

2017

STATE OF B2B
DIGITAL MARKETING

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We asked, you answered! For the sixth straight year, our annual State of Digital Marketing Report delivers the key issues and emerging trends within B2B digital marketing. As 2016 was winding down, we polled a broad cross-section of B2B marketers to find the biggest priorities and pressure points critical to their success.

The resulting report offers a snapshot of the tactics, tools, and strategies paramount to our industry.

Wherever your B2B marketing path leads over the next 12 months, the 2017 State of B2B Digital Marketing Report provides **VALUABLE INSIGHTS AND HONEST PERSPECTIVES** to help you prepare for the many opportunities and obstacles to come.

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EXECUTIVE SUMMARY

Curious about the fluctuations in the industry, we surveyed about 200 B2B marketing professionals based in the U.S., from marketing managers to C-level executives. Despite representation from a diverse group of industries— including software, manufacturing, telecommunications, healthcare, and more— our respondents share the same devotion to building their bottom line and a willingness to learn from their peers while doing it.

THE ONGOING MISSION TO GROW AND ACCELERATE PIPELINE REVENUE TIES DIRECTLY TO THIS YEAR'S TOP B2B MARKETING GOAL: DELIVERING QUALITY LEADS. For the second straight year, it remains the top priority for our respondents' digital marketing efforts. And the pressure to attain those sales-qualified leads has grown more demanding than ever, as "delivering quality leads" has now unseated "measuring and proving ROI" as the greatest challenge facing B2B marketers.

There's no denying 2016 was an unpredictable year. Some of that volatility is reflected in this report, as B2B marketing methods continue to evolve. Read on for more eyebrow-raising discoveries and a bird's-eye view of the current B2B digital marketing landscape for 2017. If you'd like to connect directly to see how we can help grow your business, get in touch with our team at results@demandwave.com.

The DemandWave Team

2017 SURVEY HIGHLIGHTS

ABILITY TO MEASURE ROI IMPROVES.

Frustrations about proving ROI appear to be waning. While it's still among the top challenges for marketers, 22% named ROI as the number one metric they use to gauge performance — a 77% increase from last year. Some of this can be chalked up to an increased adoption of attribution models, particularly multi-channel, for measuring ROI.

B2B MARKETERS CHOOSE LEAD QUALITY OVER LEAD QUANTITY.

The eternal question of quality over quantity has an answer when it comes to leads. The top objective in 2017 for digital marketers remains cultivating sales-qualified leads over raw leads, which was also named this year's toughest challenge.

TOP CHANNEL FOR REVENUE GROWTH IS A TIE BETWEEN SEO AND EMAIL.

Despite email retaining its throne as a top channel for revenue gains (63%), more marketers are waking up to the financial benefits of SEO. This shift is reflected in organic search pulling even with email for the first time as the biggest revenue driver, signaling a 28% increase from last year.

ABM COULD USE SOME TLC.

Despite the hype, just 37% of B2B marketers have tried or are currently engaged in ABM. Of those who have had experience with ABM, 42% say they find it effective, while another 40% say they're not sure. Overall, B2B marketers still need more time to test and perfect their strategy.

B2B BUDGETS INDICATE STRONG CONFIDENCE IN DIGITAL CHANNELS.

Nearly half of B2B marketers expect to invest more in digital marketing this year, while just 6% expect a decrease in budget. Even more telling, 38% of marketers plan to spend a whopping 60% or more of their marketing budget online, as opposed to offline marketing investments.

BLOGS TIE VIDEO FOR MOST POPULAR CONTENT MARKETING TACTIC.

When it comes to the most-widely produced forms of content, marketers equally chose blogs and videos at 82% each. This represents an interesting content split, given the relative cost disparities in video production versus blog writing.

WHITE PAPERS BEAT WEBINARS AS TOP CONTENT REVENUE DRIVER.

Despite blogs and videos being the most popular forms of content for marketers, 40% said white papers produce the most revenue. Last year's top revenue-driver, webinars, finished a close second with 37% of the vote.

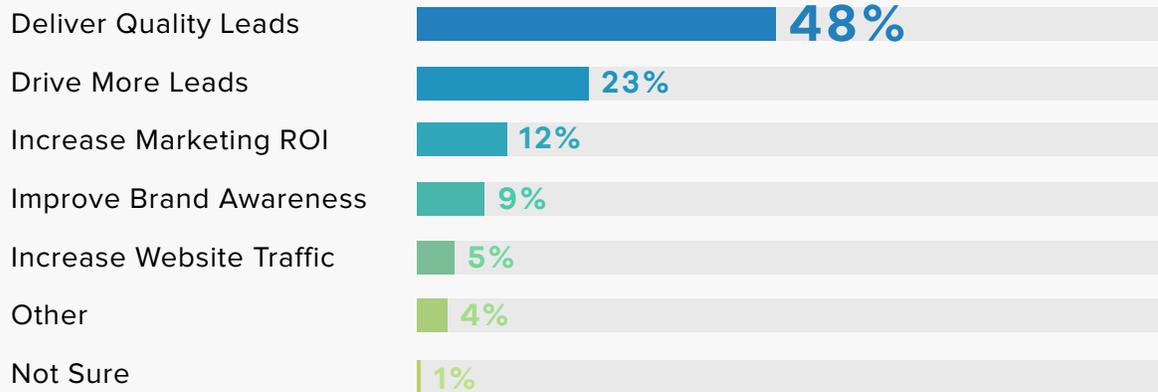
SALES AND MARKETING ALIGNMENT MAKES PROGRESS.

Although typically characterized with a less-than-friendly sentiment, the relationship between sales and marketing departments continues to improve. In total, 57% of marketers say sales and marketing are well aligned at their company. What's more, 64% of marketers feel they have clear guidelines for what constitutes a sales-qualified lead, up 28% YoY. Yet, perhaps most importantly, 58% of marketers are now responsible for a sales-qualified lead goal, representing a 38% boost from 2016.

DIGITAL MARKETING GOALS *and* CHALLENGES

QUESTION 1

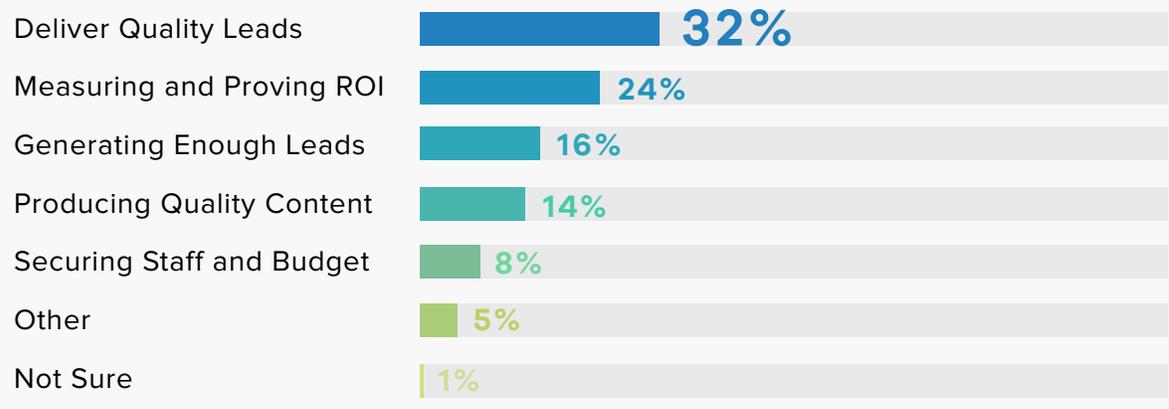
WHAT IS THE #1 OBJECTIVE OF YOUR DIGITAL MARKETING EFFORTS?



For the second year running, B2B marketers chose lead quality over quantity. Our study in 2016 may have tipped the balance in favor of qualified leads over lead volume, but this year's survey solidifies the trend with a 26% YoY increase in marketers choosing "deliver quality leads" as their top marketing goal for 2017.

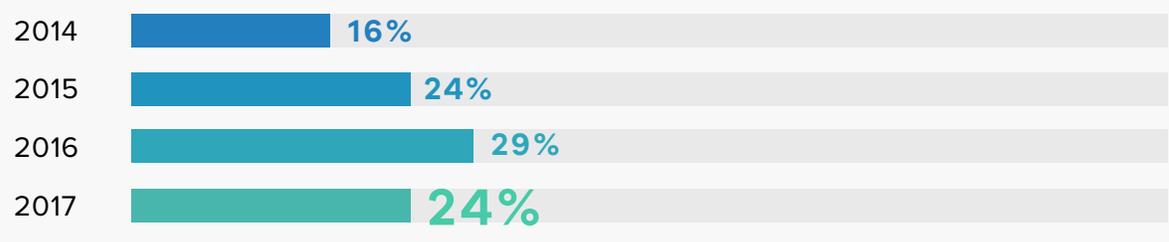
QUESTION

WHAT IS YOUR BIGGEST DIGITAL MARKETING CHALLENGE?



“Delivering quality leads” emerges as B2B marketers’ top challenge, bumping “Measuring and proving ROI” down from its two-year streak at the top. As seen in the chart below, B2B marketers are showing the first signs of improvement for measuring marketing ROI, a struggle that has long plagued B2B due to the rapid evolution of digital.

