

What's Your Biggest Challenge With Content?

2019 Marketing Survey

2,830 Respondents, 4,000+ Challenge Mentions, 44 Themes



About the Survey

We asked 2,830 marketers seeking help with their content marketing one simple question: *What's your biggest challenge with content?*

No multiple choice. Just an open-ended invitation to reply. After manually categorizing 4,000+ specific mentions of challenges in their responses into 44 themes (with eight main categories), here are our findings.

When reviewing, please consider:

- Each marketer submitted their biggest challenge with content, not their only challenge.
- Marketers were actively seeking content marketing info at the moment they were surveyed.
- Our category breakdowns include percentages of responses by themes within a category.



Top 10 Challenges

(Themes ranked by number of mentions)



1

Time



2

Creating
Content



3

Content
Quality



4

Writing



5

Consistency



6

Talent



7

Ideas



8

Scaling
Content



9

Strategy



10

Content
for Niche

Is it all a matter of time?

Marketers mentioned time more than any other theme, making it the biggest challenge in content marketing.



Biggest Challenges by Category

Are you in touch with your creative side?

The actual production of content - and the creativity needed to drive it - led as the biggest category of challenges for marketers.

Challenges That Marketers Noted

“

Clear brand voice.

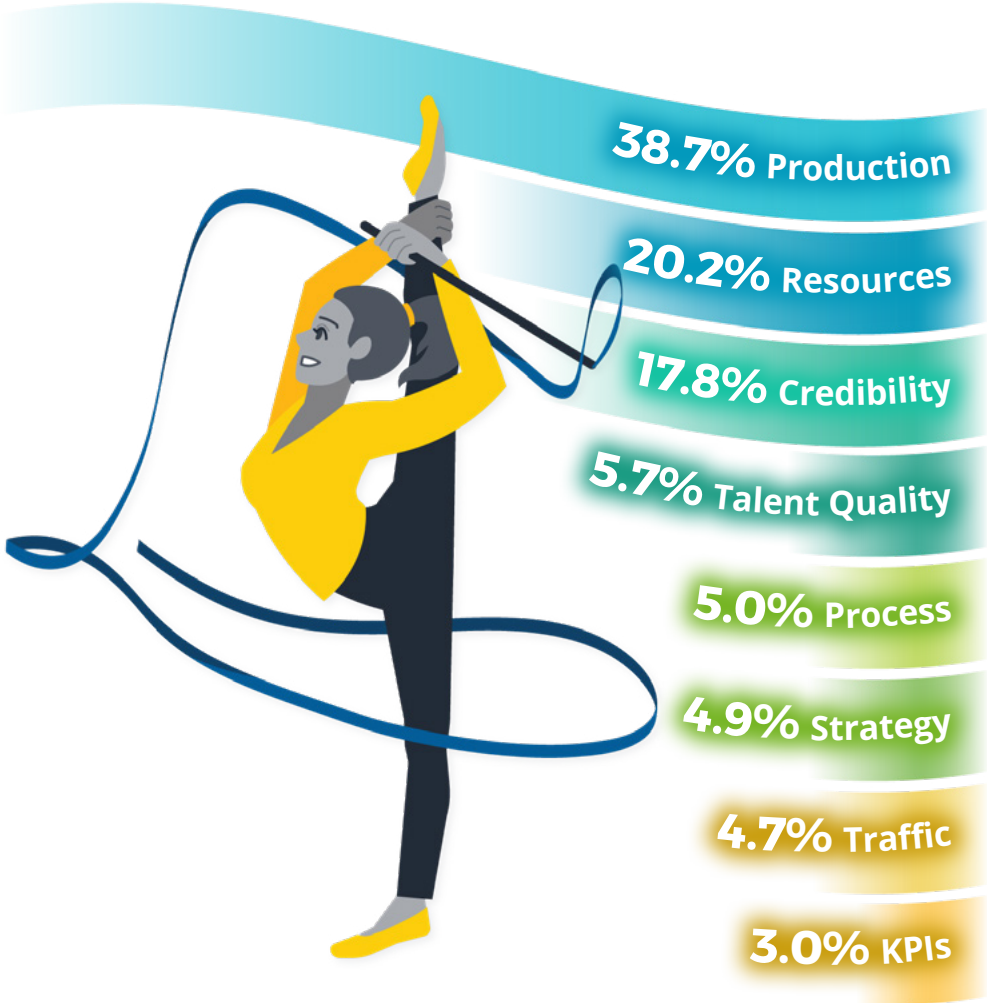
Creating original content.

