

STAFFING & COMPENSATION STUDY

How Organizations Staff Their
Content Marketing Endeavors

2012

ContentWise

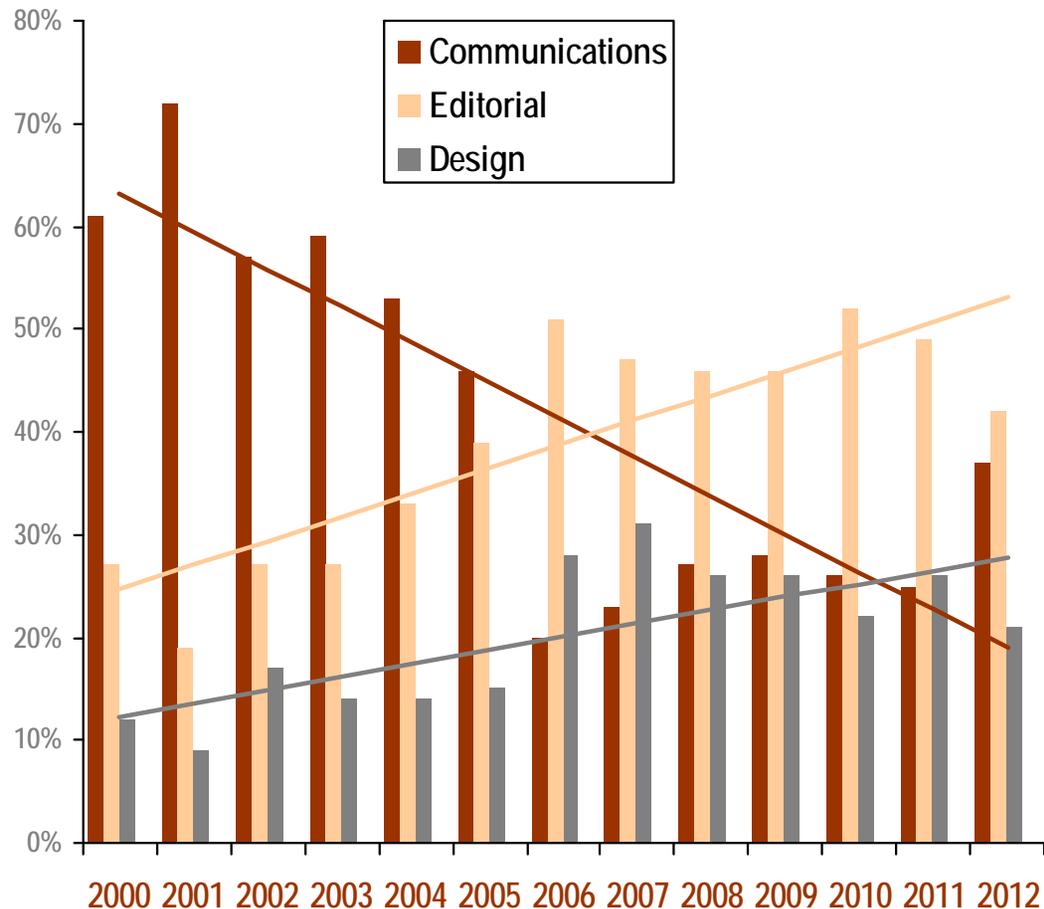


Executive Summary

- ▶ Organizations are allocating all-time record levels of human resources and related compensation to the practice of content marketing. The average company devotes 2.51 FTEs, 5,235 hours and \$152,850 in compensation to custom content creation.
- ▶ Each of these three high-water marks increased by 15%-20% over the prior year. And when compared to when these three metrics were first surveyed in 2000-01, FTEs and hours devoted to content marketing have increased 148%, while compensation has increased 214%.
- ▶ Similar to the results of our Characteristics and Spending Surveys, companies are dedicating fewer resources to Publications, however Publications still receive the lion's share of resource allocations. For instance, companies allocate 2,335 hours annually to Publications, while allocating 2,066 hours for "Electronic" content and 834 hours for "Other" content. That said, the combination of hours spent on "Electronic" and "Other" content exceeded Publications in 2012, for the first time ever.
- ▶ Average salaries for custom content professionals decreased 3.96% in 2012, however salaries are 26.3% higher than when this survey was first conducted in 2000. The annual decrease was mostly driven by changes in compensation among those with Communications titles within non-profit organizations. Those carrying Design and Editorial titles were essentially flat, changing +0.8% and -1.9% respectively year over year.

