

MULTI-CHANNEL MARKETING

2023

Research Created for Marketers



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

Ascend2[™]
RESEARCH-BASED MARKETING

IN THIS REPORT...

3. Methodology and Participants
4. Introduction
5. Rating Strategic Success
6. Importance of Multi-Channel Success
7. Greatest Challenges
8. Extent of Automation
9. Most Impactful Channels Overall
10. Customizing Messaging Across Channels
11. Channels to Connect with Prospects
12. Data Challenges
13. Using Data to Improve CX
14. Using Data for Personalization
15. About Ascend2 Research

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.

Please feel free to 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 ascend2.com

➤ **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

N = 407 Marketing Decision-Makers

Primary Marketing Channel

B2B (Business-to-Business)	25%
B2C (Business-to-Consumer)	49%
B2B and B2C Equally	26%

Number of Employees

More than 500	17%
50 to 500	22%
Fewer than 50	61%

Primary role in company

Owner / Partner / C-Level	55%
Vice President / Director / Manager	33%
Non-Management Professional	12%

MULTI-CHANNEL MARKETING 2023

Marketers are tasked with using the right data, on the right channel, at the right time that connects with their prospective buyers.

So how are marketers optimizing their multi-channel strategy to ensure the best allocation of marketing spend?

To help answer this question, Ascend2 and our Research Partners fielded the Multi-Channel Marketing survey. We thank the 407 marketers who responded to this survey during the week of April 24, 2023.

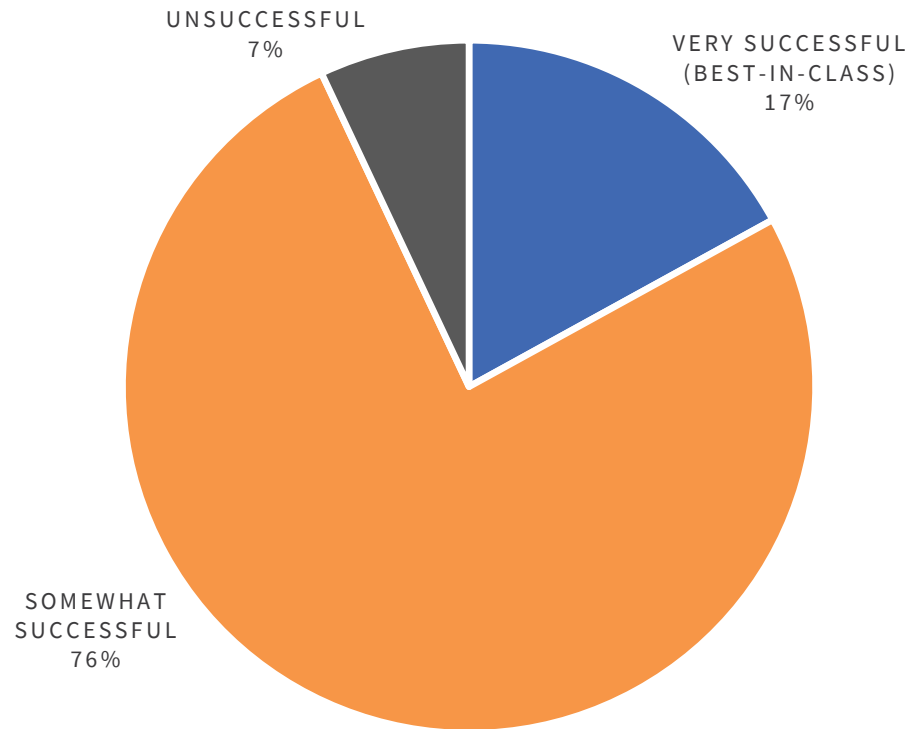
This Survey Summary Report, titled *Multi-Channel Marketing 2023*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

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.

RATING STRATEGIC SUCCESS

Marketing across multiple channels may seem straightforward, but executing a multi-channel strategy with great success is something the vast majority of marketers are still working on. Only 17% of marketing professionals surveyed report that their multi-channel strategy is very successful, or "best-in-class" compared to competitors.

RATE THE SUCCESS OF YOUR MULTI-CHANNEL MARKETING STRATEGY IN ACHIEVING STRATEGIC MARKETING OBJECTIVES.

