

THE IMPACT OF AGILE MARKETING

Research Created for Marketers



Research Series Conducted in Partnership with Leading Providers
of Marketing Technology and Digital Marketing Agency Services.

Ascend2[™]
RESEARCH-BASED MARKETING

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PUT THIS CONTENT
TO GOOD USE!
↓

HOW TO USE THIS REPORT:

TIP #1: ENGAGE YOUR AUDIENCE by turning the charts and insights into your own content.

TIP #2: DISCOVER STRATEGIES, TACTICS AND TRENDS that are working for fellow marketers.

TIP #3: IMPROVE YOUR OWN STRATEGY by using data that is relevant to your business.

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

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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 professionals and marketing research subscribers.

SURVEY RESPONDENTS

Primary Marketing Channel

B2B	25%
B2C	45%
B2B and B2C equally	30%

Number of Employees

More than 500	11%
50 to 500	20%
Fewer than 50	69%

Primary role in company

Owner / Partner / C-Level	66%
Vice President / Director / Manager	27%
Non-Management Professional	7%

THE IMPACT OF AGILE MARKETING

Agile marketing is an approach that prioritizes responding to change over following a set plan.

But how are marketing teams executing agile marketing strategies today?

To help answer this question, Ascend2 and our Research Partners fielded The Impact of Agile Marketing survey. We thank the 321 marketers who responded to this survey between April 14 - April 24, 2022.

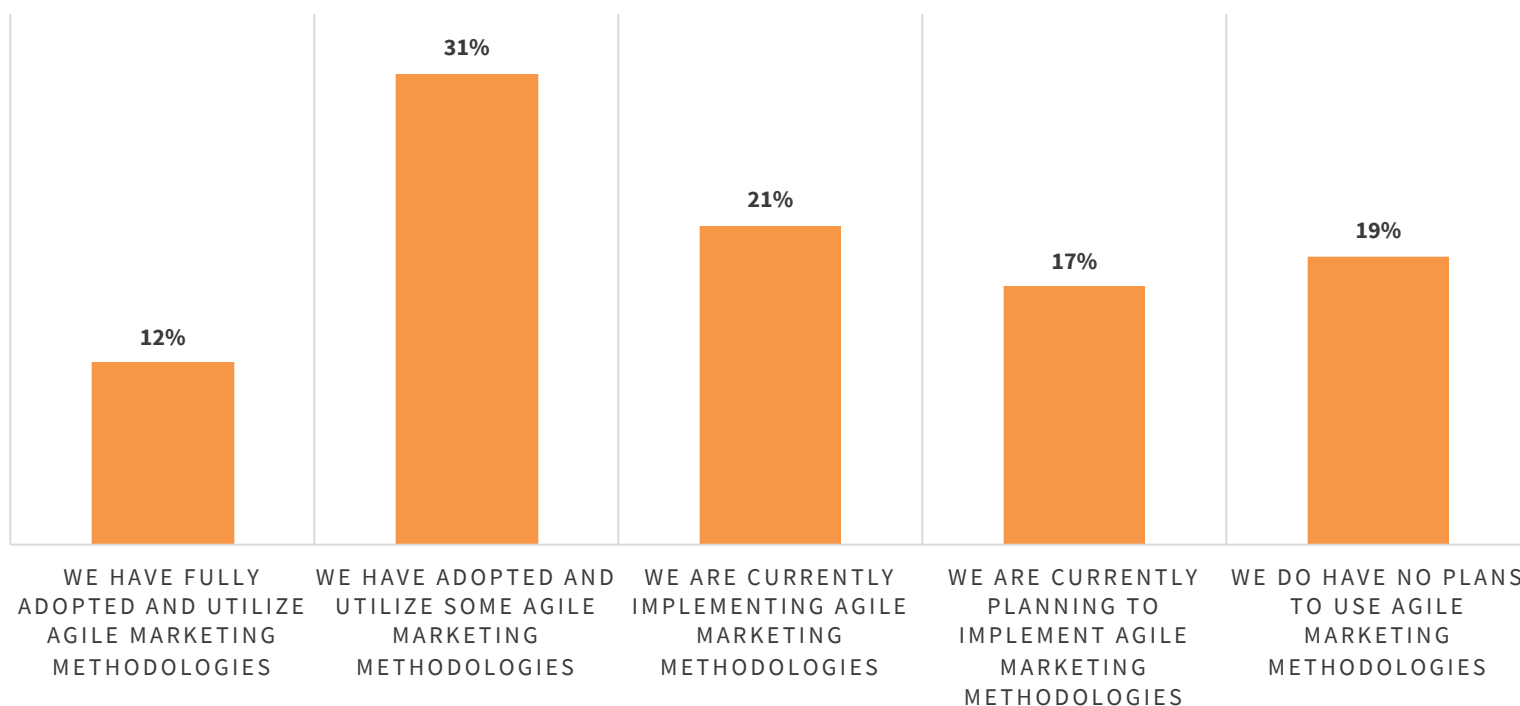
This Survey Summary Report, titled *The Impact of Agile Marketing*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