Job Title & Compensation

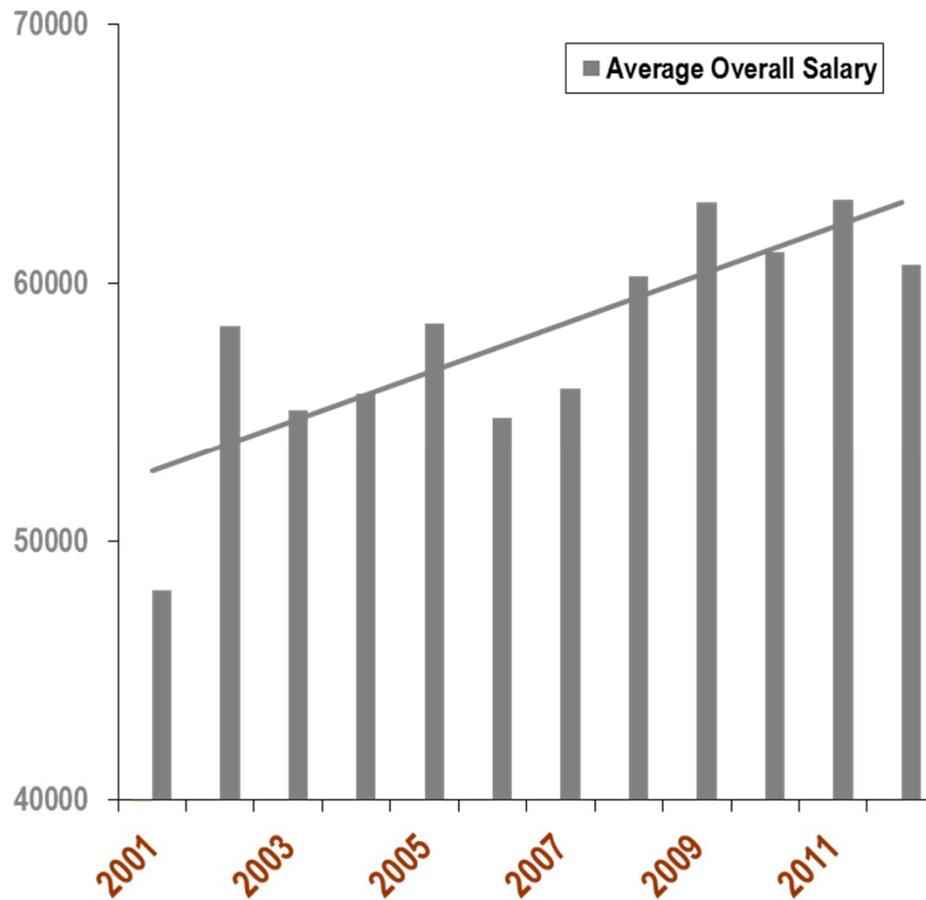
Specialty Roles vs. Communicators



Summary

- ▶ Since 2000, the task of producing custom content has generally shifted from being the role of generalist communicators to being the responsibility of those in specialized content functions.
- ▶ While 63% of the positions involved in custom content in 2012 were specialty roles (Editorial 42% and Design 21%), Communications functions posted a bit of a comeback, comprising a 37% share – a 12 percentage point rise from the previous year.

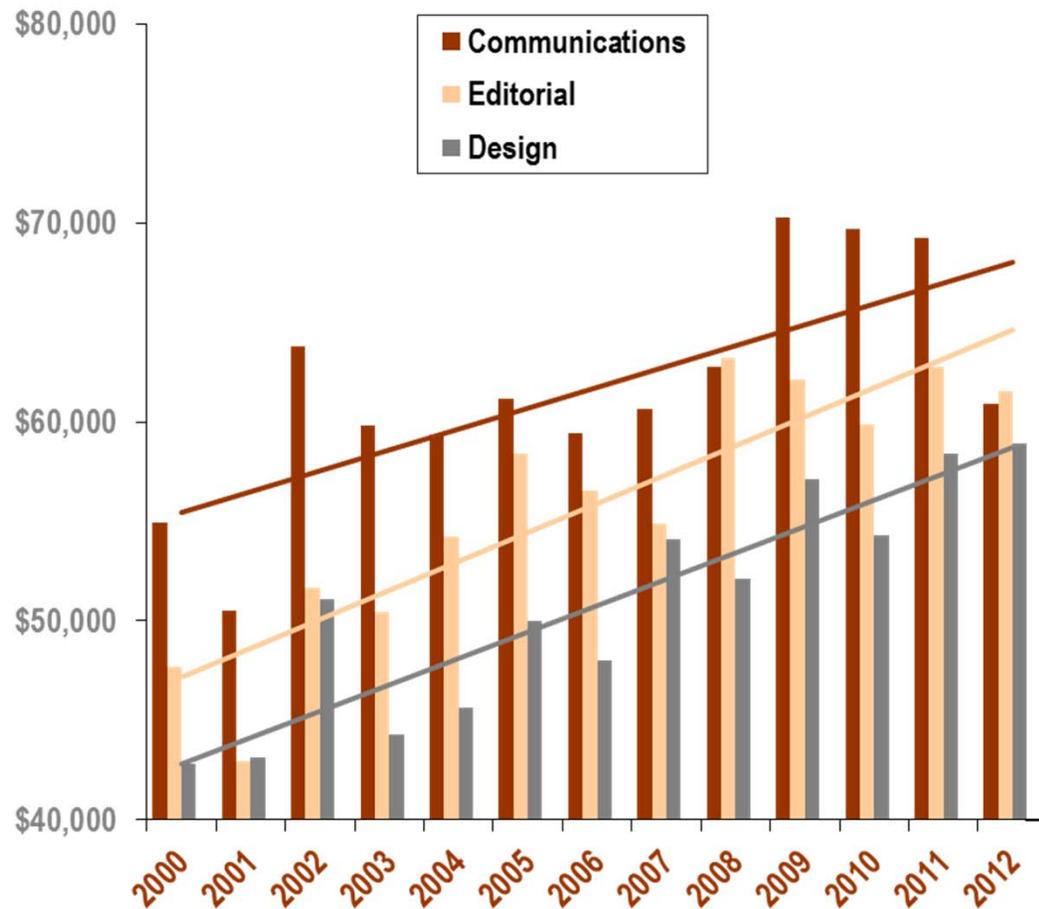
Year-to-Year Compensation



Summary

- ▶ Average compensation for all types of professionals tasked with producing custom content fell to \$60,734 in 2012, a 3.96% decrease from 2011 (\$63,241).
- ▶ Despite this decrease, overall average salary for custom content professionals has risen 26.3% since the inception of this survey, and the 2012 total ranks as the fourth highest all-time.

