Content Marketing and Advertising Trends Amid the Pandemic

Most firms have made considerable adjustments to their digital advertising output, but many users still aren’t seeing relevant ads.

At the time of the survey (July 2020), 50% of respondents thought the pandemic would have a moderate long-term impact on their organization’s content marketing success. Only 15% felt it would be a major impact.

Of the 79% who have a content marketing strategy, 70% made major or moderate adjustments to their strategy because of the pandemic.

Use of social media advertising/promoted posts increased to 83% from 60% in the past 12 months (surveyed July 2020).

Use of search-engine marketing (SEM)/pay-per-click increased to 65% from 51%.

82% of advertisers have held back campaign launches, but 53% expect to resume or ramp up advertising spend in the summer.

Of the 79% who have a content marketing strategy, 70% made major or moderate adjustments to their strategy because of the pandemic.

82% of people feel negatively when seeing irrelevant ads (53% of whom feel extremely positive). 56% of people feel negatively when seeing irrelevant ads.

50% of people find that ads they’ve recently seen are relevant to their interests, but only 45% agree that these ads are relevant to their needs.

82% want to see relevant ads, but only 54% claim that the ads they see are relevant to their interests.

82% report feeling positive feelings when seeing a relevant ad (20% of whom feel extremely positive).

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Those who reported low levels of success said it was due to content creation challenges (56%) and strategy issues (51%).

60% 83% 51% 65%

SOURCES: ADVERTISER PERCEPTIONS, MARKETINGPROFS, DISQO, MOBILE MARKETER, SHAREABLEE

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