Time and fresh ideas to match my brand.

Doing it. Making it compelling.

Consistently creating it!

”

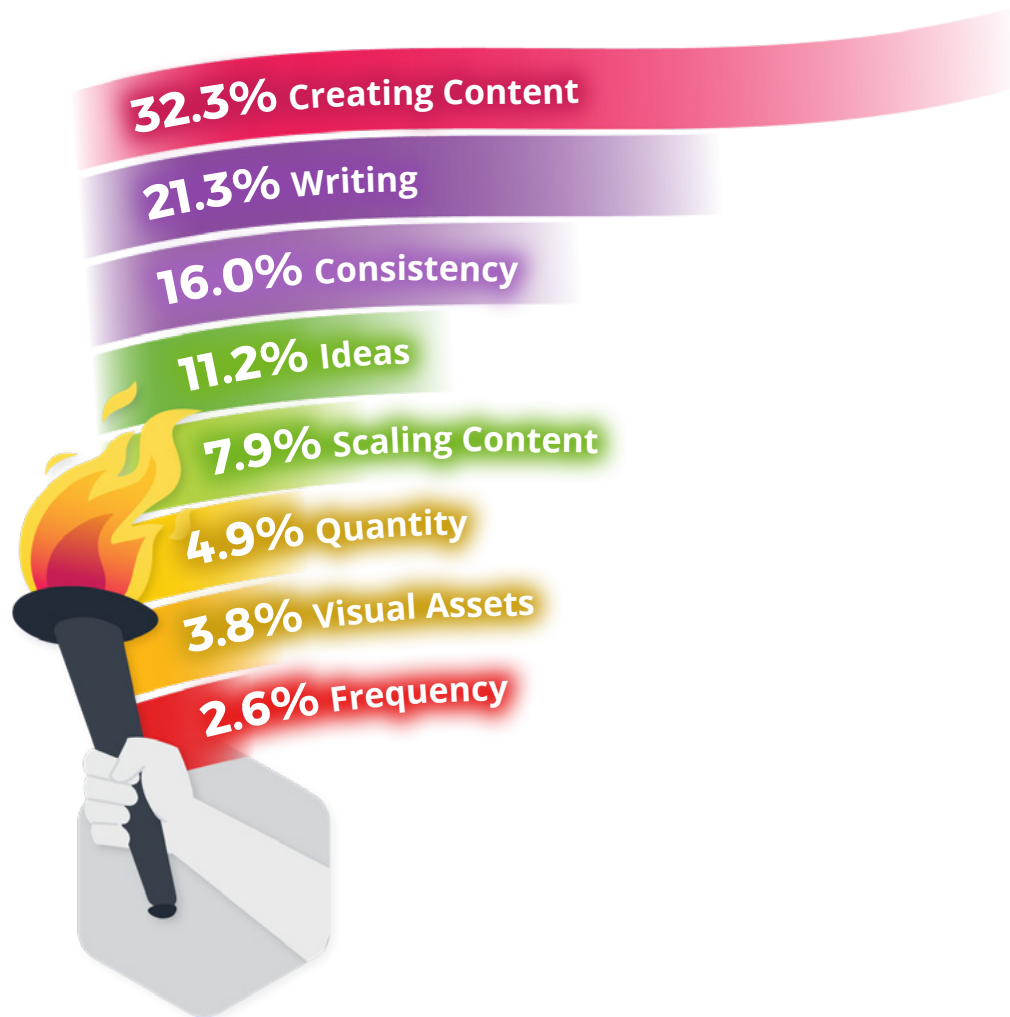


Production

(Breakdown of themes within the Production category)

How do you keep adding fuel to your fire?

Having the stamina to generate ideas and produce compelling content – again and again – was a prevalent challenge for the creatively minded.



Challenges That Marketers Noted



Creating it.

Producing enough.

Not having the time to write it.

Creating good digital assets.

Creating consistent and relevant content.

Getting it done regularly and with high quality.

Creating content that impacts.

Coming up with new ideas.

Scalability.

Volume.



Credibility

(Breakdown of themes within the Credibility category)

Is it good enough? Do people trust you?

