

An overhead view of a large wooden conference table with several people seated around it. They appear to be in a meeting, looking at documents and laptops. The scene is dimly lit, with light coming from the side, creating a professional and collaborative atmosphere.

Strategies, Tactics and Trends for

# MARKETING RESOURCE EFFECTIVENESS

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.*

# MARKETING RESOURCE EFFECTIVENESS

Planning and deploying a marketing strategy will benefit from an objective point of view and skills that may not be available in-house.

## But how will you choose the right resources to optimize results?

To help you answer this question, Ascend2 and our Research Partners fielded the Marketing Resource Effectiveness Survey. We thank the 227 marketing influencers who responded to this survey during the week of December 16, 2018.

This Survey Summary Report, titled *Marketing Resource Effectiveness*, 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	32%
50 to 500	32%
Fewer than 50	36%

#### Role in the Company

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

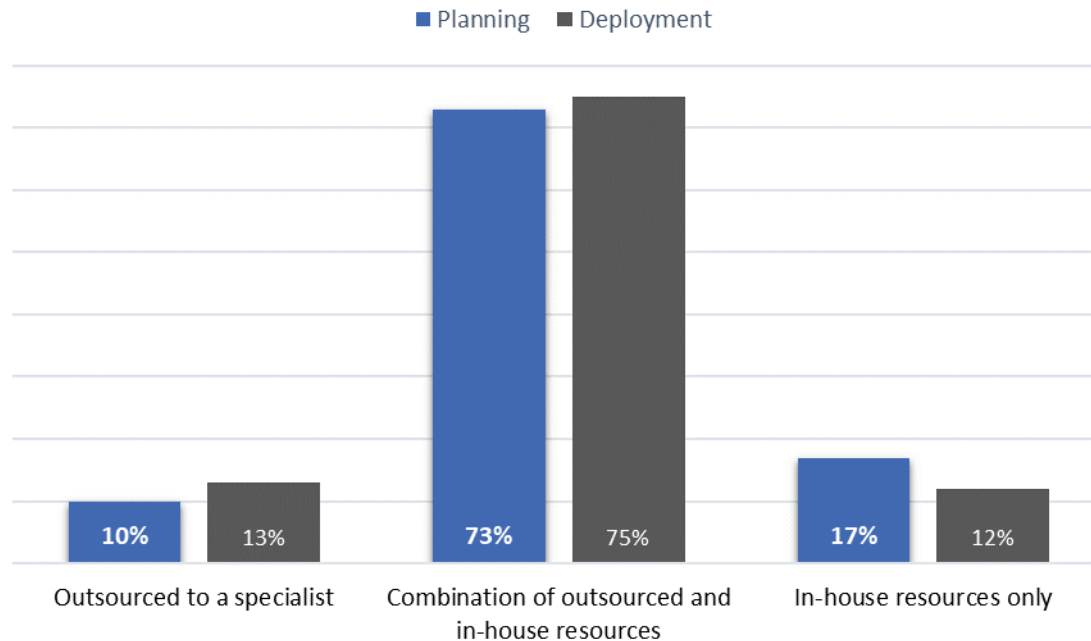
#### Primary Marketing Channel

Business-to-Business	39%
Business-to-Consumer	44%
B2B and B2C Equally	17%

# PLANNING VERSUS DEPLOYMENT

About three-quarters of marketing influencers consider a collaboration between outsourced and in-house resources a valuable combination of objective and subjective insights for both planning and deploying a marketing strategy.

