

2020 Digital Marketing Study

About the Study

- Conducted annually since 2010
- New questions added each year
- This study conducted December 1, 2019 – February 1, 2020
- 175 Participants in 2020 study

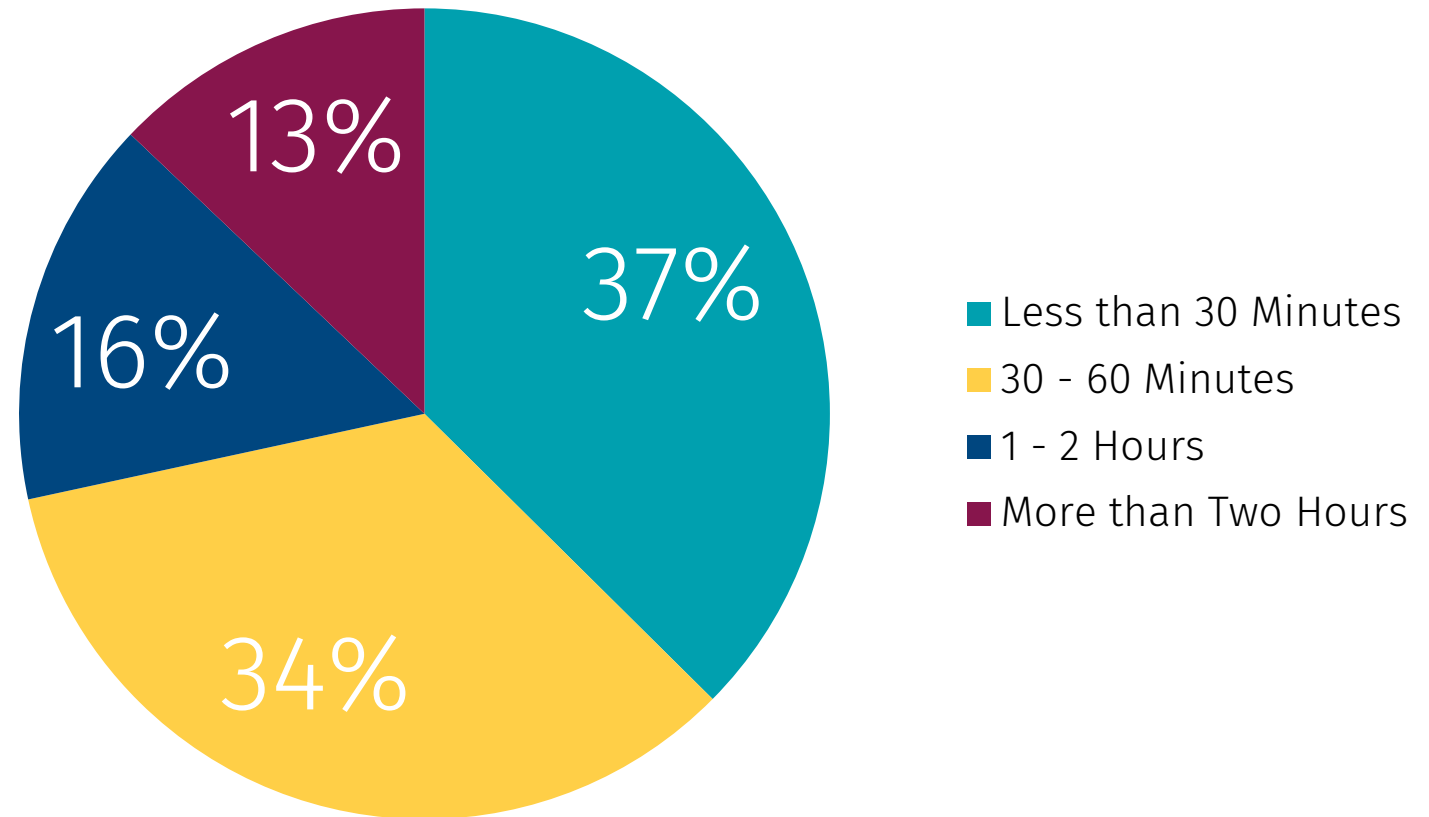
What's new in 2020?

- **Shift to use as a broadcast tool**
 - Once considered a place to make connections and gather information, firms are relying more on digital marketing for outbound broadcasting and advertising.
- **Decline in overall usage**
 - Business owners are relying on social media and content less for business operations such as lead generation, building professional networks, and customer service.
- **Decline in ROI measures**
 - While business owners say they are measuring ROI, when we dive into the data they are measuring less.
- **Shift in Platforms –**
 - LinkedIn has declined, and Facebook has risen. Today these two platforms vie for the top spot.
 - Twitter, once a significant player is now battling it out in the second tier with Instagram and Google My Business.

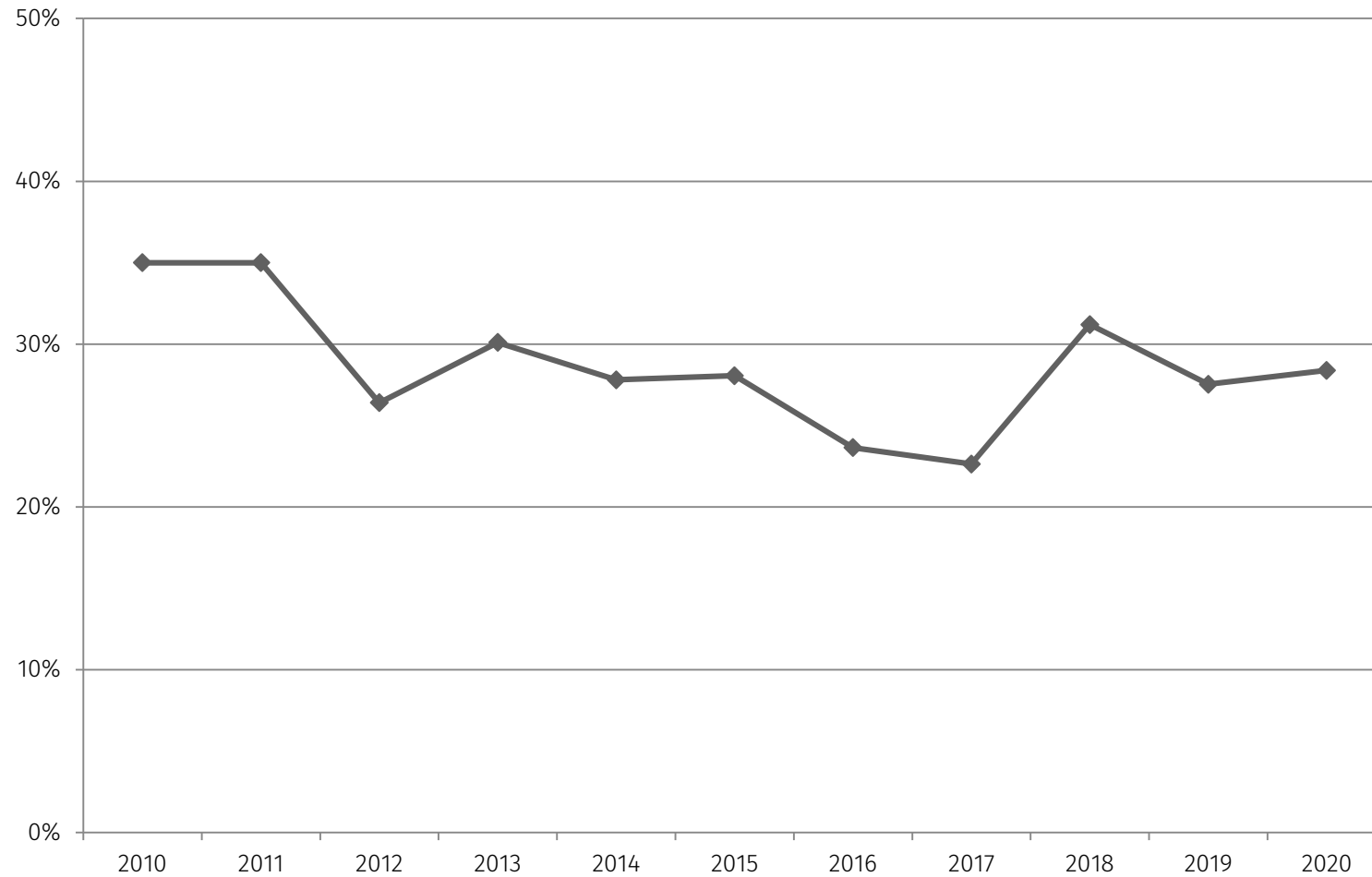
How much time?

