

MULTI-CHANNEL MARKETING TRENDS

2024

Research Created for Marketers



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

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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

N = 365 Marketing Decision-Makers

Primary Marketing Channel

B2B (Business-to-Business)	22%
B2C (Business-to-Consumer)	47%
B2B and B2C Equally	31%

Number of Employees

More than 500	19%
50 to 500	31%
Fewer than 50	50%

Primary role in company

Owner / Partner / C-Level	50%
Vice President / Director / Manager	35%
Non-Management Professional	15%

MULTI-CHANNEL MARKETING TRENDS 2024

The digital marketing landscape continues to evolve with more tactics available to marketing professionals. The channels include email marketing, social media, digital advertising, video marketing, influencer marketing, and more.

With each channel added to a marketing plan come new opportunities and challenges. What are each channel's strengths and weaknesses? How do you integrate the channels to work together to optimize performance? What are the emerging trends and technologies that will impact future performance? These are some of the questions that marketing professionals have regarding multi-channel marketing.

For many years, Ascend2 has provided marketing professionals with research on the trends in multi-channel marketing, and it is always a popular report.

This year's study examines various digital marketing channels' unique strengths and applications so marketers can develop an integrated marketing strategy supporting their objectives.

Ascend2 and our Research Partners conducted the Multi-Channel Marketing 2024 Survey during the week of May 12, 2024. We thank the 365 marketing professionals who participated in the survey.

Additional reports in the Multi-Channel Marketing collection include:

- [Multi-Channel Marketing 2023](#)
- [The State of Multi-Channel Marketing 2022](#)
- Plus 10+ digital marketing topics. [Get more research!](#)

This Survey Summary Report, titled Multi-Channel Trends in 2024, represents the opinions of all the market segments responding to the survey. Our participating research partners report specific market segments separately and exclusively.

Ascend2 produced this report for your use. Use it in your marketing strategy. Clip the charts, write about them in your blog, or post them on social media. Please share this research credited as published.

Enjoy the report as you plan how to optimize your multi-channel marketing programs in the months ahead.

