



MARKETERS FEEL OVERWHELMED WHEN THEY THINK ABOUT MANAGING DIGITAL MARKETING FOR THEIR BRAND



79% say it is important to short-term success

87% say it is important to long-term success

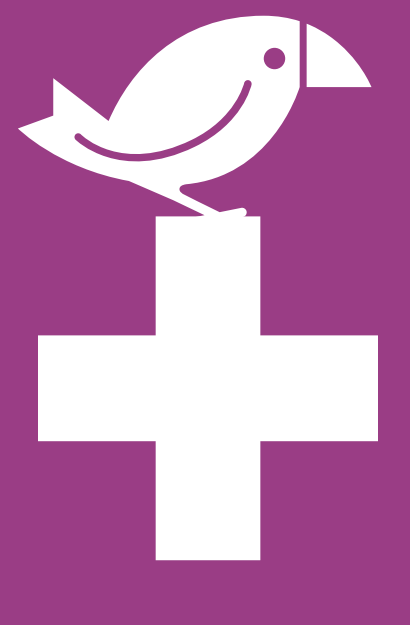
DIGITAL MARKETING IS SEEN AS MORE IMPORTANT TO LONG-TERM SUCCESS THAN SHORT-TERM SUCCESS

Short-term scores may be suppressed because of the difficulty in measuring ROI



MARKETERS ARE MOST CONFIDENT IN TACTICS THAT HAVE BEEN AROUND FOR A LONG TIME (WEBSITES, EMAIL, SEO) AND ARE LESS CONFIDENT IN NEWER TACTICS (MOBILE, BLOGS, VIDEO)

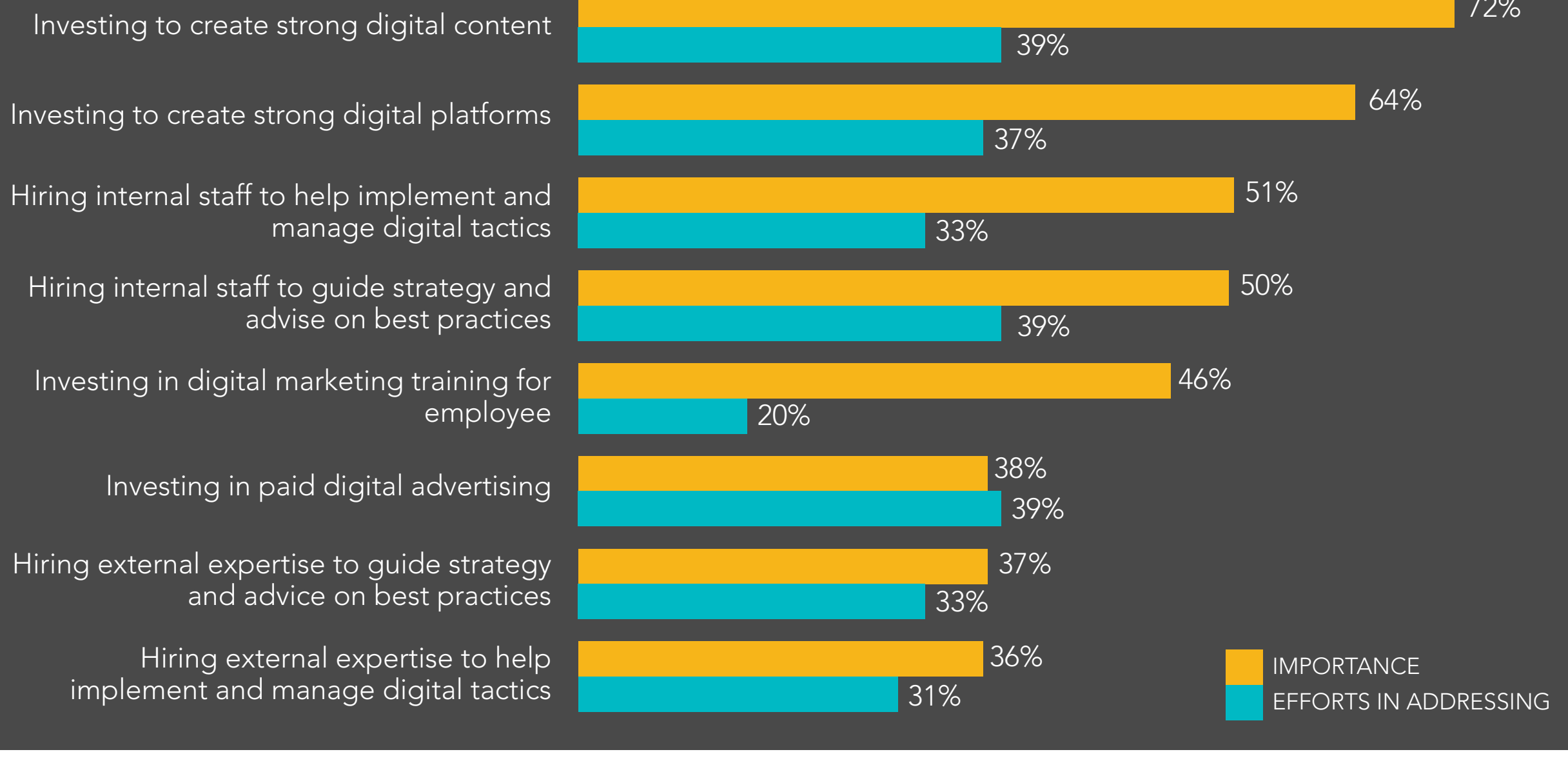
- Marketers have highest confidence in websites, email marketing, SEO and social media marketing
- It's interesting to note how high the score is for social media marketing - with a large segment of respondents expressing neither high nor low confidence levels - this may be a score on the rise and will be interesting to monitor over time
- Marketers have very low confidence in their understanding of mobile, affiliate marketing, blogs and video