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.

CURRENT ADOPTION

Only 12% of respondents have fully adopted and currently utilize agile marketing methodologies and nearly one-third (31%) of marketing professionals report that their organizations have adopted some agile tactics and strategies. 38% of those surveyed say that they are currently implementing or planning to implement agile methodologies into their existing strategy.

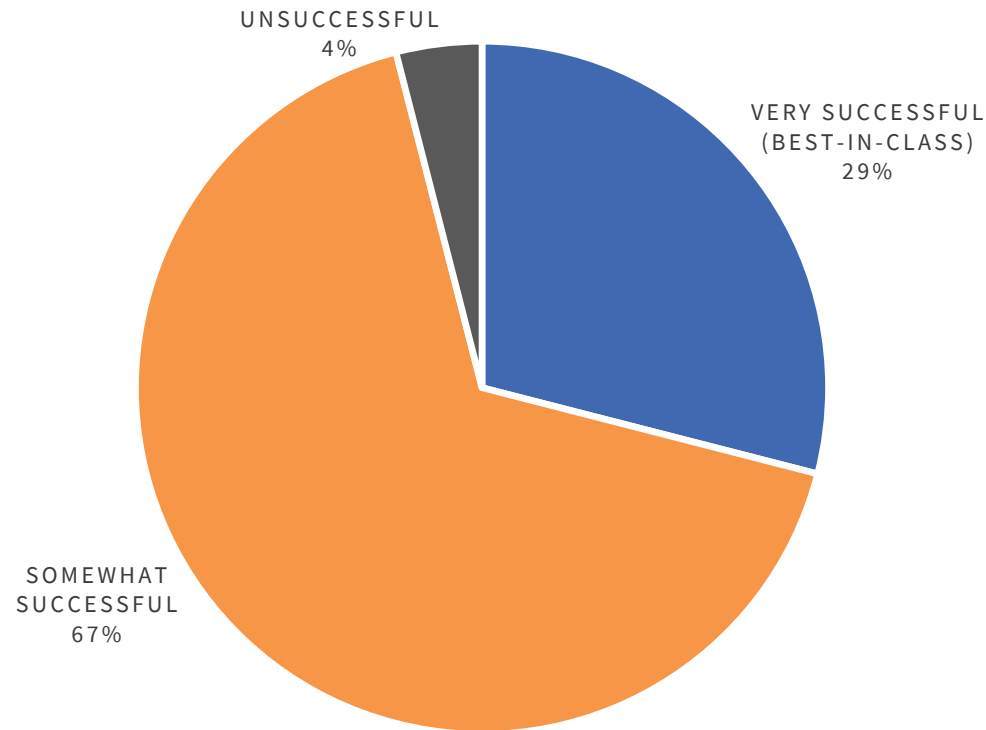
WHAT LEVEL OF AGILE MARKETING HAS YOUR ORGANIZATION ADOPTED?



GAUGING SUCCESS

How successful is agile marketing at helping organizations achieve primary marketing goals? Agile marketing is viewed as a successful approach in helping to achieve marketing goals for nearly all (96%) marketers surveyed. Two-thirds (67%) say that it is somewhat successful while another 29% report experiencing best-in-class success from the implementation of agile marketing initiatives.

