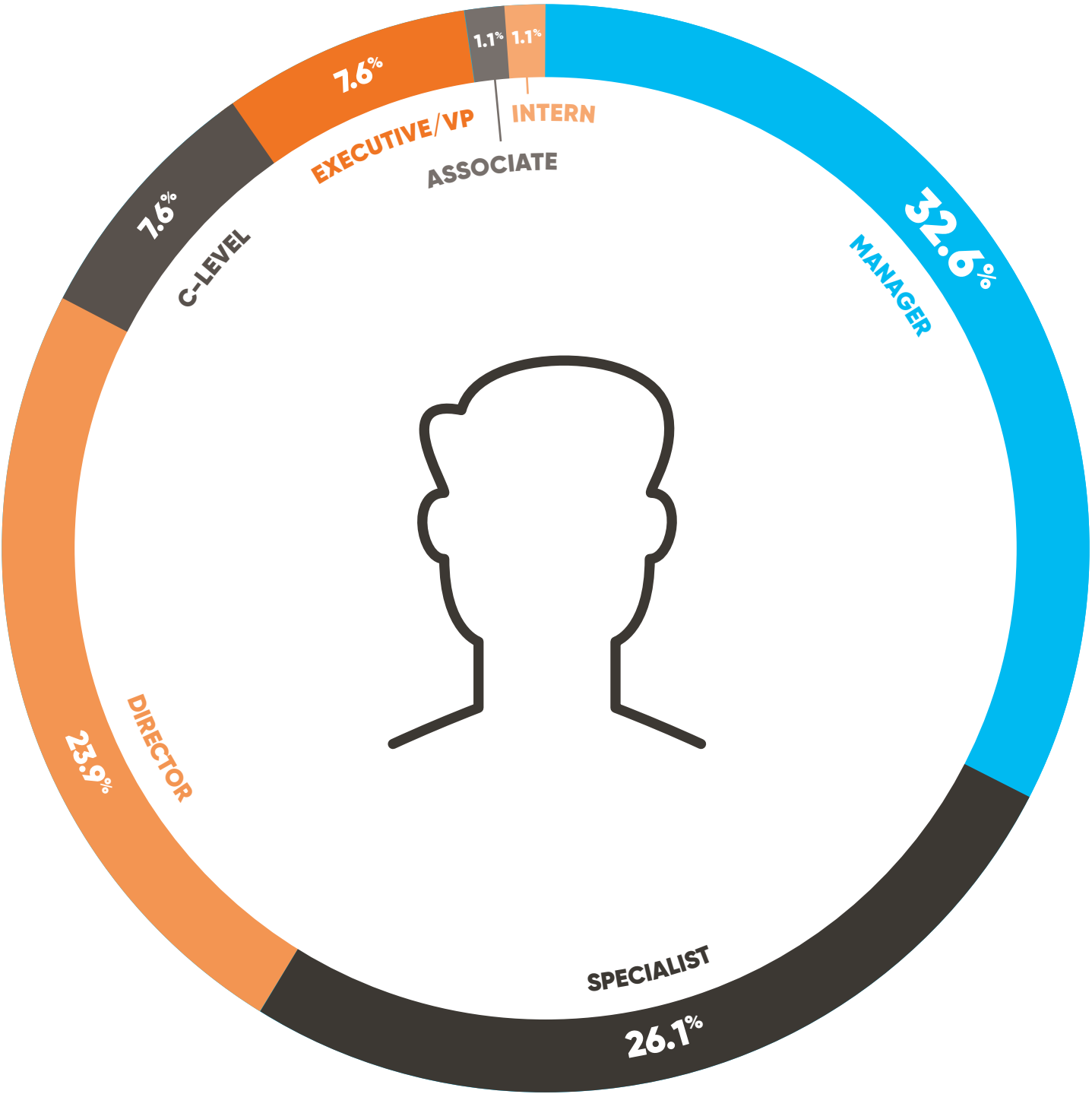


Job Level

TITLE LEVEL	COUNT	%
■ Manager	30	32.6%
■ Specialist	24	26.1%
■ Director	22	23.9%
■ C-Level	7	7.6%
■ Executive / VP	7	7.6%
■ Associate	1	1.1%
■ Intern	1	1.1%



