

2024

Content Marketing Trends Report



New research to future-proof your strategy





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An Inflection Point for Global Marketing Strategy and Operations

Marketing is changing faster now than at any time since the dawn of digital marketing. Stunning AI capabilities, game-changing privacy requirements, evolving buyer preferences and expectations to do more with less are happening all at once.

Using amalgamated data from over 800,000 users in 55 countries, as well as third-party research, IntelligenceBank brings you real-world insights into the present and future of marketing. The data in this report isn't simply limited to a single market segment. Marketing teams across virtually all industries – retail, travel, hospitality, banking, tech, government, food and beverage and many more – are represented.

While the opportunities for marketing teams to differentiate are clear, the risks of falling behind have never been greater. Brands that adapt now will be well-poised to rule their respective markets now and in the future.





TREND

Marketing content creation rises 54.4% as brands race to meet shifting buyer demands

Marketers using IntelligenceBank uploaded a whopping 2.1 million assets last year, averaging 5,250 unique assets per marketing team, a 54.4% increase year-over-year.

This may come as a surprise given headlines citing marketing budget pressure worldwide. While marketing budgets are no doubt under increased scrutiny, investment into content creation is increasing across many sectors. Examples of leading indicators and industry predictions include:

- **92%** of brands will increase investment in content creators (AdWeek)
- **78%** of marketers are integrating AI into their marketing workflows (Content Marketing Institute)
- **79%** of marketers report that using AI tools have boosted their return on ad investment (BrightBid)
- **40%** the observed decrease in time for workers using generative AI to complete tasks while increasing output by 18% (MIT)
- **69%** of organizations will increase investment in video (Content Marketing Institute)
- **75%** of marketers reported increased investment in AI-related technologies, much of which linked to content development (B2BReviews.com)
- **\$4B** in annual podcast revenues expected by 2025, up from \$1.8B (HollywoodReporter.com)

Best practices

- 1. Brands must publish or perish.** In January 2024, Google finally did something they had been talking about for years – eliminating third-party cookies (or at least a portion of them). For years, the company floated various proposals to give marketers other ways of tracking user behavior and interest. Instead, it has rolled out the Privacy Sandbox for Developers. Whether companies will be able to use it to their advantage is unclear, but three things are certain:
 - a. Brands need to behave like publishers, offering content that is both helpful and entertaining in order to better engage buyers.
 - b. Companies will no longer be able to rely on third-party cookies to understand buyer behavior and purchase intent.
 - c. Marketers increasingly need to track buyer and customer behavior with first-party cookies and other means.
- 2. Brands must either add value or be entertaining.** For years, top brands have thrived on educational marketing that can help their buyers be healthier, wealthier and more successful. That type of thought leadership has been a natural fit for brands segueing into podcasting. But for a few weeks in 2023, one of the world's top business podcasts wasn't a talking head interview format. Instead, it was a series called "Murder in HR" – a fictional murder mystery starring Kate Mara and Brett Gelman. Financed by Gymcast, the series featured prominent brand placement by the company to great success, showing brands that even B2B content doesn't have to be boring to work.
- 3. Brand must build for voice-based search.** Headlines declaring the death of SEO have been around since the 2000s. First, paid search was seen to be killing it off. Then, mobile phones with apps were poised to destroy online search. Next, it was ChatGPT. Surprise: according to Forbes, 1 billion voice searches are now conducted globally every month, increasing the need for answer-based website content.



TREND

AI-assisted marketing workflows increase productivity



Marketers using IntelligenceBank increased AI-generated tag usage by **117% year-over-year**. Considering that the average marketing team uploads more than 5,000 assets per year to the platform, you can imagine how much time the addition of AI-centric metadata is to helping marketers categorize, locate and leverage assets.

Auto-tag generation is just one method marketers are using to increase productivity.