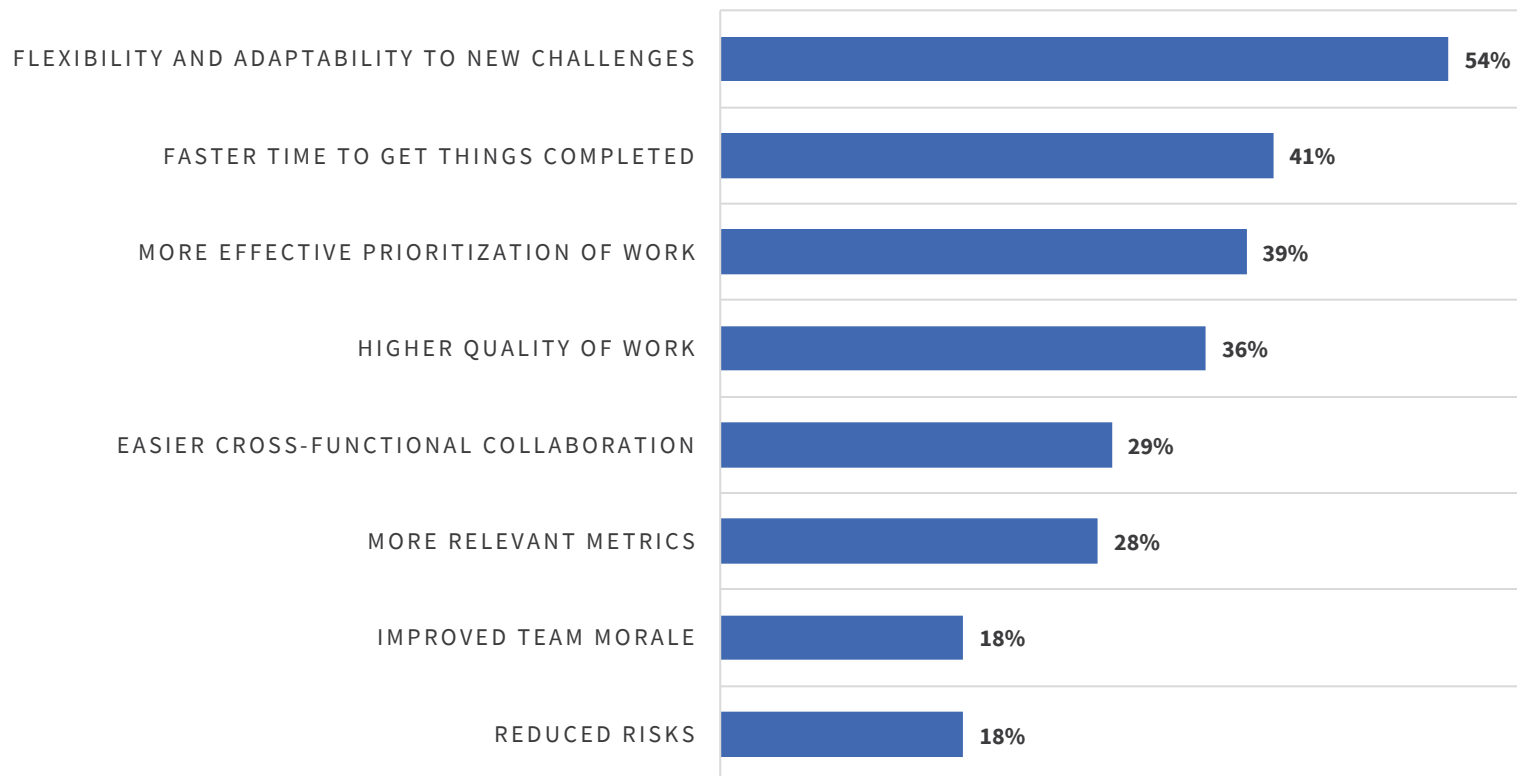
HOW WOULD YOU RATE THE SUCCESS OF AN AGILE MARKETING APPROACH IN HELPING TO ACHIEVE PRIMARY MARKETING GOALS?



TOP BENEFITS

Over half (54%) of marketing professionals feel that a top benefit of adopting an agile marketing approach is that it allows for more flexibility and adaptability when new challenges arise. Other top benefits are focused on improving efficiency and include increasing the speed of getting marketing tasks accomplished (41%) and establishing more effective prioritization of work (39%).