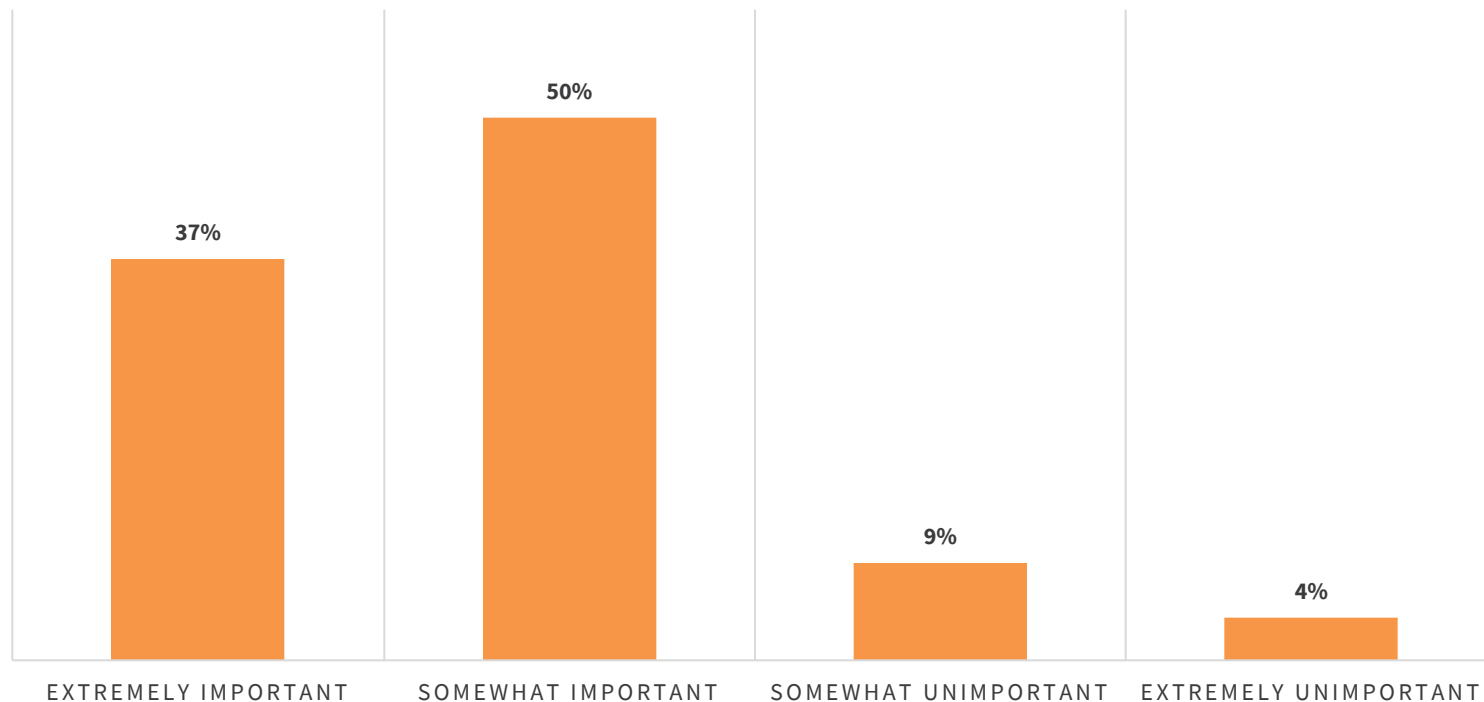


IMPORTANCE OF MULTI-CHANNEL SUCCESS

87% of marketers surveyed say that having a cohesive multi-channel marketing strategy is important.

37% of those surveyed say it is extremely important. Successfully marketing to an audience across multiple channels ensures an organization is delivery a personalized message, to the right person, at the right time.

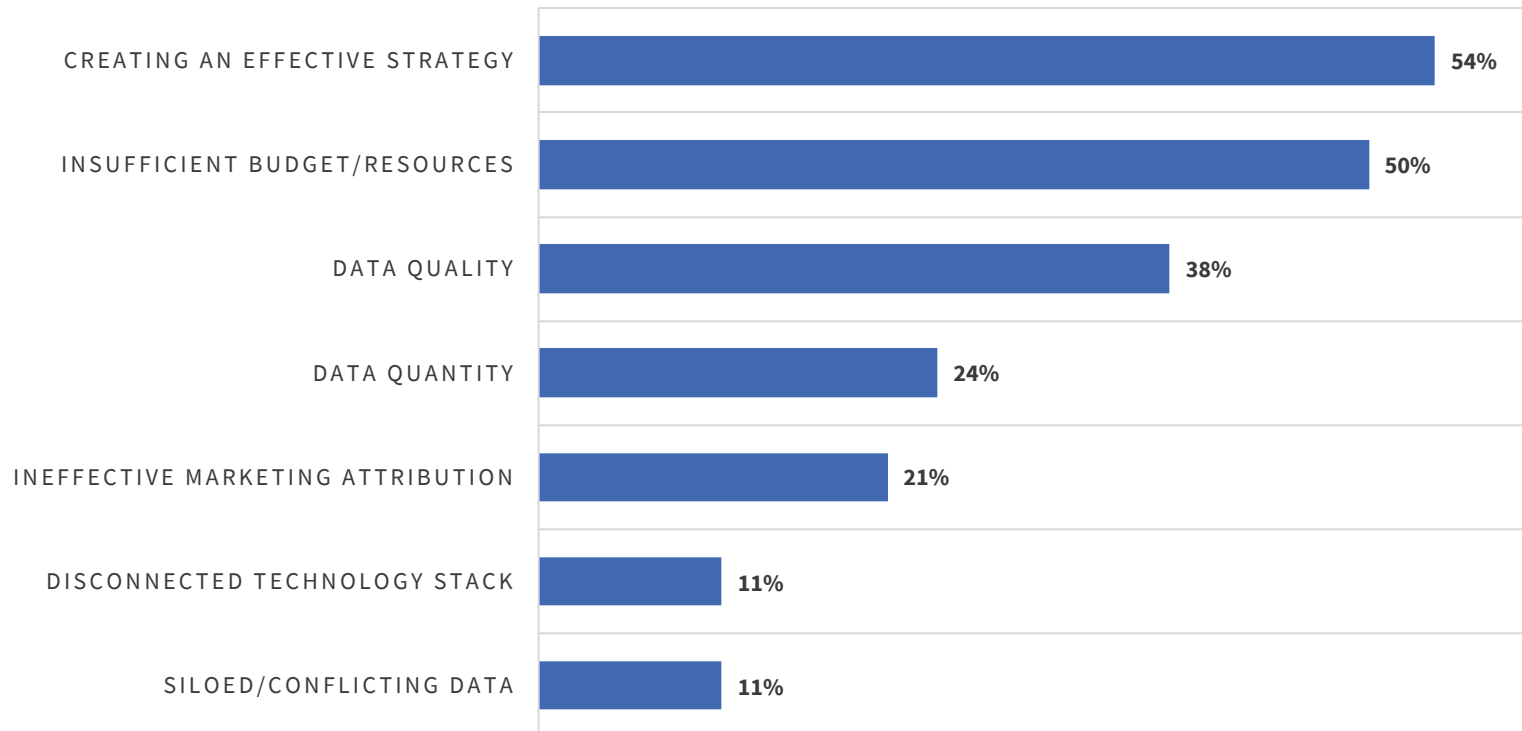
RATE THE IMPORTANCE OF HAVING A COHESIVE MULTI-CHANNEL MARKETING STRATEGY?



