

Strategies, Tactics and Trends for

# ORGANIC SEARCH & SOCIAL MEDIA

Survey Summary Report

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## **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 marketing research subscribers.*

# ORGANIC SEARCH & SOCIAL MEDIA

There is no question that social shares linked to quality content on your website or blog will improve organic search rankings as well as traffic. SEO benefits from social media, and vice versa.

## **But what strategies and tactics will accomplish the desired result?**

To help you answer this question, Ascend2 and our Research Partners fielded the Organic Search & Social Media Survey. We thank the 278 marketing influencers who responded to this survey during the week of week of February 17, 2019.

This Survey Summary Report, titled *Organic Search & Social Media*, 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**

<i>More than 500</i>	25%
<i>50 to 500</i>	31%
<i>Fewer than 50</i>	44%

### **Role in the Company**

<i>Owner / Partner / CXO</i>	30%
<i>VP / Director / Manager</i>	26%
<i>Non-Mgmt Professional</i>	44%

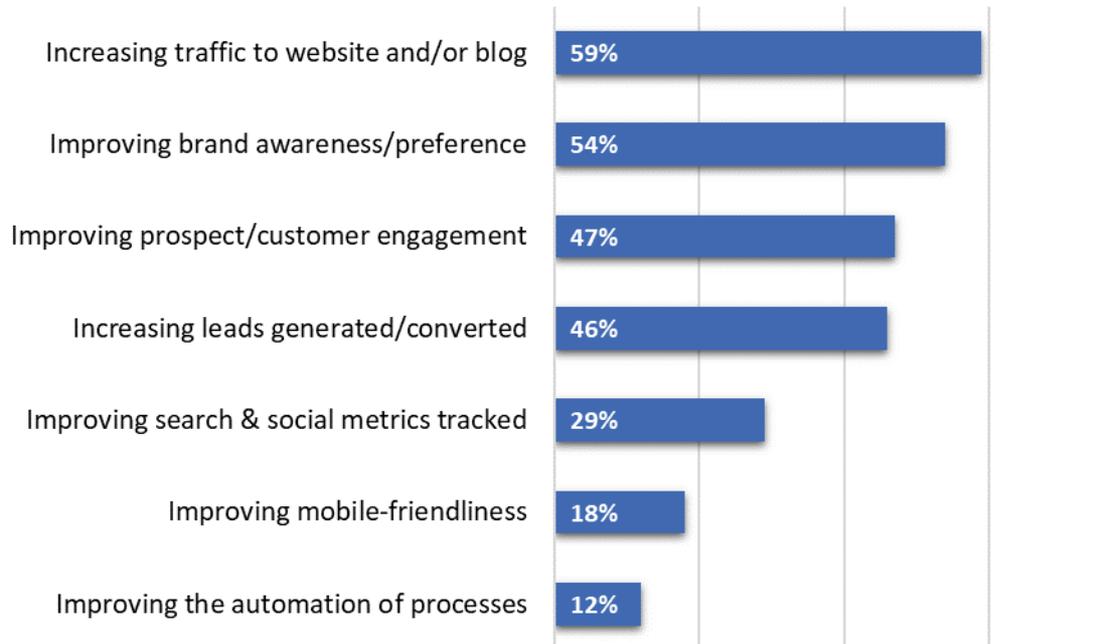
### **Primary Marketing Channel**

<i>Business-to-Business</i>	39%
<i>Business-to-Consumer</i>	38%
<i>B2B and B2C Equally</i>	23%

# PRIMARY OBJECTIVES

Increasing the traffic to a website or blog, and improving the awareness of or preference for a brand, are the primary objectives for a majority (59% and 54% respectively) of marketing influencers to achieve with an organic search and social media strategy.

