

The 2020 State of SMB Marketing & Content Creation Report:

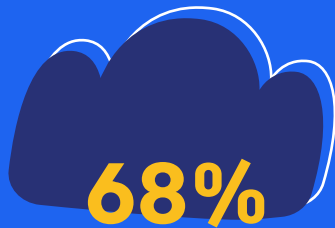
Pandemic Accelerates Original
Content Creation & Podcasting

National study commissioned by Wistia, a leader in the media hosting space, and conducted by Qualtrics, included responses by SMB, senior-level marketers across various industries



OVERVIEW

The pandemic quickly shifted the marketplace, and along with it, the approach marketers took to achieve their business goals. The 2020 State of SMB Marketing & Content Creation Report aims to uncover trends that have developed as a result of the COVID-19 crisis. Results indicate that due to the pandemic marketers are accelerating their investments in content creation - including a fast pivot to podcasting - despite significant budget cuts:



68% of marketers experienced budget cuts by an average of 19%



Marketers are creating and prioritizing more content across platforms including: **podcasts, videos, and webinars**

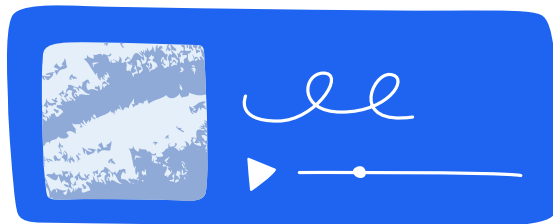


Podcast launches alone have **doubled from 14%** creating a podcast pre-pandemic to now **29% having created a podcast**

ADDITIONAL KEY TAKEAWAYS

Despite Budget Cuts, Marketers Increase Investments in Original Content Creation

Despite budget cuts, marketers see the need to invest in original content creation and have, therefore, increased production across owned channels. To reach new customers in an increasingly virtual world — largely driven by the last few months of the pandemic — original content creation is a greater necessity than ever before to reach new customers and grow brand recognition.



24% of respondents did not create any original content, including videos, podcasts, or other assets pre-pandemic, but this has dropped to 11% during the pandemic

Marketers know they need to reach audiences in new ways and are prioritizing new tactics. Video content is the most popular form of content being created:



51% of respondents said they had created product and webinar videos pre-pandemic



59% of respondents said they have produced product videos during the pandemic

Marketers Eye Podcasts to Tell Specific Stories, Expand Brand Affinity and Highlight Company Culture

Nearly all respondents (87%) are considering launching a podcast in the next 12 months, and many have already reported launching one during the pandemic. The primary driver for marketers looking to start a podcast center around increasing brand recognition, showing off company culture, and reaching a niche audience. These factors all contribute to marketers' key goals of reaching new customers in new and innovative ways to highlight their stories.

The data shows how marketers who did launch a podcast or are considering starting one, ranked their top one or two priority reasons for starting a show.



69% of respondents said to **increase brand recognition**

45% of respondents said **highlight company culture**

19% of respondents said that podcasts have become **a necessary marketing channel for their industry**

28% of respondents said to **reach a specific audience**



Marketers have been using video to tell meaningful stories that build connections with their audiences for years. And while video will continue to play an essential role in the marketing mix, podcasting has emerged as a new way to tell stories and engage

audiences. We expect the barrier to entry will be even lower than it is for video today, and that more brands will enter the podcasting space in the years to come.

Marketers are Re-Focusing Efforts on Driving Growth Across Owned Digital Channels

Increasing organic traffic and growing a digital presence were marked among top priorities over the next 12 months by all respondents; however, one of the most prominent challenges marketers face is finding new ways to reach new customers. During the pandemic and beyond, to increase traffic and reach new customers, marketers need to produce their storytelling across many digital platforms, reaching audiences in new ways.

Business goals ranked as marketers' number one or two priority in the next 12 months:



49% said increasing organic traffic



36% said increasing customer lifetime value



33% said growing a digital presence

Conclusion

As a result of the pandemic, the majority of SMB marketers have been forced to pivot innovate, and create more original content to attract new customers. SMBs have discovered dynamic content like podcasts not only keep existing customers engaged but also help to draw in new customers. Podcasts are a cost-effective, measurable way to bolster an existing content program that includes video. In this virtual economy, owned content on companies' platforms is expected to remain a key driver for SMB marketers for the next 12 months and beyond.

About the Methodology

Wistia's national study, 2020 State of SMB Marketing & Content Creation Report, was conducted online by Qualtrics between September 9th and September 22nd of 2020. The sample included 311 senior marketers (CMO, VP, or Director or Manager or Marketing Function) who are at least 18 years old, have at least five years of work experience, and work for a company between 26 and 1,000 employees. The survey results have a margin of error of 6%, at a 95% confidence level.

About Wistia

Wistia is recognized as a leader in the media hosting software space, enabling small and medium-sized businesses to leverage their content to grow their brands and businesses. By bringing advanced audio and video marketing tools, detailed analytics, and audience-building features to their player, any business can use Wistia's software to reach their marketing goals. With Wistia, marketers have everything they need to engage their audiences and grow demand for their brand. Today, more than a half-million businesses across 50 countries depend on Wistia's products to power their brands, including HubSpot, Mailchimp, Sephora, Starbucks, and Tiffany & Co. Learn more at wistia.com and follow us on [Facebook](#) and [Twitter](#).