Time spent daily on social media

71% spend one hour or less daily



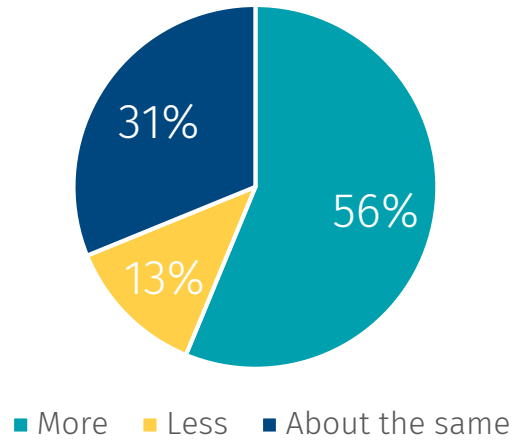
More than one hour



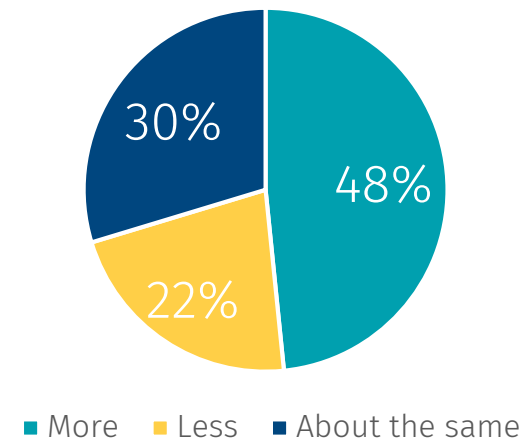
Time hasn't
changed
much in 10
years

Investing less time

2013



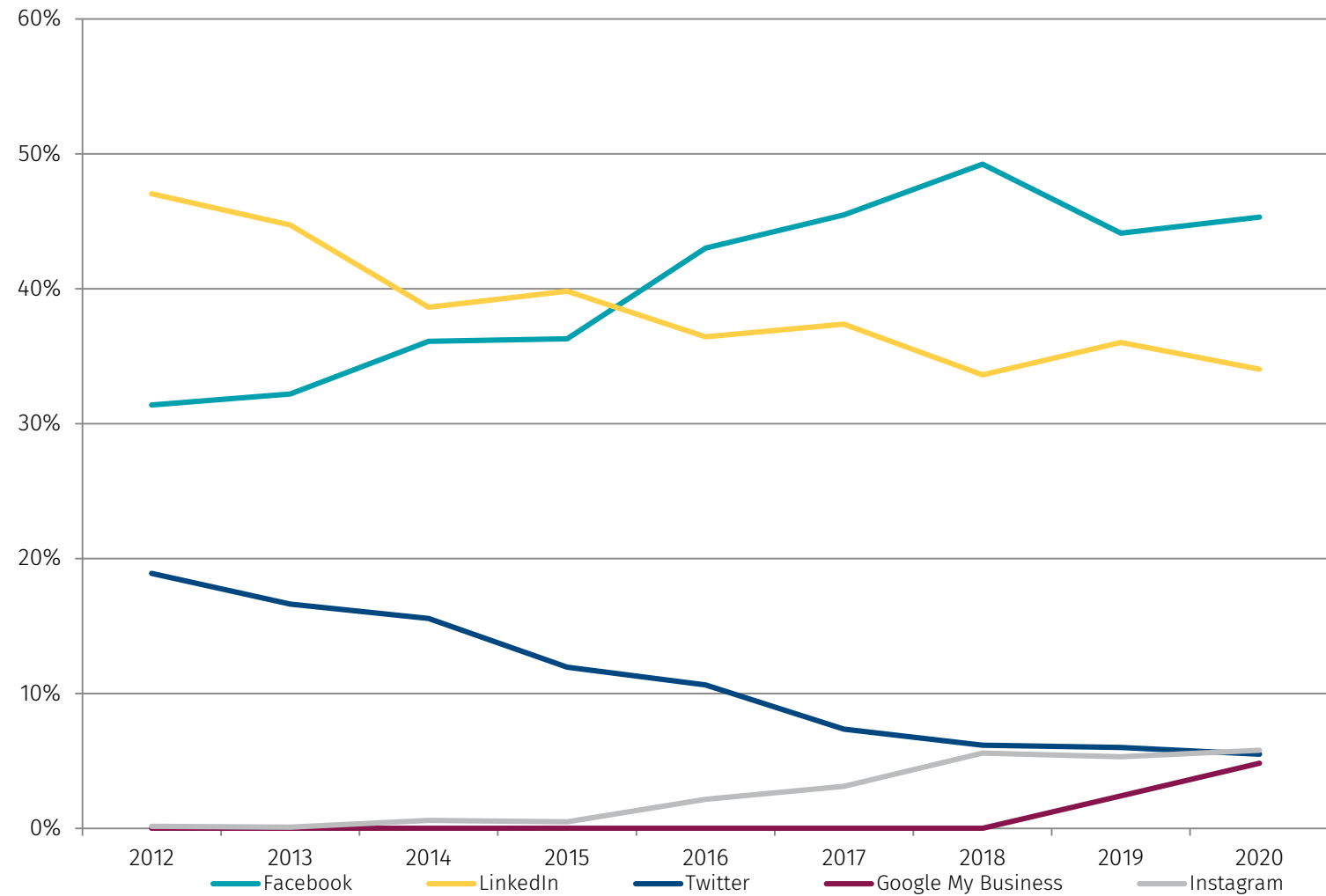
2020



Which networks?

Where are small business owners spending their time?

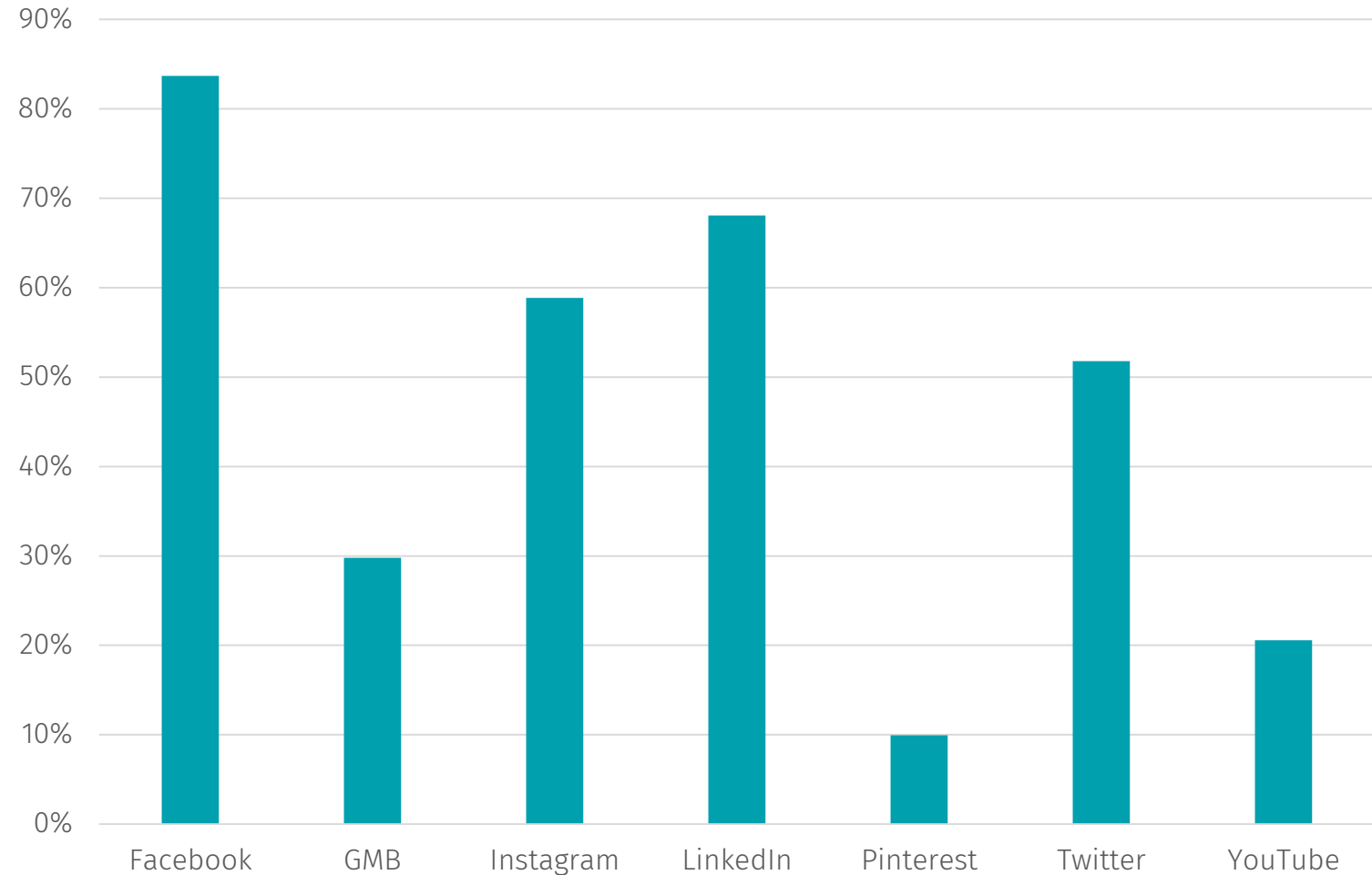
Primary network shifted over time.



59% have an Instagram profile

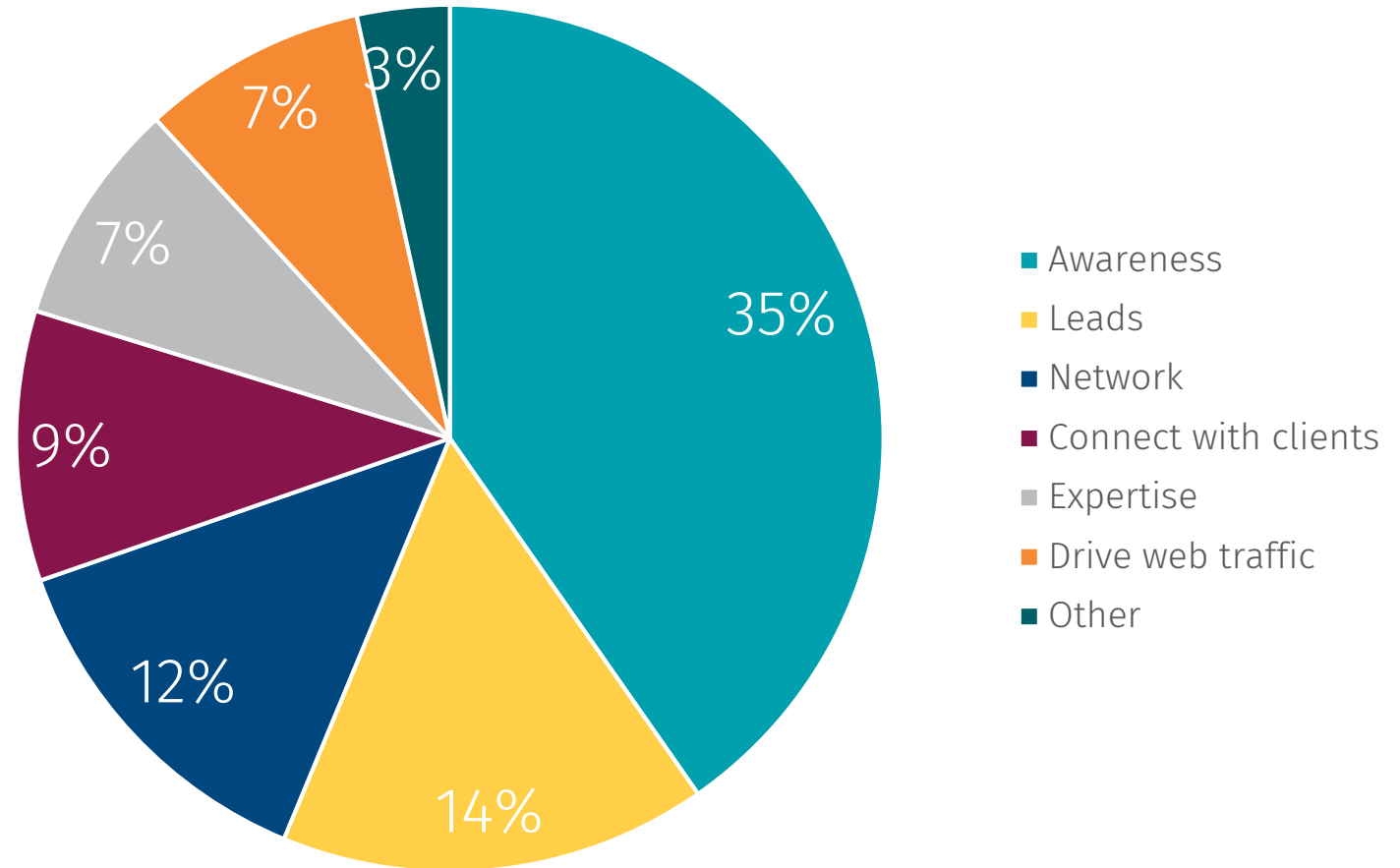
Only 30% have GMB

Which networks do you have a business profile

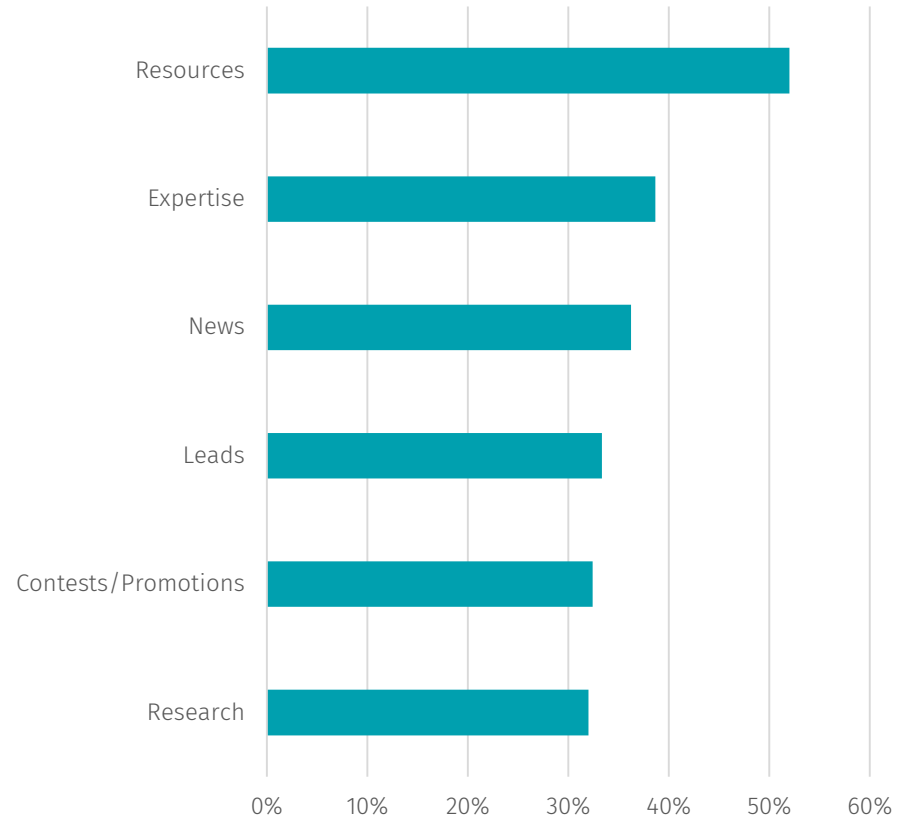


Why social media?