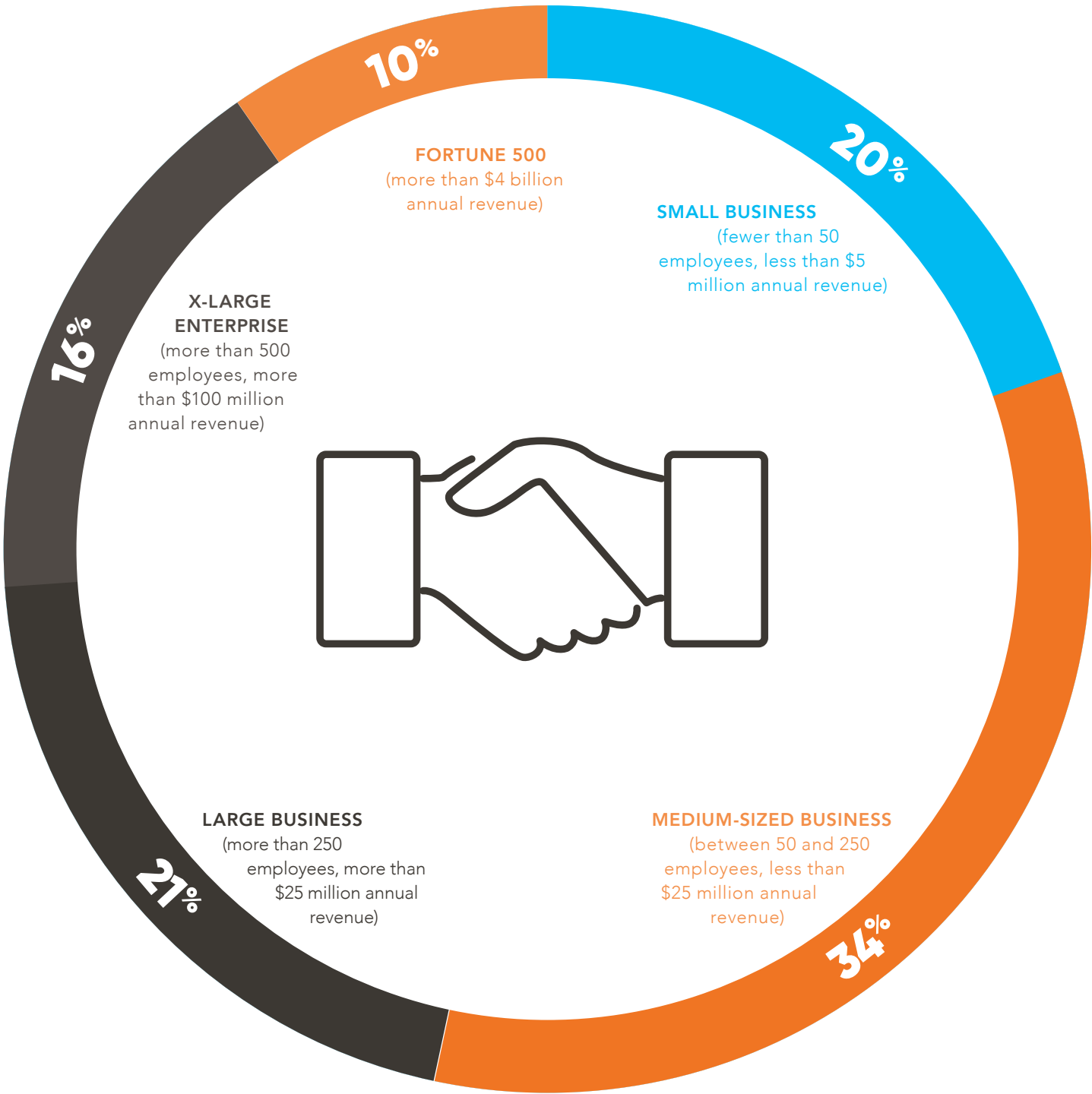
Agency Size

AGENCY SIZE	COUNT	%
One-person shop	1	1.1%
10 or fewer employees	16	18.2%
11 to 50 employees	35	39.8%
51 to 150 employees	15	17.0%
151 to 300 employees	7	8.0%
301 to 500 employees	3	3.4%
501 to 1,000 employees	8	9.1%
1,001 to 2,500 employees	3	3.4%
2,501 to 5,000 employees	4	4.5%