GREATEST CHALLENGES

Marketers face a wide range of challenges when working to execute a successful multi-channel marketing strategy. The most commonly reported challenge faced by marketers is creating the strategy itself according to 54% of those surveyed. Insufficient budget and resources is also a major barrier to success for half (50%) of those surveyed.

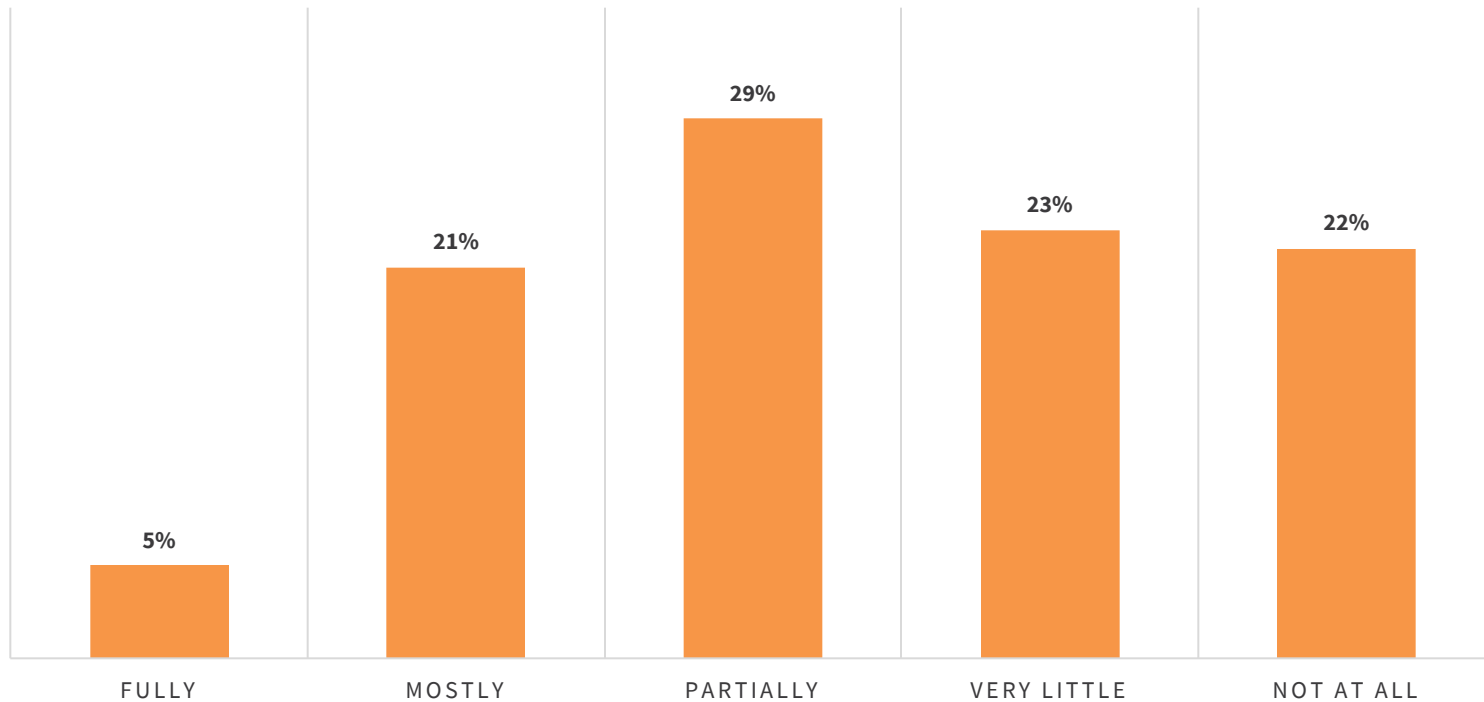
WHAT ARE YOUR GREATEST CHALLENGES TO EXECUTING A SUCCESSFUL MULTI-CHANNEL MARKETING STRATEGY?



