



NEW STUDY REVEALS RECORD LEVEL OF RESOURCES ALLOCATED TO CONTENT MARKETING

New York (June 28, 2012) – As another indication of the burgeoning content market, a new study shows that organizations spent a combined total of \$152,850 in wages for the time its staff spent creating custom content, a 15.7% increase from 2011. While “publications” continue to receive the lion’s share of resource allocations, the combination of hours spent on “electronic” and “other” content exceeded “publication” for the first time ever. Companies allocated 2,335 hours (1.12 Full-Time Employees (FTEs)) for “publications,” 2,066 hours (0.99 FTEs) for “electronic” content and 834 hours (0.40 FTEs) for “other” content.

The “Staffing and Compensation Study: How Organizations Staff Their Content Marketing Endeavors” by The Content Council and *ContentWise*, compares the allocation of human resources and related compensation to the practice of content marketing dating back to 2000. Content creation has really exploded over the last decade, with FTEs and hours devoted to content marketing increasing 148% since 2000, and compensation increasing 214%.

This year’s survey reveals the average company devotes 2.51 FTEs, 5,235 hours and \$152,850 in compensation to custom content creation.

Other interesting findings of the Staffing and Compensation Study include:

Full-time jobs skyrocket: The 2.51 FTEs per organization represents an increase of more than 20% over last year.

Salaries down slightly: Average compensation fell to \$60,734 in 2012, a 3.96% decrease from 2011.

Editorial take the lead: For the first time, the average salary for Editorial positions surpassed Communications positions.

Mind the gap: The average compensation gap between big and small organizations widened this year; \$72,250 for big, \$59,299 for small.

“This study mirrors the larger trend in the industry as organizations shift from traditional advertising to custom content” said Lori Rosen, The Content Council Executive Director. “Although print continues to dominate, we are excited to watch the ongoing growth of other mediums in the years ahead.”

Methodology

The research was conducted via a mailed survey targeting a random sample of for-profit and nonprofit organizations across all industries. More than eight thousand surveys were sent out and approximately 237 were completed and returned, producing a +/- 6.4% degree of accuracy at a 95% confidence level. Among the responding organizations were: Key Bank, Boston Scientific, ICF International, Macy’s, Sirius XM Radio, CenturyLink, Sports Authority, Sabre Holdings, MassMutual Financial, State Farm Insurance, and Goodwill Industries.

Registered Office: 355 Lexington Avenue, 15th Floor, New York, NY 10017, USA

Telephone: 212.297.2191

Email: info@thecontentcouncil.org

Website: www.thecontentcouncil.org