

# 2018 B2B Digital Marketing Plans

B2B Digital Marketing Strategies and Tactics for the Year Ahead



MEET PEOPLE *WHERE THEY ARE*

Research Conducted in Partnership with Ascend2

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## Methodology

Ascend2 benchmarks the performance of popular digital marketing practices using a standardized online questionnaire and proprietary 3-Minute Survey format, then experienced analysts report on the findings objectively.

This survey was fielded to a panel of research subscribers and marketing influencers, and this report represents the following:

### Employees in the Company

More than 500	38%
50 to 500	29%
Fewer than 50	33%

### Role in the Company

Owner / Partner / CXO	52%
VP / Director / Manager	41%
Non-Management	7%

# 2018 B2B Digital Marketing Plans

For an effective digital marketing plan to flourish, it must involve a series of tactics to achieve your most important marketing objectives.

## Sounds simple, but what will an effective digital marketing plan look like for business-to-business marketers in 2018?

To find out, Synthio, in partnership with Ascend2, fielded the 2018 Digital Marketing Plans Survey.

This report, titled the '2018 B2B Digital Marketing Plans', exclusively represents the opinions of 107 companies dedicated to business-to-business marketing and sales channels. We want to thank these busy B2B professionals for sharing their valuable insight with us.

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.

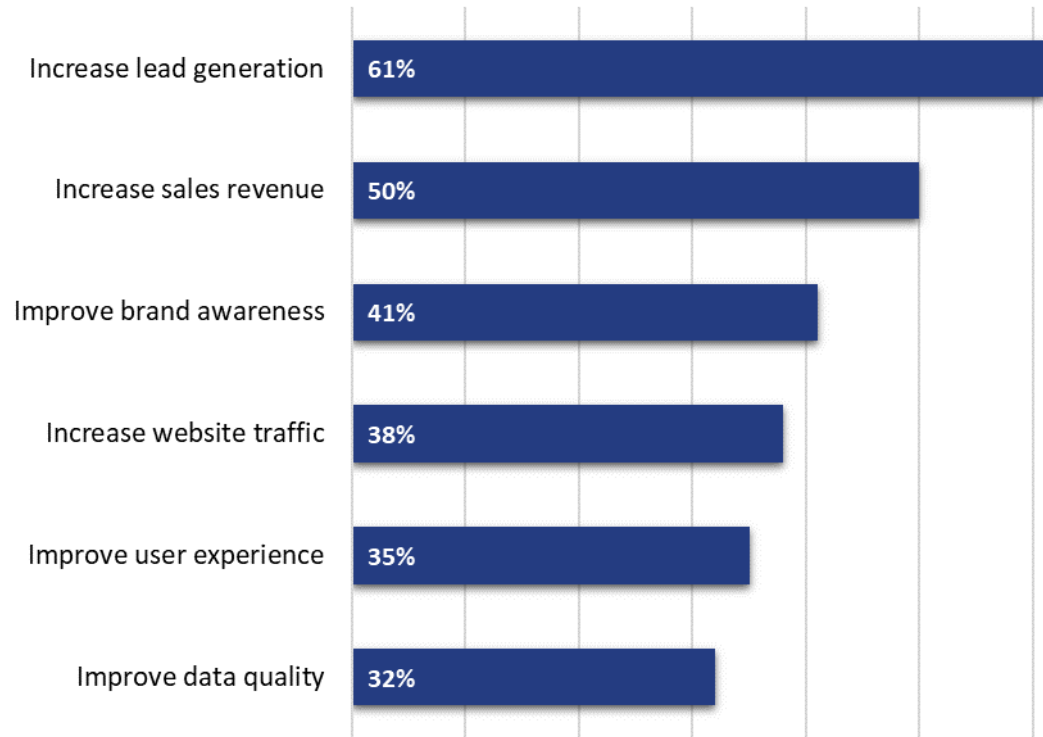
**SYNTHio**

MEET PEOPLE WHERE THEY ARE

# Most Important Strategic Objectives

An increase in both lead generation and sales revenue are important digital marketing objectives for 61% and 50% of B2B marketers respectively. In order to meet these two objectives, marketers must focus heavily on increasing the size of their database and developing a contact acquisition that is enriched with the right data points.