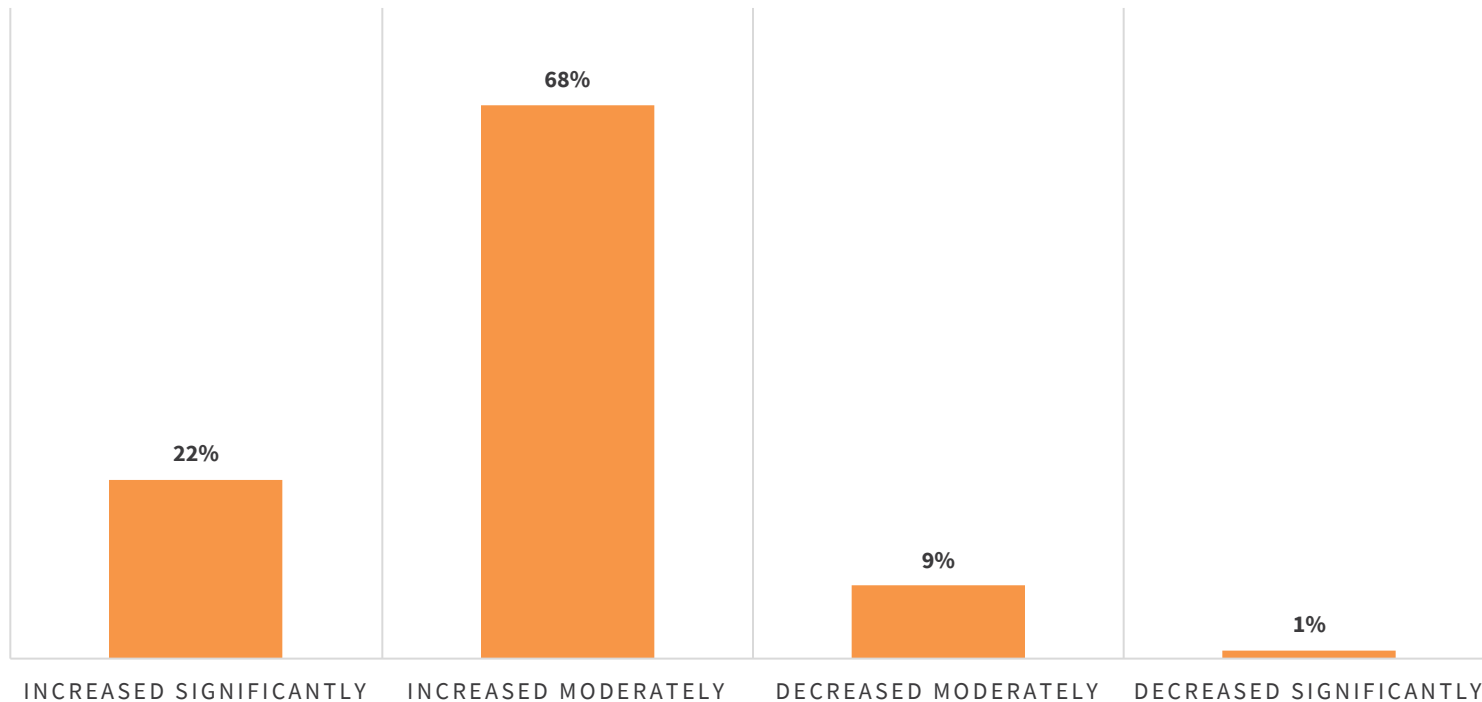
WHAT ARE THE TOP BENEFITS OF AN AGILE MARKETING APPROACH?



HOW IMPORTANCE IS CHANGING

Nearly all marketers surveyed say that the importance of agile marketing in establishing a competitive advantage has increased in the past two years, a time during which many organizations have been faced with the realization that drastic change can happen unexpectedly. Nearly one-quarter (22%) describe this increase in importance as significant.

