

Social Media Marketing Trends

SURVEY SUMMARY REPORT

Social Media Marketing Trends Survey Summary Report

Ascend2 Monthly Research Series Conducted in Partnership with Leading Marketing Solution Providers.



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HOW CONTENT DRIVES SOCIAL MEDIA MARKETING

Creating compelling content for social media marketing purposes is not only the most effective tactic used, it is also the most difficult tactic to execute.

What types of content are marketers using and how are they using them to achieve objectives?

To find out, Ascend2 and our Research Partners fielded the Social Media Marketing Trends Survey and completed interviews with 294 marketing, sales and business professionals from around the world. We thank them for sharing their valuable insights with you.

The charts in this edition of the study titled *Social Media Marketing Trends Survey Summary Report* represent the average of all market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our Research Partners.

This research has been produced for your use. Put it to work in your own marketing strategy planning and presentation materials. Clip the charts and write about them in your blog or post them on social media. Please share this research credited as published and linked back to:
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Sergio Balegno
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Ascend2

Research-Based Demand Generation for Marketing Solution Providers

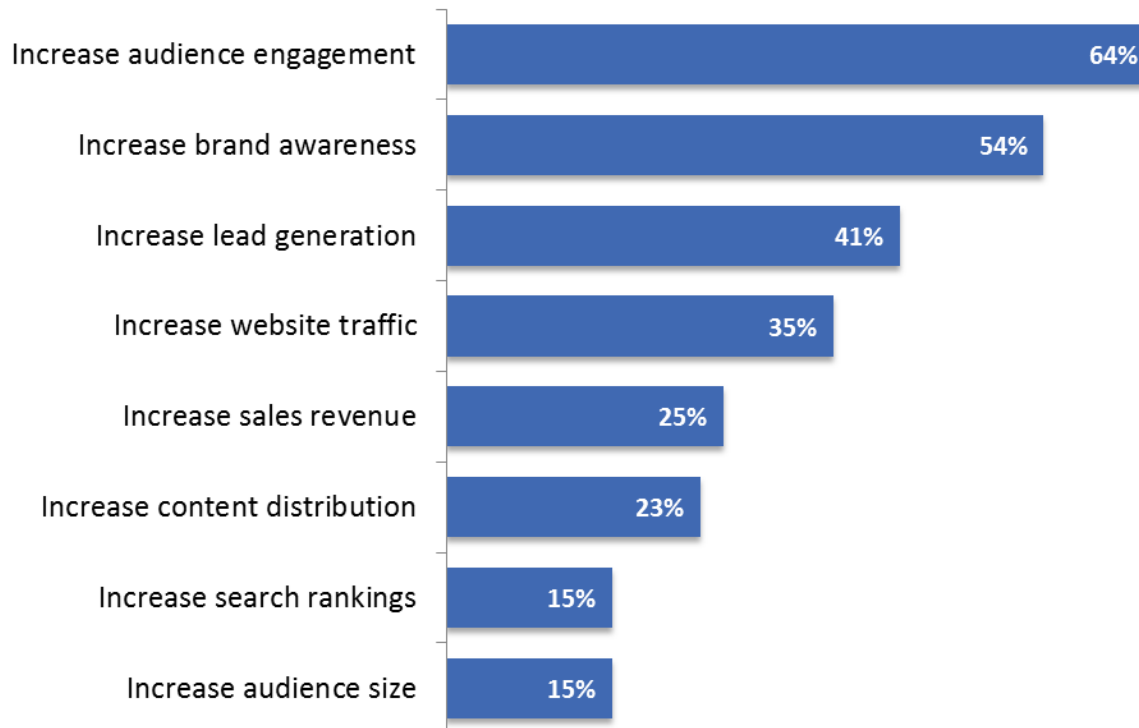
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MOST IMPORTANT SOCIAL MEDIA OBJECTIVES

To increase awareness of your brand on social media, your audience needs to be engaged more frequently and more effectively. Achieving these outcomes are the most important objectives of a social media marketing strategy.