“MEASURING AND PROVING ROI” TUMBLES FROM ITS TWO-YEAR STREAK AS THE TOP DIGITAL MARKETING CHALLENGE.

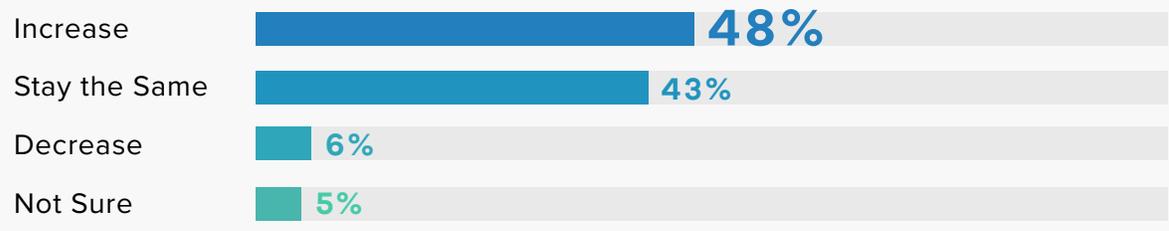


Percentage of B2B marketers that say “proving ROI” is their biggest digital marketing challenge.

B2B BUDGETING TRENDS

QUESTION 3

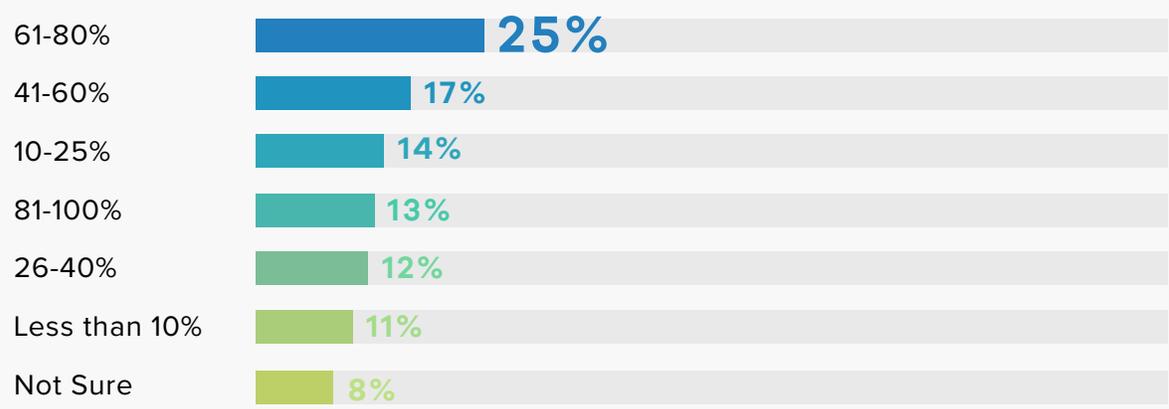
DO YOU EXPECT YOUR DIGITAL MARKETING BUDGET TO INCREASE, DECREASE, OR STAY THE SAME IN 2017?



Confidence in digital channels remains strong. Nearly half of marketers plan to increase their digital marketing budget this year. Less than 6% are expecting a decrease in budget.

QUESTION 4

WHAT PERCENTAGE OF YOUR OVERALL MARKETING BUDGET GOES TO ONLINE MARKETING (VS. OFFLINE)?

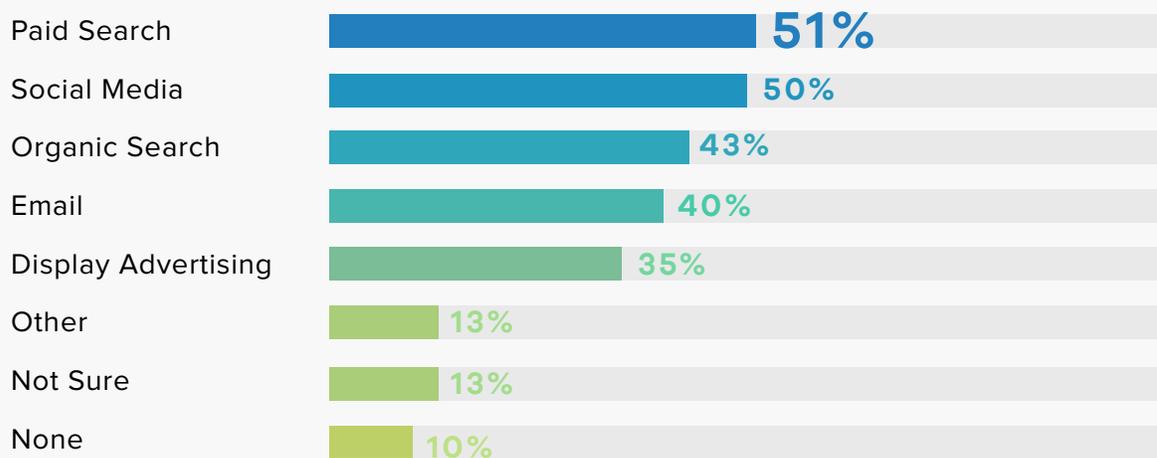


Confidence in digital becomes even more apparent as 38% of marketers spend a whopping 60% or more of their marketing budget online, as opposed to offline marketing investments. In fact, over half of B2B marketers (55%) dedicate 41% or more of marketing spend to digital channels.

QUESTION

5

DO YOU PLAN TO INCREASE BUDGET FOR THE FOLLOWING CHANNELS IN 2017?



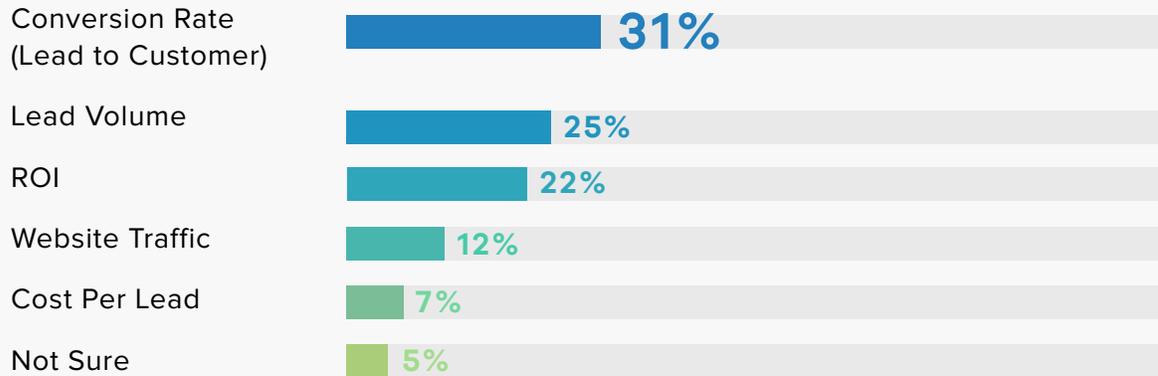
*Respondents were asked to select all that apply.

Over half of marketers are planning to increase investment in paid search this year, just slightly edging out social media and marking a two-year winning streak for the advertising channel. Most channels' budget increases stayed relatively steady, except for display advertising, which saw nearly 35% YoY growth. If they're not already doing so, marketers should consider testing or revisiting display in 2017.

B2B MARKETING MEASUREMENT



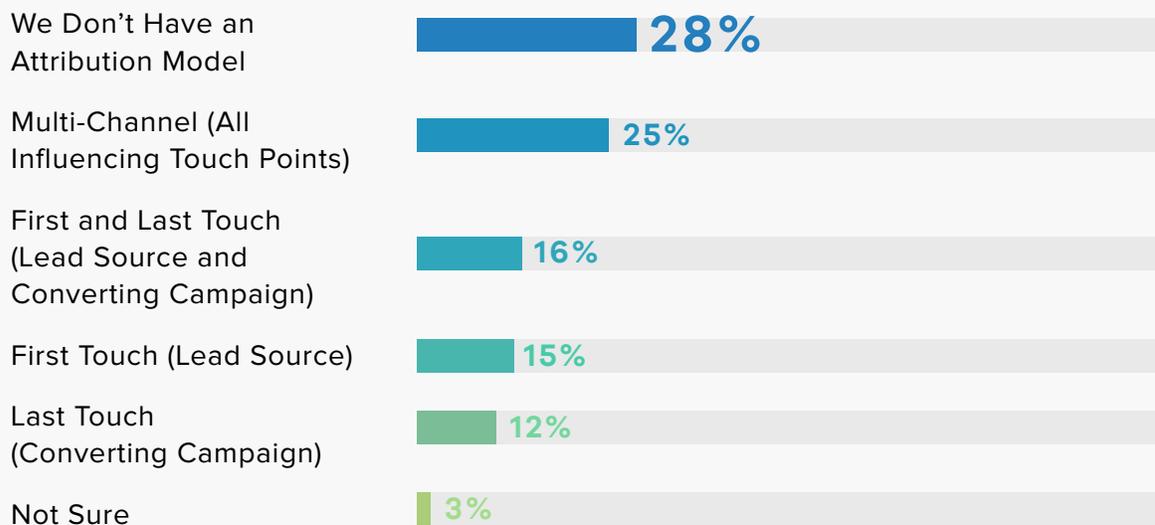
WHAT IS THE #1 METRIC YOU USE TO MEASURE DIGITAL MARKETING PERFORMANCE?



