

# 2016 STATE OF B2B DIGITAL MARKETING



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The results are in! Our 5th annual State of Digital Marketing Report is here. During the fall of 2015, we surveyed hundreds of B2B marketers to share what they perceive as this year's top priorities and toughest challenges.

Read on to get insights from nearly 300 B2B marketing professionals – including exclusive interviews with marketing leaders at SiriusDecisions, Intuit, Epicor, ALE (formerly Alcatel-Lucent Enterprise), and Xactly Corporation. Discover how your peers are planning to take on the digital marketing landscape in 2016.

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# EXECUTIVE SUMMARY

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In 2016, digital marketers must be just as comfortable adapting to change as they are pursuing new sales leads. Those two themes shine bright throughout our 5th annual State of Digital Marketing Survey, which again highlights the biggest priorities, challenges, and trends within our industry.

This year, we kept a tight focus on B2B marketing, polling nearly 300 professionals— from top-level executives to individual contributors— at businesses spanning all sizes and industries, including software, manufacturing, healthcare, and more.

In our five years compiling this report, nothing has proven more valuable for B2B marketers than generating sales-qualified leads. And yet, for all the resources poured into acquiring leads, through outlets like search, social media, video, blogs, and email, proving ROI remains the biggest challenge for marketers for the second straight year.

We sincerely hope your digital marketing efforts benefit from the insights, opportunities, and opinions within this survey in 2016 and beyond. If you'd like to connect directly, get in touch with our team at [results@demandwave.com](mailto:results@demandwave.com).

The DemandWave Team

# 2016 SURVEY HIGHLIGHTS

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## LEADING THE WAY

Driving more sales through quality leads is the top priority for nearly 66% of B2B digital marketers, marking a half-decade run as the profession's top objective in our survey.

## INBOXES ARE STILL IN

When polled about the methods of consistently gathering quality leads, B2B digital marketers rely mainly on email (75%), as well as a mix of organic (67%) and paid (47%) search, and social media (44%). Coincidentally, email (59%) was also named the top channel for driving revenue, with organic search (50%) close behind.

## ROI REMAINS ELUSIVE

Measuring what digital marketers are getting in return for all their outreach efforts continues to be a struggle. Proving ROI (29%) remains the toughest challenge for B2B marketers for the second straight year, just ahead of delivering quality leads (27%)

## GOALS ARE FUZZY

Despite 55% of respondents saying Sales and Marketing departments are well-aligned at their companies, nearly half of B2B marketers lack defined criteria for what makes a sales-qualified lead. Moreover, just 42% of marketers are responsible for a target goal for sales-qualified leads.

## VIDEO IN FLUX

For the second-straight year, videos (80%) are the most widely used content marketing tactic, despite only 29% of marketers saying they generate leads and just 18% saying they drive revenue. Flashback to our 2015 report – when video was named the most effective content marketing tactic by 68% of B2B marketers – and we may be seeing a case of diminishing results for the watchable medium.

## ACCOUNT-BASED MARKETING TUMBLES

Of those who had tried account-based marketing in our 2015 survey, 95% of B2B marketers considered it effective. This year, only 53% view it as effective, while 45% are unsure.

## MOBILE RISES

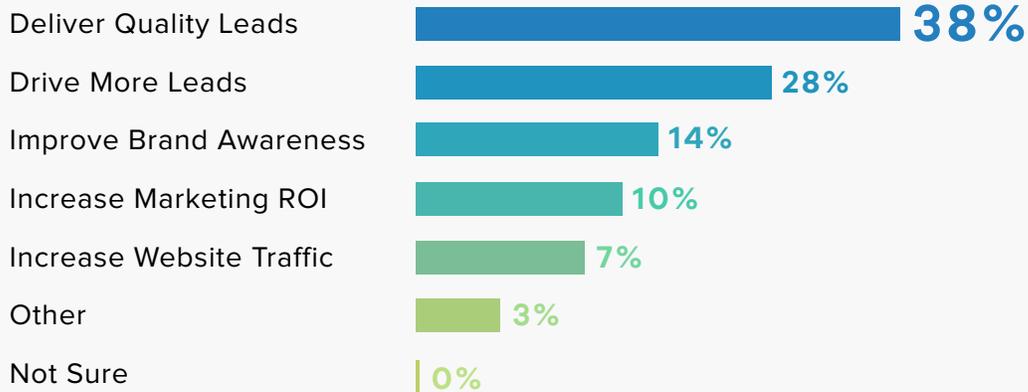
Most respondents (79%) say they have mobile-friendly websites – up from just 57% in 2014 – despite that nearly one third of B2B marketers see less than 20% of their traffic coming from mobile.

# DEFINING TOP OBJECTIVES & CHALLENGES

## QUESTION

1

### What is the #1 objective of your digital marketing efforts?



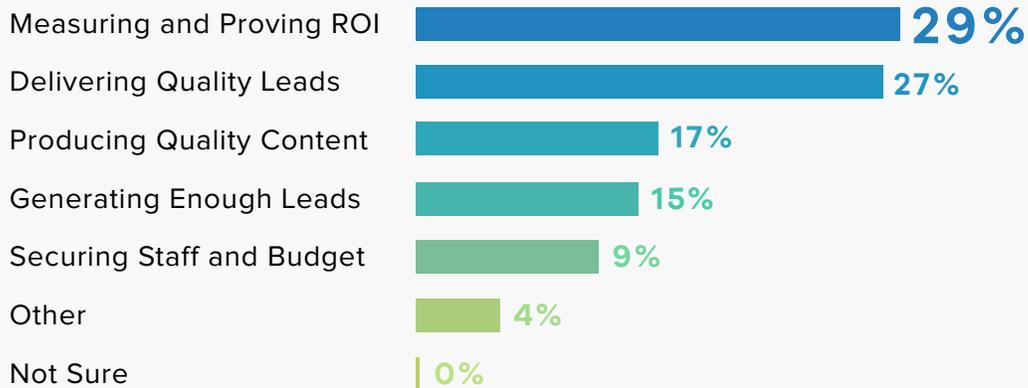
It's all about lead generation for 66% of B2B marketers for the fifth year running. Yet, it's important to note the emergence of aiming for quality leads over quantity. The largest segment of marketers (38%) are focused on delivering quality leads, while the second largest segment (28%) are going for volume.

# DEFINING TOP OBJECTIVES & CHALLENGES

## QUESTION

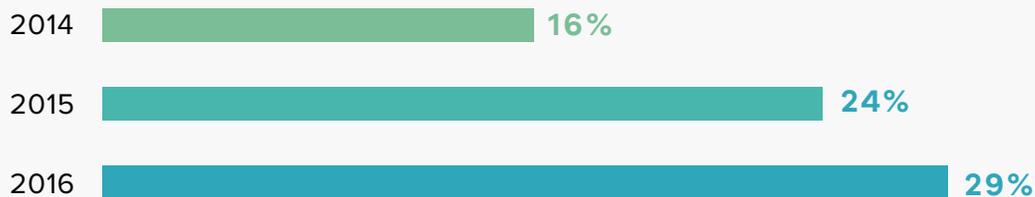
2

### What is your biggest digital marketing challenge?



“Measuring and proving ROI” is B2B marketers’ biggest challenge for the second year running. In fact, marketers are actually finding it more and more difficult to prove ROI as time goes on. The struggle is evident in the graph below.

### B2B marketers continue to struggle with ROI measurement year after year.



*% of B2B marketers that say “proving ROI” is their biggest digital marketing challenge*

# B2B MARKETING LEADER Q&A

## What is the #1 objective of your digital marketing efforts?



### CELIA FLEISCHAKER

SR. VICE PRESIDENT, GLOBAL MARKETING AT EPICOR

“ We’re really focused on driving more sales-qualified leads. While it’s important to fill the top of the funnel, we want to see these leads move to mid-funnel. Ultimately, we want to get leads that are a good fit for sales in the door... To us, improving conversion rate and producing exceptional content are linked together. Content relevancy is a big goal for us, as we’re starting to use dynamic content this year to personalize our messaging. We’re also focusing on advocacy marketing. A word ... or reference from the customer speaks volumes – way more than a marketing offer or collateral ever could. ”



### MAJALIWA BASS

SR. PRODUCT MARKETING MANAGER AT INTUIT

“ For us, it’s more around contextual marketing and personalization. Intuit Tax is moving from traditional marketing and focusing more on what our customers need based on who they are as individuals. We do this by asking them how can we provide that information in a way that’s compelling enough for them to engage with us. The content is less about marketing our products and more focused on what they are trying to solve and how we can help them do that. ”



### MICHAEL GREEVES

DIRECTOR, DIGITAL MARKETING AND DEMAND GENERATION AT XACTLY CORPORATION

“ To no surprise, I think the top goal would be increasing the qualified lead responses, those inbound hand-raiser type leads. I would also say, beyond the lead goals, we’d like to get smarter and more transparent with the reporting. We’re aiming for faster, more accurate reporting around attribution and lead sources. ”

# B2B MARKETING LEADER Q&A

## What is the #1 objective of your digital marketing efforts?



### ED YOUNGBLOOD

DIRECTOR OF CONTENT STRATEGY AT ALE (FORMERLY ALCATEL-LUCENT ENTERPRISE)

“ Doing a better job with digital content and really adapting to the way media has evolved and changed in both digital and other forms... One of my major goals is to change how we work, work smarter so we can build out for those channels. The old school methods of ...[content] one-offs are not going to get it done. There’s no synergy in that. It’s a whole procedural change that I think is critical to support the growth of the media channels... We need more effective content that will scale by design and reach multiple channels, selectively, of course. ”



