

# 2011 STATE OF DIGITAL MARKETING REPORT



# EXECUTIVE SUMMARY

This report contains results of the first annual Webmarketing123 State of Digital Marketing Survey, which spans across the areas of Search Engine Optimization (SEO), Pay-Per-Click (PPC), and Social Media Marketing. Over 500 marketing professionals – two thirds B2B, and the rest B2C – completed the survey.

The results show that while lead generation and sales are the top two most important objectives of digital marketing, SEO makes the biggest impact on lead generation across the board.

- B2B: 46.4% of participants say the most important objective is to generate leads.
- B2C: 39.9% of participants say the most important objective is to generate sales.
- SEO makes the biggest impact on lead generation for both B2B and B2C, followed by PPC, and Social Media.

Not surprisingly, more companies outsource PPC than SEO, and a whopping 84.8% keep Social Media Marketing in-house. And speaking of Social Media, Facebook is the leading social network by far, with Twitter slightly surpassing LinkedIn:

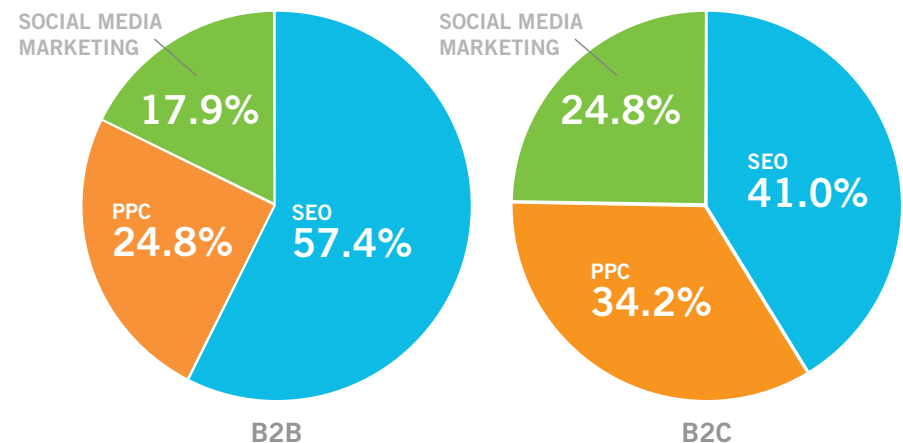
- 75.3% of B2C companies are the most active on Facebook, followed by 8.4% on Twitter and 6.2% on LinkedIn.
- B2B companies are active more evenly across all three leading networks: 34.6% Facebook, 25.6% Twitter, and 25.3% LinkedIn.

68.4% of marketers surveyed say they have generated leads from social media sites, with **over 55% of them having closed deals from social media leads.**

Because of this success, 60% of respondents plan to increase social media marketing budget in 2012, compared to 53.1% for SEO and 40.2% for PPC.

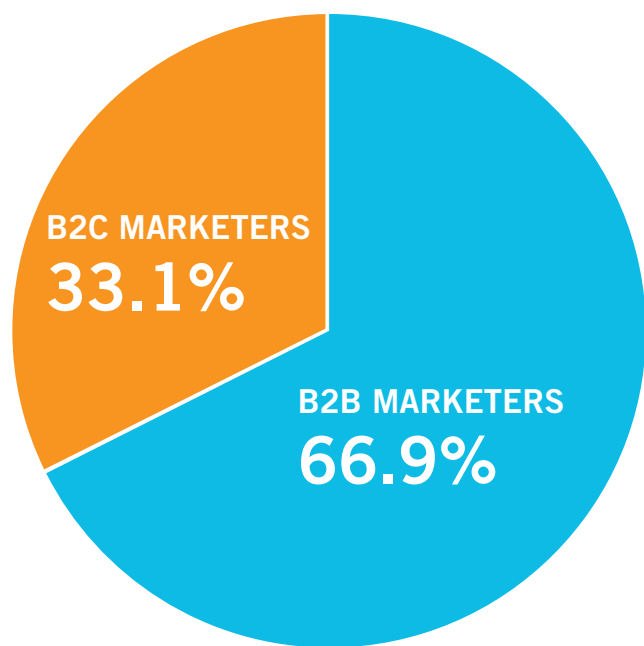
For more information, please continue with the pages that follow.

