignment? Here are three observations, along with actionable insights from the last 18 months of working with our B2B clients.

### **1. Alignment isn't just understanding.**

In many cases, what stands for alignment is just a mutual understanding of siloed strategies. The marketing team understands, but isn't terribly supportive of, the sales strategy. And the sales team understands (but usually disagrees with) what the marketing team is up to. It's like that classic Homer Simpson quote: “Oh honey, just because I understand doesn't mean I care.”

Content marketing and sales alignment requires more than understanding each other's strategy. True alignment requires integrating into one, cohesive customer journey—facilitated by extraordinary digital content—distributed and delivered in a helpful way by insightful sales teams. True collaboration among the teams is critical.

**Action items.** Schedule frequent, standing meetings for marketing and sales (and especially content teams), where sales reps can actively collaborate on editorial or thought leadership strategies. Agree on shared metrics to measure performance—ideally revenue, pipeline, or similar KPIs.

### **2. First-party data will be the prize of the future.**

As digital content plays a bigger role in the facilitation of B2B sales enablement, businesses need to better leverage data to understand the buyer through specific lenses. The critical benefit of content marketing and sales alignment is to pull trust forward in the relationship and develop a well-rounded and rich set of insights on prospects and customers.

**Action items.** Put the right systems and technologies in place to help bridge the divide between marketing and data being gathered (and built) about prospective customers as they “earn” new attributes such as “lead,” “qualified opportunity,” or even “customer.”

It is no longer good enough to have separate, siloed databases of “email campaign recipients,” “blog subscribers,” “resource center registrants,” and “leads.” Develop a single view of the customer that enables teams to act quickly and decisively to deliver more and more value over time.

### **3. Work on *new management* rather than *change management*.**

Aligned teams are certainly more open to innovative approaches and techniques. However, when rolling out these new initiatives, challenges can arise because it’s easy for sales and content teams to get “stuck in their ways,” or resist because “this is what has always worked.”

**Action items.** B2B teams looking to align on new content marketing and sales processes or approaches—such as ABM—should consider piloting these approaches as new additions to the existing processes, rather than changes to existing processes. While these new approaches may become standard over time, it is much easier to introduce new approaches, than try to change existing ones.

The critical pieces to linking content marketing and sales enablement are communication and collaboration. Twenty years ago, we were presented a vision where B2B marketing and sales teams used customer data to optimize the trust we built from the time we first met a prospect to the time they became a customer. Well, it’s finally here—both supply and demand.

In 2021, the technology and knowledge to realize this vision for buyers are available to most B2B businesses. And, demand is high. Recent research from [McKinsey](#) illustrates that in a post-COVID-19 world, more than three-quarters of buyers and sellers say they now prefer digital self-serve and remote human engagement over face-to-face interactions. This means that digital content experiences will play a bigger role than ever before in the toolbox of sales professionals. Fortunately, both the technology and the ability to measure the quantity and quality of those interactions are here.

Now, it’s just up to us to meet with our colleagues and get to work.

To better understand how marketers create content for their sales teams, CMI surveyed a portion of its subscriber database. CMI emailed the survey invitations on February 3, 2021. Reminder emails were sent on February 17 and March 2, 2021.

CMI designed the survey via Qualtrics and performed the data analysis. The survey closed on March 8, 2021, and 168 responses were qualified for analysis. All qualified respondents indicated that they create content for sales teams in their companies to use during the selling process, or that they are familiar with this function in their company.

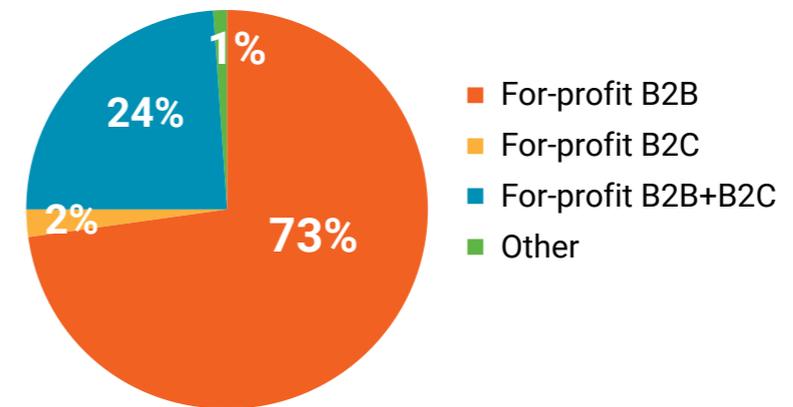
## SURVEY DEFINITIONS

*Sales enablement* – the process of providing your sales team with the content, information, and tools they need in order to sell effectively.

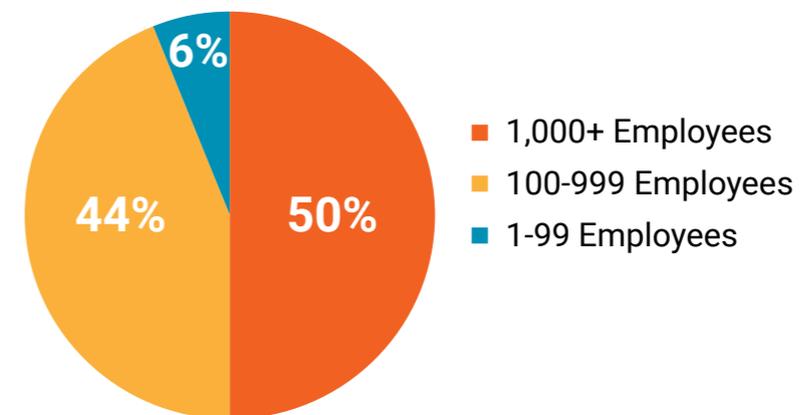
*Alignment* – a collaborative working relationship that results in positive business results.

