

Marketing content automation takes the front seat—and drives new growth

January 2025

More content. More relevance. More speed. More impact. Today's marketers often find themselves juggling competing—and equally urgent—priorities. Consumers expect personally relevant, emotionally attuned and useful content that meets them where they are. Businesses need content that engages new leads, drives new revenues and cements long-term loyalty.

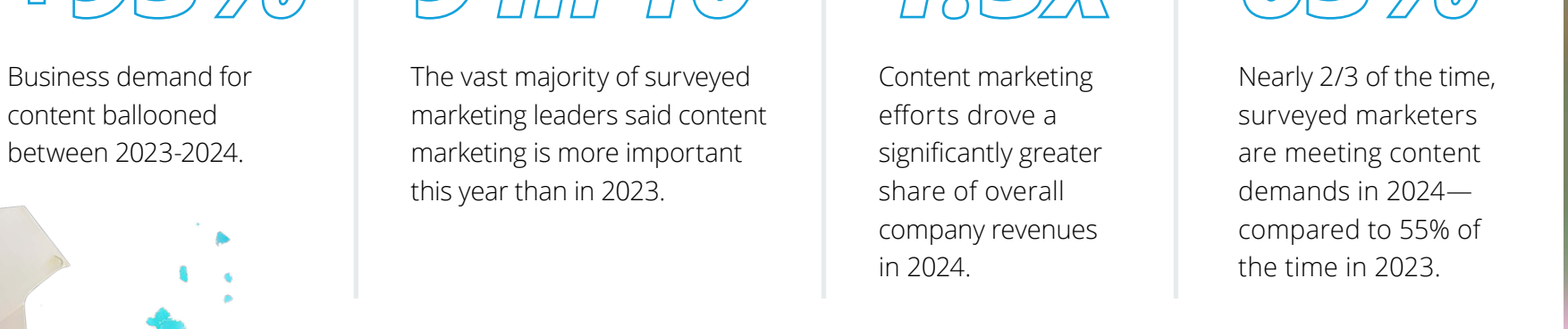
Marketing leaders recognize these expectations likely can't be met effectively or efficiently through traditional approaches to content production. New research by Deloitte Digital¹ reveals the strategies that are working—and the results that are being achieved—by today's innovative content marketing organizations.

Here are some key findings from our research.

Demand is up—way up

On average, responding leaders said content demands nearly doubled between 2023-2024. That's on top of a 55% increase the previous year. This skyrocketing demand is driven by a range of evolving factors, including the need for ever more relevant, accessible, personalized offers and messages.

It's also driven by opportunity. In 2024, surveyed marketing leaders estimate that content marketing efforts are directly responsible for 11.4% of company revenues—up from 8.7% in 2023. A key contributor to this improvement: Marketing organizations are meeting content demands more consistently than in 2023.



Meeting the moment through improved automation

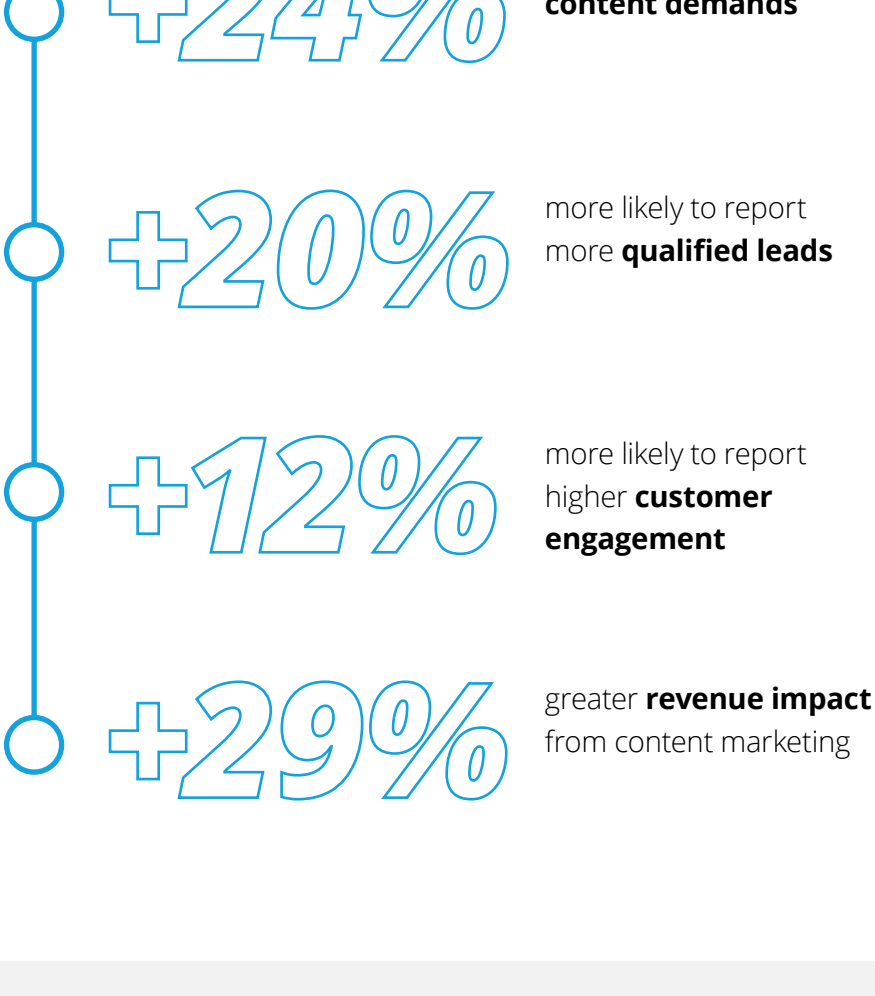
The modern enterprise content supply chain is complex—often with as many dependencies as the physical supply chains that businesses depend on for production and delivery of goods and services. Strategies for pricing and priorities need to be set and aligned across businesses and functions. Technologies need to be implemented and connected. Data about customers, products, pricing and availability needs to be cleaned, unified and made accessible. Talent and content resources need to be developed, managed and deployed where they can have the most impact. And processes need to be continually improved to amplify speed and efficiency.