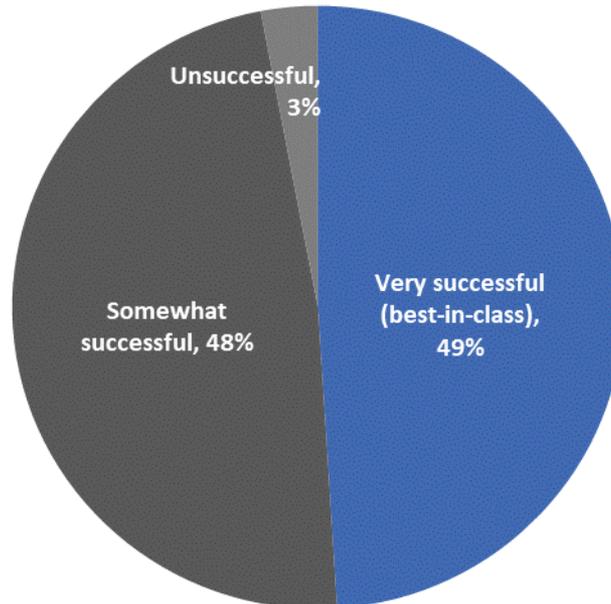
What are the PRIMARY OBJECTIVES for an organic search and social media strategy to achieve?



# STRATEGIC SUCCESS

Nearly half (49%) of marketing influencers describe the success of their organic search and social media strategy as very successful, or best-in-class when compared to competitors, at achieving the primary objectives.

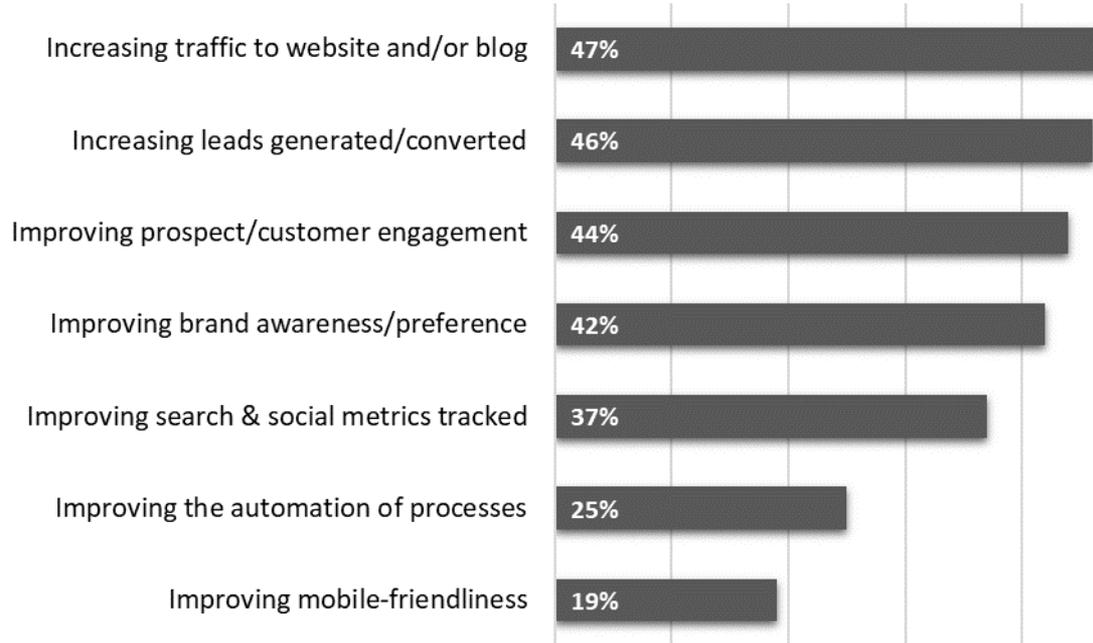
Which best describes the SUCCESS of an organic search and social media strategy at achieving the primary objectives?



# CRITICAL CHALLENGES

There are many challenges to the success of an organic search and social media strategy. Increasing leads generated or converted, and improving prospect or customer engagement, are near the top of the list for 46% and 44% of marketing influencers respectively.

