

Copywriting Spending & Market Size

Content marketing is serious business. Over 90% of marketers are currently using custom content to generate leads, and sales, according to research by the Content Marketing Institute.

25% of the average marketing budget is dedicated to custom content. But how much should quality content cost?

Facts to Know:

- ➔ 69% of senior marketers are currently allocating their digital marketing funds to website content, development and performance optimization. 53% are spending part of their budget on social media community growth and engagement.
- ➔ According to a survey by Content Marketing Institute, 60 percent stated that they plan to increase their budgets to implement such tactics - which include blogs, online articles, forums, email marketing campaigns and more.
- ➔ Small Business Will Spend \$2.2 Million on Content Marketing in 2016.
- ➔ Most SMBs should spend an average of \$1,921.92 on content marketing in 2016.
- ➔ According to Quickbooks, the average yearly revenue of a small business with no employees is \$44,000 per year. Of that \$44,000, Gartner says you'll spend \$4,576 on marketing strategies.
- ➔ B2C companies are currently sporting a content marketing success gap of \$456.60, while B2B companies are currently \$640.64 short.
- ➔ The most effective content marketing budgets will range from \$43,680 to \$2,184,000 across the market in 2016.

Most Effective 2016 Content Marketing Spend							
(Based on % of Marketing Budget Spent on Content Marketing in 2015)							
	2015 Marketing Budget (10.4% of Revenue)	B2C Content Marketing Average (32% of Marketing Budget)	Most Effective 2016 B2C Content Marketing Spend (42% of Marketing Budget)	B2C Spend Gap (Effective - Average)	B2B Content Marketing Average (28% of Marketing Budget)	Most Effective 2016 B2B Content Marketing Spend (42% of Marketing Budget)	B2B Spend Gap (Effective - Average)
Small Business Market Revenue							
\$1,000,000	\$104,000	\$33,280	\$43,680	\$10,400	\$29,120	\$43,680	\$14,560
\$25,000,000	\$2,600,000	\$832,000	\$1,092,000	\$260,000	\$728,000	\$1,092,000	\$364,000
\$50,000,000	\$5,200,000	\$1,664,000	\$2,184,000	\$520,000	\$1,456,000	\$2,184,000	\$728,000
Midsize Enterprise Market Revenue							
\$100,000,000	\$10,400,000	\$3,328,000.00	\$4,368,000	\$1,040,000	\$2,912,000	\$4,368,000	\$1,456,000
\$500,000,000	\$52,000,000	\$16,640,000.00	\$21,840,000	\$5,200,000	\$14,560,000	\$21,840,000	\$7,280,000
\$1,000,000,000	\$104,000,000	\$33,280,000.00	\$43,680,000	\$10,400,000	\$29,120,000	\$43,680,000	\$14,560,000

Source: <http://creativeclickmedia.com/small-business-will-spend-2-2-million-on-content-marketing-in-2016-and-what-this-means-for-you/>

How much Copywriters Earn:

If we take a look at the salary, median pay for copywriters is:

- ➔ \$58,850 per year

→ \$28.30 per hour

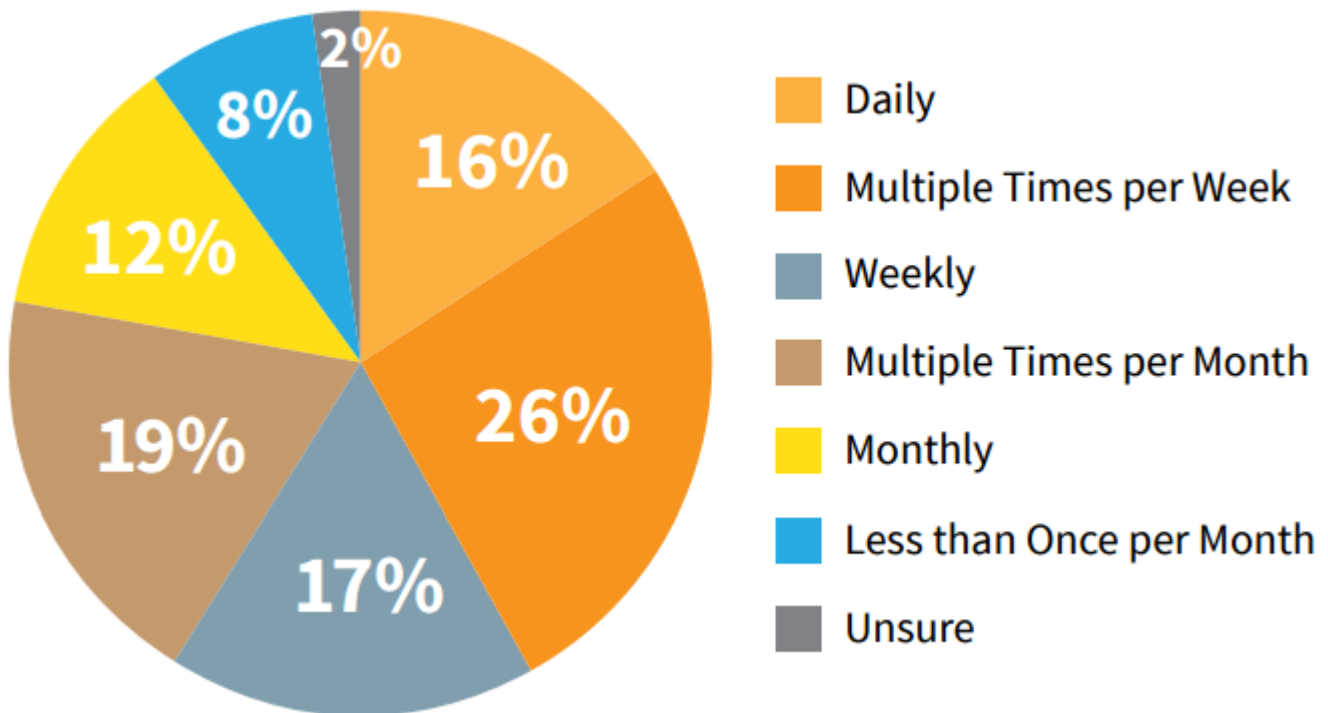
As far as demand is concerned, it's promising if we take a look at estimated job outlook. In 2014, it's 136,500 which increases 2% in 2024 to 139,700.

Source: <http://www.bls.gov/ooh/media-and-communication/writers-and-authors.htm#tab-6>

Survey Findings:

- 70% of B2B marketers are creating more content than they did one year ago, even those who say they are least effective (58%) and those without any type of strategy (56%).
- 94% of B2B marketers use LinkedIn to distribute content, making it the social media platform used most often (they also say it's the most effective social media platform).
- 58% of B2B marketers use search engine marketing, making it the paid method used most often to promote/distribute content (they also say it's the most effective paid method).
- More B2B marketers say they are challenged with finding trained content marketing professionals this year (32%) than last year (10%).

How Often B2B Marketers Publish New Content: This will give insight on how often companies need copywriting services.



Source: http://contentmarketinginstitute.com/wp-content/uploads/2014/10/2015_B2B_Research.pdf