

THE STATE OF MULTI-CHANNEL MARKETING

Research Created for Marketers



Research Series Conducted in Partnership with Leading Providers
of Marketing Technology and Digital Marketing Agency Services.

Ascend2[™]
RESEARCH-BASED MARKETING

IN THIS REPORT...

3. Methodology and Participants
4. Introduction
5. Rating Strategic Success
6. Essential Strategic Elements
7. Cross-Channel Measurement
8. Greatest Challenges
9. How is Effectiveness Changing?
10. Channel Quantity
11. Improving Targeting Capabilities
12. Channels & Tactics for Business Growth
13. About Ascend2 Research

PUT THIS CONTENT
TO GOOD USE!
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HOW TO USE THIS REPORT:

TIP #1: ENGAGE YOUR AUDIENCE by turning the charts and insights into your own content.

TIP #2: DISCOVER STRATEGIES, TACTICS AND TRENDS that are working for fellow marketers.

TIP #3: IMPROVE YOUR OWN STRATEGY by using data that is relevant to your business.

This Survey Summary Report is part of a series conducted in partnership with our participating Research Partners.

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➤ **METHODOLOGY**

Ascend2 benchmarks the performance of marketing strategies, tactics and the technology that drives them with a standardized online questionnaire and a proprietary 3-Minute Survey format.

This survey was fielded to a panel of marketing professionals and marketing research subscribers.

SURVEY RESPONDENTS

Primary Marketing Channel

B2B (Business-to-Business)	27%
B2C (Business-to-Consumer)	45%
B2B and B2C Equally	28%

Number of Employees

More than 500	14%
50 to 500	24%
Fewer than 50	62%

Primary role in company

Owner / Partner / C-Level	52%
Vice President / Director / Manager	34%
Non-Management Professional	14%

THE STATE OF MULTI-CHANNEL MARKETING

Today's audiences are everywhere and for marketers to meet their business goals, they need to be in multiple channels. But with multiple channels comes more complexity.

So how are marketers managing multiple channels to optimize marketing performance?

To help answer this question, Ascend2 and our Research Partners fielded the State of Multi-Channel Marketing survey. We thank the 372 marketers who responded to this survey during the week of June 15 - 24, 2022.

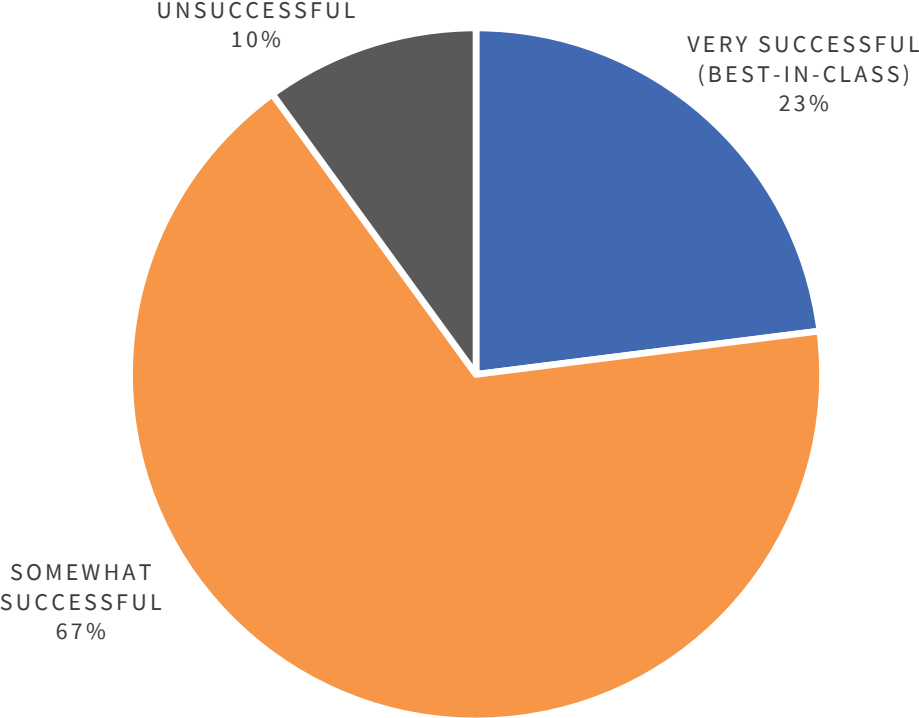
This Survey Summary Report, titled *The State of Multi-Channel Marketing*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

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.