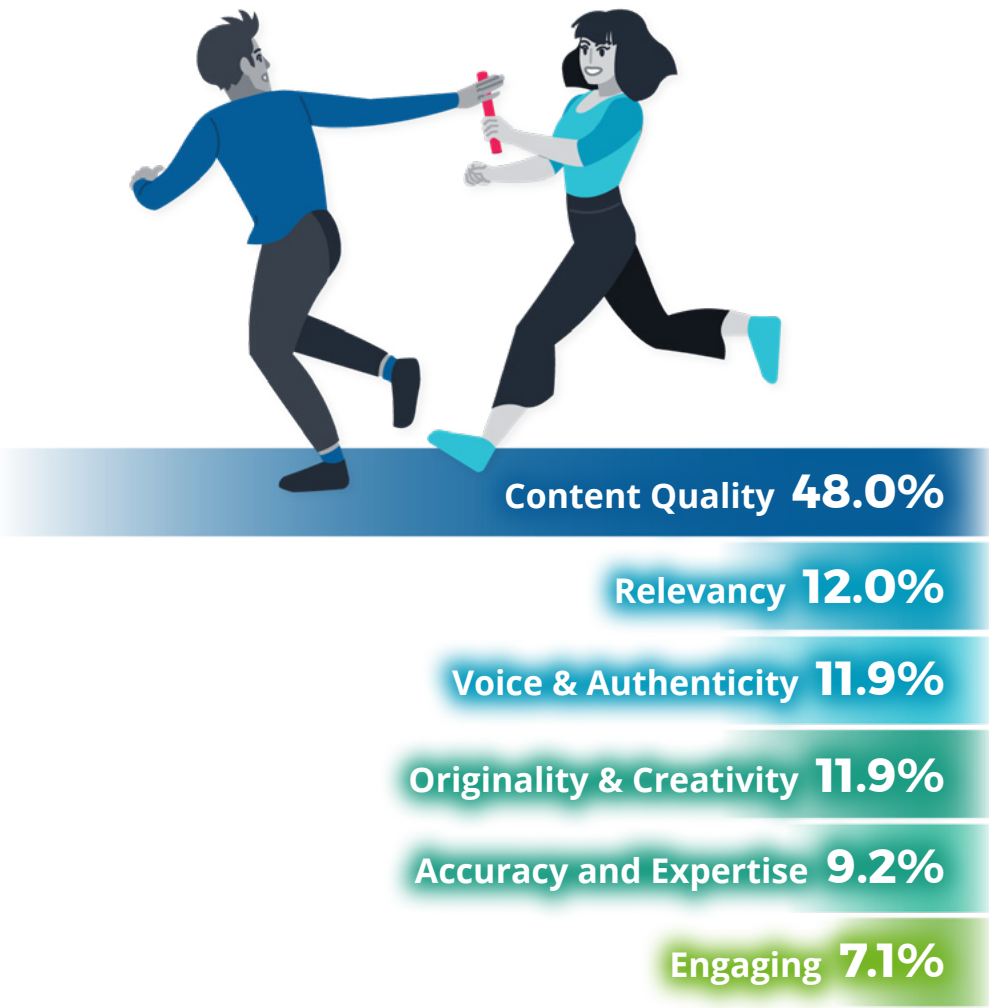
Among themes related to a brand’s credibility, content quality in general was a bigger challenge than being creative, relevant or authentic.

Challenges That Marketers Noted

“

| | |
|---|--|
| Quality quickly. | Strong brand voice. |
| Keeping it fresh and informative. | Visual creativity. |
| Defining my voice! | Not being creative enough. |
| Creating something fun, enthusiastic, and bold. | Making it deliver value and not be just a lot of internet research pancakes. |
| Quality, unique creative that gets engagement. | New, original, not recycled content. |

”



Process

(Breakdown of themes within the Process category)

How do you tackle the everyday?

When it came to the day-in and day-out of content, planning in general trumped all other challenges from process-oriented respondents.



Challenges That Marketers Noted



Planning a content calendar.

Collecting client edits and signoff.

Weekly process.

Systems for content creation.

Just getting started.

Managing the workflow.

Speed.

Shared editing.

Organizing it for editing and distribution.

Getting content submitted on time.



