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THE STATE OF CONTENT MARKETING 2019

GLOBAL REPORT

Table of Contents

03

About SEMrush
About This Report
Data Collections Tools and Toolkits

06

Content Marketing Trends

Overview of the Research Results
Key Takeaways

15

Most Expensive Keywords to Bid on in the Content Marketing Industry

Overview of the Research Results
Key Takeaways

19

State of the Industry Blogs

Overview of the Research Results
Key Takeaways

27

Anatomy of Performing Content

Overview of the Research Results
Key Takeaways

36

Content Marketing Survey

Overview of the Survey Results
Key Takeaways

52

Top Required Skills for a Content Marketer

Overview of the Research Results
Key Takeaways

57

Methodology

CONTENTMENTS

About SEMrush

SEMrush is an online visibility management and content marketing SaaS platform of choice for more than 4,000,000 marketing professionals around the world.

SEMrush let businesses analyze massive amounts of data and gain insights for their campaigns across all marketing channels.

30+ powerful tools and data for 190 countries and regions help SEMrush users break down their competitors' marketing strategies, spot opportunities for growth, build brand reputation, and create and distribute engaging content without extra effort.

4 million
users

584 million
domains

190
regions and countries

17 billion
keywords

84.2 million
mobile domains

21.4 trillion
backlinks

500TB
of raw data

1 billion
referring domains

17.3 billion
URLs crawled per day

BY THE NUMBER

About This Report

Data-driven strategies, in which any decision is based on thorough data analysis and interpretation, are becoming an increasingly important point of competitive differentiation.

In the present report, we'd like to leverage the power of SEMrush data and help content marketers across the globe gain a better understanding of their industry and draw more relevant conclusions for their strategies.

To reach our goal, we analyzed **450,000+ tweets**, hundreds of thousands of search queries, **700,000+ blog posts**, and surveyed **1,200+ marketers** across the globe.



REPORT

Data Collection Tools and Toolkits

SEMrush offers a wide variety of solutions for keyword research, content marketing, social media automation, market research, competitor analysis, and more. The data for this report was leveraged from the following tools:

Content Marketing Platform — a unique set of tools covering the whole content marketing workflow, from content ideation and management to measurement of its performance.

Discover the platform



Traffic Analytics — a quick way to get information about any website's traffic channels, geographic distribution, visitor behavior, etc.

Learn more



CPC Map — a tool that lets you identify the most promising regions and keywords for digital advertising based on the analysis of 2 million search queries in 17 verticals.

Take a look



Keyword Magic Tool — an easy-to-use keyword research tool that provides all the data you need to start an effective SEO or PPC campaign.

Discover the tool



Social Media Tracker — an advanced solution for social media analytics and competitive research.

Try it now





Content Marketing Trends

Content Marketing Trends

In the first part of our report, we'll speak about the content marketing trends of 2019, such as the most popular topics, hashtags, and questions, and most searched keywords. We'll also show you the top influencers of the content marketing industry on Twitter.

To collect this data, we went over hundreds of thousands of 2019 Google search queries related to content marketing and analyzed more than 450,000 tweets in English that contained the #ContentMarketing hashtag and were posted between January and September 2019.

