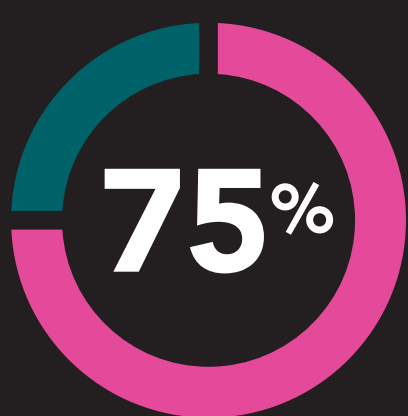
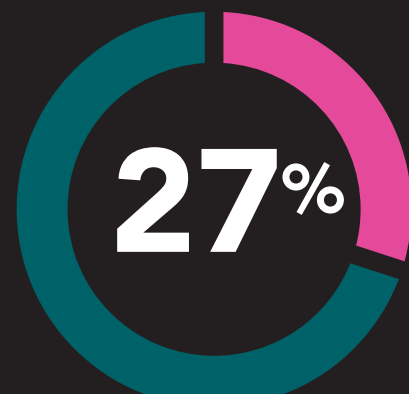


FUTURE OF CONTENT MARKETING IN IRELAND 2020

DON'T GET LEFT BEHIND



Marketers in Ireland are allocating an **average of 27% of their total marketing budgets** to content marketing

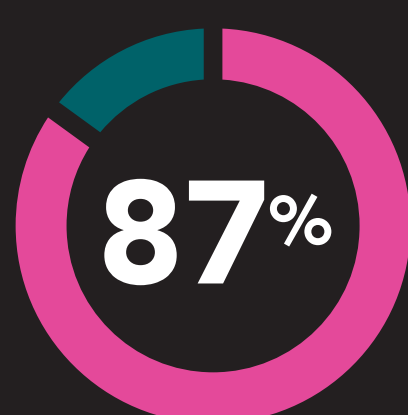


plan to **increase their spend** in 2020

The budget increase will be focussed on creating visual content assets like **video, infographics, photos** etc.



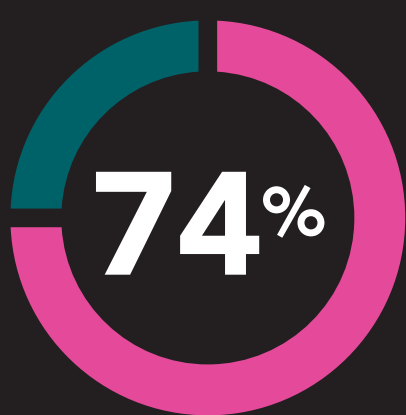
So it's clear that content marketing is no longer niche marketing; **It is core marketing.**



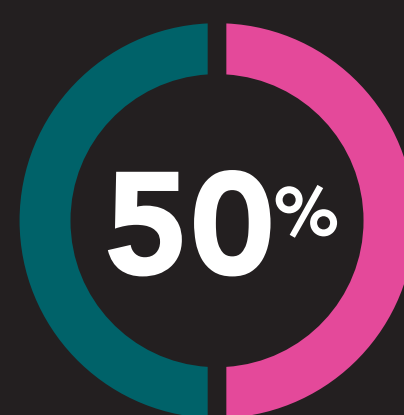
agree that content marketing is **changing the game**

Top 4 tactics delivering most success for brands:

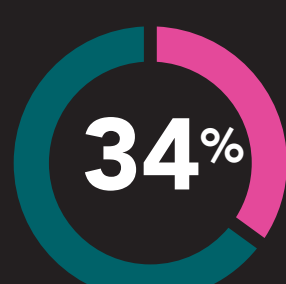
- Social media content
- Written digital content (e.g. blogs, eBooks)
- Video
- Email newsletters



are using **paid promotion** to get their content in front of the **right people**



Only 50% have a **documented content strategy**



Only 34% have a solid understanding of who their customers are, which means 64% of marketers in Ireland don't have a sufficient understanding of their audience

Top 3 challenges:



Consistently **delivering good content** over time



Proving **ROI**



Not enough **hands to help**

Based on the above it is clear that The Future of Content Marketing in Ireland is **FIRST** about getting the fundamentals (i.e. content strategy, proving ROI, understanding your audience) right, so that you don't get left behind.

To request a full copy of the report contact gmiltiadou@zahramediagroup.com