



SEARCH & SOCIAL ADVERTISING STRATEGY

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 research subscribers during the week of March 25, 2018.

SEARCH & SOCIAL ADVERTISING STRATEGY

Integrating the “pull” of paid search with the “push” of social media ads is becoming an increasingly effective method for generating demand.

But what does an effective paid search and social advertising strategy look like?

To answer this question, Ascend2 and our Research Partners fielded the Search & Social Advertising Strategy Survey. We thank the marketing influencers responding to this survey for sharing their valuable insights with us, and you.

This Survey Summary Report, titled *Search & Social Advertising Strategy*, 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 Respondents
N=233

Number of Employees

More than 500	33%
50 to 500	36%
Fewer than 50	31%

Role in the Company

Owner / Partner / CXO	35%
VP / Director / Manager	40%
Non-Mgmt Professional	25%

Primary Marketing Channel

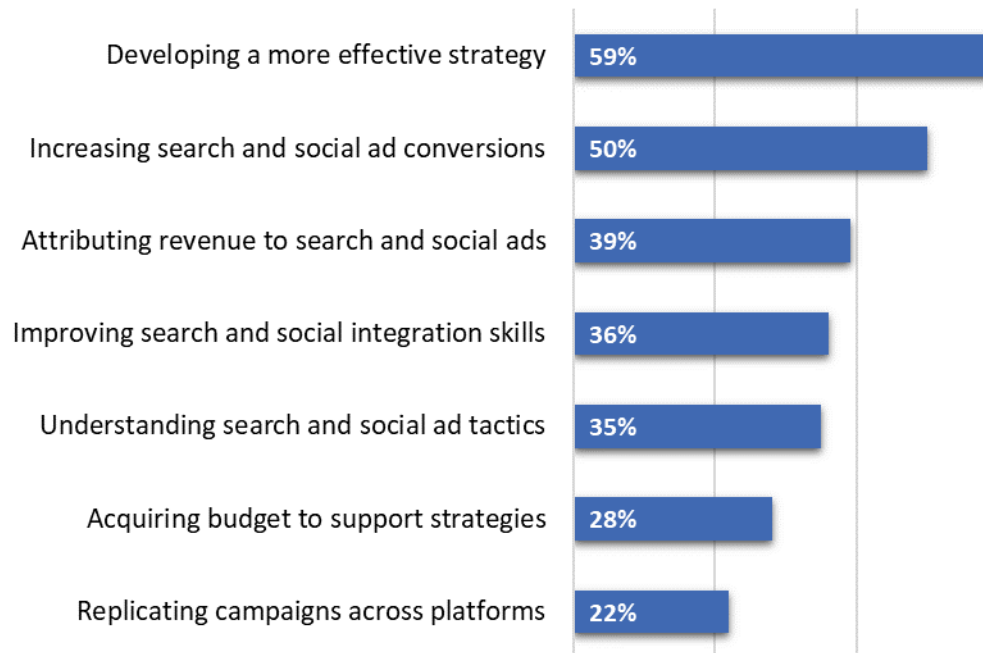
Business-to-Business	39%
Business-to-Consumer	34%
B2B and B2C Equally	27%



STRATEGIC PRIORITIES

Failing to plan is planning to fail. That's why “developing a more effective strategy” to integrate search and social advertising practices is a top priority for 59% of marketing influencers. “Increasing search and social ad conversions” is also a top priority for half (50%) of respondents.

What are the TOP PRIORITIES for an integrated search and social advertising strategy?