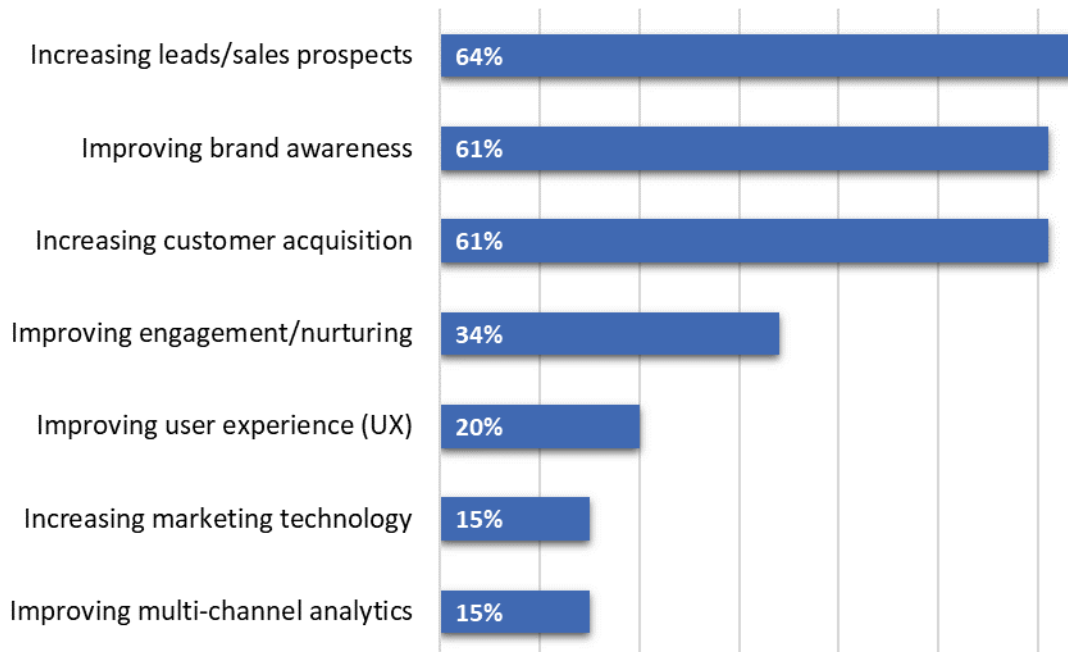
Comparing resources used for planning and deployment.



# PRIMARY OBJECTIVES

Increasing the number of leads, sales prospects and customers acquired, and improving brand awareness, are all primary objectives for a marketing strategy according to a majority of marketing influencers.

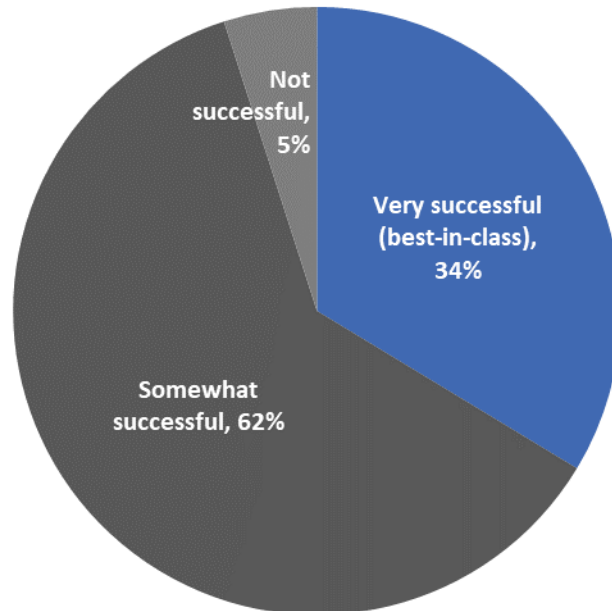
What are the PRIMARY OBJECTIVES for a marketing strategy to achieve?



# STRATEGIC SUCCESS

About one-third (34%) of marketing influencers believe a marketing strategy is very successful at achieving the primary objectives which, as previous data shows, is best planned and deployed by a combination of internal and external resources

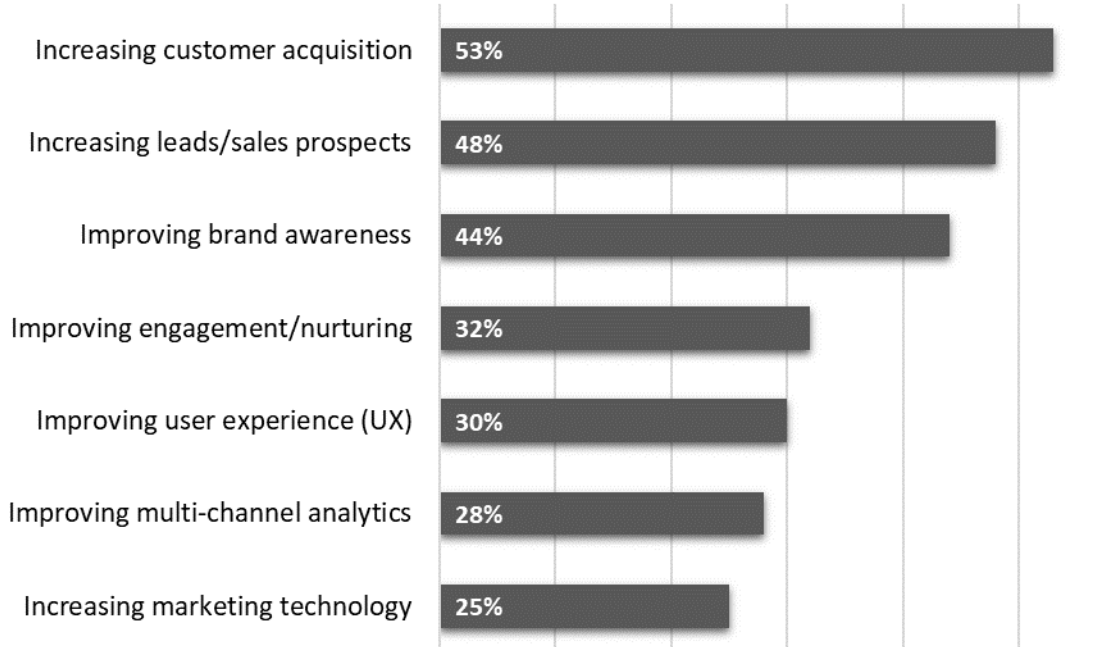
How SUCCESSFUL is a marketing strategy at achieving the primary objectives?



