



2013 **MARKETING**





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

process digitallyUphill Difficult challenging strategies needed try changing strategic strategy ideas timemanagement internal value frustrated interesting results managing constantly success engage Challenged e execute market options exclusing consistent ever-opening stressful struggle consistent ever-opening stressful struggle consistent ever-opening struggle struggle excited getting scattered battle words confident Need move execute market options exciting

say it is important to say it is important to long-term success short-term success

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



suppressed because of the difficulty in measuring ROI

Short-term scores may be

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



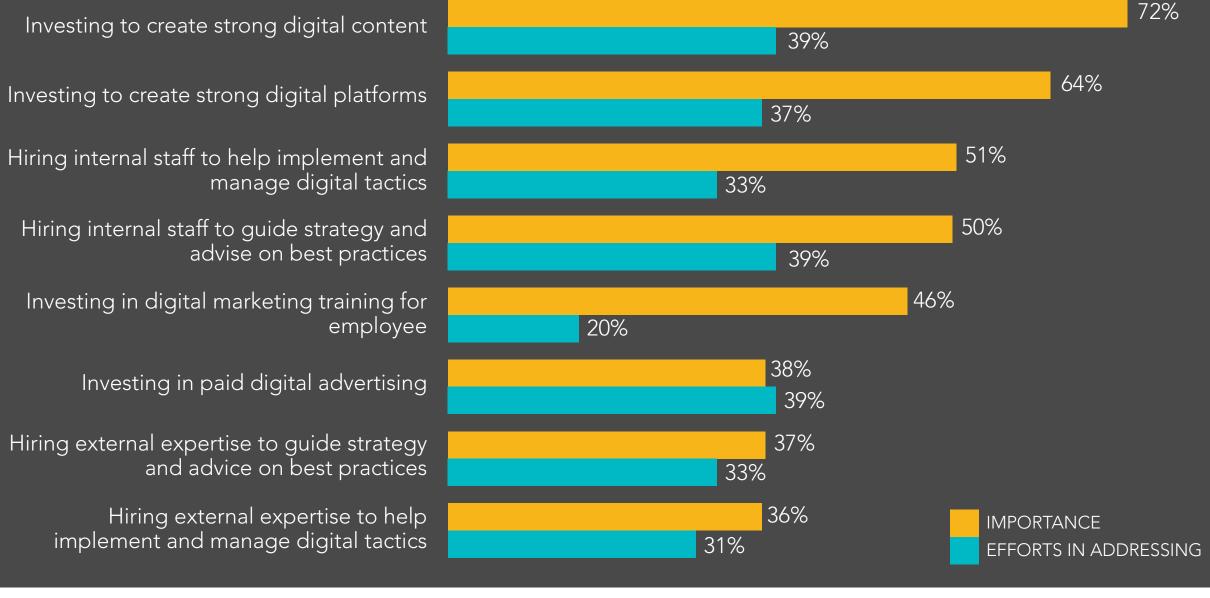
WHILE SENIOR LEADERSHIP IS SUPPORTIVE, MARKETERS DON'T BELIEVE THEIR COMPANIES ARE FOLLOWING THROUGH ON DIGITAL STRATEGY, **EXECUTION AND ANALYSIS** Marketers see their companies as lacking a clear vision for the role of digital marketing

as well as the skills to implement it and ability to measure its ROI with confidence

Investing to create strong digital content 39%

Marketers believe their companies are falling short on their efforts in addressing factors

they consider to be the most important to digital marketing success.



WILL BE LEFT BEHIND, YET MARKETERS DON'T BELIEVE THEIR CURRENT STRATEGIES ARE **EFFECTIVE AND REPORT THEY FEEL OVERWHELMED AND NEED/WANT HELP** 60% believe they need help from experts to get the most out of digital media

THE MAJORITY KNOW DIGITAL MARKETING IS IMPORTANT AND THOSE WHO DON'T INVEST



INCREASE OR MAINTAIN DIGITAL SPENDS

THE VAST MAJORITY OF

BUSINESSES PLAN TO

PLAN TO INCREASE Among those who plan to increase:



PLAN TO INCREASE

PLAN TO INCREASE

UP TO 10%

SPEND BY BETWEEN 11% AND 20%



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

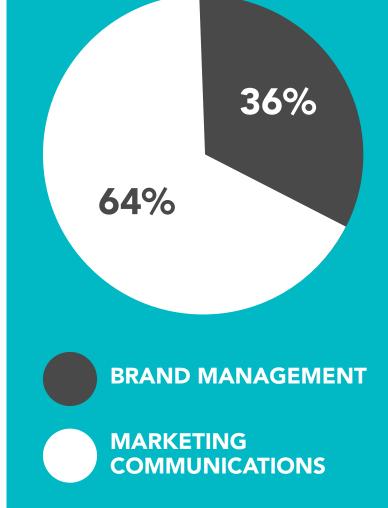


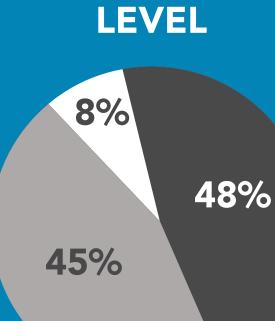
importance and the rise of social media marketing

This reflects a growing emphasis/

ROLE

DEMOGRAPHICS







MID-LEVEL

MANAGEMENT

ENTRY LEVEL

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