MARKETING EXECUTIVES REVEAL THEIR 2017 MARKETING STRATEGY

Technology Costs, The “Overwhelming” Amount of Data, and Success in 2017
Table of Contents

- Key Takeaways .................................................................3
- Marketing Technology Usage and Spend...............................4
- Execs Struggle With Extracting Insight From Data ..................9
- What it Takes for Success in 2017 ........................................12
- Survey Breakdown ...........................................................17
Marketing executives are spending more on marketing technology to gain more insight, but are feeling overwhelmed with the amount of data they have.

- 70% of marketing execs will spend more on marketing technology in 2017, and a third of execs will hire more SEO and content professionals in 2017.

- 82% of respondents introduced 1 to 5 new technologies in 2016, but 53% say they feel “overwhelmed” by the amount of data in their marketing technologies.

- 67% of execs felt that they had to look at too many different dashboards and reports to get insight.

- “Organic Traffic” was the top performing channel in 2016 and will be the top priority of marketing executives in 2017.

- Over 80% of Marketing Execs are increasing focus on digital advertising, content marketing, and SEO in 2017.
31% of Marketing Executives Are Using More than 10 Marketing Technologies

- 91% of respondents use 20 or fewer marketing technologies, with the largest group, 38%, using 6-10.
- 7% report using more than 20 different software solutions.

About how many technologies does your marketing team currently use? (Ex: automation, social tracking, SEO tools, workflow managers, etc.)

- 0-5: 29%
- 6-10: 38%
- 10-20: 24%
- 21-50: 6%
- 51-99: 1%
- I don’t know: 2%
82% of Marketing Execs Reported Introducing 1 to 5 New Technologies in 2016

How much of that marketing technology did you introduce in 2016?

- 1-5 new technologies: 82%
- 6-10 new technologies: 7%
- 11-20 new technologies: 10%
- 0 new technologies: 1%

introduced in 2016
29% of Marketing Execs Spend More than 100K on Marketing Technology

- 61% of respondents reported budgets of less than 100K in 2016, specifically dedicated to marketing technology.
- 4% respondents spent over a million dollars.

About how much did you spend on marketing technology in 2016? (USD)

<table>
<thead>
<tr>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-5k</td>
<td>14%</td>
</tr>
<tr>
<td>6k-20k</td>
<td>19%</td>
</tr>
<tr>
<td>21k-50k</td>
<td>17%</td>
</tr>
<tr>
<td>51k-99k</td>
<td>11%</td>
</tr>
<tr>
<td>100k-150k</td>
<td>8%</td>
</tr>
<tr>
<td>150k-500k</td>
<td>13%</td>
</tr>
<tr>
<td>500k-1m</td>
<td>3%</td>
</tr>
<tr>
<td>Over 1m</td>
<td>4%</td>
</tr>
<tr>
<td>I am not the budget holder/ decision maker</td>
<td>10%</td>
</tr>
</tbody>
</table>

I am not the budget holder/ decision maker
70% of Marketing Executives Will Spend More on Marketing Technology in 2017

Going into 2017, do you anticipate spending more, less, or the same on marketing technology in the coming year?
Senior Team Members Drive Innovation by Introducing New Technologies

Who typically initiates adding a new marketing technology?

- Senior team member who will be the power user: 48%
- Senior team member who will NOT be the power user: 29%
- Dedicated marketing technology manager: 10%
- Junior marketing team member who will be the power user: 8%
- The IT team: 5%
56% Are Using 2 to 5 Dashboards or Reports to Understand Their Overall Marketing Performance

How many dashboards or reports do you currently need to look at to understand your overall marketing performance?

- 1: 5%
- 2-5: 56%
- 5-10: 25%
- 10-20: 6%
- 20+: 1%

I am unable to get a full view of my marketing performance through technology: 4%
I don't know: 2%
Majority of Marketing Execs Have Trouble Finding Insight

- 67% felt that they had to look at too many different dashboards and reports to get insight
- 36% needed extra analysis to extract value
53% Say They Feel “Overwhelmed” by the Amount of Data in Their Marketing Technologies

“In general, I am overwhelmed by the amount of data I have available in my marketing stack because it takes too much time and analysis to find insight.”

53% True

47% False
Marketing Executives Tied “Talent” and “Budget” As Top Challenges

Rank the biggest internal challenges that you think could negatively impact your online performance in 2017:

1. Having the Right Team
2. Lack of Budget
3. Not Enough Time
4. Lack of Support
5. Can’t Prove ROI
Marketing Executives Use Leads and Traffic as Main KPIs for Success

Respondents listed “leads” and “traffic” as their top 2 metrics for success. “Conversions” and “time on site” followed close after.

1. Leads
2. Traffic
3. Conversions
4. Time on Site
“Organic Traffic” Was the Top Performing Channel in 2016 and Will Be a Priority in 2017

- When naming their top performing online channels in 2016, marketing execs most often listed “organic search,” as both their #1 top performing channels and the #2 top performing channel in 2016.
- Executives listed “organic search” most often as both the #1 and #2 top priority for 2017.
- Respondents listed “social” most often as the #3 top priority for 2017.
Over 80% of Marketing Execs Are Increasing Focus on Digital Advertising, Content Marketing, SEO in 2017

- 81% of marketing execs believe their focus on digital advertising will increase (either strongly or slightly) in 2017.
- 87% of marketing execs believe their focus on content marketing initiatives will increase.
- 84% of marketing execs believe their focus on SEO initiatives will increase in 2017.
A Third of Execs Will Be Hiring More SEO and Content Professionals in 2017

Marketing executives will be hiring more people to focus on content and SEO.

- 33% reported that they would increase their headcount in 2017 in order to improve their SEO performance.
- 31% will add dedicated content headcount.

31% of execs will hire additional dedicated content talent
Who did we survey?

The largest portion of the respondents (32%) came from B2B organizations, although an additional 25% of respondents represented organizations that do both B2B and B2C marketing.

**SENIORITY**

- CMOS: 8%
- VPs: 19%
- Directors: 60%
- Other Executives: 13%

**ORGANIZATION TYPE**

- B2B: 32%
- B2C: 13%
- Both B2B & B2C: 60%
- Agency: 18%
- Publisher: 3%
- Non-Profit: 7%
- Other: 2%
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