## WHICH MAKES THE BIGGEST IMPACT ON YOUR LEAD GENERATION GOALS?



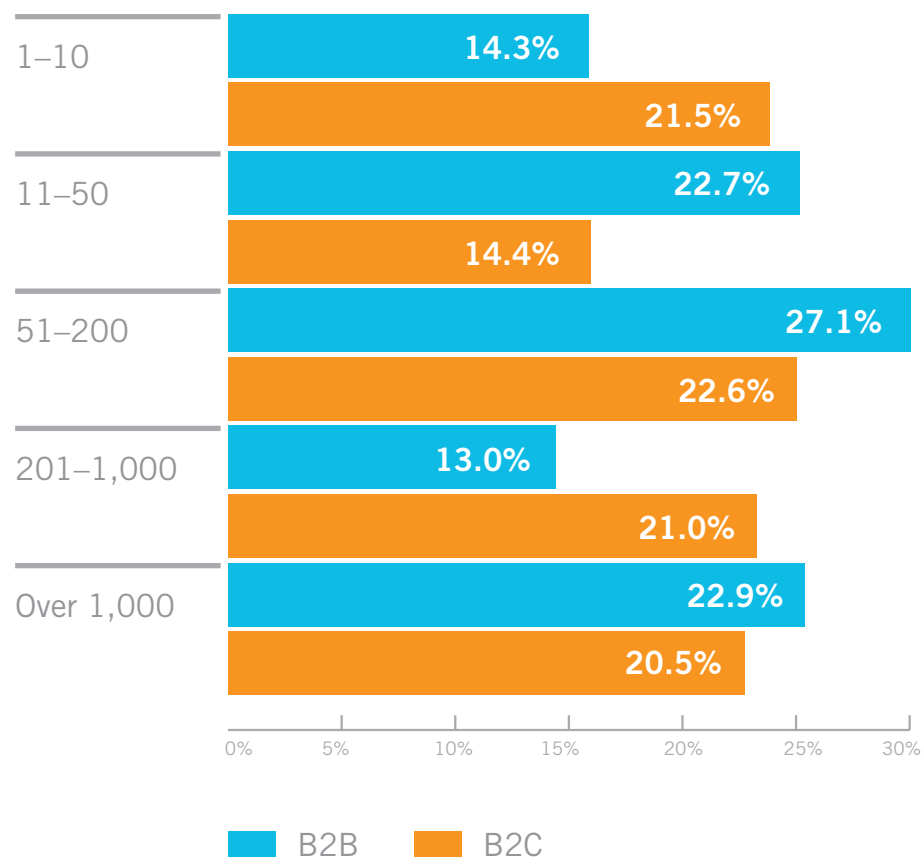
## RESPONDENT DEMOGRAPHICS: INDUSTRY AND COMPANY SIZE

WHO PARTICIPATED IN THIS SURVEY?

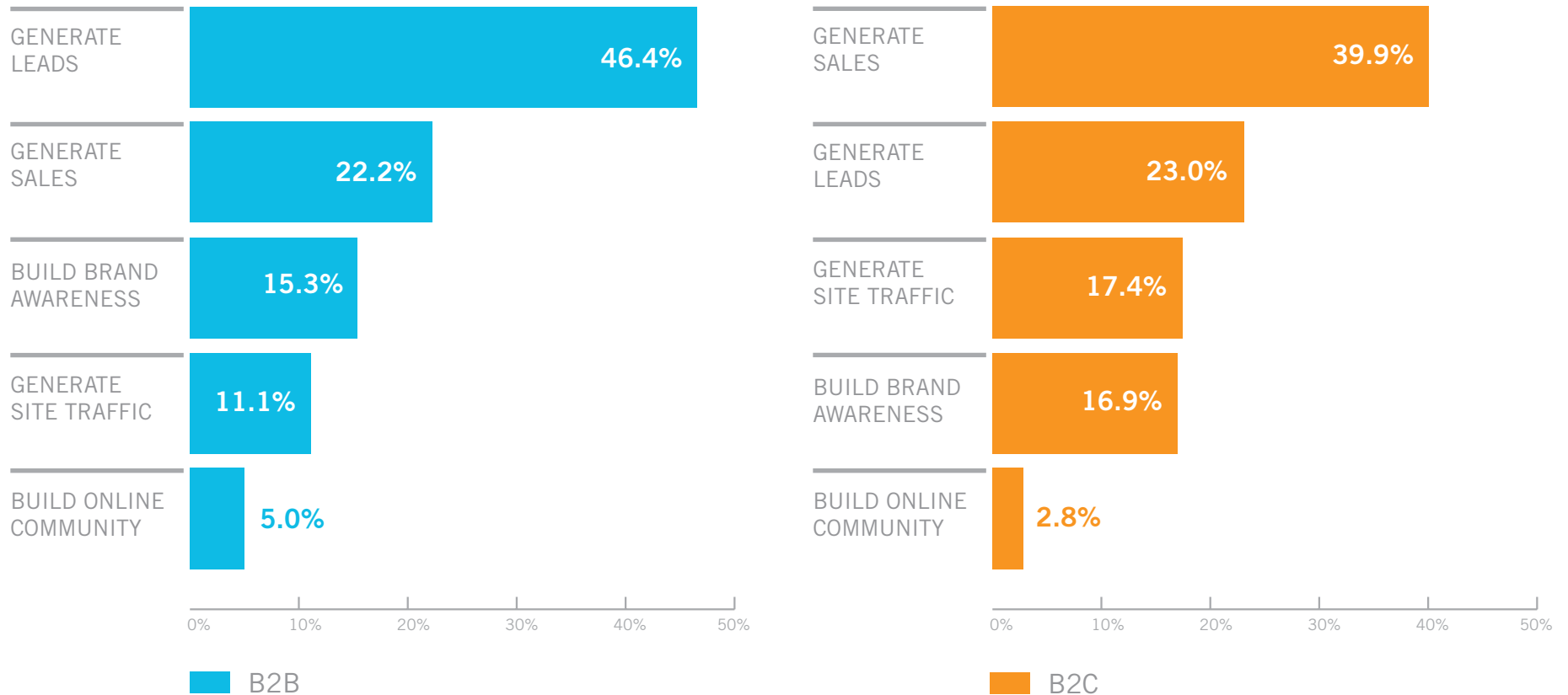


**500+** U.S. RESPONDENTS

HOW MANY EMPLOYEES WORK AT YOUR COMPANY?