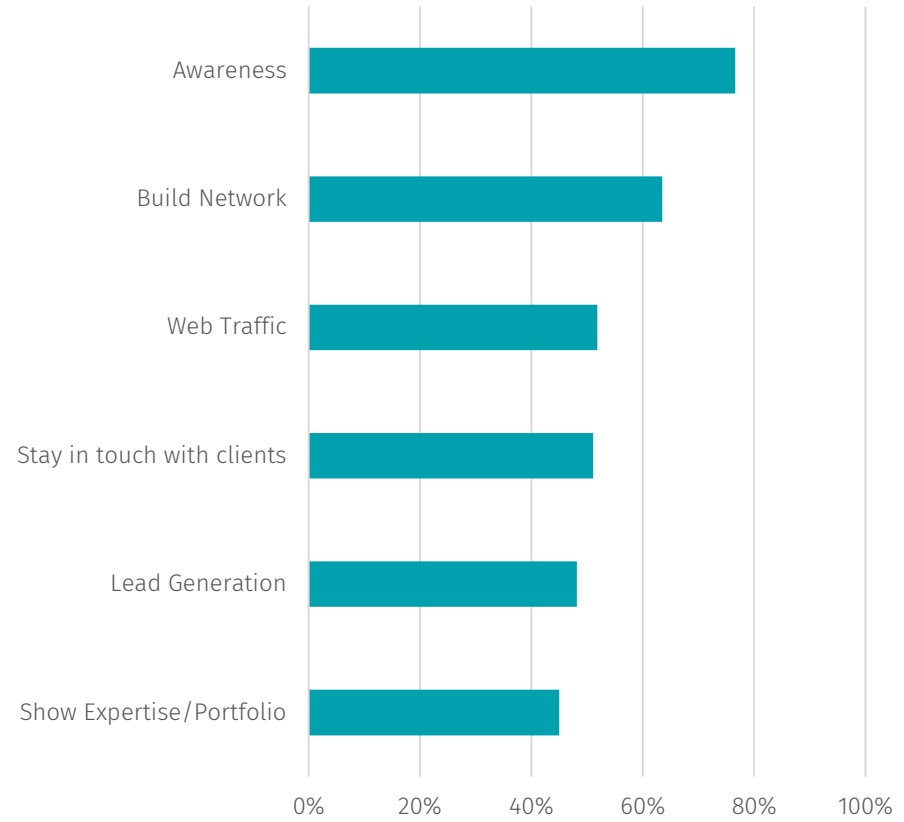
Top reason for social media



Top Six in 2010

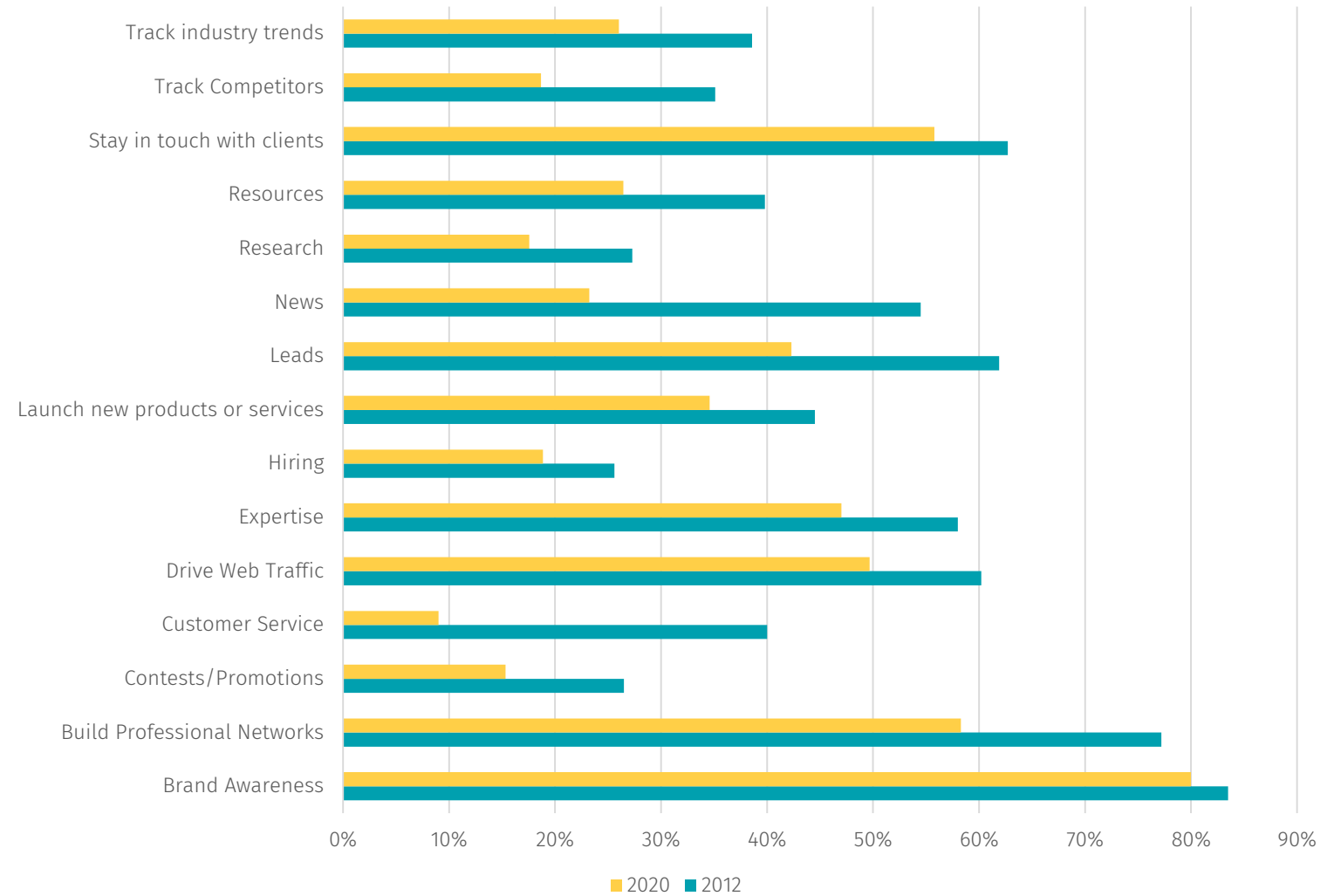


Top Six in 2020

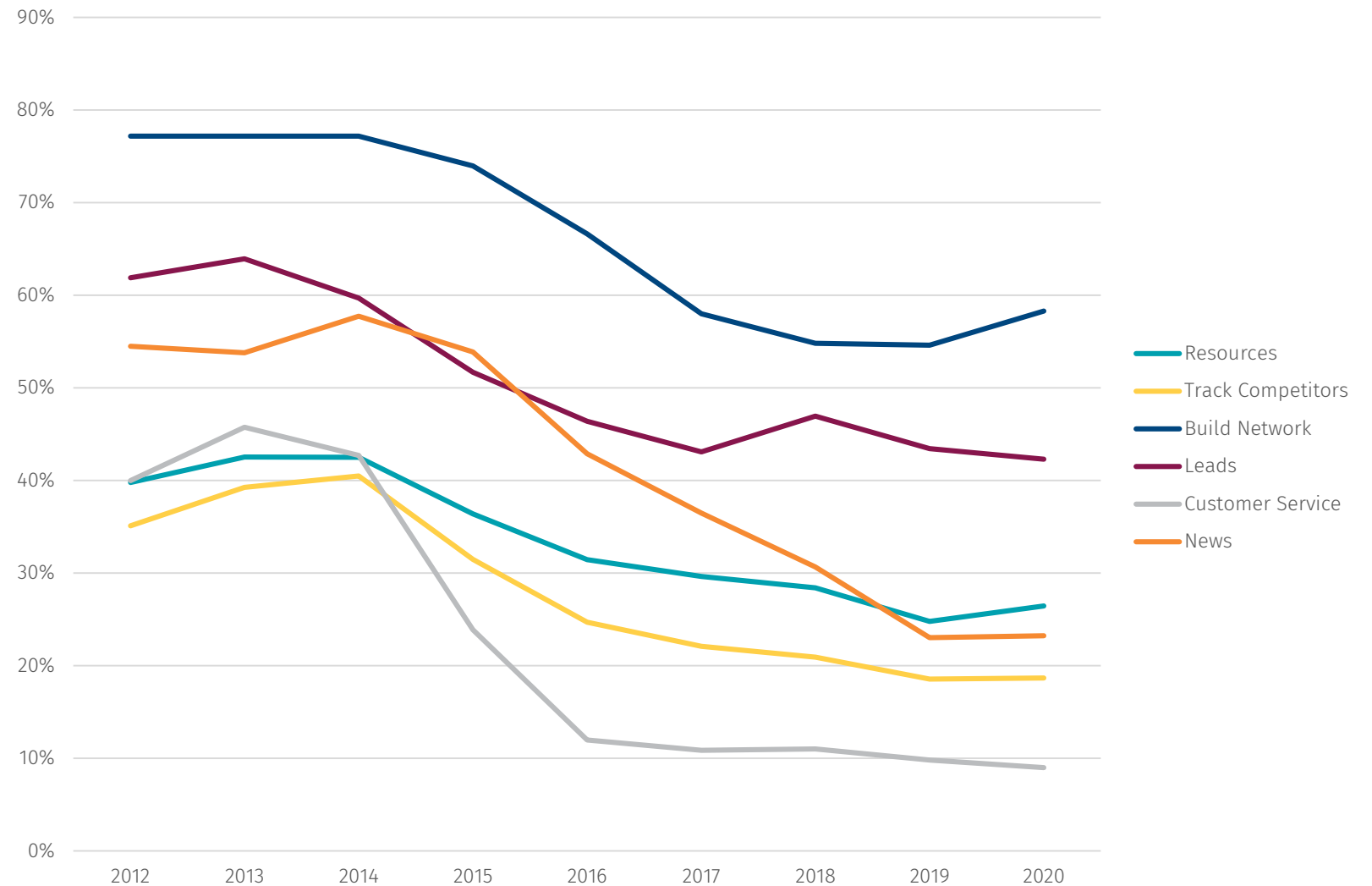


Shift to more results-oriented activities
Participants could select multiple answers