“Conversion rate (from lead to customer)” takes the cake for the fourth year running. This makes sense as it ties to B2B marketers’ top goal: Delivering quality leads. “ROI” made the biggest leap with a 77% increase from 2016. Another positive sign of marketers’ improved ability to measure ROI? “Website traffic” as a top performance metric saw a decline of 40% YoY. While website traffic is an important leading indicator of digital marketing success, it doesn’t come close to demonstrating digital’s impact on revenue.

QUESTION 7

WHICH OF THE FOLLOWING ATTRIBUTION MODELS DO YOU USE TO MEASURE DIGITAL MARKETING ROI?



Yes, the largest portion of B2B respondents (28%) still lack an attribution model. However, our numbers show a 20% improvement from last year, where over one-third (35%) of B2B marketers had no attribution model at all. The other good news is the most advanced attribution model, multi-channel, comes in at a close second this year with 25%. This creates an interesting dichotomy where most marketers, a combined 53%, are nearly split between having the most advanced attribution model and none at all.

EVALUATING *the* MODERN MARKETING MIX

QUESTION

8

WHICH OF THE FOLLOWING CHANNELS ARE A PART OF YOUR DIGITAL MARKETING MIX?



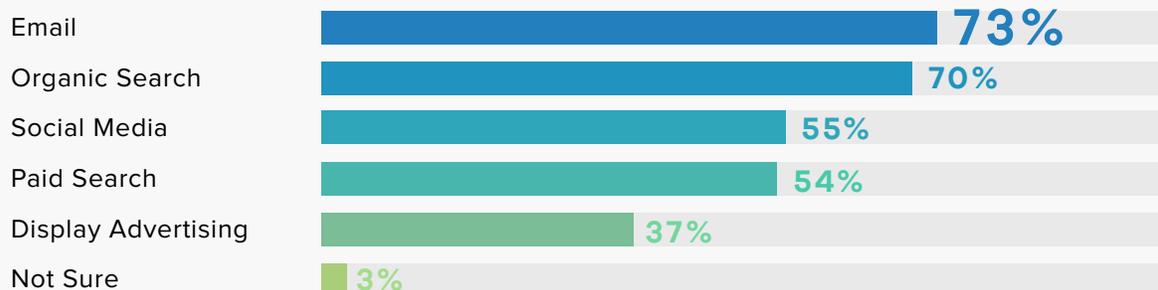
*Respondents were asked to select all that apply.

Social media scoots ahead of email this year as the most used digital marketing channel. While the majority of marketers employ all five channels, social media, email, and organic search are nearly ubiquitous with each topping 90%. Perhaps most notably, use of paid search and display advertising increased 11% and 17% YoY, respectively.

QUESTION

9

WHICH OF THE FOLLOWING CHANNELS DRIVE LEADS FOR YOU?



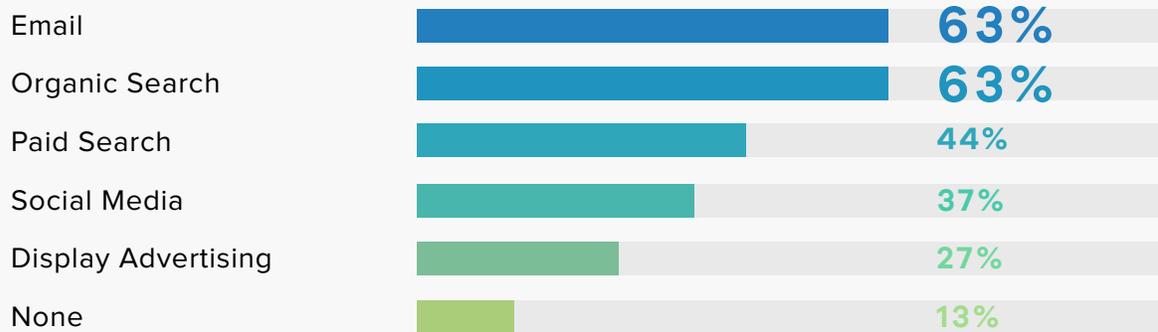
*Respondents were asked to select all that apply.

Email and organic once again command the top two spots of lead generation effectiveness by channel for the second straight year. Also, social media squeaks past paid search for the first time.

10

QUESTION

WHICH OF THE FOLLOWING CHANNELS DRIVE REVENUE FOR YOU?



**Respondents were asked to select all that apply.*

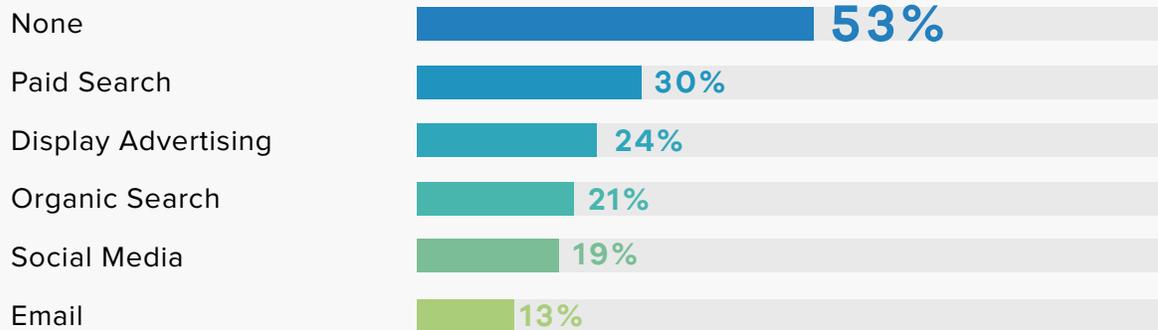
63% of B2B marketers say organic search drives revenue, tying email at the top spot for the first time. We can surmise a couple factors playing a role in the rise of SEO-driven revenue. First, as it's been historically tough to prove the ROI of organic search, the perceived value of the channel is inherently increasing as marketers improve their ability to measure ROI. Second, SEO is now a far cry from being the new kid on the block. B2B marketers have become more adept at leveraging SEO to drive leads and sales as the channel has moved from an emerging trend to digital marketing staple over the years.

Also of note is the disparity between how many marketers use social media (95%) versus paid search (71%), and how many marketers find resulting revenue for each channel, 37% and 44%, respectively. Considering paid search is the top channel for which marketers outsource agency help (please see question 11), it may be fair to assume B2B marketers are less comfortable managing paid search campaigns.

INVESTING IN AGENCIES *vs.* IN-HOUSE STAFF

11 QUESTION

DO YOU HIRE AGENCY HELP FOR ANY OF THE FOLLOWING CHANNELS?

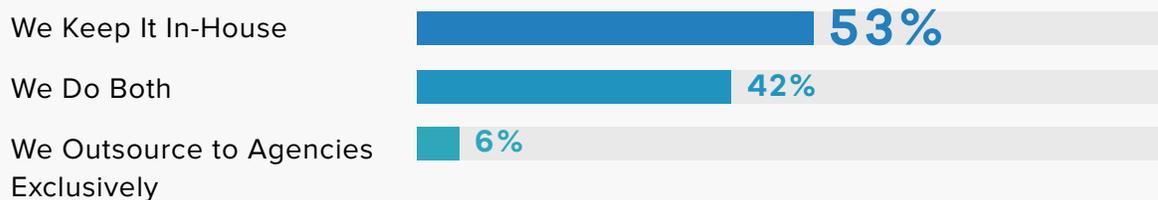


**Respondents were asked to select all that apply.*

When asked if their companies hire agency help for digital marketing, B2B marketers are nearly split. 47% of B2B marketers outsource at least part of their digital marketing strategy to an agency, while 53% do not. Of those that do, a combined 54% enlist agency help for paid media (paid search and display advertising).

12 QUESTION

DOES YOUR INTERNAL TEAM CREATE ALL DIGITAL MARKETING CONTENT, OR DO YOU HIRE AGENCY HELP?

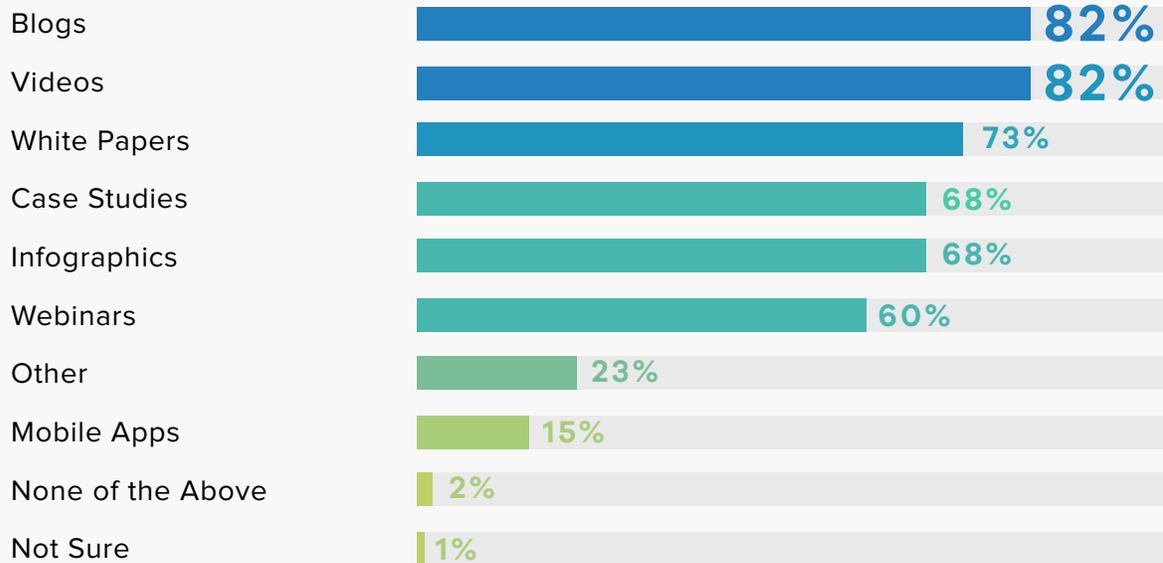


When it comes to content creation, most marketers (53%) stick with in-house teams. Still, a significant portion (42%) use a mix of both agency and in-house content sources. Overall, a total of 48%, nearly half, of B2B marketers invest in agency-created content.

