

2014 State of Inbound Marketing

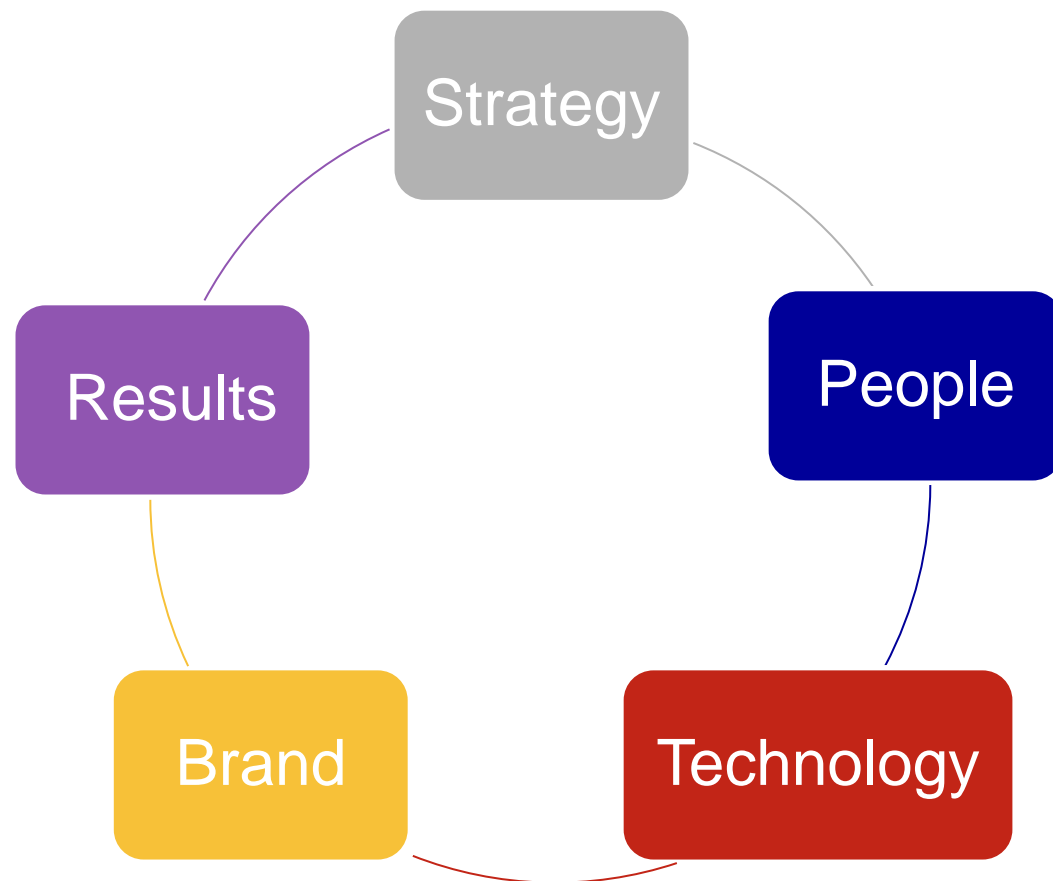
Elements of Success

NowSpeed Marketing Survey Results

Elements of Success

In order to be successful with Inbound Marketing, you need to master 5 critical elements of your organization.

Nowspeed surveyed organizations to determine how successful they were in each of these areas in order to allow companies to compare themselves to their peers and improve their results.



Inbound Marketing Programs

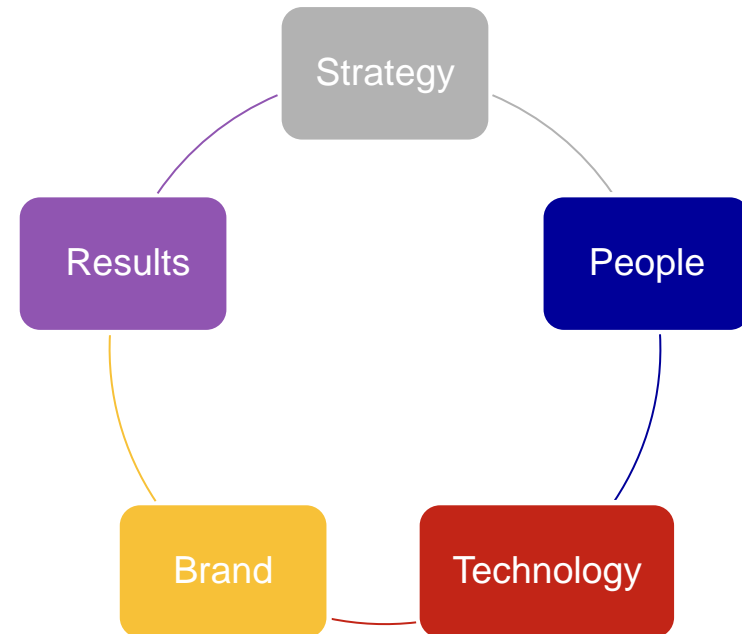
The following report provides the survey results and highlight the areas that were strongest and weakest in each of the following areas of inbound marketing.

- Website
- Organic Search Engine Optimization
- Digital advertising and Paid Search Advertising
- Email Marketing
- Marketing Automation
- Social Media Marketing
- Mobile Marketing