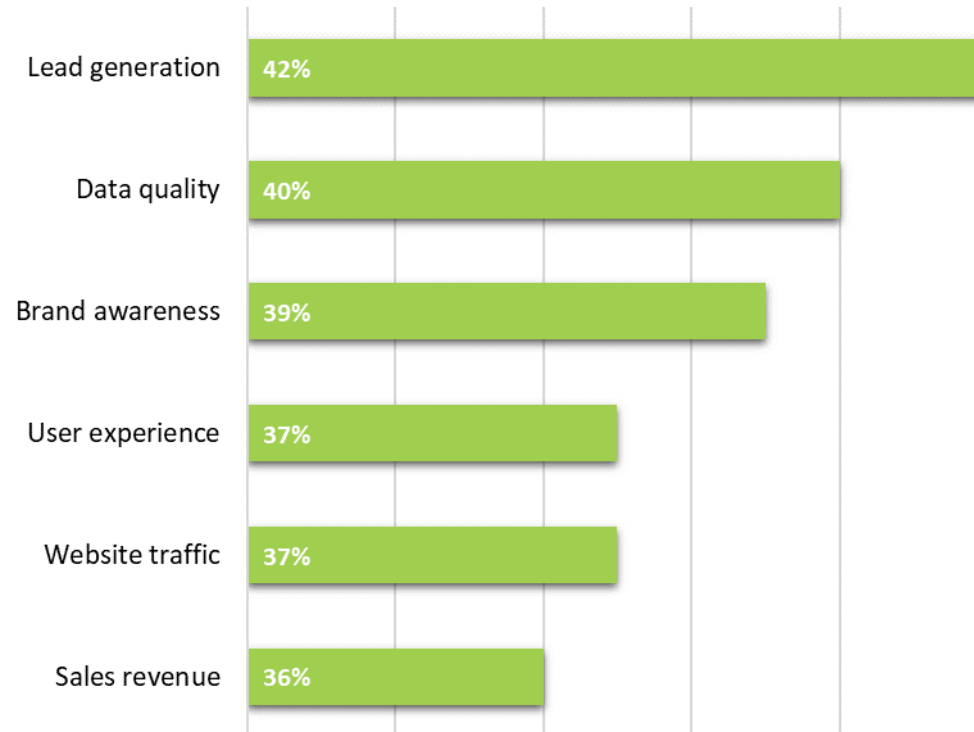
What are the most important OBJECTIVES for a digital marketing plan to achieve?



40% of B2B marketers face a critical challenge of maintaining data quality. It's important to remember, data quality and lead generation are harmoniously connected. It was reported that lead generation is a critical challenge for 42% of the B2B marketers surveyed. Having clean, and accurate, and enriched data, will accelerate your lead generation capabilities.