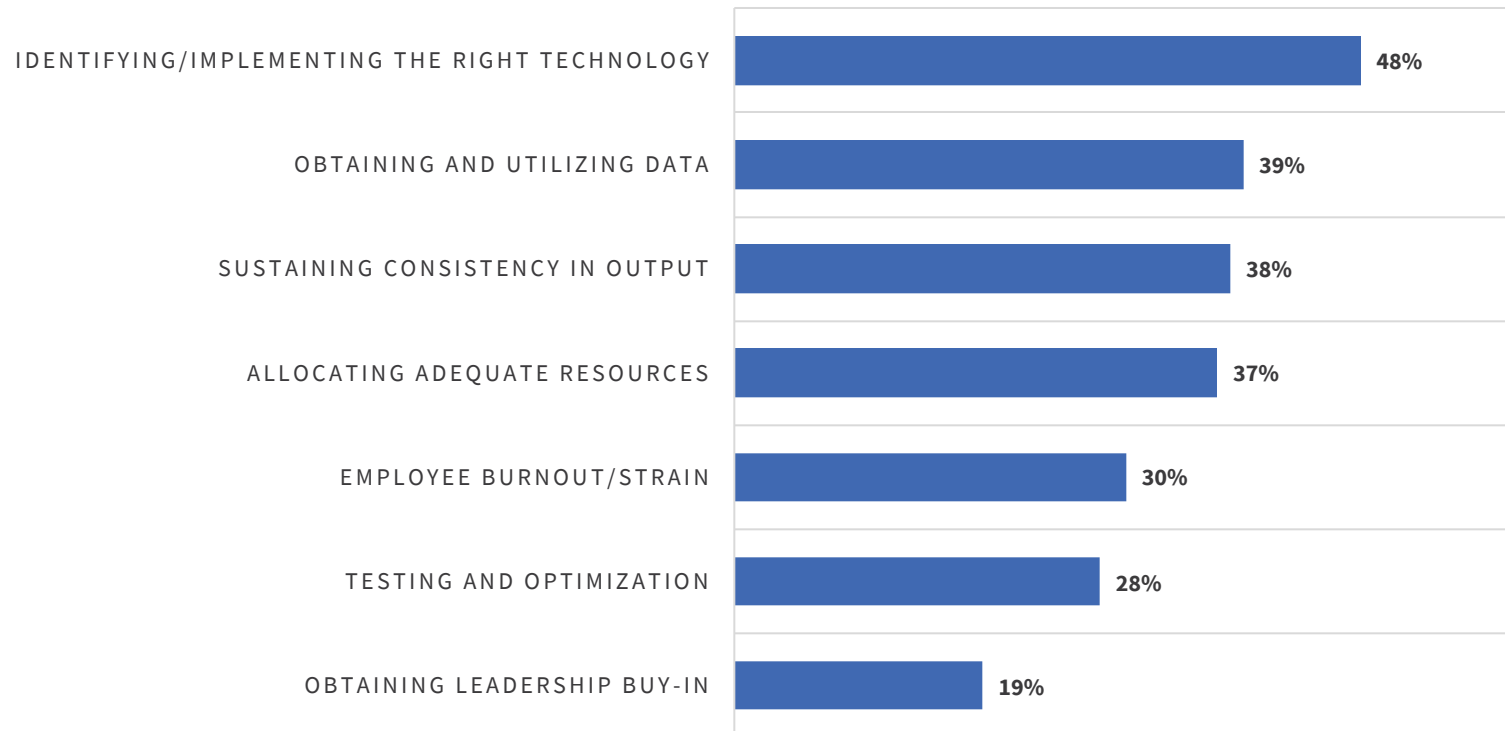
IN THE PAST TWO YEARS, HOW HAS THE IMPORTANCE OF AGILE MARKETING IN ESTABLISHING A COMPETITIVE ADVANTAGE CHANGED?



TOP CHALLENGES

Marketers feel that identifying and implementing the right technology to support an agile marketing approach is the top challenge to the success of a strategy according to nearly half (48%) of those surveyed. Obtaining and utilizing data also tops the list of challenges. Marketers also find it difficult to allocate enough resources to an agile marketing strategy as well as sustain the necessary output for success.