Strategy

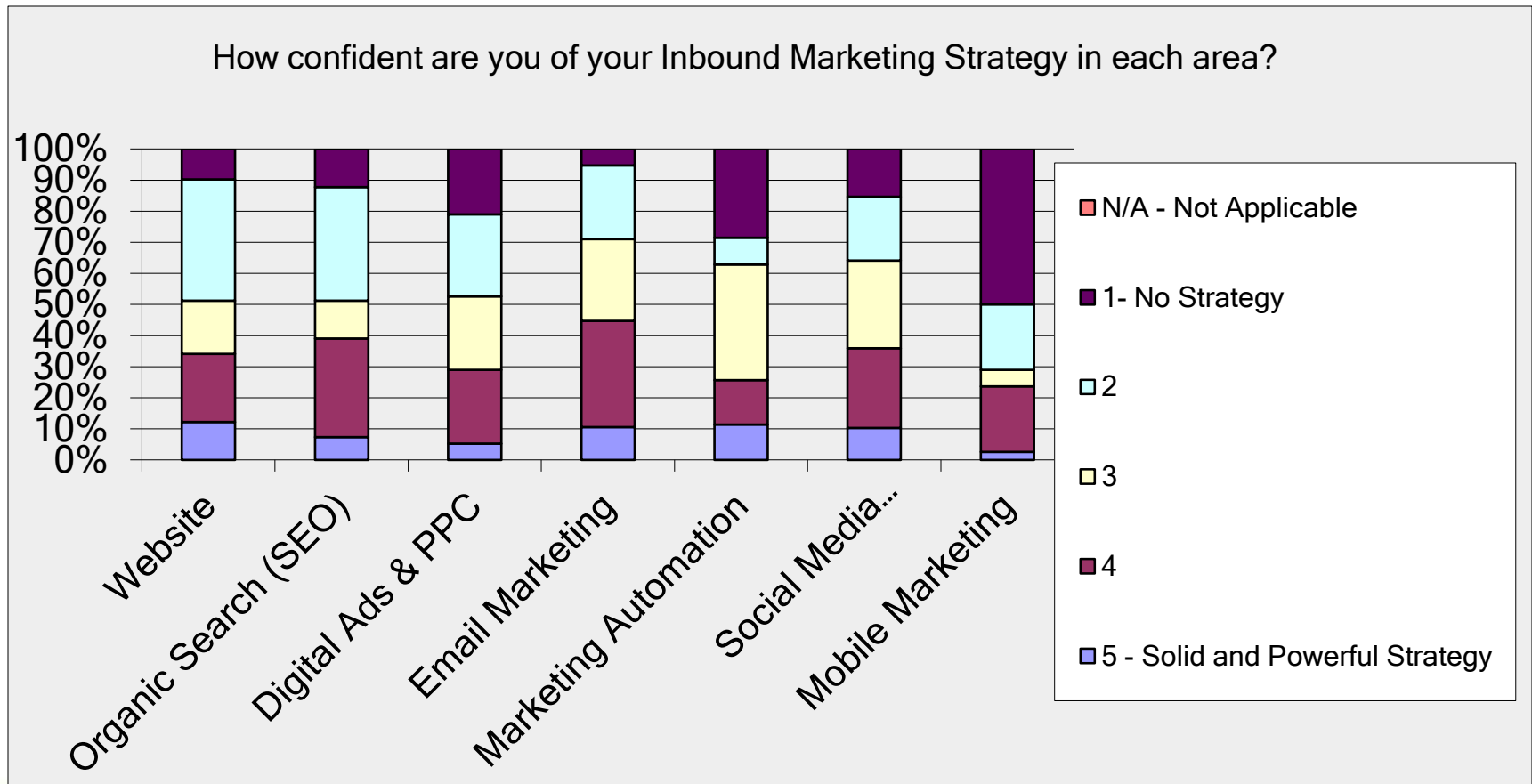
A solid strategy means that there is clear understanding of the goals of the program, and that there is strong alignment with the resources, people and tactics employed.

Successful inbound campaigns are fully integrated to leverage the content, offers, creative designs and messaging used by other programs. Some channels reported that they were fully integrated, while others reported very little integration.