### GIL CANARE

RESEARCH DIRECTOR, DEMAND CREATION STRATEGIES AT SIRIUSDECISIONS

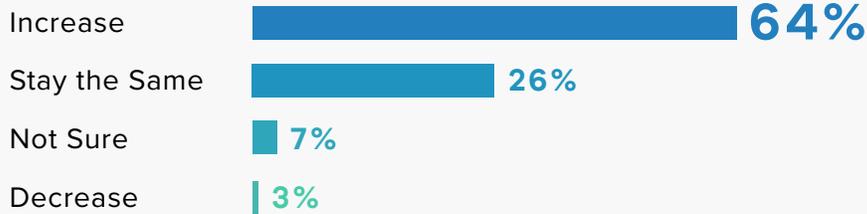
“ There’s an internal and an external goal... Internally what we see [clients] struggling with and what a lot of them are trying to work through is what does digital mean? Especially in the larger organizations. We’re in a position right now where, digital has evolved so rapidly... it’s such a broad space and [there are] so many ways to cut it that the first question a lot of companies are dealing with is, ‘what should I even be doing?’ So, that means externally, you have the external goal of adding value to the business, whether it’s revenue or leads. Internally it’s how do I align the organization to be better at this, whatever ‘this’ means. How do we define what value is for digital and how do we deliver to that? ”

# BUDGETING TRENDS

## QUESTION

3

**Will your digital marketing budget increase, decrease, or stay the same in 2016?**

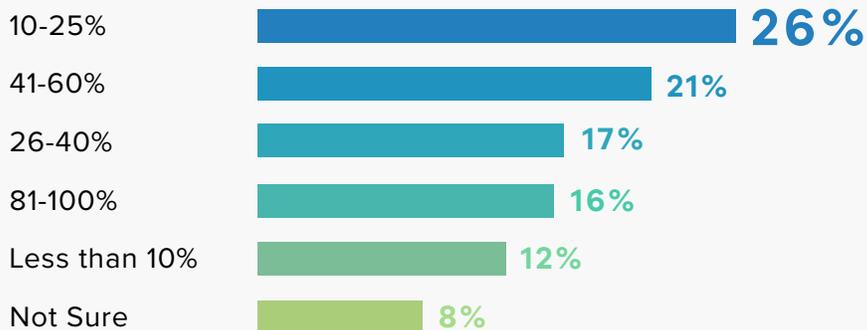


64% of B2B marketers plan to increase their digital marketing spend in 2016, which signals good news for the industry overall.

## QUESTION

4

**What percentage of your overall marketing budget goes to online marketing (vs. offline)?**



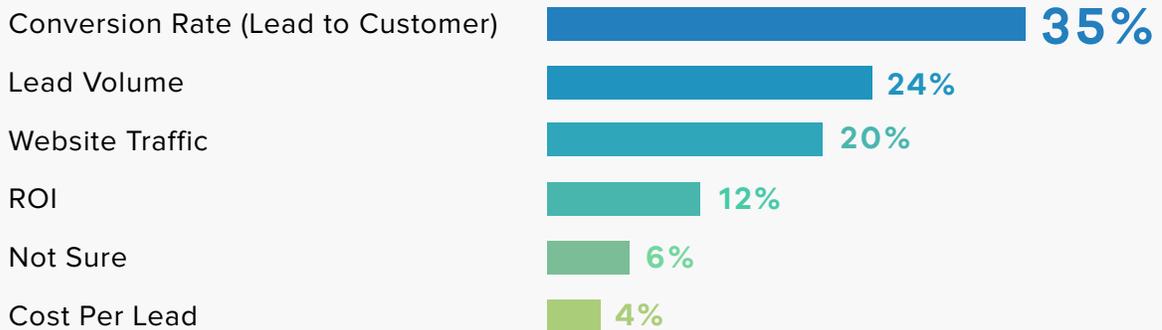
62% of B2B marketers plan to invest over 26% of their marketing budget in digital versus offline marketing expenses, a 17% year-over-year increase.

# B2B MARKETING METRICS METHODOLOGY

## QUESTION

5

**What is the #1 metric you use to measure digital marketing performance?**

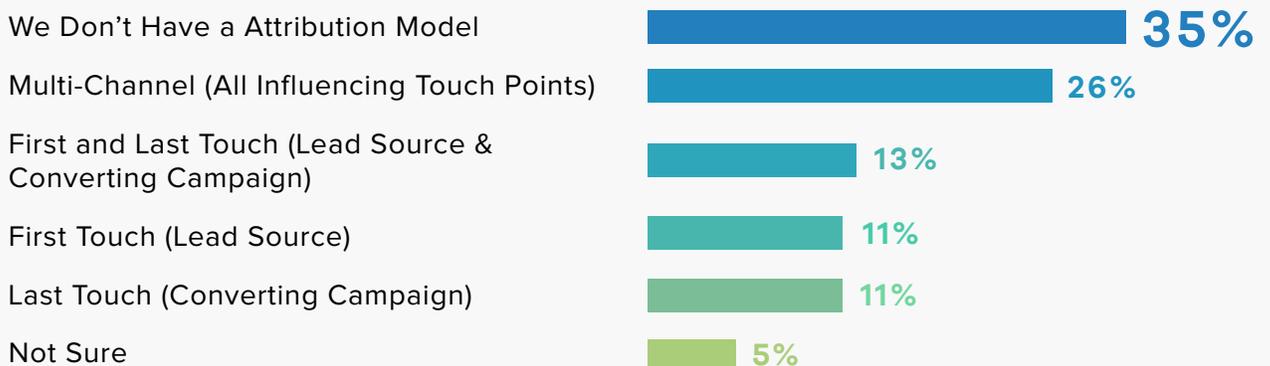


Surprisingly, just 12% of B2B marketers use ROI to evaluate digital marketing performance. However, the most popular metric for the third straight year, conversion rate from lead to customer, directly ties into marketers' top digital marketing objective: Delivering quality leads.

## QUESTION

6

**Which of the following attribution models do you use to measure digital marketing ROI?**



A whopping 35% of B2B marketers lack an attribution model. This is only slightly better from last year's 38%. We'll discuss the pitfalls of this alarming trend later in the report.

# B2B MARKETING LEADER Q&A

## What is the #1 metric you use to measure digital marketing performance?



### CELIA FLEISCHAKER

SR. VICE PRESIDENT, GLOBAL MARKETING AT EPICOR

“ Conversion rate to sales-qualified lead is probably our top metric. We look at spend relative to the sales-qualified lead and the cost per sales-qualified lead -- that’s really important to us. We look at the funnel all the way to close and when it closes, but definitely sales-qualified leads stand out as the key metric for us. ”



### MAJALIWA BASS

SR. PRODUCT MARKETING MANAGER AT INTUIT

“ Ultimately, I’d say cost per click and conversion rate are the top two. A third and fourth metric would be net promoter score and repeat buyers, because that’s where we’re putting our bet. ”



### MICHAEL GREEVES

DIRECTOR, DIGITAL MARKETING AND DEMAND GENERATION AT XACTLY CORPORATION

“ While we can get overwhelmed with lots of other metrics around social, paid social, and what content is working... Overall, it’s the number of leads coming from digital sources, the quality of how we rank them, and then, of course, any opportunities that are created. ”

# B2B MARKETING LEADER Q&A

**What is the #1 metric you use to measure digital marketing performance?**



## ED YOUNGBLOOD

DIRECTOR OF CONTENT STRATEGY AT ALE (FORMERLY ALCATEL-LUCENT ENTERPRISE)

“ ... One of our priorities this year is to become a much more data centric organization so that we’re seeing what our efforts are doing or not doing and then shifting gears accordingly. ”



## GIL CANARE

RESEARCH DIRECTOR, DEMAND CREATION STRATEGIES AT SIRIUSDECISIONS

“ The answer starts with understanding whether or not you have a clear sense of what your goals are for digital. And then, once you have that, you’ll know instantly. If you’re pushing for revenue, then you’re looking for qualified leads, if you’re looking for awareness, then you’re looking for coverage, interactions, etc. ”

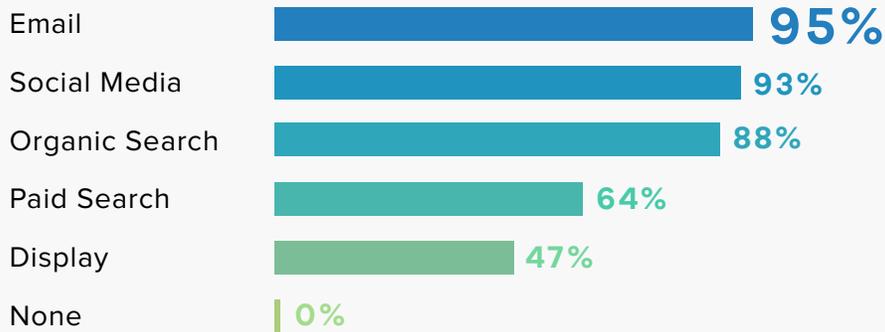
I would say if you’re the organization that’s driving toward revenue, one of the hard questions that marketers have to answer is how much influence do I really have over that end sale? Because if you’re in an organization [where] marketing plays a role after it converts into an opportunity and all the way to close, then revenue is a valid metric. If you’re an organization where you hand it off to Sales and that’s kind of it, Sales has to do the rest of it, then you sure don’t want to sign up for revenue. You want to sign up for SQLs or opportunities. ”

# EVALUATING THE MODERN DIGITAL MARKETING MIX

## QUESTION

7

**Which of the following channels are part of your digital marketing mix?**



*\* Respondents were asked to choose all that apply.*

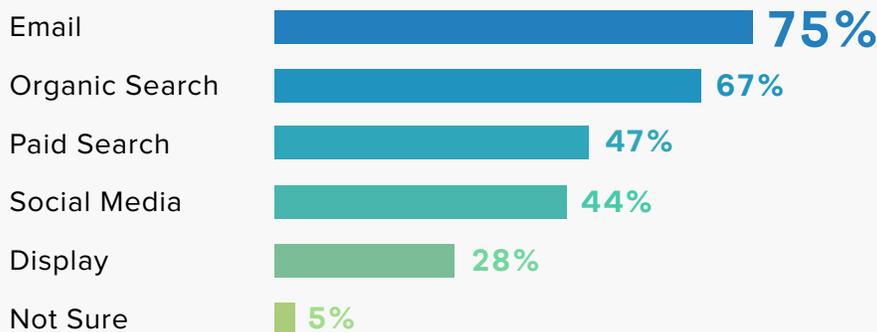


Email and social media are nearly ubiquitous, with organic search not far behind. In fact, organic search use climbed 13% year-over-year. Display advertising, however, experienced a 16% decrease in use year-over-year, clocking in at 47%.

