



ECIDENCEPERIOR DE LEGICIO DE SERVICIO DE LE RESPONDENTE DE LEGICIO DEL LEGICIO DE LEGICIO DEL LEGICIO DE LEGICIO DEL LEGICIO DE LEGICIO DEL LEGICIO DELLEGICIO

#### TABLE OF CONTENTS

- 3. 2019 Digital Marketing Strategies
- 4. Top Strategic Priorities
- 5. Success of Strategy
- 6. Challenging Barriers to Success
- 7. How Budget is Changing
- 8. Priorities Versus Barriers
- 9. Tactical Effectiveness
- 10. How Effectiveness is Changing
- 11. Most Difficult Tactics
- 12. Resources Used
- 13. Effectiveness Versus Difficulty
- 14. About Ascend2 Research-Based Marketing
- 15. Ascend2 Research Partner Programs





#### 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.

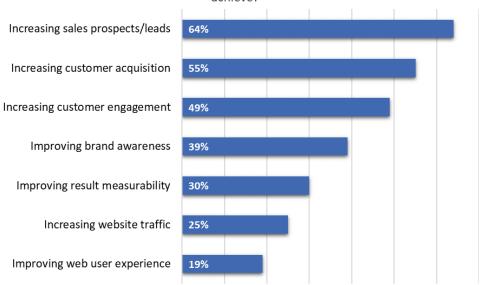






#### TOP STRATEGIC PRIORITIES

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

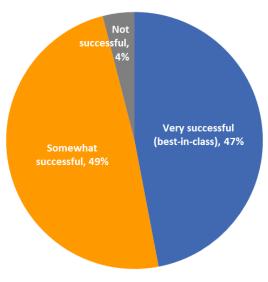


CONTROL E O ENCENDENCIO I CONTROL EN ENCENDANTE DE CONTROL DE CONT



## SUCCESS OF STRATEGY

> Which best describes the SUCCESS of a digital marketing strategy at achieving top priorities?



Ascend2

GORDENIGNE E O ENCENTRACE (CONTROL DE CONTROL DE CONTRO



#### CHALLENGING BARRIERS TO SUCCESS

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



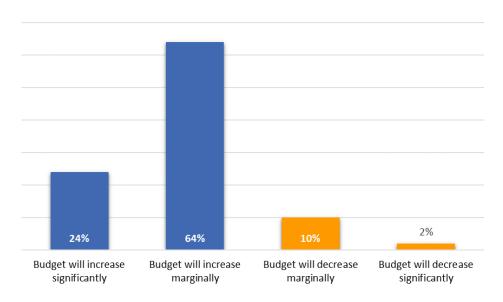
Ascend2

GOBORNEO E DE DERDERADECEO I BOERCESCERENDOS DE CENTROERISTERNEO BOER DE CONCE ORBERTINI I I BASERBARRINI IN PERCENSABRACE, IL 20 DE PRESENTABLES DE LA CARRESTA CONCENTRA DE CONCENTRA DE



### HOW BUDGET IS CHANGING

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



Ascend2

GORDENSM EQ (EDDEBADERE) (COERCEDEREDE) EXCENTRUEREDED (COERCEDEDED OCENTRUERE) (COERCEDED OCENTRUERED OCENTRUERED



#### PRIORITIES VERSUS BARRIERS

Comparing top priorities and challenging barriers.

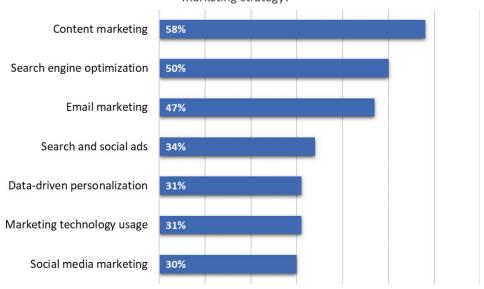


GOEDERGNI E O EROTERGOECEO | GOETEGOETERDEO BOETEGOETERDEO BOETEGEOETE DOED REGEREO ORNIGONI | IN LAGUERRA | IN FERRE MENTALES | IL RED OPERA CARRESTO IN GOETEGOETE DE GOETEGOETE DOED REGEREO DE CONTRA SE LA CONTRA DE CONTRA D



### TACTICAL EFFECTIVENESS

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



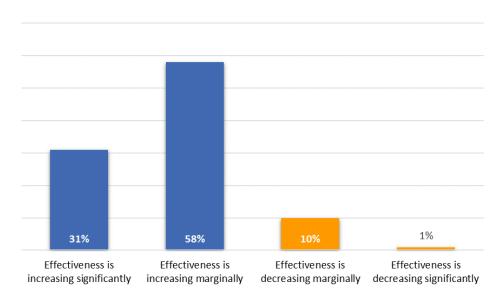
Ascend2

CODENSON EO ENCENDENCICO (COERCENCERRORE) BUE EN OPERADA EN CARRO DE COERCENCE DE C



#### HOW EFFECTIVENESS IS CHANGING

To what extent is the effectiveness of online tactics CHANGING?

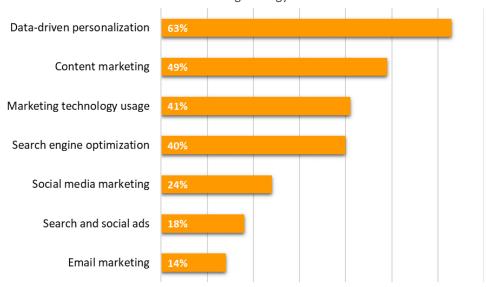


Ascend2

GOBORNEM EN JENNEMBROKKEN HOERGESCHERDISCH GOERGESCHERDISCH GOERGES

#### MOST DIFFICULT TACTICS

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





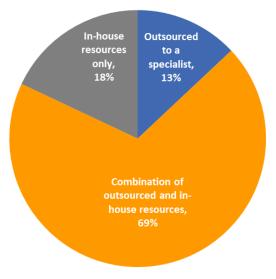
GOEDERGNI E O EROTERGOECEO | GOETEGOETERDEO BOETEGOETERDEO BOETEGEOETE DOED REGEREO ORNIGONI | IN LAGUERRA | IN FERRE MENTALES | IL RED OPERA CARRESTO IN GOETEGOETE DE GOETEGOETE DOED REGEREO DE CONTRA SE LA CONTRA DE CONTRA D





#### RESOURCES USED

Which best describes the RESOURCES used to execute online tactics most effectively?



Ascend2

COENCINENT EN CONCENTRATION DE PORTO DE CONTRATION DE CONT



#### **EFFECTIVENESS VERSUS DIFFICULTY**

Comparing tactical effectiveness and difficulty.





GOBORNEO E DE DERDERADECEO I BOERCESCERENDOS DE CENTROERISTERNEO BOER DE CONCE ORBERTINI I I BASERBARRINI IN PERCENSABRACE, IL 20 DE PRESENTABLES DE LA CARRESTA CONCENTRA DE CONCENTRA DE





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 <a href="#">Ascend2.com</a>.

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





















SharpSpring

















































# Ascend2

#### **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 <u>marketing topics</u> 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
- B And more!

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



E0 E0