



STRATEGIES, TACTICS AND TRENDS
FOR



2020 Digital Marketing Plans

Ascend2TM
RESEARCH-BASED MARKETING

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

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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	43%
B2C	38%
B2B and B2C equally	17%

Number of Employees

More than 500	18%
50 to 500	23%
Fewer than 50	59%

Primary role in company

Owner / Partner / C-Level	46%
Vice President / Director / Manager	38%
Non-Management Professional	16%

2020 Digital Marketing Plans

Marketing dollars have shifted from traditional media to digital channels, like email and social media, because the economies of digital marketing level the playing field for companies of all sizes.

But what will an effective digital marketing plan look like in 2020?

To help you answer this question, Ascend2 and our Research Partners fielded the 2020 Digital Marketing Plans Survey. We thank the 278 marketing professionals who responded to this survey during the week of November 11, 2019.

This Survey Summary Report, titled *2020 Digital Marketing Plans*, 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.



Primary Objectives

As marketers develop digital marketing strategies for the year ahead, their ultimate goals revolve around the sale. Marketers responding to the survey report that increasing sales leads generated (54%) and increasing customer acquisition (49%) are the top primary objectives for a digital marketing plan to achieve in 2020.

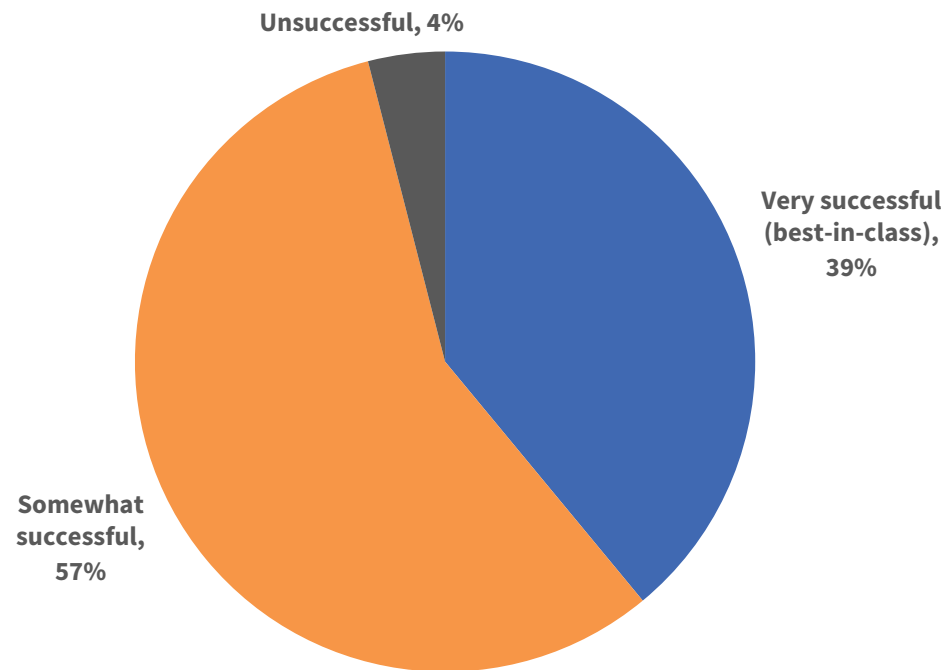
What are the PRIMARY OBJECTIVES for a digital marketing plan to achieve in 2020?



Strategic Success

Investing in the implementation and optimization of digital marketing strategies pays off. Nearly all marketers (96%) have deemed digital marketing plans successful to some extent at achieving primary objectives of an overall strategy. About four-in-ten marketers (39%) would describe their digital marketing plan as very successful, or best-in-class compared to competition.

Which best describes the SUCCESS of a digital marketing plan at achieving the primary objectives?



Critical Challenges

Optimizing a digital marketing strategy to fill up the funnel and increase revenue with sales is a challenging process. Nearly half of marketing professionals surveyed (48%) report that both increasing customer acquisition and increasing sales leads generated will be the most difficult obstacles for a digital marketing plan to overcome in 2020.