To tame all this complexity and meet the growing demand for content, an increasing number of surveyed organizations are focusing on process automation. Those companies are meeting content demands more consistently and producing greater impact across a range of key success metrics.



Automating content operations, amplifying business results

Content marketing organizations with very high automation achieved significantly better results than organizations with low automation:



GenAI adoption slows—even as it demonstrates value

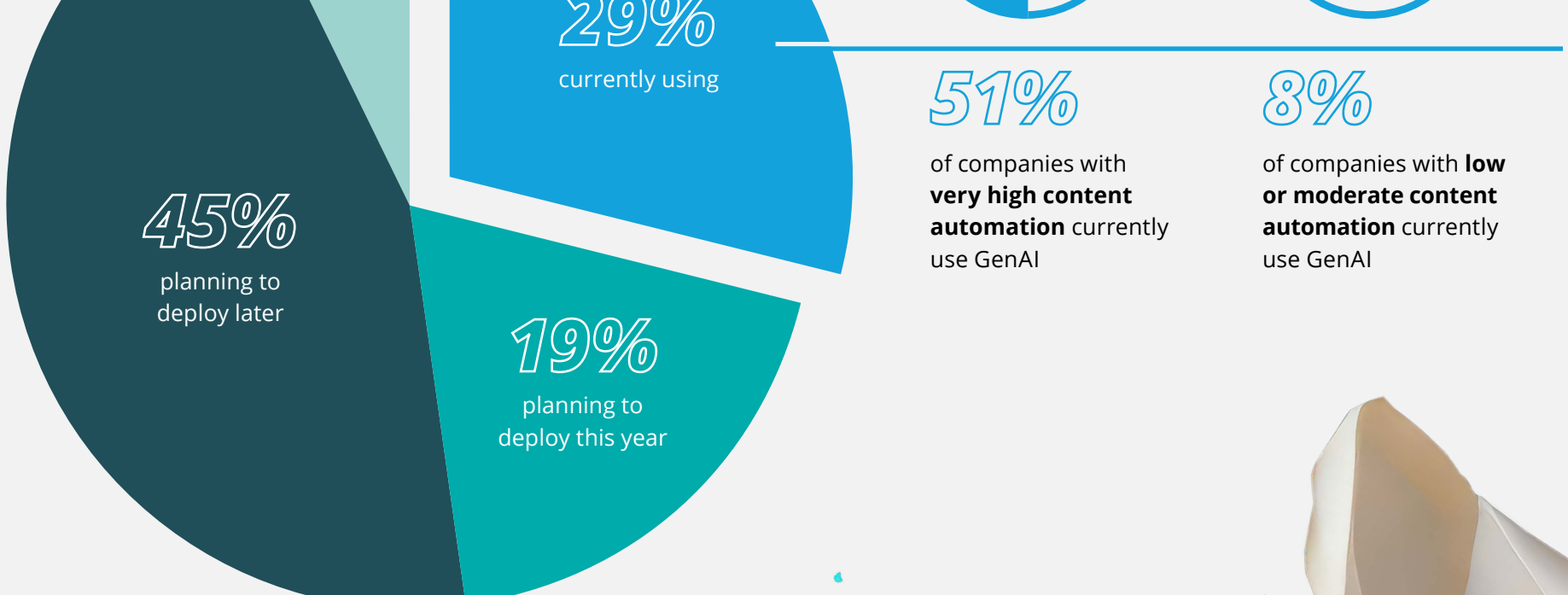
In September 2023, 26% of surveyed companies had already implemented GenAI in content operations, with an additional 18% saying they planned to do so by the end of 2023. For many in the latter category, those plans didn't materialize: In our September 2024 survey, just 29% of all respondents had already implemented GenAI.