RATING STRATEGIC SUCCESS

A 67% majority of marketing professionals surveyed feel that their multi-channel marketing strategy is just somewhat successful at helping them to achieve strategic objectives. Nearly one-quarter (23%) of those surveyed would describe their multi-channel marketing strategy as very successful, or best-in-class compared to their competitors.

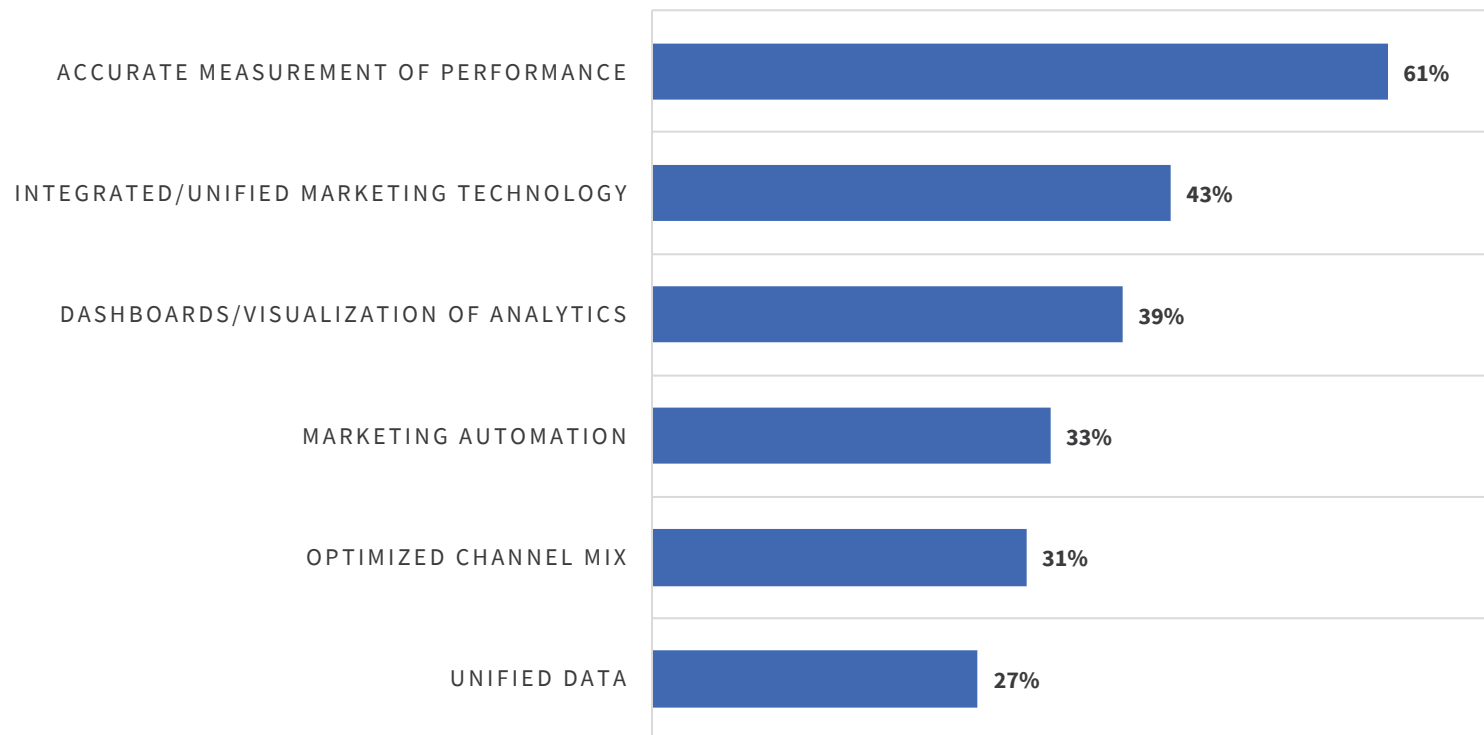
HOW WOULD YOU RATE THE OVERALL SUCCESS OF YOUR MULTI-CHANNEL MARKETING STRATEGY IN ACHIEVING STRATEGIC OBJECTIVES?