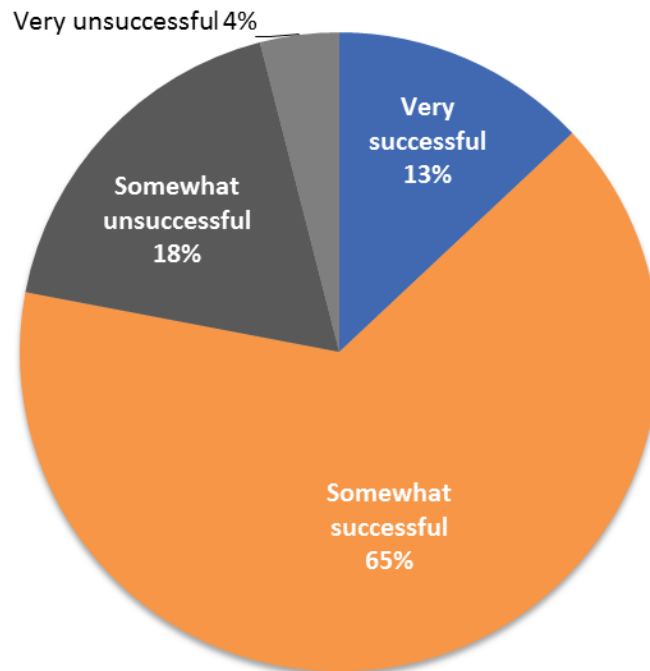
What are the MOST IMPORTANT OBJECTIVES of a social media marketing strategy?



SUCCESS ACHIEVING IMPORTANT OBJECTIVES

Approximately two-thirds (65%) of companies consider their social media programs somewhat successful and another 13% are very successful. The remaining 22% are struggling to develop and execute a strategy for social media that will achieve their important marketing objectives.

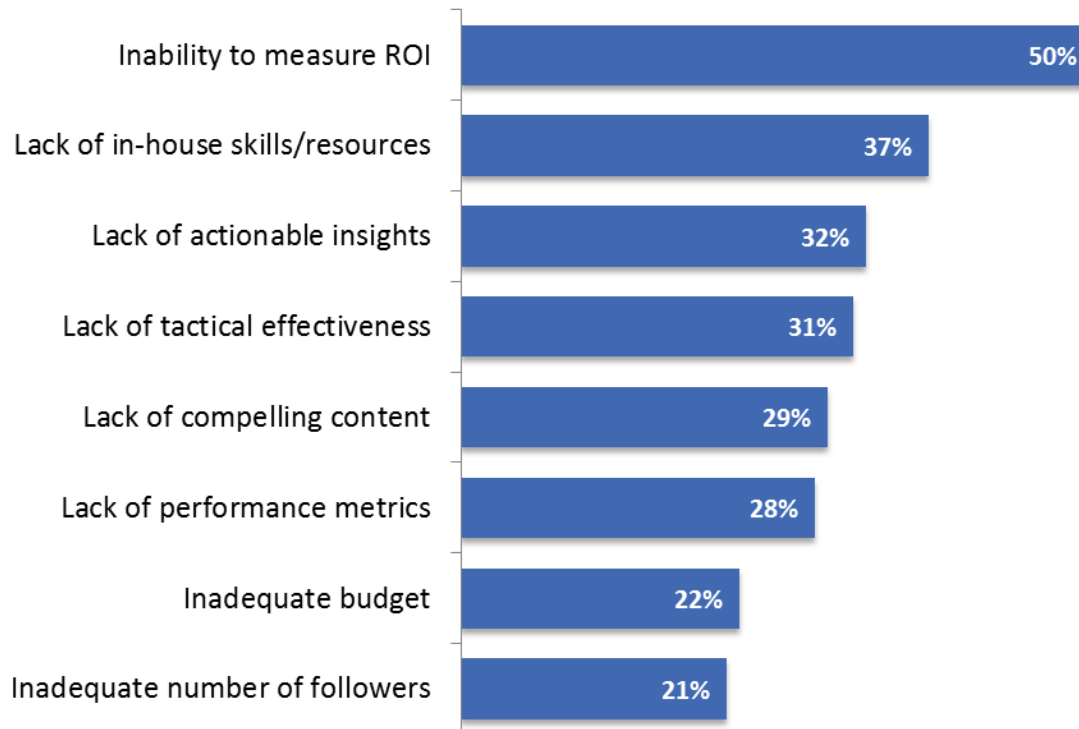
How do you RATE THE SUCCESS of social media to achieve important marketing objectives?



