

An overhead photograph of five people (three men and two women) sitting around a large wooden conference table in a meeting room. They are looking at documents, charts, and laptops. The room has large windows on the left, casting bright light and shadows across the carpet. The text 'EMAIL-DRIVEN CONTENT MARKETING' is overlaid in large white letters across the center of the image.

EMAIL-DRIVEN CONTENT MARKETING

Survey Summary Report

TABLE OF CONTENTS

3. Email-Driven Content Marketing
4. Current Strategic Situation
5. Top Priorities
6. Strategic Success
7. Barriers to Success
8. Priorities Versus Barriers
9. Channel Effectiveness
10. How Effectiveness is Changing
11. Digital Content Types
12. Content Creation Resources
13. About Ascend2 Research-Based Marketing
14. 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 panel of marketing influencers and research subscribers.

EMAIL-DRIVEN CONTENT MARKETING

Digital marketers are combining email and content marketing strategies to optimize results.

But what does a more effective email-driven content marketing strategy look like?

To help you answer this question, Ascend2 and our Research Partners fielded the Email-Driven Content Marketing Survey. We thank the 224 marketing influencers who responded to this survey during the week of August 27, 2018.

This Survey Summary Report, titled *Email-Driven Content Marketing*, 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	35%
50 to 500	40%
Fewer than 50	25%

Role in the Company

Owner / Partner / CXO	42%
VP / Director / Manager	44%
Non-Mgmt Professional	14%

Primary Marketing Channel

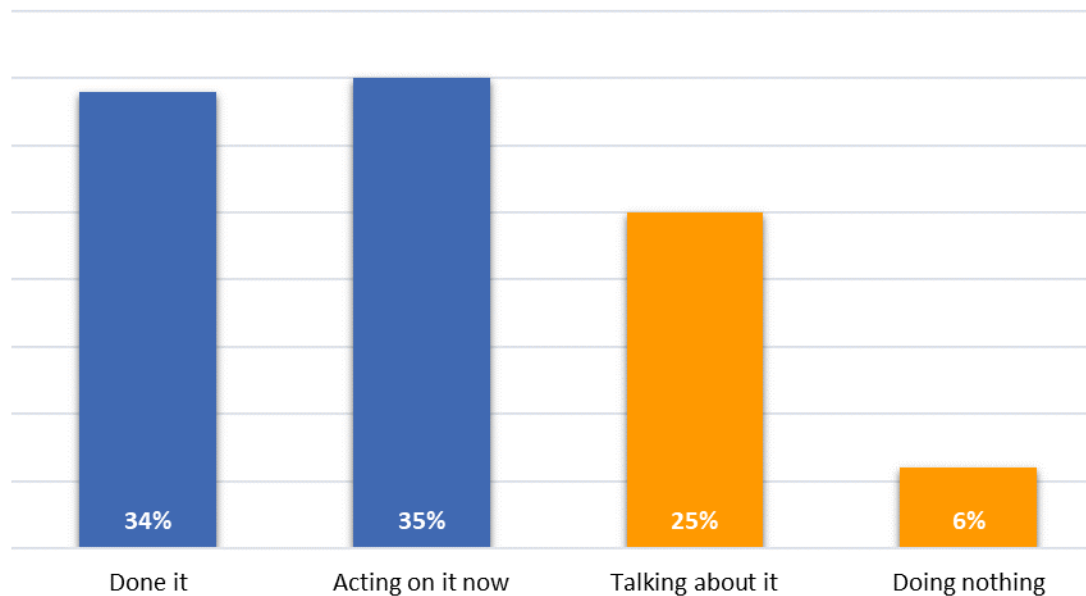
Business-to-Business	55%
Business-to-Consumer	23%
B2B and B2C Equally	22%



CURRENT STRATEGIC SITUATION

About one-third (34%) of marketing influencers say their organization has already developed an email-driven content marketing strategy, while another 35% are acting on it now. One-quarter (25%) are still talking about it, and the remaining 6% have done nothing yet to develop a plan.