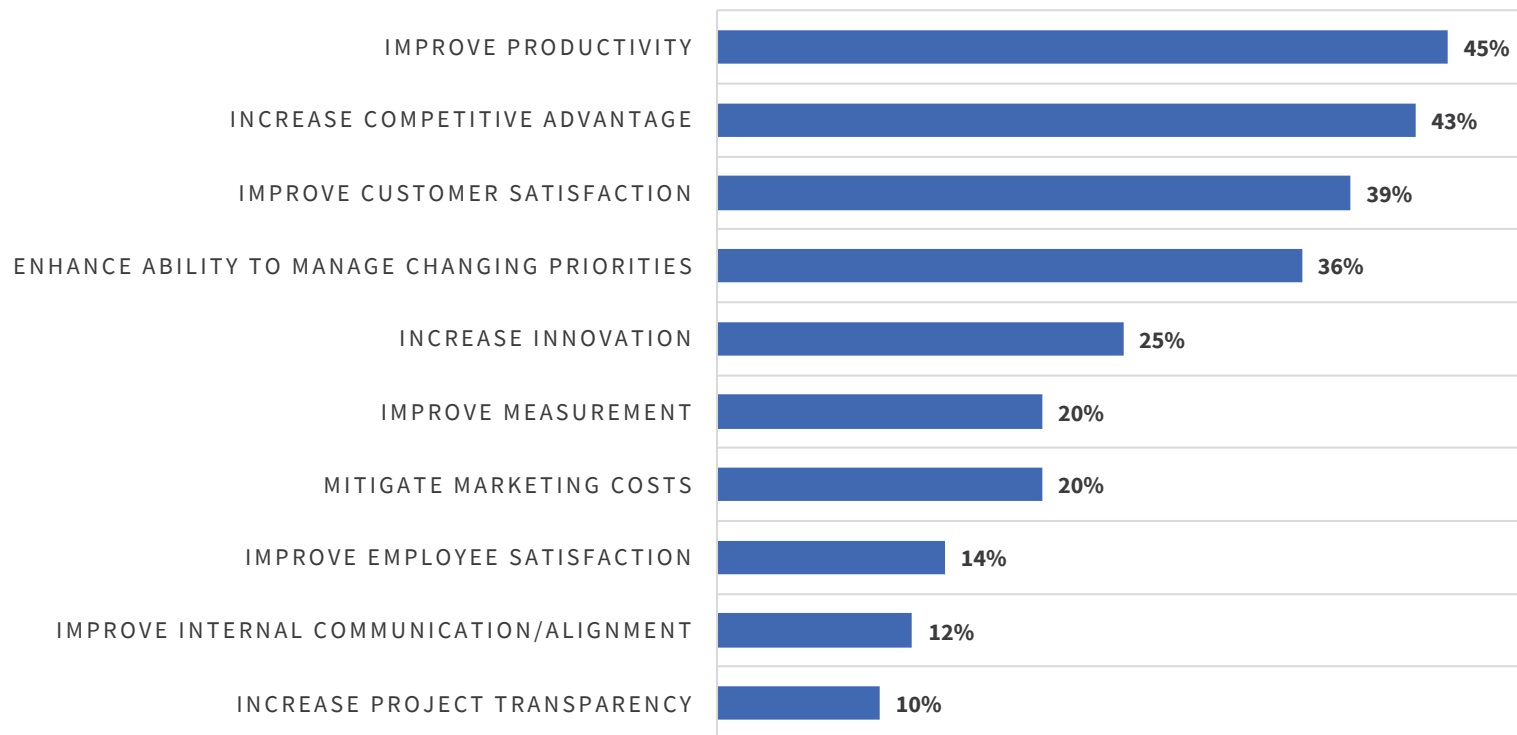
WHAT ARE THE TOP CHALLENGES TO IMPLEMENTING AN AGILE MARKETING STRATEGY?



REASONS FOR IMPLEMENTATION

Why are organizations choosing to implement agile marketing into their existing strategy? The most important reasons for implementing an agile marketing approach are reportedly to improve productivity, increase competitive advantage, and improve customer satisfaction according to 45%, 43%, and 39% of marketing professionals surveyed.