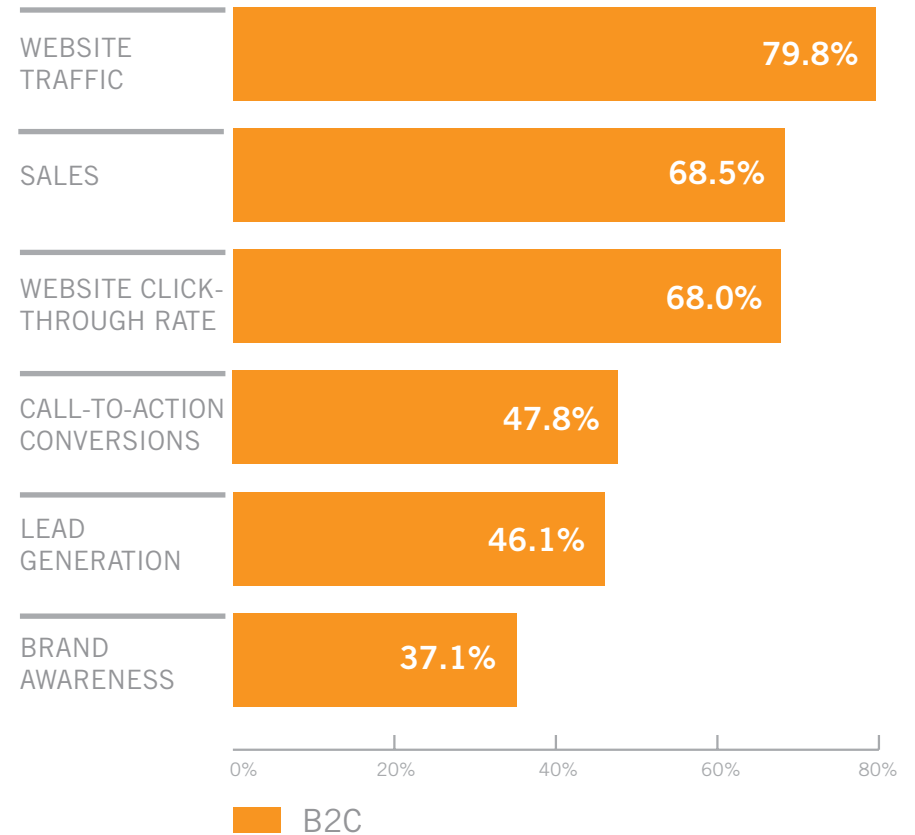
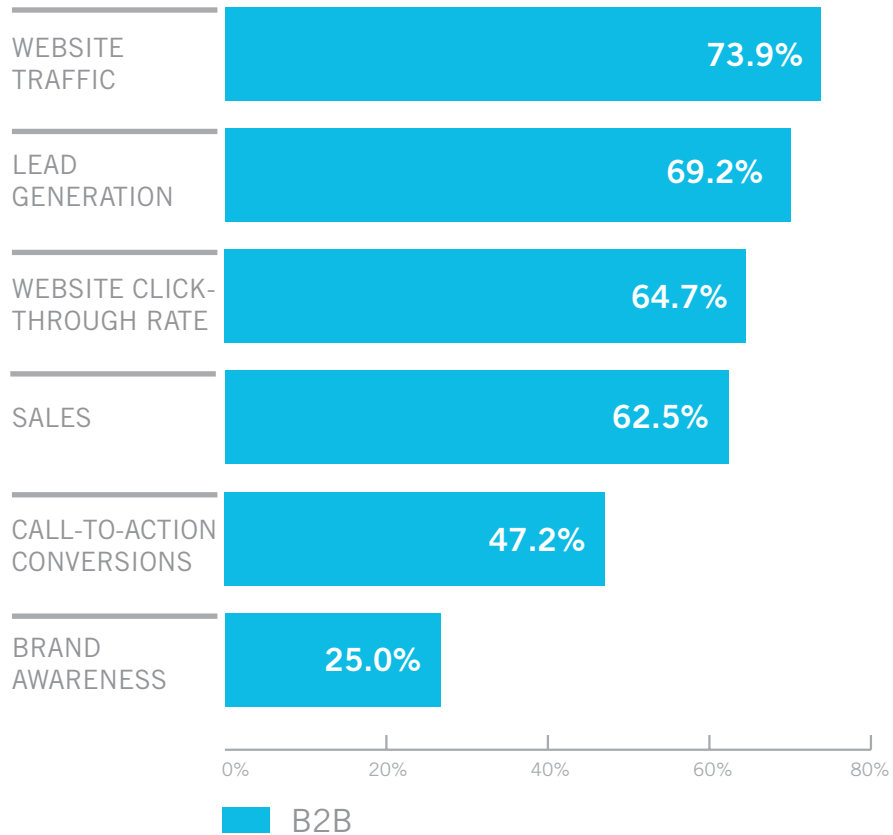


# Q1 WHAT IS THE MOST IMPORTANT OBJECTIVE OF YOUR DIGITAL MARKETING PROGRAMS?



Lead and sales generation activities dominate as the most important objectives for digital marketing campaigns

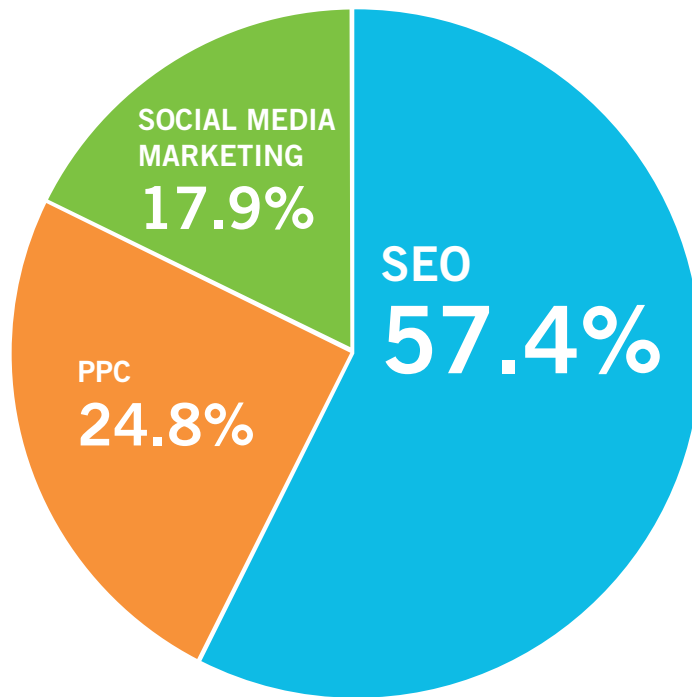
## Q2 HOW DO YOU MEASURE THE SUCCESS OF YOUR DIGITAL MARKETING PROGRAMS?