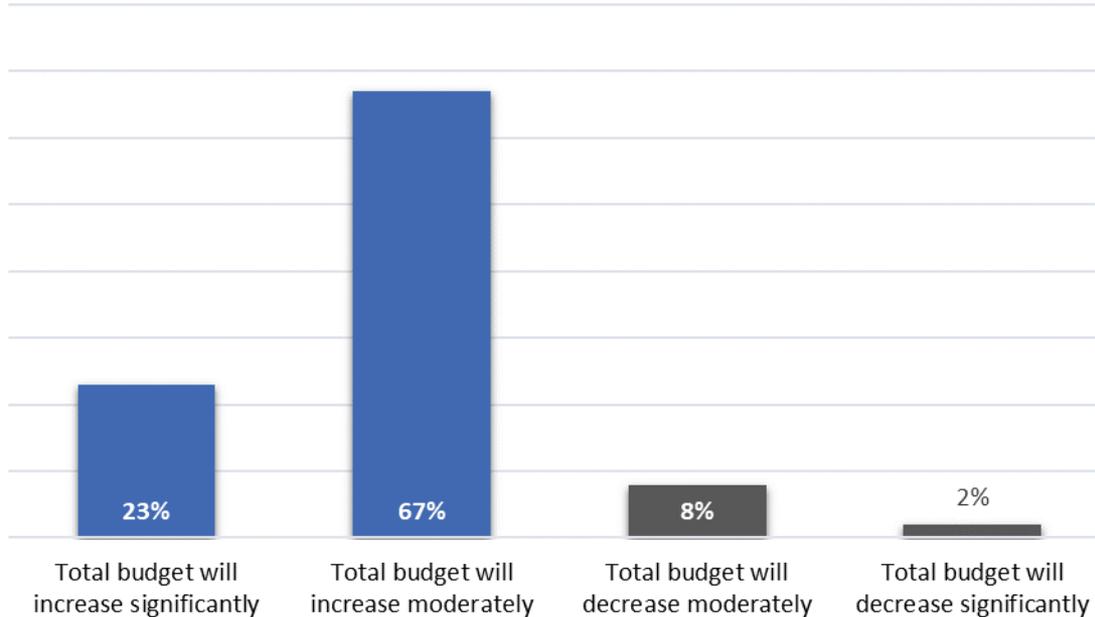
What are the most CRITICAL CHALLENGES to the success of an organic search and social media strategy?



# HOW THE BUDGET IS CHANGING

A total of 90% of marketing influencers say they are increasing the budget to deploy an organic search and social media strategy to some extent, with 67% describing the increase as moderate, while a total of only 10% are decreasing the budget to some extent.

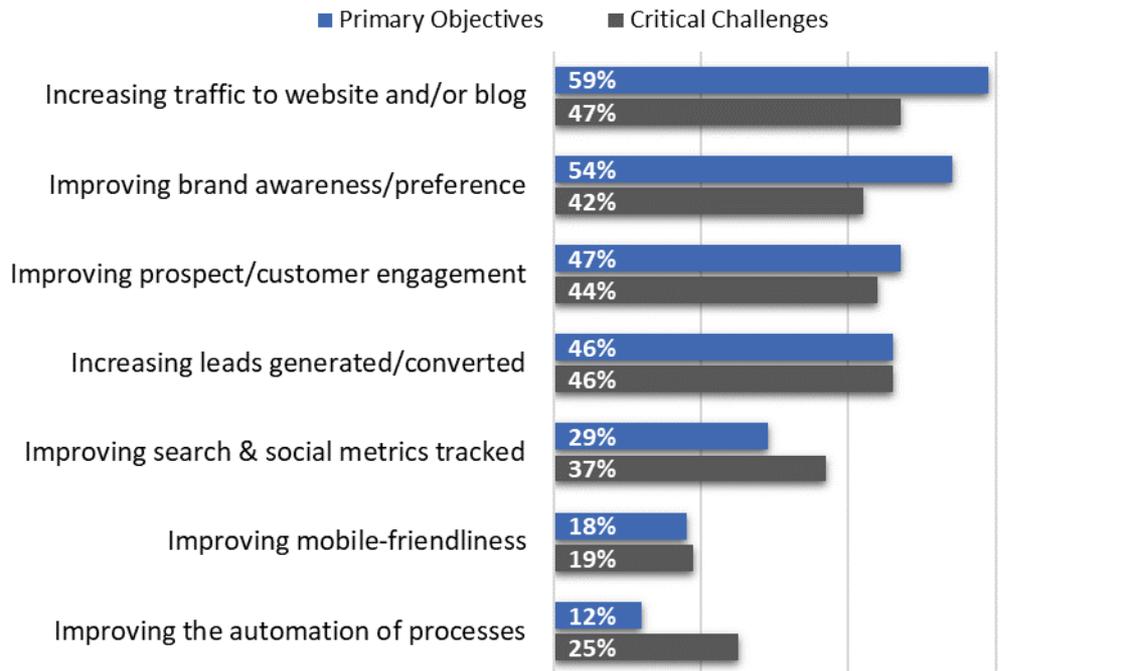
Which best describes how the total BUDGET IS CHANGING to deploy an organic search and social media strategy?