Which best describes your CURRENT SITUATION as it applies to developing an email-driven content marketing strategy?

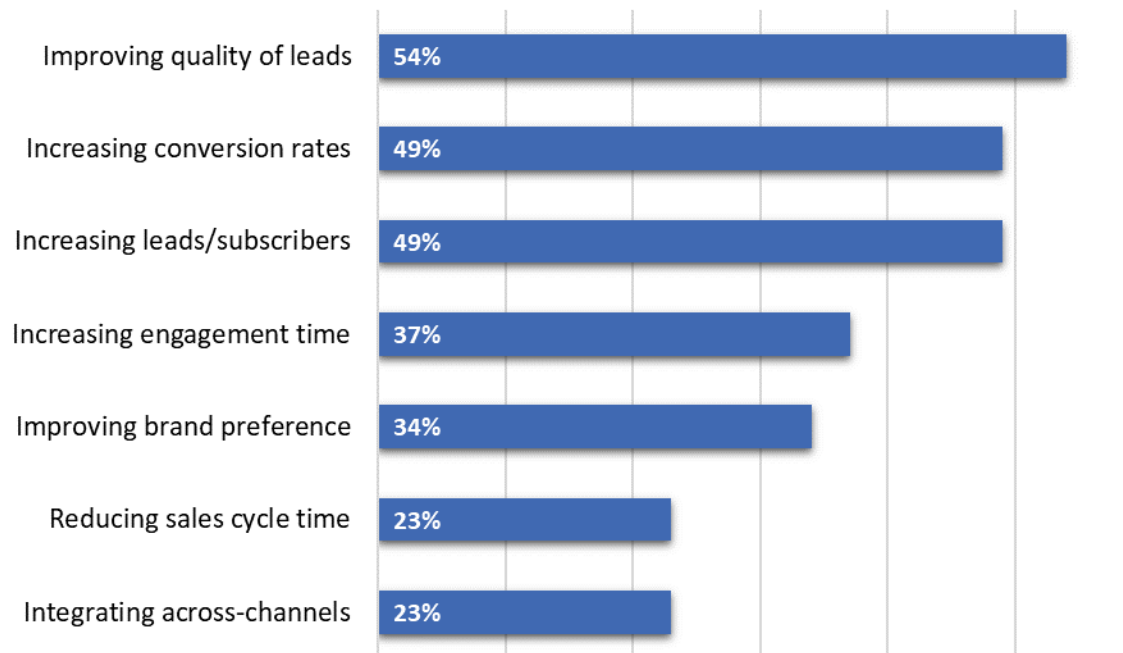




TOP PRIORITIES

Improving the quality of leads is a top email-driven content marketing strategy priority for a 54% majority of marketing influencers. Increasing conversion rates and the number of leads or subscribers generated are also top priorities for 49%.

What are the TOP PRIORITIES for an email-driven content marketing strategy to achieve?

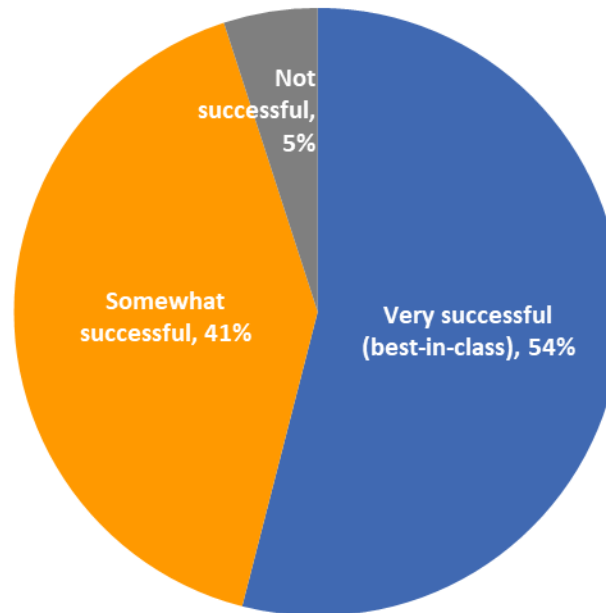




STRATEGIC SUCCESS

More than half (54%) of marketing influencers consider an email-driven content marketing strategy to be very successful at achieving priorities. Only 5% consider the strategy unsuccessful.