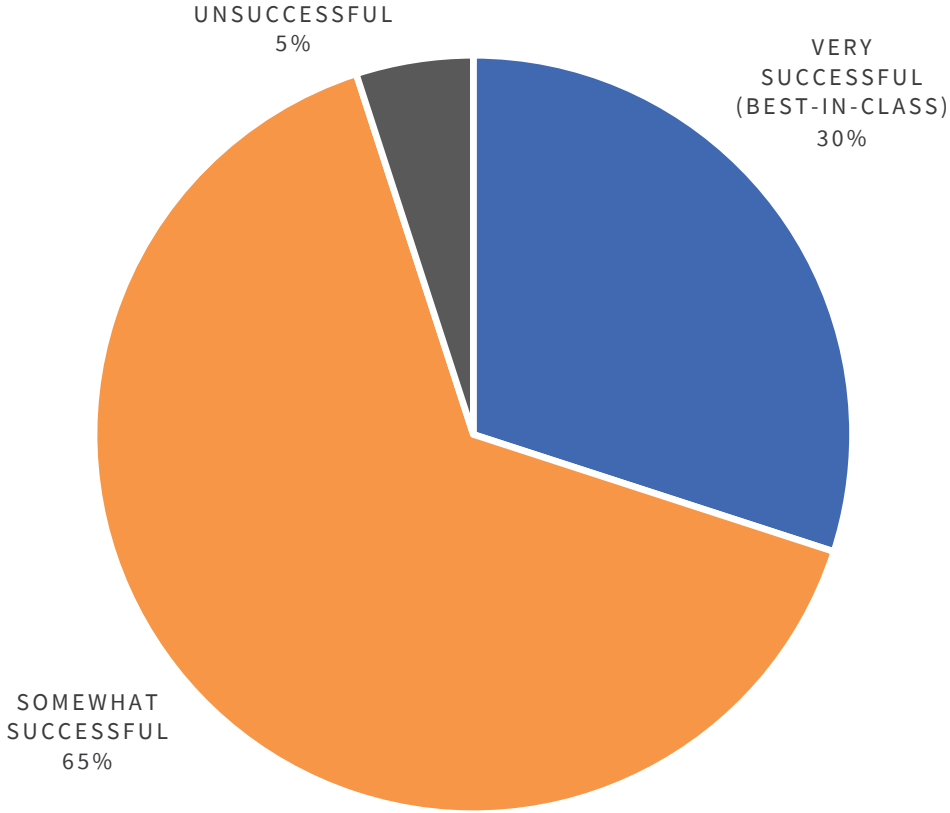
The Ascend2 Research Team

RATING EMAIL MARKETING STRATEGIC SUCCESS

The good news is that 30% of respondents consider their multi-channel marketing strategy to be very successful (best-in-class) in achieving strategic marketing objectives. A majority of 65% of respondents rate their strategy as somewhat successful.

Exciting Progress Only 17% of respondents were best-in-class last year, so much improvement was made in multi-channel marketing. We hope to continue that trend this year. Throughout this report, we will examine the research findings to help determine tactics and techniques you can use to elevate your multi-channel program from somewhat successful to best-in-class.

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

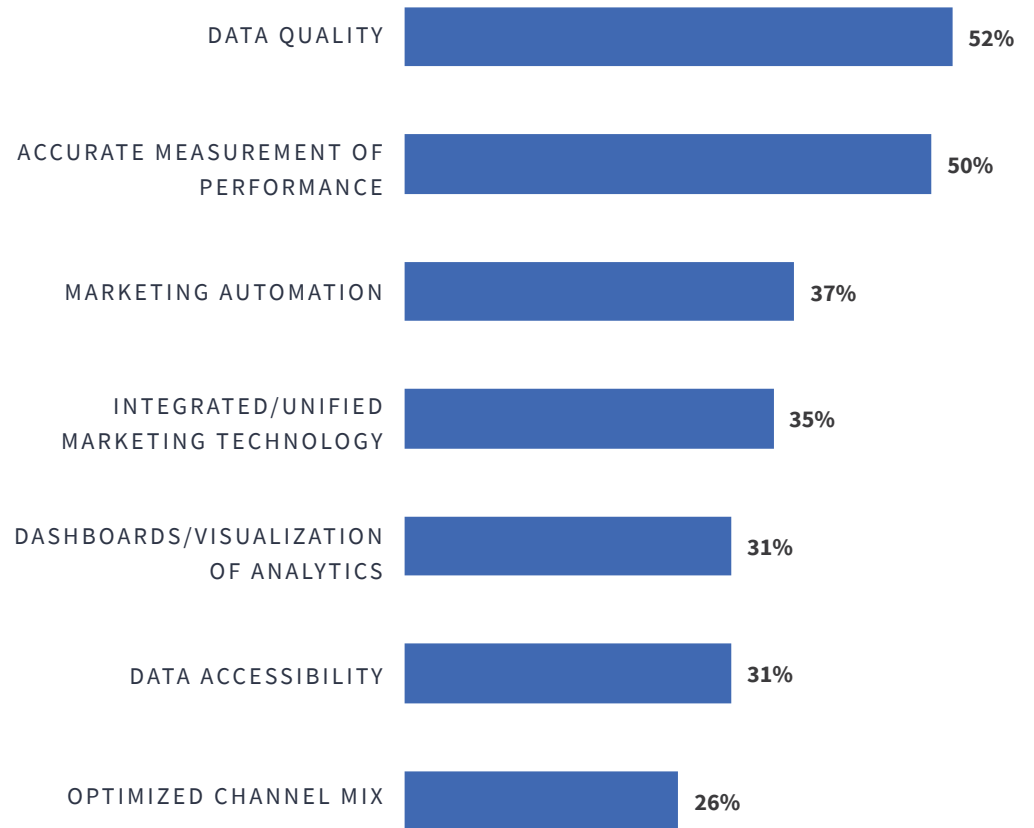


ATTRIBUTES OF A SUCCESSFUL STRATEGY

It may not be glamorous or fun, but if you want to be successful with your multi-channel strategy, start working on the quality of your data. The research data reveals that the most essential attributes of a successful multi-channel marketing strategy, as selected by respondents, are data quality (52%), accurate measurement of performance (50%), and marketing automation (37%).