Top 20 Hashtags

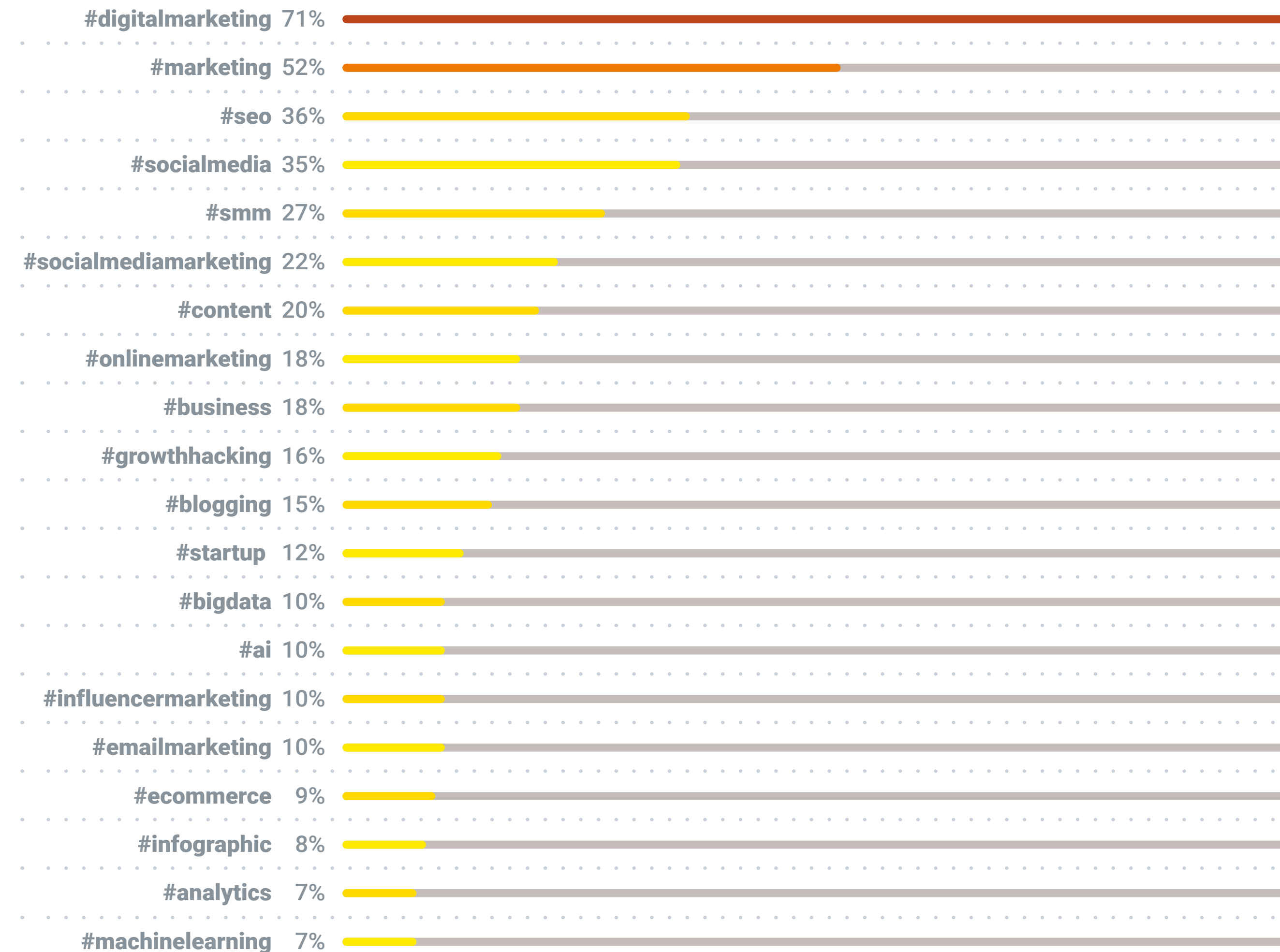
Used with #ContentMarketing

What we did:

We looked at how often certain hashtags appear along with #ContentMarketing in the most popular tweets (20+ retweets) that were published between January and September 2019.

TOP 20

TOP 20 HASHTAGS USED WITH #ContentMarketing



Top 20 Topics

Discussed with #ContentMarketing

What we did:

We used a mixture of machine learning and human expertise to analyze the topics (key themes) that were discussed in the most popular tweets (20+ retweets) that were published between January and September 2019 and contained the #ContentMarketing hashtag.