RANKING *the* TOP B2B CONTENT MARKETING TACTICS

QUESTION 13

WHICH OF THE FOLLOWING CONTENT TYPES DO YOU PRODUCE?



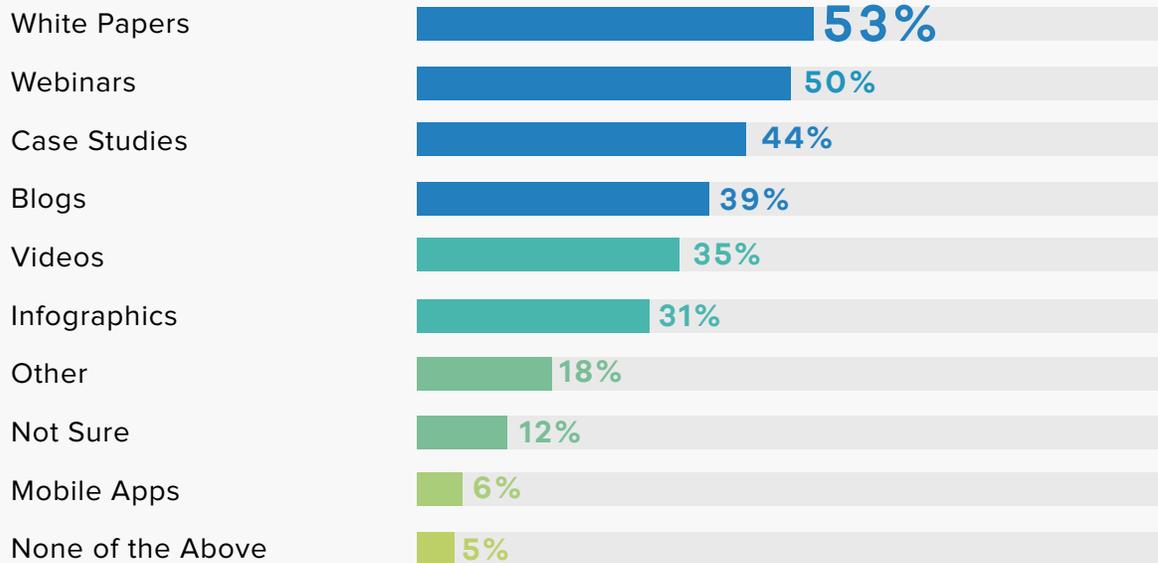
**Respondents were asked to select all that apply.*

Blogs and videos tie as the most-used content types, while white papers pull ahead of case studies to take second this year. Given the cost differential in producing blogs versus videos, it's interesting to see these two share the throne.

14

QUESTION

WHICH OF THE FOLLOWING CONTENT TYPES DRIVE LEADS FOR YOU?



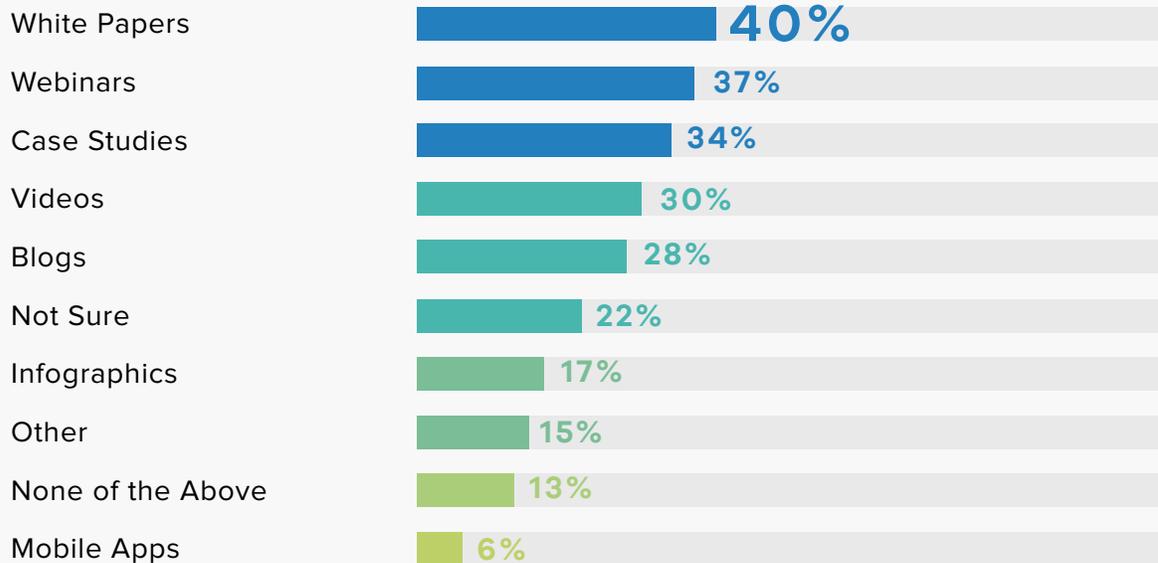
**Respondents were asked to select all that apply.*

The hierarchy for each content type's lead-generation effectiveness remained steady year-over-year. While there were no huge upsets, blogs, videos, and infographics all made notable progress, boasting more than 20% growth since last year.

15

QUESTION

WHICH OF THE FOLLOWING CONTENT TYPES DRIVE REVENUE FOR YOU?



**Respondents were asked to select all that apply.*

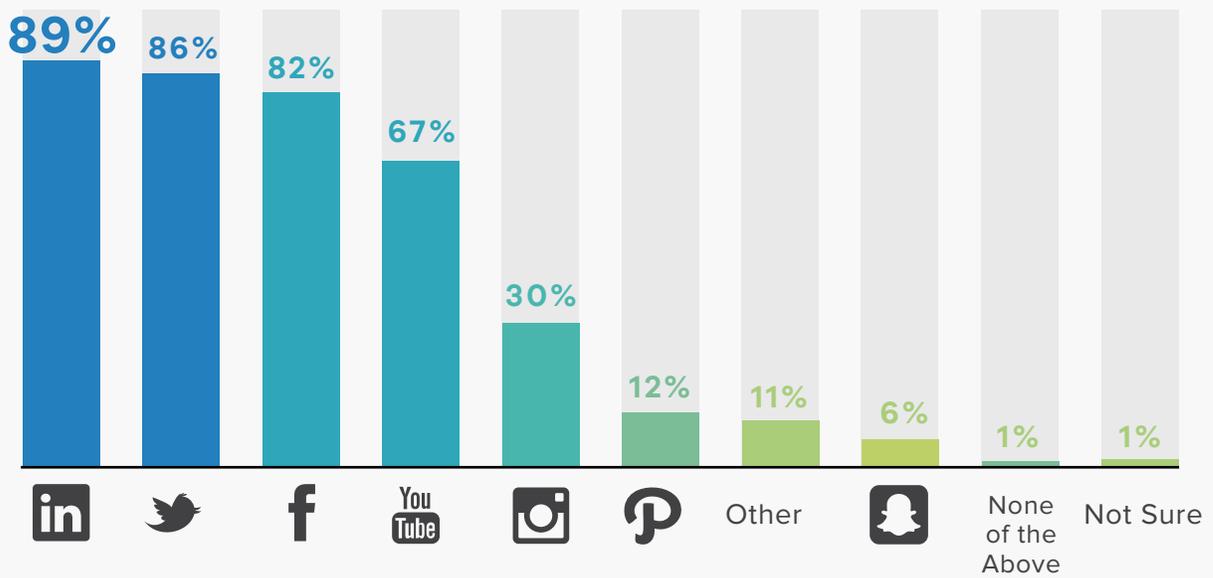
When we look at content marketing success in terms of revenue, things shake up a bit. White papers displaced webinars this year as the top revenue driver for B2B marketers. We saw 42% fewer respondents pick “not sure” compared to last year, again indicating a marked improvement in ability to measure content marketing ROI.

That being said, it’s also important to note B2B marketers still have a long way to go in terms of optimizing their content strategy for revenue. Even though 82% of marketers participate in at least one form of content marketing, only 40% or less can attribute revenue to any given content type.