Year-to-Year Compensation by Job Function



Summary

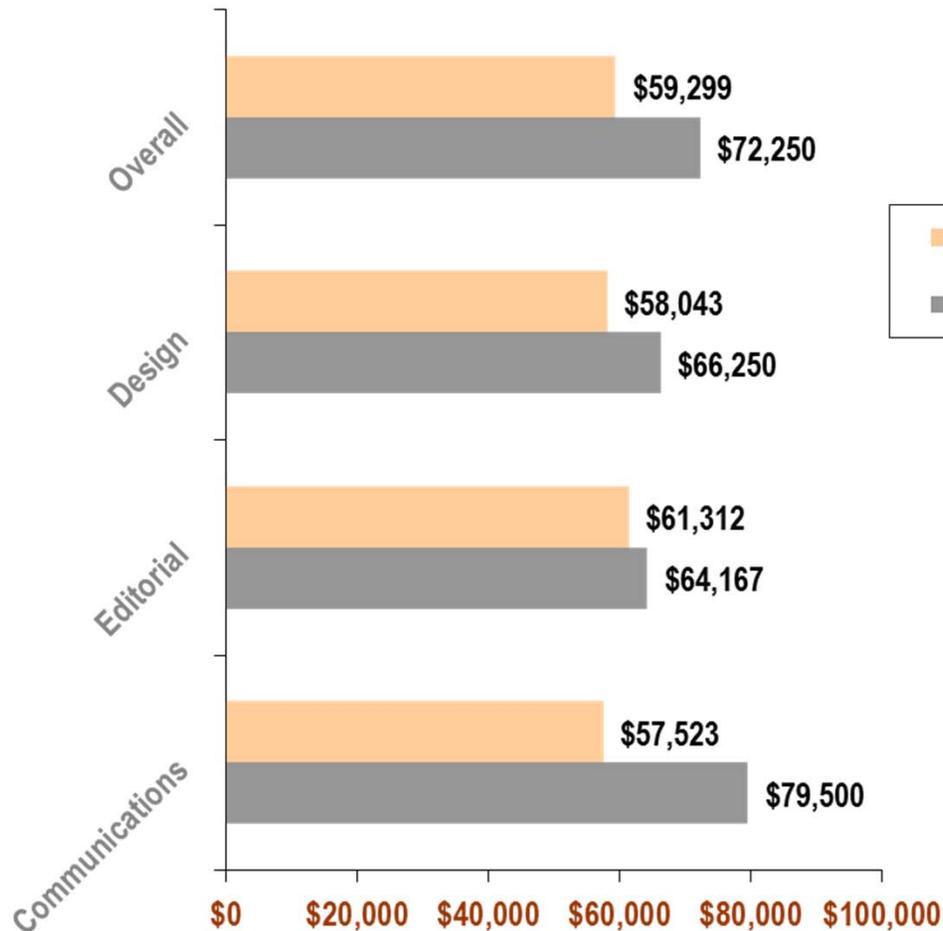
- ▶ The overall decrease in average salary was almost entirely attributable to the drop in Communications salaries, which fell by 12.1% to \$60,878. The three functions showed more parity in salary than ever before.
- ▶ For the first time since 2008, the average salary of Editorial positions surpassed that of Communications positions.

Large vs. Small Organizations

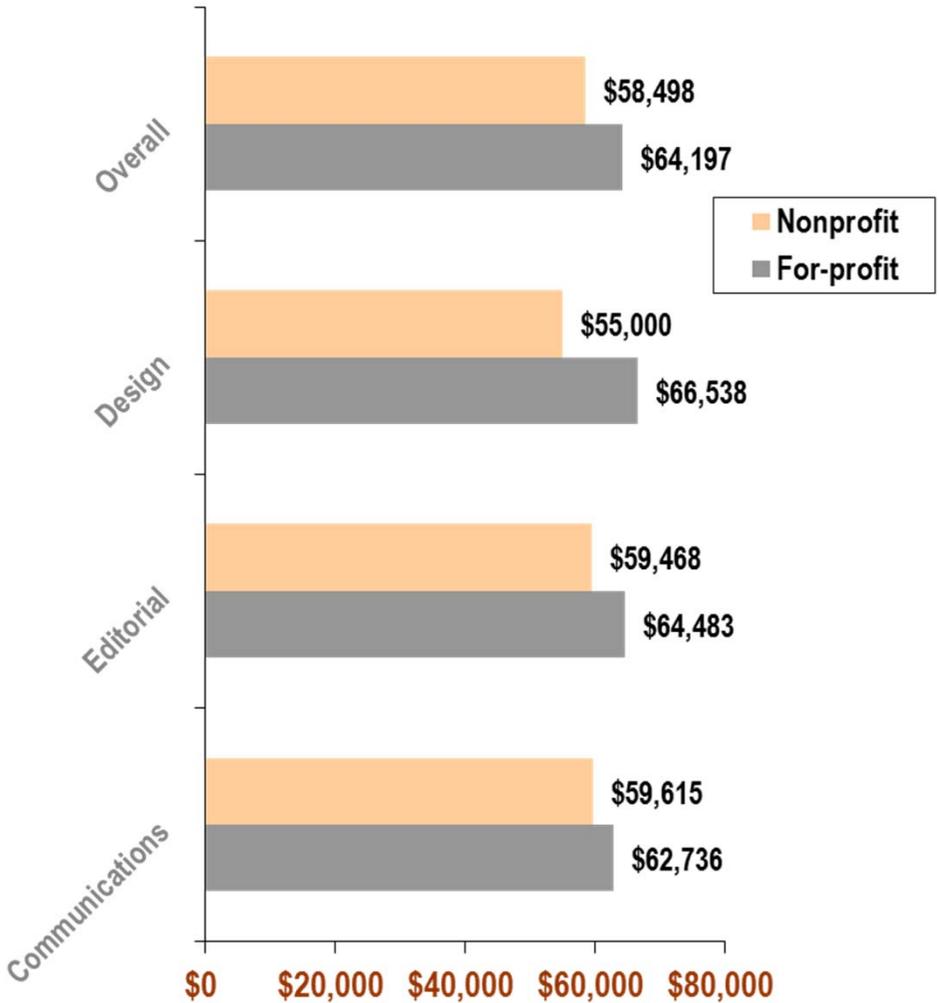
Summary

▶ As in all previous years, large organizations compensated their custom content staff at a higher rate than small organizations do – and in fact, the gap widened substantially this year. Communications was once again the function with the widest gap.

▶ The overall decrease in average salaries was felt primarily by small organizations; for companies with less than \$1 billion in revenue, average pay fell to \$59,299, a 5.1% drop from 2011. Meanwhile, large organizations paid an average salary that was actually 2.5% higher than last year.