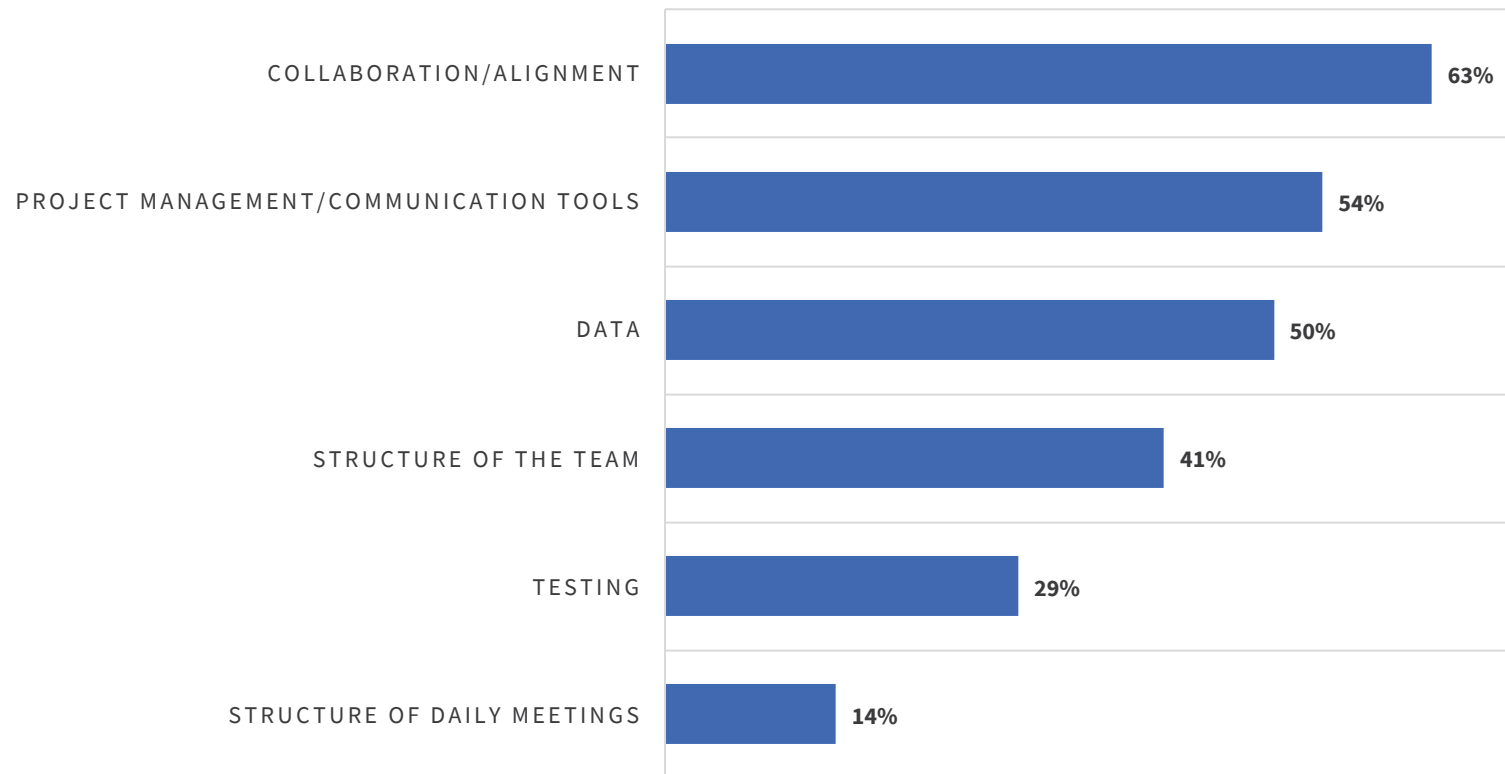
WHAT ARE THE TOP REASONS FOR IMPLEMENTING AN AGILE MARKETING STRATEGY?



KEY COMPONENTS OF A STRATEGY

Agile marketing often includes internal teams coming together to execute high impact strategies in a short period of time. It is no surprise then, that 63% of marketers surveyed feel that collaboration and alignment between teams is a non-negotiable when it comes to executing an agile marketing strategy and 54% say that project management and communication tools are also a key component.