## QUESTION

8

**Which of the following channels drive leads for you?**



*\* Respondents were asked to choose all that apply.*



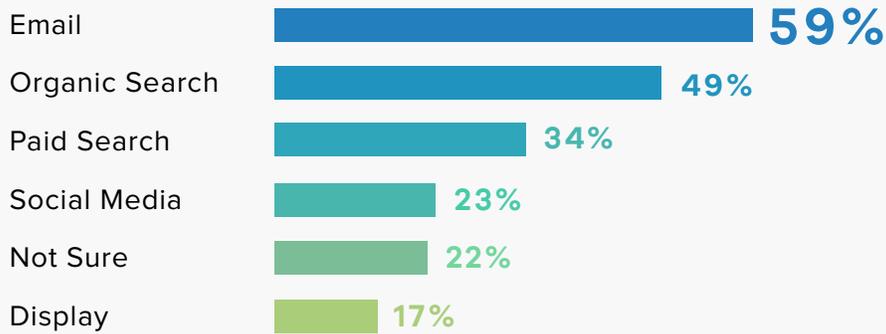
B2B marketers consider email to be the top channel for lead generation, with organic search ranking second again. Surprisingly, paid search nearly ties with social media for lead generation effectiveness.

# EVALUATING THE MODERN DIGITAL MARKETING MIX

## QUESTION

9

### Which of the following channels drive revenue for you?



*\* Respondents were asked to choose all that apply.*

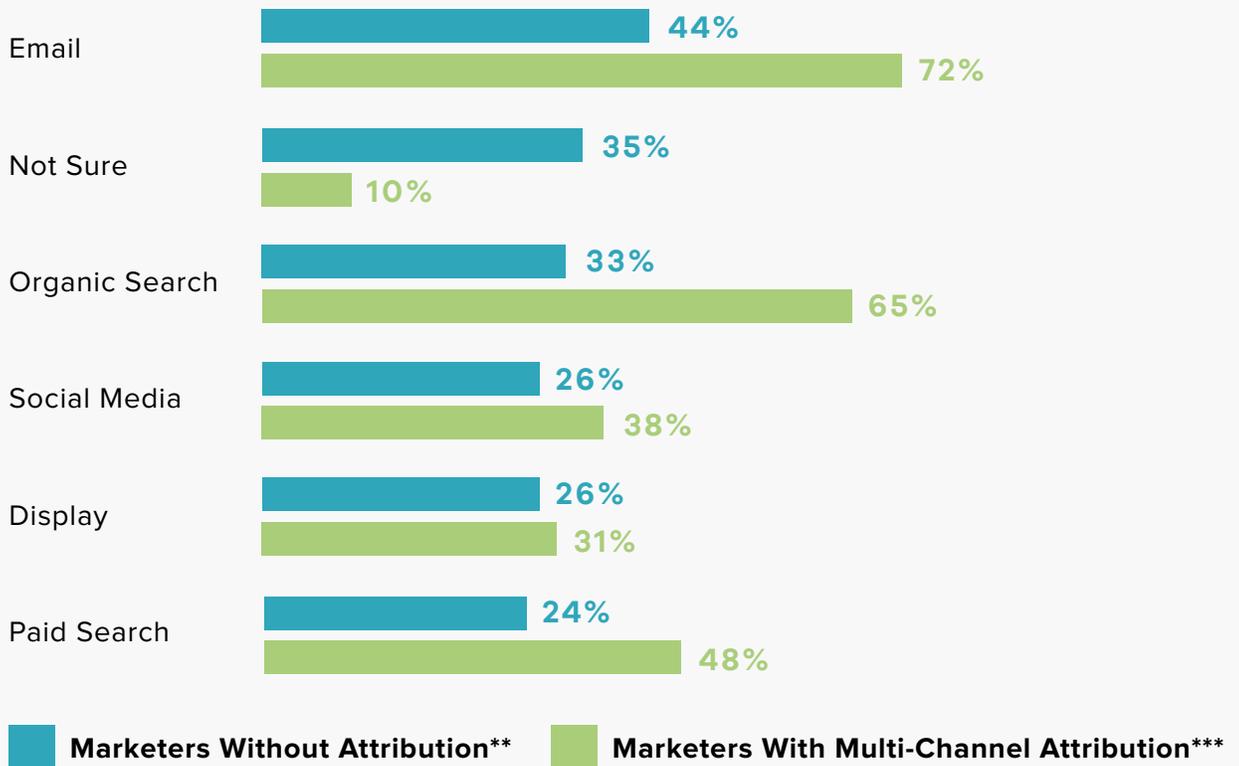


Email takes the cake for revenue for the second year running, yet this is also one of the easiest channels to measure ROI.

# EVALUATING THE MODERN DIGITAL MARKETING MIX

Let's look at what happens when we compare responses from B2B marketers with **multi-channel attribution** versus **those without attribution**.

## Which of the Following Channels Drive Revenue for You?



\* Respondents were asked to choose all that apply.

\*\* "Marketers Without Attribution" in this chart refers to respondents that selected "Not sure" or "We don't have an attribution model" when answering, "Which of the following attribution models do you use to measure digital marketing ROI?".

\*\*\* "Marketers with Multi-Channel Attribution" in this chart refers to respondents that selected "Multi-channel (all influencing touch points)" or "First and last touch (lead source and converting campaign)" when answering, "Which of the following attribution models do you use to measure digital marketing ROI?".

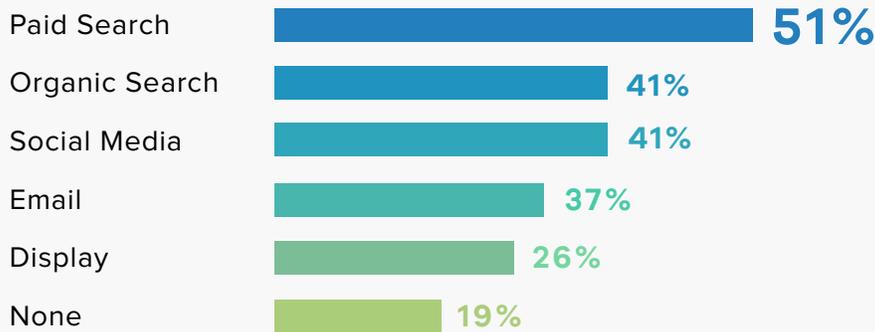
The drastic differences in the channels' perceived impact on revenue highlights a huge blindspot for those that can't connect the dots from click to closed-won deal. For marketers with multi-channel attribution reporting, organic search ROI nearly doubles. This is consistent with organic search's reputation for being one of the most difficult digital marketing channels to pinpoint ROI.

# EVALUATING THE MODERN DIGITAL MARKETING MIX

## QUESTION

10

**Do you plan to increase budget for the following channels in 2016?**



*\* Respondents were asked to choose all that apply.*

Over half of B2B marketers plan to invest more in paid search in 2016. Interestingly, social media, the channel with the second-lowest perceived impact on revenue, ties organic search for the second largest budget increase. Perhaps B2B marketers have spotted untapped areas of opportunity in this channel, and are planning to test new tactics this year.

# B2B MARKETING LEADER Q&A

**Which digital marketing channel drives the most leads for you? What about revenue?**



## CELIA FLEISCHAKER

SR. VICE PRESIDENT, GLOBAL MARKETING AT EPICOR

“ Our website is the top one, which I think for most companies it is. Then, I’d say search for us tends to be right there with it. ”



## MAJALIWA BASS

SR. PRODUCT MARKETING MANAGER AT INTUIT

“ Our biggest one is our online digital spend. Retargeting is pretty big for us and AdWords (paid search) depending on the context is pretty good for us. However, if we’re looping in email too, I’d say that’s actually our #1 channel for us. ”



## MICHAEL GREEVES

DIRECTOR, DIGITAL MARKETING AND DEMAND GENERATION AT XACTLY CORPORATION

“ I think the favorites for quality leads are website, inbound calls, and paid social, specifically Sponsored Updates on LinkedIn. For quantity, we still rely very heavily on content syndication. Paid search for us brings in a lot of quantity, but I don’t know if the quality is there. ”

Organic search has grown over time, but it’s been really difficult to track directly to leads. It’s been good quality, but I don’t believe there’s been enough quantity. ”

# B2B MARKETING LEADER Q&A

**Which digital marketing channel drives the most leads for you? What about revenue?**



## ED YOUNGBLOOD

**DIRECTOR OF CONTENT STRATEGY AT ALE (FORMERLY ALCATEL-LUCENT ENTERPRISE)**

“ I would say that LinkedIn right now is our most effective channel for that, and that’s probably no surprise for a B2B company like us. Twitter is probably the other social channel that I think we probably spend the most time on for a number of reasons, but that’s another one I think most people would say has shown value. We have been historically highly focused on outbound emails and I think that’s a mistake, ultimately. [Email] has a place, but it’s not the be-all, end-all... ”



## GIL CANARE

**RESEARCH DIRECTOR, DEMAND CREATION STRATEGIES AT SIRIUSDECISIONS**

“ It depends on the nature of the clients that we’re dealing with. For example, we have clients that rely on transactional volume, and their goal is to push as many people through a process as possible...For those clients, search, the traditional mass market, everything from banner ads to emails, is still the way to go because, frankly, it’s a law of large numbers. You’re not going to get a high response rate, but it’s not that expensive to get a lot of people through the funnel.