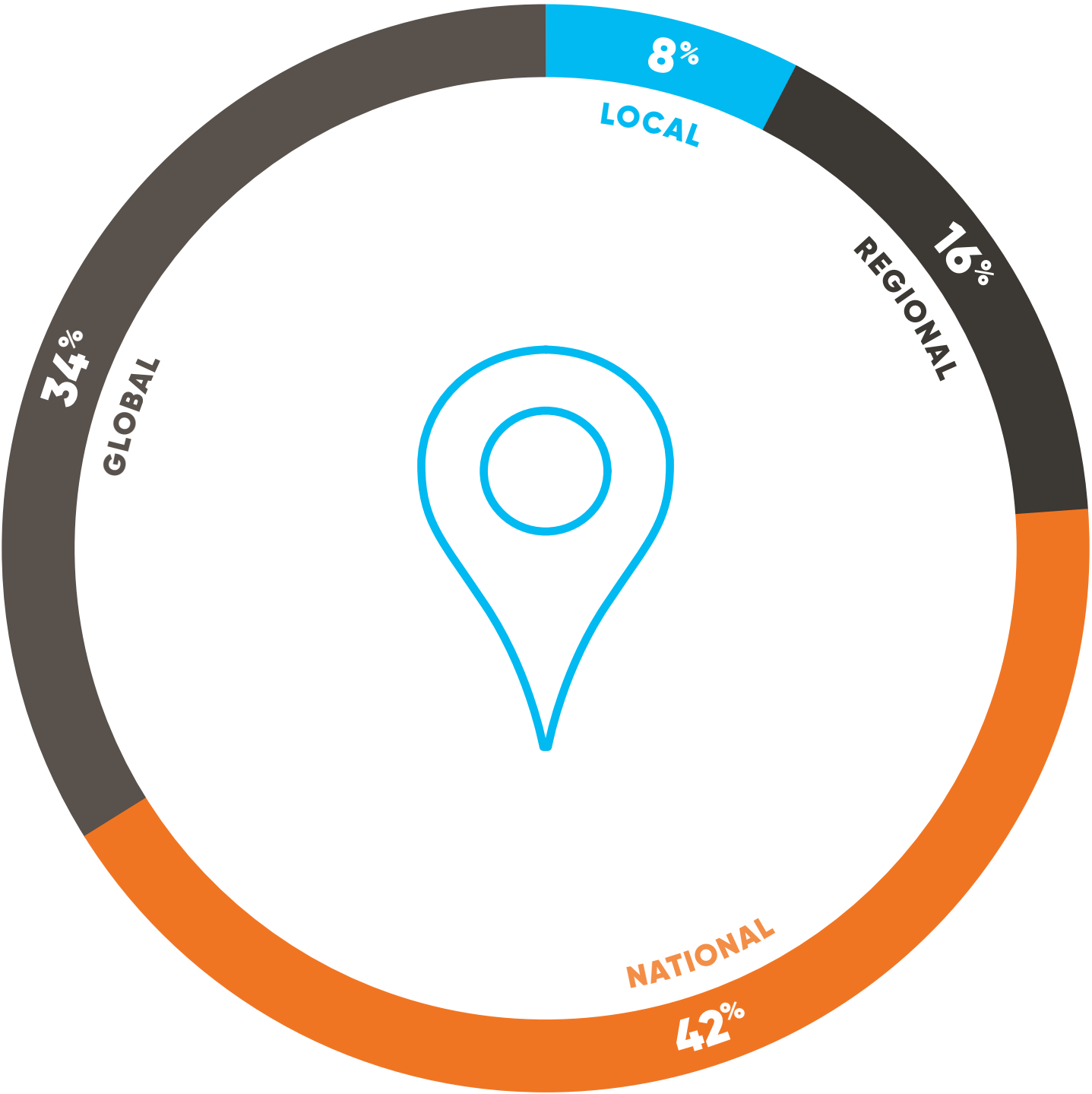
Client Size

CLIENT SIZE	COUNT	%
<div></div> Small Business (fewer than 50 employees, less than \$5 million annual revenue)	18	20%
<div></div> Medium-Sized Business (between 50 and 250 employees, less than \$25 million annual revenue)	31	34%
<div></div> Large Business (more than 250 employees, more than \$25 million annual revenue)	19	21%
<div></div> X-Large Enterprise (more than 500 employees, more than \$100 million annual revenue)	15	16%
<div></div> Fortune 500 (more than \$4 billion annual revenue)	9	10%



Client Scope

GEOGRAPHIC SCOPE	COUNT	%
Local	7	8%
Regional	15	16%
National	39	42%
Global	31	34%