ESSENTIAL STRATEGIC ELEMENTS

The most commonly reported element essential to the success of a multi-channel strategy is having the ability to accurately measure performance. Without the knowledge of what is working and what is not, marketers are unable to optimize their strategies. An integrated or unified technology stack also tops the list of most essential elements of a successful multi-channel strategy for 43% of those surveyed.

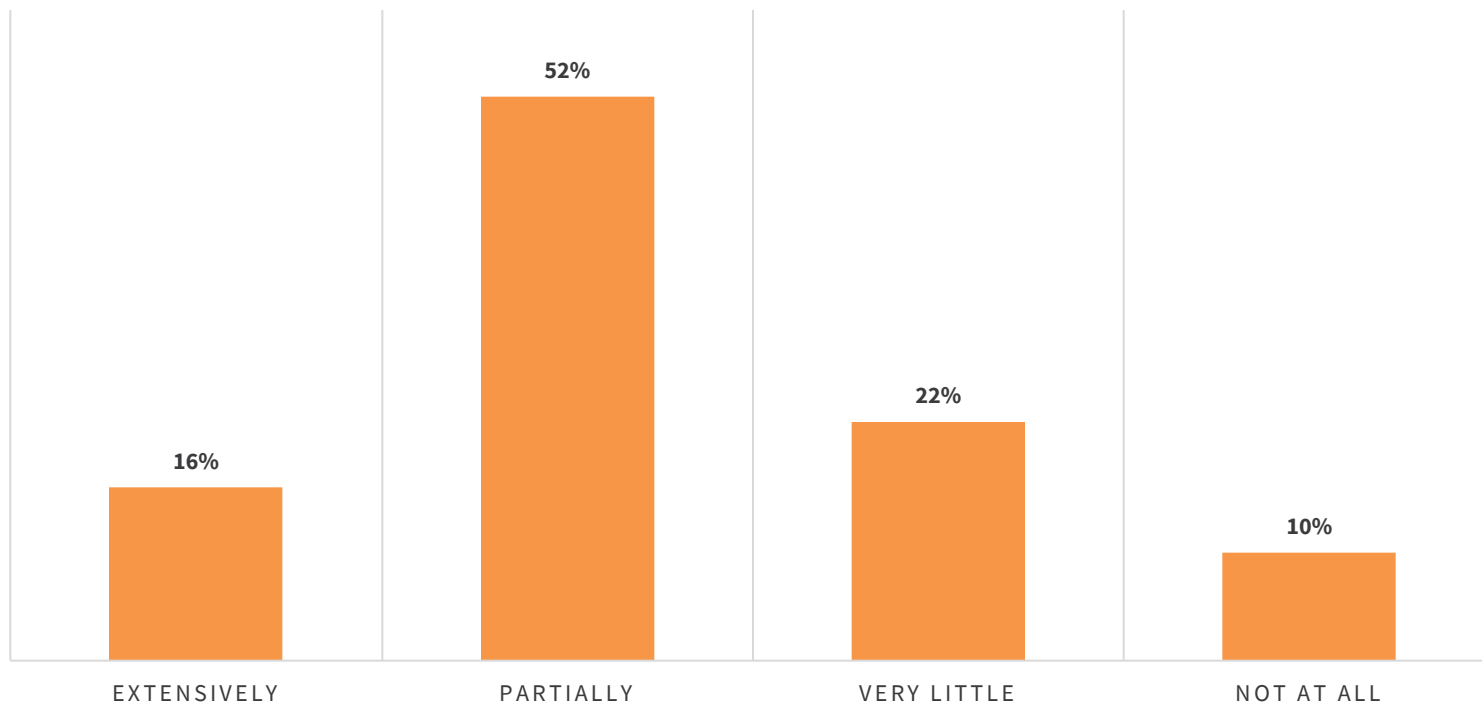
WHAT ARE THE MOST ESSENTIAL ELEMENTS OF A SUCCESSFUL MULTI-CHANNEL MARKETING STRATEGY?



CROSS-CHANNEL MEASUREMENT

With accurate measurement being such an important element of a successful strategy, it is surprising to see that only 16% of marketing tech stacks allow for accurate measurement of multi-channel initiatives across channels. Over half of those surveyed report that they have partial ability to measure efforts across channels, leaving one-third (32%) who have very little or no measurement capabilities.