Declines across the board



2014 The year of disenchantment

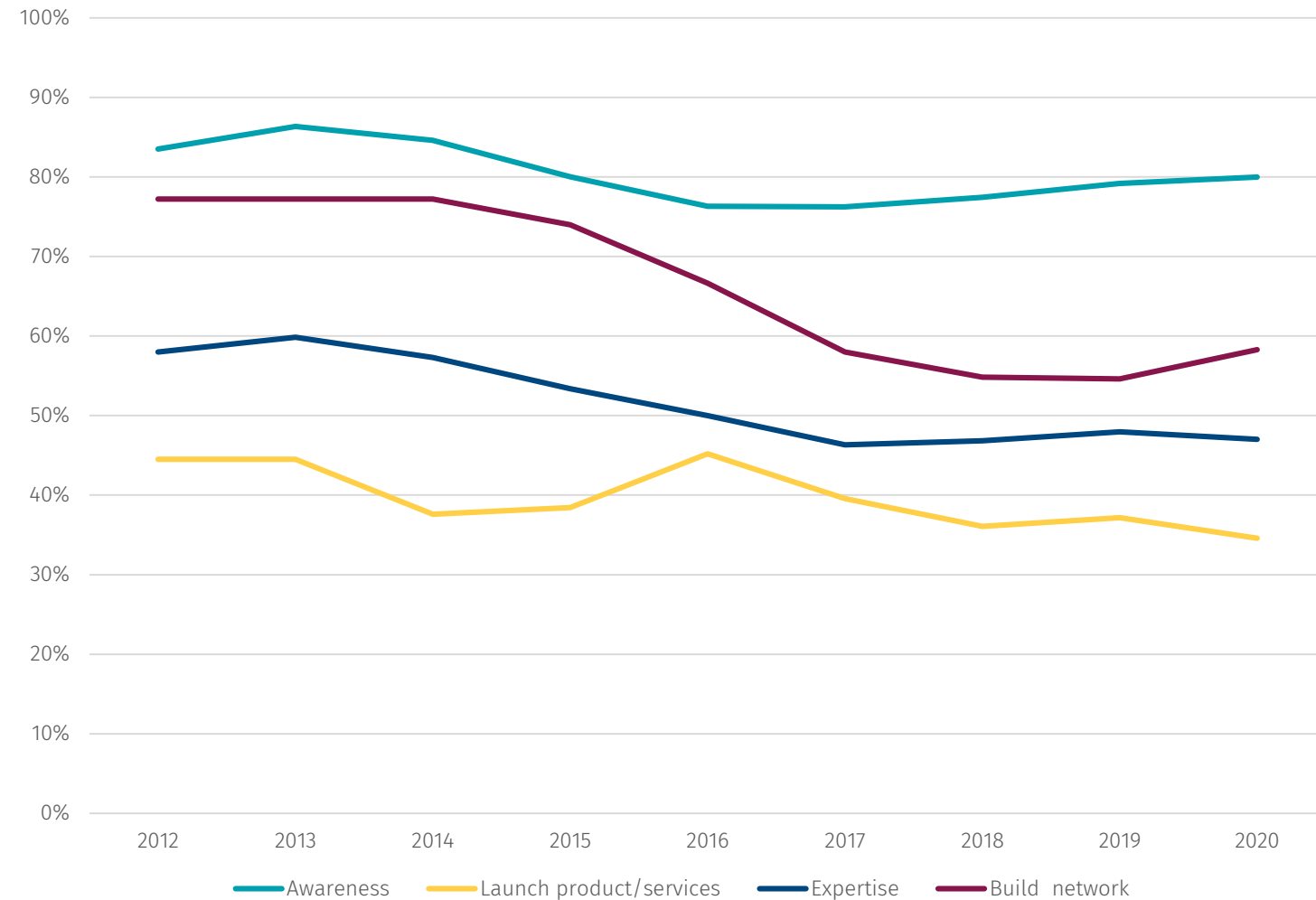


Four Main Categories

<p>General Marketing</p> <ul style="list-style-type: none"> Brand Awareness (80%) Professional Networks (58%) Launch Product/Service (35%) Showcase Expertise (47%) 	<p>Customer Service</p> <ul style="list-style-type: none"> Customer Service (9%) Stay in Touch w/Clients (56%)
<p>Measurable Marketing</p> <ul style="list-style-type: none"> Contests/Promotions (15%) Drive Web Traffic (50%) Lead Generation (42%) 	<p>Research</p> <ul style="list-style-type: none"> Research (18%) News (23%) Hiring (19%) Resources/Tools (26%) Track Competitors (19%) Track Industry Trends (26%)

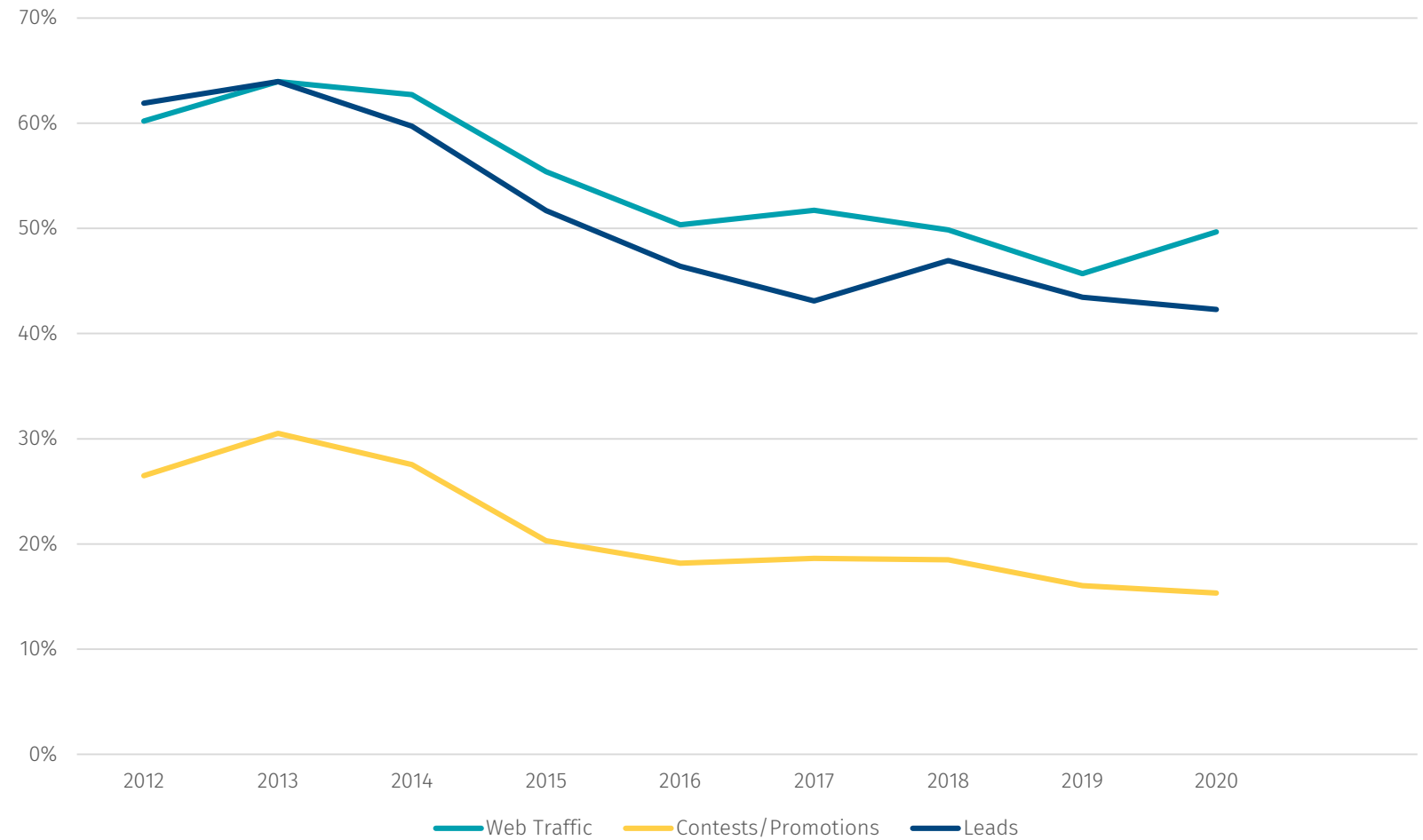
Most dramatic decline in networking building.