MOST CHALLENGING OBSTACLES TO SUCCESS

An inability to measure social media ROI is a top barrier to achieving success for half of the companies surveyed. It is much more difficult to measure and attribute “soft” objectives like engagement and brand awareness directly to revenue than “hard” objectives like lead generation.

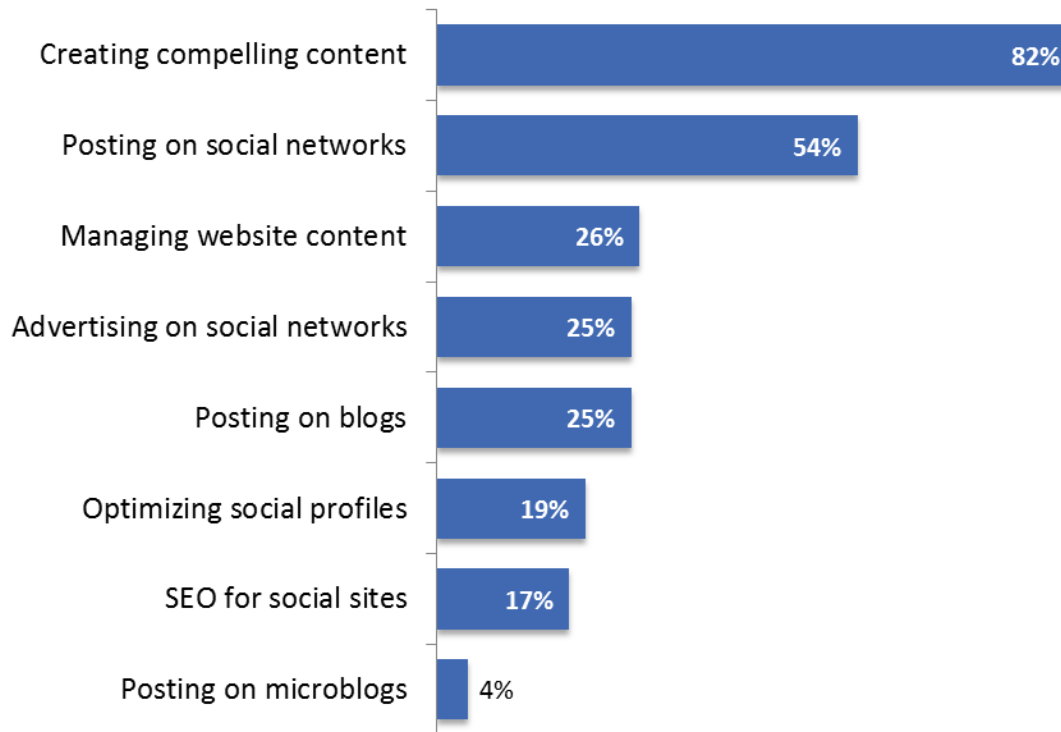
What are the MOST CHALLENGING OBSTACLES to social media marketing success?



MOST EFFECTIVE SOCIAL MEDIA TACTICS USED

Tactical effectiveness is key to achieving important social media marketing objectives. Creating compelling content and posting it on social networks are the most effective tactics marketers use.

