

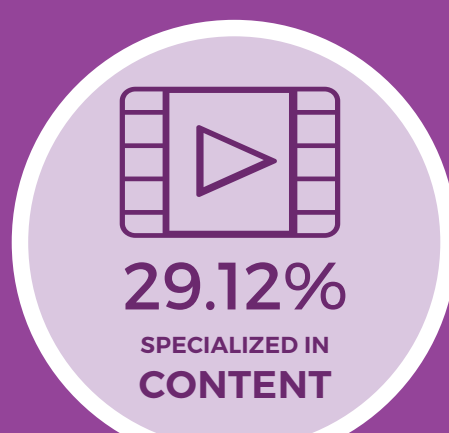
THE STATE OF MARKETING REPORT INSIGHTS FOR 2018



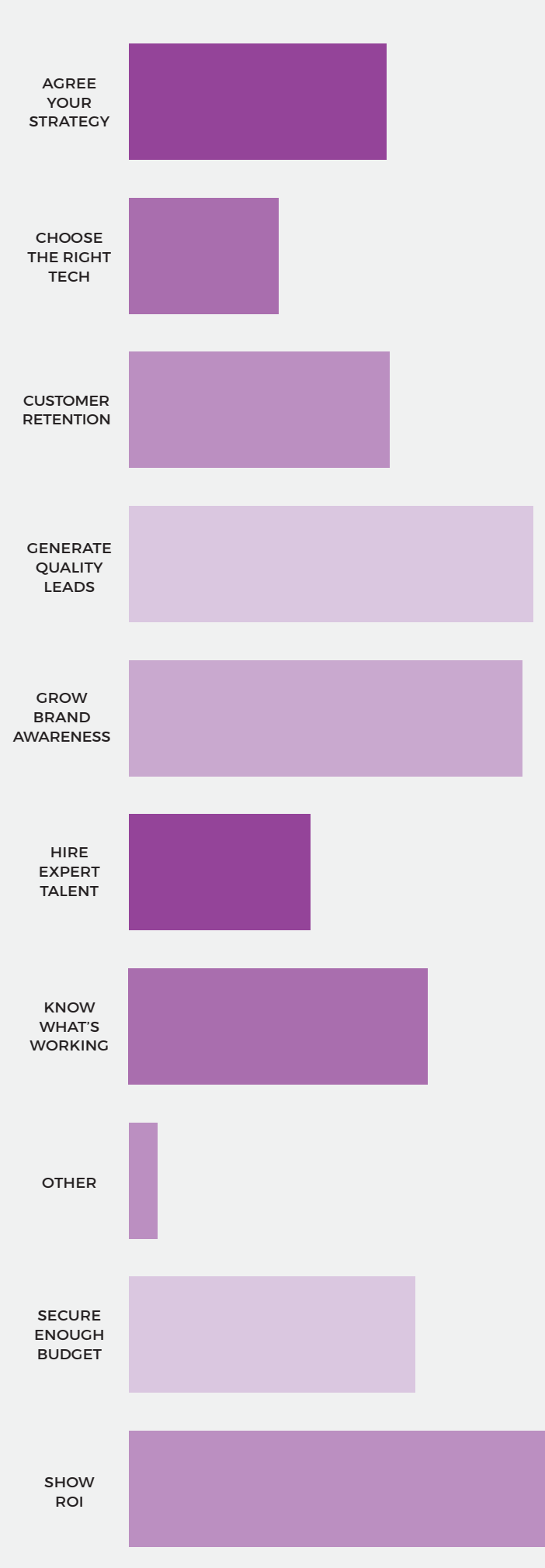
Understanding the current state of marketing can help businesses to evaluate themselves in line with their competitors and get a better idea of where they need to improve.

DATA OVERVIEW

50.88% of marketers felt 75% ready for 2018



CHALLENGES



TRENDS

49.12% interested in personalization and 1-to-1 messaging.

44.21% interested in the rise of video content.

42.46% interested in influencer marketing.