General Marketing

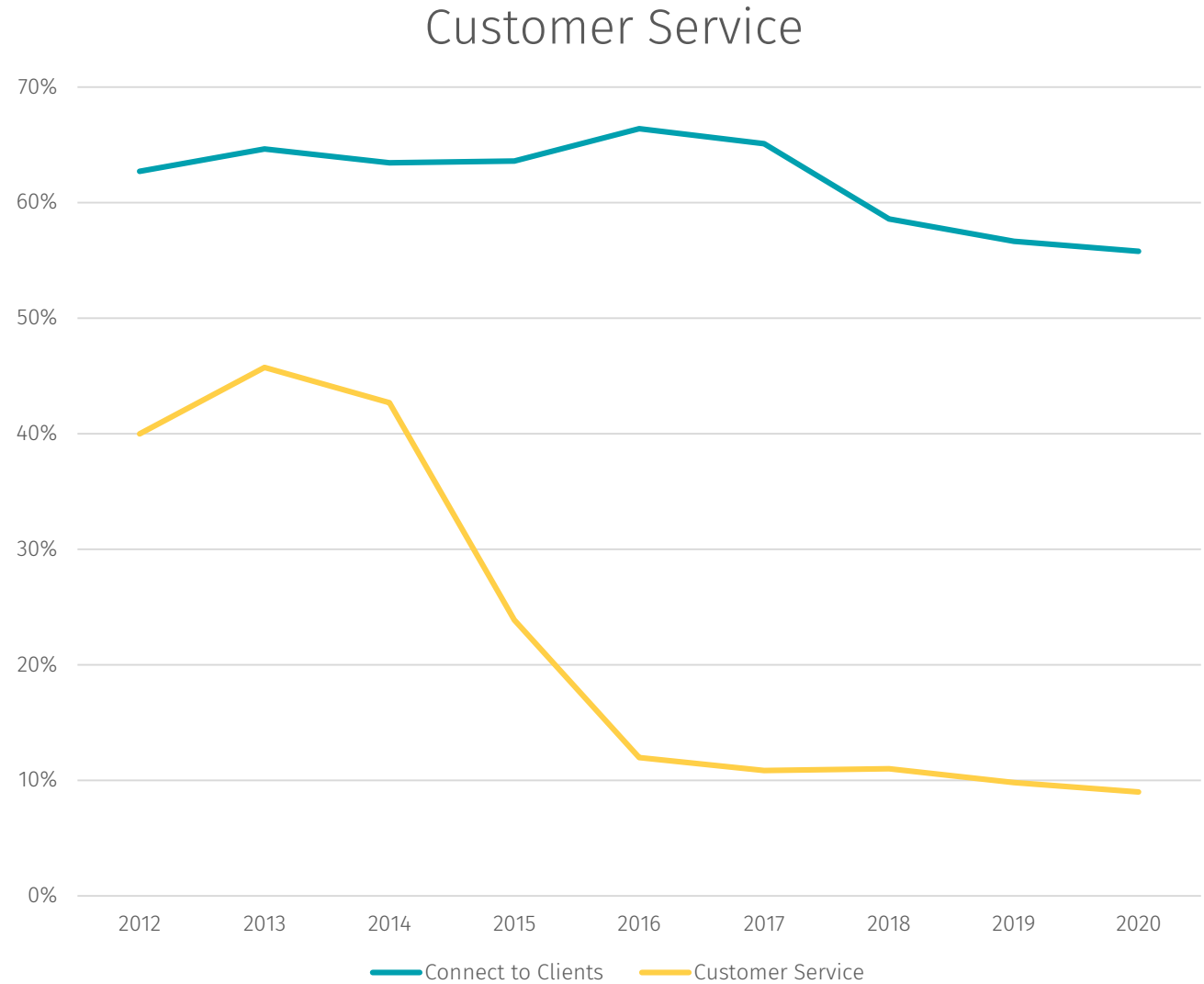


60% use social media to drive web traffic

Measurable Marketing

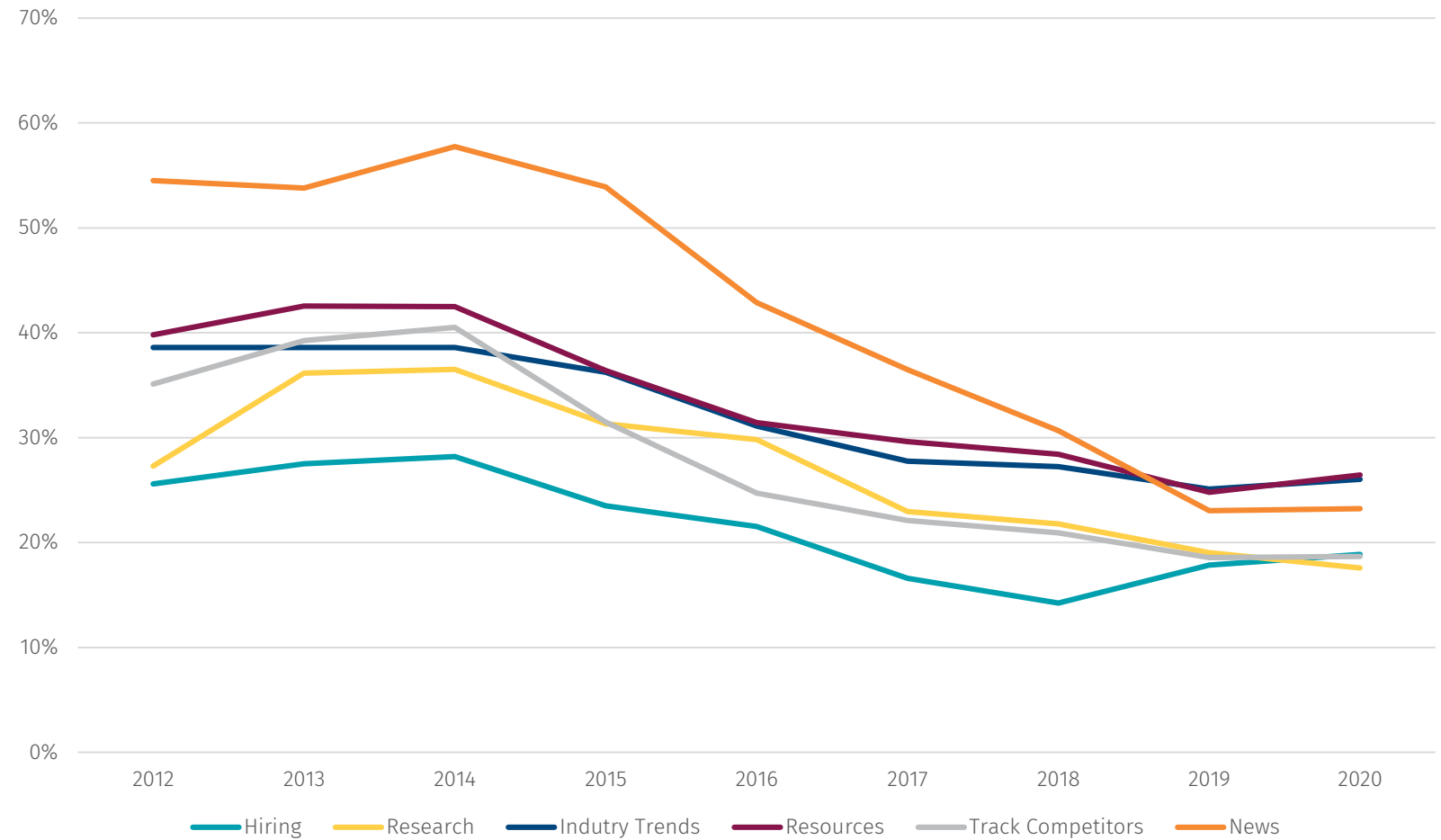


Only 9% of companies use social media to address customer service issues



Across the board declines in research activities

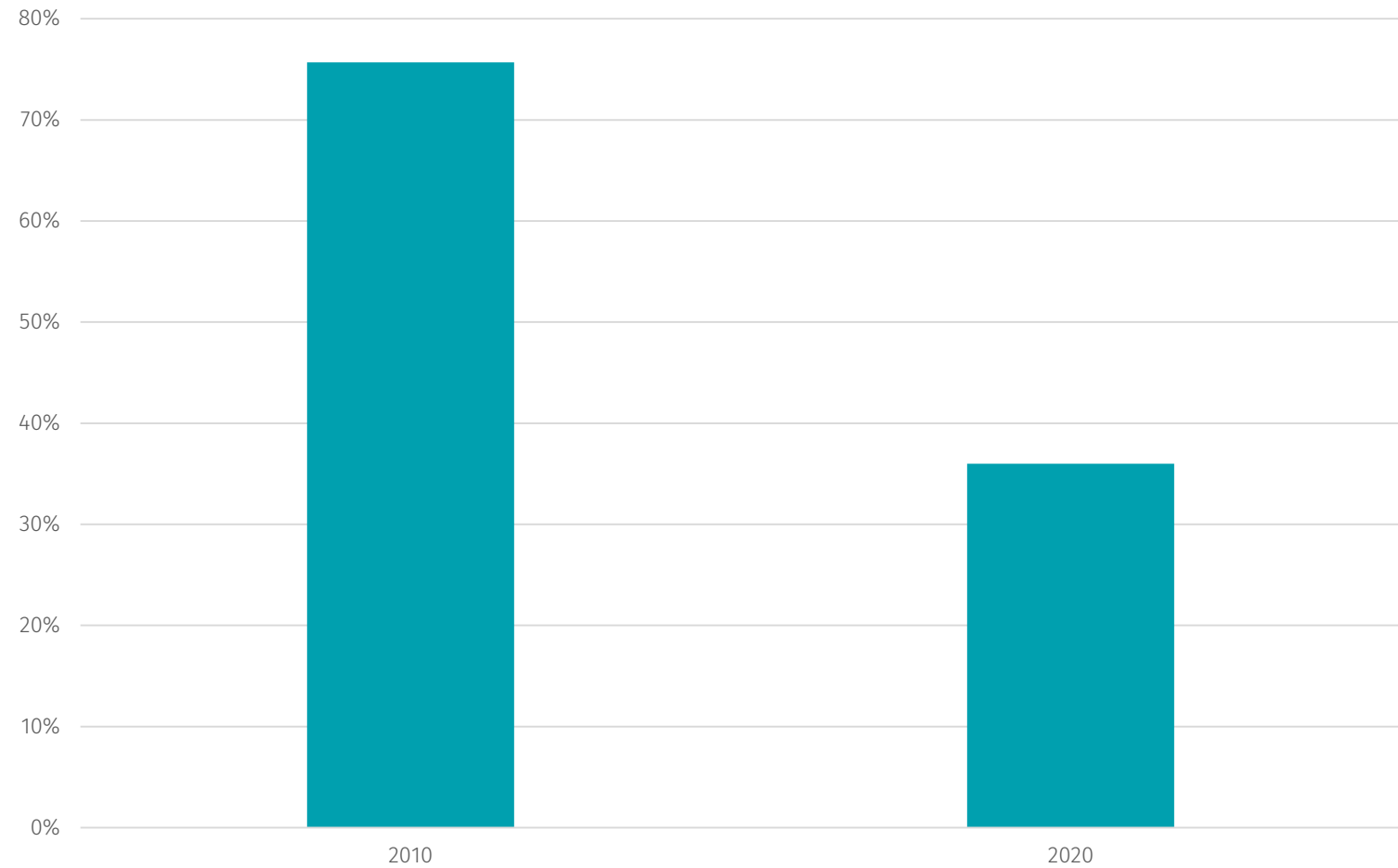
Research

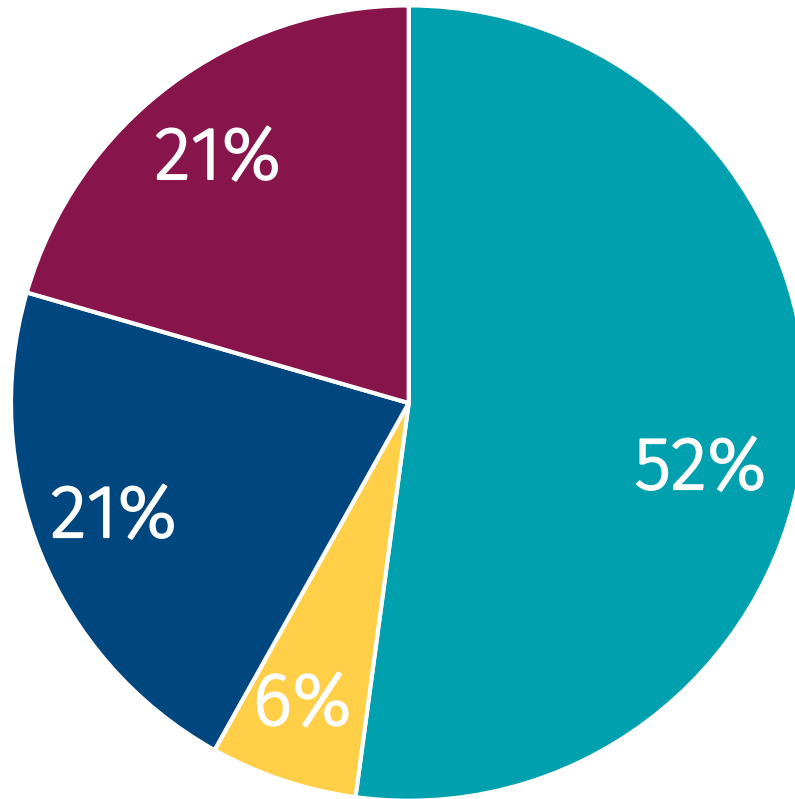


Digital Advertising

Have you
tried digital
advertising