- **80%** of creative talent will use GenAI daily by 2026, allowing for more strategic work, resulting in increased spending on creative (Gartner)
- **69%** of marketers believe that those in the profession who use AI will replace those who don't (SOCi Inc)
- **75%** of B2B marketing managers report increased AI marketing spending (Content Marketing Institute)

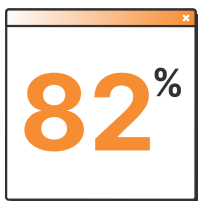


- **Employ an AI-first content ideation policy.** Often, generative AI tools can be just as effective as a team brainstorming session (and faster).
- **Use AI for automated video transcription and close-captioning.** Videos aren't just for social media platforms. Transcriptions can be effectively leveraged for web-based content as well.
- **Use object recognition to increase productivity.** Auto-tagging media assets and images is critical to quickly organizing digital assets and team productivity. This includes auto-detection of content, places, things and more.
- **Use facial recognition to increase productivity and reduce liability.** Deploying facial recognition within a digital asset management platform helps marketers manage:
 - **Talent rights.** Quickly identify photos that need to be removed from public content, saving hours over manual searches while reducing risk.
 - **Company leadership changes.** Locate company leadership photos that need to be updated or changed.
 - **Theme and context-based assets.** Search objects or themes in imagery that can be deployed in context-specific content, such as websites, collateral or ad campaigns.
- **Data analysis.** AI search allows marketers to upload truly huge PDF documents and ask questions, fast-tracking the understanding and analysis of highly detailed information.



TREND

Video content creation skyrockets while AI creates unprecedented opportunities and potential risks



A whopping **82%** of marketing teams using IntelligenceBank uploaded video to the platform in the past year. On a platform that was founded in 2009, a staggering 44% of all videos on the platform were uploaded within the past 12 months – a clear sign of just how much momentum video has with marketers.

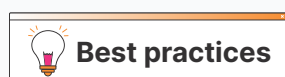
- Video content on Instagram posts generated an average of 150 comments vs 65 for image posts (Mention)
- Video content on LinkedIn is shared 20x more than any other post (LinkedIn)
- Despite being outlawed in some markets, teenagers in the U.S. spent 120 minutes a day on short-form video app TikTok in 2023, up from 113 minutes in 2022 (Qustudio)

AI-created video: An opportunity that demands caution and regulatory monitoring

We're all familiar with deep fake AI videos, but many marketers are unaware that the ability to produce videos, trained on real humans yet generated by AI, has become affordable. If you haven't already, expect to start seeing brands – and even people in your network – deploy video using avatars instead of humans.

Multiple platforms enable users to turn text into a professional video with a wide variety of backgrounds and avatars, and they're being used by big brands. While not yet a replacement for high-end, truly resonant entertainment, videos that once cost thousands of dollars and took weeks to complete can now be completed in hours.

This breakthrough hasn't gone unnoticed by regulators. In the U.S., the White House announced that The Department of Commerce will develop guidance for content authentication and watermarking to clearly label AI-generated content. Similarly, the Australian Industry and Science Minister has announced that companies could be asked to watermark or label AI-generated content in addition to other potential guardrails.



- **Increase video content in social channels.** Your Instagram, LinkedIn and Facebook engagement will rise accordingly.
- **Leverage AI-powered video transcription into web content.** When possible, turn webinar and podcast transcriptions into web content to drive more eyeballs to your website. Don't forget existing video content you have in your bank of assets.
- **Establish trust by disclosing AI-based video.** According to iStock, 98% of consumers agree that 'authentic' images and videos are pivotal in establishing trust. This year, businesses should focus on visual storytelling that emphasizes relatability with visual narratives that feel real and true. If you're using avatars that look like humans, consider disclosing their use up front.
- **Don't wait for AI video regulations.** According to Gartner, 60% of CMOs will adopt measures such as content authenticity technology, enhanced monitoring, and brand-endorsed user-generated content to protect their brands from widespread deception unleashed by GenAI.
- **Optimize video length for each channel and audience.** According to Piktochart research, this is how long videos for major social channels should be:
 - TikTok: 10 to 15 seconds
 - YouTube: 5 to 15 minutes
 - Facebook: 30 to 90 seconds
 - Instagram video length: 30 to 45 seconds
 - LinkedIn video length: 30 seconds to 5 minutes



TREND

Content technology spending increases

5.7%

While marketing budgets in many sectors remain under pressure worldwide, brands are spending on content marketing technology. Although only a portion of content creation is tied to ad spend, growth forecasts from Magna, Dentsu and GroupM, predict a **5.7%** on average jump compared to 4.7% in 2023 (Forbes).