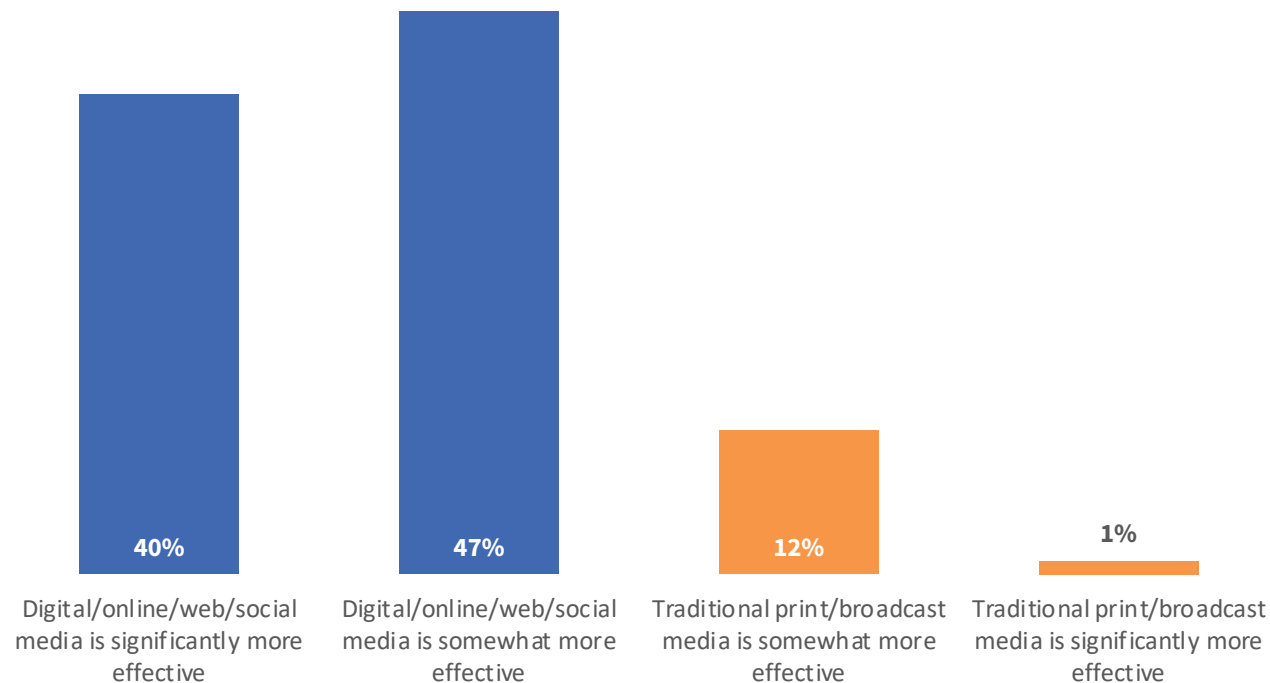
What are the most CRITICAL CHALLENGES for a digital marketing plan to achieve in 2020?



Digital Versus Traditional Media

As media evolves, the more traditional print and broadcast forms are taking a backseat in marketing strategies. Only 13% of marketers surveyed consider traditional media forms to be more effective than their digital counterparts. 40% of marketers report that digital media (online, web, and social) is significantly more effective in a marketing plan.