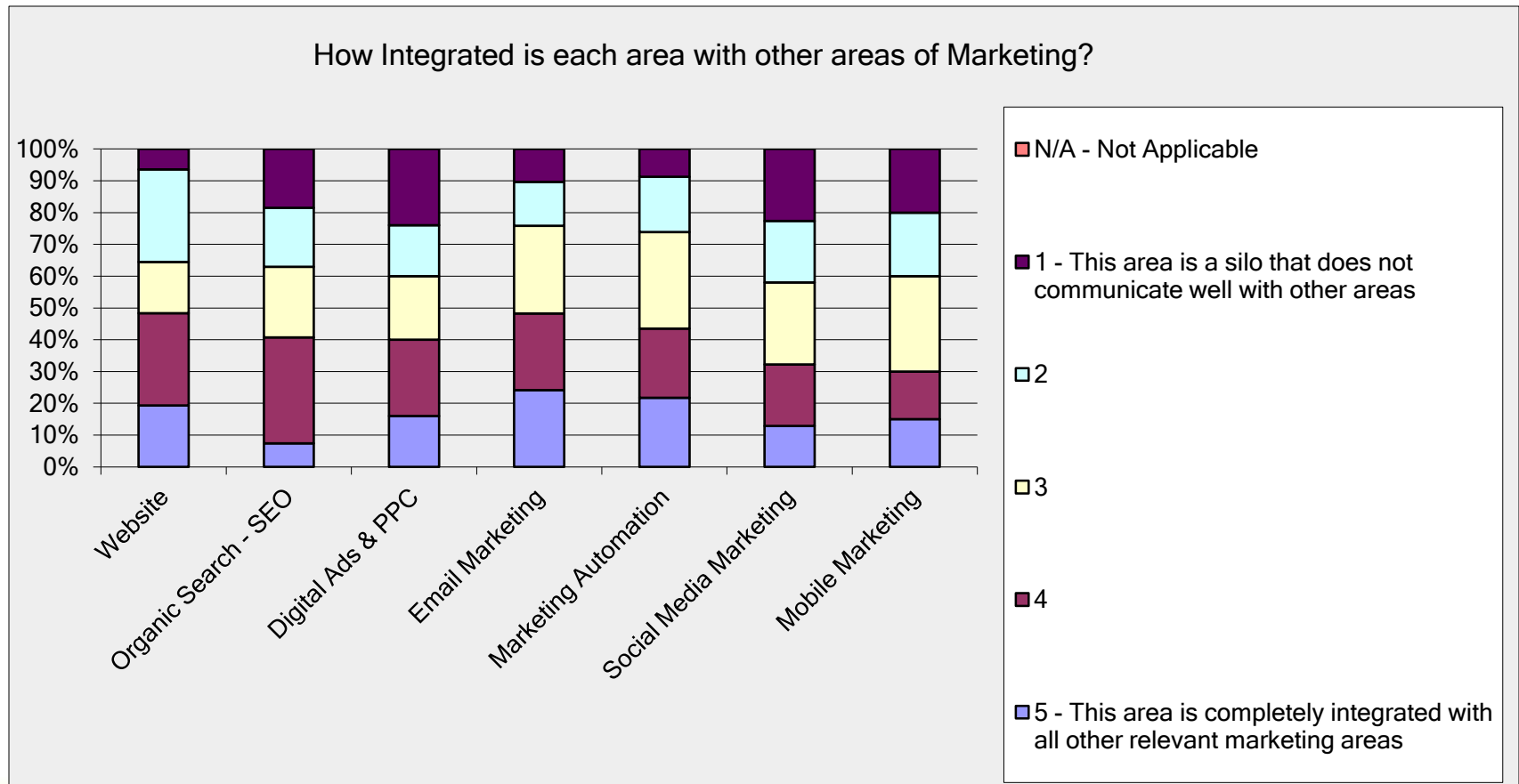
Inbound Marketing Strategy

- Email and SEO strategies were ranked the strongest.
- Mobile and Marketing Automation strategies were ranked as weakest.



Integration

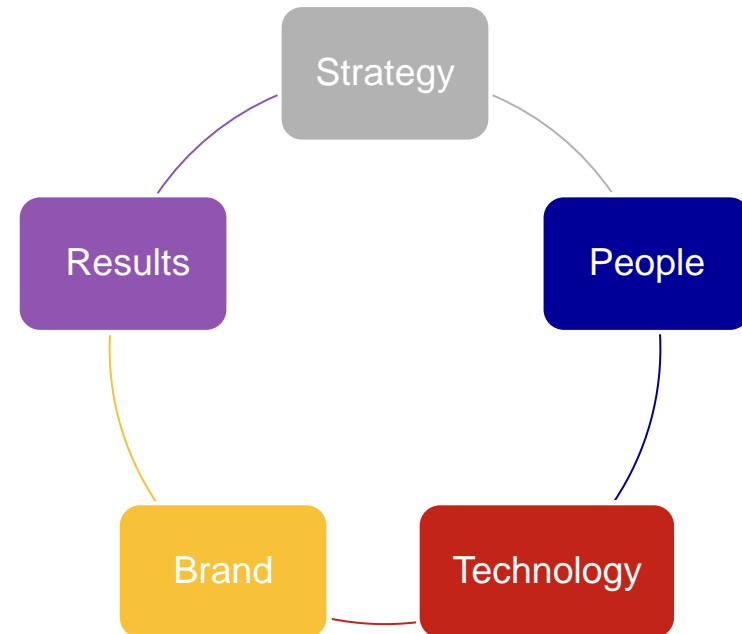
- Website and Email teams reported the highest integration with others.
- Search, Social media and mobile departments were most often reported as silos.



People

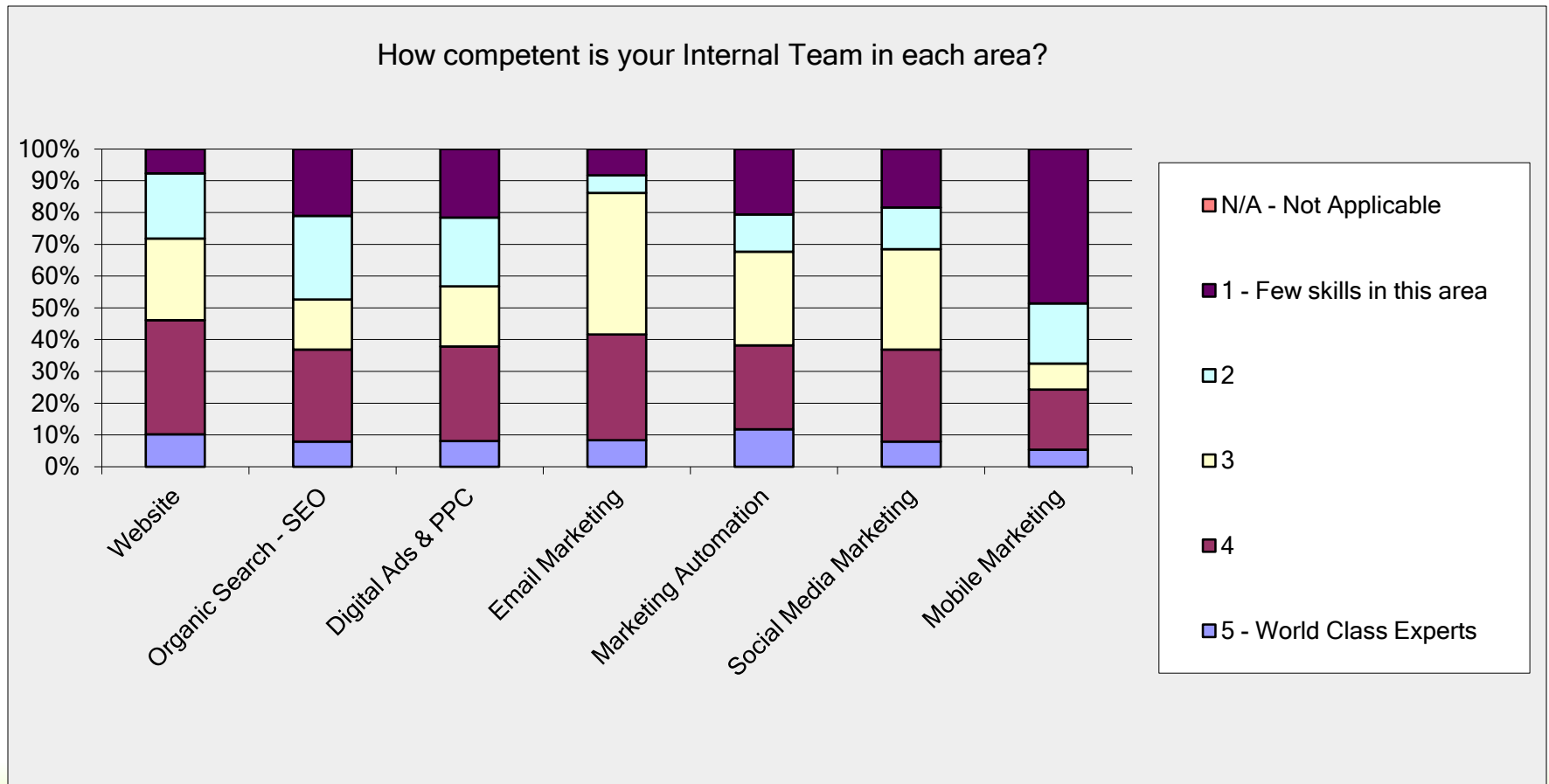
Some organizations have strong internal teams, while others tend to outsource their programs to agencies and consultants. This question highlights where organizations have decided to invest in internal skills.