Never Tried



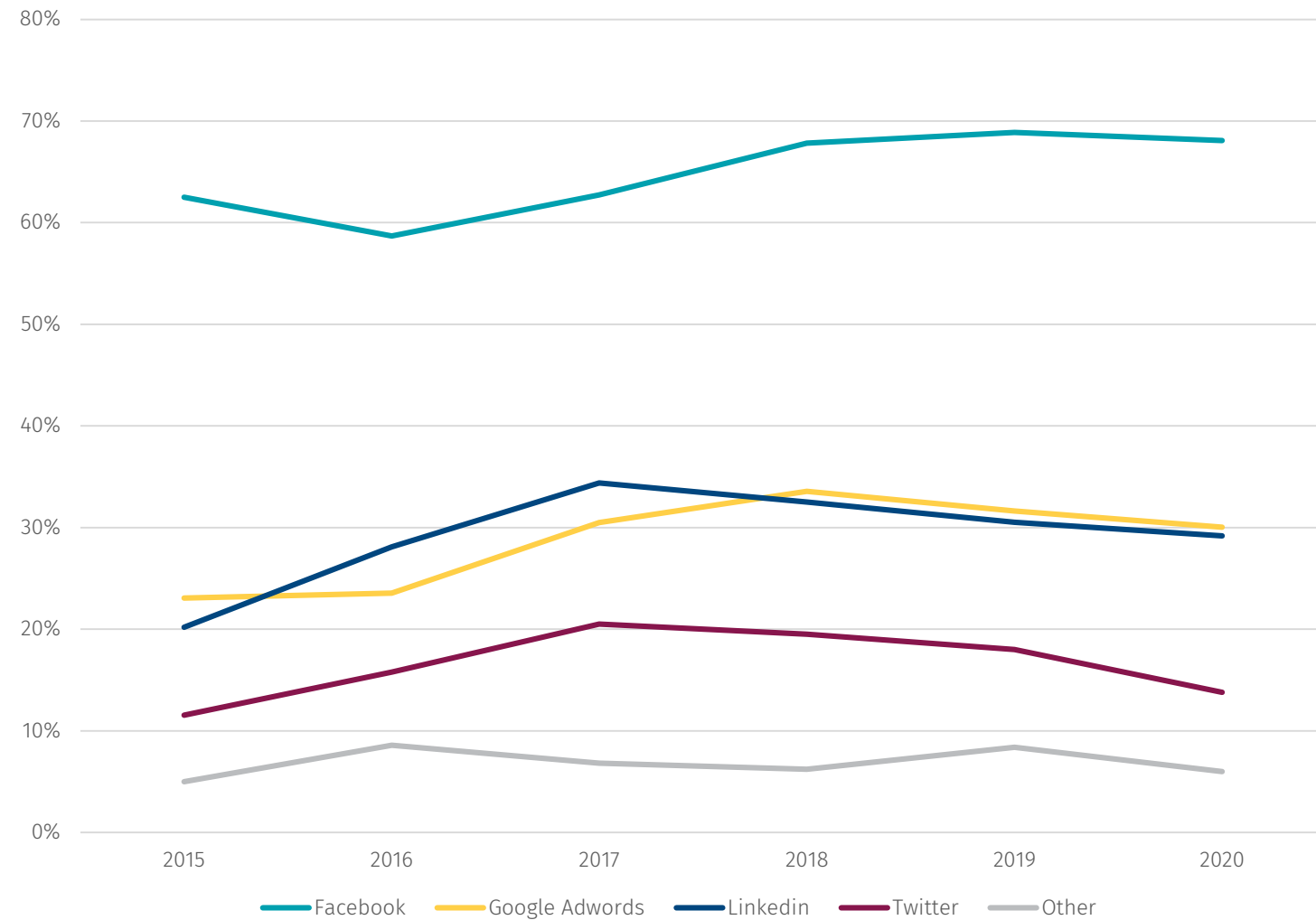


■ More ■ Less ■ The Same ■ No Advertising

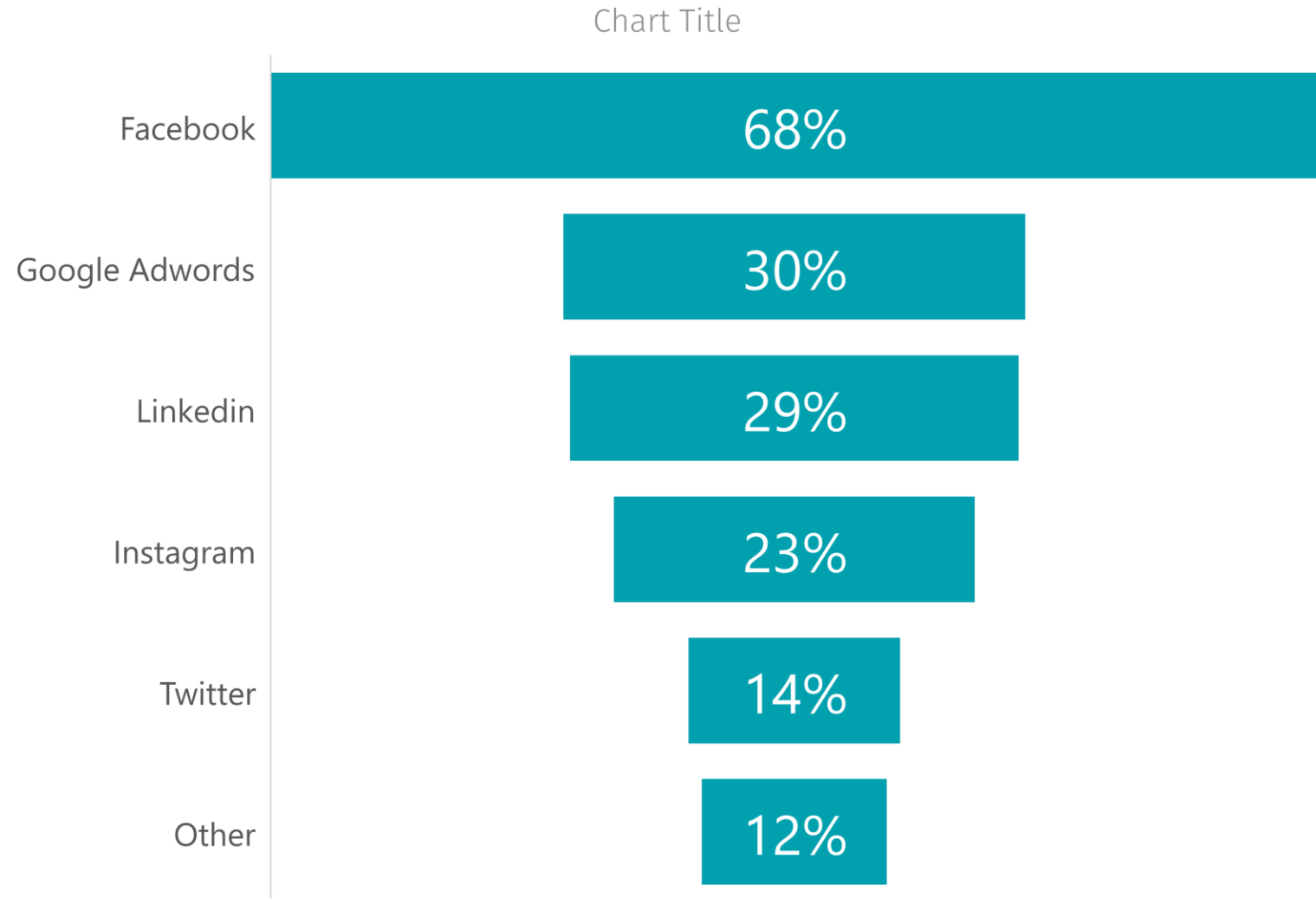
2020 Ad Plans

Facebook Dominates

WHICH ADVERTISING NETWORKS

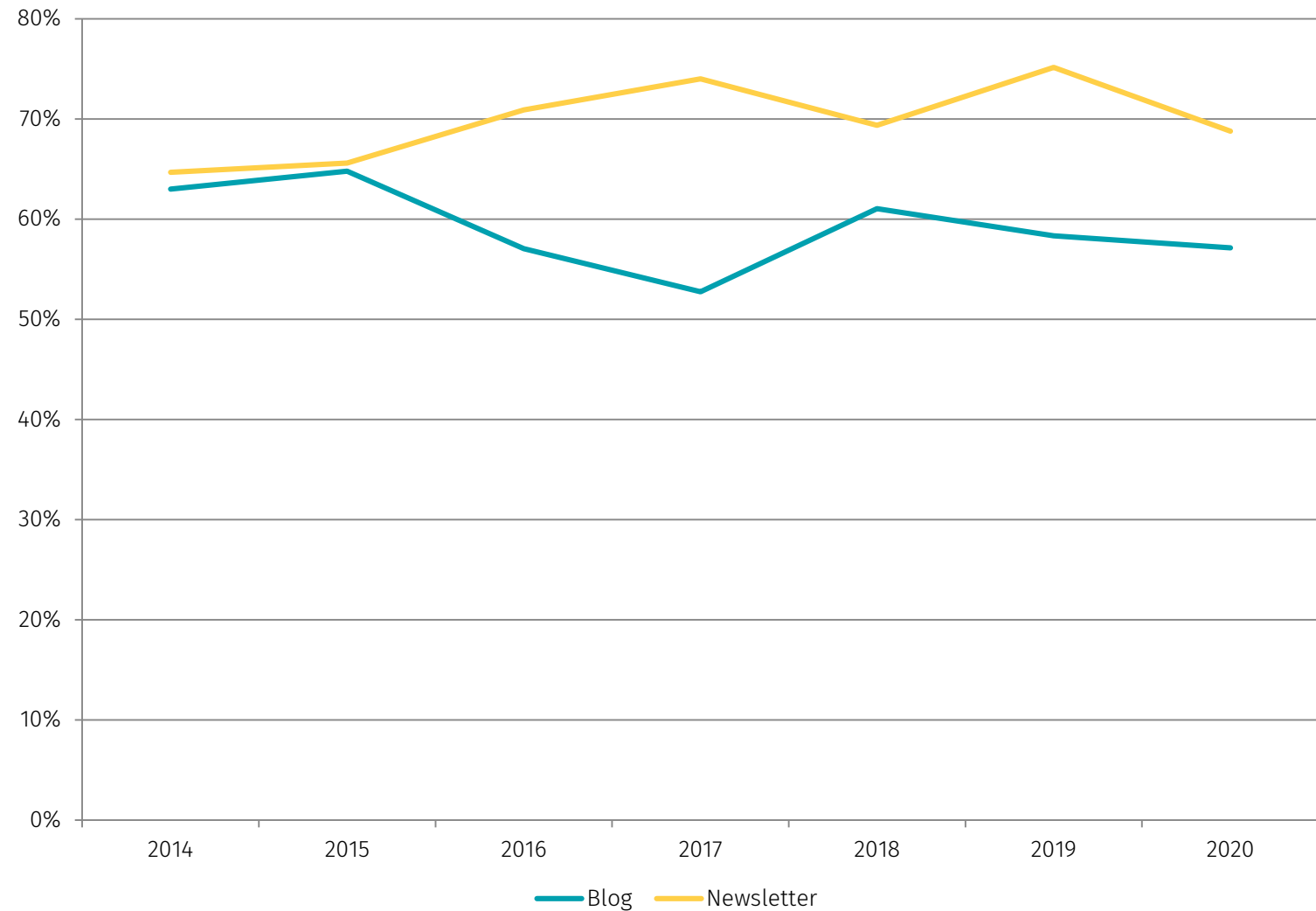


Facebook at 68% is top choice
Instagram bursts on the scene

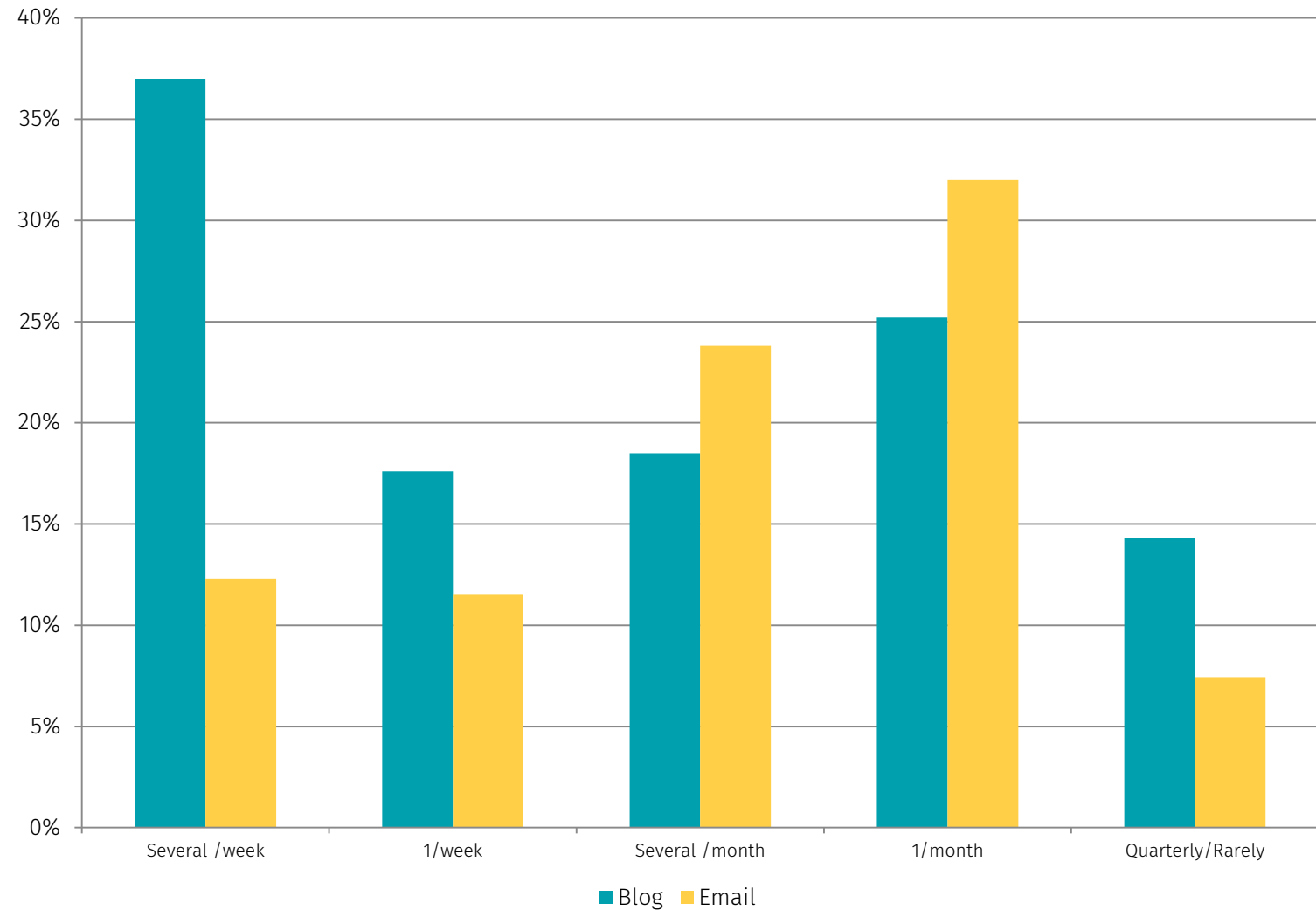


Blogs, Email, Multimedia

Blogging
declining
slightly

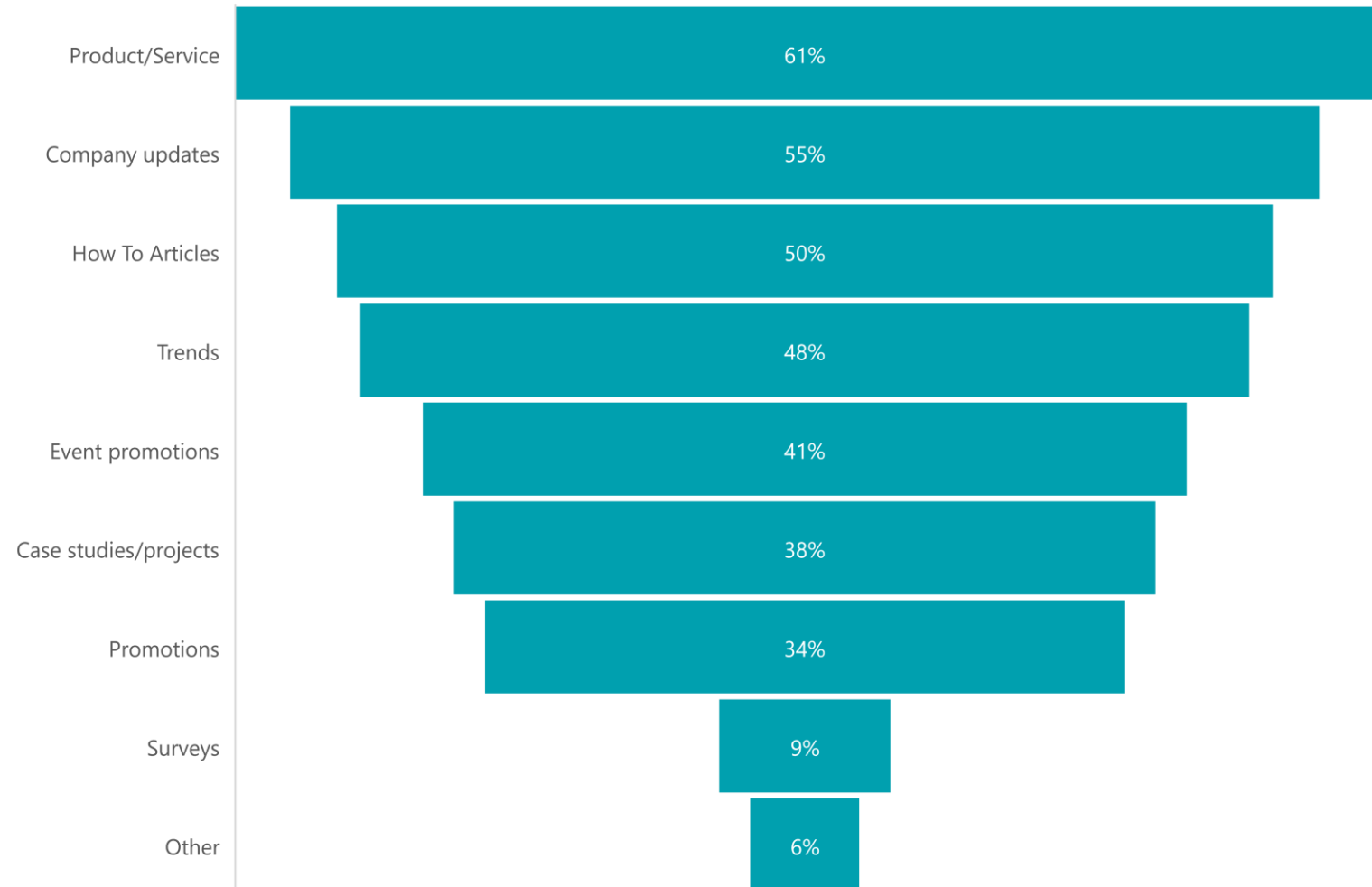


