

An overhead photograph of five people (three men and two women) sitting around a large wooden conference table in a meeting room. They are engaged in a discussion, with papers, a laptop, and a coffee cup on the table. Sunlight streams in from the left, creating strong shadows on the carpeted floor.

# 2019 DIGITAL MARKETING STRATEGIES

## Survey Summary Report

# TABLE OF CONTENTS

3. 2019 Digital Marketing Strategies
4. Top Strategic Priorities
5. Success of Strategy
6. Challenging Barriers to Success
7. How Budget is Changing
8. Priorities Versus Barriers
9. Tactical Effectiveness
10. How Effectiveness is Changing
11. Most Difficult Tactics
12. Resources Used
13. Effectiveness Versus Difficulty
14. About Ascend2 Research-Based Marketing
15. Ascend2 Research Partner Programs

## **Methodology**

*Ascend2 benchmarks the performance of marketing strategies, tactics and the technology that drives them with a standardized online questionnaire and a proprietary 3-Minute Survey format.*

*This survey was fielded to a verified list of marketing research subscribers.*



# 2019 DIGITAL MARKETING STRATEGIES

Prospects and customers are almost always online. And an effective digital marketing strategy provides the plan of action required to engage them.

## **Sounds simple, but what will an effective digital marketing strategy look like in 2019?**

To help you answer this question, Ascend2 and our Research Partners fielded the 2019 Digital Marketing Strategies Survey. We thank the 190 marketing influencers who responded to this survey during the week of October 1, 2018.

This Survey Summary Report, titled *2019 Digital Marketing Strategies*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

This research has been produced for your use. Put it to work in your own marketing strategy. Clip the charts and write about them in your blog or post them on social media. Please share this research credited as published.

### ***Survey Market Segments***

#### ***Number of Employees***

More than 500	26%
50 to 500	32%
Fewer than 50	42%

#### ***Role in the Company***

Owner / Partner / CXO	34%
VP / Director / Manager	51%
Non-Mgmt Professional	15%

#### ***Primary Marketing Channel***

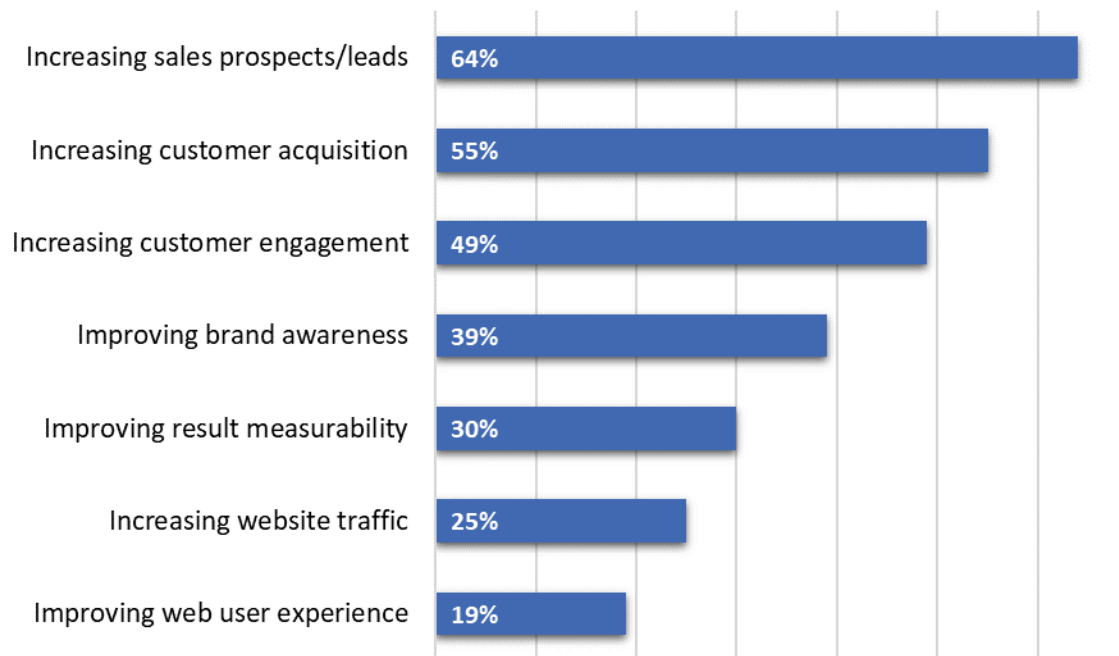
Business-to-Business	58%
Business-to-Consumer	19%
B2B and B2C Equally	23%



## TOP STRATEGIC PRIORITIES

Increasing sales prospects or leads, and acquiring more customers, will be top priorities for marketing influencers (64% and 55% respectively) in 2019. This emphasizes the importance of marketing's support of and alignment with the sales process.