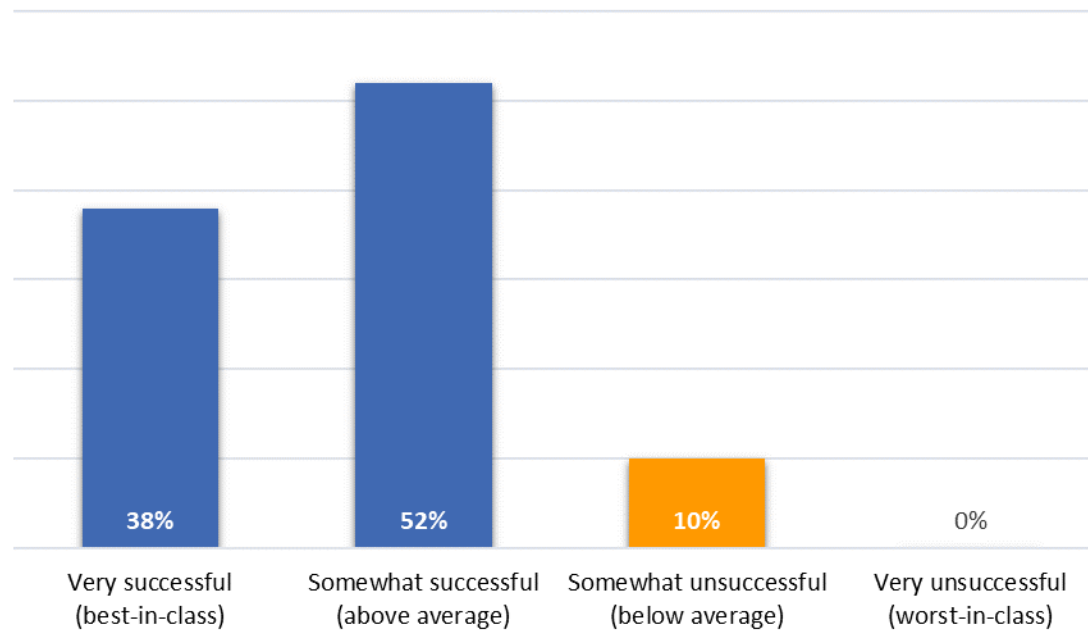




SUCCESS ACHIEVING PRIORITIES

In total, nine-out-of-ten (90%) of marketing influencers say that a search and social advertising strategy is successful to some extent at achieving top priorities, with 38% describing the success as “best-in-class” when compared to competitors.

How SUCCESSFUL is a search and social advertising strategy at achieving the top priorities?





CHALLENGING BARRIERS TO SUCCESS

There are many challenging barriers to search and social advertising success. “Increasing search and social ad conversions” and “acquiring budget to support strategies” are the most challenging for 46% and 44% of marketing influencers respectively.

What are the most CHALLENGING BARRIERS to search and social advertising success?