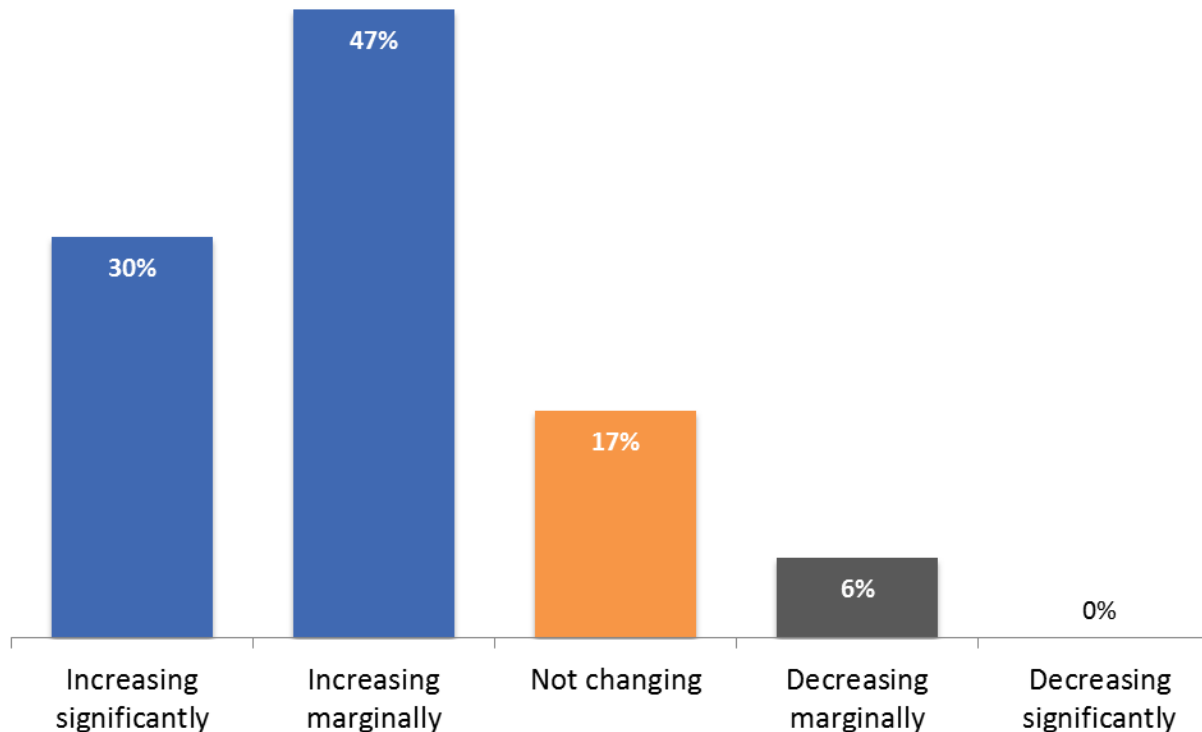
What are the MOST EFFECTIVE TACTICS USED for social media marketing purposes?



HOW TACTICAL EFFECTIVENESS IS CHANGING

The effectiveness of social media marketing tactics companies use to achieve their important objectives is increasing for 77% of companies. Social media marketing is no longer in its infancy. And the more mature a tactic is, the more difficult is to increase effectiveness to this extent.