An organization can be successful with a strong set of partners and vendors who have the skills necessary to manage their key programs.



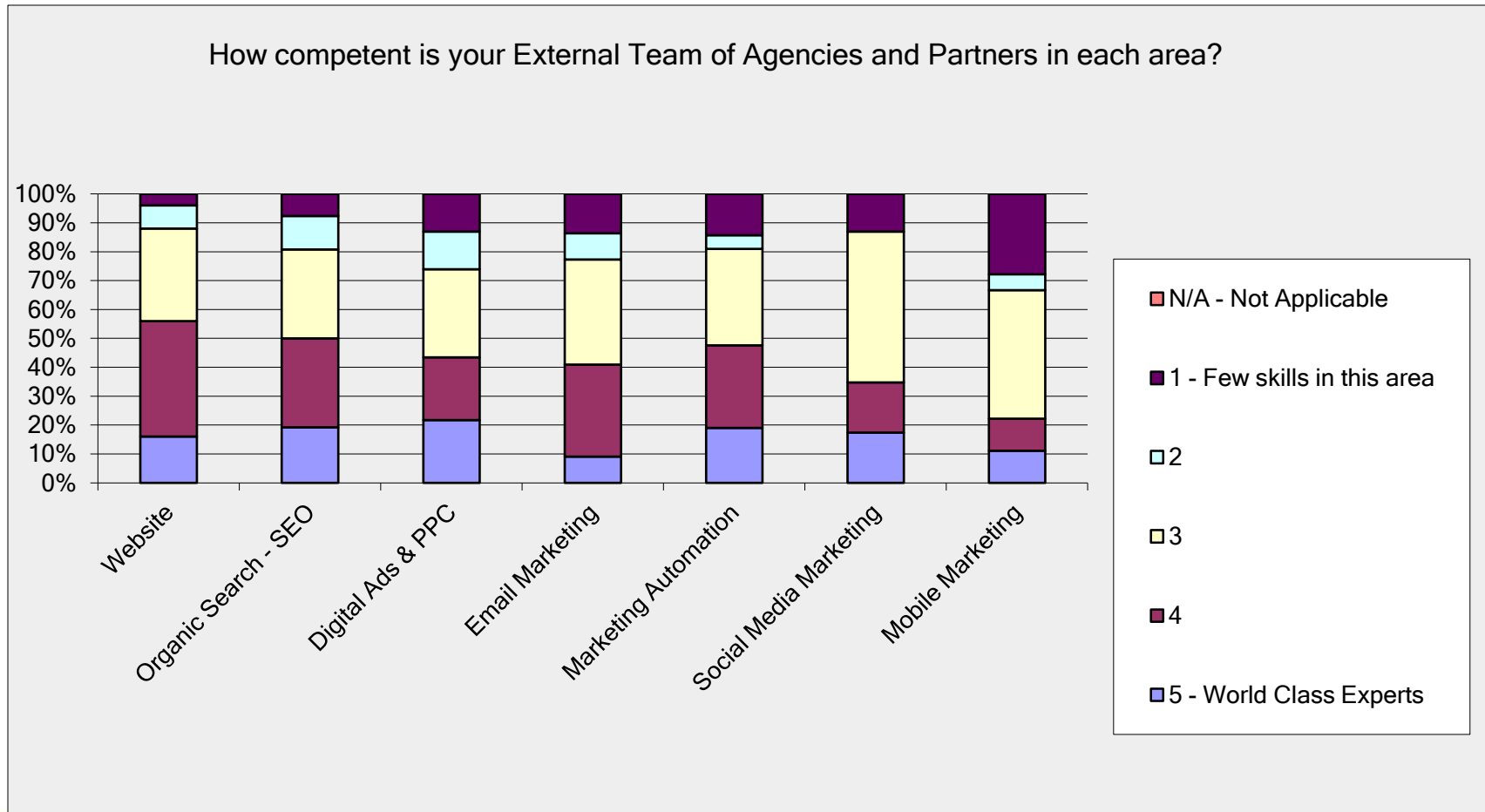
Internal Team

- Internal Website and Email teams were ranked the strongest.
- Internal Mobile and Digital Advertising teams were ranked the weakest.



External Team

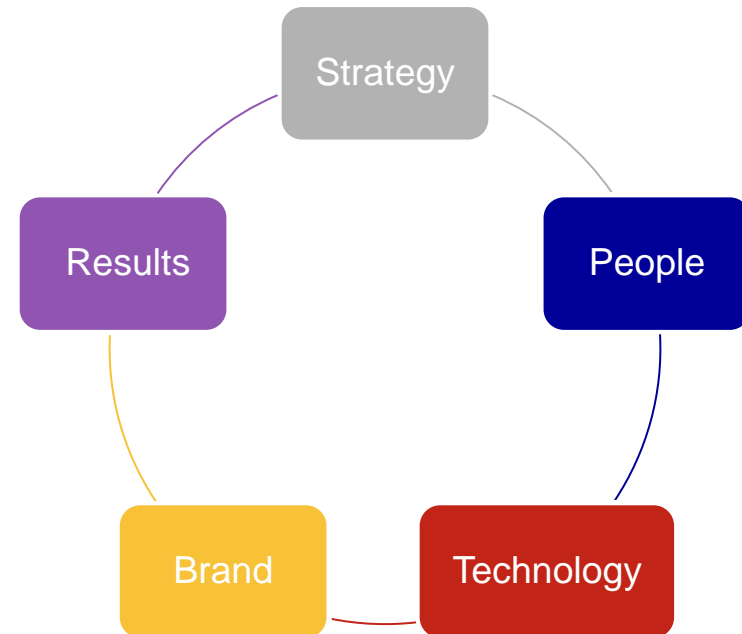
- Website and SEO External teams were ranked the strongest.
- Mobile, Social and Email External teams were ranked the weakest.