## Critical Challenges to Success

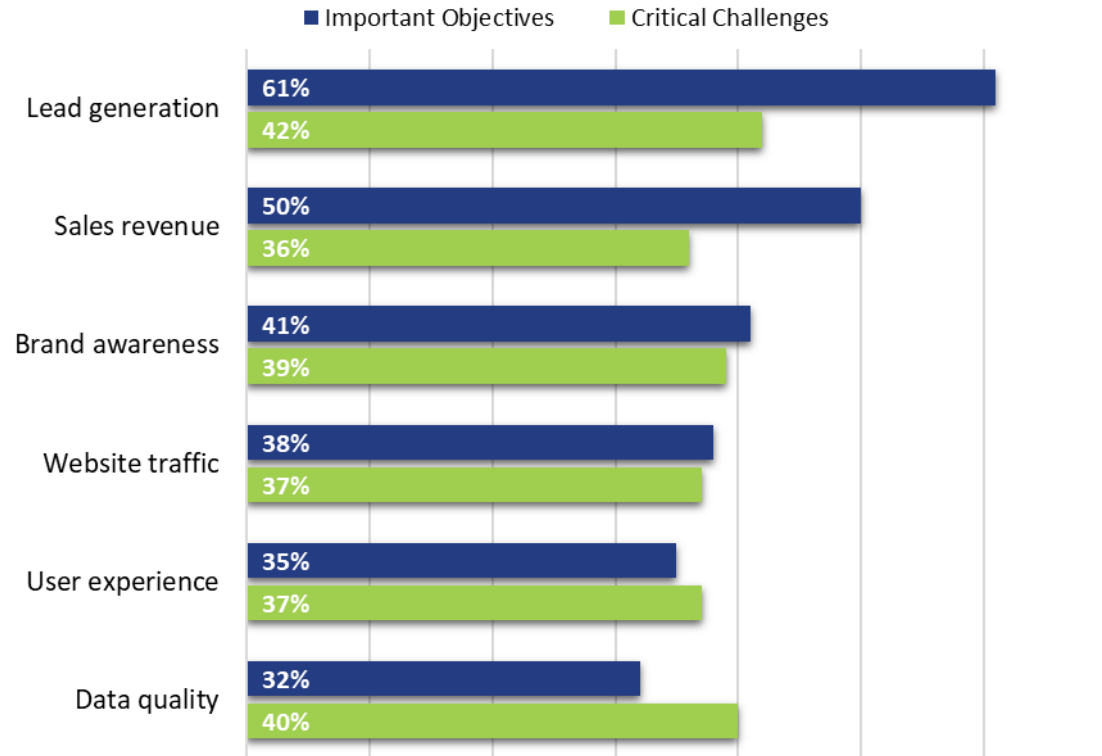
What are the most critical CHALLENGES to the success of a digital marketing plan?



# How Objectives and Challenges Compare

Objectives and challenges don't always align well. 40% of surveyors reported, data quality to be the 2<sup>nd</sup> highest critical challenges, with lead generation coming in at the top for the most important objective in a digital marketing plan. For digital, lead generating activities to be successful, they must be coupled with good data.

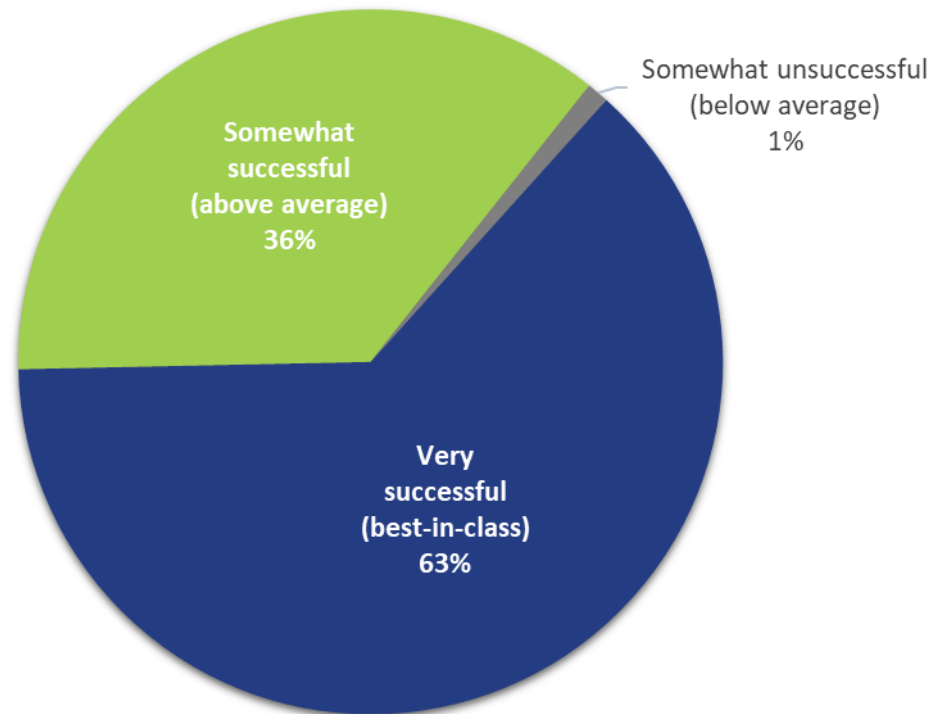
Comparative analysis of objectives versus challenges.