What are the TOP PRIORITIES for a digital marketing strategy to achieve?

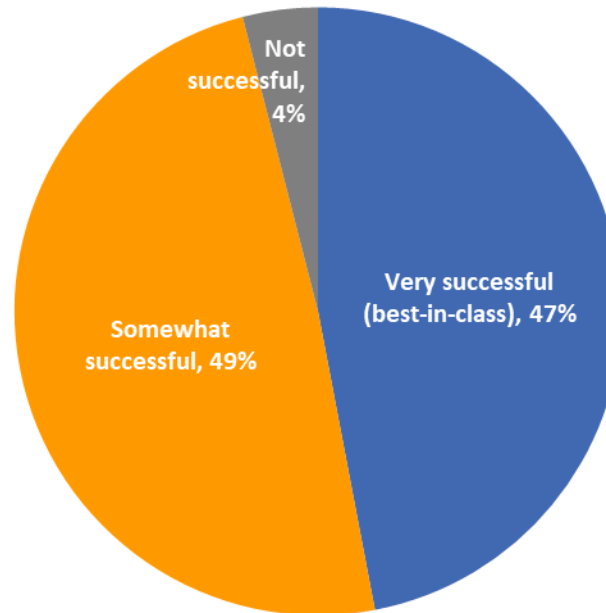




## SUCCESS OF STRATEGY

Nearly half (47%) of marketing influencers describe the success of a digital marketing strategy as very successful (or best-in-class when compared to competitors) at achieving top priorities, while approximately the same number (49%) consider it somewhat successful.

Which best describes the SUCCESS of a digital marketing strategy at achieving top priorities?

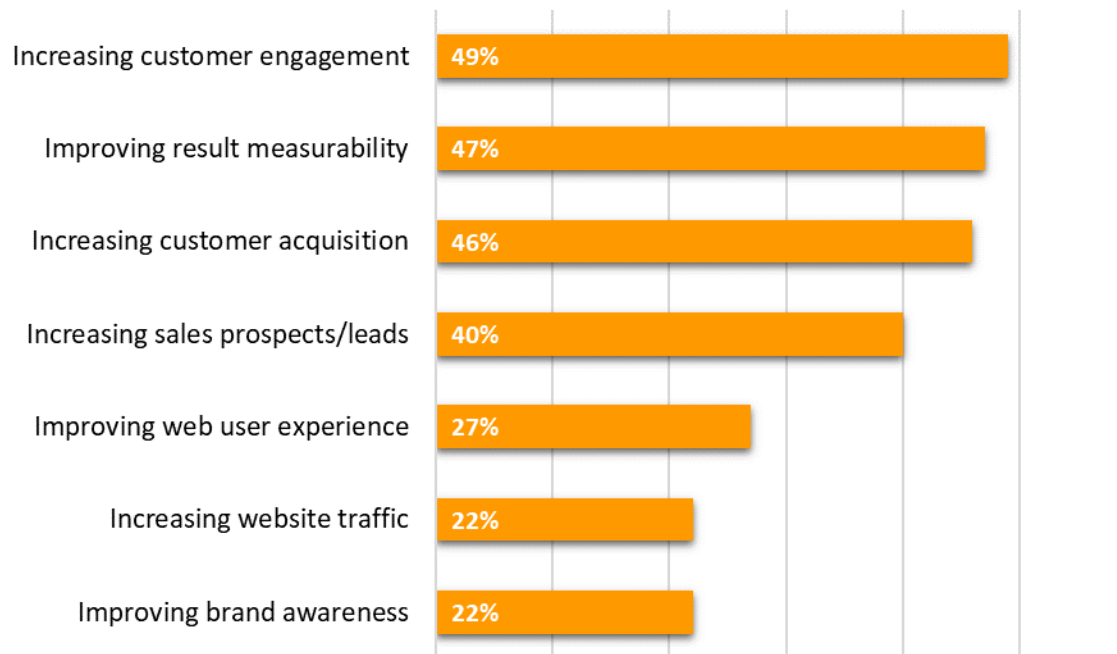




# CHALLENGING BARRIERS TO SUCCESS

Engaging customers online and measuring digital marketing results are challenging barriers to success for 49% and 47% of marketing influencers respectively. The sales-related goal of increasing customer acquisition is also a barrier to success for marketers.