HOW B2B MARKETERS GET SOCIAL

16 QUESTION

WHICH OF THE FOLLOWING SOCIAL MEDIA CHANNELS ARE A PART OF YOUR DIGITAL MARKETING MIX?

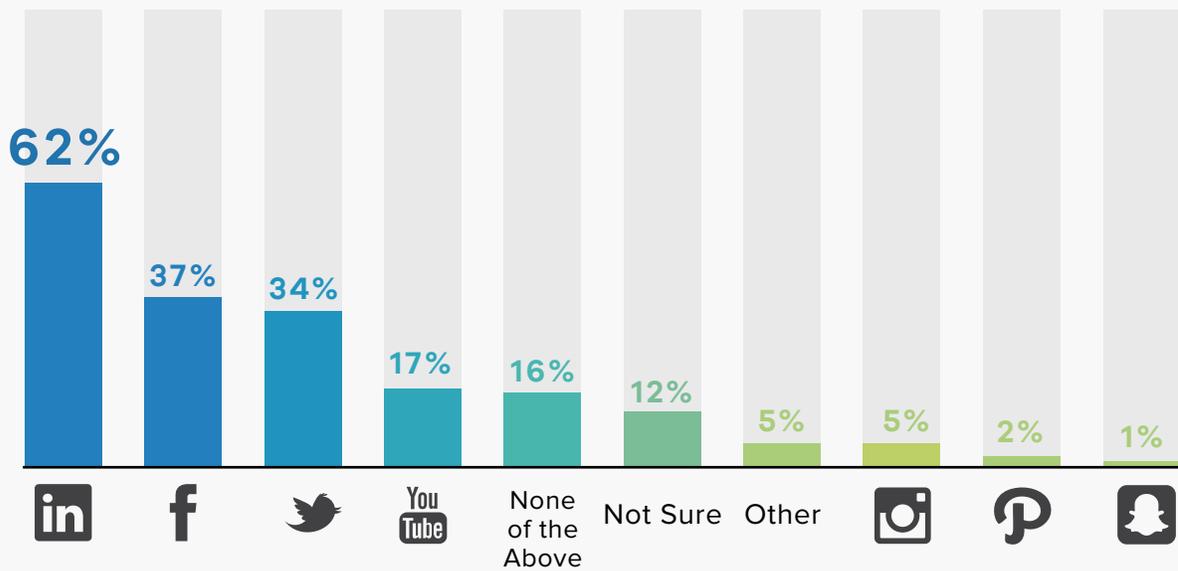


*Respondents were asked to select all that apply.

LinkedIn maintains its spot as the leading social channel for B2B marketers. Twitter and Facebook place a close second and third, respectively. Surprisingly, Instagram participation doubled from last year, as 30% of B2B marketers now include the platform as part of their digital marketing mix.

17
QUESTION

WHICH OF THE FOLLOWING SOCIAL MEDIA CHANNELS GENERATE LEADS FOR YOU?



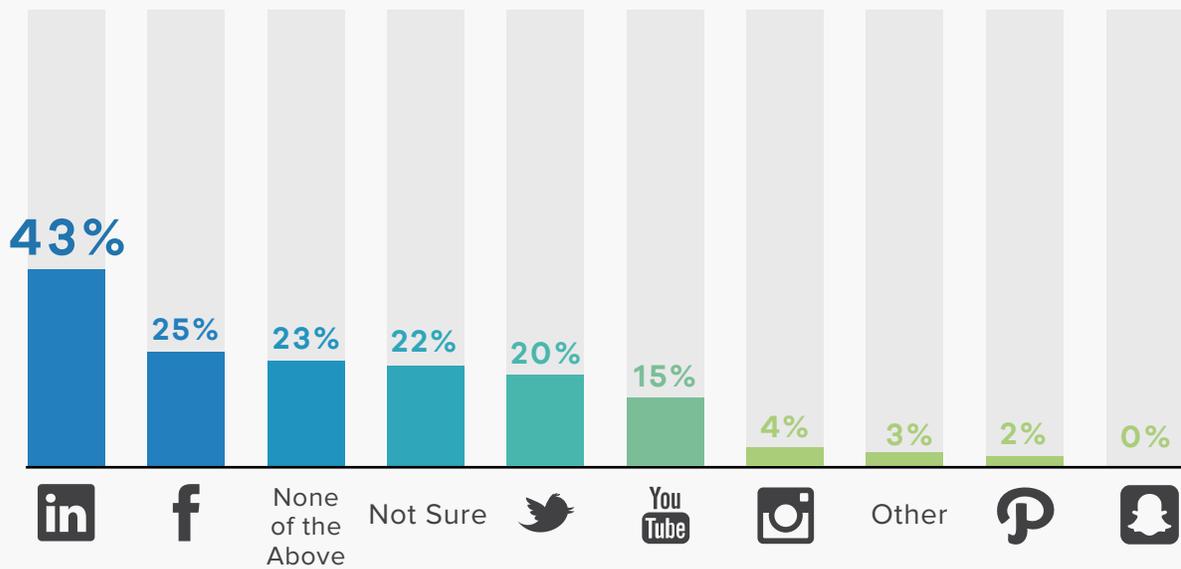
**Respondents were asked to select all that apply.*

LinkedIn wins top billing as the number one social network for lead generation. Facebook narrowly pulled ahead of Twitter for second place, with 37% of marketers seeing lead generation success. And although 30% of marketers use Instagram, a modest 5% have gained leads from the social channel.

This chart is also further evidence of B2B marketers' leap in measurement ability as more marketers are able to pinpoint the source of their social media leads: only 12% said "not sure" this year, versus 33% 12 months ago.

18
QUESTION

WHICH OF THE FOLLOWING SOCIAL MEDIA CHANNELS HAVE GENERATED REVENUE FOR YOU?

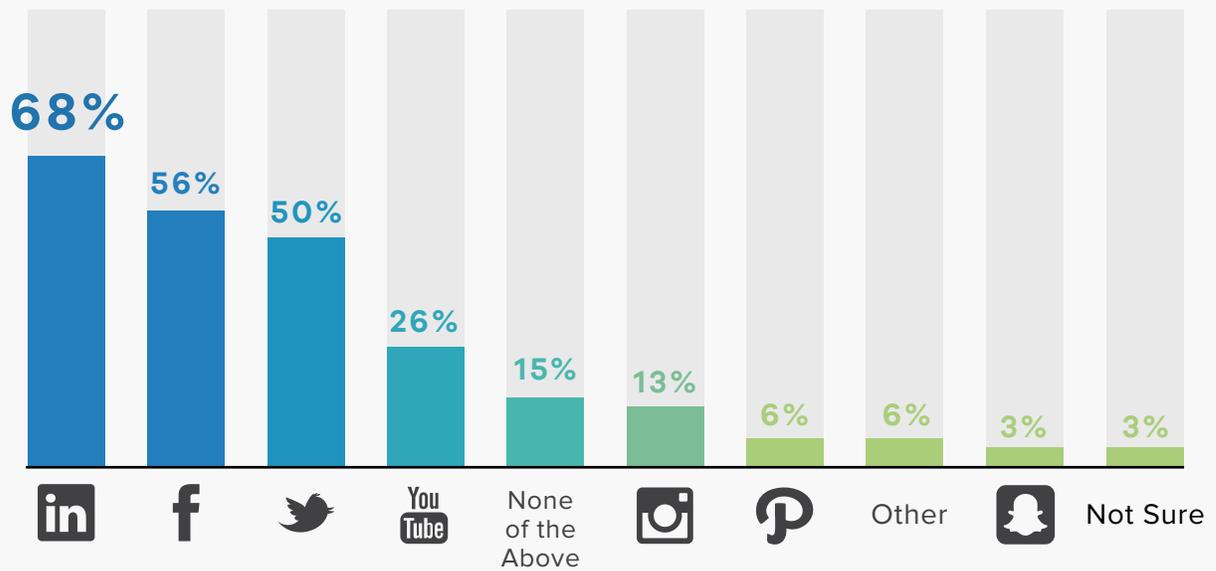


**Respondents were asked to select all that apply.*

LinkedIn is raking in the dough for B2B marketers, as 43% have attributed sales to the social channel this year. Facebook leapt to second place with about a quarter of B2B marketers reporting success in terms of revenue this year, a 150% increase YoY. Once again we see “not sure” take a tumble to 22%, a significant drop compared to last year’s 57%.

QUESTION
19

WHICH OF THE FOLLOWING SOCIAL MEDIA CHANNELS ARE A PART OF YOUR ADVERTISING STRATEGY?



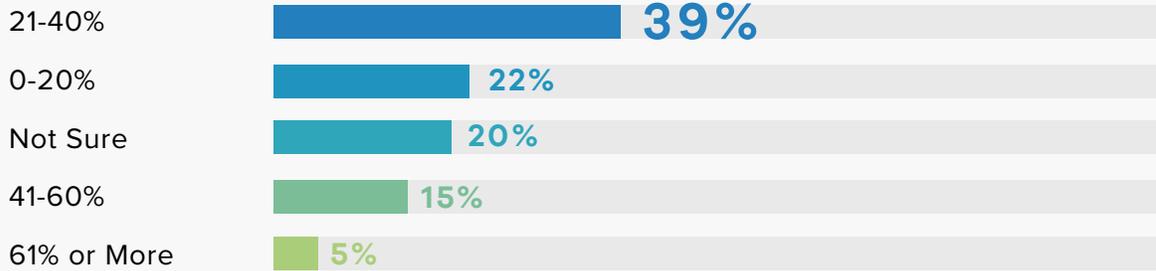
**Respondents were asked to select all that apply.*

Unsurprisingly, LinkedIn commands the lead for B2B social advertising for the second year in a row. This makes sense as the channel dominates for both leads and revenue. Meanwhile, the overall percentage of B2B marketers engaged in social advertising has remained relatively steady for each channel, YoY.