# IMPORTANT CHALLENGES

An important challenge to the success of a marketing strategy for 53% of marketing influencers is the inability to help increase the number of customers acquired. The reveals the importance marketers place on aligning their efforts with sales goals.

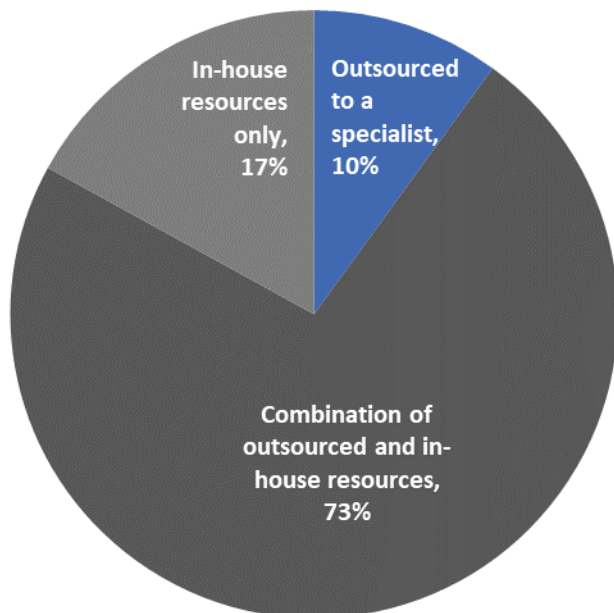
What are the most IMPORTANT CHALLENGES to the success of a marketing strategy?



# PLANNING RESOURCES USED

Objectivity, or the ability to see the forest for the trees, is a valuable commodity when it comes to planning a marketing strategy. That's why so many marketers (73%) use a combination of outsourced and in-house resources to plan a strategy.

Which best describes the RESOURCES USED TO PLAN a marketing strategy?