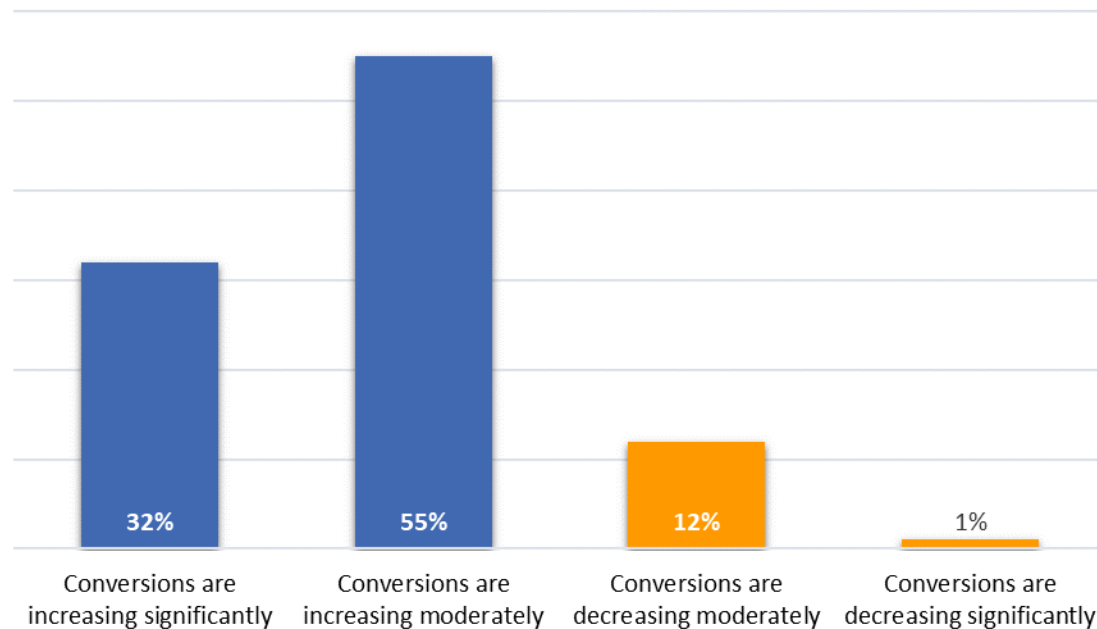




HOW CONVERSION RATE IS CHANGING

Whether you consider a conversion to be the identification of an anonymous website visitor, the completion of a lead form, an online purchase, or anything in between, a total of 87% believe search and social ad conversions are increasing. And the increase is considered significant for 32%.

To what extent is the CONVERSION RATE from search and social advertising changing?





PRIORITIES VERSUS BARRIERS

Analyzing the importance of top strategic priorities in comparison to the most challenging barriers to overcome provides a valuable perspective for developing a balanced and successful paid search and social media advertising strategy.

Comparing strategic priorities and challenging barriers.

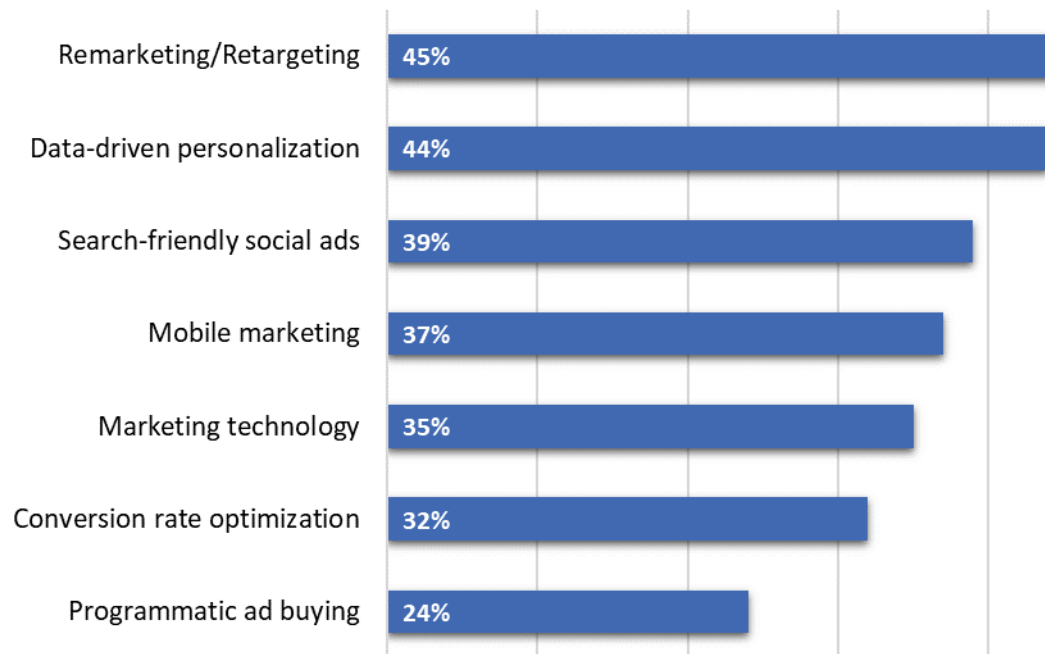




TACTICAL EFFECTIVENESS

“Remarketing/retargeting” and “data-driven personalization” were selected as some of the most effective tactics used by 45% and 44% of marketing influencers respectively, for improving search and social advertising performance.