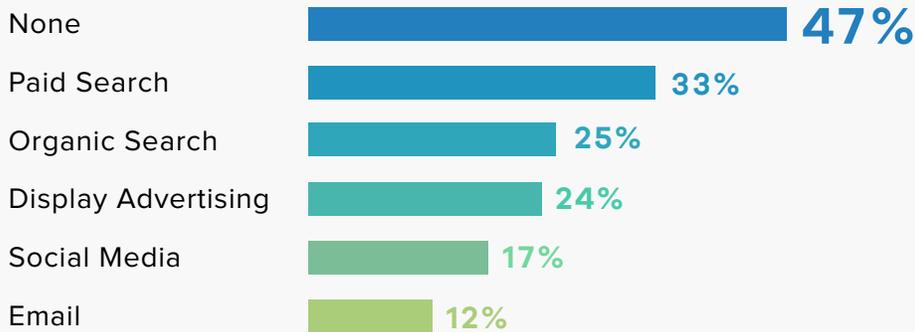
When you look at our more enterprise sales folks, it’s really interesting because in the end if you’re going to turn somebody into a lead for those clients, you’ve got to engage them on more than just a banner ad. So, for a lot of those folks, the most cost-effective thing for them is email. Email is still the most targetable, most cost effective way of reaching them. ”

# INVESTING IN AGENCIES VERSUS IN-HOUSE STAFF

## QUESTION

11

**Do you hire agency help for any of the following channels?**



*\* Respondents were asked to choose all that apply.*

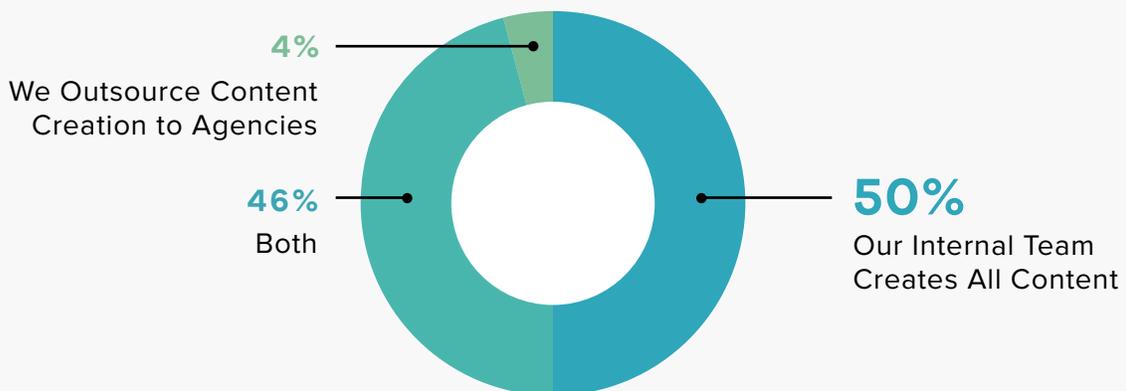


Over half of B2B marketers outsource at least part of their digital marketing strategy to an agency.

## QUESTION

12

**Does your internal team create all digital marketing content, or do you hire outsource agency help?**



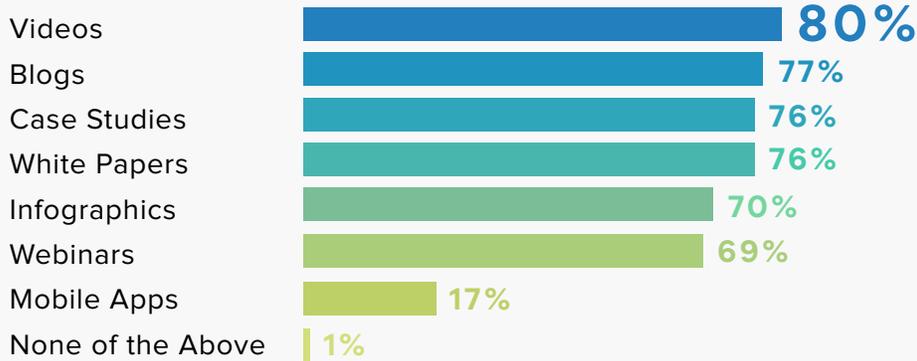
Marketers are almost evenly split between keeping content creation in-house, and investing in outside agency assistance.

# RANKING THE TOP B2B CONTENT MARKETING TACTICS

## QUESTION

### 13

#### Which of the following content types do you produce?



\* Respondents were asked to choose all that apply.

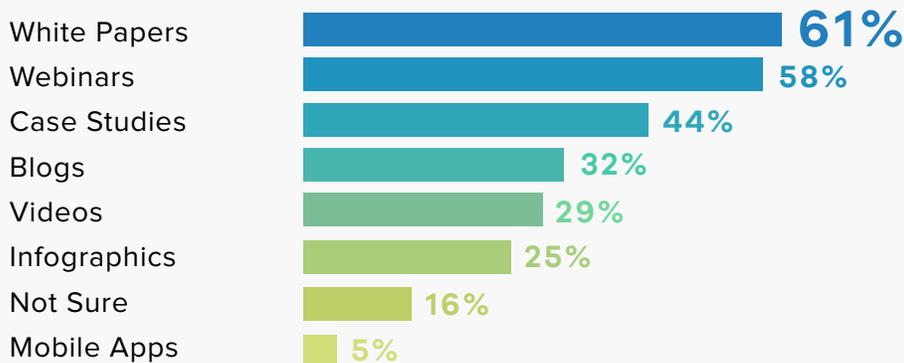


The majority of marketers invest in a wide range of content marketing tactics including white papers, case studies, infographics, webinars, blogs, and videos. Mobile apps, however, finish a distant last with 17%.

## QUESTION

### 14

#### Which of the following content marketing tactics drive leads for you?



\* Respondents were asked to choose all that apply.



White papers are considered the most-effective content marketing tactic for lead generation, but webinars finish a close second.

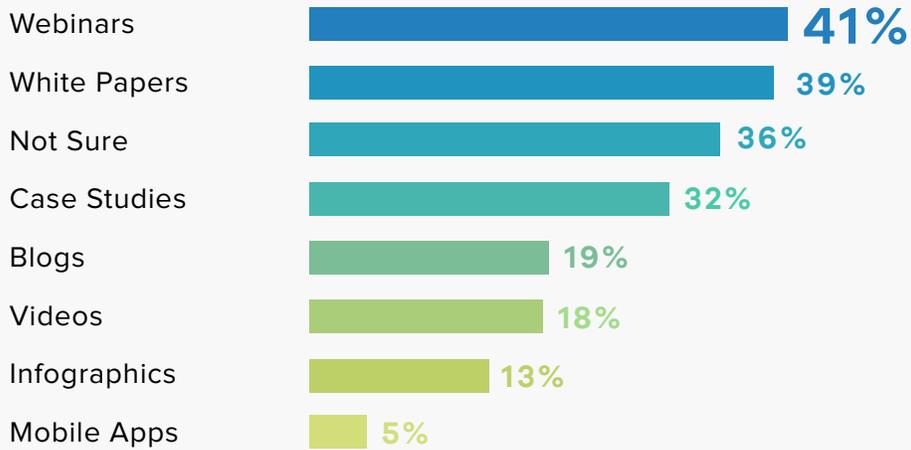
Interestingly, while videos take the top spot for most widely used content marketing tactic, only 29% of marketers say they generate leads and even less (18%) find they generate revenue. Videos certainly have taken a tumble from last year's report, where video was named the most effective content marketing tactic by 68% of B2B marketers.

# RANKING THE TOP B2B CONTENT MARKETING TACTICS

## QUESTION

15

**Which of the following content marketing tactics drive revenue for you?**



*\* Respondents were asked to choose all that apply.*

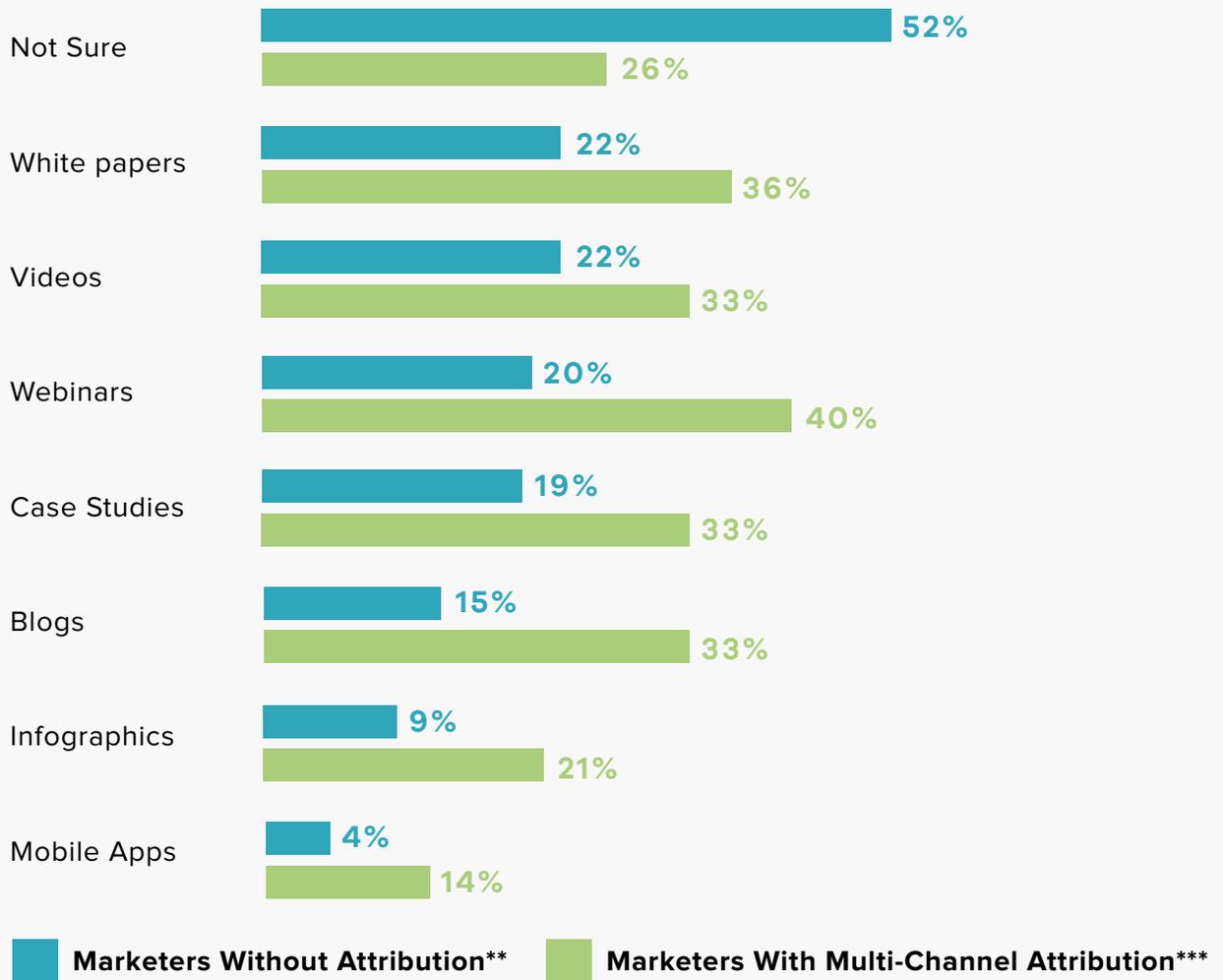


White papers may drive more leads, but webinars claim the top spot for content marketing tactics that drive revenue.

