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2019 DIGITAL MARKETING STRATEGIES

Prospects and customers are almost always online. And an effective digital marketing strategy provides the plan of action required to engage them.

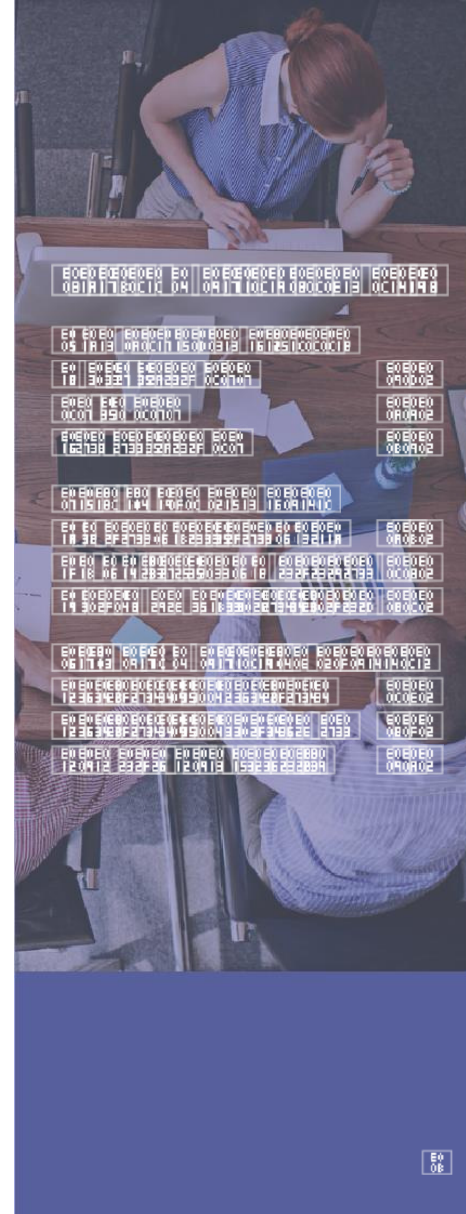
Sounds simple, but what will an effective digital marketing strategy look like in 2019?

To help you answer this question, Ascend2 and our Research Partners fielded the 2019 Digital Marketing Strategies Survey. We thank the 190 marketing influencers who responded to this survey during the week of October 1, 2018.

This Survey Summary Report, titled *2019 Digital Marketing Strategies*, 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.

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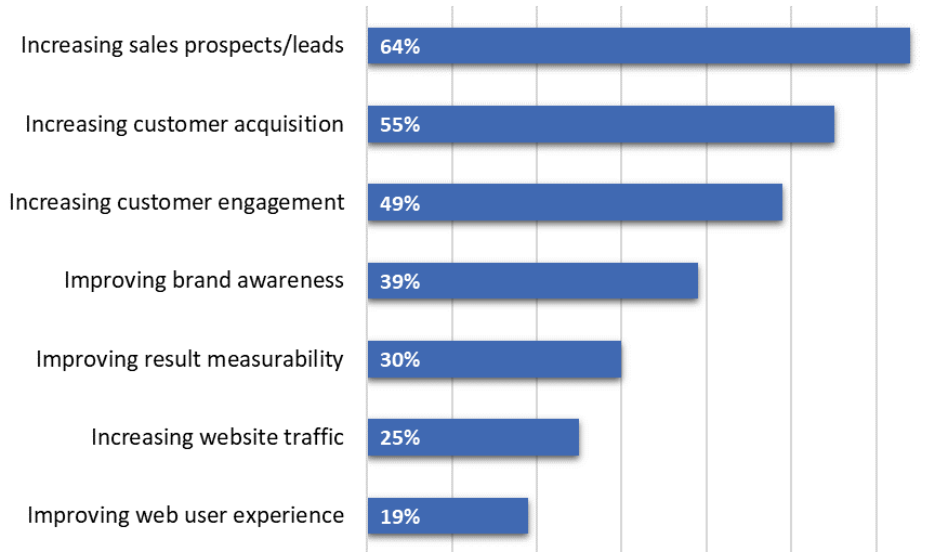




TOP STRATEGIC PRIORITIES



What are the TOP PRIORITIES for a digital marketing strategy to achieve?