What are the most EFFECTIVE TACTICS used for improving search and social advertising performance?

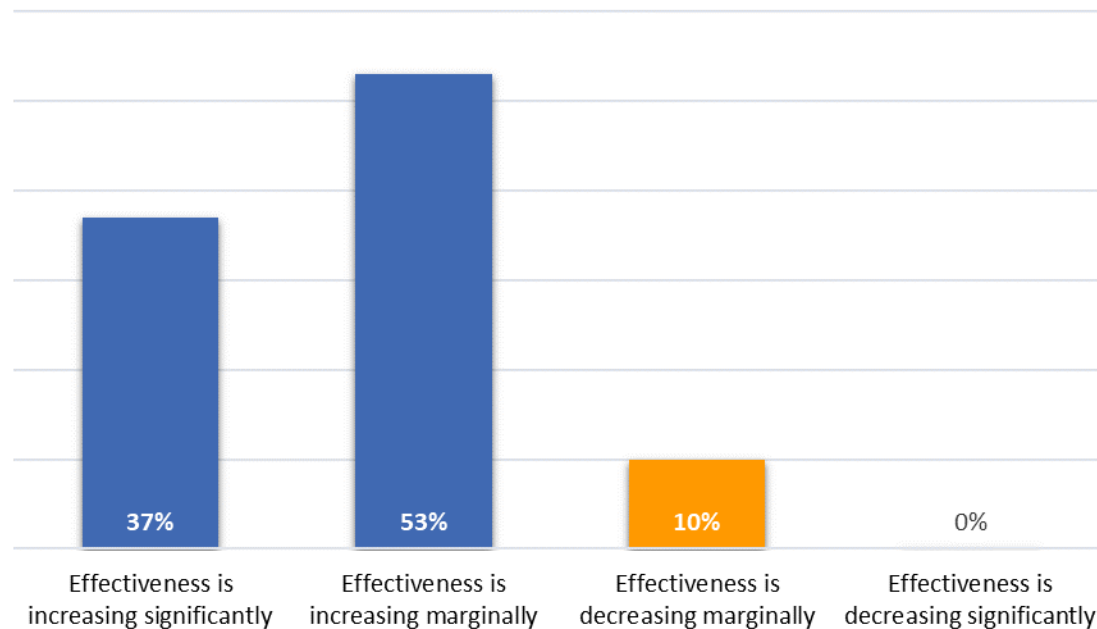




HOW EFFECTIVENESS IS CHANGING

The effectiveness of the search and social advertising tactics used is increasing for nine-out-of-ten (90%) of marketing influencers in total, with 37% of them describing the increase as significant. This leaves only 10% who believe that tactical effectiveness is decreasing.

To what extent is EFFECTIVENESS CHANGING for the search and social advertising tactics used?