Tip Improving data quality for multi-channel marketing programs involves implementing robust data governance practices, including data standardization, cleansing, and validation processes to ensure accuracy and consistency across all channels. Additionally, leveraging advanced analytics tools and integrating data from various sources into a unified platform can enhance data accessibility and reliability, enabling more informed decision-making and targeted marketing efforts.

WHAT ARE THE MOST ESSENTIAL ATTRIBUTES OF A SUCCESSFUL MULTI-CHANNEL MARKETING STRATEGY?

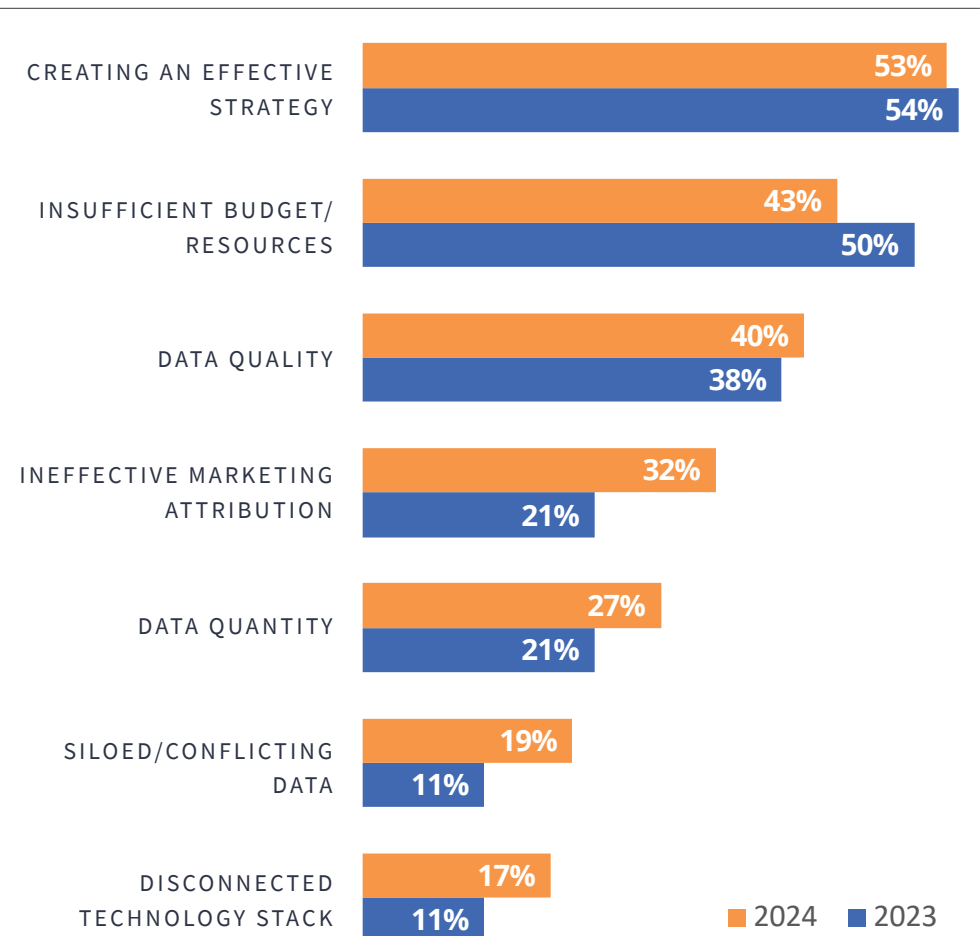


GREATEST CHALLENGES OF MULTI-CHANNEL MARKETING

This year's data reveals an upward trend in several challenges faced by marketing professionals, including disconnected technology stacks (17% in 2024, up from 11% in 2023) and siloed/conflicting data (19% in 2024, up from 11% in 2023). There is also a noticeable increase in concerns about data quantity (27% in 2024, up from 21% in 2023) and ineffective marketing attribution (32% in 2024, up from 21% in 2023).