35% of companies still blog several times a week

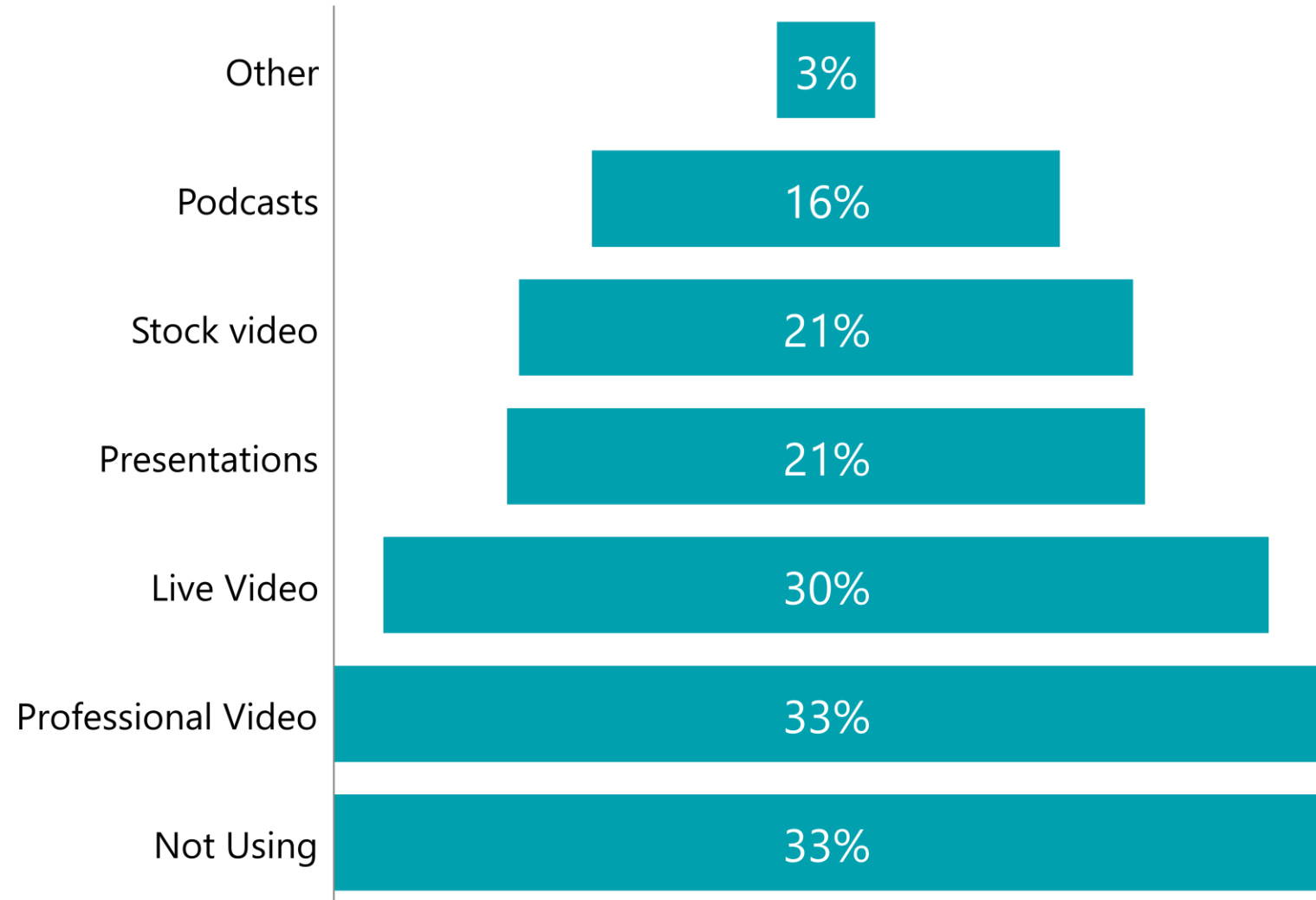


61% of content is product focused

CONTENT TOPICS



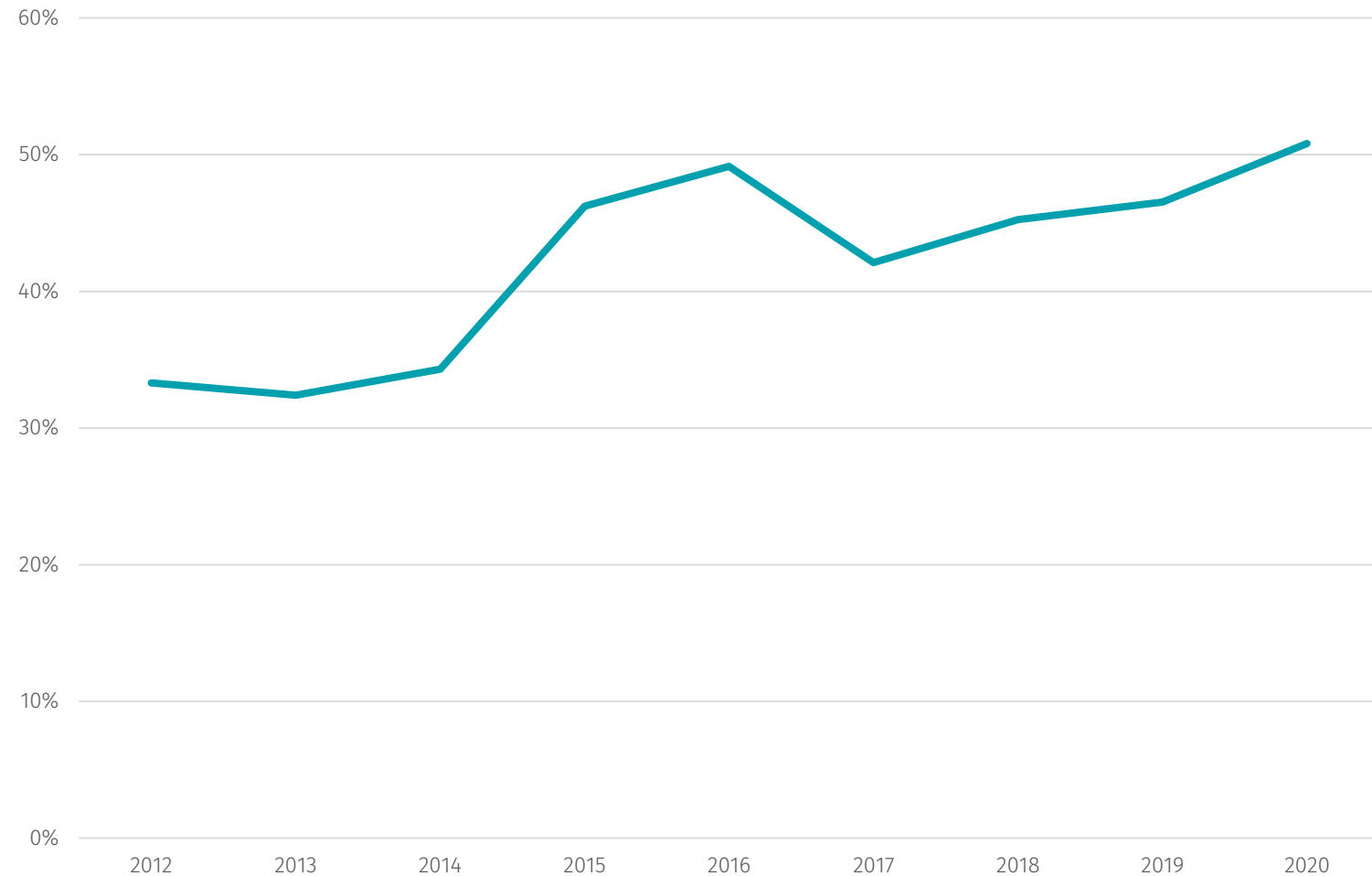
Interest in multimedia



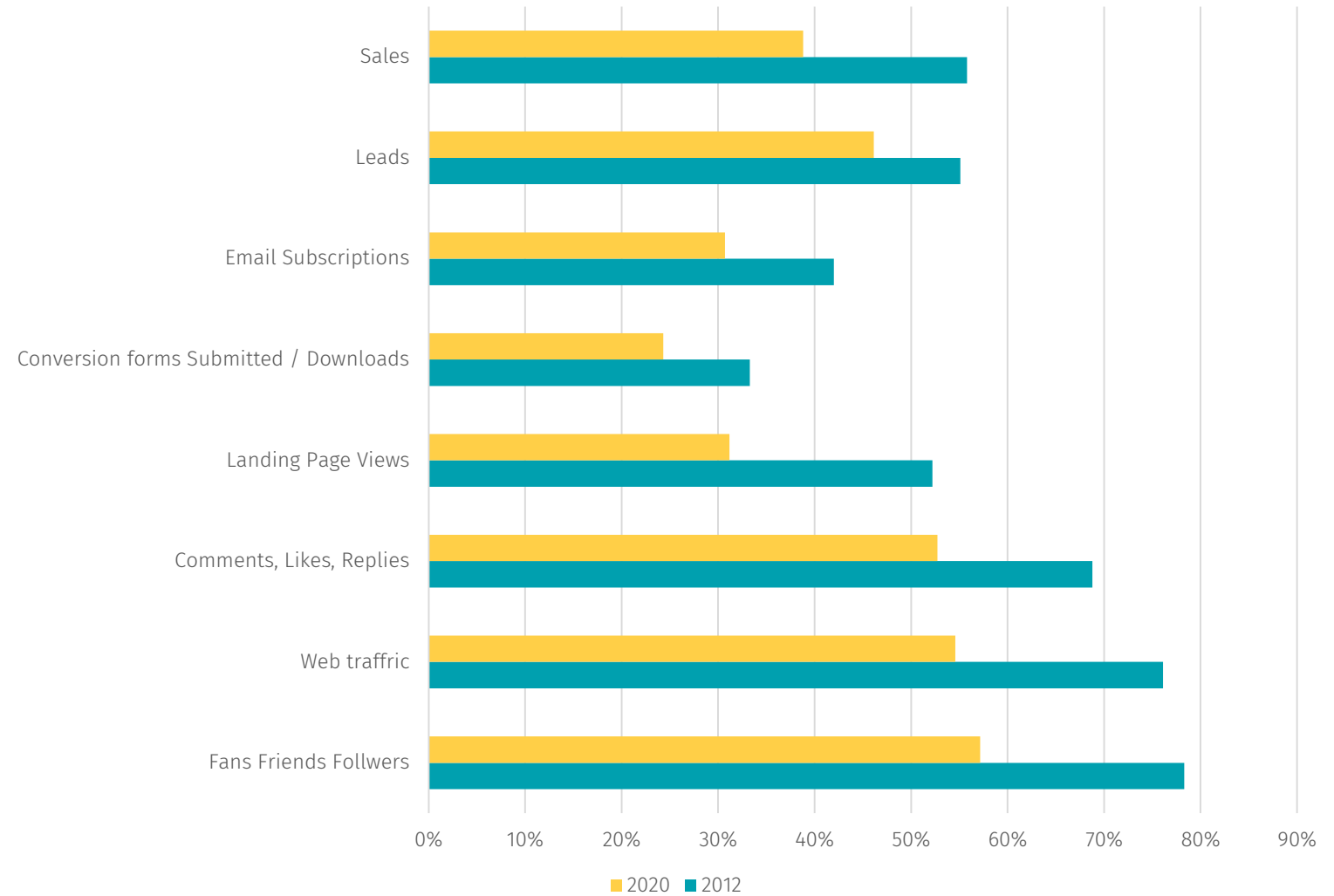
Measuring ROI

Business owners say they are measuring more

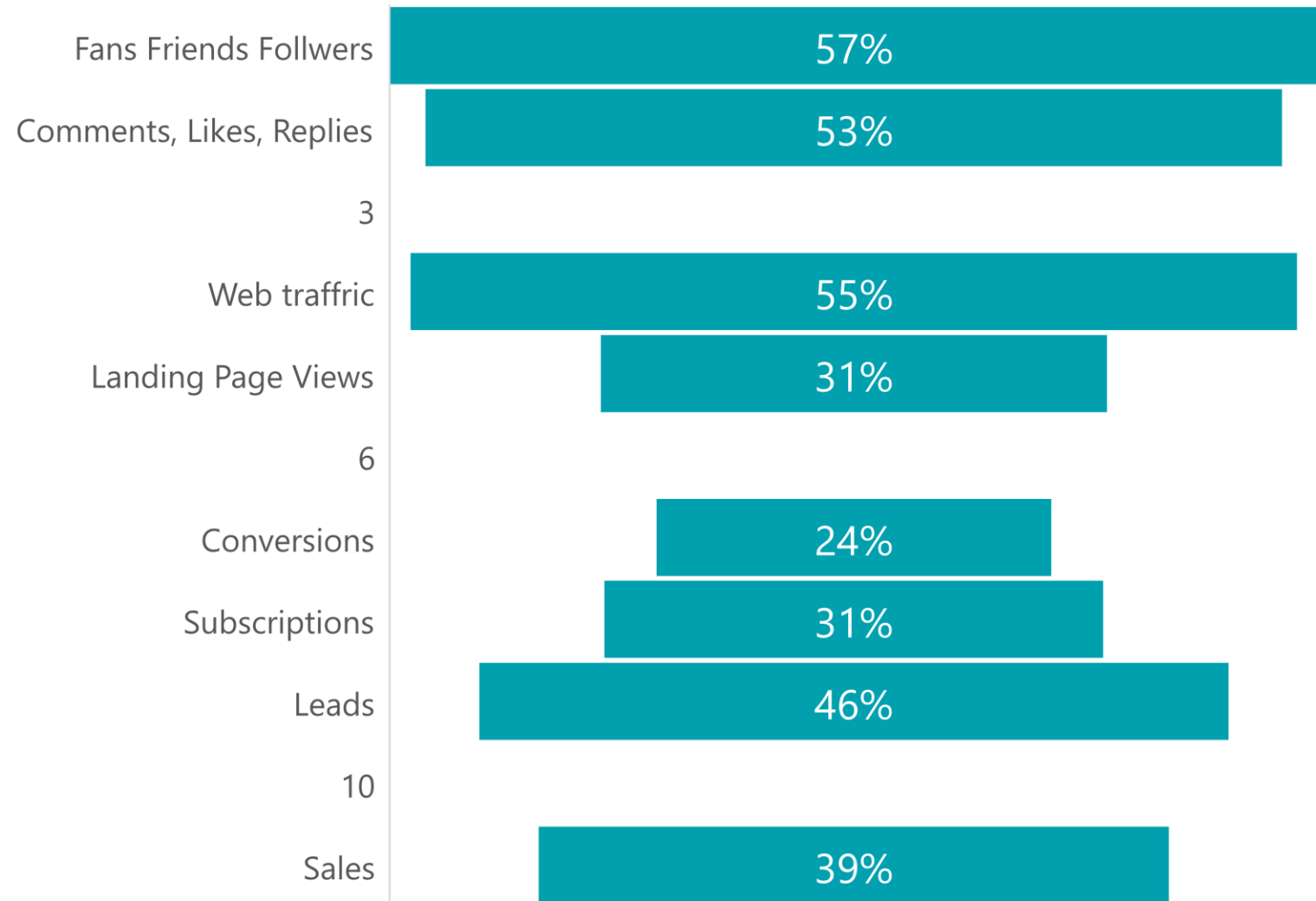
DO YOU MEASURE ROI?



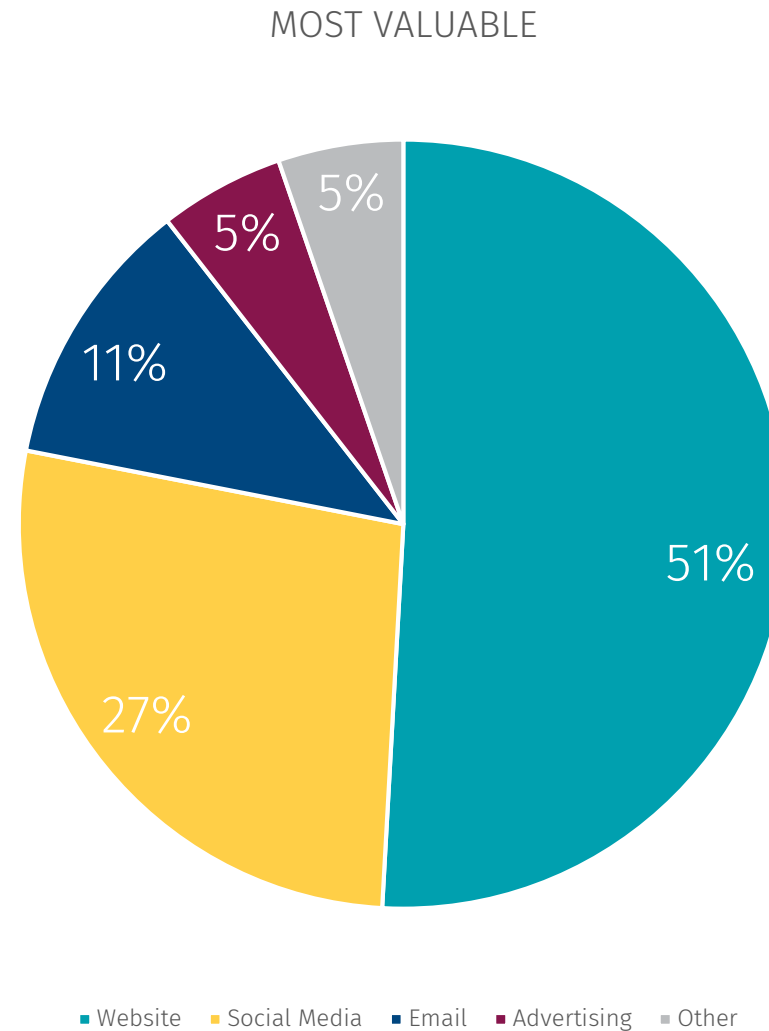
Data does not support that claim