- 59% of technology decision-makers anticipate an increase in DAM technology budget (Forrester)
- 56% growth in searches for digital asset management (DAM) software over the past decade (Google Trends)
- 45% of marketers say they are likely to invest in new content technology spending in 2024 (Content Marketing Institute)
- 30% of enterprise companies use creative templates to accelerate content workflow (IntelligenceBank)

The need for productivity and accuracy at scale using creative templates

This jump in investment will also certainly be tied to a need to increase productivity within marketing teams. Case in point: Tabcorp, one of the largest gambling and entertainment companies in the world, balances a high volume of marketing content productivity with strict regulatory compliance guidelines. Doing both fast is no easy feat. But using IntelligenceBank, the leading digital asset management and marketing operations platform, Tabcorp recently created 9,500 campaign assets in 10 weeks within the Spring Racing season with just a handful of graphic designers – (and zero errors).

“What used to take up to 7 to 10 days now takes 20 minutes”

TAB Chris Yates, Senior Manager, Marketing Operations, Wagering and Media.

Tabcorp’s Spring Racing Carnival Campaign in Numbers

6
Graphic Designers

9,500
Assets

10
Weeks

0
Errors

Best practices

- Reduce asset duplication and production
- Route content requests through a centralized intake form
- Centralize digital assets in one area for internal and external partners
- Standardized creative briefs
- Streamlined content approvals



TREND

Content marketing workflow reports gain traction

Increasingly, marketing teams using IntelligenceBank exponentially increased their usage of advanced reporting around workflow metrics to gain improvements around campaign go to market. These enable leaders to visualize marketing workflows, identify process bottlenecks and areas for improvement. Without content workflow reporting, such as IntelligenceBank's Smart Reports; improving productivity can be a difficult task.

A few benchmarks from our analysis of customer data across industries:

- **1 hour:** average time to approve a Master Creative Brief
- **78%:** percentage of marketing assets that are approved
- **3 hours:** median time to approve assets
- **40.4 hours:** average time to approve both a campaign and task brief when they are linked
- **66.8%:** percentage of approved assets that are JPEGs. PDF files made up 8.1%, PNG files represented 5.4%, TIFF files 3.5% and mp4 files accounted for 2.2%.



To ensure your campaign go to market process is as efficient as possible, it's important to have visibility on critical functions in order to improve over time.

- 1. Approval requests.** Understand the number and types of marketing and content approval requests being made.
- 2. Approval status.** Understand the proportion of approvals that are currently approved, pending or declined.
- 3. Time to approval.** Understand how many days it takes for different types of content to be approved.
- 4. Overdue approvers.** Understand which approvers may be creating bottlenecks in processes.
- 5. On time workflows.** Understand the percentage of workflows that are completed on time.
- 6. Types of brief.** Understand the volume of different types of briefs that are being submitted.
- 7. Logins by month.** Understand who is accessing assets and following correct processes.
- 8. Most viewed pages.** Understand which assets are used by your team the most.
- 9. Briefs that could include automated disclaimers.** Percentage of briefs that require disclaimers.



TREND

Unprecedented regulatory penalties upend marketing budgets and trigger tighter processes

784

Federal and state agencies that regulate advertising and marketing in the United States, Europe and Australia have drastically stepped up efforts to enforce compliance across multiple industries. In particular, the Securities and Exchange Commission (SEC), The Federal Trade Commission (FTC), the Financial Conduct Authority (FCA) and the Australian Competition and Consumer Commission (ACCC) have become particularly active. In 2023, the SEC alone filed **784 enforcement actions**, obtained orders for nearly \$5 billion in penalties and distributed a substantial amount to harmed investors.