Geographic Location

CITIES

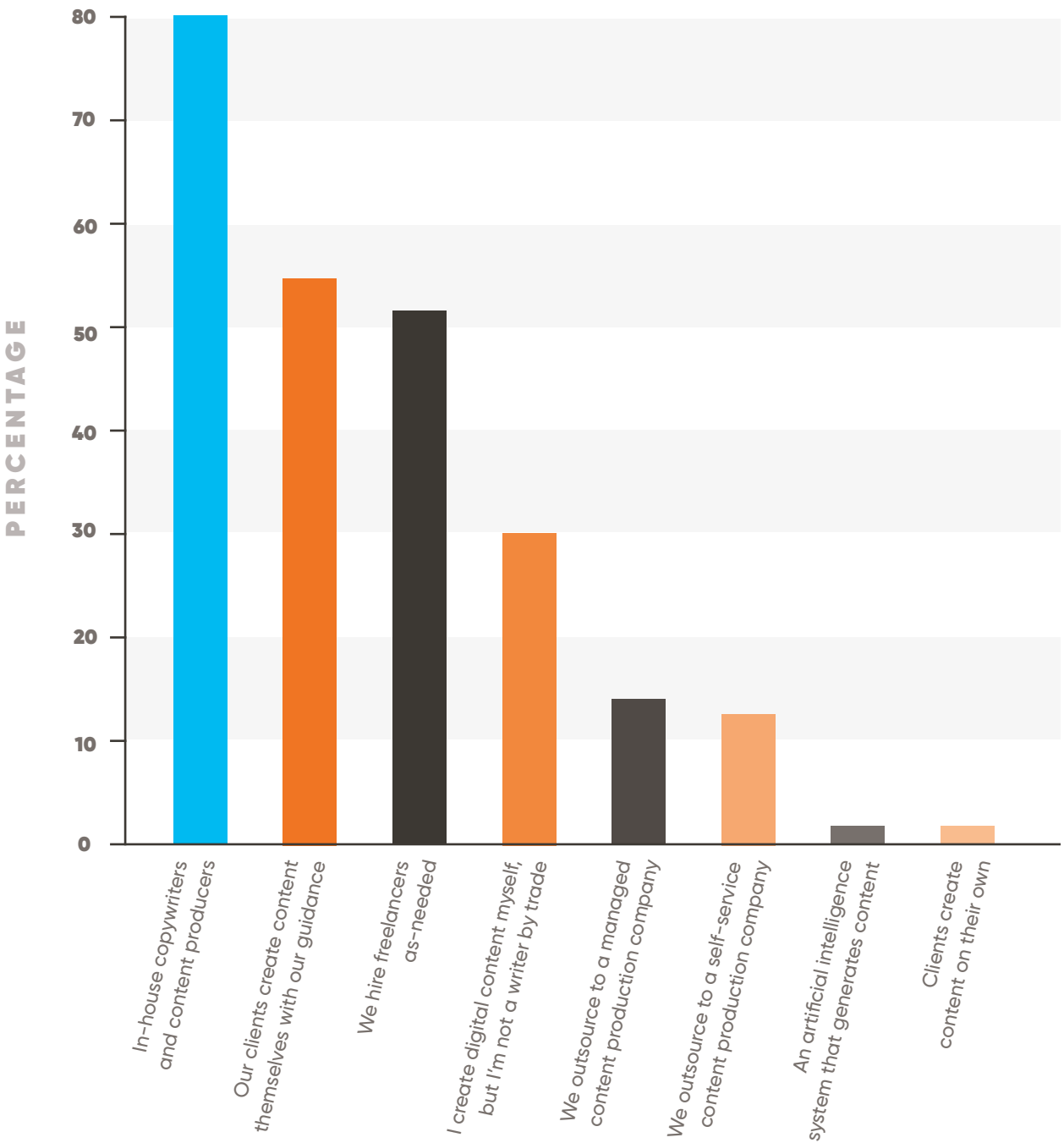
Austin	Camden	Clifton	Des Moines	Harrisburg	Lee's Summit	Montréal	Oklahoma City	Philadelphia	San Diego	Sydney
Bend	Cape Town	Columbia	Detroit	Hingham	London	Mumbai	Oshkosh	Royersford	Seattle	Toronto
Bogota	Cedar Rapids	Dallas	Fort Walton	Indianapolis	Medellín	New Berlin	Overland Park	Royersford	Sioux Falls	Wallingford
Boise	Charlotte	Denton	Beach	Jerusalem	Milton	New Orleans	Panama City	Salamanca	St. Louis	Washington, D.C.
Boston	Chicago	Denver	Grand Rapids	Kansas City	Milwaukee	Noida	Pernambuco	Salt Lake City	St. Paul	Xalapa

ENCY SURVEY RESULTS

From where do you source written content production for your clients?