EXTENT OF AUTOMATION

Automation can help streamline customer journeys and workflows as marketers execute their multi-channel marketing strategies, but many are still not utilizing automation to a great extent. Nearly half (45%) of marketers surveyed report that their multi-channel strategy is automated very little (23%), or not at all (22%). One-quarter (25%) say their strategy is mostly to fully automated.

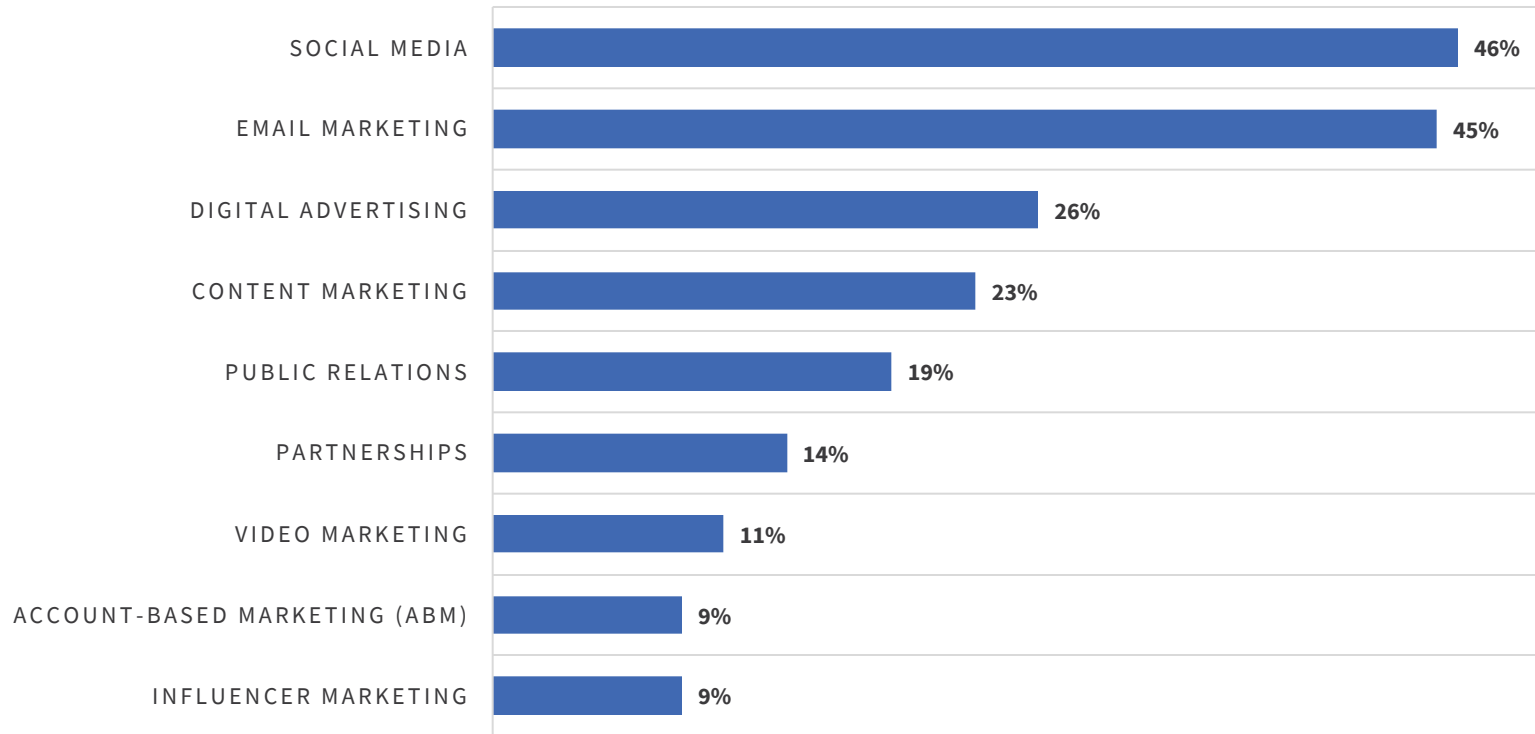
TO WHAT EXTENT IS YOUR MULTI-CHANNEL MARKETING STRATEGY AUTOMATED?



MOST IMPACTFUL CHANNELS OVERALL

Marketing professionals surveyed point to social media and email marketing as the most impactful tactics or channels in their multi-channel marketing strategy according to 46% and 45% of those surveyed, respectively. Digital advertising and content marketing are also considered high impact to those marketers surveyed.