Which best describes the SUCCESS of an email-driven content marketing strategy at achieving priorities?

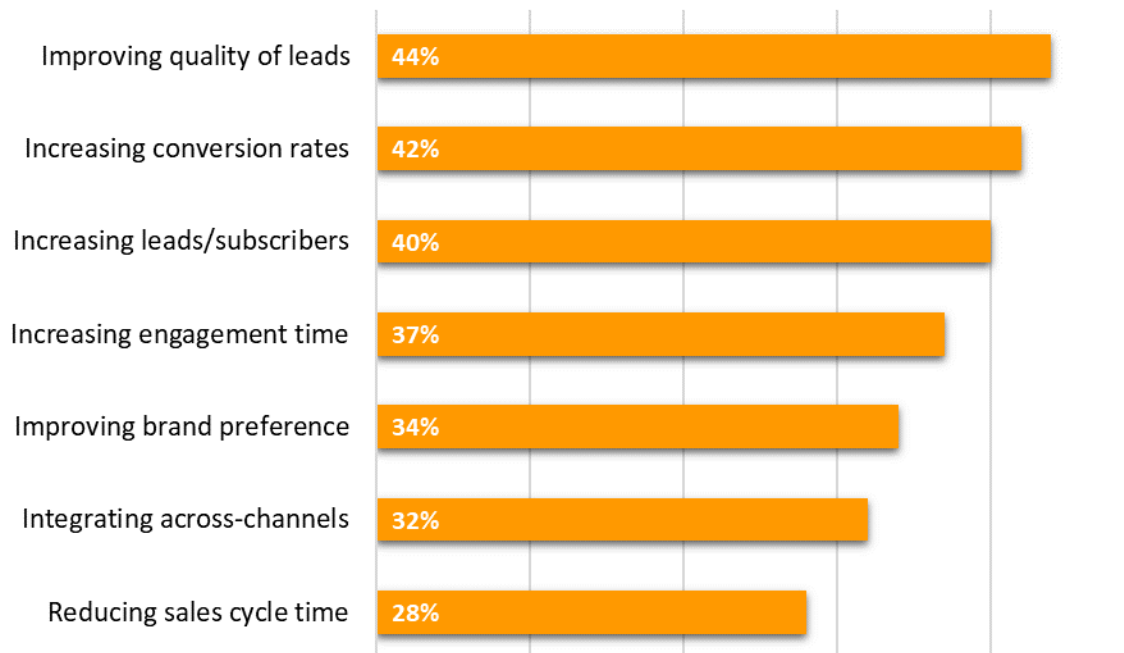




BARRIERS TO SUCCESS

There are many barriers to email-driven content marketing success. Most challenging among them are improving the quality of leads, increasing conversion rates and the number of leads or subscribers generated for 44%, 42% and 40% of marketing influencers respectively.

What are the most CHALLENGING BARRIERS to email-driven content marketing success?