CHECKING IN ON *the* STATE OF MOBILE

20 QUESTION

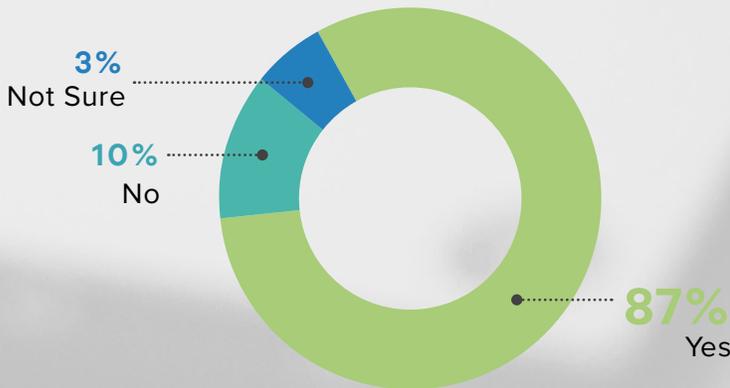
WHAT PERCENTAGE OF YOUR TRAFFIC COMES FROM MOBILE?



Nearly 40% of B2B marketers see 21-40% of their website traffic come from mobile. Last year, the largest segment of respondents (34%) saw less than 20% of their traffic arrive from mobile. Perhaps this shift in B2B mobile traffic was enough to nudge the increased investment in responsive design this year. (Please see charts 21 and 22.)

21 QUESTION

IS YOUR WEBSITE MOBILE-FRIENDLY?



An overwhelming 87% of B2B marketers now have a mobile-friendly website, marking a 53% increase from 2014.

22 QUESTION

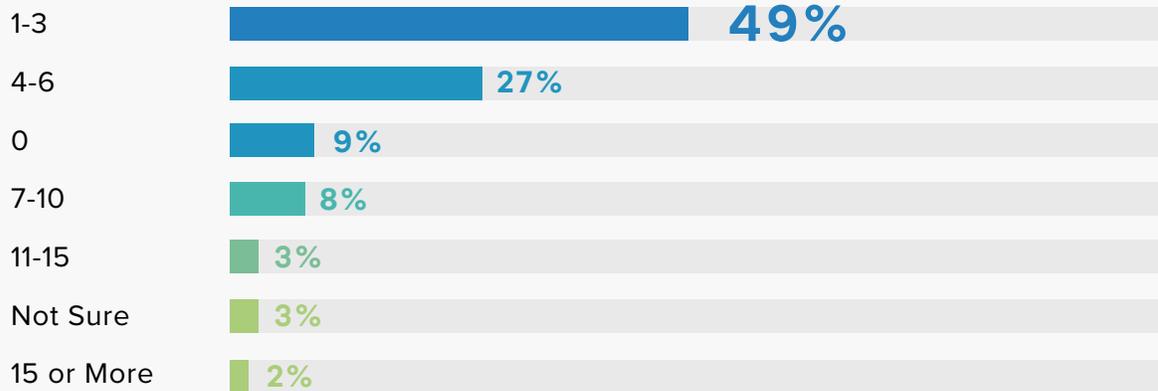
IF NOT, DO YOU PLAN ON INVESTING IN RESPONSIVE DESIGN IN 2017?



Those without mobile-friendly design are scrambling to catch up. A total of 61% of B2B marketers without a mobile-friendly site plan to invest in responsive design this year.

23 QUESTION

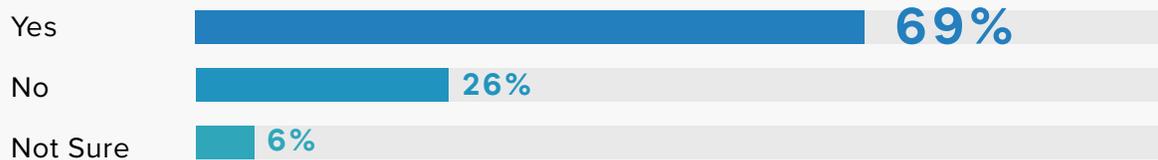
HOW MANY SOFTWARE PLATFORMS ARE A PART OF YOUR MARKETING TECH STACK?



Nearly half of B2B marketers (49%) use between one and three software platforms as part of their marketing tech stack.

24 QUESTION

DO YOU HAVE A MARKETING AUTOMATION SYSTEM IN PLACE?



For 69% of marketers, that tech stack includes a marketing automation system. Surprisingly, a combined one-third either do not have a marketing automation platform or aren't sure.

25

QUESTION

DO YOU HAVE AN EMAIL NURTURE PROGRAM FOR LEADS?

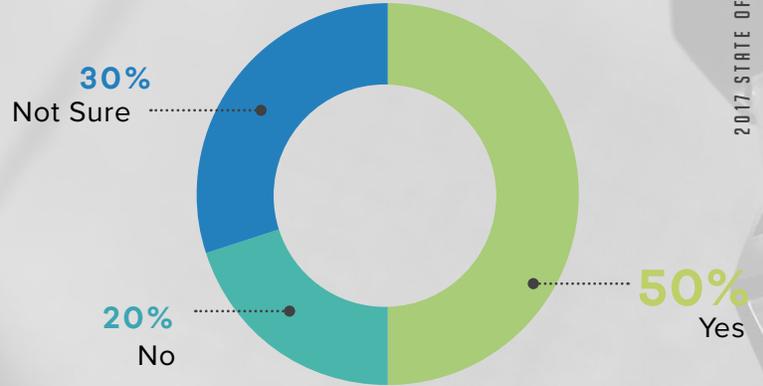


The good news is the vast majority (85%) of those with marketing automation have built an email nurture program for leads.

26

QUESTION

IF YES, DO YOU THINK YOUR EMAIL NURTURE PROGRAM IS EFFECTIVE?



Yet, only half of marketers with email nurture programs think they are effective. The remaining half is either on the fence (30%) or struggling with a less-than-effective nurture program (20%).

27

QUESTION

DO YOU USE LEAD SCORING?

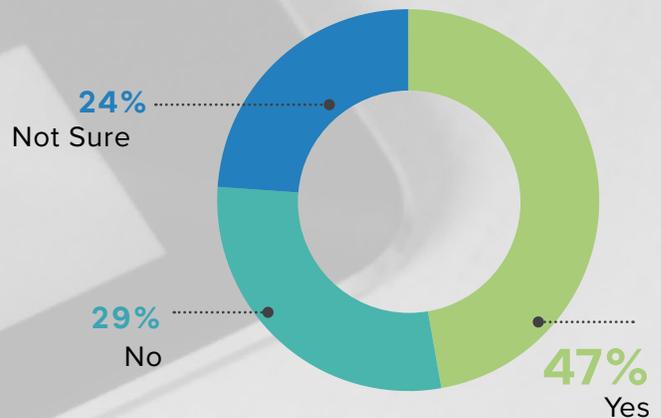


72% of those with marketing automation use lead scoring, a 41% upward swing from last year.

28

QUESTION

IF YES, DO YOU THINK YOUR CURRENT LEAD SCORING IS EFFECTIVE?

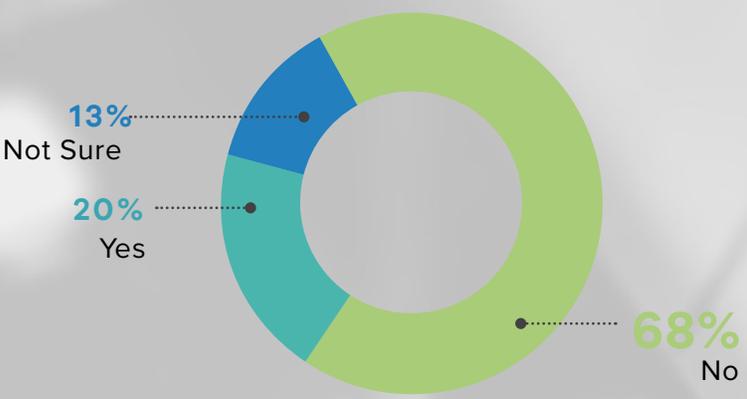


However, of those practicing lead scoring, less than half (47%) feel confident their lead scoring is effective.