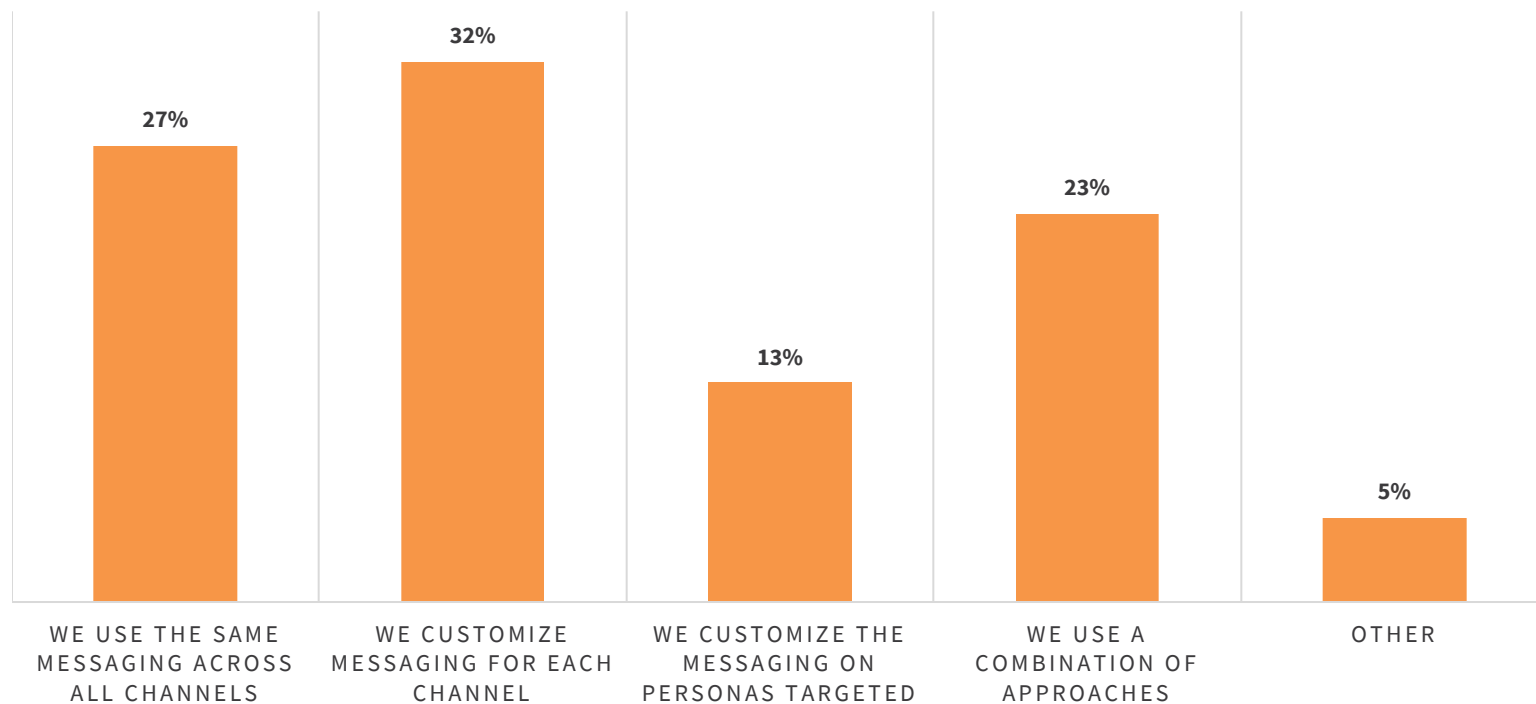
WHICH OF THE FOLLOWING HAS THE MOST IMPACT ON YOUR MULTI-CHANNEL STRATEGY?



CUSTOMIZING MESSAGING ACROSS CHANNELS

As marketers execute their multi-channel efforts, customizing messaging across channels is key in delivering a relevant and impactful customer experience. While 27% of marketers say they use the same messaging across all channels, about one-third (32%) say they tailor messaging according to the channel they use, and another 13% customize based on personas targeted.

