What Content Has the Most Clout?

In volume two of the Eccolo Media 2015 B2B Technology Content Survey Report, we ask technology buyers, from engineers to the c-suite, how much content they consume and what content they pay attention to the most.

What should those assets be? Buyers reported they read the same number of emails as white papers.

When building your content plan, consider assets that rank well for both consumption and influence with your audience, based on their preferences.

But when respondents were asked to rank the top 10 assets they found most influential, they said:*

- White papers
- Customer case studies
- White papers
- White papers
- Customer case studies
- Social media
- White papers
- White papers
- White papers
- White papers

*Each score is weighted, assigning 5 points to a rating of 1; 4 points to a rating of 2; etc.

Scores are then aggregated to determine a weighted average for each category.

ABOUT OUR SURVEY:

Our 100-plus respondents were responsible for influencing or making technology buying decisions in the six months prior to the survey. Thirty-three percent were influencers; 67 percent were decision makers. They ranged in age from 20 to 60-plus and included C-level executives (24%), senior managers (23%), directors (22%), vice presidents (10%), and developers (4%) from enterprises (34%), mid-market companies (36%), and small businesses (29%).

Read More About Our Survey

ABOUT ECCOLO MEDIA:

Eccolo Media Inc. is a content strategy and creation company founded in 2007. We are based in San Francisco, we focus exclusively on content strategy, planning, and creation for large technology enterprises. We understand that the key to producing great content is to engage the best editors, writers, producers, videographers, and graphic artists. It’s not an easy combination to find, but we’ve spent years identifying and nurturing the best creators of the creative class.

In the last 6 months, our survey respondents consumed volumes of content, but not quality content and not the right types of content. The more content we produce, the more likely it is to fail. Marketers have been good at producing large volumes of content, but not quality content and not the right types of content. The more content we produce, the more likely it is to fail. Marketers have been good at producing large volumes of content, but not quality content and not the right types of content.

Eccolo Media Inc.

© Copyright 2015 Eccolo Media Inc. This report may not be cited without the following full attribution:


Follow us on:

Share on:

Write a description of each of our content types.