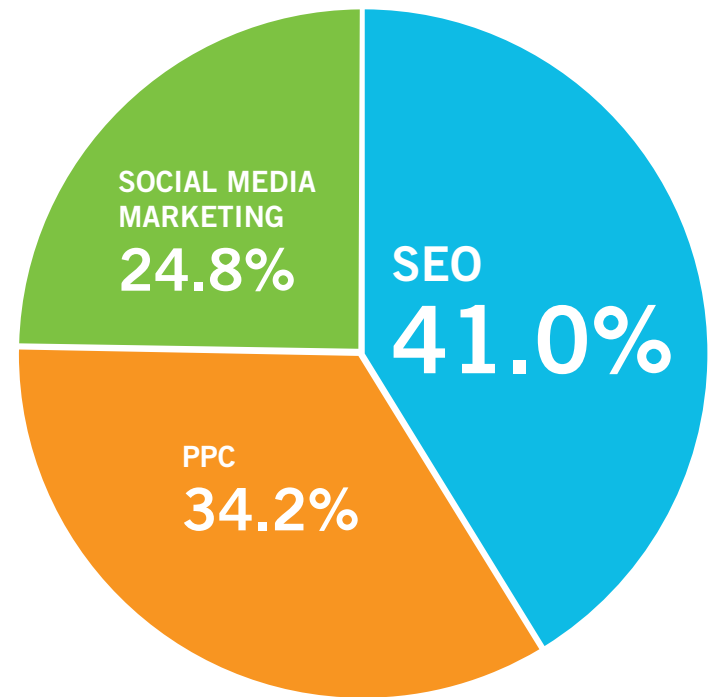
Website traffic is the common denominator of success across both B2B and B2C digital media campaigns

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**Q3** WHICH MAKES THE BIGGEST IMPACT ON YOUR LEAD GENERATION GOALS?



B2B

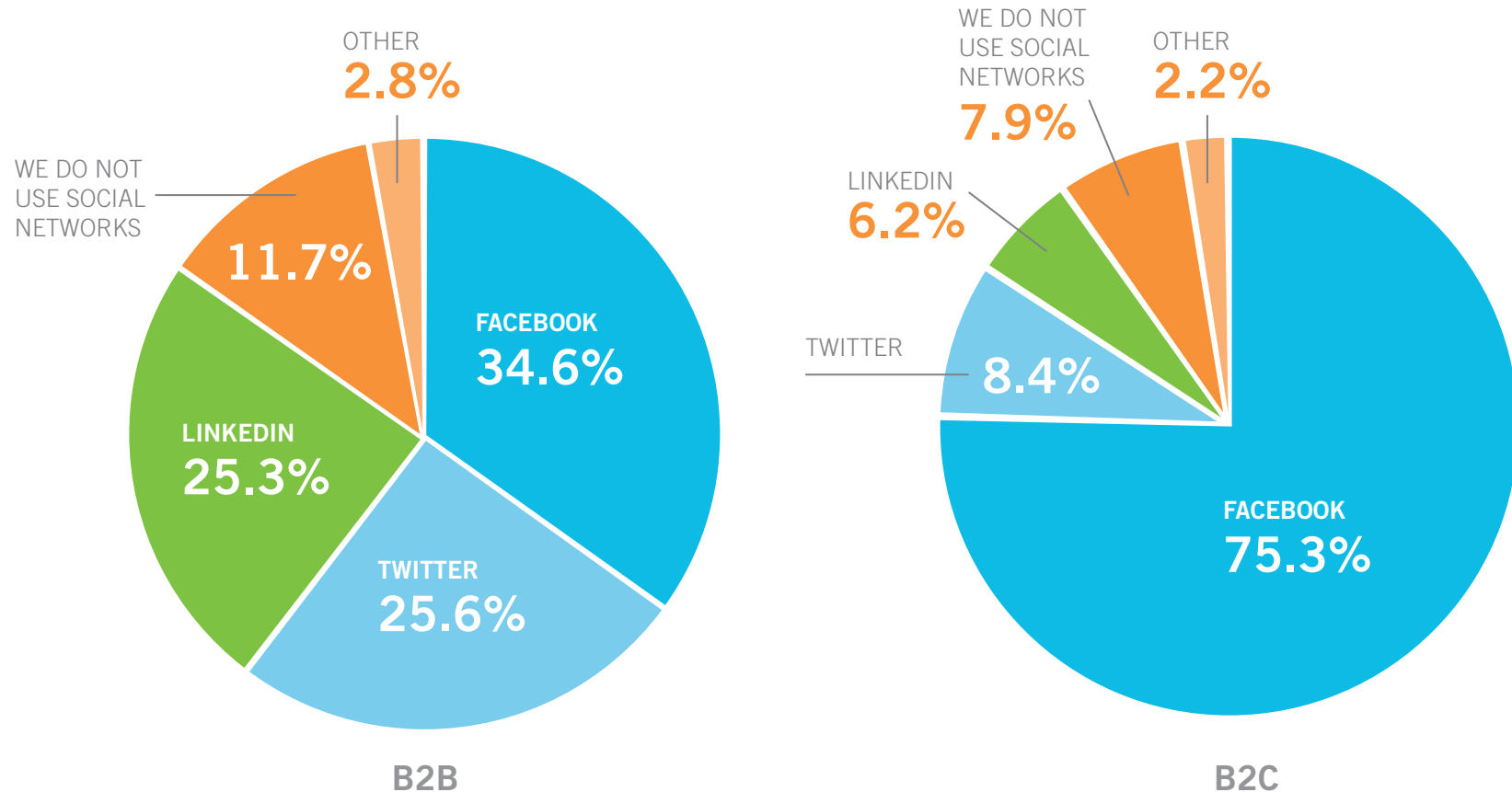


B2C

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Over 75% of digital marketing impact is derived from SEO and PPC activities