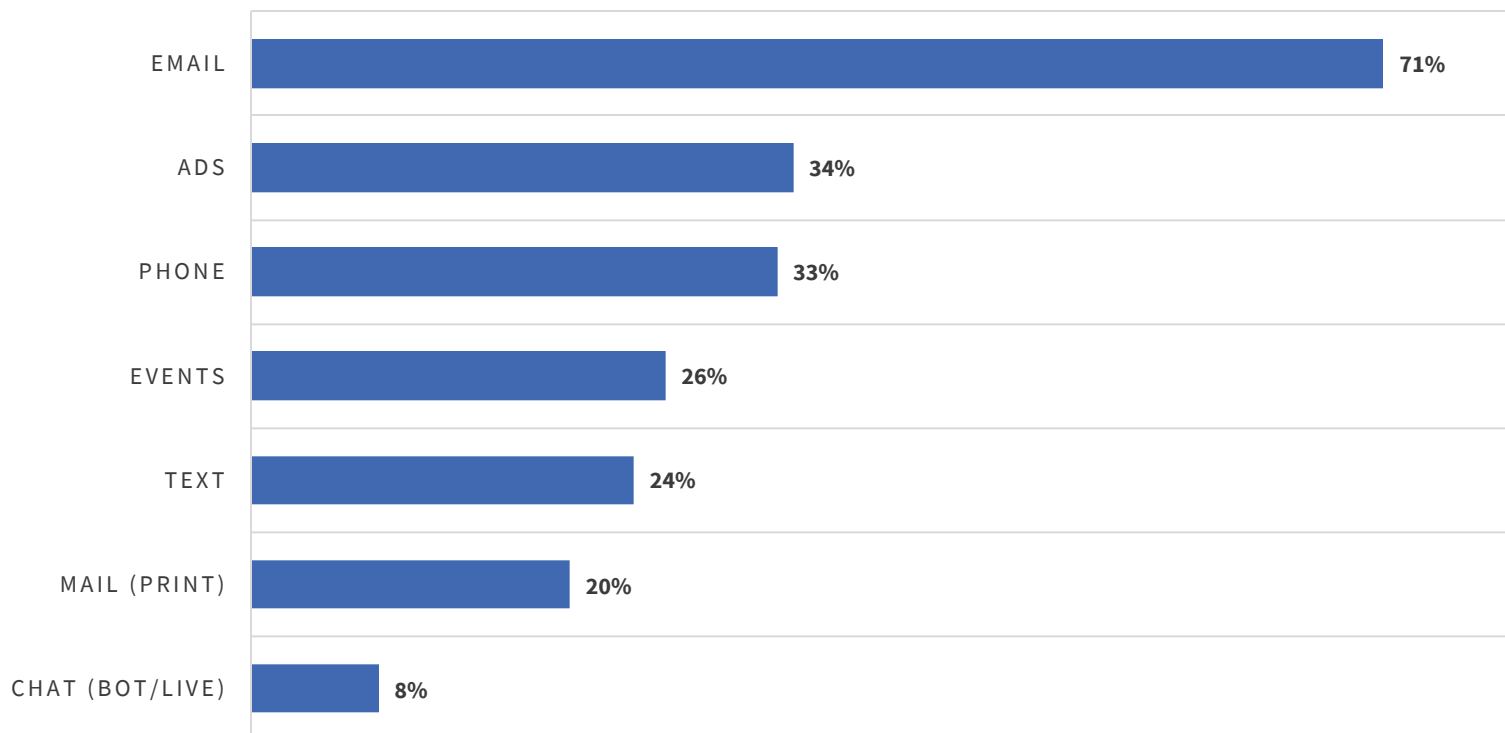
WHICH BEST DESCRIBES HOW YOU TAILOR MESSAGING ACROSS DIFFERENT CHANNELS TO ENSURE CONSISTENCY IN YOUR BRAND IMAGE AND VOICE?



CHANNELS TO CONNECT WITH PROSPECTS

Email is by far the most effective channel at connecting a brand to a prospective buyer according to 71% of marketing decision-makers surveyed. Email is a channel that appeals to all business types, sizes, and industries. Ads and phone are also listed at the top of this list according to about one-third of those surveyed (34% and 33%, respectively).

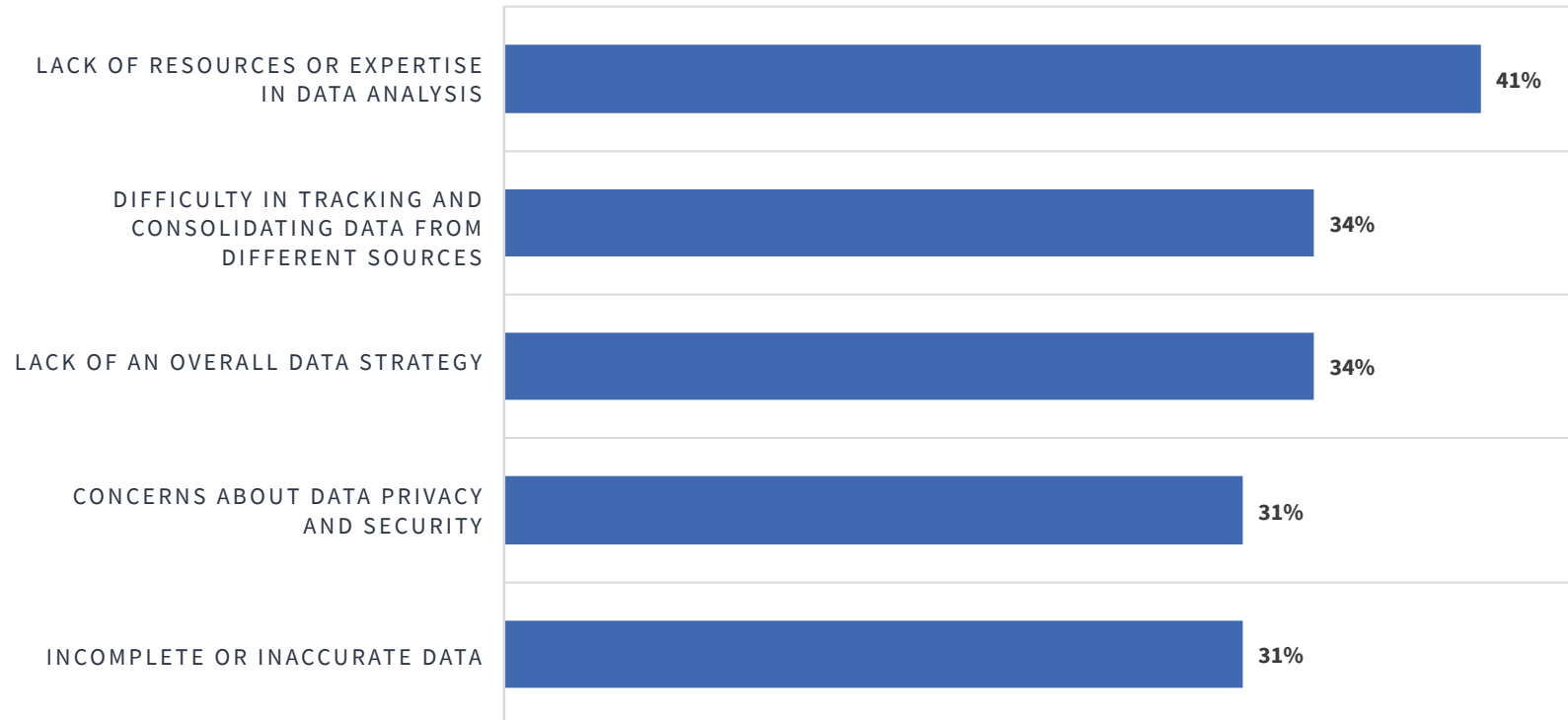
WHICH OF THE FOLLOWING CHANNELS ENABLES YOU TO MOST EFFECTIVELY CONNECT WITH YOUR PROSPECTIVE BUYERS?