Technology and Innovation

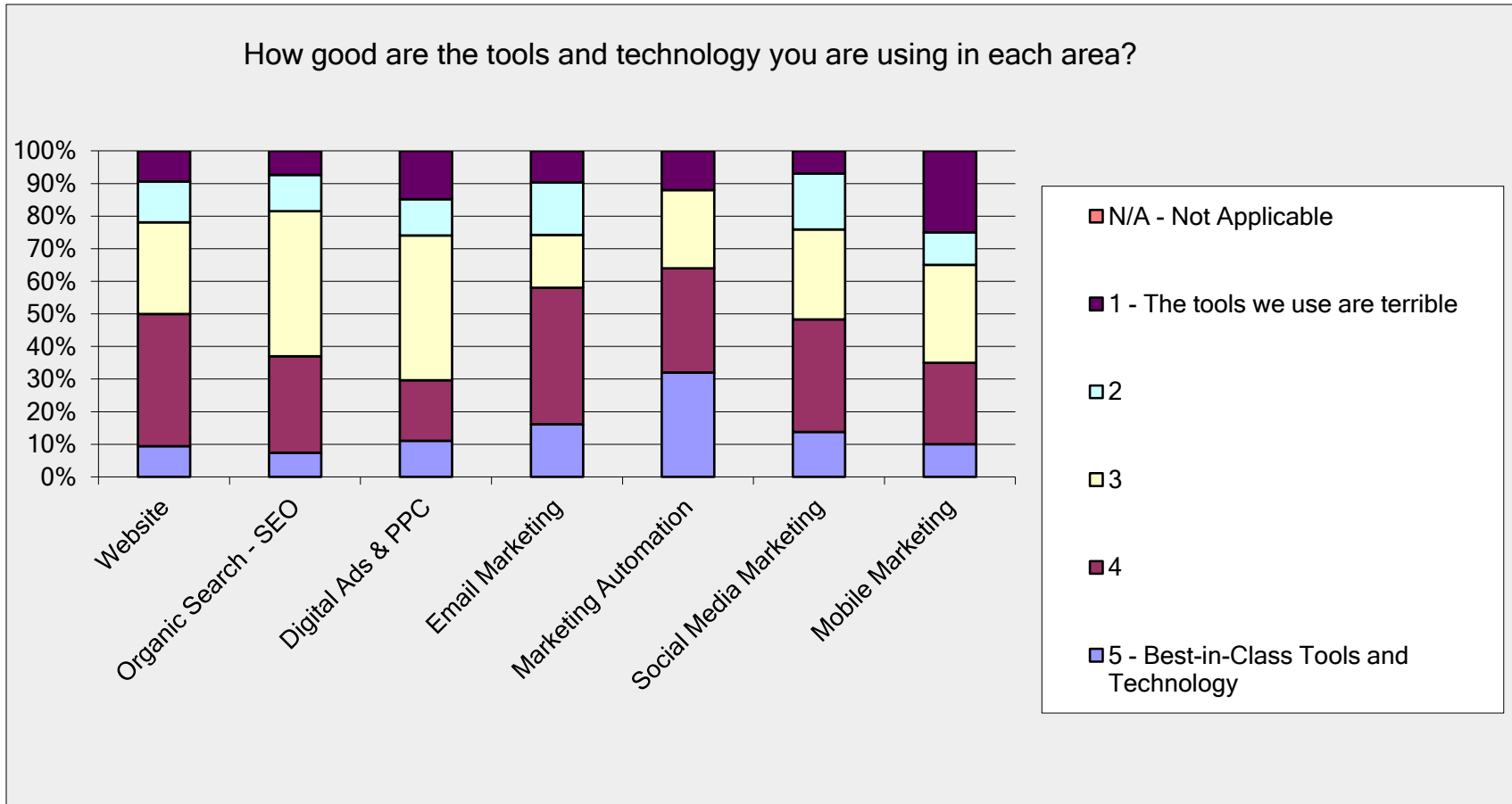
Marketing Technology is changing rapidly and organizations must learn to take advantage of the best tools and software available.

In the rapidly changing world of Internet Marketing, it's critical to be innovative in your use of content, tools and technology.