# Success Achieving Objectives

Nearly two-thirds (63%) of B2B marketers consider a digital marketing plan very successful at achieving important objectives, describing it as best-in-class. Another 36% consider it somewhat successful. Only 1% pessimistically describe their digital marketing plan as somewhat unsuccessful at achieving objectives.

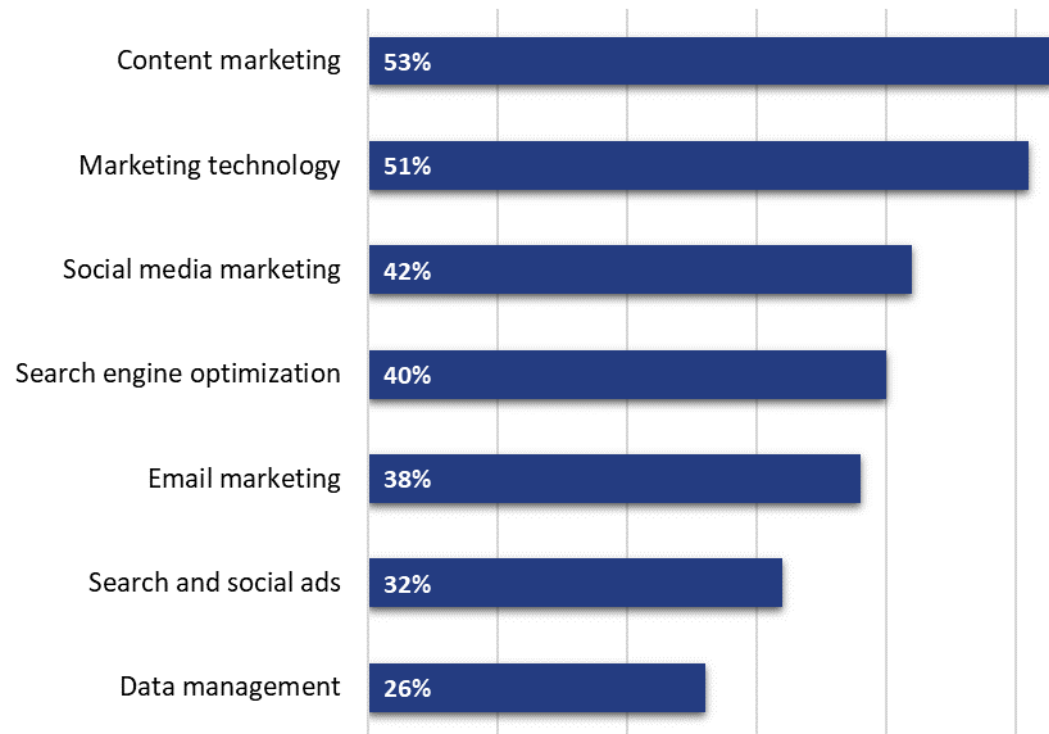
Which best describes the SUCCESS of a digital marketing plan at achieving important objectives?



Content marketing and the marketing technology that drives many of the tactics shown are considered among the most effective for 53% and 51% of B2B marketers respectively.

## Most Effective Tactics

What will be the most EFFECTIVE tactics used in a digital marketing plan in 2018?