Why did many delay their plans? Respondents cite diverse challenges, primarily around organizational readiness. When asked about current *concerns*, three in four companies

that hadn't yet adopted GenAI cited worries about change management. And when discussing current *obstacles*, 1 in 3 future GenAI adopters cited issues around integrating GenAI into existing systems and workflows, long implementation times and governance challenges.

For organizations that have surmounted those hurdles and integrated GenAI into their content supply chains, value has come fast, with respondents citing improvements in both efficiency and quality of content production.

Nearly one in three companies use GenAI in their marketing content supply chains



GenAI use cases evolve


In 2024, marketers shifted toward simpler and more collaborative use cases for GenAI. Here's what changed—and why it mattered.



Welcome to the Content [R]evolution

Leaders today recognize content marketing is a vital cornerstone for business growth. Companies aren't just talking the talk: From 2023-2024, content marketing budgets increased 15% and now account for a third of overall marketing budgets, on average. Across industries, the companies that apply content marketing resources smartly are driving powerful business results.

As you consider how to meet your own company's demand for content and opportunities for growth, consider the following questions.

- 
- 01 Do I understand my audience and how to reach them?
 - 02 What business outcomes do I want to achieve with my marketing content?
 - 03 Is my content effective (and do I have the right reporting set up to provide actionable insights to my stakeholders)?
 - 04 Do I have the right people and technology to manage my content supply chain?
 - 05 What are the biggest pain points in my marketing life cycle today—and what are the best ways to make those more efficient / seamless / better?

ENDNOTES

1. All statistics cited in this report are based on a blind survey conducted by Lawless Research on behalf of Deloitte Digital in September, 2024. Respondents included 650 leaders at US business-to-consumer and business-to-business companies with 100 or more employees and \$50 million or more in annual revenue. Respondents represented the following types of businesses: automotive, consumer goods / services, education, energy / utilities, financial services, insurance, health care, life sciences, hospitality, manufacturing, media / entertainment / publishing, real estate, retail, technology, telecommunications, travel, and transportation. All respondents were senior managers or above working in e-commerce, marketing and/or product marketing departments, with responsibility for one or more of the following: communications, content creation / marketing, and/or editorial / publishing.

ABOUT DELOITTE

As used in this document, "Deloitte" means Deloitte Consulting LLP, a subsidiary of Deloitte LLP. Please see www.deloitte.com/us/about for a detailed description of our legal structure. Certain services may not be available to attest clients under the rules and regulations of public accounting.

Deloitte provides industry-leading audit and assurance, tax and related services, consulting, financial advisory, and risk advisory services to nearly 90% of the Fortune Global 500® and thousands of private companies. Our people deliver measurable and lasting results that help reinforce public trust in capital markets, enable clients to transform and thrive, and lead the way toward a stronger economy, a more equitable society, and a sustainable world. Building on its 175-plus year history, Deloitte spans more than 150 countries and territories. Learn how Deloitte's approximately 457,000 people worldwide make an impact that matters at www.deloitte.com.

This publication contains general information only and Deloitte is not, by means of this publication, rendering accounting, business, financial, investment, legal, tax, or other professional advice or services. This publication is not a substitute for such professional advice or services, nor should it be used as a basis for any decision or action that may affect your business. Before making any decision or taking any action that may affect your business, you should consult a qualified professional advisor. Deloitte shall not be responsible for any loss sustained by any person who relies on this publication.

Copyright © 2025 Deloitte Development LLC. All rights reserved.

GET IN TOUCH

Jenny Kelly
Managing Director
Deloitte Consulting LLP
jkelly@deloitte.com

Kelly Guth
Senior Studio Lead
Deloitte Consulting LLP
keguth@deloitte.com

Rachel Whitt
Senior Manager
Deloitte Consulting LLP
rawhitt@deloitte.com