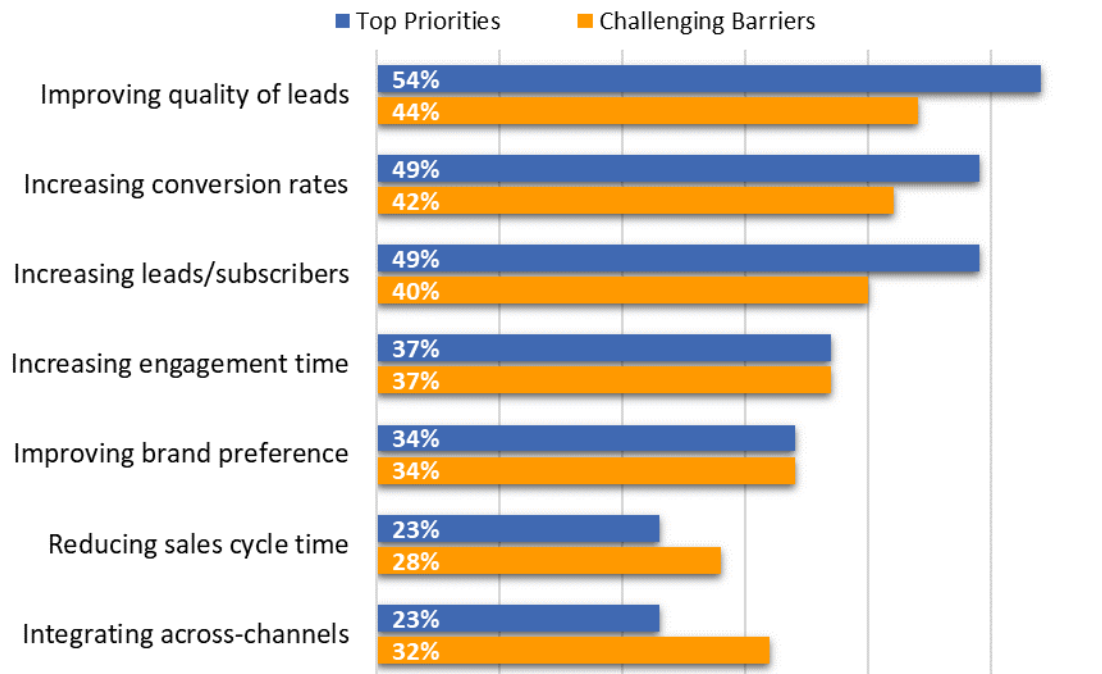




PRIORITIES VERSUS BARRIERS

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 email-driven content marketing.

Comparing strategic priorities and barriers to success.

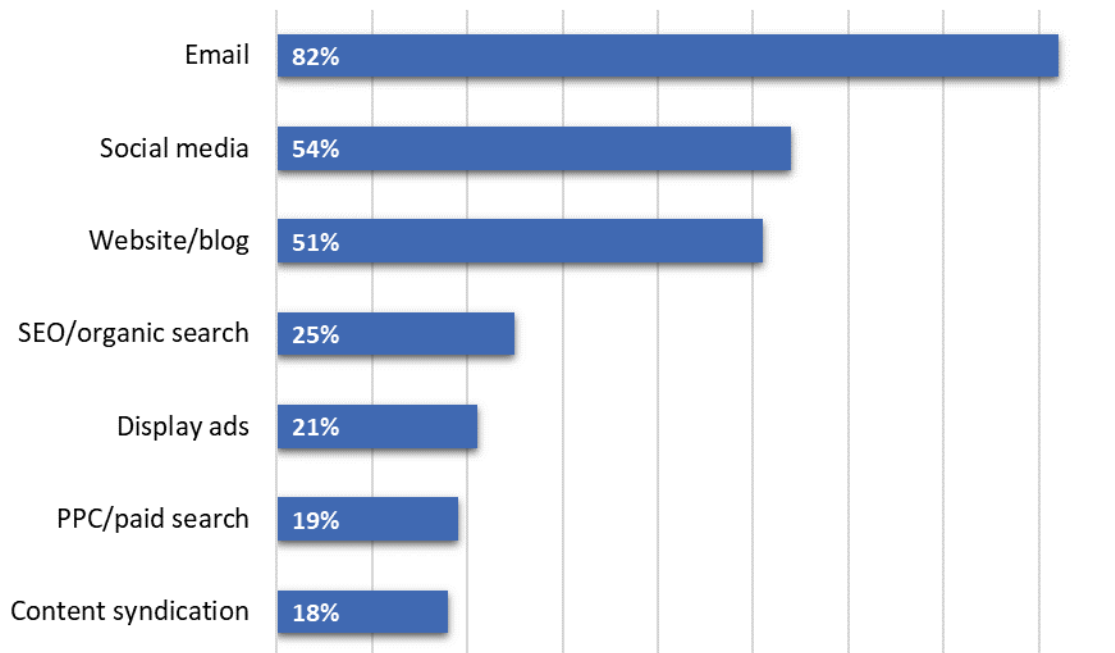




CHANNEL EFFECTIVENESS

Email is clearly considered a most effective channel for marketing content to prospective customers by 82% of marketing influencers. The next most effective channels are social media and a company's website or blog for 54% and 51% of marketing influencers respectively.

