

What Happens When GOOD CONTENT GOES AWRY?

How does inconsistent, fragmented content impact sales teams and the customer buying journey?

Findings from Demand Metric's State and Impact of Content Consistency report found the following:



Content and the CUSTOMER JOURNEY

The typical customer journey has an average of **5-6 touchpoints**

Over **75%** of participants report **4 or more** touchpoints on the typical buying journey

20% of study participants reported **7 or more** touches

40% of organizations encounter content that is fragmented



As the number of touchpoints increases, so does the importance of consistency to create the best customer experience during the buying journey

The impact of CONTENT FRAGMENTATION



Sales and marketing content is fragmented when it is branded poorly, lacks key messages or expresses them incompletely, and/or is incompatible with other content assets.

90%

90% of participants affirm that content is important in creating a desirable customer experience

90%

Almost **90%** of study participants report that content measurably influences revenue

60%

60% of companies with consistent content say content meets buyer needs "well" or "very well"

15%

When content is fragmented, only **15%** of study participants say it meets buyers' needs well during their journeys

11%

When the content encountered during a buying journey is fragmented, its ability to impact revenue generation is diminished by **11%**



What causes CONTENT FRAGMENTATION?

Not enough data/measurements on content performance

41%

Not enough talent/resources

40%

No process for consistently producing quality content

40%

No formal standards in place

37%

No collaboration or alignment between sales and marketing

33%

Lack of systems or tools for producing content

23%

Other reasons

14%

COMMON FRICTION POINT: Content and Sales

66%

of companies lose sales when needed content isn't available

Over **25%**

of sales teams often or always create content without waiting for marketing to do it

55%

of sales teams often, or always ask for new or modified content

Only **13%**

of sales teams rarely ask for new or modified content

Content is more consistent when marketing responds quickly to content requests

2X

Content is **two times** more successful in addressing the needs of the customer when marketing is agile in responding to content requests

Content is **three times** more consistent when marketing is more agile in responding to creative requests

3X



Download the full report, The State and Impact of Content Consistency at <https://marcom.com/content-consistency-impact-report/>