DATA CHALLENGES

Marketers report that they are facing a lack of resources and expertise in data analysis when collecting and analyzing data for their multi-channel marketing efforts. Difficulty in tracking and consolidating data from different sources as well as a lack of an overall data strategy are also listed as top challenges faced when collecting the data used to fuel multi-channel efforts.

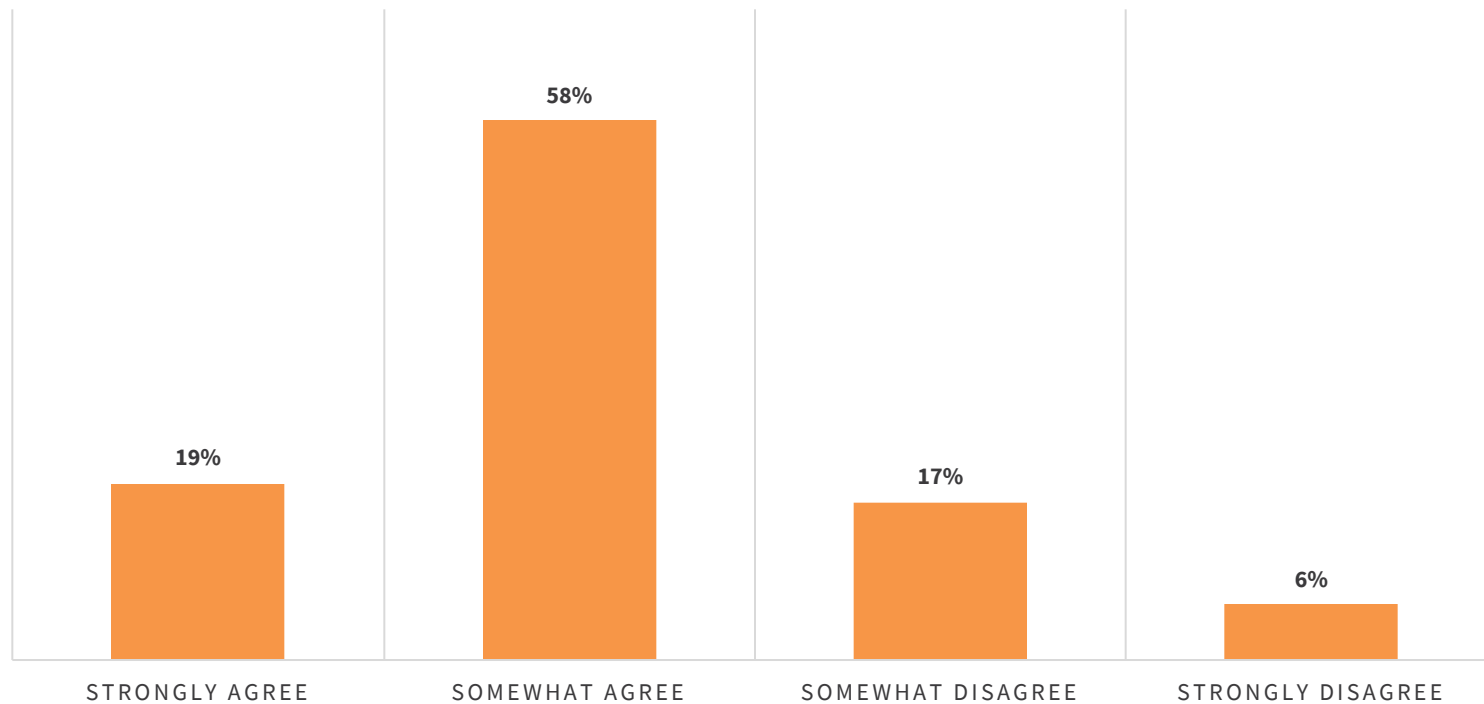
WHAT CHALLENGES HAVE YOU FACED IN COLLECTING AND ANALYZING DATA FOR YOUR MULTI-CHANNEL MARKETING EFFORTS?