TOP 20 TOPICS DISCUSSED WITH #ContentMarketing

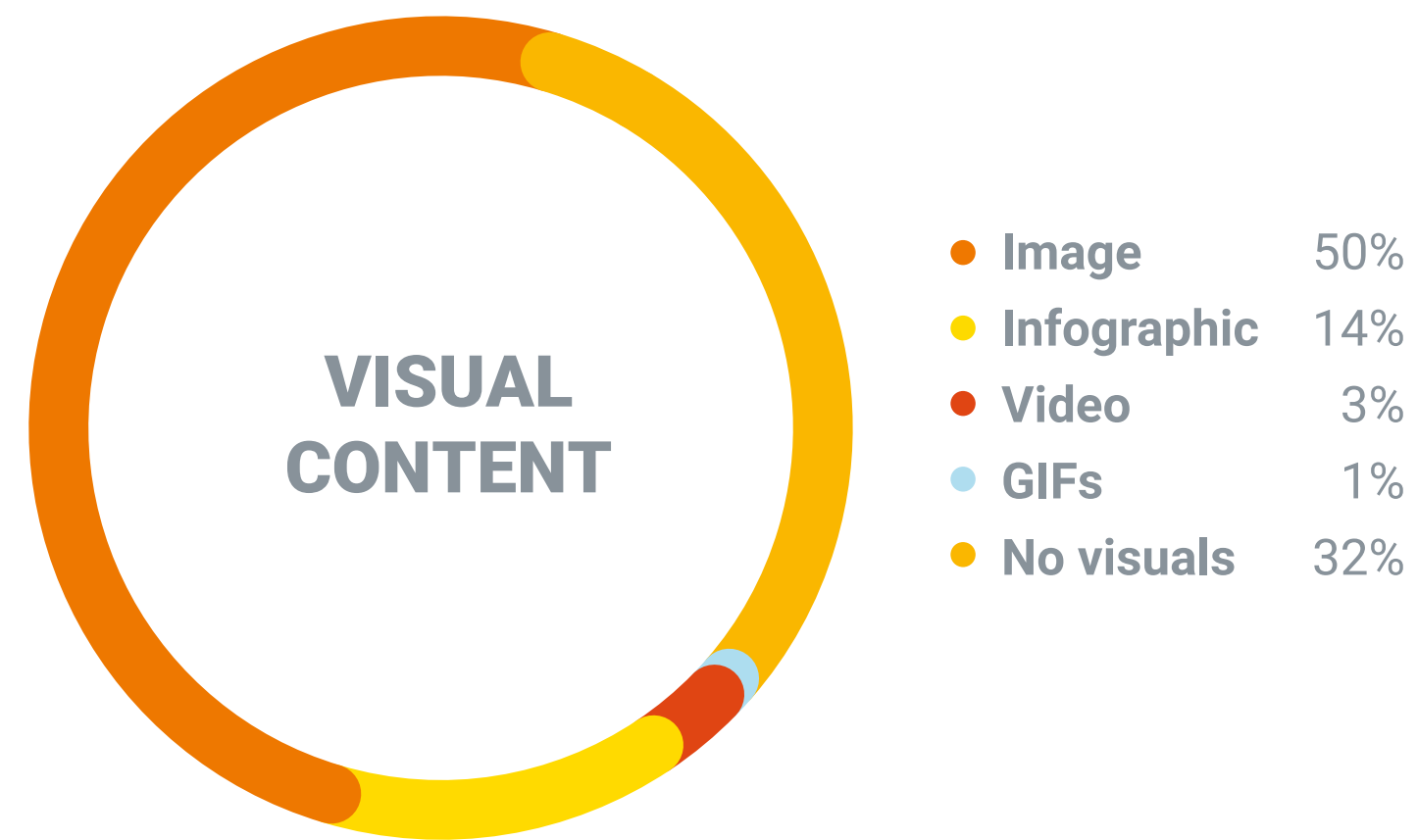


The Usage of Links and Visual Content in #ContentMarketing Tweets

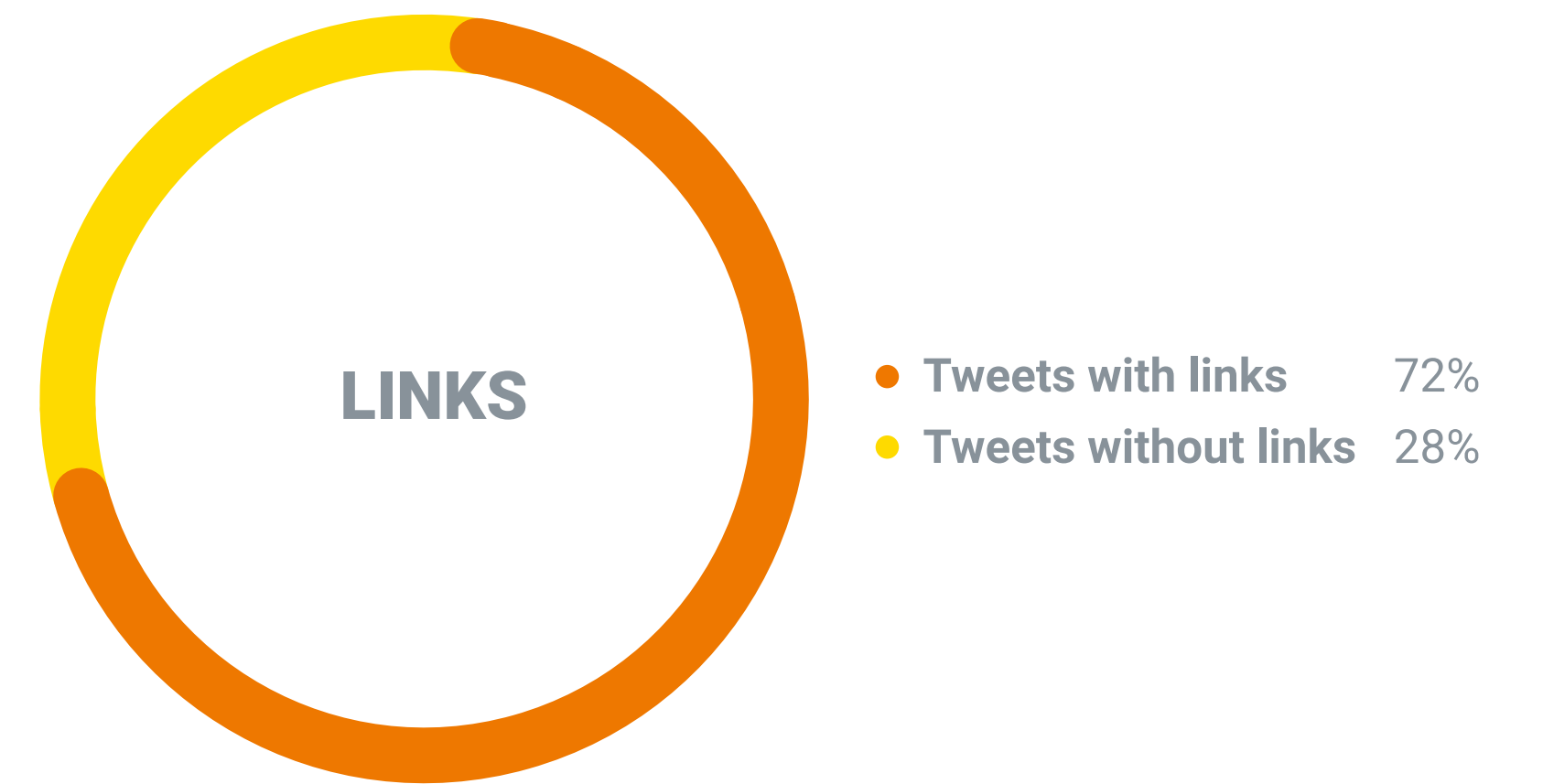
What we did:

We checked the most popular tweets (20+ retweets) that were published between January and September 2019 and contained the #ContentMarketing hashtag for the presence of visual content and links.

THE USAGE OF VISUAL CONTENT IN THE ANALYZED TWEETS



THE USAGE OF LINKS IN THE ANALYZED TWEETS



#CONTENT

TOP 20

Content Marketing Influencers on Twitter

What we did:

We looked at the authors of the most retweeted posts (20+ retweets) that were published between January and September 2019 and contained the #ContentMarketing hashtag. These authors were ranked based on the number of likes, retweets and top-performing tweets they published.



1. Mike Schiemer [@MikeSchiemer](#)
2. Evan Kirstel [@evankirstel](#)
3. Jeff Bullas [@jeffbullas](#)
4. Larry Kim [@larrykim](#)
5. Ben Kamau [@BenKamauDigital](#)
6. Michael Brenner [@BrennerMichael](#)
7. Rebekah Radice [@RebekahRadice](#)
8. Isabella Jones [@IsabellaJonesCI](#)
9. Jonathan Aufray [@JonathanAufray](#)
10. Kirk Borne [@KirkDBorne](#)
11. Bryan Kramer [@bryankramer](#)
12. The Startup Nerd [@Startup_Nerd](#)
13. Nika Stewart [@NikaStewart](#)
14. Mike Quindazzi [@MikeQuindazzi](#)
15. Antonio Grasso [@antgrasso](#)
16. Marsha Collier [@MarshaCollier](#)
17. Chris Do [@theChrisDo](#)
18. Kevin Lim [@_kevinlim](#)
19. Franz Russo [@franzrusso](#)
20. John Abraham [@iamjony94](#)