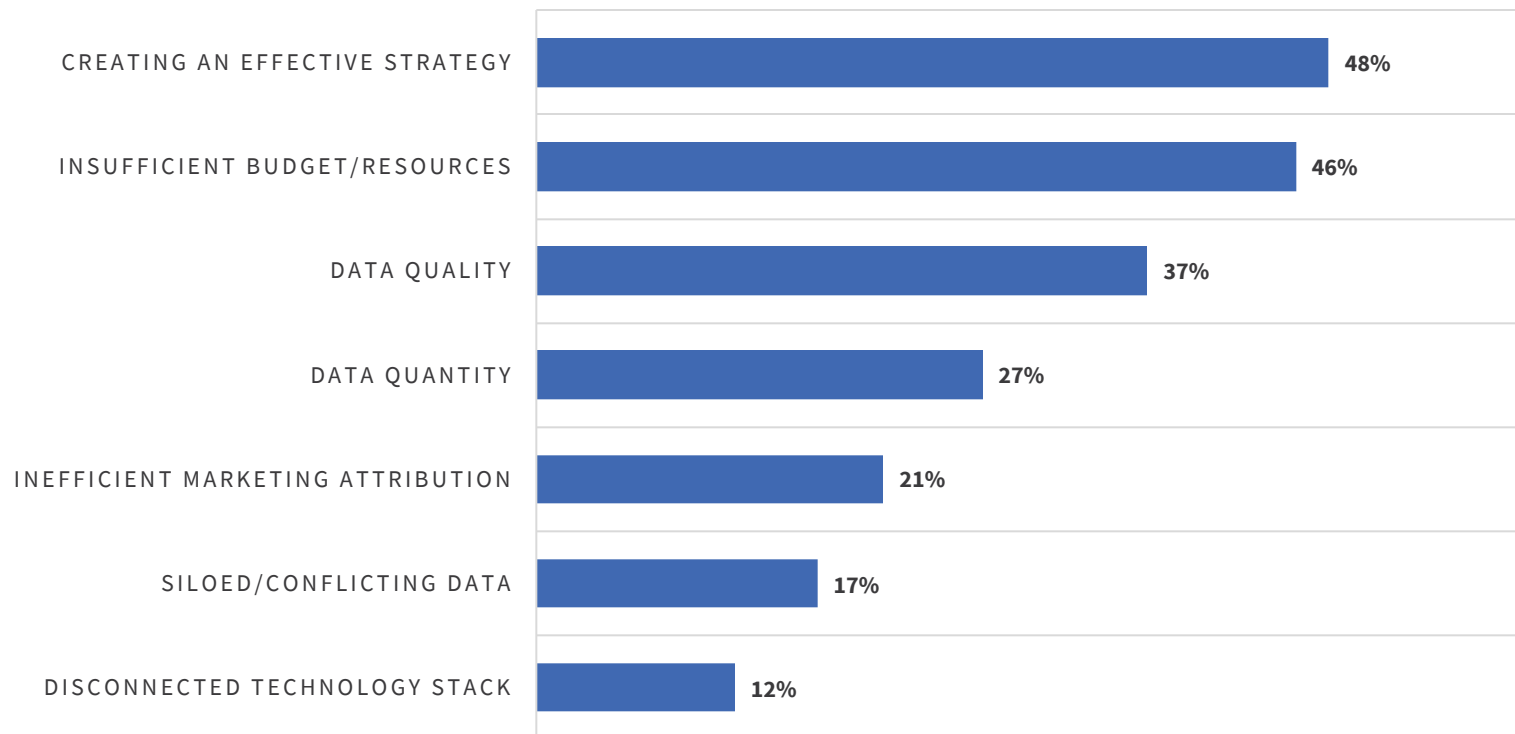
TO WHAT EXTENT DOES YOUR CURRENT MARKETING TECHNOLOGY STACK ALLOW YOU TO MEASURE MULTI-CHANNEL MARKETING INITIATIVES ACROSS ALL CHANNELS?



GREATEST CHALLENGES

Creating an effective multi-channel marketing strategy is a major challenge for nearly half (48%) of marketing professionals surveyed. Another 46% of those surveyed feel that insufficient budget and resources is a top barrier to the success of their strategy. The quality and quantity of data are also top challenges for 37% and 27% of those surveyed, respectively.