Despite slight improvements, insufficient budget/resources (43% in 2024, down from 50% in 2023) and creating an effective strategy (53% in 2024, down from 54% in 2023) remain significant challenges, indicating ongoing difficulties in resource allocation and strategic planning for multi-channel marketing efforts.

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

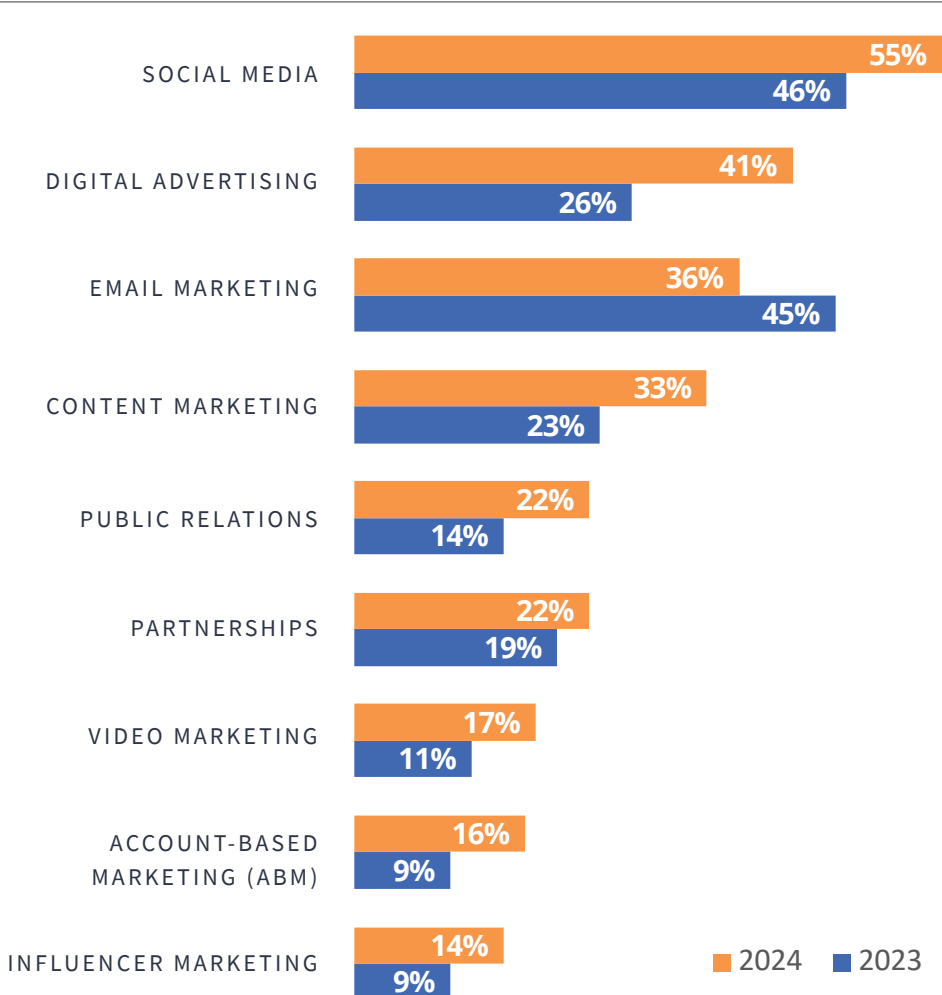


MOST IMPACTFUL MULTI-CHANNEL TACTICS

The trend data shows a notable increase in the impact of various marketing tactics from 2023 to 2024, with social media rising from 46% to 55% and digital advertising increasing from 26% to 41%. Content marketing also saw a significant boost from 23% to 33%, while influencer marketing and Account-Based Marketing (ABM) both increased from 9% to 14% and 16%, respectively.

Social media's role as the number one tactic in 2024 highlights its importance in multi-channel marketing strategies. Its extensive reach, real-time engagement capabilities, and powerful targeting options allow brands to connect effectively with their audience and drive meaningful interactions.