# OBJECTIVES VERSUS CHALLENGES

A thoughtful analysis of the primary objectives in comparison to how critical they are as challenges to success will improve the odds of developing a successful organic search and social media strategy.

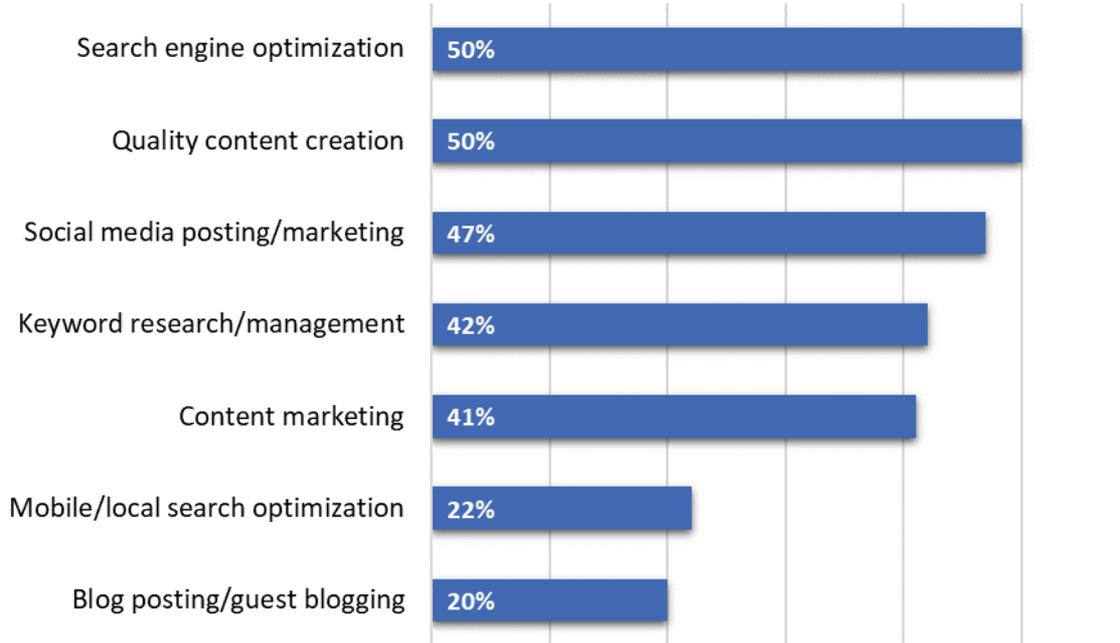
Comparing primary objectives and critical challenges.



# MOST EFFECTIVE TACTICS

Search engine optimization and quality content creation are most effective tactics used in an organic search and social media strategy according to half (50%) of marketing influencers surveyed.