Examples across regions and industries:

- 1. Crackdown on social influencers.** A new ACCC sweep reviewed influencers across seven sectors. A whopping 96% of fashion influencers and 73% of gaming and technology posts were deemed to have not made proper disclosures.
- 2. New 'consumer duty' rules enacted for retail banking.** Europe's Financial Conduct Authority rolled out new guidelines that are making a huge impact on the way financial services marketers describe their services to ensure the public isn't being ripped off.
- 3. U.S. Department of Education (DOE) deceptive marketing fines.** Following years of going after private higher education institutions in the U.S. the DOE fined Grand Canyon College \$37 million for deceptive marketing.
- 4. FTC challenges 'FDIC Insured' claims.** Ads claiming that Metropolitan Commercial Bank would insure up to \$250,000 for a crypto firm were deemed false by the FTC, resulting in Voyager and its affiliates to agree to a \$1.65 billion dollar settlement.
- 5. SEC enforcement of the updated 'marketing rule.'** In 2023, the SEC charged nine investment advisors for advertising "hypothetical performance to mass audiences on their websites without having the required policies and procedures," costing the investors \$850,000. Separately, Titan Global Capital Management USA LLC paid over \$1 million to settle charges that it violated the marketing rule. In addition, changes to the SEC 'Marketing Rule' require that 80% of a fund's portfolio matches the asset advertised by its name. The rule appears intended to reign in funds that have tried to exploit investor interest in environmental, social and governance (ESG) with names that do not accurately reflect its investments or strategies. Seek detailed information at [FTC.gov](https://www.ftc.gov).
- 6. Rising federal false advertising penalties.** Adjacent to Financial Services, the FTC's fines for false advertising in 2023 included a huge \$141 million dollar decision against Intuit for marketing usage of the term "free" in its TurboTax software.

How companies demonstrate marketing compliance

With so many regulations to consider across industries, it's nearly impossible to manage marketing workflow in a spreadsheet and be simultaneously productive and compliant. Using a system of record like IntelligenceBank, brands can demonstrate marketing compliance through a combination of proactive approval measures, content automation and reporting.

These are a few of the ways IntelligenceBank customers use the platform to help ensure marketing compliance.



Automating and standardizing disclaimers

IntelligenceBank’s Disclaimer Engine reduces the risk associated with marketing errors by standardizing legally approved disclaimer language. This tool enables the generation of legally approved disclaimers, aligning with criteria established in collaboration with your Legal team.

- Eliminate the need for individual Legal review and approval of disclaimers for each creative asset; instead, gain efficiency by approving disclaimer rules at the commencement of a campaign.
- Enhance production speed by automatically incorporating disclaimers into every artwork piece within a campaign.
- Establish a comprehensive database of approved disclaimers and employ Creative Templates to swiftly integrate disclaimers into creative content.
- Address space constraints on digital banners with ease.
- Establish rules that automatically adapt the length of a disclaimer based on the channel in which it will be utilized.



Given our digital assets were held in many places which made rights management and brand compliance difficult to manage, we realized it was vital to establish a central hub that would make it easy for all parties to access and share compliant content across our wide range of stakeholders.

Jonathan Goh | Automation and Audience Lead



Tracking critical content reviews and updates

The Content & Collateral Tracker ensures that critical information – pricing, product information, interest rates and more – are updated regularly and do not pose a compliance threat.

This tool makes it easy to assign webpages, documents, promotional material and other assets to specific reviewers, set review cycles, and get alerted when a review is due. Marketers can then collaborate with colleagues to make changes and upload the latest approved version to be reviewed again. A dashboard empowers team members to monitor progress and activity.

The screenshot displays a dashboard for tracking content reviews. It includes several key components:

- Review Status:** A green button indicating the review is "Completed".
- Review Cycle:** A large orange "90 Days" indicator.
- Reviewer:** The name "Jen Delgado" is listed.
- Reviewer Completion Date:** The date "9 July 2023" is shown.
- Review Completion Statement:** A checked box next to the text: "Review Completion Statement: I acknowledge I have reviewed the assets according to compliance requirements".
- Product Information Brochure:** A preview of a "Home Loans" brochure from Local Bank, featuring a couple sitting on a couch.