What are the most EFFECTIVE CHANNELS used for marketing content to prospective customers?

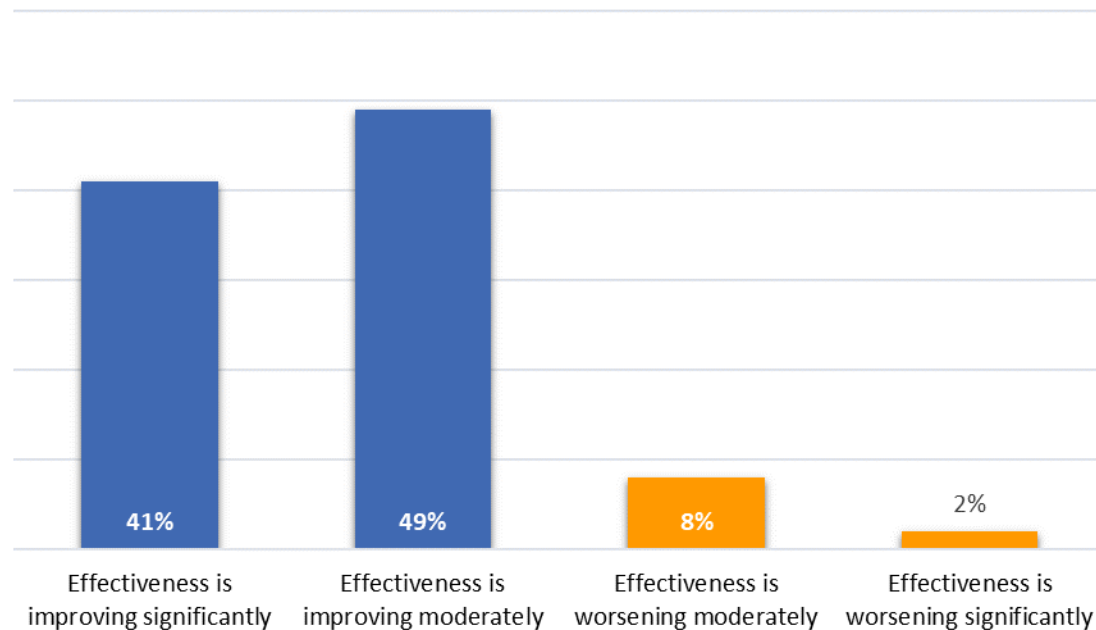




HOW EFFECTIVENESS IS CHANGING

In total, 90% of marketing influencers consider the trend in email-driven content marketing channels to be improving to some extent, with 41% describing the improvement in effectiveness as significant. The remaining 10% believe the effectiveness of these channels is worsening.