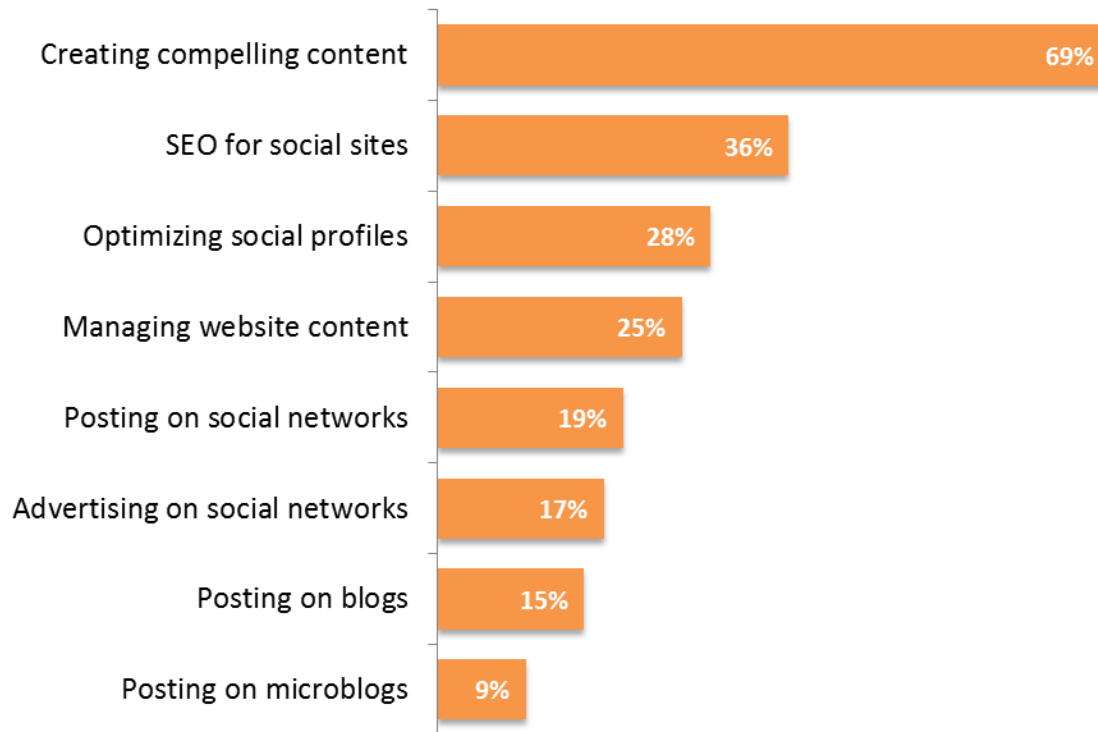
How is social media marketing EFFECTIVENESS CHANGING?



MOST DIFFICULT SOCIAL MEDIA TACTICS TO EXECUTE

Content marketing on its own has become an incredibly effective and popular tactic. Creating content for social media marketing purposes is a time and resource-intensive tactic worth executing despite the degree of difficulty required.

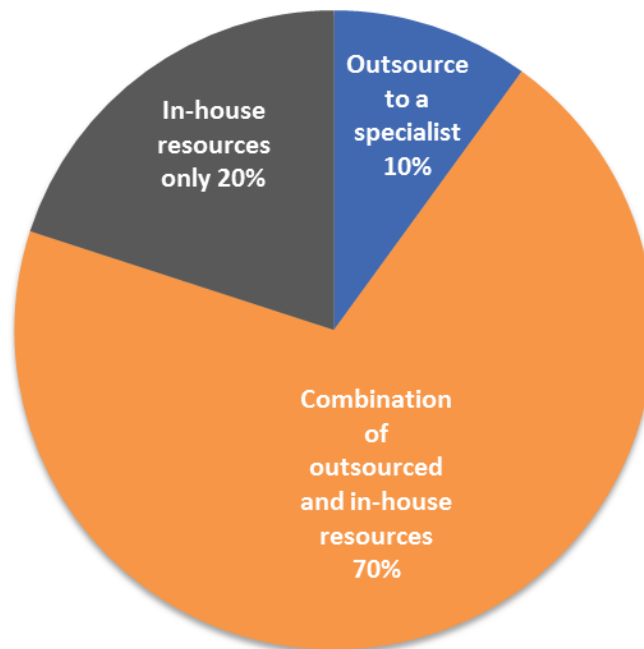
What are the MOST DIFFICULT TACTICS TO EXECUTE for social media marketing purposes?