142,379 requests for asset approvals

were submitted through the IntelligenceBank platform in 2023

Streamlined content approval workflows

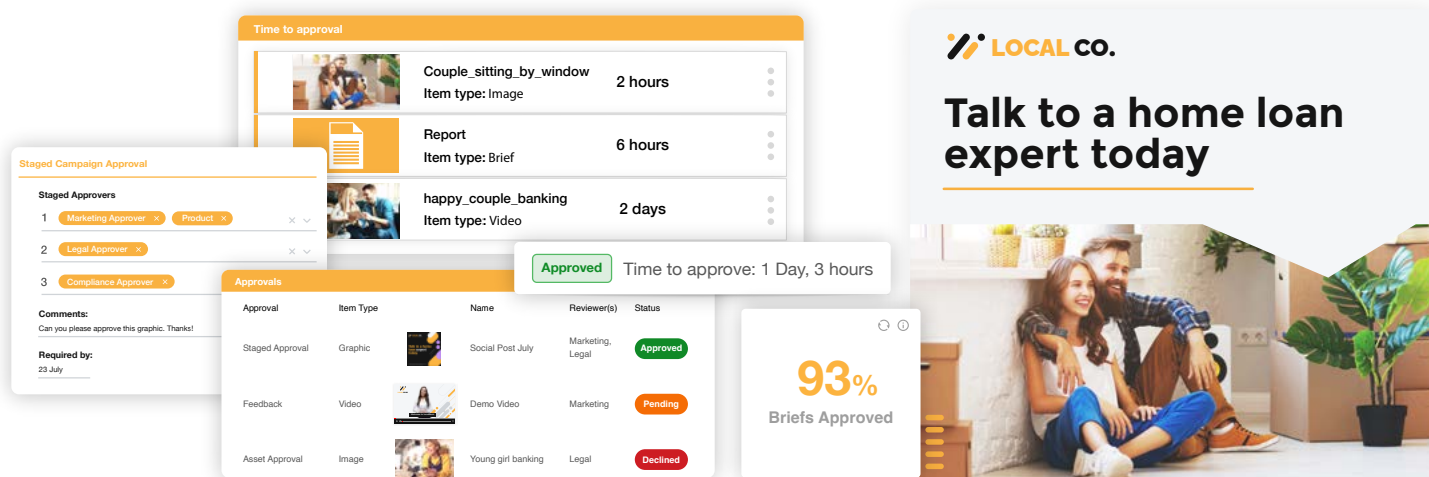
All too often, content that requires approval – especially from legal or compliance teams – ends up in email or other tools. Highly productive and compliant teams use a streamlined approval process such as the one in IntelligenceBank.

Customers using the workflow approvals tool are empowered to streamline their processes and gain enhanced visibility throughout the approval lifecycle. By transitioning creative approval requests away from email and onto a dedicated platform, users maintain a comprehensive record of all actions taken. The platform allows customers to configure approval workflows to align with their unique needs, supporting single, multi-stage, or conditional approvals.

Automation capabilities enable the implementation of workflows based on personalized conditions such as campaign type, stage, budget, or risk level. Users can customize approver roles and timelines, ensuring flexibility and control.

Access to approval history for any asset is simplified, eliminating the need to search through old emails. With a detailed record at their fingertips, customers can confidently review approver details, comments, and approval dates for any asset or brief. This approach not only expedites the approval process but also provides insights into potential bottlenecks.

Constant monitoring of individual and team performance, coupled with detailed reports, empowers users to identify and address issues efficiently while recognizing top performers.





A lack of a central source of truth saw time wasted with email chains, trying to find files and chasing marked up creative that was never actioned. We can already see an immediate reduction in complexity and confusion when it comes to content creation.

