

Original

[SCOTT ABEL](#) published FEBRUARY 25, 2016

Why (and How) Marketers Need to Become Content-Efficiency Experts

B2B firms in the United States alone spent more than \$5.2 billion last year on content creation efforts, according to a 2015 [survey](#) by Gleanster Research and Kapost. The same study found that the average mid-to-large B2B firm wastes 25 cents of every dollar spent on content marketing on [inefficient content operations](#).

That's a lot of wasted quarters.

Even if these numbers aren't exact, one thing is clear: Marketers have a tremendous opportunity to save money by improving their efficiency.

Consider these additional Gleanster findings. You've probably experienced these frustrations yourself.

- For firms investing in content marketing tactics, content marketing consumes almost two-thirds of their internal resources' day-to-day commitments.
- Despite the large commitment in time and money, B2B content marketers say their biggest challenges include their inability to meet deadlines (92%), redundant content creation efforts (90%), difficulties coordinating content creators (81%), and challenges repurposing content (64%).
- Size plays a role in inefficiency. The bigger the organization, the more likely it is to waste time and money performing unnecessary and redundant tasks.

The news is not all doom, gloom, and frustration. On the other side, Gleanster [found](#) that organizations that invest in streamlining and optimizing content marketing production **create twice as much content as their less-efficient competitors, and they do so 163% faster.**

In short, making your content operations more efficient isn't something to do someday. It's something that you – and forward-thinking marketers – need to act on today. Not only will you save time and money, but the steps you take also can improve the experience your customers have with your brand.

Edited

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~~Why (and How) Marketers Need to Become~~ [a Marketing Content-Efficiency Expert](#)~~s~~ [Save Resources and Improve the Customer Experience](#)

[Business-to-business](#) (B2B) firms in the United States ~~alone~~ spent more than \$5.2 billion ~~last year in one year on creating~~ content ~~creation efforts~~, according to a 2015 [survey](#) by Gleanster Research and Kapost. ~~Yet The same study found that~~ the average mid-to-large ([over 250 employees](#)) B2B firm wastes 25 cents of every dollar spent on content marketing ~~on inefficient content operations~~.

That's a lot of wasted quarters.

~~Even if these numbers aren't exact, one thing is clear:~~ Marketers have a tremendous opportunity to save money ~~by improving their~~[through](#) efficiency.

Consider these additional [frustrating](#) Gleanster findings~~:~~ ~~You've probably experienced these frustrations yourself.~~

- ~~For firms investing in c~~Content ~~marketing tactics, content marketing~~ consumes almost two-thirds of [daily their](#) internal [marketing](#) resources' ~~day-to-day commitments~~.
- ~~Size plays a role in inefficiency. The b~~[Bigger the organizations , the are more likely it is to waste time and money performing on unnecessary and redundant tasks.](#)
- ~~Despite the large commitment in time and money,~~ B2B content ~~marketers marketing say their biggest~~ challenges include ~~their inability to meet meeting~~ deadlines (92%), ~~creating redundant original~~ content ~~creation efforts~~ (90%), ~~difficulties~~ coordinating [with](#) content creators (81%), and ~~challenges~~ repurposing content (64%).

- ~~Size plays a role in inefficiency. The bigger the organization, the more likely it is to waste time and money performing unnecessary and redundant tasks.~~

~~But~~ the news is not all doom, gloom, and frustration. ~~On the other side,~~ Gleanster [also found](#) that organizations that [produce content efficiently](#)~~invest in~~

Final

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Become a Marketing Content Efficiency Expert: Save Resources and Improve the Customer Experience

Business-to-business (B2B) firms in the United States spent more than \$5.2 billion in one year creating content, according to a 2015 [survey](#) by Gleanster Research and Kapost. Yet the average mid-to-large (over 250 employees) B2B firm wastes 25 cents of every dollar spent on content marketing.

That's a lot of wasted quarters. Marketers have a tremendous opportunity to save money through efficiency.

Consider these additional frustrating Gleanster findings:

- Content consumes almost two-thirds of daily internal marketing resources.
- Bigger organizations are more likely to waste time and money on unnecessary tasks.
- B2B content marketing challenges include meeting deadlines (92%), creating original content (90%), coordinating with content creators (81%), and repurposing content (64%).

But the news is not all doom, gloom, and frustration. Gleanster also [found](#) that organizations that produce content efficiently **create twice as much content as their average competitors, and they do so 163% faster.**

In short, making content operations more efficient isn't something to do someday. It's something that forward-thinking marketers need to act on today. Not only will it save time and money, but the steps taken can also improve the customer experience.

Here are some beginning steps:

1. Identify discrepancies in customer-facing content.
2. [Collaborate](#) with other content-creating departments.
3. Move toward providing a "unified content experience" through the entire organization.