MOST EFFECTIVE RESOURCES USED

80% of companies outsource all or part of their social media marketing tactics to gain experience and skills not available internally. The degree of difficulty required to execute many of the most effective tactics, especially content creation, is driving a growing reliance on outside resources.

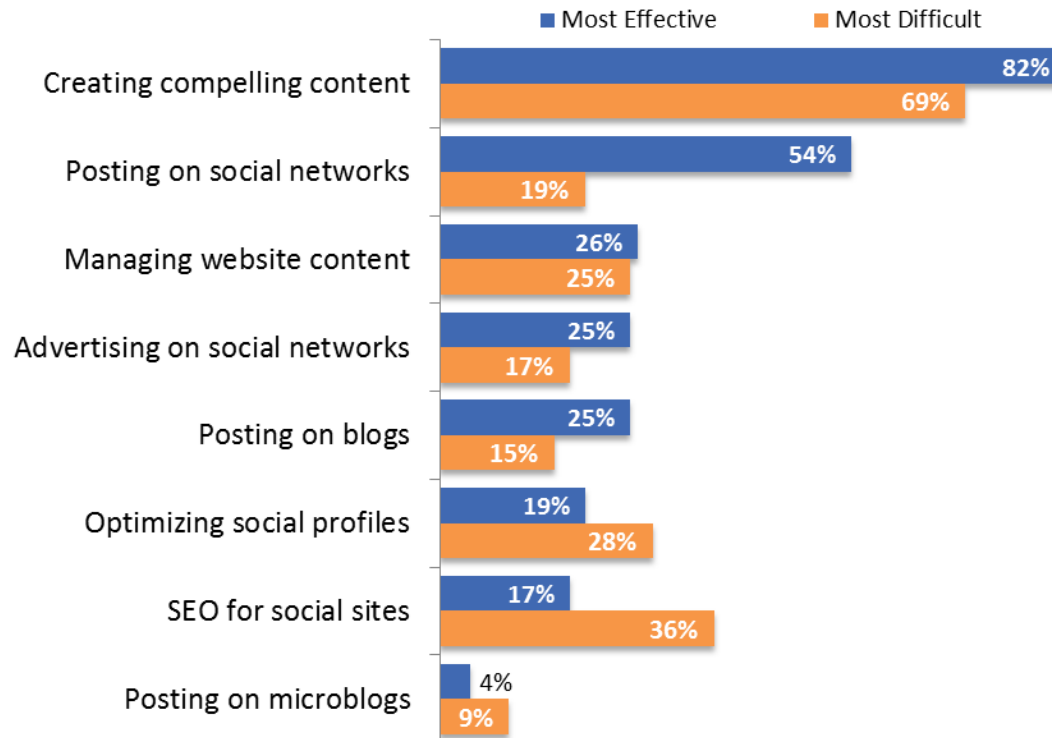
What are the MOST EFFECTIVE RESOURCES used to execute social media marketing tactics?



COMPARATIVE ANALYSIS OF SOCIAL MEDIA TACTICS

Creating compelling content for social media marketing purposes is not only the most effective tactic used, it is also the most difficult tactic to execute. But when a tactic is far more difficult to execute than it is effective (e.g. SEO for social sites) should it be eliminated from the strategy?

