



DIGITAL MARKETING

THE STATS

2021



MY COMMENTS

Listen I get it, it's hard to "change" old habits and old ways but I'm telling you this I know:

- You're in business to make money
- You need revenues generated by customers
- You need to attract those customers to you

How do you attract customers? You use marketing techniques.

What's the primary method for 2021? DIGITAL Marketing. If they can't find you online, you kind of don't exist... I know that sounds crazy but it's true.

When you need something or looking for something don't you go to your phone or computer and do a search? We all do!

You can't sit there waiting for your customers to "show up". Your customers are online. Your competitors are online.

At the chamber THIS is our focus. We're changing what we do and we're going to constantly find ways, strategies, information and new techniques to get us all "out there, online".

PRESIDENT/CEO
THE MANSFIELD AREA CHAMBER OF COMMERCE



Digital Marketing Statistics

- 63% of [marketers](#) say their biggest content challenge is driving traffic and generating leads.
- 36% of marketers are [attempting to integrate](#) traditional and digital marketing efforts.
- 82% of [marketers](#) who regularly blog see positive ROI from inbound marketing in general.
- Businesses will spend \$110 billion on digital advertising by 2020 (Source: EMarketer)
- Traditional marketing generates [50% fewer interactions](#) with customers than digital marketing.
- [70% of marketers](#) lack an integrated content strategy.
- Web traffic is among the [top two](#) most-common measurements of success for content marketing strategies.
- In 2019, [59% of non-video](#) marketers surveyed said they expected to start using video as a marketing tool in 2020.

Digital Marketing & Paid Search Statistics

- 93% of [online interactions](#) start with a search engine.
- [90% of people](#) haven't made their mind up about a brand before a search.
- 95% of search [traffic](#) goes to the first page of search results.
- 67% of clicks go to the [first 5 search engine](#) results.
- The number one search result in Google's organic search results has an [average CTR of 31.7%](#).
- Google is responsible for [67% of smartphone search](#) traffic and 94% of organic traffic.
- Google sees an average of [84,000+ searches](#) every second of the day.
- 95.88% of Google searches are [four words](#) or more.
- Only [7% of searchers](#) go to the 3rd page of results.

Digital Marketing & SEO Statistics

- 61% of [marketers agree](#) that improving SEO and growing organic presence is their top inbound marketing priority.
- [\\$497.16](#) is what the average U.S. business spends on [SEO services each month](#).
- 53% of businesses that [spend more than \\$500](#) per month on SEO services rate themselves as "extremely satisfied" compared to businesses that spend less than \$500 per month.
- [70-80% of search engine users](#) only focus on organic results.
- [72% of marketers](#) have agreed that relevancy serves as a determining factor for SEO performance.
- 70-80% of [people ignore paid search](#) results, choosing to only click on organic search results.
- SEO has a [14.6% conversion rate](#) compared to 1.7% for traditional outbound methods such as cold-calling or direct mail.
- Over [64% of marketers](#) actively invest in search engine optimization.
- Google Analytics is the [top SEO tool](#) used by marketers.

Content Marketing Statistics

- The cost of content marketing is [62% less](#) than traditional methods.
- 78% of marketers say [custom content](#) is where the industry is heading.
- 70% of marketers are [actively investing](#) in content marketing.
- 72% of online marketers consider high-quality content creation as the [most efficient SEO tactic](#).
- [24% of marketers](#) plan on increasing their investment in content marketing in 2020.
- “Content Marketing Strategy” is the [most searched query](#) related to content marketing.
- [77% of companies](#) say they have a content marketing strategy.
- Nearly [40% of marketers](#) say content marketing is a very important part of their overall marketing strategy.
- [93% of B2B marketers](#) use content marketing.
- [39% of marketing budget](#) is spent on content marketing by the most effective B2B marketers.
- [58% of marketers](#) said “original written content” is the most important type of content, outdoing visuals and videos.
- B2B marketers use an [average of 13](#) content marketing tactics.
- [72% of marketers](#) think that branded content is more effective than magazine advertisements.
- [69% of marketers](#) say content is superior to direct mail and PR.

Blogging & Content Marketing Statistics

- Blogs are among the [primary three](#) forms of media used in content strategies today.
- Companies that have a blog get [55% more](#) web traffic.
- Marketers who prioritize blogging are [13x more likely](#) to achieve a positive ROI from their efforts.
- [57% of businesses](#) have acquired a customer through their company blog.
- Up to [81% of marketers](#) plan to increase their use of original written content.

- According to LinkedIn, the [top 3](#) content marketing tactics are blogging (53%), social media (64%), and case studies (64%).
- Companies that blog receive 97% more links to their website (Original source: Hubspot State of Inbound Marketing, 2014).
- [18% of marketers](#) choose WordPress as their website content management system.