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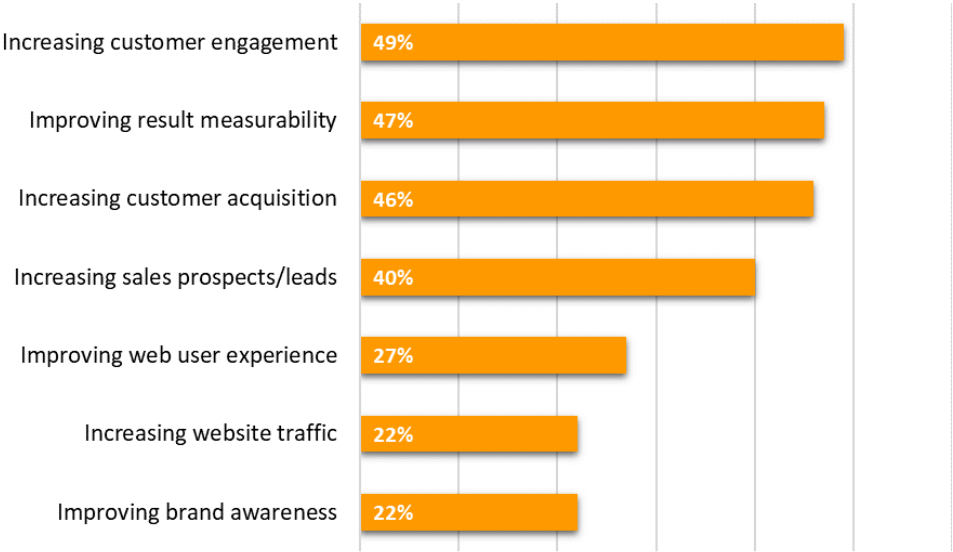
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CHALLENGING BARRIERS TO SUCCESS



What are the most CHALLENGING BARRIERS to the success of a digital marketing strategy?



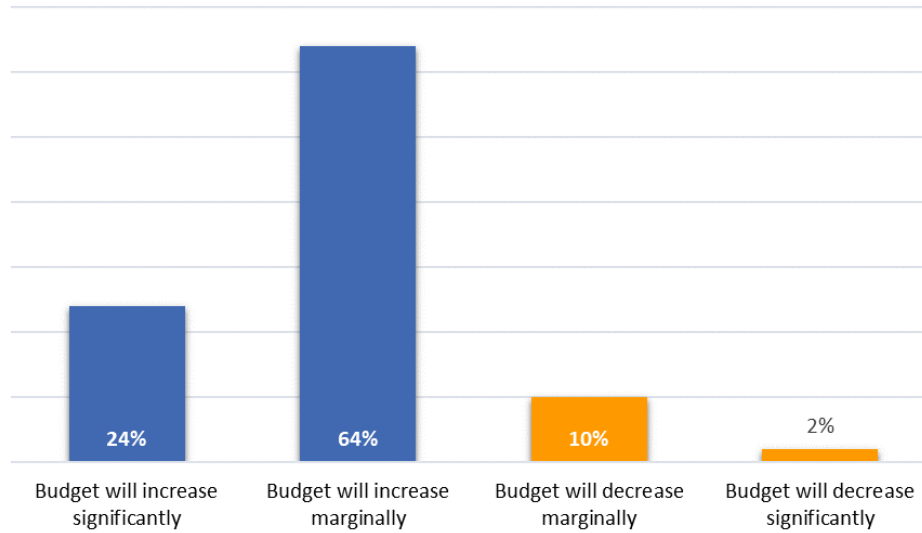
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HOW BUDGET IS CHANGING

To what extent will the digital marketing BUDGET change in 2019?



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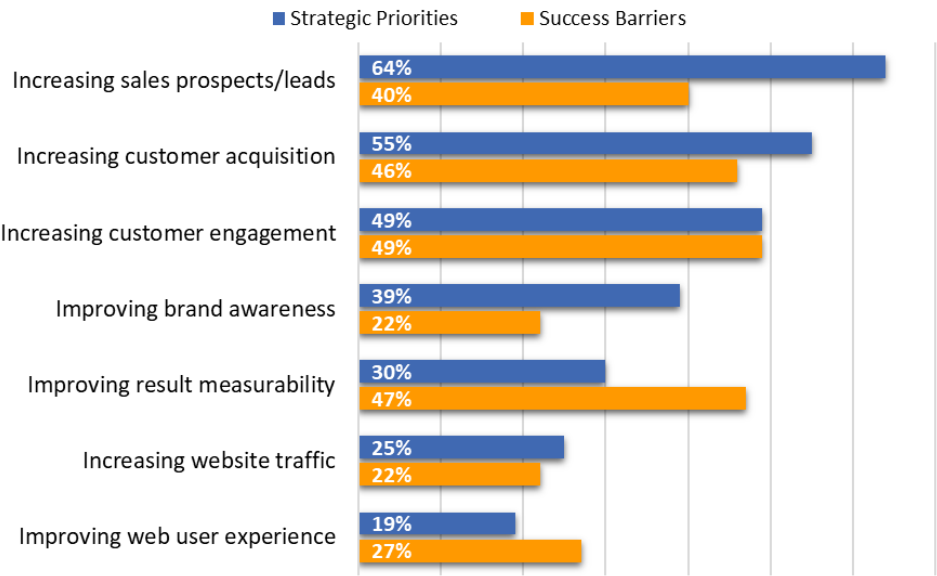
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PRIORITIES VERSUS BARRIERS



Comparing top priorities and challenging barriers.



