

# The Power of Content Marketing

Build Awareness. Generate & Nurture Leads. Engage Customers.



Content marketing has become a crucial element of any successful marketing strategy. Crafting an effective **content marketing strategy** can be challenging, considering numerous factors and variables.

## 8.6%

Content marketing represents 8.6% of **total marketing program spend** globally in 2024, maintaining its critical role in engaging audiences. <sup>1</sup>

## Why Content Marketing Still Works

Content marketing involves creating and sharing relevant, engaging content across channels to help buyers achieve their goals and encourage profitable actions.

By producing and sharing high-quality content, you can:

**Position your brand as a thought leader.**

**Build trust with your audience.**

**Enhance customer engagement and loyalty.**

**Generate & nurture leads for conversion.**

**Support other marketing efforts.**

## GenAI is Changing the Game!

Content marketing is poised to witness a significant impact from **Generative AI**. Productivity gains, AI Search Overviews, and campaign optimization for the most effective channels, messaging tone, and launch timings are just some of the use cases Generative AI has brought to the marketing function.

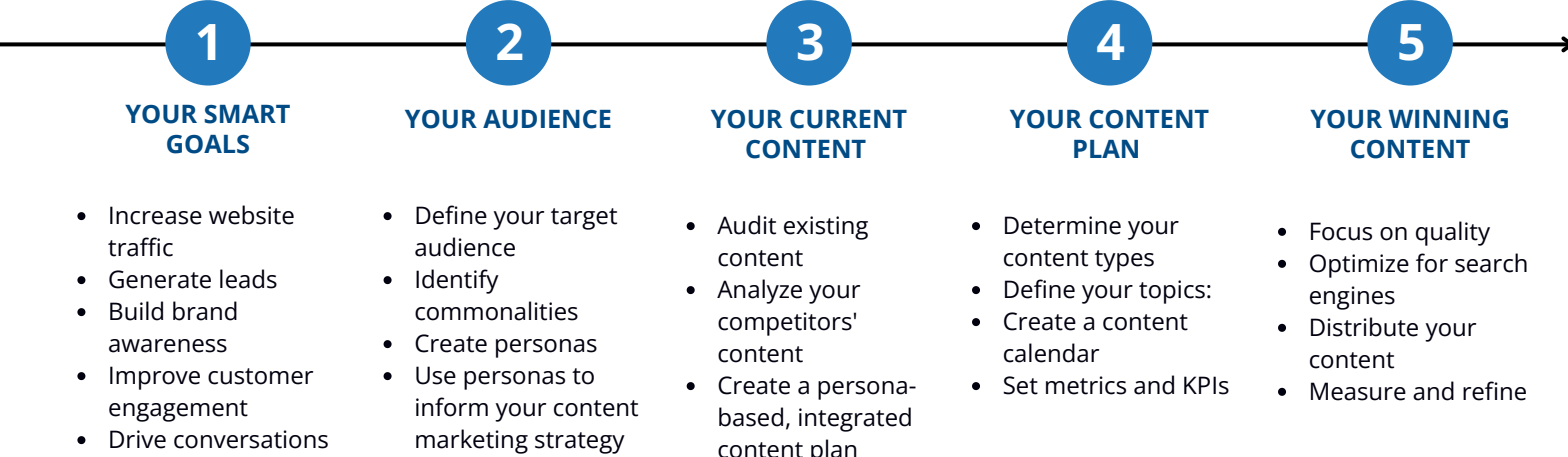
## 97%

of marketers are leveraging GenAI to support content marketing. <sup>1</sup>

Marketing leaders are already using GenAI in **content marketing for optimizing content quality, local context translation, derivative content creation, and dynamic SEO optimization.**

Furthermore, IDC predicts that by 2027, 45% of traditional business-to-business (B2B) lead and demand generation efforts in Asia/Pacific will transition to automated sensing, personalized engagements, and content creation, fast-pathing customers to transactional commerce. <sup>2</sup>

