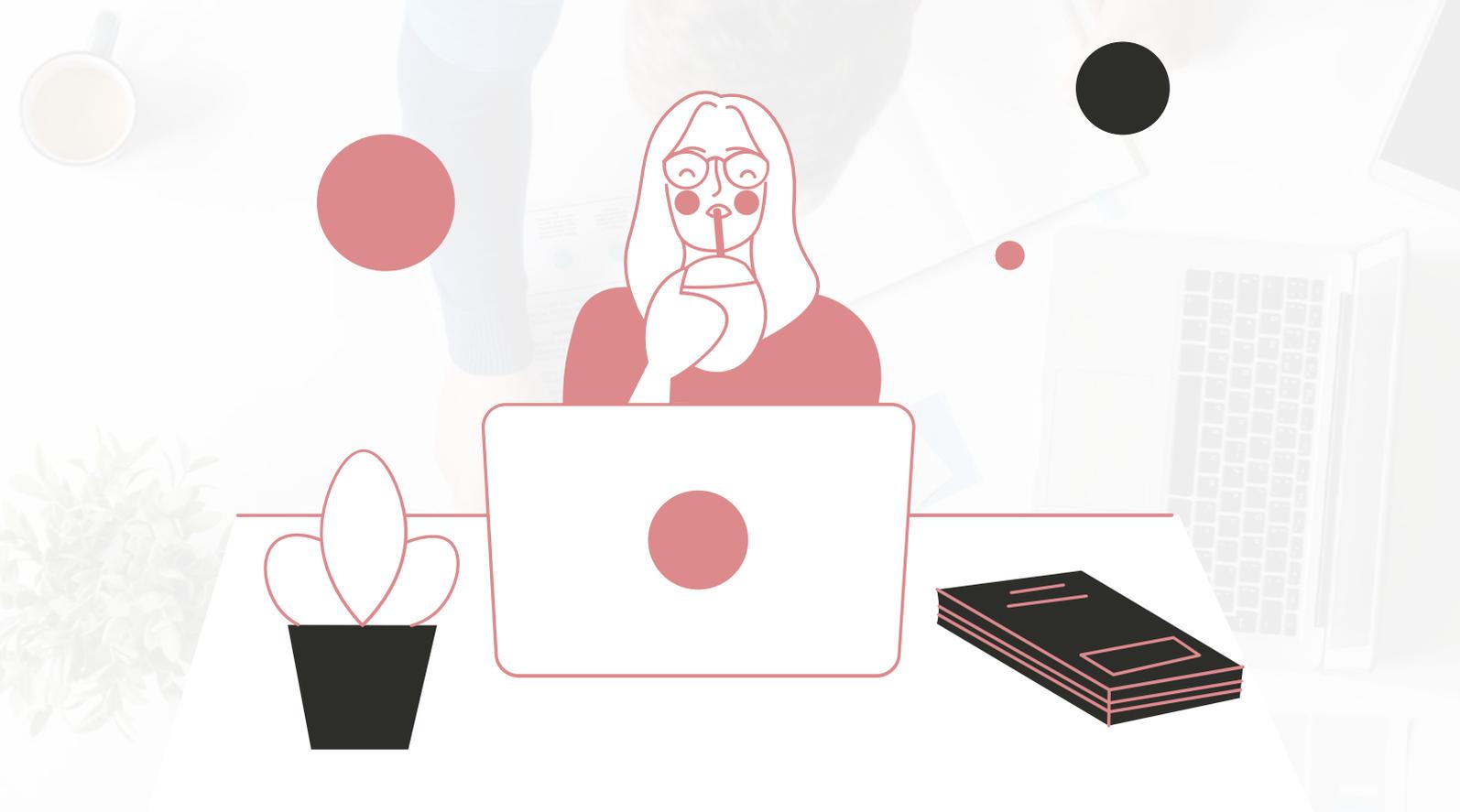


MIA

6:7 Your content strategy



**Research
Report
Snippet**

All insights provided are based on the recent MIA research report *Optimising "The Cost Of Digital Marketing For Businesses."*