Traffic

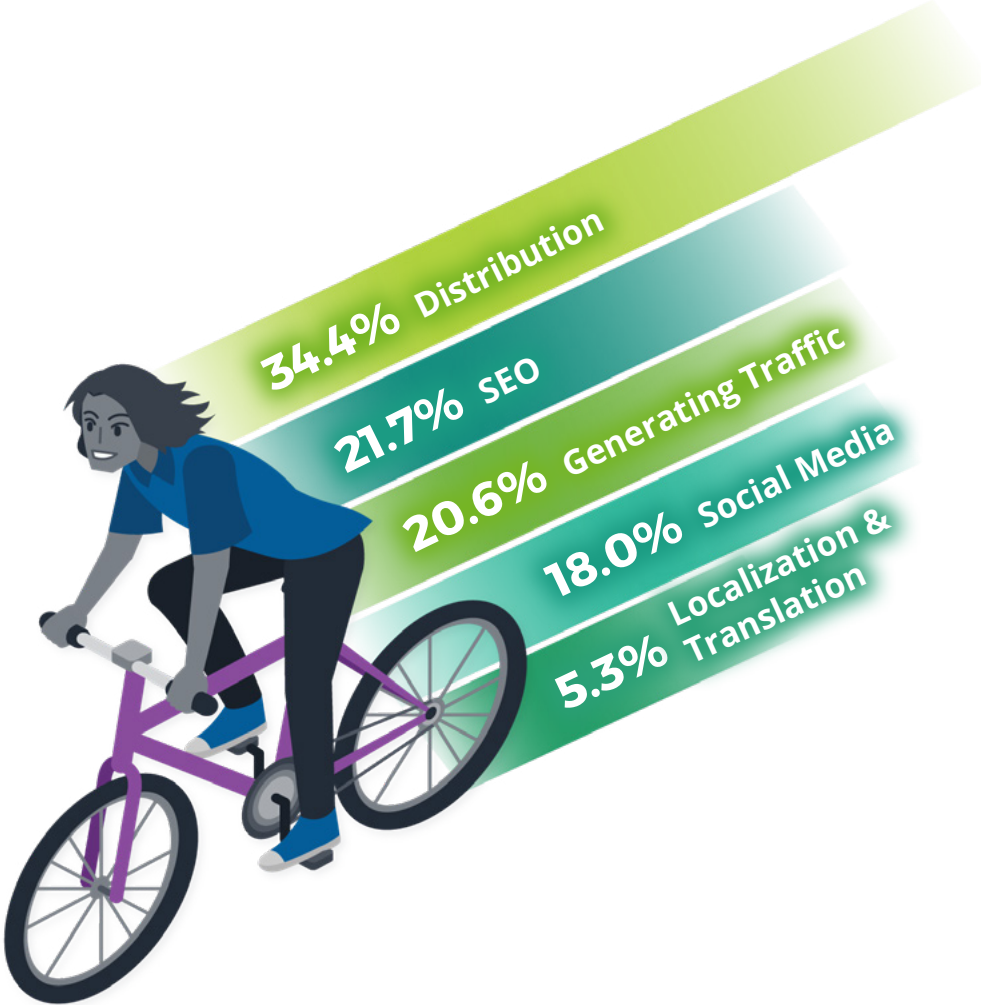
(Breakdown of themes within the Traffic category)

Will you reach your audience?

Of those marketers concerned most about traffic, the biggest challenge was distribution in general. Organic search dominated as the primary channel of concern.

Challenges That Marketers Noted

| | |
|-------------------------------------|--|
| Increasing website traffic. | Link building. |
| What to present, how to distribute. | Effective social media awareness. |
| SEO-friendly content. | Localized content for various markets. |
| Generating leads and traffic. | Ranking. |
| Getting found. | Growing a following. |



KPIs

(Breakdown of themes within the KPIs category)

Are you winning people over?

For respondents most challenged by hitting KPIs, conversion in general was the biggest challenge. Measuring and analytics did not appear at all in survey responses.

Challenges That Marketers Noted



Supporting our sales funnel.

Taking the content we are creating and capturing more of the value.

Making it deliver value and be worthy of our prospects' time.

Getting traffic to my website and converting visitors to customers.

Monetization.