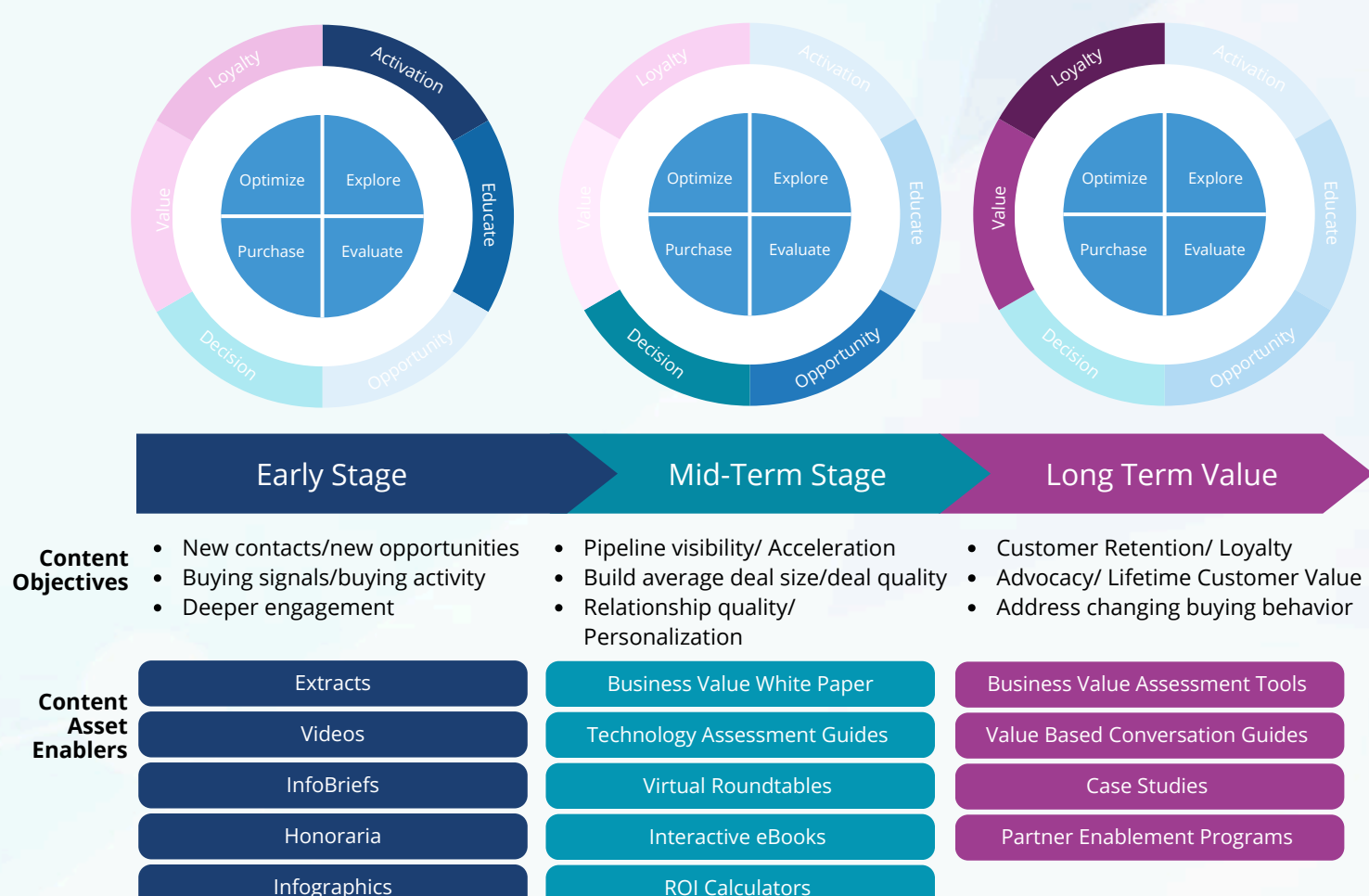
## Building a Smart Content Marketing Strategy



## Creating a Compelling Story and Get Noticed

At IDC, we believe that research-driven insights and customized content will make your brands, products, and services stand out from the competition. IDC's integrated, end-to-end content marketing services help brands position themselves as the preferred solution in today's hyper-educated buyer market and create compelling stories that complement your brand.

### Framework: Mapping Content Marketing to Stages in the Customer Engagement Lifecycle



Every **content plan needs a complementary promotion plan**. You can leverage your content marketing assets to promote on your own media channels, earned media platforms, paid media campaigns, and as a sales tool.



Sources:  
 1: IDC Tech Marketing Investment Guide for 2025 Planning: Benchmarks, Key Performance Indicators, and CMO Priorities, #US53128225, Jan 2025  
 2: IDC FutureScape: Worldwide Chief Marketing Officer 2025 Predictions — Asia/Pacific (Excluding Japan) Implications, #AP52471224, Nov 2024  
 3: IDC Whitepaper, Navigating GenAI Marketing: A Framework for Aligning Content Marketing with the Customer Engagement Lifecycle, Nov 2023  
 4: IDC Worksheet, Content Marketing Workbook for Tech Marketers, May 2023

## IDC Custom Solutions

**IDC's Content Marketing Services** empowers your technology marketing with global insights, trusted counsel, and quality content that helps strengthen your audience engagement and move your prospects and customers along the buying cycle.

Choosing a Trusted Third-Party Can Benefit Your Marketing Efforts in Several Ways. IDC creates custom research, which drives thought leadership messaging and assets to create awareness, lead generation, and sales and partner activation.

[Know More](#)

Have questions about our content marketing solutions?

Contact Us