

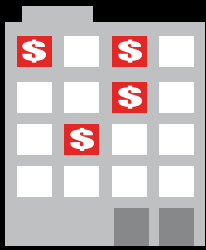
**76%**  
will generate  
**300%**  
more **CONTENT**  
in the next 12 months



# Trends in Company Spend for **CONTENT MARKETING**



**26%**  
of Smaller Companies\*  
Spend more than  
**\$100,000**  
on **CONTENT** creation



\*1-10 Million annually.



**42%**  
will spend more than  
**\$250,000+**  
on **CONTENT** in 2017

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>