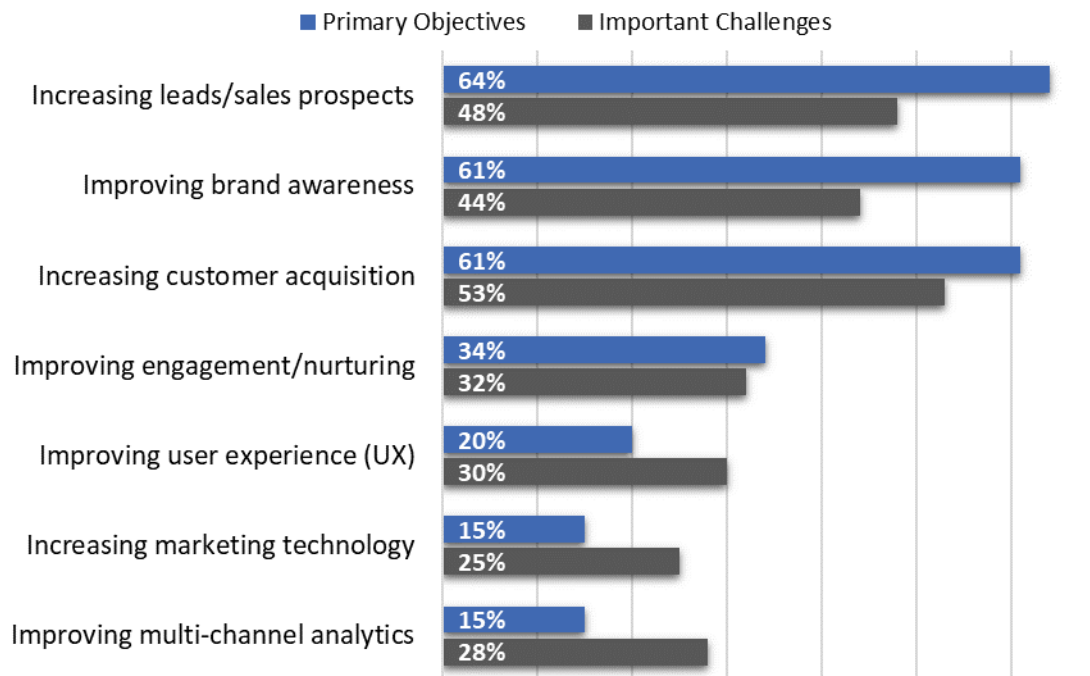




# OBJECTIVES VERSUS CHALLENGES

A thoughtful analysis of objectives in comparison to how important they are as a challenge to success will improve the odds of developing a successful marketing strategy.

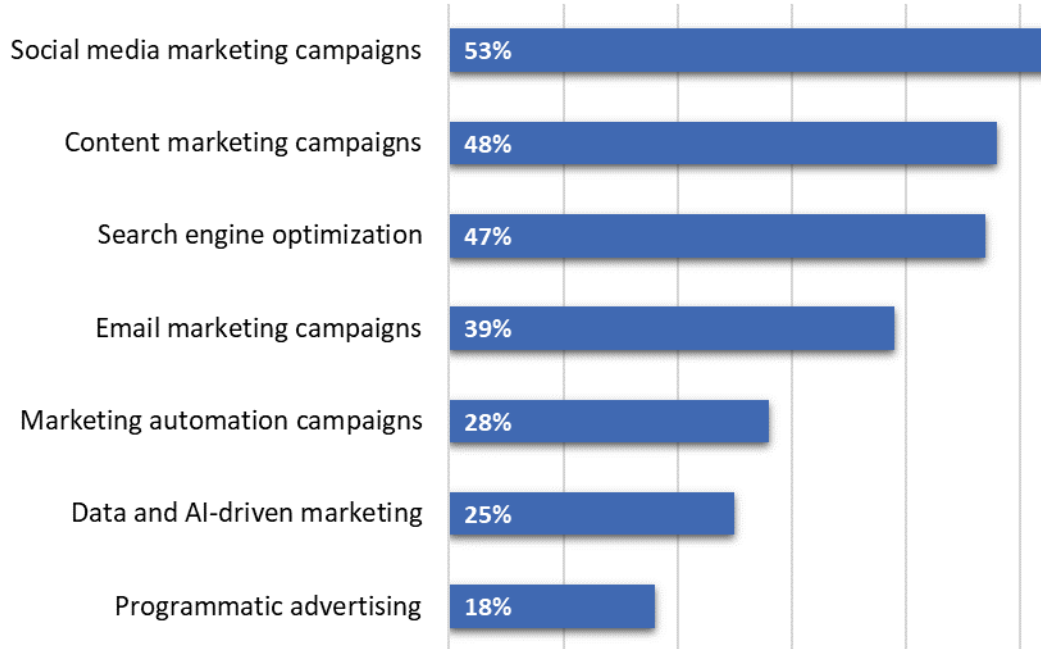
Comparing strategic marketing objectives and challenges.



# MOST EFFECTIVE TACTICS USED

Social media marketing, content marketing and SEO are effective tactics for 53%, 48% and 47% of marketing influencers respectively. While email has been integrated into virtually every form of digital marketing, it no longer tops the chart as a stand-alone tactic.