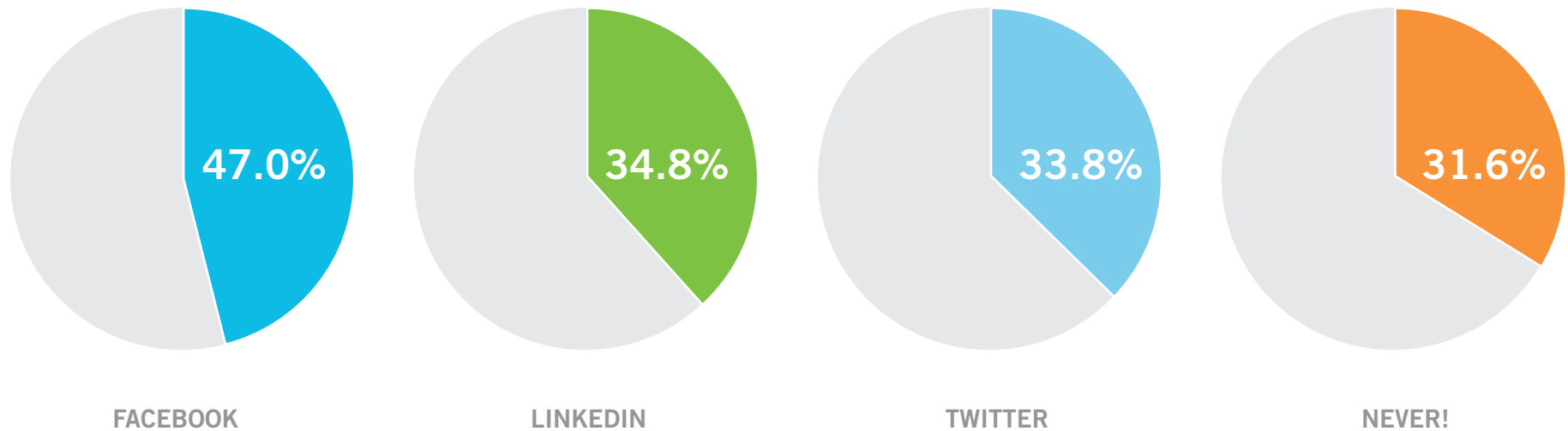
## Q4 IN WHICH SOCIAL NETWORK IS YOUR BRAND MOST ACTIVE?



B2B companies are active evenly across the three leading social media networks (35% Facebook, 26% Twitter, and 25% LinkedIn), while 75% of B2C companies are the most active on Facebook

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**Q5** HAVE YOU EVER GENERATED LEADS FROM SOCIAL MEDIA SITES  
(B2B and B2C)?



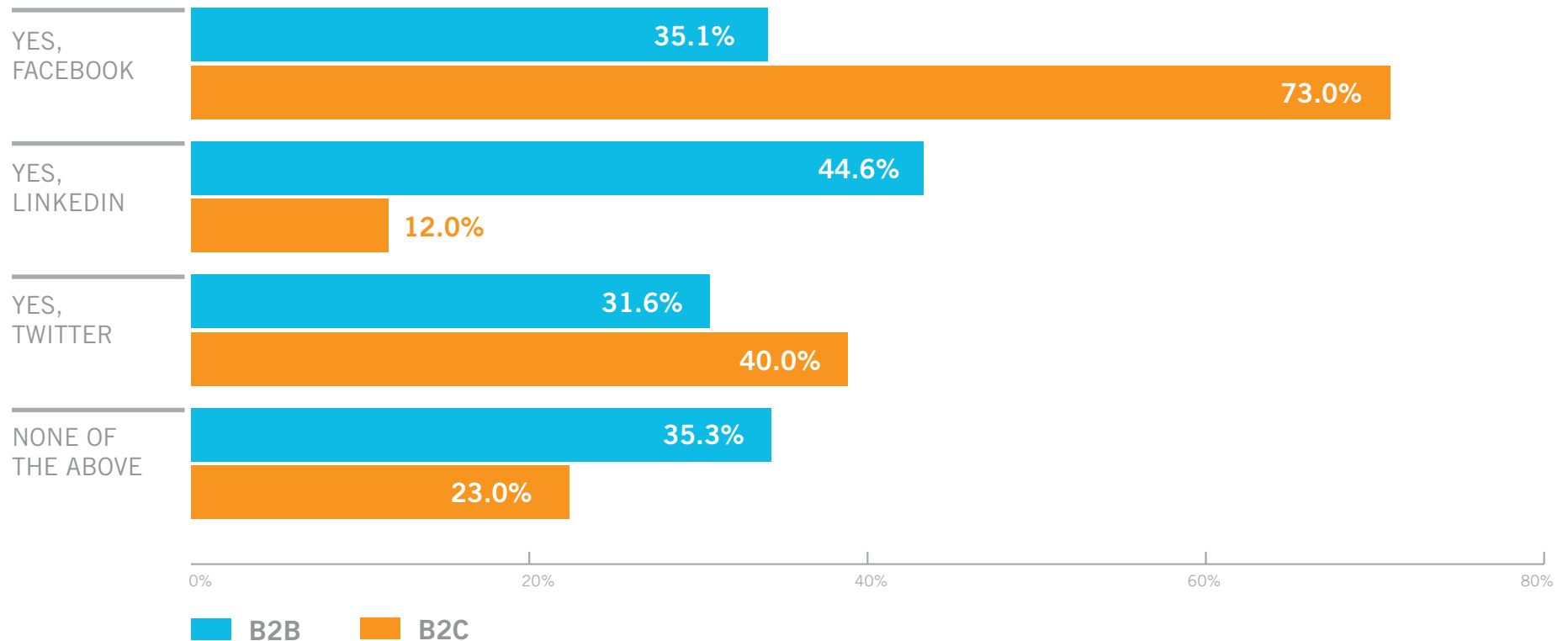
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68% of marketers have generated leads from at least one of the  
three major social media platforms



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## Q6 HAVE YOU EVER GENERATED LEADS FROM SOCIAL MEDIA SITES (B2B vs. B2C)?

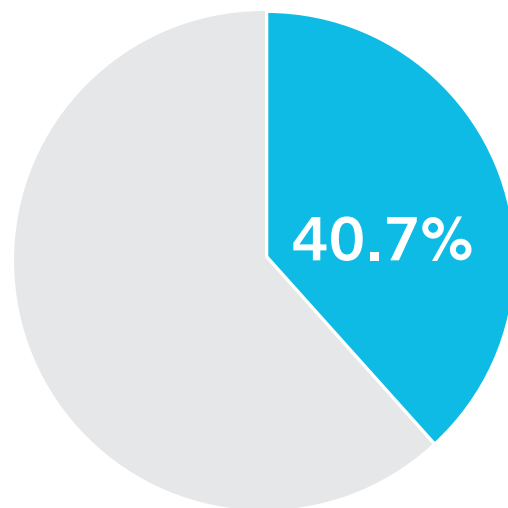


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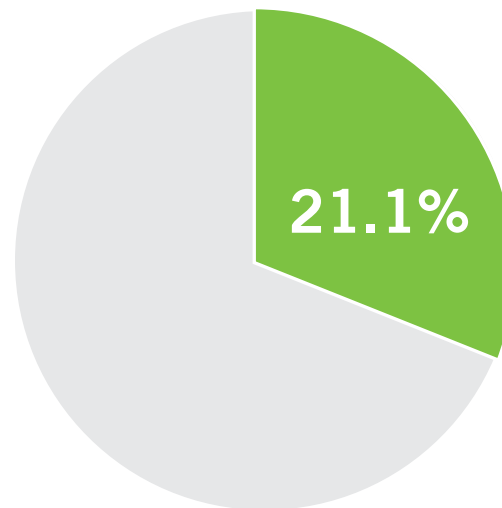
On social media channels, B2C marketers consider Facebook the most likely source for sales generation, while B2B marketers rely on LinkedIn for producing lead flow