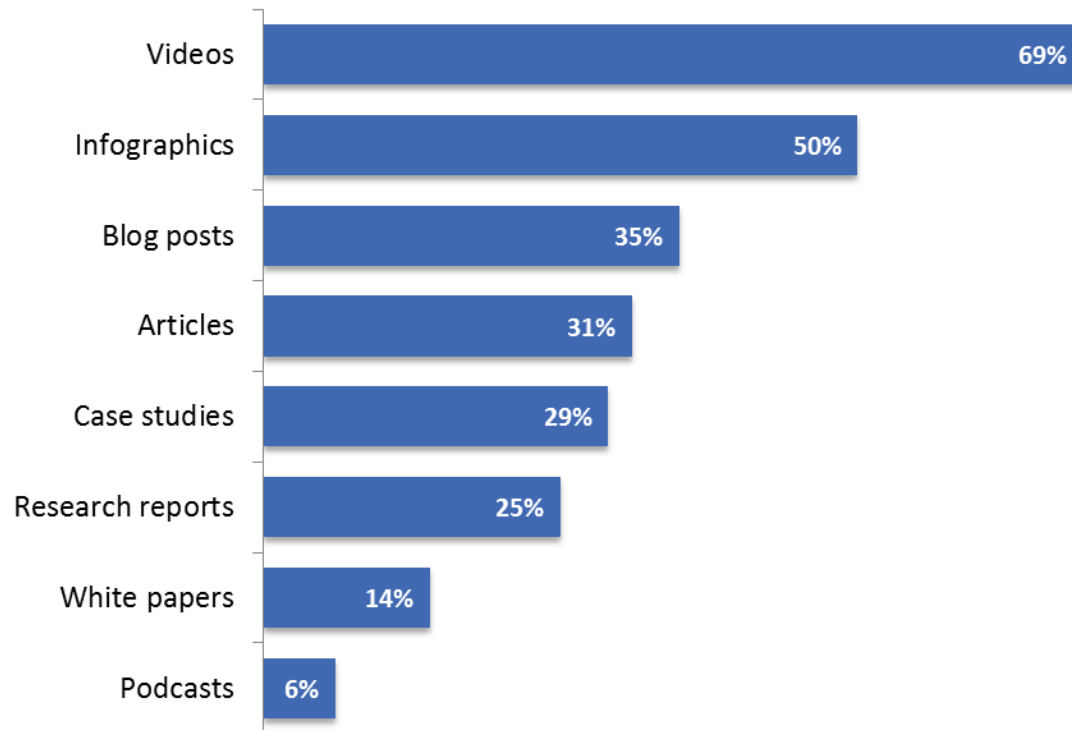
Most effective social media tactics used versus most difficult to execute.



MOST EFFECTIVE TYPES OF SOCIAL MEDIA CONTENT

Videos and infographics have become the most effective types of content used for social media marketing purposes. Humans are hardwired to want things – now. It's called instant gratification, and it's a powerful force driving the popularity of content like videos and infographics.

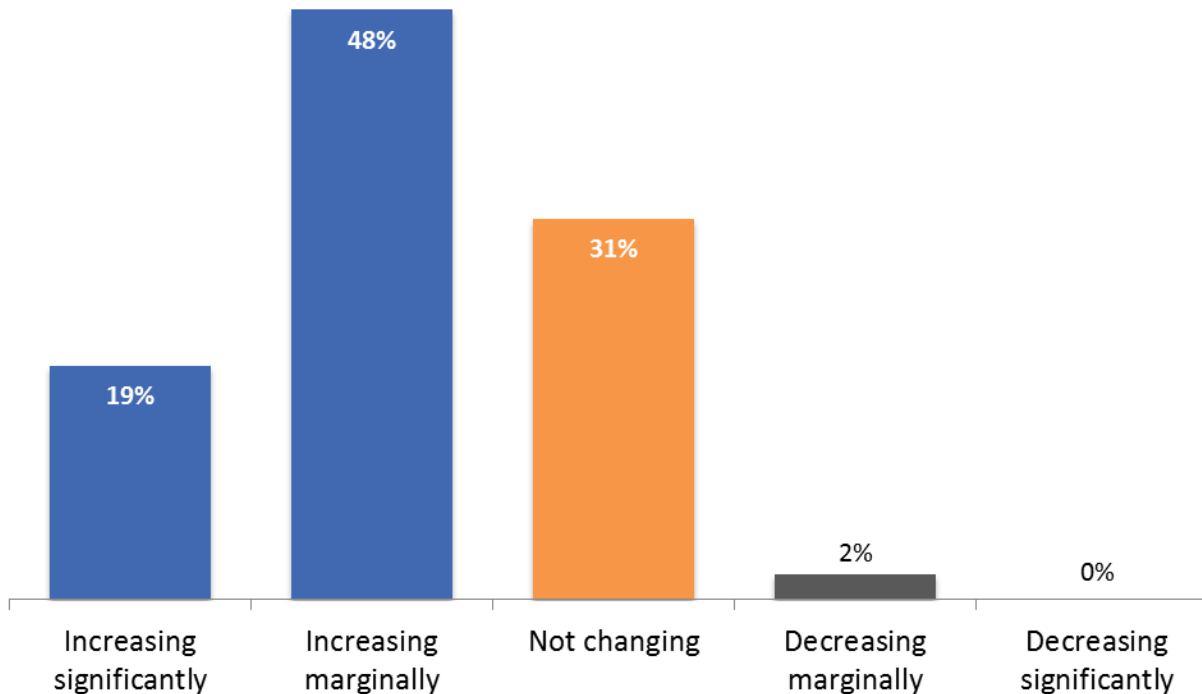
What are the MOST EFFECTIVE TYPES OF CONTENT used for social media marketing purposes?