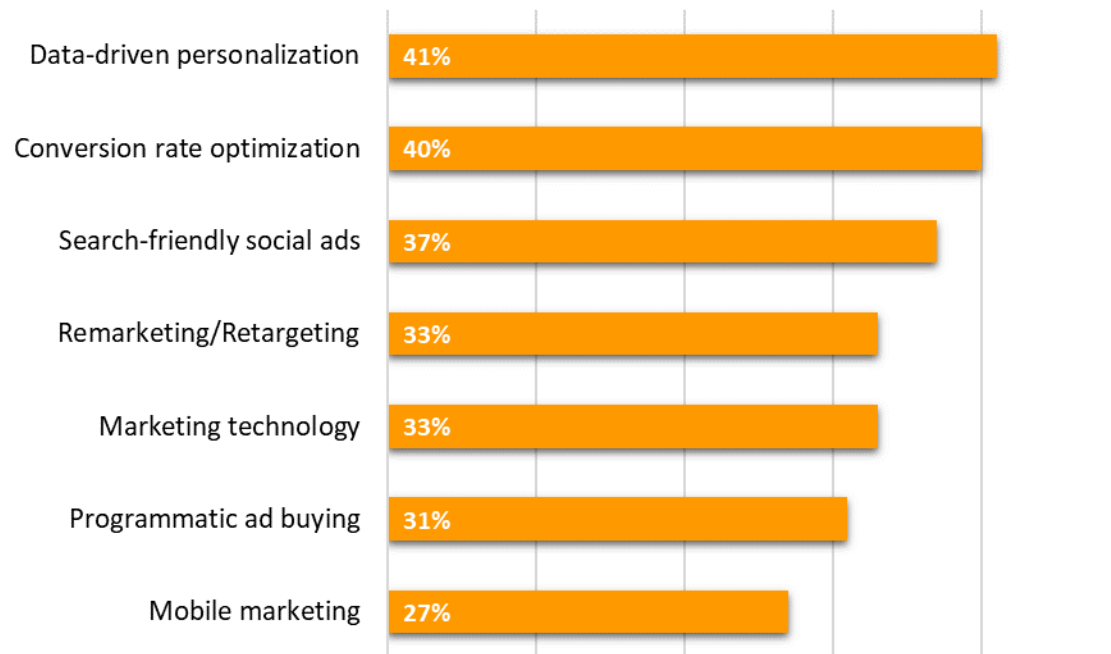




TACTICAL DIFFICULTY

“Data-driven personalization” is a difficult tactic to execute for 41% of marketing influencers. “Conversion rate optimization”, which is both an art and a science, is difficult to execute for 40%. However, mastering this tactic is critical to overcoming the most challenging barrier to success.

What are the most DIFFICULT TACTICS used to improve search and social advertising performance?

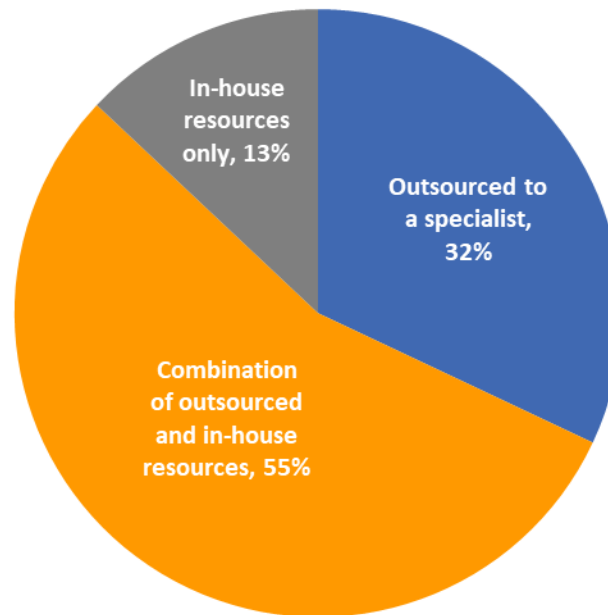




RESOURCES USED TO EXECUTE TACTICS

The “combination of outsourced and in-house resources” is used by a majority (55%) of marketing influencers to execute search and social advertising tactics. However, nearly one-third (32%) outsource the execution of all search and social advertising tactics to a specialist.

Which best describes the RESOURCES USED to execute the search and social advertising tactics?





EFFECTIVENESS VERSUS DIFFICULTY

Tactics that are much more effective than difficult to perform (remarketing/retargeting, for example) are more likely to be included in a search and social advertising strategy than a less effective tactic that is difficult to perform (programmatic ad buying, for example).

Comparing tactical effectiveness and difficulty



Marketing technology companies 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 or digital marketing 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 customers, and nurture those leads 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.

- A new [marketing topic](#) is surveyed every month

2. Choose an exclusive data segment for each 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.



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