Emily Price | Creative Services Manager



Maintaining auditable activity visibility and history

Maintaining an audit trail is essential – and something that is nearly impossible to do in a spreadsheet or multiple systems you might use for asset storage, workflow and creative development.

IntelligenceBank maintains a complete audit trail of actions within the platform marketers use for workflow, markup, revision history, approvals, distribution and more, helping teams easily comply with banking and advertising regulatory requirements.

Such insights make it possible to remove blockers, optimize slow processes and also praise colleagues who are helping their peers get content out the door fast – legal and brand approved.

Standardized creative templates

Necessary compliance regulations can lead to decreased productivity. That's why most IntelligenceBank customers use standardized creative templates. Empowering users to produce brand-approved content at scale, the standardized content templates offer a streamlined process for creating multiple variations of assets. With the ability to automatically integrate disclaimers, approved imagery, product names, and locations into collateral through user-friendly drop-down lists, customers gain enhanced visibility and control over the content production process.

In addition, the product enables a broad spectrum of individuals to become content creators. Users can create templates, determine editable elements, and establish locked-down components, allowing anyone to generate their own brand-approved assets. This approach democratizes content creation, fostering a sense of empowerment among diverse users.

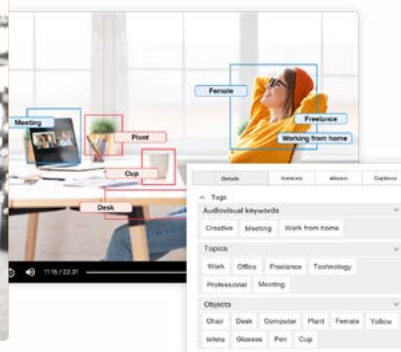
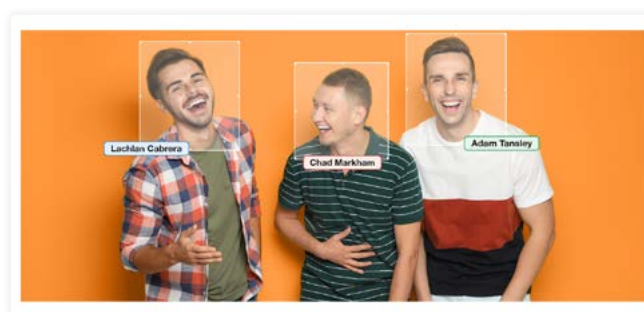
By facilitating small-scale design edits for a wider audience, the product provides more time for creative professionals to focus on impactful and meaningful work. This shift away from repetitive and time-consuming tasks allows the creative team to dedicate their efforts to endeavors that hold the utmost significance.



Using AI to help manage talent or content usage expiration rights

An important aspect of modern marketing in any industry is removing marketing content in which talent rights have expired or when internal advisors or executives are featured in marketing content, ensuring these people are still employed at the company. Integrating object recognition and face recognition into the same platform you use for marketing workflow and approvals (such as IntelligenceBank) can save untold hours.

For example, imagine a team member needs to explore whether an individual or a license image has been used across various mediums such as web pages, videos on various social platforms and more. A manual search might take hours or days. However, using object recognition tags and face recognition tags (auto-tagged using AI upon upload) makes the process of locating those assets incredibly easy.



Best practices

Regardless of your industry or marketing operations process, there are some inescapable core functions so ubiquitous that every team can benefit from automation. These automations not only increase efficiency and visibility, they mitigate costly compliance breaches.

- Democratize marketing compliance. Auto-generate fine print from pre-approved menu system. This not only speeds up the content production, but eliminates human error.
- Keep track of 'always on' content. Use a single centralized tool to track review dates for evergreen creative content.
- Streamline the approval process. Automate approval requests, set reminders and track comments.
- Generate a bank of creative templates. Customizable templates with locked off legal mandatories can be adapted by satellite teams to save, time, money and risk.
- Use AI to manage talent rights. Facial recognition helps ensure rights are accessible and adhere to.

The message is clear: with increased content demands, faster deadlines and pressure from regulators, now is the optimal time for marketers to leverage the tech capabilities available to them.

Thank you