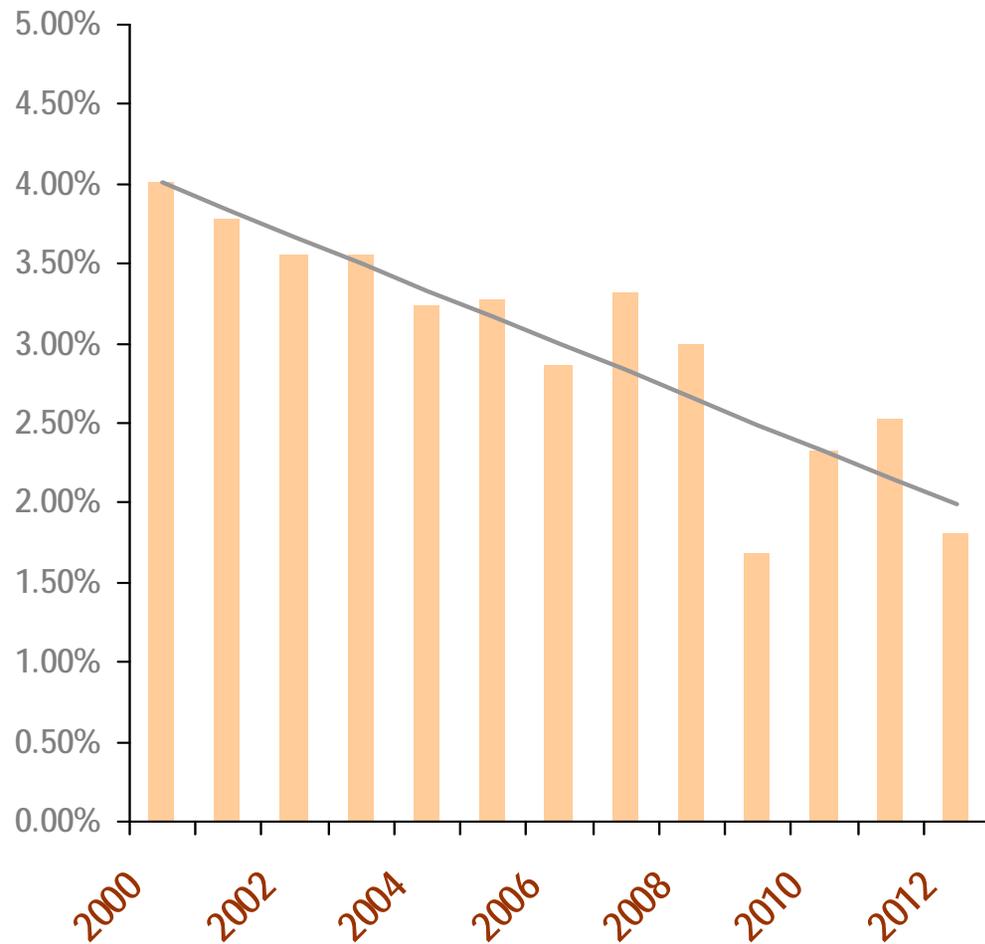
For Profit vs. Non Profit



Summary

- ▶ Following a two year trend in which the difference in average pay at for-profit organizations vs. non-profits was rather narrow, the 2012 results returned to the more historical norm of a measureable gap between the two (\$5,699).
- ▶ The overall average pay at for-profits was virtually flat compared to last year, at \$64,197 (the 2011 figure was \$64,979). Meanwhile, average pay at non-profits dropped 6.3% year over year, with all three job functions experiencing declines.

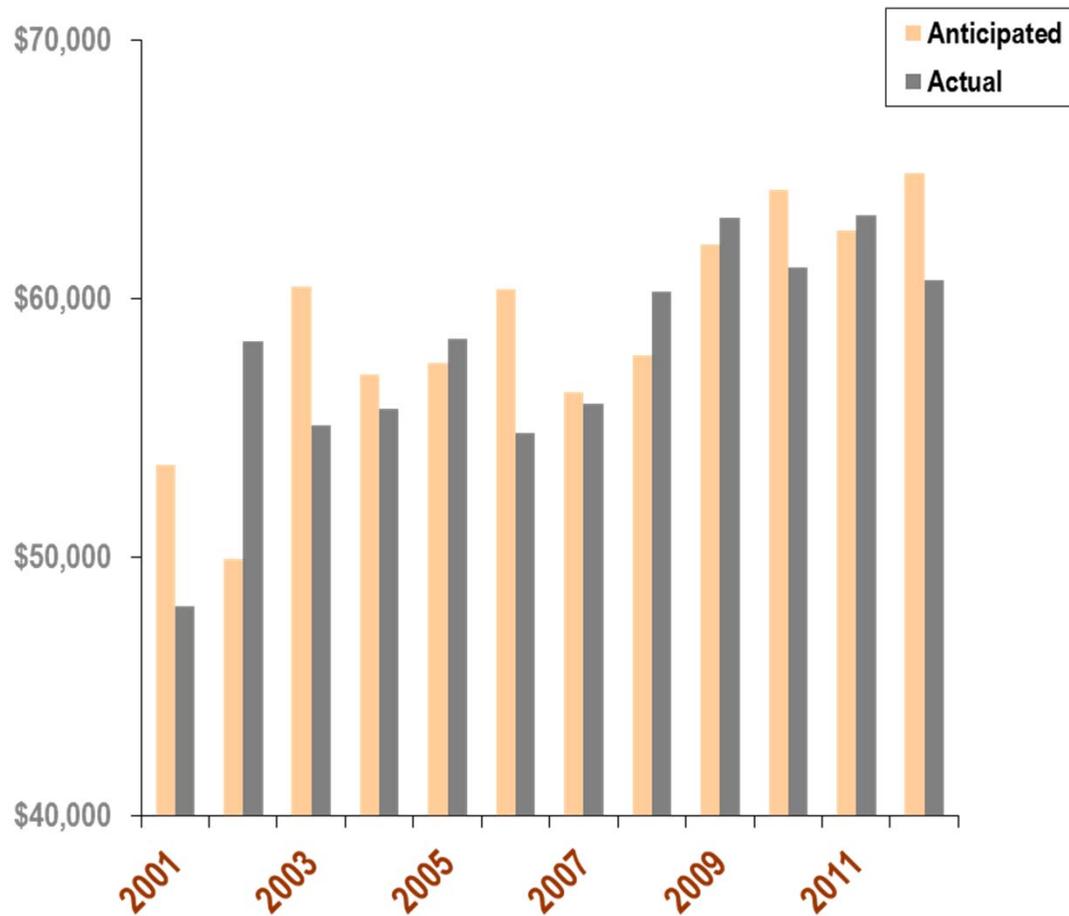
Anticipated Pay Increases



Summary

- ▶ Average anticipated pay increases for all positions dropped to levels last seen immediately following the most recent financial crisis – responders expect just a 1.80% increase in pay on average for the year to come.
- ▶ This trend-reversing pessimistic view is likely related to the overall average decrease in pay that was actually realized from 2011 to 2012.