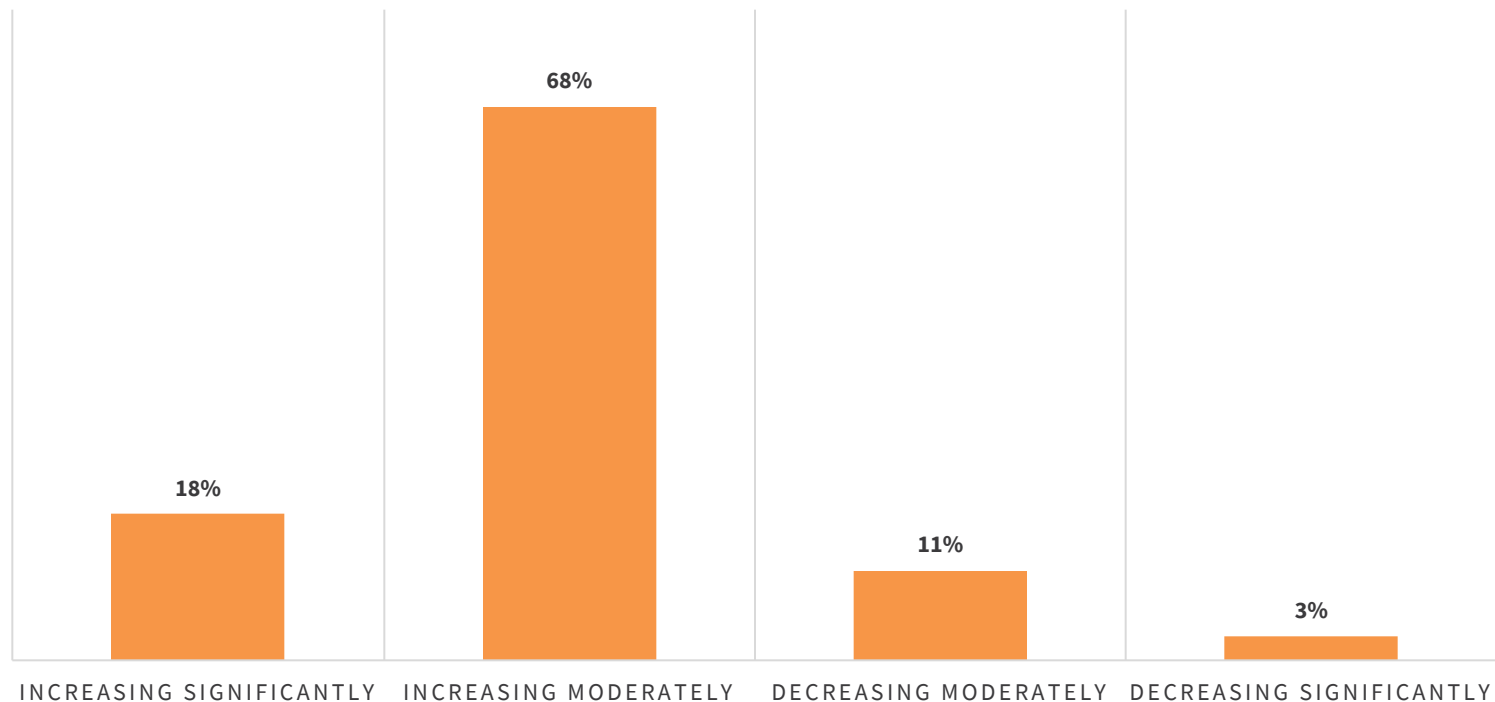
WHAT ARE YOUR GREATEST CHALLENGES TO EXECUTING A SUCCESSFUL MULTI-CHANNEL MARKETING STRATEGY?



HOW IS EFFECTIVENESS CHANGING?

How is the effectiveness of multi-channel marketing changing? An 86% majority of marketers feel that multi-channel marketing is increasing in effectiveness. Over two-thirds (68%) say this change is moderate and 18% report a significant change. Only 14% of marketers report that multi-channel marketing is decreasing in effectiveness to some extent.