TOP 20

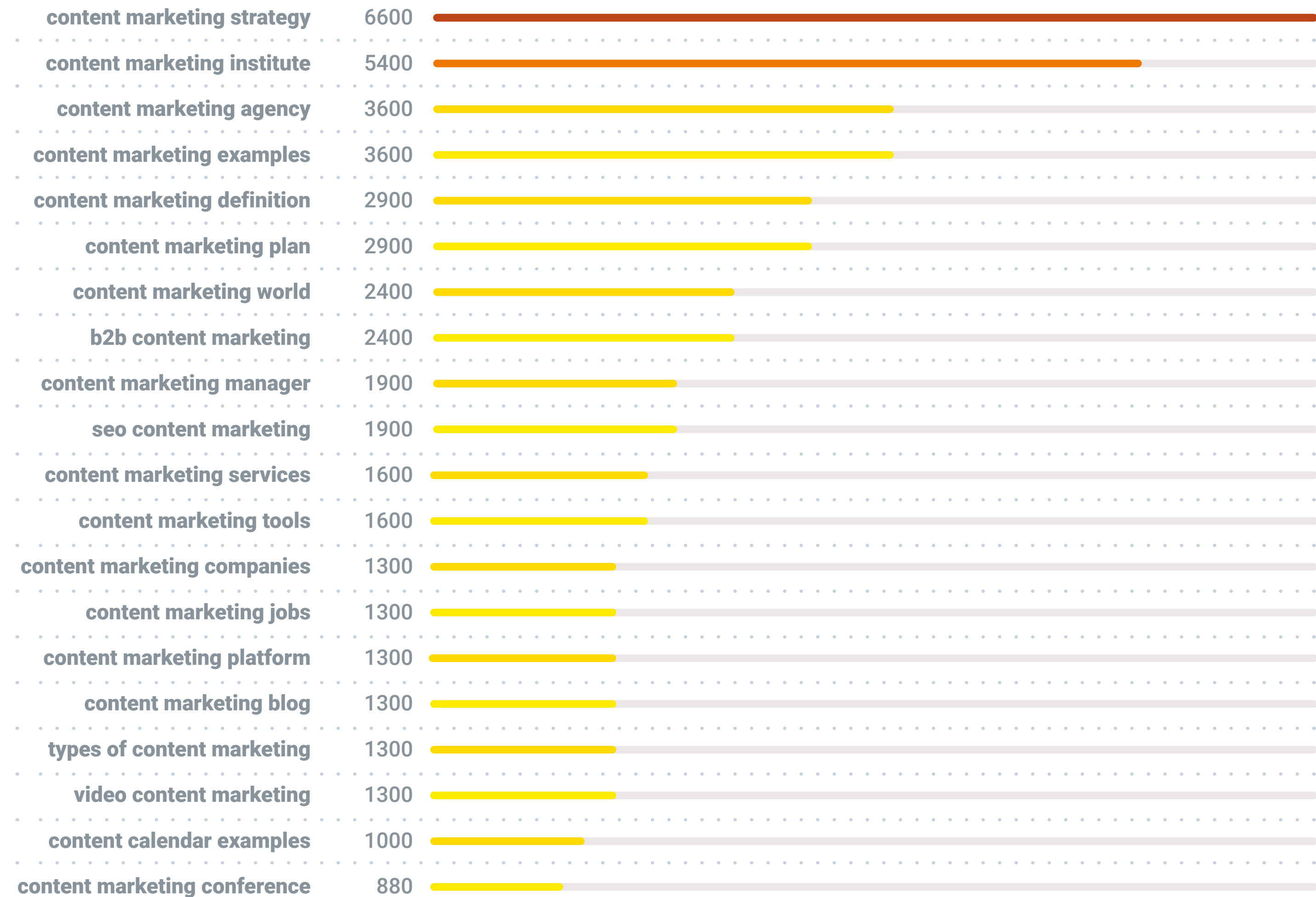
Top 20 Google Search Queries

Related to Content Marketing

What we did:

We calculated the average monthly search volume for the keywords from the Google searches related to "content marketing" made between January and September 2019.

TOP 20 GOOGLE SEARCH QUERIES RELATED TO CONTENT MARKETING



TOP

Top 20 Questions about Content Marketing

Asked on Google

What we did:

We analyzed the question keywords related to “content marketing” and calculated their average monthly search volume to sort them by popularity.