Anticipated vs. Actual Pay Increases

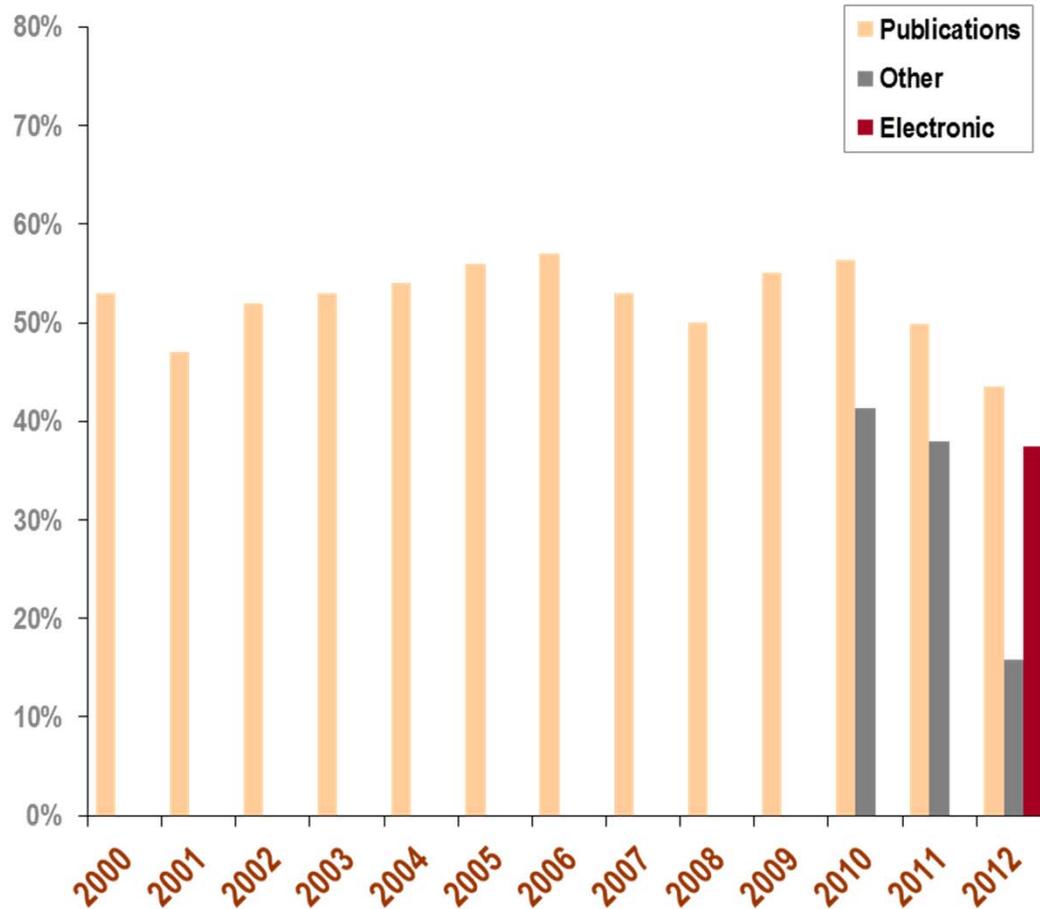


Summary

- ▶ Anticipation often does not match reality, as seen in this chart that applies each year's anticipated increase to the following year's actual average compensation. This year marked one of the wider gaps in recent years.
- ▶ Last year's anticipated pay increase was 2.53%, which would have lifted salaries to \$64,841. As noted earlier, salaries actually decreased by 3.96% to \$60,734.

Staffing & Productivity

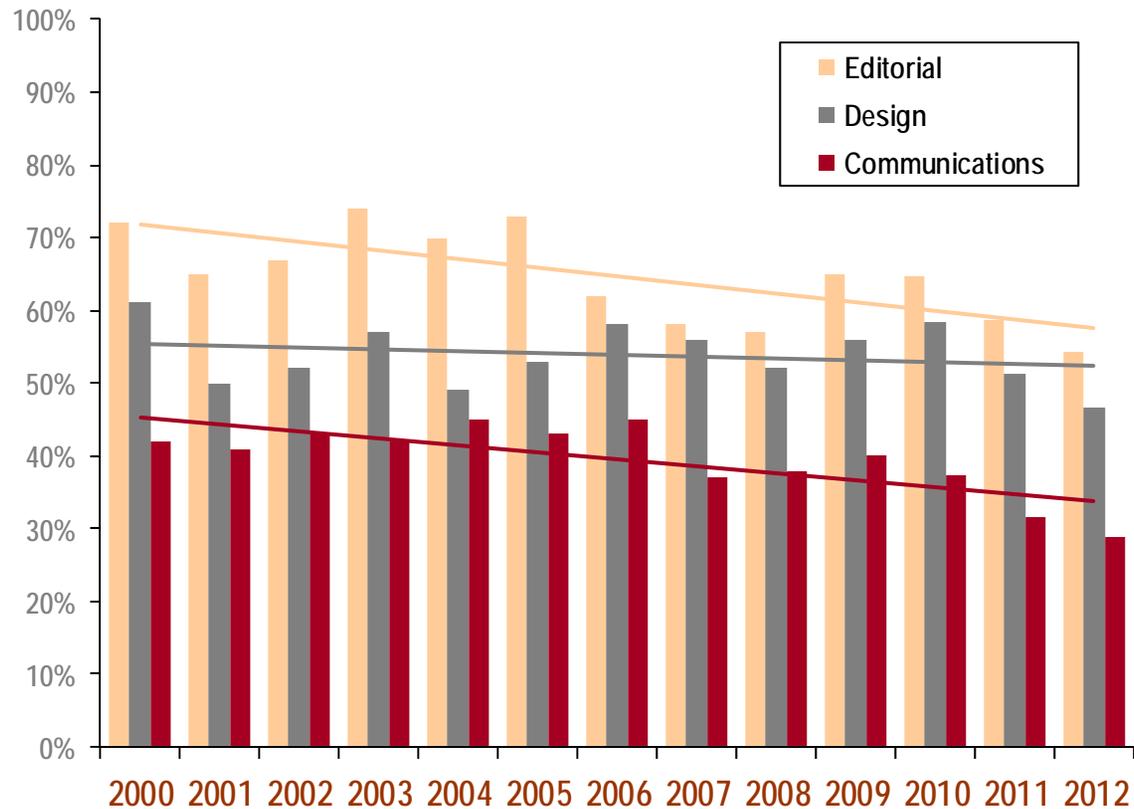
Average Time Commitment per Person



Summary

- ▶ As the content landscape has evolved, this survey has refined its inquiry into where custom content professionals spend their time. In 2010, we differentiated between “Publications” and “Other,” and this year we added an “Electronic” category. It is logical that responders included time spent on electronic content in the “Other” bucket in 2010-2011, and that the reason for the decline in “Other” in 2012 was the introduction of the separate “Electronic” category.
- ▶ Custom content professionals are spending less of their time each year on publications, they are spending more time cumulatively on all types of custom content than ever before.