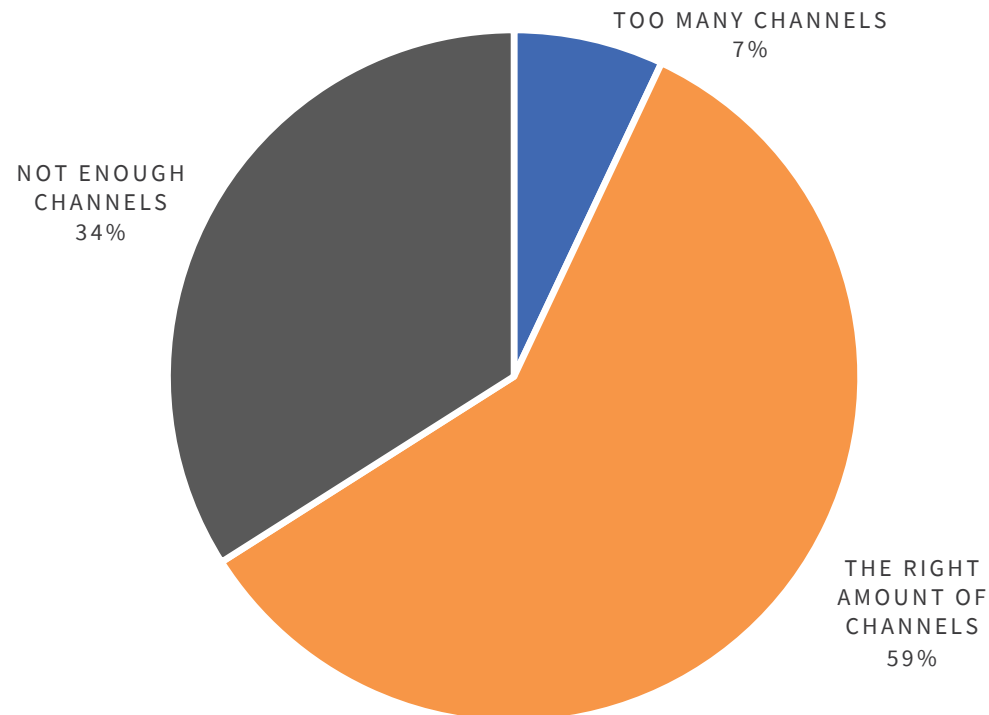
HOW IS THE EFFECTIVENESS OF MULTI-CHANNEL MARKETING CHANGING?



CHANNEL QUANTITY

Do marketers feel they are leveraging the right amount of channels today? Over one-third (34%) of marketers feel that they are not utilizing enough channels in their marketing strategy. Six out of ten marketing professionals feel that they are using the right number of channels while just 7% feel that they are using too many channels.