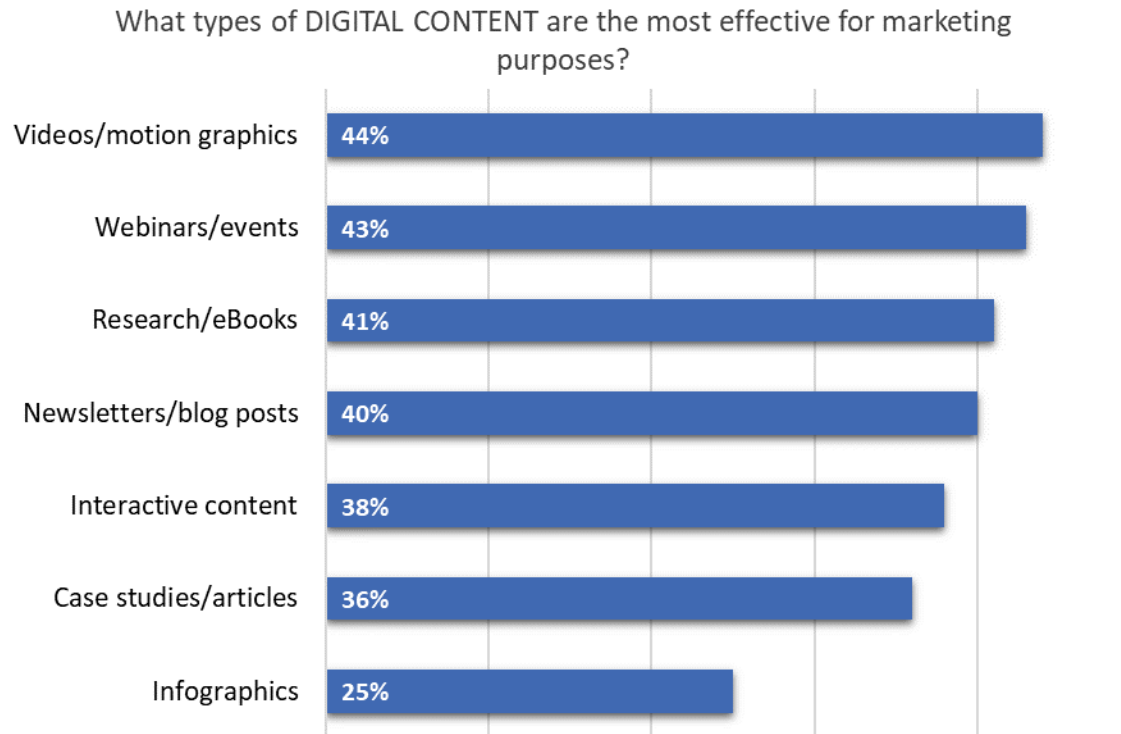
Which best describes how the effectiveness of email-driven content marketing channels is CHANGING?





DIGITAL CONTENT TYPES

Videos or motion graphics are considered most effective types of digital content used for marketing purposes by 44% of marketing influencers. Nearly as effective are webinars or events, and research or eBooks for 43% and 41% of marketing influencers respectively.

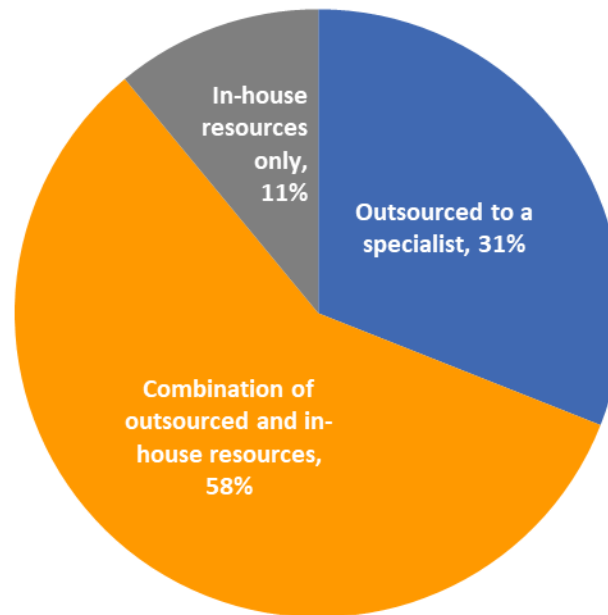




CONTENT CREATION RESOURCES

Creating digital content can be a time-consuming effort that often exceeds the resources available in-house for many organizations. This is the primary reason 58% of marketing influencers use a collaboration between outsourced and in-house resources is most effective.

Which is the most effective RESOURCE USED to create digital marketing content?



Marketing technologies, marketing media 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.

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



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 each survey topic.

- Successful Strategy 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.



This Survey Summary Report is part of a series conducted in partnership with our participating Research Partners.

You may adapt, copy, distribute and transmit this work. However, you must attribute the work as produced by Ascend2 and its Research Partners, but not in any way that suggests that they endorse you or your use of the work.

When you share this content, please provide a link back to <http://ascend2.com>