Technical tactics – such as marketing technology and data management – rank high on the difficulty scale primarily because the skills and capabilities to execute them are often not available in-house. Marketers are transitioning to 3<sup>rd</sup> party vendors to help manage their data, so it's always clean, accurate and compliant.

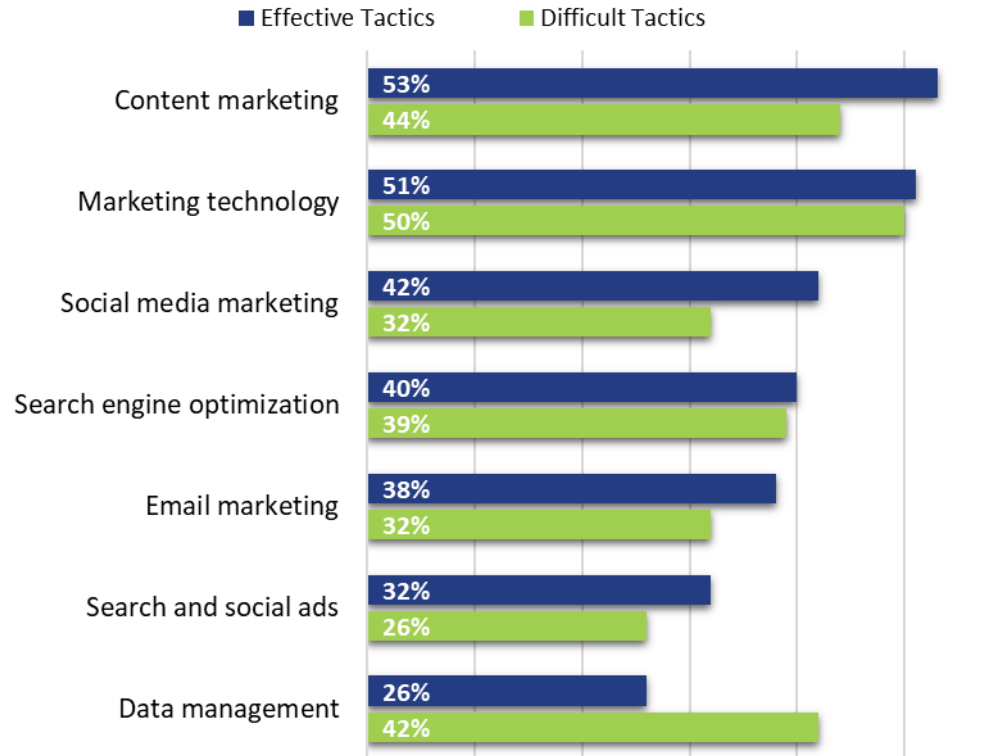
## Most Difficult Tactics to Execute



# How Effectiveness and Difficulty Compare

Tactics that are rated more effective than difficult to execute – such as content marketing and social media marketing – are much more likely to be part of a digital marketing plan than a tactic that is considered less effective than it is difficult to execute – such as data management. This is an example of how perceived difficulty can impact the perception of a tactic's effectiveness.