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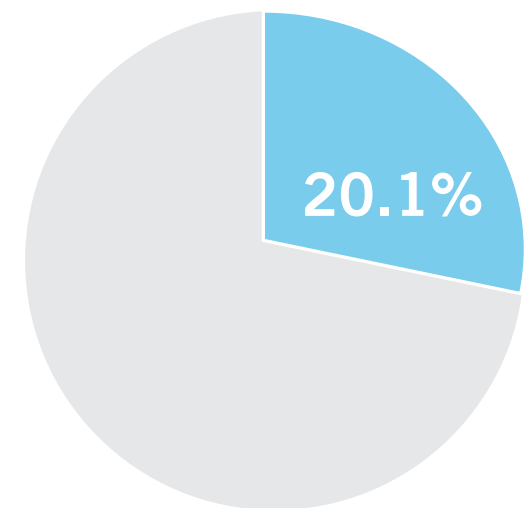
**Q7** HAVE YOU EVER CLOSED DEALS FROM THE SOCIAL MEDIA LEADS YOU GENERATED?



FACEBOOK



LINKEDIN

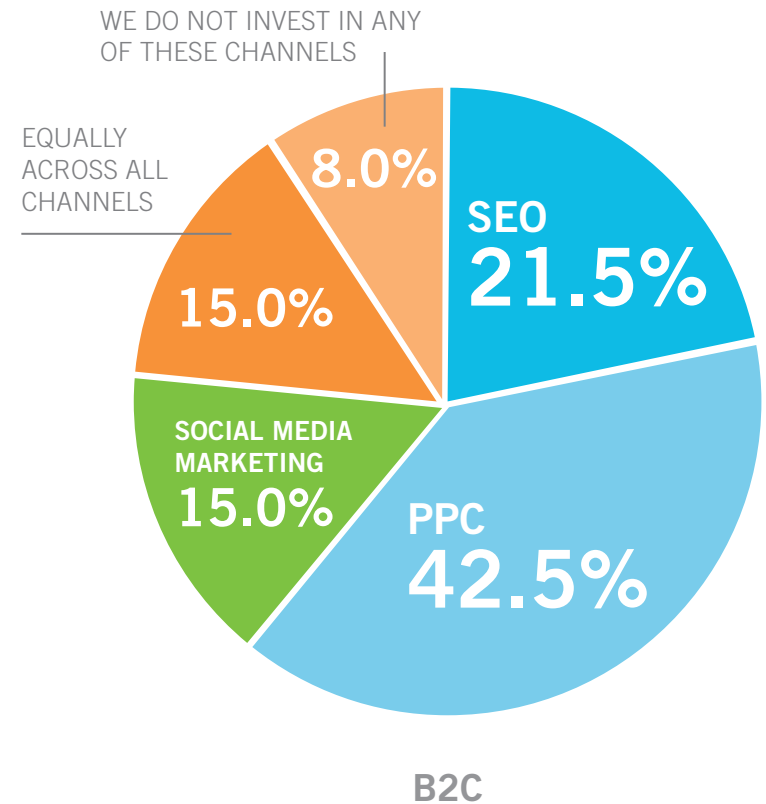
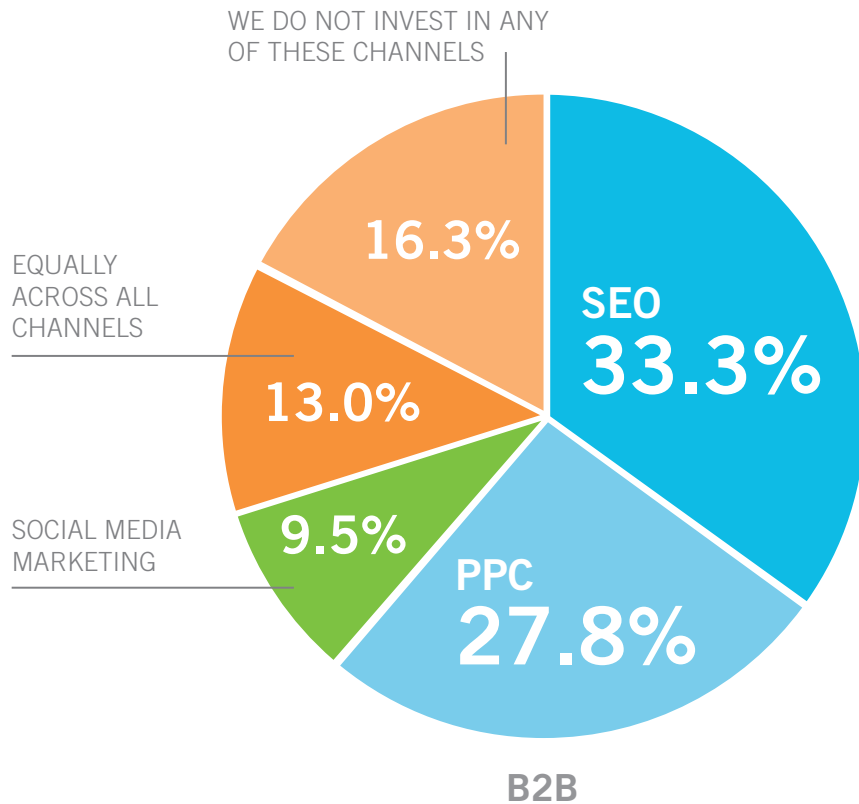