SOURCE	COUNT	%
<div></div> In-house copywriters and content producers	74	80%
<div></div> Our clients create content themselves with our guidance	50	54%
<div></div> We hire freelancers as-needed	47	51%
<div></div> I create digital content myself, but I'm not a writer by trade	28	30%
<div></div> We outsource to a managed content production company	12	13%
<div></div> We outsource to a self-service content production company	11	12%
<div></div> An artificial intelligence system that generates content	1	1%
<div></div> Clients create content on their own	1	1%

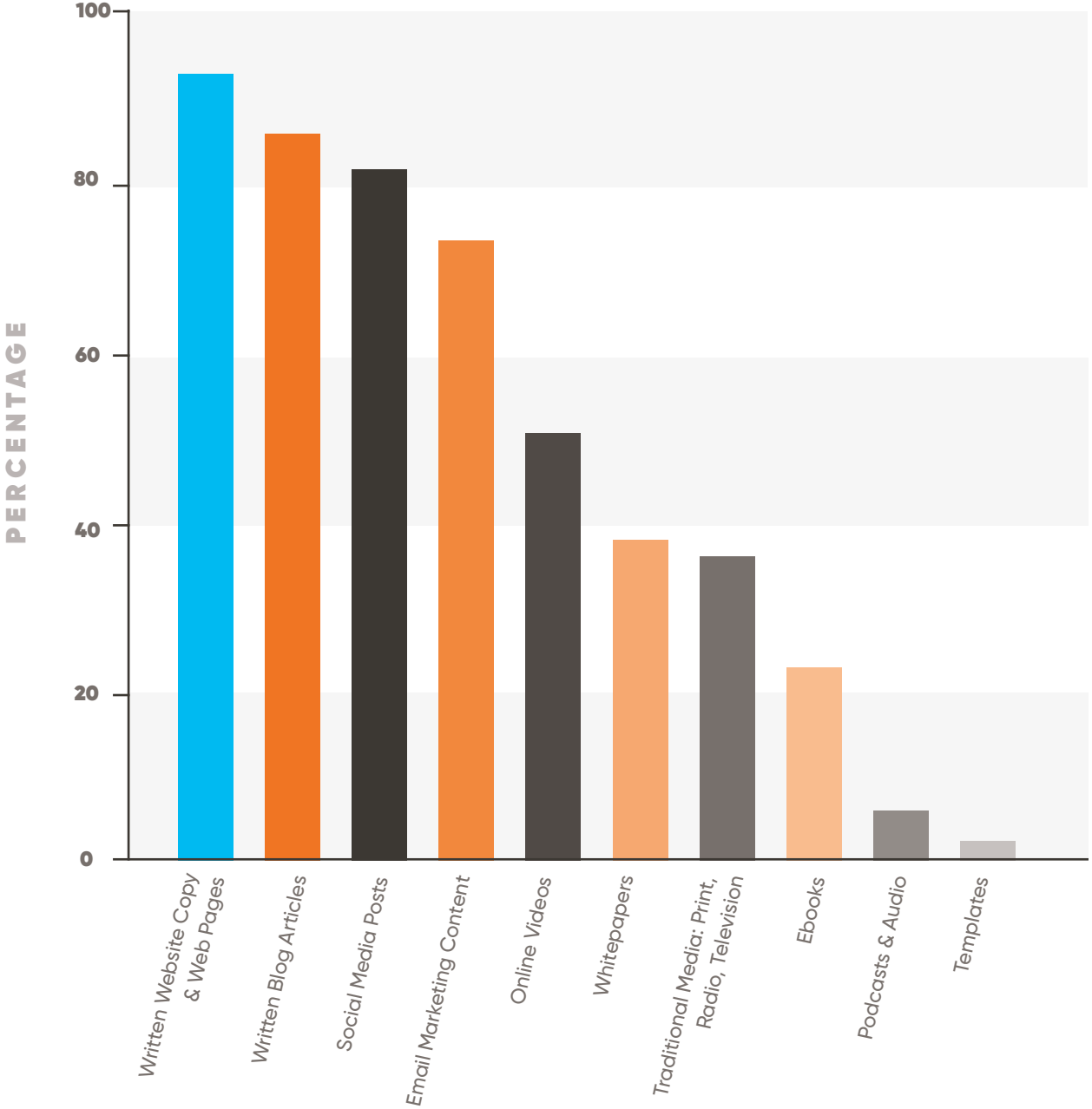
NOTE: This was a "check all that apply" field, so percentages will not add up to 100%.