USING DATA TO IMPROVE CX

There is plenty of room for improvement when it comes to utilizing data across multiple channels for a consistent customer experience with only 19% of marketers reporting that they can do so to a great extent. Another 58% say they somewhat agree that their organization is able to do so leaving nearly one-quarter (23%) who say they disagree that their organization has this ability.

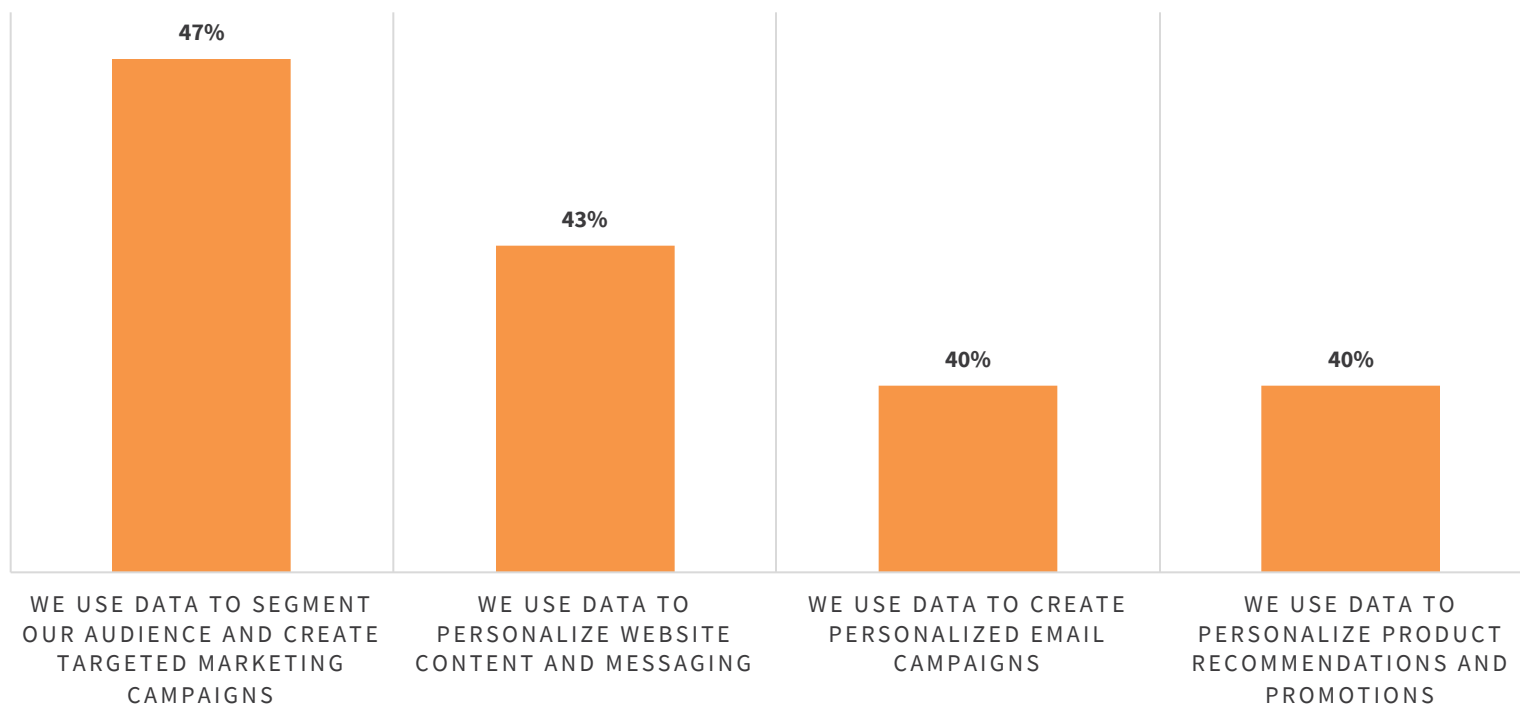
MY ORGANIZATION IS ABLE TO UTILIZE DATA ACROSS MULTIPLE CHANNELS FOR A CONSISTENT CUSTOMER EXPERIENCE.



USING DATA FOR PERSONALIZATION

Nearly half (47%) of marketers surveyed report that in an effort to create a personalized experience for customers, they use data to segment their audience and create targeted marketing campaigns across multiple channels. 43% say they use data to personalize website content and messaging and 40% use data to create personalized email campaigns to customers.

HOW DO YOU USE DATA TO PERSONALIZE YOUR MULTI-CHANNEL MARKETING EFFORTS FOR CUSTOMERS?



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.

NEED RESEARCH?
CLICK HERE!

WORK WITH US



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

NEED RESEARCH?
CLICK HERE!



WORK WITH US