



state of content

report

2023



We surveyed **1200+** marketing and creative professionals from various functional and executive roles within the tech and consumer goods industries. The insights we gathered will help you leverage content's mission-critical role in navigating 2023's uncertain waters successfully. [Check out the highlights.](#)

ANZ based tech and consumer goods companies are investing in content creation, management, and distribution in 2023 to meet business goals and reduce costs. Content investments help maintain brand visibility, deliver value, build trust, and secure new keyword ranking and traffic. Failure to invest in content could disrupt brand momentum, risk losing customers, and impact profits.



76%

of ANZ based marketers consider investments in content creation, management, and distribution a tactical decision to safeguard their finances during uncertain times.

“It’s no longer okay to say that digital transformation is around the corner.

The digital reality is what we are living and teams are starting to look in the mirror and not love what they see.”

— Scott Brinker, Editor at [Chiefmartech.com](https://chiefmartech.com)



58%

of ANZ based marketers plan to reuse and repurpose content instead of creating bespoke new content to find cost efficiencies with content creation.

“We've learned how to go to market and promote our brand across all our platforms including socials, e-commerce platforms, and email marketing. We use Bynder to host our assets and share them as needed.”

— Leena Jain, CMO at Humanscale

68%

of ANZ based marketers consider creating consistent content experiences on all platforms their biggest content creation, management, and distribution goals in 2023.

72%

of ANZ based marketers plan to consolidate technology systems to find cost efficiencies with content creation.



To succeed in 2023, brands plan to focus on content and consolidate their martech stack around digital asset management (DAM) to streamline workflows, scale up content creation, and distribute content across channels and platforms.

[Read the full report](#) for more insights or

[Schedule a demo](#) with one of our experts.