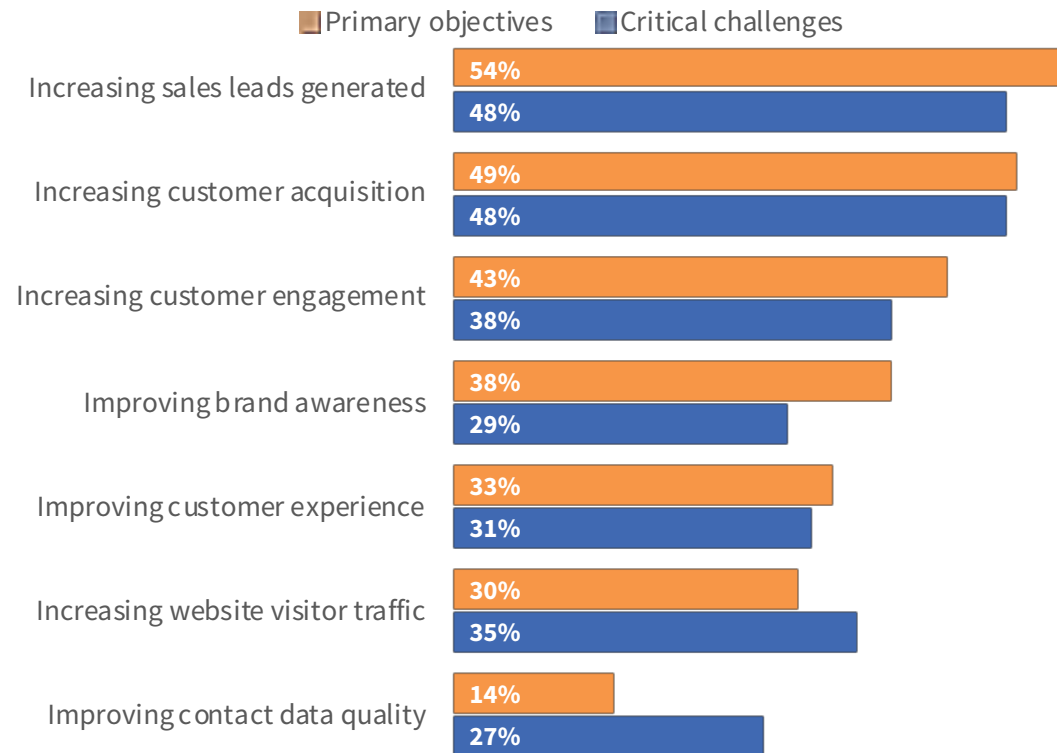
Which best describes the effectiveness of DIGITAL VERSUS TRADITIONAL media?



Objectives Versus Challenges

Marketers report that the primary goals for a 2020 digital marketing plan to achieve are also the most critical challenges to success. As marketers strategize for the year ahead, focusing on the alignment of digital efforts with sales will lead to more successful outcomes.

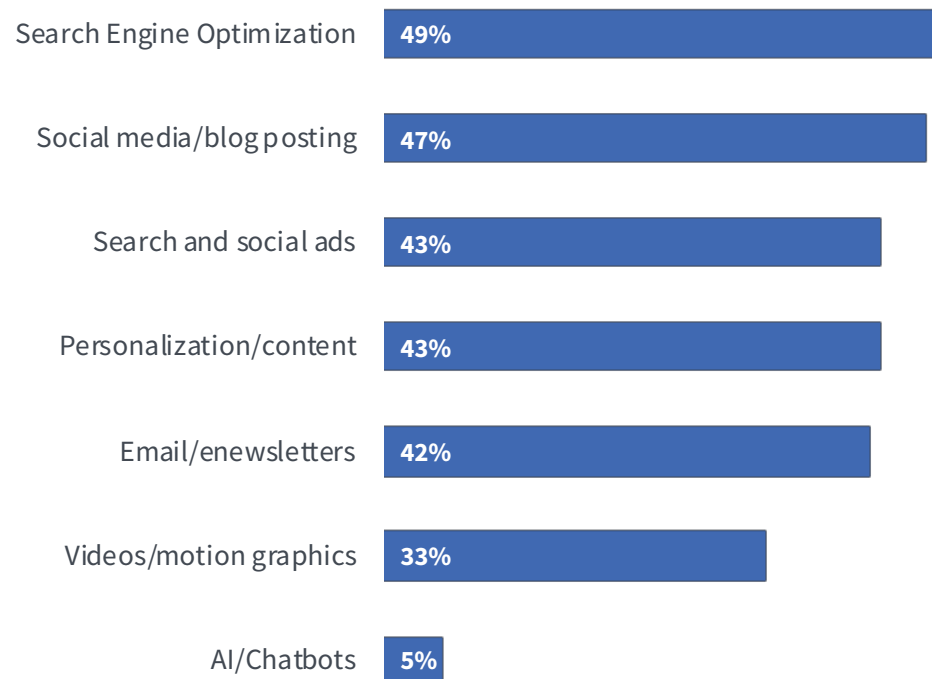
Comparing primary objectives versus critical challenges.



