SIZING THE CONTENT MARKETING OPPORTUNITY

U.S. businesses spent $64.3 billion on Content Marketing in 2019. This year, despite the damage caused by the COVID-19 pandemic, Content Marketing remains remarkably resilient. It has become even more important for many types of businesses that have needed to shift marketing messages from direct sales pitches to education and support. Digital platforms are the biggest outlet, allowing brands to go deep on content without the added expense of buying more airtime or print space.

$63 B
AMOUNT SPENT ON CONTENT MARKETING IN 2020

STORYTELLING is the best marketing!

46%
OF SMBs SAY THEY USE CONTENT MARKETING IN SOME FORM.

TOP 5 SPENDING CATEGORIES

- CREDIT
- FINANCE
- TELECOM
- REAL ESTATE
- AUTOMOTIVE

The Branded Content Project is part of a $1.85 million investment from The Facebook Journalism Project and the LMA and LMC, to help more than 4,500 local newsrooms develop and implement revenue streams through branded content. It was designed to facilitate and create long term, high margin, high impact, sustainable revenue and content opportunities for local media organizations.

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