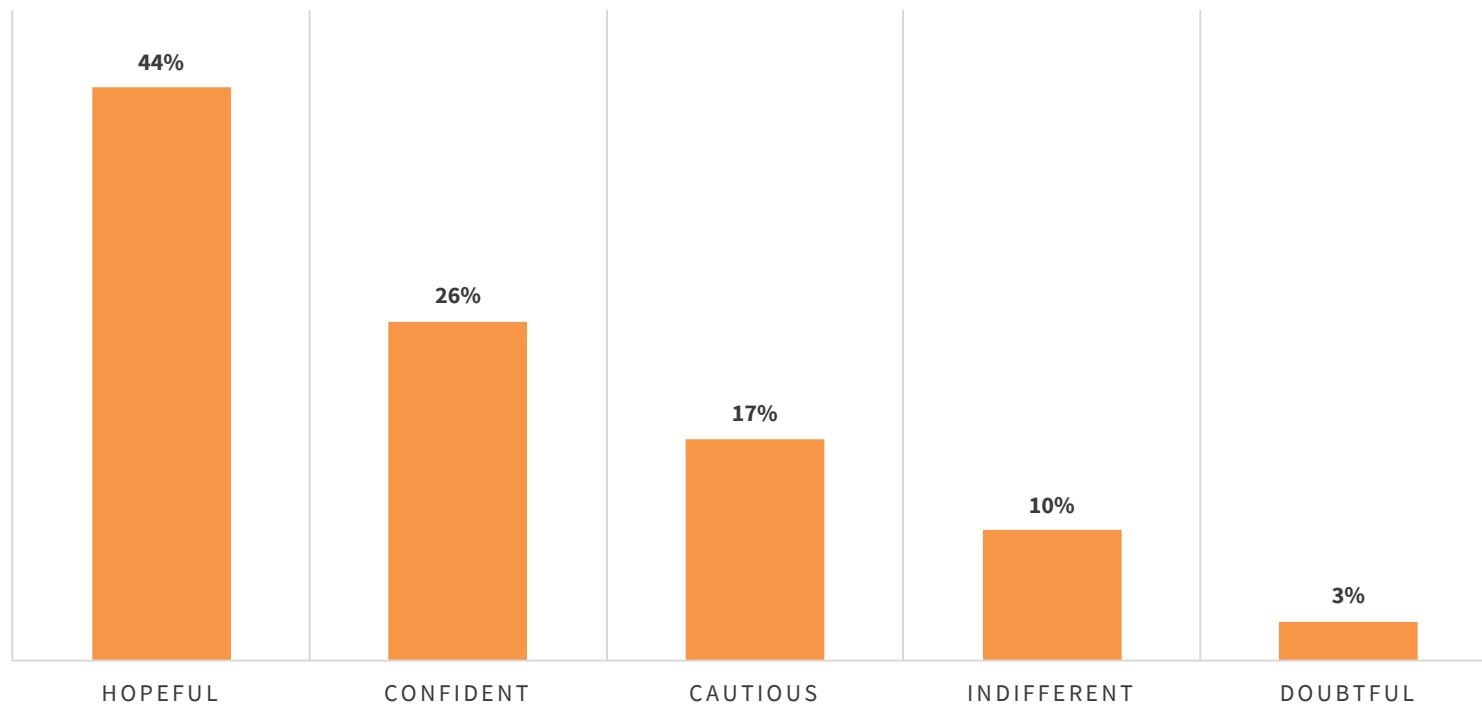
WHAT ARE THE KEY COMPONENTS OF AN AGILE MARKETING STRATEGY?



SENTIMENT TOWARD AGILE MARKETING

The feeling that marketers have toward agile marketing and the role it will play in helping them to achieve their primary marketing goals in the next year is overwhelmingly positive. While 44% report feeling hopeful about this, another one-quarter (26%) report feelings of confidence. Only 3% say that they are doubtful about agile marketing aiding in achieving marketing goals in the coming year.

WHICH BEST DESCRIBES HOW YOU FEEL ABOUT AGILE MARKETING IN HELPING YOU ACHIEVE YOUR MARKETING GOALS IN THE NEXT 12 MONTHS?



CUSTOMIZED B2B RESEARCH

delivered to you with a plan to use it.

We find the right audience, ask the right questions, and gather insightful data to create useful and affordable research that will help you generate demand and increase engagement.

Join the industry powerhouses that use Ascend2 to create compelling research content that speaks to their audience.

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Don't just take it from us...

Here's what some of our customers have to say.

"I highly recommend Ascend2 for any research projects in the B2B marketing space. Coming from a heavy academic-research background myself, I'm quite demanding when it comes to fielding and analyzing market surveys. Intentsify had very specific goals in mind to support multiple use cases with original research. Todd and Jenna of Ascend2 had the requisite knowledge, skills, and resources to achieve our weighty objectives. **Further, the program was affordable (even for an early-stage startup), and the results to date are already surpassing our ROI goals.**"

-David Crane, VP Marketing, Intentsify

"Ascend2 was a pleasure to work with and helped us to **design a thoughtful survey that uncovered truly actionable and noteworthy findings**. They work smart and fast and even helped to promote and place the research results at launch. Ascend2 is at the top of our list for future projects."

-Nick Olsson, CEO, Olsson Communications

"Good news to report back to you – we are seeing a lot of success with the leads we have gotten, not only from you but from the report in general (website, our emails, ads, etc.). **My CEO is super pleased.**"

-Emily Wingrove, Director of Marketing, Synthio

"On a hunch that original, empirical research could boost engagement with my audience, I contracted Ascend2 and Todd Lebo to provide a study on the most effective tactics being employed by B2B marketers. The research was delivered on time in an easily workable format, and any minor corrections were handled with rapid turnaround and excellent customer service. In the end, the research deliverable ended up influencing hundreds of thousands of dollars in closed-won business, **achieving an 85x ROI on the purchase price of the research**. I am extremely impressed with Ascend2 and will use them again any time I require original research on industry influencers for my marketing campaigns."

-Jonathan Greene, Director of Marketing, LeadCrunch

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