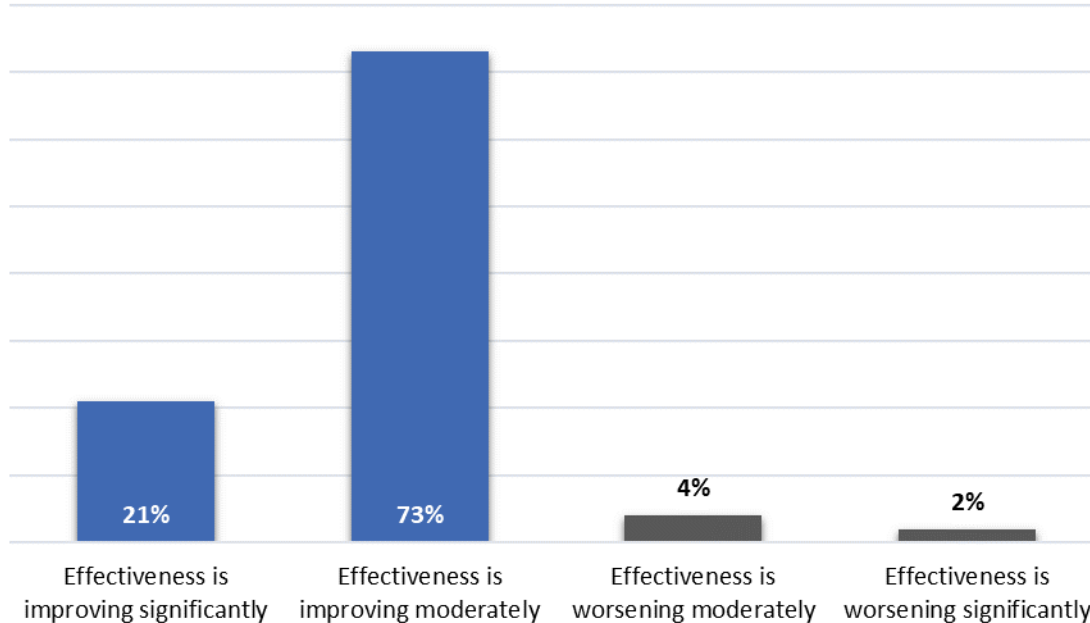
What are the most EFFECTIVE TACTICS USED in a marketing strategy?



# HOW EFFECTIVENESS IS CHANGING

As marketers become more proficient in all forms of digital marketing practices and technologies, the effectiveness of tactics used is increasing. A total of 94% of marketing influencers believe that the effectiveness of tactics is improving to some extent.

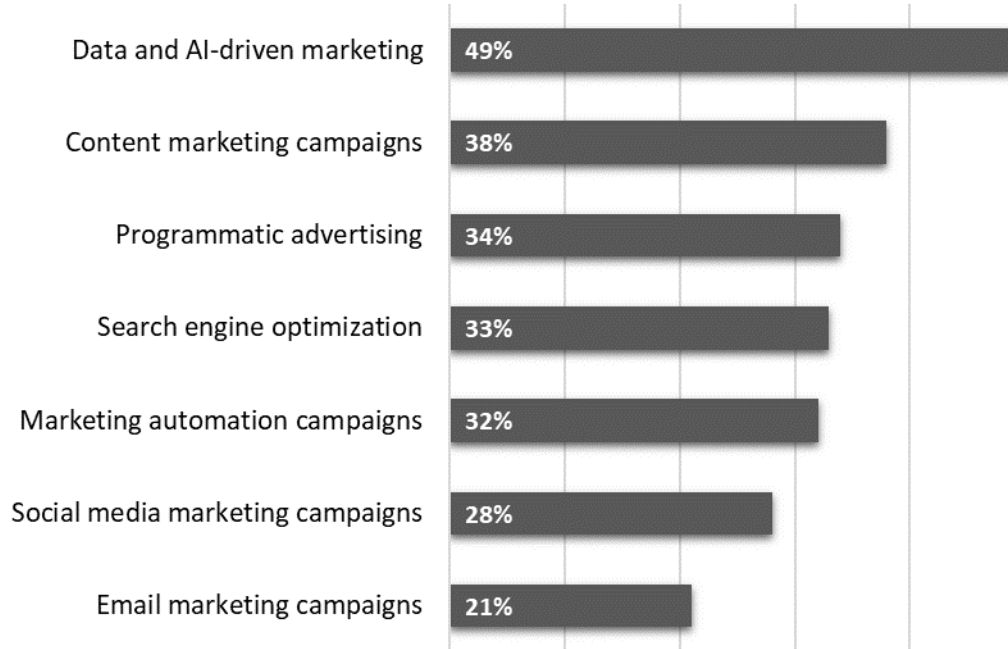
Which best describes how TACTICAL EFFECTIVENESS IS CHANGING in a marketing strategy?



# DIFFICULT TACTICS TO DEPLOY

While a previous chart shows only 25% of marketing influencers consider data and artificial intelligence-driven marketing to be a most effective tactic, 49% consider it a difficult tactic to deploy. This may be a case of difficulty impacting effective use.