TWITTER

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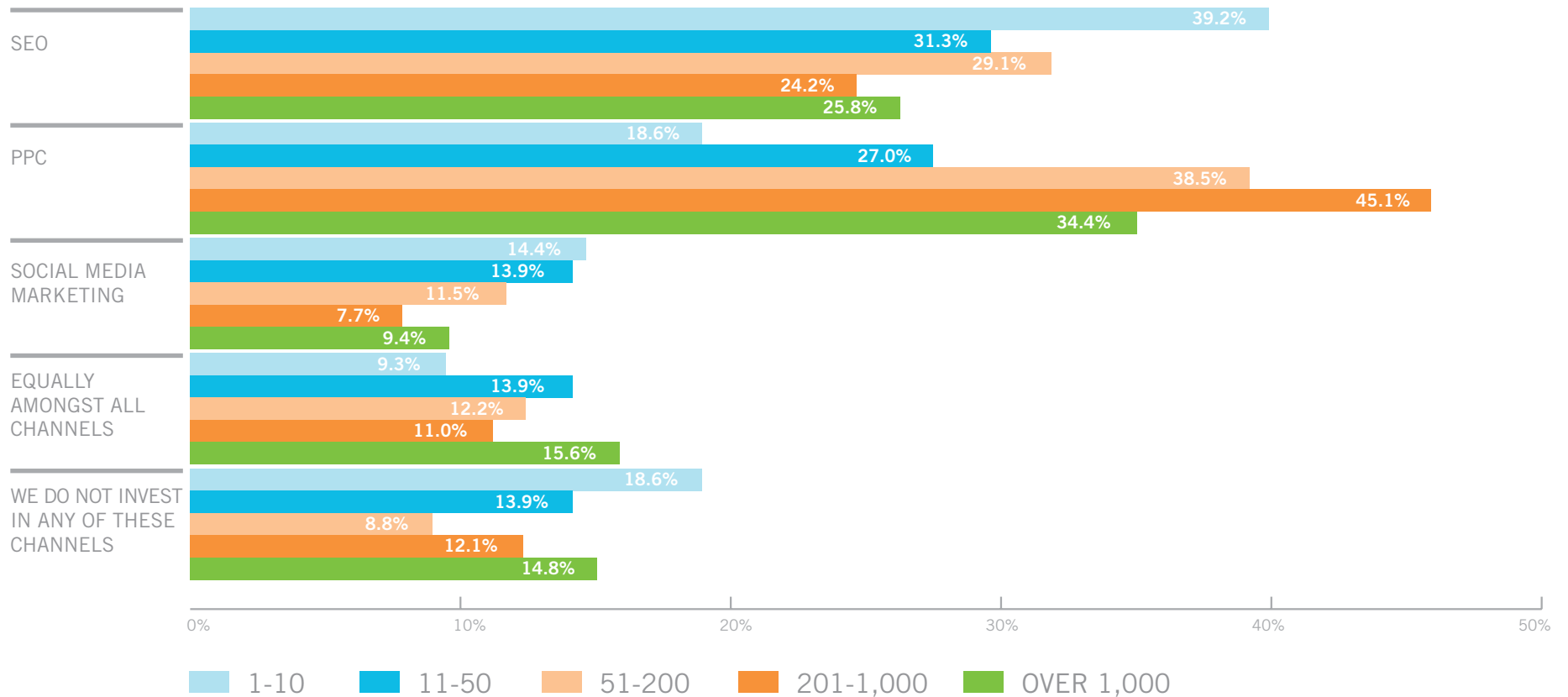
While 68% of marketers surveyed say they have generated from social media sites, 55% have closed deals from social media leads

## Q8 WHERE DO YOU CURRENTLY ALLOCATE THE MAJORITY OF YOUR DIGITAL MARKETING BUDGET?



As expected, B2B marketers invest 1/3 of their digital budgets on SEO activities, while B2C marketers invest most heavily in PPC

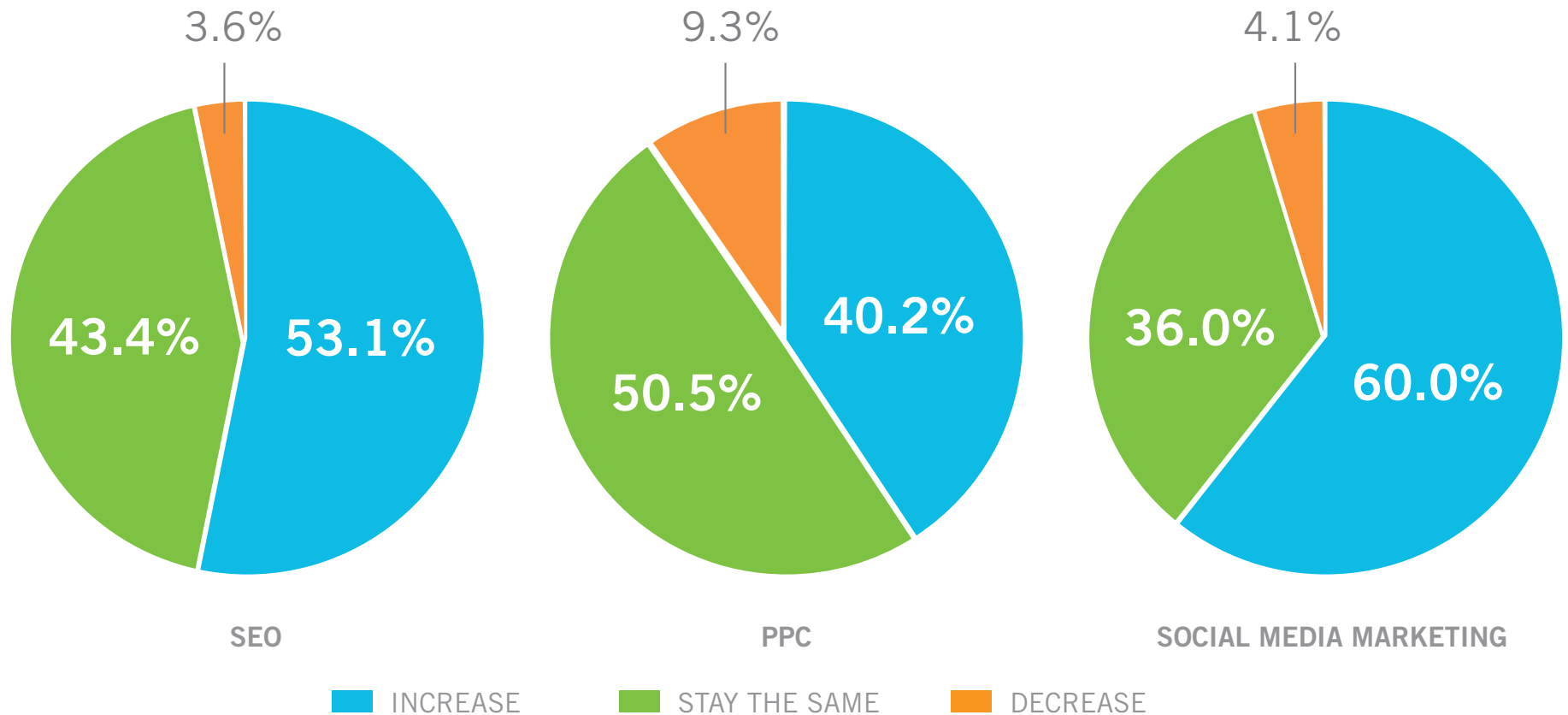
## Q9 HOW DO YOU CURRENTLY ALLOCATE YOUR DIGITAL MARKETING BUDGET?