Most common metrics are high on sales funnel

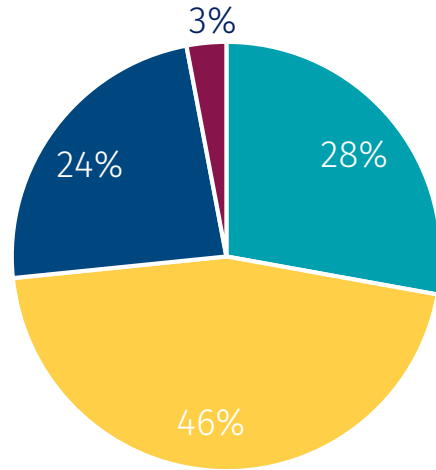


51% consider website most valuable marketing tool



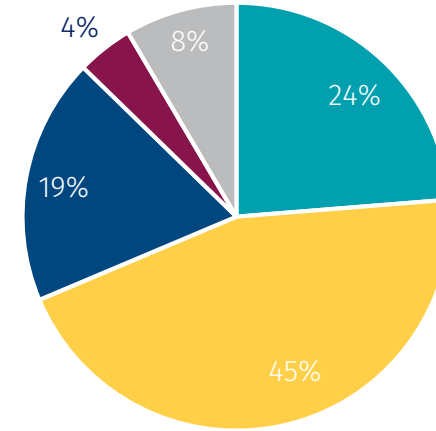
Participant Profile

WHO ARE YOUR CUSTOMERS



■ Consumers ■ Businesses ■ Consumers & Businesses ■ Government, Non Profit

COMPANY SIZE



■ 1 ■ 2-10 ■ 11-50 ■ 51-99 ■ 100+

Companies in our study

Questions?

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