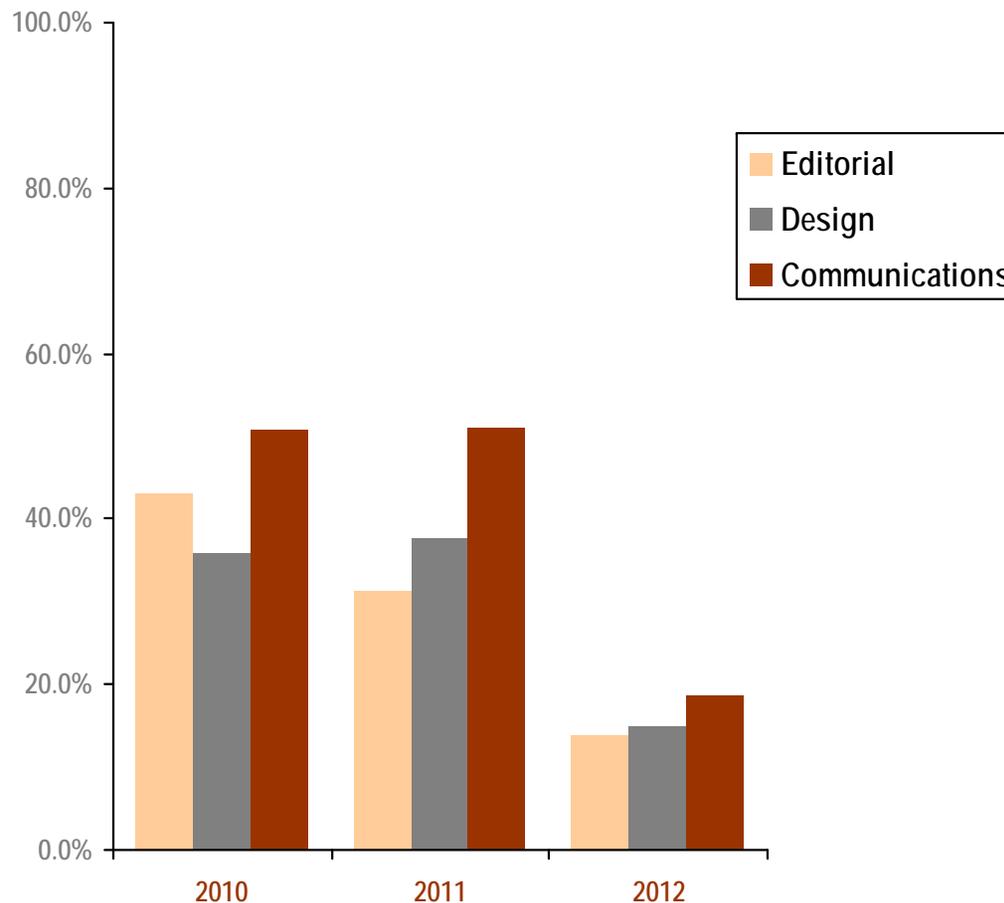
Time Commitment to Publications by Position Type



Summary

- ▶ Corresponding with the 12.8% drop in time spent on Publication creation overall, each position type within the realm of content marketing – Editorial, Design, and Communications – reported a respective decline in the amount of time spent on Publications.

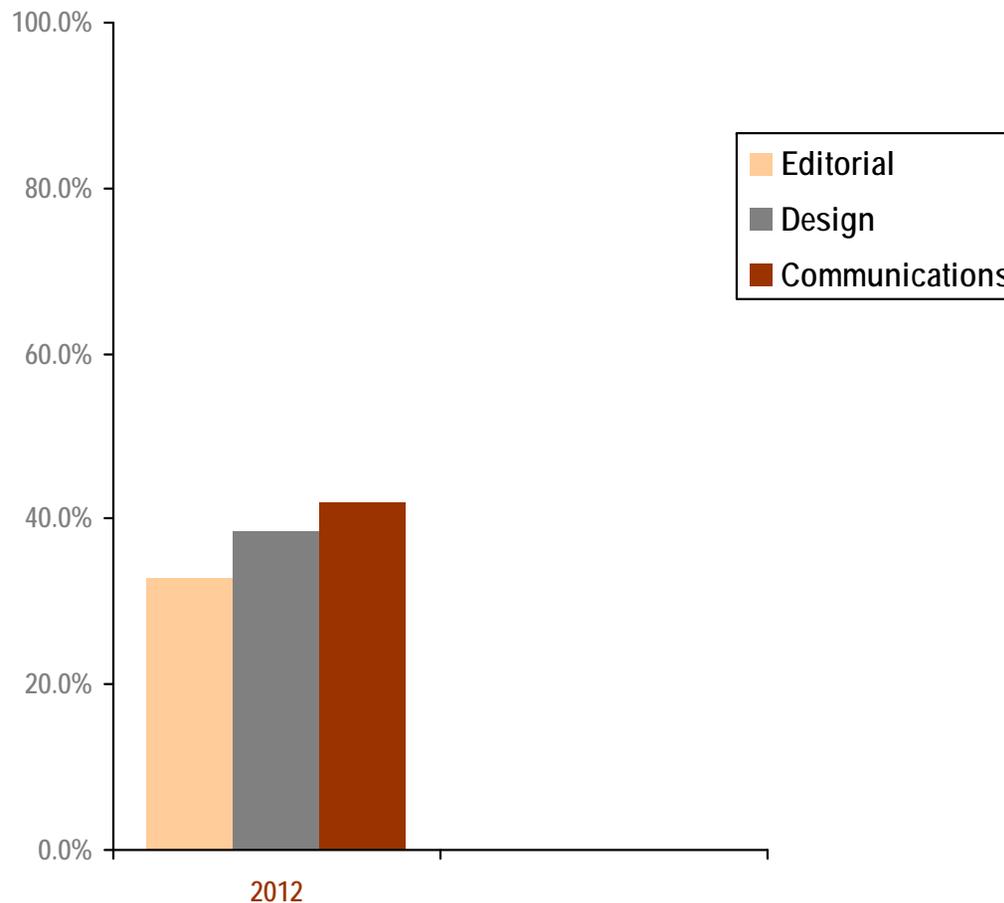
Time Commitment to Other Content by Position Type