This report refers to aligned and nonaligned groups. The aligned group is composed of respondents who rated the alignment between marketing and sales in their companies as excellent/very good/good. The nonaligned group is composed of those who rated their alignment as fair/poor.

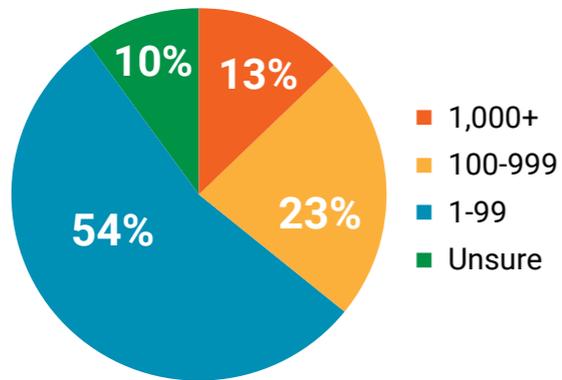
## Nature of Organization



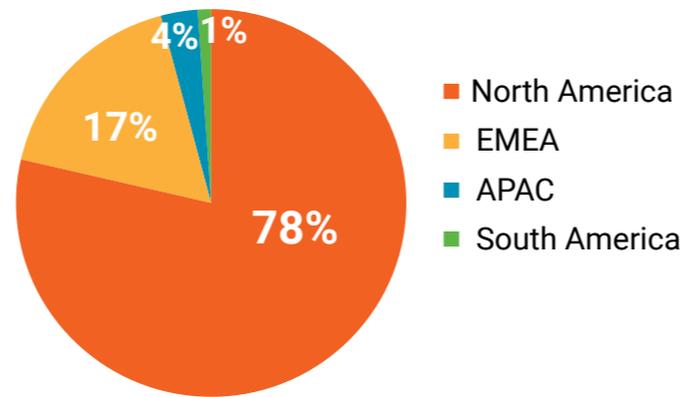
## Size of Organization (total employees)



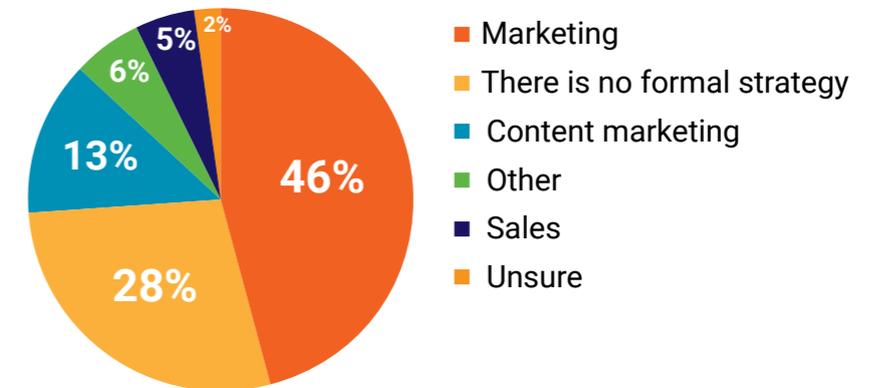
**Number of Salespeople**  
(including both employees and subcontractors)



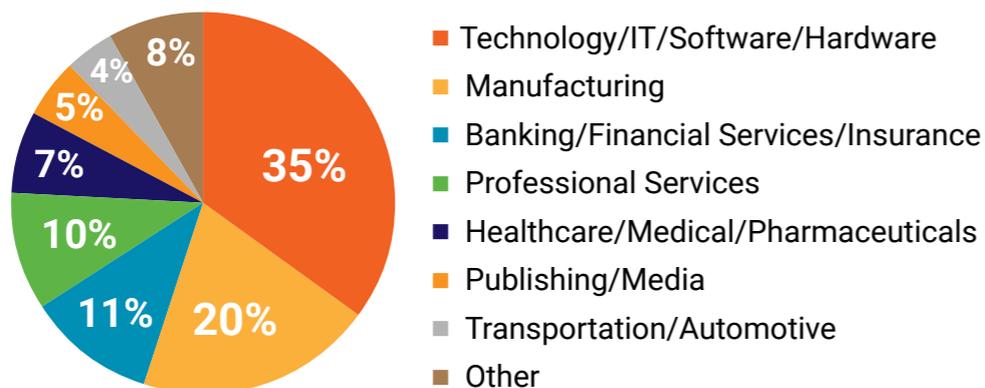
**Location of Organization**



**Function in Company Responsible for Sales Content Strategy**



**Industry Classification**



**Respondent's Role in the Company**



*Thanks to all the survey respondents and everyone who disseminates these findings throughout the content marketing industry.*

## ABOUT CONTENT MARKETING INSTITUTE

[Content Marketing Institute](#) is the leading global content marketing education and training organization, teaching enterprise brands how to attract and retain customers through compelling, multichannel storytelling. CMI's [Content Marketing World](#) event, the largest content marketing-focused event, is held every fall in Cleveland, Ohio, and [ContentTECH Summit](#) event is held every spring in San Diego, California. CMI publishes [Chief Content Officer](#) for executives and provides strategic consulting and content marketing research for some of the best-known brands in the world. Content Marketing Institute is organized by Informa Connect. Learn more at [ContentMarketingInstitute.com](#).

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