What are the most CHALLENGING BARRIERS to the success of a digital marketing strategy?

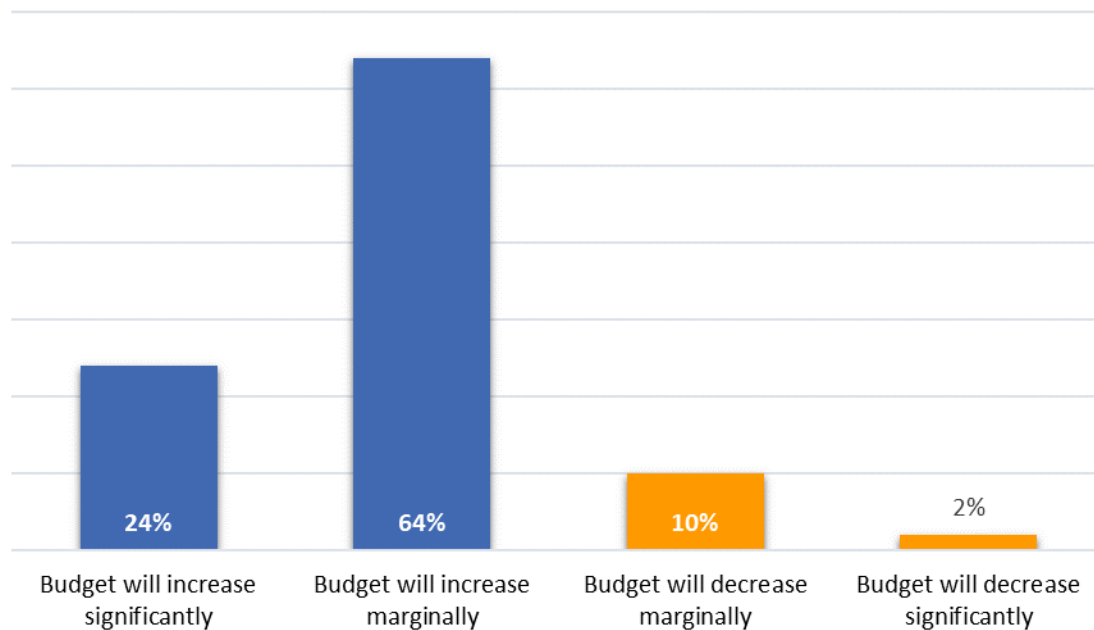




## HOW BUDGET IS CHANGING

With a total of 88% of marketing influencers planning to increase the digital marketing budget to some extent in 2019, the message is clear – companies are standing behind digital marketing.

To what extent will the digital marketing BUDGET change in 2019?