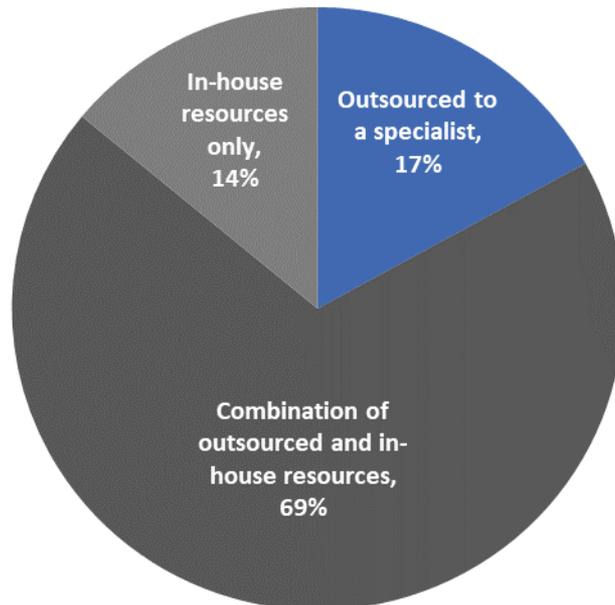
What are the most EFFECTIVE TACTICS used to achieve an organic search and social media strategy?



# DEPLOYMENT RESOURCES USED

More than two-thirds (69%) of marketing influencers prefer to have outsourced and in-house resources collaborate on the deployment of organic search and social media tactics, versus 17% and 14% respectively that prefer to use outsourced or in-house resources exclusively.

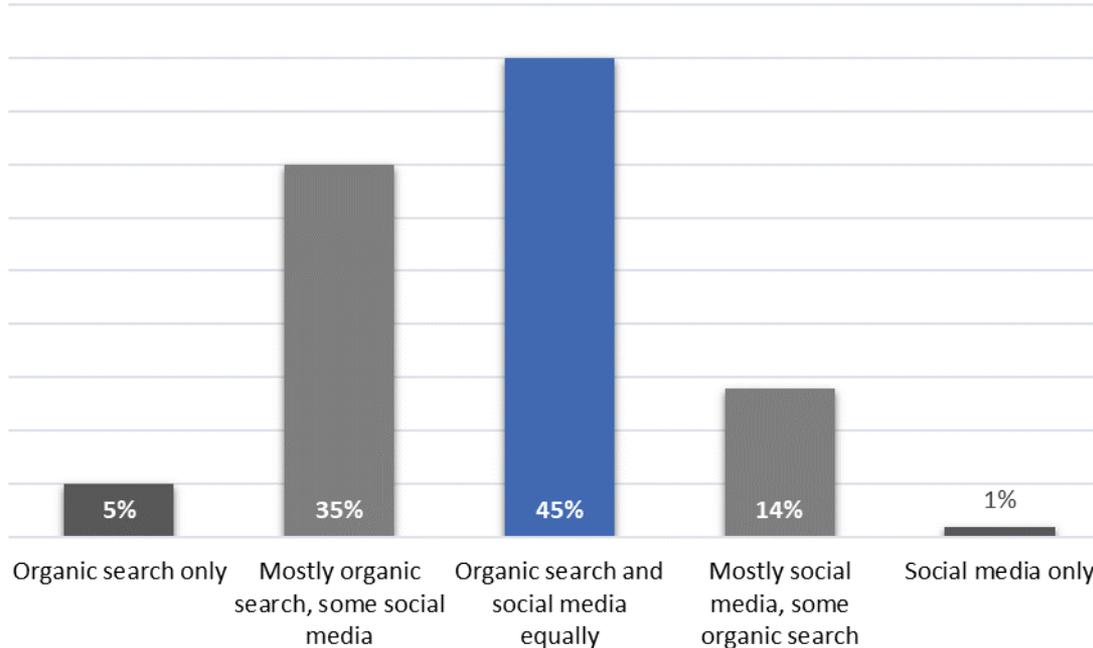
Which best describes the RESOURCES USED to deploy organic search and social media tactics?