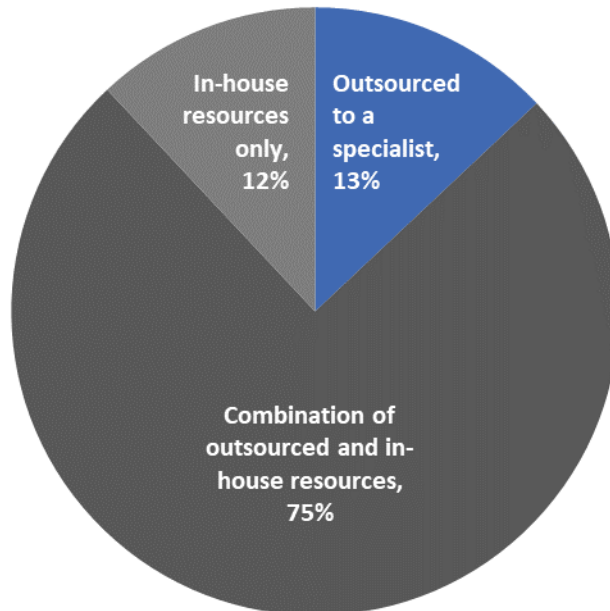
What are the most DIFFICULT TACTICS TO DEPLOY in a marketing strategy?



# DEPLOYMENT RESOURCES USED

Extremely technical tactics such as data and AI-driven marketing, often require skills and capabilities not found in-house. That's one reason why 75% of marketers say they use a combination of outsourced and in-house resources to deploy tactics.

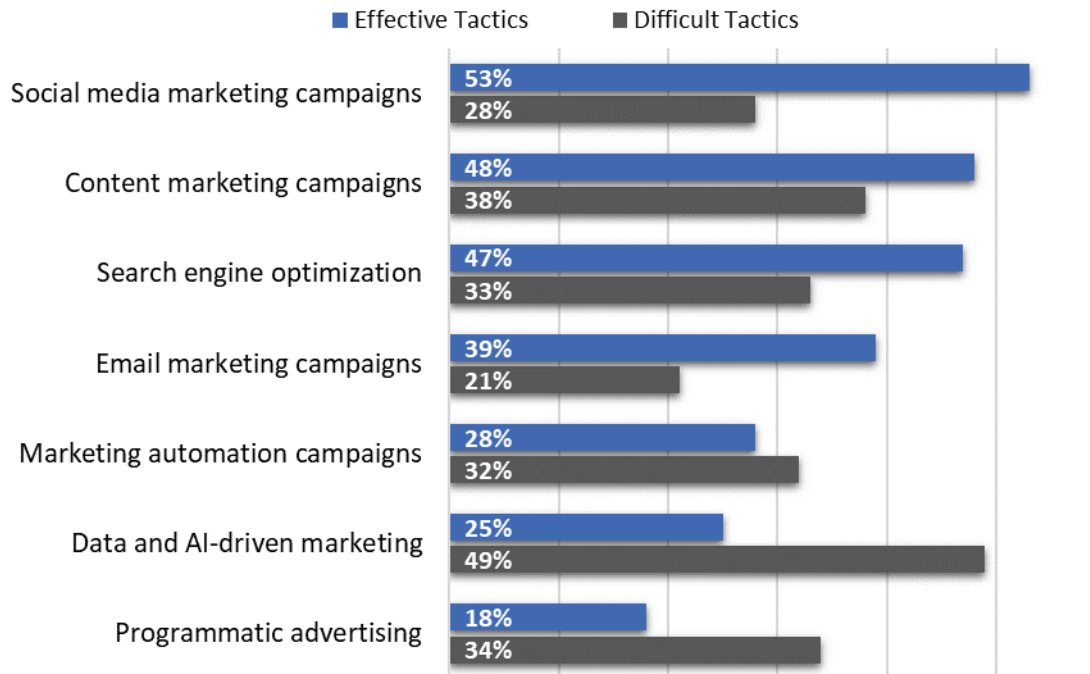
Which best describes the RESOURCES USED TO DEPLOY the tactics used in a marketing strategy?



# EFFECTIVENESS VERSUS DIFFICULTY

Social media marketing is far more effective than difficult to perform. Conversely, data and AI-driven marketing is far less effective than difficult. Difficulty is often the reason for excluding the deployment of a valuable tactic from a marketing strategy.

Comparing tactical marketing effectiveness and difficulty.



Marketing technology providers and digital marketing agencies partner with Ascend2 to supplement their marketing content and generate demand through the middle of the funnel. Learn more about research-based marketing innovations from [Ascend2.com](http://Ascend2.com).

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



*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.*



## 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 the topics you choose.

- 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](http://Ascend2.com).

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