Backlinks & Content

- Infographics have [three times](#) as many shares and likes than all types of content.
- Long content receives an average of [77.2%](#) more backlinks than short articles.

Managing a Content Marketing Strategy

- [78% of companies](#) have a team of one-to-three content specialists.
- [25% of marketers](#) do not outsource their content creation. 45% of content creation is done on an ad-hoc basis.
- [42% of companies](#) have a designated content strategist executive to ensure all content is meeting branding expectations and being released at the right time.

Content Marketing, Lead Generation & ROI

- [72% of companies](#) attribute their success to keeping tabs on their content marketing ROI.
- About [49% of marketers](#) are learning to drive content to align with the buyer's journey.
- [72% of marketers](#) improve their engagement through content marketing.
- [53% of marketers](#) use interactive content for lead generation.
- 47% of buyers viewed at least [3 to 5](#) pieces of content before deciding to speak with a sales rep.
- [62% of buyers](#) say they can make a purchase selection based on digital content.
- Year-over-year growth in unique site traffic is [7.8 times higher](#) for content marketing leaders compared to followers (19.7% versus 2.5%).
- Only [30% of marketers](#) say their content strategy is effective.
- Strategic landing pages help 68% of B2B businesses acquire new leads (Original source: Marketo, 2018).

- More than ¼ of the top-performing marketers allocate more than 10% of their working media budget on measurement and analytics.

PPC & Digital Marketing Statistics

- [91%](#) of smartphone owners made a purchase after seeing a relevant ad.
- Small businesses using Google Ads spend [\\$9,000 – \\$10,000](#) monthly.
- For [every \\$1 spent](#) on the Google Ads platform, brands make up to \$2 on average.
- [33% of users](#) click on a [paid search](#) ad.
- Businesses have improved brand lift by [31%](#) with digital advertising.
- Digital [ad spending worldwide](#) will grow from 39.7% of total media ad spend in 2017 to 53.9% in 2022.
- Marketers and advertisers are putting [13.5% of their budget](#) into mobile ads.
- [Mobile ad spend](#) exceeded \$190 billion in 2019 on a worldwide scale. It's projected to hit more than 280 billion dollars by 2022.
- In 2020, the number of people using [ad-blocking](#) technology on mobile browsers has surged to 527 million, an increase of 64% over the last three years.

Social Media & Digital Marketing

- Top-performing [social](#) content: video, images, offers/promotions, articles, reviews, infographics.
- [Branded content](#) on social media is twice as likely to interest millennials than those who are aged between 55 and 64.
- [91%](#) of social media content is being accessed via mobile device.
- [94%](#) of marketers use social media for content distribution.
- [89%](#) of marketers claim that the ROI they get from influencer marketing is almost the same if not higher than that from other platforms.
- The most common content marketing delivery mechanism is social media, used by [87%](#) of marketers.
- B2B companies utilize LinkedIn [94% of the time](#) and Twitter at 87% of the time.
- Visual [assets](#) are the single biggest content contributor when it came to social media in 2017.

- People are access [69%](#) of their media on their smartphones.
- It's estimated that people will spend a collective [3.8 trillion hours](#) using the mobile internet this year, rising to 4.5 trillion hours in 2021.

Facebook

- The number of marketers who say [Facebook](#) is “critical” or “important” to their business has increased 83% in just 2 years.

Instagram

- As of April of 2020, [29%](#) of adults between 18 and 29 use Instagram.

SnapChat

- [\\$1.53 million](#) was spent on SnapChat ads in 2019.
- In [2021](#), SnapChat's estimated net advertising revenues are projected to reach \$2.62 billion.

Twitter marketing

- [81%](#) of millennials check Twitter at least once a day.
- Twitter receives [two billion](#) search queries each day, on average.
- Twitter captures [32%](#) of internet users with college degrees.
- Twitter [users](#) are also more likely to make above-average incomes.

Email Marketing Statistics

- The number of emails sent and received per day is expected to rise to [333 billion](#) in 2022.
- Marketers have witnessed an increase of [760%](#) in email revenue from segmented campaigns.
- Email marketing has a [4400%](#) ROI.
- The [average return](#) for every dollar invested in email marketing is \$38.
- [72%](#) of consumers prefer their marketing communication to be via email over other channels.

WHY DIGITAL MARKETING?

COST EFFICIENT

BROADCAST YOUR BUSINESS

BETTER CONVERSION RATES

MONITOR & MEASURE

TARGET SPECIFIC AUDIENCE

ENDORSED BY FOLLOWERS

HIGHER REVENUES

EARN TRUST & BUILD BRAND REPUTATION

INCREASED CUSTOMER RETENTION

REAL TIME DATA RULES THE MARKET

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