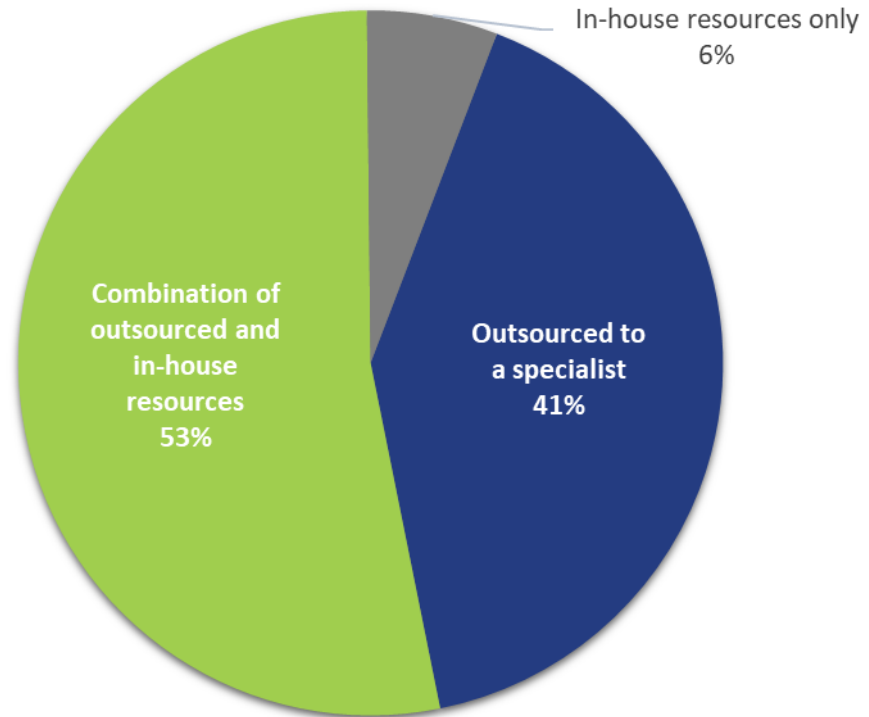
Comparative analysis of tactical effectiveness versus difficulty.



## Resources Used to Execute Tactics

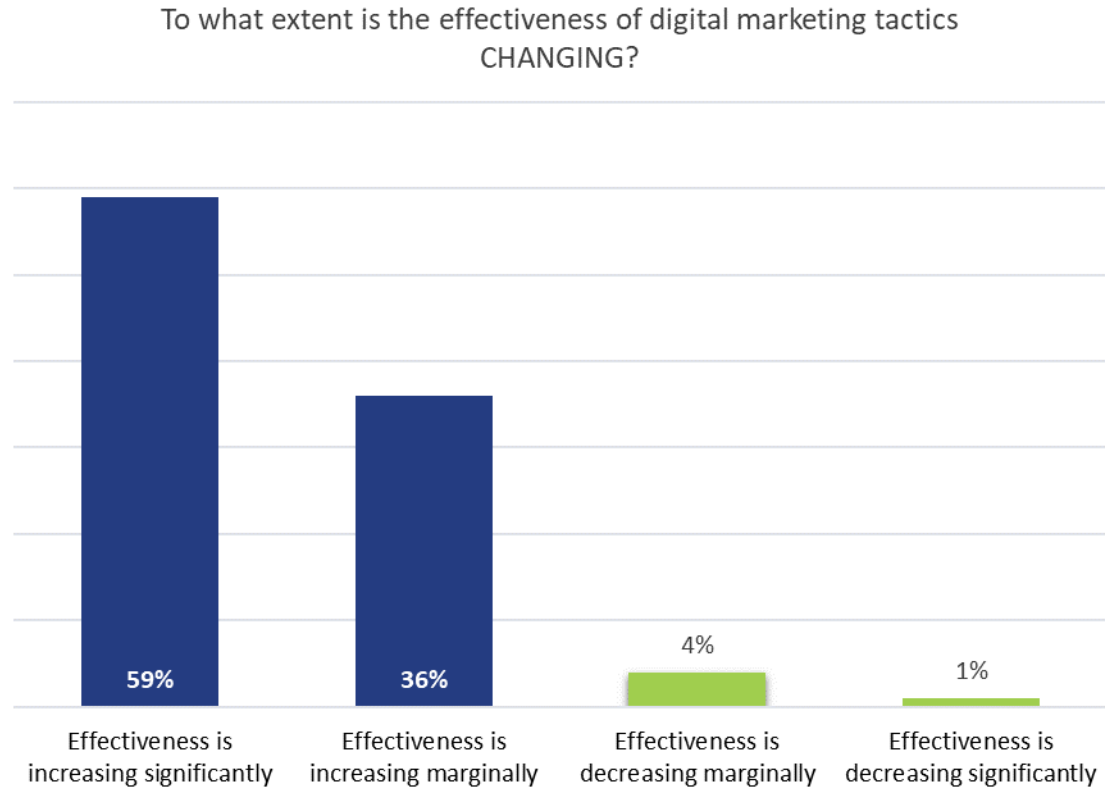
94% of B2B marketers in total say they outsource all or part of the execution of digital marketing tactics to specialists. A 53% majority consider a collaboration between outsourced and in-house resources the most effective way to execute digital marketing tactics.