Types of Content Created

TYPES	COUNT	%
Written Website Copy & Web Pages	84	91%
Written Blog Articles	78	85%
Social Media Posts	75	82%
Email Marketing Content	67	73%
Online Videos	46	50%
Whitepapers	36	39%
Traditional Media: Print, Radio, Television	35	38%
Ebooks	22	24%
Podcasts & Audio	4	4%
Templates	1	1%

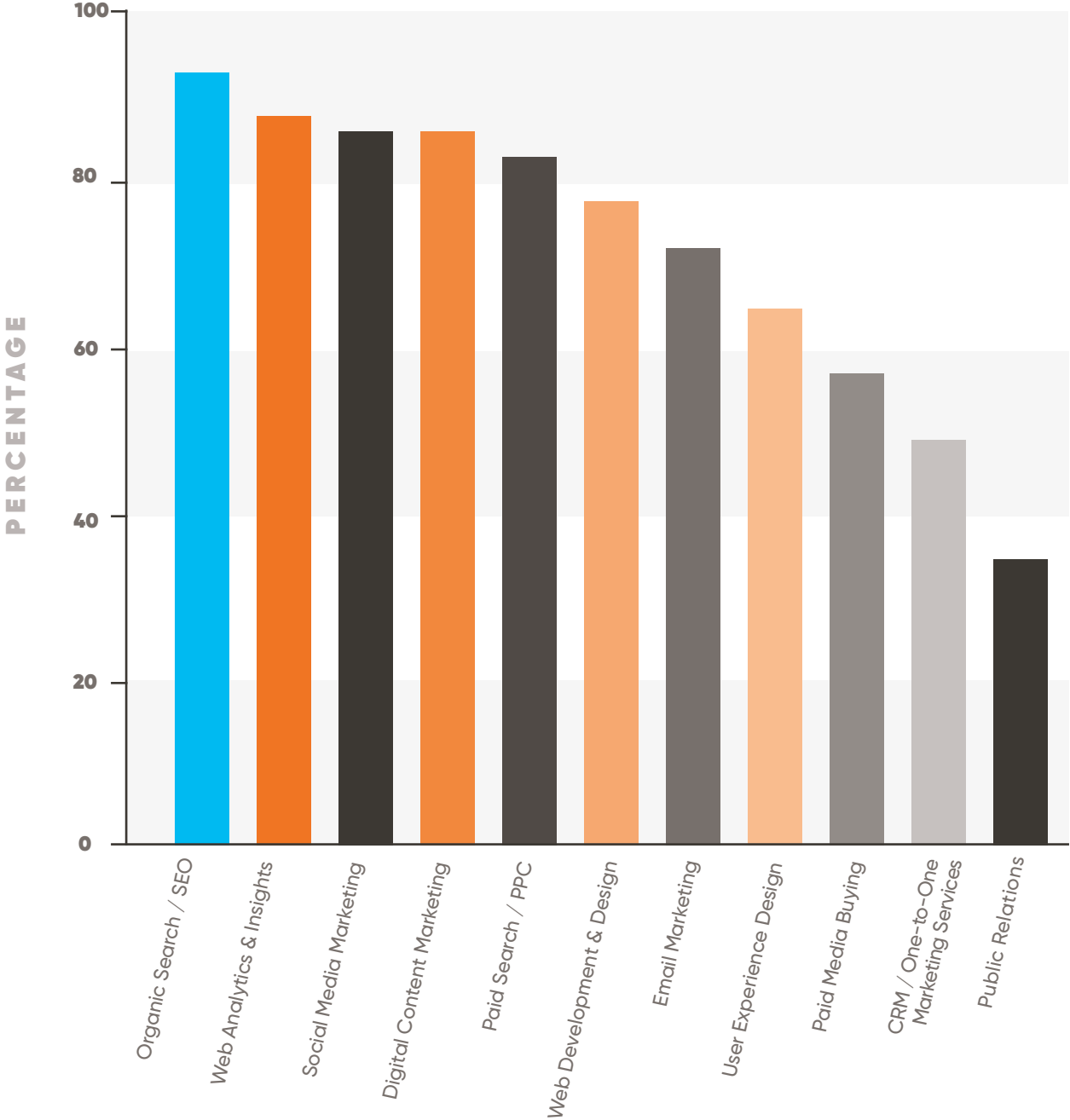
NOTE: This was a “check all that apply” field, so percentages will not add up to 100%.