WHILE SENIOR LEADERSHIP IS SUPPORTIVE, MARKETERS DON'T BELIEVE THEIR COMPANIES ARE FOLLOWING THROUGH ON DIGITAL STRATEGY, EXECUTION AND ANALYSIS

Marketers see their companies as lacking a clear vision for the role of digital marketing as well as the skills to implement it and ability to measure its ROI with confidence

Marketers believe their companies are falling short on their efforts in addressing factors they consider to be the most important to digital marketing success.



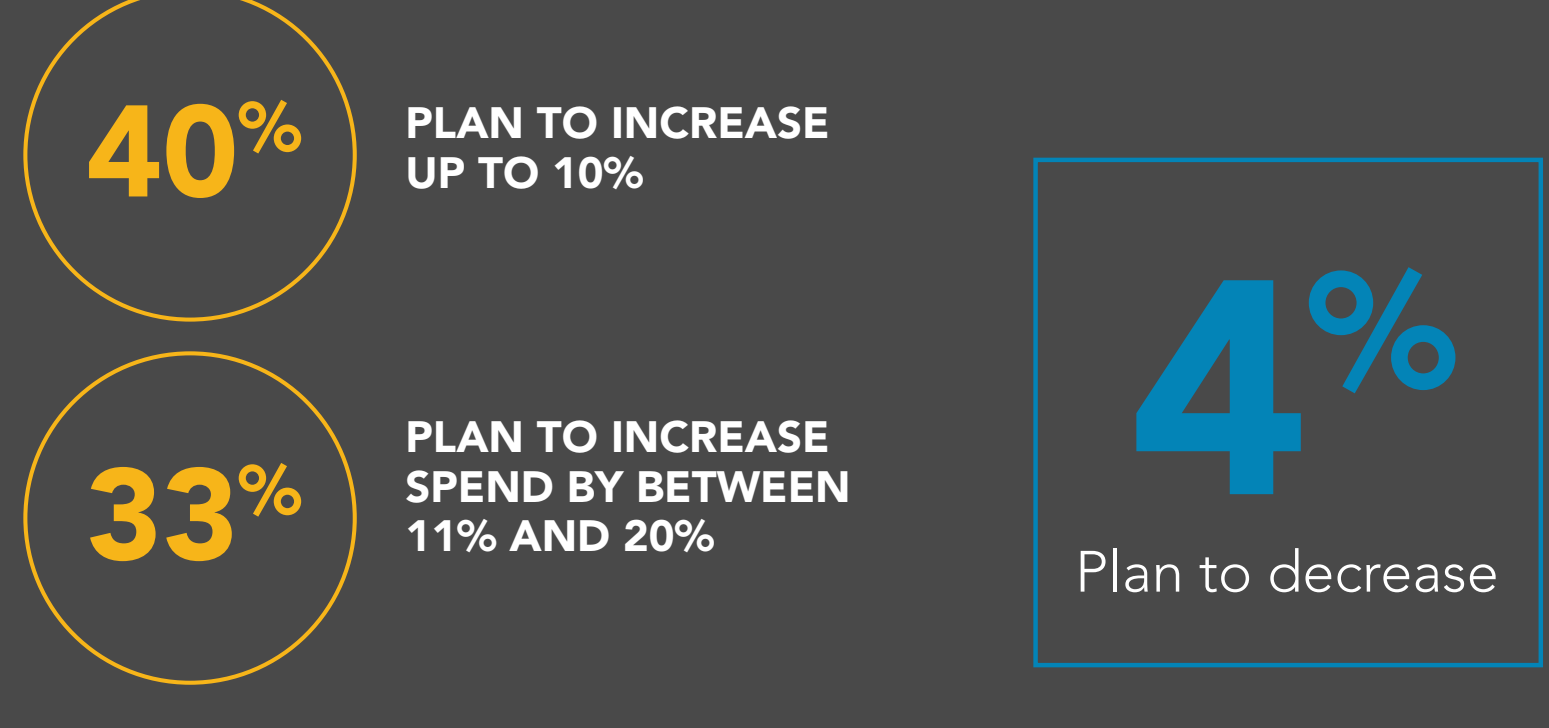
THE MAJORITY KNOW DIGITAL MARKETING IS IMPORTANT AND THOSE WHO DON'T INVEST WILL BE LEFT BEHIND, YET MARKETERS DON'T BELIEVE THEIR CURRENT STRATEGIES ARE EFFECTIVE AND REPORT THEY FEEL OVERWHELMED AND NEED/WANT HELP