Most Effective Tactics

Although tactics such as AI and chatbots are growing in popularity, marketers still consider the more tried and true digital approaches as the most effective. Search Engine Optimization (SEO) and social media and blog posting are considered the most effective digital marketing tactics used according to 49% and 47% of marketers, respectively.

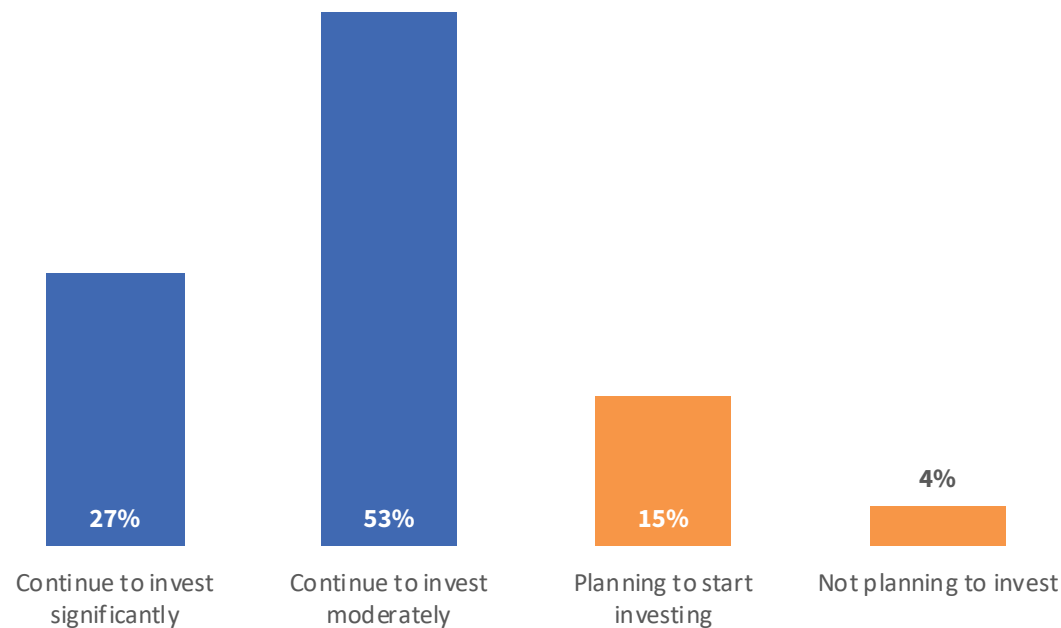
What are the most effective digital marketing TACTICS used?



Investment in Marketing Technology

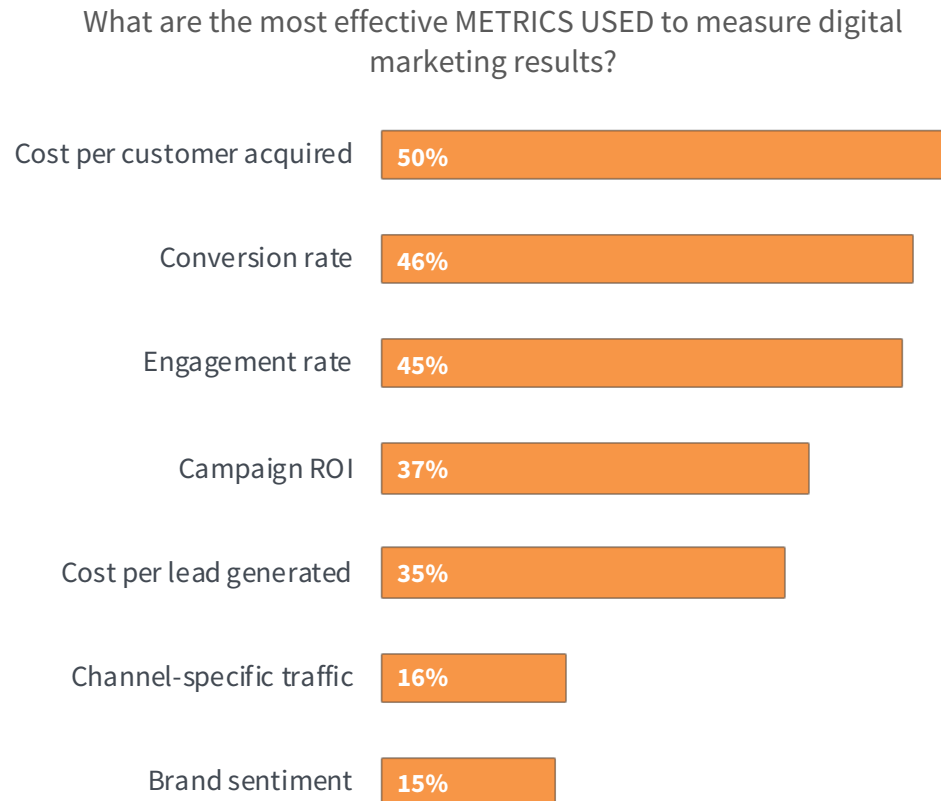
Marketing technology (MarTech) is fast becoming a necessity for an effective marketing strategy. Only 4% of marketers report that they are not planning to invest in MarTech in 2020. Over a quarter (27%) of marketers say they are, and will continue to, invest significantly in marketing technology in the year ahead.