Broken down by company size, SEO and PPC continue to lead the way in digital marketing budget allocation

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## Q10 HOW WILL YOU ADJUST YOUR DIGITAL MARKETING BUDGET IN 2012?

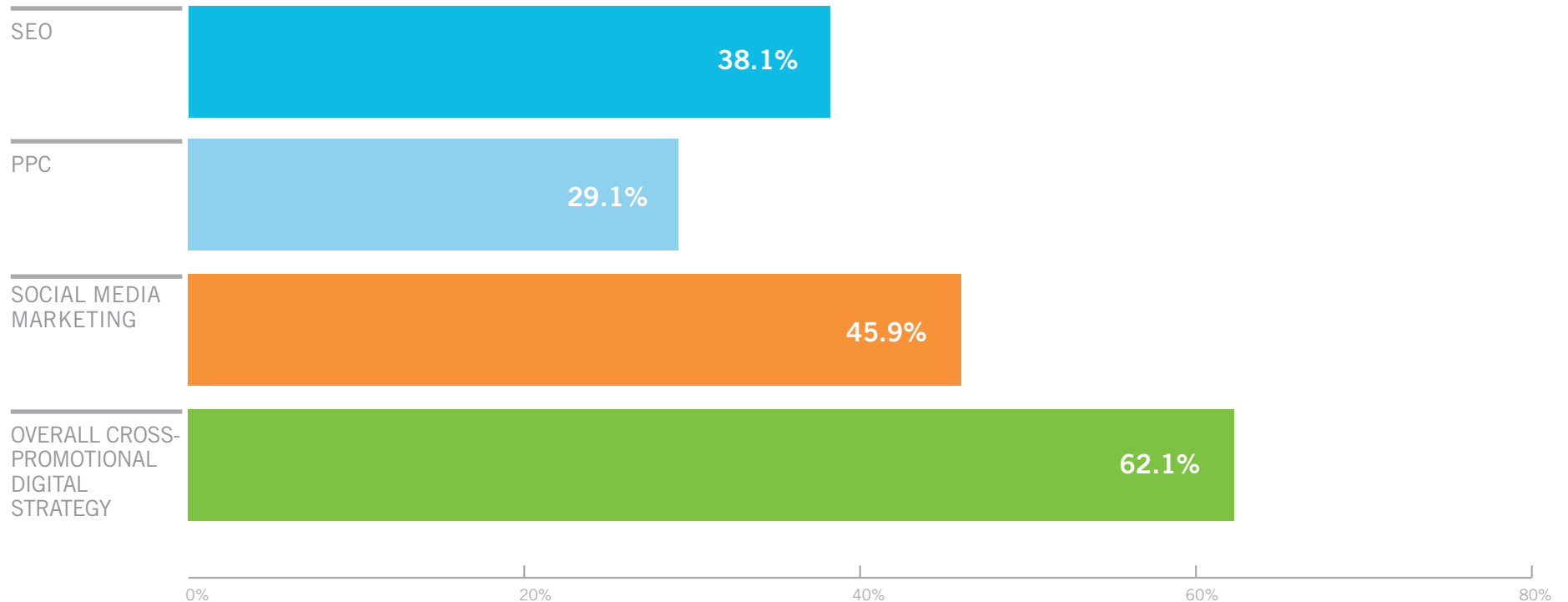


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Marketers are planning on increasing their budgets across the board moving into 2012, with Social Media expected to see the biggest increase in investment

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## Q11 WHICH TOPIC DO YOU WISH TO LEARN MORE ABOUT?



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As marketers continue to see the effectiveness of digital media, they are curious to learn how all digital channels can be leveraged to produce an integrated, cross-channel strategy

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## ABOUT THIS SURVEY

The first annual Webmarketing123 State of Digital Marketing Survey was conducted online between August and September 2011. Over 500 U.S. participants completed the survey – all individuals who responded to an email invitation sent to a registered list of marketing professionals. Participants answered questions using an online survey tool and the response data is available only in aggregate form. For more information about the survey, please contact [marketingteam@webmarketing123.com](mailto:marketingteam@webmarketing123.com).

### ABOUT WEBMARKETING123

Webmarketing123 is a digital marketing agency that helps clients convert online visibility into measurable results.

Webmarketing123's proven digital marketing methodology is designed to drive your company's online success. We start by understanding what winning means to your business and where your current challenges lie. Our approach is customized to bring together the power of Search Engine Optimization (SEO), Pay Per Click (PPC) advertising, and Social Media Marketing (SMM) to create remarkable, results-driven marketing programs.

### CONNECT WITH US

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