THE VAST MAJORITY OF BUSINESSES PLAN TO INCREASE OR MAINTAIN DIGITAL SPENDS

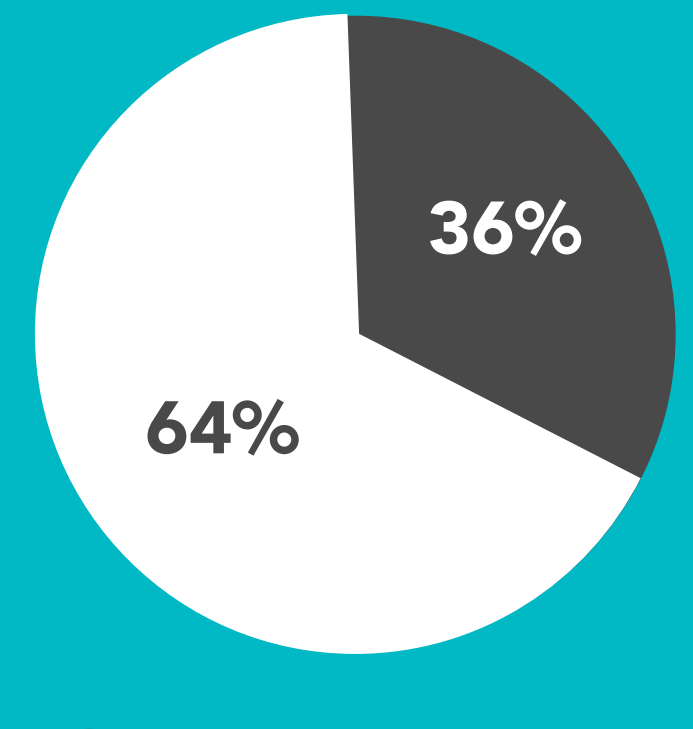
60% PLAN TO INCREASE

Among those who plan to increase:



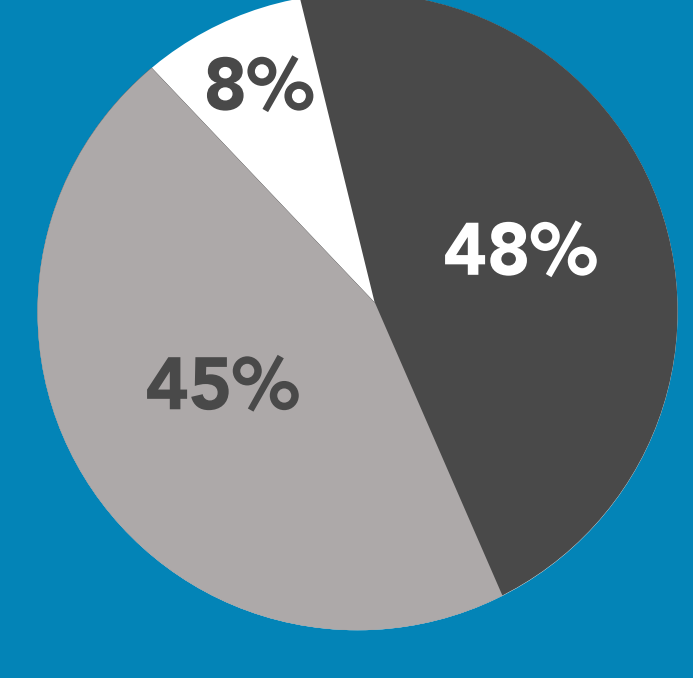
SURVEY DEMOGRAPHICS

ROLE



- BRAND MANAGEMENT
- MARKETING COMMUNICATIONS

LEVEL



- SR. EXECUTIVE LEADERSHIP
- MID-LEVEL MANAGEMENT
- ENTRY LEVEL

"GROWING" AND "SOCIAL" ARE THE MOST COMMON WORDS USED TO DESCRIBE COMPANIES' EFFORTS IN DIGITAL MARKETING

This reflects a growing emphasis/importance and the rise of social media marketing