HOW SOCIAL MEDIA BUDGETS ARE CHANGING

With effectiveness increasing for more than three-quarters (77%) of companies, it is not surprising that budgets for social media marketing are increasing for 67%. Only 2% acknowledge a decrease in their marketing budget for the social media channel while 31% are staying the same.

How is the social media marketing BUDGET CHANGING?



SURVEY METHODOLOGY AND DEMOGRAPHICS

Ascend2 benchmarks the performance of popular digital marketing strategies and practices using a standardized questionnaire, research methodology and proprietary 3-Minute Survey format. Findings are examined in a quantitative context by experienced analysts and reported objectively.

This survey was conducted online from a panel of more than 50,000 US and international marketing, sales and business professionals representing a range of demographic roles, channels and company sizes as follows:

Number of Employees

More than 500	31%
50 to 500	19%
Fewer than 50	50%

Role in the Company

Owner / Partner / C-Level	38%
Vice President / Director / Manager	43%
Non-Management Professional	19%

Primary Marketing/Sales Channel

B2B (Business-to-Business)	66%
B2C (Business-to-Consumer)	19%
B2B and B2C Equally	15%

ABOUT ASCEND2



Research-Based Demand Generation for Marketing Solution Providers

If marketing professionals are your ideal prospects, we can help you find more of them. Marketing software and data solution companies, and digital marketing agencies partner with Ascend2 to reliably generate demand and supplement marketing content for their firms. Our Research Partner Programs are transparent – spotlighting your brand and the interests of your market.

Learn more at www.Ascend2.com

ASCEND2 RESEARCH-BASED DEMAND GENERATION

Research Partner Programs deliver white label reports and a guaranteed number of leads in two simple steps:

1. Choose the topics of interest to your target market

- Content Marketing
- Email Marketing
- Video Marketing
- Organic Search (SEO)
- Marketing Automation
- Email List Growth
- Website Optimization
- Inbound Marketing
- Paid Search (PPC)
- Lead Generation
- Social Media Strategy
- Marketing Database

2. Choose an exclusive research segment for each marketing topic

- Benchmarks for Success [Research data from the successful program segment]
- B2B Benchmarks [Research data from the business-to-business segment]
- B2C Benchmarks [Research data from the business-to-consumer segment]
- Enterprise Benchmarks [Research data from the large company segment]
- SMB Benchmarks [Research data from the small and medium business segment]
- Agency Benchmarks [Research data from the marketing agency segment]
- Leadership Benchmarks [Research data from the marketing leadership segment]
- Other Benchmarks [Research data unique to a specific topic when available]

If marketing professionals are your ideal prospects, [watch this 90 second video](#).