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



# How Tactical Effectiveness is Changing

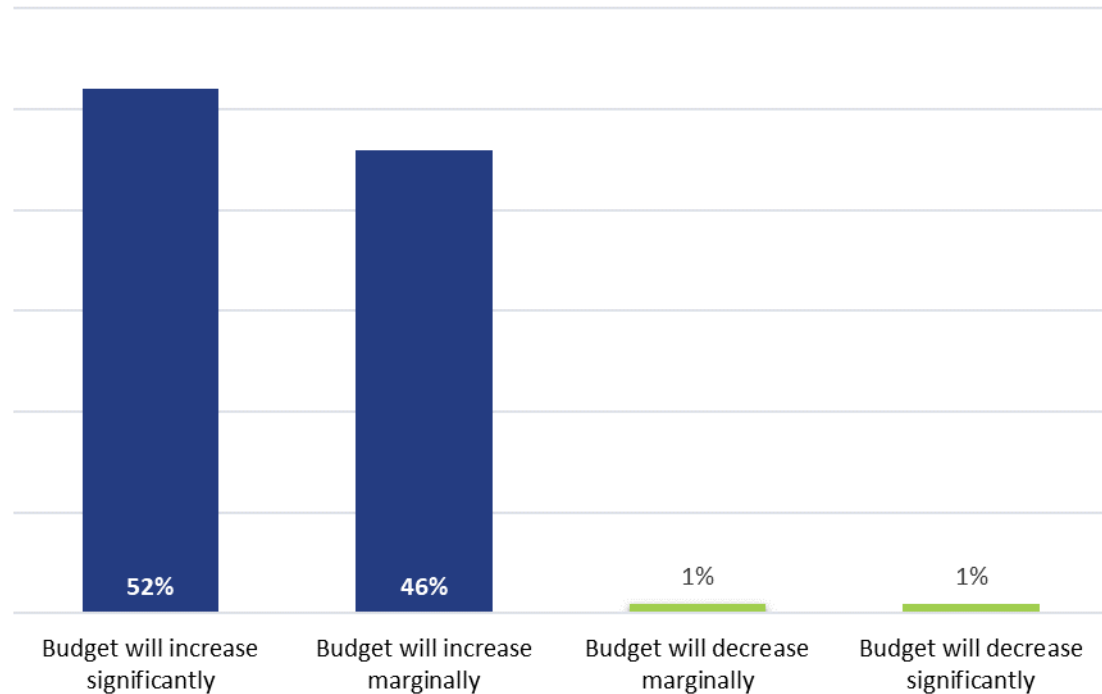
Tactical effectiveness is changing in a very promising way for a total of 95% of B2B marketers, with nearly two-thirds of those (59%) describing the increase in tactical effectiveness as significant.



The trend for digital marketing budgets continues to increase for a total of 98% of B2B marketers, with a 52% majority describing the increase as significant. This trend may reflect a positive outlook for continued business growth in the year ahead.

## Budget Trend for the Year Ahead

To what extent will the digital marketing BUDGET change in the year ahead?



# About the Research Partners



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Synthio is a new kind of always-on customer data platform with continuously updated contact information. It's how B2B sales and marketing teams get to the right people faster.

Learn more at [Synthio.com](https://Synthio.com)



Marketing technology companies and digital marketing agencies partner with Ascend2 to supplement marketing content and generate demand through the middle of the funnel. Our Research Partner Programs are transparent – spotlighting your brand and the interests of your market.

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