“Customer experience-centric trends accounted for 37.15% of the overall interest which highlights the importance of the customer in the modern marketing environment.”

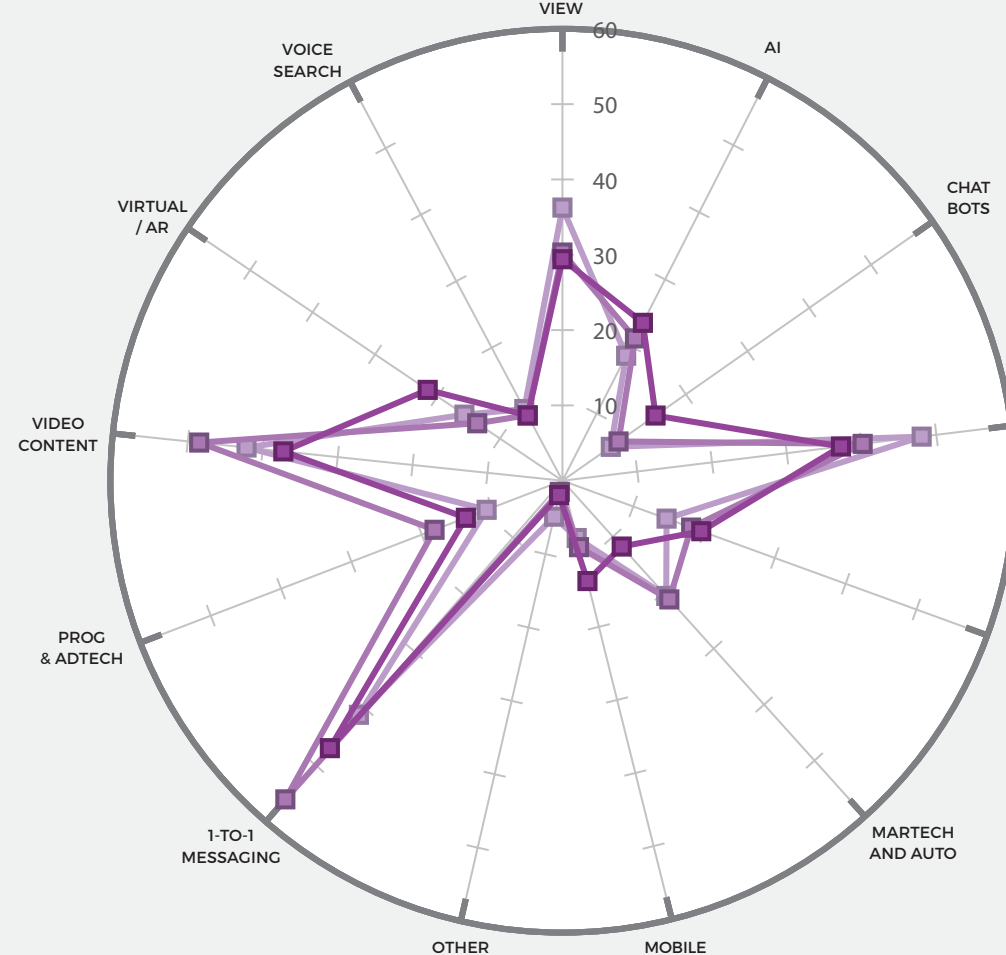
21.07% of influencers were interested in artificial intelligence

50.46% of managers were interested in the rise of video content

24.29% of directors claim trends are just a fad

TRENDS I'M INTERESTED IN...

ENTERPRISE COMPANIES
MEDIUM COMPANIES
SMALL COMPANIES



CURRENT MARKETING METHODS

90.83% of managers surveyed said they used email marketing as one of their tactics.

78.25% said they used content marketing.

“Being able to prove ROI on marketing activity and therefore securing budget is a challenge for 34.94% of managers.”

READINESS FOR 2018

“Small businesses may in fact be better prepared and more ready for the upcoming year.”



IFP

Insights For Professionals

DELIVERING THE LATEST BUSINESS KNOWLEDGE WORLDWIDE

www.insightsforprofessionals.com