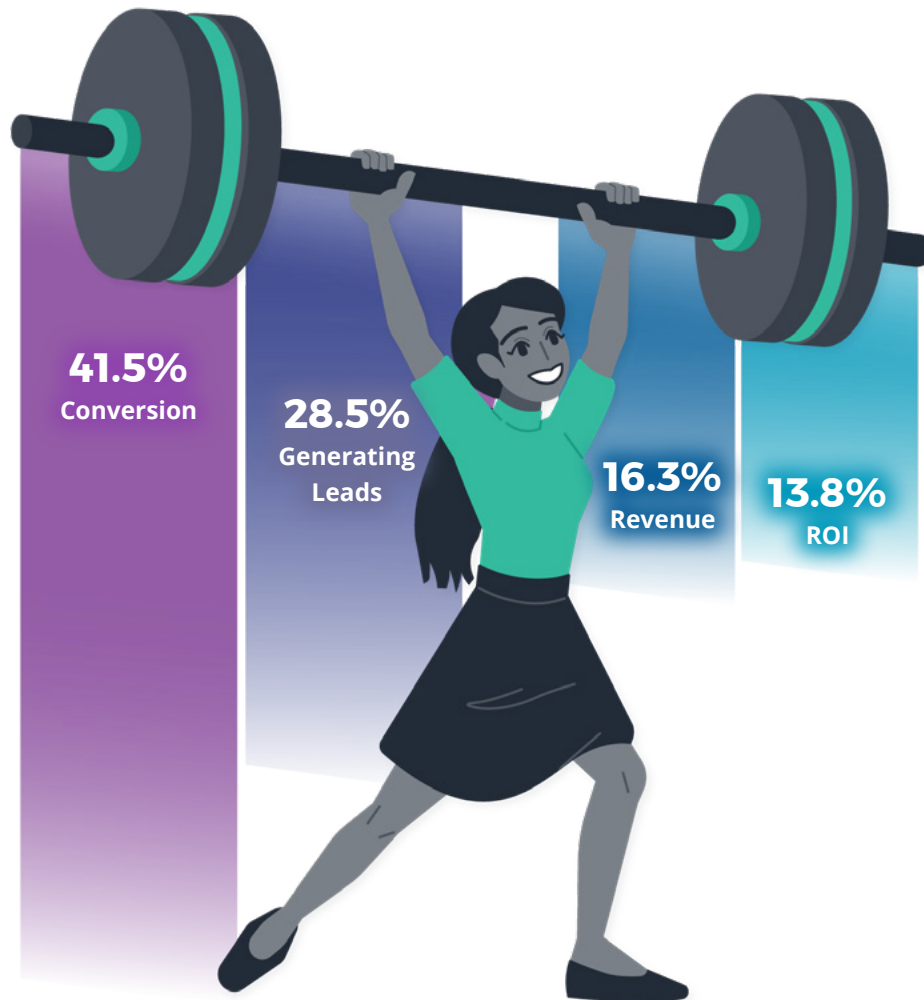
Identifying the right content and delivery to scale our lead gen.

Demonstrating ROI.

Getting conversions.

Impact direct to sales.

Generate leads.



Strategy

(Breakdown of themes within the Strategy category)

Are you headed in the right direction?

When it came to marketers who were most concerned about strategy, branding dominated over audience and targeting.

Challenges That Marketers Noted

“

| | |
|--|--|
| Developing a content strategy and an execution of that plan. | Finding relevant content that is appropriate for my target audience. |
| Need a clear vision and a clear picture of what we have to offer and how we can help people. | Turning ideas into marketable content. |
| Capturing my audience. | Not knowing what my audience wants to read. |
| Having time to research and consolidate information. | Differentiation from our competitors. |
| Following market changes and needs. | No content strategy. |

”



Resources

(Breakdown of themes within the Resources category)

Do you have the right people?

When it came to resources, finding talented people was three times more challenging than working within a budget to actually hire them.

Challenges That Marketers Noted



Time.

Not enough time to write, design, market, and everything else.

Finding great talent.

Time and budget.

Cost and quality.

Need bandwidth!

I have too much of it and there's only one "me."

Small team, limited budget.

Finding time to create content.

Reasonably priced smart people.



62.3% Time

25.5% Talent

7.8% Budget

4.4% Resources



Talent Quality

(Breakdown of themes within the Talent Quality category)

Are you finding people who can connect with your brand and audience?

Quality and professionalism, though significant concerns, paled in comparison to marketers' desires to find expertise in their brand's niche.

Challenges That Marketers Noted

Being more niche-defined.

Freelancers who understand our POV and voice.