# RANKING THE TOP B2B CONTENT MARKETING TACTICS

Yet again, when we compare B2B marketers **with multi-channel attribution** vs. those **without attribution**, the results shift significantly.

## Which of the Following Content Marketing Tactics Drive Revenue for You?



\* Respondents were asked to choose all that apply.

\*\* "Marketers Without Attribution" in this chart refers to respondents that selected "Not sure" or "We don't have an attribution model" when answering, "Which of the following attribution models do you use to measure digital marketing ROI?".

\*\*\* "Marketers with Multi-Channel Attribution" in this chart refers to respondents that selected "Multi-channel (all influencing touch points)" or "First and last touch (lead source and converting campaign)" when answering, "Which of the following attribution models do you use to measure digital marketing ROI?".



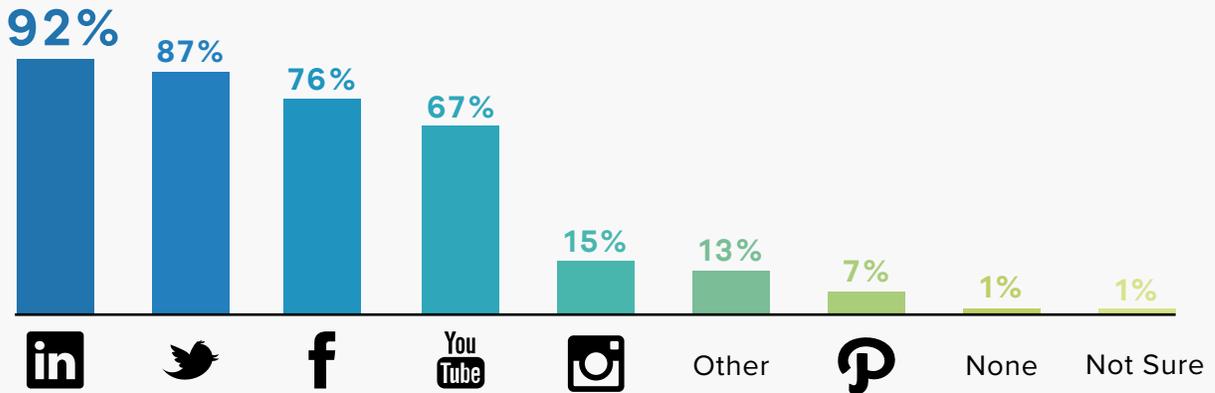
As demonstrated by "not sure" leading with 52% for marketers without attribution, it gets significantly harder for marketers to measure content marketing ROI without attribution. Webinars notably double in revenue impact for those with multi-channel attribution.

# HOW B2B MARKETERS GET SOCIAL

## QUESTION

# 16

Which of the following social media channels are a part of your digital marketing mix?



\* Respondents were asked to choose all that apply.

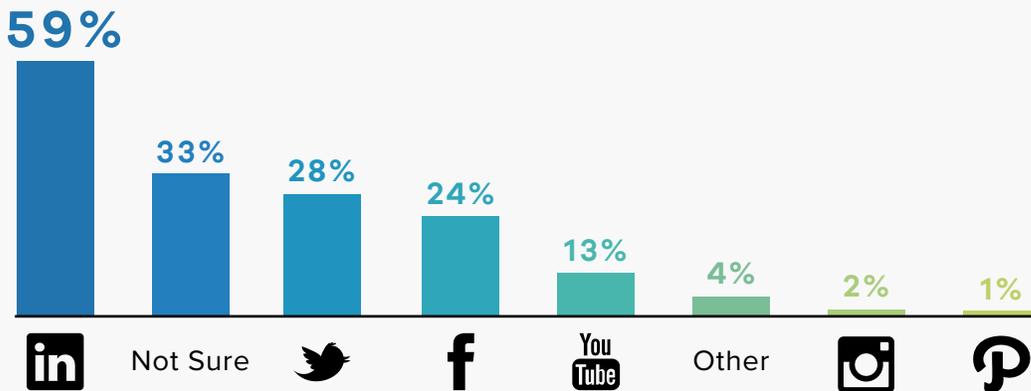


Unsurprisingly, LinkedIn is the leading social media channel for B2B marketers, with Twitter trailing as a close second.

## QUESTION

# 17

Which of the following social media channels generate leads for you?



\* Respondents were asked to choose all that apply.



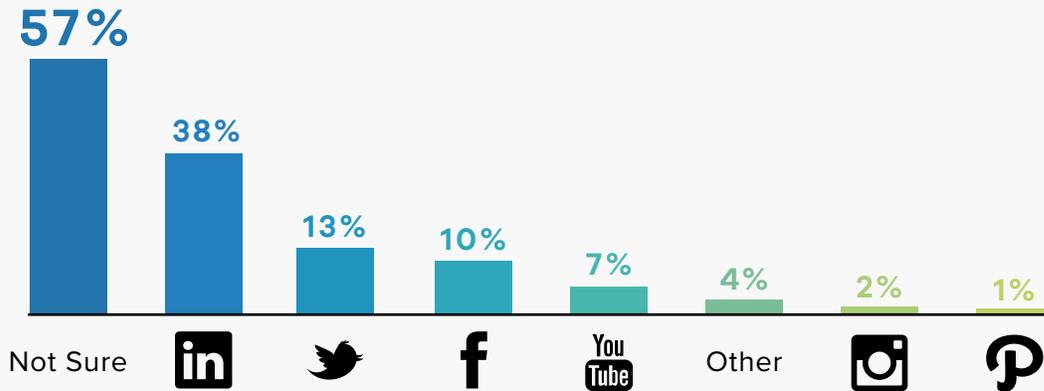
LinkedIn is the #1 social network for lead generation by a long shot. Yet, it's important to note that nearly 1/3 of B2B marketers are unsure of which social channels generate leads.

# HOW B2B MARKETERS GET SOCIAL

## QUESTION

# 18

Which of the following social media channels have generated revenue for you?



\* Respondents were asked to choose all that apply.

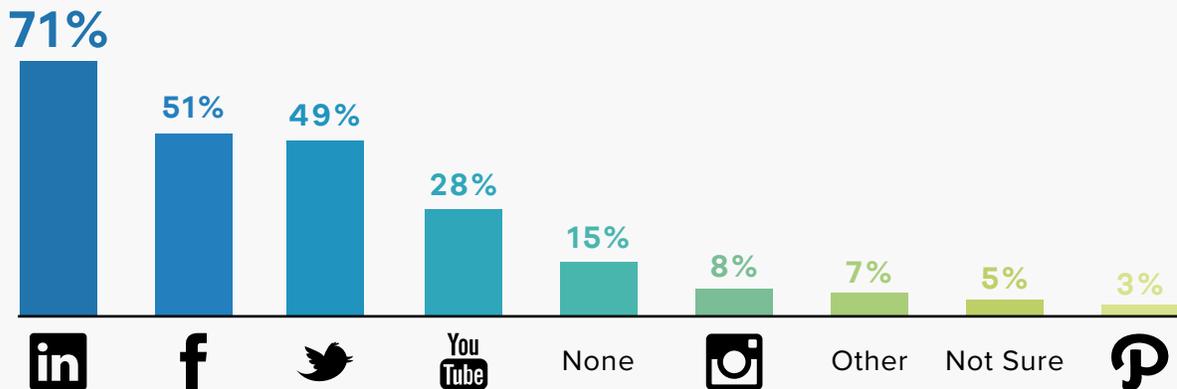


The majority of B2B marketers cannot tie social media to sales. LinkedIn managed to rake in the revenue for 38% of marketers, but our number of “not sure” marketers jumps to 56%.

## QUESTION

# 19

Which of the following social media channels are a part of your advertising strategy?



\* Respondents were asked to choose all that apply.



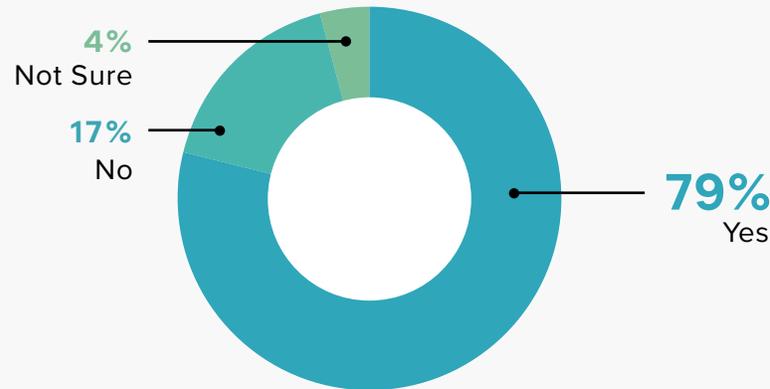
Given how popular LinkedIn is with B2B marketers for generating leads and revenue, it makes sense it's also the social network where most have an advertising strategy.

# CHECKING IN ON THE STATE OF MOBILE

QUESTION

20

Is your website mobile-friendly?