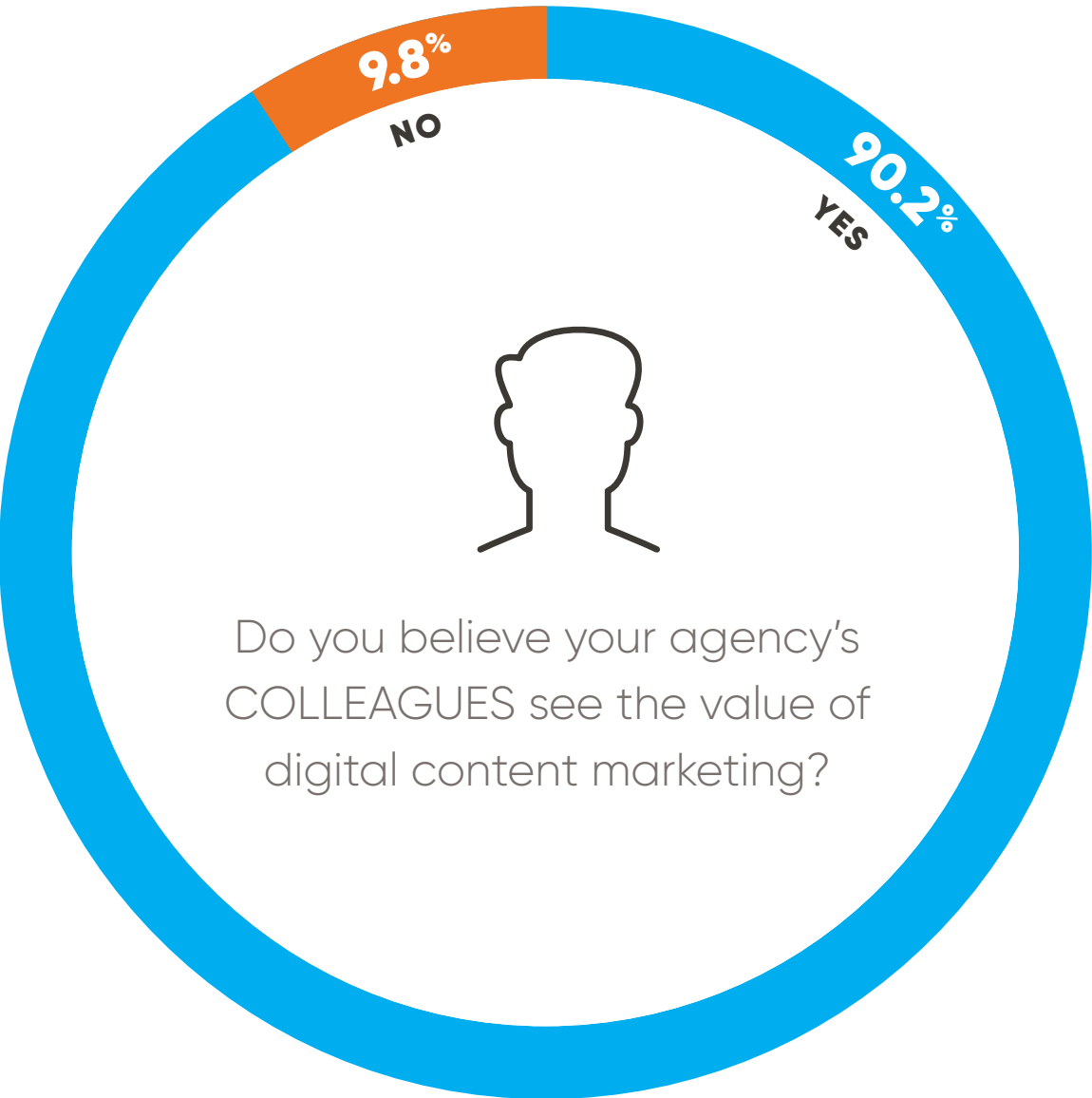
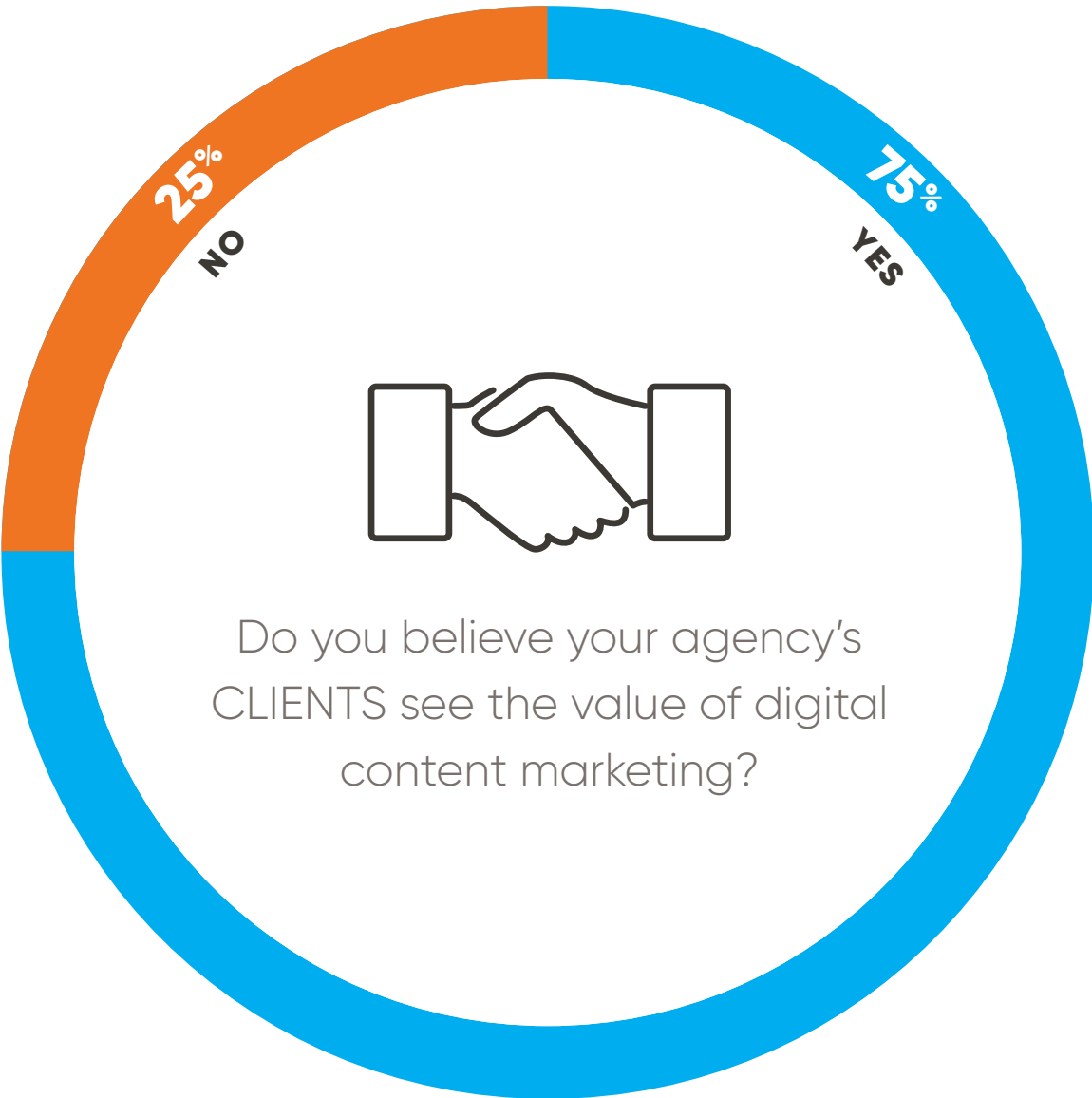
Services Offered

SERVICES	COUNT	%
Organic Search / SEO	87	95%
Web Analytics & Insights	78	85%
Social Media Marketing	77	84%
Digital Content Marketing	77	84%
Paid Search / PPC	75	82%
Web Development & Design	73	79%
Email Marketing	67	73%
User Experience Design	59	64%
Paid Media Buying	53	58%
CRM / One-to-One Marketing Services	43	47%
Public Relations	32	35%

NOTE: This was a “check all that apply” field, so percentages will not add up to 100%.



Understanding the Value



Content Budgets

CONTENT BUDGET CHANGE	COUNT	%
Increasing Slightly	49	53.3%
Decreasing Dramatically	1	1.1%
Staying the Same	20	21.7%
Increasing Dramatically	18	19.6%
Decreasing Slightly	4	4.3%