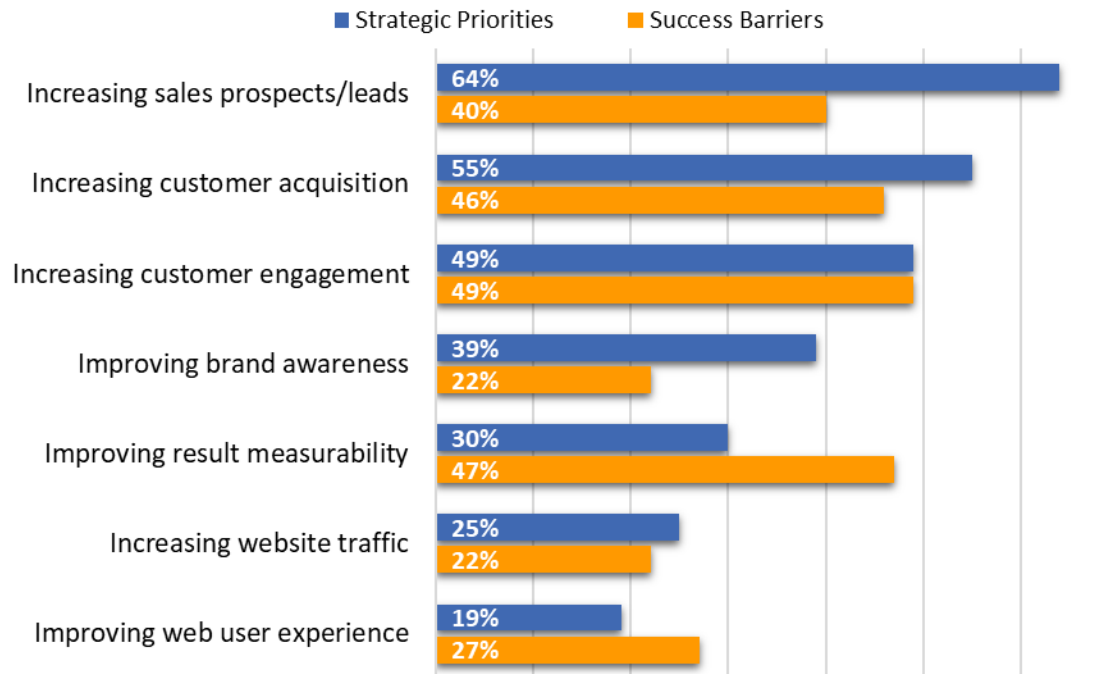




## PRIORITIES VERSUS BARRIERS

Analyzing the importance of top strategic priorities in comparison to the most challenging barriers to success provides a valuable perspective for developing a balanced and successful strategy for digital marketing in 2019.

Comparing top priorities and challenging barriers.



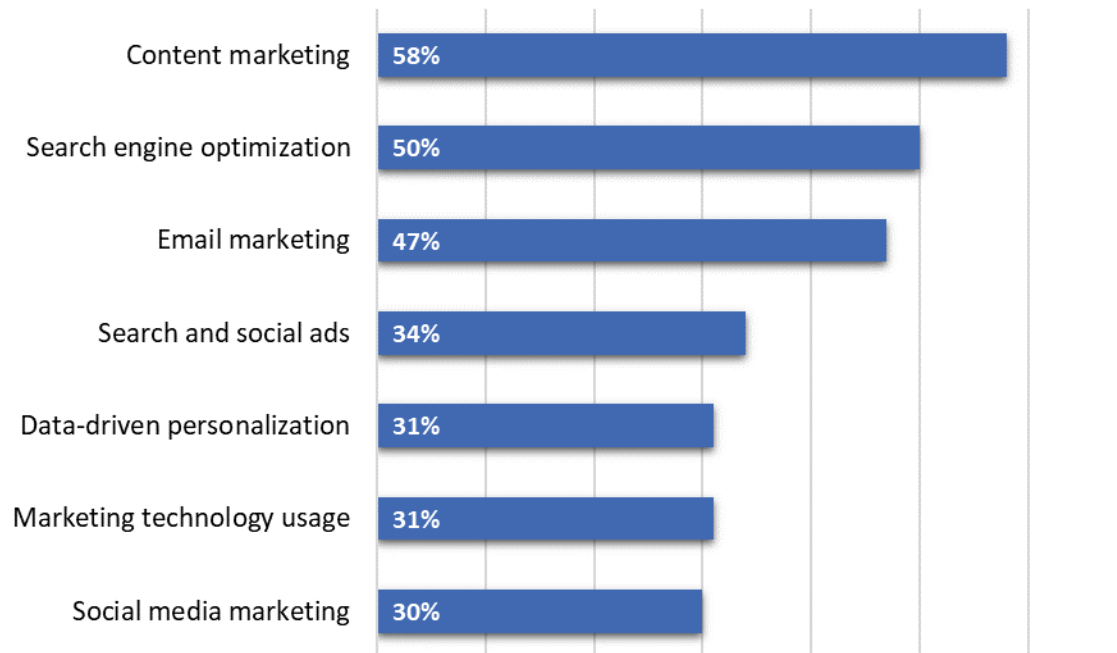




## TACTICAL EFFECTIVENESS

Content marketing is a most effective tactic for a 58% majority of marketing influencers, while search engine optimization and email marketing follow with 50% and 47% respectively.

What are the most EFFECTIVE online tactics used in a digital marketing strategy?