79% of B2B marketers say they have a mobile friendly website. B2B marketers have made **significant strides in mobile** over the last three years:

## The Progression of B2B Mobile Investment



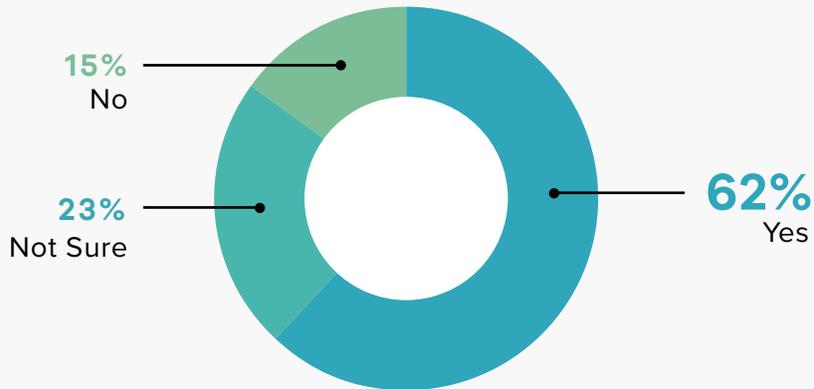
*% of mobile-friendly B2B websites*

# CHECKING IN ON THE STATE OF MOBILE

## QUESTION

# 21

### If no, do you plan on investing in responsive design in 2016?

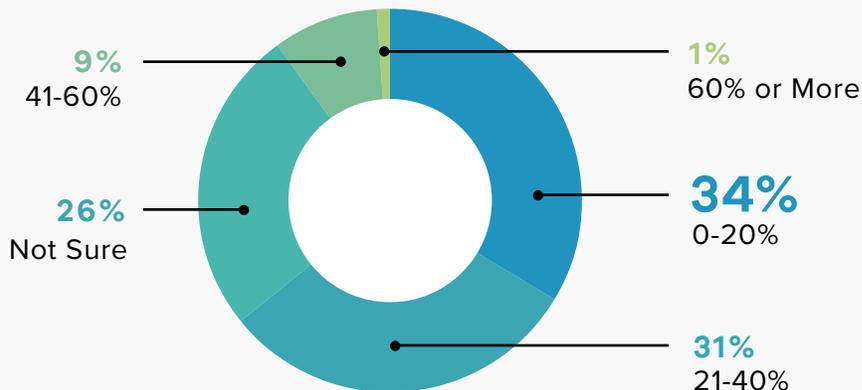


Most B2B marketers without mobile-friendly sites plan to fix the issue this year, however, a significant portion of marketers are on the fence with 23% unsure and 15% opting out for another year.

## QUESTION

# 22

### What percentage of your site traffic comes from mobile?



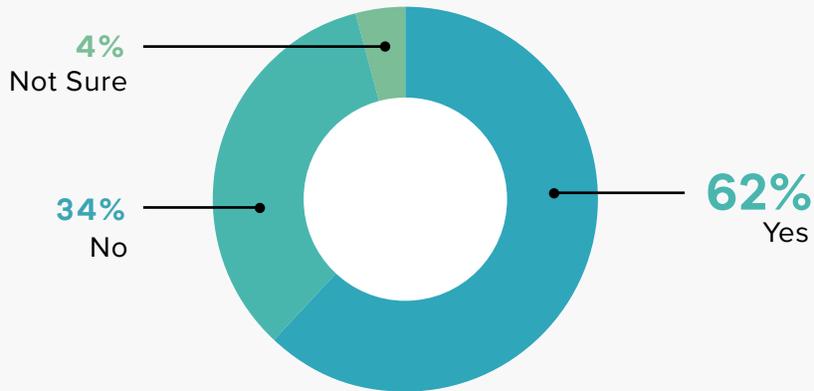
About 1/3 of B2B marketers see less than 20% of their website traffic come from mobile.

# EMBRACING MARKETING TECHNOLOGY

QUESTION

23

**Do you have a marketing automation system in place?**

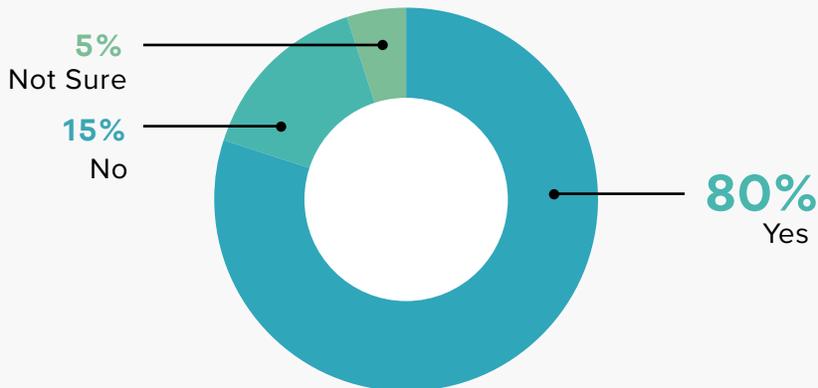


Nearly two-thirds of B2B marketers have a marketing automation system in place.

QUESTION

24

**Is your marketing automation system integrated with a CRM?**



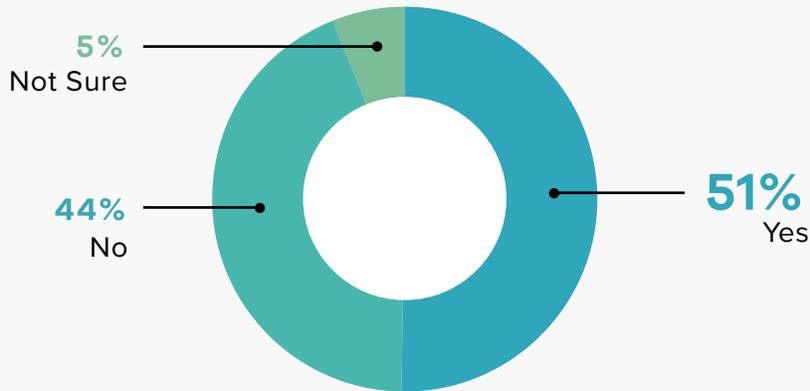
And, most of those with marketing automation have also invested in a CRM.

# EMBRACING MARKETING TECHNOLOGY

QUESTION

25

**Do you use lead scoring?**

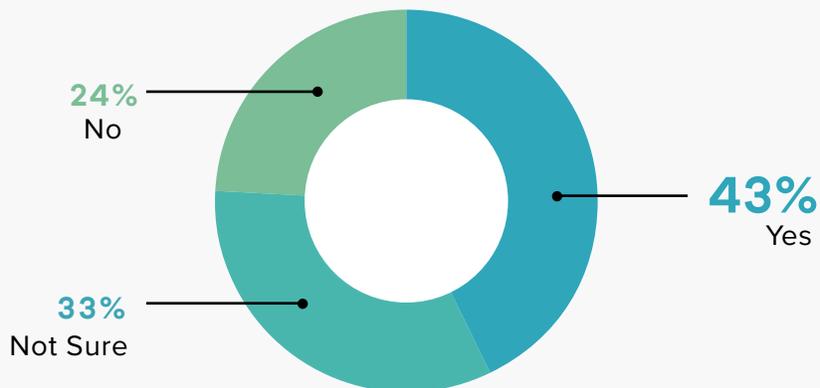


Just over half of all B2B marketers use lead scoring, which reveals some concern about its overall effectiveness (see question below).

QUESTION

26

**If yes, do you think your current lead scoring is useful and effective?**



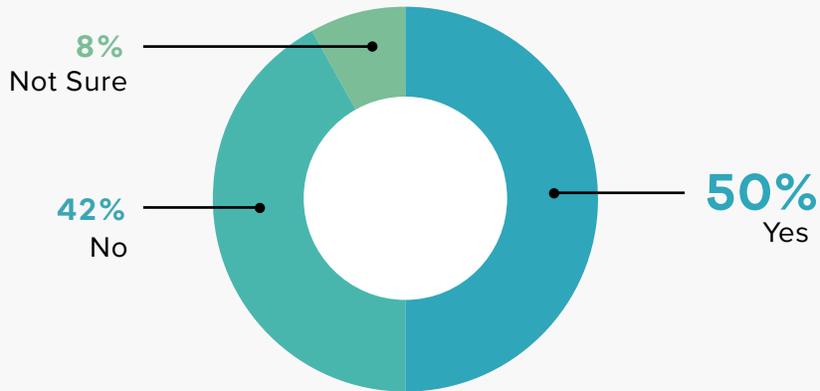
Of those that practice lead scoring, less than half consider their lead scoring system to be valuable. What's worse, only 28% of marketers think Sales' finds their current lead scoring useful and effective. (See page 32)

# EMBRACING MARKETING TECHNOLOGY

QUESTION

27

**Do you use marketing personas?**

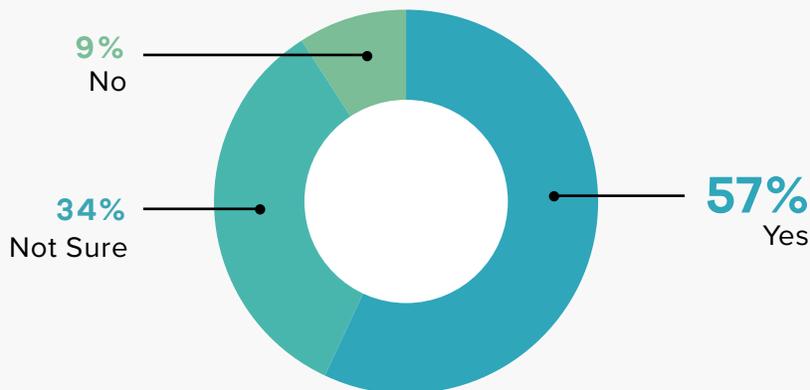


Only half of marketers use buyer personas, which prove a split on the overall effectiveness of the practice.