# MOST BENEFICIAL RESULTS

While skewed toward the use of organic search for a total of 40% of marketing influencers, nearly half (45%) say an equal mix of organic search and social media tactics provide the most beneficial results.

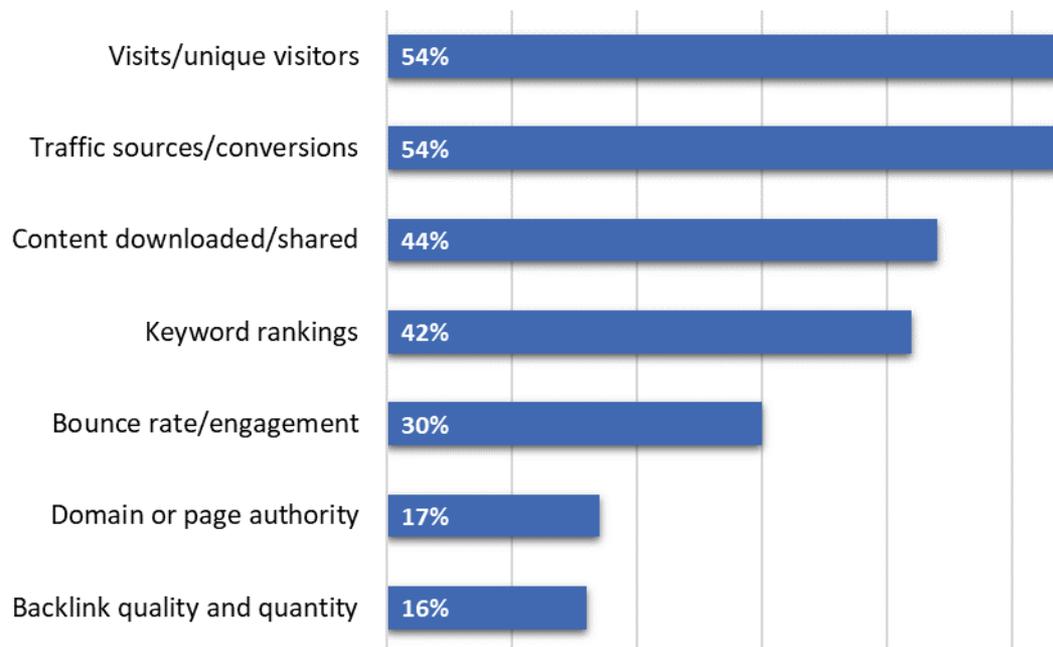
Which mix of organic search and/or social media tactics provides the MOST BENEFICIAL RESULTS?



# METRICS TRACKED

For 54% of marketing influencers, most effective metrics tracked in an organic search and social media strategy are the number of visits or unique visitors *to* the targeted web property, and the traffic sources or conversions *from* the targeted web properties.

What are the most effective METRICS TRACKED in an organic search and social media strategy?





## RESEARCH PARTNER PROGRAMS

Our Research Partner Programs rapidly deliver content of interest to your marketing influencers, and a guaranteed number of leads, in just two simple steps:

**1. Choose marketing topics of interest to your audience.**

- Or create a survey topic of your own (limited availability)

**2. Choose an exclusive segment for each of the topics.**

- Success Benchmarks
- Leadership Benchmarks
- B2B Benchmarks
- B2C Benchmarks
- Enterprise Benchmarks
- SMB Benchmarks
- Agency Benchmarks
- And more!

Learn more about Research-Based Marketing at [Ascend2.com](https://Ascend2.com).

*As a provider of marketing technology or agency services, 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 demand using factual content of interest to your target audience, and to nurture prospects to the middle of the funnel in the name of your brand.*

# Ascend2™

RESEARCH-BASED MARKETING

Following are just a few of the leading marketing solution providers that have partnered with us on research-based marketing programs.



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

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