29
QUESTION

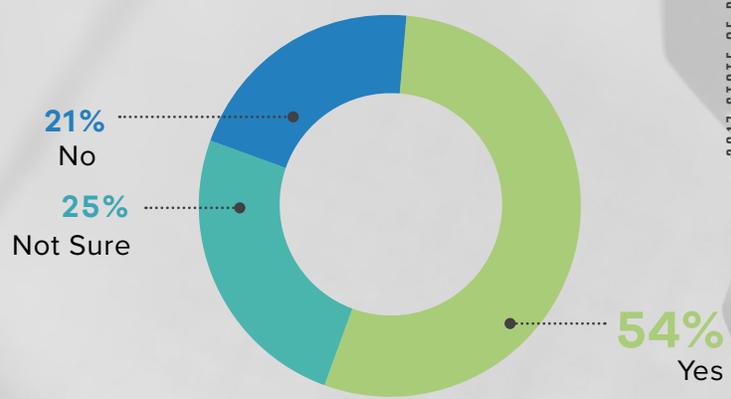
DO YOU USE PREDICTIVE LEAD SCORING?



While still an emerging facet of marketing technology, just 20% of our B2B respondents currently use predictive lead scoring.

30
QUESTION

IF YES, DO YOU THINK YOUR CURRENT PREDICTIVE LEAD SCORING IS EFFECTIVE?



A little over half (54%) of marketers feel their predictive lead scoring is effective. Not a bad vote of confidence for a relatively new player in the B2B marketing tech stack.

31
QUESTION

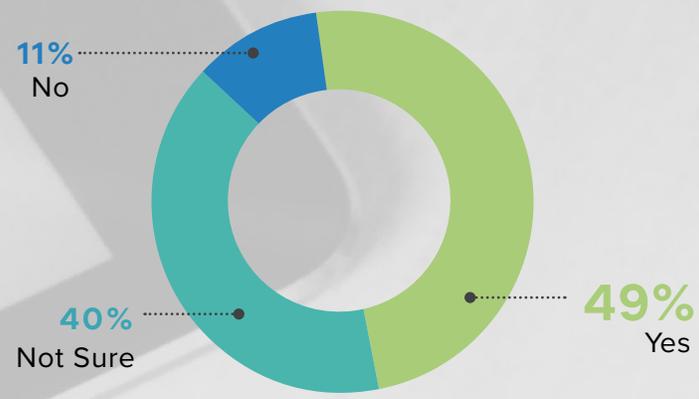
DO YOU USE WEBSITE PERSONALIZATION TECHNOLOGY?



29% of B2B marketers use website personalization.

32
QUESTION

IF YES, DO YOU THINK YOUR USE OF WEBSITE PERSONALIZATION TECHNOLOGY IS EFFECTIVE?



Just about half (49%) think their use of website personalization is effective at winning leads and revenue, while 40% are unsure. Again, not a bad scorecard for a fairly new player in marketing technology.



SALES *and* MARKETING ALIGNMENT

QUESTION 33

IN YOUR OPINION, ARE THE SALES AND MARKETING DEPARTMENTS WELL-ALIGNED AT YOUR COMPANY?



Sales-marketing alignment is in a state of relative status quo when compared to last year. 57% of B2B marketers say they are aligned with their peers in sales, 36% feel a disconnect, and 7% are still unsure.

QUESTION 34

DO YOU THINK SALES FINDS YOUR CURRENT LEAD SCORING EFFECTIVE?



As we dig deeper, confidence wanes. Recapping the results for question #28, 47% of marketers viewed their lead scoring as effective. Here, when asked if their sales counterparts felt the same way, just 35% answered in the affirmative.

35
QUESTION

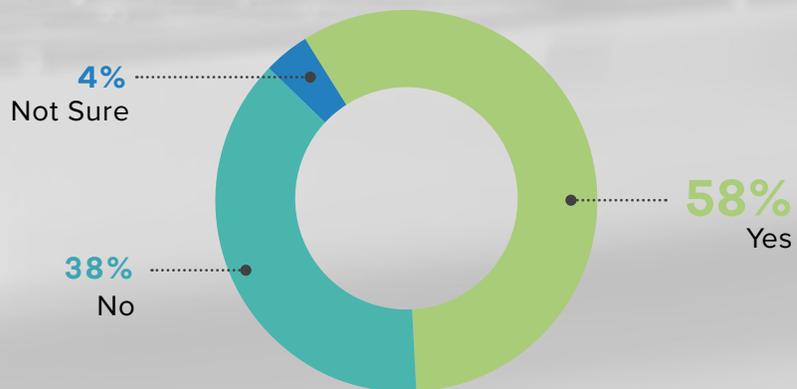
IN YOUR OPINION, DOES YOUR TEAM HAVE WELL-DEFINED CRITERIA FOR WHAT MAKES A SALES-QUALIFIED LEAD?



However, B2B marketers made strides in reconciling the definition of a sales-qualified lead. 64% of marketers feel they have well-defined criteria for sales-qualified leads, a 28% improvement from last year.

36
QUESTION

IS YOUR MARKETING TEAM RESPONSIBLE FOR A SALES-QUALIFIED LEAD GOAL?



Plus, the majority of marketers (58%) are now responsible for a sales-qualified lead goal, marking a 38% increase YoY.

37
QUESTION

IS YOUR SALES TEAM RESPONSIBLE FOR A LEAD FOLLOW UP GOAL? (FREQUENCY AND DEPTH OF FOLLOW UP FOR MARKETING-SOURCED LEADS.)

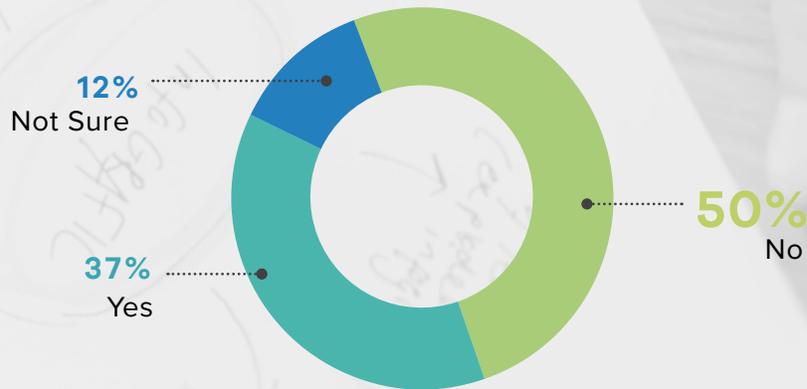


Sales teams are upholding their end of the bargain, as 62% are responsible for a lead follow-up goal, which is a 13% improvement from last year.

ACCOUNT-BASED MARKETING (ABM)

38 QUESTION

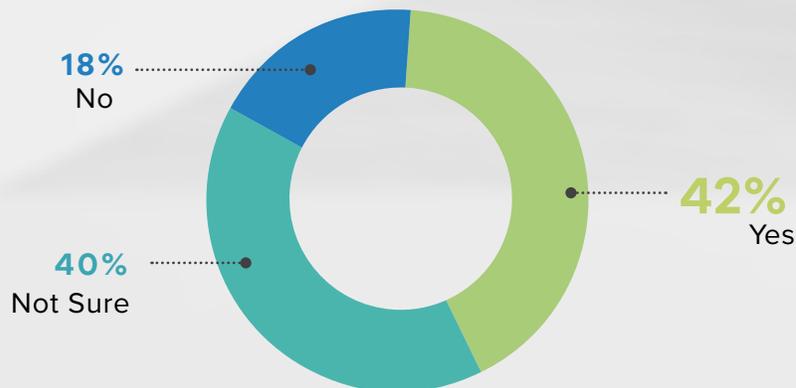
HAVE YOU EVER TRIED, OR ARE YOU CURRENTLY ENGAGED IN, ACCOUNT-BASED MARKETING (ABM)?



Just 37% of respondents have tried or currently use account-based marketing.

39 QUESTION

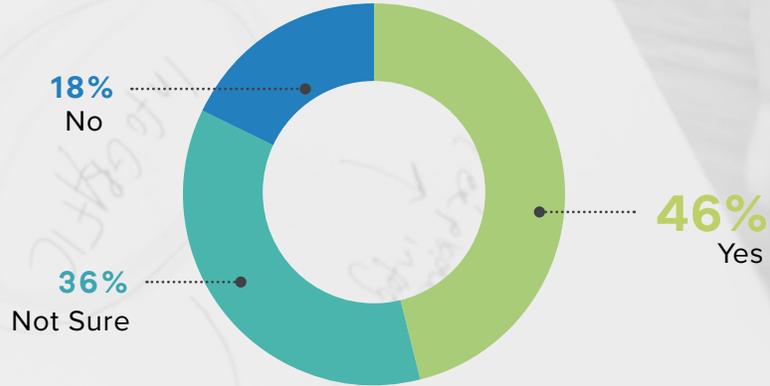
IF YES, DO YOU THINK YOUR CURRENT ACCOUNT-BASED MARKETING (ABM) STRATEGY IS EFFECTIVE?



While 42% of ABM users are finding success, an almost equal portion (40%) are unsure. Given the recent rise of ABM and the many challenges associated with measuring its ROI (lead-to-account matching, the cost of additional analytics solutions, etc.), the split in perceived value makes sense.

40
QUESTION

IF YES, HAS YOUR ABM PROGRAM GENERATED REVENUE?



Of those with ABM experience, just 46% were able to attribute revenue to their strategy. Again, as B2B marketers become more seasoned in ABM, we expect ROI measurement to increase as they acquire the techniques and technologies needed to succeed in this new venture.