Finding quality talent.

Talent that is affordable and reliable.

Developing a dependable team.

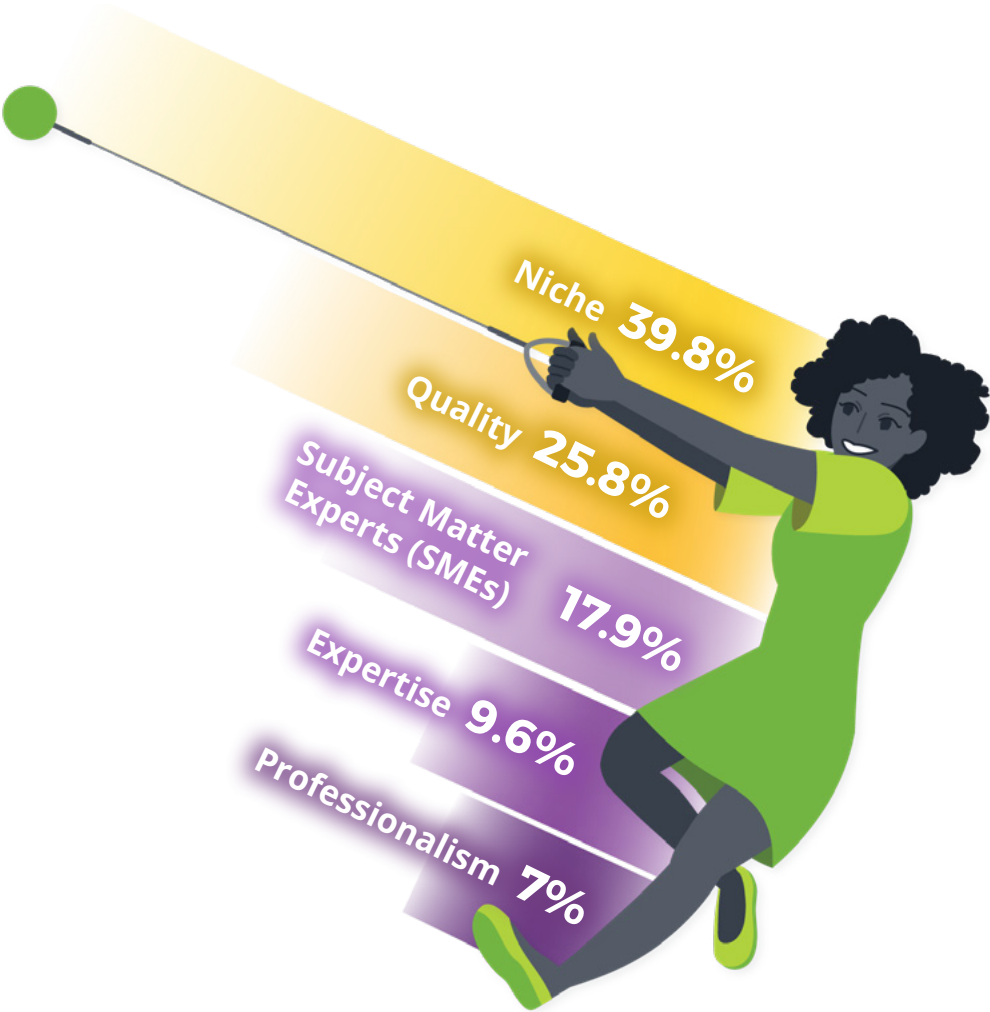
Finding people who can actually write to sell.

Finding SMEs in my industry.

