

# Preferred Marketing CONTENT

**39%** of surveyed companies prefer:

## Video

Video will consume:


### 22%-60%

of TOTAL BUDGET\*



**39%** of surveyed companies prefer:

## Social Media



Social Media will consume:

### 26%-44%

of TOTAL BUDGET\*

**30%** of surveyed companies prefer:



## Webinars

Webinars will consume:

### 15%-38%

of TOTAL BUDGET\*

IN JUNE 2017, **10FOLD** sponsored a *Dimensional Research* survey that focused on how organizations will manage their content programs in the coming year. The survey reveals budgets, frequency, types, development and measurement strategies.

For the complete survey go to:

<http://10fold.com/tech-marketing-content-survey-download>

\* TOTAL MARKETING BUDGET