1. what is content marketing
2. what is content strategy
3. why is content marketing important
4. why content marketing
5. what is content marketing strategy
6. what is content marketing in seo
7. how to create a content marketing strategy
8. how content marketing drives sales
9. how to do keyword research for content marketing
10. how to write content marketing
11. what is b2b content marketing
12. what does a content marketer do
13. what is visual content marketing
14. what does content marketing mean
15. how content marketing is changing the game
16. how to develop content marketing strategy
17. how much do content marketers make
18. how to create content for affiliate marketing
19. what is good content marketing
20. how to write effective email marketing content

Key Takeaways

You can't do without a strategy

Content strategy was touched upon in 29% of the analyzed tweets; "content marketing strategy" is the second most popular keyword related to Content Marketing on Google (average monthly search volume of 6600).

SEO and content go together

#SEO and #ContentMarketing hashtags were paired in 36% of the examined tweets. Besides that, SEO took third place among the topics mentioned by those who tweeted about content marketing.

"What is content marketing in SEO?" and "How to do keyword research for content marketing?" are among the top 10 most asked questions on Google.

Social media is a preferred content distribution channel

#SocialMedia, #SMM, and #SocialMediaMarketing hashtags were used along with #ContentMarketing in 35%, 27%, and 22% of the most popular tweets, respectively. Social media also turned out to be the second most discussed topic in these tweets.

Advanced technology comes to the content marketing world

AI was featured in 10% of analyzed tweets as a hashtag and #machinelearning appeared in 7% of these, which demonstrates the interest in these spheres.

Statistics speak volumes

#BigData (10%) and #Analytics (7%) are becoming an integral part of content marketing. "Statistics" is also one of the most popular topics, discussed in 5% of analyzed tweets.

Growth hackers, startups, and e-commerce leverage the power of content

The #GrowthHacking hashtag was found in 16% of the tweets we analyzed. This is closely followed by #Startup, which scored 12% and is also seen in 2% of tweets' topics.

E-commerce, with a 9% score, became the most discussed industry in the analyzed tweets paired with #ContentMarketing, followed by beauty and travel.

Content marketing is an integral part of digital marketing

#DigitalMarketing turned out to be the most frequent hashtag found in content marketing related tweets; it was used in 71% of them, while #Marketing came up in just 52%.

Content tools and services are in demand

Tools were discussed in just 4% of our tweets, but given the size of the data selection, it's still very popular.

"Content marketing agency" scores around 3600 searches a month, and is followed by "content marketing services", which scores 1600.

Visuals draw engagement

Visual content is the ninth most discussed topic in the tweets we looked at. Besides, 68% of content marketing related tweets contained visuals.

The keyword "video content marketing" appears in the top 20 of the most popular search queries related to content marketing. "What is visual content marketing?" is also one of the most popular questions asked on Google.

KEY



Most Expensive Keywords

Most Expensive Keywords

In the second part, we tell you about the content marketing related keywords in English that cost most to bid on. These keywords don't just bring Google its huge advertising revenues, but also show which subjects get the most attention and are in highest demand in the content marketing industry.

KEYWORDS



20 Most Expensive Keywords to Bid on in the Content Marketing Industry

What we did:

We found the most expensive keywords to bid on related to the content marketing industry and sorted them by CPC.

LIST OF THE 20 MOST EXPENSIVE KEYWORDS TO BID ON IN THE CONTENT MARKETING INDUSTRY (CPC)



TOP

Key Takeaways

As you can see, content marketing doesn't look like a very cheap area to advertise in - the highest cost per click is almost \$37, which means people are ready to pay a lot to obtain a lead.

Most of the words from our top-priced keywords list correlate with the Twitter and Google search trends described above:

- There's a defined interest in content marketing management tools (\$35.79) and software (\$34.09), which seem to be the most competitive areas of the industry.
- Another expensive keyword is "email marketing content writing" (\$37.4), which lets us suppose that the service is in high demand.
- Then go b2b related keywords, indicating another highly competitive area in content marketing.
- CPCs for "content marketing automation" (\$26.26), "content marketing online course" (\$23.91), and "content marketing calendar" (\$22.9) are also relatively high as advertisers expect content professionals to seek to enhance their skills and simplify their routine.
- The high cost of the "legal content marketing" keyword (\$27.26), as well as the CPC of ecommerce related keywords, may show that content marketing services for law firms and online retailers are in demand.

This is just an introductory excerpt

You can download the full version here:

<https://www.semrush.com/ebooks/state-of-content-marketing/>