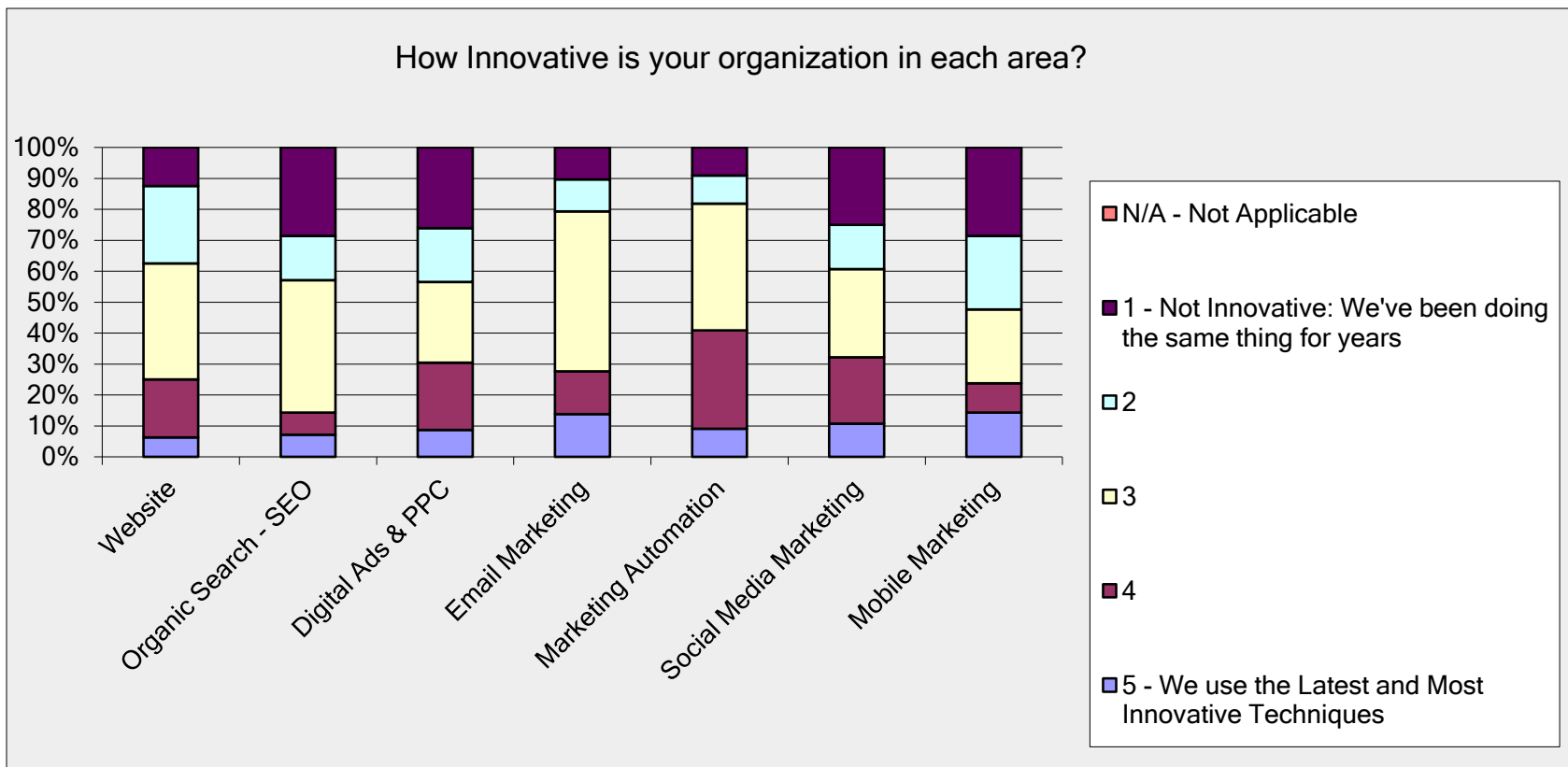
Tools and Technology

- Email marketing and Marketing Automation reported the best technology.
- Digital Advertising and Mobile reported the weakest technology.



Innovation

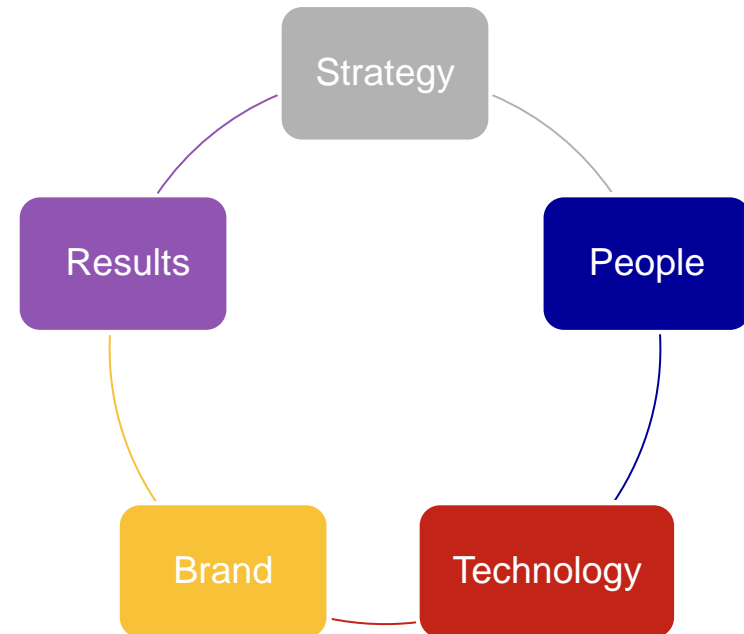
- Marketing Automation and Social Media marketing teams reported the highest levels of innovation.
- Search and Mobile marketing teams reported the least innovation.



Brand – Content and Design

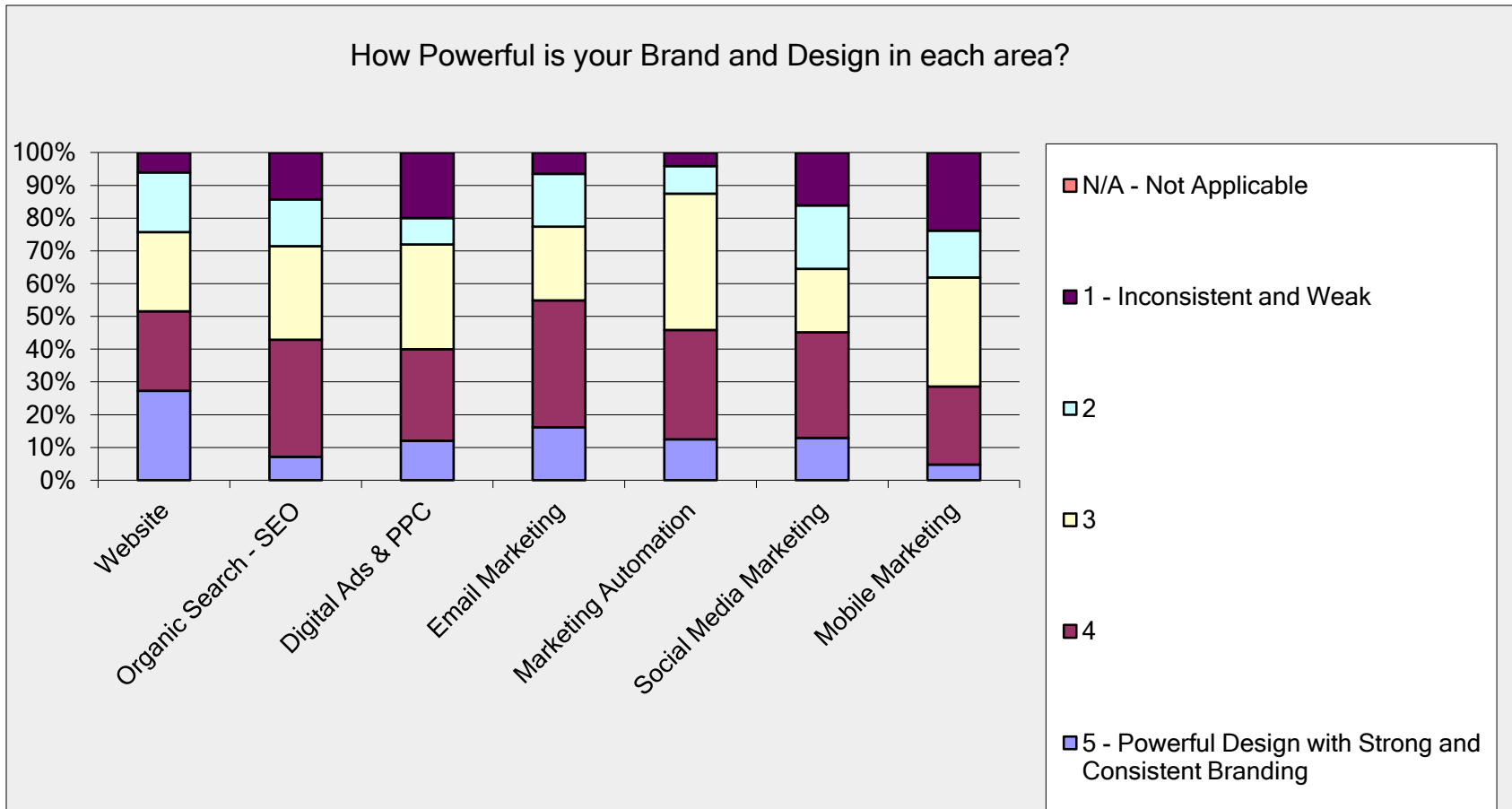
Successful organizations have strong brands with good design throughout their campaigns. Good design will build the brand and result in more effective campaigns.