Summary

- ▶ 2012 marked the third year that responders were asked to report the time staff spent creating "Other" custom content – but for the first time, we limited this specifically to branded videos, white papers, and podcasts/audio productions. "Electronic" content was measured separately.
- ▶ The removal of the electronic content creation from this measurement, unsurprisingly, resulted in the category being rated as consuming less staff time for all position types, than in the past. This result should not be interpreted as "Other" content being a category in decline, as in fact, other survey results prove this category is expanding.

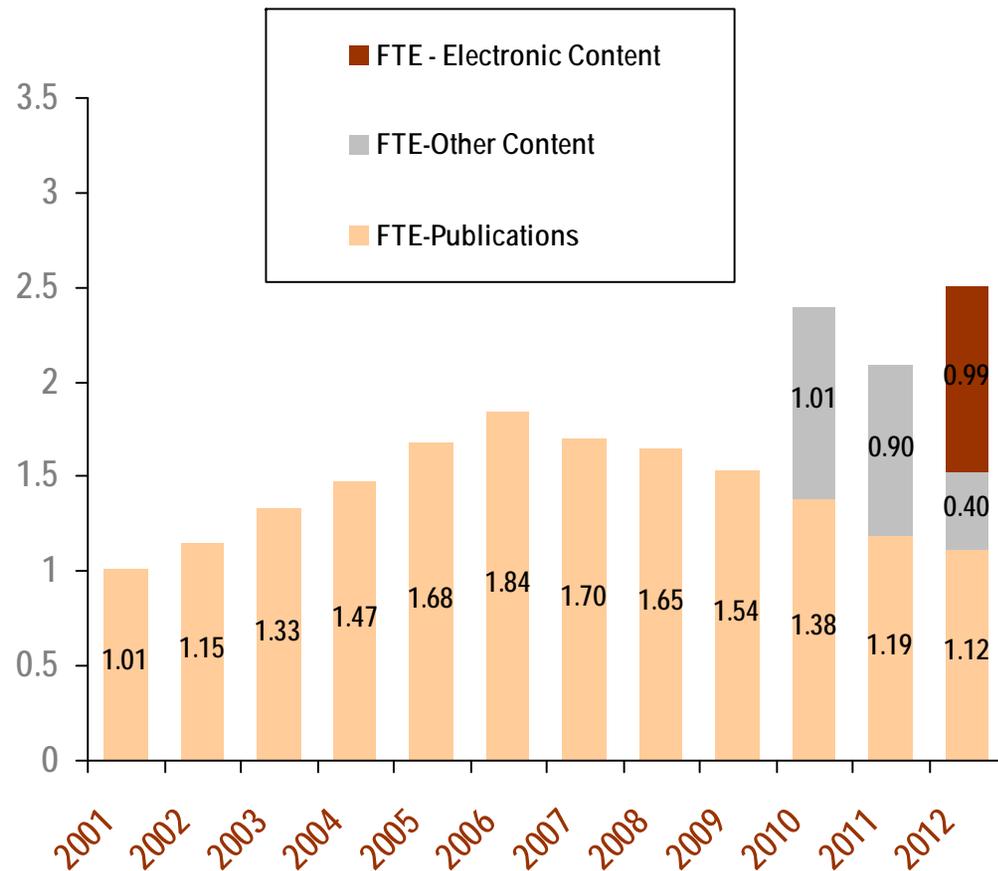
Time Commitment to Electronic Content by Position Type



Summary

- ▶ As previously noted, 2012 marked the first year that we explicitly asked survey responders about the time spent creating “Electronic” content – which includes email newsletters, e-zines, website content, social media, & mobile content.
- ▶ Editors reported spending 32.8% of their time on “Electronic” content, compared to 38.6% for Designers and 41.9% for Communications functions.