Marketing In Asia

<https://mkt.marketinginasia.com/>

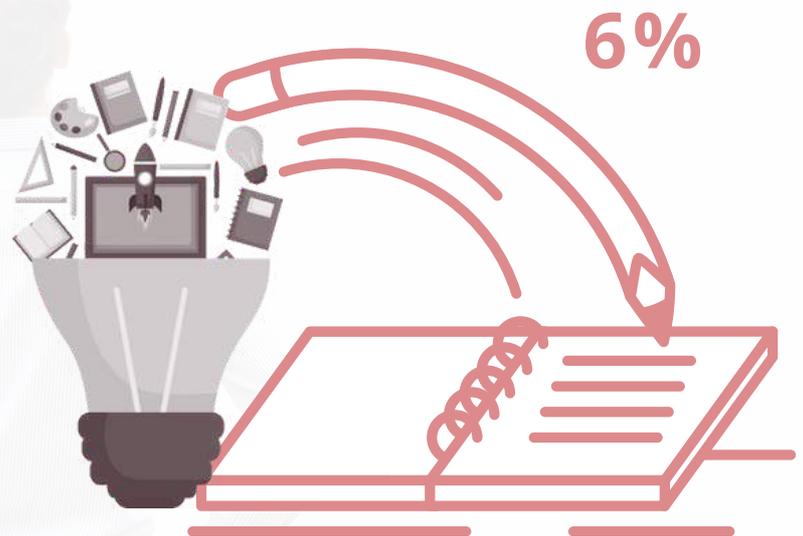
**93%****B2B marketers are using content marketing.**

It is therefore imperative to actively think about it and act accordingly.

What is 6:7?

On an average, a business spends up to 13% of its marketing budget on content marketing. Of which 6% goes to content creation and 7% is allocated for distribution.

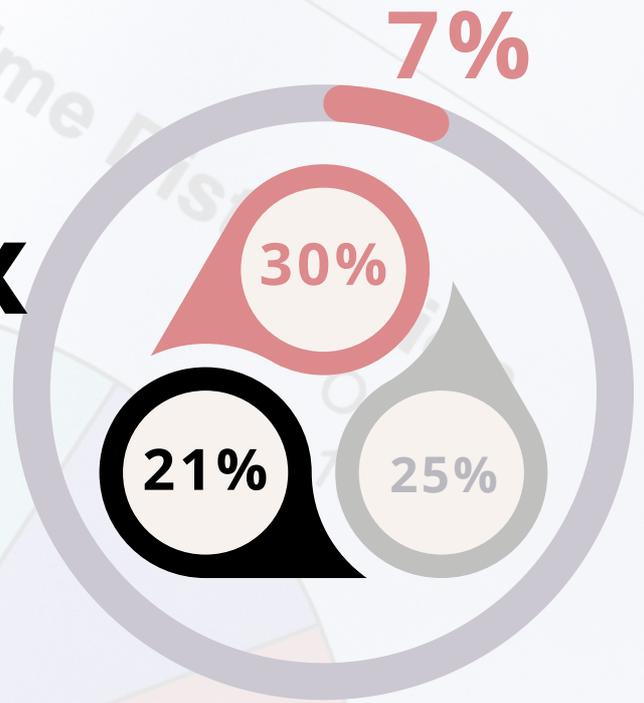
6:7, precisely what should be your content strategy.



The digital marketing mix

Content distribution is further divided into owned, paid and earned media. Naturally, so is the budget. As per industry standards, 30% is invested in owned media, 21% goes to paid media and 25% is allocated to earned media.

Another 30:21:25 strategy you can use in the future.



- OWNED MEDIA
- PAID MEDIA
- EARNED MEDIA

Breaking it down further

Owned media

Next step- bifurcate further the owned media budget. Allocate 13% for the website, 11% for email marketing & CRM and 6% for others.