WHICH OF THE FOLLOWING TACTICS HAVE THE MOST IMPACT ON THE SUCCESS OF YOUR MULTI-CHANNEL STRATEGY?

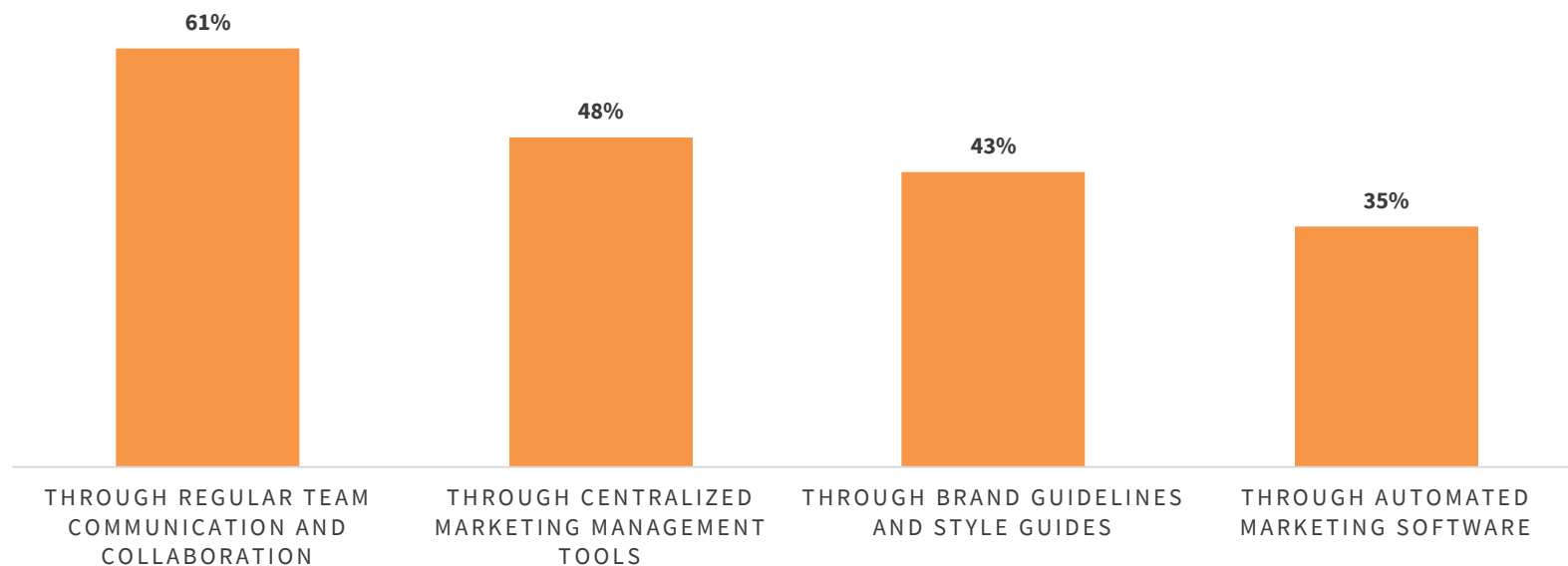


MAINTAINING CONSISTENT BRAND MESSAGING ACROSS CHANNELS

Brand consistency is critical to marketing success and future growth, but using multiple channels can challenge brand consistency. How are marketing professionals addressing the challenge?

The most common method for ensuring a consistent brand message across all channels is through regular team communication and collaboration, which 61% of marketing professionals use. Centralized marketing management tools (48%) and brand guidelines and style guides (43%) are also significant methods, while 35% of respondents utilize automated marketing software. The data highlights the importance of both human coordination and technological tools in maintaining brand consistency.