QUESTION

28

**If yes, do you think your marketing personas are useful and effective?**



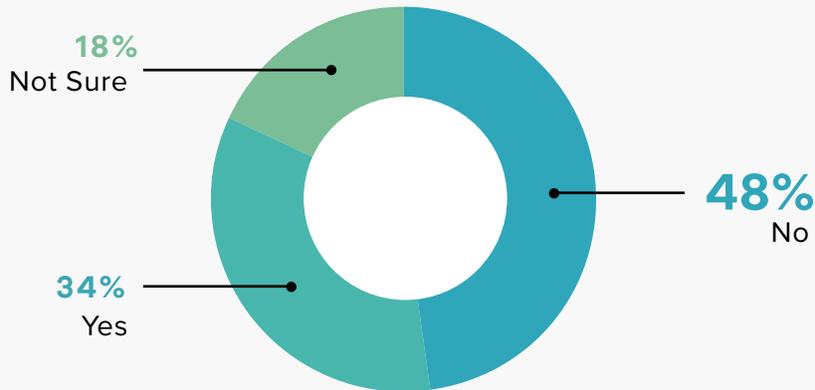
Even of those marketers that do use buyer personas, 1/3 are skeptical of their effectiveness. Not necessarily a good sign for "Buyer John Doe."

# ACCOUNT-BASED MARKETING ADOPTION

## QUESTION

29

**Have you ever tried, or are you currently engaged in account-based marketing?**

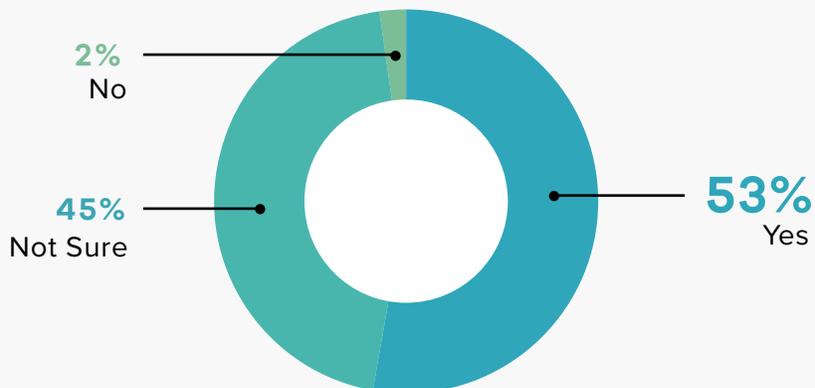


34% of B2B marketers have tried and/or currently use account-based marketing. While this is up from 29% of B2B marketers last year, confidence in the overall effectiveness of account-based marketing has taken a hit (see questions below). Of those who had tried account-based marketing in last year's survey, 95% of B2B marketers considered it effective. This year, 53% consider it effective, while 45% are unsure.

## QUESTION

30

**If yes, do you think account-based marketing is effective?**



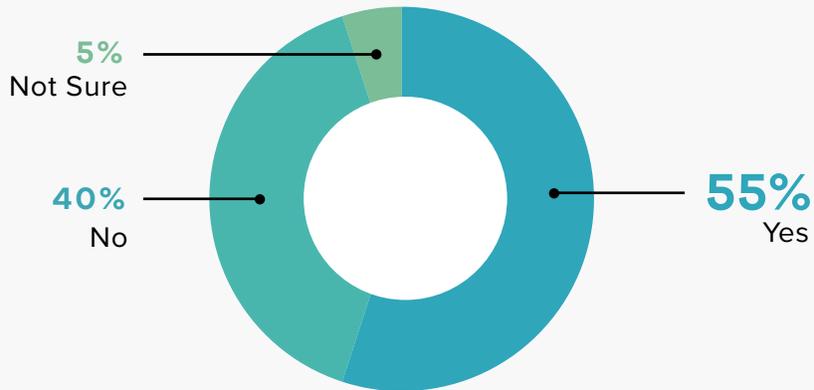
While almost all marketers aren't ready to say account-based marketing is ineffective, the split between those who stand by it (53%) versus those who aren't sure (45%) is revealing.

# UNDERSTANDING SALES AND MARKETING ALIGNMENT

## QUESTION

**31**

**In your opinion, are the Sales and Marketing departments well-aligned at your company?**

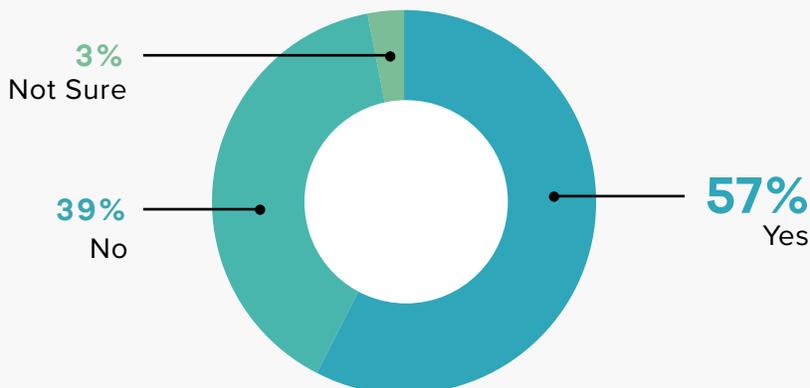


55% of B2B marketers feel they are well-aligned with their Sales counterparts.

## QUESTION

**32**

**Do you have an email nurture program for leads that are not ready for Sales?**

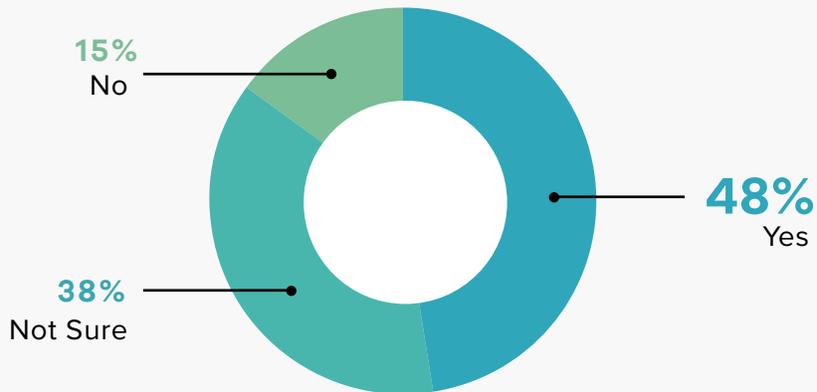


57% of marketers use an email nurture program for leads that are not sales-ready, but less than half think it's effective (see question below).

QUESTION

33

**Do you think your email nurture program is effective?**

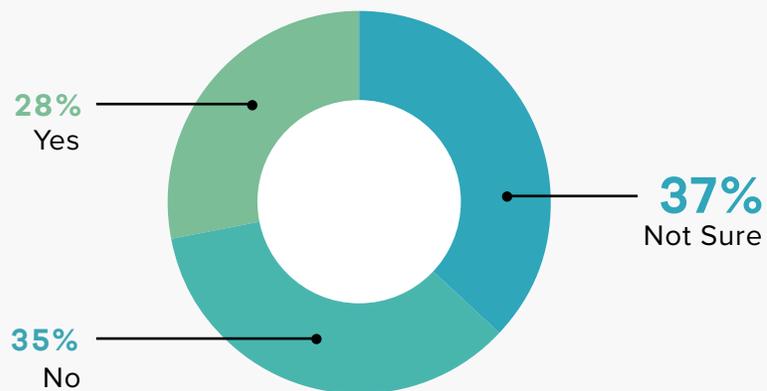


While just 48% of B2B marketers consider their email nurture program successful, nearly 38% can't say one way or another.

QUESTION

34

**Do you think Sales finds your current lead scoring effective?**



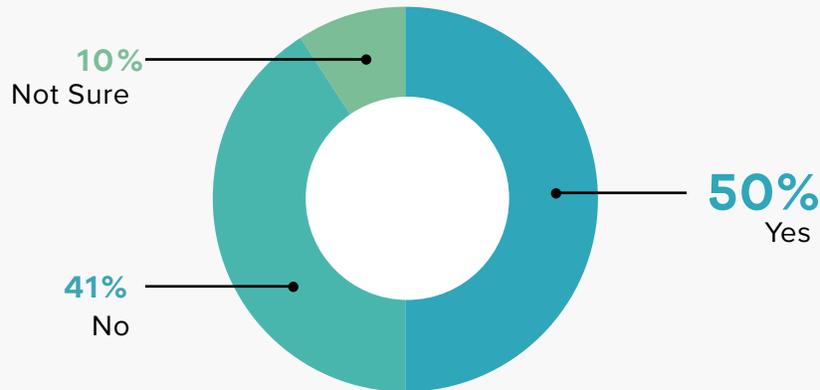
55% of marketers feel they are well-aligned with Sales, but just 28% think Sales finds their lead scoring efforts effective.

# UNDERSTANDING SALES AND MARKETING ALIGNMENT

## QUESTION

35

**In your opinion, does your team have well-defined criteria for what makes a sales-qualified lead?**

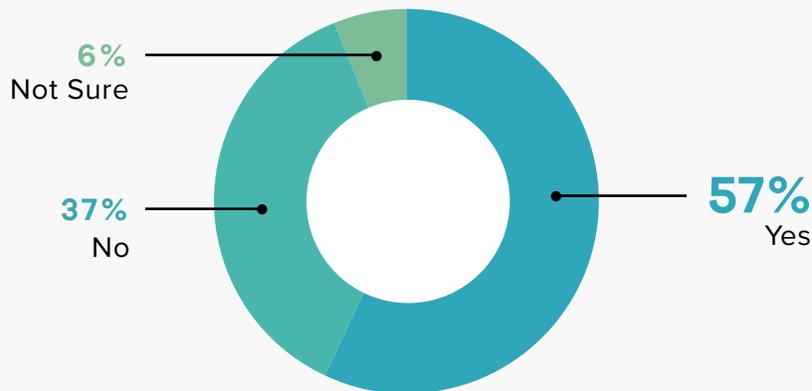


Yikes! 41% of B2B marketers lack well-defined criteria for what makes a sales-qualified lead and an additional 10% are unsure.