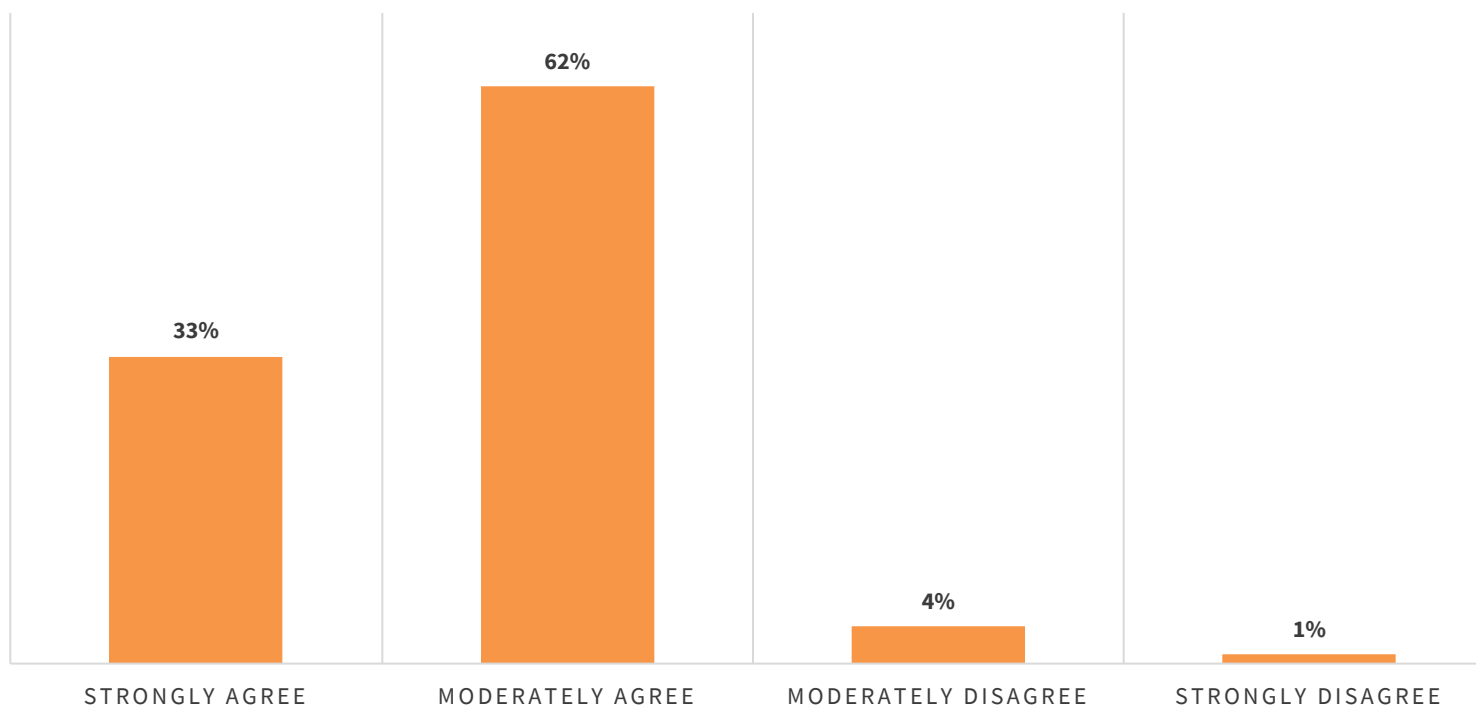
REGARDING THE NUMBER OF MARKETING CHANNELS YOU CURRENTLY SUPPORT, TO MEET YOUR GOALS, DO YOU HAVE:



IMPROVING TARGETING CAPABILITIES

The overwhelming majority (95%) of marketers feel that a strategy that integrates marketing channels enables for better targeting of the right audience at the right time. Channel integration allows marketers to meet their audience where they are with more personalized messaging, creating a better overall customer experience.

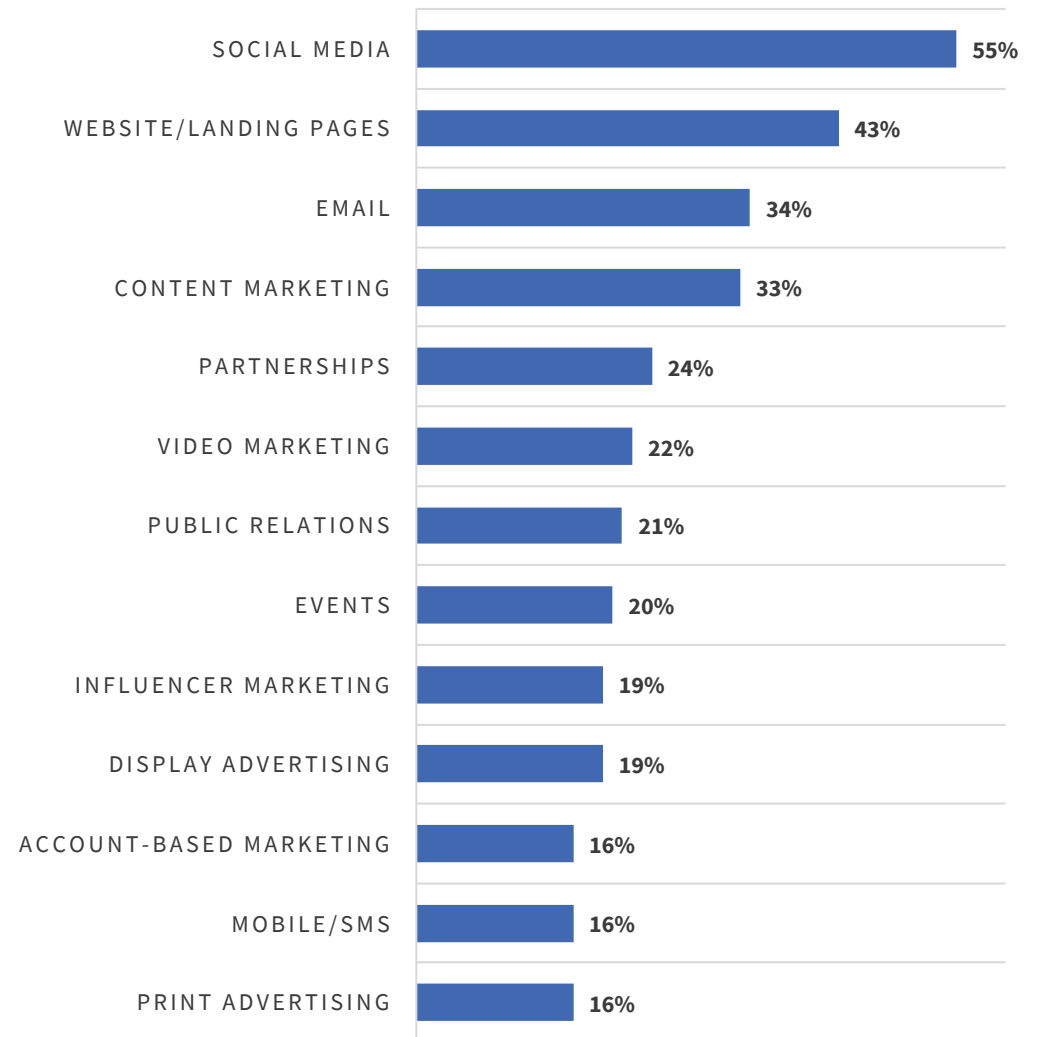
INTEGRATED MARKETING CHANNELS ENABLE BETTER TARGETING OF THE RIGHT AUDIENCE AT THE RIGHT TIME.