CONCLUSION

Looking ahead to 2017, B2B marketers have plenty to celebrate in the new year. **FOR ONE, MARKETERS HAVE MADE SIGNIFICANT PROGRESS IN MEASURING DIGITAL ROI.** Once a mystery, tools like attribution models are finally offering clarity. Perhaps the ability to better track marketing efforts is also contributing to a fresh sense of confidence in digital, and therefore leading to larger budgets.

When it comes to how those budgets are spent, key shifts are underway. Whereas email has traditionally been the frontrunner for driving revenue, SEO has caught up, as marketers are getting a stronger handle on driving new leads and sales via organic search. **B2B MARKETERS SHOULD EXPECT AN EVEN MORE COMPETITIVE SEO BATTLEGROUND MOVING FORWARD.** Also within search, it looks like the threat of major search engines ignoring websites that aren't mobile optimized has spurred **A SIGNIFICANT UPTICK IN RESPONSIVE DESIGN**, which has seen a 53% bump since 2014.

Naturally, many challenges remain. **WHILE THE BUZZ SURROUNDING MARKETING TECHNOLOGY IS SURGING, IT'S BALANCED BY A HEALTHY DOSE OF SKEPTICISM FROM OUR SURVEY RESPONDENTS.** Of the B2B marketers using technologies like predictive lead scoring and website personalization, few had strong confidence in their current strategies. This uncertainty is mirrored in account-based marketing, which relies on savvy implementation of the aforementioned technologies. That being said, it's important to realize that as this technology is relatively new to most, we can safely assume **CONFIDENCE WILL INCREASE AS MARKETERS DEVELOP THESE SKILLS, AND THE INHERENT VALUE OF WEBSITE PERSONALIZATION, PREDICTIVE LEAD SCORING, AND ABM WILL FOLLOW.**

Elsewhere, while marketers plan on **INVESTING MORE IN PAID SEARCH** this year, just 44% have previously netted revenue from it. We'll see if that trend reverses for next year. Finally, while B2B marketers may be prolific content creators, they still have a lot to learn about **OPTIMIZING CONTENT FOR REVENUE GROWTH.** Consider that although 82% of B2B marketers participate in at least some level of content marketing, only 40% or less can attribute revenue for any given content type. This suggests many content types, including white papers, the leading revenue-driver for content, could be better optimized for a stronger return.

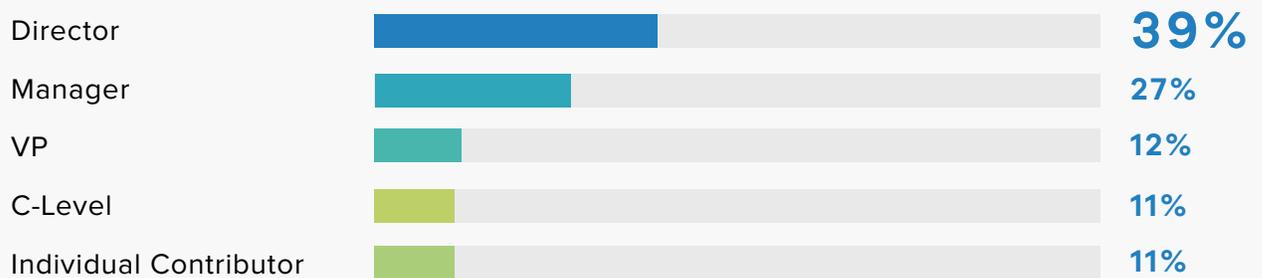
One last thing you can count on in 2017? DemandWave monitoring and shaping the latest industry trends to keep our clients and B2B marketing colleagues well positioned and informed. Stay tuned, and let us know if you need any assistance along the way. *Thank you, and cheers to the new year!*

SURVEY METHODOLOGY

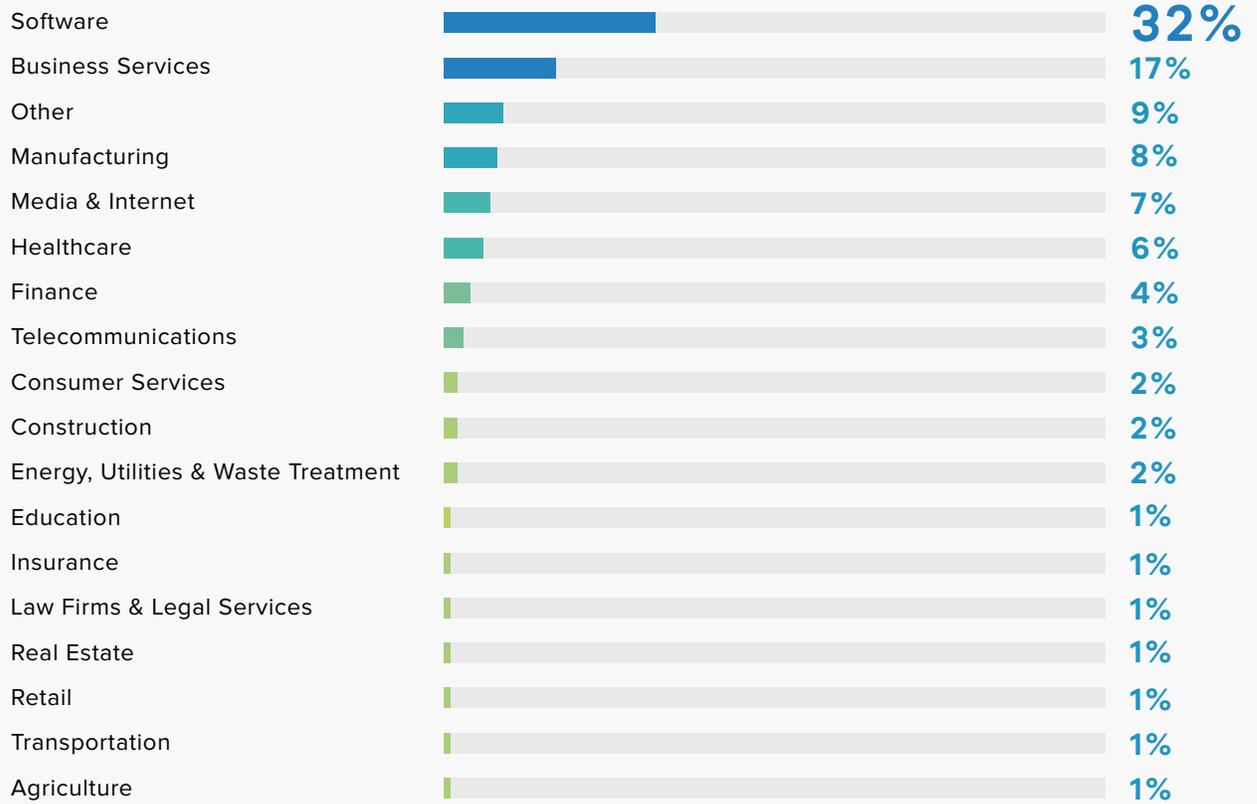
The sixth annual DemandWave State of Digital Marketing Survey was conducted online in November and December of 2016. All participants responded to an email invitation and answered questions using an online survey tool. All percentages were rounded to the nearest whole. Charts marked with an asterisk 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 179 responses from U.S. B2B marketers across a wide-range of industries.

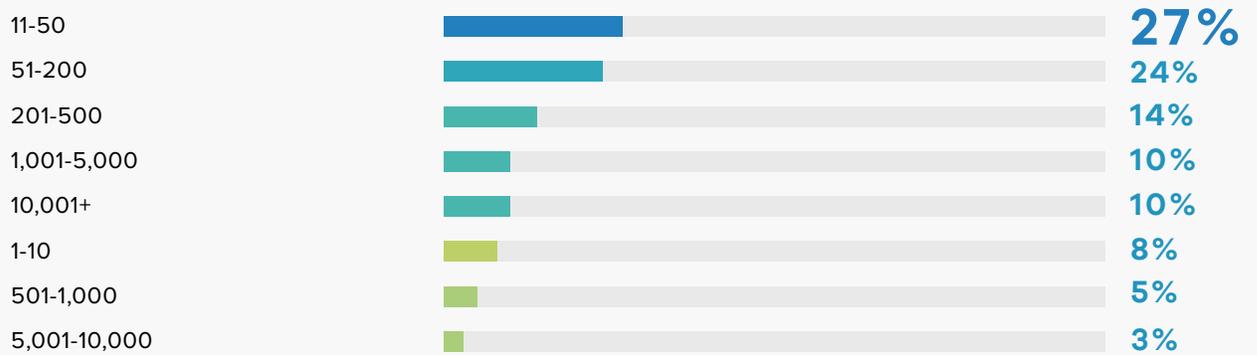
JOB LEVEL



INDUSTRY



COMPANY SIZE



ABOUT DEMANDWAVE

DemandWave is a premier B2B digital marketing agency. We help clients drive leads and revenue with our data-driven approach to SEO, SEM, Display Advertising, Content, and Account-Based Marketing. Located in the San Francisco Bay Area, DemandWave develops and drives impactful digital marketing strategies for B2B clients ranging from fast-growth startups to Fortune 100 brands.

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Sign up for a *free* digital marketing consultation.

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

SIGN UP TO TALK WITH OUR TEAM TODAY!