## QUESTION

36

**Does your team have a documented process for lead hand-off from Marketing to Sales?**



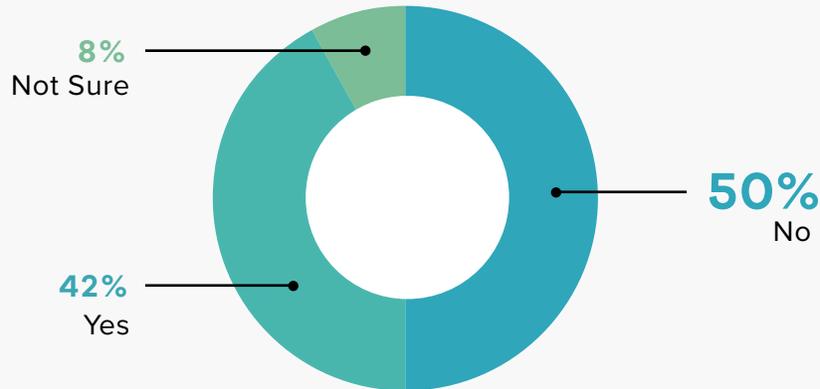
57% of marketers have a documented lead hand-off process for Sales.

# UNDERSTANDING SALES AND MARKETING ALIGNMENT

QUESTION

37

**Is Marketing responsible for a sales-qualified lead goal?**

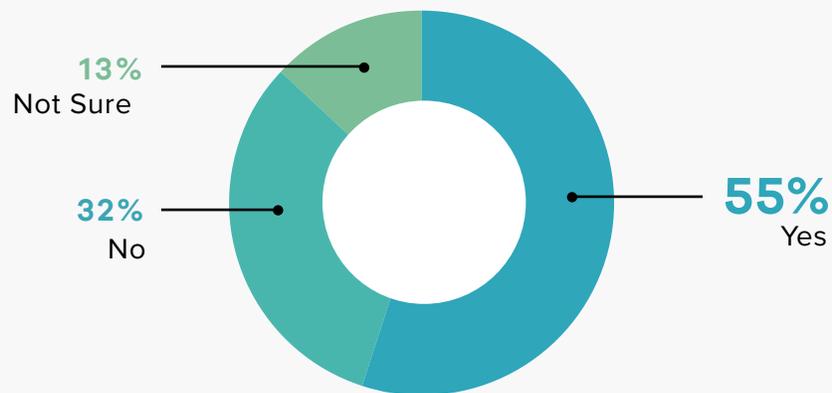


Only 42% of marketers are responsible for a sales-qualified lead target.

QUESTION

38

**Is Sales responsible for a lead follow up goal?**



While half of marketers say they don't have a sales-qualified lead goal, 55% of sales teams are held to lead follow up metrics.

Overall, while most marketers (55%) feel they are aligned with Sales, the fact that 50% of marketers lack a sales-qualified lead goal suggests otherwise. Let's work to bridge the gap in 2016. A more harmonious cross-departmental relationship will surely benefit both sides.

# B2B MARKETING LEADER Q&A

**What are some of the new channels or tactics you're planning to try this year?**



## CELIA FLEISCHAKER

**SR. VICE PRESIDENT, GLOBAL MARKETING AT EPICOR**

“ We're planning to test more with personalization and dynamic content on our website. We're expecting that will have a big impact. We use personas defined at the industry-level and then content is developed according to those different personas.

Also, from a social selling front, I think you'll see us do more with that. While this pushes beyond marketing, we're very involved in making sure it's successful. It's something the sales team is very committed to and we're committed to supporting them with the right content and information. I think email is lower on the totem poll from a sales and marketing perspective. We'll use social a lot more in the coming year as a lead gen tool. LinkedIn is where we're seeing a lot of traction in terms of building networks and becoming that trusted advisor role for prospects.

”



## MAJALIWA BASS

**SR. PRODUCT MARKETING MANAGER AT INTUIT**

“ Our new tactic will be super personalization with targeting and retargeting – without crossing the line.

”



## ED YOUNGBLOOD

**DIRECTOR OF CONTENT STRATEGY AT ALE (FORMERLY ALCATEL-LUCENT ENTERPRISE)**

“ Our focus in 2016 is being better at the channels we're working with now. Being more effective at evaluating the performance of those and tweaking that. It's kind of like an elaborate A/B test, to understand where we're getting traction and where we're not, and then start to refine that by topic...For me, it comes back to the phrase, we need to work smarter, not harder.

”

# B2B MARKETING LEADER Q&A

**What are some of the new channels or tactics you're planning to try this year?**



## MICHAEL GREEVES

DIRECTOR, DIGITAL MARKETING AND DEMAND GENERATION AT XACTLY CORPORATION

“ We're going to try to use more of our predictive analytics capabilities...We're going to do more experiments around identifying the companies we should be looking at, building out contacts for those accounts, and potentially doing more direct email marketing to those folks. I think that's something that's kind of interesting. Historically, we've used email more for nurture than for any sort of direct response marketing.

We are [also] having a lot of success with what we internally call 'high-touch mailers'. What we're doing there is we're basically sending out highly targeted mail pieces offering something like an Apple Watch to take a demo or meeting. Obviously, that's not really at scale, those are at really targeted accounts, but that's also something we're doing.

For digital, I'm looking for ideas. We're always looking for something different or new to try. ”



## GIL CANARE

RESEARCH DIRECTOR, DEMAND CREATION STRATEGIES AT SIRIUSDECISIONS

“ We've been saying this for a couple years, but if you look at the collection of technologies that we call predictive, that to me is probably the most game changing thing. Fundamentally because it does one thing really differently. If you think about traditional marketing right now, like inbound marketing, it's a very passive approach to marketing. But, predictive analytics flips it because now, if you can figure out exactly who you're looking for and you know exactly where they are, you're not going to wait for them to come to you, you come to them. The set of technologies around predictive switches marketing from a reactive to a proactive approach. ”

# SURVEY METHODOLOGY & DEMOGRAPHICS

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The fifth-annual DemandWave State of Digital Marketing Survey was conducted online in November 2015. All participants responded to an email invitation and answered questions using an online survey tool. As we rounded to the nearest percent, not all percentages total to 100% in this report. Charts marked with an asterisk exceed a 100% total, as respondents were asked to select all applicable answers for these questions.

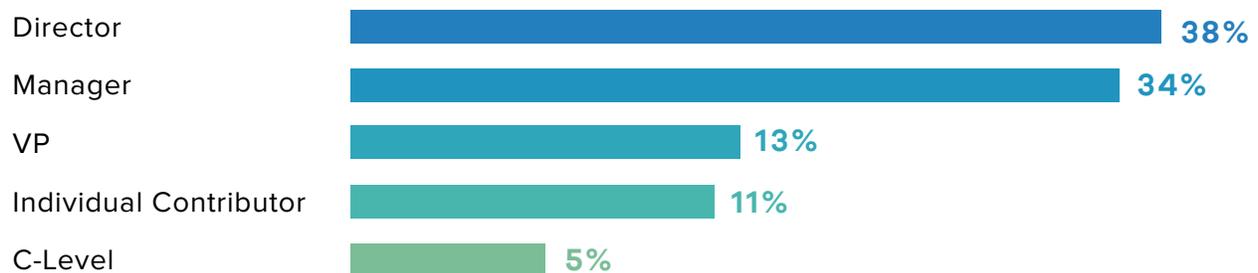
Looking for more info on our survey respondents? The charts below depict the demographics of B2B marketers who completed the survey.

We received 284 responses from U.S. B2B marketers across a wide-range of industries. Over half are director-level marketing professionals and above. Nearly half of respondents work at companies with 200 employees and above.

[For more information about the survey, please contact results@demandwave.com.](mailto:results@demandwave.com)

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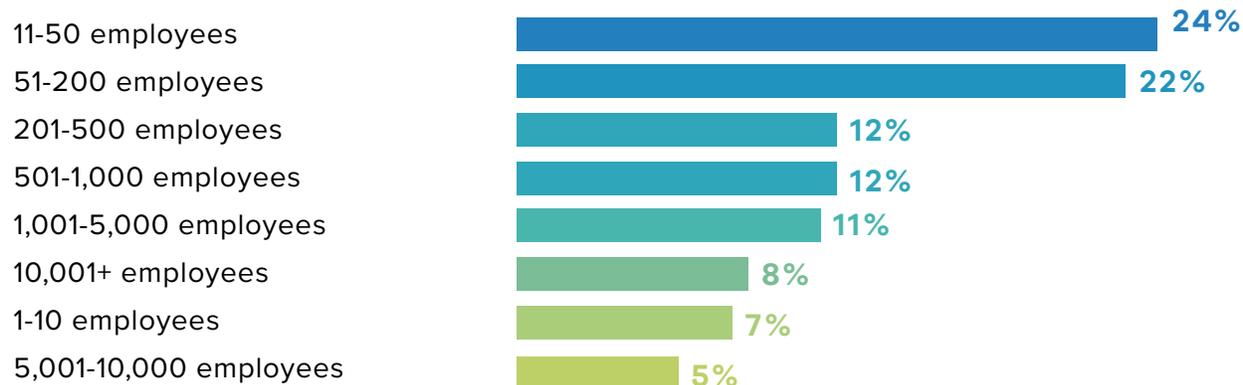
## Job Level



## Industry



## Company Size



# ABOUT DEMANDWAVE

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A two-time winner of Inc. 500/5000, the #9 Fastest Growing Private Company in the Bay Area in 2012, and a certified Google Partner, DemandWave builds digital marketing strategies that go beyond leads and traffic to make a direct impact on revenue. Spanning SEO, SEM, Website Design, and Content Marketing, DemandWave has served as a strategic marketing partner to hundreds of enterprises and fast-growing startups across a wide variety of industries since 2004. Please visit [www.DemandWave.com](http://www.DemandWave.com) to learn more.

## **Ready to upgrade your demand generation strategy in 2016?**

Get a free digital marketing analysis from our team.

We'll cover how to measure your revenue opportunity from digital, actionable steps you can take to drive more sales-qualified leads, and how you stack up against the competition.