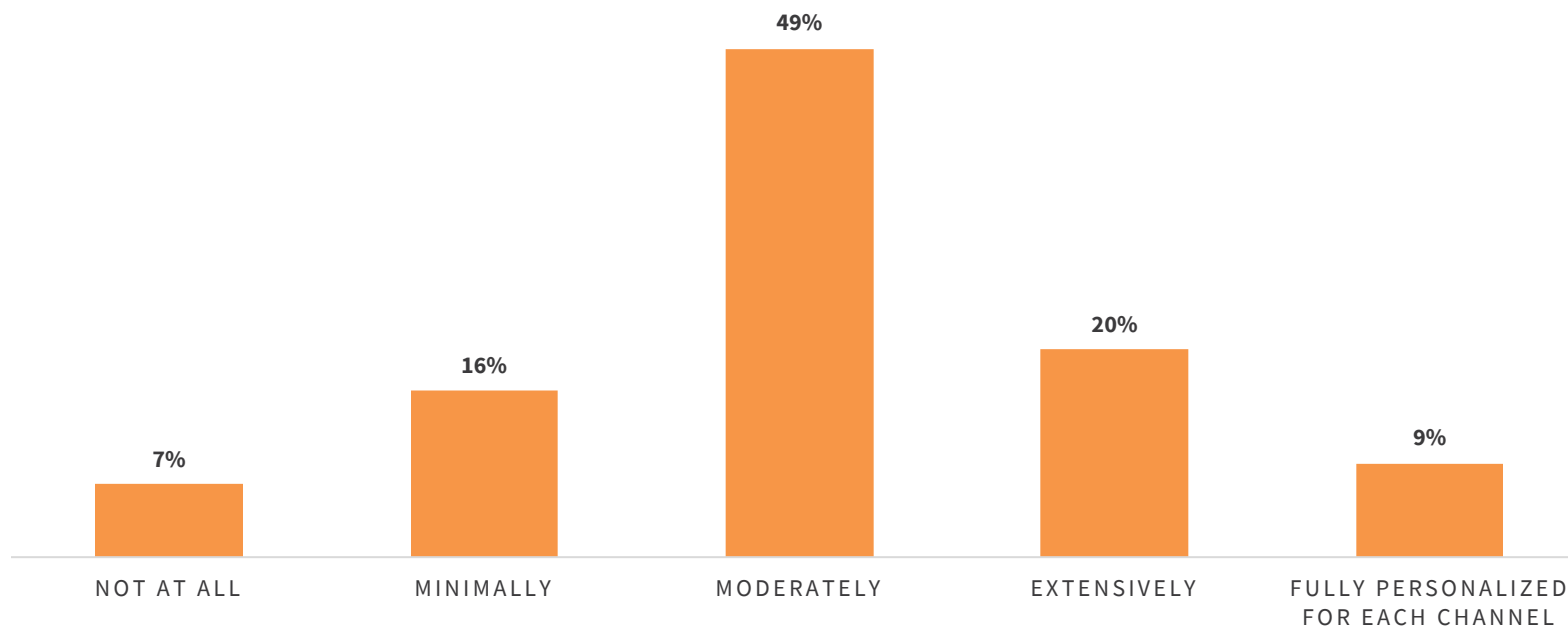
HOW DO YOU ENSURE A CONSISTENT BRAND MESSAGE ACROSS ALL CHANNELS IN YOUR MARKETING CAMPAIGNS?



USE OF PERSONALIZED CONTENT IN MULTI-CHANNEL CAMPAIGNS

The data shows that nearly half of marketing professionals (49%) personalize content and messaging for different channels to a moderate extent, indicating a balanced approach to customization. Additionally, while 20% of marketing professionals personalize extensively and 9% fully personalize for each channel, a combined 23% either do not personalize at all or do so minimally, highlighting a significant range in personalization practices among marketers.

HOW DO YOU ENSURE A CONSISTENT BRAND MESSAGE ACROSS ALL CHANNELS IN YOUR MARKETING CAMPAIGNS?

