Where Does Content Ownership Sit Within Your Business?

Lionbridge

Where does content ownership lie within your organization? We teamed up with Econsultancy to **survey** industry leaders and mainstream brands—categorized by the level at which they measure content success—to learn more about how the two differ in their processes. Use this infographic to determine how your organization measures up based on our findings.

First things first, is there clear ownership within your business for internationalization of content?

Yes

No

60% of leaders strongly agreed to having clear ownership, as compared to only **14% of mainstream brands.**

Who in your organization is responsible for measuring the impact of content?

It's shared across functions, i.e. digital marketing, dedicated teams.

We have a single, dedicated business function.

Everyone in the business is accountable.

We have an agency/multiple agencies.

Leaders are more likely than their mainstream peers to say that all or most content is the responsibility of "a single designated business function" **(30% versus 18%).** Meanwhile, mainstream companies are more likely to say their content is shared across functions **(67% versus 54%).**

Where does content ownership currently sit within your business?

Analysts	Digital
Marketing	Local market
Brand marketing	Site editors
Product	Agencies
Content	C-suite

Leaders are twice as likely as mainstream companies to assign primary responsibility to analysts **(46% versus 23%)**, while mainstream companies are more likely—**by a small margin of 45% to 43%**—to assign responsibility to the marketing team.

"It's not just everyone in the marketing department who should own content, it's actually everyone in the whole company. Social media means that everyone in the business is a brand ambassador and everyone needs to be empowered to produce content that is in line with guidelines."

Alberto Viotto, Senior Director, Web Marketing and Strategy, DocuSign

The results are in: Which are you?

Does your organization emulate the practices of industry leaders or their mainstream counterparts? **Download the full report** for an even deeper dive into the characteristics that differentiate leaders from the mainstream.

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