2015 STATE OF DIGITAL MARKETING

Data Presented: Webmarketing123 State of Digital Marketing Survey
What percentage of your overall marketing budget goes to online marketing? (Vs. offline)

Almost half of marketers spend only 25% or less of their budget online.
Which of the following channels is a part of your digital marketing mix?

A whopping 93% of B2B marketers practice email marketing.
What is your biggest digital marketing challenge?

ROI trumps lead generation as the biggest B2B digital marketing challenge.

- 24% Proving ROI
- 8% Securing Budget
- 22% Producing Content
- 23% Converting Leads
- 23% Generating Leads
What is your biggest digital marketing challenge?

B2Cs struggle to convert leads to customers.

- 33% Converting Leads
- 27% Proving ROI
- 15% Securing Budget
- 12% Producing Content
- 12% Generating Leads
Which channel makes the biggest positive impact on revenue?

Nearly 1/3 of marketers don’t know which channel makes the biggest impact on revenue.

- 33% Not Sure
- 26% Email
- 17% SEO
- 15% Paid Search
- 5% Social Media
- 5% Display
Which of the following social media channels below have generated revenue for you?

LinkedIn is the best social channel for driving B2B revenue, while Facebook takes the cake for B2Cs.

- Facebook: 20%
- LinkedIn: 37%
- Pinterest: 3%
- Twitter: 19%
- Other: 12%
- Not Sure: 46%

A large percentage still don’t know if they generate revenue at all from social media.
Which of the following social media channels below have generated revenue for you?

Facebook: 56%
LinkedIn: 14%
Pinterest: 6%
Twitter: 23%
Other: 9%
Not Sure: 34%

*Respondents were asked to choose all that apply.

Despite the hype, just over 6% of B2C marketers have generated revenue from Pinterest.
Which of the following content marketing tactics do you use?

Video is the most widely used and the most effective content marketing tactic according to both B2B and B2C marketers.

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<th>B2B</th>
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<tbody>
<tr>
<td>eBooks</td>
<td>28%</td>
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<tr>
<td>Case Studies</td>
<td>69%</td>
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<td>Infographics</td>
<td>54%</td>
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<td>Webinar</td>
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<td>Blogs</td>
<td>61%</td>
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<td>Mobile Apps</td>
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<td>Videos</td>
<td>76%</td>
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Which of the following content marketing tactics do you use?
Do you have a marketing automation system in place?

Even given the crowded space, only less than half of marketers (both B2B and B2C) have a marketing automation system in place.
Do you have clear ROI from any of the following?

**B2B**
- Email: 66%
- Paid Search: 37%
- Social Media: 17%
- SEO: 23%
- Display: 21%

**B2C**
- Email: 44%
- Paid Search: 51%
- Social Media: 27%
- SEO: 31%
- Display: 25%

*Respondents were asked to choose all that apply.*
What is the #1 metric you use to measure digital marketing performance?

Nearly 20% of marketers still rely on “website traffic” to measure success.