Every inbound marketing program requires content, whether its for a web page, an advertising landing page or a blog post. High quality content can make the difference between a successful campaign and poor results.



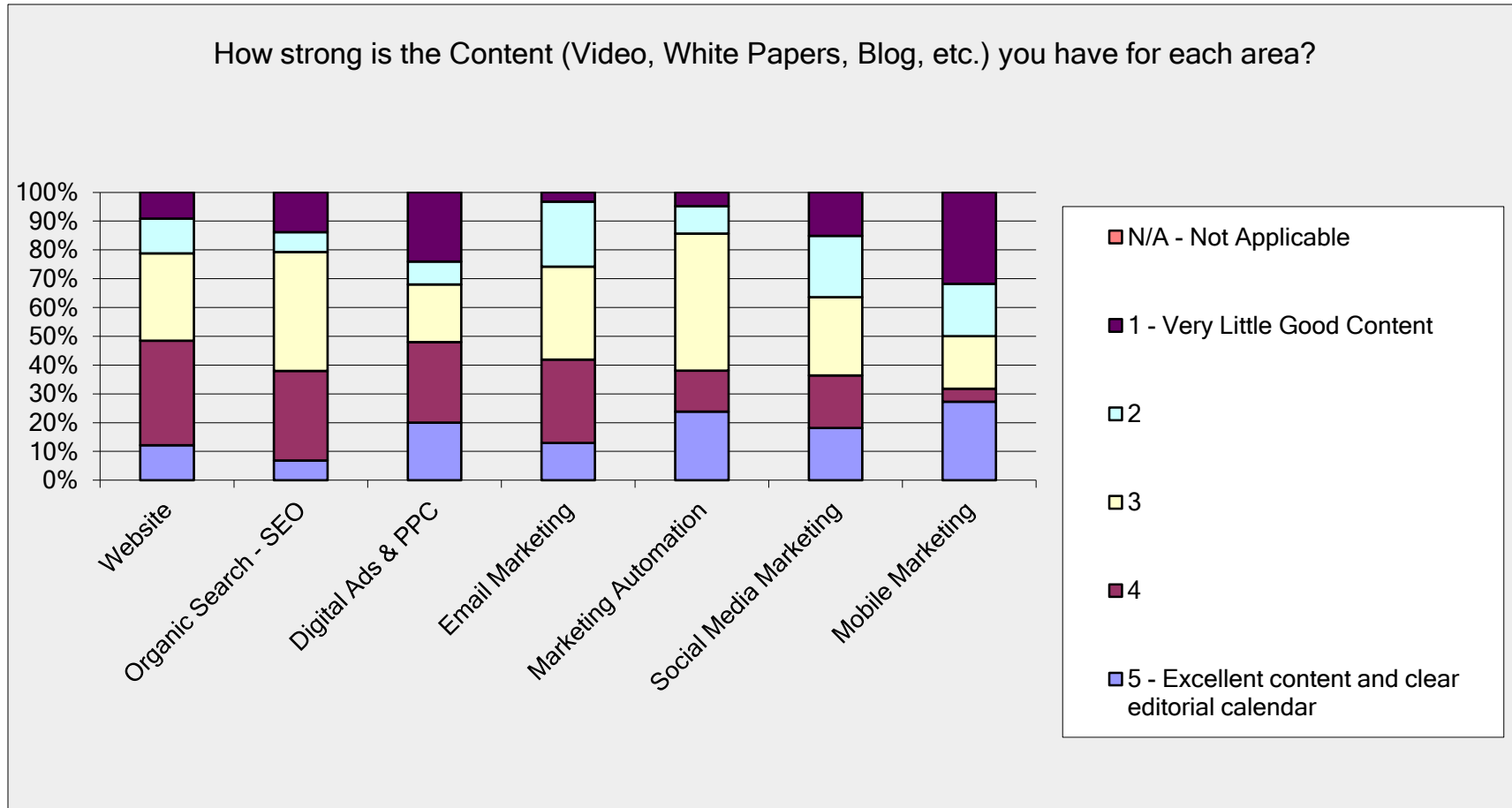
Brand and Design

- Website and Email teams reported the best brand and design.
- Mobile and Digital Advertising reported the weakest brand and design.