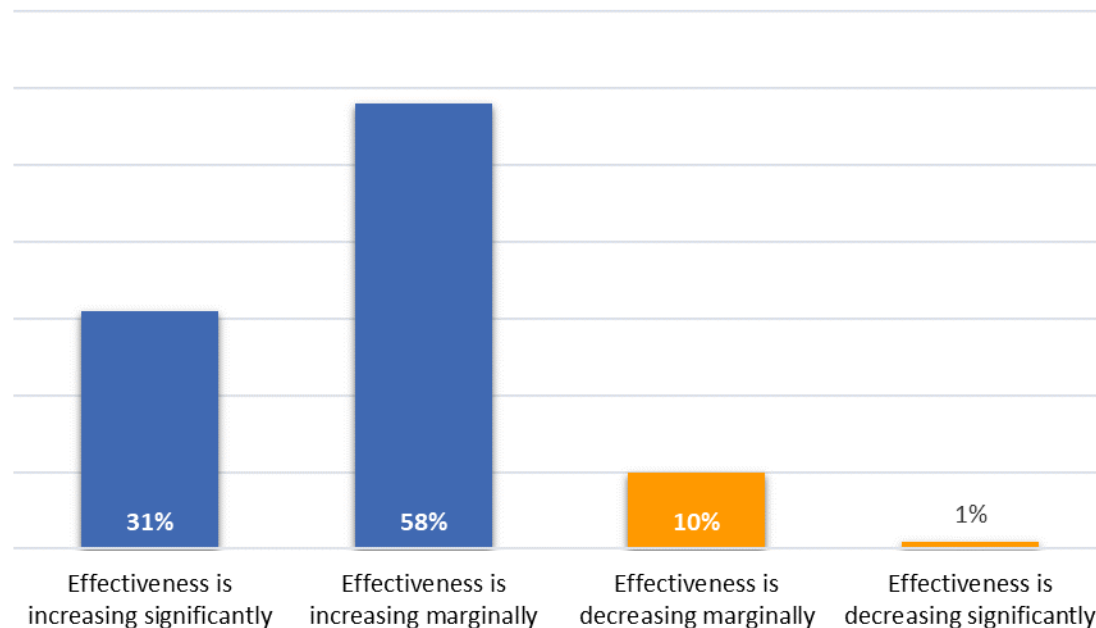




## HOW EFFECTIVENESS IS CHANGING

The effectiveness of online tactics is increasing for an impressive total of 89% of marketing influencers, with 1% of those influencers describing the increase in effectiveness as significant.

To what extent is the effectiveness of online tactics CHANGING?