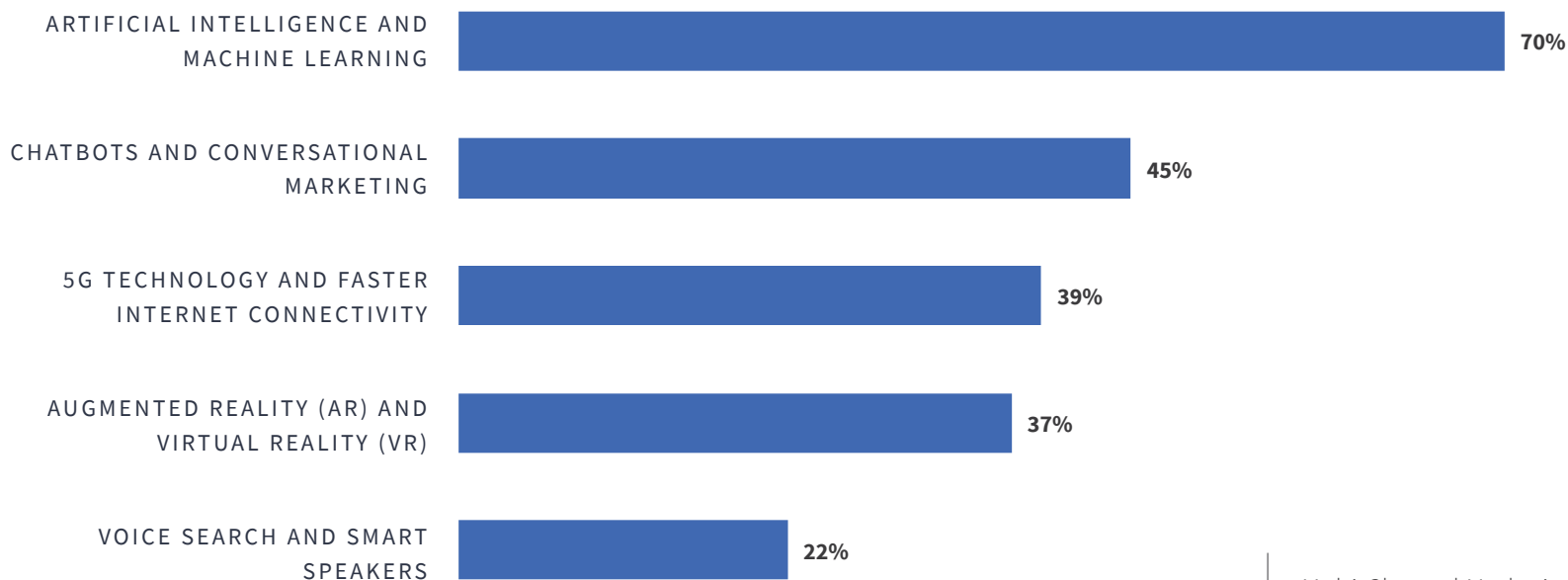


EMERGING TRENDS IN MULTI-CHANNEL MARKETING

The era of AI continues. The data indicates that AI and machine learning are expected to have the greatest impact on multi-channel marketing in the next 2-3 years, with 70% of respondents identifying these technologies as influential. Chatbots and conversational marketing (45%) and 5G technology with faster internet connectivity (39%) are also significant trends that will shape the future of marketing.

Tip To leverage AI and machine learning in multi-channel marketing, organizations can use these technologies to analyze customer data (remember the earlier finding regarding data quality) and behavior patterns, enabling personalized and predictive marketing strategies that enhance customer engagement and conversion rates. Additionally, implementing AI-driven tools like chatbots and recommendation engines can streamline customer interactions and provide real-time, tailored experiences across multiple channels.