Which best describes the investment in MARKETING TECHNOLOGY (MarTech) in 2020?



Metrics Used to Measure Success

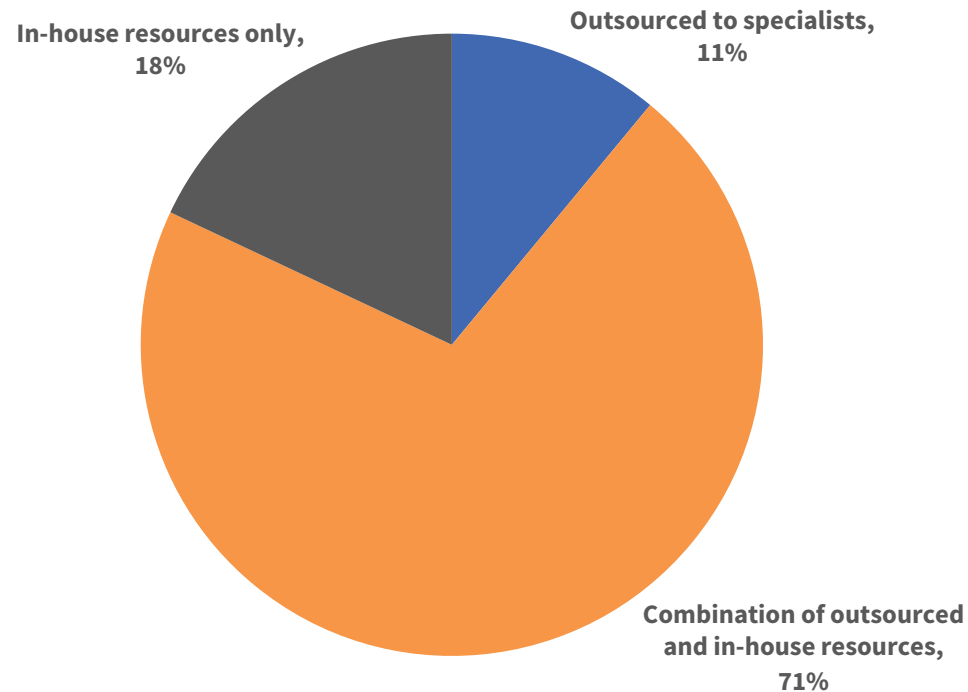
Optimizing digital marketing efforts includes closely considering the appropriate metrics. Half of marketers (50%) report that the cost per customer acquired is the most effective metric used to measure digital marketing results. Conversion rate and engagement rate are also top metrics to consider according to 46% and 45% of marketers, respectively.



Resource Allocation

The landscape of digital marketing is rapidly evolving. That is why implementing digital marketing tactics in 2020 will involve outsourcing at least some work to specialists for an 82% majority of marketers surveyed. 71% of marketers report that using a combination of outsourced professionals and in-house resources is the most effective strategy.

Which best describes the most effective RESOURCES USED to implement digital marketing tactics?





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