CHANNELS FOR BUSINESS GROWTH

Social media is considered to be a channel that will contribute most to overall business growth in the coming year for 55% of marketing professionals surveyed. Website or landing pages, email, and content marketing also top the list of channels and tactics that will contribute most to business growth in the year ahead according to 43%, 34%, and 33% of marketers, respectively.

WHICH OF THE FOLLOWING CHANNELS/TACTICS DO YOU FEEL WILL CONTRIBUTE MOST TO OVERALL BUSINESS GROWTH IN THE COMING YEAR?



CUSTOMIZED B2B RESEARCH

delivered to you with a plan to use it.

We find the right audience, ask the right questions, and gather insightful data to create useful and affordable research that will help you generate demand and increase engagement.

Join the industry powerhouses that use Ascend2 to create compelling research content that speaks to their audience.

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Don't just take it from us...

Here's what some of our customers have to say.

"I highly recommend Ascend2 for any research projects in the B2B marketing space. Coming from a heavy academic-research background myself, I'm quite demanding when it comes to fielding and analyzing market surveys. Intentsify had very specific goals in mind to support multiple use cases with original research. Todd and Jenna of Ascend2 had the requisite knowledge, skills, and resources to achieve our weighty objectives. **Further, the program was affordable (even for an early-stage startup), and the results to date are already surpassing our ROI goals.**"

-David Crane, VP Marketing, Intentsify

"Ascend2 was a pleasure to work with and helped us to **design a thoughtful survey that uncovered truly actionable and noteworthy findings**. They work smart and fast and even helped to promote and place the research results at launch. Ascend2 is at the top of our list for future projects."

-Nick Olsson, CEO, Olsson Communications

"Good news to report back to you – we are seeing a lot of success with the leads we have gotten, not only from you but from the report in general (website, our emails, ads, etc.). **My CEO is super pleased.**"

-Emily Wingrove, Director of Marketing, Synthio

"On a hunch that original, empirical research could boost engagement with my audience, I contracted Ascend2 and Todd Lebo to provide a study on the most effective tactics being employed by B2B marketers. The research was delivered on time in an easily workable format, and any minor corrections were handled with rapid turnaround and excellent customer service. In the end, the research deliverable ended up influencing hundreds of thousands of dollars in closed-won business, **achieving an 85x ROI on the purchase price of the research**. I am extremely impressed with Ascend2 and will use them again any time I require original research on industry influencers for my marketing campaigns."

-Jonathan Greene, Director of Marketing, LeadCrunch

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