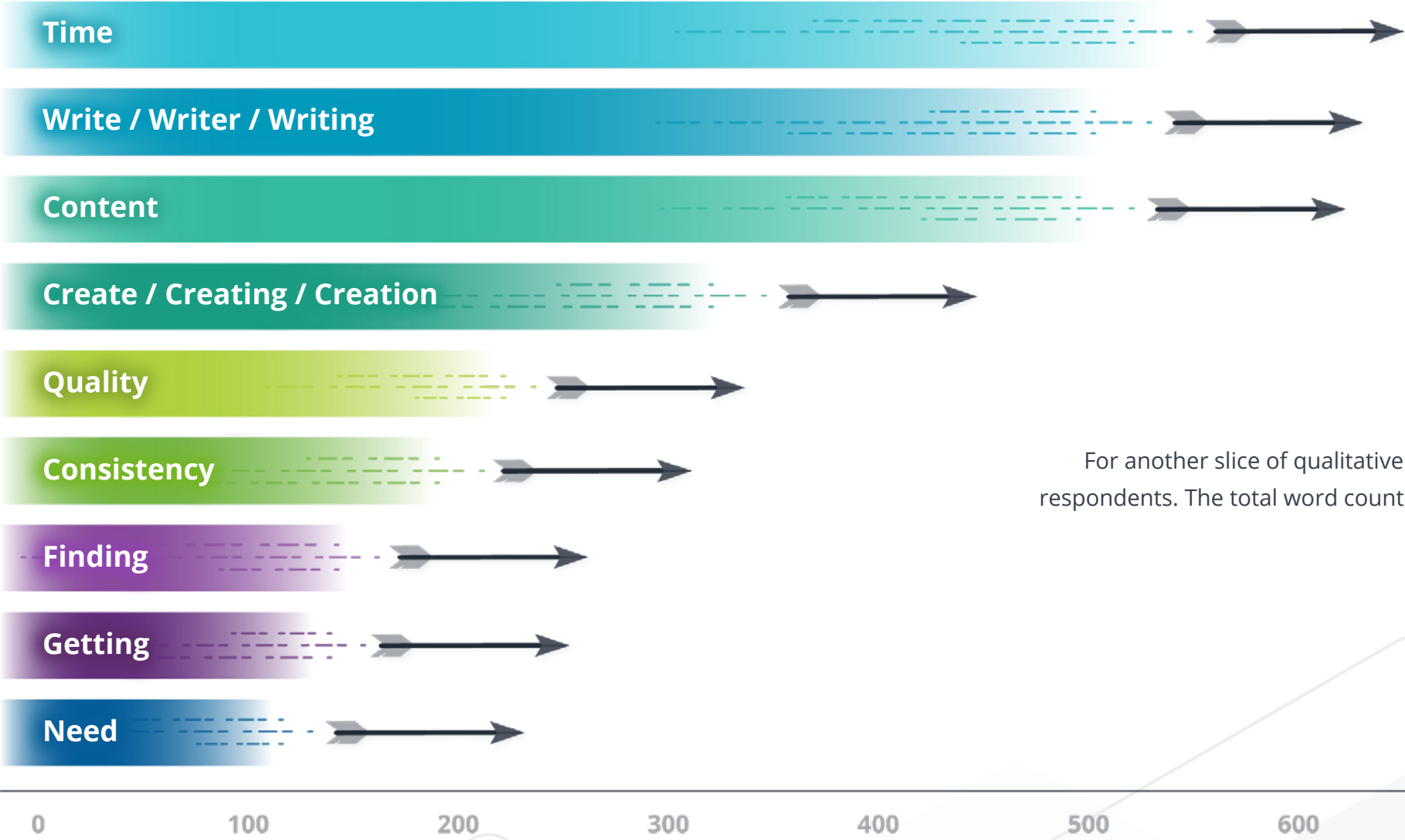
Hiring experts.

Writers who understand our space.

Professionalism and getting contractors to follow through.



Biggest Challenges



Most Mentioned Words

For another slice of qualitative analysis, here are the most used words by respondents. The total word count for all the responses collectively exceeded 12,000 words.



Methodology

As part of a ClearVoice survey, which ran October 2017 - May 2019, we asked 2,830 marketers seeking content marketing help a simple question: *What's your biggest challenge with content?*

Respondents submitted answers in their own words. We provided no multiple-choice selections or other contextual prompts. We categorized replies, which ranged in length from single-word responses to multiple sentences, into 44 themes based on keywords and recurring sentiments. We further categorized related themes and rolled them up into eight main categories.

All survey submissions were individually written, so we made the best attempt to capture the true intent of each response. For example, a submission that cited “finding new topics that don’t sound like old topics” as the biggest challenge was categorized under the “Ideas” theme in the “Production” category. Although “ideas” wasn’t specifically mentioned, it clearly was the intent or theme of the response. Roughly half of responses mentioned more than one “biggest challenge,” and we assigned them to multiple categories accordingly. About one quarter of responses were single-word entries.

As the process for categorizing responses required interpretation beyond objectively identifying specific keywords and phrases, it’s possible that another review of the responses could yield different themes and results in the survey analysis.



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