Content

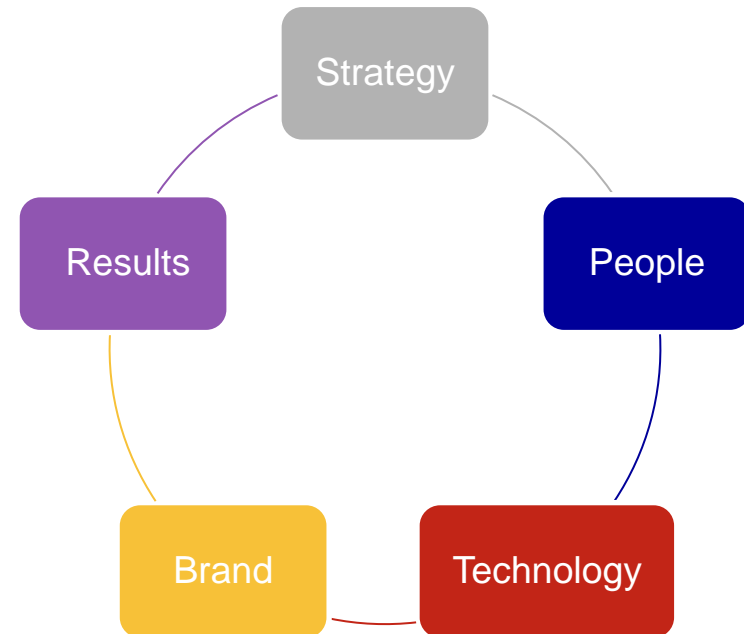
- Website and Digital Advertising reported the best content.
- Social media and mobile marketing reported the weakest content.



Results

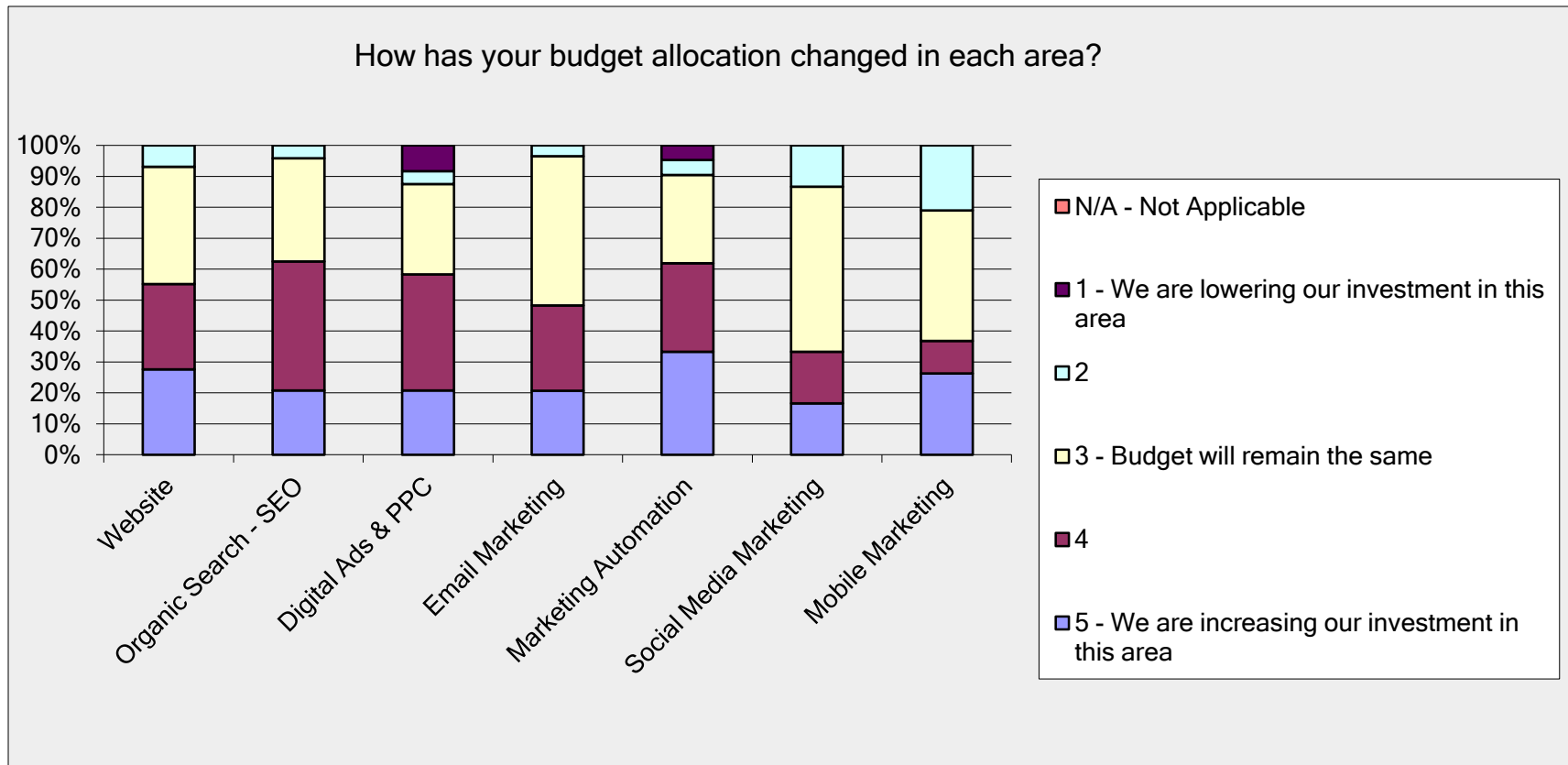
All marketers want to deliver a strong ROI, but many campaigns are difficult to measure. Several channels reported strong results with good reporting and metrics in place, while other channels struggled to show a clear ROI.

Several areas reported rapid budget growth which is a vote of confidence on that channel. Other areas were growing more slowly, and only two areas, digital advertising and marketing automation, reported a modest slowdown in spending.



Budget Allocation

- Budgets are increasing fastest in SEO, Digital Advertising and Marketing Automation.
- Social Media and Mobile Marketing budgets are not increasing as fast.



Return on Investment (ROI)

- Email marketing and Website investments showed the highest ROI.
- Social Media Marketing and Mobile Marketing showed the lowest ROI.