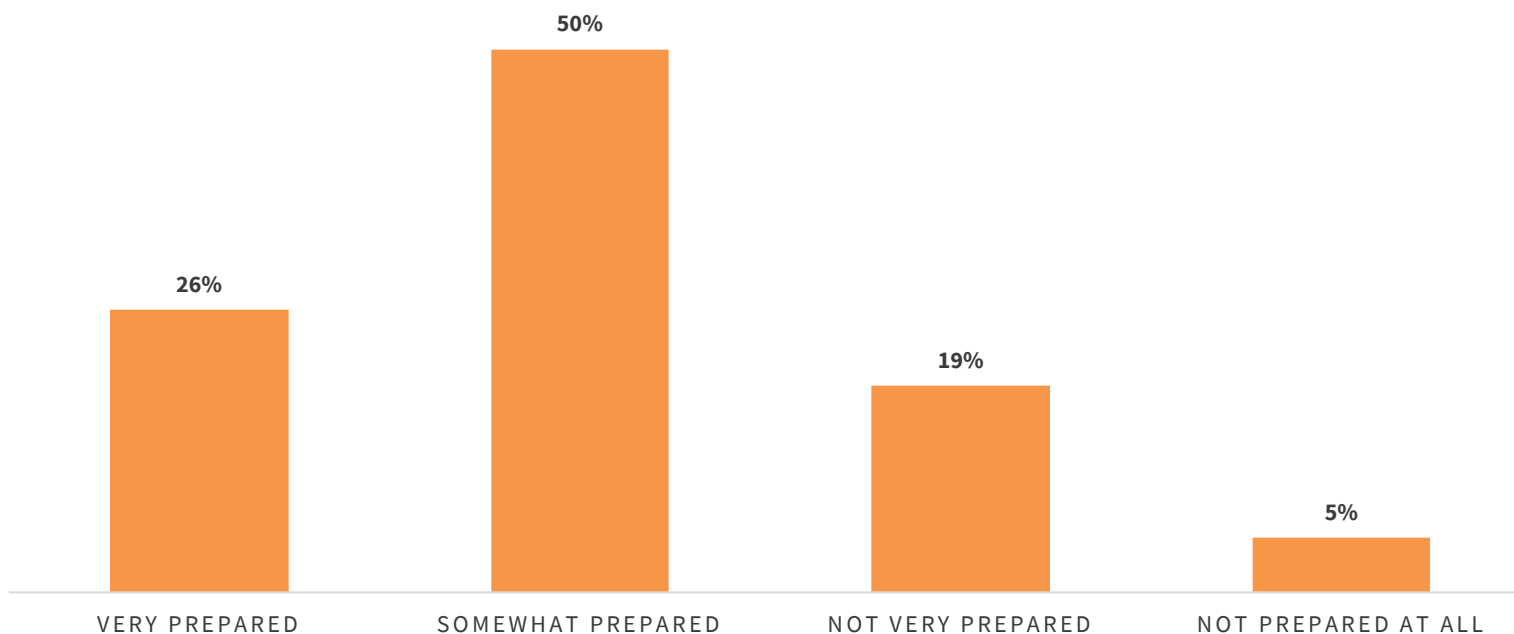
WHAT EMERGING TRENDS OR TECHNOLOGIES WILL HAVE THE GREATEST IMPACT ON MULTI-CHANNEL MARKETING IN THE NEXT 2-3 YEARS?



PREPARING FOR THE FUTURE IN MULTI-CHANNEL MARKETING

The data reveals that only 26% of organizations feel very prepared to adapt to emerging trends and technologies in multi-channel marketing, 50% feel somewhat prepared, and 24% do not feel adequately prepared. Utilizing the insights from this report, organizations can focus on addressing gaps in preparedness by investing in training, adopting new technologies, and developing flexible strategies to navigate the evolving marketing landscape better.

HOW PREPARED DO YOU FEEL YOUR ORGANIZATION IS TO ADAPT TO EMERGING TRENDS AND TECHNOLOGIES IN MULTI-CHANNEL MARKETING?



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Don't just take it from us... Here's what some of our customers say.

“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

"The firm truly embeds itself into the research and data needs of your organization...

The team is communicative, easy to work with, and willing to partner in other ways to make sure the data story comes to life through content, comms, social and PR efforts.

-Jillian Ryan, Senior Director of Content Strategy, Brightcove

“Ascend2 research is esteemed in the marketplace, so even press contacts that you don’t know will pick it up — and **Ascend2 rates allowed me to do more with my budget** (always a plus!). Adding an Ascend2 original research project is almost always part of my content strategy.”
Waynette Tubbs, Director, Content Marketing, Oracle

-Waynette Tubbs, Director, Content Marketing, Oracle

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