

CONTENT MARKETING

FOR FINANCIAL SERVICES

In association with the Financial Services Forum, Editions Financial carried out the *Financial Services Content Marketing Survey 2013/14* to find out how marketers are adopting a content-led approach.

THE CURRENT POSITION:

Over the next 12 months, content marketing budgets will:

increase slightly 53%
 increase significantly 26%
 stay the same 21%
 decrease significantly 0%
 decrease slightly 0%



97% use content to market their products and services

81% believe content marketing will become more important

MIND THE STRATEGY GAP:

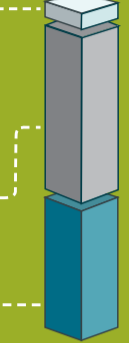
Do organisations have a defined content strategy?

Over 80% say content marketing is important, but only 41% have a strategy.

6% no and not planning one

53% no, but planning one

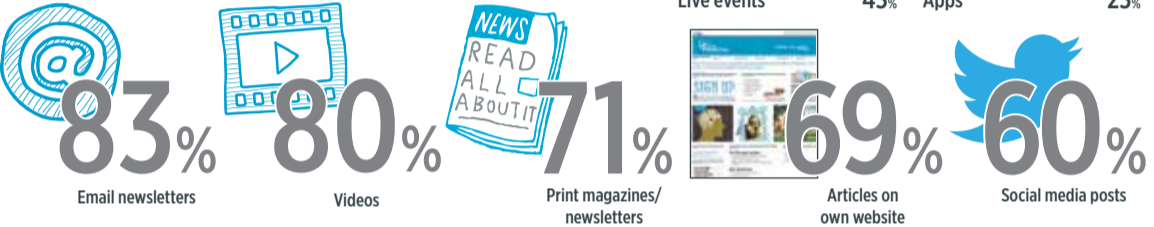
41% yes



NUMBER OF DIFFERENT APPROACHES: WHAT TYPES OF CONTENT DO YOU USE FOR MARKETING?

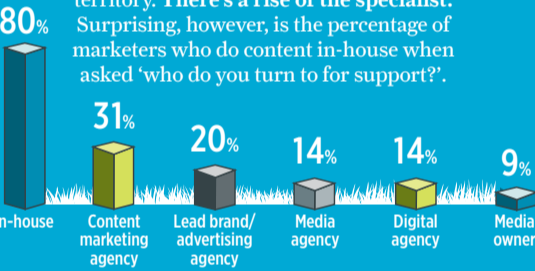
A variety of different channels are being used; email scores highest but video and print are close behind.

Blogs 51% Infographics 34%
 White papers 43% Media partnerships 31%
 Live events 43% Apps 23%



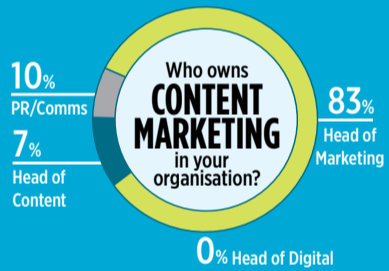
TURF WAR FOR AGENCIES:

There are many different sources of providers, with traditional agencies rebranding themselves and claiming territory. There's a rise of the specialist. Surprising, however, is the percentage of marketers who do content in-house when asked 'who do you turn to for support?'



WHO'S IN CHARGE?

You need to set fire to silos and make sure content isn't being grabbed by different functions.



A ROUTE TO TRUST?

For those needing to rebuild trust, content marketing can be an effective tool. 58% say it helps but there are others who disagree.

Do you believe content marketing is more effective than other approaches to help rebuild trust in financial services?



58% Yes

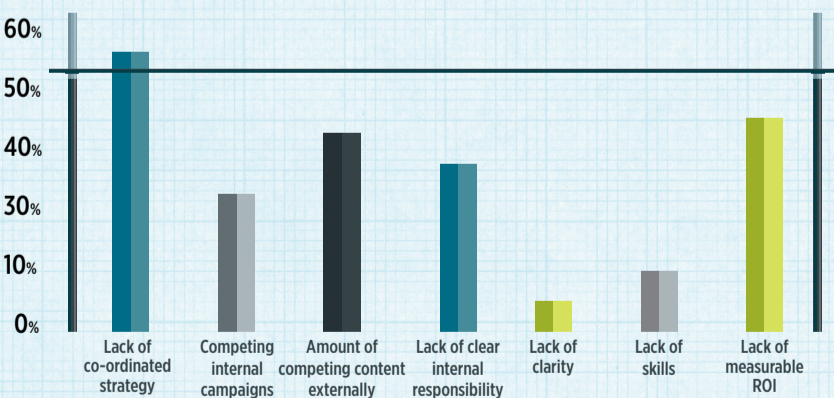


8% No



34% Don't know

THE HURDLES: WHAT ARE THE GREATEST OBSTACLES?



WANT TO KNOW MORE?



Are you interested in discussing your content strategy?
 In a face-to-face session, one of our content strategists can present a more detailed explanation of our thinking and sector specific expertise.

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