- WEBSITE
- EMAIL MARKETING & CRM
- OTHERS

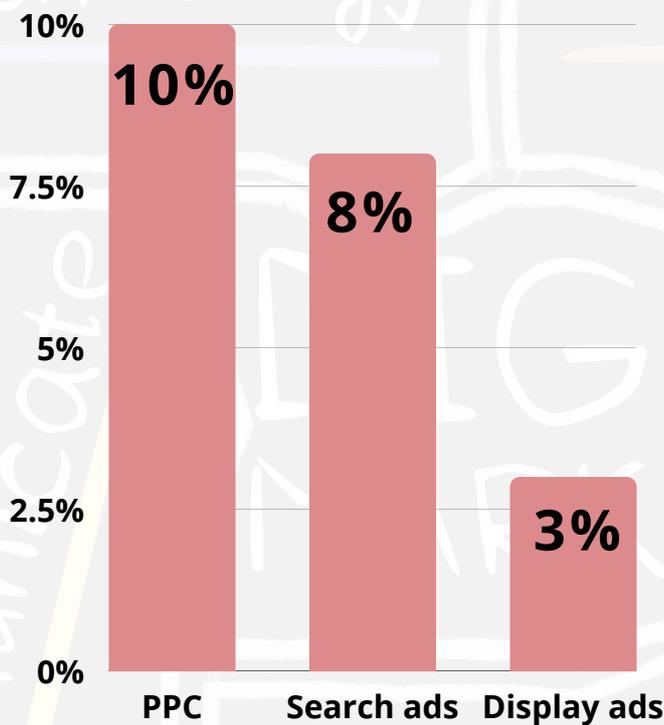


AVERAGE PERCENTAGE OF BUDGET ALLOCATED FOR COMPONENTS OF OWNED MEDIA

6%

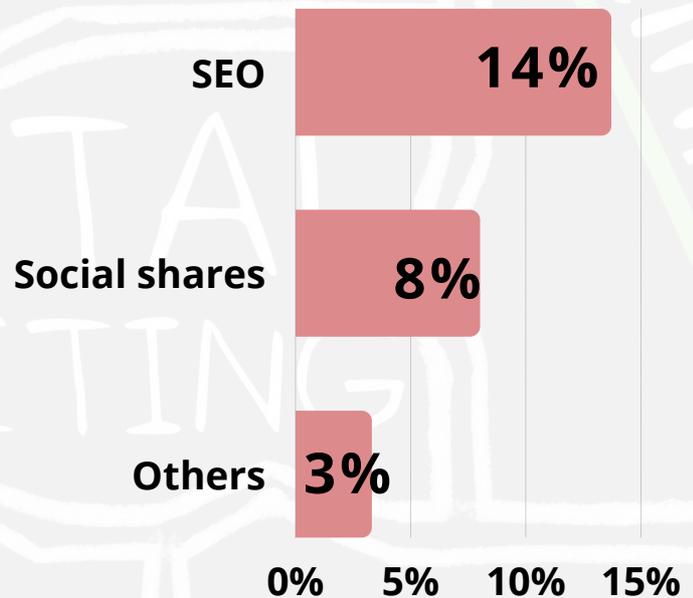
Paid media

Payment can come in various forms and typically means that you're charged every time someone clicks to view or read your content. It's often a Cost-Per-Click (CPC) model. Businesses invest 10% in PPC, 8% in Search ads and 3% in Display ads.



Earned media

Your content will get to the public more frequently when it's distributed through third-party sources such as press coverage, guest article contributions, retweets and shares, or product review, making earned media a crucial distribution channel with 14% invested in SEO, 8% in social shares and 3% in other methods.



Freelancers or Inhouse-choose your bid for effective cost optimisation.

Click [here](#) to know more.

Know, how has automation and marketing tools helped brands get leverage over their competitors. Access the case studies [here](#).

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