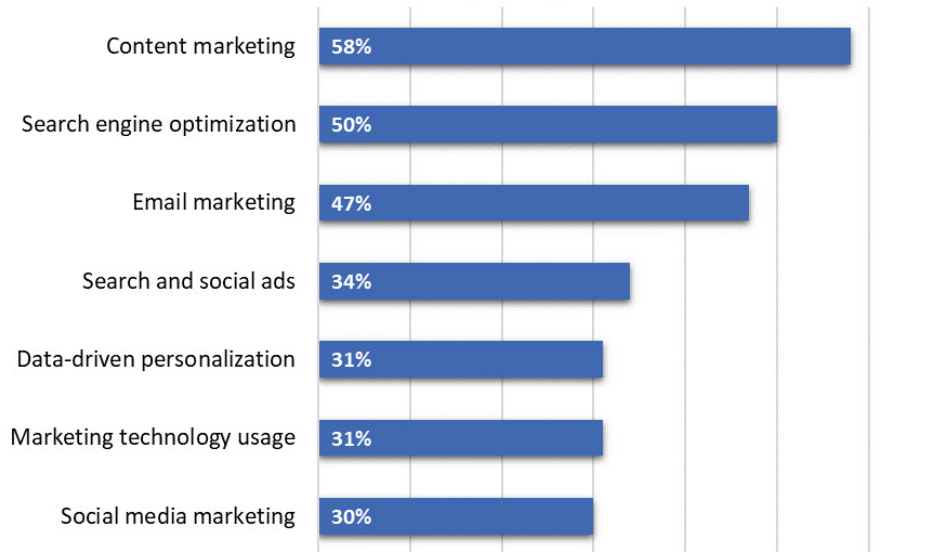
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TACTICAL EFFECTIVENESS

What are the most EFFECTIVE online tactics used in a digital marketing strategy?



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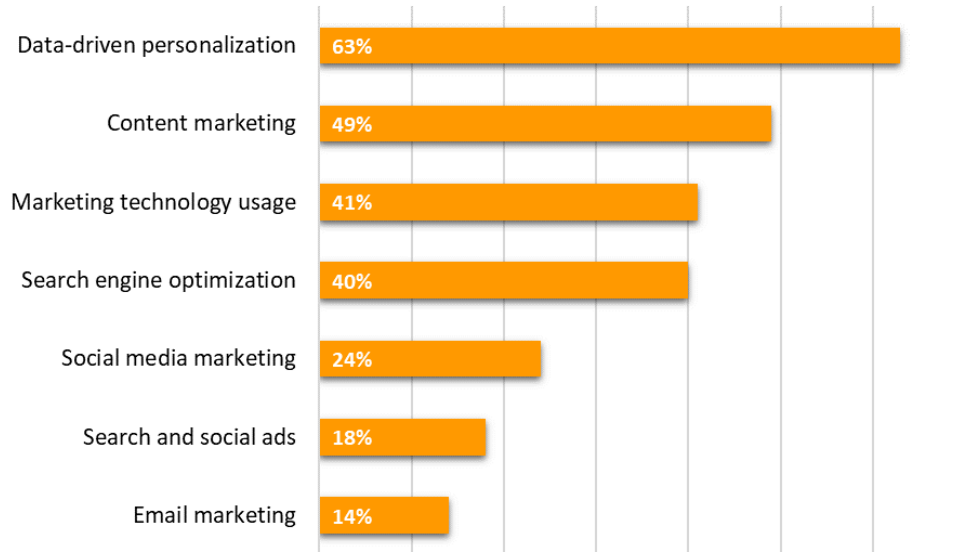
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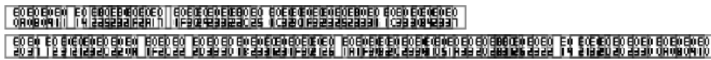
MOST DIFFICULT TACTICS

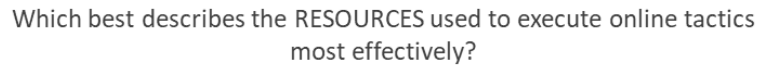


What are the most DIFFICULT online tactics to execute in a digital marketing strategy?



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EFFECTIVENESS VERSUS DIFFICULTY



Comparing tactical effectiveness and difficulty.



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Marketing technology providers and digital marketing agencies partner with Ascend2 to supplement their marketing content, generate leads and engage prospects to drive demand through the middle of the funnel. Learn more about the research-based marketing innovations from Ascend2.com.

Below are just a few of the leading marketing solution providers that partner with us on research-based marketing programs.





Research Partner Programs

Research Partner Programs rapidly deliver content of interest to marketers, and a guaranteed number of leads and prospects to marketing solution providers, in these two simple steps:

1. Choose [marketing topics](#) of interest to your audience.

☐ Or create a survey topic of your own

2. Choose an exclusive segment for the topics you choose.

☐ Success Benchmarks

☐ Leadership Benchmarks

☐ B2B Benchmarks

☐ B2C Benchmarks

☐ Enterprise Benchmarks

☐ SMB Benchmarks

☐ Agency Benchmarks

☐ And more!

Learn more about Ascend2 Research-Based Marketing by calling 800-762-1595 extension 703 or visit Ascend2.com.