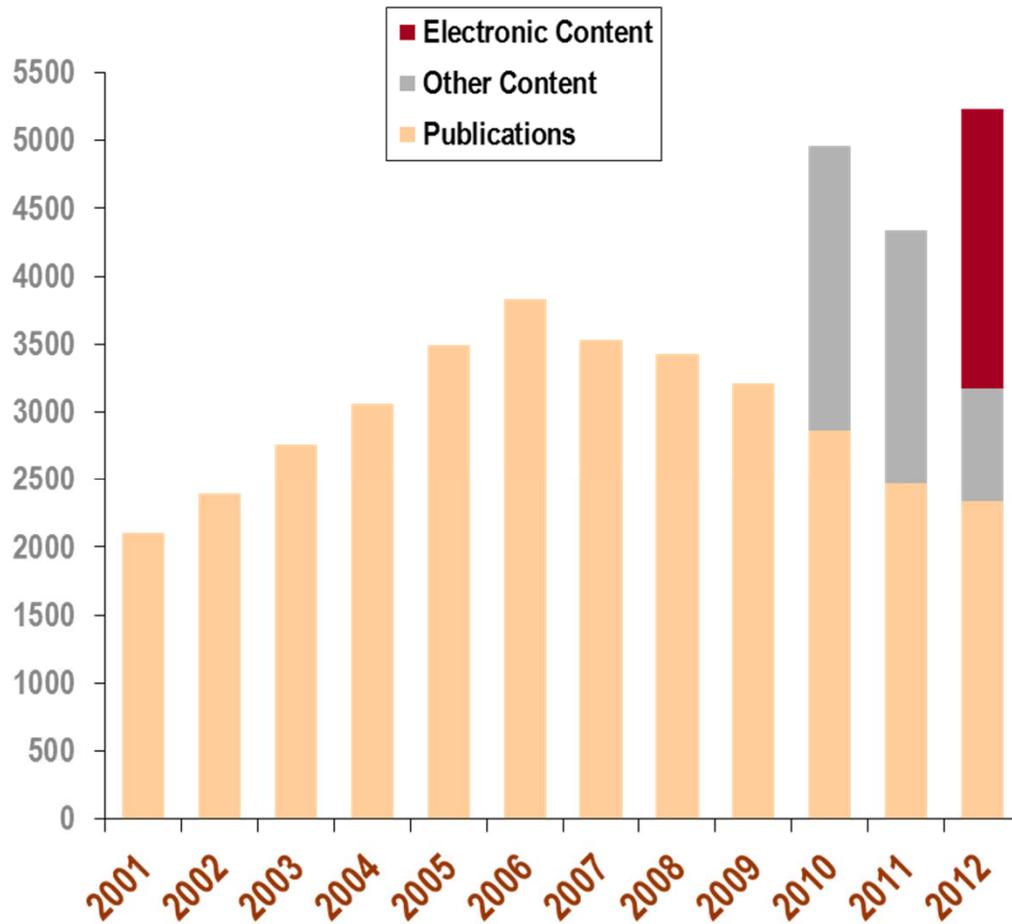
Staffing for Custom Content



Summary

- ▶ The average company assigns 2.51 full-time equivalents (FTE) to its custom content initiatives, an all-time high and a 20.1% increase from last year.
- ▶ When "Other" content and "Electronic" content are combined, the average total FTEs working on these two types is 1.39 FTEs, an all-time high and an increase of 54.4% compared to last year.
- ▶ The average total FTEs assigned to Publications held fairly steady, dipping very slightly to 1.12 FTEs.

Hours Committed by Staff per Organization



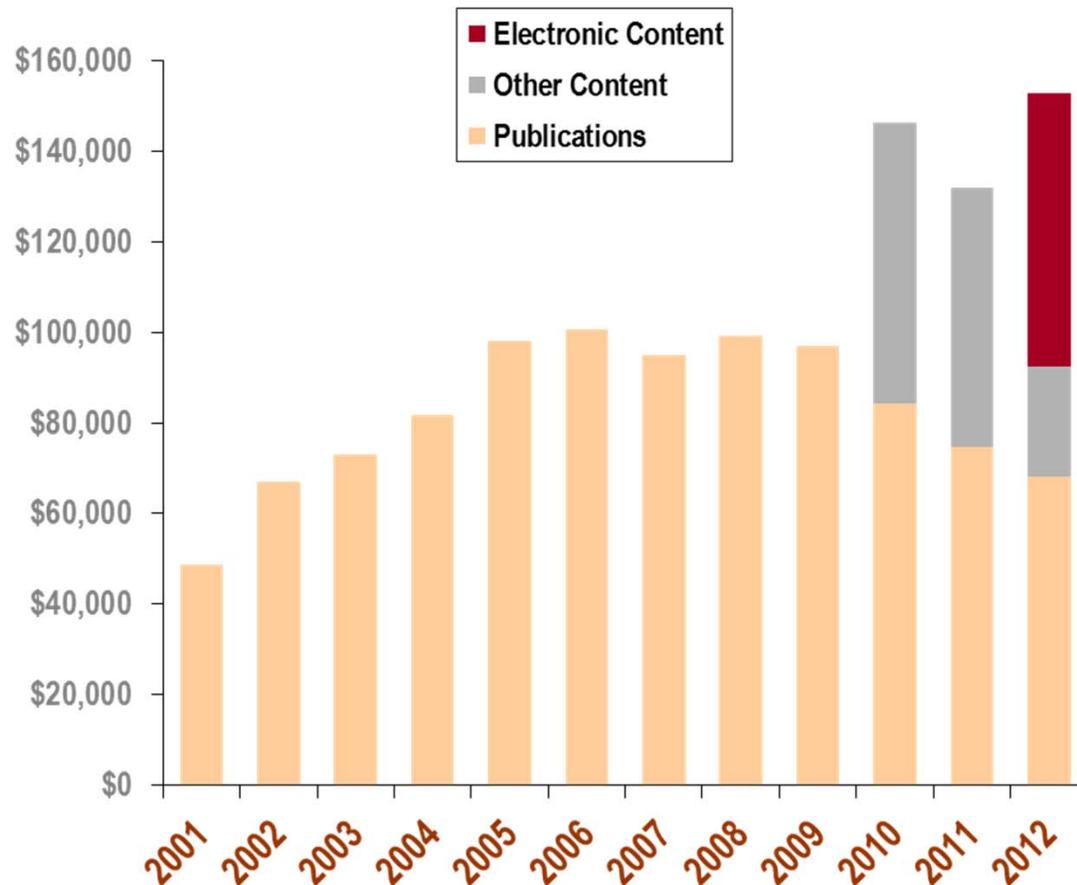
Summary

- ▶ The time allocated to custom content endeavors per company reached a new peak of 5,235 hours, beating the 2010 high-water mark and representing an increase of 20.1% vs prior year.
- ▶ While companies are spending gradually less time on Publications, Publications still receive the majority allotment of time and attention at 2,335 hours, compared to 2,066 hours for “Electronic” content and 834 hours for “Other” content.

Staff Costs Allocated to Custom Content

Summary

- ▶ By combining wages and time expended, the amount of money organizations invested in staffing custom content projects can be calculated.
- ▶ In 2012, the average organization spent \$68,167 in wages for staff creating Publications, \$24,343 for staff creating “Other” content and \$60,340 for staff creating “Electronic” content.
- ▶ The average organization spent a combined total of \$152,850 in wages for the time its staff spent creating custom content – an all time high. This is a 15.7% increase from 2011, which is notable for a year in which average salaries actually decreased.



ContentWise

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The Custom Content Council (CCC) is the lead trade organization representing custom publishers in North America. The research herein was conducted by the free newsletter *ContentWise*, the leading source of news, information, and research on the custom publishing industry.

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.

More Information

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