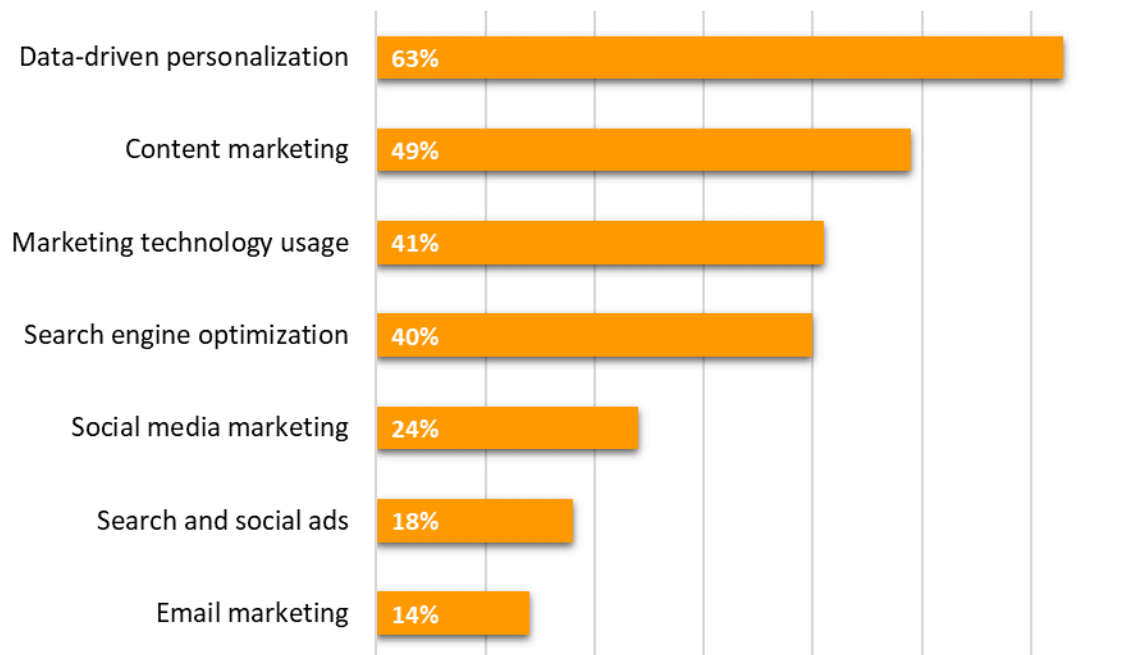




## MOST DIFFICULT TACTICS

Difficulty, which may be defined as the cost, effort and skill required to execute a tactic, often determines if a tactic will be included in a strategic plan-of-action. Nearly two-thirds (63%) of marketing influencers consider data-driven personalization a most difficult tactic to execute.

What are the most DIFFICULT online tactics to execute in a digital marketing strategy?

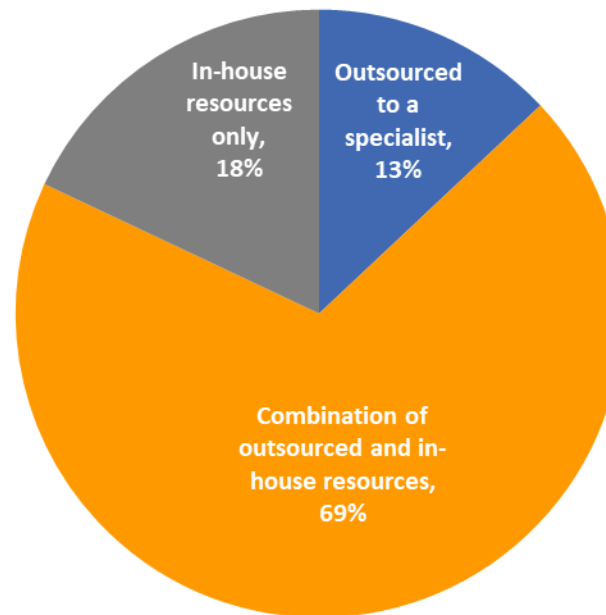




## RESOURCES USED

The more difficult tactics are to execute, the more likely companies are to outsource them. In 2019, a total of 82% of marketing influencers plan to outsource tactical execution to some extent, with 13% saying they plan to outsource their tactics only to specialists.

Which best describes the RESOURCES used to execute online tactics most effectively?







## EFFECTIVENESS VERSUS DIFFICULTY

A tactic that is far more effective than difficult to use (email marketing, for example), is more likely to be included in a digital marketing strategy than a tactic that is much more difficult than it is effective (data-driven personalization, for example).

Comparing tactical effectiveness and difficulty.



Marketing technology providers and digital marketing agencies partner with Ascend2 to supplement their marketing content, generate leads and engage prospects to drive demand through the middle of the funnel. Learn more about the research-based marketing innovations from [Ascend2.com](https://Ascend2.com).

Below are just a few of the leading marketing solution providers that partner with us on research-based marketing programs.



KOMARKETING

*As a marketing technology company, marketing media or agency, your prospective customers are marketing influencers with an interest in the facts about improving marketing performance.*

*Research-Based Marketing is a process we developed to generate leads using factual content of interest to your target audience, and nurture prospects to the middle of the funnel in the name of your brand.*



## Research Partner Programs

Research Partner Programs rapidly deliver content of interest to marketers, and a guaranteed number of leads and prospects to marketing solution providers, in these two simple steps:

**1. Choose marketing topics of interest to your audience.**

- Or create a survey topic of your own

**2. Choose an exclusive segment for the topics you choose.**

- Success Benchmarks
- Leadership Benchmarks
- B2B Benchmarks
- B2C Benchmarks
- Enterprise Benchmarks
- SMB Benchmarks
- Agency Benchmarks
- And more!

Learn more about Ascend2 Research-Based Marketing by calling 800-762-1595 extension 703 or visit [Ascend2.com](http://Ascend2.com).

A photograph of two people, a woman and a man, sitting at a wooden desk. The woman is leaning over the desk, looking at a laptop screen. The man is sitting next to her, also looking at the laptop. There are papers and a small potted plant on the desk.

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