

2016 Content Marketing Playbook

Editor's Note: If you want your content marketing to take your business closer to its goals, it helps to have a game plan – a strategic selection of plays you can rely on to help you beat the competition and score points with your target audience. Each year, our Benchmarks, Budgets, and Trends research reveals which tactics marketers are currently using. And while it's clear that certain platforms and plays are likely to cycle in and out of popularity over time, we've noticed an alarmingly consistent trend that seems to impact nearly all of them: Content marketers are experiencing a large gap between using a tactic and getting effective results from it. The [Content Marketing Institute's](#) newest Playbook aims to help all content marketers better understand the value proposition of content marketing tactics and achieve greater success with their efforts.

2016 Content Marketing Playbook from **Content Marketing Institute**